

# 6.1 CONTEXT STUDIES

## 6.1.1 Immediate Context

### IMMEDIATE CONTEXT

(1/2) The existing site is a mostly residential estate that dates back to the 1970s. All built in dark red brick.

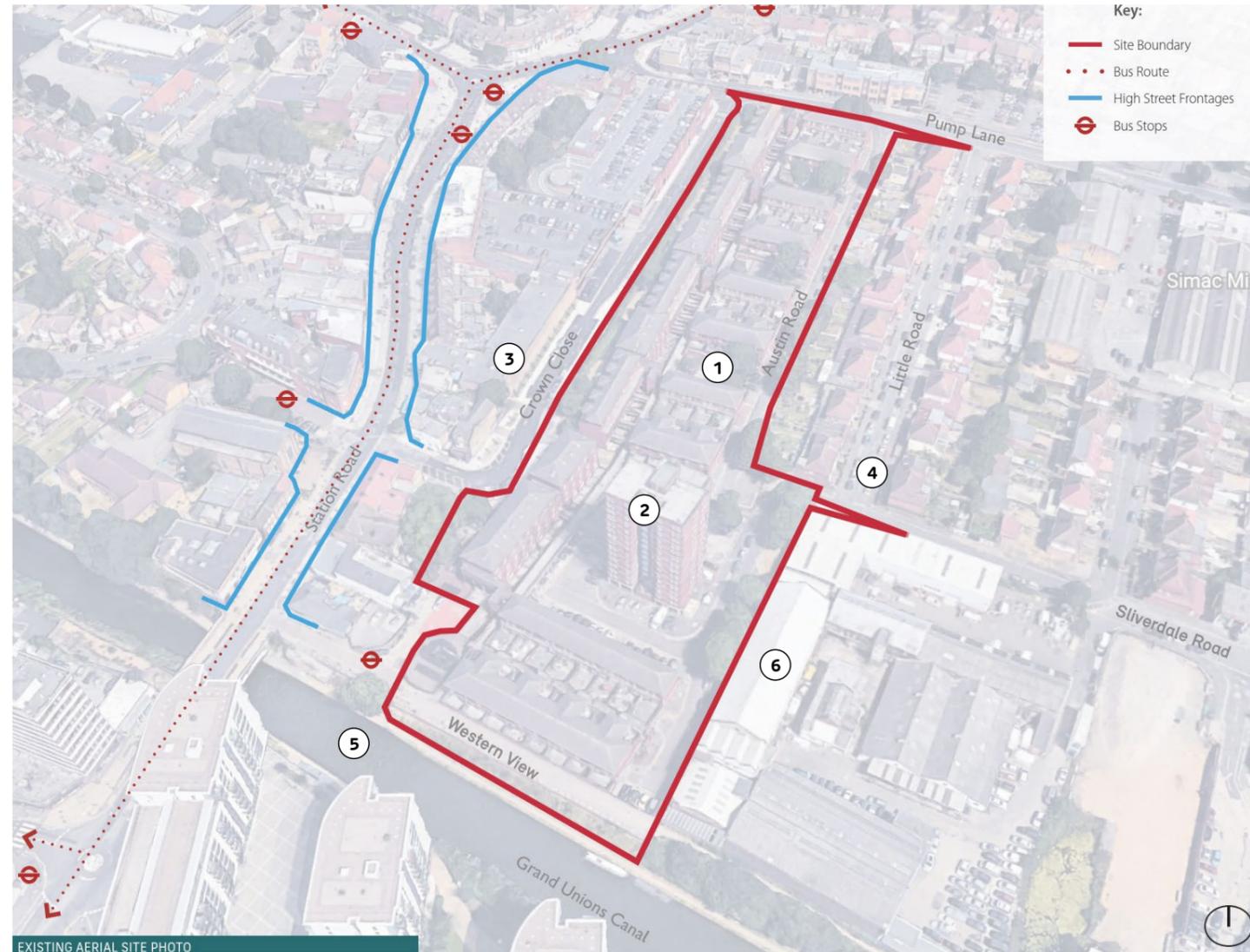
(3) Crown close is the loading zone for the high street. There are large blank red brick façades and large openings for lorries fronting the site.

(4) Little road is a two storey residential street, predominantly in render / pebbledash.

(5) The site borders the Grand union Canal at its southern edge. The modern buildings on the opposing side of the canal are residential and predominantly glass and render.

(6) Industrial buildings bordering the site date back to 1907 and were the former X Chair Factory. The building is a mix of red brick and render with a dutch gable.

