

Architectural Design

Building Location Plan



- Key**
- Building A
 - Building B
 - Building C
 - Building D
 - Building J3
 - Building K
 - Building L
 - Building M



Building A

Contextual Analysis

Key

- Site Boundary
- ▶ Pedestrian and cycle route
- Key Frontages
- Neighbours - Massing sensitivity needed
- ↻ Mirroring uses/ activity
- ||||| Commercial activating corners
- Servicing
- Amenity Space
- Building outline
- Public spaces added
- M Doors/ Activity/ Security/ 24 hours
- ||||| New pedestrian crossing
- 🚌 Bus stop
- 🛍️ St. Augustines shopping scale
- ⛪ St. Augustines church
- 👁️ Vista
- Cycle Route

Response

Block A, Edward Street

Activation needed along this street to balance alongside servicing requirements.

Block A, Beckham Place

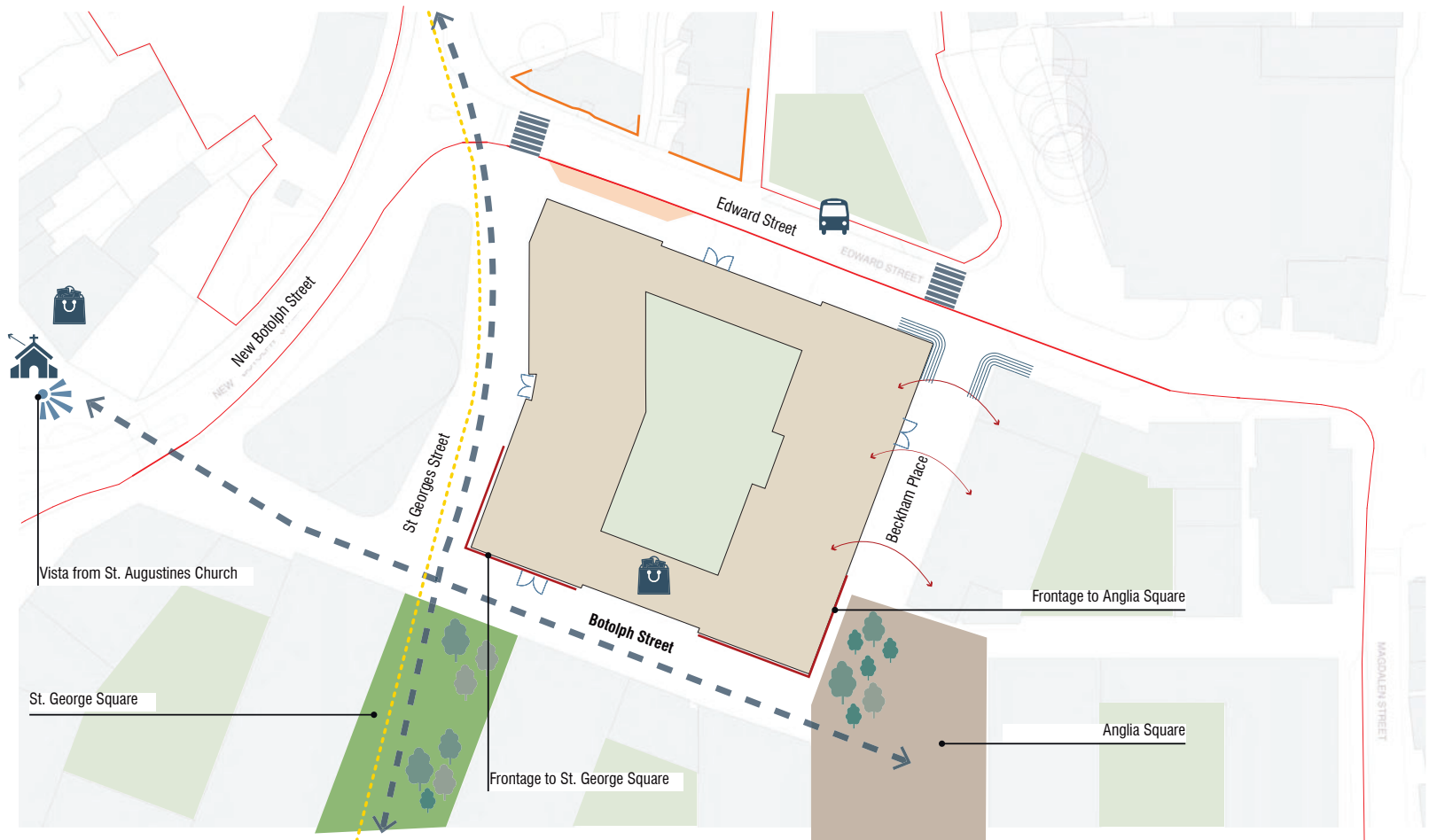
New route to connect the North of Beckham Place to Anglia Square and the wider city.

Block A, Botolph Street

Primary route, key corner buildings fronting squares - architectural importance.

Block A, St Georges Street

Key route providing residential front doors at ground level



Massing Overview

Quantum Summary

Private Homes: 149

1 Beds: 54

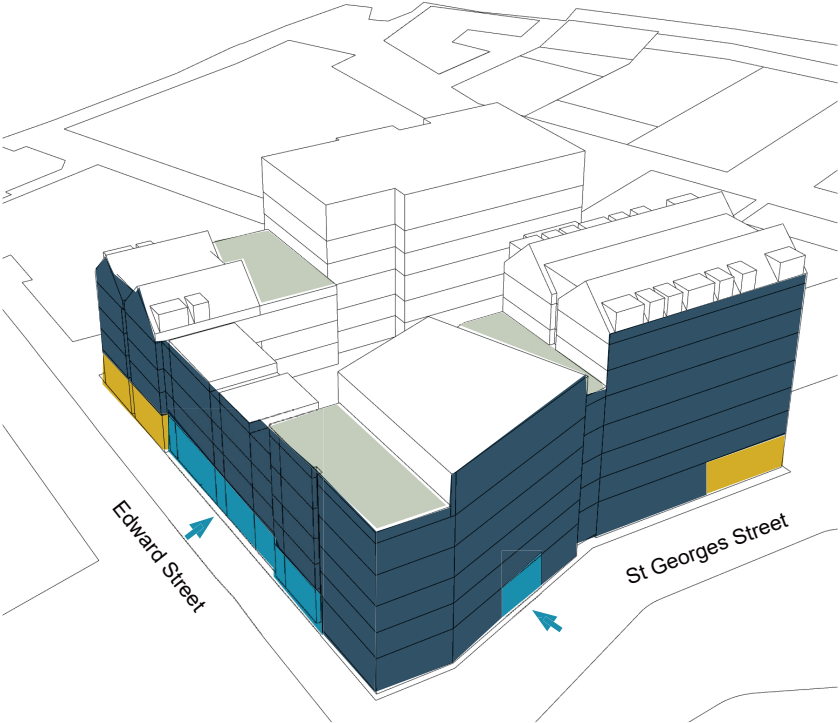
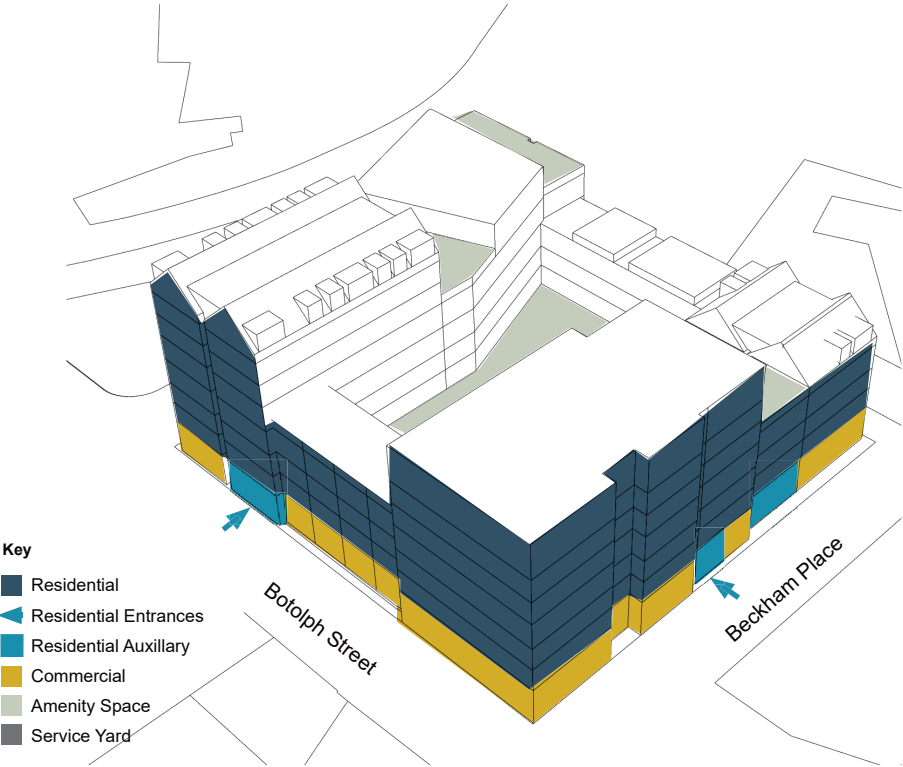
2 Beds: 86

