



**APARTMENTS**

for LONDON

Osterley Station, London , TW7 4PU

Presentation Document

June 2019

Key Changes

	Previous Scheme	Proposed Scheme	Summary
<b>Max Height</b>	<b>9 - 4 Storeys</b> Tallest element of scheme higher than station obelisk	<b>6 - 3 Storeys</b> Tallest element of scheme lower than station obelisk	✓ Reduced
<b>Private Amenity</b>	<b>81%</b>	<b>100%</b>	✓ Increased
<b>Communal Space</b> % of LBH requirement	<b>1136sqm</b> 53%	<b>1200sqm</b> 100%	✓ Increased
<b>Style</b>	<b>Contrasted with Context</b>	<b>Sympathetic to Context</b>	✓ Respects Station
<b>Mix</b>			
<b>1 Bed 1 Person Apartment</b>	<b>90 = 76%</b>	<b>28 = 42%</b>	✓ Reduced
<b>1 Bed 2 Person Apartment</b>	<b>18 = 15%</b>	<b>23 = 33%</b>	
<b>2 Bed 3 Person Apartment</b>	<b>00 = 0%</b>	<b>07 = 10%</b>	✓ Increased 2 Bed Units
<b>2 Bed 4 Person Apartment</b>	<b>10 = 9%</b>	<b>04 = 6%</b>	
<b>3 Bed 5 Person Apartment</b>	<b>00 = 0%</b>	<b>06 = 9%</b>	✓ Increased Family Units
<b>TOTAL Apartments</b>	<b>118</b>	<b>68</b>	✓ Reduced Total