### VARYING ARCHITECTURAL STYLES



EXISTING AERIAL SITE PHOTO



M / 041

M / 039

M / 119

M / 078

# CONTEXT STUDIES

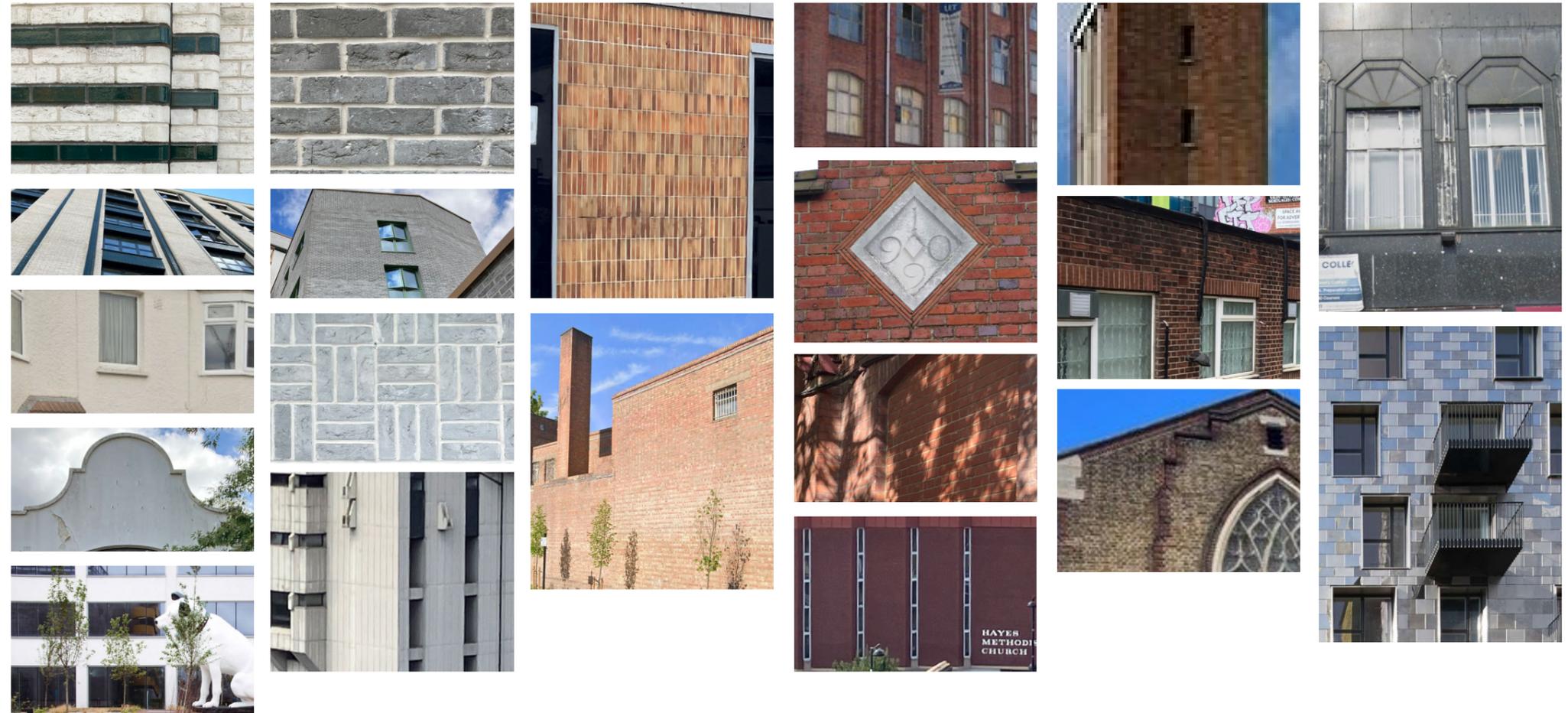
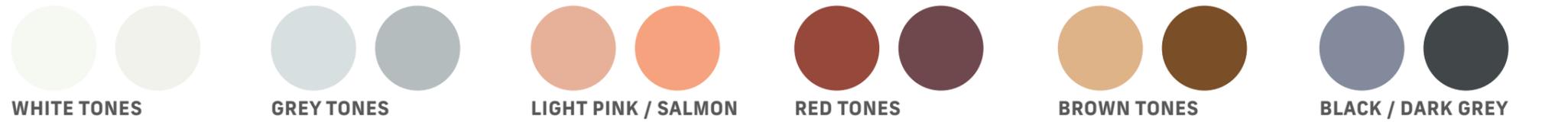
## 6.1.2 Material & Architectural detailing study

