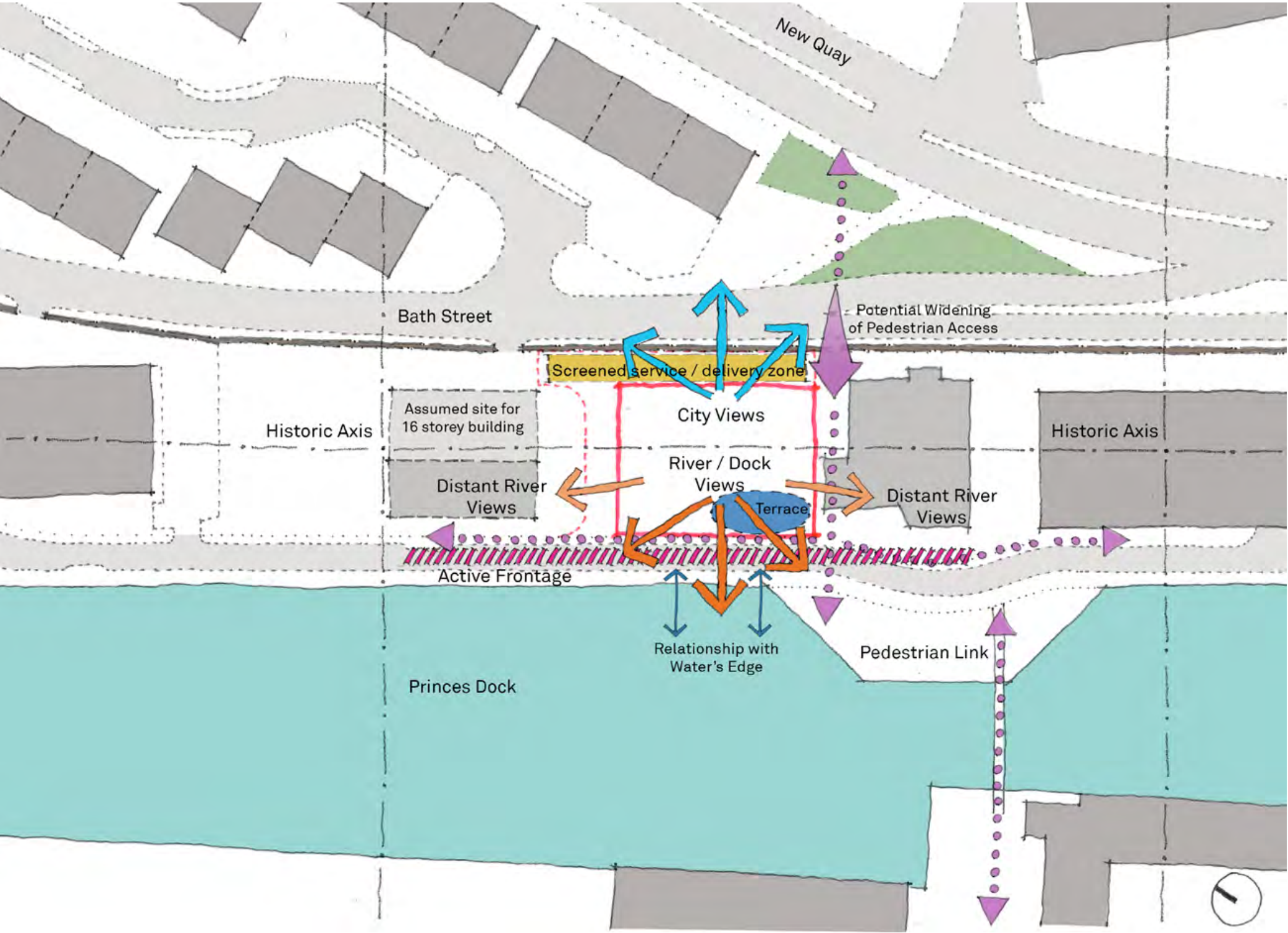


OPPORTUNITIES



OPPORTUNITIES KEY:

- Historic Axis
- Pedestrian Link
- Widened Pedestrian Access
- Active Facade
- River Views
- City Views
- Relationship with Water's Edge
- Screened Service / Delivery Zone
- Terrace

6.0 DESIGN DEVELOPMENT

Since the appointment of the Design Team in the Autumn of 2015, the proposals for Princes Reach have been developed within a collaborative environment, led by Moda Living but working closely with Liverpool City Council and Peel Holdings.

