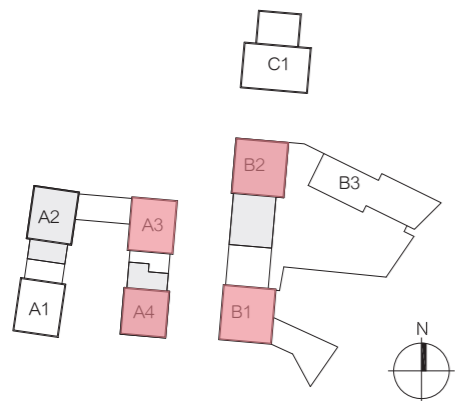


DESIGN DEVELOPMENT

4.12 The Central Heart

Central Heart

KEY PLAN



TOWERS A3, A4, B1 AND B2

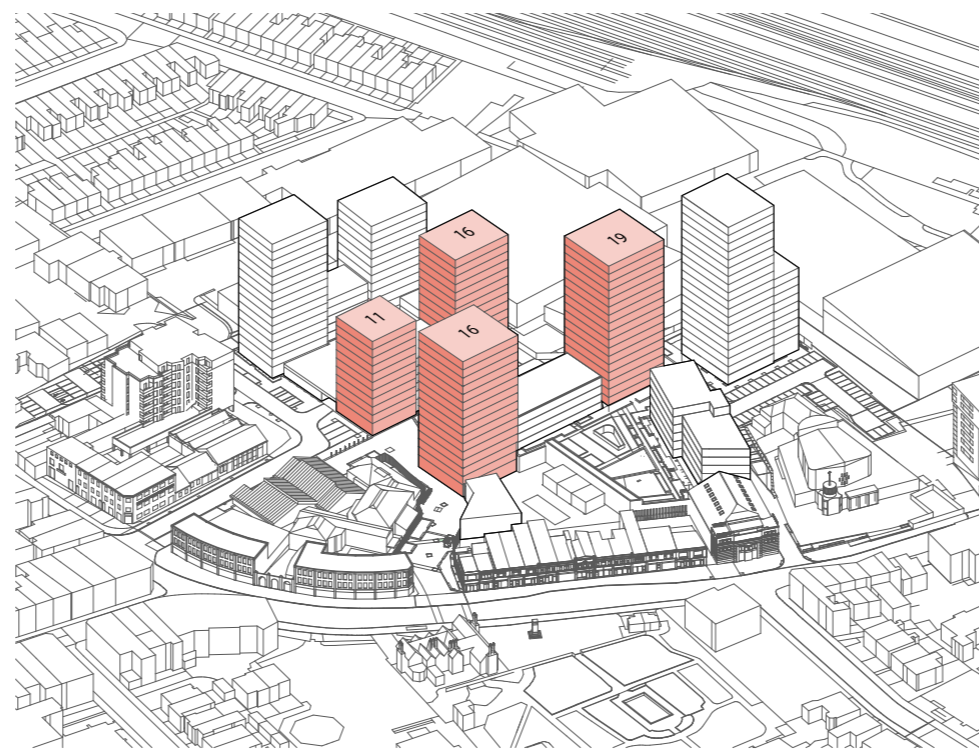


FIG. 4.36 - 3D KEY PLAN

The Central Heart

This central space is defined by the 4 principal towers to the four corners of the primary public realm. Whilst each building performs a different function in terms of the space or the node that they create, it is important that a similar architectural language visually links these buildings together to establish the heart of the scheme.

The principle of layered façades with varied proportions of solid to void enables the visual scale of the buildings to be modified whilst still relating to each other. The changes in brick colour also help to differentiate between the different elements.

DESIGN DEVELOPMENT

4.12.1 Central Heart - Building B1 Design Approach

Building B1 Rationale

This tower acts as a marker for pedestrians to enter the site from The Green and draws people into the scheme from the Manor House.

