

4.15.3 Block K - Facade Development

The gateway tower was originally conceived as a sibling of the existing Westmark and looked to employ the same facade articulation and detailing. This resulted in two towers that read very closely in terms of facade treatment.

Through comments raised at Pre-Apps and consultation, the facade treatment has evolved to provide a more distinct external facade, providing the building with its own character and architectural language. This was also heavily influenced by the detailed analysis of views from distance. Moving away from a continuation of the Westmark form has allowed the building to be read as independent and varied design responses, resulting in greater visual distinction between the building forms when viewed from distance.

The wider white GRC panels of the existing Westmark have been re-imagined to reduce in width and produce a more slimline vertical profile that emphasise the verticality of the gateway tower.

Exploration of horizontal banding has also been developed through the design process. Rather than provide full width, classical horizontal banding, the design proposals have evolved to deliver a more organic application of horizontal spandrel panels. These are applied to the facade in a more organic pattern, with greater density at the base of the tower that gradually erodes as the height increases. This dynamic shift in the design of the white GRC elements has allowed the building to be far more organic and unique to place on this key gateway junction.



Fig. 4.30 Design Development - Block K - 39 storeys - Initial facade articulation



Fig. 4.31 Design Development - Block K - 32 storeys - Organic facade articulation

4.15.4 'Top' of the tower

As a result of feedback received from WCC, facade articulation to define the top of the tower has been explored through the design development. A series of options were created that looked to introduce more traditional horizontal banding to the top of the tower to provide it with a clearly defined 'top'.

Whilst this facade response mirrors the treatment applied to the external envelope of the Westmark tower, it was felt that the design of the new organic tower was diluted with the introduction of a rigid horizontal band and this impacted on the concept of erosion as the facade window groupings slowly increase in height as they move up the building. Further options were explored to recess the glazing line at the top of the tower, however the purity of the organic facade design was further diluted as an additional layer of detailing and complexity ultimately distracting from the clean vertical lines that have been created on the tower facade.



Fig. 4.32 Design Development - Block K - Top of Tower Option 02



Fig. 4.33 Design Development - Block K - Top of Tower Option 01



Fig. 4.34 Design Development - Block K - Top of Tower Option 02

4.16 Material Options

The West End Gate masterplan is formed of high quality external facade materials and these have been used as a basis for the Paddington Green Police Station facade articulation and materiality.

Glass Reinforced Concrete (GRC) columns and spandrels are used to define the solid area of each facade and bring a level of rigour and repetition to the facades. This is then accentuated with the careful detailing of the material that varies from building to building.

The tower is designed with white GRC columns with organic rounded corners and sweeping spandrel panels to bring a more organic feel to the facade treatment of the tallest building.

In contrast the central mansion block and the flatiron building both use a terracotta coloured GRC series of columns to define the bay. The flatiron has embellished the detail further to introduce a feature pattern and texture into the external face of the panel, bringing a unique character to the building.

The window systems have been developed as consistent 'bronze' coloured aluminium window systems, continuing the detailing and tones used on the wider West End Gate masterplan and ensuring the Paddington Green Police Station proposals read as part of the whole.

4.17 Design Evolution Summary

The proposals have been through a series of design evolutions as a result of constructive feedback from the pre-application discussions, the wider consultation with key stakeholder and members of the public and a rigorous review of design options to deliver the most appropriate and well considered design response to the unique challenges of the Paddington Green Police Station site.



