1.0 Introduction

1.0.1 A fundamental basis of the design has been the understanding and refined definition of the character of Earls Court. While the Design Guidelines set overall physical parameters and design objectives of the main areas of the masterplan, the rigorous exploration of ‘Placemaking’ sought to express these parameters and characters in much greater detail and specificity to create a strong sense of identity and ‘Place’ within the masterplan.

During the design process, recurring building typologies were identified and grouped within the different DAS chapters by a shared response at street level, massing, articulation, and general internal arrangement. Volume 2 / Part G describes only one unique building type: BW07C+D.

1.1 BW07C+D

1.1.1 BW07C+D is an important building as it acts as a transition element between the existing terraces and smaller scale buildings of Empress Place and the proposed larger scaled mansion blocks and feature buildings of BW07. The views and sunlight through to the existing Empress Place also help shape the massing of BW07C+D.

This building is also unique with respect to the four very different conditions it has at each of its facades: towards Lost River Park to the East, towards the BW07 Park Mansions to the North, towards Broadway to the West, and towards the existing Empress Place to the South.
2.0 Context

2.0.1 Within this Part, the proposal for Development Parcel BW07-2 is further explained and form part of the wider development of Plots BW07. This Parcel is located within the Royal Borough of Kensington and Chelsea and consists only of building BW07C+D.

2.1 Brief

2.1.1 As part of the outline planning application, the Design Guidelines were created to ensure a holistic approach to placemaking and a consistent approach to the building design in the next phase of development. Through the consultation process the design has evolved and is broadly compliant with the Design Guidelines and Parameter Plans (refer to Volume 5).

2.1.2 The three specific character areas identified in the Design Guidelines and included within this Development Parcel are The Lost River Park, the West Couters Green Residential Quarter, and West Brompton Village. The building design responds to and further develops the original vision for the specific character areas as well as the overall development as set out. This Plot is established as a mixed-use development, with the principal land use as residential.

2.1.3 Approximately 75 residential units were envisioned for this Development Parcel.
2.0 Context

2.2 Site

2.2.1 Understanding the existing residential fabric was one of the most critical design drivers, as this Development Parcel forms the southern edge of the masterplan and will be seen in context to the surrounding neighbourhood. Exploration of massing and building articulation was studied from the existing context, with careful consideration given to a key view along Empress Place towards the new development. Currently, the view along Empress Place is dominated by the facade of the arched Earls Court Two building. Refer to Fig. 2.4.

2.2.2 Also critical to the design was an understanding of the existing levels with respect to the proposed levels, given the need for BW07C+D to transition approximately 7m between the existing terraces at Empress Place and the proposed level of the Lost River Park, without losing the scale at each facade’s unique spatial relationship to the adjacent buildings.
3.0 Evolution

3.1 Massing

3.1.1 As noted in Volume 1, Earls Court has transformed over time into a diverse cluster of interesting neighbourhoods. A fundamental part of the design process has been to understand and seek to define the evolving character of this area of West London, identifying the contemporary architectural vernacular appropriate to the location and time. Equally, the development must be integrated harmoniously into the surrounding urban fabric.

3.2 Defining Character

3.2.1 An analysis of the consented Parameter Plans and Design Guidelines created the initial foundation for the design and was based upon strategic rules of building alignment, spatial definition and scale to achieve the masterplan vision.

3.2.2 The parameters for BW07C+D were set up to allow a view corridor along the existing road of Empress Place, framed by two rooftop masses on what is otherwise a very linear building. A bay module relating to the existing terraced housing and other buildings in the masterplan was introduced to weave the scale of the building back to the surrounding fabric. A rhythm of projecting and inset vertical bays sets up an internal massing hierarchy, breaking up the original linear massing and echoing the undulation on the Crescents and Courtyards of Plot WV04 and WV06. Refer to Fig. 3.2 and 3.3.
3.0 Evolution

3.3 Planning and Consultation Comments

3.3.1 The buildings have been subject to pre-application discussions as part of the comprehensive RMA submission. The following items have been raised during a series of planning officers meetings and Design Review Panels in relation to Development Parcel BW07-3, with the architectural responses noted below. Comments can generally be categorized as either technical, relating to S, P, D, Guidances and Mandatory Guideline clauses or architectural.

3.3.2 Empress Place elevations
As the south facade to be one of the most sensitive on the edge of the site and integrating with the immediately adjacent existing properties, a smaller-scaled, less civic facade type was used on BW07C+D, rather than replicating the Broadway facade.

