

DESIGN DEVELOPMENT - CONCEPT

Constraints

- Free Wharf Development to the south and east of the site. Under construction.
- Right of way for car wash facility
- Daylight and privacy to units in block C1
- Level change of 1,200mm to the south of the site
- Car wash site boundary
- Flood zone 2 and 3
- Right of access north - south to Free Wharf Site







Opportunities

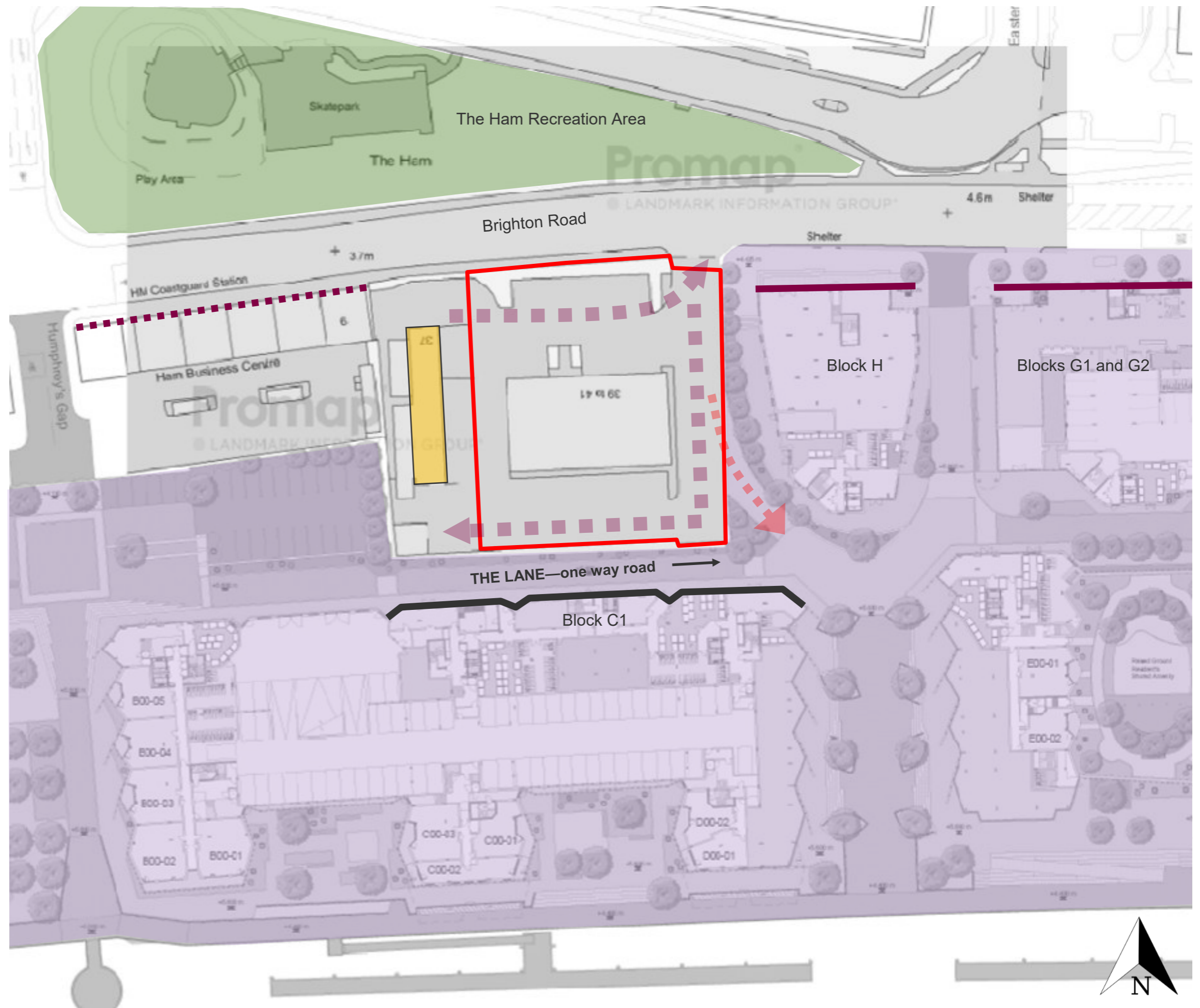
- Create a new urban block that weaves seamlessly into the existing matrix of the Free Wharf Masterplan and enhances Brighton Road streetscape.

Strategy and Urban Concept

- Respect the newly established frontage on Brighton Road
- Work within the constraints of the established masterplan
- Maintain required access to the car wash
- Create retail unit on the ground floor
- Provide undercroft parking at ground floor
- Create useable public realm

Legend

-  Boundary
-  Right of way
-  Brighton Road new frontage line
-  Block C1 of the Free Wharf Development
-  The Ham Recreation Ground
-  Legal access to river Adur



Concept: A new block within the established Free Wharf masterplan.

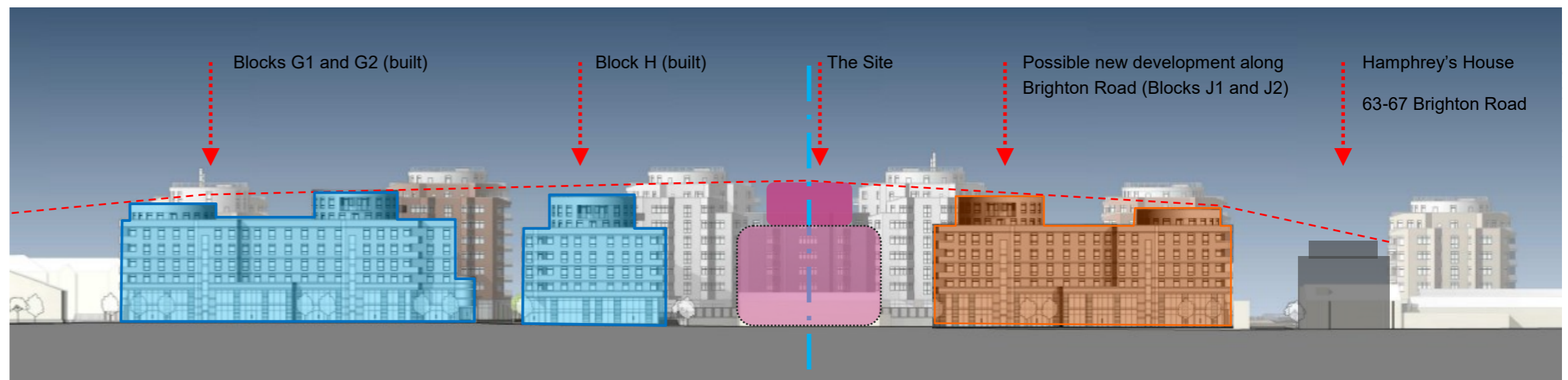
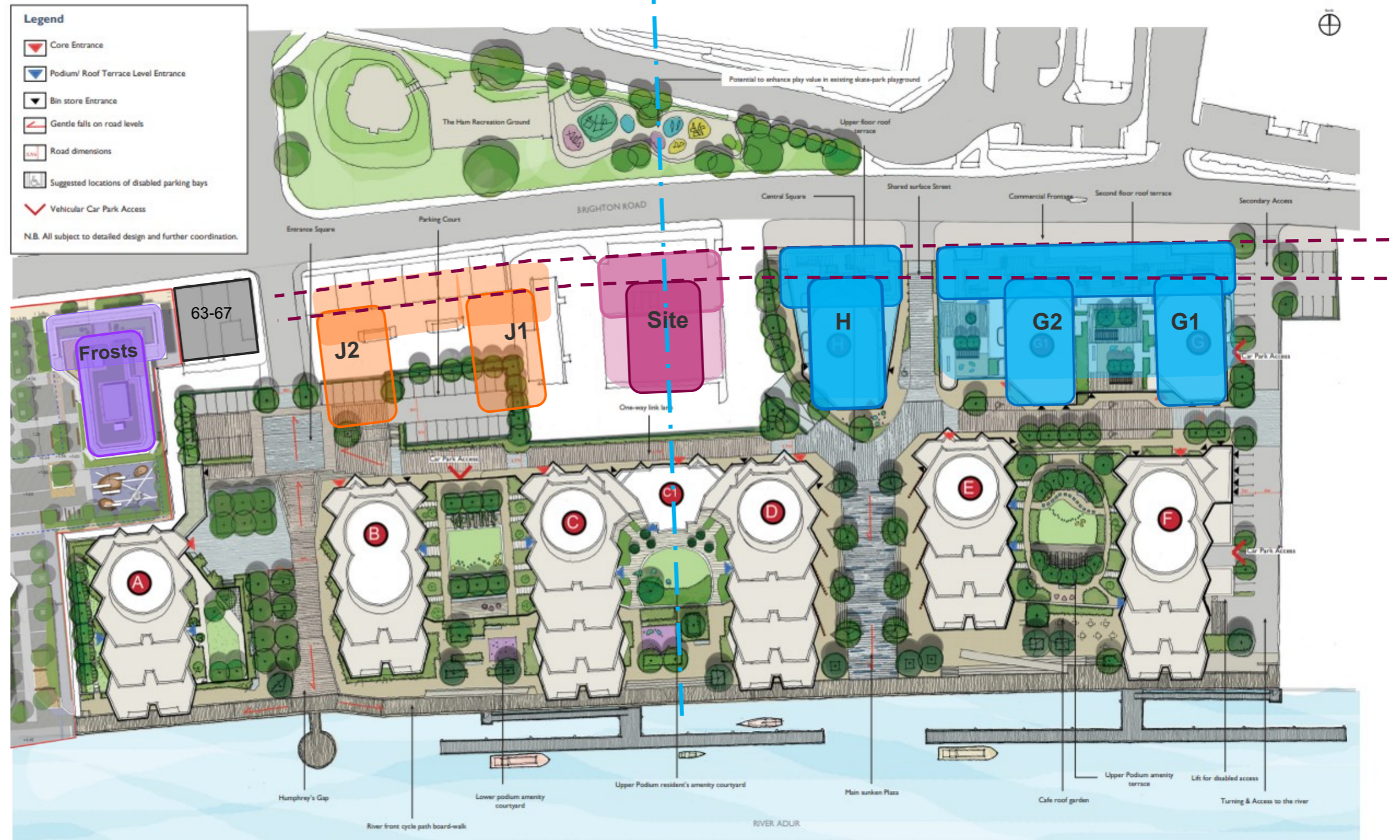
We propose to continue the established rhythm of buildings along Brighton Road, respecting the concept of 5-6 storey “base” with a perpendicular taller element.

The recessed tall elements (fingers) in Blocks G1, G2 and H increase in height toward the centre of the Free Wharf development rising from 7 to 8 floors. We believe this dynamic can be extended to our site, allowing for an increase in height to 9 floors. Also, there is approximately a 500mm level difference between the ground floor level of the Block H and the ground level of the site. This means that the proposed building will be situated lower than Block H.

As illustrated in the diagrams, the Site is located on the masterplan’s central axis, which justifies a slightly increased height.

Closely adhering to the Free Wharf masterplan does not preclude us from developing an original standalone building which supports the established scale and massing of its immediate context.

This approach will not compromise the neighbouring sites and will allow future developments (J1 and J2) to proceed in line with the emerging masterplan.



