

Fig. 5.18 Concept Design - Key Design Principles

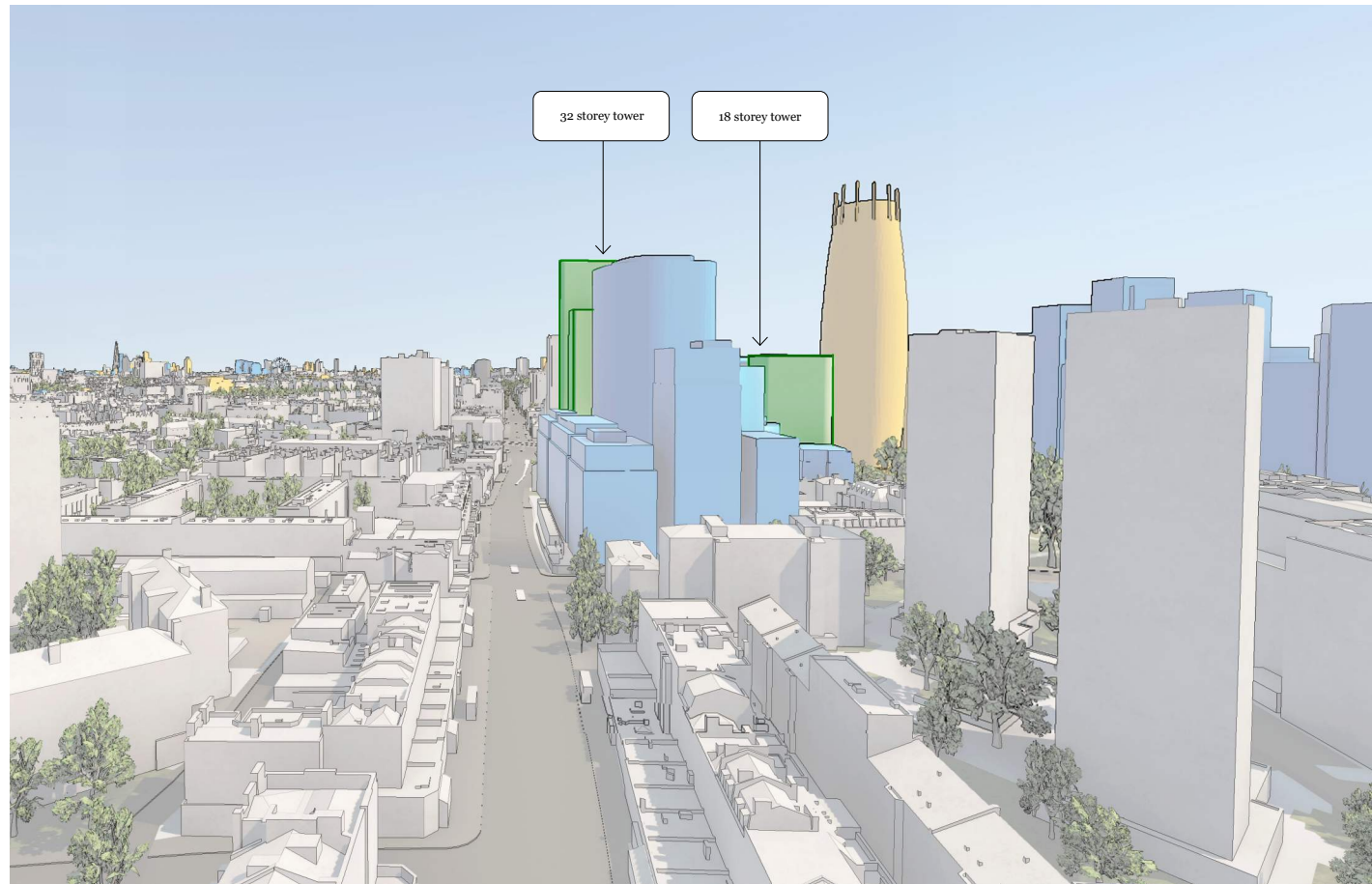


Fig. 5.19 Concept Design - WCC Submitted Scheme Massing Study - View looking south

