



DESIGN PROPOSAL

APPEARANCE

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- 7.2 ELEVATIONAL ORDER & HIERARCHY
- 7.3 EAST FACING GABLE ENDS
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7.1 MATERIALITY & CONTEXT

Tones and Colours of Exeter

Our material approach draws inspiration from the rich architectural heritage of Exeter, establishing a contemporary dialogue with the city’s historic fabric. In particular, we have referenced the distinctive red tones of the medieval city wall, an earthy warmth contrasting with the pale limestone of Exeter Cathedral’s Norman towers, which offer a sense of civic presence.

These contextual references inform a tonal palette that responds to Exeter’s distinct material character.



St Catherine's Chapel with Exeter Cathedral behind



Exeter City Wall



The Norman Tower's of Exeter Cathedral



Colour and tonal palette

7.1 MATERIALITY & CONTEXT

Material Heritage

Exeter’s long-standing brick tradition is rooted in its geography and local industry. Clay extraction around the Polsloe Ridge has supported brick making for centuries, with significant growth in the 19th century as brickworks expanded across Newtown and Clifton Hill. These locally produced bricks were widely used in the construction of residential terraces and civic buildings, contributing to the red brick predominance in the material identity of the city.

Exeter also relied on imported bricks from nearby Newton Abbot. Transported via the canal and later by rail, these bricks became a common feature in the city’s Victorian and early 20th-century expansion.

The Proposed Palette

The proposed colour and tonal palette is realised through a carefully selected brick pairing: a light chalk brown brick, evoking the Newton Abbot stock, and an earthy red brick, used prominently throughout Exeter.



Exeter Brick Vernacular



Southernhay West



Lower Street



Oakhampton Road

7.2 ELEVATIONAL ORDER AND HIERARCHY

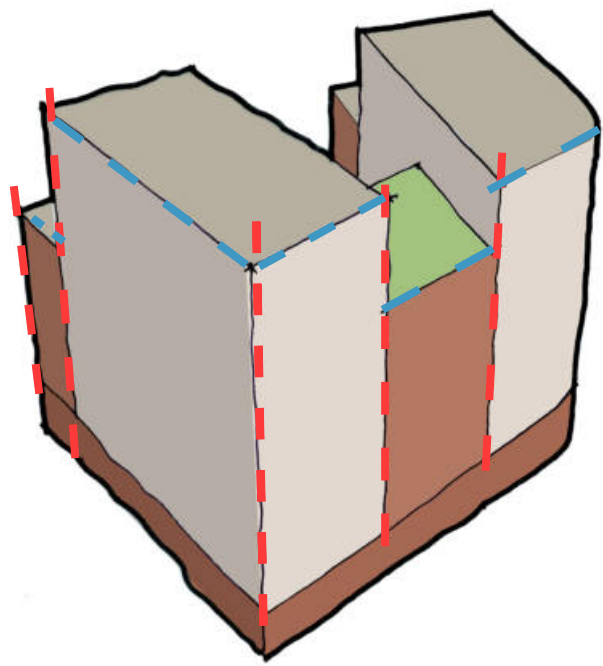
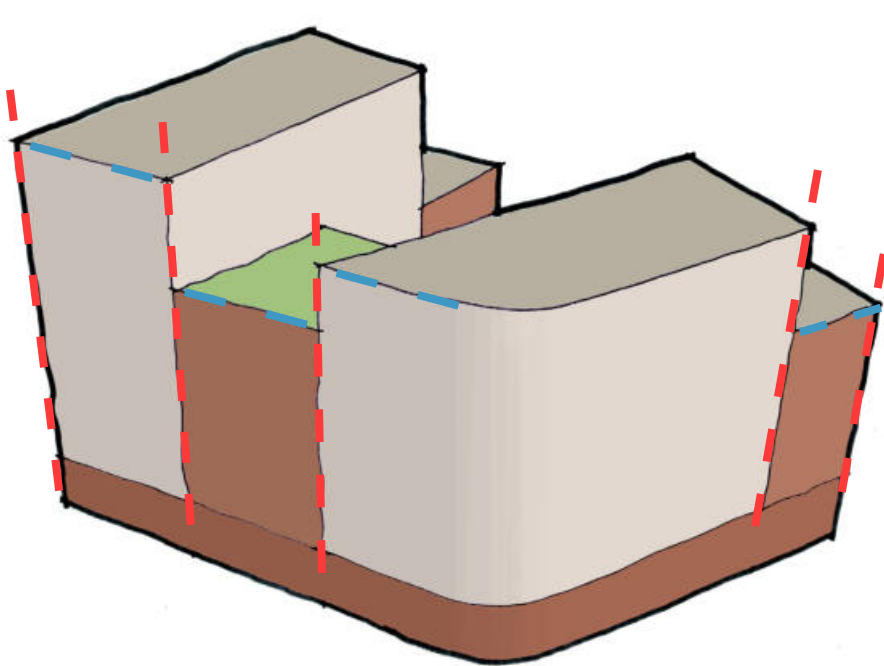
Exeter Streetscapes

Exeter's cityscape is characterised by its rich mix of building types and varied architectural languages. Areas such as Cathedral Close and The Quay beside the River Exe showcase a rhythm of development where scale, material and articulation shift and evolve, creating a layered and visually engaging streetscape.

Contemporary Interpretation

Our proposal draws from this contextual diversity, interpreting it through a contemporary architectural language. The building form is composed with a clear grand order, expressed as a series of vertically split parts.

This is further accentuated through varied massing roof lines and is unified with a consistent plinth. Variations in scale and façade treatment help break down the massing, aligning with the character and grain of the surrounding context.



