

This is Hospitality



Apt



At Apt we design beautiful places to live and connect, providing spaces for community to thrive.

We have extensive experience across a variety of hospitality and residential typologies.

We work in partnership with our clients to create distinctive concepts, crafted from an understanding of the project brief. Our team has expertise spanning a diverse range of residential and hospitality design including developments of assorted sizes and tenures from Hotel to Assisted Living, Co-living, Student-living and BTR.

Our housing schemes seek to create places and engage communities in well-defined public and private realms. Pedestrian connections, outdoor spaces and the public realm are given as much emphasis as the design of the buildings themselves, resulting in coherent, sustainable, and beautiful new places to stay and live.

At Apt we love giving existing buildings a new lease of life.

Our Commitment to Our Collective Future

Our commitments to building a better future are centred around our projects, the people we work with, and our studio. We have set out three ambitious commitments and timescales in which to achieve them.

01 / Net Zero Projects

We will design all projects to be net zero carbon by 2050 or sooner.

02 / Carbon Negative Studio

Practice what we preach and remove more carbon from the environment than what we produce as a studio by 2030 or sooner.

03 / Adopt Post Occupancy Evaluations

This is the only way architects, and the industry will learn and improve. We will include post occupancy evaluations as a service on all of our projects.

Sustainable design is not a facet or an add on, it's an integral part of our design process and ethos at Apt.



Europe's Largest Passivhaus

Our 2 Trafalgar Way project which is currently on site, will be Europe's Largest Passivhaus Certified building. Our client will see the benefits of significantly reduced running costs and energy use.

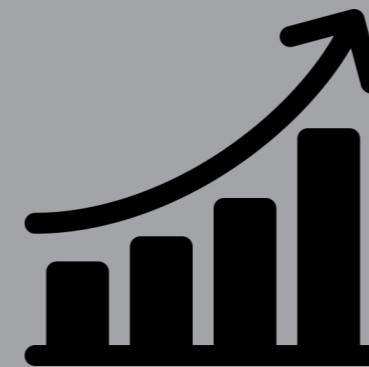


Aspirational Carbon Targets

Our Hill House scheme in the City of London is projected to be well below the GLA's aspirational targets for both upfront and whole life carbon, targeting sub-600kgCO₂e/m² A1-A5.

Retrofit, Retention & Re-use

We have demonstrated significant carbon savings through retrofit and reuse across a number of projects. Our 81 Dean Street project retained the entire structural frame as we gave this unloved office building a new lease of life as apartments in the heart of Soho.



Innovation

We strive for innovation across all of our projects and are always looking for new ways to create a more sustainable built environment. Below are some examples

- Repurposed steel columns
- Calcine clay cement replacements
- Thermally Activated Building Structure
- Apt Terrazzo

Case Studies

HOTEL, CO-LIVING, ASSISTED LIVING, BTR

1 MERCHANT SQUARE

4 PORTAL WAY

WATERMAN HOUSE

NORTHERN CIVIC QUARTER

AURIENS ST JOHN'S WOOD

CURZON STREET MEMBERS CLUB

PARK HOUSE

ASTON GRANGE

FRIARGATE

81 DEAN STREET

HUNTINGDON ESTATE

LOWTHER ROAD



A unique new
waterside building,
destined to be the
tallest building in
Westminster



1 Merchant Square

1 Merchant Square soars 42 storeys high above its vibrant Paddington neighbourhood. It has a sleek, curved form with vertical structural fins clad in white faïence and a distinctive crown-like peak.

It is a mix use building hosting on the lower floors a 90 key boutique hotel and on the top floors a double height sky bar with spectacular 360° panoramic views over London.

In the middle of the building are 271 intelligently designed new homes for contemporary modern living with their own entrance. They are, all surrounded by a newly landscaped garden square that creates a unique new landmark waterside building.

The welcoming entrance lobby provides a deep sense of arrival for hotel guests and the public visiting the sky bar.



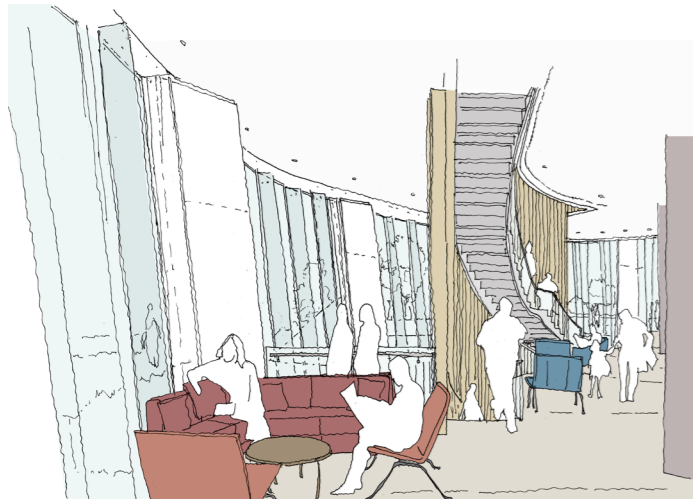
Added Value

Panoramic skybar at the top of the building to be "the tallest in Westminster" provide significant benefits for the hotel guests and the wider public.

A "place for everything and everything in its place" was a design mantra, ensuring a considered approach for users and guests.

Achievements

- Navigated complex planning process in an evolving area
- Working with the Canal & River Trust and TfL to address local infrastructure
- Provision of new affordable housing in a prime London location