3 beds: 8

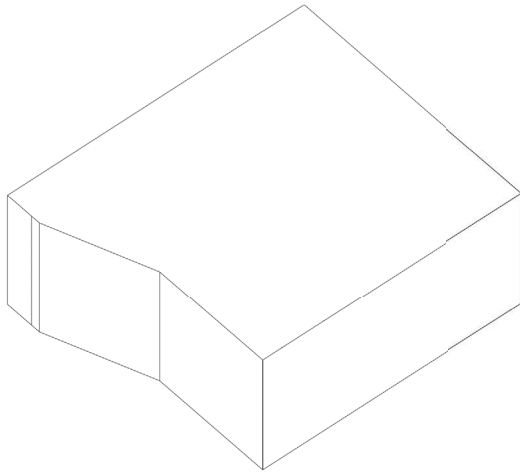
Residential NIA: 9,8139m2

Commercial NIA: 1,235m2

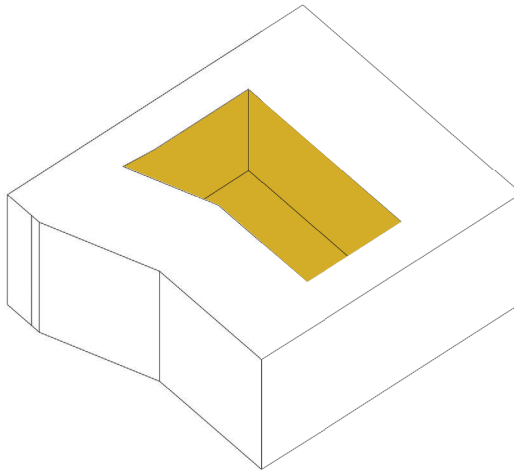
Total GEA: 20,515m2



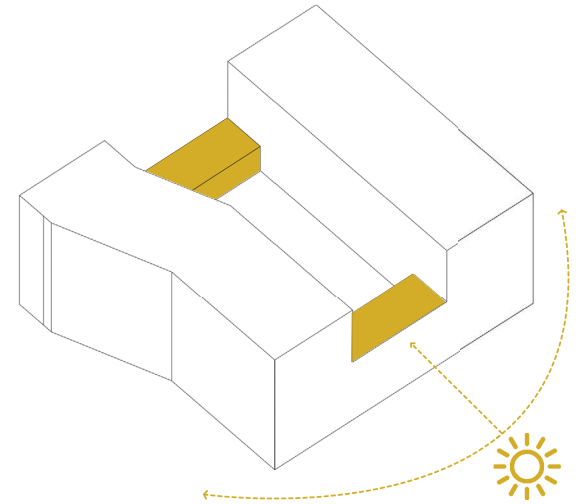
Massing Evolution



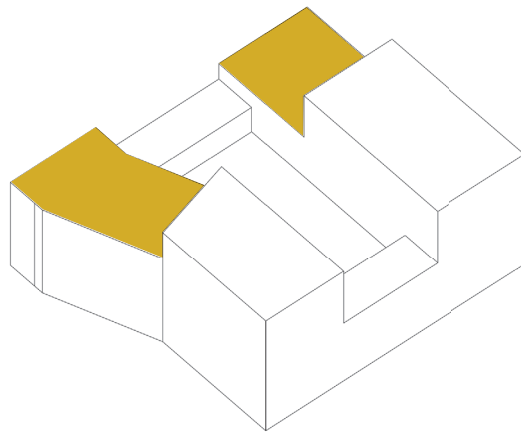
1. Basic Form



2. Introduce Amenity Space

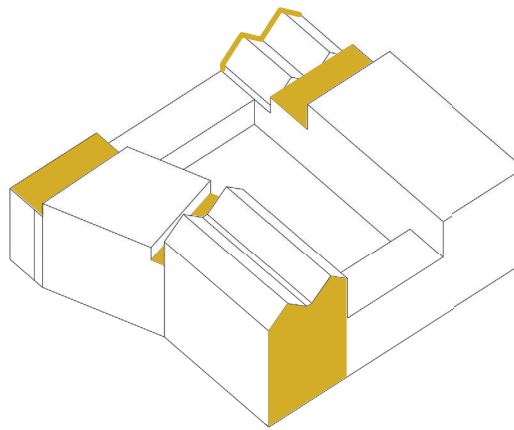


3. Allow Light into the Amenity



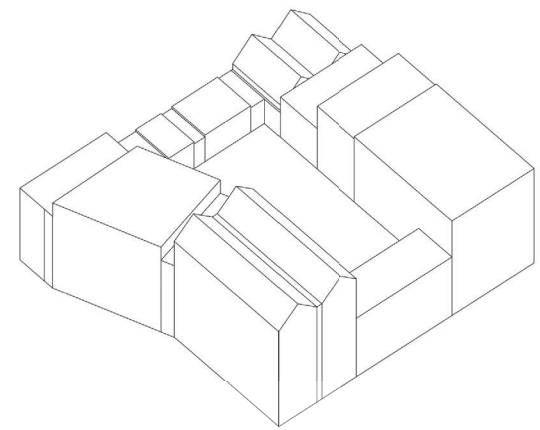
4. Sensitivity to Edwards St

Buildings reduced in mass on the northern edge to respond to scale of neighbouring buildings.

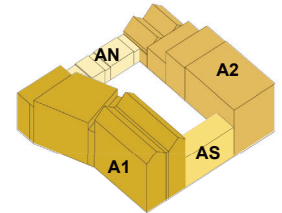


5. Breaking down the mass further

Twin gable roof element adds a focal form at the end of St Georges square. Mass manipulated further to represent the undulating rhythm of Norwich streets.



6. Architecture



Grounded in Norwich



Location Key



St Georges Street 13-14. 1938

Expressed gables
addressing the street

Vertical texture to upper
levels

Grouping of the facade
with different treatments

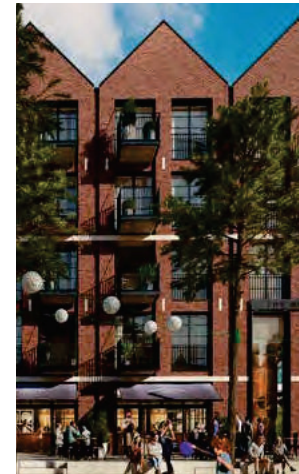
Emphasis of verticality,
creating slender
proportions

Commercial at ground

Precedents



Coffey Architects

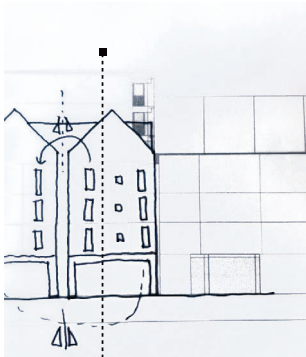


Goodluck Hope, London

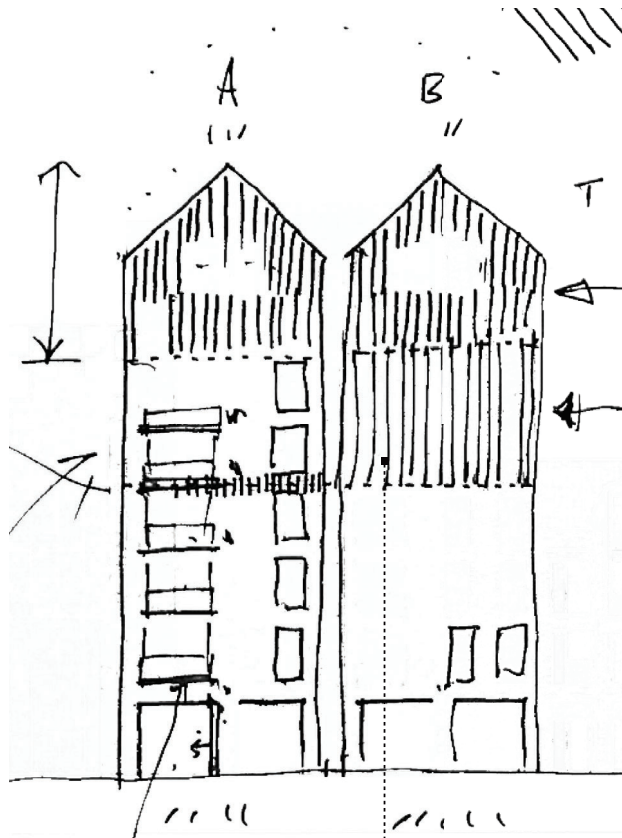
Design Development

Design development sketches exploring:

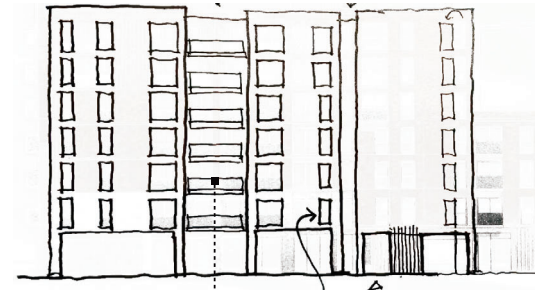
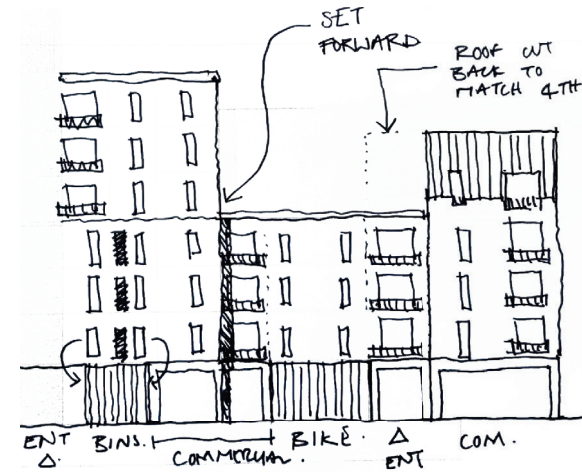
- Roof form
- Texture
- Balcony features
- Bay grouping



