

05. Massing and Townscape

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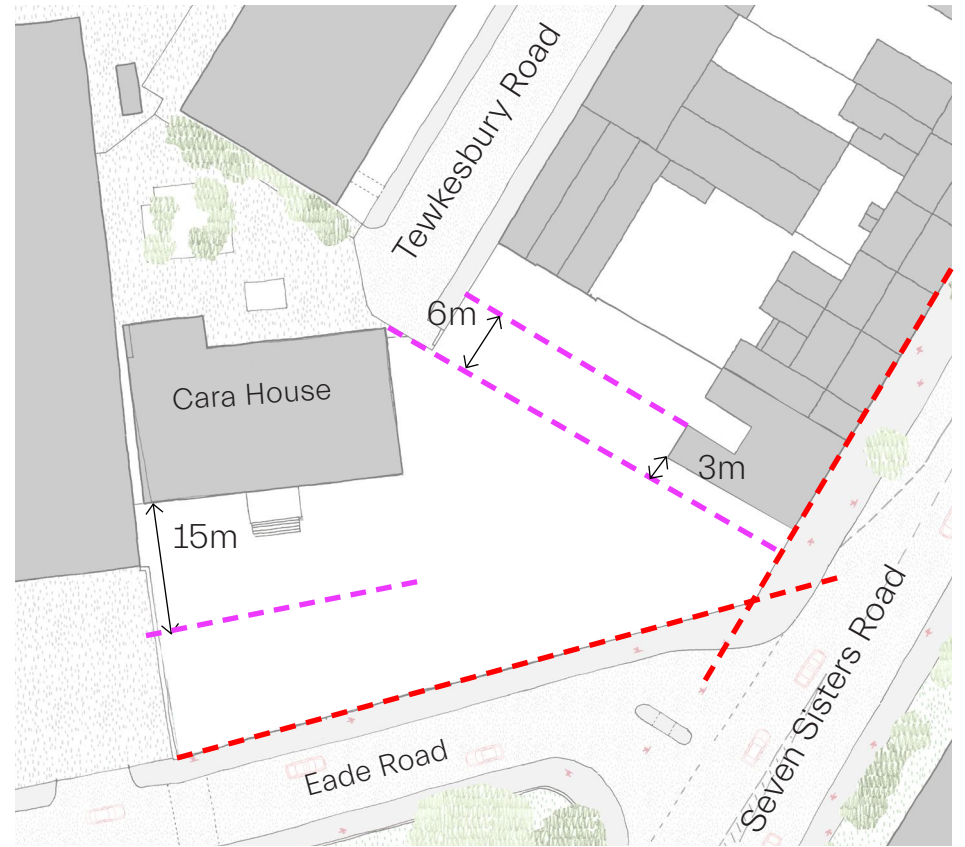
The building footprint of the proposed development is responsive to the **urban grain** of the area.

A set of rules were established early in the design process to ensure the proposed building was sympathetic to the existing adjacencies.

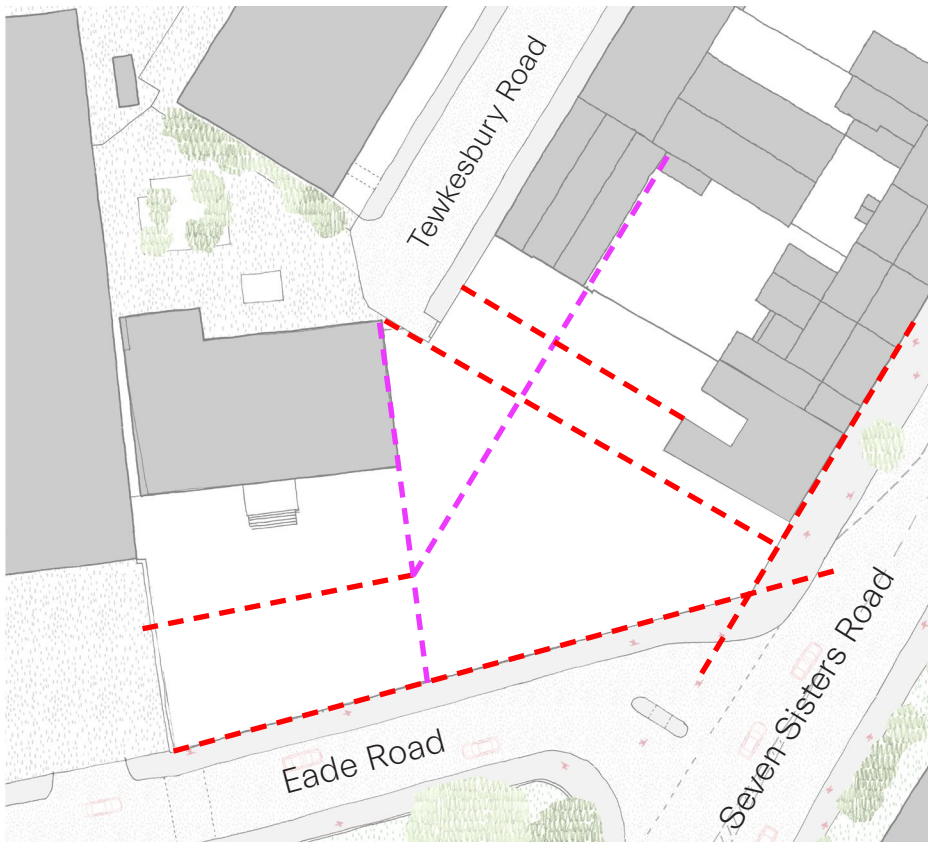
Existing building lines were used to constrain the extents of the proposed footprint with particular attention to **circulation, views** and **sight lines** from Cara House.



