

Create Streets

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Paddington Pole Competition prize-winners: “An Embarrassment of Riches!”

On the 18th July we celebrated the winning and commended designs for the Paddington Pole with a mini-exhibition and awards presented by Sir Simon Jenkins.

In March, Create Streets launched a competition to find a new high-quality alternative scheme for Paddington. The competition came after the proposal by Great Western Developments Ltd for the ‘Paddington Pole’ was withdrawn. It has been judged by local residents and councillors.

Due to the very high quality set of entries, the judges and Create Streets have chosen to recognise four of the entries with two prizes and two commendations. Collectively these designs show that having a huge Paddington Pole-style Tower is not necessary for this site. The area around Paddington Station can have both high density and beauty. Looking at the site strategically, and masterplanning it to make it a popular and great place, is entirely feasible. Towers are not necessary to achieve great, popular, high-density places and streets.

This document contains details of the winners, comments from judges, and photos of the awards ceremony.

Prizes:

The Streets Prize

Given to the entries by JTP/Civic Voice and AR Urbanism / Greysmith Associates, for the high quality of their urban design. JTP / Civic Voice were also strongly commended for the attempts in a very short time frame at community engagement.

JTP/Civic Voice:



AR Urbanism / Greysmith Associates



The Flourish Award

Awarded to Architettori for the striking nature of their architecture and the comprehensive realisation of the facades above all on Praed Street. Architettori were also commended for their thought on transport issues particularly pedestrian flows, the Bakerloo line ticket office and a Praed Street bus stop integrated canopy.

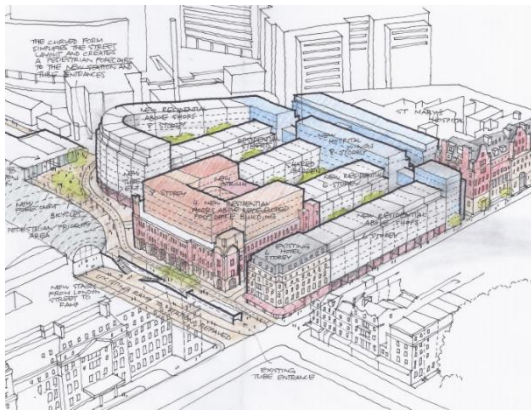


The Innovation Award

Awarded to HLM*Spark for many of the individual ideas within their plan and the inclusion of multiple community considerations, particularly the primary school and also urban farming elements. They very cleverly went beyond the brief.



Although not formally awarded a prize, the judges would like to commend some of the urban form of More Design's entry.



II. Comments from judges on the night

Local resident and awards judge Sophia Massey Cook:

“After all the local turmoil and upset about the Paddington Pole proposal it was great to get involved in a positive process of thinking about the future for this part of London.

I would like to thank the entrants for taking so much trouble to address the complex relationship between the opportunity, the surroundings and the needs of both the local and wider communities. The area around Paddington Station is a vital transport hub, as well as the gateway to St Mary's Hospital and the centre of a vibrant community. It would be brilliant if the future of this site could be determined in the spirit of collaborative co-design, rather than rancour and mistrust which characterised the earlier application”.

Create Streets Director Nicholas Boys Smith:

“We think that this site is worth thinking about strategically. It is a crucial area of London next to one of the city's most important train stations. It is in close proximity to housing, conservation areas, historic buildings and Royal Parks.

The entries presented the judges with an embarrassment of riches. We therefore decided to award two Streets-prizes for great place-making while also commending two entries for their innovation and their facades.

There are so many ways in which great streets and traditional medium rise mansion blocks can make a city. As so many great cities and the best of London shows, economics categorically does *not* dictate that we have to build elephantine horrors.

In fact our research is showing the opposite. The most beautiful, most popular city streets tend to be the ones that last the longest and bring the best long term return on investment.

The high quality, and high density, of our competition entries demonstrate this yet again. Paddington can develop in a way which is beautiful, popular and locally-supported if developers have the vision to propose it and Westminster Council the intelligence to support it.

We have to change the question from how do we build more homes to how do we make new homes more popular.

We have run this competition in a positive spirit. We are not trying to criticise either the developer or the council. We are merely trying to demonstrate what could be done with this important and potentially yet more beautiful, yet more valuable bit of London.

