

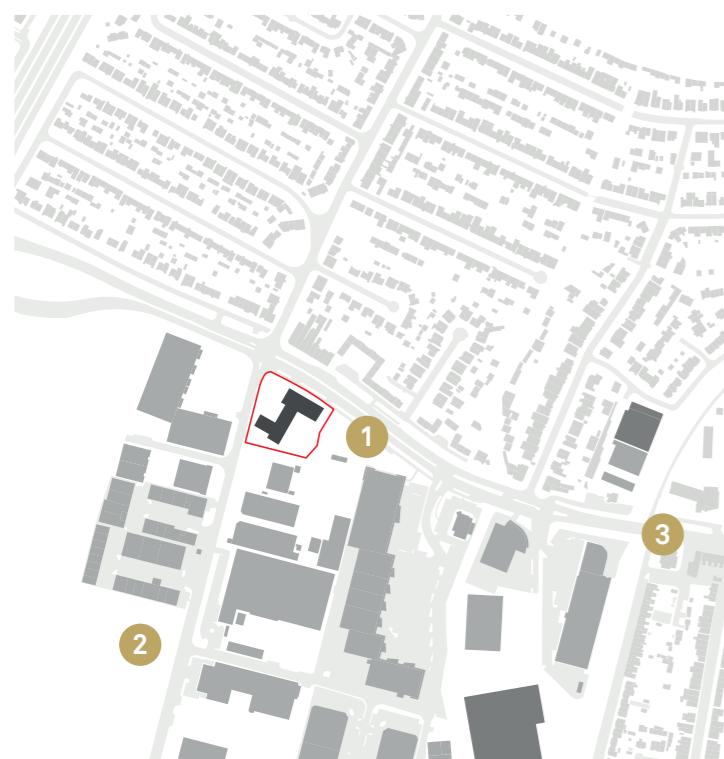
3.3 Emerging Context

3.3.2 The Changing Local Area

Uxbridge Road and Springfield Road

In the past few years a number of new schemes have been given consent in the area, defining a newly emerging typology of height and density. Immediately to the east of the site sits a 15 storey Apart Hotel. Further down the road another 15 storey building has been given consent. Each site's footprint occupies circa 50%+ of the overall site.

Within the industrial area along Springfield Road the growing present of Film and Media companies has given a demand for purpose built studios. Showing the need for more industrial space, and a willingness to increase building footprints to meet the demand.



