

5.18 Community Stakeholder Consultation

Meetings were held with key stakeholders as part of the design development process, including;

- St Marylebone Society
- Marylebone Association
- St John’s Wood Society
- Hyde Park Estate Association
- South East Bayswater Residents Association
- Paddington Waterways & Maida Vale Society
- Paddington Residents’ Active Concern on Transport
- Regents Park CAAC

5.19 Designing Out Crime

Crime reduction measures have been reviewed with the Metropolitan Police.

The new public realm has been designed to be an open space, well lit space with good overlooking. Through the creation of new pedestrian and cycle routes through and into the site, the proposals aim to vastly increase footfall in the area and create a new series of landscape spaces that can be activated throughout the day and into the evening.

The approach and entrance to blocks has been considered to minimise recessed doorway depths in the ground floor facade and core design has been developed to ensure secure lines are maintained within the building.

5.20 Public Exhibition

Further Public Consultation took place on 1st November 2022. General feedback from key stakeholders and members of the public focused on the height of the buildings, the proposed ground floor uses including the dedicated community space and the proposed public realm improvements.

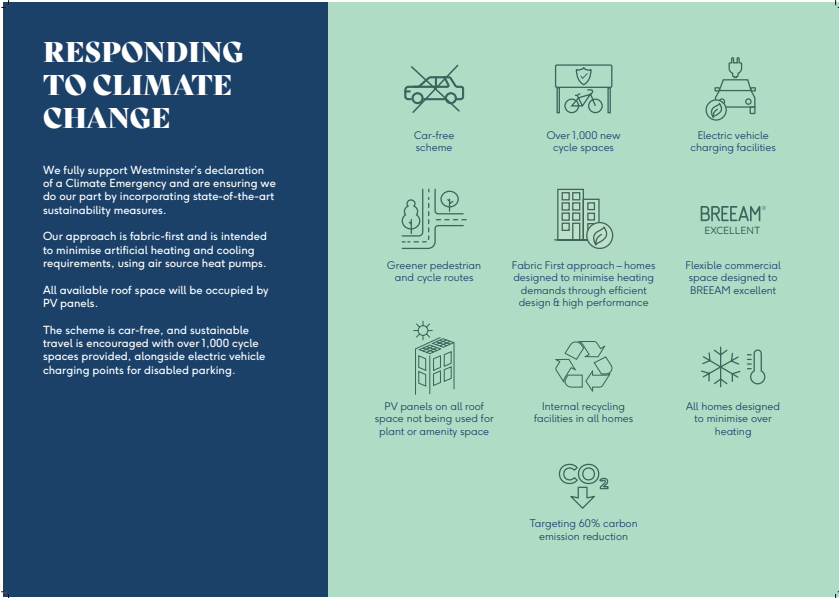


Fig. 5.33 Sample of Presentation Boards from Public Exhibition

5.21 Selected Design Proposal

As a result of the detailed interrogation of the scheme, consultation with the GLA, the London review Panel and key stakeholders and members of the public, the final design proposals embrace the revised building forms that seek to reduce the building footprints, increase the space between buildings and increase the overall heights of the buildings to deliver a coherent and elegant cluster of tall buildings.

5.22 Scheme Overview

The design looks to form a tall slender building to mark the key gateway point of entry into the centre of London. This is complemented by a series of smaller towers running from east to west towards Paddington Green.

As a result of the reduced building footprints, there is a significant uplift in the extent of public realm. This has been developed as a series of key character areas that aim to rejuvenate the site and its surroundings, providing valuable play space and a mixture of soft and hard landscape spaces for residents and visitors alike.

Servicing of the site has also been revised and the proposals aim to stop up Newcastle Place, taking vehicular movement north of the westmark and allowing a large proportion of Newcastle Place to be dedicated to pedestrian movement, play space and high quality landscape designed urban realm.

Residential quality is improved as a result of smaller building footprints which help to eliminate single aspect north facing apartments and increase the number of dual aspect homes on site.

The energy performance of the scheme has also undergone substantial revision and as a result the developments reliance on carbon fuels has been drastically reduced, improving the energy and sustainability credentials of the scheme.

