

Paddington Connections Call for Expressions of Interest

Addressing severance, way-finding and common identity through cohesive place-setting.

March 2019

The **Paddington** Partnership

Paddington Opportunity Area

20 years have passed since development commenced in the Paddington Opportunity Area, Westminster's biggest development district. Multiple schemes promoted by different developers and development vehicles have created over 2.2 million sq ft of prime office space, with a further 1.3 million sq ft in the pipeline. New homes reach 1,500, with another 1,000 in the pipeline.

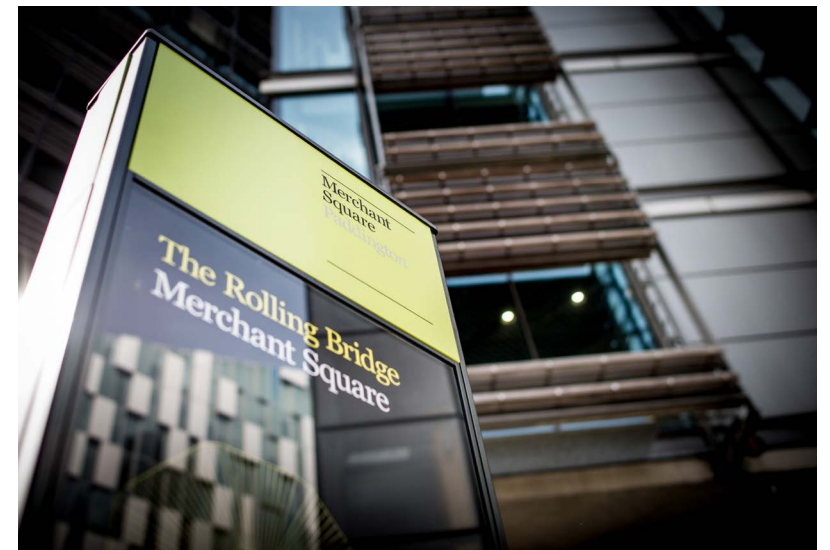
More than 100 new companies and their 25,000 employees now call Paddington home, across a broad range of sectors including financial, engineering, pharmaceutical, retail, telecommunications, technology, health science, construction, IT, transport, media, sport and music.



4 Kingdom Street, Paddington Central.



The Boathouse, Merchant Square.



The Rolling Bridge, Merchant Square.



Paddington the place

Paddington is now a living, breathing place; a real community. New schools and nurseries sit alongside global headquarters.

The Grand Union Canal is the spine that connects sites and schemes, and represents an integral element of Paddington's narrative, with a waterspace second to none, populated with activity from self-drive hire boats to floating restaurants and community spaces. London's first ever Floating Pocket Park occupies the head of Paddington Basin, delighting people who visit, live and work here.

One of London's best-connected locations, Paddington benefits from four Underground lines, a non-stop dedicated rail stop service to Heathrow, mainline station and in 2019/20 (+) the Elizabeth Line – slashing journey times across the capital.



Movie night at Merchant Square.



Sheldon Square.



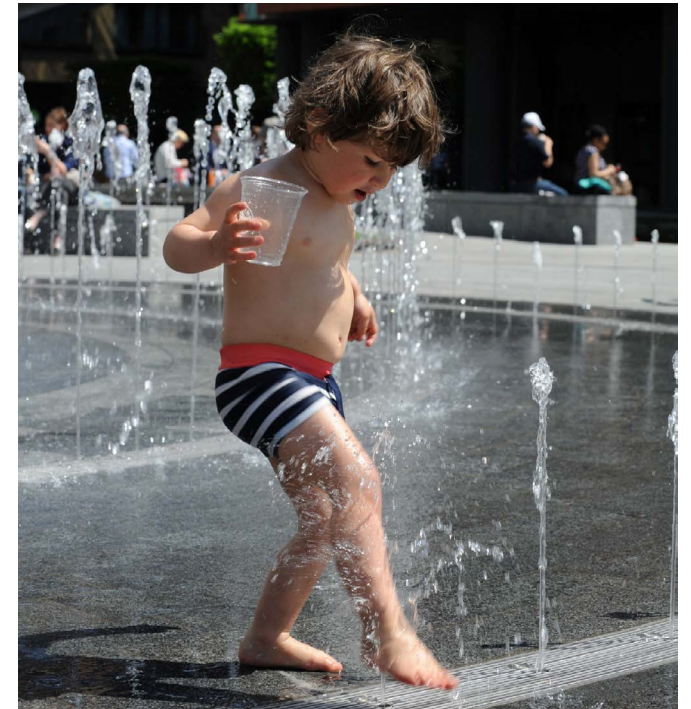
Marylebone Boys' School.



London Shell Co, Paddington Central.



GoBoat London.



The Water Maze, Merchant Square.



Floating Pocket Park, Merchant Square.

Paddington has a rich heritage, evidenced across the district with extensive public art.



Julian Opie art installation, Lindo Wing, St. Mary's Hospital.



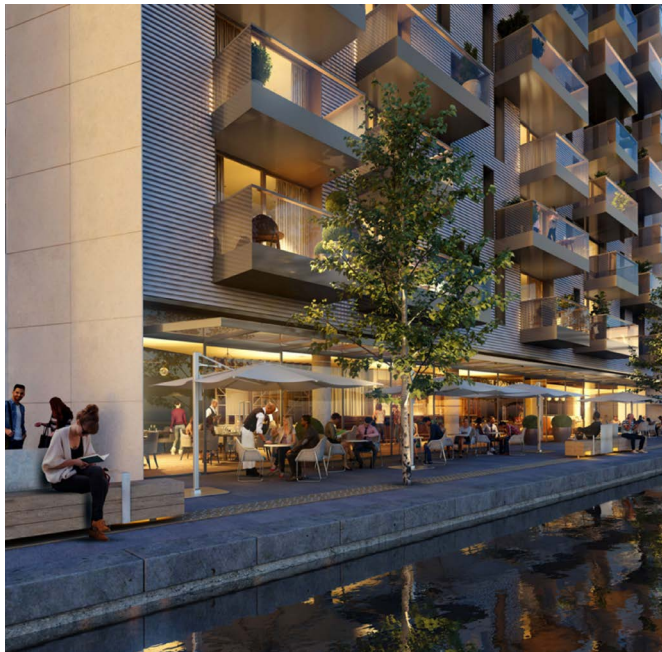
Brunel Statue, Paddington Station.

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Development context

British Land's Paddington Central campus and European Land's Merchant Square make up the biggest estates in Paddington's development story, with LandSec's Eastbourne Terrace now complete, Derwent London's Brunel Building approaching completion and Sellar's Paddington Square and European Land's 3 Canalside Walk on site.

