

## 4.0 DESIGN DEVELOPMENT

### **Introduction**

The design proposals have been developed in response to a range of factors, including the planning policies, site opportunities, constraints, pre-application advice received regarding the design from the London Borough of Ealing and the GLA via pre-application meetings, and Historic England, as well as the learnings from two public consultations.

This chapter focuses on the conceptual design and design principles established in response to the site particulars. The consultation process and finalised design proposals will be discussed in the following chapters.

# DESIGN DEVELOPMENT

## 4.1 Site Layout Evolution

- Active frontage to be extended from the Manor Parade into the heart of the scheme, improving and activating the frontage to the Tudor Rose as well as Dominion Centre.

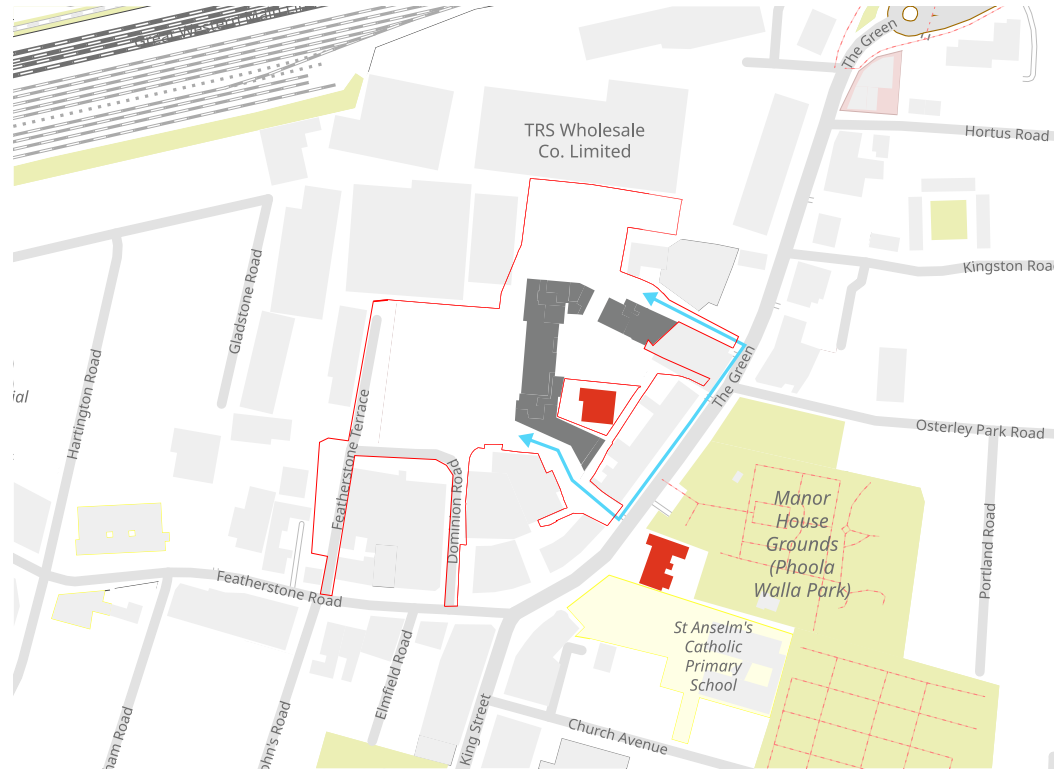
Thus creating a strong street frontage facing away from the substation. The built form screens utility and back of house.
- Create legible and defined "route" through the development site to tie back into The Green.

Enhance and facilitate future links from the surrounding residential areas to the Crossrail station.
- Establish a new public realm at the centre.

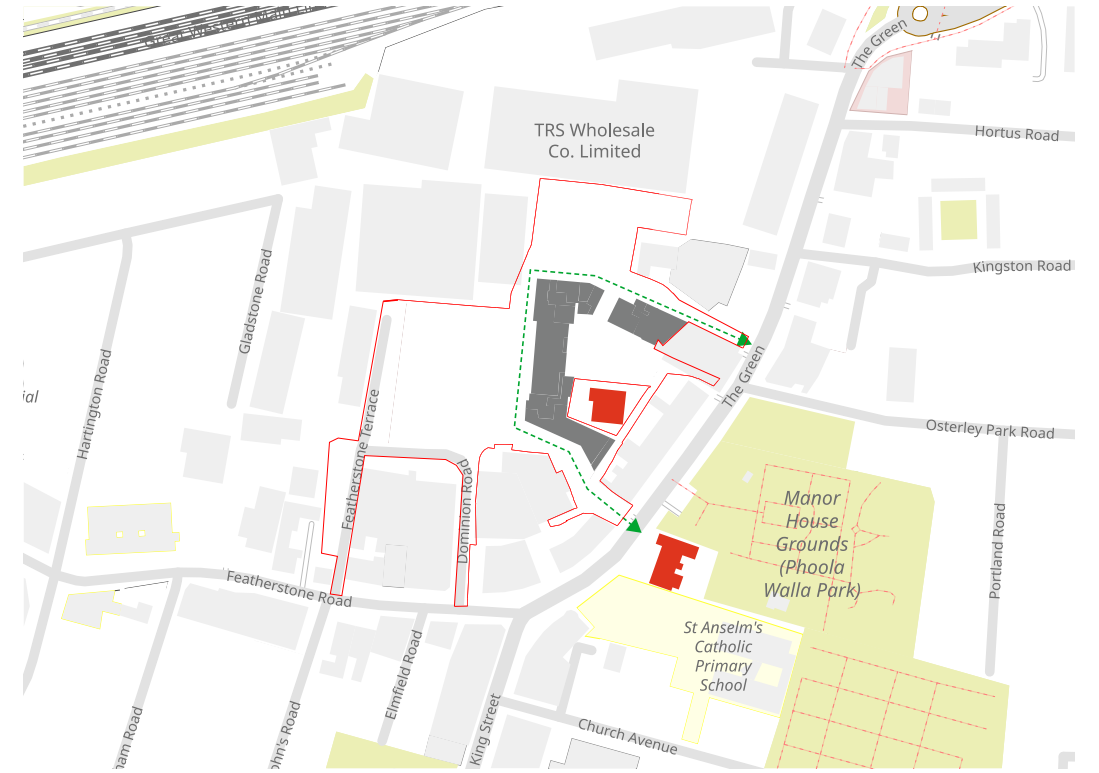
Take advantage of the Southerly aspect of the site and maximise dual-aspect homes and avoid single aspect North-facing homes.

Provide quality private amenity spaces and communal garden spaces.
- Create a destination gateway at the North end of the site.

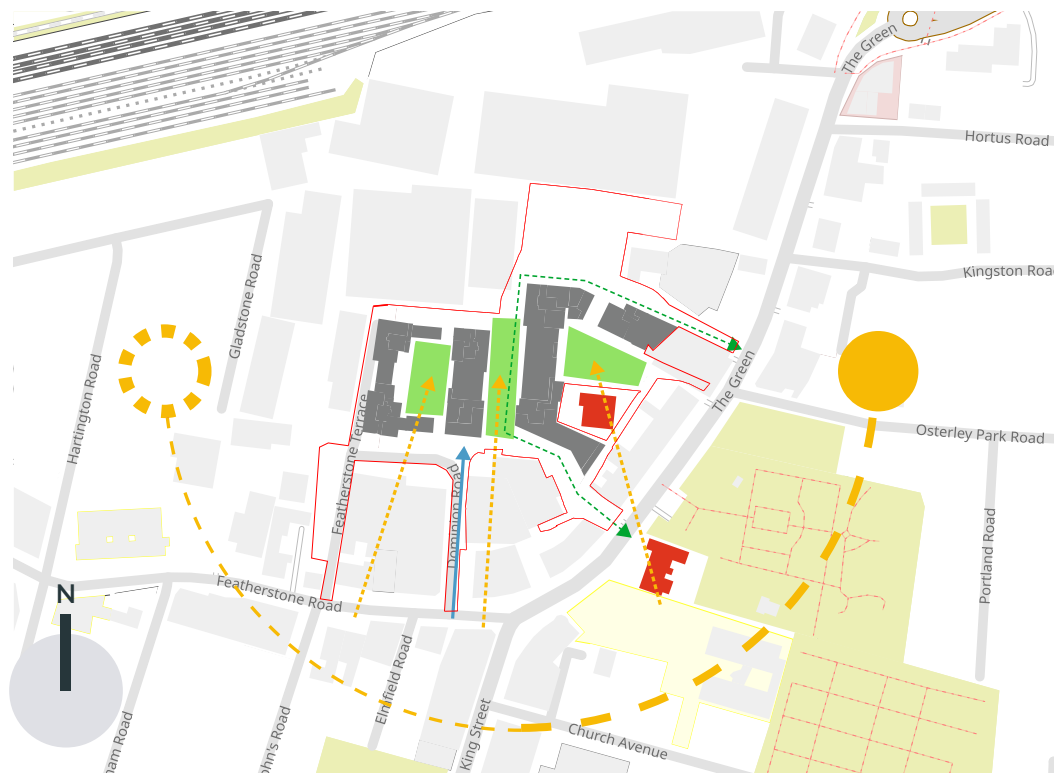
Re-provide public parking to serve the town centre.



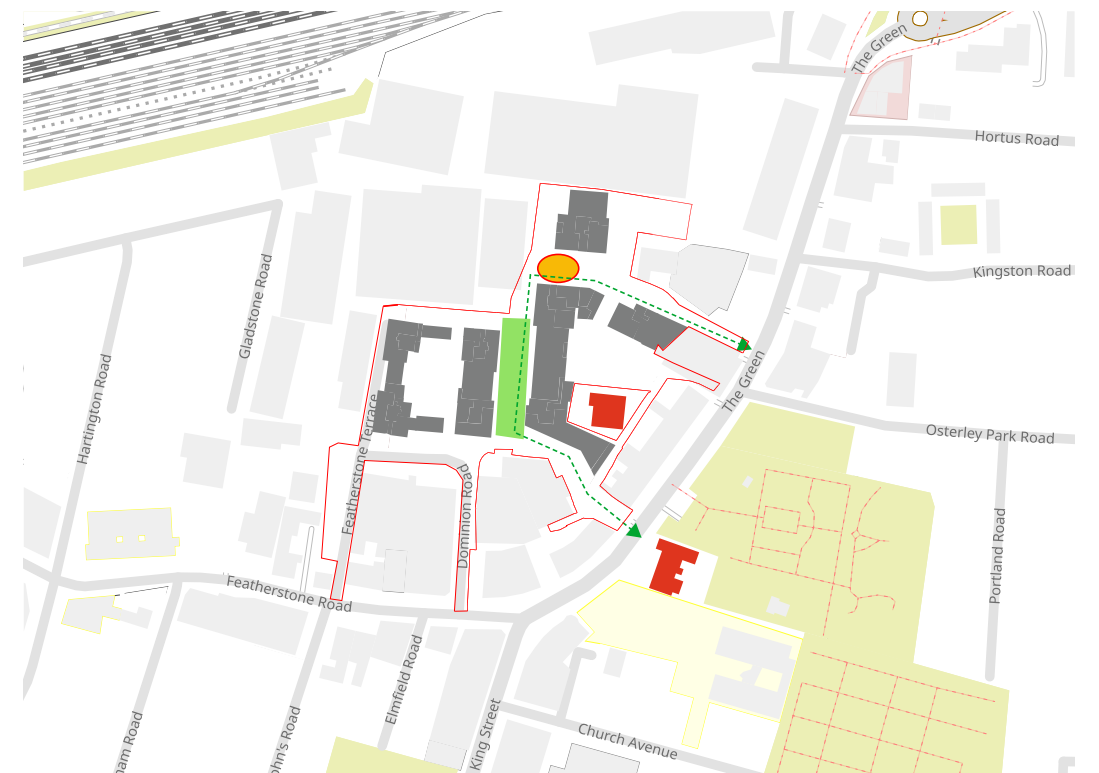
1. CREATE STRONG STREET FRONTAGE FACING AWAY FROM THE SUB STATION CONSTRAINT. BUILT FORM SCREENS UTILITY FACILITY AND BACK OF HOUSE.



