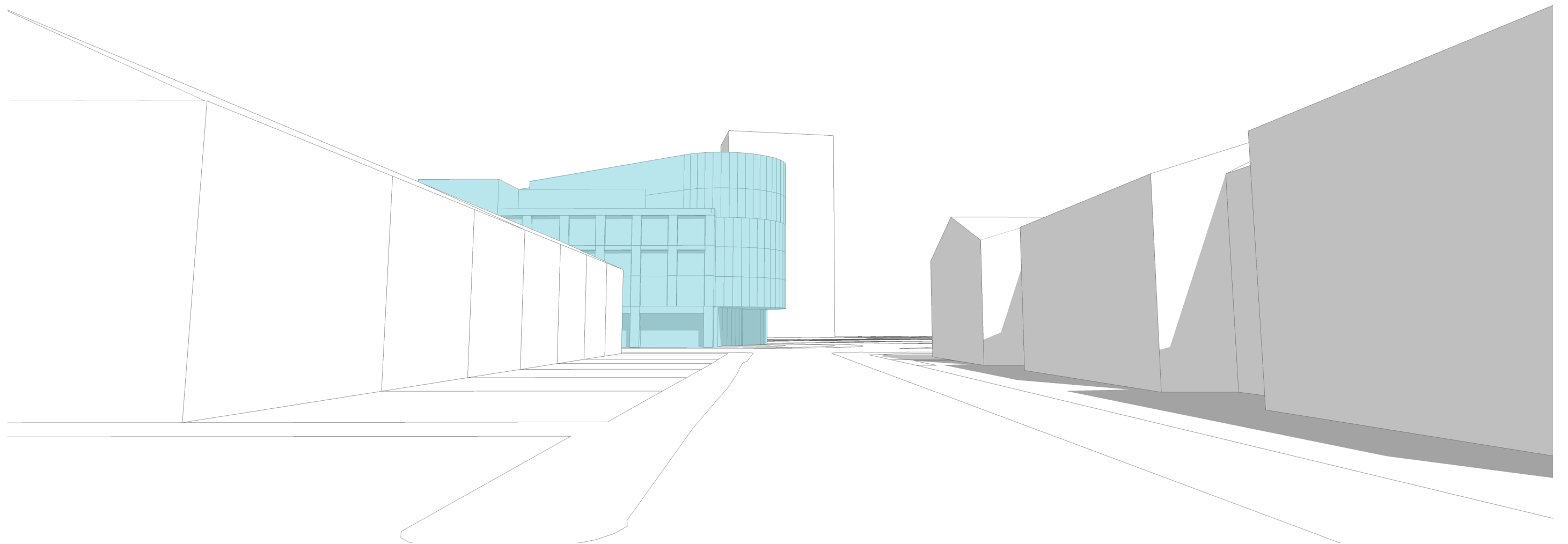


4.0 DESIGN PRICIPLES AND DEVELOPMENT

4.5 MASSING IN CONTEXT



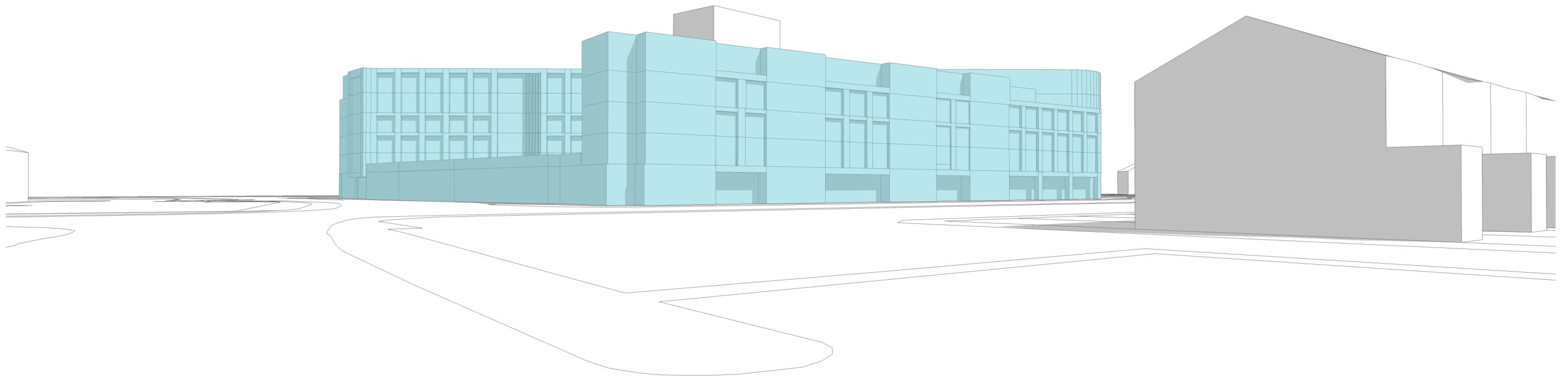
Looking to the west along Sterling Way towards site.



Design intelligence, commercial flair.

