

# 5 **DESIGN PRINCIPLES** INITIAL PROPOSAL

### 5.1.1 DESIGN PRINCIPLES

Our initial approach to the site uses the edge condition to cross-programme the usages of living, working, playing, moving and resting.

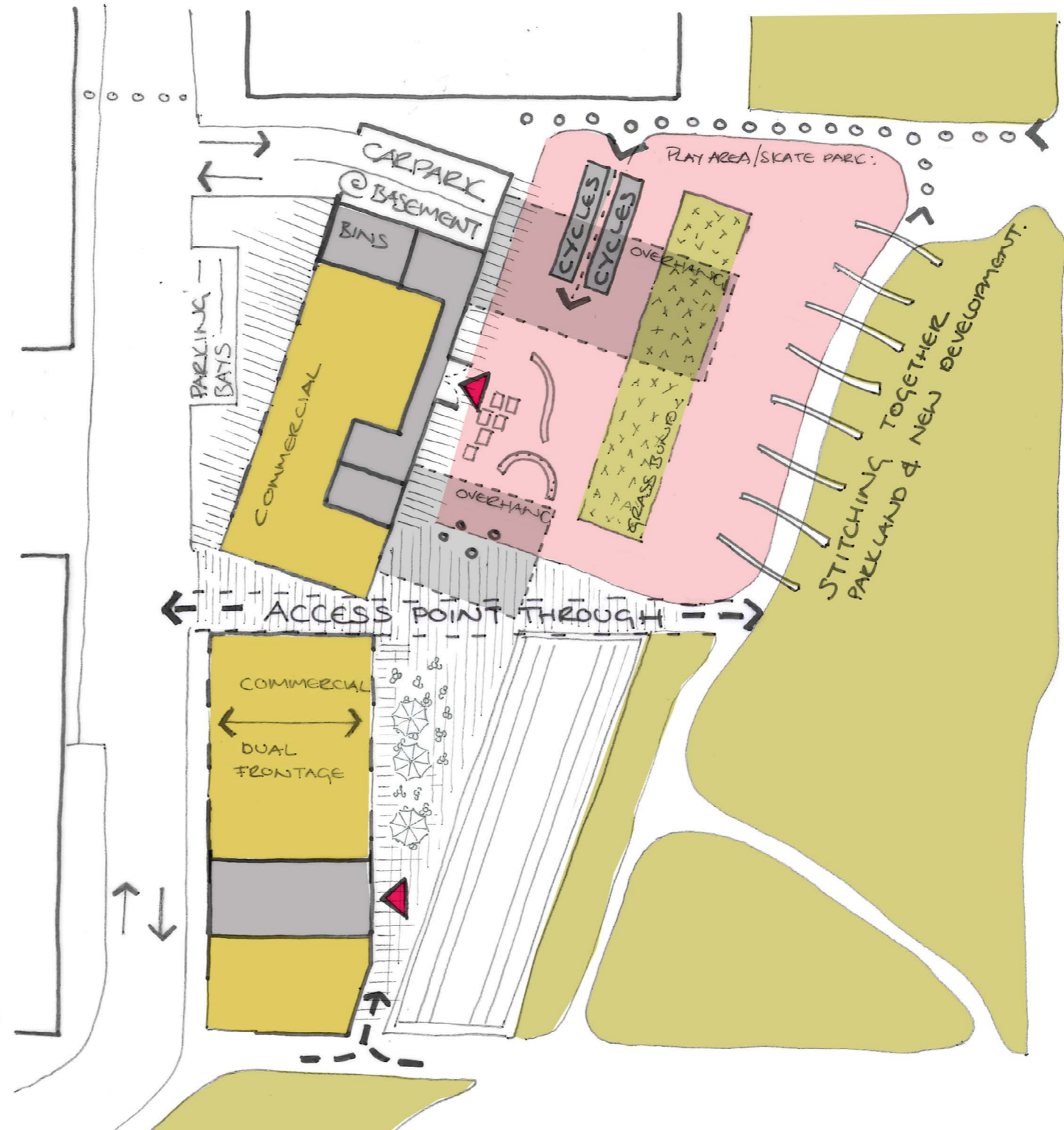
**LIVING:** Ground level access to the upper level residential accommodation is via a common public amenity space shared with the commercial users. Activity within and movement through the extended public space encourages integration between residential and commercial uses, and the wider community, in-general.

**WORKING:** As with the Baltic, there is a blurred boundary between working and living. Running the main building block along the west edge retains a strong urban grain and provides a principal frontage for commercial and vehicular movement.

