



PADDINGTON GREEN

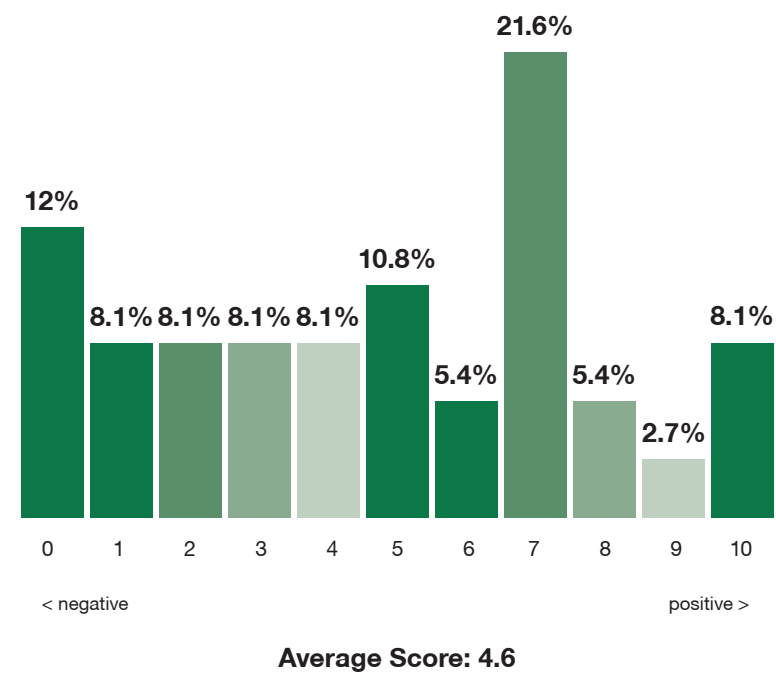
POLICE STATION

NOVEMBER 2022

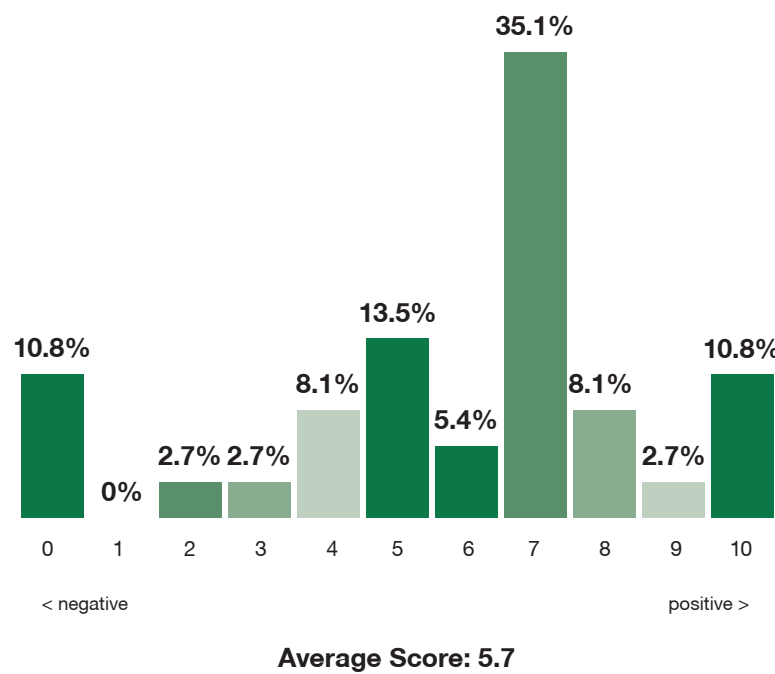
Statement of Community Involvement (Part 7)

Statement of Community Involvement (Part 7) –
November 2022 - GLA0711

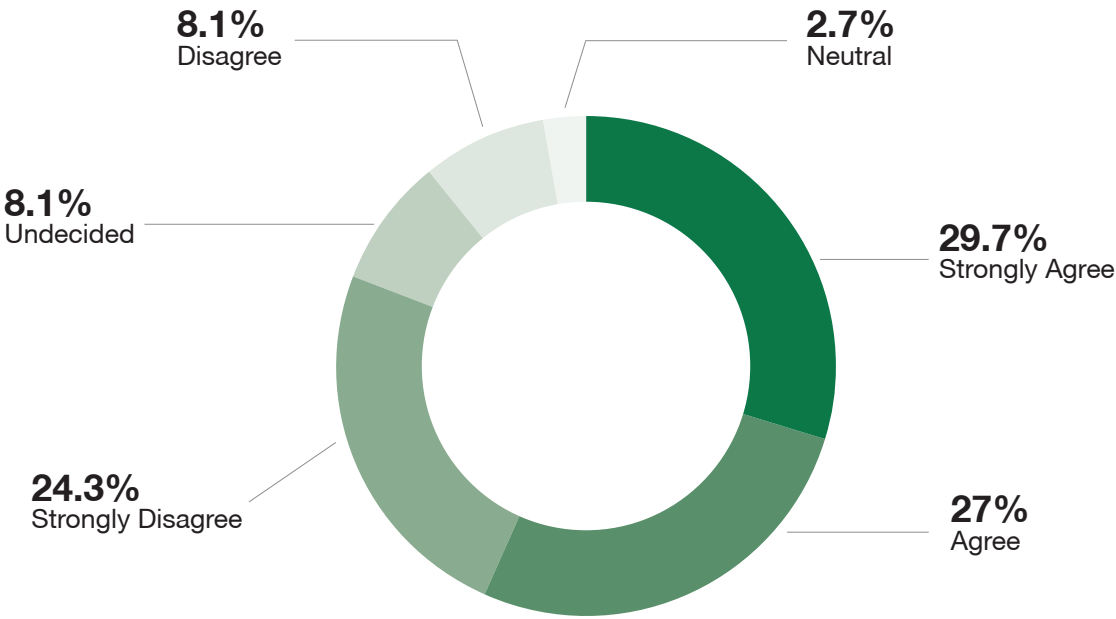
Q5: How do you feel about the revised design of the proposals?



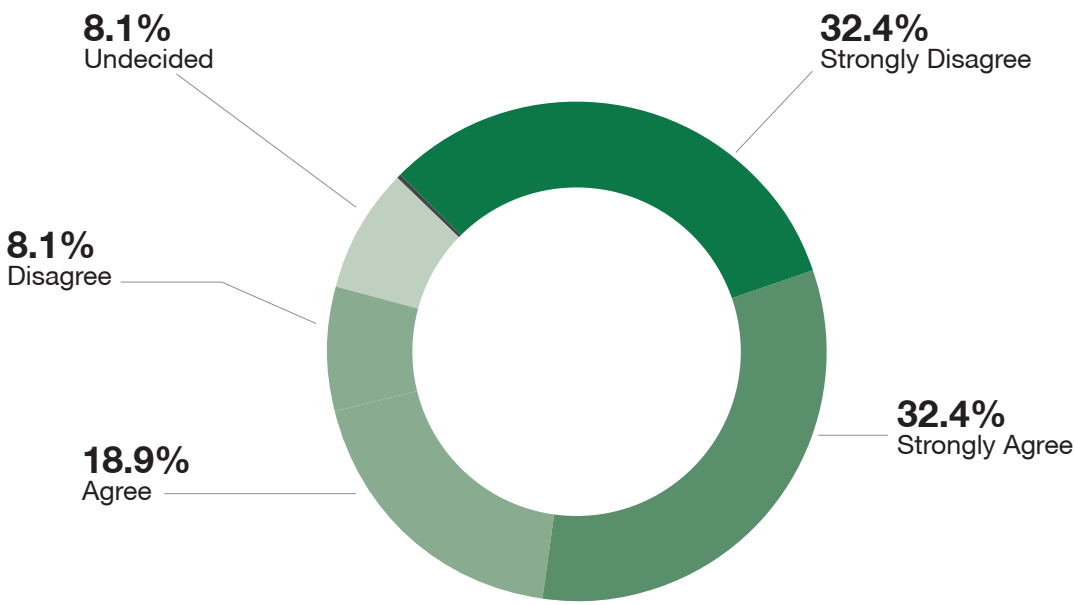
Q7: Do you welcome the provision of affordable workspace as part of this development?



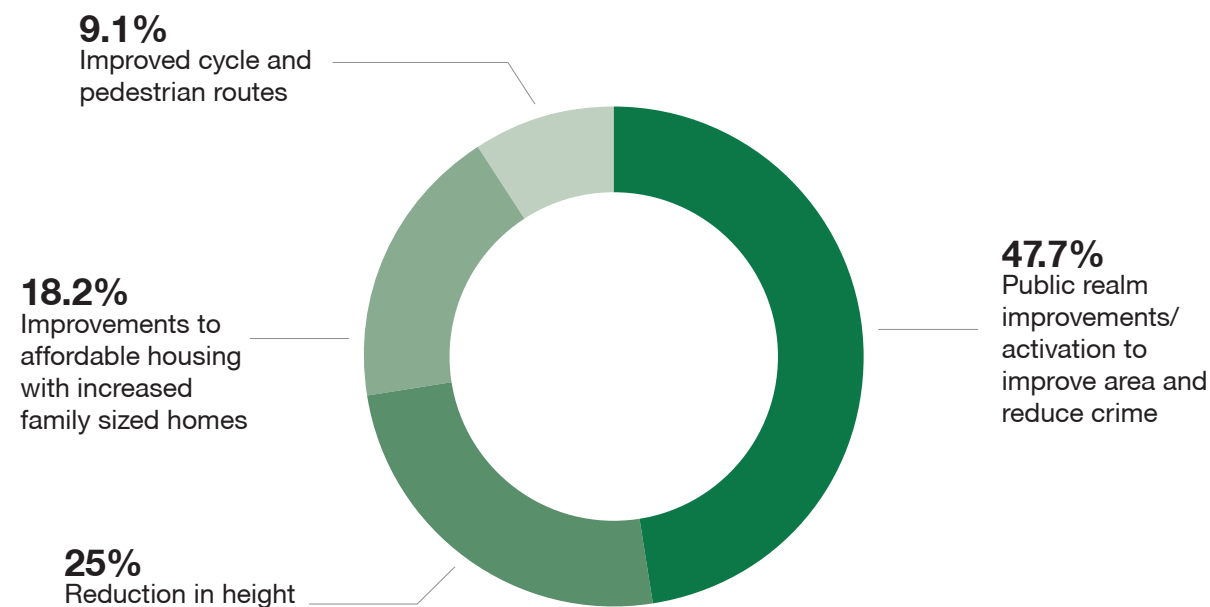
Q6: Do you agree that providing affordable and private housing is welcome at this location?



Q8: Overall the proposals will help improve the local area?



Q9: Of the following revisions, what do you consider to be the most important when considering the proposals?



Q10: Do you have any further comments?

