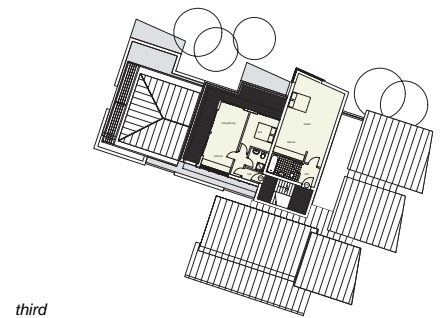
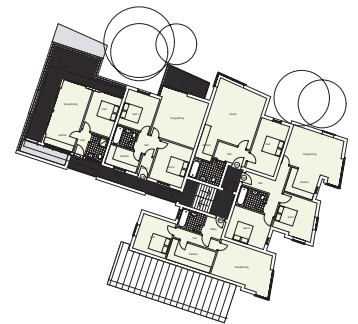




**Location:**  
Marston Road, Oxford  
**Client:**  
Thomas Homes



third



second



first



ground

## INTEGRATED RESPONSE

Private Residential Development Within Oxford Conservation Area

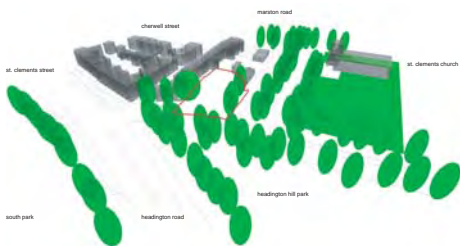
The project location lies close to the junction of the Headington and Marston Roads, within the Northern zone of the St Clement's and Iffley Road Conservation Area of Oxford.

To the north of the site and screened by an avenue of trees is the Grade II listed parish church of St. Clement's.

To the west and south, the site is bounded by largely historic housing stock, and to the east a public park.

After a thorough investigation and contextual analysis of the site and surrounding area, a series of initial massing studies and sketch proposals was prepared to explore the various limitations and opportunities presented by the site and its context.

Using the latest computer aided design, modelling and visualisation tools, these initial proposals were developed in three dimensions to allow a complete understanding of the scheme's layout and external appearance.



**Top** Simulated view of proposal from Marston Road.  
**Left** Early graphical site analysis.  
**Right** Floor plans  
**Below** Fully rendered elevation of proposal.





Early representation of the scheme in this way enabled valuable early discussions with clients and planners alike.

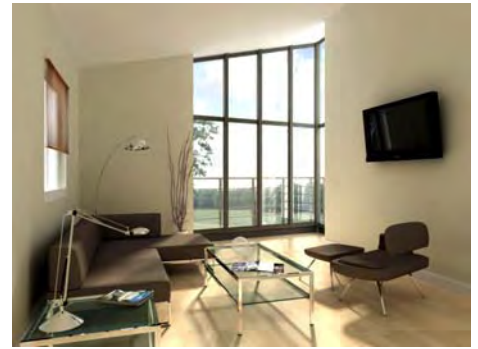
The techniques employed by the architects ensured a complete integration of the three-dimensional design, development and visualisation processes. This seamless integration has proved to be especially crucial within tight urban locations where innovative solutions are required to ensure that available space on brownfield sites is maximised, whilst satisfying the various criteria of massing and orientation, daylight and overlooking issues.

The proposals have been founded and developed on the basis of contextually-responsive principles. Whilst the architec-

tural form and language is undoubtedly contemporary, it defers to its historic context by virtue of its scale, rhythm, predominant materials and detailed treatment.

The building's impact has been considered from both short and longer distance views: Of great importance was the visual impact of the new development from the nearby listed Church and its churchyard to the north of the site.

A sequence of accurate views was prepared, showing the proposal through the tree screen at the churchyard boundary. Similar 'photomontages' have been prepared from vantage points on the main highways and public spaces around the site.



**Top left** View of proposal from St Clements Churchyard through tree-lined avenue bordering site.  
**Top right** Proposal from nearby intersection of Headington Road and Marston Road.  
**Above** Interior - apartment facing park beyond.  
**Below** View the public park to the east of the site.  
**Bottom (L-R)** Detailed sketch studies of proposal: Shared gardens, screened walkways, terraced penthouses.



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