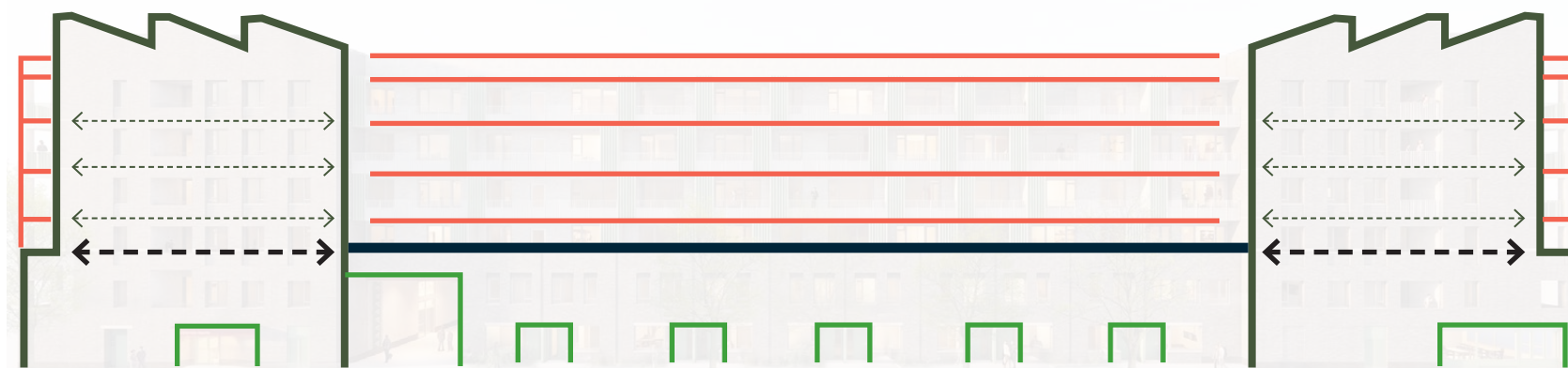


Facade and Materiality

Social Rented: Composition & Articulation

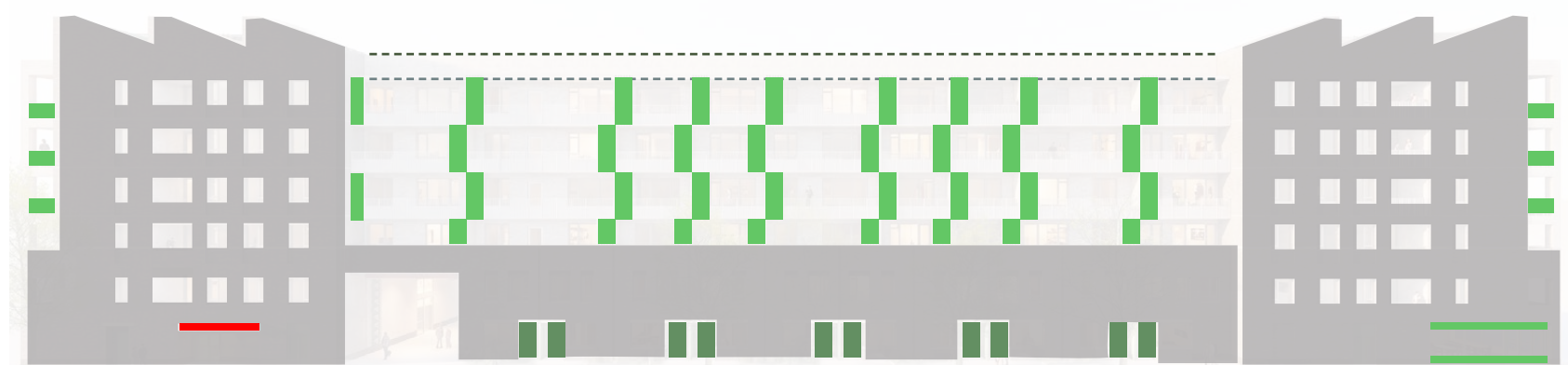


Elevation articulation

Strong **horizontal** banding and **datum** lines.

Shed-like and **toothsaw-like** roofline.

Legible front doors to double-storey maisonettes.