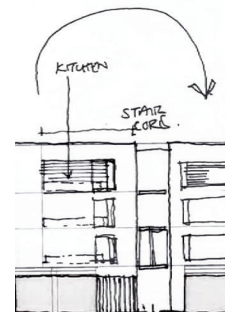
Gable Form



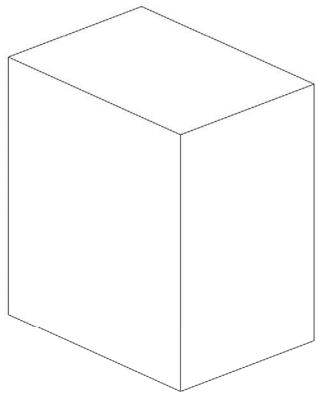
Textured Brick



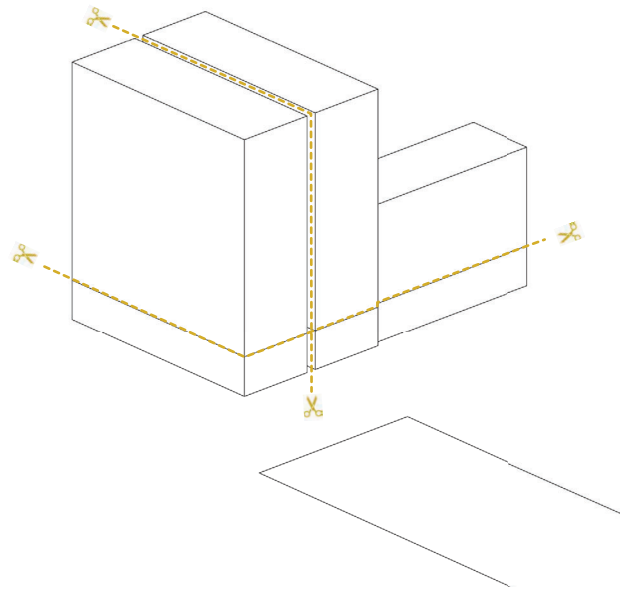
Inset Balcony - replicate a party wall



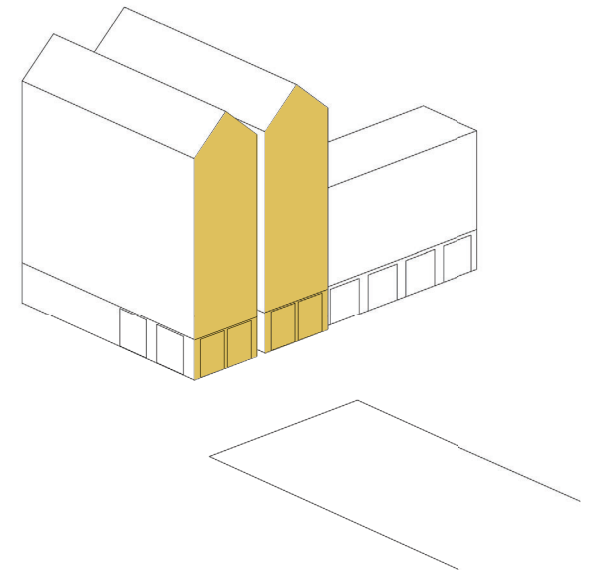
Form



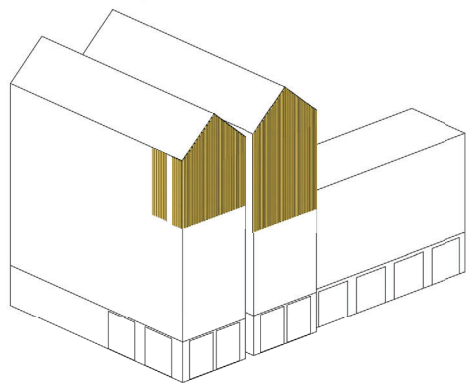
1. Basic Form



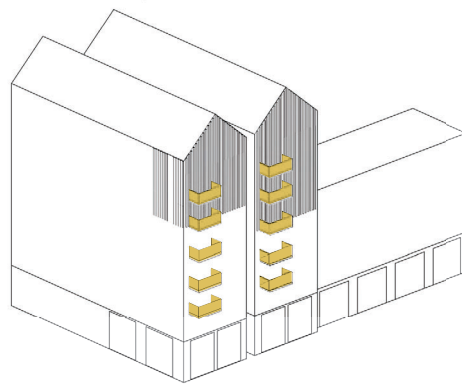
2. Horizontal & Vertical Break



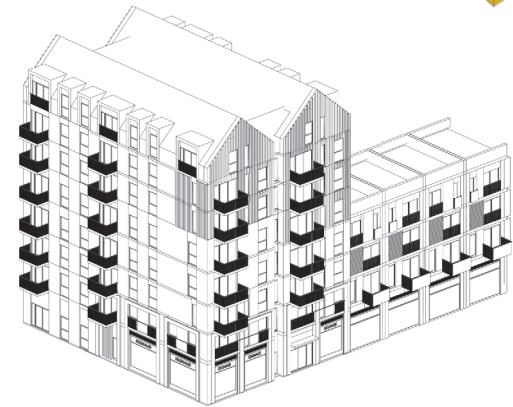
3. Gable End



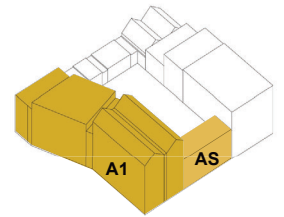
4. Vertical Texture



5. South facing balconies



6. Architecture



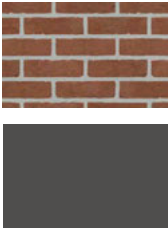
Bay Study - Building A1 Botolph Street



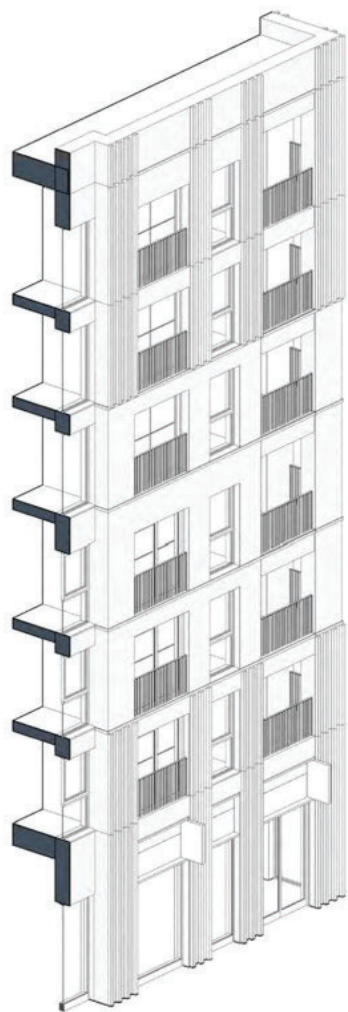
Building A1 has a prominent location on the northern edge of St George's Square. Retail units and a generous residential foyer, addresses this key landscaped amenity space, with south facing balconies overlooking. The form and roofscape emphasis the verticality of the mass. A simple palette of red brick is used. Subtle interest is added, with the use of vertical brickwork corbeling for the upper levels, referencing the timber clad upper floors typical of Norwich.

Brick - Base Colour

Grey Metalwork & Window Frames



Bay Study - Building A2 Anglia Square

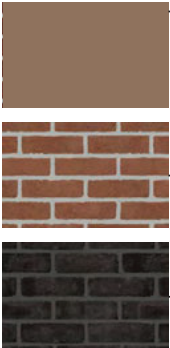


Building A2 forms the Eastern bookend to block A, and therefore employs the same facade strategy of vertical brickwork corbeling as building A1 to the Western end. The facade is visually broken down into three layers. A two-storey plinth, in dark grey brick to emphasis robustness, with vertical corbeling for detail. A three-storey body, in the same red brick as the A1 building. To top the building, a two-storey head in the same red brick, but with the re-introduction of vertical corbeling. Recessed balconies are used to further emphasis the robust nature of the architecture. Shopfronts activate the ground floor, with a prominent commercial entrance addressing Anglia Square.

Brown Metalwork & Window Frames

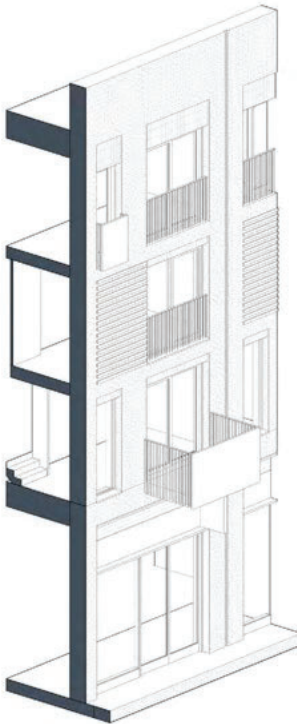
Brick - Base Colour

Black Brick - Feature Colour



Bay Study - A South

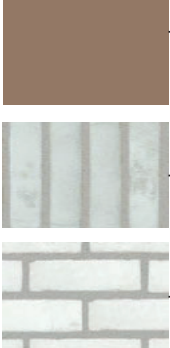
Building AS. Linking buildings A1 and A2, are a series of four storey buildings with commercial at ground and residential above. Due to their location addressing Botolph Street a smaller scale is required. A vertical module has been used to give the feel of a townhouse typology, in a pale grey brick to contrast with its neighbours. The fenestration is made up of a variety of balcony styles and window locations to create a more playful facade.



Bronze Metalwork

Light Grey Brick Soldier Course

Light Grey Brick



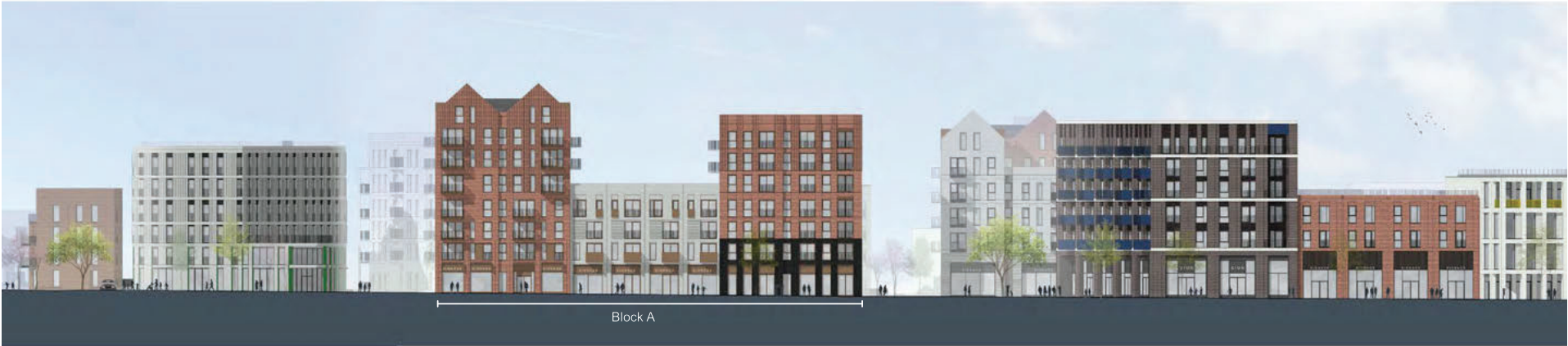
Botolph Street looking towards Anglia Square



Edward Street looking West



Block A Elevations



Building B

Contextual Analysis

Key

- Site boundary
- ↕ Neighbouring Building Proximity
- ↕ Existing Entrance
- ↻ Relate to Neighbouring Mass
- ||||| Commercial activating corners/ gateway
- Amenity Space
- Building outline
- Parking area
- Main street / Noise
- Typical North Norwich terrace
- ~ Residential entrances on routes
- ||||| New pedestrian crossing
- 🚗 Parking Area / Car Club
- ⛪ St. Augustines church
- ↔ Existing connection

Response

The urban grain to the north of the site consists of rows of east west terraced streets. Local street pattern can be replicated and reinstated on this site. Sensitivity and proximity to the neighbouring buildings to be carefully considered.

The existing perimeter wall can be made into a design feature to provide an enclosed semi-public communal space.

Opportunity to reinstate the former historic yard, and its connection to St. Augustines street.

Creating a street edge to repair the lost urban grain.



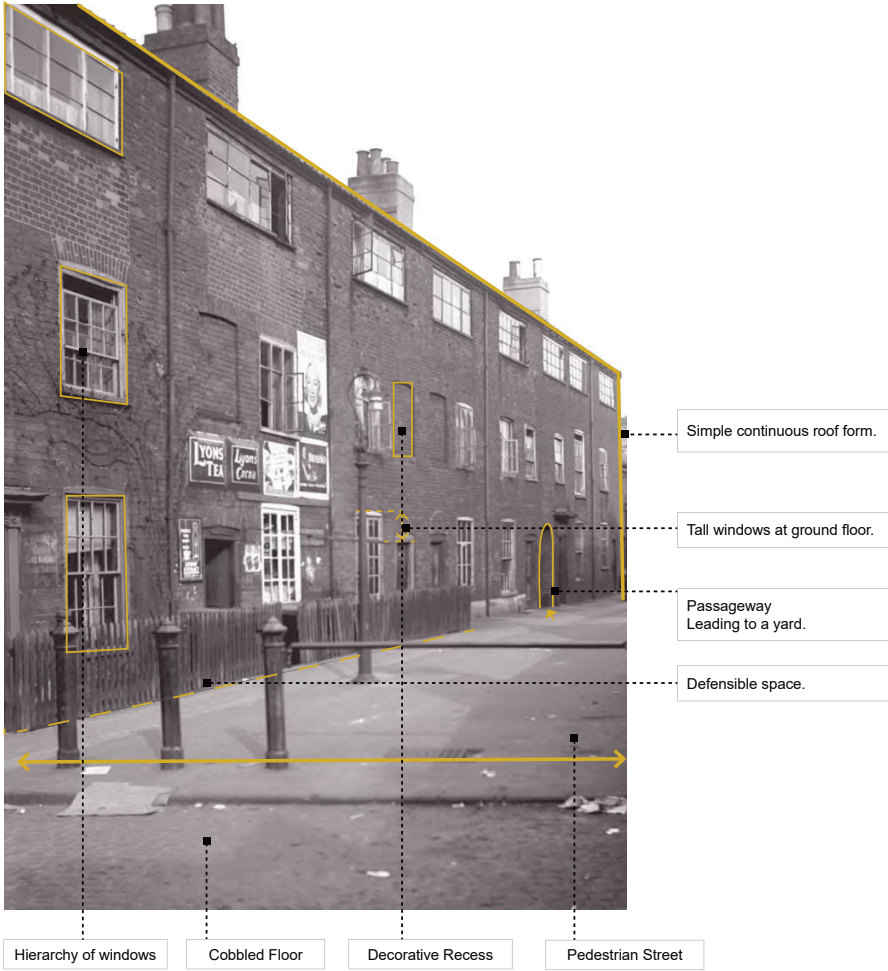
Grounded in Norwich



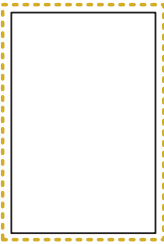
Location Key



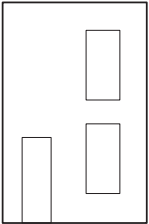
Proposed Building B is sited on the historical location of Rose Yard.



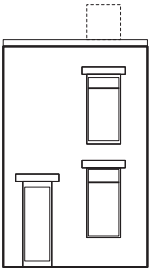
Esdelle Street



The Context
2 storey terraced house



The Fenestration
Repeated window stacked



The Feature
Chimneys & decorative headers

The urban grain to the north of the site consists of 2 storey terraces with repetitive elevations.

