

5.28 Block J Facade Development

Facade treatment to Block J has drawn inspiration from the new buildings on Edgware Road that were created as part of the wider West End Gate development.

The 17 storey height of the building has focused on efficient cladding systems, utilising GRC red/brown cladding panels in lieu of brickwork. This design approach uses a tall, slender cladding panel suited to the overall height and mass of the building as opposed to a traditional residential brick. This also allows the building to sit comfortably next to the Block I and draw reference from the wider West End Gate development which utilise similar GRC cladding.

The architectural expression of Ground Floor and Level 01 has been developed to act as a visual link across all blocks, combining the base of the buildings into a grand order that ties through with the Westmark tower's base condition and creates a uniform architectural response to help stitch the development together at ground floor. Various alternative facade treatments and tones have been explored at this level to ensure a suitable and refined appearance that maintains the continuity of the facade at ground, first and second floor whilst acting as a base for the mansion block to sit on top of.



Fig. 5.49 Block J - WCC Refused Scheme

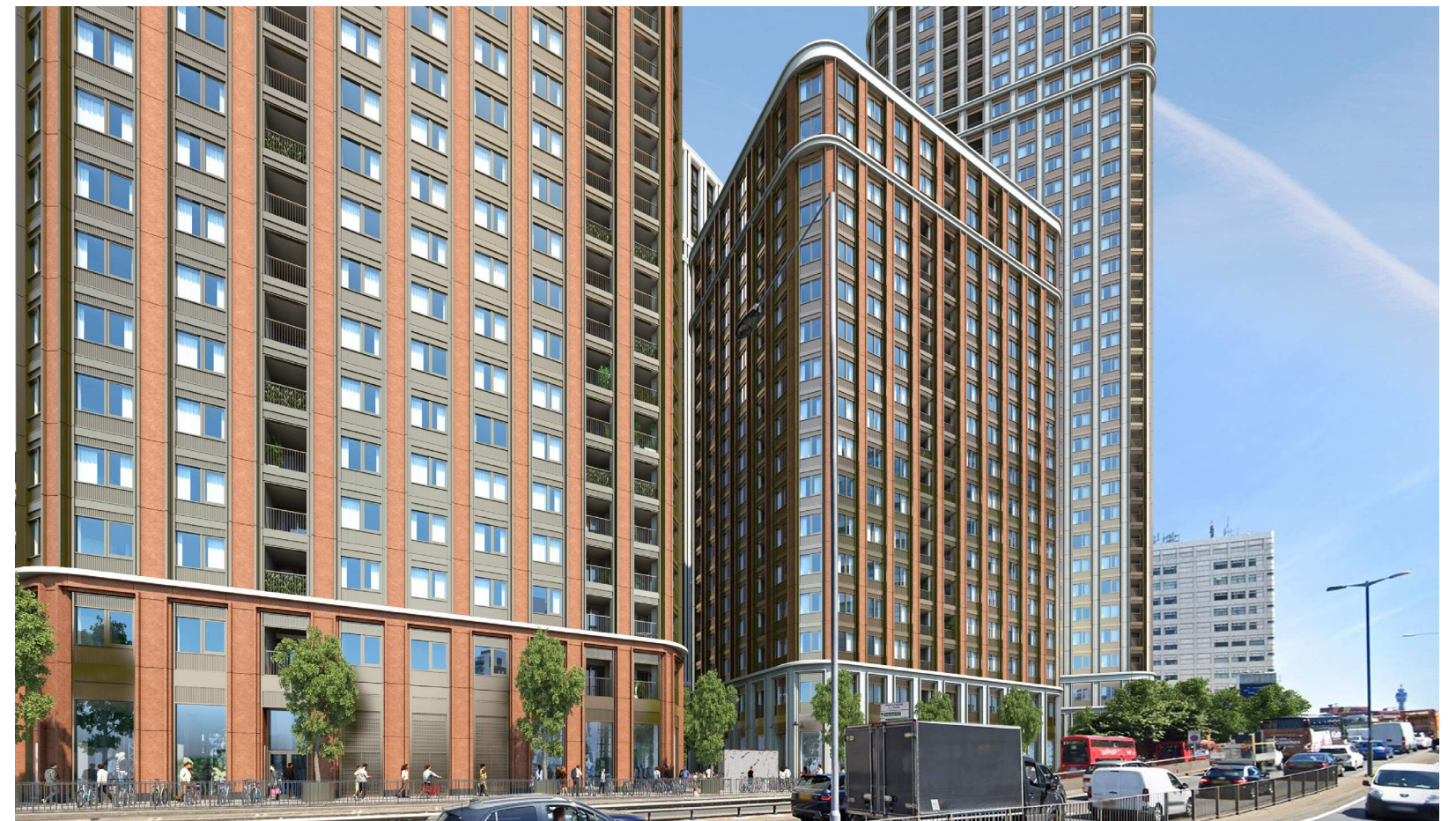


Fig. 5.50 Block J - Revised Design Proposal

5.29 Block K Facade Development

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

As part of the reduction in building footprints and revision of the massing, the building has been redesigned to remove the 25 storey 'shoulder' element that sat on the north of the building. This allows for a more slender and rational tower form, uncluttered by the additional massing and helps to reinforce the concept of a cluster of tall buildings.

The facade treatment has subsequently evolved to provide a more distinct facade treatment to Block K, providing the building with its own character and architectural language whilst still reading as an iteration of the existing building language that form part of the wider cluster of tall buildings.