Block Layout

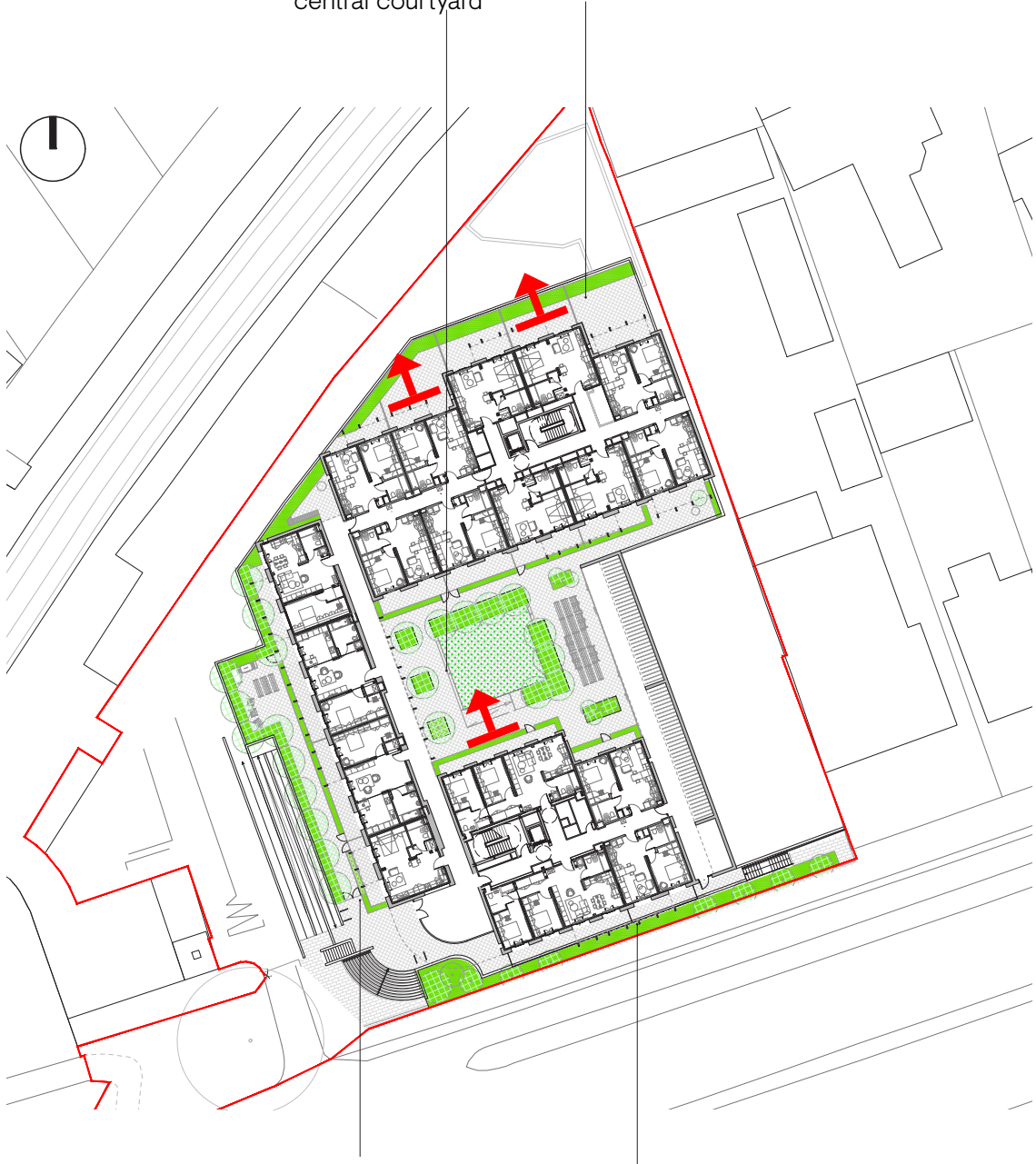
Previous

3 Blocks



North Facing Apartments  
Only Single Aspect

South, West & North Blocks screened the  
central courtyard



Footprint Maximised

Only 9% Family Units

At the expense of external amenity for  
residents

10x 2 Bed 4 Person Apartments

Proposed

Usable Shared Green Space



Apartments No Longer  
Single Aspect

Better sunlight and aspect creates usable  
courtyard space

Good natural lighting in living spaces



Block Omitted

Private Balcony % increased

Interface between South Block & Station  
has been extended to over 24 metres  
allowing more pedestrian space with  
improved aspect & sunlight.

Every apartment has minimum or  
over minimum requirement

Family Units Increased to  
15%

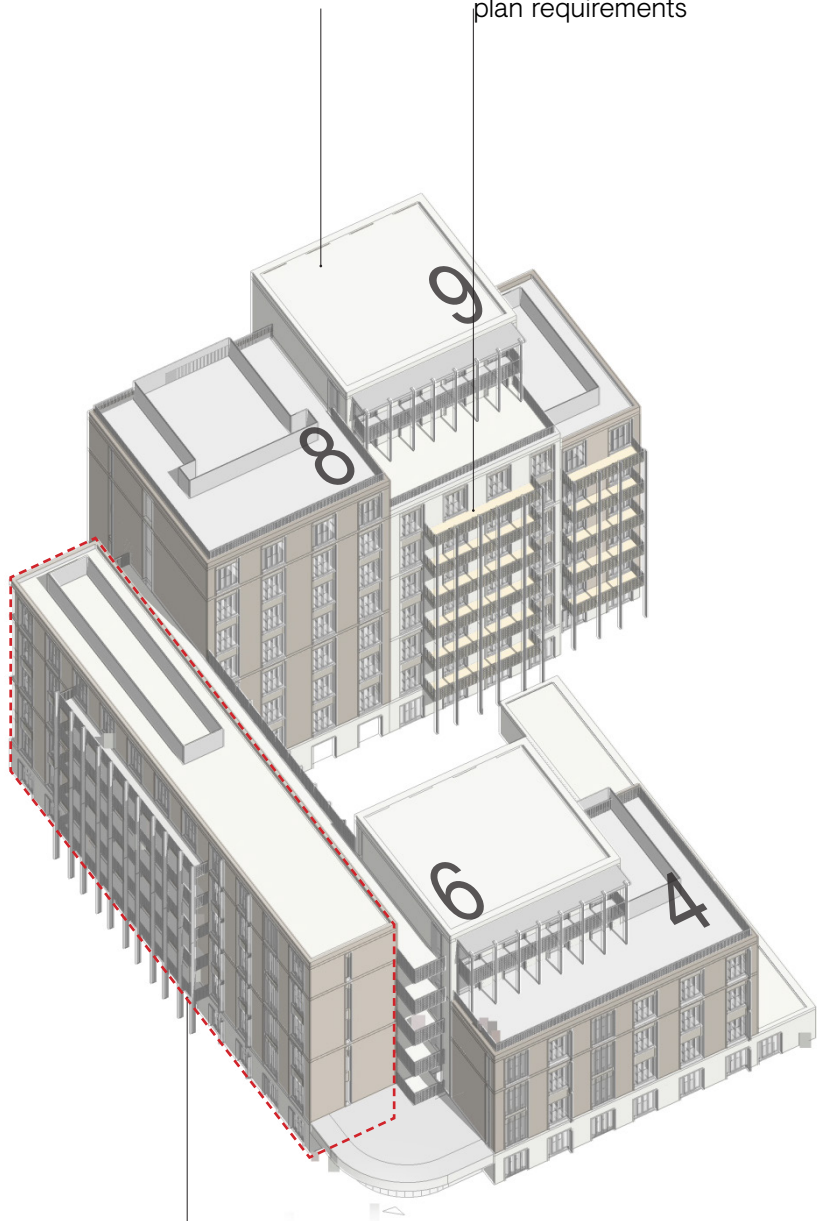
2 Bed 4 Person & 3 Bed 5 Person  
Apartments