Quantum Summary

Affordable Homes: 25

1 Beds: 14

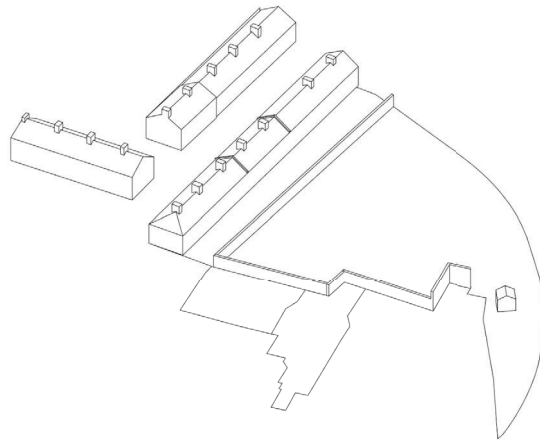
2 Beds: 0

3 beds: 11

Residential NIA: 2,025m2

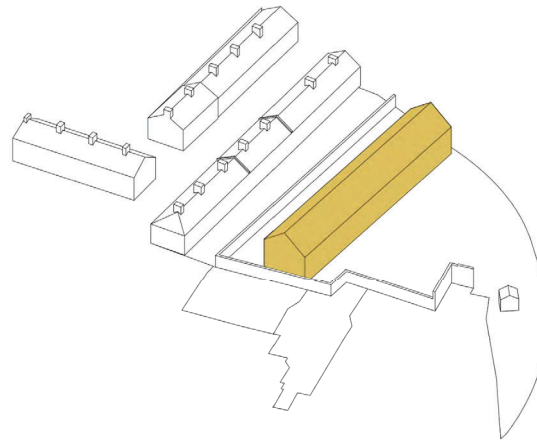
Total GEA: 2,705m2

Form



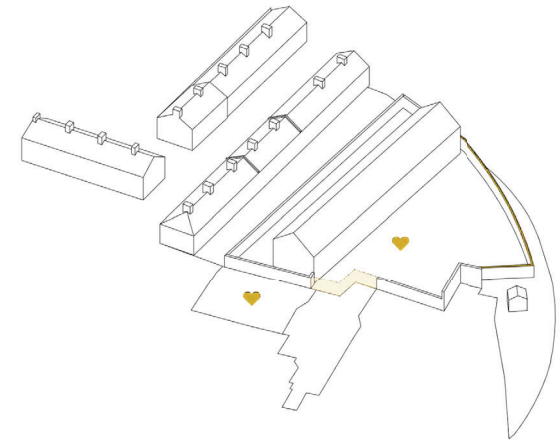
1. The Site

The perimeter wall cuts off this site from the neighbouring yard, park and St. Augustines street.



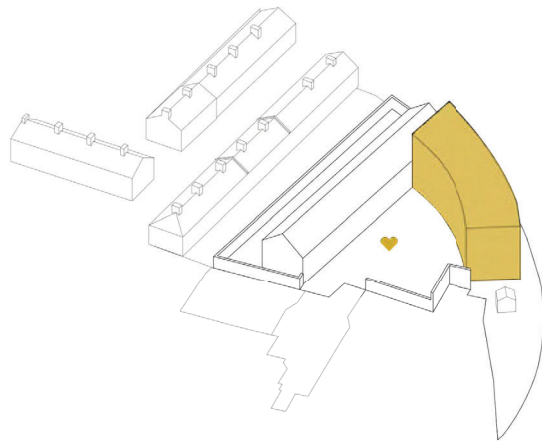
2. Northern Terrace

Low scale east- west terrace added to respond to the local urban grain.



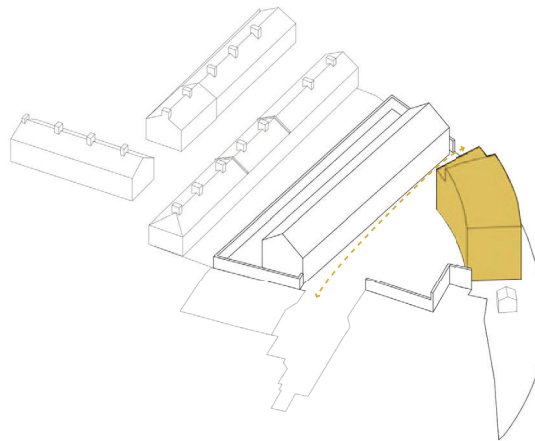
3. Connecting Yards

Reinstating the former Rose Yard in the centre of the site. Removing part of the existing perimeter wall to improve permeability and connection to local amenities. Wall wraps around the street edge to create a semi-public communal space.



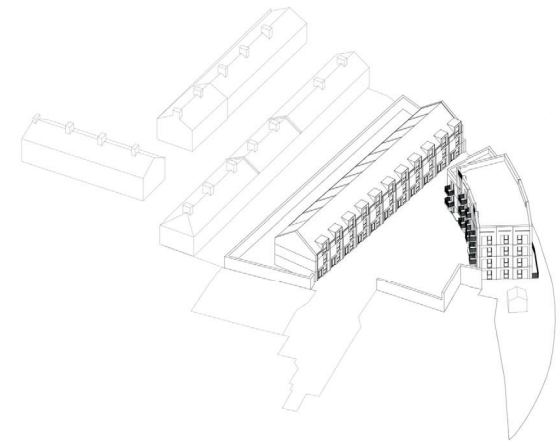
4. Building form added to complete the yard

Yard wrapped by built form. Building above the perimeter wall along the street edge to repair the lost urban grain.



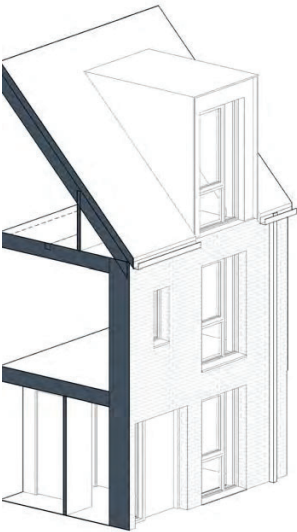
5. Height & Roof Form

A route through the site is added to allow for vehicular access. The height steps on the southerly building to respond to the scale of the northern terrace.



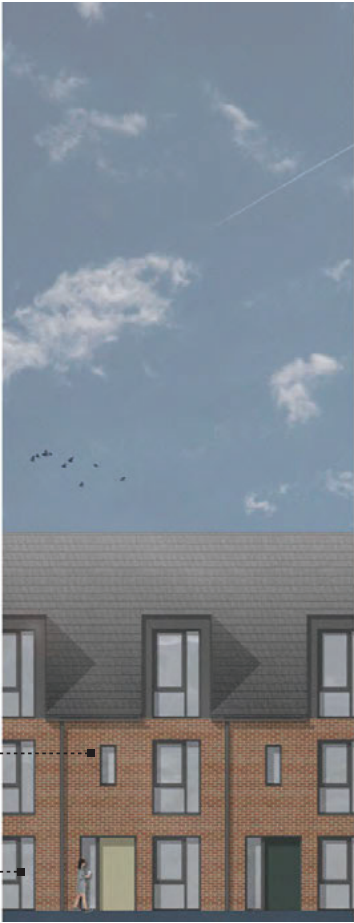
6. Architecture

Building B2, Apartment Typology - Bay Study



Red Brick - Base Colour

Dark Grey Metalwork &
Window Frames





Rose Yard

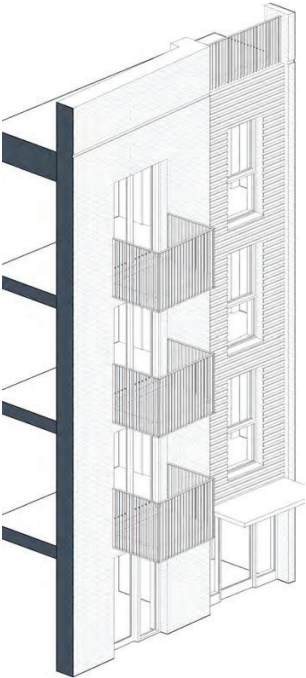
View of the internal amenity space.



Edward Street looking West

100
100
100

Building B2, Apartment Typology - Bay Study



Red Brick - Base Colour

Dark Grey Metalwork & Window Frames



Building C

Contextual Analysis

Key

- Site boundary
- Beckham Route/ Footfall
- Walled boundary edge
- Proximity to Neighbouring Buildings
- Servicing from Beckham Street
- Commercial activating corners/ gateway
- Amenity Space
- Building outline
- Parking area
- Main street / Noise
- Servicing
- Residential entrances on routes
- New pedestrian crossing
- Bus stop
- Blank facade

Response

Buildable area defined by neighbouring blocks proximity.

Quantum Summary

Affordable Homes: 21

1 Beds: 21

2 Beds: 0

3 beds: 0

Residential NIA: 1,124m²

Total GEA: 1.635m²



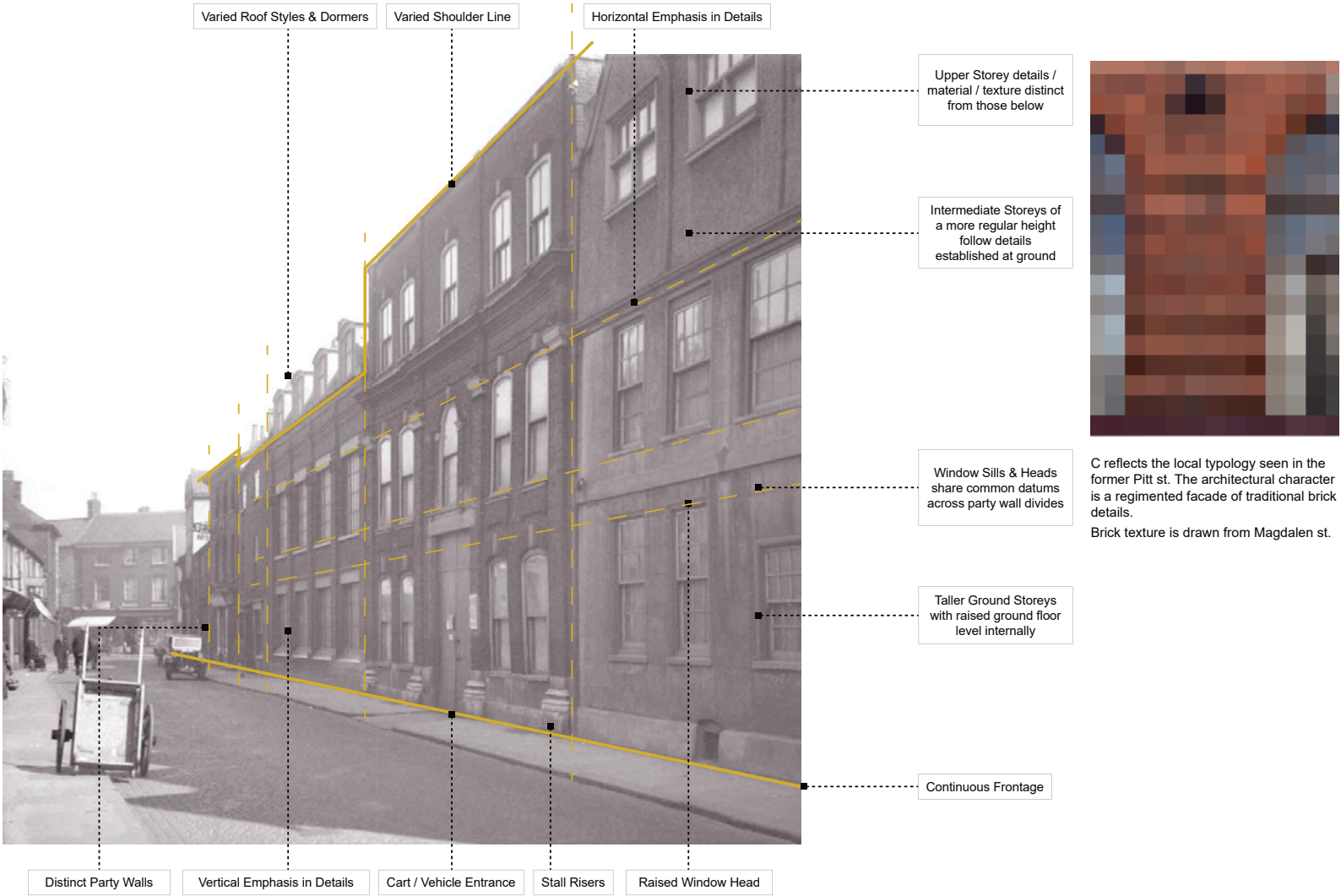
Grounded in Norwich



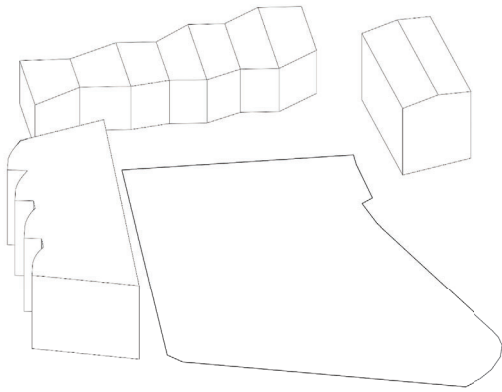
Location Key



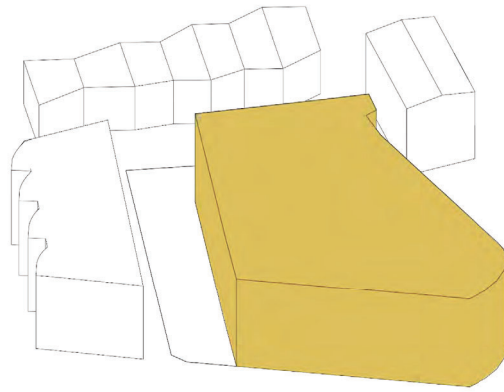
Proposed Building C is sited on the historical location of Norwich Crape Factory.



