DETAILING THE PLACE

05

5.1 TREE AND SOFT LANDSCAPE PALETTE

The proposed landscaping has maximised tree planting opportunities, divided into the following categories:

- Meander Green Space
- Clearing Piazza
- Water Gardens
- Building Frontages
- Internal Streets
- Podium Specimens & Multi-stems
- Syon Lane & Grant Way
- Existing Trees to be Retained

Key Design Principles

- Target rooting volume (cubic metres) for trees shall be calculated multiplying the canopy area of the mature tree by a factor of 0.6. The shape of the calculated area can be configured to suit the location.
- The planting hole for semi-mature trees above 35cm girth shall be 1.5 x the rootball diameter x 1000mm deep.
- Soil cells systems shall be specified for tree pits in hard paved areas.
- Root barriers 1 metre deep shall be used where pits are close to services and 0.5m deep to trees in hard paved areas to act as root directors.
- All multi-stems, feathered and semi-mature trees shall be underground guyed.
- Street trees shall be a minimum of 30-35cm girth.
- Fastigiate forms of trees shall be specified along streets and close to buildings.
- Lighting columns are to be a minimum of 5m away from tree locations.
- A minimum of 300 new trees will be planted, with ambition for more.

Illustrative Tree Strategy Plan

5.1 TREE AND SOFT LANDSCAPE PALETTE

Meander Green Space

Acer negundo (multi-stem)	4.5-5.0m
Betula nigra (multi-stem)	6.0-7.0m
Betula pendula	50-60cm girth
Cornus mas (multi-stem)	3.0-3.5m
Corylus avellana (multi-stem)	3.0-3.5m
Euonymus alatus (multi-stem)	2.0-2.5m
Malus toringo (multi-stem umbrella)	3.0-3.5m

Clearing Piazza

Amelanchier lamarkii (multi-stem umbrella)	3.5-4.0m
Betula jacquemontii (multi-stem)	6.0-7.0m
Ginkgo biloba	50-60cm girth
Malus baccata 'Street Parade' (roof trained)	25-30cm girth
Metasequoia glyptostroboides	60-70cm girth
Platanus acerifolia (pollarded)	50-60cm girth

Water Gardens

Alnus glutinosa	30-35cm girth
Alnus glutinosa (multi-stem)	6.0-7.0m
Betula pubescens (multi-stem)	6.0-7.0m
Cornus mas (multi-stem)	3.5-4.0m
Populus tremula (multi-stem)	5.0-6.0m
Salix caprea (multi-stem)	3.5-4.0m
Salix babylonica 'Tortuosa'	30-35cm girth
Betula nigra (multi-stem)	5.0-6.0m

Internal Streets

Carpinus betulus 'Frans Fontaine'	30-35cm girth
Acer freemanii 'Autumn Blaze' (main avenue)	35-40cm girth

Building Frontages

Amelanchier lamarkii (multi-stem umbrella)	3.5-4.0m
Crataegus prunifolia (multi-stem umbrella)	3.5-4.0m
Euonymus alatus 'Compactus' (multi-stem)	1.0-1.25m
Magnolia 'Susan' (multi-stem)	3.0-3.5m
Magnolia stellata (bush)	1.75-2.0m
Malus 'Evereste' (multi-stem umbrella)	3.5-4.0m
Parrotia persica (multi-stem)	3.5-4.0m
Photinia x fraseri 'Red Robin' (multi-branched umbrella)	2.5-3.0m
Viburnum rhytidophyllum (multi-stem)	1.75-2.0m

Podium Specimens & Multi-stems

Amelanchier lamarkii (multi-stem umbrella)	3.0-3.5m
Crataegus prunifolia (multi-stem umbrella)	3.0-3.5m
Magnolia 'Susan' (multi-stem)	2.5-3.0m
Magnolia stellata (bush)	1.75-2.0m
Osmanthus burkwoodii (clipped form with round crown)	1.5-1.75m
Parrotia persica (multi-stem)	3.0-3.5m
Photinia x fraseri 'Red Robin' (multi-branched umbrella)	2.75-3.0m
Prunus lusitanica (3/4 standard)	14-16cm girth

Syon Lane & Grant Way

Betula pendula	50-60cm girth
Carpinus betulus 'Fastigiata' (entrance to Piazza)	50-60cm girth
Corylus avellana (multi-stem)	3.0-3.5m
Euonymus alatus (multi-stem)	2.0-2.5m
Malus 'Evereste' (multi-stem umbrella)	4.5-5.0m
Prunus avium 'Plena'	30-35cm girth
Tilia cordata 'Green Spire'	40-45cm girth
Tilia cordata 'Rancho'	30-35cm girth

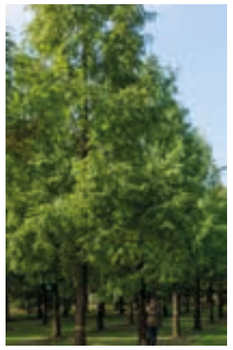
5.1 TREE & SOFT LANDSCAPE PALETTE

Clearing Piazza Tree Images


Betula jacquemontii, multi-stem


Ginkgo biloba


Malus baccata 'Street Parade', roof trained


Metasequoisa glyptostroboides


Platanus acerifolia, pollarded


Sorbus torminalis

Meander Green Space Tree Images


Acer negundo, multi-stem


Betula nigra


Cornus mas, multi-stem

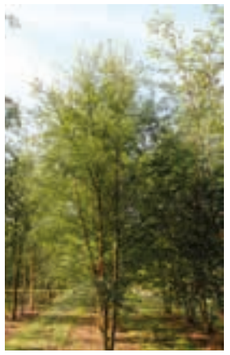

Euonymus alatus


Malus toringo, multi-stem

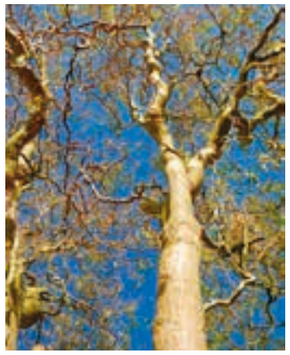
Water Gardens Tree Images


Alnus glutinosa, multi-stem


Alnus glutinosa


Betula pubescens multi-stem


Populus tremula multi-stem


Salix babylonica 'Tortuosa'

Clearing Piazza Tree Location Plan

Meander Green Space Tree Location Plan

Water Gardens Tree Location Plan

5.1 TREE & SOFT LANDSCAPE PALETTE

Syon Lane & Grant Way Tree Images


Betula pendula


Carpinus betulus 'Fastigiata'


Corylus avellana, multi-stem


Malus 'Evereste', multi-stem umbrella


Prunus avium 'Plena'


Tilia cordata 'Green Spire'


Tilia cordata 'Rancho'

Syon Lane & Grant Way Tree Location Plan

Building Frontages Tree Images


Amelanchier lamarckii (multi-stem Umbrella)


Crataegus prunifolia


Magnolia 'Susan'


Malus 'Evereste', multi-stem umbrella


Viburnum rhytidophyllum

Internal Streets Tree Images


Acer freemanii 'Autumn Blaze'


Carpinus betulus 'Frans Fontaine'

Building Frontage and Internal Streets Tree Location Plan

Podium Specimens & Multi-stems Tree Images


Amelanchier lamarkii, multi-stem umbrella


Magnolia 'Susan', multi-stem


Magnolia stellata, multi-stem


Osmanthus burkwoodii, multi-stem


Parrotia persica, multi-stem

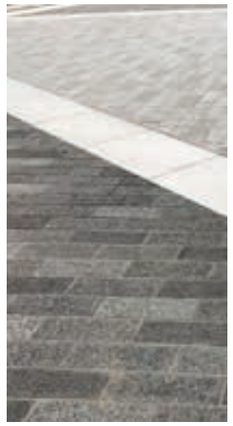
Podium Specimens & Multi-stems Tree Location Plan

5.2 HARD SURFACE MATERIAL PALETTE

A high-level hard surface material palette is outlined in the illustrative table below. This establishes indicative finishes for the various street typologies and The Clearing. The aim is to use variation in materials to clearly express the hierarchy of these spaces and aid navigation.

	The Boulevard	The Lanes	Syon Lane (southern boundary)	Grant Way (eastern boundary)	Macfarlane Lane (western boundary)	The Clearing (public square)
Carriageway	Tarmac	Coloured Tarmac	Tarmac	Tarmac	Tarmac	N/A
Footway	Sandstone flag random course	Sandstone flag random course	N/A	ASP flag to LBH Highways Specification	ASP flag to LBH Highways Specification	Sandstone flag random course
Cycleway	N/A	N/A	Coloured tarmac cycleway to LBH Highways Specification	N/A	N/A	N/A
Crossing/nodal/ turning heads	Granolithic sett paving	Granolithic sett paving	Granolithic sett paving	N/A	N/A	N/A
Parking zone	Granolithic sett paving	Granolithic sett paving	N/A	N/A	N/A	N/A
Kerb	Granite kerb - Silver grey colour	Granite kerb - Silver grey colour	Granite kerb - Silver grey colour	Granite kerb - Silver grey colour	Granite kerb - Silver grey colour	Granite kerb - Silver grey colour

Hard Landscape Materials


Granolithic sett paving

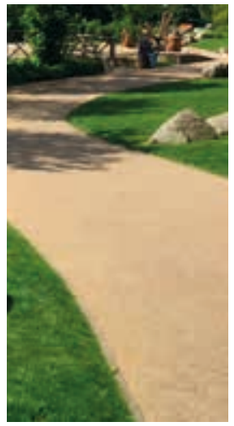

Coloured tarmac cycleway


Granite kerb - Silver grey colour


ASP flag to LBD Highways Specification


Sandstone flag random course

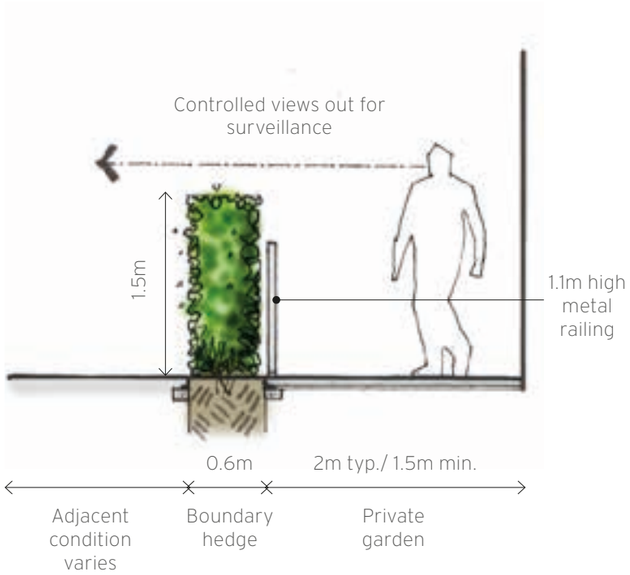

The Meander - Resin bound paving - buff colour and Timber effect composite decking over swales



Key Design Principles:

- Material selection should consider material supply, durability, longevity and ease of replacement
- Where appropriate adaptable materials should be used
- Material colour should be neutral to complement the architecture and landscaping

5.3 PRIVATE TERRACES AND BOUNDARY TREATMENTS




Railing and evergreen hedge treatment to private terrace

PRIVATE TERRACES

Private terraces should be designed with appropriate boundary treatments to provide a well-defined, secure space and uniform landscape treatment. Boundary treatments should include railings to the perimeter and a hedge treatment, which should be within the public realm to ensure appropriate management. The boundary treatment to private terraces varies slightly across the scheme as outlined below:

- The Boulevard and the Lanes: Railing and evergreen hedge treatment
- The Meander: Railing and native hedge treatment, with additional buffer planting adjacent to the hedging along the primary footway
- Syon Lane and MacFarlane Lane: Railing and native, evergreen hedge treatment with additional buffer planting adjacent to the hedging
- Podium Gardens: Railing and native, evergreen hedge treatment with additional buffer planting adjacent to the hedging
- Water Gardens: Timber decked terraces with timber latticed balustrade


Metal boundary railing


Native evergreen hedge


Hedge treatment and additional buffer landscaping to provide separation to the amenity space


Timber lattice balustrade to decked terraces

Key Design Principles:

- Private terraces to include railing and hedge treatment. Hedging to be on the outside within the public realm to ensure appropriate management
- Private terrace: 2m deep where space permits/ 1.5m deep (min)
- Metal boundary railings: 1.1m high (behind hedge)
- Curtilage hedge planting: 1.5m high with minimum depth of 0.6m
- Buffer planting: minimum depth 1m where viable.

5.4 SITE FURNITURE

The site furniture palette for Osterley Place should be attractive yet functional, considering the issues of accessibility, durability and future maintenance. The images below give an indication of styles of site furniture that might be appropriate for different parts of the site.

The Meander and the Water Gardens could include timber slatted benches with cast iron legs, timber lattice balustrades to decked areas where necessary, and dual use bins as specified in the Hounslow Borough Council Street Scene Design Guidance.

The Clearing public square could include bespoke elements of seating, possibly including more sculptural pieces, to reflect the more active, dynamic character of the space.

Key Design Principles:

- Site furniture within the public realm should conform to Hounslow Borough Council Street Scene Design Guidance.
- Site furniture selection should consider material supply, durability, longevity and ease of replacement.
- Material colour should be neutral to complement the architecture and landscaping.

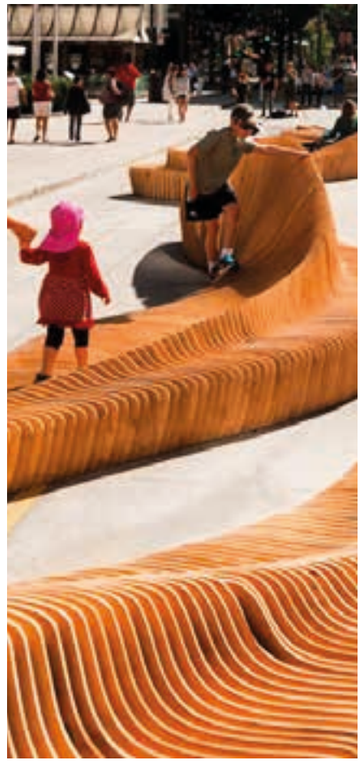
The Meander and Water Gardens

Timber lattice balustrade

Stainless steel bin

Bench with hardwood timber slats and cast iron legs with silvery finish

The Clearing



Sculptural seating

Amphitheater seating

Seating integrated with planters

5.5 EXTERNAL LIGHTING

The landscape lighting strategy for Osterley Place will include functional lighting for the illumination of all streets, access routes, building entrances and principal spaces. The lighting will be sufficient to ensure the safe navigation of access routes but should avoid over lighting the landscape. Additional feature lighting will be included to enhance and accent key features within the landscape. Lighting proposals will be appropriate to the character and envisaged use of the spaces within the landscape and provide a hierarchy of illumination across the masterplan.

Street lights to greenspace cycle routes

Uplighter to trees

Streetscape (Primary Lighting Location)
Appropriate column mounted street lighting conforming to London Borough of Hounslow standards will be provided to existing road frontages adjacent to the site. The internal streets will also predominately be lit with column mounted street lights. A change in lighting colour temperature and render will be used to emphasise the distinction in hierarchy between the Boulevard and the Lanes.

The Clearing (Primary Lighting Location)
Column mounted street lights, of a height appropriate to the predominately pedestrian use of the space, will provide a well-lit and inviting space. Key landscape elements, such as water features, will be accented and enhanced through the inclusion of integrated lighting. Up-lighters will be positioned at the base of selected specimen trees and multi-stem umbrellas to illuminate the canopies.

The Meander (Secondary Lighting Location)
Column mounted street lights, of a height appropriate to the predominately pedestrian use of the space, will provide well-lit access routes, carefully balancing safety with an appropriate reduction in lighting levels away from the vehicular access routes. Bollard type lighting, combined with appropriate architectural lighting will be used to identify key building entrances. The canopies of selected specimen trees and multi-stem umbrella trees will be illuminated with uplighters.

Water Gardens (Tertiary Lighting Location)
Lighting will be carefully considered within the Water Gardens to provide sufficient levels of safety but avoid over-lighting and detrimental impacts to wildlife. The principal shared footway/cycleway route will be illuminated with column mounted street lights of an appropriate height. The waterside path and decks will be illuminated with lighting bollards. All light fittings will incorporate anti-glare shields and cowls to avoid excess light spill.

Communal Podium Gardens & Roof Terraces (Tertiary Lighting Location)
Bollard lights will be installed at regular spacing to illuminate the primary paths to the podium gardens, ideally located in the planters to keep the path and amenity space as clear as possible. Occasional up-lighters will highlight selected multi-stem umbrella trees providing a calm night time aesthetic.

Key Design Principles:

- Lighting in the public realm must be provided in accordance with BS 5489-1:2020 'Design of road lighting. Lighting of roads and public amenity areas. Code of practice'.
- All lighting within the highways should conform with London Borough of Hounslow standards.
- Lighting design should promote the use of sustainable, low energy light sources - i.e LED light sources and active lighting control.
- Lighting element selection should consider material supply, durability, longevity and ease of replacement.
- Lighting elements should include anti-glare shields as appropriate to reduce light pollution and spill.
- Lighting elements must be fit for purpose and conform to the following minimum ingress protection ratings:
  - External column mounted fittings (IP66)
  - External in-ground fittings (IP67)
  - Submerged fittings (IP68)
- Lighting element colours and temperature should be neutral and consistent to complement the architecture and landscaping.
- The location of lighting elements should be coordinated with the soft landscape proposals to avoid clashes with canopies etc.

BUILDING DESIGN

06

6.1 KEY DESIGN & SUSTAINABILITY OBJECTIVES

Variety and Character
The design of buildings should create areas of varied character within the site, but maintain a coherent and legible environment.