Fig. 4.35 Facade design development - Block K typical bay study

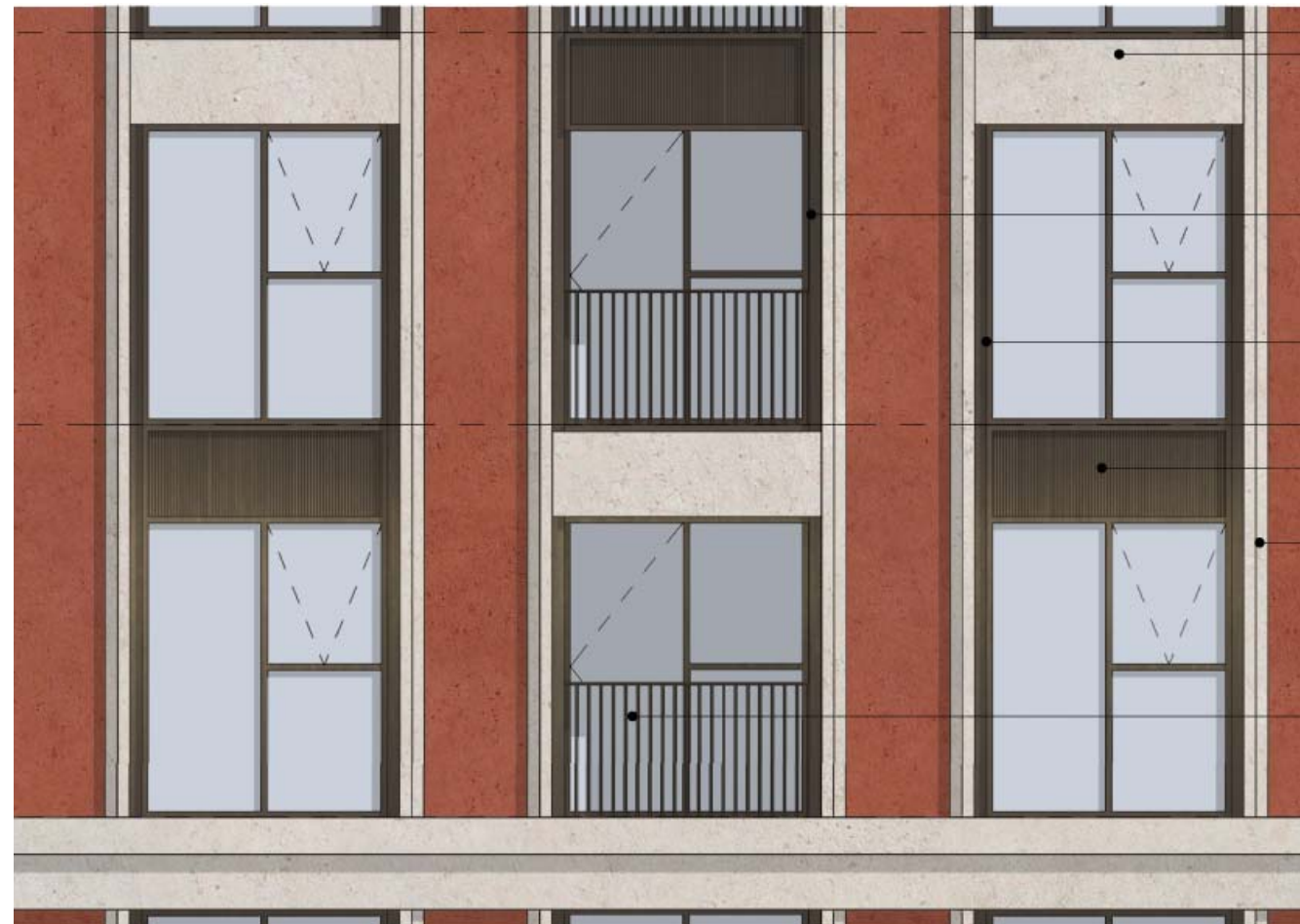


Fig. 4.36 Facade design development - Block I typical bay study

5. Scheme Design

5.0 Scheme Design

5.1 Land Use

The development will provide the following uses:

- Residential buildings providing a total of 437,000 sqm NIA high quality residential accommodation.
- 556 new homes.
- Strategic 50% AH delivered across MOPAC portfolio. On site provision of 38% delivering 210 Affordable Housing homes and an additional 68 Affordable Homes to be built off site.
- 60% intermediate, 40% London Affordable Rent.
- Retail space (Class E use) providing a total of 10,000 sq.ft. GIA distributed across the Ground Floor of each of the three buildings along Edgware road and Harrow Road.
- 40,000 sq.ft. of commercial office space (Class E) over level 01 and 02.
- Affordable Workspace to the Ground Floor of Block I
- Additional area is located at ground and basement such as receptions, stores, refuse/recycle, plant, loading and delivery areas and cycle parking to support the uses listed above.
- New hard and soft landscaped external amenity spaces are provided for public and private use. The landscape to Newcastle Place will form a new urban green oasis that links Paddington Green to Edgware Road. Additional green spaces are provided in the form of rooftop terraces to Block J and Block K.



