

# The Residence

## Public Consultation Document

Morston House,  
The Midway  
Newcastle-under-Lyme  
ST5 1QG

Ref. : 10321

Rev. : A

Date : MAR 2022



## Introduction

We are proposing to bring high-quality student accommodation to Newcastle-under-Lyme.

By repurposing a vacant office building, we will create 194 exciting new units for Keele University students.

The scheme will upgrade the appearance of the existing building and deliver numerous benefits, including:

- introducing a new active street frontage
- reducing anti-social behaviours
- increasing footfall for local businesses

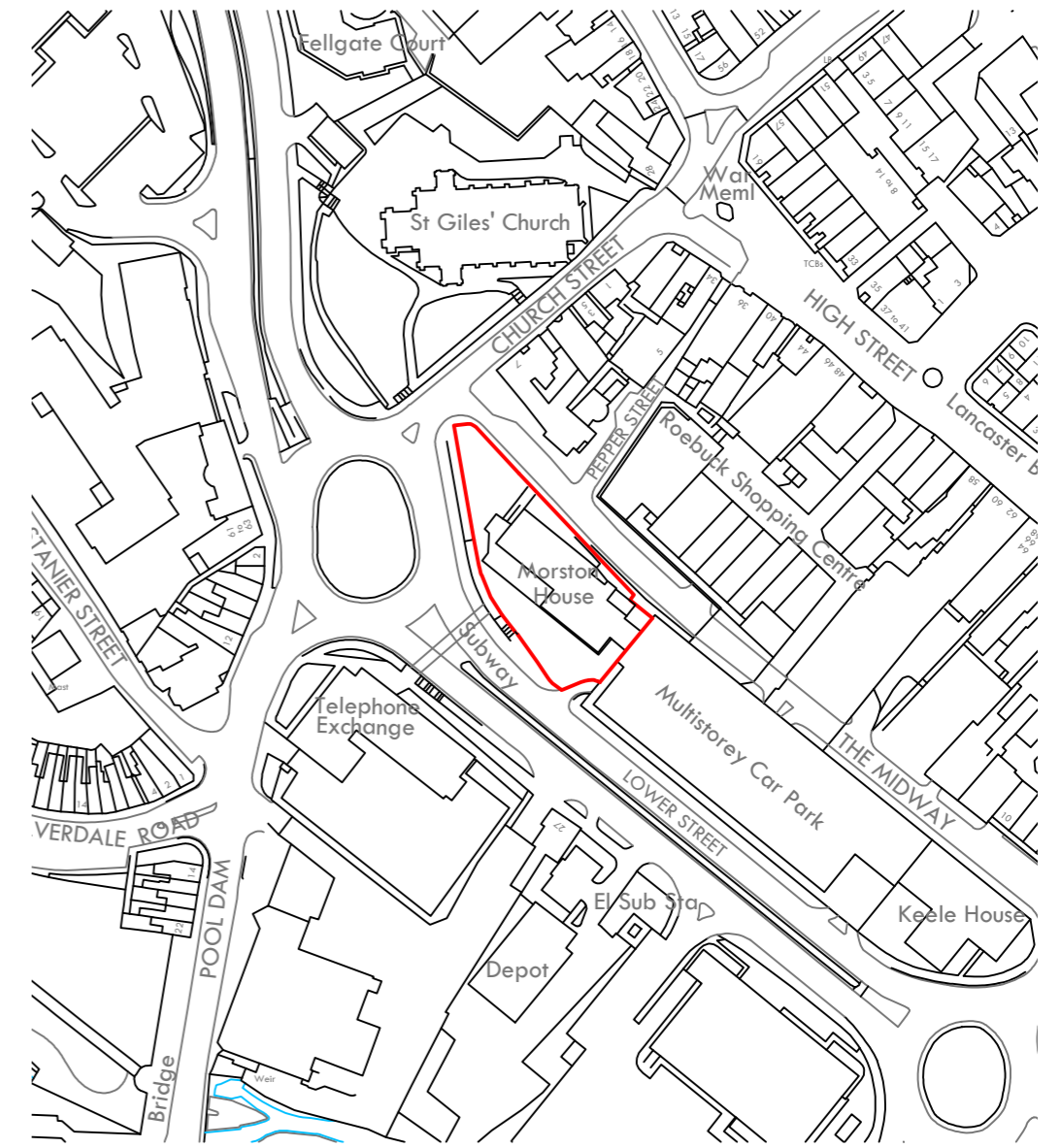
This document sets out the forthcoming proposals which are due to be submitted to Newcastle Under Lyme Borough Council.







