

6.0 Scale and appearance

6.8 Building B2B3 appearance

Facade articulation

6.8.1 Buildings B2 and B3 has been articulated to create an interesting skyline and avoid a wall effect on views along the Great West Road:

- Buildings are articulated in different brick materials to break down the scale of the building (Figure 5.71).
- Massing is articulated with indents to create dual aspect and hold the balconies (Figure 5.72).
- White brick framing the massing (Figure 5.73).
- Horizontal bands of white brick and white balcony fascias articulating the horizontal elements of B23 (Figure 5.74).
- Secondary façades are clad in beige brick while tower and protruding elements are clad in buff brick (Figure 5.75).
- A darker brick treatment on the base, to enhance the horizontality of the podium.

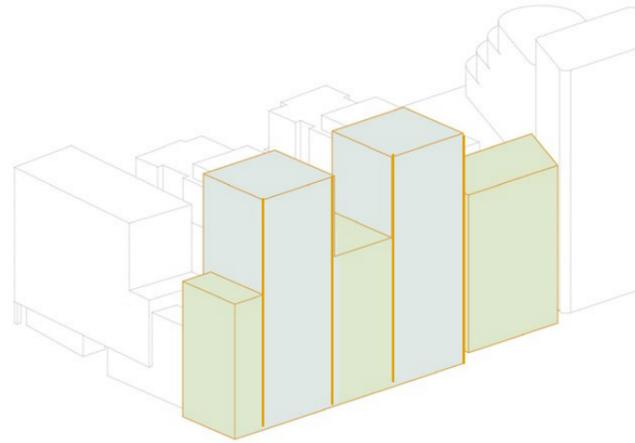


Figure 6.71: Building B2B3 treated as a horizontal plinth with rising towers.

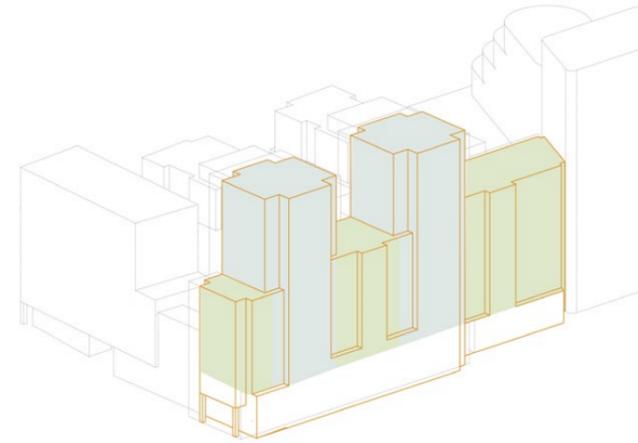


Figure 6.72: Building B2B3 massing articulation to achieve dual aspect

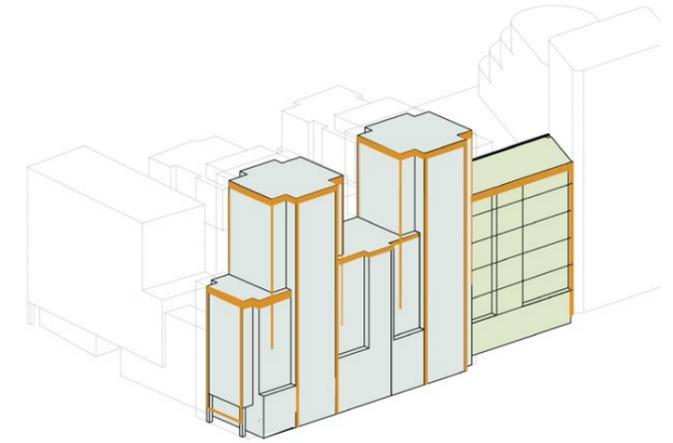


Figure 6.73: Building B2B3 articulation - Framing the blocks

6.8.2 Following a series of workshops with LBH and the GLA, buildings B2 and B3 have been redefined, to address the comments raised by the planners. We have experimented with numerous design alterations, looking at different options. We believe the proposed facade adopts a much more cohesive result; by changing the type of brick used on blocks B2B3, incorporating additional white brick bands to carry on the horizontality principles of block B1 and creating a play of depth, by using complementary tones of brick. Opting for a more neutral material palette which is inspired by Blocks C, D and E, the North East elevation of the development now aspires to tie all of the buildings together. In addition, we have attempted to increase the amount of active frontages at ground level, by incorporating additional glazing throughout blocks B2 and B3.