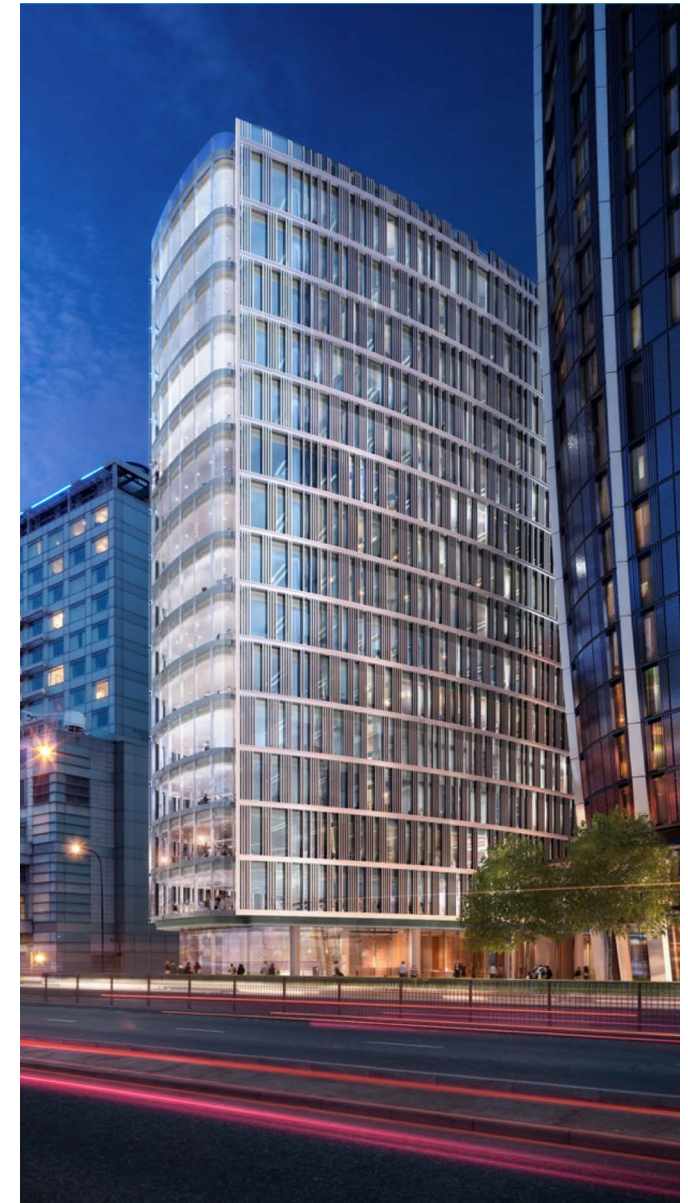
A considerable number of schemes are in the pipeline, including the remainder of Merchant Square, proposals for Paddington Central, a Crossrail over-site development (OSD) and phase 1 of St Mary's (Imperial College Healthcare NHS Trust). South of the station proposals for 50 Eastbourne Terrace and improvements to commercial space on Praed Street continue to provide new and refreshed commercial stock.



3 Canalside Walk by European Land.



Crossrail OSD.



European Land's 2 Merchant Square.



Derwent London's Brunel Building.



Proposals for 50 Eastbourne Terrace.

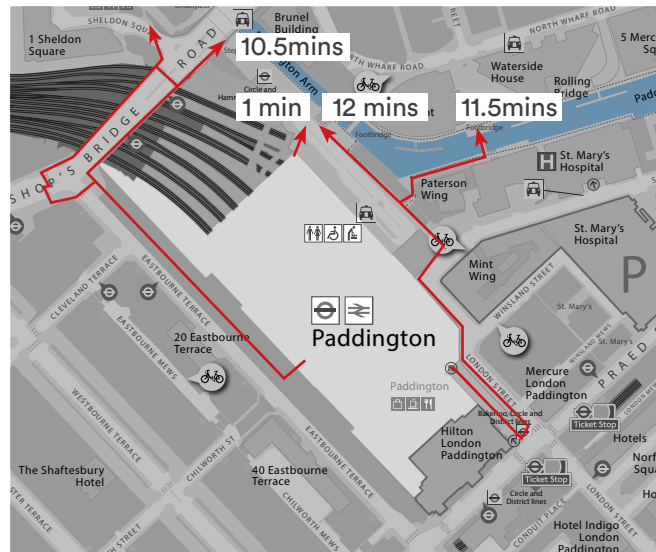
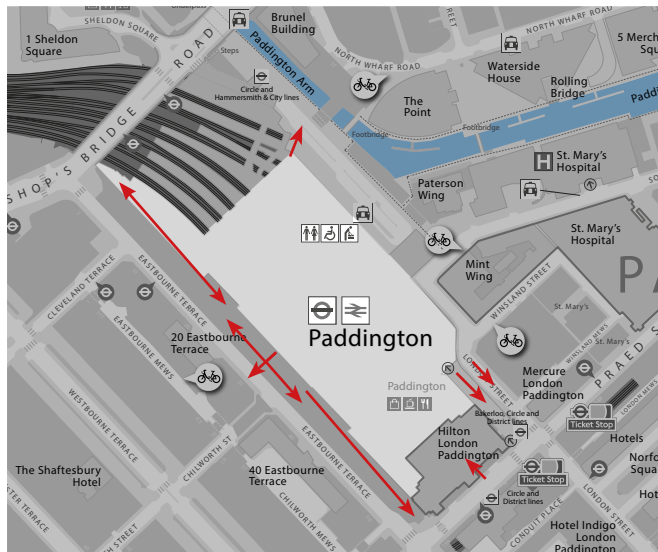


Sellar's Paddington Square.

Drivers

- Despite ongoing development activity, several Paddington schemes and estates experience severance by virtue of geography and infrastructure. Paddington Station lies in the centre of the Paddington Opportunity Area, and its position, coupled with surrounding highway layout, impacts on user experience and pedestrian way-finding.
- The waterspace is often a surprise to visitors, who happen across the canal with glee.
- The extensive F&B offering and leisure amenity can be missed entirely, hidden by the station, St Mary's hospital and the Westway.
- Permeability is weak, unless you know the area. There is no common thread.
- Movement from and around the station is hampered by poor information and a hostile pedestrian environment.
- Mistakes are costly and can add 15 minutes to a pedestrian journey.
- The arrival of the Elizabeth Line and the opening of the station on Eastbourne Terrace presents a new opportunity to welcome visitors, promote our assets, vastly enhance the pedestrian environment and draw visitors to experience all that the new Paddington has to offer.

Current Pedestrian Movement around Paddington Station



Multiple entry and exit points make for costly mistakes for new visitors to Paddington.

