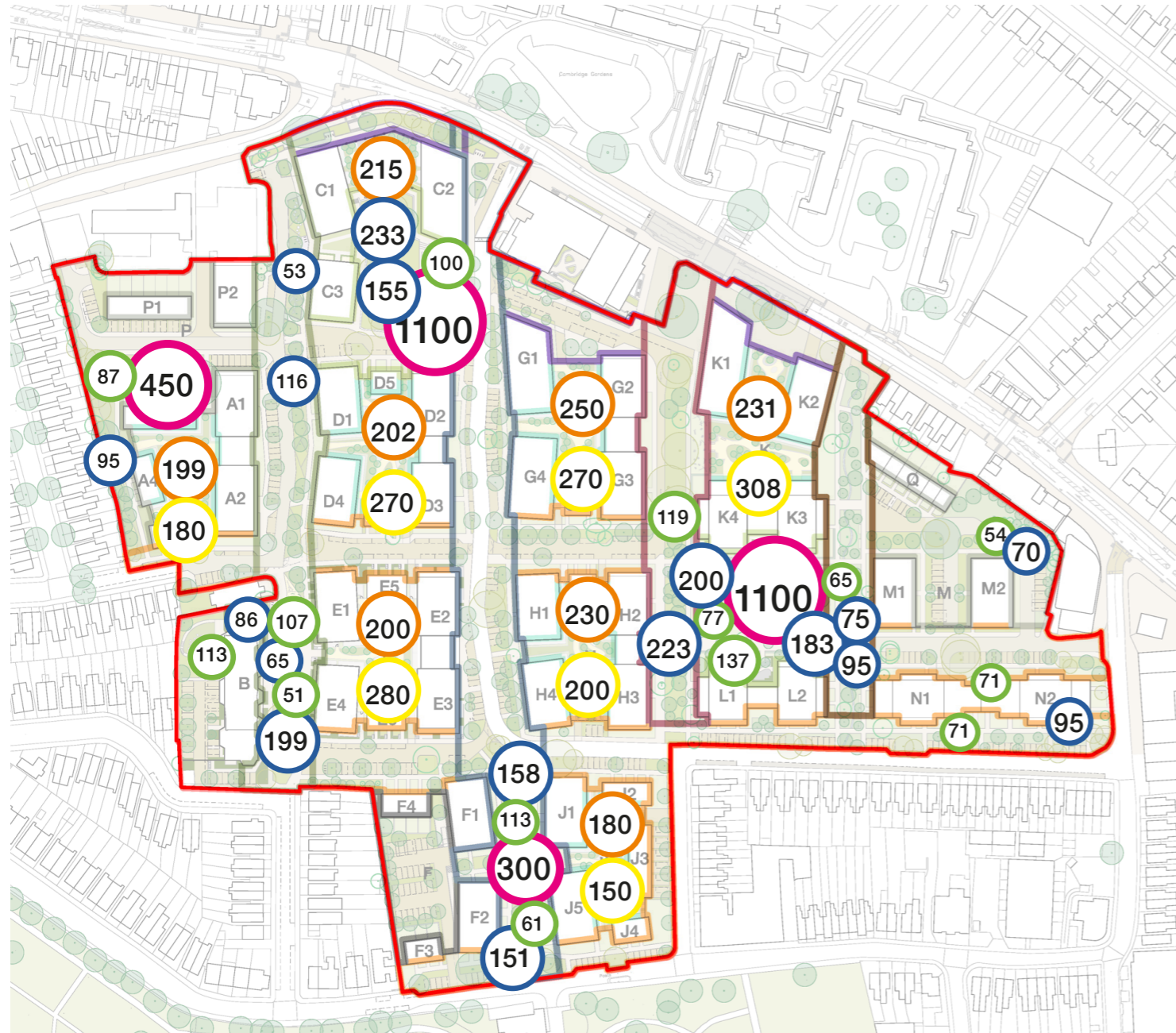
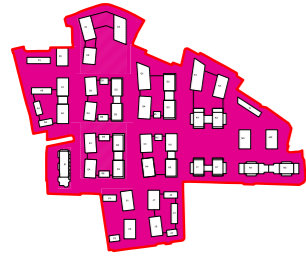