As with the Phase 1 consultation an open ended question was included to allow residents to raise any additional issues or feedback. 24 comments were raised from the 33 completed surveys. The comments can be summarised as follows:

- Two residents expressed concern that there was an oversaturation of housing in the area and that affordable housing wasn't necessarily affordable for ordinary people
- Five residents welcomed the reduction in height, but still felt the proposals were too high.
- A number of residents raised the issue of crime in the area and objected to the loss of the police station.

- Some residents expressed a desire for the development to happen quickly and welcomed the improvements to the local area.
- The mix of uses was welcomed with a request for cafes and restaurants to be put in place to improve the area
- One resident was critical of the increased pollution caused by the construction.

5.4 E-Mail Responses

As mentioned previously a dedicated project e-mail address was setup to manage enquiries pgps@conciliocomms.com. A total of 9 e-mails were received during the second phase of consultation.

4.5 Summary of Responses

The purpose of the second phase of consultation was to discuss the evolution of the scheme following the feedback received from the first phase. There was a lower level of engagement from the community for the second phase of consultation.

Below we've highlighted the key changes made to the proposals following feedback. Overall there is support for the updated proposals with 51.3% either strongly agreeing or agreeing that the proposals will help improve the local area.

Height

In the first phase of consultation 27.2% selected height as their most important issue when considering the proposals - we received feedback that the local community thought the proposals were too high. We therefore reduced the building heights to a maximum of 32 storeys.

Following this change 62.1% either strongly agreed or agreed with the reduction in height. The number of people selecting height as their most important issue also dropped from 27.2% to 24.3% following the changes.

The proposed changes have directly addressed residents concerns and have resulted in changes to the proposals which have been welcomed by the local community.

Design

On a question about the building's design, 27.5% selected 0 when considering the proposals (on a scale of 0 - 10 with 0 being the most negative) during the first phase of consultation.

The project team refined the design of the proposals including the materiality, height and detailing to ease concerns. Following this the percentage selecting 0 when considering the design of the proposals dropped to 13.5% in the second phase of consultation suggesting an improvement in its evolution.

Public Realm

During the first and second round of consultation, public realm improvements were a key consideration for the community. During the second phase on consultation 45.9% selected public realm improvements as their most important issue (a significant increase from the 28.4% in phase 1).

Understanding the importance of public realm to the local community has meant we have placed this at the heart of the proposals. We have enhanced the urban fabric to further create green spaces for everyone and create a place that neighbours will want to visit and engage with. The proposals have created a fully open and accessible Newcastle Place with areas for pedestrian/public use throughout and include landscape beyond the site's legal boundary. The main plaza sitting on the junction of Edgware Road and the Marylebone Flyover has been retained and we have created a number of active frontages along the site.

Crime

As outlined previously a number of residents raised the closure of the police station as a concern which would result in a decline of safety for the area.

We have taken this seriously and our proposals will enhance the passive surveillance in the area. The current area is closed off, dark and uninviting which can contribute to encouraging anti-social behaviour. The proposals seek to address this by creating a permeable site, with active commercial frontage, better lighting and more passive surveillance.

Other

In addition to the changes above the project team has also updated proposals to reflect comments made including an increased number of larger family sized homes for socially rented families; an enlarged community space which is to be provided as an affordable workspace; and a focus on sustainable development.



6.0 Conclusion

6.0 Conclusion

6.1 Summary

Despite the challenges posed by Covid-19 and subsequent public health restrictions, the consultation strategy has sought to engage with a wide range of stakeholders, including locally elected politicians, community groups, residents and visitors to the area using a range of communication methods.

The purpose of two phases of consultation has been to ensure an iterative approach to engagement, genuinely seeking to understand the views of the local community and where possible incorporating these views into the emerging proposals.

Despite the digital nature of the consultation the virtual events and survey responses have been well viewed and accessed by those living and working close to the site.

The principle of redeveloping the Paddington Green Police Station to complete the West End Gate masterplan has been supported throughout the process, as have the significant public realm improvements and the affordable housing contribution. There are some concerns that remain over height and density though it was recognised that initial feedback had been considered and the final proposals have reduced in height.

6.2 Scheme Evolution

Following the first phase of consultation and further pre-application conversations with Westminster City Council officers and the Greater London Authority, the proposals evolved and a number of changes were made. These changes include:

- Height: Reduction of building heights to a maximum of 32 storeys, reducing homes to 556 in total
- Family Homes: Increased number of larger family sized homes for socially rented families
- Accessibility: Improved pedestrian and cycle connectivity and entrances
- Affordable workspace: An enlarged community space which is to be provided as an affordable workspace

- Sustainability: Focus on sustainable development with inclusion of triple glazing to reduce energy consumption, high-quality air filtration for residents and an increase in bio-diversity.
- Public realm: Public realm was a top priority for survey respondents. We have therefore ensured our proposals go beyond our legal boundary to provide high-quality public areas. We continue to work with TfL and Westminster City Council to improve our proposals.
- Traffic/parking: Ensure the development is a car-free scheme and contain as much servicing within the basement to reduce congestion on roads.
- Ground floor: Creation of an enhanced ground floor through new flexible commercial space designed to activate the area.
- Improved safety: Better lighting throughout the development along with better connections creating natural surveillance.

The Applicant is grateful to the local community for engaging in the evolution of the scheme by providing feedback and the proposals have improved as a result of this collaborative approach.

6.3 Continued Engagement

As throughout the construction of West End Gate, The Applicant will ensure the submission of the application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process.

7.1 Phase 1 Consultation Invitation Flyer

Online Consultation for the proposed redevelopment of Paddington Green Police Station



Berkeley are pleased to present initial plans to deliver much needed private and affordable homes at the former Paddington Green Police Station. The proposals will vastly improve the public realm and offer commercial use at ground floor. This is an exciting opportunity to regenerate and enhance this site for the whole community.

We are keen to understand the views of the local community and encourage you to visit our consultation website, view the proposals and leave feedback for the project team.

Your feedback will assist us in refining the proposals ahead of submitting a planning application to Westminster City Council next year.

You can access the website by visiting: yoursay.online/paddington-green-police-station

As part of the consultation we will also be hosting a webinar on **3rd December and 10th December at 6pm - 7pm**. Find out more and sign up to attend by visiting our website.

We encourage you to visit the website and leave your feedback by **5pm on Thursday 17th December**.

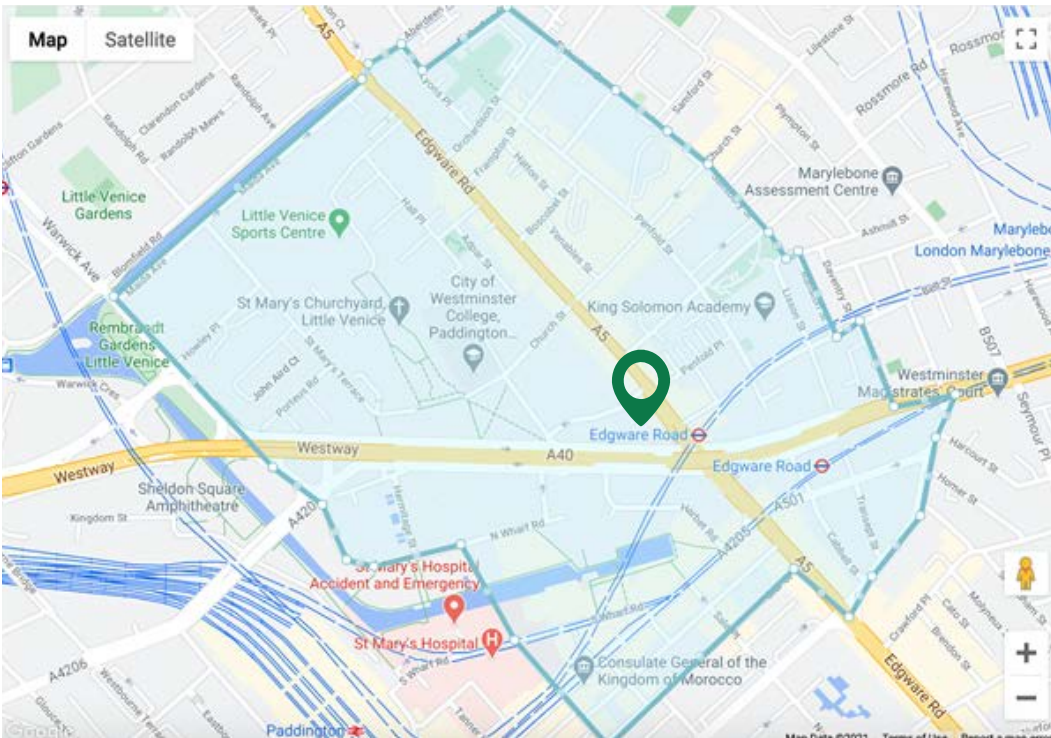
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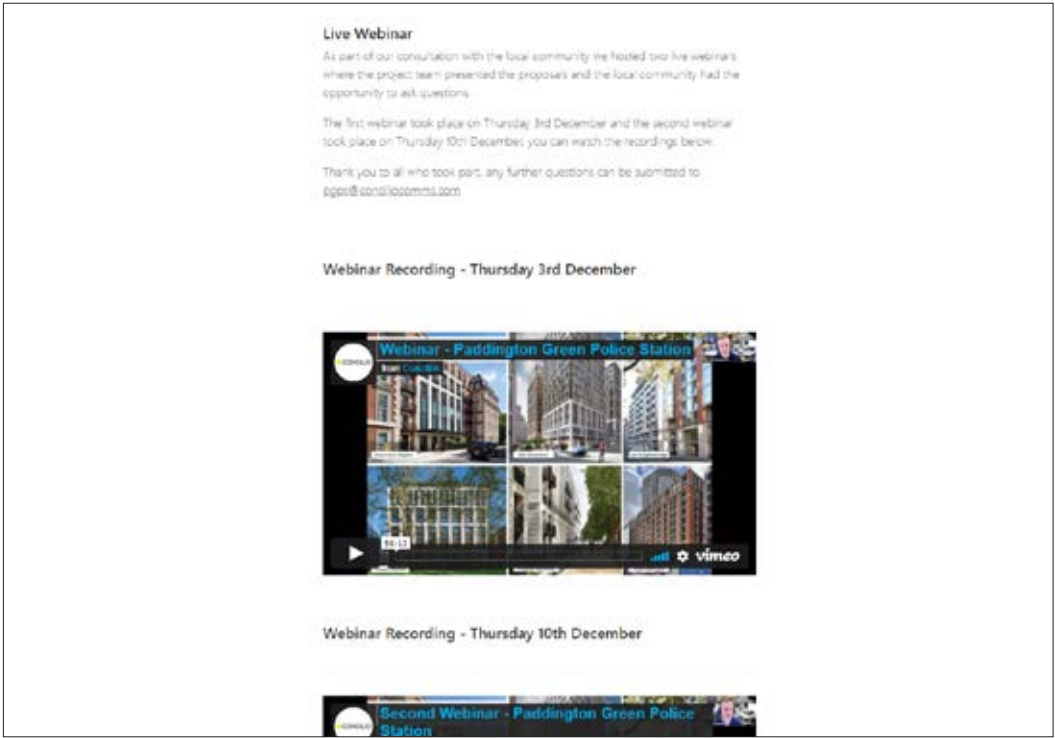
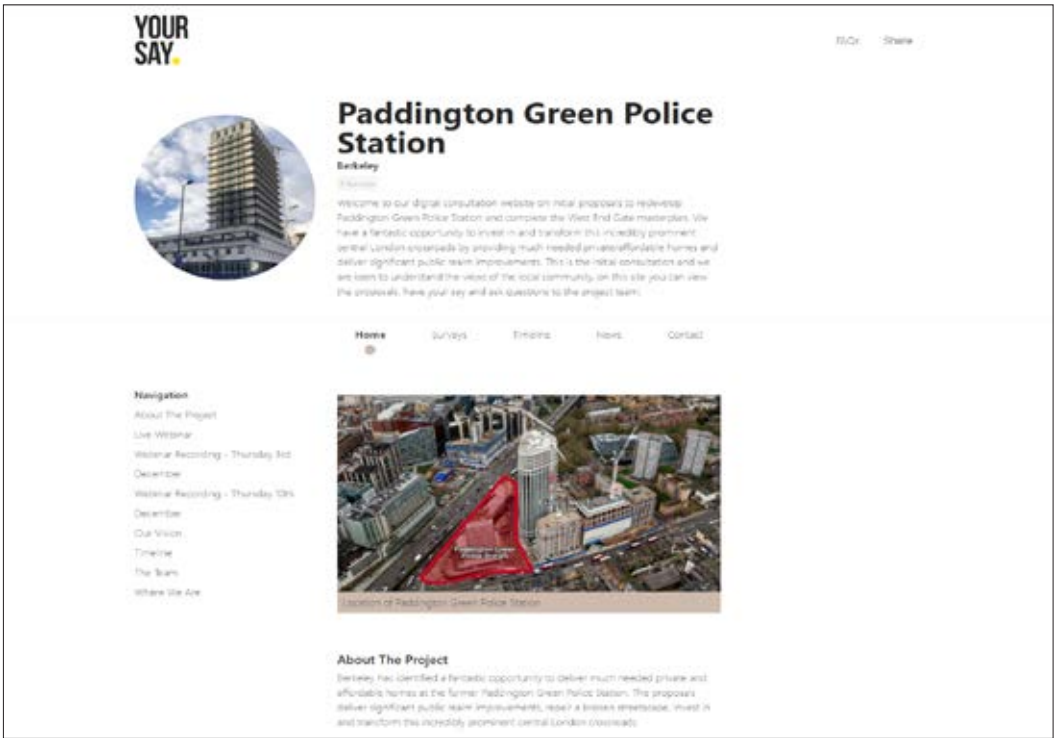
If you would like to contact the project team then please email: pgps@conciliocomms.com or use our freephone number **0800 193 1869**