Grand Order Elevation Diagrams



Cathedral Close Streetscape



The Quay Streetscape

7.2 ELEVATIONAL ORDER & HIERARCHY

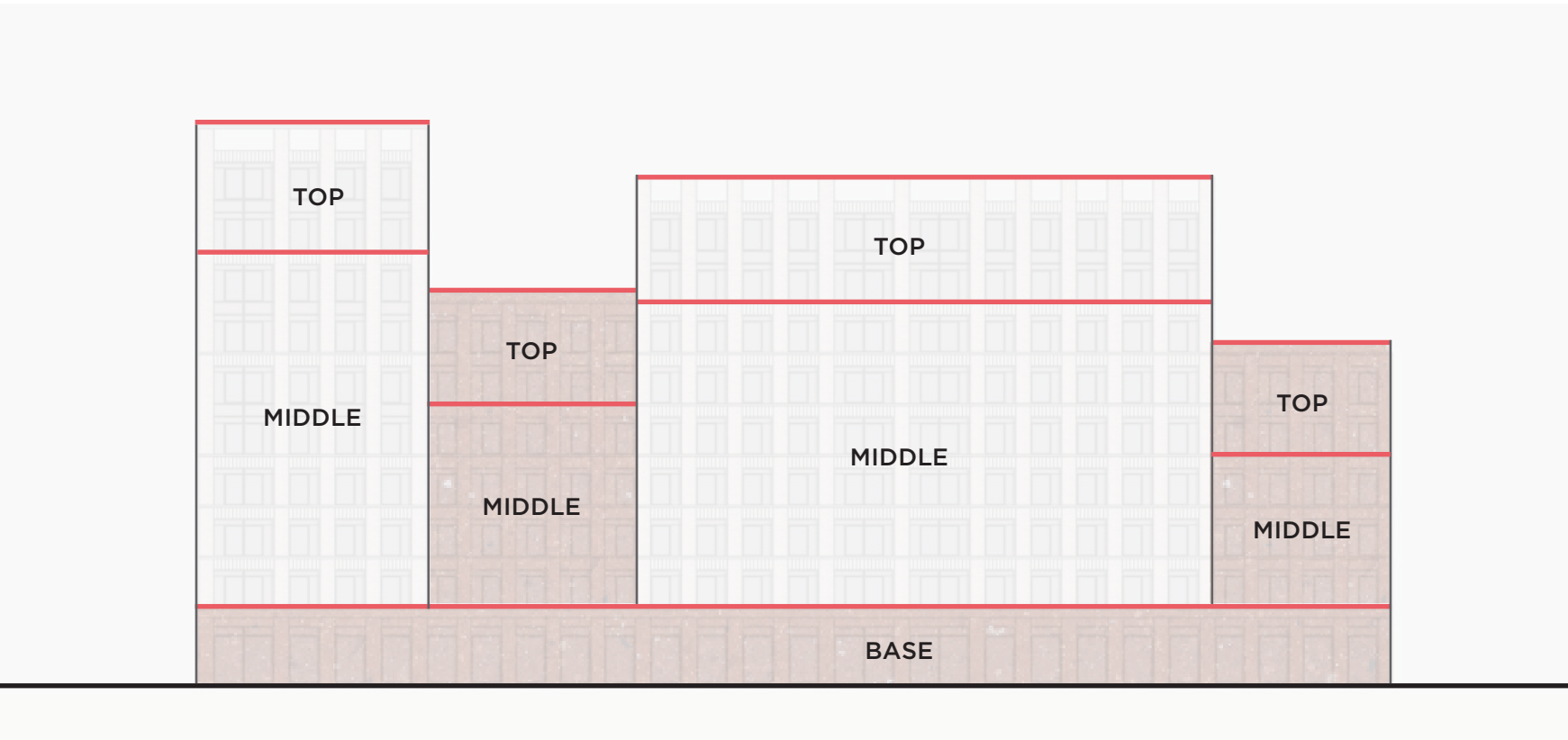
Horizontal Order and Hierarchy

The building’s elevations are articulated through a clear hierarchy at base, middle, and top — with each datum expressed through distinct façade detailing and window groupings, including single- and double-storey treatments.

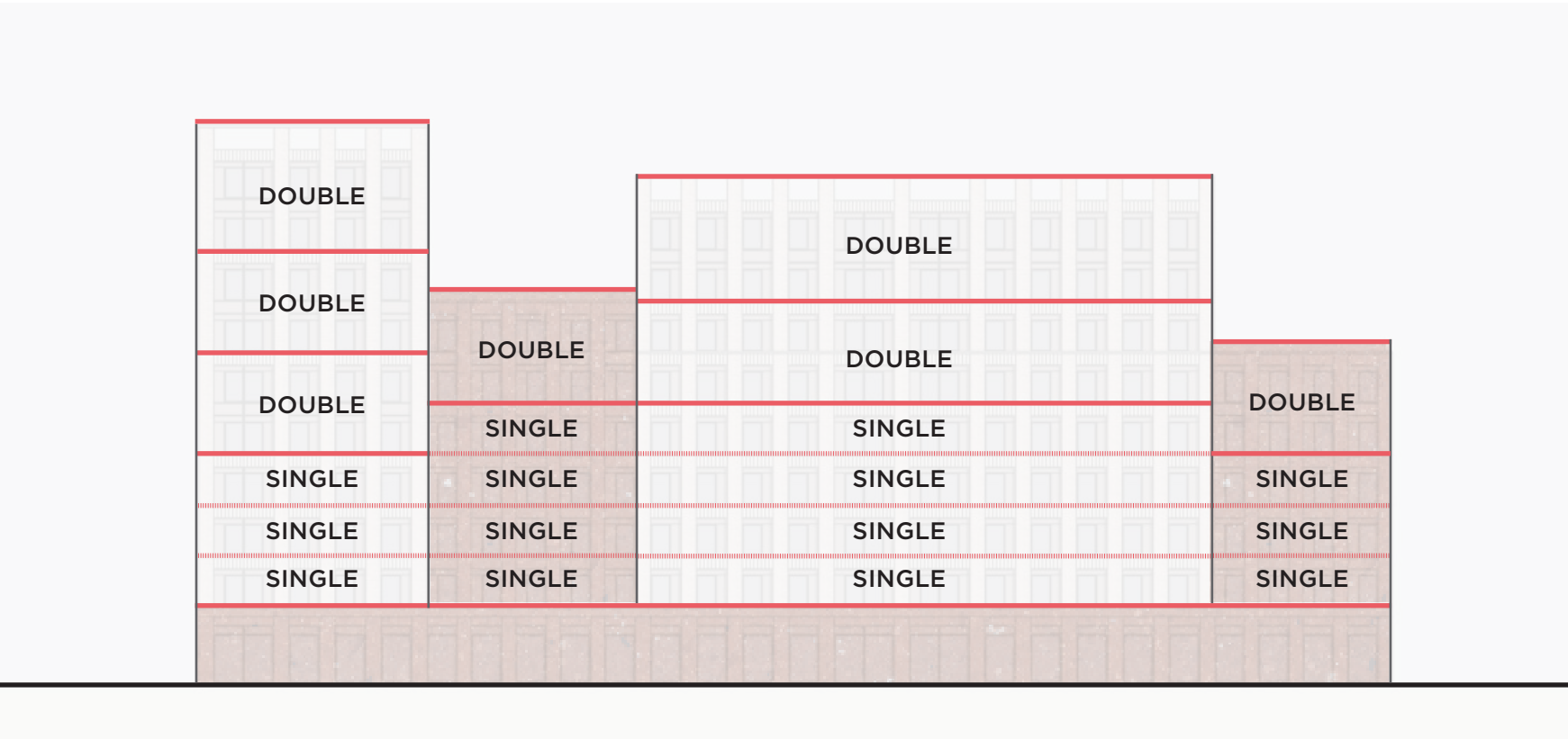
Studies of key views and site-specific conditions informed the placement of these datums, resulting in the elevation strategy illustrated opposite.

