This volume of the Design + Access Statement describes the proposals for the Broadway Terrace building in detail in support of the Reserved Matters Application.

The building is located at the centre of the western edge of parcel BW05. This design and access statement is prepared by architects Pilbrow & Partners and should be read in conjunction with Volume 1 of the RMA which describes the masterplan context, Volume 2 Part E which describes the feature building elements of BW05 and Volume 3 which sets out details of the proposed landscaping.

The volume is structured using the three chapter format outlined in Volume One:

**Context**, which explains building including and the framework established by the outline Earls Court Masterplan consent. The section includes a description of the site and its existing context.

**Evolution**, which explains how the proposals have evolved to respond to the urban context established by the masterplan, the development of the building’s external expression and to pre-application consultations.

**Design Proposal**, a comprehensive explanation of the proposals with reference to place making, external form, internal planning, servicing and access.

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1.0 Introduction

BW05F - the Broadway Terrace - is an apartment building set in the London Borough of Hammersmith and Fulham at the heart of the Earls Court masterplan. The twelve storey building will accommodate 118 private residential units. The building will have a frontage to the major north-south route within Earls Court - the Broadway - and an outlook onto a landscaped garden to the interior of the block.

The building forms part of the BW05 urban block which was granted outline planning permission in 2013 as part of the Earls Court Masterplan designed by Farrell and Partners. The masterplan establishes the context for the building set between taller feature buildings to its north and south on the Broadway frontage. To its east, a pair of residential mansion blocks of similar scale to the Terrace frame views to the Lost River Park.

The building is designed by architects Pilbrow & Partners. Initial design work suggested the creation a new line of permeability across the BW05 block. This proposed route, which will link the Lost River Park to the Broadway north of the site will enhance the quality of the masterplan and benefit the setting of the building.

The proposals develop an appropriate design language to address the scale and prominence of the Broadway frontage. This approach draws on 19th century London mansion block precedent to articulate the street wall with gables which reflect building’s the internal planning and lend it a distinctive residential character.

The building benefits from a clear order to its urban setting. The Boulevard marks the formal public “front” to the building and the landscaped drop-off a more private garden ‘rear’. The garden elevation is more informal in character, richly modelled with projecting bays and landscaped balconies.

Internally, a pair of vertical circulation cores are set around a central lobby with access from the Boulevard and the garden. The arrangement provides for compact common circulation areas and creates apartments with a high proportion of dual aspect planning.

Fig.1.1. The residential garden to the east of the Broadway Terrace. The building is richly modelled to the garden facade.
Fig. 1.2. The Broadway Terrace seen in the context of the Earls Court Masterplan. Aerial view from the Northwest. The Broadway Terrace is articulated through a sequence of gables.
2.0 Context

2.1 The Brief

The brief sought an appropriate architectural response to the building’s location within the Earls Court masterplan to deliver a building which enhanced its context and created attractive internal accommodation.

2.1.1 Response to the masterplan, parameter massing and design guidelines

The RMA design process started with a careful assessment of how the brief set out in the outline masterplan should best be realised on the site. Approximately 120 residential units were envisioned in a building of ground plus 11 storeys.

The scale of the building was potentially challenging - how did the architecture celebrate its residential character? What ordering devices might be appropriate to retain a sense of overall balance and harmony? The masterplan suggested reference to London Residential archetypes as a foundation for the design and particular lessons were drawn from the mansion block tradition.

2.1.2 Contribution to the Public Realm

Establishing a strong sense of place was stressed as a key aspiration in the brief. The building should help in defining the character of the Broadway, the primary north-south spine to Earls Court masterplan whilst also framing an appropriate response to the garden space to its east. The garden space will serve as its entrance for the interim period before the Broadway is completed by later phases of building.

2.1.3 Internal Quality of Accommodation

The building’s brief sought the highest standards of residential accommodation creating units that were fully compliant with London Housing Design and Lifetime Homes Standards. 10% of the units should be designed to be wheelchair accessible. The brief established aspirations for quality of the communal areas of the building as well as requirements for external amenity space.

2.1.4 External Expression

The building’s brief sought high quality elevational proposals that reflected the building’s residential character. The elevational proposals were informed by the design guidelines of the outline consent and developed in dialogue with the designers of neighbouring buildings, Terry Farrell & Partners and Kohn Pedersen Fox Associates.

2.1.5 Sustainability Strategy

The building should be designed to achieve a Code for Sustainable Homes Level 4 environmental performance standard and be integrated into the site wide environmental standards adopted across Earls Court.

Fig.2.1  The external elevations should be designed in accordance with the agreed masterplan principles. The elevations should express the building’s residential character through carefully detailed, high-quality durable natural materials.
2.0  Context

2.2  Site

2.2.1  Location

The site for building BW05-2 is situated within the London Borough of Hammersmith and Fulham. The site falls within the wider Earls Court & West Kensington Opportunity Area, designated by the London Plan. The site’s location and relationship to the wider Earls Court masterplan development is illustrated.

Presently the site is occupied by part of Earls Court Exhibition Centre complex, specifically Building Two and parking. The building plot is located to the west of the existing train stabling yard.

The building forms part of the BW05 urban block within the consented outline masterplan for Earls Court. The masterplan defined overall volumetric parameters for the urban block and a significant part of the current RMA design effort has been to establish the optimum individual building footprints with these envelopes and the best arrangements for routes and spaces between them.

