

# Narrative

## Key Design Principles

The adjacent diagrams represent a series of key principles that have evolved throughout the design process. Whether conceived at inception, or developed through concept stage, all reflect aspirational objectives for the design response and form integral ingredients to the proposal set out in this application;

### Response to Flood Constraints

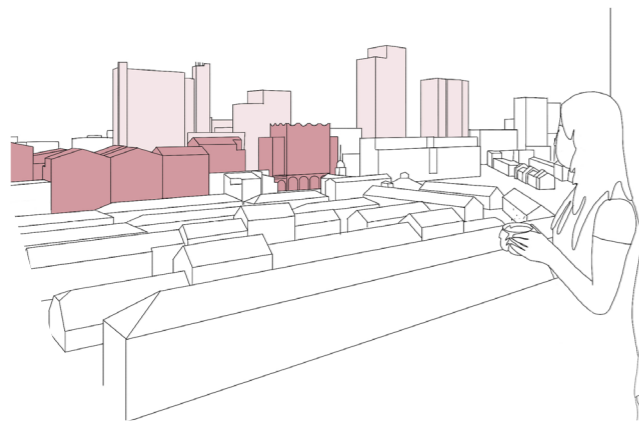
Plot I is located at one of the lowest points of the masterplan and as such, has the most onerous constraints regarding flood protection and levels. Subsequently, no bedroom accommodation is allowed at ground floor. Maisonettes are therefore proposed at ground floor enabling a suitable design solution that may also benefit street activation and a diversity of residential offer.

### Long ranging views

A large expanse of land and low-rise development exists to the Northerly aspect of the plot. Given this and the immediate parkscape of Braithwaite Park, the aspiration to optimise long ranging views from within the residences was of priority. Not solely to the internal residential layouts, but also how private amenity space and the façade openings may frame views to elegantly articulate the landscape. Views back to Balfroon are visible from this location enabling Plot I to also create a visual dialogue between the accompanying Phase A proposals.

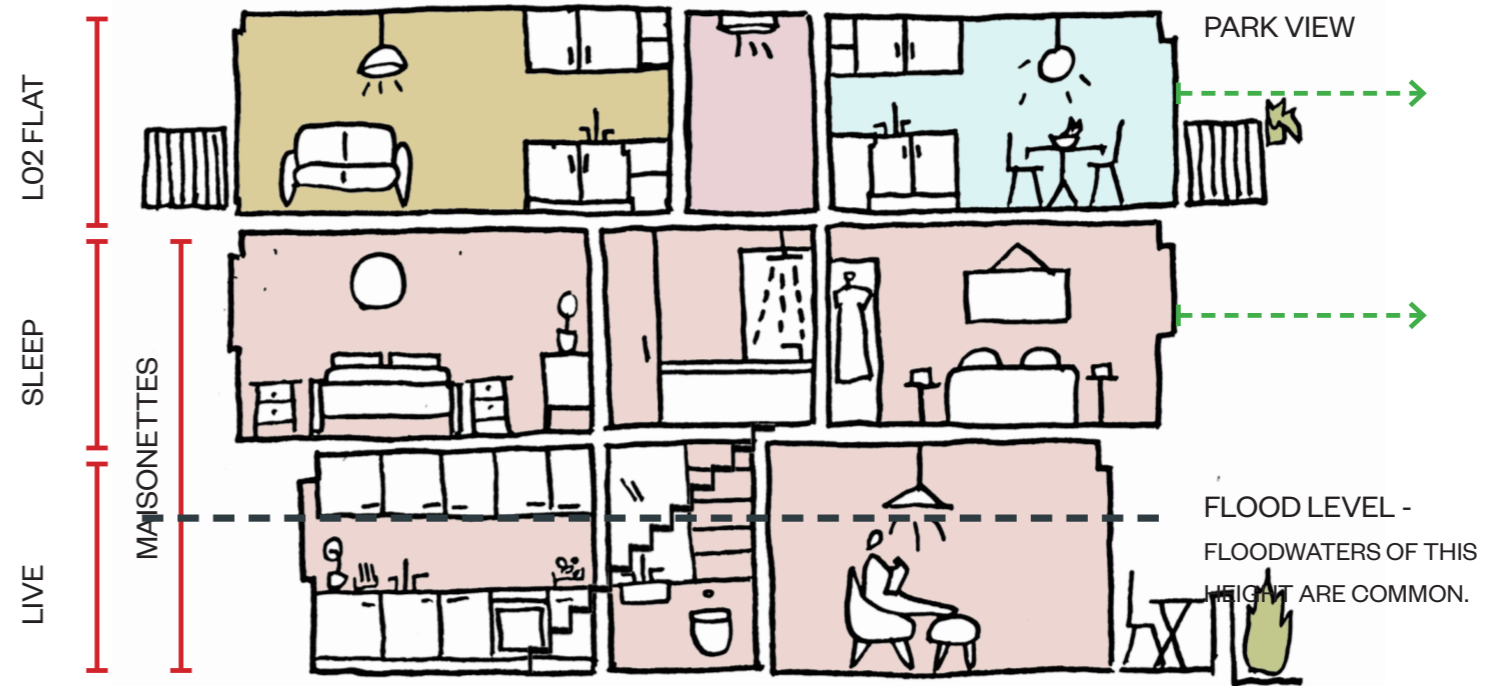
### Public Route to Braithwaite Park

Braithwaite Park lies as a significant asset to both the adjacency of Plot I, and wider residential area. Whilst the residential offer and internal experience of the homes seeks to exploit this relationship, the experience at public realm is also vitally important. Currently, a primary north-south axis route lies to the West of the plot, however, acts primarily as a service road. This was identified as a missed opportunity with the desire for the design to animate this route and provide improved connectivity between East India Green to the Park.

