

#### 4.4.1 Massing Design Options

The axonometric views adjacent (Fig. 4.9) illustrate a series of studies that have been carried out to explore the impact of height and mass during the design process.

The original concept looked at the introduction of two towers that would compliment the existing Westmark to complete a family of tall buildings. Comments received via Pre-App discussions with WCC noted that whilst this maintained the design language and sculptural form of the existing tower, the views from distance highlight issues with bulk and mass, leading to coalescence of the building forms on the site.

In response to this, the proposals were revised to break down the buildings into smaller footprints that would lead to more slender and elegant tall elements, helping to reduce the visual impact of the proposals when viewed from distance.

As a result of comments received during consultation with key stakeholders and the public, the gateway tower on the corner of Edgware Road has risen and fallen through the design process from a high point of 42 storeys, reducing slightly to 39 storeys and ultimately dropping to 32 storeys in height to deliver a refined and sculpted building form marking the gateway into the city centre and sitting as part of the family of tall buildings with Westmark at 30 storeys and 1 Merchant Square rising to 42 storeys.

Similar comments from the consultation process has led to the building form adjacent to the corner of Paddington Green being reduced in height from an initial high point of 25 storeys to 18 storeys. This move has allowed the feature building marking the entrance to Newcastle Place and the wider West End Gate masterplan to step down and sit more comfortably with the neighbouring buildings in the masterplan and the wider Paddington Green Conservation Area.

Finally, the central mansion block sits considerably lower than the main tower building. This overall massing on the site to step down to reduce the massing and maximising the extend of daylight that penetrates into new green urban oasis in Newcastle Place.

Each of these key design moves has been carried out in response to comments received from WCC, GLA, and the consultation process. The proposals have been tested to explore the impact on views form distance and interrogated against, existing and consented schemes in the vicinity

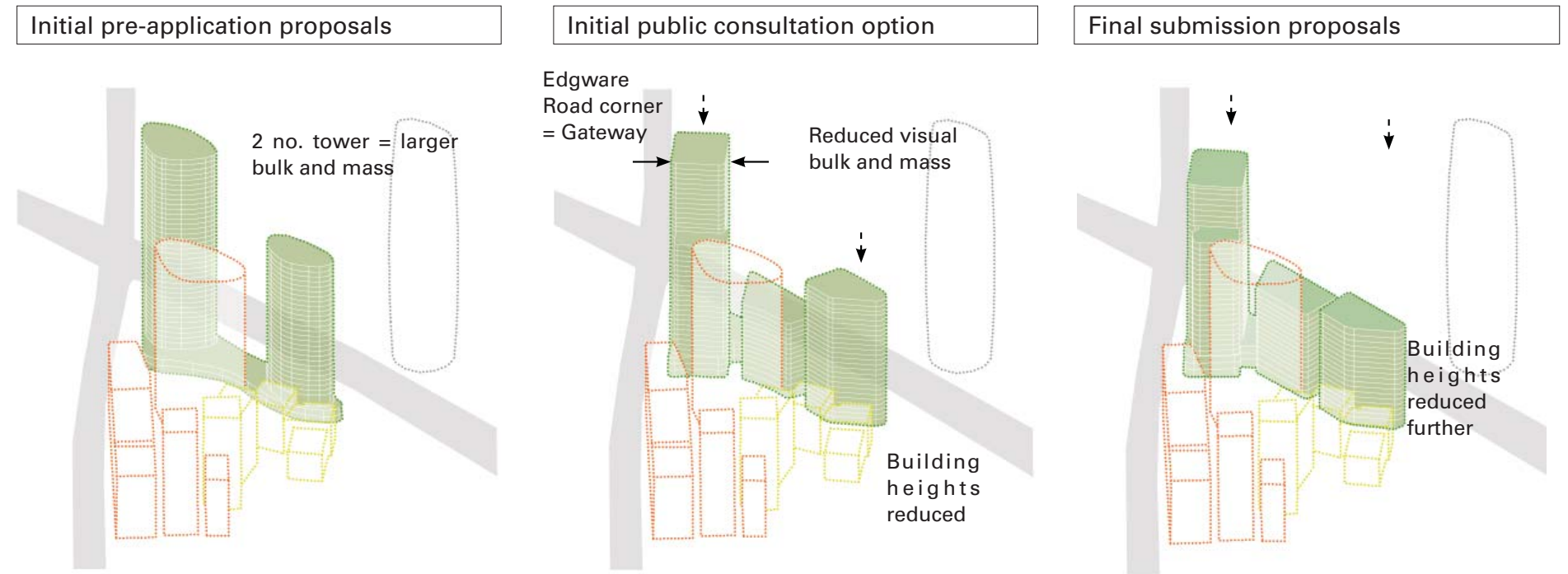


Fig. 4.9 Concept design massing studies



Fig. 4.10 Concept Design - Plan Evolution

#### 4.5 Initial Pre-Application Proposals

##### Concept Design - Option 01

The initial concept design proposals explored the development of two distinct towers located on the western and eastern corners of the site. The towers were sat upon a podium building form providing the opportunity for roof gardens to be incorporated and to provide much needed green space and improvements to the biodiversity of the site.

The building design followed the same organic form as the existing WEG tower and as such resulted in considerable visual bulk and mass when viewed from distance. Two towers were proposed at 42 storeys (Edgware Road corner) and 36 storeys (Paddington Green corner).

The following key design constraints were identified through the evolution of the concept and comments raised during pre-application discussions with WCC:

- Whilst this design response and façade articulation drew inspiration from the successful implementation of the WEG tower, the buildings were deemed to represent excessive bulk and mass when read against the buildings of the WEG masterplan and the wider context. Views from distance were problematic and led to coalescence of the building forms.
- The public realm improvements did not provide a focal point of regeneration to the important gateway junction of Edgware Road and Harrow Road/Westway.
- The podium created a wall like structure that impacted on the permeability of the site. The ability to create new pedestrian and cycle routes through the site was therefore limited;

As a result of this feedback, the design was developed to address the concerns raised.

