

# Clarity of form and structure

## Primary Structure

The dominant elements of the buildings address road frontages and site corners. These highly visible elements are denoted with strong red brick work.

## Secondary Structure

The connecting elements of the building form, links or terraces between or against the dominant taller elements above. These elements are denoted with a calmer, light coloured brick.

## Detail Areas

The main entrance building is celebrated with an individual dark brick with diagonal pattern that is used to denote the entrance as a pavilion in the square.

At the upper levels, the dark brick is used to denote the inset façades at first floor and the set backs at parapet level.

At ground floor level the brick column detail is enriched with a banded blend of red and buff brickwork, reflecting the arts and crafts narrative. This is used to further accentuate the colonnades around the retail units and all active street frontages.



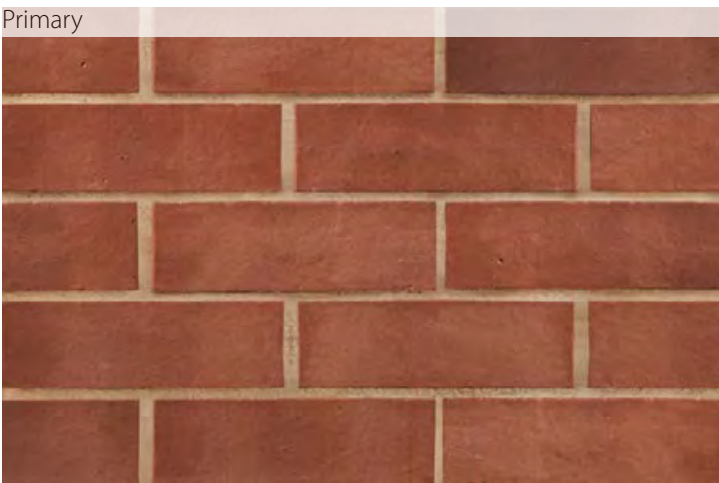
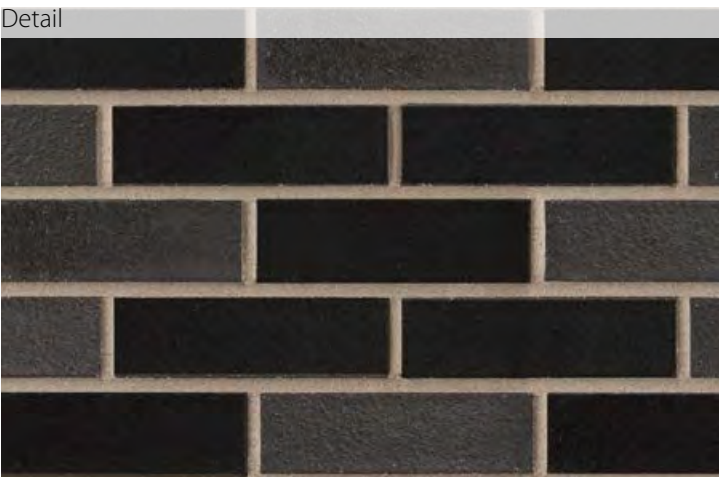
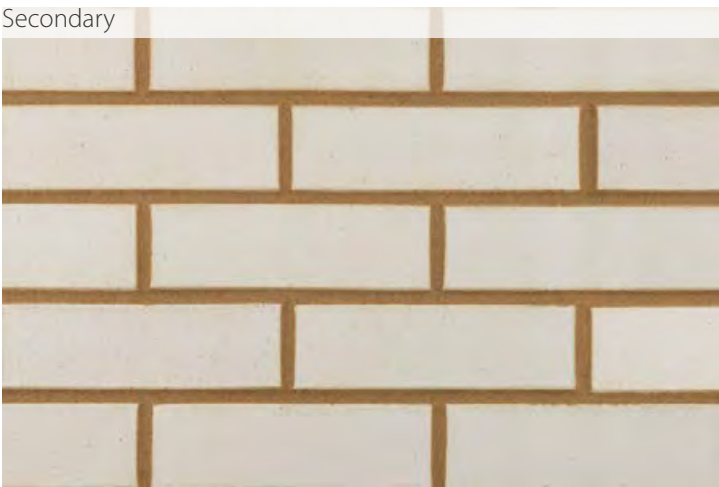


# Variety of materials

## Façades

The samples below show the proposed brickwork used in the scheme for the primary, secondary and detail levels.