### TONES OF BRICKS

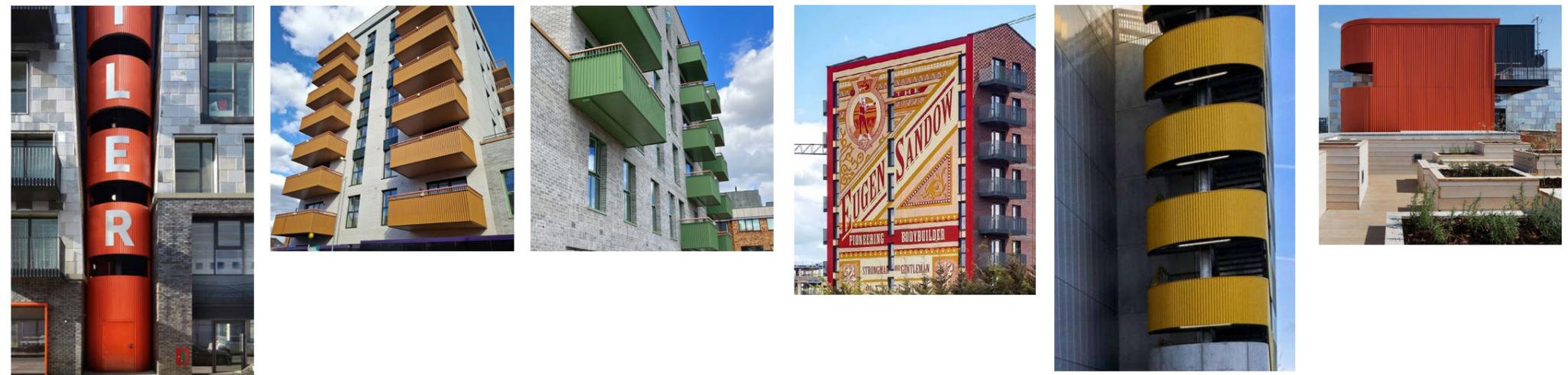
Focusing on materiality in the surrounding context further exemplifies the eclectic variety in the local area. Different base colours are evident in abundance, and present opportunity in how the masterplan could respond and fit-into it's locale.

### 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 as well and is appropriate for exploration within this RMA.



### BRIGHT ACCENTS OF COLOUR



M / 042

M / 039

M / 040

M / 041

# CONTEXT STUDIES

## 6.1.3 Pump Lane Phase 1

### PHASE 1 CONTEXT

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.

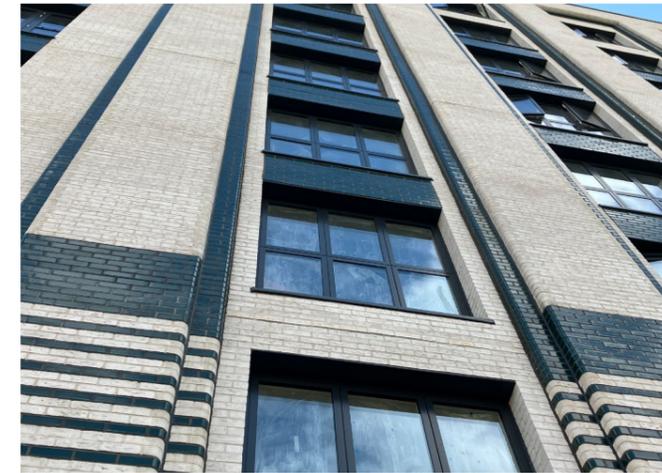
This phase uses two contrasting architectural styles to articulate the different blocks and set a precedent for the use of hierarchy to influence architectural style across the proposed masterplan.

To the North, the taller block uses as 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.

### PLANNING STAGE



### CONSTRUCTED BUILDING



### BRICK COLOURS



### WINDOW FRAME & METAL COLOUR



## 6.2 ELEVATIONAL CONCEPT

### 6.2.1 Summary from Outline Stage

#### SUMMARY

The elevational concept at Outline stage focused on diagrammatically expressing the proposed massing with reference to elevational techniques used on phase 1 and found in the local context.

M / 006

M / 012

M / 041

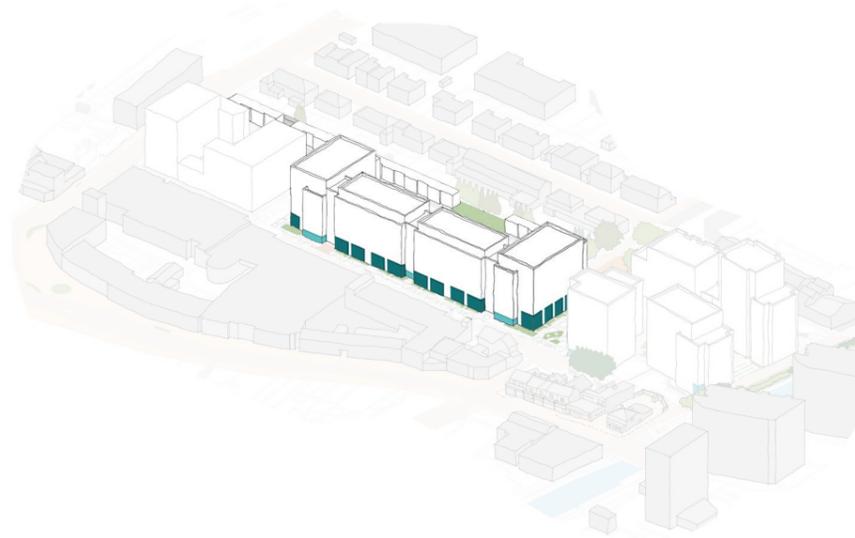
M / 039

M / 004

M / 005

This focused on 3 key strategies:

- Expressing the ground floor uses, similar to the approach used on phase 1
- Expressing each volume individually with changing main brick colours that pick up the changing brick tones of the immediate context
- Expressing the bookend blocks similar to the technique employed on phase 1 and as per brick detailing found in the local context

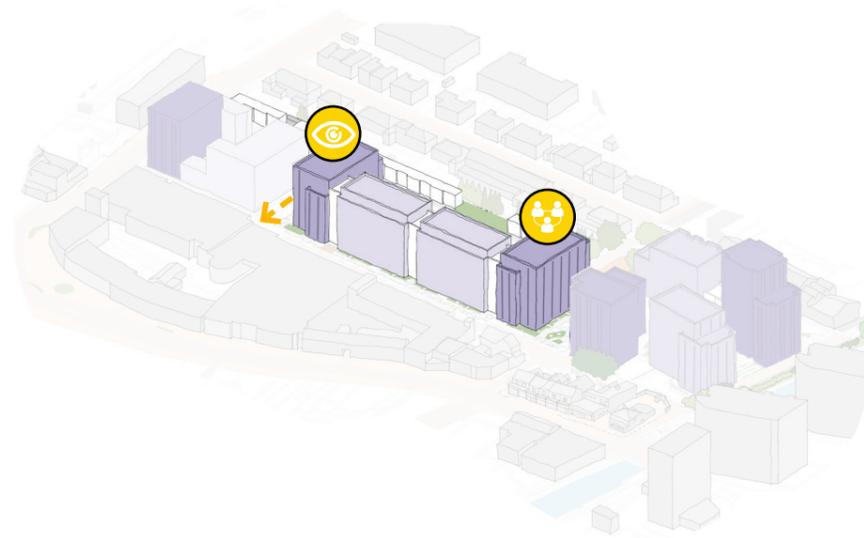


#### GROUND FLOOR EXPRESSION

"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."

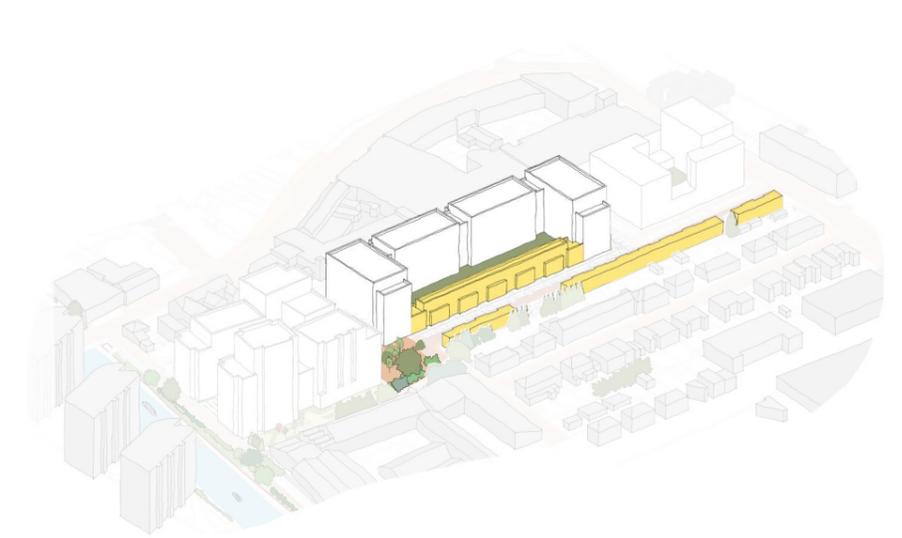
- S73 DAS Addendum to Outline Submission



#### HIERARCHY ACROSS THE SITE

"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."

- S73 DAS Addendum to Outline Submission



#### 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."

- S73 DAS Addendum to Outline Submission

# ELEVATIONAL CONCEPT

## 6.2.2 Refined concept for RMA proposal

### PROPOSED ELEVATIONAL CONCEPT

Refining the concept developed at Outline stage, we have kept the same 3 key strategies evident in the final RMA design, with a clearer and simpler, considered approach to materiality.

A concise palette of 4 main tones is used to express volumes, composing of a lighter and darker red and a lighter and darker grey - outlined in more detail in following pages. The intention is that the red tones match those along Crown Close while the greys come from phase 1's primary brick colour.

The vertical expression to each of the bookend blocks will relate in language to the similar detail of phase 1, and introduce a dark red brick used consistently for detailing only.