Previous

9 Storeys Maximum

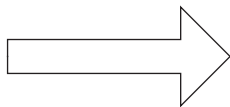
Lightweight 'Clip On' Balconies

Balcony provision under LBH local plan requirements



Large Uniform West Block

At the expense of external amenity for residents



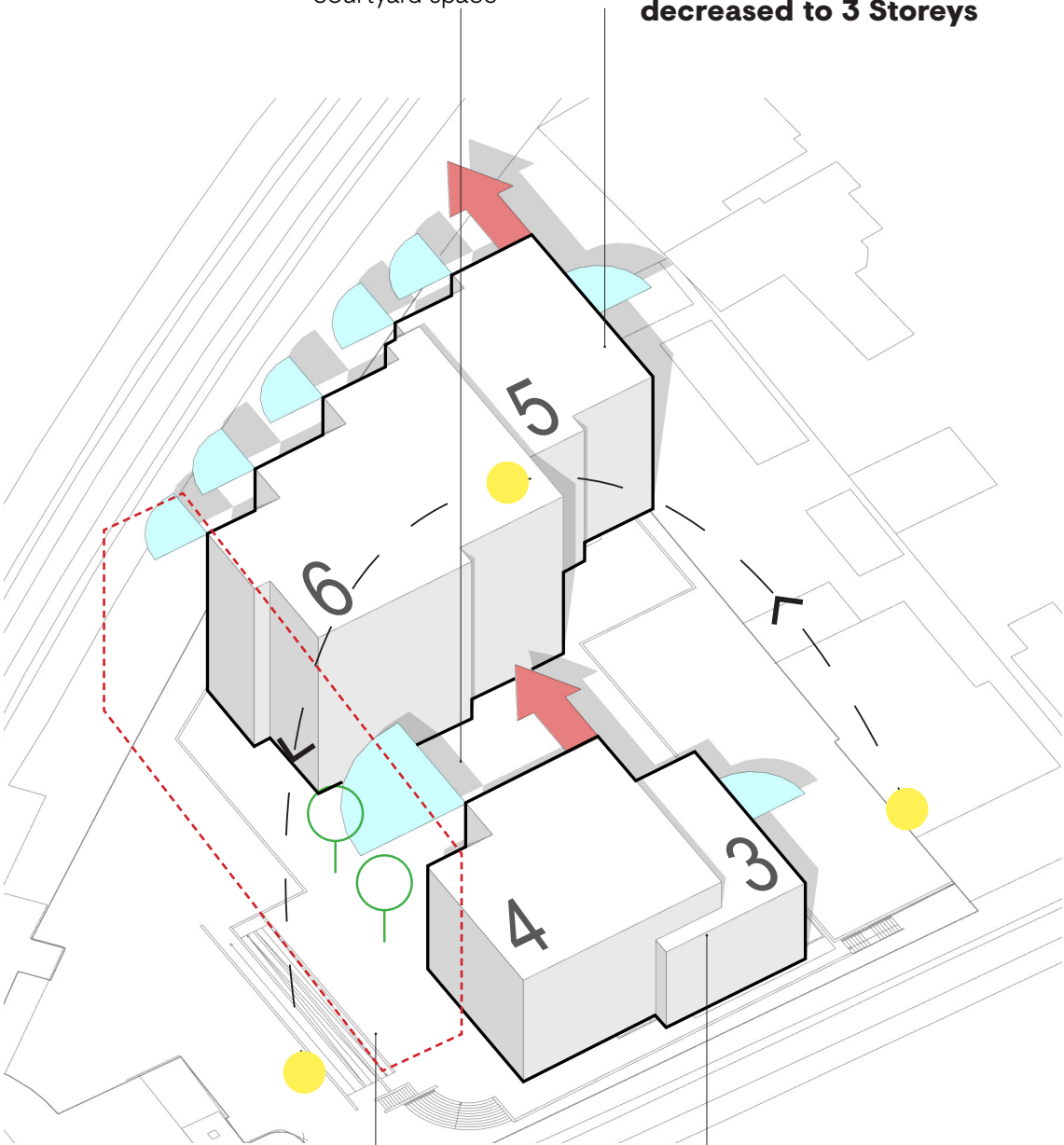
Proposed