### 3.0 Site-wide global guidelines

#### Landscape uses



**Legend:**

- ▭ Application boundary
- ▭ LAP - Under 5s doorstep play on podium (sqm)
- ▭ LAP - Under 5s doorstep play at grade (sqm)
- ▭ LEAP - 5-11s play on podium (sqm)
- ▭ LEAP - 5-11s play at grade (sqm)
- ▭ NEAP - 12-17s play at grade (sqm)

#### 3.26.13 Play equipment selection notes:

- While no specific fittings or manufacturers are controlled by these Guidelines, Designers should select from suppliers with a reasonable expectation to be able to supply play equipment which meets safety requirements such as ROSPA (The Royal Society for the Prevention of Accidents) and certified to the European Standard BS EN 1176.

Figure 3.65: Illustrative play strategy.

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

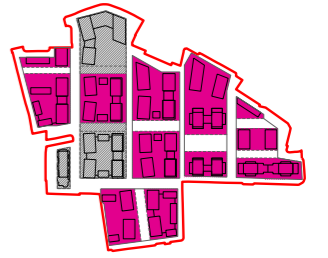


April 2021



## 4.0 Component Guidelines

### Introduction



#### 4.1 Generic building and spaces Guidelines

4.1.1 There are a number of elements and strategies which are applicable at a sidewise level and comprise the generic building and spaces Guidelines. These include components which apply across a range of building typologies and landscape spaces.

4.1.2 This chapter collates all the generic guidance and includes the following items:

- Base / Body / Top;
- Shop-fronts and retail façades;
- Shared residential entrances;
- Single residential entrances;
- Miscellaneous access points and ground floor openings and service penetrations;
- Ventilation and access to ground floor residential uses;
- Livery: Thresholds, boundaries, walls, railings, screens and hedges;
- Boundary articulation and height;
- Boundary planting definition;
- Boundary wall definition;
- Boundary / building interface;
- External stores; refuse and private cycle stores;
- Railing definition;
- Gates definition;
- Door-mat definition;
- Safe access and circulation zones;
- Signage;
- Plant enclosures / rooftop elements;
- Roof configuration;
- Green roofs;
- Set-back floors;
- Building fabric - primary material palette;
- Predominant façade orientation;
- Fenestration / window articulation;
- Façade detail, decoration and elements;
- Apertures, openings and window detailing;
- Windows;
- Balcony principles, strategy, configuration and types; and
- Balustrade types.



Figure 4.1: Artist's visualisation looking south along Madingley Avenue towards Willingham Way and Kingston Cemetery.



## 4.0 Component Guidelines

### Building composition

#### 4.2 Base / Body / Top

4.2.1 **All buildings must be articulated in some way to identify the three components parts; the base, the body and the top** (Fig. 4.2).

4.2.2 Each elements serves different purposes and an expression is required which reflects the activities contained therein.

4.2.3 **Each element should be articulated in a manner which is appropriate to its function:**

4.2.4 The base is where the building meets and engages with the groundscape.

4.2.5 The façade at ground level is a permeable threshold and ground floor public uses should be thought of as a continuation of the public realm.

4.2.6 The base is traditionally comprised of distinct elements and uses, from front-of-house to servicing and requires a suitable unifying treatment.

4.2.7 **The body defines the street and forms the bulk of the building so should be legible at street level.**

4.2.8 **The top touches the sky and must be expressed to provide a suitable termination to the building.**

4.2.9 **The three parts must not be incongruous to each other and must sit together as one building of parts not distinctly different elements stacked upon each other.**

4.2.10 The level to which the base, body and top elements are expressed and the relationship between them can be striking or subtle but must be harmonious.