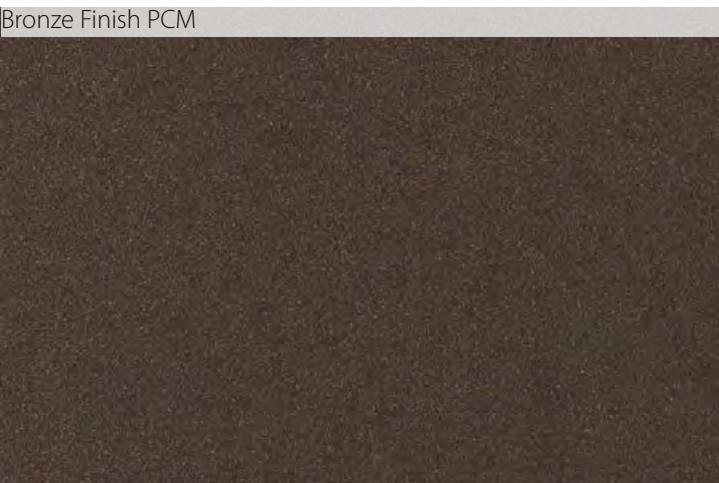
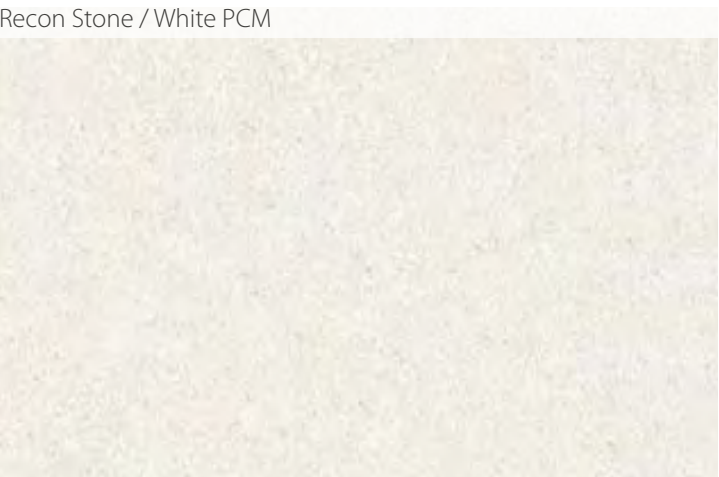
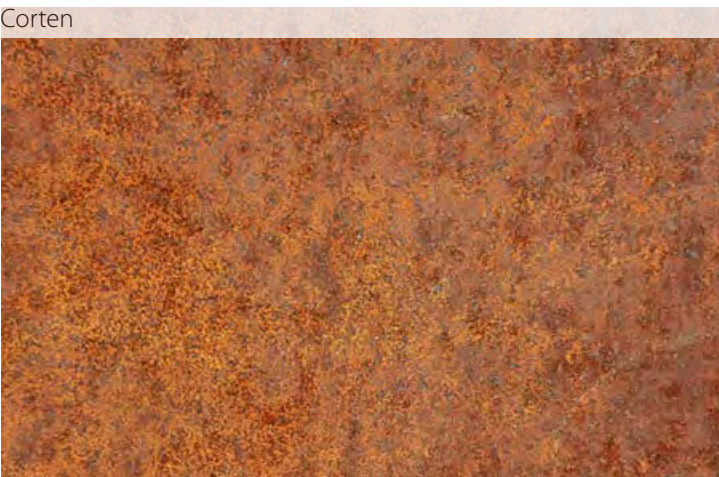
The primary samples are well familiar in the West Byfleet area, while the detail areas use special mixes making reference to the Arts & Crafts movement.



## Detail Areas

The samples below show material finishes that are used for detail areas such as screens, window surrounds, balustrades and coping details.

The palette makes reference to the materials used in distinguished building details found in the local character buildings such as St Johns.





# Asymmetry

## Macro - Form & Structure

As noted within the contextual analysis, the dominant elements of the buildings act as place markers defining the edges of the site. They are designed to give strength to the architectural form at the key vistas to the site and, by their nature, provide asymmetry to the elevations in the wider view of the development.