2.2.2  Below Ground

Whilst portions of the BW05 masterplan block are set above the LUL stabling enclosure with consequent limits the flexibility for access points and cores. The Broadway Terrace is not constrained in this regards. Because access points to the basement levels can only be planned away from the stabling block one ramp must be positioned immediately to the north-west of the building. Below ground, three basement levels are planned.

2.2.3  Phasing

This building is set at the eastern apex of the current Earls Court masterplan phase. The Broadway in its entirety and the buildings to the north will be completed in later phases of work. Thus the building must be designed to function in the interim condition without the Broadway and without the neighbouring buildings to the north.

Fig.2.2. Location plan within the Earl's Court Village masterplan.
3.0 Evolution
3.1 Massing and Articulation

3.1.1 The Context of the Masterplan

The outline masterplan conceived the building as part of a large street block including two feature elements fronting onto Broadway North. It was intended that the rest of the block would consist of a number of buildings of scale enclosing landscaped open space.

3.1.2 Development of the Masterplan during the initial RMA design process

Architects Kohn Pedersen Fox (KPF) were appointed to develop the buildings to the west of the Lost River Park. This commission included the buildings adjacent to BW05 that formed the rest of the BW05 urban block. KPF undertook a comprehensive review of the massing of these buildings and developed a fine grain mansion block approach in place of the super blocks initially envisaged in the outline masterplan.

Their proposals arranged pairs of L-shaped wings facing the Lost River Park to open views across the block to the buildings proposed on the Broadway.

This prospect to the Lost River Park was judged to be an important asset to the building and the proposed design responds through the creation of a bay on this axis.

3.1.3 Revisiting the scale of the [BH07 urban block] - the benefits from new east-west permeability

The Broadway Terrace forms part of a long continuous frontage to the Broadway. Two taller "feature" buildings abut the building - the one to the south marks the key intersection between the Broadway and the High Street, a second lower building immediately to the north of the Terrace is proposed on land that will form a later phase of development. In the original masterplan the Terrace therefore has party walls to both its flanks. The northern party wall would be exposed until the later phases of construction are completed.

This development parcel forms the largest single urban block within the masterplan. The length of unbroken frontage to the Broadway of over 160m in length stands in contrast to a traditional London block size of 50-75m. The masterplan guidance suggested that a route across the block might be developed in the detailed design stage.
3.0 Evolution
3.1 Massing and Articulation

3.1.4 Initial Massing

Pilbrow & Partners were appointed to develop the detailed design for building BW05F in May 2013.

The initial Massing options for the site had been developed by KPF to inform their work on the other buildings on BW05.

This design for the Terrace building was set between party walls to the pair of taller features buildings to its north and south. The initial massing suggested the Terrace be served by a single core with an L-shaped floorplate.

A number of drawbacks to this arrangement were identified:

- The single core drove long circulation corridors which felt institutional and exceeded the LHDG guidance of number of units served.
- The large projecting wing created over deep floorspace and compromised distances to neighbouring windows.
- The blind gable wall to the north (a party wall to the future feature building) limited the proportion of dual aspect units.
- The length of access corridor necessitated by the single core suggested some of the low rise terrace be served from the tall building to the north. This arrangement, although functional, compromised the legibility and flexibility of the scheme.

Fig.3.3. Initial proposals for BW05F by KPF conceived an L-shaped plan forming part of a continuous Broadway frontage.

Fig.3.4. A single core served the building. To minimise corridor lengths a bustle of apartments was served in the low-rise from the adjacent tall building core.

Fig.3.5. Northwithstanding this arrangement the single core created long corridor lengths. The external form of the building and its internal organisation were at variance.
3.0 Evolution

3.1 Massing and Articulation

3.1.5 Revisiting the scale of the BW05 urban block

Our initial RMA design work suggested two principal changes to the Broadway Terrace building:

- In place of the northern party wall, we suggested a windowed end gable onto a new cross-route to the north of the site.
- In place of the single core with its long internal circulation corridors we proposed two cores.

3.1.6 A new east-west cross route

A new east-west cross route linking the Lost River Park to the north of the Broadway is proposed. The scheme offers a number of advantages.

- It creates a more pedestrian-friendly, permeable urban grain. The scale of the resultant blocks are more typical of central London. Indeed the resultant reduced block sizes are also more typical of the rest of the Earls Court masterplan.
- It provides a logical connection from urban node to urban node. To the west, the new route connects to the intersection between the Broadway and a major route from the west. To the east the route connects to links to the Lost River Park at the location of the northern prow building where the park widens.
- The route provides an architectural balance around the High Street, reinforcing it as the central spine of the masterplan. The block size created to the north with just over 100m of frontage matches that to the south.
- The route offers the opportunity for its urban blocks to its north to be shaped in a similar manner to those developed by KPF during the RMA process. The move from super block to permeable mansion block could inform this development. The creation of a sequence of courtyard gardens that extend the Lost River Park to the west could be extended on the northern site with similar benefits to amenity and permeability.
- In place of the blank flank wall that would have been exposed for the period between the construction of the first phase and that of later phases, a windowed elevation can now be brought forward. As well as improving the townscape appearance in views south along the Broadway the windowed facade improves daylight and outlook to the residential accommodation within.
3.0 Evolution

3.1 Massing and Articulation

Fig. 3.12. The unbroken frontage to the Broadway suggested in the masterplan risked creating a ‘funnel’ effect for pedestrians. It is characteristic of pedestrian friendly environments that users are offered choices along routes and variety and diversity in their environment.

Fig.3.13 (below). Two taller feature buildings are proposed along the terrace. The one to the south benefits from exposure to both the Broadway and the High Street. The second to the north however is set at low level between two party walls. In practice this will be very challenging to plan as a high proportion of the space does not benefit from good external exposure.