Healthy Homes
New homes should provide a comfortable and healthy internal environment, protected from noise and pollution, and offering good levels of natural daylighting and ventilation.

Key Relationships
- Buildings must respond positively to adjacent buildings whether existing or proposed, with particular consideration given to the privacy and amenity of existing residents.
- Key dimensions between buildings and parcels set out in this document and the parameter plans must be adhered to.

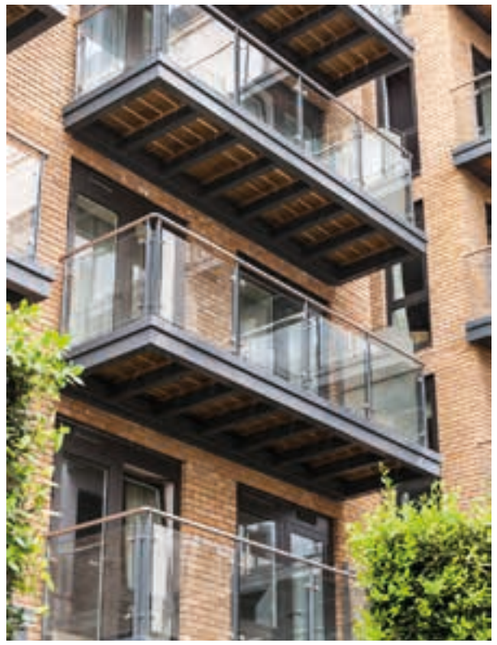
Space Standards
- All homes must meet the minimum internal floorspace figures set out in Appendix B.
- Homes should have a minimum floor to ceiling height of 2.5m in habitable rooms.
- All homes must meet the nationally described space standards for master bedroom width (2.75m) and built in storage (varies by number of bed spaces).
- All homes must provide the minimum private amenity space figures set out in Appendix B.

Accessible Dwellings
- A minimum of 10% of homes should be designed to meet Building Regulation requirement M4(3) – 'Wheelchair User Dwellings', with the remainder designed to meet Building Regulation requirement M4(2) – 'Accessible and Adaptable Dwellings'.

Dual Aspect Dwellings
- A minimum of 50% of homes across the site should be dual aspect.
- Dual aspect homes are defined as those with windows on two or more facades with a minimum angle of 90° between them, which experience the benefits of multiple outlooks and cross-ventilation as a result. Where it is not possible to deliver true dual aspect, other means of delivering enhanced aspect and cross-ventilation should be investigated.
- All larger family homes (3 bedrooms or more) should provide dual aspect.
- Single aspect north facing dwellings should be minimised

Privacy and Amenity
- The minimum separation distance between windows to habitable rooms in facing buildings should be 17m (refer to section 6.3).
- There should be a maximum of 12 homes served by a core on each floor. However, where this number exceeds 8, mitigation measures will be required to enhance the quality of the communal areas.

Considered relationship between adjacent buildings


Private amenity space for each dwelling


Areas of varied character within the site

6.1 KEY DESIGN & SUSTAINABILITY OBJECTIVES

Environmental performance
Proposals should deliver carbon reduction over Part L 2013 from Be Lean, Be Clean, Be Green measures in line with the approved outline energy strategy.

Be Lean: Minimum 10% reduction over Part L 2013 for residential areas, and 15% reduction from non-residential areas from fabric energy efficiency measures alone (this includes U-values for walls, floor, roofs and glazing, mechanical ventilation and low air permeability rates)

Be Clean: Use low emission air source heat pumps with gas back-up boilers to provide space heating and hot water

Be Green: Provision of on-site renewable energy.

Any residual regulated CO2 should be offset through a payment to the local borough to achieve a standard of Zero Carbon.

Non-Residential Space
All non-residential space must achieve a BREEAM Excellent rating.

Energy Strategy
A detailed energy strategy must be submitted with every Reserved Matters application, demonstrating how the proposals meet the agreed targets set out in the outline strategy submitted as part of the Outline Planning Application (or as subsequently amended).

Passive Design
The design of buildings should maximise opportunities for passive energy gains, while including measures to limit overheating from afternoon summer sun.

Thermal Comfort
All proposals must demonstrate that an overheating risk assessment has been carried out and implement measures to ensure the thermal comfort of future occupiers. Proposals should target:

- Glazing ratio of <35%
- Openable windows for purge ventilation
- External shading on exposed facades

Daylight and Sunlight
Proposals must be carefully tested to ensure that acceptable levels of daylight and sunlight are obtained in all dwellings and outdoor spaces. In particular, a minimum of 40% of the area of all podium gardens must receive more than 2 hours of direct sunlight on the 21st of March.

6.2 BUILT FORM PRINCIPLES

BUILT FORM PRINCIPLES

This section sets out key principles for the design and detailing of buildings which, together with the following sections of this chapter, aims to guide the development of a rich character across the site within a coherent design framework.

Terminology
The following terminology is used within this chapter to identify the different components of built form.

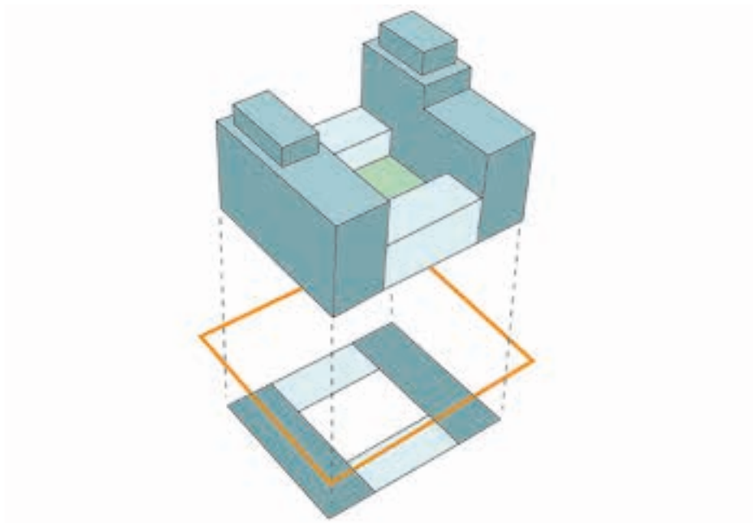
Each development parcel effectively forms an urban block within the masterplan, being surrounded by streets or public space. Each development parcel will contain one or more individual buildings, depending on its size. These buildings will take a variety of forms depending on their function and location within the site, with some identified as Primary elements and others as Secondary elements. These different forms are defined as 'typologies' for which key characteristics are described later in the chapter (refer to section 6.5).

ARTICULATION AND ROOFLINE:

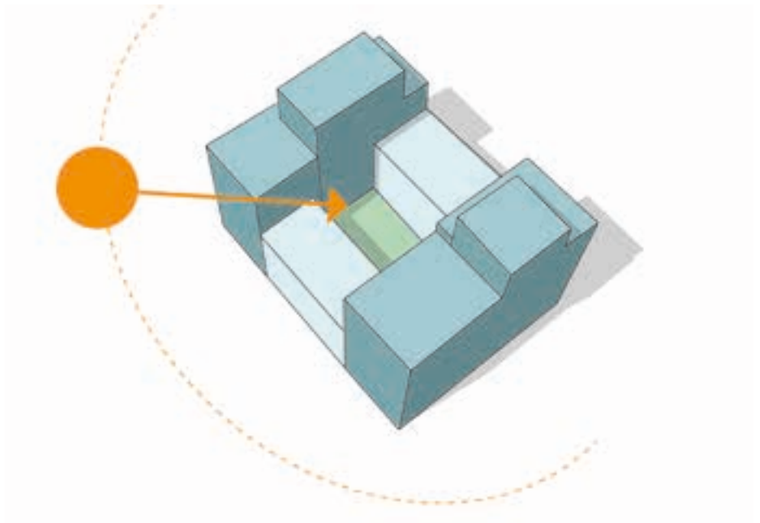
- Development parcels should comprise single primary elements or an aggregation of primary and secondary elements (refer to sections 6.3 and 6.4).
- Longer buildings must be broken down through defined breaks or steps in massing and form. A maximum length of 30m will be acceptable without a break.
- Steps in height within and between buildings should be expressed architecturally through the full height of the building, defining distinct frontages at street level.
- Buildings should have predominantly simple rooflines with a consistent approach across the site.
- Plant and equipment on roofs should be discreetly located and screened, having regard for long range views. It should also be set back from the building edge (or inside face of parapet wall) by a minimum distance of 1.5m to facilitate maintenance and protect views from street level.

ORIENTATION:

- The orientation of individual buildings should be carefully considered to ensure that their massing takes account of daylight/sunlight impacts on adjacent buildings, particularly buildings on the southern edge of parcels with podium gardens behind.
- Setbacks to upper floors should be incorporated where appropriate to maximise the quality of daylight/sunlight to podium gardens and the dwellings surrounding them.
- Roof areas with suitable orientations should be designed to allow the integration of Photovoltaic panels (PVs), either now or in the future.



An aggregation of primary and secondary elements forming a central courtyard.



Lower building on southern side of parcel to optimise access to sunlight within courtyard garden.

6.2 BUILT FORM PRINCIPLES

FOCAL BUILDING (LANDMARK CORNER):

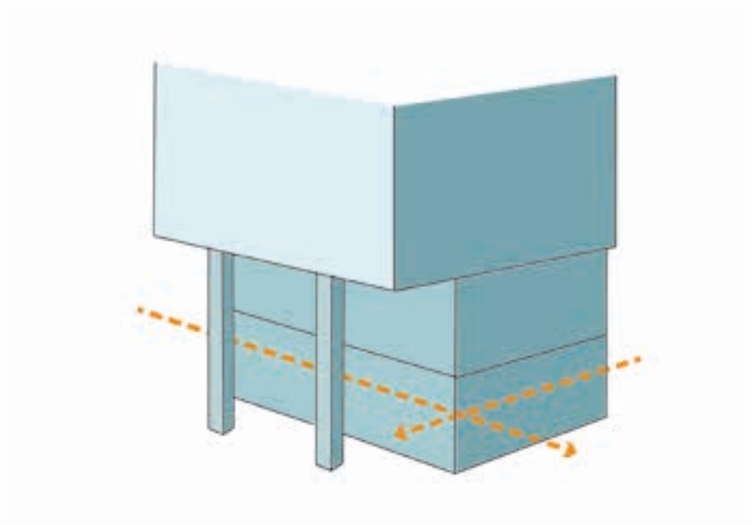
- Key corner buildings should be designed as focal buildings to frame views and emphasise key pedestrian routes through the site to aid wayfinding. Focal buildings should be located where shown on the Framework Masterplan.
- Focal buildings should have a distinct character from those around them, but do not need to be consistent across the development. Distinct character should be expressed through differences in fenestration pattern, detailing and/or the use of special materials.
- Focal buildings should be expressed at ground level through a set-back corner and/or the use of special facing materials to create visual interest and a point of reference.
- Where shown on the Framework Masterplan, the corner should be expressed with a double height colonnade creating additional emphasis to key locations.

KEY GROUPINGS:

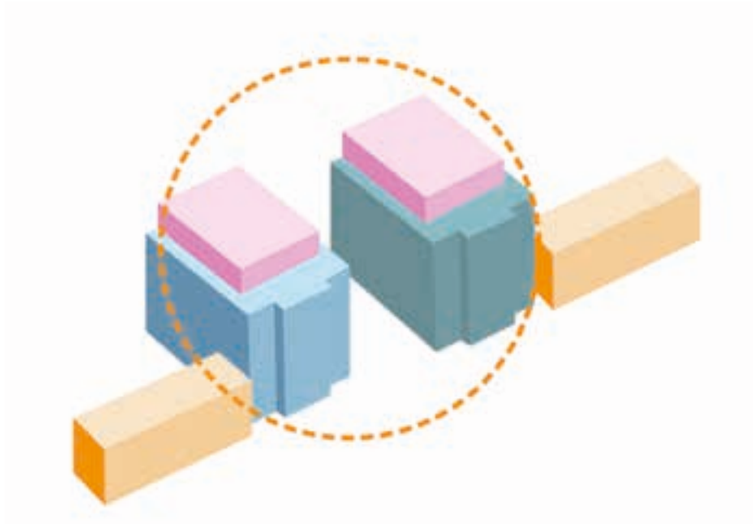
- Buildings forming part of a Key Grouping should be carefully designed to ensure that there is a harmonious relationship between them, reinforcing the character of the space. This may require coordination between designers.
- **Syon Lane Key Grouping:**
  - Architectural form, shoulder height and composition should be consistent to frame the gateway into the site.
  - Main facing materials may be different but must be complementary.
- **The Clearing Key Grouping:**
  - Architectural form and composition should be considered as a whole, but individual expression of each building is expected in response to their role as focal buildings for different vistas.
  - Architectural treatment of colonnades should be very similar to deliver a consistent ground level experience.

ELEVATIONS:

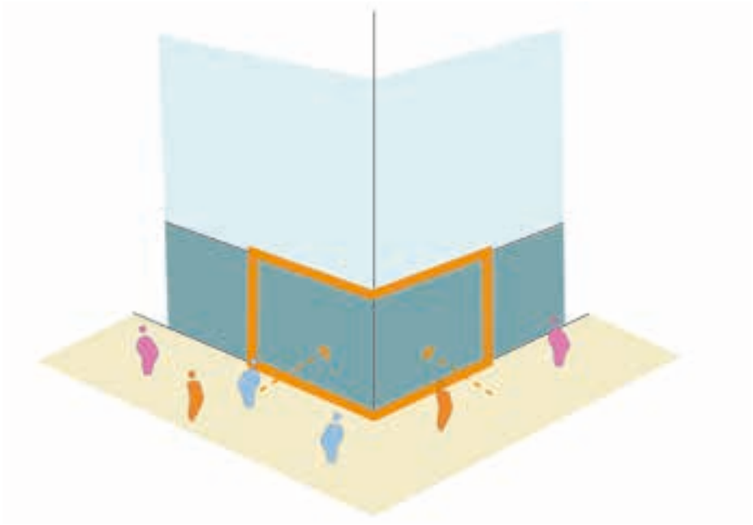
- Buildings must provide good natural surveillance to all public and semi-public spaces, but balance this with appropriate privacy for residents.
- All buildings located on the corner of a parcel must positively address both sides with active frontage at ground floor level.
- There should be a subtle distinction between mixed-uses at ground/first floor levels and residential uses above. This is likely to be reflected in the design and scale of openings or the overall character of the elevation.
- South facing elevations should employ design features to mitigate overheating, but these must be integral to the design.



Focal building expressed at ground level by double height colonnade in key locations to aid wayfinding



Syon Lane Key Grouping: consistent architectural form, shoulder height and composition, different but complementary facing materials



All buildings located on the corner of a parcel must positively address both sides with active frontage at ground floor level.

6.2 BUILT FORM PRINCIPLES

CELEBRATE ENTRANCES:

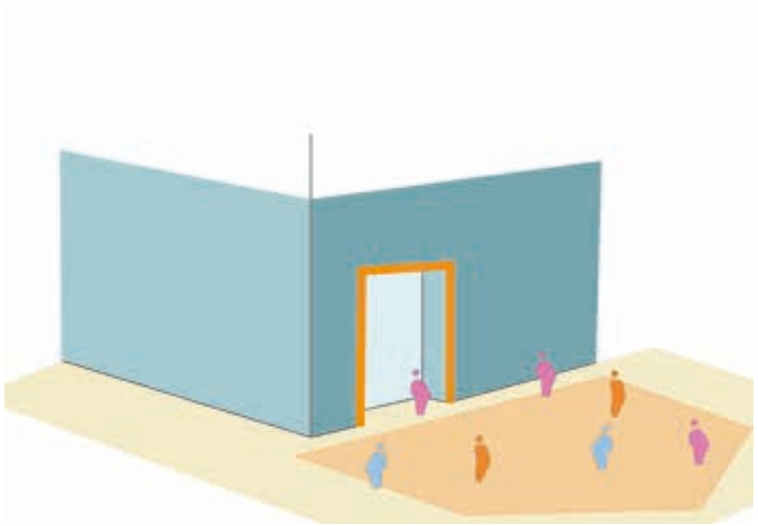
- The main building entrance must be clearly defined and create a sense of arrival.
- The design and scale of the entrance must be proportionate to the scale of the building and the number of people using it.
- Entrances should be visible from the public realm and designed to discourage anti-social behaviour.
- Meaningful shelter from the elements must be provided at every building entrance. The use of recessed entrances is preferable to projecting canopies.
- The design of entrances should carefully integrate signage, lighting, intercoms, and postboxes (if required externally) to ensure a coordinated approach.

BALCONIES:

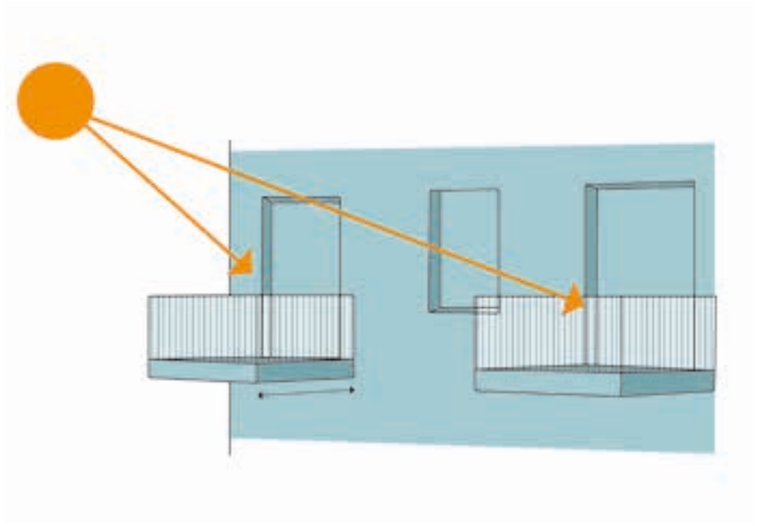
- Balconies must be carefully designed and located to ensure that they achieve a good balance between access to daylight and sufficient privacy for residents, to make them useable. The design of balcony railings and the inclusion of screens/shutters may usefully contribute to this aim.
- To avoid overlooking issues, balconies should not be positioned directly facing each other where the minimum distance between them would be less than 14m. In this situation, balconies should be offset completely from the balcony opposite.
- Balconies must have a minimum depth of 1.5m and provide the minimum area of amenity space set out in Appendix B.
- Balcony soffits should be solid and carefully designed with consideration for views from below.
- Balconies must be positively drained, using a discreet design solution which avoids swan-necks and multiple, visually dominant downpipes.
- Balconies are to be vertically stacked. Staggered arrangements are acceptable in instances to allow to ensure complient levels of light to private amenity spaces.