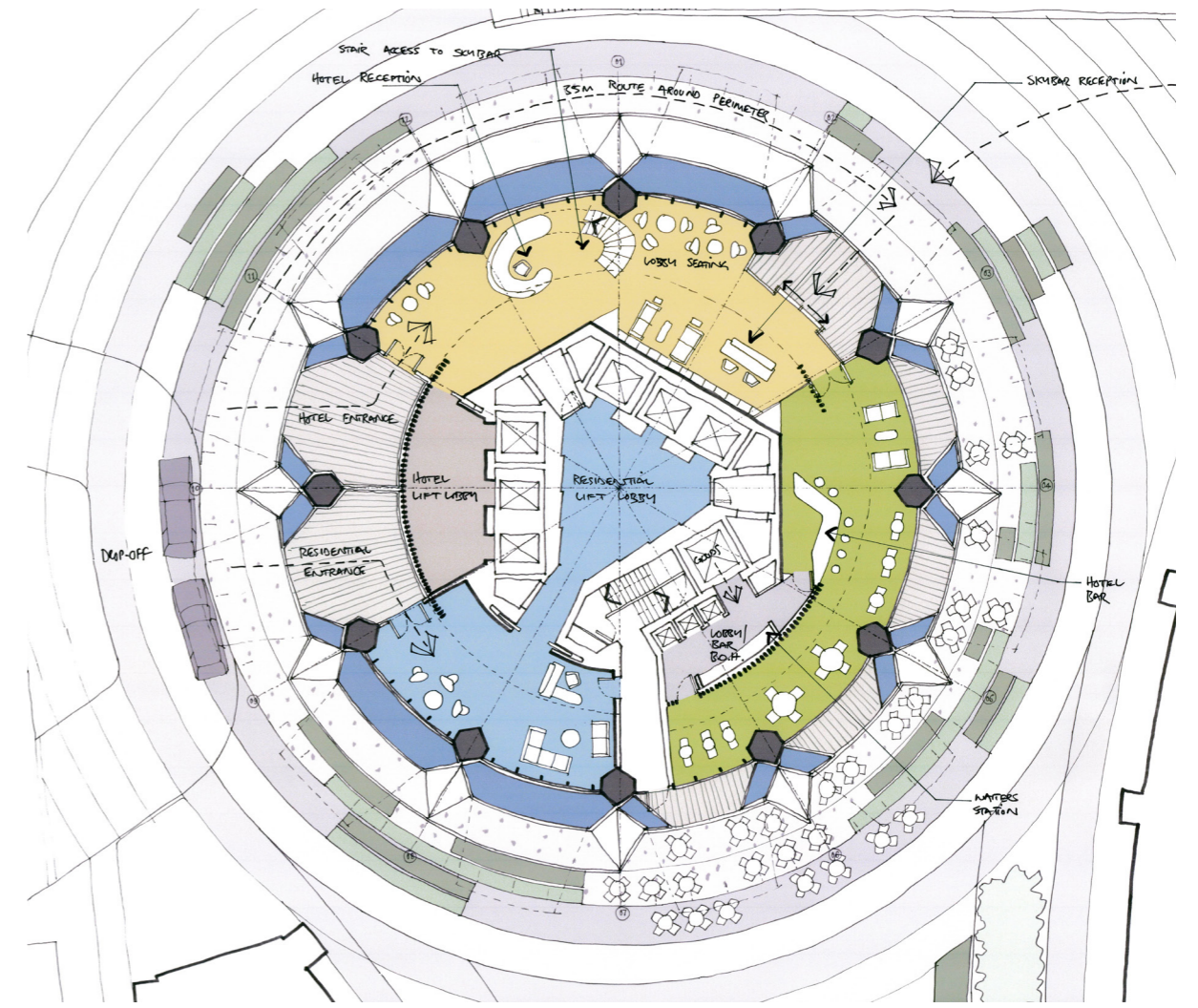


Hotel Lobby Entrance

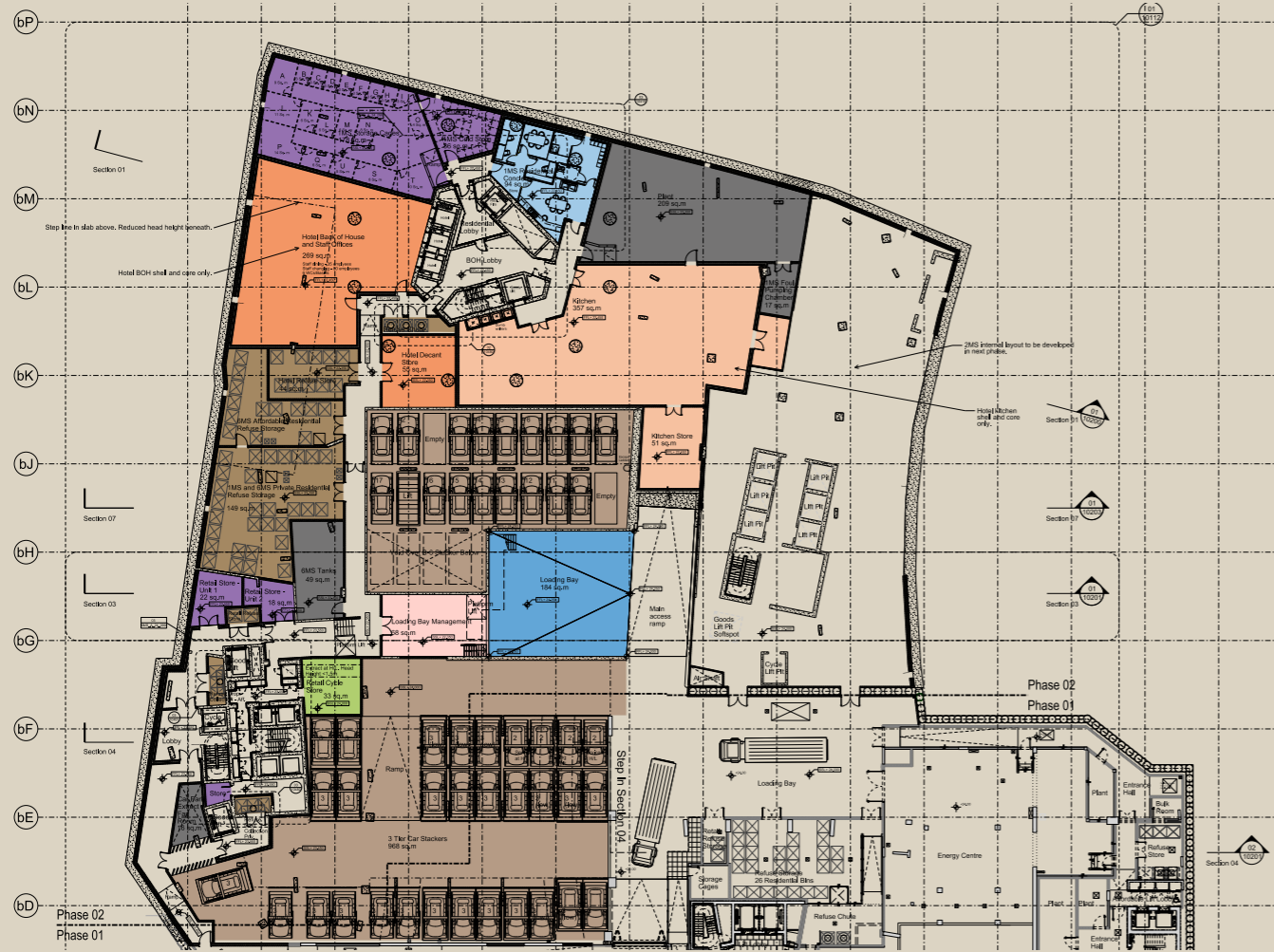


Hotel Lobby Reception

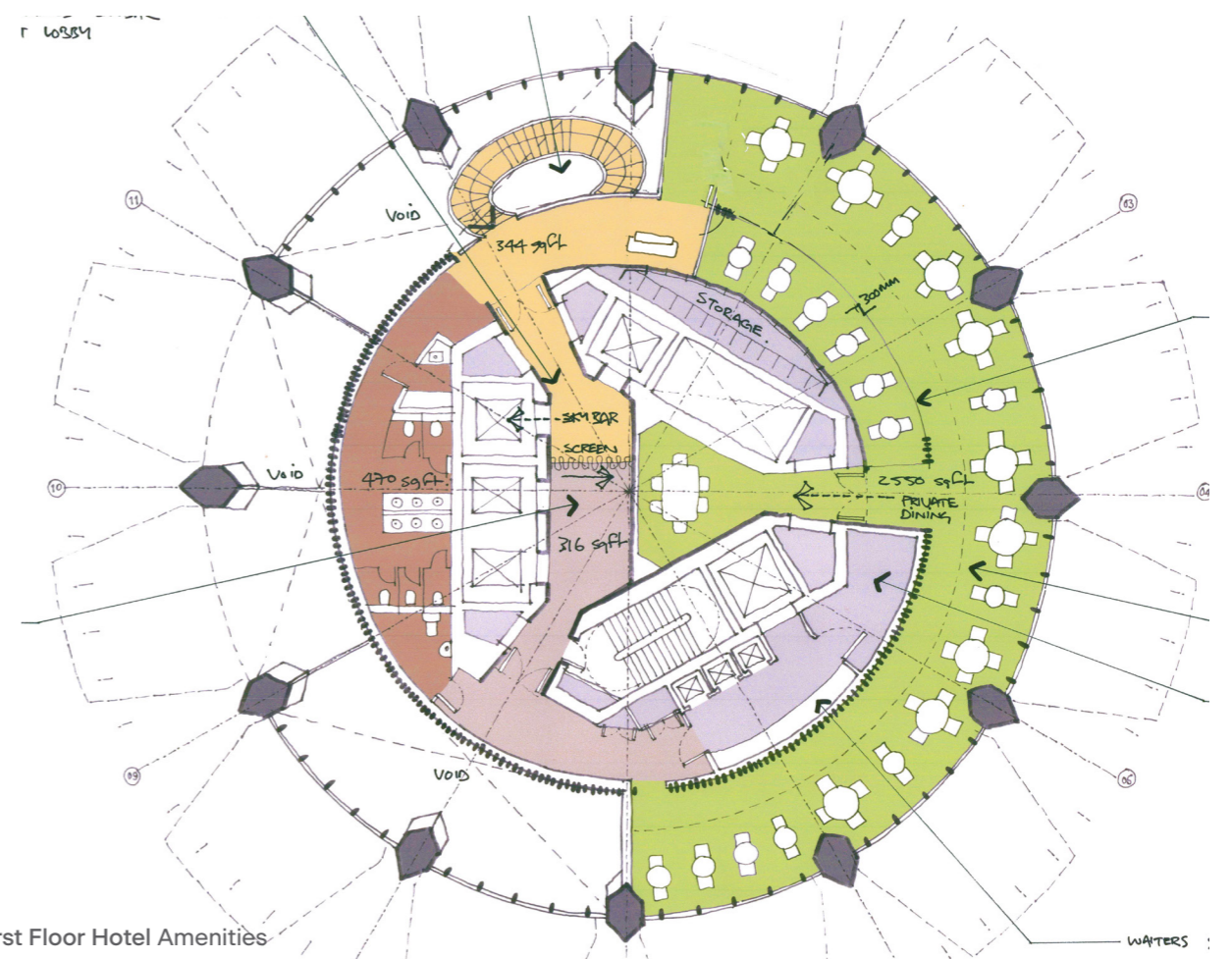
- Key
- Front of House
 - Back of House
 - Plant
 - Parking
 - Bicycle Parking
 - Refuse Storage
 - Storage/Residential Concierge
 - Kitchen
 - Drop Off
 - Loading Bay
 - Loading Bay Manager



Ground Floor Hotel Entrance and amenities

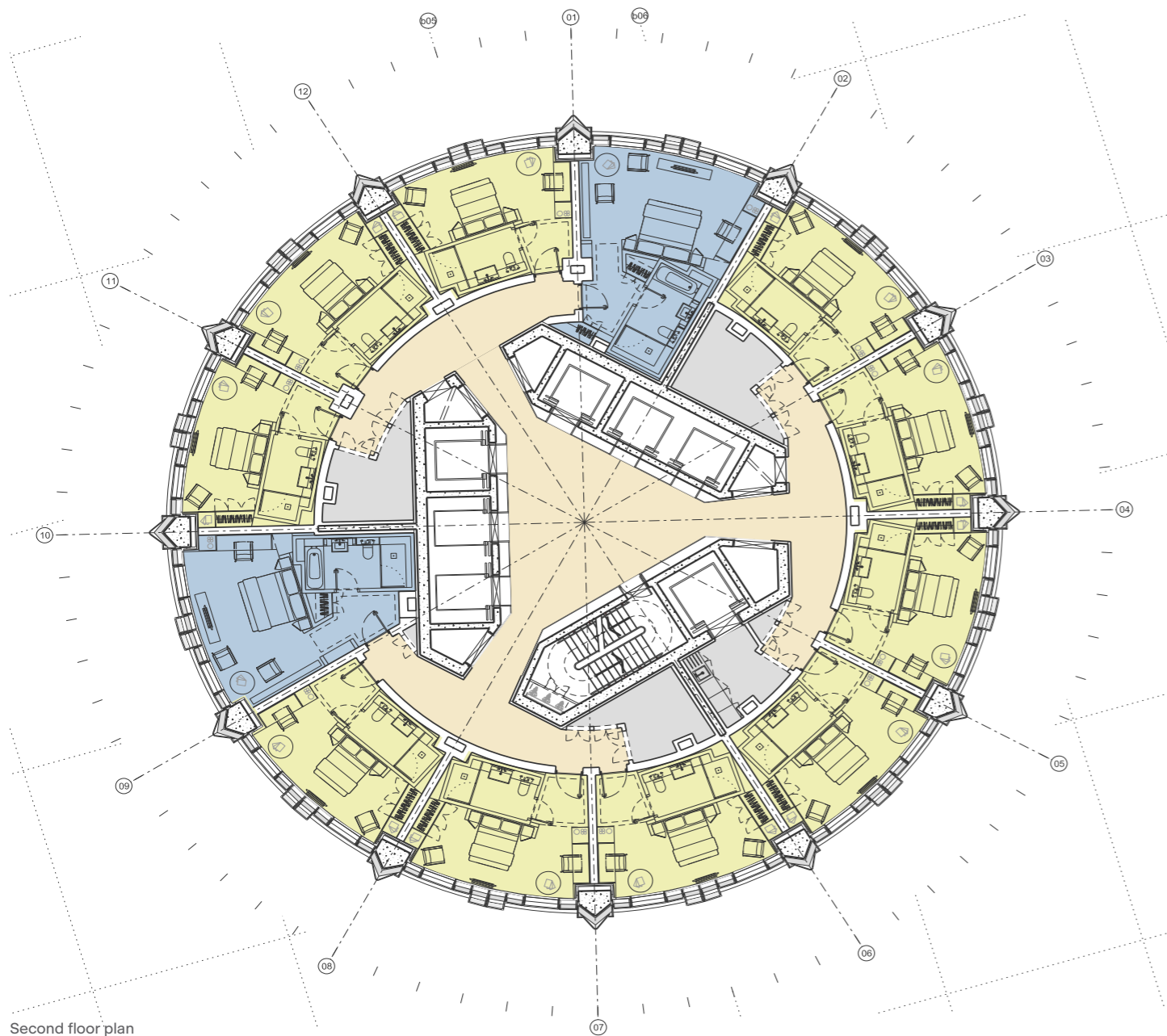


Basement 2 - Hotel

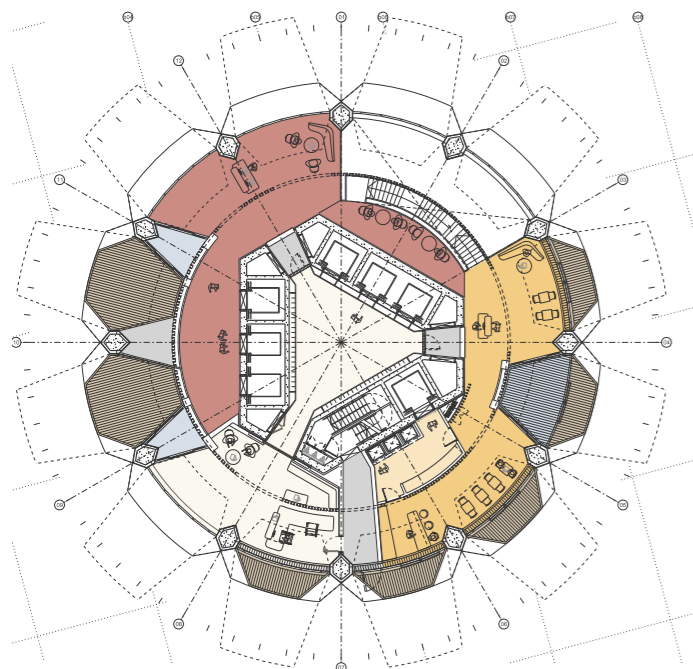


First Floor Hotel Amenities

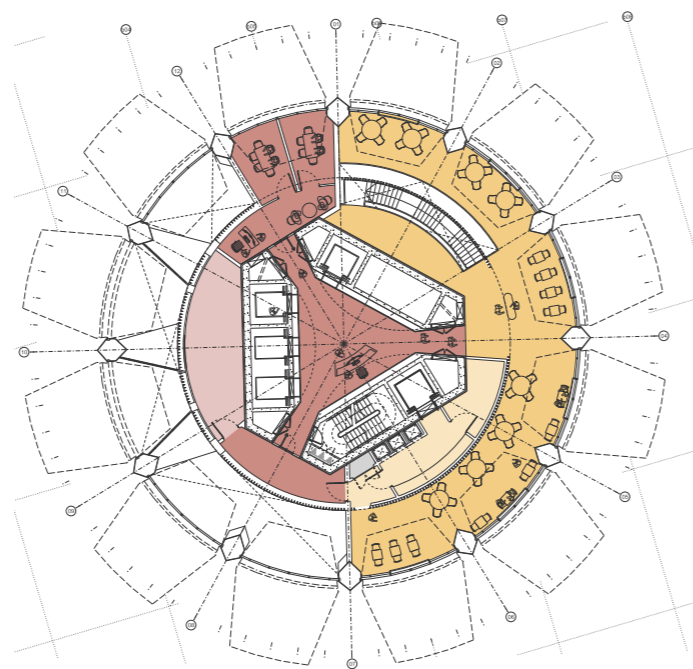
An organic interior design as a creative response to the original envelope



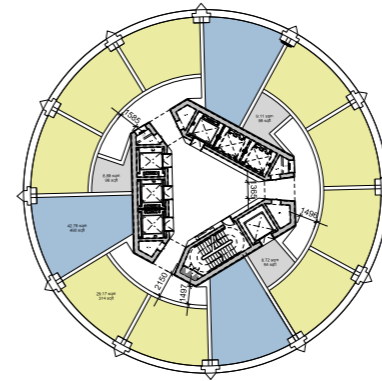
Second floor plan



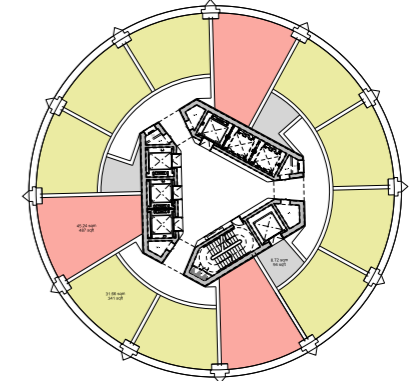
Ground floor plan



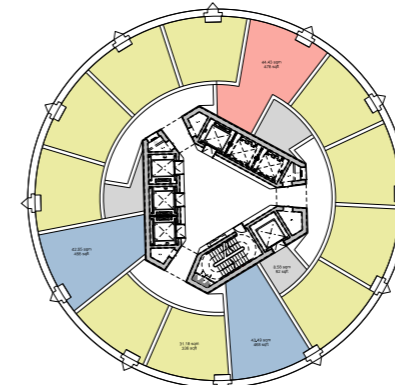
First floor plan



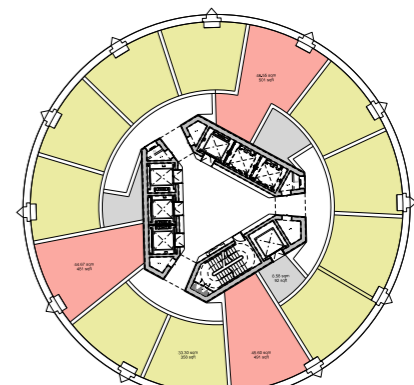
02 - division into 12 rooms



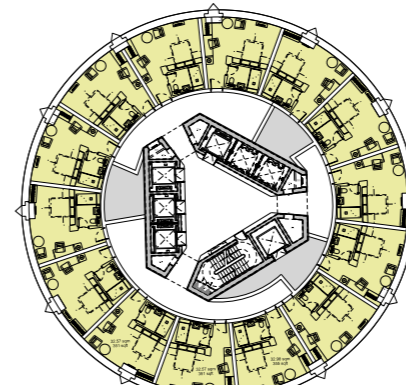
LEVEL 03 - division into 12 rooms



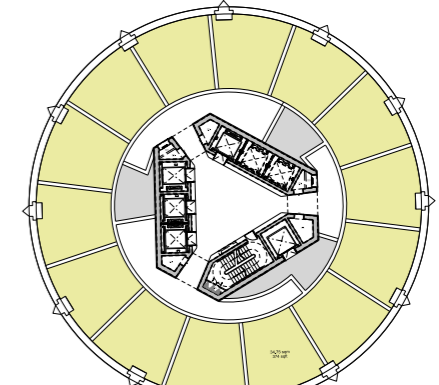
LEVEL 04 - division into 13 rooms



LEVEL 05 - division into 13 rooms



LEVEL 06 - division into 14 rooms



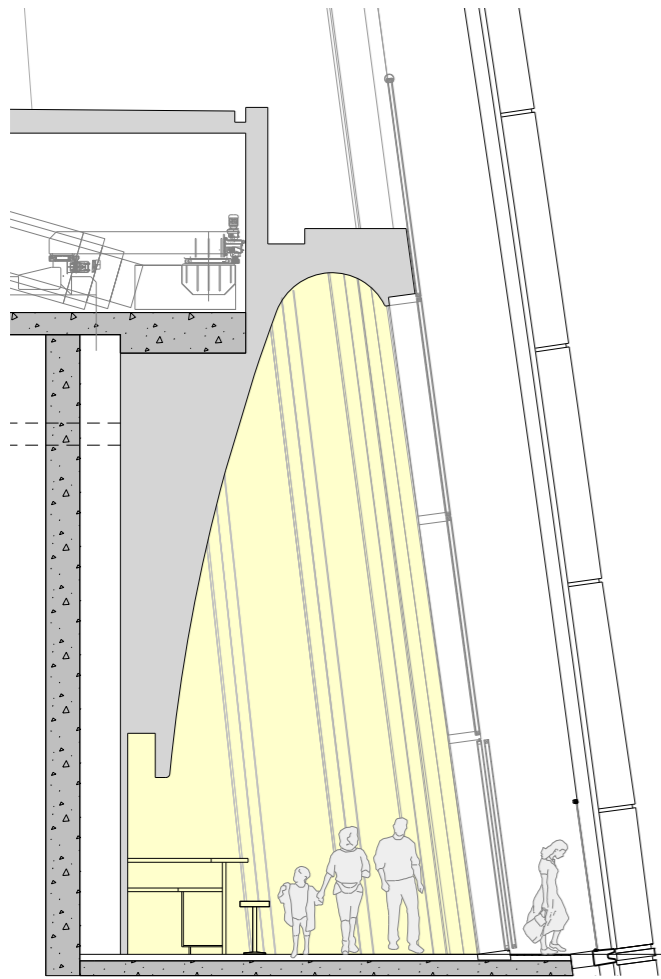
LEVEL 07 - division into 14 rooms

Room Type	Brief area	Proposed area	Proposed No.
Standard	301 - 389	314 - 388	80
Delux	420 - 463	420 - 468	5
Executive	474 - 581	478 - 501	7
Totals			92

92 Key option

Added Value

A mixed-use design for flexibility with a room offer, reflecting the growing shape of the floorplate from the lower to upper levels.