Material tones

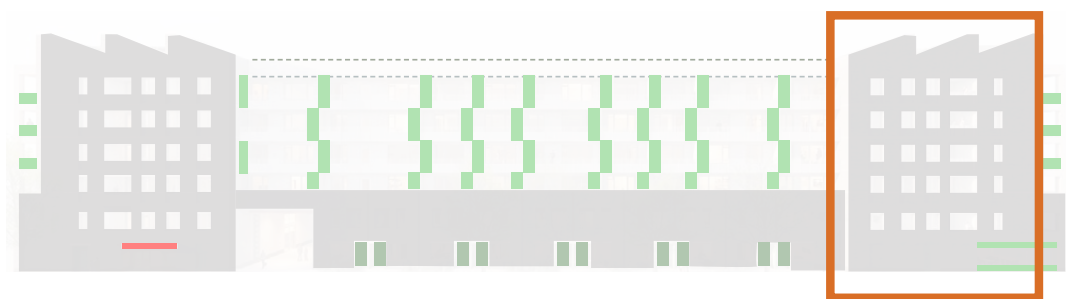
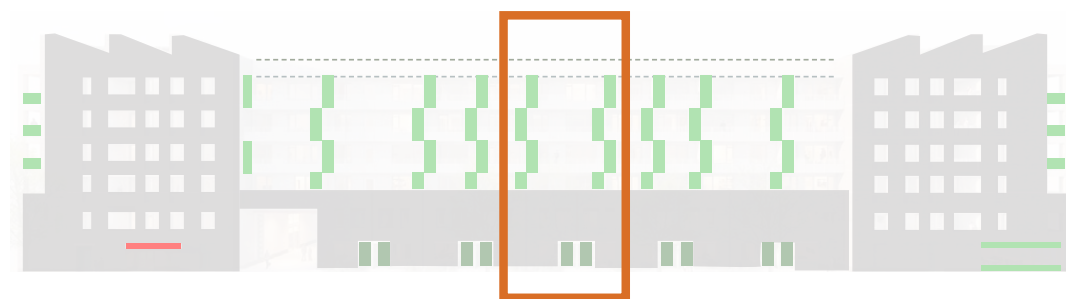
Strong 'bookends' and **base articulation** by using darker recessive grey brick.

Lighter grey brick for the middle part of the elevation to **create contrast**.

Staggered perforated **privacy screens** for playful elevation.