ANCILLARY USES:

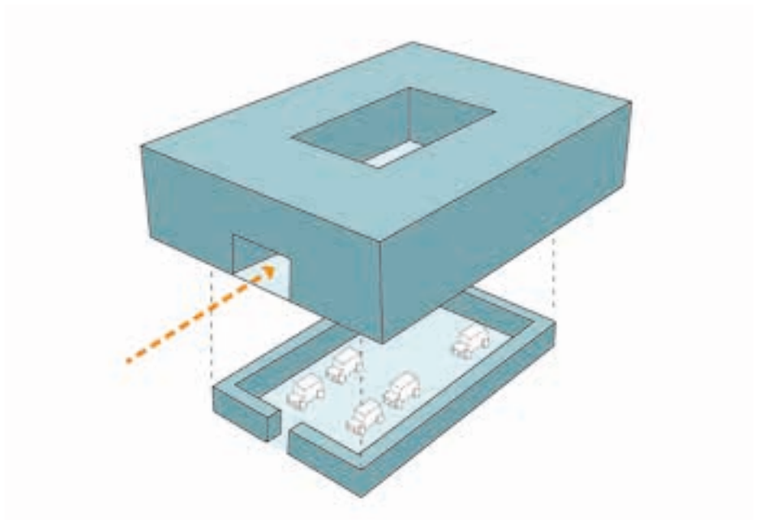
- Entrances to ancillary uses such as car parks, refuse stores, cycle stores and back of house functions should be discreetly located with simple, robust detailing.
- The length of building frontage occupied by ancillary uses must be minimised. Where possible these functions should be accommodated to the rear of buildings or beneath podium decks.
- Where short lengths of blank frontage to ancillary uses are unavoidable, positive design strategies should be taken to enhance their appearance (see section 6.6).



The main building entrance must be clearly defined and create a sense of arrival.



Balconies must be carefully designed and located to achieve good access to daylight and should have a minimum depth of 1.5m.



Where possible ancillary functions should be accommodated to the rear of buildings or beneath podium decks.

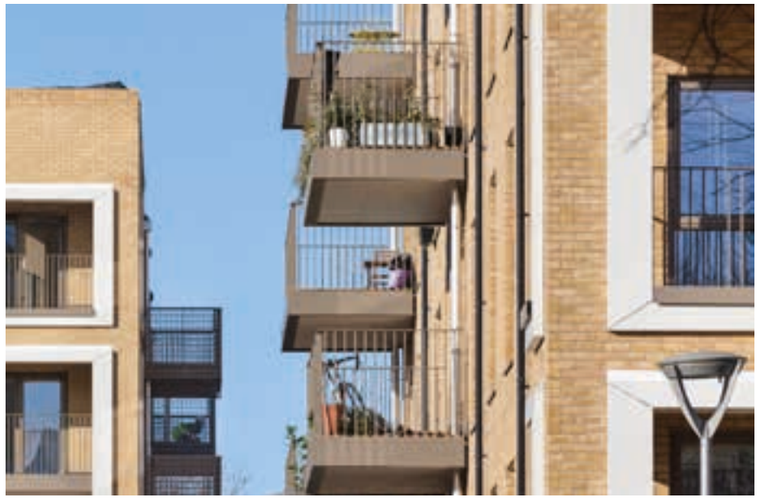
6.2 BUILT FORM PRINCIPLES

SPECIFICATION OF MATERIALS:

- High quality brick and masonry should be the primary facing materials. Other materials may be considered if there is a strong justification.
- The specification of secondary elements such as doors, windows, balconies, cast elements, metalwork, and screens should be viewed as an opportunity to introduce craft and subtle ornament into the design and used to define a clear architectural narrative.
- Specified materials should be durable, weather beautifully and consider long-term maintenance requirements from the outset. These factors are particularly important for areas where users come into direct contact with the building such as building entrances.
- Specified materials should aim to be low environmental impact, with high recycled content, locally available and certified by an environmental/responsible sourcing scheme.

DETAILING:

- The construction of buildings must demonstrate skilful craftsmanship but avoid unnecessarily complicated detailing.
- The positioning of rainwater goods, downpipes and flues should be very carefully considered to minimise visual intrusion, particularly on primary elevations.
- Adequate natural and/or mechanical ventilation must be carefully incorporated into the façade design to avoid unsightly vents, particularly at street level.
- The design of signage should be considered at an early stage so that it is well integrated, and the approach is coordinated across the site. It provides an important opportunity to strengthen the identity of the new neighbourhood and express varying character or uses.



High quality brick and masonry should be the primary facing materials.

The design of signage and lighting should be considered at an early stage.

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

INTRODUCTION

The masterplan framework defines a series of development parcels, labelled A - J, as shown on the adjacent plan.

The following pages identify key design principles for each of these parcels which should be used to inform the design proposals for Reserved Matters applications.
This will ensure that even though parts of the site will be built at different times, there will still be a consistency of approach and overarching design quality across the scheme as a whole.

The Mobility Hub is identified as an pavilion structure, with a programe and function independent from the residentially lead Development Parcels, and as such guidance is provided in an alternate way.

Designers must identify the relevant information relating to the development parcel(s) or building they are working on and follow the design guidance provided.

X Maximum development parcel & identification

Indicative location of Mobility Hub Pavilion

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

USING THE DESIGN PRINCIPLES

The following section provides specific design guidance for each of the development parcels within the masterplan. The following information is provided:

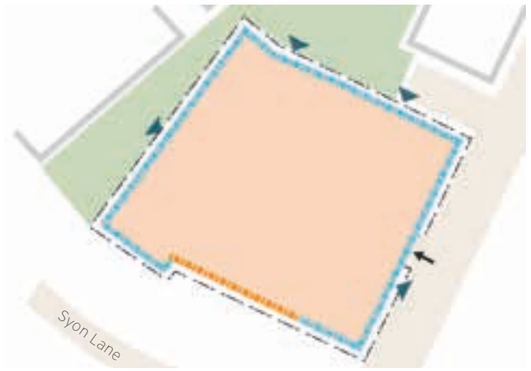
Key Design Principles
Key factors affecting the design of the parcel including any specific guidance related to the parcel's location. Information is also provided about the appropriate building typologies which should be included within the parcel. Further information on this subject is included in section 6.4 - Building Typologies.

Layout Principles plan
Permitted uses, frontage character, indicative points of access and any key urban design characteristics.

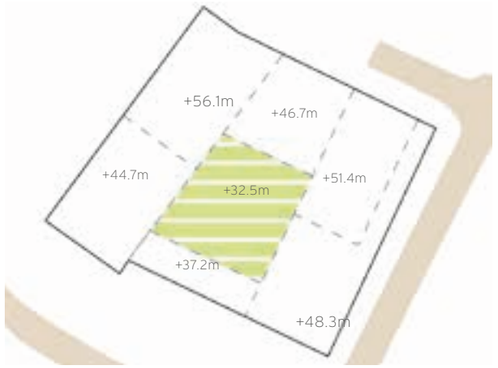
Building Heights
Maximum building height AOD for different buildings within the parcel taken from parameter plan PP-003 - "Maximum Building Heights". Also refer to parameter plan PP-001 - "Proposed Site Levels" to fully understand the context of the permitted heights.

Building Typology
Which of the five building typologies are relevant to the parcel (refer to section 6.4 for detailed description of the Building Typologies).

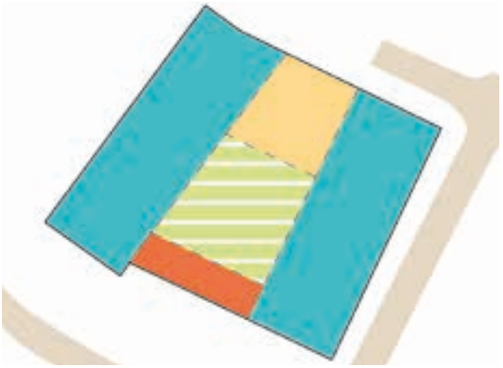
The adjacent diagrams illustrate a suggested design process using development parcel D as an example.



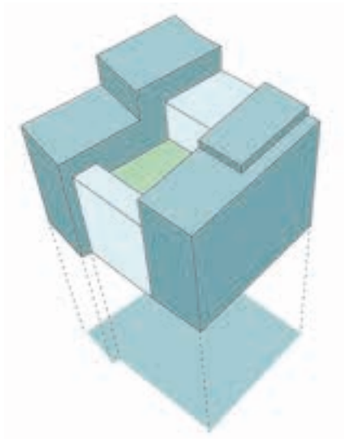
1. Review the parcel specific key design principles and the Layout Principles plan. Identify permitted uses, frontage character and access.



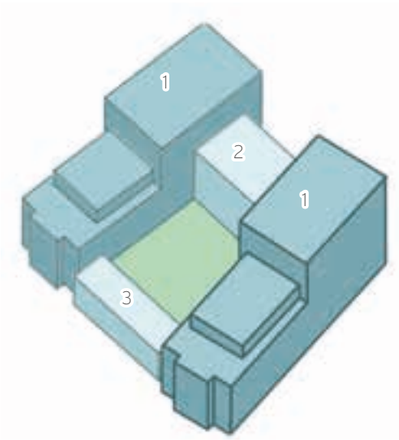
2. Review the Building Heights plan and identify the maximum height parameters for different buildings within the parcel.



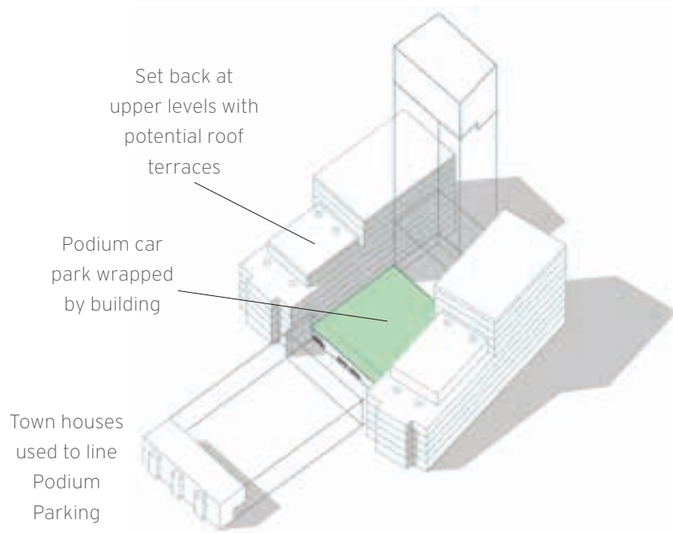
3. Identify relevant primary and secondary building typology elements (also refer to section 6.4).



4. Identify maximum building envelope from Building Heights plan.



5. Refine massing to reflect identified building typologies, parcel specific design/massing guidelines, and built form principles.



6. Incorporate facilities and servicing to finalise the building form.

7. Apply appropriate façade character to primary and secondary building typologies (see section 6.4) and identify appropriate primary facing materials (see section 6.5).

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

KEY RELATIONSHIPS

The adjacent diagram illustrates some of the key relationships and the minimum distances between development parcels.

Dimensions in red indicate mandatory minimum distances to be maintained between adjacent facades (not including projecting balconies) and/or facades and the site boundary. These dimensions may be greater than the minimum distance between parcels shown on the parameter plan which includes some tolerances.

Dimensions shown in blue provide key minimum distances between maximum extents of Development Parcels (including all external projections) and/or boundary conditions.

Designers must comply with the minimum dimensions set out in red. These distances must be adhered to in order to create an appropriate character along The Lanes and The Boulevard, and reduce overlooking between adjacent properties.

(min) xxm — Mandatory minimum distances between adjacent facades

xxm — Key minimum distances between maximum extents of Development Parcels (including all external projections) and/or boundary conditions

KEY RELATIONSHIPS AND MINIMUM DISTANCES BETWEEN DEVELOPMENT PARCELS

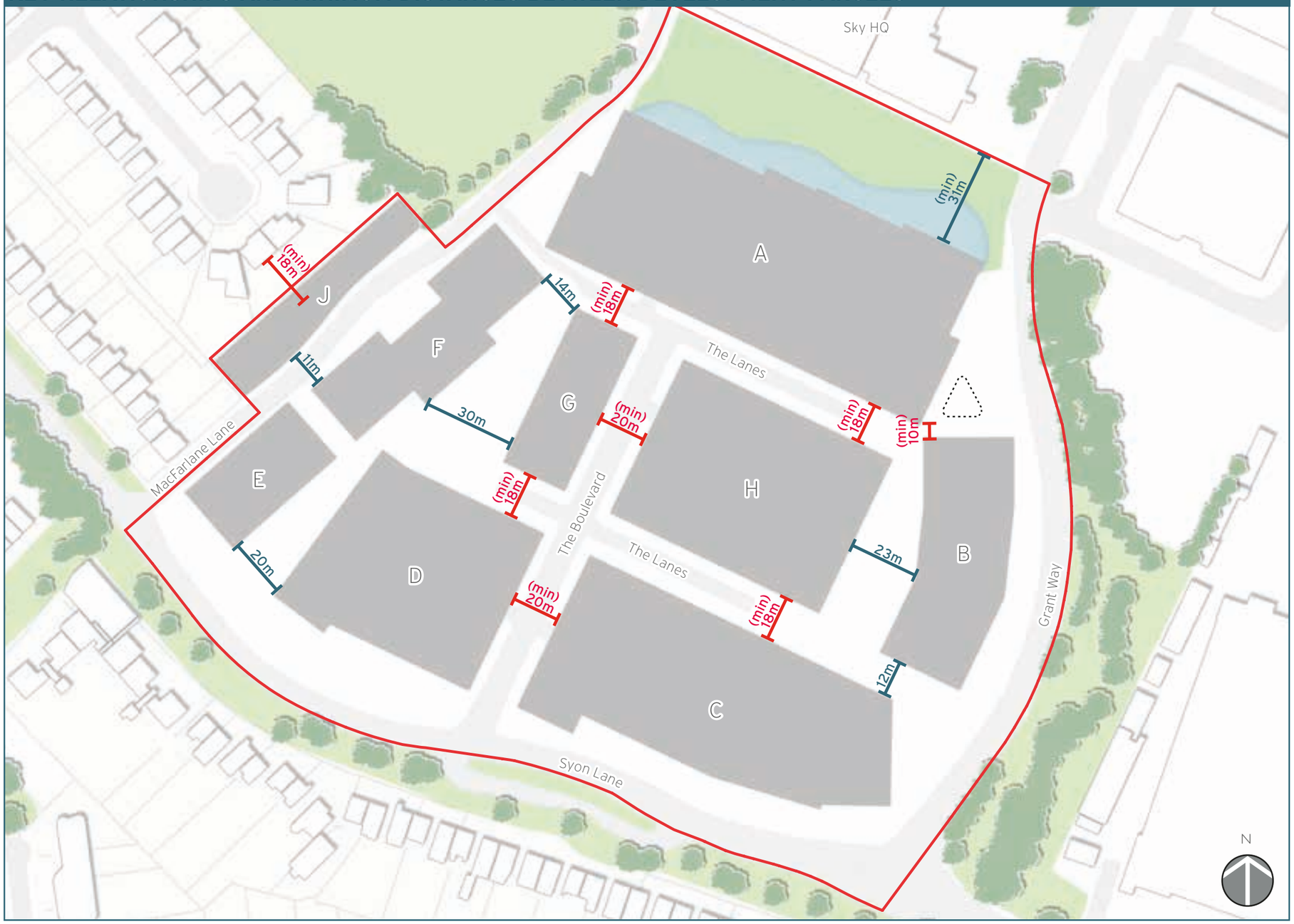


Diagram to be used in conjunction with Parameter Plan: 01754-JTP-DR-MP-PP-002 - Parameter Plan - Maximum Development Parcels

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

PODIUM GARDENS: MINIMUM DIRECT DISTANCES BETWEEN HABITABLE ROOMS

Diagram to be used in conjunction with Parameter Plan: 01754-JTP-DR-MP-PP-008 - Parameter Plan - Open Space at Podium Level

PODIUM GARDENS

The adjacent diagram illustrates the minimum acceptable distances between facing habitable room windows (not including projecting balconies) across the podium gardens. It may be possible to provide less than 17m where a habitable room window is not facing another.

The podium gardens will provide an important part of the minimum of 8,000m² of communal amenity space to be delivered across the scheme.

Designers must comply with the minimum dimensions set out in red and provide a minimum distance of 17m between facing habitable room windows.

All podium gardens must achieve a minimum of 50% area with two hours of sun on the ground on 21 March, with the exception of the podium garden for Block H and the eastern courtyard for Block A, which much achieve a minimum of 40% area with two hours of sun on the ground on 21 March, subject to justification at reserved matters stage.