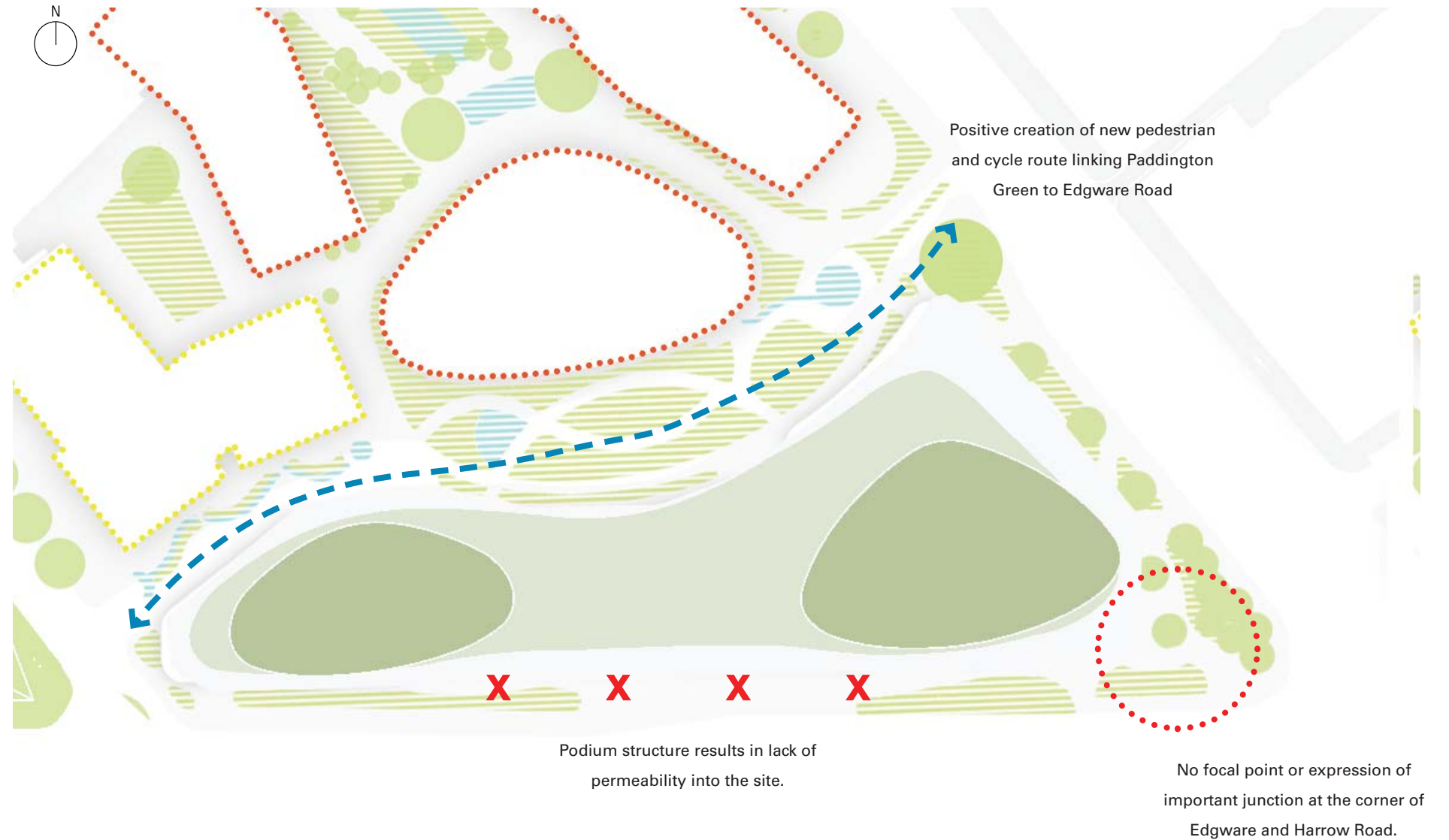


Fig. 4.11 Concept Design - Option 01 - Site Plan



Fig. 4.12 Concept Design - Option 01 - 2 blocks - 42 / 36 floors

#### 4.6 Initial Public Consultation Proposals

##### Concept Design - Option 02

In order to further break down the mass and introduce much needed permeability to the urban block, the design was developed further to introduce three distinct building volumes. A more slender 39 storey tower was introduced to mark the gateway corner of Edgware and Harrow Road and was complemented by a flatiron 25 storey tower in the western corner overlooking Paddington Green, with a lower 15 storey mansion block positioned to the centre of the site.

Careful placement of the taller elements to the extremities of the site allowed for the central mansion block to step down in height and maximised daylight and sunlight into the Newcastle Place urban realm. The amended height allowed for smaller and more elegant building footprints, improving sightlines and spacing between buildings whilst also helping to mark the junction of Edgware and Harrow Road.

The overall result, as shown in Figure 4.14 delivered a more considered design response that reinforced the importance of the junction of Edgware and Harrow Road/Westway, created a new urban realm across from the Edgware Road Underground station and addressed the concerns raised with regards to bulk, mass and coalescence.

The following consultation feedback was provided:

- Excessive height was noted during pre-application discussions with WCC and as part of the consultation process. It was noted that 39 storeys on the corner of Edgware Road and 25 storeys on the corner of Paddington Green was too high.
- The architectural language was noted as very similar to the existing buildings and as such made it harder to distinguish each building form when viewed from distance, impacting on the quality of the proposals.

In response to these comments, the design was further refined to reduce the overall height and visual impact of the towers whilst also exploring more fluid and organic architectural forms that would help to generate more unique building forms.

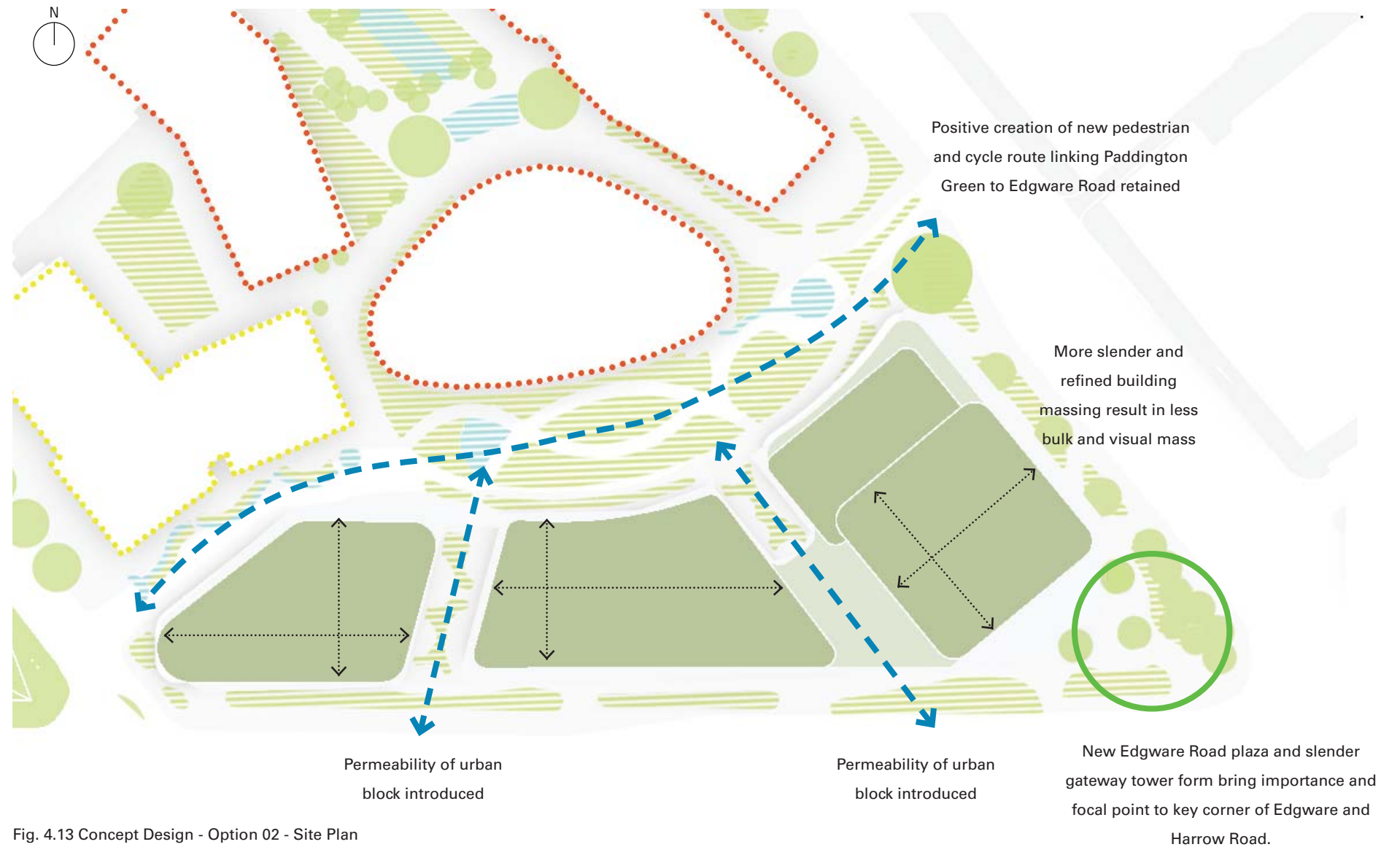


Fig. 4.13 Concept Design - Option 02 - Site Plan



Fig. 4.14 Concept Design - Option 02 - 3 blocks - 39 / 14 / 25 floors

#### 4.7 Selected Concept Design Proposals

The selected scheme continued to evolve to capture comments and feedback from pre-application meetings with WCC, the GLA, consultation with key stakeholders and the local community. The following refinements were made in order to deliver a final Concept Design Proposal:

