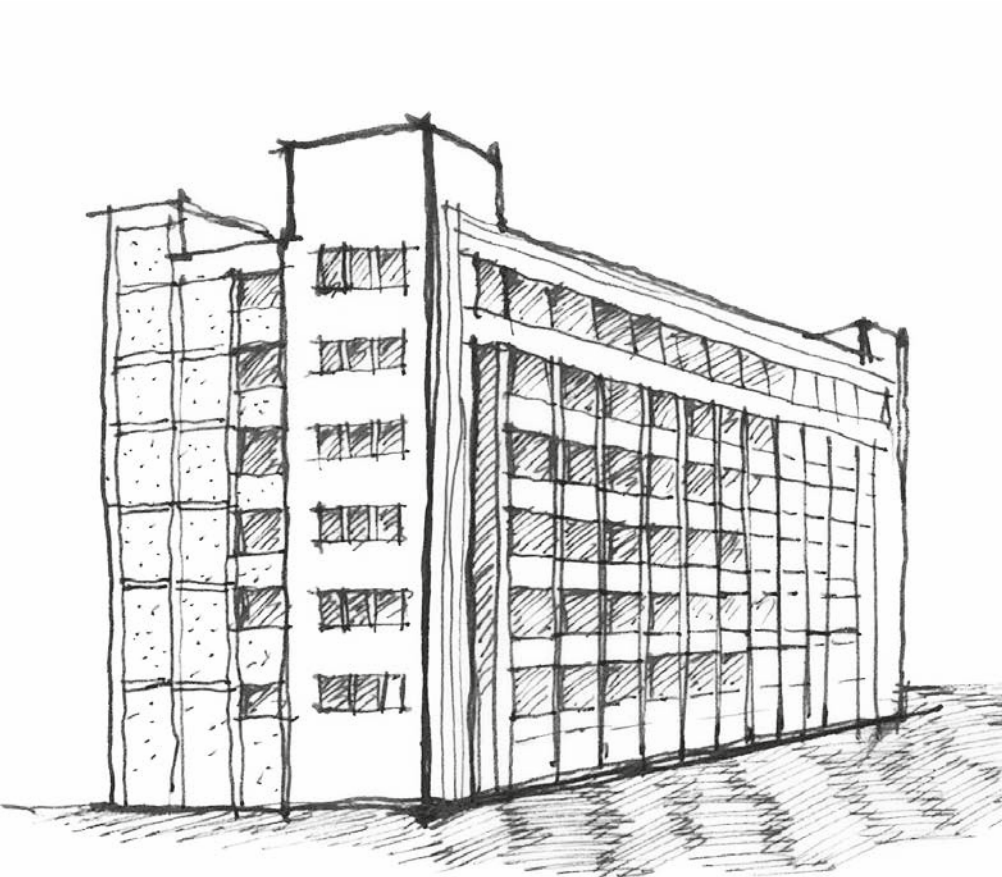


The Proposal

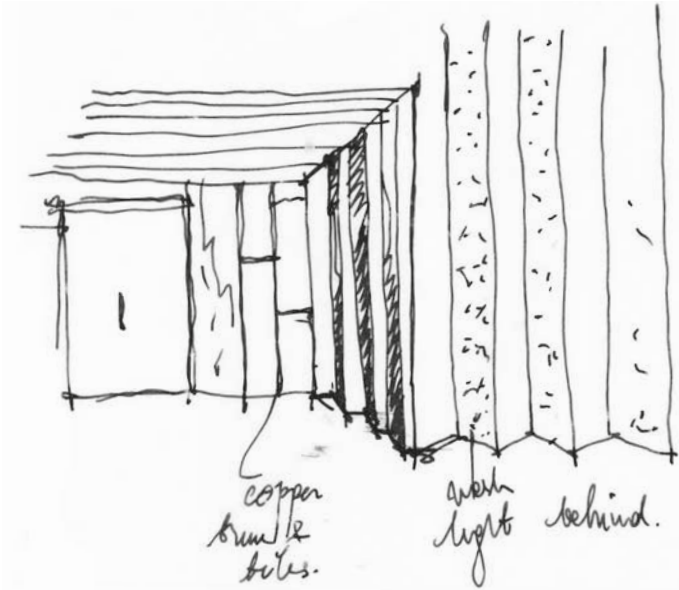
WINGS: DESIGN PROGRESSION



Top detail enhances the verticality and breaks the elevation in 2 distinct elements

Vertical element marking the corner through detailed balconies and grouping.

Residential entrance is highlighted through a deep tapering inset.



WINGS: ARCHITECTURAL LANGUAGE

Art Deco Pattern

Pattern used in the 'wing' building to highlight the entrance and commercial units. Metal detail makes reference to the industrial and art deco character of the site.



Ground Floor Details

The metal pattern filters light in the residential entrance and creates ground floor interests.



Bay Windows

The bay windows are a reference to the Hoover Building. They are south orientated to allow for better daylight and sunlight and provide greater privacy.



Balcony Balustrade

The balcony balustrade picks up on the geometric details derived from the Art Deco style. They give a stronger character to the 'wing' building and help to break the elevation.



The Proposal

WINGS: MATERIALITY

Brass colour metal cladding

Light buff brick

Soldier course buff brick

Brass colour metal railing

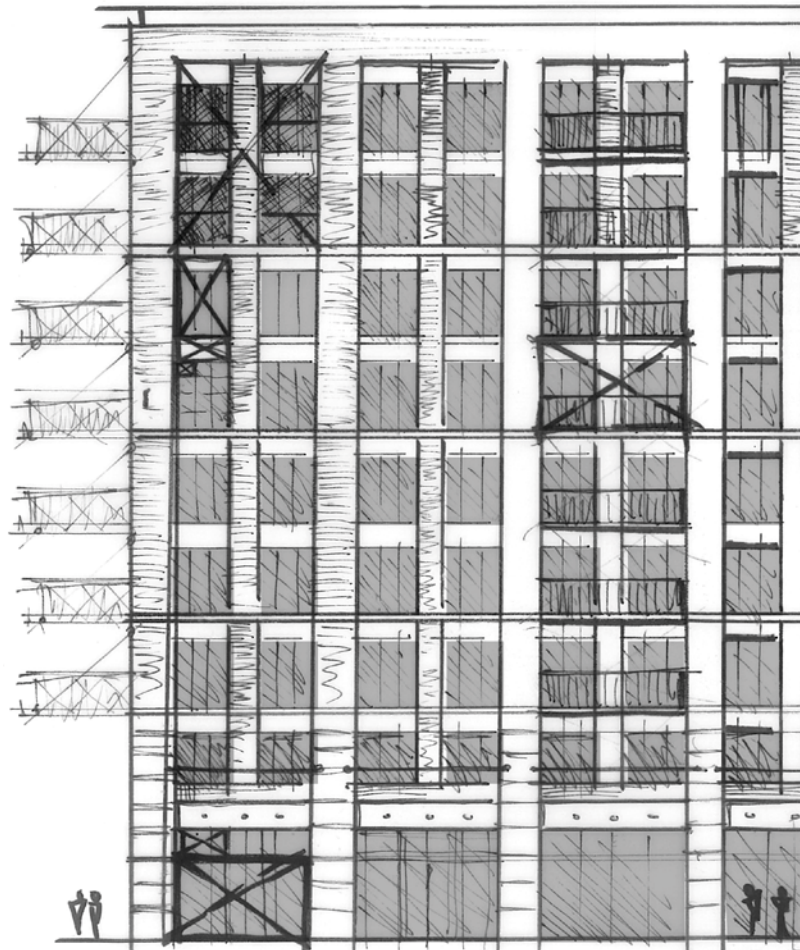
Reconstituted stone cladding

Brass colour metal mesh



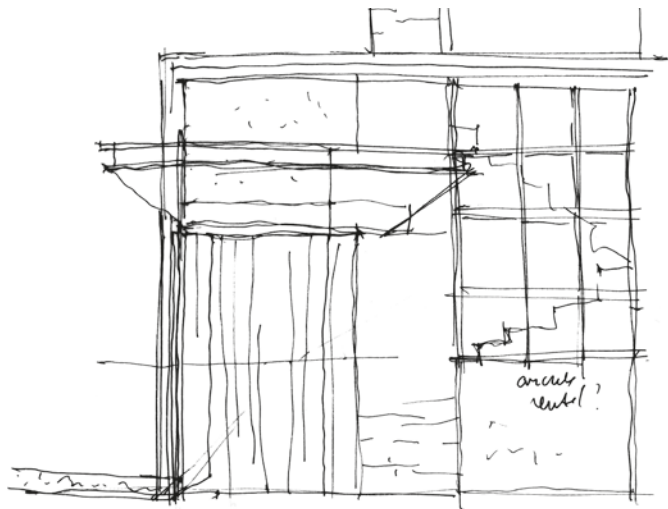
The Proposal

LINK BUILDING: DESIGN PROGRESSION

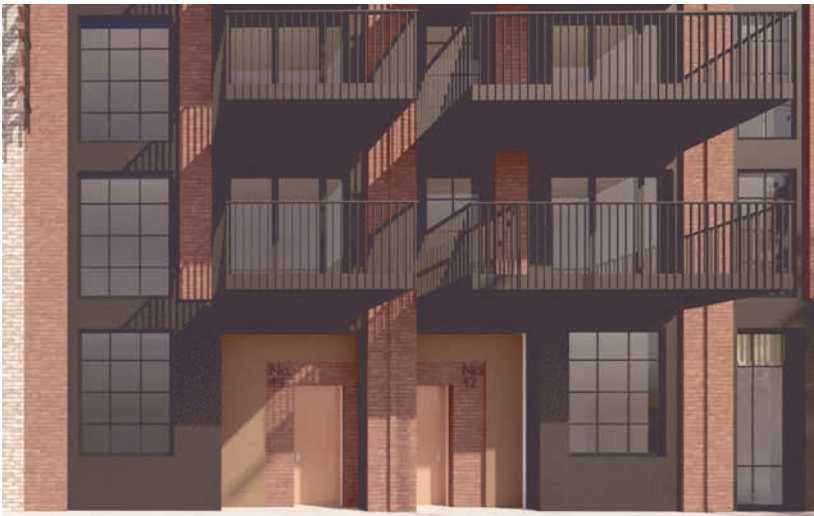


Warehouse crittall-style windows

Maisonettes on ground floor to animate the streetscape



Ground floor maisonette initial ideas



The Proposal

LINK BUILDING: ARCHITECTURAL LANGUAGE

Horizontal Treatment

The link building has a warehouse aesthetic with a horizontal treatment through simple detailing and robust brick piers.



