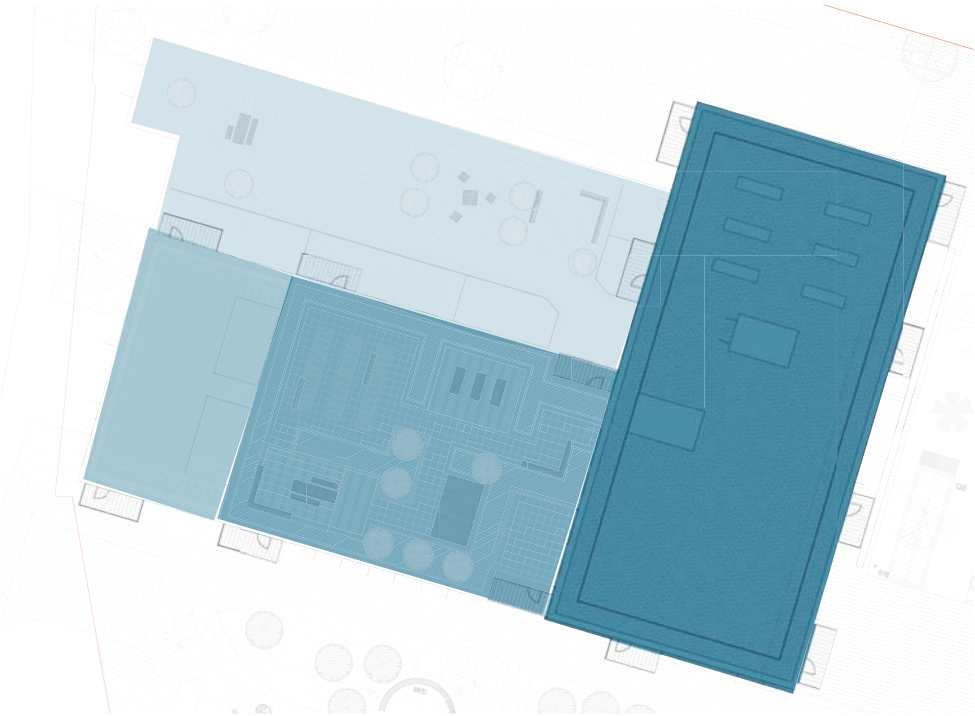


10.3. SCALE AND MASSING

Variations in height work to break up the form and allow light into the courtyard. The massing is reduced towards the west as it steps back on the 6th and 8th floors.

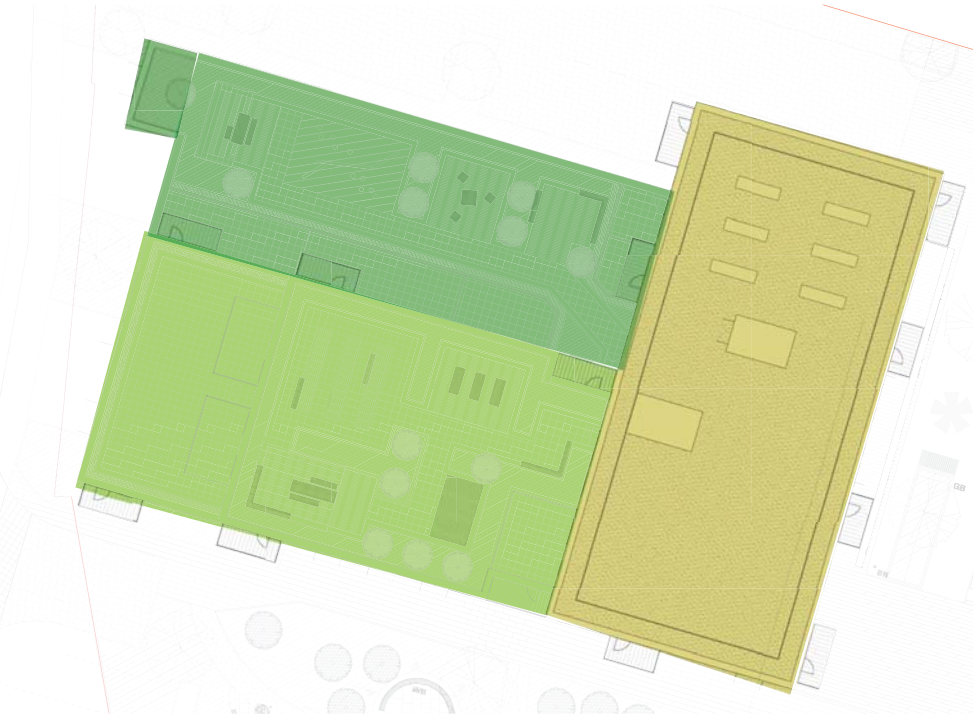
- Podium
- 6 Floors
- 8 Floors
- 9 Floors



10.4. EXTERNAL AMENITY

As well as the courtyard there are two roof terraces within the block which provide external amenity space for the residents.

