

The Edridge

London



The Edridge

A high rise residential development, 4-20 Edridge Road, Croydon, London



The Edridge

- Freehold site
- Full planning Permission Granted
- 23 Storeys
- Single Ownership
- 133 Residential units
- A choice of 1, 2 & 3 bedrooms
- 20,000 square foot of office space



London: Global City

London is a leading global city, with strengths in the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transport all contributing to its prominence. It is the world's largest financial centre alongside New York, has the largest city GDP in Europe and is home to the headquarters of more than 100 of Europe's 500 largest companies. It has the most international visitors of any city in the world. London Heathrow is the world's busiest airport by number of international passengers. London's 43 universities form the largest concentration of higher education institutions in Europe. In 2012 London will become the first city to host the Summer Olympic Games three times



London: People

London has a diverse range of peoples, cultures and religions, and more than 300 languages are spoken within its boundaries. In July 2007 it had an official population of 7,556,900 within the confines of Greater London, (making it the most populous municipality in the European Union). The Greater London Urban Area is the second largest in the EU with a population of 8,278,251, while London's metropolitan area is the largest in the EU with an estimated total population of between 12 million and 14 million.



London: Places

London contains four World Heritage Sites: the Tower of London; Kew Gardens; the site comprising the Palace of Westminster, Westminster Abbey and St Margaret's Church; and the historic settlement of Greenwich (in which the Royal Observatory marks the Prime Meridian (0° longitude) and GMT). Other famous landmarks include Buckingham Palace, the London Eye, Piccadilly Circus, 30 St Mary Axe ("The Gherkin"), St Paul's Cathedral, Tower Bridge and Trafalgar Square. London is home to numerous museums, galleries, libraries, sporting events and other cultural institutions including the British Museum, National Gallery, British Library, Wimbledon and 40 theatres. London's Chinatown is the largest in Europe. The London Underground network is the oldest underground railway network in the world and the most extensive after the Shanghai Metro.



London: Culture

Within the City of Westminster, the entertainment district of the West End has its focus around Leicester Square, where London and world film premieres are held, and Piccadilly Circus, with its giant electronic advertisements. London's theatre district is here, as are many cinemas, bars, clubs and restaurants, including the city's Chinatown district (in Soho), and just to the east is Covent Garden, an area housing speciality shops. The United Kingdom's Royal Ballet, English National Ballet, Royal Opera and English National Opera are based in London and perform at the Royal Opera House, the London Coliseum, Sadler's Wells Theatre and the Royal Albert Hall as well as touring the country.

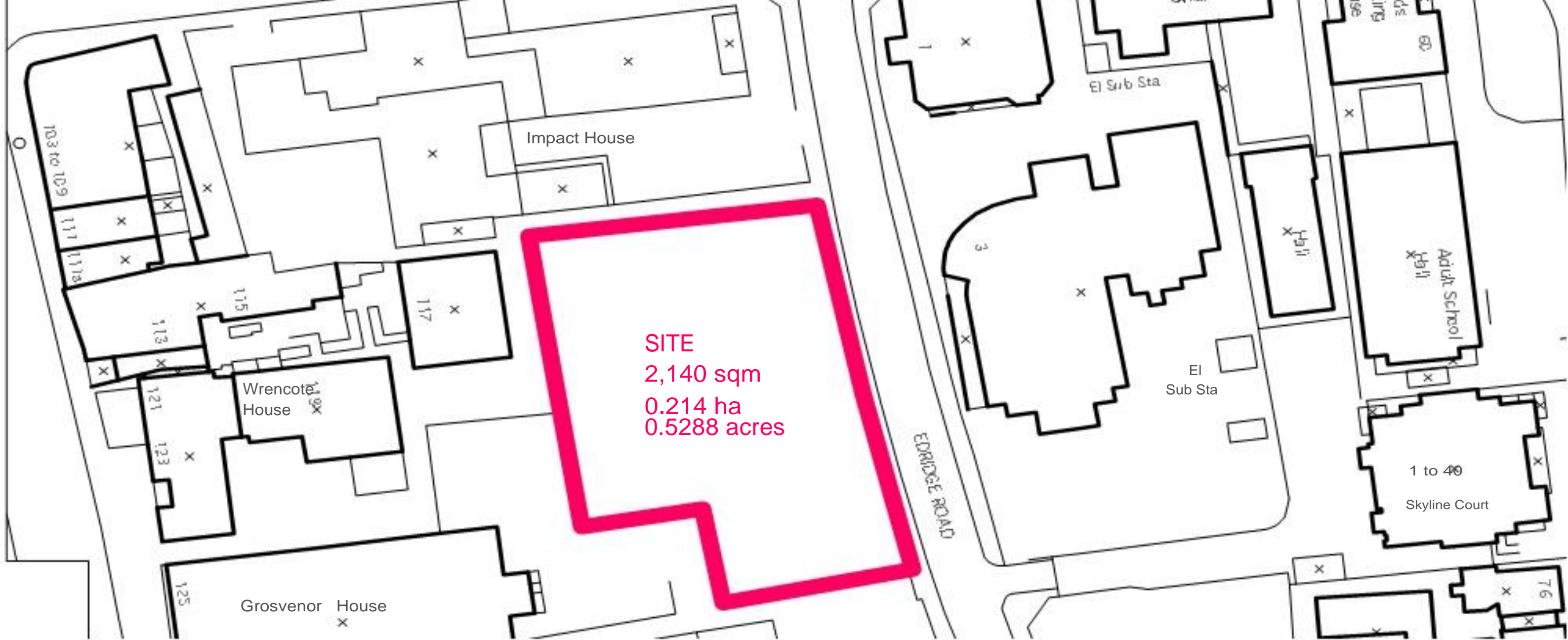
Islington's 1 mile (1.6 km) long Upper Street, extending northwards from the Angel, has more bars and restaurants than any other street in the UK. Europe's busiest shopping area is Oxford Street, a shopping street nearly 1 mile (1.6 km)

long—which makes it the longest shopping street in the UK and home to many shops and department stores including Selfridges. Knightsbridge—home to the Harrods department store—lies just to the southwest.