The proposed cross-route serves to both light the flank elevation of the Broadway terrace and to enhance the daylight to the feature building to its north.

Fig.3.14. The proposed cross-route connects to clear urban nodes to the east and west.

Fig.3.15 (below). These proposals for the BW05 urban block are designed to be delivered in phases. The buildings within the Earl Court RMA are set on land currently controlled by Capco.

The cross-route has significant advantages in this circumstance allowing the end elevation of the Broadway Terrace to benefit from windows rather than offering a blank and unattractive flank wall towards the north in the first phase of construction.

Fig.3.16. The new cross-route establishes similar scaled urban blocks to the north and south of the High Street. These reinforce the order of the masterplan which sets the pair of feature buildings as a central ‘gateway’ on the High Street.
3.0 Evolution

3.2 Defining Character

The building design reinforces the character of the Broadway as a major civic route at the heart of the Earls Court masterplan. The building expresses its residential character through a sequence of gables that establish a rhythm to the facade.

The gables create a strong and consistent character to the building which allows it to respond to the varied contexts on its street and garden faces.

The gables adapt the stepping roof profile suggested by the parameter plans. On the garden side the gables draw this profile into independent volumes: or projecting bays facing the Lost River Park. On the Broadway face the gable is set flush to the main facade.

The gables reflect the building’s internal planning denoting the positions of the internal cores. At ground floor level the main entrance from the garden is set at the base of the bay facing the Lost River Park which enjoys a prominent position assisting wayfinding. At roof level each of the gables denotes the internal location of a generous double height space that forms the centrepiece of the family sized apartments on the topmost floors of the building.

Fig.3.17. Broadway elevation.

Fig.3.18. Precedent: Albert Hall Mansions, Norman Shaw. Shaw’s architecture creates a powerful residential character for this substantial apartment building.
3.0 Evolution

3.2 Defining Character

Fig.3.19. The parameter volumes suggested the creation of a strong roof over the uppermost floors of the Terrace. The gables to the Broadway and bays to the garden express this roof form. The gables serve to bring the principal living spaces forward from the recessed line of the upper floors.

Fig.3.20. The gables are expressed in contrasting ways, appropriate to the character of the building’s context.

Following established London residential tradition, the garden elevation is more informal and more richly modelled. The gables are drawn toward the garden as a pair of bays. The Broadway, reflecting its civic character, the gables are drawn forward to be coplanar with the main façade below. This establishes a rhythm to the street facade reinforcing the identity of the building as a series of ‘grand residences’.
3.0 Evolution

3.3 Key Views

The design has been evolved through an analysis of the key views identified in the outline masterplan.

In the views south along the Broadway for example the benefit of the gabled end elevation was immediately apparent. The new east-west cross-route provides interest at street level and allows an appreciation of the end elevation of the Broadway Terrace. This facade is articulated into a pair of gabled wings whose form echoes that of the gables to the flanks of the building.
3.0 Evolution
3.4 Materiality and Facade Detail

We sought a material palette for the Broadway Terrace that reflected its position within the masterplan and made a coherent response to the detailed design of its neighbours.

The masterplan had suggested a subtle transition of tonality from the periphery to the centre. Buildings at the edge of the masterplan should draw from the generally light and neutral tones of the surrounding context. By contrast, a richer more polychromatic palette should be employed at its heart.

Fig.3.24. A warm pink/buff natural terracotta is proposed for the building.

The facade acknowledges the masterplan guidance to propose a clear base, body and attic. The base is executed in a darker terracotta, the upper floors in a lighter variant of the same material and the attic storeys in a patinated standing seam metal.

The building, at the centre of the masterplan is richer in tone than the more neutral colouration of buildings at the periphery.

Fig.3.25. Project precedent. 21 Davies Street, KPF Architects, Fred Pilbrow - Design Partner.

The elevations to 21 Davies Street are executed in a hand set terracotta which was specified with a subtle gradation of colour between panels. The two storey base was darker in tone than the upper floors and the vaulted penthouse roof was executed in a pale grey green faience. Gun metal grey window frames compliment the warm tonality of the masonry facade.

Fig.3.26. Project precedent 66 Chiltern Street, PLP Architecture. Fred Pilbrow, Design Partner.

The design of this residential building in Marylebone explores the interrelationship between a substantial terracotta clad base and a steeply profiled attic roof. The end elevations of the building draw the roof to a gable which serves to light a generous double height volume within the building’s interior.
3.0 Evolution
3.5 Internal Planning

The detailed RMA proposals replace the single core with two cores. This has a number of advantages.

- The two core scheme would allow for more compact on-floor circulation, avoiding long institutional corridors.
- A two core scheme would facilitate a higher proportion of dual aspect apartments.
- A two core scheme could be served by a single ground floor lobby set between both cores, this arrangement would in turn facilitate the desired arrangement of both entrance from both the Broadway and the garden to the east.
- The terrace is planned with a plan depth that suits the scale of internal accommodation. At the cores, this ideal planning dimension is squeezed by the lifts and stairs. It is efficient therefore to deepen the plan form at core locations thereby creating a bay at the building’s exterior. The residential building at 21 Davies Street (KPF Architects, Fred Pilbrow - Design Partner) provides an example of this strategy with a bay to the interior of the block serving to maintain good core to wall dimensions.

The Terrace has a clear urban order with a ‘front’ facade to the Broadway and a more informal rear elevation to the garden drop-off. This suggested that the bays associated with the cores should be drawn eastward towards the garden.

