

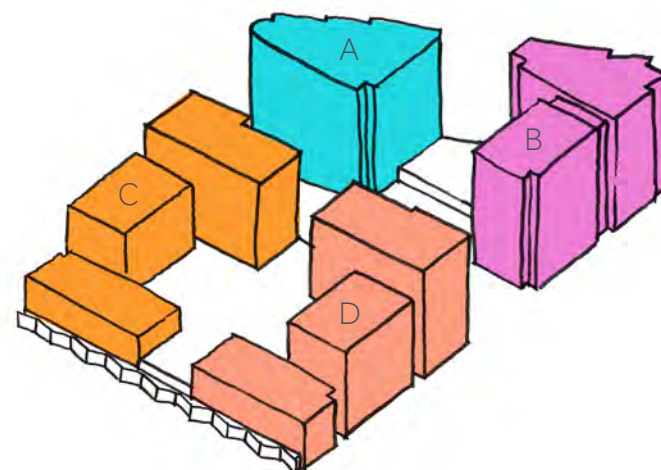
3.13.7 Design Concept: Accent Colours

Accent colours are assigned to each of the blocks.

They add to the visual character of each block and are used to highlight features such as lobby entrances, feature balconies, inset corners and arches.

The accent colours are intended to be visible at pedestrian eye level, acting as wayfinding elements (such as the inverted corners along Sandow Ave) and identifiers when used at lobby entrances.

The flashes of colour will be applied using either glazed bricks, painted metal panels or painted glass.



3d development sketches, looking along Sandow Avenue. Inverted corners are used on blocks A and B to mark the pedestrian route to the station. These corners are highlighted with high gloss, glazed brick balconies



3.13.8 Design Development: Industrial Windows and Doors

The design of windows and doors have been carefully considered for the buildings: While each building has different brick textures and colours, the thin metal “Crittall” window frames are consistent throughout.

The residential units use primarily one size of frame which measures 1.2 meters wide by 2.2 high, split vertically into 4 panels. The windows read as a woven arrangement of elegant vertical frames and strong horizontal lines

Bedrooms are designated one standard panel, living rooms enjoy a double frame, which is effectively the same standard panel, separated by a strong vertical element.

The horizontal reading of the window frames have a deliberate industrial look, referencing the heritage of the site. The large panels of glass improve daylight levels and quality of the residential spaces within.

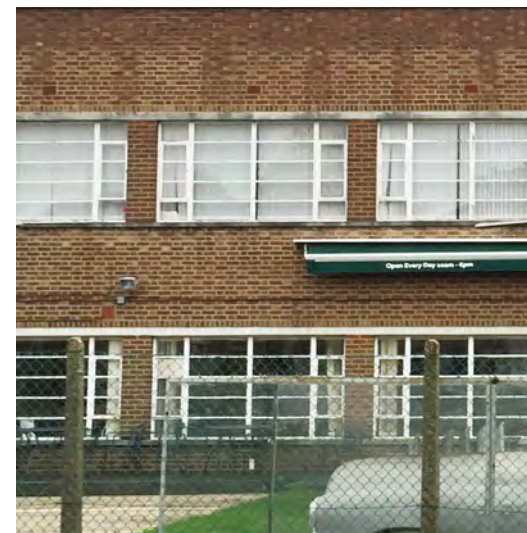
The external doors are integrated into the window module. Each balcony is “slid” across half a living room bay so that a full window panel is exposed to maximum daylight, while the door allows access onto the private balcony.

Minimising the variety of window and door types across all façades gives a consistent, industrial aesthetic to the scheme.

The deep window sill detail drops the base of each frame, creating a consistent line with the underside of balconies. This simplifies the number of levels on the façade and allows the brick panels to read as the stronger element.