4.2.11 Methods for articulation are varied and numerous. The junction between elements could be marked as a check, line or rebate or the change between elements can be more substantial via articulation or colour.

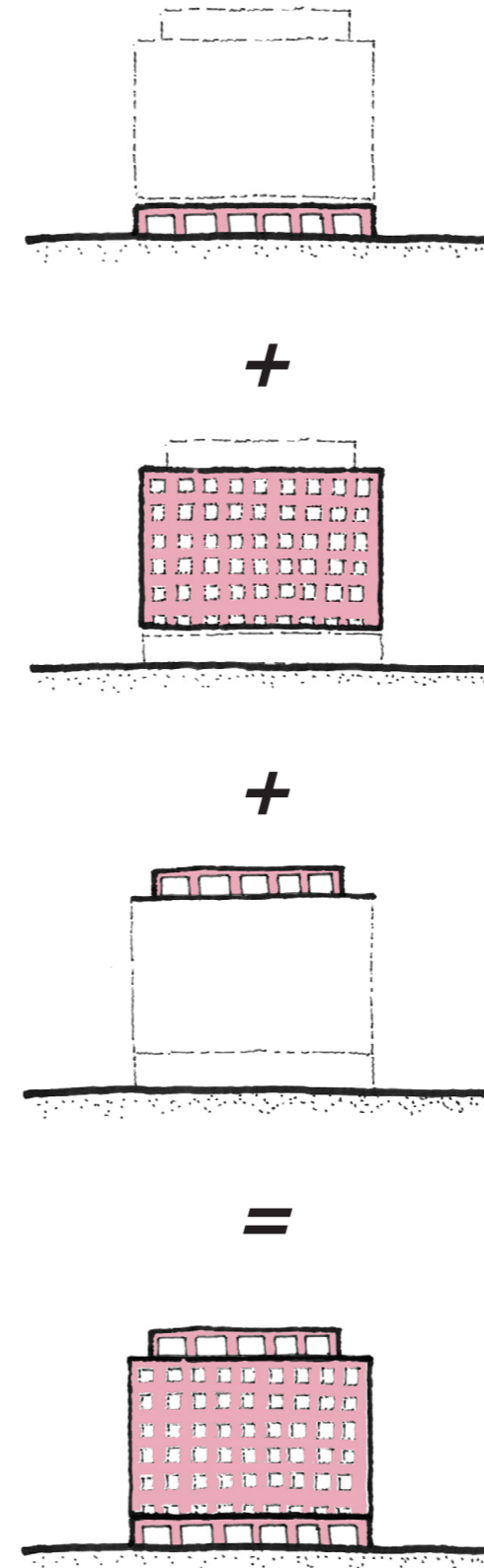


Figure 4.2: Composition of buildings; base, body and top articulation.

## 4.0 Component Guidelines

### Building base



### 4.3 Shop-fronts and retail façades

4.3.1 Where commercial uses exist within the base component, the interface between public realm and commercial realm must provide a connection between these areas.

4.3.2 Commercial spill-out must not impede emergency access routes.

4.3.3 Commercial activities and spill-out should predominately be located along Cambridge Road, Cambridge Square, Oakington Road and within Plot C with frontages which turn corners to improve visibility where indicated on the masterplan.

4.3.4 These areas should be active and lively, to allow non-residential uses to spill-out into the street. The spill-out zone is to be designed to add vitality to the public realm.

4.3.5 There should be a change in surface material of the hardscape in front of non-residential uses to mark the threshold between the public realm and de-mark a gathering or circulation space.

4.3.6 Non residential frontages should have a high level of transparency.

4.3.7 Commercial signage should be consistent throughout the development.

4.3.8 All commercial entrances should use complementary awnings and signage located below the datum line and within the base component.

4.3.9 The datum line is a notional or described articulation feature which separates the body and base components of a building.

