

JO COWEN ARCHITECTS

FOR

PRESENT
MADE

EDDINGTON LOTS S1 & S2

NWC COMMUNITY GROUP PRESENTATION



DRAFT
for Consultation

1 INTRODUCTION

1.1 PRESENT MADE



OUR APPROACH

Our approach is a relationship business not property business. We ask the question: can we create the homes and communities people want to live in by focusing not on bricks, mortar and plot sizes, but on the relevance and relationship with place. It is about acknowledging that the best places – the ones that we, as human beings, are most drawn to – are those with a unique tale to tell.

OUR VALUES

Present Made proposes a shift in culture, from one that places greatest value on property ownership, to one that treasures the things people hold dearest: experiences, memories, and relationships with places and personal landmarks. Curiosity, openness, courage, inspiration, compassion and creativity are all vital to our approach. These are the starting points for Present Made. Present Made of Eddington is a gift of the future, inspired by the past, intended to build on what’s already been achieved in this part of north-west Cambridge.



OUR INSPIRATION

Our inspiration is taken from the man whose name has been given to the North West Cambridge Development, Sir Arthur Eddington: the pioneering British astrophysicist and scientific philosopher. We ask ourselves: what kind of place would Sir Arthur, a man of exceptional intelligence, humanity, curiosity, and imagination, a student and professor of Cambridge University, have wanted to give his name to?

"We used to think that if we knew one, we knew two, because one and one are two. We are finding that we must learn a great deal more about 'and'"

Sir Arthur Eddington



OUR VISION

We can picture a place that allows people to connect with natural systems: to become active witnesses of the effects of the passing of time and the changing seasons.

We can start to imagine somewhere that solves elegantly and efficiently the challenges of building homes and communities that can undermine the quality of life. We can imagine a place that communicates effortlessly with the people living there, directing them gently when they need to be directed, entertaining or enlightening them when they have the time.

We imagine a place that is open, welcoming, easy to navigate, accessible for pedestrians and cyclists, primarily. A place that engages people on many levels, encouraging their curiosity and joy in life. A place where technology is employed to lighten the load on the environment, and the presence and beauty of the natural world can be felt everywhere.

1.2 BUILD-TO-RENT BENEFITS

OVERVIEW

ACTIVATED PUBLIC REALM

One of the foundations for a successful build-to rent scheme is the activation of public realm. Attractive, vibrant and well used spaces promoting the associated homes as a place people want to live. Landscaped public realm is at the heart of the Present Made of Eddington proposal, from the Liveable Streets to the Raised Garden Court, residents are provided with an abundance of space to enjoy across the site.

COMMUNITY CREATION

Present Made of Eddington seeks to create a community of homes for residents through the provision of internal and external private amenity space within the building. At the heart of the scheme, the pavilion provides a focal point for residents to connect, with high levels of service, residential lounges, gyms, and landscaping amenity furthering the offering. The scheme aims to generate a social culture in and around the living environment. Long-term tenancy agreements are preferable; Present Made seek to provide a permanence for residents who then become connected and invested in their community and Eddington. This maintains high occupancy levels, providing homes for the long term.

PROFESSIONALLY MANAGED AND ROBUST

Professional management is fundamental to the success of Present Made of Eddington and BTR, ensuring homes, amenity and public realm are well maintained, ultimately extending the life cycle of the building. On-site management teams will be available to residents, all within a single operator scope. The consultant team have been tasked with creating robust buildings that continue to perform throughout their life cycle, aligned with the high-standards already established in the Eddington vernacular.

RETAINING TALENT

Barriers to entry onto the property ladder are high in Cambridge with average property prices at nearly 17 x annual average salaries. BTR offers students, graduates, and local people an opportunity to live in a high-quality professionally managed new build home at a more affordable level. Present Made offer flexible rental terms, no deposit, and no fees to offer a wide range of people the opportunity to live in the home and location they desire.

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1.3 SITE CONTEXT

PART OF EDDINGTON

Lots S1 and S2 are located on the periphery of Phase 1 of the North West Cambridge development, Eddington. Both Lots have frontages onto the Ridgeway and Milne Avenue, with Lot S1 sharing an additional boundary with residential units along Huntingdon Road, and Lot S2 additional boundaries with Dobb Terrace and Milne Gardens.

KEY

NWC APPLICATION BOUNDARY

COUNCIL BOUNDARY

THE RIDGEWAY

LOTS S1 & S2

1

MARKET SQUARE

2

RIDGEWAY PLACE

3

VETERAN OAK GARDENS

4

PRIMARY SCHOOL

5

GIRTON GAP

6

STOREY'S FIELD

7

WESTERN EDGE PARKLAND

8

WASHPIT BROOK

9

MADINGLEY ROAD PARK & RIDE

A detailed map of the Eddington area in North West Cambridge. The map shows the layout of the development, including roads, green spaces, and existing buildings. A blue line outlines the 'NWC APPLICATION BOUNDARY'. A dotted line represents the 'COUNCIL BOUNDARY'. An orange line indicates 'THE RIDGEWAY'. A red line highlights 'LOTS S1 & S2'. Numbered circles (1-9) mark specific locations: 1. MARKET SQUARE, 2. RIDGEWAY PLACE, 3. VETERAN OAK GARDENS, 4. PRIMARY SCHOOL, 5. GIRTON GAP, 6. STOREY'S FIELD, 7. WESTERN EDGE PARKLAND, 8. WASHPIT BROOK, 9. MADINGLEY ROAD PARK & RIDE. Roads shown include A14, A1308, Huntingdon Road, and Madingley Road. Arrows at the top and bottom right indicate 'CONNECTIONS TO GIRTON' and 'CONNECTIONS TO CAMBRIDGE' respectively. A large, diagonal watermark reads 'DRAFT for Consultation'. A north arrow is located in the bottom left corner of the map area.

MAP OF EDDINGTON LOCATING LOTS S1 AND S2

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2 MASTERPLAN DEVELOPMENT

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2.3 MASTERPLAN

DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



MIX		
112	HOUSES	(NO CHANGE)
261	APARTMENTS	(+ 6 UNITS)



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3 SITE DEVELOPMENT

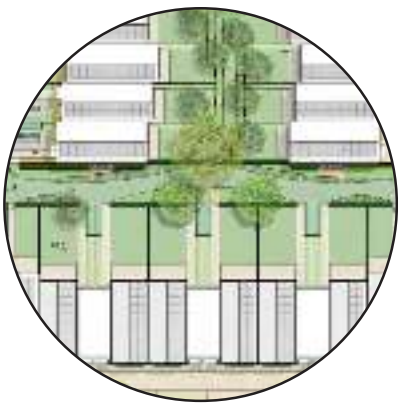
3.1 DESIGN DEVELOPMENT

SUMMARY



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20

DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



A

VERDANT PEDESTRIANISED ROUTES

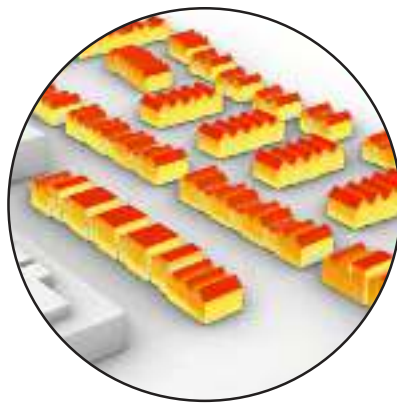
The Green Lane provides a direct pedestrian and bicycle link from S1 to the Ridgeway, increasing permeability and adding to the verdant qualities of the site. The removal of car parking spaces from rear gardens prioritises pedestrian movement whilst maximising private and public amenity and greenery.



B

AMENITY LANDSCAPE

Amenity features have been introduced throughout the landscape. from a bicycle workshop at the junction of the Ridgeway and Milne Avenue, through to activation of the flank walls through the site.



C

REORIENTED MASTERPLAN

Further testing and environmental analysis of the site highlighted the increased solar exposure generated by rotating units at the centre of the site. The use of blocks of back-to-back gardens has been used to reinforce the hierarchy of the Green Spine at the heart of the site.



D

REDISTRIBUTED HEIGHT

Taller three storey units have been consolidated to strategic points in the masterplan to reinforce key views or else provide a transition to increased height in the apartment blocks of S2. This further limits overshadowing of adjacent units and private amenity.

