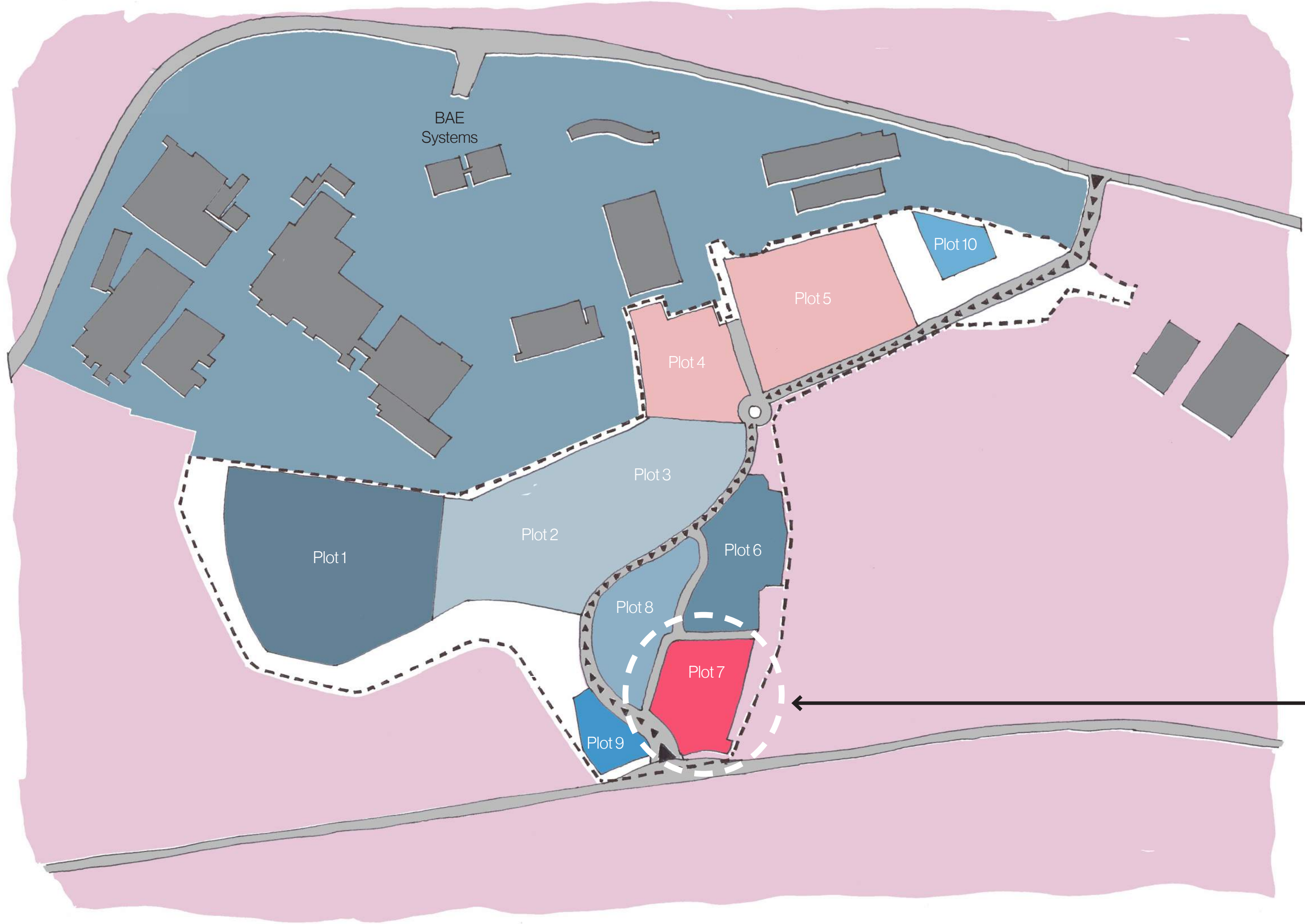


AMRC NW
Design Principles Document
832-CPA-ZZ-ZZ-RP-A-0060

Site Location

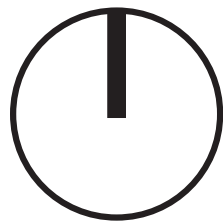


The site for the project is Plot 7.

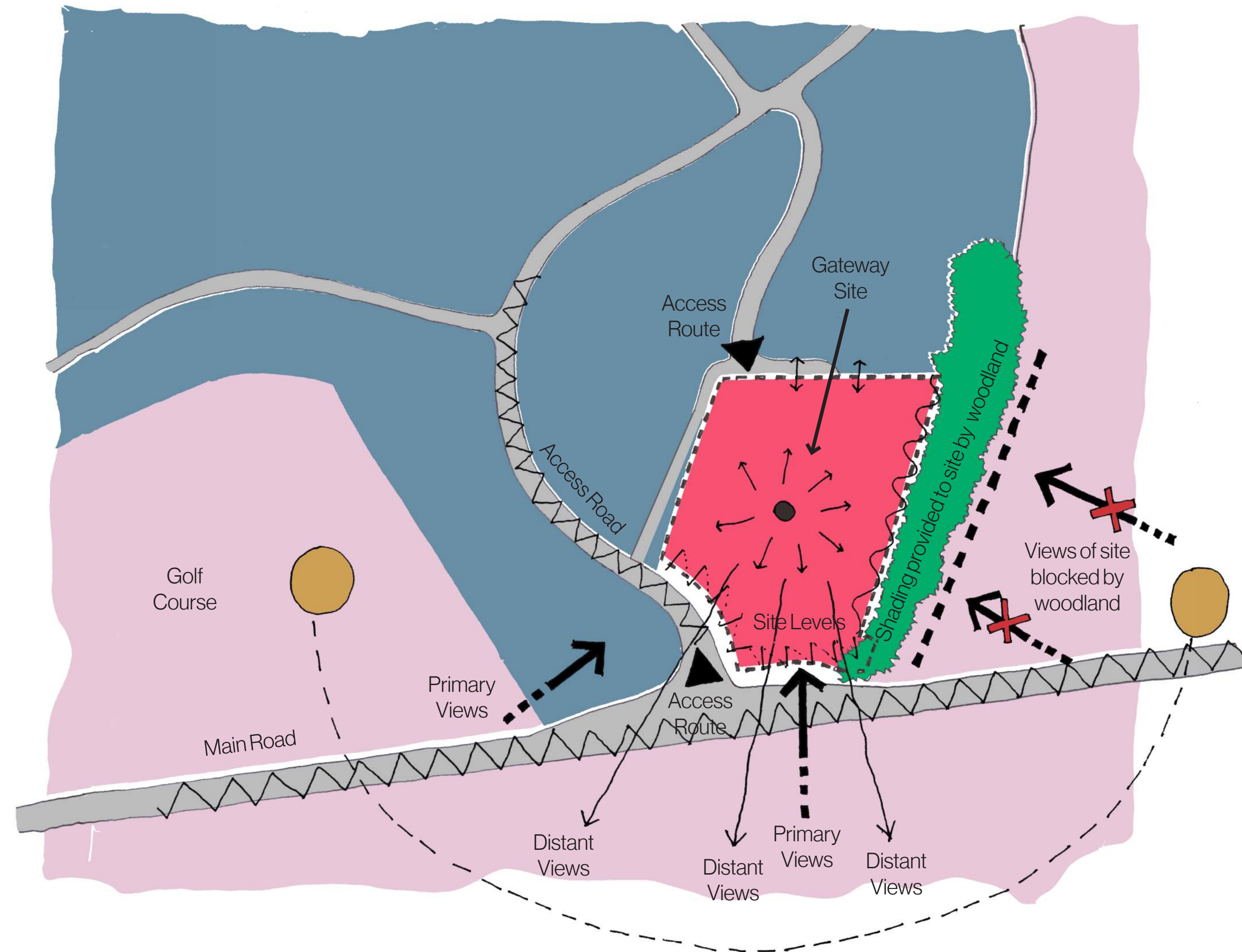
The key features of plot 7 are:

- **Prominent gateway plot**
- **Key site on masterplan**
- **High visibility along main road**
- **Adjacent to southern entrance to Enterprise Zone**
- **Suitability for an innovative, flagship development**

Site entrance
Opportunity to reinforce brand + flagship scheme

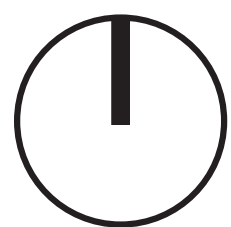


Site Analysis



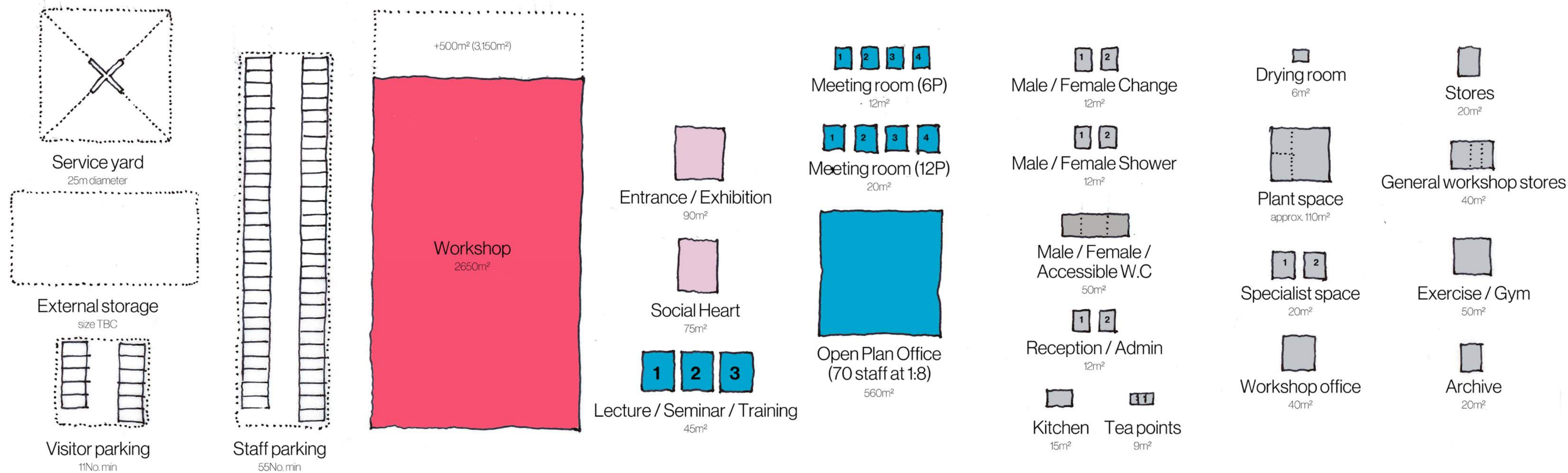
Key site constraints & opportunities:

- **Prominent nodal point on masterplan.**
- **Primary views along main road.**
- **Opportunities for distant views.**
- **Shading provided to site by existing woodland.**
- **Existing woodland screens/ blocks distant views of site.**
- **Adjacent to access route.**
- **Embankment/levels around southern and eastern boundaries.**