4.0 DESIGN PRINCIPLES AND DEVELOPMENT

4.5 MASSING IN CONTEXT



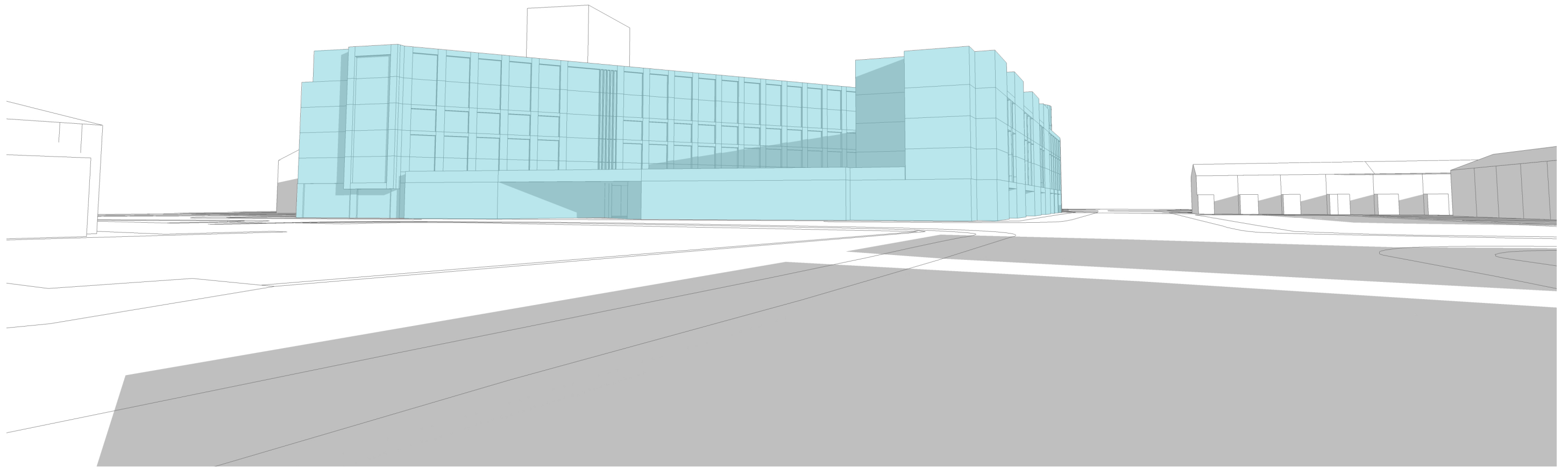
Looking to the West along Smith Street towards site.



Design intelligence, commercial flair.

4.0 DESIGN PRICIPLES AND DEVELOPMENT

4.5 MASSING IN CONTEXT



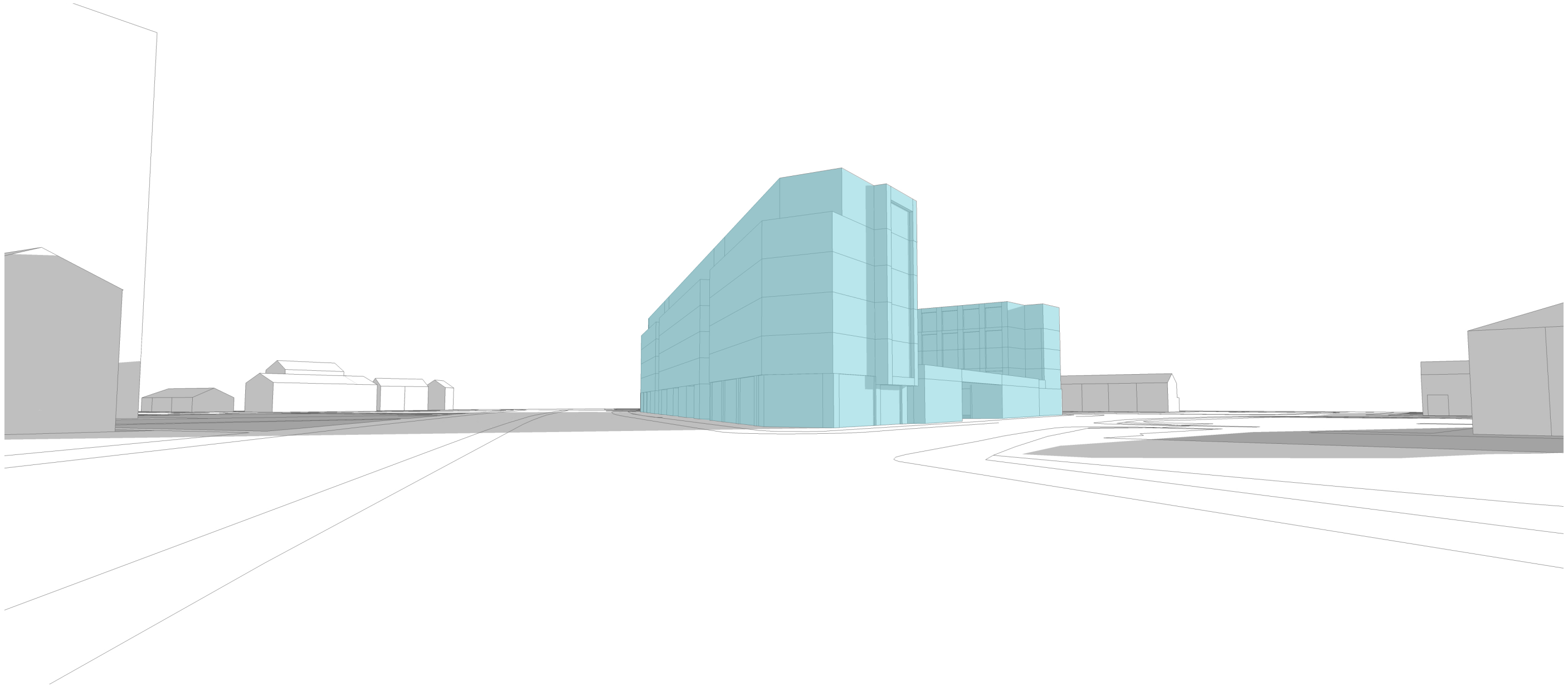
Looking to the South along Smith Street towards site