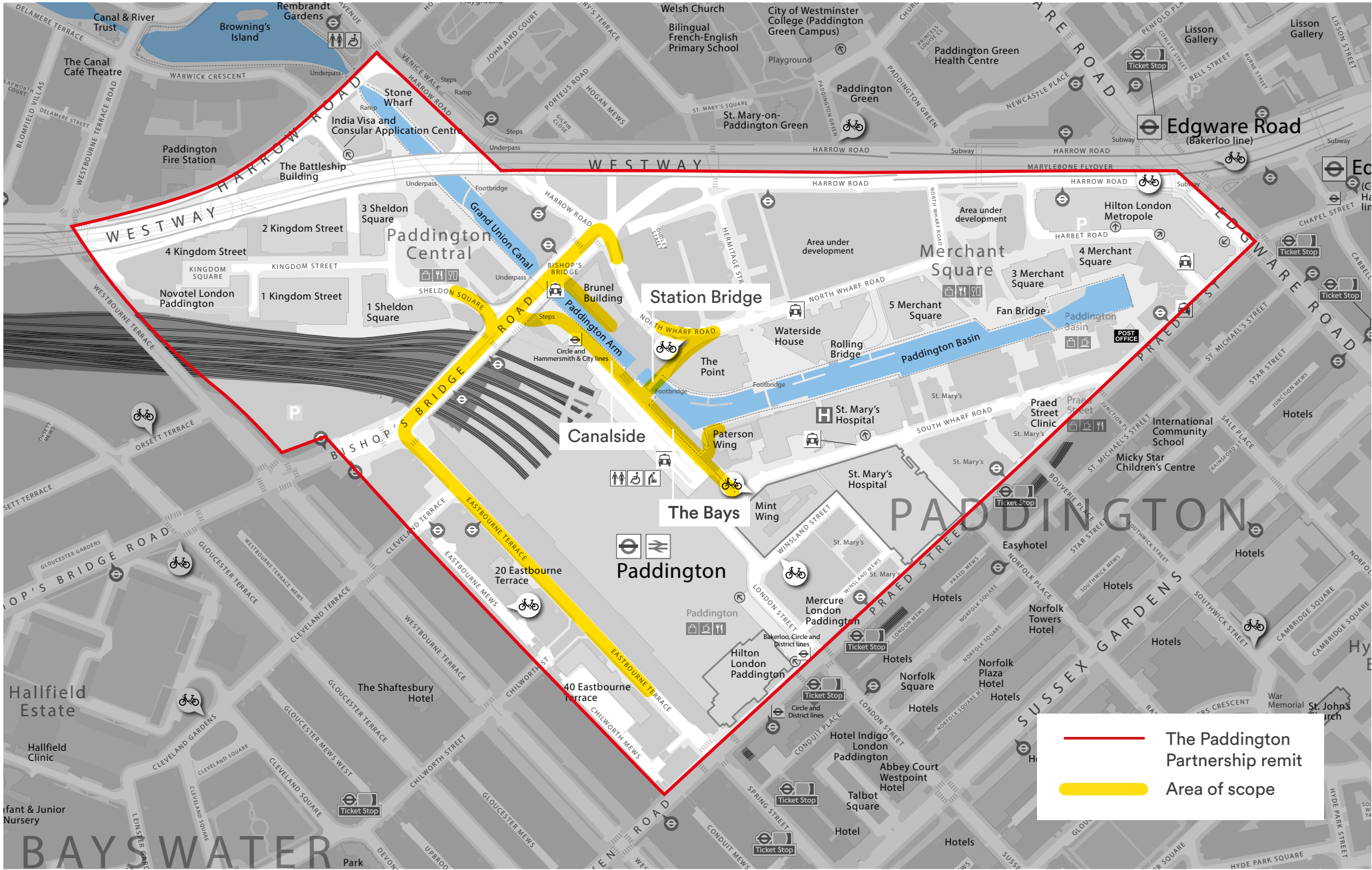
The Brief

- To create a graphic or art-led piece that commences on Eastbourne Terrace, continues along Bishop's Bridge Road, embraces the entrances to Paddington Central, the canalside, the Brunel Building and continues as a thread along the Bays and Station Bridge to Merchant Square, London Street and Paddington Square.
- The piece should draw visitors, primarily pedestrians, into the 'new' Paddington, and vastly improve the user experience and local permeability.
- Assets including walls, bridges, street furniture, building facades, crossings and surfaces are the canvas.
- Architectural lighting will be required, especially for the area known as The Bays. This will be the secondary element of the commission.

Character, tone and content

- The commission needs to present a new commonality of place. Elements could include heritage, the waterspace, transport or character references.
- Components should be interactive, sustainable and exhibit some social value.
- Durability, shelf-life and sustainability are central.

The remainder of the brief presents an overview of the challenges in each area, together with a snapshot of relevant, successful precedents beyond Paddington.





Eastbourne Terrace

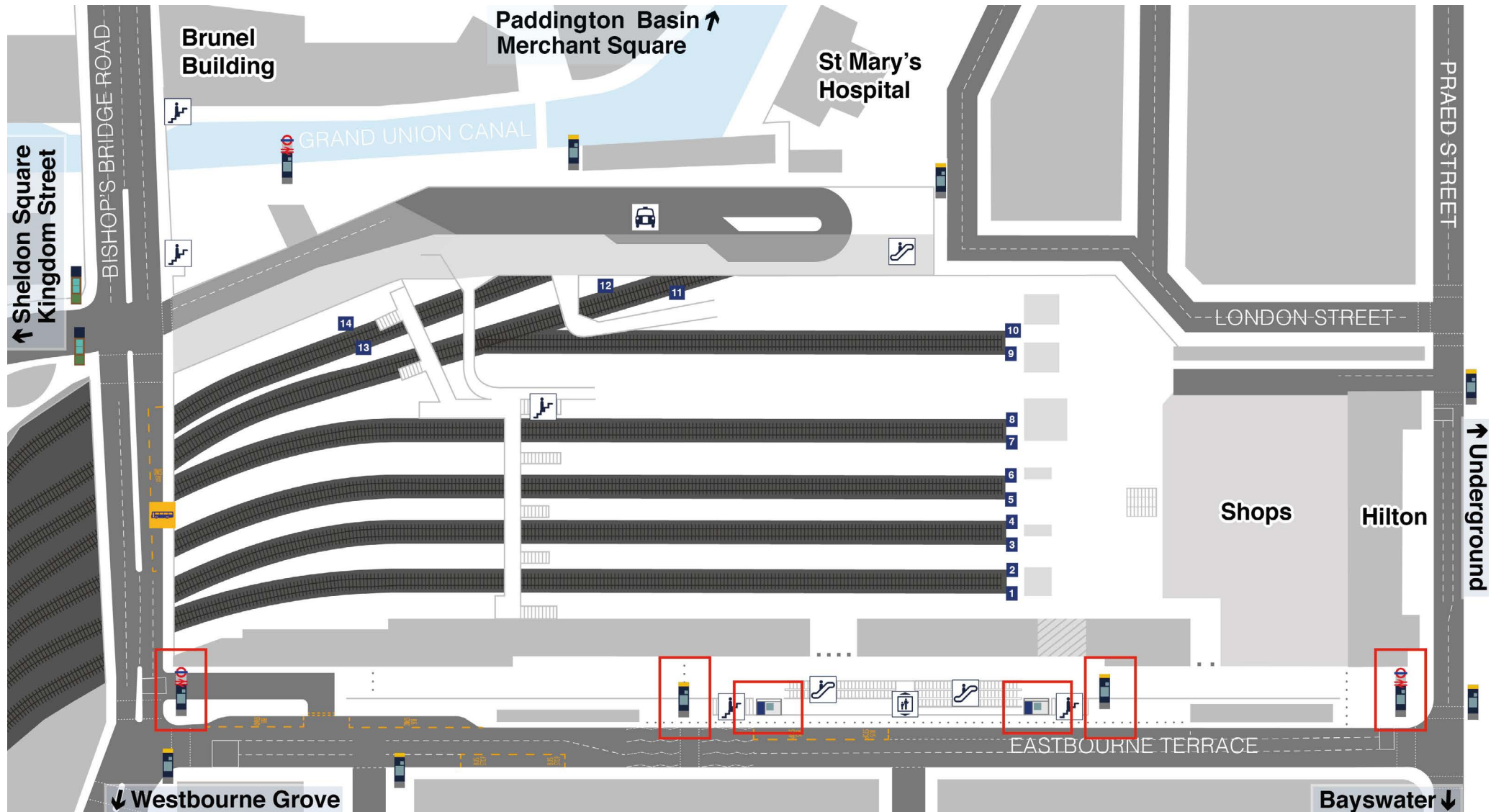
The Elizabeth Line station on Eastbourne Terrace has a single exit, with no exit guides on platforms. Visitors changing to national rail or Underground lines will be directed into the station or the Bakerloo line link. Visitors for Paddington will be directed out onto the station's departures road, or up onto Eastbourne Terrace. External wayfinding information will take the form of Legible London liths.

From this aspect, visitors will turn either left towards Praed Street and 'old' Paddington, or right towards Bishop's Bridge Road and 'new' Paddington.