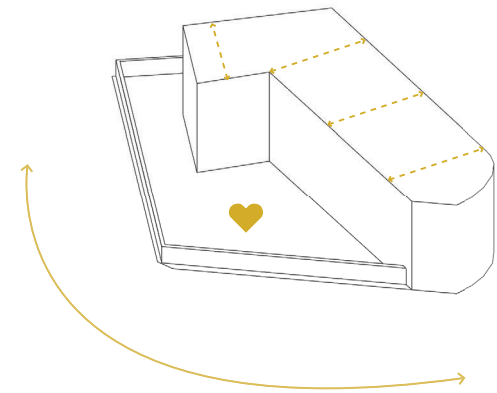
Form



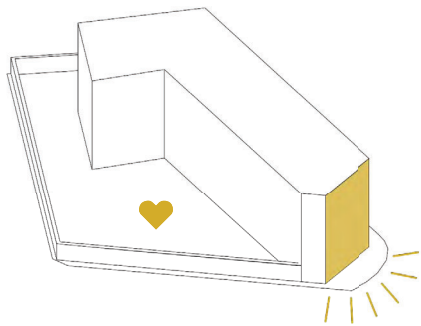
1. The Site



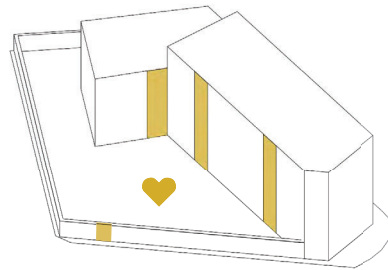
2. Buildable Area



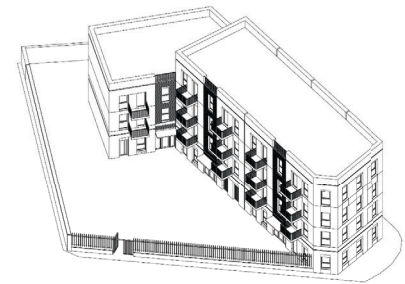
3. Create yard to optimise daylight and dual aspect opportunities



4. Key Corner



5. Focal Entrances

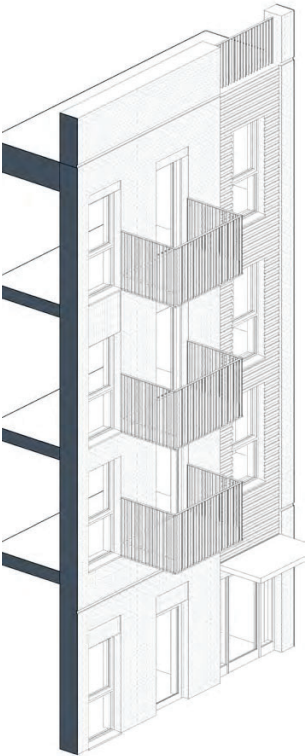


6. Architecture

Edward Street looking East

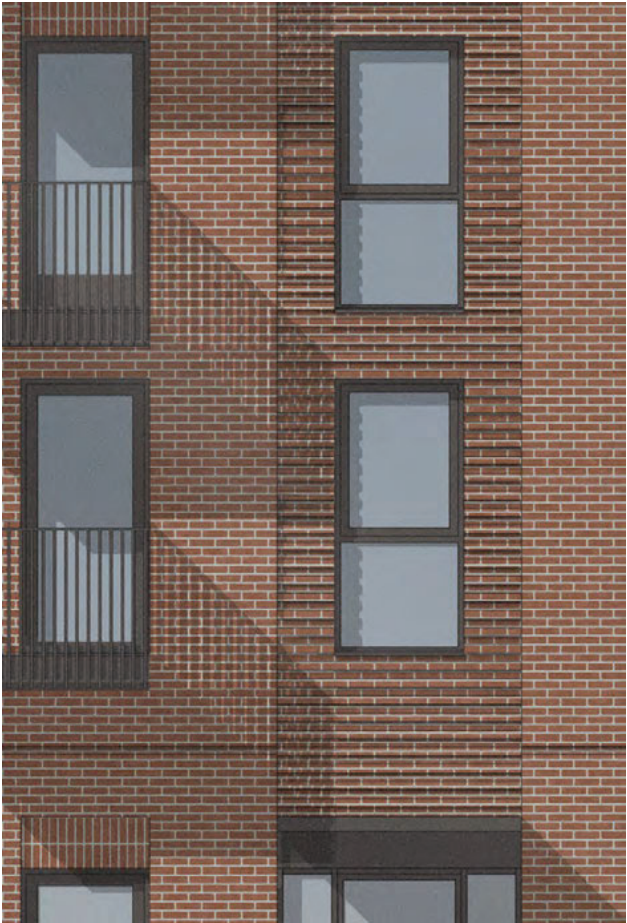
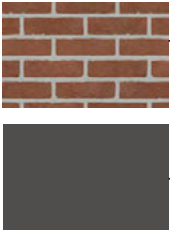


Block C - Bay Study



Red Brick - Base Colour

Dark Grey Metalwork &
Window Frames



Building D

Contextual Analysis

Key

- Site boundary
- Sat within intersection routes
- Loading/ hub bay
- Road environment
- Building outline
- Public spaces added
- Key/ high visibility corners
- Residential front doors
- New pedestrian crossing
- Community integration

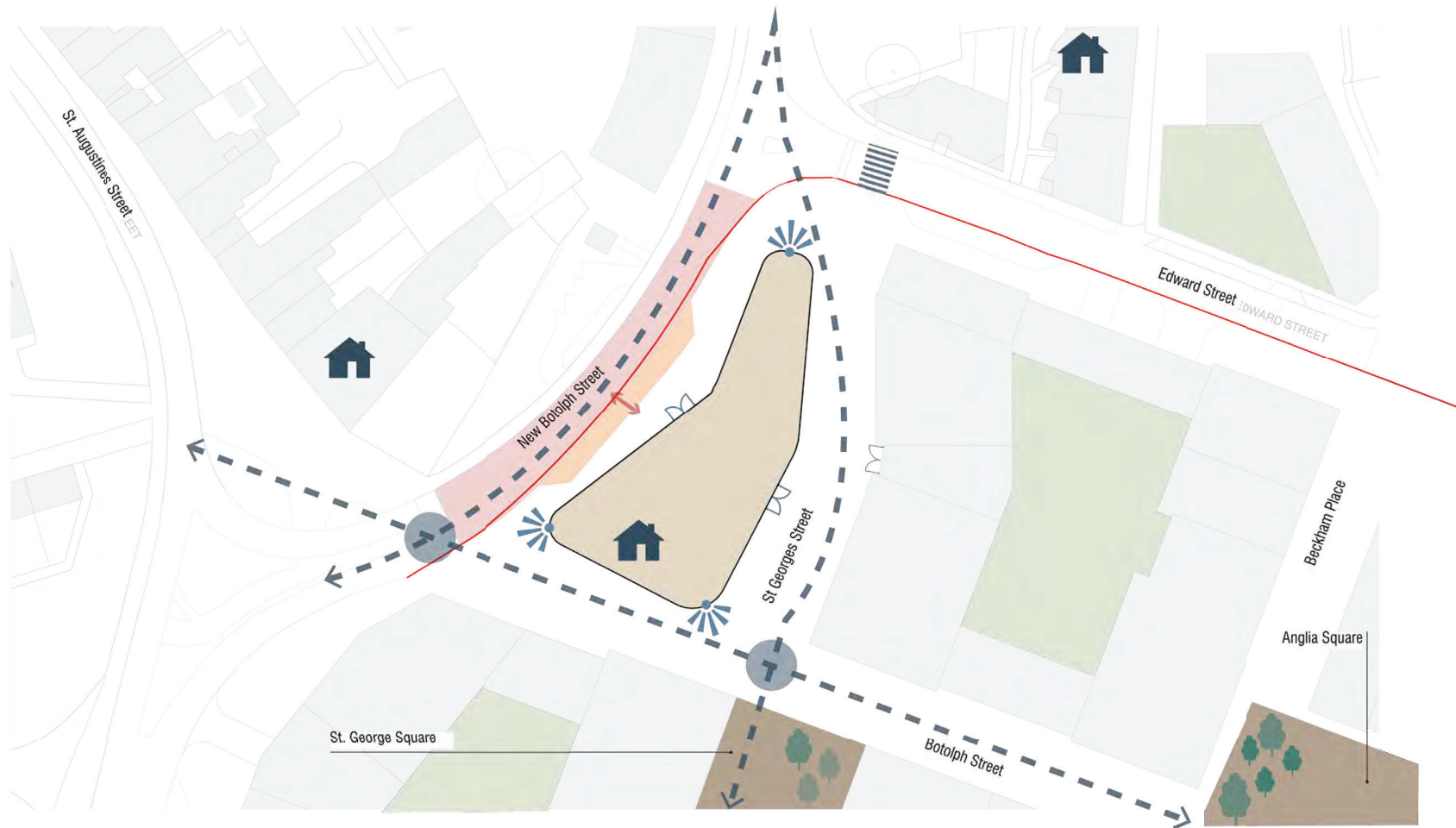
Response

Primary routes surround the building.
The building footprint responds to desire lines and footfall to Anglia Square.

The building provides a gateway entrance into the site.

Well positioned to connect new and existing communities.

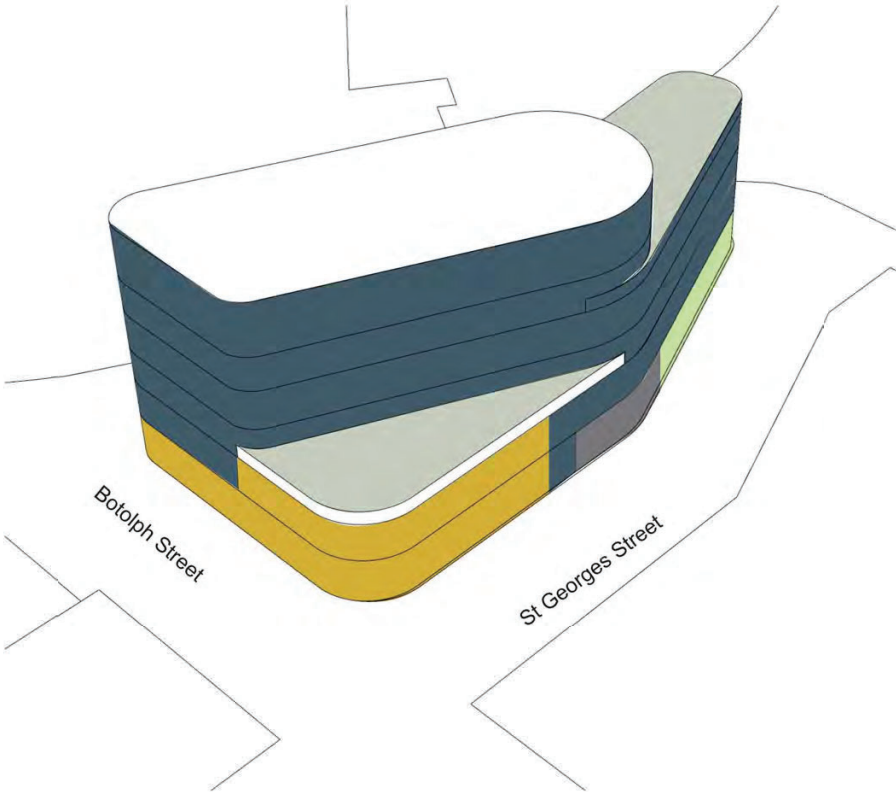
Therefore opportunity for notable architectural style that is purposefully distinguishable from the local vernacular.



