

Design Code Part 1 of 2

Hawkins\Brown
&
Studio Egret West
EC.PA.C
July 2024



We are creating a place the world will watch with wonder, on London's iconic site of human ingenuity.

Through our masterplan, we will reimagine the very fabric of living, working and urban wellbeing for London and future spaces.

Attracting the world's most inventive, imaginative and extraordinary minds.

That place is Earls Court.



Nature

A celebration of nature and its ability to connect and revive.



Innovation

A showcase for climate and clean innovation and skills.



Culture

A cultural ecosystem for the future of talent.



Neighbourhood

An inspiring neighbourhood designed for all stages of life.

Discover Wonder

Foreword

After four years of deep consideration and collaboration with stakeholders and local people, The Earls Court Development Company (ECDC) is delighted to present the ambitious future plans for this iconic Site.

We formed in 2021 during the lockdown imposed by the first global pandemic in a century, an era which was both disruptive and formative, demanding that we reflect and reassess how we will be living in the future. There could be no more engaging mission for a team specifically assembled to design a place fit for the 22nd century.

As a team, ECDC shares a passion for transformational inner-city projects, and collectively have wide-ranging experiences from diverse international projects. Together, we are driven to fulfil the opportunities of this complex strategic site for London and rightfully put Earls Court as a place back on the global map.

Our intent from the very beginning, was to take a different approach to community involvement in shaping design. Setting up as a local business and being right next to Site everyday, working closely with both local authorities, the Mayor's office, local businesses and our neighbours has been fundamental in shaping our plans for the Site, which we believe are more relevant and exciting for it.

We have listened and taken huge inspiration from Earls Court's heritage, as a place that dared — to showcase, to entertain and celebrate the spectacular. A place that was so clearly cherished for being bold and brave, welcoming people from across the globe.

Our plans retain that innovative spirit that embraces future thinking — an approach we believe has become more important now than ever before. An approach that continues to drive

us to create a global exemplar of sustainability.

We understand our responsibility to deliver much needed homes and employment opportunities for London. Critical to achieving these aims is creating a place with personality, a place that once again becomes a destination with a broad cultural appeal and is fully inclusive to all that come to experience it.

The masterplan has been created to prioritise urban wellbeing and includes a network of Exhibition Gardens that will be open and accessible for everyone to enjoy. We're creating a pedestrian-first environment alive with daytime and evening active uses. This generosity of open space is evident at key arrival points as well as the unique Table Park and Lillie Sidings.

Our commitment to create a better piece of city has been evidenced over the last three years as we have welcomed over 500,000 people back onto Site to enjoy a programme of events that nod to the past and point to the future of Earls Court.

ECDC began with a mantra 'to make haste slowly' and ensure we took the time to both listen and appreciate the world of Earls Court, which helped to establish the early vision to bring the wonder back to Earls Court.

Now, after over four years of consideration, we are proud to present our hybrid planning submission to the authorities for determination — a key milestone to enable the future of Earls Court as a place, once again, to discover wonder.

Rob Heasman
CEO
The Earls Court
Development Company

As a panel of built environment experts, our peer review of the Earls Court Design Code aimed to ensure alignment with the National Model Design Code guidance and national best practice. The process has been highly collaborative with recommendations incorporated into this document. We will continue to monitor the delivery of the project and feel confident that this Design Code can become a benchmark for major brownfield developments in the future.

Matthew Carmona

Professor of Planning and Urban Design at The Bartlett School of Planning, University College London

Vicky Payne

Co-author of the National Model Design Code



Revision	Date	Description
PO1	July 2024	Issued for Planning

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1. Introduction

[IN]

Introduction

This Design Code has been prepared by Hawkins\Brown and Studio Egret West and is submitted as part of two Hybrid Planning Applications, one submitted to the London Borough of Hammersmith and Fulham ('LBHF') and one submitted to the Royal Borough of Kensington and Chelsea ('RBKC'). The Proposed Development will form the new Earls Court Development. The Hybrid Planning Applications have been submitted on behalf of Earls Court Partnership Limited ('ECPL'), ('The Applicant').

The RBKC Hybrid Planning Application is formed of detailed development proposals in respect of Development Plots ECO5 and ECO6 for which no matters are reserved ("RBKC Detailed Component"), and outline development proposals for the remainder of the RBKC Site, with all matters reserved ("RBKC Outline Component"). The RBKC Detailed Component and RBKC Outline Component together are referred to as the "RBKC Proposed Development".

The LBHF Hybrid Planning Application is formed of detailed development proposals in respect of Development Plots WBO3, WBO4 and WBO5 for which no matters are reserved ("LBHF Detailed Component"), and outline development proposals for the remainder of the Site, with all matters reserved ("LBHF Outline Component"). LBHF Detailed Component

and LBHF Outline Component together are referred to as the "LBHF Proposed Development".

Together the RBKC and LBHF Proposed Developments form the Earls Court Development which comprises the redevelopment of the Site. The Earls Court Development will provide residential dwellings, purpose-built student accommodation, assisted living, workspace, culture, community, retail and leisure facilities alongside high quality public realm and open spaces.

The purpose of the Design Code is to outline a set of illustrated design requirements that provide specific, detailed parameters for future development of public realm and built form within the Earls Court Development.

The Proposed Development is currently anticipated to be delivered in eight main phases and over an estimated programme of approximately 19 years. The eight main phases encompass the full build out of the Proposed Development. The indicative development programme is based on the assumption that planning permission is secured in Q3 2025. Elements of infrastructure works are expected to commence prior to Q3 2025. Where applicable, separate applications have already been submitted or may be submitted for these works as described

in chapter 5 and the Infrastructure Works section of the submitted Environmental Statement. The impacts of these works have been considered as part of the Environmental Impact Assessment (EIA) and in relevant planning application documents for completeness and robustness.

Therefore, for the purpose of the indicative development programme, the Proposed Development works are anticipated to be undertaken over 13 years for the Early Phases (completion targeted for Q2 2037) and 19 years for the All Phases (completion Q2 2043).

No significant delay is anticipated between the phases. However, realising vacant possession of the Lillie Bridge Depot is complex and whilst an indicative programme has been agreed with London Underground Limited (LUL), it is subject to ongoing review, detailed preparation and design, and additional consents. It may change and could delay vacant possession beyond the timescales currently anticipated.

Due to the above, the Hybrid Planning Applications consider and assess two different scenarios. These are:

1. All Phases: comprising the entirety of the Proposed Development. This is currently anticipated for completion by 2043.

2. Early Phases: Phases 1-4 (the 'Early Phases') are completed, but the Depot remains operational and is delivered to a different programme from that currently anticipated in the All Phases scenario.

This Design Code provides approved design guidance applicable to All Phases of the Development with mandatory and non-mandatory design principles that are applicable at every stage and in all phases as they are delivered. For further information in relation to phasing and development scenarios, refer to the submitted Planning Statement and Environmental Statement.

Format of the Application

The Hybrid Planning Application includes a large number of documents and drawings including:

Control Documents (for approval)

The Control Documents are those seeking approval from the local authorities on the character, appearance, quality and quantum of development. These include the Development Specification, the Parameter Plans, and the Design Code. The Design Code has been written to be read in conjunction with these other Control Documents.

Supporting Documents (for information)

The Supporting Documents are not for approval and include the Design and Access Statement, as well as all supporting statements and technical assessments which form part of the Environmental Impact Assessment.

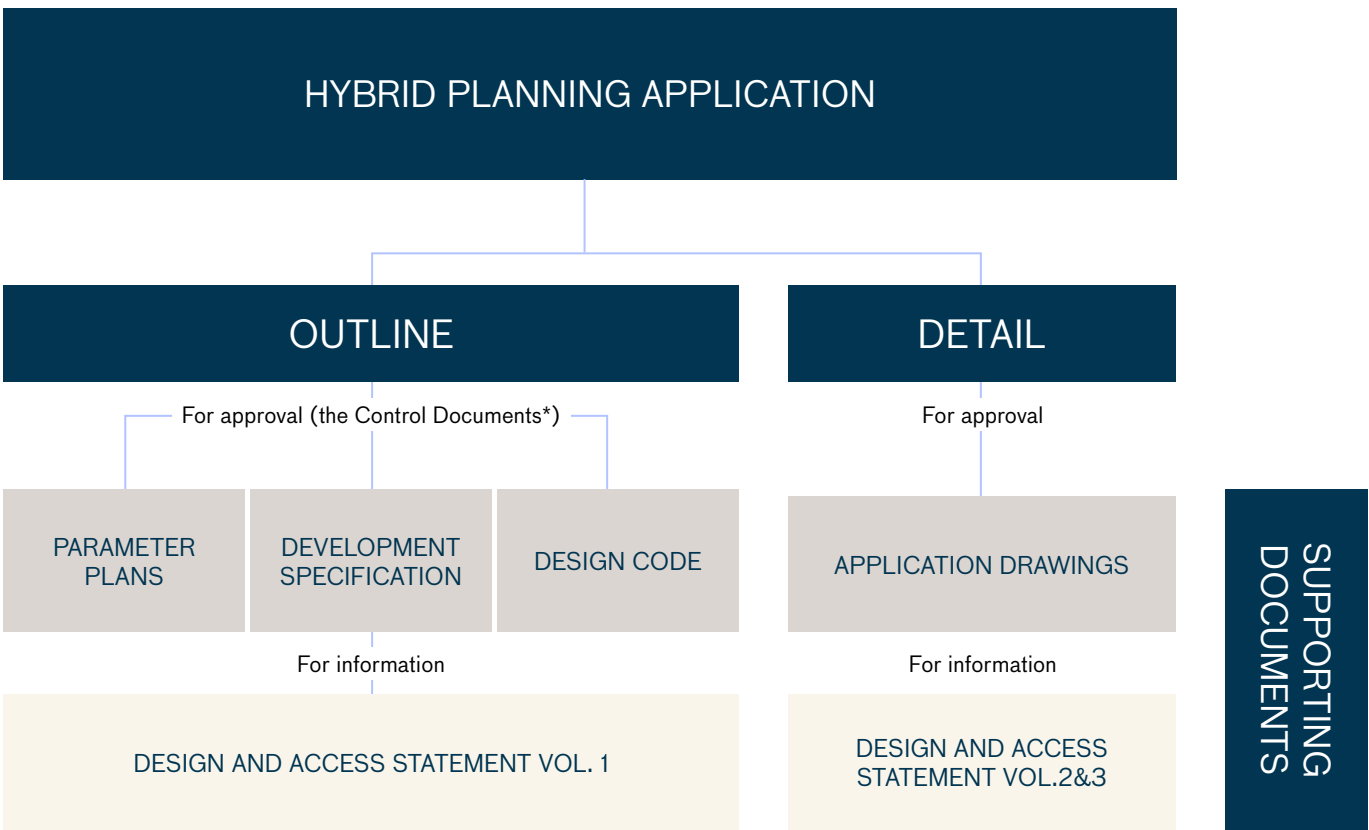
The Design and Access Statement describes how the design has been developed and how it has responded to considerations, public and stakeholder consultation and other inputs to develop the principles for land-use, amount, scale, layout, landscape and an overarching approach to character and appearance.

An Illustrative Masterplan (as described within the Design and Access Statement) has been developed to show one way in which the Parameter Plans and Design Code can be interpreted.

Detailed Component Documents

The Hybrid Planning Application also comprises further applications which are submitted as Detailed Component.

Information for these components are not covered as part of this Design Code explicitly, but the Detailed Component conforms with the relevant sitewide design guidance.



*Future RMAs will need to demonstrate compliance with the Control Documents.

NPPF and NMDC

National Planning Policy Framework and National Model Design Code

The National Planning Policy Framework (NPPF) establishes the requirements and guidance for the assessment and production of design codes. It states that design codes should respond to local character and design context to produce frameworks for creating high-quality places. It also identifies that the production of the codes should be developed following an approach that is consistent with the principles as set out in the National Model Design Code.

The National Model Design Code (2021), develops more detailed guidance for the production of design codes. This proposal provides a specific response for the Earls

Court Development in this national policy context. It tailors a response that is most appropriate to the specific characteristics and opportunity, and balances a level of prescriptive control and degree of variety and change over time to deliver design quality over the long-term.

Central to the national policy guidance are the principles identified as the 10 Characteristics of Well Designed Places (National Design Guide). These characteristics define the key topics that should be considered in the production of design codes (where appropriate).



The ten characteristics of well-designed places, National Model Design Guide

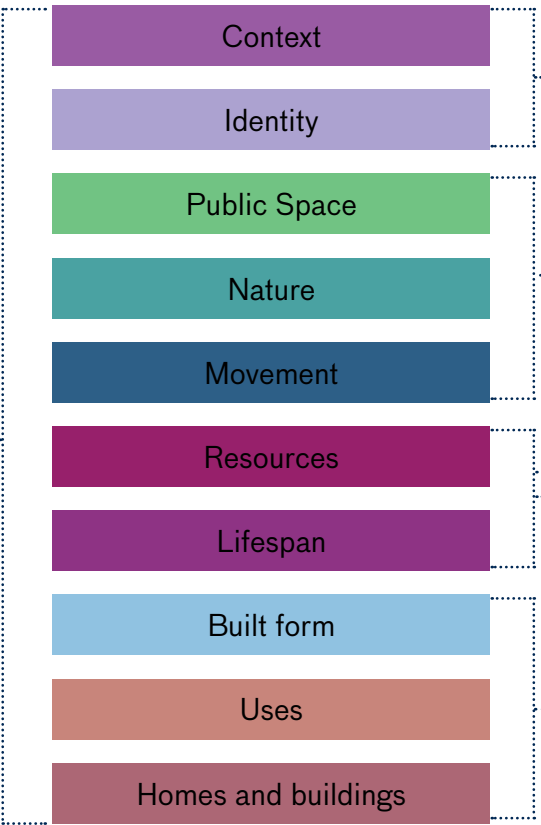
An Integrated Approach

The Design Code for the Earls Court Development has developed an integrated approach that reconciles the 10 Characteristics into three clearly defined sections: Vision, Landscape, Built form.

By distilling the characteristics in to these three central themes, this Design Code is able to succinctly emphasise the overarching vision for the Site as

a response to the existing context and identity of the place. It then develops specific design guidance for both Landscape and Built form (at both a comprehensive sitewide scale and in response to more local Character Area conditions) to maximise a clarity in the design priorities and usability of the design guidance (whilst still reflecting the full range of policy characteristics).

NMDC '10 Characteristics'



Earls Court Design Code key sections



Structure of the Document

The Design Code has been organised into the following chapters:

- Introduction (IN) - An introduction to the Hybrid Planning Application, related documents, and a guide to using the Design Code.
- Vision (VI) - A summary of the vision as described in the Design and Access Statement.
- Sitewide (SW) – Design codes applicable to all areas of the strategic

framework (both Landscape and Built form) to define coherent strategic design guidance and clarity of documentation.

- Character Areas (CA) - Design codes applicable to each specific area of the strategic framework (both Landscape and Built form) to reinforce specific characteristics, constraints and design aspirations of interpretation and control.

Chapter 1	IN	Introduction
Chapter 2	VI	Vision
Chapter 3	SW	Sitewide
Chapter 4	WB	West Brompton
Chapter 5	WC	Warwick Crescent
Chapter 6	TT	The Table
Chapter 7	EP	Empress Place
Chapter 8	AG	Aisgill Gardens
Chapter 9	LS	Lillie Sidings
Chapter 10	WK	West Kensington

How to Read the Design Code

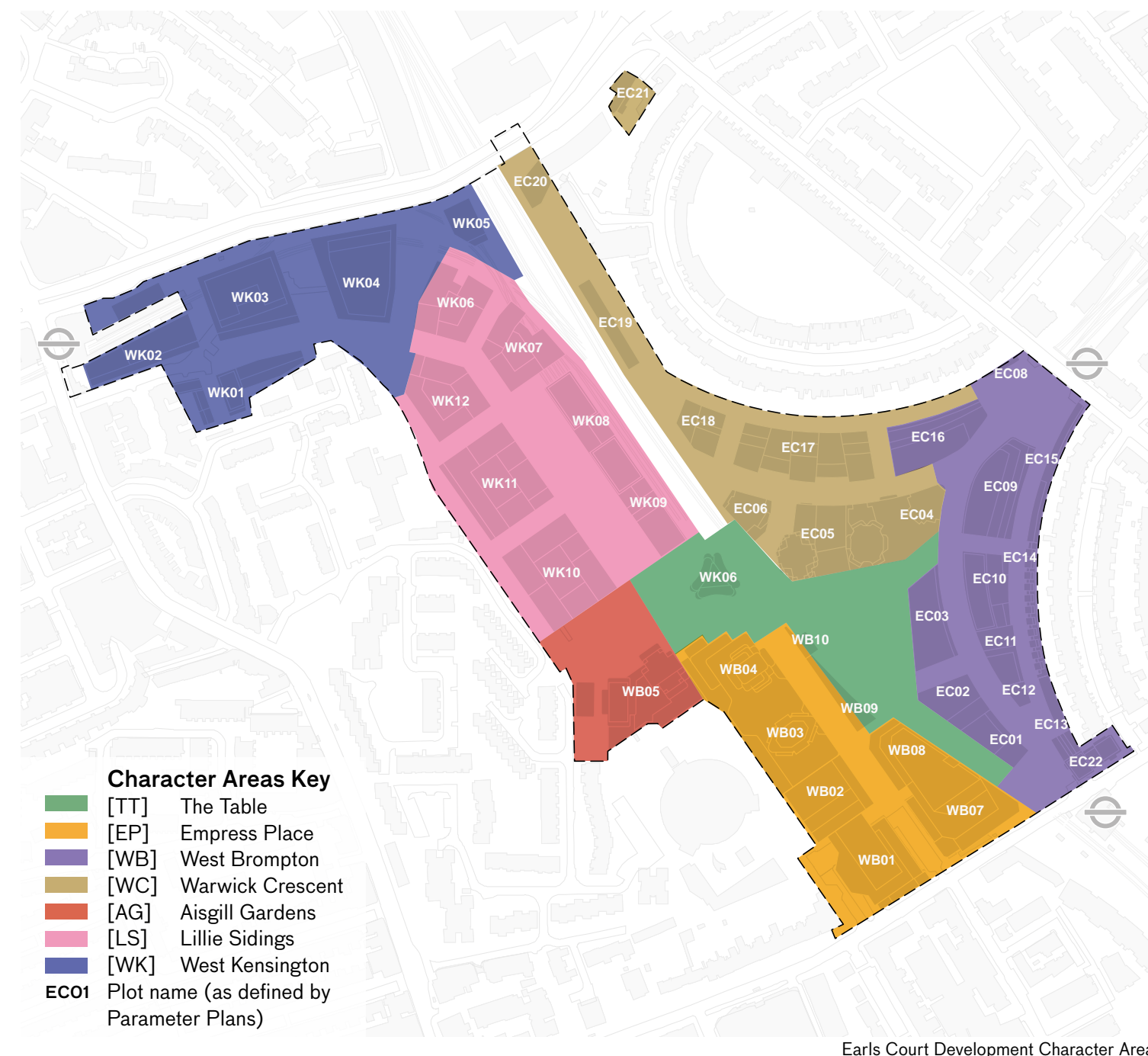
This Design Code is organised in to **Sitewide** and **Character Area** scales. This approach enables the document to provide design guidance that will ensure a coherence in strategic principles across the development as well as respond to distinctive design opportunities in response to more local conditions.

In order to use the Design Code in developing design responses for particular spaces or buildings within the development, it is therefore necessary to both read the Sitewide chapter and the relevant Character Area chapter (or chapters).

Sitewide codes apply to the whole Site and establish the general strategic principles and guidance that is relevant to all spaces, plots and buildings. These define the key principles for the development and provide guidance for both Landscape and Built form topics. These codes should be read first to understand the key principles for the development.

Character Area codes then provide further specific guidance for particular spaces or plots in response to the particular character of an area of the Site. This guidance again develops with Landscape and Built form topics and enables more specific and distinctive design guidance. Codes at this level could include topics such as more specific landscape requirements, urban character properties, building typologies and material appearance or composition etc. In addition, Character Area guidance also enables the sitewide principles to be further developed in response to the immediate neighbouring context.