3.1 DESIGN DEVELOPMENT

OVERVIEW

KEY

- HOUSE TYPE A
- HOUSE TYPE B
- HOUSE TYPE C



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20

S1		
TYPE A	(3B5P)	45
TYPE B	(3B5P)	50
TYPE C	(4B8P)	4
TOTAL		99

S2		
TYPE A	(3B5P)	5
TYPE B	(3B5P)	0
TYPE C	(4B8P)	8
TOTAL		13



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

S1		
TYPE A	(3B5P)	45
TYPE B	(3B5P)	50
TYPE C	(4B8P)	4
TOTAL		99

S2		
TYPE A	(3B5P)	5
TYPE B	(3B5P)	0
TYPE C	(4B8P)	8
TOTAL		13

3.2 VERDANT PEDESTRIANISED ROUTES

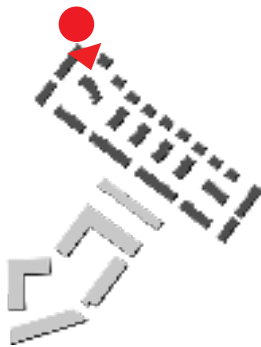
REFINEMENT OF LIVING STREETS



INITIAL SCHEME



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



3.2 VERDANT PEDESTRIANISED ROUTES

IMPROVEMENT TO PARKING STRATEGY

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Reduction in car parking to rear gardens gives increased private amenity
- Reduction in tertiary streets providing continual pedestrianised route across S1

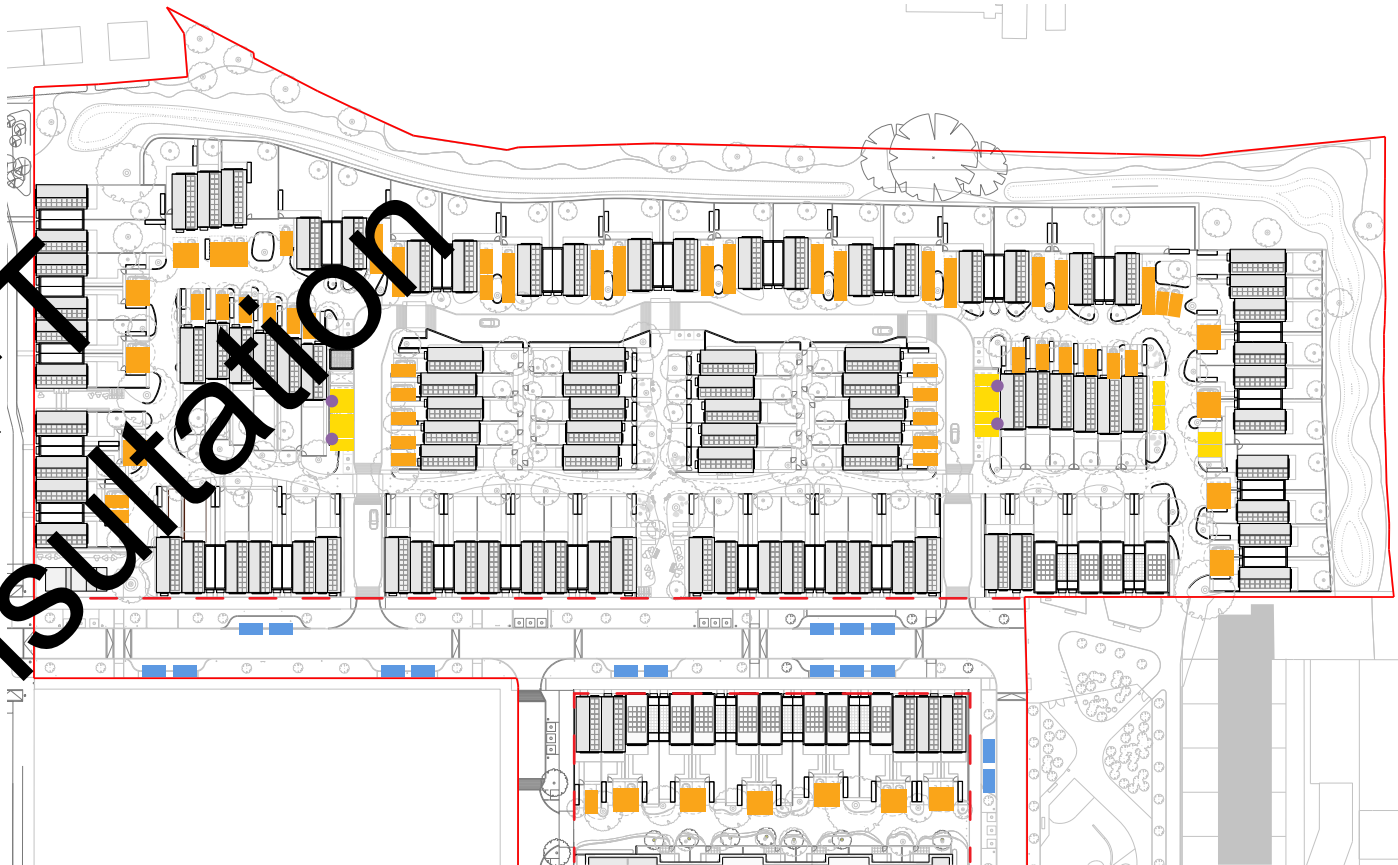


INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20

CAR PARKING	
ON-PLOT PARKING	115
OFF-PLOT PARKING	0
TOTAL	115

- ON-PLOT PARKING
- VISITOR PARKING

Calculations do not include 13 on-plot S2 parking



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

CAR PARKING	
ON-PLOT PARKING	76
OFF-PLOT PARKING	14
TOTAL	90

- ON-PLOT PARKING
- OFF-PLOT PARKING
- VISITOR PARKING
- EV CHARGING POINTS FOR OFF-PLOT

Calculations do not include 13 on-plot S2 parking

3.3 AMENITY LANDSCAPE

IMPROVEMENTS TO FLANK WALL ANIMATION

A number of flank wall treatments are deployed across Lot S1 to reinforce and enhance the character areas in which they are located.

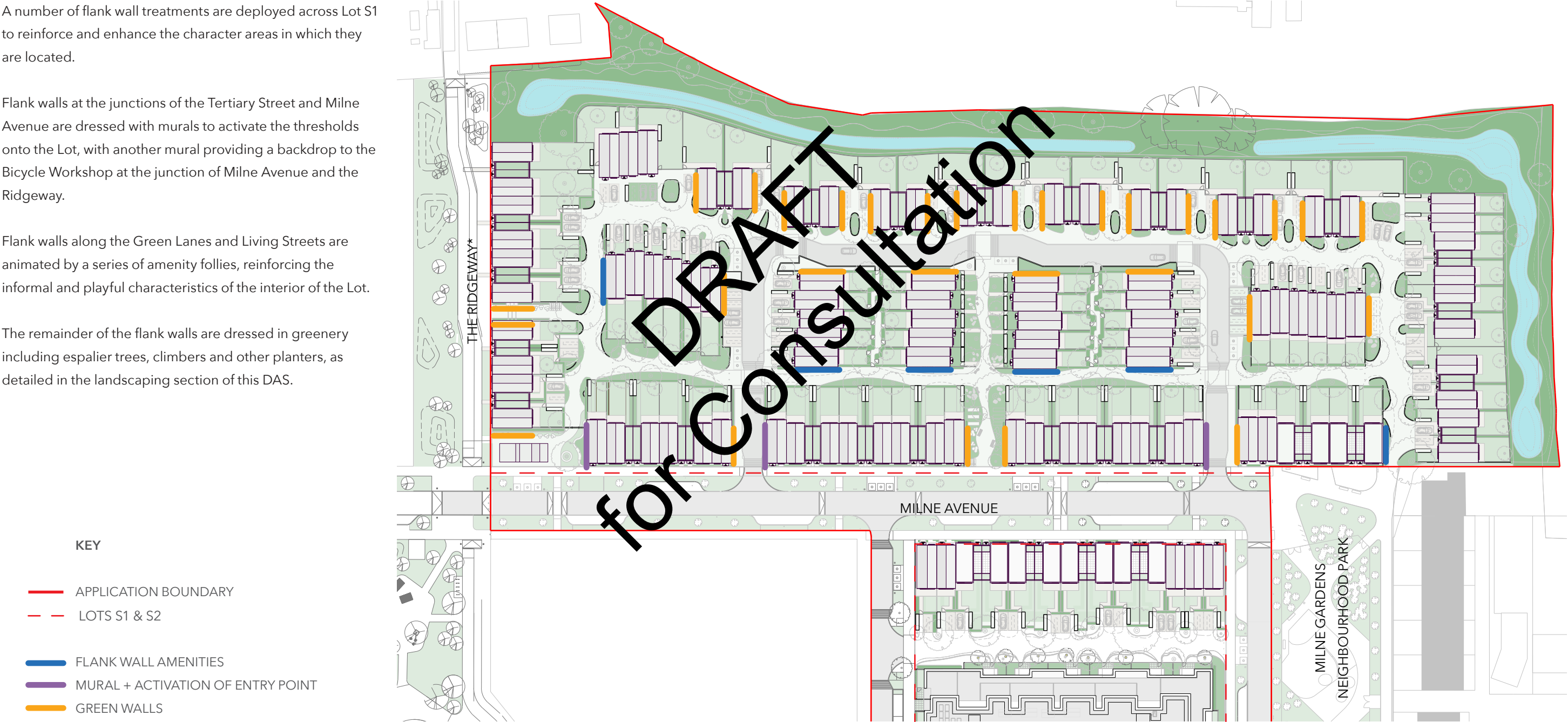
Flank walls at the junctions of the Tertiary Street and Milne Avenue are dressed with murals to activate the thresholds onto the Lot, with another mural providing a backdrop to the Bicycle Workshop at the junction of Milne Avenue and the Ridgeway.

