

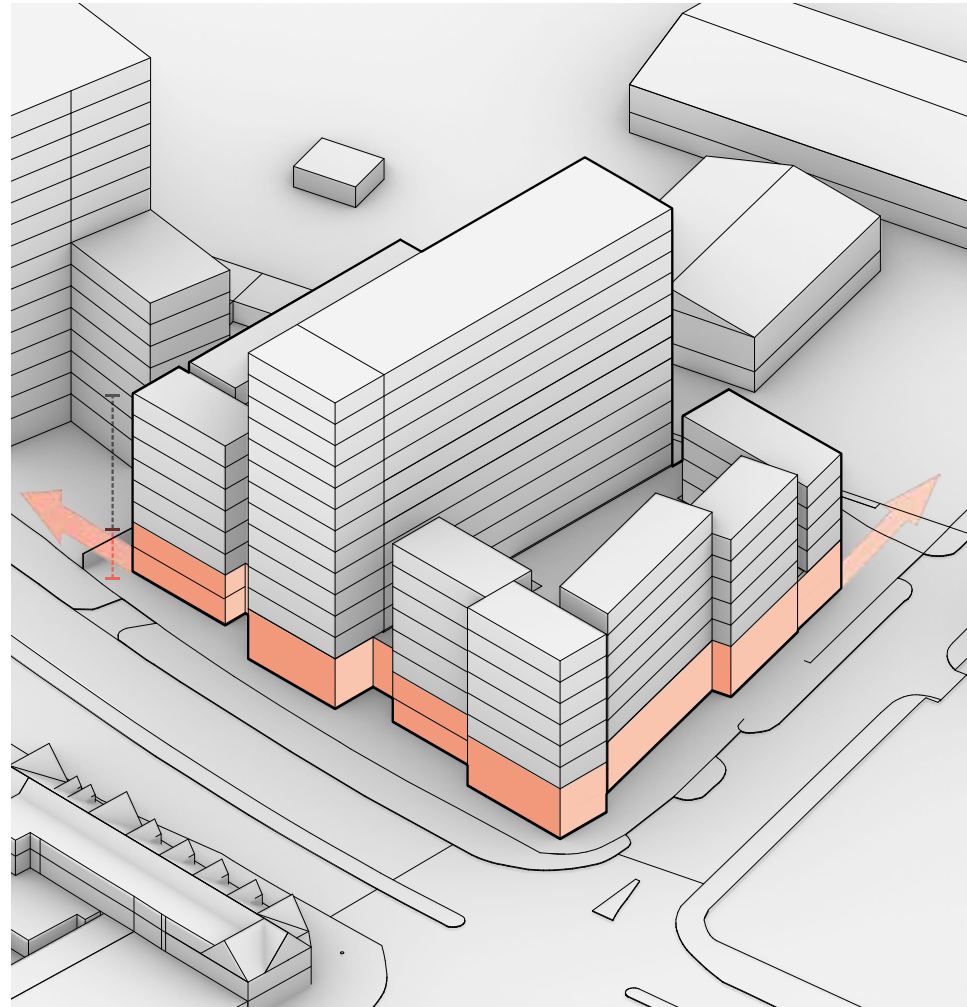
## 4.4 Appearance

### 4.4.1 Architectural Principles

#### Unified Architecture

The proposed scheme, and the recently consented adjacent scheme, are of a different typology and mass to the surrounding residential and industrial buildings. The proposed architecture responds to the newly activated ground floor, and creates a calm and rational architectural design language, unifying both the existing and new buildings.

The adjacent Architectural Principles establish the key moves made in the design development. Taking on board feedback from LBH and the GLA, a cohesive architectural language is created.



- 1 Define Street Frontage** - By creating a double height section at street level, the variety of uses across the ground and first floors will activate the frontages



- 2 Primary Vertical Grid** - A vertical grid complements the size and proportion of the mass established. Helping to ground the building on the site, and define the individual blocks

## 4.4 Appearance

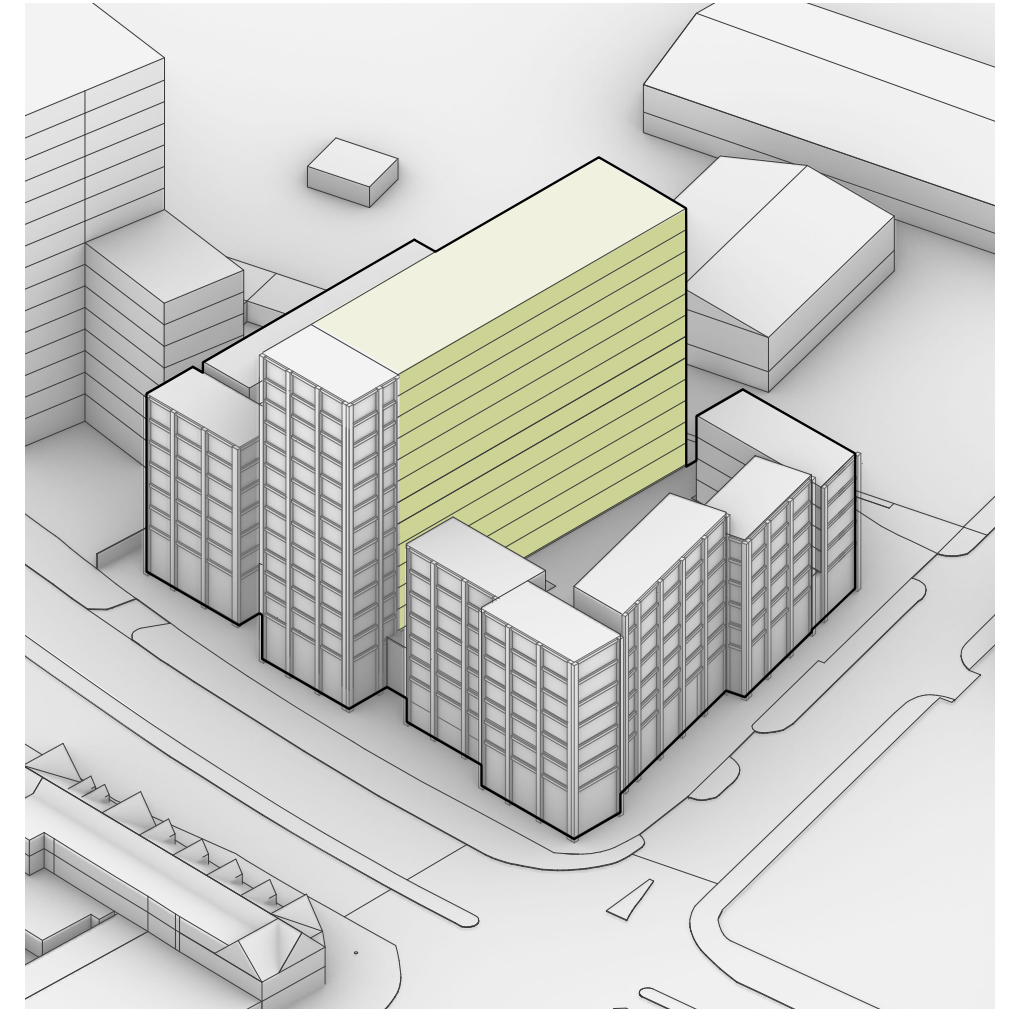
### 4.4.1 Architectural Principles



- 3 Secondary Horizontal Grid** - A horizontal grid ties the individual blocks back together creating a unified facade



- 4 Activating the Ground Floor** - Through glazing, super graphics and other treatments the various building uses will be brought to life, and the key entrances highlighted. At the same time the transparency will allow for those at street level to glimpse the courtyards within



- 5 Unified** - The existing facade needs to be updated to meet modern standards and ensure privacy to each room. The existing facade is removed, and a new facade following the principles of the wider scheme tidies up the existing facade, creating a unified facade treatment across the site



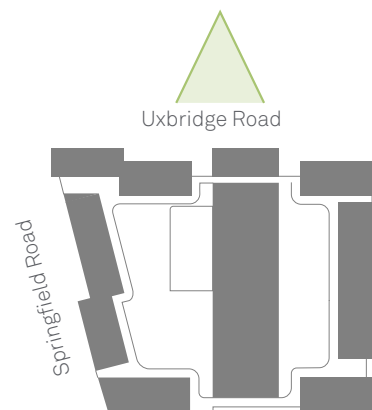
## 4.4 Appearance

### 4.4.2 Outer Façades

#### Uxbridge Road - North

Stood opposite the site, the extension and reclad of the existing Hotel building stands as the tall element. A clear separation can be seen between existing and new, with activated galleries providing views through the site, into the internal courtyard.

The new Hotel Entrance, flanked by cycle storage for both Hotel Guests and Incubator Tenants, is coupled with a significant increase of public realm and planting, helping to activate the road in a pedestrian calming manner.



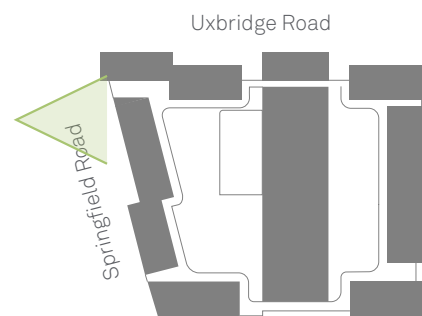
## 4.4 Appearance

### 4.4.2 Outer Façades

#### Springfield Road - West

The Ground and First floor Incubator space runs along the western elevation. The use of profiled metal references the local Industrial vernacular, but is contained within the unified architectural language of the primary vertical, and secondary horizontal concrete grid.

Double height spaces, canopies and public realm work with each other to draw interest into the building uses within. The hotel rooms above continue in the established elevation grid.





## 4.4 Appearance

### 4.4.2 Outer Façades

#### Unified Architecture

The Outward facing façades of the new build elements use a primary vertical, and secondary horizontal grid across the whole facade. A calm consistent frame, using high quality materials, grounds the building within the context, and uses a small collection of additional materials and profiles to delineate between the Light industrial spaces at ground floor, and the hotel rooms above.

#### Windows

Metal framed windows, using a consistent colour throughout

#### Corrugated Metal Panel

Relating to the industrial context, these panels tie the ground + 1st floors to the surrounding industrial buildings

**North West Corner Block**  
Street view

#### Pigmented Concrete

Offsite constructed Facade panels to ensure high quality finish

#### Profiled Concrete

A corrugated concrete panel, responding to the local industrial material palette

#### Metal Handrail

A flat profiled handrail, consistently used throughout the Gallery access

#### Coarse Pigmented Concrete

A rougher finish to the concrete grounds the new building in the public realm

## 4.4 Appearance

### 4.4.2 Outer Façades

#### Ensuring High Quality

The regularity of the proposed facade enables off-site construction to ensure the highest quality of finish can be achieved.

Clean, carefully considered detailing will ensure drip and sill details will throw water off the building, to prevent any chance of discolouration over time.

