

Appendix 3: Examples of Applicant's Approach to Site Optimisation

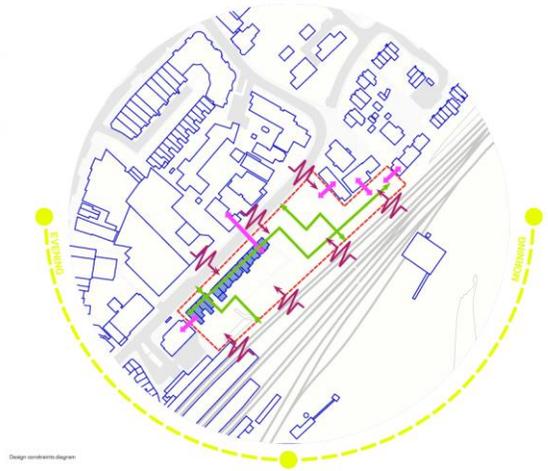
Stage 1 – Site Analysis Examples of Applicant's Approach



Stage 2 – Design Vision

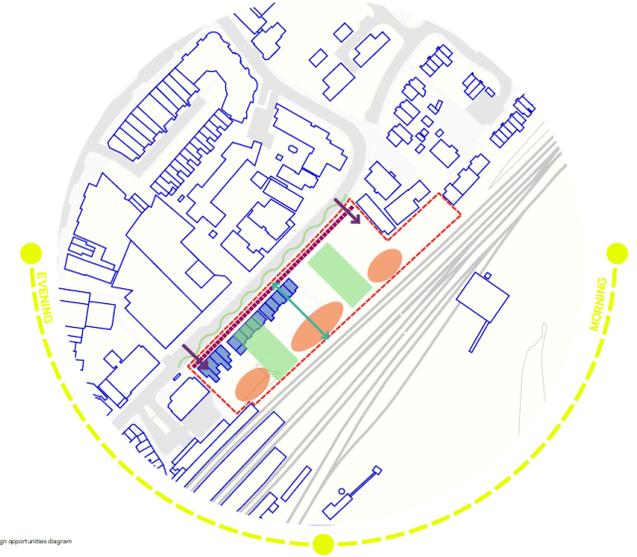
4.1 Introduction
 The site presents a number of constraints that must be considered and addressed, whilst also offering opportunities to be utilised. From their analysis a design strategy can be adopted and design responses prepared.

- 4.2 Design Constraints**
 The site presents a number of constraints:
- Proximity to the railway and main road
 - Potential noise disturbance from rail traffic and road traffic.
 - Considerable changes in levels from west to east and north to south
 - Sensitive adjacencies to the west and south
 - Poor public realm along Whytecliffe Road South
 - Existing buildings on site
 - Some of the buildings on the site are in relatively poor condition
 - Existing trees on site



4.3 Design Opportunities
 The site presents many excellent redevelopment opportunities:

- Excellent access to public transport - PTAL 5
- Potential to improve the quality of the public realm along Whytecliffe Road South
- Excellent access to daylight and sunlight
- Close proximity to local amenities
- Established residential area
- Opportunity for high quality residential living
- Fairly regular shape of site
- Area identified for redevelopment
- Opportunity to redevelop the site and provide much needed housing
- The site is within the town centre and is therefore a sustainable location for much needed housing
- Croydon local plan states "building heights of 3 to 8 storeys with a potential for a new landmark of up to a maximum of 16 storeys" - potential for height
- Pedestrian links could be created from Whytecliffe Road South to the railway station
- Potential for green public spaces which can be used by the general public
- Level change on the road can be utilised to have two access points at different heights to maximise accommodation on the site