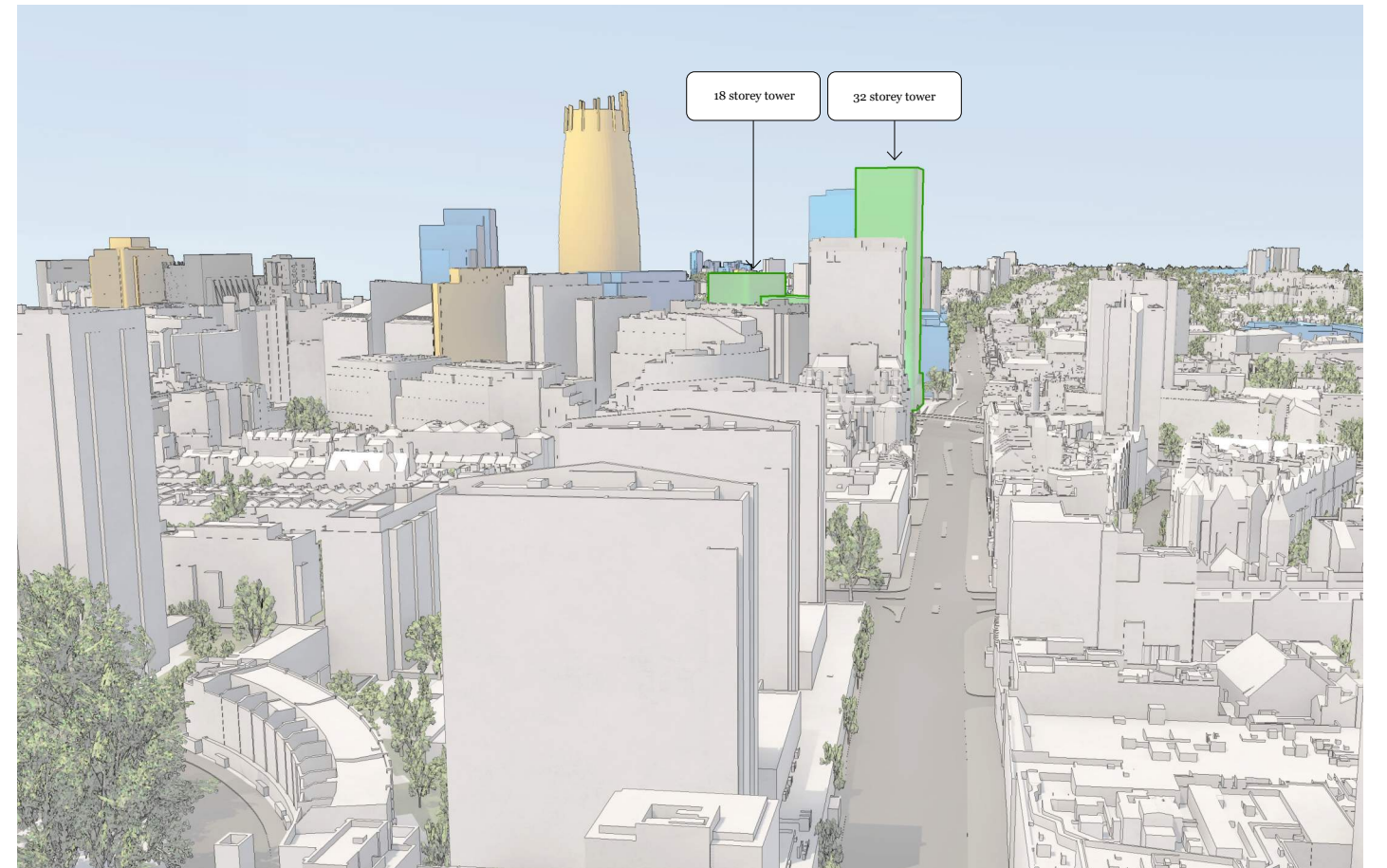


Fig. 5.20 Concept Design - WCC Submitted Scheme Massing Study - View looking south

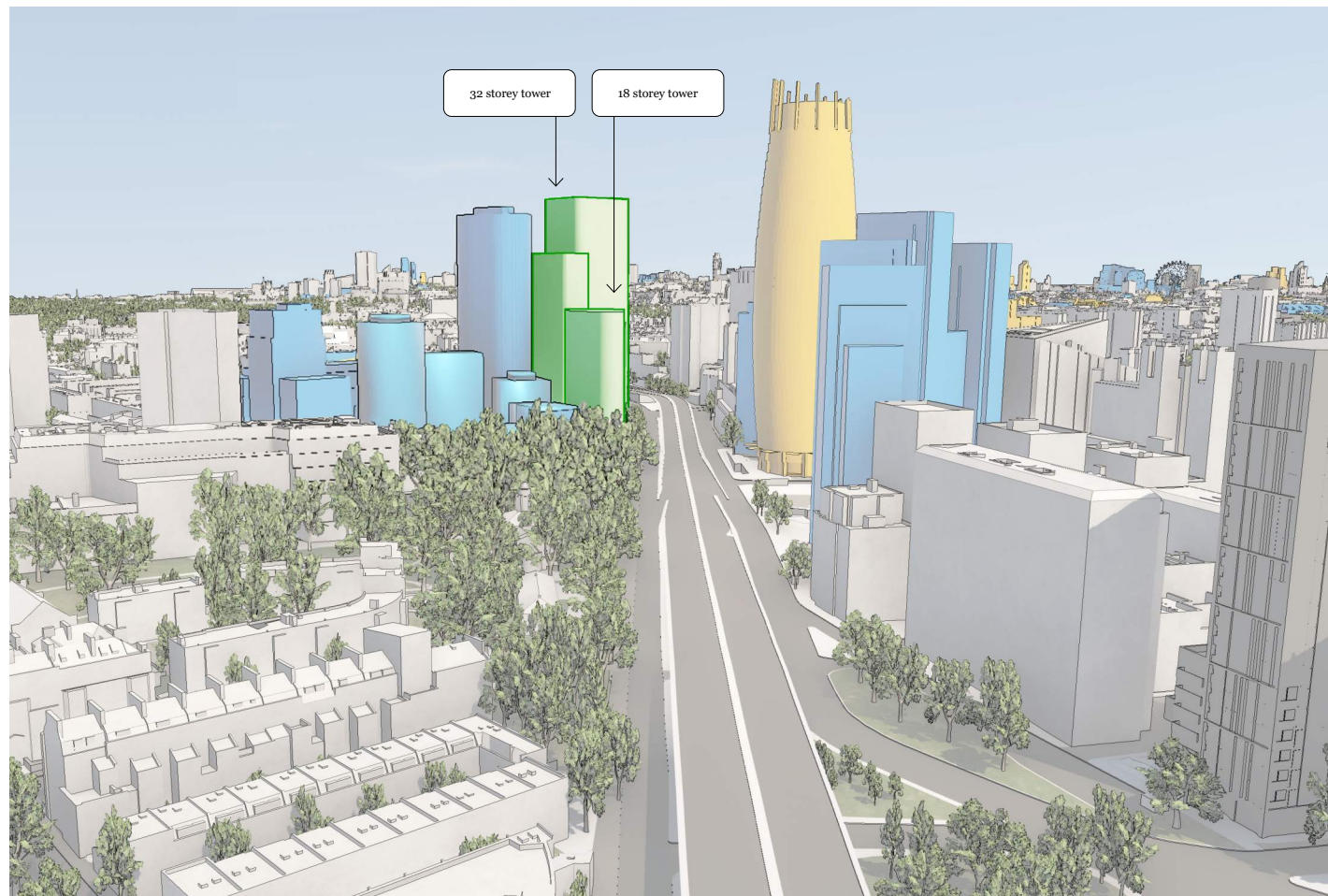


Fig. 5.21 Concept Design - WCC Submitted Scheme Massing Study - View looking south

