

Paddington Village Masterplan

An evaluation of pedestrian movement and public space issues for the masterplan

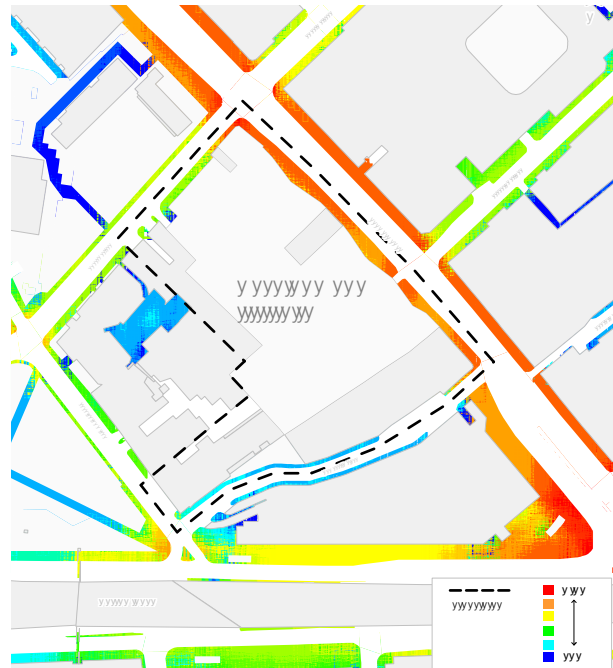
CLIENT SAINSBURY'S SUPERMARKET LIMITED
LOCATION LONDON
YEAR 2004

Sainsbury's Supermarkets Limited commissioned Intelligent Space to advise on pedestrian movement for their Paddington Village masterplan in central London. The mixed use scheme includes a supermarket, restaurant, cafe and leisure uses as well as 336 residential apartments.

A key feature of the masterplan is the creation of new pedestrian routes through the site. Intelligent Space used computer modelling to identify key 'desire lines' and advised on how to ensure that the design of these routes supports easy wayfinding.

Intelligent Space provided strategies to support 'natural surveillance' of public space by pedestrians and building users, helping crime prevention through the design itself. Computer models were used to provide objective measures of 'natural surveillance' in the design and identify strategies to enhance this.

The project involved working closely with planners Turley Associates and architects Chetwood Associates.



Visibility analysis