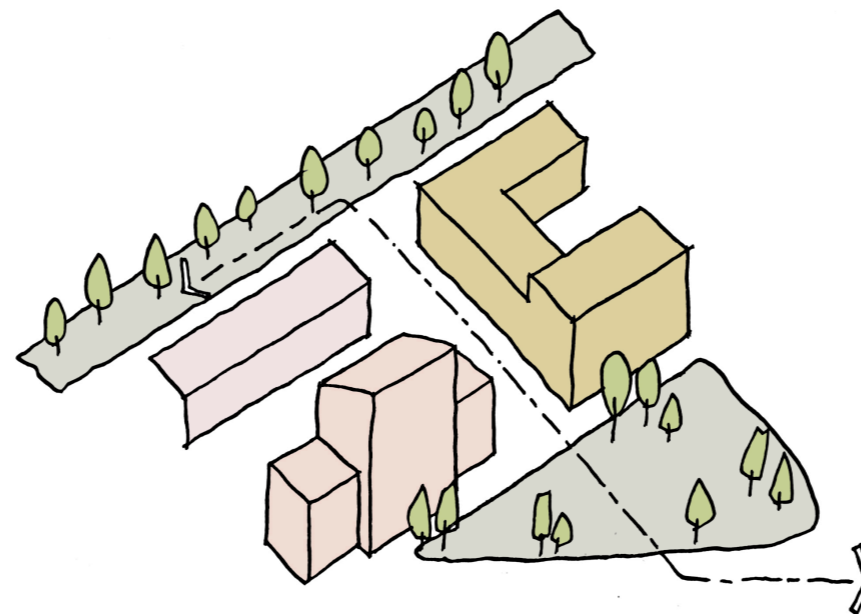


Views back to Balfroon and Phase A

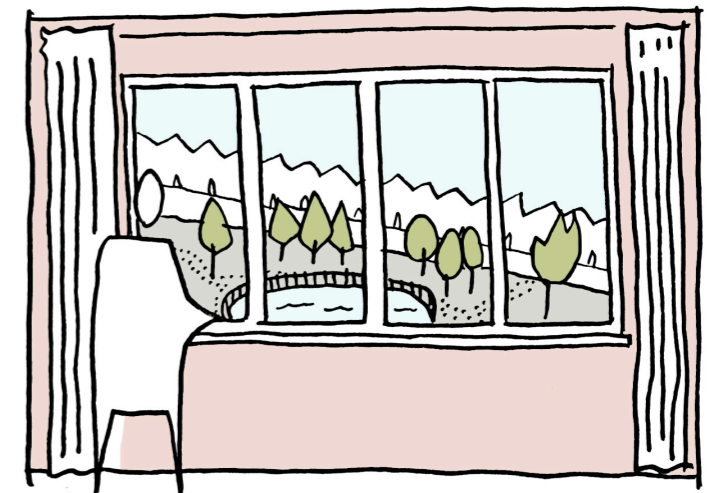
Given the immediacy of Braithwaite Park, the aspiration to optimise long ranging views from within the residences was of priority and how openings may frame views to elegantly articulate the landscape



Sectional proposal to ground floor residences



Improved route from East India Green to Braithwaite Park



Framed Views

# Massing Development

## Key Principles

### Massing

Plot I sits adjacent to several recently developed buildings, which form a series of contextual adjacencies to knit into. The massing response has sought to respect this by creating two 'shoulders' to the East and West volume that align with the principal heights of the context. To the centre, a higher portion is articulated to create an elegant form in conversation with the park and wider townscape. Notably this has taken cues in height from the earlier phases to East India Dock Road.

### Views+Aspect

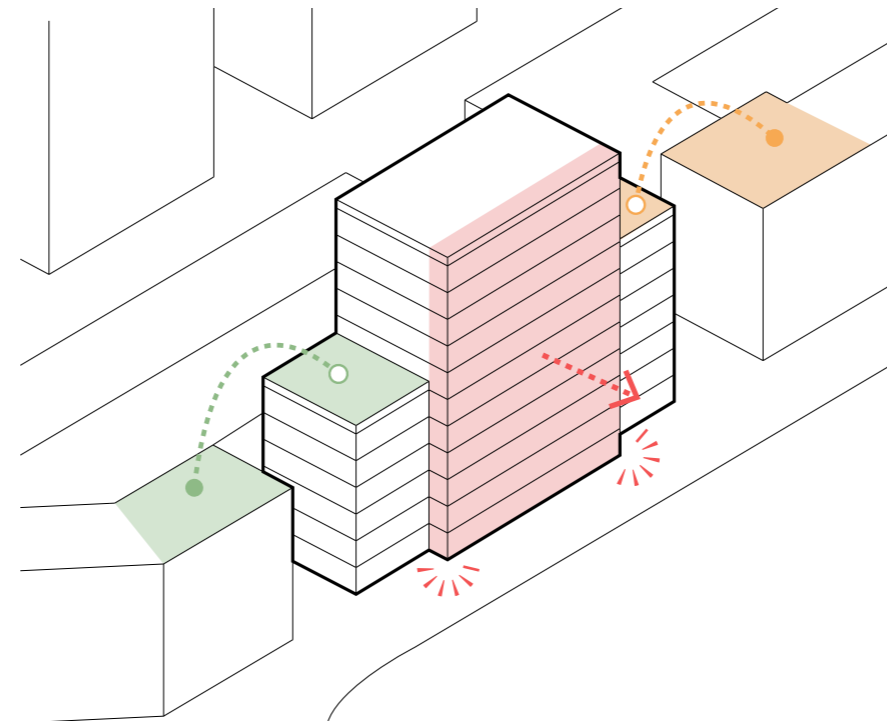
To maximise the opportunity for favourable views and aspect, the massing response has created several steps and corners in the volume to articulate increased opportunities for dual aspect and views. The elevation to Braithwaite Park faces North, with these moves crucial in negating any single aspect north facing units. Technically, much work has taken place to ensure daylight performance of the residences are optimised given the plot constraints and any overshadowing or overlooking is mitigated to the surrounding residents.