Design intelligence, commercial flair.

4.0 DESIGN PRINCIPLES AND DEVELOPMENT

4.5 MASSING IN CONTEXT



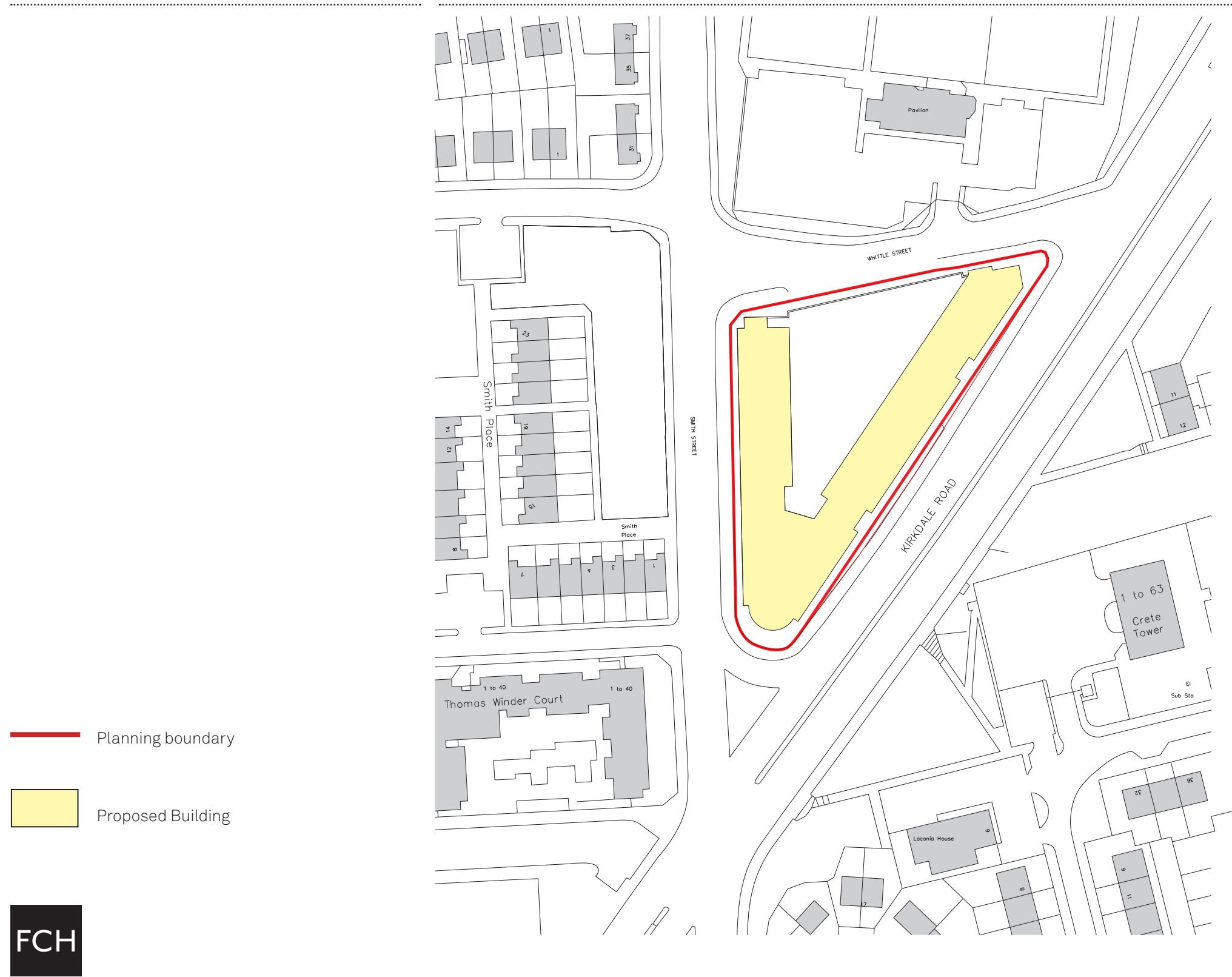
Looking to the South East along Kirkdale Road towards site.



