

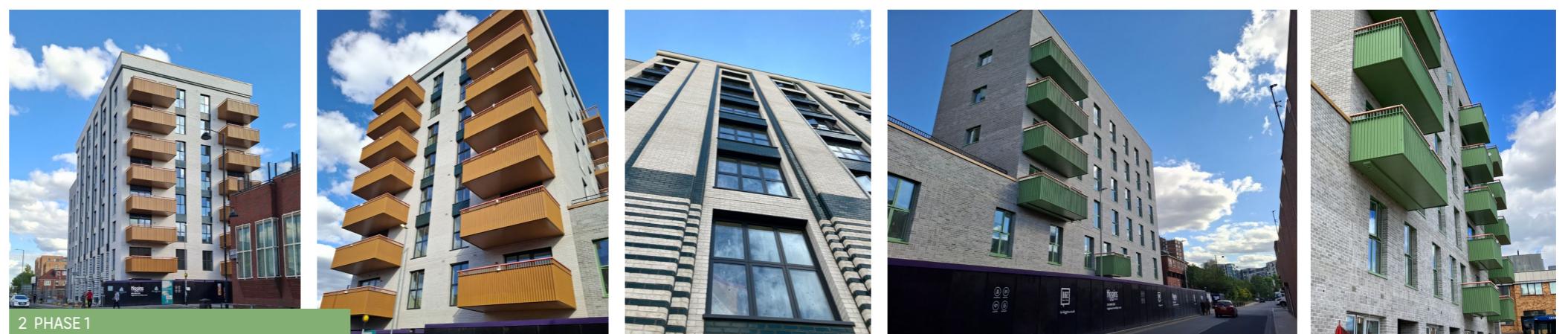
# ARCHITECTURE STRATEGIES

## Context Introduction



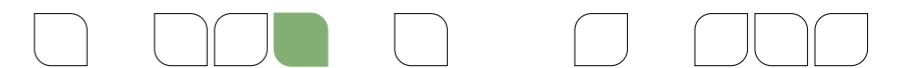
### IMMEDIATE CONTEXT

- Existing estate dates back to 1970s. All built in dark red brick.
- Phase 1 has two different styles - corner building in white brick with green glazed bricks and vertical expression. Secondary buildings are much simpler in grey brick, with green metalwork and brick detailing to add texture.
- Crown close is the loading zone for the high street. Large blank brick facade and large openings for lorries.
- Little road is two storey residential street, predominantly in render / pebble-dash.



# ARCHITECTURE STRATEGIES

## Context Introduction



### PHASE 1

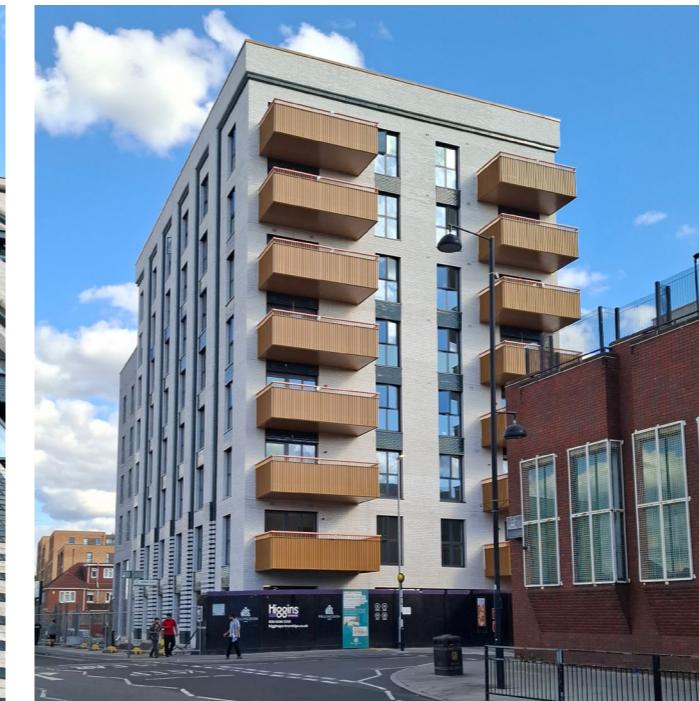
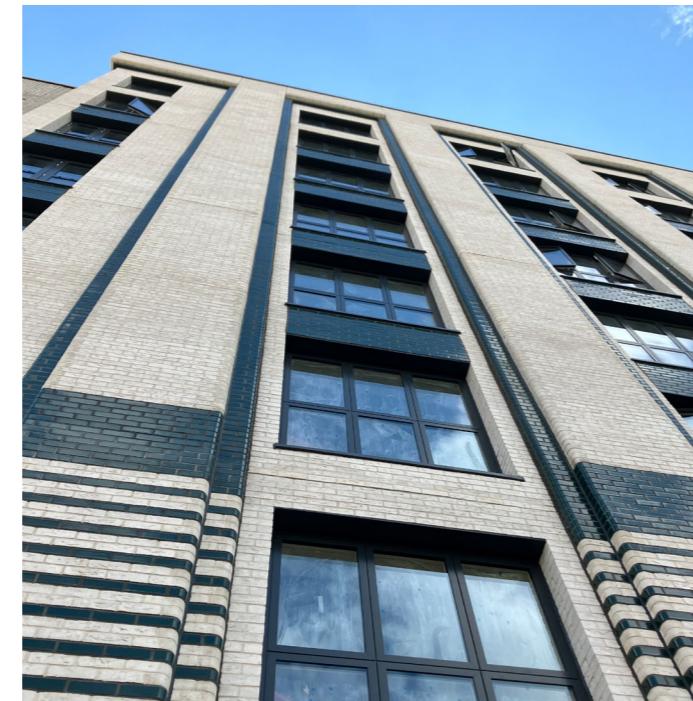
The almost completed consented phase 1 block sits on the North-side of the site, setting an architectural language precedent for the rest of the outline development to respond to.