### Internal Programme

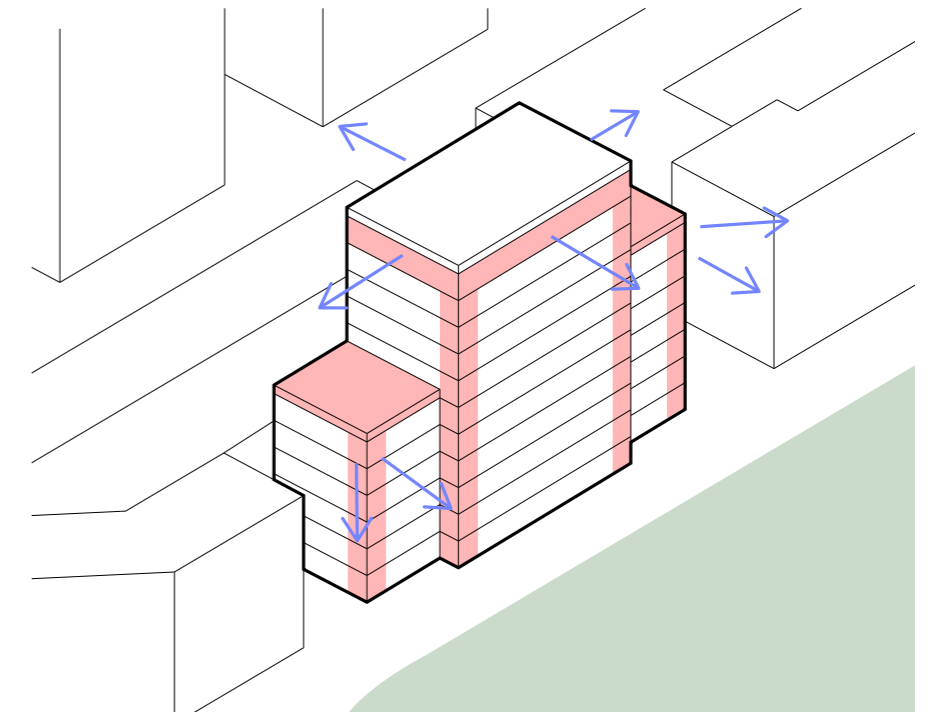
Due to the variety of residential typologies and ground floor use at this block, the façade response has identified the opportunity to respond to this programme. Notably, creating changes in materiality and finish to animate the streetscape whilst dynamically addressing the park and views back to the building.

### Section

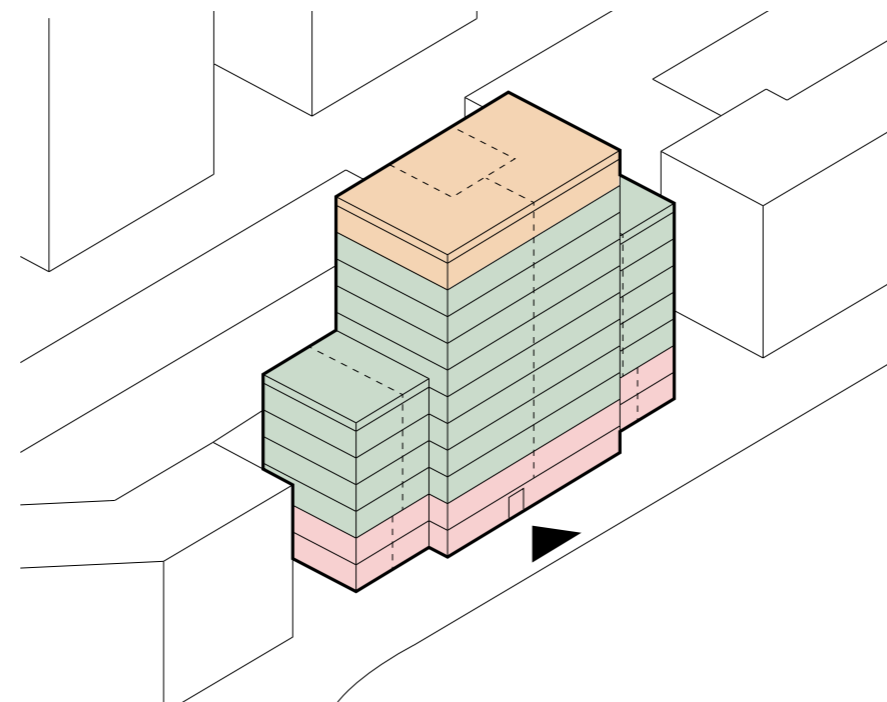
Working with the existing plot constraints a notable proximity lies to the South, with the existing residences facing onto the adjacent courtyard. The proposal has sought to respect this existing distance between buildings and ensure the courtyard buffer is retained and improved through public realm measures.



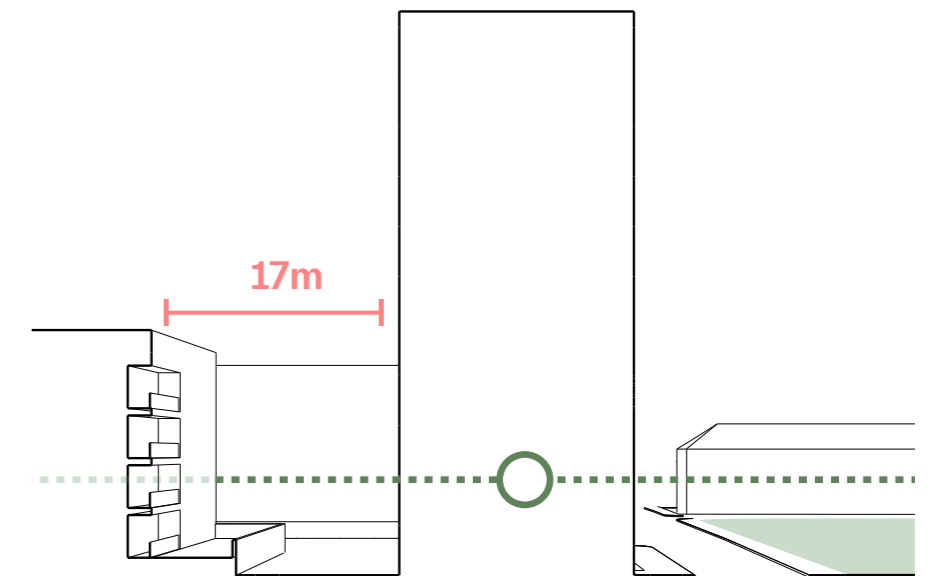
Stitching the massing volume into the existing townscape