(min) xxm — Mandatory minimum distances between facing habitable rooms across podiums

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL A

- Mixed-uses will be provided at the eastern end of the parcel providing strong active frontage to Grant Way.
- Ancillary and service uses should be restricted to the southern elevation of the parcel - fronting the northern Lane - and be limited in amount.
- Undercroft parking should be provided in the centre of the parcel, accessed from the southern side and screened by residential and mixed-uses around the edges.
- Two upper level podium gardens should be provided for residential amenity.
- All dwellings should have access to one of the podium gardens, directly or via the communal lobby.
- The western podium gardens must achieve a minimum of 50% area with two hours of sun on the ground on 21 March, with the eastern podium garden achieving a minimum of 40% area with two hours of sun on the ground on 21 March, subject to justification at reserved matters stage.

Key Plan

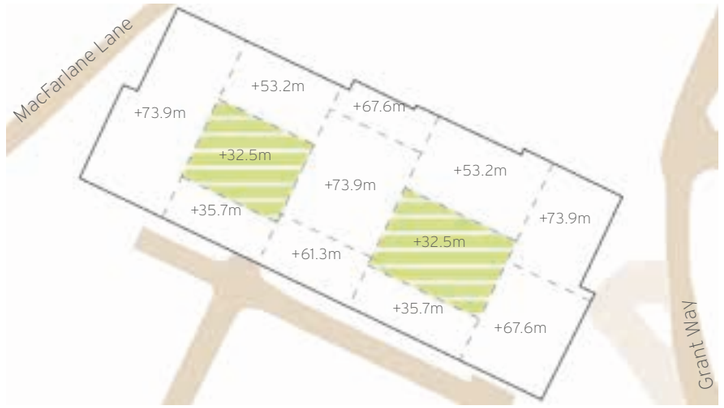
LAYOUT PRINCIPLES

Layout Principles:
- Indicative Vehicular Access to Podium Parking
- Indicative Pedestrian Access to Residential Core
- Residential Frontage (including ancillary)
- Residential Frontage (individual front doors at ground level)
- Primary Mixed-Use Frontage
- Indicative Zone of Defensible / Threshold Space
- Focal Building (Landmark Corner)
- Indicative Ground Floor Cut-away corner
- Double Height Colonnade
- Entrances cannot be provided in these Locations
- Key Grouping

Ground Floor Building uses:
- Mixed-Uses and Ancillary Uses
- Residential and Ancillary Uses

Key spaces:
- The Water Garden
- The Meander (Public Green Space)
- The Clearing (Public Square)

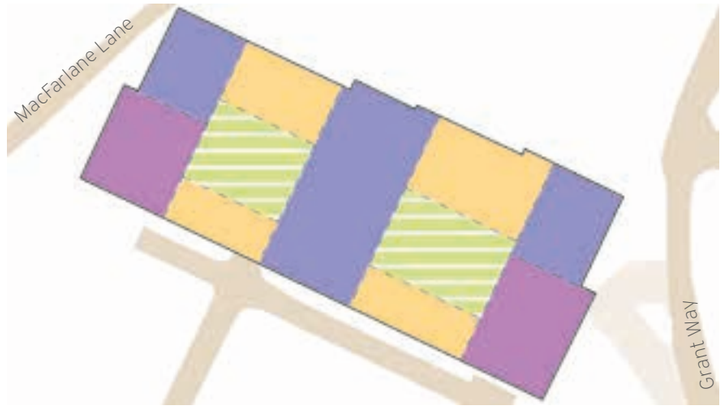
BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

Podium Garden within this zone

BUILDING TYPOLOGY



Primary Element:
- Waterside Typology
- Wayfinding Typology

Secondary Element:
- Linking Typology

Podium Garden within this zone

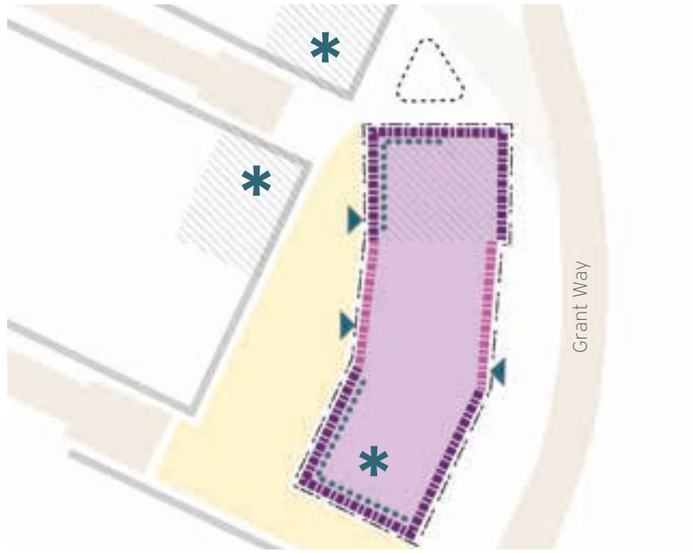
6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL B

- The ground floor of the building will be predominantly mixed-use, but include access to residential cores serving upper levels.
- The form of the primary element will step up in height from south to north and act as a gateway to the development from Grant Way.
- Primary active frontage should be provided facing onto The Clearing and at the southern end of the parcel. The Grant Way frontage and the northern end of the parcel may include limited areas of less active frontage for the purpose of servicing.

Key Plan

LAYOUT PRINCIPLES

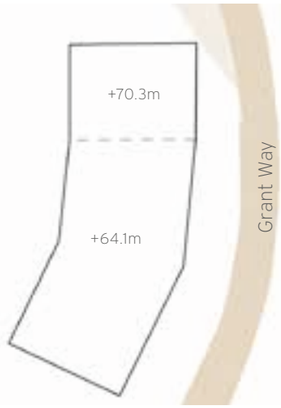


Layout Principles:
- Indicative Access to Residential Core
- Primary Mixed-Use Frontage
- Secondary Mixed-Use Frontage
- Indicative Zone of Defensible / Threshold Space
- Focal Building (Landmark Corner)
- Double Height Colonnade
- Key Grouping

Ground Floor Building uses:
- Mixed-Uses and Ancillary Uses

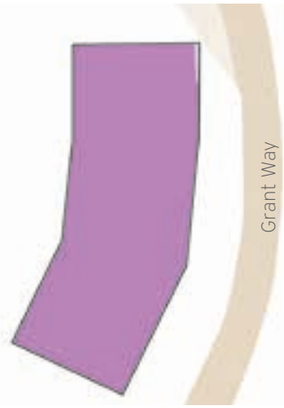
Key spaces:
- The Clearing (Public Square)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

BUILDING TYPOLOGY



Primary Element:
- Wayfinding Typology

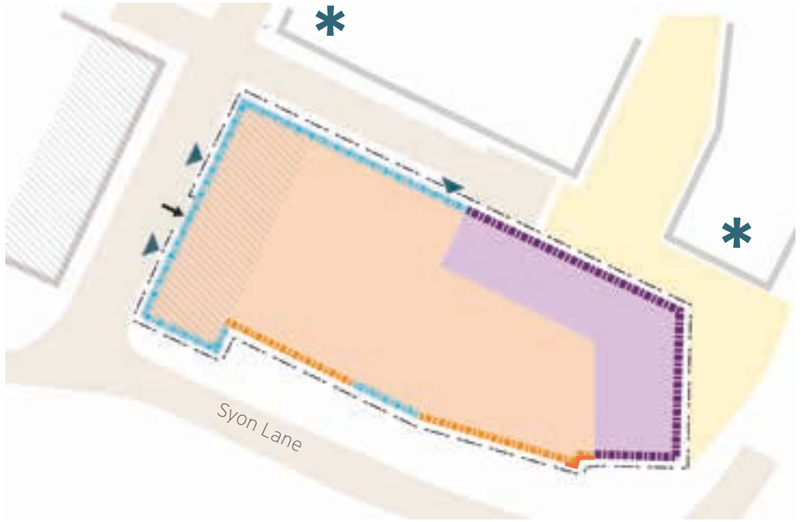
6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL C

- Undercroft parking should be provided in the centre of the parcel, accessed from the western end and screened by residential and mixed-uses around the edges.
- Two upper level podium gardens should be provided for residential amenity.
- All dwellings should have access to one of the podium gardens, directly or via the communal lobby. An exception may be made for the 'Terrace' typology buildings as long as adequate, alternative amenity space provision is provided.
- The southern elevations of the primary elements should retain a massing relationship with the shoulder height of the Gillette Factory.
- All podium gardens must achieve a minimum of 50% area with two hours of sun on the ground on 21 March

KEY PLAN

LAYOUT PRINCIPLES

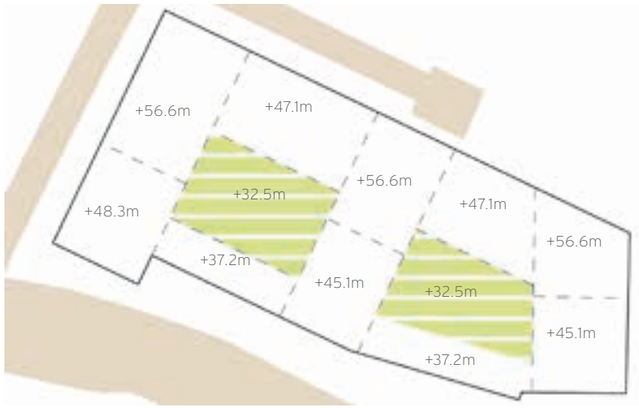


Layout Principles
- Indicative Vehicular Access to Podium Parking
- Indicative Access to Residential Core
- Residential Frontage (including ancillary)
- Residential Frontage (individual front doors at ground level)
- Primary Mixed-Use Frontage
- Indicative Zone of Defensible / Threshold Space
- Focal Building (Landmark Corner)
- Entrances cannot be provided in these Locations
- Key Grouping

Ground Floor Building uses
- Mixed-Uses and Ancillary Uses
- Residential and Ancillary Uses

Key spaces
- The Clearing (Public Square)

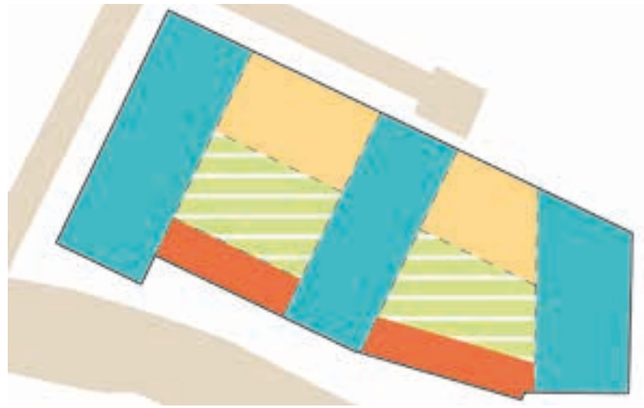
BUILDING HEIGHTS (MAX)



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

Podium Garden within this zone

BUILDING TYPOLOGY



Primary Element:
- Syon Lane Typology

Secondary Element:
- Linking Typology
- Terrace Typology

Podium Garden within this zone

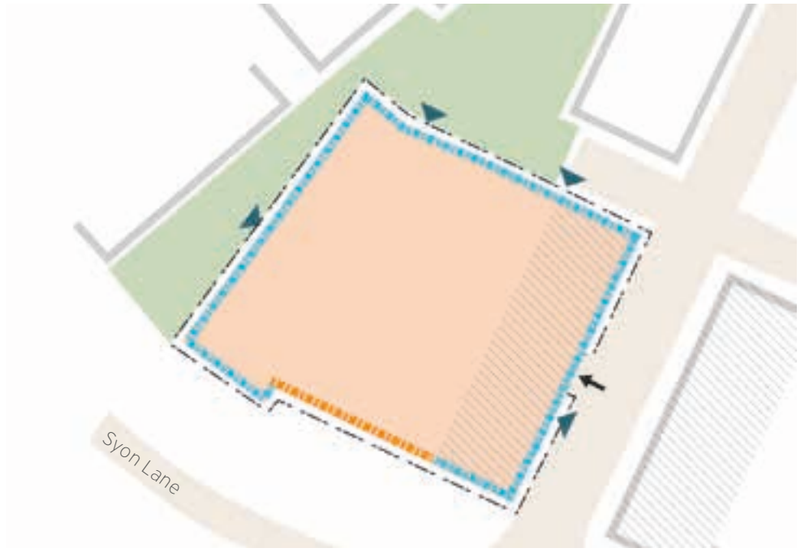
6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL D

- Undercroft parking should be provided in the centre of the parcel, accessed from the eastern end and screened by residential uses around the edges.
- An upper level podium garden should be provided for residential amenity.
- All dwellings should have access to the podium garden, directly or via the communal lobby. An exception may be made for the 'Terrace' typology buildings as long as adequate, alternative amenity space provision is provided.
- The southern elevations of the primary elements should retain a massing relationship with the shoulder height of the Gillette Factory.
- All podium gardens must achieve a minimum of 50% area with two hours of sun on the ground on 21 March

KEY PLAN

LAYOUT PRINCIPLES

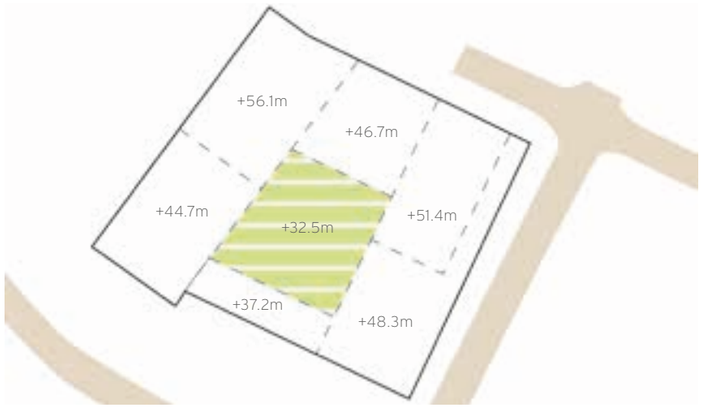


Layout Principles:
- Indicative Vehicular Access to Podium Parking
- Indicative Access to Residential Core
- Residential Frontage (including ancillary)
- Residential Frontage (individual front doors at ground level)
- Indicative Zone of Defensible / Threshold Space
- Key Grouping

Ground Floor Building uses:
Residential and Ancillary Uses

Key spaces:
The Meander (Public Green Space)

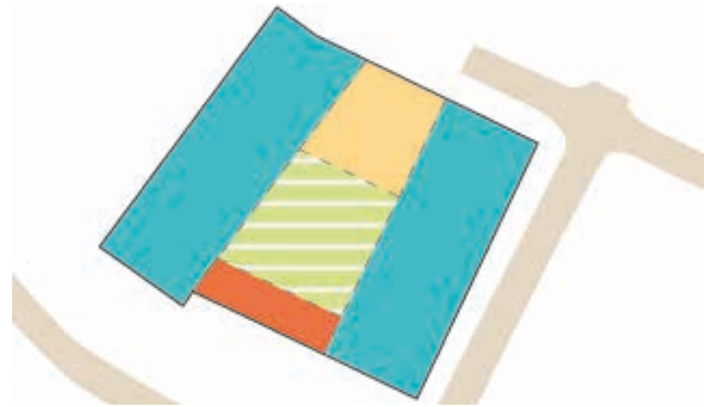
BUILDING HEIGHTS (MAX)



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

Podium Garden within this zone

BUILDING TYPOLOGY



Primary Element:
Syon Lane Typology

Secondary Element:
Linking Typology
Terrace Typology

Podium Garden within this zone

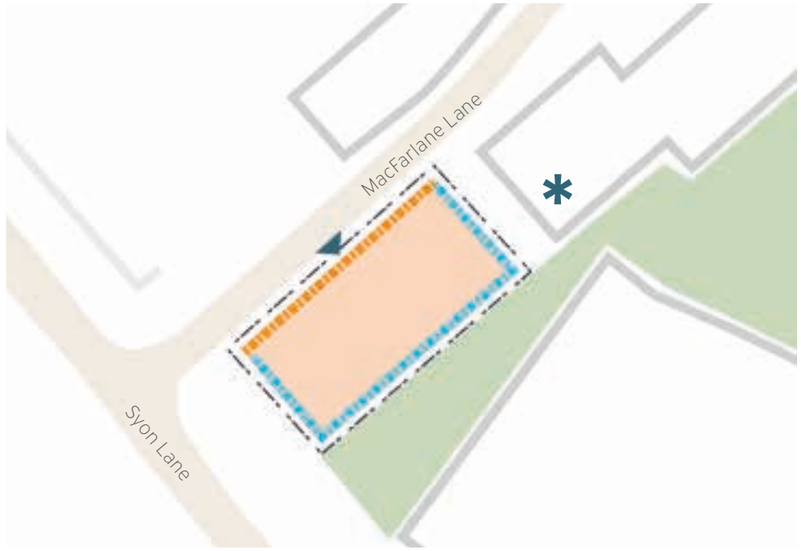
6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL E

- The southern elevation of the primary elements should retain a massing relationship with adjacent parcels C and D, related to the shoulder height of the Gillette Factory, and should step up in height from Syon Lane.
- Active frontage should be created on all sides of the building, with the opportunity taken to include individual front doors to ground floor dwellings as much as possible.
- Ancillary and service uses should be restricted to the western elevation of the parcel - fronting MacFarlane Lane - and be limited in amount.
- Massing must ensure that it does not reduce the light to neighbouring gardens to below 50% receiving two hours sun on the ground on 21 March in line with BRE guidelines.