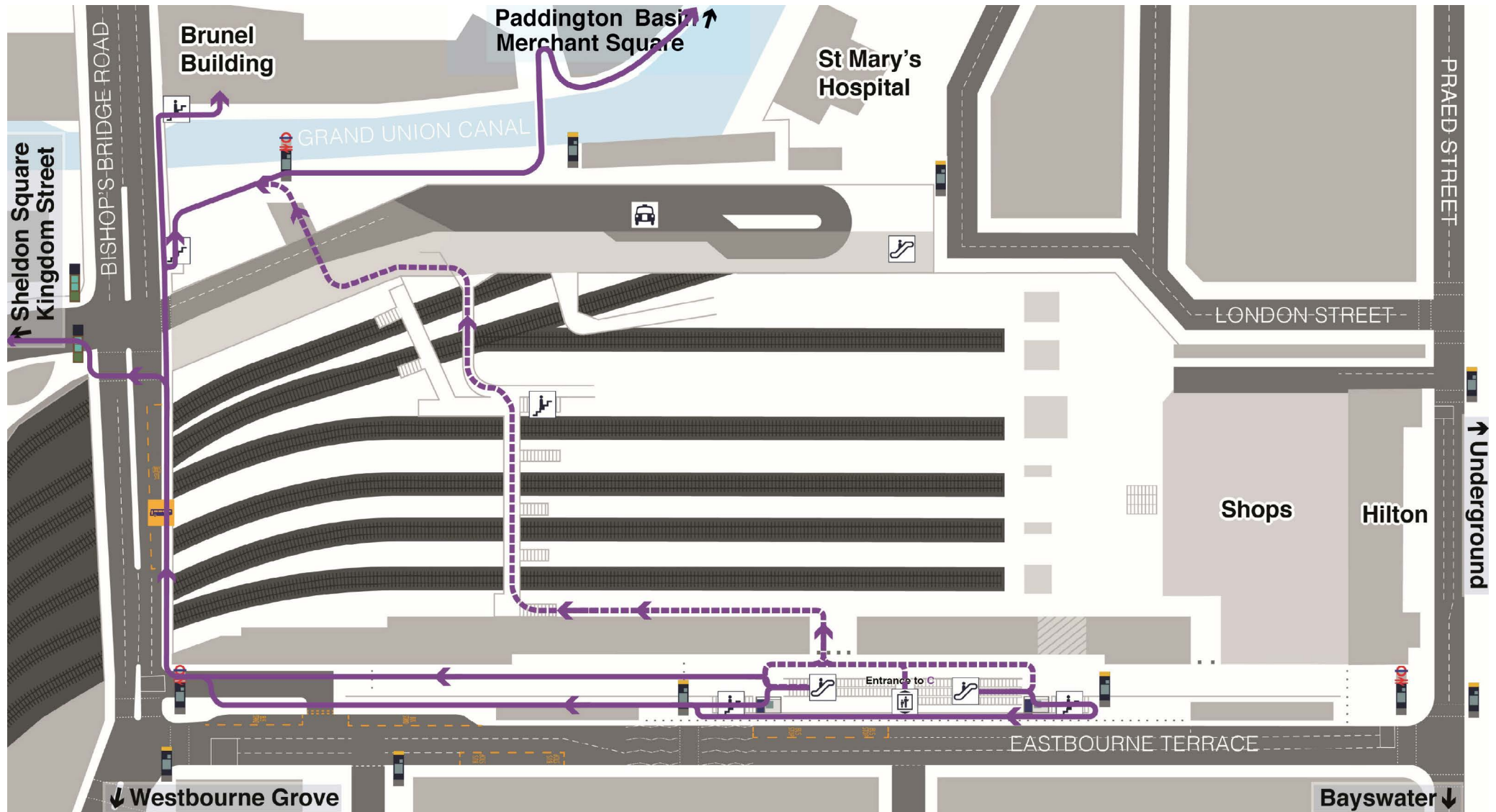
The street scene lacks any granular depth, presents a canyon-like feel, and gives the user no clue as to what lies at each end.

There is a lack of colour and greenery, with no active frontages at ground floor.

Current wayfinding infrastructure surrounding Paddington Station



Expected Elizabeth Line passenger circulation





Eastbourne Terrace, look south, after opening of Elizabeth Line station (CGI).



Paddington Elizabeth Line ticket Hall.



Spencer Finch's Cloud Index, Paddington Elizabeth Line Station.



Eastbourne Terrace looking south towards Praed Street.



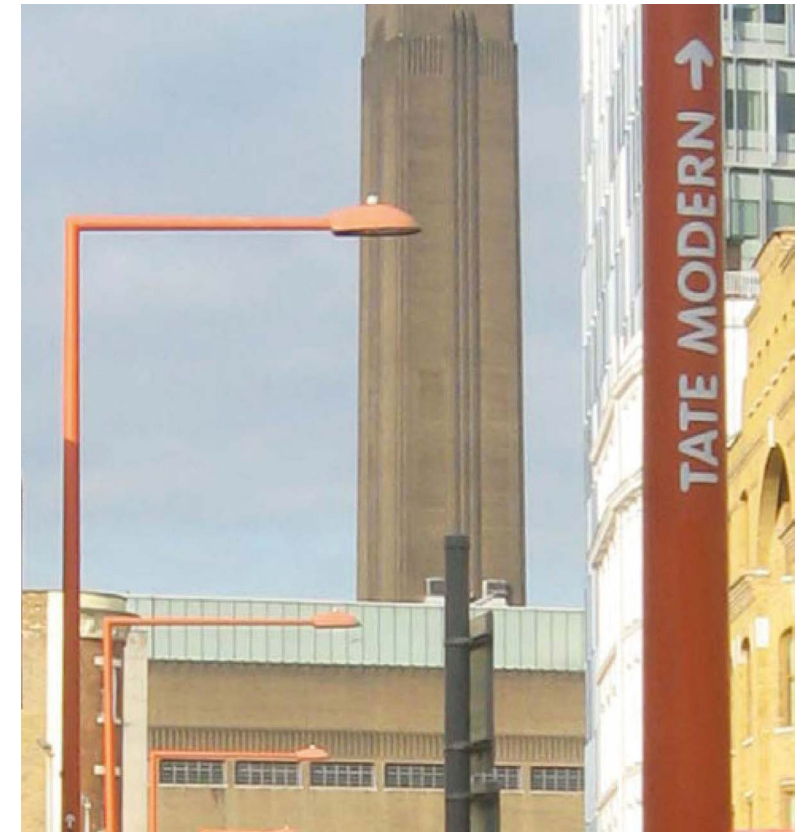
Eastbourne Terrace looking north towards Bishop's Bridge Road.



Green infrastructure softens hard borders and can draw visitors in with a change of pace and aesthetic.
The railing frontage on Eastbourne Terrace could lend itself well to application of messaging.



Crossing treatments from the new Elizabeth Line station could provide better animation north towards Bishop's Bridge Road and west to 20 Eastbourne Terrace.

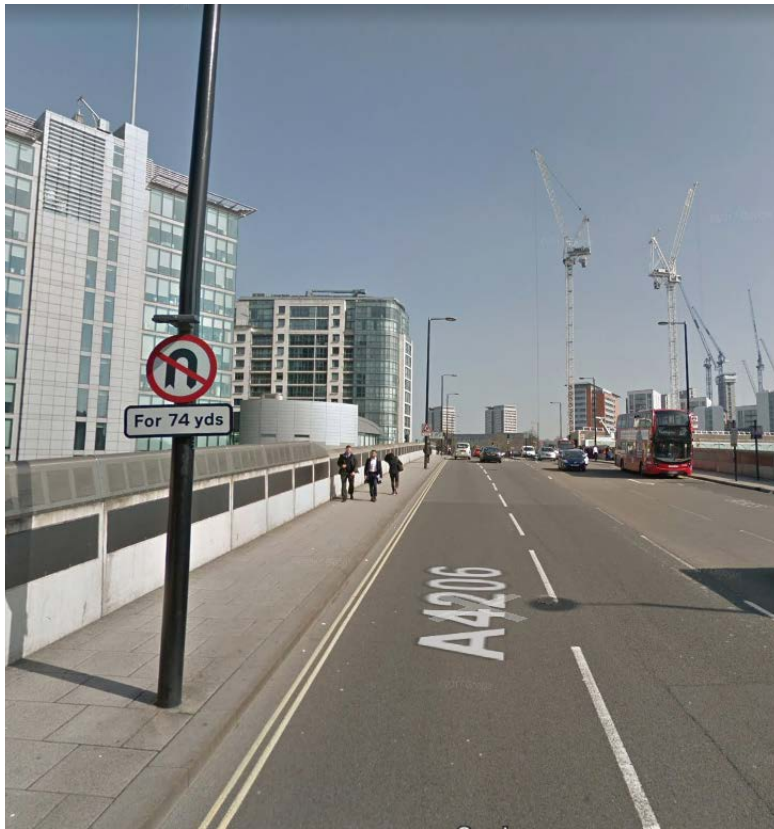


Street furniture can be used effectively for way-finding along Eastbourne Terrace.

