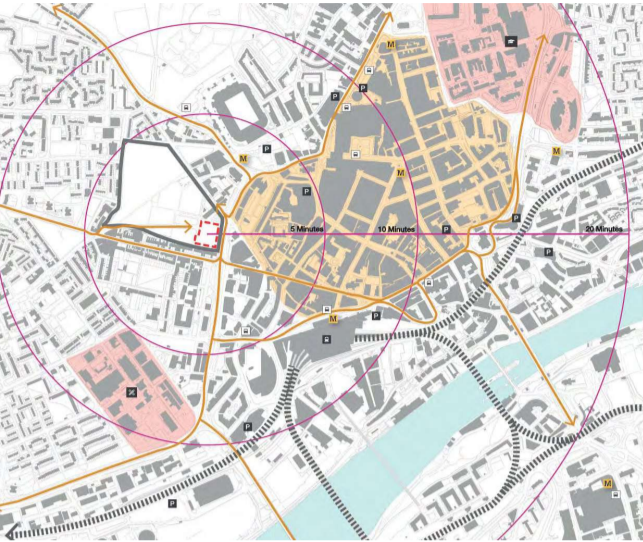
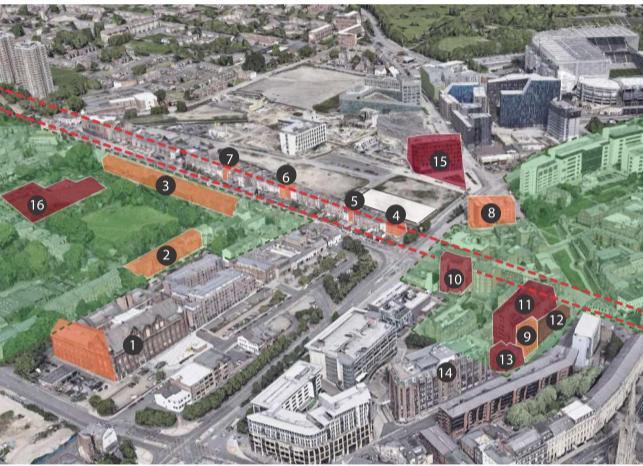


Moxy Hotel, Newcastle

Context



Site location



Site historical context

- Legend:
- Listed Building - Grade II
 - Buildings of Local Architectural or Historic Interest
 - Conservation Area
 - Frontiers of the Roman Empire (Hadrian's Wall)

Helix Masterplan and Site Context

This public consultation presentation introduces the proposed development for Building B, Plot 1 as specified within the Science Central Masterplan. Newcastle Science Central (recently rebranded 'The Helix') is one of the largest urban regeneration projects of its kind in the UK. The 24-acre science and technology hub on the historic former Newcastle Brewery site will facilitate over 4,000 jobs and 500,000 sqft of office and research floorspace.

The Helix site aims to become a major UK hub for scientific research, and technology businesses, creating knowledge-based jobs for future generations and extending the Northern Powerhouse to 'the North of the North'.

Vastint Hospitality BV. are seeking to develop Building B, Plot 1 to accommodate a complimentary new 200 bed Moxy Hotel (Use Class C1) at The Helix site; with ancillary uses including a restaurant/café (Use Class E) and bar area (Use Class Sui Generis), associated cycle parking and improved servicing, access and landscaping.

Moxy Hotels are a member of Marriott Bonvoy. Moxy Hotels seek to showcase the future of hospitality design; with a focus on style and minimalism whilst investing in the surrounding urban environment. The brand is well suited for urban and metro environments such as The Helix. Moxy Hotels seek to ensure guests and visitors alike feel comfortable and at home.

The Helix is located within the city's Accelerated Development Zone, adjacent to Newcastle United football stadium, (St James' Park) and within walking distance to the north of Newcastle Central train station. It is bound in part by St James' Boulevard to the east, Bath Lane to the north east, Westgate Road to the south and Diana Street to the west and is visible when approaching the city from the south and west. It is within ten minutes of the city's commercial and leisure core, both universities and the principal metro stations.

