

ILLUSTRATIVE SCALE & MASSING

4.3.2 Key Massing Moves

EXTRUDING THE MASTERPLAN

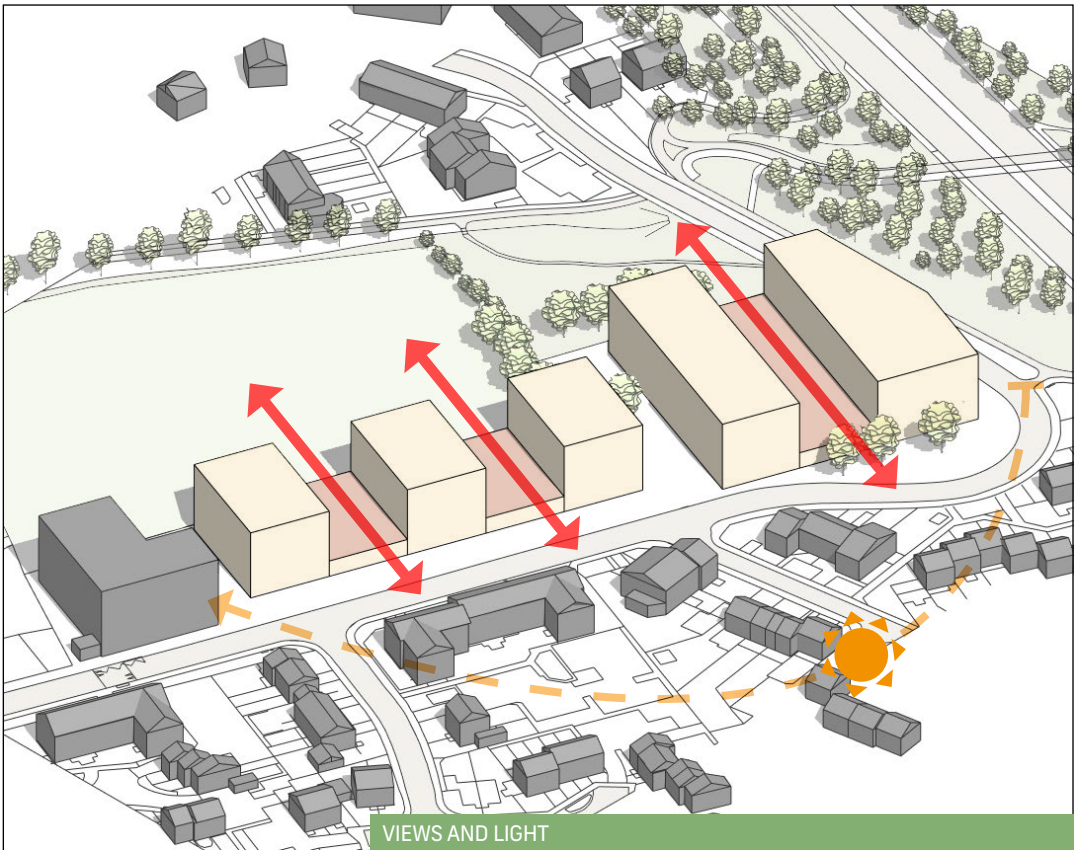
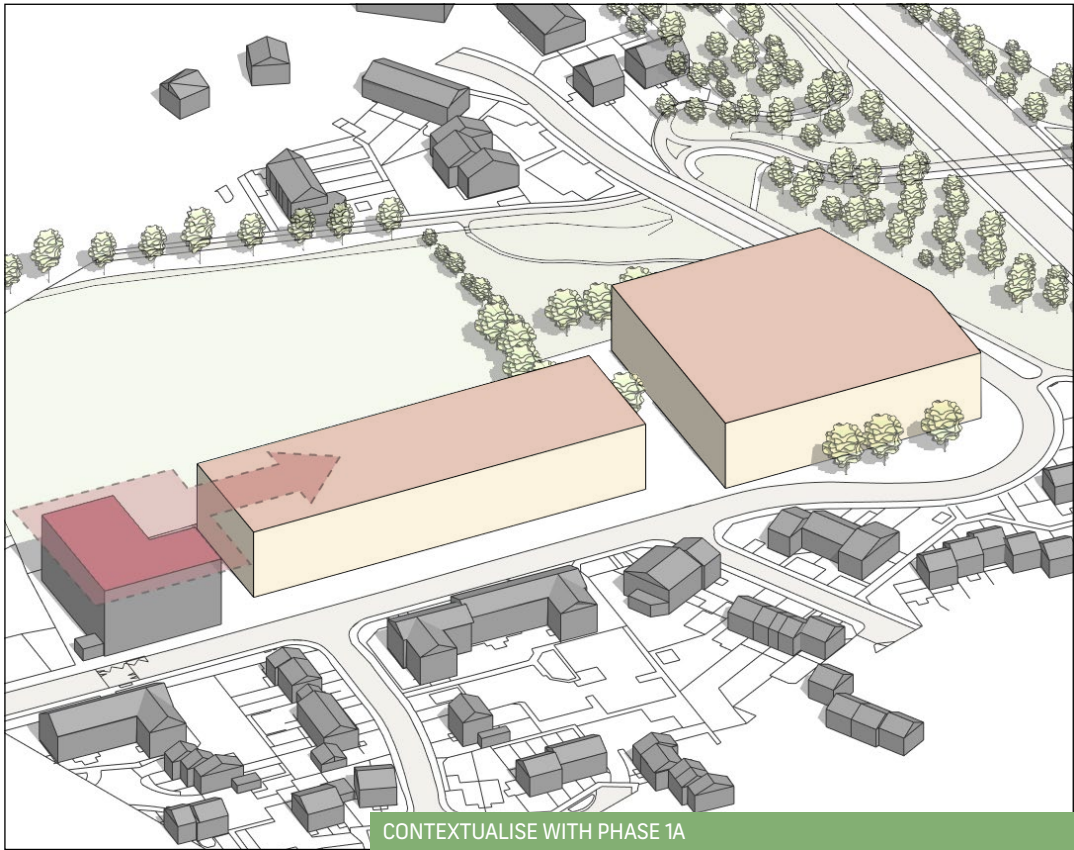
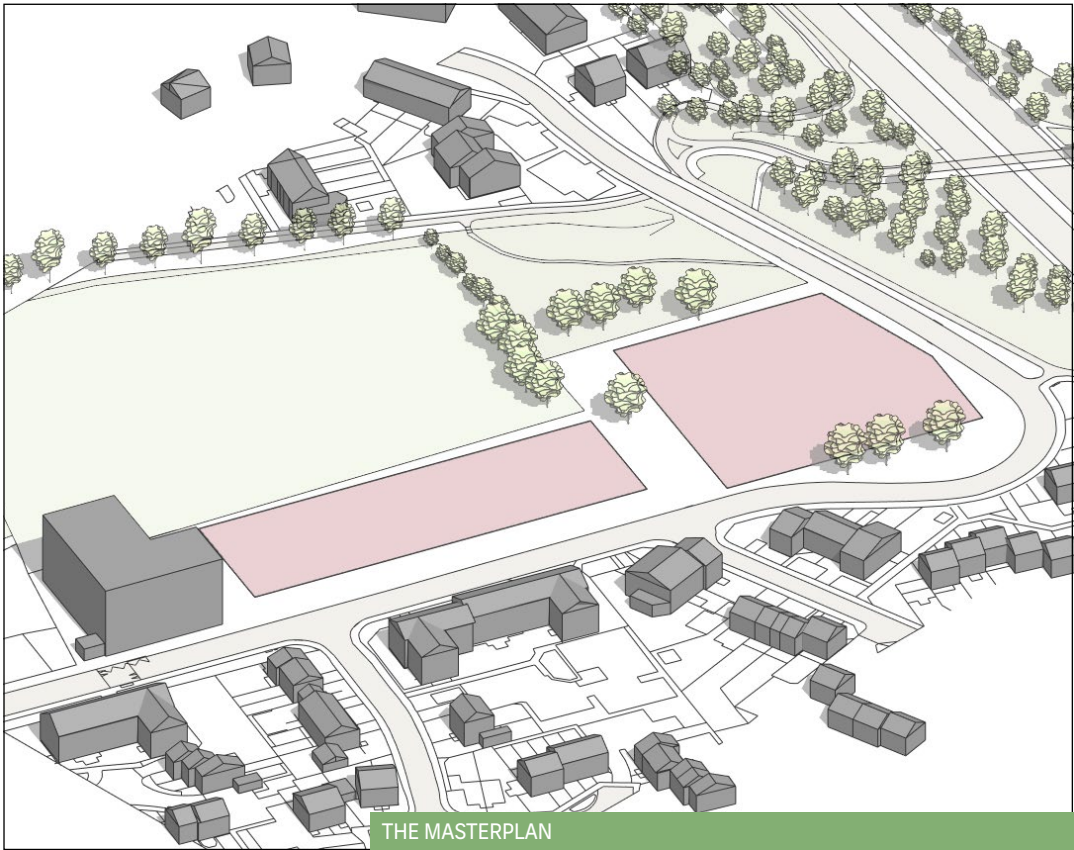
The first strategy was to bring the massing up to level of phase 1A.