Bishop's Bridge Road

Threshold fear typifies Bishop's Bridge Road, a hostile pedestrian environment, dominated by taxis, buses and coaches. Pavements and crossings are narrow. Street furniture creates clutter. There is no obvious reason why anyone would enter and journey on foot unless they knew the Paddington area.

The entrance to Paddington Central is ambiguous and tends to be the least favoured entry point for pedestrians.



Threshold fear prevents people venturing along Bishop's Bridge Road.



Use of street furniture or the bridge walls could be used to instil a new confidence in users.



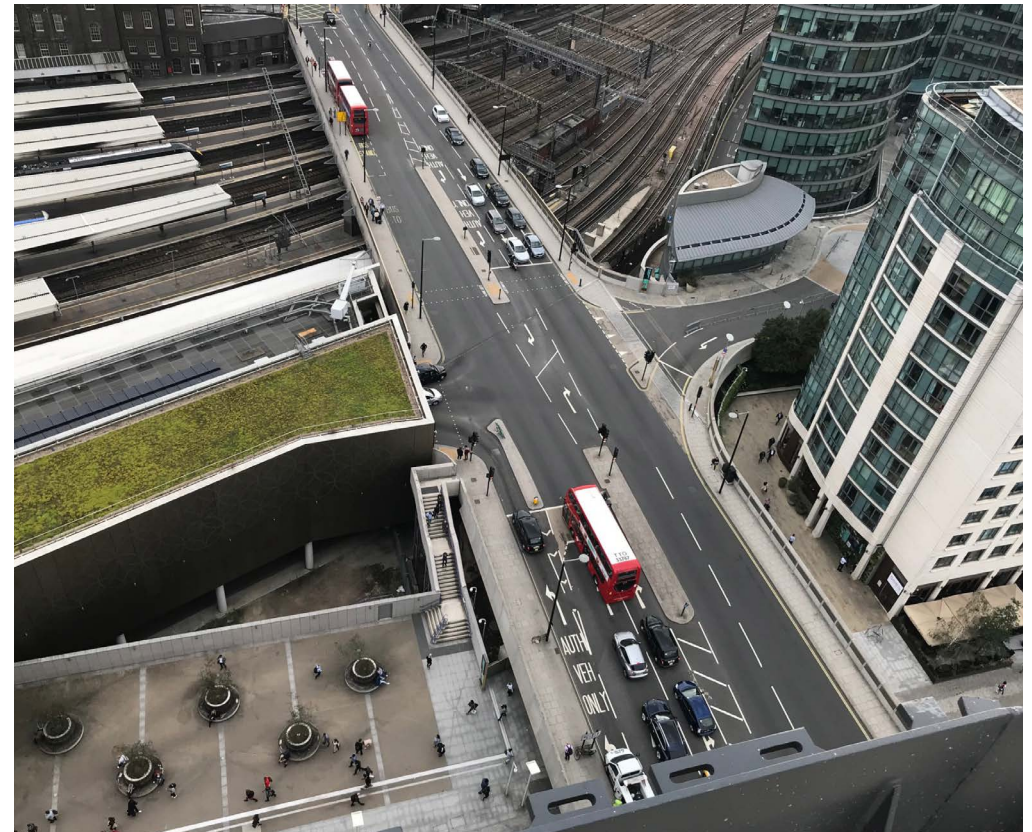
Street furniture feels excessive, unnecessary and clutters the pedestrian journey.



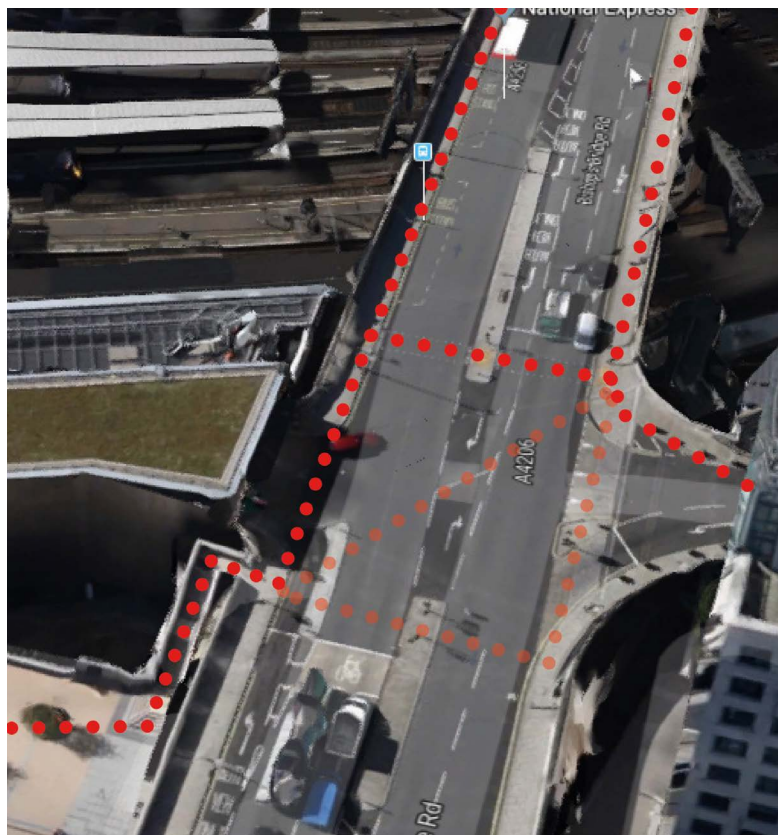
Coach stop on Bishop's Bridge Road creates pedestrian congestion on the footway.