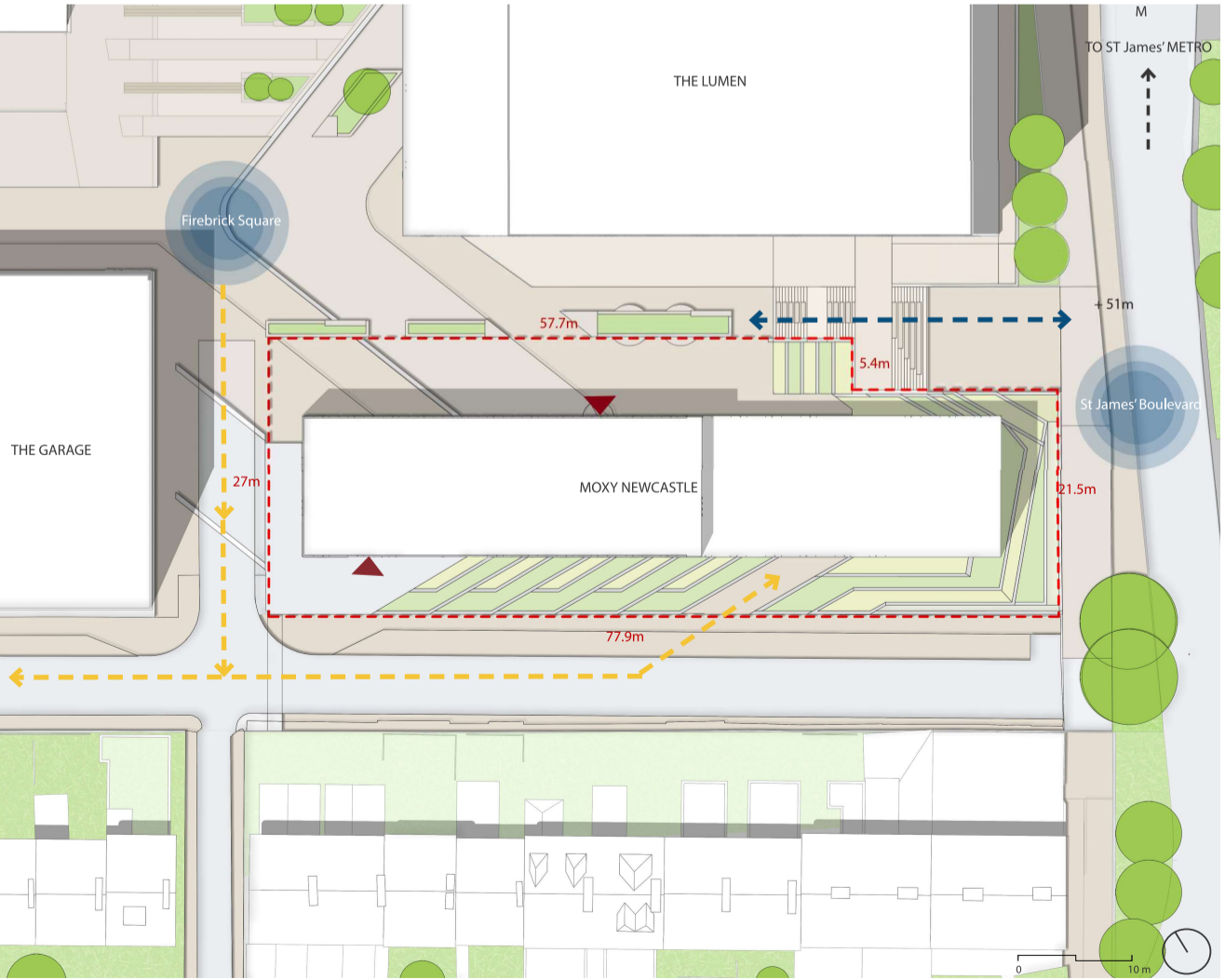
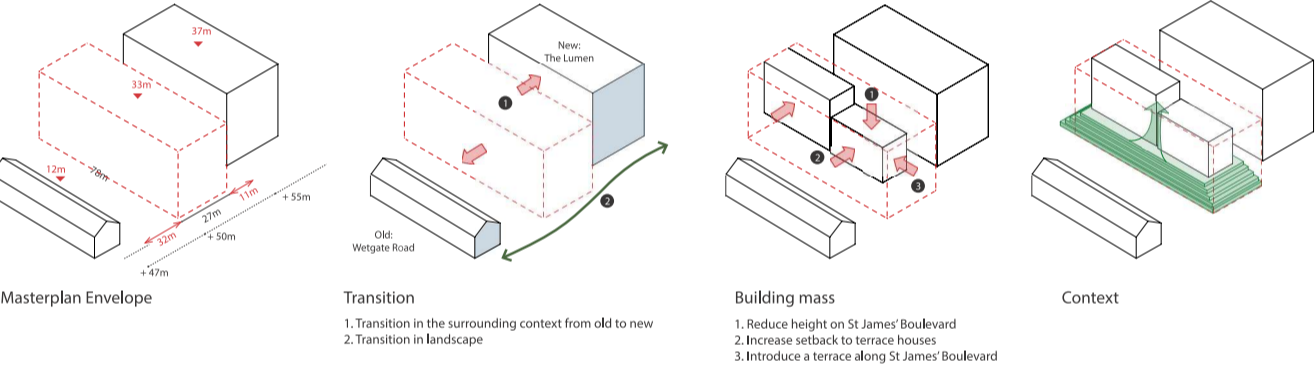
The Helix development is located in proximity to a conservation area and several listed buildings, as shown on the above context plan:

- Listed Buildings - Grade II:
1. Blandford House, West Blandford Street
 2. 7-12, Summerhill Terrace
 3. 1-6, Greenfield Place
 4. 172 And 174, Westgate Road
 5. 190, Westgate Road
 6. 200 And 202, Westgate Road
 7. 236, Westgate Road
 8. Former Cooperative Wholesale Society Printing Works
 9. 56-63, Thornton Street

- Buildings of Local Architectural or Historic Interest:
10. Blenheim House, 145-147 Westgate Road
 11. The New Tyne Theatre formerly listed as the Stroll Picture Theatre
 12. Tilley's PH, Westgate Road
 13. Former Charlton's Bond, Waterloo Street
 14. Former Alfred Wilson House, Waterloo Street
 15. The Core
 16. Summerhill Square



Helix Masterplan



Moxy Hotel, Newcastle

Design



Elevation Concept (Artist's Impression)

The site is located on the border of the old historic city and the new developments within The Helix Masterplan area. The building mass fits within the approved masterplan volumes and provides a transition between the historic terraced houses along Westgate Road and contemporary world of the new buildings at The Helix – including The Lumen (now completed), The Spark and the Multi-Storey Car Park (both currently under construction).

Balancing the needs of the developer with sensitivity to the surrounding heritage context have been key in the development of the Moxy Hotel proposals

Besides the differences in character of the area, the sloping topography of the land has been a key factor in the scheme design. The landscape has had a significant impact on the access, view and appearance of the building.

In order to integrate within the sloping nature of both the land and to mirror the adjacent terraces to Westgate Road, the building volume is separated into two parts, with the front section nearer St James' Boulevard lower than the rear.

The landscape steps up and is integrated into the building volume and facade. The elevation concept connects:

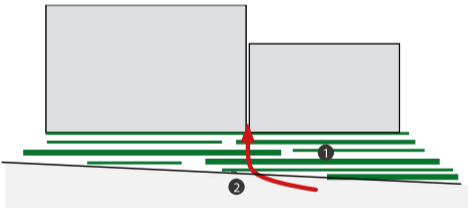
1. The historic terrace houses along Westgate Road
2. The contemporary office buildings of the new Helix development.

The different architectural languages of Westgate Road and The Helix are incorporated within the building design. The base building fabric will comprise of bricks with a yellow colour - a reflection of the materials of the adjacent terraced housing.

The upper storeys will relate to the contemporary architecture of existing buildings at The Helix featuring a zinc coloured metal cladding system.