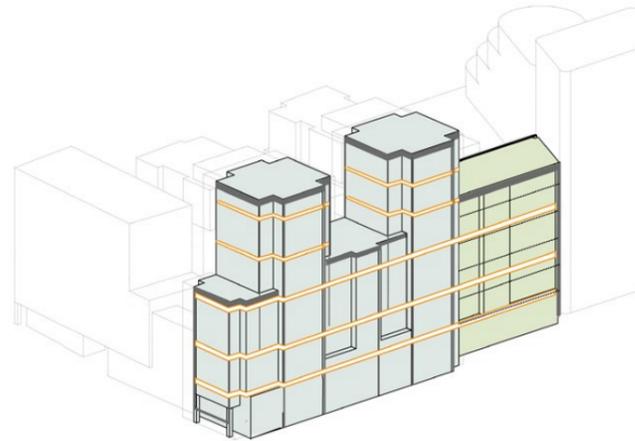


Figure 6.74: Building B2B3 articulation - Primary horizontal banding

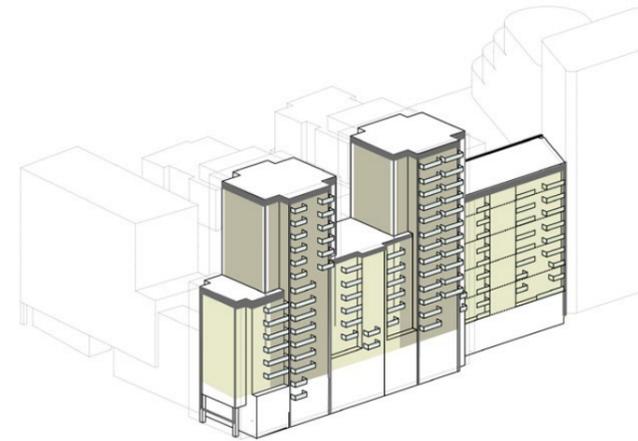


Figure 6.75: Building B2B3 articulation - Taller tower elements have a different facade treatment, to plinth elements.

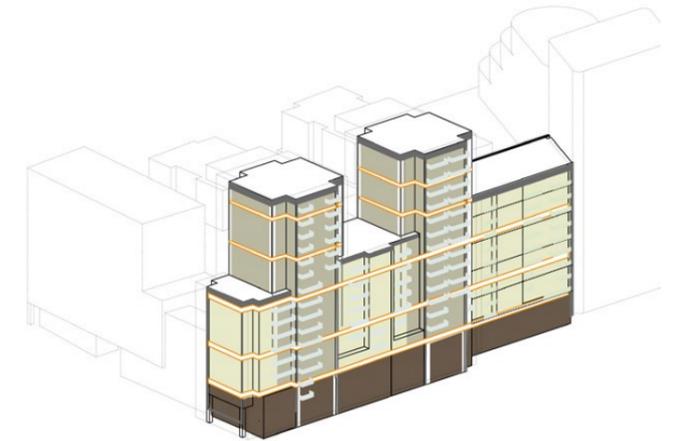


Figure 6.76: Building B2B3 articulation - A darker brick treatment to the base to celebrate horizontality.

6.0 Scale and appearance

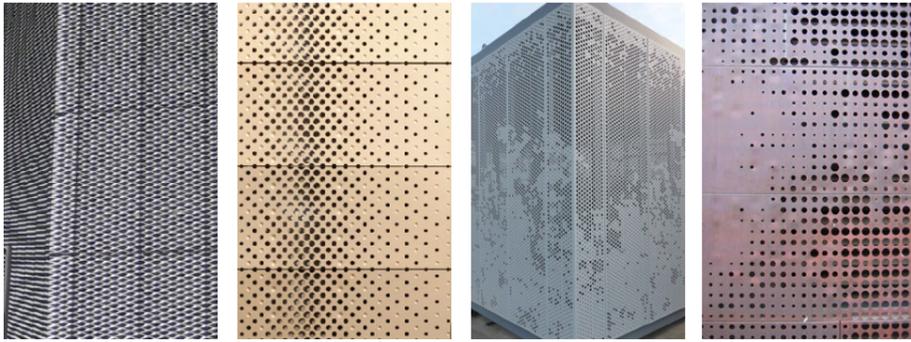


Figure 5.85: Examples of roof plant enclosure screens. The precedent is to be used across the whole project.