Refinements from the Outline concept and intentions for its application are annotated below:

### GROUND FLOOR EXPRESSION CONCEPT PRECEDENTS



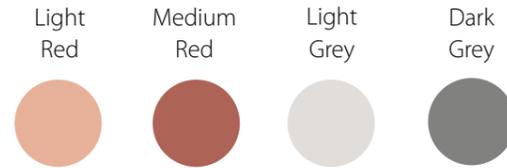
### VOLUME EXPRESSION CONCEPT PRECEDENTS



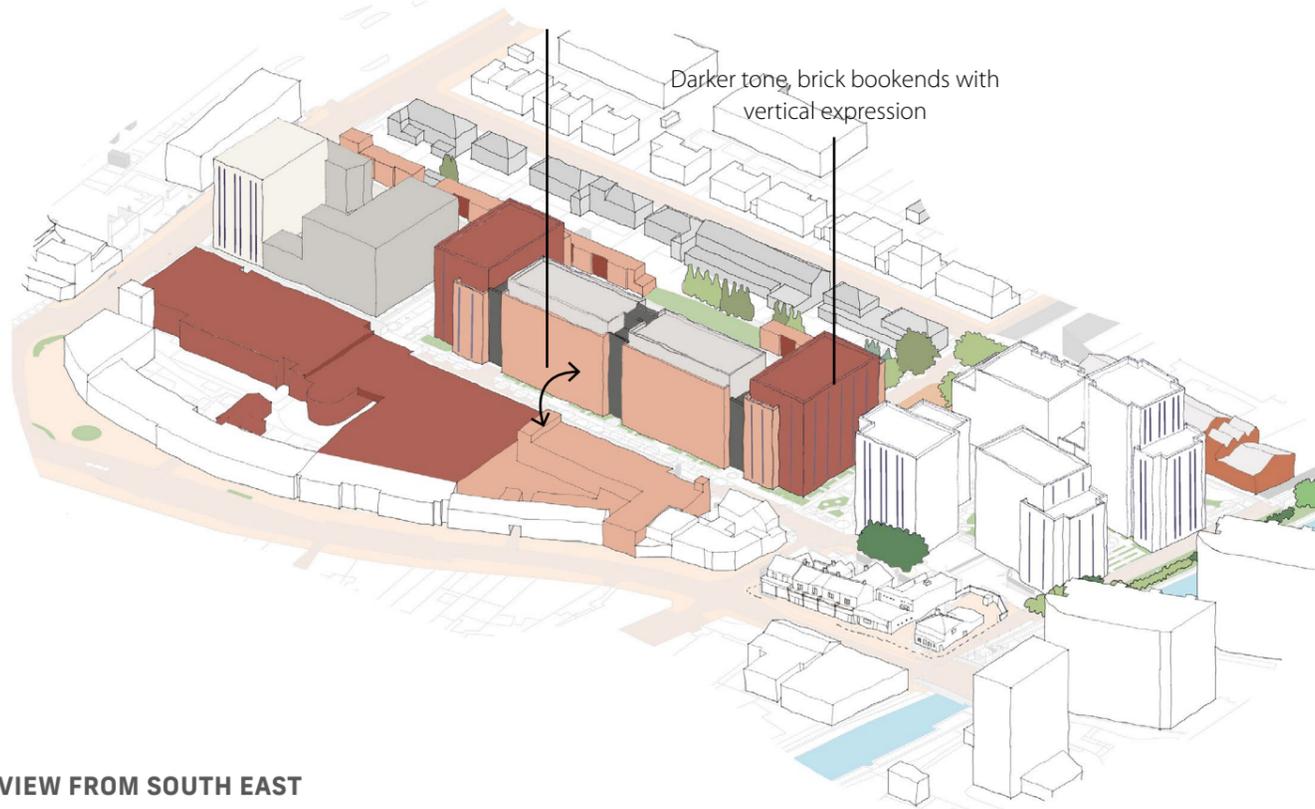
### VERTICAL EXPRESSION CONCEPT PRECEDENTS



