

3.0 SWOT ANALYSIS

4.0 DESIGN APPROACH

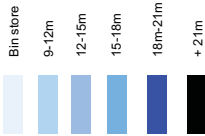
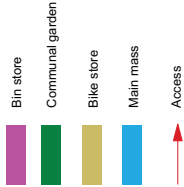
4.1 Design Approach Strategy

4.1.1 Urban Strategy

Conceptually, the massing is generated by the need to group two or three dwellings per floor around a single core for the sake of economy. The constraints associated with the site are so great that the scope for something more ambitious is not viable. With the street elevation, the intention is to create a simple architectural expression featuring a repetitive window bay with a vertical emphasis, proportionally similar to the nineteenth century terrace further south along the street. Modulation is created by the set back at ground and third floor levels. The simplicity and proportional system are intended to prevent the building from becoming an intrusive new neighbour.

4.1.2 Access and Layout

The driver behind the building layout was the creation of a single public entrance facing the street. This leads to the central stair and service core, around which the flats are grouped - all with a view to economy of circulation. From there a connection is made to the amenity space at the rear, as well as providing access to the refuse store, which is emptied via doors to the north elevation.



4.1.3 Scale

The overall scale of the scheme is in line with the scale of the local buildings which is generally 3-4 storeys. On the approach to the town centre the heights substantially increase to 6-9 storeys. A 4 storey mass is therefore justified along the street, reinforcing the frontage leading into town centre. The mass will be broken down visually to create a varied street frontage.

5.0 DETAILED DESIGN PROPOSAL

5.1 Appearance

The building presents a rhythmic elevation, parallel to the adjacent building, Solent Court. Whilst almost full width across the street frontage of the site, there is marked articulation vertically. The ground floor is set back between 800mm and 1600mm from the back of the pavement. The entrance is recessed by a further metre.

The third floor is also set back from the main pavement presence of the building. In contrast to the main floors of the building this will be expressed as a relatively lightweight post and beam structure, infilled by paneling in either timber or glass, depending on the requirements of the plan behind.

The windows on the upper floor are large in order to maximise daylight and natural ventilation as well as to provide views across the rooftops of the town, the amenity space to the rear, and the substantial area of open space to the west, believed to be the former churchyard to St. Giles.

On the south elevation, a two storey high bay, delineating outdoor balcony space, creates a visual focus to the view from the south along Southampton Street.

The north, west and the rear part of the south elevation remain simple, but again with the top floor expressed differently in timber or other lightweight contrast cladding.