The cores are most efficiently placed at quarter and three-quarter positions along the length of the terrace. Nicely, the bay to the southern core aligns to the view of the Lost River Park Garden and the base of the northern core bookends against the adjacent KPF apartment building.

Fig. 3.27. In May 2013 the Broadway building was conceived as L-shaped on plan, served by a single core. The arrangement resulted in long access corridors.

To mitigate the length of these corridors a bustle was attached to the north of the feature building with accommodation served by tower’s core. This arrangement related poorly to the external massing of the buildings.

Fig. 3.28. We propose to introduce a second core. The two cores would be served by a common access lobby with common frontages to the Broadway and the eastern garden.

A two core solution creates shorter access corridors and allows a higher proportion of the accommodation to be dual aspect.

The tower and the Terrace can be separated in a logical position enhancing the legibility of the design and its flexibility.
3.0 Evolution

3.5 Internal Planning

Fig. 3.29. To maintain optimum planning depths bays of accommodation are drawn towards the garden adjacent to the cores.

This articulation reflects the urban order of the building’s setting: formal and flat fronted to the Broadway and with more modelled elevations towards the garden.

Fig. 3.30. 21 Davies Street garden elevation. A bay to the rear of the building retains good core to wall dimensions.

Fig. 3.31. The southern bay aligns to the view from the Lost River Park.

Its northern neighbour is set against the apartment building to the east to frame the arrival space.

Fig. 3.32. The bays articulate vertically proportioned elevation establishing strong visual linkage to the adjacent feature building.
3.0 Evolution
3.6 Planning Consultation Comments

The building has been subject to pre-application discussions as part of the wider RMA design process. During the series of officer meetings and following a LBHF Design Review Panel, the following matters have been raised in relation to this building. Through design evolution these matters have been addressed and a summary is provided below.

For ease of reference, the principle comments received have been grouped into the following topic areas. Summary response commentary is provided below with relevance to BW05-2 with further detail included in the later sections relevant to the building parcels which make up plot BW05.

Development phasing and outlook during initial development phases

The building has been designed to address the concern regarding long term phasing; the building has been designed so that it does not turn its back on the Broadway which is to become a prominent and well used route once the overall masterplan is completed. The residential entrance lobby has access points both from the garden and the Broadway.

Edge treatment

Building orientation and residential amenity - single/double aspect apartment planning addressing the needs for good ventilation and well lit living environment.

The residential accommodation would be of the highest internal quality with generous space standards that exceed LHDG guidelines. The internal arrangement has sought to minimise the number of units which would have single northern aspect. The majority of apartments will have good outlook and amenity and those on the upper levels in the main would benefit from dual aspect living accommodation.

Relationship of residential units to the street

The detail of the residential frontage to the Broadway has been evolved to respond to the character of the street. At the centre of the elevation, the double height lobby is prominent set below the middle gable.

The accommodation is arranged as duplex townhouses with living space at ground level and bedrooms above. The frontage is protected from the street by a railing and recessed area.

The scale of the duplex townhouses is reflected in the two storey base to the building.

Internal layout and circulation (double loaded corridors ) entrances (hierarchy and position)

The building is served by two cores reducing internal circulation lengths and maximising dual aspect accommodation. The corridors are sufficiently wide so as to be fully accessible and, whilst double loaded, the corridor lengths are broken up by the position of lift and stair cores. The corridors would be fully ventilated and comfort cooled as with other public areas of the building.

The building has been designed to have a distinct public ‘front’ and private ‘back’ and the internal arrangement of the building has sought to ensure that as many units as possible benefit from dual aspect. Each corridor would serve no more than 8 apartments per floor at a maximum. At the upper levels the number of apartments served by the single corridor reduces as a consequence of the inclusion of larger unit sizes.

Residential entrances are clearly legible on the Broadway and garden frontage and internally connect to both cores. At street level the residential entrances would be well lit benefitting from with natural daylight and ventilation.

Private open/amenity space

Private amenity space in the form of roof gardens, balconies and terraces would be provided for occupiers of the apartments. The dimensions of balconies broadly accord with the guideline standards. A comprehensive assessment of private residential amenity is included within the accompanying Landscape report.

Separation Distances

Working in collaboration with the wider architectural design team separation distances between building and those buildings adjacent have been maximised. Moving from the ‘superblock’ massing illustrated in the outline masterplan to the finer grain mansion block typology in the RMA has increased permeability and the proportion of accommodation that benefit from dual aspect planning. Adequate measures of architectural detailing have been included to reduce the potential for direct overlooking to adjacent buildings. It is considered that the approach proposed maximise privacy for occupiers of buildings, and produces a similar and acceptable boundary condition to that found elsewhere in London.

The projecting gables and parameter breaches

The projecting bay and gable detail along the Broadway breaches the outline parameters by projecting outside the streetline to bring relief to a continuous high street wall and outside the roof volume parameters in order to bring a vertical expression to a long façade and dramatise the height of the feature tower at BW05F1.
3.0 Evolution

3.6 Planning Consultation Comments

The scale of the base of the building.

The ground and first floors are arranged with duplex residential accommodation arranged around double height living rooms and double height residential amenity areas and lobby areas. Externally, these find expression in a grand double storey reading in keeping with the scale of the building, reinforcing the masterplan character datum. Access to the north of the site to the east of the building.

Earlier iterations of the building positioned the ramp such that it prevented pedestrian access to the north. The submitted proposals start the ramp earlier in the central drop-off area of BW05 opening a generous pedestrian route to the north allowing links to further stages of the masterplan redevelopment.