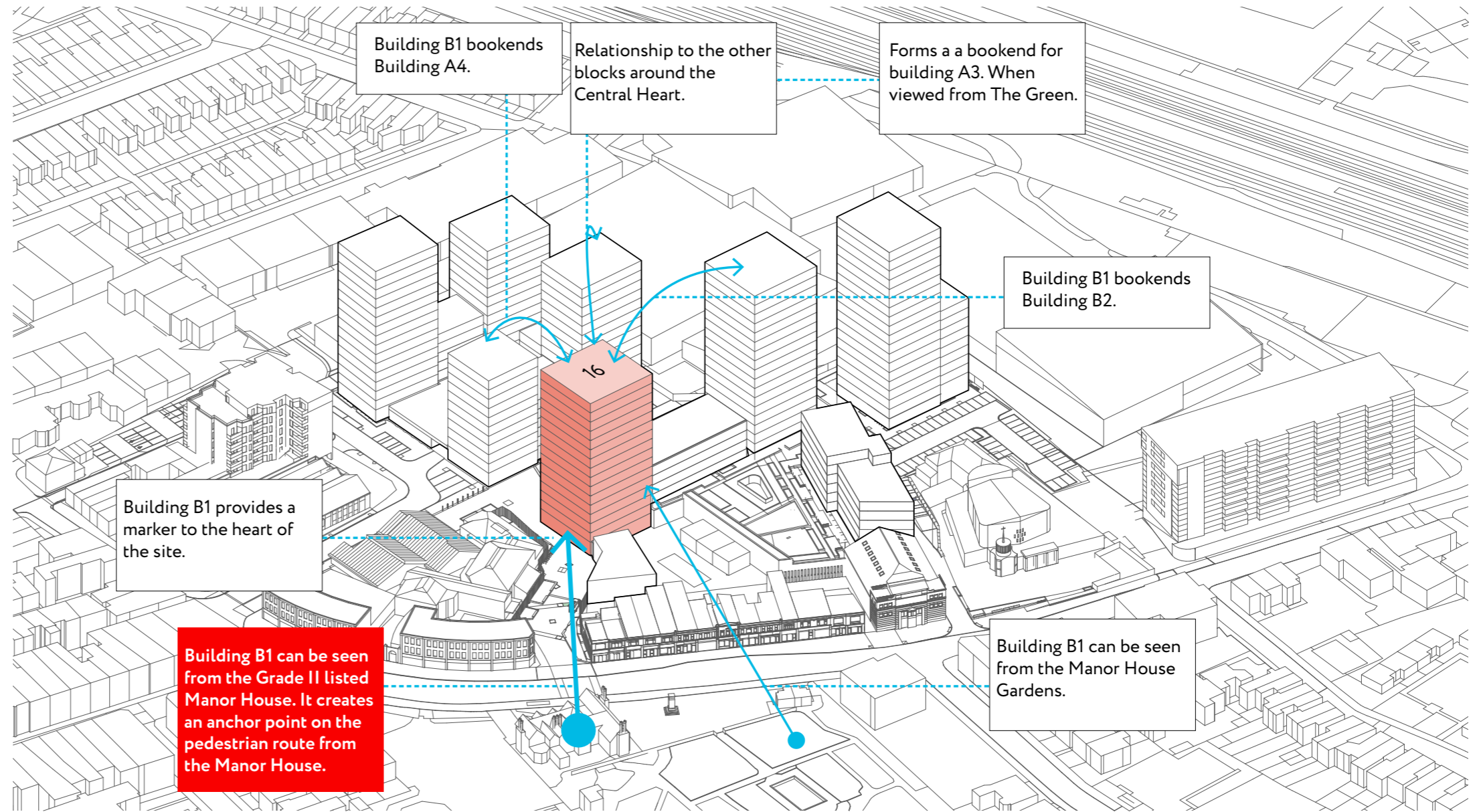


FIG. 4.37 - BUILDING B1 DESIGN ASSESSMENT

KEY PLAN

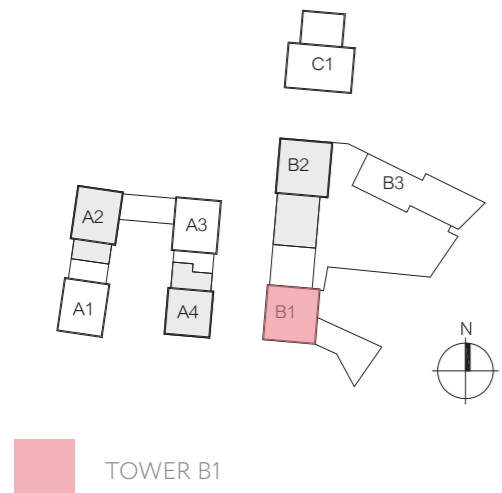


FIG. 4.38 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON

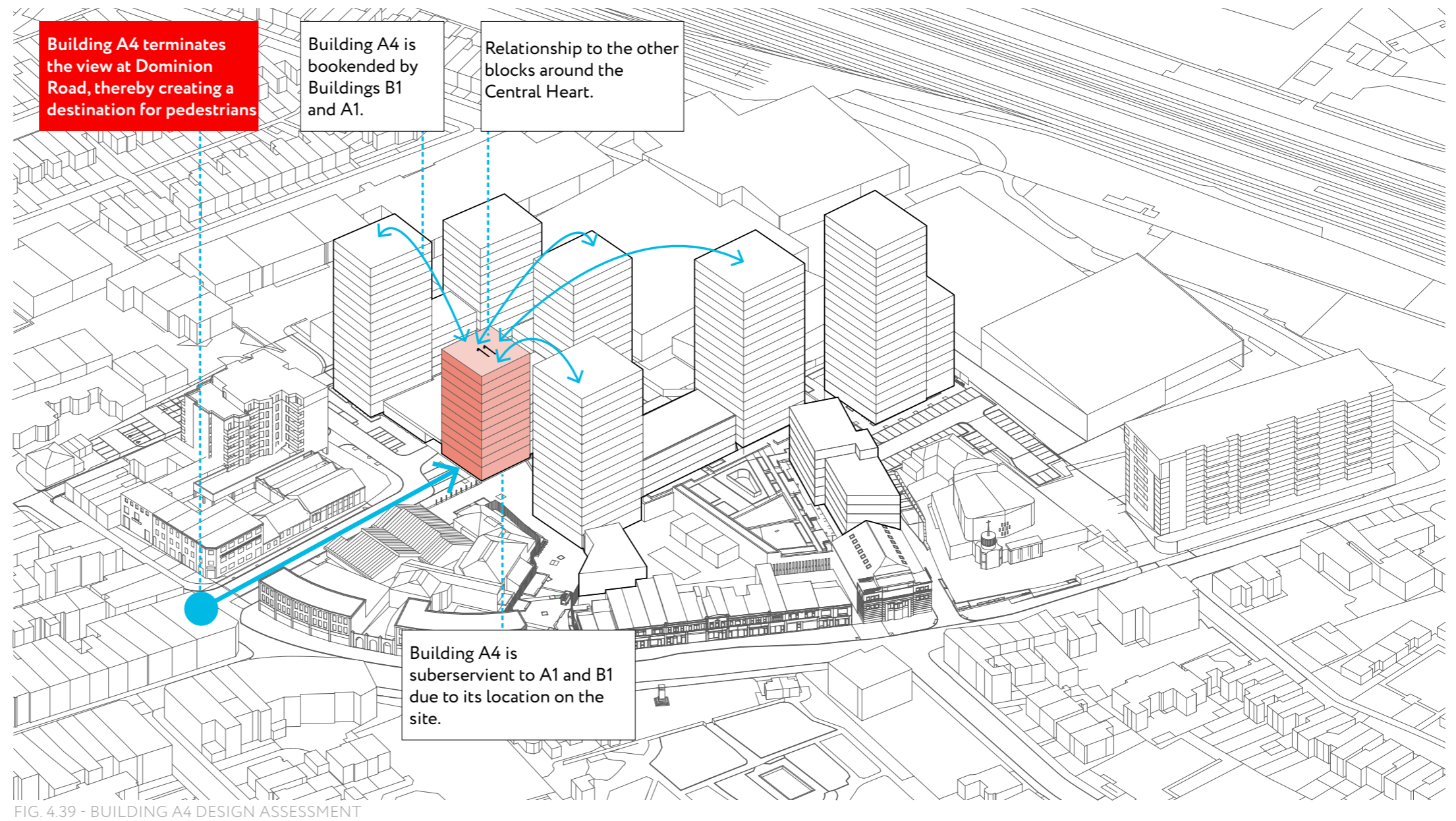
DESIGN DEVELOPMENT

4.12.2 Central Heart - Building A4 Design Approach

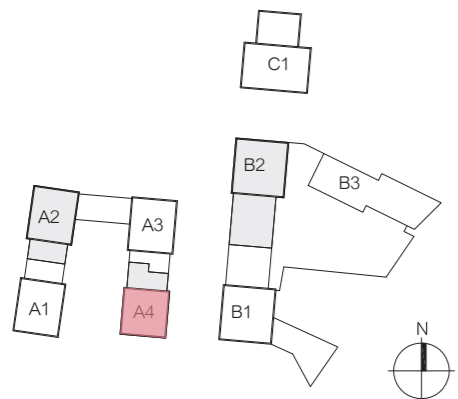
Building A4 Rationale

This tower terminates the views along Dominion Road and is 'book ended' by buildings A1 and B1.

The intention is to draw people into the development from the Green and provides a strong destination node at the end of the existing street.



KEY PLAN



CENTRAL BOULEVARD TWO



FIG. 4.40 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON

DESIGN DEVELOPMENT

4.12.3 Central Heart - Building A3 Design Approach

Building A3 Rationale

This tower acts as a secondary gateway into the pedestrian boulevard. It is framed by towers B1 and B2 from longer views and creates a rhythm to the skyline.

This is read in direct relation to the focal tower and must be subservient to it.

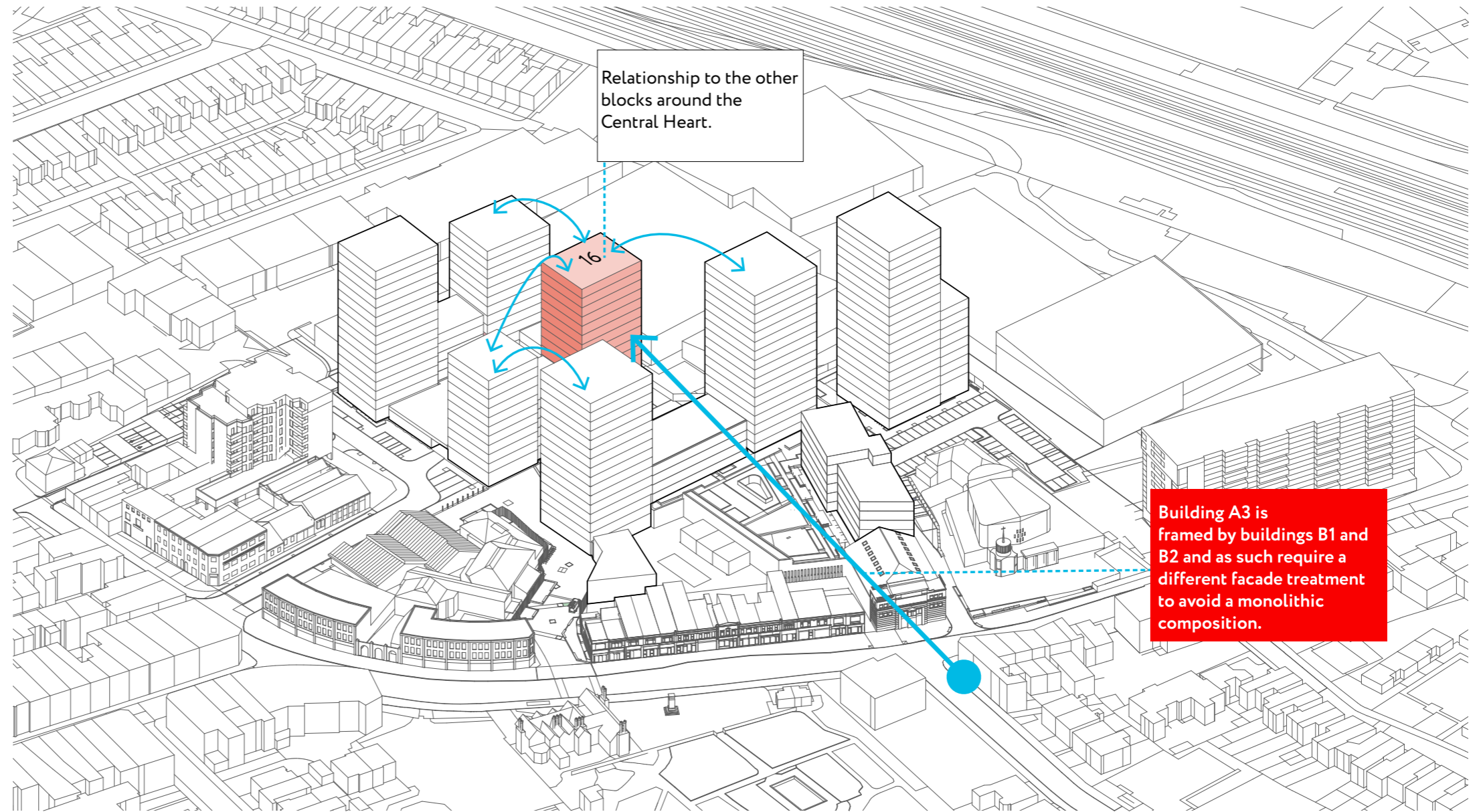
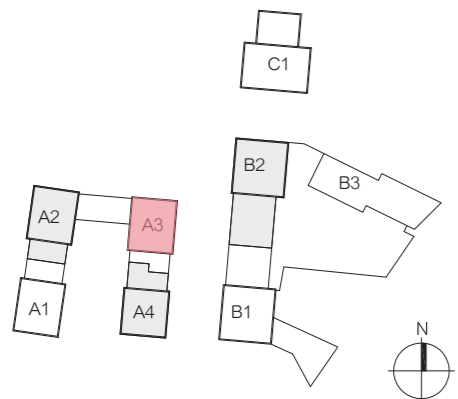