This phase uses two contrasting architectural styles to articulate the different blocks and set a precedent for the use of hierarchy to influence architectural style across the proposed masterplan.

To the North, the taller block uses white brick as its primary facade material, with green glazed brick detailing used to emanate an art-Deco-style language along the primary street frontage to Pump Lane. Gold balconies add further accents of colour.

The rest of the massing is much calmer by contrast, using a light grey brick as the primary facade, with green balconies and metalwork used to add accents of colour to this part of the block.

### CONSTRUCTED BUILDINGS



### BRICK COLOURS



### METAL COLOURS



# ARCHITECTURE STRATEGIES

## 4.4.2 Context Summary



### WIDER CONTEXT

In the wider context, there is no-overwhelming or consistent architectural language to draw from. Instead, buildings around the site vary quite considerably in style, tone, expression, age and language. This eclectic mix makes it challenging to single out a particular contextual approach to the outline architectural design, but the need for a clear strategy and relatively calm approach is evident.



# ARCHITECTURE STRATEGIES

## Context Summary



### TONES OF BRICKS

Focusing on materiality in the surrounding context further exemplifies the eclectic variety in the local area. Different base colours are evident in abundance, and present opportunity in how the masterplan could respond and fit into its locale.

### BRIGHT ACCENTS OF COLOUR

Notable in lots of the surrounding developments, particularly those which are more recent, is the use of bright accent colours. This concept is used on phase 1 too, so could be explored further in the RMA detailed design stage.



WHITE TONES



GREY TONES



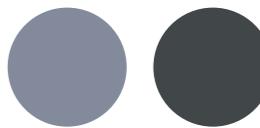
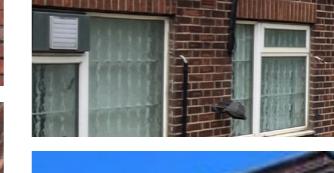
LIGHT PINK / SALMON



RED TONES



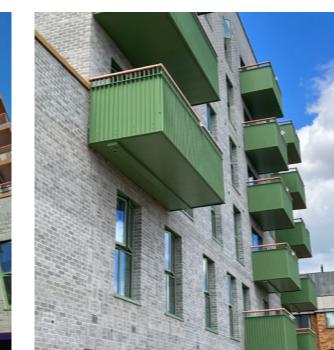
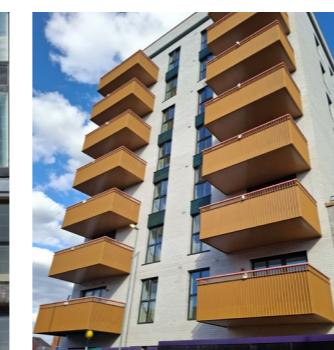
BROWN TONES