2. CREATE LEGIBLE AND DEFINED 'ROUTE' THROUGH DEVELOPMENT SITE TO TIE BACK INTO THE GREEN AND THE MANOR PARK. ENHANCE PERMEABILITY FROM THE SURROUNDING RESIDENTIAL AREAS TO THE CROSSRAIL STATION.



3. ESTABLISH NEW 'HEART' TO DEVELOPMENT AND DEFINE THE SPACE. CREATE ENLIVENMENT WITHIN THE CENTRE OF THE SCHEME.



4. CREATE A DESTINATION GATEWAY TO INVITE THE COMMUNITY INTO THE SCHEME.



# DESIGN DEVELOPMENT

## 4.2 Routes and Linkages

The aspirations set out for The Green character area in the Southall Opportunity Area Planning Framework include the following key points:

- Development should facilitate an improved public realm, with a high quality pedestrian environment linked to the public and green spaces along the high street network.
- Opportunities to improve pedestrian and cycle routes should focus on enhancing links from the surrounding residential areas and onwards to the Crossrail station.
- Access and servicing for retail and other uses along the high street should be off-street and from the rear where possible.

In response to the above, the proposals have created:

- High quality pedestrian focused public realm that runs through the heart of the scheme connecting to The Manor Park and providing additional links from the surrounding residential areas to the Crossrail station.
- A dedicated service access to the existing shops on The Green from the rear, removing servicing from the high street frontage.
- Establish an urban grid to facilitate future routes and linkages

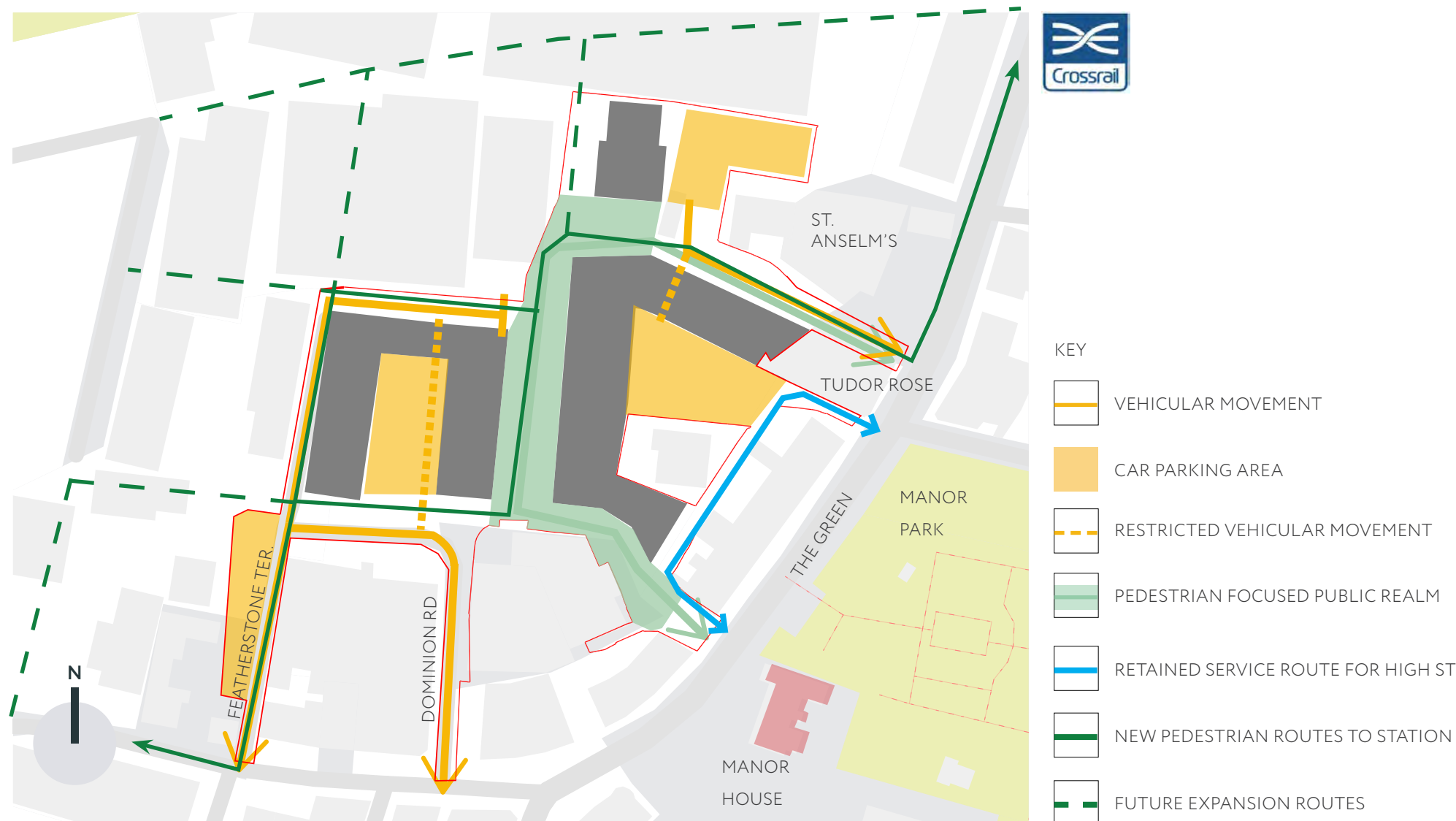


FIG. 4.1 - ROUTES AND LINKAGES



FIG. 4.2 - DEFINED ROUTES



FIG. 4.3 - HIERARCHY OF SPACES



FIG. 4.4 - INTEGRATED PARKING



# DESIGN DEVELOPMENT

## 4.3 Public Realm and Amenity Space

### New Public Realm:

- A pedestrian focused new public realm has been created opposite the local land mark Manor House. This new public realm is a key feature that offers an attractive extension to the existing high street. It has been designed as a series of connecting spaces that loop from The Green through the heart of the scheme.
- The new public realm will create a positive interaction with the new employment space created at the ground level of the scheme, ensuring a vibrant and secure neighbourhood throughout the day.
- The main design objective is to open up and reconnect the new public realm back into the grain of the town centre, to encourage outdoor activities, to promote health and well being, foster social interaction and create a neighbourhood destination

### New Amenity Space:

- In addition to private amenity space, residents of the proposed new development will also have access to high quality communal amenity space in the form of podium level resident gardens.
- The two communal resident gardens proposed all benefit from open and south facing aspect.
- All communal gardens have been designed to be inclusive, and welcoming.

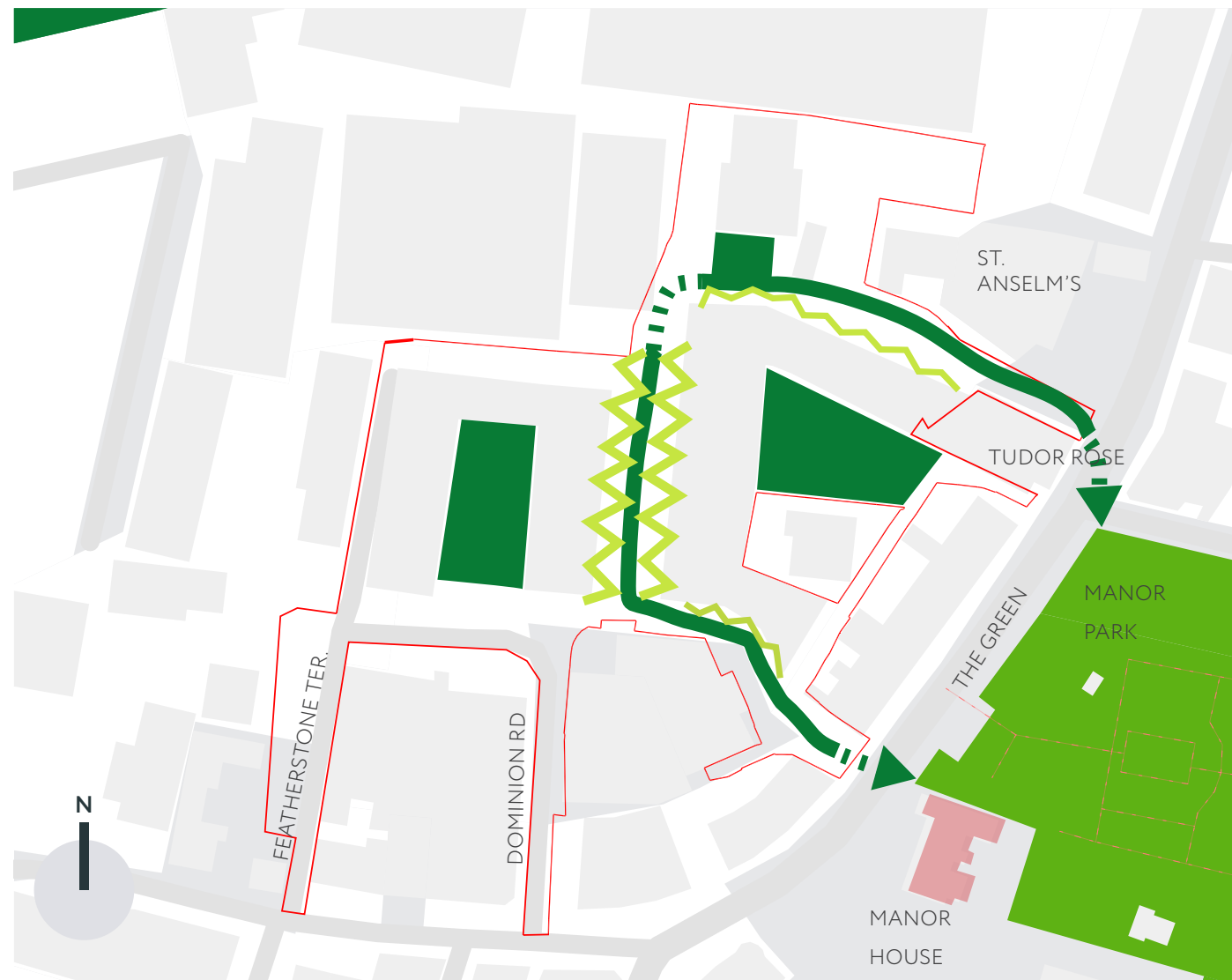


FIG 4.5 - OPEN SPACE AND PUBLIC REALM

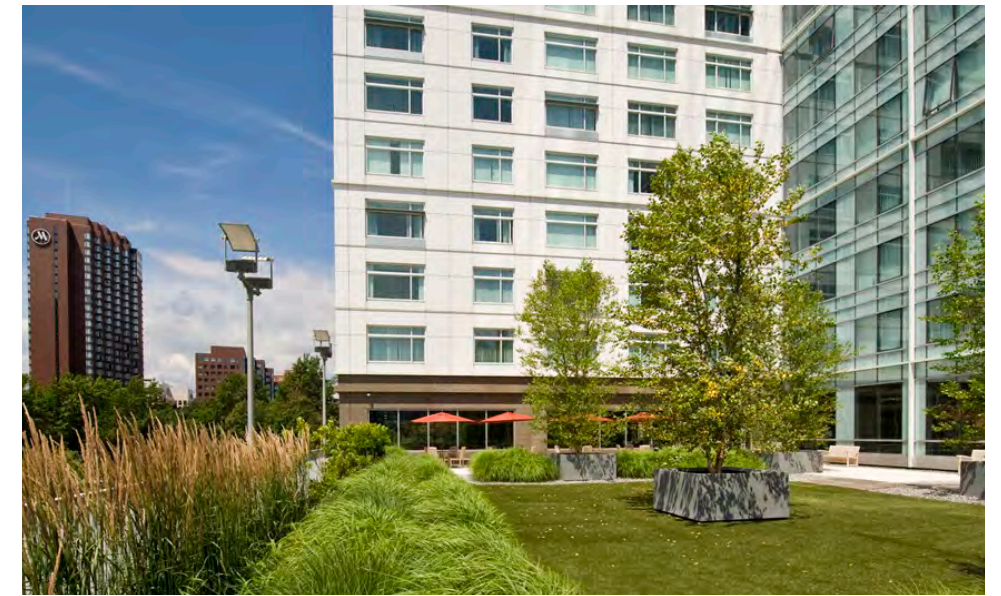


FIG 4.6 - GREEN SPACES TO AMENITY DECKS



FIG 4.7 - CONNECTIONS FROM UNDER-CROFT TO PODIUM AREAS



FIG. 4.8 - MEANINGFUL AND USEFUL PLAY AREAS



# DESIGN DEVELOPMENT

## 4.4 Uses at Ground Level

The aspirations set out for “SOU8 The Green” challenge new developments to

- Consolidation and intensification offers the opportunity for improved provision for commercial/business uses with a variety of unit sizes and types to support a vibrant activity mix;
- Provide flexible commercial space for small and medium enterprises.
- Better manage the relationship between the industrial uses and the high street environment of The Green, based around a rationalised block structure and street layout. where possible.