At ground level, the base is treated with greater material richness to enhance the public realm. This includes corduroy brick detailing, generous fenestration, and decorative perforated metal solar shading elements that contribute to textural distinctiveness.

The tops of the building is defined by open, articulated parapets, creating a varied and legible skyline that helps distinguish the character and silhouette of each block.



Major Horizontal Datum Lines



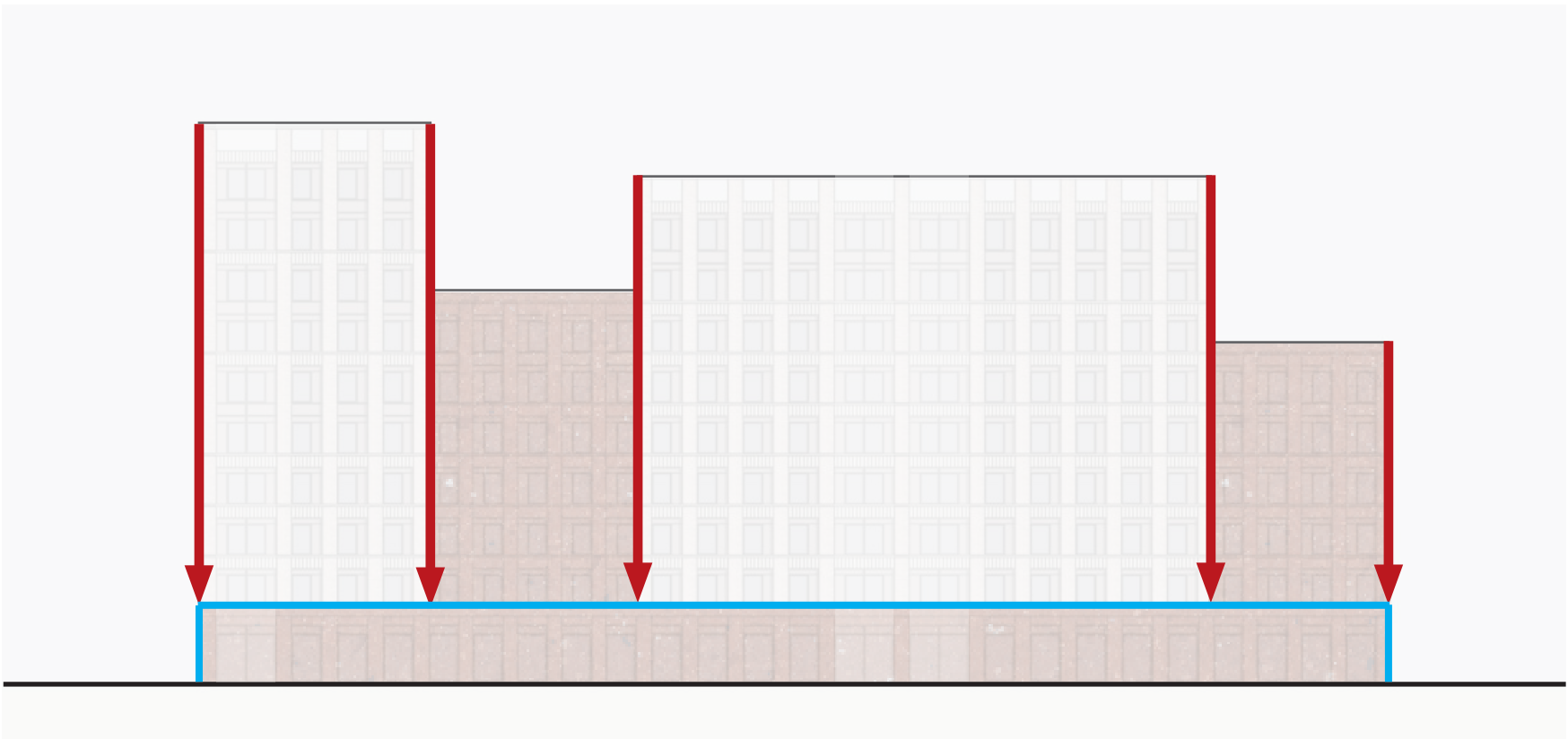
Minor Horizontal Datum Lines

7.2 ELEVATIONAL ORDER & HIERARCHY

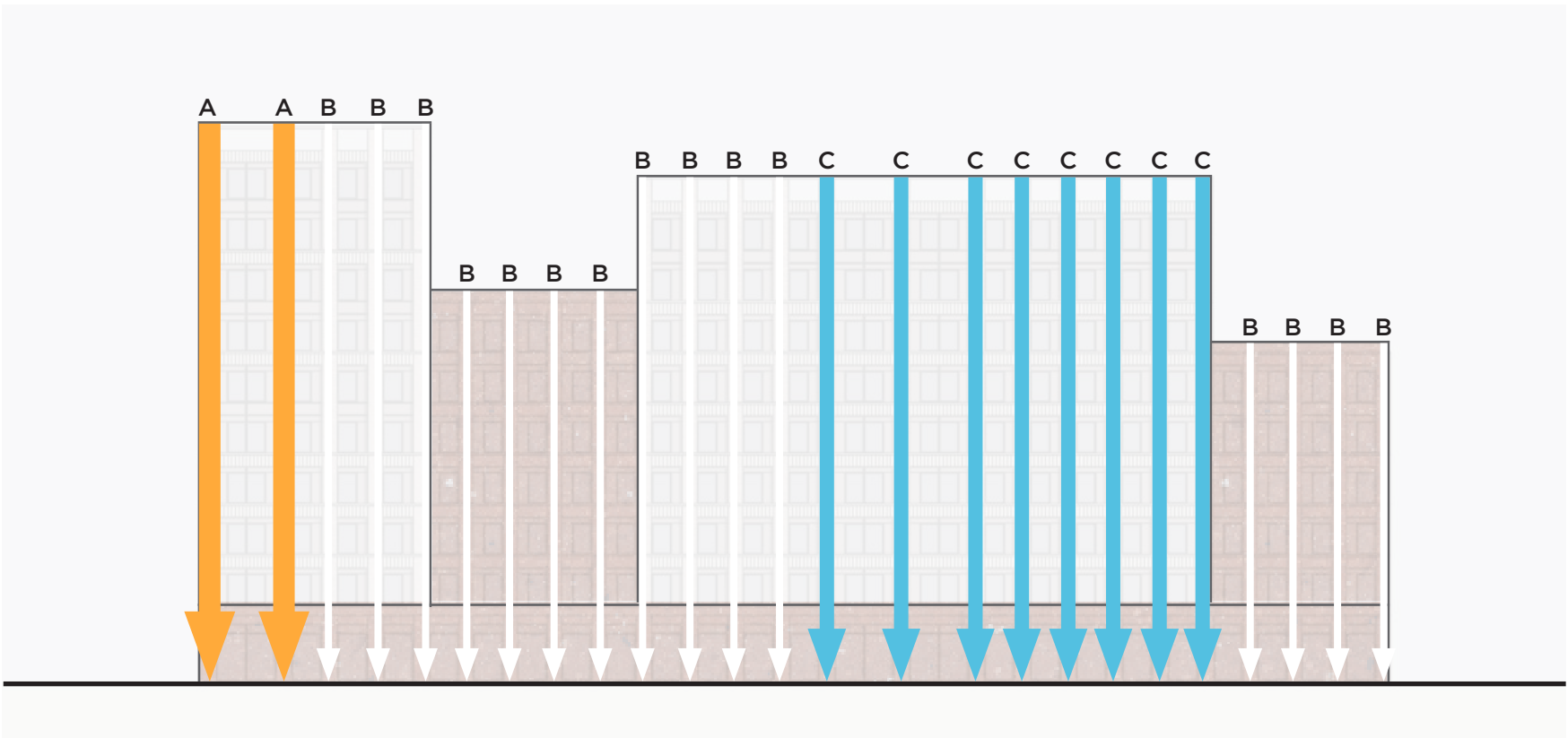
Vertical Order & Hierarchy

Each step in the roofline is rhythmically pronounced, forming a dynamic and varied silhouette. Vertical piers run the full height of the façade, from parapet to base, reinforcing the vertical order and grounding the overall composition. Key communal spaces are articulated through generous fenestration, introducing clear and legible moments within the elevation.

A finer level of architectural rhythm is introduced through the modulation of pier widths across the façade. Three distinct pier types (A, B, and C) are employed to articulate the façade. Narrower piers create a tighter grain, while wider piers signal moments of transition or frame special moments.



Major Vertical Order and Expression of Communal Space



Minor Vertical Order - Pier Widths

7.2 ELEVATIONAL ORDER & HIERARCHY

Contextual Proportions

The primary elevational language is a decidedly contemporary one derived from the local Georgian vernacular of expressed banding and elegant window proportions.

Banding will be a pigmented concrete that provides levity and accent to the predominant brickwork detailing.



Cathedral Close



Southernhay West



Lower Summerlands



Contemporary Precedent



Contemporary Precedent



Contemporary Precedent

7.3 EAST FACING GABLE ENDS

Brickwork Expression and Detail

Exeter has a strong tradition of expressive brickwork, often used to articulate domestic and civic architecture with character and richness. Buildings across the city — including along Oakhampton Road, Ladysmith Road, and former brickworks such as the Corporation Brick Works at Clifton Hill — display intricate brick patterns, varied textures, and decorative banding. These precedents reflect a tradition of craftsmanship and a local pride in material expression.

Our proposal for the east facing gable ends takes inspiration from this legacy, in particular from the nearby Corporation Brick Works, reinterpreting decorative brickwork in a contemporary language. Referencing traditional techniques such as the double basket weave as a series of integrated decorative brickwork panels.

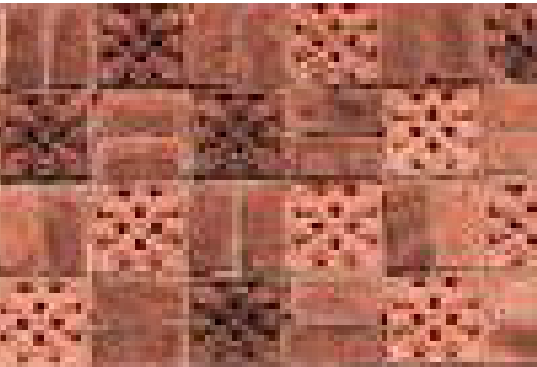
The final design of these panels is subject to the public art proposal.