Design intelligence, commercial flair.

5.0 DESIGN PROPOSAL

5.1 PROPOSED SITE PLAN



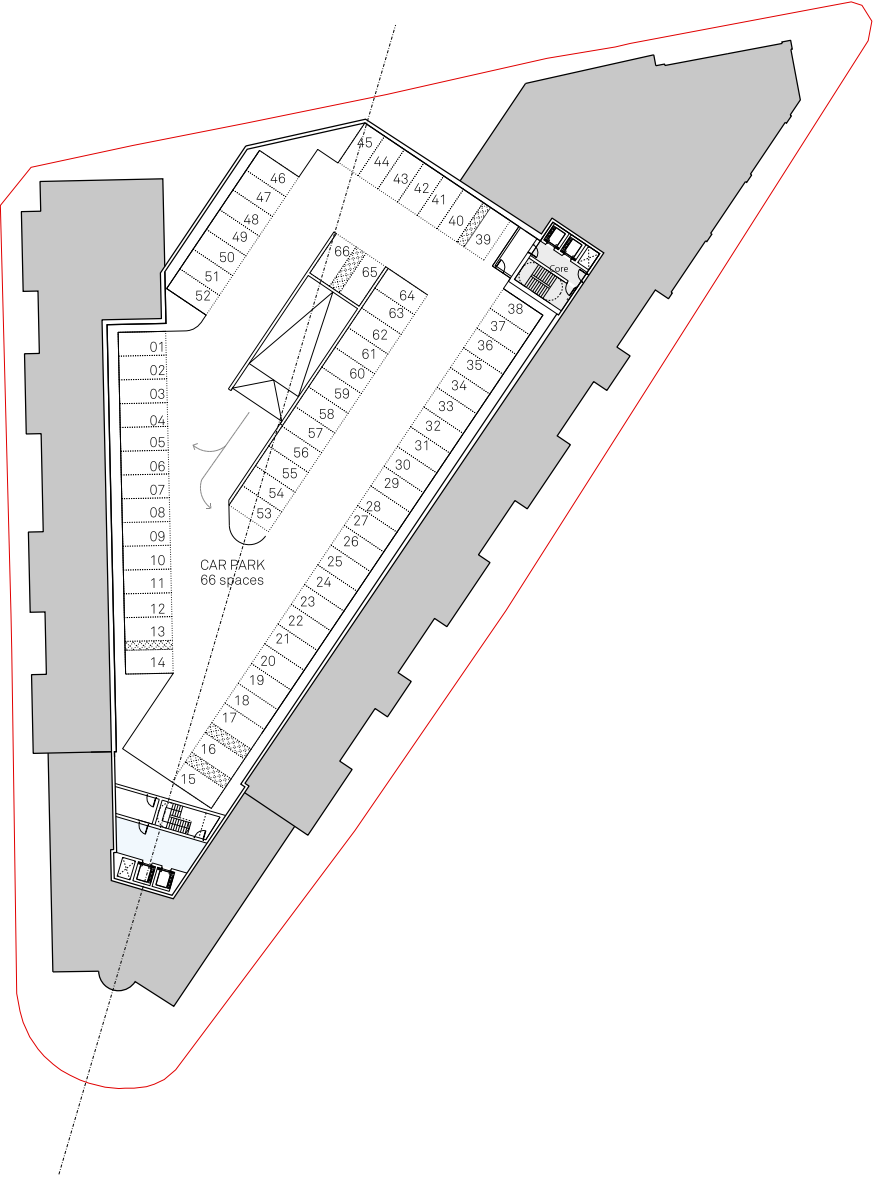
5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPOSED BASEMENT FLOOR PLAN

There are 123 car parking spaces available in the scheme. 66 car parking spacing are allocated in the basement floor and the remaining 57 are allocated on the ground floor.

There are in total 13 accessible car parking spaces throughout the scheme.



5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPOSED GROUND FLOOR PLAN

The ground floor includes the lobby/reception, commercial and leisure units with auxiliary facilities, plant room, bikes and refuse store.

The commercial unit is situated opposite the existing leisure unit across Whittle Street and provides an active frontage at this prominent position. The unit is well located to facilitate simple servicing.

13no. dwellings are directly accessed from the street helping the proposal have a more harmonious relationship with the surrounding, low-rise residential street-scene. The range of uses at the ground floor and numerous access points encourages active street-scenes across these frontages.

The car park on the ground floor provides 57 car parking spaces, 6 motor cycle spaces and is accessed via Whittle street and is largely hidden by the proposed blocks.

There are 43 double stacking cycle stands to provide a total of 86 cycle spaces.