3.3.3 North Facing Single Aspect Units
Following comments regarding north facing single aspect units, much redesign studies were undertaken, including adding another core to shorten corridors and add through flats. Currently all north facing single aspect flats have been eliminated with the exception of one which has a view down the BW07 Courtyard, which is deemed acceptable.

3.3.4 Changes in Level
After several presentations, officers felt satisfied that the changes in levels between Empress Place and the development were satisfactorily accommodated and its impact upon the elevations appropriately considered.

3.3.5 Refer also to Volume 5 / Sections 8.0 for Development Parcel Design Guidelines Compliance Matrix, which reviews the complete list of relevant compliance issues as raised by the officers in regard to this Development Parcel. The design also broadly complies with the Greater London Authority Housing Supplementary Planning Guidance. Refer also to Volume 5 / Section 9.0 for Development Parcel London Housing Design Guide Compliance Matrix.
4.0 Design Proposal
4.1 Building Typology

4.1.1 BW07C+D

The fundamental basis of the architectural response to the masterplan has been the understanding and refined definition of the character of Earls Court. The Design Guidelines set the overall physical plot parameters and design objectives as identified in the outline masterplan: Lost River Park, the High Street, and West Brompton Village. BW07C+D acts as a critical transition between the existing terraced housing and the larger scaled mansion blocks beyond.

The existing residential fabric to the south of this building was one of the key areas of planners concerns. Sensitive consideration of the scale and articulation of the surrounding low rise terraced houses gave a significant emphasis to the south facade. At the same time, the east end of the building faces the Lost River Park and the West Brompton Park entrance and needed to complement the four “pavilions” of the other BW07 and BW05 Development Parcels, while helping to mark the West Brompton park entrance.

The actual ‘front’ of BW07C+D, where the three residential lobbies are accessed, is actually the lowest elevation - thus appearing relatively low-scale in comparison to the adjacent Mansion block and Broadway block.
Fig. 4.3 View of BW07C+D at Lost River Park
4.0 Design Proposal

4.2 Public Realm

4.2.1 Streetscape

BW07C+D has several different contexts to which it responds. Along the Lost River Park, the ground floor retail continues the Placemaking strategy as agreed during pre-application discussions, extending the animated retail and dining in the park from the High Street towards West Brompton.

The streetscape of the north facade facing Development Parcel BW07-3 is quieter, as befitting a residential street, but with three separate residential lobbies enlivening the life at street level. A planted zone of defensible space at grade provides more privacy for the residents within the units.

The elevation of BW07C+D along Broadway has been carefully considered with respect to the sloping ground plan and exposure of the lower level loading bay. Stepped landscaped terraces, public stairs and the lower level residential windows are all used to animate the street level as per discussions with the planning officers. Refer to Fig. 4.4.
Fig. 4.6  GROUND FLOOR PLAN AT BW07C+D

RESIDENTIAL USE
- Duplex
- 1 Bed
- 2 Bed
- 3 Bed
- 4 Bed

NON-RESIDENTIAL USE
- Retail
- Amenity
- Community

ACCESS
- Residential Building Entrance
- Single Residential Entrance
- Non-residential Entrance

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4.0 Design Proposal

4.3 External Form

4.3.1 Elevations

4.3.1.1 Empress Place

Building BW07C+D has an important role in mediating the scale between the existing fabric and the masterplan, as well as creating a consistent backdrop to the very different contexts at each facade. The southern elevation looks onto the existing, small-scaled terraced housing while the east facade helps to complete the row of pavilions facing Lost River Park. The west elevation faces Broadway and is a critical part of the stepped massing from the existing housing to the BW07B and BW05F feature buildings. The north elevation not only faces the BW07 plot buildings, but also edges a key pedestrian link from the Broadway to Lost River Park.

The level changes dramatically from one side of the building to the other. The Park facade shows a diminutive four storey building with rooftop penthouse while the Broadway and Empress place facades expose the full seven storey primary facade.

To deal with the varying contexts and changes of level, the elevations are classic in proportion and scale, though the window spacings are the same as the more modern masterplan buildings nearby. The grid width matches the small scale terraces to the east, and the primary cladding material of light brick relates to the commonly used brick of the local fabric. This simple and more informal architectural language easily sits alongside the different contexts and building type to form a backdrop to the set-piece buildings to the north.
4.0 Design Proposal

4.3 External Form

4.3.2 Materiality and Facade Detail

4.3.2.1 Empress Place

Light coloured brick is proposed as the primary material, reflecting the light coloured existing context. The light coloured limestone base maintains the character datum, as well as linking the building visually at street level to the other buildings in the development.