Usable Shared External Space

Better sunlight and aspect to create usable courtyard space

Highest Point Reduced to 6 Storeys

South Block Height decreased to 3 Storeys



Block Omitted

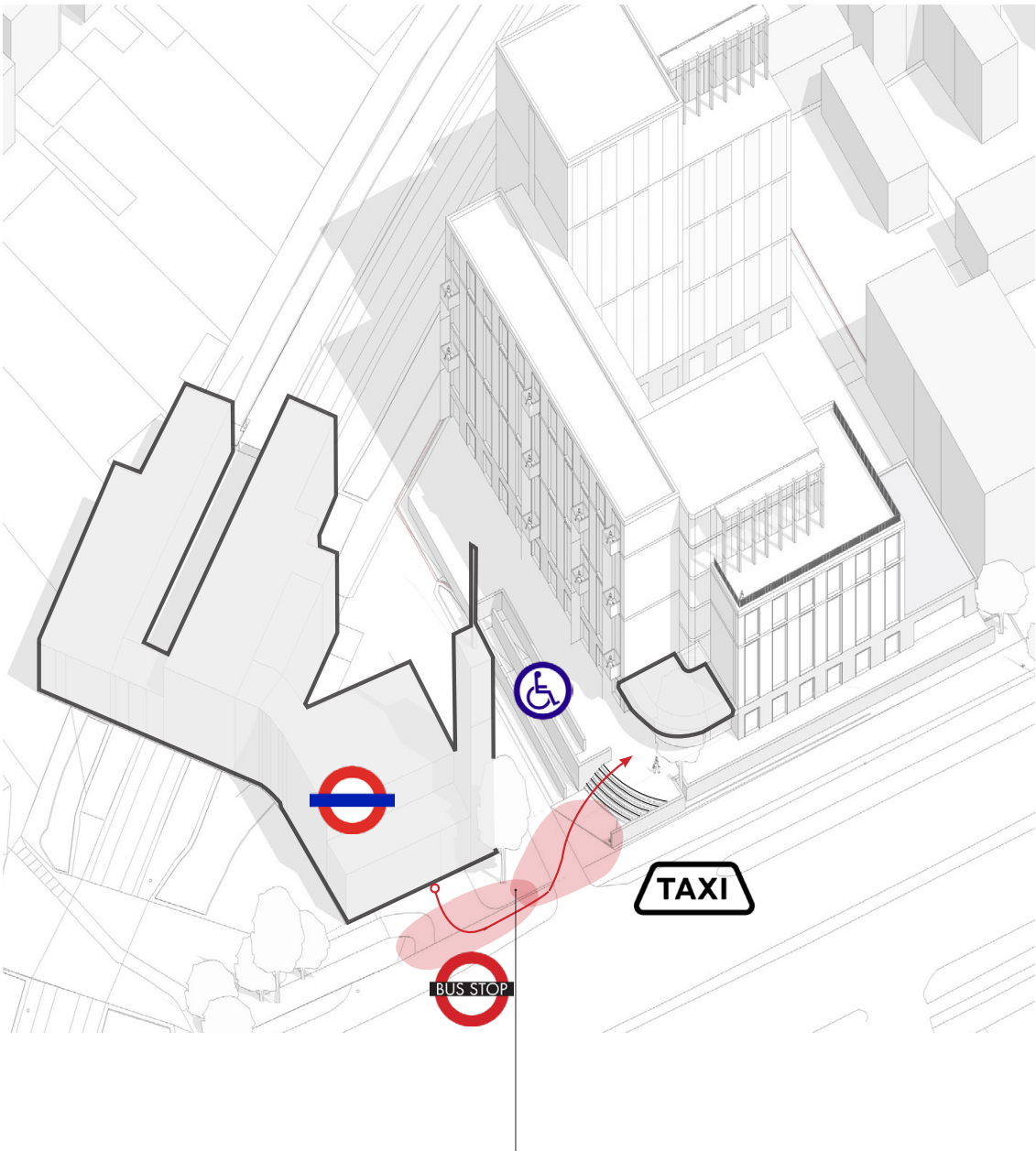
Better interface with Station with improved aspect & sunlight