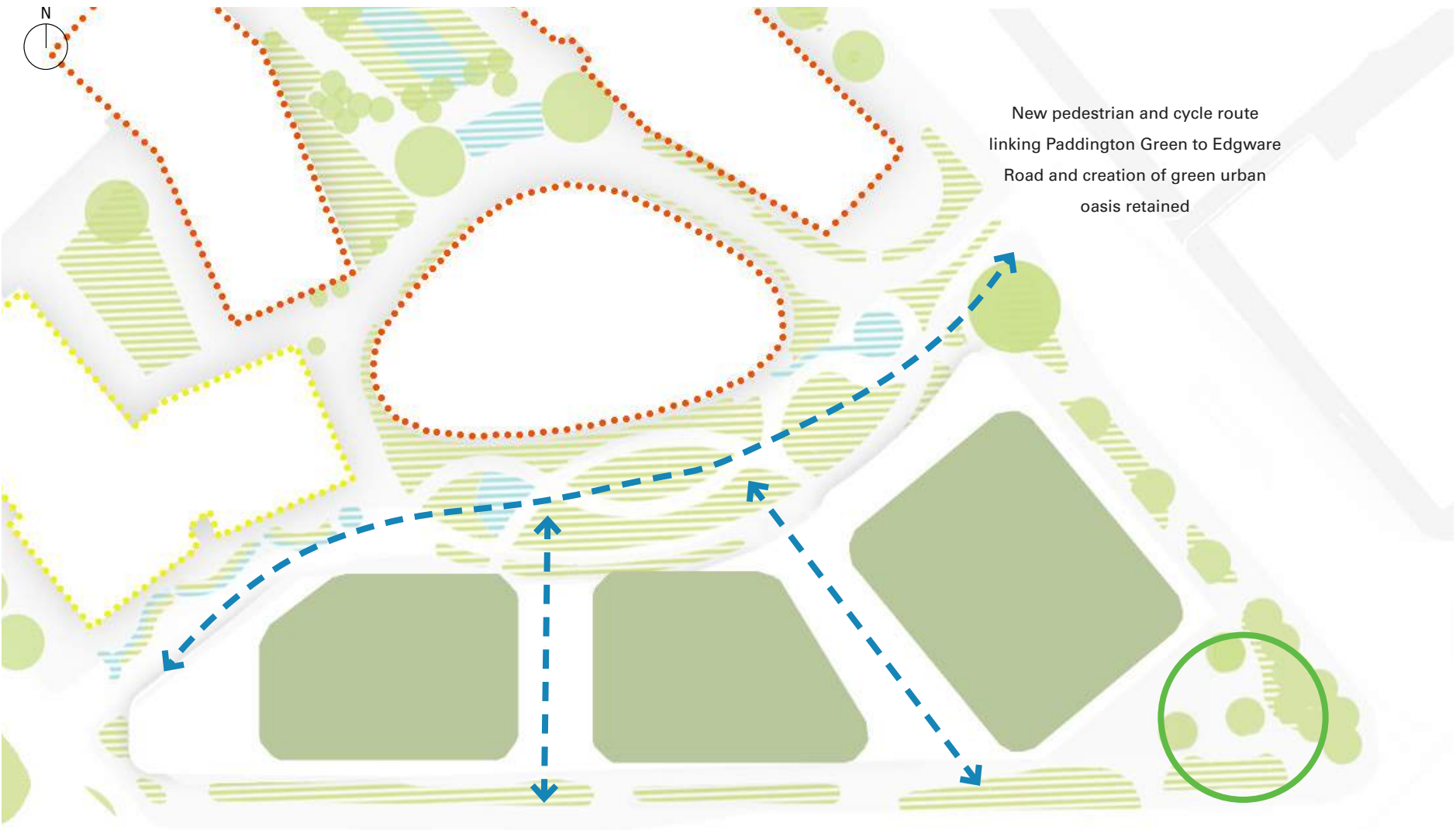


Fig. 5.34 Selected Design Proposals - Plan

Permeability of urban
block retained

Permeability of urban
block retained

Edgware Road plaza and slender
gateway tower form bring importance
and focal point to key corner of
Edgware and Harrow Road.