Stanford House : Industrial frames



Claremont House : horizontal metal details



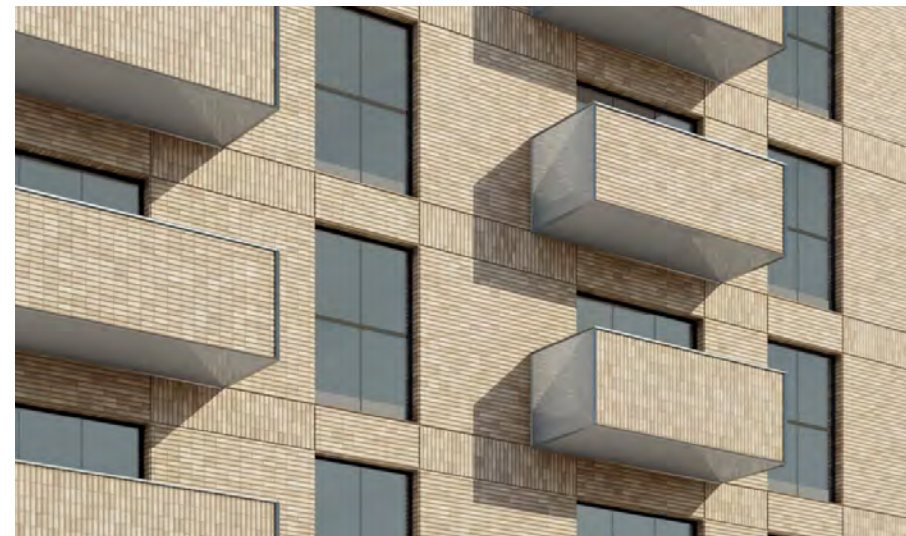
3.13.9 Design Development: Balconies

The typical balconies have a solid brick panel on the front face and metal railings along their sides. This increases the privacy and usability of the balconies for each unit and is very much a practical design detail.

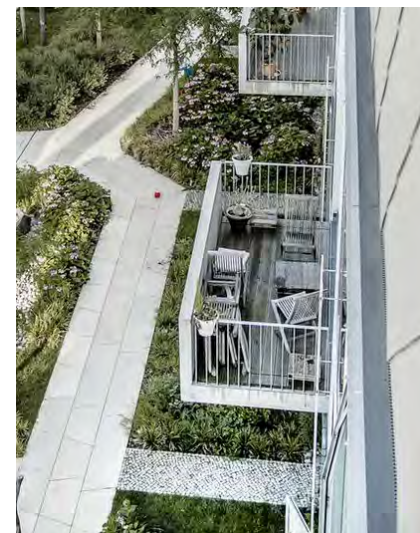
The design of the balcony imagines them as an extension of the cross-hatch brick patterning, pushed out to form the external amenity space and a primary architectural feature of the proposals.

Sheet metal, glass and flat bar railings are used, maintaining the industrial references.

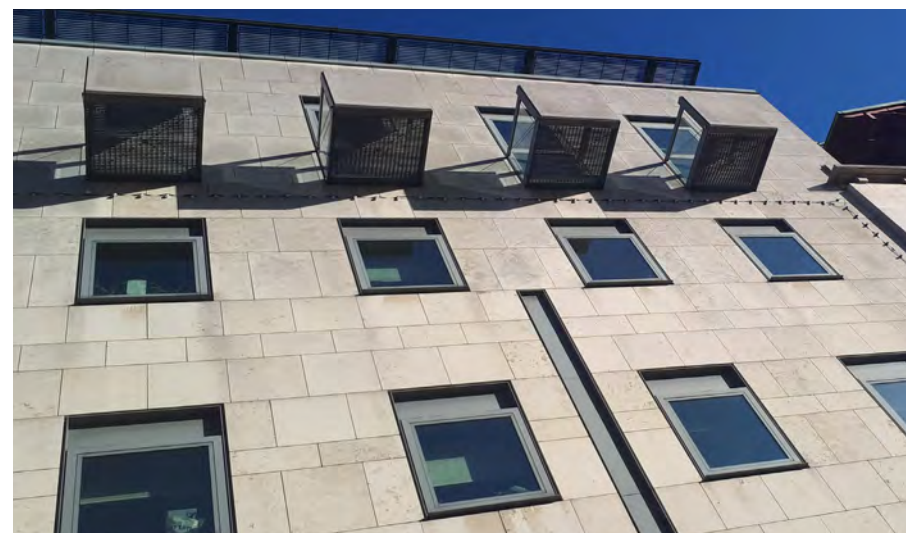
The top two floors of each block use more transparent metal balconies to create vertical hierarchy and define the top, without artificially articulating the mass. The higher levels are far more removed from the pedestrian realm and require less of the additional privacy, offered by the solid brick panels.



Early balcony design details



Solid fronted balcony precedents, increasing resident's privacy and the use of amenity space



Exposing the facade material on the face of the balcony



Proposed Balcony Designs

3.14 Key Features

3.14.1 Key Features: Building A - Curved Prow

The triangular geometry of the site generates a building form with a prow or leading edge on the western corner, closest to the railway station and the bridge.

