

## 2.8 Surrounding Land Uses

The site had been in use since 1971 as Paddington Green Police Station until it was vacated in 2018. For a site of such strategic importance it represents a prime opportunity to redevelop and has been identified as such by the City Council for strategic housing delivery. The adjacent diagram shows the various land use mixes that surround the site, including educational, residential and commercial uses. The photographs also illustrate the adjacent streets and buildings.

The east side of Edgware Road is characterised by a parade of low quality retail units with Edwardian buildings behind. The City Council's Church Street Masterplan area sits to the east of Edgware Road, along with the well used local street market on Church Street itself, which has an antiques focus at its eastern end.

To the north of the site is Phase 1 and 2 of the West End Gate development currently under construction.

The St Marys Churchyard is a stretch of parkland that connects to Little Venice and provides a welcome amenity to the area.

To the south of the site is the Hilton London Metropole hotel on the Westway which is approximately 16 storeys tall, and the 42 storey consented Merchant Square proposals which sit within the Paddington Opportunity Area.



Fig. 2.11 Land Use Plan





View 1 - Corner of Edgware and Harrow Road



View 2 - View looking east along Harrow Road



View 3 - View looking north-east along Newcastle Place

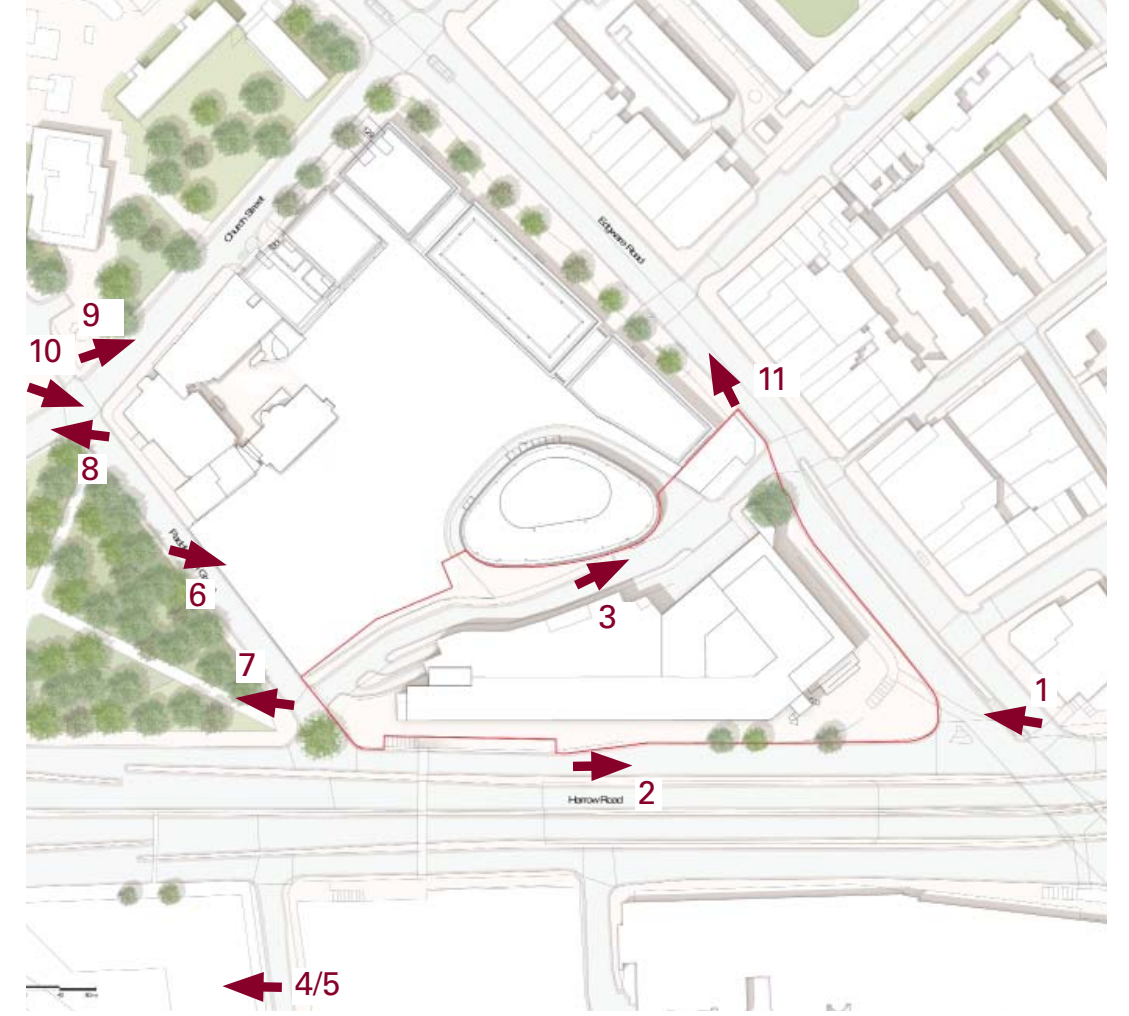


Fig. 2.12 Surrounding Context Key Plan



View 4 - Paddington Basin



View 5 - Paddington Basin



View 6 - View looking east towards site



View 7 - Paddington Green



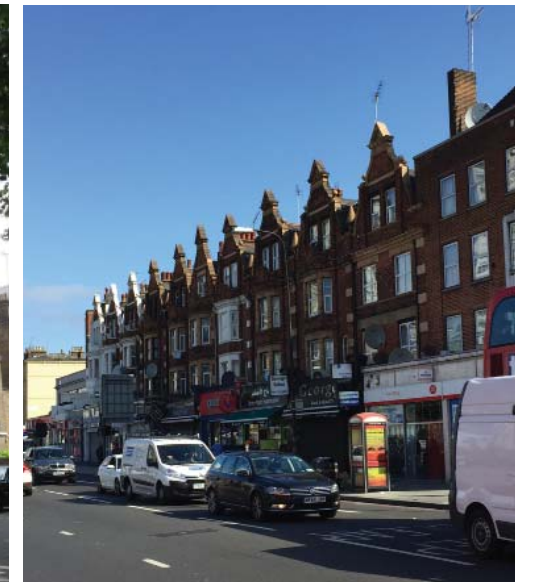
View 8 - City of Westminster College



View 9 - Church Street



View 10 - Former Paddington Green Childrens Hospital



View 11 - Edgware Road



## 2.9 Surrounding Scale

The existing Paddington Green Police Station is 17 storeys in height on the corner of Edgware Road and Harrow Road.

The buildings within the West End Gate masterplan range in height from 4 -30 storeys. The Westmark sits centrally within the site and is currently the tallest building on the site at 30 storeys.

