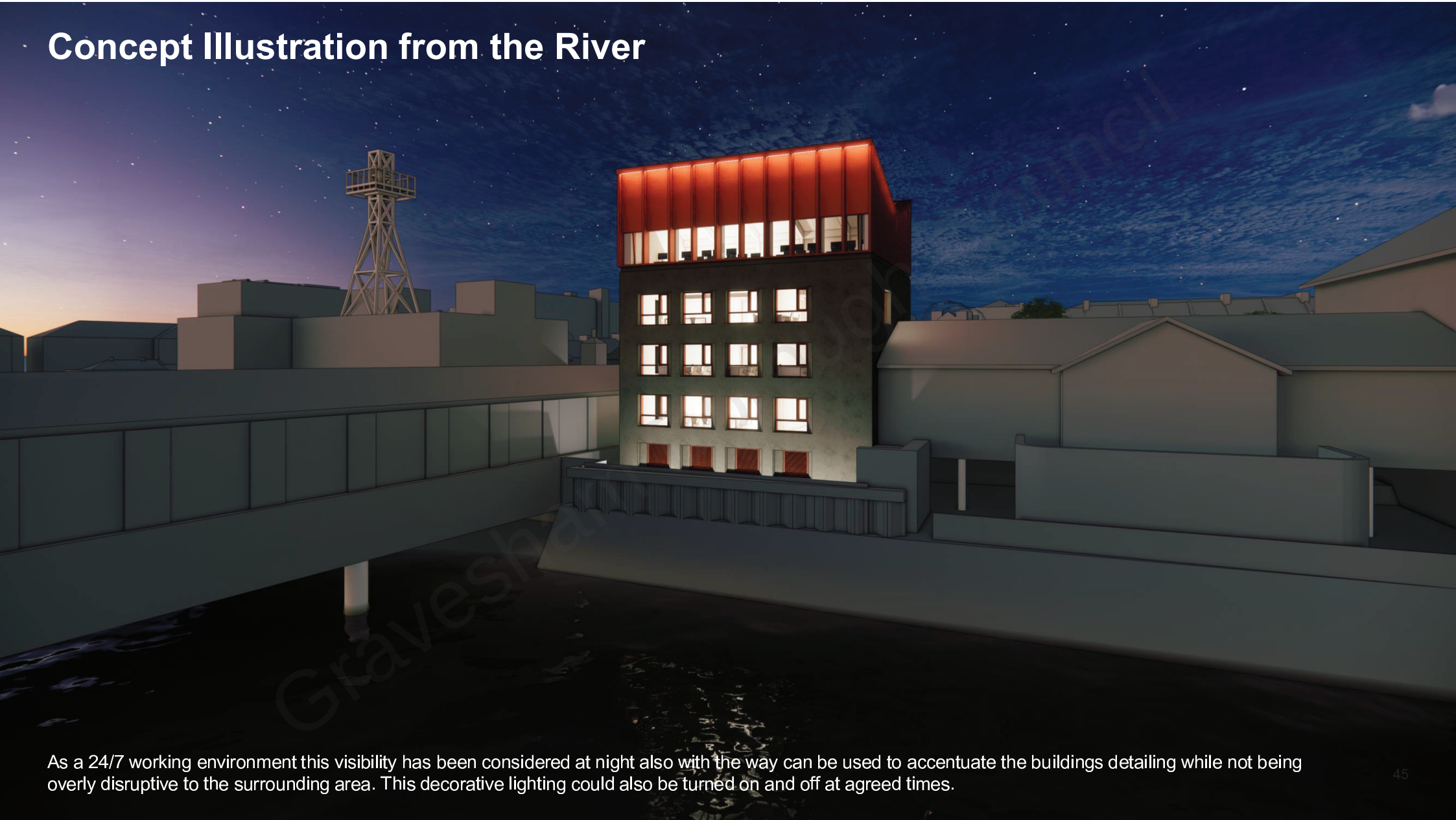


Concept Illustration from the River



The concept visualisation above shows a view of the new PCC from the River Thames. The mixture details and materials articulate an interplay between old and new while also presenting a new singular building that fits within the riverside context but has more prominence .