London is home to designers Vivienne Westwood, Galliano, Stella McCartney, Manolo Blahnik, and Jimmy Choo among others; its renowned art and fashion schools make it an international centre of fashion alongside Paris, Milan and New York. London offers a great variety of cuisine as a result of its ethnically diverse population. Gastronomic centres include the Bangladeshi restaurants of Brick Lane and the Chinese food restaurants of Chinatown.

There are a variety of regular annual events in the city. The beginning of the year

is celebrated with the relatively new New Year's Day Parade, fireworks display at the London Eye, and the world's second largest street party, the Notting Hill Carnival is held during the late August Bank holiday each year. Traditional parades include November's Lord Mayor's Show, a centuries-old event celebrating the annual appointment of a new Lord Mayor of the City of London with a procession along the streets of the City, and June's Trooping the Colour, a formal military pageant performed by regiments of the Commonwealth and British armies to celebrate the Queen's Official Birthday.



The Location: Site

The site is centrally located in Edridge Road within walking distance of Croydon's major shopping facilities and amenities including East Croydon station.

The site, which is generally level extends to approximately 0.21 hectares (0.53 acres). It has a frontage to Edridge Road of approximately 57 metres and a maximum depth of approximately 38 metres.

The area includes a number of office developments including 1 and 3 Edridge Road (Direct Line Insurance), Impact House, Wrencote House, Grosvenor House and Leon House. The area further to the south on Edridge Road comprises two

storey residential development together with the former Lennig House, a former office building which has been converted to residential flats and which is approaching completion.

The Edridge

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The Building

The Building: Design

The edridge project has evolved over some time. Its design has gone through a careful process of briefing, through to scheme design and finally to detailed design and construction tender.

The genesis for the project was based around user experience. It was designed in order to create light filled apartments and dramatic communal spaces. Its external appearance was driven a desire from the developer to create a sophisticated, mature and elegant building worthy of the great architectural legacy that London has to offer.

The resulting building combines the use of large open expanses of glazing that allow

the greatest amount of light into every apartment and communal space. This is mixed with robust high quality facade materials such as limestone, Corten and blue/black engineering bricks.

The building form is based on two opposing geometries: that of the tower and that of the podium building. The tower is turned through 20° from the podium building. This is partly because planning laws stipulate it must be concealed from certain historic views of neighbouring buildings. It is also in order to create a dynamic between the 2 forms. The tower is finished in blue/black engineer bricks with Corten inserts. The podium building is faced in white limestone with black pow-

der coated aluminium panels. This further adds to the contrasting forms of the tower and the podium.

The canopy structures are important as they frame the communal triple height space on the sixth floor. They also provide a place to relax, in the privacy of the building in the summer months.

The entrance portico provides a double colonnade, height entrance space and waiting area before entering the commercial part of the building (visible in the picture to the right at street level).



The Building: External Features

Canopy, Powder coated aluminium penthouse, roof canopy with louver inserts. Providing shelter, some privacy and solar shading to the roof spaces of the 23rd floor

Penthouse roof top terrace garden. External terraces for the penthouse apartments.

Terrace balcony with 2 full height glazed, sliding door openings.

Balcony with full height glazed, sliding door opening.

Corten panel inserts. Corten is a pre-rusted steel panel system. It gives a rich brown varied patina.

Fully glazed apartments to the rear of the building, providing the most light to the North facing apartments.

Rolled standing seam zinc to podium roof.

Brick framing system. Staffordshire blue/black engineering bricks used to create rhetorical framing system throughout.

Canopy structure made from a mixture of steel framing with powder coated finish with hardwood timber panel inserts.

Outdoor communal terrace areas with seating, ornamental pools landscaping and planting

Podium building with white limestone facade.