5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPOSED FIRST FLOOR PLAN

The proposed development offers a mixture of studios, 1 Bed and 2 bed apartments. The rooms are orientated to maximise views out of the site. There are in total 36 apartments provided on this floor. The corner apartments are slightly reduced to allow for a number of access points.

There is a generous private amenity area with defensible landscape directly adjacent to apartments.



5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPOSED SECOND - THIRD FLOOR PLAN

The proposed development offers a mixture of studios, 1 Bed and 2 bed apartments. The rooms are orientated to maximise views out of the site. There are in total 36 apartments provided on these floors.



5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPSOED FOURTH FLOOR PLAN

The proposed development offers a mixture of studios, 1 Bed and 2 bed apartments. The rooms are orientated to maximise views out of the site. There are in total 33 apartments provided on this floor.

Along Smith Street the elevation is set back to help break down the facade, responding to the low rise residential context and also provides terraces for all apartments which face on to Smith Street.

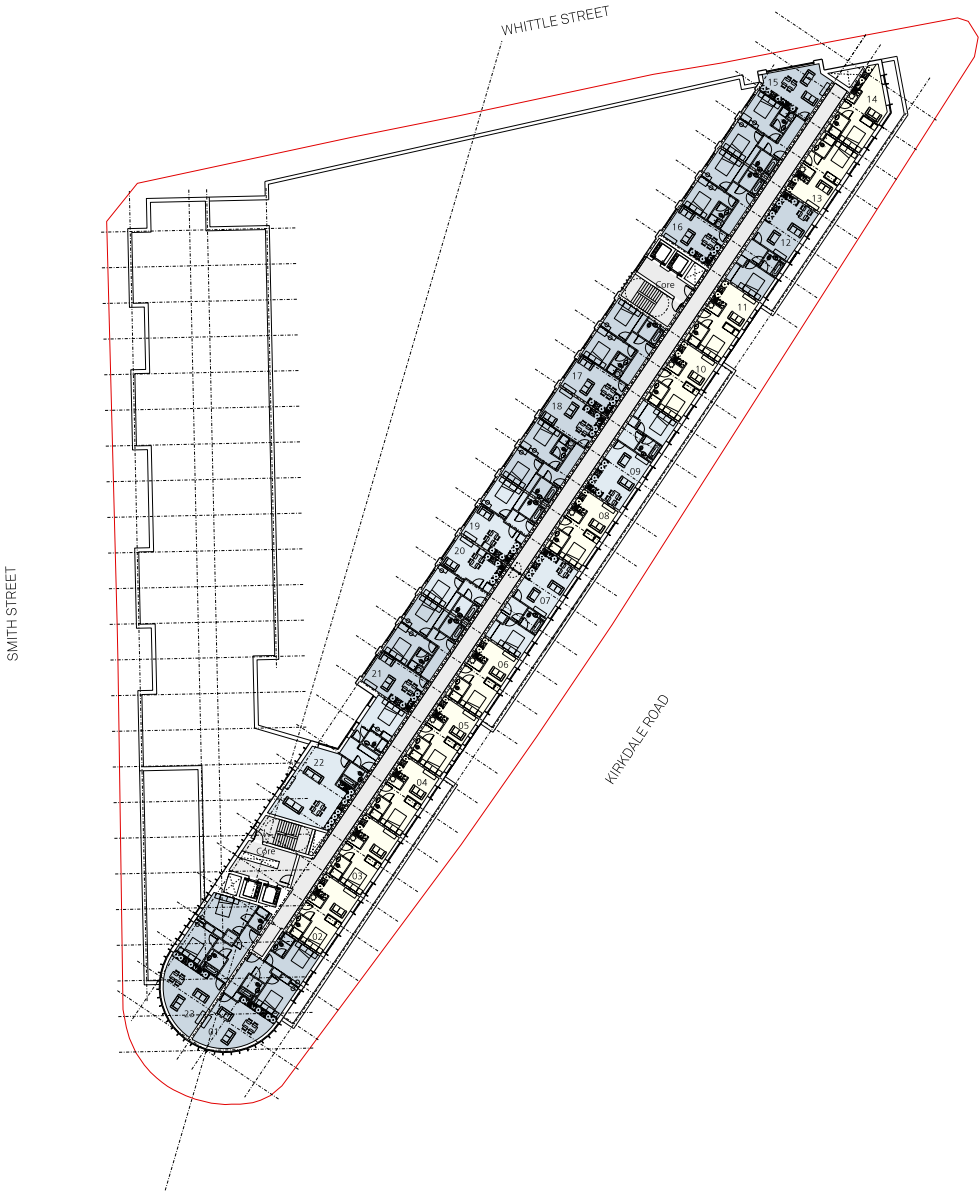


5.0 DESIGN PROPOSAL

5.2 PROPOSED FLOOR PLANS

PROPOSED FIFTH FLOOR PLAN

At the 5th floor the building reduces in mass stepping down from Kirkdale Road, with more studio apartments on this floor. There are in total 23 apartments provided on this floor.