- The building layouts were revised to provide more orthogonal building footprints, resulting in more rational and refined homes. The shoulder element of the gateway tower was rotated/twisted in order to provide a more dynamic relationship with the main tower, whilst still retaining the slender and elegant building form on the important corner of the site.
- Various massing studies were undertaken to address building height concerns and through the evolution of the design proposals, 32 storeys was deemed to be the most appropriate height for the gateway corner. This reduction from 39 to 32 storeys addressed concerns raised with regards to excessive height whilst still allowing the new gateway tower to step up slightly from the height of the existing 30 storey Westmark tower, helping to differentiate the two building forms.
- More organic facade articulation to the main gateway tower were explored to provide this building form with a dedicated character and style.
- The new Edgware Road plaza was retained on the gateway corner, helping to regenerate the urban realm and bringing activity and life to the development and the wider area.
- The urban green oasis throughout Newcastle Place was retained as an important link between Paddington Green and Edgware Road.

These key design moves help to deliver a more cohesive and detailed series of Concept Design proposals with which the detail design of the proposals has been driven.

#### 4.8 Concept Design Summary

As a result of the detailed Pre-App and Consultation process, the design has evolved to respond to queries and concerns raised. The selected Concept Design proposals have sought to mark the key gateway entrance point into the city centre whilst seeking to repair the broken streetscapes and regenerate the area through the creation of activity and movement around and into the site.

