

Ivy Farm, Phase 3 – Royston

Apartment Design & Justification Statement

25/09/2019

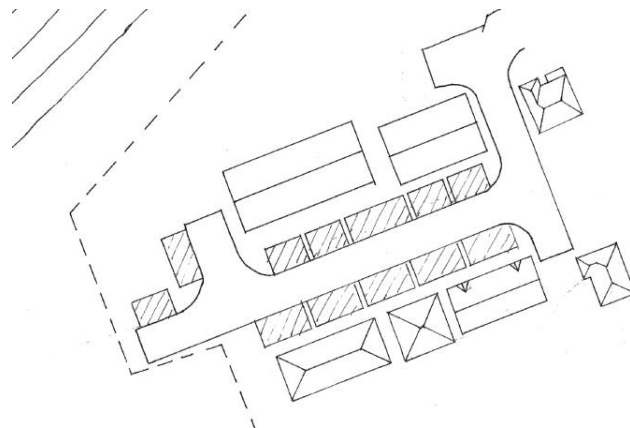
Introduction

Following feedback from committee members the apartment scheme for plots 49-54, 55-60, 252-257 & 258-269 have been re-designed to address the comments made at the committee meeting dated 22nd August 2019. This document seeks to demonstrate how we have absorbed the feedback received and amended the design to address the key issues.

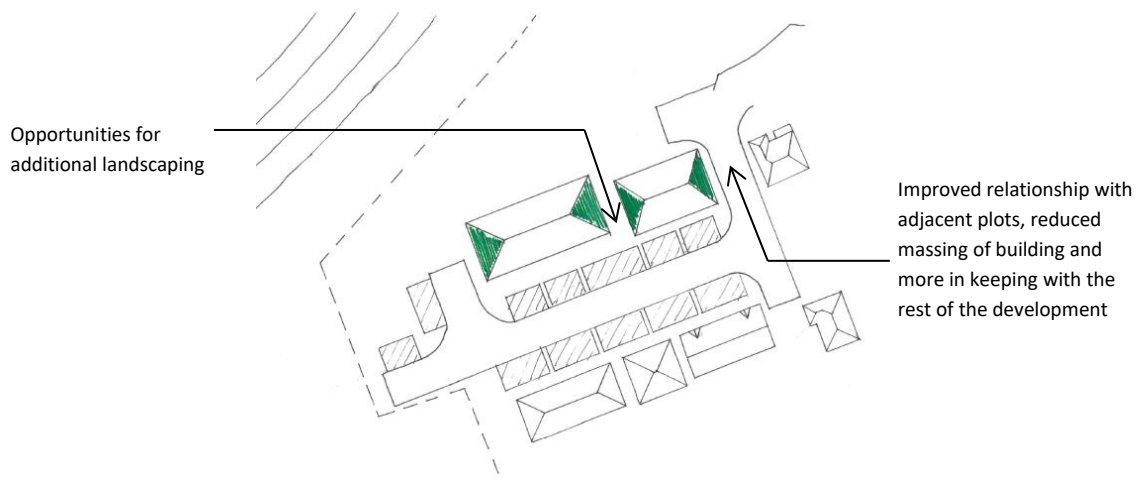
Design, Scale & Massing

A key concern raised by members at committee related to the overall size and massing of the apartment scheme, sited closest to the A505 boundary. The general consensus was that the amalgamation of two apartment blocks created an unsightly eye sore at this important end of the site, and that the size of the apartment block needed to be reviewed.

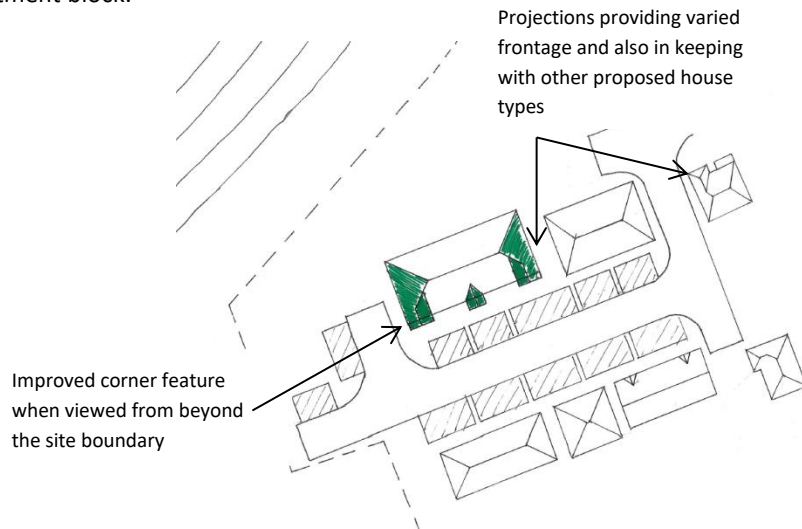
In response to this Redrow Homes have split the apartments back into 2 much smaller blocks, with opportunities for landscaping to be introduced between, and around the 2 blocks.



