

3.0 DESIGN DEVELOPMENT

3.4 DESIGN DEVELOPMENT AND PRINCIPLES

3.4.10 Diagram 10 - design development 01

First response to further define corners with additional height creating a varying roofscape across the scheme.



3.4.11 Diagram 11 - design development 02

Responding to concern regarding the overall height of the proposal especially Gradwell Street. The response was:

1. To lower a portion of the building fronting Gradwell Street 2no. storeys responding to the neighbouring buildings.
2. The Seel Street corner was also reduced 1no. storey.
3. Increased along Seel Street adjacent to the Wolstenholme square scheme by 2no. storeys in line with the maximum height of the development.



3.4.12 Diagram 12 - design development 03

Concerns remained regarding the massing and scale of the proposal to Seel Street. Further concessions were made:

1. The Seel Street corner was reduced by another storey. The previous increase adjacent to the Wolstenholme development was reverted to its previous height as not to be overbearing and potentially negatively impact upon the Wolstenholme development .
2. The central block was increased by 2no. storeys height as it was deemed the least sensitive area.



3.0 DESIGN DEVELOPMENT

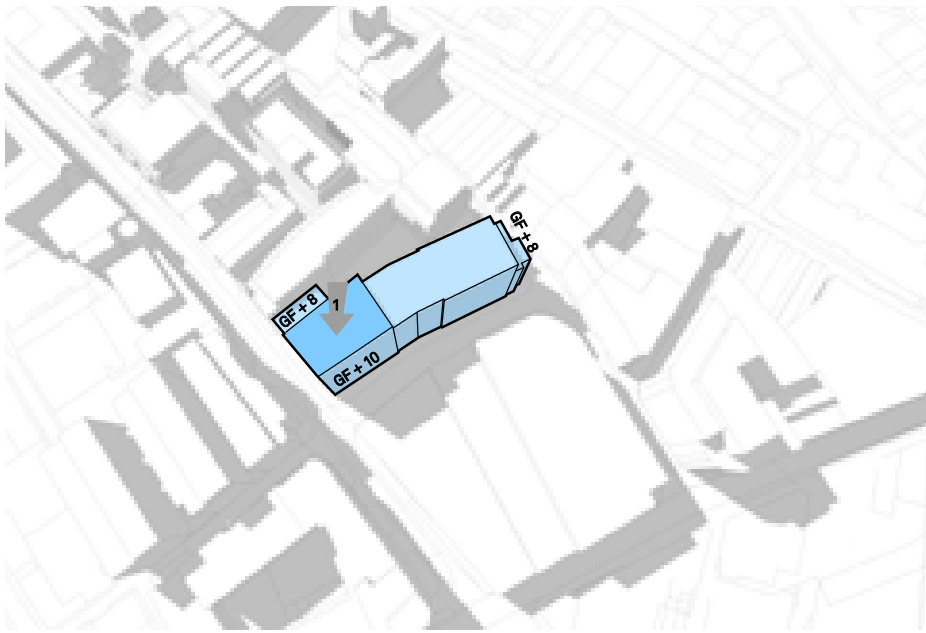
3.4 DESIGN DEVELOPMENT AND PRINCIPLES

3.4.13 Diagram 13 - final proposal

To fully address the concerns of height and massing to the Seel Street corner a further 1no. storey reduction was made, the detailing of the roof structure will provide the varied roofscape.

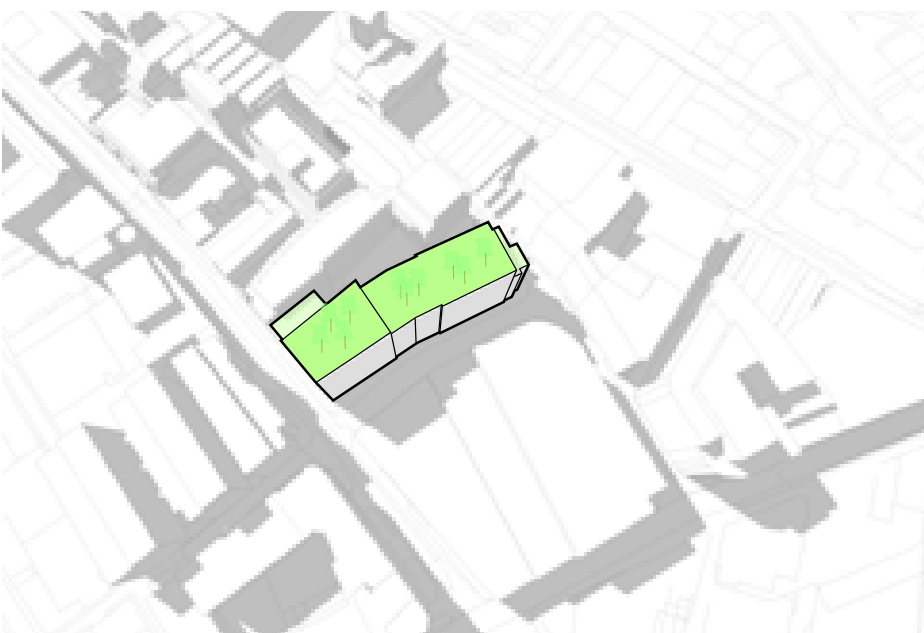
There are various benefits of this to the development:

1. Simplified access and maintenance, only 3no. roof areas over 2 levels.
2. Potential reduction in lifts required.



3.4.14 Diagram 14 - green space for all

Create high quality residential rooftop amenity space and improve the city centre environment.



3.4.15 Diagram 14 - aesthetic development

To respond to the surrounding context the block will be developed with three different languages to provide variation and a dynamic street scene. The rhythm of facade remains the same whilst the treatment of openings varies.



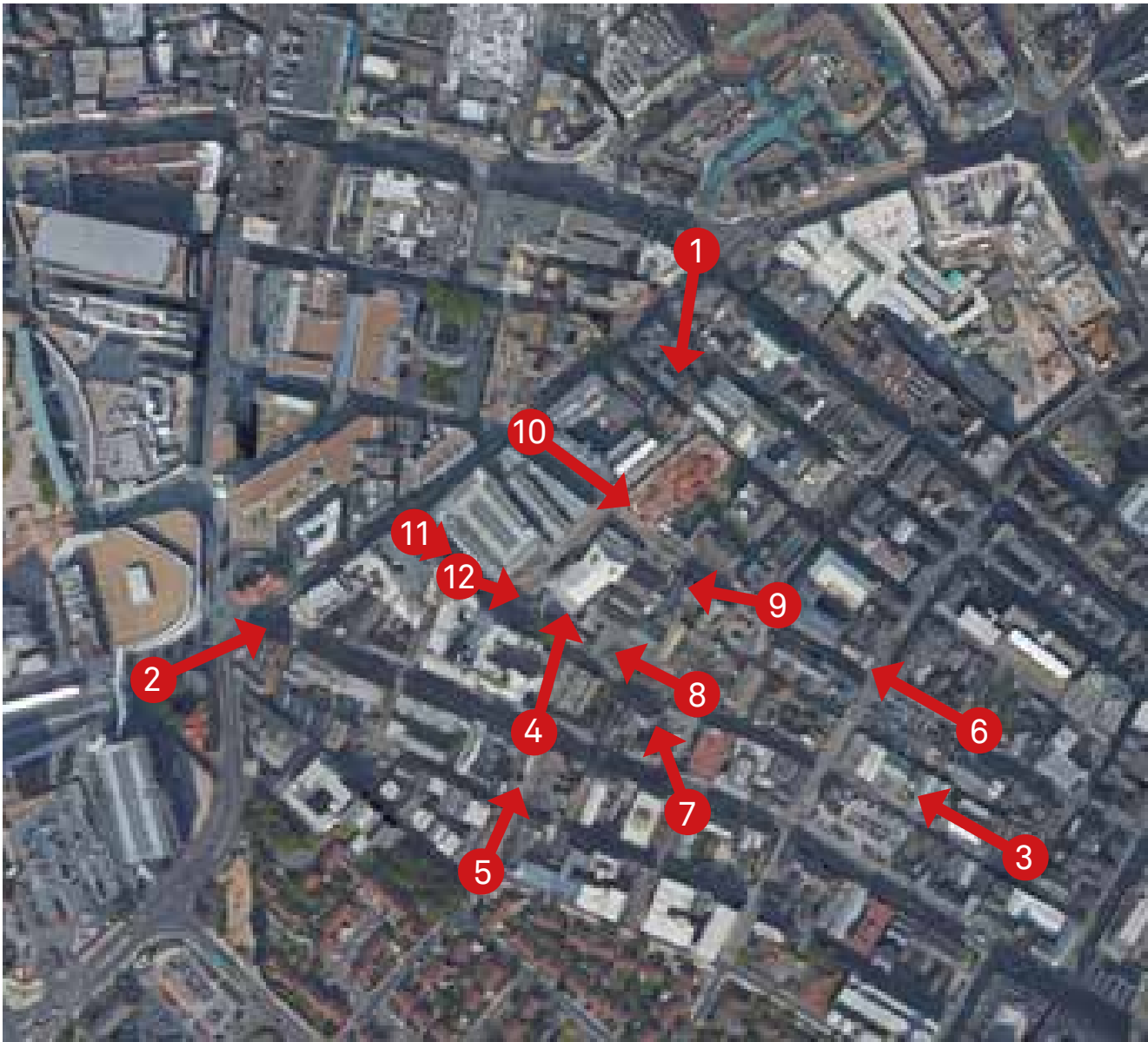
# 3.0 DESIGN DEVELOPMENT

## 3.5 VISUAL IMPACT

### 3.5.1 Visual Impact

To ensure the proposed is of suitable scale the massing was tested from a number of key views amiss the City Centre. These are as follows:

- 1 View down Hanover Street from Church Street.
- 2 View from Hanover Street from Paradise Street.
- 3 View down Parr Street from 33-45 Parr Street.
- 4 View from 52 Duke Street towards Wolstenholme Square.
- 5 View down York Street towards Duke Street and Wolstenholme Square beyond from the corner of Lydia Ann Street.
- 6 View down Seel Street from 51 Seel Street.
- 7 View towards Wolstenholme Square from 68-70 Duke Street.
- 8 View across Wolstenholme Square towards Hanover Street.
- 9 View down Seel Street towards Hanover Street from the corner of Concert Square.
- 10 View up Seel Street from Hanover Street.