BLACK / DARK GREY

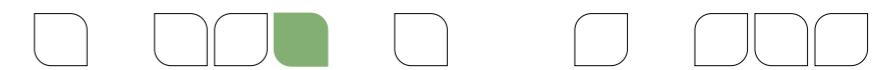


### BRIGHT ACCENTS OF COLOUR



# ARCHITECTURE STRATEGIES

## 4.4.3 Character Areas



### MASTERPLAN ZONING

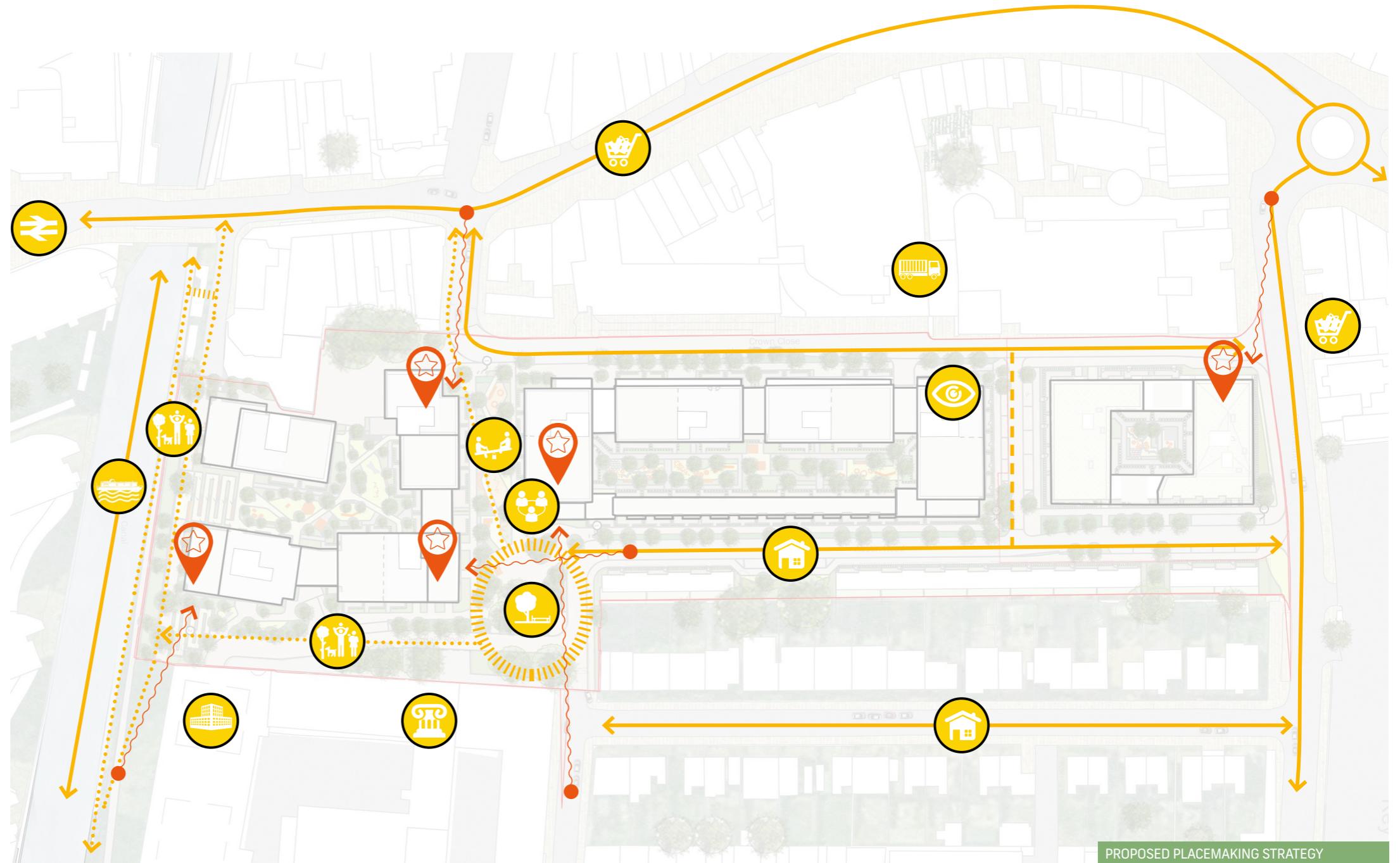
In developing an illustrative strategy for the architectural character, careful consideration has been given to expressing the masterplan strategy and reflection of use, function and placemaking hierarchies.

As a relatively large masterplan, this presents ample opportunity to reflect the character of different zones in the architectural language. Themes of hierarchy and placemaking will be used to refine this architectural strategy.

This is explored in further detail across the next few pages however the detail of the architectural expression and the detailed internal design of the blocks will be submitted as part of future RMA applications.

### KEY

- → Key Views
- ← Key Routes
- ★ Taller buildings' architectural character to express their hierarchical significance
- 🏠 Mews street houses to be expressed with their own architectural character relating to the human scale
- 对孩子图标 Play spaces in public realm
- 🌳 Community Square to have its own character
- 👥 Community Centre to have its own architectural identity



# ARCHITECTURE STRATEGIES

## Character Areas



### STREET TYPES

Variations in the architectural and landscape character across street types will add richness to the masterplan and assist with placemaking. Similar to the consented approach, a number of street types can be identified in the masterplan design.

Each street type will have its own character, driven largely by the variations in the masterplan and landscape strategy, but there is opportunity for this to be reflected further in the elevational strategy at RMA detailed design stage.



1



'Green Street' or Crown Close has an adjacent active service yard. A green buffer has been introduced to create a separation from this zone, whilst new foot-pathways lead through flourishing planters.



The width of the street has been reduced to a more suitable dimension for one-way vehicle access. This action provides the duplex family homes with generous front gardens.

2



A new housing typology is welcomed to 'Mews Street' or the Austin Road proposal. The character is to compliment the existing 2-3 storey homes, whilst introducing new green space, access and habitat diversity.