Fig. 5.35 Selected Design Proposals - Visualisations

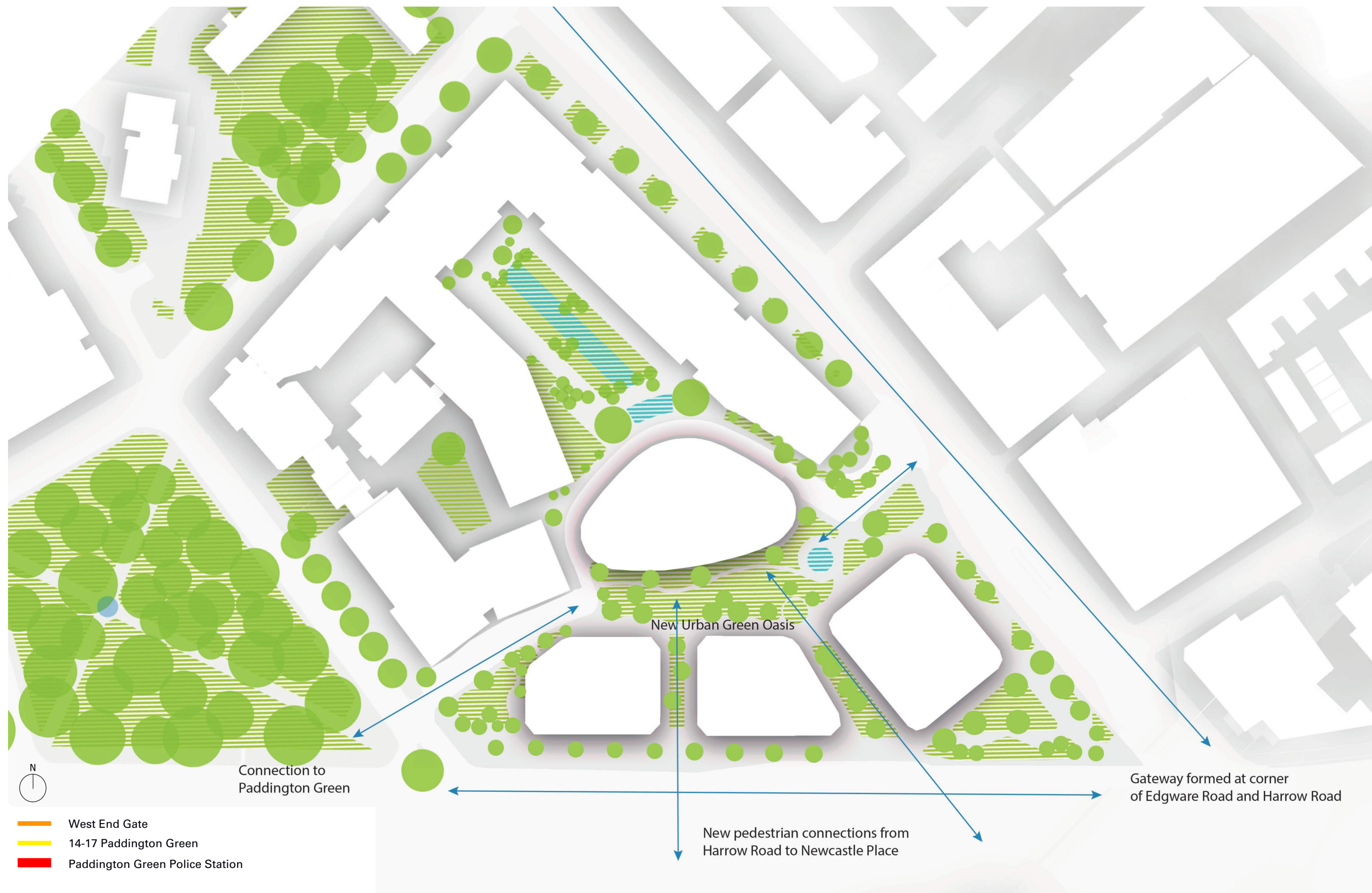


Fig. 5.36 Concept Design - Key Design Principles



Fig. 5.37 Concept Design - Selected Scheme Massing Study - View looking south

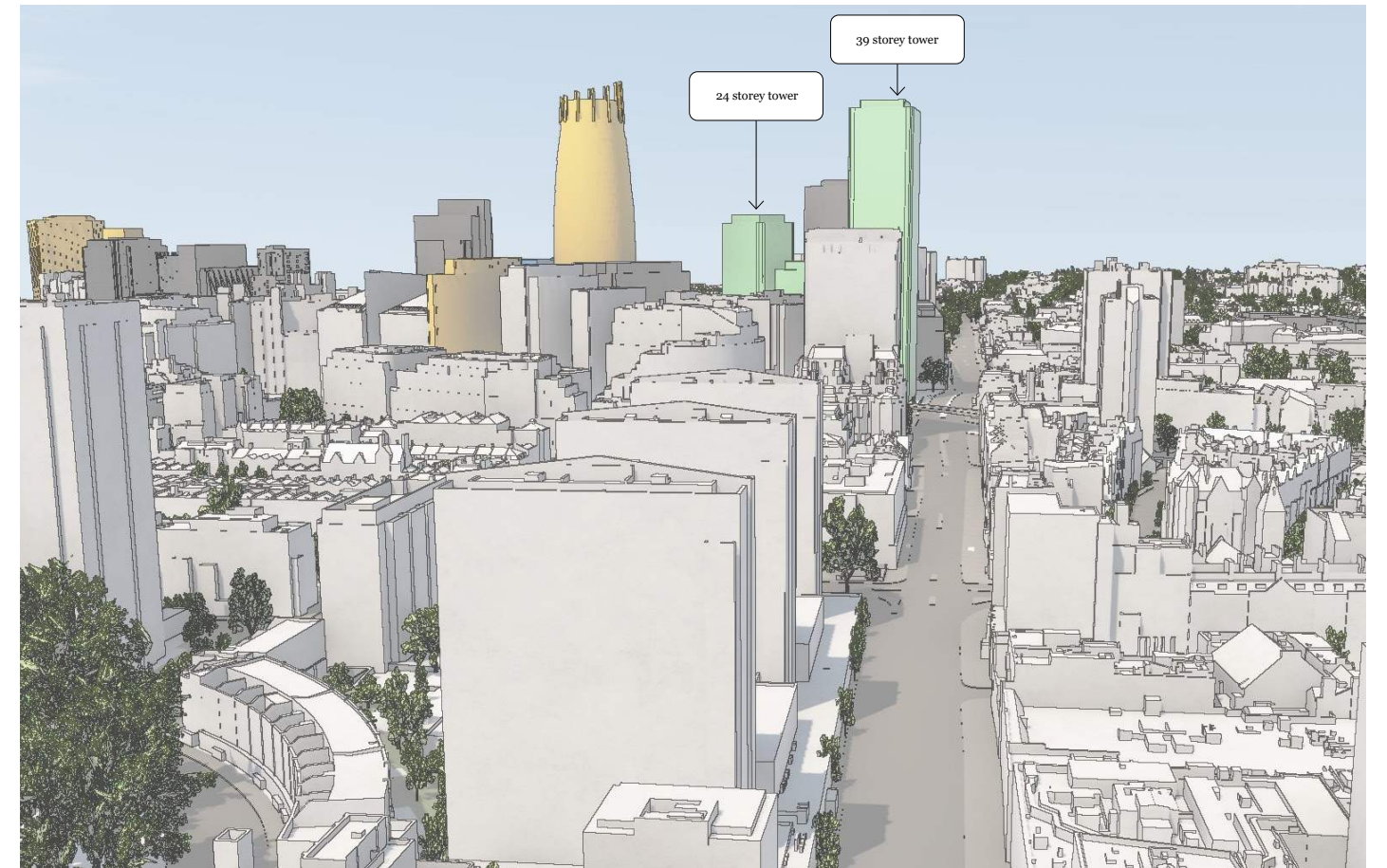


Fig. 5.38 Concept Design - Selected Scheme Massing Study - View looking south



Fig. 5.39 Concept Design - Selected Scheme Massing Study - View looking south



Fig. 5.40 Concept Design - Selected Scheme Massing Study - View looking south

5.23 Block I

The southwest corner of the site converges along Newcastle Place and Harrow Road. This offers an opportunity to introduce a feature building picking up on this important corner of the site and reinforce the connection between Paddington Green and the Paddington Green Police Station development.