The existing and emerging context of the surrounding area, as illustrated in Fig 2.13 and 2.14, demonstrates the scale and mass of buildings that now define the architectural language and building massing within the immediate vicinity of the site. The Paddington Basin to the south introduces a more international style of architecture that is of high density and steps up in height, culminating in the tallest element, Merchant Square which is consented at 42 storeys in height. The existing Hilton London Metropole Hotel on the south west corner of Harrow and Edgware Road represents considerable bulk and mass at 16 storeys in height, whilst the Paddington Exchange building to the immediate east of the site on Bell Street is 13 storeys and 258 Edgware Road to the south east rises to 17 storeys in height. This cluster of buildings further reinforces the existing height and mass that is present at this critical intersection of Edgware Road and the Westway.

The notable step up in height and increased density and massing in the vicinity of the site offers an opportunity to mark a key gateway into the centre of London and deliver a cluster of refined and elegant tall buildings to this strategic site.

Buildings are smaller in scale to Little Venice in the west and Maida Vale to the north, reflecting the more traditional and lower scale residential buildings that define the character of these conservation areas.

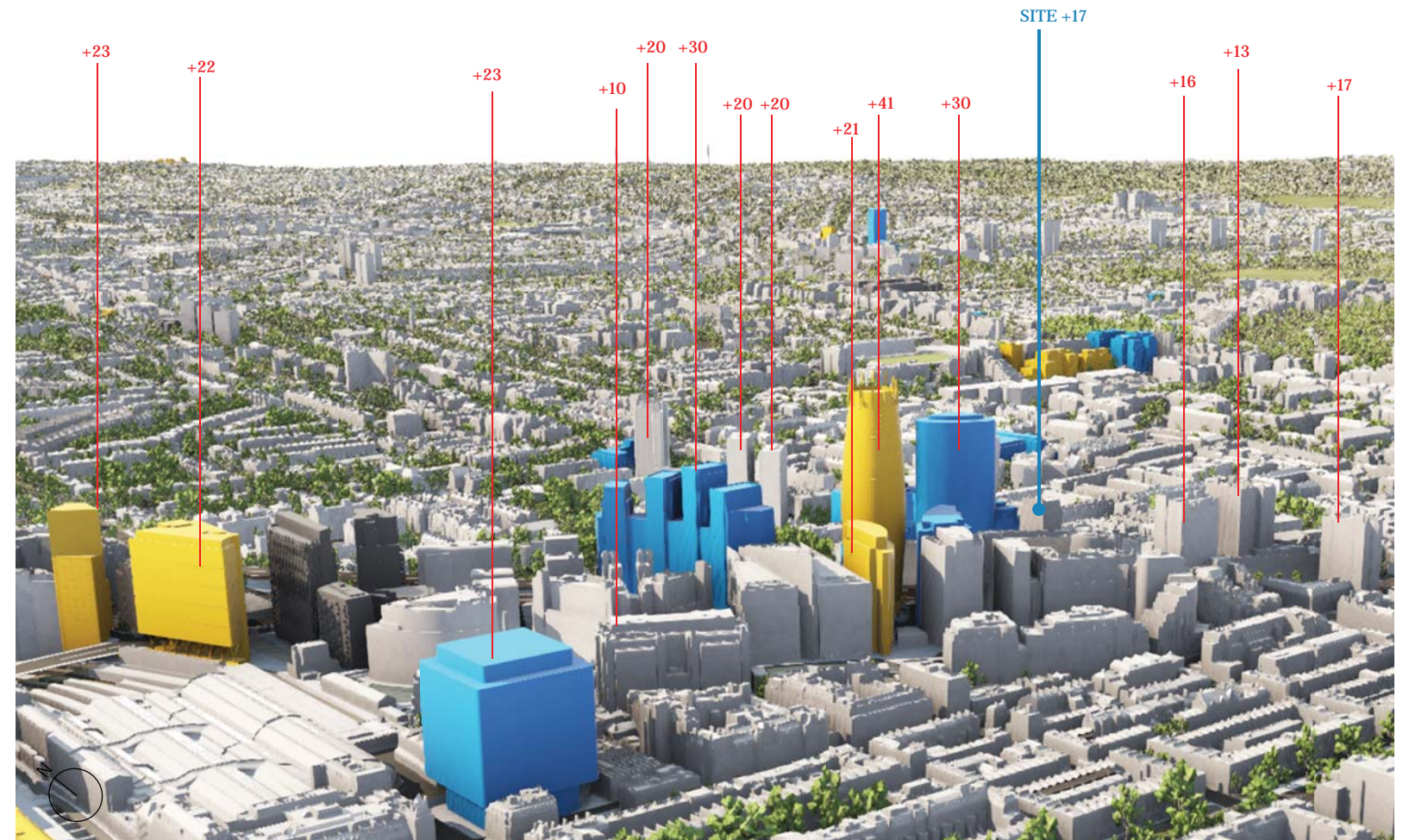


Fig. 2.13 Existing and Emerging Context - View looking North



Fig. 2.14 Existing and Emerging Context - View looking East



## 2.10 Environmental Conditions

### 2.10.1 Daylight/Sunlight & Overshadowing

The site enjoys good daylight conditions. Existing neighbouring buildings to the north will cast no shadow on the proposed development. Any other buildings around the site are positioned sufficiently far away or of a scale that will minimise overshadowing. There is a significant gap to the buildings within Paddington Basin to the south, by virtue of the width of the Westway/A40. Protection to avoid overheating from solar gain has to be addressed in the facade design, especially the taller elements of the proposed design. The adjacent uses in the immediate vicinity of the site are commercial, recreational and residential.

### 2.10.2 Wind

The prevailing wind at the site comes for most of the year from the south west, and in late winter and spring from the north east. The new development has been reviewed for wind turbulence at street level and entrances to predict the requirement for potential wind mitigation methods. Wind tunnel tests have been undertaken during the design stage and have informed the proposed design.

### 2.10.3 Noise

The road network around the site is the key generator of noise pollution to the Paddington Green Police Station site and the wider West End Gate masterplan. Edgware Road and the A40 are the heaviest traffic roads. The edges of all roads will be considered in the landscaping to maximise trees and create green buffers from the traffic. Communal amenity spaces are to be located within the centre of the site and to roof terraces to minimise the impact of noise. On the residential balconies the balustrades are to be designed to provide views from a sheltered enclosure to occupants when sitting down, while the balconies themselves are to be recessed within the building line to further benefit residents in this regard.