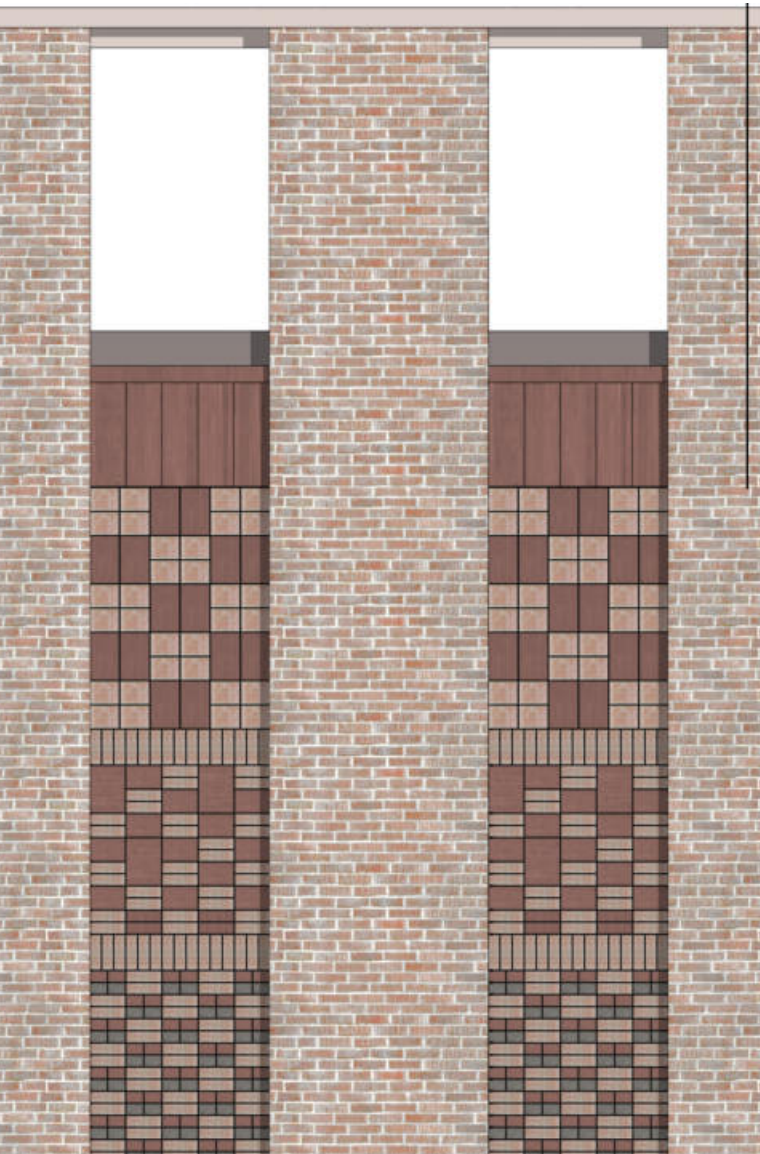
Oakhampton Road - Decorative brickwork



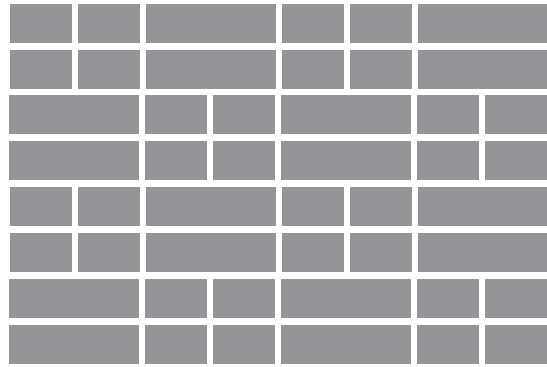
Corporation Brick Works, Clifton Hill, Exeter - Decorative brickwork