3



This zone contains the newly proposed 'Community Square', including increased pedestrian connectivity with routes to the community centre.



Along with further welcoming play space, it provides outdoor seating and space for community interaction.

4



Across the proposal, play space has been welcomed in large pockets of secure and safe public space. The Silverdale Road connection has been terminated sooner creating space for a new 'Play Zone'.

5



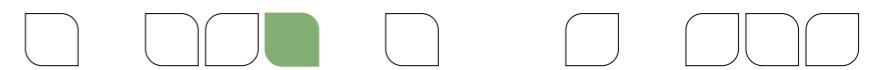
Vehicle access has been overruled along 'The Canalside' to define this as a calm but rejuvenative passage with greater connections to the canal.



Ideal for improving fitness, it welcomes pedestrians and cyclists.

# ARCHITECTURE STRATEGIES

## 4.4.4 Mews Houses



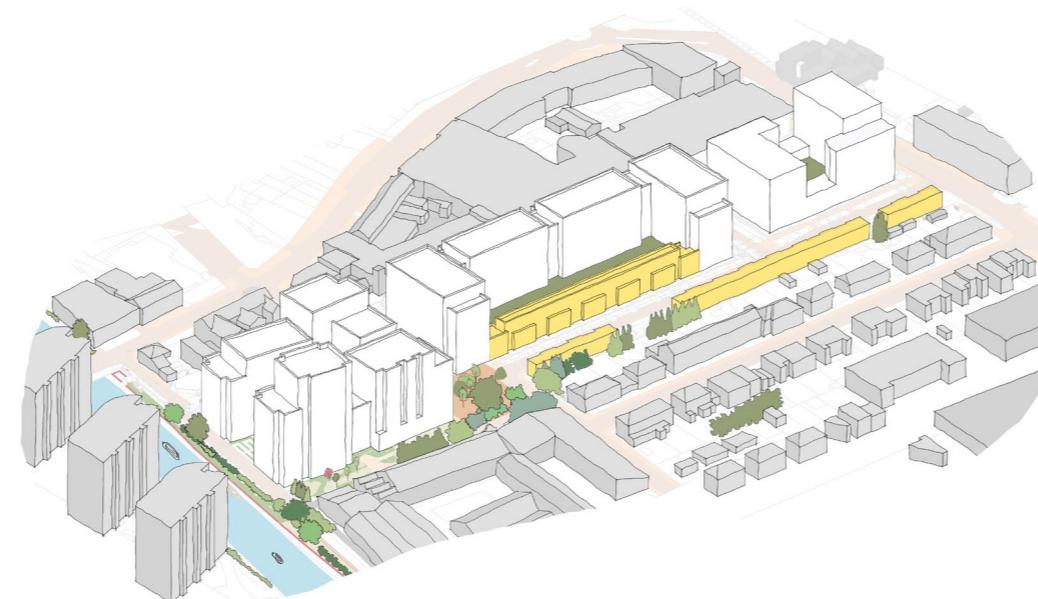
### MEWS HOUSES

A distinctive architectural language will be given to the mews houses proposed along Austin road, sympathetic to the aims of the masterplan in delivering a distinctive character.

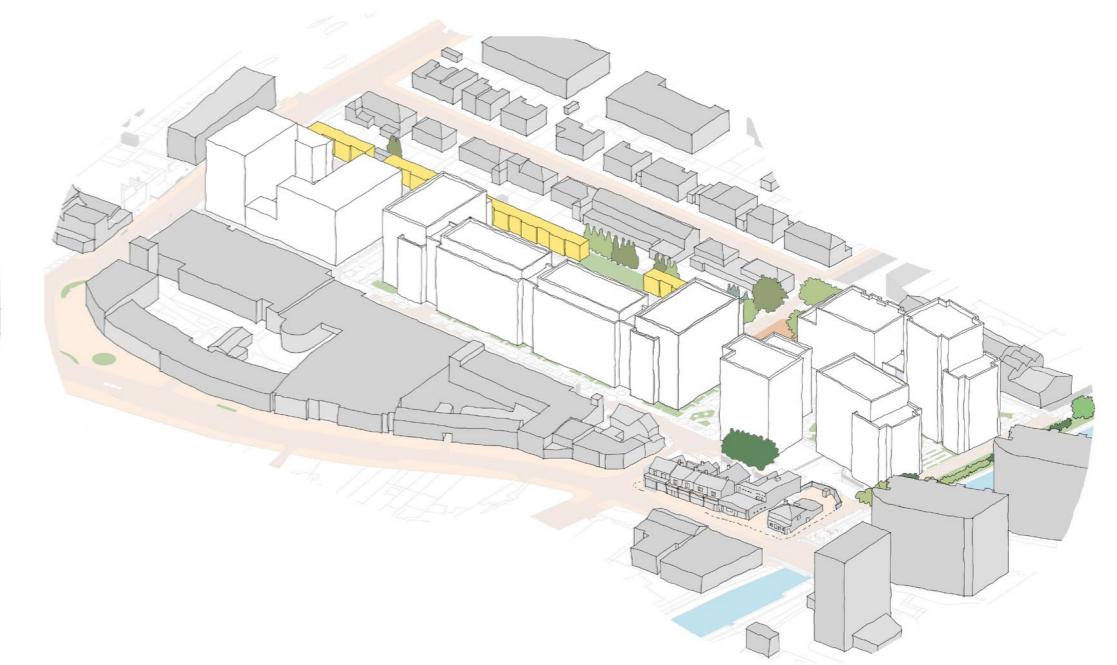
A clean and calm brick materiality with refined but simple detailing is proposed, using steps and gaps in the massing to articulate and engage with the street, and provide architectural interest.