Integrated Balconies

South Block massaged to contain balconies within a continuous skin



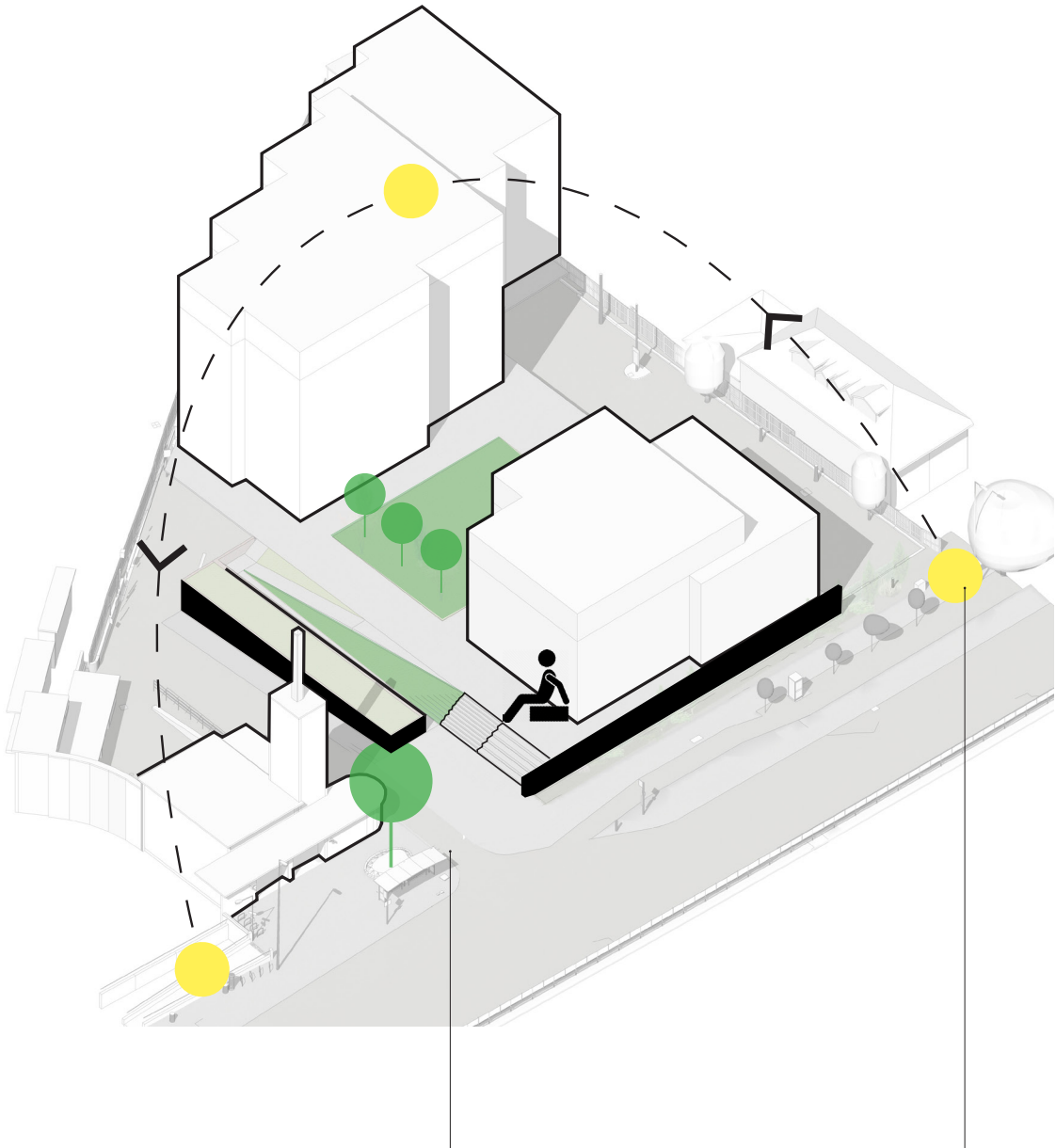
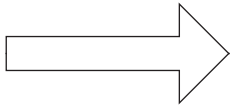
Previous