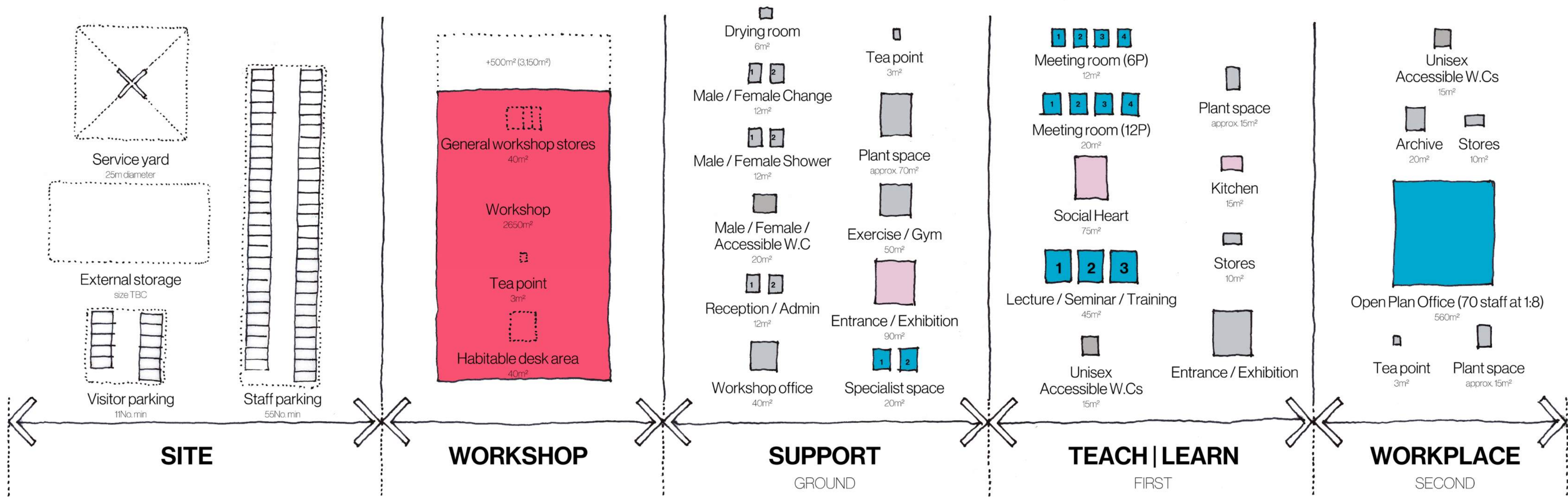
Components

Brief



Components

Order

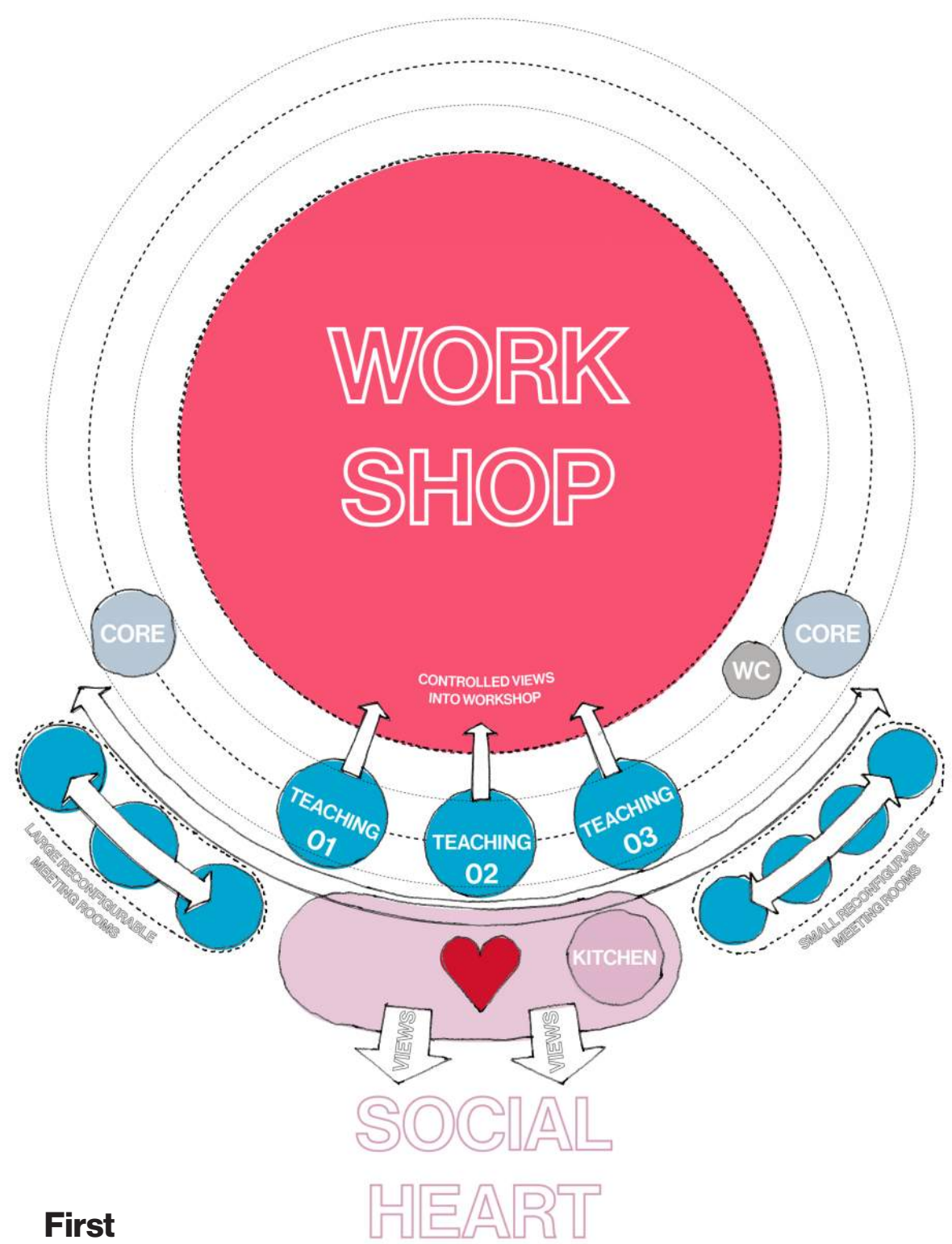


Components

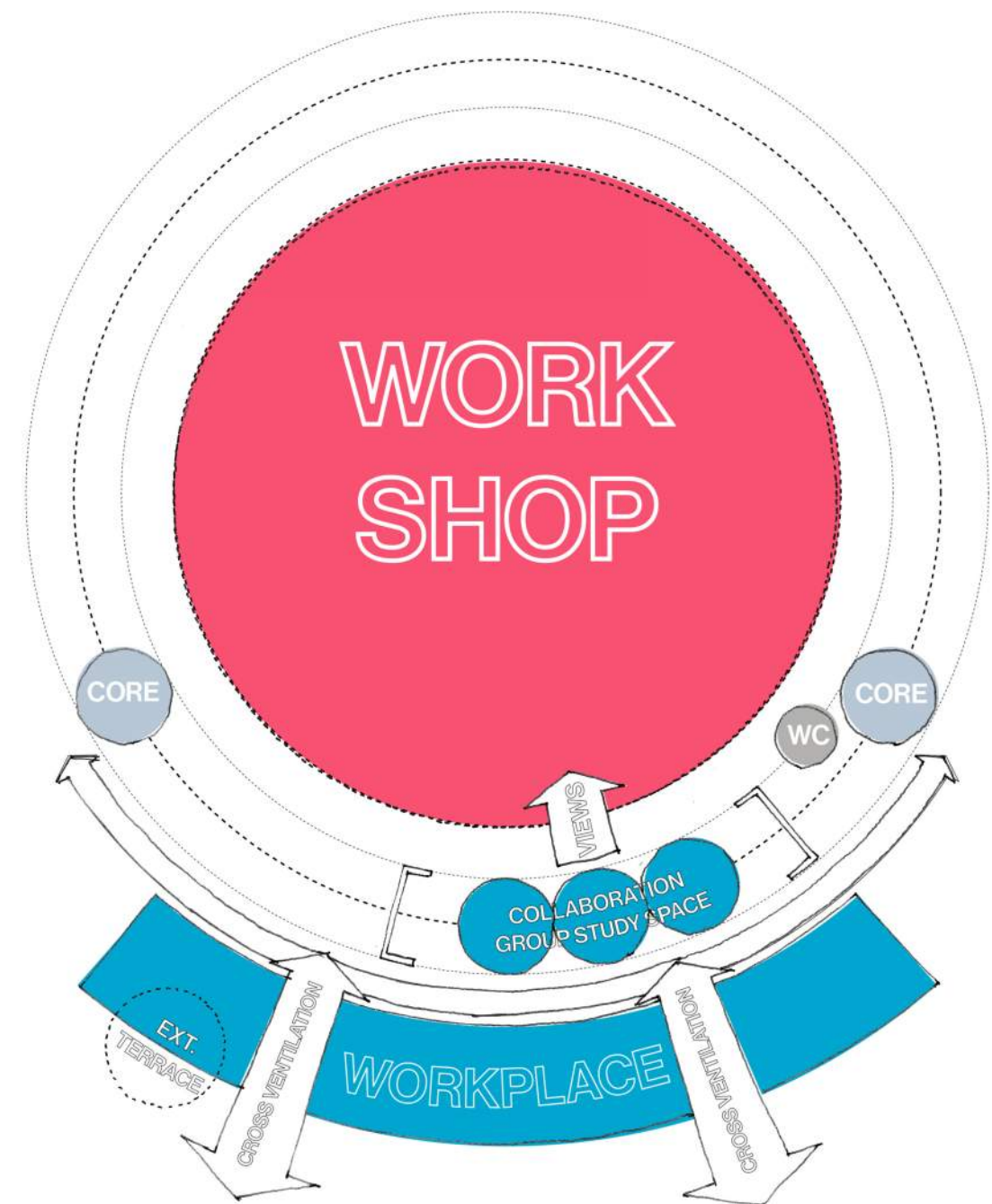
Adjacencies