This facade articulation has also been heavily influenced by the detailed analysis of views from a distance. As the building form has evolved and become taller, more slender and elegant, the views from a distance demonstrate a greater visual distinction between the building forms.

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

Exploration of horizontal banding has also been developed through the design process. In line with feedback from the London Review Panel, the building has been broken into distinctive base, middle and top sections that help to break down the overall bulk and mass whilst bringing additional facade articulation.



Fig. 5.51 Block K - WCC refused scheme



Fig. 5.52 Block K - Revised Design Proposal

5.30 Material Options

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

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

The tower is designed with white GRC columns that draws its inspiration from the existing Westmark tower and helps to stitch the gateway tower into the wider cluster of tall buildings.

In contrast Block I and J use a terracotta coloured GRC series of columns to define the bay. This is further embellished with bronze coloured aluminium mullions that run full height either side of the reconstituted stone panels to bring another layer of detail and refinement.

The base condition of Block J and K are defined by double height panels that frame the ground floor and level 01 to create a grand order that interacts with the new public realm. These are clad in feature limestone to bring a textured and rich base material to these blocks that offers a sense of warmth and detail at pedestrian levels.

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

5.31 Design Development Summary

The proposals have been through a series of design evolutions as a result of constructive feedback from the Design Review Panel, working closely with the GLA. In addition, feedback from consultation with key stakeholders and members of the public combined with a rigorous review of design options has helped to deliver revised proposals that improve on the previous design iterations and deliver a well considered design response to the unique challenges of the Paddington Green Police Station site.