**MOVING:** Two historical roads are re-opened across the site, at the north edge and centrally. At the south end an access point adjacent to the railway is created. These various points will allow users to establish their own routes and thresholds to the development.

**PLAYING:** The railway line running through the site is complimented by a sloping landscape element, which follows the line of the tunnel below. This slope softens the building edge to define the external play area, which integrates the scheme seamlessly into the park and creates a place where activity can flourish.

**RESTING:** This scheme will bring the mature parkland to life as a green oasis on the edge of the Baltic - a perfect place to relax in the sun and take refuge from the bustle of the city. Between the lower block and railway opening is also a well-defined courtyard space, perfect for external seating to spill out from the commercial elements.



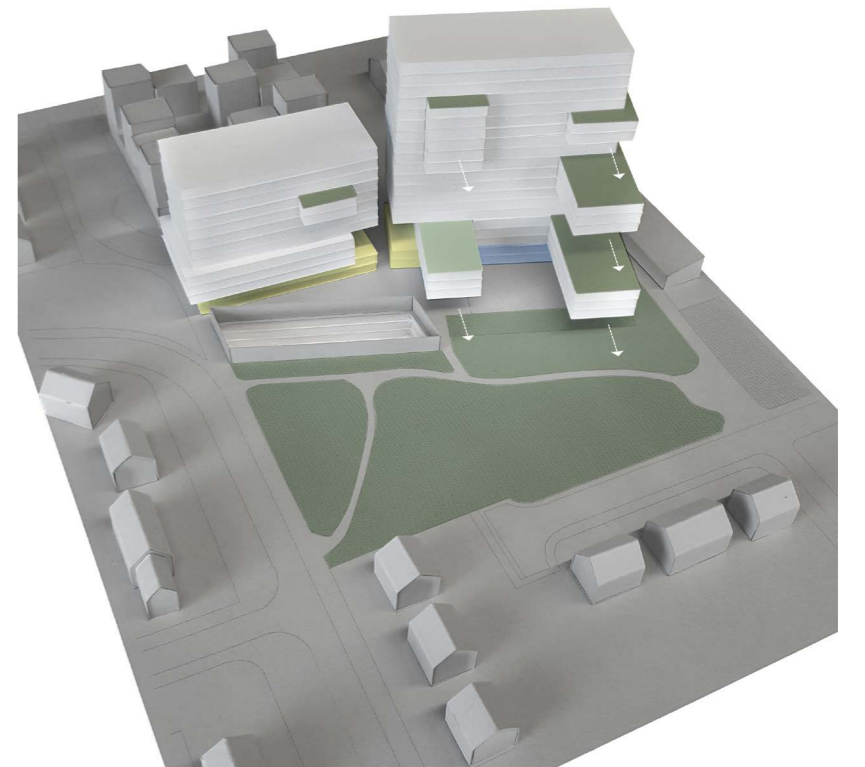
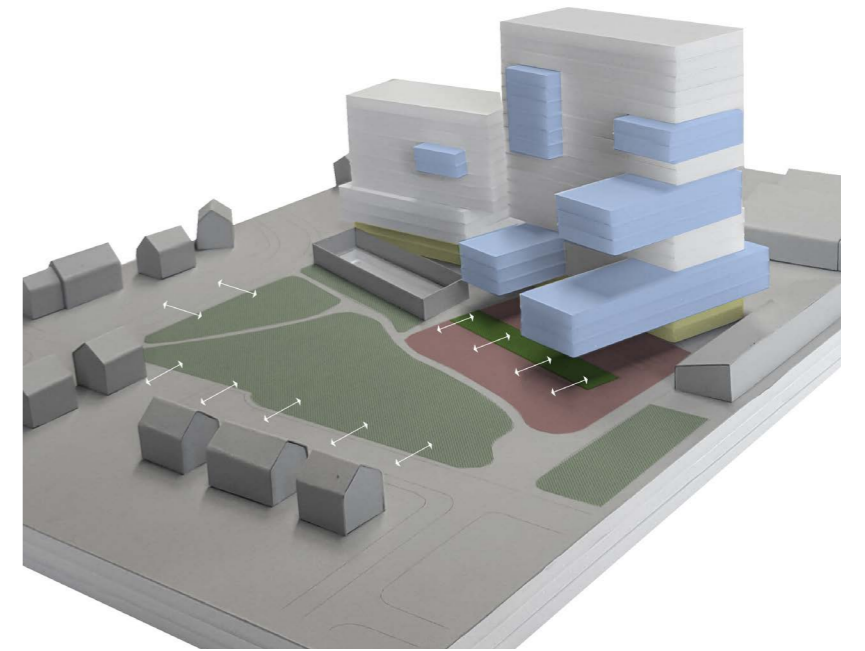
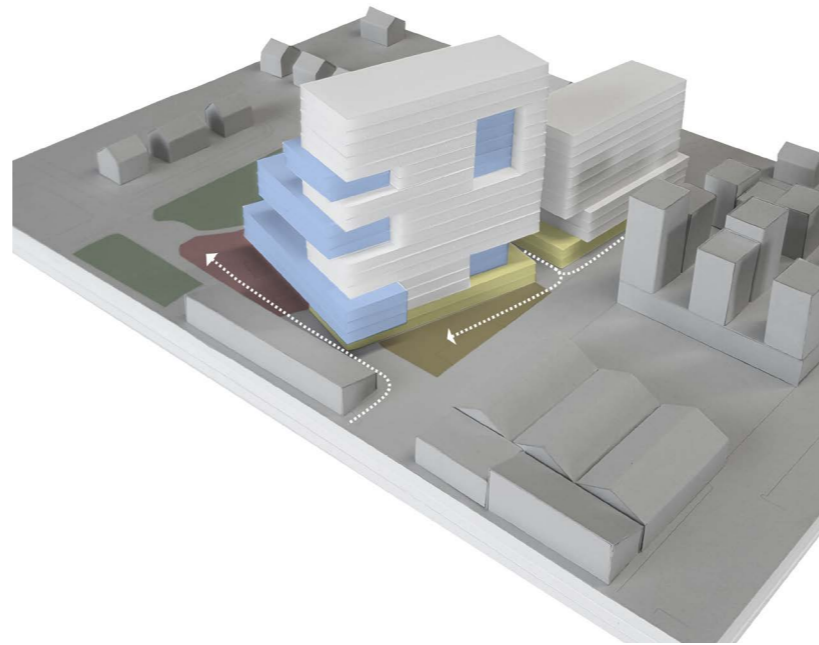
## 5.1.2 DESIGN PRINCIPLES