In response to the above, the proposals have created:

- Maximum active frontages throughout the development, animated by a range of flexible, high quality commercial space and legible residential entrances.
- Dedicated service routes providing access to the rear of proposed commercial use where possible to ensure the central public realm remains pedestrian focused.
- Commercial use to bookend the existing Manor Parade, flexible commercial use compatible with residential use, and potential new community use in the heart of the scheme to draw the public into the newly created public realm.



FIG. 4.9 - GROUND LEVEL USE



FIG 4.10 - 1. LARGER SCALE ACTIVE FRONTAGES



FIG. 4.11 - 2. FLEXIBLE CAFE CULTURE



FIG. 4.12 - 3. SMALLER SCALE SHOP FRONT HIGH STREET



# DESIGN DEVELOPMENT

## 4.5 Character Areas Overview

The proposals seek to create a destination location that is legible and welcoming. To enhance the legibility and way-finding across the development, a number of “character areas” have been created within the proposals.

“Character areas” are defined by subtle differences in the architectural design, the functions they serve, the scale of the public realm they create and the landscaping detail at a human scale.

### KEY

- |                             |                                     |
|-----------------------------|-------------------------------------|
| <b>1</b> INDUSTRIAL FRINGES | <b>4</b> MANOR HOUSE APPROACH       |
| <b>2</b> CENTRAL BOULEVARD  | <b>5</b> DOMINION ROAD APPROACH     |
| <b>3</b> NORTHERN GATEWAY   | <b>6</b> ST ANSELM'S AND TUDOR ROSE |



FIG 4.13 - CHARACTER AREAS



1. INDUSTRIAL FRINGES



2. CENTRAL BOULEVARD



3. GATEWAY INTO DEVELOPMENT



4. POTENTIAL MARKET AREA



5. DOMINION ROAD APPROACH



6. ST ANSELM'S APPROACH



# DESIGN DEVELOPMENT

## 4.6 Landscape Approach

The landscape design approach clearly mirrors the established character areas.

The aim is to develop a clear legible public realm that can be easily navigated by pedestrians but also drivers looking for the town centre parking.

Manor House Approach and the Central Court are the key pedestrian spaces. Off these are the Mews (Industrial Fringes) that serve building A, building C and the public parking. The character of Dominion Road and the southern section of Featherstone Terrace will remain as streets, with tarmacadam carriageway and kerbs.

The residential gardens are planted as much as possible to create as green and lush an environment as possible that benefits children, families and friends.

For a detailed explanation of the landscape proposal please refer to the Landscape report by Turkington Martin.

### KEY

- 1 INDUSTRIAL FRINGES
- 2 CENTRAL BOULEVARD
- 3 NORTHERN GATEWAY
- 4 ST ANSELM'S
- 5 MANOR HOUSE APPROACH
- 6 DOMINION ROAD APPROACH



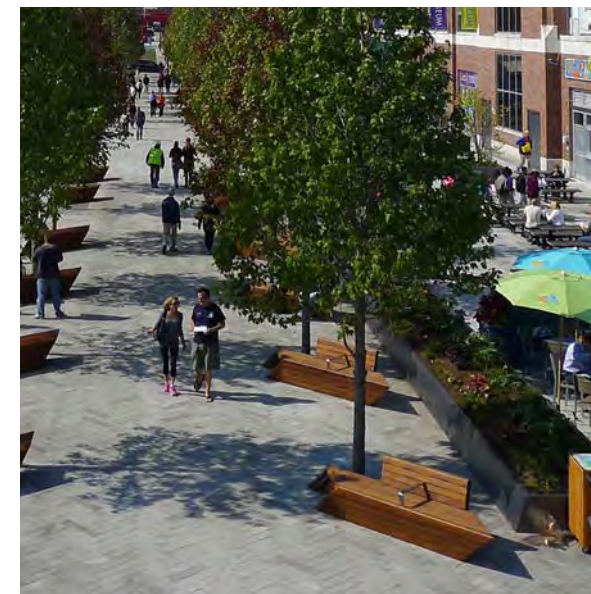
FIG. 4.14 - CHARACTER AREAS



VARIED TEXTURES TO HIGHLIGHT CHARACTER AREAS



SCREENING BOUNDARIES AND EMPHASISING ROUTES



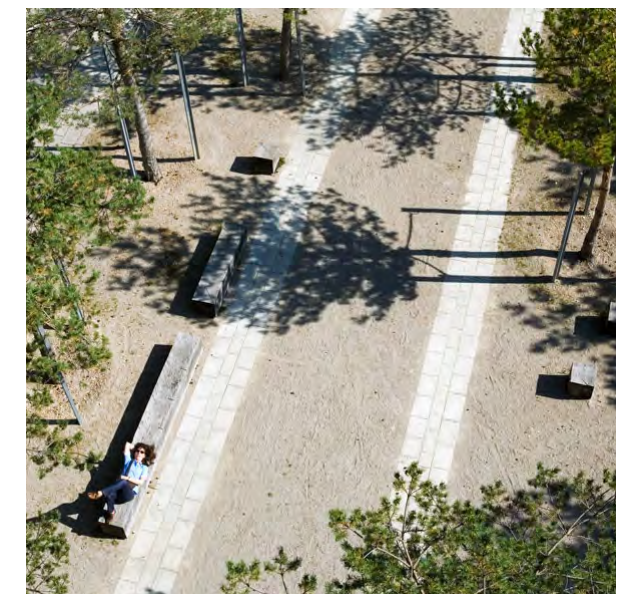
USE OF STREET FURNITURE TO DEMARCATÉ PUBLIC REALM



SUBTLE MARKING TO DIFFERENTIATE SHARED SPACES



USE OF LANDSCAPE TO CREATE DEFENSIBLE SPACE



USE OF PATTERN TO CREATE AREAS OF HUMAN SCALE, PROVIDING VISUAL INTEREST AT URBAN SCALE



# DESIGN DEVELOPMENT

## 4.7 Massing Development

### Concept Development:

The existing site layout offers very little active frontage and has no usable public realm. The current arrangement creates a physical block to any vehicular and pedestrian movement from East to West and South to North.

The following diagrams illustrate how we have approached the development to respond to the above constraints and how we developed the size and scale of the massing for the scheme. These diagrams highlight how the massing responds to the context.

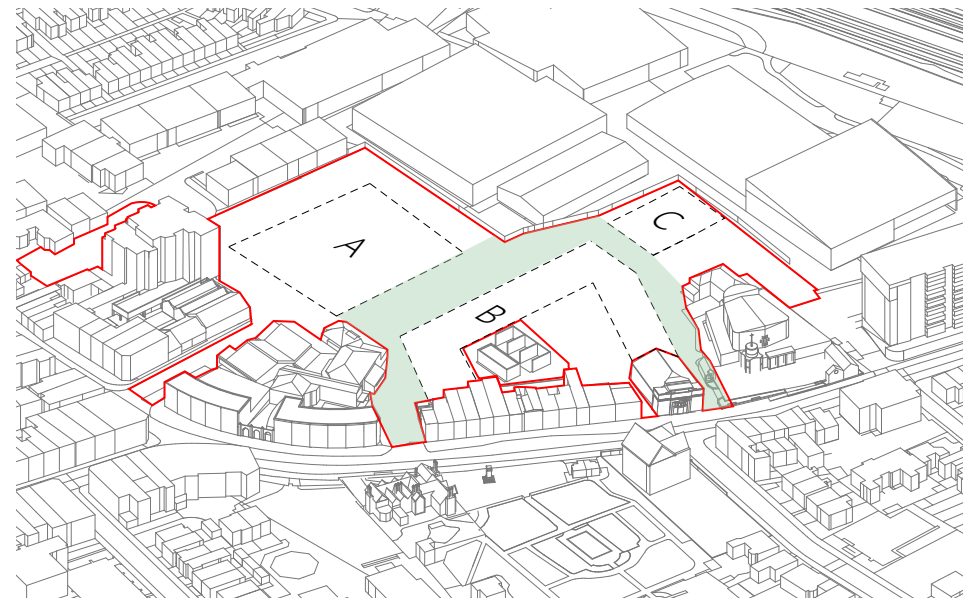


FIG. 4.16 - A. SITE DIVISION

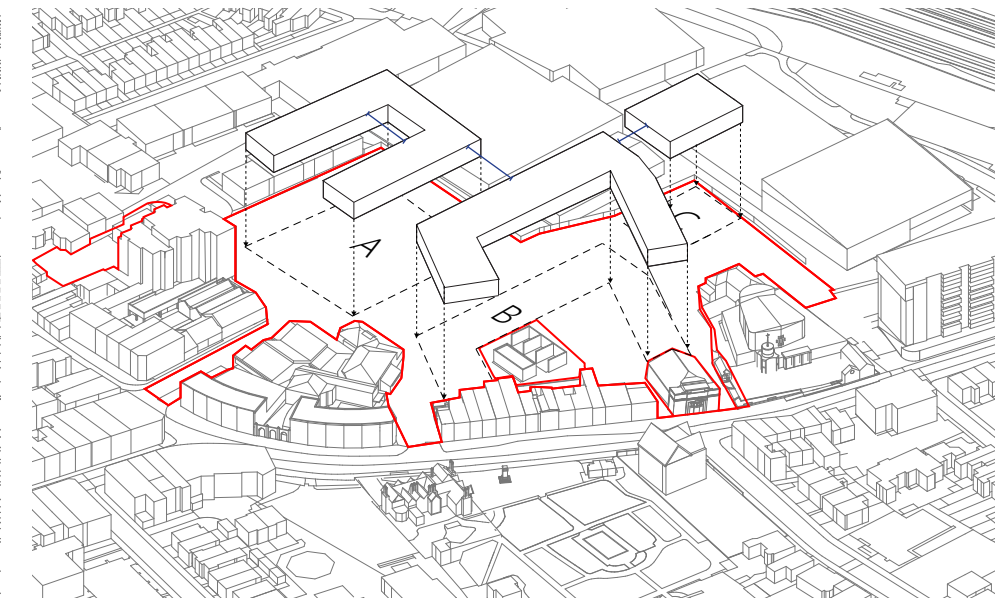


FIG. 4.17 - B. LOCATION FOR MASSING

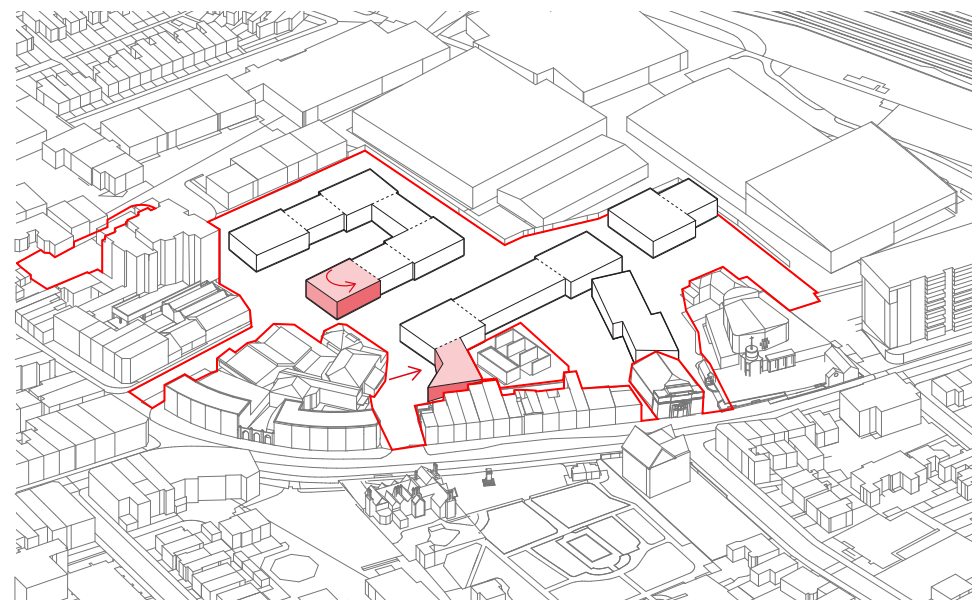


FIG. 4.18 - C. ROTATION AND PINCHING - ROTATION TO CREATE A TERMINATION AT DOMINION ROAD BY ORIENTATING THE MASSING TO BE PERPENDICULAR TO THE ACCESS ROAD.