Entrances and Cores

The building has been arranged to have two cores, reducing travel distances from lift lobby to apartment and the number of apartments served by each core on a floor. A proposed common and central lobby links the two cores which is axially links the two primary frontages of the building. Entrances across the vaulted double height space are marked with a glazed arched canopy central to each face of the building. The entrances are clear, grand, and distinct.

Defensible spaces and façade treatment at the ground floor

Earlier designs showing lateral units at grade have been replaced with duplex maisonettes with direct access to the street on the western Broadway elevation and only public lobby and residential amenity areas to the east. The residential units have access through the main concierge and secondary access across private planted terraces to the street edge. As the apartments at this level are duplex, overlooking from above is mitigated by this two storey distance. More public living areas are located on the ground floor. On first floor, windows are arranged with smaller apertures to provide greater privacy to bedrooms at this level.

Residential Character

Fine metalwork detailing to balustrades and window frames are set within terracotta bays enclosing wintergardens to living areas and these alternate with a more subdued recessed bay reinforcing the streetline and expressing the more private bedrooms quarters adjacent. The clear expression of internal order in tandem with the material palette generates a peculiarly residential character to the building.

The Roof

Private terraces serving duplex apartments at levels 10 and 11 crown the building. These are arranged around a central heat rejection plant enclosure which is screened at high level from views in the adjacent BW05F1 tower and enclosed by solid walls where it adjoins the areas of residential amenity. The eastern face is composed of a metal grille screening lateral views into the plant room while providing air to the mechanical equipment contained. Floors 9, 10 and 11 are set back from the street edge to reduce the apparent scale of the building and improve light levels at street level, and offers private amenity to the adjacent apartments.

Overlooking

Bays to the east of the building, where distances are closer than the 18m guidance, have been developed as dual aspect living rooms. On the face closest to the building opposite, the facade has been developed in layers with terracotta fins and balustrading shielding wintergardens behind which the living areas are set. This layered articulation of building screens diffuses the overlooking and generates a shielded area of private amenity. The alternate more open aspects to the north and south allow for more open aspect from within. The two characters of the façade enrich the articulation of the buildings externally and the quality of internal accommodation.
4.0 Design Proposal
4.1 Building Typology

Broadway Terrace forms part of the civic frontage to the main north south spine. The building is set next to, and compliments, the vertical feature building which marks the intersection between the Broadway and the High Street.

The building adopts a discreet character - a frame for the more exuberant adjacent tall building.

The building is seen as a balancing pair to the equivalently scaled low-rise building to the south. In detail both buildings articulate divisions along their length to establish a vertical order and rhythm to the street facades. The vertical divisions to the southern building are treated as recessed. Those to the Broadway Terrace are projecting elements. The two approaches provide a counterpoint which acknowledges the different scales of their adjacent tall buildings.

The street facades are articulated into a clear tripartite order with a two storey base, seven storey body and three storey attic. The overall scale of the street wall is carefully modulated. Within the body of the building three pairs of two-storey window groupings are set aligned to a similar rhythm to the feature building to the south.

The attic roof establishes an appropriately scaled visual termination to the facade. The roof, clad in standing seam patinated metal is richly modelled with projecting and recessive dormer window aligned to the fenestration below. The roof is articulated by a series of masonry gables that are drawn through the recessive steps to the roof to frame large scale windows lighting the principal rooms of the upper most floors.

Fig.4.1: The Broadway Terrace, aerial view.
Fig. 4.2. View to the Broadway from the east, revised proposals. The proposed east-west route frames views to the prow building at the north of the Lost River Park.

Fig. 4.3. Broadway Terrace looking north from the intersection with the High Street.
4.0 Design Proposal
4.2 Public Realm

4.2.1 Streetscape

The building is designed to respond to the character of the Broadway. It occupies a prominent position by virtue of the street’s curving profile and rising topography. From the south the three masonry gables that punctuate the recessed roof frame an attractive silhouette against the skyline. The rhythm they establish on the facade is carried across the body of the building by projecting terracotta framed wintergardens which light the principal rooms of the apartments within. The central bays denote the presence of the main building entrance at the centre of the facade. In local views a robust two scale of the building’s base provides visual interest. The scale of this base reflects the internal order of the duplex townhouses within. A defensible zone to this residential accommodation is established through a traditional ‘area’ screened by fine scale railings.

In views along the Broadway from the north the end gable is read in counterpoint to the topmost floors of the adjacent feature building. Both buildings share a richly modelled vertically articulated facade order.

Fig.4.4. The Broadway: view looking south to the High Street.

Fig.4.5. The Broadway: view looking north at the intersection with the Highway.
4.0 Design Proposal

4.2 Public Realm

4.2.2 Landscape

The building frames an intimate landscape garden to the east.

The garden elevation of the Broadway Terrace is articulated with two projecting bays that reflect the position of the cores within.

The southern most of these bays serves as the main entrance to the building from the garden. Its position, aligned to the gap between the adjacent Lost River Park mansion blocks, affords it long views to the park. The northern bay accommodates a pedestrian arcade offering links to the north and, behind this, a double height residents lounge.

Although the space can accommodate vehicles dropping off or accessing the car ramp to the north the landscape detail emphasise the garden as a quiet space - a refuge from the bustle of the Broadway and High Street. A central sculpture plinth is surrounded by a shared hard landscaped surface detailed in natural stone. Trees frame both sides of the space with a water feature set adjacent to the Broadway Terrace.

Refer to Volume 3 / Landscape for further details on landscape.