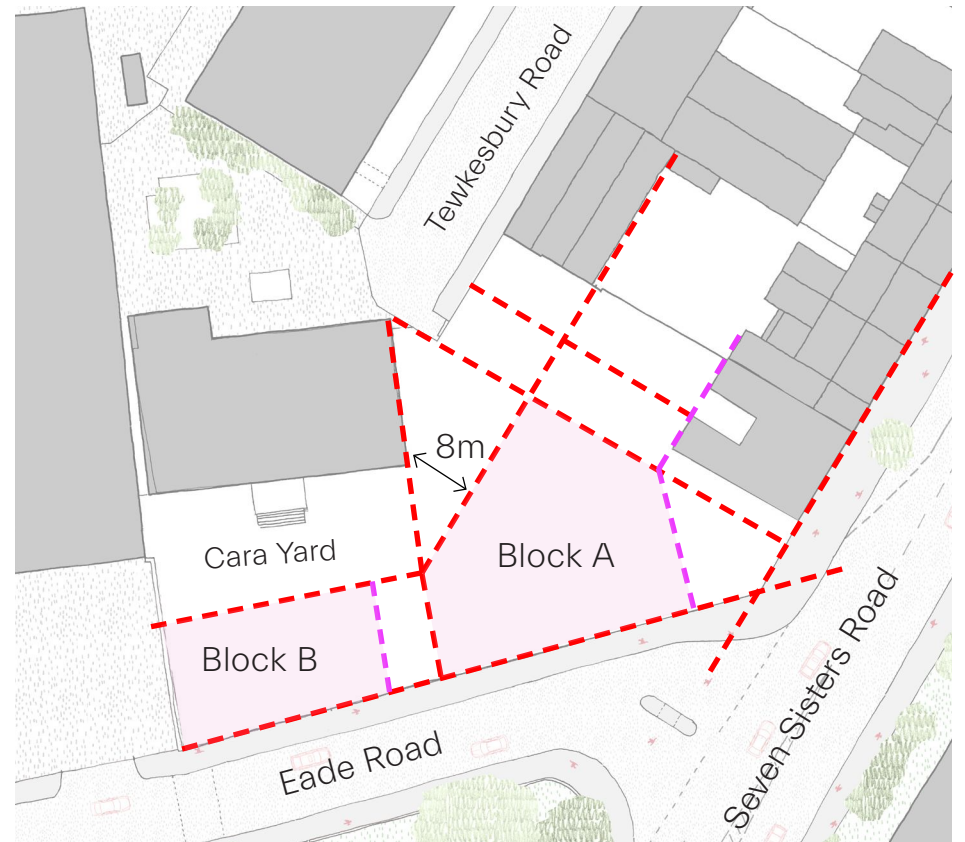
Primary site axis defined by key adjacent roads



Offsets from neighbouring buildings give generosity to outdoor spaces



Existing building lines define inflection points and respects neighbours



New routes established and outdoor spaces articulated

05. Massing and Townscape

Massing Height

Massing heights relative to the immediate buildings were tested through **physical modelling**.