Double Basket Weave

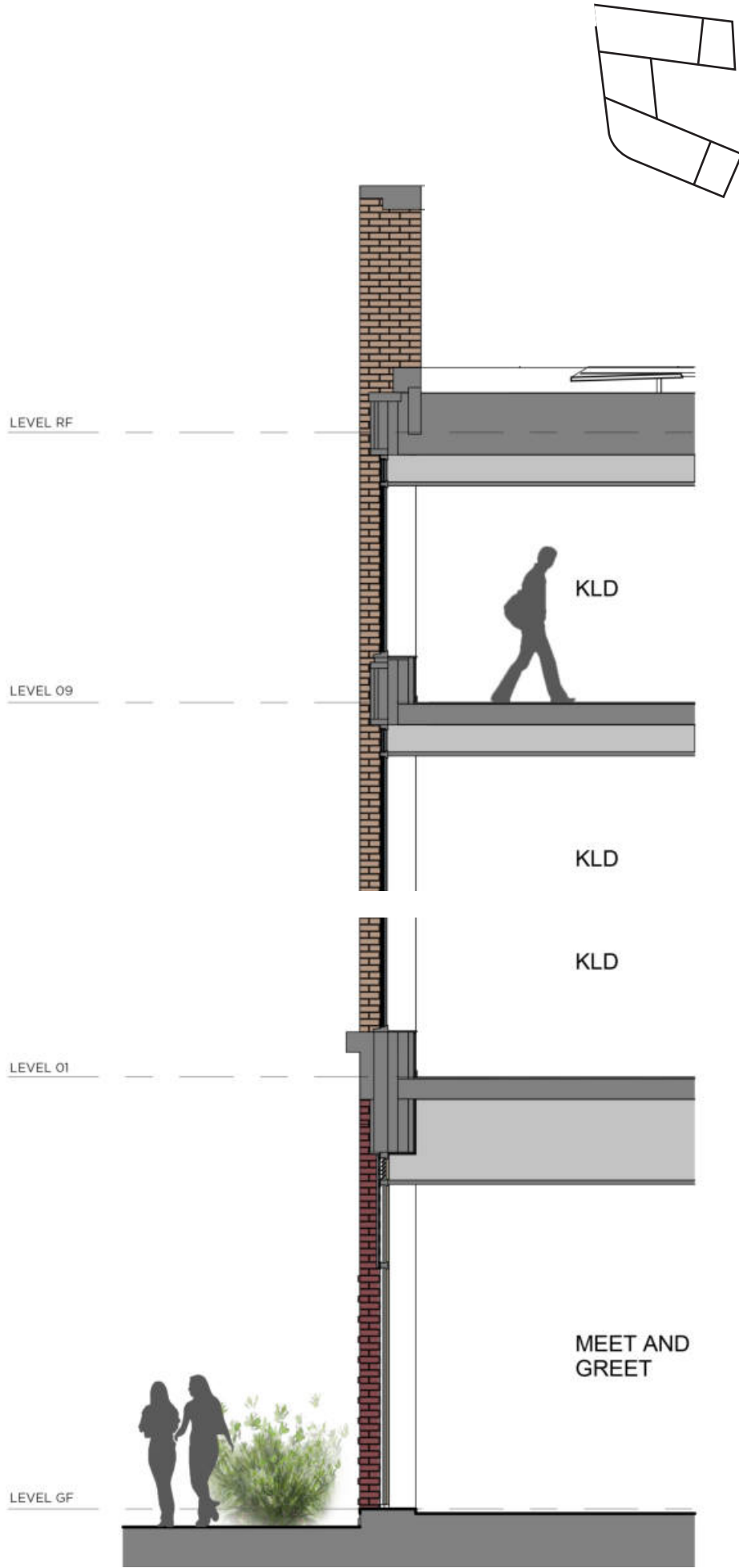


Proposed East Facing Gable - Decorative brickwork