Fig.4.6. Ground floor plan

Fig.4.7. The southern bay forms the focal point of views from the Lost River Park.

Fig.4.8. The southern bay accommodates the main building entrance from the garden.
4.0 Design Proposal

4.3 External Form

4.3.1 Massing and Articulation

The building’s external form is organised by a series of gables that punctuate its roofline.

The parameter plans established the principle of recessing the three uppermost floors on the Broadway elevation. These set backs, allied to a well-scaled ground and first floor plinth establish a traditional tripartite order to the building’s elevation with a base, body and attic.

Studying the resultant elevation which presumed a 60m Broadway frontage as a continuous extrusion we were concerned that the building lacked scale and its character tended more towards commercial precedents than residential ones. Furthermore the unbroken horizontally of the parameter compliant massing struck a poor relationship to the verticality of the adjacent feature building.

These elevation proposals were carefully reviewed in pre-application meetings with officers and by the LBHF Design Review Panel. It was noted in these presentations that the gables technically breach the continuous setback roof form set out in the parameter volume. The DRP strongly endorsed the architectural approach.

We looked at how grand mansion blocks of the late 19th century addressed similar challenges of scale and urban order. Norman Shaw’s Albert Hall Mansions for example articulate the facade towards the park through a series of generously scaled gables. These serve to lend the facade verticality and interest and they stress the building’s residential character offering a reading of the apartment building as, in essence, a series of large townhouses.

Fig.4.9. Broadway view looking south. The gables enrich the roofline establishing a rhythm to the street facade and a vertical order which relates well to the adjacent tall feature building.

Fig.4.10. Broadway view looking north. The gables and roofline are prominent features in northerly views as the Broadway curves in plan and rises in section.

Fig.4.11. Precedent: Albert Hall Mansions, Norman Shaw.
4.0 Design Proposal

4.3 External Form

Fig. 4.12. Parameter compliance. The roof line and gables set forward from the parameter volume. It was recognised that the townscape merits of this technical breach offered a superior design resolution than that which was possible in the parameter volume.

Fig. 4.13. Parameter compliance. The creation of a new east-west route is conceived as an integral part of the proposals for Broadway Terrace. This creates open space in a volume that could be fully built out in compliance with the outline masterplan parameters. This illustration compares the volume outside the parameter proposed by the gable design - 1300m³ with the open space created within the parameter by the route - 18,736m³.
4.0 Design Proposal

4.3 External Form

4.3.2 Elevations

The building forms part of the street block facing the Broadway and presents a significant built mass to the street. The proposals break down this mass to create a well-scaled presence on this series on this principal masterplan route. The architectural expression of the building has been developed with reference to the Design Guidelines and in close dialogue with the developing designs for the adjacent plots being designed by KPF.

The appearance of the building on all elevations is expressed vertically with a solid to void ratio of 50%, reflective of its residential use. The building has been conceived as tripartite with a clearly distinguishable base/middle/top, unifying it with other buildings on the masterplan site.

A character datum level of 17.2m AOD has been established to define the top of the base of the building along with and a shoulder height set back at the top of the building at 43.9m AOD. The facades are richly modelled with substantial window reveals set against projecting wintergarden bays.

The base of the building has been scaled to reflect its position on the primary frontage on the Broadway. A recessed area protected by decorative metalwork railings provides a defensible space to the residential uses at the base of the building. These are arranged as a series of duplex townhouses whose front doors provide animation to the street.

In the middle of the Broadway elevation, the residential entrance is set on axis with the central gable and its projecting wintergarden bay. A barrel vaulted double height entrance hall connects this entrance to the eastern garden linking to the residential drop-off and the landscaped space on this side of the building.

A double height order underpins the main elevation where three pairs of windows are vertically grouped from levels 2 to 7. Level 8 is treated as a single floor which visually concludes caps the main body of the building. This facade rhythm is shared between the Broadway Terrace and the adjacent feature building. Windows openings are gathered around the projecting wintergardens aligned to the gables. Thus the order of the building seen in long views down the Broadway is maintained in local views.

Fig.4.14. North elevation
4.0 Design Proposal
4.3 External Form

The three uppermost floors are set back as a roof in conformity with the masterplan guidelines.

A complex interplay between the recessed roof profile and the projecting wintergarden bays serves to visually "lock" the roof to the main body of the building. A sequence of private residential amenity terraces is created through this interplay with well-proportioned balcony spaces in place of narrow and unusable continuous terraces.
4.0 Design Proposal
4.3 External Form

4.3.3 Material and Detail

The building’s base

The elevations contrast monolithic hand set mortar jointed terracotta elevations against fine scale gunmetal mullions and balustrades. The scale and tonality of the cladding to the building’s base underscore its function as a visual plinth to the body of the building above. A stone plinth course supports dark toned large format terracotta blocks. Reveals to ground floor fenestration are deeply inset and lined with quoined blocks which emphasize the solid character of the building’s base.

A fine scale decorative railing protects the perimeter area establishing a buffer zone to the ground floor and first floor residential duplexes. This railing is drawn in towards the main building entrance which is further denoted by an art glass double curved canopy.

Fig. 4.16. Facade precedent 21 Davies Street; KPF Architects - Fred Pilbrow, Design Partner.

Fig. 4.17. Facade detail; Broadway elevation: the residential entrance.
4.0 Design Proposal
4.3 External Form

Body and Roof

The three gables to the Broadway provide the primary ordering device for the elevation. At their topmost floors the gables frame generous double-height studio windows which light the living rooms of the duplexes planned at this level. A projecting wintergarden bay is set on axis with the gable. These bay windows modulate the facade in oblique views along the Broadway.