Fig. 5.1 Aerial visualisation of design proposals

5.2 Layout

The site layout has been driven by the unique form of the existing Paddington Green Police Station site and the need to introduce much needed permeability into the urban block to help repair the broken streetscape. A series of links from Harrow Road run north into Newcastle Place allow for more pedestrian movement into and through the site.

The tower is located on the South Eastern end of the site at the important junction of Edgware Road and Harrow Road that helps to mark the gateway into the City Centre.

At the South Western end of the site, the Flatiron building has been placed to pick up on the importance of Paddington Green and mark the entrance to the wider West End Gate masterplan plan through Newcastle Place.

The central mansion block building has been developed to maximise the extent of light penetration to the centre of the site and provide a play on scales across the site, drawing inspiration from the existing mansion blocks of the West End Gate masterplan.

5.2.1 Ground floor

Retail units are located along the Edgware Road and Harrow Road frontage, providing activity and interest in addition to local services, while completing this long vacant section of the Edgware Road/Church Street District Shopping Centre. A new landscape plaza aims to rejuvenate and revitalise this neglected urban realm. The non-retail uses strike a balance between providing retail uses in fitting with the wider shopping centre, while also providing complementary commercial and leisure uses, including office space and residential amenity spaces.

The commercial uses are located on the ground floor of the tower podium and the central mansion block and have been designed as flexible commercial spaces to allow for a range of future retail uses. Flexibility, a range of unit sizes and generous floor to ceiling heights were identified as key requirements to allow for local businesses to thrive, especially small enterprises.

The main design criteria was to support place making through the activation of the ground floor frontage via public uses such as cafes and restaurants and small retail units that will animate the public realm. The units will spill-out into the new public plaza on Edgware Road and repair the fractured urban environment at this key junction.



Fig. 5.2 Visualisation of proposed Edgware Road Plaza



Fig. 5.3 Retail frontages and activation - precedent images



Fig. 5.4 Proposed Ground Floor Plan Uses



5.3 Office

40,000 sq.ft of commercial office space is provided over Level 01 and 02 of the podium. This is located at the base of Block J and K and is entered through a dedicated office entrance that can be accessed from the south via Harrow Road and from the north via Newcastle Place. Access for cyclists is also provided adjacent to the Harrow Road entrance and offers direct access to the dedicated basement cycle storage and separate changing facilities.

The entrance lobby has been developed to not only accommodate the main reception and lift/stair cores, but also form connections to the adjacent retail units to bring more activity and life to this key entrance space.

The office floorplates have been designed to centralise the cores and amenities, allowing for large, flexible, open plan spaces with full height windows to all external walls.

Sub-division of the office is possible utilising the carefully considered design of the cores and the space lends itself to a range of working spaces, from more enclosed, quiet spaces for focused work tasks, to more flexible open plan spaces ideal for more collaborative work.

Breakout space within the office footprint is complemented by two external garden terraces that offer a green space for use by the office workers.

In addition to the Commercial Office offering, the development also incorporates a 3,000 sq.ft. affordable workspace located at ground floor level in the Flatiron building. This has been developed in line with comments and feedback received during the consultation process to provide a space that will be beneficial to the local community.



