

ALLFORD
HALL
MONAGHAN
MORRIS

Mason & Fifth, Westbourne Park

Information Pack

 **think before you print**

Remove front and back covers, wires or staples
when putting it into the recycling bin.



www.ahmm.co.uk

**ALLFORD
HALL
MONAGHAN
MORRIS**



Project Information + Team

Address

11 Woodfield Road, W9 2BA

Sector

Mixed-use: Residential, amenity and office

Project Size

14,384sqm GIA

Start Date

2018

Completion Date

June 2025

Contract Type

Design & Build

Client

Cheyne Capital

Architect

Allford Hall Monaghan Morris

Interior architect

TiggColl

Structural Engineer

MCR Consulting Engineers

Services Engineer

Caldwell

Main Contractor

McAleer & Rushe

Project Managers

Quartz

CDM Coordinator

Hasco Europe

Planning Consultant

First Plan

Fire Engineer

Jensen Hughes

Landscape Architect

David Clarke Landscape

Acoustic Consultant

Adnitt Acoustics

Thermal Modelling Consultant

BPP Energy

Building Control

Socotec

AHMM Team

Hazel Joseph
Tony Stafford
Bethan Dix
Tony Pryor
Jennifer Dooner
Francesco Draisci
Arun Parkash
Fenia Nevrokopli
Louise Linthwaite
Manu Ruiz
Alessandro Angelelli
Giada Bonatti
Pornpan Thaveelertrnithi
Dika Lim
Marco Didonato
Guto Llwyd



Scan for location
map and more info



Project Information

Project Overview

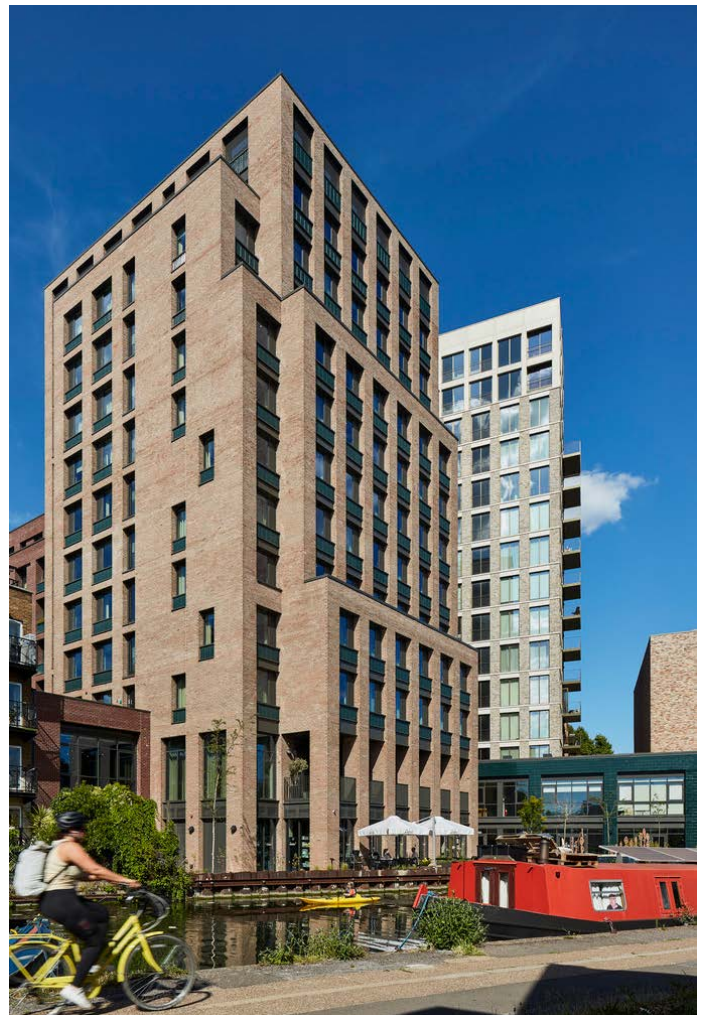
Mason & Fifth, Westbourne Park is a mixed-use development that transforms a former brownfield site into a waterfront destination on London's Grand Union Canal. Designed by AHMM with interiors by TiggColl, the family of buildings is organised around an urban courtyard opening to the canal.

A 332-key flexible living building anchors the development, complemented by social, work and dining lounges, a listening lounge, screening room and wellness suite (pool, gym and movement studio). Community-amenity includes co-working, affordable workspaces, a waterfront restaurant and generous public-realm provision.

The architecture responds sensitively to its context, rising to 12 storeys at the centre and stepping down to four and five storeys at the edges. Façade proportions, Crittall windows and a palette of brick, steel and glazed green terracotta reference local industrial and heritage buildings.

A pocket park sits at the heart of the development, reached via a new route from the residential street through an archway with a reflective soffit that echoes the adjacent canal and opens onto the waterfront.

Interiors designed by TiggColl draw on the area's mix of neighbourhoods. Undulating fabrics, muted lighting, textured tiles, natural wood, clay and marble reflect this eclectic context and create a domestic feel. Layered, natural-toned textures shape a warm entrance lounge, with a rippling fabric canopy that brings intimacy to the open-plan reception. Material choices bring refinement: timber floors, a bespoke marble desk and exposed concrete are softened with lighting & planting. Fluid lines in the lower ground floor spa and wellness hub echo the movement of the canal. Large circular sky lights draw light in, captured and reflected by the swimming pool.



Site



Located in the heart of Maida Hill in West London, Mason & Fifth, Westbourne Park occupies a site framed by the Grand Union Canal and the elevated Westway (A40).

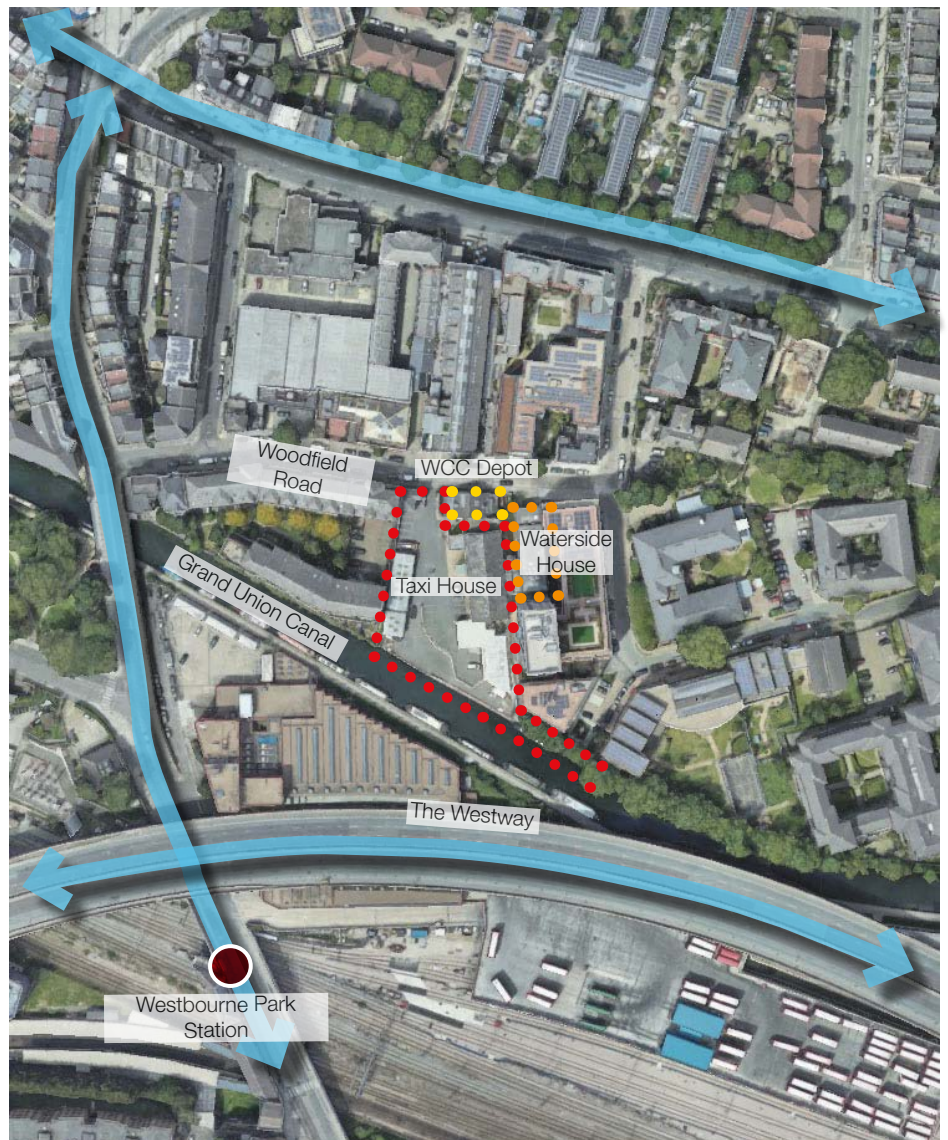
Prior to redevelopment, the site was occupied by the London Taxi Drivers' Association, Waterside House and Westminster Council Cleaning Depot.

The distinct contextual layers of the surrounding Woodfield Road, canal and Westway, and the broader Maida Vale, Notting Hill and North Kensington neighbourhoods, have collectively informed the development's design, including the strong vernacular of red and yellow London brick and industrial steelwork found in the surrounding area.

Above and below: images of site prior to redevelopment.



Below: site map and local context design influences



Design Strategies

Public routes

A new publicly accessible route defines the entrance and links Woodfield Road to the Grand Union Canal, reinstating a historic connection.

Creation of new urban spaces

A central courtyard with active frontages animates the heart of the development. A second landscaped public space adjacent to the canal screens the Westway and introduces green areas for picnicking and play, as well as outdoor performances and events.

Contribution to local life

Community infrastructure on the ground and lower ground floors invites locals in. Co-working and maker spaces support small enterprises, start-ups, and craftspeople.

Active frontages

The ground floor animates both the new internal courtyard and the canal edge. Reception, event

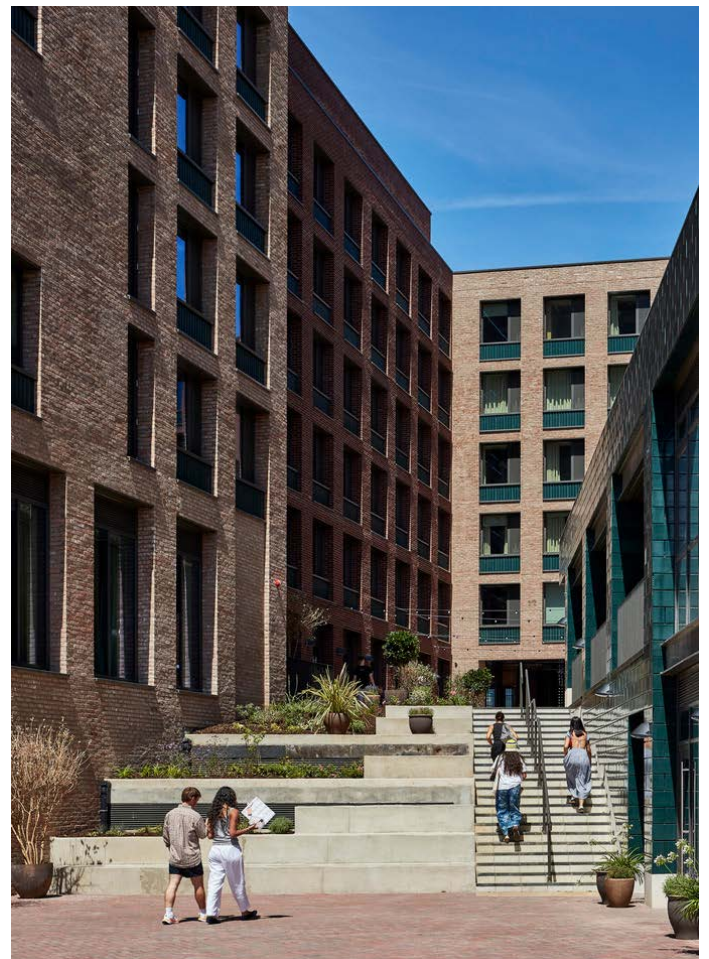
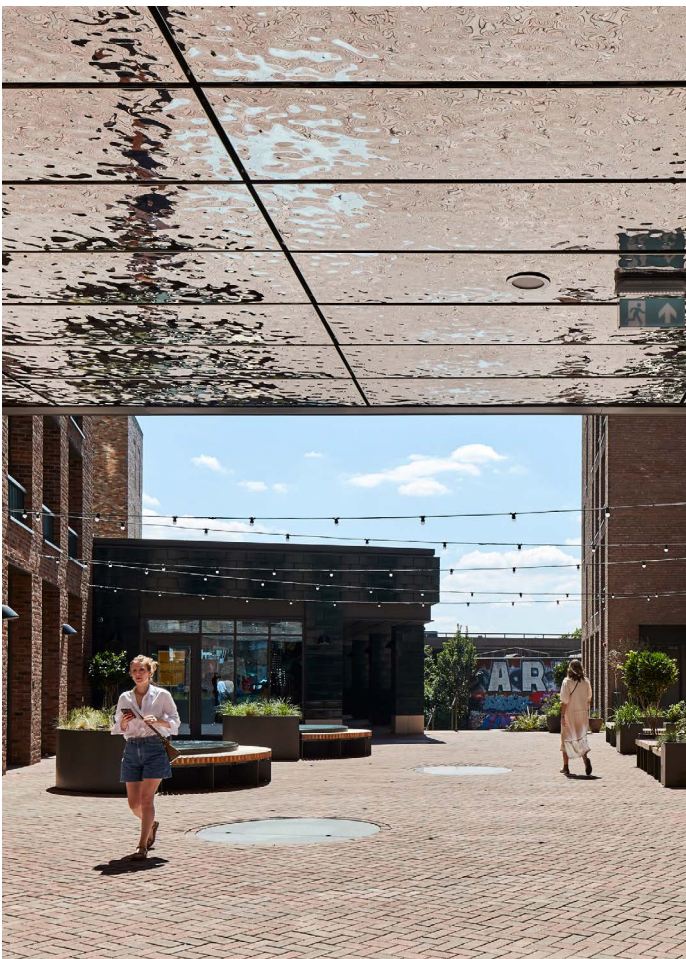
spaces and workspaces line the courtyard and open directly onto the public realm, allowing activities to spill outward. Along the canal, a café and the multi-use venue create a new vibrant water edge.

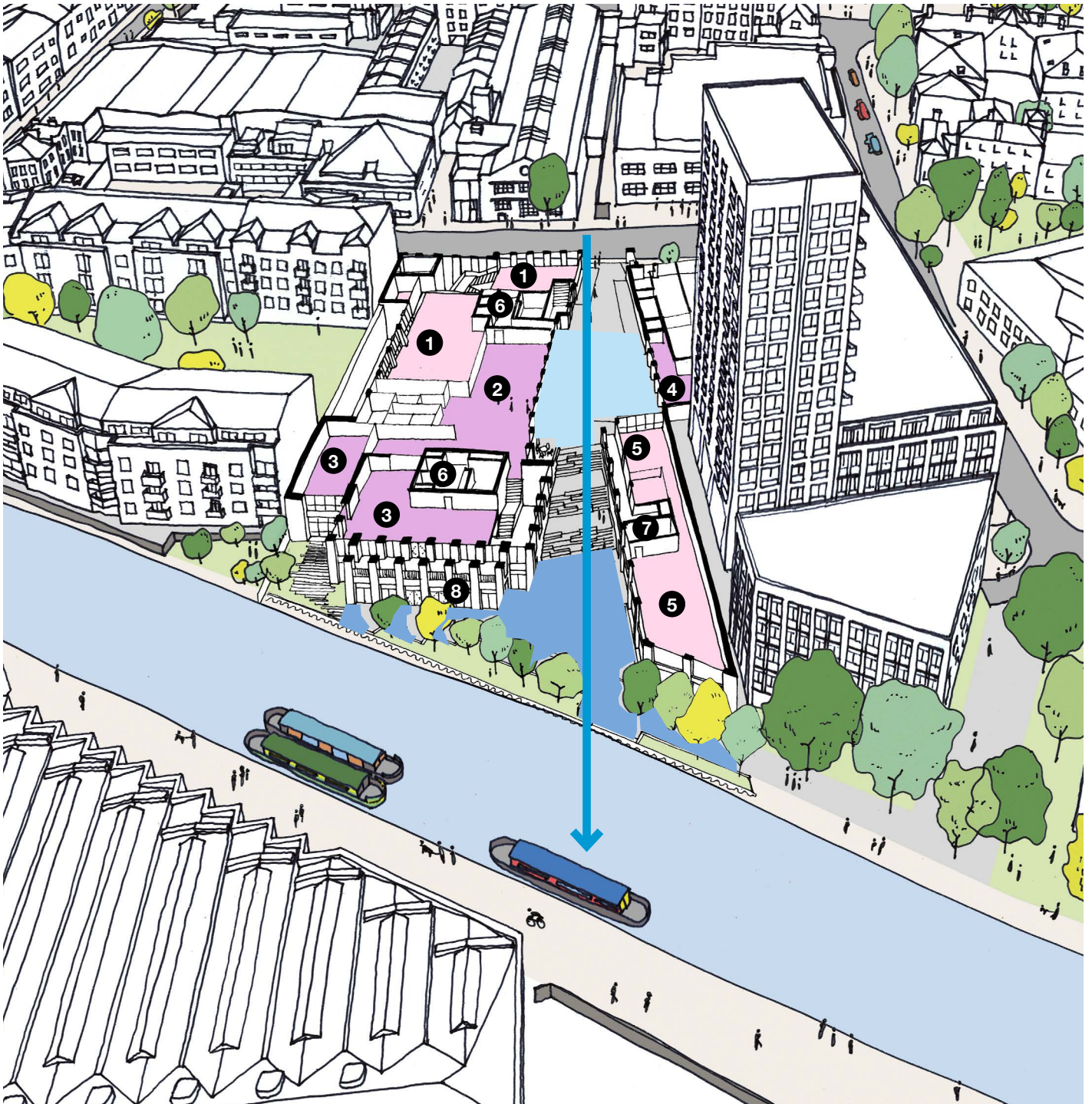
Sensitive massing and setbacks

The massing responds to the different conditions on each side of the site. Facing Woodfield Road, the building steps down to sit comfortably with the smaller-scale streets nearby. On the canal side, it rises higher, matching the larger scale of the waterway and the developments around it.

Landscaping

A mixture of welcoming communal public spaces has brought new life to a derelict and underused canal side. Developed in collaboration with Fabrik Landscape Consultants and delivered by David Clarke Landscape, hard and soft landscaping focuses on connectivity, character, and contextual integration.





- 1** Workspace
- 2** Reception / Amenities
- 3** Hotel Amenity
- 4** Cycle Hub
- 5** Affordable Workspace
- 6** Lobby Access to Hotel Rooms
- 7** Disabled access between Canal and street
- 8** F&B

- Workspaces
- Amenities
- Streetside courtyard
- Canalside open space

Materials

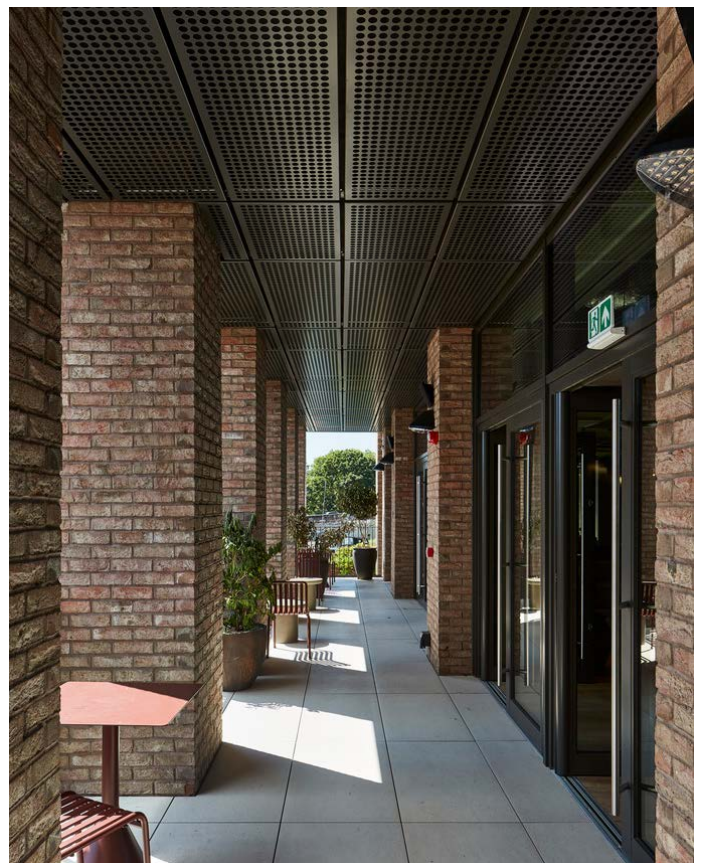
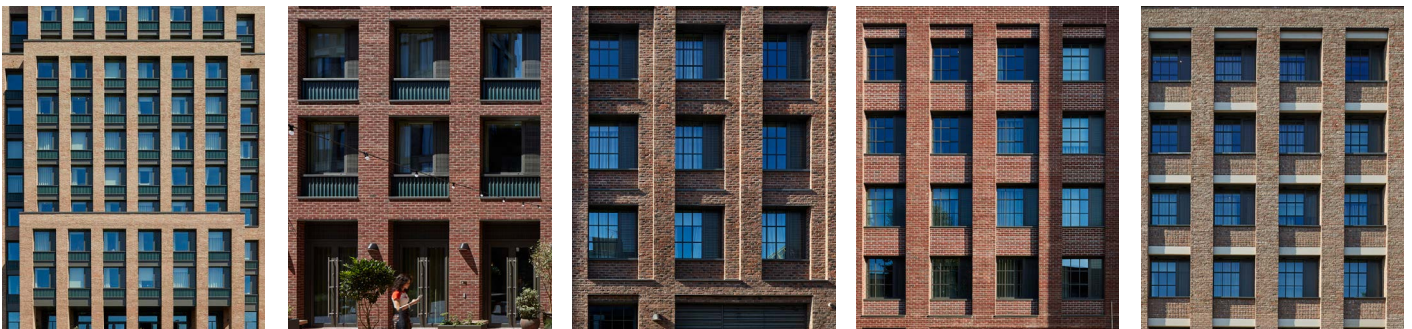
A consistent masonry material palette ensures uniformity across the development, whilst variation of tone and articulation reflects the diverse character and scale of the surrounding context.

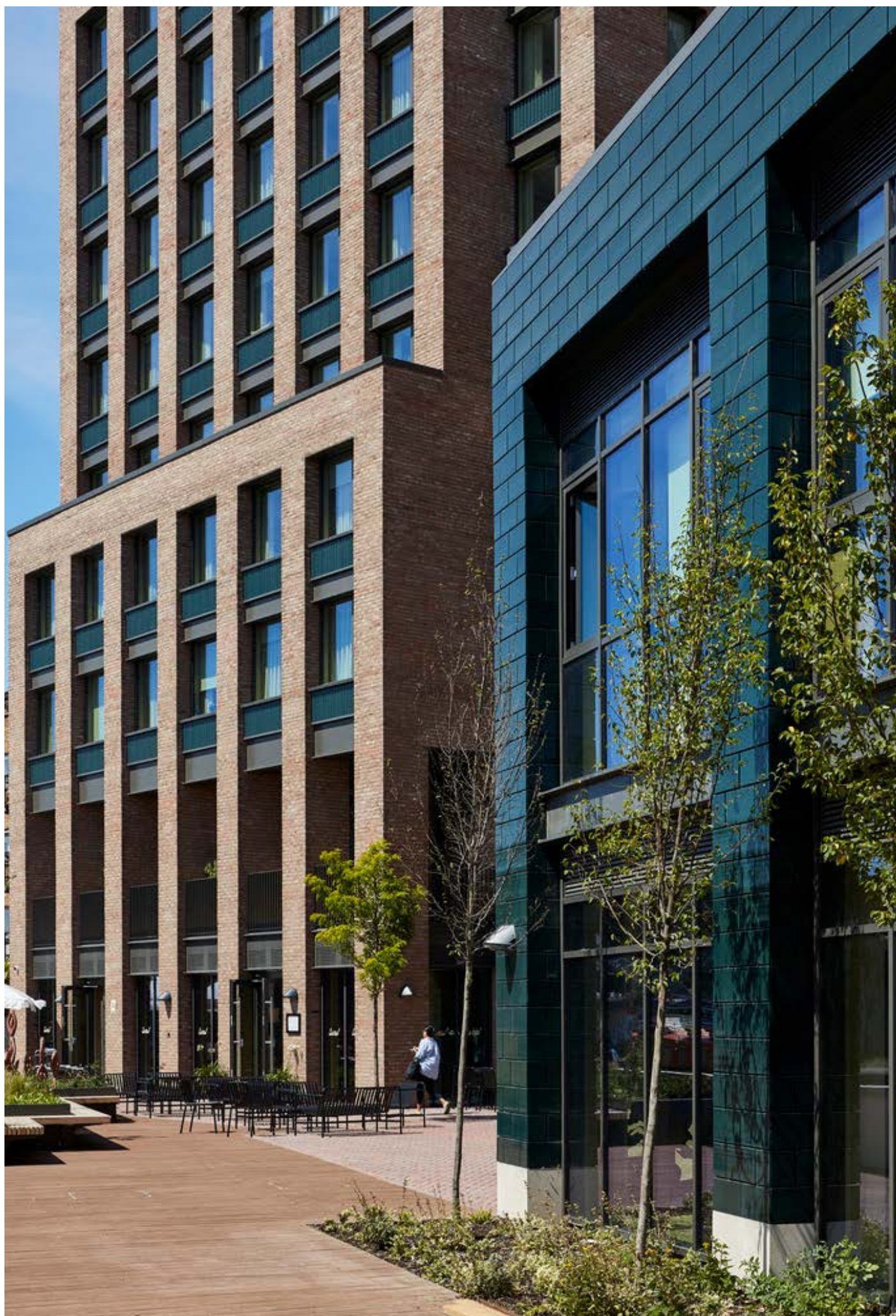
Details including varied brick reveal depths, spandrel treatments, and perforated metal screening bring richness and further unify the development.

The undercroft between the main street entrance and the courtyard frames the new pedestrian route that leads visitors through to the canal. A mirrored stainless-steel soffit inspired by the canal setting, with rippling reflections echoing the water's presence, creates a striking ceiling plane that enhances the sense of arrival.

A pavilion clad in green terracotta tiles establishes a distinctive architectural identity by introducing colour, texture and contrast to the predominant brick palette. This dynamic façade responds to changing light throughout the day and references the site's industrial heritage by introducing the glazed ceramic elements historically found along London's waterways.

Window planters are integrated into the recessed bays of the eastern elevation to enhance privacy without compromising access to natural light or ventilation and provide visual amenity to neighbouring residents through the addition of greenery and texture within the otherwise robust masonry framework.





Sustainability

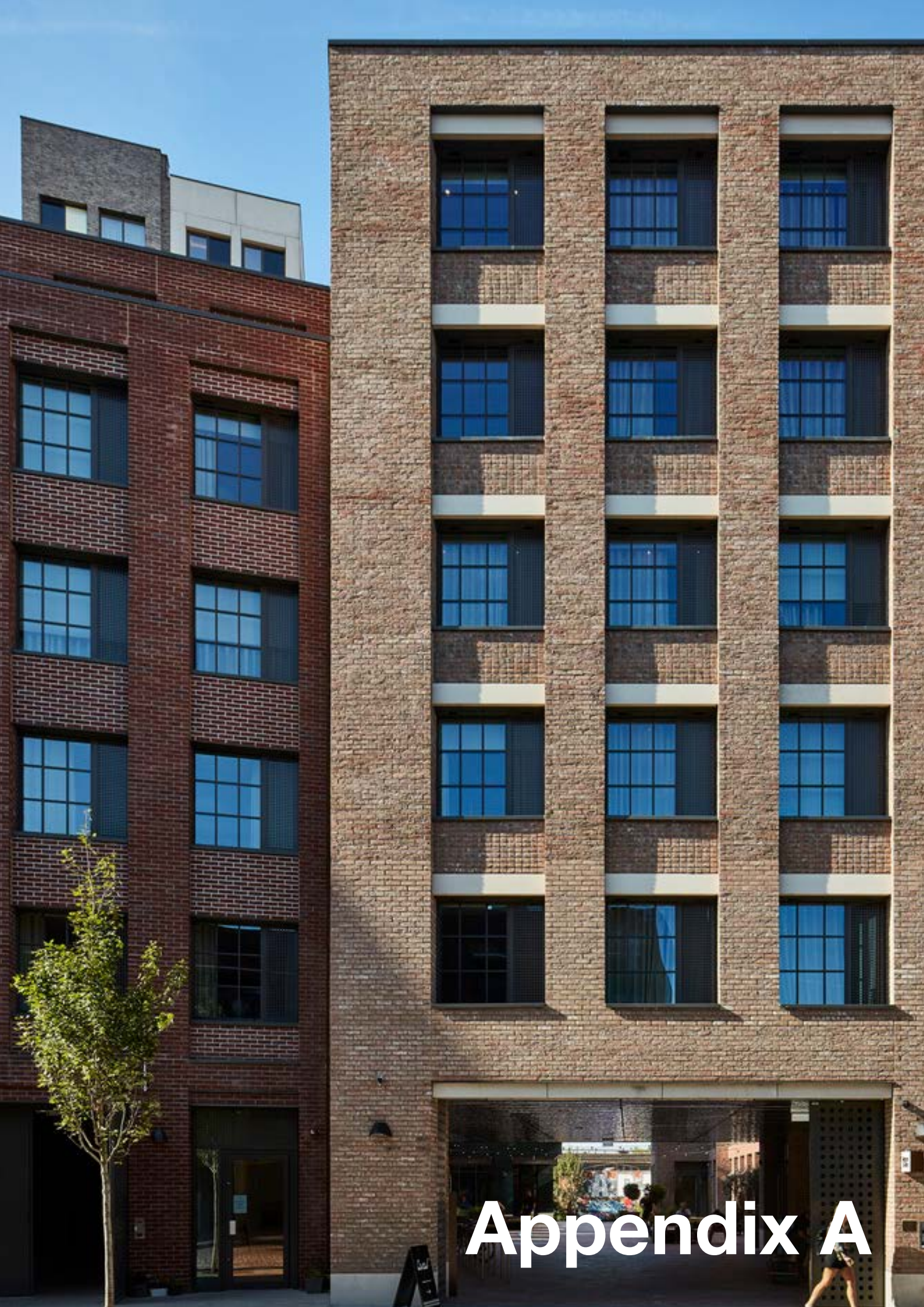
Achieving BREEAM Outstanding, the design strategy was to support environmental performance, occupant wellbeing and community engagement. Focusing on a reduction of construction related carbon emissions by utilising the adjacent canal for material delivery, the scheme reactivates a brownfield site, reducing land waste and introducing a new mixed-use development that supports sustainable urban living.

The building's massing responds sensitively to its context, stepping down to maximise daylight brought together with a publicly accessible central courtyard. The canal facing orientation enhances microclimate conditions and provides a connection to nature in a very urban context which also supports occupant wellbeing.

A robust and durable external material palette ensures longevity while the interiors focus on natural materials and biophilic elements to create a healthy, restorative environment. Extensive shared amenities promote resource efficacy through communal living and working, reducing individual consumption.

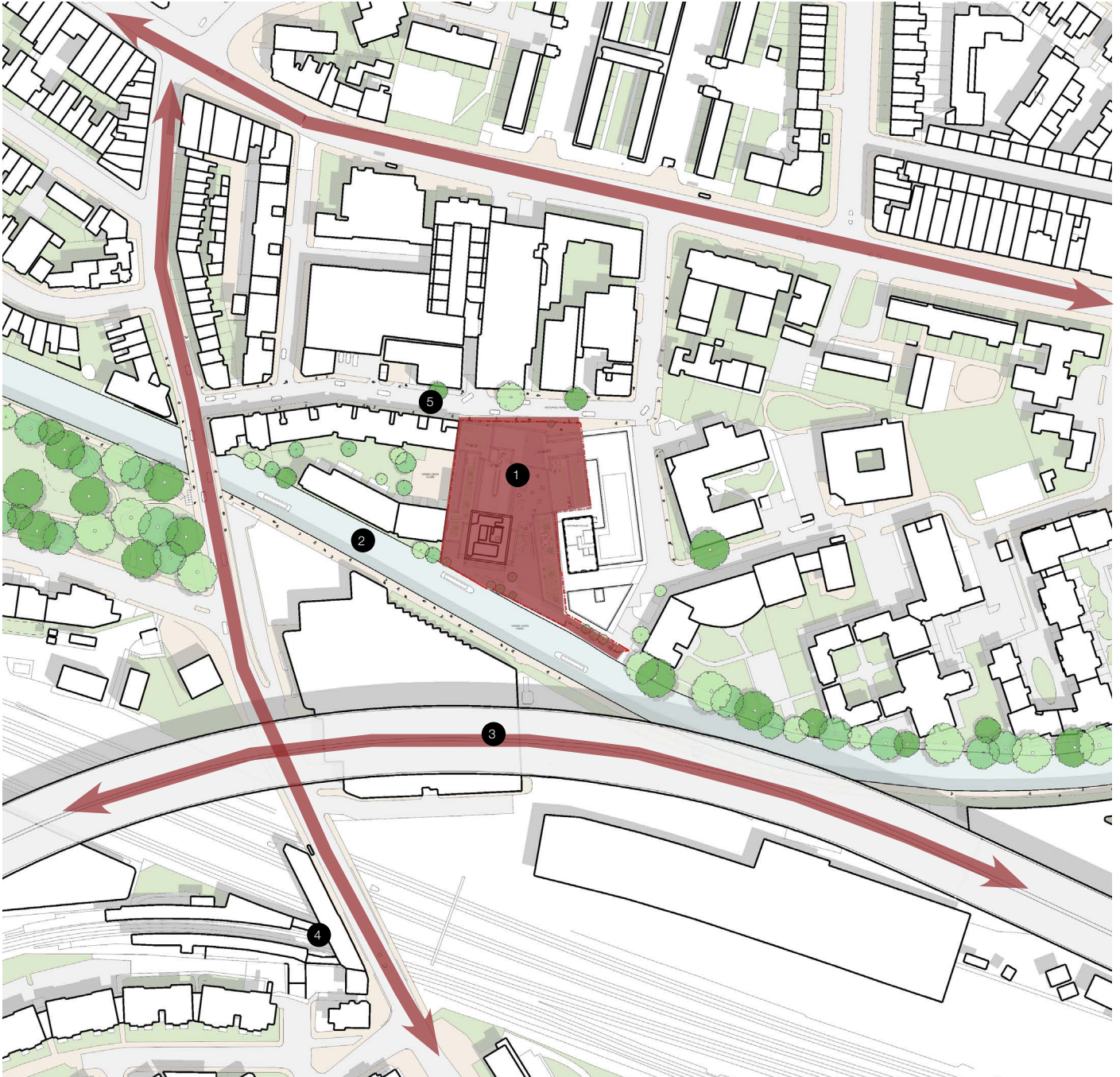
At the community scale, co working spaces, affordable workplaces and the improved public realm support social sustainability and local economic growth. Together this creates a people-focused development for a vibrant, London community.





Appendix A

Drawings: Site plan



- 1 Mason & Fifth Westbourne Park
- 2 Grand Union Canal
- 3 The Westway
- 4 Westbourne Park TfL station
- 5 Woodfield Road

Drawings: Floor plans



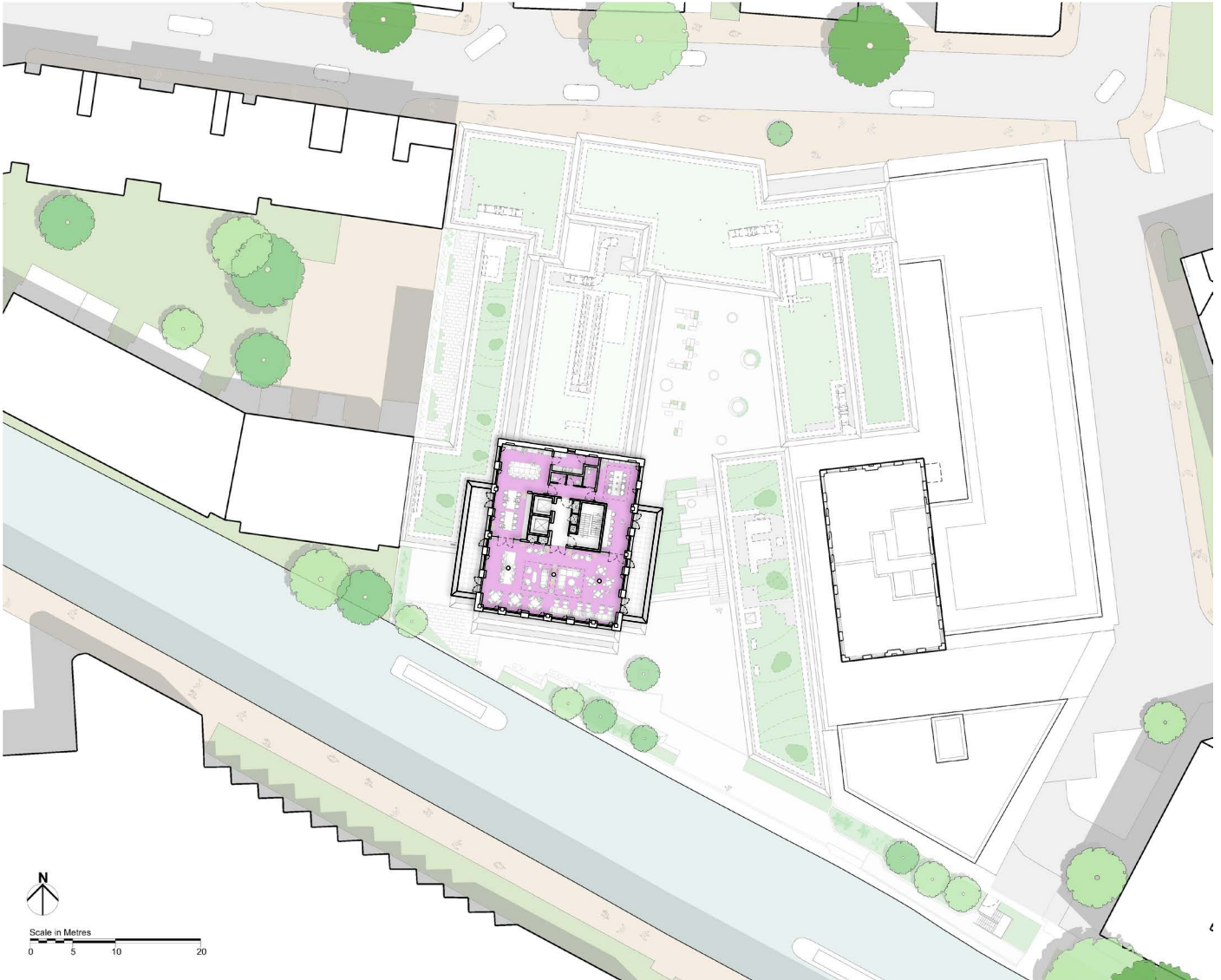
Typical lower ground floor plan

Drawings: Floor plans



Typical upper floor plan

Drawings: Floor plans



Level 10 floor plan

The interiors on L10 were developed by Tigg + Coll Architects in collaboration with Mason + Fifth and include a communal lounge, private dining, shared kitchen and pantry space.

Drawings: Elevations



North Elevation - Woodfield Road



South Elevation - Regents Canal

Drawings: Elevations



West elevation - Grand Union Close



East Elevation - Hathaway House

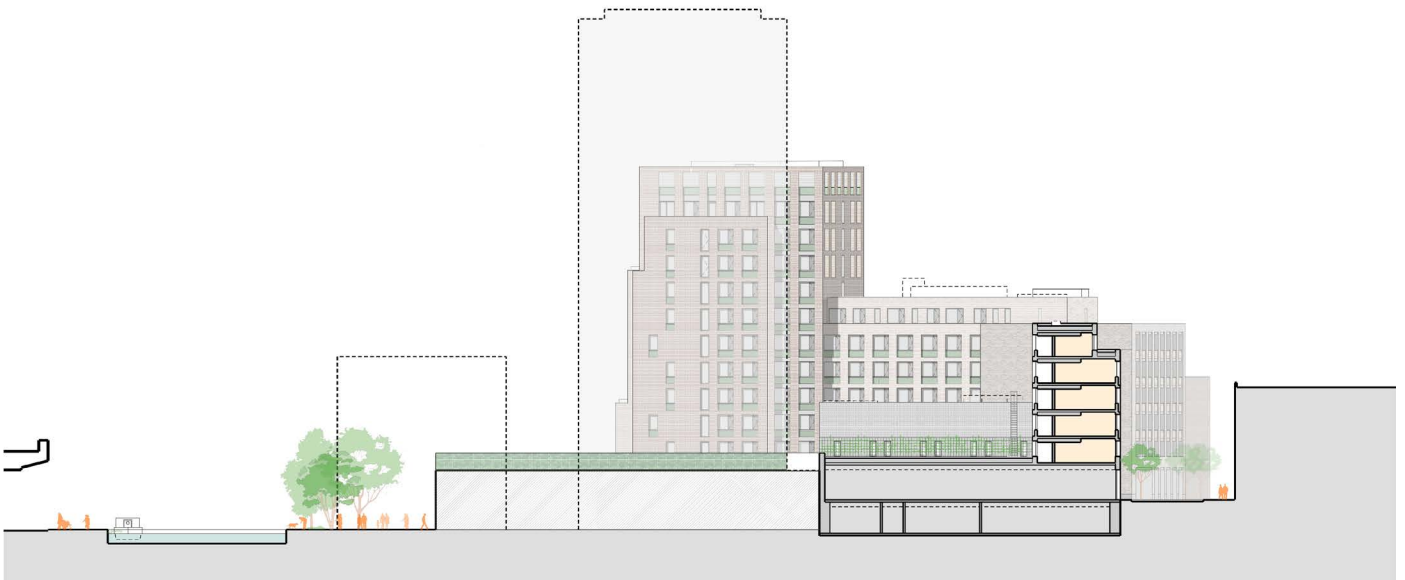
Drawings: Sections



Section AA

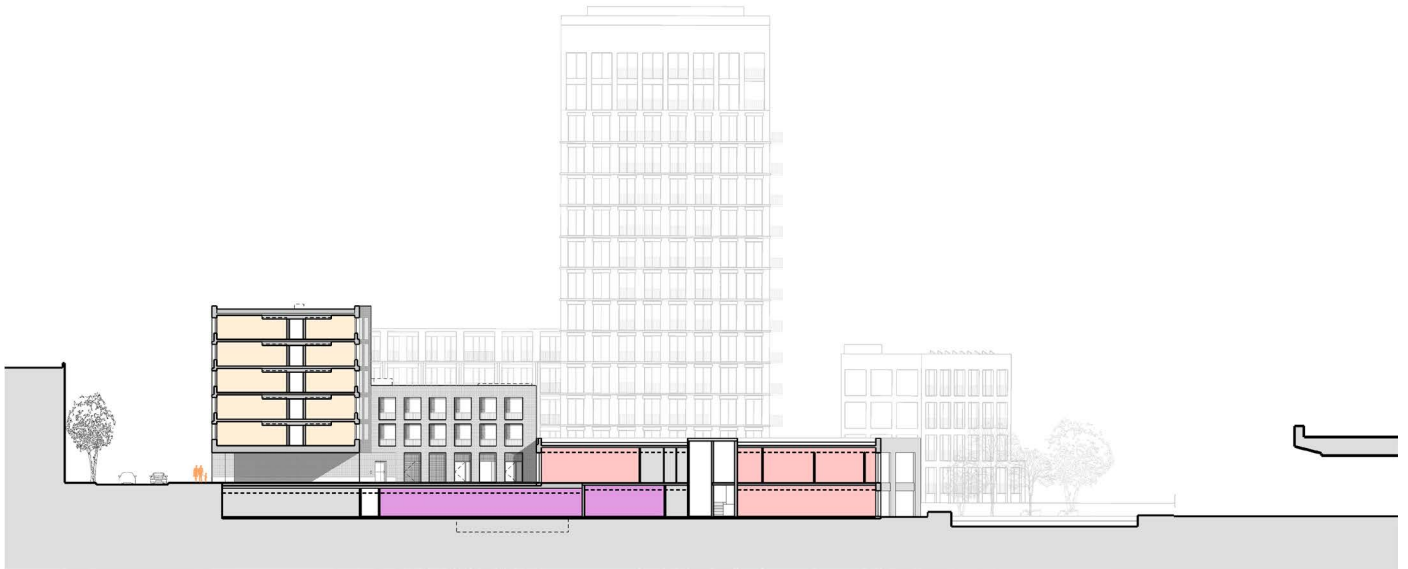


Section DD



Section HH

Drawings: Sections



Section EE

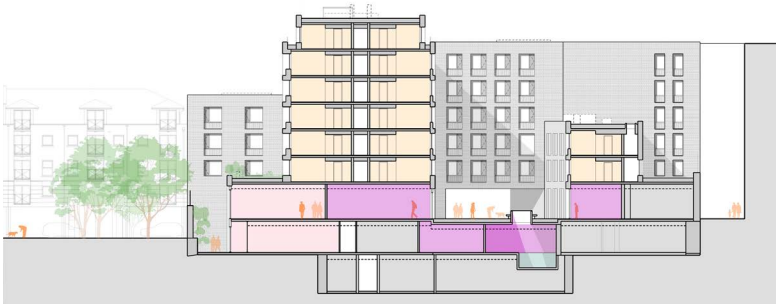


Section FF



Section GG

Drawings: Sections



Section BB



Section CC

ALLFORD HALL MONAGHAN MORRIS

London, UK (Main Offices)

Allford Hall Monaghan Morris Ltd.

Morelands,
5-23 Old Street
London
EC1V 9HL
UNITED KINGDOM

+44 (0)20 7251 5261

Bristol, UK

Allford Hall Monaghan
Morris Ltd.

One Portwall Square
Portwall Lane
Bristol
BS1 6BH
UNITED KINGDOM

+44 (0)20 7251 5261

Madrid, Spain

Allford Hall Monaghan
Morris SLP

Impact Hub Barceló
Calle de Serrano Anguita, 13,
28004
Madrid
SPAIN

+44 (0)20 7251 5261

Oklahoma City, USA

Allford Hall Monaghan
Morris LLC

The Citizen
600 North Robinson Ave.
Suite 990
Oklahoma City OK 73102
USA

+1 (405) 600 1941

Sydney, Australia

Allford Hall Monaghan Morris
PTY LTD

Level 4
15 Foster Street
Surry Hills
NSW 2010
AUSTRALIA

+61 (0)413 783 350