7.0 Appendices


7.2 Phase 1 Consultation Flyer Distribution Area




7.3 Phase 1 Consultation Website & Interactive Surveys




7.3 Phase 1 Consultation Website & Interactive Surveys




What is your relationship to the local area?




Local Resident



Local Councillor




A local businessperson/employee




A Community Representative

Other




Do you agree that providing affordable and private housing is welcome at this location?


Did you know?
By redeveloping the Paddington Green Police Station and completing the West End Gate masterplan we can provide 650 new homes, including 40% affordable homes on-site.




Strongly agree



Agree



Disagree




Strongly disagree


Neutral


Undecided

7.3 Phase 1 Consultation Website & Interactive Surveys




How do you feel about the design of the proposals?







Of the following options, what do you consider to be the most important when considering the proposals?




Height




Public Realm Improvements



Providing Affordable Homes




New Commercial/Retail Space



Sustainability initiatives


7.3 Phase 1 Consultation Website & Interactive Surveys

7.3 Phase 1 Consultation Website & Interactive Surveys



Do you like the proposed ground floor mix of uses?

On the ground floor we are proposing to create new homes, office and retail space as well as community space.




How do you feel about small pop up's and local markets using the open space on Newcastle Space?


Did you know? As part of the proposals we are proposing to fully landscape Newcastle Place to be utilised as a shared surface area.

Progress bar with a smiley face icon at the end.


7.3 Phase 1 Consultation Website & Interactive Surveys




Overall, the proposals will help improve the local area?




Strongly agree



Agree



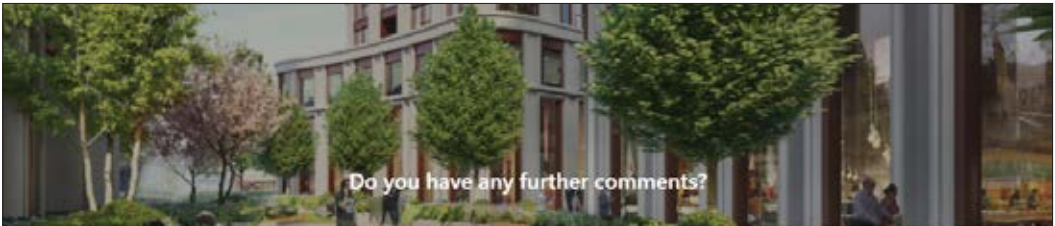
Disagree




Strongly disagree

Undecided

Neutral




Do you have any further comments?




Please feel free to tell us what you think about the proposals. We are keen to hear your views.

Answer here...


7.3 Phase 1 Consultation Website & Interactive Surveys




What is your relationship to the local area?




Local Resident



Local Councillor




A local businessperson/employee




A Community Representative


Other




When considering improvements to the public realm and wider landscaping which of the following is most important to you?




Seating




Planting/Greening



Accessible areas for pushchair/wheelchair users



Water Features



Lighting

7.3 Phase 1 Consultation Website & Interactive Surveys

Connection to Paddington Green

New urban green spaces


Gateway formed at corner of Edgware Road

New pedestrian connections from Harrow Road to Newcastle Place


Overall, how do you feel about the proposed improvements to the public realm, creation of new spaces and new routes at this location?

😊

7.3 Phase 1 Consultation Website & Interactive Surveys

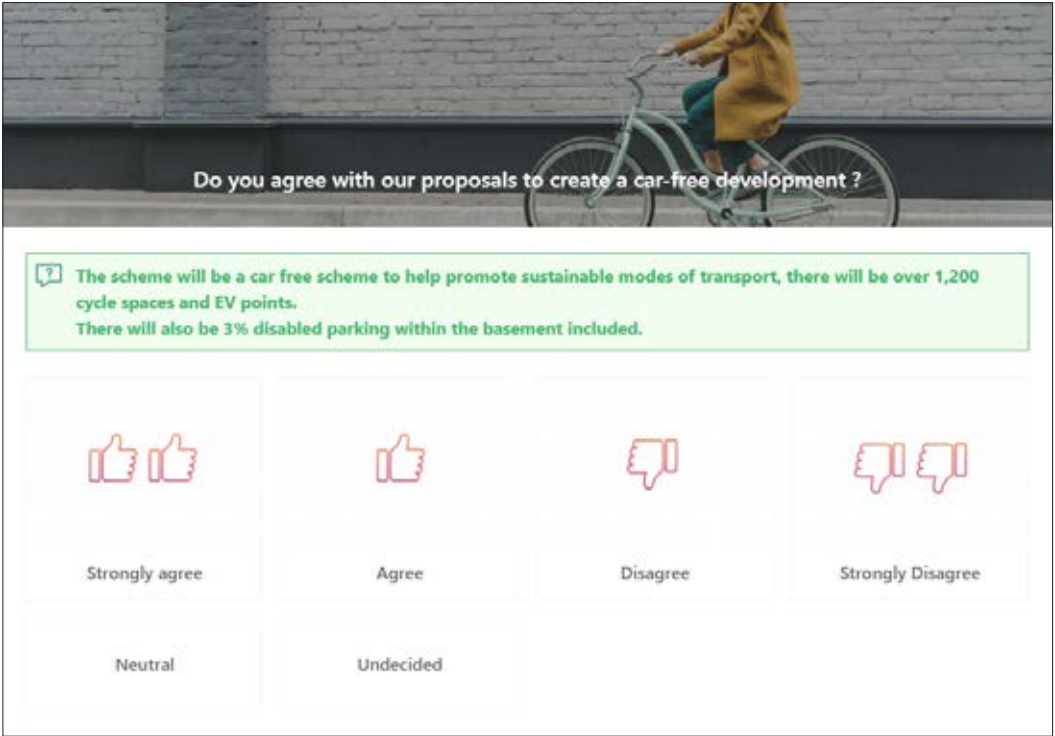


Do you have any further comments relating to public realm or connectivity?