Key Plan

LAYOUT PRINCIPLES

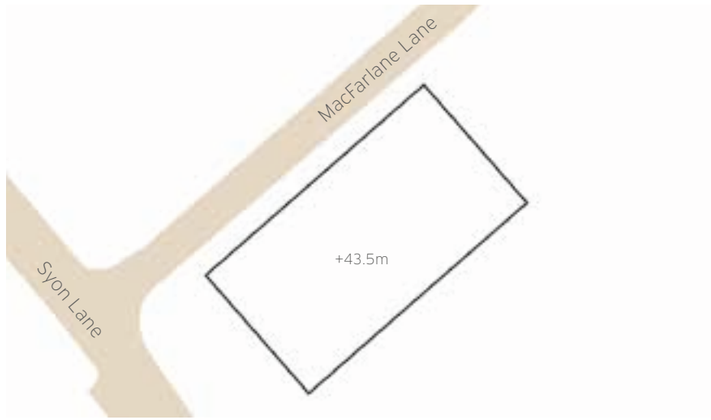


Layout Principles:
- Indicative Access to Residential Core
- Residential Access (including ancillary)
- Residential Frontage (individual front doors at ground level)
- Indicative Zone of Defensible / Threshold Space
- Focal Building (Landmark Corner)

Ground Floor Building uses:
Residential and Ancillary Uses

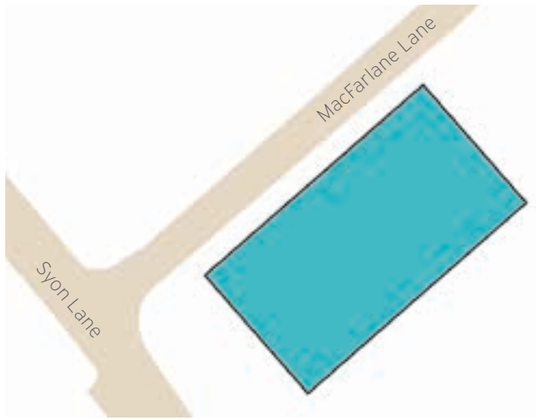
Key spaces:
The Meander (Public Green Space)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

BUILDING TYPOLOGY



Primary Element:
Syon Lane Typology

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL F

- Undercroft cycle parking should be provided beneath the structure, accessed from north and south elevations off MacFarlane Lane.
- The form of the primary element will step up in height from south to north and act as a gateway to the development from MacFarlane Lane.
- Active frontage should be created on all sides of the building, with the opportunity taken to include individual front doors to ground floor dwellings as much as possible.
- Ancillary and service uses should be restricted to the western elevation of the parcel - fronting MacFarlane Lane - and be limited in amount.

Key Plan

LAYOUT PRINCIPLES

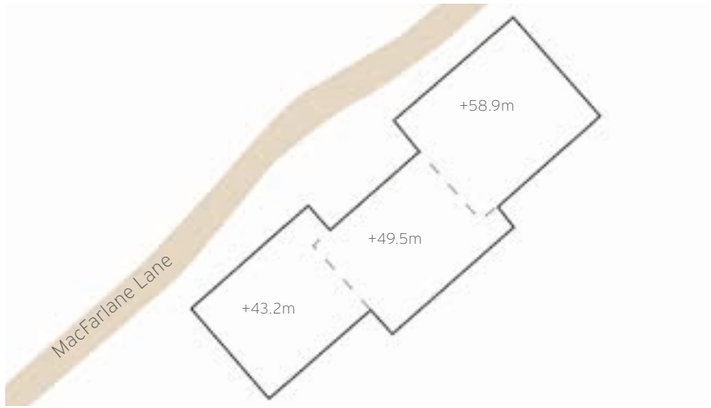
Layout Principles:
Indicative Access to Residential Core
Residential Frontage (including ancillary)
Residential Frontage (individual front doors at ground level)
Indicative Zone of Defensible / Threshold Space
Focal Building (Landmark Corner)

Zone of Root Protection to Ground and Basement Levels

Ground Floor Building uses:
Residential and Ancillary Uses

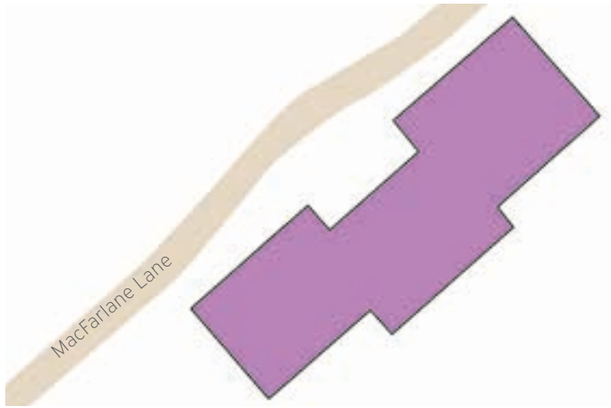
Key spaces:
The Meander (Public Green Space)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

BUILDING TYPOLOGY



Primary Element:
Wayfinding Typology

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL G

- The form of the primary element will step up in height from south to north.
- The north east corner of the parcel is identified as a landmark corner and should be accentuated with a cutaway corner at ground level.
- Active frontage should be created on all suitable sides of the building, with the opportunity taken to include individual front doors to ground floor dwellings as much as possible.
- Consideration will be given to implemented Bus Routes, and ground floor uses facing the Boulevard organised to accommodate and protect privacy of residential units.
- Ancillary and service uses should not be located fronting onto The Meander public open space.

Key Plan

LAYOUT PRINCIPLES

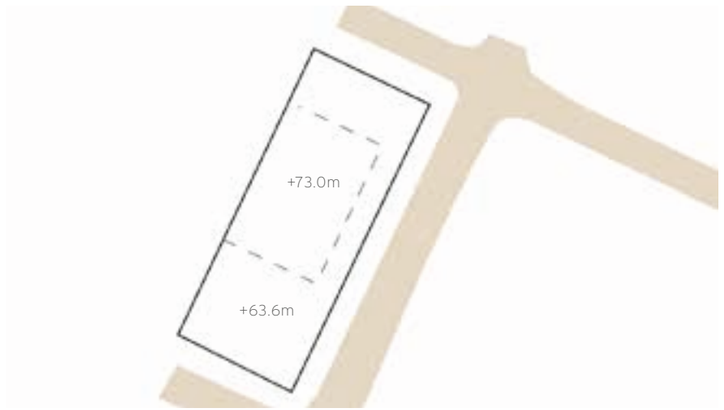
Layout Principles:
Indicative Access to Residential Core
Residential Frontage (including ancillary)
Residential Frontage (individual front doors at ground level)
Secondary Mixed-Use Frontage

Indicative Zone of Defensible / Threshold Space
Focal Building (Landmark Corner)
Indicative Ground Floor Cut-away Corner

Ground Floor Building uses:
Residential and Ancillary Uses

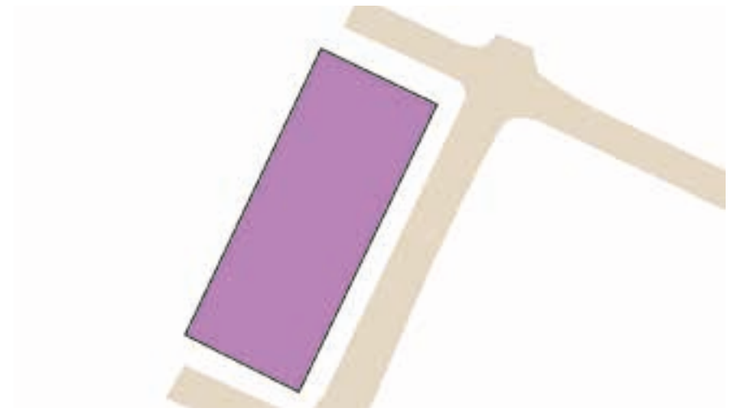
Key spaces:
The Meander (Public Green Space)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

BUILDING TYPOLOGY



Primary Element:
Wayfinding Typology

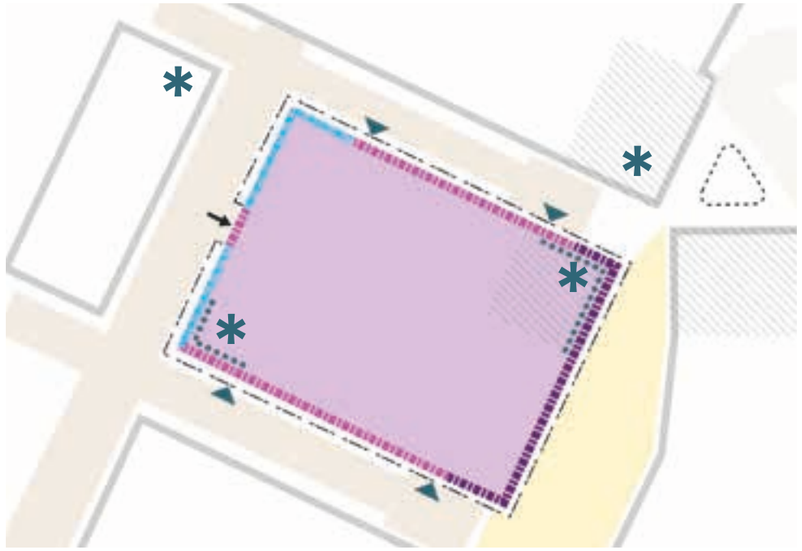
6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL H

- An undercroft servicing and parking area should be provided in the centre of the parcel, accessed from the western end and screened by residential uses around the edges.
- An upper level podium garden should be provided for residential amenity.
- All dwellings should have access to the podium garden, directly or via the communal lobby.
- The north-east and south west-corners of the parcel are identified as landmark corners and should be accentuated with a cutaway corner at ground level (and a colonnade to the NE corner).
- A minimum of 40% of the area of the podium garden must receive more than 2 hours of direct sunlight on the 21st of March subject to justification at reserved matters stage.

Key Plan

LAYOUT PRINCIPLES

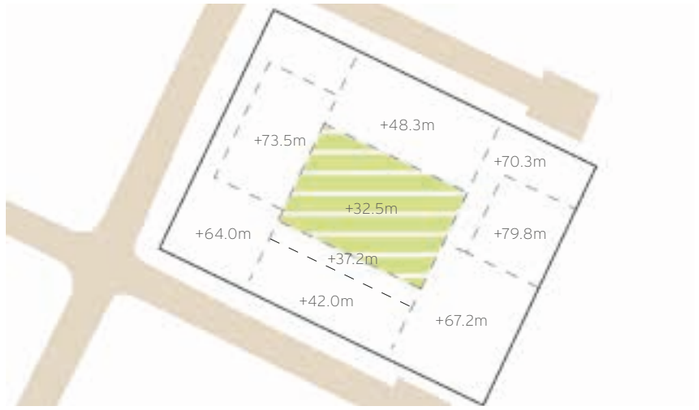


Layout Principles:
- Indicative Vehicular Access to Podium Parking
- Indicative Access to Residential Core
- Residential Access (including ancillary)
- Primary Mixed-Use Frontage
- Secondary Mixed-Use Frontage
- Indicative Zone of Defensible / Threshold Space
- Focal Building (Landmark Corner)
- Double Height Colonnade
- Key Grouping

Ground Floor Building uses:
- Mixed-Uses and Ancillary Uses

Key spaces:
- The Clearing (Public Square)

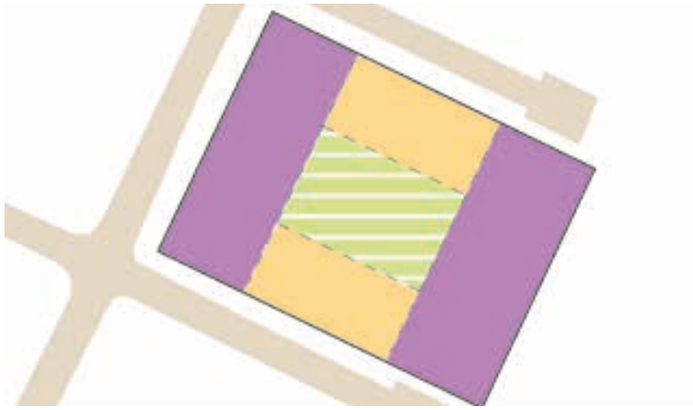
BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and core overruns)

Podium Garden within this zone

BUILDING TYPOLOGY



Primary Element:
Wayfinding Typology

Secondary Element:
Linking Typology

Podium Garden within this zone

6.3 DEVELOPMENT PARCEL DESIGN PRINCIPLES

DEVELOPMENT PARCEL J

- The Parcel will be formed of individual maximum two storey terraced dwellings arranged in groups, forming a stepped frontage.
- Active frontage should be created facing MacFarlane Lane, with individual front doors provided at regular intervals and defensible space between dwellings and the footway.
- Individual dwellings should be provided with private amenity space to the rear, acting as a buffer to the gardens of existing, adjacent dwellings.
- There must be a minimum separation distance of 18m between the dwellings and the rear elevations of 46 and 47 Oaklands Avenue to the west.
- Additional private amenity space may be provided in the form of upper level balconies or roof terraces.
- Appropriate provision for the storage of refuse and cycles should be provided where it can be easily accessed without having to pass through the dwelling.

Key Plan

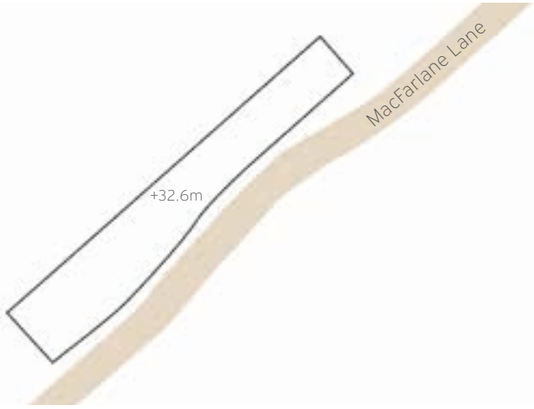
LAYOUT PRINCIPLES

Layout Principles:
Residential Frontage (Individual dwellings)
Indicative Zone of Defensible / Threshold Space
Focal Building (Landmark Corner)

Ground Floor Building uses:
Residential and Ancillary Uses

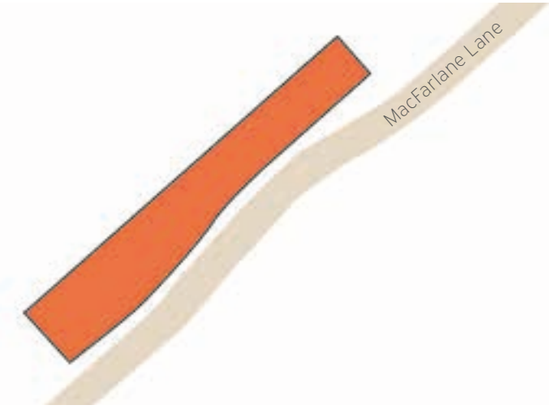
Key spaces:
The Meander (Public Green Space)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets, smoke flues and ridged roof profiles)

BUILDING TYPOLOGY



Secondary Element:
Terrace Typology

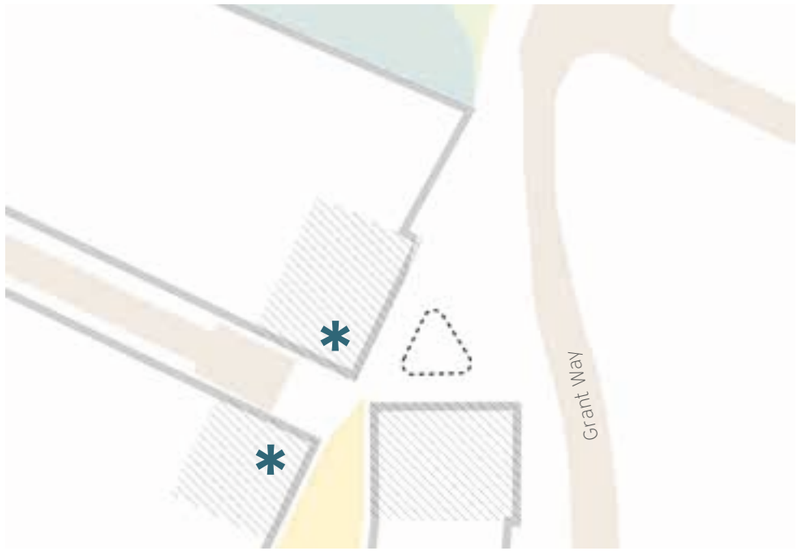
6.4 MOBILITY HUB PAVILION DESIGN PRINCIPLES

MOBILITY HUB PAVILION

- The Mobility Hub will be a single building containing bus welfare facilities and a mobility hub, including cycle storage.
- The building should be carefully designed as a landmark structure, with a distinctive appearance which will make it easy to locate and attractive to use.
- The building will be a maximum of one floor of accommodation.
- The building must be designed to be viewed from all sides (including above) and the positioning of different uses within it should be carefully considered to maximise active frontages.

Key Plan

LAYOUT PRINCIPLES

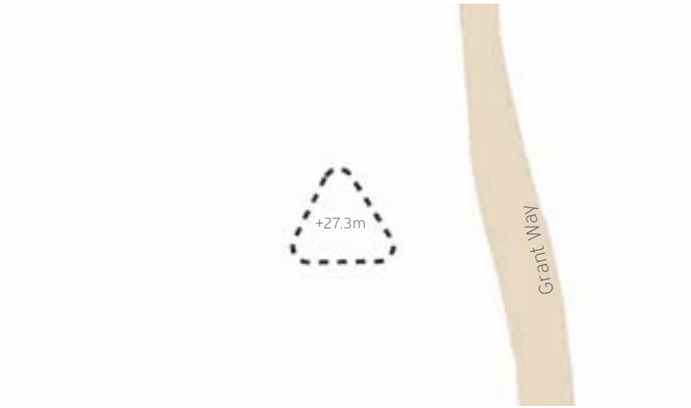


Layout Principles:
Indicative location of Mobility Hub Pavilion
Focal Building (Landmark Corner)
Key Grouping

Ground Floor Building uses:
Mixed-Use. Indicative uses to include:
- Cycle store
- Information point
- 3 unisex superloos
- Cleaners store and general store
- CCTV cupboard

Key spaces:
The Water Garden
The Clearing (Public Square)

BUILDING HEIGHTS



+XX Maximum Building Height AOD (Maximim height includes building parapets and service flues)

6.5 HEIGHTS AND MASSING

BUILDING HEIGHTS

The masterplan sets out a clear rationale for building heights, with the tallest being located in the centre and towards the northern and eastern edges of the site. Maximum height distribution acorss the site has been informed by an assesment of the massing when witnessed in key townscape views.
Heights step down towards the south and west to address the more sensitive context of single-family dwellings on Syon Lane and Oaklands Avenue.