Concept Illustration from the River



As a 24/7 working environment this visibility has been considered at night also with the way can be used to accentuate the buildings detailing while not being overly disruptive to the surrounding area. This decorative lighting could also be turned on and off at agreed times.

Landscaping and Public Realm

The existing frontage within the curtilage of the PLA's London River House complex is currently in a poor condition. The pavement has been repaired throughout the years with mismatched tiles which gives an untidy appearance and the overall character is disjointed. The surrounding existing street furniture including bollards are also in a poor condition and in need of enhancement and there is no consistency across the frontage of the PLA's complex.

In terms of existing access the main entrance to the PLA's London River house complex is via a stepped access due to the existing levels, with an alternative sloped access located in front of the PCC building. The overall entranceway is unclear and dominated by the car park and waste collection area located in front of the office buildings.

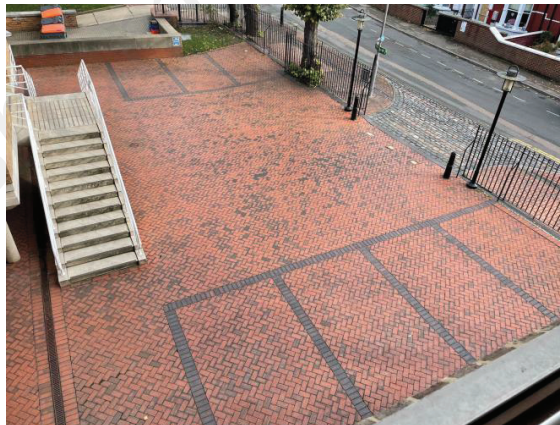
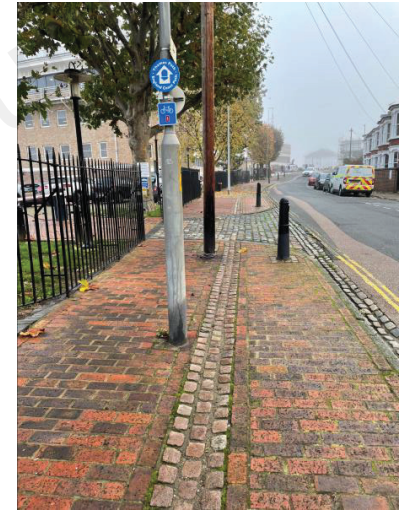
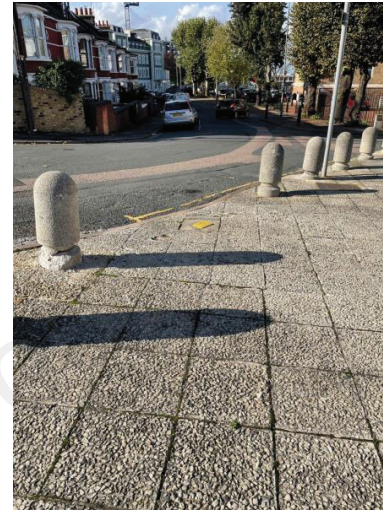
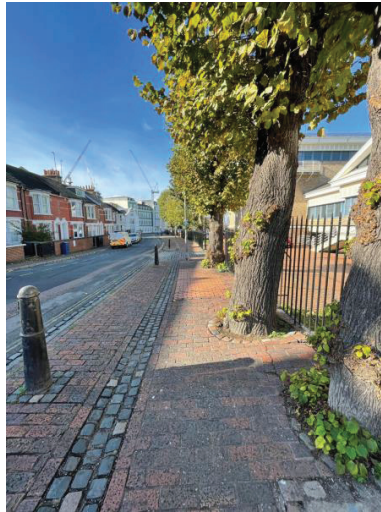
The existing hard landscaping slopes downwards from Royal Pier Road northwards towards the river bank with a level difference of approximately 2.5m. The PCC building itself is currently accessed at the existing ground floor level via a ramp or through the Link building via a stair from the lower external ground area.