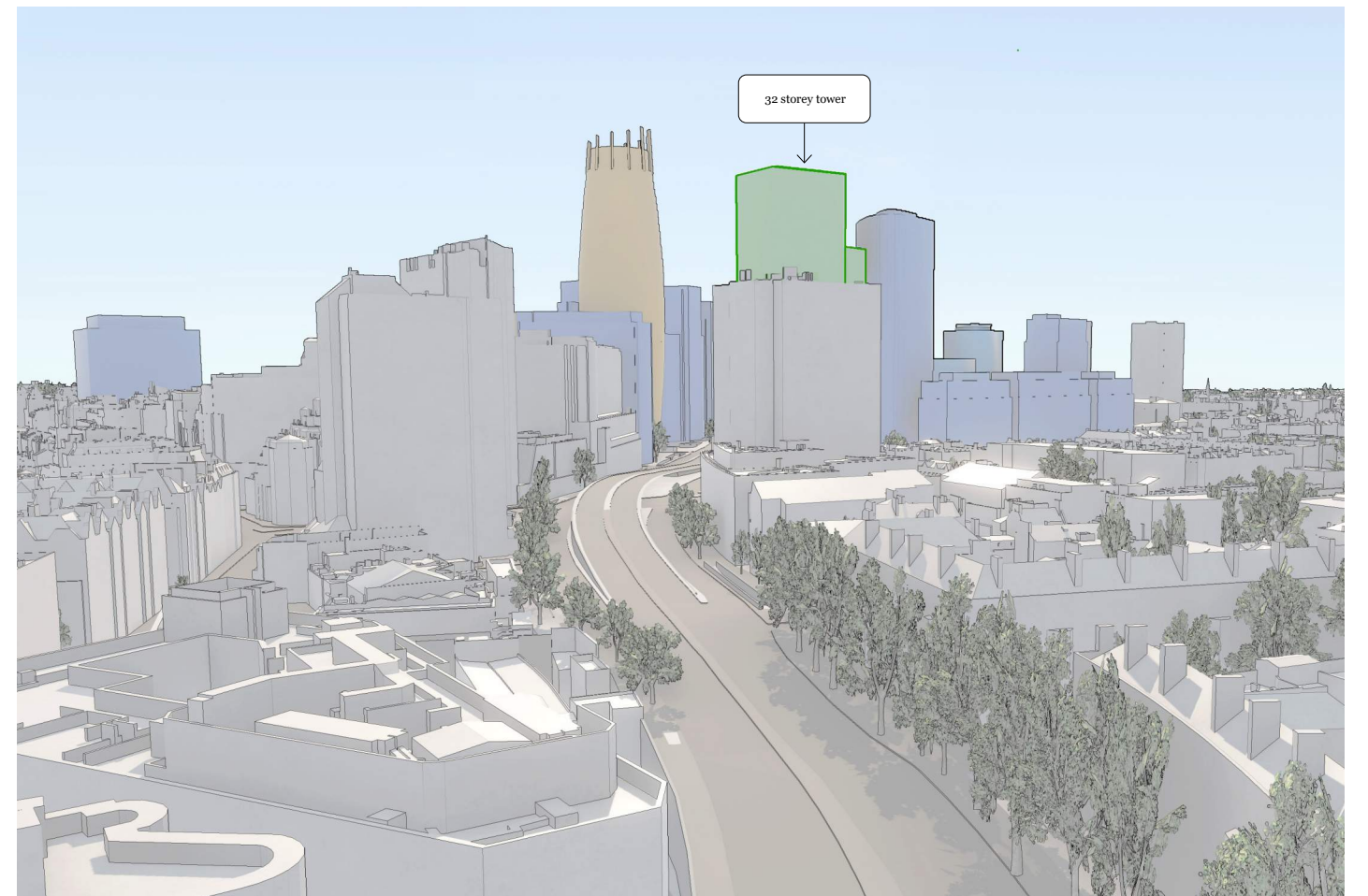


Fig. 5.22 Concept Design - WCC Submitted Scheme Massing Study - View looking south

5.11 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 prior to the March 2021 submission and outlines the Design Team response to the comments.

5.11.1 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 façade 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.

5.11.2 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.

5.11.3 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.

5.11.4 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.

5.11.5 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.

5.11.6 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.

5.11.7 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.

5.11.8 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 200m².

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 feed 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.

Meeting 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.

5.12 Design Review Panel

Following the WCC committee hearing and as part of the GLA Design Development process, Design Review Panel presentations were carried out at critical stages in the development of the revised design proposals.

Feedback from these Reviews was fed into the scheme as it developed and ultimately helped to inform the revised proposals for both the buildings and the public realm offering at Paddington Green Police Station.

5.13 London Review Panel 01 - 8th June 2022

Revised design proposals were presented to the review panel and captured the following key design moves;

- Revised massing options and the chosen design direction that looks to deliver more elegant building forms and increase the extent of usable public realm.
- Revised heights to the buildings with additional height on Blocks I and K being driven by a desire to mark the key gateway into the City Centre whilst retaining slender and elegant tall buildings.
- The bullnose omitted from Block I and the building massing revised to increase the distance to the buildings directly north of the site and improve daylight/sunlight levels to the building directly north of the site.
- Additional play space introduced to the west of Block I as a result of the revised massing.
- Block J reduce in width to increase the gap between Block I and J and provide additional public realm space at ground floor level.
- Block K reduce in length and moved north to increase the extent of public realm on the key gateway corner of Edgware and Harrow Road.
- Block K shoulder rationalised to read as a more orthogonal and aligned form with the main tower and helping to reinforce the slender height of the tower.



Fig. 5.23 Scheme presented at LRP 01

5.13.1 LRP Feedback

Justification for tall buildings

- Set out more justification for tall buildings and quantum of development on the site, taking note of the Westmark acting as a marker building at present.
- Compromise between height and quality of public realm and residential accommodation needs to be struck as some additional height is acceptable if it improves other aspects of the scheme.

The buildings as a cluster

- There is a design option that could make a successful cluster of buildings in this location. Current proposals need developed to deliver a family of building.
- A cohesive cluster of tall buildings should be informed by heights and forms of the existing buildings in the vicinity.

Stepped massing

- The shoulder to Block K is not providing an elegant form and removal of this 'backpack' could create a simpler, strong shape on the corner.

Designing for the site versus designing for targets

- Seek a better balance between the needs to deliver new homes and the need to generate a context-sensitive and liveable place.

Newcastle Place

- Opportunity to make more of Newcastle Place, including reducing the impact of the service road running through the site to eliminate vehicle movement altogether. Explore a more integrated approach to create a unified space that links existing and emerging phases.