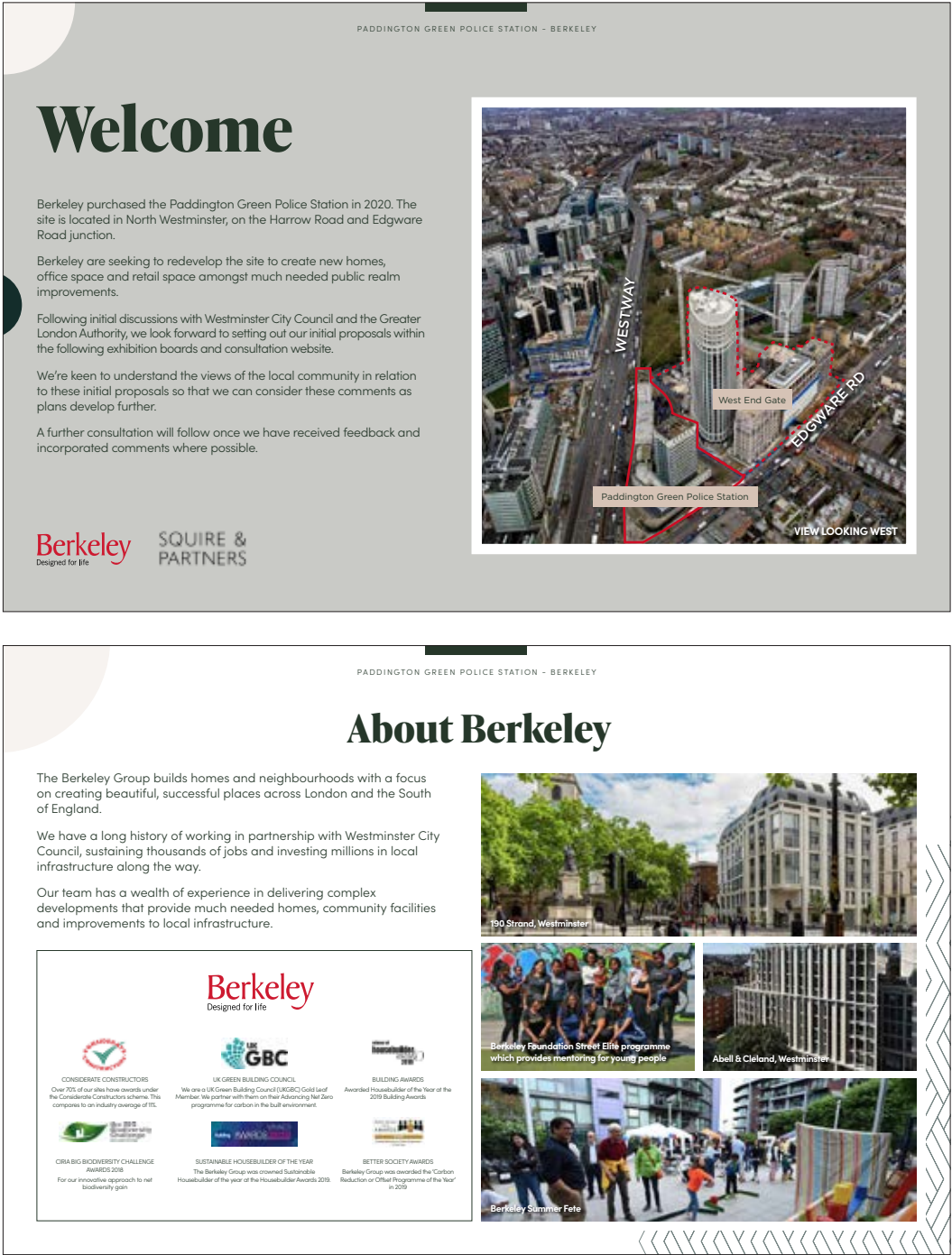
 Please feel free to tell us what you think about the proposals. We are keen to hear your views.

Answer here...

7.3 Phase 1 Consultation Website & Interactive Surveys



7.4 Phase 1 Virtual Consultation Exhibition Boards



7.4 Phase 1 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

West End Gate Masterplan

1. West End Gate

Residential entrance at West End Gate Restaurant space at West End Gate

2. Paddington Green Police Station

Existing police station View along Harrow Road

Berkeley acquired West End Gate in 2015. We worked with the local community and Westminster City Council to bring forward a masterplan to transform the local area, with over 840 homes, of which 175 are affordable, homes alongside shops, restaurant and a beautiful public plaza.

We are now five years into the project, having obtained planning, started on site and had our first homes complete with residents now moved in. The Paddington Green Police Station marks the next phase of the masterplan.

7.4 Phase 1 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

The Next Phase

Located on the site is Paddington Green Police Station, a 1970s building owned by the Metropolitan Police which closed in 2018.

Bought by Berkeley in 2020, this site now presents the opportunity to create a new, diverse and vibrant neighbourhood.

The Police Station is in need of redevelopment. There are several areas where it is no longer fit for purpose - this includes:

- The building is a 17-storey concrete tower block that does not positively contribute to the area.
- The public realm surrounding the building is very limited and has a hostile nature. There is no greening or interactive space for the public.
- We believe the current building sits within a prominent position in Paddington and has the potential to contribute much more to the local community by providing new homes, improved public realm and better environmental sustainability.

Site Location outlined in red: 1. West End Gate 2. Paddington Green Police Station

Aerial view of Paddington Green Police Station looking West

View from Harrow Road looking West

PADDINGTON GREEN POLICE STATION - BERKELEY

West End Gate – The Story So Far

844 homes including 175 affordable

8 shops and 1 restaurant space

Pedestrian routes & safer crossing across Harrow Road

Iconic architecture

Beautiful landscaping, public plaza and outdoor seating space

£106 contributions to upgrade Paddington Green

£1.1million public art scheme

Upgraded Edgware Road junction

PADDINGTON GREEN POLICE STATION - BERKELEY

Understanding the Local Context

Located on a prominent junction and a gateway to the wider City we have considered the surrounding context closely, particularly in relation to height. There are number of developments in the surrounding area recently completed, under construction or consented.

Planning Consented
Under Construction
Recently Completed

Surrounding Context labeled with height in meters

7.4 Phase 1 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

Understanding the Local Context

The proposed redevelopment sits at an important crossroads, where Edgware Road, intersects with the Westway, one of the most important junctions in the City of Westminster.

The proposals result in a gradual step in height of surrounding buildings enhancing this notable junction.

With 1 Merchant Square, the existing Westmark Tower and the redevelopment of Paddington more widely the proposals sit comfortably within the surrounding context, completing the West End Gate masterplan.

There is a rich context of architecture in the surroundings, the proposals also take cues from local mansion block typology.

The local vibrancy of Church Street and Little Venice also help inform the scheme.

British Land's Paddington Central Campus

Paddington Basin

Little Venice

1 Merchant Square, Paddington

Hilton Metropolitan Hotel

Church Street

PADDINGTON GREEN POLICE STATION - BERKELEY

The Next Phase

THE OPPORTUNITY AND VISION

DELIVERY OF
650 NEW HOMES
(PRIVATE AND AH (40%))

IMPROVED
PUBLIC REALM

NEW
SHOPS, CAFES
AND OFFICE SPACE

450
NEW JOBS

COMPLETION OF
MASTERPLAN INCREASED

£17M
IN CIL & S106
CONTRIBUTIONS

NEW
COMMUNITY
SPACE

BIODIVERSITY

HIGH QUALITY
ARCHITECTURE

IMPROVED
PEDESTRIAN
ROUTES

ADDRESSING
CLIMATE CHANGE
AND CARBON REDUCTION

CAR FREE
SCHEME

7.4 Phase 1 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

The Next Phase

CGI of the proposed Paddington Green Police Station overhead looking North

PADDINGTON GREEN POLICE STATION - BERKELEY

Quality Led Public Realm

We aim to greatly improve the local area by creating a more welcoming and healthier environment. Improved public realm with greener and more interactive spaces will be a focal point.

The fundamental principles of the scheme which have shaped our proposals are:

- Create better permeability and new walking routes
- Increase Biodiversity around the site
- Promote better activation and community led design
- Create interesting lines of sight
- Improve streetscape

Better activation of space

Introduction of public art

Better pedestrian routes

Public Realm

Interactive spaces that people will enjoy

Green corridors

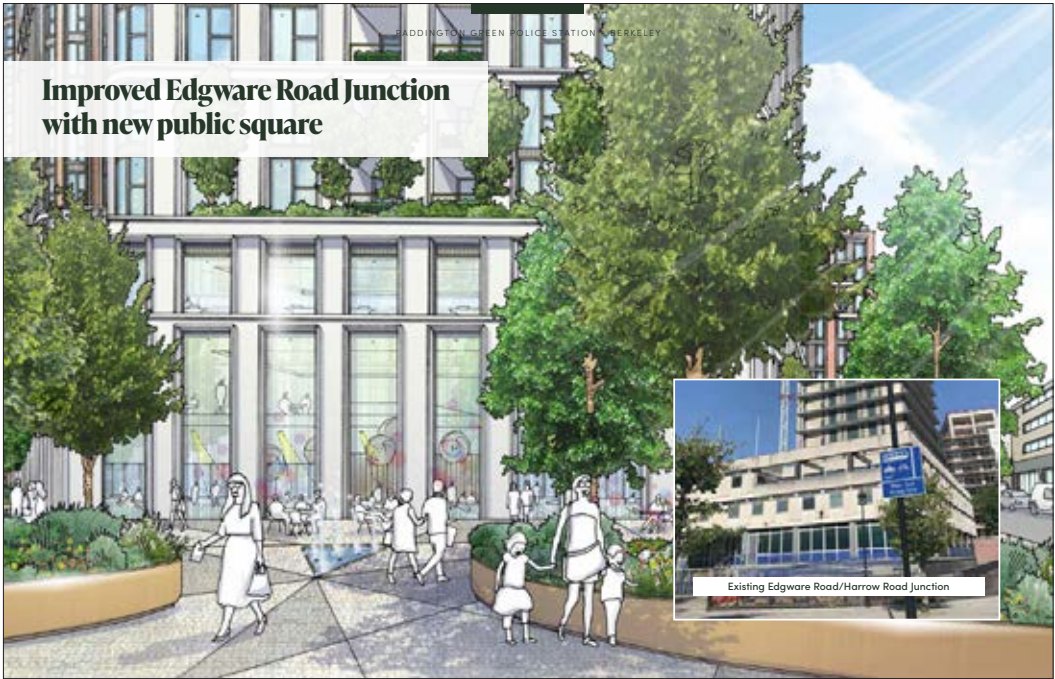
Increased Biodiversity

Public Realm

7.4 Phase 1 Virtual Consultation Exhibition Boards



7.4 Phase 1 Virtual Consultation Exhibition Boards



7.4 Phase 1 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

Quality Architecture

Gateway Tower

The architectural form of the tower delivers a tall, slender and elegant mass, with a smaller tower acting as a lowered shoulder that brings a dynamic form to the overall mass and articulation of the building. The facades have drawn inspiration from the language of the existing Westmark to develop a new design language that sits comfortably within the wider masterplan, and the height of the nearby Paddington Basin to the south.



Gateway Tower - 39 Storeys

Paddington Green Flatiron

The building form of the Paddington Green Flatiron has been sculpted to narrow in plan as it approaches the corner of the site, resulting in a strong bullnose corner that marks the entry point to the West End Gate Masterplan from the west. The height is considerably lower than the gateway tower to acknowledge the different urban condition to the west and north of the site and the role the Flatiron plays on the very edge of the Paddington Green conservation area.



Paddington Green Flatiron - 25 Storeys

Mansion Block

The mansion block draws on the traditional London mansion block and its New York counterpart. The Paddington Green Police Station mansion block develops on these concepts to deliver a finely crafted modern architectural form that sits comfortably between the two taller buildings.



CGI of the West End Gate Mansion Blocks

7.4 Phase 1 Virtual Consultation Exhibition Boards


PADDINGTON GREEN POLICE STATION - BERKELEY

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.

