

### 3.0 Site-wide global guidelines

#### Palette Coding

#### Foreground



### 3.5 Foreground buildings

3.5.1 The Townscape strategy identifies a series of ‘special’ (or Foreground) buildings which occupy a unique position within the masterplan.

3.5.2 There are two types of Foreground building within the masterplan, these include:

- **Townscape Marker buildings**  
These locate the Cambridge Road Estate from afar and have an important position within the masterplan for wayfinding and placemaking.
- **Gateway buildings**  
These respond to external stimuli and mark a transitional threshold into The Site.

3.5.3 Background buildings share common themes and work together to create a street, enclose a space or collectively establish a Character Area (Fig. 3.12) - E.g. *“I am on Madingley Avenue because the buildings predominantly conform to Design Palette 01”.*

3.5.4 Foreground buildings stand out from the urban grain because they occupy unique positions within a place or serve a special purpose (Fig. 3.11)- E.g. *“turn right after the white building to get to the main road.”*

3.5.5 Foreground buildings offer Designers the freedom to develop proposals which respond to the unique setting these special buildings sit in.

3.5.6 Flexibility is incorporated into the Design Guidelines to enable Foreground buildings to stand out from background buildings without defining explicitly how this difference should be expressed.

3.5.7 **The façades of Foreground buildings must be different from that of the prevailing background buildings for the settings these bound.**

3.5.8 **The difference between Foreground and Background buildings can be strong or subtle but must comply with the Design Guidelines identified elsewhere in this report.**

3.5.9 Designers should consider;

- Incorporating additional detailing, texture and articulation at a finer grain than background

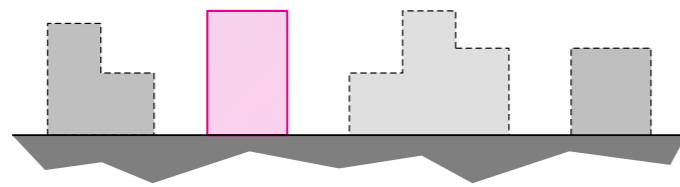


Figure 3.11: Diagram illustrating foreground buildings standing out.

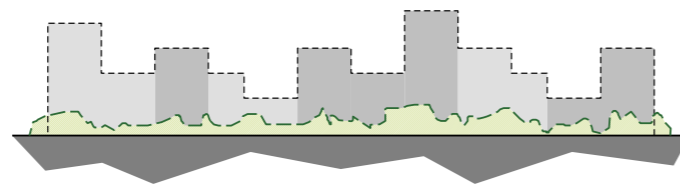


Figure 3.12: Diagram illustrating background working together.

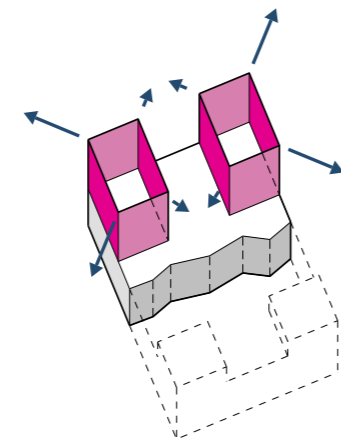


Figure 3.13: Townscape markers

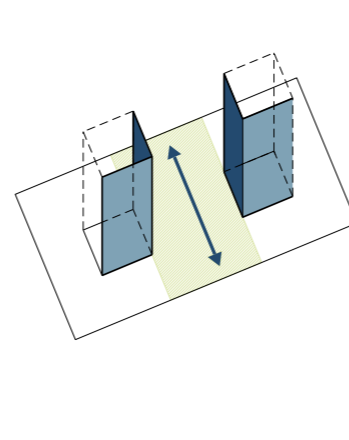


Figure 3.14: Gateway buildings

Legend:

- F Foreground buildings - Townscape Markers
- F Foreground buildings - Gateway Buildings
- Principal views
- ↔ Principal axial route
- Proposed background buildings

