



Design Statement

Proposed redevelopment providing 25no residential units.

April 2018

39A Alexandra Road
Great Waking, Essex. SS3 0HN

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INTRODUCTION

The following document will set out the design concepts proposed for the site at 39a Alexandra Road, Great Waking. The site lies to the south of Great Waking village centre, positioned approximately 6-miles east of Rochford. The proposals are for the demolition of the existing dwelling and outbuildings and the redevelopment of the whole site providing 25no houses.

This document firstly identifies the site and its design context, this site analysis provides the necessary background which has informed the design concept proposals.

THE SITE

Historic Context

There is evidence of multi-period occupation from at least the Normans. Great Waking was subject to organic historic growth and much of the high street was formed through a range of eras, from the late 1500's to the late 20th century.

The town had a boom in the brick industry during the 20th century, which increased the population by 3x the previous century. This increased the demand for housing as between the two major brick yards over 600 people were employed which saw intense growth within Waking of which influenced the housing character of the area.

Local Character

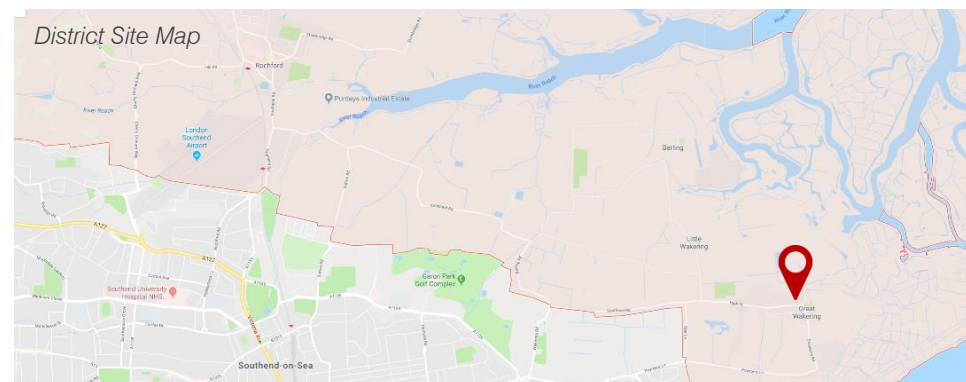
There is a range of styles within Great Wakerings high street, contributing to a large number of their Listed buildings and conservation of the site history. Examples of

these listed buildings can be seen on the following pages.

A range of materials are used throughout the villages high street. Although most commonly dwelling are of render finish, numerous examples of timber boarding and brickwork. The more recently built properties comprise of a combination of render, brick or boarding. There is a variation of clay and slate tiles examples found throughout the village

The fenestration is either stacked ground and first floor windows which can be seen on the majority of the following pictures or smaller scale upper floor windows which can be seen on the White Hart Pub and the tea rooms.

The large quantity of 1960's/70's housing stock is not assessed within this statement as it is felt it represents poor architectural quality and the proposed development should draw design influence from the original historic character of Great Waking.



Images from page 3;

1. The White House [Grade 2 listed]
2. 10 Alexandra Road
3. 114 High Street
4. Yellow buff brick example
5. White boarding example
6. Red with contrasting yellow brick or stone band example
7. The White Hart [Grade 2 listed]
8. 7 High Street [Grade 2 listed]
9. 194-196 High Street [Grade 2 listed]
10. 194 High Street [Grade 2 listed]
11. 143 High Street [Grade 2 listed]
12. 164-196 High Street [Grade 2 listed]
13. 90-84 High Street



THE PROPOSALS

Scale and Massing

The proposed scheme will be influenced by Great Woking historical context by mirroring the building proportions found through the high street. In the same way varying scales and building/eaves heights will be used between house types to create interest and articulation to the street scenes.

Appearance

The proposed scheme will seek to use a high quality materials palette that aims to compliment and draw influence from the existing character. A mix of plain clay and slate tiled roofs will be adopted across the site, with high quality red stock brickwork broken by smooth white render and white painted timber cladding fitted with shadow gap joints giving a contemporary take on the white painted weatherboarding in the village.

Window openings will take proportions directly from the existing properties but with contemporary fenestration styles allowing larger panels of unbroken glazing. Frames will be dark grey taking influence from the medieval buildings currently the white heart public house.

Proposed external materials palette;

- 1.Plain Clay and Slate Roof finish*
- 2.Dark grey uPVC windows/rainwater goods*
- 3.White low maintenance Cladding*
- 4.White smooth render*
- 5.Red stock brick with light coloured mortar*
- 6. Contemporary take on traditional housing*
- 7. Contemporary white boarded house*
- 8. Contemporary rendered terrace*
- 9.Timber clad contemporary feature gable*