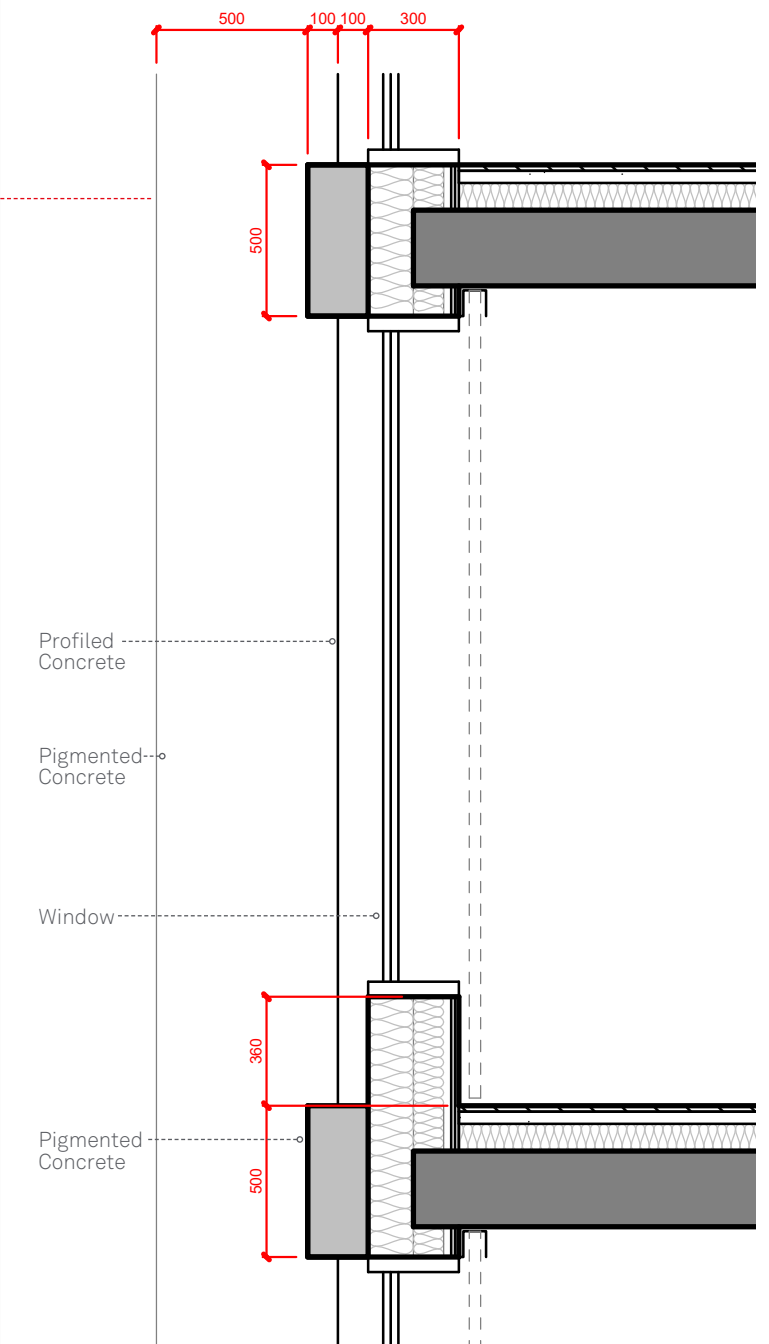
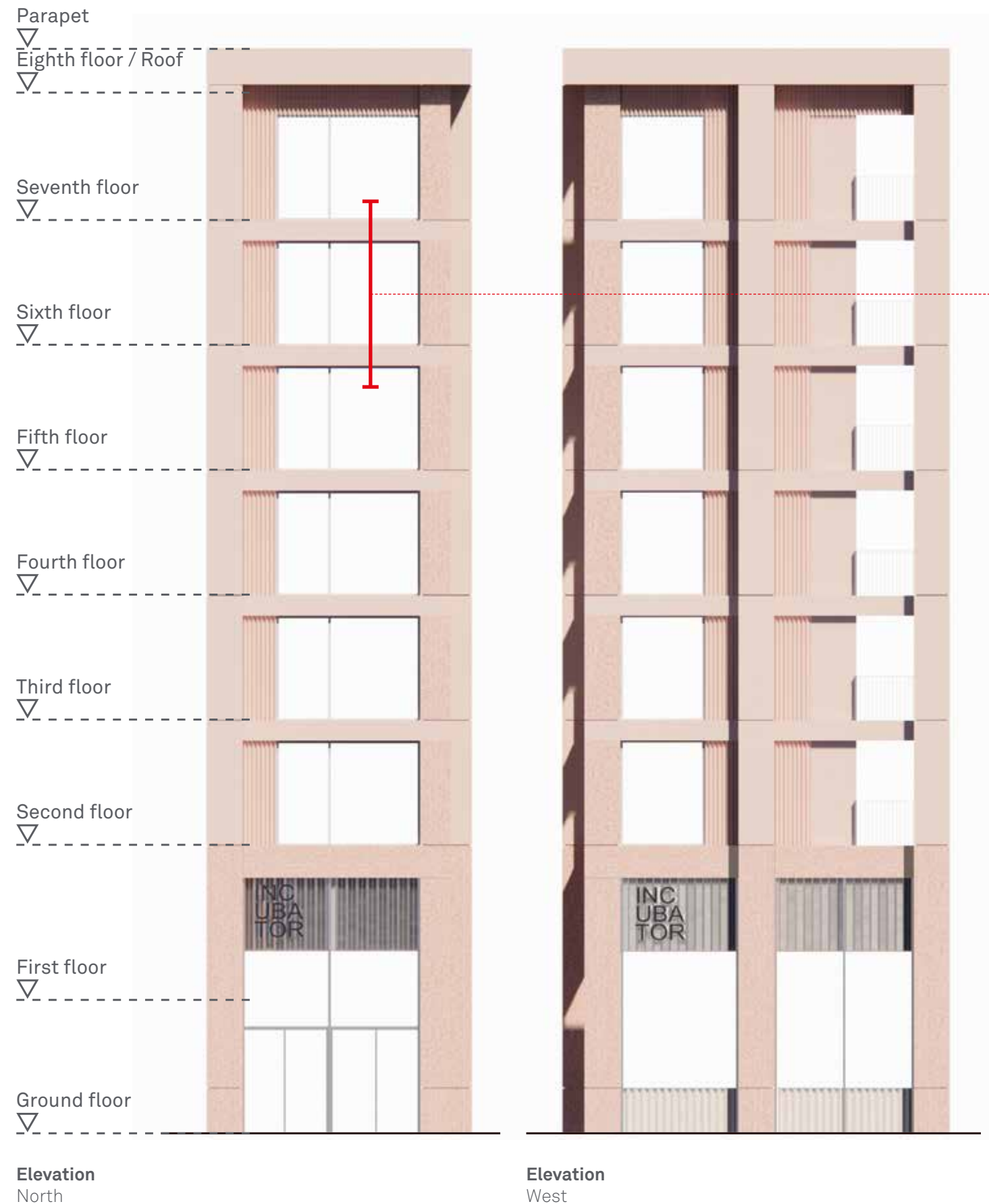
Consideration has been taken to conceal flashings at parapet level, which will be recessed back from the front face.

#### Construction

Each hotel room consists of 1 bay which can be constructed off site, and craned in place. Creating an efficient method of construction, minimising disruption on site, and maximising quality.



Example off-site facade construction



Detail  
Typical Section



## 4.4 Appearance

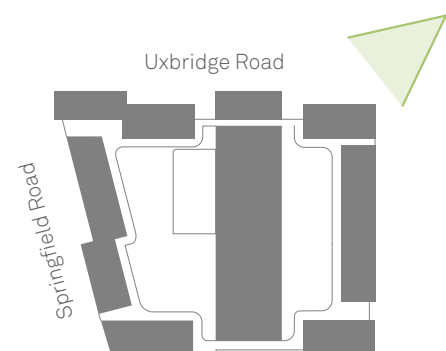
### 4.4.2 Outer Façades

#### Uxbridge Road - East

The relationship between the proposed scheme, and the neighbouring consented scheme, is clear when passing along Uxbridge Road. The matching Shoulder and Tower heights are a key link between both schemes.

The re-clad of the existing building is clearly visible, providing an improvement on the existing stepping facade design.

A further improvement can be seen to the public realm along Uxbridge Road, new trees and planting, and a wider area for pedestrians, promotes a safer route across the site.





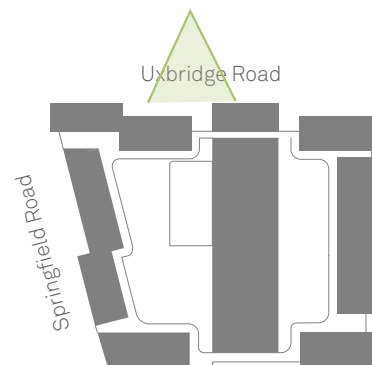
## 4.4 Appearance

### 4.4.2 Outer Façades

#### Uxbridge Road - Hotel Entrance

The relocation of the primary Hotel Entrance to Uxbridge Road helps to open up the previously closed off Northern elevation, giving a presence to the road.

The glazed gap between the existing and new buildings provides views through the building, to the courtyards within. The exciting activity of the new building uses become the activation to the street.





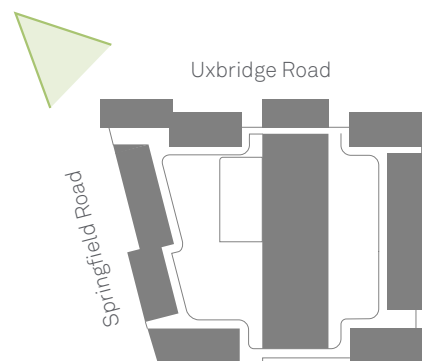
## 4.4 Appearance

### 4.4.2 Outer Façades

#### Uxbridge Road - West

At the junction to Springfield Road the Incubator entrance defines the corner of the site. The calm unified architectural language of the facade design wraps around the site, allowing the existing building's form to stand as the centre piece.

The public realm improvements can be seen to continue round both sides of the site, providing a significant increase.



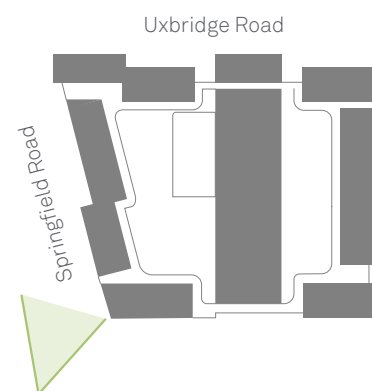
## 4.4 Appearance

### 4.4.2 Outer Façades

#### Springfield Road - South

As the building reaches the south of the site, the mass steps down to 6 storeys. Bridging down to the neighbouring industrial building heights, and allowing daylight into the internal courtyards.

The existing building's re-clad provides a refreshing update to facade, unifying it to the new 'C' Blocks.