Proposed Massing

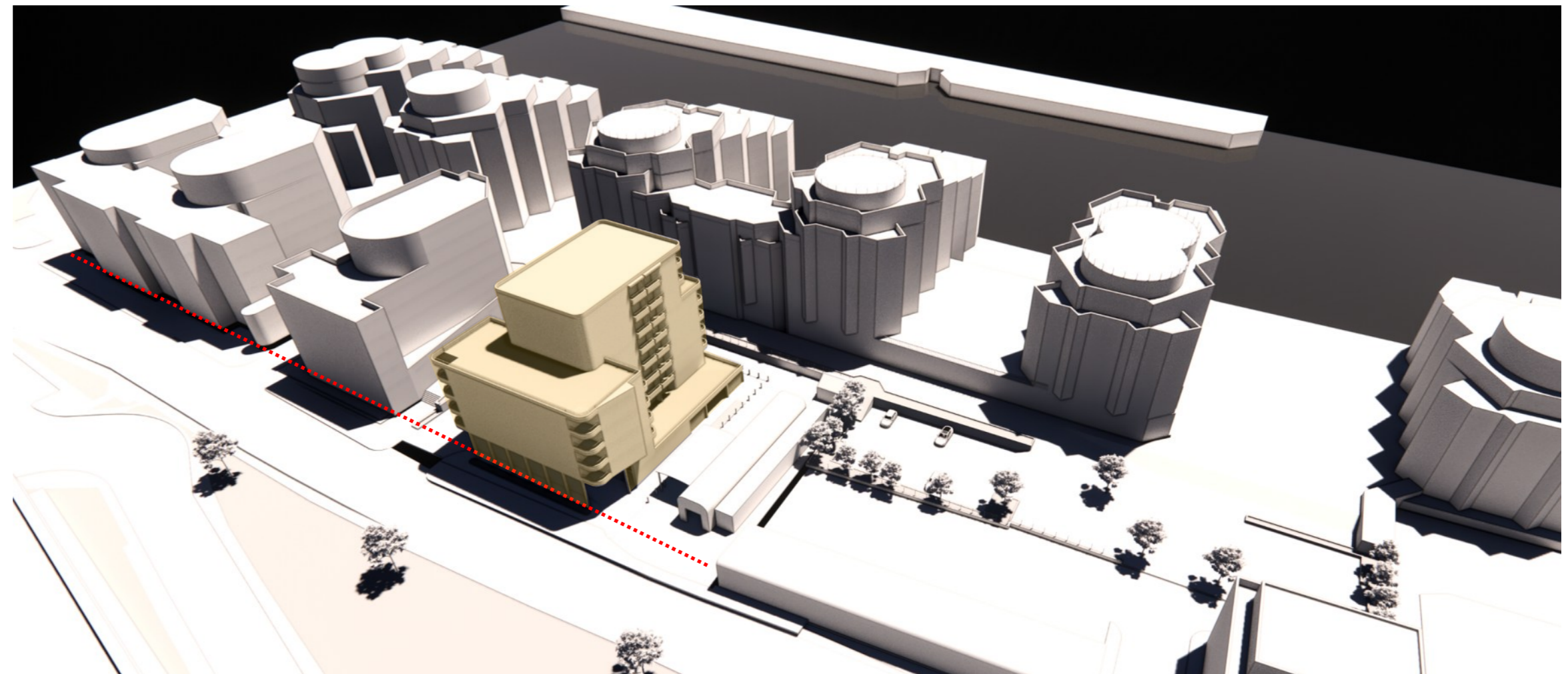
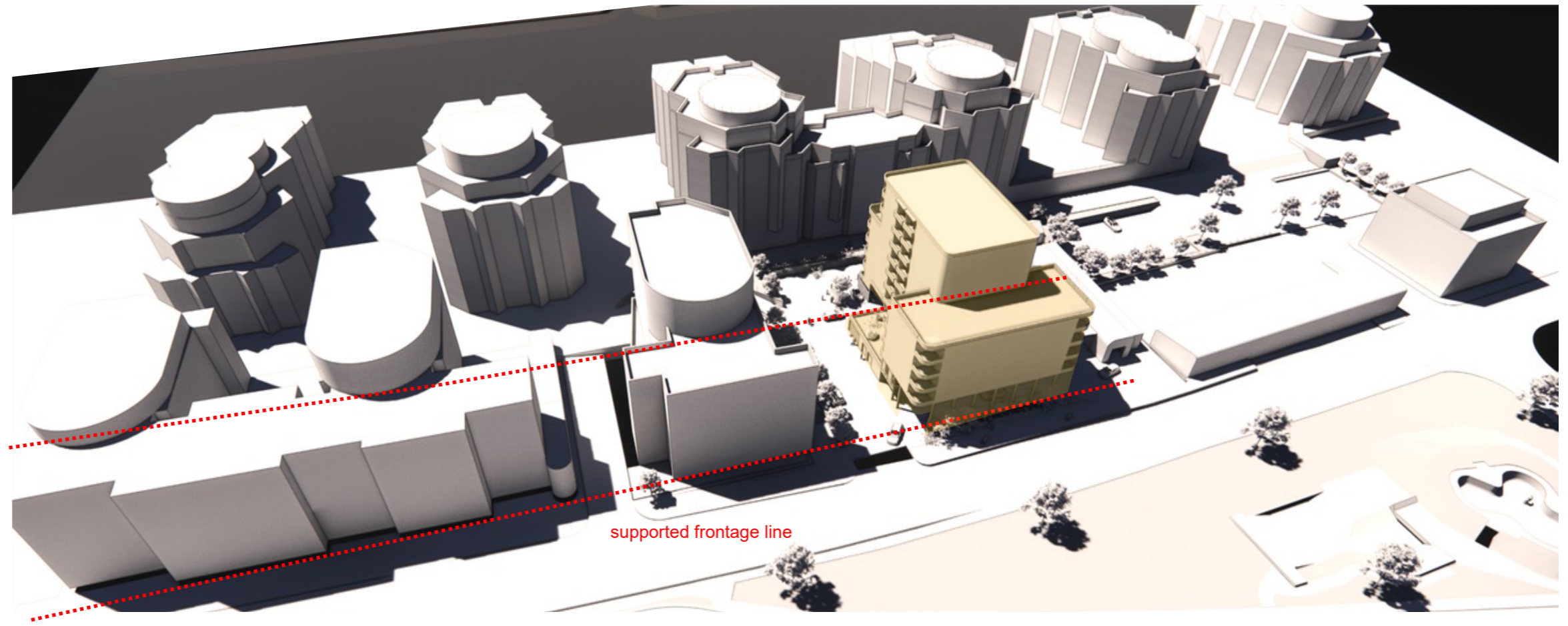
The proposed massing consists of two elements - the 6-storey base forming the Brighton Road frontage (with ground floor having a mezzanine level) and an 9-storey recessed component perpendicular to Brighton Road.

This massing aligns with the context and offers sufficient flexibility to be developed into an independent yet contextual piece of architecture.

The ground floor and mezzanine are recessed at the Brighton Road side to respect the third party right of way.

The proposed colonnade strongly supports the new frontage created along Brighton Road by buildings of Free Wharf development.

Prior to this massing solution and following the pre-app meeting in August 2023, we explored a number of options. The scheme evolution and design development are presented on the following pages.



ENGAGEMENT

Pre-Application Meeting

Pre-Application Meeting 1:

The Pre-Application meeting was held on the 29th of August 2023 with the Planning Department, represented by James Appleton, Head of Planning, Regeneration, and Wellbeing, and Stephen Cantwell, the case officer.

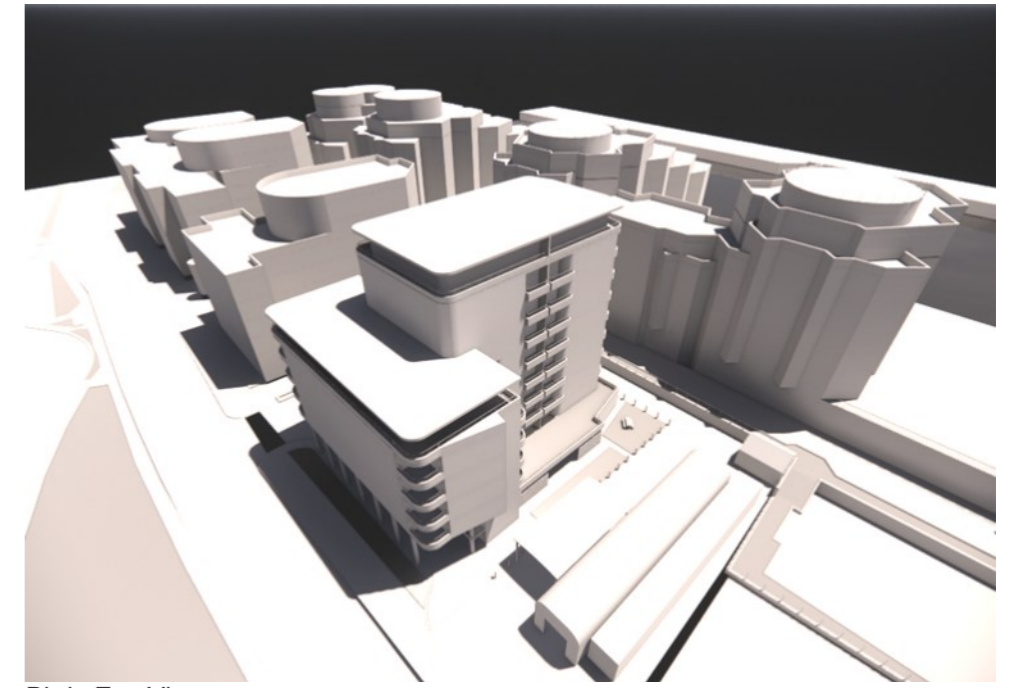
Site analysis and design development of various massing proposals were submitted in advance and presented at the meeting.

Option 2 (see adjacent diagram) was presented as preferred and developed.

Feedback was given verbally at the meeting and formally confirmed through comments received 5th October 2023.

Summary

- 57 apartments
- 120m² commercial space
- 20 parking spaces in the undercroft
- 7-storey plinth element along Brighton Road (top storey recessed) and 10-storey taller element perpendicular to Brighton Road (top storey recessed).



Birds Eye View



Brighton Road View looking East

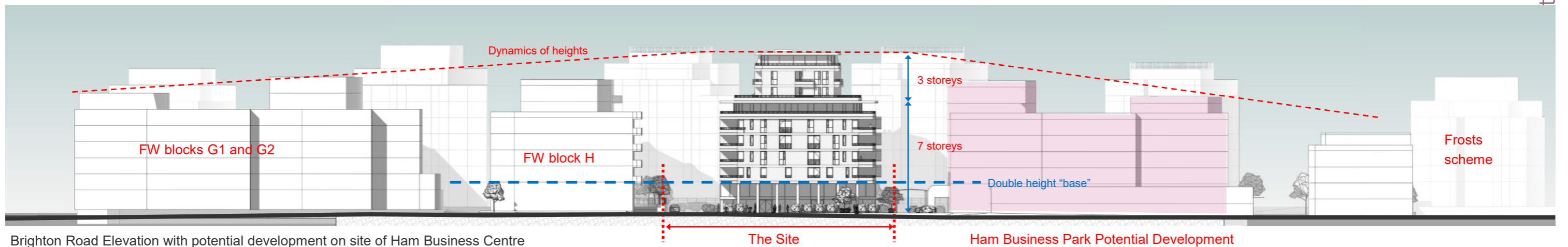


View from Eastern Avenue



7-storey plinth

10-storey taller element



Brighton Road Elevation with potential development on site of Ham Business Centre

The Site

Ham Business Park Potential Development

Officers' Feedback

The key comments from the planners relating to the scale, form, massing and design were as follows:

Form Development

1. The building's placement relative to the opposing blocks in phases 2-3 at Free Wharf poses risks of a canyon effect, daylight impact, and privacy issues, though we acknowledge the design team's efforts to minimise the latter.
2. If this location is used, it would require a significant reduction in scale, potential stepping of profiles from the rear, and possibly angled rear-facing aspects (similar to those at Free Wharf).