**OPPOSING ELEVATIONAL TREATMENT:** The site is bound by two contrasting edge conditions. To the west are buildings with a strong industrial character and to the east is a soft landscaped park. The development will present two different external characters depending on the elevation - the west defining the Brassey Street edge punctuated with more formal recesses and openings, and the east pushing out much more expressively toward the public green space. These projecting volumes will be articulated on both sides of the building, defined through a subtle shifting from west to east.

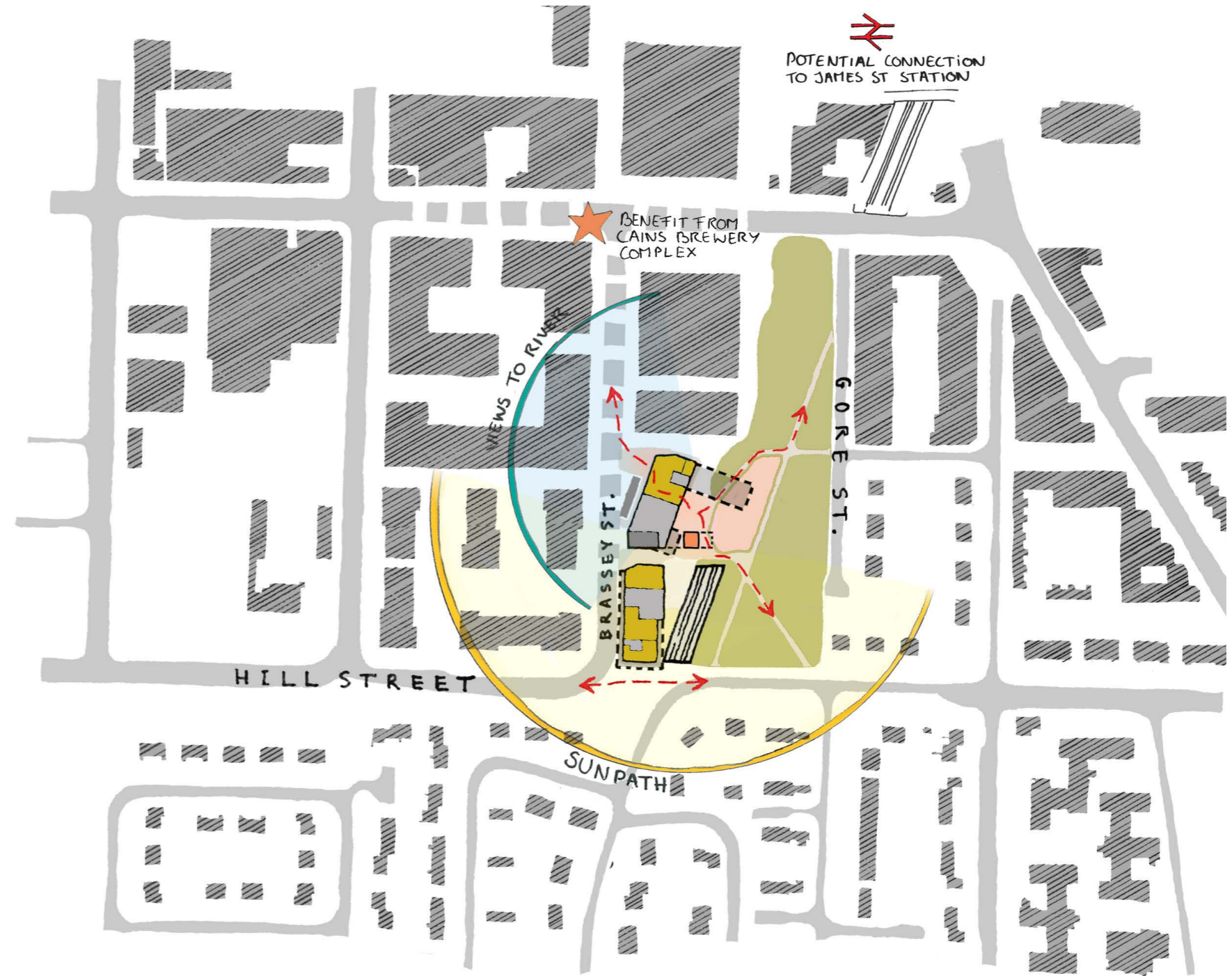
**CONNECTING WITH THE COMMUNITY:** Maintaining an awareness of the existing residential context that surrounds the site, and the importance of the public park in acting as a shared space serving it, the idea of play and amenity is explored on a wider level. Rather than the building appearing unconnected to its surroundings, it's eastern edge opens up to embrace a wider community use, whilst still allowing a natural pedestrian movement through, into and around the site.