Community Hub



Location Key



Key

Quantum Summary
 Private Homes: 34

1 Beds: 10
 2 Beds: 24
 3 beds: 0

Residential NIA: 2,224m2
 Community Hub NIA: 725m2
 Total GEA: 4,123m2

- Residential
- Village Hall
- Community Hub
- Amenity Space

Precedents



The Ray / AHMM

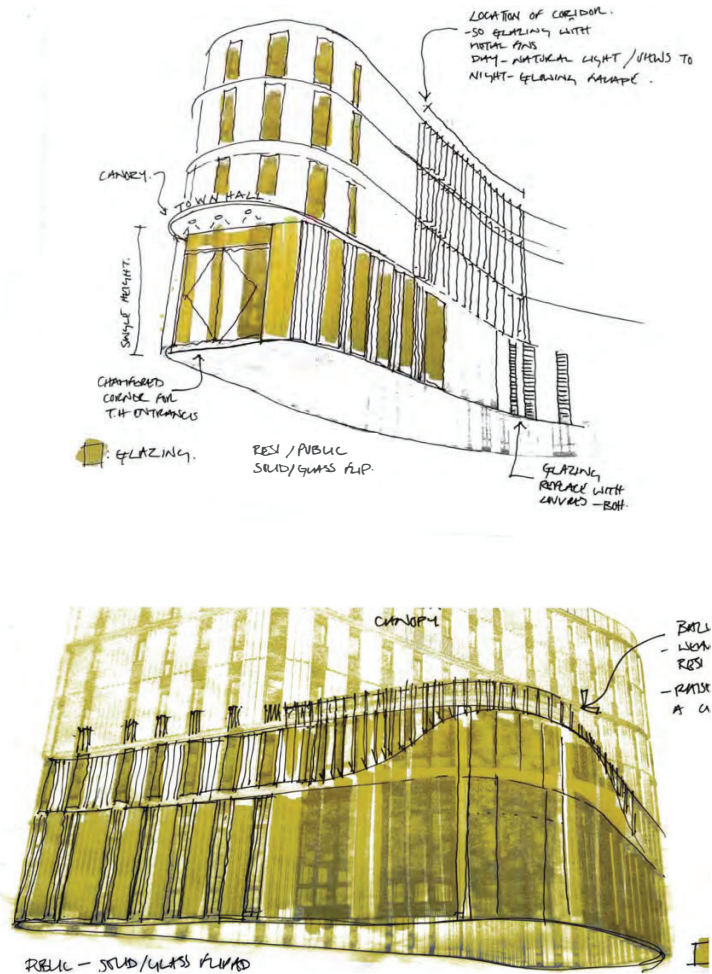
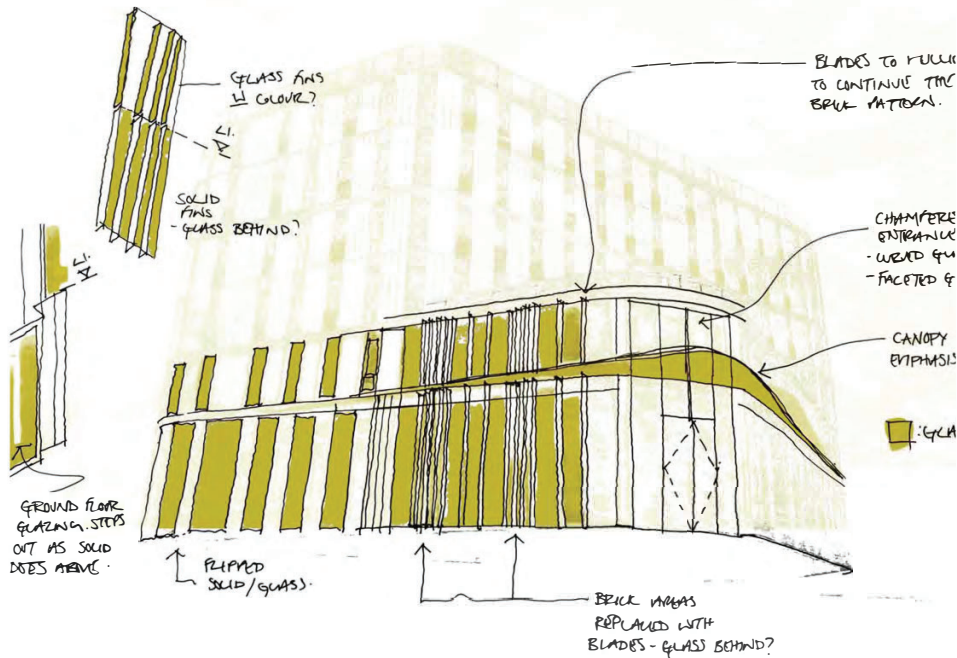


Claygate / Alexander Martin Architects

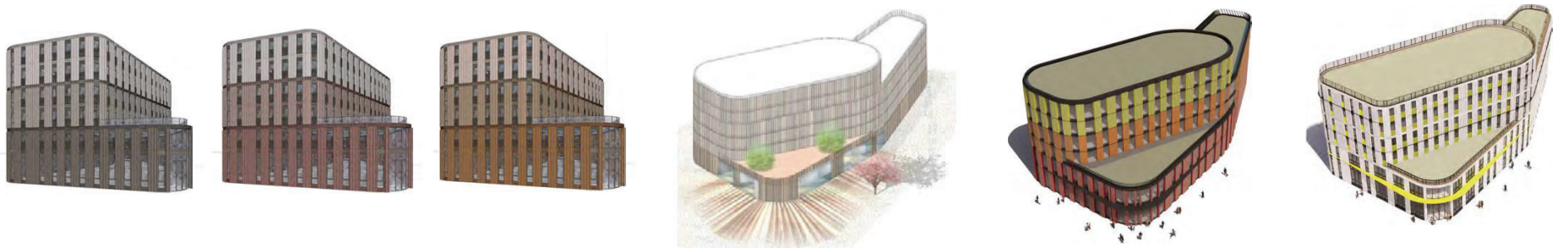
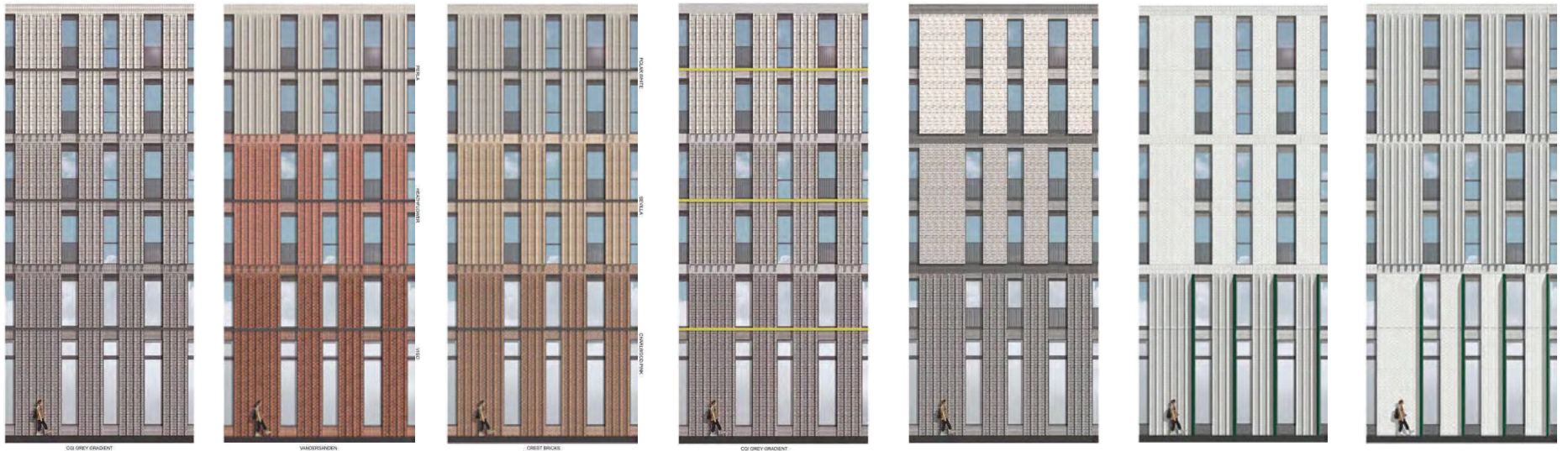
Design Development

Design development sketches exploring:

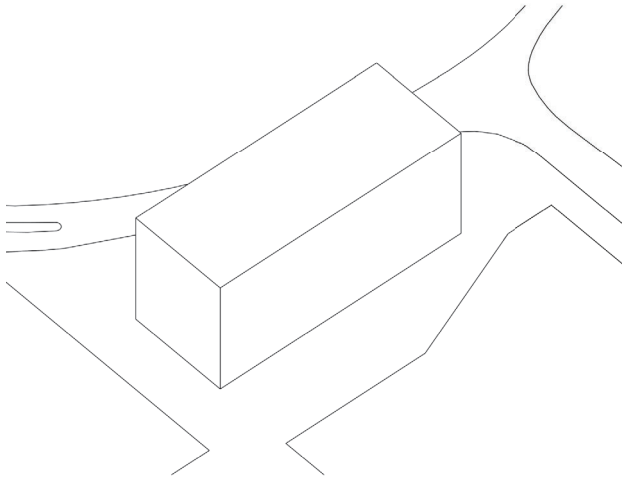
- Curved form
- Colour
- Entrances
- Banding
- Texture
- Grouping
- Public & private use



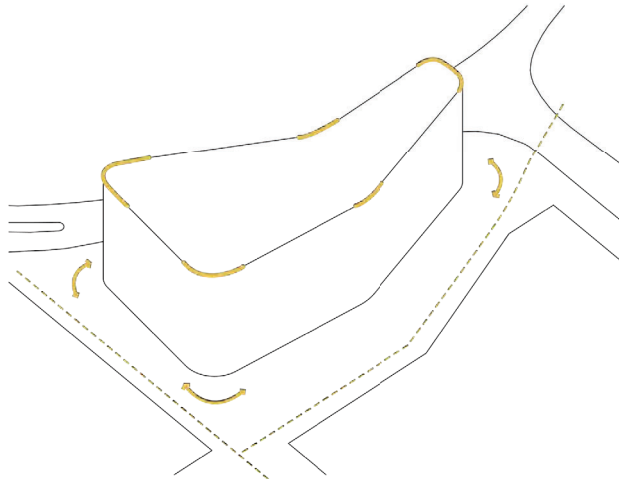
Facade Colour Studies



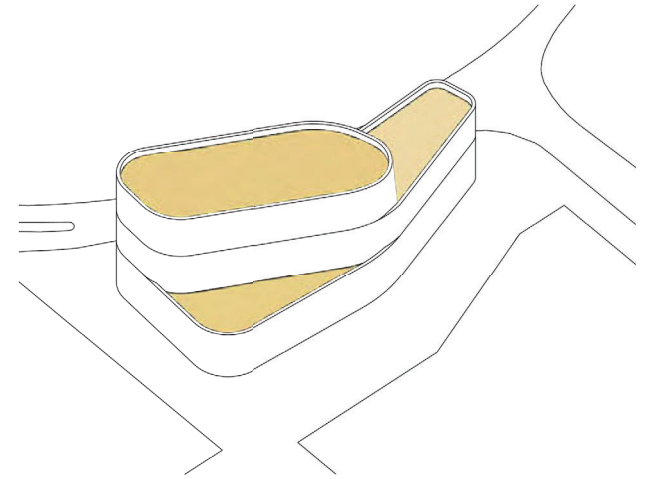
Form



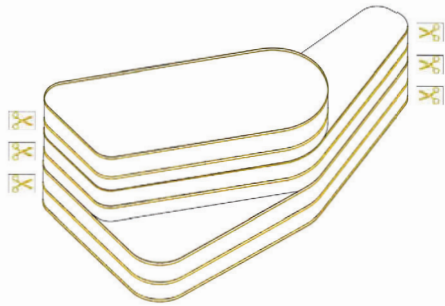
1. Basic Form



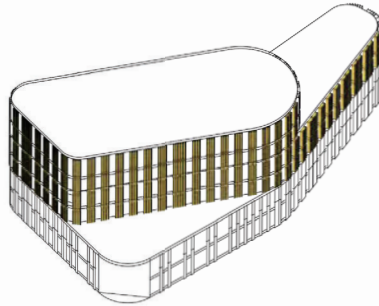
2. Curved Edges - curves lead footfall to routes