Ground



First

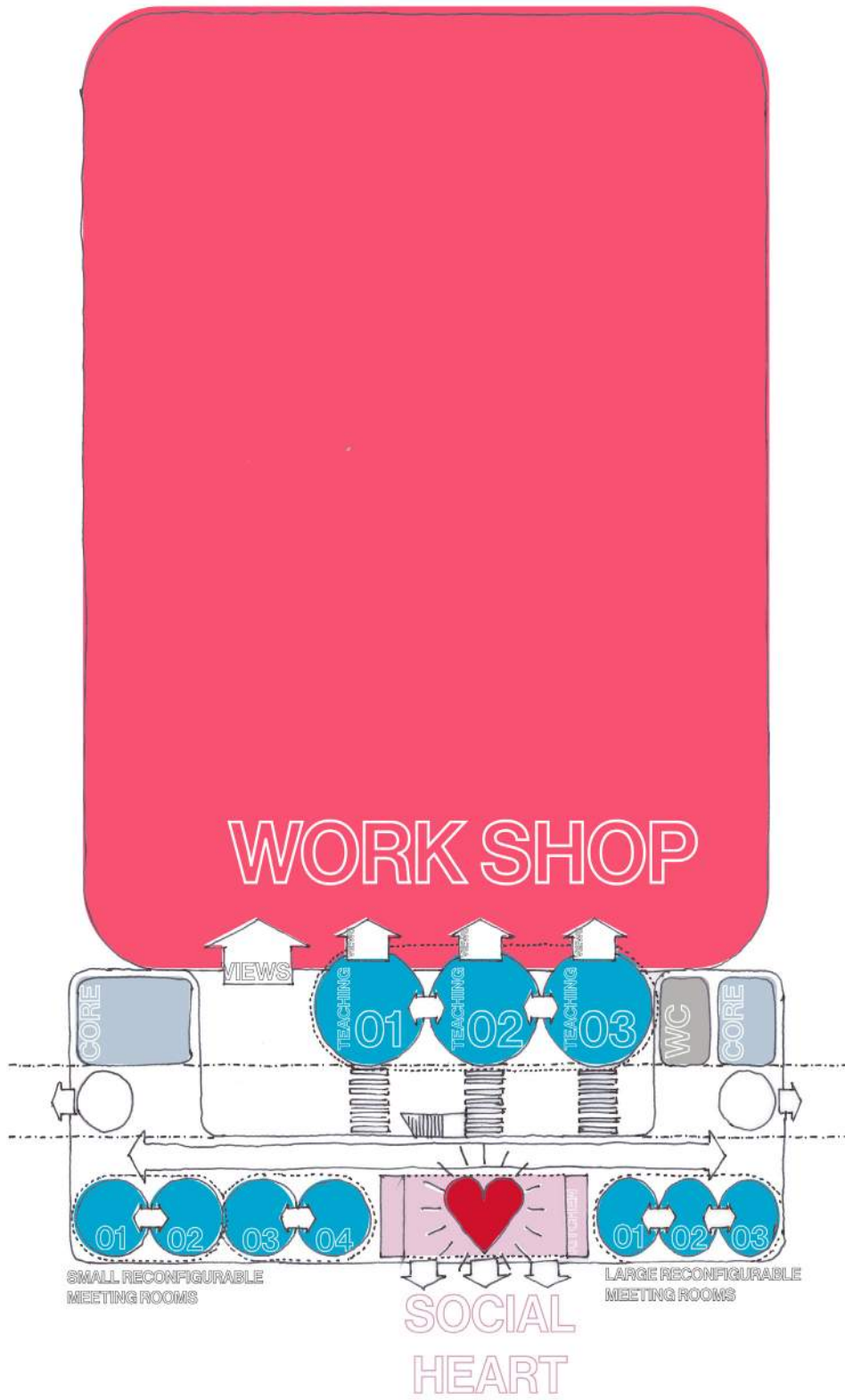


Second

Components
Layout



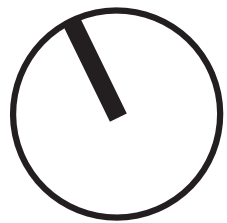
Ground



First

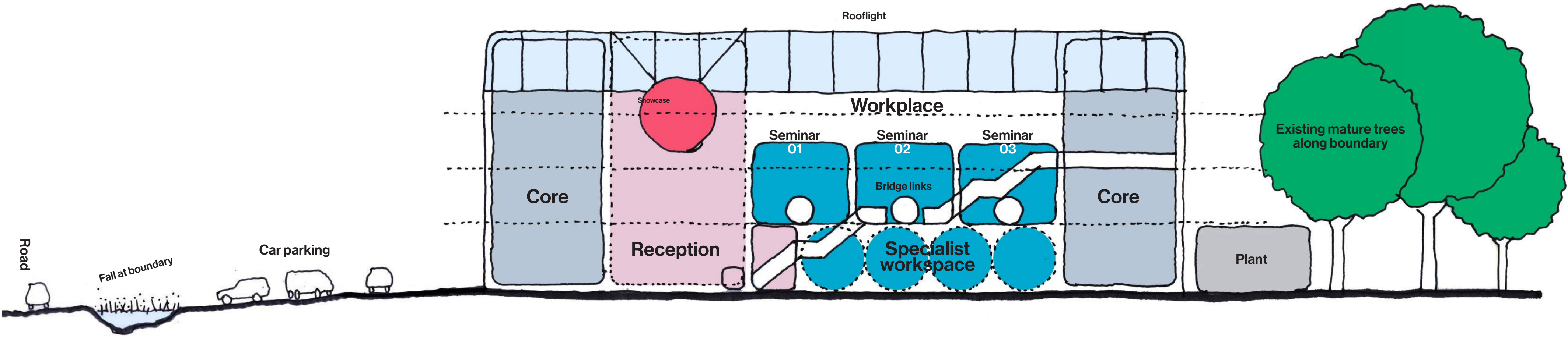