Cycle Store

Hit and miss brickwork to allow light to filter into the cycle store



Ground Floor

Soldier course brickwork highlights single storey ground floor. Entrances to maisonettes are set back from the pavement with tall windows, lifted from the ground to allow for daylight.



Ancillary Doors

Metal mesh detail to ancillary doors

The Proposal

LINK BUILDING: MATERIALITY



Red brick

Dark grey metal cladding

Dark grey metal railing

Soldier course red brick

The Proposal

ILLUSTRATIVE VIEWS



Blyth Road Elevation

The Proposal
ILLUSTRATIVE VIEWS



View across Vinyl Square

The Proposal

ILLUSTRATIVE VIEWS



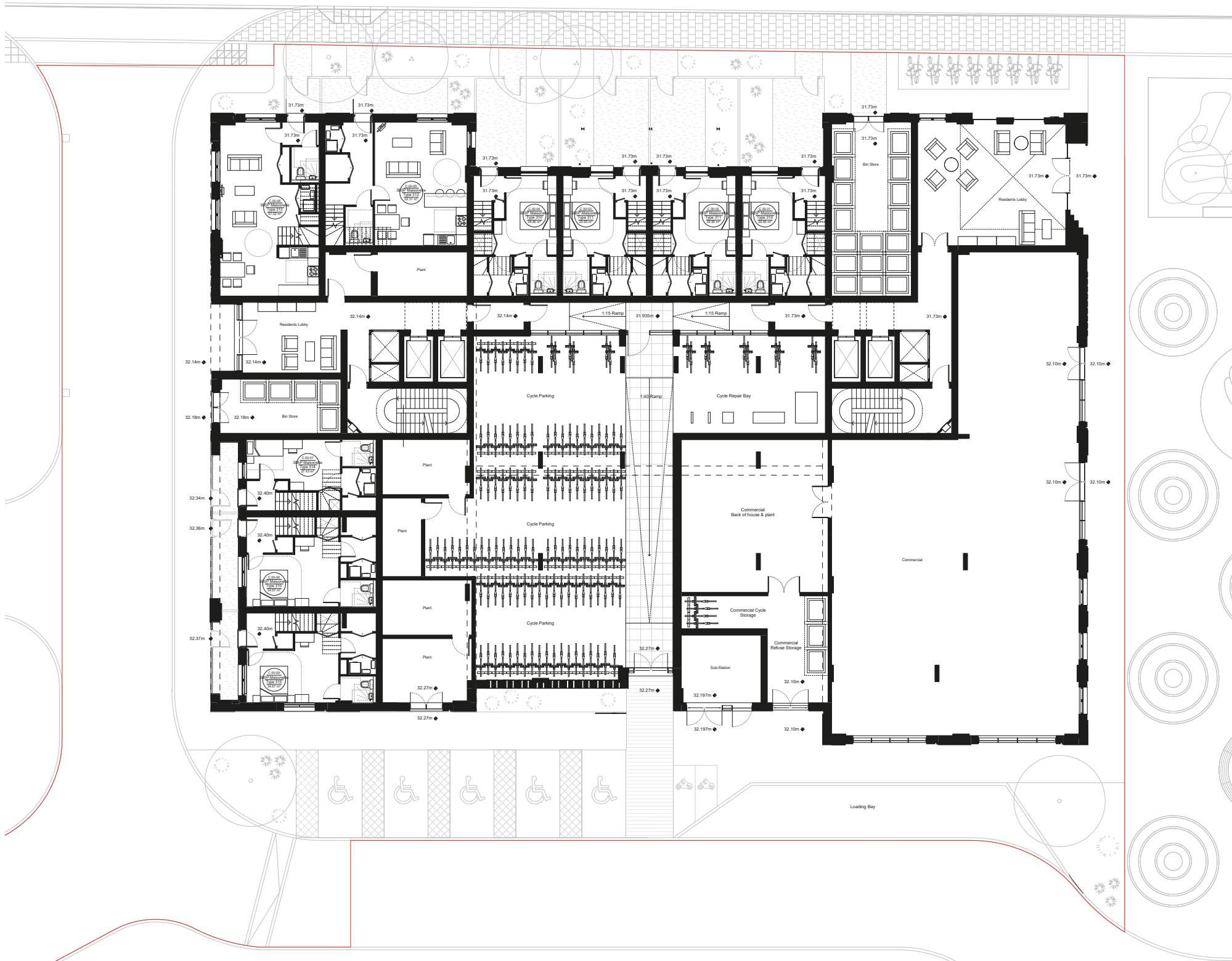
Podium Garden and Cycle Hub entrance

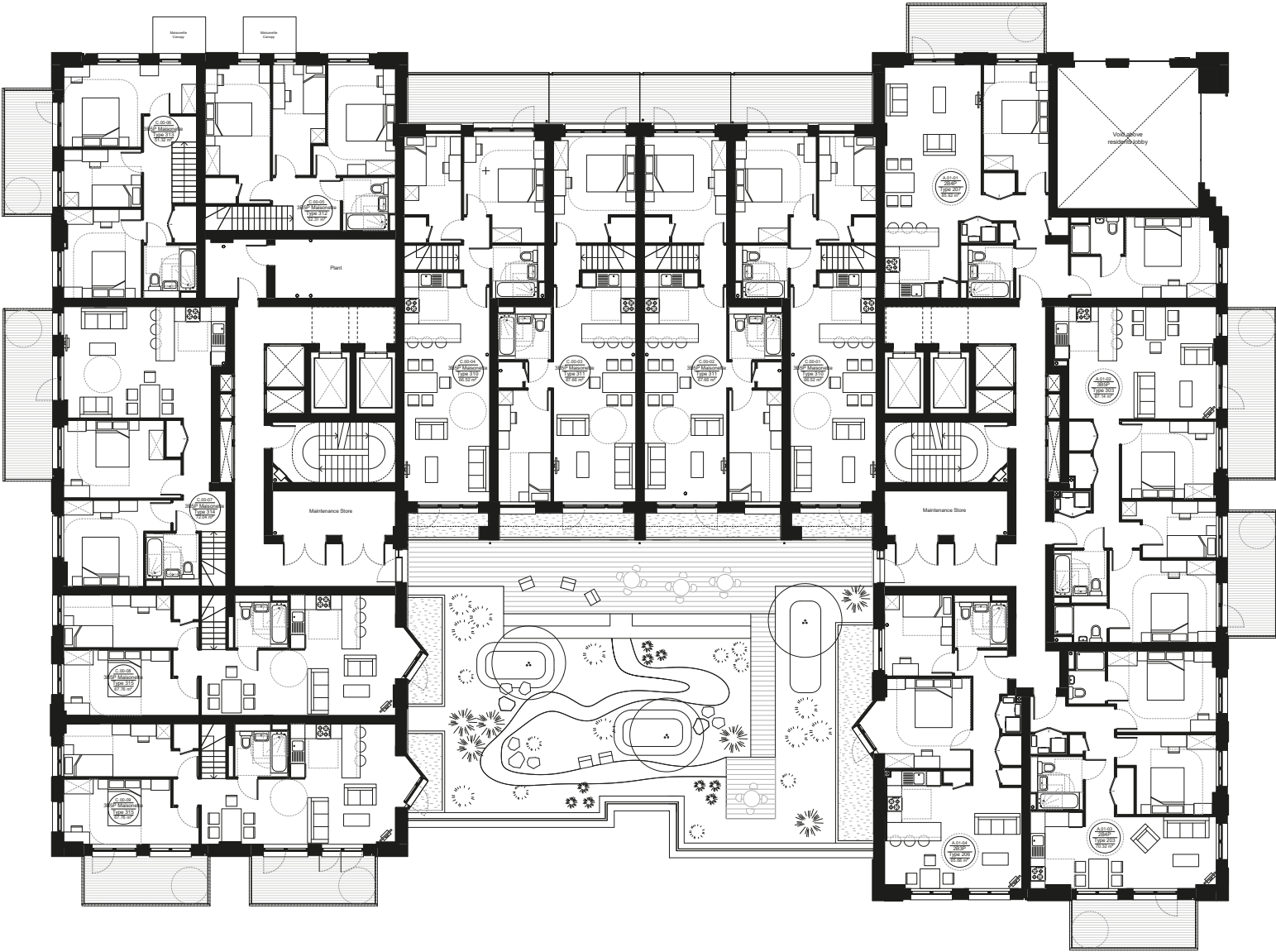


Podium Garden

The Proposal

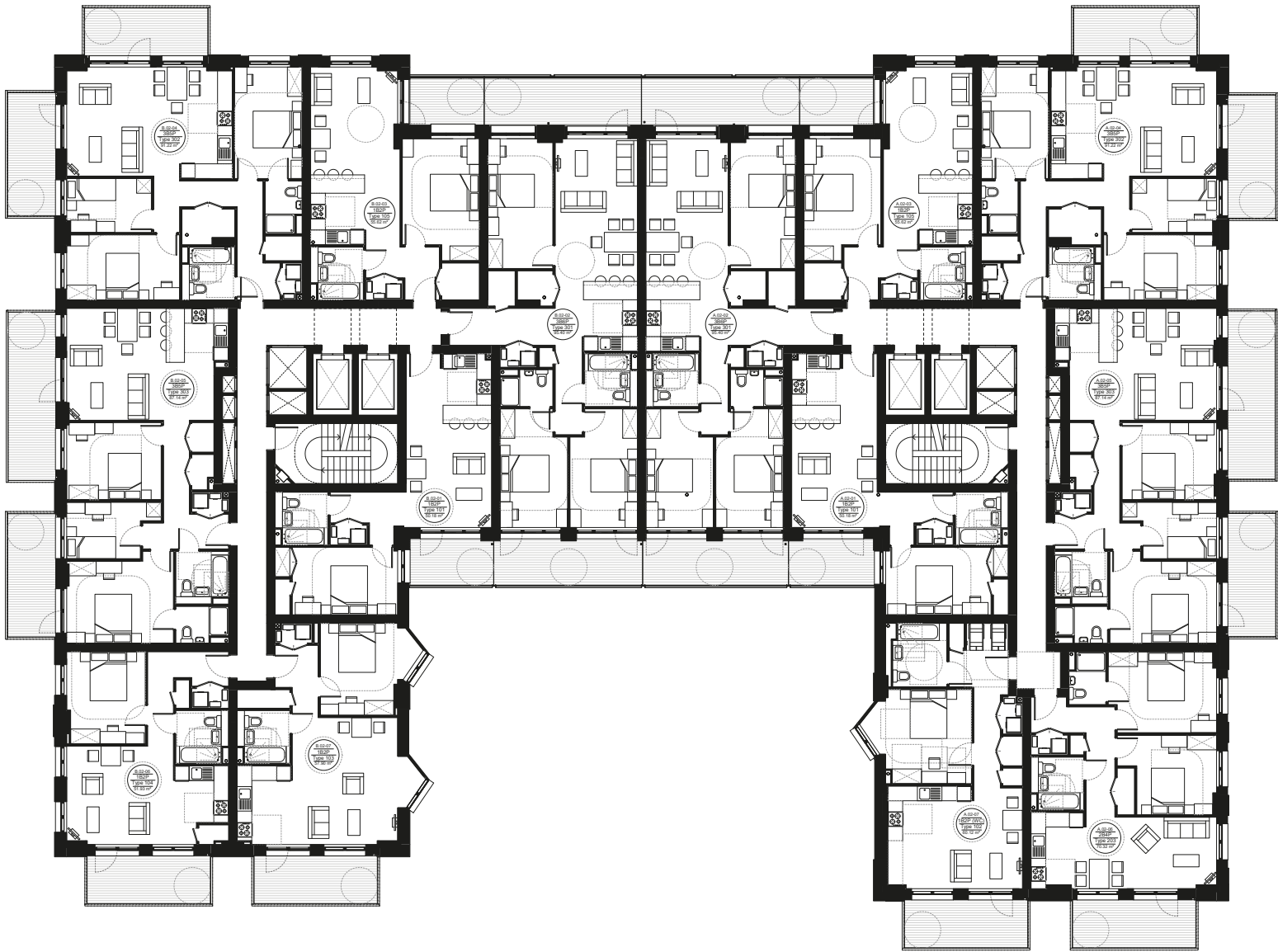
GROUND FLOOR PLAN





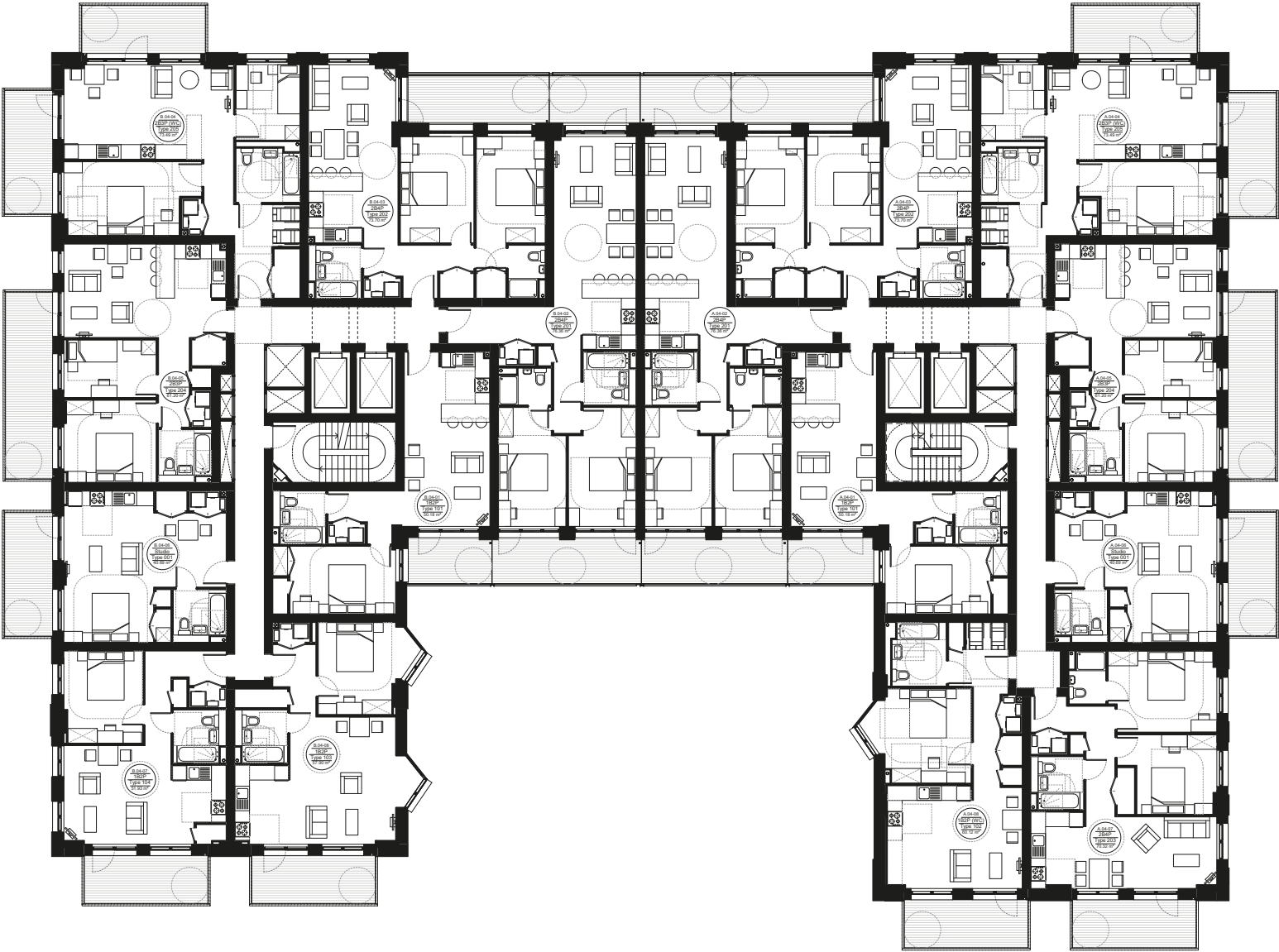
The Proposal

TYPICAL FLOOR PLAN (LOWER)