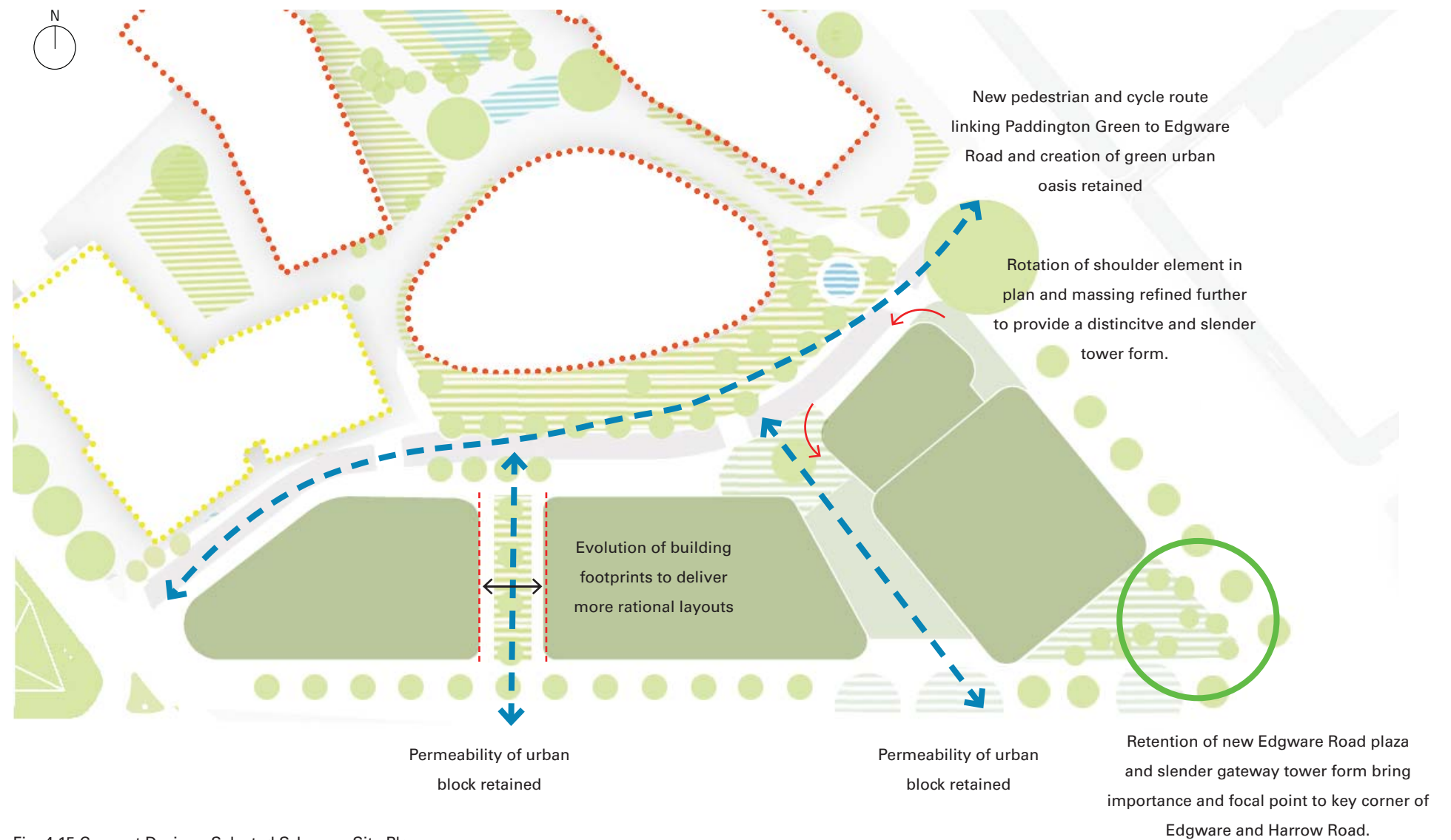


Fig. 4.15 Concept Design - Selected Scheme - Site Plan



Fig. 4.16 Concept Design - Selected Scheme - 3 blocks - 32 / 15 / 18 floors

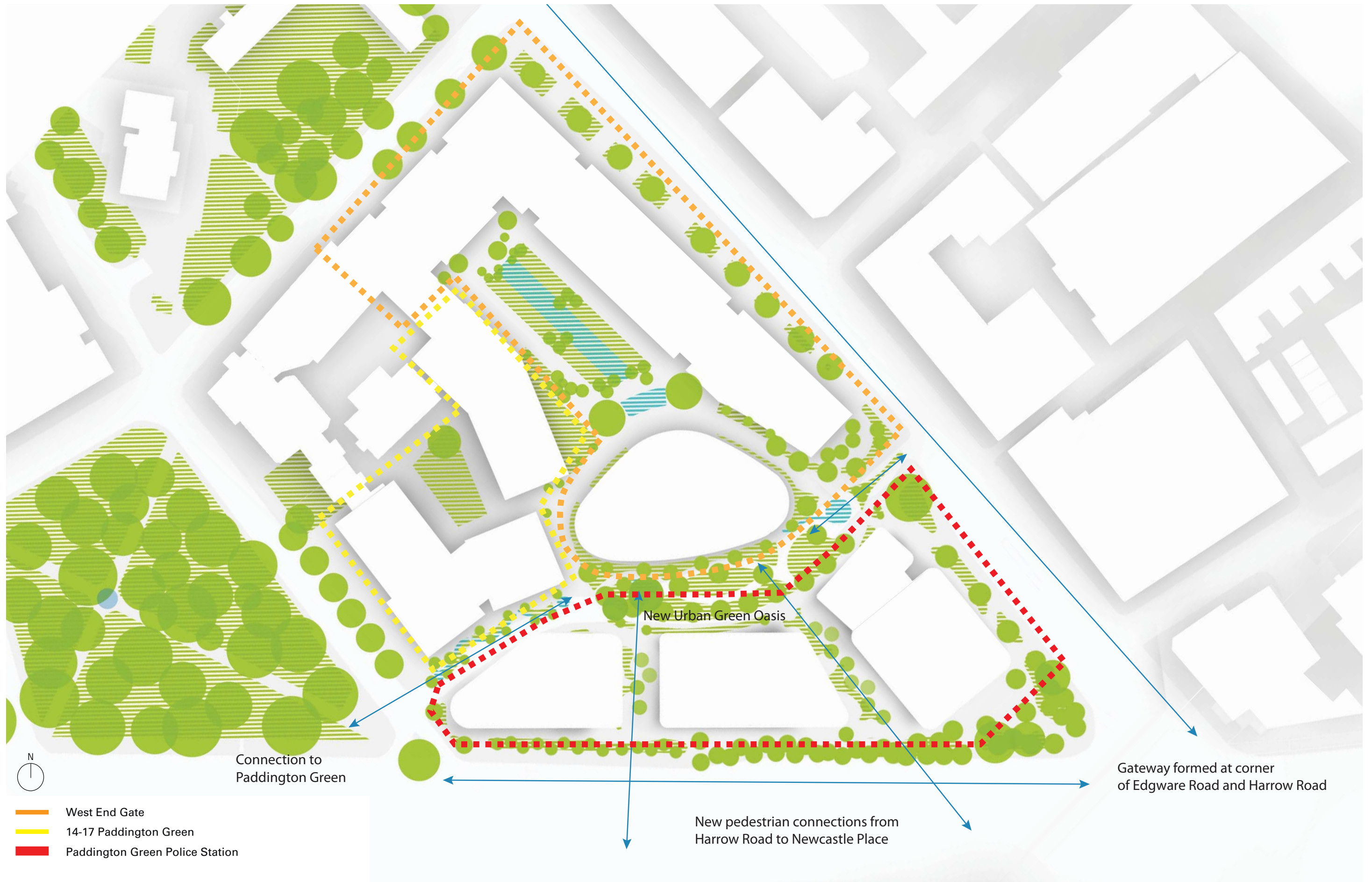


Fig. 4.17 Concept Design - Key Design Principles



Fig. 4.18 Concept Design - Selected Scheme Massing Study - View looking south

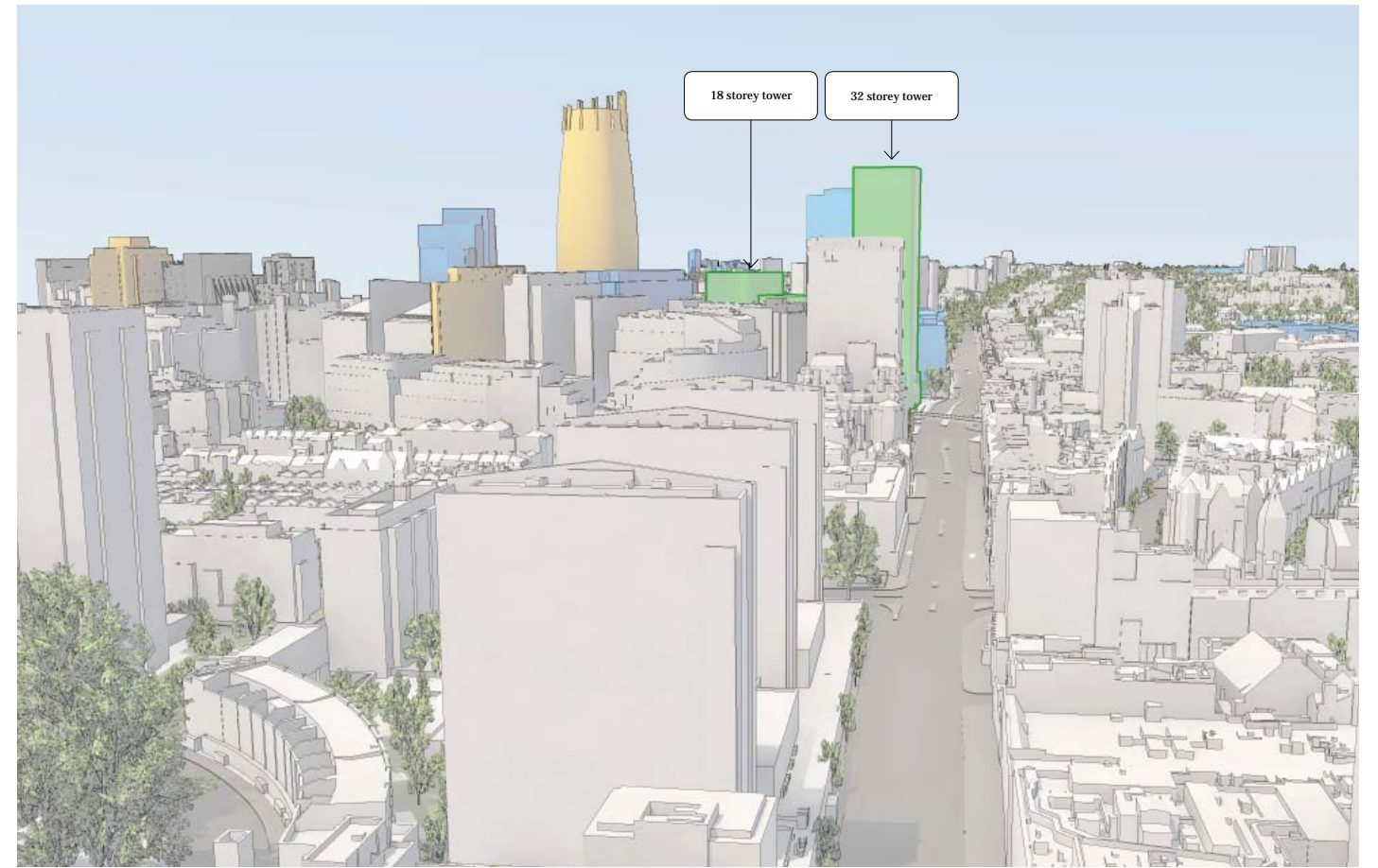


Fig. 4.19 Concept Design - Selected Scheme Massing Study - View looking north



Fig. 4.20 Concept Design - Selected Scheme Massing Study - View looking East



Fig. 4.21 Concept Design - Selected Scheme Massing Study - View looking west

#### 4.9 Pre-App Summary

A series of pre-application meetings have been carried out with Westminster and feedback and comments generated from these discussions have been incorporated into the design response.

The following information below lists out the headline comments from the Westminster Pre-App Meetings and outlines the Design Team response to the comments.

##### 4.9.1 Pre-App 01 - April 2019

###### Meeting Headlines

There were two schemes presented at the initial Pre-App meeting with both options comprised of two towers. The taller option proposed a 42 and 36 storey grouping of towers whilst the lower option proposed a 28 and 26 storey grouping of towers. The facade articulation adopted a similar architectural language to the existing Westmark tower at West End Gate to create a cluster of three towers, with significant enhancement to Newcastle Place, Harrow Road and Edgware Road.