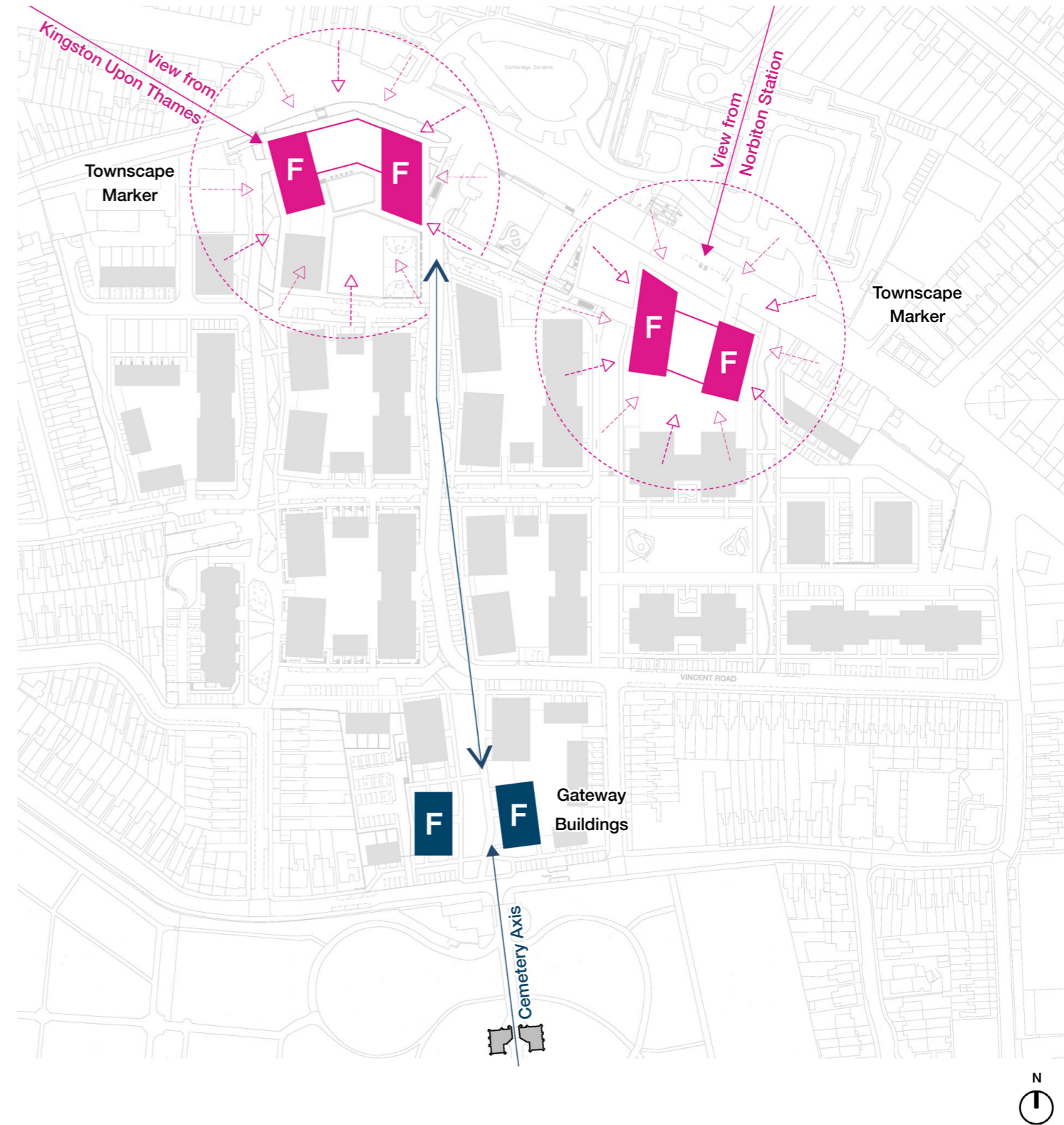


Figure 3.10: Foreground buildings - townscape markers & gateway buildings

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text





Figure 3.15: Variable Design Palette applied to Foreground Buildings

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

### 3.0 Site-wide global guidelines Palette Coding

#### Foreground

- buildings to Foreground buildings; and / or
- Use special materials and higher quality finishes to enhance building façades.

**3.5.10** Townscape Marker buildings must be designed with a level of detail, articulation and colour to be legible from afar and accentuate their height and position within the townscape.

**3.5.11** The façades of Foreground buildings must share a common façade language which wraps on all sides so the building is unmistakable as the same entity from different aspects.

**3.5.12** Gateway buildings must be designed as a pair of buildings bounding an axis and share common themes. These could include; colour, materiality, articulation or decoration.

#### **3.6 Palette Coding: Foreground buildings**

**3.6.1** The application of colour can be a powerful method to introduce difference between buildings.

**3.6.2** Within the Design Guidelines there is the provision to use colour to differentiate between Foreground and Background buildings.

**3.6.3** A third design palette (Design Palette 03) has been incorporated into the Design Guidelines specifically for Foreground buildings which can,

- adhere to the colour palette assigned for the route the building fronts onto; or
- vary from the route colour providing the predominant colour is selected from a third colour range.

**3.6.4** The predominant treatment of a specific façade / building element must align with the palette coding outlined on Fig. 3.15 and expanded on throughout the Design Guidelines report.

**3.6.5** Façades / building elements coded in Purple must adhere to the guidelines associated with Palette 03.

**3.6.6** Designers should refer to Section 3.9 which provides further detail and Guidance as to permitted colour ranges for design palettes.

**3.6.7** Foreground buildings offer Designers the freedom to develop proposals which respond to the unique setting these special buildings interface with.

**3.6.8** The façades of Foreground buildings must be different from that of the prevailing background buildings for the settings these bound.

**3.6.9** The difference between Foreground buildings and Background buildings can be strong or subtle but must comply with the Design Guidelines identified elsewhere in this report.

**3.6.10** Foreground buildings offer Designers the flexibility to incorporate additional detailing, texture and articulation at a finer grain than other buildings.

**3.6.11** Designers should consider using special materials and higher quality finishes to enhance building façades.

**3.6.12** Section 3.9 provides Design Guidance relating to Design Palette definition and application of colour to Foreground buildings.