BREAKING DOWN THE MASSING

The second strategy was to break down the blocks to ensure good daylight/ sunlight, maximise dual aspect units, avoid north facing units as well as create shared podiums.

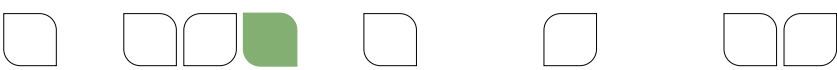
CONTEXTUALISE WITH AVONDALE DRIVE

The third strategy was to introduce 2 storey homes along Avondale Drive to create active frontages and simulate the existing scale on Avondale drive. Massing was also pulled back from the street to create pockets of space and improve light penetration to outdoor amenity spaces.



ILLUSTRATIVE SCALE & MASSING

Key Massing Moves

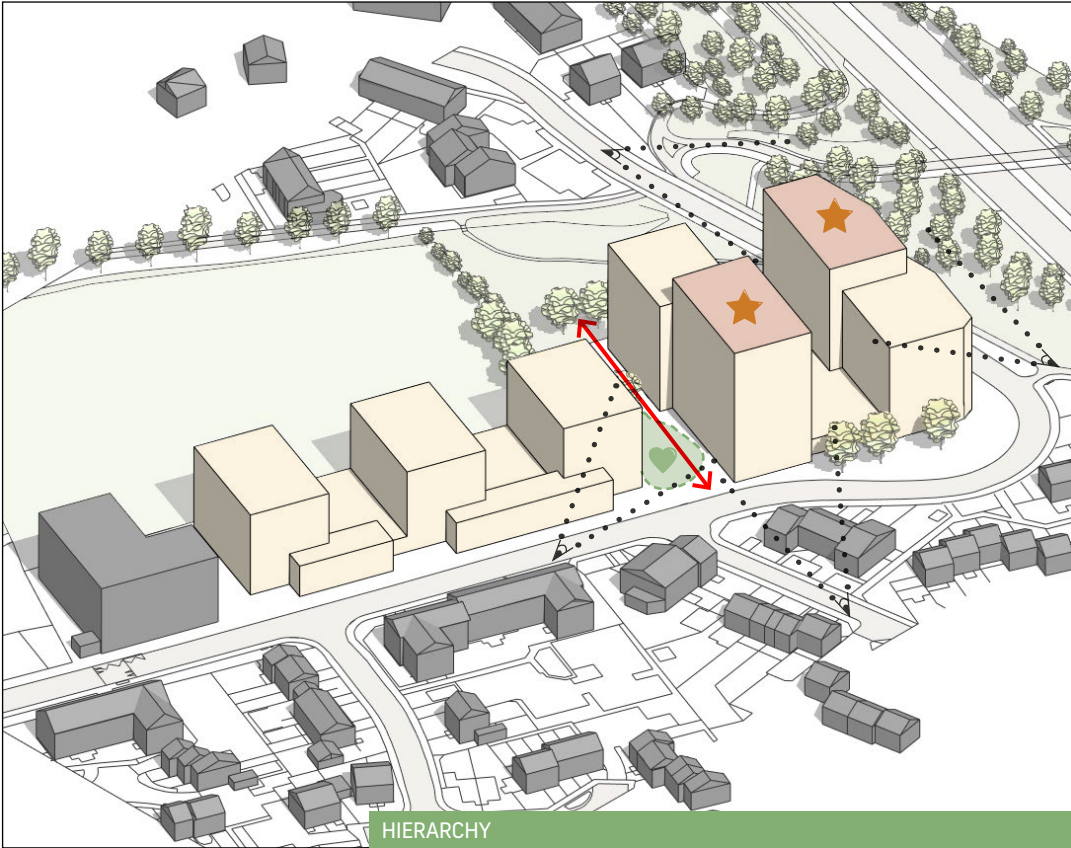
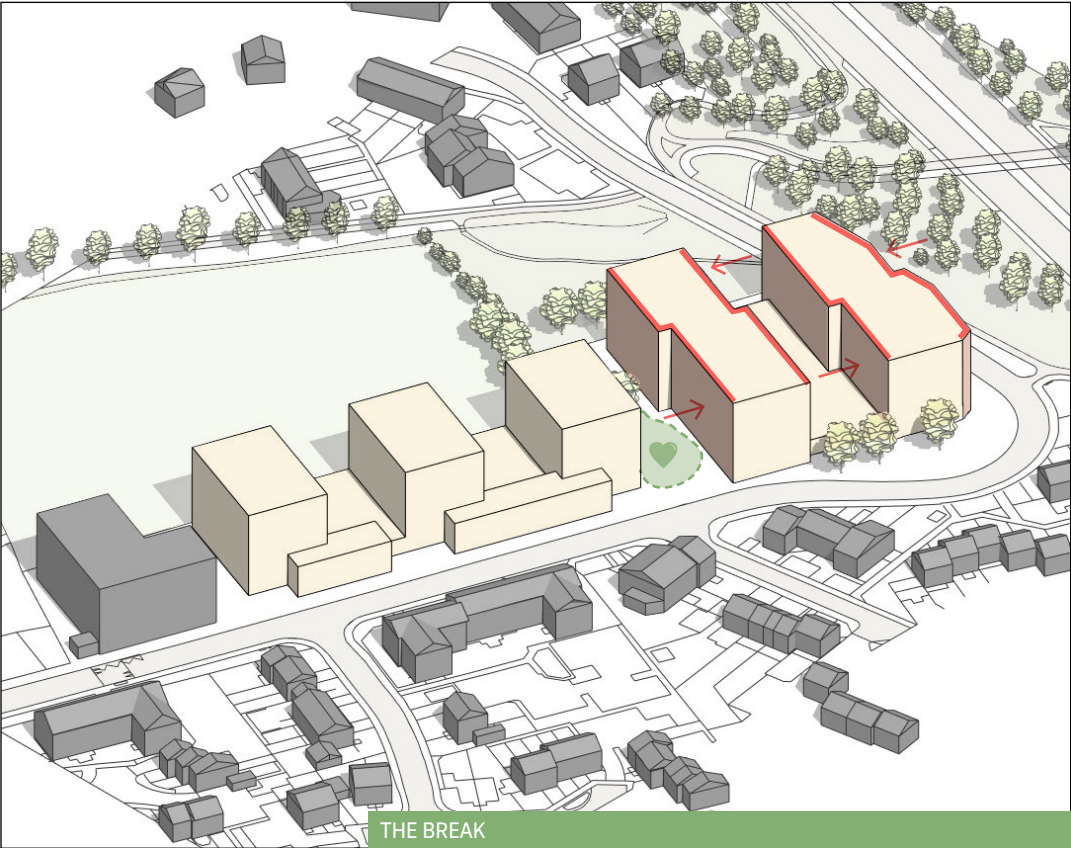


STEPPING MASS

The fourth strategy was to step the massing, allowing the building to respond better to the neighbouring street and allow more enhanced aspects for the larger blocks.