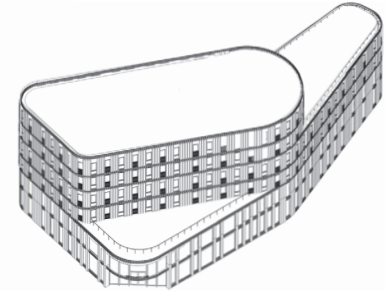
3. Terraces



4. Horizontal Banding



5. Vertical Texture



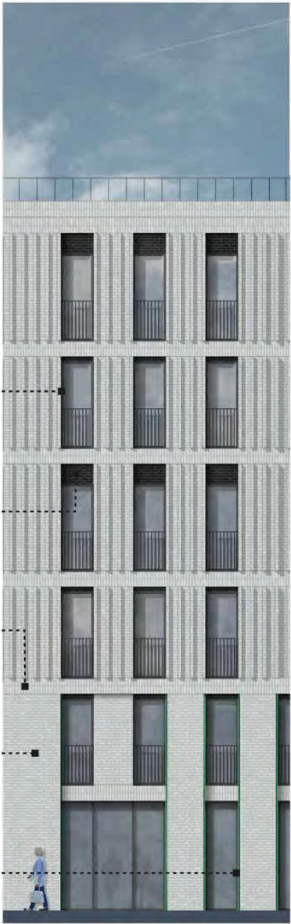
6. Architecture

Bay Study



Textured brickwork to upper residential levels divided by twin soldier coursing. Dark contrasting brick headers to windows provides hierarchy to the facade.
Paired ground and first floors provide a two storey base of brick piers with green coloured window reveal.

- Dark Grey Metalwork & Window Frames
- Black Brick
- Light Grey Brick Soldier Course
- Light Grey Brick - Base Colour
- Green Metalwork - Ground Floor Fins



Botolph Street & St Georges Street Junction



Building J3

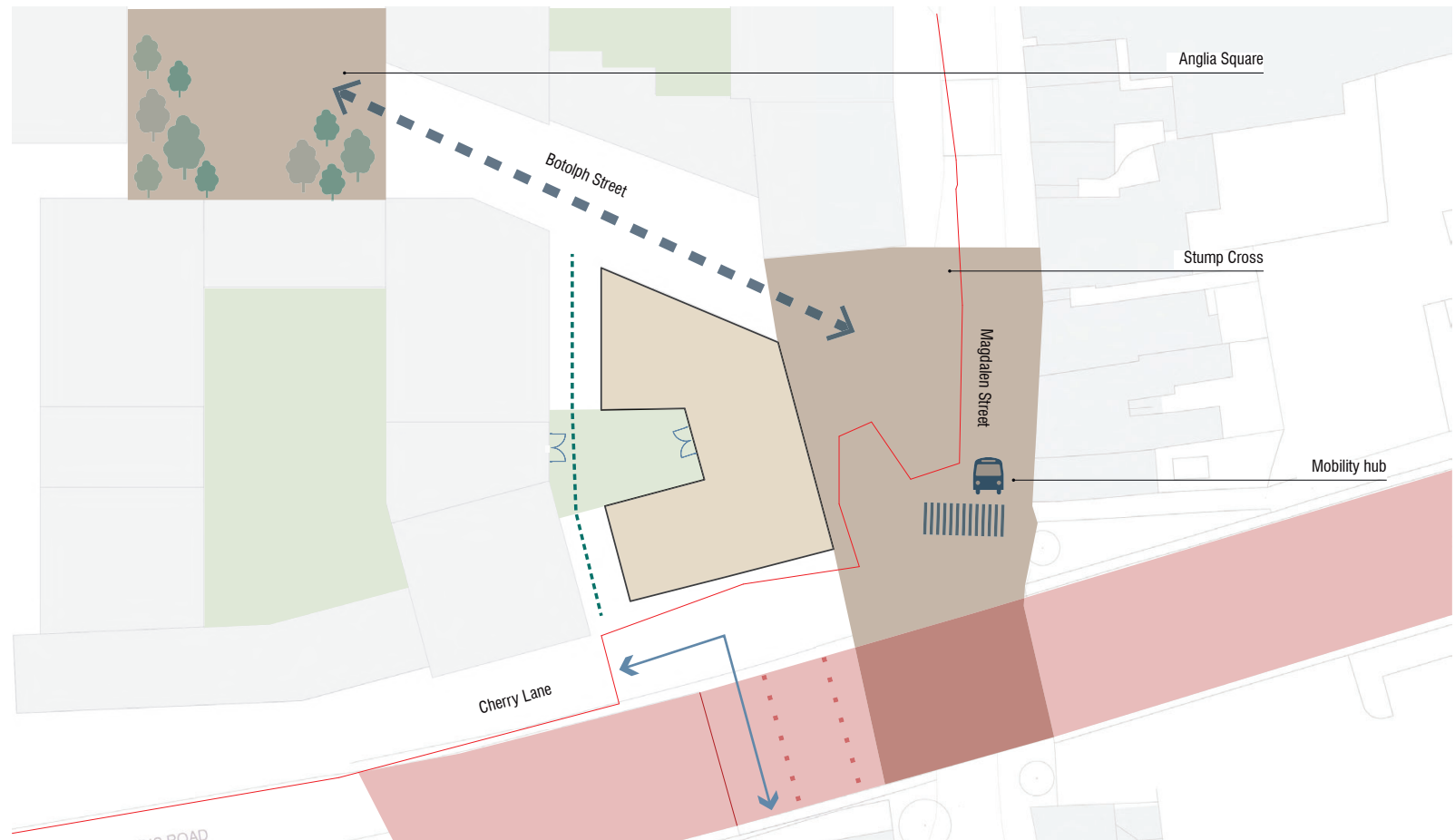
Contextual Analysis

Key

- Site boundary
- Pedestrian routes and permeability
- R.O.W route
- Yard lane
- Fly over/ Under fly over
- Yard
- Building outline
- Public spaces added
- Residential front doors
- New pedestrian crossing

Response

The scale of building J3 will contextually respond to the scale of Magdalen Street. J3 aids Stump Cross in creating a formal and inviting entrance to Anglia Square. Retail will wrap around the ground floor to reinforce the commercial connection of Botolph Street & Magdalen Street. The southern elevation will provide surveillance and activity to facilitate the use of under the flyover, this will encourage footfall along the new route of Cherry Lane.



Massing Overview

Quantum Summary

Private Homes: 8

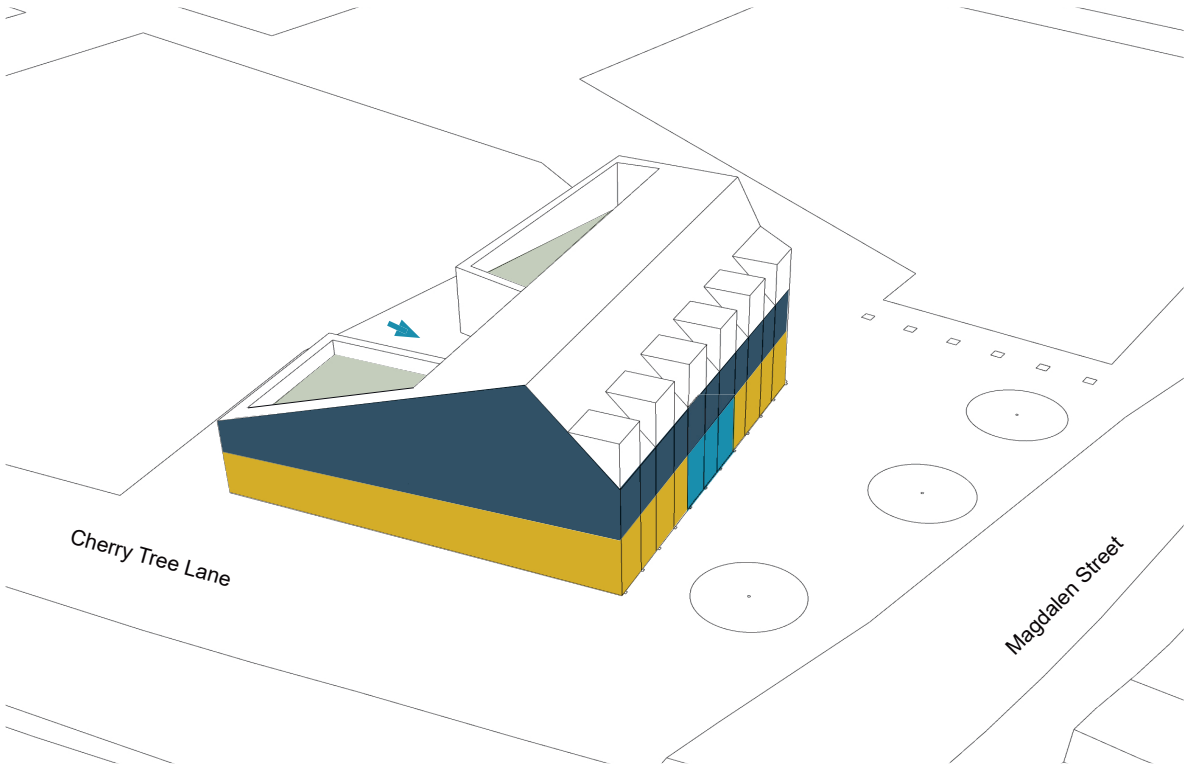
1 Beds: 4
2 Beds: 4
3 beds: 0

Residential NIA:528m2

Commercial NIA:4274m2

Total GEA: 1,315m2

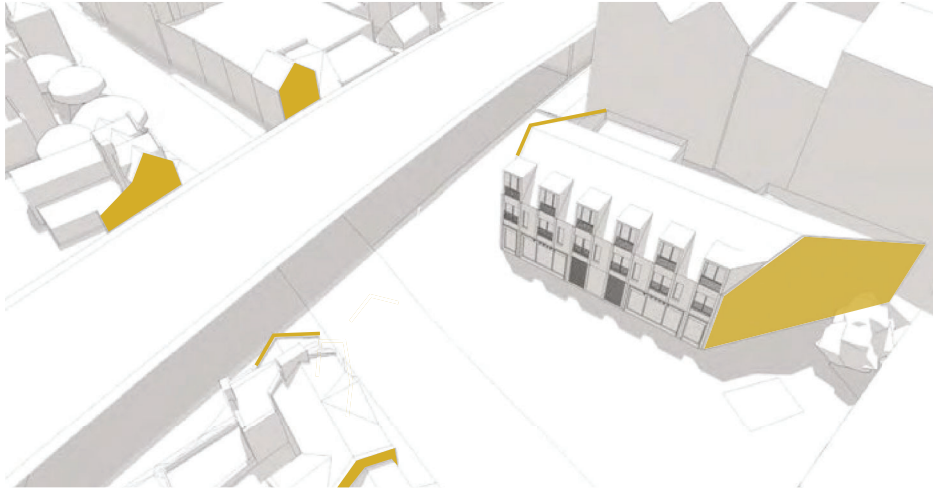
- Key
- Residential
 - Residential Entrances
 - Residential Auxillary
 - Commercial
 - Amenity Space
 - Service Yard



Grounded in Norwich

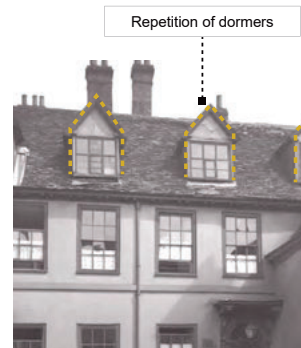


Location Key

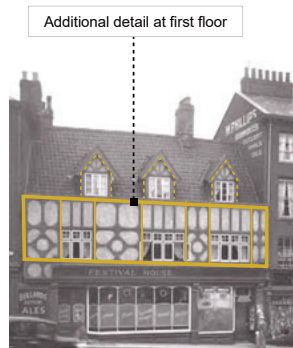


The Gable End

1. The form of the building is derived from its context - the gable end is accentuated in Building J3. Form, scale and orientation is related to Magdalen Street.