This is an important element of the site which can be viewed from Station Road, the high street, the railway line, Gilbert Place and Sandow Avenue. Block A, alongside block B, is the tallest building on site, making this prow the most visible element for rail passengers travelling towards London and a prominent termination of Gilbert Place.

The curved corner is the only rounded form on the site, a deliberate contrast that visually emphasises its importance. The curve is also a detail typical of Art Deco buildings, contributing to the subtle historic references used on the North and South elevations.

Due to its proximity to the railway, Building A achieves the highest PTAL level on the site and is most suited to a higher density of smaller units, serving singles and young couples commuting daily into central London. The urban character of the block is complemented by its direct access to the hard pedestrian space of Sandow Avenue and the restaurant or café spaces on ground floor.

This use is expressed as a dynamic glazed element at the base of the building. It's transparency intentionally contrasts with the "weight" of the rounded prow above.

A similar juxtaposition is created between the transparent balconies (that detach the northern facade) and the curved prow which is further enhanced at night with internal lighting, forming a lit vertical strip.



Curved brick corners



Art Deco / Railway Inspirations



Curved mass resting on light base





3D View from the western boundary of Sandow Avenue : the curved prow of building A frames the pedestrian route.



Axonometric view of the curved prow to building A

3.14.2 Key Features: Northern Railway Facade

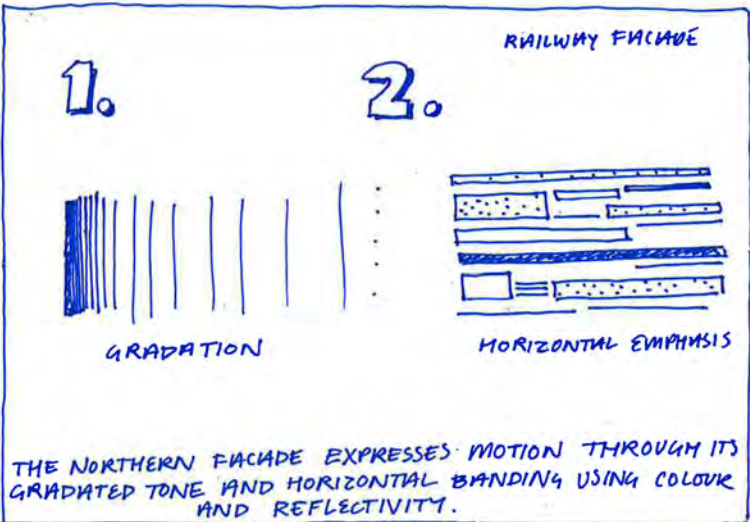
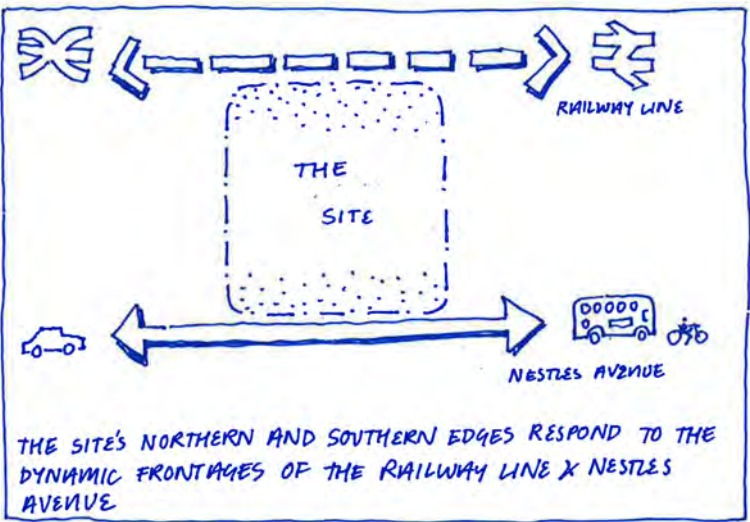
The north elevations of buildings A and B respond to a fundamentally different condition to the rest of the site. Directly north of the site lies the Network Rail car park and the railway platforms, framed by the large scale façades of Highpoint Village on the north side of the railway.

This context is a lot harder and noisier than the rest of the site.