Flank walls along the Green Lanes and Living Streets are animated by a series of amenity follies, reinforcing the informal and playful characteristics of the interior of the Lot.

The remainder of the flank walls are dressed in greenery including espalier trees, climbers and other planters, as detailed in the landscaping section of this DAS.

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Animation of flank walls adding to visual interest across site
- Increased public amenity offering
- Murals activating thresholds onto Lot
- Increased greening across Lot



LOCATION OF AMENITY ENHANCEMENTS ON LOT S1



3.3 AMENITY LANDSCAPE

IMPROVEMENTS TO FLANK WALL ANIMATION

Amenity follies, murals and green walls deployed through Lot S1 will be used to reinforce the character zones in which they are located, whilst bringing further animation and activity to the masterplan.

Potting sheds and gardening spaces build upon the liveable streets, promoting residents’ engagement with the landscaping at the heart of the design proposals, whilst reading nooks and public bookcases further the sense of community and collective identity promoted in the development.

Murals activating the entry points onto Lot S1 will pay reference to Arthur Eddington, reinforcing the identity of the wider neighbourhood.

Green wall planting will include fruiting species, furthering the edible landscape throughout the masterplan.

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Animation of flank walls adding to visual interest across site
- Increased public amenity offering
- Murals activating thresholds onto Lot
- Increased greening across Lot



Amenity folly - piano, communal bookshelf, reading nook



Mural/graphic applied to flank wall



Planting animated flank wall



Cordon trained espalier trees along flank wall



Potting sheds and gardening station



Light installation on wall

KEY

- FLANK WALL AMENITIES
- MURAL + ACTIVATION OF ENTRY POINT
- GREEN WALLS

TYOLOGIES OF FLANK WALL TREATMENTS ON LOT S1

3.3 AMENITY LANDSCAPE

IMPROVEMENTS TO ACTIVATION OF JUNCTION

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Urban design response to provide active and animated structure on key junction in masterplan
- Public amenity contributing to wider masterplan



INITIAL SCHEME - ILLUSTRATION OF SCHEME PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

3.3 AMENITY LANDSCAPE

IMPROVEMENT TO CONNECTION WITH MASTERPLAN

The prominence of the corner of Lot S1 at the intersection of the Ridgeway and Milne Avenue presents an ideal location for the Bicycle Workshop within the wider NWC masterplan. The active corner lies directly opposite a proposed neighbourhood park and accent building, increasing its prominence in the masterplan.

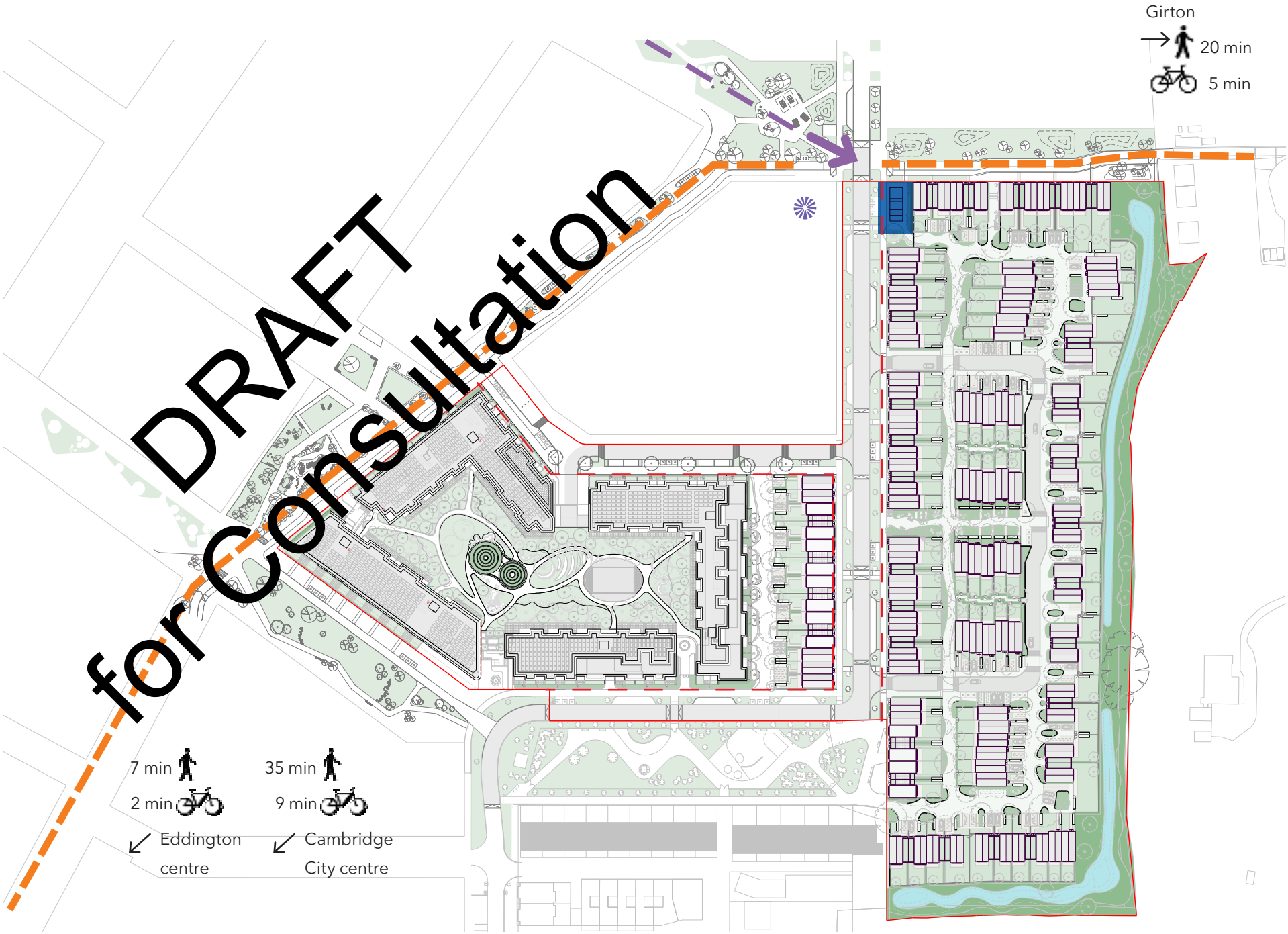
Within Lot S1, the location of the Bicycle Workshop represents a meeting point of multiple character zones, providing opportunity to address the transition between the formal responses in the character zones along the Ridgeway and Milne Avenue, whilst tying back to the informal centre of the Lot in its positioning at the end of the Liveable Street.