Utilising setbacks and corners to maximise favourable views and aspect



Key programmatic moves expressed through facade



Retaining suitable proximities to adjacent context and Braithwaite Park

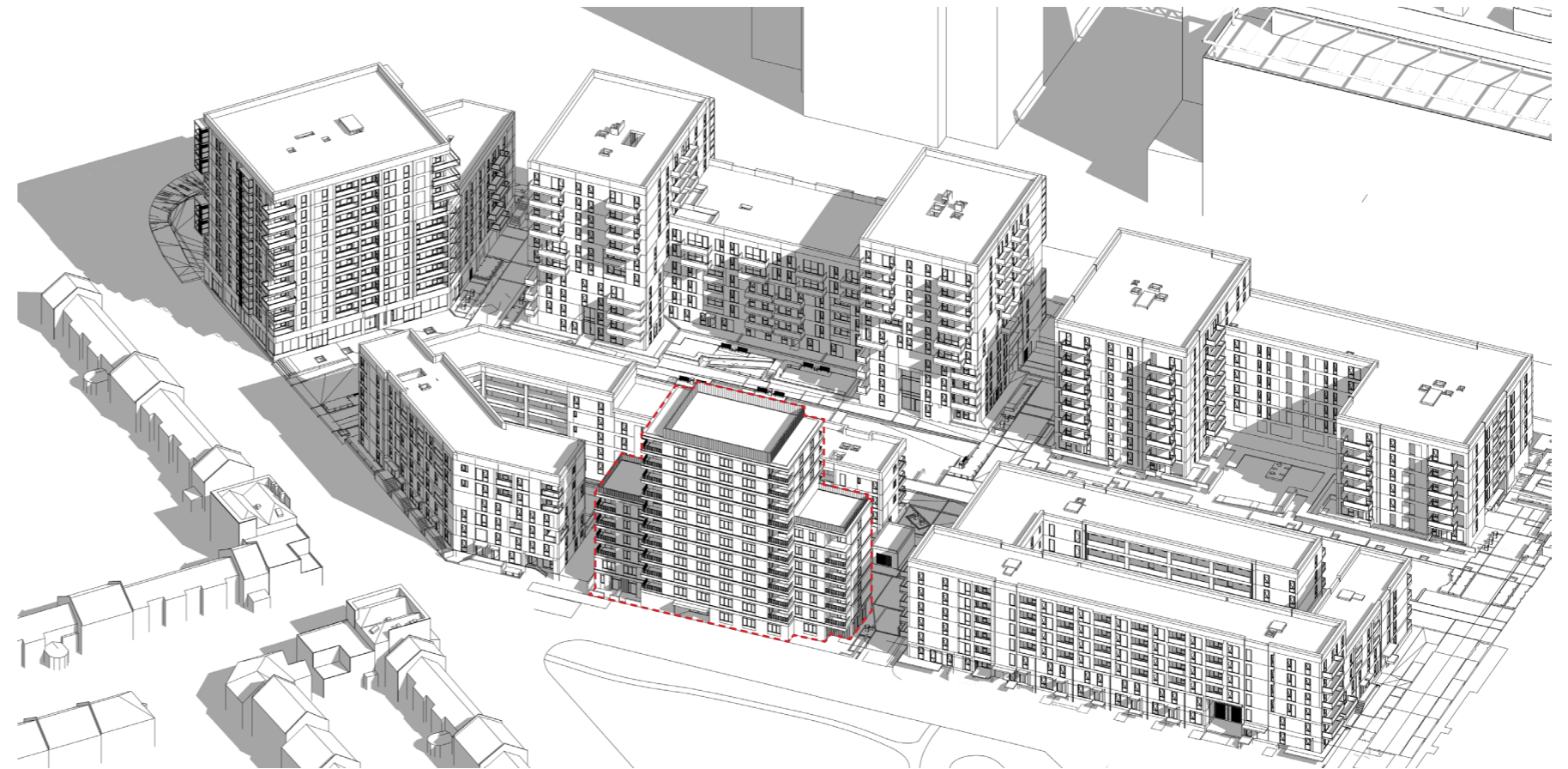
# Massing Development

## Height

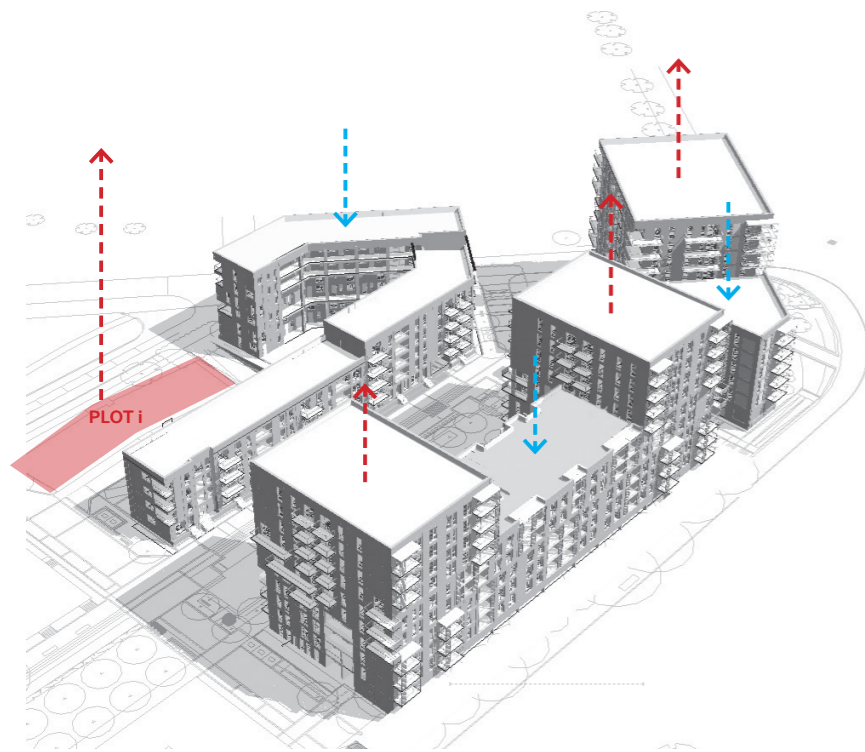
Whilst this application represents phases 4-6 of Aberfeldy Village, previously, Phases 1, 2 and 3a have been delivered on site. These sit to the South East of the masterplan running along the length of East India Dock Road (South) + Blair Street (North) respectively. One plot that wasn't delivered in these phases was that of Plot i; the extents of which are shown below set within the delivered Phase 1 massing.