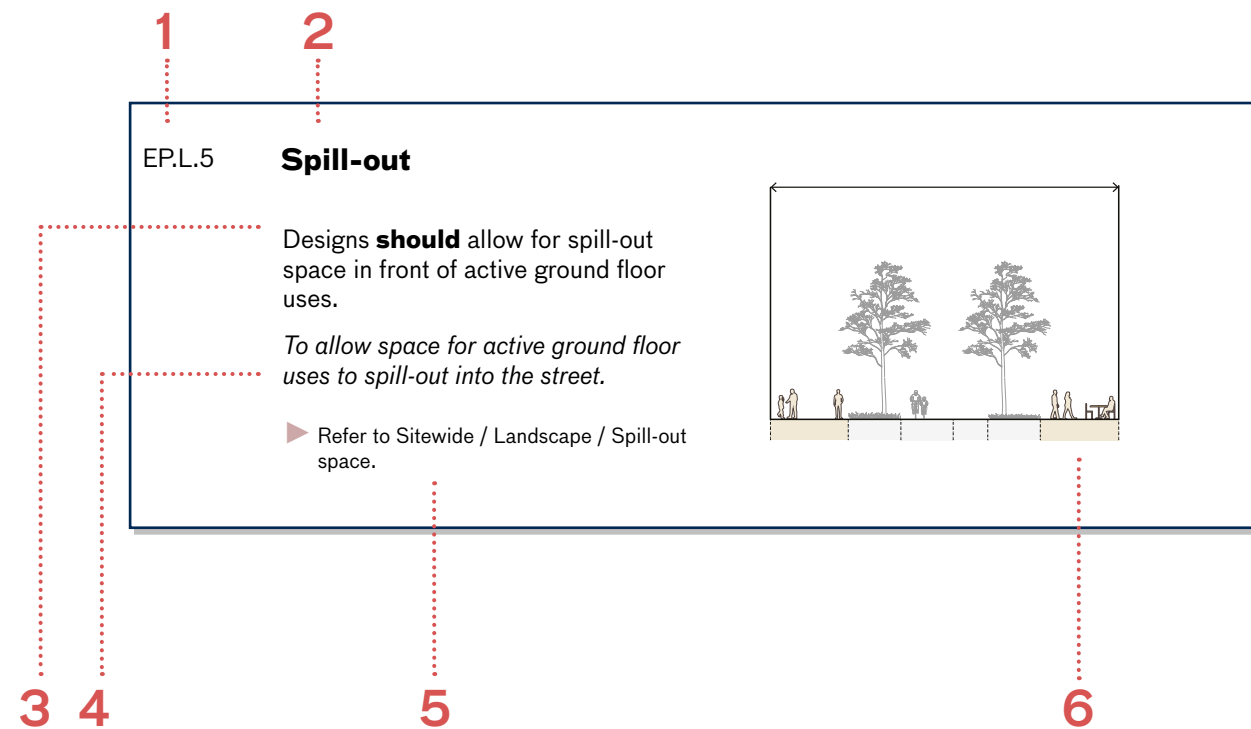
For an understanding of guidance for a Plot or an area of public realm, both the Sitewide and relevant Character Area chapter should be read (see diagram on opposite page for Character Area extents). For Plots and areas of public realm on the edge of a Character Area, the neighbouring Character Area should be read for context.



How to Use the Design Codes

Codes are formed of 6 components that both articulate the specific approved guidance requirements as well as providing additional referencing information, rationale and illustrative material to support interpretation.

These components are identified below:

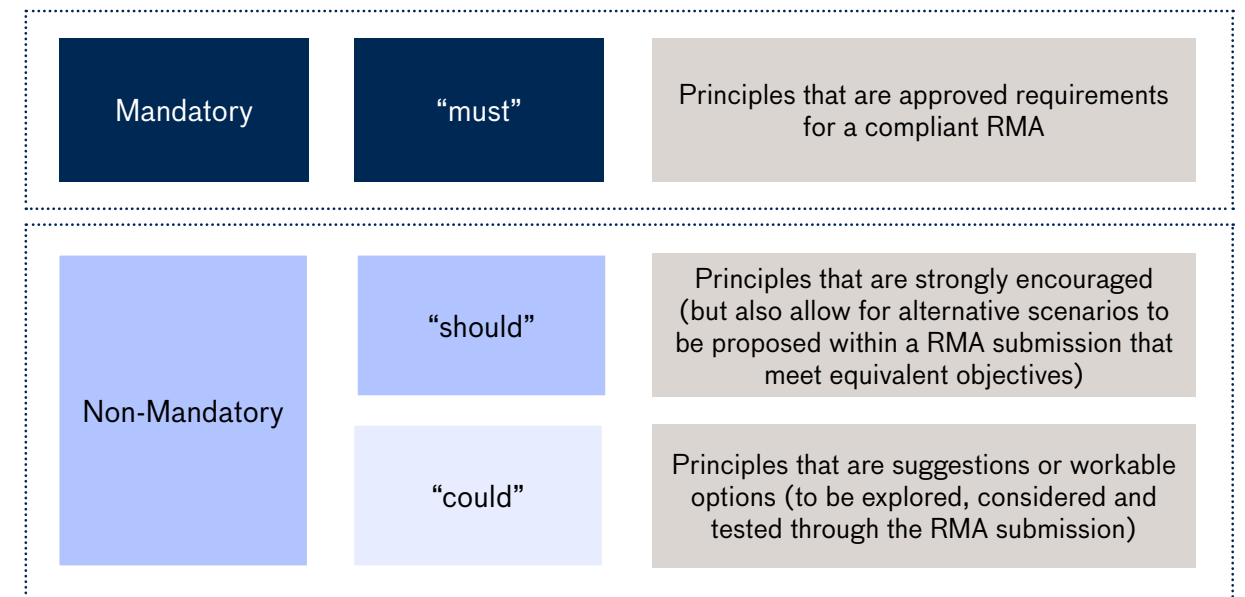


- 1 Reference**
Including
Chapter [EP] - Empress Place
Section [L] - Landscape
Number [5]
- 2 Title**
Summarising the key aspect of the code
- 3 Text**
with status identified in **bold**
- 4 Rationale** (provides a summary of the purpose of the principle, identified in *italic*)
- 5 Cross-reference** (cross-reference to other sections of the Design Code and other documents in the submission)
- 6 Supporting graphics** (a range of forms of illustrative material and corresponding caption that help interpret the code)

Terminology and Status

The Design Code adopts a consistent hierarchy of status throughout that is emphasised in bold letters for each code. This is a critical component of the guidance - identifying the strength of the design guidance, level of commitment and the implications for how designers respond and future RMAs are assessed.

The approach taken is through the use of “must”, “should” and “could” statements. The specific definition of the respective code status is described in the diagram below:



Approach to Design Code

The codes have been developed through close engagement with the relevant statutory bodies and technical consultant input to provide an effective basis for future design development. This process has ensured that they most accurately reflect the vision and ambition for the Earls Court Development.

The Design Code has considered four key strategic themes. These themes are set out below:

Access and inclusion

The ambition is for exemplary accessibility combined with social and economic inclusion to create a place that everyone, regardless of their age or disability, can enjoy and participate comfortably and independently.

Specialist access consultants David Bonnet Associates (DBA), have contributed to the Design Code to ensure that the Proposal's ambitions are captured in the Control Documents. In addition, the Public Realm Inclusivity Panel (PRIP) have contributed to the Design Code, ensuring a variety of perspectives are captured.

- ▶ Refer to Sitewide / Landscape / Inclusivity and Movement. Specific codes can also be found through relevant sections and spaces.
- ▶ Refer to Design and Access Statement: Masterplan (EC.PA.08) and other relevant documents.

Sustainability

Sustainability is central to the Earls Court Development, with an ambition to create a better piece of city for existing and future communities that are socially, economically and environmentally sustainable.

The Design Code's approach to sustainability establishes guidance and objectives emerging from the Sustainability Strategy to ensure that the documents remain relevant with changing policy and technology. Striking the balance between flexibility and commitment will foster creativity and innovation to allow the Earls Court Development to meet its ambition.

- ▶ Refer to Sitewide / Landscape / Sustainability. Specific codes can also be found through relevant sections and spaces.
- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.



Public Realm Inclusivity Panel (PRIP) workshop

Engagement

Extensive consultation has formed part of the design process. This has included a wide range of engagement with the public, Local Planning Authorities and other statutory bodies.

The Public Realm Inclusivity Panel (PRIP) have reviewed sections of the Design Code, providing detailed feedback to help ensure designs are 'people-first'. The PRIP focused on the public realm sections of the Sitewide, West Brompton and Aisgill Gardens chapters.

In addition to the PRIP, feedback from public consultation events has also been incorporated into the Design Code and Illustrative Masterplan.

- ▶ Refer to Statement of Community Involvement (EC.PA.43) and other relevant documents.

Stewardship

Long term stewardship will be critical for the delivery and maintenance of Earls Court Development.

Maintenance of landscape and the public realm will ensure that plants, trees and green spaces thrive and continue to contribute to local biodiversity. The Estate Management Strategy outlines how Earls Court will be a clean, safe and secure environment for all users into the future.

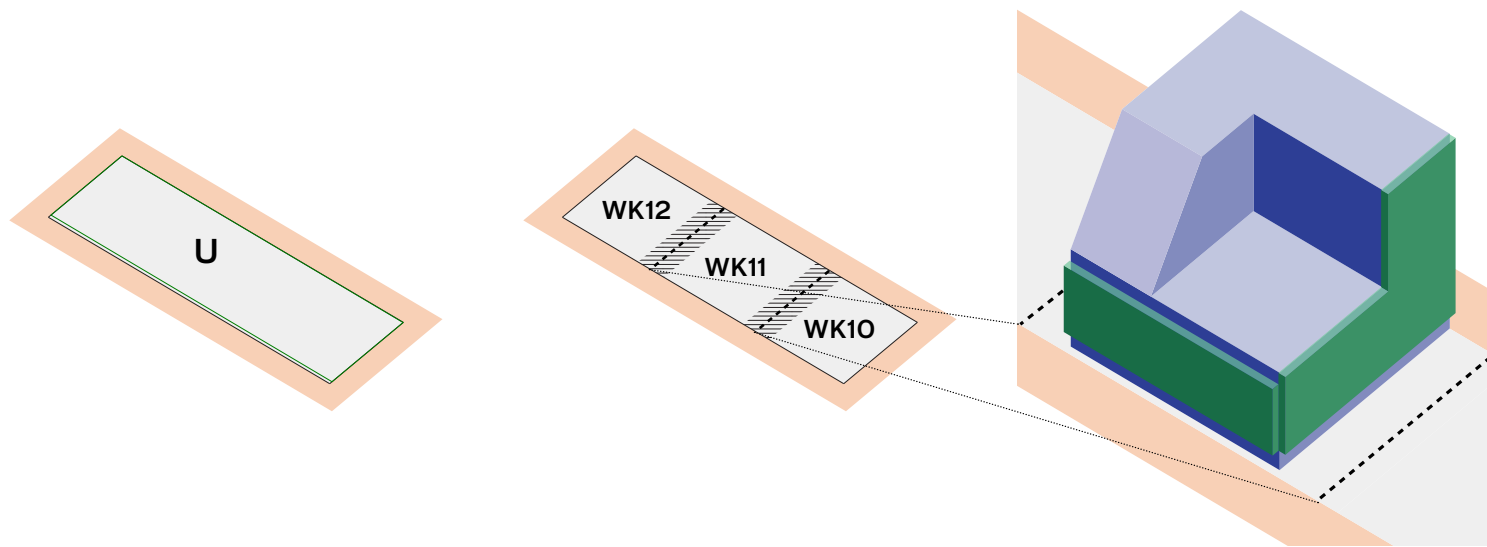
In addition to stewardship of the Site, the Control Documents, including the Design Code, establishes objectives and in some cases, processes to ensure that guidance remains relevant in the future.

- ▶ Refer to Estate Management Framework (EC.PA.35), Indicative Phasing Strategy (EC.PA.48), Temporary Uses Strategy (EC.PA.49) and other relevant documents.

User Guidance

The Control Documents guide different parts of the design, as outlined below. The user guidance diagrams below represent a reference for clarity and are not for approval. This is supported by the Illustrative Masterplan, which is used throughout the Design Code to assist with interpretation of the Design Code.

Parameter Plans



Public Realm, Development Zones and Maximum Building Lines

- Definition of the public realm and Development Zone boundaries and Limits of Deviation.
- Definition of Maximum Building Lines (Maximum building footprint).

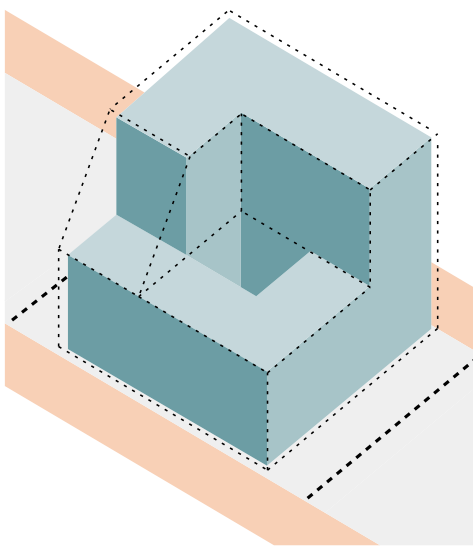
Plot Plan

- Break down of the Development Zones into smaller units of development (Plots).
- Introduction of public routes through Development Zones and Limits of Deviation for these routes.

Maximum heights

- Definition of the Maximum Heights for Development - with distinction between horizontal sloped planes - and resulting Maximum Envelope.
- Definition of areas where balconies can project beyond the Maximum Envelope.

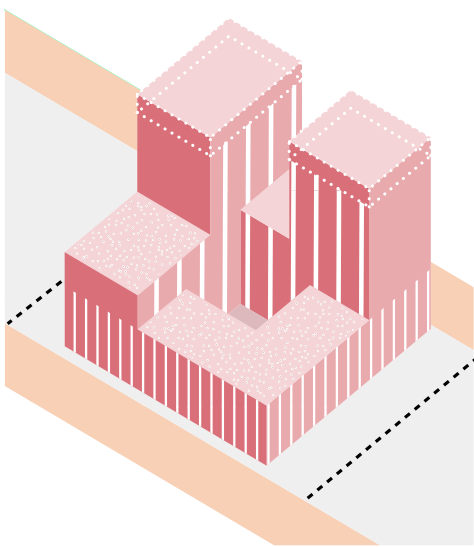
Development Specification



Quantum of Development

- Definition of the Maximum Quantum of Development per Development Zone and per Land use.
- The Quantum of Development has been informed by an Illustrative Masterplan and for specific areas, it includes the ability to combine uses in more than one way.

Design Code



Character, landscape and architectural expression and quality

- Consideration of a number of topics providing further definition and guidance to the detailed design and implementation of landscape and built form.
- Qualitative controls operate at both a Sitewide and Character Area scale - and range from mandatory requirements to design guidance.

Design and Access Statement



Illustrative Masterplan

- An illustration of one way in which the development could come forward following the Control Documents.

2. Vision

[VI]

2.1 A Global Legacy

For 150 years Earls Court has been known as a global showcase for innovation, entertainment and excitement. A place known for wonder. A source of entertainment, employment and excitement, the Earls Court Exhibition Centres were alive with activity.

It started when a cabbage patch was transformed into the America Fair, a grand exhibition that brought the Wild West to West London. In the following decades the Exhibition Centres welcomed thousands to global exhibitions and fairs, held seminal rock concerts and global events, and twice played host to events for the Olympic Games.



Historical events and activities that were held at the Exhibition Centres



Historical events and activities that were held at the Exhibition Centres

2.2 How the Vision Has Developed

The vision has been informed by the requirements of the Planning Policy Framework, alongside a detailed character assessment and growth strategy for the Site, following the approach set out by the Characterisation and Growth LPG (2023) and as demonstrated in Chapter 3 of theDAS.

Through early engagement, an understanding of what the Earls Court Site and its history meant to people was established. The days of Buffalo Bill and the Great Wheel at the World Fair Exhibitions, and Pink Floyd at the Exhibition Centres have passed but the legacy and memories of those times live on.

Through a series of collaborative workshops with local residents, community organisations and amenity groups, alongside round-tables with arts, cultural and stakeholder groups—hundreds of people have shared their stories, recollections of the past, thoughts of the present and hopes for the future.



Photographs from masterplan workshops

2.2 How the Vision Has Developed

The overwhelming feedback was clear — that Earls Court had been a place of excitement, spontaneity and diversity. The myriad of shows and concerts at the Exhibition Centres brought a buzz to the area that is greatly missed. As important were the skills and training opportunities and the economic impact which the Exhibition Centres had on the local area.

For younger people, for whom the Exhibition Centres had not been part of their past, the conversations focused on what the Site could become in future.

One word came up again and again – wonder.



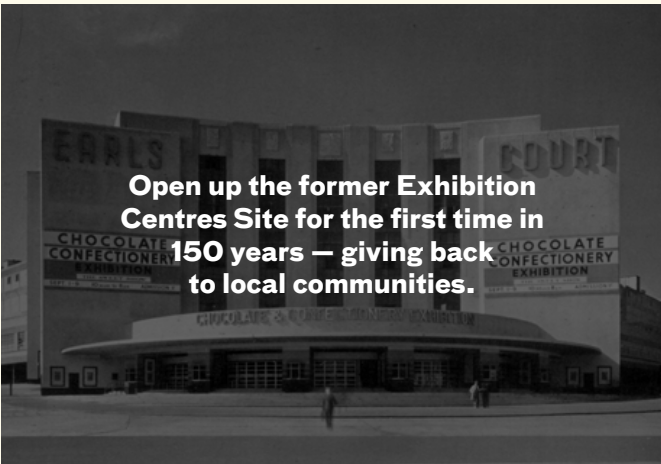
Community listening: Wonder emerges
Responses gathered during the February and March 2022 masterplan workshops. Words have been scaled to be indicative of the level of importance given at the events.



2.3 The Vision: To Bring the Wonder Back

Reinstating the wonder Earls Court was known for will reflect its rich cultural heritage and the sense of excitement which so many experienced.

The vision to bring the wonder back is based on four priorities which emerged through early public consultation during 2021. These set out the ambition and helped shape the emerging masterplan approach.



2.4 The Four Place Pillars of Earls Court

Setting the standard for future urban development, Earls Court will re-emerge as London’s place to discover wonder.

During consultation, the question ‘why would you come here’ was repeatedly asked. This led to the evolution of four place pillars which will create the identity for Earls Court. These formed a core part of the consultation material since early 2023 and underpin a unique proposition for the future development.

The vision evolved into a masterplan based around four place pillars:

Nature

A celebration of nature and its ability to connect and revive



Innovation

A showcase for climate and clean innovation and skills



Culture

A cultural ecosystem for the future of talent



Neighbourhood

An inspiring neighbourhood designed for all stages of life



2.4 The Four Place Pillars of Earls Court

A celebration of nature’s ability to connect and revive

Nature presents untold benefits to the health and wellbeing of ourselves and our planet. Amplifying its presence and fostering better connections with nature is our golden thread - creating diverse and generous spaces to play, meet, relax and for sanctuary, whatever the season.

c. 20 acres of public realm and green space for all to enjoy	Over 1,000 new trees will be planted throughout the Site	Connecting biodiversity east-west and north-south for planting and wildlife
c. 2.75 acres of new play space for all ages	Climate resilient planting for all seasons in landscapes and buildings	Reusing water to irrigate, interact and cool
Accessible landscapes to navigate the 8 metre level change	Includes a c. 4.5 acre urban park at the centre	Improved air quality within and around the Site



Place Pillar axonometric: A network of Exhibition Gardens



View of the Cascades linking the Table Park, Empress Place, Aisgill Gardens and Lillie Sidings

2.4 The Four Place Pillars of Earls Court

A showcase for climate and clean innovation and skills

A new destination offering the scale, location and connectivity to create a home for a green economy, accelerating opportunities in a smart campus environment that supports start ups, scale ups and multi nationals to collaborate and tackle humanity’s challenges.

Co-working space enabling start up and scale up businesses	Up to 2.5 million sq ft of workspace across three locations	Working with partners to equip the next generation with vital skills bringing c. 12,000 jobs
A sustainable development improving air quality and water management on the site	Bespoke lab / office / research and development space, to meet high demand	Zero carbon low cost energy provided by the 5th generation energy sharing network



Place Pillar axonometric: A network of innovation clusters



Section through Empress Place workspace buildings

2.4 The Four Place Pillars of Earls Court

A cultural ecosystem for the future of talent

Earls Court is synonymous with the power of culture, creativity and performance with a magnificent heritage of spectacle dating back to the 19th Century. The spirit of delight and discovery is re-emerging as the site once again is proudly stitched back into London’s cultural map.

10 acres of outdoor space which can be transformed and used for seasonal events	A carefully curated mix of c. 100 places to eat, drink or shop	A variety of flexible spaces of all sizes to produce, rehearse and create
3 main cultural venues, around which culture and creatives can cluster	Repurposing the existing Train Shed into an immersive food and cultural destination	A new flower amphitheatre at Warwick Square to celebrate the historic entrance from the east



Place Pillar axonometric: A cultural ecosystem



View of a flexible music venue within Phase 1

2.4 The Four Place Pillars of Earls Court

An inspiring neighbourhood designed for all stages of life.

The future of city living, creating a new urban fabric, a place where people want to visit but also stay and grow, whether to live or work. Reflecting the brilliance of London, Earls Court will be inclusive and accessible, allowing families, communities, businesses and social connections to take root and thrive.

c. 4,000 new homes	Targeting 35% affordable homes across all tenures	Homes for sale, for rent, for older people, for students and for post-graduates
Up to 2 childcare facilities	A new Community Hub and 8,000 sq ft of additional community and healthcare facilities	c. 100 retail, dining and leisure spaces
Lively streets with local amenities for residents	An 850m long active boulevard (the length of Regent Street, from Piccadilly Circus to Oxford Circus)	Zero carbon, low cost energy for all homes



Place Pillar axonometric: An inspiring neighbourhood with a wide variety of housing types and tenures



Lillie Sidings Square will form the heart of the neighbourhood to the north of the development

2.5 A Commitment to Design Excellence

Building on the place pillars, ECDC has set out design principles to guide the development of the first buildings and deliver on a commitment to design excellence.

ECDC is focussed on enabling future trends and delivering a positive legacy. The Design Team's role is to design a solution for the Site which delivers a global exemplar of sustainable development.

The ambition is to create a place with personality which is accessible and welcome to all, a blueprint for future generations. This will be ensured by applying these design principles throughout the evolution of the development.

A New West Side Story

To celebrate the heritage of a place that has always embraced the opportunity to be different and made a strategic contribution to the future of this great city through innovation and entertainment; creating a new destination which puts Earls Court confidently back on the map and changes perceptions of West London.

Be Good Ancestors

Constantly thinking beyond today, working collaboratively to leave a better piece of city for existing and future communities, delivering the ambition to create the heritage of the future through exemplary design and sustainability.

An Earls Court for Everyone

The opportunity, privilege and responsibility of designing this new neighbourhood, one with people at its heart. A neighbourhood that brings people together, where they feel welcome, safe and included, a sense that this is truly for everyone.