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Urban design response to provide active and animated structure on key junction in masterplan
- Public amenity contributing to wider masterplan

KEY

APPLICATION BOUNDARY

LOTS S1 & S2

ANALYSIS OF THE RIDGEWAY-MILNE AVENUE JUNCTION ON LOT S1

**indicative Ridgeway proposal*

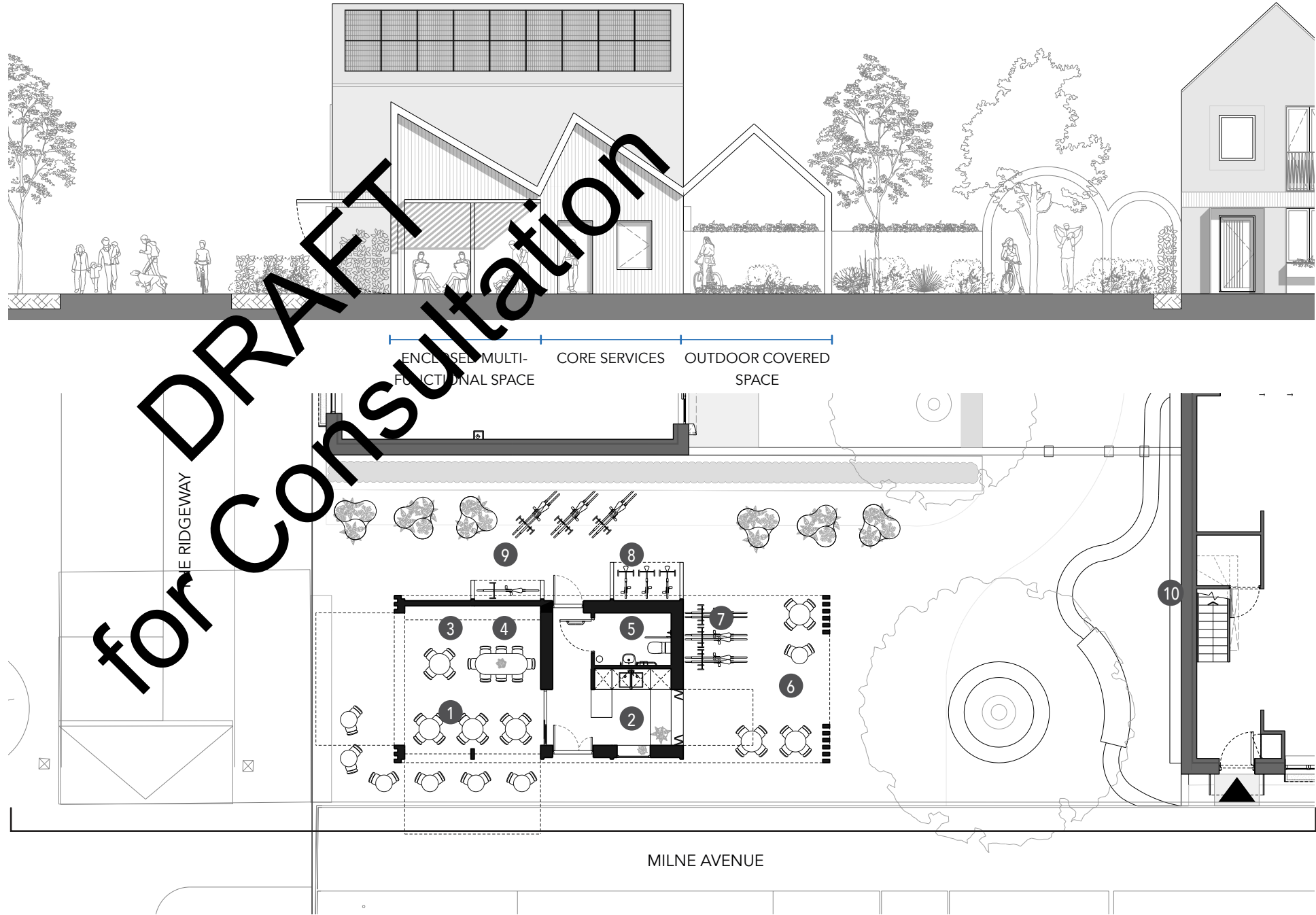
3.3 AMENITY LANDSCAPE

IMPROVEMENT TO SITE AMENITY

The Bicycle Workshop responds to Milne Avenue and to the Ridgeway, creating an active meeting point for the community and passing cyclists. The flexible multi-functional space is comprised of a covered area suitable for a cafe, exhibition or bike repair space. A fixed indoor space has a kitchen and fully compliant WC. An outdoor seating area connects with the adjacent landscaped area.

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Flexible and multi-functional space able to accommodate a range of programmes
- Open structure encouraging movement and activity across site



S1 BICYCLE WORKSHOP GA PLAN AND ELEVATION

3.4 REORIENTATED MASTERPLAN

IMPROVEMENT TO GREEN SPINE

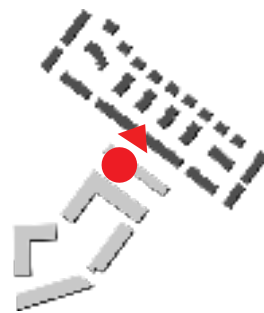
KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Green spine width increased with greater openings between houses
- Front elevations onto Green Spine increase animation of central space