As such, plot I sits as the final piece of the puzzle at this corner of the Aberfeldy Estate. The design proposal has subsequently sought to reference the earlier design ingredients of these buildings, whilst responding to the grain and massing of the blocks. The existing massing forms iterate around the extent of East India Dock Road and Blair Street, articulated with a series of 'bookend' higher forms puncturing the sky space as they are set against subservient, lower forms.

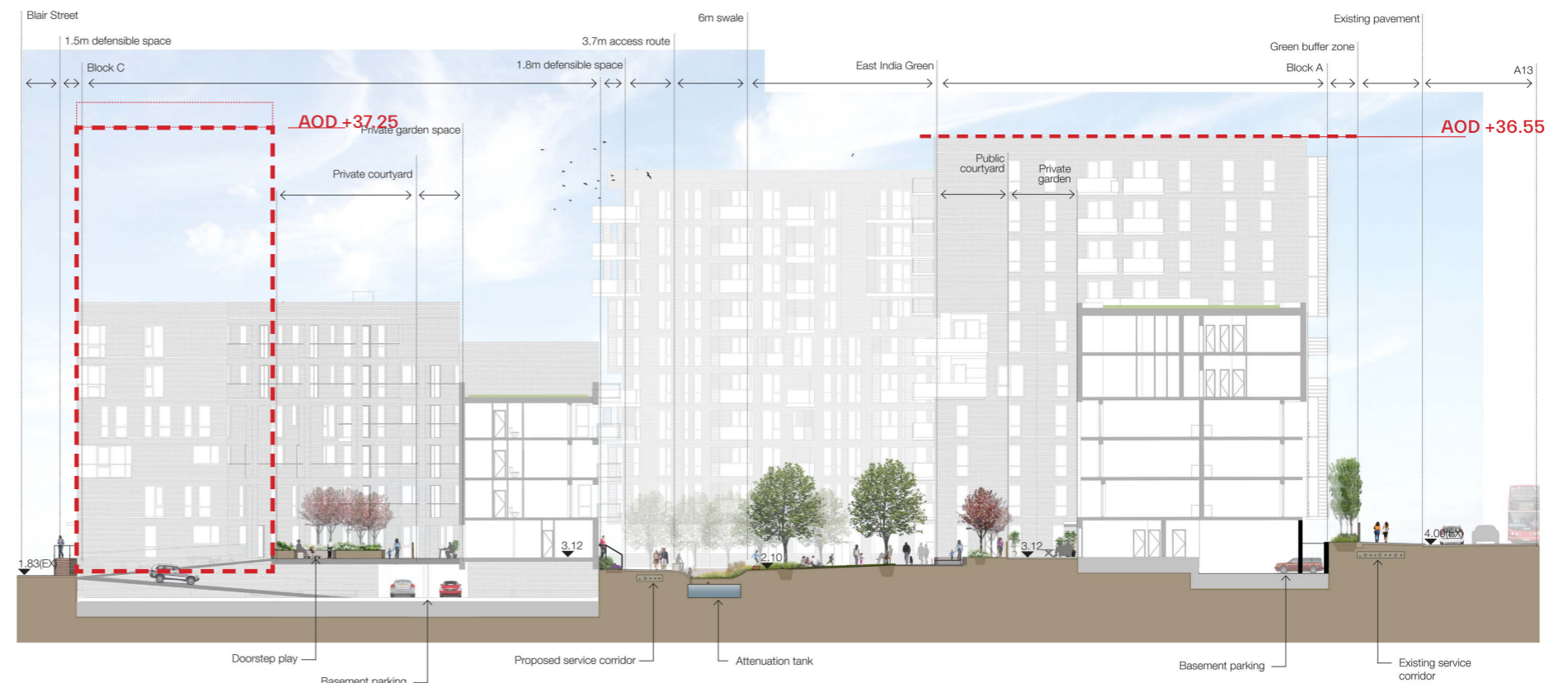
The proposal for Plot I repeats this rhythm, proposing a portion of central height to the massing whilst set against x2 lower shoulder volumes. This massing response is not only deemed to be respectful of the architectural forms and character of the immediate local context, but also suitably positioned with regard to technical considerations of daylight and overshadowing given its position to the North of adjacent dwellings.