PINCHING, TO PROVIDE A VISUAL CONNECTION AND PEDESTRIAN ACCESS FROM THE GRADE II\* LISTED MANOR HOUSE.

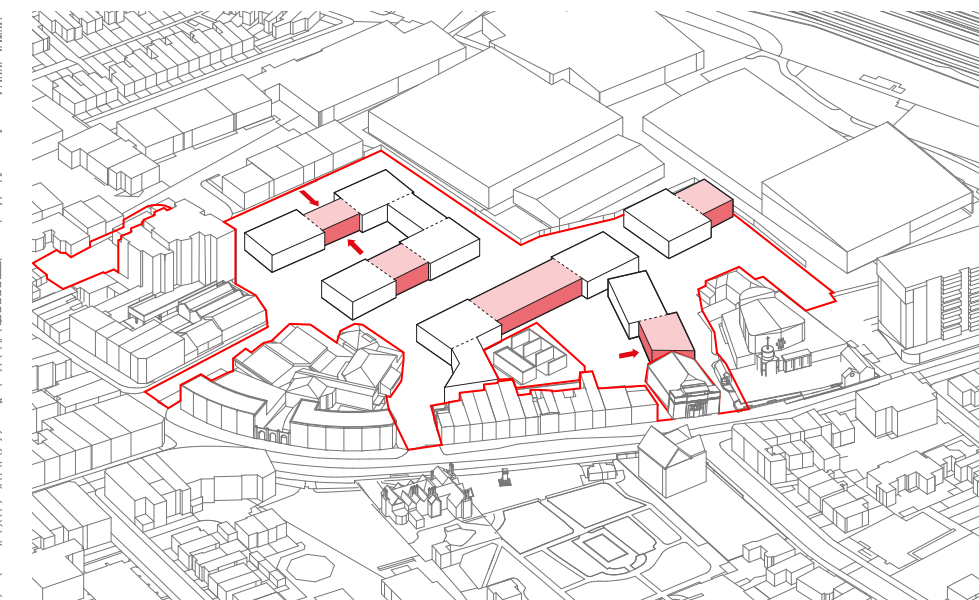


FIG. 4.19 - D. MASSING PINCHED TO HELP BREAK THE SCALE TO HELP THE PROPOSAL ASSIMILATE INTO THE LOCAL SURROUNDINGS.

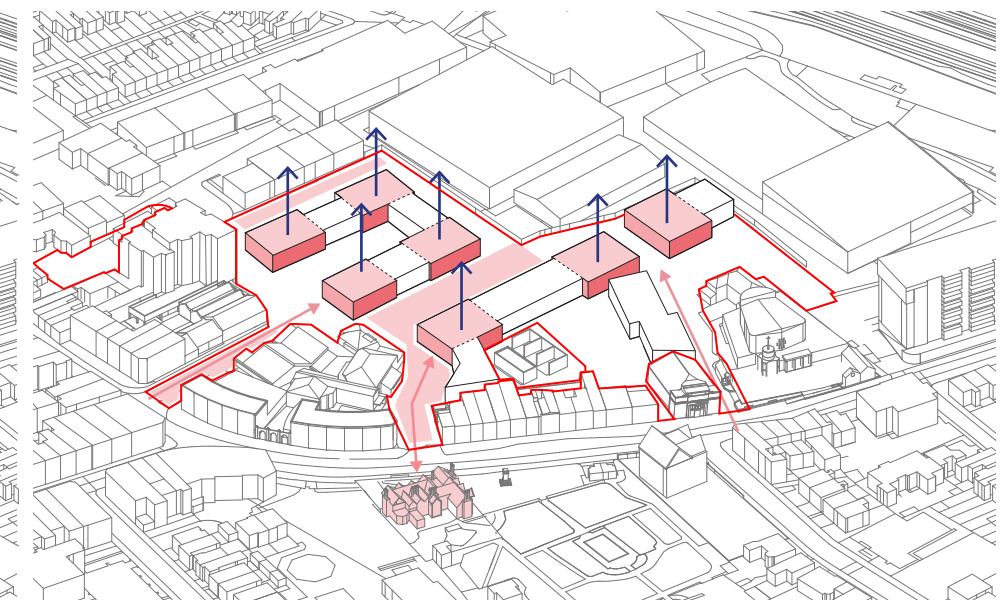


FIG. 4.20 - E. OPPORTUNITY FOR OPTIMISING HEIGHT AT NODES OF THE SITE WHICH CREATES ANCHOR POINTS. THE POINTS RESPOND TO THE IMMEDIATE SITE CONTEXT

### KEY

-  OPPORTUNITY FOR A NEW PUBLIC REALM
-  COMPLIANT OVERLOOKING DISTANCE DICTATES THE FOOTPRINT OF THE MASSING
-  OPPORTUNITY FOR HEIGHT



# DESIGN DEVELOPMENT

## 4.7 Massing Development

The following diagrams illustrate the development of the massing and how it responds to the surroundings.

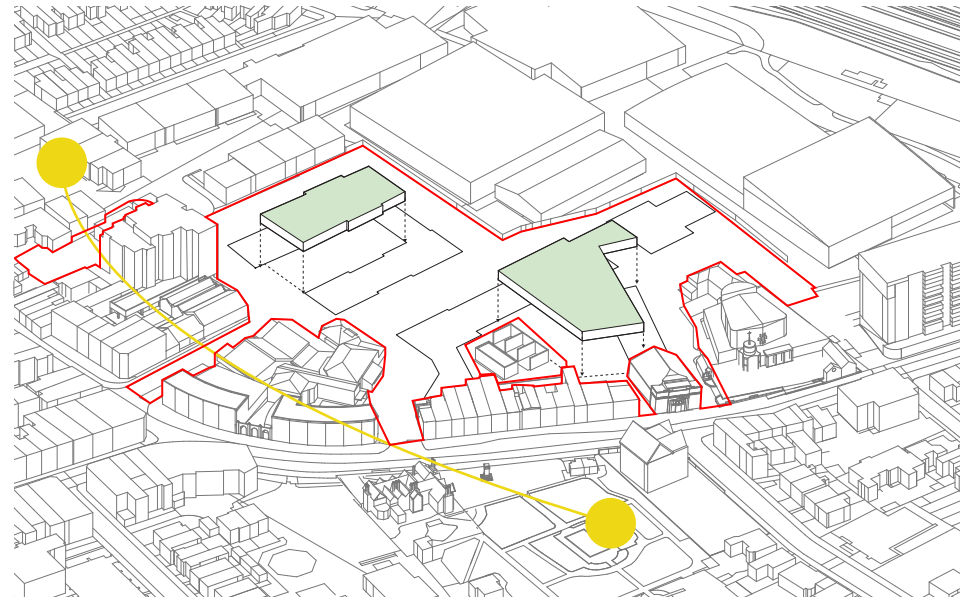


FIG. 4.21 - A. SOUTH FACING SHARED PUBLIC REALM

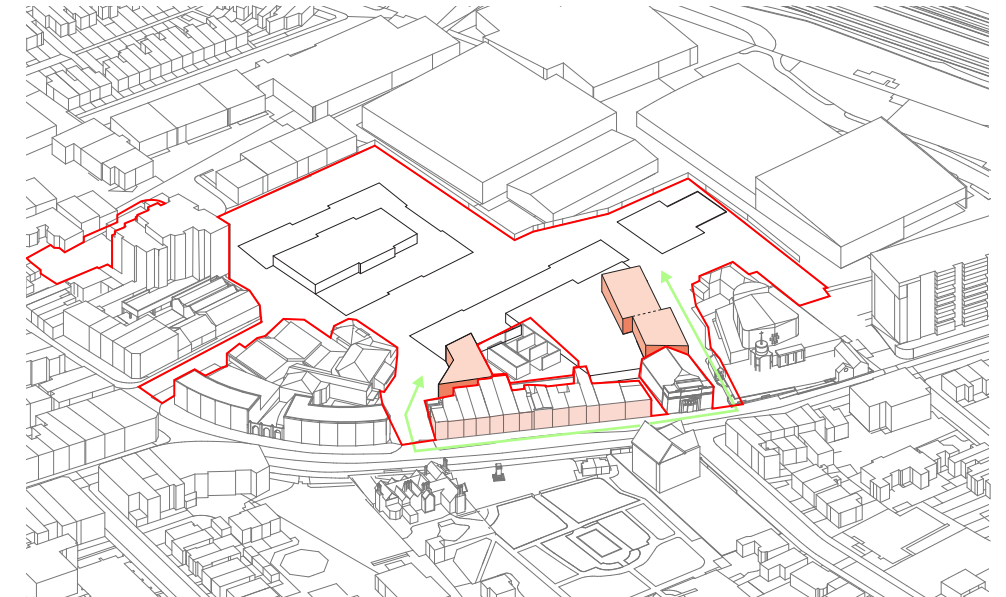


FIG. 4.22 - B. LOW RISE MASSING BOOKENDS EXISTING MANOR HOUSE PARADE ATTRACTING PEDESTRIAN MOVEMENT TO THE HEART OF THE PROPOSAL

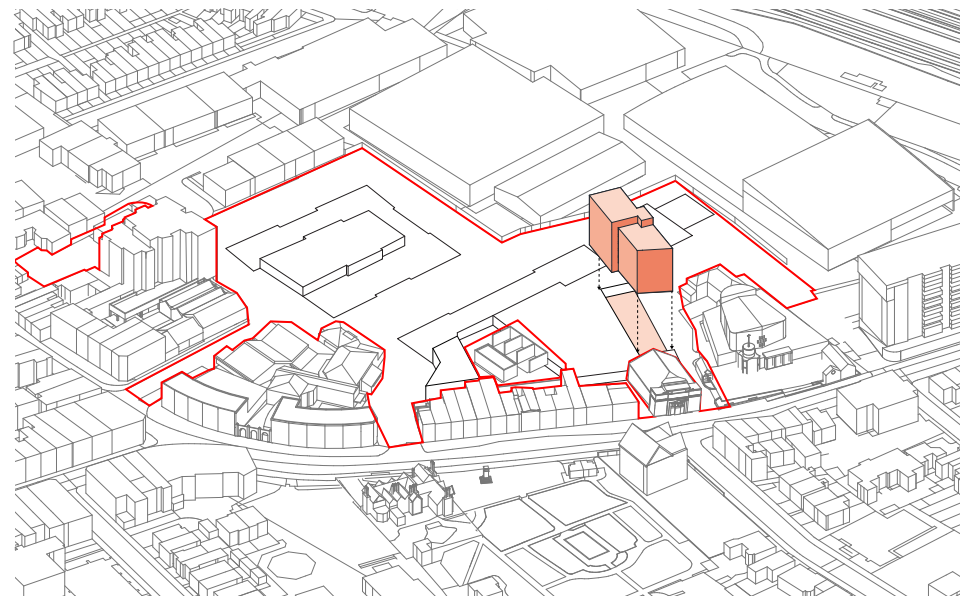


FIG. 4.23 - C. LOW TO MID-RISE BLOCK ADJACENT TO ST ANSELM'S PROVIDES TRANSITION FROM HEIGHT ALONG THE GREEN TO HIGH RISE WITHIN THE SITE