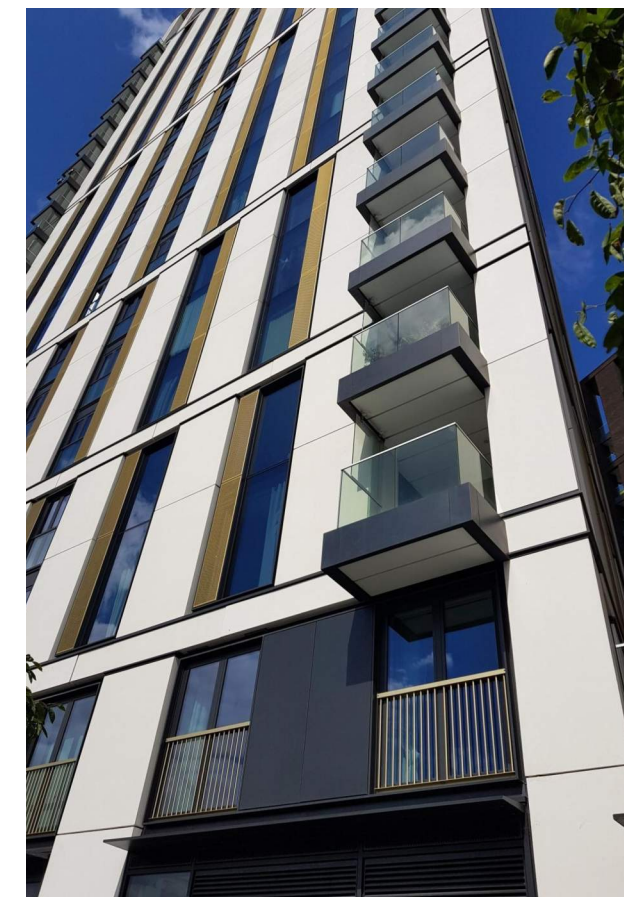
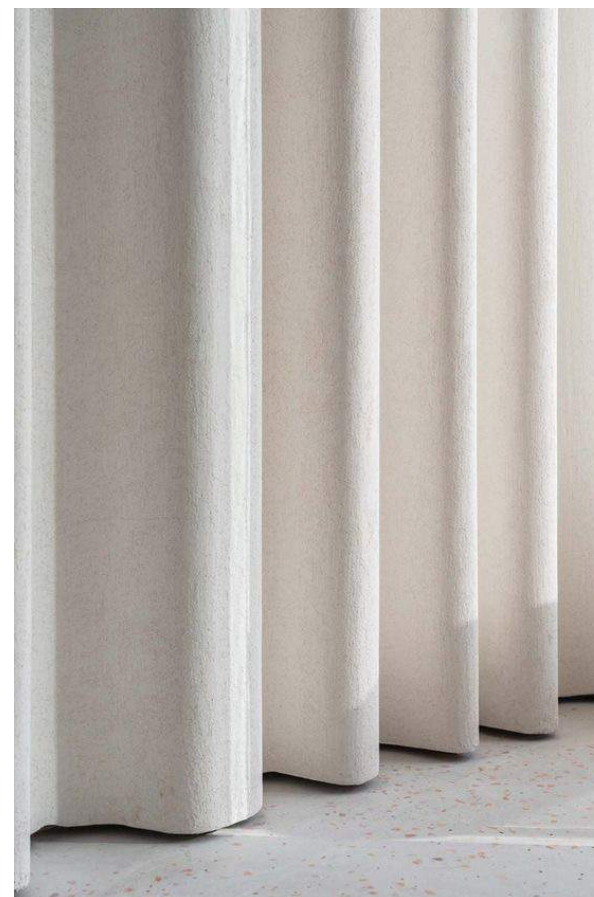
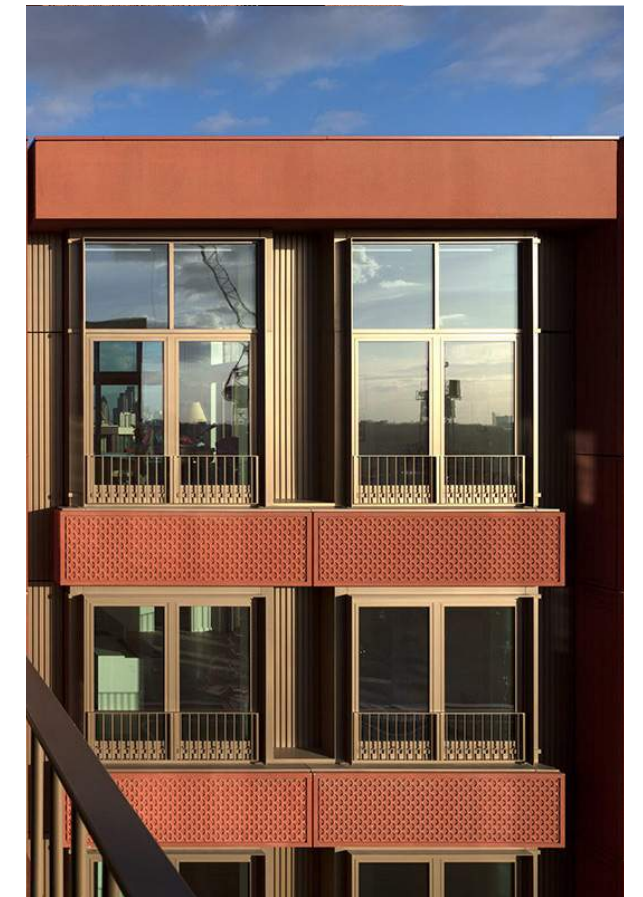