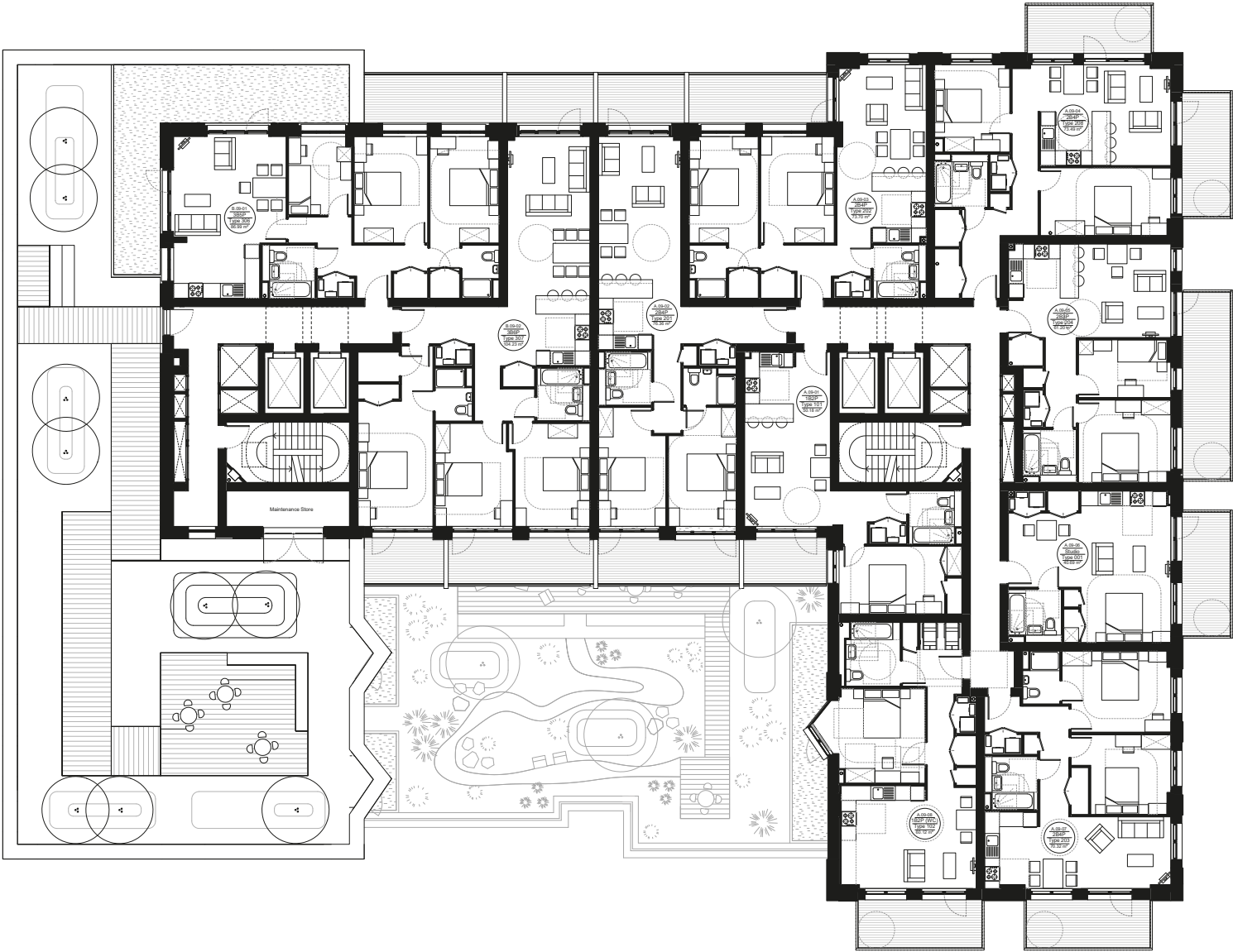
The Proposal

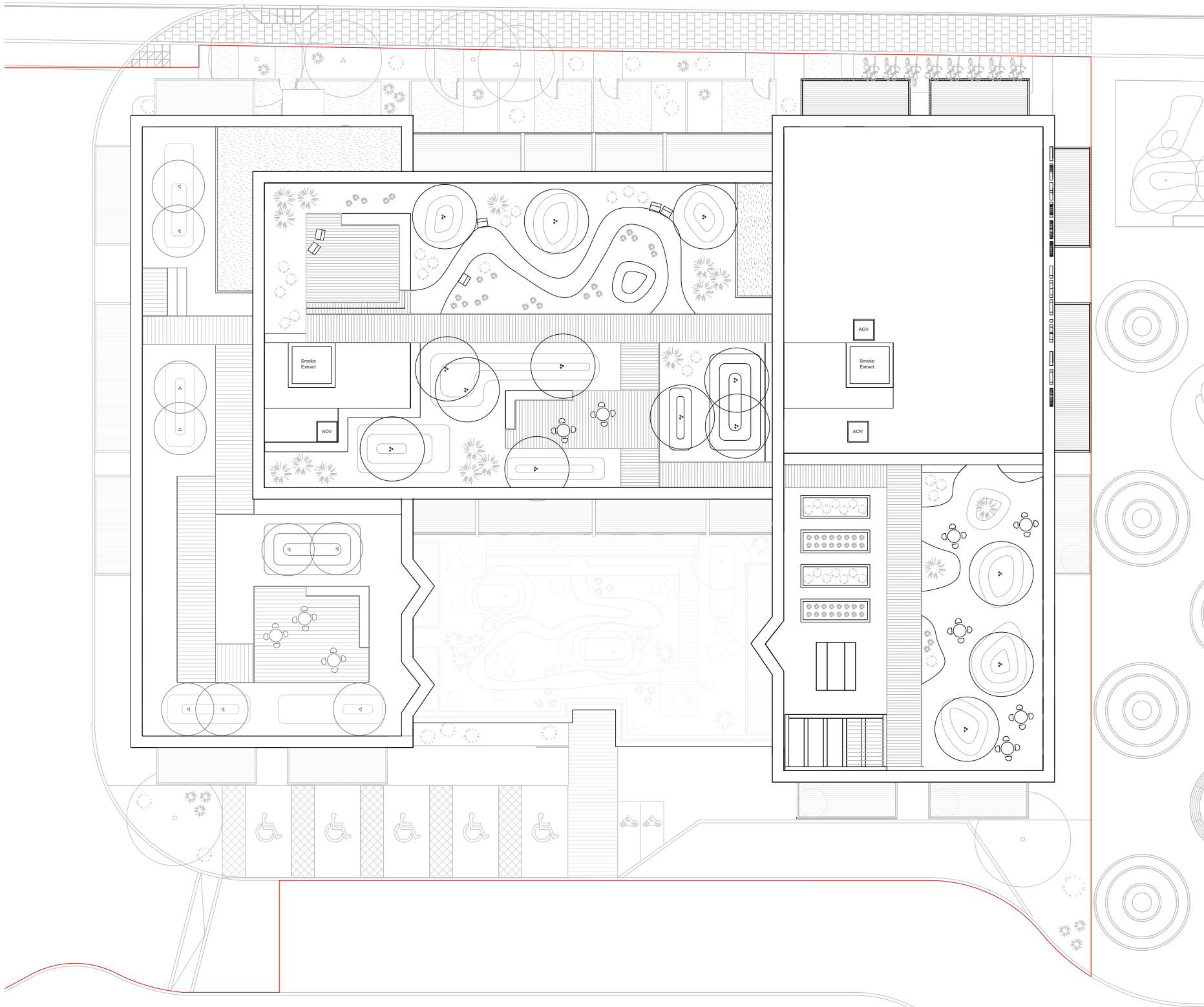
TYPICAL FLOOR PLAN (UPPER)



The Proposal

UPPER LEVEL PLAN





The Proposal

SINGLE/DUAL ASPECT HOMES

The illustrative proposal for the Veneer Building included as part of the outline permission delivered a large percentage of single-aspect north-facing homes and a relatively small percentage of dual-aspect homes.

From the outset, the intention has been to improve the aspect in the new designs for dwellings at 1 Vinyl Square.

