

4.5 Architectural Strategies

Design proposals have been carefully developed to integrate the existing site back into the surrounding neighbourhood.

We envisage the regenerated estate as a new piece of this neighbourhood, with a domestic architecture and landscape design.

The design of buildings should appear modern and reflect the scale and types of buildings proposed, however their architecture should draw inspiration from the approach, materials and detailing of the surrounding context.

The architectural language should vary within the scheme to support placemaking strategies and reinforce the character and identify of the different street types within the scheme.

Greenery should continue though the site to integrate with surrounding street and green spaces.



London Olympic Village



1950s housing in London



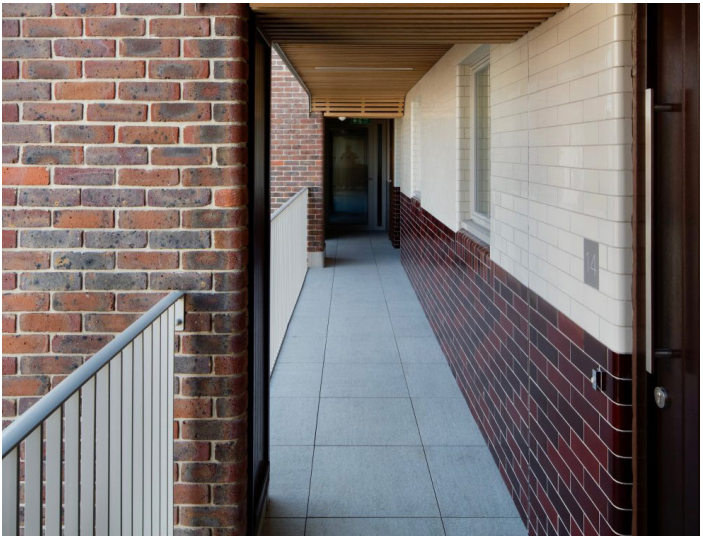
Kleefleder Hofgarten, Gruppeomp



Greenery integrated into public realm



Planting reflecting adjoining green spaces



The Bourne Estate, Matthew Lloyd Architects



Hitherbroom Park

4.5.1 Materials & Detailing

The indicative studies below illustrate how the materials and details of the surrounding housing can be developed into an architectural language for building in the regenerated estate.

Domestic Scale Openings



The use of domestic-scale openings establishes an inviting, safe and neighbourly environment, in line with the suburban nature of Avondale Drive.

Incorporating Domestic Detail



Brick detailing from the surrounding estate is incorporated around openings, reinforcing the domestic feel of the buildings.

Establishment of Datum

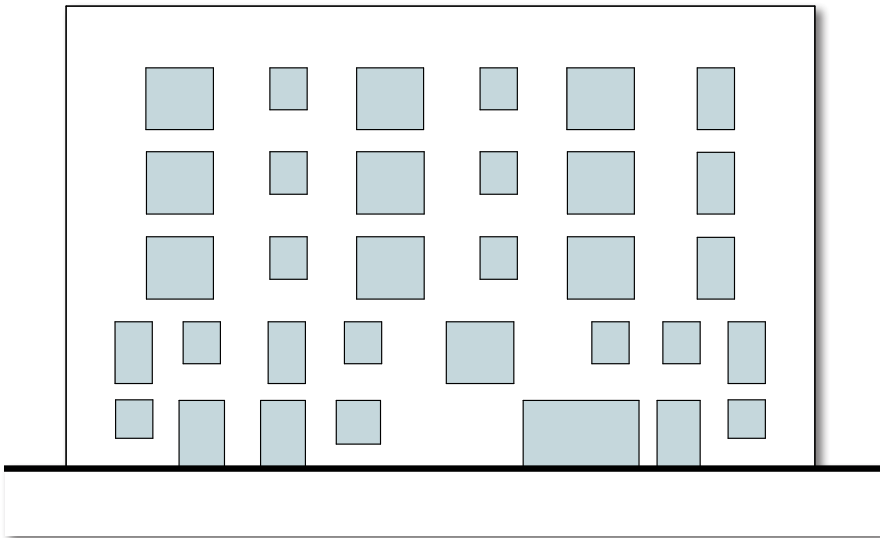


Change in material composition at ground level highlights duplex homes from street.