VARYING HEIGHTS

The fifth strategy was to vary the heights across the scheme to avoid the development feeling out of scale with the surroundings. Two taller elements act as marker buildings, marking the route through to Hitherbroom Park and entrance to the site.

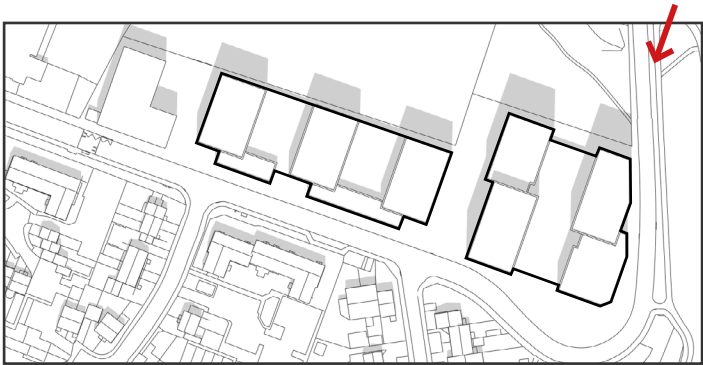
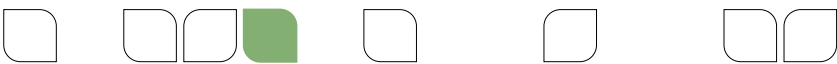


ILLUSTRATIVE SCALE & MASSING

4.3.3 Massing and Townscape Views

This section shows the proposed illustrative massing from key views around the site. More views and further details are provided in the Townscape, Visual Impact Addendum prepared by Savills.

The view from Hitherbroom park shows good daylight penetration and a view to sky between blocks, and more articulation of the massing.



View Key



ILLUSTRATION (PROPOSED MASSING)



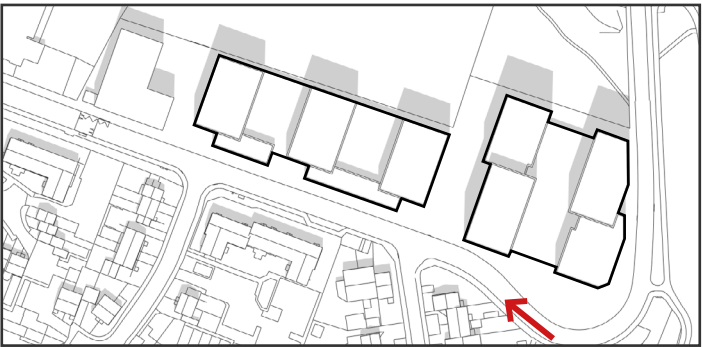
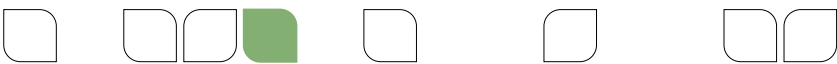
PROPOSED MASSING

ILLUSTRATIVE SCALE & MASSING

Massing and Townscape Views

This section shows the proposed illustrative massing from key views around the site. More views and further details are provided in the Townscape, Visual Impact Addendum prepared by Savills.

The taller element clearly marks the route to the park, while the rest of the streetscape has a very human scale with the duplexes pushed forwards from the mid-scale blocks. Retained existing and new proposed trees will line the street.



View Key

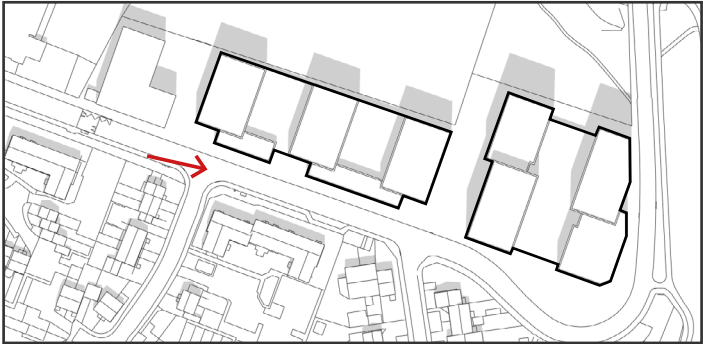
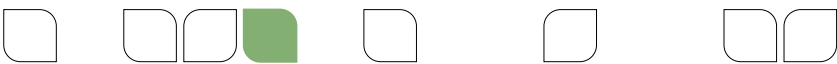


ILLUSTRATIVE SCALE & MASSING

Massing and Townscape Views

This section shows the proposed illustrative massing from key views around the site. More views and further details are provided in the Townscape, Visual Impact Addendum prepared by Savills.

The duplexes and set backs along Avondale Drive create a positive relationship with the street at a human scale that responds to the existing residential context. Entrances to the mid-scale block are set back with arrival public space in front.



View Key



ILLUSTRATION (PROPOSED MASSING)



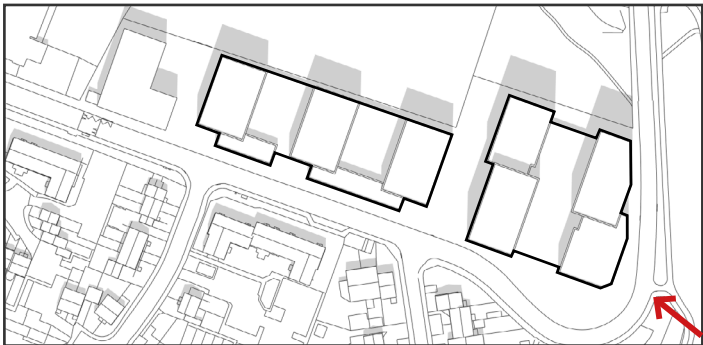
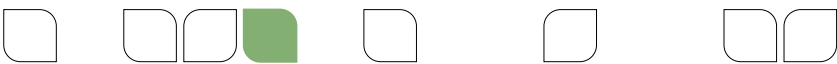
PROPOSED MASSING