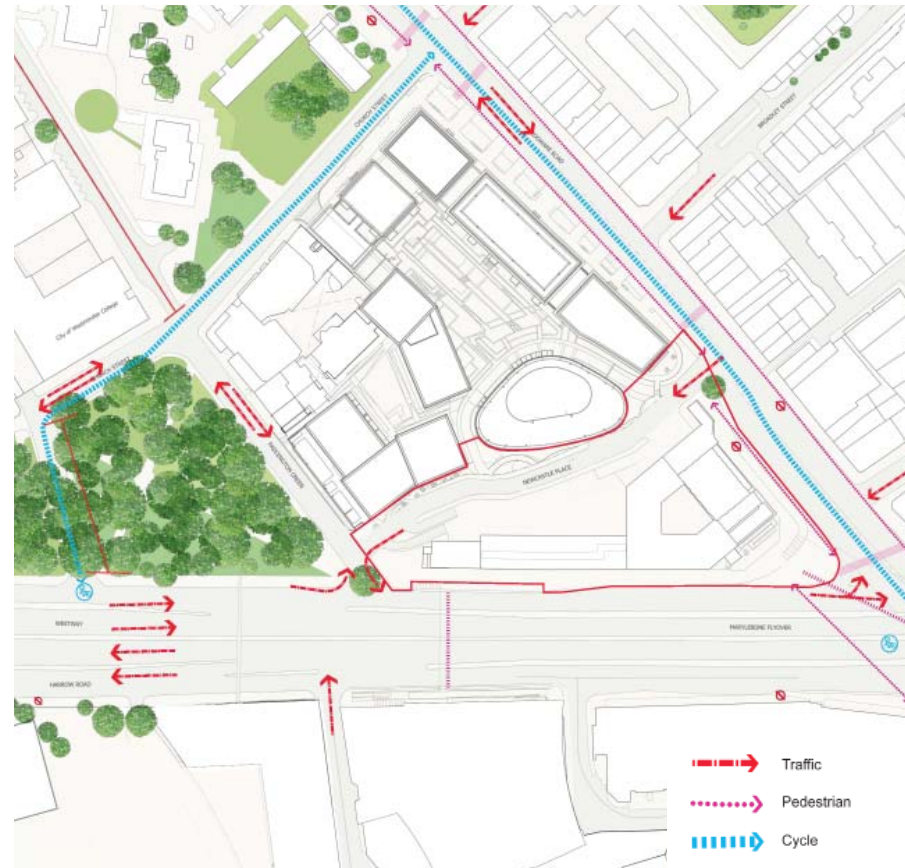


Fig. 2.15 Environmental Analysis - Travel

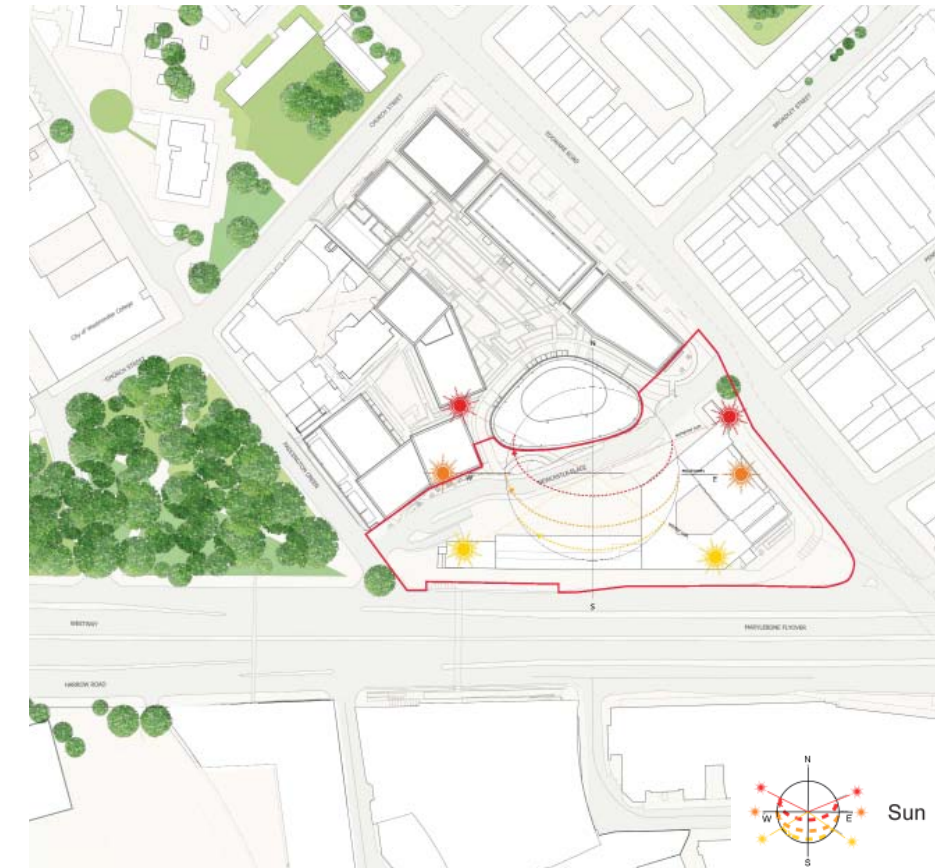


Fig. 2.16 Environmental Analysis - Sun Path



Fig. 2.17 Environmental Analysis - Wind

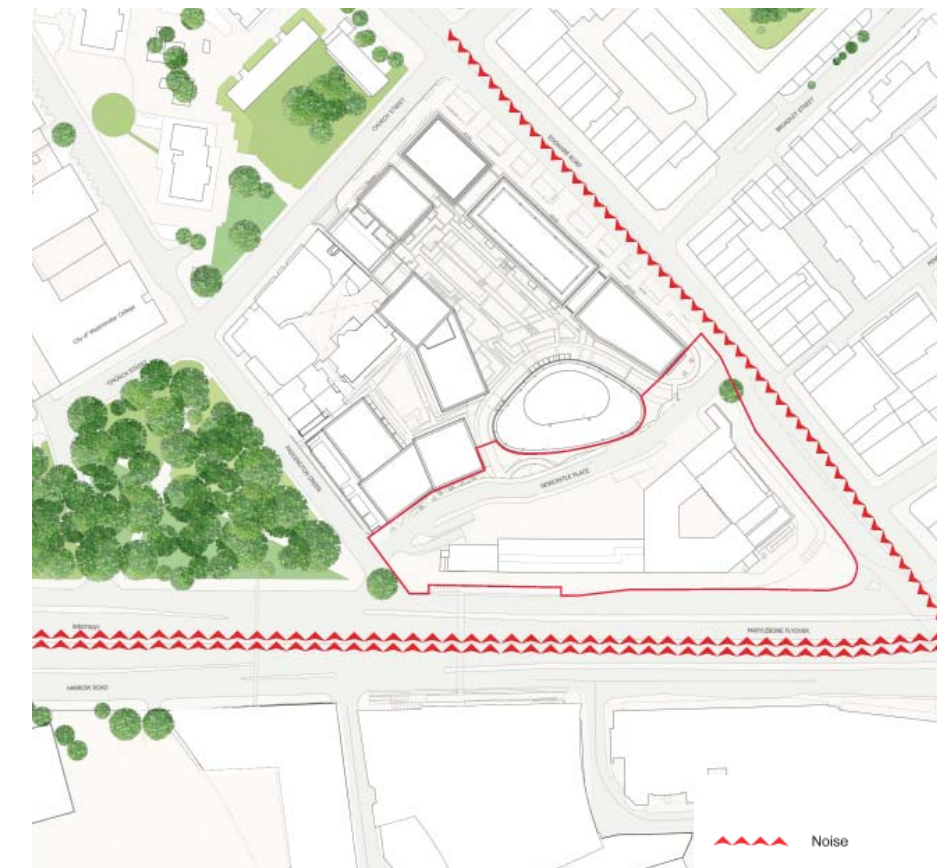


Fig. 2.18 Environmental Analysis - Noise



## 2.11 Surrounding Public and Private Green Space

### 2.11.1 Public Green Spaces

The number and extent of green spaces within walking distance of the site are numerous. The large expanses of Hyde Park and Regents Park are both located less than a mile away from the site and can be reached within twenty minutes by foot. In the more immediate vicinity, there is the well established green landscape of Paddington Green and the parks of Little Venice and Maida Vale.

### 2.11.2 Private Garden Squares

There are numerous private garden squares within the local vicinity of the site and these are classed as pockets of green open space that may provide a more intimate setting to the large open spaces mentioned above. Generally access is restricted to keyholders only, however there are considerable biodiversity gains as a result of these green spaces.

In response to this, there is an opportunity on the site to introduce private communal spaces for residents, particularly as rooftop terraces given the constraints of the site and limited space at ground floor to create residential spaces without adversely impacting on the quantity and quality of the public realm at ground floor.

### 2.11.3 Public Garden Squares




There are a limited number of garden squares with public access, most notably to the south in Bayswater. The concept of a more private garden space that is accessible to all is a key design driver for the proposals at Paddington Green Police Station. The opportunity to improve the poor urban realm around the site and in particular in Newcastle Place, offers the opportunity to re-imagine the public realm as a soft, green urban space for use by all.



Fig. 2.19 Public and Private Green Space



Paddington Green Police Station

-  Private Garden Squares - Keyholders Only
-  Public Green Spaces