FIG. 4.41 - BUILDING A3 DESIGN ASSESSMENT

KEY PLAN



CENTRAL BOULEVARD ONE

A3



FIG. 4.42 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON

DESIGN DEVELOPMENT

4.13 The Industrial Fringes

The Industrial Fringes

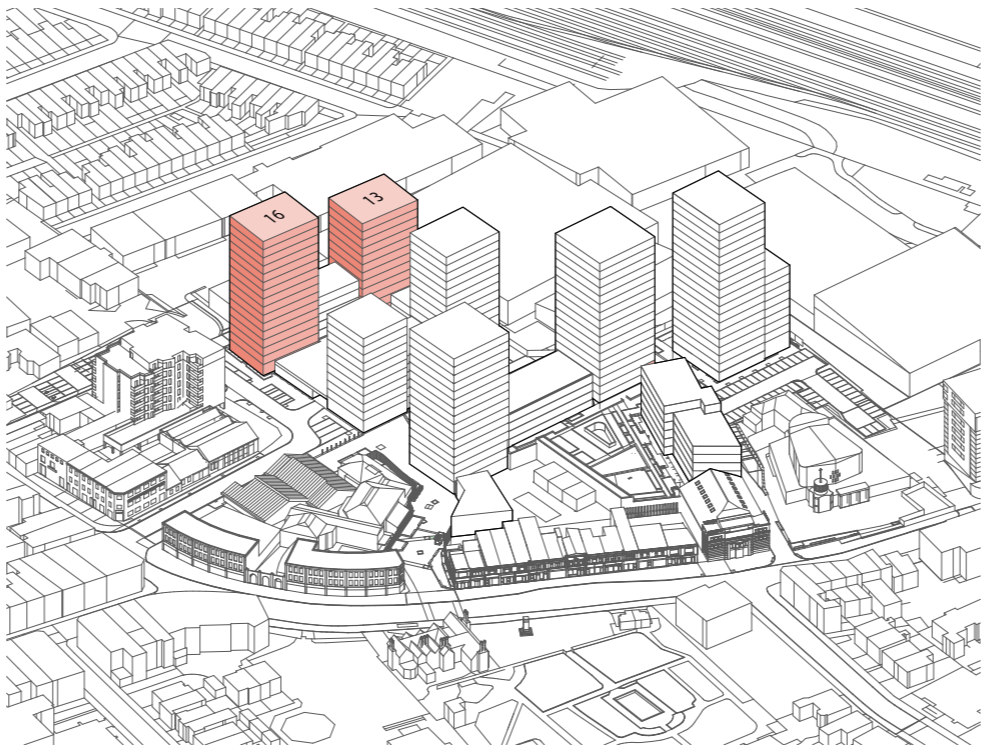
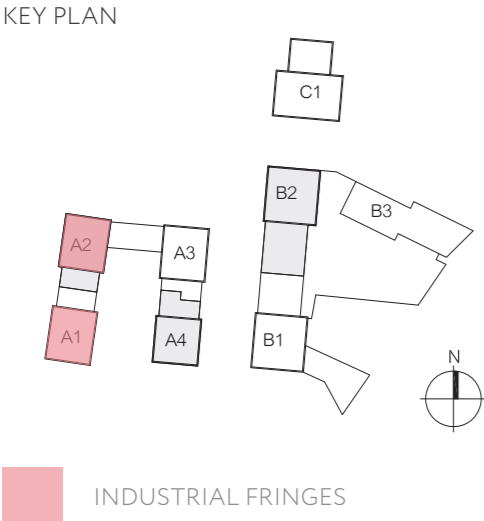


FIG. 4.43 - 3D KEY PLAN

The Industrial Fringes

The buildings to the Western edge of the development need to deliver a scale and a design solution that addresses the current outlook over the existing and currently retained industrial units but also be able to fit seamlessly with future phases of development as they evolve.

As the only frontage within the development that incorporates residential use at street level, the proposed buildings present a much more intimate scale to those facing the central heart. The ground floor homes have been given their own front doors to ensure activation of the street. A soft landscaping buffer is also provided as defensible space.

The buildings are characterised by the use of deeper reveals, a more accentuated grid, and a higher solid to void ratio to reflect the aesthetics of the adjacent 'warehouse' style buildings.

DESIGN DEVELOPMENT

4.13.1 Industrial Fringes - Building A1 Design Approach

Building A1 Rationale

This tower is to be read in conjunction with Block B1 in order to frame the central, lower rise tower (A4) which terminates the entry along Dominion Road.

The scale of this tower relates directly to building B1 but also acts as a focal point along Featherstone Terrace.

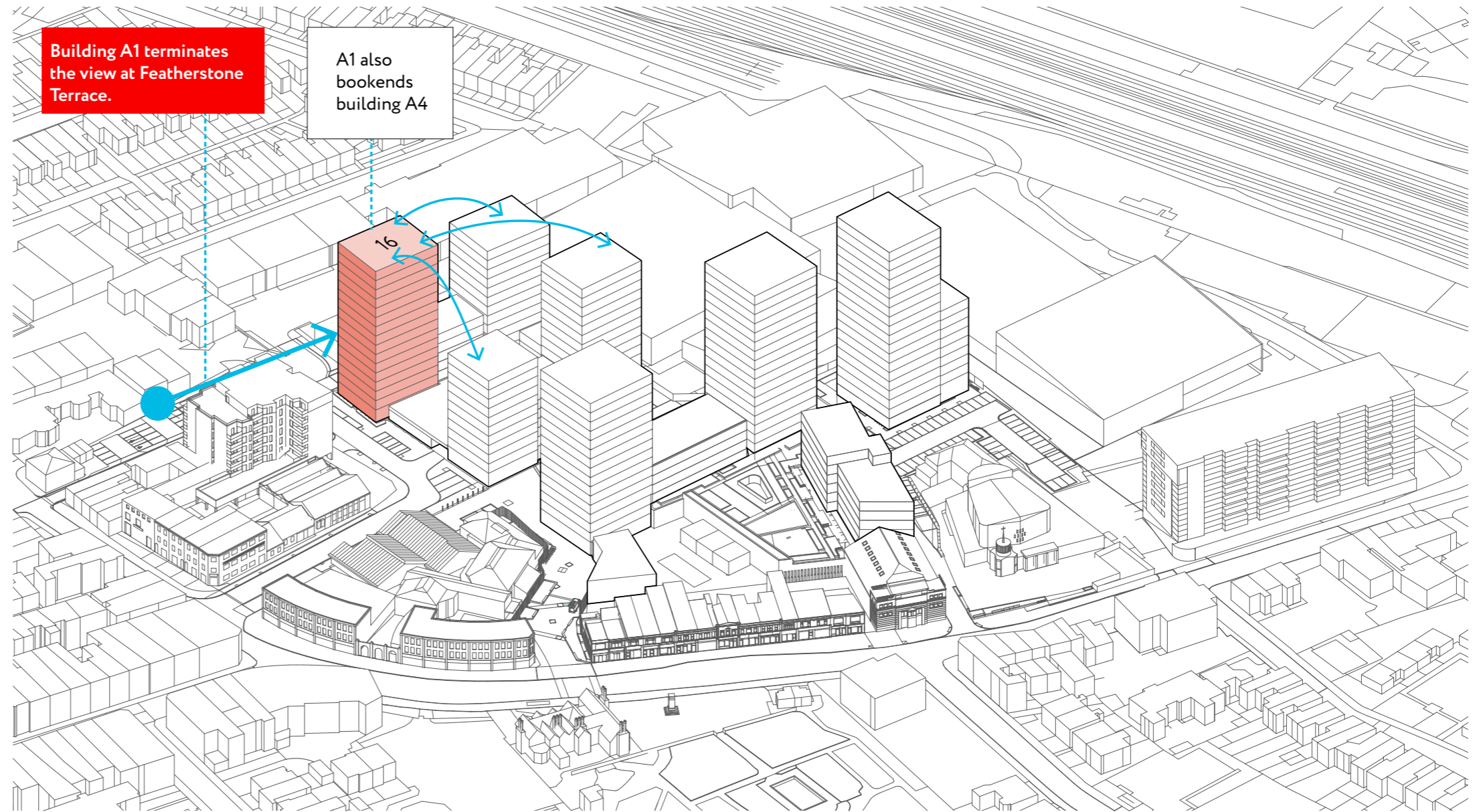
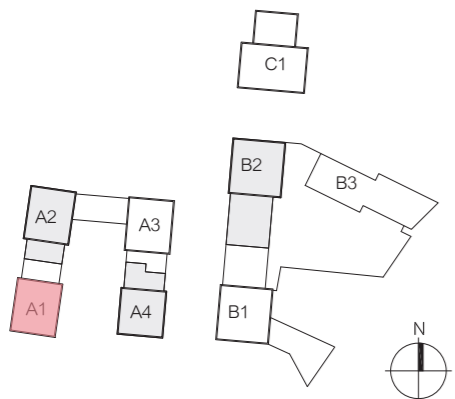


FIG. 4.44 - BUILDING A1 DESIGN ASSESSMENT

KEY PLAN



INDUSTRIAL FRINGE ONE

A1



FIG. 4.45 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON

DESIGN DEVELOPMENT

4.13.2 Industrial Fringes - Building A2 Design Approach

Building A2 Rationale

This building relates to the industrial fringes and reflects the industrial heritage of the site.

It will associate with future development phases and provide a strong nodal element to the corner of the potential new streetscape.

