

# 1 ACTON GARDENS PHASE 7.2

## WELCOME



Phase 7.2 Site Plan

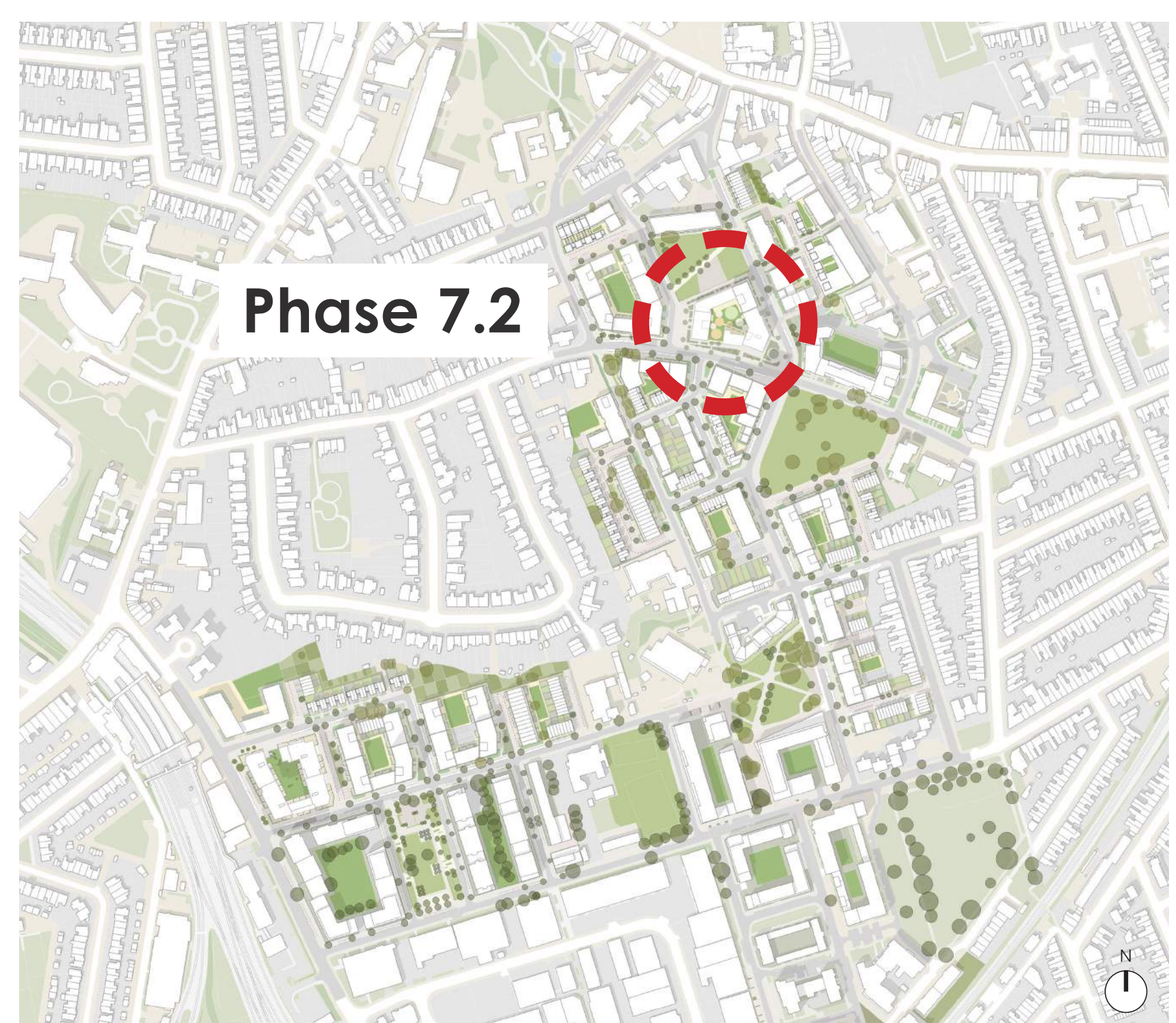
## The Brief

Welcome to our public exhibition. GRID Architects have designed a building for Acton Gardens Phase 7.2 which responds to the parameters and guidelines consented as part of the 2018 approved Hybrid Outline Application which revised the remaining area of the Acton Gardens Masterplan.

This block, sitting between the recently constructed Phase 7.1 and opposite Avenue Park, represents the next piece in the Avenue Road frontage.

Members of the development team will be available to answer any questions and talk you through the proposal via the online presentation. We welcome your feedback and comments or queries you may have.

We look forward to meeting you all.



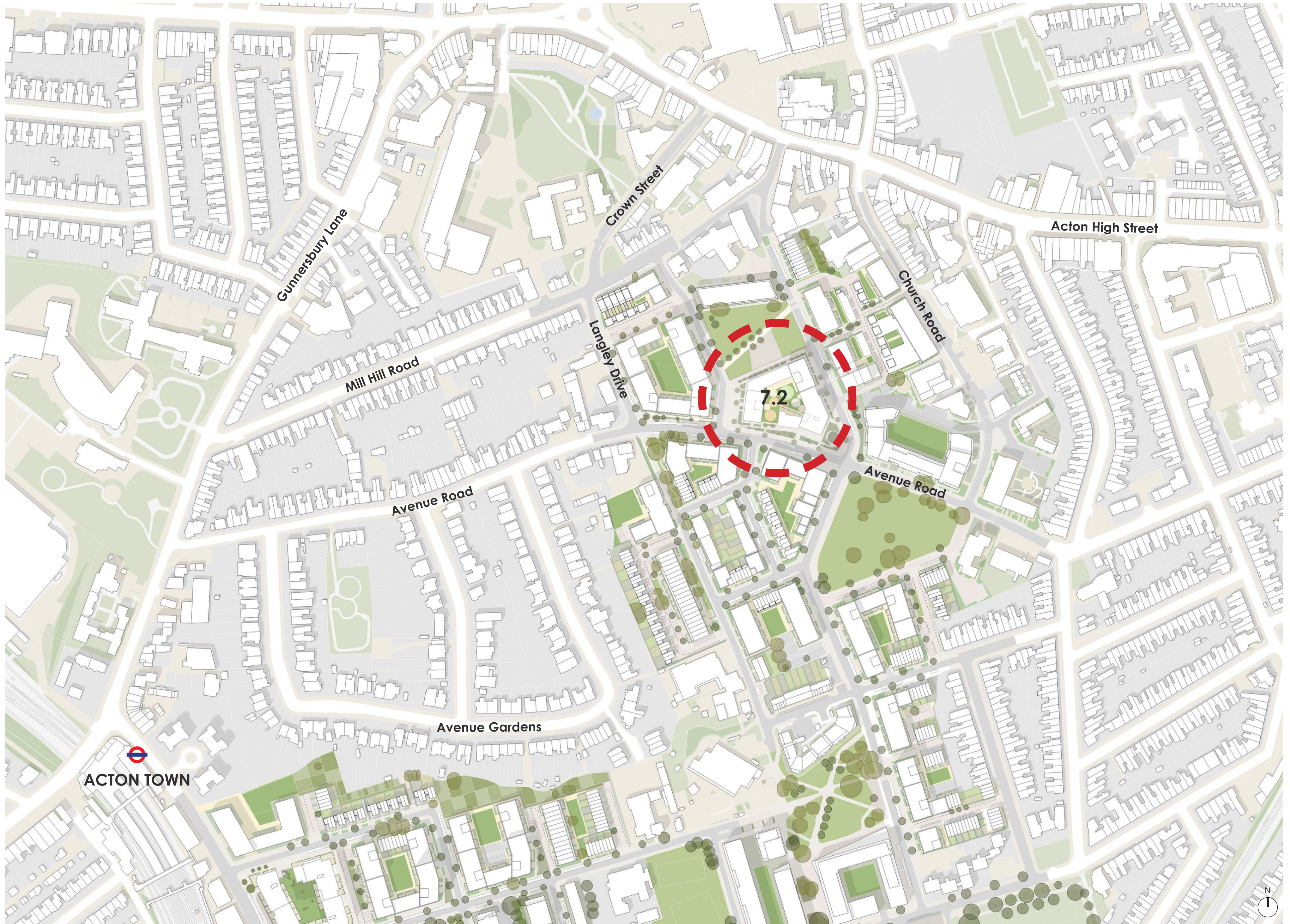
Phase 7.2 in the consented revised masterplan