Outline Consent Illustrative Proposal

41%
Dual-aspect
homes

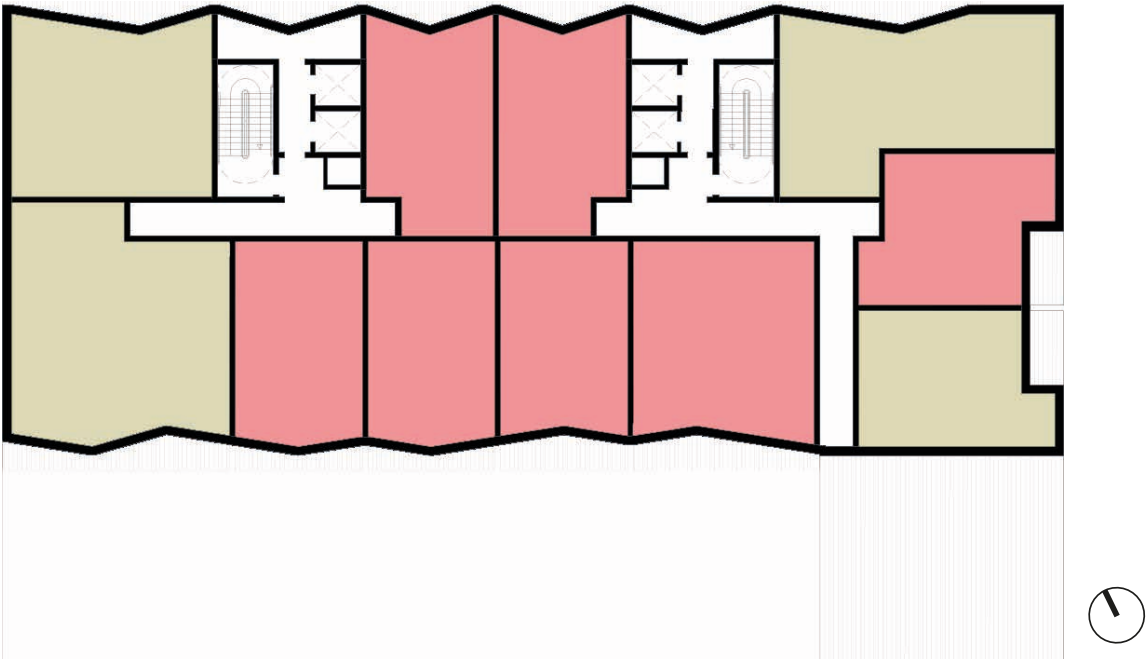
17%
Single-aspect
north-facing
homes

Proposal

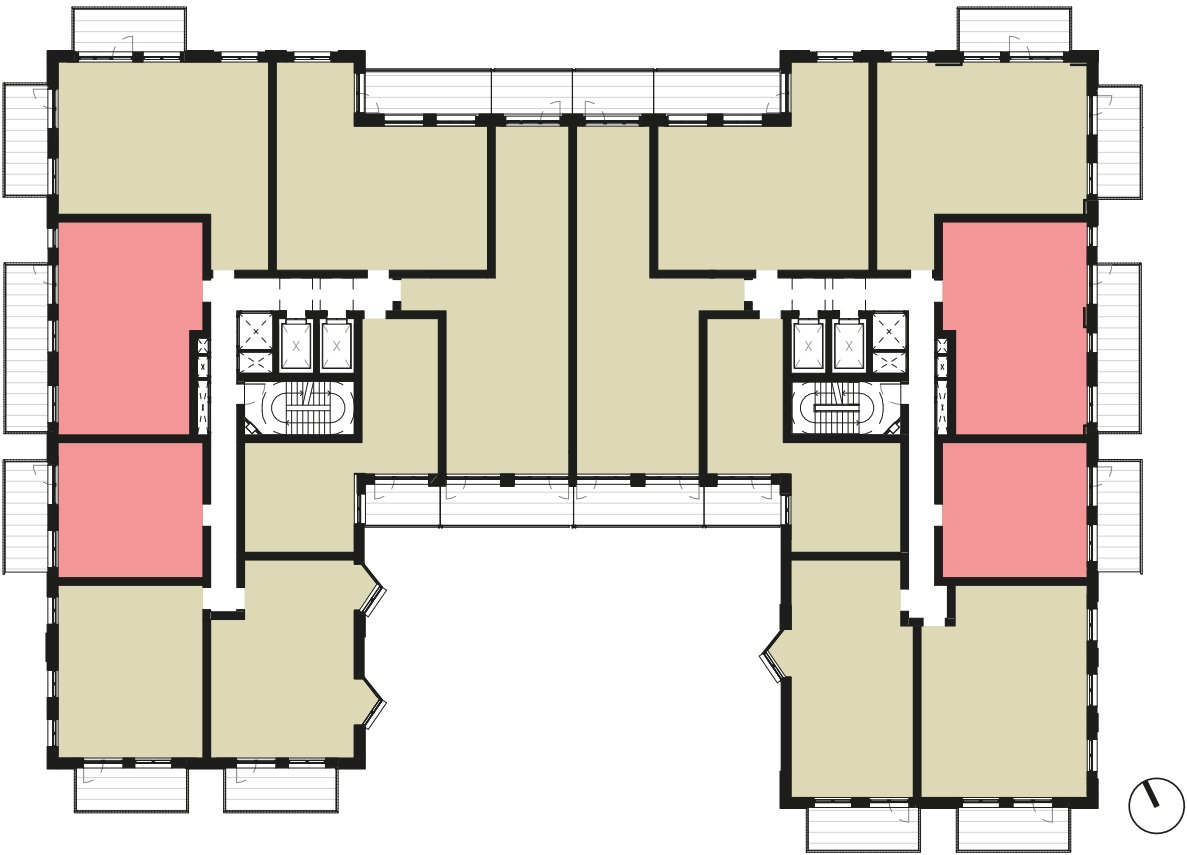
78%
Dual-aspect
homes

0%
Single-aspect
north-facing
homes

- Dual aspect
- Single aspect



Typical floor: Outline Permission Illustrative Proposal



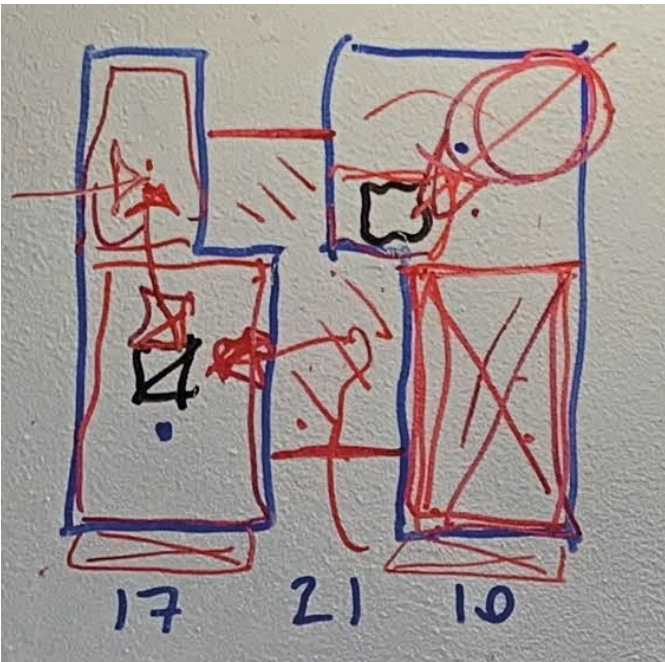
Typical Floor: Proposed

The Proposal

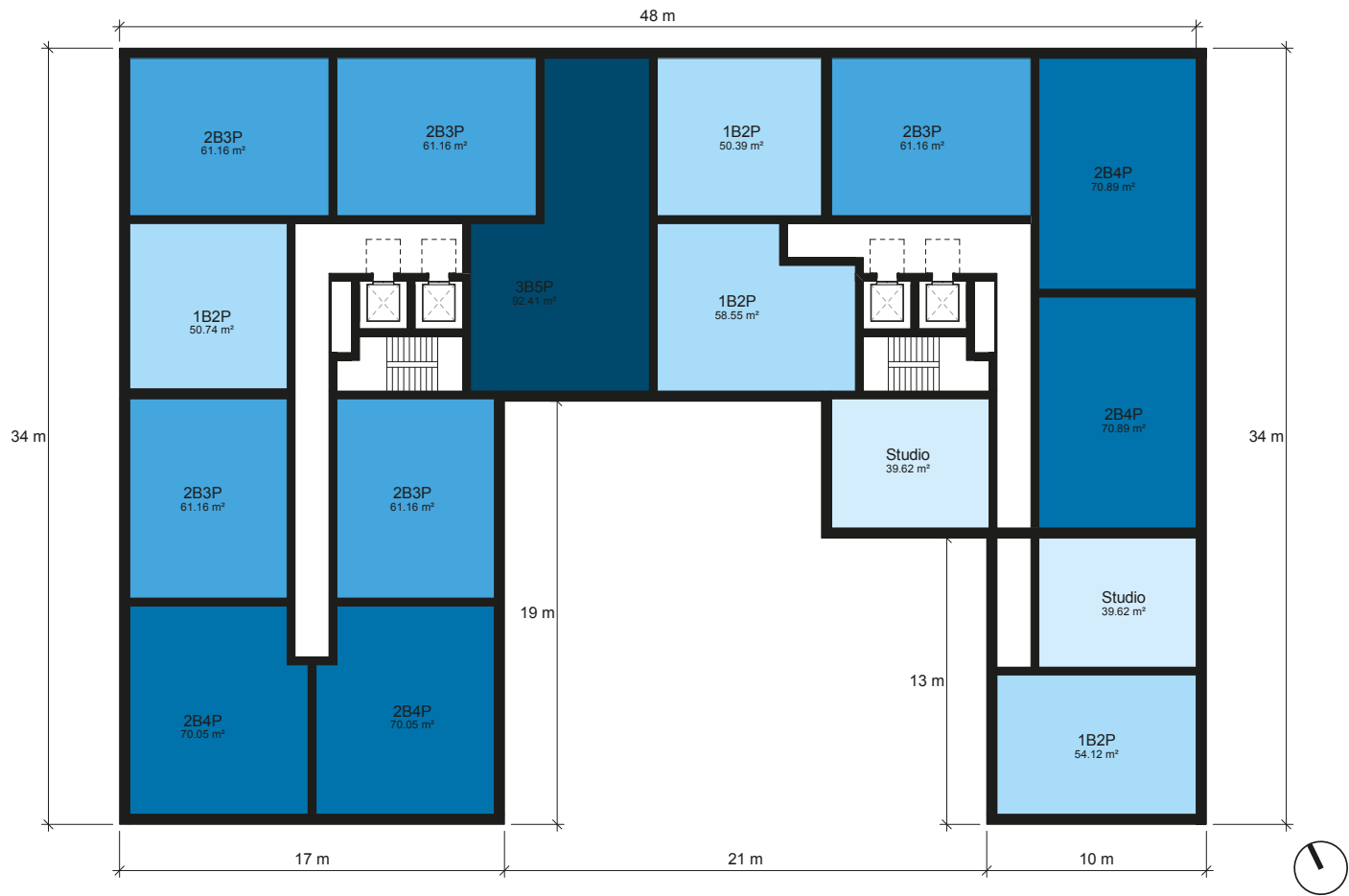
SEPARATION DISTANCES



Early layout sketches



In order to maximise the delivery of homes and create positive frontage to three sides of the site, initial design studies concluded that a C-shaped typical floor layout with a southwest-facing podium garden would be the optimal arrangement. However, due to plot constraints, the maximum building width was 48m. Working with Hillingdon's standard 21m separation distance the design team tested several layout options, but these resulted in building widths that were too narrow to provide efficient flat layouts.



The Proposal

SEPARATION DISTANCES

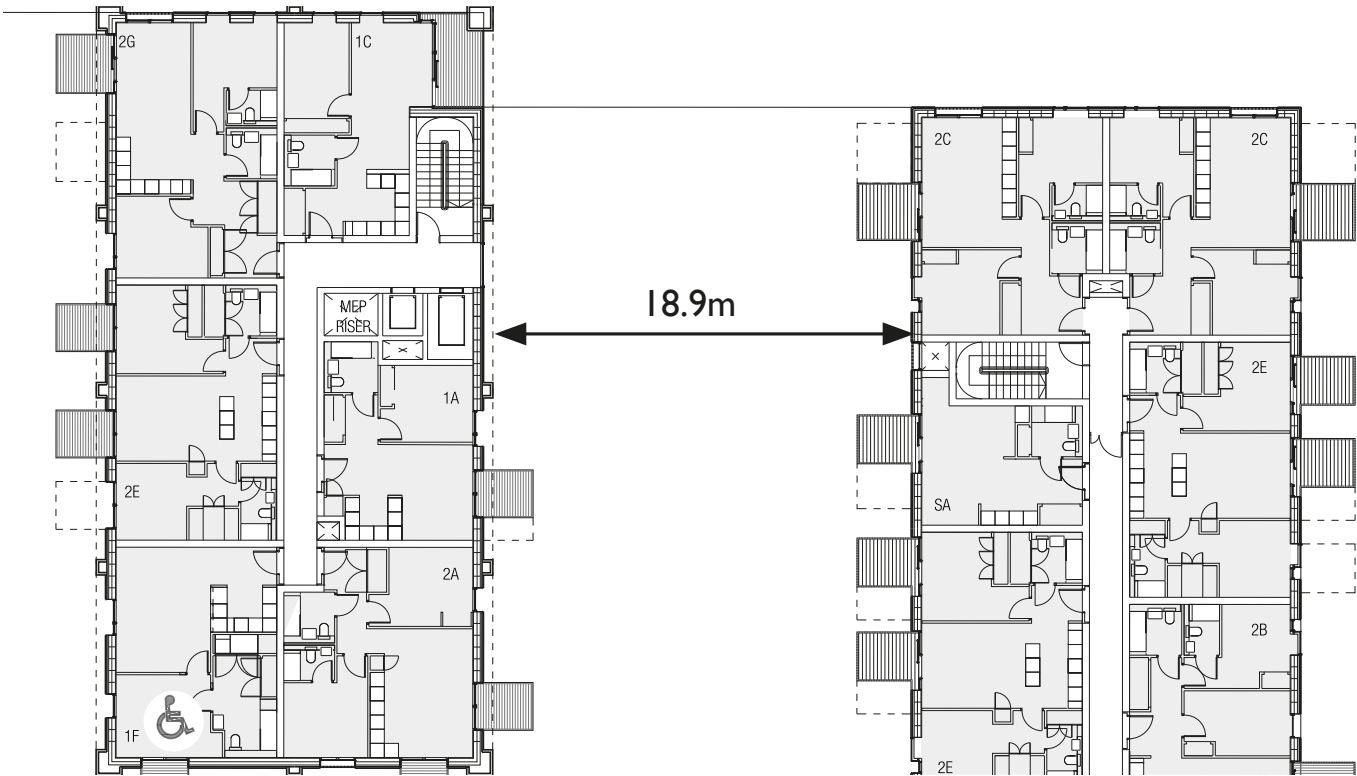
Following the early studies, an option was investigated with a reduced separation distance of 19m. This is regularly seen on similar types of developments elsewhere in London and was also approved on the Assembly Buildings in part of The Old Vinyl Factory.