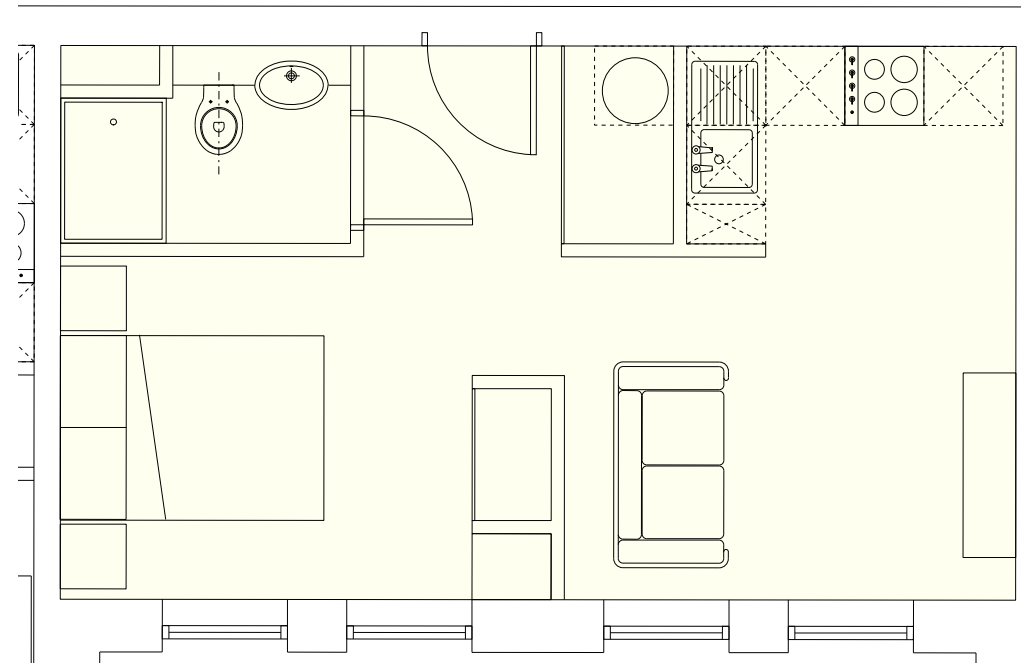
5.0 DESIGN PROPOSAL

5.3 APARTMENT LAYOUTS

Typical Studio Apartment Layout

There are 18no. studio apartments across the scheme measuring c.29 sqm. The studios include a shower room with toilet and sink, a kitchenette, living space and sleeping space for a double bed.

There are minimal units of this type within the scheme but are included to provide choice and affordable homes.