Many alternative massing options were considered. Based on a detailed analysis of the impact of the building on short and long distance views, the built form and project viability an optimum height of between 8–10 storeys was viewed as being appropriate.

Whilst there is precedence for a 10 storey block within a local context of increasingly tall buildings, the **8 storey** option was selected as the most appropriate and sympathetic to the immediate neighbours.



40m from Seven Sisters Road



30m from Seven Sisters Road



05. Massing and Townscape Scale in Context

The emerging context of the Seven Sister Road is one of **increasing building height** and **elevation**.

The proposal is responsive to the wider city rhythm; with Block A acting as a **local marker** for the Warehouse district and edge if the council.

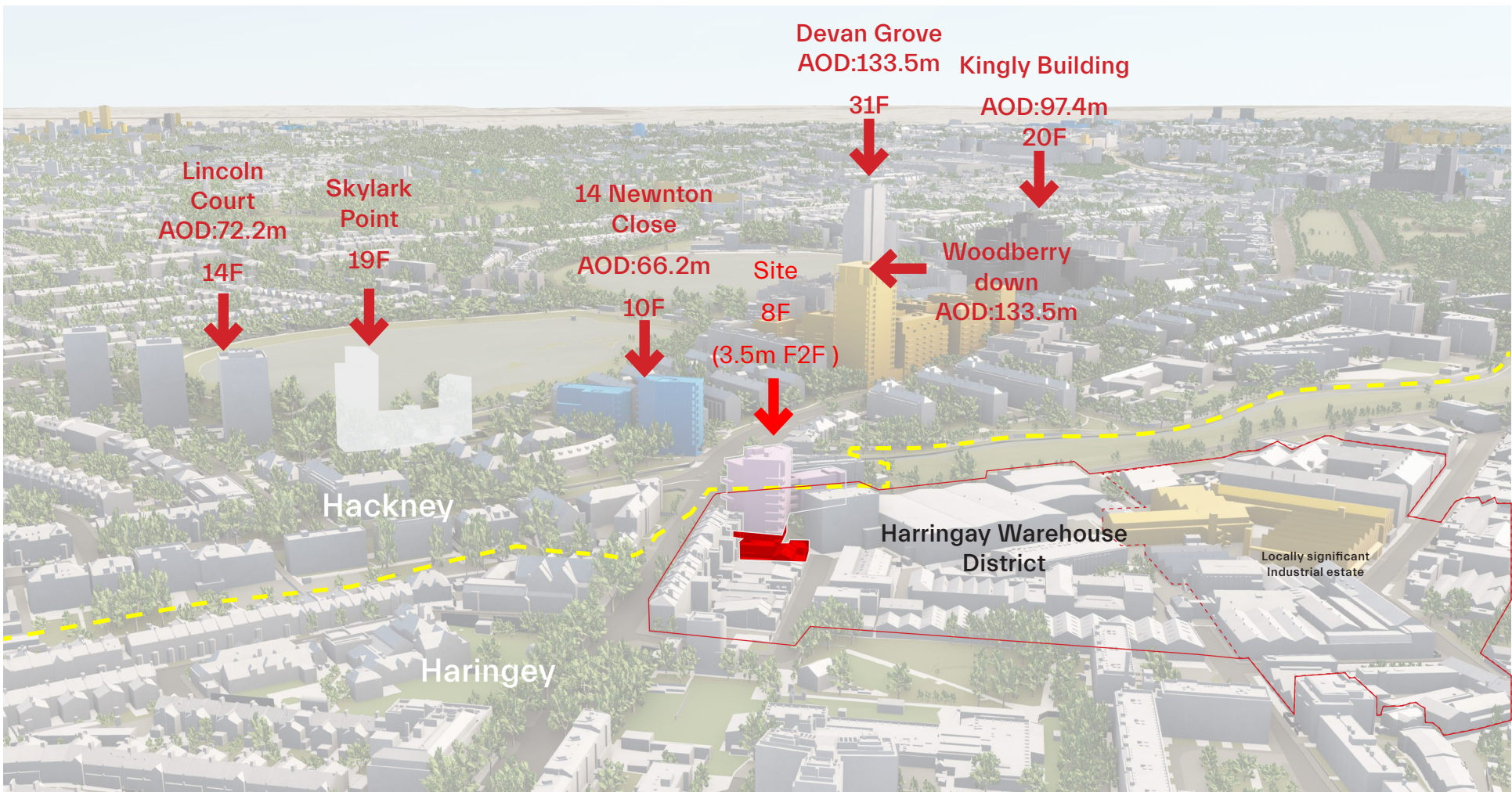
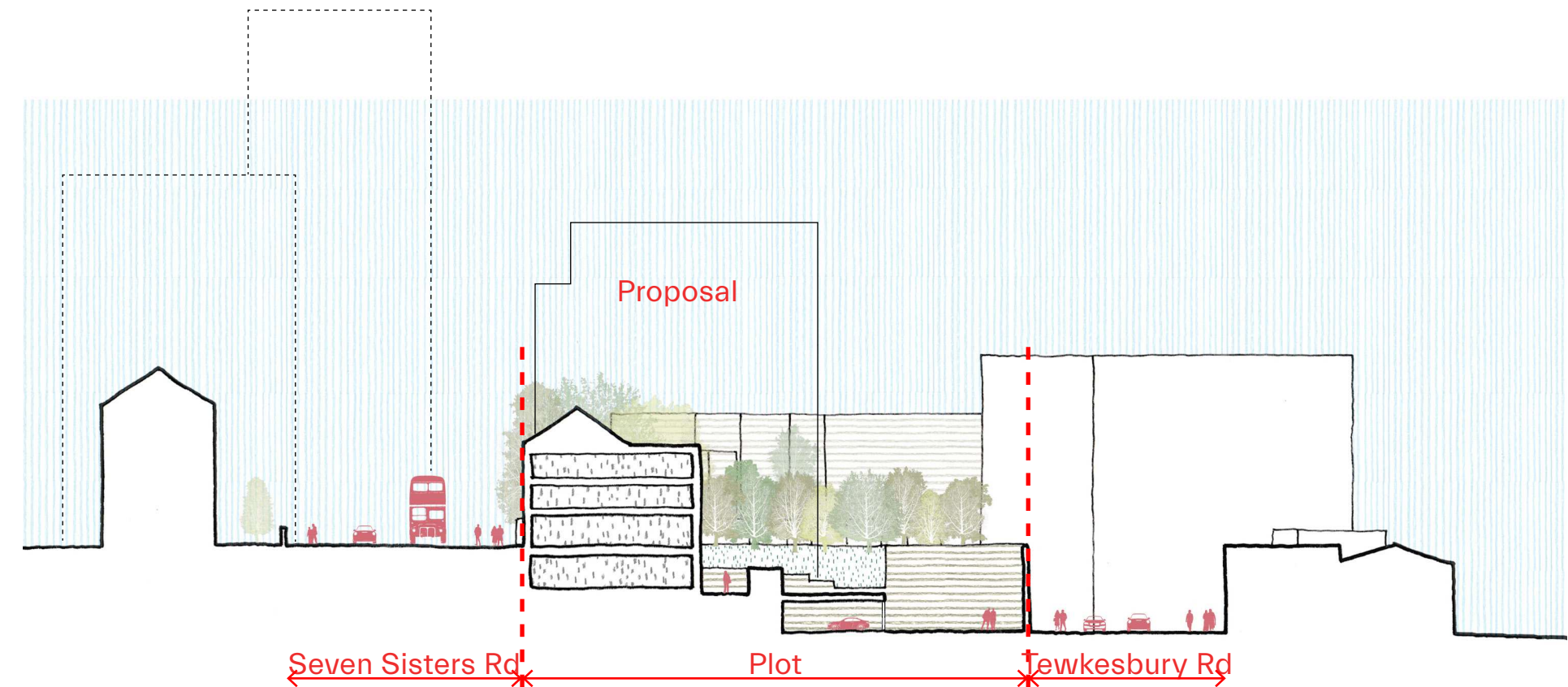
The proposed massing is also **complimentary** to the new development now under construction across the road.