**3.6.13** Section 3.11 and 12 provides Design Guidance relating to Façade Articulation.

#### Legend:

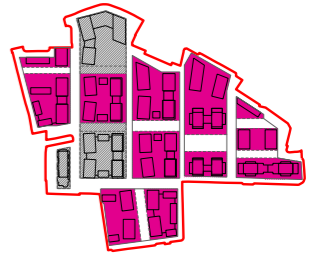
- Colour palette 01 (Pink coding)
- Colour palette 02 (Green coding)
- Colour palette 03 (Purple coding)
- Principal Route - Street hierarchy type 01
- Public Route - Street hierarchy type 02
- Public Route linking to Vincent Road
- Houses / Plinth: No prevailing palette



### 3.0 Site-wide global guidelines

#### Palette Coding

#### Stitching



### 3.7 Stitching buildings

#### Colour in response to context

3.7.1 This section builds on previous sections and codes the application of design palettes for building elements within the masterplan.

3.7.2 **The predominant treatment of a specific façade / building element must align with the palette coding outlined in Fig. 3.16.**

3.7.3 Façades / building elements within Stitching Settings are positioned around the perimeter of the masterplan and are transitional in height, type and character.

3.7.4 Stitching Settings primarily comprise of smaller scale buildings and domestic streets which link to existing neighbourhoods and lace the proposed masterplan and local context together.

3.7.5 **The façades and building elements within Stitching Settings are coded in Orange and must adhere to the guidelines associated with Palette 04.**

3.7.6 The Design Guidelines do not predefine a common colour for façades / building elements coded as Design Palette 04.

3.7.7 Design Palette 04 offers Designers flexibility in terms of façade colour and articulation.

3.7.8 Façades / building elements coded in Orange identify where variety in design palette between buildings or individual dwellings within a building (e.g. terraced houses) is encouraged.

3.7.9 Façades / building elements coded as orange should be a different colour to their adjacent neighbour building (Fig. 3.17, 3.18 and 3.19).

3.7.10 Façades / building elements coded as orange but which share a plinth should share a common hue but can vary in tone (Fig. 3.20 and Section 5).

3.7.11 Façades / building elements in the Plinths (coded as Grey in Fig. 3.16) respond to their individual plot and have no specific neighbourhood Guidance.



Figure 3.17: Within Palette 04, there is no predefined common colour.



Figure 3.18: Within Palette 04, adjacent buildings should differ in colour to their neighbour.

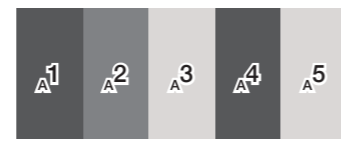


Figure 3.19: Independent dwellings which are coded as Palette 04 but about one another should share a common hue but can vary in tone.

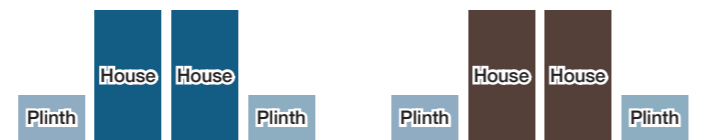


Figure 3.20: Independent dwellings sharing a plinth share a common hue.

#### Legend:

- Colour palette 01 (Pink coding)
- Colour palette 02 (Green coding)
- Colour palette 03 (Purple coding)
- Colour palette 04 (Orange coding)
- Principal Route - Street hierarchy type 01
- Public Route - Street hierarchy type 02
- Public Route linking to Vincent Road



Figure 3.16: Flexible Design Palettes applied to Stitching buildings

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text



Figure 3.24: Façade coding: Application of Design Palette 05 in response to typology