Scale and Design

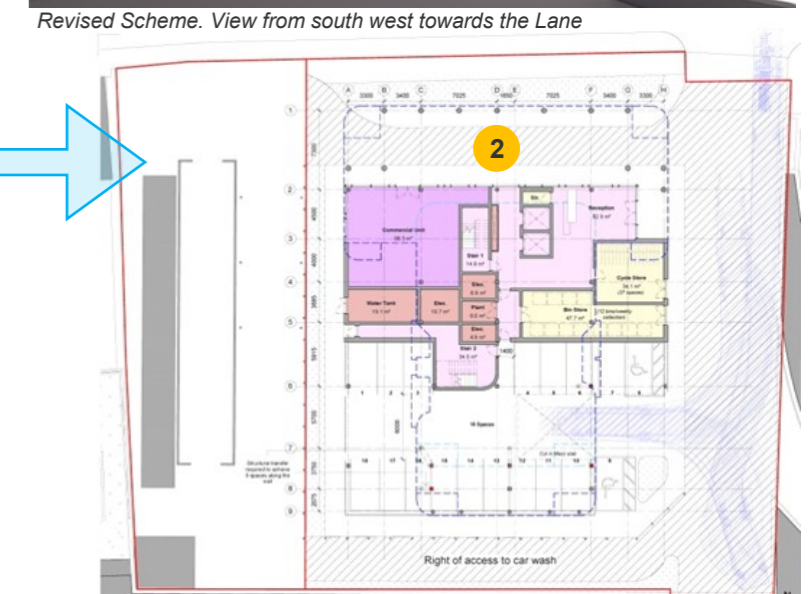
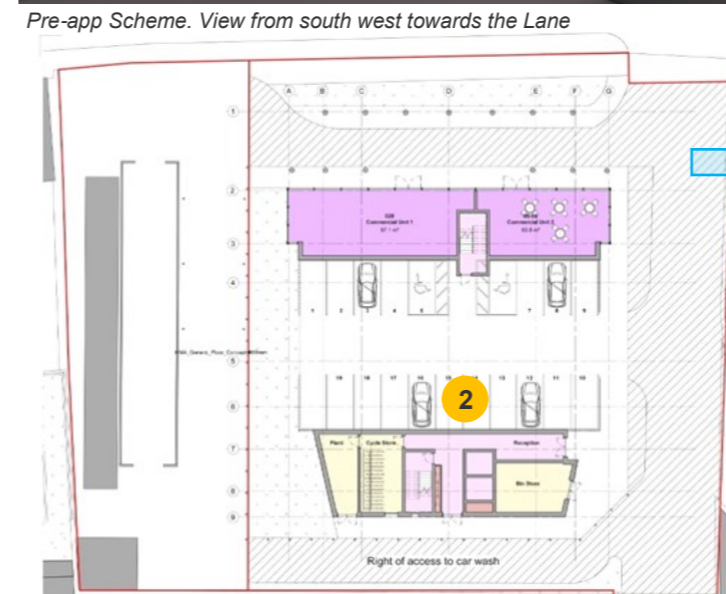
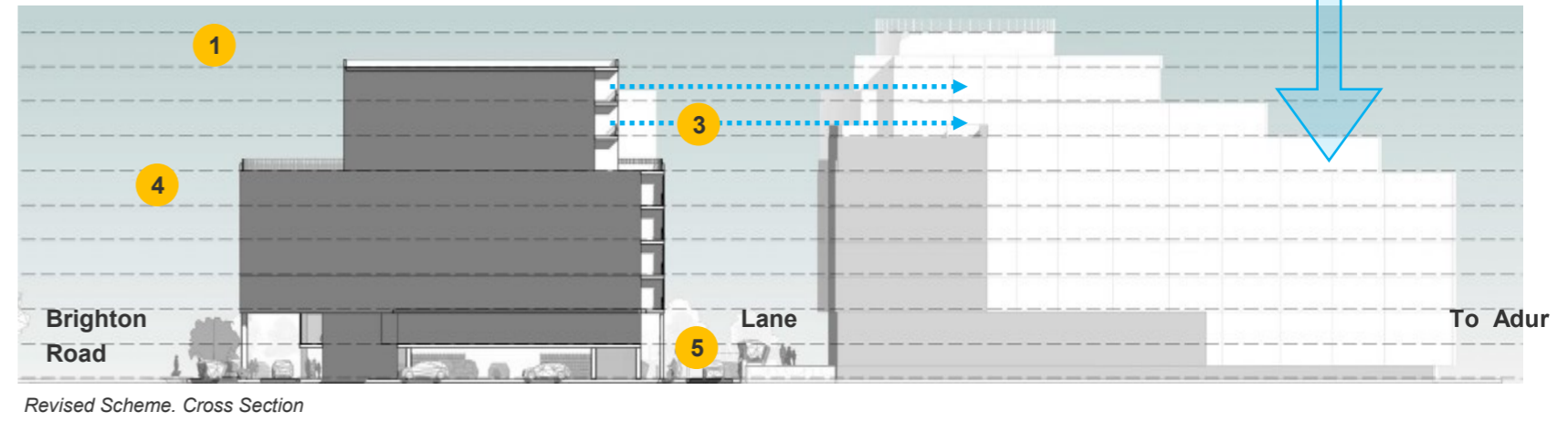
1. Significant reservations exist regarding the building's scale, overall height, the 2-3 storey inset right-angled block, and the site frontage height. **Additionally, the colonnaded ground floor makes it difficult to mask the dominance of the access road.**

Response. Page 1

In response to the officers' comments, Holder Mathias explored several options, one of which was developed and is presented on the following pages. This option forms the basis for illustrative proposals presented at the Public Consultation in February 2025.

To avoid a risk of canyon effect, daylight impact and privacy issues, we have:

1. Reduced the mass of both elements - one along Brighton Road and the other perpendicular—by one floor, resulting in heights of 6 and 9 storeys.
2. Redesigned the layout and moved the main lift core to the centre of the building to allow for stepping opposite Block C of the Free Wharf development
3. Introduced a 3-storey deep step facing the Lane.
4. Matched the height of the lower element facing the Lane with the one fronting Brighton Road, creating a more coherent built form.
5. Introduced a recess at the first floor level to add variety to the Lane elevation and further alleviate the canyon effect.



Response. Continued

Risk of Canyon Effect

As shown in the images to the right, the changes to the massing design helped alleviate the risk of a canyon effect in the Lane.

The generous recess of the top floors expanded the sky view, while the varied design of the lower floors widened the street at eye level and aligned with the datum on Block C's angled windows



Pre-app Scheme. View along the Lane

Revised Scheme. View along the Lane



Revised Scheme. Recessed upper Ground Floor

Risk of Impact on Daylight and Privacy

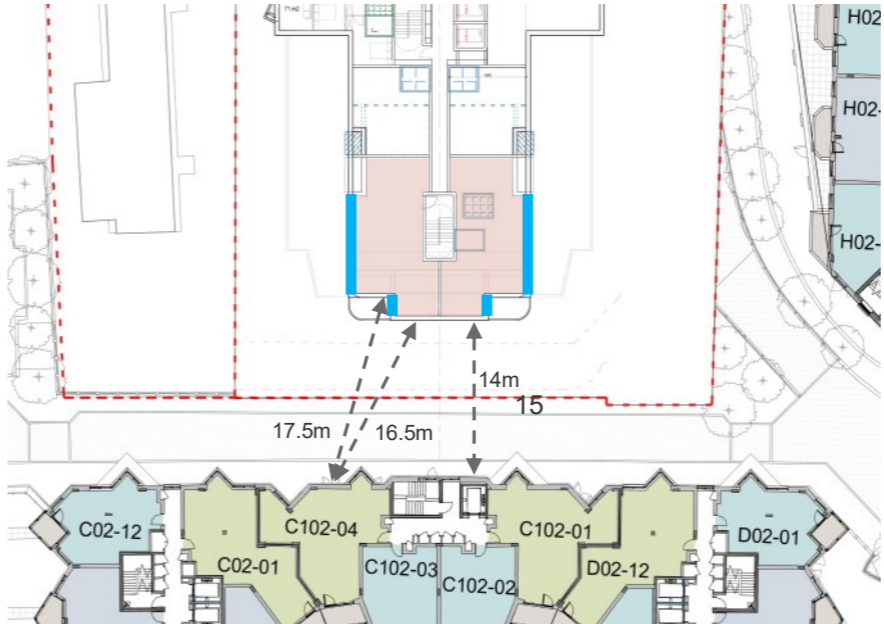
The impact on privacy is limited, as the staircase, not a residential unit, is directly opposite the proposed block.

Flats C102-04 and C102-01 in Block C are double-aspect with oriel windows to prevent potential overlooking.

The distance from the slot windows and balcony door to the parallel plane in Block C is 16.5m and 17.5 respectively and the views are oblique.

The main units in the proposed block face east and west, not south towards block C. Additionally, balconies include perforated brick screens to avoid privacy concerns.

Angling windows on the south elevation seems unnecessary but can be explored at a later stage.



Relationship to the windows of the Free Wharf Block C

Challenges in Masking the Access Road with a Colonnaded Ground Floor

The proposed double-height colonnade effectively supports the Brighton Road frontage. While echoing the "base" of the newly built blocks H and G. The intentional design feature not only adds visual interest but also provides a welcoming canopy for both residential entrance and the commercial unit.

The shared surface will emphasise pedestrian priority, while the landscape solution will play a crucial role in integrating the ground floor into emerging streetscape.



Revised Scheme. Double-height colonnade



Free Wharf Blocks G1, G2 and H to east from the Proposed Scheme. Ground Floor "base".

ENGAGEMENT

Public Consultation

Community drop-in session

A drop-in session took place on Wednesday 26 February 2025, from 3:30pm to 6:30pm at Sussex Yacht Club, 85-89 Brighton Road, Shoreham-by-Sea. The event gave residents and key local stakeholders an opportunity to learn more about the scheme, meet the project team, and share feedback—either in person or by taking home a freepost form.

Approximately 100 people attended. Feedback from the session has been reviewed by the project team and is detailed in Section 4 of the Statement of Community Involvement by Fairthorn Consultancy. Community flyers and exhibition boards were also displayed.

The consultation generated 64 pieces of feedback: 48 through the project website, 12 paper forms completed at the event, and 4 email responses.

Summary of presented scheme

- 49 apartments
- 30% of affordable housing
- 18 car and 28 cycle parking spaces
- 90m2 commercial space



Land at 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects

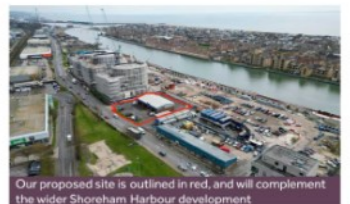
Consulting the community

Blenheim Estates Ltd is unveiling its plans for the sustainable rejuvenation of the land at 37-41 Brighton Road (which is currently occupied by Kiwik Fit).

Working with our award winning design team at Holder Mathias Architects, we are proposing a high-quality mixed-use block, ranging from six to nine storeys, accommodating 49 residential units alongside one commercial unit on the ground floor.

Residents will benefit from undercroft parking, enhanced public spaces, and proximity to excellent transport links.

In addition to addressing the demand for affordable housing locally, our carefully designed scheme will protect the integrity of adjacent sites and actively contributes to the continued development of Shoreham-by-Sea's emerging masterplan.




Our proposed site is outlined in red, and will complement the wider Shoreham Harbour development

Our online consultation

We will also be displaying the same material online at - brightonroad.your-feedback.co.uk with an opportunity to leave feedback up until Sunday 9th March 2025.

For those without internet access, we would be happy to send printed consultation materials to you along with a feedback form that can be returned to our team free of charge.

Please scan the QR code to visit our site



Our drop-in session

Before taking our proposal forward, we wanted to engage with residents and other important local stakeholders.

We are therefore hosting a community drop-in session:

Date: Wednesday 26th February
Time: 3:30 - 6:30pm
Location: Sussex Yacht Club, 85/89 Brighton Road, Shoreham-by-Sea, West Sussex BN43 6RF

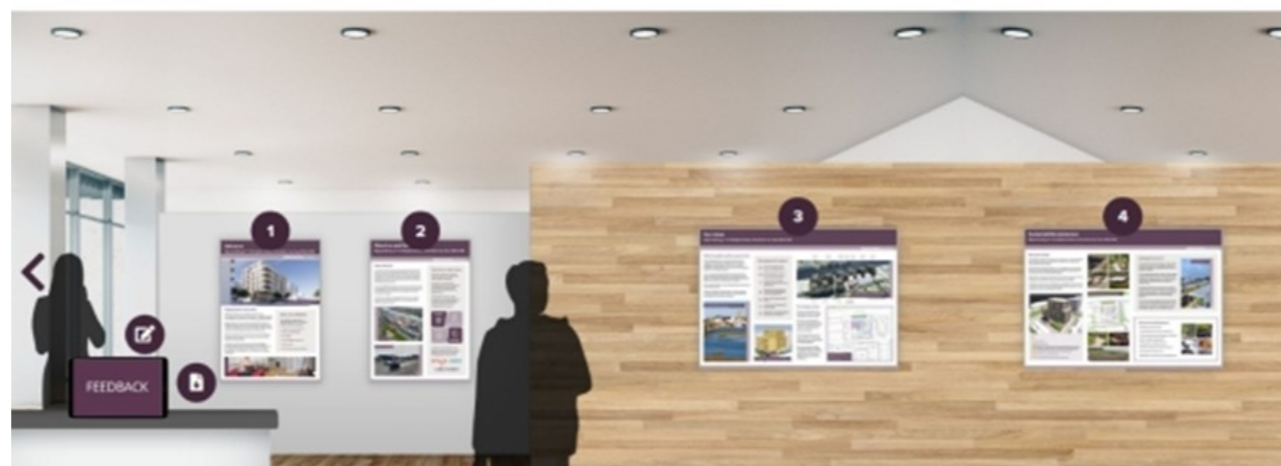
Contact us

📞 Call us free on 0800 099 6712 - leave a message, and our project team will ring you back

✉️ mail@your-feedback.co.uk

🌐 brightonroad.your-feedback.co.uk

Blenheim Flyer - Shoreham.indd 1 03/02/2025 21:24:17



Feedback

The project team received a range of design-related comments from the community, many of which the team was able to respond to. These comments can be grouped into the following themes:

Parking and Accessibility

- Concerns about an insufficient number of parking spaces in the plans
- Requests for dedicated visitor and disabled parking

Commercial Use

- Comments noting that there are already vacant retail and business units in the area

Transport and Infrastructure

- Concerns regarding the provision and design of the future cycle lane

Green Space and Recreation

- Suggestions to include more green spaces and a play park
- Requests for clarity on the amount of green space provided

Sustainability and Environment

- Requests for the inclusion of solar panels
- Questions about tree planting
- Concerns about enhancing biodiversity

Response

In response to community feedback on the number of parking spaces and the scale of commercial space, the project team explored several design options. One of these was further developed and is presented below. This refined option **forms the basis** for the illustrative proposals submitted with the outline planning application.

Car and cycle parking

We have increased the number of parking spaces from 18 to 24—an increase of 30%:

1. Incorporating three additional spaces in the new undercroft area in the north east corner
2. Relocating the cargo bike spaces to the cycle store and replaced them with two standard parking spaces
3. Replanning the landscape area to add one more space.

The scheme includes two wheelchair-accessible parking spaces, exceeding the required provision. Two car club spaces are also provided.