###### WCC Feedback

- The principal of the redevelopment was supported, as was the residential provision including the 35% on site affordable housing provision. Clarification/confirmation was sought in relation to compliance with the Mayor's Affordable Housing SPG in relation to public land and the requirement for a portfolio agreement to be in place, ensuring that 50% affordable housing is delivered. The proposal was considered to be 'fast track' compliant on confirmation of the portfolio arrangement.
- The provision of commercial uses on site was also supported, and the loss of the existing police station/ social and community use was highlighted as requiring justification in line with adopted policy.
- Both massing options were considered to be unacceptable in terms of their impact on the townscape, and in the context of draft City Plan policy at the time. The feedback stated that the proposal would need to be considered in light of all relevant considerations and relevant viewpoints.
- More slender tall elements of built form were identified as having the potential to create higher points of interest, and that the footprints of the two towers in this option were excessive and unacceptable.

- In addition, replicating the Westmark tower design was not supported, with variety and variation in architectural approach and facade design supported.
- Further comments were received around the townscape and animation of the ground floor in relation to the plinth/podium approach at the lower levels – and the need to provide more animation to the street scape.
- Substantially reduced car parking on site was supported.

###### GLA Feedback

- The GLA supported the principal of the high-density mixed use redevelopment of the brownfield site, in the context of the site's location within the Edgware Road Housing Zone, and its (then) allocation in the Westminster City Plan as a strategic site allocated for residential led mixed use development.
- The loss of the police/community use was also accepted given MOPAC's published estate strategy and long held intention to dispose of the site.
- The affordable housing provision was supported on the assumption that the proposal will deliver 35% affordable housing on site, with an agreement in place between the MPS and the Mayor to deliver 50% affordable housing across the portfolio of MPS sites, and as such is considered to be fast track compliant.
- The housing mix and choice was supported, and it was noted that the affordable housing mix should respond to the requirements of supporting the Church Street Estate Regeneration project, which is the intention.
- In design terms, the general layout principles of the site and relationship to West End Gate were supported, including the new pedestrian routes and public spaces, as was the intention to provide basement level parking and servicing.
- There was no strategic concern raised with the principal of the height and the location of the taller buildings proposed. Likewise, consideration of the submitted townscape views concluded that the general scale and massing sits comfortably in the wider context, and will landmark the prominent junction and respond to the scale of Paddington Basin and the consented 'Cucumber' at 1 Merchant Square.
- Concern was raised in relation to the perception of bulk and risk of coalescence created. As such it was encouraged that alternative massing that reduces the

breadth of building footprints be explored, to provide more slender buildings.

- Greater architectural variation between buildings was also encouraged, as was an emphasis on residential quality in terms of relevant standards and policy requirements, and meeting accessibility requirements set out in the building regulations.
- Comments repeated general policy requirements around energy and sustainability.

##### 4.9.2 Pre-App 01 - Response

The design proposals evolved in response to the feedback and sought to reduce the bulk and mass of the two towers to create a more slender and considered building form. To facilitate this the proposals were revised to introduce three distinct building forms to significantly reduce the building footprints.

The facade treatment was developed as a further iteration of the Westmark facade treatment.

##### 4.9.3 Pre-App 02 - February 2020

###### Meeting Headlines

Revised proposals were presented in response to the feedback received, with a particular focus on excessive bulk and mass of the two buildings presented in Pre-App 01.

The new design proposals included a composition of three more slender buildings of varying bulk and mass, with a tall, slender tower located on the corner of Edgware Road and Harrow Road, with lower buildings sat centrally within the site and on the Paddington Green corner. The overall height of the proposals was reduced to 28, 11 and 19 storeys in height across the three buildings. The proposal retained the plinth at the lower floors, and the significant proposed public realm and landscaping works to Newcastle Place and around the site.

The proposal was well received by Westminster as a positive response to the comments raised through the first pre-application meeting. This formed the basis for detailed design development, to be presented at the third formal pre-application meeting.

#### 4.9.4 Pre-App 03 - August 2020

##### Meeting Headlines

The pre-app proposals comprised a greater emphasis on the ground floor and public realm through and around the site, delivering a group of three individual buildings with new public routes and greater permeability through and between these buildings, in addition to revised and comprehensive landscaping, planting and public realm strategy for Newcastle Place, Harrow Road and Edgware Road.

The proposal delivered 650 new homes including 40% on site affordable housing as a fast track compliant scheme, while retaining commercial uses at the ground to second floor of the buildings. Each building had a distinct architectural language, while retaining some elements of design consistency with West End Gate, comprising a taller, slender 39 storey building on the corner of Edgware Road and Harrow Road, stepping down to a 25 storey building fronting Paddington Green, with a shorter 14 storey mansion block between the two.

##### WCC Comments

- Officers continued to raise concern with the massing of the two taller elements, namely the tall building on the corner of Edgware Road and Harrow Road, and the 'flatiron' building on the Paddington Green side of the site.
- Comments were received in the context of the City Council's emerging City Plan and policy on building heights. The Draft Plan (at the time) identified the site as a Key Development Site for residential led mixed use development. The plan also identified the site as being suitable for the location of a tall, slender building, while setting out contextual building heights for the surrounding area around the wider Edgware Road/Harrow Road junction.
- Given the stage of policy development and lack of weight in decision making, officers advised that the focus should be on informing the design through analysis of townscape impact.
- Further comments were received on the design of Newcastle Place, building lines and further work to break up the massing of the buildings, in addition to the desire to explore the retention and potential re-use of some of the decorative panels on the Edgware Road frontage of the existing building.

##### GLA Comments

- GLA re-asserted their strong support for the principle of the residential-led redevelopment of the site, and acceptance of the loss of the police station use.
- The affordable housing position was supported in terms of the 40% on site provision and wider portfolio agreement across the MPS portfolio of sites. It was confirmed that the scheme was eligible for the fast track route, subject to confirmation on the tenure split.
- In design terms, the optimisation of the site within the CAZ is strongly supported, and that the redesign of the towers goes some way to address previously raised concerns with regard to coalescence and skyline composition in most views.
- No strategic concern was raised in relation to the principle and location of height as presented.
- Officers welcomed the greater variation in the architectural approach to the buildings, and advocated the exploration of other and more varied treatment options to achieve greater differentiation between towers.
- The basement level servicing was supported, and the knock on ability to then improve the public realm, and connection to West End Gate.

#### 4.9.5 Pre-App 03 - Response

In response to the Pre App the building heights have been developed to explore a reduction in height and the impact of this on views from distance. The slender nature of the revised tower footprint has been maintained to minimise the visual bulk and mass of the proposals when viewed from distance.

The facades have been developed further following Pre App feedback. Revised visuals and rendered bay studies have been developed to explore the facade design in further detail.

The reduction in height has been explored in conjunction with the townscape views. Reducing height and developing further facade articulation has been explored to reduce the visual impact on the Little Venice views.

The landscape masterplan has been developed to address the ground floor condition in further detail and rendered bay studies have been developed to explore the mass and form of the podium element.

#### 4.9.6 Pre-App 04 - November 2020

##### Meeting Headlines

The proposals retained and further refined the approach to having three distinct but related buildings across the site, with ground floor penetration between all blocks to deliver a pedestrian focused ground floor based on delivering permeability and a variety of connections through the site through to Newcastle Place and Paddington Green. The diversity of commercial uses at the ground, first and second floors remains, including offices, retail and restaurant uses alongside community focused affordable workspace.

The height of the buildings has been significantly reduced from the previous round of consultation, after several different massing scenarios were tested, using neighbouring Westmark as a key point of reference in townscape and views analysis.