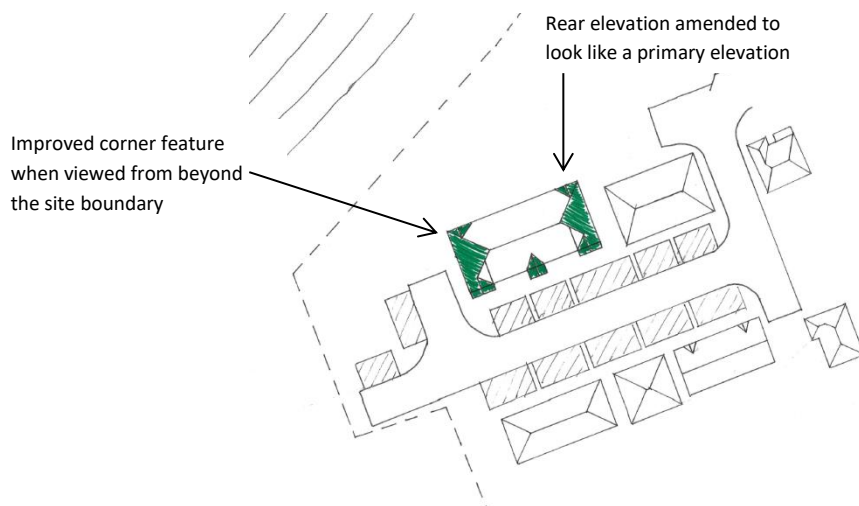
The gable roof designs have also been amended so that they are now hipped. This change helps to reduce the overall massing of the buildings and is also in keeping with all of the other house types on the development.



In order to break up the flat façade of brickwork, gable ended projections have been incorporated into the design. These projections add variety to the front elevation, and create features on the corners of the apartment block.

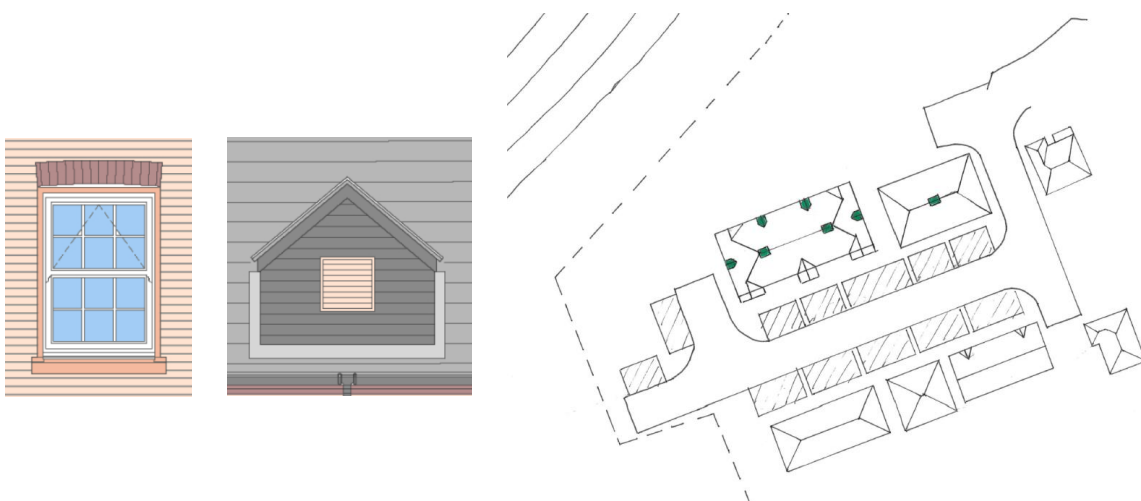


Views into the site from the A505 were raised as a concern and it was suggested that the design needed to address this. In response to this comment the roof design has been amended so that the rear elevation mirrors the front elevation and now incorporates gable fronted projections.



Detailing

The previous apartment scheme was designed to reflect local vernacular and a number of detailed elements were introduced to reference converted maltings buildings found in the surrounding area. Detailed elements such as sash windows, brick piers, brick plinths brick arches, stone banding courses, stone cills and chimney stacks are proposed to ensure that the apartments provide a sense of local character.



Materials

The apartments will be built in the same buff brick and grey roof tile as the adjacent dwellings to ensure that the blocks blend into the rest of residential development. A contrasting brick is proposed to emphasise the additional detailing to windows and plinths, and to reflect details found on local maltings buildings. Black weatherboarding is proposed to the first and second floor of the front and rear projections. This change in material will assist in breaking up the massing of the brickwork and will also ensure that the areas where the apartments are present have a distinct character.