site location - aerial photography



site location - ordnance survey map





Morston House is located on a prominent intersection in Newcastle-under-Lyme. It is surrounded by large scale buildings with modernist and contemporary architectural styles.

In addition to the buildings shown in this aerial imagery, there is a new 12-storey residential building built on the site of the former Savoy Cinema, which has become the tallest building within N-u-L.

3D context imagery  
adjacent significant buildings





View from Church Street looking along The Midway



Lower-ground level



View of the building from Lower Street



Under-croft car-park with access through to multi-storey

## Morston House

The existing vacant building is a typical mid-20th Century office block. It is of concrete frame construction with brown brick masonry external walls and metal framed windows.

At street level on the Midway there is a differentiation in the setting out of the windows, and prominent brightly coloured entranceway has been introduced.

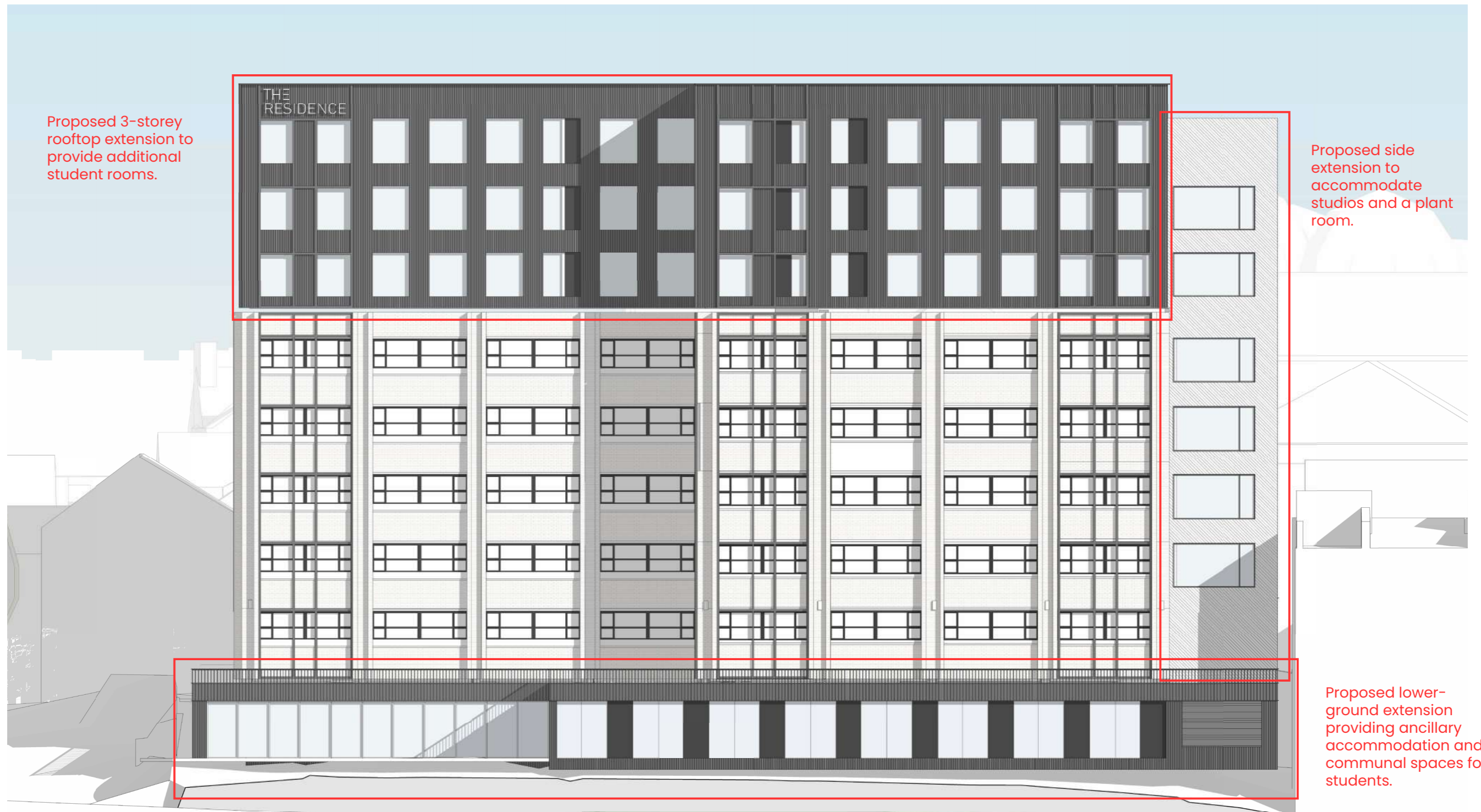
The site is steeply sloping, changing level by approximately 6m from the Midway to Lower Street. On the back of the building, fronting Lower Street the lower-ground level is an open car park which is accessed via the multi-storey car park next door.