Darker coloured brick within the inset bays helps to break up the linear massing and reflect the smaller modules of the adjacent terraced housing, while the grey metal window framing and coloured brick spandrels allow the building to be read vertically while giving visual interest.

Darker cladding at the penthouse levels mirrors the same language of the park mansion facades, allowing this building to be seen as part of a series when viewed from the Lost River Park.

Stepping landscaped terraces are proposed along the Broadway facade, which enlivens the loading bay wall, but the opportunity also exists for public art or a green wall at this location.
01 Flamed Granite Plinth
02 Limestone Cladding to Base
03 Limestone Cladding
04 Grey Metal Window Frames
05 Black Metal Railing + Balustrade Details
06 Grey Zinc Cladding to Upper Levels

Fig. 4.12 Empress Place Materials

Fig. 4.13 Empress Place bay Detailed Elevation

Fig. 4.14 Empress Place bay Detailed Section
4.0 Design Proposal

4.3 External Form

4.3.3 Roof Plan

The roofscape respects the Design Guideline setbacks to create a dynamic roofscape, balancing requirements for private and shared terraces with that of plant space, green roofs and solar panels.

There are two types of gardens at roof level: living green/brown roofs providing vegetation and ecological value and private/shared roof terraces providing recreational value.

Green and Brown roofs are an important element of the Earls Court as they help to increase the ecological and biodiversity value of the development. To ensure that the optimum ecological value, the green and brown roofs strategies have been designed with different flora and fauna for the different types of offer.
4.0 **Design Proposal**

4.4 **Internal Planning**

4.4.1 **Introduction**

A primary function of the masterplan is to create a new residential community within Earls Court. The BW07-2 Development Parcel accordingly offers apartments ranged in size to encourage a diversity of living options, from 1 and 2 bedroom units to more spacious family sized apartments.

The proposed massing and placement of residential units has been undertaken, with careful regard to the overall public realm context proposed for the site. Where feasible the number of single aspect north facing units has been kept to a minimum, with the building floor plans making the most of opportunities for ‘through’ apartments maximising views and access to south facing sunlight.

Please refer to GIA report submitted separately for further information on Sunlight/Daylight.
4.0 Design Proposal

4.4 Internal Planning

4.4.2 Residential Units

BW07-2
This Development Parcel comprises a total of 77 residential units located within one building:

BW07 C+D  Empress Place  77

The buildings offer the following unit mix:

- 1 bedroom  47%
- 2 bedroom  26%
- 3 bedroom  23%
- Penthouses  4%

4.4.3 Plans

The development provides a large amount of shared facilities including:

- Private resident’s gym
- Resident’s storage facilities

As well as these site-wide amenities, the buildings themselves provide:

- Dedicated ancillary residential areas
- Private resident’s roof-top amenity
- Secure underground car, motorbike and bicycle parking with direct access to residential cores

It is the intention of the development to create a very desirable place to live that feels in keeping with the overall Earls Court masterplan and existing surrounding residential areas. It is envisaged the factors listed above will assist in enabling this.
Fig. 4.11 Typical Upper Floor Plan

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BW07 B
Feature Building and The Broadway Building

BW07 G
Park Mansions

BW07 CD

RESIDENTIAL USE
Duplex
1 Bed
2 Bed
3 Bed
4 Bed
4.0 Design Proposal

4.4 Internal Planning

4.4.4 Cores and Internal Circulation

Each of the cores for the buildings is comprised of:

- An escape stair;
- 2 no. 13-person lifts;
- Landlord service risers; and
- Refuse chute rooms (at ground floor level only).

For more detail and information on escape please refer to the Fire Strategy report in the Technical Appendices of this DAS.

13-person lifts have been selected to maximise spatial efficiency, but also allow for larger furniture deliveries and the like to residential units on upper levels. Please refer to Hoare Lea report in the Technical Appendices of this DAS for further details on lift size calculations and operation.
4.0 Design Proposal

4.4 Internal Planning

4.4.5 Private Amenity Space

The residential units have been designed to provide private external amenity space through balconies and terraces, with the inclusion of a significant number of "Juliette" balconies to allow residents, without a terrace or balcony, to be able to open their apartment out to the adjacent parks, courtyards or squares.

Planters are proposed where adjacent apartments share access to a terrace or balcony to provide separation and privacy.