Child play space

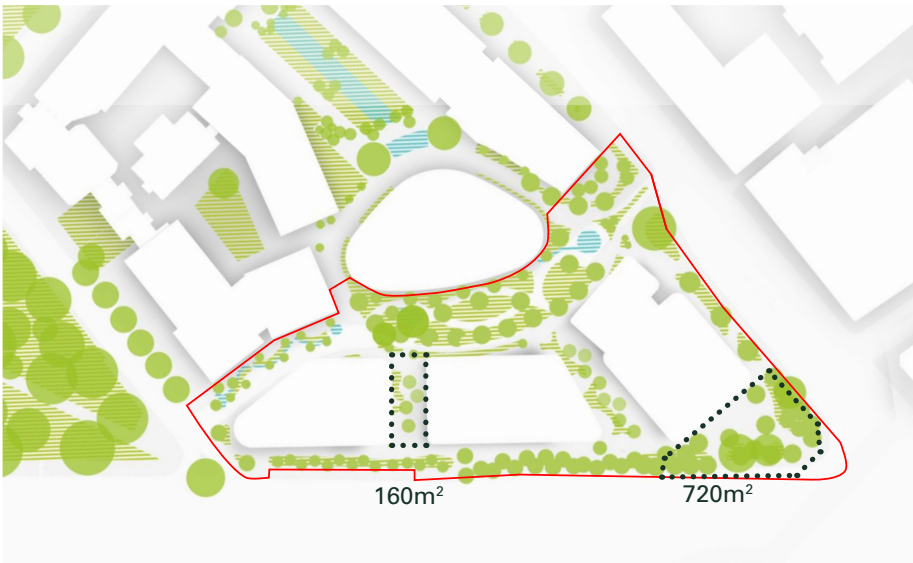
- A landscape led scheme is needed to address the gritty nature of this noisy and polluted site.
- Public realm spaces should be better connected into one seamless network of spaces.
- Look at ways to incorporate the existing police station relief sculptures into the landscape.

Wind

- Noted that tall building will require further testing to establish impact on the surrounding public realm.

Air quality and noise

- Acoustic baffles should be considered which allow for opening panels.

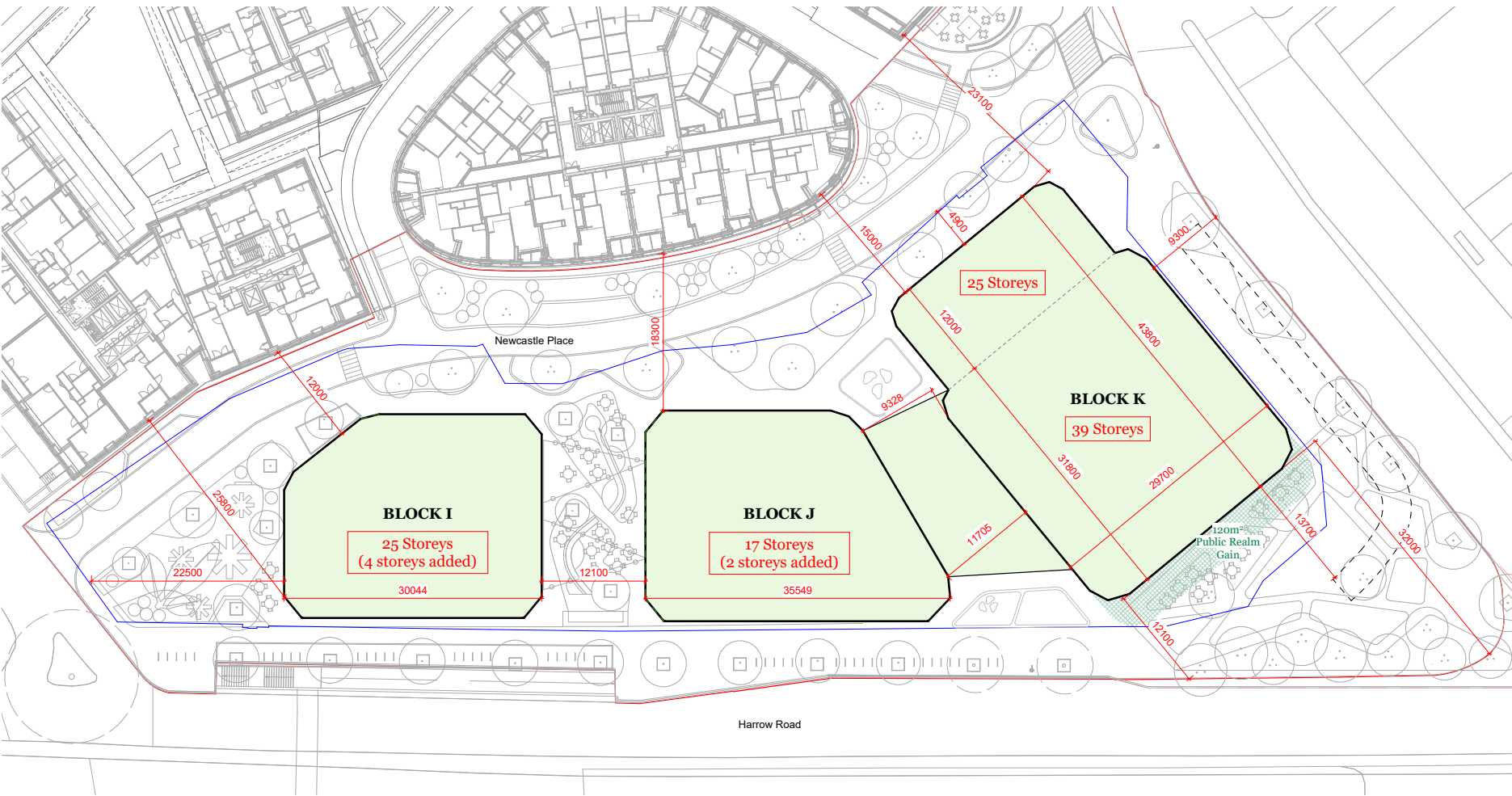


Planning Submission - March 2021 Scheme



Improved Scheme - increased extent of public realm

Fig. 5.24 Comparison of Planning Submission and LRP 01 Scheme extent of public realm



Block I:

- Omitted bullnose;
- Stepped back building form;
- Increased distance from Block H;
- Increased public realm (play space).

Block J:

- Reduced in width;
- Increased gap between I and J.

Block K:

- Reduced in length;
- Rationalised shoulder;
- Increased public realm (plaza).

