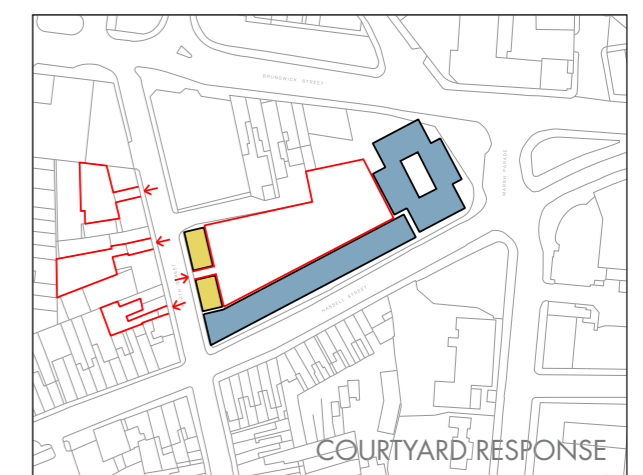
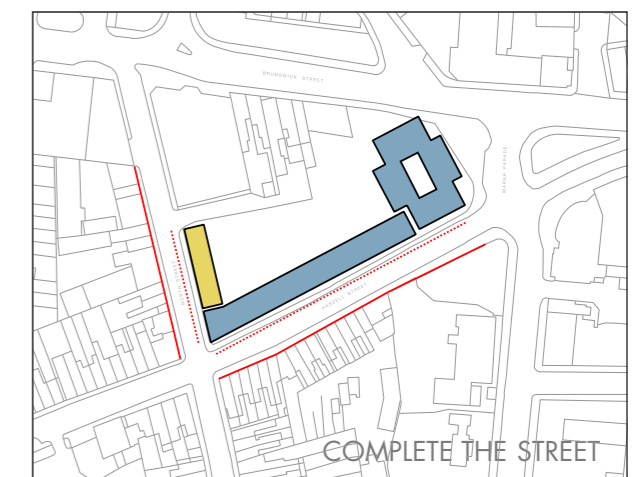
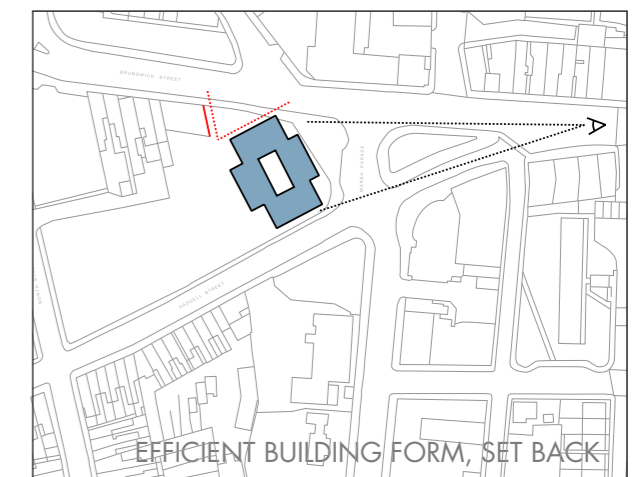
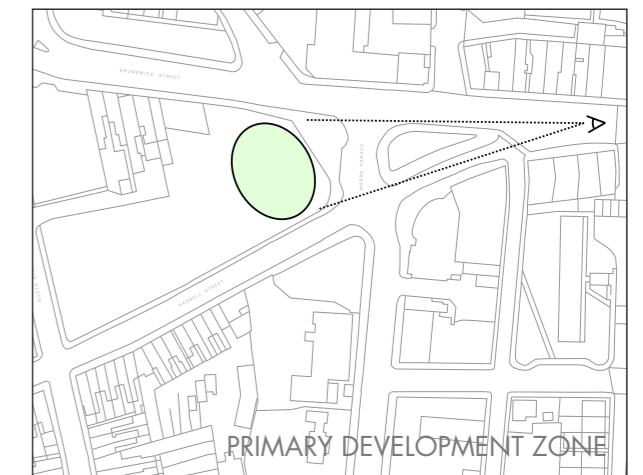


## SITE PLAN - STREET LEVEL



## SITE STRATEGY DIAGRAMS



## SITE STRATEGY

The eastern end of the site is identified as the primary development zone which allows opportunity for the creation of a 'beacon' or 'gateway' development. The main massing of the development is positioned to address the views on to main approach to Newcastle-under-Lyme from the east, and is set back to allow views toward the historic Beehive Preserves sign to the gable end of 16 Brunswick Street.

The building form is arranged as a collection of apartments around a central circulation core, creating a highly efficient building footprint. To the south and

west of the site, the streetscape along Hassell Street and North Street is completed with a series of low rise 'mews' blocks which address the terrace housing blocks opposite.

The Enterprise block will house commercial units which face on to the existing commercial units along North Street. Strategically, the site becomes a 'courtyard' space which is accessed through an undercroft gated access, taking reference from the surrounding courtyards off North Street.