1 APART HOTEL

FOOTPRINT RATIO: 48%
HEIGHT: 15 STOREYS / 47M



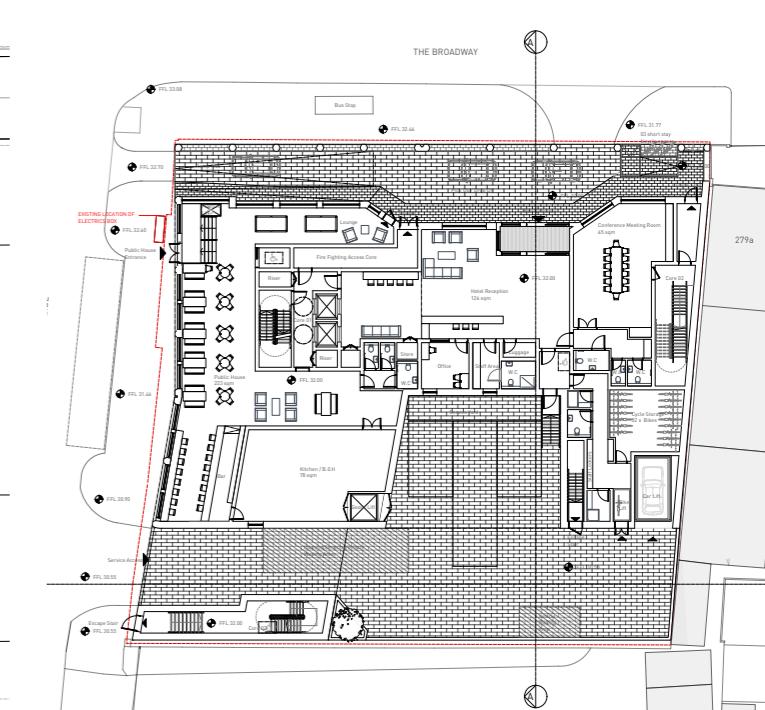
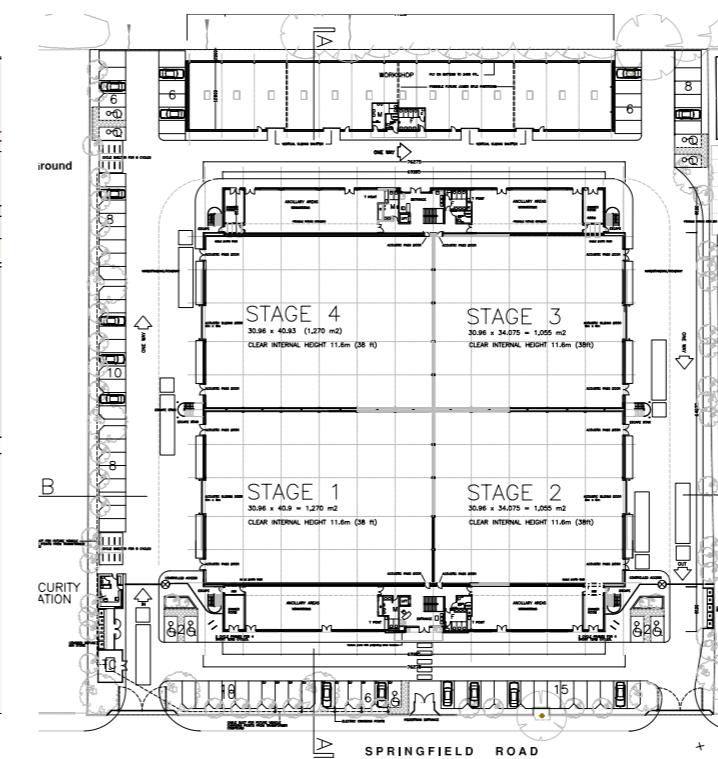
2 WEST LONDON FILM STUDIOS