Fig. 5.53 GRC - Material Concept and Precedent Images



Design Proposals

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6.0 Design Proposals

6.1 Land Use

The development will provide the following uses:

- Residential buildings providing a total of 43,000m² NIA of high quality residential accommodation.
- 556 new homes.
- Strategic 50% AH delivered across MOPAC portfolio.
On site provision of 39% delivering 219 Affordable Housing homes and an additional 68 Affordable Homes to be built off site.
- 60% London Affordable Rent, 40% Intermediate split by Habitable Rooms.
- Retail space (Class E use) providing a total of c. 11,600ft² GIA distributed across the Ground Floor of each of the three buildings along Edgware Road, Harrow Road and Newcastle Place.
- Additional area is located at ground and basement such as receptions, stores, refuse/recycle, plant, loading and delivery areas and cycle parking to support the uses listed above.
- Significant biodiversity net gain and urban greening on site.
- Improved Energy Strategy with over 60% carbon reduction against Part L.
- 69% of application site providing new public realm with dedicated play space on site and character areas connecting the design response to the unique character areas of the site. New hard and soft landscaped external amenity spaces are provided for public and private use.



Fig. 6.1 Aerial visualisation of design proposals

6.2 Layout

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

Revised building forms have been developed that reduce the building footprints and as a result of this, the extent of public realm has been vastly increased from the previous proposals.

A key driver for the scheme proposals is the creation of a gateway tower on the corner of Edgware and Harrow Road that signifies the approach to the centre of London from the west. It is in this location that the design proposals introduce a slim elegant building of height that sits within a wider cluster of tall buildings both on the site and in the immediate vicinity.

At the south west corner of the site, the Block I tower has been placed to pick up on the importance of Paddington Green and mark the entrance to the wider West End Gate masterplan plan through Newcastle Place.

The central building sat between the two elegant towers has been developed to maximise the extent of light penetration to the centre of the site and provide a play on scales across the site.

The tall, slender form of each of the revised towers forms a cluster of tall buildings that step up in height, embrace the height of the existing Westmark and culminate in the pinnacle of the 1 Merchant Square proposals to form a new visual gateway into London.



Fig. 6.2 Visualisation of proposed Edgware Road Plaza

6.2.1 Ground Floor

A dedicated Community space has been incorporated at the base of Block I, directly off the proposed urban garden space. This space has been designed as a flexible unit that can respond to the communities needs and provide a focal point within the development that residents can utilise.

Class E Retail units are located along the Edgware Road, Harrow Road and Newcastle Place frontages, providing activity and interest across the site whilst completing this long vacant section of the Edgware Road/Church Street District Shopping Centre. A new landscape plaza aims to rejuvenate and revitalise this neglected urban realm with residential amenity space located adjacent to Paddington Green.