Block I has been revised from the original submitted scheme to minimise the building's impact on daylight and sunlight levels to the blocks immediately to the north. As a result of this, the bullnose form of the building, located adjacent to Paddington Green has been cut back and a new, more slender building form has been created.

The building heights have been developed throughout the design process as a cluster of tall buildings and to explore the impact of height on this key entrance point into the site. The previous design proposed an 18 storey tower, however through further detailed design development and with the introduction of reduced building footprints, there was an opportunity to introduce a taller, more slender building form that enhances this key corner of the site, linking and transitioning the green spaces of Paddington Green to the cluster of tall buildings.

Exploration of the facade treatments has ranged from applying a treatment drawing reference from the Westmark tower and the 14-17 Paddington Green development, to a series of options that sought to provide the building with its own style and character that sat comfortably within the context of the wider development proposals.

The upper most storeys have also played a key role in helping to reduce the visual impact of the overall height of the building, with strong horizontal banding helping to break the building into clearly defined base, middle and top sections and as a result reduce the visual bulk and mass.

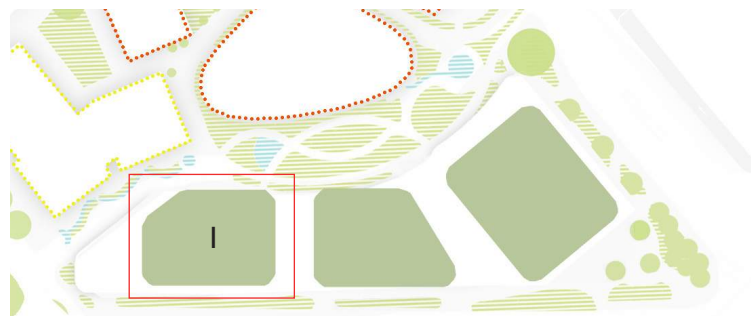


Fig. 5.41 Block I Design Evolution

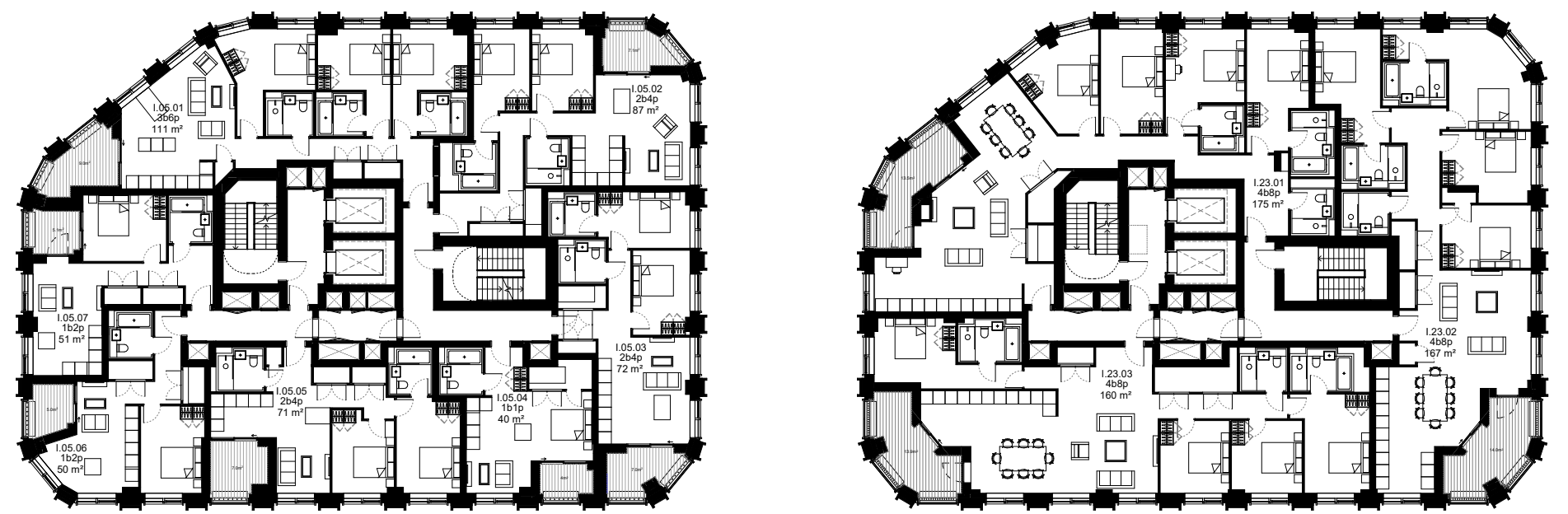


Fig. 5.42 Block I - Typical Floorplans

5.24 Block J

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

The overall building footprint has been reduced in size to increase the gaps between buildings and improve daylight / sunlight performance. As a result, residential quality is improved due to greater distance between adjacent living spaces and increased public realm in each of the avenues linking Harrow Road to Newcastle Place.

Whilst the overall building height has increased in order to maintain the overall composition of the cluster of tall buildings, Block J remains lower in height than the two proposed towers either side of it, helping to balance the overall composition of the cluster of tall buildings.

Facade articulation has been explored to refine the detailing and texture of the solid, terracotta coloured panels.

Similar to Block I, the upper storeys employ an alternative facade treatment separated by strong horizontal banding designed to reduce the perception of physical bulk and mass and enable the buildings to be clearly read as a base, middle and top.