- 11 View from the corner of Gradwell Street/ Campbell Street.
- 12 View from the corner of Gradwell Street/ Campbell Street.



*This view shows that “the new development will... integrate successfully into the street scene...as well as providing a distinctive gateway to the Ropewalks from Hanover Street/ Gradwell Street junction.”*



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## 3.5 VISUAL IMPACT

### 3.5.2 Massing View 01



View down Hanover Street from Church Street.



Existing

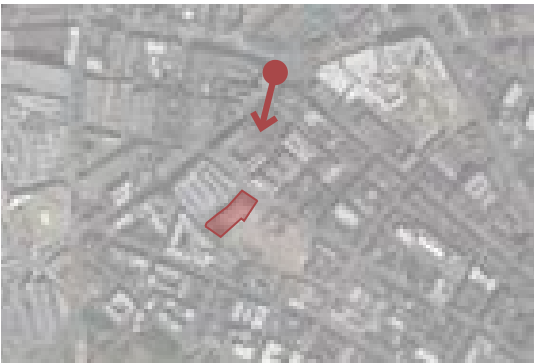


Proposed

-  Wolstenholme Square Development
-  Proposed 18-24 Seel Street Phase II



Design intelligence, commercial flair.



Location of Viewpoint on Site

# 3.0 DESIGN DEVELOPMENT

## 3.5 VISUAL IMPACT

### 3.5.3 Massing View 02



View towards Hanover Street from Paradise Street.



Existing



Proposed

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-  Proposed 18-24 Seel Street Phase II



Design intelligence, commercial flair.



Location of Viewpoint on Site

# 3.0 DESIGN DEVELOPMENT

## 3.5 VISUAL IMPACT

### 3.5.4 Massing View 03



View down Parr Street from 33-45 Parr Street.



Existing

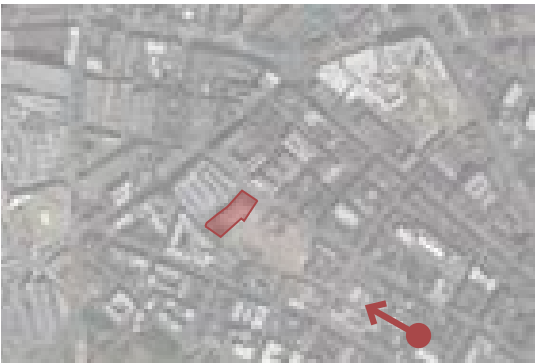


Proposed

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-  Proposed 18-24 Seel Street Phase II



Design intelligence, commercial flair.



Location of Viewpoint on Site