The Proposed Scheme

SYNOPSIS OF DESIGN CONCEPT

The proposed scheme is a product of re-evaluating the site, with the addition of the “Marriotts” fish and chip shop as part of the overall redevelopment, delivering a distinctive and high-quality design which fulfils Southend Council’s aspiration for the site.

The concept of a sweeping curve frontage, which recedes at each floor, provides subtle references to the sea, the tide and art deco style found along the sea front. The receding floor plates provide an opportunity to introduce curved, generous outside space but also much needed shading below the overhangs.

The main building line at each level has generally been set back in accordance with the previously approved scheme, only advanced closer to the road to articulate the focal corners. Full curtain wall glazing will provide a ribbon of continuous glazing across the building, terminating at either end with a sweeping curve to provide a positive frontage, addressing the main approach and relationship with the public realm from both the east and west.

The oscillating composition, again a subtle reference to the sea and tide, of solid/glazed balconies provides more privacy at the lower levels and reinforces the prominent focal corners of the building.

The circulation core to the rear is expressed externally with a floor to ceiling curtain wall continually rising through the levels. This design feature allows views out to the surrounding landscaped park.

Proposed building from South East (Day time)

Proposed building from South East (Night time)