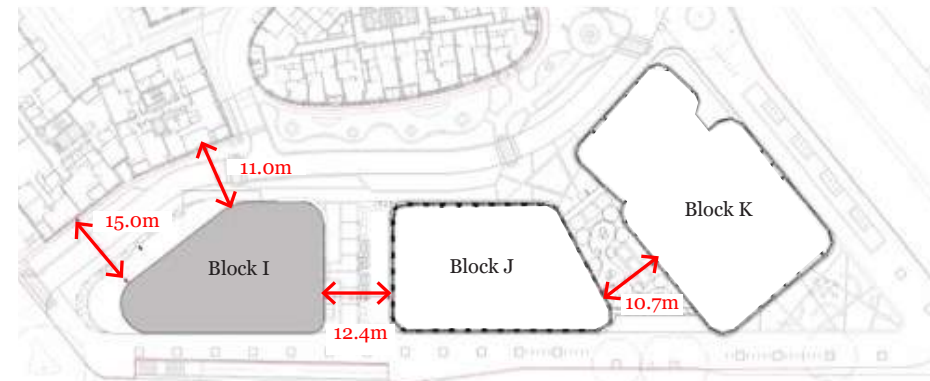
Fig. 5.25 Scheme presented at LRP 01

Sunlight & Daylight

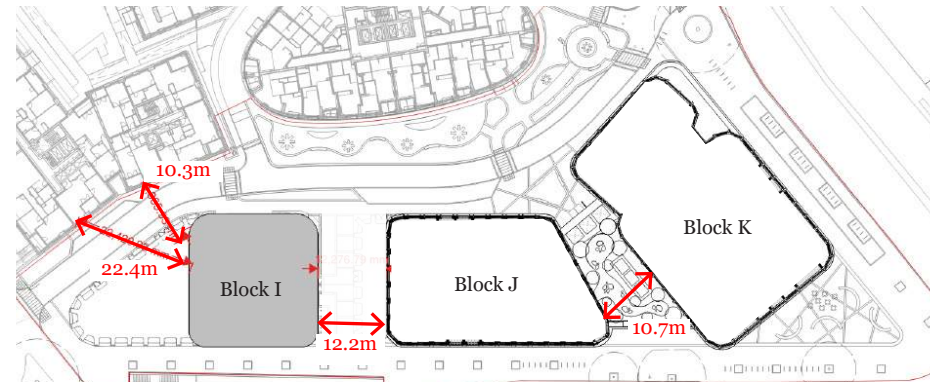
- Removal of the bullnose on Block I has improved daylight and sunlight with additional heights introduced to the buildings.
- Review light levels via detailed analysis to lower apartments to ensure sufficient light reaches these homes.
- Positive removal of all north facing single aspect homes noted by the panel.

Living at density

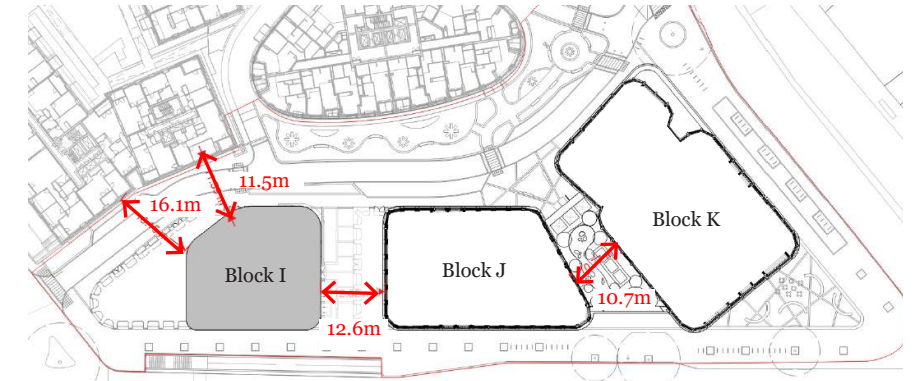
- Scheme is dense and must ensure there are sufficient communal amenities and social infrastructure to support those living within the development and provide dedicated play areas at ground floor.
- Positive move to utilise the basement for servicing to free up the ground floor for critical social and commercial infrastructure. Explore flexible storage solutions at ground floor.



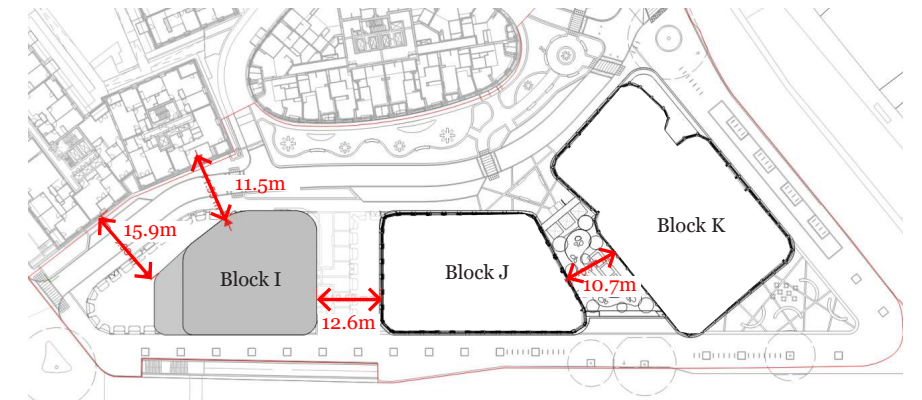
1. Reduced Bullnose



2. No Bullnose



3. No Bullnose with Chamfer



4. Stepped Back Building Form

Fig. 5.26 Building footprint design development delivering reduced DL/SL impact on neighbouring buildings