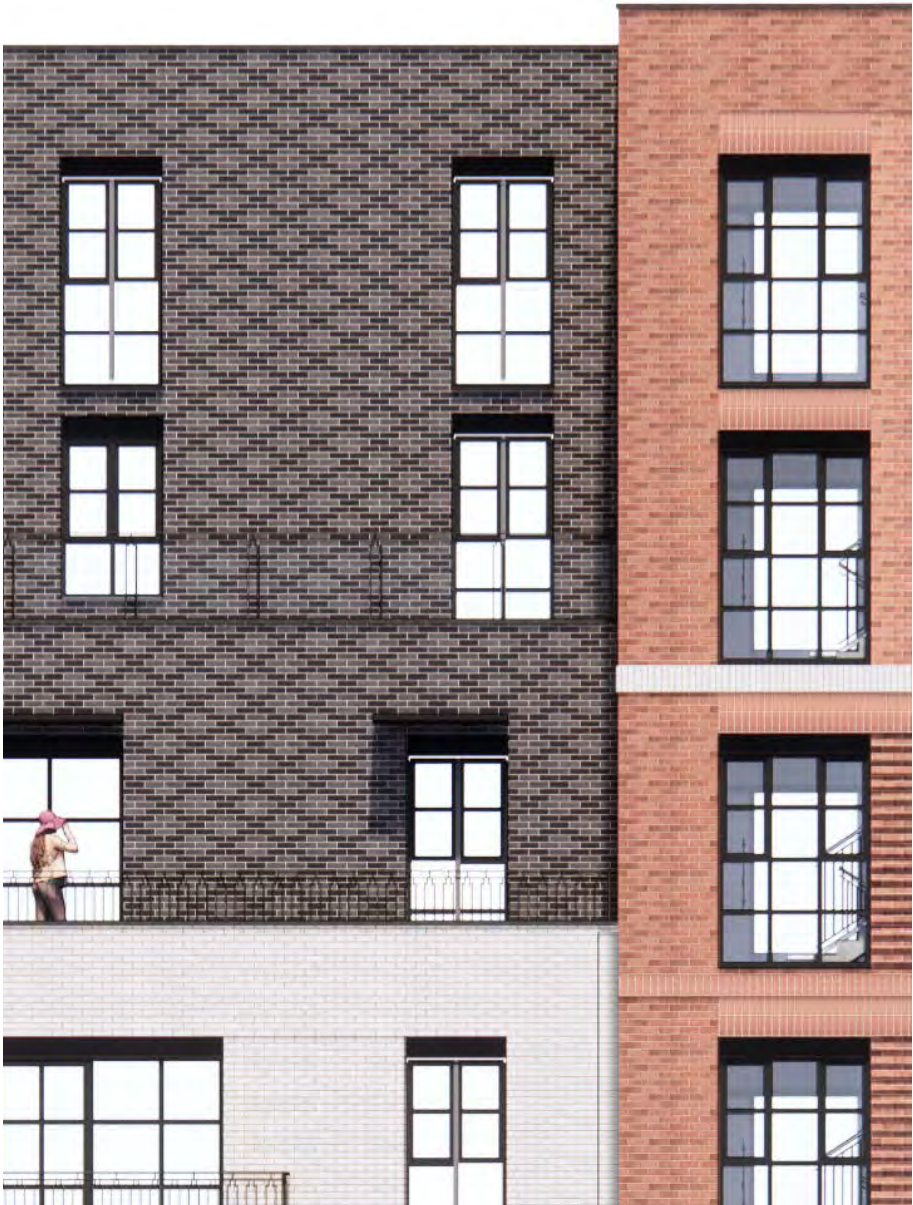
## Micro - Fenestration

The façades have been designed around a grid, enforced by piers formed with brickwork, with contrasting recessed panels of brick in a rigid order. The fenestration and balconies within this order are positioned asymmetrically, as are the detailed panels of recessed string courses. Screened ventilation panels to large format windows provides refined detail which again provides relief from the rigid grid of the facade.

The illustration on this page shows the grid format, recessed panels and window details around the first and second floor levels.



Block A bay study



Block A bay study high level



Detail of facades at upper levels fronting Lavender Park Road





# Traditional Construction & Craftsmanship

## Traditional Construction

The brick work façades provide a robust finish which is contextually appropriate for West Byfleet.

Locally manufactured bricks are to be specified, where available, and careful selection of the finish and mortar detail are to be agreed with the local planning department prior to works commencing on site.

Detailing and finishing will be designed to match traditional styles with suitably proportioned header courses, string courses and recessed areas to provide character to the scheme.