4.3.10 Fig. 4.3 illustrates possible configurations of the base component which vary in solidity from transparent to opaque.

4.3.11 All signage and awnings associated with non-residential uses must be located within the retail articulation zones of the base component (refer to Fig. 4.3 for extent).

4.3.12 It is not permitted for signage, awnings or additional furniture to be fixed outside the retail articulation zones.

4.3.13 All commercial entrances must be clearly identifiable from the street, and coherent with the material and form of the façade above.

4.3.14 Fig. 4.4 to 4.9 show example photographs of precedents with appropriate retail frontages.

4.3.15 Refer to the Illustrative ground floor uses plan (503-PTA-MP-XX-DR-A-5403) which show extent and position of shop-fronts and retail spaces.

4.3.16 Signage, canopies etc associated with commercial uses must not be positioned wholly or partially outside the retail articulation zone.

4.3.17 Removal, truncation or over-cladding of masonry piers within the retail articulation zone is not permitted.

4.3.18 Over-cladding or creation of stallrisers must be consistent across the width of a shop-front.

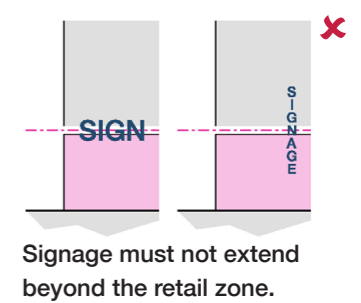
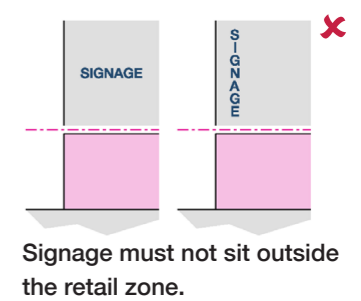
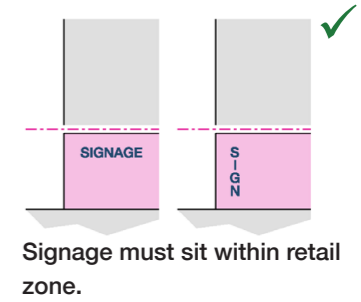
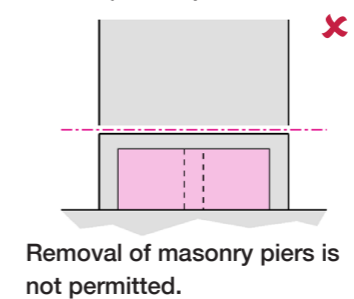
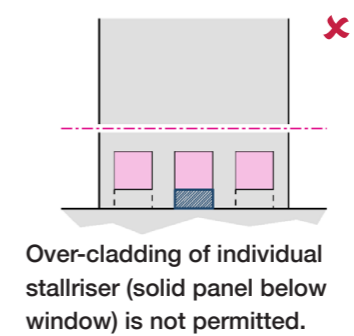
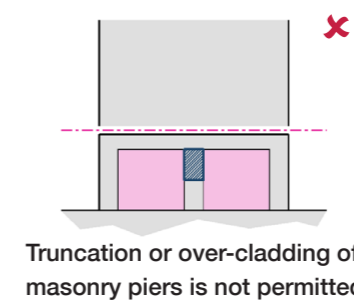
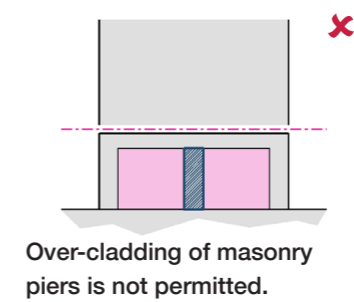
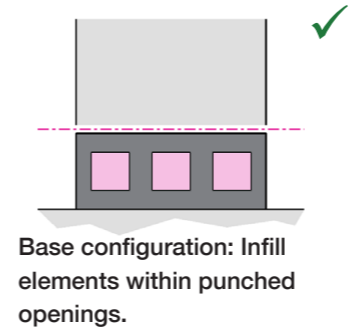
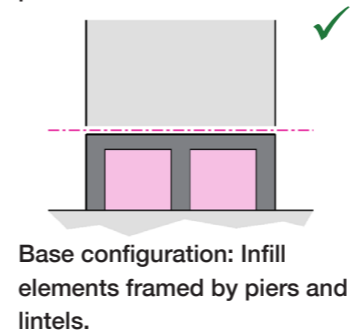
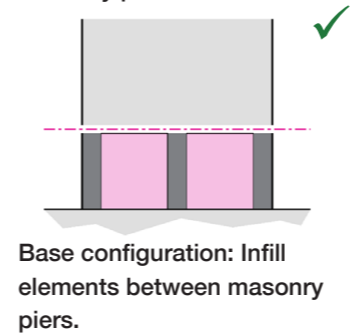
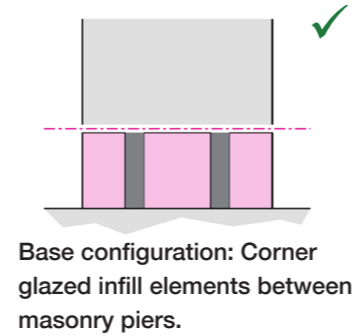