The proposal at this stage now included a tall, slender building of up to 32 storeys (with a stepped shoulder of 25 storeys) on the corner of Edgware Road and Harrow Road, a central mansion block of 15 storeys, and a reduced 'flatiron' building of 18 storeys fronting Paddington Green. Further design work was undertaken around the potential to introduce further setbacks to the Paddington Green flatiron building, however these were not considered to be successful in design or townscape terms.

##### WCC Feedback

- Considered that this massing arrangement is more successful in addressing previous concerns than other options presented.
- The stopping up of Newcastle Place was discussed, with further analysis and detail to be provided. The landscape and public realm was welcomed as being of very high quality.
- The affordable housing provision was discussed, albeit in the context of separate meetings that have taken place with Westminster's affordable housing team around the required/preferred mix on site. The wider portfolio agreement was also discussed, in terms of the ability for Westminster workers or residents to have access to the additional affordable housing being provided off-site by MOPAC. An agreement in draft form has been developed for this provision, and it was considered that this offer had become stronger.
- The architecture and facades were considered to be of high quality, with some discussion around the termination or 'top' of the tall building and whether it



is defined enough.

- The first round of public consultation was also discussed in terms of the key points raised by respondents, as set out in the Statement of Community Involvement.

#### GLA Feedback

- Massing remains supported, concern was never about height, more about the coalescence with the existing West End Gate tower. Interventions and the re-alignment of blocks has successfully removed a lot of this concern.
- The facades are very high quality and have a positive impact on the townscape. Consider further variation between the facades of the three buildings. Very positive response to the flatiron building on Paddington Green, and is successful in the longer views.
- The view from Little Venice no longer shows issues of coalescence of massing, with more daylight showing between the blocks.
- Discussion was had around the off-site affordable housing provision and portfolio agreement with MOPAC.

#### Pre-App 04 - Responses

The positive comments on the revised height and massing allowed of the design to evolve in more detail, with further emphasis put on the design of the ground floor interface and detail development of the landscape and communal residential spaces.

The idea of defining the top of the tower was explored through design development to allow the building to define the upper floors of the tower whilst still retaining the organic nature of the facade proposals.

#### 4.9.7 Pre-App 05 - February 2021

##### Meeting Headlines

A further refined version of the reduced height scheme was presented to officers in February 2021, and also formed the basis of the second round of public consultation undertaken from late February onwards, as detailed in the Statement of Community Involvement by Concilio.

Officers confirmed the proposed viewpoints selected for the Townscape and Visual Impact Assessment, and provided no further comments on the proposed building heights, highways

aspects, sustainability and energy, given comments already provided. Key WCC officer comments included:

- Confirmation that the loss of the Police Station is acceptable in policy terms.
- Officers commented on the proposed housing mix, supporting the proportion of studio units, but raising that the proportion of family sized homes falls slightly short of Westminster's strategic target, while there are also some oversized units.
- Housing quality comments confirmed that all flats meet London Plan space standards for internal space, private amenity space, and access to communal amenity space (including for residents of the affordable housing). Comments were raised with regard to the proportion of dual-aspect units and single aspect units, with further information required around ventilation, daylight and privacy of these units in particular.
- The provision of Class E floor space is supported by officers, as is the provision of affordable workspace in the scheme.
- Daylight and sunlight comments were provided in terms of what measures should be used in presenting information in the planning application, and acknowledgement that the scale of the proposals is likely to lead to some impact on neighbouring buildings, including on West End Gate.
- Comments in relation to the public realm improvements were supportive of the proposed approach to Newcastle Place, the Harrow Road underpass, and the Edgware Road junction. Further engagement with Westminster officers is continuing ahead of submission, to ensure proposals tie in with the Council's wider vision for the stretch between the Edgware Road junction and the Travis Perkins building in Paddington Places, led by WCC Place Shaping Team.
- The waste strategy was generally supported in terms of the quantity and nature of waste and recycling storage proposed, with further information requested on the swept path analysis, while the proposed waste chute in Block K raised some further questions.
- In relation to noise and air quality, the proposed use of NOx filters was supported and comments were received in relation to assessment and submission requirements.

#### 4.9.8 Pre-App 05 - Response

The housing mix has been revised to ensure 25% of homes delivered are family sized. The size of penthouse apartments has also been reduced in line with policy to limit these to a maximum of 200m<sup>2</sup>.

Single aspect apartments have been designed to predominantly face south, west or east. A detailed analysis of daylight/sunlight impact on all apartments has been carried out to ensure sufficient levels are delivered to LKDs and bedrooms wherever possible.

High performance glass and aluminium framing systems minimise heat gains in apartments and reduce the extent of mechanical cooling required.

Poor air quality is addressed through the use of NOx filter to all apartments to ensure clean air is delivered to homes. Operable windows have also been provided to all key rooms to provide a level of natural ventilation that can be controlled by residents as required.

Privacy issues in the gap between Block I and J have been addressed with the design of the apartment layouts, positioning the living, kitchen and dining space onto the corners of the buildings and offering dual aspect. The remaining single aspect apartments in this area have been designed to ensure living/kitchen/dining spaces do not overlook other living/kitchen/dining spaces in the adjacent building. Finally, an additional level of privacy is provided through the placement of the recessed balconies which increase the distance between glazing lines.

The proposals focus on enhancing the ground floor through the new flexible commercial space designed to activate the area. This also feeds into better lighting throughout the development along with better connections creating natural surveillance.

The public realm has been designed to maximise the soft landscaping to the north of Newcastle Place, providing a new green link with opportunities for the planting of semi-mature trees and flower rich shrubs to create an ecologically rich environment.

Meetings have been held with the Placeshaping team to enable the Paddington Green Police Station proposals to work alongside their vision, aligning our palette of materials to ensure the scheme knits into the wider vision for the area.

#### 4.10 Public Consultation

Extensive consultation has taken place with Westminster City Council, key stakeholders, local residents and the general public during the pre-application design process.

The development of the design proposals has been shaped by the comments raised throughout the consultation process. Concerns centred around the bulk, mass and height of the building have been addressed with a significant reduction in height, whilst key concerns with regards to potential impact on neighbours, environmental design, crime and public realm and quality of housing have been addressed through the design development.

Typical meetings held to date:

- Westminster Pre-Application Meetings
- Ward councillors
- Local Amenity Societies
- Local Residents Associations
- Public Consultation
  - TFL Transport
  - WCC Place Shaping Team
- Public Exhibition Webinars

#### Designing Out Crime

Crime reduction measures have been captured within the design proposals as they have developed. The new public realm has been designed to be an open space, well lit space with good overlooking.

Through the creation of new pedestrian cycle routes through and into the site, the proposals aim to vastly increase footfall in the area and create a new series of landscape spaces that can be activated throughout the day and into the evening.

Further consultation with the Metropolitan Police will take place post submission and the details associated with Designing Out Crime will be developed further.

#### 4.11 Public Webinar Feedback

A series of Webinars were held with the local community.

The exhibitions were held on 3rd and 10th December 2020 with a follow up series of webinar presentations on 25th February and 3rd March 2021.