This area has been used in recent times for anti-social behaviour. The visual appearance of the open car park has a negative impact on Lower Street and the wider street scene. It provides no opportunity for passive surveillance of Lower Street and offers no active frontage.

It is proposed that the access from the car park is removed and this area becomes enclosed to prevent any further anti-social behaviour.







Proposed 3-storey rooftop extension to provide additional student rooms.

Proposed side extension to accommodate studios and a plant room.

Proposed lower-ground extension providing ancillary accommodation and communal spaces for students.

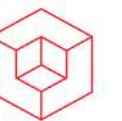
proposed lower street elevation







proposed midway elevation



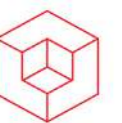


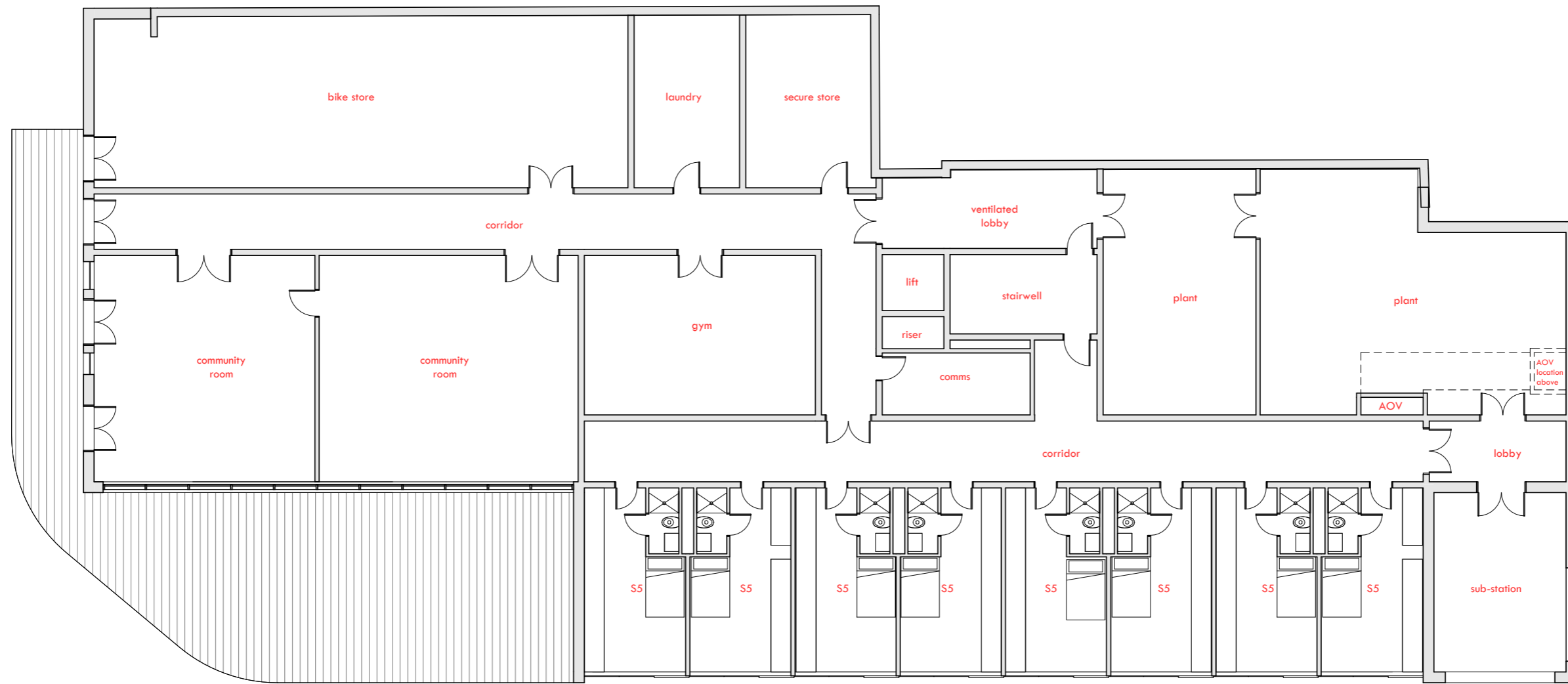
proposed lower street context elevation





proposed church street elevation





proposed lower ground floor plan





proposed ground floor plan





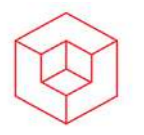
proposed typical floor plan (first to seventh)



Concept Layout Plan (nts) -  
Option1 (with loading bay)