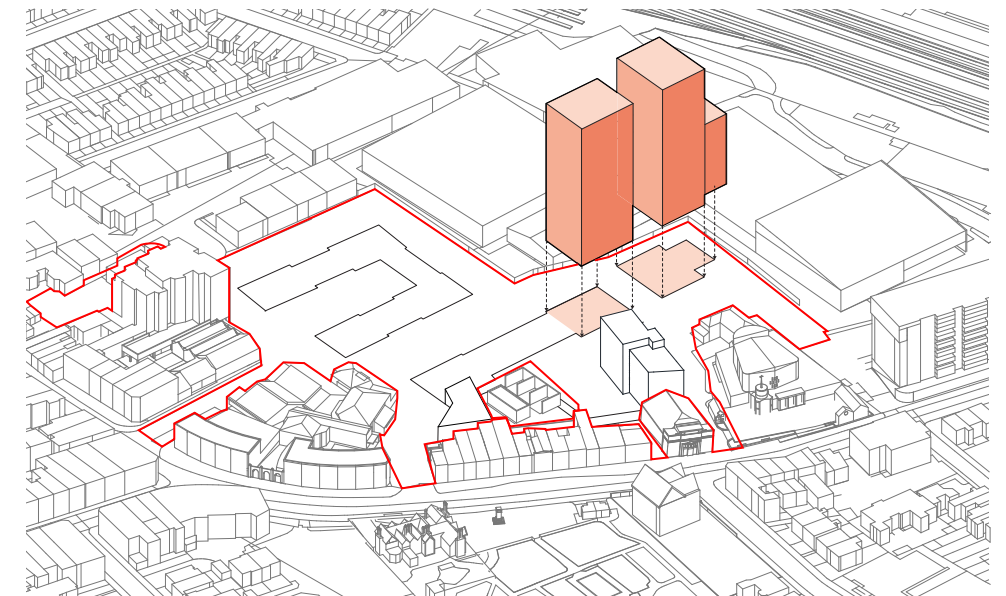


FIG. 4.24 - D. MASSING CREATES A GATEWAY TO THE NORTH OF THE SITE (THE ENTRANCE CLOSEST TO SOUTHALL STATION).

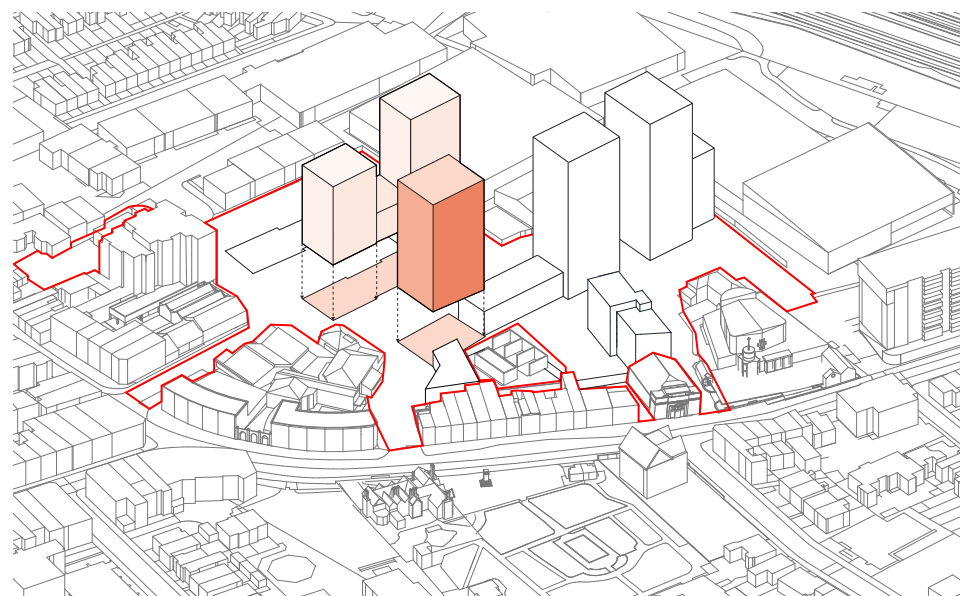


FIG. 4.25 - E. MASSING HERE CREATES A DESTINATION AT THE HEART OF THE SCHEME

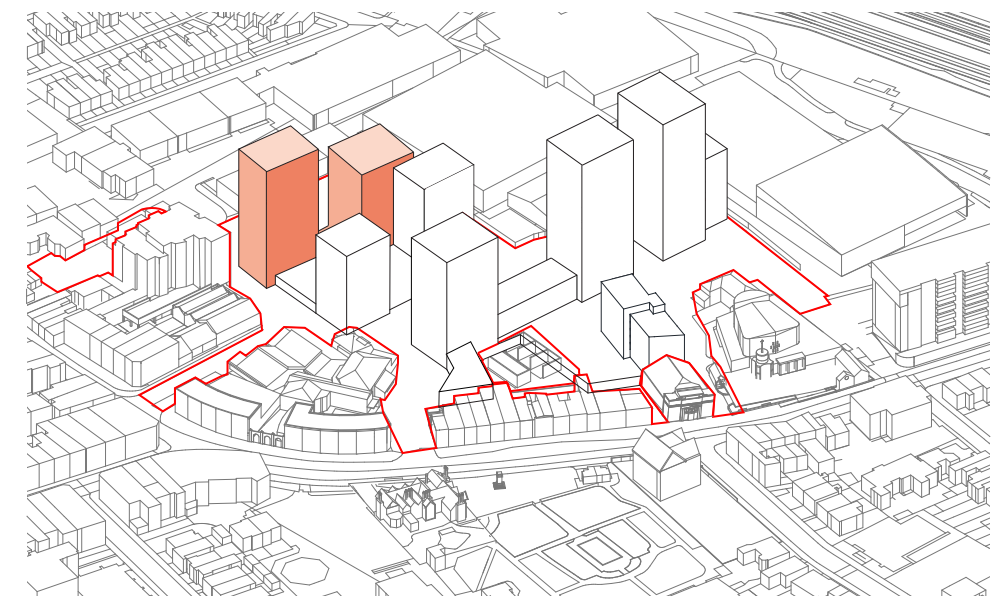
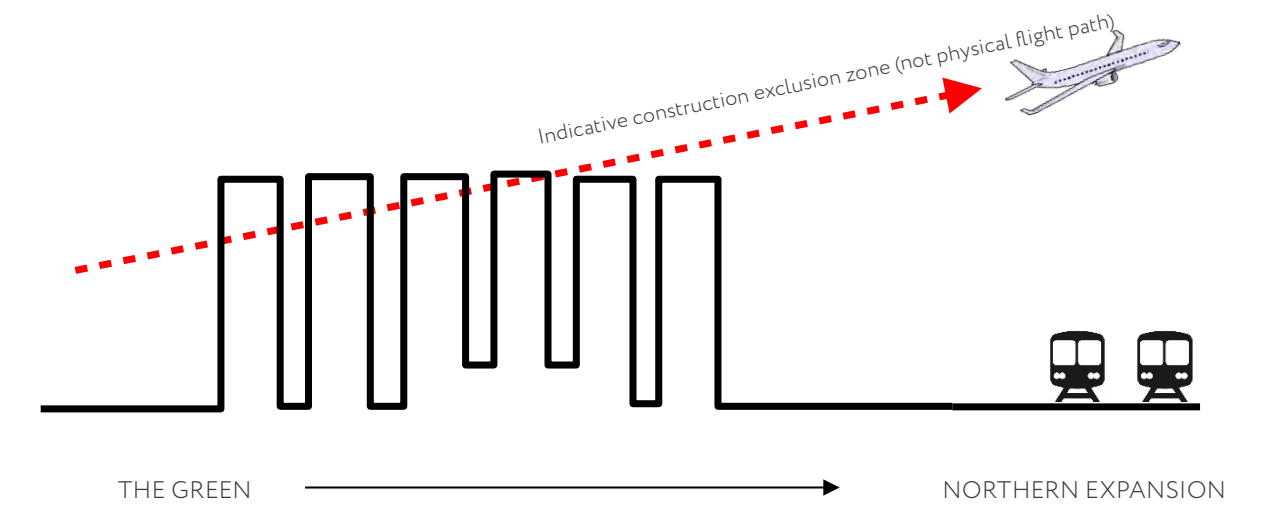
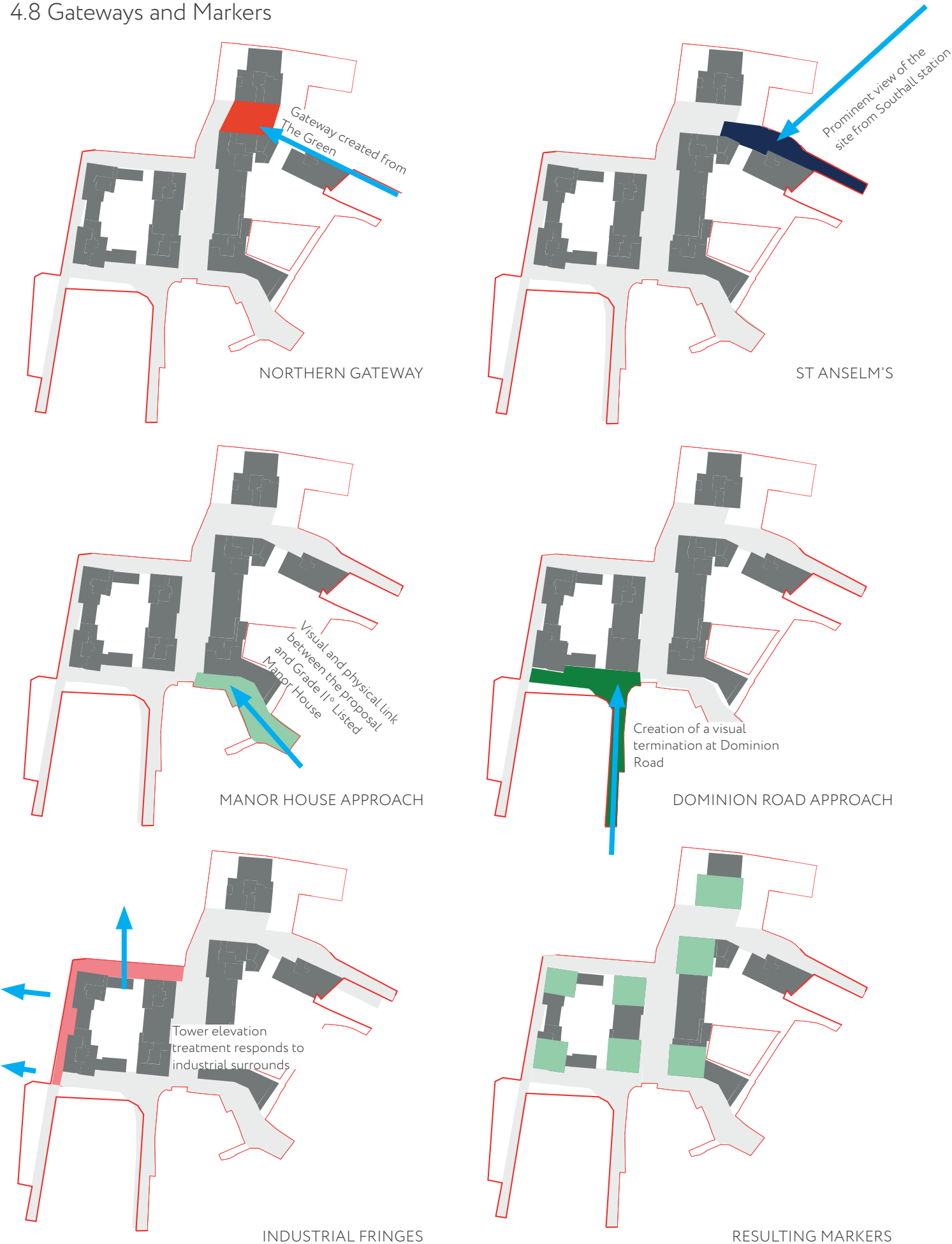