Figure 4.3: Configuration of shop-fronts, retail façades and signage.

#### Legend:

Datum line: break between body and base components	Retail articulation zone	Base component of building where masonry.	Building line
Body component of building	Over-cladding		

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



Figure 4.4: Elephant Park, Elephant and Castle, Lend Lease.



Figure 4.5: Supermarket, Den Haag, Bolles + Wilson.



Figure 4.6: Hackney Wick Hotel, Hawkins Brown.



Figure 4.7: Tottenham Court Road, unified retail at ground level.

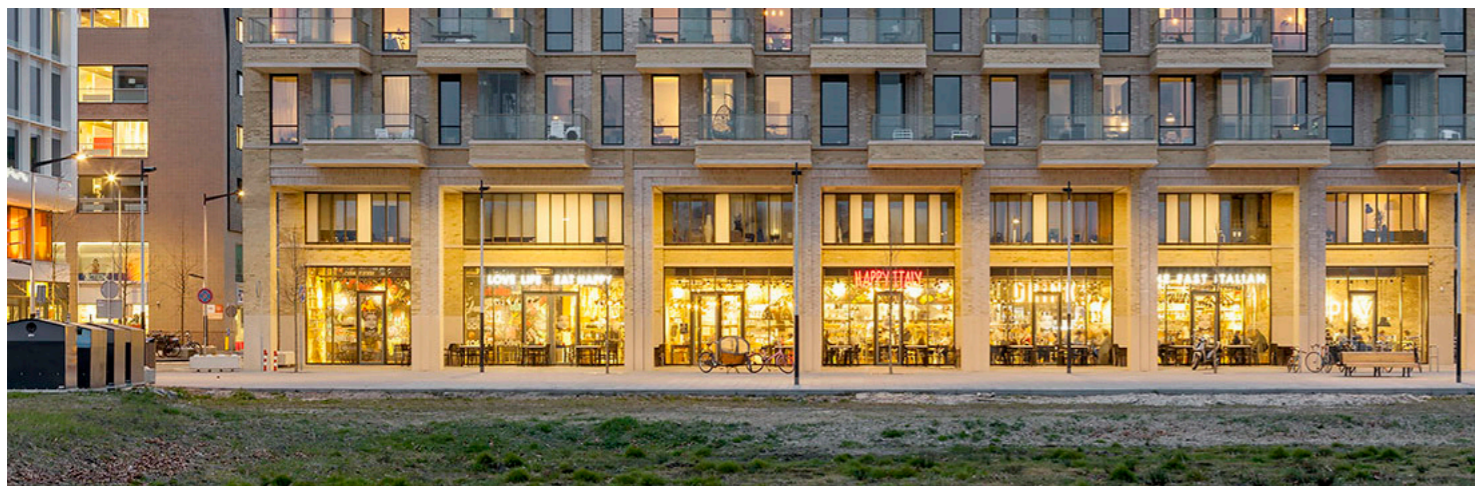


Figure 4.8: Square, Amsterdam, LEVs.