2.6 The Sustainable Development Charter

ECDC is committed to delivering an exemplar development at Earls Court, a blueprint for future living, creating a resilient masterplan, considering the future, through sustainability and exceptional design. This means delivering innovative buildings and spaces, enhancing the environment, producing economic benefits for the widest number of people, and creating significant social and economic value for the local area. The development aspires to have a positive sustainable impact not just within the Proposed Development but beyond the boundaries of the Site.

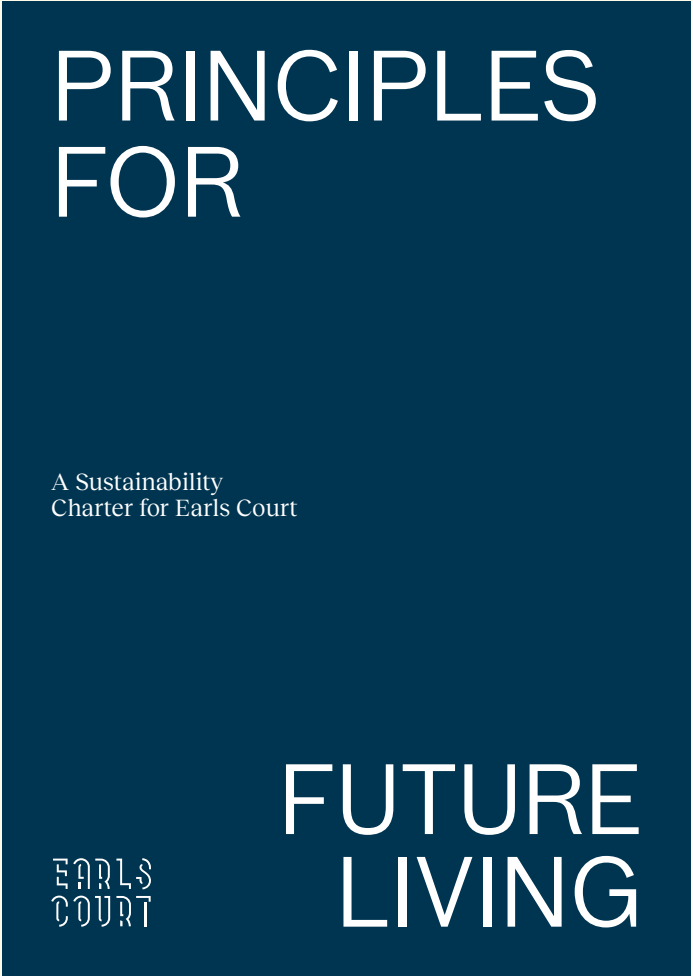
The focus on sustainability has run through and informed all aspects of the development proposals and processes. From day-one to in use, across ECDC’s own internal operations to meanwhile uses, and the way in which the team works with all stakeholders – from suppliers and contractors, to tenants, occupiers, partners and neighbours. These are ECDC’s principles for future living: to be people-centric and planet-conscious.

The Sustainable Development Charter (SDC), ‘Principles for Future Living’ sets out goals and objectives for three focus areas: social value, economic inclusion and environmental wellbeing. The goals underpin the vision and key priorities. Each goal has a clear set of metrics and targets that will allow measurement of performance and support continuous improvement, all with the aim of driving the best sustainable outcomes for all.

The purpose of the Charter is to:

- Show how ECDC intends to build a sustainable Earls Court from meanwhile activities through development and during occupancy.
- Provide the basis for the way ECDC will measure and report on progress.
- As a result, establish the means to improve performance year-on-year for the good of the Earls Court community.
- Provide a mechanism by which those who live, work, and visit Earls Court can assess the extent to which ECDC has delivered.

It is not intended to be a ‘fixed’ statement, but a Charter that will adapt and develop over time to suit the shifting programme of the development, and to better suit the changing needs of the communities and stakeholders.



The Sustainable Development Charter, 'Principles for Future Living'

2.6 The Sustainable Development Charter

Social Value

The generation of social value is, and will continue to be, a core driver in everything ECDC does. In the context of Earls Court, social value is defined as ‘the importance that people (and society) place on changes to their lives caused by the actions and activities of ECDC.’ The social value created will be measured and reported on a regular basis. This measurement will be governed by the 11 OECD Dimensions of Wellbeing, and the guidelines set out for Social Return on Investment.

Economic Inclusion

ECDC’s mission is to deliver the very highest standards of economic inclusivity, to involve and benefit the widest number of people and local communities in and around Earls Court who are directly and indirectly affected by the project throughout its lifetime. Economic inclusion will be achieved when the widest range of people benefit from the advantages created by the development. This commitment will apply during design and construction as well as in the longer-term; through post-occupation and operation.

Environmental Wellbeing

ECDC’s aim is clear – to ensure impacts are climate positive, to respect and live within collective environmental limits, now and for tomorrow. One of the goals is to go beyond net zero carbon: simply put, to remove more carbon emissions from the atmosphere over the lifetime of the development than are emitted during the design, construction and operation of the scheme.

To ensure this is verifiable, ECDC will measure progress against independent and internationally recognised environmental assessment methodologies to evidence and validate the outcome. For a first step ECDC has signed up to the UN Race to Zero campaign, aligned with Science Based Targets to guide and validate this ambition.

- For more information on the sustainability strategy refer to Sustainability Strategy (EC.PA.21).
- For more information on sustainability within the Illustrative Masterplan refer to Design and Access Statement Volume 1: Outline Component / Spatial Strategies / Sustainability (EC.PA.08).
- For more information on the socials values of the project refer to Social Value Statement (EC.PA.45).

The goals are as follows:



A safe, inclusive and supportive place for everyone



Involving local people



A wonderful place to live, work and visit



Maximise appropriate economic growth in the local area



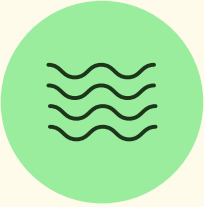
Provide access to economic opportunities for all



Create an affordable community



Beyond net zero carbon



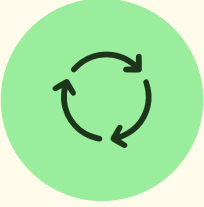
Water neutral



Celebrating and enhancing our natural environment



Delivering cleaner air



Circular resource use



Healthy living

Parameter Plans

The Design Code should be read in conjunction with the Parameter Plans and the Development Specification as the full suite of Control Documents.

In order to guide the interpretation of the Parameter Plans, this chapter sets out a number of detail codes devised to clarify the rationale behind key parameters and principles.



001 - Site Location Plan



002 - Demolition Plan



003 - Existing Site Levels



004 - Development Zones, Maximum Building Lines and Public Realm



005 - Proposed Plot Plan



006 - Proposed Maximum Heights



007 - Proposed Public Realm Typologies



008 - Proposed Access & Movement



009 - Proposed Site Levels Ground Floor



010 - Proposed Site Levels Below Ground Floor



011 - Proposed Land Use Ground Level



012 - Proposed Land Use Upper Levels



013 - Proposed Land Use Below Ground Floor



014 - Urban Design Plan

Development Zones, Maximum Building Lines and Public Realm

The proposed Development Zones, Maximum Building Lines and Public Realm Parameter Plan sets out the maximum extent of development,

guiding the siting and alignment of built development against a minimum extent of public realm provision.



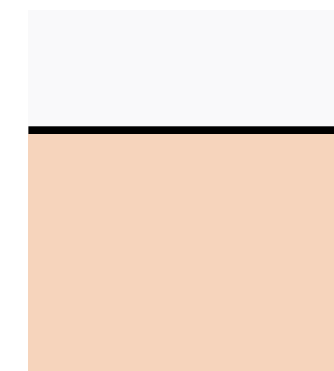
Development Zones, Maximum Building Lines and Public Realm Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.1

Minimum public realm extent

The minimum extent of the public realm is shown on the Parameter Plan. Development **must** deliver at least the minimum extent of public realm.

To ensure the minimum public realm quantum is delivered within the Planning Application Boundary.



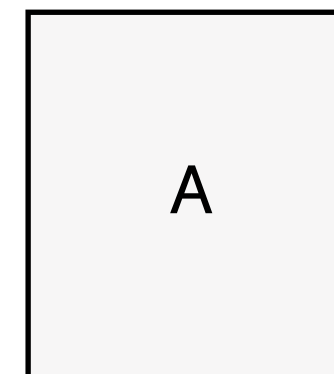
- Minimum Public Realm
- Fixed Development Zone boundary

SW.P.2

Development Zones

Development Zones define the area for built development. Development **must** sit within Development Zones except where otherwise indicated on the Parameter Plan.

To respond to existing Site conditions, and constraints and to safeguard the minimum public realm provision across the Site.



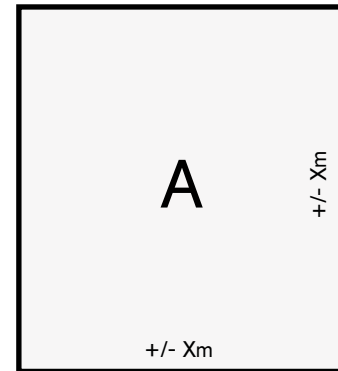
- A Development Zone name
- Development Zone boundary

SW.P.3

Fixed Development Zone boundaries

Development Zone boundaries are fixed and **must** not deviate from their shown location, except if they are annotated with a limit of deviation.

To respond to Site conditions such as infrastructure and property boundaries, and proposed public realm.



$\pm X_m$ Flexible Development Zone line
— Fixed Development Zone line

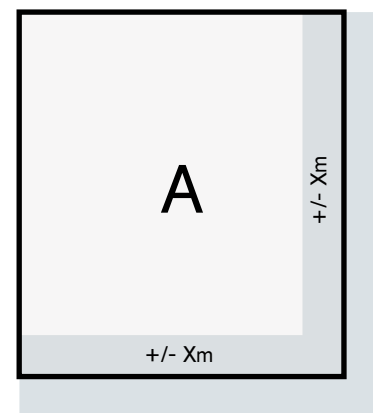
SW.P.4

Flexible Development Zone boundaries

Development Zone boundaries annotated with a limit of deviation (+ outward / - inward) are flexible and **could** shift perpendicularly from the shown location by up to the distance indicated.

Shifted Development Zone boundaries must remain within the Planning Application boundaries.

To adapt to potentially unforeseen site conditions.



$\pm X_m$ Flexible Development Zone line
Limit of deviation

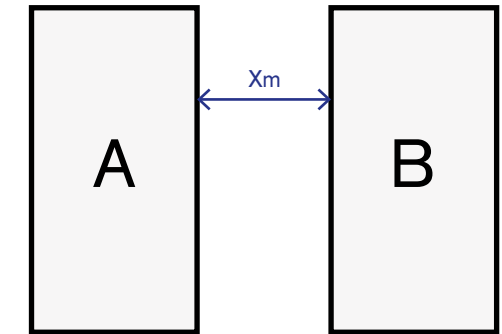
SW.P.5

Public realm minimum widths

Minimum dimensions of the Public Realm **must** be maintained as annotated on the Parameter Plan. This is shown between two Development Zone boundaries in blue.

If they are not identified on this Parameter Plan, additional information can be found in this Design Code in the section Sitewide / Landscape / Inclusivity and Movement.

To safeguard the movement network, ensuring sufficient space is available to accommodate the movement network.



$\pm X_m$ Minimum width of Public Realm
— Development Zone boundary

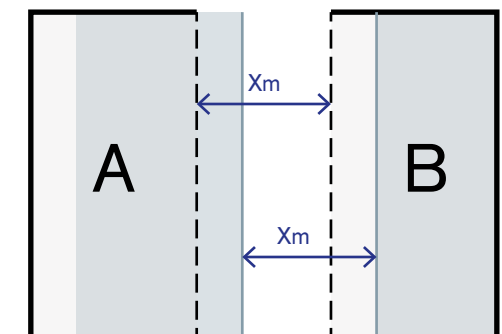
SW.P.6

Maintaining minimum public realm widths

Minimum dimensions of the Public Realm **must** be maintained as annotated on the Parameter Plan. Where flexible Development Zone boundaries are relocated, the boundaries of adjacent Development Zones must move in parallel to preserve this minimum.

If they are not identified on this Parameter Plan, additional information can be found in this Design Code in the section Sitewide / Landscape / Inclusivity and Movement.

To safeguard the movement network, ensuring sufficient space is available to accommodate the movement network.



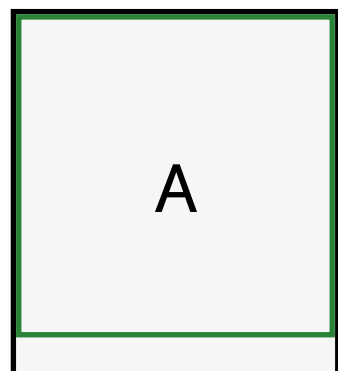
$\pm X_m$ Minimum width of Public Realm
— Flexible Development Zone boundary
Relocated Development Zone boundary

SW.P.7

Maximum Building Line

The Maximum Building Line defines the area within which buildings **must** sit. This is aligned with the Development Zone boundary in most, but not all, cases. When they coincide, the Maximum Building Line is shown within the Development Zone boundary.

To define the maximum extent of the built form.



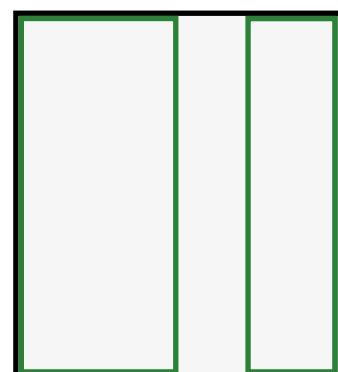
- Development Zone boundary
- Maximum Building Line

SW.P.8

Areas between Maximum Building Lines

Where more than one Maximum Building Line is shown within a Development Zone, this defines the area within which development **must** sit, and breaks in the massing are required.

To safeguard routes through development in relation to existing buildings.



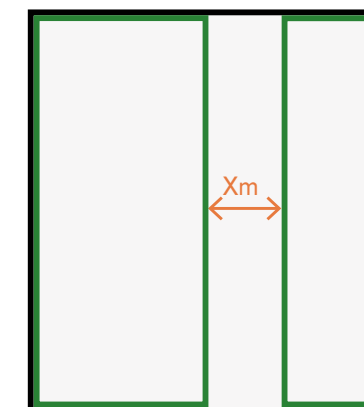
- Development Zone boundary
- Maximum Building Line

SW.P.9

Minimum widths of public realm

Minimum distances between maximum building lines are shown in orange and **must** be maintained as annotated on the Parameter Plan.

To safeguard routes through development in relation to existing buildings.



- Development Zone boundary
- Maximum Building Line
- ← Xm → Minimum width of Public Realm

SW.P.10

Maximum Building Line (Ground Floor)

The Maximum Building Line (Ground Floor) defines the area within which development **must** sit at Ground Floor only.

This Ground Floor condition only applies to Development Zones C and X in response to Ground Floor constraints.

To address specific conditions affecting development at ground level only, such as key infrastructure.



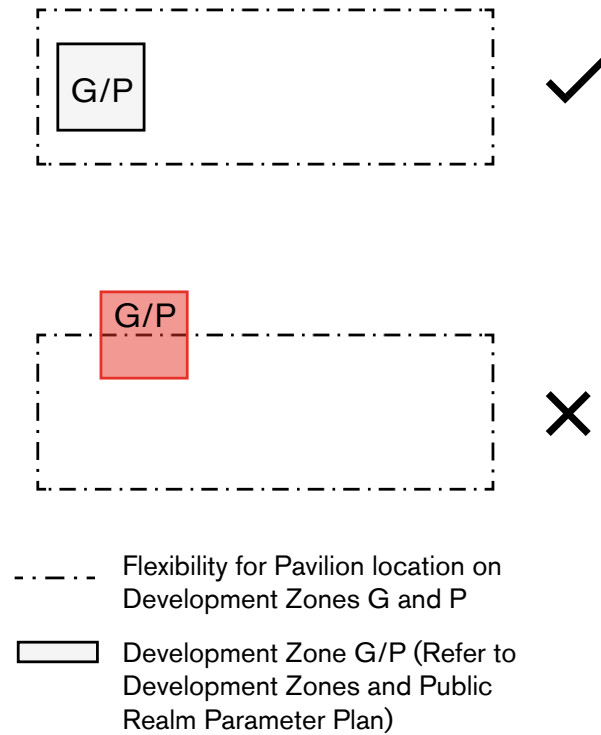
- Development Zone line/ Maximum Building Line
- - - Maximum Building Line (Ground floor)
- └ ┘ Internal face of Maximum Building Line (Ground floor)

SW.P.11

Flexibility for Pavilion location on Development Zones G and P

Development Zones G and P **must** be located within the area shown on the Parameter Plan.

To provide flexibility for the situation of a Pavilion with the landscape design.



SW.P.12

Development Zone G and Borough boundary

The location of Development Zone G **could** result in it straddling the borough boundary, or sitting entirely within the Royal Borough of Kensington and Chelsea.

To assist the reading of the Parameter Plan.



Public realm

Zone of deviation

SW.P.13

Existing edge condition

Areas shown with no colour (white) on the PP consist of existing. Design **must** integrate the existing and proposed public realm.

To ensure a gentle transition between existing and new public realm.



Existing edge condition where no development is permitted

Proposed Plot Parameter Plan

The Proposed Plot Parameter Plan identifies the Development Plots within Development Zones, and the public routes through them.



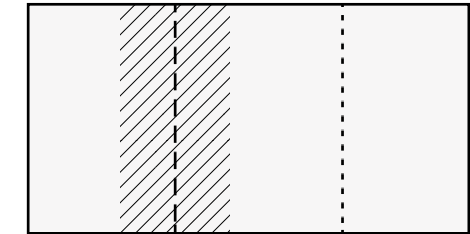
Proposed Plot Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.14

Plots

Plots break down Development Zones and are defined through public routes within Development Zones or Plot boundaries.

Information for the use of the Parameter Plan.



- Development Zone boundary
- - - Indicative location of public route
- Indicative location of Plot boundary

SW.P.15

Public routes within Development Zones

Where indicated - with a dashed line within a hatched area - a public route within Development Zones **must** be provided.

To create smaller parcels of development and a balanced movement network across the Site.



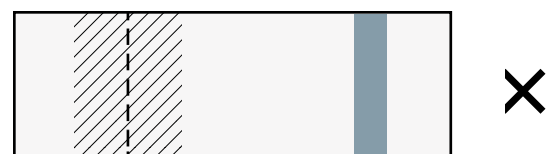
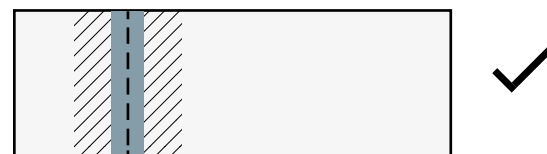
- - - Indicative public route
- ////// Zone for public route
- █ Proposed public route

SW.P.16

Location of public routes within Development Zones

Public routes **must** be located within the hatched zones shown on the Parameter Plan. The locations of public routes shown on the Parameter Plan are indicative.

To define a balanced movement network across the Site.



- - - - Indicative public route
- ////// Zone for public route
- Proposed public route

SW.P.17

Additional public routes within Development Zones

Additional public routes **could** be located within the Development Zone, but only when a route has been provided in the indicated location.

To define a balanced movement network across the Site.



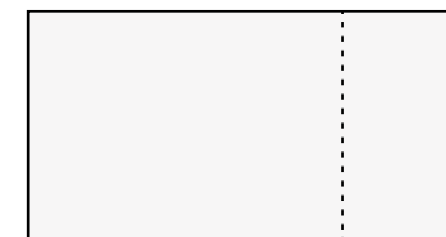
- - - - Indicative public route
- ////// Zone for public route
- Proposed public route

SW.P.18

Plot boundary within Development Zones

Plot boundaries occur where indicated with a dotted line. The locations shown on the Parameter Plan are indicative.

Information for the use of the Parameter Plan.



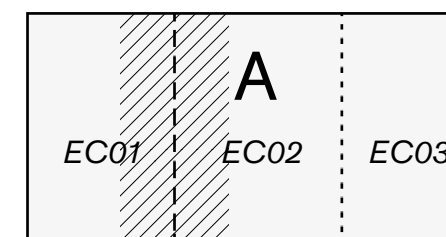
- Development Zone boundary
- Indicative location of plot boundary

SW.P.19

Plot name

Plot names are shown with a four character code comprising of two letters followed by two numbers. For example this could be ECO1. These are referenced in relation to Verified Views.

Information for the use of the Parameter Plan.