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

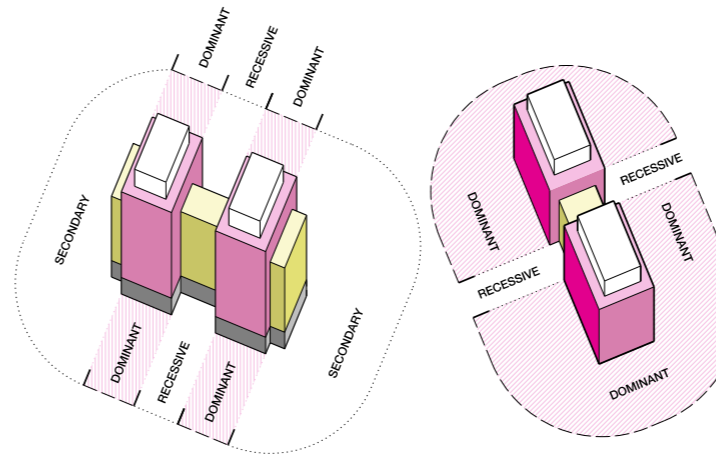


Figure 3.21: Mansion buildings

Figure 3.22: Terraced buildings

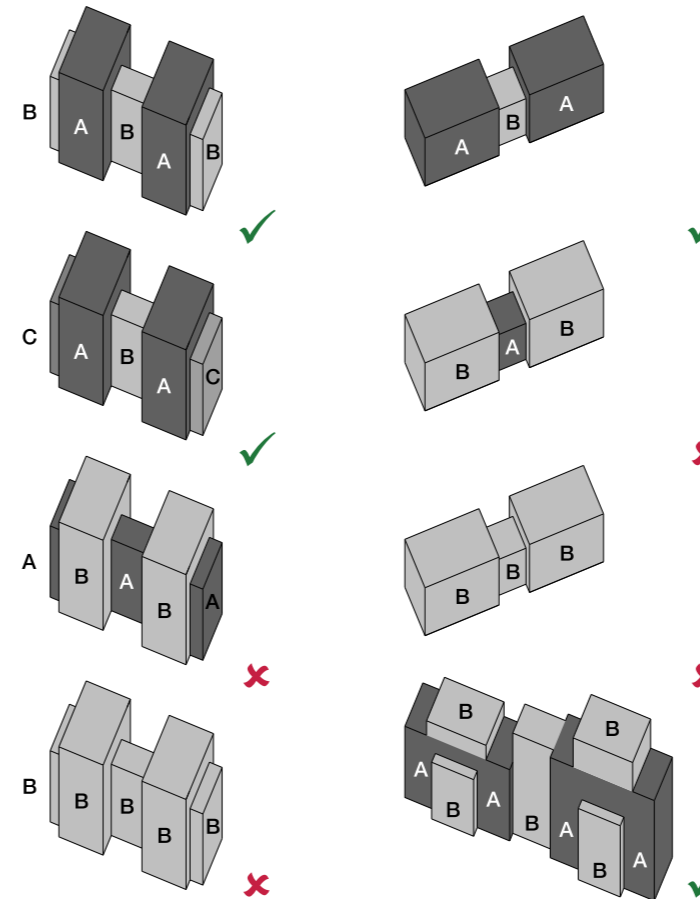


Figure 3.23: Colour palette 05 - Recessive elements

- Legend:
- Design Palette 05 - Recessive elements
  - Proposed buildings

### 3.0 Site-wide global guidelines Palette Coding

#### Separating

#### 3.8 Separating elements

3.8.1 This section builds on previous sections and codes the application of design palettes for building elements within the masterplan.

3.8.2 **The predominant treatment of a specific façade / building element must align with the palette coding outlined in Fig. 3.16.**

3.8.3 Application of Design Palettes is also determined by the relationship between façade and setting.

3.8.4 Each elevation or façade of a building relates to a specific setting and / or responds to a different townscape requirement.

3.8.5 **Façades / building elements coded in Blue must adhere to the guidelines associated with Palette 05 and Fig. 3.24.**

3.8.6 **Façades / building elements coded as blue must be significantly tonally lighter than the prime building colour.**

3.8.7 The adjacent diagrams (Fig. 3.21 & 3.22) shows where it is important to establish recessive elements between primary volumes of Mansion and Linear Terraces.

3.8.8 Establishing a common Design Palette to courtyard façades reinforces 'enclosure' to create a distinct private space - an 'inner-world' away from the public realm.

3.8.9 The colour palette within courtyards could be tonally lighter than the prime building colour.





### 3.0 Site-wide global guidelines

#### Palette Coding



### 3.9 Façade colour

3.9.1 This section builds on previous sections and completes the definition of the design palette by associating colour palette ranges to each of the Design Palettes.

3.9.2 **Façades / building elements which have had Design Palette Definitions applied to them must comply with the coding illustrated within the adjacent diagram (Fig. 3.25).**

3.9.3 **The predominant treatment of façades / building elements with assigned Design Palettes must align with the Design Palette Matrix overleaf (refer to Fig. 3.26).**

3.9.4 The Design Palette Matrix determines the acceptable options within a Colour / Hue Range which are permissible for use as the predominant façade colour of coded buildings.

3.9.5 The Design Guidelines set out five Design Palette Definitions for use within the proposed masterplan, these are identified on the adjacent diagram and comprise of:

- Design Palette 01;
- Design Palette 02;
- Design Palette 03;
- Design Palette 04; and
- Design Palette 05.



Figure 3.25: Combined Design Palettes across the masterplan

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text



### 3.0 Site-wide global guidelines Palette Coding



3.9.6 The predominant colour for any façade must sit within the range identified in the adjacent diagram (Fig. 3.26), wherein:

- **The predominant colour / hue of façades coded as Design Palette 01 (Pink) must sit within the range of Pinks-to-Reds.**
- **The predominant colour / hue of façades coded as Design Palette 02 (Green) must sit within the range of Bufs-to-Browns**
- **The predominant colour / hue of façades coded as Design Palette 03 (Purple) must sit within the ranges illustrated in Fig. 3.26).**
- The predominant colour of façades coded as Design Palette 03 (Purple) relates to Foreground buildings and is not pre-determined- subject to the façade colour being different to its neighbour and additional guidelines in Section 3.10.
- The predominant façade colour for buildings coded as Design Palette 03 (Purple) can conform to the predefined colour for the route.
- Alternatively, the predominant façade colour for buildings coded as Design Palette 03 (Purple) can differ from the route colour if a colour change is the methodology by which the buildings is expressed as a foreground or marker building.
- The predominant colour of façades coded as Design Palette 04 (Orange) is not pre-determined - subject to the façade colour being different to its neighbour and additional guidelines in Section 3.7.
- The predominant colour of façades coded as Design Palette 05 (Blue) should be a lighter version of the primary façade element of the building.
- **The Tonal Definition of façades coded as Design Palette 05 must be Muted and significantly lighter than the predominant façade colour.**
- Façades coded as Design Palette 05 (Blue) should be bright and light to maximise reflected daylight within or on recessive elements.

