

11.0 Appearance

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The purpose of this building is to set a benchmark for quality and standards for other developments that emerge around the station gateways, promoting regeneration around the new public realm in front of the station, along with providing much needed high quality homes within the Town Centre.

The context of the site is historic along Maclure Road, however the area fronting the station and to the west is of lower quality buildings.

In order to create a statement as one leaves the station we have opted for scale that sits lower than the more significant buildings in the conservation area (the fire station tower and the St John the Baptist Church), as discussed in the scale and massing section, but of a scale sufficient to mark this important entry point, and the end of Maclure Road and the Conservation area.

This scale gives a presence on the square, enclosing the space, marks with a 'bookend' the conservation area and where it faces the station on the opposite side has a presence that heralds arrival in the Town Centre.

In order to blend the building into its context, we have chosen to delineate the building in a similar form to the more historic buildings, and context buildings, most of which are defined by a plinth, a middle section and a cap/roof.

The immediately adjacent buildings within the conservation area, the Chicken Shaq, and the Fire Station, both have this façade layering and we have chosen to follow that with a more modern interpretation.

Those buildings and similar buildings in the area, tend to use a red brick with a defined base, often in stone. In order to complement the context we have also chosen to follow that materiality to blend with the context. However, to define the building separately we have chosen some more modern elements that give it a contemporary twist on the traditional references.

To provide a rhythm to the façade which is repetitive, like the context which is repetitive in nature, we have chosen to have 2 storey elements of glazing to define these double floors (1st & 2nd and 3rd & 4th) which assists in complementing the defined 2 storeys adjacent along Maclure Road, but also assists in reducing the apparent scale, as you read the double height window as a single floor. This is illustrated on the second diagram that follows this text.

These two storey 'floor lifts' sit above a plinth, which follows the defined plinths of both the fire station and the Chicken Shaq, and this is defined with a contrasting material. In this case stone, to match the adjacent buildings.

However the more modern twist on this, is to give it greater glazing, to allow views in and out, as the idea is to activate the ground floor with commercial units that animate the street. This is illustrated on the first diagram that follows this text.

The combined plinth and the first two storey lift of windows, replicates the scale and mass and façade articulation of the Chicken Shaq but that also follows the building height defined by its parapet, and that of the Fire Station.

These complimentary elements provide a podium over 3 storeys that echoes the current scale of lower facades along the eastern side of Maclure Road.

There is further detailing in this façade that provides references to the Chicken Shaq, and extends that 3 storey podium design, where the new building takes design motifs and features such as banding and the arched window heads, from the Chicken Shaq, through and across the new facades.

Above this ground and first two storey set of windows, there is a further two storey lift of windows, which replicates the verticality of the openings below, but strips out the references to the details of adjacent facades to provide a calmer defined upper floor design, sat atop the plinth.

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It is worth noting that the vertical window openings are replicated in width across the facades, whether they sit in a living room or a bedroom, to keep a simple rhythm to the façade. This also gives the building a lighter weight appearance, with less brick and more ‘opening’, making it more modern than traditional in appearance.

The windows to the apartments maximize natural light into the rooms, however we need to reduce overheating. As such we have shown opening windows to the building, but in bedrooms we need to limit these to a single tall window. This leaves the need for an adjacent ‘panel’ to keep the ‘opening’ proportion.

This insertion of a panel, assists in providing another layer of interest and detail to the façade and it is proposed to employ a metallic style panel such as an anodized panel in these, where we have a solid element. This will provide a more natural ‘earthy’ finish to complement the traditional brickwork facades.

The top floor of brickwork terminates at 5th floor, where the floors then step back in. This will mean that visually the building appears to be 5 storeys overall, as the inset top floor, in a different material, forms what would have been previously a slate roof on traditional buildings.

The uppermost floor is treated in a lightweight materials with frequent openings. Again to complement the panels in the lower floors it is proposed to utilize a metallic or anodized panel to give a natural look complementing the red brick tones.

These design principals echo around the facades. However where we face east, and north, these windows become more frequent single width openings, both to reflect that these are gable ends but also to reduce the scale of opening to complement the more residential nature of the buildings opposite.

It is proposed that the design has brick detailing that add another layer to the façade, with headers on the tight brick corners, some corbelling at copings and around the curved window heads, and within the band that runs across from the Chicken Shaq.

The following five images illustrate these separate layers of the primary outward facing façade, followed by the photomontages of the buildings seen within the street scene, and from various vantage points towards the site.

11.1 Facade Layering Principles

Base Treatment

"High quality stone plinth echoes base treatment of context buildings but with greater glazing to 'reveal' active uses at ground floor.

String course detailing from Chicken Shaq follows through the plinth.

Chicken Shaq ground floor features exposed"



11.1 Facade Layering Principles

First & Second Floor Treatment that Echoes Adjacent Maclure Road Buildings

"The two storey vertical window openings continue across the façade with string courses and feature bands extending the Chicken Shaq details through the new façade.

Arched window heads take reference to Chicken Shaq arched windows.

This two storey element completes a 3 storey plinth to match the Maclure Road frontages height."