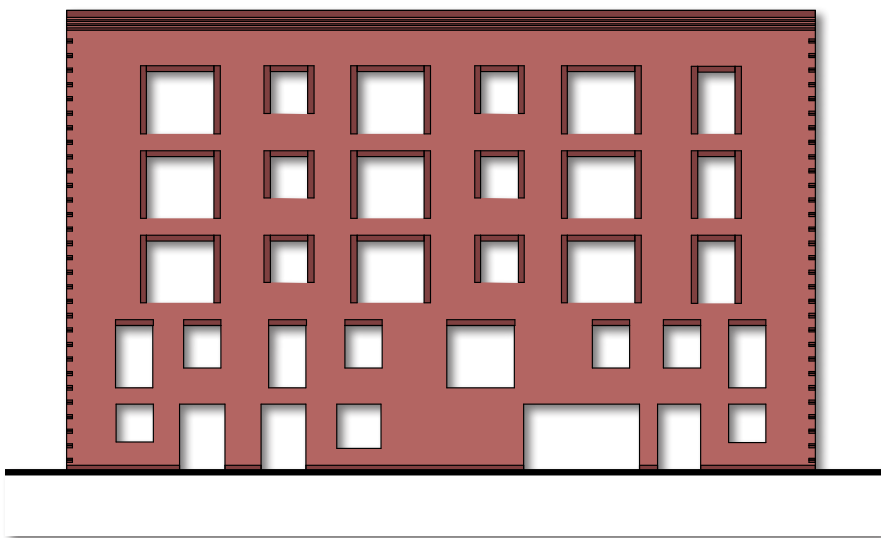
Decorative Elements



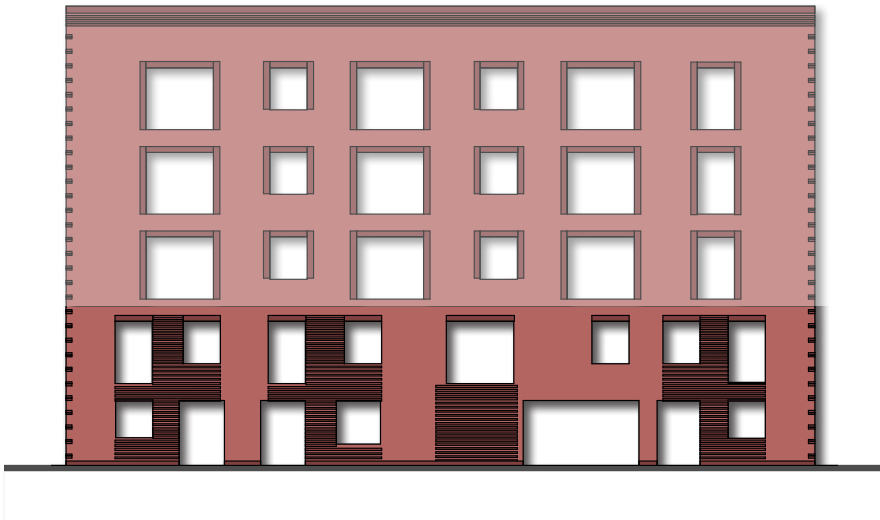
Brick quoins, parapet detailing and decorative brick patterning reminiscent of the existing estate are designed to highlight key details and entrances.



1. Domestic scale and proportions to fenestration



2. Brickwork details inspired by surrounding context



3. Duplex homes expressed on the lower floors of buildings



4. Balconies with detailing inspired by surrounding context

Concept for illustrative facade design

4.5.2 Five Storey Edge to Street



Concept elevation illustrating approach to 5 storey street edge

Duplex homes at ground and first floor level providing articulation and domestic scale to the street

The five storey building should provide a simple and calm frontage onto Avondale Drive.

Duplex homes located on the lower two storeys of building should be articulated with alternative materials and/or detailing. Windows and entrances should be grouped so duplex homes are legible in façades. This will provide an articulated two storey datum to buildings and create domestic scale at street level.

Given the articulation on the lower two storeys, upper floor levels of building can be a simple arrangement of fenestration and balconies.

Broken up facade with datums to lend a sense of domesticity to scale



Brick detailing to define duplex homes (Ashley Road West, PTE)



Simple facade design at upper floor levels (CBI, PTE)

4.5.3 Key frontages



Concept elevation illustrating approach to key frontages

As described in Section 4.4.I, key frontages should be designed with a higher level of detail and articulation to reflect their importance and assist the legibility of the proposed scheme.

There should be a consistent approach to the palette of materials and detailing across the scheme. A red multi-stock brick is proposed as the main cladding material. The seven storey buildings on Avondale Drive should be an alternative tone. The 10 and 8 storey buildings facing open spaces can use an alternative material colour to provide variety and reflect their different character.

Higher level of detail in façades reflecting more prominent locations and scale of buildings



Example brickwork detailing (South Kilburn Regeneration, PTE)