ILLUSTRATIVE SCALE & MASSING

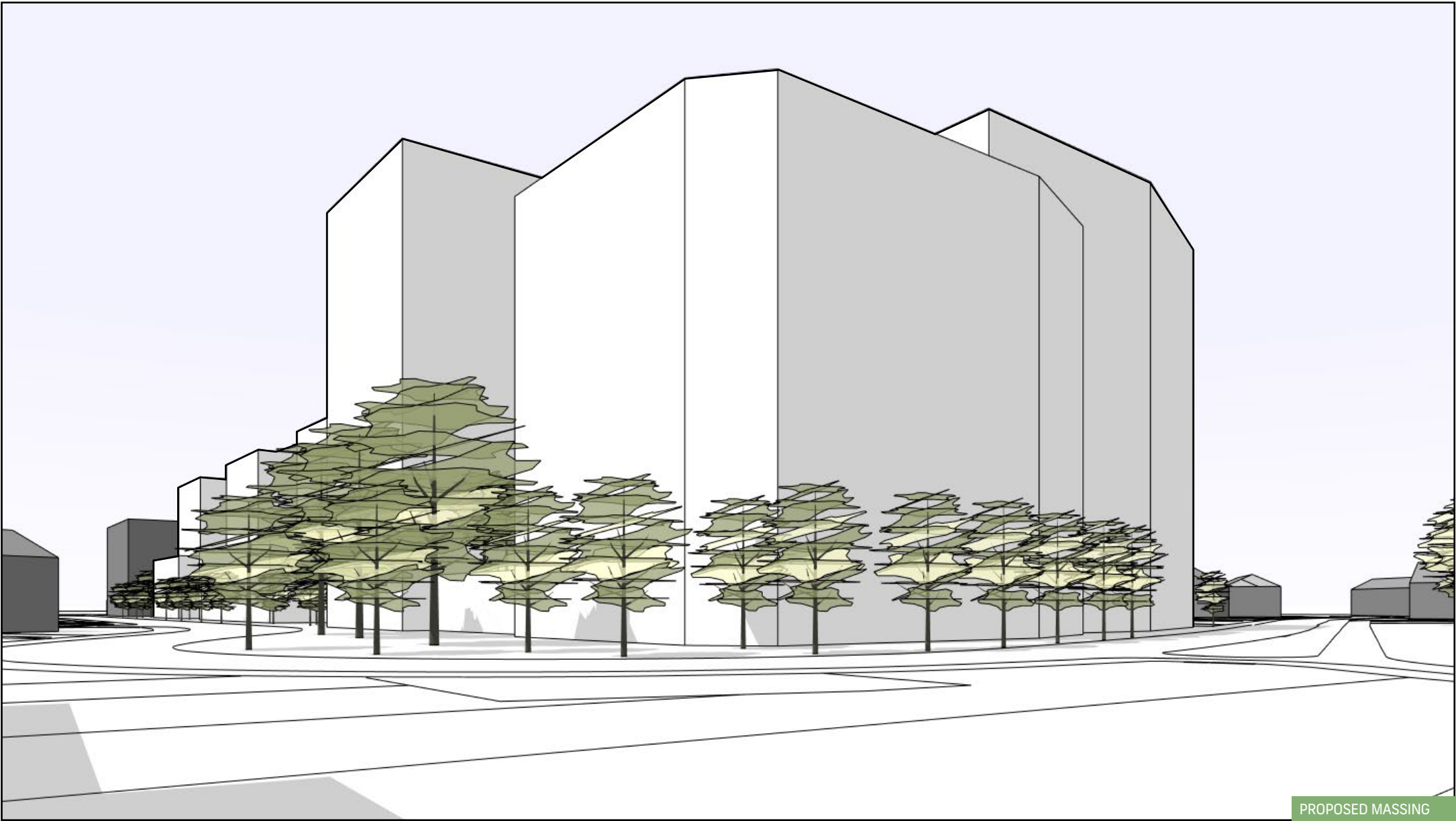
Massing and Townscape Views

This section shows the proposed illustrative massing from key views around the site. More views and further details are provided in the Townscape, Visual Impact Addendum prepared by Savills.

The corner chamfer creates a satisfactory turning of the block as one moves around the public realm, and the sculpted massing along Abbotswood Way responds to the curved road along the boundary edge.



View Key



PROPOSED MASSING

4.4 ARCHITECTURAL STRATEGIES

4.4.1 Immediate Context

IMMEDIATE CONTEXT

The site sits in a mostly residential area, surrounded by lots of 2-3 storeys and low-mid rise blocks of flats.

1980's housing developments are located opposite the site on Avondale Drive and to the north of Hitherbroom Park consisting of low rise apartment buildings and houses. The wider area is predominantly post-war semi-detached houses.



Avondale Drive Estate



Minet Clinic



Avondale Drive



Clivesdale Drive



Hitherbroom Road 1960's Houses



Birchway 1920's Houses

ARCHITECTURAL STRATEGIES

4.4.2 Phase 1A Context

PHASE 1A CONTEXT

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

The base brick is a red-brown colour, used for the main facade. Brick detailing, inspired by the surrounding context, using a dark claret colour is then used around the entrance, duplex frontages along the street, around balconies and windows to upper floors, to the top of the building, and around the corners.

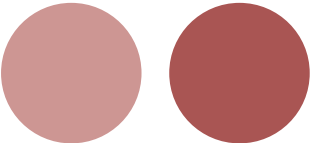
PLANNING STAGE



CONSTRUCTED BUILDINGS



BRICK COLOURS



WINDOW FRAME & METAL COLOUR



ARCHITECTURAL STRATEGIES

4.4.3 Character Areas

THE ROLE OF THE FUTURE SUBMISSIONS

The following pages explore the illustrative work prepared to help craft the parameters that are being submitted as part of this application. The architectural language and design principles will be established through a Design Code to be submitted prior to the submission of any reserved matters application/s (RMA/s), with the detailed design of blocks and landscaping set out in the subsequent RMA/s.

The work shown here is to better explain the process that the design team has gone through in developing the parameters and illustrative masterplan.

SITE STRATEGY






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.

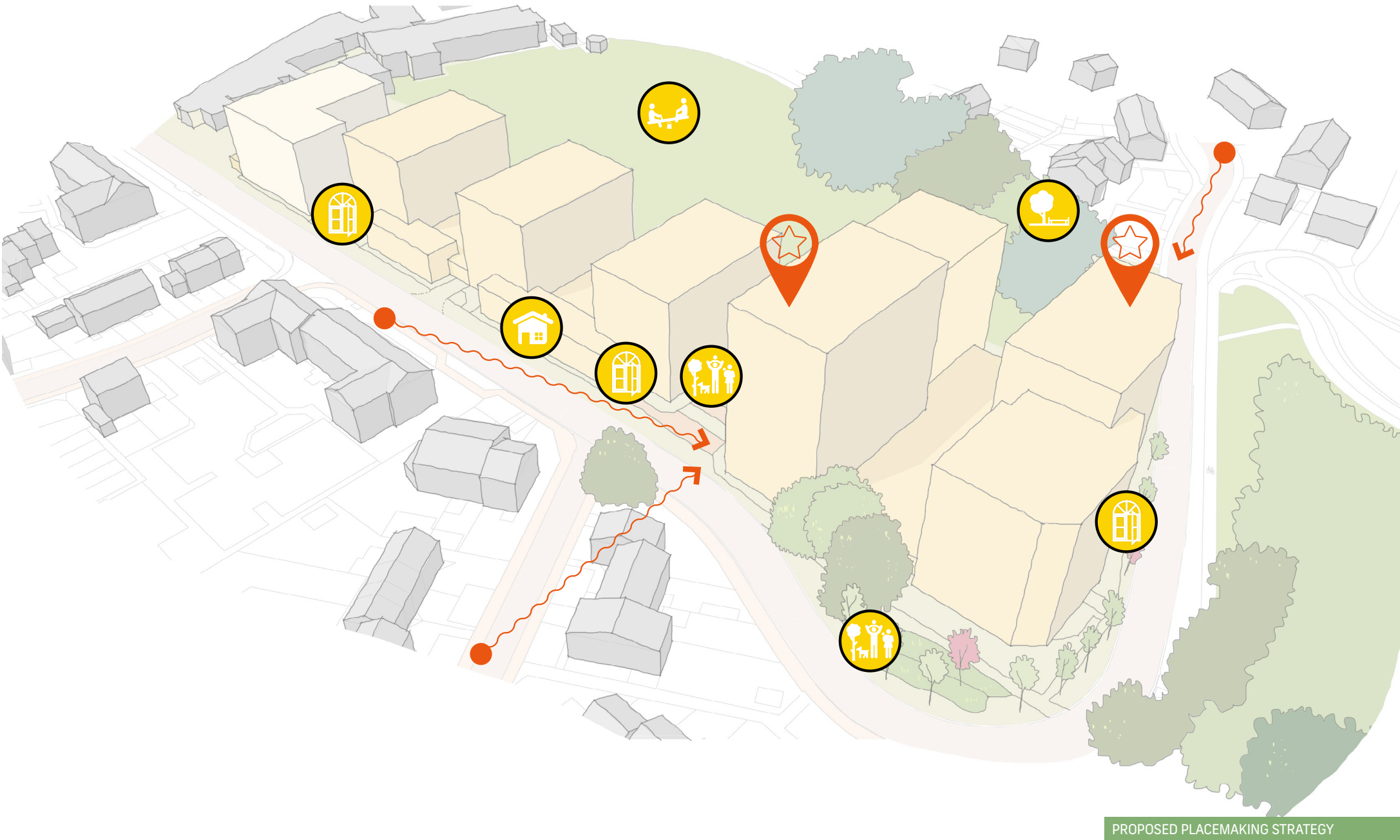
Some of the themes explored in developing a legible architectural identity for the outline design include:

- Ground Floor Expressions
- Facade vs. Solid Volume
- Diversity vs. Coherence
- Detailing Richness vs. Simplicity

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
-  Taller buildings' architectural character to express their hierarchical significance
-  Duplexes to be expressed with their own architectural character relating to the human scale
-  Play spaces in public realm
-  Entrances to be expressed



ARCHITECTURAL 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.