Recent residential developments within area include:

- + 14 Newnton Close
- + Woodberry Down master plan
- + Devan Grove
- + Skylark Point
- + Kingly Building

The scheme is considerate of local and London wide historical sight-lines. A **Visual Impact Assessment** has been carried out on from key local views. These include an assessment of views from the Woodbury Reservoir path, Finsbury park and Alexander palace.

Full detail can be found in the Townscape, Heritage and Visual Impact Appraisal that has been prepared by Neaves Urbanism to accompany this application.



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Building Uses

The building uses can be divided into two categories: Warehouse Living and Creative-Commercial.

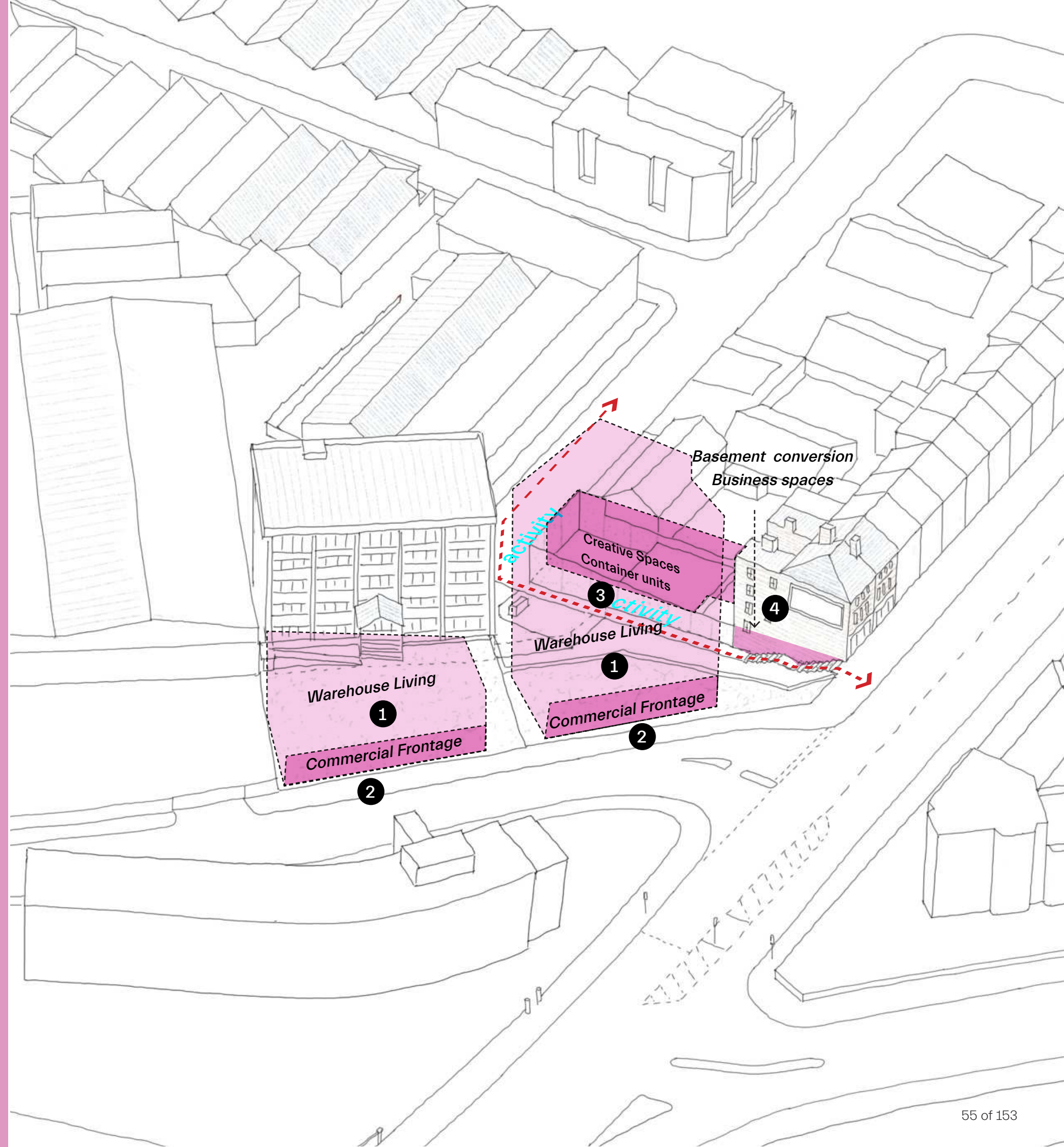
Warehouse living

These areas cater specifically to the immediate residents within the development

Creative-Commercial

Spaces will be open to the wider community and public. A variety of spaces will be provided to foster **business growth** at **different scales**. These range from container units, suitable for micro-businesses or small trades to larger spaces located on the Eade Road junction.

1. **Blocks A and B:** Warehouse living and working demises accessible off gated yard.
2. **Eade Road:** Ground floor units provide commercial spaces for shops and cafés. Unit can be easily subdivided. Access for servicing is also located on this frontage
3. **Enhanced Public Route:** Container units providing small units for creative commercial spaces. Basement levels of Block A provide larger creative commercial spaces and active frontage to the new 'Tewkesbury Yard'.
4. **341–343 Seven Sisters Road:** Basement area to be refurbished to provide complementary commercial space facing onto 'Terrace square'.