Figure 6.77: Buff brick

Figure 6.78: White brick

Figure 6.79: Cream brick

Figure 6.79: Brown brick



Figure 6.80: Bronze coloured metal

Figure 6.81: White coloured metal



Figure 6.84: Examples of balcony privacy screens. The precedent is to be used across the whole project.

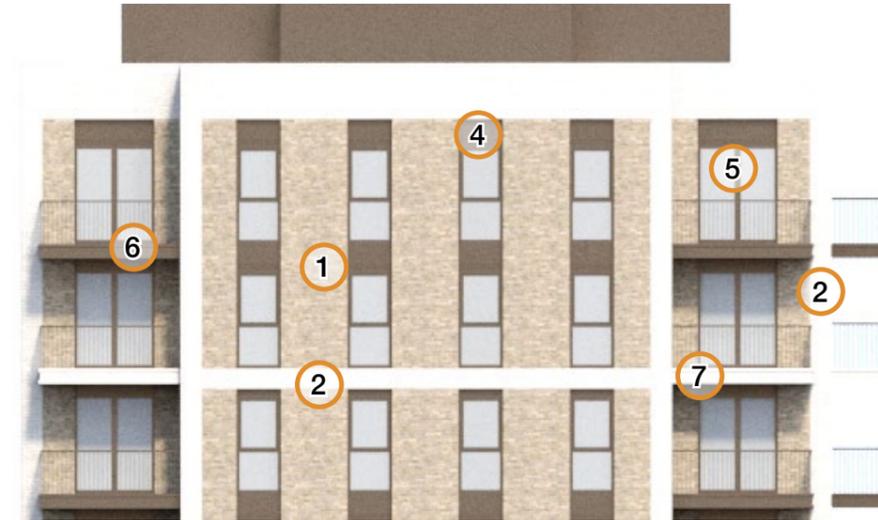


Figure 6.80: Building B2B3 - Bay elevation at higher level

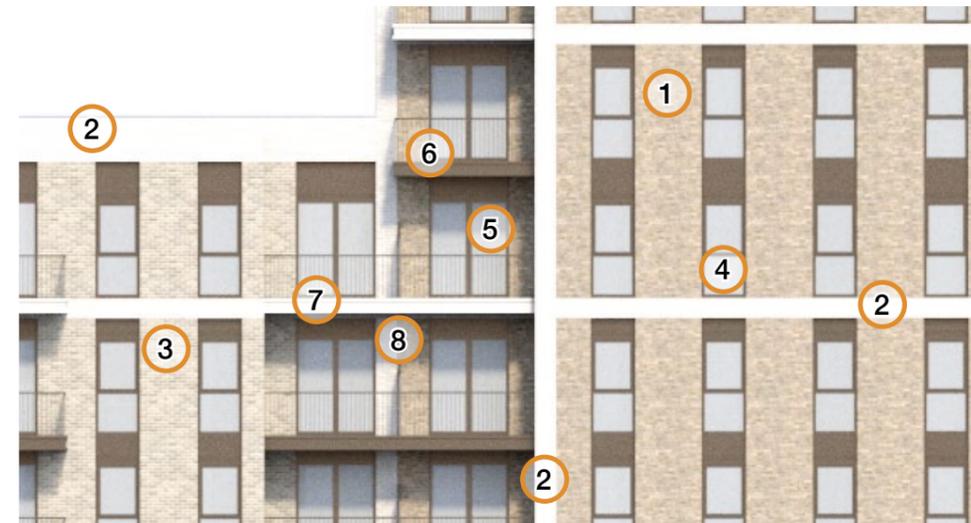


Figure 6.81: Building B2B3 - Bay elevation at intermediate level

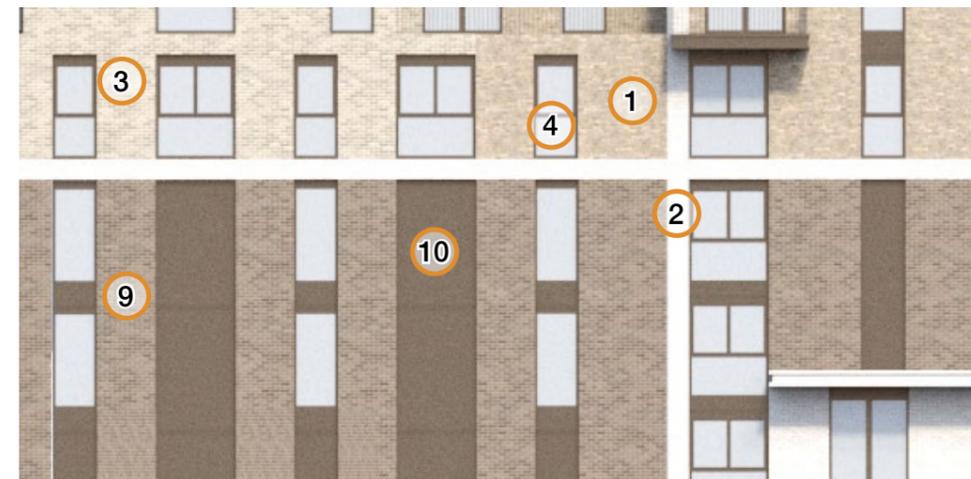


Figure 6.82: Building B2B3 - Bay elevation at lower level

Material palette - Buildings B2 & B3

- 6.8.3 The architectural treatment of the facade along the eastern boundary aims to break down the building into a series of blocks.
- 6.8.4 The styles transition from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding, metal detailing...) to the more traditional domestic architecture of B2B3: a combination of cream, buff and brown brick integrated with white brick banding.
- 6.8.5 The material palette has been selected to create a more traditional domestic character to the building, differing from the Art Deco style of B1. This domestic style will aid the relationship of the building with the surrounding context. Brick cladding is used as the predominant material for its robustness and proximity to local context. The range of brick colours has been selected to express the building articulation. Figure 5.77 to Figure 5.79 illustrate the types of brick chosen.
- 6.8.6 A consistent tone of bronze metal will be used for window frames ().
- 6.8.7 White and bronze metal () is used for the balconies.
- 6.8.8 Perforated metal screens would be provided to address any privacy issue between balconies. Examples of balcony privacy screens are shown on Figure 5.84
- 6.8.9 Examples of the treatment of the plant screen enclosure are shown on Figure 5.85.

Bay elevations

- 6.8.10 Figure 5.8076 to Figure 5.821 detail the facade composition and materiality of building B2B3.
1. Buff brick cladding
 2. White brick cladding
 3. Cream brick cladding
 4. Bronze coloured aluminium faced window
 5. Bronze coloured aluminium faced door to balcony
 6. Bronze coloured balcony fascia and metal balustrade
 7. White coloured metal balcony fascia and bronze coloured metal balustrade
 8. Balcony perforated metal privacy screen
 9. Brown brick cladding
 10. Bronze metal cladding - louvres



Figure 6.83: North east elevation

6.0 Scale and appearance