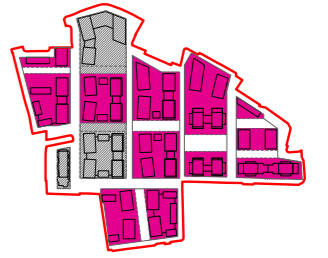
Figure 3.26: Design Palette Matrix

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text



### 3.0 Site-wide global guidelines

#### Palette Coding



#### 3.10 Variation and differentiation

3.10.1 The predominant colour for any façade / building element must sit within the range identified in the Section 3.9.

3.10.2 The adjacent diagram (Fig. 3.31) illustrates how colour variation should be applied to the illustrative masterplan within the guidelines of the prescriptive colour palettes.

3.10.3 **There must be variation in predominant façade / building element colour from building-to-building.**

3.10.4 The colour of individual buildings assigned to a shared colour palette should:

- Change in hue across the route within the specified colour range (Fig. 3.27).
- Change in hue to a neighbour building within the specified colour range (Fig. 3.28 and Fig. 3.29).
- Change in hue if buildings overlap within the specified colour range (Fig. 3.30).

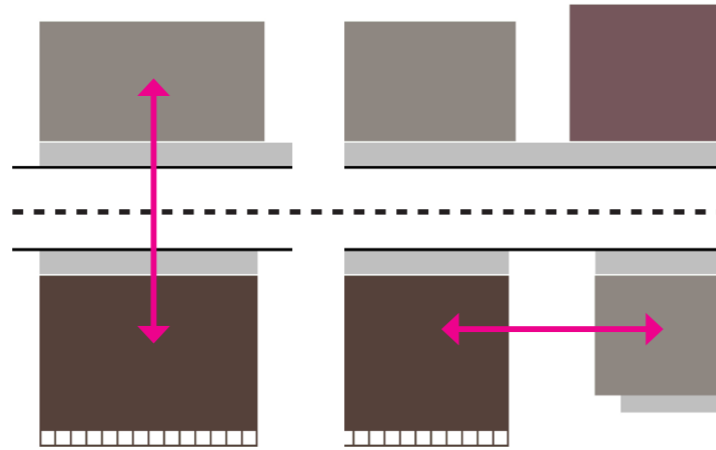


Figure 3.27: Colour change across a route.

Figure 3.28: Colour change across a street.

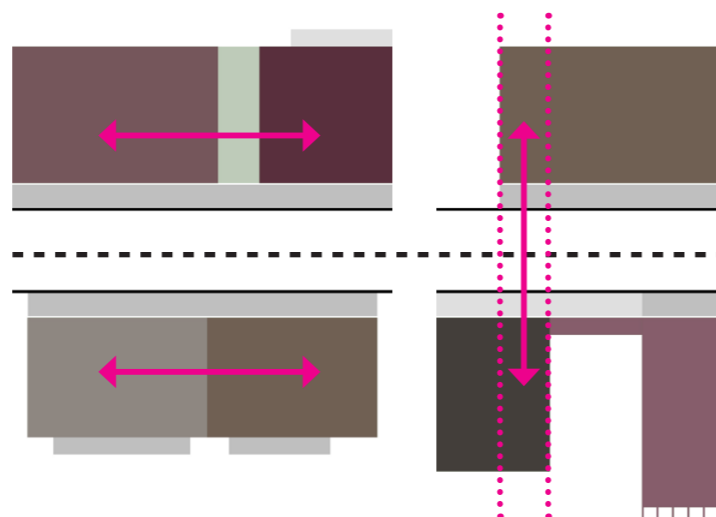


Figure 3.29: Colour change between buildings.

Figure 3.30: Colour change at building overlaps.

**Legend:**

- Building colour defined by Design Palette 1,2,3 or 5
- Design Palette 05 - No prevailing palette for houses & plinth
- - - Centreline threshold along route



Figure 3.31: Illustrative configuration of building colour across the proposed masterplan