-  Garden Squares with Public Access



## 2.12 Townscape and Views

### 2.12.1 Townscape

The townscape analysis has been undertaken by Montagu Evans to advise on all aspect of townscape design. Whilst Paddington Green provides an attractive open space in its own right, the conservation area to the west must be seen in its proper context with the Marylebone Flyover and former Police Station structure dominating the townscape along the southern edge of this area, and with high rise residential development to the north of the site. The notable mass of the City of Westminster College bounds the conservation area to the north of Paddington Green. Large flank walls bound the northern side of Newcastle Place and also serve to detract from the general townscape of the area.

### 2.12.2 Strategic Views

The site lies outside of the defined London View Management Framework (LVMF). There are a number of townscape and local views that have been reviewed as part of analysing the setting of the buildings and site. Principally a similar set of views have been considered to the consented scheme for 1 Merchant Square in Paddington Basin. Views from distance, in particular from Little Venice and the Royal Parks, have been tested to examine the impact of the scale and massing of the proposed development. The images adjacent are a typical selection of views that have been presented to Westminster City Council to demonstrate the height in comparison with the adjacent buildings and consented schemes. Please refer to the ES Volume 3, Chapter 1 for further detailed information.



Little Venice - Existing Views



Little Venice - Proposed rendered massing



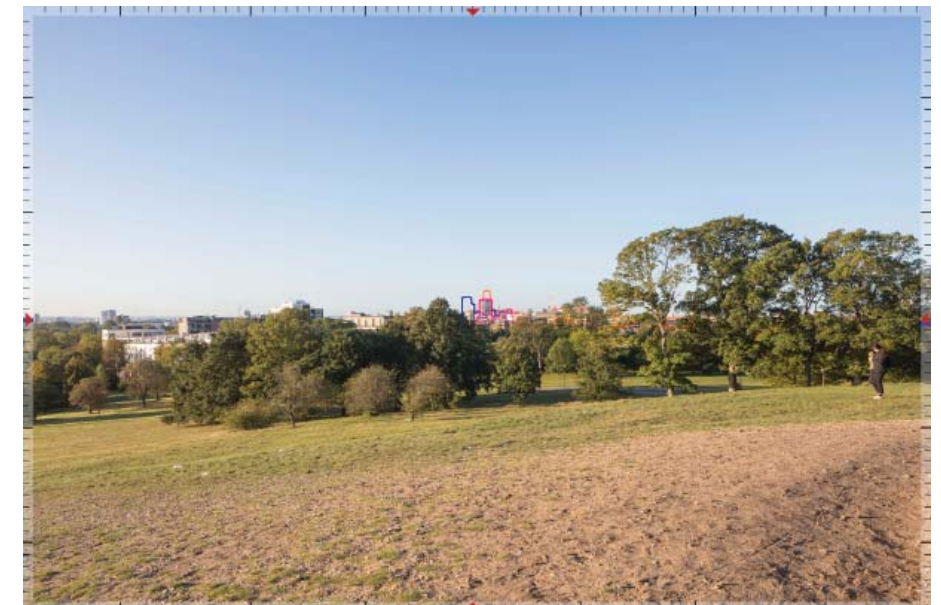
Edgware Road - Existing Views



Edgware Road - Proposed rendered massing



Primrose Hill - Existing Views



Primrose Hill - Proposed rendered massing

Fig. 2.20 Selected Townscape Views



## 2.13 Planning Context

National, regional and local planning policy guidance have been considered in the design of the Development, and against which the application will be assessed. A detailed analysis of the key policies can be found in the Planning Statement.