The Great West Road frontage

- 6.9.9 The eastern frontage of the proposed scheme is a frontage which creates a transition from the Art Deco style of the Golden Mile to the more domestic architecture of Syon Lane, from the townscape marker scale of the Great West Road to the street defining scale of Syon Gate Lane.
- 6.9.10 The arrangement of the building footprint along the eastern boundary aims to create a new street frontage, known as Syon Gate Lane. This new frontage is articulated in different buildings, both in scale and facade treatment.
- 6.9.11 The articulation of the massing breaks down the overall length of the building creating an interesting skyline. Whilst most of the buildings along the Great West Road have a primary facade which announces the presence of the building on the corridor, Syon Gardens not only establishes a prominent frontage along the Golden Mile but also creates secondary visible frontages which announce the new public realm and secondary 'clean air route'.
- 6.9.12 The architectural treatment of the facade along the eastern boundary follows a similar pattern to the massing and breaks down the building into a series of blocks by employing different brick colours of complementary tones. This creates depth and articulation, while also celebrating the taller elements, to provide movement across the facades. The architectural language transitions from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding, metal detailing...) to the more traditional domestic architecture of B2B3: a combination of cream, buff and brown brick, integrated with white brick banding to enhance horizontality. The use of a darker brick on the base of blocks B2B3, helps create a datum which blends the blocks together, to create a more cohesive result.
- 6.9.13 Whilst building B utilises a range of different architectural treatments and brick colour in its three blocks, the overall facade shares a series of common elements which help define an integrated appearance and celebrate the principles of horizontality by blending in the white brick bands of Block B1, on to Blocks B2B3. Additional glazing has been incorporated on the podium and ground levels of blocks B1, B2 and B3, to increase the active frontages and present a more lively elevation as approaching from Great West Road.
- 6.9.14 The eastern frontage of the building will become a key frontage in views along the Great West Road announcing the scheme, the Tesco Store and the new clean air routes.