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20

DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

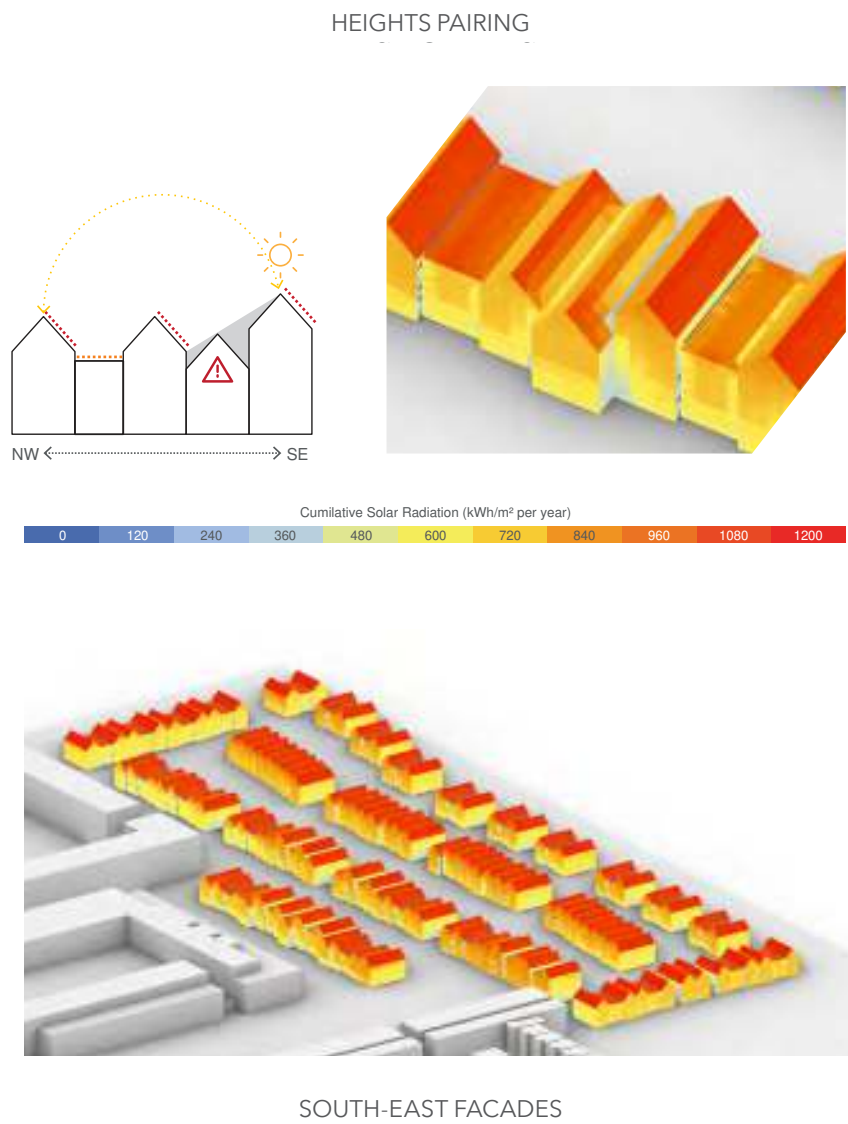


3.4 RECONFIGURED MASTERPLAN

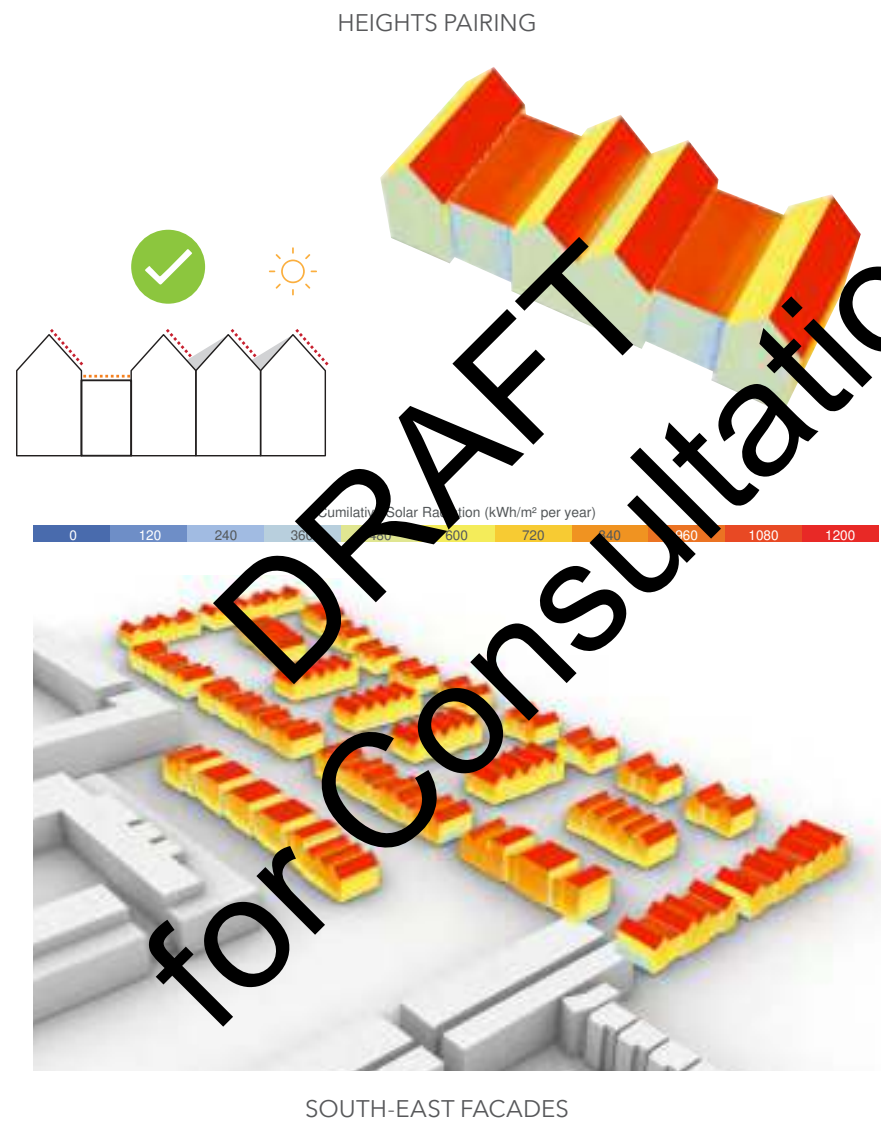
IMPROVEMENT IN ENVIRONMENTAL PERFORMANCE

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Cumulative Solar Radiation across site improved by rotating houses at centre of masterplan
- Localised improvements in relocating taller units in order not to overshadow roofs of shorter neighbouring units



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



INITIAL (TOP) AND DEVELOPED (BELOW) MASTERPLANS SHOWING RECONFIGURATION OF CENTRE UNITS

3.5 REDISTRIBUTED HEIGHT

OVERVIEW

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Urban design improved through location of taller units along Milne Avenue, providing better transition in scale to apartments on S2
- Realignment of taller units at end of Neighbourhood Park terminate key vista along Milne Avenue



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

KEY

- HOUSE TYPE A (2 STOREY)
- HOUSE TYPE B (2 STOREY)
- HOUSE TYPE C (3 STOREY)

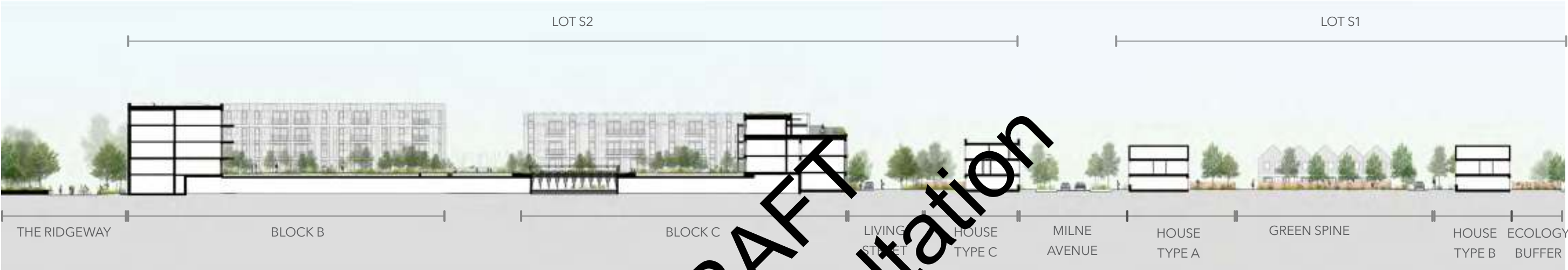
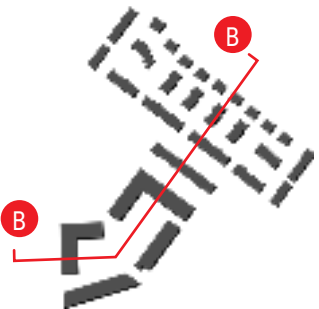


3.5 REDISTRIBUTED HEIGHT

IMPROVEMENT IN URBAN DESIGN RESPONSE

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Urban design improved through location of taller units along Milne Avenue, providing better transition in scale to apartments on S2



SECTION BB ACROSS LOTS S1 AND S2



PLAN ACROSS LOTS S1 AND S2

3.6 HOUSE TYPE A

GA DRAWINGS

3 Bedroom; 5 Persons
GIA: 93M²
NDSS Min. 93M²)

This three-bedroom home is an interpretation of the terraced house and can be repeated in blocks. The front door opens into a hallway that has storage space for coats and shoes before entering into the main open plan living space. High ceilings and large windows make the beautifully designed interiors feel spacious and filled with natural light. There is a utility cupboard and downstairs accessible toilet underneath the stairs, with built in storage units to the living room.

Upstairs, the bedrooms are arranged around the staircase and share a large family bathroom. The primary bedroom has an en-suite shower room, with both double rooms enjoying Juliette balconies. Natural light floods in through the large windows and down through the first floor landing and staircase.



TYPE A FRONT AND REAR ELEVATIONS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Refinement of plans and elevations through iterative testing of environmental performance



TYPE A GROUND FLOOR PLAN

- | | |
|---------------------|--------------------|
| 1 Entrance/ hallway | 5 WC |
| 2 Kitchen | 6 Built-in Storage |
| 3 Living/ Dining | 7 Single Bedroom |
| 4 Utility Cupboard | 8 Double Bedroom |



TYPE A FIRST FLOOR PLAN

- | |
|--------------------|
| 9 Bathroom |
| 10 Primary Bedroom |
| 11 En-Suite |

3.6 HOUSE TYPE A

MATERIALS

The choice of materials emphasises craft and integration of old and new technologies, designed to create a place that promotes sustainable living, wellness, connection, growth, and common unity.

The façade materials are an integral part of the building design, selected for their inherent quality and robustness. Where possible, materials will be locally sourced and assessed for their longevity and Green Guide rating, to ensure a palette of high quality, long-lasting and sustainable materials.

Traditional materials, including brick and metal, form the elevations, with particular attention paid to the junctions between materials to ensure a simple, refined design with contemporary detailing. The walls will be masonry using a textured buff brick. At ground floor level, the brickwork coursing is laid traditionally with horizontal coursing below a double soldier course at first-floor level. Above the soldier course, the coursing is vertical to add interest to the elevations. Bronze coloured metal cladding will feature around windows, complemented by metal balcony railings to provide continuity with the apartment building on Lot S2.

The pitched roofs are dark grey slate tiles to blend with the flush-mounted photovoltaic panels and express the brickwork profile below.

Illustrations show terraced and end of terrace units. For further discussion of flank wall treatment see Section 3.10.



TYPE A FRONT AXO

TYPE A REAR AXO



Textured buff brick



Planting on permeable fences



Bronze coloured detailing



Bronze coloured balustrade



Bronze coloured reveals



Brick detailing

3.7 HOUSE TYPE B

GA DRAWINGS

3 Bedroom; 5 Persons
GIA: 114M²
NDSS Min. 93M²)

Due to its unique modular design, this three-bedroom home is paired with an identical neighbour and offers flexibility for configuration as a pair of semi-detached houses or repeated in a terrace.

The front door opens into a hallway with a storage bench for coats and shoes. At the heart of the main open plan living space, the dining area allows for family time around a large table next to the kitchen island seating. A separate nook separate from the main living space can be used as an office or play room, complete with built in storage units. The ground floor living area connects to the garden patio through full width floor to ceiling glazed doors.

Upstairs, the bedrooms are arranged around a family bathroom complete with a built-in utility cupboard. High ceilings, Juliette balconies and large windows make the beautifully designed interiors feel spacious and filled with natural light.



TYPE B FRONT AND REAR ELEVATIONS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Refinement of plans and elevations through iterative testing of environmental performance



TYPE B GROUND FLOOR PLAN

- | | |
|---------------------|--------------------|
| 1 Entrance/ hallway | 5 WC |
| 2 Kitchen | 6 Built-in Storage |
| 3 Living/ Dining | 7 Single Bedroom |
| 4 Nook/ Playroom | 8 Double Bedroom |



TYPE B FIRST FLOOR PLAN

- | |
|--------------------|
| 9 Bathroom |
| 10 Primary Bedroom |
| 11 En-Suite |

3.7 HOUSE TYPE B

MATERIALS

The choice of materials emphasises craft and integration of old and new technologies, designed to create a place that promotes sustainable living, wellness, connection, growth, and common unity.