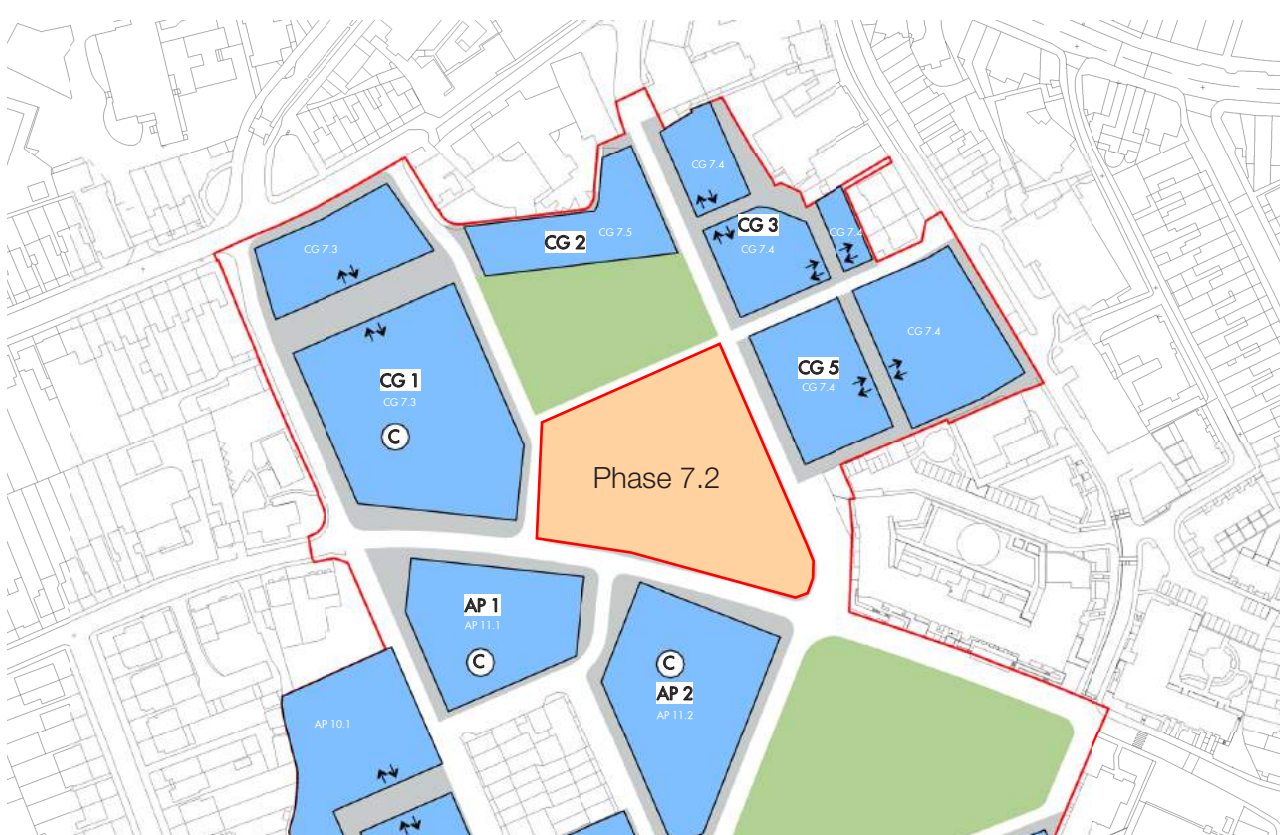


# 2 ACTON GARDENS PHASE 7.2

## CONSENTED REVISED MASTERPLAN



Phase 7.2 Site Plan



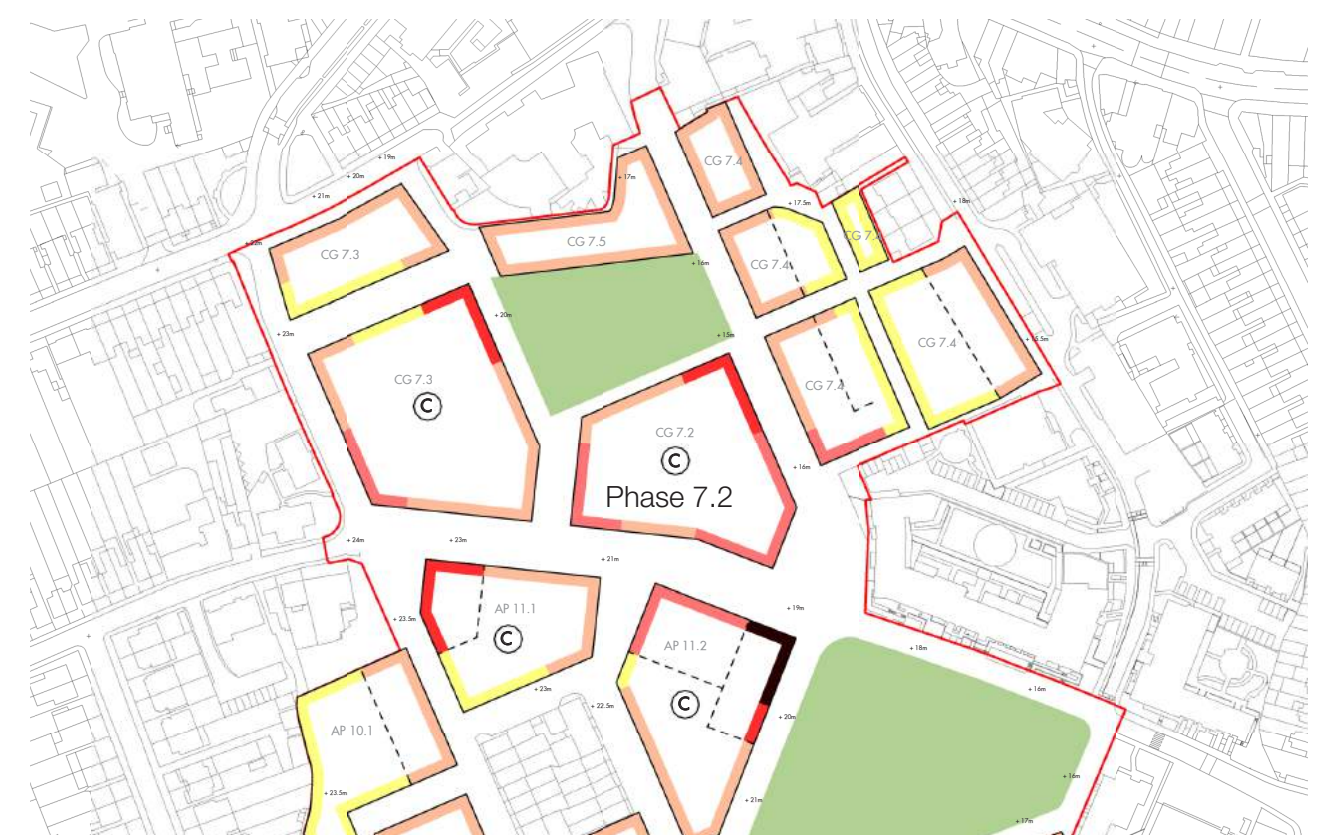
Development Plots

- Outline Planning Application Line Boundary
- Land Parcel
- Green Land
- Phase 7.2
- Development Plot
- Internal Plot Edge With Flexible Direction
- Courtyard Within Plot



Access and Circulation

- Outline Planning Application Line Boundary
- Green Land
- Zone of Flexibility
- Direction and limit of deviation of Zone of Flexibility
- Phase 7.2
- Land Parcel
- Proposed Primary Connection
- Proposed Tertiary Connection
- Existing Primary Connection
- Existing Secondary Connection
- Existing Tertiary Connection



Minimum and Maximum Building Heights

- Outline Planning Application Line Boundary
- Development Plot
- +20m Approximate existing site level (metres)
- Courtyard
- 01-03 storeys (maximum AGL 12.60m)
- 04-06 storeys (maximum AGL 24.15m)
- 07-09 storeys (maximum AGL 34.05m)
- 10-12 storeys (maximum AGL 43.95m)
- 13-15 storeys (maximum AGL 53.85m)