Second

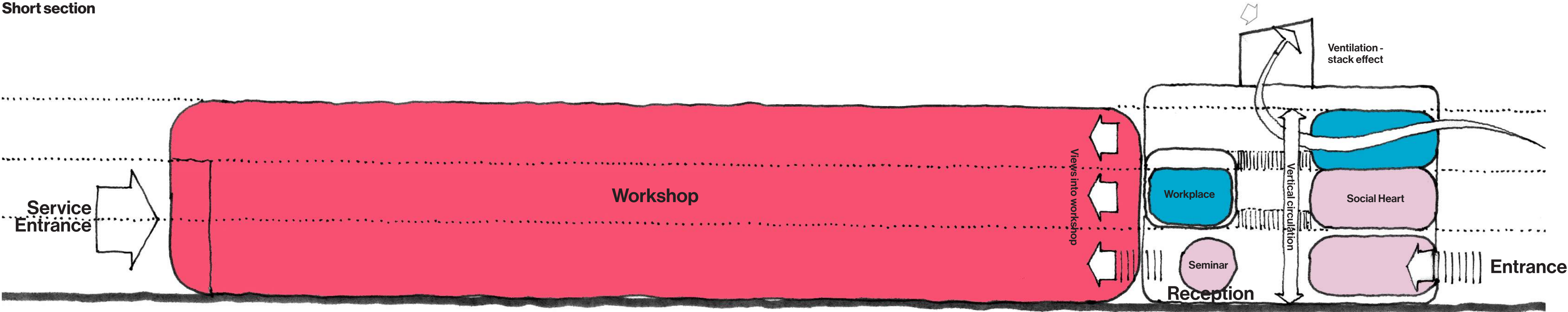


Components

Section



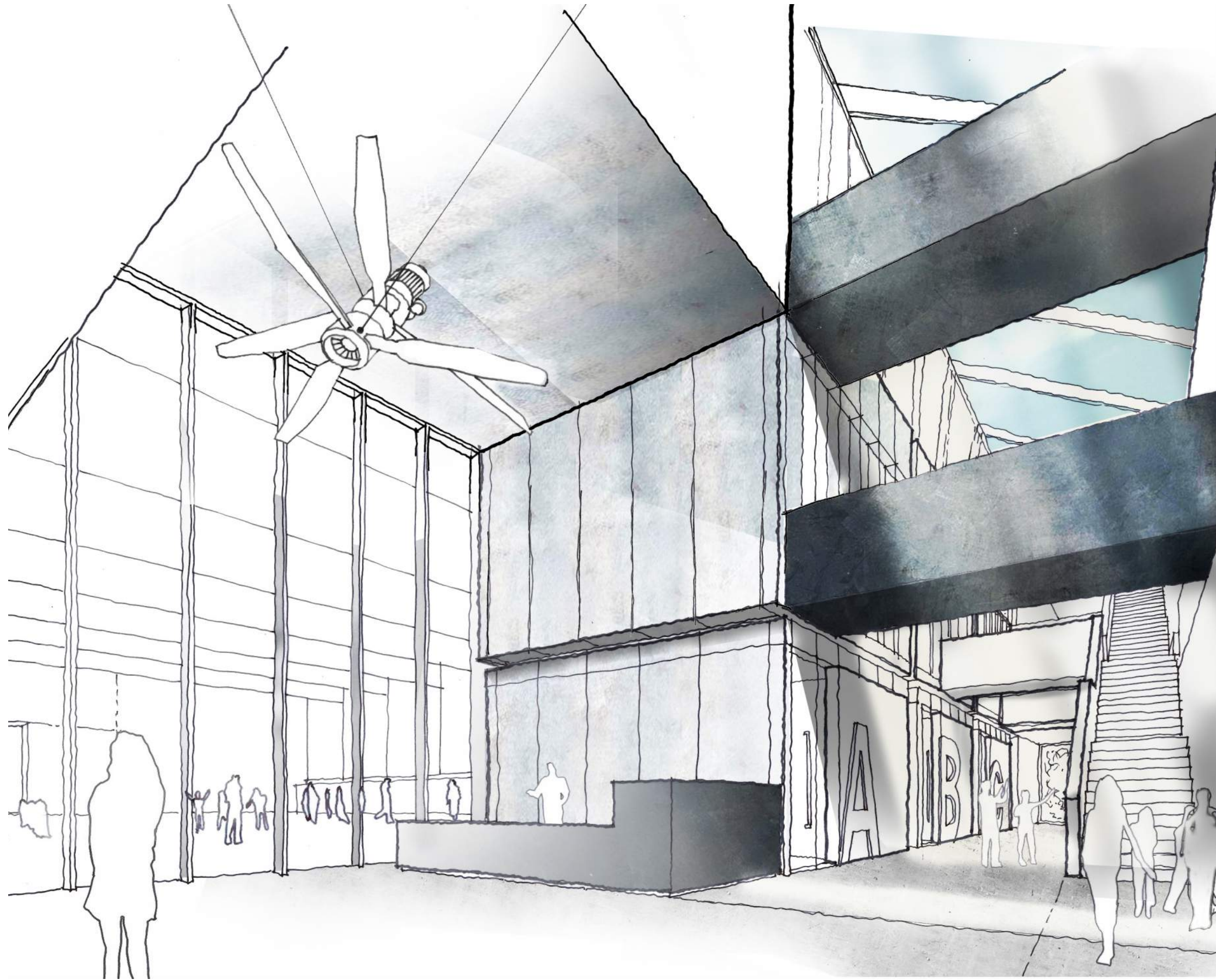
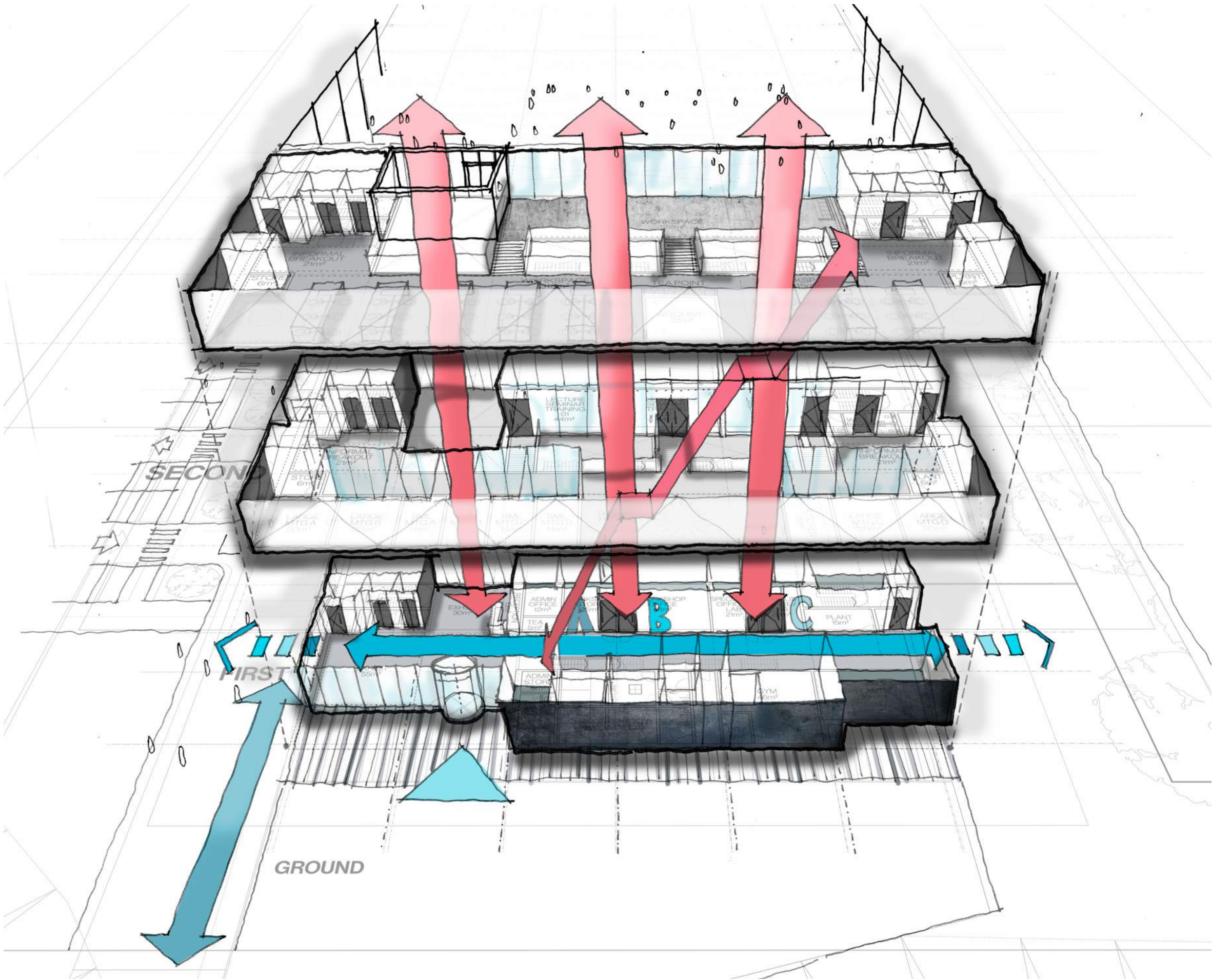
Short section