By reducing the separation distance to 19m, a layout was generated with 14.5m deep buildings on either side of a central courtyard. This building depth allowed sufficient flexibility to create an efficient residential floorplate.

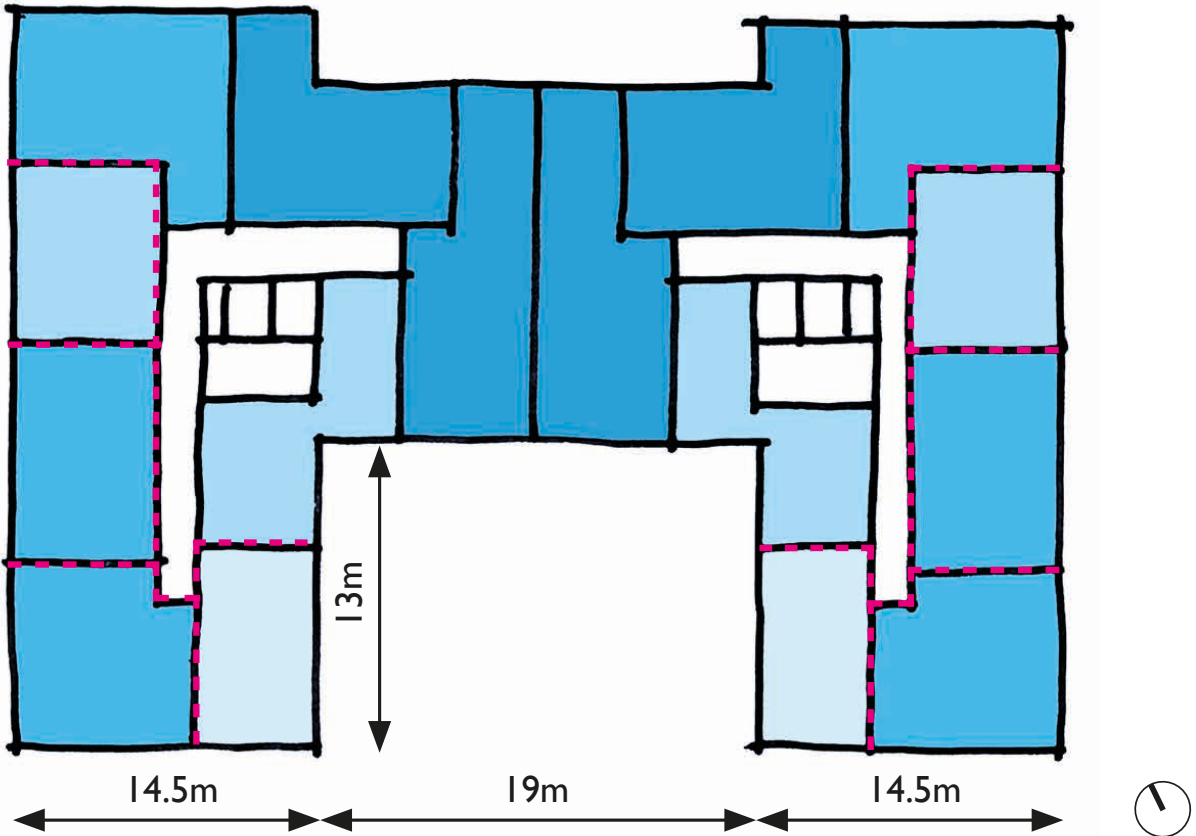
Aware that the resulting courtyard would not comply with Hillingdon's separation standards, the design team developed a series of features to mitigate the impact of the reduced distance.

Courtyard Depth

The emerging design consisted of two 'wing' elements with a linking building connecting them along the northern edge of the site. A decision was made to move the linking building southwards. In doing so, the depth of the courtyard was reduced to 13m. The resulting courtyard proportions avoid feelings of excessive enclosure, allow light to penetrate to the full depth and enable long views from all of the homes.



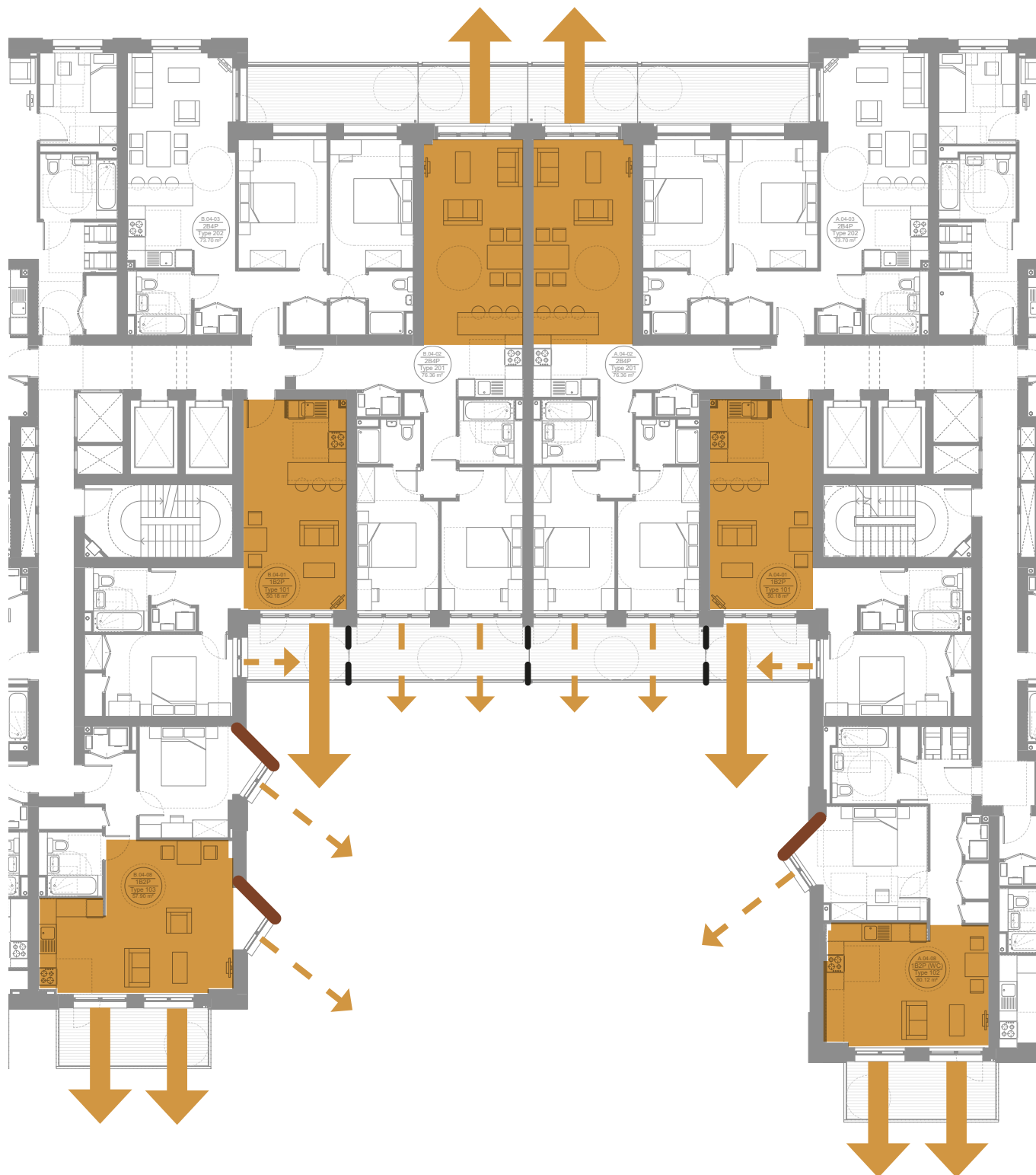
Separation distances on the approved Assembly Buildings



Proposed building footprint

The Proposal

SEPARATION DISTANCES



Dual Aspect Homes

The layout was developed to ensure that all homes facing onto the courtyard would be dual-aspect. This ensures all homes benefit from views in more than one direction, reducing the impact of the direct-facing condition.

Location of Living Rooms

Living rooms are typically the rooms that people spend most of their time in. Therefore to avoid privacy concerns that might arise from a reduced separation distance, living rooms are deliberately located in outward facing positions.

-  Living Rooms
-  Primary Aspect
-  Secondary Aspect
-  Privacy Screens
-  Angled bays