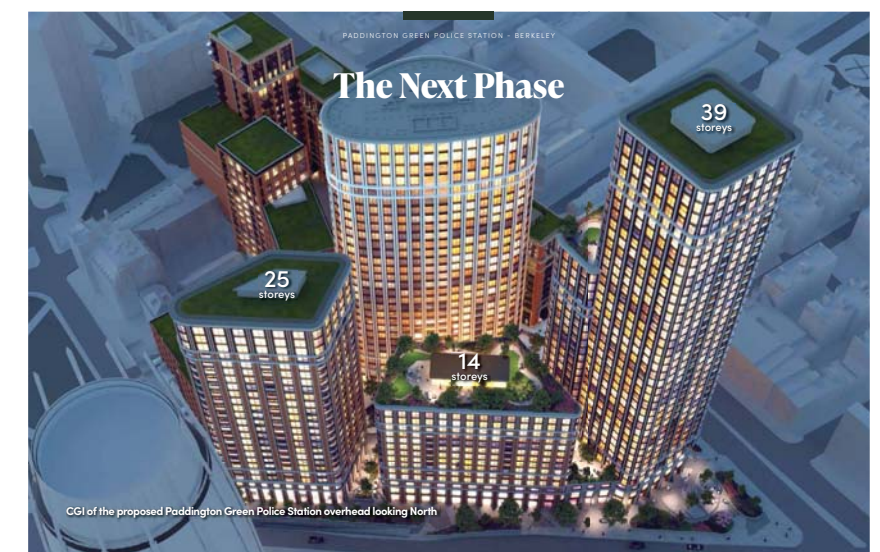
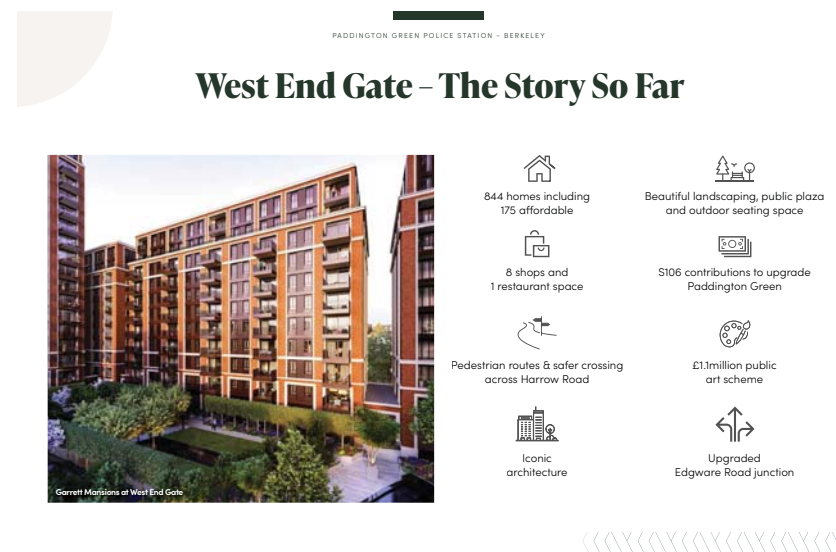
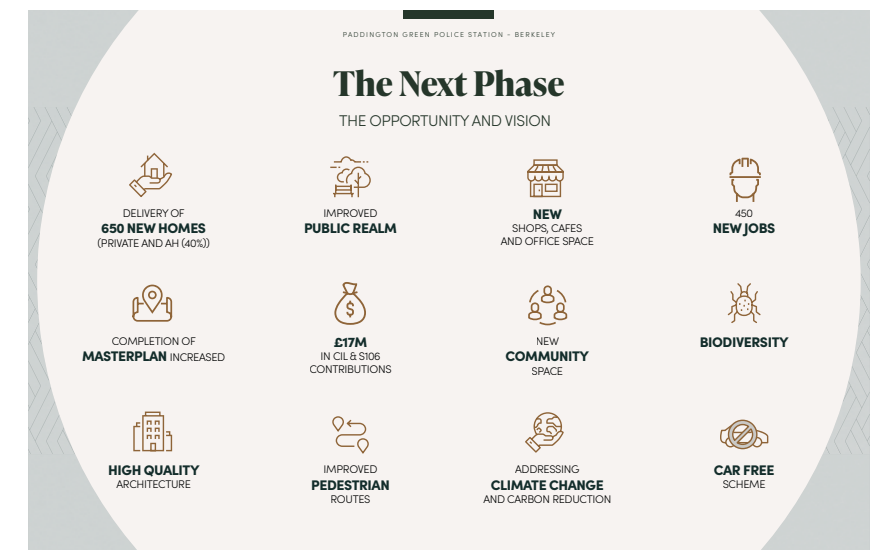
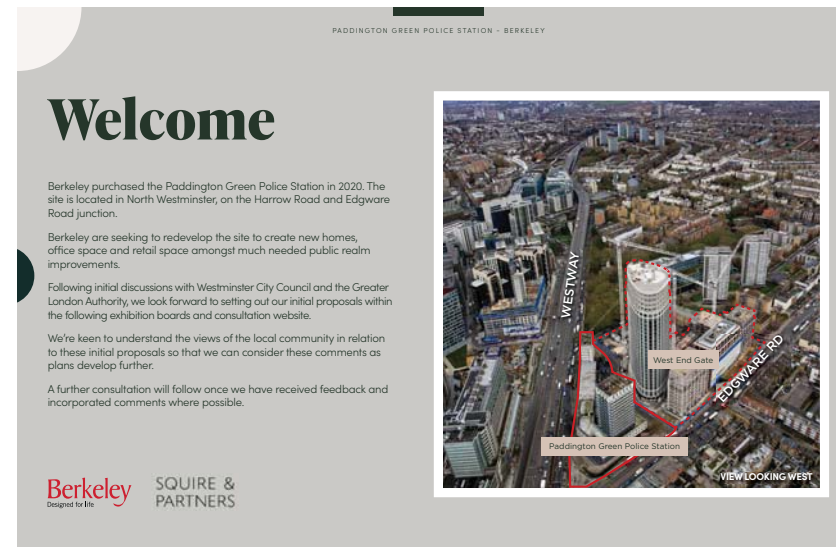


Fig. 4.37 Webinar Presentation Slides

## Activation Through Improved Streetscape

The Paddington Green Police Station proposals create more than just new homes. The proposals build on what has already been achieved at West End Gate to provide additional commercial, office and community space and a range of green and sustainable facilities.

New retail space to continue the activation of Edgware Road down from West End Gate.

A new extensive community space with the use designed/suggested by the public.



Proposed ground floor plan, showing new landscaped Newcastle Place and range of ground floor uses.

- Residential
- Office
- Plant
- Community Space
- Retail

### Benefits



A new community space



Servicing & refuse to take place from West End Gate basement, improving public realm



A new landscaped Newcastle Place managing and reducing through traffic, creating new places to stop and sit



Car free development with 3% on site accessible spaces

Exhibitions have been presented via digital webinars with representatives of Berkeley Homes, Squire & Partners and Concilio on hand to advise and respond to queries. Comments and queries raised at these presentation have helped to shape the development of the final design proposals.

Feedback on the proposals were sought via digital comment forms on the development website provided as a link at the webinars. Discussions at the webinar, private viewings, private meetings and feedback forms will be reflected in the Statement of Community Involvement to accompany the planning submission. Draft copies typical boards are attached adjacent.

#### 4.11.1 Public Consultation Comments

The main concerns raised by the public were consolidated into four categories.

- Building Height**  
Concerns around excessive bulk and mass.

#### Design Response

The design proposals were revised to reduce the height of the buildings allowing the visual bulk and mass to be reduced. The building footprint was evolved to introduce a crank or twist in the tower plan to generate a more dynamic interface between the tower and the lower shoulder element.

- Traffic and Parking**  
Concerns with more residents moving into the area and potential impact on traffic and parking.

#### Design Response

As a car free scheme there is minimal impact on the number of private vehicle movements in and around the site. The coordination of servicing and deliveries with the wider WEG development means these key activities will happen at same time across the WEG and PGPS site and therefore minimise the number of vehicle movement into the site.

- Urban Realm & Crime Reduction**  
Importance of ensuring the area is safe and useable for both pedestrians and cyclists and concerns around crime rates.

