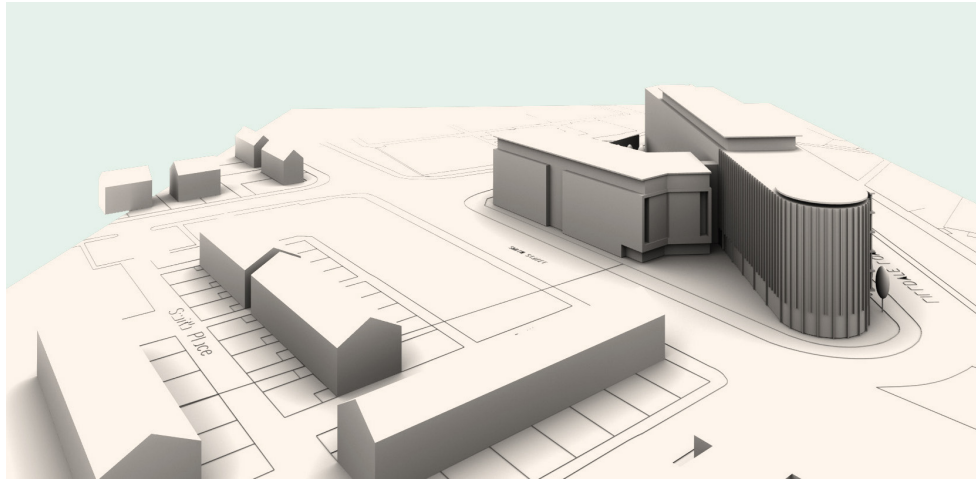
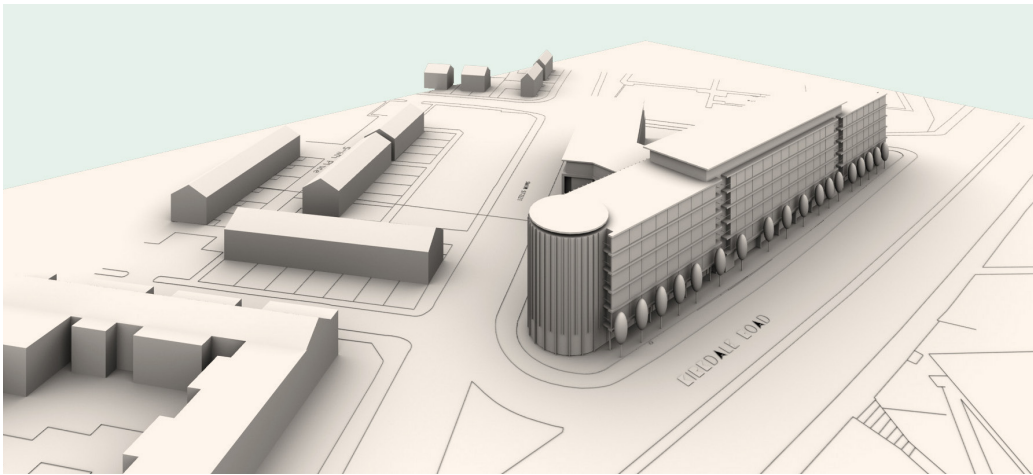