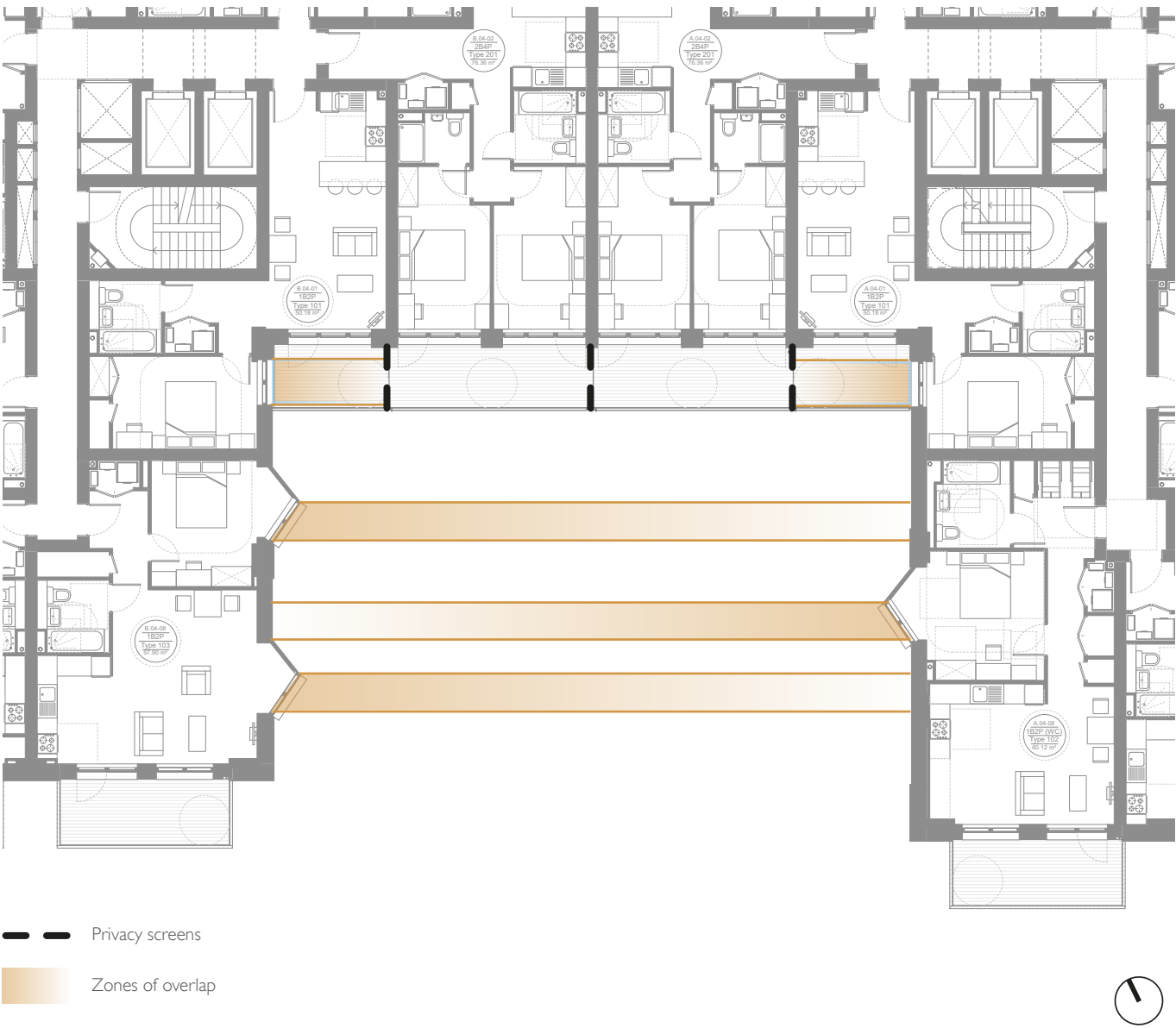


The Proposal

SEPARATION DISTANCES

Offset Windows

To further mitigate the direct-facing condition, windows facing the courtyard have been offset. This has two benefits. Firstly, it avoids windows directly facing each other. Secondly, it increases the distance between windows.



The Proposal

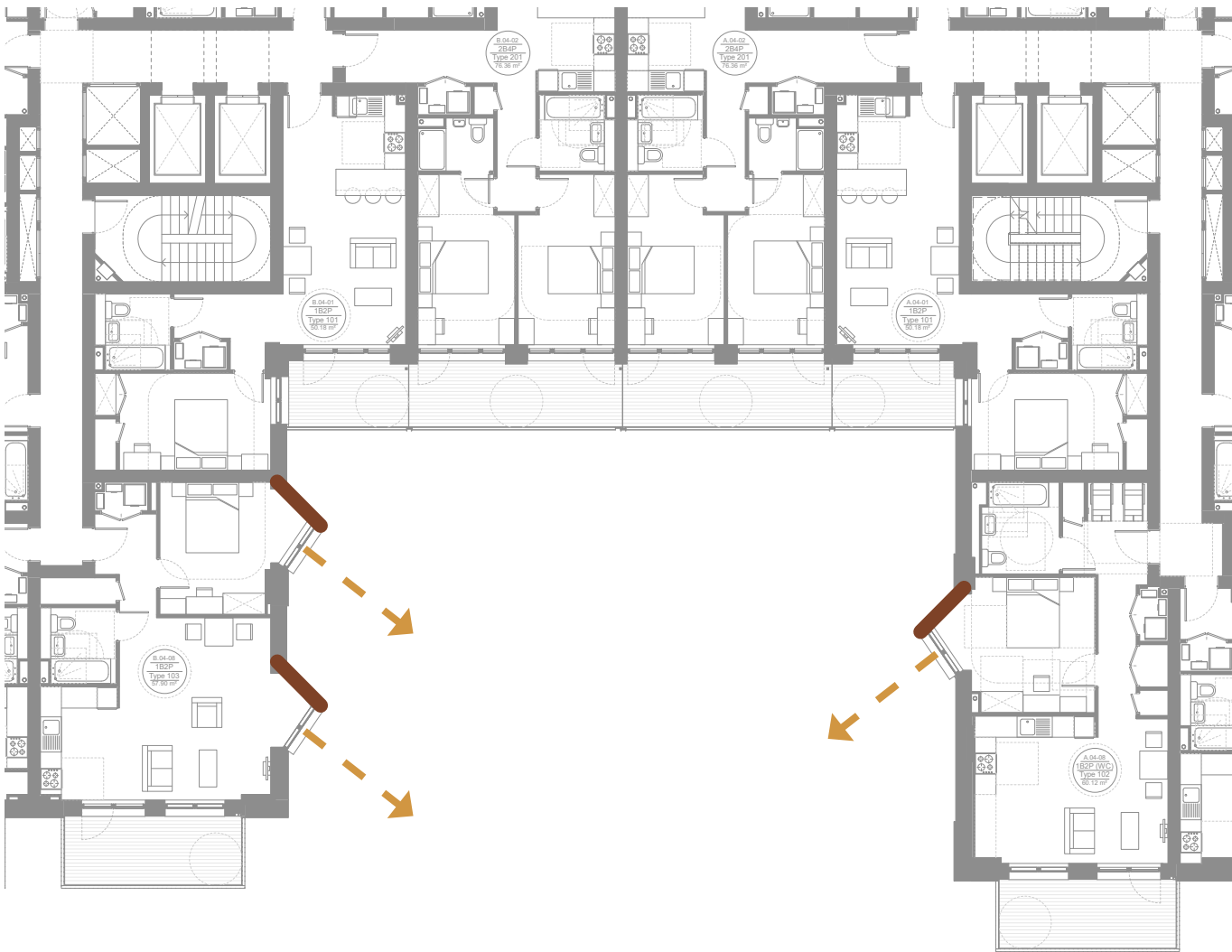
SEPARATION DISTANCES

Angled Window Bays

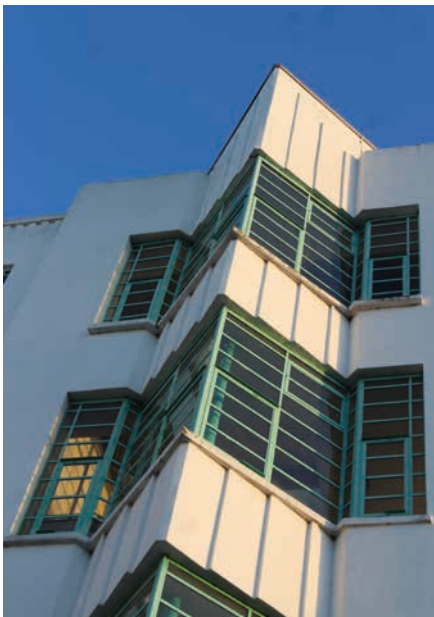
A feature window bay has been developed for the windows facing into the courtyard. This window bay directs views towards the south and away from neighbouring windows or balconies.

The triangular form is inspired by features on the Art Deco Hoover Building in Ealing. Opened in 1933, the building was designed by Wallis, Gilbert and Partners, the architects responsible for the original buildings at The Old Vinyl Factory.

Solid panel



The Hoover Building, Ealing



The bay feature directs views away from adjacent windows and balconies

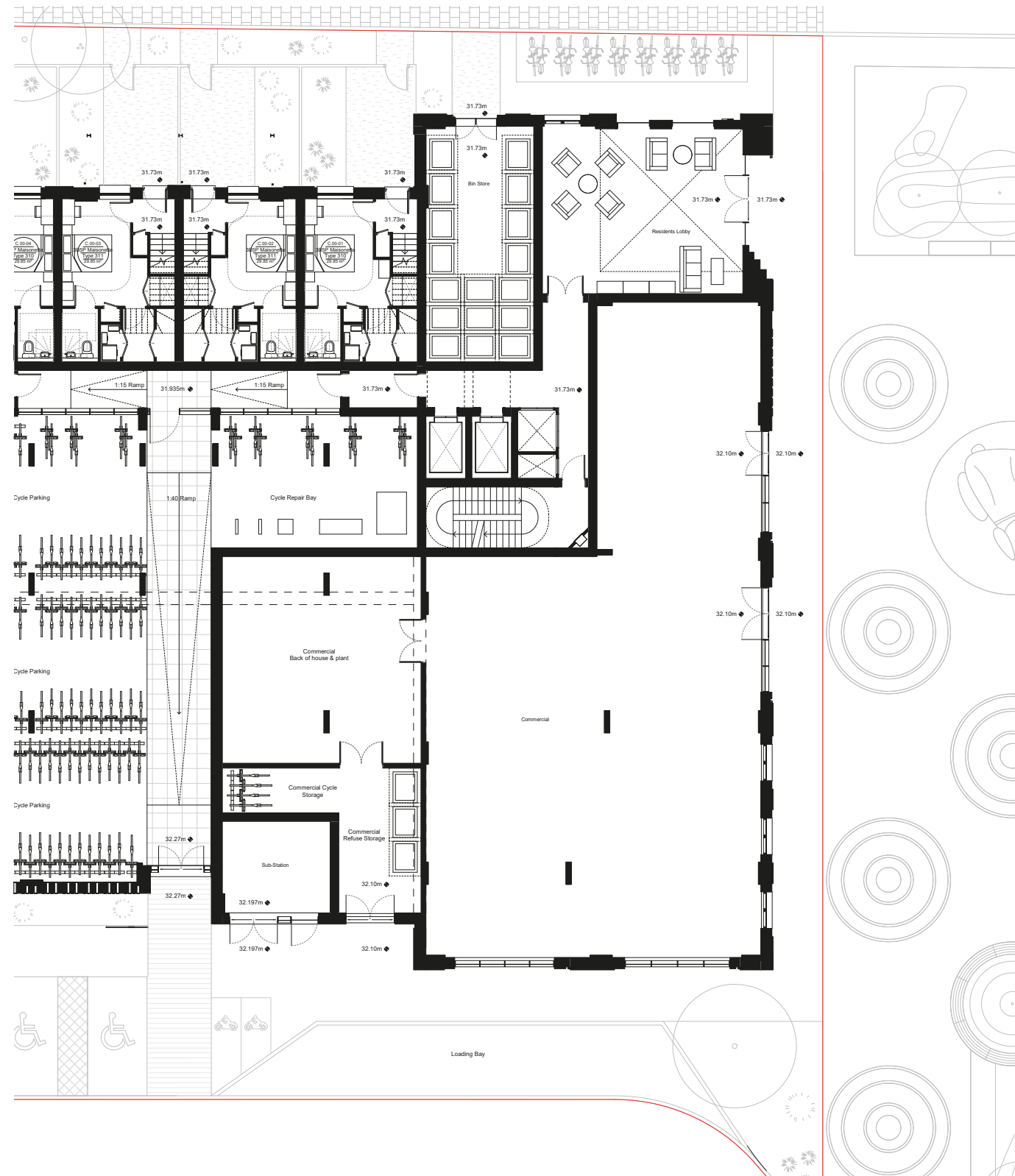


The Proposal

COMMERCIAL USES

A 395m² GIA commercial unit is incorporated into the development at ground floor, with access off Vinyl Square. This will help to animate the new public space, with opportunities for outdoor seating and natural surveillance. The ground floor has an increased floor-to-ceiling height of 3,3m, creating a generous commercial volume for a variety of potential uses,