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text



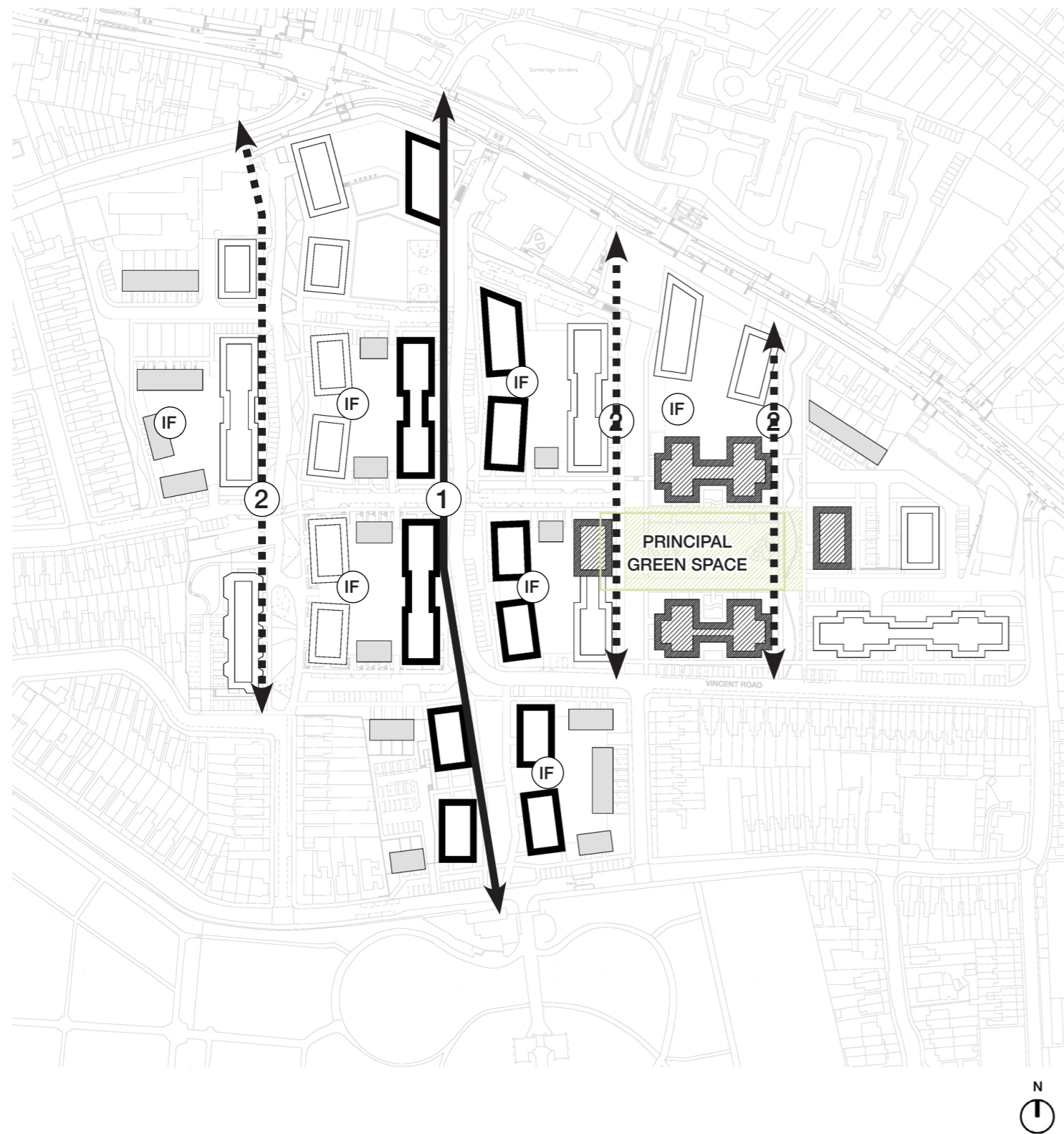


Figure 3.32: Façade hierarchy is determined by how people experience buildings from routes and spaces.

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

### 3.11 Façade hierarchy

3.11.1 The classification of façade hierarchy is informed by how people experience buildings when moving along routes and from within the Character Areas. How people engage with façades when moving through or resting within spaces presents various opportunities for façade expression. The following guidelines define an appropriate level of detail to each façade based upon a scale of legibility.

3.11.2 These guidelines seek to ensure that façade depth (physical recesses and projections) is used as the primary device for creating visual interest on a façade, not just 'painted' flat surface elements such as colour, texture and material changes.

3.11.3 The adjacent diagram (Fig. 3.32) codes the hierarchy of façades within the masterplan.

#### 3.11.4 Principal Route (Madingley Avenue):

The façades coded by thick black lines are the principal building frontages along Madingley Avenue where people move at speed.

- **The building articulation of primary façades when viewed from a moving vantage (i.e. car / bus) must be legible from afar.**
- **The predominant articulation type must be expressed through façade depth: reveals / projections which can be viewed obliquely.**
- Surface treatments may be applied as detail elements to primary façades.

#### Legend:

- ← Principal route
- ← - Public route
- █ 01 - Buildings lining the Principal route
- ▨ 02 - Buildings lining the Principal space
- ▤ 02 - Buildings lining Public spaces.
- ⊙ IF Internal façades - viewed from dwelling spaces.
- Houses / Plinth: No prevailing hierarchy
- ▨ Principal space

## 3.0 Site-wide global guidelines

### Facade articulation

#### 3.11.5 Principal Space (Cambridge Grove Gardens):

The façades coded as hatched zones are the principal building frontages around Cambridge Grove Gardens.

- The building articulation should generate sufficient interest and make use of detail which can be appreciated close-up.
- **The predominant articulation type must be expressed through façade depth: reveals / projections which can be viewed obliquely.**
- Surface treatments may be applied as detail elements to primary façades.

#### 3.11.6 Public façades:

The façades coded by thin black lines comprise the majority of façades within the masterplan. These building frontages bound places where people move and dwell in the space around their homes.

- The building articulation should be legible from afar, identifying a public frontage and signifier of the 'front door.'
- The predominant articulation type of secondary façades should be expressed through tonal contrast.
- Articulation could be expressed through façade depth: reveals / projections.
- Surface treatments may also be applied as detail elements.