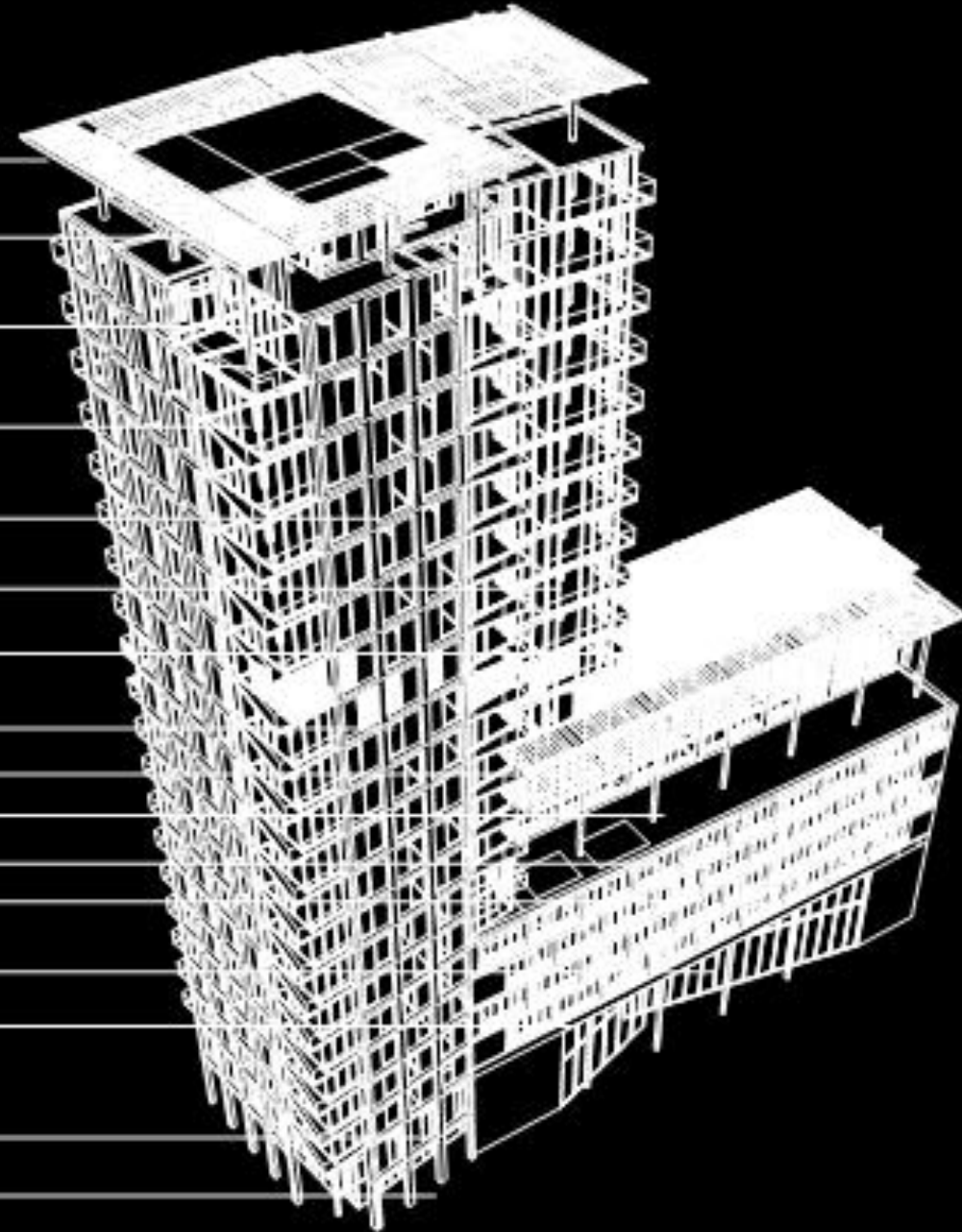
Recessed balcony spaces with full height glazing

Double height entrance colonnade to commercial areas.

Health space and executive office suite available only to apartment owners

Entrance and concierge to apartment tower

Landscaping and planting to street scape.





The Building: The Terrace

The sixth floor gives access onto the private terrace areas of the building. These are for apartment owners and guests only.

The triple height colonnaded space contains a number of landscape features such as trees, bushes, ornamental pools, cafe tables, benches and rattan sofas.

The spaces are overlooked by the executive duplex apartments. The terrace is accessed from the main tower

The Building: The Balconies

Every apartment within the edridge has a balcony. Each balcony contains a full height double glazed, tinted, low-E, sliding double or triple to door system.

The balcony floors are finished in stone with a pebble borders for soakaways.

The balconies are surrounded by frameless glass balustrades secured with concealed clamps on the main floor plates.



The Edridge

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Interior design

Indicative Specification document



Introduction

Joined up thinking. The edridge has been designed from the outside in and the inside out. The material treatments, proportions, daylight control and spatial considerations have been reflected in elevational compositions as much as in joinery details.

Function and form. The project brings together high specification with spatial efficiency. Every room has been laid out from a use and comfort perspective: perfect, seemingly effortless, functionality comes as standard.

Every material has been selected in our studio after a rigorous testing procedure.

Each material has been selected for its durability and life cycle. They are chosen to last. Craftsmanship is of the highest order from the most trusted manufacturers.

Luxury. And yet....the brief for this project has always been that of sophistication and opulence. The interiors are rife with the finest fabrics, the most lavish of ornaments. Soft and hard furnishings are assembled to create an atmosphere of hedonism and abandonment reminiscent of the era of the 1920s and '30s. There are subtle references to the art nouveau and Art Deco styles in the choice of fixture and fittings. Yet the occupant is never overwhelmed by this style. The rooms do not form a pastiche to these styles, only a know nod or passing reference.

The style treatments manifest themselves in a variety of ways depending on the room in question. This document is laid out room by room thus telling a story of the sequential experience of an apartment in the edridge.

The Living Room

Space to breathe. Living rooms within the Edridge are designed to allow the maximum light into the spaces. There is floor to ceiling glazing throughout. All living rooms have balconies. These provide additional indoor/outdoor space. The rooms are finished to a high specification with natural materials, concealed lighting in order to create simple, clean lines throughout.



The Living Room

A Material consideration. Every junction (wall to ceiling, floor to mullions etc) has been carefully considered in order to be durable and to help embellish the natural qualities of the materials. The use of shadow gaps and light troughs are abundant throughout. Shadow gaps a small recess at the junction between the floor and the wall. This gives the impression the wall is floating above the floor. This a far more elegant junction than traditional skirting board.