# 3 ACTON GARDENS PHASE 7.2

## THE PROPOSAL

**Level 9 to 10**

**Level 6 to 8**

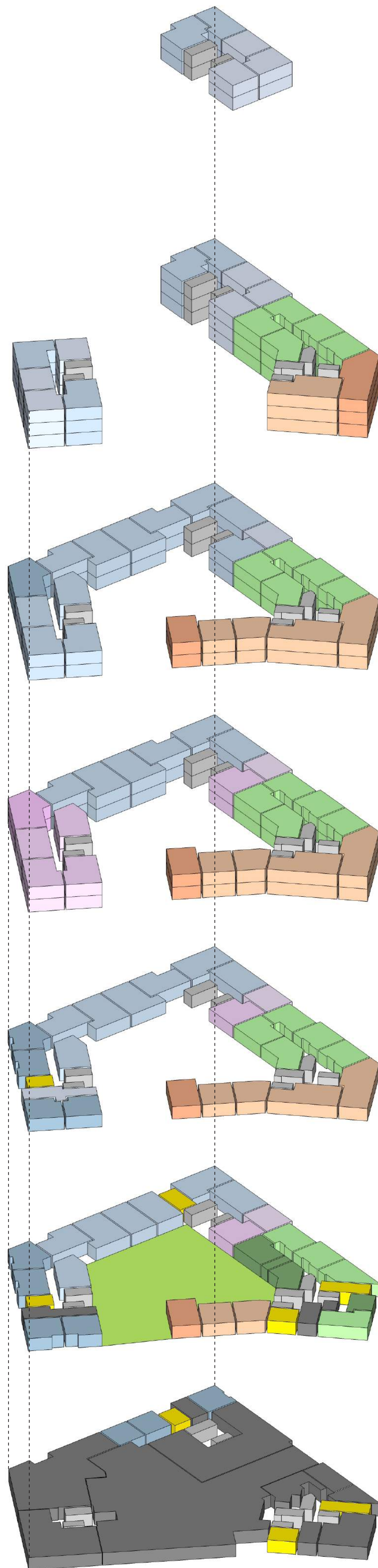
**Level 4 to 5**

**Level 2 to 3**

**Level 1**

**Ground Floor**

**Lower Ground Floor**



### Unit Mix Massing

#### Private

- 1B 2P
- 2B 3P / 2B 4P
- 3B 5P

#### Shared Ownership

- 1B 2P
- 2B 3P / 2B 4P
- 3B 5P

#### Active Living

- 1B 2P
- Amenity

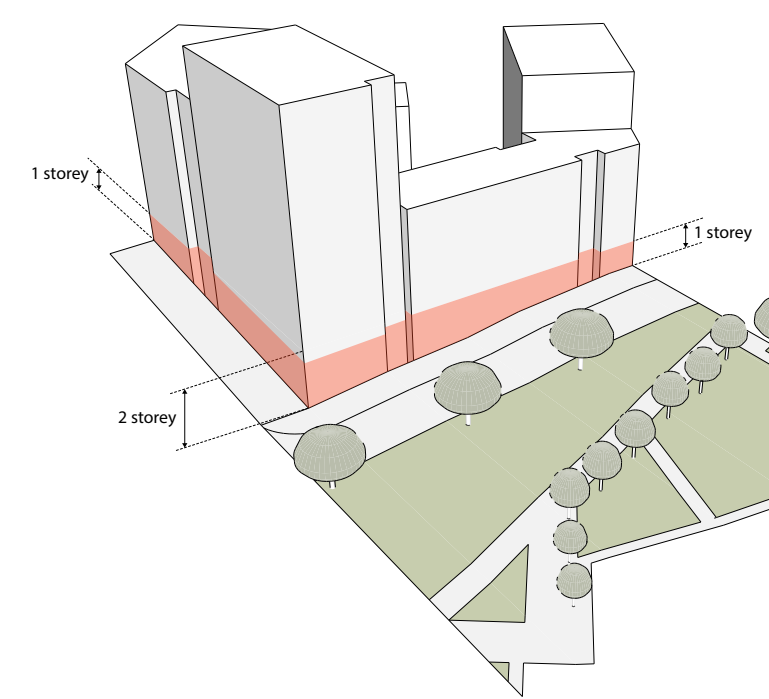
#### London Affordable Rent

- 3B 5P
- 4B 6P

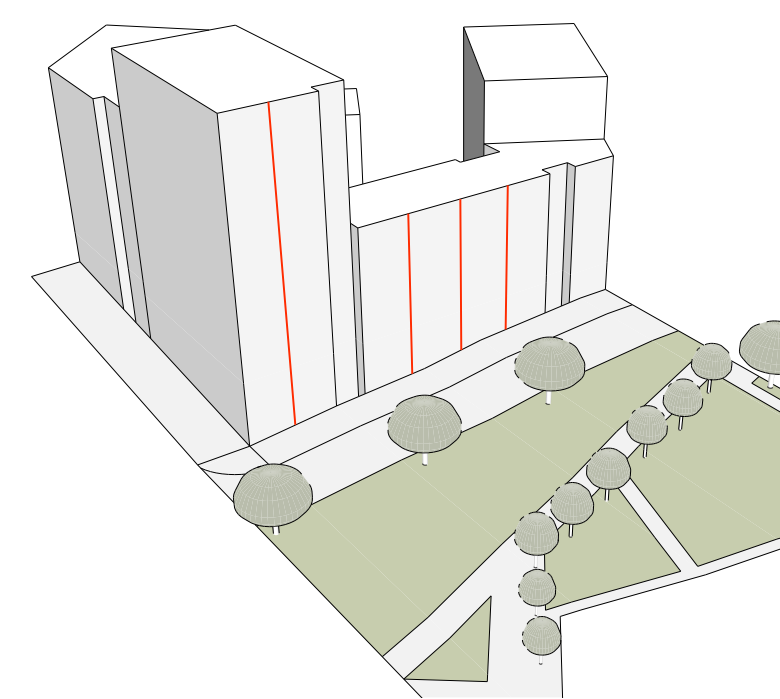
#### Other

- Bin and Cycle Stores and Plant Rooms
- Circulation / Core
- Lobby
- Podium

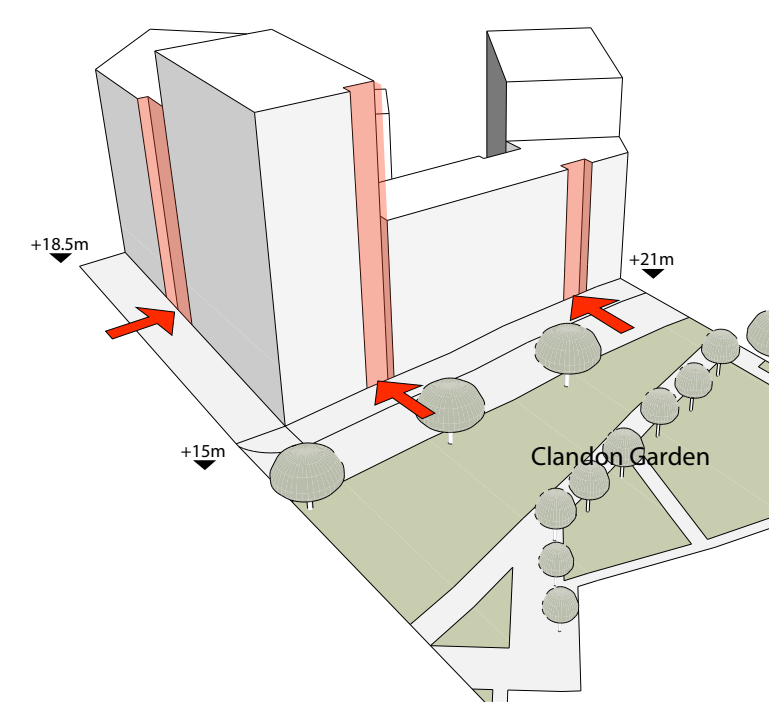
### Concept Strategy



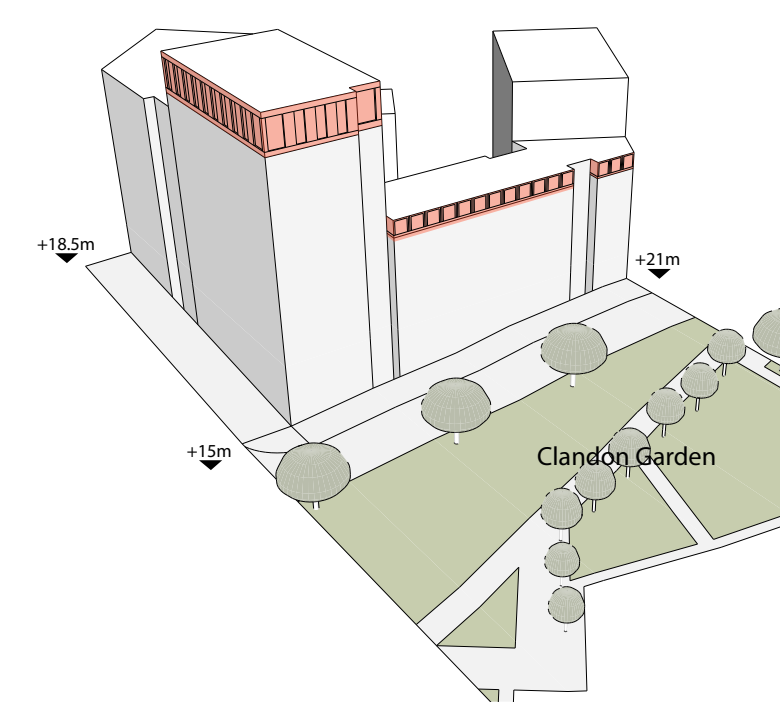
Base to reconcile Levels



Proportions and Rhythm



Architectural Breaks



Building Tops

### Base to reconcile Levels

The site has a 6m level change, the base level is drawn across the first floor level which creates a 2 storey element on the north east corner.

### Proportions and Rhythm

Creating a vertical rhythm gives a rational composition to the blocks with good proportions.

### Architectural Breaks

Recessed vertical slots are created to articulate separate elements within the facade composition.

### Building Tops

The taller elements are given a 'top' and gives a clear top, middle and base to the architecture.

### Key Facts

Proposal for circa 185 new homes.

Including maisonettes with front doors to the street.

50% affordable housing tenure.

Circa 1030 sqm of podium gardens for residents. All units provided with private amenity space in the form of terraces or balconies.

Secured parking undercroft for circa 31 no. cars in addition to on street parking spaces.

Variety of residential units to suit residents' needs & market demand as part of the regeneration masterplan.

Variety of heights in response to townscape & existing neighbourhood.

Simple and robust building materials to compliment the existing built context.