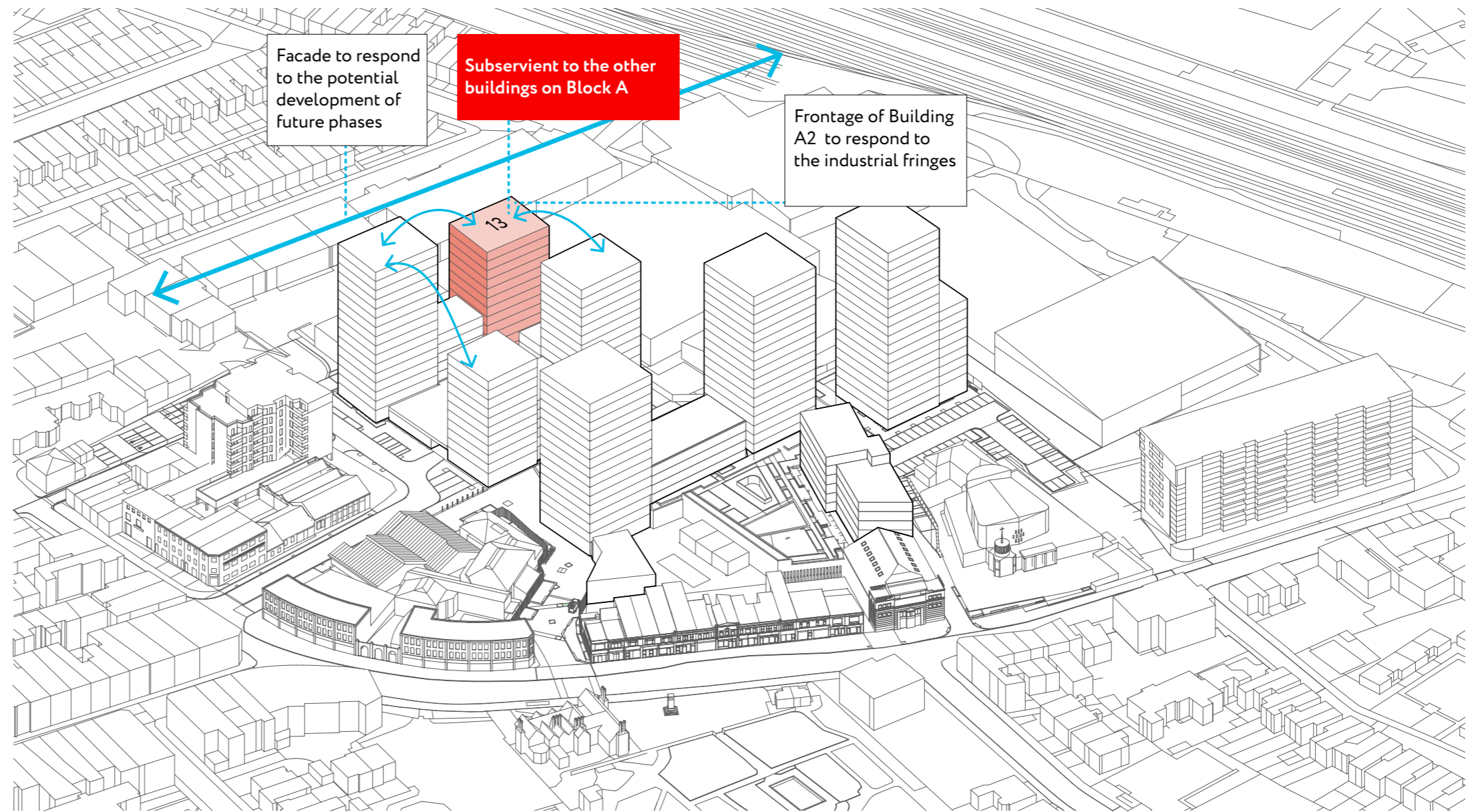
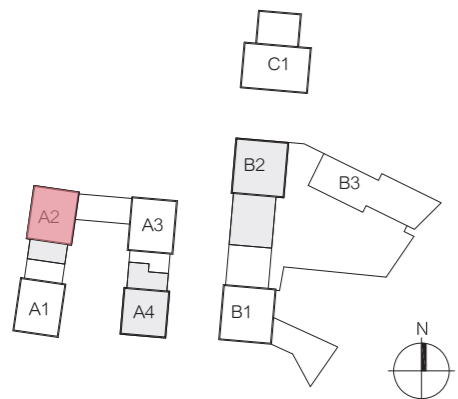


FIG. 4.46 - BUILDING A2 DESIGN ASSESSMENT

KEY PLAN



INDUSTRIAL FRINGE TWO

A2

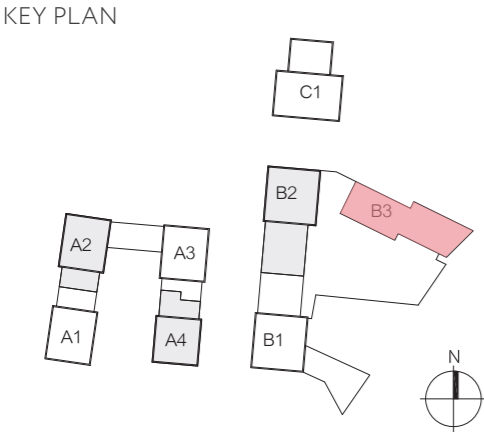


FIG. 4.47 - PROPOSED HIGH RISES FRONT ELEVATION COMPARISON

DESIGN DEVELOPMENT

4.14 The Transition Building - St Anselm's

The Transition Building - St Anselm's



ST ANSELM'S

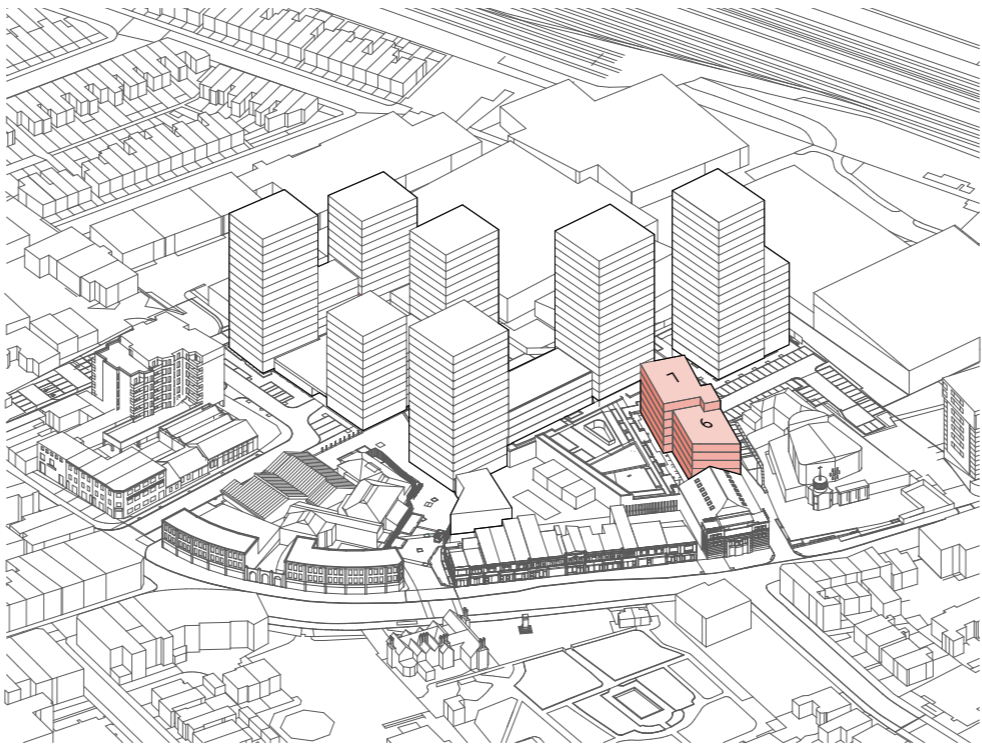


FIG. 5.56 - 3D KEY PLAN

St Anselm's

The massing has been developed to adapt to its urban surroundings, graduating from The Green to the heart of the scheme.

Building B3 has been designed to respond to the existing massing on The Green, whilst also acting as an anchor point and site entrance from The Green.

The 6 storey element follows the principles of the link blocks and act as a transition from Manor Parade and the Tudor Rose to buildings B2 and C1 (The Northern Gateway).

The 7 storey element provides a gentle transition from The Green to the taller towers at the interior of the scheme. This is made more apparent from the view of the scheme from The Manor House Gardens.

DESIGN DEVELOPMENT

4.14.1 The Transition Building (Core B3) - Design Approach

The design approach reflects the industrial heritage of the site.

It acts a marker for those entering the development from the Green as approached from Southall station. The repetitive grid provides a strong nodal element at a key site entrance, and create active frontage to the principle elevation for pedestrians entering the site from this location.

The scale of this building acts as a transition from the Tudor Rose massing (which is much larger than that on the rest of Manor Parade) at 3/4 storeys and provides providing a visual transition tower B2.