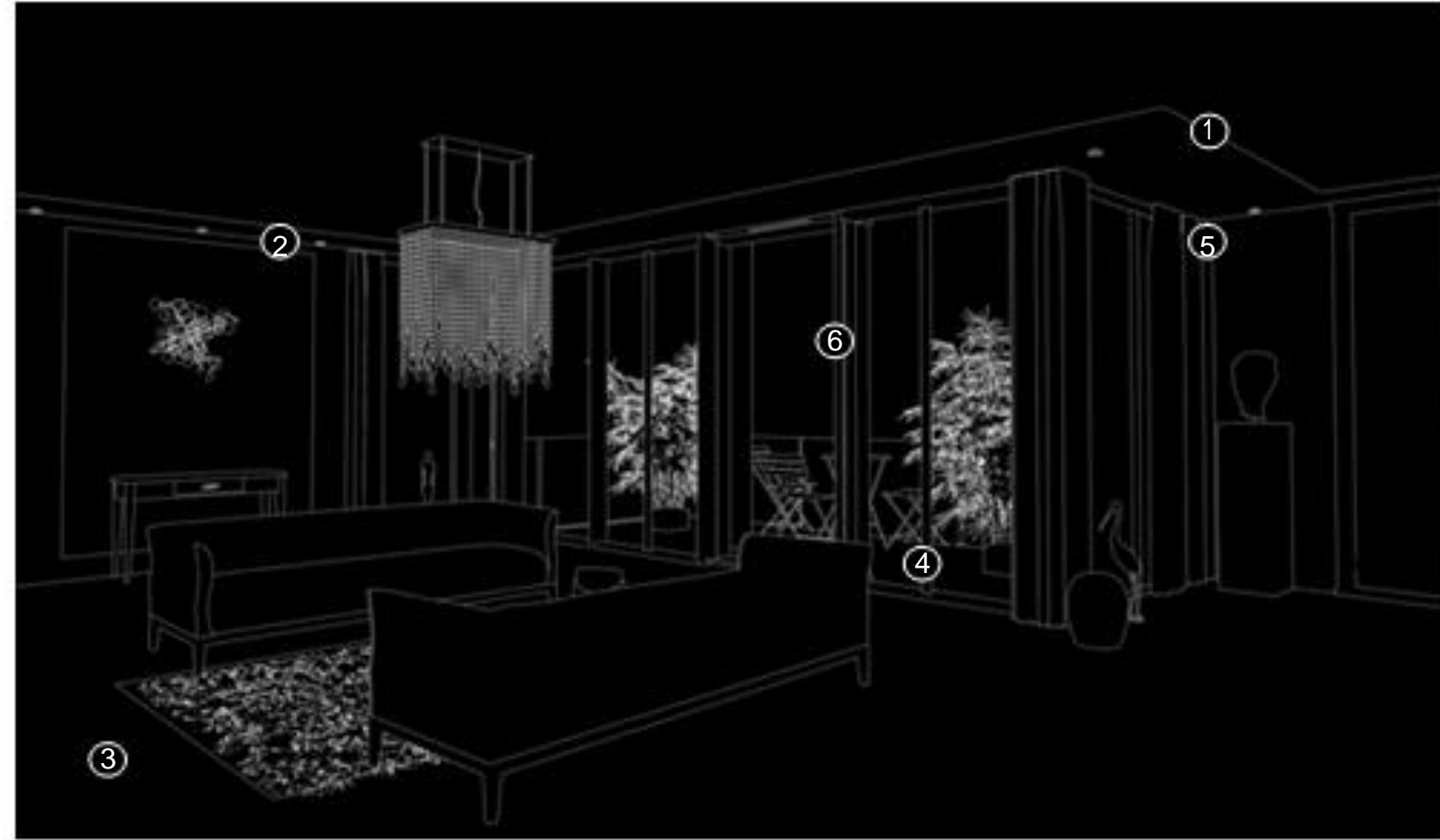


2. Down Lighting. Additional feature/ down lighting to be provided with LED(Gu10) Spotighting. This will be dimmable and provide additional dynamic to space and items placed around the perimeter such as furniture and sculpture.

1. Soffit Lighting. Ceilings to be lowered, 1 metre inset from perimeter of living room. Concealed lighting (dimmable LED fluorescent tubes) to be fixed at junction between lowered and raised ceiling. This leaves the main ceiling free from fittings and ensures constant but subtle edge lighting to space



3. Flooring. Flooring to all living areas, to be solid hardwood : European Oak. Planking to be 150 mm wide in 2 to 3 Metre lengths. Floor to be pre-treated with hard wax oil so as to be water resistant and yet allow the timber to breath and age naturally.



4. Balcony. Balcony to be finished in Limestone paving (300mm x 600mm slabs) with a Roman Gravel (black) boarder around perimeter. Balustrade to balcony constructed from frameless toughened glass, trough mounted within dwarf wall (Staffordshire blue/black engineer brick).



5. Curtains/Blinds. Curtains to be chiffon, top mounted in concealed track. To be operated on remote controlled armatures as part of a central thermal room control systems.



5. Windows/Frames. All windows to be low-E toughened DGUs with minor solar tints. All window frames to be powder coated (Grey/Black) Aluminium. Mullions to be deep section. Heating to be under floor with additional heating/cooling ventilation grills adjacent to window apertures.

The Living Room

Specification Sheet



1. Feature Paint.

Supplier: - Farrow&Ball
Specification :- Hague Blue, No.30
Details "A strong blue, reminiscent of Dutch external woodwork"



2. Base Paint.

Supplier: - Farrow&Ball
Specification :- Strong White, No.2001
Details "Neutral. A bright, clean white when used with dark colours. Or if used with light colours it becomes cool"



3. Flooring

Supplier: - Dinesen
Specification :- Dinesen Oak
Width= 200mm, depth 30mm
Lengths 2.5M to 5 M

Details Dinesen Oak and Dinesen Oak Natural are exclusive planks with very different looks. With its calm structure and limited number of knots,



4. Windows

Supplier: - Senior Architectural Systems
Specification :- Series 1 casement

Details The Hybrid Casement is an 83mm high performance window system that achieves very high thermal insulation values providing low U Values well below the current and anticipated future Building Regulation requirements.