Double height option



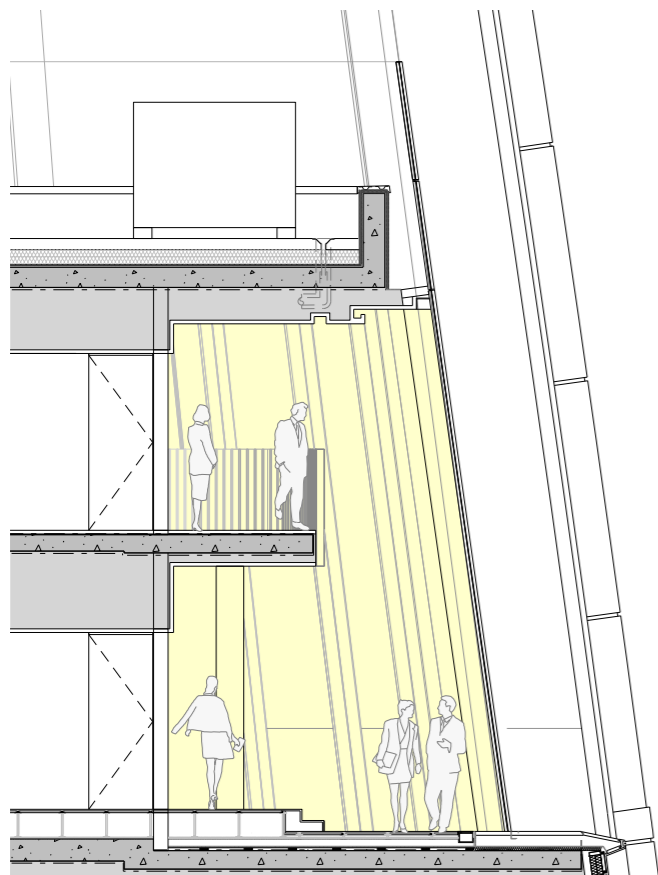
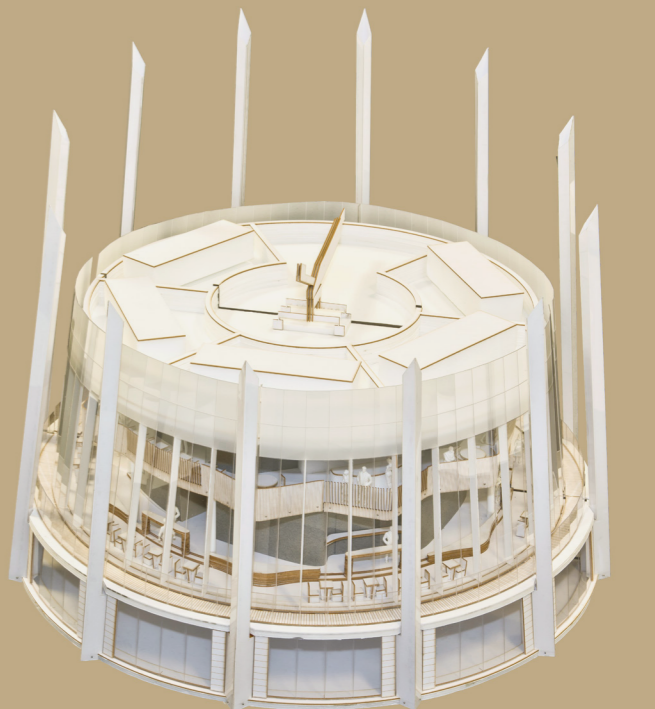
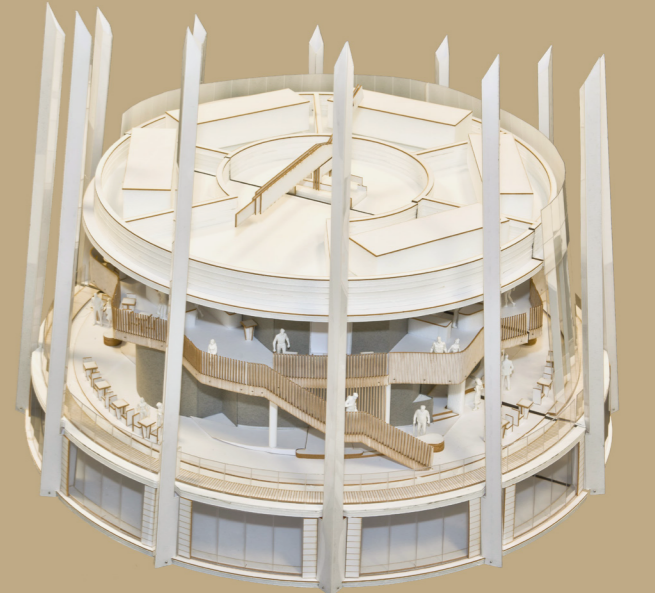
The design for the lower Skybar floor uses different floor levels (where appropriate) that enables visitors further away from the glass to appreciate the Skybar's greatest asset – its views over the city.

The level 40 Skybar is a single room with a glazed facade offering to the guests the opportunity to navigate a 360 degree panorama. The floor provides both standing and seating

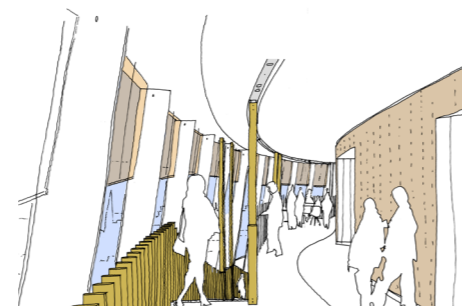
A 'pulsing' floorplate that creates a variety of seating options and makes the skybar expand and contract against the glazed envelope as it runs 360 degrees

areas, but prioritises standing space, and is serviced by a bar offer run by the hotel.

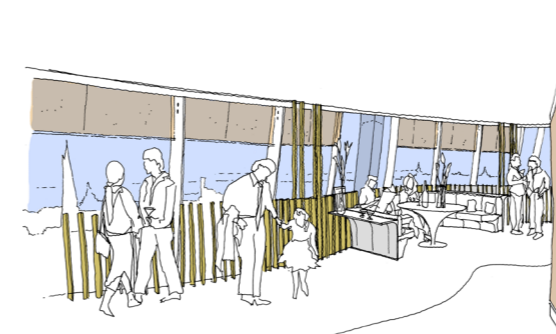
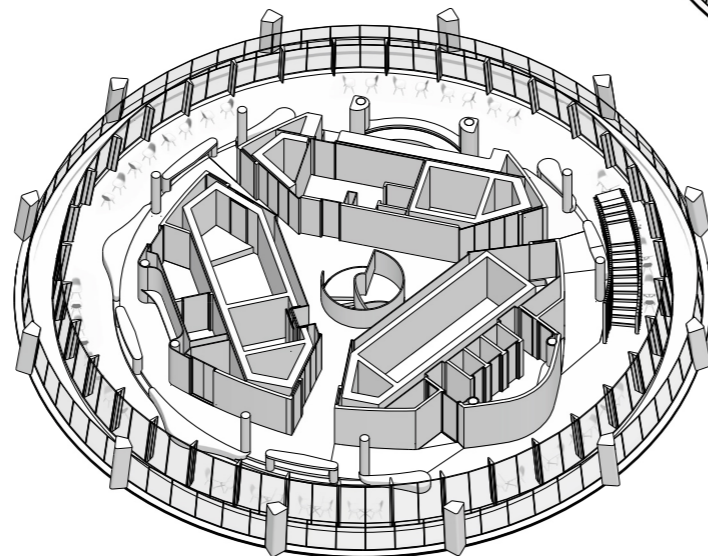
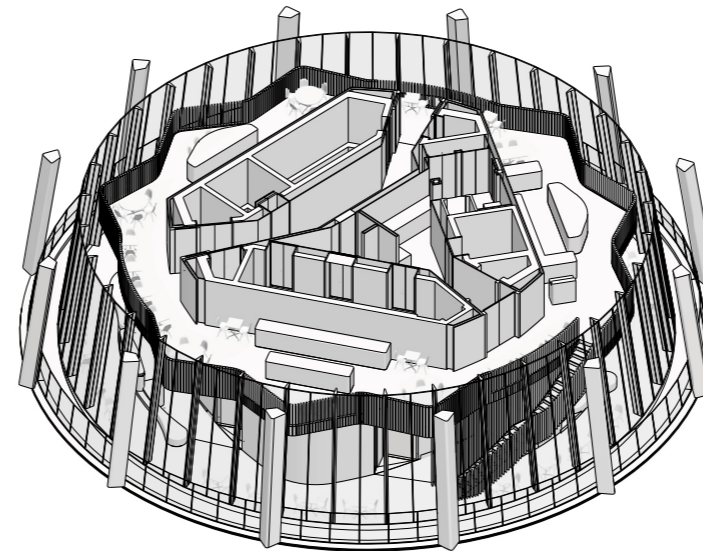
A new staircase running up alongside the glass connects level 40 to the mezzanine. It is designed with a series of triangular cantilevered extensions which 'pulse', providing guests with multiple possibilities to experience the city skyline.



Mezzanine option



Arrival onto the Skybar mezzanine



Various sitting offer



A complex mixed-use scheme with hotel, BTR and affordable residential on a heavily restricted site delivering a unique and generous public offer



4 Portal Way

The proposals for 4 Portal Way deliver a high-quality mixed-use development which strives to provide best in class hotel, residential and commercial retail accommodation.

Reimagining the potential of the site to provide exciting and inviting public realm, complimented by richly landscaped residential amenity which

enhance the ecological and biodiversity value of the existing site.

The proposed mix of accommodation will bring vibrancy and animation to the development and promote a sense of community and place, reinforcing the aspiration of the development to become a destination within the local area.



A 4*Hotel to anchor the development by attracting a constant turnover of visitors from outside of the area

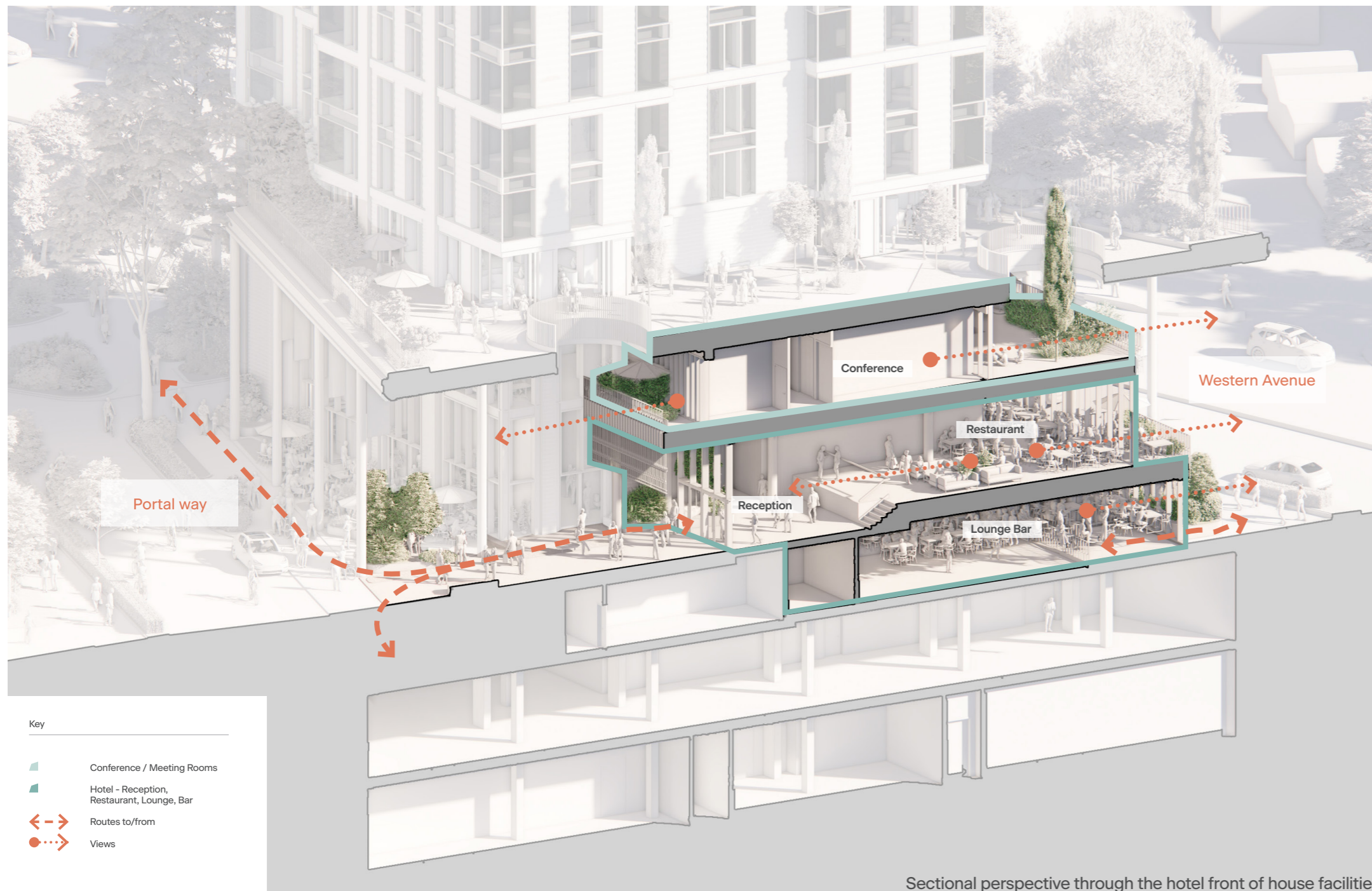
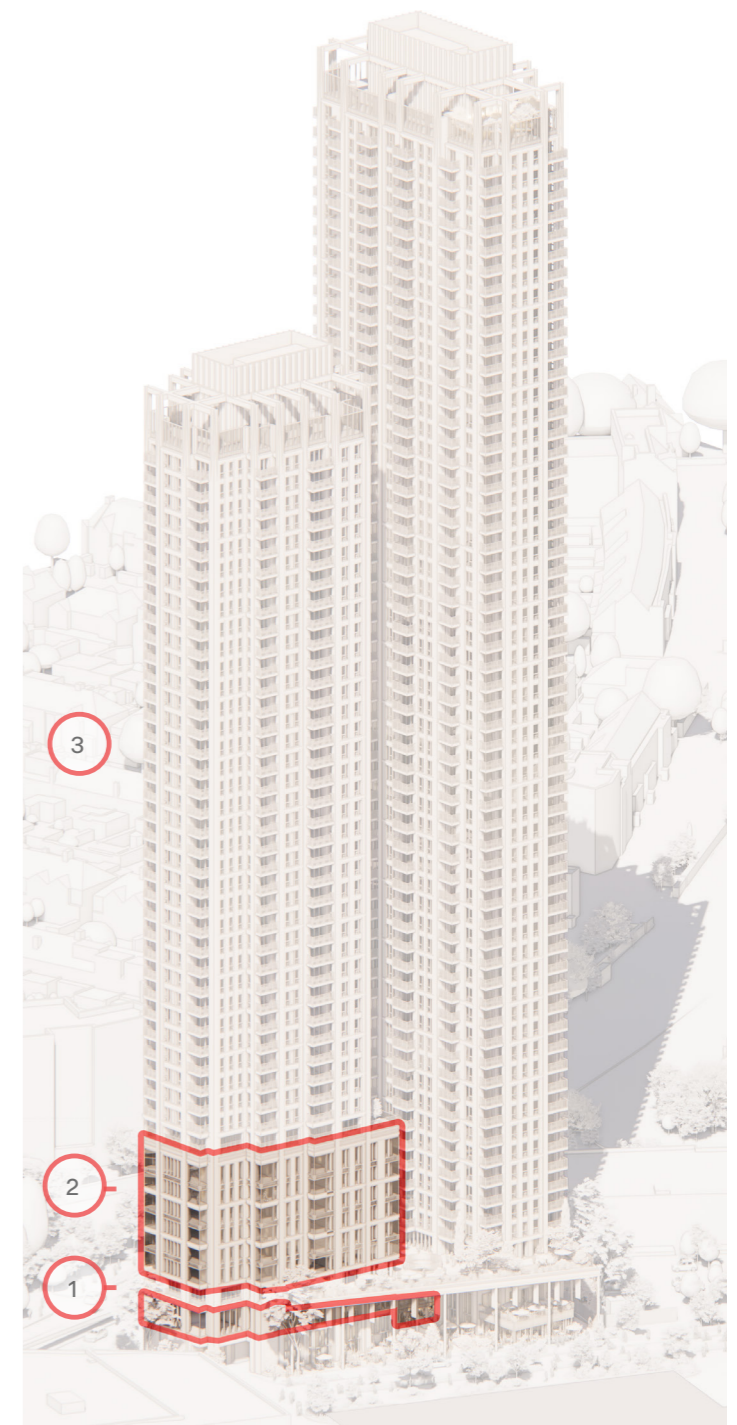