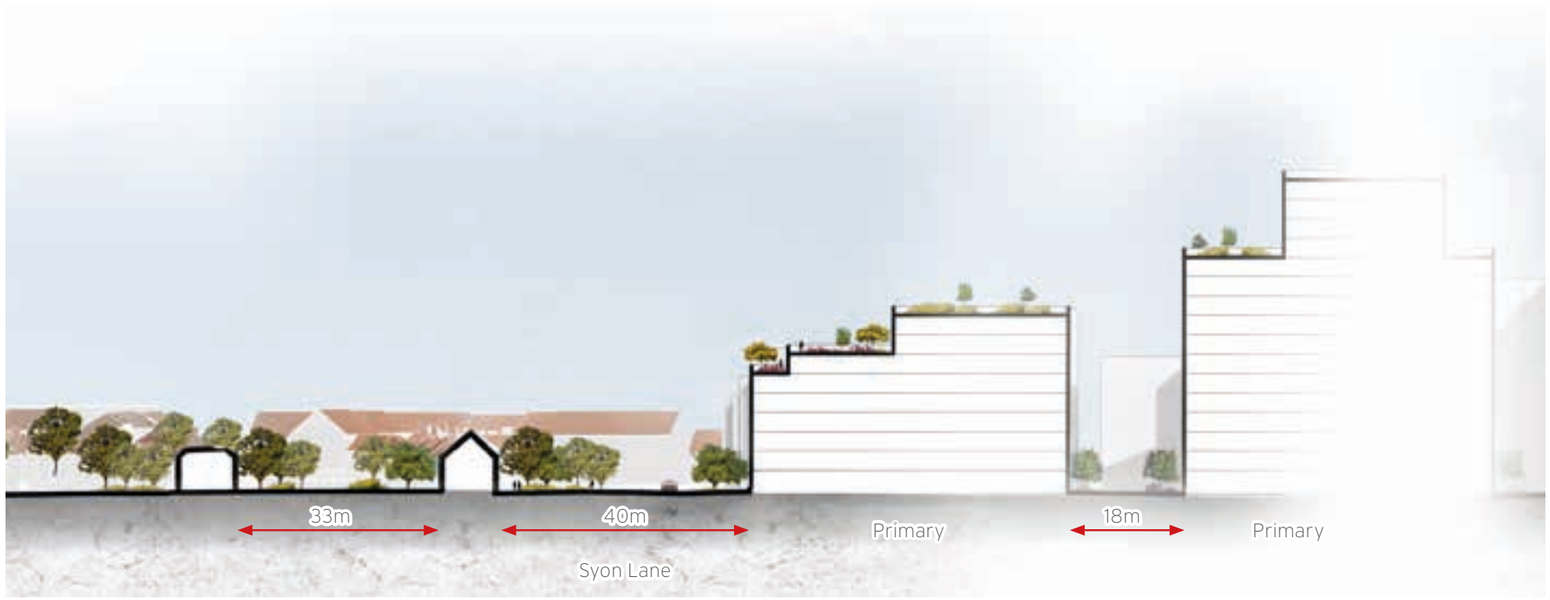
PRIMARY AND SECONDARY ELEMENTS

The masterplan is conceived as a flexible grid of generally north-south orientated primary building elements, linked with lower, generally east-west orientated secondary elements, forming a series of u-shaped courtyard blocks surrounding semi-private, communal podium gardens and stand alone buildings. Together these help to define and contain the streets and spaces forming the public realm.

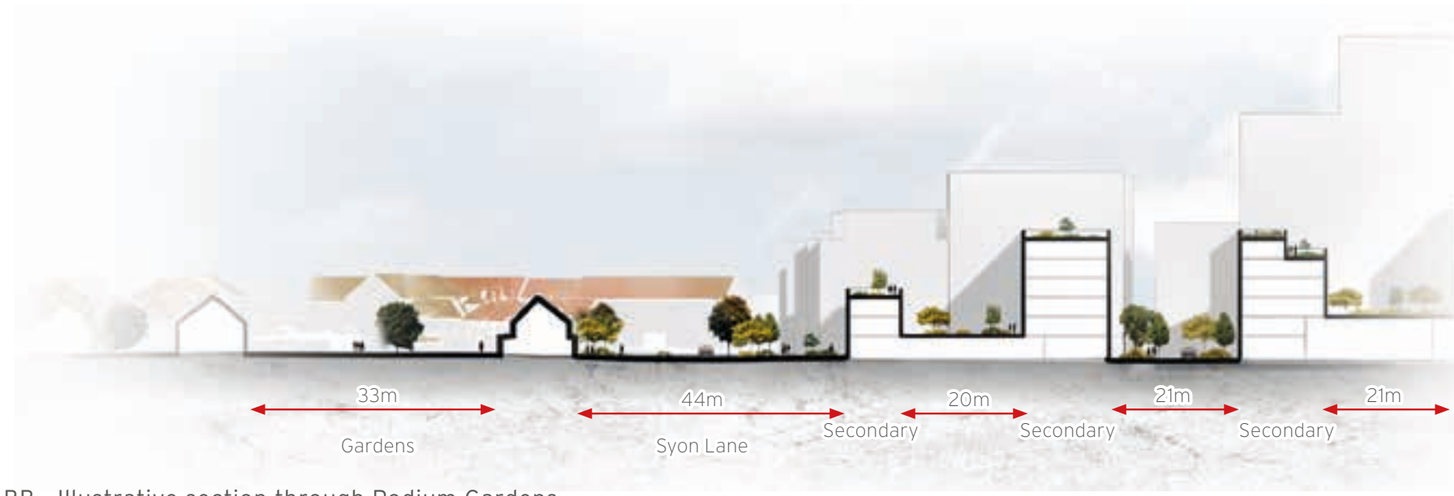
Key Design Principles

- Building heights must step down towards the more sensitive southern and western edges.
- Primary elements should be stepped in profile to reflect this transition and create an interesting skyline.
- The distinction between primary and secondary elements must be clearly expressed through massing, articulation, and/or architectural expression.
- Primary elements should be expressed architecturally all the way to ground level.
- The street frontage of secondary elements should sit behind the frontage of the primary element, or the connection between the two should be recessed for a short distance, to emphasise their subsidiary role.
- Secondary elements should employ different, but complementary external facing materials, with simpler, more restrained detailing.
- Detail design should involve the retesting of buildings within key townscape views, these identified within the Townscape and Visual Impact Assesment.

6.5 HEIGHTS AND MASSING



AA - Illustrative section through Primary element fronting Syon Lane



BB - Illustrative section through Podium Gardens

ILLUSTRATIVE SECTIONS - SOUTHERN EDGE

Primary elements fronting Syon Lane are orientated north to south, stepping down to a height of 5-6 storeys at their southern ends, referencing the shoulder height of the Gillette Factory. The lower, secondary elements between them are orientated east to west. Fronting Syon Lane these take the form of 3 storey terraced houses, referencing the scale and form of existing homes in the area. Facing into the site, taller buildings of around 6 storeys create consistent frontage to the internal street.

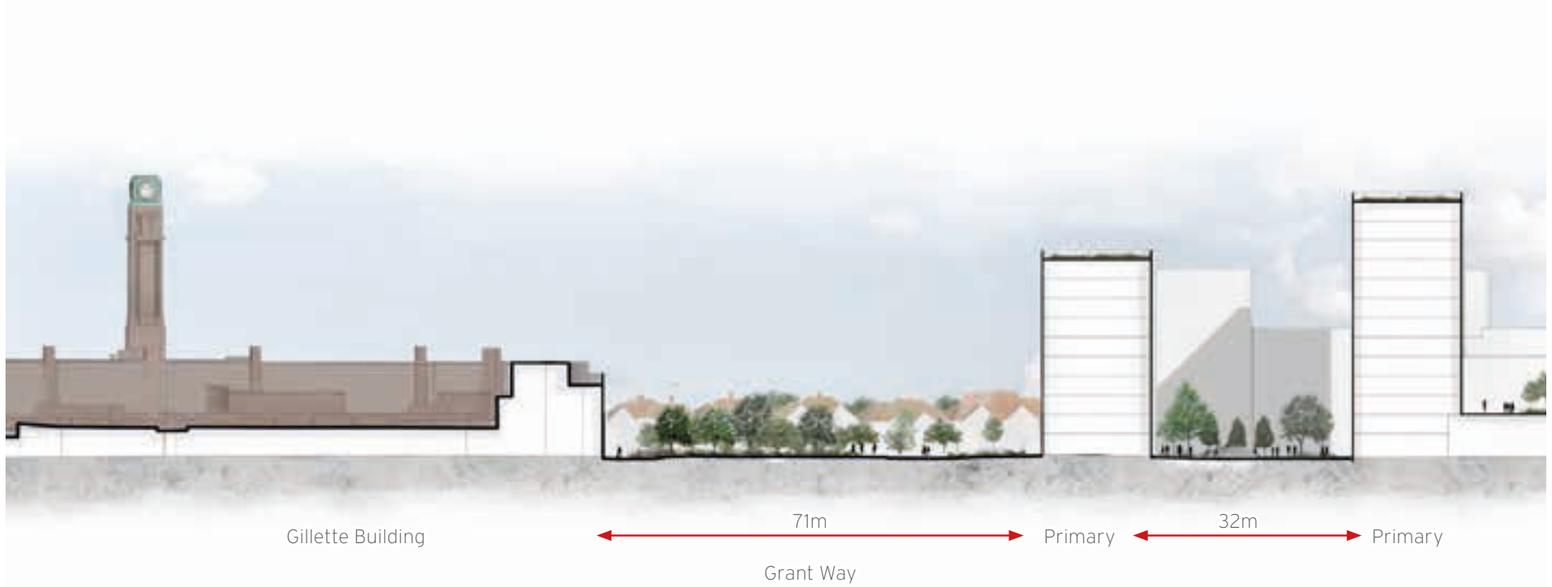
This arrangement of form ensures maximum levels of daylight and sunlight enter the courtyard gardens, and into the homes that face onto these communal spaces, whilst providing variety and character to the connecting streets.

6.5 HEIGHTS AND MASSING

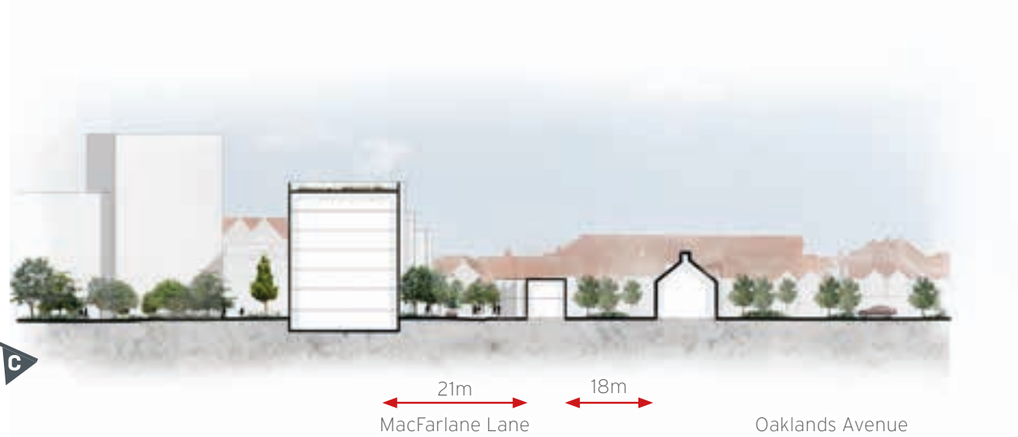
ILLUSTRATIVE SECTIONS - EASTERN & WESTERN EDGES

Development Parcel B comprises a single building, stepping in height away from the Gillette Factory towards the tallest building on the site, which is located on the other side of The Clearing and acts as a focal point within the space. These taller buildings are located towards the north and west of the space, maximising opportunities for daylight and sunlight within the public realm and ensuring that key townscape views of the Gillette tower have been considered.

Along the western boundary a terrace of two storey homes helps to provide a transition in scale from Oaklands Avenue to the taller buildings around The Meander. Buildings gradually step up in height away from MacFarlane Lane towards a focal building of 15 storeys, located to the north east of the space.



CC - Illustrative section through eastern boundary showing buildings stepping up from Grant Way



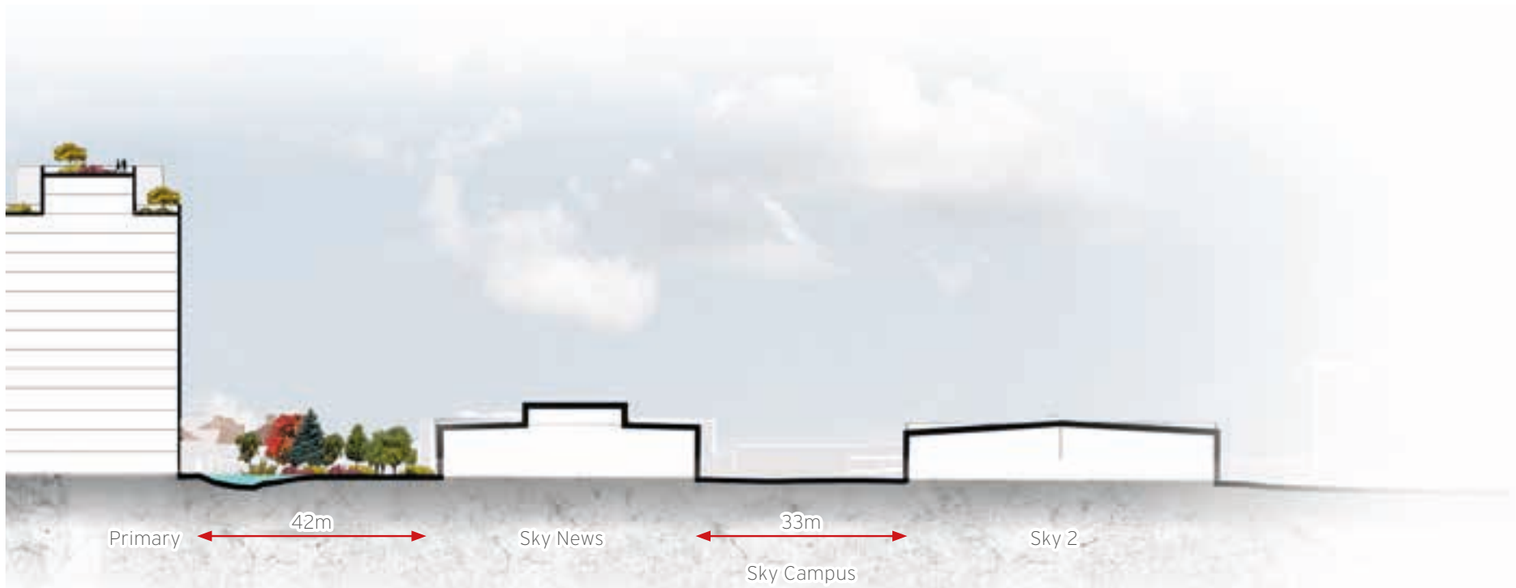
DD - Illustrative section through western boundary showing buildings stepping up from MacFarlane Lane

6.5 HEIGHTS AND MASSING

ILLUSTRATIVE SECTIONS - NORTHERN EDGE

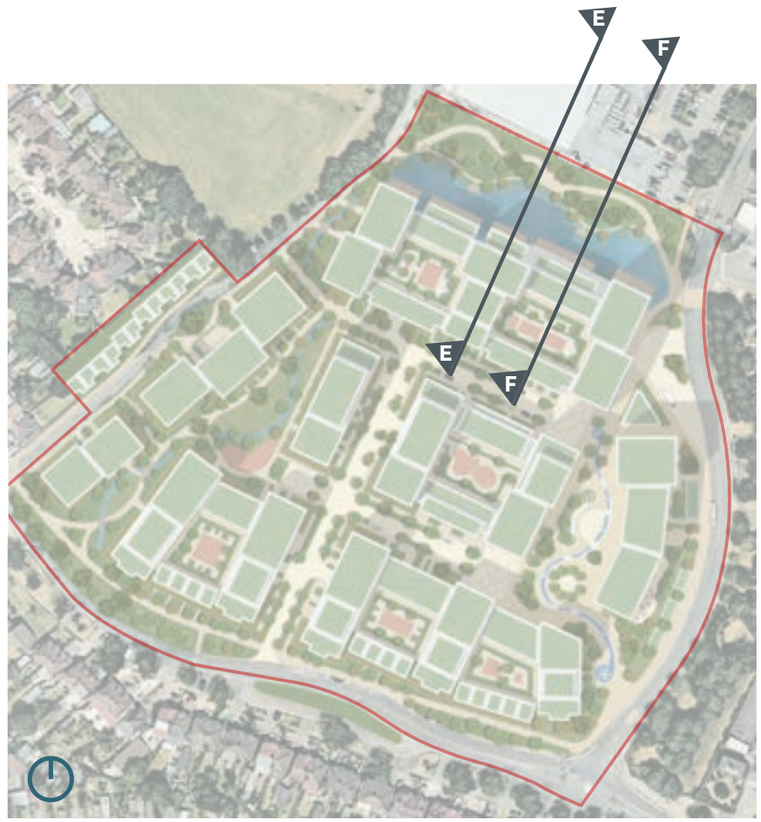
Three taller primary elements address the generous open space of the Water Gardens and the larger structures of the Sky Campus beyond. Lower secondary elements spanning between, step down to the waterfront, containing podium gardens to the south. This symmetrical arrangement of mass creates a formal response to the linear waterbody and references the form of factory buildings in the Golden Mile.