5. Lighting

Supplier: - Deltalight
Specification :- Microline 30+ Profile

Details Pendant profile. standard available in anodised finish. profile can be directly mounted against ceiling



6. Spot Lighting

Supplier: - Deltalight
Specification :- REO OK 3033 s1 /202 37 8122

Details LED downlighter. 98 x 80 Adjustable 0°-30° /350°



The Kitchen

Function and style. Kitchens are integral living and entertaining spaces with the Edridge. They are not hidden away but form part of the dining experience. The kitchens are beautifully made objects of desire; big bold but of a high specification throughout.



The Kitchen

The sublime object. The kitchen is located so as to float within the space. They are sculptural objects in themselves: they deserve to be used but more over, to be looked at. They are not hidden away from view in another room, but are an integral part of the living and entertaining space.



1. Island Kitchen. Kitchens to be supplied by "Ged Cucine"; renowned Italian kitchen and cabinet makers. Owners can choose from a number of finishes from their contemporary kitchen range such as Velvet SM (shown below), Treviso, Fiamma (shown above) & Seta Class.



2. Kitchen units. All kitchens to be configured with a central Island unit and a backdrop of floor to ceiling cupboards and utilities. The island to contain oversized work top available in marble, wood, Corian finish. The island usually to contain Hob and double sink. Rear of Island to function as bar seating area. Wall cupboards behind to contain fridge freezer, oven and utilities.



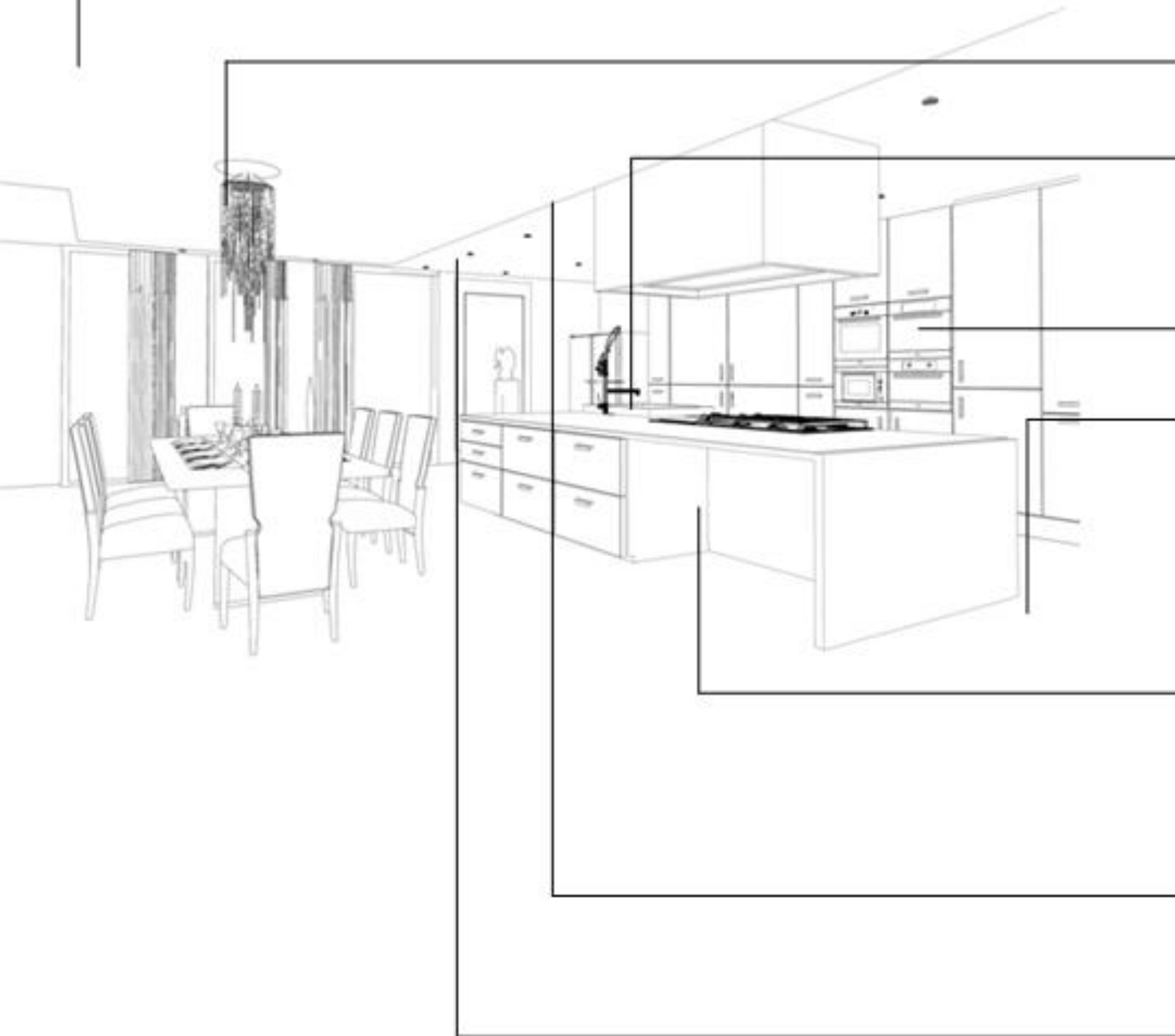
3. Kitchen surfaces. Floor and wall surfaces around kitchen to be finished in Welsh slate panels.



4. Storage. Additional storage to be within wall spaces around kitchen hallways. To be constructed from Spray finish MDF with concealed push click openings,

The Kitchen

Specification Sheet



1. Lighting: Chandelier

Supplier: - Rugiano
Specification :- Cristalli
Details Italian Chandelier of the highest quality. Contact :-Via per Cascina Amata, 922066 Mariano Comense (CO) ITALY



2. Sink

Supplier: - Franke
Specification :- Belfast, Ceramic White, VBK 77
Details Durable, attractive double sink with drainer and waste bucket.



3. Oven

Supplier: - Miele
Specification :- Miele H4890BP XL Double Oven

Details Miele ovens are designed and engineered to perform at the highest possible standard. By that, we mean, bake beautifully, roast for succulent results, broil with searing heat and much, much more.



4. Kitchen Units

Supplier: - Ged Cuisine
Specification :- Series 1 casement

Details "Energy" Kitchen finished here in Aubergine.



5. Lighting

Supplier: - Deltalight
Specification :- Microline 30+ Profile

Details Pendant profile. standard available in anodised finish. profile can be directly mounted against ceiling



6. Spot Lighting

Supplier: - Deltalight
Specification :- REO OK 3033 s1 /202 37 8122

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The Bedroom



The Bedroom

A Sumptuous hideaway. The Bedroom spaces within the Edrige are the rich, exuberant spaces but also very intimate. The bedroom is the most private of spaces and requires the strongest sense of warmth and privacy.



1. Deep Shag pile carpets. Bedrooms can be finished in either wood (see below) or deep pile carpets (above). Both materials provide a warmth underfoot. The Carpets will be close woven with great durability. The effect will be to merge with the light chiffon curtains giving a sense of enclosure.



2. Beds. All beds to be super king size with built in mahogany finished base. Mattresses to be double sprung, pocket and hand finished.



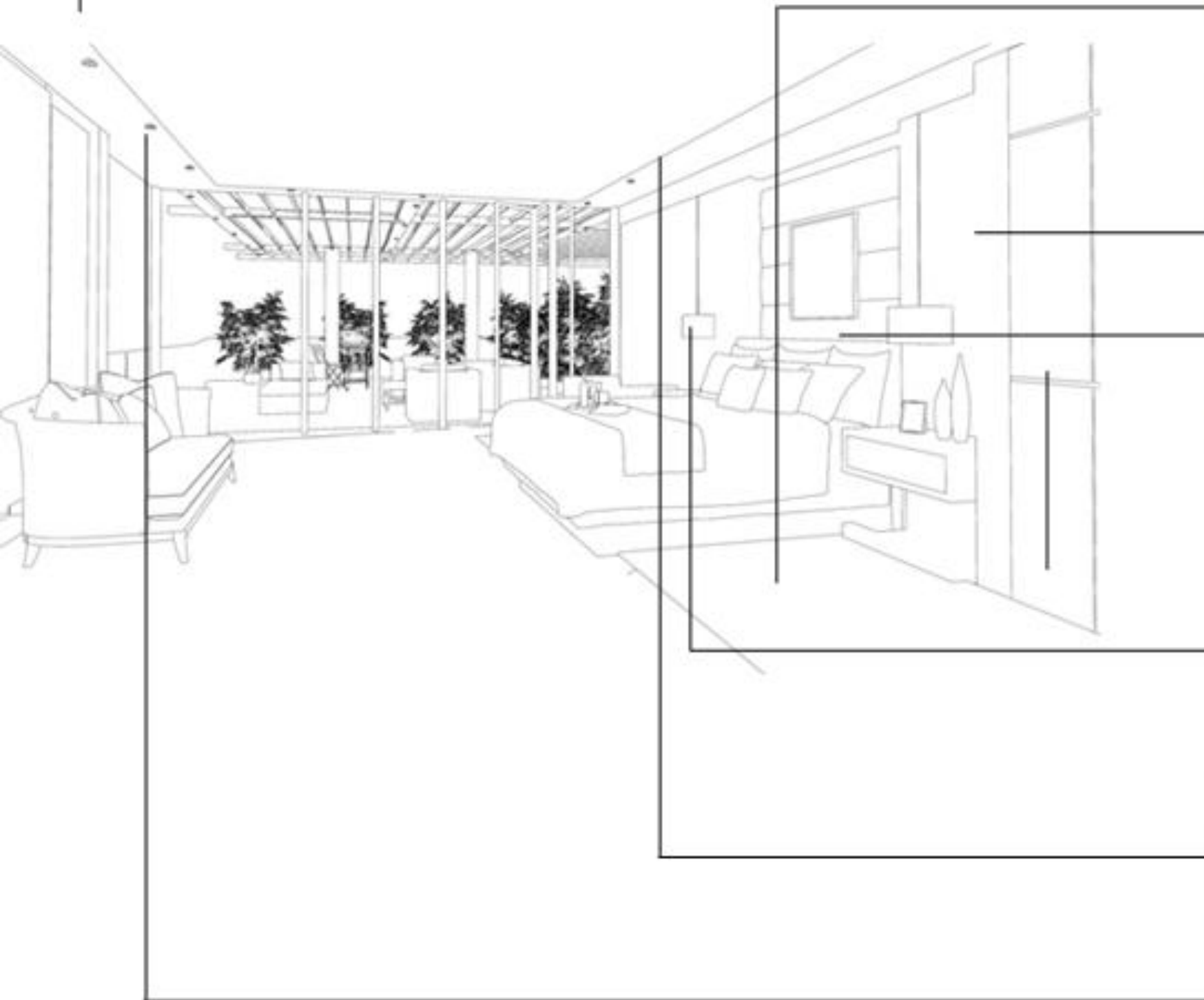
3. Wardrobes. All cabinets and wardrobes to be bespoke custom designed furniture. Natural veneers used throughout, featuring Mahogany, beech and dark oak finishes. All units to contain push-click and silent opening systems.



4. Lighting. Lighting to be concealed where possible. All lighting to be dimmable. Light sources to be concealed within "light shelves" to soffit and down lighters within furnishings recessed ceiling areas.

The Bedroom

Specification Sheet



1. Carpet

Supplier: -
Specification :-
Details

Ryalux Carpets
Ultimate 8 Shag pile
"A luxury deep pile saxony carpet suited to areas of low traffic but commanding a high luxury feel. Luxury 8 is available in any colour and in any width up to 7 metres wide."



2. Wardrobes

Supplier: -
Specification :-
Details

GO Modern
Tattoo Wardrobe
"The Tattoo bedroom wardrobe has horizontally grooved wooden textured doors, available in dark chocolate brown or white shown here with matching Line handles"



3. Upholstered Wall

Supplier: -
Specification :-

Details

Square One Furnishings
Liaigre

Custom finished , Linin Upholstered wall padding



4. Lamp Shade

Supplier: -
Specification :-

Details

John Lewis
Samantha Rectangle Shades

Rectangular lampshades covered with natural linen fabric. All sizes should be used with a max 60W bulb.



5. Lighting

Supplier: -
Specification :-

Details

Deltalight
Microline 30+ Profile

Pendant profile. standard available in anodised finish. profile can be directly mounted against ceiling



6. Spot Lighting

Supplier: -
Specification :-

Details

Deltalight
REO OK 3033 s1 /202 37 8122

LED downlighter. 98 x 80
Adjustable 0°-30° /350°



The Bathroom



The Bathroom

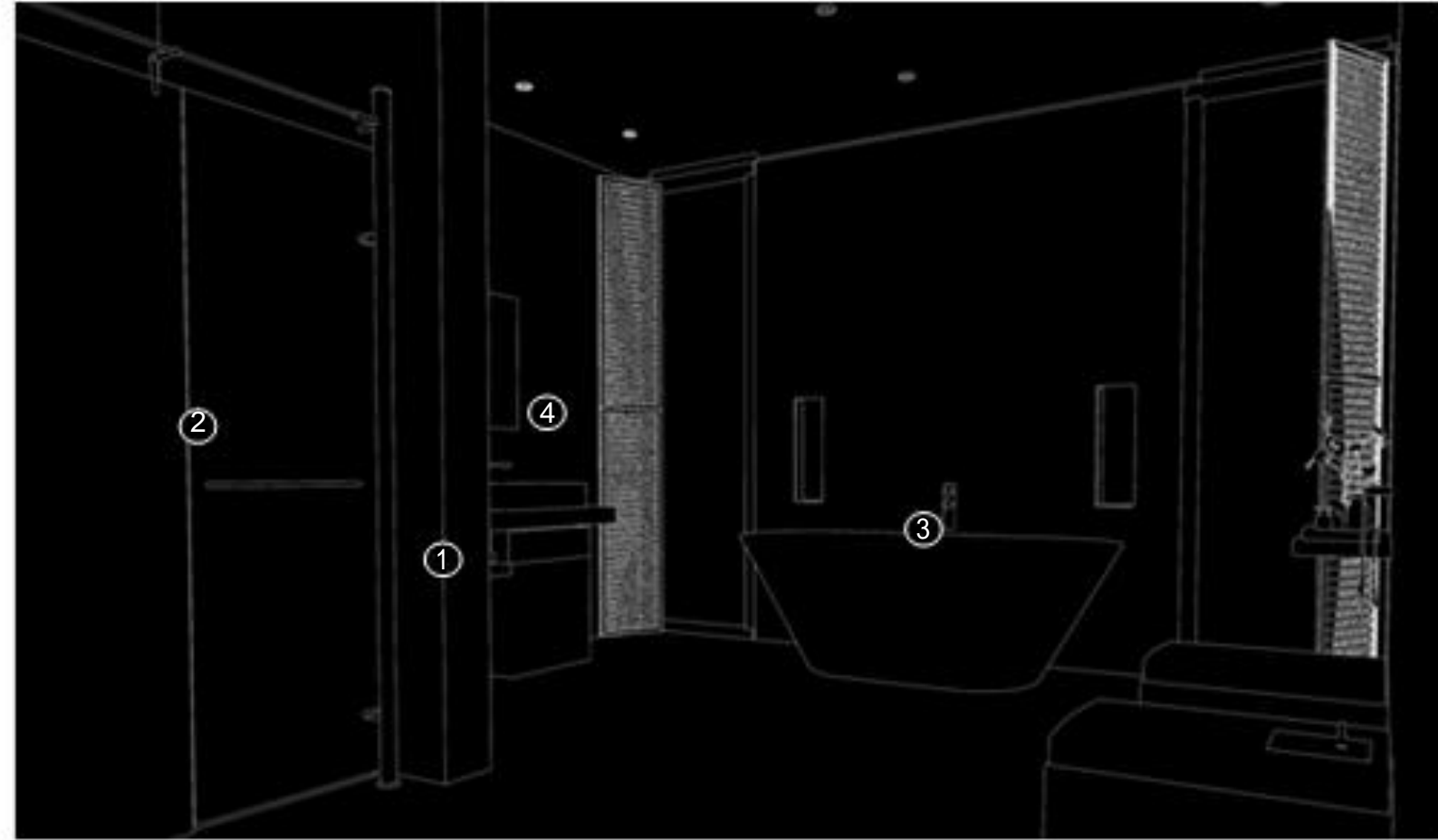
A place of Serenity. The bathroom is a place of relaxation and contemplation. The bathrooms within the Edridge are designed to be a destination rather than a functional necessity: they are to be enjoyed rather than to be rushed through.



1. Shower Enclosure. The shower areas are custom finished areas, with slate panelling to the walls, frameless glass openings, concealed shower tray, with teak shower grate.



2. The Shower. The showers are all overhead, enlarged cloud fittings. These allow for a thorough shower experience.



3. The Baths. Baths are freestanding, deep draft, round-ended objects. They will have great visual impact in the room as well as providing a fantastic place to relax and unwind.