Figure 6.87: CGI view looking south from Great West Road

6.0 Scale and appearance

6.10 A collection of buildings: unifying elements

6.10.1 The design concept aspires to create a cohesive residential development, while also seamlessly blending in the spatial requirements of the new Tesco Extra store. The appearance is inspired by the podium base, which revolves around the aspect of reconciling the retail large footprint grain with the finer residential grain.

6.10.2 The concept for the design is 'a collection of five buildings defining a new urban block'. The strategy is to create a variety of building typologies which touch the ground creating a finer articulation to the urban grain of the building. The proposed scheme is comprised of five buildings with different architectural treatments to materialise this concept.

6.10.3 By stepping away of a strategy based on buildings on a podium, the collection of buildings will help dissolve the large footprint of the retail base.

6.10.4 The typologies, whilst different, will have a series of common principles which will tie up together the different buildings to create a cohesive masterplan for the site.

6.10.5 Horizontal white banding is a common unifying element on buildings along the Great West Road and Syon Lane. The white brick banding helps define a primary horizontal articulation which ties up all blocks together (Figure 5.89 and Figure 5.90).

6.10.6 The massing and architectural treatment of the facade along the eastern boundary breaks down the building into a series of blocks by choosing different brick colours (Figure 5.91).

6.10.7 The architectural language transitions from the Art Deco building B1 (rounded and chamfered corners, corner windows, horizontal banding and metal detailing) to the more traditional domestic architecture of B2B3: a combination of cream, buff and brown brick integrated with white brick banding.

6.10.8 Whilst building B utilises a range of different architectural treatments and brick colour in its three blocks, the overall facade shares a series of common elements which help define a cohesive appearance:

- The primary horizontal articulation every other level is a common element across all façades
- The frame defining the volume is a common element on B2B3
- All window and balcony systems are similar to create a cohesive appearance
- The height of all levels is aligned to create a cohesive appearance.



Figure 6.89: Elevation diagram illustrating the unifying design elements



Figure 6.90: Diagram illustrating the unifying design elements



Figure 6.91: Diagram illustrating the unifying design elements

7.0 Application proposals

7.3 Layout

7.3.1 The building uses are laid out in across two main parts of the building: the podium and the upper levels.

The podium

7.3.2 The podium is the 4-storey base of the building which accommodates the following uses:

- Lower ground floor
 - » Car park
 - » Back of house and ancillary (refuse, cycle store, plant...)
- Ground floor
 - » Tesco Extra store
 - » Kiosk
 - » Resident's lobby
 - » Entrance to car park
 - » Servicing bay for Tesco
- First floor
 - » Car parking
 - » Residential
 - » Back of house and ancillary (refuse, cycle store, plant...)
- Second floor
 - » Car parking
 - » Residential
 - » Back of house and ancillary (refuse, cycle store, plant...)
- Podium gardens located on level 4