4.0 DESIGN PRINCIPLES AND

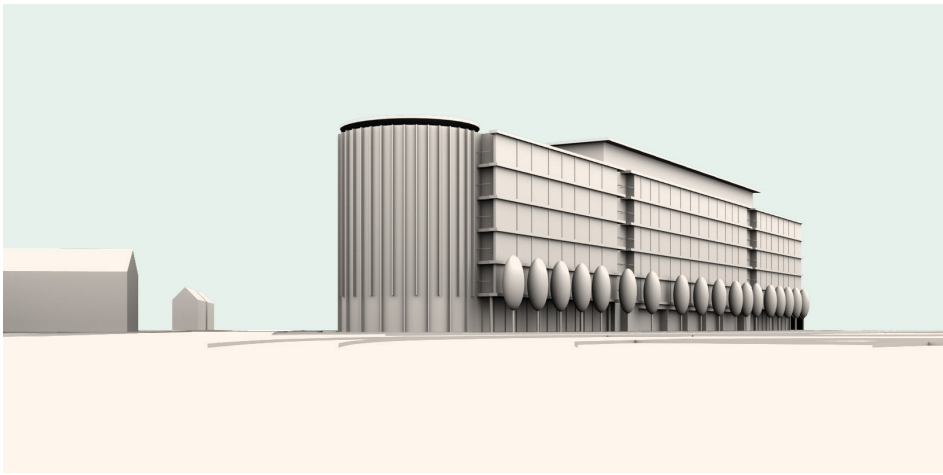
4.2 INITIAL RESPONSE - CONCEPT IMAGE



Early images show the building stepping to seven storeys along Kirkdale Road.



A curved form is envisaged to celebrate the key cross roads.



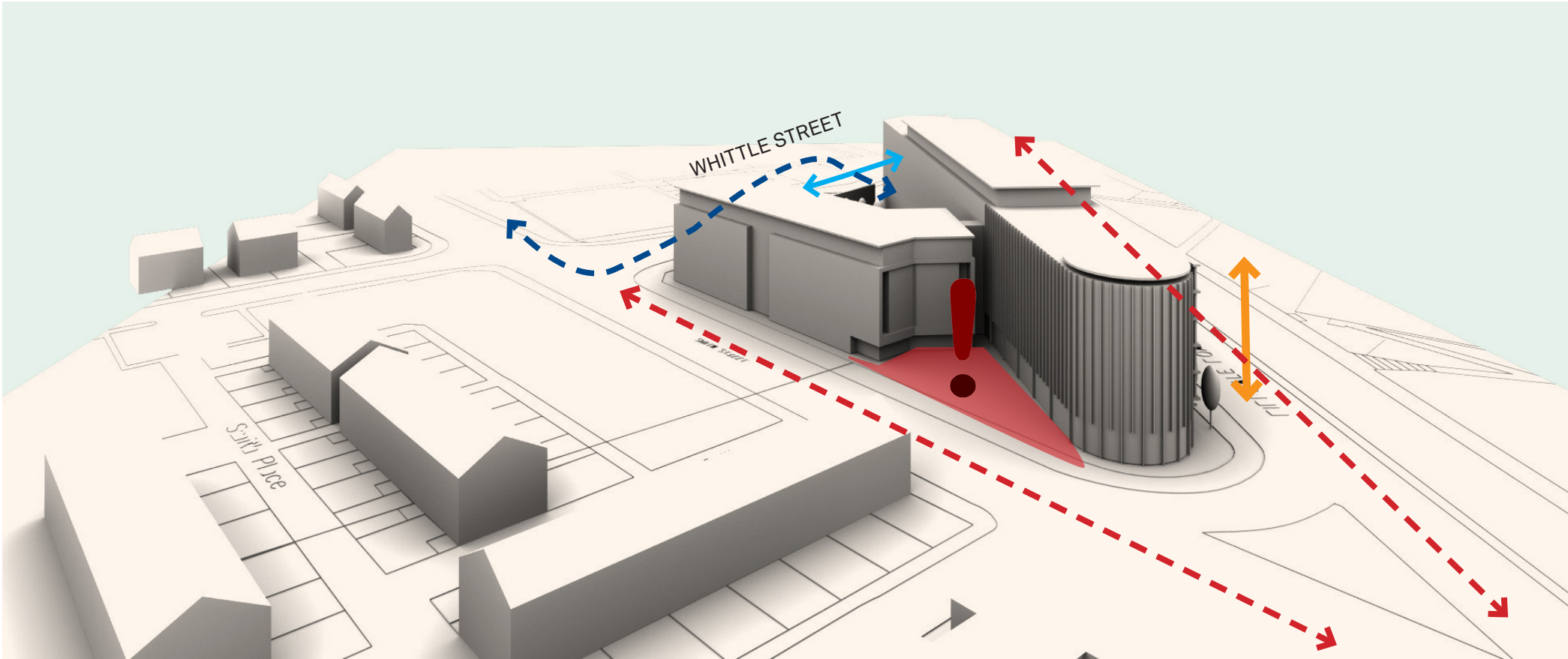
A linear form, broken up with deep recesses in the facade is proposed to Kirkdale Road.