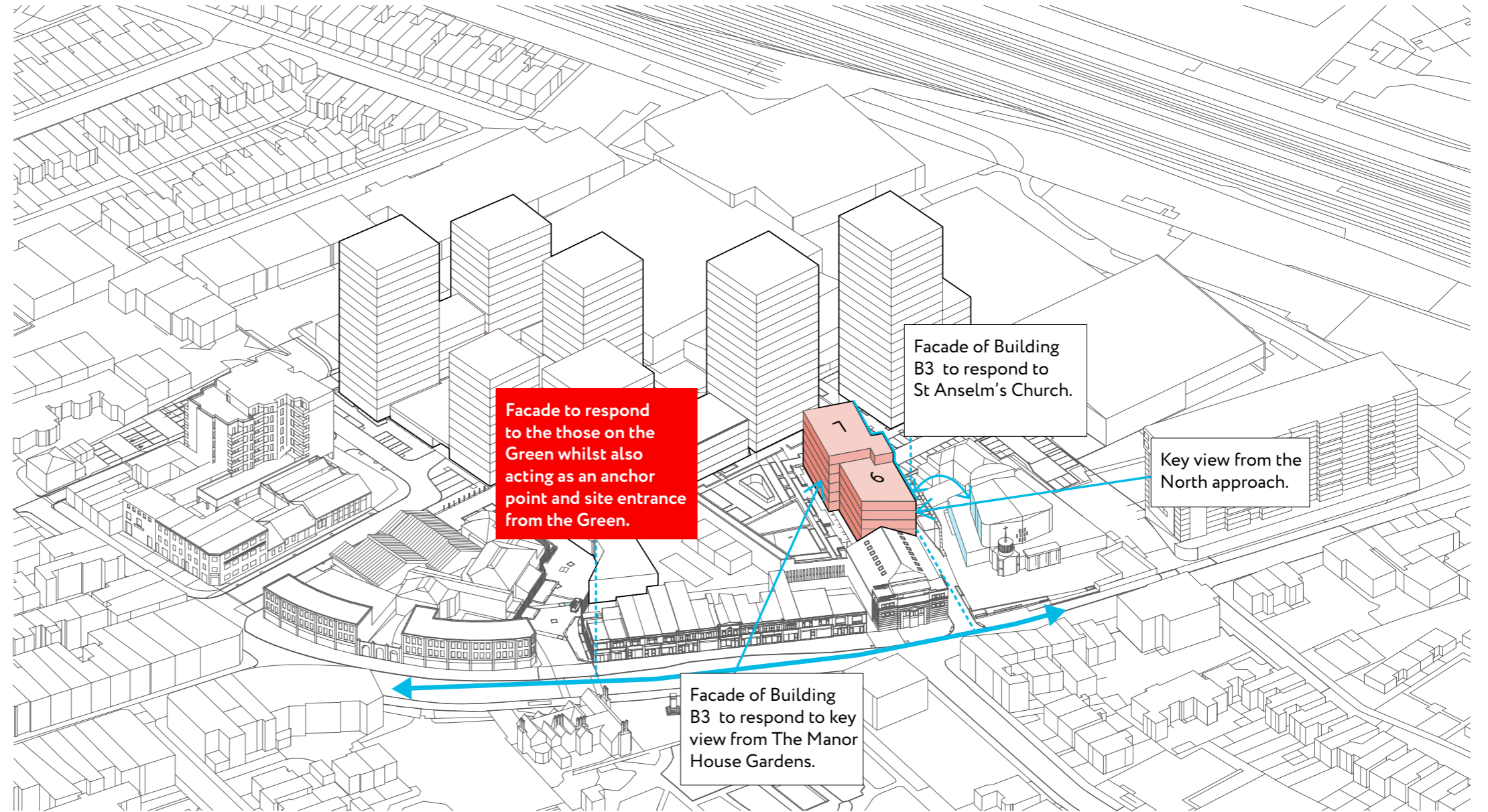
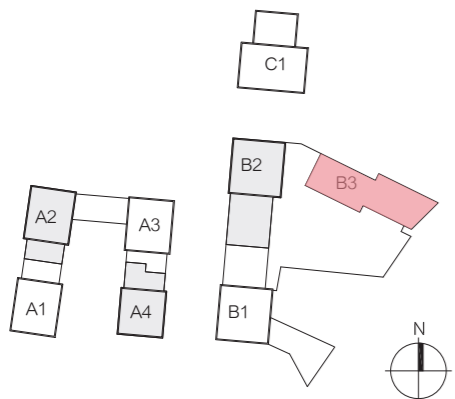


FIG. 4.49 - ST ANSELM'S DESIGN ASSESSMENT

KEY PLAN

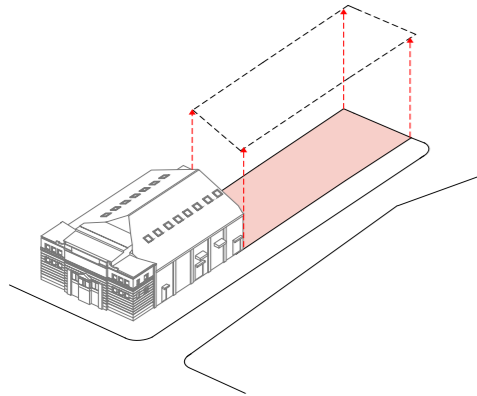


ST ANSELM'S

DESIGN DEVELOPMENT

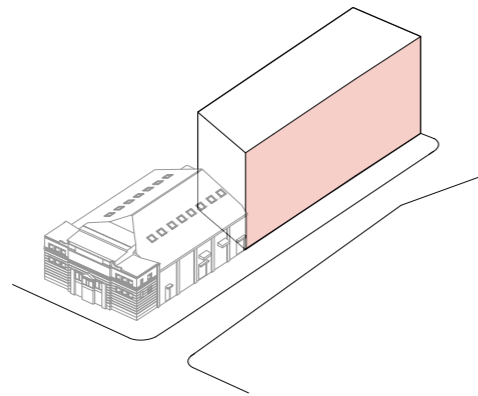
4.14.2 The Transition Buildings (Core B3) - Design Approach

CONTEXT



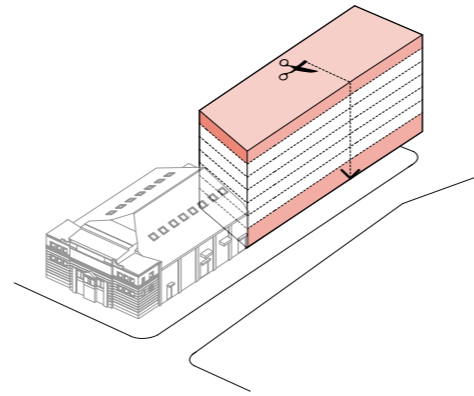
The Existing Tudor Rose massing is much larger than that on the rest of Manor Parade at 3/4 storeys and provides justification of a further increase in massing to provide a visual transition from the Tudor Rose to tower B2.

MASSING



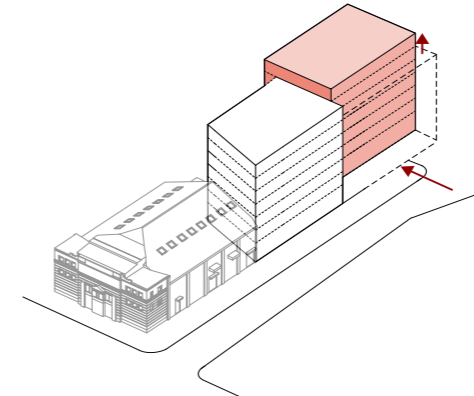
A block of 6-7 storeys is considered befitting. Despite being a suitable part of the site for a transition block. One uniform block is inappropriate approach in this location. The bulk therefore must be broken down.

CREATION OF HIERARCHY



A vertical hierarchy has been created by defining a base and crown. The base has been defined by raising the floor to floor level to accommodate commercial uses at the ground level. A location to breakdown the massing has also been identified.

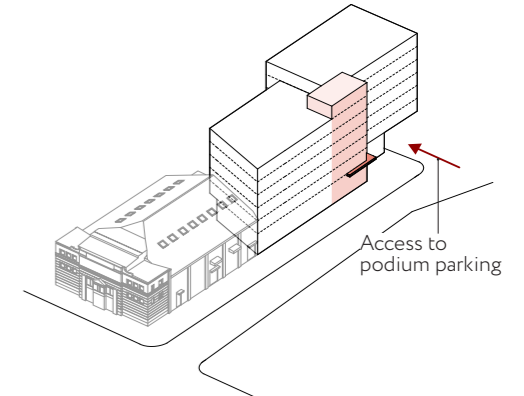
ARTICULATING THE MASSING



Stepping the massing back in this location allows the following;

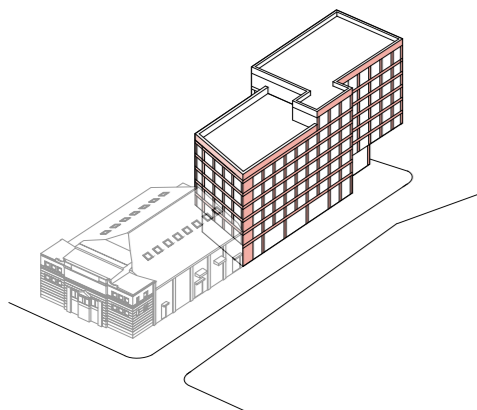
- To facilitate the access road to site from The Green.
- The break in the massing defines an entrance into Block B3
- Additional height assists with providing a transition and differentiates Block B3 from one homegenous mass.