The PCC also has a lower ground floor identified as basement level which is wholly above the existing surrounding external ground levels but below the level of Royal Pier Road due to the sloping topography towards the river. There is no basement to London River House or the Link building.



Urban Design Concept

Existing Public Realm



Urban Design Concept

Character and activation of an eclectic ensemble



The existing PLA Gravesend site is a collection of buildings from different eras and in different styles. This ensemble lacks focus and unity. The remodelling of the PCC offers an opportunity to establish a new relationship with its context. The landscape in front of the buildings is fundamental in setting the tone for arrival and perception.

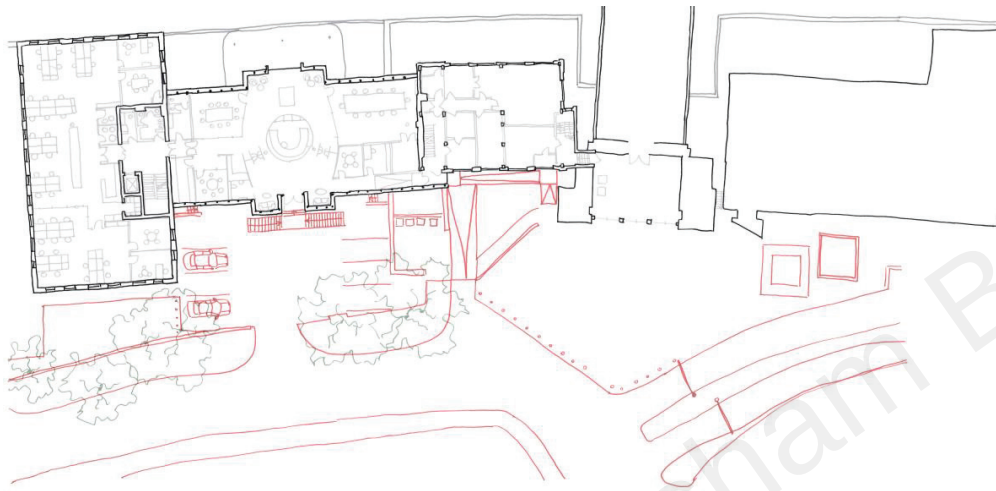


Gravesend high street is also an eclectic ensemble of non-uniform facades and volumes but the treatment of the street edge and building facades form a legible whole, what lessons can we learn from this?

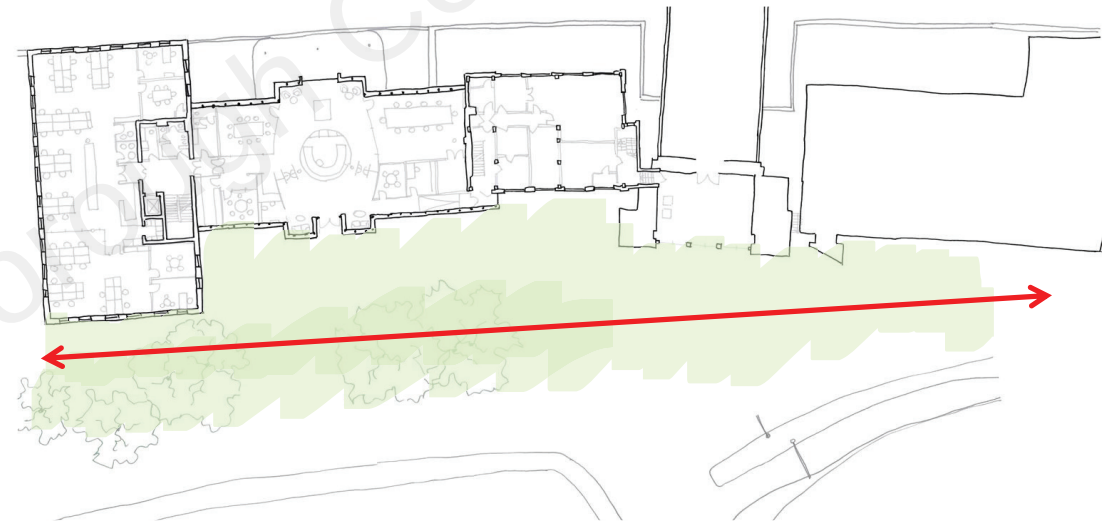
Urban Design Concept

Landscape and Entrance - transforming the experience of arrival

A new plaza could redefine the PLAs relationship with the town. A landscape terrain proposal that benefits both staff and visitors, is more accessible and engaging and unifies the disparate PLA buildings.