Fig. 5.5 Office precedent images

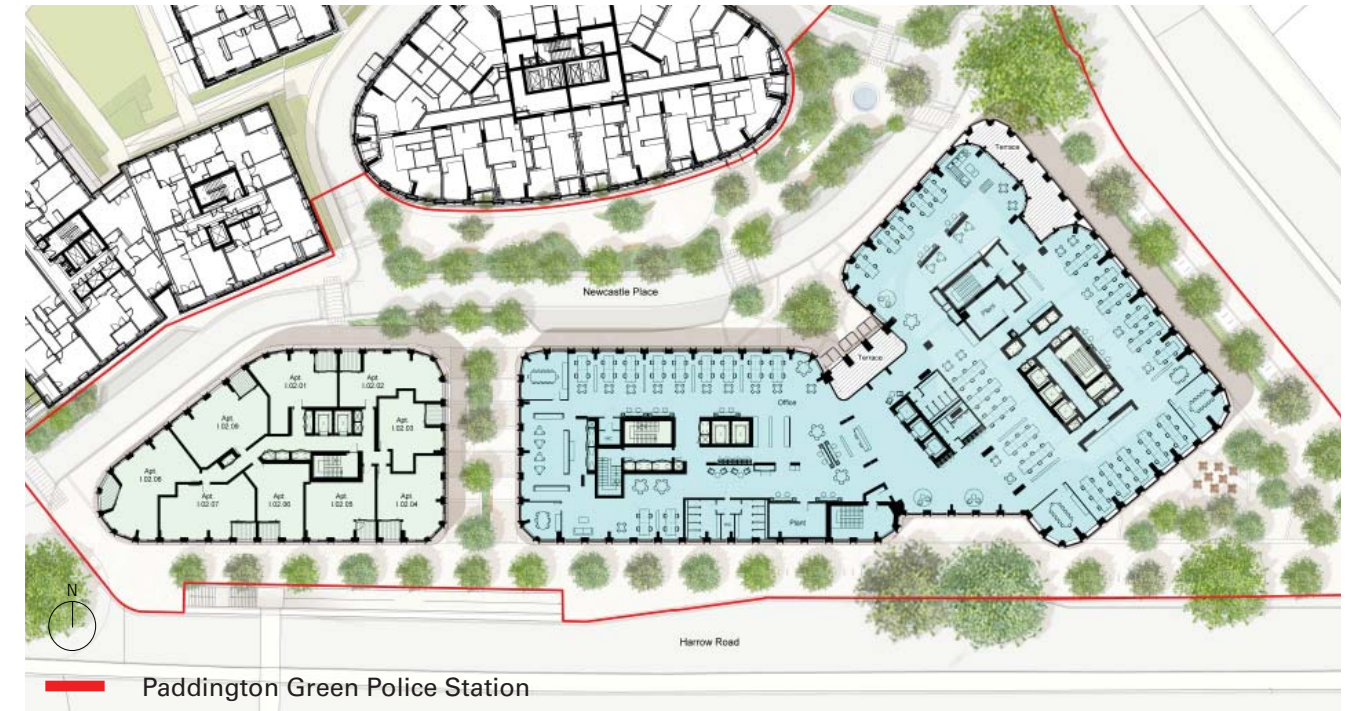


Fig. 5.6 Proposed Level 02 Office Floor Plan



Fig. 5.7 Proposed office entrance on Harrow Road

5.4 Appearance

5.4.1 Concept

The concept behind the facade design is to provide a sustainable building with calm architectural balcony and bay rhythm that are recognisable as residential buildings. This is achieved by clear expression of column and spandrels, balconies and bays. Each building has been designed to have its own architectural character whilst sitting comfortably as part of the wider West End Gate masterplan. The main tower develops this further to imagine a new organic facade treatment to mark the key junction on Edgware Road.

All external envelopes are designed to a 'fabric first' approach with each building responding to the constraints and opportunities presented by their position on the site, in terms of noise, solar shading and glare. The facade design aims to maintain an overall theme across the masterplan through the selection of feature stone panels, horizontal stone bands and bronze coloured windows to all building blocks.

5.4.2 Residential Buildings

The building facade consists of a unitised curtain walling system with high performance double/triple glazed and insulated metal panels. The stacked balconies are used as one of the main elements to provide depth and architectural detail in the facade. The bays and balconies are grouped together and masonry elements are defined with GRC panels and precast stone spandrels and reveals. Balconies are protected to the edge by 'bronze' coloured balustrades to match the tone and colour of the window system. At ground floor the common parts are glazed to allow for views to the landscaped areas and provide natural surveillance.

5.4.3 Commercial & Retail frontages

The frontages of the retail and commercial units to Edgware Road and Harrow Road will be fully glazed to maximise street animation and address the neighbouring streets. This is a key design driver as the scheme attempts to repair the broken streetscape. The window and door frames at ground floor will match the 'bronze' coloured window type frames to the office and residential units above. Louvres and doors for ventilation of plant rooms will match the colour and finish of the windows used elsewhere.