The hotel entrance lobby is located centrally on the site between the North and South buildings with the main entrance addressing Portal Way.

This location aids passive and intuitive way-finding into the heart of the development.

Offset to the main reception area, an elevated upper ground floor restaurant overlooks the main entrance with spectacular through views to the A40 Western Avenue and sunsets beyond.

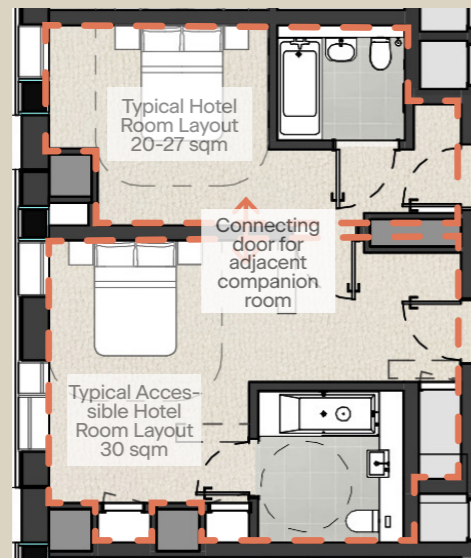
Hotel conference facilities and meeting rooms are located on Level 1, where a generous and flexible conference and event space is located with external terraces / breakout spaces facing East and West.



Key

- 1 Hotel Public Facing Areas - Entrance, Bar, Restaurant and Conferencing Facilities
- 2 Hotel Rooms
- 3 Built to Rent Apartments

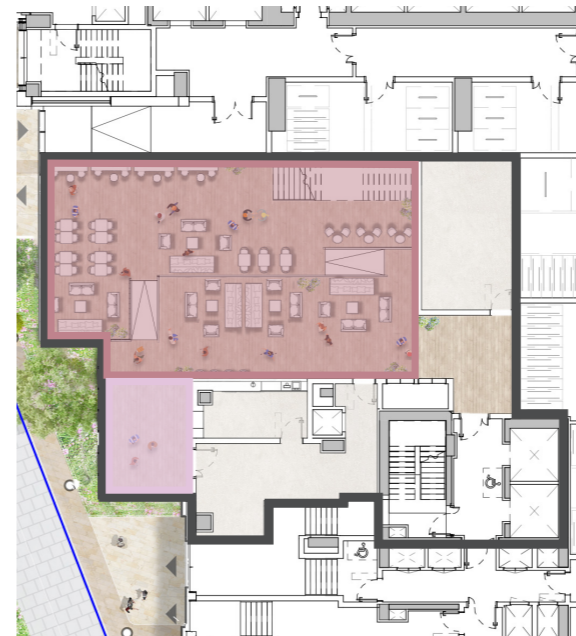
Sectional perspective through the hotel front of house facilities



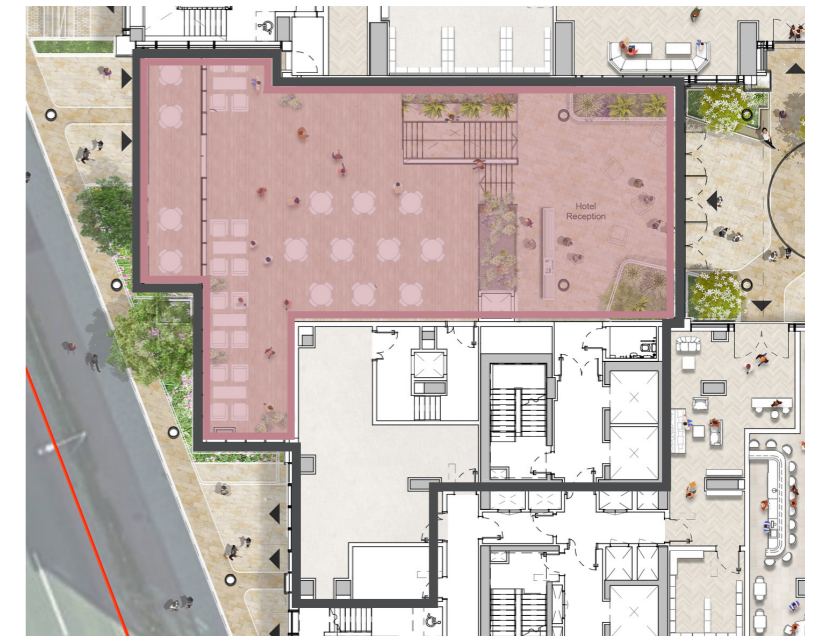
Typical & Accessible Hotel Room Layout



Typical Hotel Floor & Room Layout



Community Art & Exhibition Space - Lower Ground Floor



Community Art Space - Ground Floor

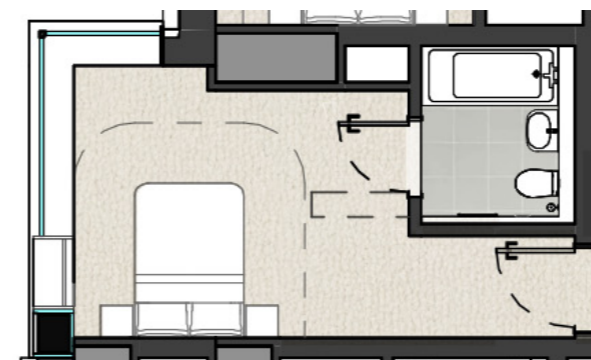
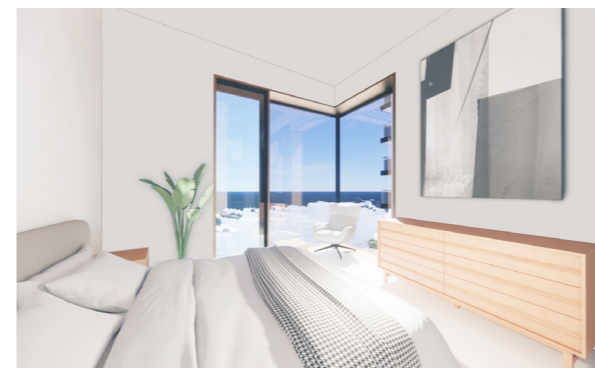
Hotel accommodation comprises of 90 keys, 15 per floor on Levels 3 to 8 of the South building.

Typical room sizes vary between 20 sq.m and 27 sq.m. with facilities appropriate for a 4* offer.

Corner rooms will benefit from a glazed corner window with far reaching views.

The hotel will be fully accessible to all users with 10% of the rooms allocated as accessible, in accordance with policy & standards.

Accessible rooms will come with interconnecting doors to an adjacent room to allow for a companion.



Typical Hotel Room Layout & View

Flexible space for creative opportunities that enriches the wider community

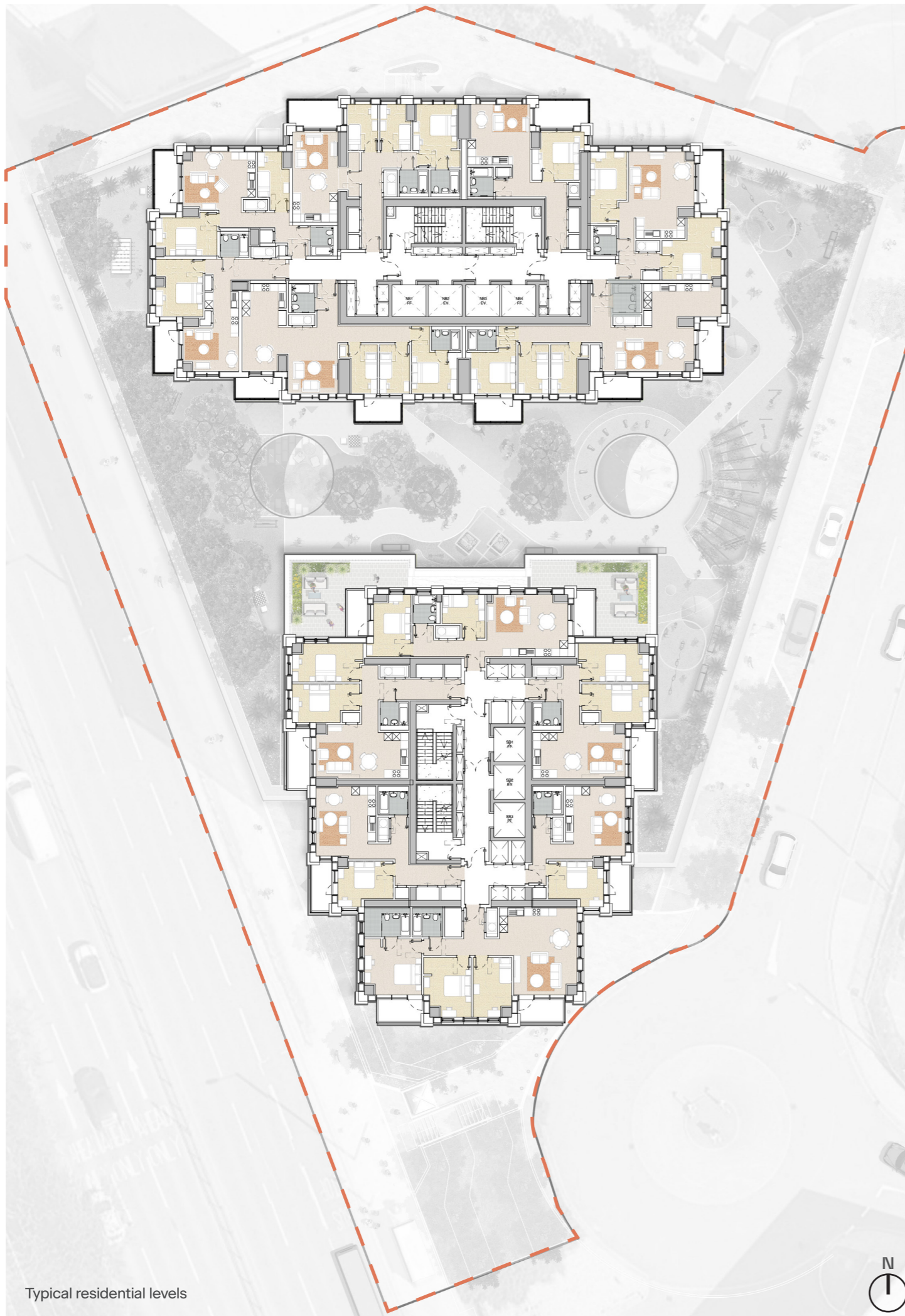
In 2022 AIDau Development created ADD Art. "ADD Art" embodies AIDau Development's company belief that art adds value to its projects, clients, and enriches the wider community.

Artists in the different stages of their career should find a wide range of unique opportunities offered by ADD Art, that would contribute to the advancing of their professional career in the field and help provide exposure to enable them to further flourish.

An exhibition space is proposed within the hotel that will celebrate the wide range of artists living and working in the local area and wider Park Royal catchment.

Exhibitions would be curated, working with the hotel management and space for art will be intertwined with the hotel's public areas, making it an active and vibrant location that can be accessed by residents, patrons and the general public.

The space would be owned, managed and curated by the hotel owner, AIDau.