Items in red to be removed/relocated



A new common landscaping idea that negotiates level changes and provides a consistent face to the circulation in front to the buildings brings cohesion to the ensemble.

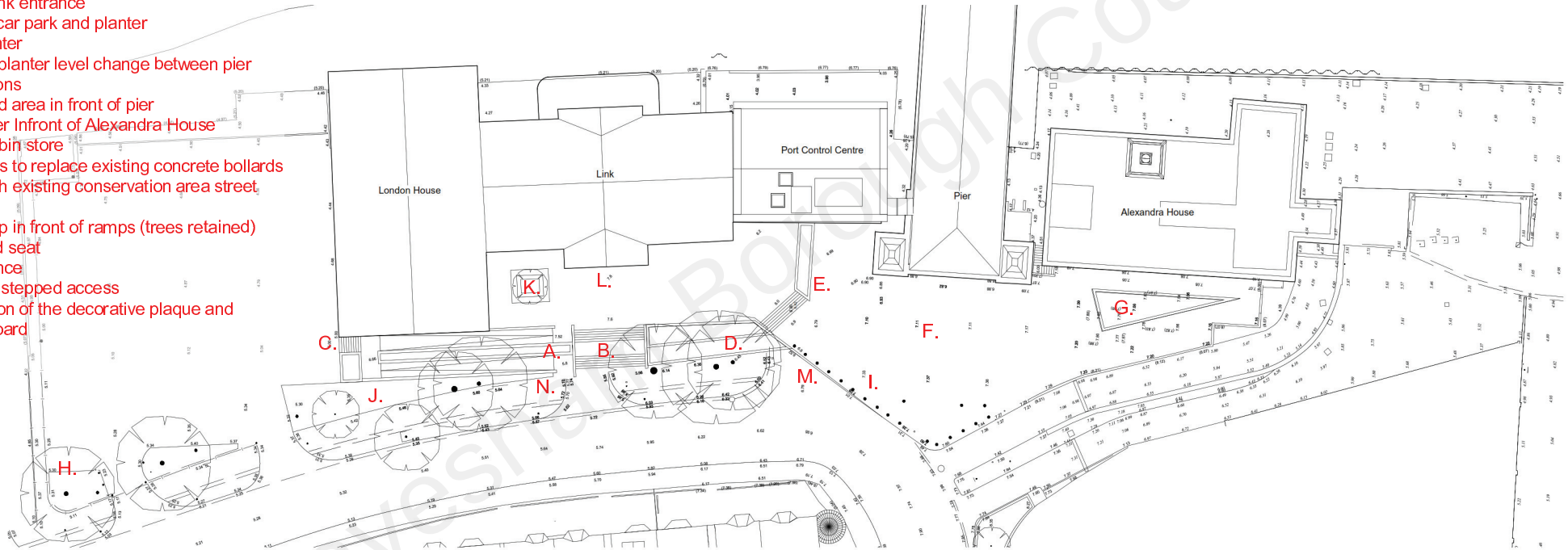
By clearing away the unnecessary elements in front of the PLA site and creating a unified landscape. There is a real potential to bring legibility, hierarchy and a sense of a civic public realm to this site, creating a stronger link to the town and presenting a more open face to the public.

Urban Design Concept

Landscape - transforming the experience and arrival

The plan below outlines the proposals for the new landscaping around the PLA. This presents a consistent and unified presence to the PLA's site with an improved public realm which better connects the buildings and the site to the town while enhancing the setting of the listed pier.