Key

- 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

PADDINGTON GREEN POLICE STATION - BERKELEY

Proposed View From Edgware Road Looking South



View of Existing West End Gate

PADDINGTON GREEN POLICE STATION - BERKELEY

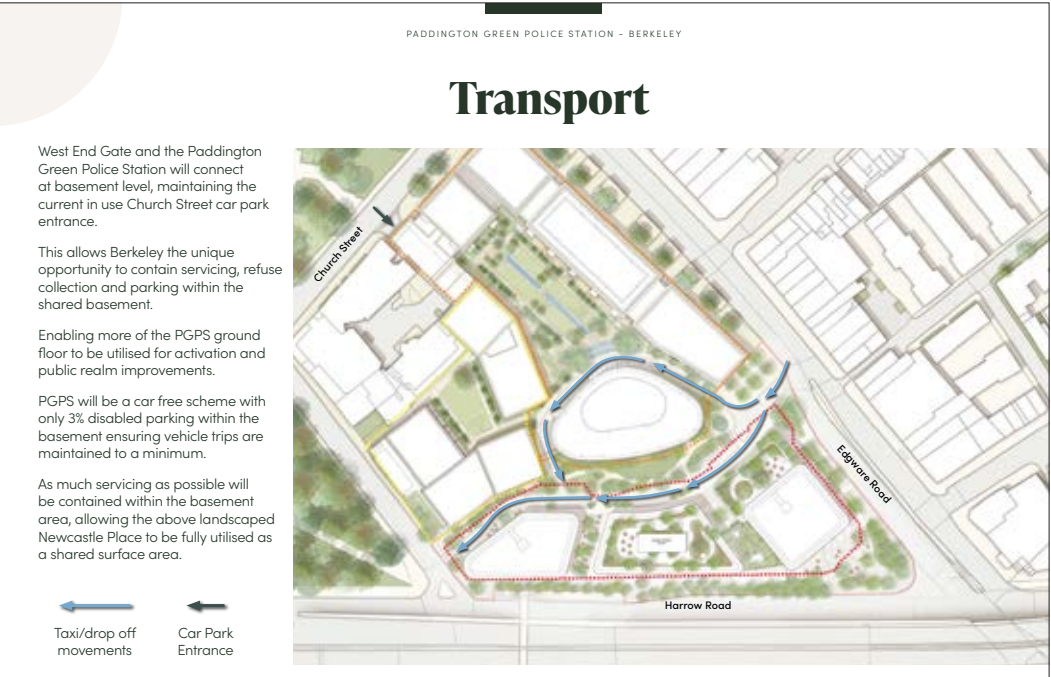


CGI of Newcastle Place

7.4 Phase 1 Virtual Consultation Exhibition Boards



7.4 Phase 1 Virtual Consultation Exhibition Boards




7.4 Phase 1 Virtual Consultation Exhibition Boards


PADDINGTON GREEN POLICE STATION - BERKELEY

Views


Our proposals take a holistic approach to redeveloping the site, completing the West End Gate Masterplan sitting comfortably within the wider context of the area.




Edgware Road/ Chapel Street



Westbourne Terrace Road Bridge, Little Venice



Aerial view looking North



Edgware Road, near junction with Frampton Street

Sub text Aerial View looking South

Key

- Approved planning applications
- Paddington Green Police Station Proposals
- 1 Merchant Square under construction

PADDINGTON GREEN POLICE STATION - BERKELEY

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@conciliocomms.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

SUMMER 2020	AUTUMN/WINTER 2020	WINTER 2020/21	WINTER 2021	SUMMER 2021	WINTER 2022	SUMMER 2023
Pre-Application discussions with Westminster City Council Pre-Application Discussions with Greater London Assembly (GLA)	Initial meetings with local stakeholders First Digital Community Consultation Consideration of Community Comments	Second Digital Community Consultation Consideration of Community Comments	Submission of Planning Application	Planning Permission Determination	Construction Commences	Completion of Development

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7.5 Phase 1 Consultation Social Media Adverts (Facebook & Instagram)

Instagram




Complete our surveys and have your say on initial proposals to redevelop Paddington Green Police Station. We are planning new homes, new commercial space and a transformation of the public realm.

Tell us what you want to see by completing our survey today.

Be the first to like this

Like Comment Add a comment...

Facebook



Your Say
2 December 2020


Complete our surveys and have your say on initial proposals to redevelop Paddington Green Police Station. We are planning new homes, new commercial space and a transformation of the public realm.

Tell us what you want to see by completing our survey today.

Your Community, Your Say!
Find out more and help shape the proposals

23 comments 0 shares

Instagram




Have your say by completing a quick survey on initial proposals to redevelop Paddington Green Police Station. We are planning new homes, new commercial space and a transformation of the public realm.

Tell us what you want to see by completing our surveys today

Liked by anguevayett and 6 others

Add a comment...

Facebook



Your Say
2 December 2020


Have your say by completing a quick survey on initial proposals to redevelop Paddington Green Police Station. We are planning new homes, new commercial space and a transformation of the public realm.

Tell us what you want to see by completing our surveys today

Your Community, Your Say!
Find out more and help shape the proposals

30 comments 11 shares

Instagram




Learn more about initial proposals to redevelop Paddington Green Police Station by registering for our webinar next Thursday 10th December. We are planning new homes, new commercial space and a transformation of the public realm. Register your place today by clicking on the link below.

1 like

Add a comment...

Facebook



Your Say
4 December 2020


Learn more about initial proposals to redevelop Paddington Green Police Station by registering for our webinar next Thursday 10th December. We are planning new homes, new commercial space and a transformation of the public realm. Register your place today by clicking on the link below.

Your Community, Your Say!
Find out more and help shape the proposals

1 comment

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7.6 Phase 1 Consultation (Little Venice Matters Facebook Page Notification)




Little Venice Matters is at Paddington Green Police Station.


27 November 2020 · London · 🌐


Berkeley Homes is consulting on a proposed new development on the former Paddington Green Police Station site here: <https://yoursay.online/paddington-green-police-station>. 🗣️ Your Little Venice councillors have made it clear that a 39-storey tower is NOT acceptable on the site and have requested that the developer propose a less intrusive option that still delivers a significant number of affordable homes. Let Berkeley Homes know YOUR view by responding to the consultation. 🗳️




 🗨️ 😬 Lorraine Dean and 8 others

4 comments 5 shares

 Like


 Comment

 Share

Most relevant ▼

7.7 Phase 1 Paddington Partnership (Twitter & Website Notification)

Paddington



Home > News

When:

Webinar Dates:

Thursday 3 December (6-7pm)



Thursday 10 December (6-7pm)

Register via website

Published:

25.11.20


Share:


 

Proposals for Paddington Green Police Station Site

Berkeley Homes present initial plans to deliver new homes, improved public realm and active commercial uses at ground floor of the former Paddington Green Police Station.

Ahead of submitting a planning application next year, the project team are keen to seek the views of the local community.






Paddington

@inpaddington

Have your say on proposals for the former Paddington Green Police Station. Consultation opens today on a scheme to create new homes, ground floor commercial and enhanced public realm.

bit.ly/3fDFq4M



Concilio and Berkeley Group

9:23 AM · Nov 26, 2020 · Twitter Web App

75

7.8 Phase 1 St John's Wood Society December Magazine

HOLIDAY SPECIAL EDITION

Online Consultation for the proposed redevelopment of Paddington Green Police Station



Berkeley are pleased to present initial plans to deliver much needed private and affordable homes at the former Paddington Green Police Station. The proposals will vastly improve the public realm and offer commercial use at ground floor. This is an exciting opportunity to regenerate and enhance this site for the whole community.

We are keen to understand the views of the local community and encourage you to visit our consultation website, view the proposals and leave feedback for the project team.


Your feedback will assist us in refining the proposals ahead of submitting a planning application to Westminster City Council next year.

You can access the website by visiting: yoursay.online/paddington-green-police-station

As part of the consultation we will also be hosting a webinar on **3rd December and 10th December at 6pm - 7pm**. Find out more and sign up to attend by visiting our website.

We encourage you to visit the website and leave your feedback by **5pm on Thursday 17th December**.

If you are unable to access the website and require printed copies of the consultation materials, please get in touch using the contact details below.



Berkeley
Designed for life

If you would like to contact the project team then please email: pgps@conciliocomms.com or use our freephone number **0800 193 1869**

11 from the Wood • Winter 2020

The St John's Wood Society

7.9 Phase 2 Consultation Invitation Flyer

Online Consultation for updated redevelopment proposals of Paddington Green Police Station



Berkeley are pleased to present updated plans to deliver homes and much improved public realm at the former Paddington Green Police Station

Following our initial consultation late last year, we received valuable feedback from the local community. From this, we have heard what local residents currently value and what the hopes for the scheme would be. This has helped inform our updated proposals which includes a reduction in building heights, an enlarged community provision to be provided as affordable workspace and further work on enhancing the public realm throughout the scheme and beyond our ownership boundary.

We are keen to understand your views on our updated proposals and encourage you to visit our consultation website to leave feedback for the project team.

You can access the website by visiting: yoursay.online/paddington-green-police-station

As part of the consultation we will also be hosting a webinar on **25th February and 3rd March at 6pm - 7pm**. Find out more and sign up to attend by visiting our website.

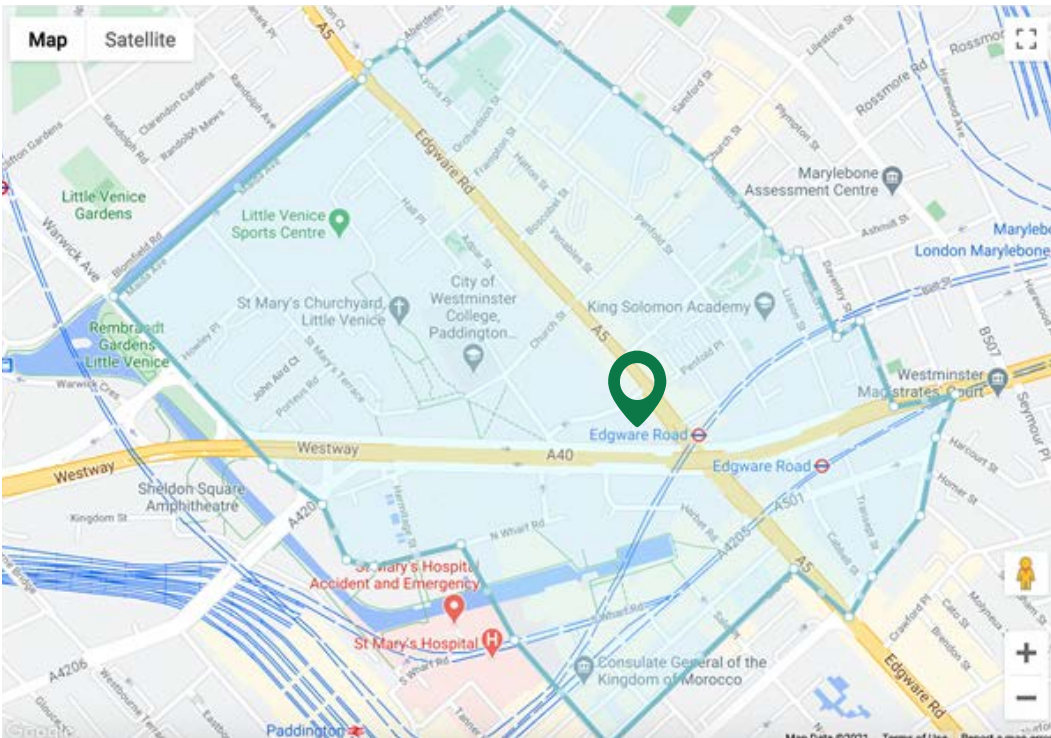
We encourage you to visit the website and leave your feedback by **5pm on 12th March**. If you are unable to access the website and require printed copies of the consultation materials, please get in touch using the contact details below.