Long section

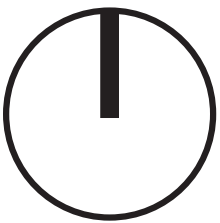
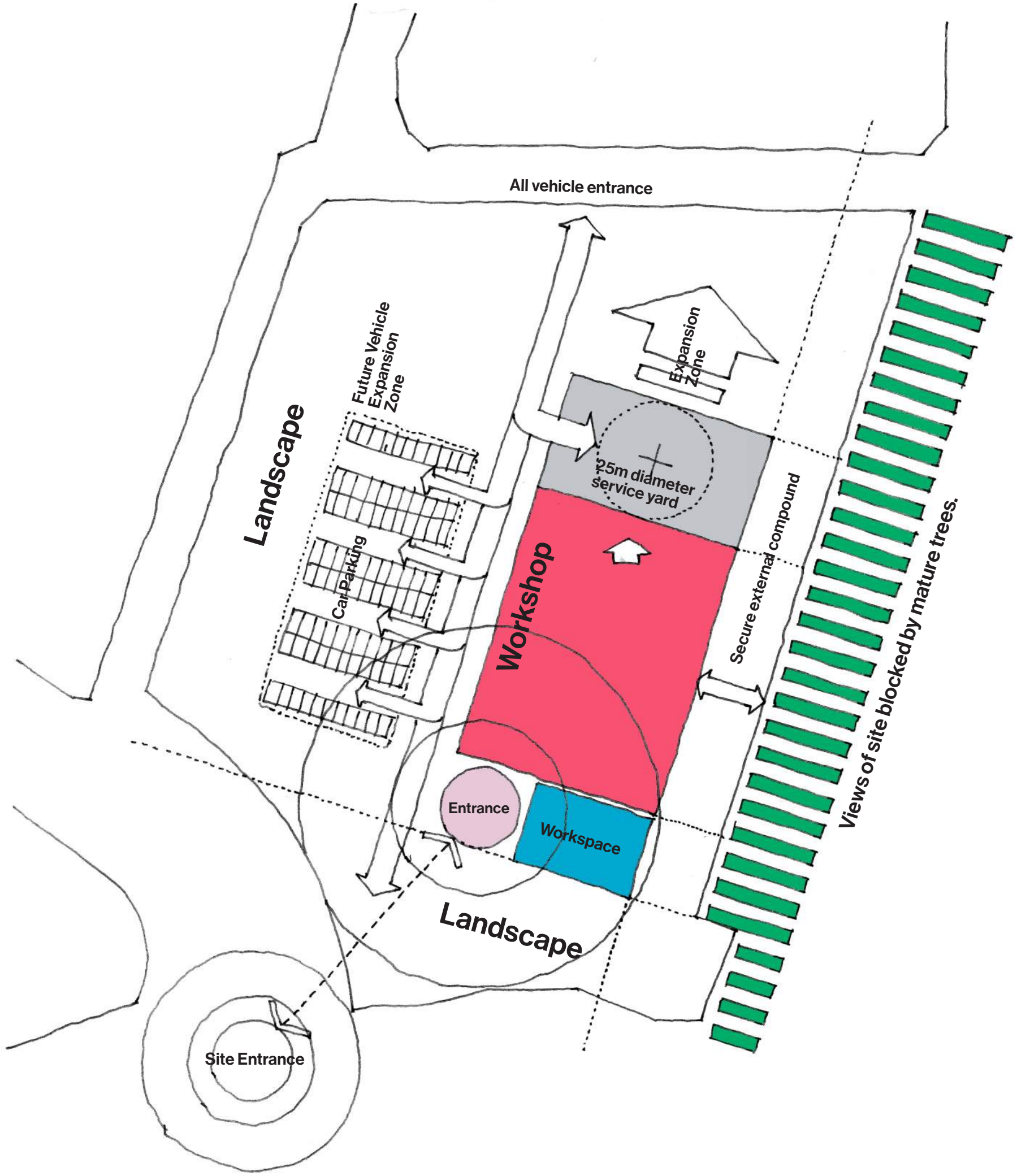
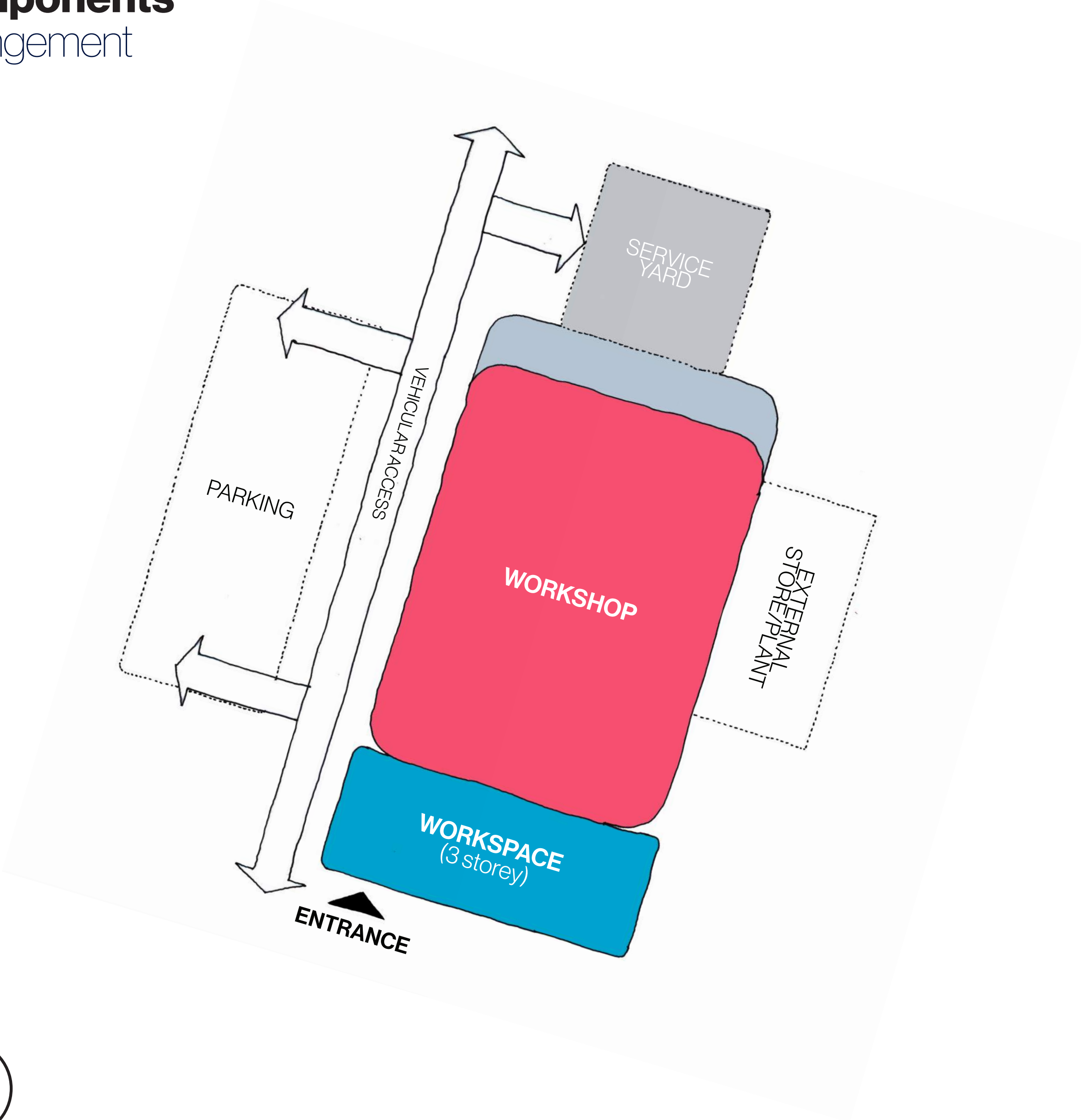
Components