## 4.4 Appearance

### 4.4.3 Gallery Facade

#### A Welcoming Facade

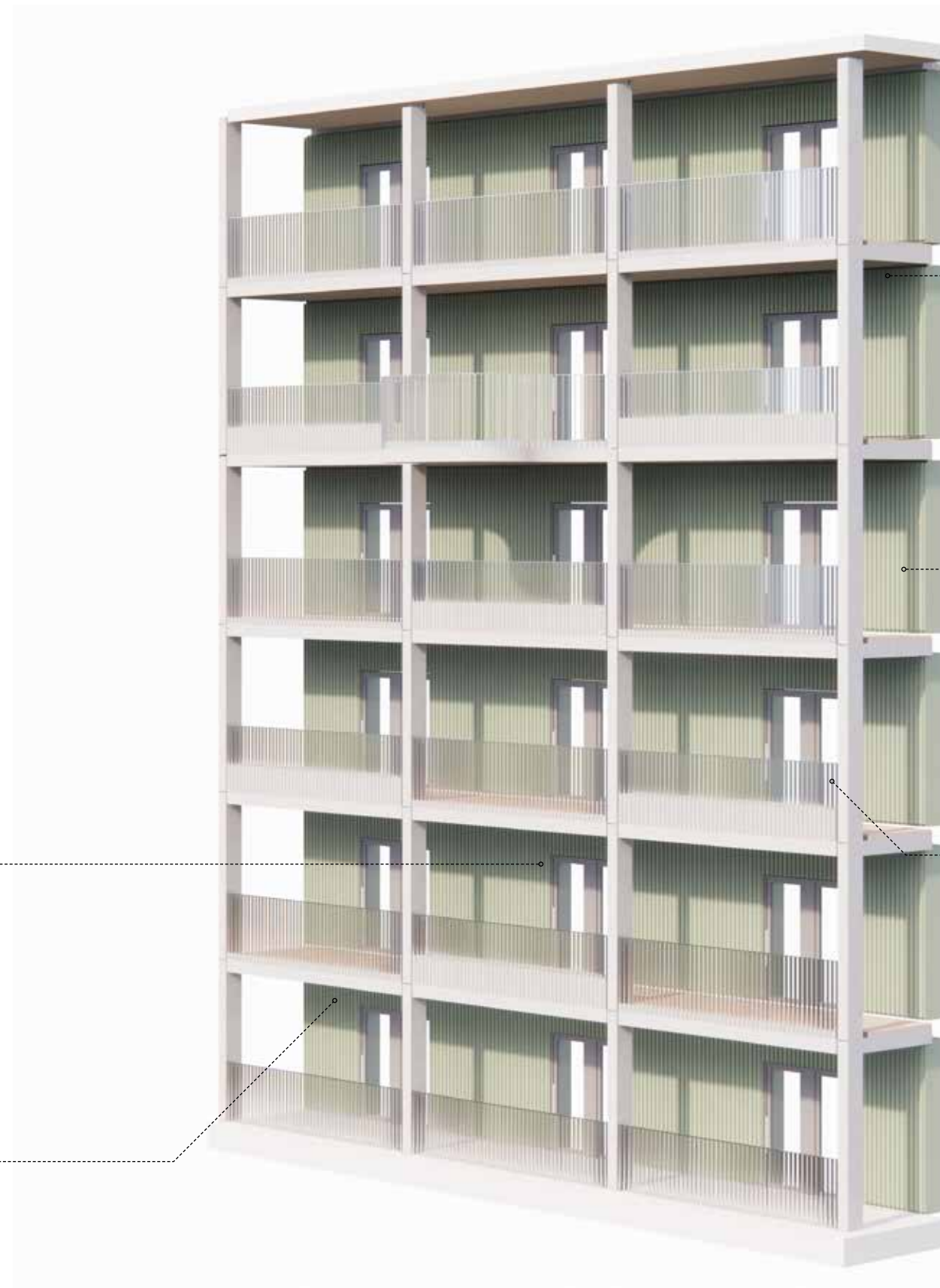
The Courtyard facing façades are home to the Galleries. Continuing the use of a Vertical and Horizontal grid, the hierarchy is removed to create a softer facade composition. The resulting facade uses a neutral palette to the concrete and handrails, allowing the natural greenery to become centre stage.

#### Windows + Doors

Metal framed windows and Doors, using a consistent colour throughout

#### Planters

Placed on the Gallery decks, planters provide space for vegetation and encourages plants to grow up the gallery facade

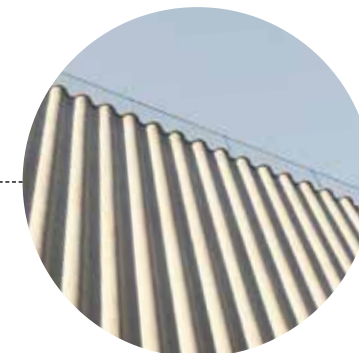


**West Courtyard - Gallery**  
Southern Elevation



#### Concrete

Columns and slabs constructed off site to a high quality



#### Profiled Concrete/Ceramic

A corrugated concrete/ceramic panel, responding to the local industrial material palette



#### Metal Handrail

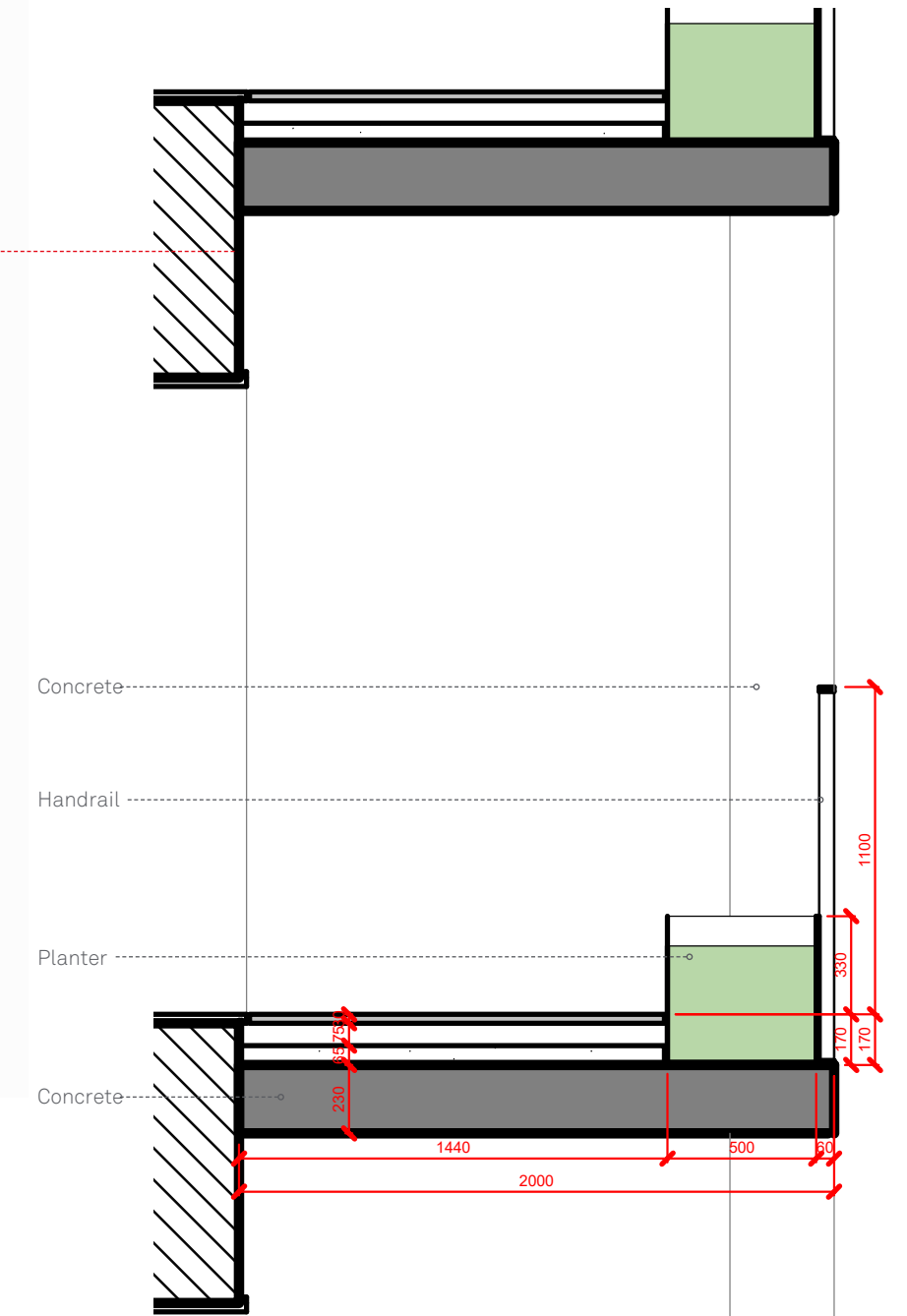
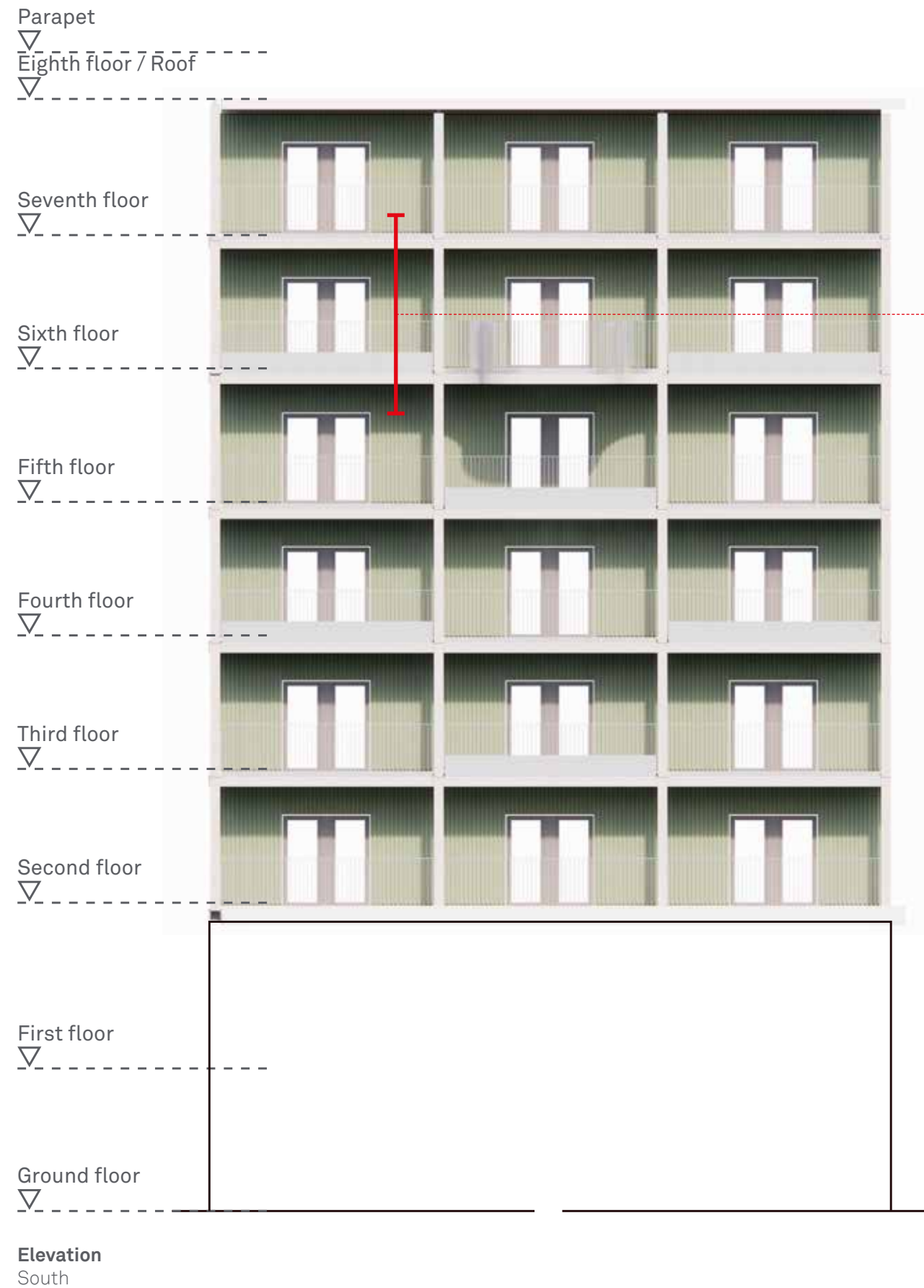
A flat profiled handrail, consistently used throughout the Gallery access

## 4.4 Appearance

### 4.4.3 Gallery Facade

#### Ensuring High Quality

As with the outer facing facade, the same strict high quality approach to material and detailing will be adopted. With the use of off-site construction techniques to ensure there is a consistent quality throughout.





## 4.4 Appearance

### 4.4.4 Existing Building Façades

#### Existing

In the 2010's the original 1960's building was converted from office to hotel use. As a result the facade was completely removed, and a new facade installed. Utilising a Curtain Wall system, the new facade is hung off of the edge of the existing concrete floor slabs.

The current design introduces a step to the window location every third floor, creating a staggered effect.