indicative landscaping plan







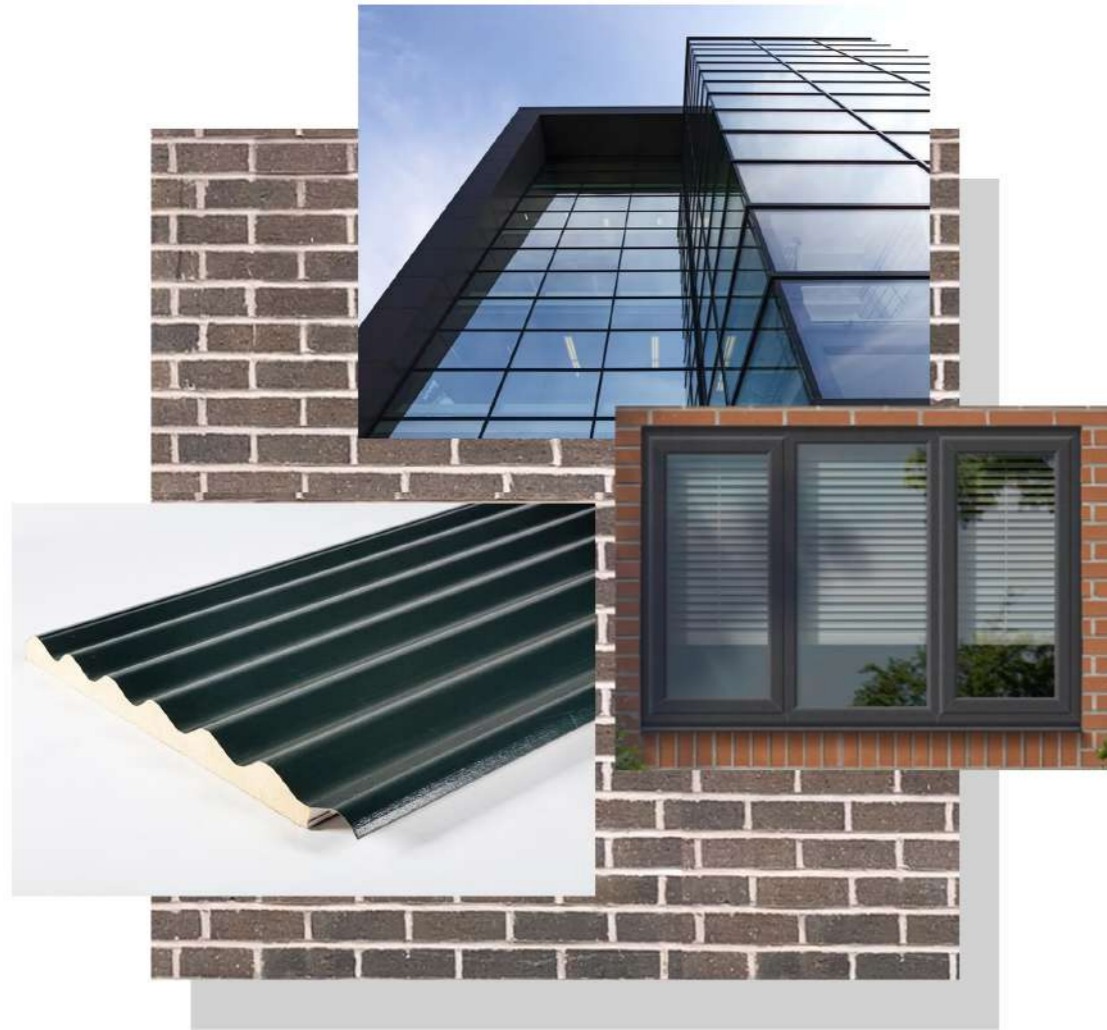
## Materials Precedents

The proposal for the new halls of residence is a retrofitting project.

The existing brown brick envelope will therefore be maintained. However, alterations to the other materials will change the overall effect of the façade. The grey framed windows will be replaced