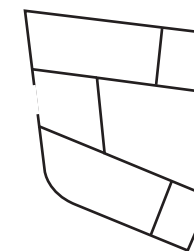
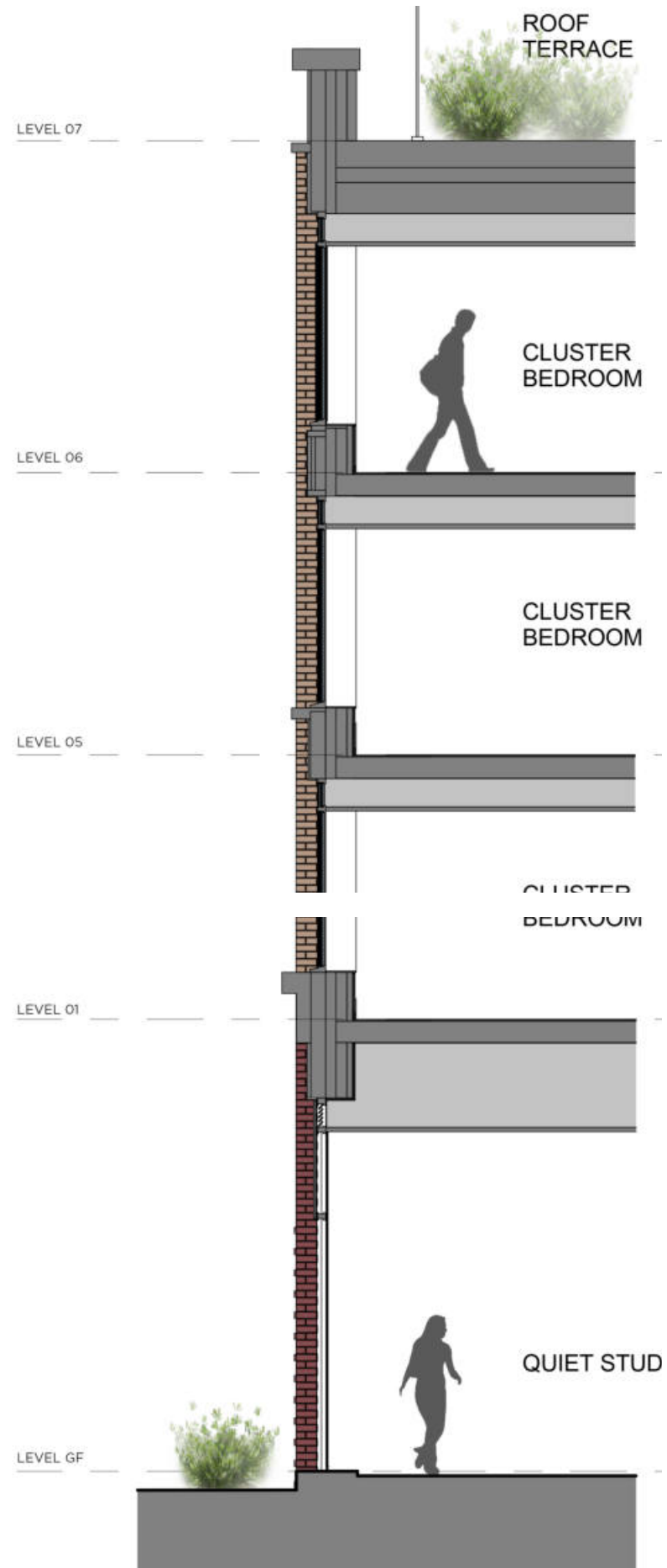
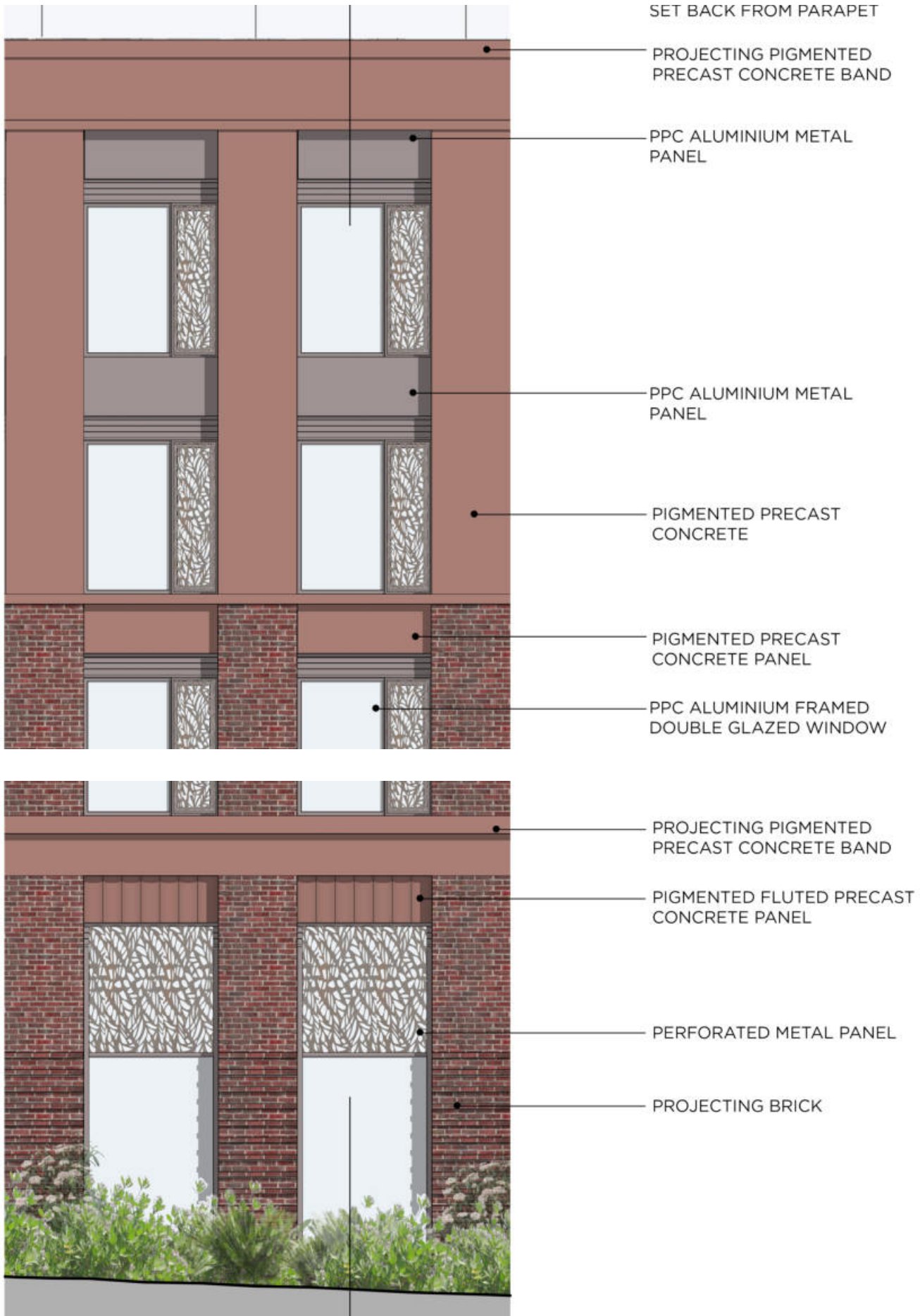