Layout



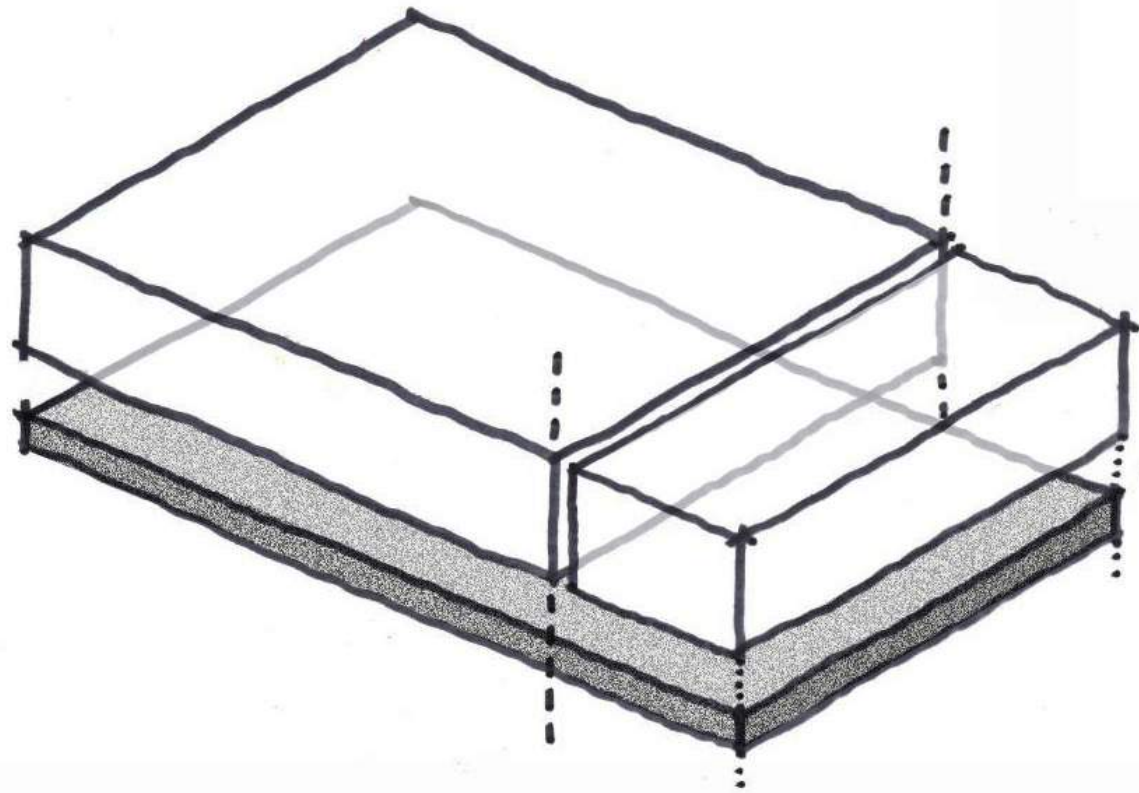
Components

Arrangement



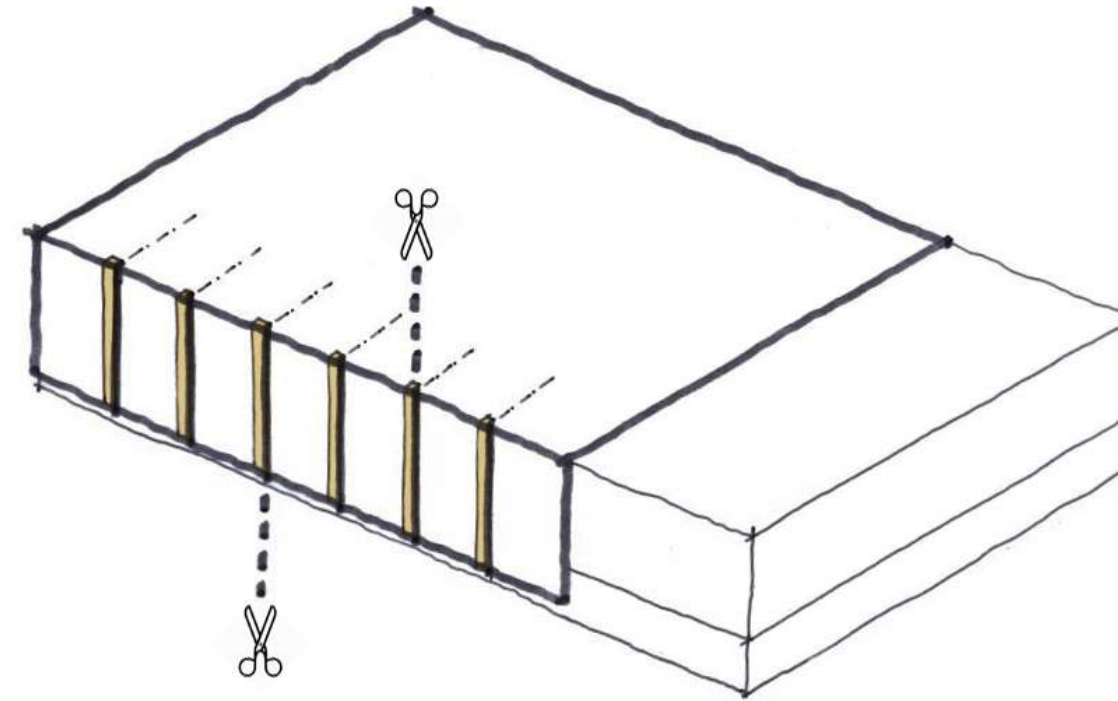
Envelope

Massing



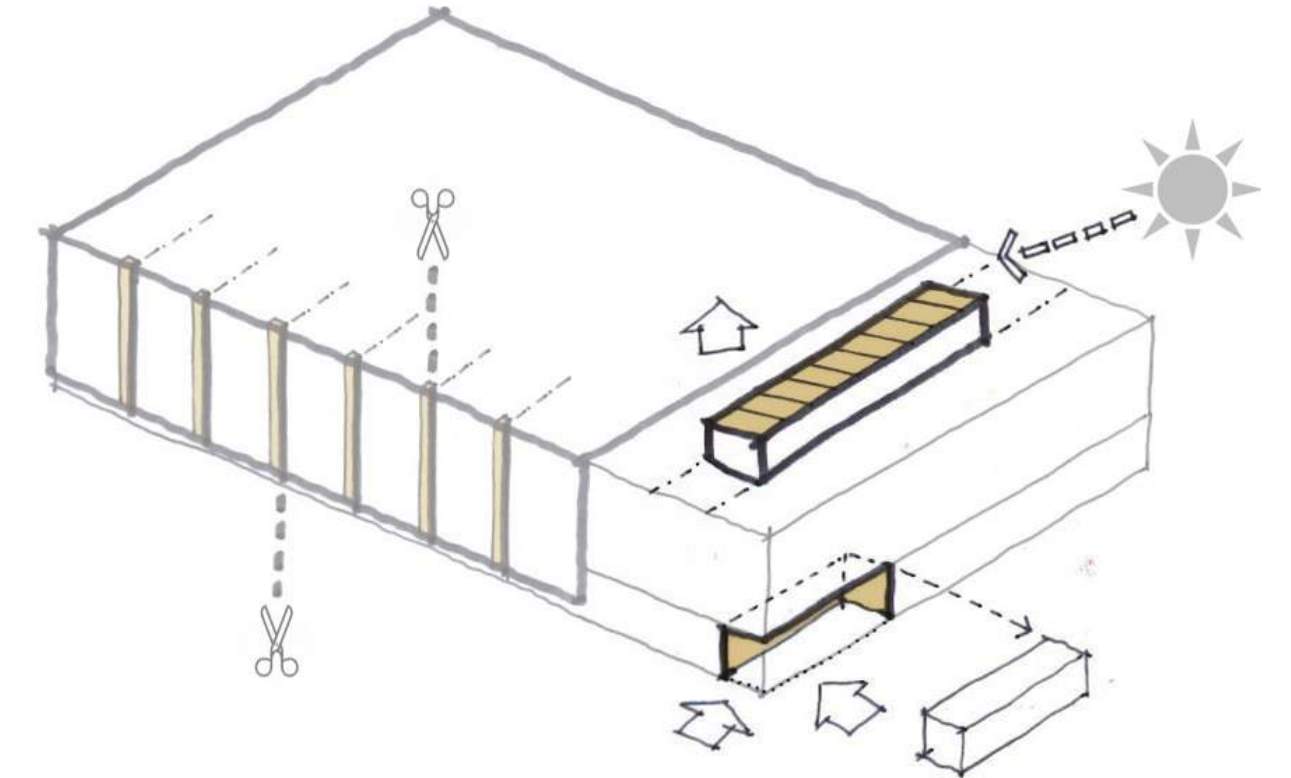
A

- Robust base - continuity between front and back
- Lighter more ephemeral top - workshop and office articulated



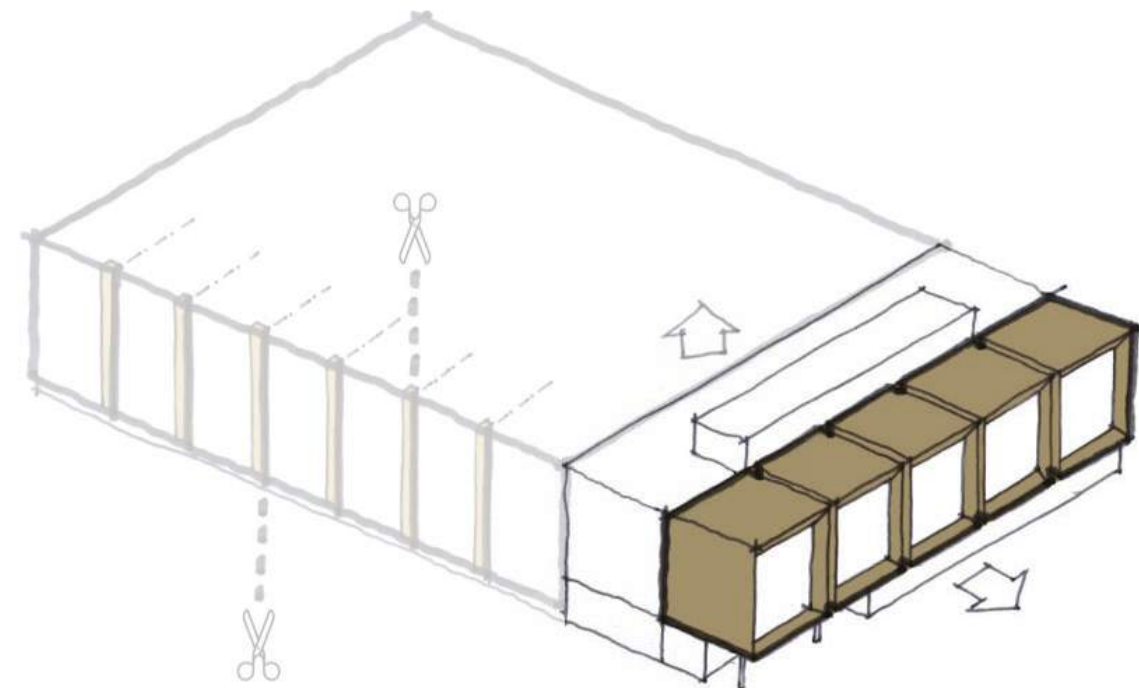
B

- Length of workshop elevation broken into bays to reduce mass
- Slots offer opportunity to bring controlled natural light into the workshop