Fig. 5.8 Edgware Road perspective elevation



Fig. 5.9 Harrow Road perspective elevation

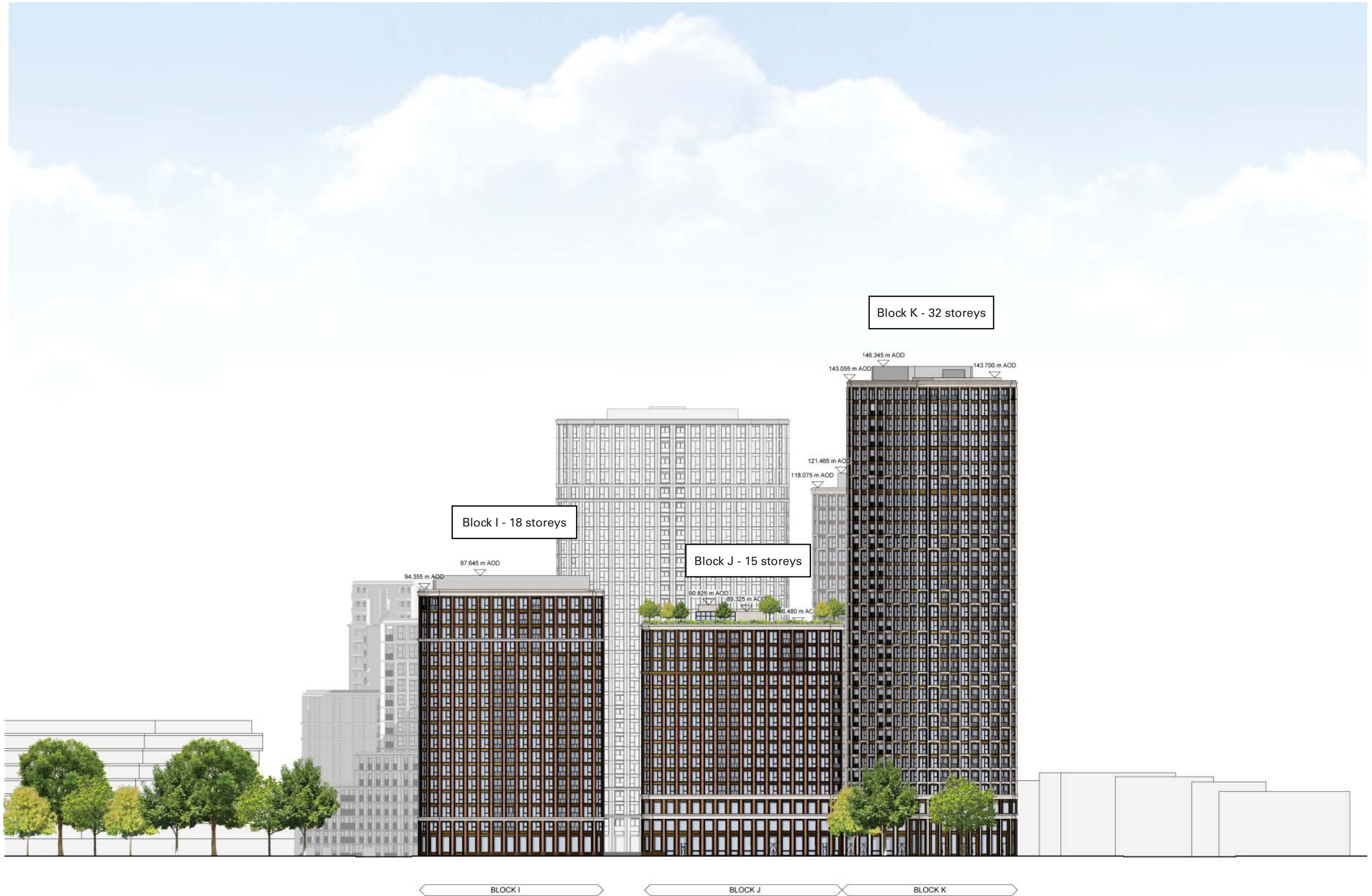


Fig. 5.10 Proposed Building Heights

5.4.4 Materials

The varied quality of the surroundings allows for a variety of robust material palettes to be considered. A simple but high quality palette of materials is proposed, which work on a variety of scales from street level to far distance views.

These materials will be brought together with a high level of craft, detail and architectural integrity. This design will be sympathetic with the quality and craft of the listed buildings of Paddington Garden Conservation Areas whilst also drawing on the new vernacular developed as part of the West End Gate masterplan. The Flatiron building and the mansion block both employ a similar palette of materials whilst the tower adopts a contrasting tone and articulation to set it apart from the other buildings and allow it to sit comfortably with the existing Westmark.

The Flatiron building and the mansion block are predominantly residential buildings with ground floor active uses, clad in terracotta coloured glass reinforced concrete (GRC) designed with a degree of texture and detail which reflect the local quality of Maida Vale Mansions. The high performance glazing and 'bronze' coloured cladding panels will form the glazed openings.