Typical residential levels

A flexible offer of various tenures across the two buildings above the amenity spaces, retail and hotel

Residential Tenures Distribution

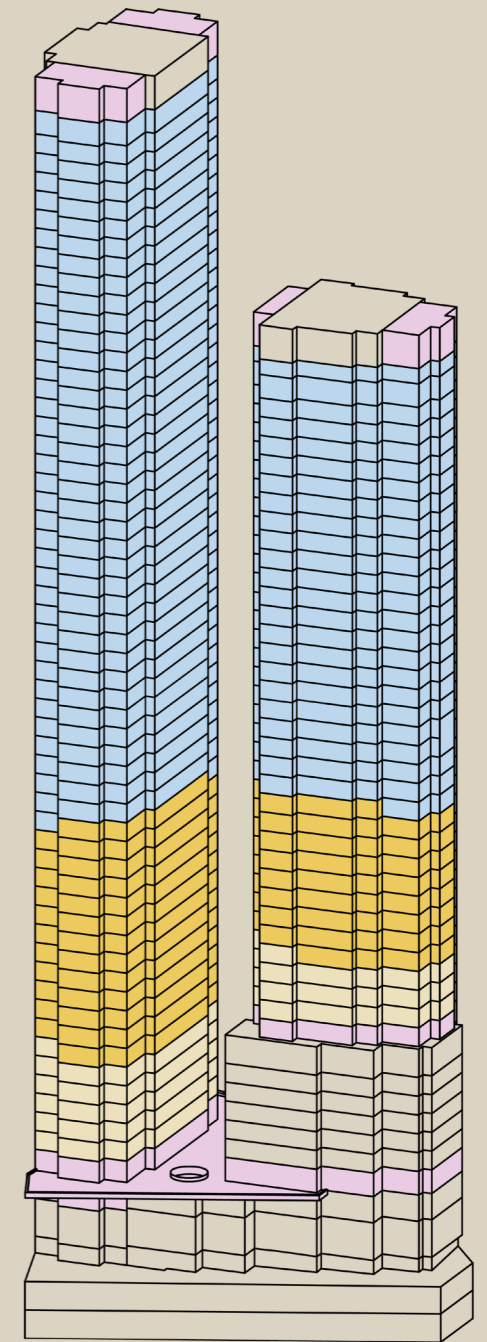
The residential apartments are located on Levels 3 to 57 of the North building and Levels 10 to 43 of the South building. With communal amenity space located on other floors, supporting the residential accommodation.



Landscaped approach



Community spaces



The development aspires to be tenure blind, with an equal mix of tenures within each building. The mix and proportion of tenure types are proposed in accordance with Local Authority guidance :

Build to Rent (BtR)	= 466 Apartments
Discounted Market Rent (DMR)	= 144 Apartments
London Living Rent (LLR)	= 59 Apartments
Total	= 669 Apartments

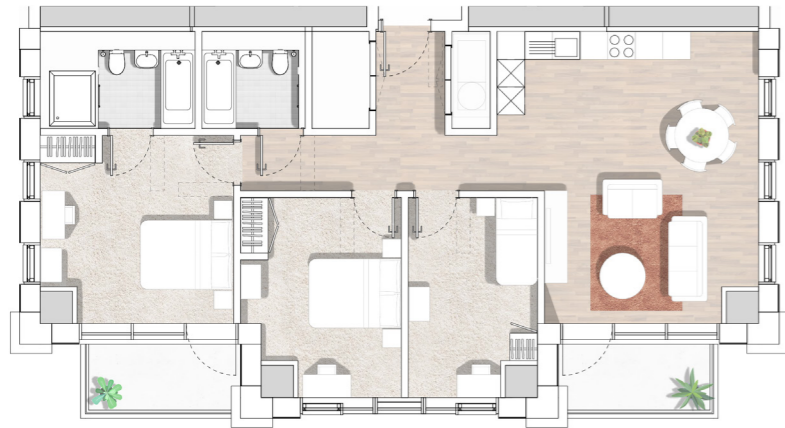
Key

- Residential Amenity
- Build To Rent
- Discounted Market Rent
- London Living Rent



Living / Dining Area - 3 bed Apartment

The stepped plan form of the building provides dual aspect apartment views across the city and cross ventilation



3 Bed Apartment - Type S3B5_A



2 Bed Apartment - Type N2B4_A



1 Bed Apartment - Type N1B2_A



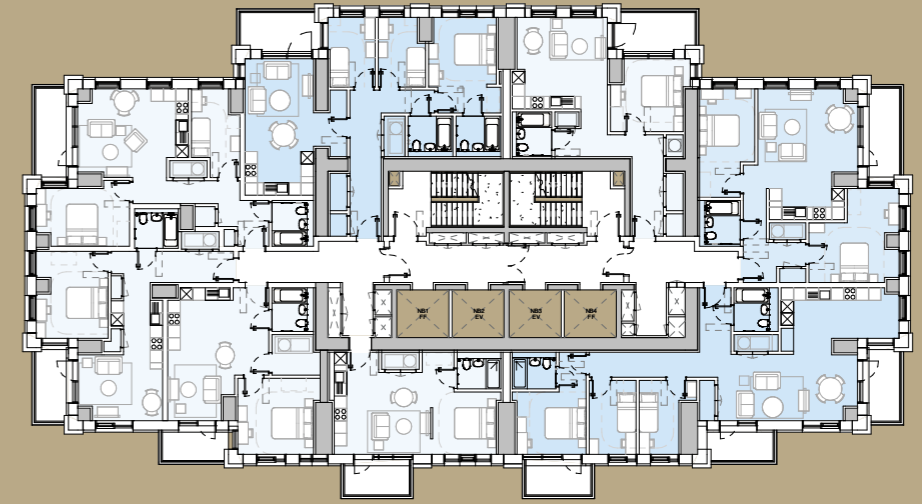
Studio Apartment - Type N1B1_A

A series of apartment types have been developed to take advantage of repetitive floor plans, with layouts that follow the principles set out in the Local Plan and London Plan.

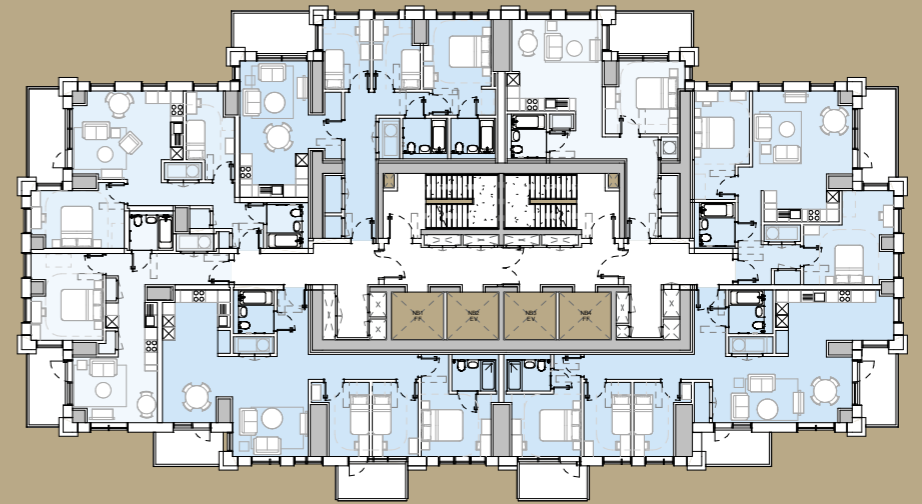
Where possible, living spaces are located on the corner points of the floor plate to take advantage of dual aspect views with direct access to a private balcony.

Floor to ceiling heights to habitable areas are 2.5m, with floor to ceiling glazing providing excellent levels of natural light and views. Apartments benefit from openable windows and the majority have the ability to efficiently cool through cross ventilation.

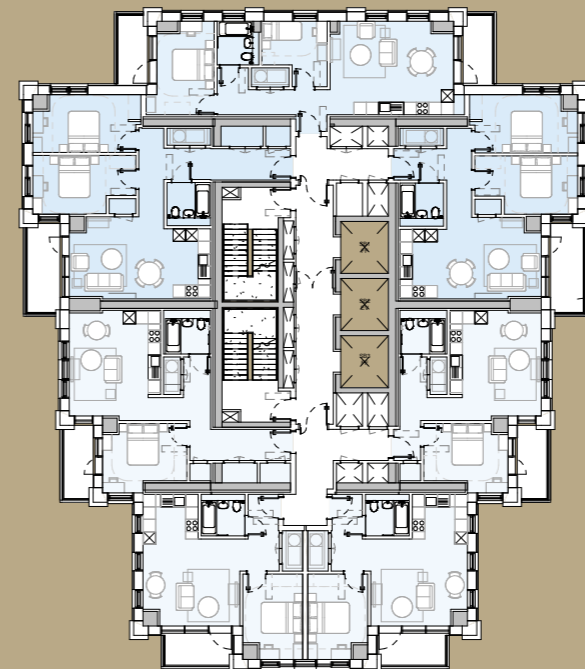
The massing and orientation have been designed to avoid privacy and overlooking between apartments. This has been addressed further by placing living spaces in locations with clear views to the primary aspect.



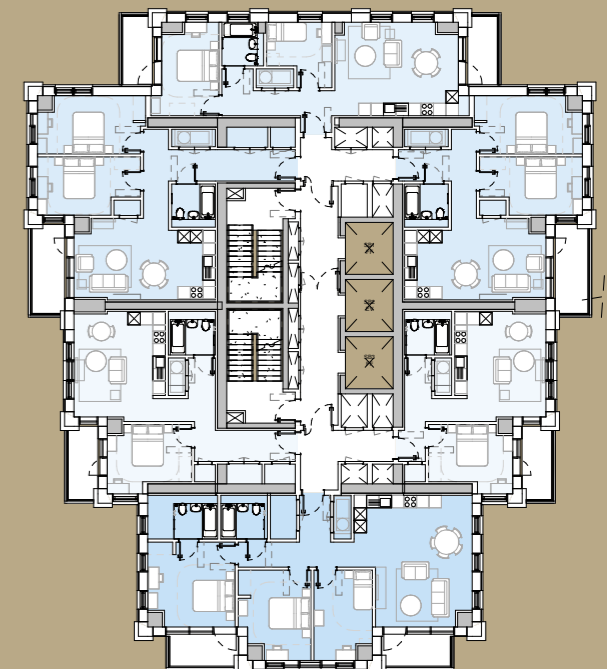
North Building : 8 Units per floor



North Building : 7 Units per floor



South Building : 7 Units per floor



South Building : 6 Units per floor



A tribute to the famous pen brand to retrofit a modern living scheme into a Victorian building of merit in Covent Garden



Waterman House

The building is of a Victorian neoclassical design and was originally the headquarters for L G Sloane who were suppliers of rubber bands, playing cards and Waterman pens, which is where the building gets its current name Waterman House.

The building is not listed but lies within the Strand conservation area within the borough of Westminster and is noted as a building of merit.

Externally the building retains its original features and has extensive decorative stonework with railings and many ornamental features, whilst internally the building has lost most of its originality.



Added Value

Create a mix of traditional and compact rooms to suit the existing building.

The proposal improves the previous scheme reducing the number of rooms and providing more generous sizes.

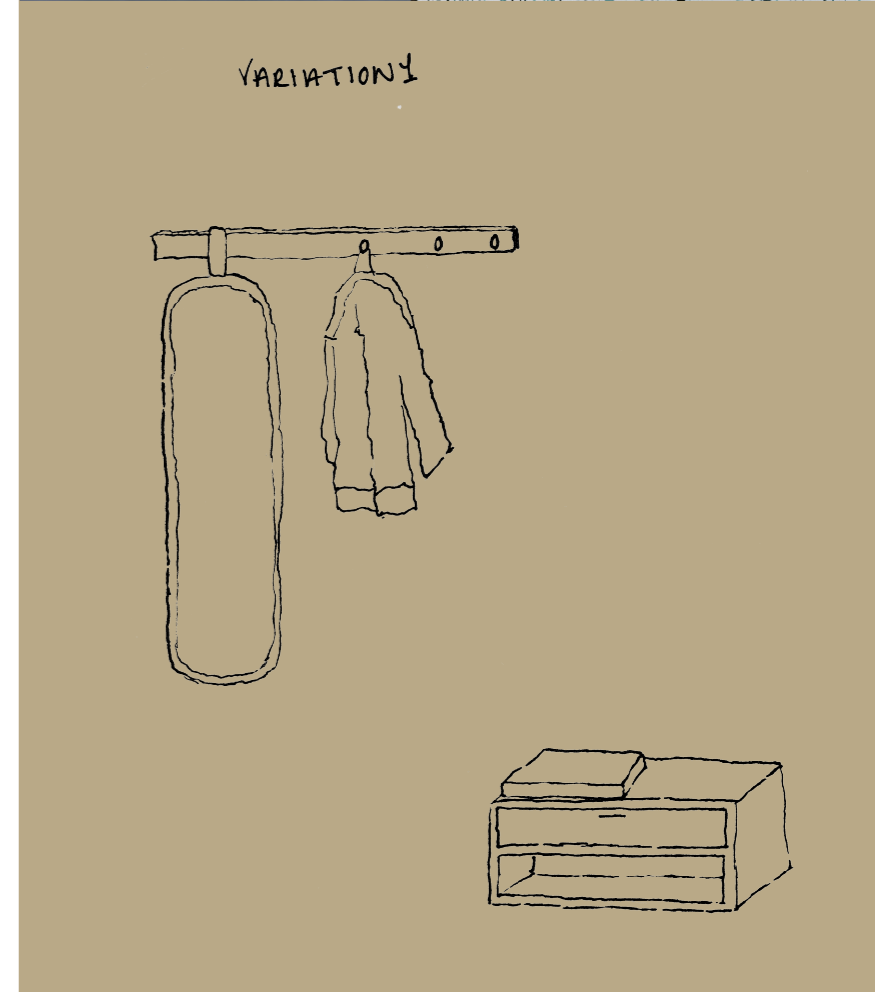
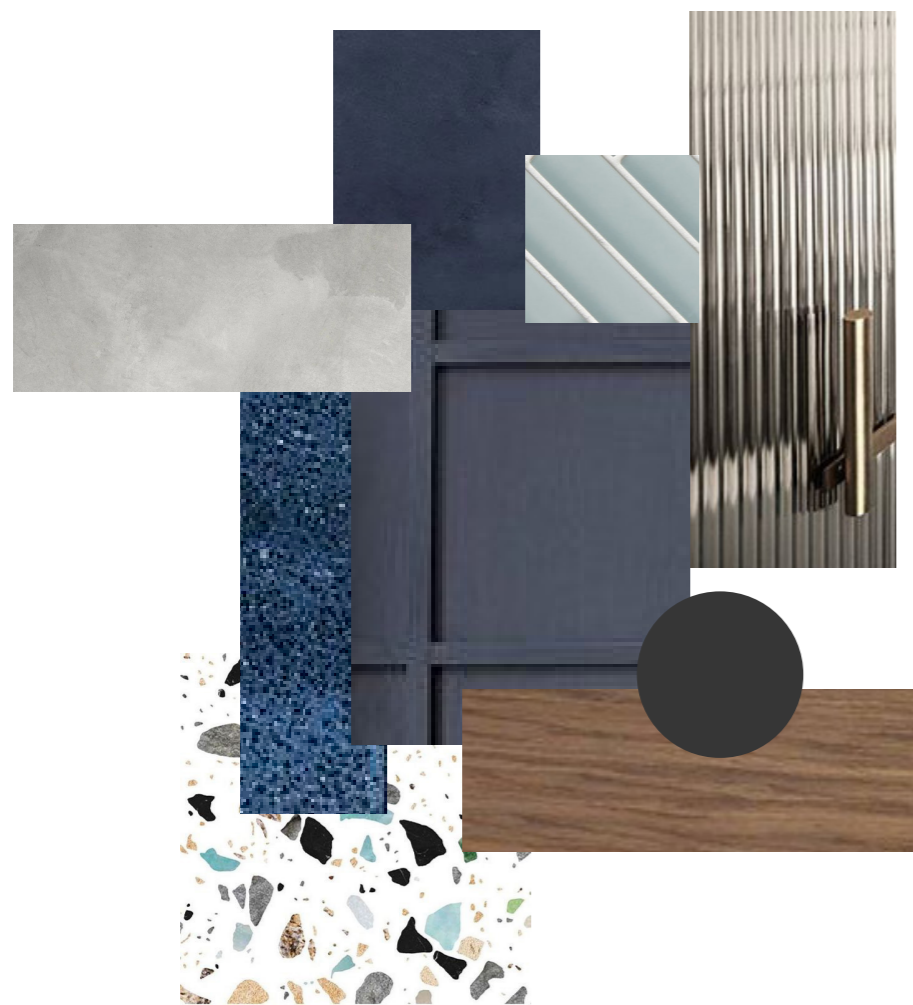
The ground floor will have a F&B offer with two independent entrances to have the flexibility to operate the hotel and the restaurant independently.