DEFINING AN ENTRANCE



A clear entrance has been defined and accentuated by a canopy which wraps around this part of the facade to ensure a visual connection to The Green.

INTRODUCTION OF A GRID



A grid has been applied to unify the building, and to relate it to the rest of the development.

FURTHER ARTICULATION



The grid has been additionally articulated to break the massing down further.

DESIGN DEVELOPMENT

4.15 Building Typologies

During design development it became clear there are 3 types of building within the development;

- The **towers** which anchor the character areas.
- The **link** buildings which are subservient to the towers, helping to emphasise the towers
- The **transition** building *opposite* St Anselm's church. This building is subservient but require a different treatment to the link buildings due to it being at prominent location and helping to integrate the proposal with the existing context (Manor Parade).

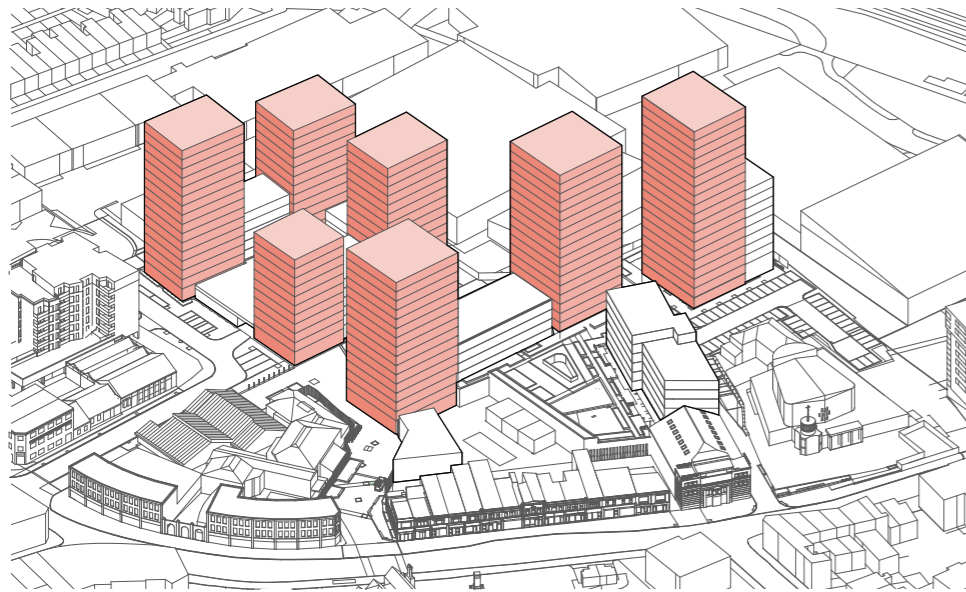


FIG 4.50 - THE TOWERS

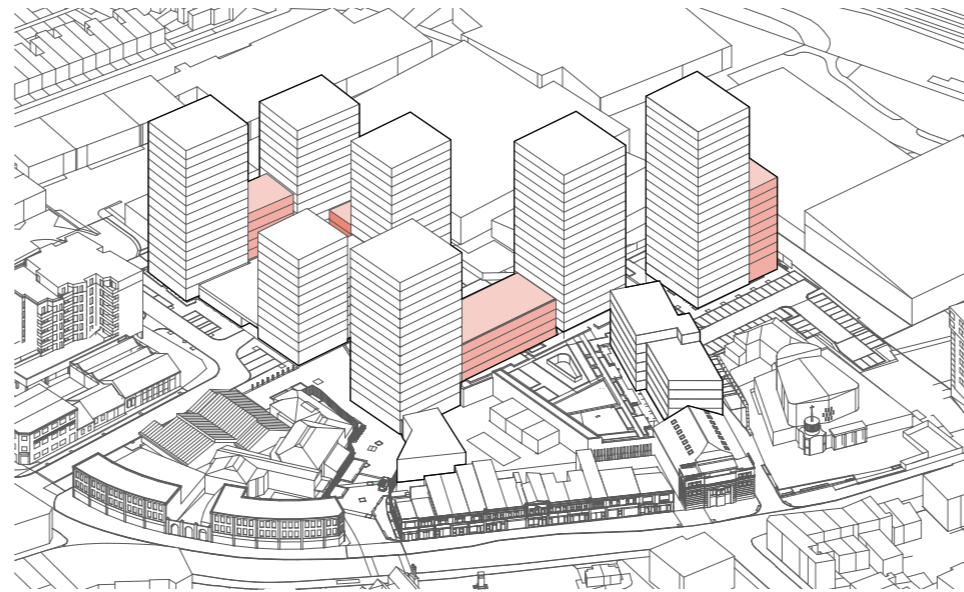


FIG 4.51 - THE LINK BUILDINGS

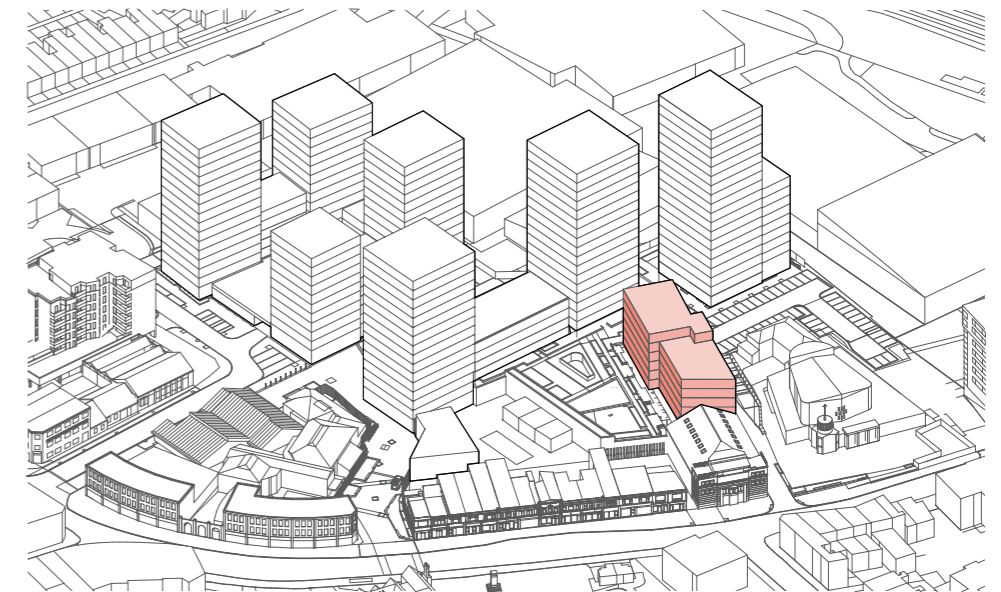


FIG 4.52 - THE TRANSITION BUILDING

DESIGN DEVELOPMENT

4.16 The Towers Design Principles

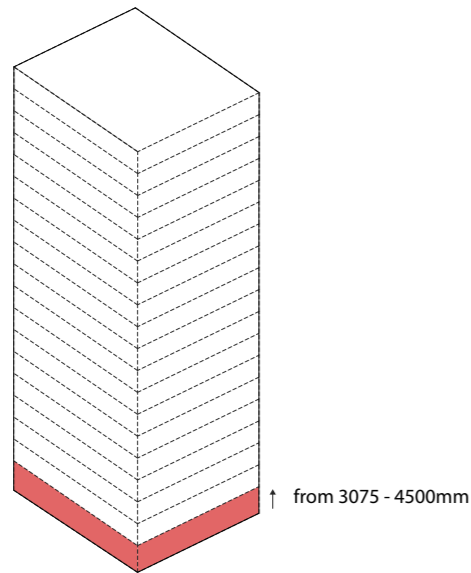
The tower design development

The towers are visible from longer views and act as markers and “way finders” through the scheme.

The proportion of these buildings must be effective and balanced when viewed from a distance but the detail must add interest and articulation at a human scale.

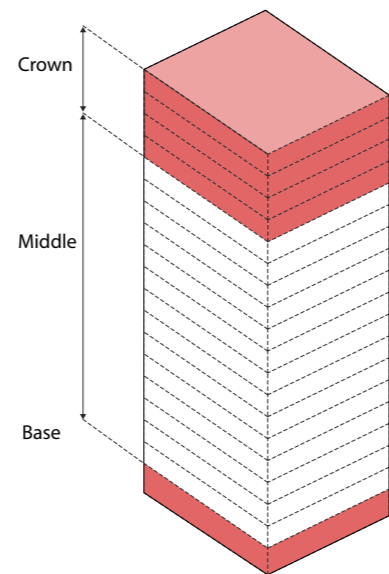
These towers are strategically located at nodal corners and have been designed to be the focus of the proposals.

ESTABLISHING A GROUND FLOOR



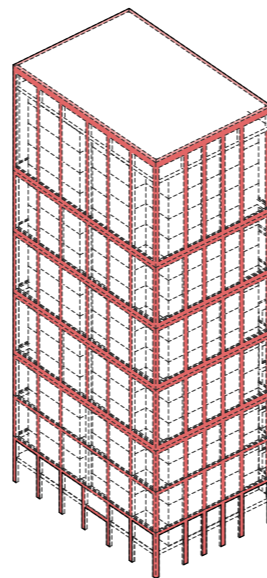
The Ground floor use will be predominantly commercial and as such requires a larger ground to floor height. Defining a base also helps us start to create a hierarchy within the towers.