Phase 1A



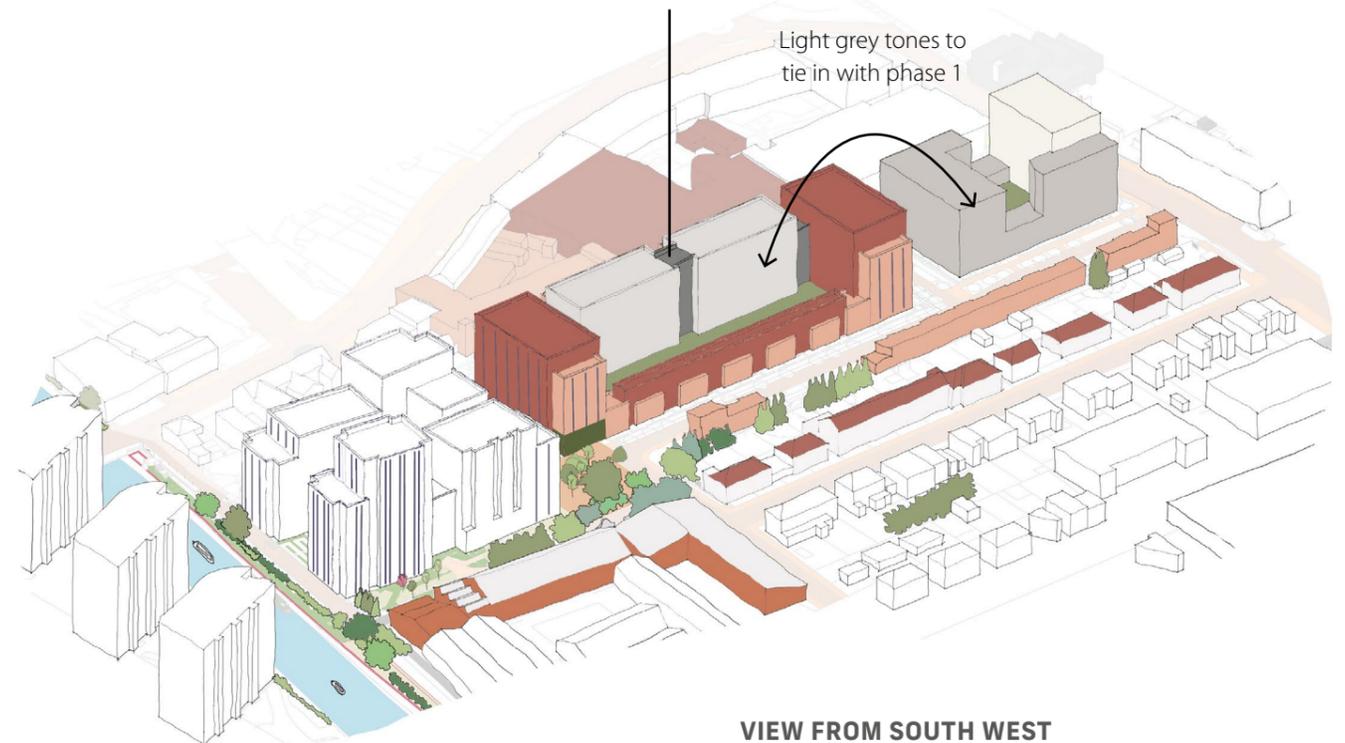
Brick tones responding to existing Crown Close buildings



VIEW FROM SOUTH EAST

Darker brick used to decrease blocks scale and visual impact

Light grey tones to tie in with phase 1



VIEW FROM SOUTH WEST

# 6.3 MATERIALITY AND COLOUR PALETTE



## PROPOSED BRICK SELECTIONS

We have explored options for the 4 main tones: a lighter and darker red, and a lighter and darker grey.

The intention is for the red bricks to match or closely replicate the surrounding context along Crown Close.

Complimentary lighter greys are to be used for the other main brick colours. This is in response to the predominant grey tones of Phase 1.

A dark grey brick is proposed as the 4th brick tone used for the 'gem blocks' helping to break up the blocks scale and impact on the street.

## CONGRUENT METALWORK

Each of the red toned bricks will have its own congruent-toned metalwork for use in that block, creating a harmonious feel, contrary to the contrast that the light grey brick detailing is intended to have. While the grey bricks will share the same congruent metalwork tone.

Each metalwork colour will be used for all metalwork in the block including window frames, balcony railings, canopies, panels, parapet coping, and brise soliels. Where possible, RWPs and air bricks will be colour matched too.

## CONGRUENT METAL WORK AND BRICK TONES PRECEDENTS



- M / 042
- M / 026
- M / 039
- M / 041

## BRICK AND METAL COLOURS

 Light Red Brick A light red/pinkish toned brick with some tonal variations and a light coloured mortar



 Medium Red Brick A medium, warm red toned brick with some tonal variations and light coloured mortar



 Light Grey Brick A very light grey brick with minimal tonal variations and a very light coloured mortar



 Dark grey brick A dark grey brick with minimal tonal variations and a light coloured mortar



### KEY

- Light Red 
- Medium Red 
- Light Grey 
- Dark Grey 



# 6.4 CHARACTER AREAS

## 6.4.1 Character areas, marker building and elevational hierarchy strategies

### CHARACTER AREAS

The Design code identifies a number of character area / street types which are defined by the immediate context, landscape and open spaces. The character and environment of each street type is primarily distinctive through changes in the adjacent built form and scales, but is also reflected in the consequential elevational design and changing landscape design.