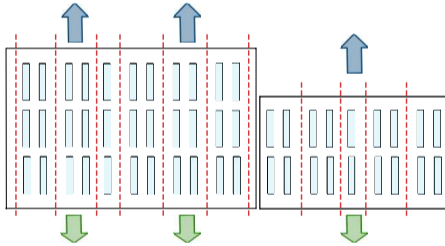
The building volume showcases a window grid-layout for the 200 hotel rooms, with the vertical direction emphasizing the height and language of the adjacent commercial buildings. In order to complement the terraced housing to Westgate Road, the windows will shift at every other floor of the building to create a more dynamic and smaller-scale facade.

1 Integration of Landscaping



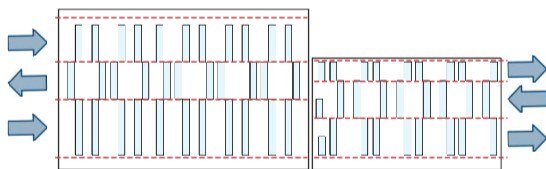
1. a series of terraces integrate the landscape into the building volume
2. the landscape and facade material is blended together

2 Vertical Architecture



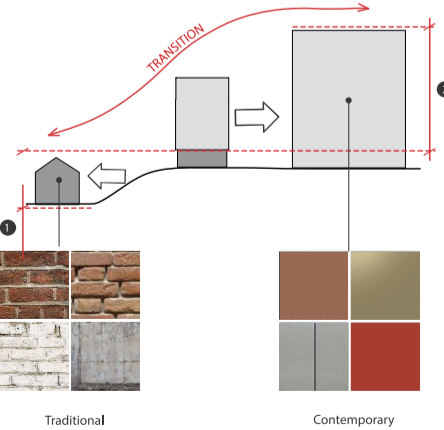
The vertical grid is based on the hotelrooms and a continuation of the terraces in the landscape

3 Integration



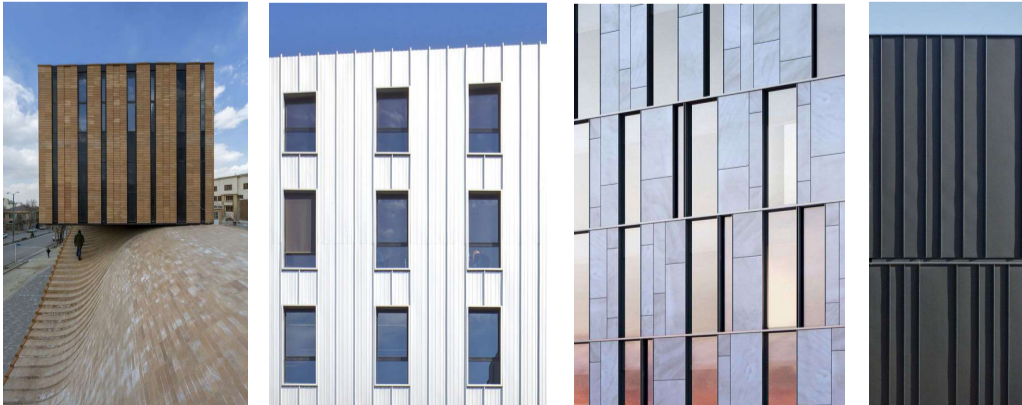
The vertical lines of the building are broken up by pushing and pulling the windows horizontally to reduce repetition in the facade and align with the character of the existing terraced housing along Westgate Road.