Although recently refurbished, the current facade does not comply with the latest building regulations and is presently deemed a significant fire risk, and suffers from a number of built defects. Additionally the overall design is deemed fussy and lacks uniformity, and therefore is in urgent need of upgrading.

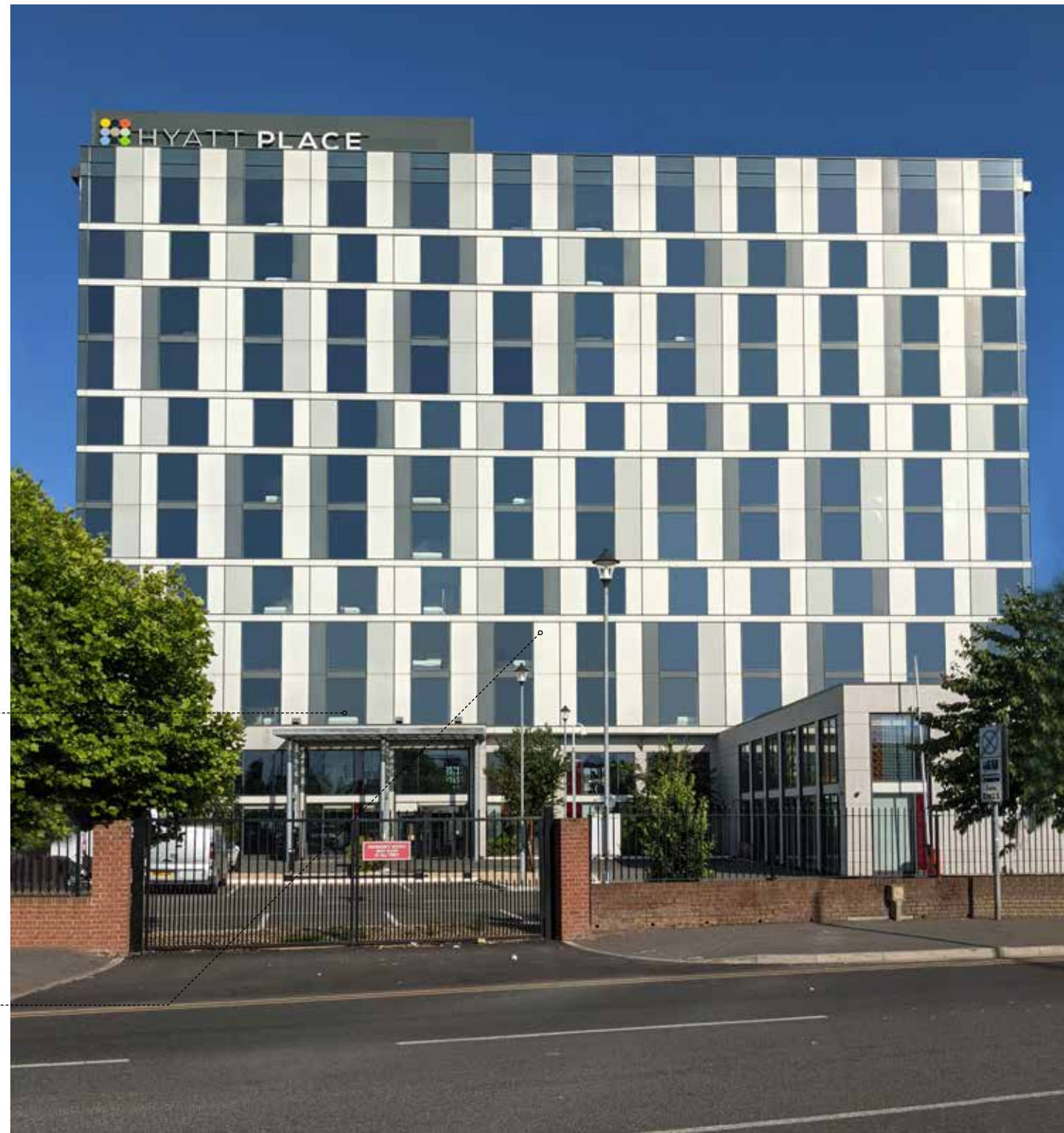
#### Windows

Part of a Curtain Wall system, the windows of the existing building are floor to ceiling in height

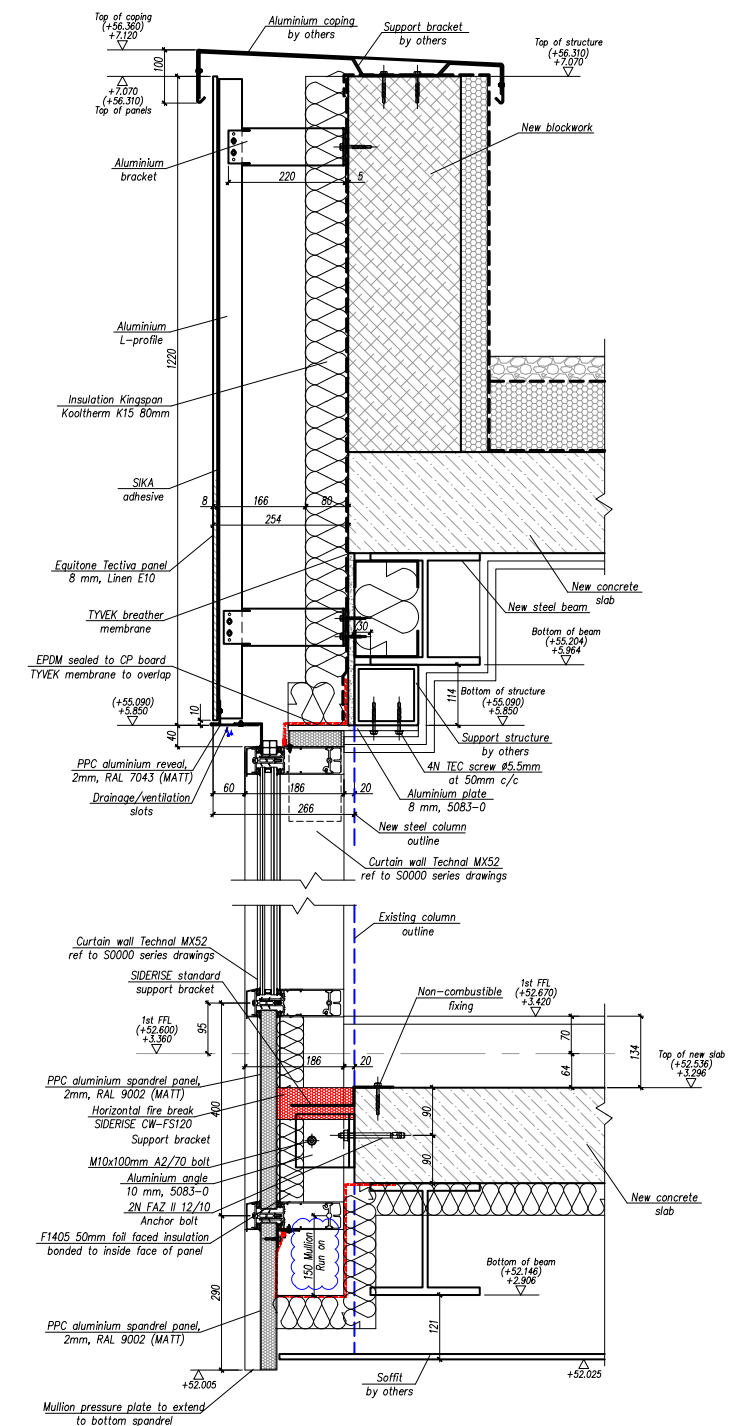


#### Panels

Also part of the Curtain Wall system, the Aluminium PPC coated panel is backed with rigid insulation