Architectural language and style of the first and second floors complements the Chicken Shaq and the Fire Station



11.1 Facade Layering Principles

Lifted Double Floor (3rd & 4th Floor)

"Two storey window lifts interspersed with metallic panels, provide a continuation of the vertical windows but without the 'traditional' detailing of the lower floors.

This provides a defined upper floor on the plinth below, and visually terminates the building at 4th floor (5 storeys)."

Two storey rise sits above the Chicken Shaq height, lifting the masonry scale to 5 storeys

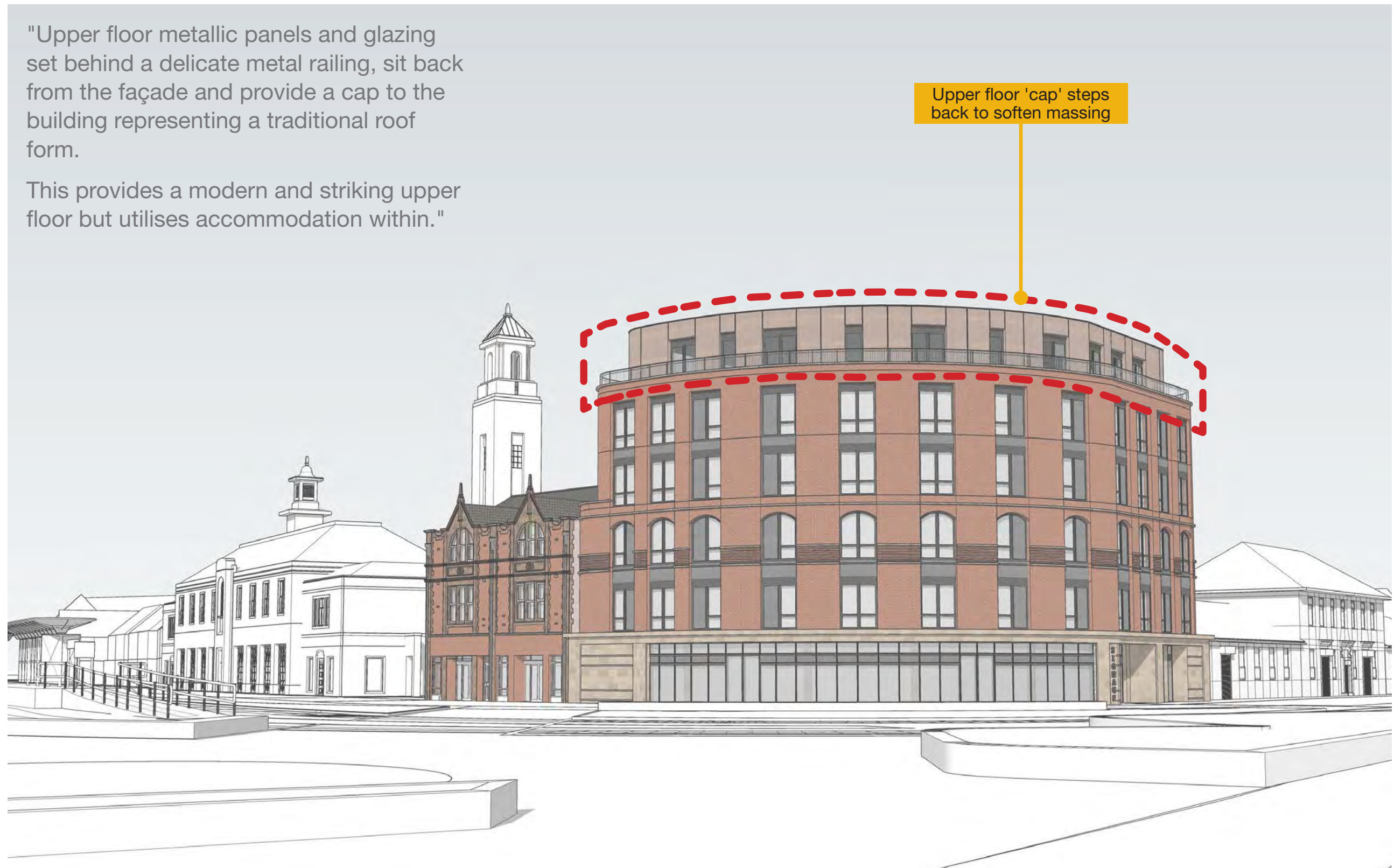


11.1 Facade Layering Principles

Set Back Top Floor

"Upper floor metallic panels and glazing set behind a delicate metal railing, sit back from the façade and provide a cap to the building representing a traditional roof form.

This provides a modern and striking upper floor but utilises accommodation within."



11.1 Facade Layering Principles

Openings Reflect Existing Context



11.2 Proposed Elevations

Maclure Road Elevation



11.2 Proposed Elevations

Station Road Elevation



11.2 Proposed Elevations

Station Road Side Elevation / Maclure Road Rear Elevation



11.2 Proposed Elevations

Station Road Rear Elevation / Maclure Road Section



11.3 Proposed CGI



11.4 Photomontages



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