- Amenity at first floor
- Roof Terrace
- Roof with plant on a green/brown roof



10.5. ARCHITECTURAL EXPRESSION

MAIN FACADE TYPES

As with the consented scheme the apparent massing of block 1 has been broken into smaller elements through the elevation design. Different facade types and brick colours have been applied to the scheme to create variation and interest.

The brick materiality throughout ensure the scheme still has a residential character and contrasts with the stark white of the listed buildings.



Block 1 - South East Elevation - Goodman Square



Block 1 - South West Elevation



Detail Type 1
Green Metal I-Beam Colonnade
with vertical planting



Detail Type 2
Buff Brick Colonnade to Ground floor
retail units



Detail Type 3
Residential Entrance Green Metal
Windows and Curtain Wall



Detail Type 4
Buff Brick with green Crittal style
windows



Detail Type 5
Red Brick with green Crittal style
windows



Detail Type 6
Perforated Green Metal Art Screen Vent

REFERENCE

As per the previous consent, the design of this block takes reference from the industrial nature of the Wheat Quarter site and retained listed buildings.

The proposed scheme draws inspiration from the existing building but interprets it in more residential manner.



Production hall photograph



Architectural precedent

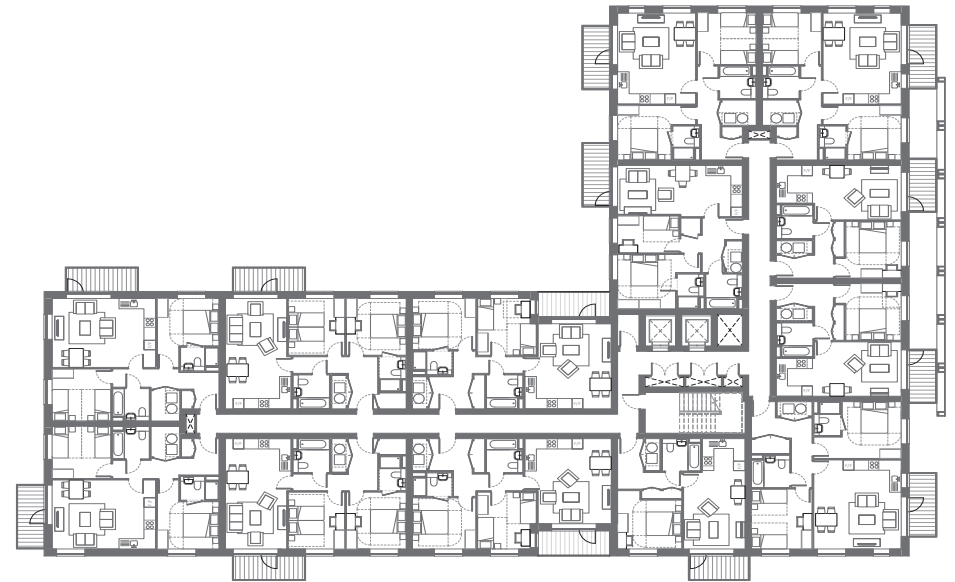


Architectural precedent
186 · 18036 The Wheat Quarter



10.6. TYPICAL LAYOUTS

The apartments themselves are accessed from a central core. All units will have private amenity space.



THE WHEAT QUARTER
DESIGN & ACCESS STATEMENT

11. DESIGN

THE ART DECO BUILDING

11.1. OVERVIEW

Art Deco building, block 6E, sits on the central axis of the Wheat Quarter site to its north boundary with Bridge Road. The building provides market sale accommodation.

Access
The entrance lobby is located on the southern side, opposite the Production Hall.

Layout
The proposed massing of block 6E is as simple form with softened building corners and the offset top floor.

The building has one central core accessible from the south entrance.