Although a tight and constrained plot, with approved parameters in place, the Design Team, led by FCH, have explored a myriad of scale, massing, orientation, articulation, use mix and material combinations. This chapter sets out the journey Princes Reach has taken up to this point.



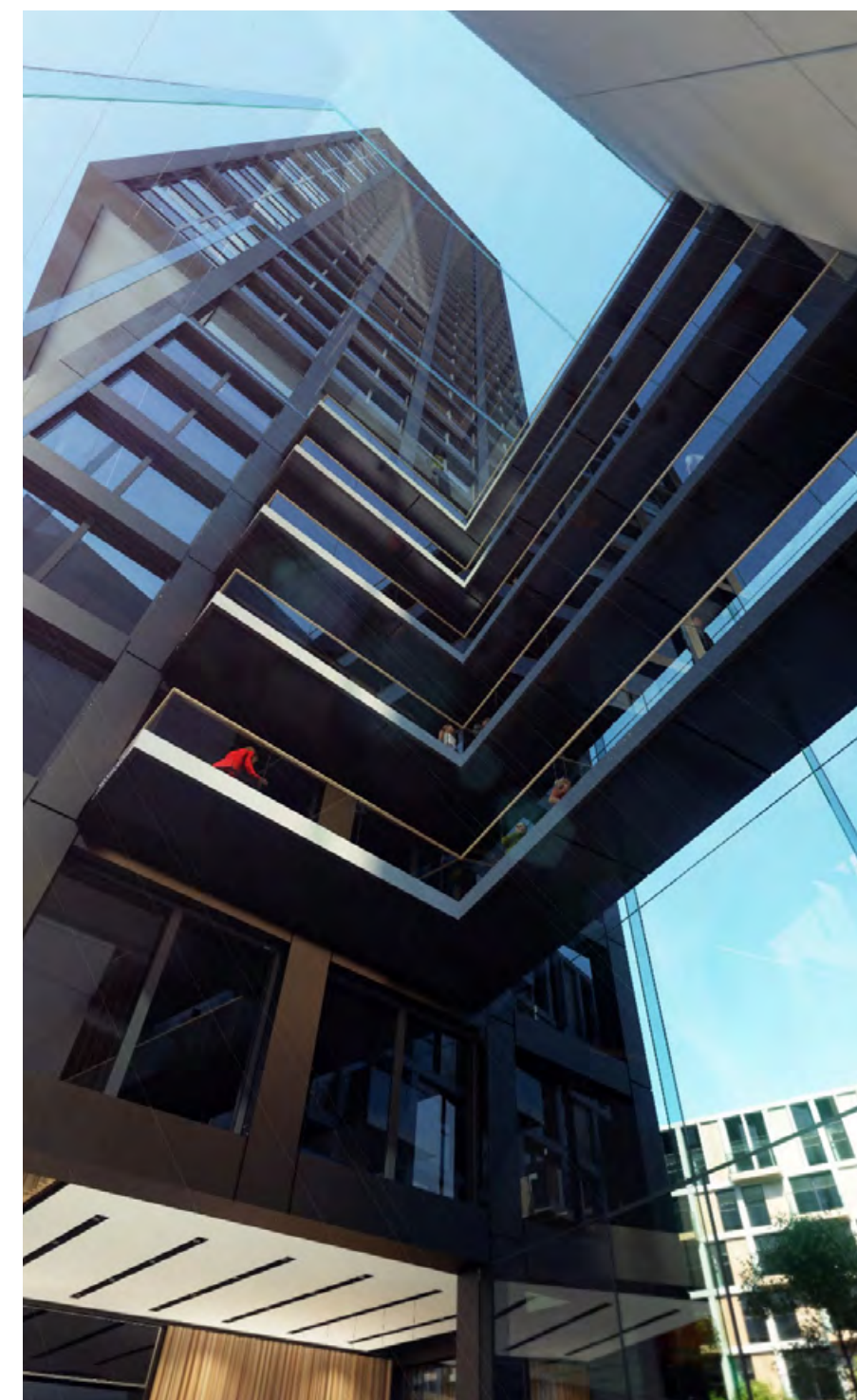
6.1 THE CLIENT BRIEF

Liverpool Waters is an established large scale regeneration project taking place immediately to the West of the central business district and adjacent to the world heritage listed Liverpool Waterfront. As such it is a significant high profile site to establish the Moda Living brand in Liverpool City Centre.

