

3.1 The Vision

Through a detailed analysis and study of elevational treatment, a series of design objectives were established that contribute and create a landmark development on the site.

The prominence of feature gables with feature brickwork were looked at. This gives character and adds attractiveness whilst resembling the traditional frontage of the area thus enhancing the site.

The addition of gables and steps within the facade will help break up the building's mass whilst providing a contemporary street scene look. Various colours of multi brick have been proposed to enhance the idea of a street scene.

The building will also tie in with the existing forms within the local area ensuring the proposal suits the surrounding vernacular and is unobtrusive within the landscape whilst creating a building substantial enough to create an enhanced street view.



01.



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Credit images

- 01. Brick Gables
- 02. Types of Feature Brickwork
- 03. Gables to prominent Street Corner
- 04. Feature Brickwork treatment
- 05. Gables to prominent elevation
- 06. Feature Brickwork elevations



Key elevation design.



3.2 Design Approach

The proposal aims to provide a layer of detail and richness to the existing aesthetic to achieve a high-quality development which sets a benchmark for future developments within Barnsley city centre. The proposal has been developed with the following core aims:

Sense of Place

Our approach is based on the integration of urban design and architectural language to support an overriding project concept. Grounding a project to its context is of key importance to creating a successful community.

Contemporary Urban Character

An overarching contemporary urban character will be employed throughout the scheme to define the development, whilst specific character areas will break down the development into small connection elements. These character areas will take reference from the same palette of materials but in their own unique way.

Street Definition

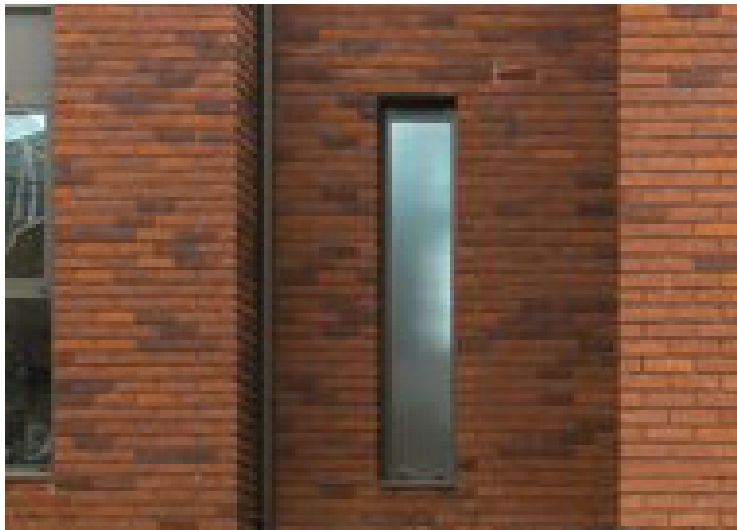
The streetscape breaks down the development into individual blocks which creates small communities that are part of the whole. A strong hierarchy is employed to define the specific areas and aid wayfinding.

Sustainable Community

The site is located within the urban centre and therefore provides a great opportunity to provide pedestrian/cycle access to local amenities and to reduce the reliance on car ownership.

Credit images

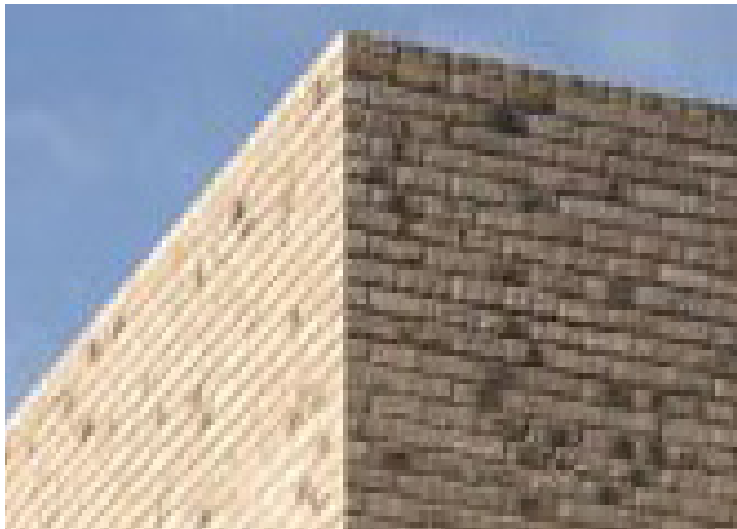
- 01. Red Multibrick
- 02. Feature Windows
- 03. Buff Multibrick
- 04. Feature Gables
- 05. Red Multibrick
- 06. Feature Window



01.



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3.3 Design Evolution

During Concept Design and Developed Design Stage the scheme evolved with considerations of the following aspects:

- Key elevations retaining surrounding contextual materials
- Elevational Studies of Gable Bays