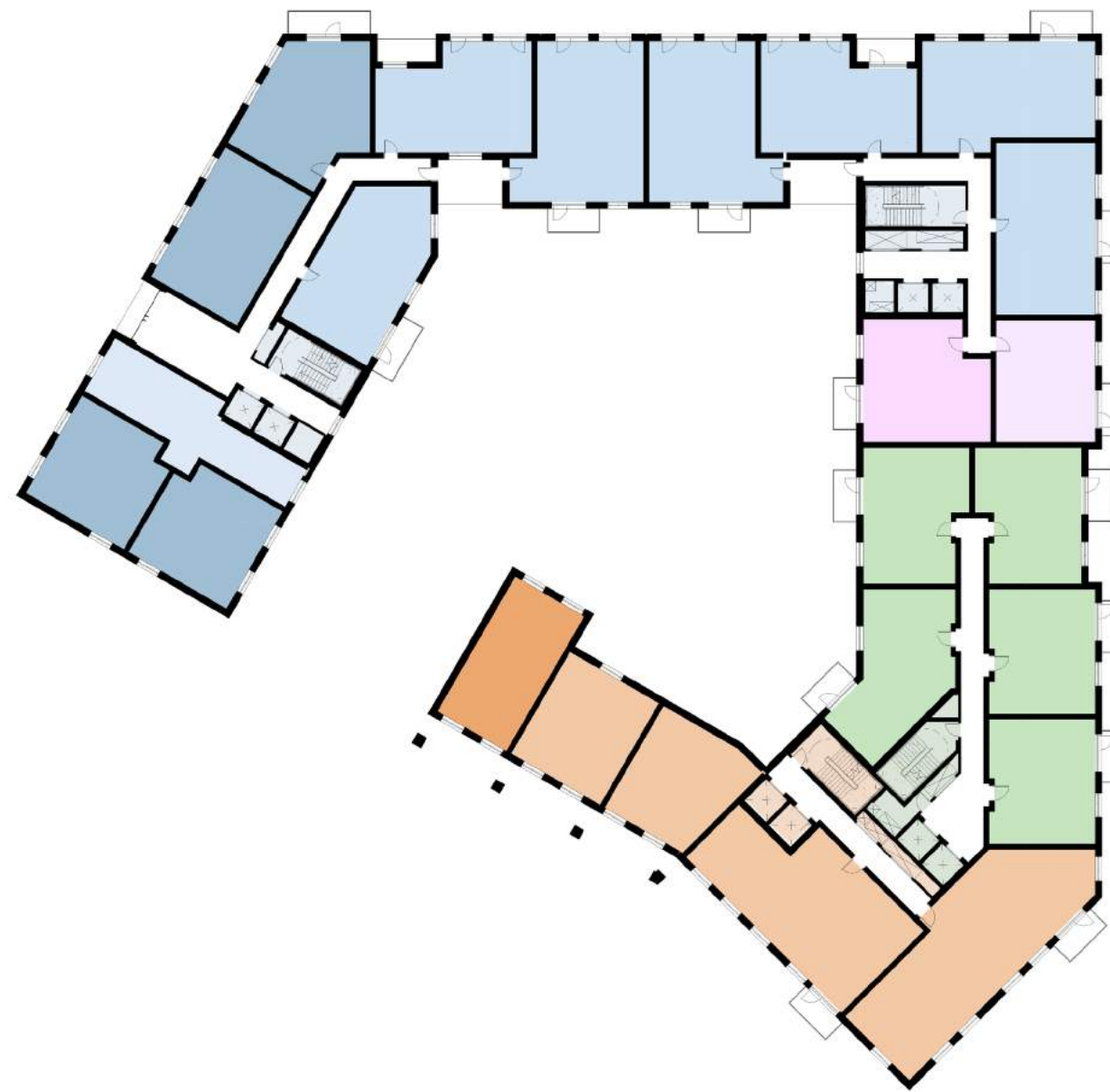


# 4 ACTON GARDENS PHASE 7.2

## THE PROPOSAL



Ground Level



Level 1

### Unit Mix Massing

#### Private

- 1B 2P
- 2B 3P / 2B 4P
- 3B 5P

#### Shared Ownership

- 1B 2P
- 2B 3P / 2B 4P
- 3B 5P

#### Active Living

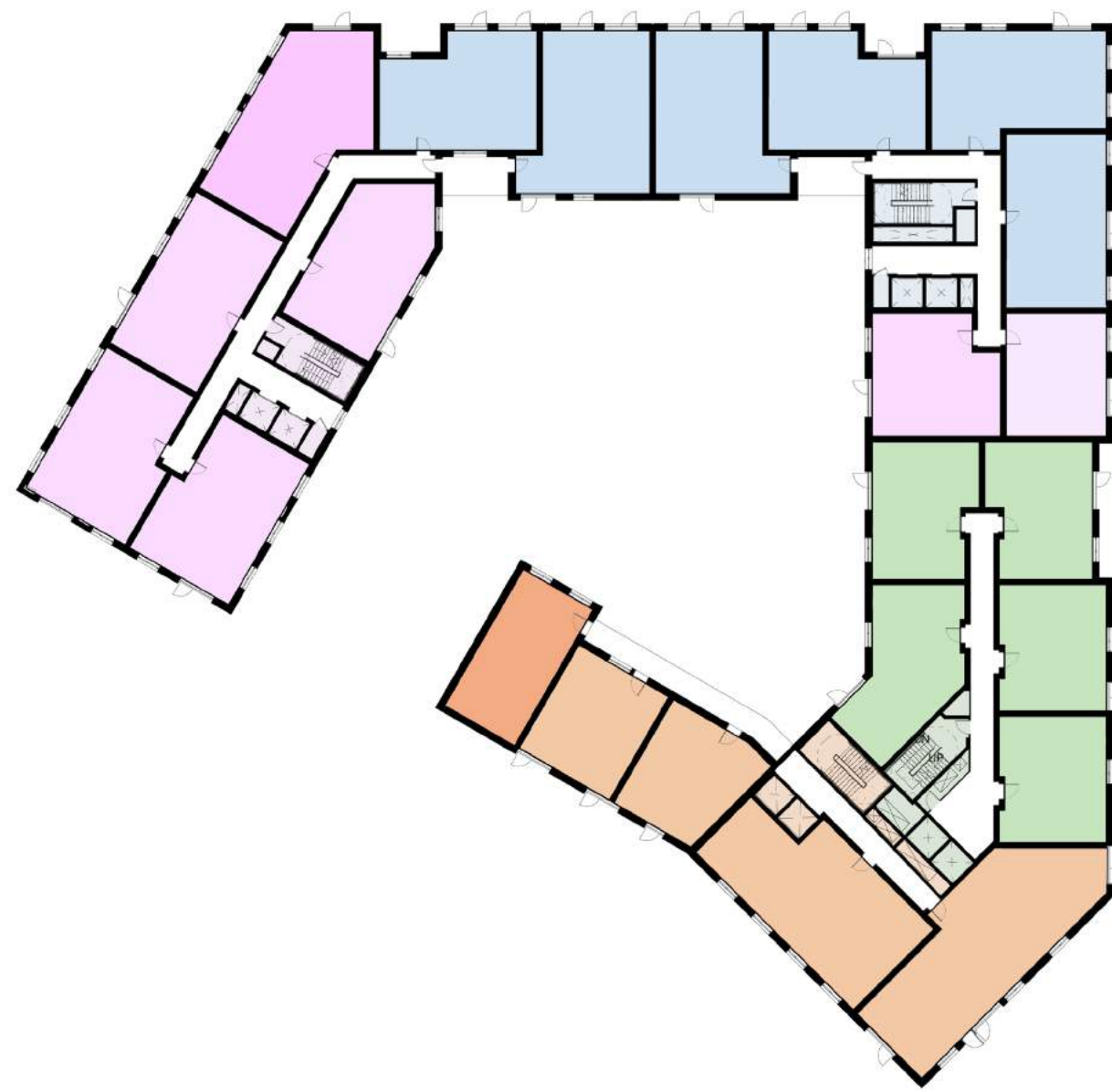
- 1B 2P