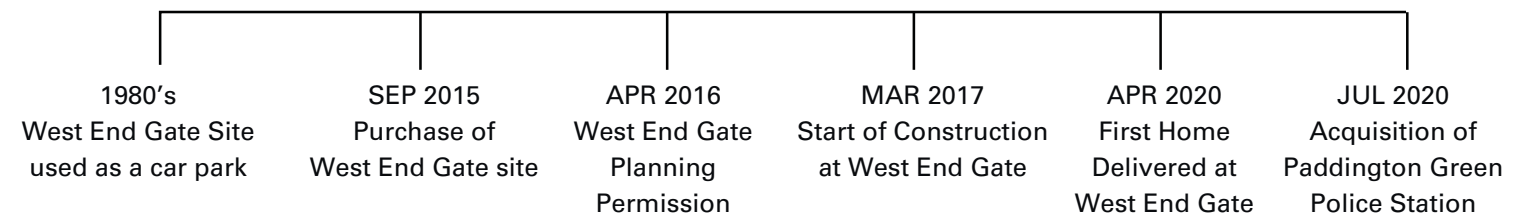
The Development Plan for the site comprises the following:

- New London Plan 2021
- Westminster City Plan and Proposals Map (November 2016)
- Draft Westminster City Plan 2041 (2021)
- Saved Unitary Development Plan policies (2010)
- National Planning Policy Framework (2019)
- National Planning Policy Guidance (2019)
- London View Management Framework (2012)
- Relevant Supplementary Planning Guidance and Documents (SPG's/SPD's) by the Mayor of London, City of Westminster (refer to the Planning Statement and ES).

The applicant, Berkeley purchased the West End Gate/14-17 Paddington Green site in 2015, and followed up with the purchase of the Paddington Green Police Station site in 2020 with a clear mandate to deliver housing for London on the site. Since the original application was consented the buildings in Paddington have changed significantly. Taller schemes of significant height have been consented and are being proposed in the immediate vicinity of the site.



Fig. 2.21 Aerial photograph of site progress on West End Gate site - August 2020



3.

## The West End Gate Masterplan



### 3.0 The West End Gate Masterplan

#### 3.1 Masterplan

##### 3.1.1 Overview

The Paddington Green Police Station forms part of the wider West End Gate Masterplan which has three sites in total and is comprised of the following:

1. West End Gate
2. 14-17 Paddington Green
3. Paddington Green Police Station

##### 3.1.2 Objectives

The purpose of the masterplan is to bring together the three immediate sites listed above as part of a wider place-making strategy. The masterplan also connects the site into the wider WCC Church Street Masterplan. Westminster's aspiration for the area is a comprehensive approach to delivering estate renewal, a regeneration plan to deliver more homes, an improved shopping centre and public realm.

The current masterplan comprises a 30 storey residential tower with a series of mansion blocks set around a series of residential courtyards and communal amenity spaces.

##### 3.1.3 West End Gate

In April 2016 the City of Westminster resolved to grant consent for a masterplan providing 652 residential units of which 126 are affordable, a public piazza and outdoor seating space, 9 retail offerings and a commitment to spending £1.1m on a public art scheme. Through subsequent S73 and S96a consents the total number of homes rose to 688 units with 130 affordable units. The above consents were all subject to the completion of S106 Agreements worth over £6.2m for the surrounding community and area. A further £10.7m is payable through the CIL charges associated with the West End Gate and 14/17 Paddington Green development.

##### 3.1.4 14-17 Paddington Green

In December 2017, consent was granted for the 14-17 Paddington Green site, delivering 200 residential units of which 39 are affordable. Through a subsequent S73 consent the total number of homes rose to 216 with 45 of those being Affordable Homes.

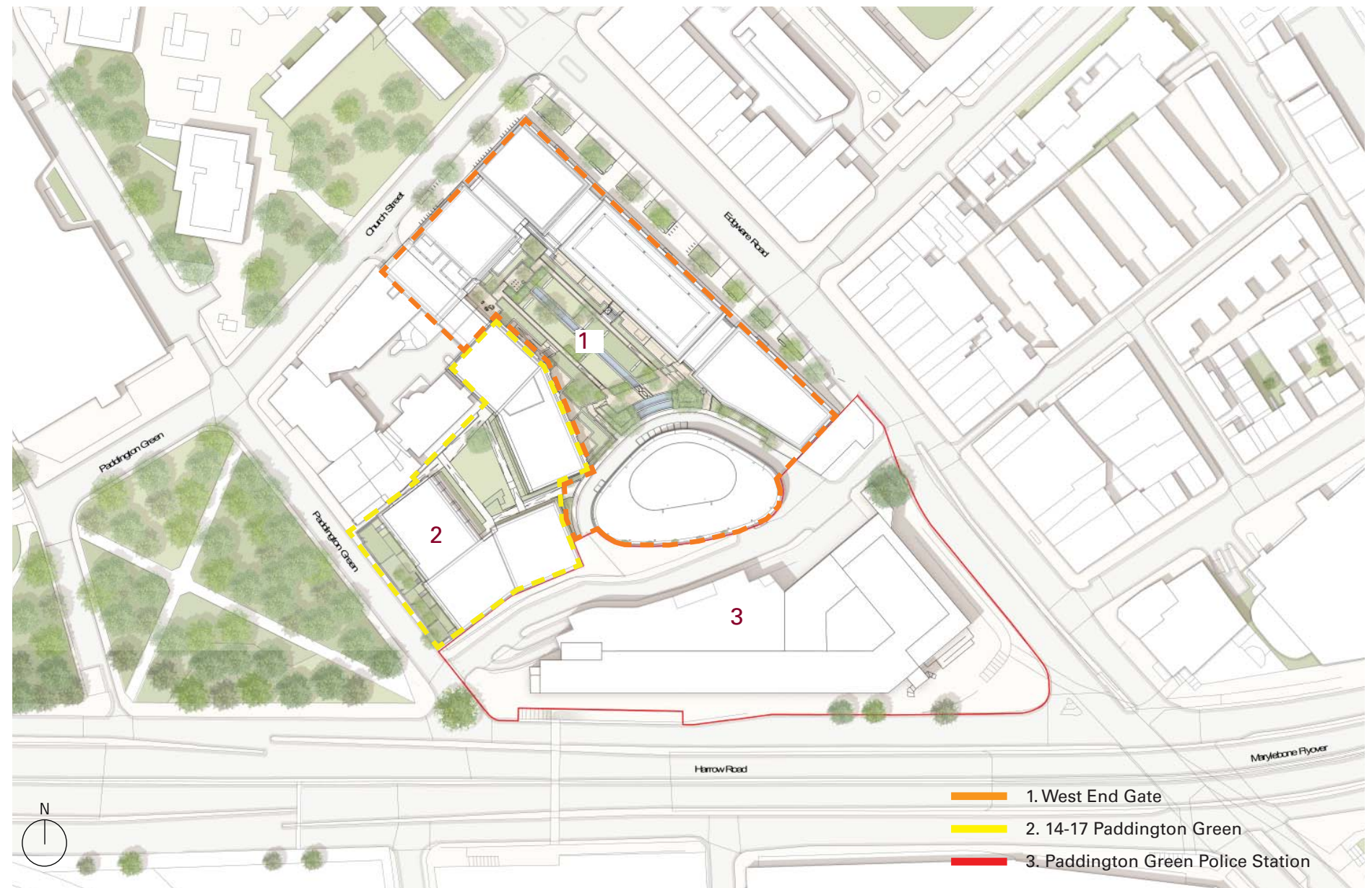


Fig. 3.1 West End Gate Masterplan Plots



Fig. 3.2 Visuals of consented West End Gate and 14-17 Paddington Green developments