- A. Sloped ground (1:21) access to Link entrance
- B. Stairs to Link entrance
- C. Stair from car park and planter
- D. Tiered planter
- E. Steps and planter level change between pier and link sections
- F. Re surfaced area in front of pier
- G. New planter Infront of Alexandra House
- H. Relocated bin store
- I. New bollards to replace existing concrete bollards in keeping with existing conservation area street furniture
- J. Planted strip in front of ramps (trees retained)
- K. Planter and seat
- L. Main entrance
- M. Feathered stepped access
- N. New location of the decorative plaque and information board

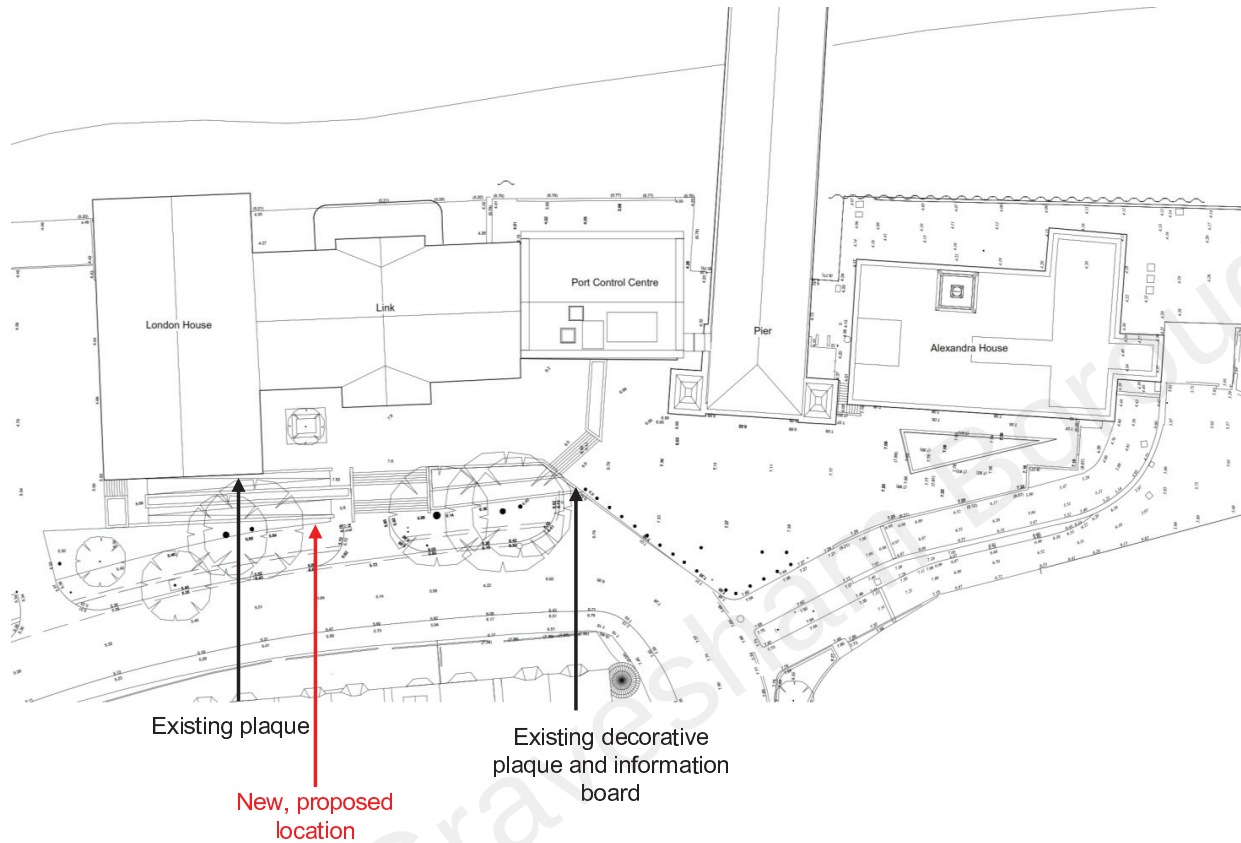


The main entrance will remain the same with access to the PCC via the link for consistency with the site having “one front door”

For further details see landscape drawings and site plan in supplemental drawings to this report. Final details of soft landscaping, planting types, details of kerb positions to be agreed through a condition.