11.2. COMPARISON WITH EXISTING PLANNING CONSENT

The existing consent comprises of a 5 storeys building with the main entrance located off the Bridge Rd.

The proposed footprint has been expanded eastwards when compared with the extant consent. The Design concept remains in tact seeking to create a form that is symmetrical, located on the main axis with the Listed Buildings.

The top floor is set back forming a pavilion on the 7th floor that reflects the overall theme of the scheme.



Block 7 location diagram

190 · 18036 The Wheat Quarter

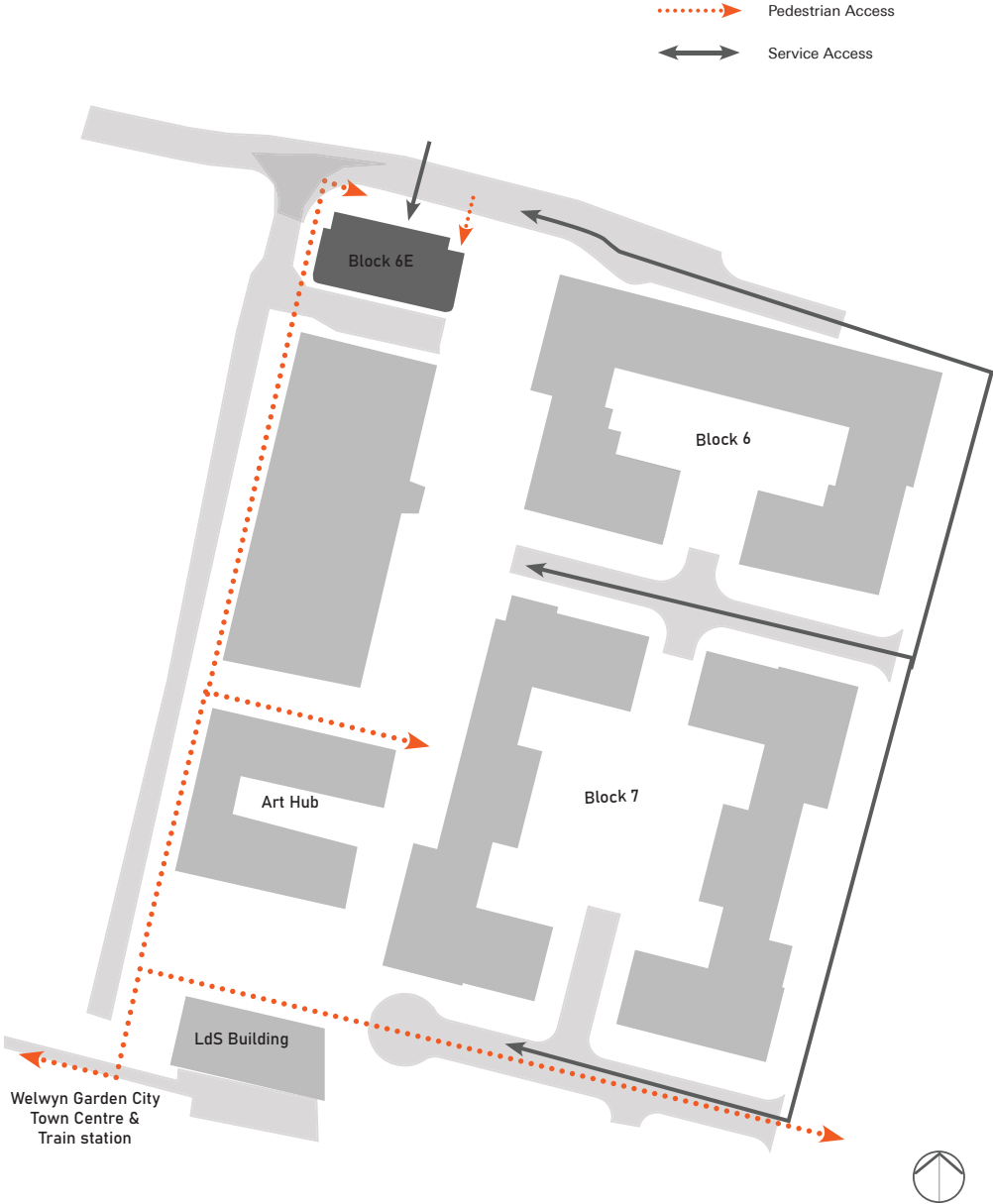


Image of Consent Scheme for Art deco Block 6E

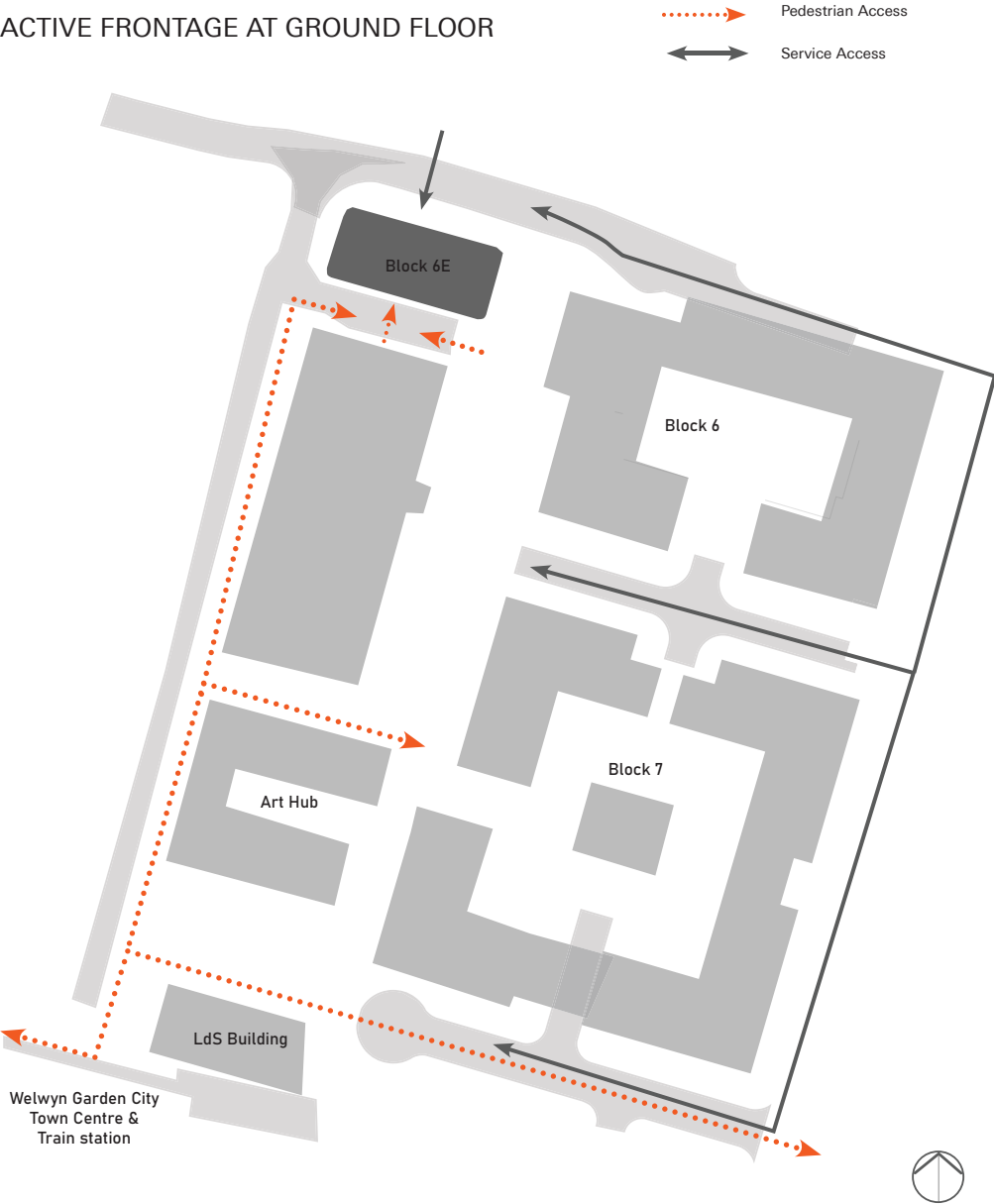


Image of Proposed Scheme for Art deco Block 6E
Design & Access Statement Design Block 1 · 191

CONSENTED SCHEME



PROPOSED SCHEME
 ACTIVE FRONTAGE AT GROUND FLOOR





11.3. LAYOUT

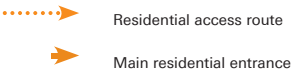
AMENITY AND ACCESS

The main residential access is a direct route via south elevation that faces the production hall, through generous entrance lobby.