The tower building is designed in contrast to the other blocks, with a lighter palette that draws inspiration from the existing Westmark and seeks to build on this standard to deliver a more organic and dynamic facade response. The final selection material will depend on the ability of sustainable sourcing of materials and the ability to age well and will be investigated further in the detailed design stages.

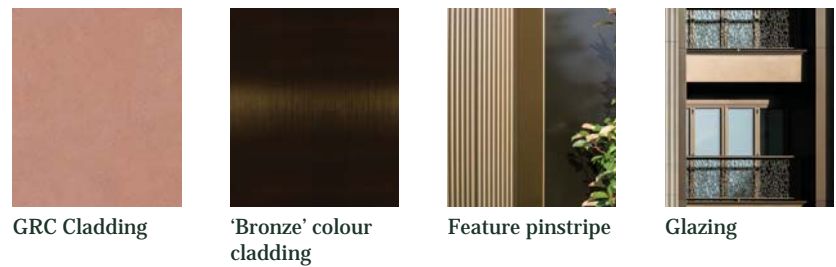


Fig. 5.11 Bay study of proposed Block I and J facade

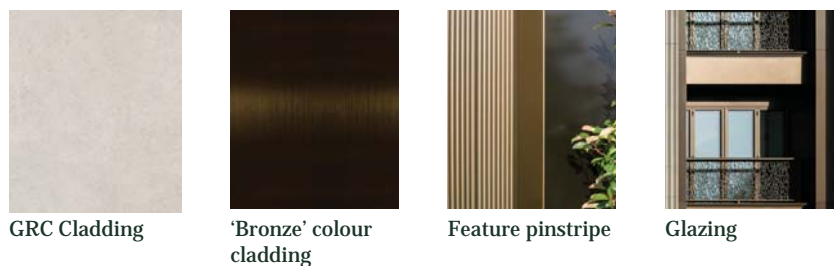


Fig. 5.12 Bay study of proposed Block K facade

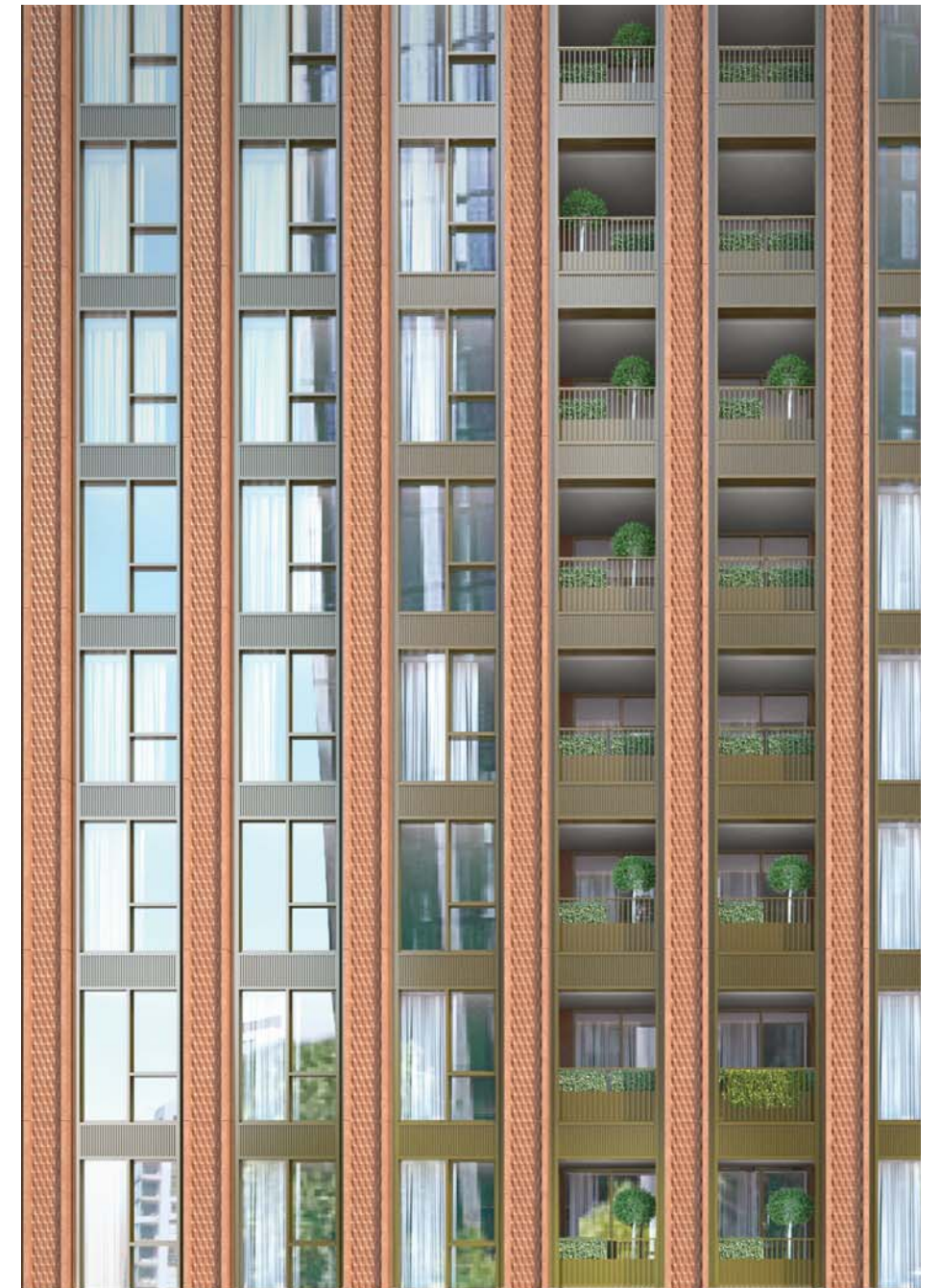


Fig. 5.13 Visualisation of proposed Block I facade



Fig. 5.14 Block I Bay Study Elevations



Fig. 5.15 Visualisations of Block I facade articulation

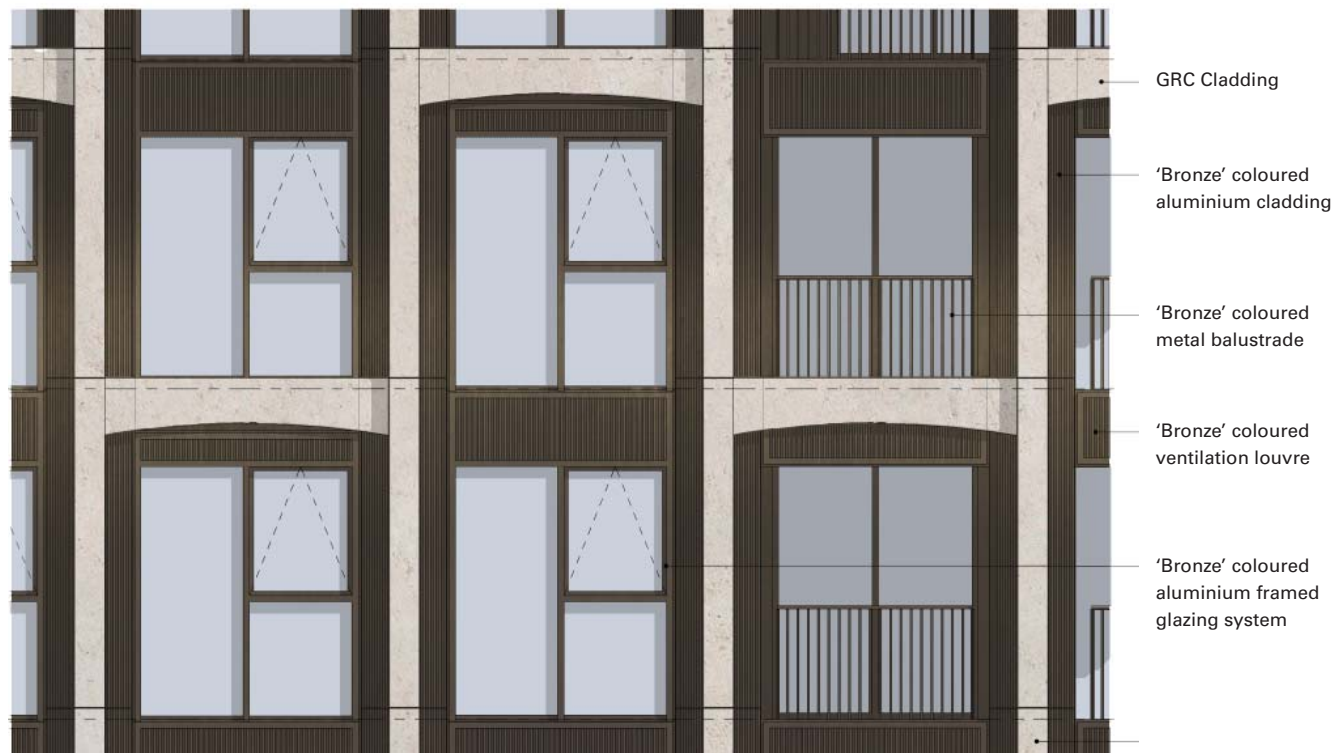


Fig. 5.16 Block K Bay Study Elevations



Fig. 5.17 Visualisations of Block K facade articulation

5.5 Amenity, Landscape and Public realm

5.5.1 Daylight and Sunlight

The effect of the proposals on the sunlight and daylight received by neighbouring properties has been assessed in a separate report by the Daylight and Sunlight Surveyor. The scheme has been conceived to minimise any detrimental loss of sunlight and daylight received by neighbouring properties and maximise the extent of sun that penetrates into Newcastle Place, helping to activate the new landscape space in this area.

The various uses and buildings have been assessed for impact by overshadowing from the proposed development during the design development process. Shadows over the new and existing public realm around the site have also been considered. A detailed assessment has been undertaken by the Daylight/Sunlight Surveyor on the potential overshadowing, light pollution and glare effects. The Daylight, Sunlight, Overshadowing and Solar Glare impact assessment is presented within the Environment Statement as a Chapter with accompanying appendices.