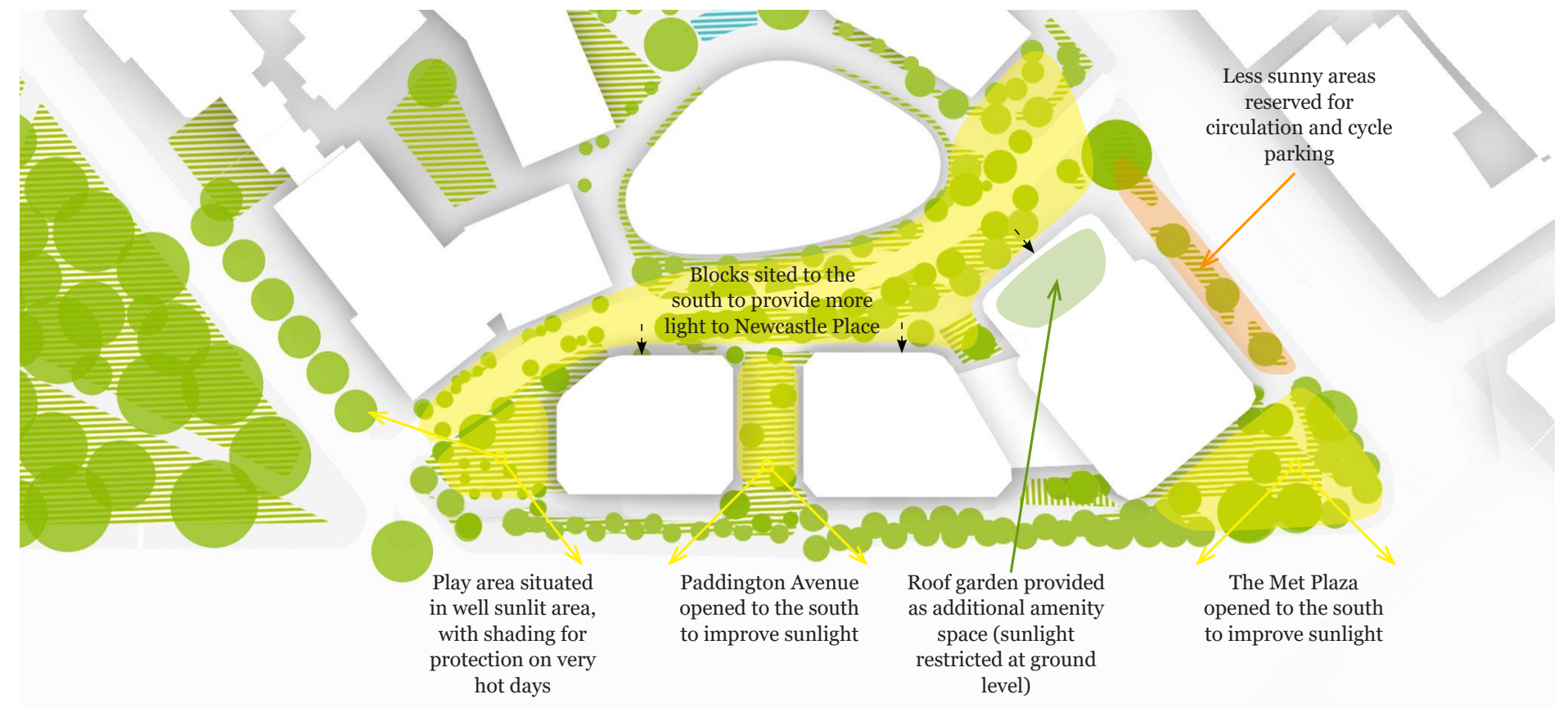


Fig. 5.27 Key Design moves presented at LRP 01

5.14 London Review Panel 02 - 18th August 2022

Comments raised at the first LRP were taken on board and the design proposals were developed further to deliver the following key design moves;

- Detailed justification and rationale provided for the design concept that places the tallest building at the key gateway corner on Edgware and Harrow Road.
- Design development options presented to illustrate the extent of design exploration that has occurred throughout the design development process and how the current proposals look to take on board previous feedback to deliver a successful cluster of tall buildings.
- Block K revised to remove the shoulder element and create a more slender and elegant tall building to mark the key gateway into London.
- Blocks reduced in width and rationalised to deliver more slender building forms and reduce the overall density of the scheme.
- Distances between block increased to increase the extent of public realm and improve quality of living.
- Improved daylight/sunlight levels to neighbouring homes and amenity spaces as a result of revised building forms.
- The podium link between Block J and K removed to introduce further permeability of the urban block and provide additional GF retail frontage that helps to increase pedestrian movement and deliver active streetfronts.
- The omission of the office provision at level 01 and 02 contributes to the improved public realm between Block J and K whilst also delivering better residential quality by reducing the overall density of the scheme.
- Improved public realm offering with revised landscape proposals that provide a series of character areas that are specific to location and draw on the history of the site.
- Improved residential quality with the elimination of north facing single aspect units and an increase in the proportion of dual aspect apartments.
- Improved energy strategy that embraces the use of Air Source Heat Pumps and removes the buildings reliance on carbon fuels.



Fig. 5.29 Scheme presented at LRP 02

5.14.1 LRP Feedback

Quality of Place

- Seek to producing a more coherent justification for taller buildings and the revised distribution of height across the three buildings.
- The proposed 39 storey tower was preferred over the alternative options, with views from the Westway illustrating the increased gap between Block K and the other buildings, helping to improve the overall composition on buildings on the site.
- The removal of the podium at Ground Floor Level is a good move and results in better quality of public realm.

Cluster & Architecture

- Develop architectural expression further to break up the mass into clear lower, middle and crown portions.
- Encouraged to develop the depth of the elevation build up through layering to avoid flat building facades that would negatively coalesce with the Westmark.

Landscape & Play Space

- Ground floor is working much better than previous iterations with considerable amount of public realm.
- Much more successful central green space of Newcastle Place with pockets of landscape that have more identity.
- Night safety to be embedded in the landscape designs with clear sightlines.
- Embrace a gritty, naturalistic approach with low level planting and height level tree canopy with clear sightlines.
- Allow for future flexibility of the public realm.

Quality of Life

- Positive reduction in single aspect homes and increased dual aspect homes.
- The panel advised the team to ensure all tenures in all blocks are provided with ground floor storage.

5.15 London Review Panel Summary

Following the conclusion of the Design Review process, the scheme was further refined and developed to deliver a more convincing cluster of tall, elegant buildings that sit comfortably as part of the wider built environment. Public realm revisions that were a direct response to LRP feedback result in more dynamic and unique to place spaces that connect the proposed development to the wider existing urban fabric.