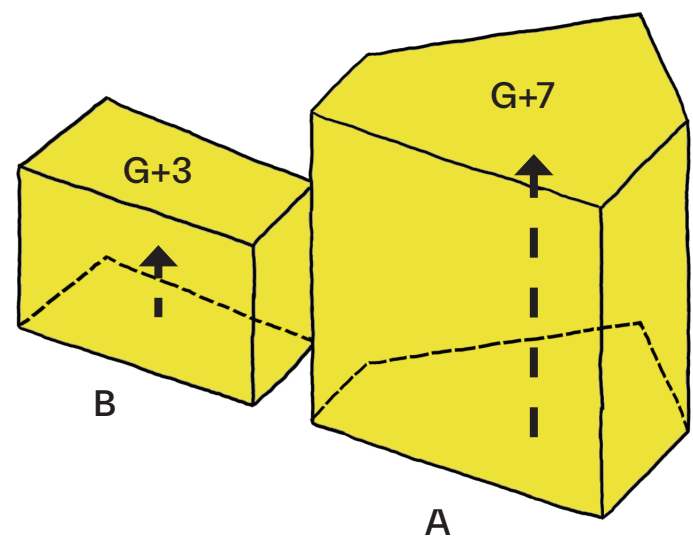


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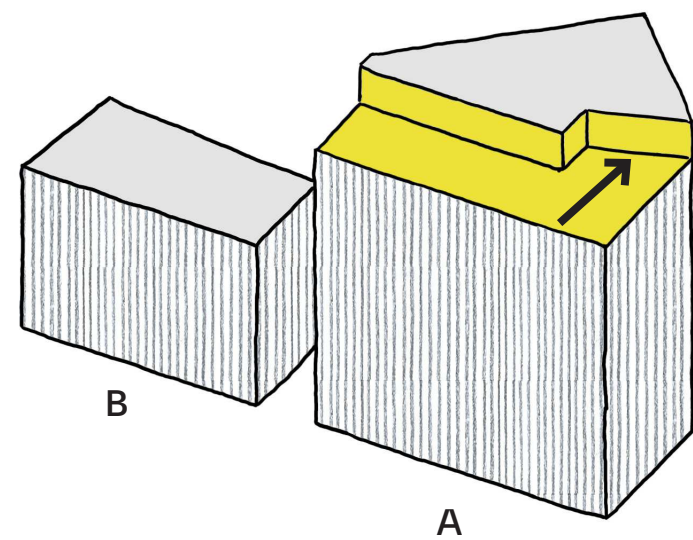
Massing Refinement

The massing has been developed in a sequence of key steps, illustrated on the right.

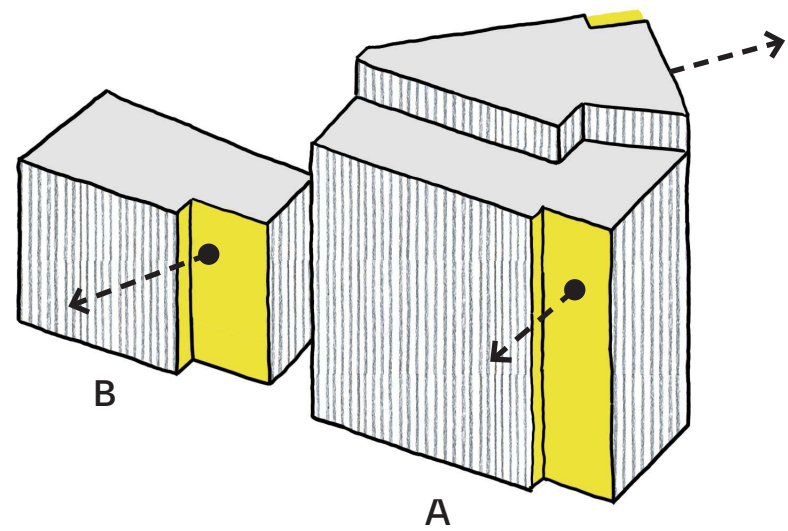
These moves create a more dynamic form that makes the most of the building's aspect and orientation.