Servicing will be from the south, with easy access to the repositioned layby. The commercial unit has dedicated cycle and refuse stores again accessed from the south.



The Proposal

COMMERCIAL USES



The commercial unit has been designed as a flexible space to accommodate a variety of potential uses (flexible A1/A2/A3/A5/B1 Use Class). It will complement the emerging commercial offer within the wider Old Vinyl Factory masterplan and is in keeping with the approved masterplan.

An example of ground floor mixed uses providing facilities for residents above and the wider community.



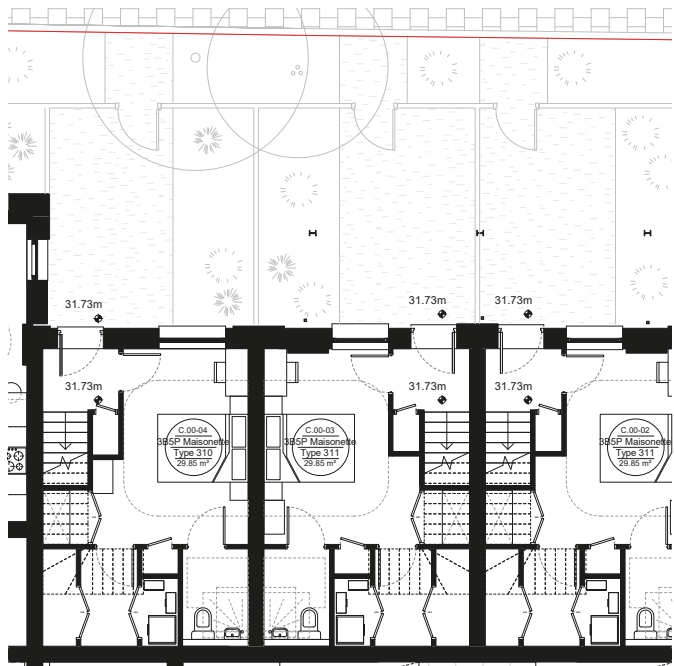
Proposed commercial frontage facing Vinyl Square

The Proposal

MAISONNETTES

I Vinyl Square includes 9 no. 3B5P maisonettes at ground floor. Front gardens and a landscape strip provide defensible space and separation from the adjacent roads. These have a number of positive benefits for the development.

- They provide front doors on the street, generating activity and natural surveillance.
- In doing so, they introduce a more human-scale at ground level, where passers-by experience the building.
- They locate family homes at the base of the building



Ground floor



First floor



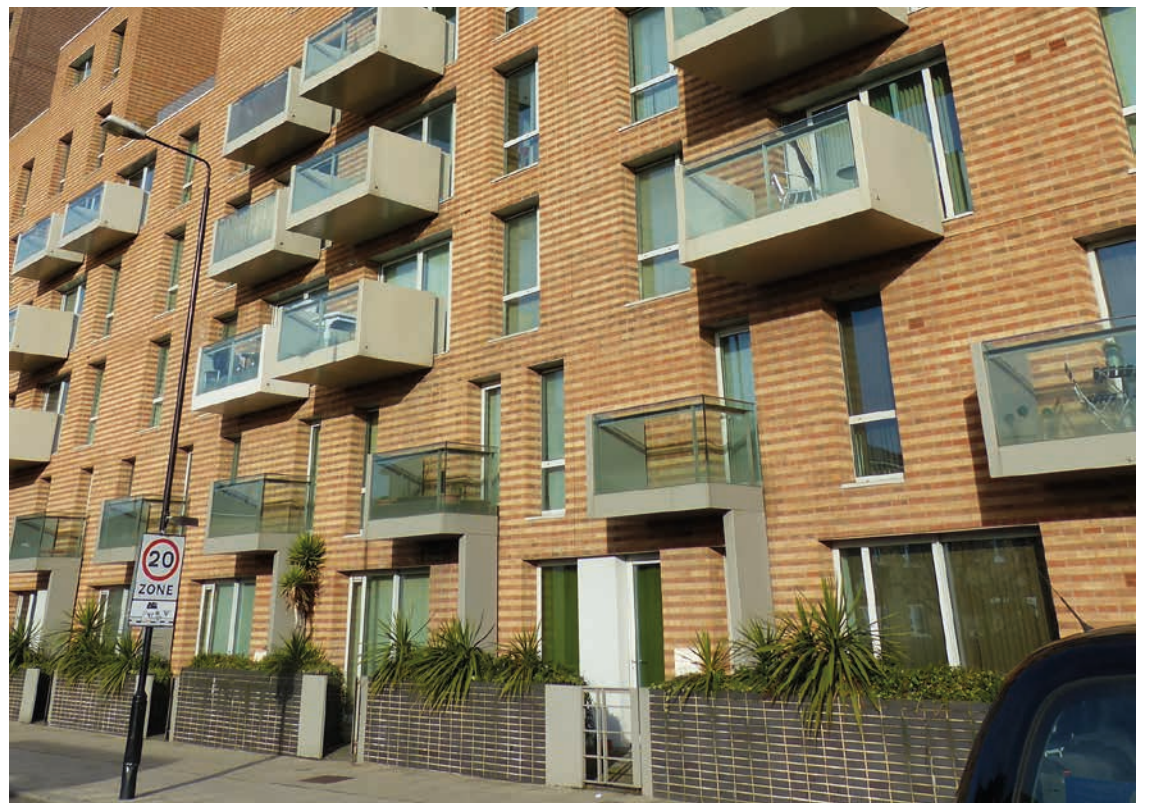
Blyth Road elevation featuring maisonette front doors on the link building.

The Proposal

MAISONNETTES



Examples of maisonettes at ground floor; providing front doors on the street

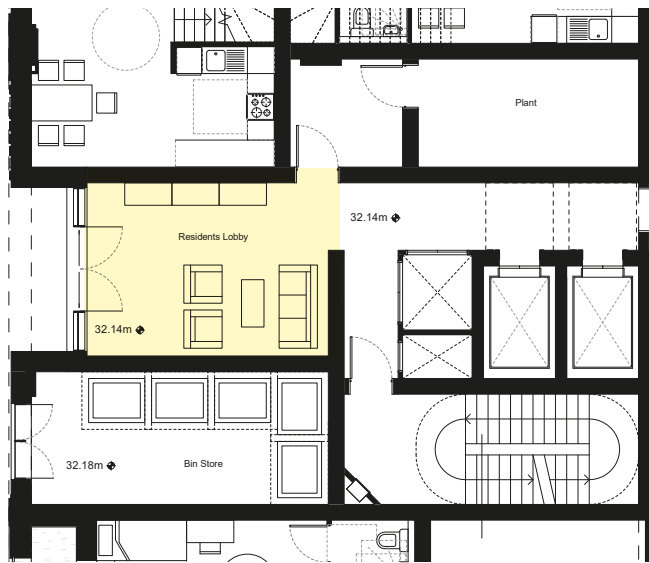


The Proposal

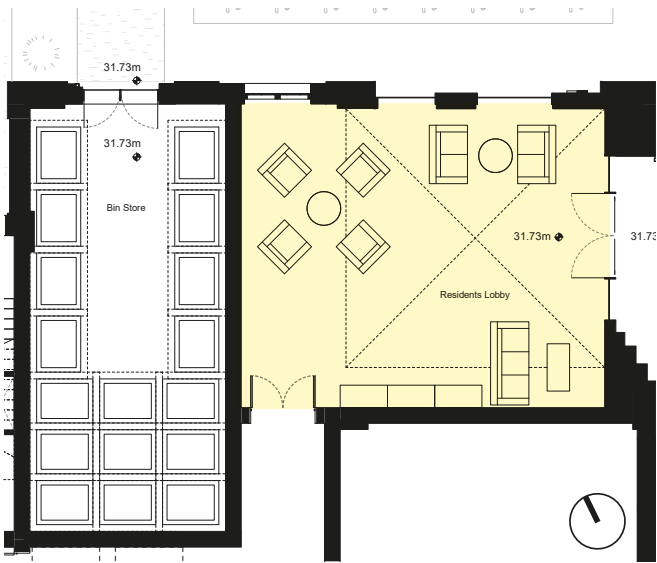
RESIDENTS' LOBBIES

The development has two main residential entrances, one on the western side of the building and one on the eastern side, fronting Vinyl Square.

Both entrances are provided with large lobby spaces which will include informal seating spaces where residents can meet and get to know their neighbours.



Western entrance



Eastern entrance



Entrance to the Residents' lounge, facing Vinyl Square

The Proposal

RESIDENTS' LOBBIES

Examples of residential lobbies incorporating informal seating areas.



Residential lobbies will include space for letterboxes