4. Cabinets. All bathroom cabinets to be built in. They will be finished in White veneer using push click systems. All other bathroom materials will be highly durable such as marble, limestone and hardwood shelves.

The Bathroom

Specification Sheet



2. Shower

Supplier: -
Specification :-
Details

The BathStore
Cloud 220
"This dramatic 220 square shower head with wall arm will give a spectacular drench in any enclosure."



1. Slate

Supplier: -
Specification :-
Details

Welsh Slate
Hague Blue, No.30
"A strong blue, reminiscent of Dutch external woodwork"



3. Bath

Supplier: -
Specification :-

Duravit
Philippe Starck Bath

Details

Philippe Starck Edition 2 L 1750 x D 800 Effective capacity: 165 l
Water depth: 360 mm
Mounting height: 600 mm
Sanitary grade acrylic



4. Bidet & Toilet

Supplier: -
Specification :-

Duravit
Starck X Bidet

Details

Starck X Bidet wall mounted with overflow, with tap platform, Durafix and ceramic covered pop-up waste, included, model for cover



5. Lighting

Supplier: -
Specification :-

Deltalight
Microline 30+ Profile

Details

Pendant profile. standard available in anodised finish. profile can be directly mounted against ceiling



6. Spot Lighting

Supplier: -
Specification :-

Deltalight
REO OK 3033 s1 /202 37 8122

Details

LED downlighter. 98 x 80
Adjustable 0°-30° /350°





3 choices of Specification : -

Shell and Core. The sloane will provide only the most basic of fit outs. This will allow end users to customise the spaces at will. The apartments will come with all electrical fittings and fixtures. There will be no flooring coverings apart from the levelled screed. Apartment owners will have to liaise with the developer before construction is complete.

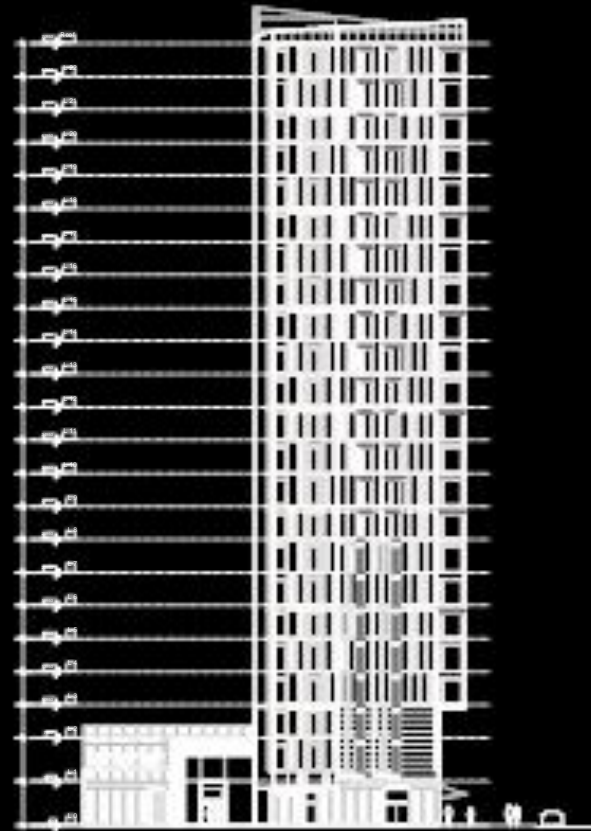
Standard fit out. Apartments will come with standard kitchens and bathrooms as well as floor finishes. The fit out will be to a high standard and very serviceable. This is the recommended level of specification if the property is to form a rental investment.

Luxury. Each apartment will custom designed by a UK architect with exceptionally high quality fixtures and fittings throughout. This will be done in consultation with the apartment owner.

The Edridge

London

Approved Floor Plans & Elevations



SOUTH ELEVATION A



EAST ELEVATION (E dridge Road) B

The Building: Design

The facade treatments were next considered within the final green design stage. Taking the desire to provide high quality naturally light units, an investigation commenced into the use of a major and minor fenestration module. The major module would be in the form of both corner bays and projected windows into the principle living spaces of the units with the minor ones placed in the bedrooms where lower levels of light are acceptable.

Development took place around splaying the southern reveals to allow greater and longer penetration of sunlight into the interior rooms. This allowed the windows to appear wider than they actually are and reduced the vertical emphasis by linking windows horizontally into visual group-

ings. This pattern was taken across all the elevations with different designs informed by the various orientations.

The living rooms which are not located on corners in the block are projected to the front alleviations twisted to the south. This gives a better orientation while also turning them from directly facing the building on the opposite side of the road.

The corner windows follow a subtle hierarchy being sized in accordance with the unit and room sizes. The largest units had already been placed to the prominent southeast corner which gave to it the larger corner bays. With this pre-eminence a special window splay was designed to adjoin

this. The vertical splayed southern windows were given an angled splay that had an overall effect of a zig-zag motif running up the front facade.

The building has two distinct uses and forms, the commercial podium and the residential tower and block. The desire remained to reflect this in the choice of materials. Striking, light weight materials with efficient assembly systems were sought and a glass reinforced concrete (grc) panel and a zinc pre-coloured panel rainscreen cladding system were selected. The grc was more suited to the commercial lower floors which has greater resistance to impact damage and the surface textures and selection of films provide robust resistance to graffiti. At the upper levels the light zinc sys-

tem is more suited which has a greater more subtle variety of colours and grains. The preference is to employ a single base colour for the main elevation while using 2 or 3 highlight colours to emphasise the window splays and the small panels. Depending upon the orientation of the elevations and the reflectance of the colours, patterns will be created that alter across the diurnal cycles of sunlight, with redder colours on the east and west elevations and bluer ones to the south.