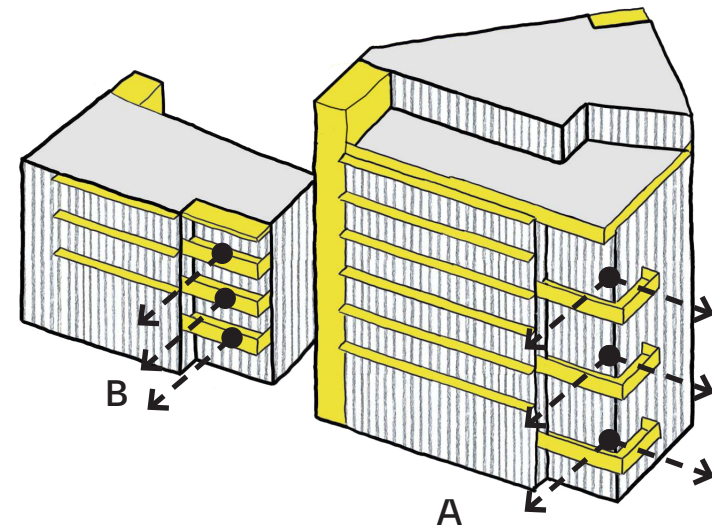
- 1 **Extrude**
Lift the building's footprint to eight and four storeys, corresponding to appropriate heights



- 2 **Draw Back**
Draw back the mass of Block A at 7F level to provide south facing roof terrace for residents



- 3 **Inset**
Recess balcony areas to frame views out



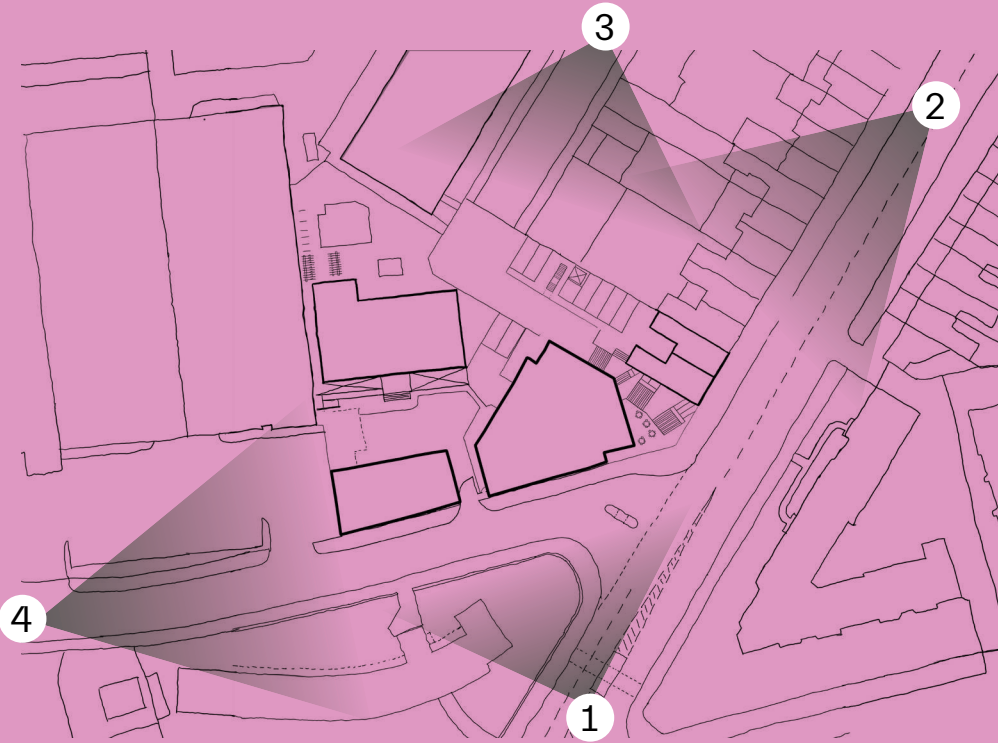
- 4 **Project**
Inset/outset balconies provide passive surveillance over alley. Brise soleils and stair articulate levels

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Massing Impact Tests

The impact of the massing on key public routes was considered from the earliest stages of the design process.

The illustrations on this page demonstrate the experience of the emerging building from Seven Sisters Road, Eade Road and Tewkesbury Road.



1 View looking North along Seven Sisters Road



1 View looking South West along Seven Sisters Road



3 View looking South West from Tewkesbury/Overbury Road corner



4 View looking East along Eade Road