The façade materials are an integral part of the building design, selected for their inherent quality and robustness. Where possible, materials will be locally sourced and assessed for their longevity and Green Guide rating to ensure a palette of high quality, long-lasting and sustainable materials.

Traditional materials, including brick and metal, form the elevations, with particular attention paid to the junctions between materials to ensure a simple, refined design with contemporary detailing. The walls will be masonry using a textured buff brick. At ground floor level, the brickwork coursing is laid traditionally with horizontal coursing below a double soldier course at first-floor level. Above the soldier course, the coursing is vertical to add interest to the elevations. Bronze coloured metal cladding will feature around windows, complemented by metal balcony railings to provide continuity with the apartment building on Lot S2.

The pitched roofs are dark grey slate tiles to blend with the flush-mounted photovoltaic panels and express the brickwork profile below. Flat roofs are sedum planted to add ecological value and biodiversity to the site.

Illustrations show semi-detached units with greening on flank walls. For further discussion of flank wall treatment see Section 3.10.



TYPE B FRONT AXO

TYPE B REAR AXO



Textured buff brick



Planting on permeable fences



Bronze coloured detailing



Bronze coloured balustrade



Bronze coloured reveals



Brick detailing

3.8 HOUSE TYPE C

GA DRAWINGS

4 Bedroom; 8 Persons
GIA: 151M²
NDSS Min. 130M²

An evolution of the Type B house, this 4 bedroom family home is paired with an identical neighbour offering the same flexibility for configuration as a pair of semi-houses or repeated in a terrace. It shares the ground layout with House Type B, with the first floor providing two double bedrooms and a dedicated office.

On the second floor, the primary bedroom has an en suite with large windows, including onto the private terrace, with a further double bedroom on the front of the house. A private roof terrace is accessed from the top staircase landing, offering more private external amenity space. High ceilings and large windows make the beautifully designed interiors feel spacious and filled with natural light.



TYPE C FRONT AND REAR ELEVATIONS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Refinement of plans and elevations through iterative testing of environmental performance



TYPE C GROUND FLOOR PLAN

TYPE C FIRST FLOOR PLAN

TYPE C SECOND FLOOR PLAN

- 1 Entrance/ hallway
- 2 Kitchen
- 3 Living/ Dining
- 4 Nook/ Playroom
- 5 WC
- 6 Built-in Storage

- 7 Utility Cupboard
- 8 Home Office
- 9 Double Bedroom
- 10 Bathroom
- 11 Double Bedroom
- 12 En-Suite

- 13 Primary Bedroom
- 14 Primary En-Suite
- 15 Double Bedroom
- 16 Terrace

3.8 HOUSE TYPE C

MATERIALS

The choice of materials emphasises craft and integration of old and new technologies, designed to create a place that promotes sustainable living, wellness, connection, growth, and common unity.

The façade materials are an integral part of the building design, selected for their inherent quality and robustness. Where possible, materials will be locally sourced and assessed for their longevity and Green Guide rating to ensure a palette of high quality, long-lasting, and sustainable materials.

Traditional materials, including brick and metal, form the elevations, with particular attention paid to the junctions between materials to ensure a simple, refined design with contemporary detailing. The walls will be masonry using a textured buff brick. At ground floor level, the brickwork coursing is laid traditionally with horizontal coursing below a double soldier course at first-floor level. Above the soldier course, the coursing is vertical to add interest to the elevations. Bronze coloured metal cladding will feature around windows, complemented by metal balcony railings to provide continuity with the apartment building on Lot S2.

A terrace on the second floor is set back from building frontage to provide opportunity for planting and screening. The biosolar flat roofs are finished in sedum and fitted with photovoltaic panels hidden behind a parapet.

Illustrations show terraced and end of terrace units. For further discussion of flank wall treatment see Section 3.10.



TYPE C FRONT AXO

TYPE C REAR AXO



Textured buff brick



Planting on permeable fences



Bronze coloured detailing



Bronze coloured balustrade



Bronze coloured reveals



Brick detailing

3.9 ADDITIONAL UPDATES

IMPROVEMENT TO TERTIARY STREETS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

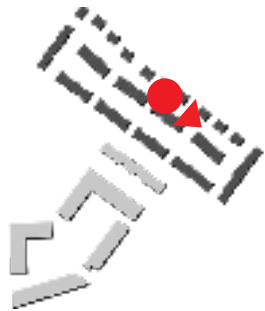
- Refinement of tertiary road design and integration with landscaping approach
- Rotation of houses in centre of site affording more greenery to the street through hedges and flank wall greening



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20

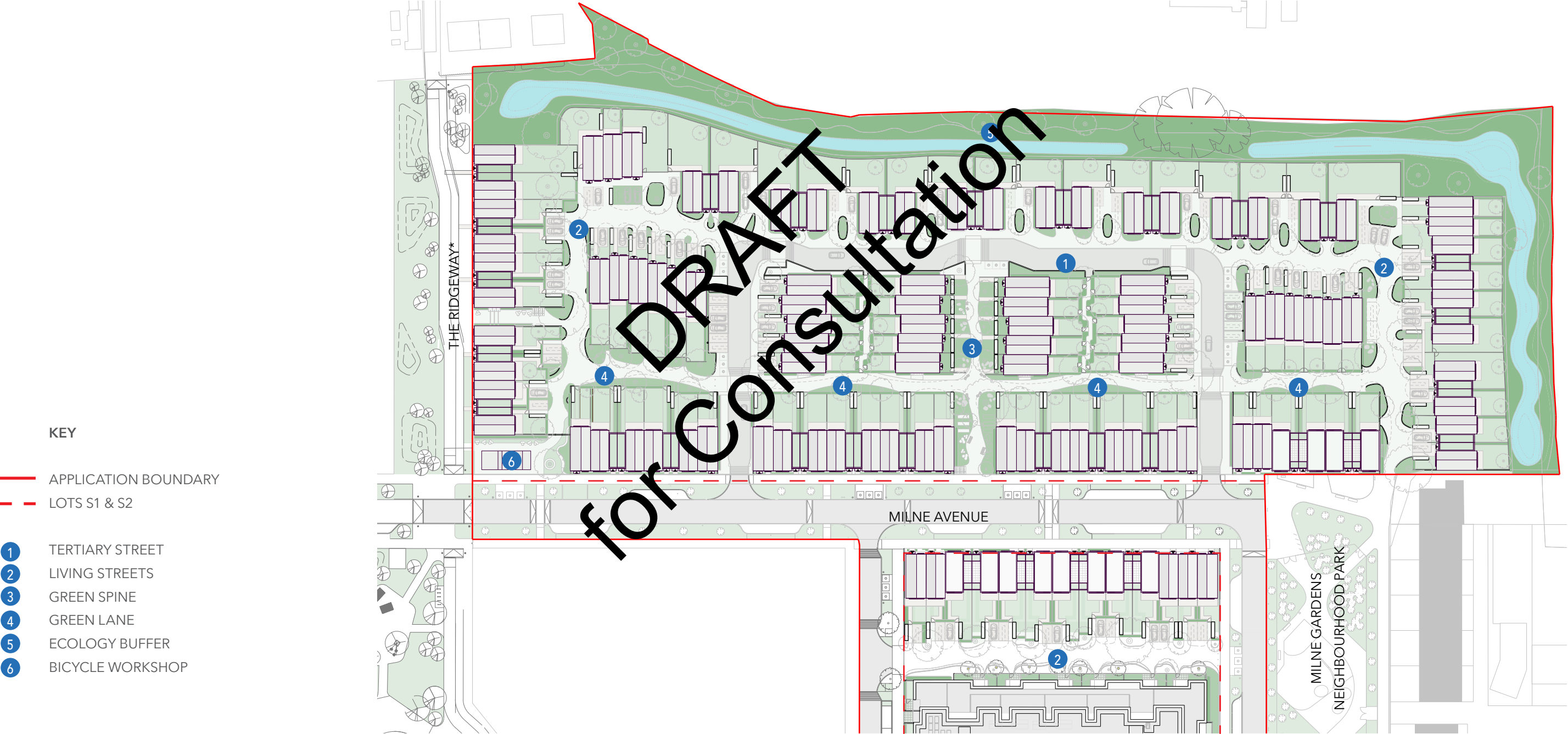


DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



3.10 GA PLANS

S1 MASTERPLAN



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4 S2 DEVELOPMENT

4.1 DESIGN DEVELOPMENT

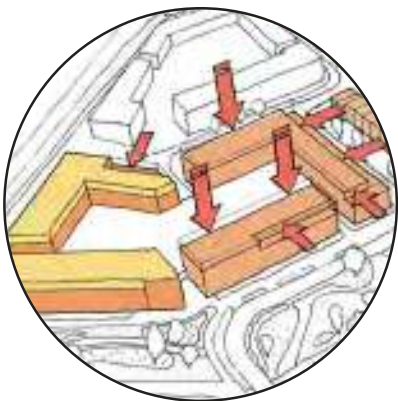
SUMMARY



INITIAL SCHEME - 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



1
REDISTRIBUTED MASSING

Massing across the apartments has been redistributed to provide a better urban design response to both the Ridgeway and key vista from Milne Avenue, enhancing the role S2 plays in mediating between The Ridgeway and Neighbourhood Village character areas.