Some precedents showing how this might be achieved are shown below.

VIEW FROM SOUTH



VIEW FROM NORTH



PRECEDENTS



# ARCHITECTURE STRATEGIES

## 4.4.5 Ground Floor Expression



### ENTRANCE LEGIBILITY

A key principle of the illustrative architectural strategy is to express the duplexes, community centre, and residential lobbies individually, as an honest reflection of the internal programme and to signal to the building's users where the entrances are. These areas are to have a richer level of detailing as the parts that people will interact with most.

The community centre in particular will express its prominent corner position with a 2-storey volume, and aim to draw in the community whilst engaging with the landscape spaces surrounding it.

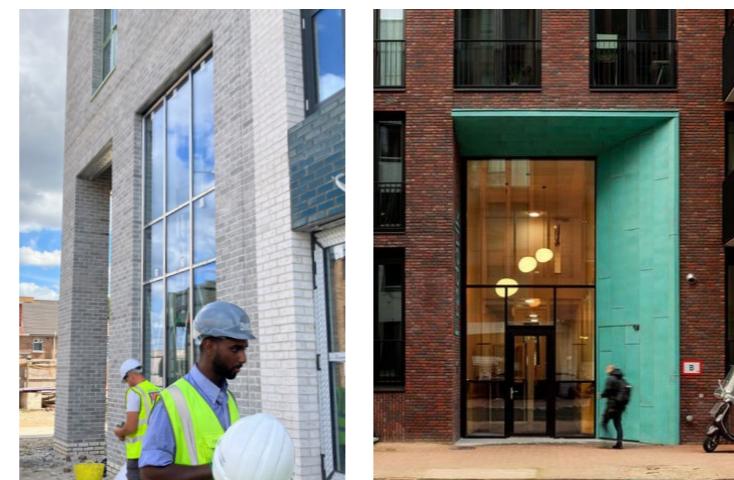
Some precedents showing how this might be achieved are shown below.