The arrangement of height will benefit the SuDS strategy, ensuring the ponds to the north are shielded in warmer summer months to prevent the newly reinvigorated water habitat from drying out.



EE - Illustrative section through northern boundary showing taller primary element fronting the Water Gardens

FF - Illustrative section through northern boundary showing lower secondary element fronting the Water Gardens



6.6 BUILDING TYPOLOGIES

INTRODUCTION

Five distinct building typologies have been identified, reflecting varying built form and roles within the masterplan. Each of these typologies is described on the following pages, with design guidance provided on:

- General form and character
- Predominant façade character
- Architectural references

Primary and Secondary Elements

The masterplan is conceived as a flexible grid of generally north-south orientated primary building elements, linked with lower, generally east-west orientated secondary elements, forming a series of public spaces and semi-private communal courtyards. The typologies reflect this distinction and demonstrate how the primary and secondary elements interact.

Key Design Principles

- The distinction between primary and secondary elements must be clearly expressed through massing, articulation, and/or architectural expression.
- Primary elements should be expressed architecturally all the way to ground level.
- The street frontage of secondary elements should sit behind the frontage of the primary element, or the connection between the two should be recessed for a short distance, to emphasise their subsidiary role.
- Secondary elements should employ different, but complementary external facing materials, with simpler, more restrained detailing.

Primary Elements

- Syon Lane Typology
- Wayfinding Typology
- Waterside Typology

Secondary Elements

- Linking Typology
- Terrace Typology

6.6 BUILDING TYPOLOGIES - SYON LANE

SYON LANE TYPOLOGY

General Characteristics

- Creating strong, but sensitive frontage to Syon Lane.
- A transition between the lower scale of the homes on the southern side of Syon Lane and the taller buildings towards the centre of the site.
- Responding to the height of the low-slung structure of the Gillette factory, establishing a strong shoulder to Syon Lane at 5/6 storeys, with a strong horizontal emphasis.

The Syon Lane Typology is applicable to development parcels C, D and E.

Key Design Principles

- Buildings should establish a strong shoulder to Syon Lane at 5/6 storeys, with an increase in height further back from the road.
- Buildings should be a maximum of 18m wide.
- End elevations facing Syon Lane should feature central bays flanked by pairs of balconies.
- Brick colours should be varied along the Syon Lane frontage and between the taller and shorter elements of some buildings to create visual interest.

Key Plan

Contextual/Historical Reference

Gillette Building

PREDOMINANT FAÇADE CHARACTER - HORIZONTAL

Key Characteristics:

- Strong horizontal banding to elevations.
- Set back floors expressed as distinct elements through change in material.
- Typically projecting balconies vertically aligned, with infill to corners fronting Syon Lane
- Roof terraces, where provided, set back behind parapet walls.

Illustrative bay study

6.6 BUILDING TYPOLOGIES - WAYFINDING

WAYFINDING TYPOLOGY

General Characteristics

- A more industrial character at the centre of the site created by robust infilled frames and materials.
- Gridded buildings, referencing the industrial heritage of the site and surrounding area.
- Responding to key pedestrian routes through the site with colonnaded space at ground level on key corners, acting as landmarks and aiding wayfinding.

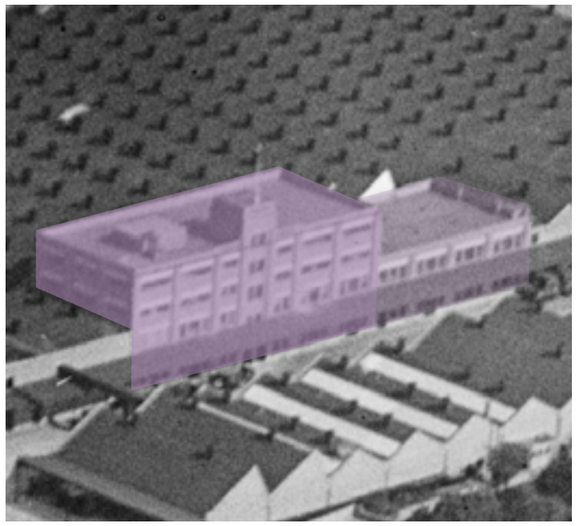
The Wayfinding Typology is applicable to development parcels A, B, F G and H.

Key Design Principles

- Building façades should be gridded with brick infill in a variety of tones to create identity and character to different buildings.
- The framed and articulated 'head' of the building should be complemented by a 'tail' of solid brick with punched openings, referencing the connected back of house warehouses found along the Great West Road.
- Key corners should be recognised through the provision of set back frontages and/or special architectural treatment.
- Double height colonnades should be provided at ground/ first floor level around The Clearing where shown on the Framework Masterplan.
- Visibly permeable dual aspect corners formed with balconies, referencing the permeable ground plane.

Key Plan

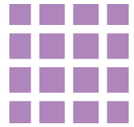
Contextual/Historical Reference



The Imperial Biscuit Works

PREDOMINANT FAÇADE CHARACTER - GRIDDED

Key Characteristics:



- Equal horizontal and vertical emphasis expressed as gridded frame elements with infill panels.
- Elements of fenestration grouped to reinforce the grid.
- Fenestration in more solid façade elements expressed as punched openings.
- Typically, recessed balconies within the framed façade elements and projecting, bolt on balconies to solid elements (but with recessed balconies preferred at higher levels for enhanced usability).

Illustrative bay study

6.6 BUILDING TYPOLOGIES - WATERSIDE

WATERSIDE TYPOLOGY

General Characteristics

- Three distinct buildings arranged symmetrically with central building emphasised through cruciform plan.
- Creating formal frontage to the Water Gardens and forming a centrepiece.

The Waterside Typology is applicable to development parcel A.

Key Design Principles

- Taller, slender buildings with a vertical emphasis.
- Character should be achieved through the interlocking of solid and framed elements.
- Buildings should use a consistent brick tone, with the potential to use colour to highlight key elements of the design.

Key Plan

Contextual/Historical Reference

Pyrene Factory

PREDOMINANT FAÇADE CHARACTER - VERTICAL

Key Characteristics:

- Base and top of building clearly expressed, but other horizontal elements down-played.
- Clear grouping of windows as distinct bays.
- Typically, recessed balconies within the framed façade elements and projecting, bolt on balconies to solid elements (but with recessed balconies preferred at higher levels for enhanced usability).

Illustrative bay study

6.6 BUILDING TYPOLOGIES – LINKING

LINKING TYPOLOGY

General Characteristics

- Secondary elements providing 'Background' architecture along the Lanes, and allowing due prominence to the three Waterside typology buildings.
- A lower, more domestic scale, creating a distinct contrast to the taller Primary elements.
- Screening the edges of podium parking structures and activating the street with commercial units or two storey maisonettes.
- Their lower form and east-west orientation breaks down the mass of the development parcels, and allows daylight to penetrate into the streets and podium gardens.

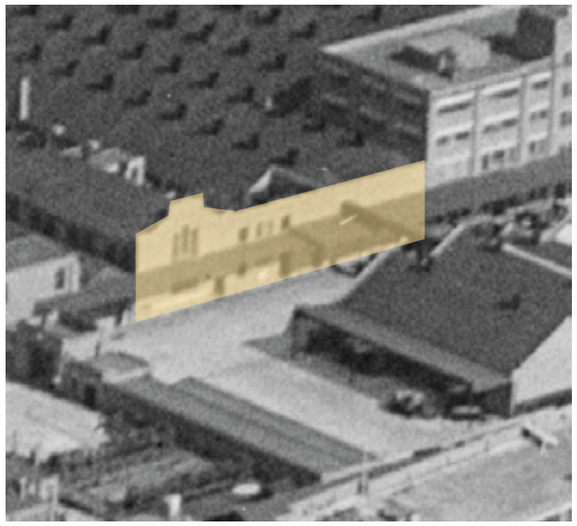
The Linking Typology is applicable to development parcels A, C, D and H.

Key Design Principles

- Ground and first floor maisonettes or commercial units screening podiums should have individual front doors on the street.
- Maisonettes at upper levels should be provided with direct access to the podium garden where possible.
- Material tones should be consistent and light, providing visual separation from the main typologies and reflecting more light into streets and courtyards.

Key Plan

Contextual/Historical Reference



The Imperial Biscuit Works

PREDOMINANT FAÇADE CHARACTER - HOMOGENOUS

Key Characteristics:

- Simple repetitive forms creating rhythm and consistency.
- No particular horizontal or vertical emphasis to façade design.
- Small details creating differentiation between individual dwellings.
- Typically, projecting 'bolt-on' balconies vertically stacked, forming simple linear arrangement.

Illustrative bay study

6.6 BUILDING TYPOLOGIES - TERRACE

TERRACE TYPOLOGY

General Characteristics

- Lower scaled buildings positioned to respond to the more sensitive western and southern edges of the site.
- Mitigating the impact of development on residents overlooking the site and creating a softer transition to taller buildings beyond.
- Frontage widths sized to reference the widths of existing dwellings in adjacent streets, with a common language of front doors and private defensible space to the back of footway.

The Terrace Typology is divided into two sub-categories:

- Type A are 3 storey townhouses fronting onto Syon Lane, which are used to screen the podium parking areas within development parcels C and D.
- Type B are two storey townhouses fronting onto MacFarlane Lane which form development parcel J.

The general guidance set out on this page is relevant to both, with more specific guidance for each provided on the next page.

Key Design Principles

- The width of individual dwellings should be similar to existing, adjacent dwellings, with repeating elements forming a strong rhythm along the street.
- Dwellings should have individual front doors to the street and be set back behind an area of defensible space with a minimum depth of 1.5m / 2m where space permits (refer to section 5.3 for appropriate boundary treatments).
- Dwellings much achieve the minimum unit areas set out in Appendix B.

Contextual/Historical Reference

Houses on Syon Lane

PREDOMINANT FAÇADE CHARACTER - INDEPENDENT

Key Characteristics:

- Grouped , individual dwellings with similar form, expressed architecturally to create identity within the whole.
- Repeated form and facade modelling, creating rhythm and consistency.
- Vertical emphasis to individual dwellings, within an overall horizontal form.
- Detailing and use of material creating differentiation between individual dwellings.
- Typically, Juliette or balconies with minimal projection to habitable rooms. Roof top terraces set back behind main building facade.

Illustrative bay study showing Terrace Typology A with roof terraces at 2nd floor

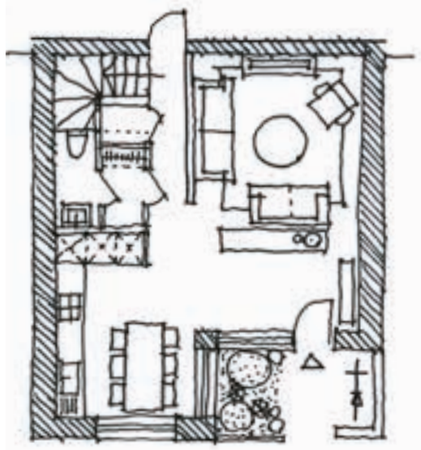
6.6 BUILDING TYPOLOGIES - TERRACE

TERRACE TYPOLOGY (TYPE A) - SYON LANE TOWNHOUSES

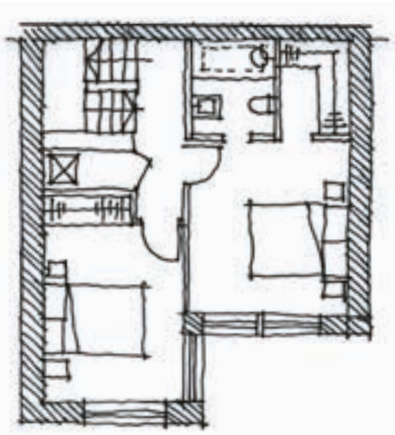
- The maximum depth of townhouses should be limited to ensure adequate daylight to habitable rooms. All habitable rooms to not exceed the maximum depth of 6m.
- Non-habitable rooms and ancillary uses such as staircases should be located at the back of the plan to maximise frontage width for habitable rooms (see adjacent illustrative floor plans).
- Private amenity space should be provided in the form of balconies and/or roof terraces at upper levels. Private terrace areas may be provided as part of the podium garden where access is provided.
- Dual aspect should be delivered through the provision of windows/doors to the rear and/or side of the dwelling (eg. facing onto the roof terrace).
- Direct access must be provided to the podium parking area for refuse and cycle storage.

Key Plan

Podium (Parking)
(access to bins/bikes/etc)

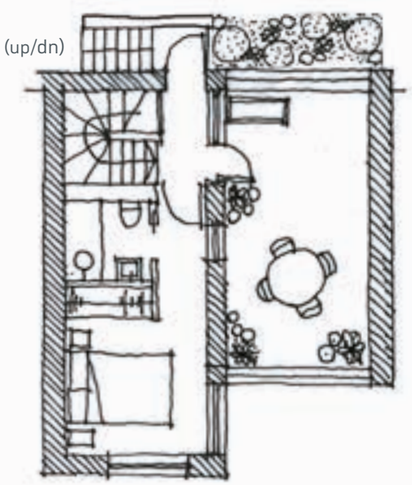


Ground Floor



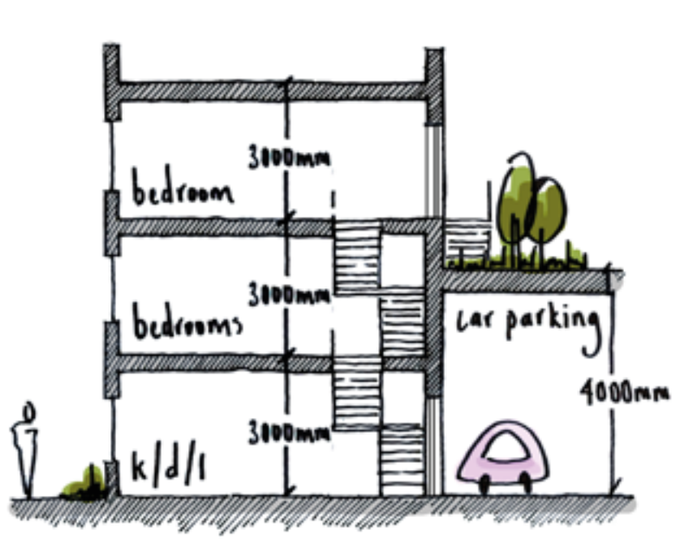
First Floor

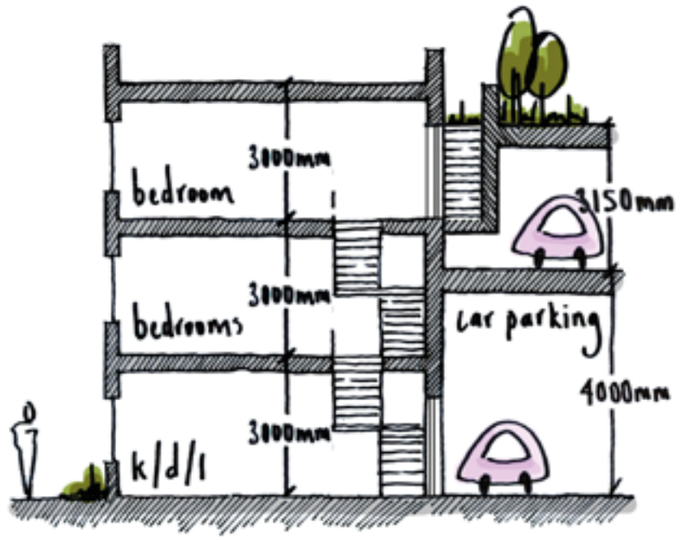
Podium (Garden)



Second Floor

Illustrative floor plans: 3B/6P house with roof terrace on second floor and access to communal facilities - podium parking and podium garden





Illustrative sections through townhouse and podium parking showing single and double levels of parking and associated relationship to dwelling

6.6 BUILDING TYPOLOGIES - TERRACE

TERRACE TYPOLOGY (TYPE B) - MACFARLANE LANE TOWNHOUSES

- Individual terraced townhouses should be arranged in groups forming a stepped frontage.
- Dwellings must be arranged over a maximum of two levels of accommodation, topped with a flat roof with parapet, traditional pitched roof, or combination of the two.
- Dwellings should be dual aspect, with windows facing MacFarlane Lane and also to the rear, provding good access to daylight and ventilation.
- There must be a minimum separation distance of 18m between the dwellings and the rear elevations of 46 and 47 Oaklands Avenue to the west.
- Individual dwellings should be provided with private amenity space to the rear, acting as a buffer to the gardens of existing, adjacent dwellings.
- Additional private amenity space may be provided in the form of upper level balconies or a roof terrace, but only fronting MacFarlane Lane to avoid overlooking of the gardens of existing houses.
- Dwellings should provide a minimum of 40m^2 of private Amenity Space, with an aspiration to increase this to 50m^2 for 2 bedroom houses and 60m^2 for 3 bedroom houses.
- Appropriate provision for the storage of refuse and cycles should be provided where it can be easily accessed without having to pass through the dwelling (at the front or to the rear, accessed via a passageway).

Key Plan

Illustrative landscape plan

Artist's impression of townhouses fronting MacFarlane Lane - view looking north-east towards the proposed Bolder Academy

6.7 FACING MATERIALS

The choice of facing materials is key to the delivery of an attractive built environment with a distinct identity; requiring an appropriate balance between consistency and variety, and careful attention to the way in which different materials sit alongside each other.

The colour/type of materials identified are described in relatively broad terms allowing flexibility within the specification of future RMAs. Within each category of primary facing material, and between different phases/buildings, a degree of variation is encouraged to create greater visual interest.