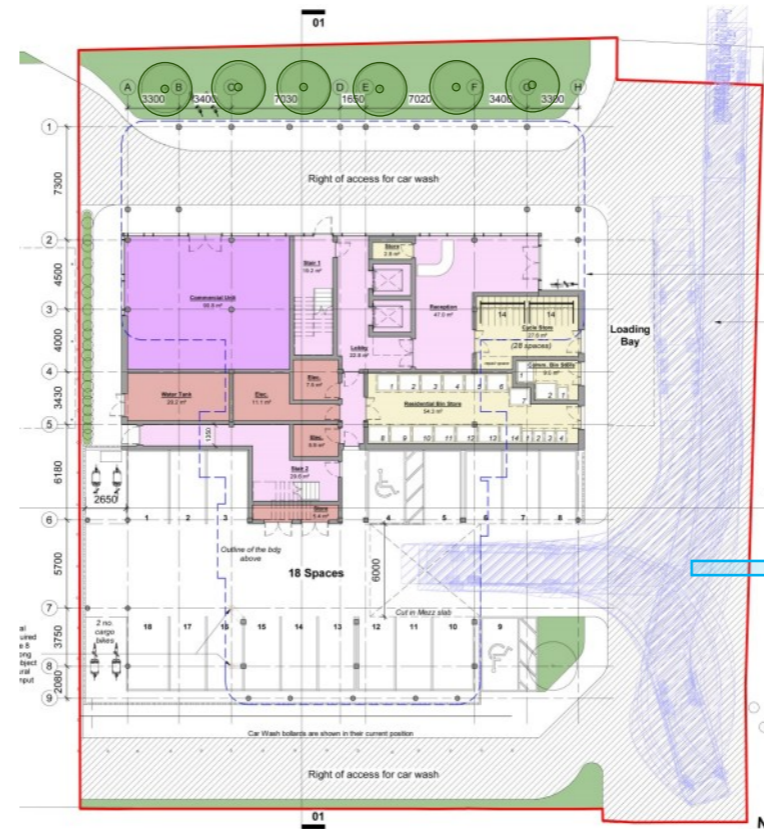
The cycle store capacity has been increased from the minimum required 28 spaces to 32. The redesigned store also accommodates two cargo bikes and includes a dedicated repair area. Positioned along the main façade, the new location provides improved natural surveillance.

To enable these changes, the residential entrance was relocated to the north elevation, and the main core was mirrored.

This reconfiguration consolidated the back-of-house functions (parking and refuse collection) along the eastern frontage, while the western side became more oriented toward front-of-house activity. The residential entrance is now positioned closer to the town centre, where the majority of residents and visitors are expected to arrive from.

Commercial Space

4. We conducted a brief review of schemes currently in planning and concluded that providing a smaller commercial unit may be a more suitable strategy for this location. The space still offers an active frontage and can serve the local community effectively.



Ground Floor Plan. Before February 2025



Revised Ground Floor Plan following Public Consultation



The view showing the commercial unit on the corner and residential entrance marked with door canopy and lettering above it.

Response - continued

Future Cycle Lane

- Provision has been made to allow for the easy incorporation of a future cycle lane. Trees have been strategically positioned so they will not obstruct the proposed route and will not need to be removed or relocated. The pedestrian path will be shifted to the south of the future cycle lanes to align with the footpath on the adjacent Free Wharf site.



Proposed cycle way along A259

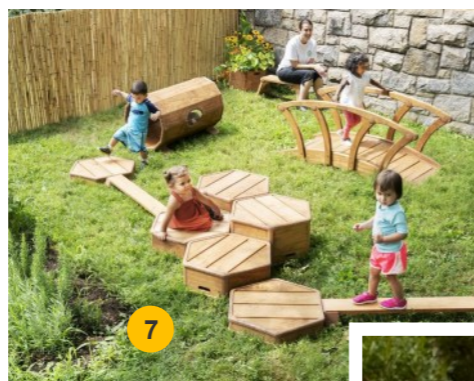
Landscape and Play Space

- Although the site is constrained, the landscape scheme has the potential to be exciting. A row of trees is proposed along the front of the scheme, along with several landscaped borders along the western and southern boundaries. Please refer to the Site Plan within the pack.



Strategically positioned trees to allow for future cycle path

- The open space of Ham Recreation Grounds lies directly opposite the site.
- To partially compensate for the limited open space within the development, it is possible to install a small low level playground equipment for toddlers on the western terrace at upper ground floor level. If agreed upon, access would need to be designed into the scheme, as the current plans show this area as a green roof. Details can be finalised at the reserved matters stage when a full landscaping scheme and management plan will be prepared.



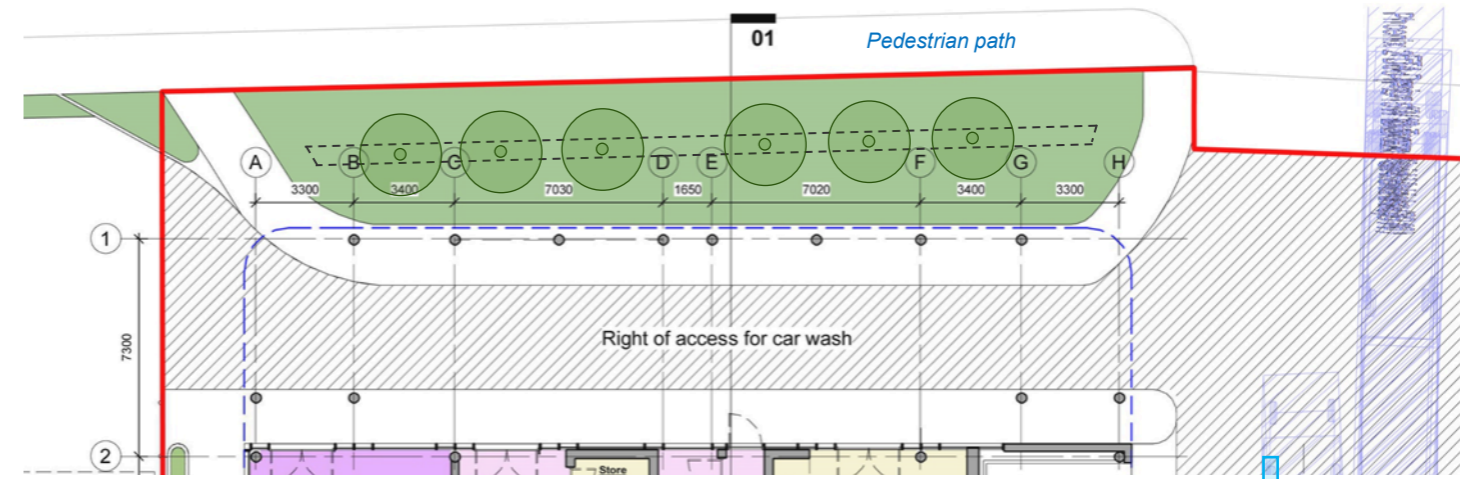
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Examples of small, low level playground equipment suitable for placement on the upper ground floor roof.

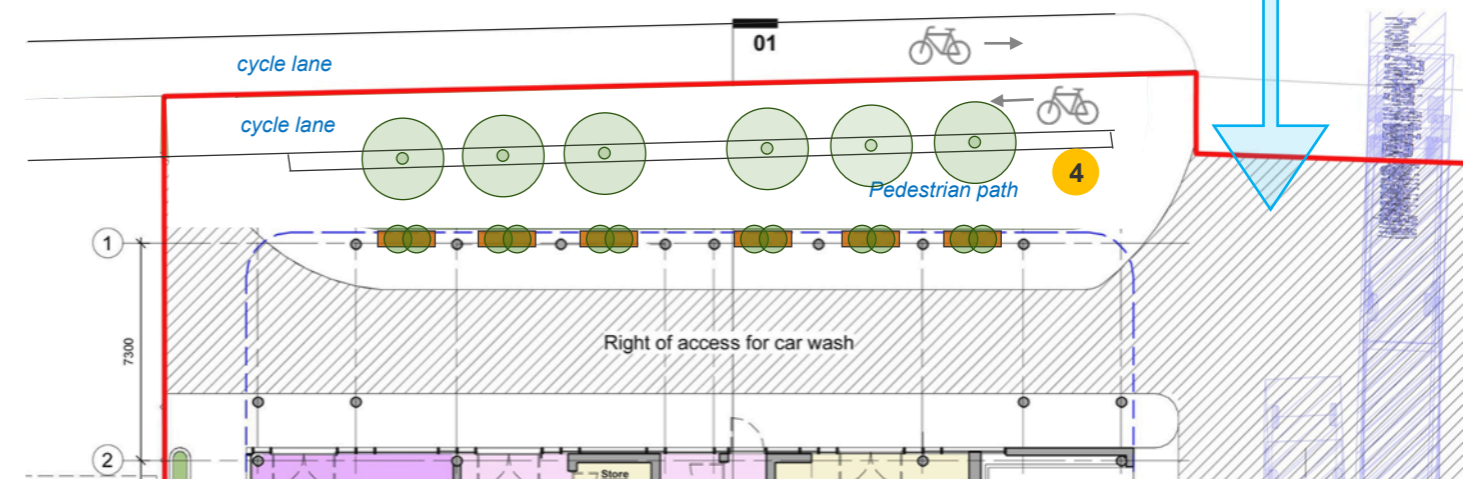


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- It is also worth reiterating that each apartment includes a private balcony of up to 9 m², whereas nine flats benefit from large terraces, and there is a 150 m² communal terrace on the fifth floor. Refer to landscape section of this document.



Outline Planning Plan showing pedestrian path and green space with trees



Incorporation of cycle path in a future phase



View showing the west facing space for potential installation of a small low level playground equipment for the under 2s.

Response - continued

Sustainability and Environment

9. The roof offers a south-facing, shade-free space of substantial size, making it ideal for the installation of solar panels. The panels will have no visual impact and can be installed on the green roof as image to the right illustrates. Details can be finalized at a later stage when the full energy statement is prepared.



A possible approach: green roof with solar panels.

As it has been already mentioned above trees along Brighton Road have been strategically positioned so they will not obstruct the proposed cycle route and will not need to be removed or relocated in the future. These trees will significantly support urban biodiversity.

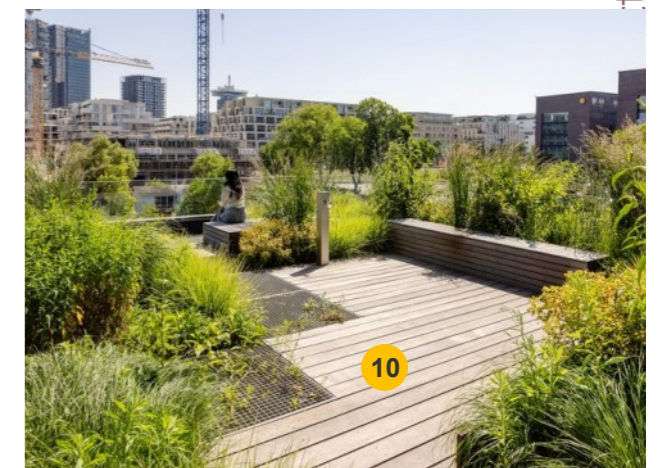
10. Biodiversity can be further enhanced on the communal rooftop terrace on the fifth floor, as well as on the green roof at the upper ground floor. Since only 40m2 is required for the toddlers' playground the remaining 60m2 could be utilised as a green roof.



The roof offers south facing, shade-free space ideal for solar panels



Enhancing biodiversity on the communal rooftop terrace



ENGAGEMENT

Post Submission

Post Submission Feedback

Planning Officer Response

Further to the responses from the consultation period, Stephen Cantwell (the Planning Officer) has raised a number of points prompting further consideration of the outline design as follows:

1. Potential Car Wash Relocation

The question was raised on how the scheme might respond to a potential future scenario where the Car Wash is relocated and the land (along with Ham Business Centre) is redeveloped.

Commentary

The Car Wash benefits from a legal right of access across the north and south of the building, which has been accommodated in the current proposal, however if these access rights are rescinded or amended (say, allowing only pedestrian access) then this could present some opportunities for this development.

Removing vehicular access to the north and south edges of the site could provide an opportunity to improve the pedestrian experience and provide a greater amount of landscaping.