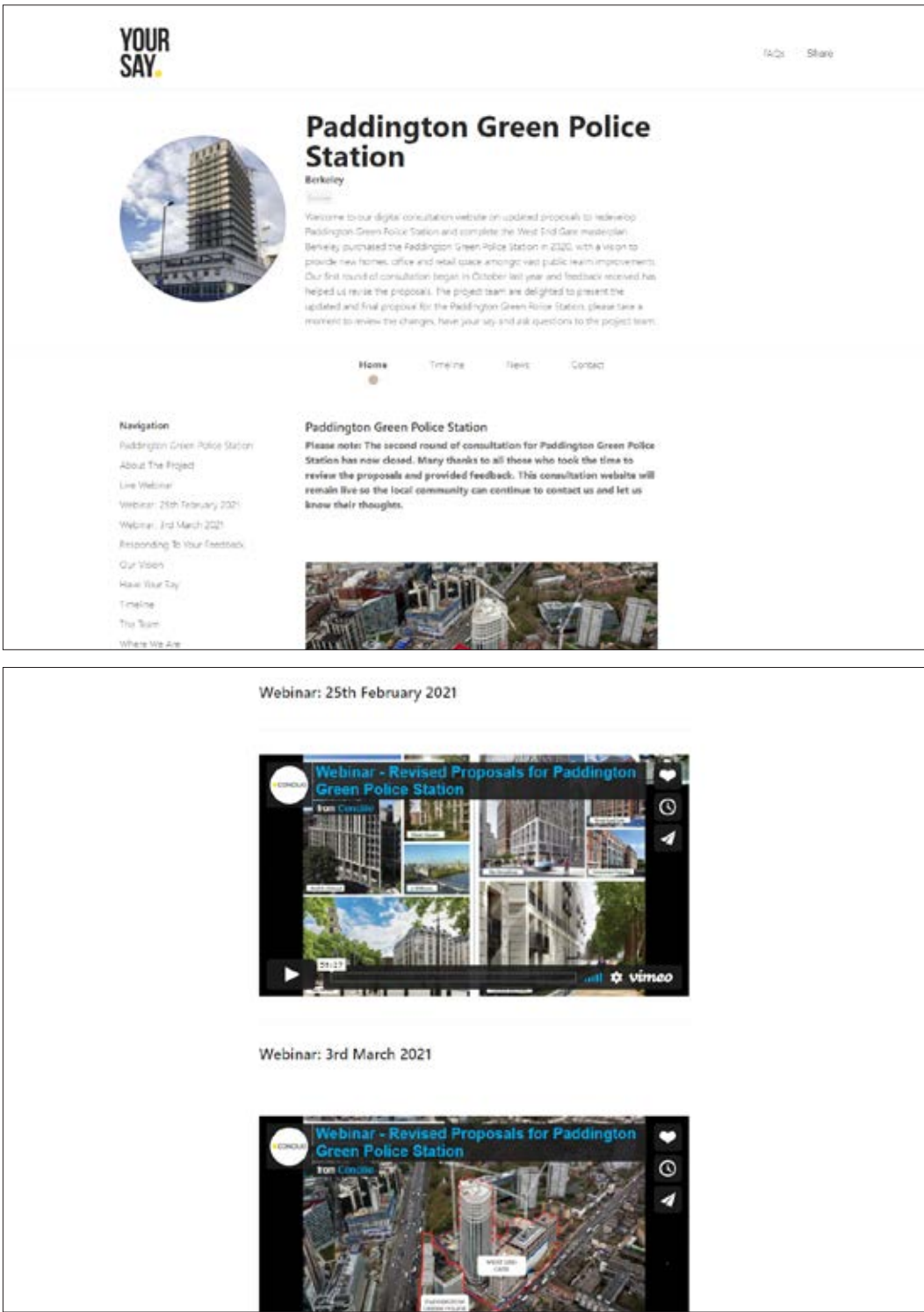
Berkeley
Designed for life

If you would like to contact the project team then please email: pgps@conciliocomms.com or use our freephone number **0800 193 1869**

7.10 Phase 2 Consultation Flyer Distribution area



7.11 Phase 2 Consultation Website & Interactive Surveys



7.12 Phase 2 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

Welcome

Berkeley purchased the Paddington Green Police Station in 2020, with a vision to provide new homes, office and retail space amongst vast public realm improvements. Continuing the good work and progress made at West End Gate and finalising the overall masterplan.

Our first round of consultation began in October last year, with our online webinar and website launch. From this, we have heard what local residents currently value and what the hopes for the scheme would be. Thank you to all those who have given feedback to date.

Berkeley strive to create welcoming and inclusive neighbourhoods with homes of all tenures provided, alongside beautiful landscaped spaces for both residents and the public to enjoy.

The project team are delighted to present the updated and final proposal for the Paddington Green Police Station as a virtual exhibition live from Monday 22nd February 2021 to 5th March 2021.

We look forward to hearing your thoughts.

OCT 20
We heard your views

DEC 20
Feedback reviewed

FEB 21
Revised scheme presented

MAR 21
Submission

VIEW LOOKING WEST

7.12 Phase 2 Virtual Consultation Exhibition Boards

PADDINGTON GREEN POLICE STATION - BERKELEY

The Vision

'A high quality and accessible neighbourhood that connects to and with the existing vibrant community of West End Gate, creating a welcoming urban and green space in the heart of the city.'

We work with existing communities to create special places that are truly focused on people and improving lives for everyone.

We want to create places that local residents can be part of, and be proud of.

We believe the art of placemaking can be defined by four key ingredients:

- 1 We always put people first and start with a Vision for the community.
- 2 Then comes the place and we plan for the things that really matter to the community and create a real sense of place now and for years to come.
- 3 Good architecture is clearly important, but more so is the space between the buildings, the landscaping and the public realm.
- 4 Finally we design the buildings around these.

Our Vision

1. People first

2. Community

3. Green spaces

4. Then the homes

PADDINGTON GREEN POLICE STATION - BERKELEY

The Team

Berkeley

The Berkeley Group builds homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England.

We have a long history of working in partnership with Westminster City Council, sustaining thousands of jobs and investing millions in local infrastructure along the way.

Our team has a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.

100 STRAND

9 MILLBANK

EBURY SQUARE

Squire & Partners

Squire & Partners is an architecture and design practice with experience spanning four decades, earning it an international reputation for architecture informed by the history and culture of where it is placed.

Squire & Partners' approach responds to the unique heritage and context of each site, considering established street patterns, scale and proportions, to create timeless architecture rooted in its location.

CHELSEA PARK

CLARGES MAYFAIR

GROSVENOR SQUARE

WEST END GATE

PADDINGTON GREEN POLICE STATION - BERKELEY

Consultation To Date

1st
round of consultation completed

1st
virtual exhibition undertaken

2
online webinars held

600
website views

85
surveys completed

6,643
flyers distributed

11
stakeholder meetings undertaken

One of our Facebook adverts with a combined reach of 33,000 people

Facebook Ad: Paddington Green Police Station - Berkeley

Consultation Timeline

Sep 20	Stakeholder Meetings First Round of Stakeholder Meetings
Oct 20	1st Exhibition opens
Nov 20	1st Webinar
Dec 20	2nd Webinar
Dec 20	Close of 1st round of consultation
Dec 20 - Feb 21	Review of feedback and changes informed into design
Feb 21	2nd Exhibition opens
w/c 22nd Feb 21	3rd Webinar
w/c 1st Mar 21	4th Webinar
5th Mar 21	Close of 2nd round of consultation
Mar 21	Review of feedback ahead of planning submission

80

81

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PADDINGTON GREEN POLICE STATION - BERKELEY			
Feedback Summary			
Key Issues			Our Commitment
	HEIGHT	People were concerned with the height of the blocks	<ul style="list-style-type: none">7 storey reduction in height on the tallest block, reduction in height across schemeHeight sat on Edgware Rd corner to mark the prominent junction into the West EndReduction of height fronting Paddington Green and the conservation area
	TRAFFIC/PARKING	Traffic and parking were of concern with further residents moving to the area	<ul style="list-style-type: none">Basement connection to West End Gate to allow parking, with over 350 spaces available across the masterplan West End Gate & Paddington Green Police StationCar free scheme to minimise any further traffic
	CRIME	Concern with regards to crime rates in the area now that there is no police presence	<ul style="list-style-type: none">Improved connectionsCreation of ground floor activity through new flexible commercial units, redesigned Newcastle PlaceInvestment in public realmImproved lighting throughout
	AFFORDABLE HOMES	Will affordable homes be provided	<ul style="list-style-type: none">38% affordable housing provision equating to 210 new affordable homesIn line with WCC policy of 60% intermediate and 40% social rent
	CONNECTIVITY FOR CYCLISTS & PEDESTRIANS	Importance of ensuring the area is safe and useable for both pedestrians and cyclists	<ul style="list-style-type: none">Fully open and accessible Newcastle Place, areas for pedestrian/public use throughoutCycle links through Newcastle Place from Edgware Road to Paddington GreenCommercial servicing within the basement, encouraging reduced vehicle movement through Newcastle Place
	GREEN SPACES	Usable green spaces, accessible for all	<ul style="list-style-type: none">Biodiversity net gainPublically accessible Newcastle PlaceLandscaping to encourage public use
	ENVIRONMENTAL CONCERNS	Concern for residents living next to the Westway	<ul style="list-style-type: none">Triple glazingRoof gardens at levels where air/noise allowsInset balconies

PADDINGTON GREEN POLICE STATION - BERKELEY

Responding To Your Feedback

Feedback received to date have made a valuable contribution towards shaping our final proposals.