4 Transition from surrounding small scale to large scale



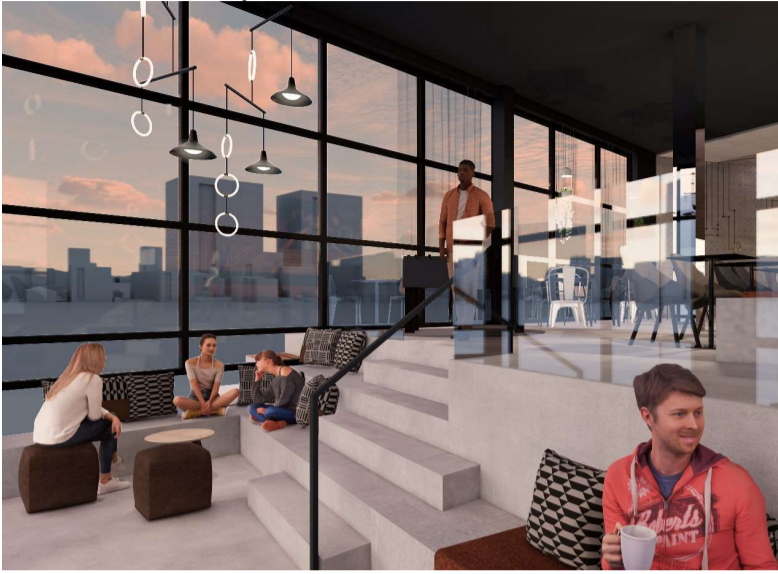
1. Westgate Road: small scale
2. The Lumen: large scale

5 Facade reference images



Moxy Hotel, Newcastle

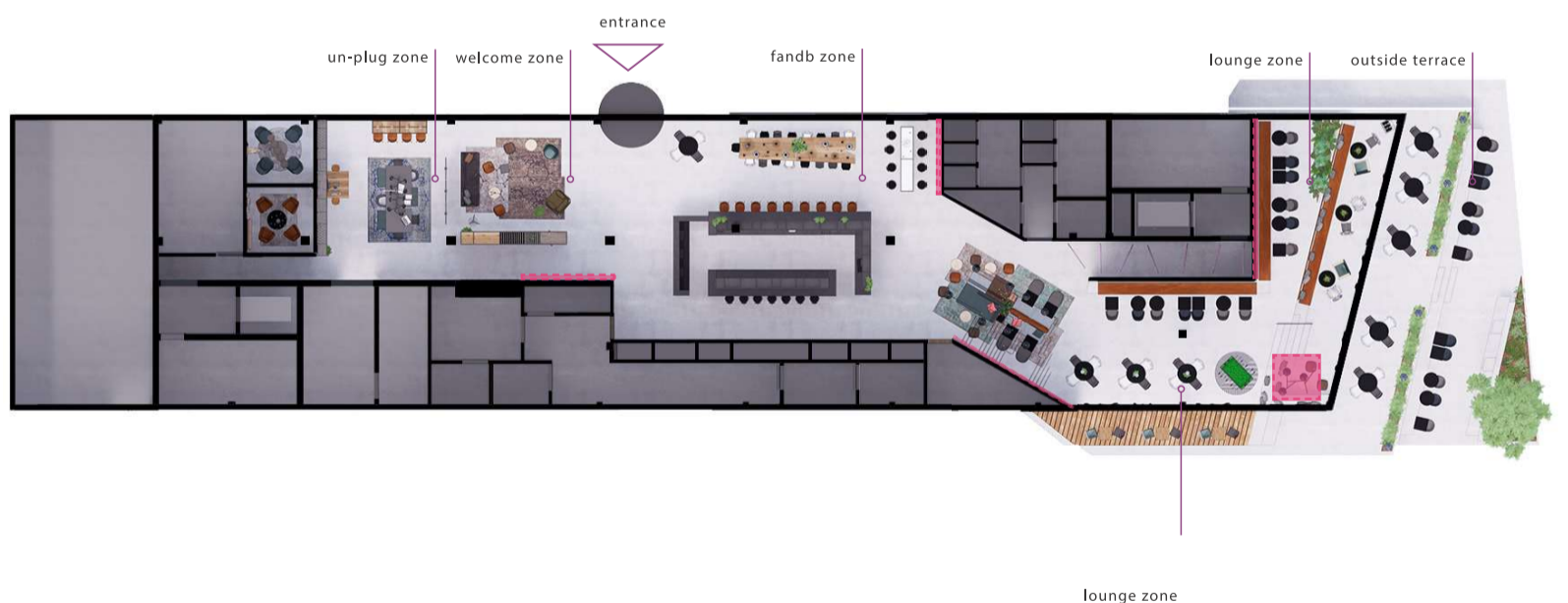
Interior Concept



Look and feel
ENTRANCE

The lobby of the hotel will incorporate a public bar and restaurant, providing an active frontage in being directly connected to Firebrick Square and establishing a direct visual connection to St James' Boulevard to the east with an open and inviting character.