The Existing Facade  
Western Elevation



Detail  
Typical Section of Existing Facade

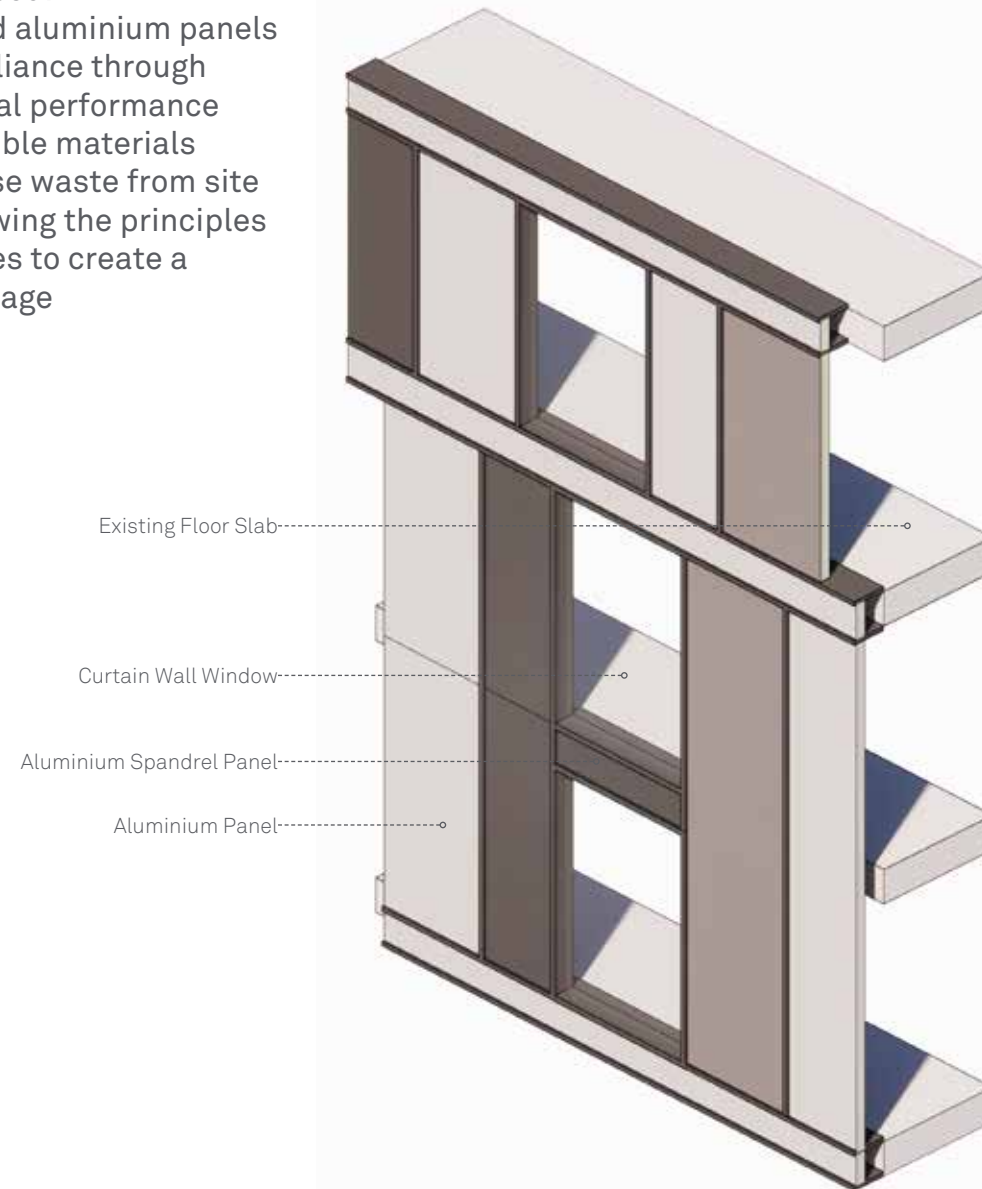
## 4.4 Appearance

### 4.4.4 Existing Building Façades

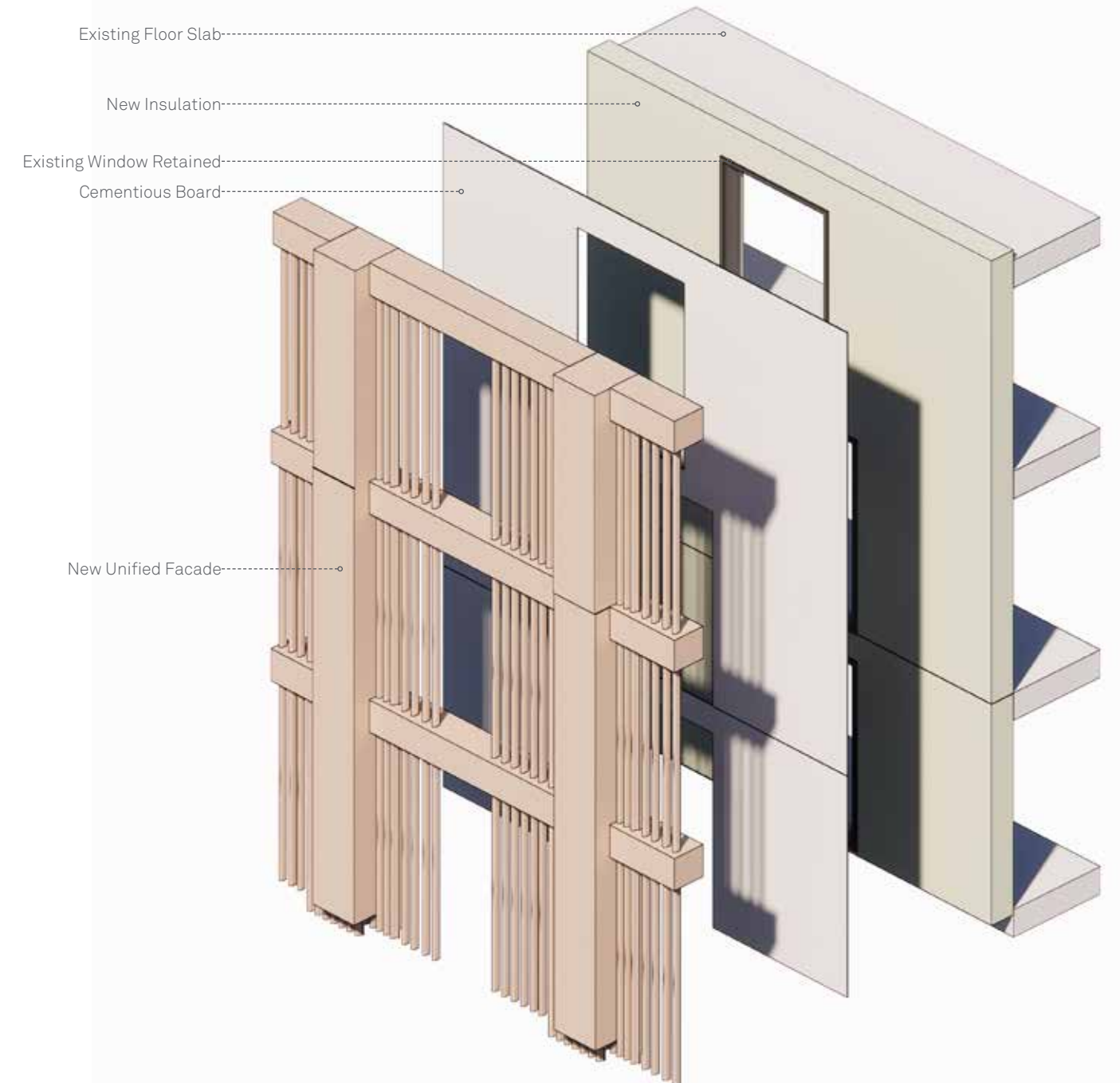
#### Proposed

In order to overcome the existing façades inherent fire risk and urgent need for upgrading the following steps are proposed:

- Remove the back insulated aluminium panels
- Achieve modern day compliance through improvement to the thermal performance
- Avoid use of non-combustible materials
- Retain windows to minimise waste from site
- Install a new facade, following the principles of the new 'C' Block façades to create a unified architectural language



**Typical Facade Bay - Existing**  
Existing Facade design



**Exploded Facade Bay - Proposed**  
Highlighting the proposed re-clad



## 4.4 Appearance

### 4.4.4 Existing Facade

#### Tidying and Upgrading

The design propose the removal of the existing facade that is no longer compliant. This provides an opportunity to overhaul the facade, and unify it with the new adjacent blocks.

The proposed composition of a primary Vertical and secondary Horizontal grid is applied to the new re-clad of the existing structure.

Existing windows remain in place, but the use of solid and individual ceramic baguettes tidy up the staggering nature of the windows.

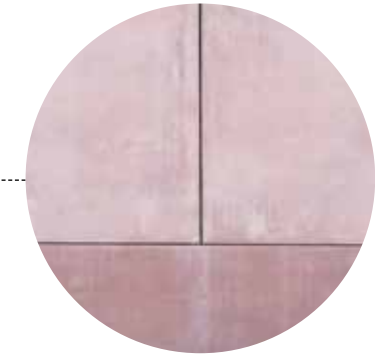
At ground and First floor the grounded coarse concrete used to the new build elements are also continued across the facade.

#### Windows + Doors

Metal framed windows and Doors, using a consistent colour throughout

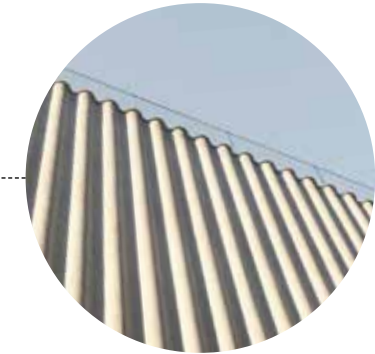


**Existing Facade**  
West Elevation



#### Pigmented Concrete

Offsite constructed Facade panels to ensure high quality finish



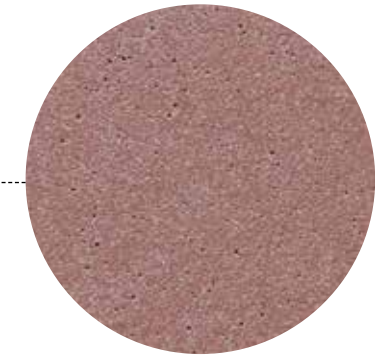
#### Profiled Concrete

A corrugated concrete panel, responding to the local industrial material palette



#### Ceramic Baguettes

Continuing the grounded material palette, individual baguettes provide a screen to the existing windows



#### Coarse Pigmented Concrete

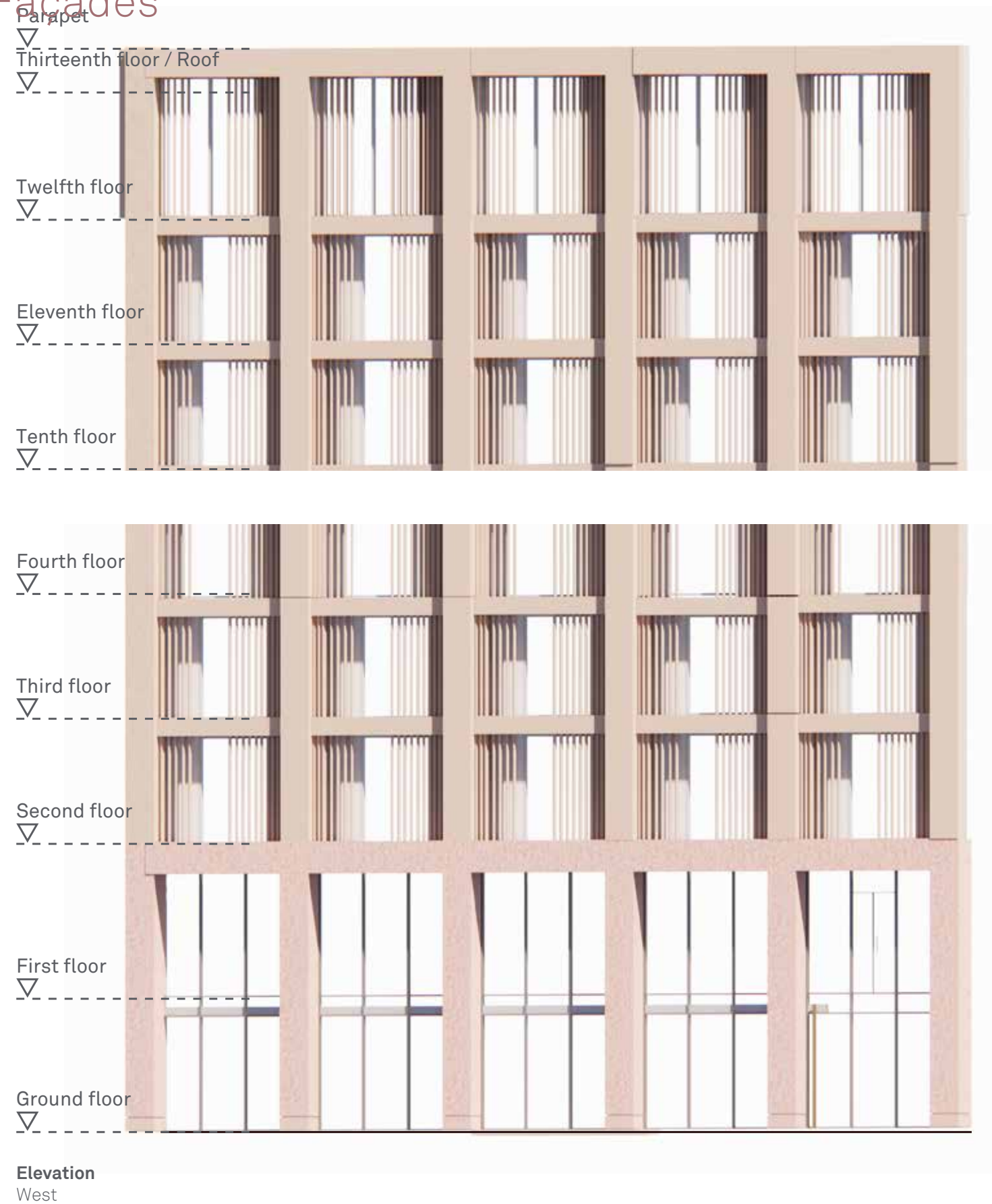
A rougher finish to the concrete grounds the new facade

## 4.4 Appearance

### 4.4.4 Existing Building Facades

#### Ensuring High Quality

The removal of the existing facade allows for a new facade to be fixed and built around the existing windows.





## 4.4 Appearance

### 4.4.5 Rooftops

#### Activating the Roofs

The proposed scheme utilises the stepped roof across the building. The lower southern blocks will become external amenity space for guests, as well as the northern roof of the extension.