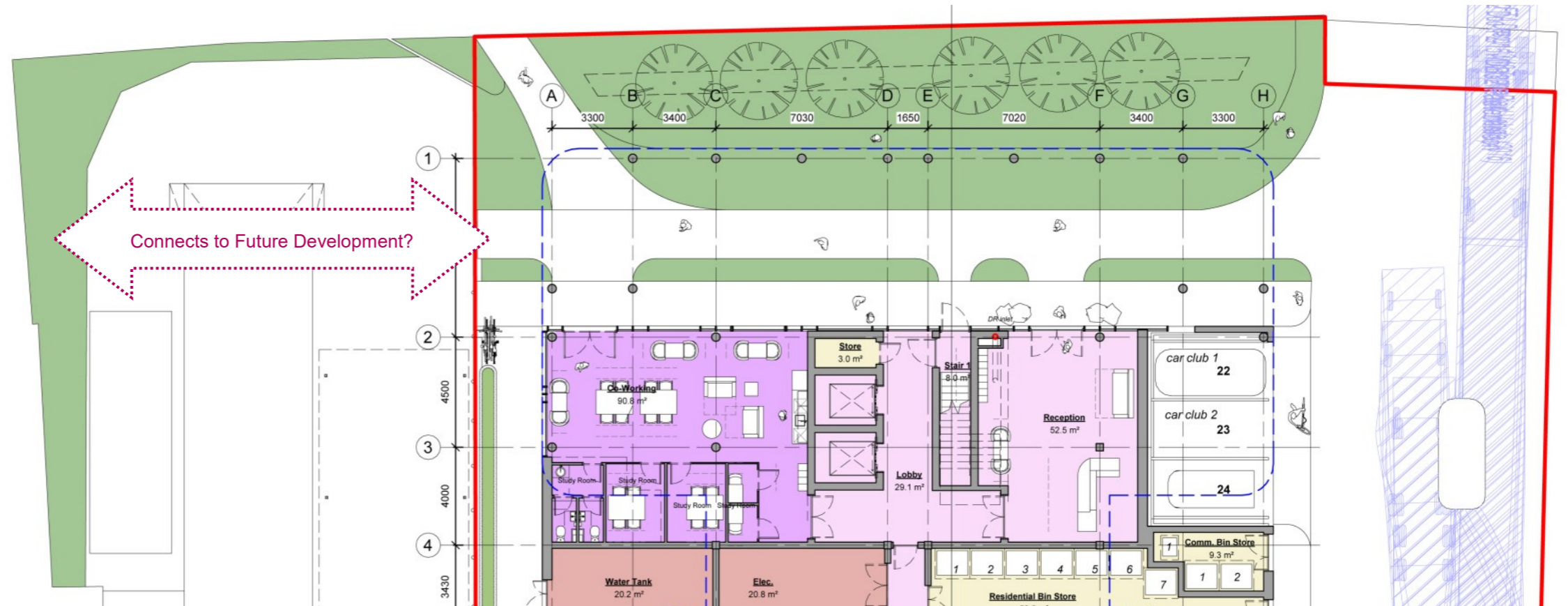
Extending the commercial unit at the front of the building below the oversailing first floor has been considered, but although possible, the minimal increase in area is unlikely to be viable against the cost of the works associated.

Response

A. Brighton Road Frontage

Removing the access roads could allow for the residential bike store to be relocated into a new dedicated building on the south edge of the site. The former bike store could then be redeveloped into the residential lobby, with the former lobby repurposed as additional commercial area.

The enlarged commercial unit at circa 90sq.m could be used as a valuable co-working facility



Potential to enlarge the reception and commercial unit (shown here as a co-working space for residents), along with additional landscape and a potential pedestrianised route through to any future development



providing between 10 and 20 spaces (depending on design) for home workers. The unit could be exclusively for the residents to use, or could be opened as facility for local neighbours (dependent on operator).

Without vehicular access preventing development, the Brighton Road frontage could be more extensively landscaped and provide a dedicated pedestrianised route that could potentially link to any new development to the west. Outdoor seating (for example if the commercial unit had a café) could be expanded also as the first floor provides a permanent canopy protecting from the weather.

B. South Garden

Vehicles removed from the south provides an excellent opportunity to expand the amenity space for residents with a linear park, and potentially provide additional opportunities for play.

This south facing garden is set below the Free Wharf road level and with the relocated bike store at the eastern end would be completely car free. The location to the south of the development provides a calmer, quieter, cleaner environment compared with Brighton Road to the north.

The garden could be developed as a securely gated area - allowing residents privacy and security when using - or it could be linked with the adjacent development to create a longer park.

Allowing for the Bike Store, an additional 170 sq.m of external landscaped area could be provided, in addition to the amenity area currently provided.

Although the current amenity provided is in excess of the requirement for this development, this additional garden area could be used to alleviate the shortfall experienced by other new developments by providing more facilities on site.



Bike Store is relocated along the south boundary, with the area west redeveloped as a private amenity space for residents - either exclusively for this development, or in conjunction with the future development adjacent



View east towards new Bike Store, potential play-on-the-way type exploratory play equipment (artists impression)



View west from new bike store into linear park (artists impression)



2. Building Height

Comments on the height of the building have prompted us to review the design approach taken on the apparent height of the building and the design of the top floor.

Commentary

Free Wharf surrounds the site on two sides and has set a precedent in terms of height in the locality (in line with the Joint Area Action Plan). This has been a key driver to the height proposed with the identified need to achieve a harmonious balance with neighbouring buildings to complete the area masterplan.

The building behind the development (Block C) is a symmetrical building, with two mirrored towers of 10 storeys each on axis with our site. Flanking our site is Block H, which is 8 storeys in height. On the other flank, the car wash and Ham Business Park are within the JAAP as future developments and could be interpreted as reflecting Block H in height.

Our building, as the centre piece of this masterplan is proposed at 9 storeys to reflect these surrounding structures and acts as a focus for the overall site.

Response

Based on the justification above, the total number of storeys proposed has been retained, however we have revisited the design of the top floor to reduce the apparent height.

Brick has been removed from the top floor with a ribbon of cladding and windows, visually set back from the current building footprint. The extending balconies at this level have been recessed into the building to further reduce the visible form.

At roof level, the brick parapet has been removed and a low oversailing roof added, with railings set further back for safe access to rooftop plant.

These revisions provide a real height reduction at the building edge and alter the proportion of the taller element - with the light brick stopping after level 8 - giving the impression of a lower form.



Original design with brick parapet



Revised approach lowers the brick parapet and adds a set back ribbon of cladding and low oversailing roof



Original design with brick parapet from a distance



Revised approach from a distance. The oversailing roof minimises visibility of any rooftop plant

ILLUSTRATIVE PROPOSALS

Amount and Density

The gross site area is 0.215 Hectare which results in density of approximately 228 d/Ha. The proposed scheme is for a total of 49 dwellings including:

Studios	2
1-bed 2-person flats	12
2-bed 3-person flats	3
2-bed 4-person flats	27
3-bed 5-person flats	5

Including 2 no. wheelchair accessible -1-bed flats at the upper ground level.

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There are 24 parking spaces in the undercroft including 2 no. wheelchair-accessible spaces and 2 car club spaces.

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A total of 32 sheltered and lockable cycle spaces for residents are provided at the ground level. One of these is a visitor space.

There are 2 cargo cycle spaces within cycle store.

There are 2 commercial visitor cycle spaces placed externally.

Site area 0.215 Ha

Level	Studio m2	1B2P m2	2B3P m2	2B4P m2	3B4P m2	3B5P m2	Quantity	Commercial GIA m2
Ground Floor								57.5
Upper Ground / Mezz		3	1		1		5	
1st		2		5		1	8	
2nd		2		5		1	8	
3rd		2		5		1	8	
4th		2		5		1	8	
5th		1		3			4	
6th	1		1	2			4	
7th	1		1	2			4	
Roof								
Total	2	12	3	27	1	4	49	57.5

Mix, %	4%	24%	6%	55%	2%	8%	
Occupancy, pp	4	24	9	108	4	20	169

Resulting density, dwellings per Ha	228
Private balconies and terraces, m2	623
Landscaped communal roof terrace at 5th level, m2	150
Residential vehicle parking	24 of which 2 disable spaces and 2 car club
Residential cycle parking	32 of which 1 visitor space
Cargo cycle space	2
Commercial cycle parking	2 external

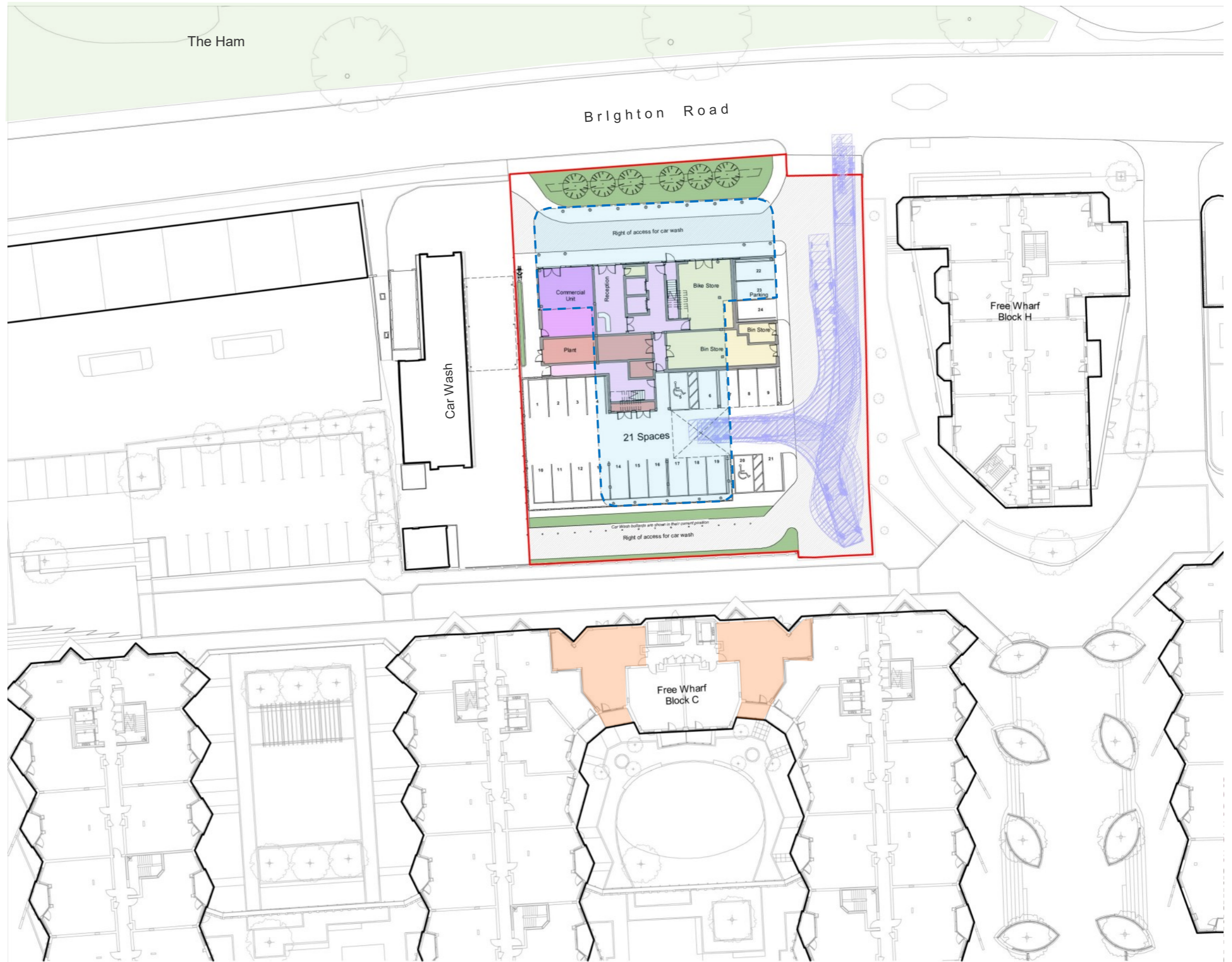
Site Plan with Ground Floor Plan

The proposed building is positioned slightly off-centre on the site and aligned with the axis of block C of Free Wharf development. The layout utilises the existing access from Brighton Road. Its T-shaped form echoes Free Wharf blocks and continues the established urban rhythm.

A commercial unit, the residential lobby, and the cycle store face Brighton Road, while the main undercroft car park is situated at the rear of the site. The established frontage along Brighton Road is enhanced by a double-height colonnade, a row of trees, and a landscaped green strip.

The third-party right of way (indicated by grey diagonal hatch) has been seamlessly incorporated into the proposal. Tracking for service vehicles is shown in light purple. The proposal does not rely on neighbouring sites for servicing.

As shown in the plan, Block C of the Free Wharf development has a stair core and two flats facing the proposal. These apartments within block C are double-aspect, with their main windows facing south. The windows overlooking our proposal are angled, minimizing privacy concerns.