ESTABLISHING A CROWN



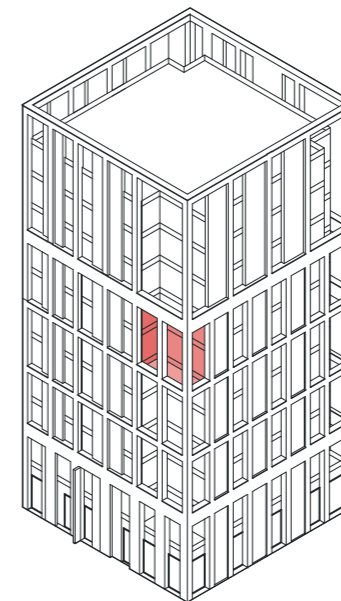
The upper floors have been banded together to establish a crown. This ensures a more considered approach to terminating the towers. Additionally it allows us to complete the hierarchy within the individual towers.

APPLYING A GRID



The introduction of a primary grid to all towers helps to unify the development. This grid is also used to create appropriate proportions to these tall buildings.

INSET BALCONY



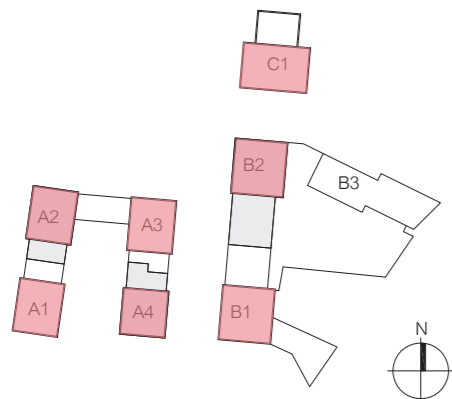
The use of inset balconies on the towers not only provide a comfortable amenity space, they also are part of a consistent design language that ties the buildings together so they can be read as part of the same development.

DEMARCATING THE ENTRANCE



Finer detail is incorporated at lower levels to create more interest at a human scale at street level. Entrances are clearly clarified with contrasting GRC surrounds.

KEY PLAN



THE TOWERS

DESIGN DEVELOPMENT

4.16 The Towers Design Principles

The Crown

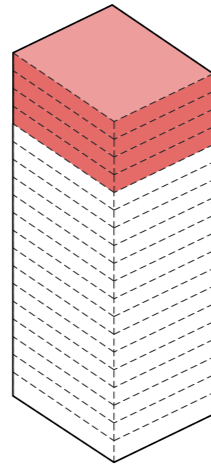
The crown must create a distinct “top” to each tall building. This element shall have the appropriate proportion to be clearly legible from longer views

The Middle

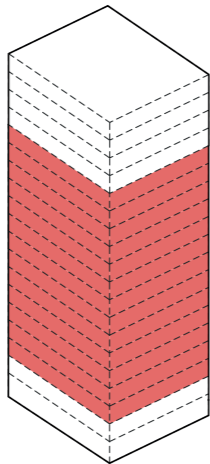
The middle section of the tall structure should create a rhythm to the buildings. A repeat pattern of fenestration should create the style and feel for the architecture of each specific block.

The Base

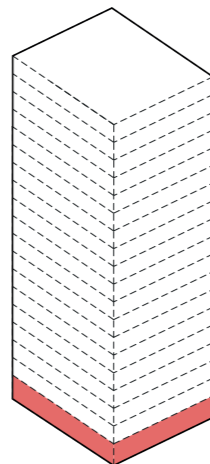
The base element must “ground” the building. This section of building should relate to the “human scale” of pedestrians wandering through the development. Finer detail and articulation should be included in these areas as people are able to interact with these building elements.