FOOTPRINT RATIO: 48%
HEIGHT: 3 STOREYS / 16M



3 THE HAMBROUGH TAVERN - HOTEL

FOOTPRINT RATIO: 64%
HEIGHT: 15 STOREYS / 50M



3.4 Historic Context

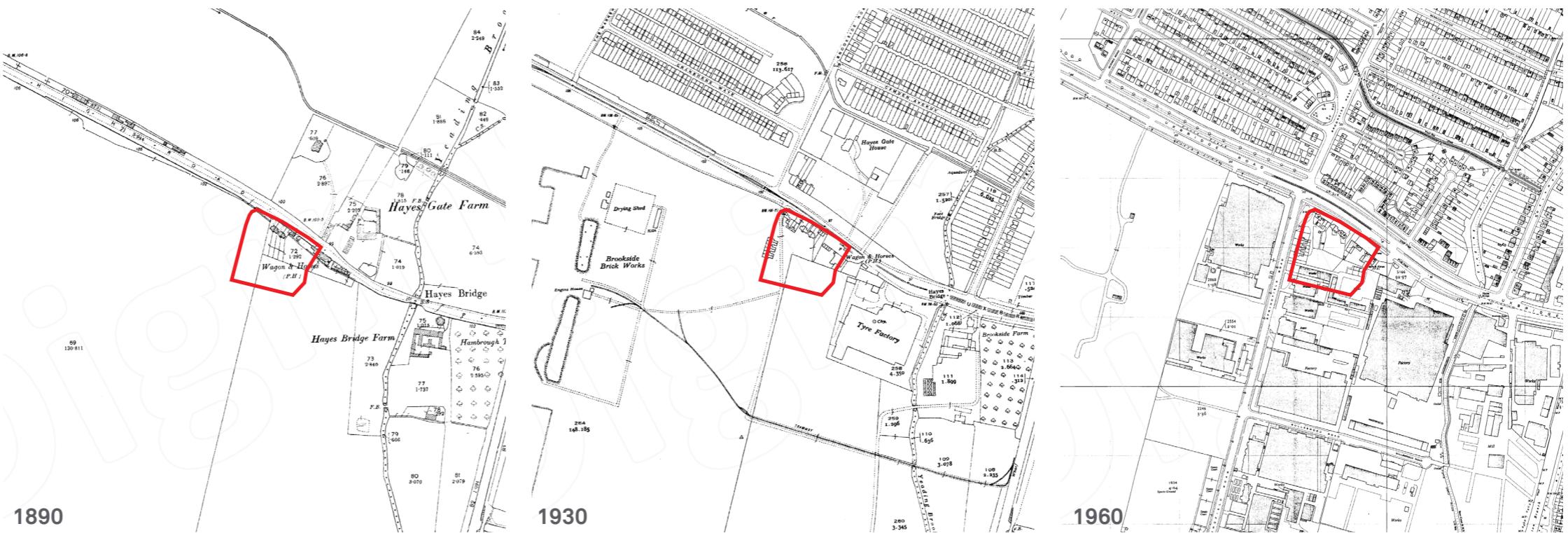
3.4.1 Pre-1963

N
S
E
W

London's Growth

Since the mid 19th Century, the once agricultural land has become home to industry, residential and open green space. Three characteristics that are still present today.

Although sitting in the Industrial character, the site has never had industrial use on the site. The adjacent historic plans highlight the transformation of the area over a 70 year period. The images below show the industrial heritage of the area, a defining element that looks to continue into the future.