Urban Design Concept

Landscape - transforming the experience and arrival



The plan below outlines the proposal for the new location of the decorative plaques and information board

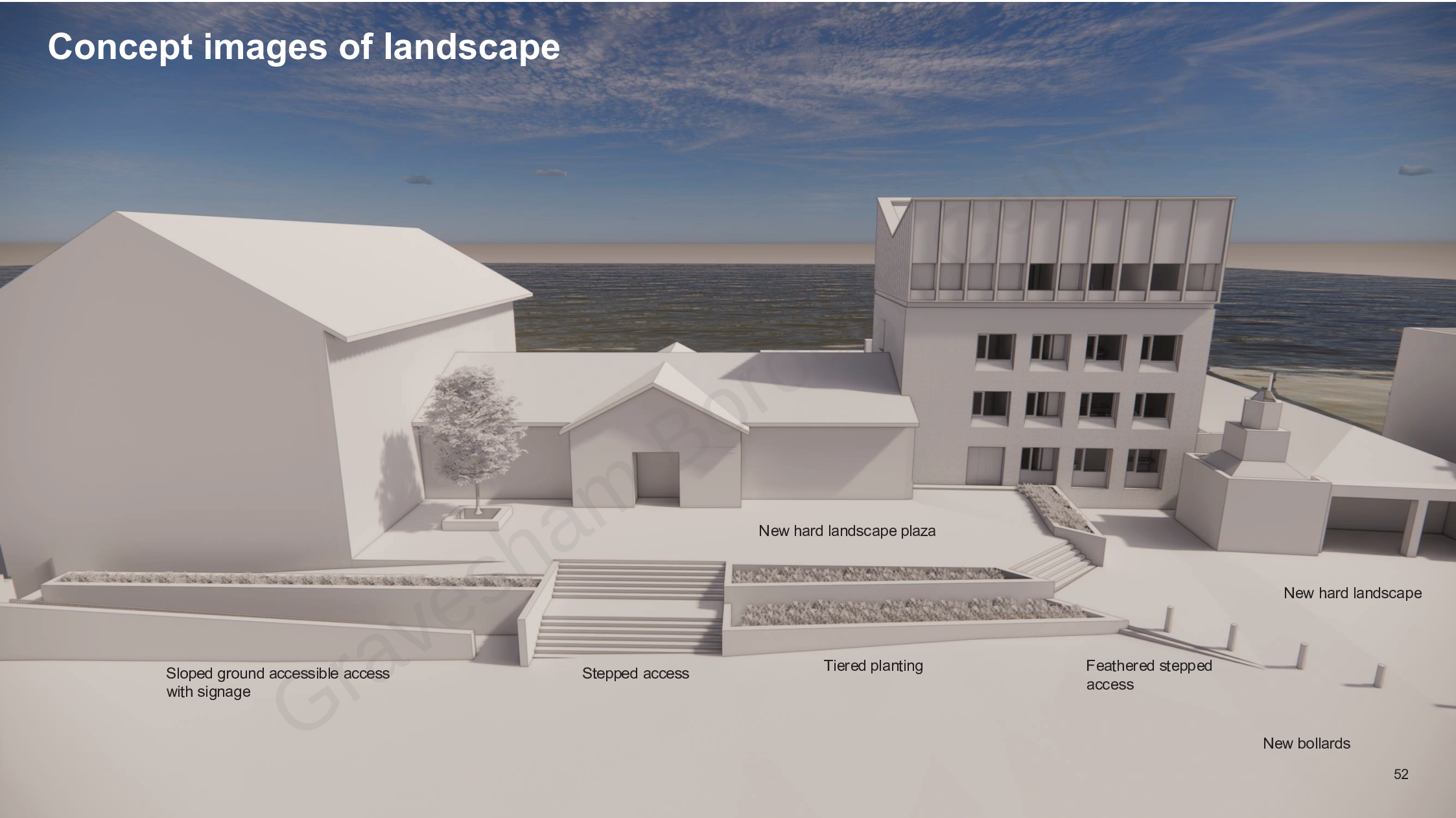