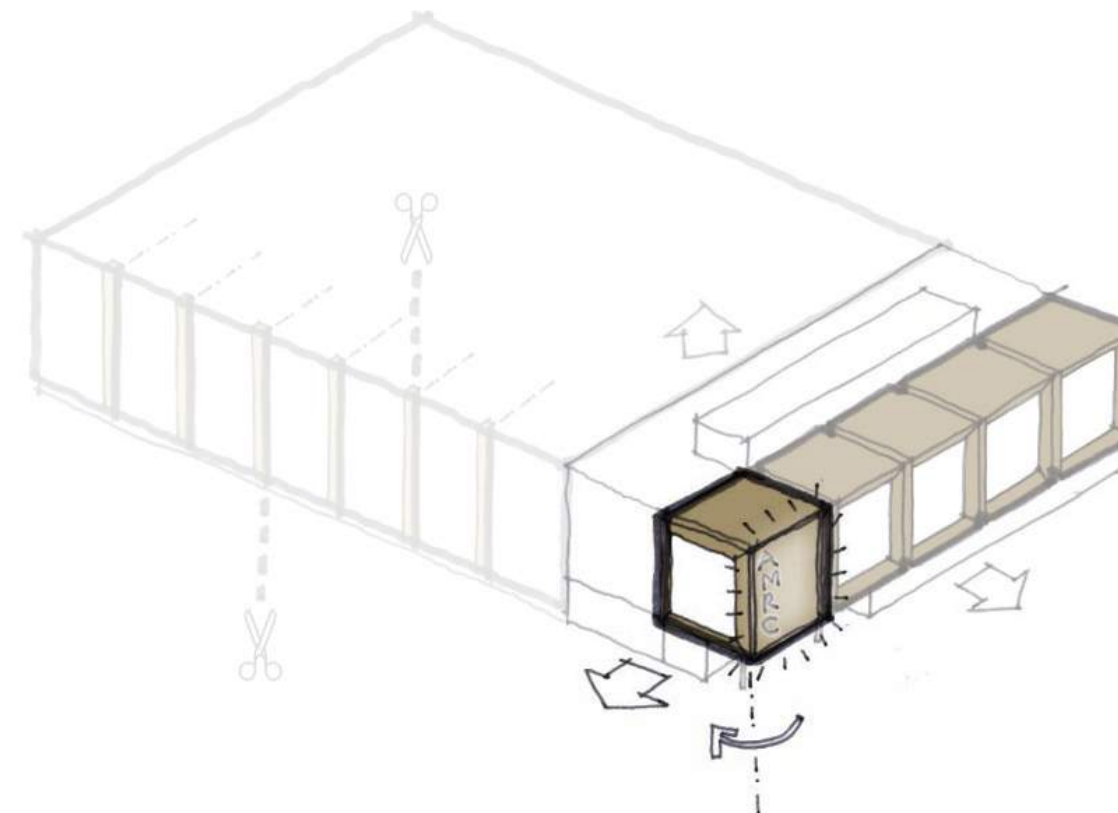
C

- Rooflight extruded above atrium to bring in natural daylighting and to assist ventilation strategy
- Recessed SW corner entrance - announces 'front door' to facility and provides shelter



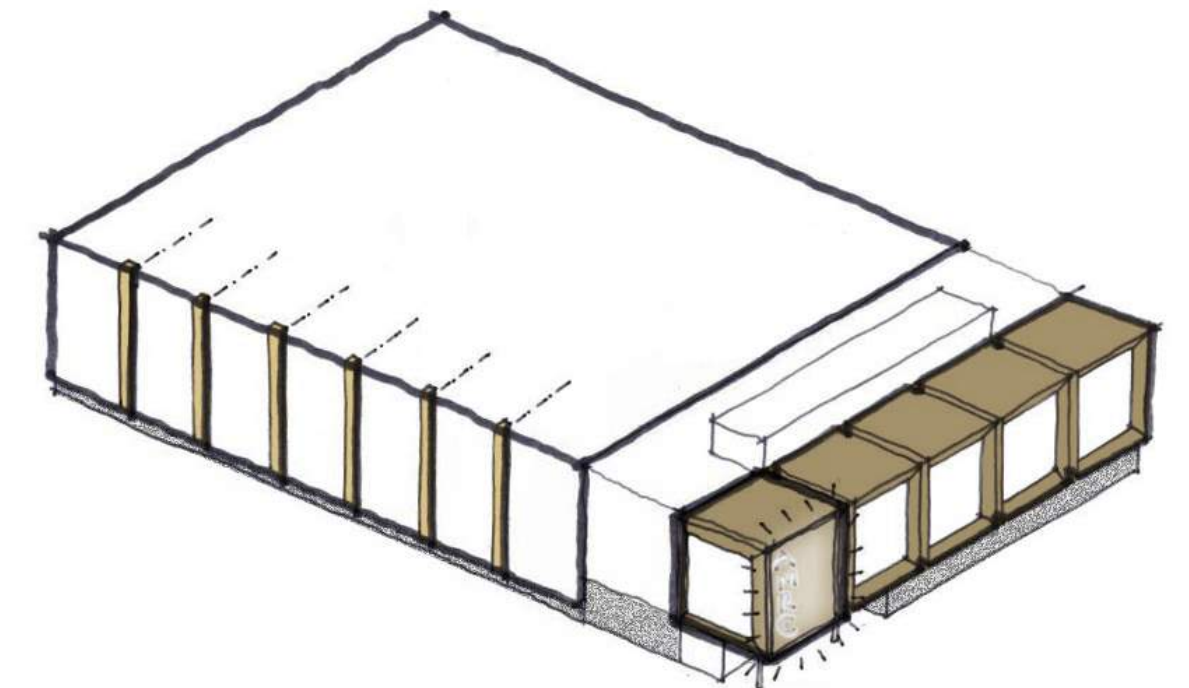
D

- Articulate 9m structural bays of the workplace - Gateway / statement
- Picture windows providing views out for staff and also makes activity within the building more visible from outside
- Deep set reveals to provide passive solar control



E

- SW corner element rotated through 90° to address the importance of both the south and west elevations of the building
- Acknowledges new access route into wider site - better connection to car park
- Front elevation can then be used for signage above main entrance



F

- Final composition

Indicative visual

Material and Colour



Indicative visual

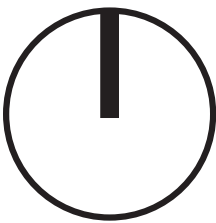
Approach



Future

The AMRC NW campus?

The adjacent plan is an indicative proposal showing how plots 6, 7 and 8 might be built out in future phases to create a cohesive AMRC 'campus'...



CARTWRIGHT PICKARD

London Office

1 Canal Side Studios
8-14 St Pancras Way
London NW10QG
T 020 7554 3830

Manchester Office

Unit 308, Ducie House
Ducie Street
Manchester M1 2JW
T 0161 914 7444

Leeds Office

Studio 4, Cross York Street
Studios Cross York Street
Leeds LS2 7BL
T 0113 360 9444