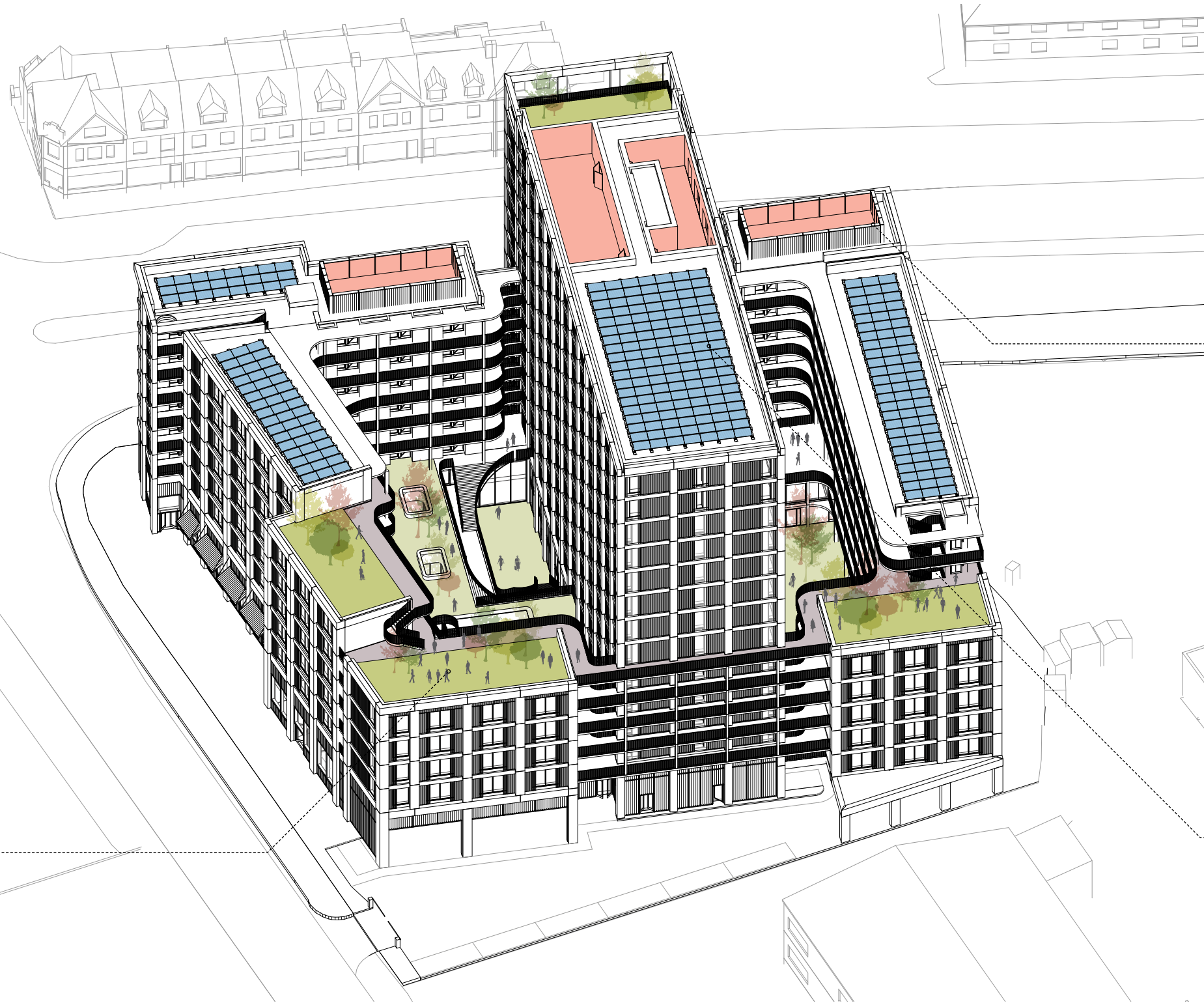
The remaining roofspace will house essential plant equipment (fully enclosed behind screens) and Solar Panels on green roofs. To maximise the possible ecological benefit of the scheme.



#### Rooftop Amenity

Distributed across 3 of the south facing roofs, further soft landscaping is used to create a welcoming space for hotel guests to relax with views across London.

**South West Axo**  
Roof Uses



#### Plant Rooms

Purpose built plant enclosures provide necessary area for equipment, but are protected from sight within purpose built enclosures



#### Solar Panels

The roof area maximises the solar panel provision for the building within a green roof build up, helping to achieve the sustainability targets for the project.

## 4.4 Appearance

### 4.4.6 Car Park

#### A Welcoming Arrival

A car park, located at ground floor, below the East Courtyard, provides 32 car parking spaces (14 Accessible parking). The use of this car park will be limited to guests who have pre-booked spaces and with prior consent and accessible parking spaces will be strictly limited to valid Blue Badge holders.

Additionally the existing Hotel entrance to the east of the existing building will be retained, providing space for guests arriving by car, and for the proposed mini-bus drop off.



#### Supergraphics

To highlight the Hotel Entrance and cycle store, supergraphics applied to the wall faces direct guests and staff through the car park



#### Pigmented Concrete

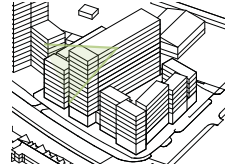
Offsite constructed Facade panels to ensure high quality finish, with insitu cast columns



#### Corrugated Metal Panel

Relating to the industrial context, these panels tie the ground + 1st floors to the surrounding industrial buildings

#### Eastern Courtyard Amenity Space





## 4.4 Appearance

### 4.4.7 Signage, Supergraphics + Advertising

#### Design Intent

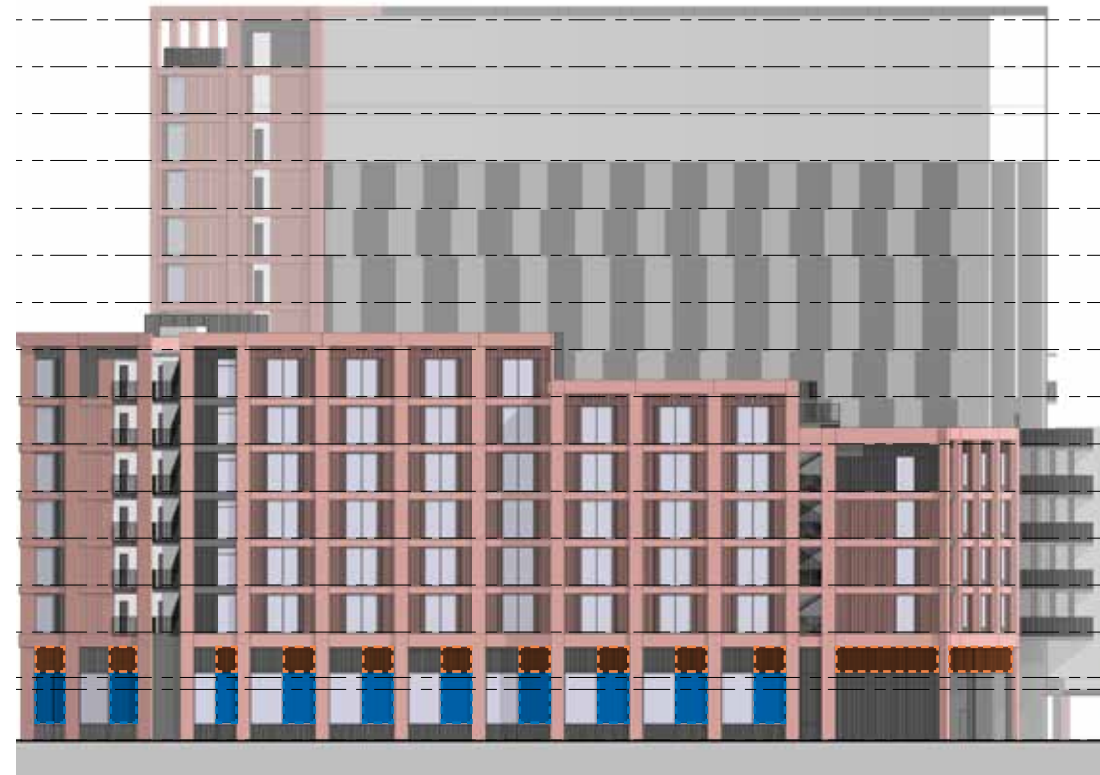
The Incubator will provide a range of unit sizes for local businesses, giving flexibility for their growth at 27 Uxbridge Road. Although part of one space, each tenant will operate individually. As a result the external facade design along Springfield Road provides provisional space for Signage, Supergraphics and Advertising.

Each item has been given a specific zone for where they may be used to create consistency and order across the facade.

Permission for Signage, Supergraphics and Advertising will be obtained via a separate application later in the project's timeline.

#### Key

- Supergraphics + Advertising
- Signage



#### Location

The Incubator units are positioned along the ground and first floor of the western elevation to Springfield Road.



#### Typical Strategy

The above diagram highlights the proposed indicative location for Signage and Supergraphics or Advertising. These zones will contain any proposal, allowing for an individual design within a contained framework.



## 4.4 Appearance

### 4.4.8 Artwork

#### Bringing Life to the Street

The existing building turns its back on the surrounding context, the perimeter wall around the entirety of the site discourages any pedestrian access to the site.

The proposed scheme looks to undo this approach. The removal of the perimeter wall, and significant increase to public realm, creates a generous space for the public.

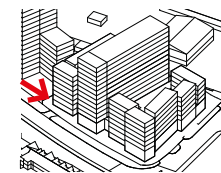
As part of the wider local engagement the scheme will look to local artists to help curate and design site specific artwork to the building. The images below are examples of the types of artwork that may be created.

Any artwork will gain the necessary statutory permissions.



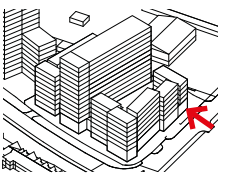
#### North East Corner

The gable end of the bike store is visible from Uxbridge Road. With a window to the First Floor, there is scope to create a piece of art inbound of the concrete frame.



#### South West Corner

A blank wall adjacent to the Service Yard is a prime location for artwork. Its relationship to the new public realm will give a closer interaction with the public and the art.





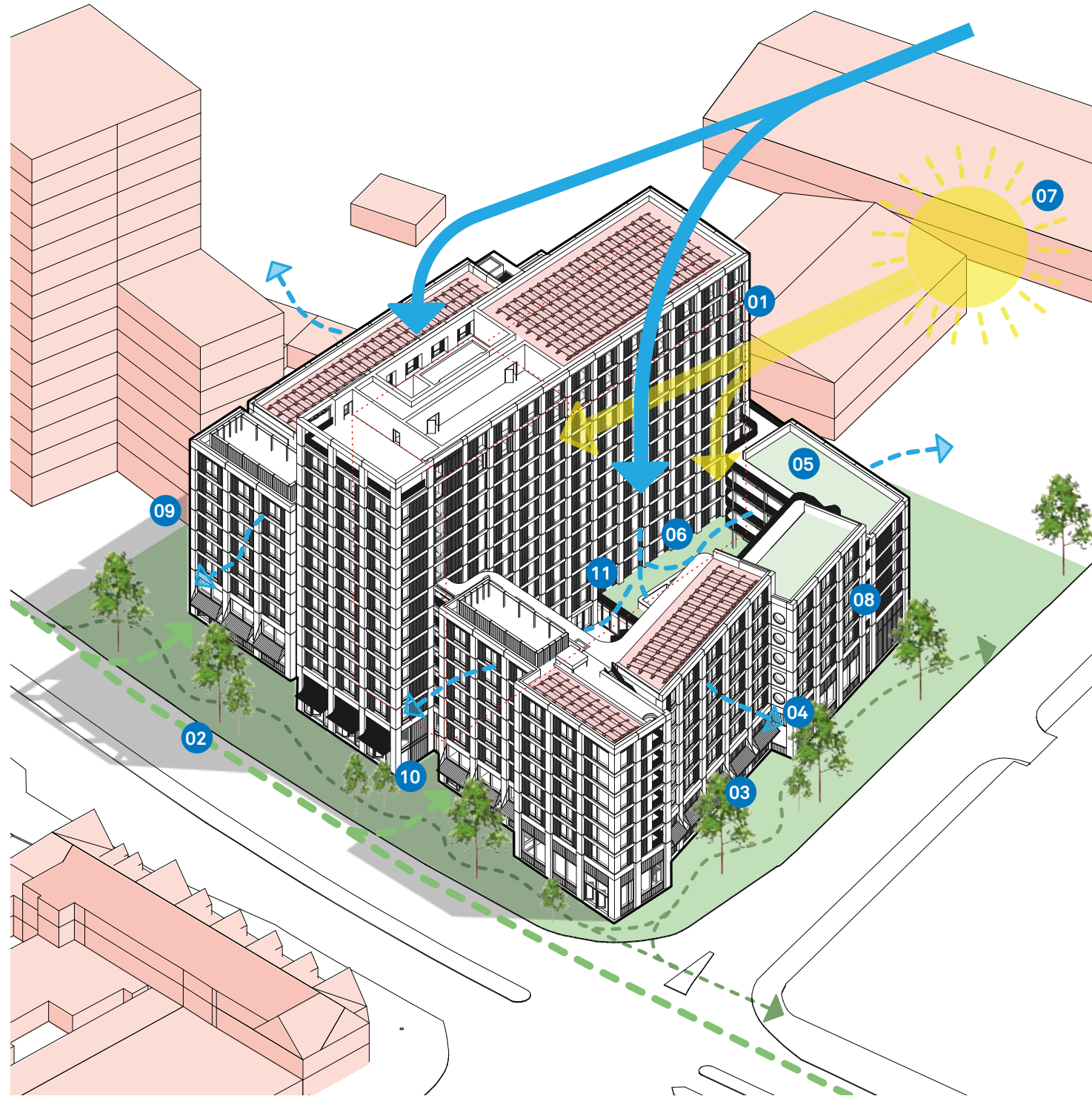
## 4.5 Sustainability

### Targeting Net Zero

A key project aspiration is to embed sustainable principles throughout and target operational Net Zero. Rather than demolishing the 60 year old structure, the main tower block will be given a new lease of life. Passive measures to the hotel rooms will allow for minimal mechanical intervention. The scheme will go beyond the statutory requirements, and nature will be brought in and around the site.