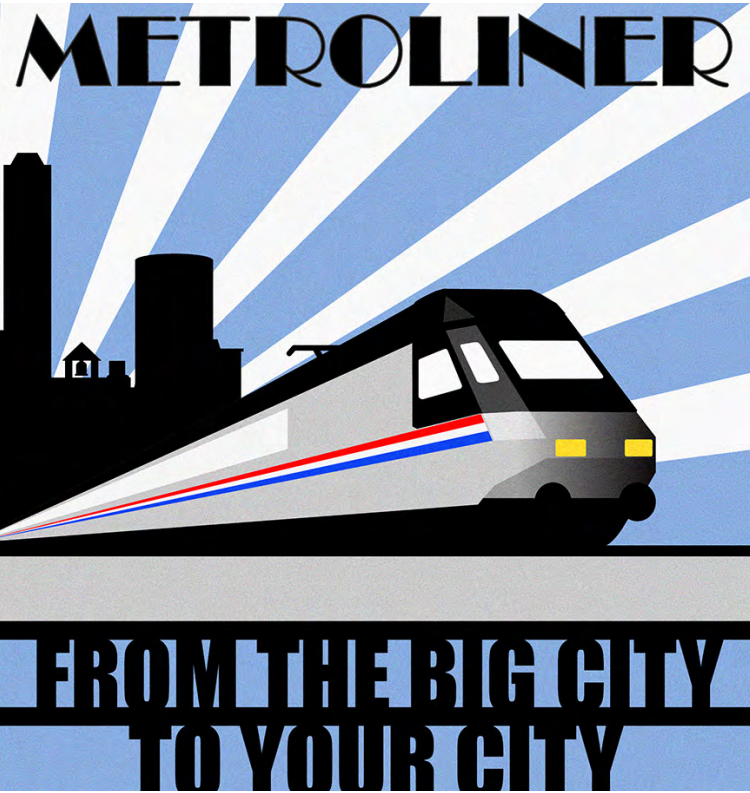
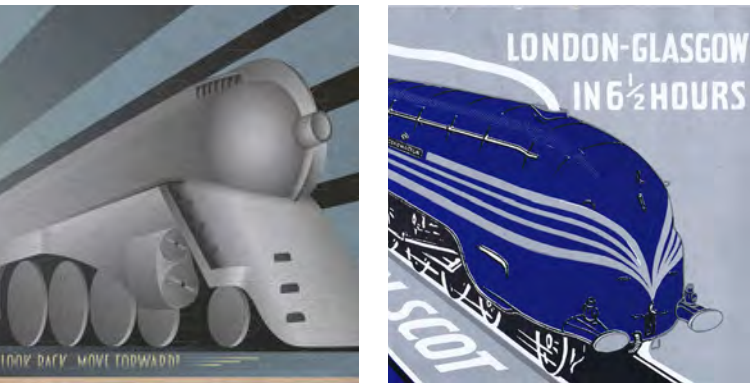
The north façade has been conceived as a high performance screen of brick and glass which mitigates the negative impacts of the railway. It provides identity for the development and this part of Hayes.

To respond to the station and the northern edge of the site in a positive manner, the architecture has been developed to be a bold, large scale composition that is viewed at a distance and at speed.

The screen wall concept contrasts the pattern of residential windows with the fast moving scale of Crossrail and the Heathrow Express.



Early Concept sketches of north Facade



A selection of grey brick tones have been chosen to create very clear stepped planes that read as gradients as one approaches or departs from the site. We believe this directional experience is an appropriate reading for a series of façades facing the railway, in the modern spirit of an Art Deco style.

A tightly woven cross-hatch pattern of horizontal brickwork eases across the north façade, stretching into simple bands of alternating pattern that link both building's façades together into a single, large scale reading.

The bands of contrasting brick patterns are not regular, but rather create a randomised sculptural quality to the façades.