FIG. 4.26 - F. MASSING AT FEATHERSTONE TERRACE CREATES A TRADITIONAL STREET

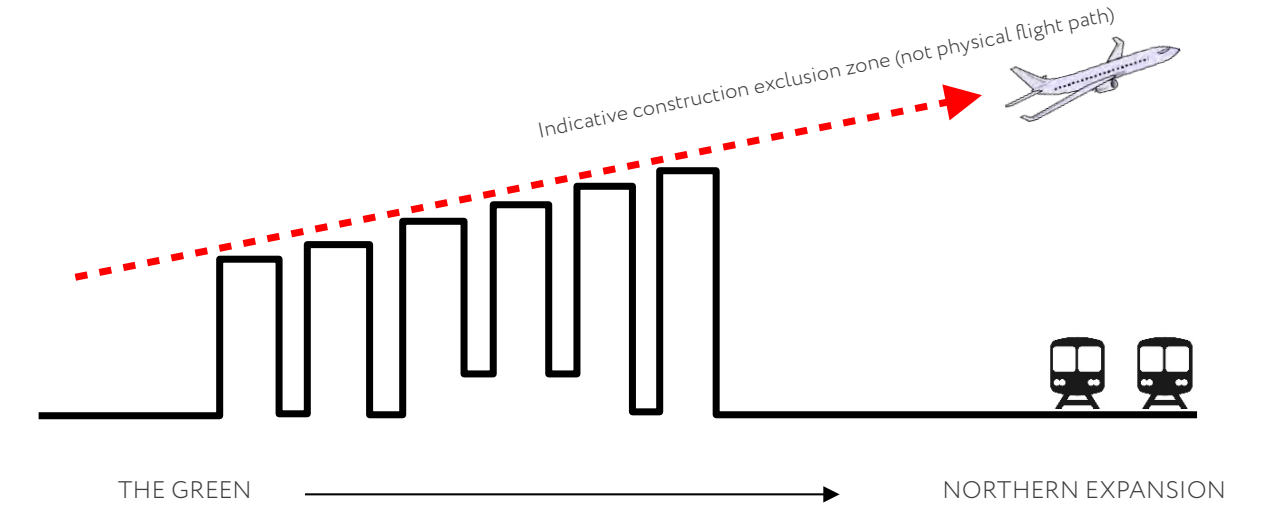


# DESIGN DEVELOPMENT

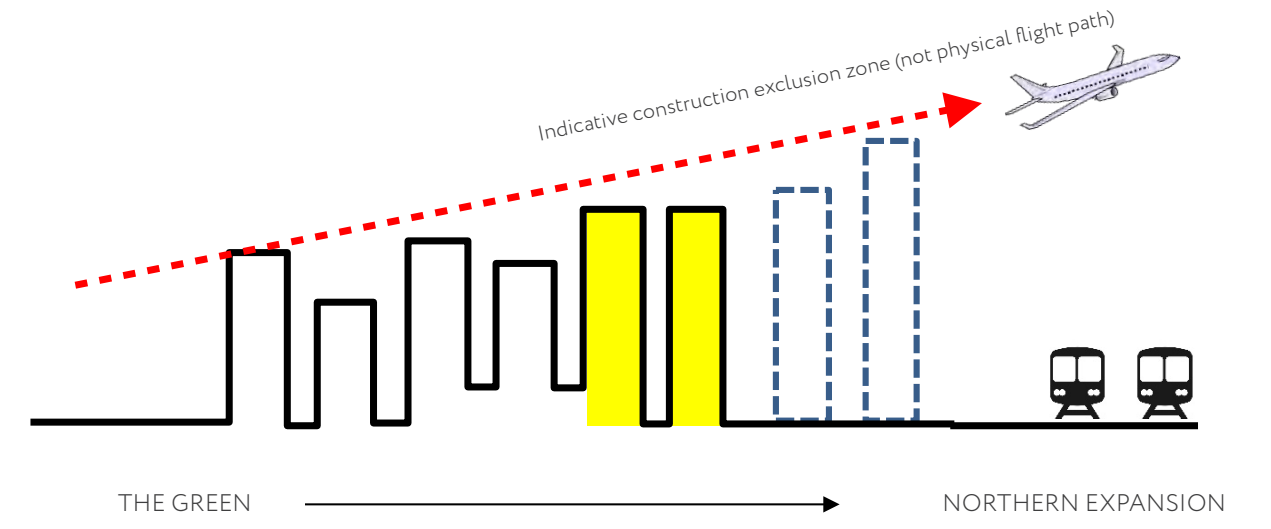
## 4.8 Gateways and Markers



HEATHROW FLIGHT PATH LIMITS OPPORTUNITY FOR TALL BUILDINGS THROUGHOUT



CONSISTENT INCREASE IN HEIGHT DOES NOT RESPOND TO LOCAL CONTEXT AND FOCAL POINTS



STAGGERED HEIGHTS WITH SUBTLE INCREASE TO NORTH RESPONDS TO CONTEXT AND CREATES CLEAR GATEWAY MARKERS



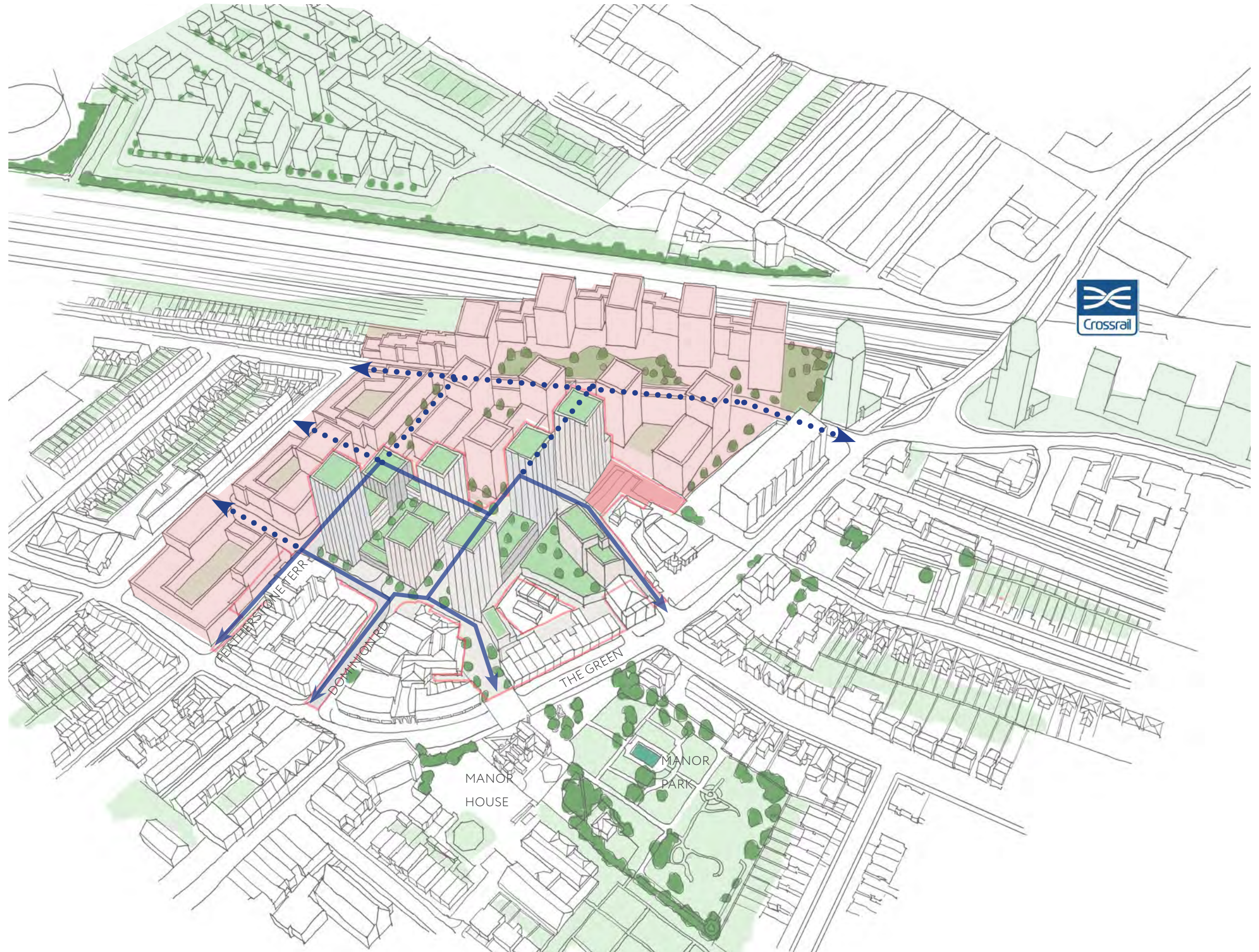
# DESIGN DEVELOPMENT

## 4.9 Aspiration for the Wider Area






During the design development process, the design team has studied beyond the development boundary and ensured the proposals facilitate and future proof the development potential of the wider area.

An indicative masterplan has been prepared in response to the relevant policies and aspirations for the wider context.

As illustrated (right), it is envisaged that the fully redeveloped masterplan would allow for a new urban grid to be implemented between the currently disconnected residential areas to the west and the Southall town centre area and new Crossrail station.



### KEY

-  INTERNAL ROUTES
-  POTENTIAL EXPANSION NETWORK
-  PUBLIC CAR PARK
-  CONSENTED SCHEMES IN THE AREA
-  POTENTIAL FOR FUTURE DEVELOPMENT



