Revised Massing & Aspect

We now have a proposal that reaches a maximum height of 6 storeys stepping down to 3 storeys to the front of the site along the Great West Road. Apartment aspects have been increased with Block 2 residential apartments staggering North to provide dual aspect windows and access onto balconies.

Public Realm Aspiration

The public realm seeks to connect with the station entrance with the proposed development, creating a gathering space for all commuters. Ramped access is provided, screened behind the decks edge and integrated within the newly designed landscaping.

- 9 Storeys Maximum
- Lightweight ‘Clip On’ Balconies
- Balcony provision under LBI: Local plan requirements
- Large Uniform West Block
- At the expense of external amenity for residents
- 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
- Station
- Ramped access tight from grade to development entrance
- Views Into Courtyard from Great West Rd
- Maximises Morning & Afternoon Sun
Our concept towards massing and materials has evolved. We have taken a number of considerations into account to develop the design further.

**Streamline Moderne Context**

The Streamline Moderne International style stemmed from Art Deco in the 1930s and has influenced many of the pre-war buildings within the Hounslow Area.

**Elevation Response**

- 1. Pitch
- 2. Middle
- 3. Head
- 4. Horizontal banding
- 5. Secondary interweaving bands
- 6. Horizontal movement with sliding shutters

**Material Influenced by Station palette**

<table>
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<tr>
<th>Reduced Scale</th>
<th>6 - 8 stories</th>
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**Balconies Unify Massing**

**Developed Public Realm**

Generous entrance with tiered seating connects to its context. Courtyard is new beside an old street.

**Previous**

Great West Road looking North

**Original Height**

9 + 6 storeys

**Osterley Station**

Residents association concerned that their needs to be greater harmonization between the station & the proposed development.

**Contracting Material Palette**

Yellow & White masonry

**Lightweight Clip On Balcony**

**Cramped Access**

Ramped access tight from grade to development entrance.

**Proposed**

- Station Dominates
  - Oblique tower views maintained from afar along Great West Road.
  - The line of the previous scheme presented at the public exhibition, December 2018: Massing reduced following community feedback.
  - The proposed horizontal deviations do not compete with the iconic verticality of the Osterley, 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 commercial green space. The roof and general massing is more reserved and sensitive to the existing surrounding context.
Elevational Response

Along Great West Road are a number of Streamline Moderne buildings including Osterley Station & the Gillette Factory. The elevation hierarchy and proportion of bays and windows in the proposals is a response to these buildings.

Key Views

Great West Road heading East, the building scale steps down to 3 storeys adjacent to the neighbouring 1930’s semi detached buildings (Great West Rd looking West).

Previous
Great West Road looking North

Previous
Great West Road looking East

Previous
Great West Road looking West

Proposed

Obelisk Tower
Outline masked by previous scheme background

Obelisk Tower
Dwarfed by North Block

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

Obelisk Tower
Maintains exposure to skyline

Obelisk Tower
Sets datum for proposed massing