Fig. 3.3 Photograph of West End Gate



### 3.2 Design Concepts

#### 3.2.1 The design concepts are site specific and include:

- City and Gateway -The site sits on an axial position for London on the intersection of the A40 and A5 Edgware Road. Both of these routes are primary historic and present day connections into London.
- Mansion Blocks -These are the inspiration for a contemporary London living. Prior to the Garden Suburb expansion of London these buildings were a successful model of living for London's population. The building examples in Maida Vale continue to set precedent for London today.
- Nature - Inspiration is drawn from the richness of local nature in Paddington Green and Little Venice.
- Community - Church Street market is an inspiration with its vibrancy and life and colour.
- Art and Public Realm - Placemaking in the form of connecting routes, sculpture trails, squares and London artists



Fig. 3.4 Masterplan Concept - City and Gateway



Fig. 3.5 Masterplan Concept - Nature



Fig. 3.6 Masterplan Concept - Mansion Blocks



Fig. 3.7 Masterplan Concept - Community



Fig. 3.8 Masterplan Concept - Art and Public Realm



# 4. Design Development



## 4.0 Design Development

### 4.1 Design Principles

The design is composed of three key elements that have informed the design approach and for Paddington Green Police Station. These are;

- Public Realm
- Mansion Blocks
- Gateway Tower

The Public Realm is designed as a response to the site analysis and design concepts. The site is currently occupied by a single, impermeable block but the proposals seek to open up the site, creating new pedestrian routes through and into the Newcastle Place. The landscaping has been developed as a quality managed environment for both residents and members of the public. It will connect to the concepts for nature, community and culture. These will find their place with artist collaborations that will connect together the sites history, context and communities. A further detailed description of the landscape spaces and zones are described see section 6.0

Drawing reference from the existing mansion blocks is a continuation of the typology that historically defines the neighbouring areas and has been re-imagined within the new West End Gate development. The mansions are some of the best examples of London living and high density residential. As developments they sit in well kept gardens and express an architecture of considered composition and craft.

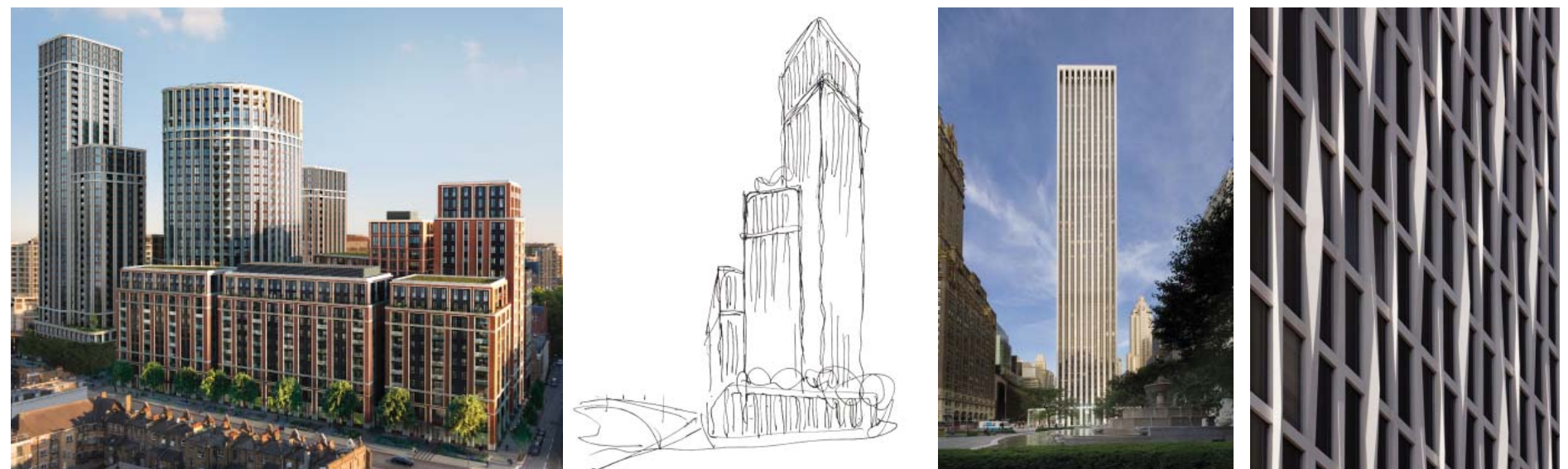
The tower is intended as a gateway marker and is designed with full consideration of its townscape significance. The long distance views and local views create the setting for designing the external appearance of the building. As a precedent we have benchmarked other tall schemes in the area and compared the views with our own building design. Principally the facade is designed to be vertically expressed and with a minimum number of bays. The simplicity of the design creates an organic rhythm of expressed columns, spandrels, bays and balconies. The building has moved away from the rigour of classic proportions and sought to introduce a more organic facade response, helping to give the proposals a unique character on this critical development site.



Public Realm



Mansion Blocks



Gateway Tower

Fig. 4.1 Design Inspirations



## 4.2 Design Evolution

The overarching aim of the proposals for the site have been to provide a high quality residential development supported by publicly accessible, landscaped realm, combined with ground floor activation through retail, office, affordable workspace and residential amenity spaces.

Key design issues that have been addressed during the review and development of the scheme are as follows:

- Provision of residential led development of appropriate scale and massing for the local area, providing a significant number of new, high quality dwellings.
- Building heights and design respectful of all long distance views, specifically those from the Little Venice and Royal Parks, whilst also marking the key gateway junction on the corner of Edgware and Harrow Road.
- The creation of much needed permeability of the urban block to create new routes through and into the site in order to repair the broken streetscape.
- Newcastle Place re-imagined as a green urban oasis with high quality landscape and public realm improvements combined with significant uplift in biodiversity.
- Communal residential amenity via a series of rooftop terraces. Private residential amenity provided via recessed balconies to all apartments.