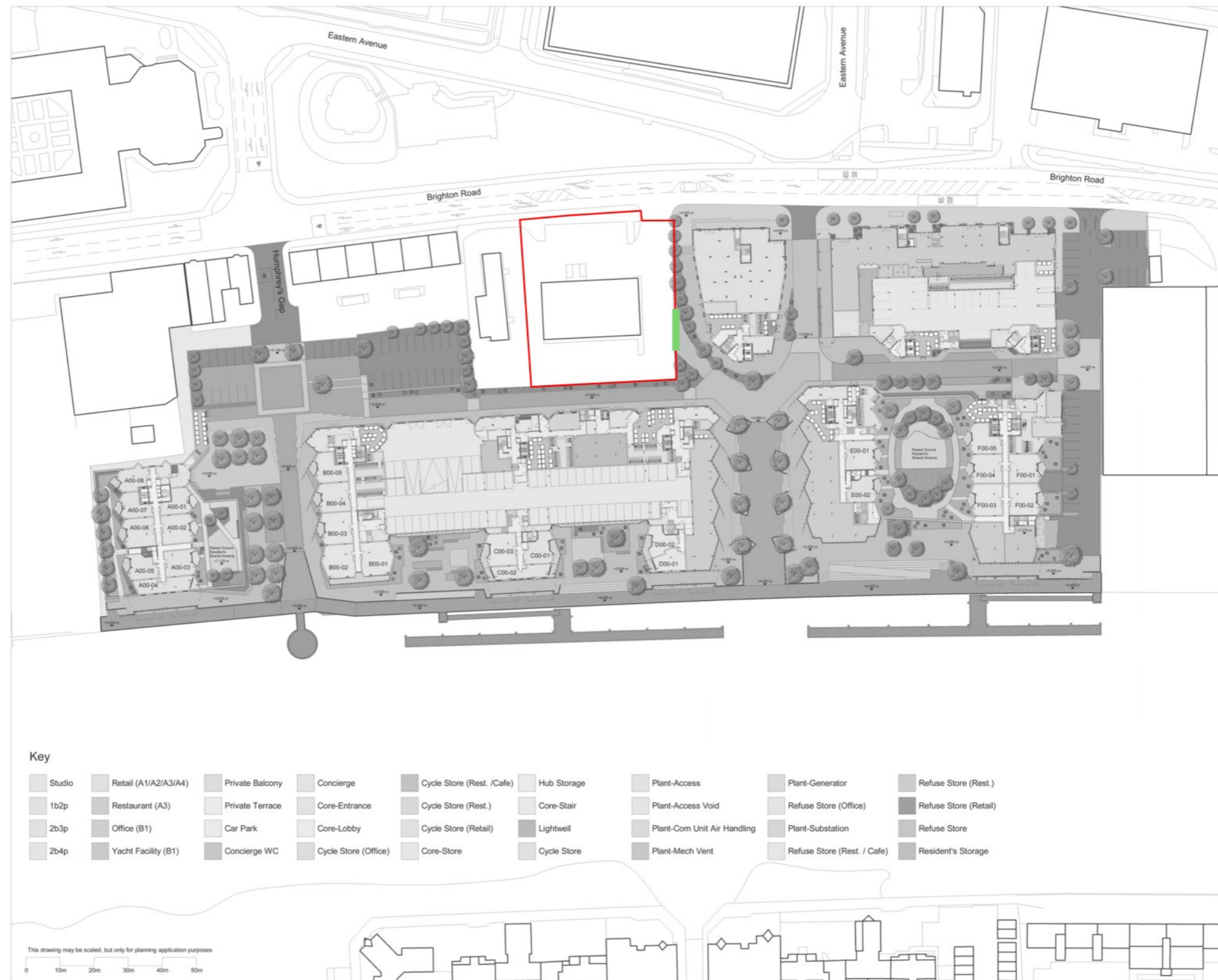
— Site Boundary



Site Plan

Access maintained to the Publicly Accessible Open Space shown on the Plan appended to the Southern Housing Group S106 Deed of Variation dated 06 March 2024.

The plan referenced is the Ground floor plan from consent AWDM/1497/17, issued 09 August 2018.



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 Telephone: 020 7253 2523
 Fax: 020 7250 0584
 email: info@czwgarchitects.co.uk
 www.czwg.com

Notes:
 All elevation values are expressed in meters and relate to their height Above Ordnance Datum (Newlyn)
 All trees shown here are indicative. Please refer to Landscape Architect's masterplan for further details on tree/shrub position and size.
 The road junction proposals shown here are indicative. Please refer to the Transport Consultant's documentation for further details.

Key

Studio	Retail (A1/A2/A3/A4)	Private Balcony	Concierge	Cycle Store (Rest. /Cafe)	Hub Storage	Plant-Access	Plant-Generator	Refuse Store (Rest.)
1b2p	Restaurant (A3)	Private Terrace	Core-Entrance	Cycle Store (Rest.)	Core-Stair	Plant-Access Void	Refuse Store (Office)	Refuse Store (Retail)
2b3p	Office (B1)	Car Park	Core-Lobby	Cycle Store (Retail)	Lightwell	Plant-Com Unit Air Handling	Plant-Substation	Refuse Store
2b4p	Yacht Facility (B1)	Concierge WC	Cycle Store (Office)	Core-Store	Cycle Store	Plant-Mech Vent	Refuse Store (Rest. / Cafe)	Resident's Storage

This drawing may be scaled, but only for planning application purposes
 0 10m 20m 30m 40m 50m

Rev: P03 Date: 18.01.18 Draw: EC Chk: SR
 East portoon revised.
 Rev: P02 Date: 05.01.18 Draw: EC Chk: SR
 Revisions to scheme submitted for Planning
 Rev: P01 Date: 29.09.2017 Draw: RA Chk: EC
 Issued for Planning Submission.
 Do not scale off this drawing
 Report all errors and omissions to the Architect
 Dimensions to be checked on site
 Plot date: 18/01/2018 18:20:50

Client:
 Southern Housing Group

Project:
 Free Wharf, Shoreham-by-Sea

Title:
 Site Wide Ground Floor GA Plan

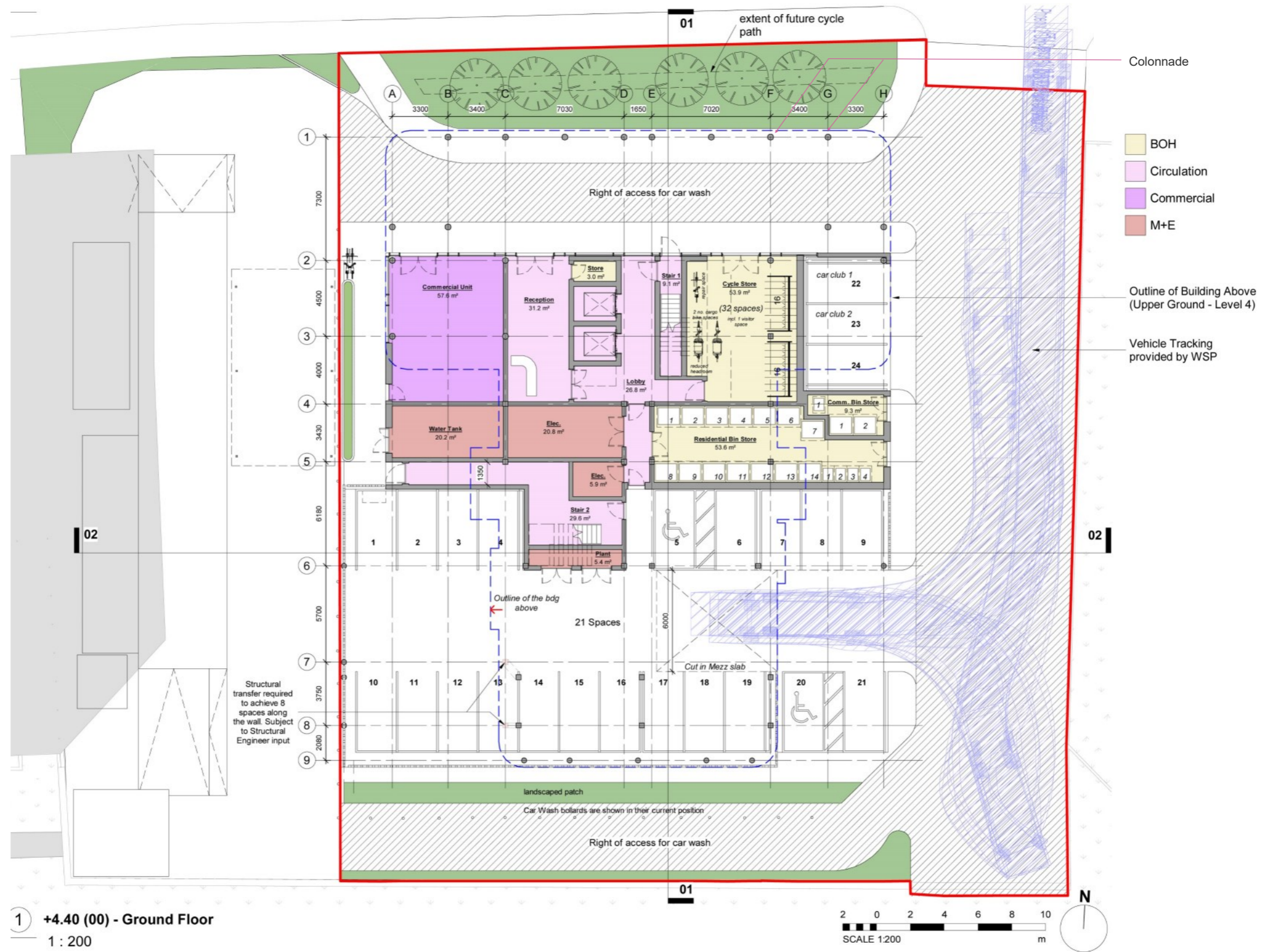
Drawing status:
 For Planning

CZWG
 Scale @ A1
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 Drawing No:
 2052-00-DR-0110 Rev:
 P03

Site Boundary

Ground Floor Plan

- At ground floor, active frontages are concentrated on the western side, while the eastern side accommodates more back-of-house functions.
- The residential entrance faces Brighton Road, and the flexible commercial space is positioned on the corner to encourage activity and engagement at street level.
- The grand double-height colonnade supports the established frontage line along Brighton Road and helps to respect the third-party right of way.
- The main staircase is adjacent to the lift lobby, while an additional escape stair is in the centre of the building, with an escape route leading to the west—not through the undercroft car park.
- Cycle storage is positioned next to the residential lobby, with access from both outside and the lobby. The store includes a space for repairs as well as two spaces for cargo bikes.
- The residential bin store is located on the eastern side of the building and can be easily accessed from the residential lobby.
- Next to the residential bin store is a bin store for the commercial unit.
- There are three parking spaces in the undercroft area at the front, while the main undercroft car park at the rear is open to the elements from the sides.
- Plant spaces are grouped on the western side of the building at the rear.



Floor Plans

Upper Ground Floor Plan

This level includes the reversing space for service vehicles, requiring double-height headroom.

There are five apartments at this level, including two 1-bed wheelchair-accessible units in the northern part of the building.

Each unit has access to a private terrace. Two green roof zones enhance biodiversity and visual amenity.

Typical Floor Plan

Flats are arranged around two cores. The main core with two lifts serves 8 flats on the lower levels and 4 flats on the upper levels.

Flats are mirrored for efficiency.

Floors 01-04 are identical, with 6 out of 8 flats being double-aspect.

Typical floor features five 2-bed-4p flats, two 1-bed and one 3-bed-5p flat.

A firefighting shaft includes a firefighting lift, a lobby and a smoke shaft, in compliance with AD Part B.

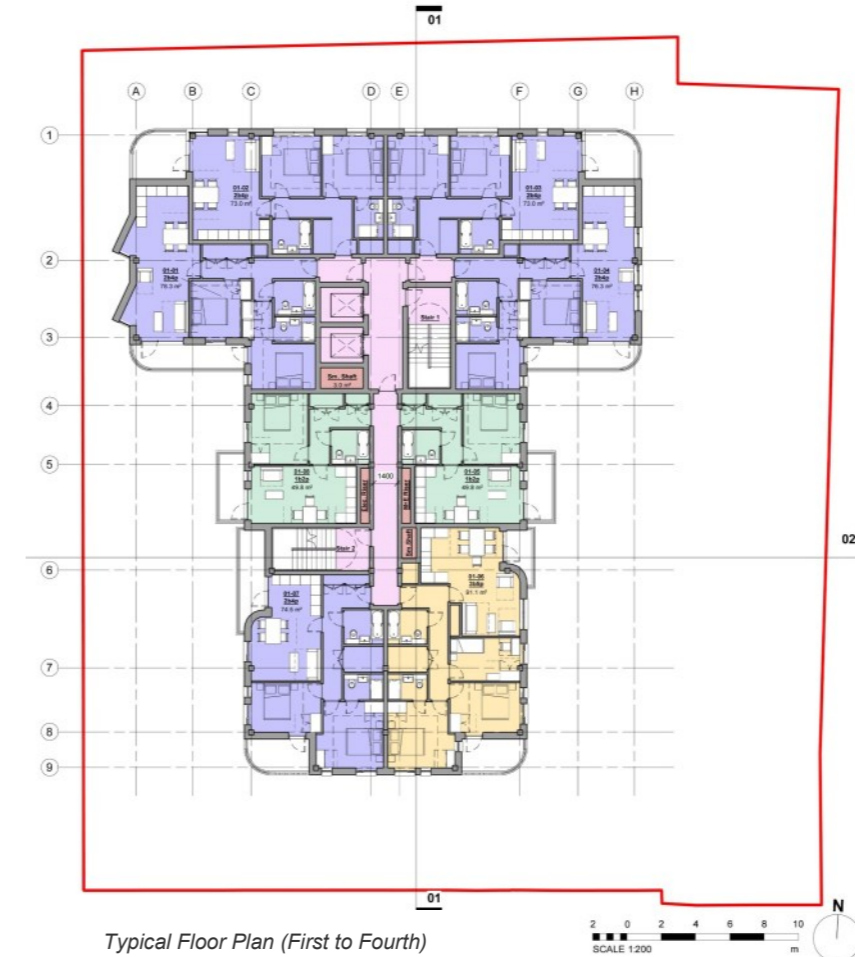
Mechanical and electrical risers are centrally located, with structural and M&E elements to be developed later by consultants.

