Site Analysis

Local Services

Northfield Avenue

Bowman’s Close

Seaford Road

To West Ealing

To Ealing Broadway

Allotments

Parking

Noise

Pathways Residents

Opportunities and Constraints

Public Transport

Northfield Avenue

Bowman’s Close

Seaford Road

Tawny Close
Masterplan Evolution

Previous masterplans

Concept - Desire lines

Desire lines and trees

Resolving site geometry

Masterplan concept
Sustainability

- Secure bike parking encourages cycling
- Quality public transport link across London
- Active frontages
- Good daylight levels
- New vehicular access

- West Ealing
- Brown roofs
- Improved connectivity
- Sustainable water use
- Renewable energy
- Improved ecology
- Using resources wisely
- Fabric first

- Flexible energy strategy
- Play space
- Community room
- SUDS
- Secure bike parking encourages cycling
- Improved vehicular access

- Ealing Broadway to Paddington
- Improved vehicular access
- New vehicular access

- Flexibility
- Using resources wisely
- Improved ecology
- Fabric first

- Quality public transport link across London
- Encouraging sustainable modes of transport
- Play space
- Community room
Scale

Urban scale

Building scale

Base

Middle

Roof

roof terrace
vertical window
juliette balcony
balcony
terrace
vertical pilaster
horizontal banding
entrance canopy
entrance canopy
entrance entrance

person

Urban scale

street

roof