The upper levels

7.3.3 The upper levels accommodate the residential use across five different buildings.

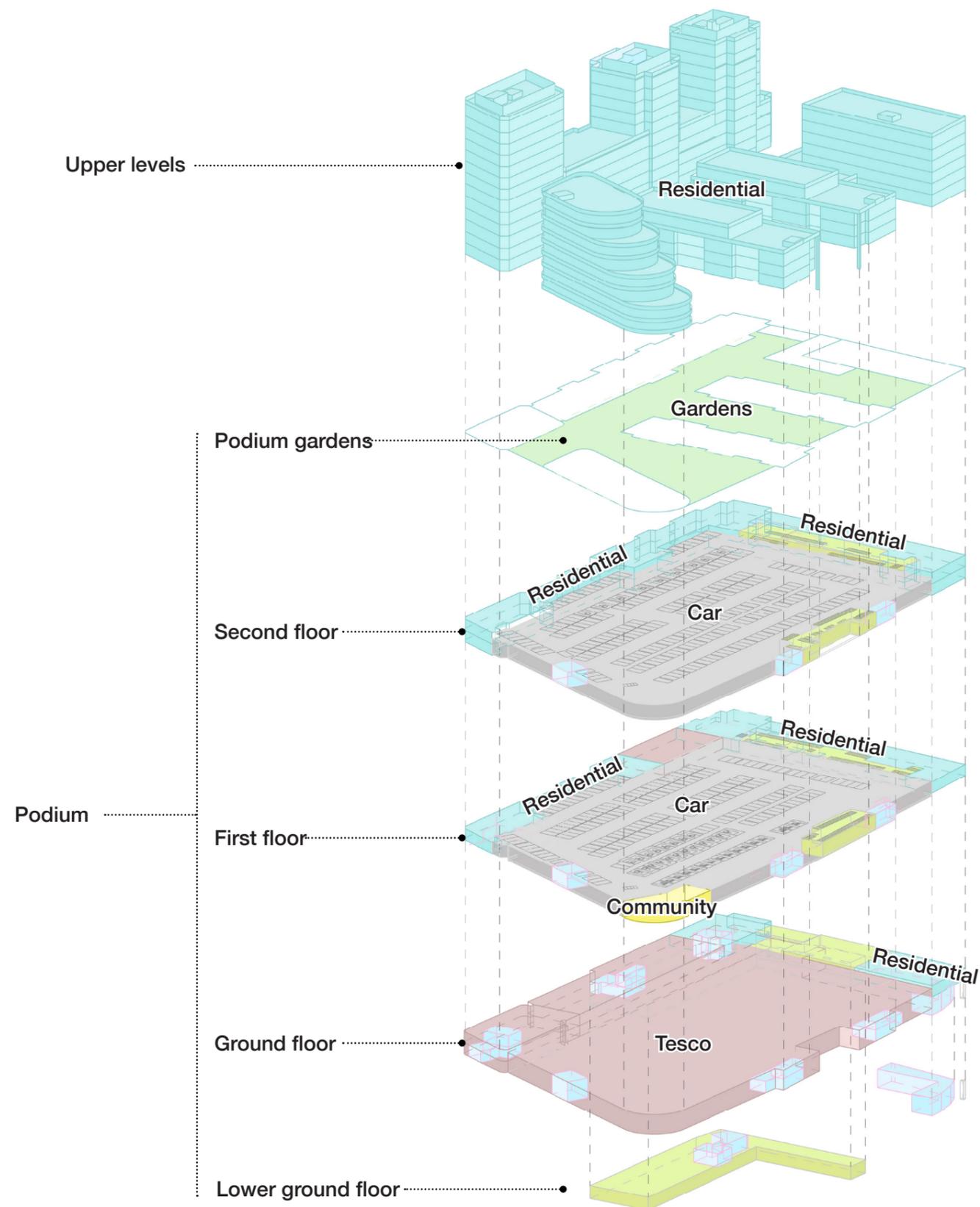


Figure 7.2: Diagram of proposed uses across different levels

7.0 Application proposals

Lower ground floor

7.3.4 The level difference from Syon Lane to Syon Gate Lane is utilised to deliver a lower ground floor. This level accommodates:

- Access to residential lobby of Block B3
- Access to residential cycle stores
- Access to Tesco servicing bay
- Access to refuse stores
- Access to residents' car parking
- Plant and other ancillary uses