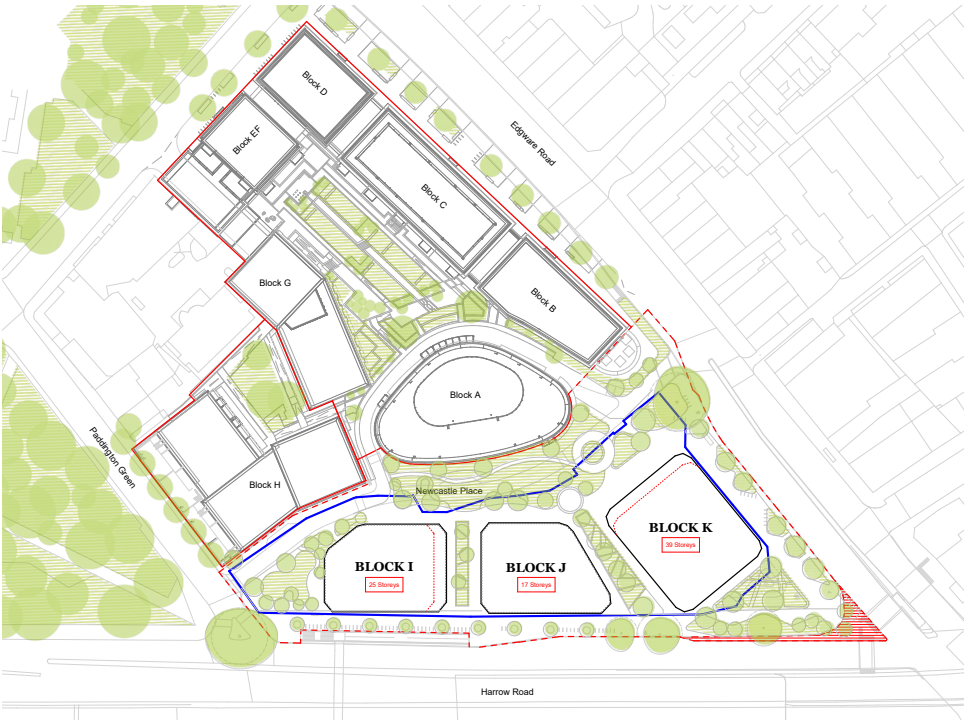
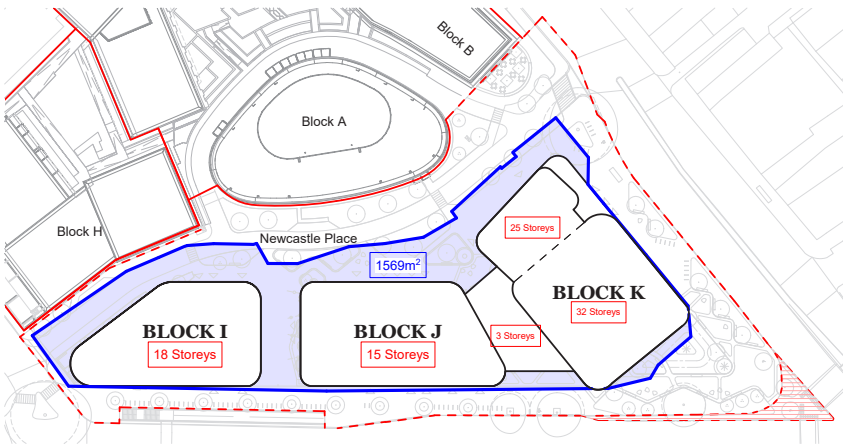
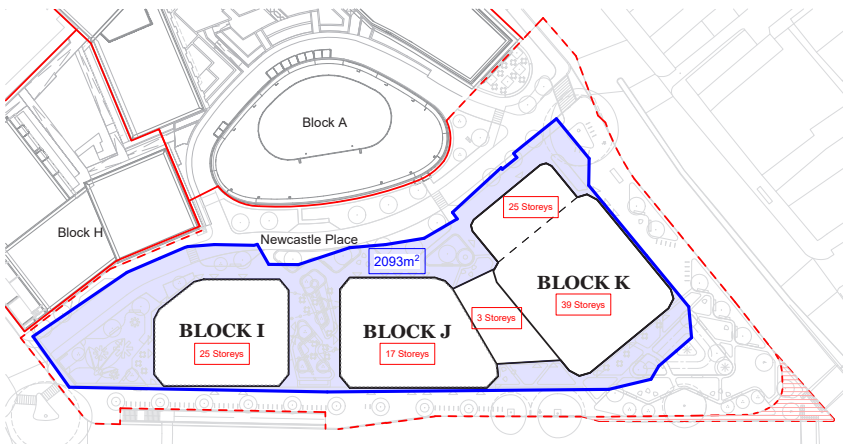


Fig. 5.30 Public Realm proposal visuals

Planning March 2021

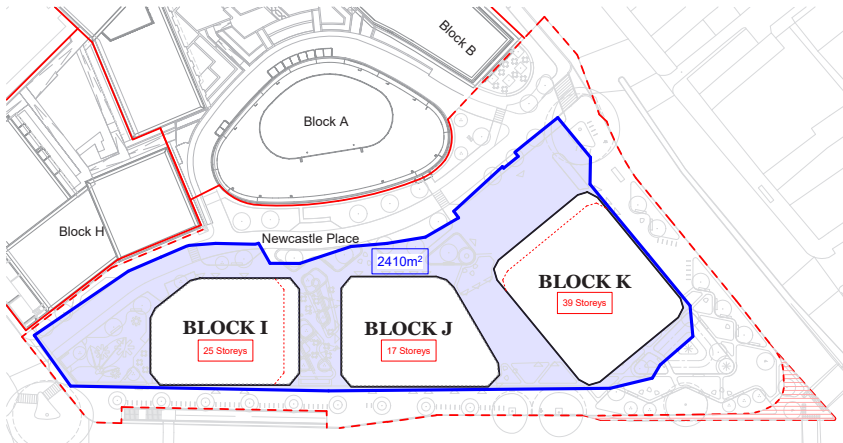


LRP 01 - June 2022



+ 524 sqm (33% increase from planning application boundary)

LRP 02 - August 2022



+ 841 sqm (53% increase from planning application boundary)

Fig. 5.31 Comparison of extent of public realm

5.16 Public Consultation

Extensive consultation has taken place with Westminster City Council, the GLA, 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. Comments raised about the bulk, mass and height of the building have been reviewed and addressed in the design proposals, whilst key concerns with regards to potential impact on neighbours, environmental design, crime and public realm and residential quality 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
- Public Exhibition

5.16.1 Ward Member Consultation

From the outset, the Applicant sought to engage with the site’s ward members from Westminster City Council (Little Venice): Cllr Melvyn Caplan, Cllr Lorraine Dean and Cllr Sara Hassan. The Applicant has also reached out to Church Street and Hyde Park ward councillors, Karen Buck MP and Nickie Aiken MP.

5.17 Public Webinar

A series of Webinars were held with the local community to present the development proposals and offer an opportunity for comment and feedback.

The exhibitions were held on 3rd and 10th December 2020 with a follow up series of webinar presentations on 25th February, 3rd March 2021 and 25th October 2022.