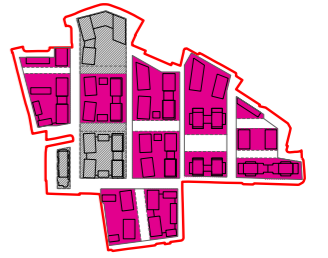


Figure 4.9: Gershwin Brothers, Amsterdam, LEVs.

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## 4.0 Component Guidelines

### Building base



#### 4.4 Shared residential entrances

4.4.1 **The main entrances must be located to provide a strong and high quality connection to the public realm.**

4.4.2 All primary entrances should be clearly visible from the main thoroughfare and be easily identified as either residential.

4.4.3 **Shared entrances must be of a scale and prominence appropriate for a shared entrance.**

4.4.4 The shared entrance should be designed as a composition of landscape and façade and incorporate bigger gestures than single openings.

4.4.5 **There must be unimpeded (un-gated) access across the threshold from the public realm** (Fig. 4.19).

4.4.6 A 'door-mat' element should bridge the buffer (refer to section 4.20) for the full width of the entrance.

4.4.7 Entrances should act as a buffer zone between the public and semi-private areas of the building.

4.4.8 Shared residential entrance should incorporate portals to identify and announce their location.

4.4.9 Shared residential entrances could also incorporate a deeper recessed area within the portal frame.

4.4.10 **Designers should consider using a change in material / texture / tone on the inset and/or flank walls to highlight a recessed entrance** (Fig. 4.17 and Fig. 4.18).

4.4.11 Ancillary access points could be grouped into the entrance assembly in order to increase the width and impact of the entrance.

4.4.12 **Access to the communal residential lobbies must be provided from raised or courtyard gardens.**

4.4.13 **All residential entrances must be carefully integrated into the window pattern of the building fenestration above and should be coherent with the material and form of the façade above.**



Figure 4.10: Base incorporates a variety of functions under a common language.



Figure 4.11: Entrances clearly expressed within base element.



Figure 4.12: Entrances clearly expressed within base element.

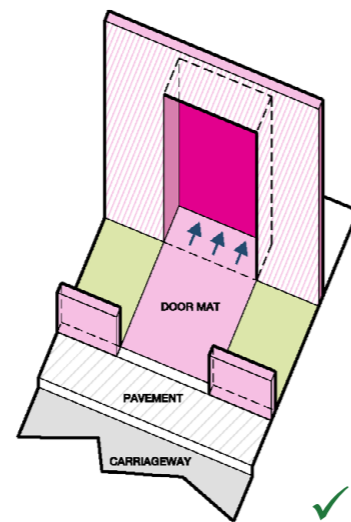


Figure 4.13: Recess to shared residential entrances.

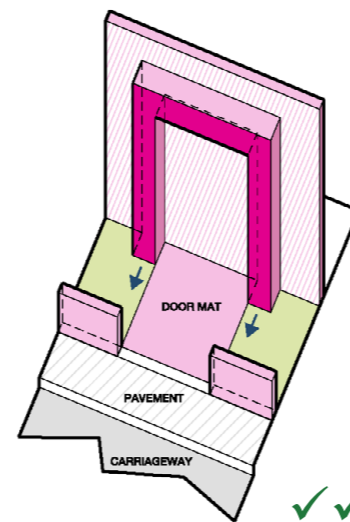


Figure 4.14: Portal surround to shared residential entrances.