Contemporary Interpretation

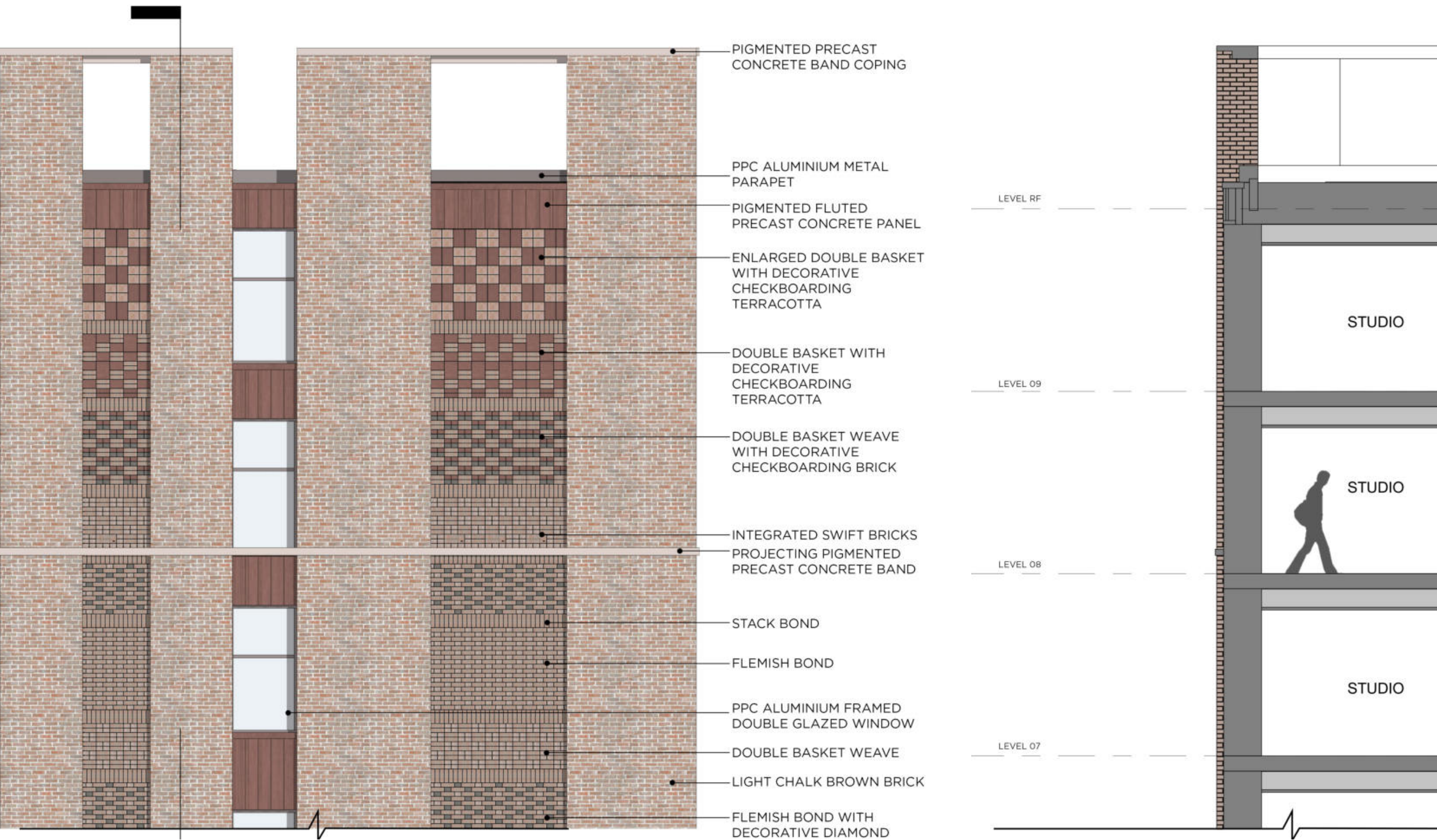
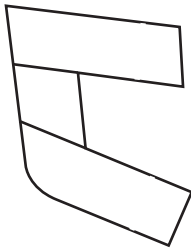
7.4 BAY STUDIES