- Amenity

#### London Affordable Rent

- 3B 5P
- 4B 6P

#### Other

- Bin and Cycle Stores and Plant Rooms
- Circulation / Core
- Lobby
- Podium



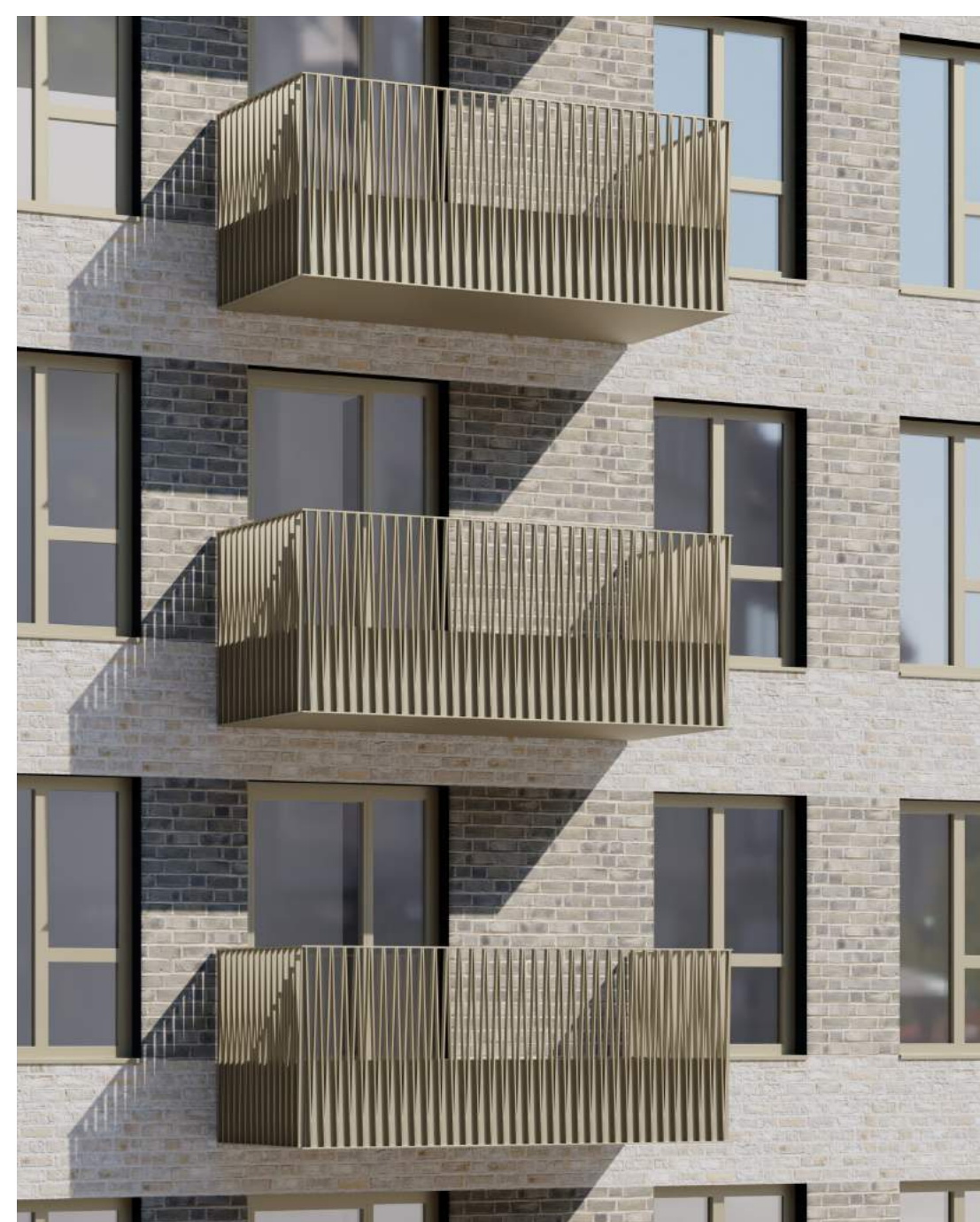
Typical intermediate level



Level 10



Facade Bay Study



Balcony Study

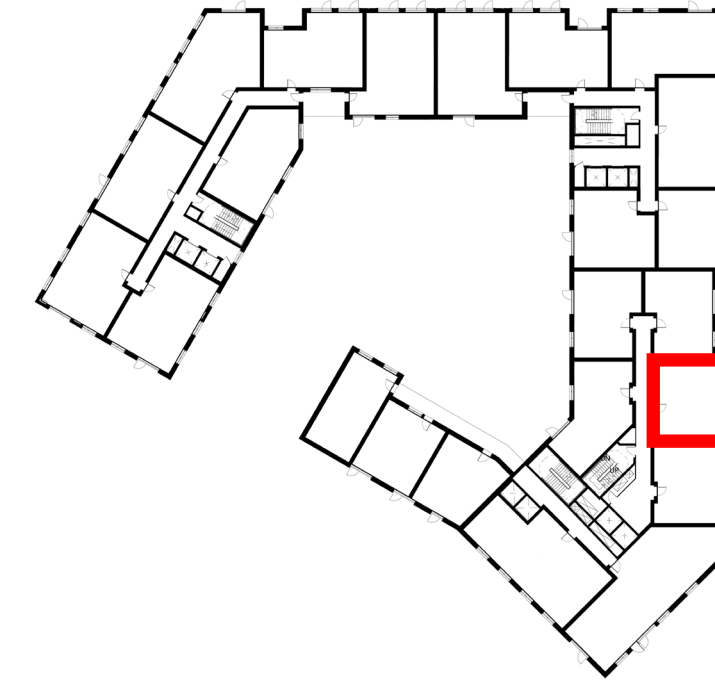