**GROUND LEVEL INTERACTION:** The proposal allows the existing public green space to merge into the building's external space and is designed to facilitate a level of public interaction typical of the blurring of uses found within the Baltic. An attempt is made to celebrate the human scale of the local area by embracing a cross flow of movement and activity - between commercial, residential and community uses.

**REACHING OUT:** By focusing upon the relationship between the site and the key public green space to the east it bounds onto, a concept of 'reaching out' can be explored. This concept can be brought to life by means of a series of dramatic projecting horizontal volumes creating a dynamic overhanging edge to the new connecting ground level public space, and the suggestion of a vertical connection of amenity spaces continuing up the building itself.



- Projecting Volumes ■
- Raised Bund ■
- Parkland ■
- Play Area ■
- Commercial Levels ■
- Commercial Amenity ■

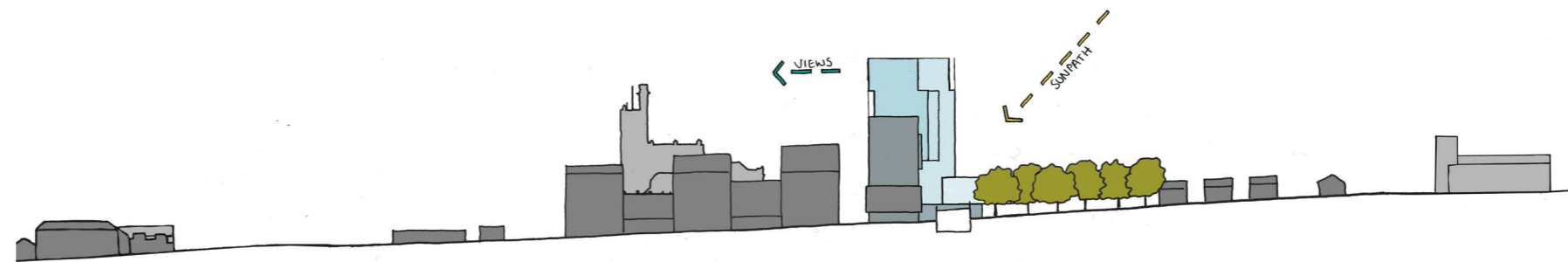


## 5.2 DESIGN PRINCIPLES

### URBAN SCALE

At urban scale the following principles are adopted;