#### Design Response

The proposals were developed in further detail to reinforce the creation of ground floor activity, lighting and landscape to help transform the area into an open and welcoming space. These key moves will aim to improve overlooking and reduce levels of crime around the site.

- Green Space, Connectivity & Environment**  
Useable green spaces accessible for all and concerns for residents living next to the Westway.

#### Design Response

Through careful design development, comments raised at consultation have been incorporated into the proposals to ensure the rooftop gardens remain fully accessible to all residents. Further detail analysis was carried out to review the extent of noise and air pollution to these spaces in order to maximise the quality of amenity offered to residents.

- Public Consultation Summary**  
The concerns raised through the first public consultation webinar were used to inform design decisions as the proposals were developed. As a result, the height of the proposals were reduced, and further design development was carried out to ensure the public realm was a safe and welcoming space.

The proposals have also incorporated 3,000 sq.ft of Affordable Workspace in response to feedback from local residents and community groups, whilst the landscape proposals have been developed further to ensure the new urban realm provides a well lit, safe and comfortable environment for residents and member of the public alike.



CGI of Newcastle Place

## Next Steps

Thank you for taking the time to view our proposals for Paddington Green Police Station. We hope you have found the information useful.

This is the first stage of consultation and we are keen to hear the views of the local community. Please share your thoughts with us by clicking here or visiting the website below.

### Contact us

Call us on our number 0800 193 1869 or email [pgps@conciocomms.com](mailto:pgps@conciocomms.com) Visit our consultation website [here](#)

### Meet the Team



**Duncan Matthews**  
Land & Development Director



**Erin Bryant**  
Head of Development



**Clara-Rose Wright**  
Development Manager

### Timeline



#### 4.12 Block I - The Flatiron Building

The southwest corner of the site converges along Newcastle Place and Harrow Road. This offers an opportunity to introduce a feature building picking up on this important corner of the site and maximising the building footprint.

The building form has been sculpted to gently round the corners and in the process form a feature bull nose element on the corner, resulting in an elegant building that draws inspiration from the New York Flatiron building.

The building heights have been developed throughout the design process to explore the impact of height on this key entrance point into the site. Initial proposals explored a 25 storey element on this corner, however through detailed design exploration and feedback from the pre-application and consultation process, this has been reduced to 18 storeys. This allows the new building form to sit more comfortably against the backdrop of Paddington Green and the wider West End Gate masterplan.

Exploration of the facade treatments has ranged from applying a treatment drawing reference from the Westmark tower to a series of options that sought to provide the building with its own style and character that could sit as a standalone building form within the masterplan.

The upper most storeys have also played a key role in helping to reduce the visual impact of the overall height of the building, and the design has developed to reduce the size of the solid stone panels at the uppermost levels to reduce visual bulk and mass.



Fig. 4.22 Design development of Block I massing and facade articulation

#### 4.13 Block J - The Mansion Block

The Mansion Block has been explored in detail and draws inspiration from the successful mansion blocks that have been introduced on Edgware Road as part of the West End Gate masterplan. These in turn drew inspiration from the mansion buildings of Maida Vale to the north, helping to stitch the proposals into the wider urban fabric and architectural language.

At lower levels, a range of facade options have been explored to define the GF retail offering and Level 01 and 02 commercial office space, which is different from the lower level of the Flatiron building and aligns the central mansion block more with the base of the gateway tower podium.



Fig. 4.23 West End Gate - reference for Block I facade development



Fig. 4.24 Initial design proposals for Block J facade treatment

Facade articulation has been explored to refine the detailing and texture of the solid, terracotta coloured panels. Refining the detailing of these elements has enabled the mansion block to be viewed as a natural evolution and design iteration of the existing mansion blocks in the masterplan.

Similar to the Flatiron building, the upper storeys employ an alternative facade treatment to reduce the perception of physical bulk and mass and enable the buildings to be clearly read as a base, middle and top.

#### 4.14 Block K - The Gateway Tower

The tower form has evolved from the original concept of a direct relative of the Westmark to become a more organic and elegant form that stands alone its own right on site. The bulk and mass of the tower has been reduced by the introduction of a lower shoulder element that interfaces with the north facade of the main tower. This move has allowed the upper levels of the tower to remain slender and vastly improve the legibility of the proposals when viewed from distance.

The facade language originally employed the same facade system as the Westmark to allow it to relate directly to the other main building of height on the site. This has evolved during the design process and following feedback from pre-application discussions to create a more unique and organic design response. Whilst clearly still part of the wider masterplan, the new tower facade articulation ensure the tower has its own carefully defined architectural character.

The podium to the bases plays an important role in allowing the building to meet the ground and activate the frontage. The podium has developed to gently round the corners and use a facade expression that provides a strong base for the tower and the central mansion block to sit on.



Fig. 4.25 Initial design proposals for Block K facade treatment

#### 4.15 Façade Design

The design evolution process considered the architectural resolution of facade treatment. The selection of façade treatment was informed by elevation and materiality studies of the surrounding properties. Input from the Design Team members and specialists have also helped to influence the façade refinement and building design.

The buildings respond to their immediate surroundings with a recognisable palette of details and materials. The facades have been designed to be seen as a collection of similar buildings rather than one single building form. The structural and building grids have varied through the design process to optimise the coordination of facade and internal layout. Elements such as balconies, bays and windows are varied to provide depth and detail in the facade.

##### 4.15.1 Block I - Façade Development

Initial facade concepts for the Flatiron building explored the use of white GRC panels and bronze coloured aluminium framed glazing systems, drawing on the architectural language of the existing Westmark tower. This was designed to allow the taller elements of the proposals to read as an architectural set within the wider masterplan.

Whilst this allowed the building to read as an extension of the existing architecture, feedback from the Pre-App and consultation process suggested the literal application of the Westmark facade treatment resulted in a Flatiron building that lacked a unique character and appearance.

As a result, the design evolved to reduce height and introduce a series of red/brown GRC vertical cladding panels, refined to simplify the detail and provide a more individual facade treatment to the flatiron building. This drew inspiration from the tone and texture utilised on the 14-17 Paddington Green facades and in turn helped to tie these building forms back into the more residential scale of the brick mansion buildings found in the surrounding conservation areas.

The treatment of the individual cladding panels has also been developed to explore the application of texture and pattern to further define the unique character of the Flatiron building whilst sitting comfortably as part of the wider masterplan.



Fig. 4.26 Design Development - Block I - 25 storeys - Initial proposals



Fig. 4.27 Design Development - Block I - 18 storeys - refined facade articulation

#### 4.15.2 Block J - Facade Development

The central mansion block facade treatment has drawn inspiration from the new mansion block buildings on Edgware Road that were created as part of the wider West End Gate development.

The 15 storey height of the building has focused on efficient cladding systems, utilising GRC red/brown cladding panels in lieu of brickwork. This design approach uses a tall, slender cladding panel suited to the overall height and mass of the building as opposed to a traditional residential brick. This also allows the central mansion block to sit comfortably next to the Flatiron building and draw reference from the wider West End Gate masterplan which utilise similar GRC cladding.

The podium level has been developed to act as a link between Block K (Gateway Tower) and Block J (Mansion Block). Various alternative facade treatments and tones have been explored at this level to ensure a suitable and refined appearance that maintains the continuity of the facade at ground, first and second floor whilst acting as a base for the mansion block to sit on top of.



Fig. 4.28 Design Development - Block J - 15 storeys - Initial proposals



Fig. 4.29 Design Development - Block J - 15 storeys - refined facade articulation