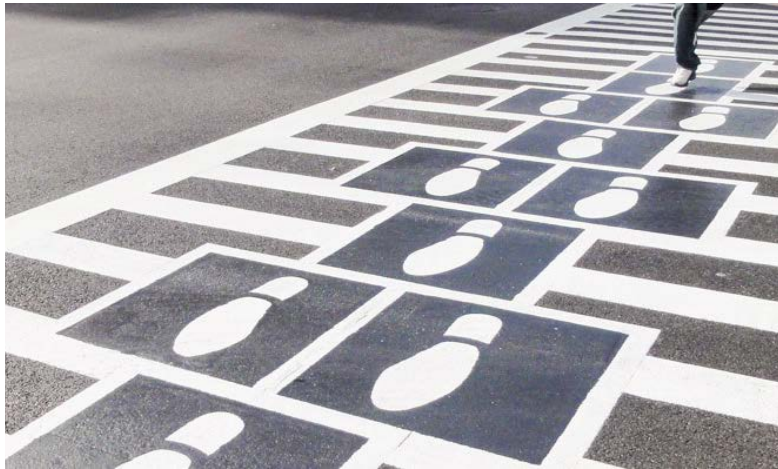
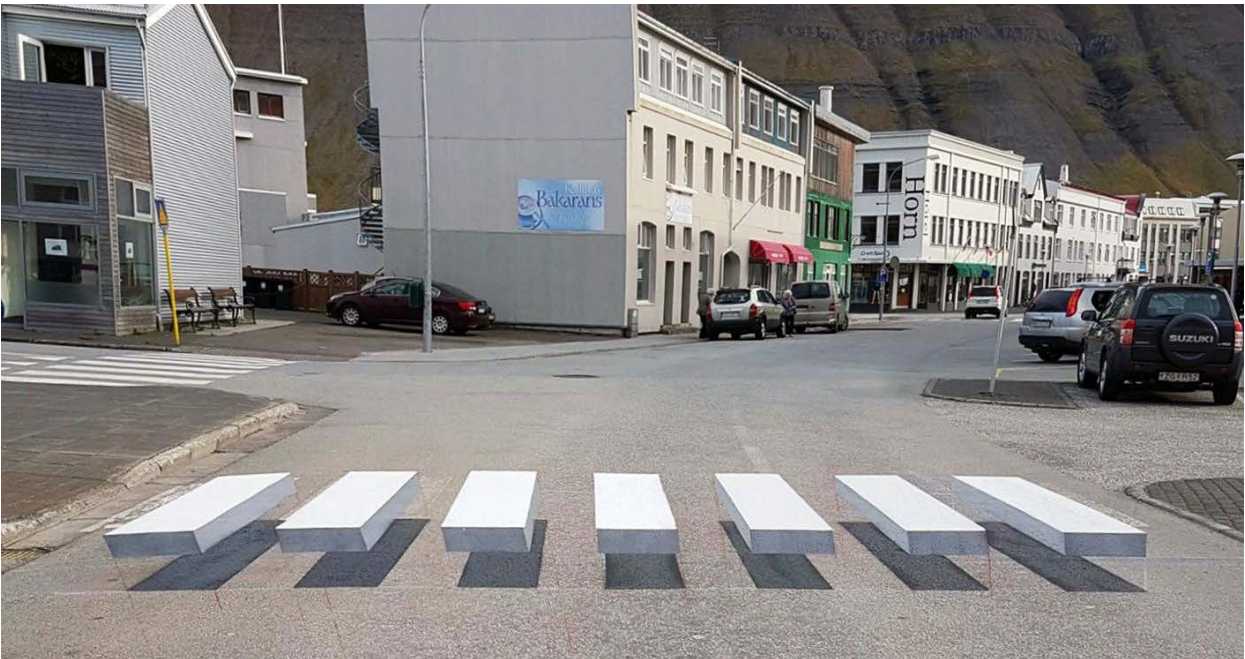
Crossing the mouth of the taxi facility can be daunting and confusing for pedestrians.



Aerial view of Bishop's Bridge Road, the entrance to Paddington Central and the canalside.



Crossing treatment on Bishop's Bridge Road is welcomed.





This entrance to the Paddington Central campus is ambiguous.
Is it meant for pedestrians?



Canalside from Bishop's Bridge Road

Two sets of steps and a lift take pedestrians from Bishop's Bridge Road to canalside west (for Paddington Station and the Bays) and canalside east (for the Brunel Building and 3 Canalside Walk).

The area lacks character and any sense of stewardship. This interim space forms part of the Crossrail OSD, so any proposals here should bear this in mind.

This canalside space leads north into Paddington Central, with its welcoming gateway signage. Southwards the towpath leads towards Merchant Square over the white bridge (Station Bridge) and straight ahead to the area known as The Bays.



Steps from Bishop's Bridge Road to the canalside give little clue as to what lies beneath.





Canalside looking north towards Paddington Central.



Paddington Central used Bishop's Bridge Road to promote London Design Festival.



The canalside wall could accommodate a strong narrative.



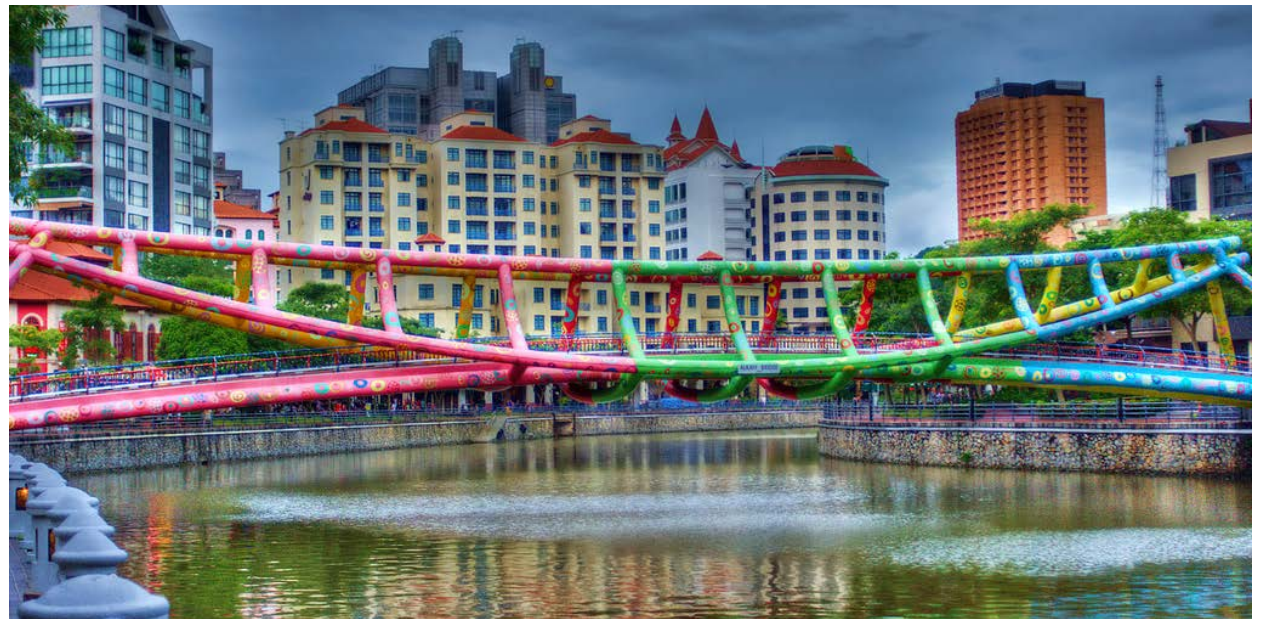
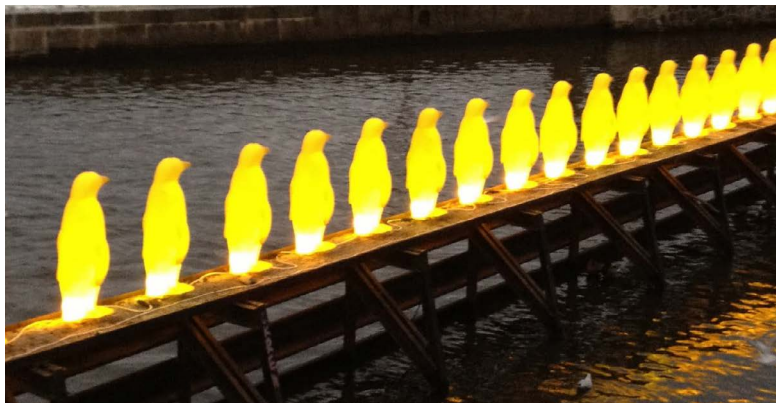
Canalside looking south towards Station Bridge, The Bays and Merchant Square.



Bridges provide important pedestrian routes in Paddington.



Station Bridge (by Langlands and Bell) presents a stunning gateway to North Wharf Road and Merchant Square.