Liverpool Waters, part of Ocean Gateway will deliver more than 50 projects over 50 years with £50 billion of investment – this is The Peel Group's vision for the renaissance of the strategic corridor encompassing Manchester, Liverpool and adjacent areas within Cheshire and Warrington.

The focus is on the regeneration of land and assets fronting the Manchester Ship Canal and the River Mersey. Since inception in 2008 more than £2bn has been invested. **The building will consist of 304 (minimum) to 350 apartments designed specifically for the Private Rented Sector.** The scheme will comprise studio, one, two and three bed apartments to cater for the city's wide ranging demographic. The target demographic is 24–44 year olds but the buildings will be designed with everyone in mind. The building will comprise resident amenity space and management space that will be developed through the design process.

It is fundamental to Moda that we design, build and operate. Our model is based on delivery. We will approach the design of the scheme with efficiency of cost, construction and building management as a priority from day one. We need buildings that are cost efficient to construct and cost efficient to run. This is a key principle that must be taken into account from the outset by the design team.



CURRENT MODA LIVING SCHEMES

6.2 DESIGN INSPIRATION

Designing the building as an object in the townscape has been an exercise in mixing conceptual inspiration with the pragmatic need to fulfil the accommodation requirements efficiently in a manner that optimises the living experience. The design team has been mindful throughout of the maritime location and its extraordinary history of relationship with foreign lands, especially New York. However, that narrative could only find expression once an efficient footprint could be determined. This exploration is illustrated in the following diagrams, each accompanied by a commentary of positives and negatives.



HISTORICAL NARRATIVE

Liverpool was the former home of Cunard Line from 1840 until 1967. The Cunard Building, the Royal Liver Building, and the Port of Liverpool Building – all on Pier Head – are often described as the city’s ‘Three Graces’.

At the Albert Dock there is a bronze Emigrants Statue, built to represent the families that left Liverpool to head across the Atlantic to the United States of America.

Upon their arrival the emigrants would be greeted by the famous New York skyline, which in the 1930’s included The Empire State Building and The Rockefeller Center.



BRONZE EMIGRANTS STATUE



MODERN CUNARD CRUISE LINER POSTER



HISTORICAL CUNARD NEW YORK POSTER

HISTORICAL NARRATIVE

The building looks out over the dock which was the principle point of departure for millions of people, from all over Europe, who passed through Liverpool in search of a better life in the New World. Many of them were en-route to New York.

Our vision is to make reference to this heritage by paying homage to the slim, stylish skyscrapers of New York, especially pioneering modernist masterpieces, designed or influenced by Mies van der Rohe, such as Lever House and the Seagram Building. They are characterised by elegant and unfussy form, external articulation of the structure of the building, and expansive, privately managed public space at ground floor.