- Create landmark building as part of urban block composition
- Routes through park connect to adjacent schemes and create nodes, and gateways
- Suggested opening of Hill Street
- Height of building responds to the site topography
- Maximise the site natural assets - views to River and Heritage Buildings



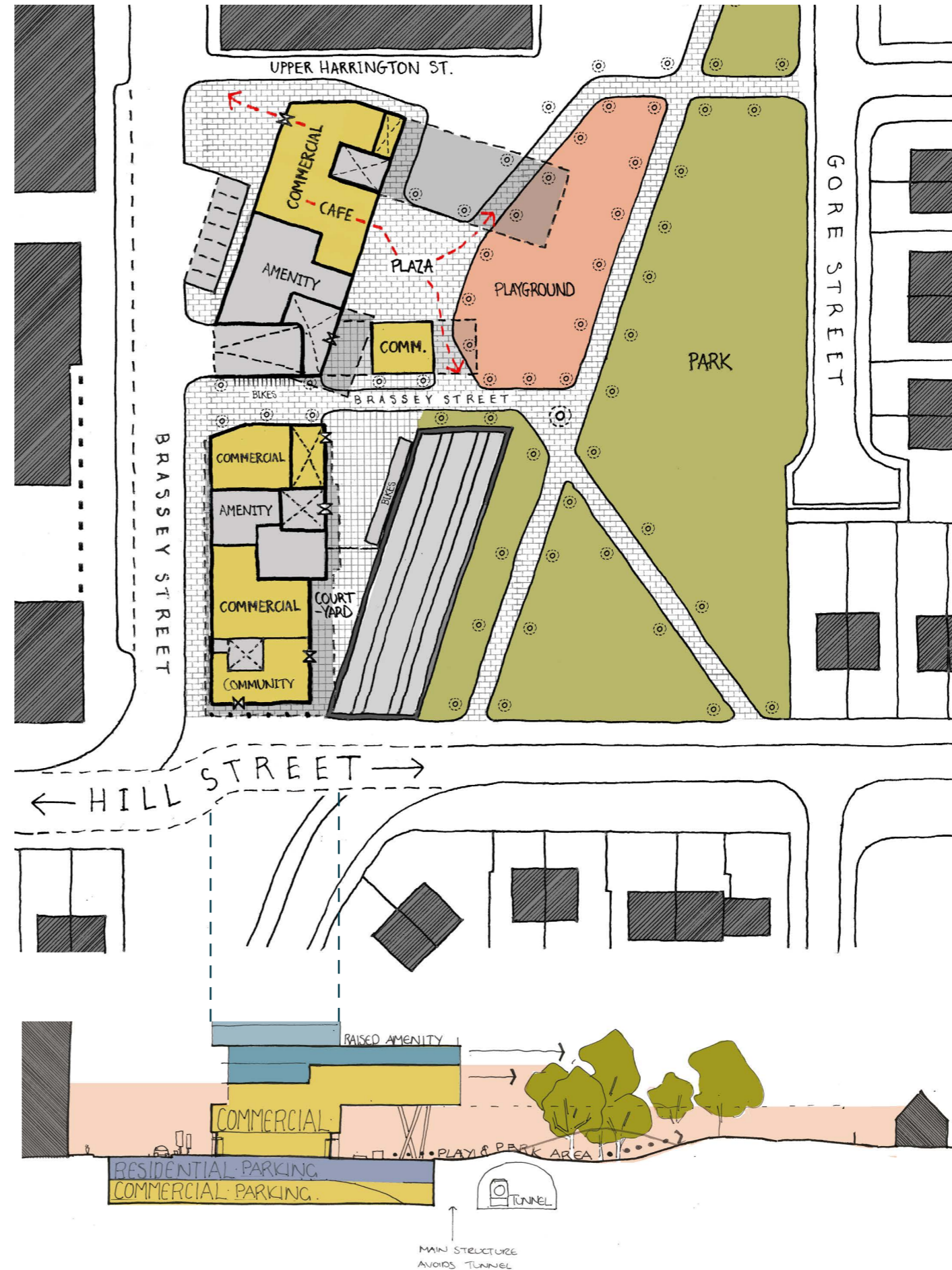


5.3.1 DESIGN PRINCIPLES  
**STREET SCALE: LANDMARK  
ARCHITECTURE & PUBLIC REALM  
CREATE SENSE OF PLACE**

### 5.3.2 DESIGN PRINCIPLES

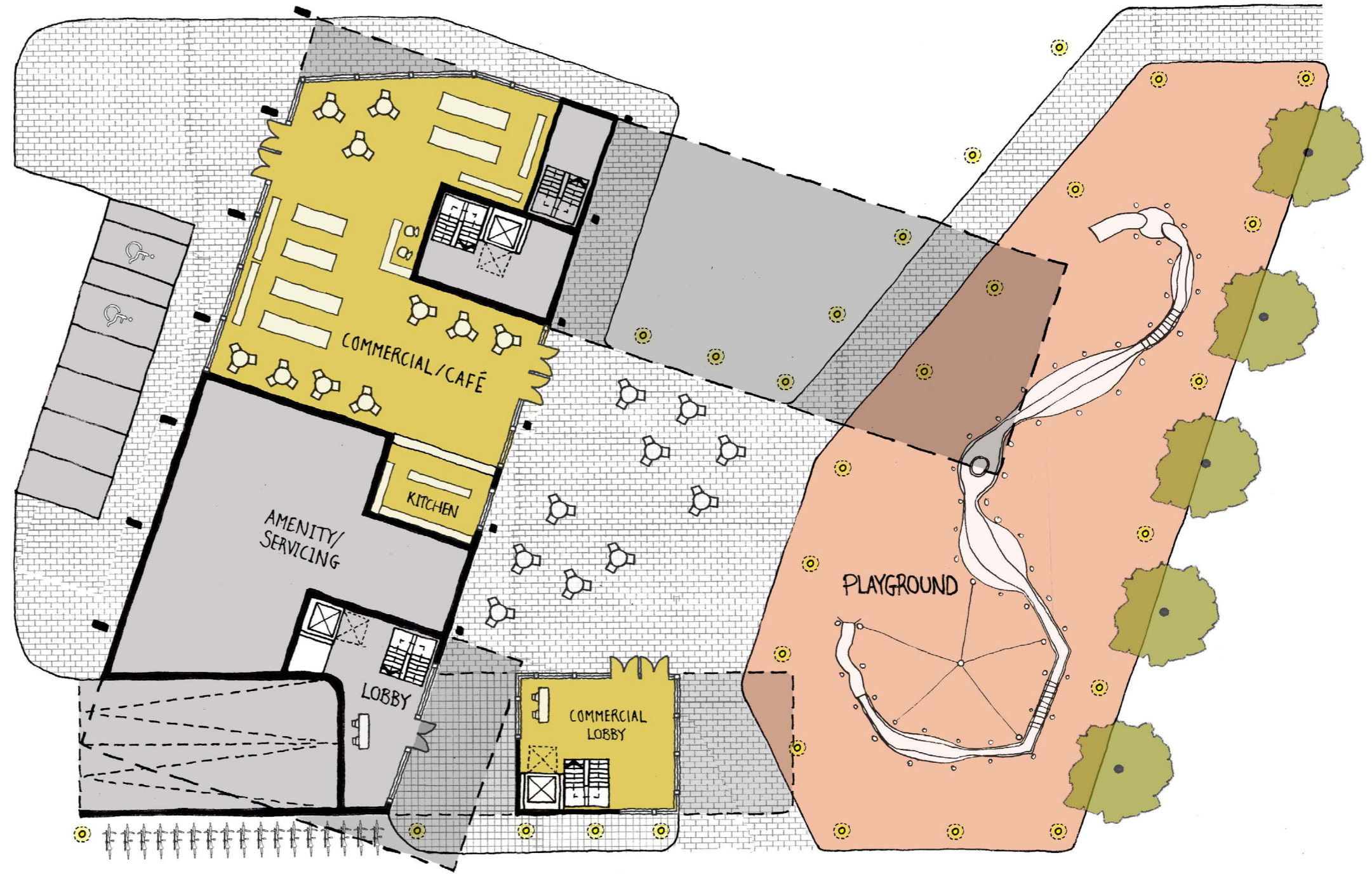
#### STREET SCALE

- Use historical streets to define new amenity spaces & park connections
- Define sequence of private, semi-private & public space
- Create loose boundaries between different zones
- Street level connection to local community
- Building under-croft defining urban plaza
- Parking located at basement level to prevent disconnection at street level





5.4.1 DESIGN PRINCIPLES  
**HUMAN SCALE: MATERIAL & FORMAL  
DIVERSITY AT LOWER STOREYS**



#### 5.4.2 DESIGN PRINCIPLES

##### HUMAN SCALE

- Varied street & space types in close proximity.
- Change of material palette
- Changes in entrance, building forms and materials to create a varied micro scale interaction.
- Varied orientation of commercial frontage to provide surveillance and character



