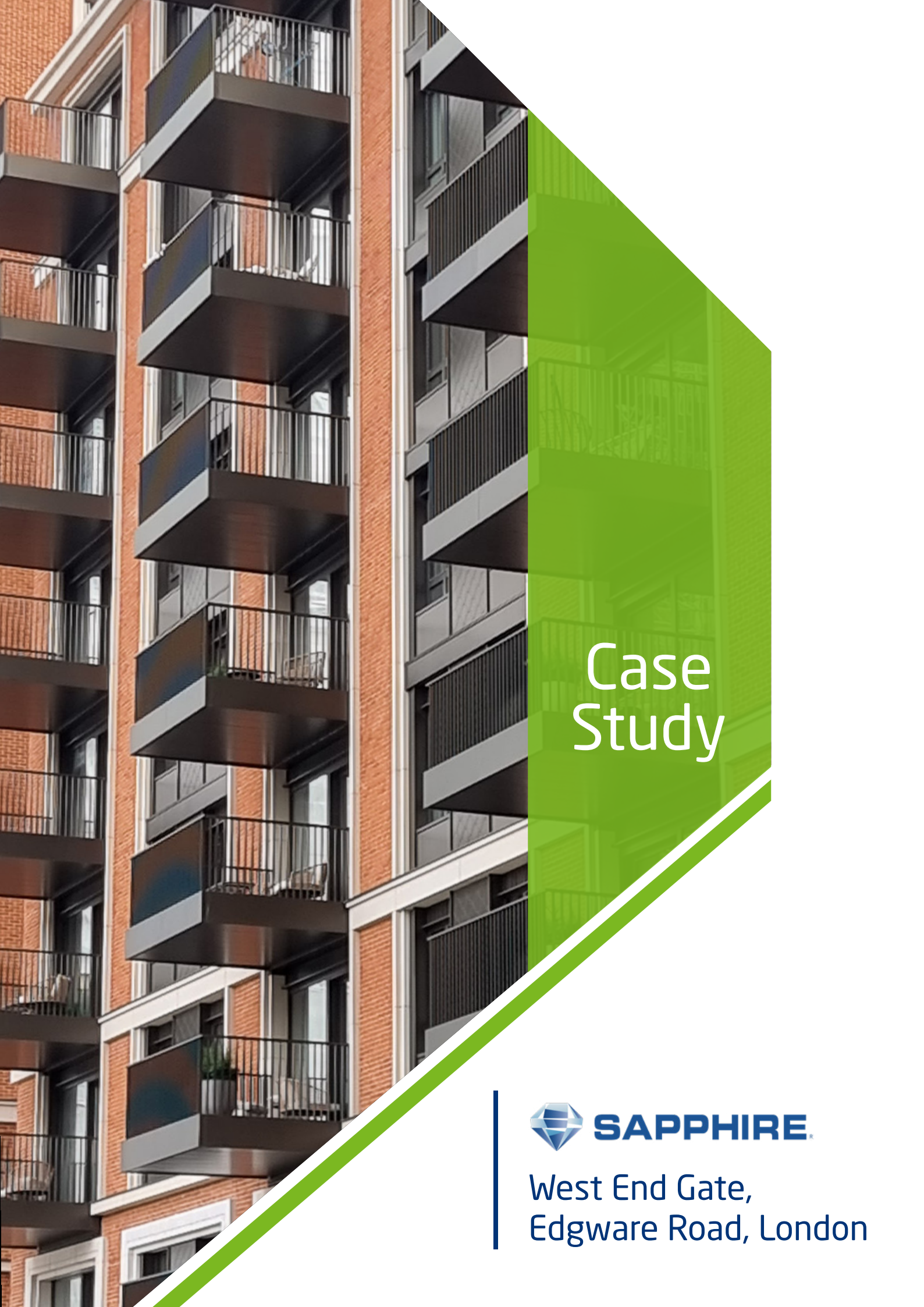




Case Study



SAPPHIRE

West End Gate,
Edgware Road, London

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Aspiration: refined architecture in a gateway location

West End Gate is a premium residential development by the Berkeley Group, designed by Squire & Partners, positioned prominently on Edgware Road in Marylebone, adjacent to major rail and underground connections including Edgware Road station and Paddington. The aspiration was for a sophisticated urban façade that reflected its key location as a gateway to central London's West End, while also being efficient to build and deliver.



Architectural & Façade context

The development comprises four mansion-block buildings around a landscaped garden square, using Michelmersh Hampshire Stock Downs Blend brick alongside glazed and metal panel elements to create texture, warmth and depth in the façades. In keeping with this refined tone, balconies were specified in a dark finish to contrast elegantly with the light brickwork, and arranged either as projecting or inset types, each placed over slab areas or private amenity space.





Streamlined by Sapphire

On West End Gate, Sapphire collaborated from early design stages to deliver balconies that supported both aesthetic quality and delivery efficiency:

- Standardised balcony types: To cover both projecting and inset configurations, Sapphire developed a limited palette of balcony formats, minimising variations across design, structural calculations, cutter programming and installation—accelerating delivery and reducing cost risk.
- Early anchor installation and off-site manufacture: Anchors were cast in during early stages of construction. Balconies were prefabricated off-site at one of Sapphire's nine UK factories, enabling production efficiency, strong quality control, and confident early delivery to site.
- Sophisticated aesthetic integration: Balconies were finished in a dark-toned RAL matching façade trim and include vertical-bar balustrades, edge-drained soffits, and a comb fascia that cloaks the bar fixings—ensuring a seamless transition between balcony and façade.



Specification highlights

- Projecting and inset balconies coordinated across the development
- Vertical bar balustrades with dark RAL finish to contrast with brickwork
- Edge-drained soffits aligned to BS 8579:2020
- Comb fascia detail providing clean integration with the façade
- Prefabricated off-site for quality assurance and streamlined delivery
- Reduced balcony type variations to simplify structural and design processes



Challenges, Outcome & Value Delivered

- Achieving architectural consistency across varied balcony typologies while maintaining refined aesthetic impact
- Avoiding undue production and installation variation by standardising balcony types across the scheme
- Coordinating early structural anchor installation alongside slab and façade sequencing
- Satisfying design team and client requirements for elegance, cost-efficiency and build certainty

West End Gate's balconies were delivered with architectural sophistication and operational clarity. Sapphire's standardised approach enabled programme confidence, reduced cost complexity, and ensured the balconies were not only functional but elevated the façade expression—supporting the project's aspiration for refined, efficient build.









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