# 5 ACTON GARDENS PHASE 7.2

## TYPICAL FLAT LAYOUTS

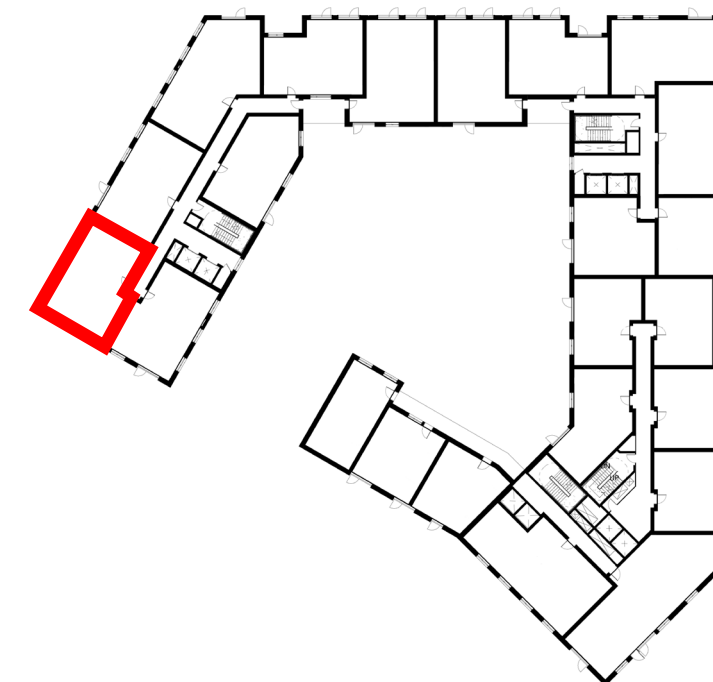
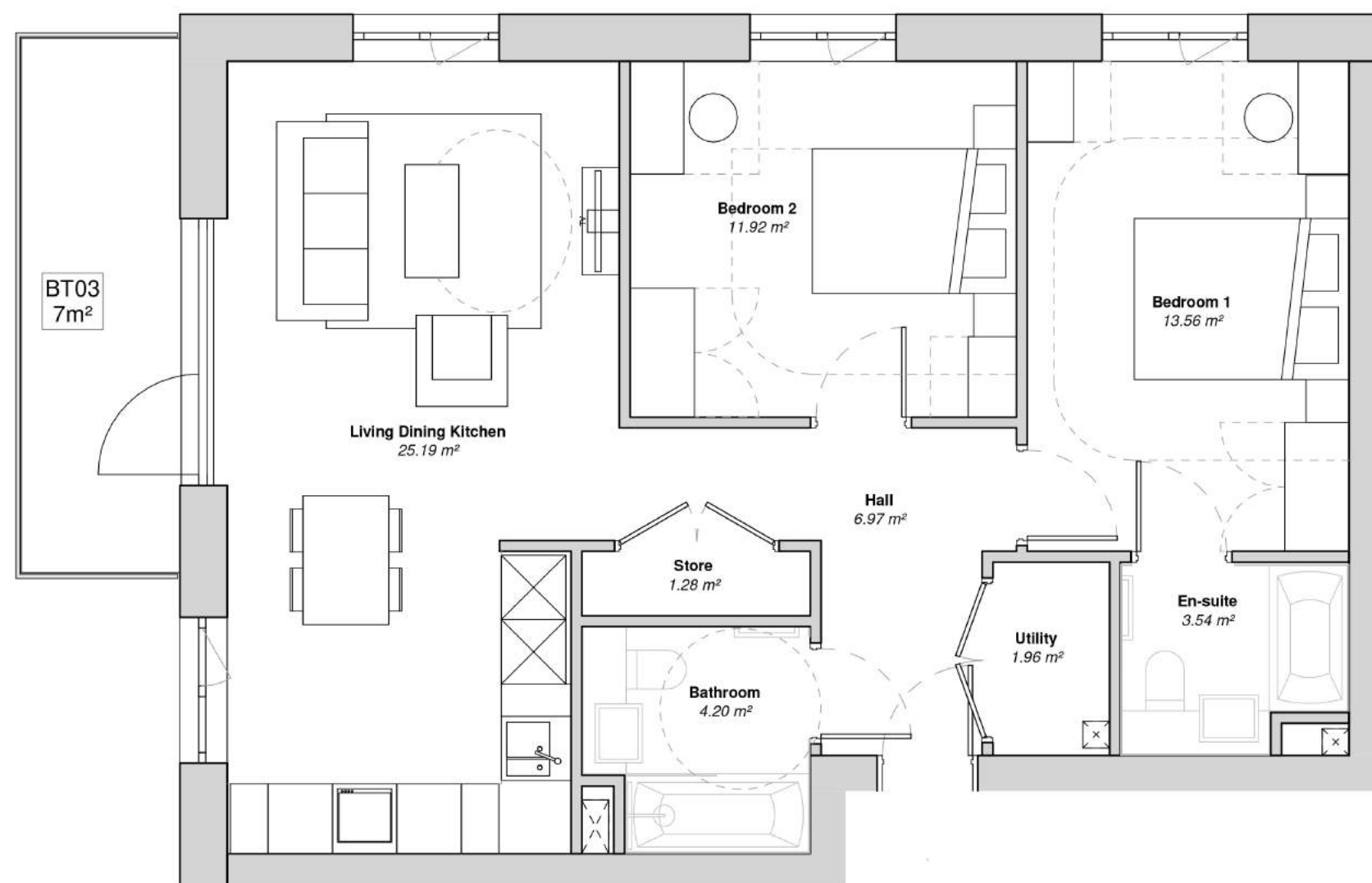
**Typical Flat Layout - Active Living**  
1 Bed 2 Person

**NIA: 55m<sup>2</sup>**



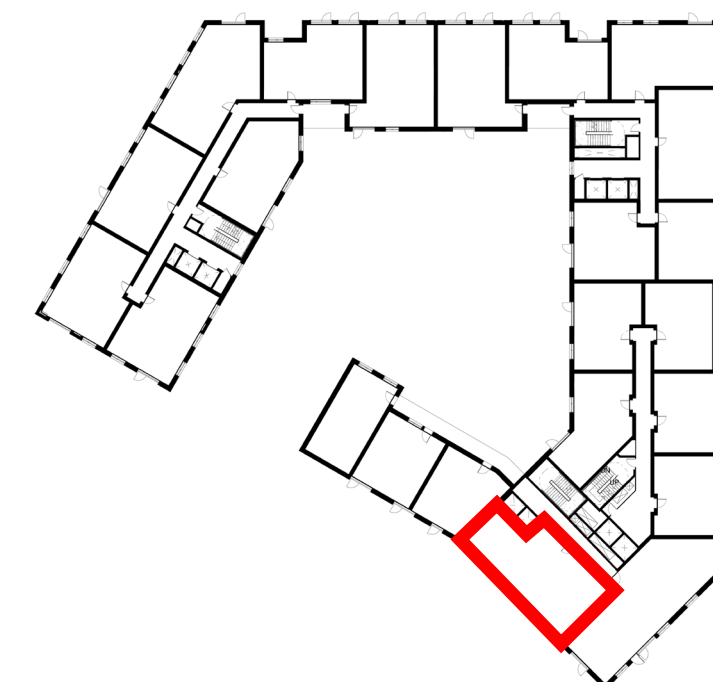
**Typical Flat Layout - Shared Ownership**  
2 Bed 4 Person