Station

Ramped access tight from grade to development entrance

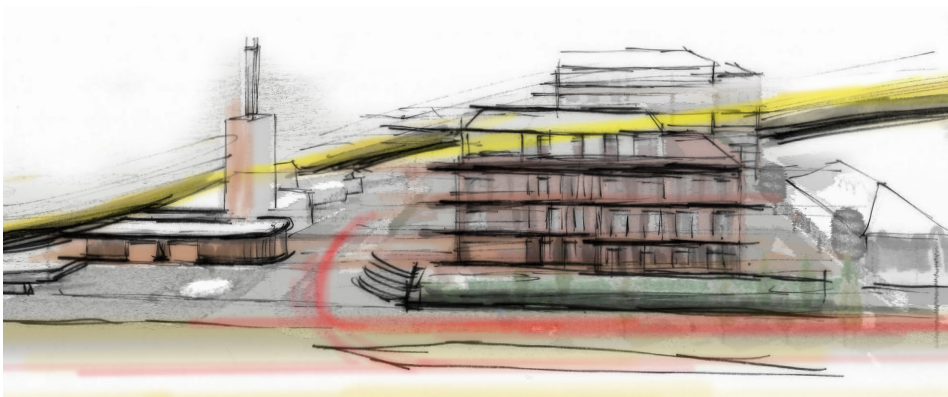
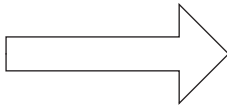
Proposed



Views Into Courtyard from Great West Rd  
Maximises Morning & Afternoon Sun



Appearance Development



Streamline Moderne Built Context

The Streamline Moderne International style stemmed from 1930s Art Deco and has influenced many of the pre war buildings within the Hounslow Area. Streamline Moderne appeared most often in buildings relating to transport & travel surrounding horizontal movement

Horizontal Concept



1. Plinth



2. Middle



3. Head



4. Horizontal Banding



5. Secondary Interweaving bands



6. Horizontal movement with sliding shutters

Harmonising Palette





## Scale & Appearance

### Previous

Great West Road looking North



### Proposed

The line of the previous scheme presented at the public exhibition, December 2018. Massing reduced following community feedback

the proposed horizontal elevations do not compete with the iconic verticality of the Obelisk, whilst the material palette is respectful

The stepping back of the Southern Block from the Station has made room for 'breathing space'.

The substantial break between the two now separate buildings is used for resident communal green spaces. The roof and general massing is more reserved and sensitive to the existing surrounding context.