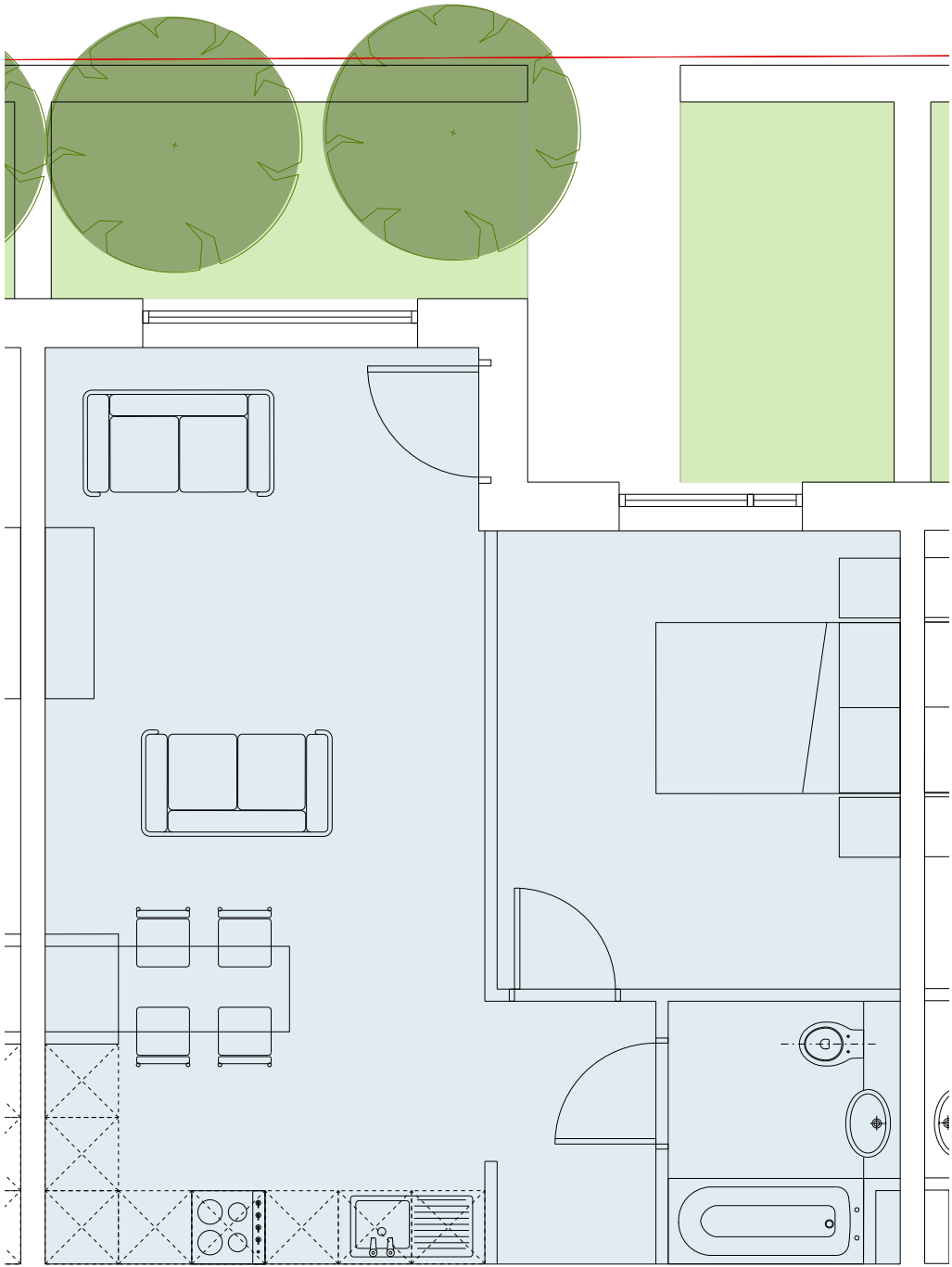


5.0 DESIGN PROPOSAL

5.3 APARTMENT LAYOUTS

Ground Floor 1 Bed Apartment Layout

There are 8no. 1 bed apartments on the ground floor measuring c.47 sqm. The 1 bed apartments can be accessed directly from the street and therefore have individual entrances and private terraces. Each apartment has a large open plan kitchen, living and dining space with built-in storage. There is a large master bedroom with ample storage and a generous bathroom.