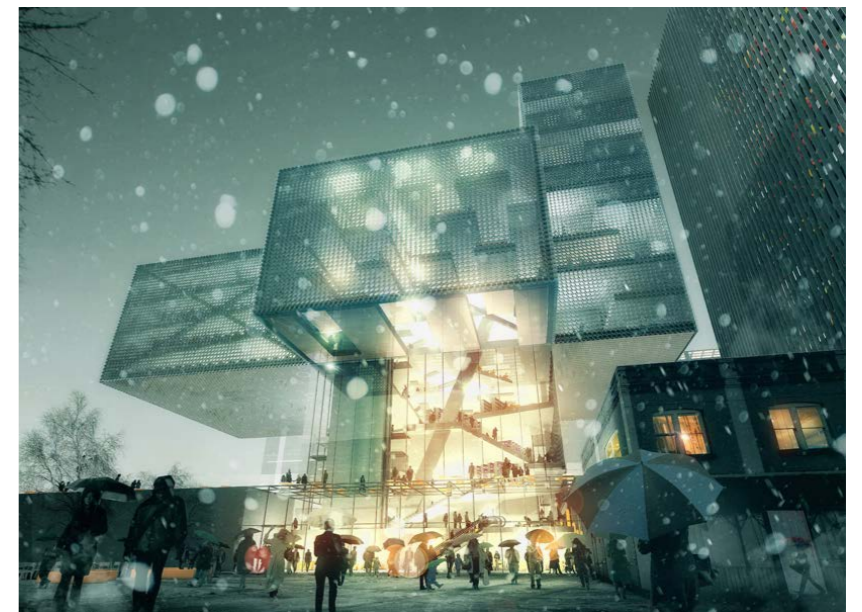
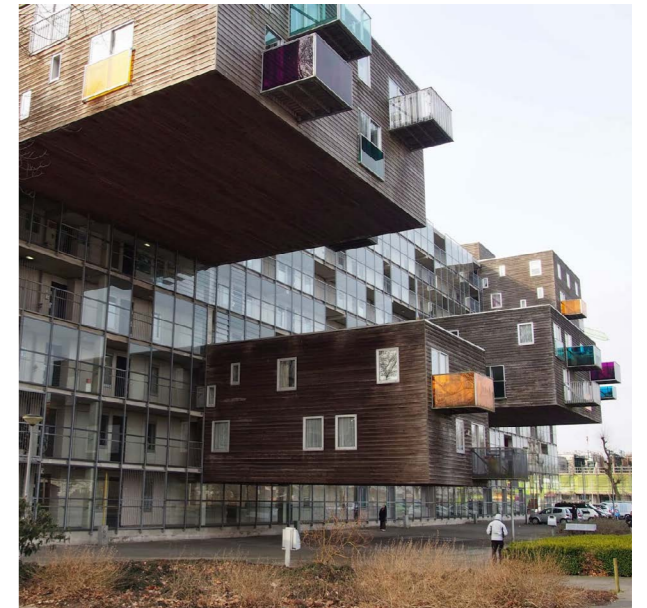
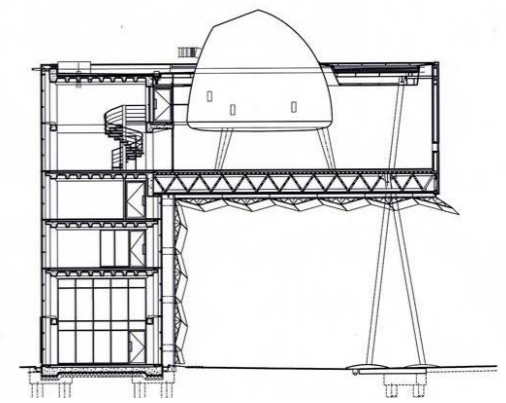
### 5.5.1 DESIGN PRINCIPLES

#### **PRECEDENTS: FORM**

The boundary between the site and the park called for a formal response that connects the two. From early modernism to the present day, cantilevers have been a hallmark of ambitious architecture across the globe. Our scheme takes inspiration from these elegant precedents to create a dynamic form which makes a statement on the skyline, whilst having a close dialogue with its site.

Similar to these examples, the relationship between the building and its context at the ground floor is key to creating a successful scheme. The proposed massing achieves this relationship with three storeys of commercial accommodation, adjacent to a landscaped frontage which merges seamlessly into the parkland beyond. The extruded and recessed volumes above then echo the landscape in rooftop terraces and balconies that take advantage of the cantilevers.

As alluded to in these images, the scheme will be a dynamic, exciting and elegant addition to the area.