Achievements

- Navigated complex conservation area planning requirements
- Apt secured consent within a tight time limit
- Retention of the existing Victorian building and retrofit modern use and specification



Designed with a warm and elegant palette for a welcoming and relaxing stay with a gender neutral balance

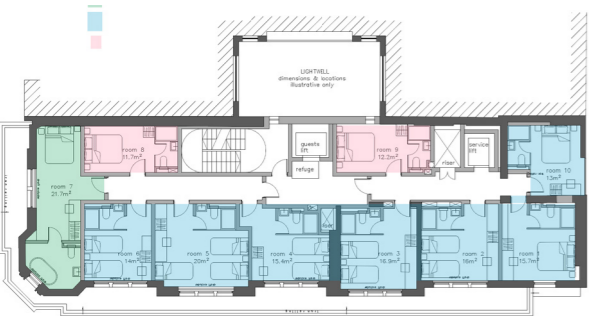


Deluxe Room (7 Rooms)

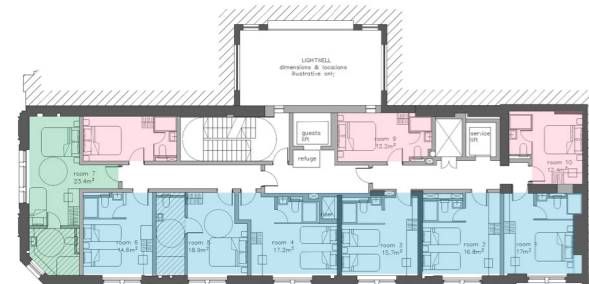
Larger corner rooms with bespoke bathrooms contain additional furnishings and seating areas



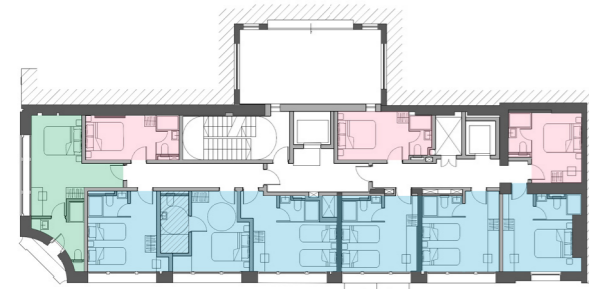
Level 07



Level 05



Level 03



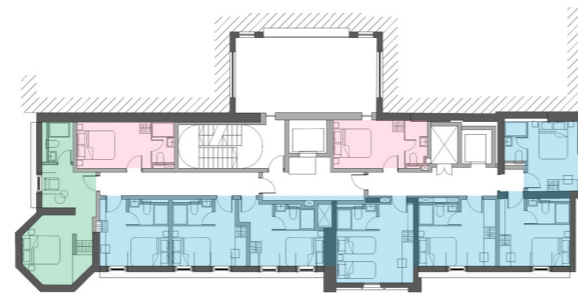
Level 01

Classic Rooms (40 Rooms)

Natural light
Combination of twin and double rooms
Standard bathroom

Cosy Rooms (16 Rooms)

Limited or no natural light
Standard bathroom



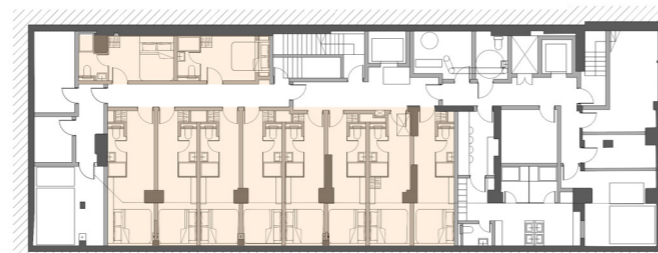
Level 06



Level 04



Level 02



Basement

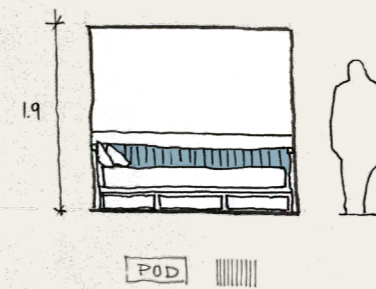
Pod Rooms (10 Rooms)

No natural light
Access from basement
Limited fittings and furnishings

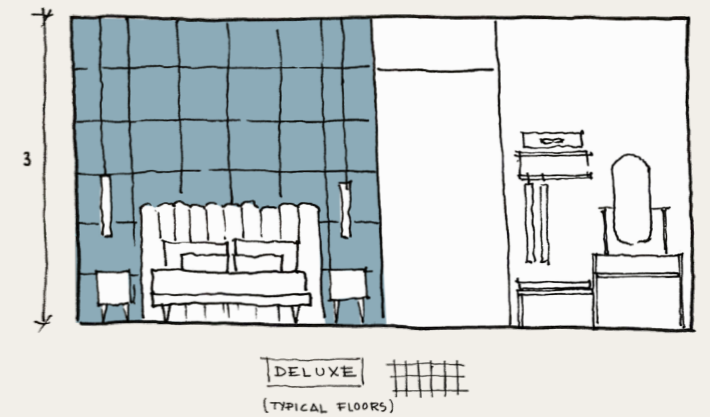
Efficient use of the quirky existing spaces for a great variety of rooms with strong identity



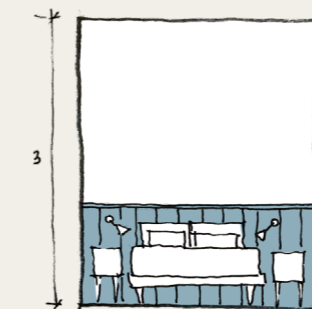
POD



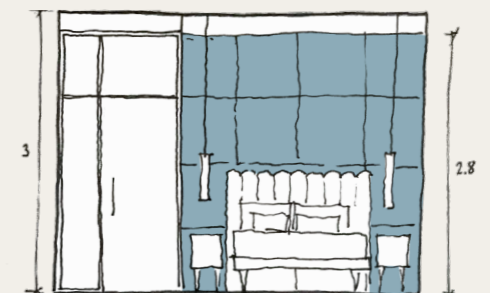
POD



DELUXE (TYPICAL FLOORS)



COSY



STANDARD

Timber panelling to the bedrooms and metal framed glazed walls to the bathrooms form the linking design elements between room styles. The sketches below show the logic of these two elements dependent on the size and style of room.

Within palette (01) terrazzo and resin form the dominant materials in the guest bathrooms. Below the different ratios of how these are used is explored.

While many of the rooms are quite tight, it is still important to provide adaptable storage solutions for the guests. We propose a system which is scalable and modular that can be used as appropriate as the room shapes and sizes vary throughout the building.



Northern Civic Quarter

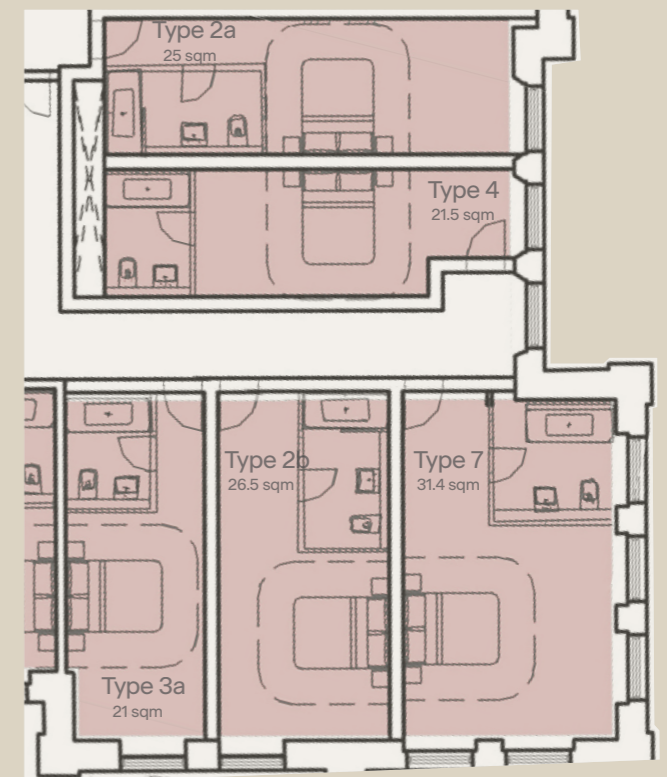
The vision for this detailed masterplan adjacent to the civic heart of Leeds is to create a vibrant public realm to support a mixed use lifestyle destination in the emerging innovation district .

This will be achieved by reinventing and re-energising three stunning listed buildings

Re-energising three listed buildings in the heart of Leeds

whilst respecting and celebrating their heritage and history.

The development will provide two hotels, one of which being a 4* Boutique Hotel, flexible business space, bars and restaurants, delivering an attractive and animated place to work and visit.



Typical Room Layouts



A luxurious assisted living development overlooking Lord's Cricket Ground



The building tapers down from east to west creating exciting, themed residents gardens which enjoy far reaching views to the south.

Auriens St John's Wood

Auriens St John's Wood provides 89 extra care apartments across two blocks located directly opposite Lord's Cricket Ground.

The buildings are linked by a double height orangery which contains dining facilities that overlook two courtyard gardens, surrounded by communal facilities including a pool & spa, gym, and lecture room.



Added Value

Building above and around an existing switch house and making it disappear, whilst maintaining operation will offer a significant improvement to the neighbouring residents who have overlooked a derelict site for decades

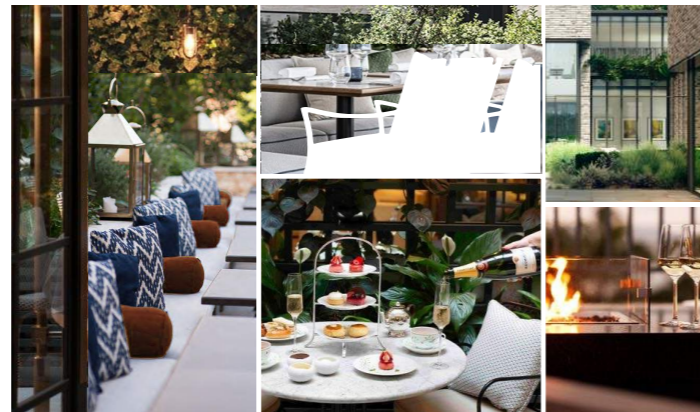
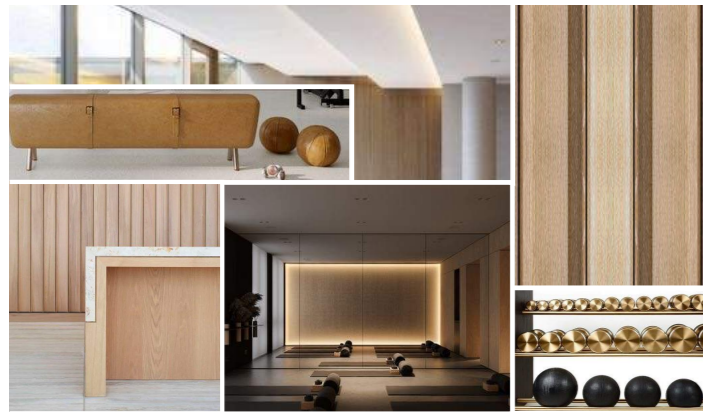
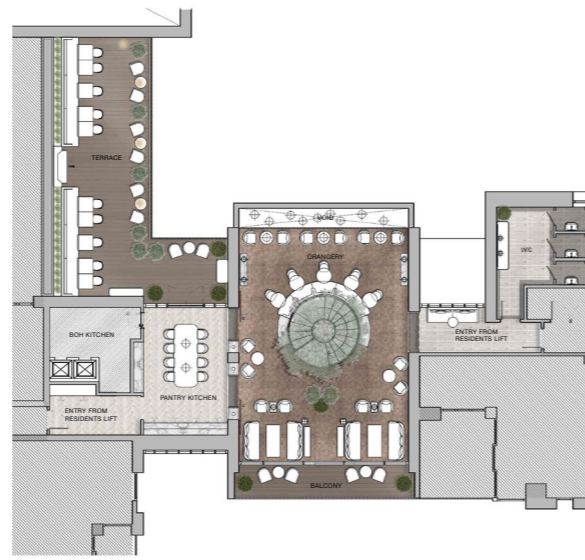
This type of development does not currently exist in an area where typically downsizers wishing to maintain a certain lifestyle and quality of accommodation must move out of the area.

The architecture and the fitout combined with the quality and variety of the proposed amenities and services will create a powerful sense of community.



Achievements

- Navigated complex underground UKPN tunnels, high voltage cables and vestiges of the previous infrastructure
- Getting UKPN and EDF consent to amend and build above the existing functioning Switch House
- Apt secured consent within a challenging context



Brief 1
A luxurious 5* Hotel
Look & Feel





Brief 2
For the residents to be in control
of their environment and create a
feeling of home





Curzon Street Members' Club



A discreet
contemporary flexible
space within the
historic context of
central Mayfair

Hidden behind a Mayfair Grade II listed Town House and the attached Mews House at the rear, the Private Members Club reveals a secret garden treated as an inner room covered with a bespoke retractable glazed roof.