with black framed windows and the existing concrete plinth will be painted beige.



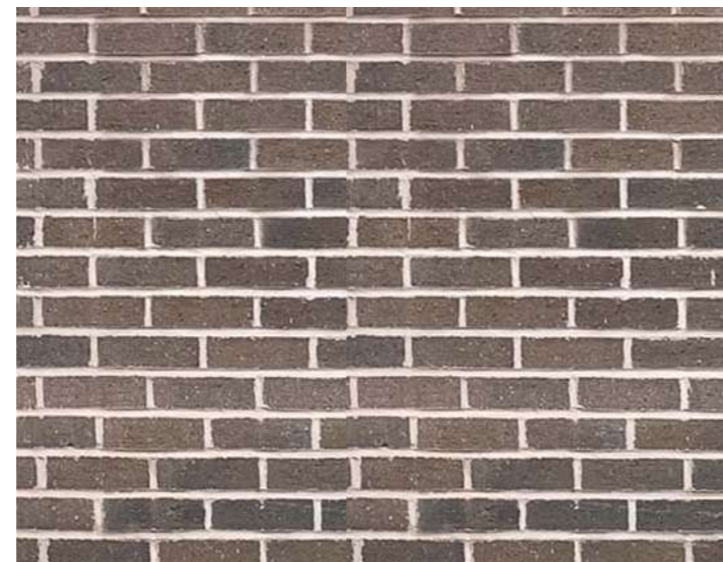
Sinusoidal cladding



Material palette collage



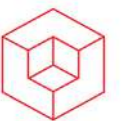
Aluminium black window frames



Existing Brown Brick



Protruding metal framework facade





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