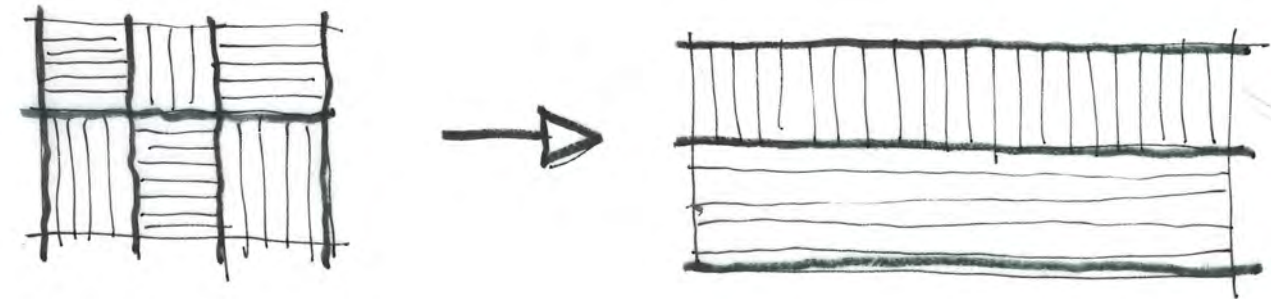
The gradient of grey shades is achieved in the horizontal panels, three different shades of grey brick are used on each face as it steps away from the northern boundary.

The vertical panels have a consistent, lighter tone of grey brick that stretches across the entire boundary. In order for the vertical lines to be more visible from a distance and at speed, the brick courses will be "banded" by an intermediate strip of more textured brick.

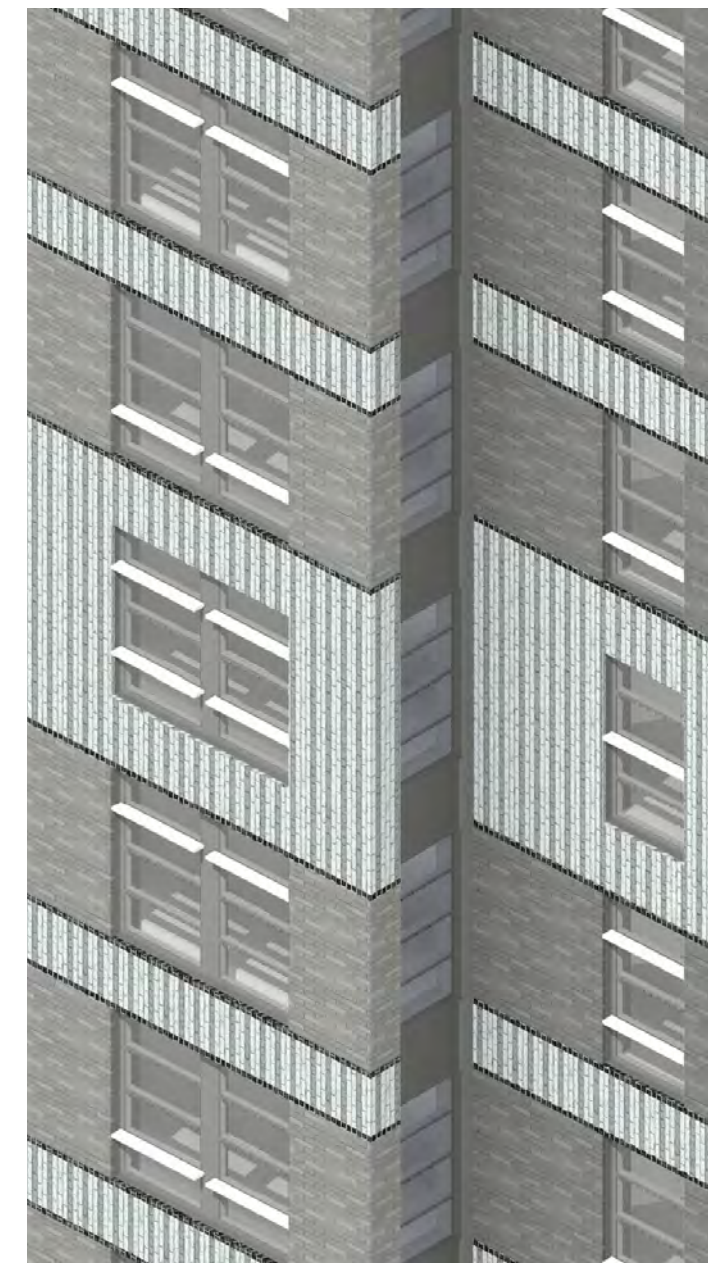
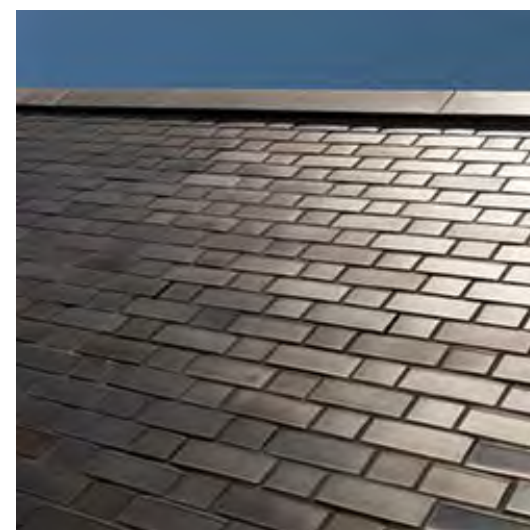
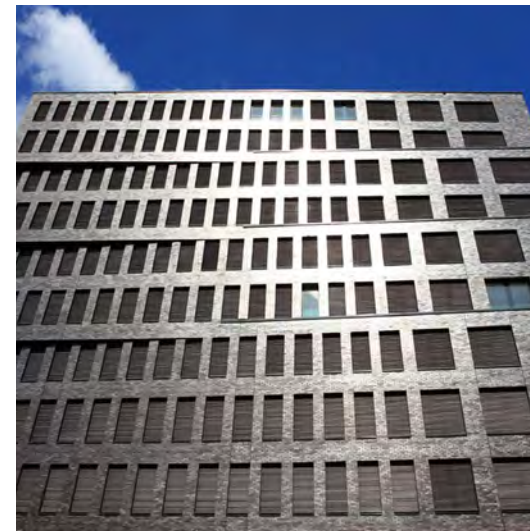
Glazed brick highlights have been used to further emphasise the horizontal reading of the façade.