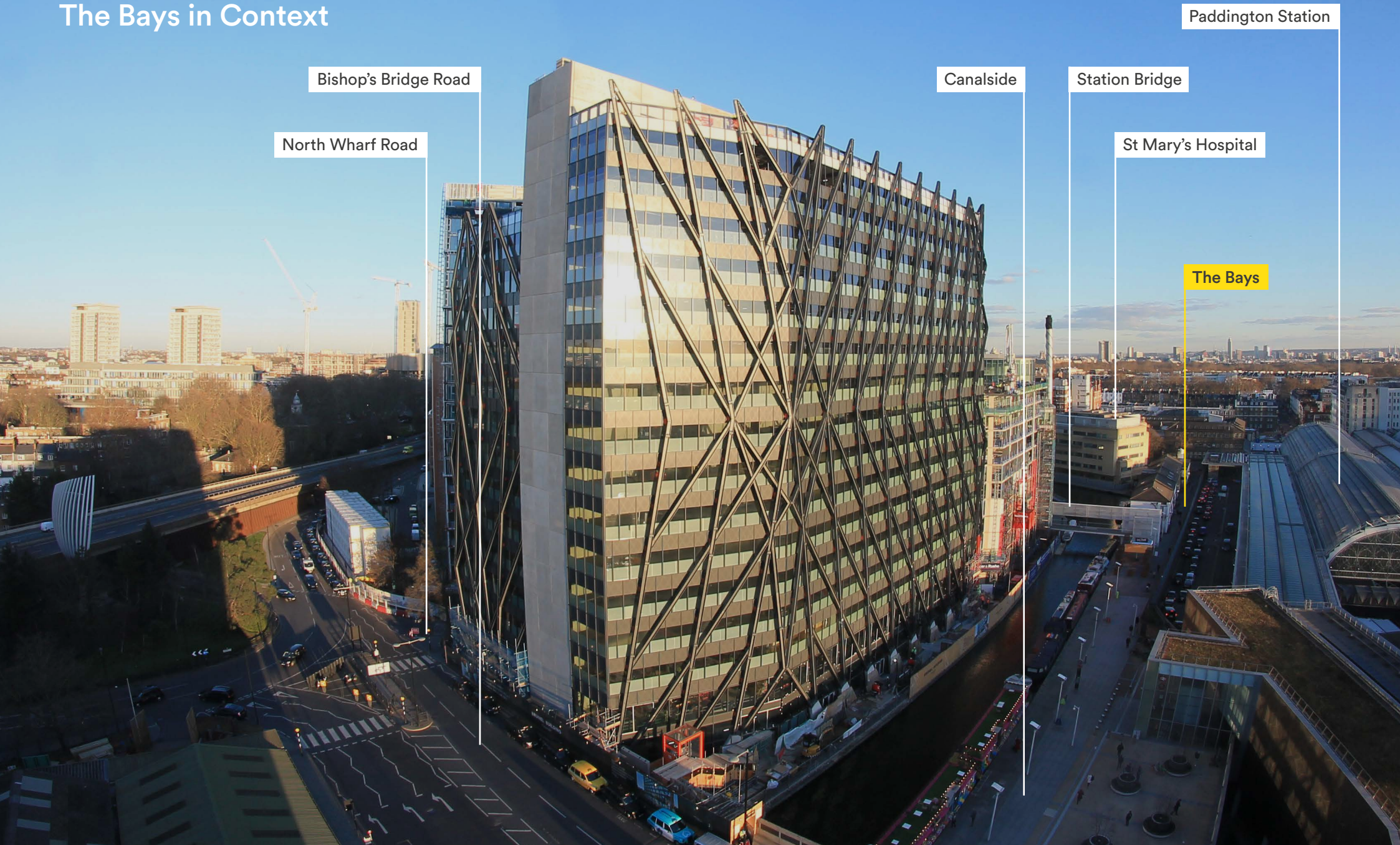


The Bays

Several studies have been carried out to date, to bring the Bays to life. Surfaces, drainage, clutter, pedestrian/cyclist conflict and poor lighting create a poor arrival and departure point and a weak connection between Paddington Square and the canal.

Options have been explored for gateway signage, lighting improvements, graphic application on walls and surface treatment.

The Bays in Context



Bishop's Bridge Road

North Wharf Road

Canalside

Station Bridge

St Mary's Hospital

The Bays

Paddington Station



Visitors struggle with suitcases and surfaces.



Pedestrian / cyclist conflict is common.



Drainage is poor.



Redundant and inconsistent street furniture.



Lighting levels are poor.



The absence of gateway signage leaves visitors unsure.



Gateway treatment could transform the user experience.



St. Mary's buildings offer a blank canvas.



Surfaces present a variety of opportunities for creating a visual rhythm.



This wall could be used to announce the entrance to Merchant Square.



Artist's impression of The Bays with multiple interventions.

Paddington Station

Central to user and visitor information is people's experiences within and at the perimeter of Paddington Station. The way-finding hierarchy within the station is inconsistent, numbering and naming of exits confusing. The presence of adjacent Paddington Central, Merchant Square and the Grand Union Canal is not evident.

Network Rail's national signage strategy does not permit external assets to be signed unless a transport interchange or major public amenity. In Paddington's case this means the main exit signage uses Praed Street, Eastbourne Terrace and St Mary's Hospital as exit 'markers'.



Paddington Station at night.

Paddington Station is insular in its approach to wayfinding.



Incremental changes and additions make for an inconsistent signage hierarchy.



Little or no indication that the canal, Paddington Central or Merchant Square lie 30 seconds away.

Stakeholder Matrix

This complex commission sees multiple layers of stakeholder engagement, as consenting authorities, land or building owners. These could include:

- City of Westminster
- Network Rail
- LUL/TfL/Crossrail
- Canal and River Trust
- Imperial College
Healthcare NHS Trust
- European Land
- British Land
- Derwent London
- PaddingtonNow BID
- adam&eveDDB
- Landsec
- YardNine

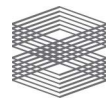


European Land's Rolling Bridge by Heatherwick Studio attracts visitors from across the globe.

About the Client

The Paddington Partnership was established in 1998 and acts as the client for the project. The Partnership comprises the major landowners and developers at Paddington (British Land, European Land, Derwent London, CC Land, Heathrow Express, Tishman Speyer and Invesco/YardNine) who will jointly fund the development and implementation of the project.

British Land will act as the delivery agent, working to a Project Board made up of the main stakeholders listed above.



TISHMAN SPEYER

DERWENT
LONDON



Consents Required

We anticipate the following consents being required, dependent on the nature and content of the piece:

- Highways consent from City of Westminster
- Advertising consent from City of Westminster
- Conservation Area consent from City of Westminster
- Listed Building consent from City of Westminster
- Planning consent from City of Westminster

Way-leave agreements potentially with:

- Network Rail, LU and Canal & River Trust in respect of Bishop's Bridge Road
- St Mary's and Network Rail in respect of The Bays, where the wall is jointly owned

Landowner and asset owner consent for application on surfaces, buildings and assets such as bridges from:

- British Land, Derwent London and European Land

Financial Considerations

The work will be funded by the main developers and landowners that make up the Paddington Partnership.

Up to £250,000 including fees and consents is available. Artists are able to raise additional funding towards the project from other sources, such as sponsorship or grants, although these would need to be agreed with the client in advance. You would still be required to present a proposal for a project that can be delivered within the £250,000 budget.

Artists will be paid the full cost of the projects, according to a payment schedule agreed in advance.

Artists will be responsible for paying and managing all production costs and suppliers.

The delivery agent, British Land, will be responsible for securing the necessary consents.

Once selected, the successful applicant will be asked to provide a detailed project plan and schedule of delivery. The plan will be agreed mutually.