- KEY**
- Site Boundary
 - Avondale Drive
 - Abbotswood Way
 - Park Street
 - Park Edge
 - School Boundary Edge

AVONDALE DRIVE



Avondale Drive holds a long elevation articulated with stepped massing and expressed family homes which engage with the street at a human-scale

PARK STREET



This route contains the newly proposed square with increased pedestrian connectivity to the park. It creates a neighbourhood with communal ground plane activation.

ABBOTSWOOD WAY



Green spaces hug this corner and provide a naturally greened highway barrier to the road. The articulated facade responds to the street and provides a distinct character.

PARK EDGE



This calmer side faces the park with a green view and quiet pedestrian pathway through the trees.

SCHOOL BOUNDARY EDGE



Though close to the boundary, this Northern facade will be visible from the school fields and park to the North between the trees. A calm and simple elevational treatment will be used.

ARCHITECTURAL STRATEGIES

4.4.4 Illustrative Elevation Strategies

GROUND FLOOR EXPRESSION

A key principle of the illustrative architectural strategy is to express the duplexes and residential lobbies individually, 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.

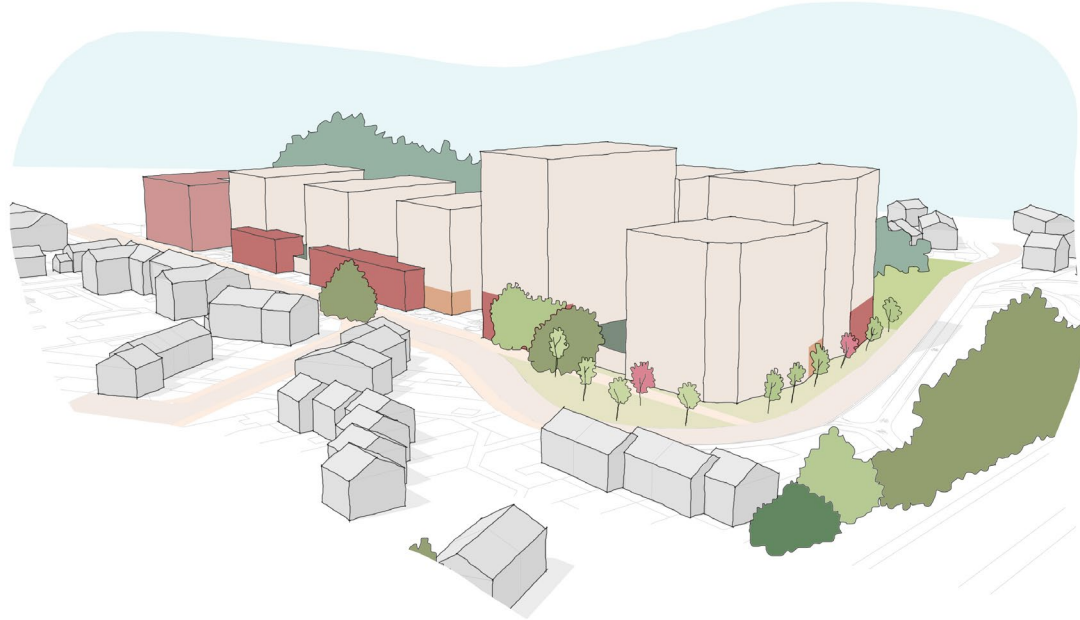
Along Avondale Drive, the duplexes along the street will have a close relationship with the residential houses opposite; the proposed architectural strategy articulates that relationship further and contrasts the massing further from the mid-scale blocks behind.

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

VIEW FROM NORTH WEST



VIEW FROM SOUTH EAST



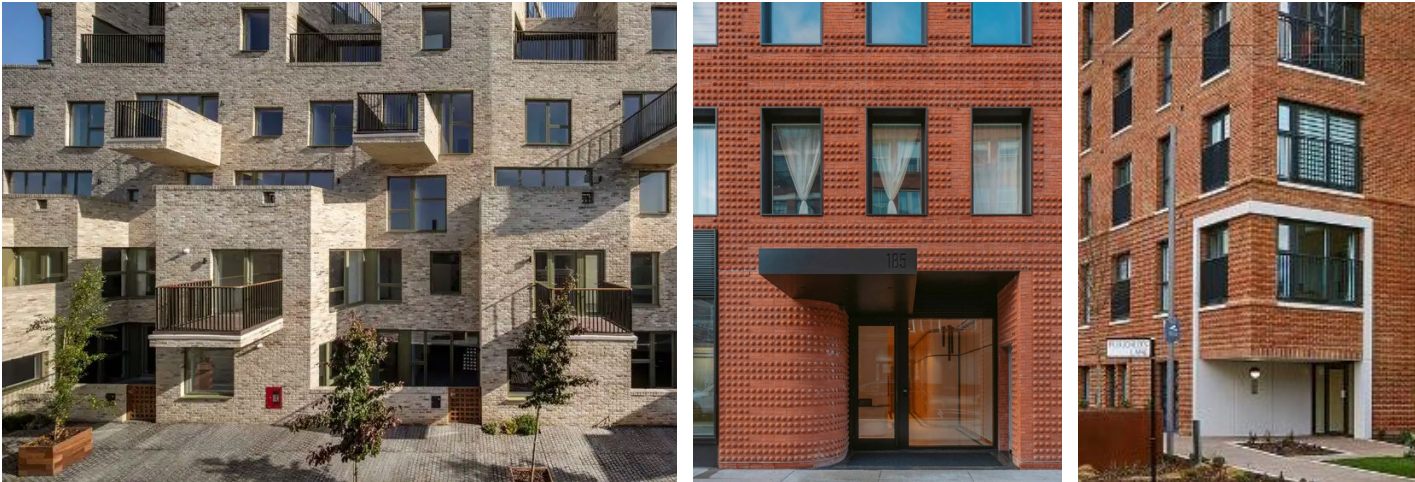
PRECEDENTS - DUPLEXES

EIPELDAUERSTRASSE PROJECT, COPENHAGEN
(SUPERBLOCK ARCHITECTS)