This garden room is a double height 'orangery' for private, relaxing and resourcing moments.

The proposal is a polite contemporary conversion that fully respects and complement the heritage assets, while harnessing an eclectic spirit, as a tribute to the original owner.



Added Value

Create a fantastic flexible space usable throughout the year.

Significantly increase the total net area with valuable additional spaces, expected for this standard of houses, such as gym, spa, and entertaining space.

Increased visual vertical reading of the massing along the main road for a better site integration by using various brick and mortar palettes

A clear definition between ground floor, main body facade and roof, where opening rhythms reflect patterns of fenestration from the local context and internal spaces

Reduce risk of anti social behaviours by using the entire site in a managed way.





A luxurious sequence of spaces to stimulate connections, personal reflexion and creativity

A clever use of light and smart technology to temporarily alter the uses and feel of the spaces.





Stunning high-end serviced apartments in Mayfair with organic design and bespoke detailing

Park House

Park House presented a rare opportunity to redevelop an entire 1.04-acre city block on the edge of Mayfair.

The innovative design accommodates the different uses whilst allowing a strong individual sense of identity.

A mixture of 1, 2, 3 and 4 bed private apartments are arranged within the east end of the building from Level 2 upwards.

The 39 residential apartments are finished with a palette of darker materials to contrast with the contemporary facade and large expanses of glazing. North facing balconies on level 5 give residents the chance to look down on Oxford Street and watch the world go by, with spectacular views looking out over the busy West End of London.



Added Value

The scale of Park House was a terrific opportunity to explore the integration of public art on a significant scale.

Discreet large terraces/balconies on the top floors give residents spectacular views over the West End of London and great outdoor private spaces.

Park House has helped to transform the southwestern end of Oxford Street's retail presence, adding much needed vibrancy and animation, significantly enhancing footfall and values.

Achievements

- BREEAM Very Good
- 2013 Acoustic Awards – Commendation and 2013 BCI Awards – Shortlisted
- 2012 Bentley Be Inspired Awards and 2012 Considerate Constructors Silver Award
- Building fabric designed to minimise solar heat gain and loss
- Complex and challenging excavation in Mayfair
- Unanimous planning consent with the London Borough of Westminster



**A lively building
for a vibrant
community in
the borough of
Walthamstow
Forest**



Aston Grange

Aston Grange is a 90-room, co-living scheme located in the London Borough of Waltham Forest, adjacent to the Lloyd Park Conservation Area. It is car free with a cycle space provided for every resident in line with the aspirations of the London Borough of Waltham Forest.

The development is designed for young professionals who are interested in communal living within a serviced development. Co-living rooms benefit from high-quality finishes and

furnishings and extensive communal areas including lounges, kitchen and dining areas, a library, gym, and games area. Landscaped south-facing gardens and rooftop space are also provided.

The materiality of the building has been developed in response to the local vernacular and proposes the use of high-quality colourful materials.



Added Value

Create a welcoming frontage along Forest Road improving the street animation compared to the existing building that was defensive behind wall, grilles, and parking space.

Terraced articulation - to reflect townscape, street scene and historic urban context

Increased visual vertical reading of the massing along the main Road for a better site integration by using various brick and mortar palettes

A clear definition between ground floor, main body facade and roof, where opening rhythms reflect patterns of fenestration from the local context and internal spaces

Reduced risk of anti social behaviour through management of the building.

Achievements

- Navigated long challenging planning process due to the challenging site
- Secured planning consent for a 90 co-living apartment scheme.
- Managed to develop a fully Co-living GLA guidance compliant scheme in such a restricted site



The ground floor facade is articulated to provide visibility through the building to the landscaped spaces to the south.

The public will be able to perceive the building depth and view activity throughout the space,

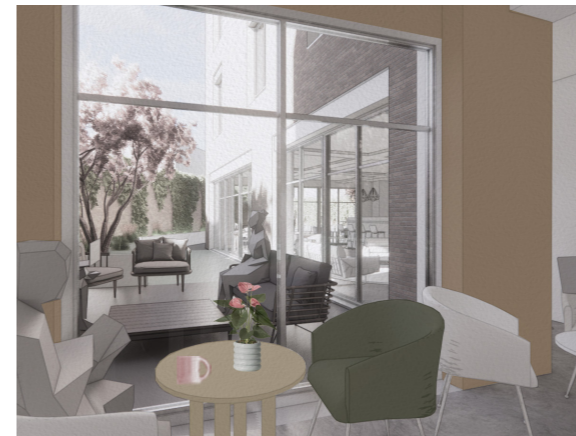
creating an active street scene.

Residents and guests will access the building on the west corner on Hawthorne Road into the entrance lobby space. Post boxes and lockers are located in this first lobby with a small seating area.



The main entrance is intended to be the primary access and is articulated and signposted as such.

A secondary entrance is provided to the eastern end of the building for access through to the cycle store for residents.



- 01. Main entrance
- 02. Reception lounge and post boxes
- 03. Concierge / TV and games area
- 04. Library/open work space
- 05. Transition zone lounge seating
- 06. Upper lounge/ work space / TV area
- 07. Evacuation lift lobby
- 08. Bathrooms
- 09. Secondary (cycle) entrance
- 10. Laundry
- 11. Cycle store inc. Cargo bikes
- 12. Main kitchen area
- 13. Secondary outdoor garden
- 14. Main Outdoor garden
- 15. Lounge / dining and secondary kitchen
- 16. Gym inc cardio, flex and free weight area
- 17. Parcel cupboard
- 18. Refuse store
- 19. Substation and LV switch room
- 20. Service entrance



Spaces on the ground floor vary in scale to provide stopping points along a route that compress and release to provide a variety of intimate and communal spaces. This route serves all amenity space on the ground floor; workspace, library, gym, open lounges, games area and gardens.

Servicing is focused on the western end to ensure deliveries and maintenance activities are kept away from the main road, bus route and cycle route.

Two stair cores, one with two lifts including an evacuation lift, provide vertical circulation to the upper floors and basement space via fob access.

Quality co-living

The rooms comply with both the area and room amenity guidance set out within the draft GLA guidance (LSPBSL).

A range of room sizes are provided across all floors, with 10% of rooms accessible and there are no rooms below the 18 sqm minimum.

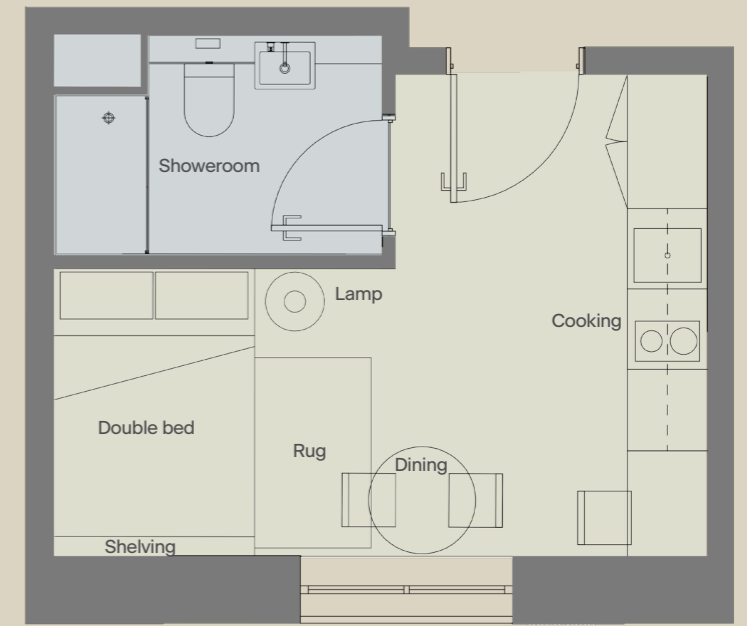
The room layouts have been developed with the operator, Common, who have used their experience on existing projects to inform and the design of the rooms.



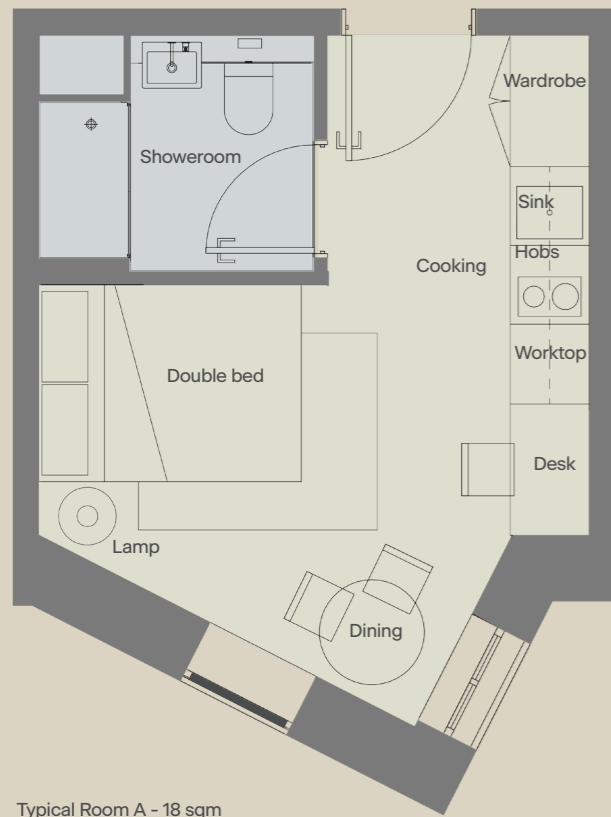
The rooms utilise high quality finishes and exposed ceilings to enhance the quality and light of the space.

Our approach to these private co-living units elevates the shared experience with intuitive design, creating a comfortable living experience even in high-density structures.

Each apartment also contains a flip down or fixed desk in addition to the co-working spaces at ground floor.



Typical Room B - 18 sqm



Typical Room A - 18 sqm

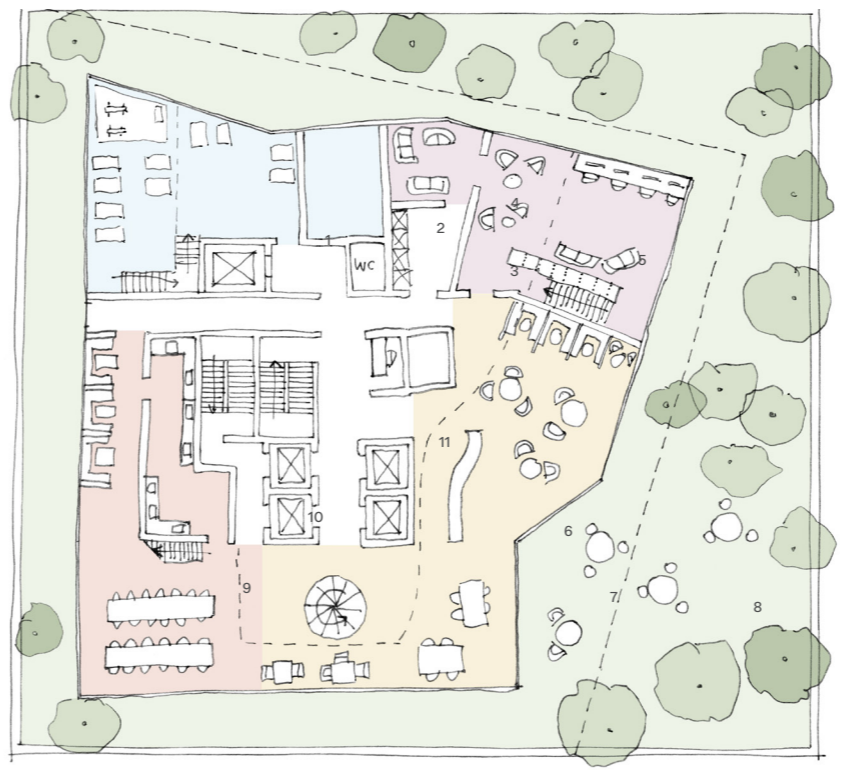
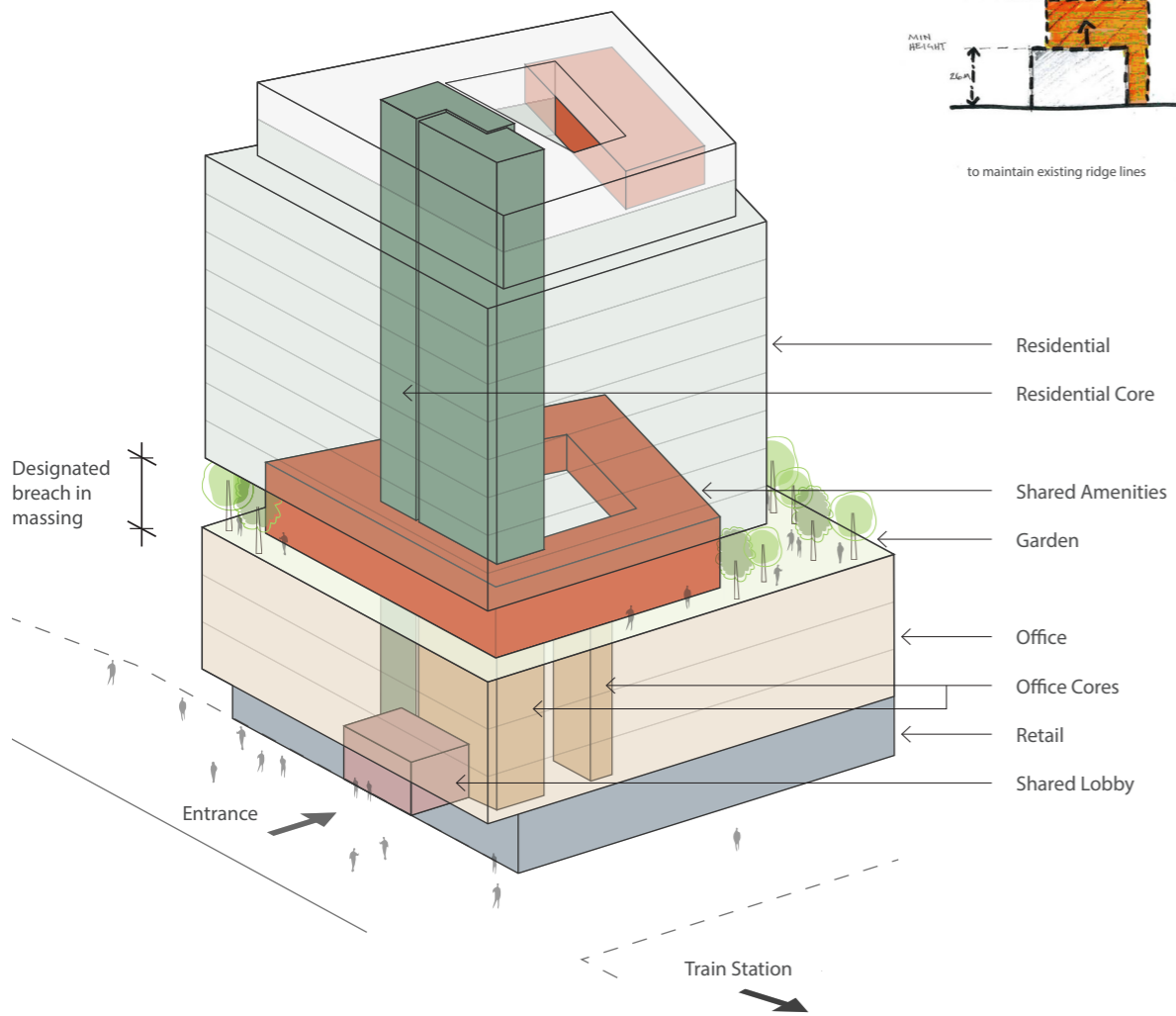
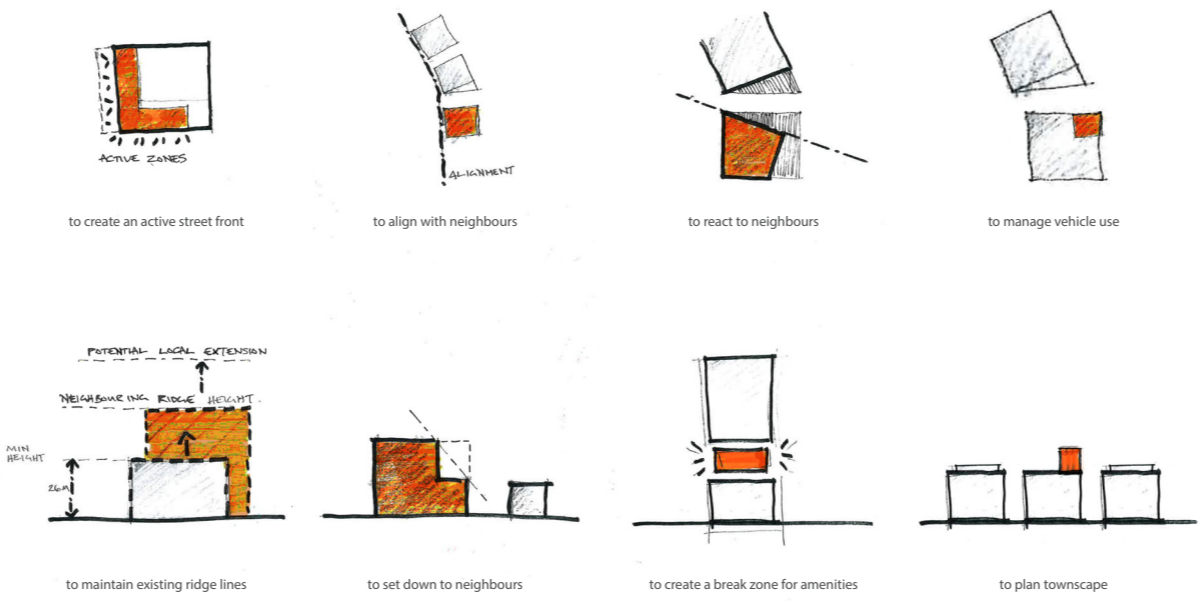