#### 3.11.7 Internal façades:

Internal façades overlook semi-private gathering spaces (courtyards and gardens) where residents dwell, spend time and can appreciate subtle details.

Designers should consider incorporating additional detailing at a finer grain where this can be seen and appreciated by residents.

#### 3.11.8 Façades with no prevailing hierarchy:

The façades coded as grey have no prevailing hierarchy and include houses or the base element. There is flexibility of expression of these elements providing that the Design Guidelines elsewhere in this document are followed.

3.11.9 Chapter 05 describes additional Guidance pertaining to the base element for each building typology.



### 3.0 Site-wide global guidelines

#### Facade articulation



#### 3.12 Predominant orientation

3.12.1 This section prescribes the orientation of façade articulation within the masterplan.

3.12.2 Changing the predominant articulation reinforces the different hierarchy of routes and establishes a collective identity to buildings lining routes and spaces.

3.12.3 The predominant treatment of a specific façade / building element should align with the prescribed orientation of articulation as coded in the Fig. 3.36.

3.12.4 The orientation of façade articulation for predetermined façades should be expressed as either predominantly horizontal or vertical.

3.12.5 Façade articulation should be determined the relationship between façade and setting. Designers are encouraged to wrap the expressed articulation around and onto the gable elevations of the streets.

3.12.6 The orientation of façade articulation should be consistent along the length of the primary north:south routes within the masterplan (Fig. 3.36).

3.12.7 The orientation of façade articulation should be consistent for all façades lining Cambridge Grove Gardens (Fig. 3.36).

3.12.8 The predominant façade articulation is also determined by the building typology:

- **Mansion buildings must carry the same predominant articulation on each elevation of the body component** (refer to Fig. 3.21).
- **Linear buildings must carry the same predominant articulation on each elevation of the body component** (refer to Fig. 3.22).

3.12.9 Façades coded as Design Palette 04 (typically terraced houses) or Design Palette 05 (recessive façades) do not have a predetermined expression and a variety of expression building-to-building is encouraged.

In these instances, Designers have the freedom and flexibility to respond inventively to the needs of these (typically) discrete typologies and / or façades.



Figure 3.33: Example of Predominantly horizontal articulation

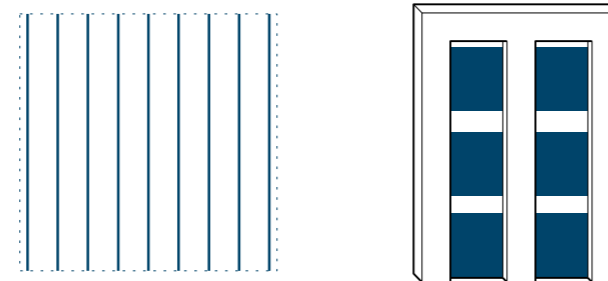


Figure 3.34: Example of predominantly vertical articulation

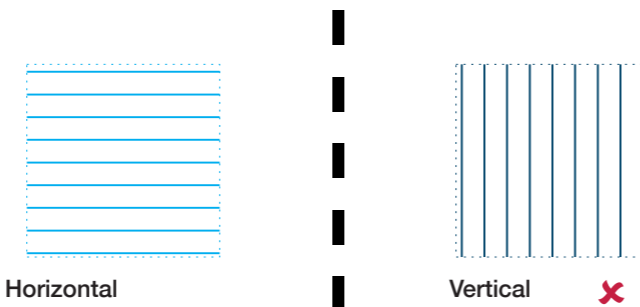


Figure 3.35: Orientation of articulation must be consistent along a route.

- Legend:
- ← Principal route
  - ← Public route
  - Predominantly horizontal articulation
  - Predominantly vertical articulation
  - Proposed buildings: No prevailing articulation
  - Ⓟ Vertical articulation
  - Ⓜ Vertical articulation