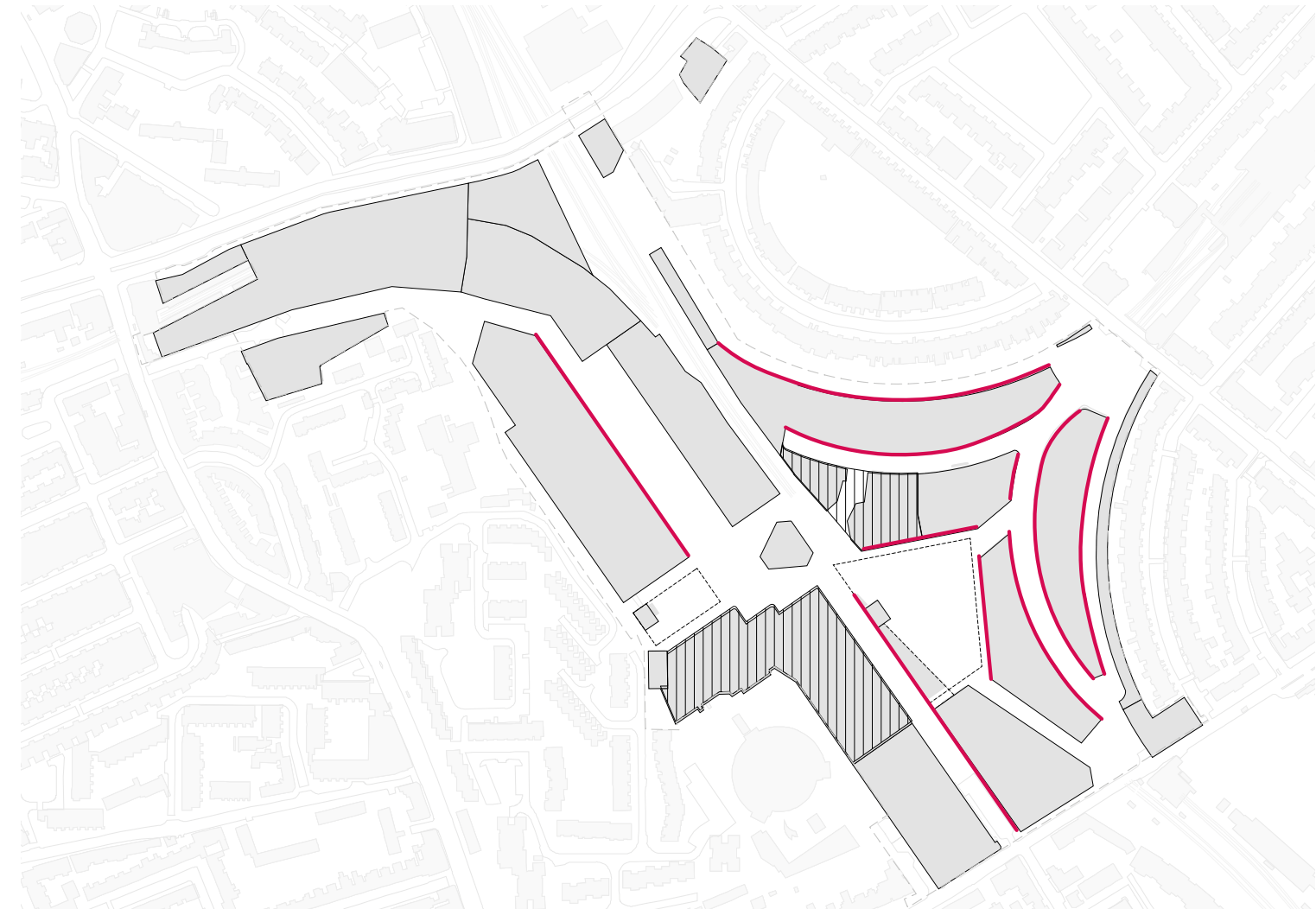
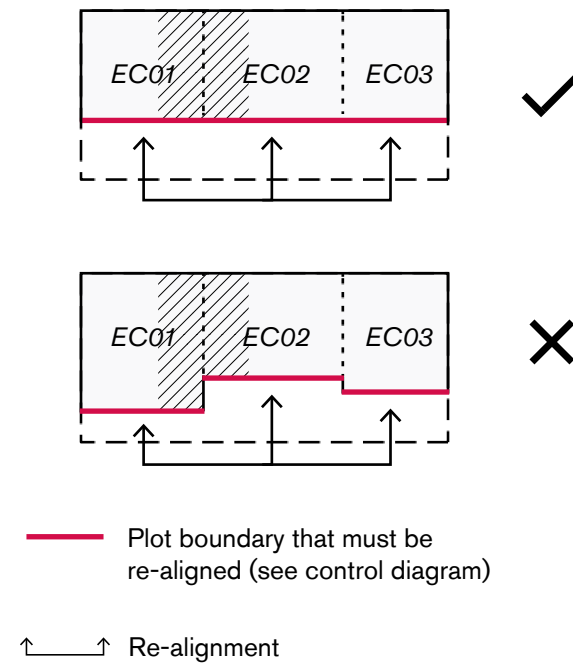


- A Development Zone name
- ECO1 Plot name
- Development Zone boundary
- - - - Indicative location of public route
- Indicative location of Plot boundary

SW.P.20 Plot alignment

Plot boundaries along key areas of public realm **must** keep alignment (see diagram for reference). In the event of one of the Plot boundaries being adjusted following the Limits of Deviation set out by the Development Zones, Maximum Building Lines and Public Realm Parameter Plan, the adjacent Plot boundaries must follow this re-alignment.

To define clear public realm edges.



Areas where Development Zones must be re-aligned if adjusted following the level of deviation set out in the Development Zones, Maximum Building Lines and Public Realm Parameter Plan.

Proposed Maximum Heights

The Proposed Maximum Heights Parameter Plan defines the Maximum Envelope within which development is permitted.



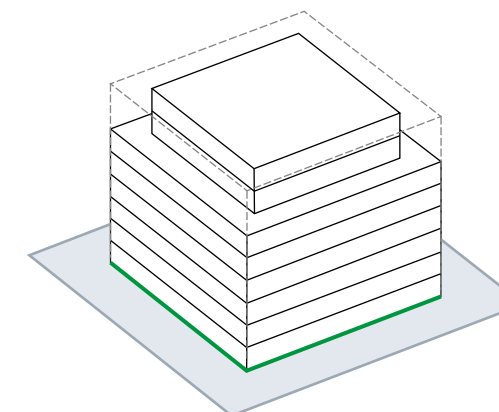
Proposed Maximum Heights Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.21

Maximum heights

The Maximum Building Heights are set as a vertical extrusion of the Maximum Building Line, not the Development Zone boundary.

Information for the use of the Parameter Plan.



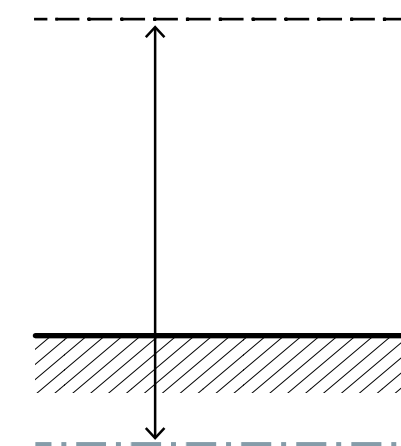
- Development Zone boundary
- Maximum Building Line
- Maximum Building Height (AOD)

SW.P.22

Maximum height defined as by AOD (Above Ordnance Datum)

The Maximum Building Heights are set as distances Above Ordnance Datum (AOD), the mean sea level defined by the Ordnance Survey as Ordnance Datum Newlyn. They are NOT set according to the local ground level.

Information for the use of the Parameter Plan.

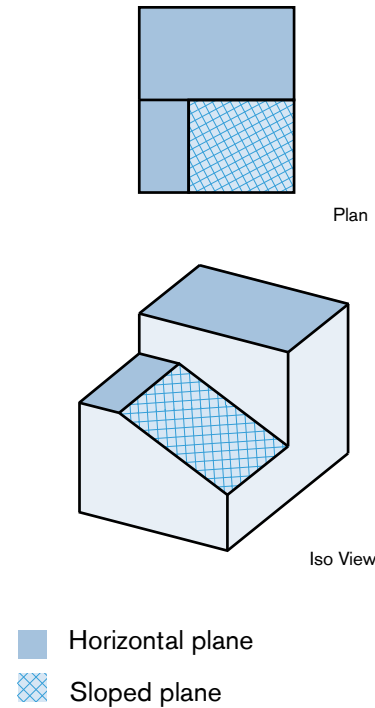


- Maximum Building Height (AOD)
- /// Ground Level
- - - Ordnance Datum Newlyn

SW.P.23 Maximum Envelope

The Maximum Building Heights define the Maximum Envelope through a series of horizontal and sloped planes. Sloped planes provide flexibility within the parameter to step down massing.

Information for the use of the Parameter Plan.

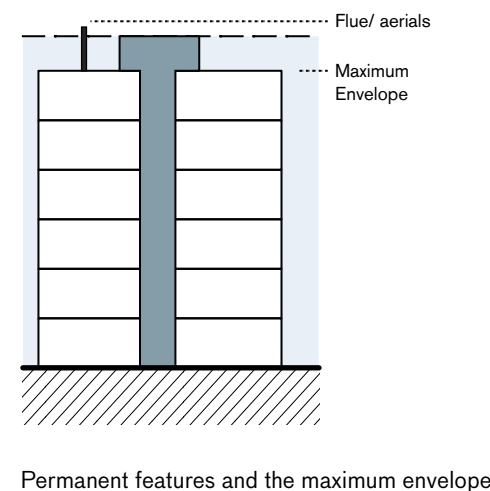


SW.P.24 Permanent features in relation to Maximum Envelope

Elements such as communications aerials and flues **could** extend beyond the Maximum Envelope.

To limit the impact on surrounding buildings and townscape.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.

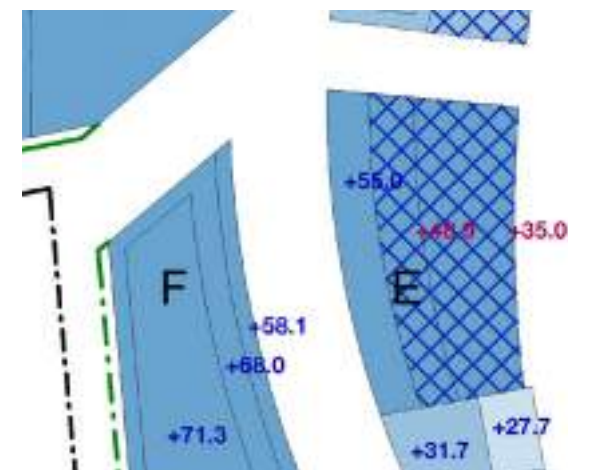
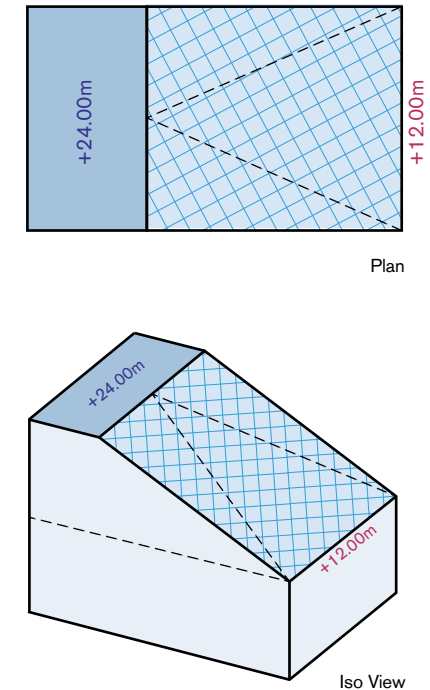


SW.P.25 Interpreting a sloped Maximum Building Envelope

Where the Parameter Plan indicates a slope, the slope is established through a straight line connecting the indicated AODs. Maximum Building Heights are expressed with blue and red text on the drawing. Shades of blue are only for illustrative visual reference.

Information for the use of the Parameter Plan.

▶ Refer to the following codes to understand how the massing should come forward within the slopes.



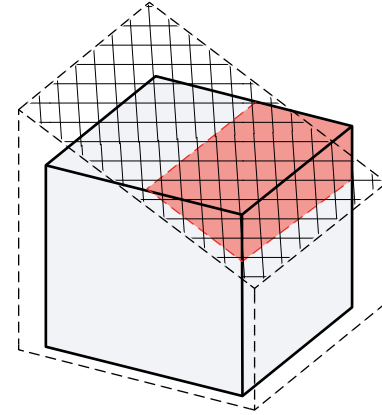
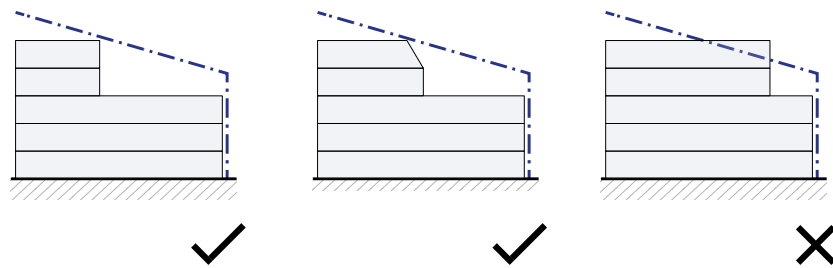
- +XXm Maximum AOD on flat plane
- +XXm Maximum AOD on edge of slope
- Height range
- Sloped plane 1

SW.P.26

Projecting beyond the sloped Maximum Envelope

Where a Maximum Envelope is sloped, the built form **must** not project beyond the sloped envelope. With exclusions as defined by the code 'Permanent Features in relation to Maximum Envelope'.

To ensure visibility, townscape and microclimate requirements are met.

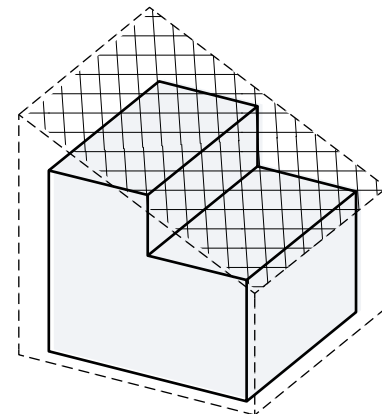
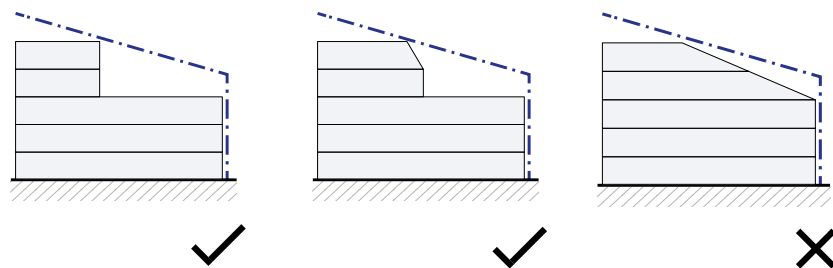


SW.P.27

Massing articulation within sloped Maximum Envelope

Where a Maximum Envelope is sloped, the built form **should** predominantly adopt an articulated massing of orthogonal planes.

To ensure the composition of the massing of the buildings forms a coherent whole.

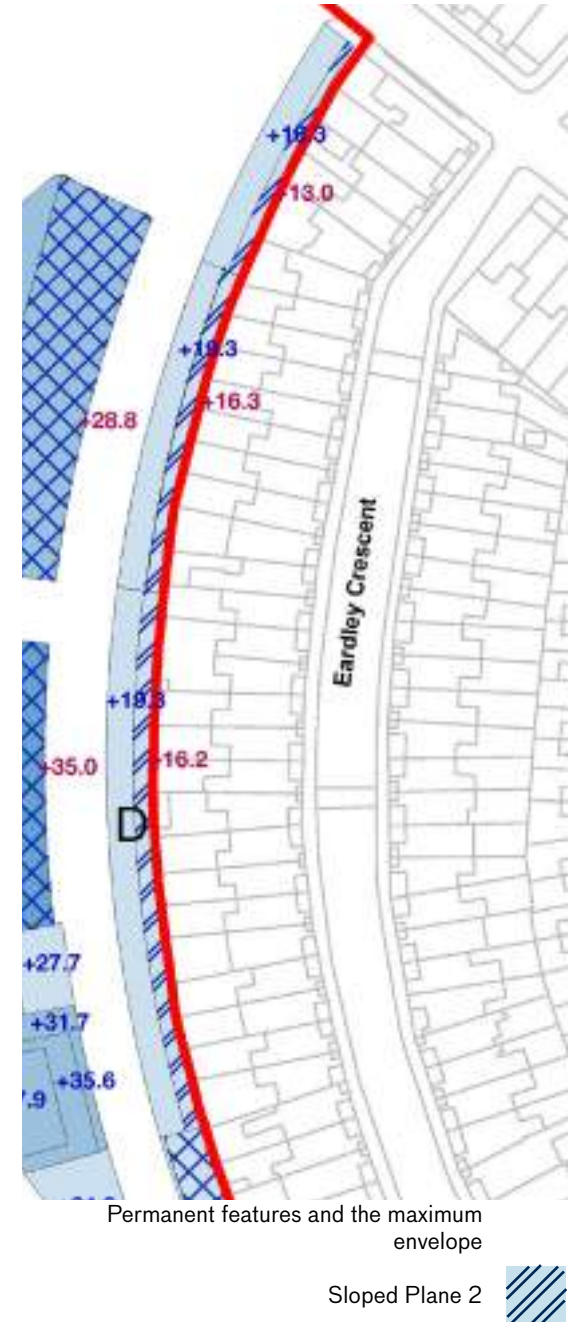
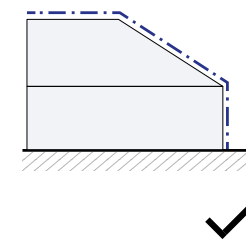


SW.P.28

Stepped massing adjacent to Eardley Crescent



The built form within the Maximum Envelope of Development Zone B **could** be sloped towards Eardley Crescent.

To address the grain created by existing buildings and mitigate impact of new buildings.



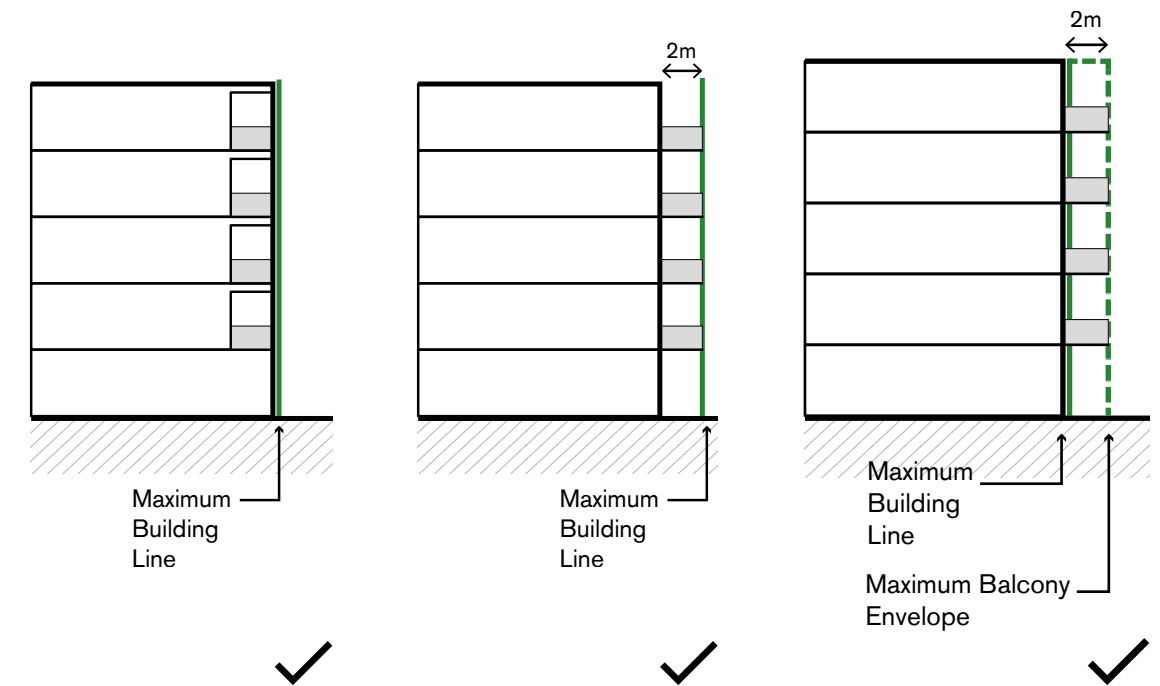
SW.P.29 **Balconies projecting beyond the Maximum Envelope**

Balconies **must** not project beyond the Maximum Envelope, except where indicated on the diagram below.

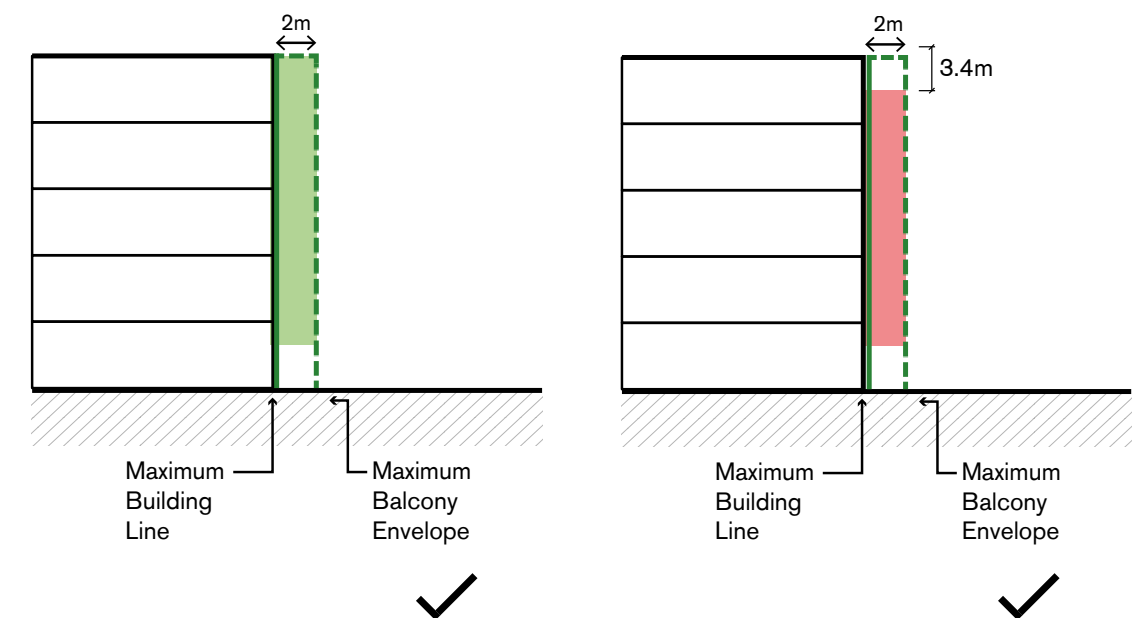
-  Balconies **could** project beyond the Maximum Parameter Envelope up to 2m
-  Balconies **could** project beyond the Maximum Parameter Envelope up to 2m, limited to 3.4m below Maximum Parameter Height.