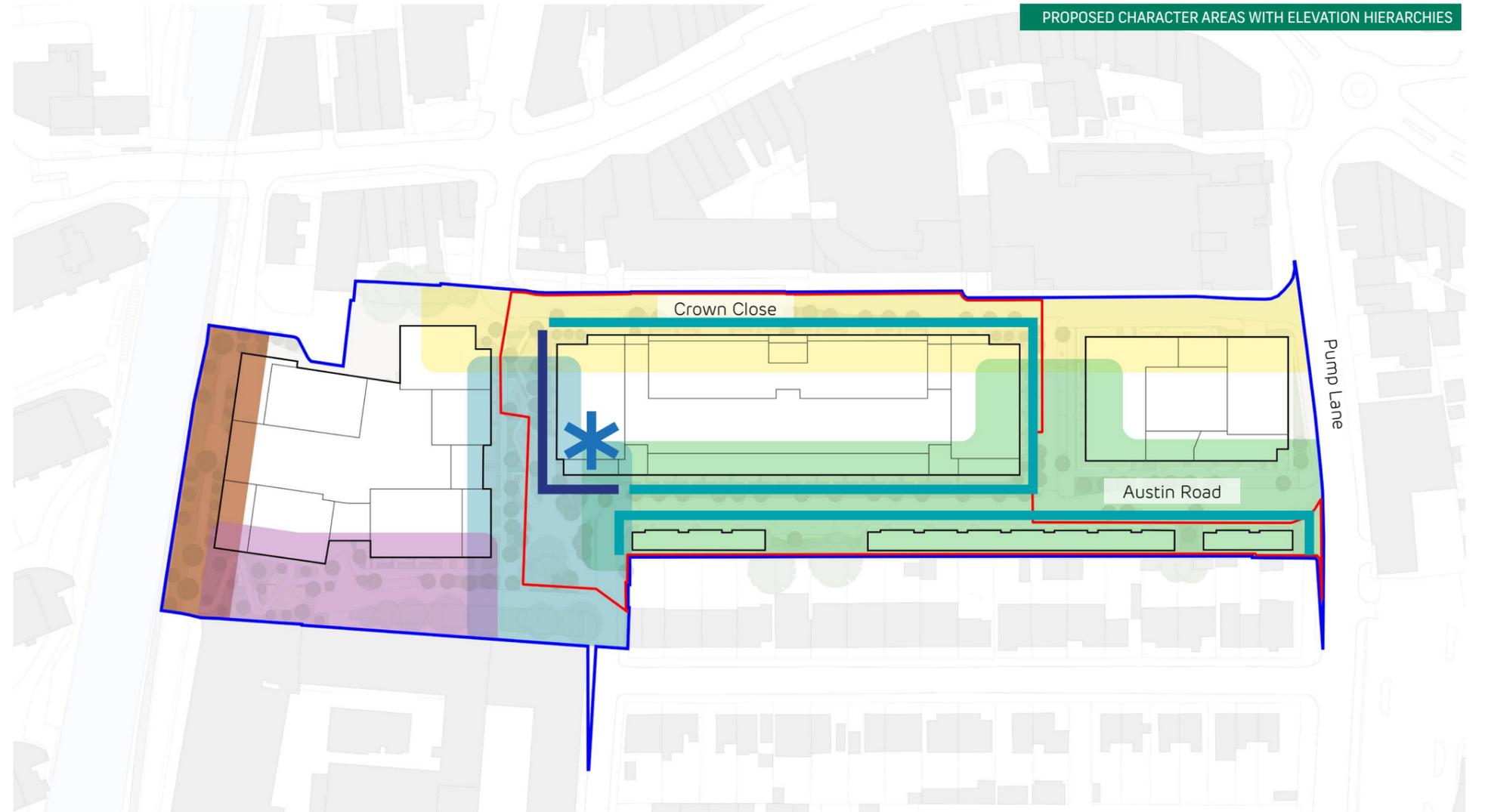
### MARKER BUILDING

As identified in the Design code, a marker building is positioned on the corner of the new Community Square, creating a backdrop to this central space and helping to aid legibility and wayfinding on the approach to the Site along Silverdale Road.

### ELEVATIONAL HIERARCHY

The Design Code also identifies a hierarchy of elevations; prominence is placed on the elevations facing the Linear Park and Community Square, whilst all other façades fronting public streets within this reserved matters application would be classed as secondary elevations.

Both primary and secondary elevations maximise active frontages and natural surveillance, but access to plant, bin stores and the car park are limited to secondary elevations.



1. Austin Road



2. Canalside



3. Crown Close



4. Community Square



5. Silverdale Road



- Key**
- Primary Elevation
  - Secondary Elevation
  - ✱ Marker Building
  - Hybrid Planning Application Boundary
  - Reserved Matters Application Boundary

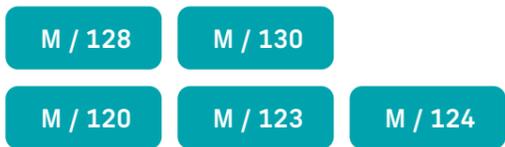
**Character Areas / Street Types**

- Austin Road
- Canalside
- Crown Close
- Community Square
- Silverdale Road

- M / 119
- M / 005
- M / 002
- M / 039
- M / 026
- M / 004

# CHARACTER AREAS

## 6.4.2 Austin Road



## 6.4.3 Crown Close



### 1. AUSTIN ROAD



CGI is for illustrative purposes only. Please refer to the planning drawings for detail elevation design and material specifications.