A sustainable mixed-use design for or a vibrant community to work, live and connect, located on the city doorstep



Friargate C08 Coventry



Added Value

The Friargate Masterplan offers a fantastic opportunity to reinvigorate this part of the city and to relink it to the historical centre by becoming a major gateway from the train station.

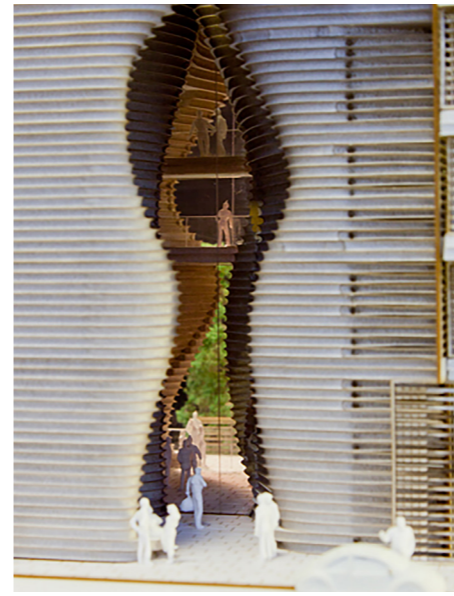
The Masterplan has been designed to celebrate diversity at every level: land use, activities, typologies, people...

The strategic location of the site (Plot C08) is key for the type of mixed use building we are proposing. The proposal is to develop a place where you can live, work, co-live and/or co-work, easily commute as well as enjoy entertainment or just relax.

By offering business space alongside residential and outdoor areas, the building is inclusive to a wide range of visitors, residents and professionals. This will contribute to the redevelopment of the southern quarter as a vibrant community and as a welcoming landmark to people arriving into Coventry by train.



High quality materials and finishes complement the surrounding context for these Built to Rent and serviced apartment schemes



81 Dean Street

The proposals gave an old building a new lease of life, converting it to residential Built to Rent use and reintegrating it into the heart of Soho.

Supported by a retained concrete frame, accommodation consists of 19 residential apartments with retail at ground floor and basement level. The richly layered facade contains recessed windows with Juliet balconies and bronze shutters affording privacy.



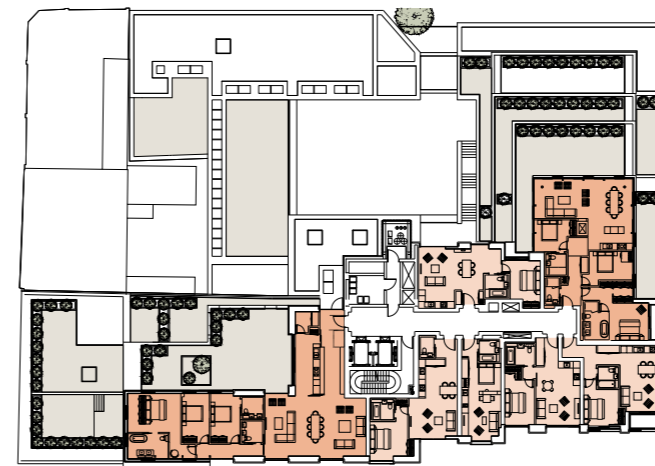
Huntingdon Estate

An attractive and sculptural entrance provides views into the central sunken courtyard with residents' spa and swimming pool for this 15-storey serviced apartment mixed use scheme in the heart of Shoreditch.

Designed to sit harmoniously within the local context, the project respects the rich heritage of the area.

The development provides 78 new apartments plus a range of mixed-use retail and commercial uses at street level.

The stepped architecture, combined with lofty ceilings and private terraces maximises amenity space, light and views.





Transformation of light industrial land providing mixed tenure living and commercial workspace for the local community



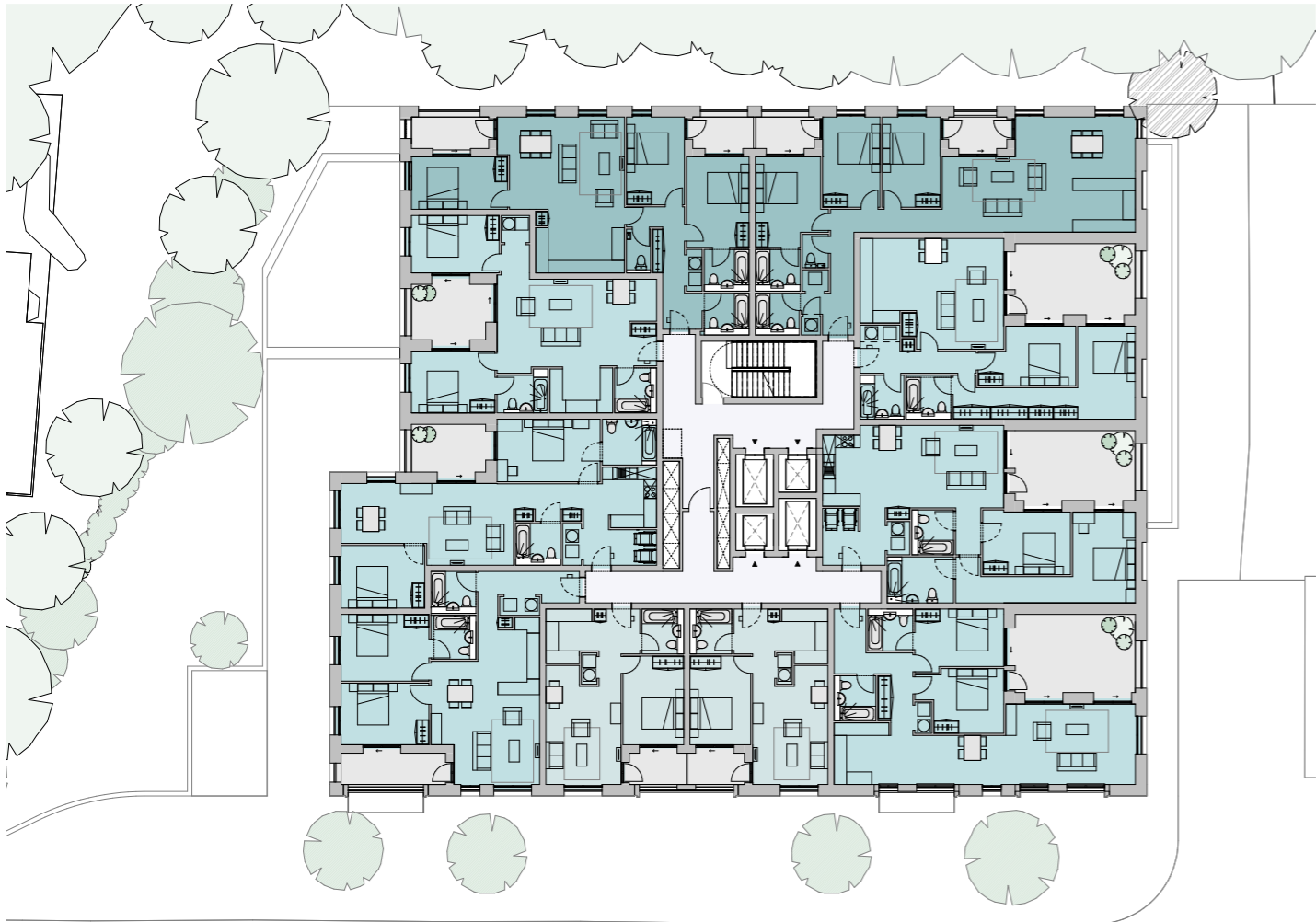
Lowther Road

A high-quality new development on Lowther Road seeks to provide mixed tenure living and commercial workspace for the residents of Brent.

The proposal will provide 40 new BTR homes, including an affordable provision, as well as 19,000 sq. ft of flexible workspace over two floors, which has been designed to attract a diverse and broad range of occupiers and will

provide new employment opportunities for the local area.

A series of communal gardens, including children's play-spaces will be provided and new landscaping and planting will increase the ecological benefits of the site.



Added Value

The proposal will seek to make efficient use of the site, offering employment space on the lower floors together with private and affordable residential accommodation above.

The proposal will enhance the employment density of the site and together with the new private and affordable homes, assist the borough with meeting development plan objectives.

Although the existing industrial uses do not sit well with the adjacent residential neighbours, the site allocation for co-location of industrial and residential provides the opportunity for the site to be a mediator between the industrial and residential uses in the context.

Achievements

- BREEM Excellent
- Building fabric designed with high level of sustainable materials
- Complex and challenging urban regeneration project
- Unanimous planning consent with the London Borough of Brent

Exploring Opportunities



Exploring Opportunities

At Apt, we understand that not every opportunity is right or that every concept will see the light of day. We have many clients come to us for early input on schemes – our advice can often help them decide whether a site is worth further exploration.

This can range from an initial 2-week feasibility to more in-depth studies developing a variety of design solutions to help support bids, financial appraisals, or a first pre-application meeting with the planners to test the waters on a proposal.

We draw on our wide range of experience to give the best advice possible. We are not afraid to challenge a brief or client if we feel it is unachievable; bad news is better than bad advice.



01 Initial Consultation

A low commitment way to quickly test the viability of an opportunity.

An initial high-level exercise to test massing on a site to generate indicative GEAs based on an assumed use class. This will include investigating the opportunity to retain and reuse any existing buildings on site.

Duration: 2 weeks

Deliverables:

- GEA Area schedule
- Initial height bulk and massing
- Simple 3D chalk models in context (subject to availability of information)
- Identify possible 3rd party risks which may affect the site's potential

02 Initial Feasibility

Testing a variety of approaches to a site, enabling an initial brief to be set for financial appraisals or bids.

A detailed exercise to test a variety of approaches and generate areas, floorplans and some initial architectural responses to a site.

Duration: 4-6 weeks

Deliverables:

- As Option 01 +
- Indicative typical floorplans.
- Accommodation schedule
- Additional iterations of design massing to refine the proposal.
- Investigation into site history, planning context, and site constraints
- Illustrative material to explain the main architectural concepts and principles of the scheme

03 In Depth Feasibility

Developing an initial brief to a point where the principles can be discussed with the Local Planning Authority.

An in depth review of a potential site to test a variety of approaches and refine a solution which could represent the first step towards a planning application.

Duration: 4-8 weeks

Deliverables:

- As Option 02 +
- Design development sufficient for initial pre-application with the Local Authority
- Attendance at initial pre-app meeting
- Sketch models of context and proposal
- Sketch perspectives / in house renders showing the scheme in context.
- Initial GA drawings

04 Existing Consent Review

Review an existing consent and discuss ways it could be optimised or improved to suit your brief.

Review of an existing scheme and identification of any potential improvements, or test alternative uses within the same footprint.

Duration: 2-6 weeks

Deliverables:

- Alternative scheme with indicative typical floorplans
- GEA and accommodation schedule
- Identify possible 3rd party risks which may affect the site's potential

**We create architecture that
inspires through great design,
innovation & craftsmanship.**

This is Apt.

At Apt we are always interested in working with like-minded, motivated, and progressive people who want to deliver great buildings.

We believe our studio approach allows us to robustly evaluate briefs and challenge preconceptions, ultimately helping our clients find the best solution to any given opportunity. We enjoy working collaboratively and believe this is why we build long lasting relationships with many of our clients.

Let's create the unexpected.



This is Apt