5.5.2 Landscaping, Private and Public Amenity Space

The proposal provides a substantial degree of open space within the site, with a particular focus on the re-imagining of Newcastle Place as a new urban oasis and destination within the wider area.

The residential buildings provide recessed balconies as private amenity space. The residential amenity is further enhanced by the inclusion of roof gardens on the central mansion block that will be accessible to all residents regardless of tenure. This is complimented by a smaller roof garden space on the shoulder of the main tower building.

The landscaping is well considered with a high calibre landscape designer appointed for the concept and delivery. The established open areas of Paddington Green, and St.Mary's Churchyard already makes a substantial contribution to the area, and are in very close proximity to the development site.



Fig. 5.18 Visualisation of proposed Newcastle Place public realm and landscape



Fig. 5.19 Visualisation of proposed residential balconies



Fig. 5.20 Roof Terrace - look and feel images

5.5.3 Public Realm

The public realm and landscaping strategy sets out the approach to providing valuable, high quality public and private amenity space, which is central to the proposed development. The space is laid out with a linear landscape garden running east-west across Newcastle Place, green lanes providing new pedestrian routes into the site and a considered mix of soft and hard surfaces. The public realm that borders the site are to be softened with new trees and planting that form a green halo around the site and culminates in the new plaza created on the corner of Edgware Road directly opposite the underground station.