The windows on this façade are very similar to the generic detail throughout the scheme, but will have a higher specification to deal with noise and do not have the extended sill detail, making them read as slightly more horizontal.

A secondary, far more delicate layer of detail has been added to complement the overall façade : Each window frame has a single, extended horizontal cover plate in bright white. This cover plate is randomised across the northern façades, creating a sense of movement and speed.



Concept diagram : Cross-hatch facade becomes linear banding





3d View of Northern Façades : Graded brick panels referring to the movement of trains and people throught the space.



3d Detail View of brick detailing

3.14.3 Key Features: Nestles Avenue - Duplex Units

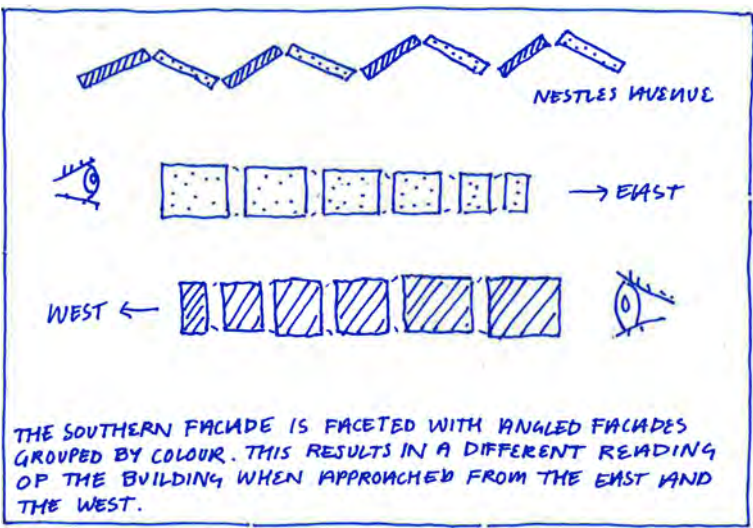
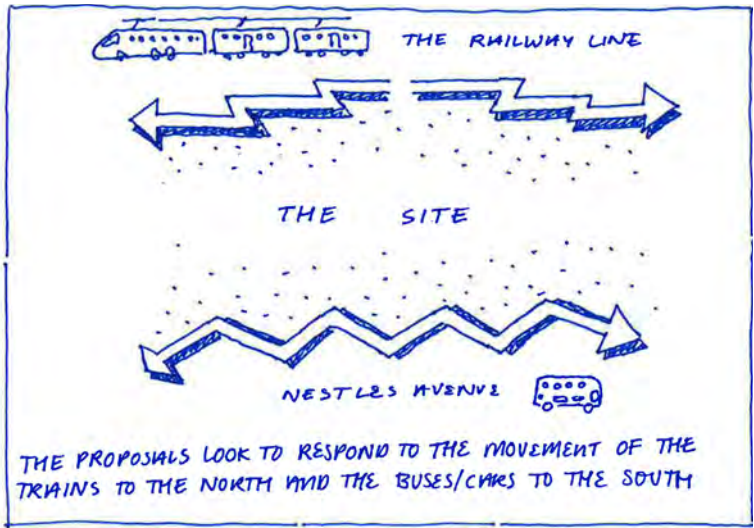
The southern elevations of buildings C and D sit on the boundary of Nestles Avenue.