Fifth Floor Plan

The fifth floor steps back along Brighton Road and the Lane, creating a communal terrace (150 m²) and generous terraces to all four units (three 2-bed and one 1-bed).

Sixth and Seventh Floor Plan

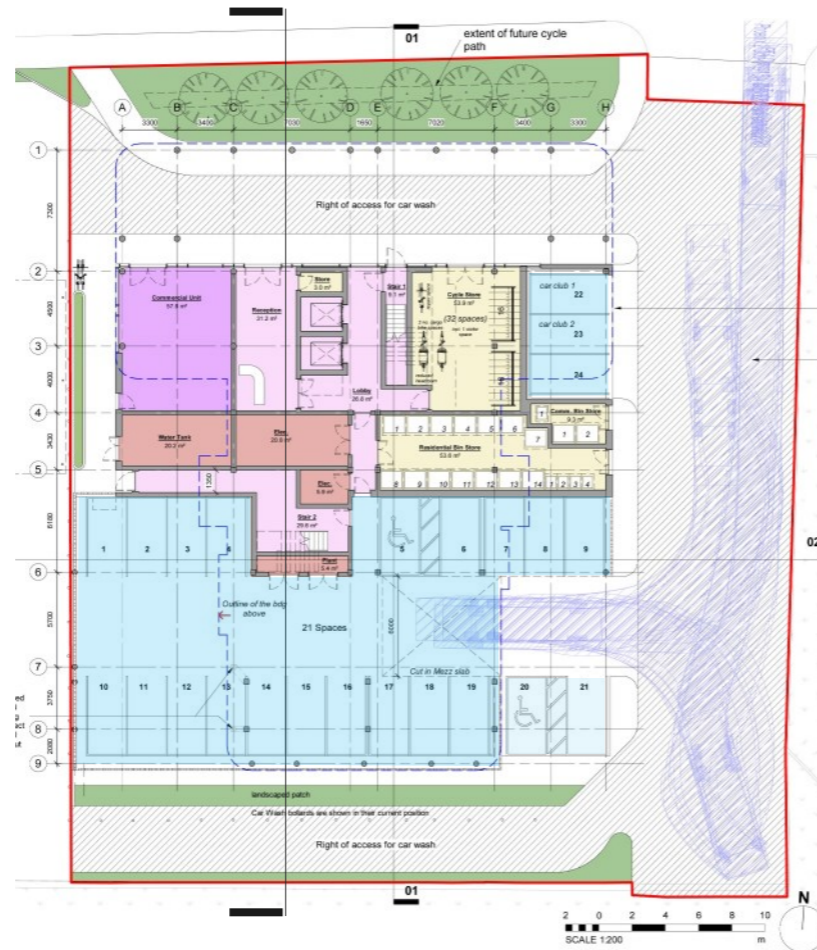
These levels are similar to the 5th with terraces replaced by private corner balconies that further lighten the architectural volume.



Use

The proposed development includes one commercial space and 49 apartments.

A 57m² commercial unit is located at the northwest corner of the ground floor, with access from Brighton Road. The rest of the building is dedicated to residential use.



Ground Floor Plan



- Commercial
- Residential
- Parking



Massing Strategies

The following steps outline the development of the proposed massing:

1. Existing Site

The site is square, with existing access located in the northeast.

2. Efficient Form

A T-shaped block follows the Free Wharf urban pattern, consisting of two key elements: a 6-storey plinth along Brighton Road and a 9-storey perpendicular element. The taller block is aligned north-south to optimize daylighting, with potential for a community terrace atop the lower element.

3. Podium

An extended ground-floor podium designed to accommodate residential amenities and undercroft parking.

4. Six-Storey Datum

A 3-storey step reduces the height along the Lane to 6 storeys, enhancing the streetscape and preventing a canyon effect. A colonnade is incorporated to support the Brighton Road frontage, and the right of way is maintained.

5. Softening the Form

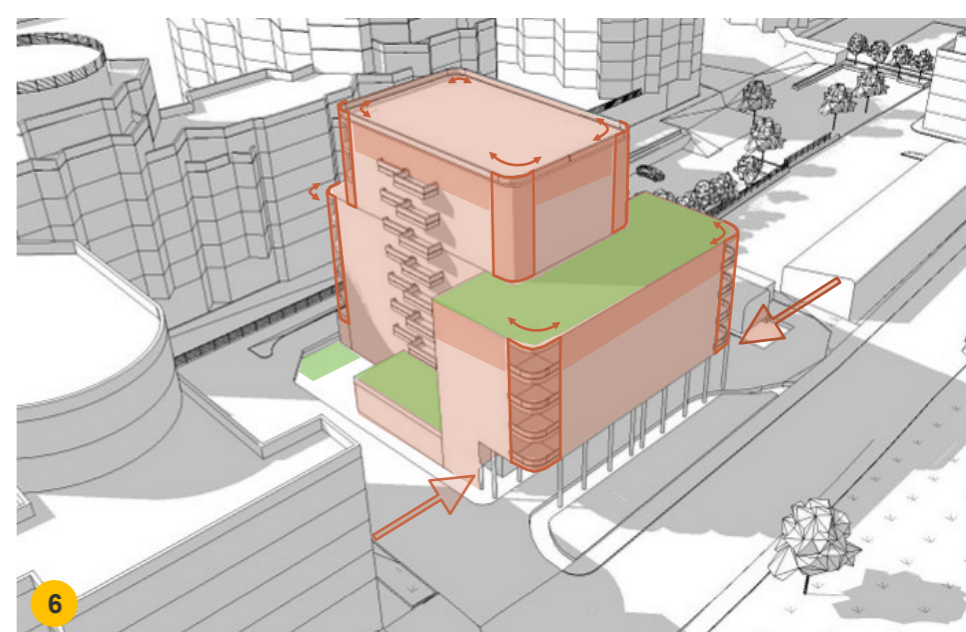
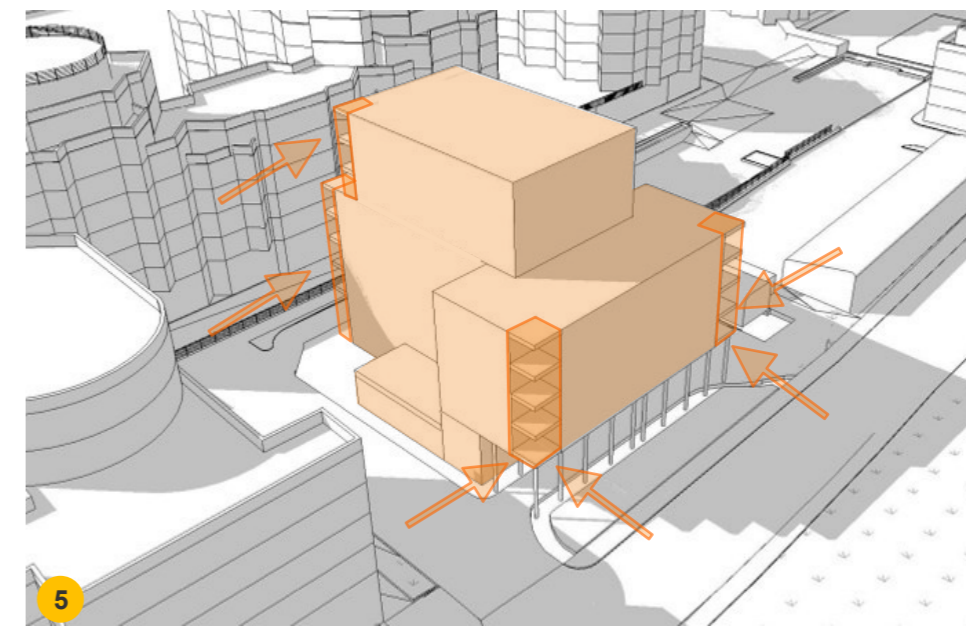
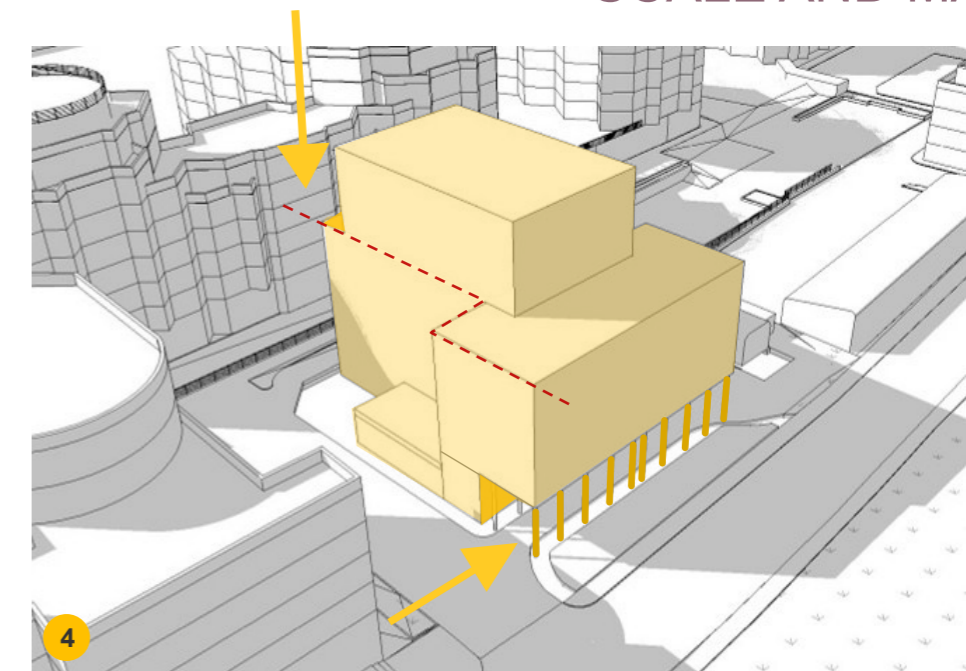
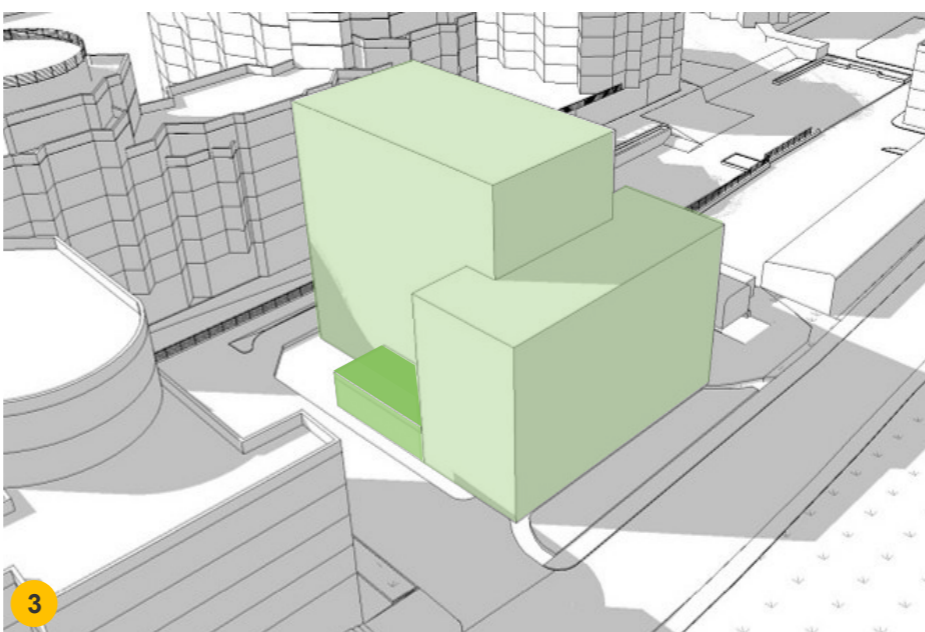
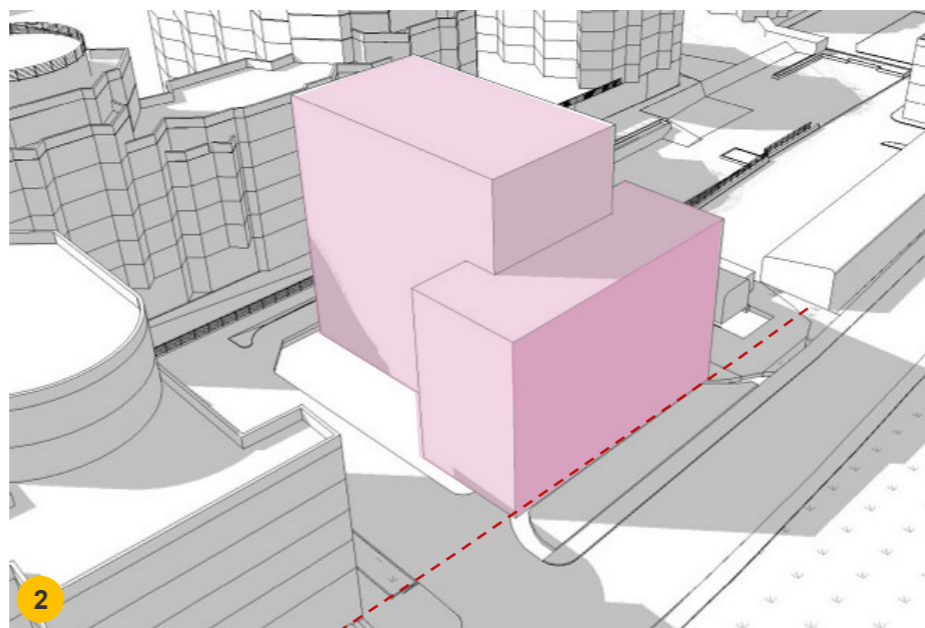
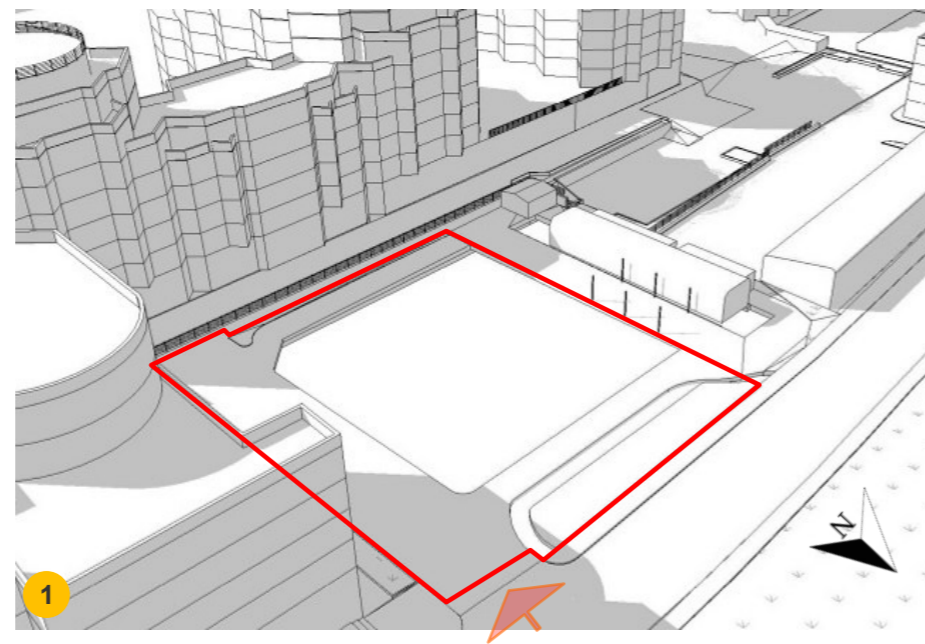
Large corner balconies are introduced to soften the corners and maximize dual-aspect opportunities for the apartments.