**NIA: 70m<sup>2</sup>**



**Typical Flat Layout - London Affordable Rent**  
3 Bed 5 Person

**NIA: 86m<sup>2</sup>**



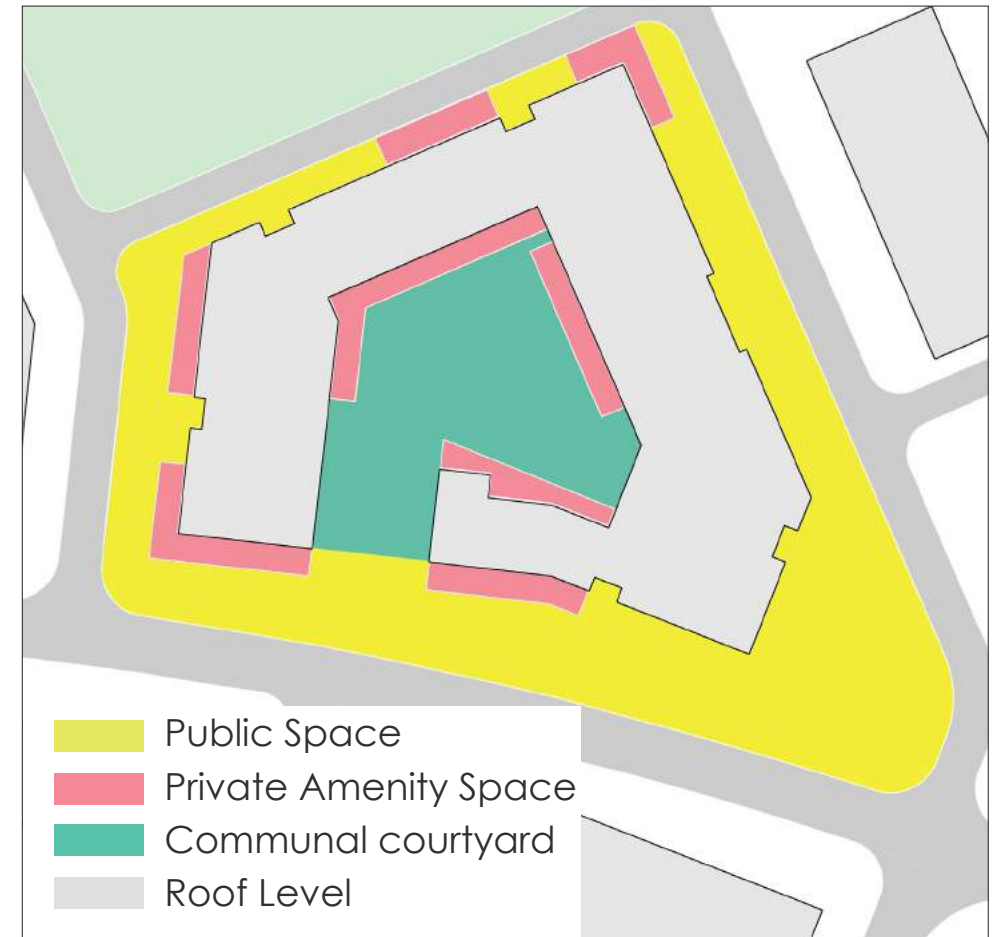


# 6 ACTON GARDENS PHASE 7.2

## LANDSCAPE



Site Plan



### Proposals

#### Public Space

This is publically accessible streetscape incorporating car parking, visitor cycle parking, pedestrian footways, rain gardens, street trees and planting.

#### Private Amenity Space

For ground floor and podium level dwellings, direct access will be provided into their own private garden or terrace. Space includes paved terraces for tables and chairs, with planting and boundary treatments for privacy and greening purposes. Units on the upper floors will all be provided with balconies.

#### Communal Courtyard

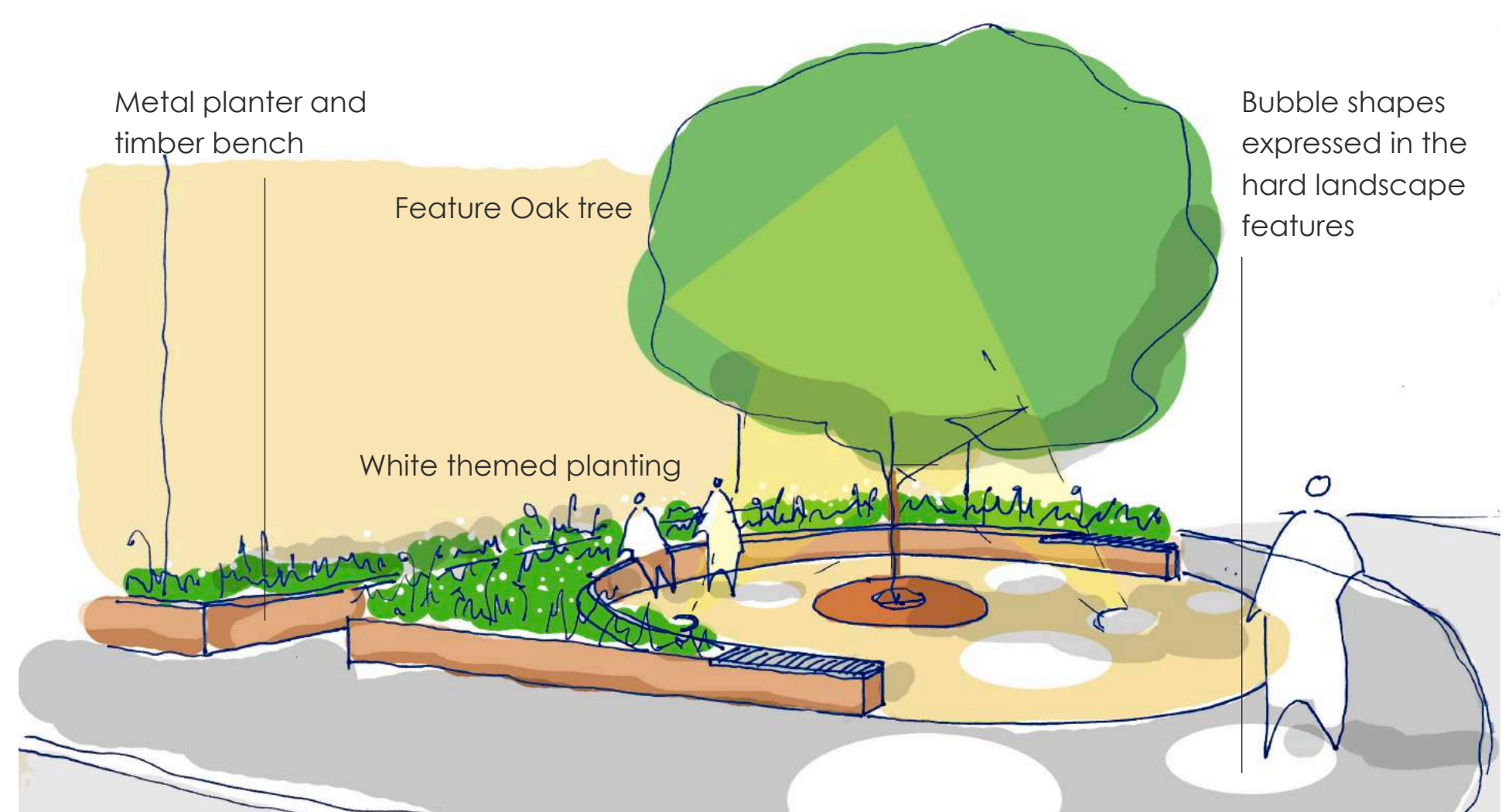
Located at first floor level, a courtyard garden is provided with direct access from the building cores for all residents of the block. The courtyard will provide space for door step play, planting, seating and general recreation.

#### Roof Level

While not accessible to residents, the roof has value as a space for promoting biodiversity. Brown roofs will be provided to sections of the roof.



Section - Podium Entrance from Avenue Road



View



Street Level  
Rain Gardens with integrated play elements



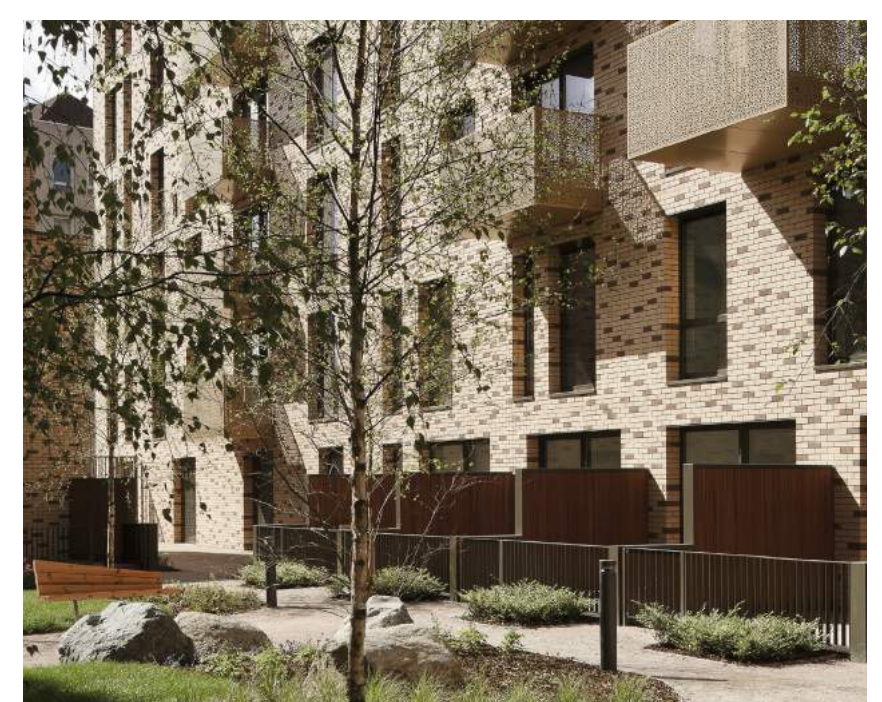
Precedent Images



Street Level  
Transition between public realm and private areas



Podium Courtyard  
Dynamic bubble shapes provide a connection with South Acton's nickname 'Soapsuds Islands'