Fig. 5.43 Block J Design Evolution

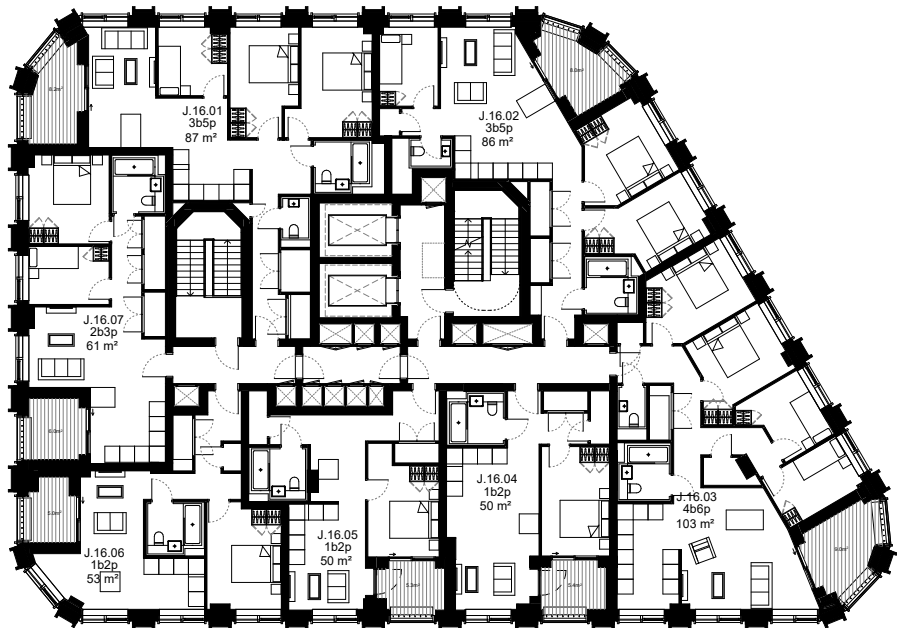
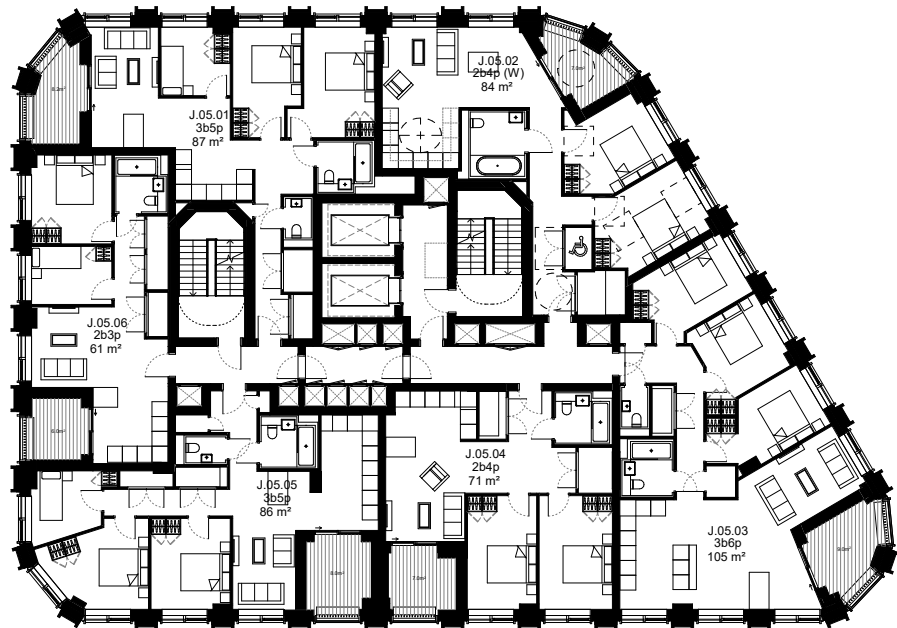
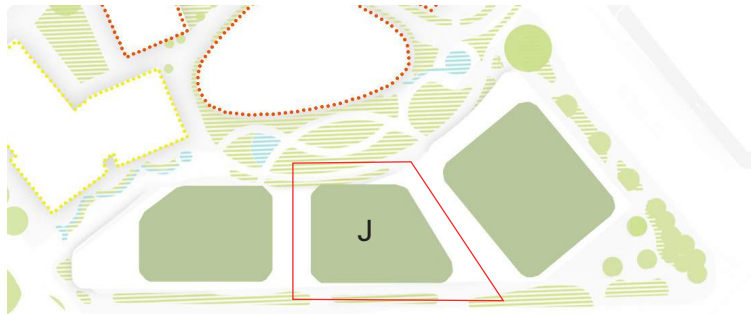


Fig. 5.44 - Block J - Typical Floorplans

5.25 Block K

Block K has been formed as the gateway tower, marking the historic junction of Edgware and Harrow Road and signifying the entrance into the centre of London.

The building has been revised to remove the shoulder element and significantly reduce the building footprint. The removal of the shoulder enabled the building to become a more pure and slender form that benefitted from the additional 25 storey element that was previously fixed to the north face of the tower. The result is an elegant, slender tower form that reads as the pinnacle of the cluster of tall buildings within the site.