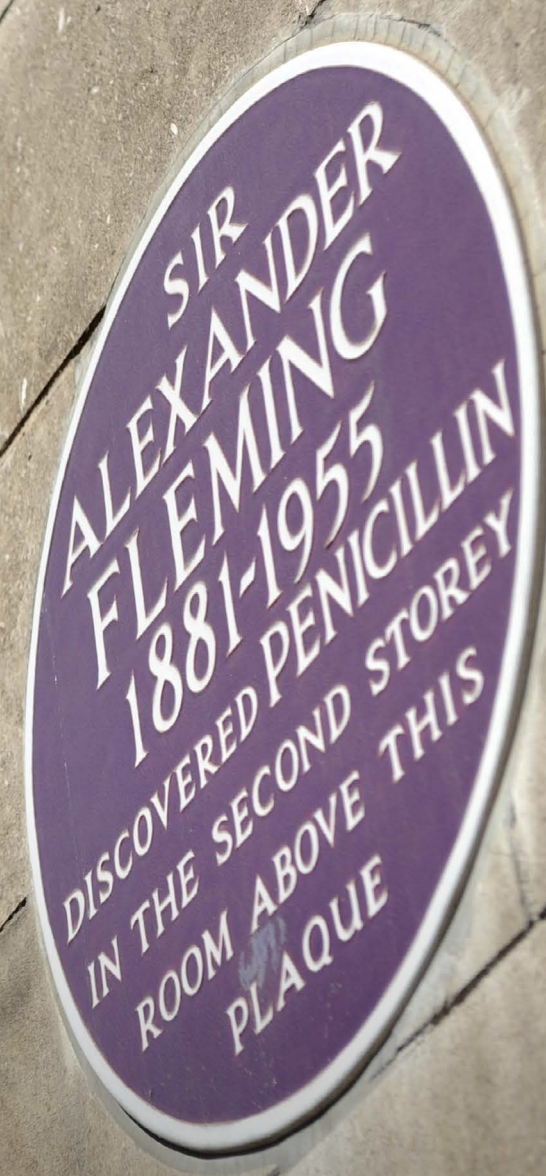
Submission Process and Timetable

Please send Expressions of Interest via email to Kay Buxton and Maria Averkina, using the contact information at the end of this document.

Submissions should include:

- Your initial response to the challenge and how you would approach the commission
- A statement explaining how your experience is appropriate for a project of this type
- Your CV/artist statement
- A portfolio of previous work, relevant to this commission (please send as a PDF, maximum of 15 pages)
- Please do not send images or video files separately, instead use links to online content
- The call is open to individual artists, or groups of artists, living and working both nationally and internationally

The deadline for submission is: 12 noon, 1 May 2019. The target date for delivery of the project is 31 March 2020.



Alexander Fleming plaque, St. Mary's Hospital

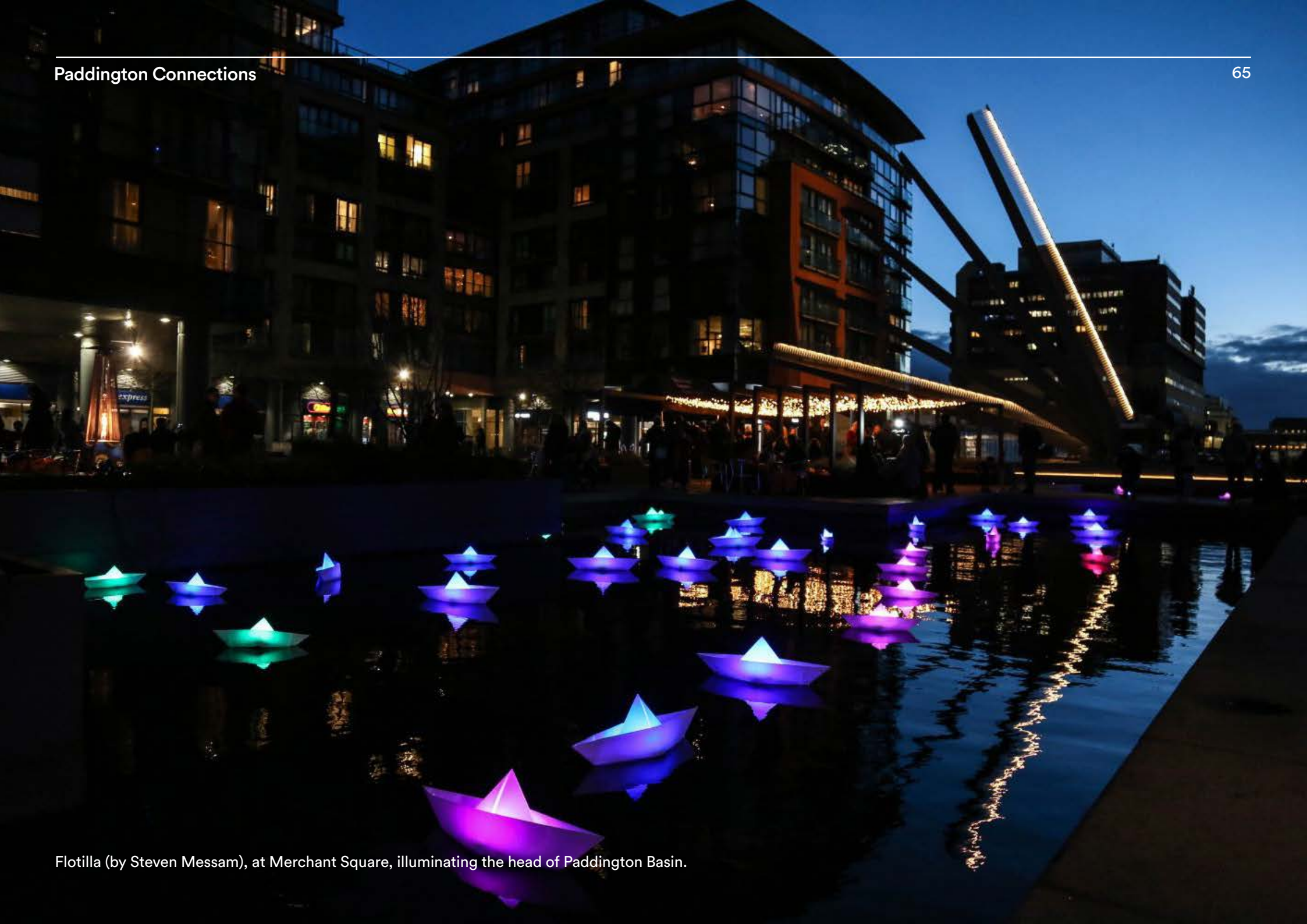
Selection Process

Representatives from The Paddington Partnership will be involved in the shortlisting and selection process.

Proposals will be evaluated against the following criteria:

- Artistic quality
- Deliverability
- Uniqueness of the proposals
- Sustainability and immersive/interactive components
- Place-making, social value and common identity outcomes
- Value for money and durability

Up to three shortlisted artists will receive a fee of £1,000 to work up a more detailed proposal to bring to a Stage 2 interview in May 2019.



Flotilla (by Steven Messam), at Merchant Square, illuminating the head of Paddington Basin.

Site Tours

Short-listed artists will be invited to organise site tours with the contacts set out at the end of this document.

The site tours will provide an insight into the local context, challenges and opportunities.

Supporting Documents

Several feasibility studies and supporting documents are included here for reference:

The Bays Public Realm: Design vision and concept, May 2018 (Maynard and Colour) [Link](#)

Paddington Connectivity Study Scoping Study, September 2018 (Maynard) [Link](#)

Paddington Opportunity Area Development Pipeline, November 2018 [Link](#)

The Bays Design Vision and Concept Walkthrough, May 2018 (Maynard) [Link](#)

Eastbourne Terrace Kerbside Reinstatement Drawings [Link 1](#) [Link 2](#) [Link 3](#)

The Paddington Partnership

Contact Information

The Paddington Partnership

Kay Buxton

Chief Executive

Kay_Buxton@thisispaddington.com

British Land

Maria Averkina

Retail Development Manager

Maria.Averkina@britishland.com