



1 - Southern Elevation Facing The Waterloo



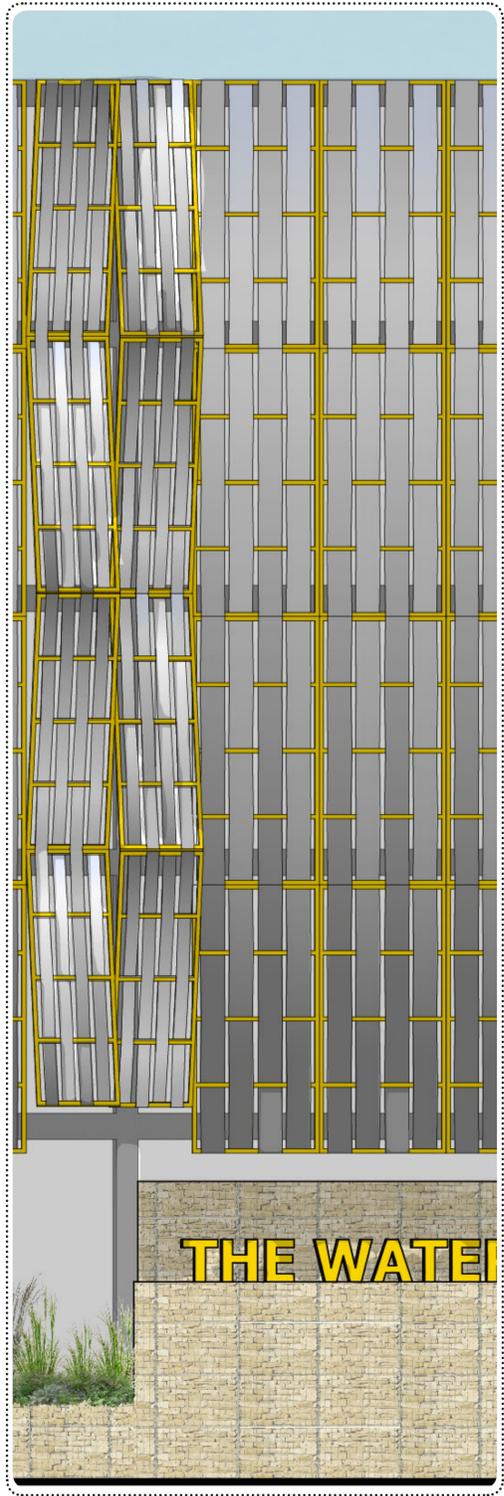
2 - View of Primary Vehicle Approach from London Road / Dyer Street Junction



3 - View of Vehicle Entrance alongside River Churn



4 - View of Primary Pedestrian Approach from The Woolmarket Shopping Centre



**Design Strategy**

Our approach is:

- To create a three-dimensional façade which responds to its context through the day & seasons by changing in colour & tone as it reflects and absorbs light.
- To surround the building at ground level in a tactile, familiar material mirroring the scale of a dry stone garden wall. Cotswold Stone filled gabions look well established in a way which will ensure the building fits into its context immediately. These walls will also become natural habitats for insects and plants.
- To take inspiration from the textures & surfaces of the historical buildings in the town and landscape of Cirencester.
- To make the façade out of a 100% recyclable material.
- To locate the most aperture in the building between the north and southern sides not only to meet natural ventilation and fire protection regulations, but also to maintain privacy to the east and west boundaries closest to private residences.
- To create a non-hierarchical façade so that it has the same quality on all elevations.
- To use raw, honest, low-maintenance materials where possible. We chose Cotswold Stone filled gabions and hard-wearing aluminium with a milled finish.
- The design is both lightweight at the upper levels, but firmly grounded at its base creating a human scale for those who are walking or brushing past the building.
- To create a building with an identity which becomes memorable for car park users
- To respond in key locations where the building may be seen from the town centre with a full height core of Cotswold Stone filled gabion cladding. This will also highlight our primary pedestrian entrance for those returning to the Car Park.



Cotswold Stone Gabions



Mill Finish Marine Grade Woven Aluminium



Site Plan



5 - West Elevation Facing Smyth House