4.0 DESIGN PRICIPLES AND DEVELOPMENT

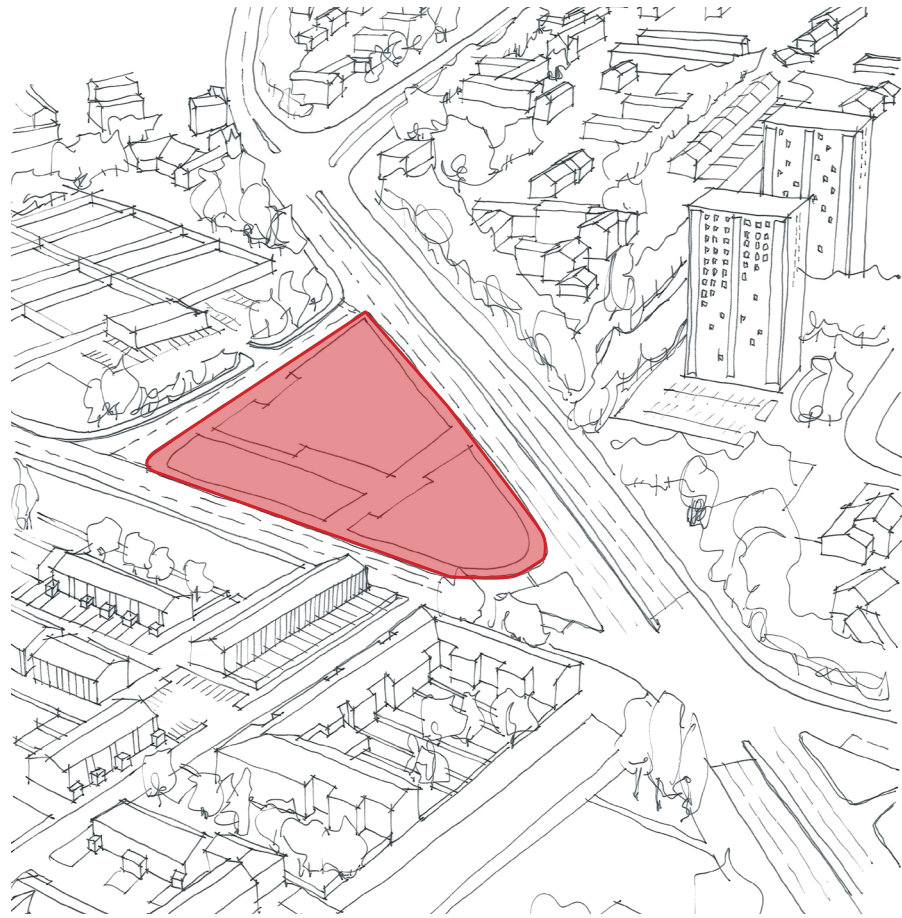
4.3 PRE-APP FEEDBACK

- Strong edge to main routes encouraged
- Servicing/parking to be from Whittle Street
- Frontage to Smith Street to be continuous
- Height to Kirkdale Road to be reduced from seven storeys to six storeys
- Frontage to Smith Street to be four storeys with a recessed fifth.