To define a clear permissible limit for the oversailing of the public realm.

Control diagram is illustrative, refer to Proposed Maximum Heights Parameter Plan.



The diagrams illustrate the different balcony conditions including within, and beyond, the Maximum Parameter Envelope.

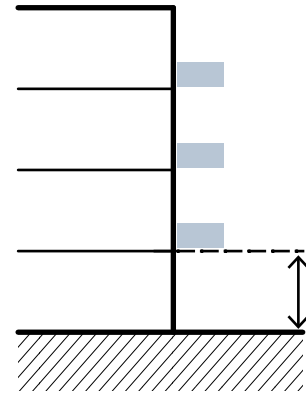


The diagrams illustrate the specific conditions where balconies project beyond the Maximum Parameter Envelope.

SW.P.30 **Balcony minimum height from ground over public realm**

Projecting balconies oversailing public realm **should** be at a sufficient height measured from the ground to the underside of soffit.

To avoid headroom conflict at the ground level and provide privacy to residents.

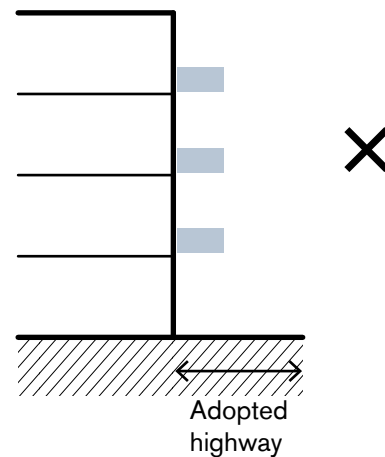


Balconies above public realm

SW.P.31 **Balconies over adopted highway**

Projecting balconies **must** not oversail any part of adopted highways.

To avoid creating conflicts with passage and use of adopted highways.

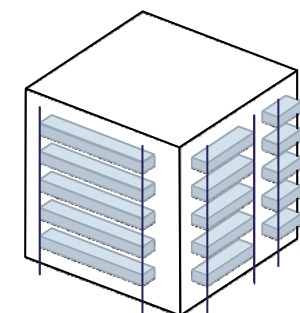
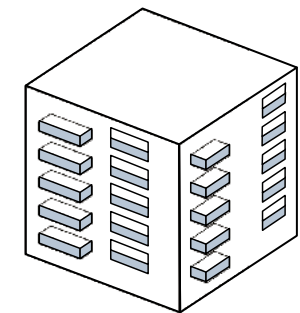
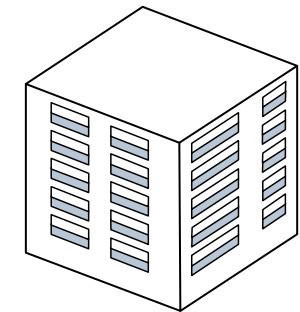
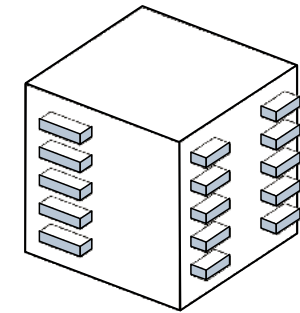


Balconies above adopted highways

SW.P.32 **Ancillary Building Structures subordinate to building lines**

The grouping and detailing of Ancillary Building Structures **should** be subordinate to a building's predominant mass, and not distract from it.

To ensure that the public realm is enclosed by the predominant face of buildings and not by Ancillary Building Structures.



Examples of acceptable and unacceptable Ancillary Building Structures

Proposed Public Realm Typologies

The Proposed Public Realm Typologies Parameter Plan defines the location of public realm typologies across the Site.



Proposed Public Realm Typologies Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.33 Public realm typologies

The public realm typologies in the Proposed Public Realm Typologies Plan are defined in the Design Code.

Information for the use of the Parameter Plan.

- Refer to Sitewide / Landscape / Inclusivity and movement.



SW.P.34 Public realm typology mix

Public realm typologies overlap in some locations.

Information for the use of the Parameter Plan.

- Refer to Sitewide / Landscape / Spaces and routes.

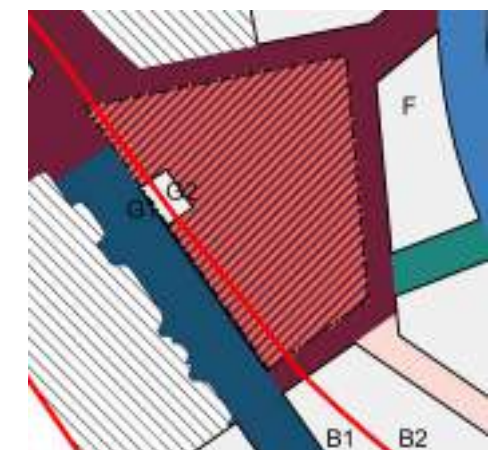


Public Realm Typologies Plan (excerpt)

SW.P.35 Minimum size of Table Park

Design **must** achieve the minimum extents of the Table Park as shown on the Parameter Plan.

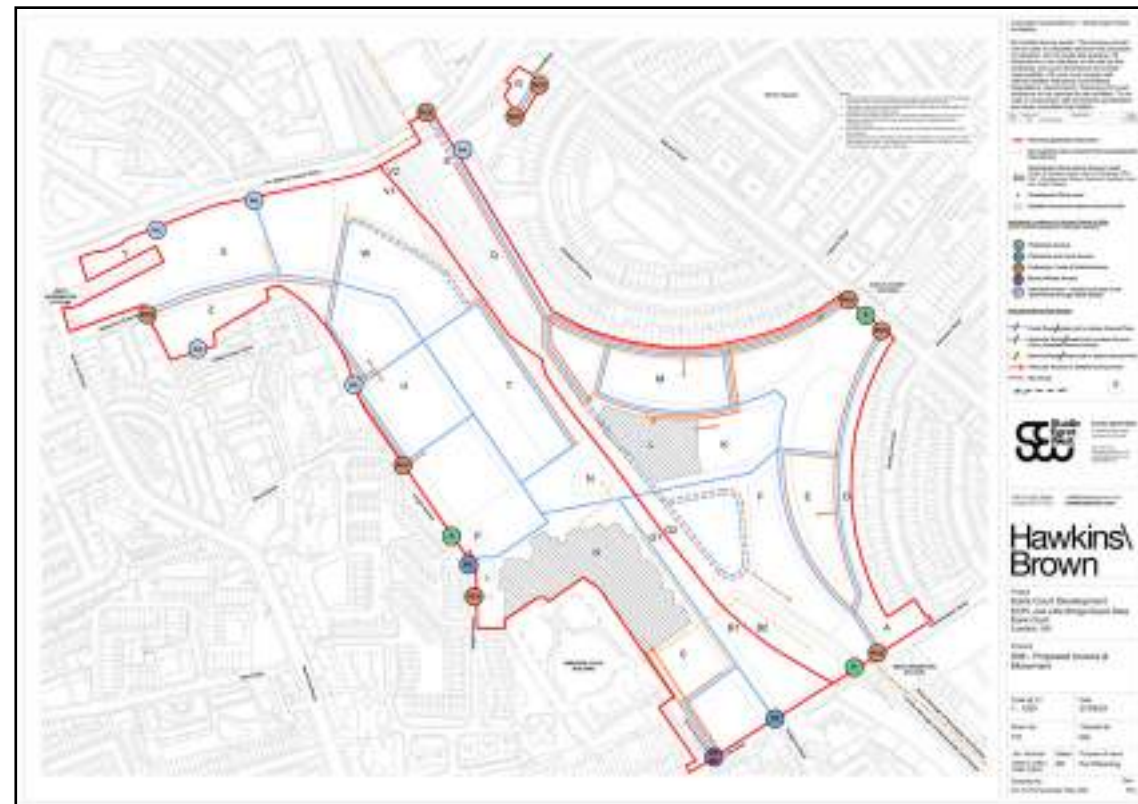
To ensure a minimum provision of a park in the public realm.



Public Realm Typologies Plan (excerpt)

Proposed Access & Movement

The Proposed Access and Movement Parameter Plan shows the access points between the existing and proposed movement network. Key routes are shown within the Planning Application Boundary.

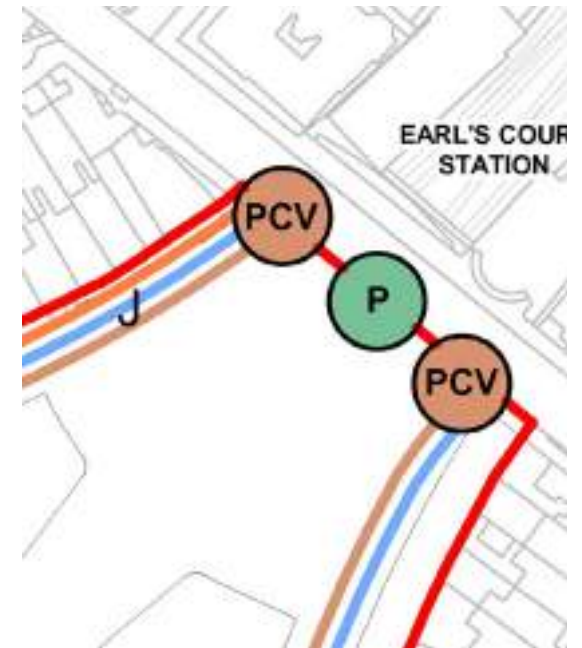


Proposed Access and Movement Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.36 Location of access

Locations of access points into the Site are illustrated with a coloured circle. Their location is indicative only.

Information for the use of the Parameter Plan.

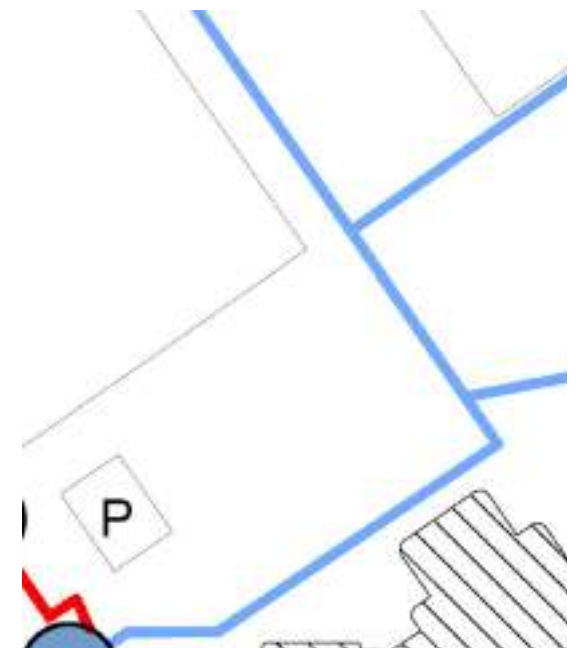


Access and Movement Parameter Plan (excerpt)

SW.P.37 Location of routes within the Site

The location of movement routes within the Site is indicative only.

Information for the use of the Parameter Plan.



Access and Movement Parameter Plan (excerpt)

SW.P.38

Service routes

Vehicle routes can also accommodate servicing routes. Where Service route is shown, only service vehicles are permitted.

Information for the use of the Parameter Plan.

- Cycle route/undercroft or below Ground Floor
- Vehicular route/undercroft or below Ground Floor (including service access)
- Service route/undercroft or below Ground Floor



Access and Movement Parameter Plan (excerpt)

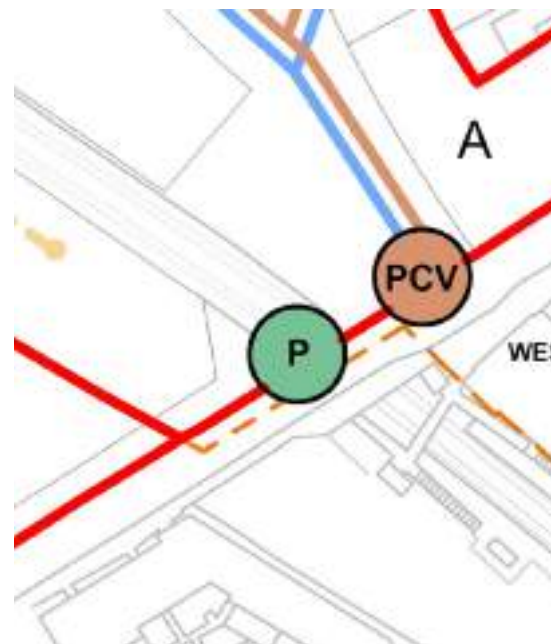
SW.P.39

Pedestrian routes

Pedestrian access routes are not shown within the Planning Application Boundary.

Information for the use of the Parameter Plan.

- ▶ Refer to Sitewide / Landscape / Inclusivity and movement.



Access and Movement Parameter Plan (excerpt)

SW.P.40

Vehicular access to Detailed Components

Where shown on the Parameter Plan, vehicular access to the Detailed Components **must** be provided. This is shown up to the Detailed Component boundary, routes are not shown within Detailed Component boundaries. Further detail can be found in the Detailed Component of the Planning Application.

To ensure access to the Detailed Component of the Planning Application.



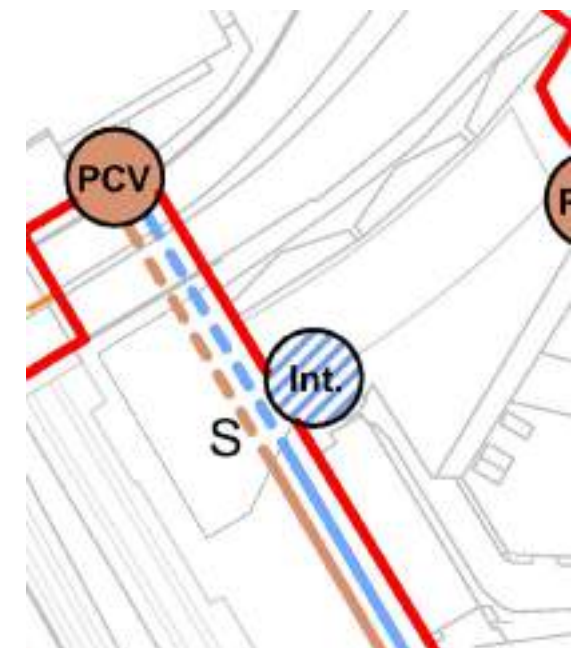
SW.P.41

Cluny Mews

Design **should** include enhanced and/or focussed consultation with residential neighbours and/or St Cuthbert's Church.

To pursue a connection between St Cuthbert's Lane and Cluny Mews.

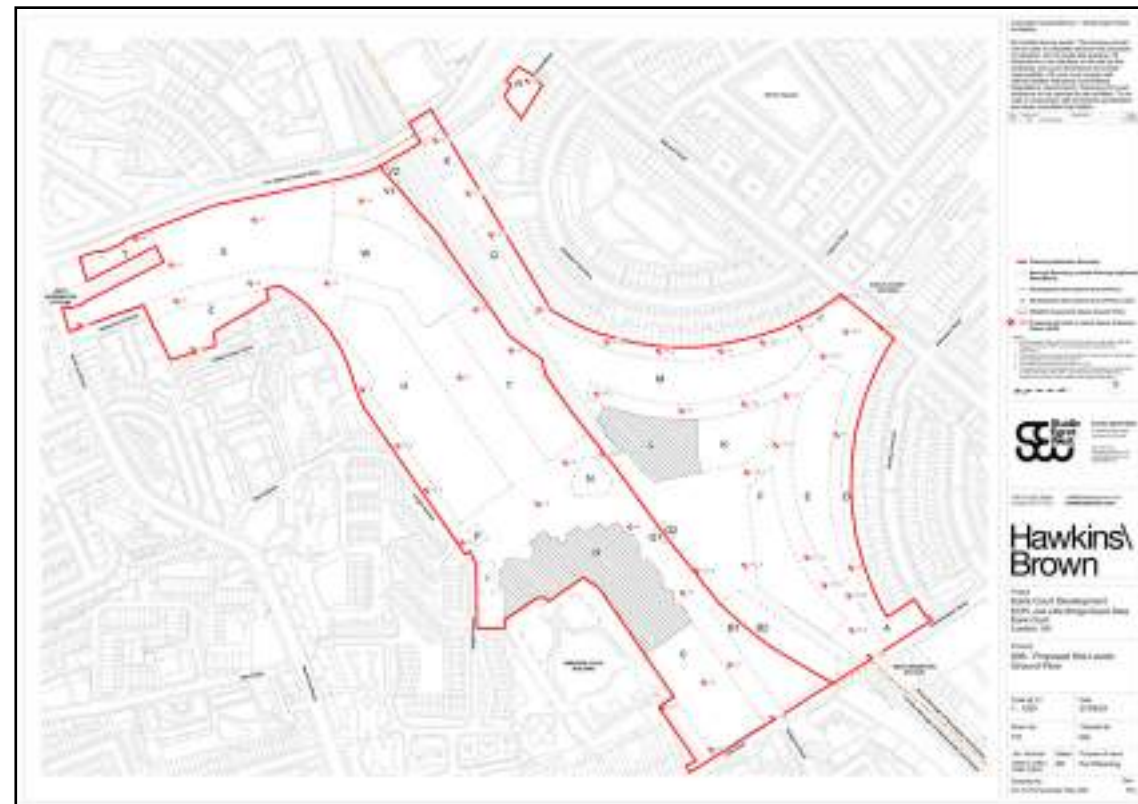
- Cycle route/undercroft or below Ground Floor
- Vehicular route/undercroft or below Ground Floor (including service access)
- Service route/undercroft or below Ground Floor



Access and Movement Parameter Plan (excerpt)

Proposed Site Levels Ground Floor

The Proposed Site Levels Ground Floor Parameter Plan indicates proposed Site levels within the public realm.



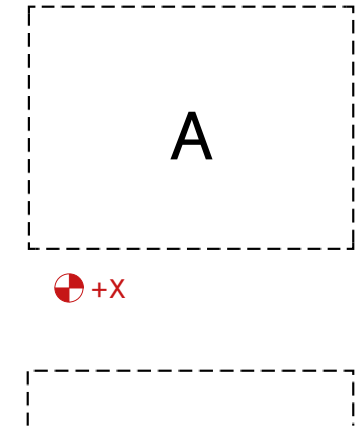
Proposed Site Levels Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.42

Proposed Site levels in the public realm

Spot levels indicate Proposed Ground Finished Floor Levels (AOD) of the public realm, within a tolerance of +/- 1m.

Information for the use of the Parameter Plan.



 +X Proposed site level

Proposed Site Levels Below Ground Floor

The Proposed Site Levels Below Ground Floor Parameter Plan indicates proposed Site levels below Ground Floor, Development Zones at lower ground level and possible areas of basement.



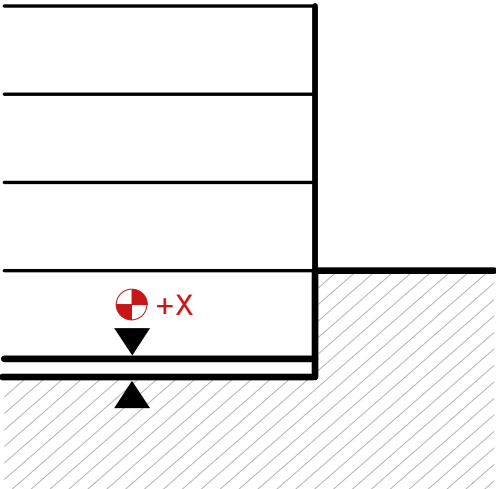
Proposed Site Levels Below Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.43

Indicated level of Lower Ground and possible areas of basement

In the event of basement or lower Ground Floor development being provided within a Development Zone, then the spot levels indicated **must** be interpreted as Finished Floor Level (FFL). A further 1m of slab build up will exist below this level. Below Ground levels are fixed and no limit of deviation is possible.

Information for the use of the Parameter Plan.



Maximum excavation level
= 1m below FFL

+X Proposed site level
(Finished floor level/FFL)

SW.P.44

Indicative break in Development Zone below Ground Floor

Where indicated, development at below Ground Floor level **must** provide breaks. This break must leave a distance of at least 15m where indicated with a dashed line, and within the hatched zone.

To safeguard environmental conditions, such as water infiltration.



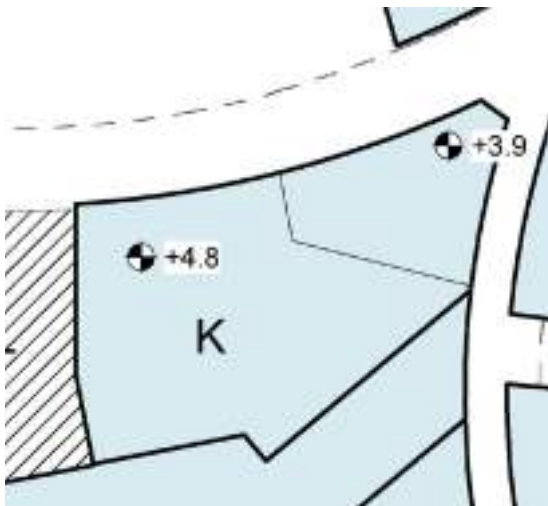
Breaks in below Ground Floor Development Zones

SW.P.45

Change in level

A thin black line within a Development Zone indicates a change in the Finished Floor Level (FFL), such as shown in Development Zone K.