JTP/ Civic Voice (joint winner of Streets Prize). Comments by Sophie Massey Cook (Local Resident and competition judge)

Architects JTP and the national civic charity Civic Voice's collaborative effort is our joint winner of the Streets prize. There was clearly a substantial amount of work put into it. We were impressed by the level of community participation they had undertaken in such a short time frame. We were also impressed by the urban fabric, and the quality of the public spaces and blocks. Praed Street was treated well, with increased pavement sizes improving its feel as a place. There was felt to be a good consideration of traffic flows and pedestrian flows, including access to the hospital. There was good connectivity around the site. The site had the largest amount of housing and total development, thanks in part to expanding the site slightly towards the canal in the north. However, it should be pointed out that JTP/Civic Voice have gone beyond the recommended/required number of units by the inclusion of a tall tower which was not necessary and not supported by all judges. But overall, thank you and well done.

AR Urbanism/ Greysmith Associates (Streets Prize). Comments by John Zamit (Local Resident and competition judge)

The Streets Prize is shared with AR Urbanism and Greysmith Associates, who similarly put forward a very strong piece of urban design. We were impressed by their ingenuity in listening to and acting on public comments on the Paddington Pole to inform their work. Demonstrating a genuine commitment to public engagement, their proposal cleverly included a plan for future public consultation, leaving some of the detailing to be decided at a later date. It also included a link to the canal outside of the originally set site and considered access to the hospital. It is uplifting scheme and sits well with the local urban fabric

Architettori (Flourish Award). Brian Connell (Westminster Councillor)

Winners of the Flourish Award, we found Architettori's work striking and attractive, in particular the treatment of Praed Street. It is set back, with wider pavements and vertically articulated facades. This was seen as very positive. The urban design did not work quite as well but their self-confidence in proposing facades that fitted in so well is strongly commended.

HLM*Spark (Innovation Award). Comments by Tessa Morrison (Local Resident and competition judge)

Elements of the **HLM*Spark** entry were very strongly liked. Judges admired the range of ideas that had been put into it, and provision of numerous community amenities was seen as positive – the entry had recognised Westminster's need for more Primary schools and incorporated one into the plans. Judges remarked positively that it was self-professedly "a little untidy." The design was also seen by some judges as being "lovely".

Full applications and more photos from the winning entries are available [here](#).

More information and quotes from the judges available [here](#).

Winners were featured in [The Evening Standard](#), [Building Design](#) and the local media ([West End Extra](#)).

Photos from the Awards Ceremony



1 Councillor and awards judge Brian Connell addresses the audience



2 Sir Simon Jenkins is shown the winning JTP / Civic Voice Entry



3 Create Streets Director Nicholas Boys Smith addresses the audience



4 Local Resident and awards judge Sophia Massey Cook presents an award



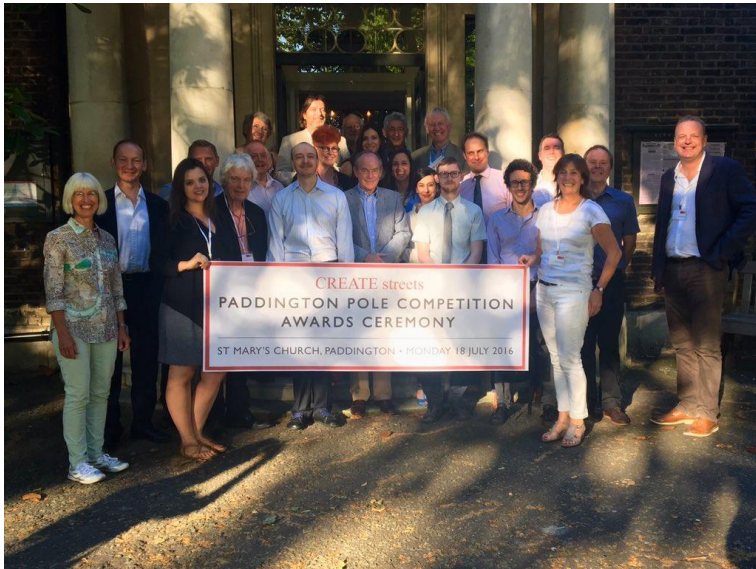
5 AR Urbanism & Greysmith Associates receive their award



6 Architettori receive their award



*7 HLM*Spark receive their award*



8 All the awards winners outside the church