Fig. 6.3 Retail frontages and activation - precedent images

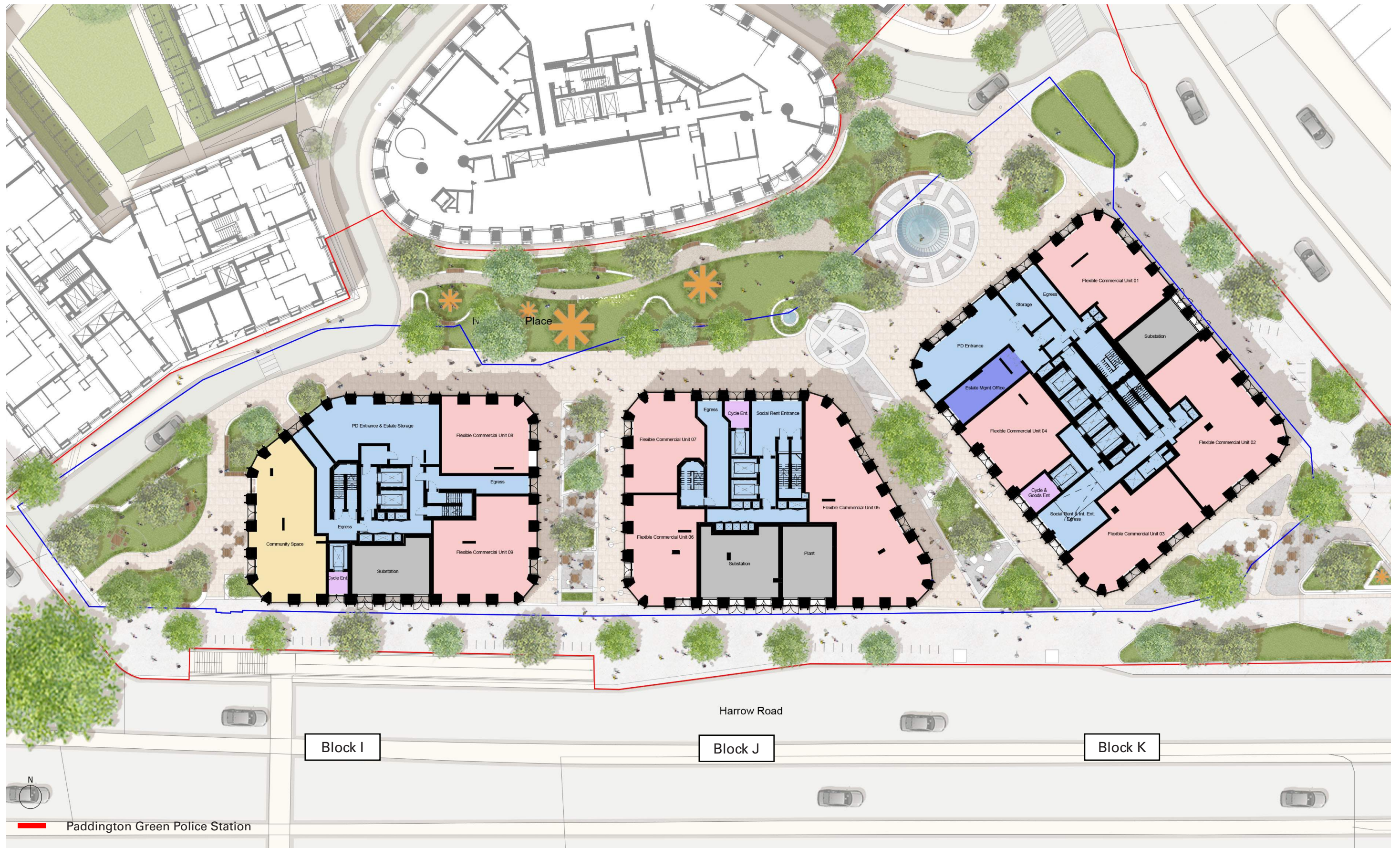


Fig. 6.4 Proposed Ground Floor Plan Uses



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

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

6.3 Appearance

6.3.1 Concept

The concept behind the facade design is to provide a sustainable building with calm architectural balcony and bay rhythm that are recognisable as residential buildings. This is achieved by clear expression of column and spandrels, balconies and bays. Each building has been designed to have its own architectural character whilst sitting comfortably as a cluster of tall buildings that form the wider West End Gate development.

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

6.3.2 Residential Buildings

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



Fig. 6.5 Aerial view looking south west

6.3.3 Retail Frontages

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

6.3.4 Materials

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

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

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

The tower building is designed in contrast to the other blocks, with a lighter palette that draws inspiration from the existing Westmark. This deliberate design move coupled with the reduced building footprint and additional height help to ensure that the gateway tower reads as a slim, elegant and refined building that delivers a new visual marker at this historic junction and entrance way to the centre of London.



Fig. 6.6 Aerial view of Block K tower looking east