Facade and Materiality

Social Rented: Composition & Articulation



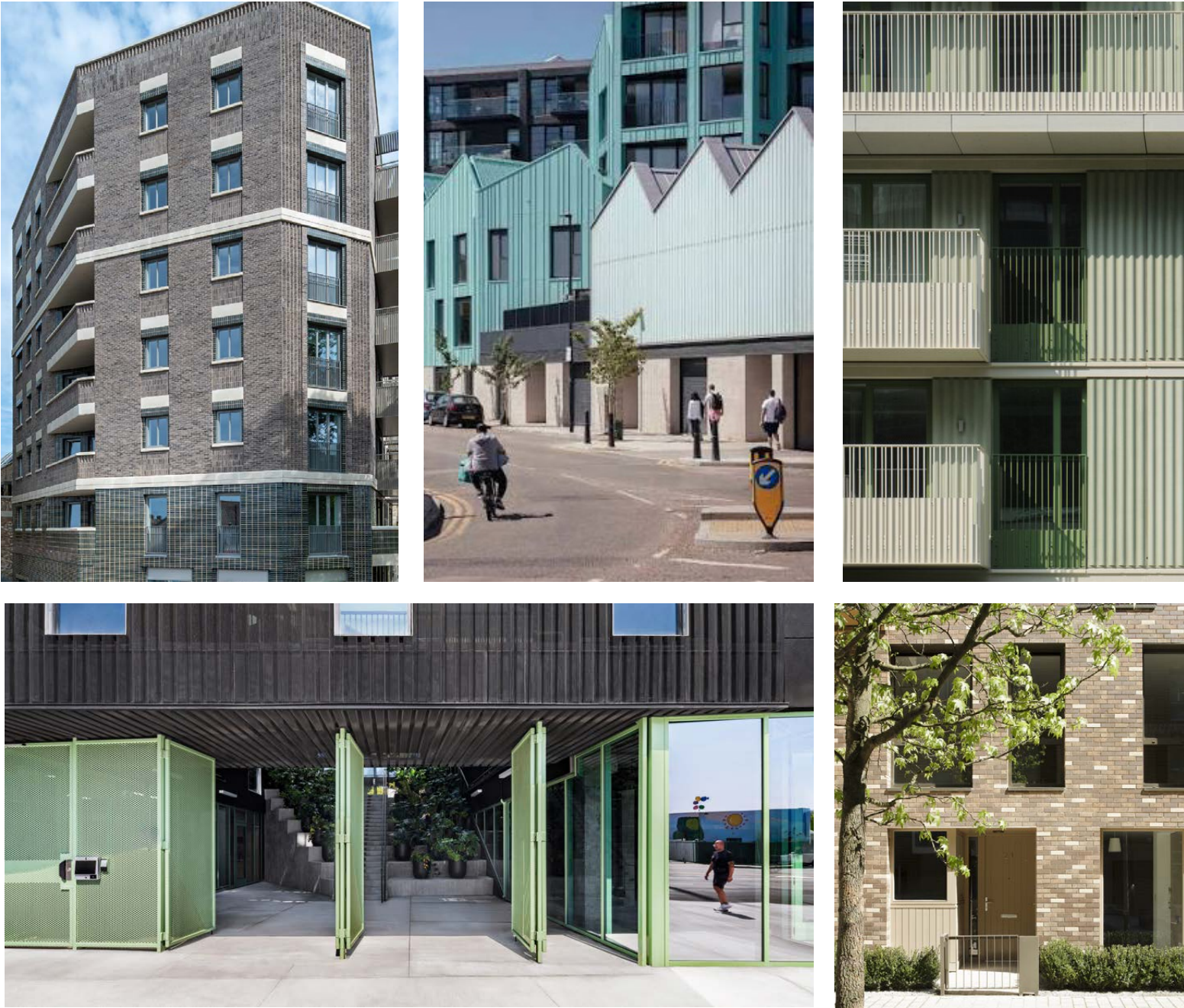
Facade and Materiality

Social Rented: Narrative and References

The introduction of a North-South route along the Eastern boundary of Down Lane Park to be in line with the masterplan aspiration.

Artwork inspired from the historic industrial background of the site is provided at the soffit and the walls of the passageway to better animate and create a more interesting fun space.

This space also hosts some incidental child play that would be protected from the element in winter season. CCTV and appropriate lighting will be provided as per the Secure by Design advice. Refer to SBD section in this document.



Indicative visual showing the north-south passageway through the residential block