Parallel Blocks



Parallel blocks bird's eye view

Perpendicular Blocks



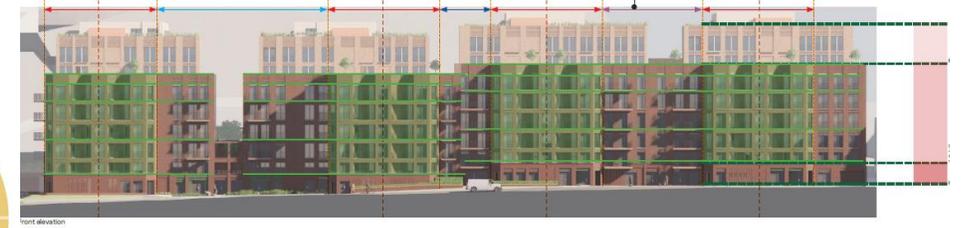
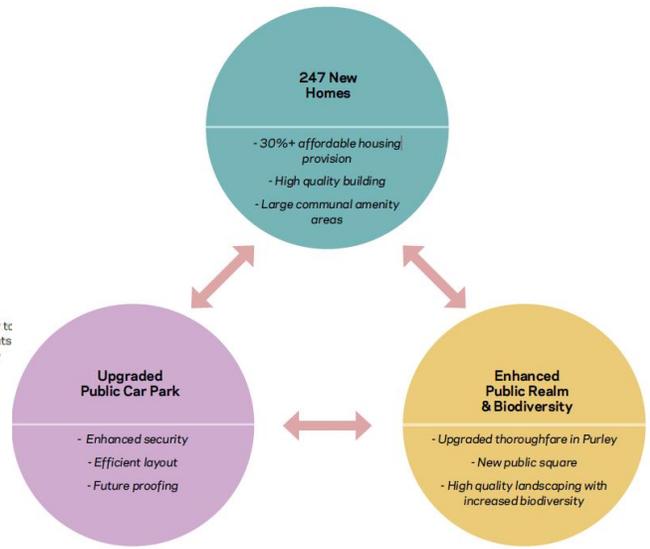
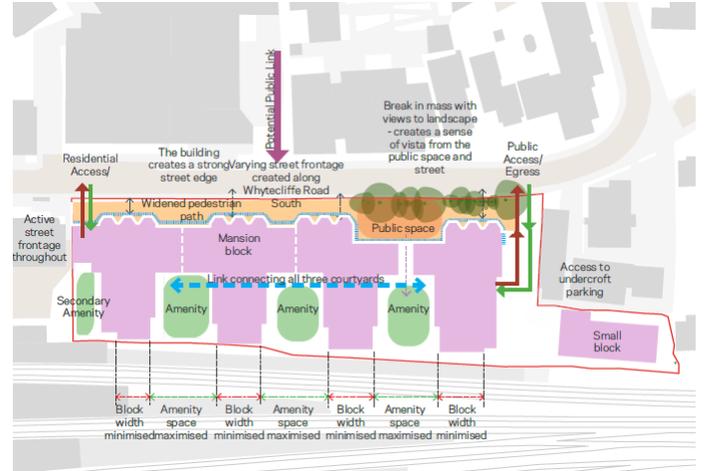
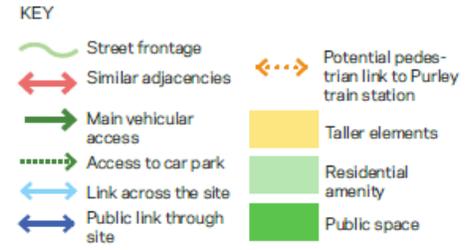
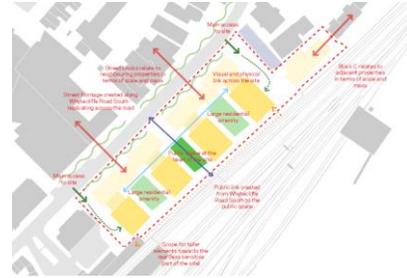
Perpendicular blocks bird's eye view

City Blocks



City blocks bird's eye view

Stage 3 – Draft site based design parameters



- Red Brick Detailing**
Varied bond patterns differentiates the brick infill panel from the brick columns
- Grouped windows**
Grouping of levels to create a larger order.
- Verticality**
Projecting piers creates a subtle rhythm of verticality between groupings.
- Cornice**
Change in materiality to help separate elements of the facade visually

8-9 Russell Hill Parade, Russell Hill Road

Stage 4 – Testing site capacity



Sketch of proposal amongst Purley as existing