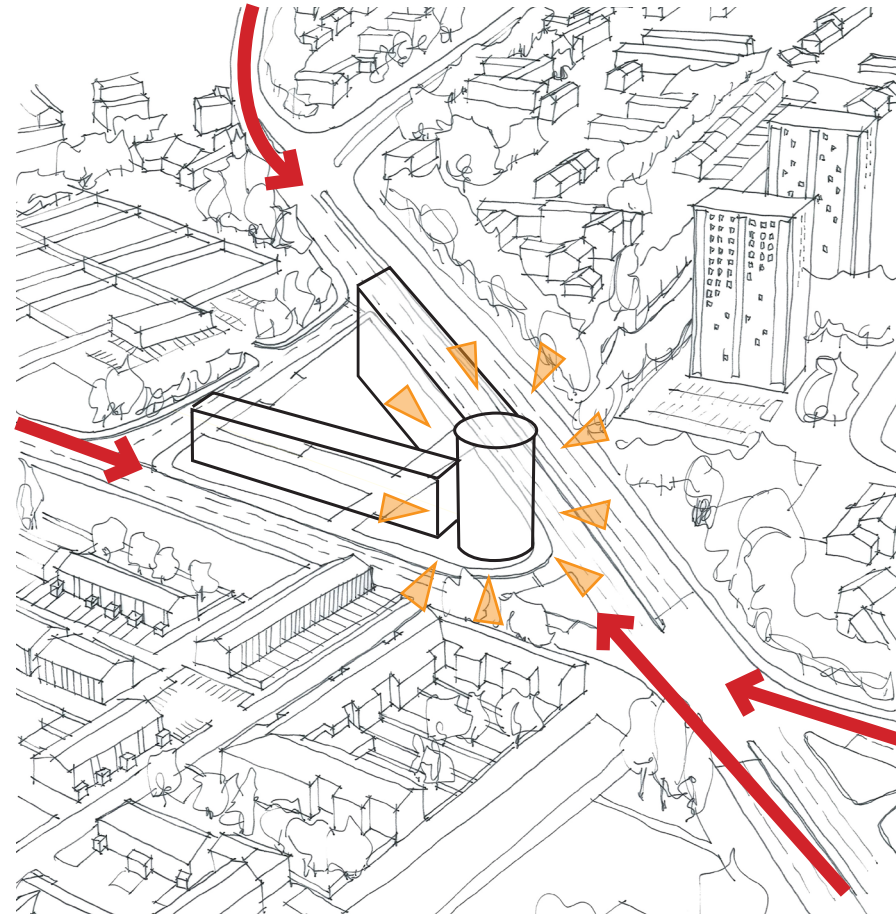


4.0 DESIGN PRICIPLES AND DEVELOPMENT

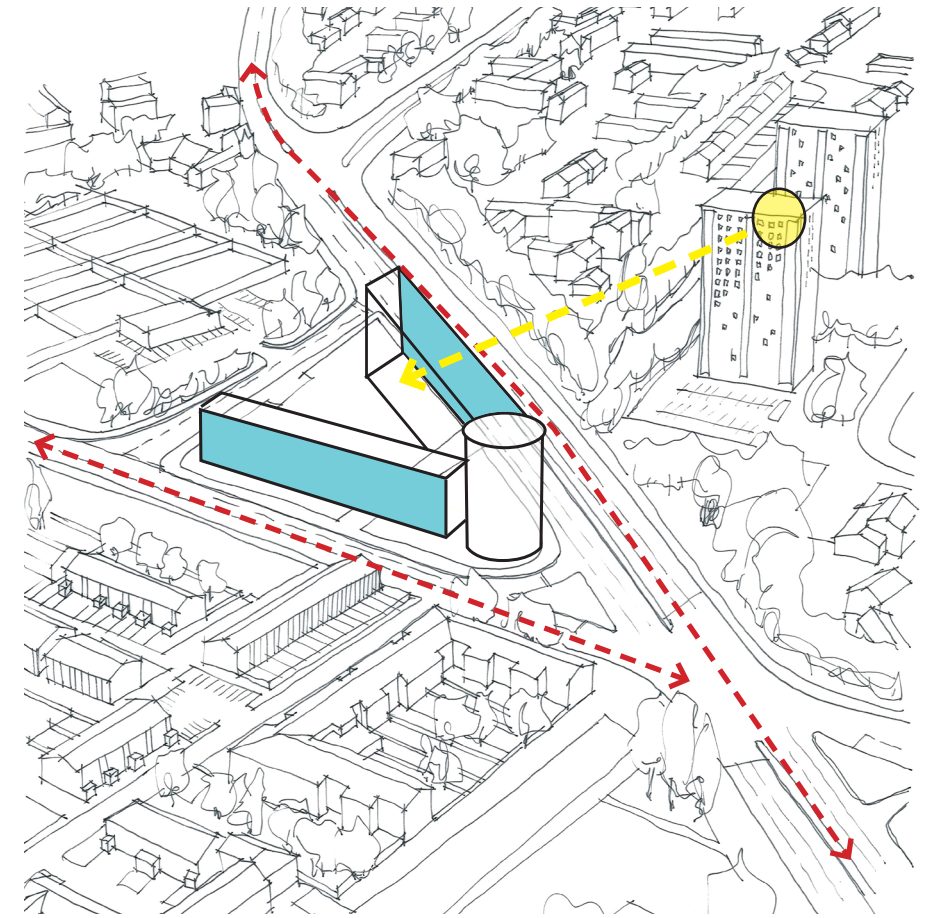
4.4 DESIGN DEVELOPMENT



Area characterised by empty site



Primary route, high visible location

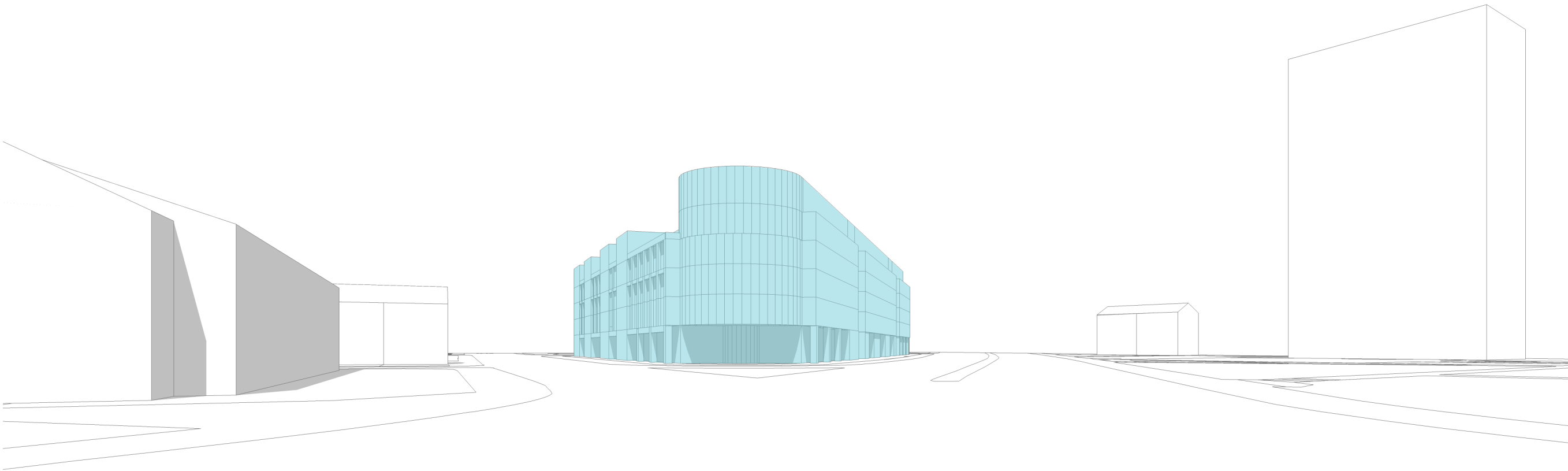


Treatment of facade can respond flexibly to immediate context

4.0 DESIGN PRICIPLES AND DEVELOPMENT

4.5 MASSING IN CONTEXT

The following images tested the revised form following the pre-application feedback.



Looking to the North along Kirkdale Road towards site.



Design intelligence, commercial flair.