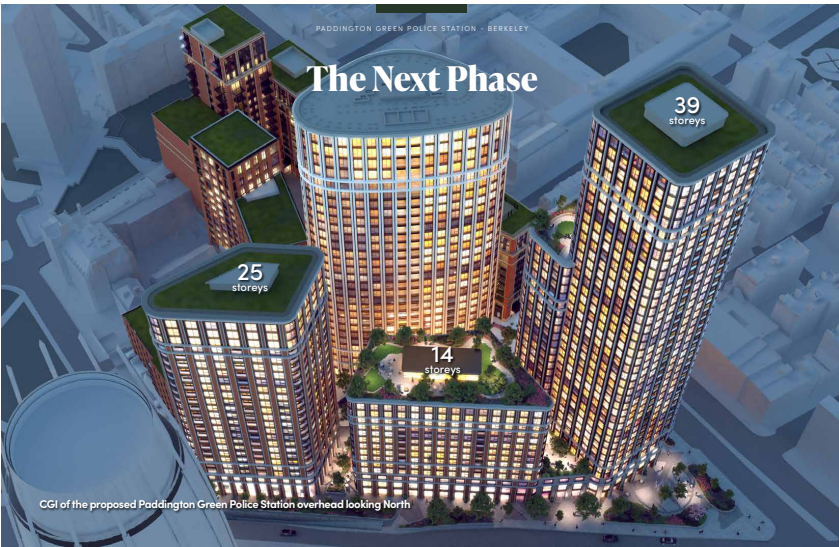
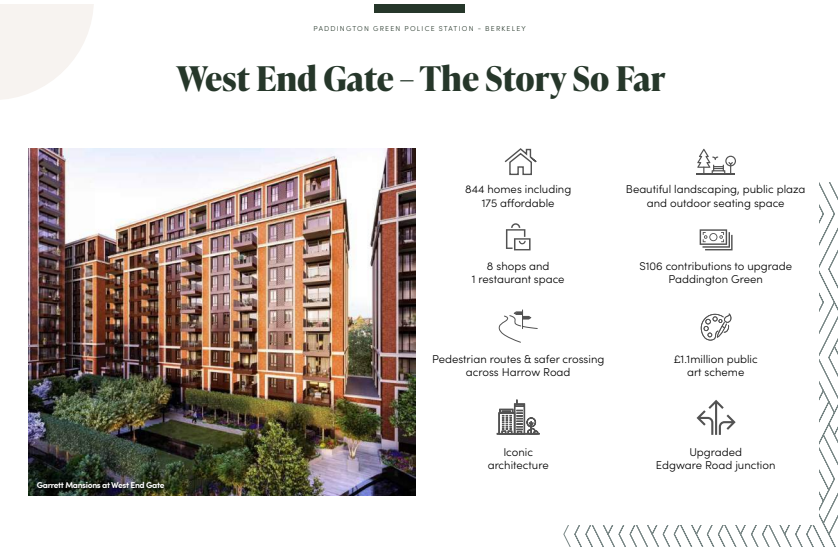
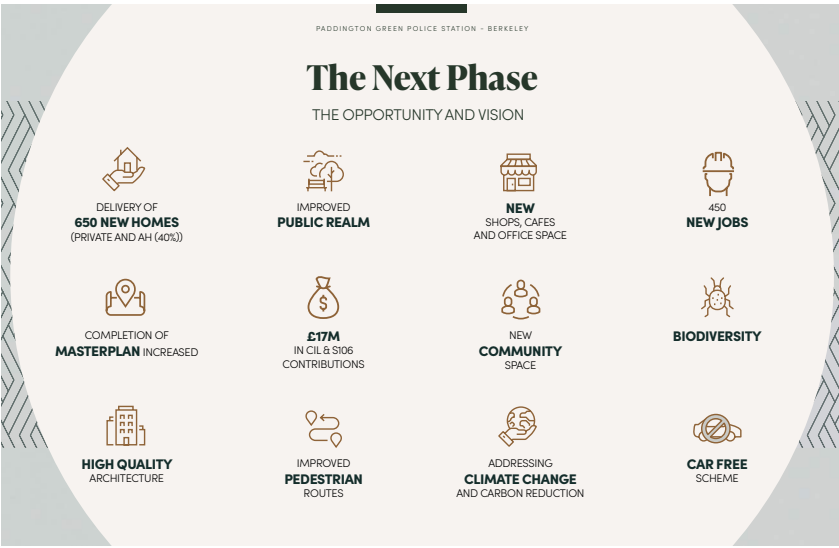
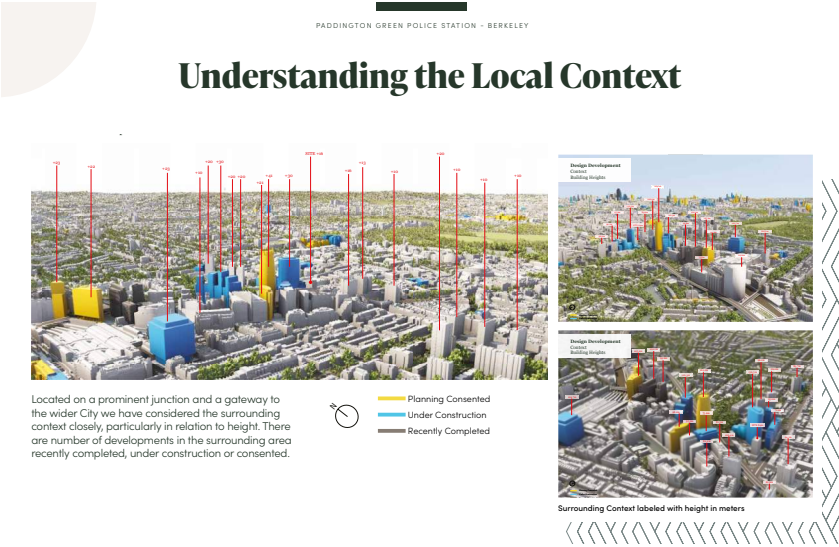
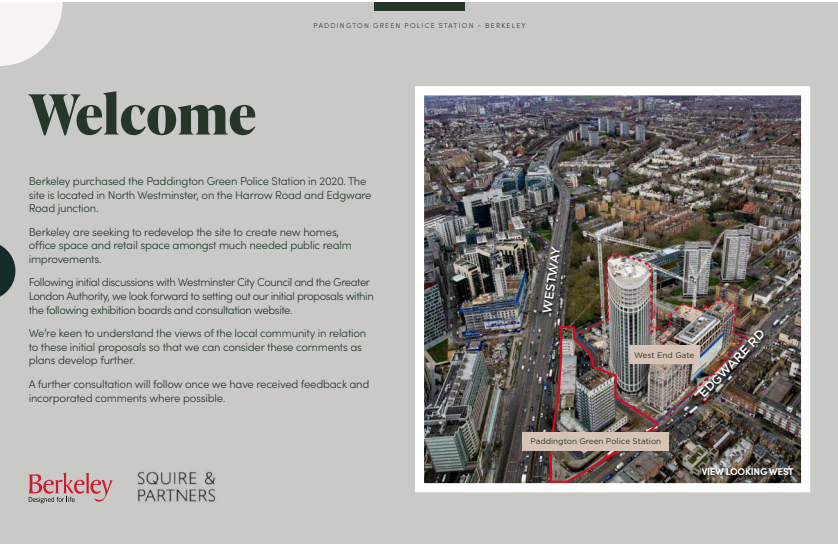


Fig. 5.32 Sample of Presentation Boards from Public Webinar