2
PODIUM DESIGN

Amenity and landscaping on the raised garden court has been progressed as part of the amenity strategy on both S1 and S2.



3
PAVILION DESIGN

Designs for the pavilion structure at the centre of the raised garden court have been progressed as part of the amenity strategy on both S1 and S2.



4
FACADE CHARACTER ZONES

Designs of the facades on the exterior and interior perimeter of the apartment blocks have been developed to form a bespoke response to the surrounding context, contributing to the different character zones across the site.

4.2 REDISTRIBUTED MASSING

IMPROVEMENTS TO HIERARCHY IN MASTERPLAN

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Minor refinements to massing within masterplan concept
- Improvements to key vistas and relationship with wider masterplan



INITIAL SCHEME

DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

4.2 REDISTRIBUTED MASSING

IMPROVEMENTS TO KEY VISTAS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Recessed upper level along Dobb Terrace ensuring Block B formally addressing The Ridgeway on corner of Lot



INITIAL SCHEME - ILLUSTRATION OF SCHEME PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

4.2 REDISTRIBUTED MASSING

IMPROVEMENTS TO KEY VISTAS

KEY DESIGN DEVELOPMENT IMPROVEMENTS

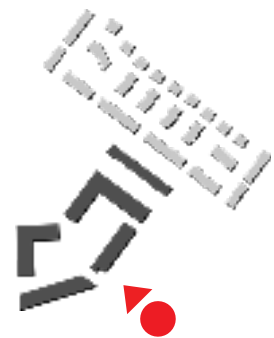
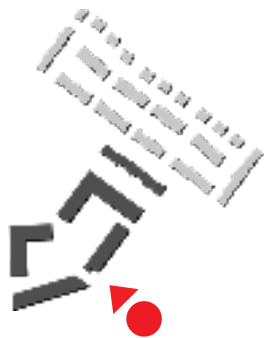
- Formalised framing of key vista from Milne Avenue
- Retained articulation of facade elements



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



4.2 REDISTRIBUTED MASSING

IMPROVEMENTS IN TRANSITION BETWEEN CHARACTER ZONES

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Improved transition between higher massing on the Ridgeway towards houses on Lot S1
- Introduced more breaks in horizontal rhythm of the massing



INITIAL SCHEME



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



4.3 PODIUM DESIGN

IMPROVEMENTS TO LANDSCAPING AND AMENITY

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Introduction of sunken games court adding to amenity of podium
- Increased planting buffer at perimeter of private amenity terraces on first floor units



INITIAL SCHEME -



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

4.3 PODIUM DESIGN

IMPROVEMENTS AS PART OF AMENITY STRATEGY

Lot S2 provides amenity space and facilities for all residents across both Lots S1 and S2.

At the entrance to the site, the Signature Building contains a suite of amenity facilities for residents, as well as serving as a point of contact with the operations and management services.

At centre of the apartment blocks, the Raised Garden Court hosts a Pavilion and Sunken Games Court set within an expansive landscape offering a suite of amenity and play facilities.

The Pavilion serves both as the heart of the community and centre of the Raised Garden Court. Key sight lines from Milne Avenue give views to the Podium through the landscaped staircase, whilst visual connections between the Signature Building and Pavilion reinforce the joint programmes of the spaces.

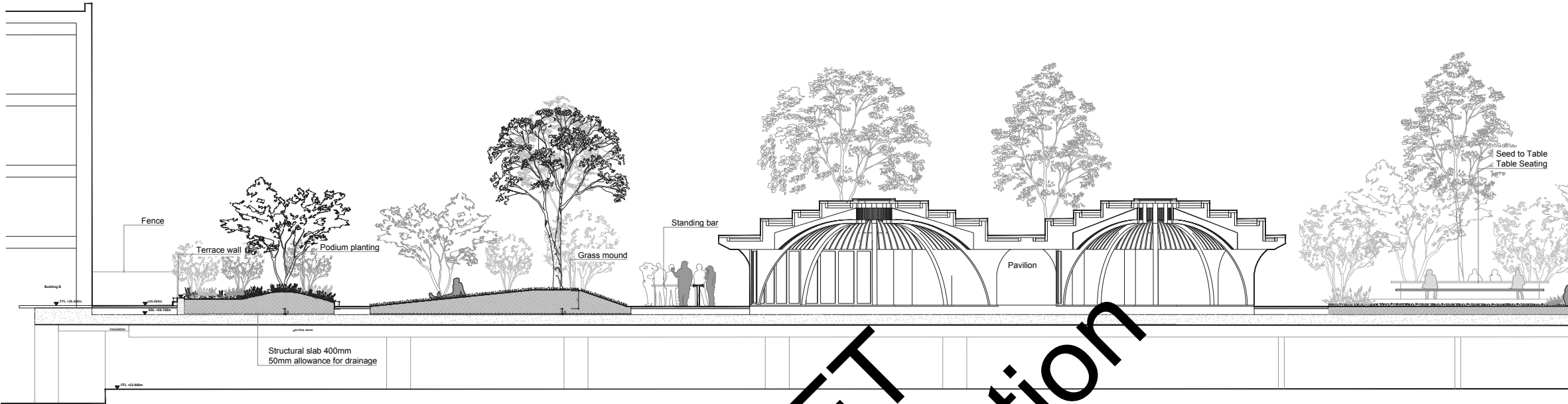


4.3 PODIUM DESIGN

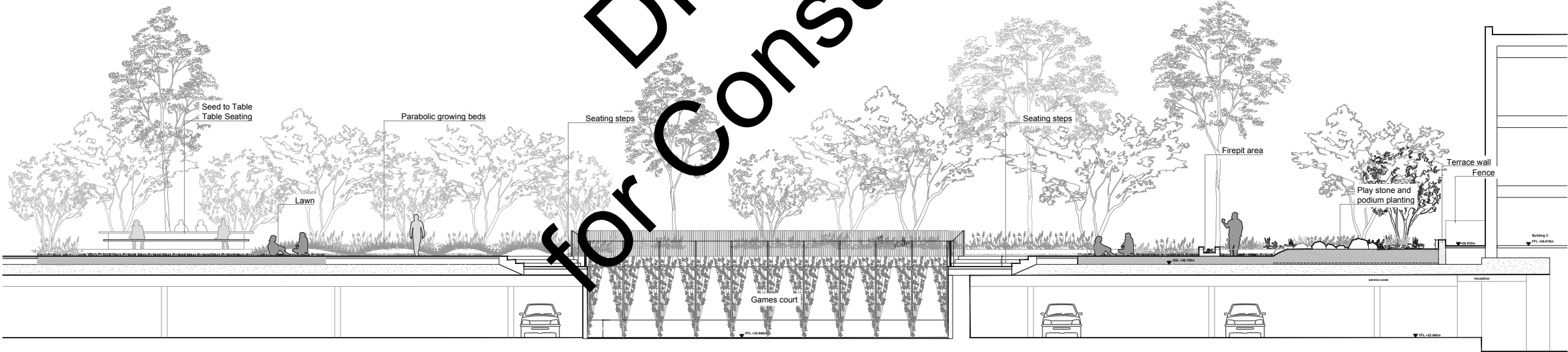
IMPROVEMENTS TO LANDSCAPING AND AMENITY

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Coordinated structure and landscaping build ups required for planting
- Topography of landscaping used to offer added privacy to private amenity on perimeter units



Section D-1
Scale 1:100



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING
SECTION THROUGH RAISED GARDEN COURT, PAVILION & SUNKEN GAMES COURT

4.3 PODIUM DESIGN

DEVELOPED SCHEME TO SUBMIT FOR PLANNING



4.4 PAVILION DESIGN

IMPROVEMENTS TO PAVILION CONCEPT

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Design concept of pavilion developed to tie in with Eddington association with cycling
- Diversity of programmes provided in covered and enclosed spaces



INITIAL SCHEME



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

4.4 PAVILION DESIGN

IMPROVEMENTS TO AMENITY PROGRAMME

The Pavilion is devised to be as flexible as possible in order to accommodate a diverse range of programmes, both over the duration of a single day and over the course of the changing seasons.