### COMMUNITY CENTRE

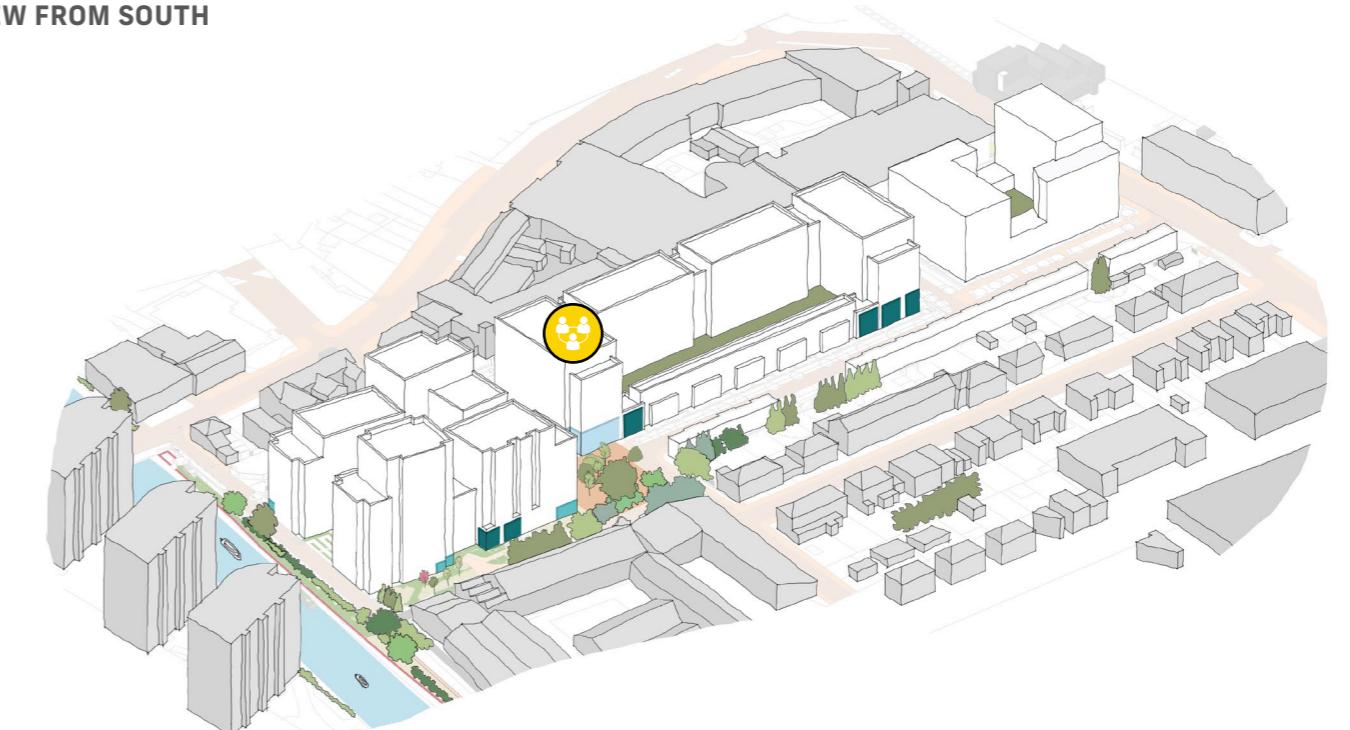


Phase 1

Expressing the double height space



### VIEW FROM SOUTH



### DUPLEXES



Expressing duplexes  
Framing element

Kenavon Drive,  
Reading (PRP)