Fire exit is located on the opposite, north side of the building.

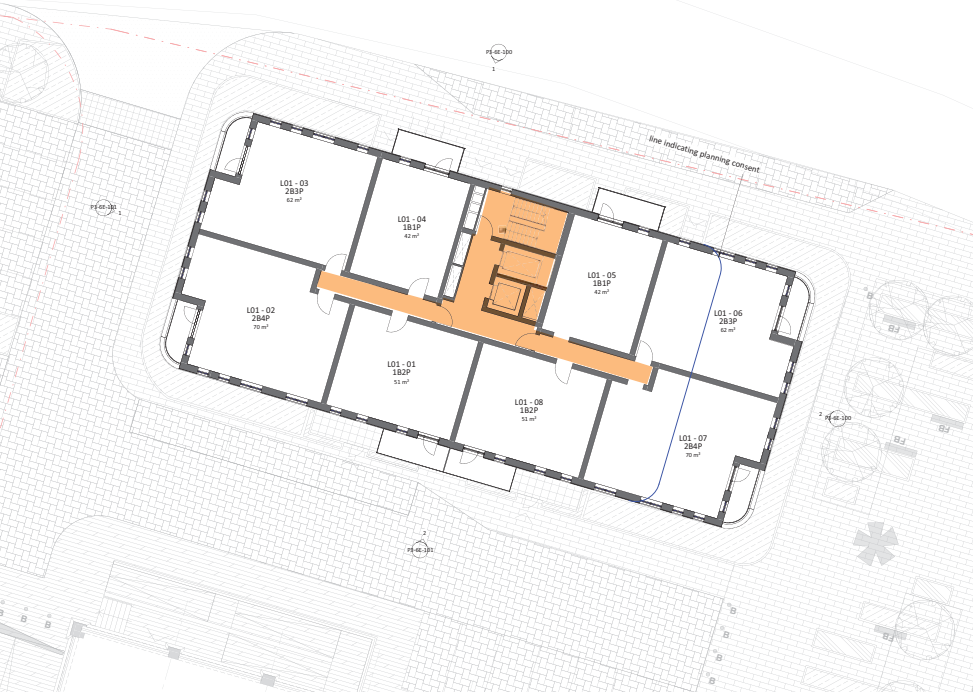
It is intended that residential units at ground floor will have their own access to the street via small front gardens or private patio.

Entrance to the buildings will have level threshold.

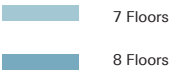


RESIDENTIAL ARRANGEMENT

The apartments are accessed from the main central core, symmetrically distributed via two wings.