Previous

Great West Road looking East

Obelisk Tower

Outline masked by previous scheme background



Proposed

Obelisk Tower

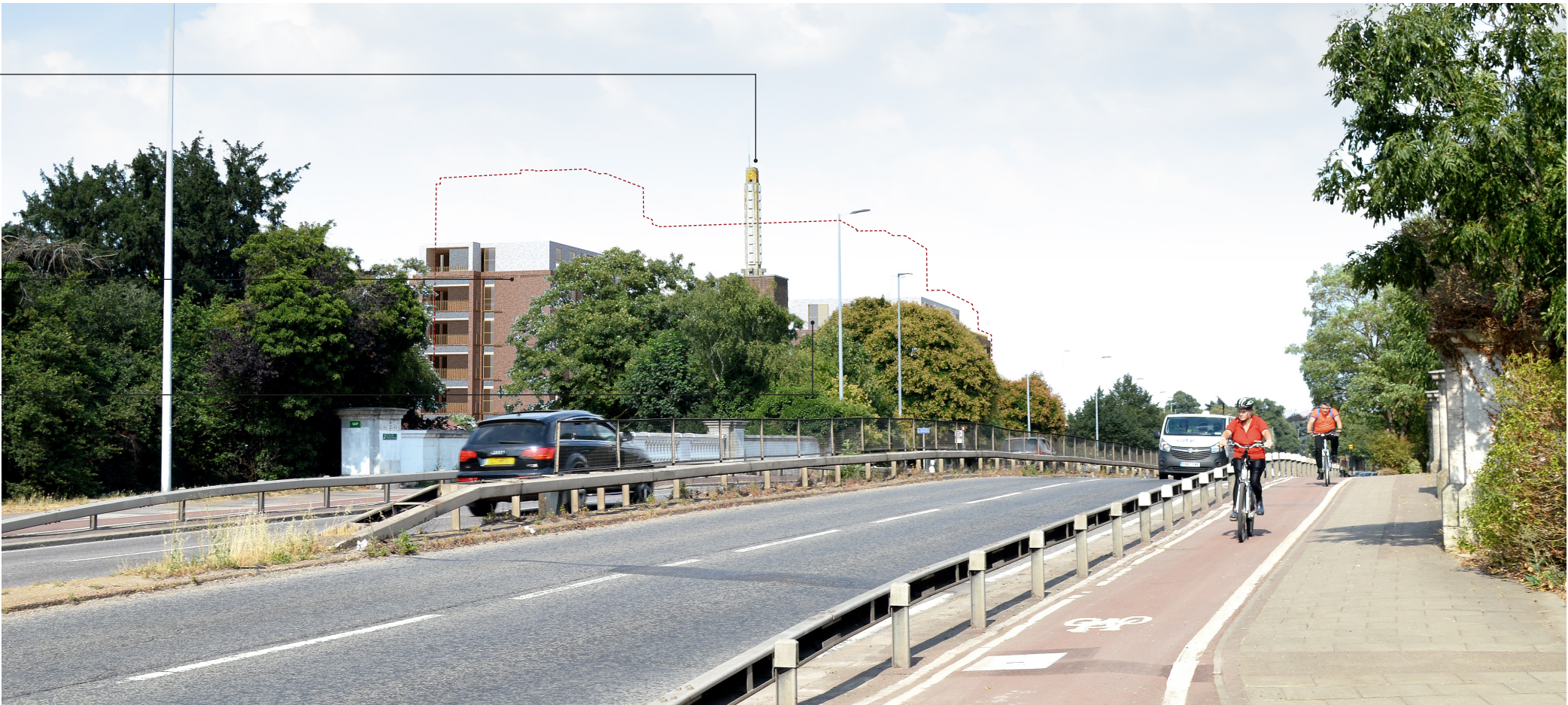
Maintains exposure to skyline

Obelisk Tower

The Obelisk sets a dark masonry datum which flows into the scheme giving the station and wider development a unity.

South Block

The light masonry at roof level provides a film to contrast against the Obelisk. The light material will help blend into the skyline.





Reduced Scale

Previous

Great West Road looking West

Obelisk Tower  
Dwarfed by North Block



Proposed

Obelisk Tower  
Sets datum for proposed massing





## Summary of Evolution

### Original Height

9 - 4 storeys

### Osterley Station

Residents association concerned that their needed to be greater harmonisation between the station & the proposed development.

### Contrasting Material Palette

Yellow & White masonry

### Lightweight Clip On Balcony

### Cramped Access

Ramped access tight from grade to development entrance

### Station Dominates

Obelisk tower views maintained from afar along Great West Road

### Previous Scale Outline

Western block removed allowing courtyard aspect & sunlight

### Sympathetic Materials

Materials reminiscent of Station palette

### Reduced Scale

6 -3 storeys

### Balconies unify massing

### Open Public Realm

Generous entrance with tiered seating connects proposal to its context. Courtyard is now visible from street