This facade responds to the existing homes along the street, the existing Art Deco character of the neighbourhood, the green parkland buffer and the new pedestrian and cycle routes along Nestles Avenue. In comparison to the rest of the scheme, this facade is the most suburban and green : resembling the historic Metro Land theme for Hayes and the "Factory in a garden" ideal.

In order to maintain a consistent sense of character and scale, the design team studied the proposed buildings on the Nestle factory site to the East. The same four floor scale and single level bay window details were developed to match their proposal.

This proposal does however differ to the Nestle site units by offering a series of 8 large three bedroom duplex units along Nestles Avenue.

These units have ground floor garden buffer spaces and front doors facing the green park and street. At first floor level, the main building mass steps back away from the street, creating a large south facing "sun terrace" for each unit.



Nestles Factory : Proposed new street character



Faceted brickwork as inspiration



Existing buildings and character of Nestles



The ground floor bays have a “zigzag” facade that facets each unit along the street.

Each alternating facet uses a lighter and darker tone of brown brick to highlight the change in plane. Walking down the street, a pedestrian will have very different experiences of the facade from different directions due to this alternating tone of brick.

Tying the whole facade together are a series of protruding brick bands that extend through both facade facets, helping to ground the units and reference the same banded detail used to the east.

The Bays are “broken” by front doors, which pull back to the main facade and rise up to first floor with a panel of transparent glass, creating hierarchy and emphasis on each entrance.



Bay Details and concept development



Masterplan Elevation of Nestles Avenue : Consistent scale and massing along the street.



3d View along Nestles Avenue



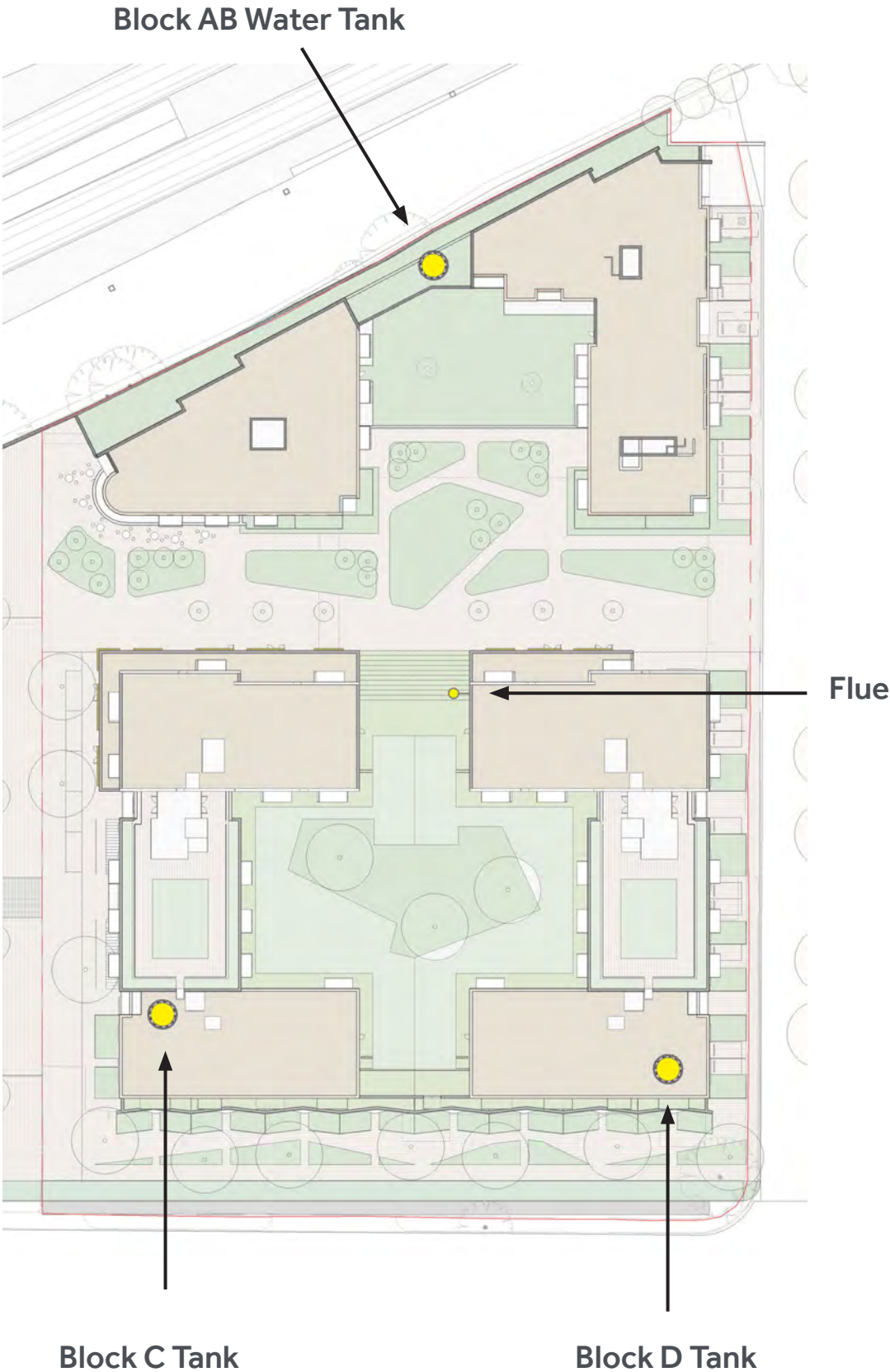
3D View of Nestles Avenue Duplex units : front door, garden space and "sun terrace" on first floor.