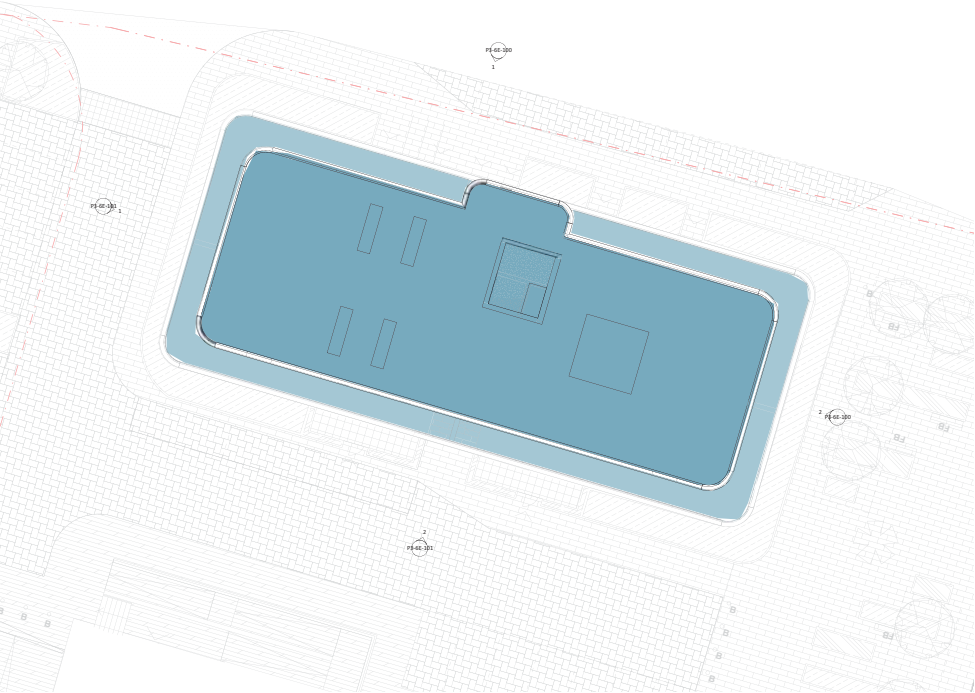


11.4. SCALE AND MASSING

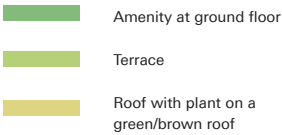


The proposed building is 8 storeys high simple form with the top floor offset from the main facade, providing terraces for the apartments.

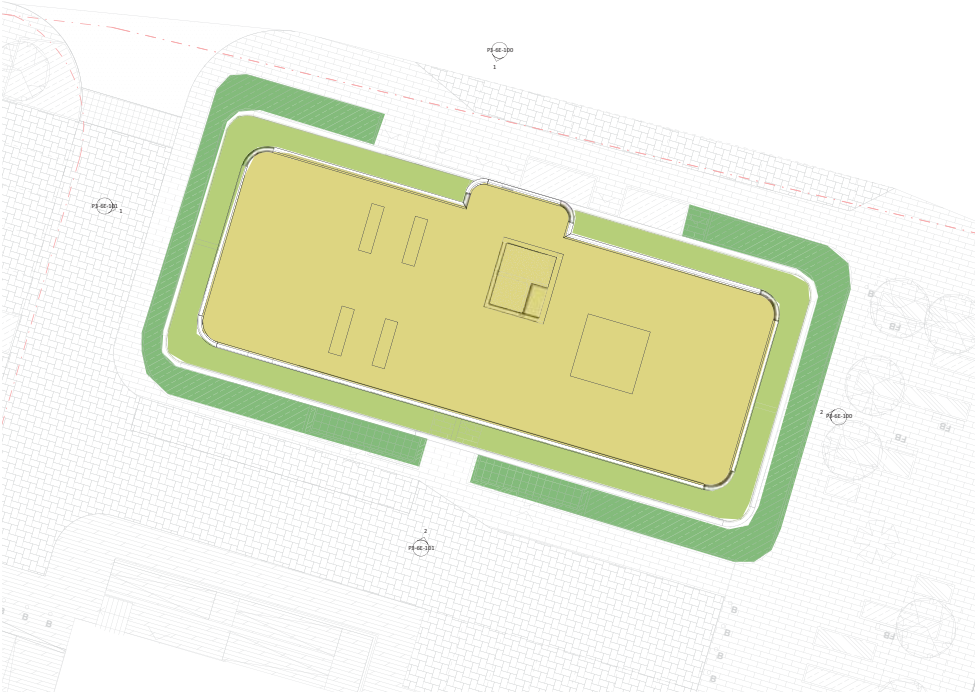
A softening of corners brings a humanity and comfortable familiarity to the building, whilst maintaining the reference to the Art Deco distinguishing characteristics.



11.5. EXTERNAL AMENITY



Each apartment benefits from the external amenity space either in form of ground floor front gardens, balconies or terraces on the 7th floor.



11.6. ARCHITECTURAL EXPRESSION

REFERENCE

The design of this block ties the scheme back to the Art Deco /International context of the former factory taking inspiration from its architectural form and from the mansion blocks of the 1930s.



Roche Building, Welwyn Garden City



Queens Apartments, Bayswater



Lichfield Court, Richmond
200 · 18036 The Wheat Quarter



Entrance court - Charterhouse Square

MAIN FACADE TYPES

The building is articulated in solid masonry.
Horizontal bands of flush-faced brick between the heads of windows and the cills above are contrasted with infill panels between window jambs where alternating brick courses project by approximately 25mm to add feature shadows to the elevations. The head and base of the flush bands are delineated by continuous strips of pale reconstituted stone adding a feature shadow and acting as cills to the windows.



Block 7 - South Elevation



Facade Type 1
Top floor pavilion

White facade tile to the upper floor, bronze metal detailing and reconstituted stone coping



Facade Type 2
Main facade

Light buff brick with bronze metal detailing and expressed horizontal brick bands with reconstituted stone coping



Facade Type 3
Ground floor

Dark buff brick with bronze metal detailing and expressed horizontal brick bands with reconstituted stone coping