The look and feel of the space will embrace the vibrant, high-tech character of the surrounding development blended with some reminders of local heroes like Alan Shearer who's image will be integrated in the graffiti artwork in the lobby. The external façade has a brick pattern with details in the colour and texture which refer to the former brewery on the site. This communal space provides an area where guests and residents can meet and relax.



Moxy Hotel, Newcastle

Elevations and Landscaping

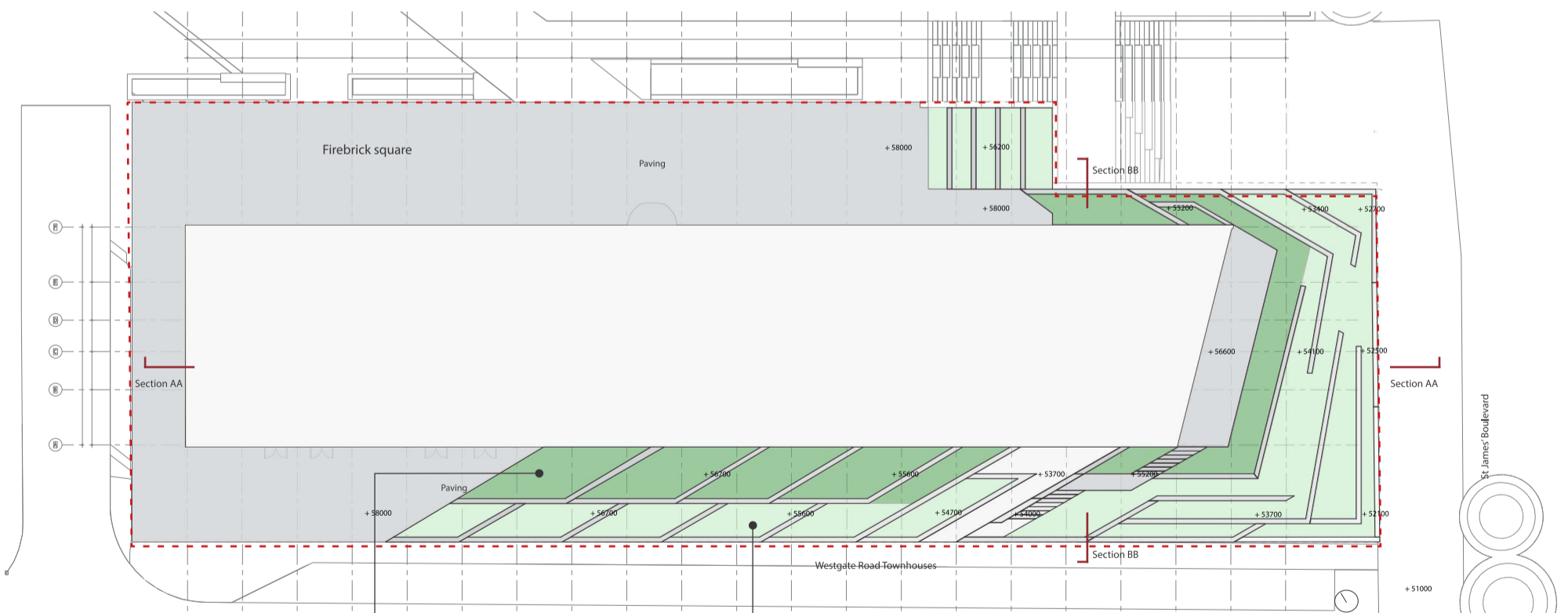


1 Terraced Landscaping (Artist's Impression)



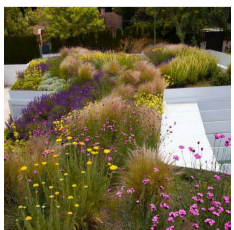
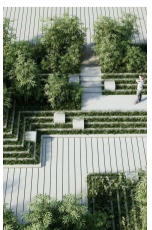
2 Section AA

3 Section BB



4 Landscape plan

High vegetation



Low vegetation