Podium Courtyard  
Transition between communal and private areas

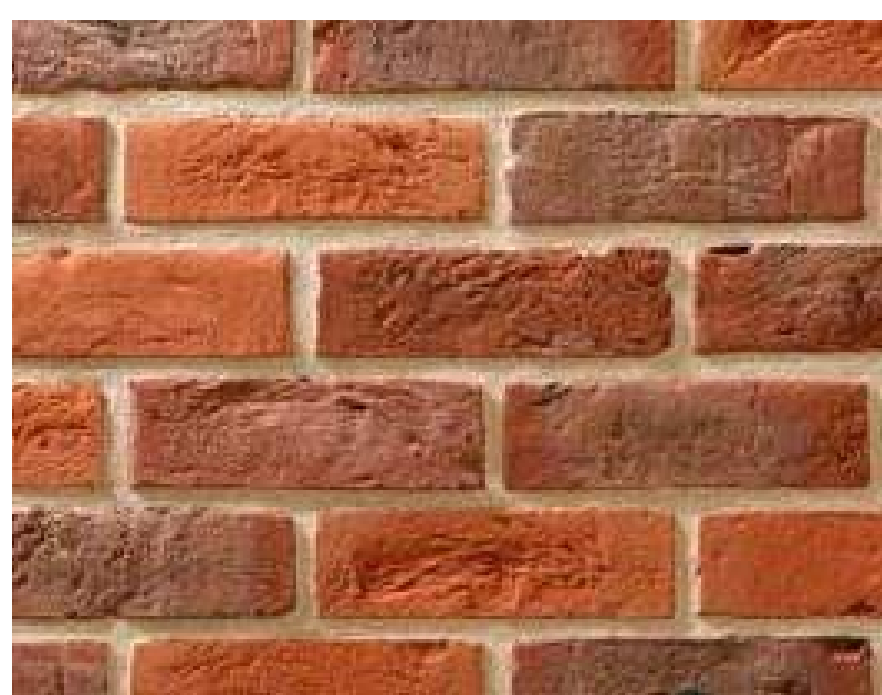


# 7 ACTON GARDENS PHASE 7.2

## VIEW OF PROPOSED BUILDING



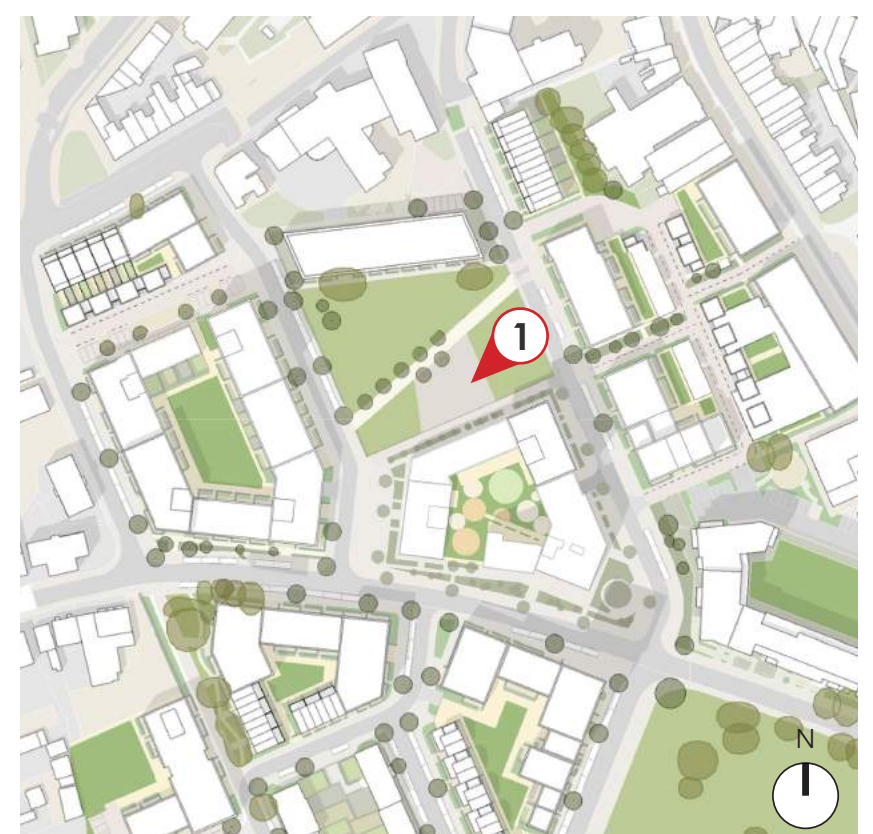
1. View from Clandon Gardens



### Brickwork

The scheme proposes a palette of two brick types, a buff brick and a red brick.

The two bricks proposed compliment each other and allow for variation to the emerging design proposal.



Key



# 8 ACTON GARDENS PHASE 7.2

## VIEW OF PROPOSED BUILDING



2. View from new eastern road

We hope you like the exciting proposal for Phase 7.2.

We would love to hear your comments and feedback on the plans for phase 7.2. Just scan the QR code at the bottom of the board using your smart phone, fill in the online feedback form and we will review them as a team.

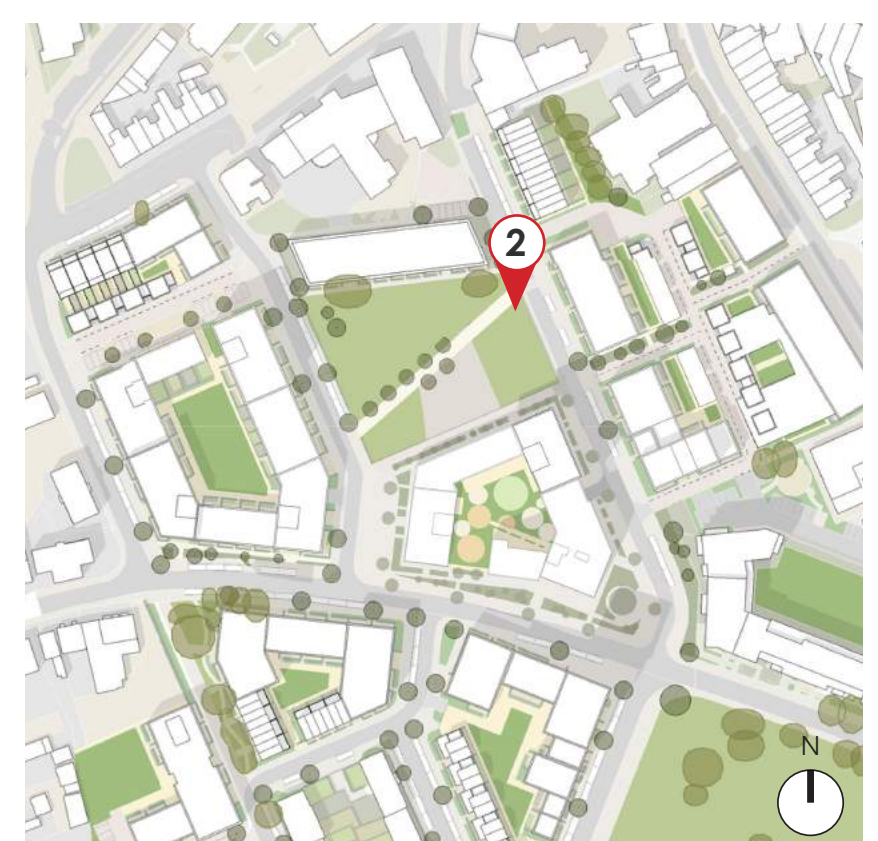
Alternatively you can email us at: [yoursouthacton@lqgroup.org.uk](mailto:yoursouthacton@lqgroup.org.uk)

### The Next Steps:

Submission - End of January 2021

Application Decision - End of May 2021

Construction Commences - Oct/ Nov 2021



Key

