CHISWICK CURVE
SITE CONTEXT
Development Context
The Golden Mile: The Beginning

- 4 kilometre stretch along the A4/Great West Road
- Funded by National & Local Government to stimulate the economy and reduce high levels of unemployment after WWI
- Attracted large companies including Beechams, Gillette, and Firestone to construct their iconic Art Deco buildings along the corridor
Development Context
The Golden Mile: Present Day

- Continues to be a corridor of employment opportunity
- Connections to Central London and Heathrow Airport has attracted large multi-national companies such as Glaxo-Smith Kline, Sky, and Mercedes.
- Creates a sequence of tall buildings along the Golden Mile
Site Location

- An unoccupied island since 1990s
- At the eastern bookend of the Golden Mile
- At the confluence of the North and South Circular Road, Chiswick High Road, Great West Road (A4), and the M4 motorway
- Half way between Heathrow Airport and Central London
- Marked by the end of the elevated M4 Flyover.
Existing Local Character

View 1 Undercroft of the M4

View 2 Traffic at Chiswick Roundabout

View 3 Low quality paving around the Site
DEVELOPMENT PROPOSAL
Place Making Principles

01 Community Connections
Help reduce the severance of the M4 through generous setback from the roundabout

02 Pedestrian Links
Setback to Larch Drive to provide pedestrian, cycle and servicing routes

03 A Catalyst for Change
Open up the ground floor plane to provide a semi-public route through to the B&Q Site beyond

04 Public Realm
Soft landscape to blur the boundaries between inside and outside

05 Flexible Office Floorspace
Flexible office floorspace arranged around central communal spaces

06 Playspace
Generous children's play space at the 5th floor

07 Three Building volumes
To break the massing of the building

08 Sculpting
Stepped form to create a sculptural silhouette

09 Sky Garden
Sky garden and roof terraces to provide landscaped spaces

10 Articulation
Fins to provide solar shading and articulation with a colour palette that draws from the surrounding area
Development Summary

Summary
- 4,608 sqm of flexible office workspace
- 320 new homes
- 498 sqm retail / cafe use
- 379 sqm publically accessible landscaped atrium
- 82 car parking spaces (10 office, 2 car club, 70 residential)
- 17 motorcycle parking spaces
- 548 cycle parking spaces (62 office, 484 residential, 2 Retail/cafe)

Scheme Benefits
- 30% affordable homes provided on-site
- 450 new jobs
- An increase in public realm within the site
- Public realm improvements to the principal junctions and underpass
- Public viewing gallery
- Sustainable design
- Active frontages and ground floor uses
- Digital advertising display integrated into architectural facade
Section through the Lower Floors

Illustrative Design Development Section through the Ground Floor and Office Workspace Levels
Ground Floor

The ground floor comprises the double height publically accessible atrium, three residential lobbies, flexible retail A1/A3 space, cycle lobbies, and ancillary space.
The workspace floors offer high quality, flexible office space focused around ‘communal hubs’ which provide communal facilities, such as double-height event spaces between levels.
Office Workspace

Illustrative View of the Creative Workspace Interior
PUBLIC REALM & LANDSCAPE
Public Realm & Landscape Design Principles

01 Strengthen Pedestrian Connections
02 Sculpt a new public space
03 Humanise the environment
04 Create shelter from wind and noise
05 Amplify nature inside and out
06 Provide play opportunities
07 Extend and improve the existing cycle network
08 Promote a sustainable landscape
09 Provide a seamless integration of landscape and architecture
10 Provide a publicly accessible roof garden
Essential public realm and highway works within the application boundary:

Section 278 highway works to crossings and key connecting spaces:

Aspirational public realm and landscape works to improve the wider environment
Illustrative Wider Landscape & Public Realm Improvements
Sketch illustrating the pedestrian approach towards the arrival space from the East
Sketch illustrating initial thoughts for the Great West Road landscape
MASSING & APPEARANCE
Massing Concept

A composition of three forms on a triangular site

Two slender forms from Gunnersbury Cemetery view

Steps clustered around the middle datum
Building Height

120.290 AOD
(East building Volume Lift Overrun)

109.005 AOD
(West building Volume Lift Overrun)
Appearance

Photo of Strand on the Green which inspired the earth tone colour palette for the building
(Image: Strand On The Green Association)
Facade Overview

- Feature coloured glass shadow box
- Vertical fins
- Wedged balcony
- Horizontal fins
- Digital advertising
- Feature coloured glass
Sustainable Features

1. Rainwater Harvesting
2. Photovoltaic Panels
3. Sedum Roof Planting
4. High-Performance Glazing
5. Insulated Cladding Panels
6. Solar Shading Fins
7. Heat Recovery in Apartments
8. Acoustic Consideration
9. High Glazing Specification for Office Levels
10. Rainwater Attenuation
11. Biodiversity & Planting
12. Amenity Spaces
13. Improved Cycle Connections
14. Combined Heat and Power System
15. Water Efficient Appliances and Fixtures
ACCURATE VISUAL REPRESENTATIONS
View 2 - Gunnersbury Park, The Round Pond (Looking South)
View 12 - Riverbank, Looking Towards Strand of the Green (Looking North)
View 13 - Kew Bridge, South End (Looking North)
View 21 - Kew Green (Looking North)
View 26 - Turnham Green, War Memorial (Looking West)