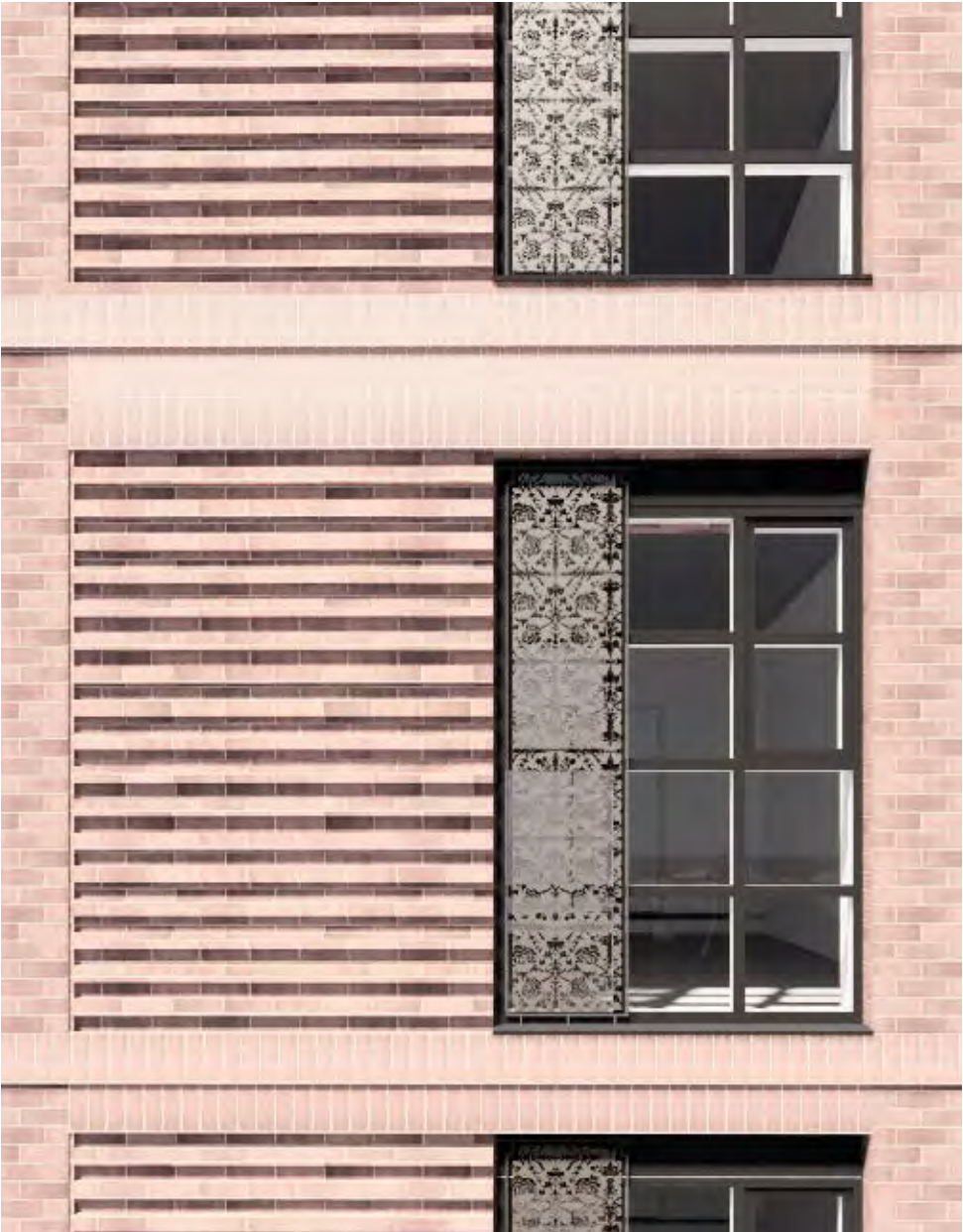
Windows and external doors are to be thermally broken, powder coated aluminium with double glazed units. The style of the windows relates to, and abstracts proportions from the form of the fenestration found in the four surrounding conservation areas.

## Craftsmanship

Fine, crafted architectural details have been introduced to elements of the scheme where the details can be observed, such as balconies and screens in close proximity to thresholds or at street level.