PRECEDENTS - LOBBIES

95 PECKHAM ROAD, LONDON
(PETER BARBER ARCHITECTS)



ARCHITECTURAL STRATEGIES

Illustrative Elevation Strategies

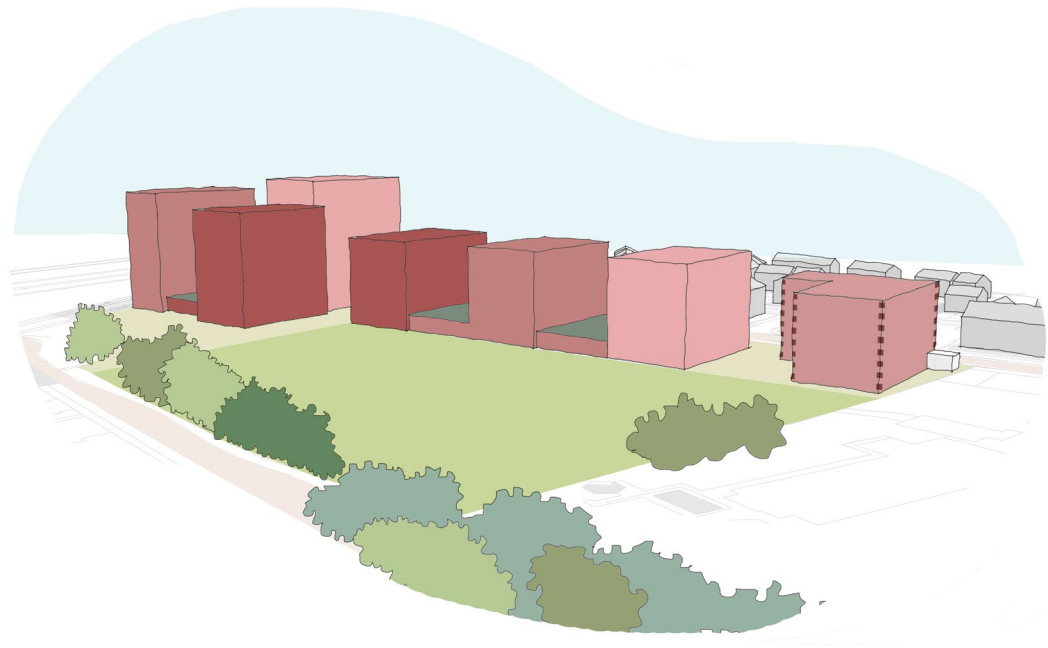
VOLUME EXPRESSION

To provide contrast and variation throughout the masterplan, a colour gradient by block is proposed to articulate the massing and legibly differentiate volumes.

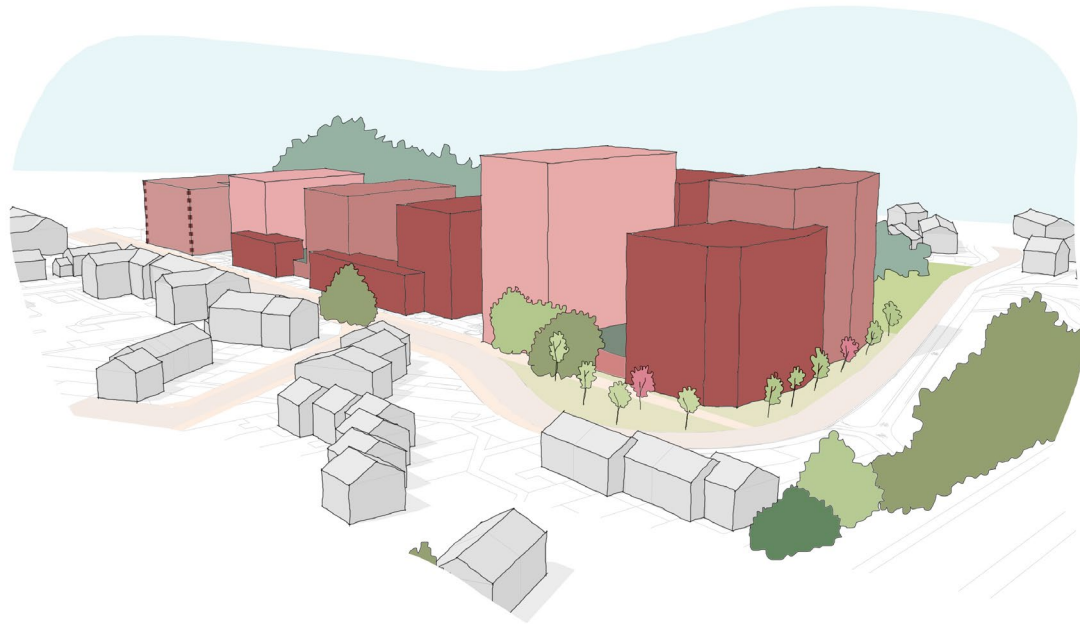
A range of bricks in complimentary colours will be used to achieve this effect, specifically chosen to compliment the phase 1a design and materiality of the surrounding context. In order to keep a calm and consistent approach across the masterplan, the number of colours will be limited, with the proposed variation and detailing highlights alternating per block, similar to the approach used on phase 1a.

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

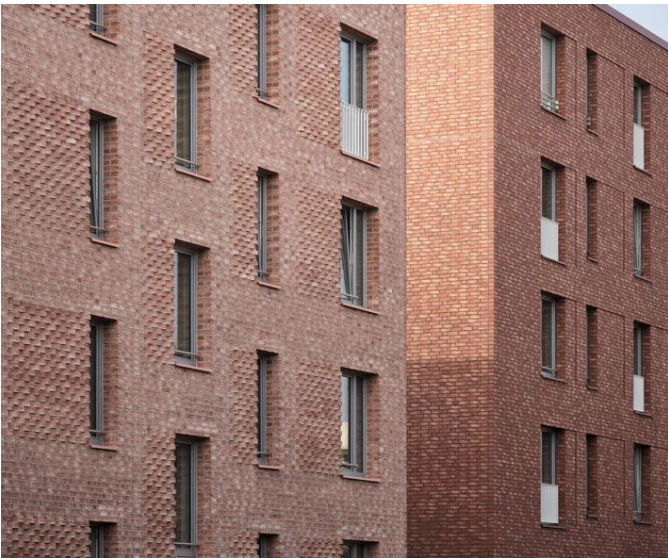
VIEW FROM NORTH WEST



VIEW FROM SOUTH EAST



BUCHHOLZER GRUN HOUSING, HANOVER (BUSCH & TAKASAKI ARCHITEKTEN)



N°1107 ELEVEN HOUSES, HAMBURG (BIWERMAU ARCHITEKTEN BDA)