Isometric of Proposed Plot i set within context



Plot i Location



Cross Section (north-south) through previously approved Aberfeldy Village Masterplan

# Massing Development

## Height



A: East India Dock Road Elevation



B: Blair Street Elevation

# Massing Development

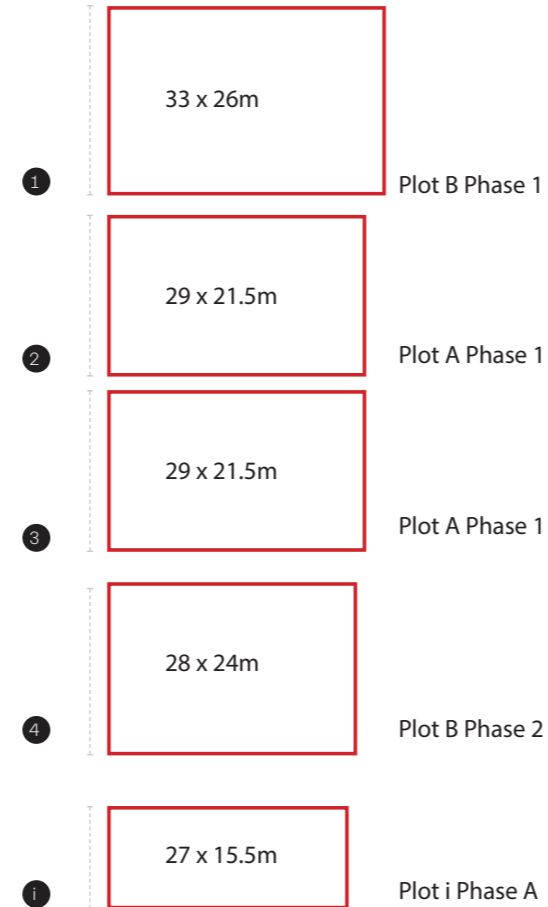
## Local Context

Part of the studies influencing the massing response and justification for height has been the appraisal of the local context and the existing views that are present from within the estate. These are particularly pertinent from Abbott Road to the North, looking back toward the buildings to the South. This is a key axis through the estate and due to Braithwaite Park, provides uninterrupted views back to the proposal. What has been notable in this appraisal has been the significant impact of the surrounding context and its skyline upon the reading of the immediate buildings within Aberfeldy.

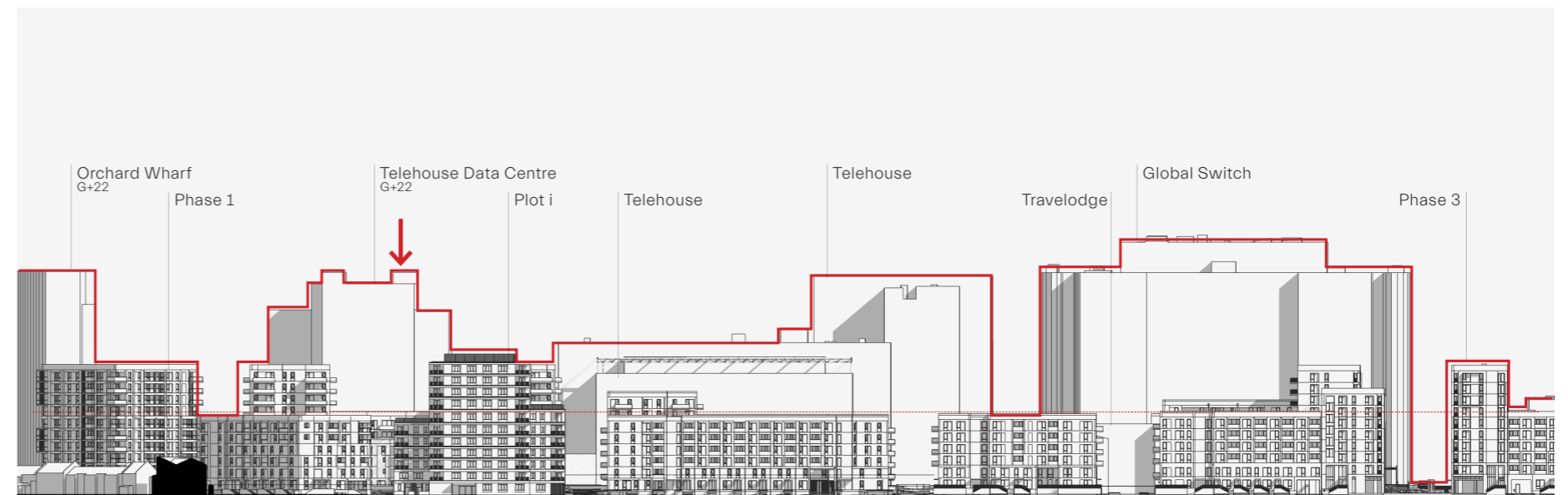
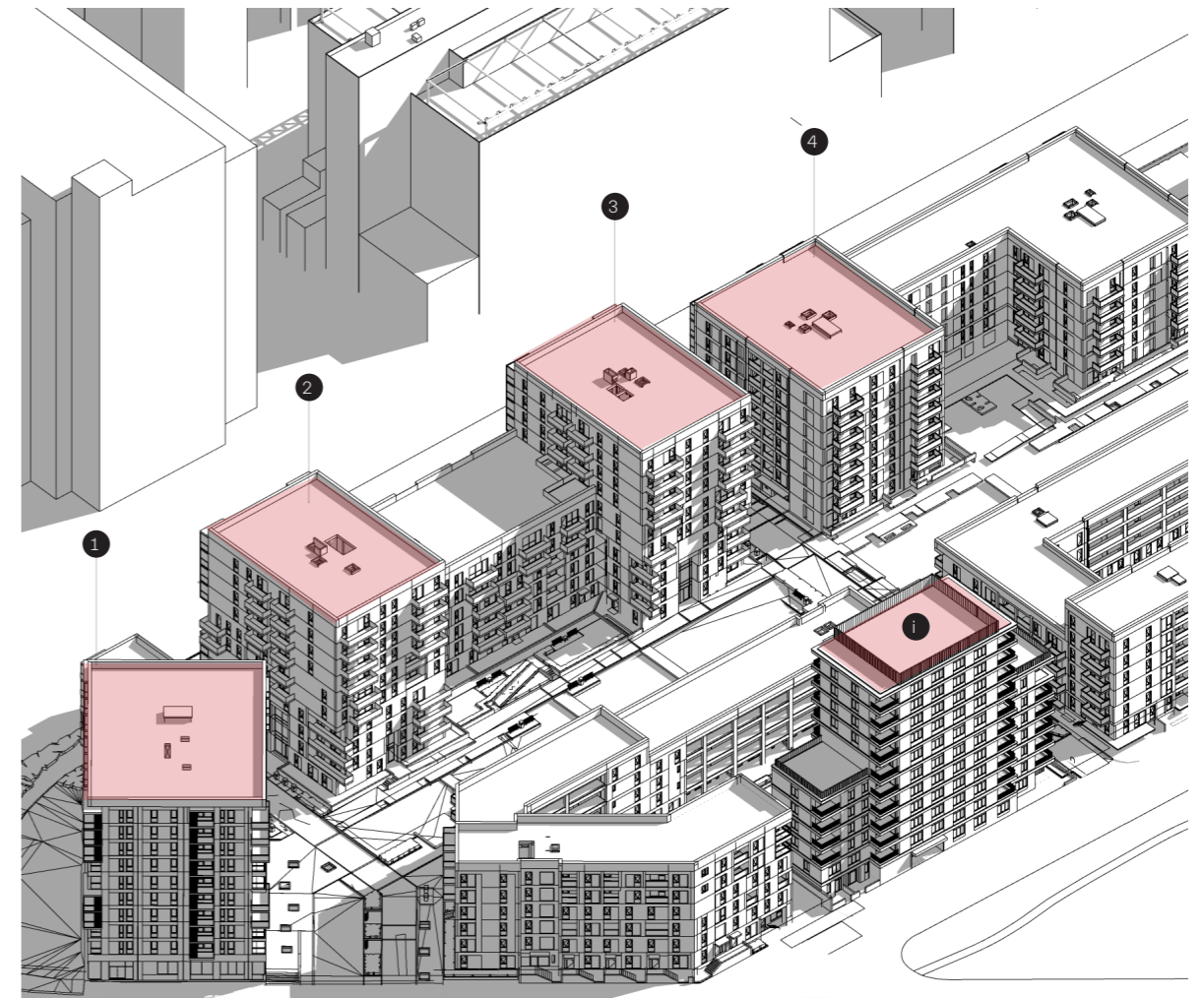
Of note is those to the Southern edge of the A13, and how they are forming the reading of sky space and character from this view. Subsequently, the parapet lines of the Blair Street buildings become subservient to the building lines behind. In turn the reading of 'local context' is somewhat blurred. Furthermore, the existing views are framed towards the data centre (south edge of A13), of which the facade provides a monolithic, tall, dead fronted, black impression to a residential neighbourhood. It is believed the introduction of Plot I and an offer of high-quality residential architecture will positively detract from this volume, and whilst not fully concealing it, substantially benefit the local context and townscape. Notably, the footprint to Plot I's taller volume is significantly smaller than the adjacent blocks, further mitigating the effect to the skyline and presenting a visibly subservient building form.