Information for the use of the Parameter Plan.



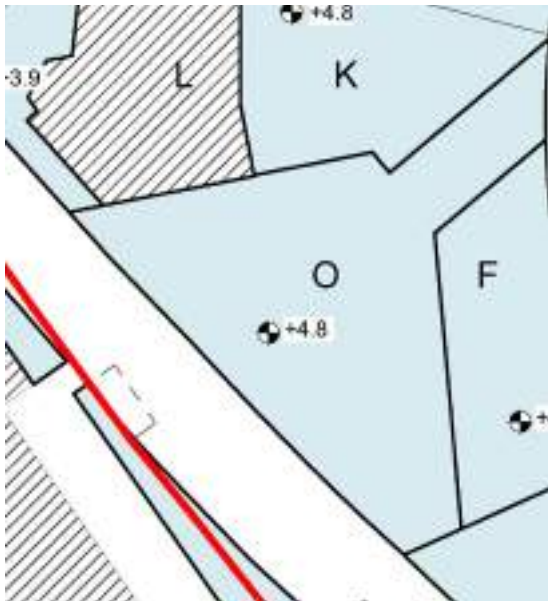
Change in level below Ground Floor

SW.P.46

Development Zone O

Development Zone O is located below Ground Floor, and appears only on the Below Ground Floor Parameter Plans.

Information for the use of the Parameter Plan.



Development Zone O below Ground Floor

Proposed Land Use Below Ground Floor

The Proposed Land Use Below Ground Floor Parameter Plan indicates land use below Ground Floor.



Proposed Land Use Below Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.47

Development Zone below public realm

Development Zones B1 and B2 include the section highlighted. This sits beneath the public realm, and beneath the indicated location of Development Zone G.

Information for the use of the Parameter Plan.



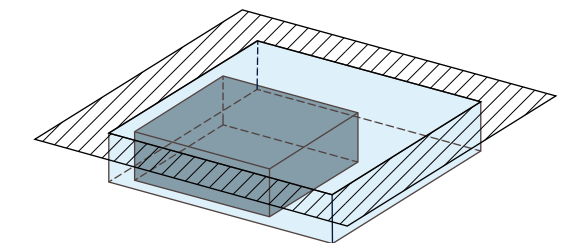
Development Zone below public realm

SW.P.48

Quantum of below ground development

The Parameter Plan indicates the areas where below Ground Floor development is allowed. However, the maximum extent of below Ground Floor development is smaller than the footprint shown and the quantum of development is controlled by the Development Specification.

Information for the use of the Parameter Plan.



- //// Ground floor
- Development Zone (below Ground Floor)
- Indicative below Ground Floor development

SW.P.49 **‘Any permitted use’**

When specified as ‘any permitted use’, further information is included in detail in the Development Specification. This document defines the maximum quantum per use per Development Zone.

Information for the use of the Parameter Plan.

Development Zone (below Ground Floor, any permitted use)

A

Development Zone (below Ground Floor) name

Detailed Component (below Ground Floor)

Development Zone (above Ground Floor) boundary

Area below ground excluded from Planning Applications

Level change within Development Zone (below Ground Floor)

Notes:

1. All Parameter Plans (EC.PA.B) to be read in conjunction with the Design Code (EC.PA.C) and Development Specification (EC.PA.A).

2. This plan does not present information for approval for areas within the Detailed Component Boundary.

3. Development Zone flexibility and limits of deviation are described in the Parameter Plan 004 - Development Zones, Maximum Building Lines and Public Realm, and apply to this plan.

Proposed Land Use Ground Level and Upper Levels

The Proposed Ground Floor and Upper Levels Land Use Parameter Plans indicate the predominant land use within Development Zone boundaries.



Proposed Lane Use Ground Floor (top) and Upper Levels (bottom) Parameter Plans
 These images are for illustration purposes only.
 Please refer to updated, full scale Parameter Plan drawings.

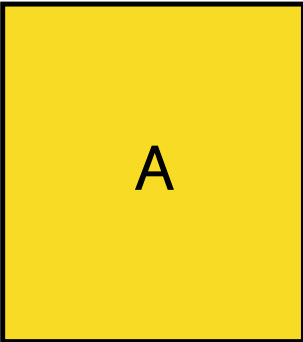
SW.P.50

Predominant land use

The land use indicated within the Development Zone boundary shows the predominant land use.

Information for the use of the Parameter Plan.

Refer to Development Specification (EC.PA.A).



Predominant use

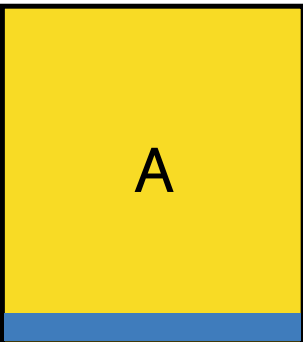
SW.P.51

Other permitted uses along frontages at Ground Floor

Where indicated with a single thick line, active uses **should** be considered at ground level.

To animate the public realm.

Refer to Development Specification (EC.PA.A).



Predominant use

Other uses permitted along frontages at ground level (see Development Specification for other use(s))

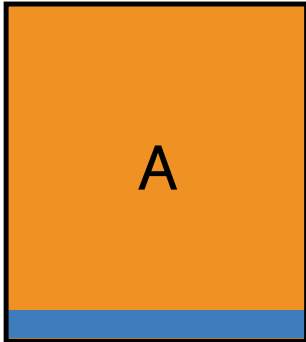
SW.P.52

Cultural uses

Where indicated with a predominantly solid orange fill, cultural use **must** be provided and be the predominant use. This could be in combined with other uses.

To ensure alignment with the Cultural Strategy.

Refer to Development Specification (EC.PA.A).



- Predominantly Cultural use
- Other uses permitted along frontages at ground level (see Development Specification for other use(s))

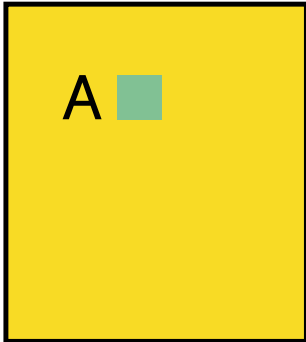
SW.P.53

Flexibility for other predominant uses

Where indicated with a coloured square, there is flexibility for other predominant uses within the Development Zone where permitted by the Development Specification use allocation.

Information for the use of the Parameter Plan.

Refer to Development Specification (EC.PA.A).



- Predominant use
- Alternative use (see Development Specification for other use(s))

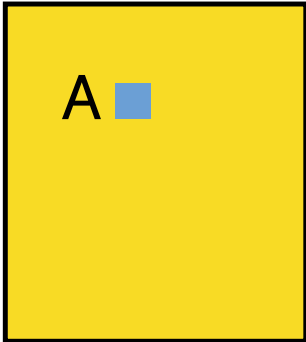
SW.P.54

Flexibility for residential predominant uses

Residential uses could also incorporate alternative residential types such as Later living or Co-Living where permitted by the Development Specification use allocation.

Information for the use of the Parameter Plan.

Refer to Development Specification (EC.PA.A).



- Predominant use
- Alternative use (see Development Specification for other use)

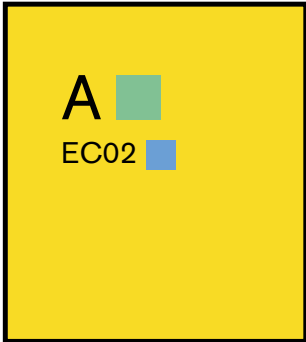
SW.P.55

Flexibility for other predominant uses (Development Zones and Plots)

Where indicated with a coloured square next to a Development Zone name, the alternative uses apply to the Development Zone. Where indicated with a coloured square next to a Plot name, the alternative uses apply to the Plot.

Information for the use of the Parameter Plan.

Refer to Development Specification (EC.PA.A).



- Predominant use
- A

Development Zone name
- EC02

Plot name
- Alternative use (Development Zone)
- Alternative use (Plot)

Urban Design Plan

The Urban Design Plan indicates different routes, areas of public realm and open space as well as key urban design principles (as described by Sitewide landscape and built form codes).



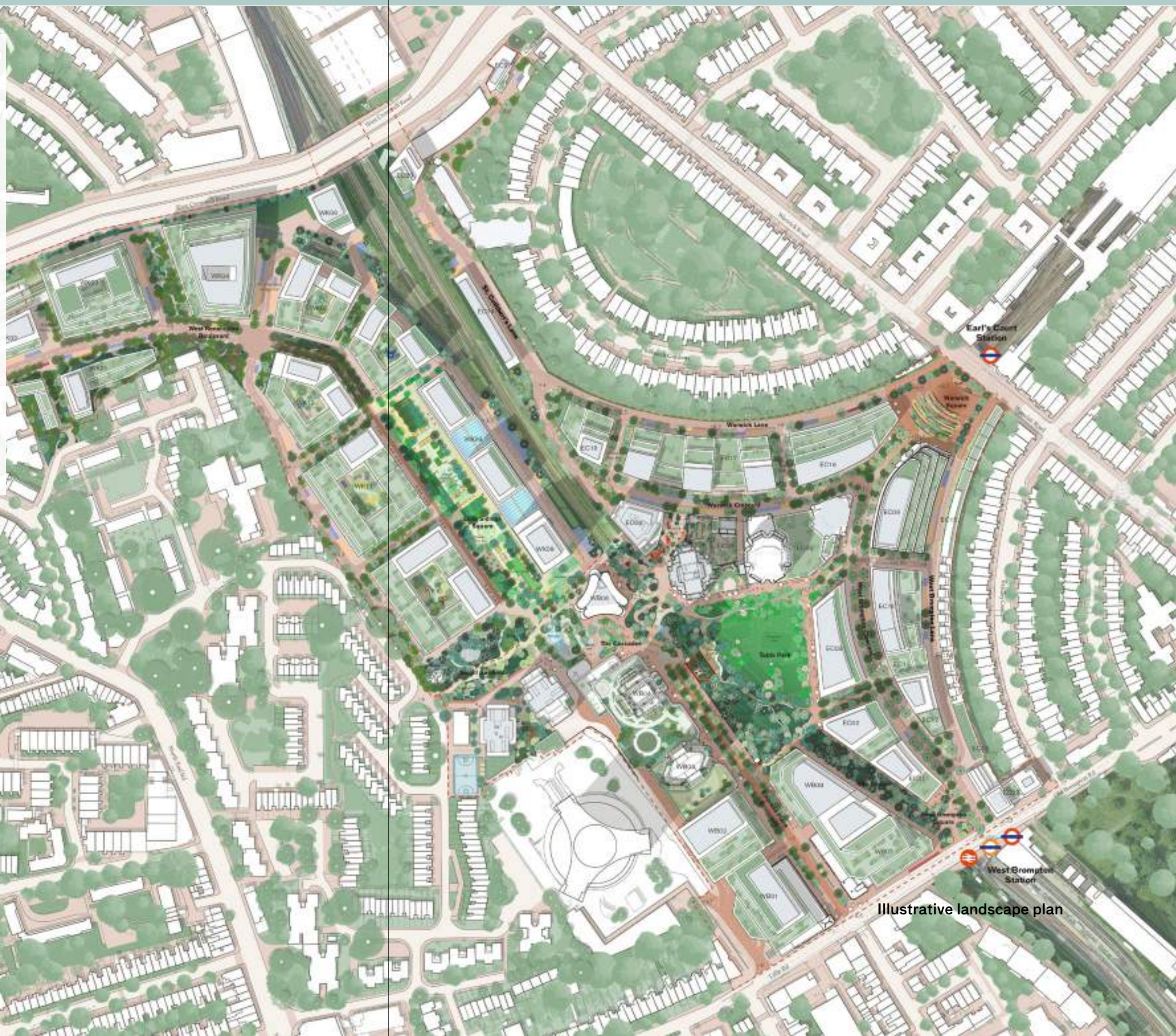
Urban Design Plan.
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.



Landscape Overview

A celebration of nature's ability to connect and revive. Inspired by Earls Court's history of horticulture, pleasure gardens and showcase, a series of Exhibition Gardens creates a landscape full of discovery and surprise.

Each public open space has an important role to play within the landscaped network. Conceived as a series of Exhibition Gardens, the different spaces respond to their location and context, whilst allowing people to move through the Site intuitively. The unique character and identity of each space informs the approach to biodiversity but also demonstrates the numerous ways in which people and nature can coexist.



Illustrative landscape plan

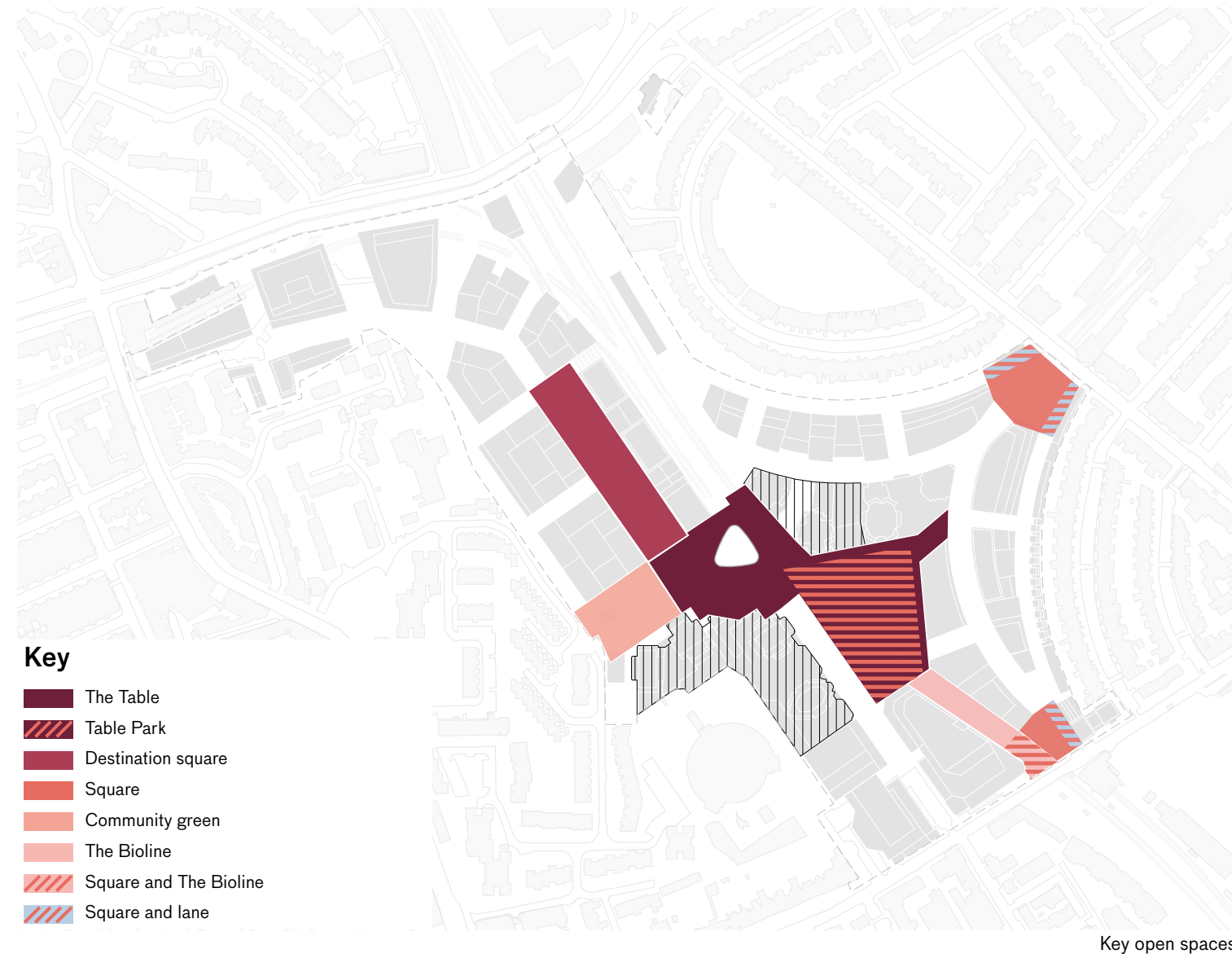
Spaces and Routes

SW.L.1 Spaces

The design of the key open spaces forming the public realm **must** align with the typologies illustrated in the diagram below.

To ensure the public realm is diverse and legible.

- ▶ Refer to relevant Character Areas for additional information on these spaces.
- ▶ Refer to Proposed Public Realm Typologies Parameter Plans (EC.PA.B)



SW.L.2 The Table

The Table **must** create a multi-layered area of public realm, encouraging a variety of activities and comprised of different zones with their own unique characteristics.

To support the public realm hierarchy and offer a variety of spaces with unique characteristics.

- ▶ Refer to The Table / Landscape.



Illustrative view, the Table

SW.L.3 Table Park

The Table Park is a component of the Table and **must** combine amenity for users with biodiverse green spaces.

To support the public realm hierarchy and offer a variety of spaces with unique characteristics.

- ▶ Refer to The Table / Landscape.



Illustrative view, Table Park

SW.L.4 Destination square

The destination square **must** provide a generous area with a flexible design suitable for events. It should offer a balance of hardscape with generous planting that incorporates play. It is a destination for visitors and is informed by its industrial heritage.

To support the public realm hierarchy and offer a variety of spaces with unique characteristics.

► Refer to Lillie Sidings / Landscape.



Illustrative view, Lillie Sidings Square

SW.L.5 Squares

The squares **must** create a sense of welcome and arrival. They should integrate and respond to the adjacent context.

To support the public realm hierarchy and offer a variety of spaces with unique characteristics.

► Refer to West Brompton / Landscape.



Illustrative view, Warwick Square

SW.L.6 Community green

The community green **must** provide a welcoming space to the west of the Site. It is a community focused, richly planted, playful landscape.

To support the public realm hierarchy and offer a variety of spaces with unique characteristics.

► Refer to Aisgill Gardens / Landscape.



Illustrative view, Aisgill Gardens

SW.L.7 The Bioline

The Bioline **must** provide a richly planted, biodiverse connection that prioritises nature.

To connect to existing areas of ecological value.

► Refer to The Table / Landscape.



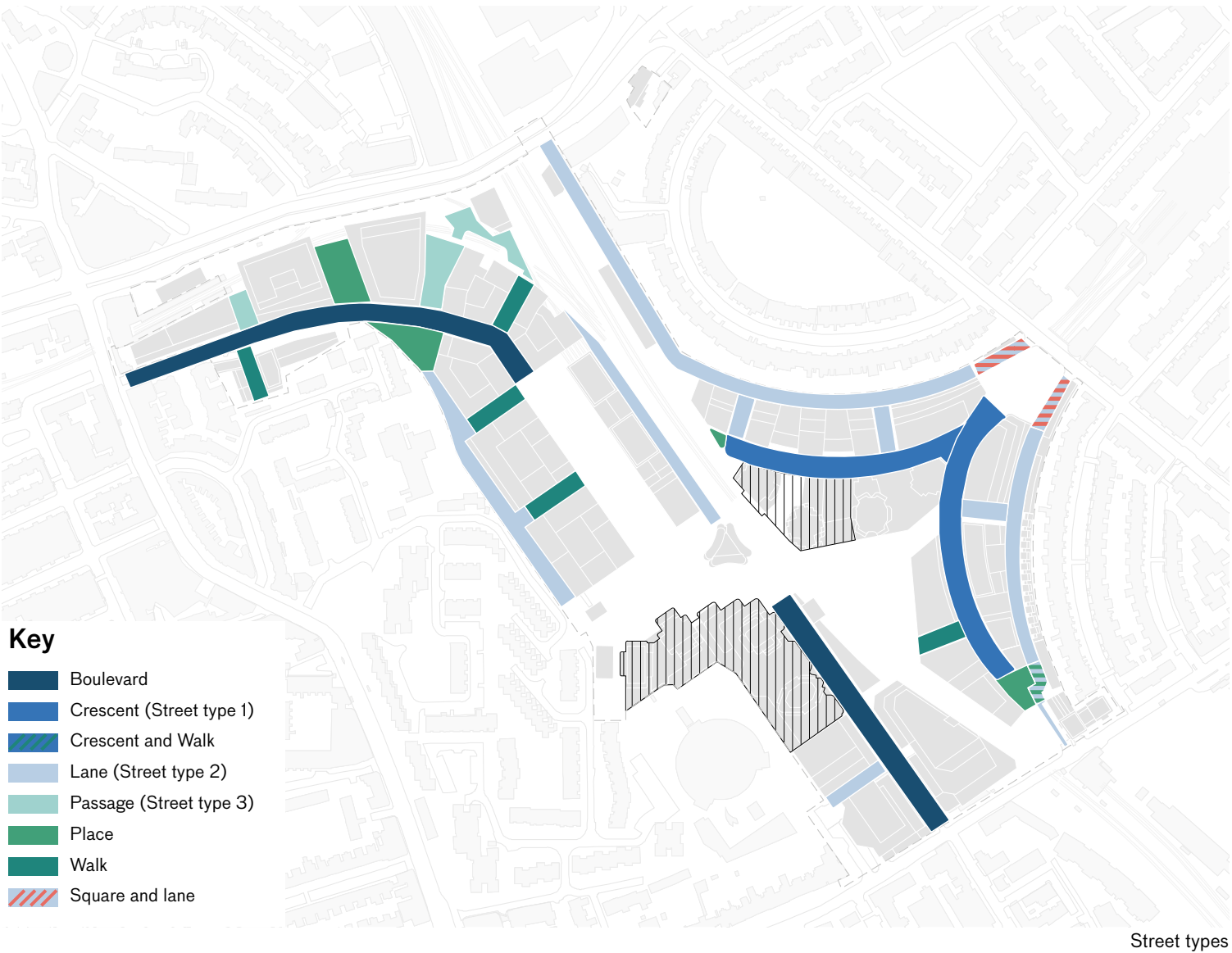
Illustrative view, the Bioline

SW.L.8 Routes

The design of the streets forming the public realm **must** align with the typologies illustrated in the diagram below.