Caryl Street gardens, 1979

## 5.5.2 DESIGN PRINCIPLES

### PRECEDENTS: PLAYFUL LANDSCAPE

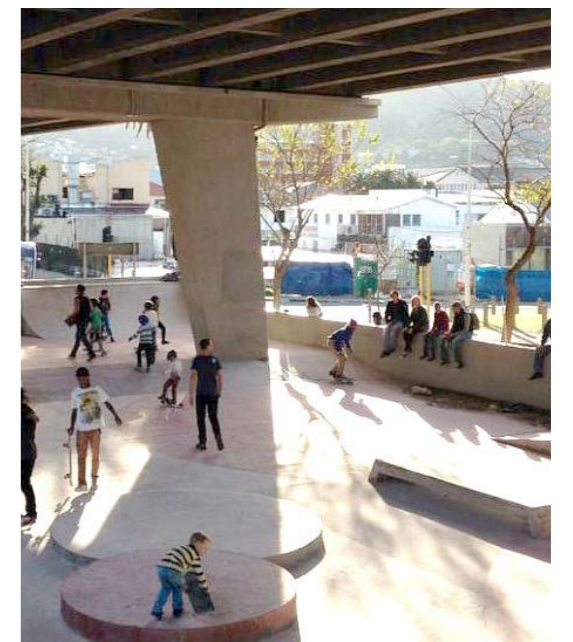
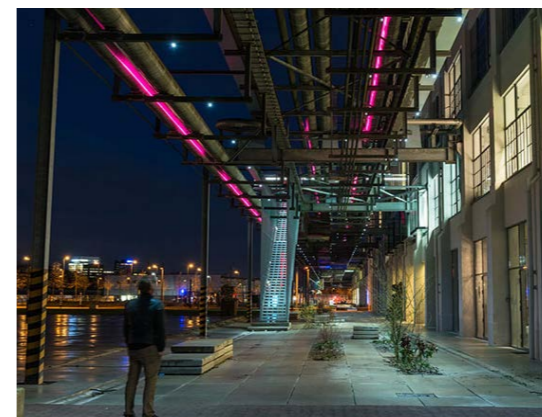
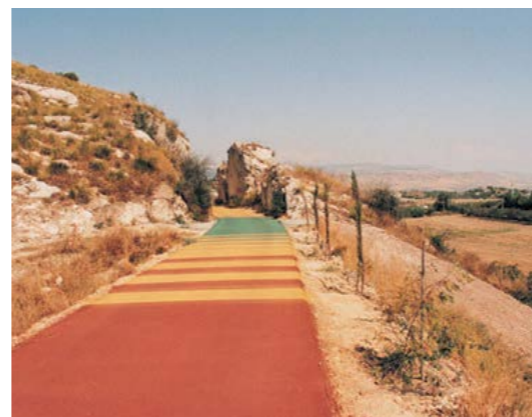
"Space to play, un-designated or marginal space, should be present as an evident quality of every residential setting and of the public domain as a whole, as evident as children themselves." - Herman Hertzberger

As part of the structuralist movement in late modernism, Herman Hertzberger pioneered the principle of encouraging playfulness in the design of spaces, most of all those that might usually be left behind. Under-crofts and leftover spaces can be integral to creating the 'whole' architecture.

Our scheme embodies this playful ethos in its urban realm connections strategy, the site border becomes defined using a dynamic play landscape at the ground level, which incorporates places for children to play and for activities to flourish.

As identified in the analysis section, the park needs to have destination areas, but for a large part will be activated by the routes through it. Functionally this means surveillance and light are of up-most importance to ensure safe routes are provided throughout the day and night.

Conceptually, the proposed landscaping could be a counterpoint to the establish park. New objects are abstractions of the existing landscape; pathways are bold textured surfaces and boundaries are defined by light. As the park merges with the building the two will connect with the same lighting objects; changing the nature of the urban realm during the day and the night.



### 5.5.3 DESIGN PRINCIPLES

#### PRECEDENTS: MATERIALITY

The elevation is composed of a series of volumes with distinct materiality, which extrude and recess in response to the adjacent park and site context.

The main cantilevered volume, with its high quality reflective cladding, merges into the landscape, offering fantastic views of the tree canopy. This lightweight projection contrasts with the primary mass, which uses horizontal banding to accentuate the elegant proportions of the building. At the north corner, the volume recesses to emphasise the relationship to the city beyond.

Translucent cladding at the commercial levels, softens and separates the forms, providing ambient light after dark. The building meets the ground with a pale warm white/grey brick, that brings the materiality to human scale whilst referencing the material palette of the area.