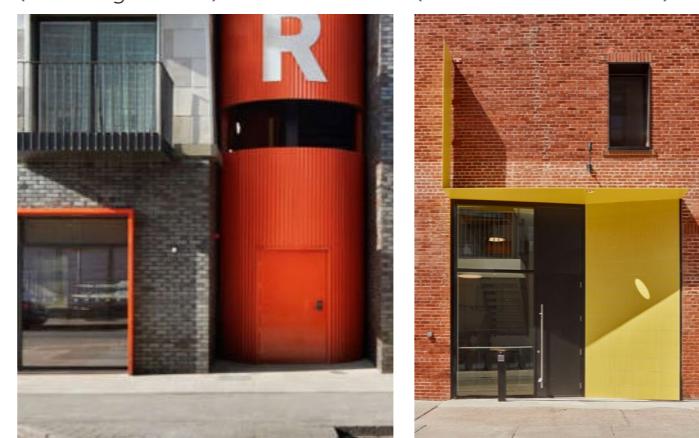


### RESIDENTIAL ENTRANCES

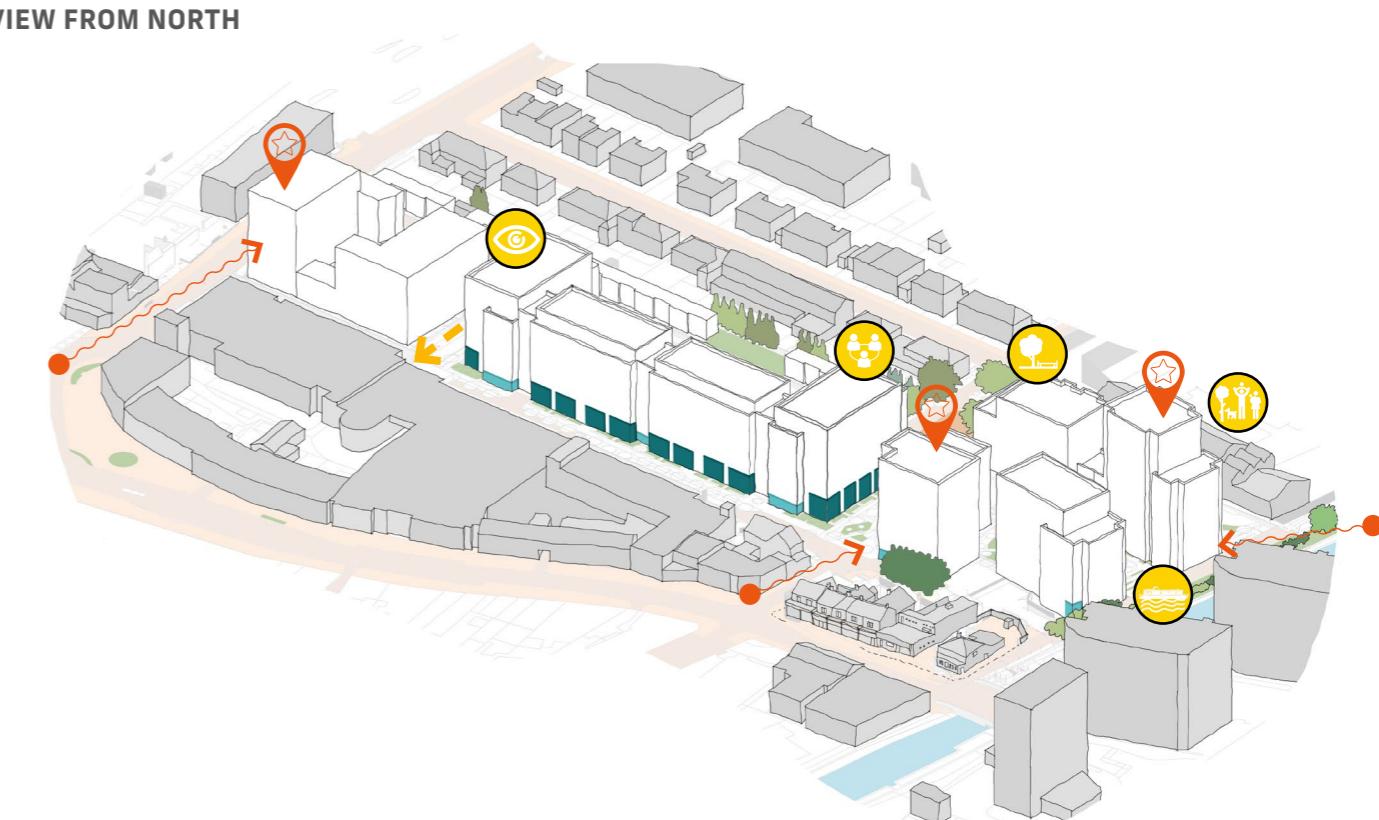


Use of colour to highlight  
Residential Entrances

Local Precedent: Old Vinyl Factory  
(Studio Egret West)



### VIEW FROM NORTH



# ARCHITECTURE STRATEGIES

## 4.4.6 Hierarchy across the site

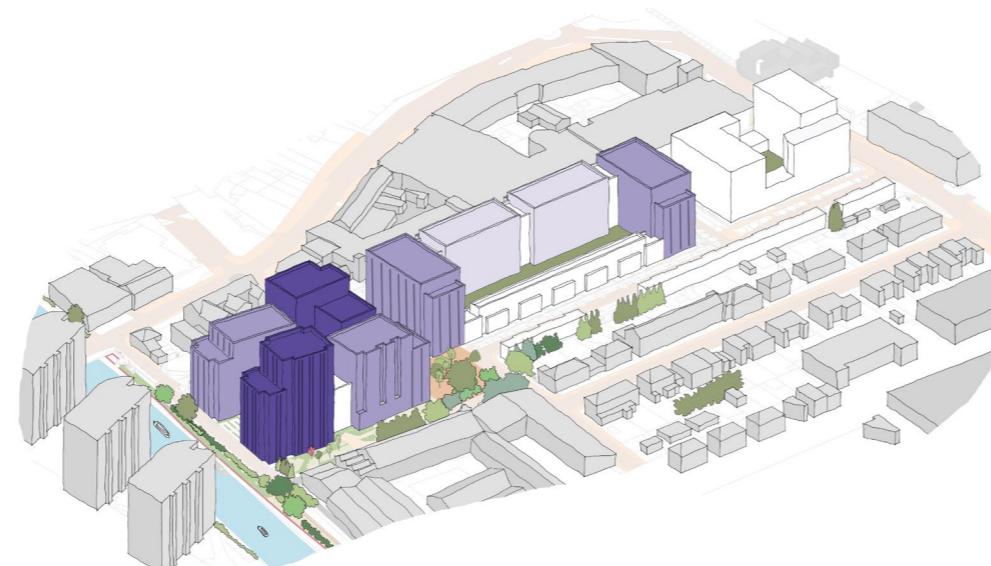


### HIERARCHIES

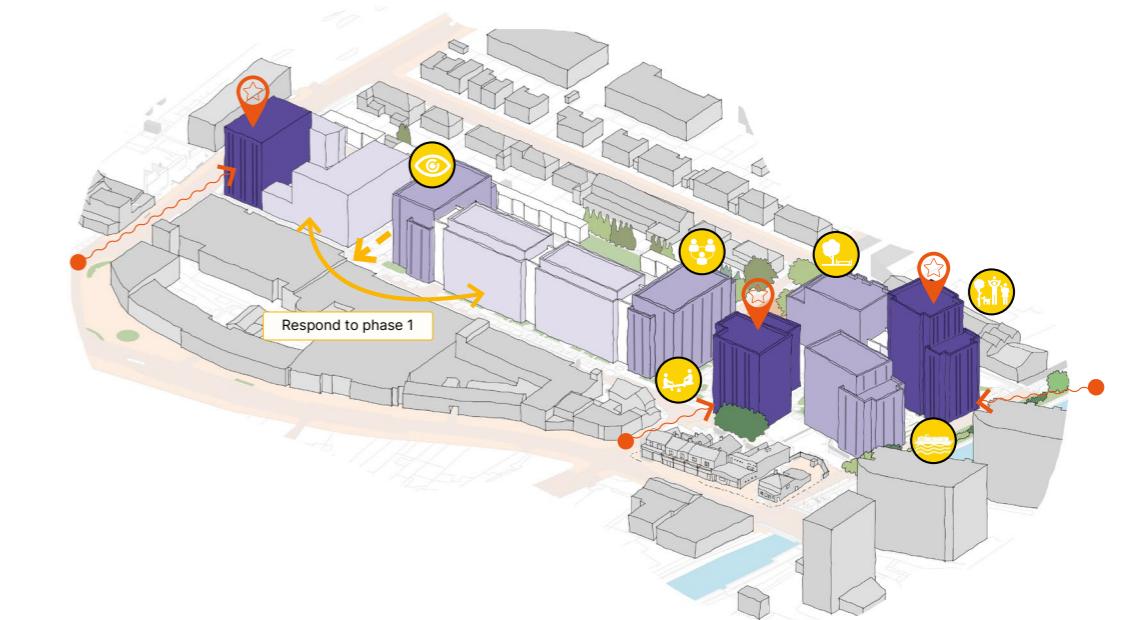
These diagrams show one possible approach in expressing hierarchy across the site, which will be explored further and later confirmed through the submission and approval of reserved matters applications in compliance with the controls defined in relevant planning conditions.