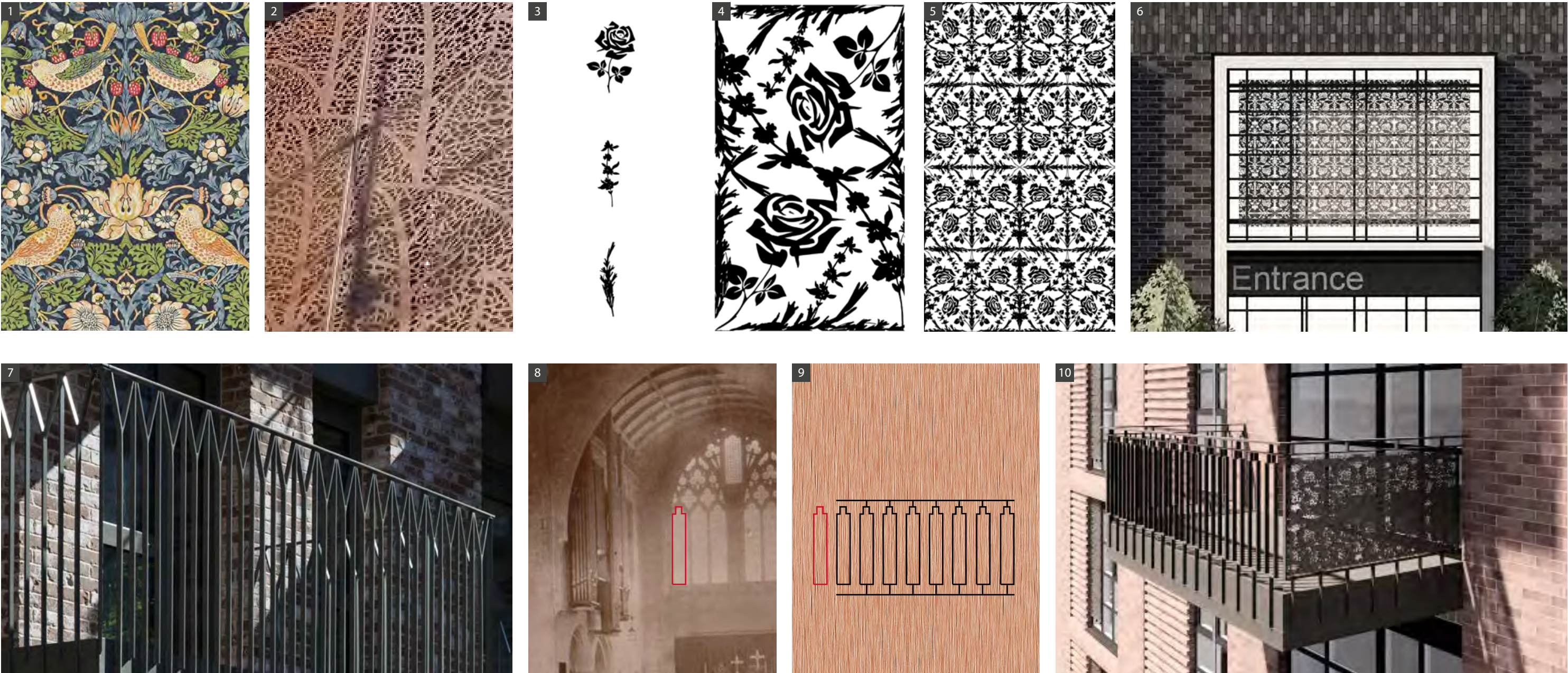
Balconies and railings will be designed to abstract forms from local motifs and carvings found in nearby buildings such as St Johns Church.

Balcony screens, window vent screens and decorative panels to the car park facade will use a repeating fretwork motif based on flowers used in the essential oils industry. This delicate design has also been introduced and illustrated around the entrance to the shared retirement living amenities, public car park and also reproduced in the public square paving detail.





# Fret Work Screens & Balcony Details



- 1. William Morris 'Strawberry Thief' motif which has inspired the development of bespoke motifs used in screens and fret work throughout the scheme
- 2. Sample of a cut metal fret work screen made of Corten Steel
- 3. Silhouettes of flowers grown for use in the essential oils distillery process which once occurred near to the site
- 4. Abstraction of the silhouettes to form a repeating pattern
- 5. A sample of how the patterns can be abstracted and used to form cut metal fret work screens as indicated in the proposals
- 6. Extract view of the main entrance, one example where the bespoke fret metal screens have been used to provide solar shading and around the West Byfleet site.
- 7. Example of a bespoke balcony balustrade by PRP
- 8. Interior view of the stained glass windows at St John's Church
- 9. The abstracted form of the window is used to generate a bespoke balustrade detail for West Byfleet.
- 10. Extract view of a projecting balcony with the bespoke balustrade