The site presents opportunities and constraints relating to existing land use policy, socio-economics, archaeology, noise, air quality, ground conditions, water resource management, biodiversity enhancement, wind, daylight and sunlight, and townscape and visual amenity, all of which have informed the detailed planning of the site. The following sections of this Chapter describe the design evolution processes undertaken by the Design Team. A series of site layouts and built form options are presented and described along with the necessary explanations that have informed the evolution of the alternatives considered.

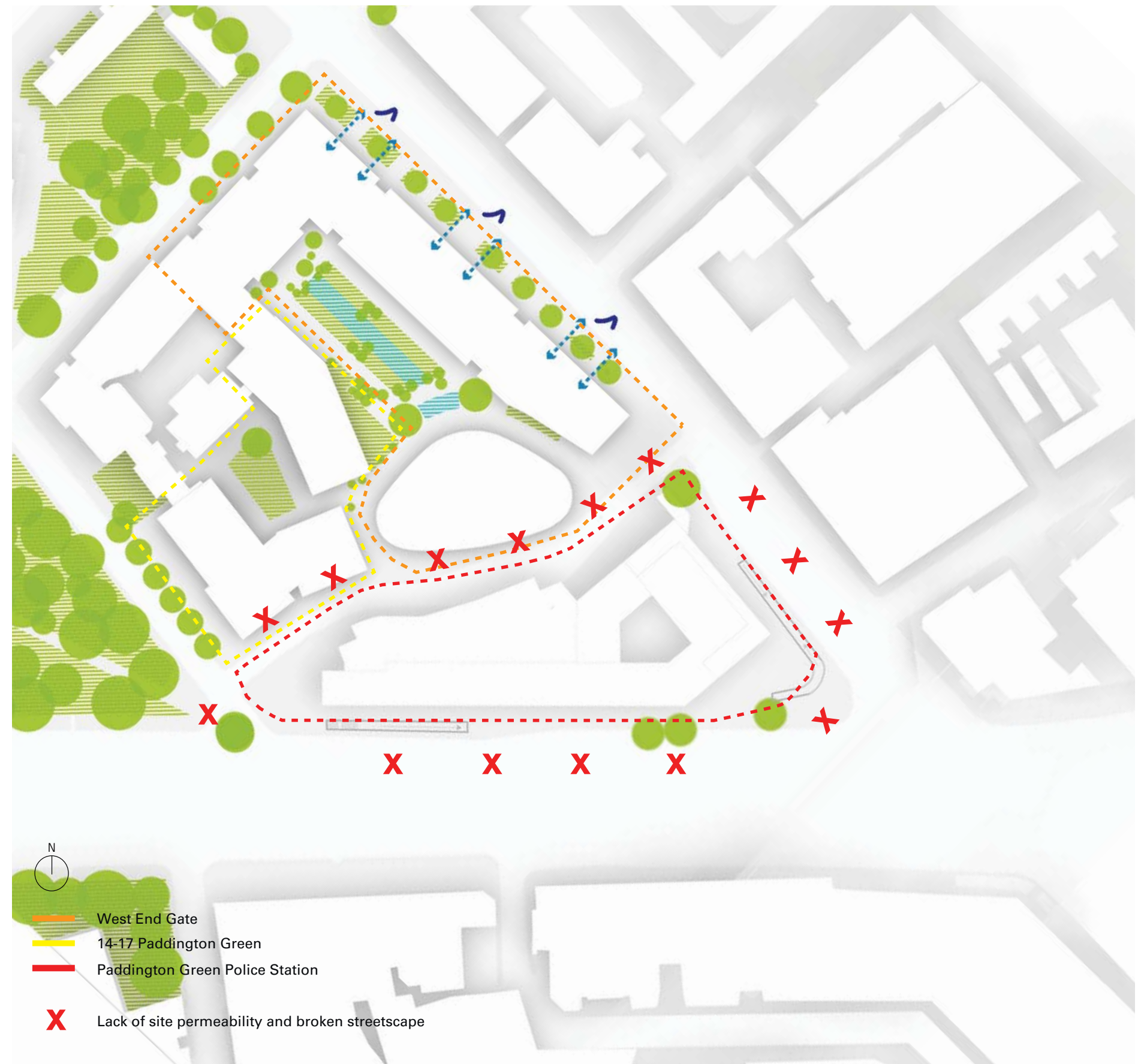


Fig. 4.2 Paddington Green Police Station - Existing site constraints



### 4.3 Key Design Opportunities

Key site opportunities have driven the development of the massing and building layouts (fig. 4.3). These include;

- An opportunity to create a new gateway tower where the old Roman Edgware Road running north/south meets the west/east orientated Westway.
- Regenerate and activate the corner of Edgware Road to create a new urban realm and destination that will repair the broken streetscape that surrounds the existing police station.
- Create a grouping of tall buildings incorporating the height and prominence of the Westmark and 1 Merchant Square to allow the new cluster of tall buildings to gradually step up in height.
- Frame the entrance to Newcastle Place with a feature building adjacent to the corner of Paddington Green that utilises the unique site constraints to create an architecturally striking building form.
- Re-imagine Newcastle Place as a green urban oasis creating a new green artery that will connect Paddington Green to Edgware Road.
- Introduce much needed permeability of the urban block to dismantle the urban fortress environment associated with the former high security police station and create pedestrian movement from Harrow Road to Newcastle Place.