Key Design Principles

- The primary facing material identified must be the dominant material across the face of the building. This does not preclude the use of other facing materials on the same building, but they should be less dominant.
- High quality brick should be the primary facing material, unless stated otherwise. Alternative materials may be considered if there is a strong justification.
- The relationship between the materials chosen for a building and those of adjacent, existing or proposed buildings, must be carefully considered.
- Elevations visible in views towards the development should be sympathetic and complementary to the existing context, particularly local landmarks such as the Gillette clock tower.
- Lighter coloured materials should be used to maximise daylight penetration to the lower levels of courtyards and internal streets.
- Detailed specification of facing materials should be approved as part of future RMAs.

Primary Facing Material

- Light Buff Brick
- Buff Brick
- Off White Brick
- Light Grey Brick
- Red Brick
- Bronze coloured metal cladding
- Podium Gardens

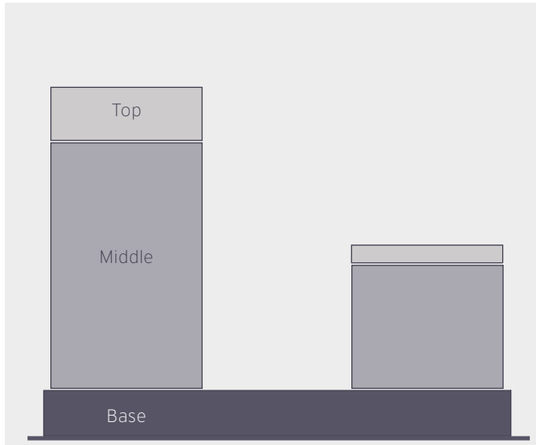
PRIMARY FACING MATERIALS

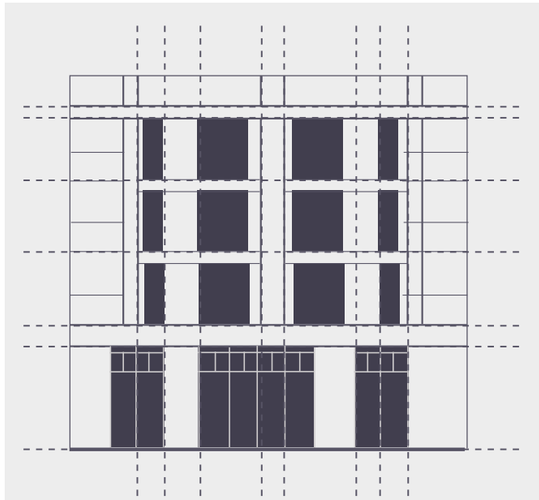
6.8 MIXED-USES

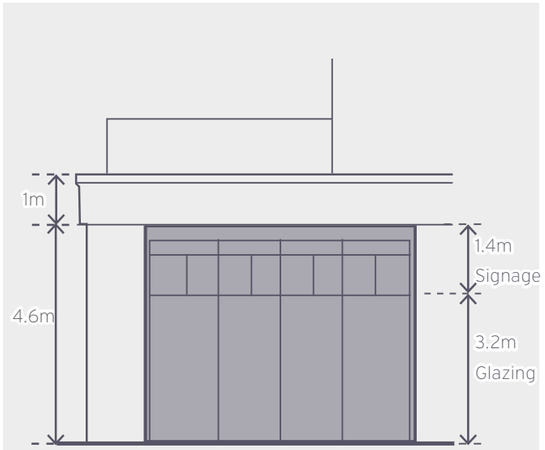
Mixed-uses form an integral part of the masterplan and will contribute to greater levels of activity and vitality, particularly around the Clearing. These uses will be located at the ground and first floor levels of buildings. The design principles below set out key quality thresholds, which are expanded upon in the advice and diagrams which follow.

General Principles:

- Mixed-use areas should be designed with sufficient adaptability to allow change over time, for example, easy future sub-division into smaller units.
- The need for canopies or security shutters should be considered at an early stage and integrated into the elevational design. Security shutters should be internal if required and not be solid.
- Mixed-uses must be clearly articulated within the building as a whole.
- The frontage must be sympathetic to the rest of the building in terms of scale, proportion and language.
- There must be active uses at the front of the building and clear views onto the street.
- Signage must be clear, legible, and sensitively designed to support the wider character.
- Main entrances must be clearly defined and long frontages should incorporate secondary entrances.
- A degree of diversity should be included to differentiate between different uses and create visual interest, but this should be carefully controlled to deliver a harmonious appearance and consistent design quality.
- Where appropriate to the use, and space allows, provision should be made for activity to spill-out at ground level.







FAÇADE HIERARCHY

Mixed-uses must be clearly articulated at the base of the building. Subtle projections, material changes or detailing can be used to distinguish the ground level from the upper floors. Materials used at the base should be high quality and durable as they are subject to touch.

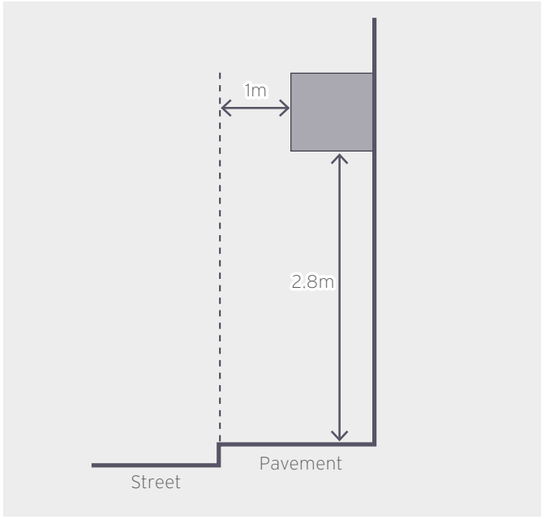
ORDER

The architectural language, scale and height of the frontage must be in proportion with the rest of the building and follow a vertical and horizontal order which relates to the wider building form.

FRONTAGE HIERARCHY

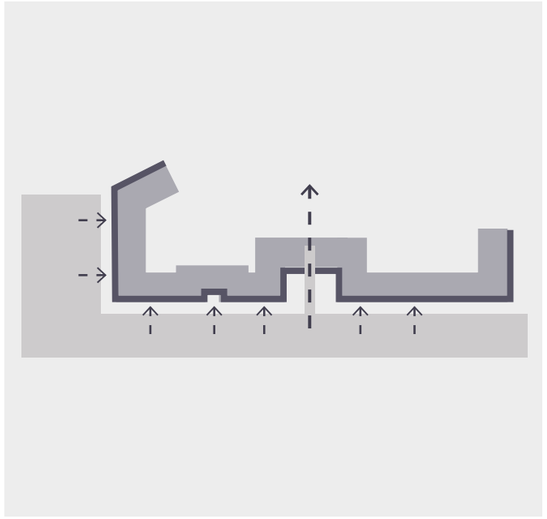
Fenestration must be designed so that it provides clear views onto the street from inside, and the interior should be organised so that there are active uses at the front, particularly on the ground floor level. The scale and height of frontages must be well proportioned to allow for signage and display/active use.

6.8 MIXED-USES



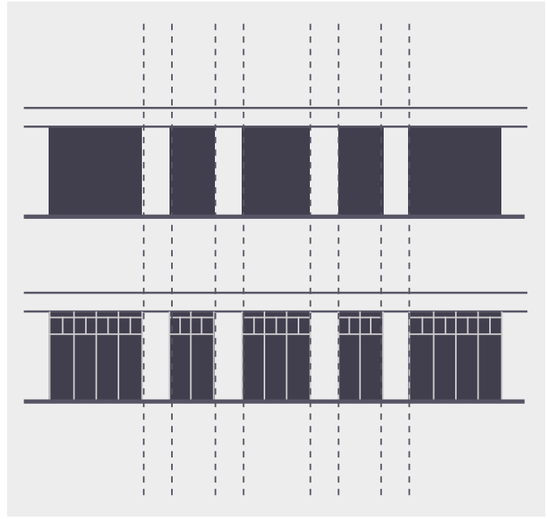
CLEAR SIGNAGE

Signage for mixed-use buildings should be in a clearly defined zone between ground and first floors. The use of branded adhesive films should be avoided. Hanging signs should generally be placed 2.8m above pavement level and at least 1m from the kerb to avoid potential damage.



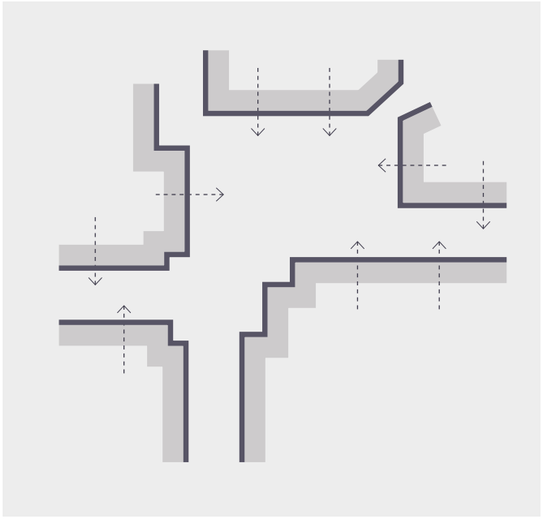
CLEAR ENTRANCES

Main entrances must be located and clearly identified along the street through the use of elements such as framing, recesses and variation in material. Long frontages should incorporate entrances at regular/frequent intervals. This will improve natural surveillance throughout the day and make the area vibrant.



VISUAL DIVERSITY

Mixed-use frontages are encouraged to celebrate character and identity through variation, colour and interest. Gridded fenestration and varied bay widths will also help to break the continuity of long frontages, while introducing a sense of rhythm and scale.



OVERSPILL ACTIVITY

Every opportunity must be taken to create frontages that engage with the street and where threshold space is sufficiently wide, uses should be encouraged to spill out into the adjacent spaces.

6.9 INTEGRATION OF ANCILLARY USES

Discreetly located entrance to car park and textured, timber façade to sub-station

Decorated metalwork panels and doors screening sub station/ancillary uses

The location of ancillary uses such as car parks, refuse stores, cycle stores and back of house functions within the development parcel and how they are accessed, has the potential to impact negatively on the appearance and character of streets and spaces. Long stretches of building frontage dominated by blank walls and service doors are both unattractive and contribute to poor community safety due to a lack of passive surveillance. For these reasons, these elements of the proposals must be very carefully designed and located.

Key Design Principles:

- Ancillary uses should be accommodated to the rear of buildings or beneath podium decks where possible and must not be located on the frontages to key spaces, unless unavoidable.
- The length of building frontage occupied by ancillary uses must be minimised and long runs broken up with residential or other more active uses.
- Entrances to ancillary uses should be discreetly located with simple, robust detailing. Particular consideration should be given to the design of doors serving refuse stores which will be susceptible to damage from regular use.
- Adequate space must be provided in front of entrances to allow easy access and avoid damage to surrounding landscaped areas or parked vehicles.
- Where short lengths of blank frontage to ancillary uses are unavoidable, positive design strategies should be taken to enhance their appearance. The use of textured brickwork, decorative metal screens, or vertical greening are examples of possible treatments.

APPENDICES

APPENDICES

A. DESIGN COMPLIANCE CHECKLIST

- Reserved Matters Applications must be accompanied by a fully completed copy of the following Design Compliance Checklist. Applicants should use this to confirm that they have read and complied with the mandatory design principles set out in the code.
- Where the applicant is not able to demonstrate full compliance, they must provide an explanatory statement justifying non-compliance and submit this alongside the completed Design Compliance Checklist.

It is envisaged that the Local Authority may complete their own version(s) of the Checklist as part of their assessment of Reserved Matters Applications.

Reserved Matters Application Details:

Phase:	
Parcel Reference:	
Developer:	
Architect:	
Landscape Architects:	

Notes:

Wherever 'No' or 'Partial' is answered to any compliance question, an explanatory statement justifying non-compliance is required.
Explanatory statements will be submitted in support of the completed Compliance Checklist.

This Design Code Compliance Checklist will be completed and submitted with all Reserved Matters Planning Applications.

Colour boxes as appropriate in black:

Yes	Partial	No	N/A
■	☐	☐	☐

Compliance with Code:	**Yes**	**Partially** (With design justification provided)	**No** (With design justification provided)	**N/A**
Does the proposal comply with the Code?	☐	☐	☐	☐
If the answer to the above is 'No' or 'Partial', has a statement of justification been provided?	☐	☐	☐	☐

Chapter 2: Masterplan Framework Do the proposals in the RMA comply with the following:	**Yes**	**Partially** (With design justification provided)	**No** (With design justification provided)	**N/A**
2.1 The Key Design and Sustainability Objectives?	☐	☐	☐	☐
2.2 The Masterplan Principles?	☐	☐	☐	☐
2.3 The Framework Masterplan?	☐	☐	☐	☐
2.4 The key design principles for Building Frontages?	☐	☐	☐	☐

A. DESIGN COMPLIANCE CHECKLIST

Chapter 3: Street Design Do the proposals in the RMA comply with the following:		Yes	Partially (With design justification provided)	No (With design justification provided)	N/A
3.1	The Key Design and Sustainability Objectives?	☐	☐	☐	☐
3.2	The design principles relating to Connections to the Wider Area?	☐	☐	☐	☐
	The design principles relating to Access from Syon Lane?	☐	☐	☐	☐
	The design principles relating to Occasional Access from MacFarlane Lane?	☐	☐	☐	☐
3.3	The minimum dimensions and design principles for The Boulevard?	☐	☐	☐	☐
	The minimum dimensions and design principles for The Lanes?	☐	☐	☐	☐
	The minimum dimensions and design principles for Syon Lane?	☐	☐	☐	☐
	The design principles for MacFarlane Lane?	☐	☐	☐	☐
	The design principles for Grant Way?	☐	☐	☐	☐
3.4	The key design principles for Car Parking?	☐	☐	☐	☐
	The key design principles for Cycle Parking?	☐	☐	☐	☐
3.5	The design principles for Waste Management?	☐	☐	☐	☐
3.6	The design principles for Servicing?	☐	☐	☐	☐

Chapter 4: Spaces Do the proposals in the RMA comply with the following:		Yes	Partially (With design justification provided)	No (With design justification provided)	N/A
4.1	The Key Design and Sustainability Objectives?	☐	☐	☐	☐
4.3	The minimum dimensions and design principles for The Clearing?	☐	☐	☐	☐
	The minimum dimensions and design principles for The Meander?	☐	☐	☐	☐
	The minimum dimensions and design principles for The Water Gardens?	☐	☐	☐	☐
	The minimum dimensions and design principles for The Podium Gardens & Roof Terrace?	☐	☐	☐	☐
	The minimum dimensions and design principles for Green & Brown Roofs?	☐	☐	☐	☐

Chapter 5: Detailing the Place Do the proposals in the RMA comply with the following:		Yes	Partially (With design justification provided)	No (With design justification provided)	N/A
5.1	The key design principles for the Tree and Soft Landscape Palette?	☐	☐	☐	☐
5.2	The key design principles for the Hard Surface Material Palette?	☐	☐	☐	☐
5.3	The key design principles for Private Terraces and Boundary Treatments?	☐	☐	☐	☐
5.4	The key design principles for Site Furniture?	☐	☐	☐	☐
5.5	The key design principles for Site Lighting?	☐	☐	☐	☐

Chapter 6: Built Form Do the proposals in the RMA comply with the following:		Yes	Partially (With design justification provided)	No (With design justification provided)	N/A
6.1	The Key Design and Sustainability Objectives?	☐	☐	☐	☐
6.2	The Built Form Principles?	☐	☐	☐	☐
6.3	The key design and layout principles set out in the relevant section(s) of the Development Parcel Design Principles?	☐	☐	☐	☐
	State which Development Parcel(s) form part of this RMA.				
6.4	The key design principles for Heights and Massing?	☐	☐	☐	☐
6.5	The key design principles for Primary and Secondary Building Typologies?	☐	☐	☐	☐
	The key design principles and façade character for the Syon Lane Typology?	☐	☐	☐	☐
	The key design principles and façade character for the Wayfinding Typology?	☐	☐	☐	☐
	The key design principles and façade character for the Waterside Typology?	☐	☐	☐	☐
	The key design principles and façade character for the Linking Typology?	☐	☐	☐	☐
	The key design principles and façade character for the Terrace Typology?	☐	☐	☐	☐
6.6	The design principles for Mixed-uses?	☐	☐	☐	☐
6.7	The design principles for Facing Materials?	☐	☐	☐	☐
6.8	The design principles for Integration of Plant and Services?	☐	☐	☐	☐

B. RESIDENTIAL SPACE STANDARDS

The following minimum space standards are applicable to residential development on the site (unless or until new standards are agreed with the local authority).

MINIMUM INTERNAL FLOORSPACE FOR EACH HOUSING TYPE			
	Minimum internal floorspace (GIA) for single storey dwellings*	Minimum internal floorspace (GIA) for two storey dwellings*	Minimum internal floorspace (GIA for three storey dwellings*
1B/1P	39 sqm	-	-
1B/2P	50 sqm	58 sqm	-
2B/3P	61 sqm	70 sqm	-
2B/4P	70 sqm	79 sqm	-
3B/4P	74 sqm	84 sqm	90 sqm
3B/5P	86 sqm	93 sqm	99 sqm
3B/6P	95 sqm	102 sqm	108 sqm
4B/5P	90 sqm	97 sqm	103 sqm
4B/6P	99 sqm	106 sqm	112 sqm

MINIMUM PRIVATE AMENITY SPACE FOR EACH HOUSING TYPE	
	Minimum external private amenity space for flats
1B/1P	5 sqm
1B/2P	5 sqm
2B/3P	6 sqm
2B/4P	7 sqm
3B/4P	7 sqm
3B/5P	8 sqm
3B/6P	9 sqm
4B/5P	8 sqm
4B/6P	9 sqm

* Refer to appropriate London Plan residential design guidance for associated storage requirements.

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