The proposed approach is to express changes in hierarchy through changes in the richness of details provided from block to block. The precedents and notes below illustrate in more detail how this could practically be achieved.

### VIEW FROM SOUTH



### VIEW FROM NORTH



#### Phase 1



#### HIERARCHY 1



Richness of detailing  
Strong vertical expression  
Vertical framing

Excelsior Mill, Manchester  
(Tim Groom Architects)



The Valentine, Ilford,  
London (HTA)



#### Phase 1



#### HIERARCHY 2



Subtle vertical expression  
Grouping of windows

Cadix Harbour Building, Antwerp  
(Sergison Bates Architects)



Canada Gardens, Wembley,  
London (PRP)



#### Phase 1



#### HIERARCHY 3



Punched holes  
Subtle brick detailing to add texture



Unsworth Park, Manchester  
(MHA Architects)



Buchholzer Grun Housing, Hanover  
(Busch & Takasaki Architekten)



## 4.5 INDICATIVE HOUSING MIX



Based on the illustrative masterplan, the proposed Indicative Housing Mix has been revised through pre-application consultation to offer a mixed and balanced community, helping meet local housing needs. The new homes will be a mix of types, tenures and sizes.

The indicative summary schedule below, categorised by tenure, would deliver a minimum of 48% affordable homes by unit number, 52% affordable homes by floor space (NIA excluding non-residential) and 54% affordable homes by habitable room, representing an improvement over the consented outline mix in all categories.

The future Reserved Matters Applications may refine this mix further in accordance with the revised conditions and s106 obligations.

*Note: The figures in the below table are indicative and based on the illustrative masterplan. The final floorspace, unit and tenure mix will be confirmed through the submission and approval of reserved matters applications in compliance with the controls defined in relevant planning conditions and s106 obligations.*

### INDICATIVE HOUSING MIX BELOW INCLUDES COMPLETED PHASE 1 UNITS

#### Overall Summary - All phases

Social Rent																	
1B1P 40m <sup>2</sup>	1B2P	1B2P W	2B3P	2B3P W	2B3P +	2B4P	2B4P W	2B4PD	3B5P 86m <sup>2</sup>	3B4P W	3B5PD	3B5P H	3B6P	4B7P	4B7PD	Total Unit Number	
Total	0	73	3	0	10	0	69	17	10	48	1	18	10	2	0	10	271
Mix	0%	28%			106						79				10	4%	100%

Returning Leaseholders																
1B1P 40m <sup>2</sup>	1B2P	1B2P W	2B3P	2B3P W	2B3P +	2B4P	2B4P W	2B4PD	3B5P 86m <sup>2</sup>	3B4P W	3B5PD	3B5P H	3B6P	4B7P	4B7PD	Total Unit Number
Total	0	5	0	0	0	0	9	0	0	5	0	0	0	0	0	19
Mix	0%	26%			9						5				0	100%

Private																	
1B1P 40m <sup>2</sup>	1B2P	1B2P W	2B3P	2B3P W	2B3P +	2B4P	2B4P W	2B4PD	3B5P 86m <sup>2</sup>	3B4P W	3B5PD	3B5P H	3B6P	4B7P	4B7PD	Total Unit Number	
Total	50	44	2	0	16	50	81	3	5	12	2	6	0	1	0	0	272
Mix	18%	17%			155						8%				0%	100%	

HTC Total																	
1B1P 40m <sup>2</sup>	1B2P	1B2P W	2B3P	2B3P W	2B3P +	2B4P	2B4P W	2B4PD	3B5P 86m <sup>2</sup>	3B4P W	3B5PD	3B5P H	3B6P	4B7P	4B7PD	Total Unit Number	
Total	50	122	5	0	26	50	159	20	15	65	3	24	10	3	0	10	562
Mix	8.9%	22.6%			270						18.7%				1.8%	100%	