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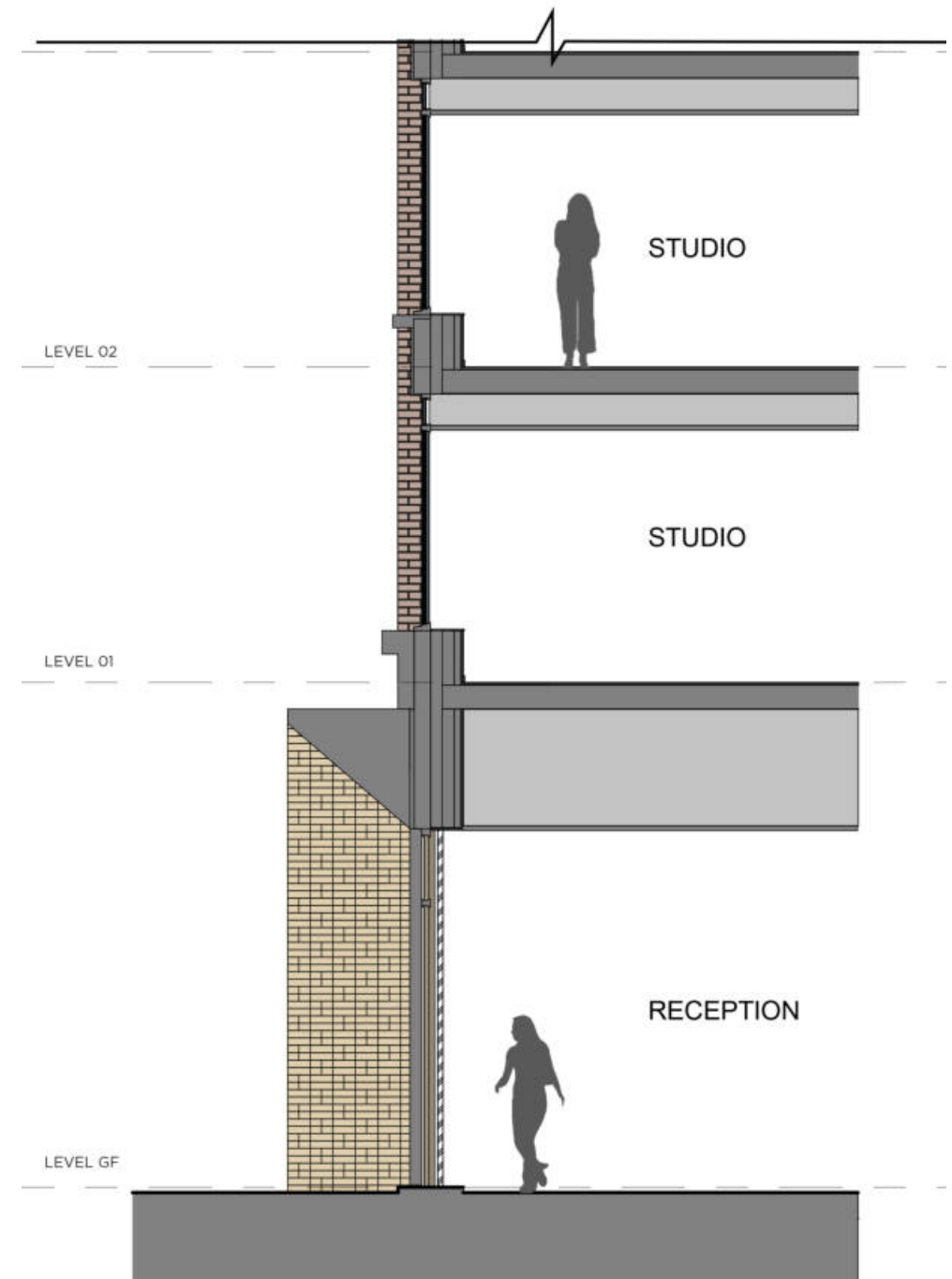
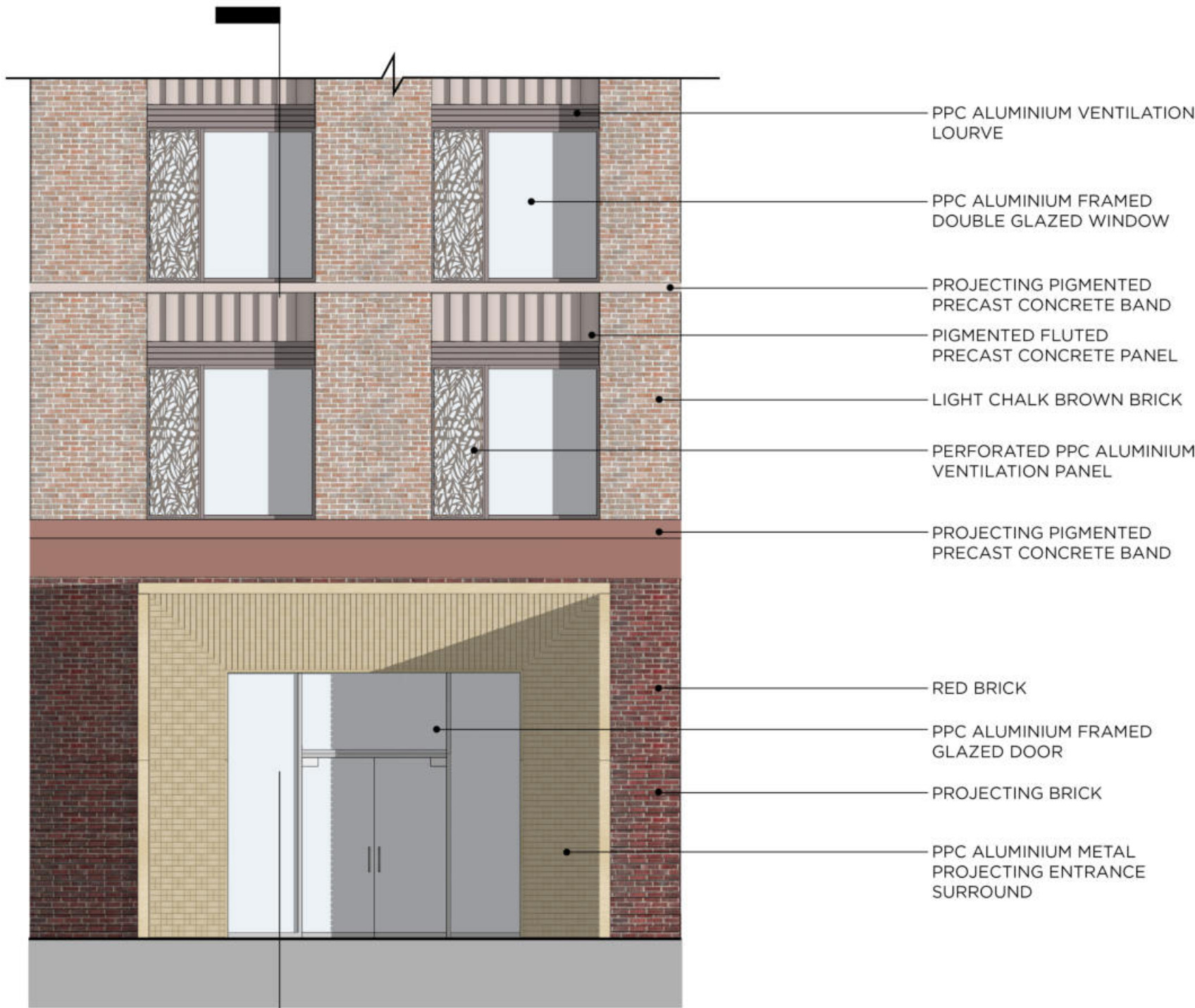


7.4 BAY STUDIES

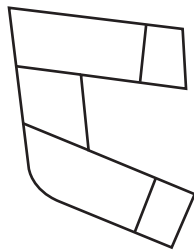


7.4 BAY STUDIES

BRICK PANELS IS INDICATIVE, SUBJECT
TO THE PUBLIC ART PROPOSAL

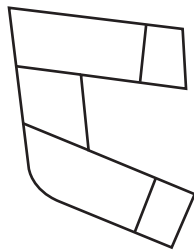


7.5 ELEVATIONS



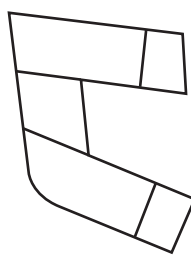
North Elevation

7.5 ELEVATIONS



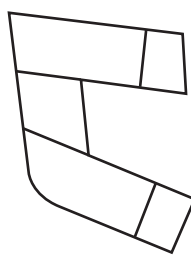
East Elevation

7.5 ELEVATIONS



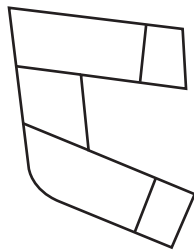
South Elevation

7.5 ELEVATIONS



West Elevation

7.5 ELEVATIONS



Internal South Elevation



Internal East Elevation

7.6 ILLUSTRATIVE VIEWS



Illustrative View from Paris Street

7.6 ILLUSTRATIVE VIEWS



Illustrative View from Heavitree Road

7.6 ILLUSTRATIVE VIEWS



Illustrative View from Triangle Car Park





LEONARDO
Hotels

HOUSE

CLARENCE