Two primary spaces accommodate indoor and outdoor programmes, with a centralised service core containing kitchen, toilet, and storage facilities.

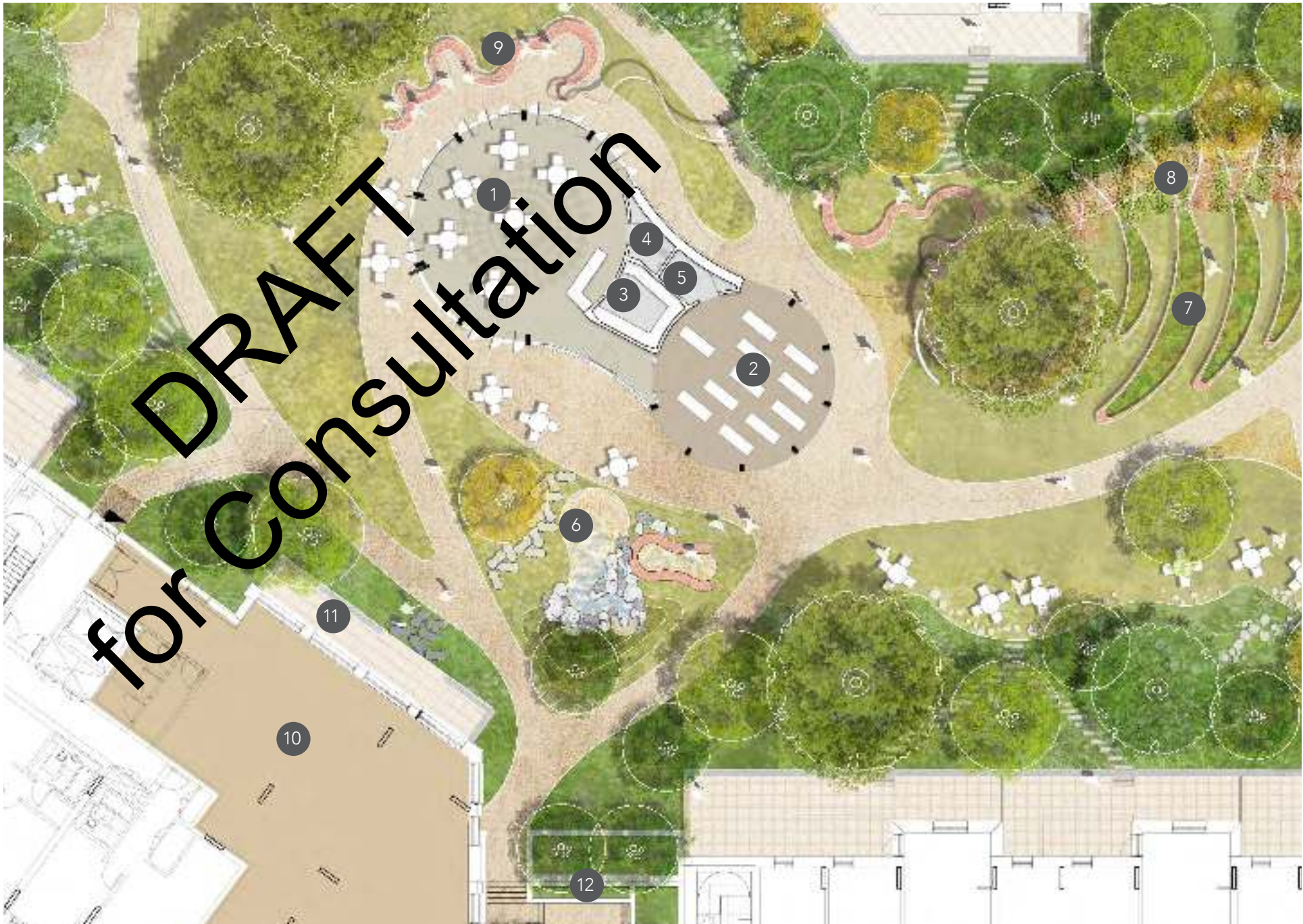
A mixture of seating, play facilities, grow gardens, and the undulating Ribbon structure animate the surrounding landscape. A level threshold across the adjacent Signature Building amenity space spills onto a terrace, strengthening the connection to the Pavilion and the programme of the spaces and landscape.

KEY

- 1 INDOOR FLEXIBLE AREA
- 2 OUTDOOR FLEXIBLE AREA
- 3 KITCHEN & BAR
- 4 WC
- 5 STORAGE
- 6 WATER PLAY AREA
- 7 GROW GARDEN
- 8 PERGOLA
- 9 THE RIBBON
- 10 SIGNATURE BUILDING AMENITY SPACE
- 11 SIGNATURE BUILDING TERRACE SPACE
- 12 LANDSCAPED STAIRCASE

KEY DESIGN DEVELOPMENT IMPROVEMENTS

- Design concept of pavilion developed to tie in with Eddington association with cycling
- Diversity of programmes provided in covered and enclosed spaces



PAVILION AND RAISED GARDEN COURT GA PLAN

4.7 TYPICAL APARTMENTS

DUMBELL LAYOUTS

The Build To Rent development provides a number of different apartment types, from one, two, three bed apartments. All apartments have private outdoor amenity space served off a primary living space that meets the Nationally described space standards. The larger 3 bedroom units form the recessed apartments in Block C & D and such have a larger roof terraces off the primary living space.

The dumbbell units are generally located to form the South-East and West façades.

The façade design of areas affected by high levels of daylight availability combined with high solar exposure and potential risk for overheating was developed with the dumbbell apartment. This strategy locates the balcony protecting the living room façade, preventing the solar exposure during the hottest periods of the year, and allowing for higher glazing ratios in the deepest room of the house. The recessed balcony offers a secondary window in the bedrooms, providing an enhanced ventilation strategy to tackle potential overheating.

- 1

Entrance/ hallway
- 2

Kitchen/ Dining
- 3

Living
- 4

Utility Cupboard
- 5

Bathroom
- 6

Shower room
- 7

Built-in Storage
- 8

Double Bedroom
- 9

Balcony
- 10

Private Terrace



UNITY TYPE A

Occupancy: 1B2P

AREA: 51 sqm



UNIT TYPE D

Occupancy: 2B4P

AREA: 74 sqm



UNIT TYPE G

Occupancy: 3B6P

AREA: 99 sqm

4.7 TYPICAL APARTMENTS

BALCONY INFRONT OF BEDROOM LAYOUTS

The alternate apartment units, with the balcony in front of the bedrooms are generally located to form the North and North-West façades.

The façade design of areas affected by low levels of daylight availability combined with low solar exposure was developed with the exposed living room apartment. This strategy exposes the glazed areas of the living room, increasing the daylight penetration in the deepest room. The balcony is moved in front of one of the bedrooms, where good daylight levels can be achievable due to their reduced depth. The low solar exposure of these façades reduces the overheating risk, so no additional openings are required in the bedrooms.

- 1

Entrance/ hallway
- 2

Kitchen/ Dining
- 3

Living
- 4

Utility Cupboard
- 5

Bathroom
- 6

Shower room
- 7

Built-in Storage
- 8

Double Bedroom
- 9

Balcony
- 10

Private Terrace



UNITY TYPE B
Occupancy: 1B2P
AREA: 51 sqm



UNIT TYPE E
Occupancy: 2B4P
AREA: 72 sqm



UNIT TYPE H
Occupancy: 3B6P
AREA: 102 sqm

4.8 ADDITIONAL UPDATES

DESIGN ALONG THE RIDGEWAY



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING

4.8 ADDITIONAL UPDATES

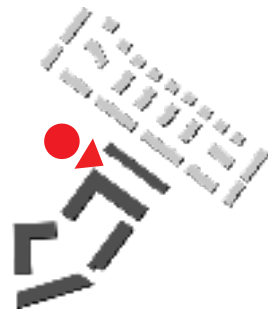
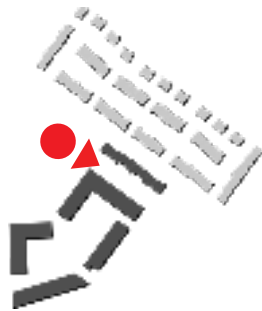
DESIGN ALONG THE LIVING STREET



INITIAL SCHEME - PRESENTED AT DQP ON 26/10/20



DEVELOPED SCHEME - TO SUBMIT FOR PLANNING



for DRAFT
for Consultation





DRAFT
for Consultation