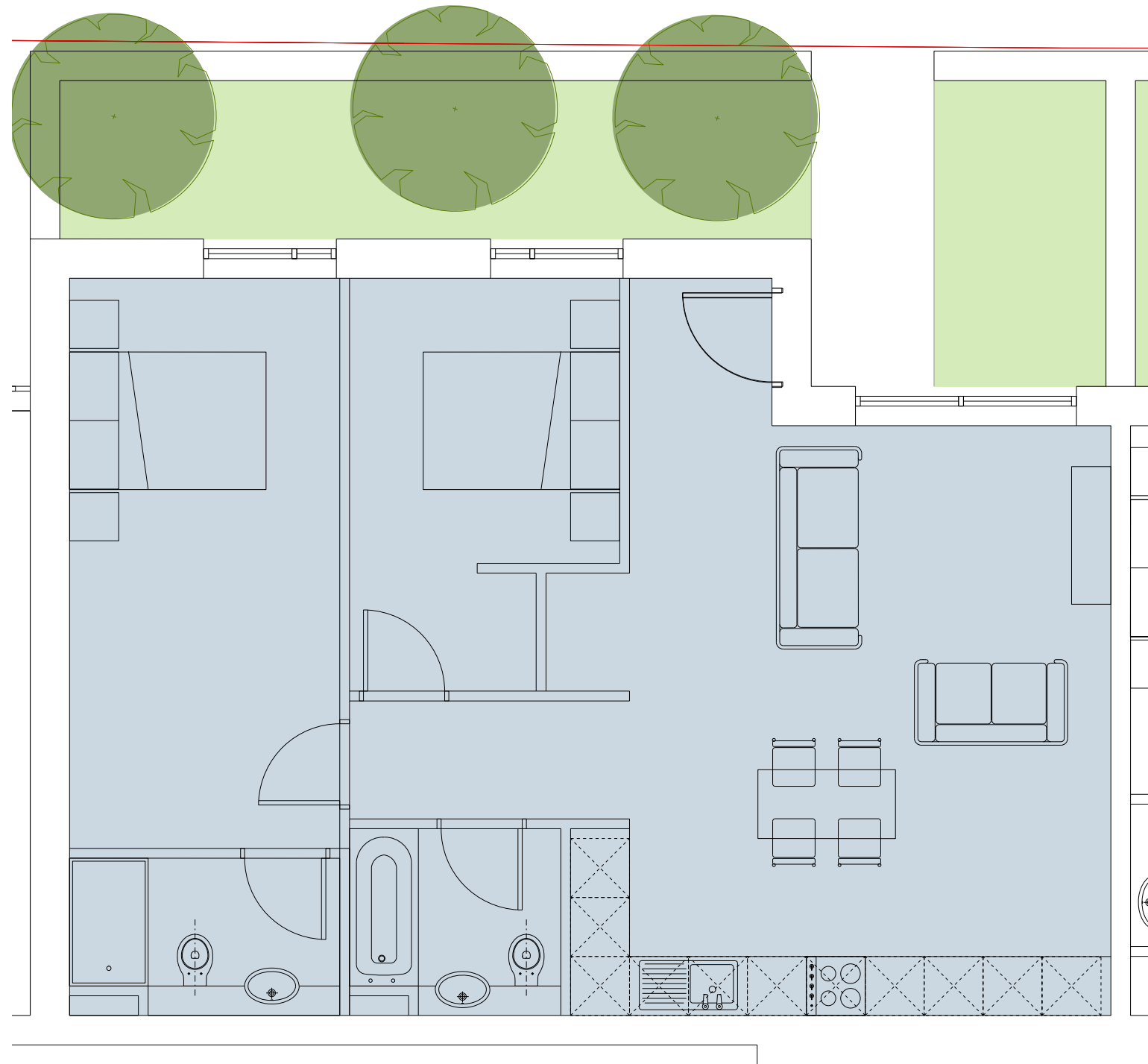


5.0 DESIGN PROPOSAL

5.3 APARTMENT LAYOUTS

Ground Floor 2 Bed Apartment Layout

There are 5no. 2 bed apartments on the ground floor measuring c.74 sqm. The 2 bed apartments can be accessed directly from the street and therefore have individual entrances and private terraces. Every apartment has an open plan kitchen, living and dining space with built in storage. The master bedroom has an en-suite bathroom and there is a second bedroom and family bathroom.

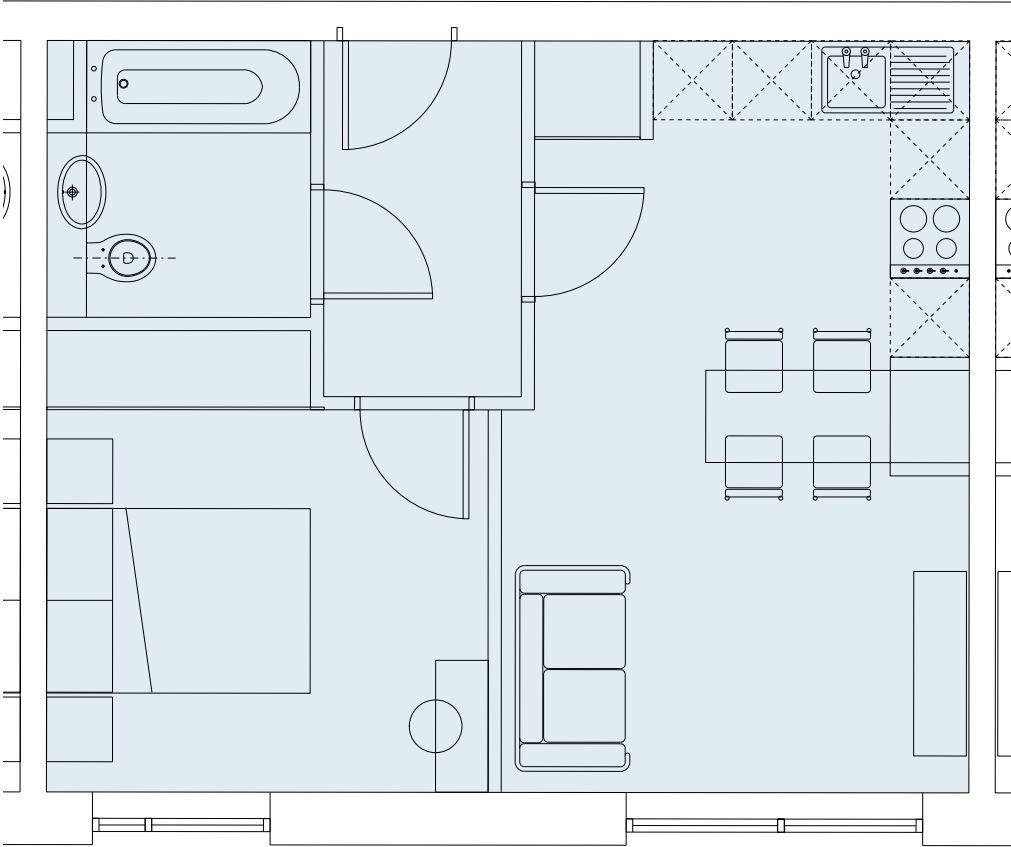


5.0 DESIGN PROPOSAL

5.3 APARTMENT LAYOUTS

Typical 1 Bed Apartment Layout

There are 61no. typical 1 bed apartments within the scheme measuring c.40 sqm. Every 1 bed apartment has a large open plan kitchen, living and dining space with built-in storage. There is a large master bedroom with ample storage and a generous bathroom.



5.0 DESIGN PROPOSAL

5.3 APARTMENT LAYOUTS

Typical 2 Bed Apartment Layout

There are 76no. typical 2 bed apartments within the scheme measuring c.60 sqm. Every 2 bed has an open plan kitchen, living and dining space with built in storage. The master bedroom has an en-suite bathroom and there is a second bedroom and family bathroom.