Supporting Massing Views



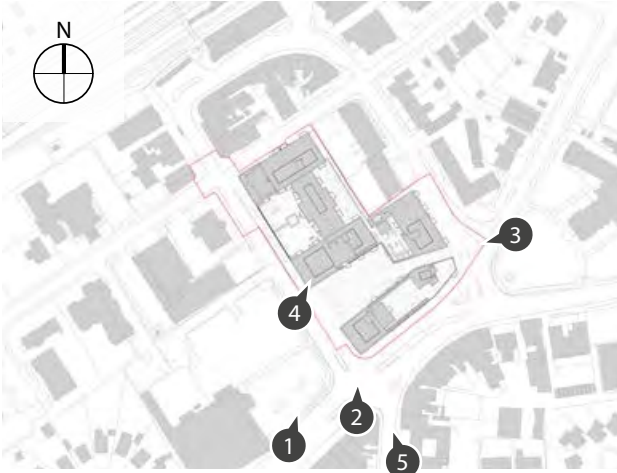
1. Elevated view from Old Woking Road, looking north Developing material palette and elevation proportions



2. View from Old Woking Road



3. View from Camphill Road



4. View from Station Approach towards the Public Square



5. View from Pyrford Road



Supporting Massing Views



6. View from Parvis Road



7. View from Station Approach



8. View from Madeira Road



9. View from Lavender Park Road/ Madeira Road

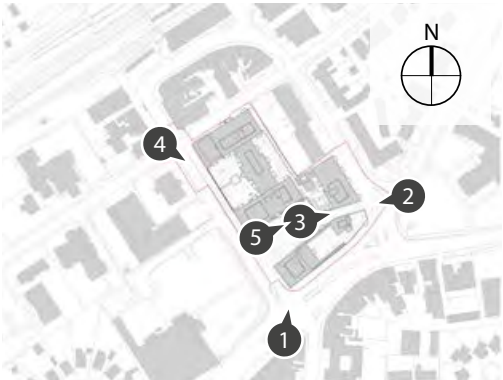


10. View from Madeira Road



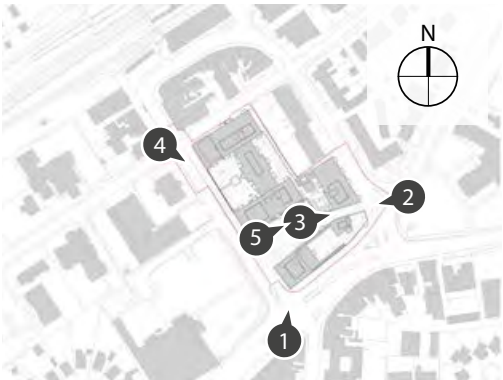
# Street Level Photo-montage

## 1. View from Old Woking Road and Station Approach



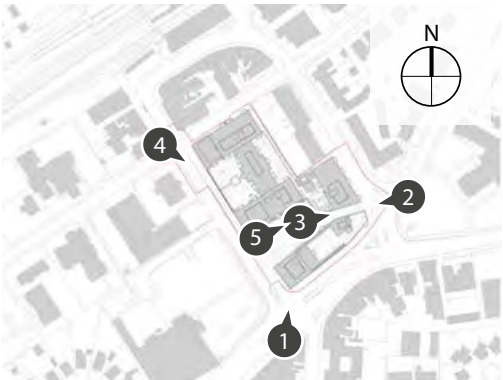


2. View from Camphill Road and Lavender Park Road



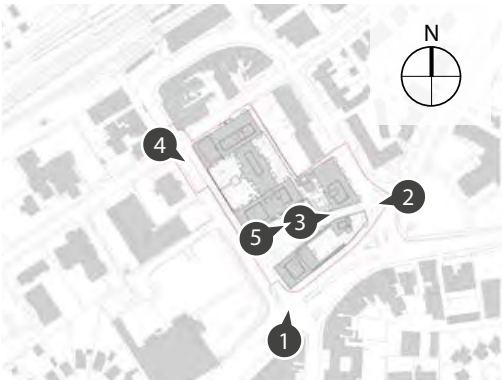


3. View from the Public Square, looking towards St John's Church





4. View from Station Approach, looking towards Old Woking Road





5. View from the Public Square, looking towards St John's Church