The leafy, tree lined Austin Road will provide an intimate neighbourhood street with smaller scale building typologies to both sides. Homes within this character area will benefit from a quiet environment, as roads are primarily proposed for servicing, refuse and vehicular access for residents.

#### BUILDING FORM AND TYPOLOGIES

The massing strategy for the RMA follows the design principles established at the outline stage. There will be a mix of family homes, including 2-3storey mews houses, 3-storey town houses and ground floor duplexes below apartment blocks. Each will have their own front doors accessed from the street, as well as private front gardens, helping to create an active street scene and well overlooked environment.

#### TOWNSCAPE APPROACH

Austin Road is the main north-south route into the heart of the site, connecting Pump Lane and Canal-side Walk. The proposed buildings frame the view along Austin Road, aiding visibility along this street. The design of the bookend apartment blocks highlight the key corners and mark routes perpendicular to the street, helping to aid wayfinding.

Breaks in the massing along Phase 2 also allow for the creation of a pocket park.

#### BUILDING FRONTAGES AND ELEVATIONS

The mews houses are designed to use a calm brick palette with refined but simple detailing, using steps and gaps in the massing to articulate and engage with the street, and provide architectural interest.

The town houses and apartment blocks tie together in their architectural language, set-backs and breaks in the facade create interest along the street and break up long façades.



### 2. CROWN CLOSE



CGI is for illustrative purposes only. Please refer to the planning drawings for detail elevation design and material specifications.

Crown Close is the primary threshold into the site from Hayes Town Centre (Station Road) to the East, comprising the arrival space and gateway into the heart of the development. The street is characterised by the opposing uses on either side - with proposed residential use to the east, and the existing service access to the high street commercial units to the west.

#### BUILDING FORM AND TYPOLOGIES

Communal residential entrances and ground floor duplexes with their own front doors and private gardens will offer much needed active frontage along this street facilitating passive surveillance of the existing commercial units opposite.

Given the mixed use nature of this street, and active vehicular use, the use of landscaping has been key in creating a pleasant pedestrian environment.

#### TOWNSCAPE APPROACH

There is a richness in detailing applied to the bookend buildings which help highlight key corners and draw pedestrians on to the streets and spaces perpendicular to Crown Close. The marker building that flanks the beginning of the Linear Park is taller than adjacent blocks, helping to mark this as a key space and aid wayfinding from within the Site and from Station Road.

Colour is used strategically to highlight residential entrances, both private and communal.

#### BUILDING FRONTAGES AND ELEVATIONS

Changes in materiality, set-backs and building breaks has been imperative in the design of these buildings to break the overall massing.

The undulating ground floor treatment, responds to the uses behind, highlighting the 2-storey duplexes and connecting with the pedestrian scale.



# CHARACTER AREAS

## 6.4.4 Community Square



### 3. COMMUNITY SQUARE



M / 171

M / 161

M / 169

M / 170

The Community Square will comprise a new green local open space at the heart of the new Hayes Town Centre Estate - a place to meet others and socialise, but also to pause and relax. It is envisaged as a central node for the community, linking key routes both within and through the development. The square will offer extensive public amenity for all ages, including well-overlooked doorstep play.

#### BUILDING FORM AND TYPOLOGIES

The Community Square and adjoining Linear Park are well framed by apartment blocks on either side. The space is well-defined and activated by ground floor wheelchair apartments, each with its own private garden. A four bedroom duplex is situated on the corner of Station Road with its own front door accessed from the Linear Park.

The community centre is a prominent feature on the corner of Austin Road, fronting the Community Square, and creates activation and visual difference on this key corner.

#### TOWNSCAPE APPROACH

The design code identified two marker buildings flanking the Linear Park and Community Square. These marker buildings play an important role in wayfinding. One of those marker buildings, Block F, sits within this RMA. Block F, is designed to be 9-storeys, purposefully taller than the adjacent blocks to help with legibility and wayfinding.

#### BUILDING FRONTAGES AND ELEVATIONS

There is a richness to the detailing of the Block F, that draws inspiration from the Phase 1 marker building fronting Pump Lane and highlights the hierarchy of this building in the wider masterplan.

The use of colour and visual interest of the Community Centre creates a distinctiveness within the masterplan, it celebrates this gateway to the site from Silverdale Road and creates a backdrop to the main public space.



CGI is for illustrative purposes only. Please refer to the planning drawings for detail elevation design and material specifications.