ARCHITECTURAL STRATEGIES

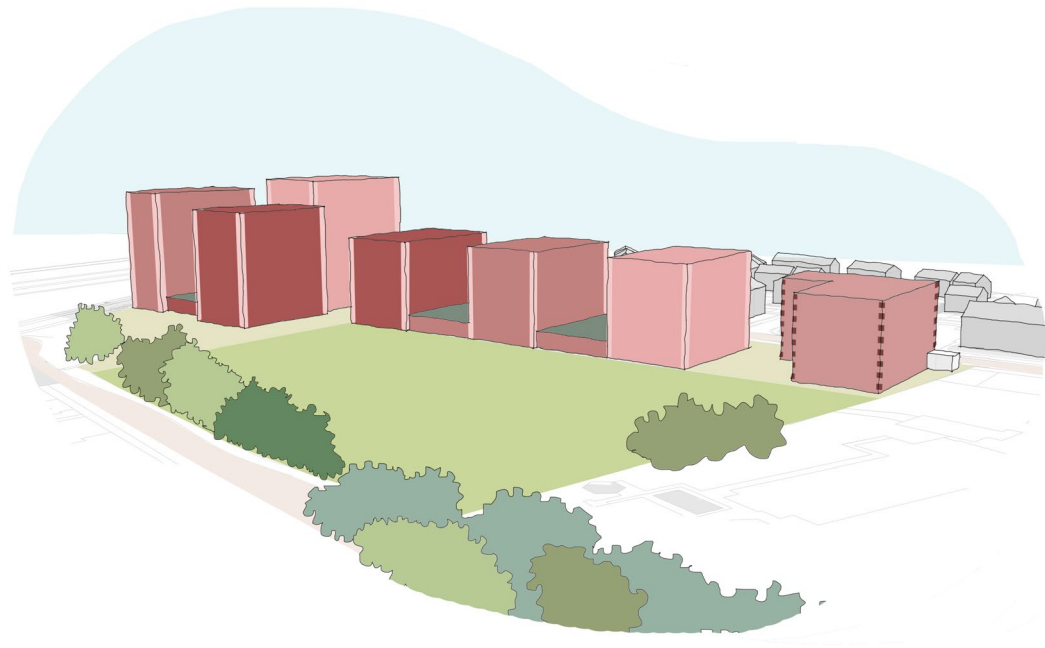
Elevational Strategies

VERTICAL EXPRESSION

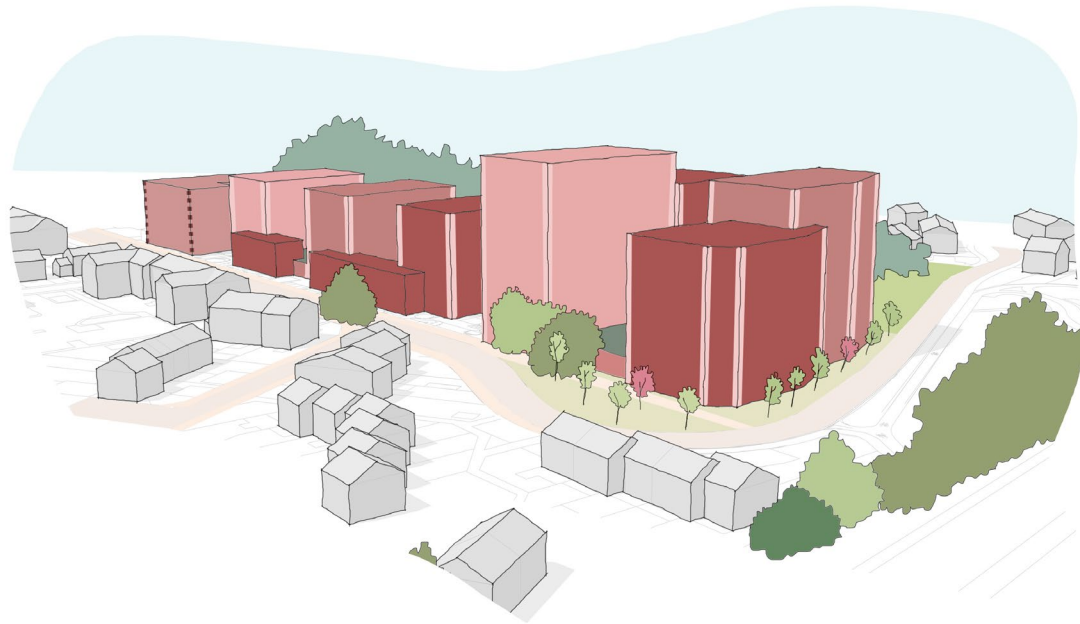
Vertical expression on the corners will be used to further define the volumes adding a richness of detailing in a manner similar to that used on phase 1a. This will articulate the block's definition and complement the detailing proposed at ground floor level around entrances and duplexes.

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

VIEW FROM NORTH WEST



VIEW FROM SOUTH EAST



PHASE 1A



CANADA WATER K1, LONDON
(WHITE INK ARCHITECTS)



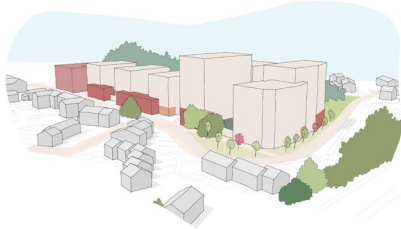
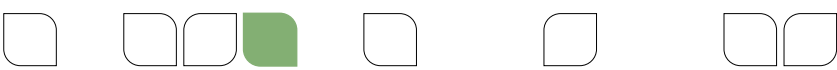
ARCHITECTURE STRATEGIES

Elevation Strategies

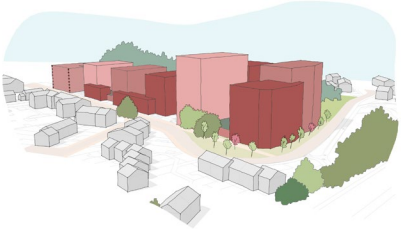
COMBINED APPROACH

Combining these ideas forms the basis for the outline architectural elevational strategy, complimenting the phase 1a design and surrounding context.

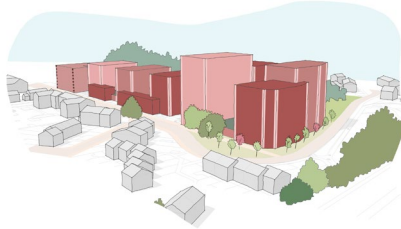
More details on the architectural detailed design will be confirmed through the submission and approval of reserved matters applications in compliance with the controls defined in relevant planning conditions.



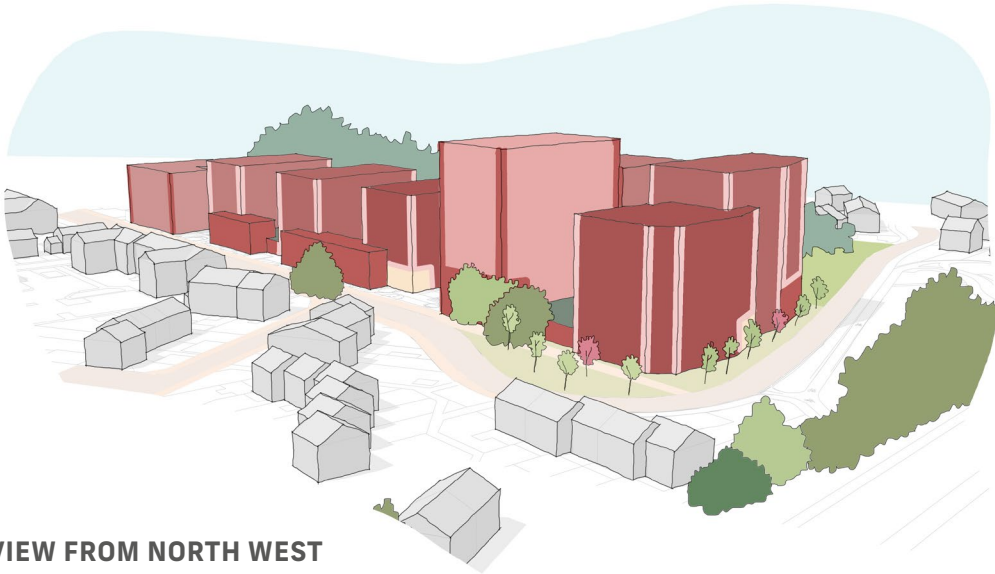
GROUND FLOOR EXPRESSION
GF duplexes and residential lobbies are expressed individually



VOLUME EXPRESSION
Colour gradient by block



VERTICAL EXPRESSION
Vertical expression on the corners



VIEW FROM NORTH WEST



VIEW FROM SOUTH EAST



THE WELBOURNE BUILDING, LONDON (POLLARD THOMAS EDWARDS ARCHITECT)



WOHNHEIM WERTHERSTRASSE 148, BIELEFELD (MECANOO ARCHITECTS)