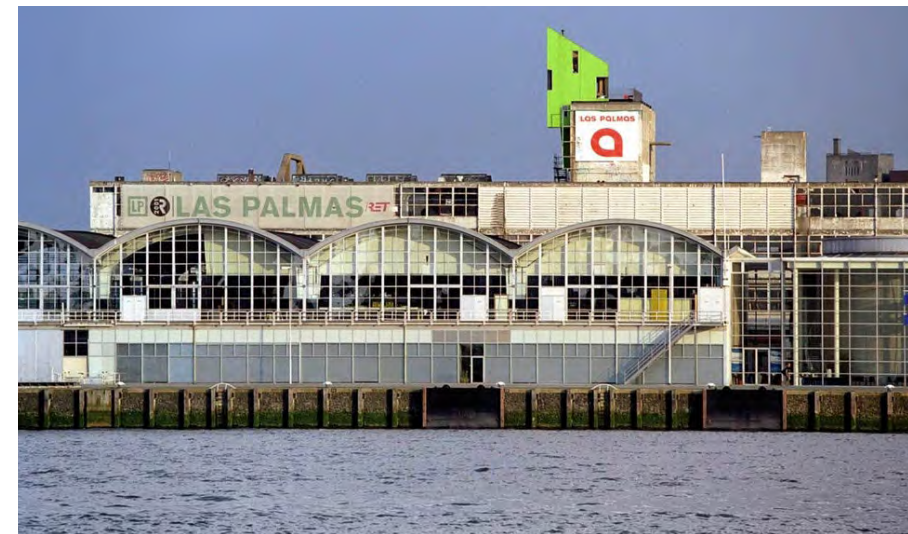
3.14.4 Key Features: Industrial Interventions

In the spirit of the industrial buildings on and around the site and the industrial heritage of the area, the design team chose to highlight and emphasise components of the site such as the exposed flue and the rain water attenuation tanks.

This strategy uses industrial graphics and components to create moments or flourishes in the design.

These provide counterpoints or juxtapositions to the strong rectangular brick forms of the buildings.





Inspiration for the Industrial Interventions

3.14.5 Key Features: Water Towers

The water towers located on the roofs of various buildings serve a dual purpose : the first is a practical requirement of rain water attenuation.

The site is grounded on clay soil which does not allow traditional SUDS strategies.

The cumulative developments along Nestle avenue are predicted to put strain onto the existing rain water network, so each site is required to mitigate the flow of rain water to the greatest extent possible. Our water attenuation strategy is a hybrid solution using blue roofs, sub surface storage and the exposed water tanks.

The tanks serve a secondary purpose, as strong visual highlights to break up the building masses, adding interest and variety to the roofscapes.



Precedent studies for the water attenuation tanks