6. Contextual Form-Making and Corner Focuses

Curved corners are applied to the balconies, drawing on Art Deco influences. A distinctive top-floor treatment further enhances the building's design.

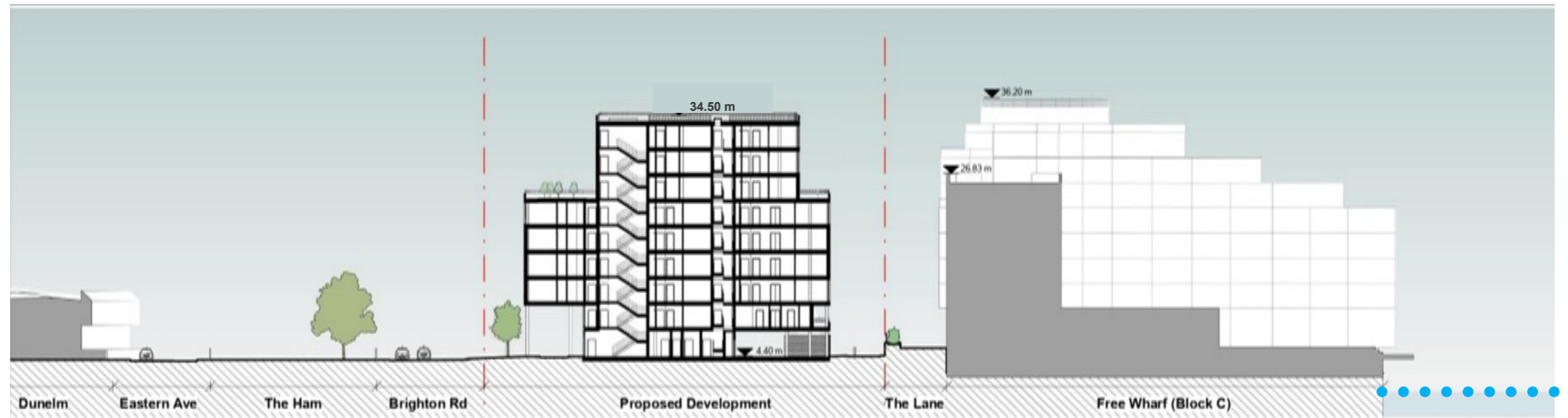
Two focal points are created at the corners - a glazed commercial unit on the western corner and a small undercroft in the eastern one.

A slab above the undercroft car park facilitates generous landscaped terraces, adding greenery to the development.



Site Sections

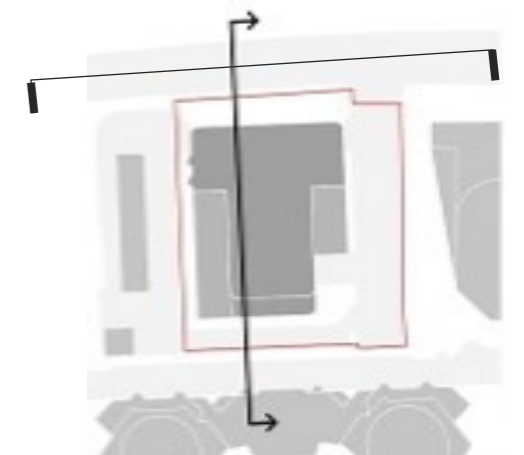
- The cross section shows the 6-storey “plinth” facing Brighton Road and recessed 9-storey element of the proposed development .
- The height of the double-height colonnade along Brighton Road at the front matches the two-storey commercial space of the Free Wharf’s blocks H and G. This can be also seen on the elevation below.
- The building’s top three floors are recessed on the south façade facing The Lane.
- The Upper Ground Floor is also recessed and a gallery is introduced to create variety and lighten the mass facing the Lane.
- Top floors of the proposal enjoy spectacular views.
- The section also shows the level change between the Site and the Lane.
- Façade and landscape details are for illustration purposes only.



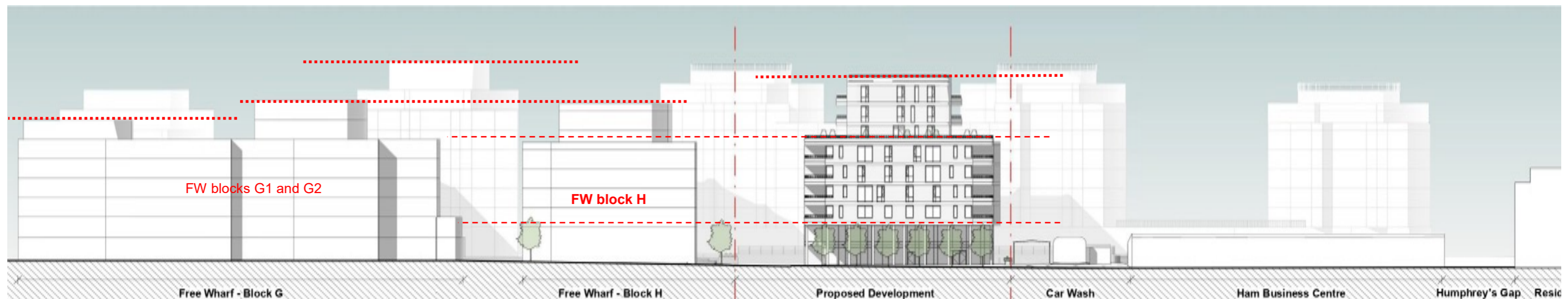
Site Section



View West from Brighton Road



Key Plan



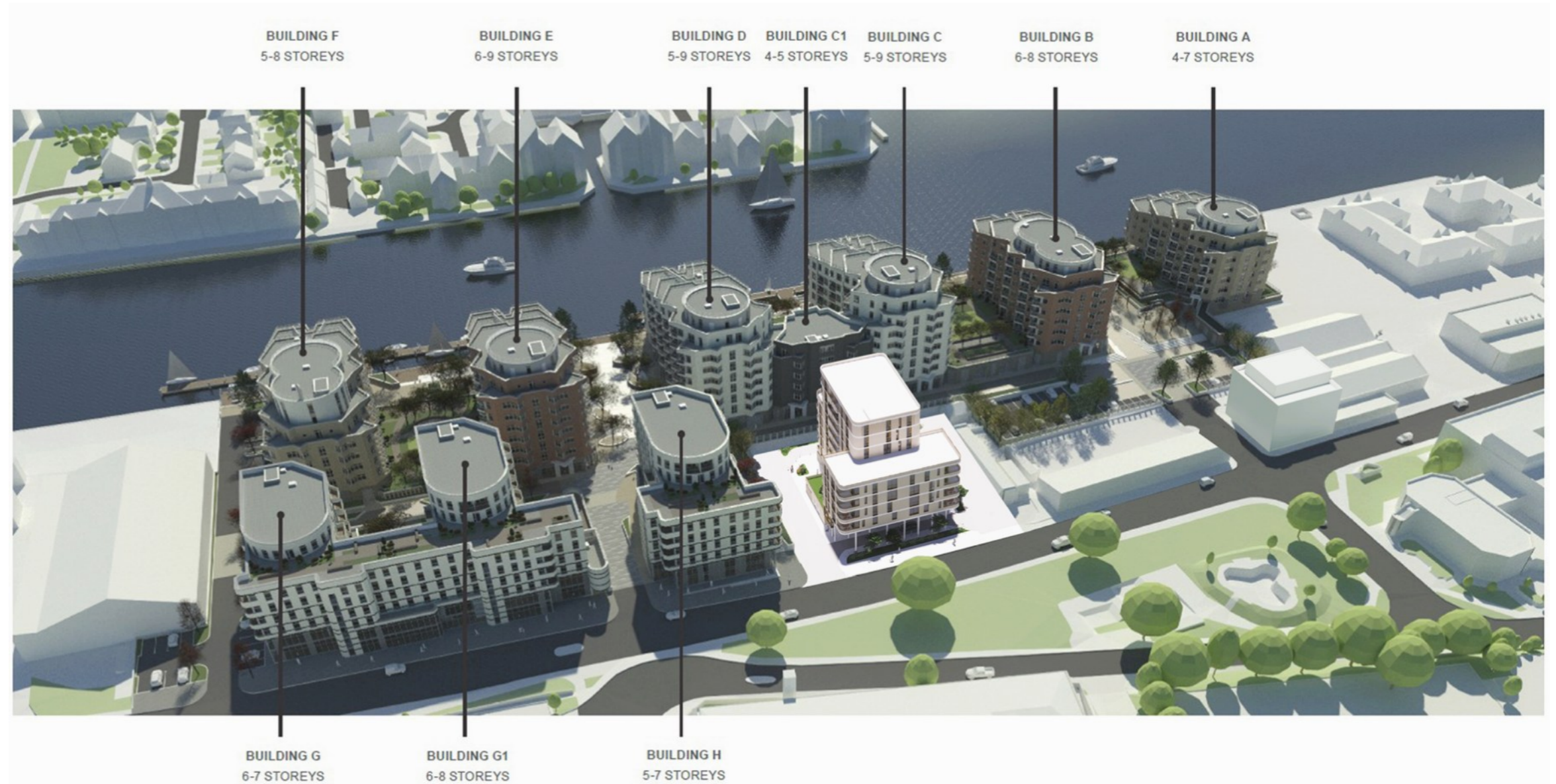
Site Section- Elevation

Proposed massing as part of the new masterplan

The sketch montages on this page show the seamless integration of the proposed massing into the context of the Free Wharf Development.

1. The Brighton Road frontage line is maintained and reinforced
2. The lower plinth aligns with the Free Wharf buildings

The street view demonstrates how the new block is thoughtfully integrated into the Free Wharf Development, contributing positively to the newly established Brighton Road streetscape.



Proposed massing as part of new masterplan, including Ham Business Park Site.

Sketch montages on this page show proposed massing on the Site as well as possible massing on the Ham Business Park site.