To ensure the public realm has a clear hierarchy that makes it diverse and legible.

- ▶ Refer to relevant Character Areas for additional information on streets.
- ▶ Refer to Proposed Public Realm Typologies Parameter Plan (EC.PA.B).

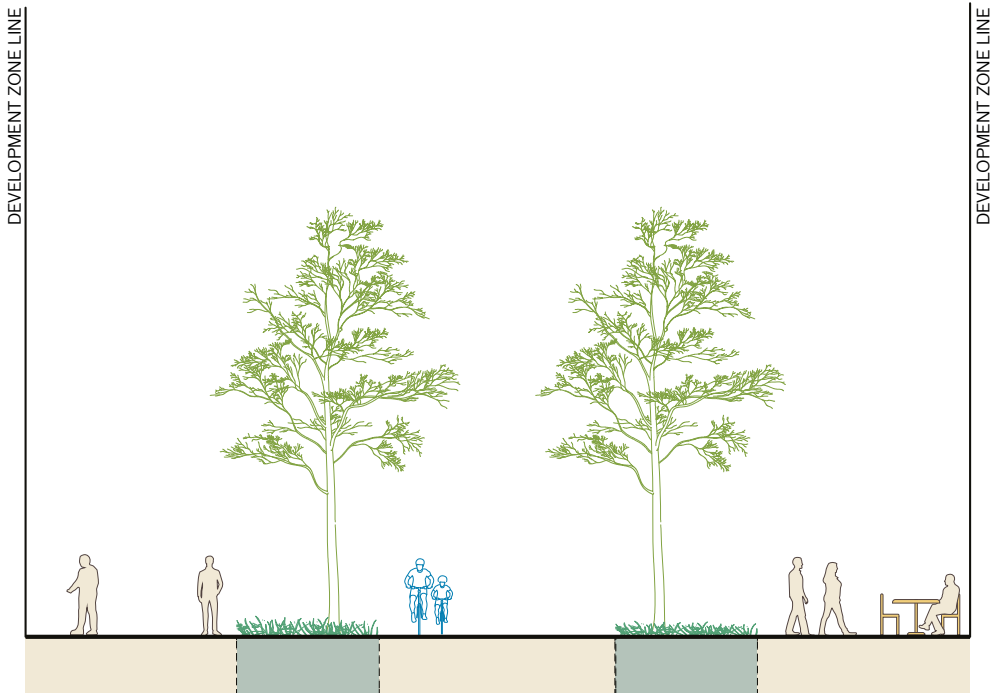


SW.L.9 Boulevard

Boulevards **must** have pedestrian footpaths on either side of a central movement route, supported by planting on at least one side.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



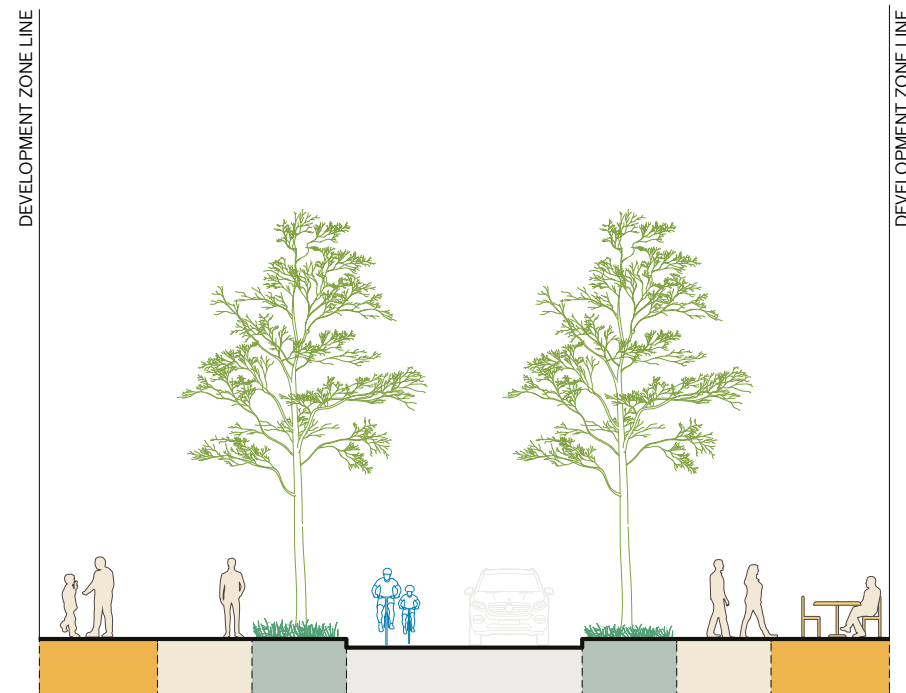
Illustrative street section, Boulevard

SW.L.10 Crescent (Street type 1)

Crescents **must** have pedestrian footpaths and planting on either side of a central movement route. It should be reflective of local traditional tree-lined streets.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



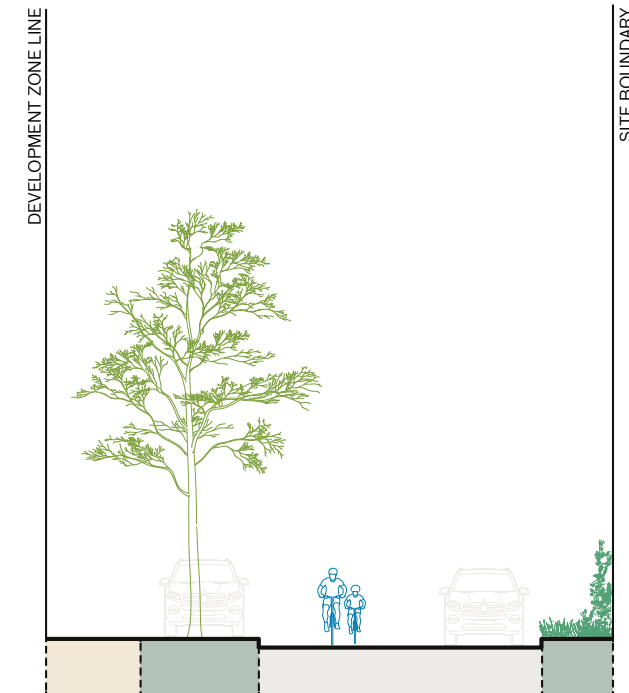
Illustrative street section, Crescent

SW.L.11 Lane (Street type 2)

Lanes **must** have a pedestrian footpath on at least one side of a central movement route. Lanes should have planting, where possible.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



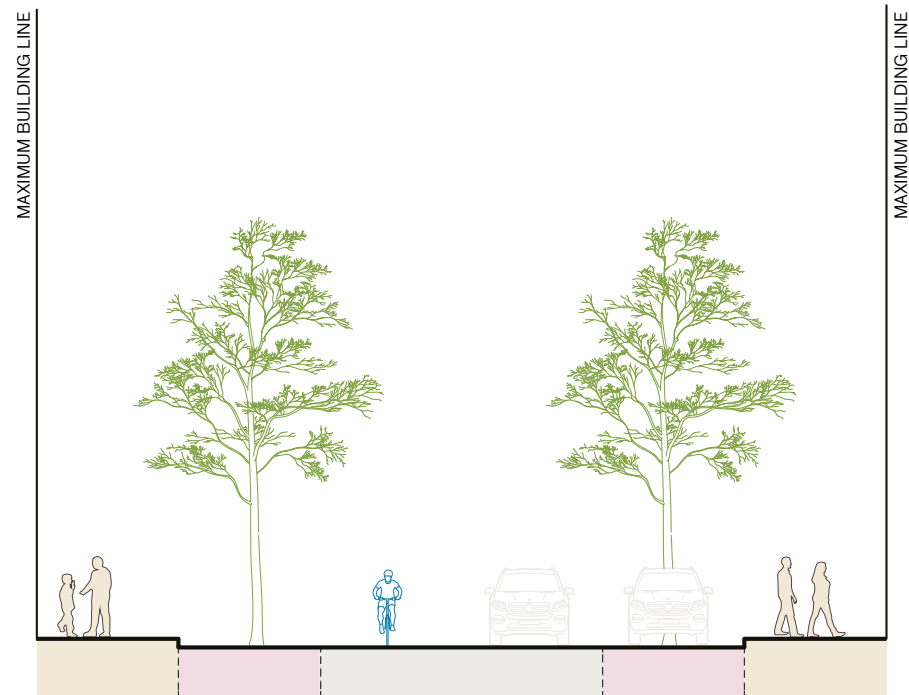
Illustrative street section, Lane

SW.L.12 **Passage (Street type 3)**

Passages **must** have a pedestrian footpath on at least one side of a central movement route. The central movement route should enable access to adjacent plots. Passages should include planting, where possible.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



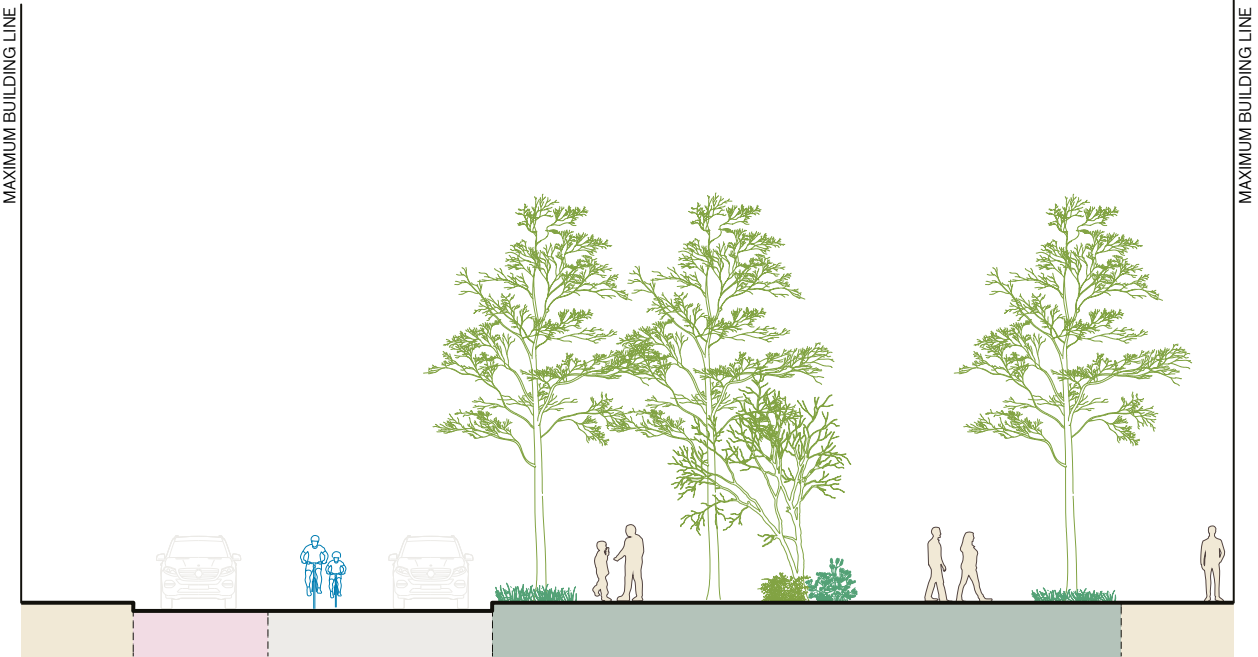
Illustrative street section, Passage

SW.L.13 **Place**

Places **should** maximise planting, include pedestrian footpath(s) and explore opportunities for play and habitat creation.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



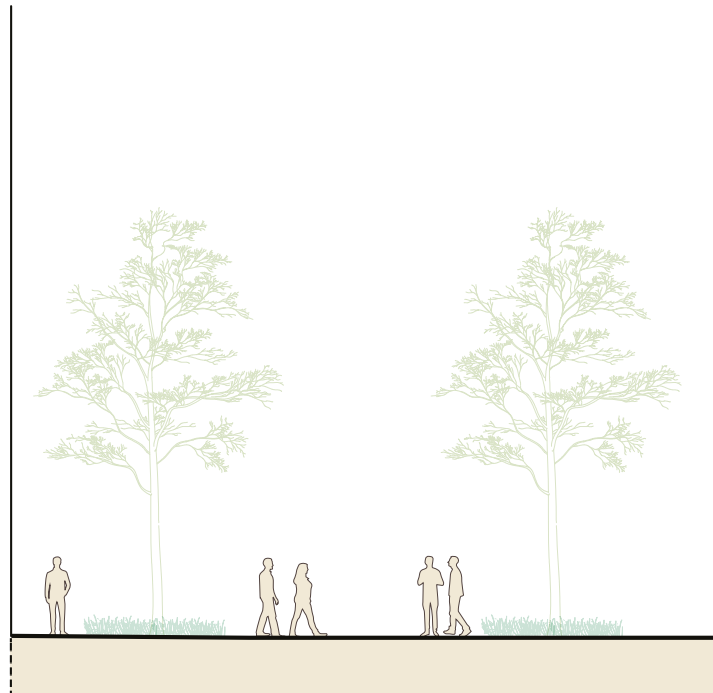
Illustrative street section, Place

SW.L.14 **Walks**

Walks **must** be vehicle-free, except for emergency vehicles, maintenance and controlled servicing. They must have space for pedestrians, cyclists and planting, where possible.

To support the public realm hierarchy and offer a variety of street types with unique characteristics.

- ▶ Refer to relevant Character Areas for additional information on streets, including illustrative and control dimensions.



Illustrative street section, Walk

Inclusivity and Movement

SW.L.15 Inclusive design

Design **must** be inclusive, placing people at the heart of the process, acknowledging diversity and difference and considering the needs of different groups, including older people, children or people who experience sensory/neurological processing differences.

To ensure the design is inclusive for all users.

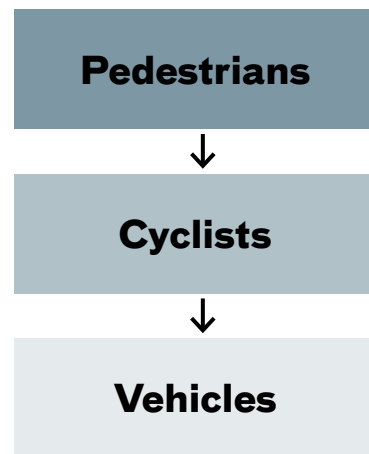


Public Realm Inclusivity Panel (PRIP) workshop

SW.L.16 A focus on active travel

Design **must** prioritise active travel. Where different forms of movement -i.e. pedestrian, cycling and vehicular - coincide, priority should be given to pedestrians over cyclists and both over vehicles.

To create an environment that fosters active travel.



Order of priority

SW.L.17 Inclusive and navigable

The pedestrian network **must** be designed as inclusive as possible providing easy navigation throughout the Site, short and direct routes to facilities and services, and offering a sense of safety to all users of the public realm.

To ensure the Site is easily navigable for all users.

SW.L.18 Maximise access

Design – including vertical circulation – **must** provide comfortable access to all parts of the Site, its facilities, and services for visitors, residents and other users with a wide range of different requirements, in accordance with best practice guidance for inclusive design.

To ensure that the Site is accessible to all.

SW.L.19 Catering for different needs

The public realm **must** provide a variety of spaces for rest, play, gathering or connecting with nature.

To ensure the public realm caters to a wide range of needs.

SW.L.20 Meet standards and be responsive to evolving good practice

Design **must** ensure that required standards for accessibility are met and respond to the evolving good practice guidance and social expectations about meeting the needs of disabled people.

To ensure that the proposal meets today's standards and is responsive to future good practice.



Public Realm Inclusivity Panel (PRIP) workshop

SW.L.21 Provision of public toilet facilities

Public toilet facilities **should** be provided. These should be easily accessible from key areas of public realm.

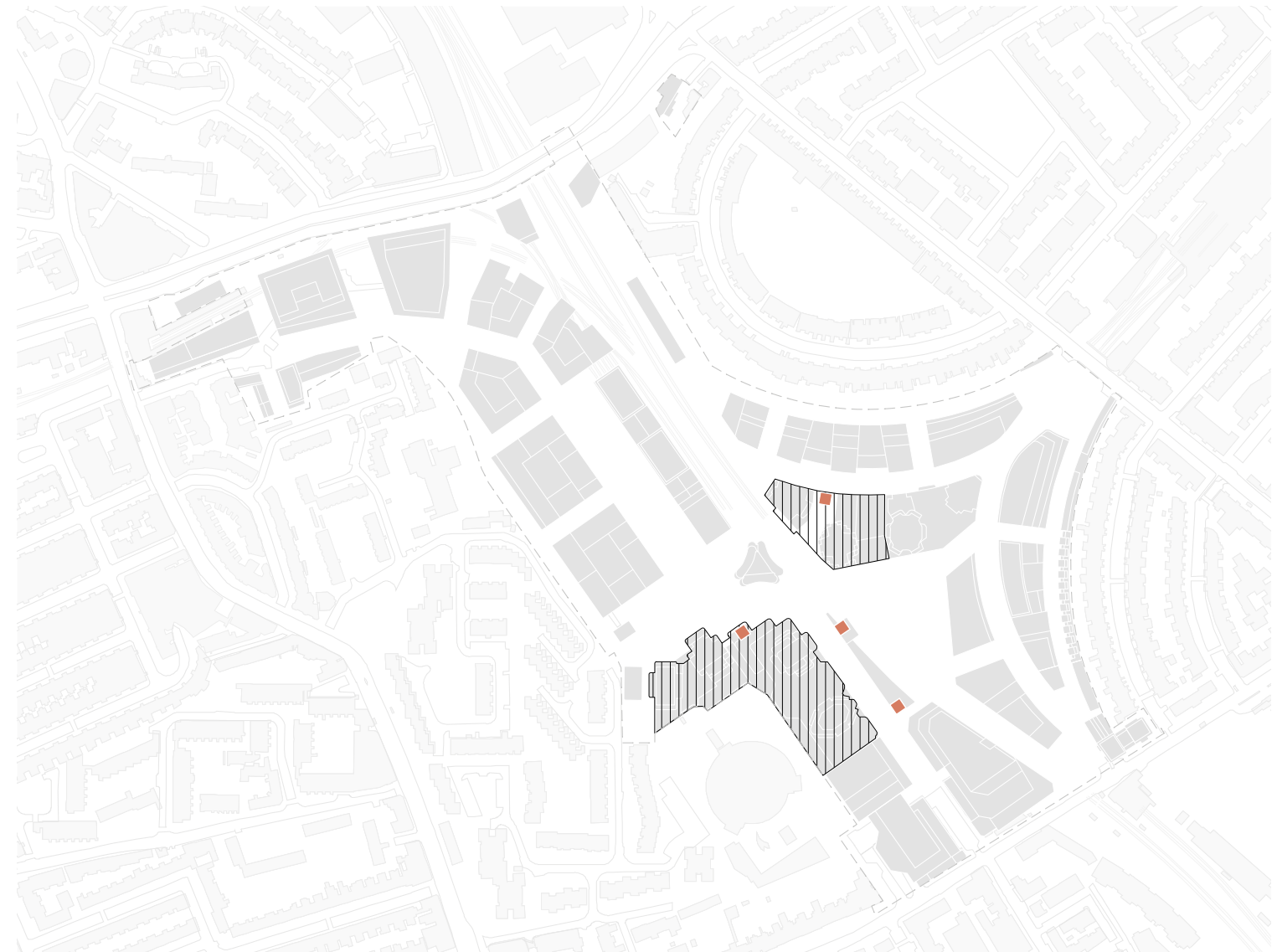
To provide public toilet amenities and ensure it is accessible.

SW.L.22 Use of lifts in the public realm

Accessible connections **must** be provided between different levels in the public realm. These connections should include lifts. Lifts could be located as suggested by the diagram below.

To facilitate connection between the different levels.

▶ Refer to The Table / Landscape, The Table / Built form / Pavilion and Empress Place / Built form / Table Edge.