Following community feedback, the following are key comments feeding into the updated design:

Reduction of building heights to a maximum of 32 storeys, reducing homes to 555 in total

Increased number of larger family sized homes for socially rented families

Improved pedestrian and cycle connectivity and entrances

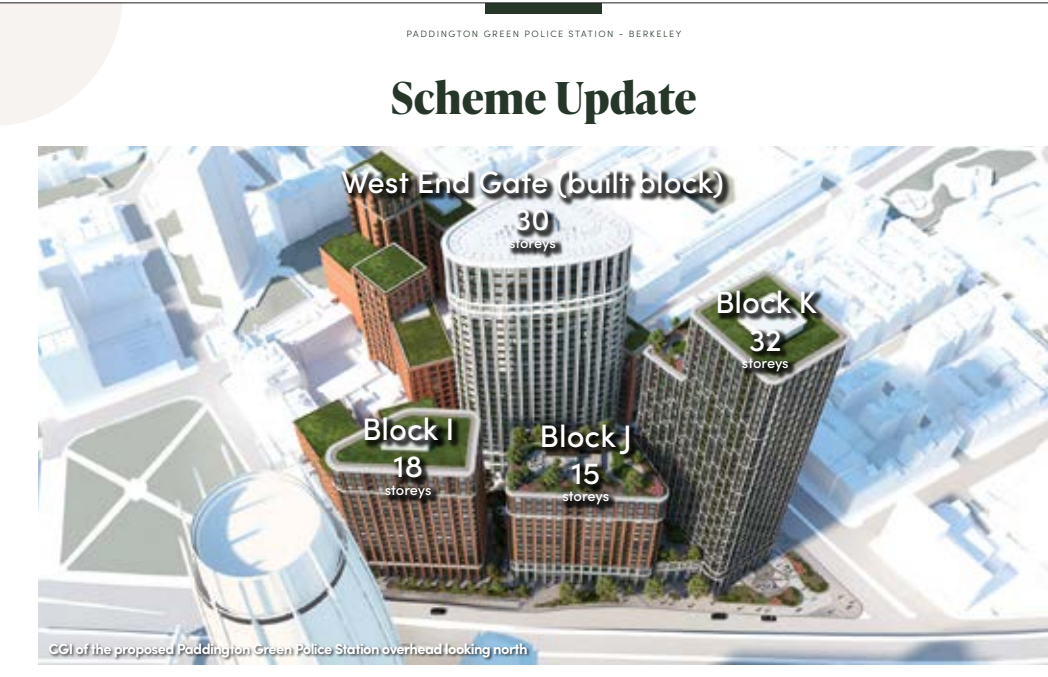
An enlarged community space which is to be provided as an affordable workspace

Coalescence to West End Gate through facades and

Focus on sustainable development

Inclusion of landscape beyond legal boundary

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PADDINGTON GREEN POLICE STATION - BERKELEY

Scheme Update

THE OPPORTUNITY AND VISION

DELIVERY OF **555 NEW HOMES**
PRIVATE AND AFFORDABLE HOMES (38%)

IMPROVED **PUBLIC REALM**

NEW SHOPS, CAFES AND OFFICE SPACE

450 **NEW JOBS**

BASEMENT CONNECTION TO WEST END GATE TO ALLOW PARKING & SERVICING

INVESTMENT OF **£17M** IN CIL AND S106 CONTRIBUTIONS

NEW 3,000 sqft **AFFORDABLE WORKSPACE** SPACE

BIODIVERSITY NET GAIN

HIGH QUALITY ARCHITECTURE

IMPROVED **PEDESTRIAN & CYCLE** ROUTES

ADDRESSING **CLIMATE CHANGE** AND CARBON REDUCTION

CAR FREE SCHEME

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PADDINGTON GREEN POLICE STATION - BERKELEY

Quality Led Public Realm

1. Block K ground floor activity



2. Improved Greening of Harrow Road



The fundamental principles of the scheme which have shaped our proposals are:



Create better permeability and new walking routes



Create interesting lines of sight



Increase Biodiversity around the site



Improve streetscape



Promote better activation and community led design



Safe, greener spaces



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PADDINGTON GREEN POLICE STATION - BERKELEY

Block I – Design Evolution

1st Round Consultation

The previous design proposals for Block I located a 25 storey tower block on the corner of Paddington Green, with terracotta façade panels and white horizontal reveals.

Feedback from meetings with WCC, key stakeholders and members of the public indicated that the height on this corner was felt to be too tall and should look to be reduced.



Block I at 25 storeys looking east along Harrow Road

Updated Design

The design of Block I has been reduced from 25 storeys to 18. This allows it to sit more comfortably on this important corner of the site, relating it more closely with the adjacent buildings that surround Paddington Green.

Facade design has been refined to rationalize the palette of colors. The feature columns draw inspiration on the red/ brown tones of traditional brickwork, whilst the feature white horizontal banding has been reduced to emphasise the base and upper levels of the building.



Block I at 18 storeys looking east along Harrow Road

PADDINGTON GREEN POLICE STATION - BERKELEY

Quality Led Public Realm

1. Al-fresco dining terrace



2. Pocket Park



3. Waterfall and green wall planting



4. Featured arches and lighting for underpass



5. Plaza with water feature and seating



6. Featured paved pathway



7. Water play area



8. Residents roof garden





Character Areas

Edgware Junction

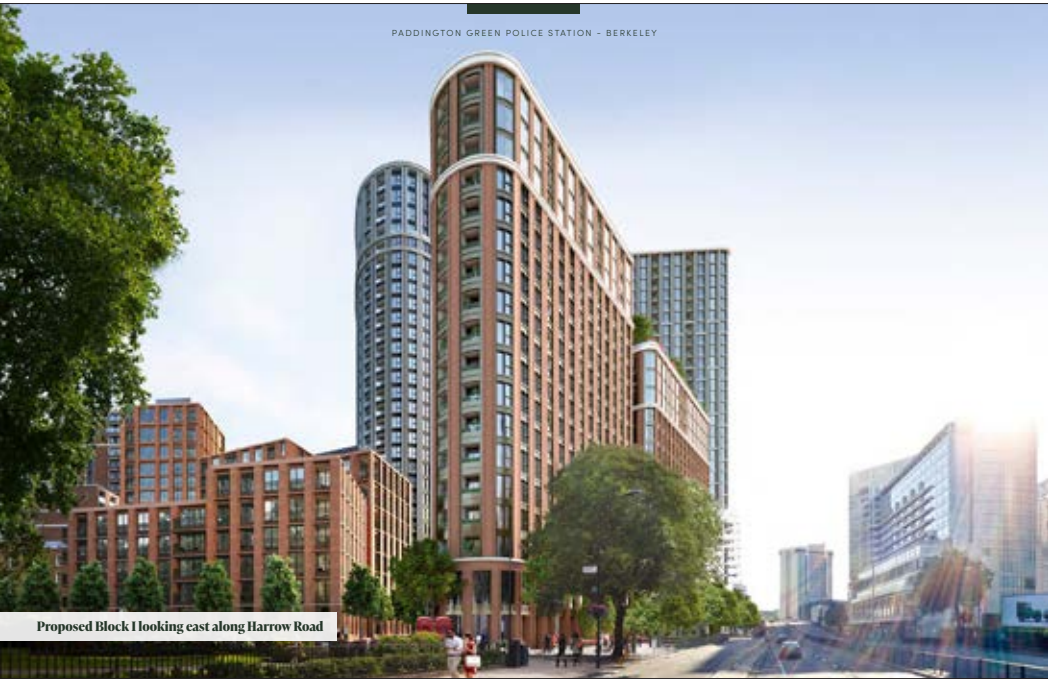
Edgware Road

Harrow Road

Newcastle Place

Paddington Green

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Proposed Block I looking east along Harrow Road

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PADDINGTON GREEN POLICE STATION - BERKELEY

Block J – Design Evolution

1st Round Consultation



Block J looking north east from Harrow Road

Block J proposals located a 15 storey mansion block in the centre of the site. This step down in height between the two towers delivered a building form that drew inspiration from the existing mansion blocks of the West End Gate masterplan.

This façade detail continued the use of feature terracotta coloured columns with feature white horizontal banding as used on Block I.

Updated Design



Block J looking north east from Harrow Road

The design of Block J has been further refined to introduce a white podium base that allows the building to connect across seamlessly to the Block K podium.

The building footprint has been adjusted to deliver a more rectilinear building footprint and as a result the internal layouts of apartments have been vastly improved.



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Block K – Design Evolution

1st Round Consultation

The previous design proposals for Block K located a 39 storey gateway tower on the important junction of Edgware Road and Harrow Road.

This façade treatment drew on the detailing used on Westmark. The feature white façade columns emphasized the slender height of the tower, with a smaller shoulder tower stepping back from Edgware Road and connecting the main form.




Block K at 39 storeys looking west along Harrow Road

Updated Design

Following feedback that 39 storeys felt too tall on this corner, the design proposals have been revised to reduce the tower down to 32 storeys in height. This sits more comfortably whilst retaining the importance of marking the key gateway corner.

The façade approach has also been further developed to introduce a more organic treatment to the bay study which helps to set the proposals apart from the Westmark when viewed from distance, whilst still being recognisable as part of the wider West End Gate masterplan. The shoulder to the tower has been retained and sculpted to provide a more dynamic twist in plan, resulting in further differentiation and erosion of the overall building mass.



Block K at 32 storeys looking west along Harrow Road



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PADDINGTON GREEN POLICE STATION - BERKELEY

Block K – Design Evolution



Previous 39 storey scheme




Updated 32 storey scheme


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PADDINGTON GREEN POLICE STATION - BERKELEY

Architecture & Facades



Block I Harrow Road Frontage



Office Entrance from Harrow Road


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Architecture & Facades


Primary Material:
Terracotta Facade with Patterning

Secondary Material:
Aluminium horizontal panels

Relating to 14-17 Paddington Green and the conservation area, sculpted to narrow in plan as it approaches the corner of the site, resulting in a strong bullnose corner that marks the entry point to the West End Gate Masterplan from the west.



Block I Indicative Facade Detail



Block K Facade Detail

Primary Material:
Portland Stone coloured facade

Secondary Material:
Aluminium spandrel panels

White GRC podium

The architectural form of block K delivers a tall, slender and elegant mass, with a smaller tower acting as a lowered shoulder.

The facades have drawn inspiration from the language of the existing Westmark to develop a new design language that sits comfortably within the wider masterplan, and the height of the nearby Paddington Basin to the south.

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Affordable Housing Location



Block J:
Affordable Housing L3 – 12
Intermediate Housing L13 – 14

Block I:
Intermediate Housing L1 – 10

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PADDINGTON GREEN POLICE STATION - BERKELEY

An Activated Public Realm

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.

Through upgrading and activating the space we hope to create a greener, safer environment.



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

Key

- Residential
- Office
- Plant
- Affordable Workspace
- Retail

Benefits

- A new affordable workspace
- 10,000 sqft Flexible Commercial Space
- 40,000 sqft Office 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

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PADDINGTON GREEN POLICE STATION - BERKELEY

Sustainability

The Berkeley Group is committed to minimising carbon dioxide emissions both now and in the future in order to reduce our impact and contribution to climate change.

We recognise our responsibility to manage environmental impacts, adapt to changing climate conditions and also to limit energy costs for residents, enhancing wellbeing and helping to manage local air quality.

Our objectives are aligned with the Mayor of London's plans to build a sustainable London for the future and TfL's 'Healthy Streets' approach has considered throughout design.