Existing view looking South East to plot I location



Comparison of building footprints at height



Skyline analysis of Plot I against surrounding townscape

# Massing Development

## Facade Development

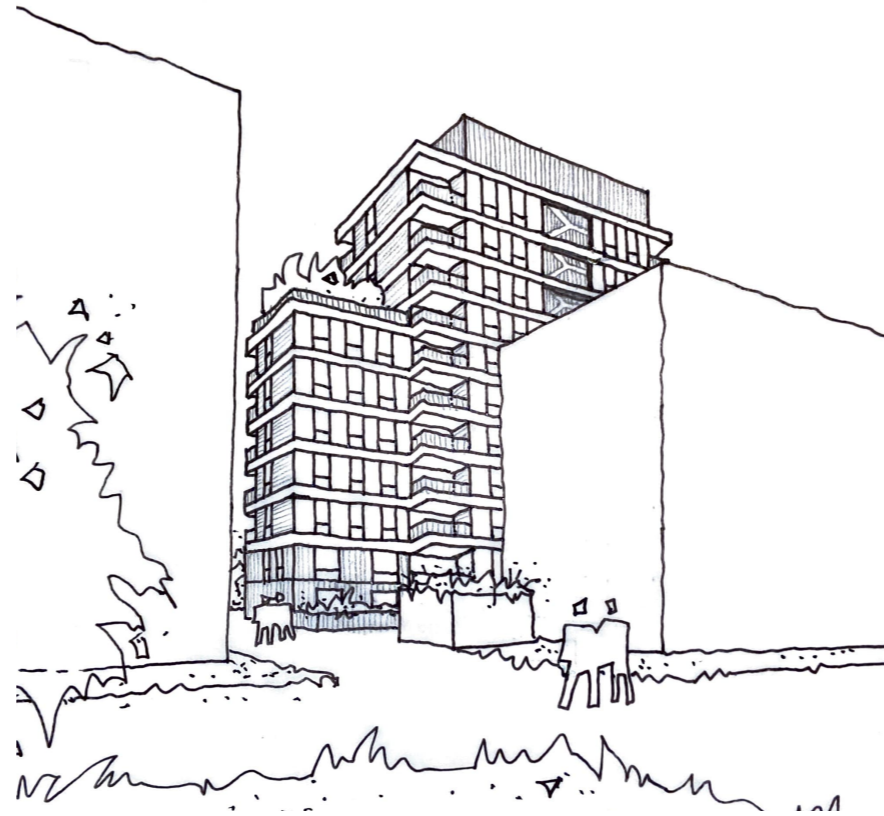
The façade response needed to elegantly navigate the x3 differing volumes of mass. To do this, a series of horizontal bands have been applied, repeating up the floorplates and working to visually link the building elements together into a consistent language.