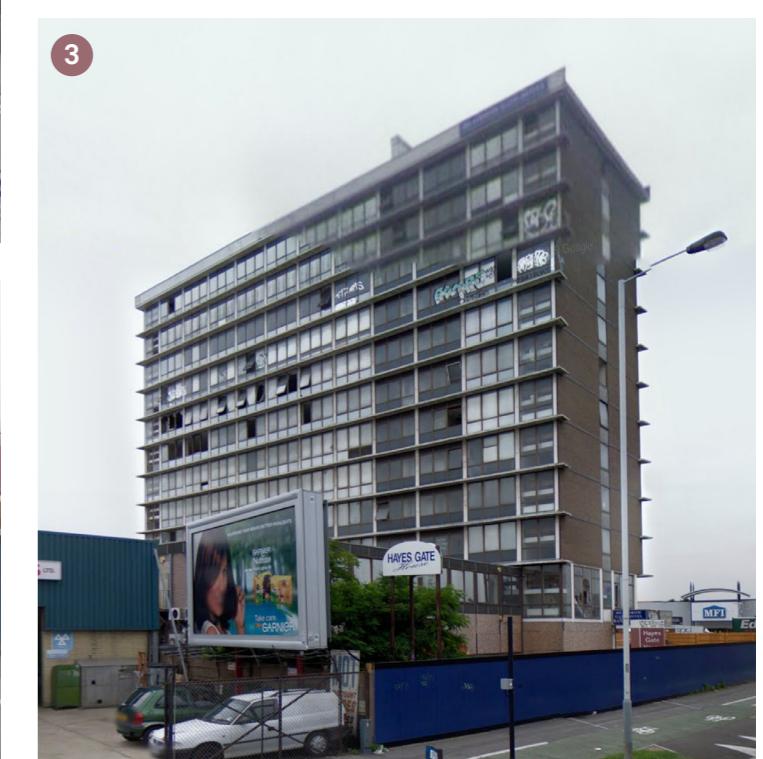
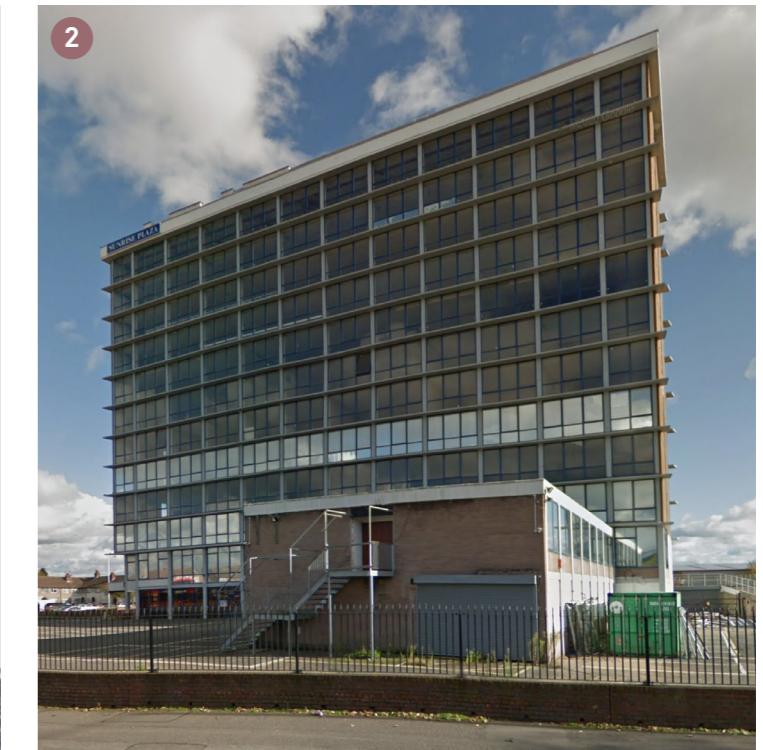
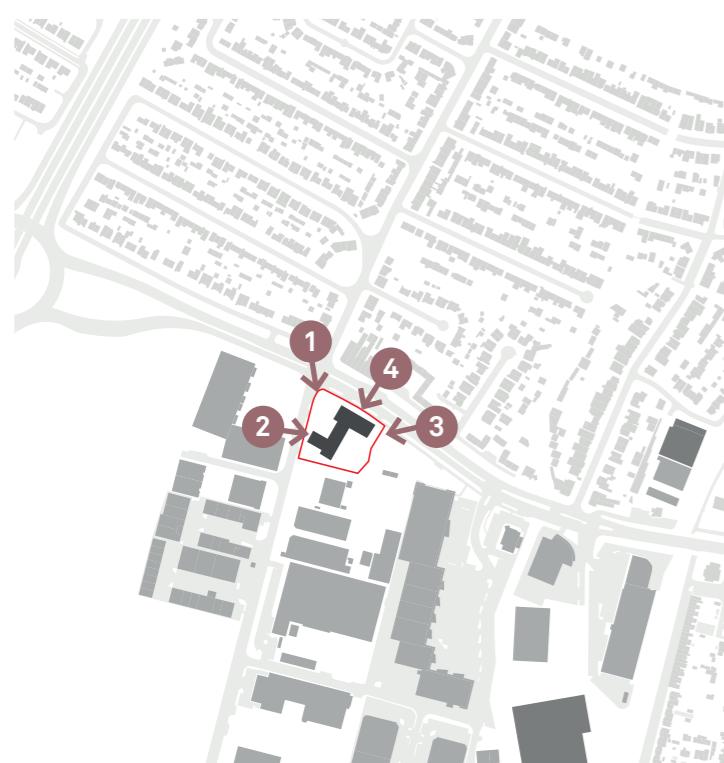
3.4 Historic Context

3.4.2 Post-1963

Past History

Built in the 1960s, the original modernist office block used concrete, brick and metal framed glazing to create a elegant and simple beacon for the area.

After decades of use the original building became underused and run down until in the mid 2010s the building was converted into a Hotel. The existing facade was removed, and a new curtain wall system installed, cladding the entirety of the building. A consolidated plant room was located to the roof, and the 2 wings reconfigured for amenity spaces for the hotel.



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Building Design