The following points outline the adopted approach taken, highlighting the projects sustainability credentials.

- 01 Retrofit existing building**  
Retain the existing structure and internal accommodation, reskin the building to meet the latest performance requirements
- 02 Low car transport**  
Promote sustainable modes of travel through generous cycle storage in areas visible from the public realm
- 03 Enhance air quality**  
Specify planting with a high Urban Tree Air Quality (UTAQ) score to actively reduce dust and noxious gases via natural means
- 04 Maximise passive ventilation**  
Seek to naturally ventilate hotel rooms and amenity spaces from the inner courtyards where possible



- 05 Promote site biodiversity**  
Use planting and microclimate to form habitat and food source for pollinating insects
- 06 Sustainable urban drainage system**  
Utilise courtyards as green/blue roofs to attenuate storm water runoff
- 07 Maximise natural daylighting**  
Use courtyards to naturally light circulation, calibrate facade solid: glazed ratios to avoid overheating
- 08 Fabric first approach**  
Invest in the physical building fabric to reduce operational carbon emissions, and specify carefully to reduce embodied carbon footprint
- 09 Design low energy services systems**  
Use appropriate low carbon plant and technology to provide energy efficient environmental conditioning and services. Investigate synergies with other nearby developments
- 10 Maximise water efficiency**  
Design potable, non-potable and irrigation systems to minimise water usage and avoid wastage
- 11 Create healthy living environment**  
Enhance noise and air quality, use natural materials and green landscaping to create an environment supportive of healthy wellbeing, play, learning and work.

## 4.5 Sustainability

### Hotel Rooms

Careful consideration has been taken to the design of the new rooms. Each room adopts natural measures to achieve a high level of comfort, meaning each guest will benefit from daylight, better air quality, views out and amenity.

#### 01 Walkways

Light, open walkways along the courtyard perimeter

#### 02 Passive Ventilation

Utilising fresh air from the courtyards, drawn into the rooms and expelled to the street face

#### 03 Views

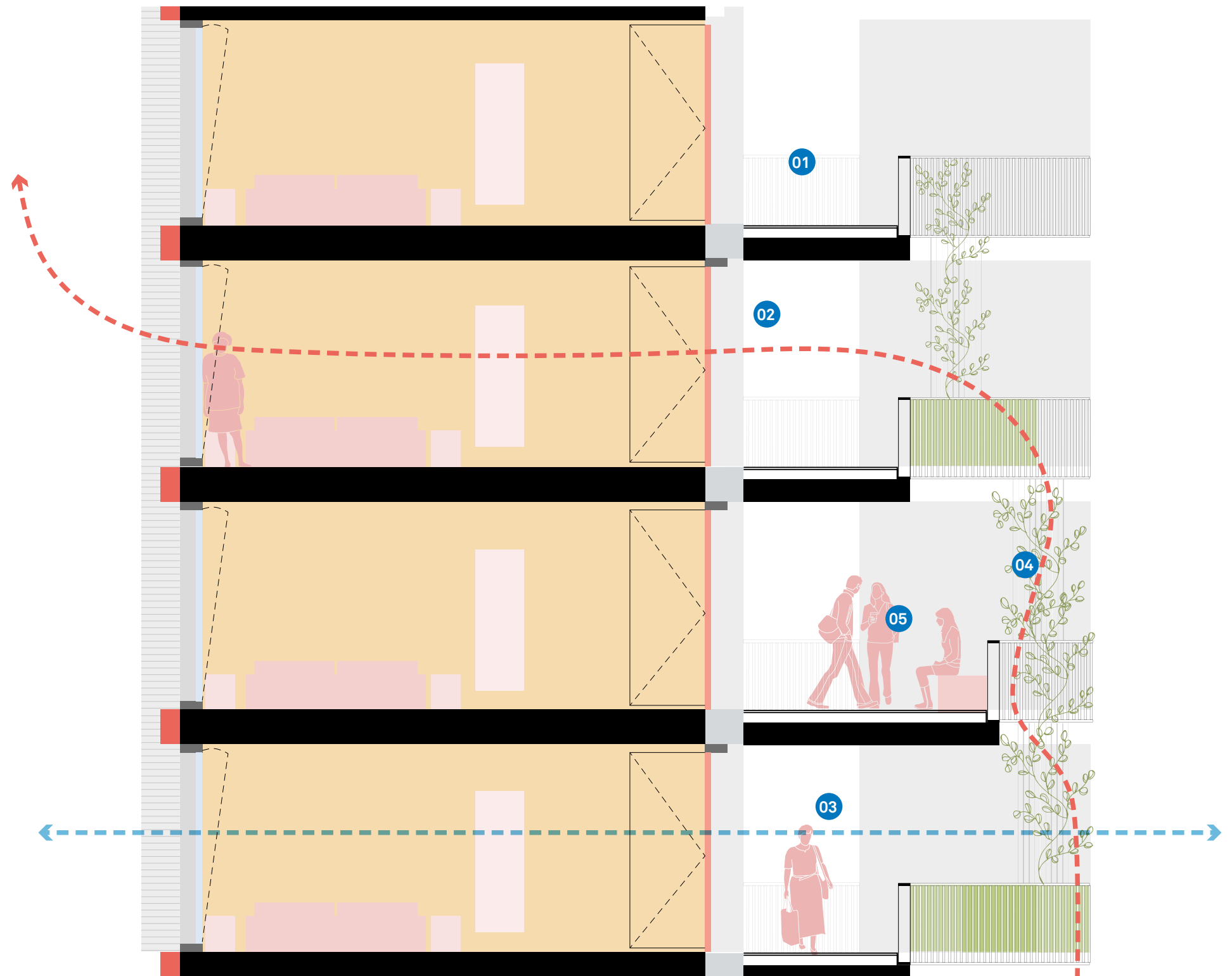
Glazing on both sides creates dual aspect rooms, and connects the street to the internal courtyards

#### 04 Planting

Using vertical parts of the balustrades to allow natural plants to climb up the courtyard, grown from raised planters on the walkways

#### 05 Amenity

Moments of wider walkways create amenity space for guests, such as seating, planting or even gallery space





# 4.6 MEP Service Strategy



N.T.S

## Basement Level

MEP Strategy

The new development will be fossil-fuel free and will include a site wide hot water distribution network supplied by energy efficient heat pumps.

The basement heat plant room will have the provision for connecting to a future district heat network, should this be brought forward in the local area.

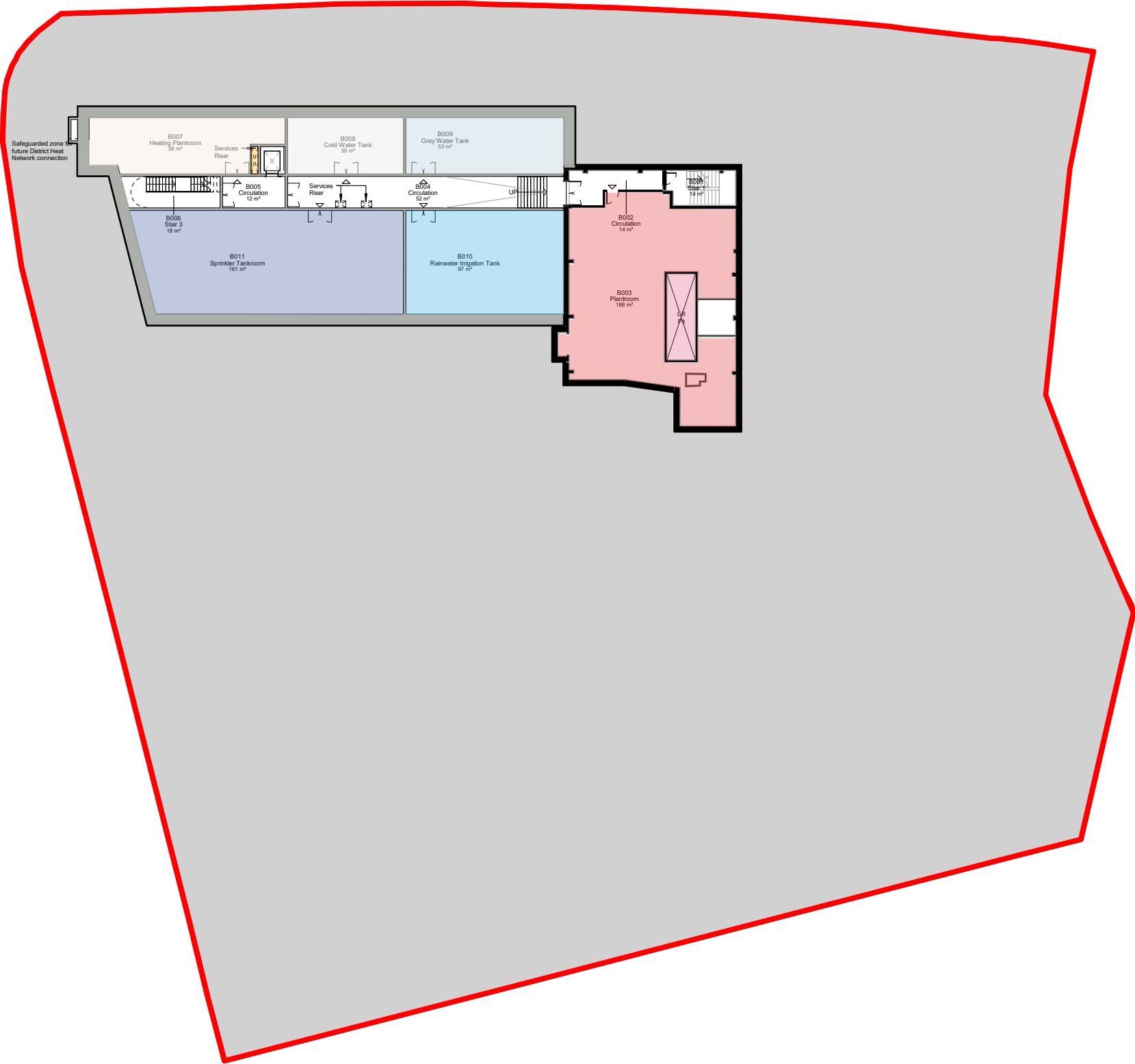
For the hotel, it is possible that Domestic Hot Water (DHW) may account for over 50% of the total operational energy demand, so there is real focus on maximising the DHW efficiency. It is noted that there is the possibility of the future connection to data centres in the local area where they may be looking at cost-effective ways to ‘dump their heat’; therefore, the heat plant room allows space for future heat exchangers to exploit this option.