The adjacent sketches show some development on this and tests exploring the respective thickness of bands that could be employed around the envelope. An important consideration was how this would affect the balcony treatment. Given the inset nature of the balconies, the band required to be consistent across and around the face of these, with a suitable proportion between solid and space for both the visual impression of the building and the practical use from within. Also to ensure there was sufficient permeability to allow an active dialogue between residence and parkscape; encouraging a sense of activation and passive surveillance to the park below.

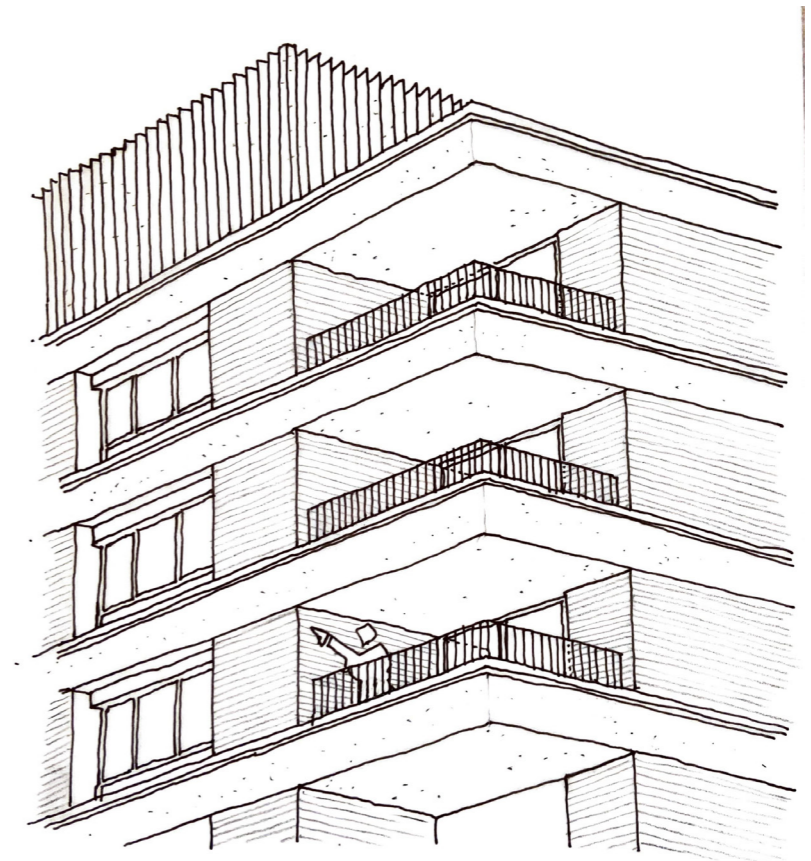
In line with the key priorities, a special treatment has been applied to the base of the building, elevating the quality of experience at street level and public realm. This was coupled with the treatment to the crown, to unite key building elements and provide an elegantly tectonic response to the skyline. Notably, evolution occurred at this moment of the design to reduce height, omit piers and volume, whilst also slimming the proportions to achieve a more appropriate response to the townscape.



Early stage design iteration



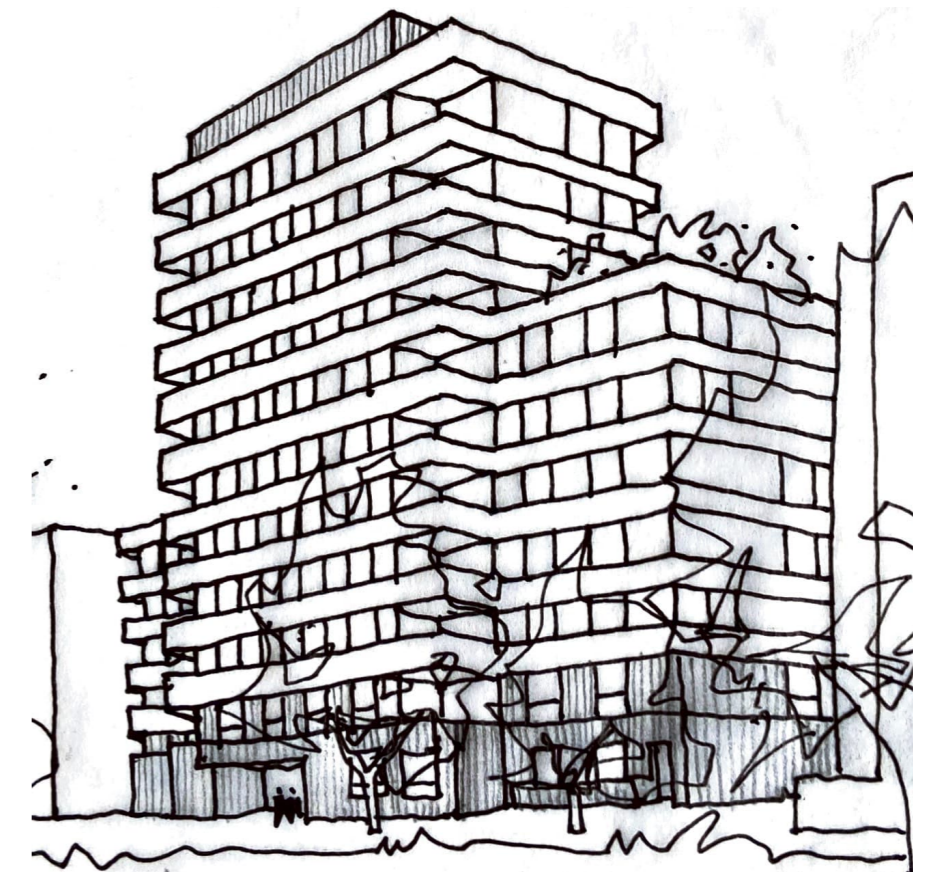
Appraising banding from East India Green



Detail inset Balustrade



Facade Banding: Thin



Facade Banding: Thick