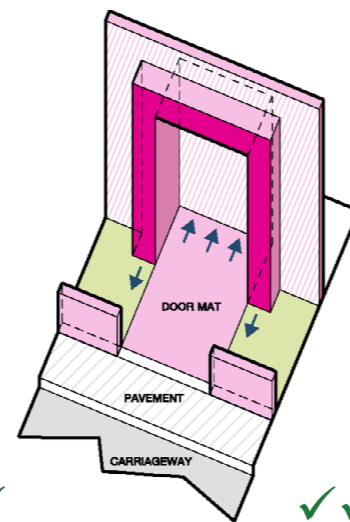


Figure 4.15: Portal surround & recess to shared residential entrances.

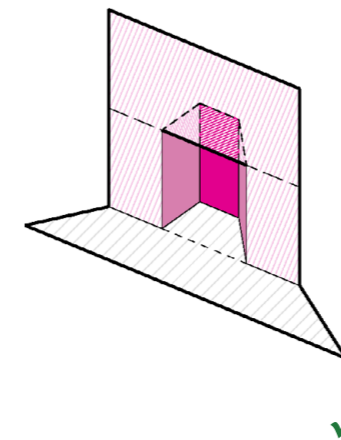


Figure 4.16: Shared façade treatment to body and recessed entrance.

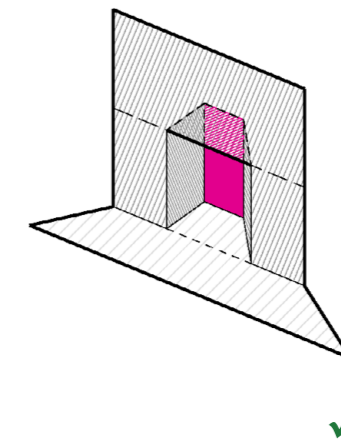


Figure 4.17: Partial contrasting treatment to recessed entrance.

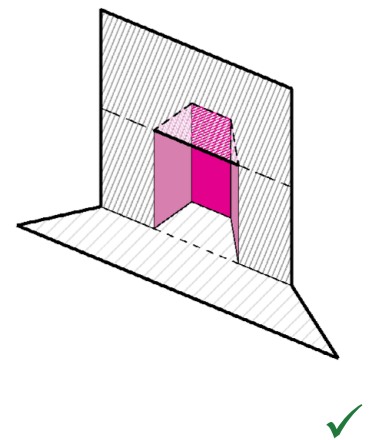


Figure 4.18: Contrasting treatment to recessed entrance.

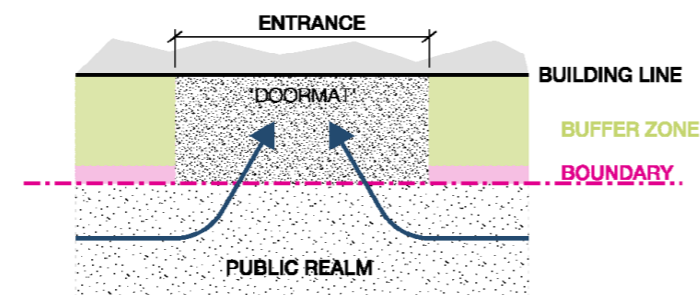


Figure 4.19: Threshold between public realm is unobstructed.

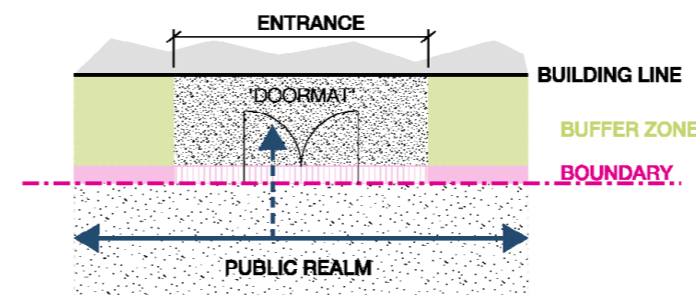


Figure 4.20: Gated threshold between public realm is not permitted.

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