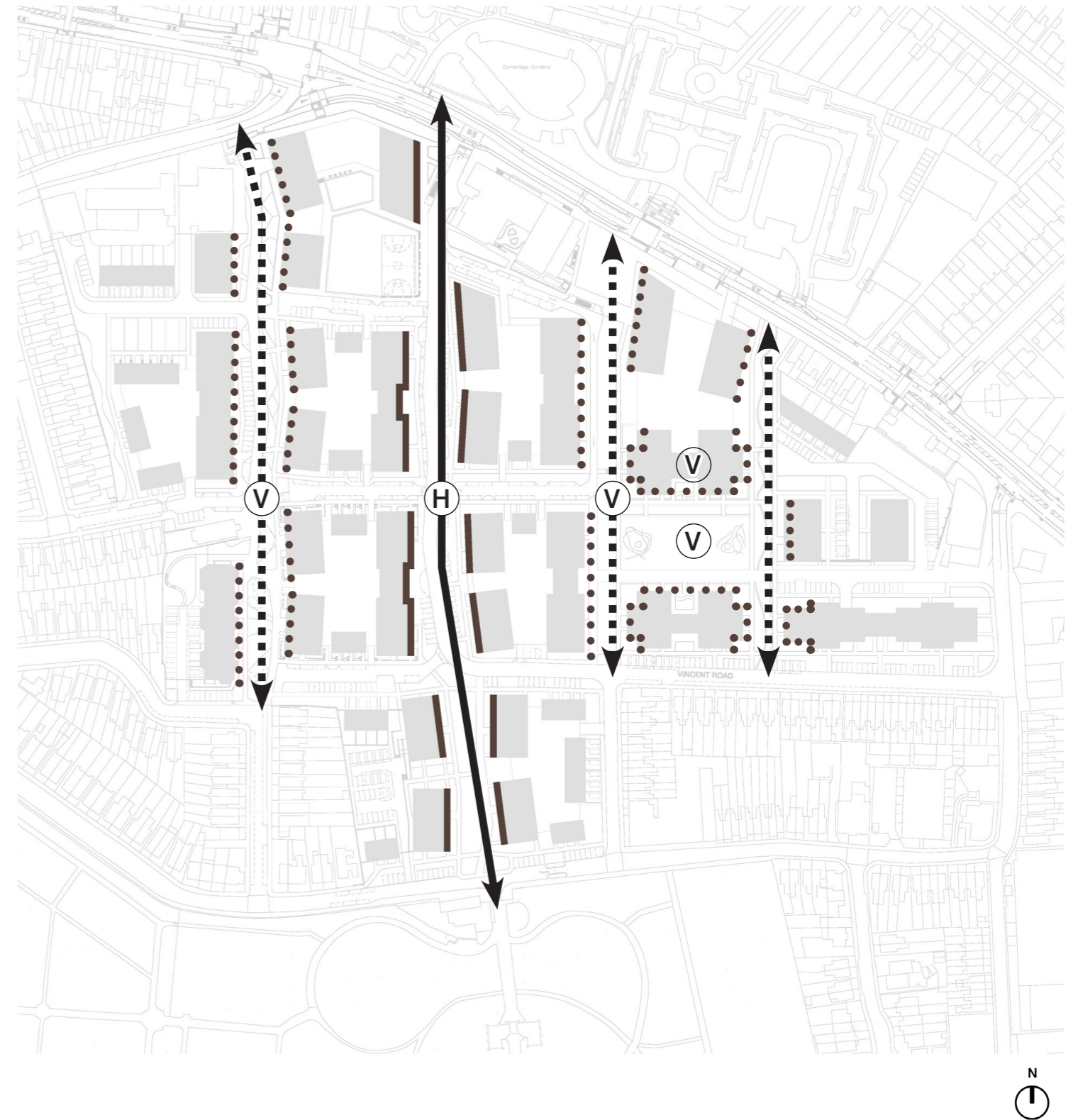


Figure 3.36: Elevation coding: Façade articulation

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text





### 3.0 Site-wide global guidelines Moments

Personal / Tactile Moments			
Sensory stimulation	Eccentricities		
 Scent	 Blue plaque	 Art	 Oriel window
 Acoustic	 Unique corners	 Gatehouse	 Belvedere
 Taste	 Signage	 Memorial	 Lighting
 Touch	 Clock	 Decoration	 Sculpture
 Play of light	 Relic	 Signage / branding	 Mural

Touchstones through The Site		
Activity	Objects in the round	
 Seating	 Art	 Column clocks
 Food / Drink	 Fountain	 Object trees
 Play equipment	 Monument	 Market cross
 Drinking Fountain	 Grotto	 Gateways
 Informal play	 Bandstand	 Features

#### 3.13 Moments: Palette

- 3.13.1 Our experience of place is shaped by functional engagements and 'non-functional' stimulations.
- 3.13.2 Places should be memorable, configured at a human scale and provide opportunities for people to engage at a personal level.
- 3.13.3 Providing a variety of embedded experiences, points of interest and layered 'Moments of Joy' within a site adds to the richness of a place and is fundamental to successful place-making.
- 3.13.4 Spaces and Buildings which are memorable and/or interesting greatly contributes to feelings of ownership and belonging of residents within a neighbourhood, space or building.
- 3.13.5 Moments can also be used for wayfinding as 'touchstones' on a journey through a place.
- 3.13.6 Designers should incorporate special moments into the design of buildings and spaces.
- 3.13.7 The following Design Guidelines expand on this idea and identifies a sample toolkit (Fig. 3.37) comprising elements which could be used to generate 'Moments of Joy.' The photographs included in Fig. 3.37 are illustrative examples of how 'Moments of Joy' have been incorporated elsewhere.
- 3.13.8 Incorporating these or similar elements into the masterplan provides 'hooks' to hang memories which can contribute to our health, well-being and happiness.
- 3.13.9 Architectural Moments can include:

- 1 *Personal / Tactile moments:* Moments which provoke sensory or intellectual stimulation and can include;
  - Sensory stimulation; and
  - Building eccentricities.
- 2 *Touchstones through The Site:* Human scale artefacts or activities which aid in directional wayfinding or provide destinations/
  - Activity - scripted / unscripted; and
  - Objects experienced in the round.

Coding legend: Mandatory instructions: **Black bold underlined letters** | Non-mandatory instructions (guidance): bold grey letters | Notes: normal text

Figure 3.37: Toolkit of elements which can be used to generate 'Moments of Joy'