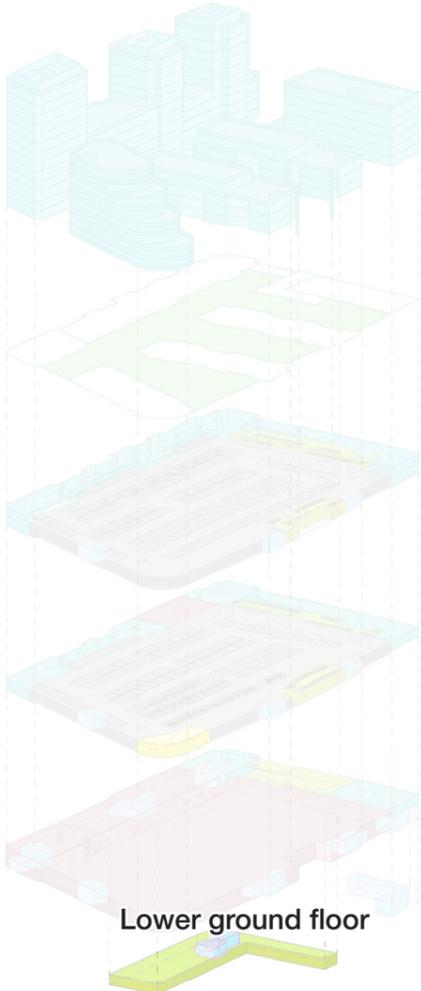


Figure 7.3: Diagram of stacking of uses - Lower ground floor

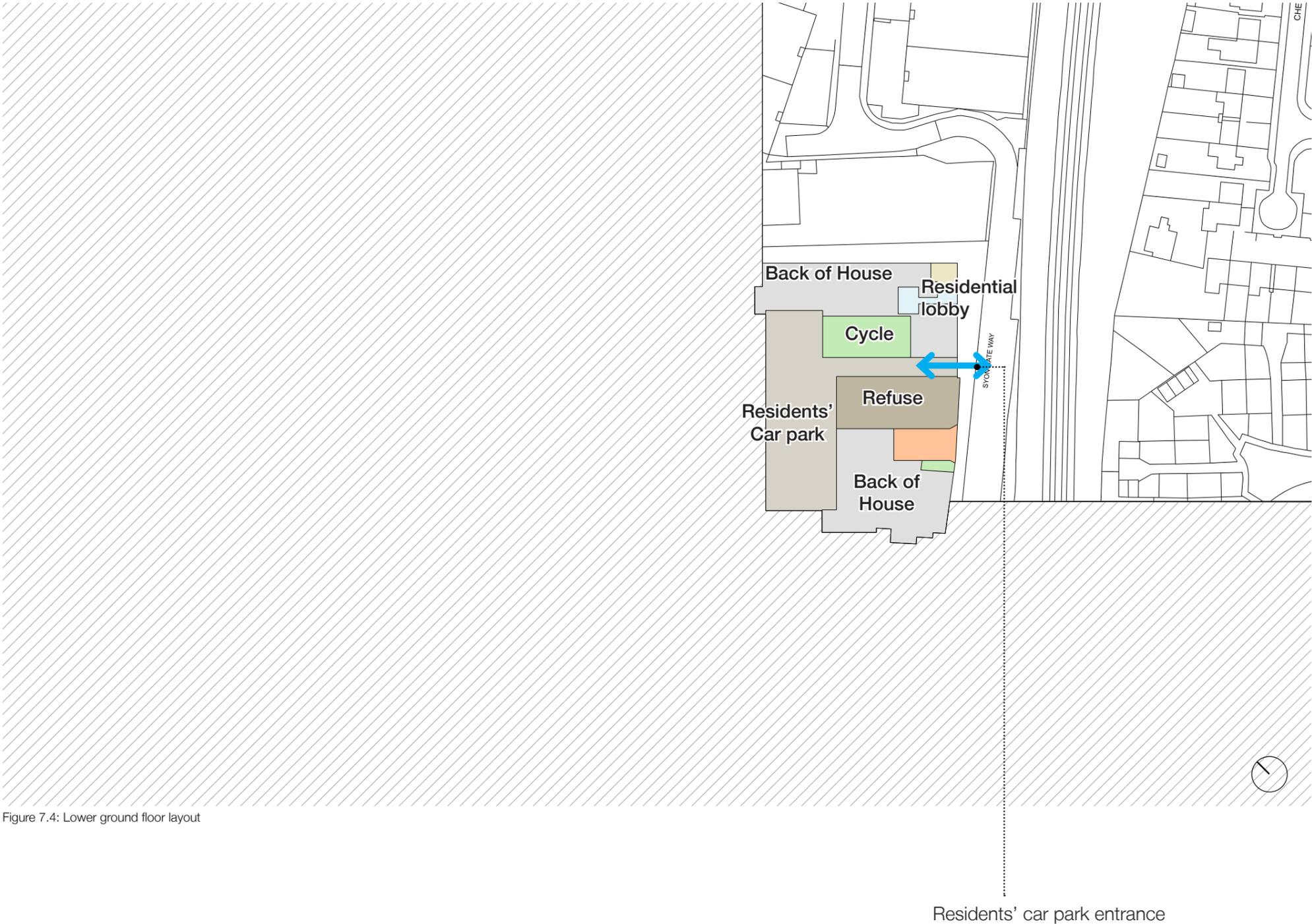


Figure 7.4: Lower ground floor layout