Existing decorative plaque and information board

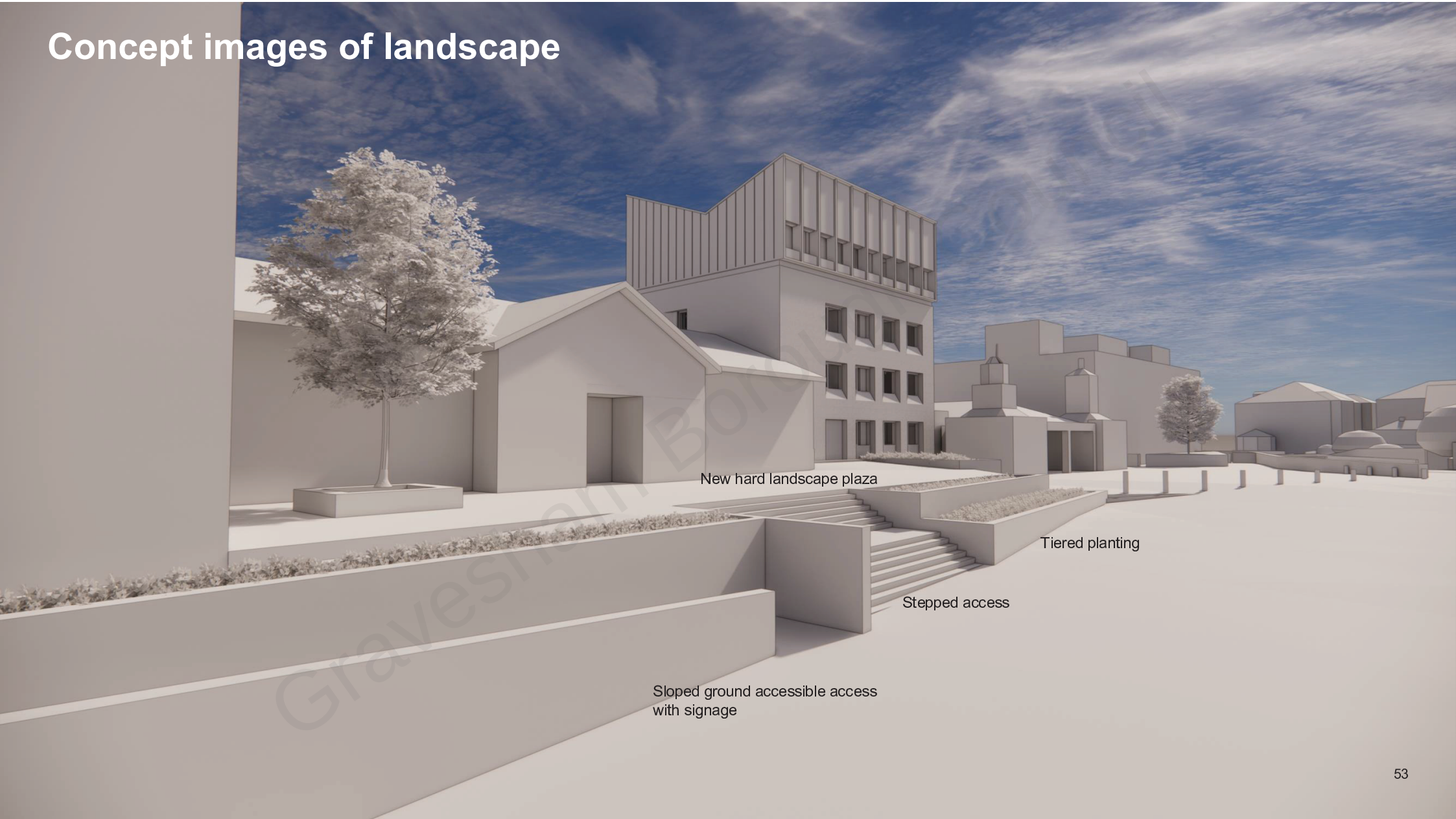


Existing plaque – London River House

Concept images of landscape



Concept images of landscape



Concept images of landscape



Concept images of landscape