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

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

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

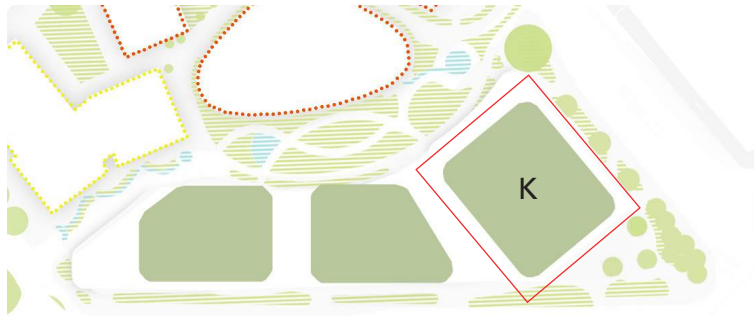


Fig. 5.45 Block K Design Evolution

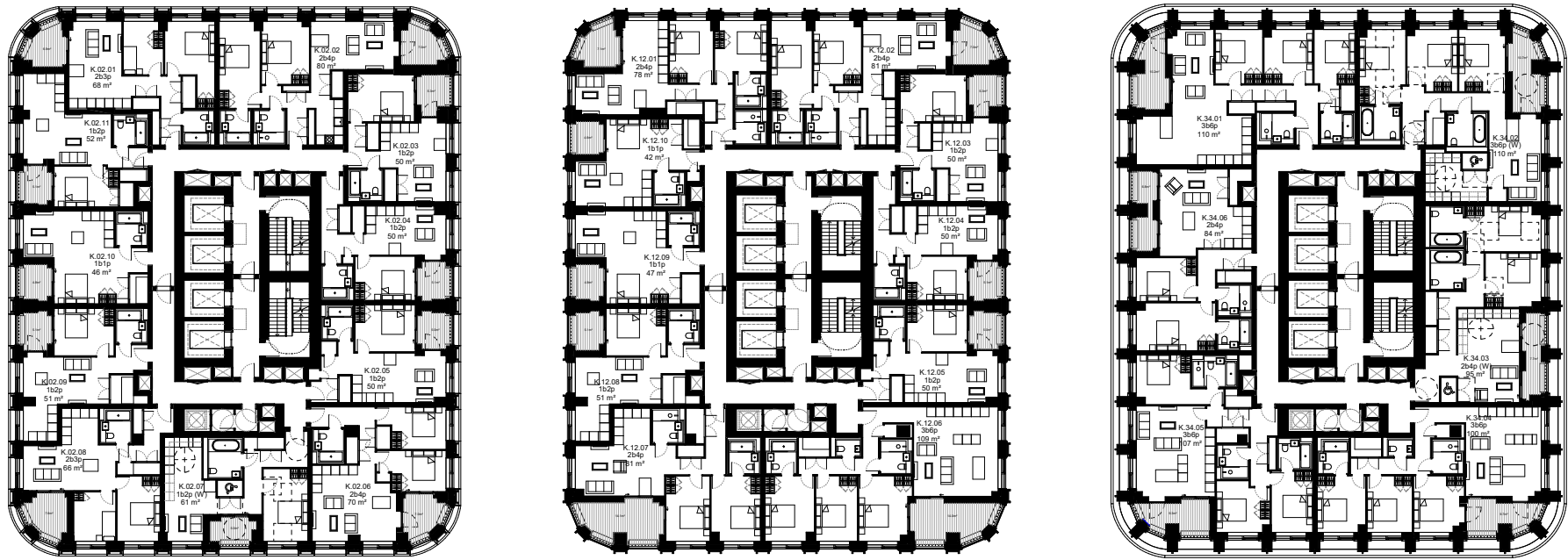


Fig. 5.46 Block K - Typical Floorplans

5.26 Facade Design

Facade design development has sought to bring further refinement and detail development to the original facade proposals. The concept of reconstituted stone panels with high quality feature glazing systems and recessed balconies has been retained, with new aluminium vertical mullions providing a layering effect to the facades and responding directly to feedback raised through the Design Review Panel.

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

The buildings respond to their immediate surroundings with a recognisable palette of details and materials. The facades work in harmony to reinforce the cluster of tall buildings on the site rather than being a series of individual architectural statements. The structural and building grids have varied through the design process to optimise the coordination of facade and internal layout. Elements such as balconies, bays and windows are varied to provide depth and detail in the facade.

5.27 Block I Facade Development

The design of Block I has evolved to introduce a series of red/ brown Glass Reinforced Concrete (GRC) vertical cladding panels, refined to simplify the detail and provide a degree of layering to the facade build up. This drew inspiration from the tone and texture utilised on the 14-17 Paddington Green facades and in turn helped to tie these building forms back into the more residential scale of the brick mansion buildings found in the surrounding conservation areas.

The treatment of the individual cladding panels has also been developed to explore the application of texture and pattern to further define the unique character of Block I whilst sitting comfortably as part of the new cluster of tall buildings. Additional bronze coloured mullions have been introduced either side of the cladding panels to provide additional depth and articulation to the overall composition.



Fig. 5.47 Block I - WCC refused scheme



Fig. 5.48 Block I - Revised Design Proposal