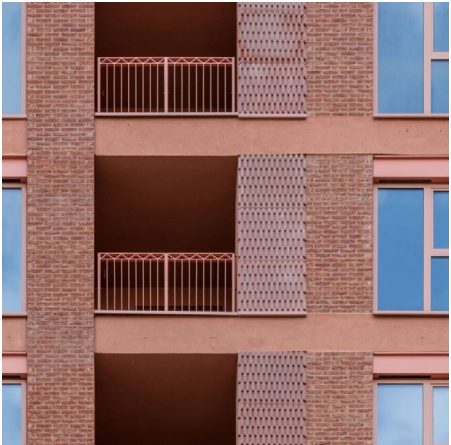
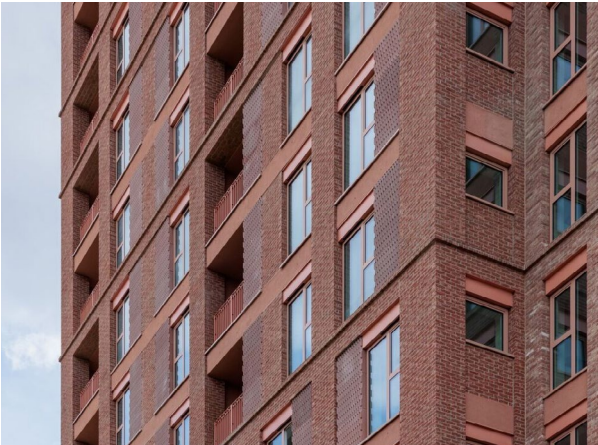
BELLE VUE, LONDON (MORRIS+COMPANY)



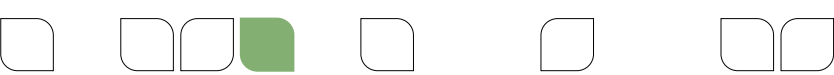
BUCHHOLZER GRUN HOUSING, HANOVER (BUSCH & TAKASAKI ARCHITEKTEN)



BELLE VUE, LONDON (MORRIS+COMPANY)



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 54% affordable homes by habitable room, 53% affordable homes by floor space (NIA) and 50% affordable homes by unit number, 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. Please see the Planning Statement prepared by Lichfields for further details.

INDICATIVE HOUSING MIX BELOW INCLUDES COMPLETED PHASE 1A UNITS

Social Rent												
	1B2P 50m ²	1B2P W 56m ²	2B3P 61m ²	2B3P W 70m ²	2B4P 70m ²	2B4P W 80m ²	2B4P D 80m ²	3B5P 86m ²	3B4P W 86m2	3B5P D 96m ²	4B7P D 115m ²	Total Unit Number
Total	30	11	12	6	45	0	3	27	3	6	7	150
	41		66					36			7	
Mix	27%		44%					24%			5%	100%

Private												
	1B2P 50m ²	1B2P W 56m ²	2B3P 61m ²	2B3P W 70m ²	2B4P 70m ²	2B4P W 80m ²	2B4P D 80m ²	3B5P 86m ²	3B4P W 86m2	3B5P D 96m ²	4B7P D 115m ²	Total Unit Number
Total	60	0	0	2	54	8	0	22	0	0	0	146
	60		64					22			0	
Mix	41%		44%					15%			0%	100%

Avondale Total												
	1B2P 50m ²	1B2P W 56m ²	2B3P 61m ²	2B3P W 70m ²	2B4P 70m ²	2B4P W 80m ²	2B4P D 80m ²	3B5P 86m ²	3B4P W 86m2	3B5P D 96m ²	4B7P D 115m ²	Total Unit Number
Total	90	11	12	8	99	8	3	49	3	6	7	296
	101		130					58			7	
Mix	34%		44%					20%			2%	100%

Note: The figures in the above 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.

4.6 RESIDENTIAL QUALITY

RESIDENTIAL DESIGN STANDARDS

All homes have been designed to meet or exceed the London Plan Space Standards, and to provide good-quality layouts suitable for long-term accommodation. Care has been taken in the design to ensure dual aspect opportunities are maximised, with living rooms always taking priority on corner positions.

There are no North-facing single aspect homes proposed for the illustrative masterplan.

All homes for the future RMAs will be designed as regularly as possible so as to provide flexibility for residents to personalise and furnish.

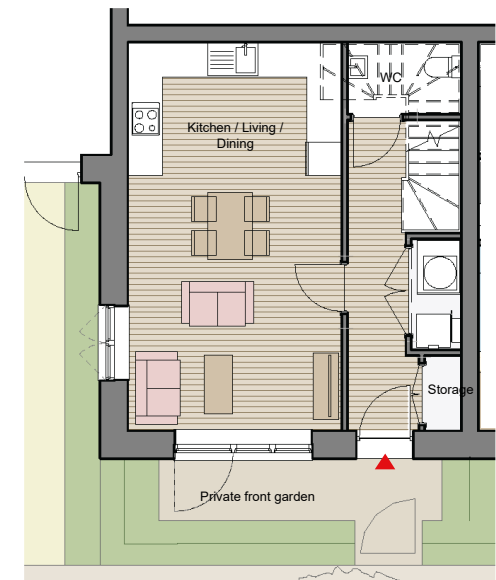
RESIDENTIAL AMENITY

All homes are provided with a private outdoor amenity space as either a garden, terrace or balcony in accordance with the requirements of London Plan Policy D6 (F)(9). Some duplex units will be provided with more than one type of external amenity.

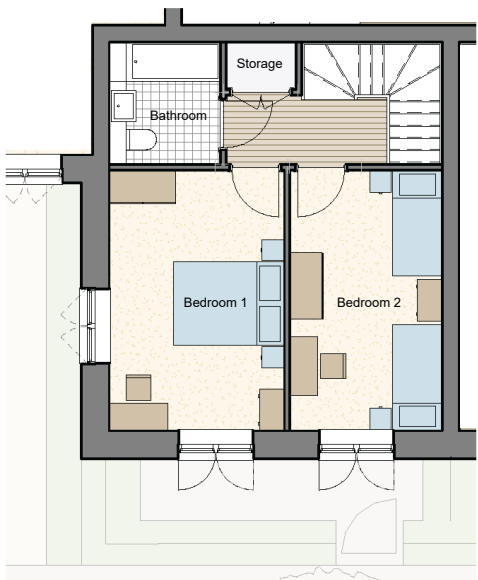
PLANNING CONDITION 14

Under planning condition 14, the dwellings hereby approved shall ensure that 90% be constructed to meet the standards for a Category 2 M4(2) dwelling, as set out in Approved Document M to the Building Regulations (2010) 2015, and all such provisions shall remain in place for the life of the building. The remaining 10% of all units shall be constructed to accord with the technical specifications of Section M4(3)(2)(b) for a Wheelchair Accessible dwelling as set out in Approved Document M to the Building Regulations 2010 (2015 edition).

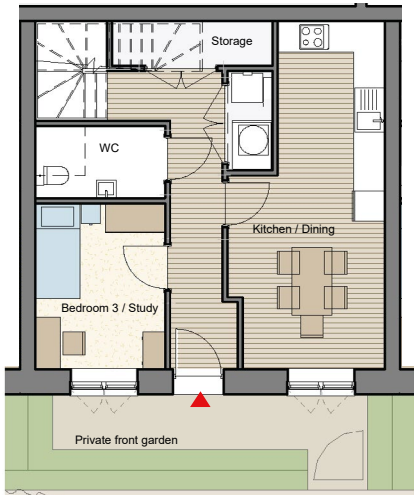
M4(2) DUPLEX LAYOUTS



2 Bed Duplex Layout - First Floor



2 Bed Duplex Layout - First Floor

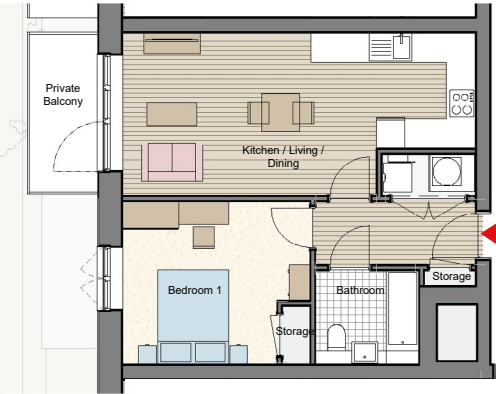


3 Bed Duplex Layout - Ground Floor



3 Bed Duplex Layout - First Floor

M4(2) FLAT LAYOUTS



1 Bed Flat Layout



2 Bed Flat Layouts



3 Bed Flat Layout