By introducing a wealth of new plant life, green spaces and green buildings, we will vastly increase biodiversity in the area, as well as respecting and enhancing the unique site.

Design

- Fabric First Approach – homes designed to minimise heating demands through efficient design & high performance
- Flexible commercial space designed to BREEAM excellent
- PV panels on all roof space not being used for plant or amenity space
- Internal recycling facilities in all homes
- All homes designed to minimise over heating
- Utilisation of the existing West End Gate Energy Centre (future proofed with DHN connection) – saving carbon rather than building new inefficient network

Transport

- Car free scheme
- Over 1,000 new cycle spaces
- Electric vehicle charging facilities
- Greener pedestrian and cycle routes

PADDINGTON GREEN POLICE STATION - BERKELEY

Basement Connection

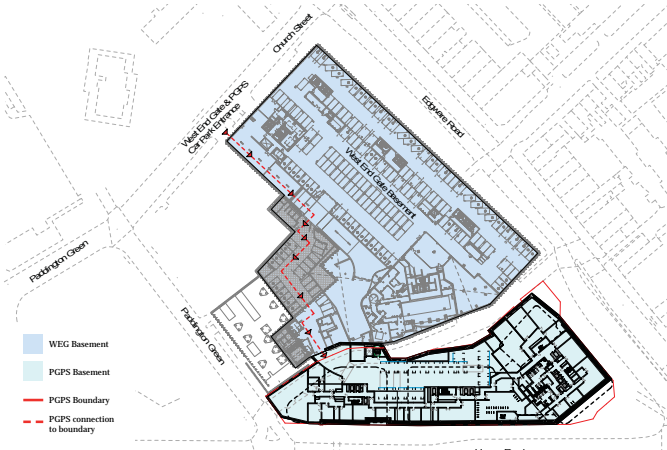
West End Gate and the Paddington Green Police Station will connect at basement level, maintaining the current in use Church Street car park entrance.

This allows Berkeley the unique opportunity to contain servicing, refuse collection and parking within the shared basement.

This opens up more space on the PGPS ground floor for activation and public realm improvements.

PGPS will be a car free scheme with only 3% disabled parking within the basement ensuring vehicle trips are maintained to a minimum. However residents who do require a space will be able to utilise West End Gate's double basement.

As much servicing as possible will be contained within the basement area, allowing the above landscaped Newcastle Place to be fully utilised as a shared surface area.




Key

- WEG Basement
- PGPS Basement
- PGPS Boundary
- PGPS connection to boundary

PADDINGTON GREEN POLICE STATION - BERKELEY

Construction Timeline

Q2 2022	Demolition
Q1 2023	Commence piling and enabling works
Q2 2023	Commence Block I superstructure
Q2 2024	Commence Block K superstructure
Q1 2026	Commence Block J superstructure
Q1 2026	Block I completion
Q4 2028	Block J and K completion
Q4 2028	Scheme completion



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Next Steps

Due to social distancing restrictions as a result of COVID 19 and in the interest of everyone's health and safety we will unfortunately be unable to hold this exhibition face-to-face. The proposals will be available to view online from Monday 22nd February 2021 to 5th March 2021.

After viewing the proposals

If you would like to speak to the project team, you can sign up for one of the webinar presentations which will be taking place on the 25th February and the 3rd March, both at 6pm.

Thank You

We would like to thank everyone who has taken part in the consultation process so far, and given their valuable input, time and ideas. We look forward to working closely with you as we move forward and finalise the proposals.

Contact Us

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


Timeline

SUMMER 2020	AUTUMN/WINTER 2020	WINTER 2020/21	WINTER 2021	SUMMER 2021	WINTER 2022	SUMMER 2023
Pre-Application discussions with Westminster City Council Pre-Application Discussions with Greater London Assembly (GLA)	Initial meetings with local stakeholders First Digital Community Consultation Consideration of Community Comments	Second Digital Community Consultation Consideration of Community Comments	Submission of Planning Application	Planning Permission Determination	Construction Commences	Completion of Development

7.13 Phase 2 Consultation Social Media Adverts (Facebook & Instagram)

Your Say
23 February at 16:05

Complete our survey and have your say on revised proposals to redevelop Paddington Green Police Station. We are planning new homes, new commercial space and a transformation of the public realm.
Following feedback from the community last year we have updated our proposals, tell us what you think today.




YOURSAY.ONLINE
Your Community, Your Say!
Find out more and help shape the proposals

Like Comment Share

COMMENT as Your Say
Press Enter to post.

Your Say
23 February at 16:05

Have your say on revised proposals for the Paddington Green Police Station redevelopment.
Following feedback from the first consultation last year, our proposals have been updated to include a reduction in building heights, an enlarged community affordable workspace and further work on enhancing the public realm.
Find our more and have your say today.




YOURSAY.ONLINE
Your Community, Your Say!
Find out more and help shape the proposals

Like Comment Share

16 22 comments 3 shares

Instagram

Q Search



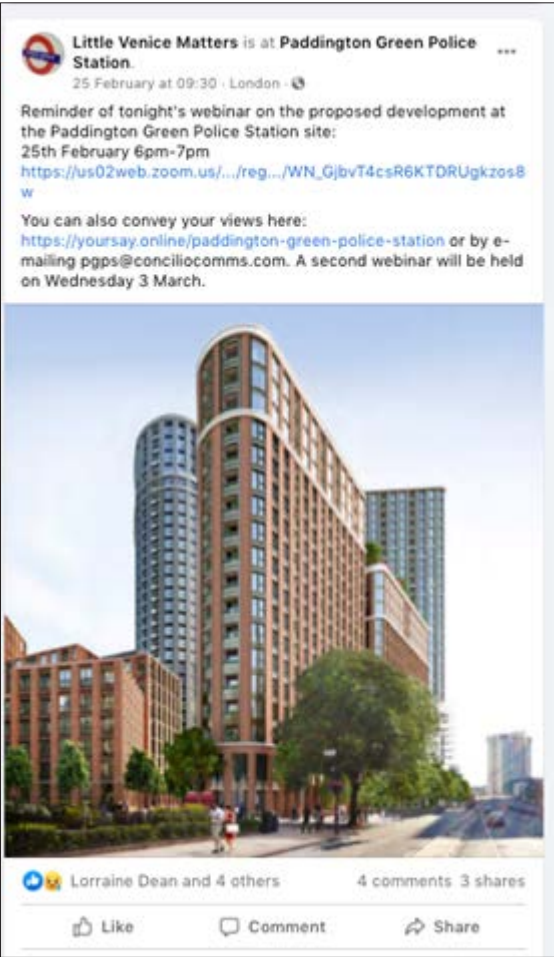
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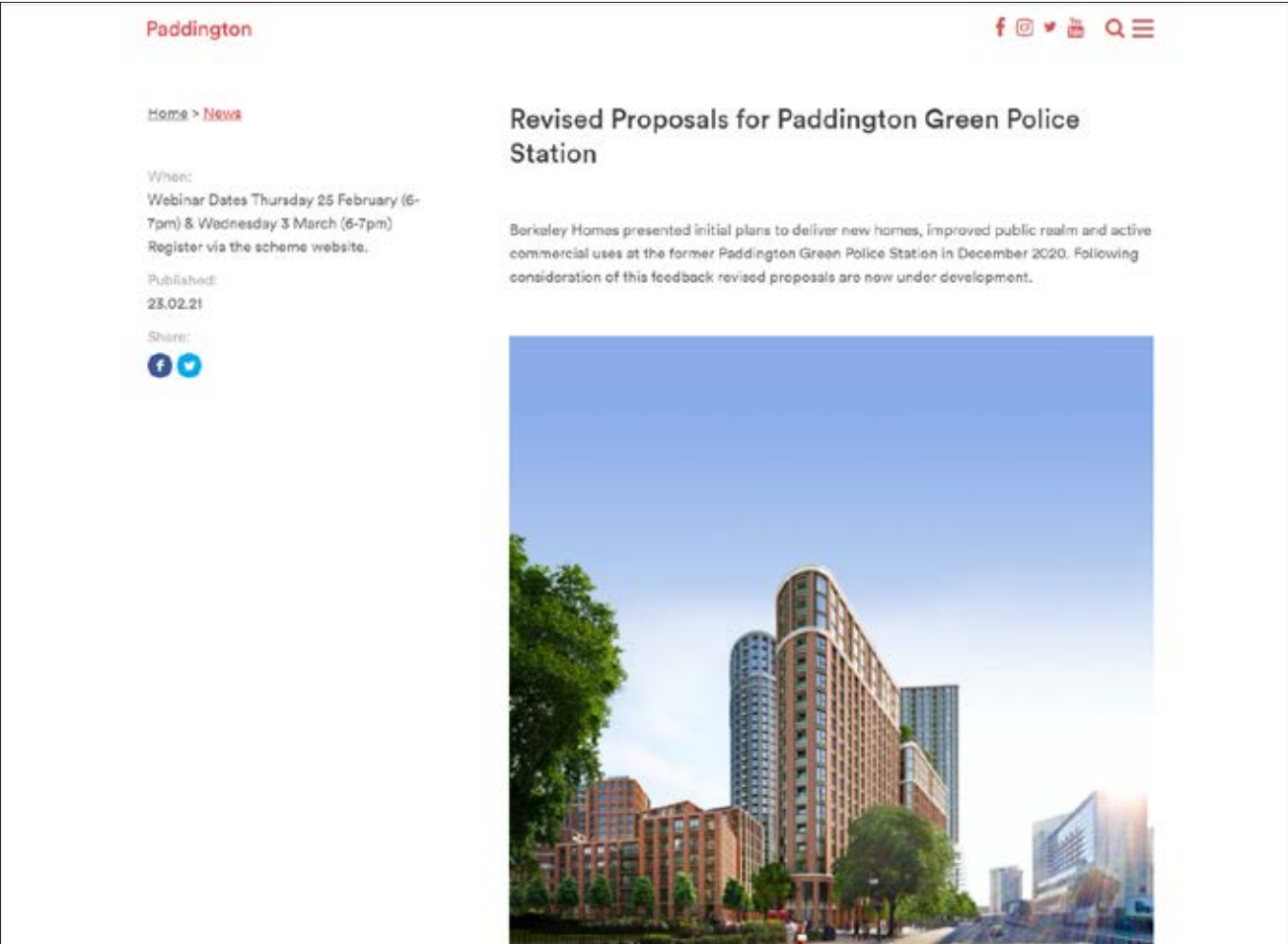
7 likes
FEBRUARY 23

Add a comment... Post

7.14 Phase 2 Consultation (Little Venice Matters Facebook Page Notification)



7.15 Phase 2 Consultation Paddington Partnership (Website Notification)



7.16 Phase 2 Marble Arch London (Twitter & Website Notification)



7.16 Phase 2 Marble Arch London (Twitter & Website Notification)