For further information on private amenity space, please refer to Arup amenity space calculations in Volume 2 / Landscape.
4.0 Design Proposal

4.4 Internal Planning

4.4.6 Defensible Space for Ground floor Units

In a number of locations across Development Parcel BW07 C+D, dwellings are located at ground and lower ground floor levels which assists the scheme in offering a variety of residential typologies across the site, whilst activating the ground floor facades.

All single level apartments located at ground floor level are planned as ‘through’ residential units so afford true dual aspect layouts, with living areas located on the more private, and South facing, rear elevation. Refer to Fig. 4.15.

Defensible space to the street elevations is provided through a private area directly in front the residential unit that is fenced off from the public footpath. Refer to Fig. 4.16.

Residential units at the lower ground levels are planned as duplexes. These residential units have private south facing gardens, these are physically separated from the adjacent residential street providing both privacy and security for the residents. These areas also function as private external amenity for the associated apartments. Refer to Fig. 4.16.

Please refer to Volume 2 / Landscape for further details on all defensible space.
4.0 **Design Proposal**

4.5 **Servicing and Access**

4.5.1 **Access**

Refer to Volume 5 / Transport and Movement Report and Volume 2 / Landscape for detailed description of access to and through the entire site.

Pedestrian access to the buildings is only from the bordering street and Lost River Park.

Vehicular access to these parcels is only from the bordering street to the access entrance ramp on the side facade of Broadway building.

4.5.2 **Access and Entrances**

**Residential**

The buildings benefit from a number of entrances, both shared and individual, to activate the street.

A drop-off area on the bordering street provides the primary residential access to the building in Development Parcel. The main lobby of the building is accessible from the bordering street.

All residential cores allow security controlled access directly from the basement car and cycle parking. Refer to Volume 4 / Basement Parcel for further details.

For circulation within the building from the lobby, refer to Section 3 of this Part of the DAS.

**Retail**

The retail unit facing Lost River Park is intended to have level access from the adjoining pavements, with exact entrance locations to be determined in later phases. Any further level change would occur within the unit and respect all accessibility regulations.
4.0 Design Proposal
4.5 Servicing and Access

4.5.3 Servicing and Refuse Strategy

Residential

A residential waste chute room is provided at the ground floor adjacent to the lift lobbies, allowing for waste disposal chutes as well as recycling chutes. The chutes lead to waste rooms at the basement levels. The locations of these rooms are highlighted at Fig. 4.19.

Bulky waste storage is provided in the basement near each lift.

Refer to Volume 4 / Basement Parcel and Volume 5 / Transport and Movement Report as well as the Waste Strategy Report for further details.

Retail

The small-scale retail units within these buildings would be serviced and have refuse connected from dedicated on-street bays, to be placed at appropriate locations on street level and during hours to be agreed. Refuse collections will be undertaken along the street frontage by traditional refuse vehicles, in line with the traditional method of collection on London Streets.

Refer to Volume 5 / Transport and Movement Report as well as the Waste Strategy Report for further details.
4.0 Design Proposal
4.5 Servicing and Access

4.5.4 Residents Car and Cycle Parking

The residential car parking associated with Development Parcel BW07-2 will be located in the basement beneath plot BW07. Visitor parking will be provided on street.

A total number of 324 car parking spaces have been provided below ground with this basement. 10% of spaces will be made available for mobility impaired residents and 20% are provided with active electric charging, while commercial parking is proposed for employees at a ratio of one accessible space per 10 employees.

The number of car parking spaces across the masterplan has been 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 5.0m.

Two ramps, located under BW07, provide access to the basement.

Secure residential cycle parking is provided in dedicated cycle store rooms within each of the basement car parks, using a double-decker storage rack system for greatest efficiency. These basement cycle storage areas have been carefully located to be as close as possible to the buildings that they are serving, to minimize the walking distance to the corresponding cores.

Access to the basements and secure bicycle store rooms will be via the two car park entry ramps. Ramp width and traffic flow have been carefully considered to support the safety of both cyclists and drivers.

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

4.5 Servicing and Access

4.5.5 **Roof Access and Maintenance**

Due to the masterplan parameters and the required height of lift overruns, the lifts of all the buildings within Development Parcel BW07-2 must stop one level before the roof. The roofplant areas would be accessed via a hatch in the stair core and any machinery would be winched up via the hatch and a temporary hoist. Catastrophic failure and full scale rooftop plant replacement would be via crane from the street level.

With the plant area concentrated on the penthouse roofs, the large expanse of flat roof creates large areas of shared amenity spaces. All spaces are accessible via lift and stair from the fourth floor and top-most penthouse level.

Refer also to Section 2 of this Part for identification of roof types on the illustrative plan.