LEVER HOUSE - SOM




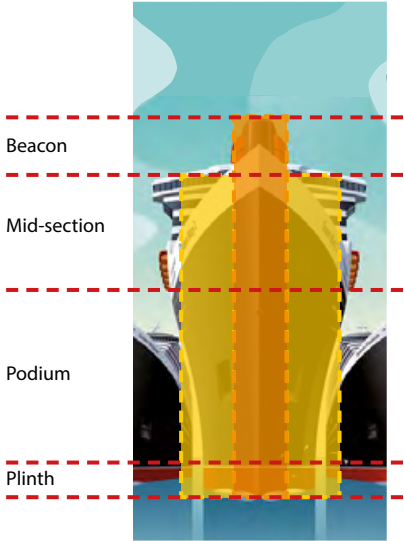
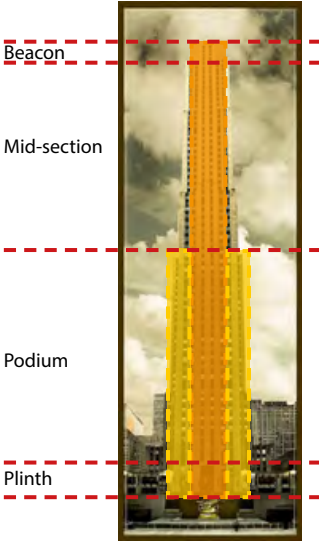
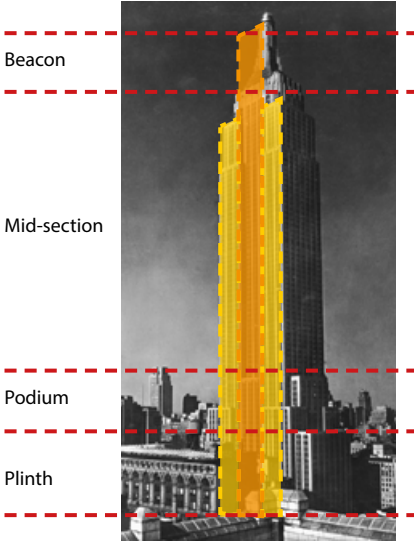
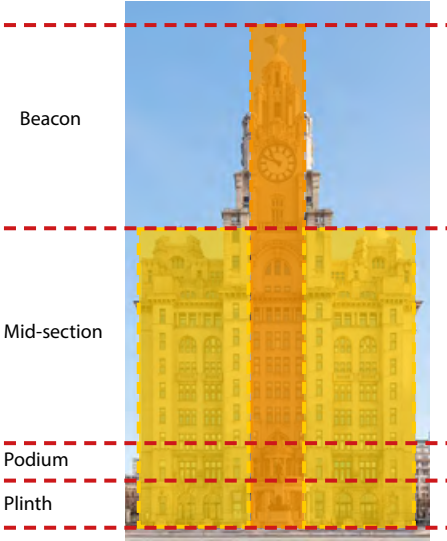
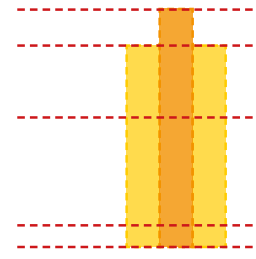
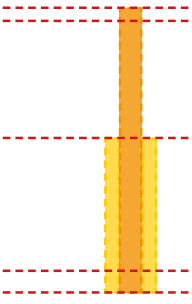
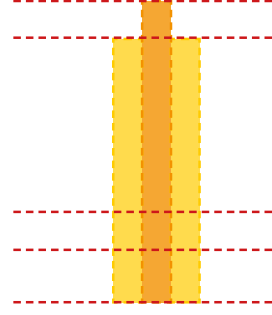
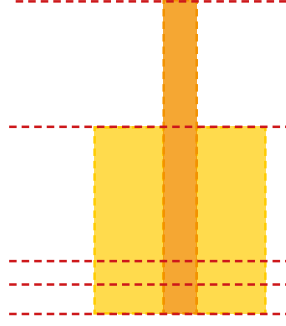

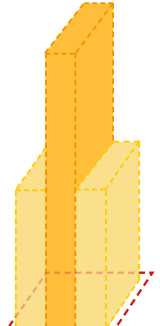
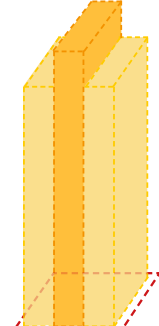
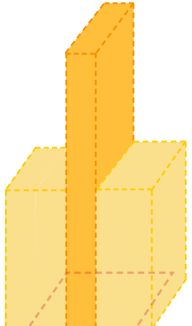
SEAGRAM BUILDING - MIES VAN DER ROHE

CONCEPT DIAGRAMS

The pragmatism and proportional judgement that drove the basic form of the tower needs another layer of artistic meaning if it is to earn its place among the distinctive characters that align this great waterway. The design team returned to the notion of this Dock's links with New York and the part played in that link by the Cunard liners. Analysis revealed features shared by the marine architecture of these famous liners and significant buildings on both sides of the Atlantic, most notably both vertical and horizontal layering illustrated in the concept diagrams included here.

In all cases these structures have a central element that soars higher than the main bulk, to form a 'beacon' that both finishes the form off at the top and announces itself as a recognisable landmark to welcome seafarers. Princes Reach replicates that lamination effect by recessing slightly the central section of core and equal width accommodation, then giving it an extra upward thrust to generate the beacon effect at the top. This fundamental design decision has then been subjected to careful judgement to fix the height and geometry of the 'shoulders' represented by the outer layers of accommodation, which stop at 32 storeys compared to the 34 in the centre. A welcome bonus of the beacon device is the opportunity for prestige units at the top of the building, enjoying triple aspect and access to rooftop balconies.

 Indicative site boundary based on site proportions

PRECEDENT IMAGES	CUNARD CRUISE LINER	ROCKEFELLER CENTER	EMPIRE STATE BUILDING	LIVER BUILDING
				
				
CONCEPT MASSING				
	Broad massing with a dominant podium section.	Tall narrow massing with equal podium and mid-sections. Central massing dominates the form.	Tall elegant massing with a dominant mid-section. Overall proportions are appealing, providing a suitable mounting for the beacon.	Squat wide massing with equal mid-section and beacon sections.