CROWN

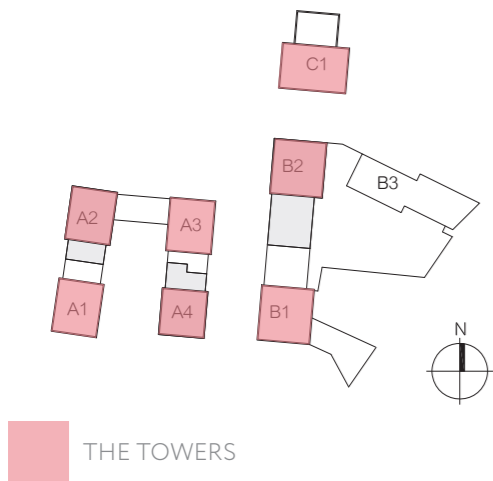


MIDDLE



BASE

KEY PLAN



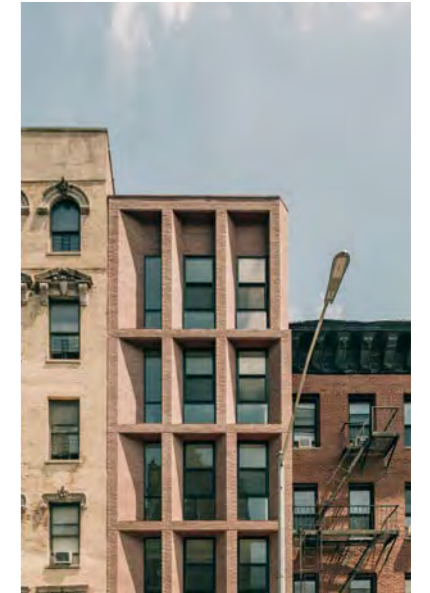
REFERENCE IMAGES



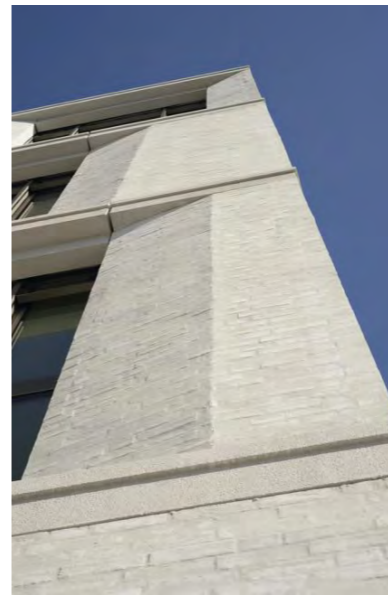
OPEN CROWN



SUBTLE ANNOUNCEMENT OF THE CROWN THROUGH PROPORTION



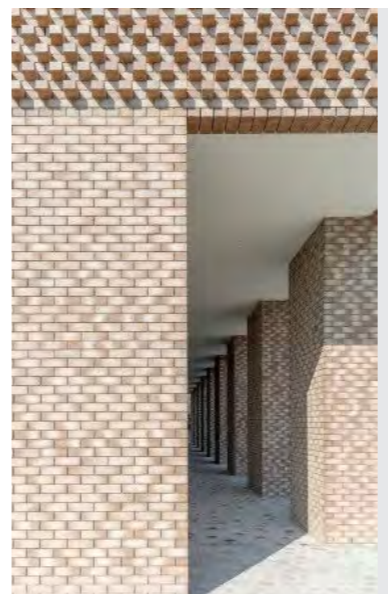
FACADE TREATMENT AT MID LEVEL



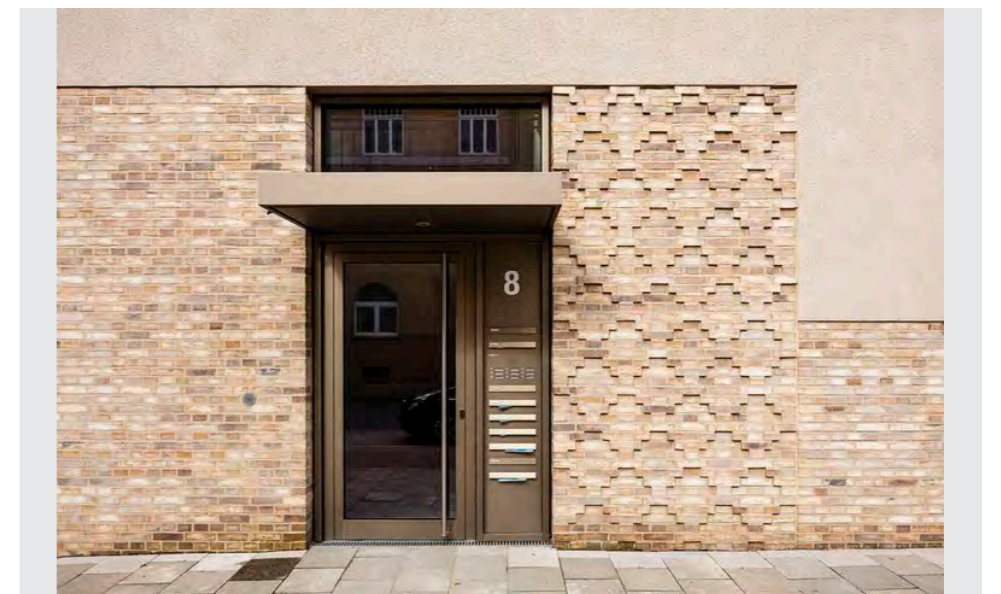
BANDING FLOORS TO BREAK THE VERTICALITY



COMMERCIAL PROPORTION TO ARTICULATE GROUND LEVEL



DETAILED ARTICULATION AT THE HUMAN SCALE



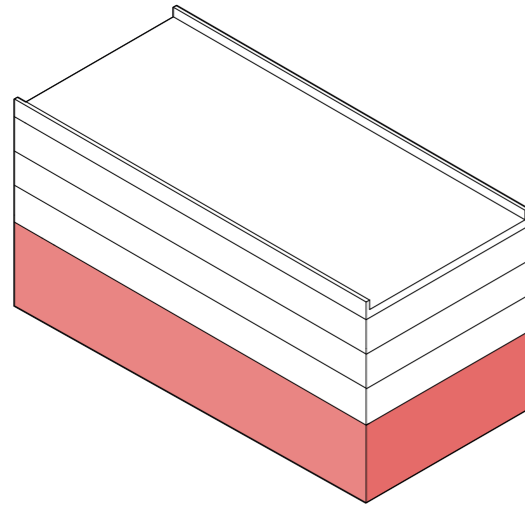
DEFINED ENTRANCE ELEVATIONS

DESIGN DEVELOPMENT

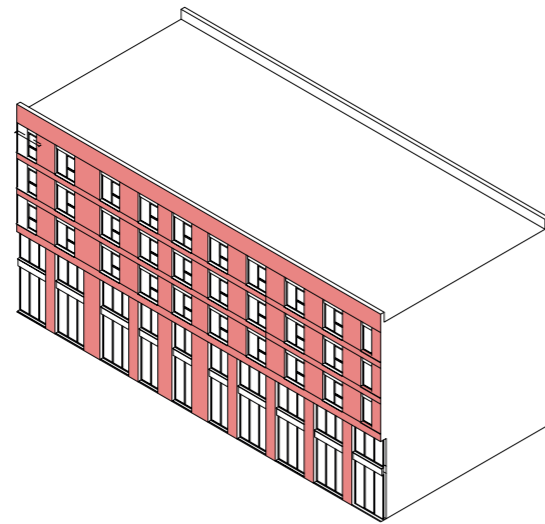
4.17 Link Blocks Design Principles

The Link Blocks

In order to reduce the scale of the massing and ground the towers, link blocks have been introduced to differentiate the buildings. The link blocks play an aesthetically subservient role to the towers. The facade treatment further emphasises the towers and provides a hierarchy within the scheme.

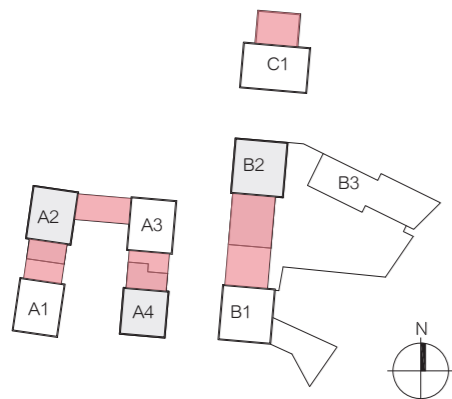


DEFINING THE BASE

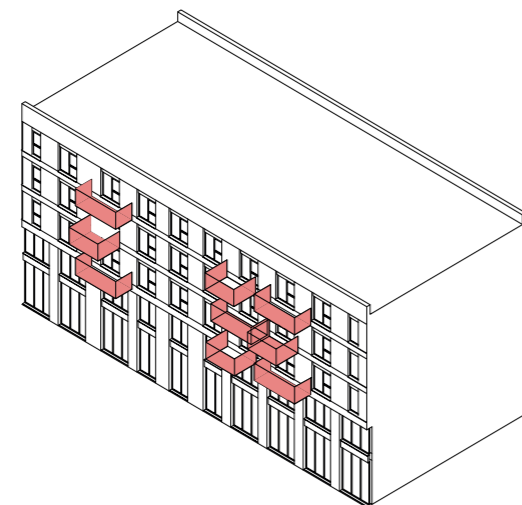


SIMPLE FACADE

KEY PLAN



 THE LINK BLOCKS

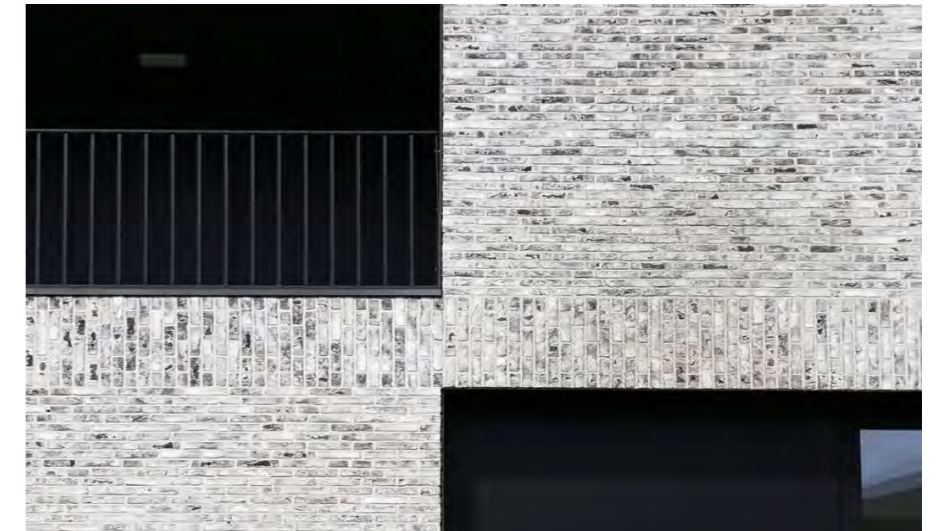


PROJECTING BALCONIES

REFERENCE IMAGES



SUBTLE DETAILING WITHIN THE BRICKWORK



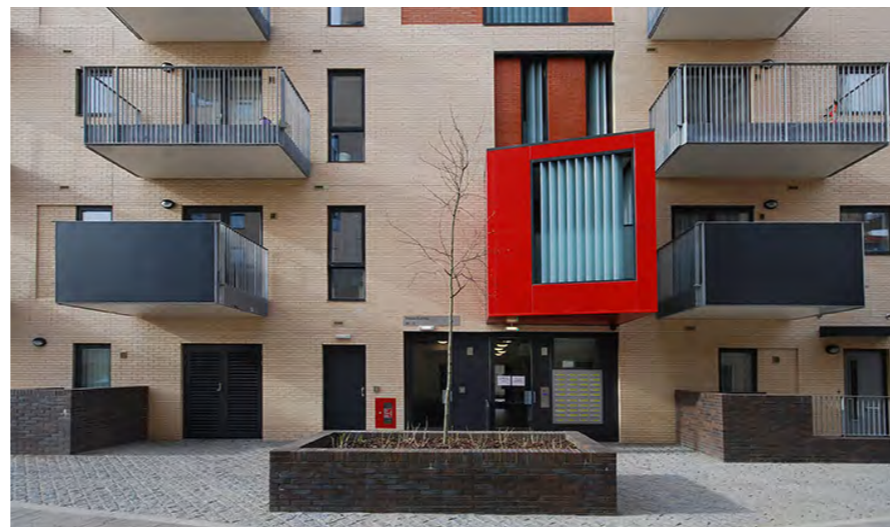
SIMPLE FACADE DESIGN WITH DEEP REVEALS



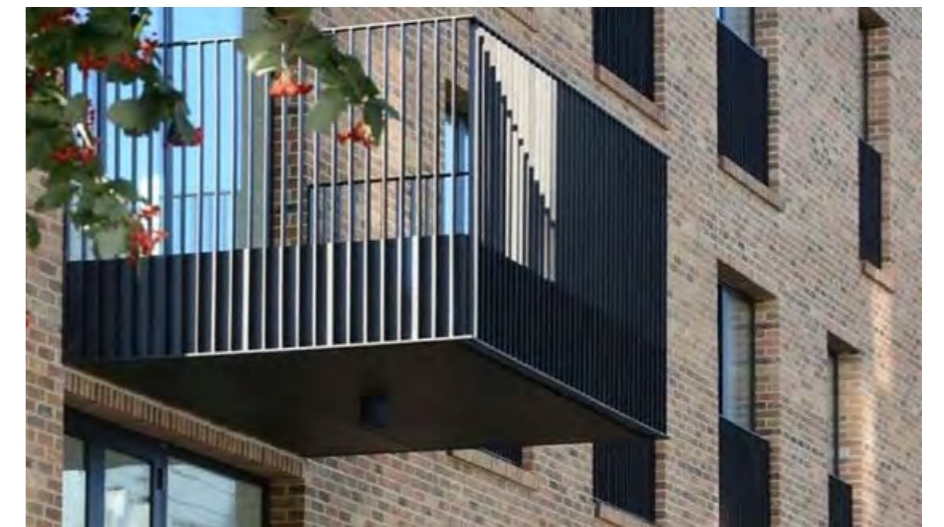
CREATE A PATTERN IN THE BUILDING OPENINGS



VARYING THE RATIO OF SOLID TO VOID



STAGGERED BALCONIES TO IMPROVE THE QUALITY OF ENVIRONMENT AND CREATE VISUAL INTEREST



PROJECTING CANTILEVERED BALCONIES