In compliance with the masterplan parameters the three upper floors are treated as a recessive roof element drawn back from the main body of the building. The roof is detailed in a standing seam patinated metal with a cool tonality to contrast with the pink buff of the terracotta main elevation. The setbacks of the recessive roof are arranged as a single storey shallow set back at level 9 and a more generous double-height set back encompassing levels 10 and 11.

These broad horizontal divisions are modulated by a series of projecting and recessive elements related to the gables. The wintergardens on axis with the gable itself is drawn up from the main body of the building to frame a generous balcony at level 10. The recessive plane of the roof at this level is drawn down through the main terracotta body of the building forming pairs of recessive slot windows that establish the gable as an independent element within the main body of the building. Flanking windows to either side of the gable establish a second order symmetry below double-height dormers at roof level.
4.0 Design Proposal
4.3 External Form

Material Palette

1. Handset mortar jointed terracotta: base earth tone
2. Handset mortar jointed terracotta: body, pink/buff tone
3. Gunmetal finish window frames
4. Clear low-iron glass
5. Black/dark grey wrought iron balustrading
6. Patinated metal standing seam roof
7. Green/grey Yorkstone plinth course
4.0 Design Proposal
4.3 External Form

Material Palette: Reference Project

1. 21 Davies Street, Mayfair
2. Glasgow School of Art
3. Mount Street, Mayfair
4. Melsetter House, Orkney, Letherby
5. Albert Hall Mansions, Norman Shaw
4.0 Design Proposal
4.4 Internal Planning

4.4.1 Introduction

A combination of multiple internal cores allied to the modelled exterior of the building creates the opportunity for well planned internal layouts with a high proportion of dual aspect apartments. These units are planned to place living rooms on external corners where they benefit from light in two directions.

The common parts within the building are well ordered and generously scaled offering a rich sequence of public spaces between the entrance and the apartment front door.

4.4.2 Residential Unit Mix

The building has been developed for private residential accommodation. The proposed number and mix of units has evolved having regard to the overall land use and residential mix parameters set by the outline permission.

The building would provide 118 residential units within a mix of unit sizes.

The residential accommodation is organised from ground to 11th floors and has been internally planned so that habitable spaces benefit from good outlook. Please refer to the supporting report on Daylight/Sunlight matters, completed by GIA, for further information on these matters.

A range of tenure styles (townhouses, apartments and penthouses) have been developed in compliance with planning guidance and market demands. Typical layouts are shown for each of the accommodation types.

The mix of residential units has been determined with reference to the broad mix that would be achieved by all the buildings forming part of the RMA. Careful consideration has been given to location of each of the building and their capacity to provide good sized family accommodation. On primary routes (such as Broadway North and High Street East) where buildings are to include a mixed of land uses, it is considered that a greater number of smaller units are more suited to the environment, with a greater balance of family sized units achieved in other locations such as those in close proximity to the Lost River Park.

Basement 2

The Broadway building is constructed above three levels of basement which provide parking, cycle parking and service for the building.

Basement 1

An access ramp set to the north of the building serves the common basement running under BW05. The ramp is carefully integrated into the landscape design of the ground floor.
4.0 Design Proposal
4.4 Internal Planning

Ground Floor
The ground floor is configured to provide clear entrances to both the Broadway and the eastern drop-off area. The eastern entrance is flanked by residential amenity areas. The western Broadway facade has a central communal residential approach set between ground level duplex units. Each of the duplex townhouse units has entrances from the Broadway as well as a primary entrance from the building main reception. Both building cores are served by a common reception.

First Floor
The first floor is planned as the upper level of each of the ground level duplexes and is occupied by the bedrooms. Part of the floorplate is road above the residential entrance lobby and amenity spaces.

Second to Fifth Floors
The typical floor plan from the second the Fifth floors is arranged with 8 apartments served by each of the two cores.
4.0 Design Proposal
4.4 Internal Planning

Sixth Floor
From the sixth to 8th floor, larger units are planned with 4 apartments served by the northern core and 3 to the southern core.

Ninth Floor
The ninth floor is the first floor within the roof volume of the building and is the last floor of lateral units.

Tenth Floor
All apartments accessed from the tenth floor are duplex units arranged with living areas on the lower level and bedrooms on the floor above.
4.0 Design Proposal
4.4 Internal Planning

Eleventh Floor
The eleventh floor includes the living quarters for the duplex apartments served from level ten.

Twelfth Floor
The twelfth floor includes roof access for a number of the duplex apartments below. These private terraces are arranged around the roof level plant enclosure which is screened at high level.

Roof Plan
The roof plan is a legible figure of the building organisation and is conceived of offer a pleasing outlook to the residents of BW05F.
4.0 Design Proposal

4.4 Internal Planning

4.4.3 Cores and Circulation

The building is served by two cores located at quarter points along its plan. Each core consists of a pair of 13 person passenger lifts, an escape stair and requisite landlord risers. The cores connect to well-proportioned compact circulation galleries which connect to the individual apartment front doors.

The cores have been efficiently planned and the lifts sized to accommodate potential residential deliveries (such as furniture or bulky items). The lifts would comply fully with DDA requirements. For more detail and information on escape please refer to the Fire Strategy report in the Technical Appendices of the DAS.

4.4.4 Wheelchair Accessible Units

To comply with policy requirements 10% of the new residential units within this building have been allocated as wheelchair accessible. The mix of wheelchair accessible units would be 12 and their size would reflect minimum internal space standards. A range of unit sizes is proposed offering a spread of accessible and easily adaptable accommodation.