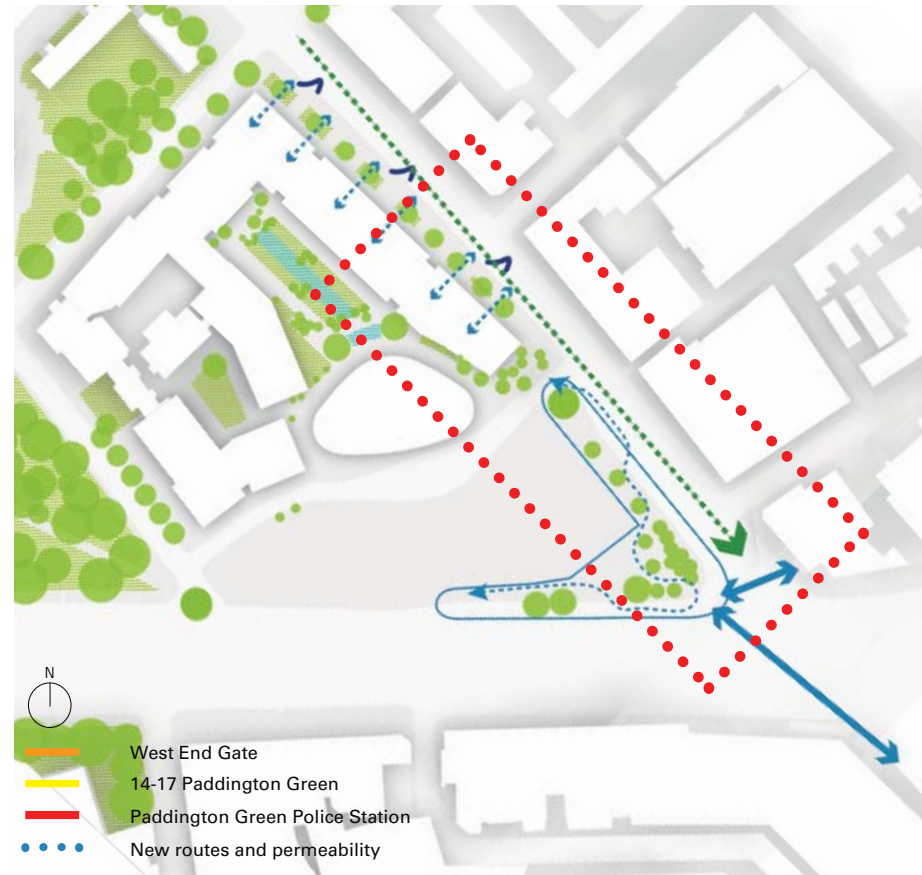


Fig. 4.3 Gateway corner of Edgware Road and Westway



Fig. 4.4 Harrow Road - Landscape and Site Permeability



Fig. 4.5 Newcastle Place - Green Urban Oasis

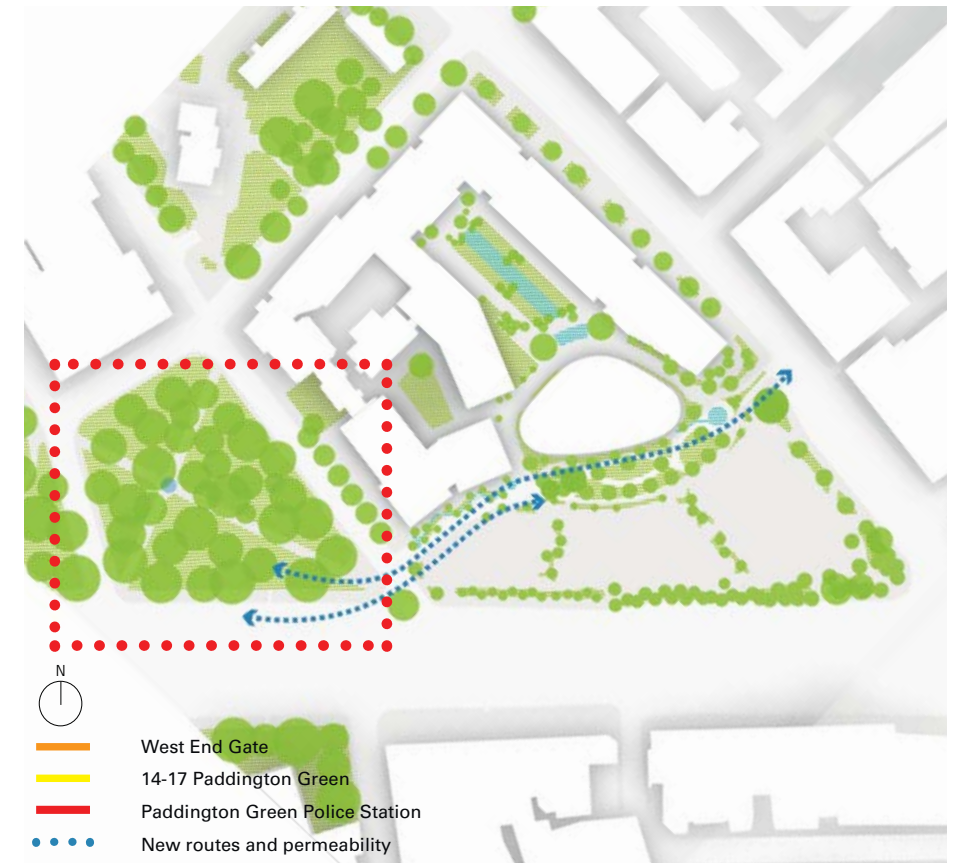


Fig. 4.6 Connections from Paddington Green to Edgware Road



#### 4.4 Massing and Scale

The massing and scale of the buildings are driven by four factors:

- Townscape studies of the building in terms of height, mass and context.
- Ambition to provide a viable residential development
- London's requirement to meet housing demands.
- Public consultation and comments from the wider public

The illustrative views adjacent capture the mass and scale of development in the immediate vicinity of the site and the concepts developed in response to this context. Utilising this information, the design was developed to carefully sculpt the building forms to ensure the proposals sit comfortably within the existing and emerging context.



Fig. 4.7 Aerial view of site and surrounding context

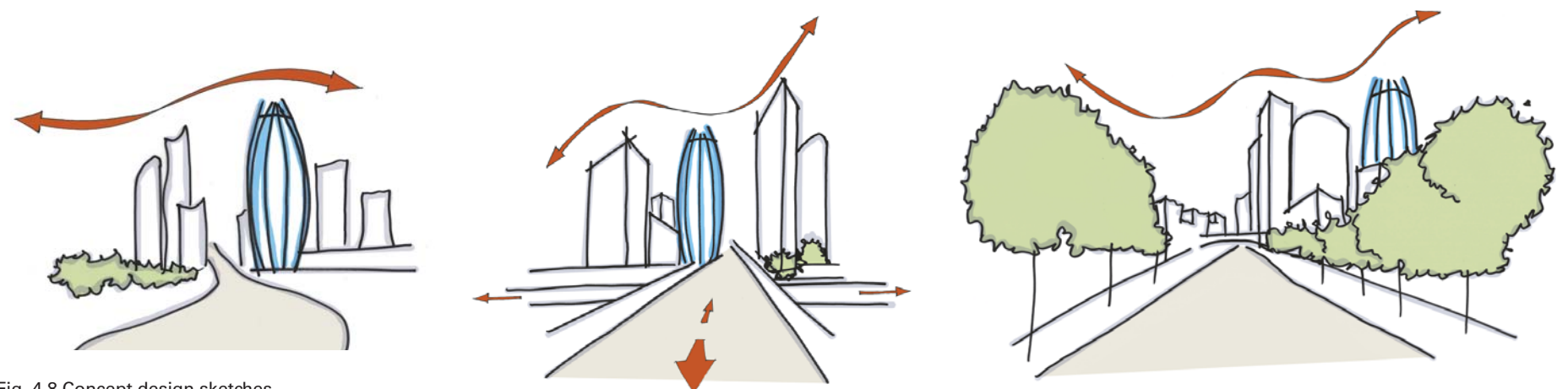


Fig. 4.8 Concept design sketches