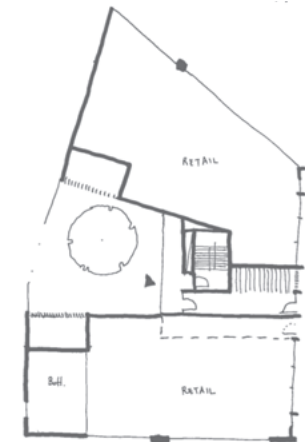
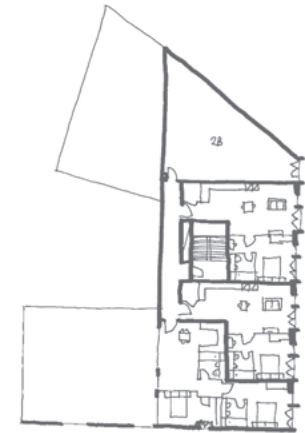
Magdalen St Gurney Court



St George St 2 to 10 - 1936



Elm Hill 30 to 36

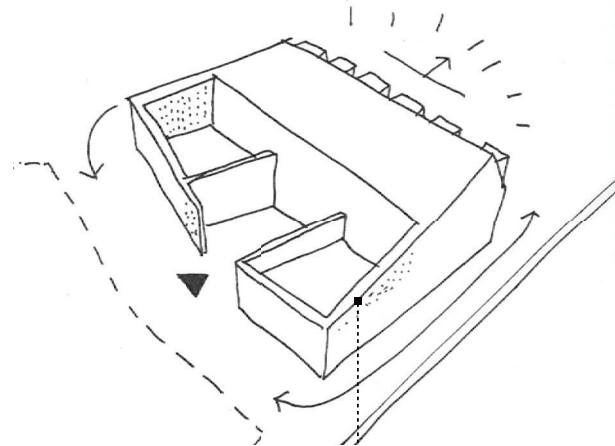
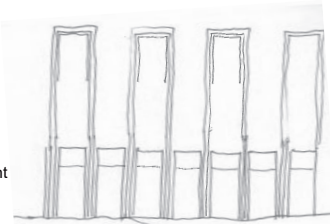


Design Development

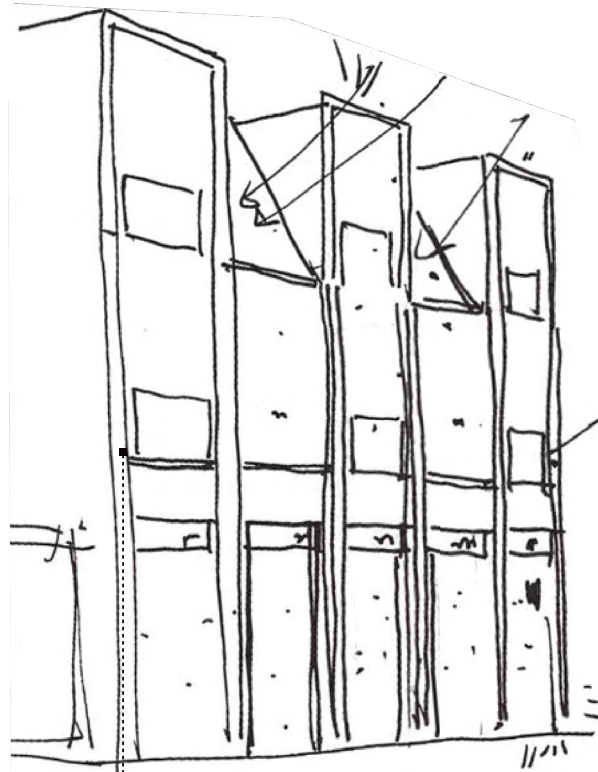
Detail & Language

The design is derived from a prominent gable end - inspired by Norwich's roofscape. The gable mirrors the neighbouring buildings in context of the flyover.

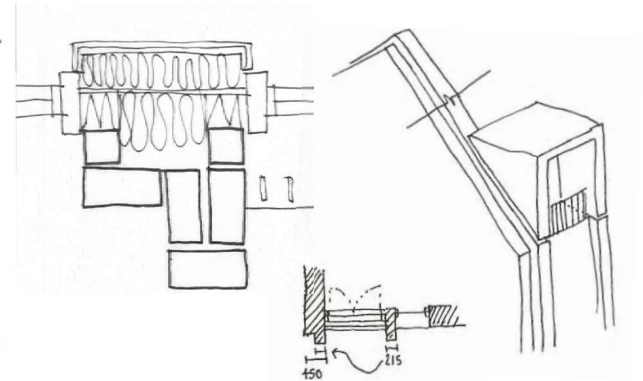
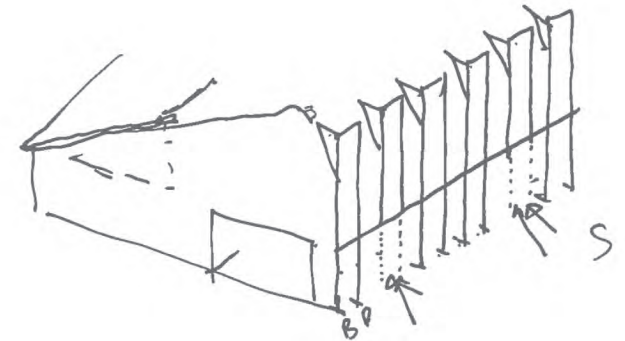
Vertical piers adjoin the dormers. Creating an architectural hooded element to highlight the repetitive dormers along Magdalen Street.



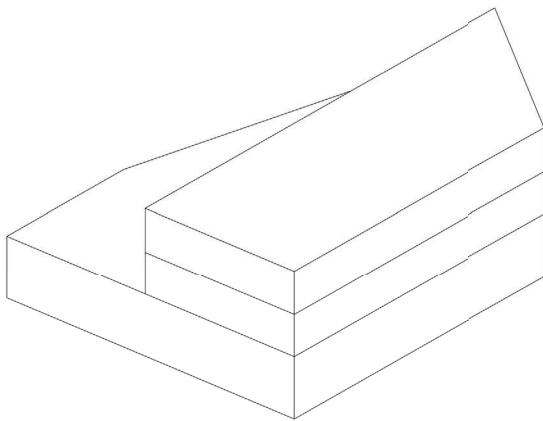
Hit & Miss Brickwork



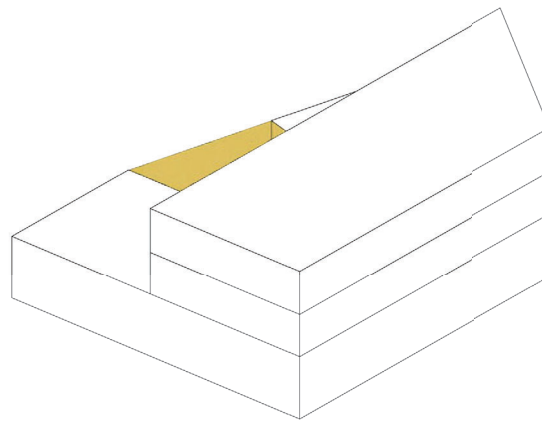
Vertical Piers



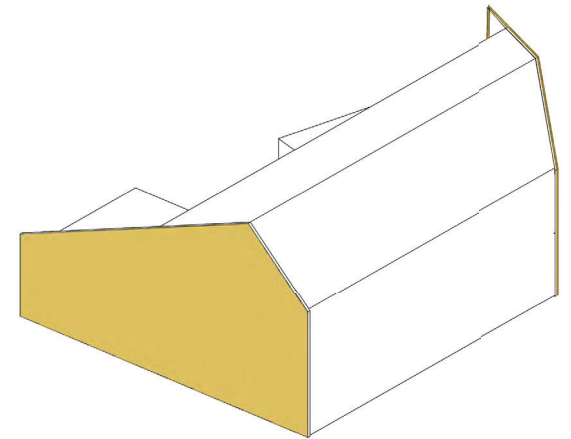
Form



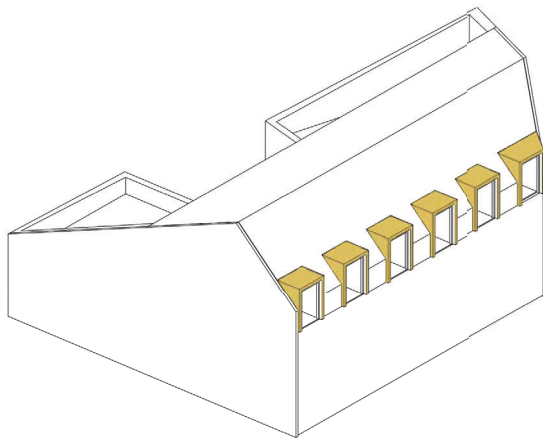
1. Basic Form



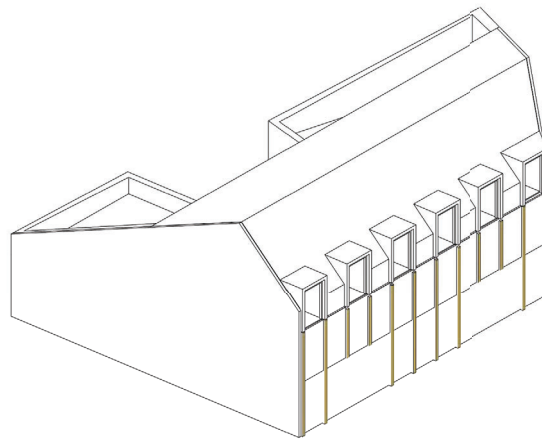
2. Yard Added



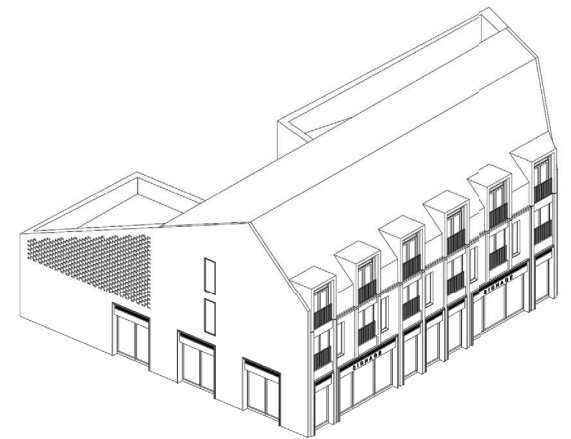
3. Gable End



4. Dormers



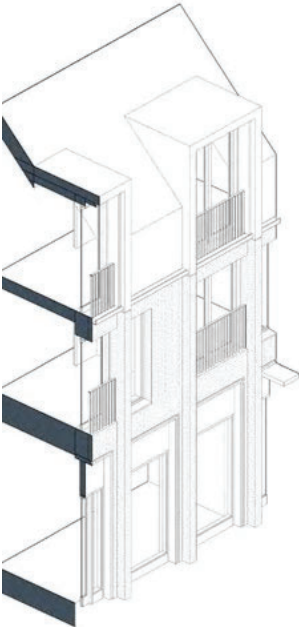
5. Primary Piers



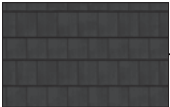
6. Architecture



Bay Study



Black Roof Tiles



White Metalwork - Secondary



Black Metalwork - Primary



Black Brick - Base Colour



Magdalen Street towards Botolph Street



Building J3 - Elevation