# DESIGN DEVELOPMENT

## 4.10 Designation of Character Areas

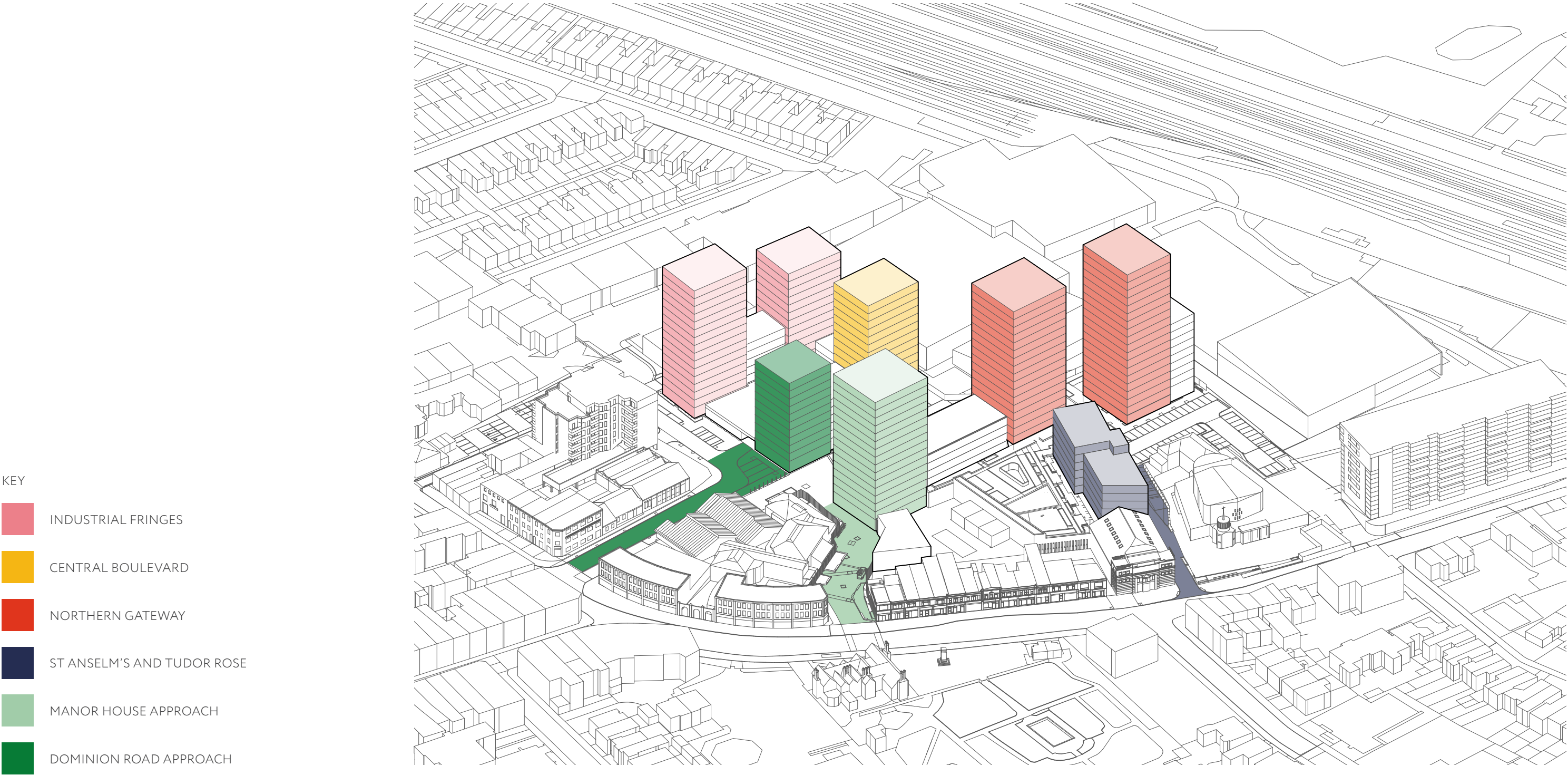


FIG. 4.27 - CHARACTER AREAS



## DESIGN DEVELOPMENT

### 4.10 Designation of Character Areas

The development of the proposal has created a number of “character areas” which can be defined by subtle differences in the architectural design, the functions they serve, the scale of the public realm they create and the landscaping detail at a human scale. Only three of the six character areas are defined by the relationship between high rises:

1. *The Northern Gateway*
2. *The Central Heart*
3. *The Industrial Fringes*

In the following pages we describe the different treatment of the towers and how they respond to the character areas established below.

#### 1. THE NORTHERN GATEWAY

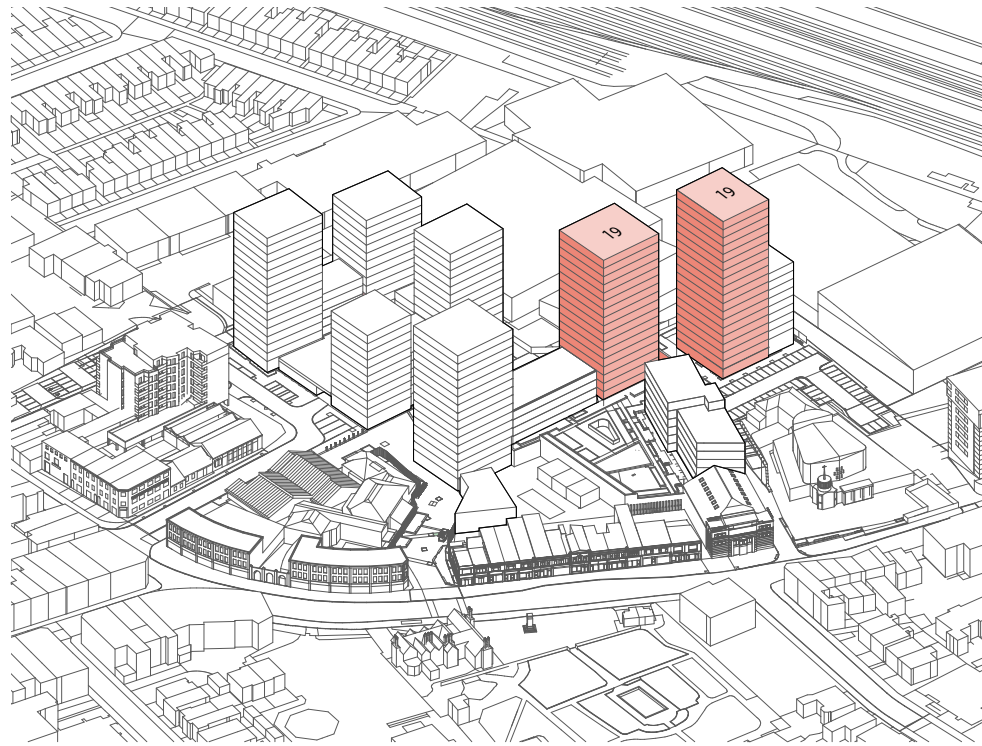


Fig. 4.28 - Towers at this location set a precedent for future phases of development and form the ‘Gateway’ into the new proposals.

#### 2. THE CENTRAL HEART

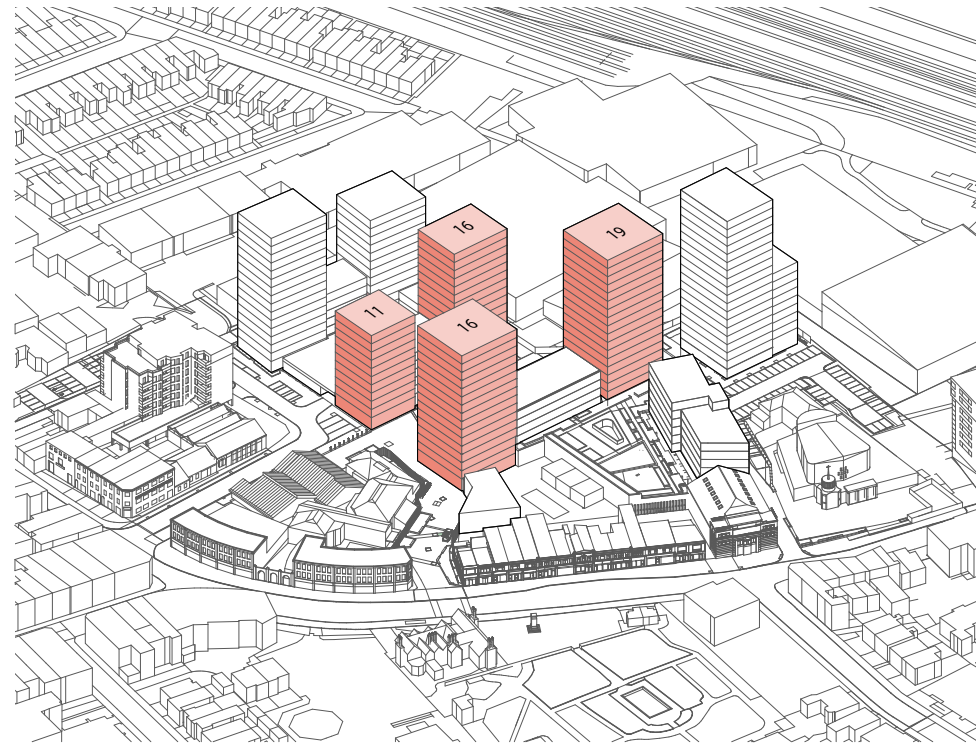


Fig. 4.29 - Towers at this location provide points of visual termination and can be seen from a distance, however their height must be sensitive to the local context and contribute to creating a hierarchy within the development itself.

#### 3. THE INDUSTRIAL FRINGES

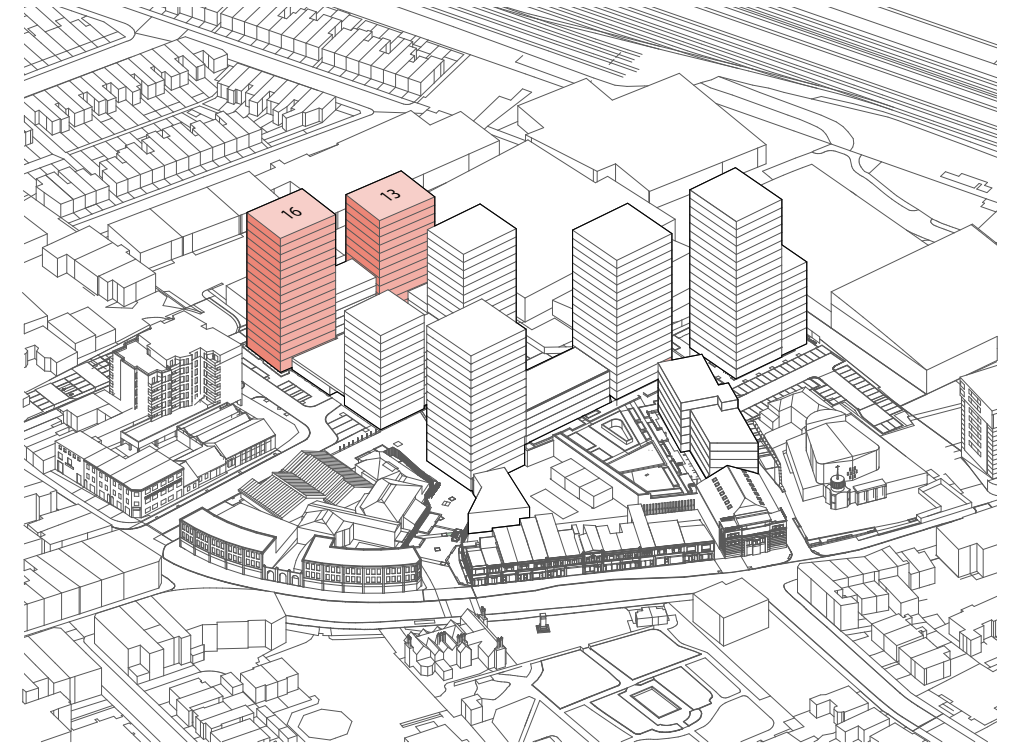


Fig. 4.30 - The lower rise towers provide a variation in height and add towards the hierarchy within the development. This also creates visual nodes for way finding within the development.

# DESIGN DEVELOPMENT

## 4.11 The Northern Gateway

# The Northern Gateway

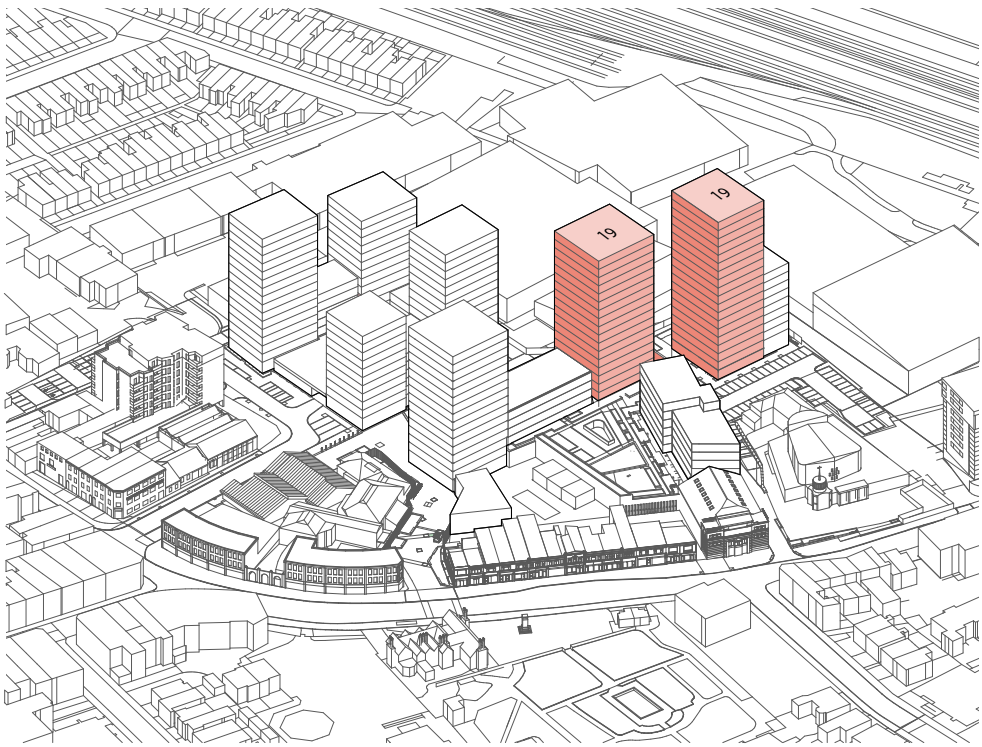
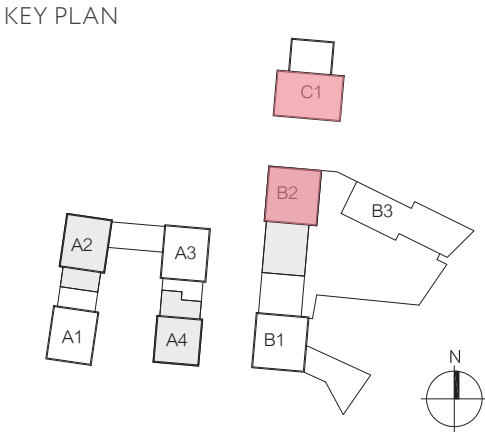


FIG. 4.31 - 3D KEY PLAN



TOWERS B2 AND C1

### The Northern Gateway

These two principal towers serve as a visual gateway into the heart of the development as the site is approached from the North. Tower B2 should create a central anchor point for the rest of the development with all other towers being subservient to it. As such, the facade of the building has been developed to create a vertical emphasis thereby exaggerating its height in relation to the other buildings.

