

Gravesham Borough Council



**BARRON
EDWARDS
STERLING**

DESIGN CODE

Joynes House, New Road, Gravesend, Kent, DA11 0AT.



Proposed South Elevation



Proposed East Elevation



Proposed North Elevation



Proposed West Elevation

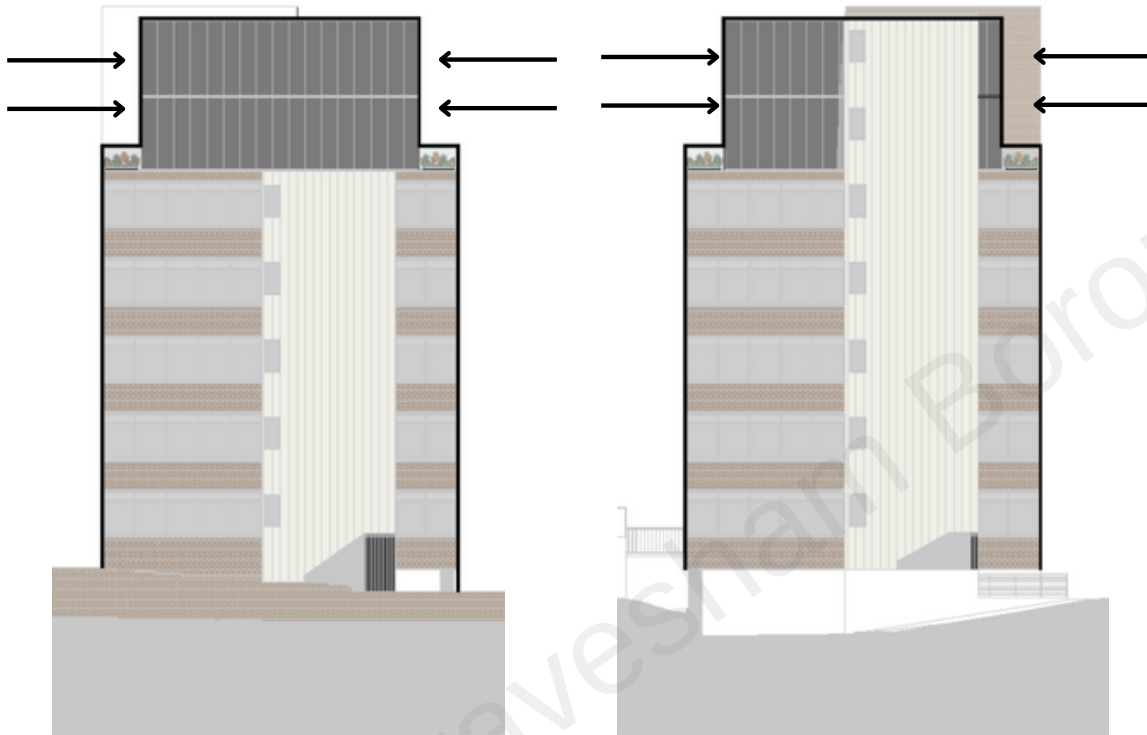


The illustrative diagrams demonstrate how we have reimagined the new façade taking inspiration from the existing. We have introduced a vertical emphasis to a horizontally dominated façade. By setting the proposed upper floors back, we have changed the geometry of the building to reduce the appearance of mass and give a lightweight appearance.



Extending the core to the right on the north elevation has allowed us to tie the building together with the existing façade so it doesn't appear to be completely isolated. We further impounded this idea by incorporating the use of new materials within the original part of the building, which creates a visual connection and enhances the relationship between the old and new.

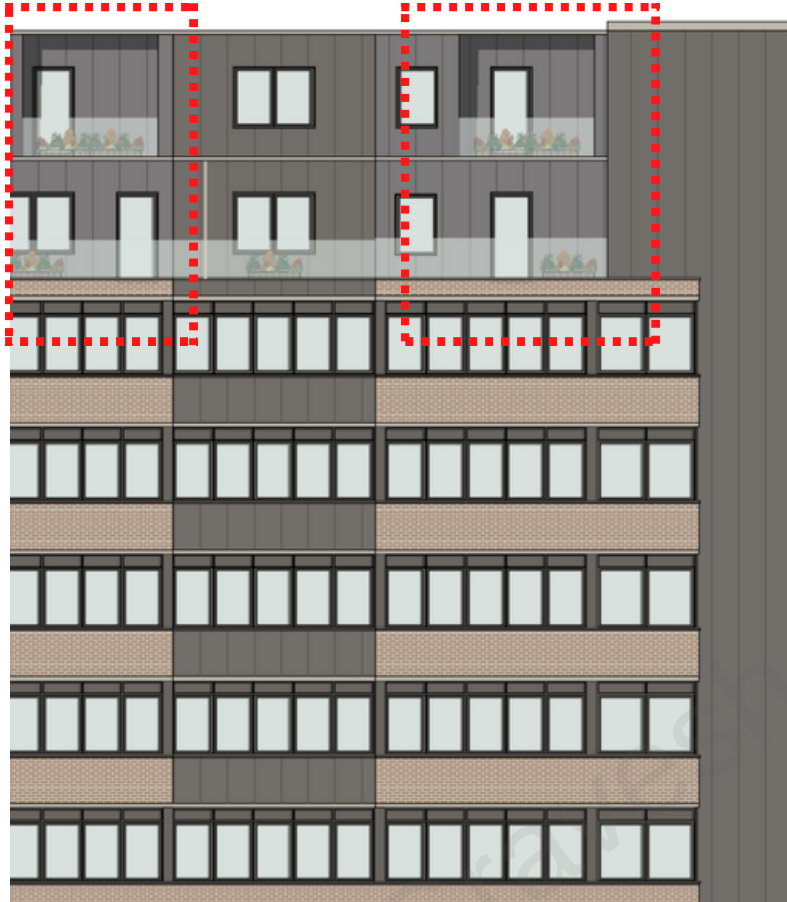
For the avoidance of doubt, any external alterations to the existing façade shown on the illustrative plans would form part of a separate planning application.