The units have been positioned on levels 2-5 and level 9 and are positioned in close proximity to both building cores and lifts to minimise travel distances. The internal configuration of units has been designed to ensure that there is sufficient space throughout the unit to manoeuvre a wheelchair. Indicative proposals for fit out are shown recognising that the height and arrangement of fixings would be adapted to enable independent use by wheelchair users.

The units have been designed to provide fully accessible and easily adaptable accommodation having regard to good practice guidance – the borough’s Access Design Guide (2010) and the Mayor of London Wheelchair Accessible Housing Best Practice Guidance (2007).

The proposals have been internally audited by Arup for compliance and it is considered that the units identified to be wheelchair accessible are acceptable and would meet the standards and requirements of guidance.

Further information is available within the accompanying report by Arup, contained within Volume 5 of this Design and Access Statement.

4.4.5 Lifetime Homes Criterion

The residential units have been designed to ensure compliance with the standards set out by ‘Lifetime Homes’ (2010). They also aim to achieve CFSH level 4.

4.4.6 London Housing Design Guide SPG

Where feasible in a development of this scale, the residential units have been designed to ensure compliance with the Mayor of London’s Housing Supplementary Planning Guidance (2012).

A detailed compliance matrix to demonstrate compliance with this guidance is included in the Volume 5 Technical Appendices.
4.0 Design Proposal

4.4 Internal Planning

4.4.7 Private Amenity Space

The designs have been developed to provide private amenity to the majority of residential units in the building. The position of roof terraces and balconies as external private amenity space on the upper levels of the building has been carefully conceived in order to ensure that there would be no direct overlooking to adjacent properties.

Further information on private amenity space, please refer to Arup amenity space calculations in Volume 3 / Landscape.

4.4.8 Residential Amenity Space

A range of residential amenity space is to be provided within this RMA as far as reasonably possible within the constraints of the RMA boundary. Across this phase of the masterplan a proportion of communal residential amenity space would be provided and further information is available in Volume 3 of this statement.

4.4.9 Roof Level Amenity Space

The roof plan has been developed to maximise private amenity space for the duplex three bedroom and penthouse units spread across levels 10 and 11. Each unit would have dedicated internal access to a roof terrace space.

Plant equipment would be centrally located within a dedicated plant enclosures.

4.4.10 Defensible Space for Ground Floor Uses

Residential units are to be positioned at ground level are arranged as duplex townhouses. They contribute to the animation of the street and enrich the variety of residential typologies provided in the building.

These residential units are buffered from the adjacent footway through the creation of a recessed area screened by railings.

Refer to Volume 3 / Landscape for further details on all defensible Space.

Fig.4.31: Roof plan
4.0 Design Proposal

4.5 Servicing and Access

4.5.1 Site Access

A full description of the proposals for servicing and access provided within this summary section are available in Volume 4 / Basement Parcel and Volume 5 / Technical Appendices / Transport and Movement Report and Waste Strategy Report.

The building is primarily accessed by pedestrians from Broadway North, but as a consequence of the masterplan circulation routes can be reached easily from all surrounding streets and spaces. Vehicles and cycles would access the building from the rear via the new link road created from the High Street. The link provides direct entry and exit from the basement parking levels. Kerb side vehicular drop off is also available on Broadway North adjacent to the central residential lobby.

4.5.2 Residential Access and Entrances

The building is served by two residential entrances to a common lobby serving both cores. The primary entrance is positioned on Broadway North. This approach provides the building with a legible entrance situated on one of the building’s primary frontages. The approach complies with the Design Guidelines creating a strong pedestrian orientated character on Broadway North.

A second drop-off entrance is provided on axis with the Broadway entrance for the eastern drop-off area.

4.5.3 Residential Servicing and Refuse Strategy

Access to the residential amenity area is at grade. It is intended that residential units are serviced off street within the building basement. A small drop off area is however located adjacent to the residential lobby to cater for any oversized vehicles unable to access the basement. It is anticipated that this area would be managed by the building management/concierge to avoid its misuse.

To encourage the efficient and sustainable movement of goods, deliveries, and waste collection, a service yard in BW07 serves the basement. The BW07 service yard is accessed via the Broadway.

This arrangement negates the requirement for on-street servicing and deliveries enabling a delivery of a pedestrian orientated environment at street level.

Fig. 4.32. Ground floor plan
4.0 Design Proposal

4.5 Servicing and Access

For residential waste, a residential waste chute room is provided at the ground floor of each core, with separate chutes for normal waste, recycling, and biodegradable waste. The chutes deliver waste to bin store rooms in the basement, to be collected via electric tug to a centralized waste collection zone. The BW05-BW07 basements. Bulky waste storage is also provided within the basements.


4.5.4 Residents Car and Cycle Parking

64 car parking spaces dedicated to residents of the building have been provided based upon the maximum ratio of 0.6 residential car parking spaces per dwelling unit as per the controls associated with the outline permission. The typical space is 2.5 x 5.0.

10% of spaces will be made available for mobility impaired residents and 20% are provided with active electric charging.

154 designated residents’ bicycle parking spaces are provided in secure basement cycle storage areas and will achieve the relevant two credits with CfSH residential cycle parking standards.

Refer to Volume 4 / Basement Parcel and Volume 5 / Transport and Movement Report for further details.

4.5.5 Roof Access and Maintenance

Part of the roof space is to be demised to the individual occupiers of the duplex residential apartments located on levels 10 and 11. Plant areas on the roof have direct access to both core stairs.

Fig.4.33 Basement plan