Tower C1 will form the opposite gateway building which will be formed at the same number of storeys but different emphasis will reduce the visual height of this building in relation to Block B2.

These two towers start to define the potential increase in height for the future northern expansion area to the south of the railway line.



# DESIGN DEVELOPMENT

## 4.11.1 The Northern Gateway - Building B2 Design Approach

### Building B2 Rationale

The location of the tower at the centre of the site gives it a prominence amongst all the other towers.

It's position also means the tower acts as a marker for the site and will inevitably take visual precedent over the others.

The ambition for this building is for it to act as a visual marker from longer views and to create a hinge point as people enter the heart of the scheme and transition from the traditional streets into the pedestrianised boulevard.

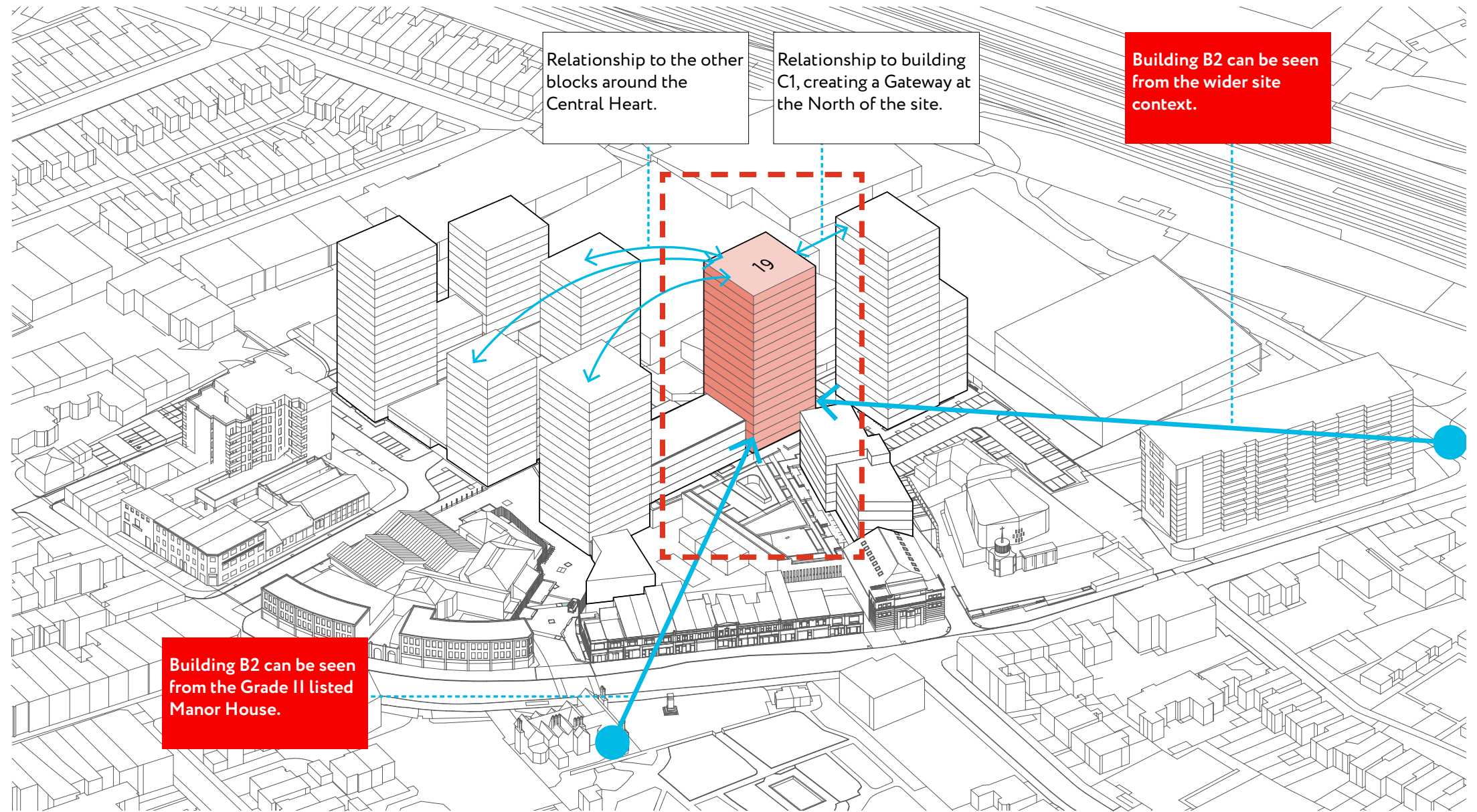
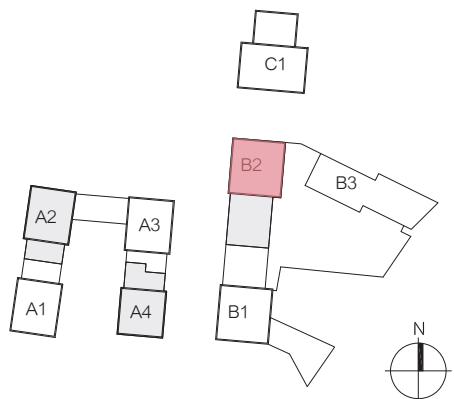


FIG. 4.32 - BUILDING B2 DESIGN ASSESSMENT

### KEY PLAN



FOCAL TOWER



FIG. 4.33 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON



# DESIGN DEVELOPMENT

## 4.11.2 The Northern Gateway - Building C1 Design Approach

### Building C1 Rationale

The location of this tower acts as a marker for pedestrians to enter the site and as a sister tower to compliment the focal building.

The treatment of the building helps to reinforce the gateway yet remaining subservient to building B2.

Following pre application feedback the proposal for C1 was updated to reflect the principles of building B2 and further emphasise 'The Northern Gateway'.

Building C1 has been updated to tie into the characteristics of buildings B1 and B2. Importantly it also has been designed to relate to the shoulder building attached to its North facade.

This has been done by banding every storey up to the top of the shoulder building. That banding is then continued every second floor to the crown, which is 4 storeys in height, acknowledging the crown features on buildings B1 and B2.

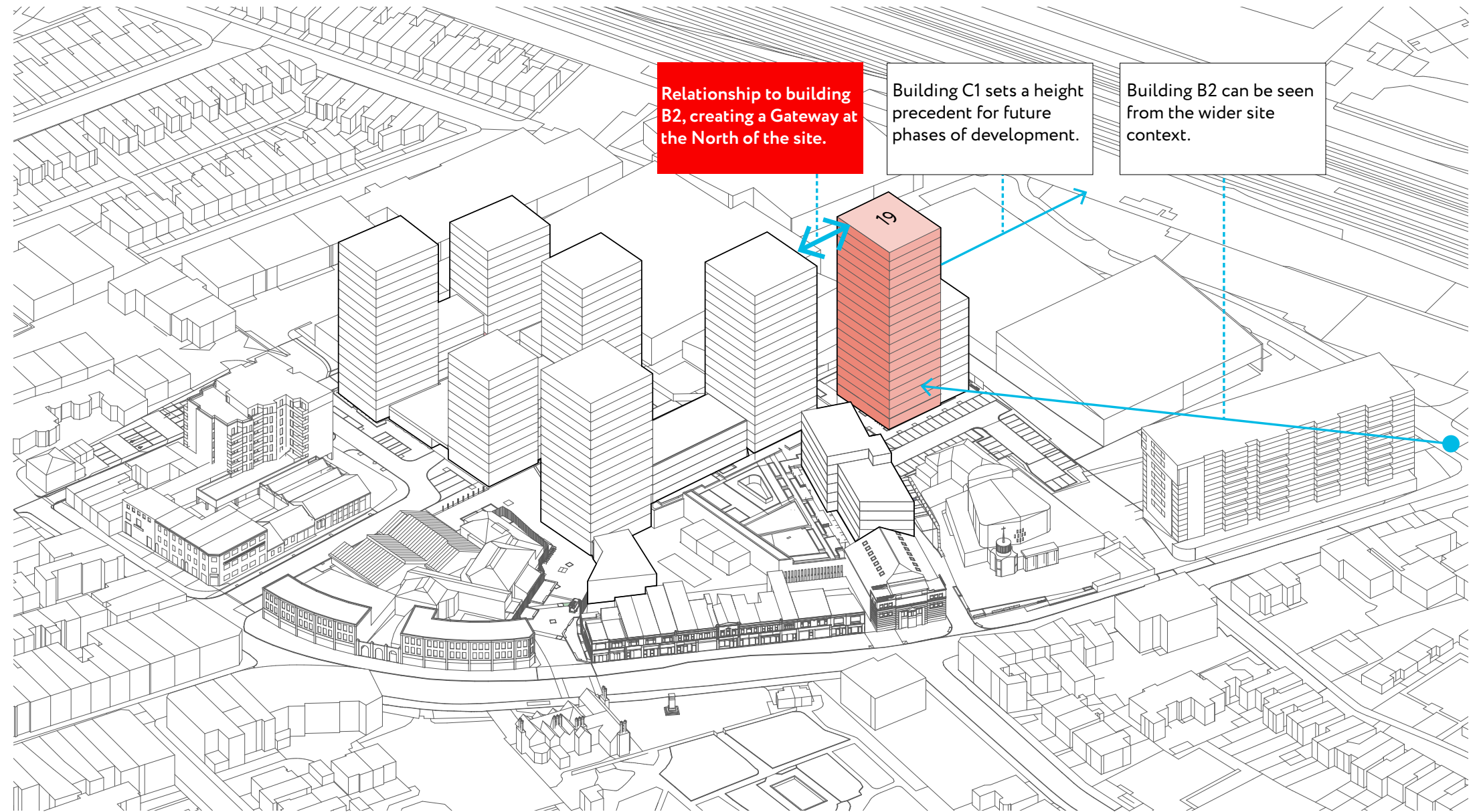


FIG. 4.34 - BUILDING C1 DESIGN ASSESSMENT

### KEY PLAN

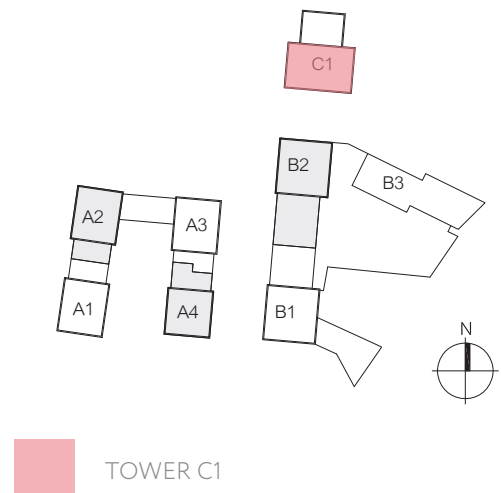


FIG. 4.35 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON