

North Elevation



South Elevation



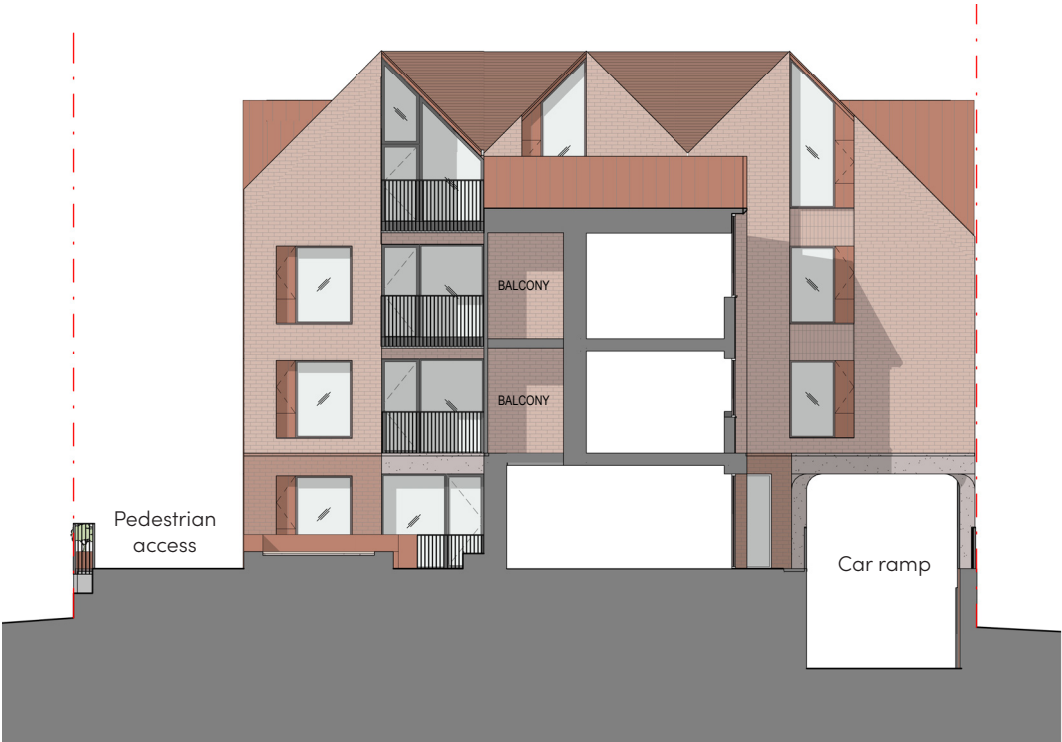
High Street Elevation (East)



Paynes Park Elevation (West)



Short Section (West)



Unit Schedule

Proposed Unit Schedule Summary

FLOOR	UNITS TYPE		TOTAL UNITS	RETAIL	PARKING SPACES	GIA (m²)
	1B	2B				
LOWER GROUND			0	1	32	1715
UPPER GROUND	6	6	12			1190
FIRST	7	7	14			1195
SECOND	8	6	14			1150
THIRD	0	4	4			445
TOTAL	21	23	44	1	32	5695
	48%	52%				

Proposed Unit Area Schedule

UPPER GROUND FLOOR				FIRST FLOOR				SECOND FLOOR				THIRD FLOOR			
UNIT	TYPE	INTERNAL AREA (m2)	EXTERNAL AMMENITY (m2)	UNIT	TYPE	INTERNAL AREA (m2)	EXTERNAL AMMENITY (m2)	UNIT	TYPE	INTERNAL AREA (m2)	EXTERNAL AMMENITY (m2)	UNIT	TYPE	INTERNAL AREA (m2)	EXTERNAL AMMENITY (m2)
001	1B 2P	53	10	101	1B 2P	53	5	201	1B 2P	52	5	301	2B 4P	104	7
002	1B 2P	52	12	102	2B 4P	82	7	202	2B 4P	81	7	302	2B 4P	96	7
003	2B 4P M4(3)	92	12	103	2B 4P M4(3)	90	7	203	2B 4P M4(3)	90	7	303	2B 4P	74	7
004	1B 2P	64	7	104	1B 2P	56	5	204	1B 2P	56	5	304	2B 4P	79	7
005	1B 2P	50	20	105	1B 2P	57	5	205	1B 2P	57	5				
006	2B 4P	70	15	106	2B 4P M4(3)	91	7	206	2B 4P M4(3)	91	7				
007	1B 2P	54	5	107	2B 4P	83	7	207	2B 4P	83	7				
008	1B 2P	55	7	108	1B 2P	59	5	208	1B 2P	57	5				
009	2B 4P	81	10	109	2B 4P	77	7	209	2B 4P	77	7				
010	2B 4P	79	15	110	1B 2P	50	5	210	1B 2P	51	5				
011	2B 4P	76	25	111	1B 2P	58	5	211	1B 2P	58	5				
012	2B 4P	70		112	2B 4P	72	7	212	2B 4P	70	7				
				113	2B 4P	84	7	213	1B 2P	53	7				
				114	1B 2P	59		214	1B 2P	52					
TOTAL		796	138	TOTAL		971	79	TOTAL		928	79	TOTAL		353	28

*M4(3) wheelchair accessible units highlighted by red boundary

5.0 Design

Design Principles

5.1 An architectural review of the area was performed, to give a clearer understanding of the local architectural context, use and scale of development. Historical photos were also reviewed as part of this process. This formed a basis for the design proposal shown above.

5.2 As part of this review, various local architectural features have been highlighted as being notable and influential to the design. These create a visual and architectural reference palette for the scheme.

5.3 While the architectural features are varied across the site and its wider context, the most discernible architectural style is Tudor or Mock-Tudor, followed by simple, modern architecture of the mid-20th century. It is considered that neither of these styles is suitable to replicate directly, as they will result in a building that is an imitation and re-appropriation and does not link to any historical heritage on the site itself. Rather, the scheme interprets the features highlighted in the area. A selection of these follows this section.

5.4 As there is no overriding consistent architectural language in the area, the scheme looks to reinforce the fact that the architectural character that is present is a result of the collage of styles, features and details. The design does not directly copy any of these, but instead interprets these in a modern and appropriate way.

5.5 The varied architecture of the area does create a strong pattern of pitched roofs. These vary in shape, angle, orientation and finish, and hence is considered something that should carry on into this site.

5.6 Some of the features that are adopted in the scheme are the following:

- Varied pitched roof lines.
- Framed entrances and shop fronts.
- Discernible ground floor commercial elevation, relative to the building above.
- Human scale ground floor.
- Dormers.
- Courtyards.
- Framed windows, with varying patters.
- Jettying and general stepping in elevation.
- Vertical stepping in elevation.
- Solid/ stone materials (also referenced in the presence of stucco render).



The site - Historic Shop Frontage 1890* (High Street)



The site - 9/10 High Street 1890*



The site - 9/10 High Street 1910

- Framing to windows, articulating openings
- Inconsistent elevations across ownership
- Vertical bays
- Curved and decorative corners
- Carriageways distinguishing entrances from other access



1. The Cock (CINNABAR)



2. The RED HART



3. The George

- Dormers
- Varying roof language
- Varying fenestration language as you move up the elevation
- Distinct and continuous commercial front, across bays.

- Varied building scales and sizes across the High Street.
- Jettying and stepping on elevations
- Inner Courtyards
- Low-level panels and divisions

Existing High Street Analysis

5.7 An architectural analysis has been performed on both street-facing elevations. The detailed analysis of the High Street elevations shown here, as it is considered to hold higher Heritage value.

5.8 The existing building is a result of a mid-20th Century reconstruction. As such it presents various architectural issues:

- The building holds a prominent horizontality when viewed in the context of the rest of the High Street. As such the continued mass appears out of scale to the rest of the buildings.
- The Ground floor elevation has eliminated the carriage way and assumed access to Paynes Park. It has also removed the architectural details framing the commercial unit. Suggestions of cabinet windows and human scale are no longer present.
- The first floor balconettes are clearly not performing the correct function as they do not align with any windows.
- The roof is only built to a minimal depth , and does not extend to the full depth of the building. It also does not align correctly to the top-most corning.
- There is no architectural repose to the traditional Tudor free house adjacent.
- Horizontal banding has been removed, making the elevation appear oversized, and with no relatable scale to the adjacent.
- There are no traditional framing details as is expected with brick façades (e.g. lintels). This leaves the elevation featureless and indistinct.



Historic Shop Frontage 1890*



Historic Lavender Working behind Chemist 1890*



9-10 High Street 1965

Proposed High Street Facade

5.9 This page illustrates the wider context of this High Street elevation. Within this, the following characterisations are observed:

- A visible historical record of carriageways and framed openings.
- A strong horizontality to of buildings, ranging from 2 to 3 storeys above Ground level.
- A distinct break between commercial units on the Ground Floor and spaces above.
- Varied elevational style between plots, including Victorian, Georgian and modern styles.
- An undulating roof scape is prominent.

5.10 The images on pages 29–30 show how the proposed elevation has directly responded to the High Street and wider context. Traditional features are absorbed and interpreted in this elevation, in a well-designed, modern manner without copying or replicating historical details.

5.11 The ground level is designed to directly respond with pedestrian interaction. A clear distinction is reinstated where the commercial unit is being proposed. A continuous material differentiates it from above, and links back to a Victorian stucco base, but even further back to a stone base (what stucco is traditionally intended to replace).

5.12 A clear distinction is visible between the commercial unit and the residential unit. The larger windows with suggestions of cabinet detailing indicates commercial, whereas a narrower recessed entrance indicates residential. Both have openings that are framed and detailed to resemble the original carriageway openings. The level of this is also brought in line with surrounding signage levels.

5.13 Horizontal banding is introduced, as well as distinct materiality.

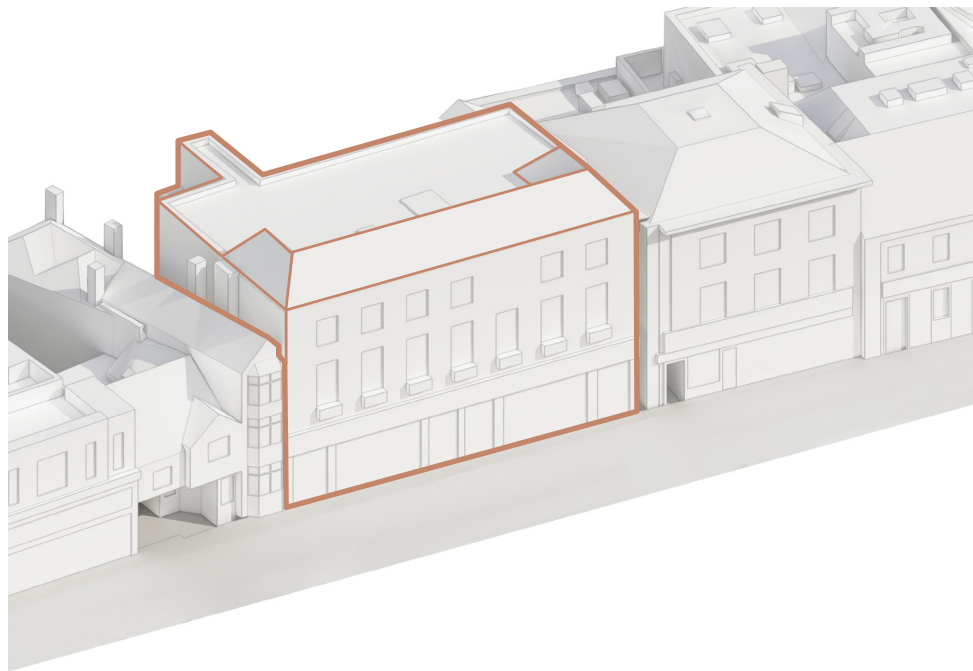
5.14 Windows are framed, introducing an interpretation of traditional details, giving the whole elevation a legible tectonic legibility.

5.15 Dormers are returned to the roof, and are set back from the edge of the building. It is important to note that these appear in scale and appropriate when viewed from the street level, at an angle (as opposed to the flat elevation).

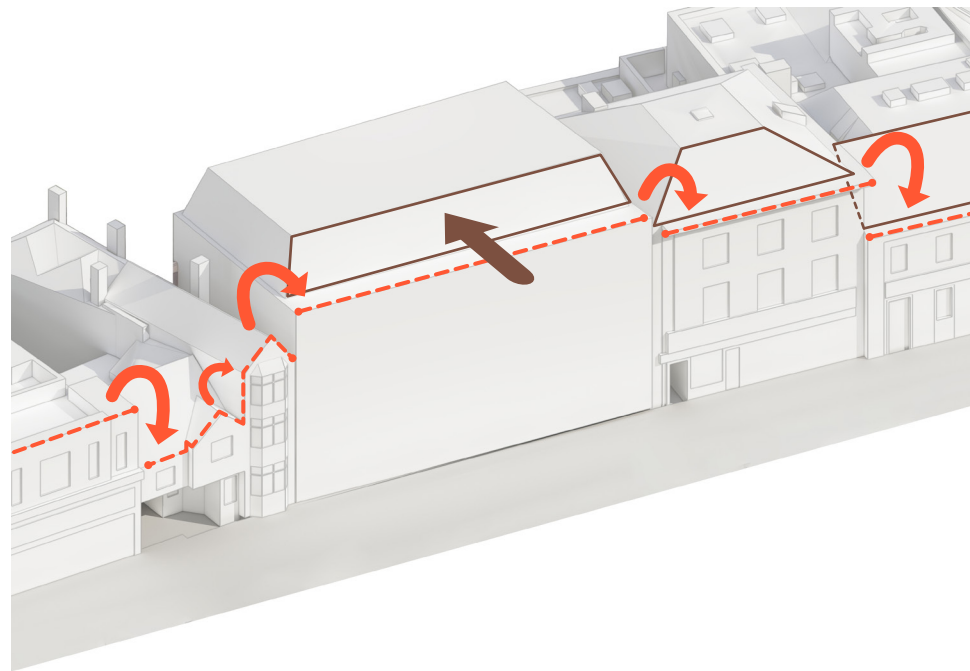
5.16 to reintroduce ornamentation to the elevation. The stepping around the residential entrance both distinguishes the separate uses, but also subdivides the long horizontal elevation of the building. This in turn makes the building appear smaller in scale, and hence better integrates into the High Street. Furthermore, the stepping allows the Tudor bay adjacent to be more prominent in the elevation, and hence a more legible heritage detail.



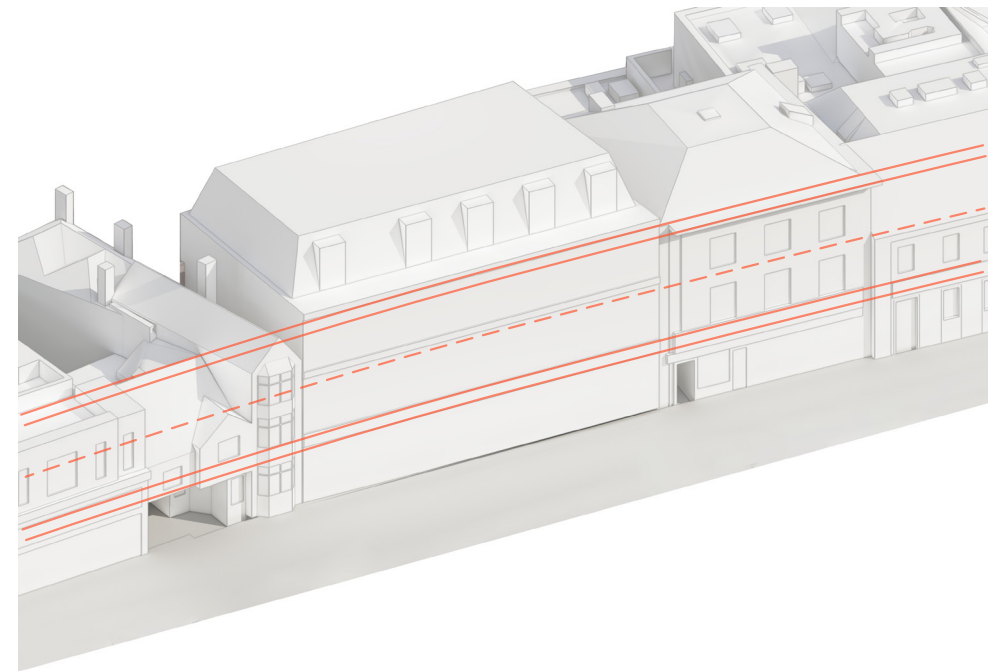
Photo-montage of the Proposed facade within the Existing High Stree



1. Existing Pastiche Facade



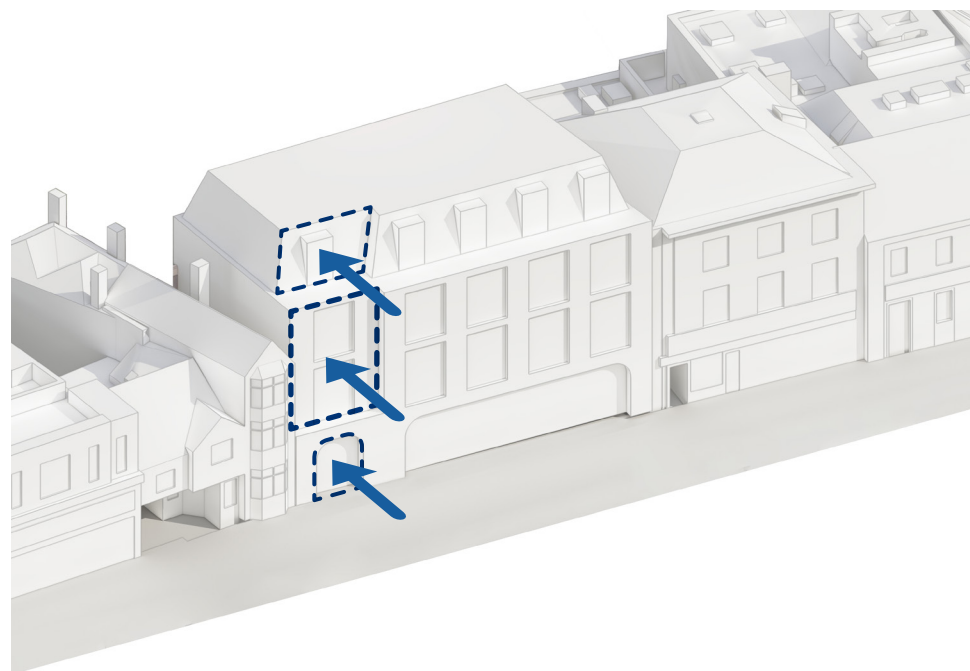
2. Roofscape Massing



3. Strong Street Horizontality



4. Clear Distinction of Retail



5. Subtle Step back for Listed PH



6. Proposed High Street Facade



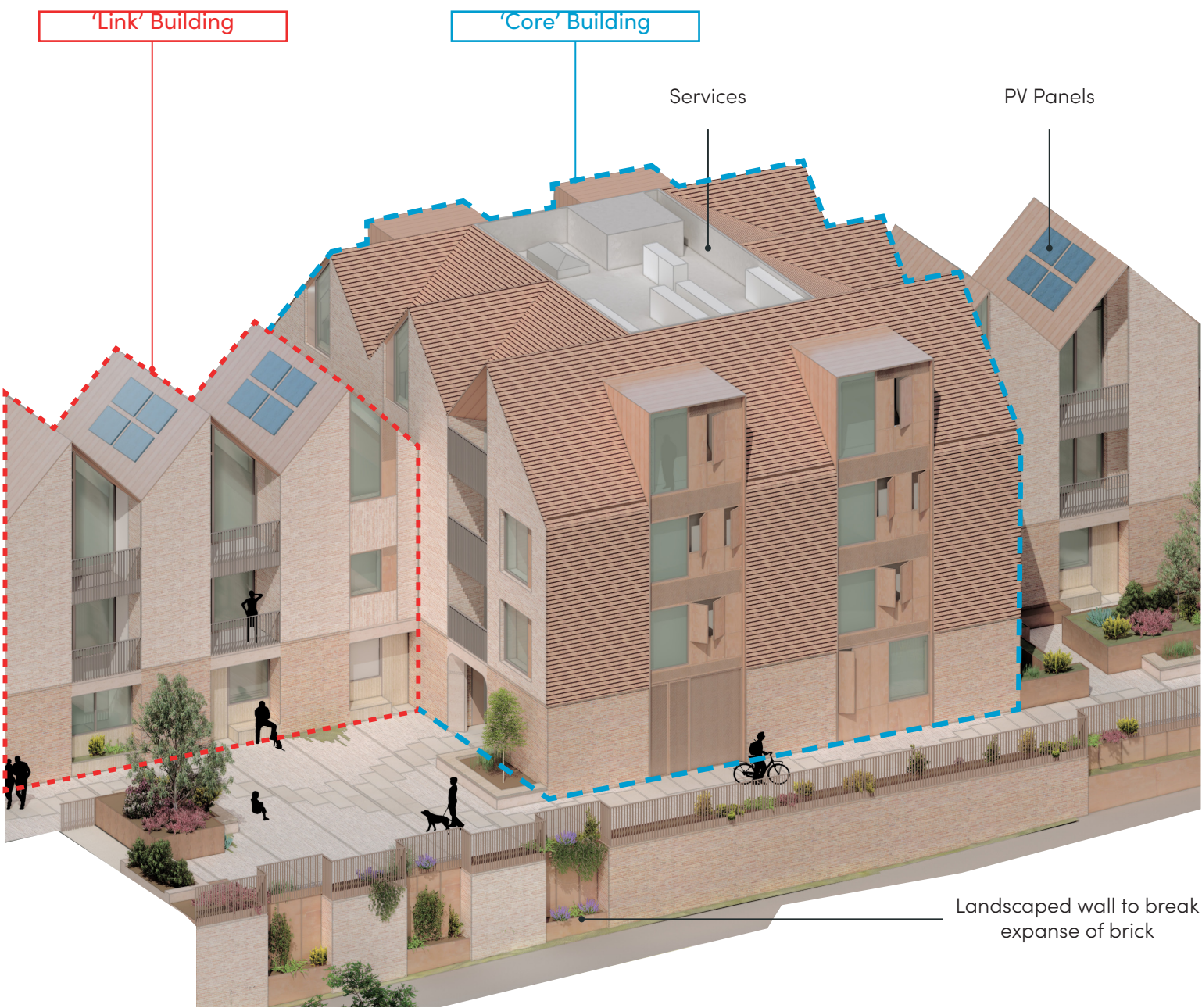
Proposed High Street facade



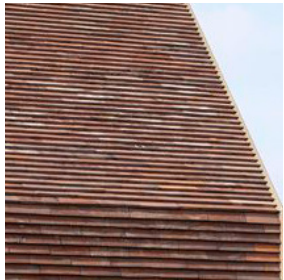
Design Feature Summary



Material Palettes



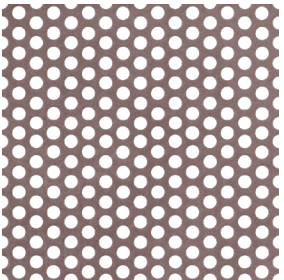
Core Buildings



Clay Tiles



Metal Dormers



Perforated Vent Panels



Pale Red Tone Brickwork

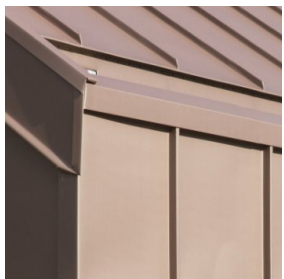


Deep Red Tone Brickwork



Pigmented Concrete Lintels

Link Buildings



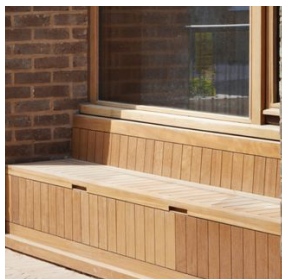
Warm/Bronze Zinc Roof



Pale Red Tone Brickwork



Deep Red Tone Brickwork



Timber Entrance Recess



Weathered Steel Planters



Brick Paving with Stone Paths

Core Buildings



5.17 4no. residential ‘core’ blocks have a distinct modern architectural style taking on influences from the local context of varying roof forms, dormers and carriageway entrances.

5.18 The pitched roof forms lower the height at the eaves towards neighbours. This reduction in height is emphasised by the roof material of clay tiles continuing down the side elevations.

5.19 The pitched roof is used to conceal mechanical equipment on the roofs to maintain the appearance of a residential language in keeping with the surrounding character. Opening leafs are located in solid panels, allowing slimmer windows frames and activate the elevation with inhabitation when open.