The scheme adopts a fabric-first and passive design approach to reduce energy demand for space heating and active cooling. For when heating and cooling is required the new hotel and adjoining amenity areas will be served by a Variable Refrigerant Flow (VRF) system, effectively allowing for energy to be transferred efficiently across the site where it is required most via the interconnection of BC controllers which intelligently transfers energy around the system, drawing on energy from the outdoor units.

Each hotel room will have a Mechanical Ventilation Heat Recovery (MVHR) unit to provide fresh air efficiently in winter and the option for natural ventilation.

## Key

- Heating Plantroom
- Cold Water Tank
- Gray Water Tank
- Rainwater Irrigation Tank
- Sprinkler Tankroom
- Liftpit
- Plantroom
- Service Riser



## 4.6 MEP Service Strategy



N.T.S

### Ground Floor Plan

#### MEP Strategy

The VRF and MVHR units will have the option to be operated within the bedrooms, but also have the collective capability of being overridden via a centralised smart remote controller to avoid use when the room is unoccupied.

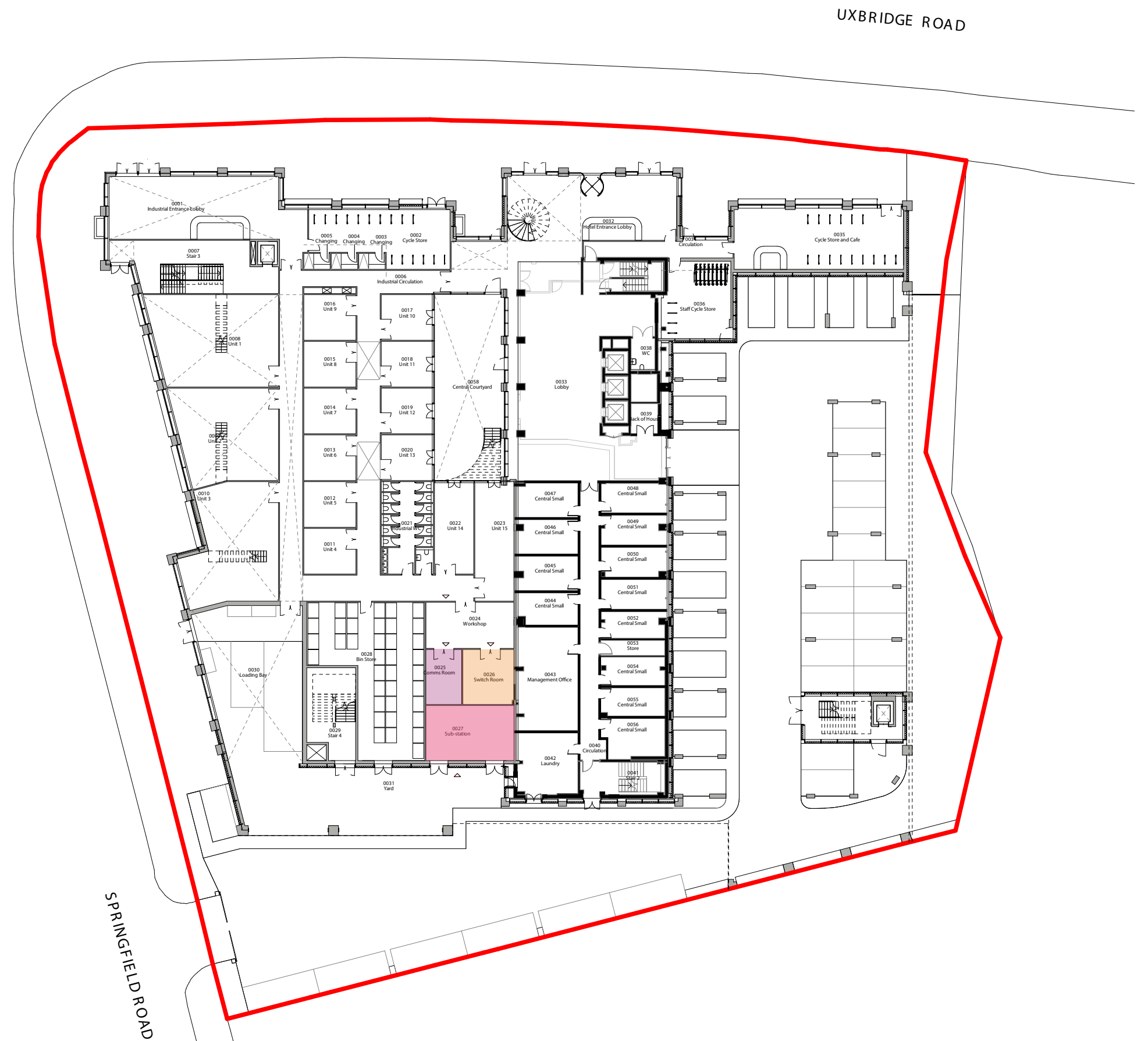
The strategy for the incubator spaces is to consider future functional adaptability to avoid unnecessary demolition works should tenants change. The incubator workspaces will be provided with capped off services from the hot water network but will also have the flexibility to adopt their own HVAC solutions, whether it be; highly efficient split/multi split systems for space heating and cooling, simple direct electric heating panels and/or space for mechanical ventilation (depending on the tenant's future needs and preferences).

The existing hotel block already has a fully functioning, relatively modern (circa. 2015), HVAC system in the form of; a refrigerant pipework network connected to bedroom comfort conditioning units in the ceiling void, providing space heating and cooling; these are connected via rooftop outdoor condensers. An Air Handling Unit (AHU) supplies fresh air to each individual hotel room. DHW to the existing hotel building is currently supplied by a mix of gas boilers and heat pumps.

All the rooftop units will look to be repositioned to the higher part of the roof rather than fully replaced. The decision for repositioning is to align with the aims of the scheme to avoid the unnecessary increase of embodied carbon emissions (building services can often account for >30% of total embodied emissions in refurbishments). If deemed technically feasible, the boilers will either be replaced with heat pumps or the option for connecting to the site wide DHW network.

### Key

- Sub-station
- Comms Room
- Switch Room





## 4.6 MEP Service Strategy



N.T.S

### Roofplan

#### MEP Strategy

The basement currently has space available for water recovery systems in the form of a rainwater harvesting tank room and a grey water tank room. The financial and technical feasibility of adopting these technologies and their preferred uses (irrigation versus communal toilet flushing uses) will be considered at the detailed design stage.

The scheme looks to meet Net-Zero Carbon for Operational Energy, in reference to the London Plan energy hierarchy (Policy SI 2). A combination of Dynamic Simulation Modelling (DSM) and CIBSE TM54 calculations have been adopted as the methodology for calculating on-site Operational Energy demand.

The scheme targets a >15% CO2 reduction at the 'Be Lean' Stage as per the Adopted London Plan 2021 targets. The scheme also surpasses the 35% CO2 reduction on-site target compared to Part L 2013 baselines. Where space on the roof is available photovoltaic solar panels are provided. The scheme may offset the remaining emissions through a carbon offset payment.

We are currently at the interim stage where the Building Regulations Part L 2021 Approved Document came into effect 15th June 2022, but relevant modelling software is yet to be tried and tested (with the latest carbon factors and notional baselines). If a building notice or full plans have been submitted by June 2022, the proposed transitional arrangements mean that work will have to start by June 2023; therefore, consideration of the new requirements set out in Part L 2021 has been sought in the process.

### Key



Service Riser

Plantrooms

PVC Panels

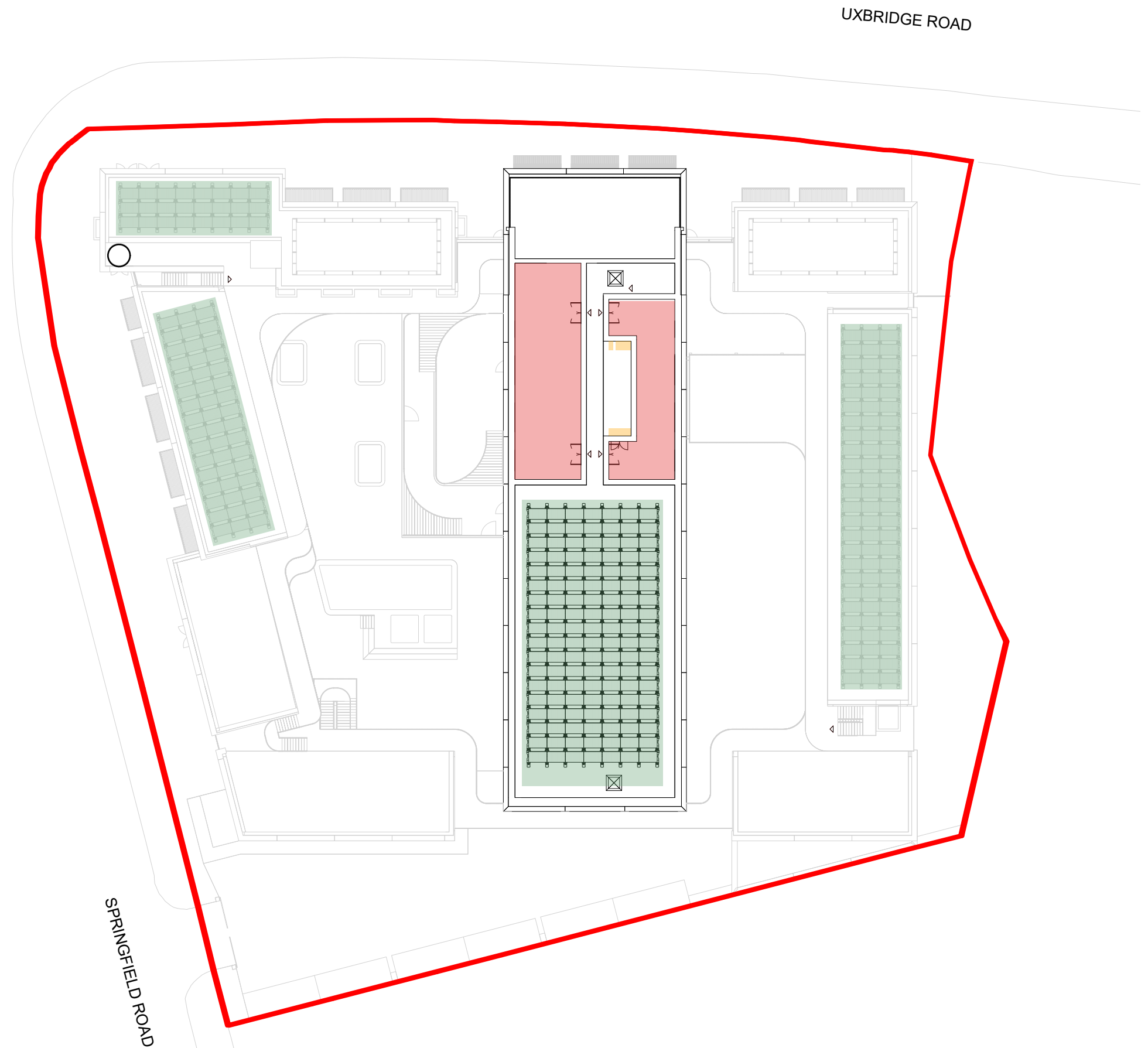




Image  
Detail view of  
galleries between  
the buildings  
© HAPTIC ARCHITECTS





Image  
Detail view of  
materials to the  
new facades

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