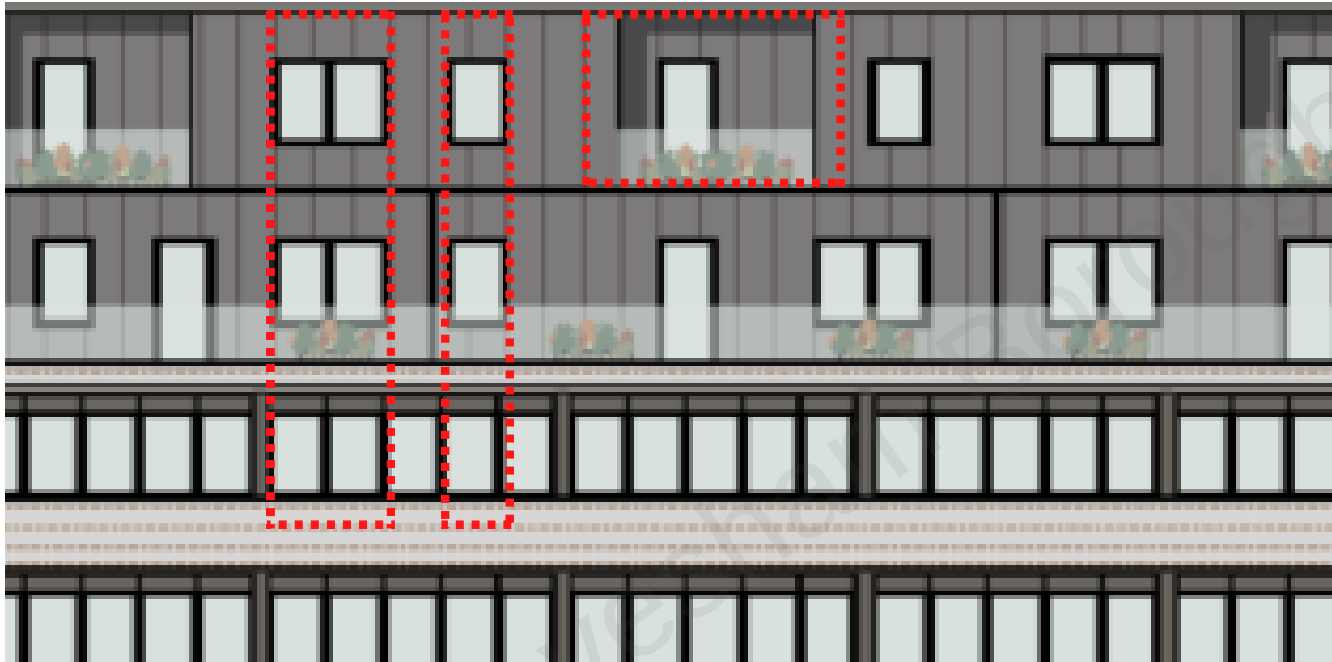
We have incorporated balconies to provide meaningful amenity space, and offer great views of the river being at such an elevated point.

The units will be separated by balcony covers, solar shades. These will provide protection to the open areas, by limiting winds, glare and rain exposure as well as reducing warmth in the summer and maintaining warmth in the winter season.

The balconies are inset on the upper floor to offer protection away from the wind, adding interest to the elevation. Permanent planters constructed from fire resistant materials to class A2-s1, d0 or better will be installed to encourage planting which will help create a dynamic and interesting elevation.



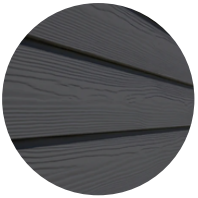
The timber effect cladding (fire resistant to class A2-s1, d0 or better) introduced will help soften the facade, provide irregularity, assist in identifying the building as a residential development and provides a higher quality accommodation for the end user. The timber effect cladding is necessary to ensure the residential accommodation can be used practically, also considering solar gain and energy retention. It introduces a youthful material which helps activate the elevation. Whilst a number of materials were explored, timber effect cladding appeared the most dynamic and has a historic link to the neighbouring sites, given the uses of a timber yard serving local shipwrights and breweries. Timber features in a number of buildings which is a natural choice given the riverside location. This material plays a significant part in breaking up the mass and defining cores.



Though they are modern in their profile, we have decided to go with sash window proportions in some areas and have incorporated elements of the windows from the original building, to add an interesting contrast allowing both elements to enhance and compliment one another.



Aluminium Window Frame



Timber Effect
Weatherboard Cladding
(Naturetech™
colour: slate grey)



Glass Balustrade



Timber Effect
Weatherboard Cladding
(Naturetech™ colour:
taupe)