Facade and Materiality

Block B: Material Palette



Indicative visual showing the entrance to the residential block from Ashley Road

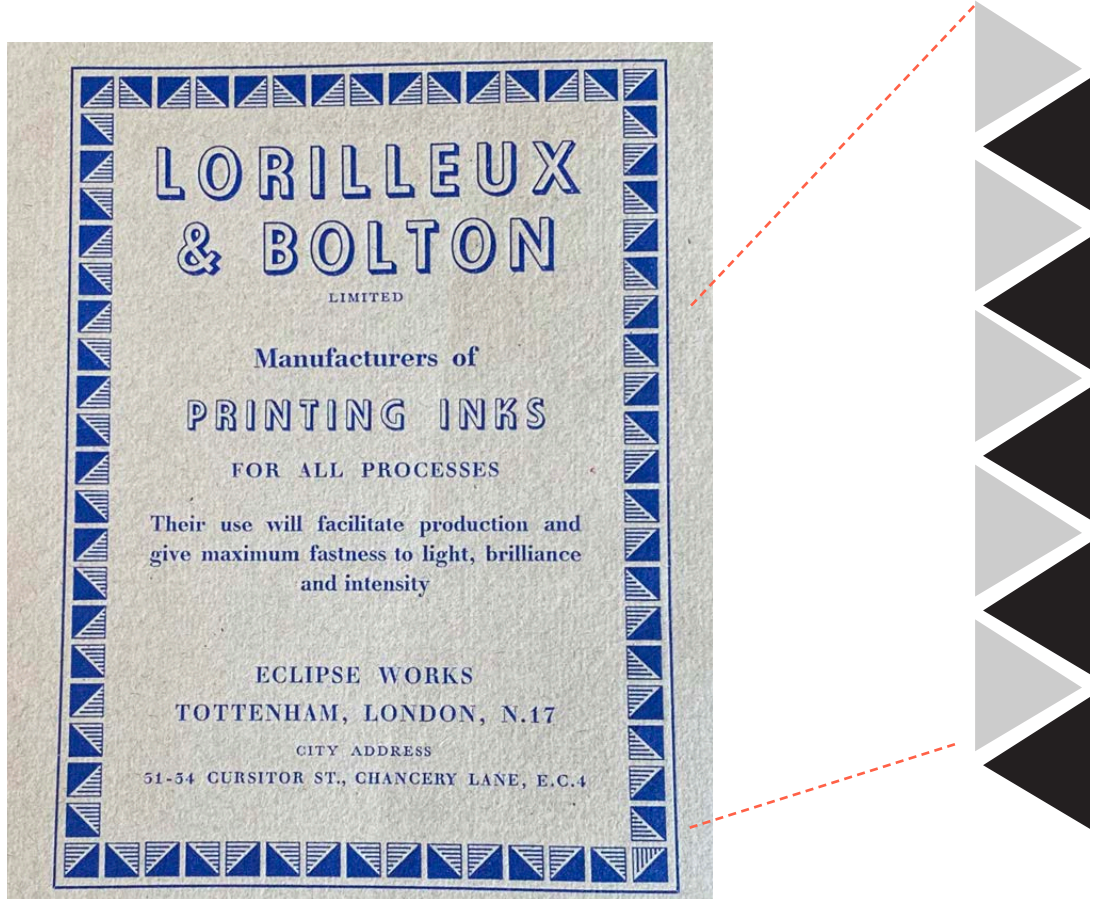
Facade and Materiality

Narrative and Historic References: Indicative Artwork

We envisage to collaborate and engage with a local artist to develop street artwork on a number of walls, ceiling undersides, and gables. The design team will launch an invitation for local artists to submit their interest. This initiative aims to improve the proposed public realm by providing a new artwork taking into account the character of the area, the rich heritage of the site, and the functionality of the new development.

The new artwork will also contribute to the character and improves the placemaking whilst also enhancing the sense of individuality of the new development and the wayfinding. The placeholderand indicative artwork shown on the visuals to the right are only indicative and subject to further detailed design. These draw inspiration from patterns and graphics printed using ink manufactured on site.

We envisage to look for a local artist to join the design team post planning submission.



Recurring printed pattern at the historic Ink Factory



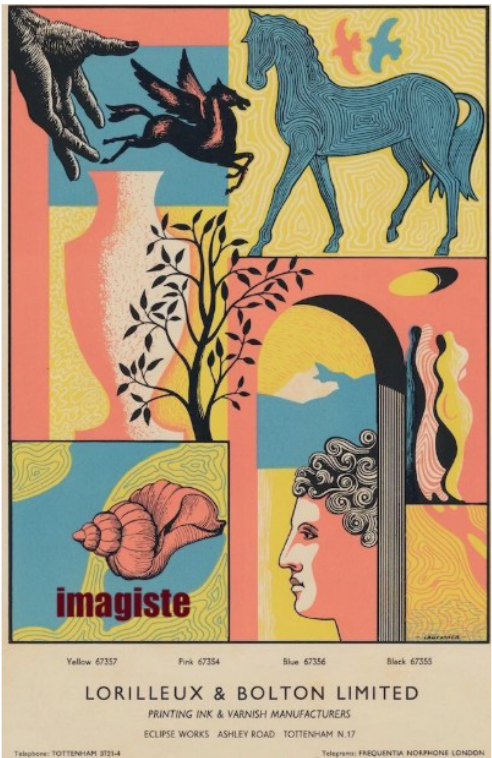
Precedent - Electric Works



Precedent - Equipment Works



Indicative artwork pattern in brickwork



Prints using ink from historic Ink Factory



Indicative artwork on the underside of the passageway

Landscape Strategy + Public Realm



Landscape Strategy + Public Realm

Ground Floor

The site now links positively with Down Lane Park both from the central street as well as the future southern link to Hale Road. The redeveloped Ashley link provides a clear vista from Berol Square into the park.

Key

- 1 Focal point trees create a dialogue with the trees to Berol Square and frame the east entrance to the site from Ashley Road
- 2 Different paving types denote vehicular and pedestrian routes through the site but the design retains shared surface principles
- 3 10 accessible parking bays are provided on site, screened with planting and trees
- 4 Focal point trees in paving lead to the main entrance
- 5 Welcoming entrance framed with seating and trees
- 6 Turning head for vehicles screened with trees and planting
- 7 Defensible plating outside residential units
- 8 Planting to green the building facade
- 9 Play area with play on the way features, sculptural play equipment as focal point features and seating, creating a dialogue with the Down Lane Park interface
- 10 Access to the site from Berol Link
- 11 Private amenity space for residential units
- 12 Access between Down Lane Park and the Site
- 13 Gated access to cycle stores and shared living amenity space
- 14 Courtyard for shared living residents with seating options and planting to create a peaceful, social space
- 15 Gated pedestrian access from Ashley Road
- 16 Seating at key locations along the landscaped street to encourage people to sit and linger