The main entrance to the site is from Newcastle Place, directly off Edgware Road. This entrance is designed for vehicle and pedestrian access, however the design of the public realm has been developed with an emphasis on pedestrian and cycle movement through the site. As such the landscape has been designed to maximise the extent of soft landscaping and prioritise pedestrian movement. The intent is to ultimately stop up Newcastle Place in order to bring the maintenance of this area within the scope of the wider estate.

Where utilised by vehicles this will be limited to drop off and deliveries only, with all other servicing focused into the existing basement infrastructure provided as part of the West End Gate masterplan. As the scheme is a car free development with only 3% disabled parking, it is not anticipated that there will be excessive residential car movement within this space.

Edgware Road provides an excellent opportunity for high quality landscaping as well as a significant public art installation. The proposals have been developed in line with the changes on Edgware Road driven by the TfL road widening scheme. It is intended that the southern most section of Edgware Road would continue the positive changes made as part of the Phase 1 of the West End Gate masterplan. This would involve the planting of new trees and the opportunity for the retail and cafes to bring ground floor activation to this street frontage. The detailed and considered landscaping strategy that form part of this submission form an integral part of the vision for the site in creating attractive spaces surrounding the site and within the development.



Fig. 5.21 Visualisation of proposed Edgware Road plaza



Fig. 5.22 Visualisation of WEG ground floor activation



Fig. 5.23 Public realm and ground floor activation - look and feel