5.20 Dormer windows and rooflights reduce the appearance of height to the neighbours further by confining the windows and balconies of the third floor apartments to the centre of the courtyards.

5.21 Recessed entrances to the apartment blocks take on a subtle influence from the carriageways in the local area to reinforce the narrative of traditional Hitchin courtyards central to the scheme



View of Dormer Window



View of Carriageway Entrance

Link Buildings



5.22 3no. buildings link the core blocks together to define the courtyards. The language and materials compliment the core blocks providing a smaller scale, residential feel variation of their gable façades.

5.23 The balconies and windows use the strong geometric forms of the pitched roofs to align balconies, windows and entrances in a modern clear design language. Rooflines are also purposely designed to be slim and with clean edges to reinforce these strong geometries.

5.24 Recessed balconies provide more privacy to the apartments while still providing activity and security by overlooking the courtyards. The recessed design also helps to reduce overheating and glare in strong summer months without the need to reduce glazing, ensuring bright and open living spaces.

5.25 Ground floor apartments are accessed through front recessed front doors on the courtyards. These continue the residential characteristic of the design. Timber is used in the recesses to provide a soft domestic feel with ‘porch’ benches providing a sense of community and activity to the amenity spaces.



View of Pitched Roof to Recessed Balcony



View of Recessed Entrance ‘Porch’