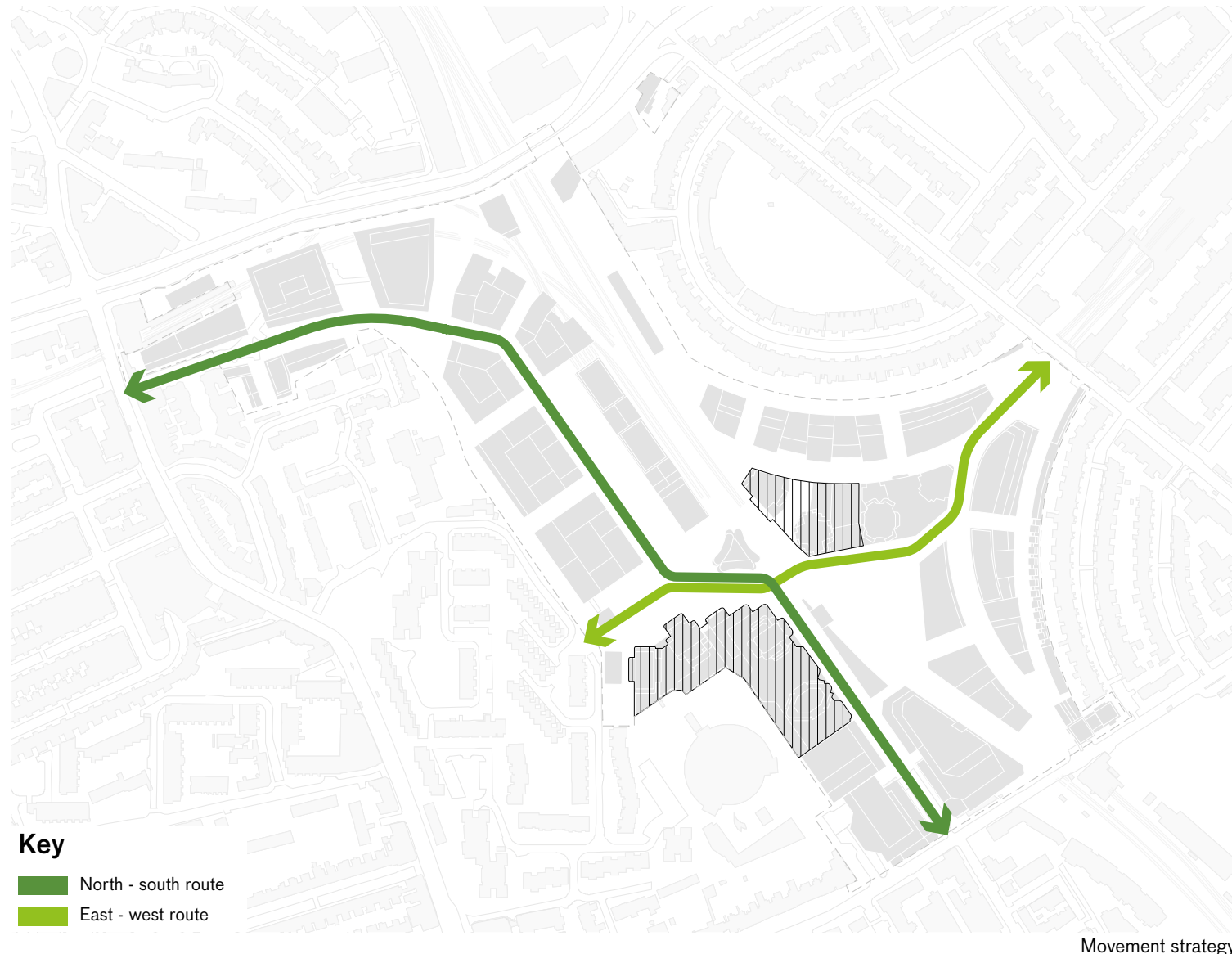


Indicative location of lifts including Detailed and Outline Components

SW.L.23 Key routes

The public realm **must** deliver the key routes and ensure they are legible.

To provide meaningful connections through and around the Site.



SW.L.24 North - south route

The public realm **must** provide a clear and legible north-south route through Empress Place and the Table Character Areas linking with the east-west route at all phases of the development. Legibility and wayfinding across the different Character Areas could be achieved through design coherence, signage as well as hierarchies on building façades.

To connect West Brompton station and Lillie Road with the east-west route.



Illustrative view, Empress Place Boulevard

SW.L.25 East - west route

The public realm **must** provide a clear and legible east-west route through West Brompton, the Table and Aisgill Gardens Character Areas. Legibility and wayfinding across the different Character Areas could be achieved through design coherence, signage as well as hierarchies on building façades.

To connect Earls Court with West Kensington Estate and North End Road, via the Table.



Illustrative view, the Cascades

SW.L.26 Pedestrian network

The public realm **must** deliver the key pedestrian routes.

To create a connected pedestrian network.

▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



SW.L.27 Vehicle-free

Vehicle-free routes **must** not support any vehicle access except emergency vehicles, maintenance and controlled servicing.

To ensure limited vehicles access Vehicle-free streets.



Vehicle-free route

SW.L.28 Pedestrian priority routes with vehicular access

Routes **must** prioritise pedestrians with comfortable, safe and green streets. Vehicle movement is allowed but should be reduced where possible.

To ensure pedestrians are prioritised across the Site.



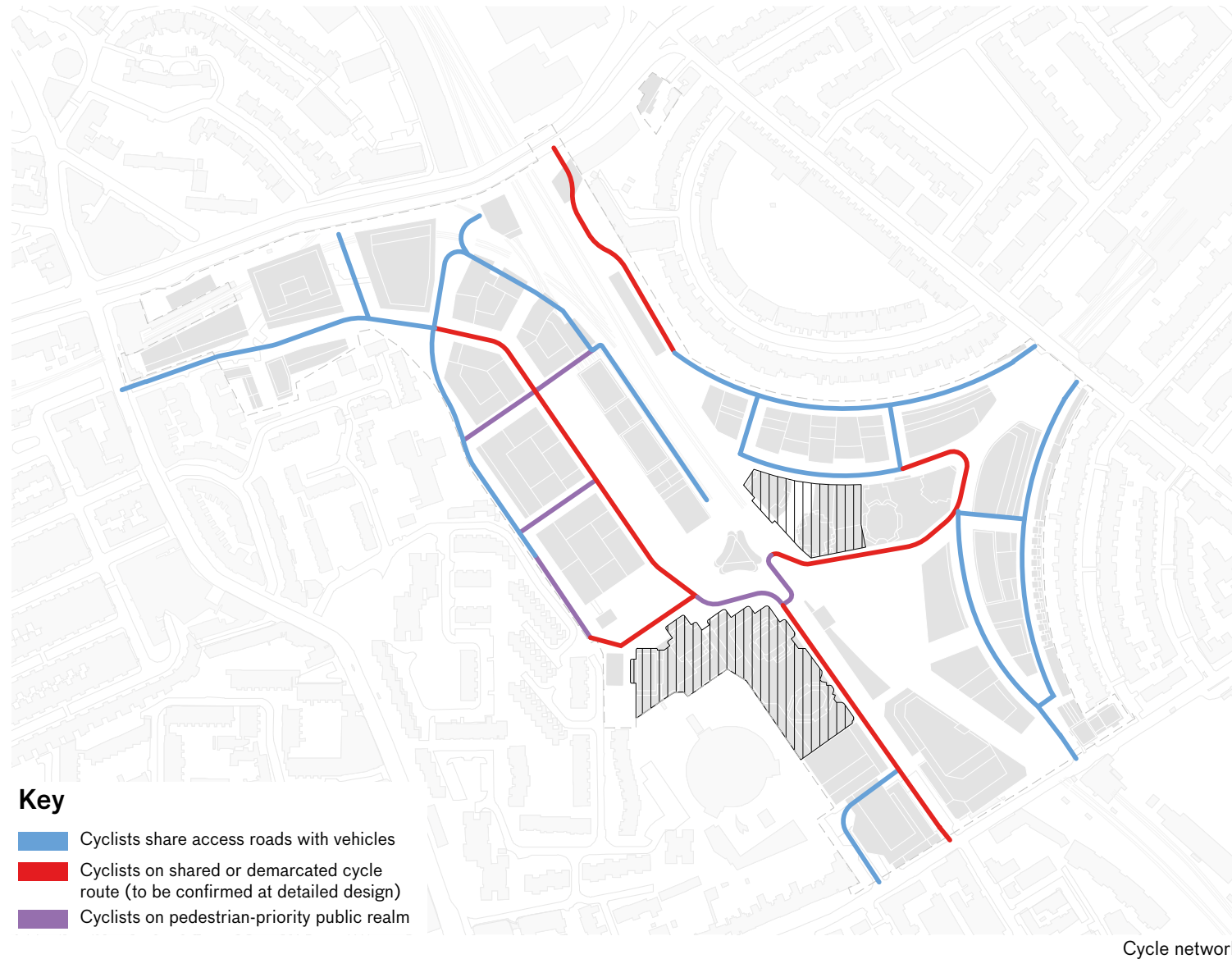
Comfortable pedestrian routes

SW.L.29 Cycle network

The public realm **must** deliver the key cycle routes.

To create a connected cycle network.

► Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



SW.L.30 Shared access roads

Cyclists **must** be able to ride safely on shared access roads. Types of delineation should be dictated by road safety considerations, such as signage or markings on central movement routes.

To prioritise cyclist safety.



Cycle safety on shared access routes

SW.L.31 Shared or demarcated cycle route

Routes **must** provide sufficient space for pedestrians and cyclists to move comfortably. Pedestrian safety must be ensured. Demarcation could be indicated for example by a change in material size or texture.

To provide a safe environment that prioritises pedestrian movement.



Cyclist on shared cycle route

SW.L.32 Cyclists on pedestrian-priority public realm

Where cycle routes are located on pedestrian-priority public realm, pedestrians **must** be prioritised. This could be achieved through the arrangement of planting and/or appropriate levels of lighting.

To encourage active travel throughout the public realm.



Cyclists on pedestrian led public realm

SW.L.33 Cycle parking

Cycle parking in the public realm **must** be visible, conveniently located and minimise impact on pedestrian desire lines.

To create safe and convenient cycle parking.

SW.L.34 Cycle-share parking

Where provided, cycle-share parking (such as Santander Cycles) in the public realm **must** be located at Site entrances and well-integrated into the public realm. Locations could include Warwick Square, West Brompton Square and West Kensington. The arrangement and size of parking should minimise disruption to pedestrian flows.

To create safe and convenient cycle parking.



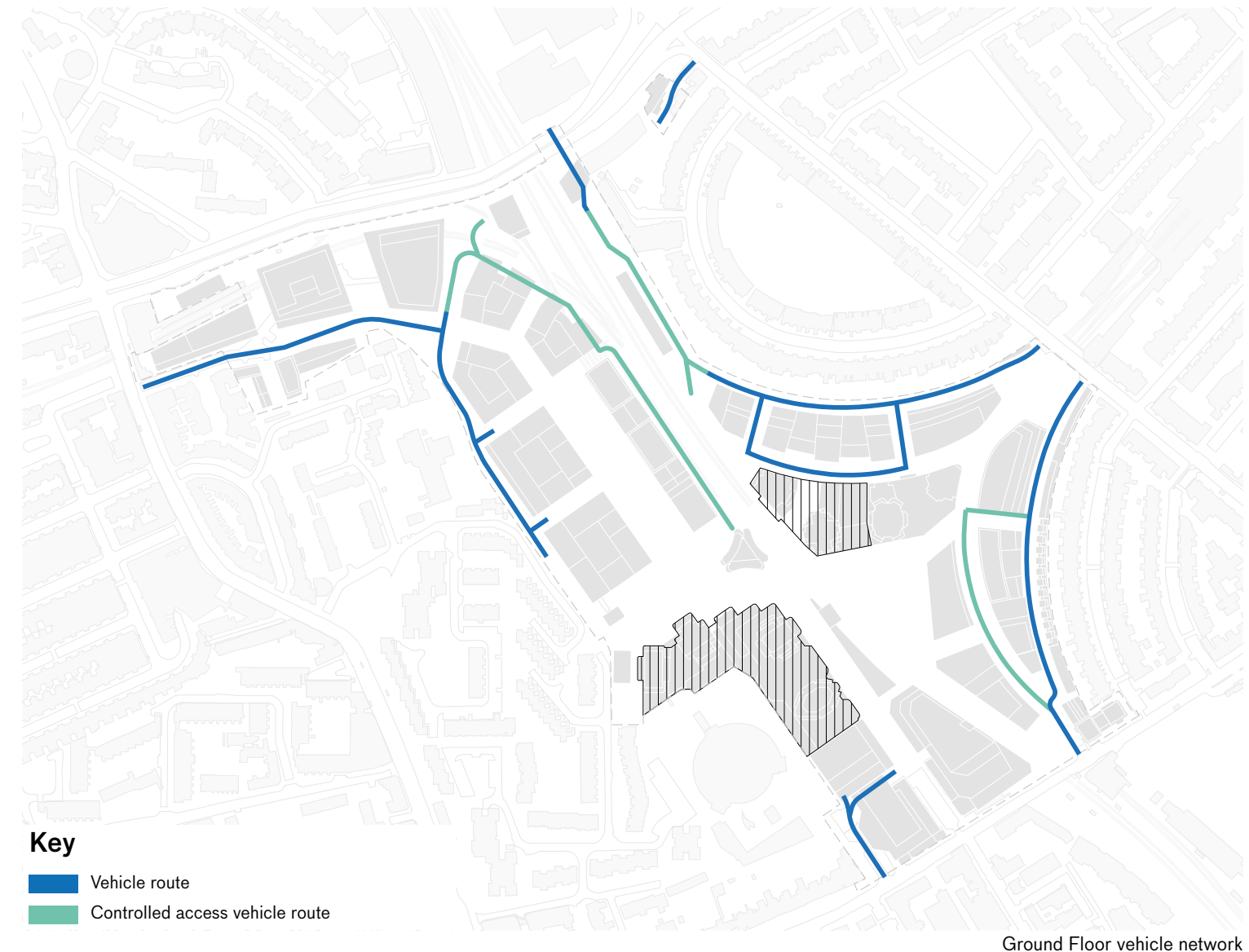
Cycle-share parking

SW.L.35 Vehicle network

The public realm **must** deliver key private vehicle and taxi routes, beyond which there should be no private vehicle access.

To prioritise a people-first public realm.

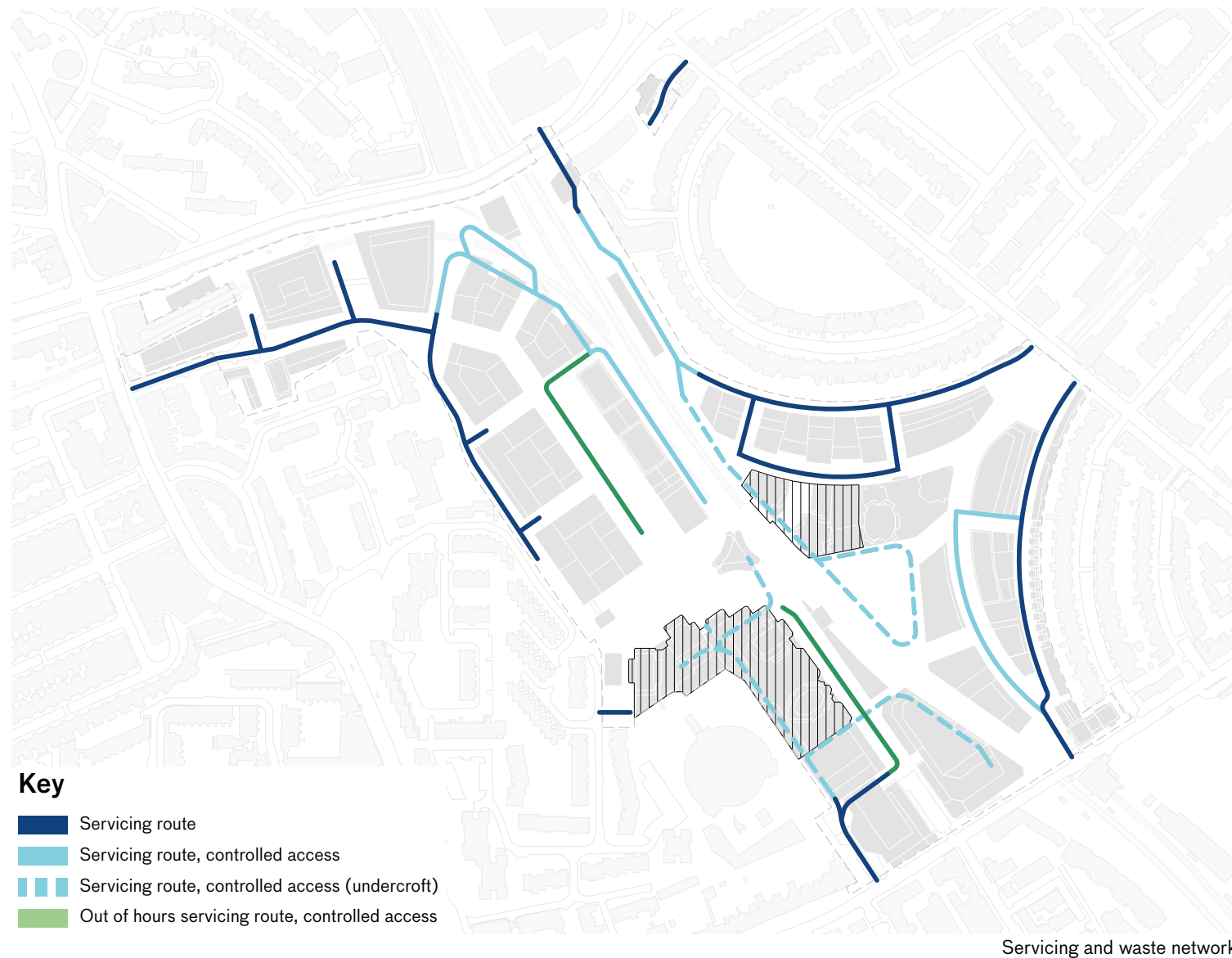
Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



SW.L.36 Servicing and waste network

The public realm **must** deliver key servicing and waste routes beyond which there should be no servicing vehicle access.

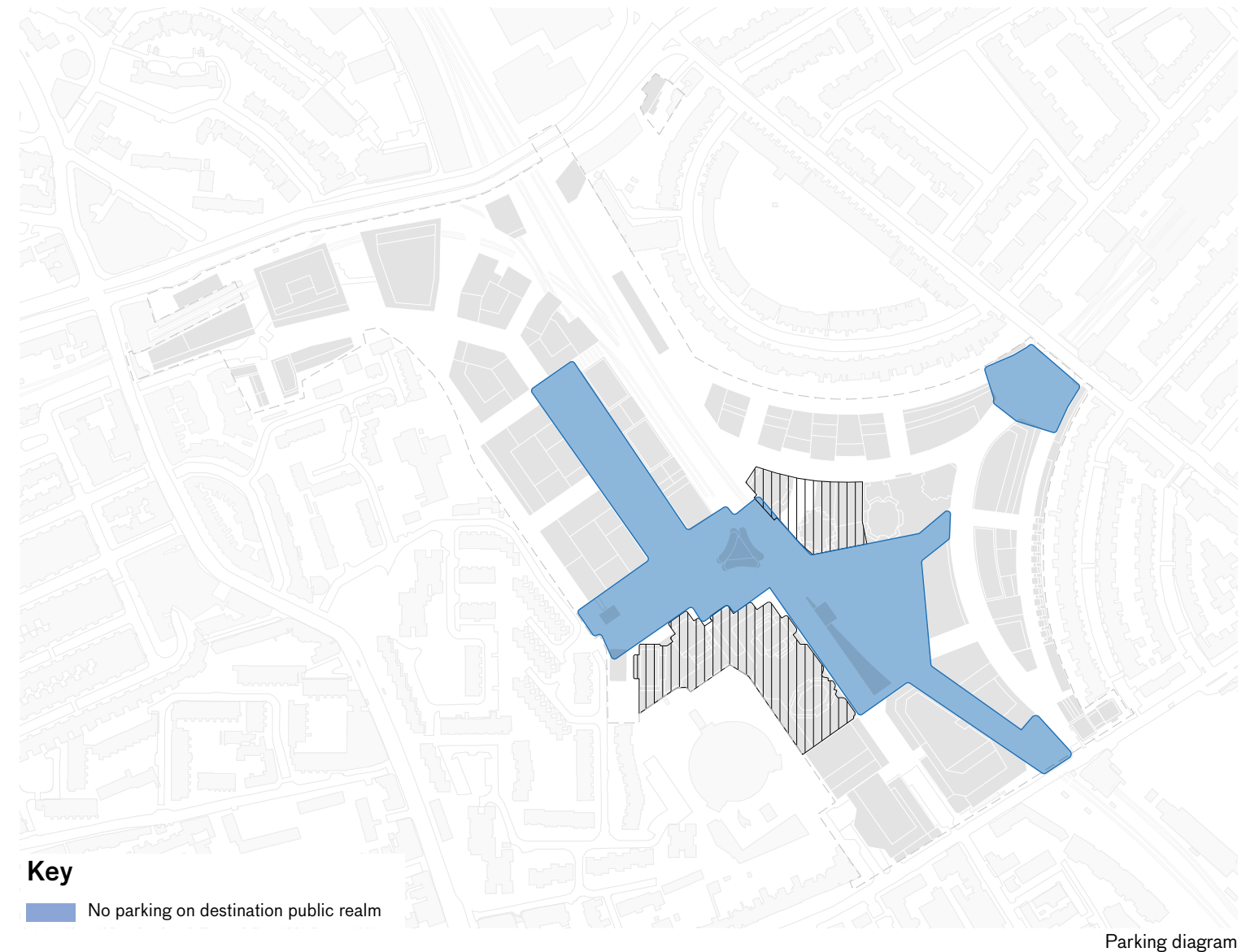
To prioritise a people-first public realm.



SW.L.37 Parking free areas

The location of parking **must** prioritise a vehicle-free public realm. Parking should be avoided where indicated in the diagram below.

To prioritise a people-first public realm.



SW.L.38 Controlled access design

Controlled access, preventing unauthorised vehicle movement, **must** be integrated into the public realm.

To ensure a holistic landscape design including functional elements.



SW.L.39 Slow-traffic measures

Slow-traffic measures, such as horizontal or vertical deflection (such as speed humps or sweeping layouts), **could** occur in the crescents or other streets, where appropriate.

To control vehicle speeds and reinforce pedestrian-priority places.

SW.L.40 Accessible parking

A footpath **must** be provided adjacent to Blue Badge parking spaces.

To ensure safety in the use of accessible parking spaces.



Illustrative landscape plan

SW.L.41 Clustered parking spaces

Large clusters of parking and loading bays **should** be avoided on streets.

To manage impacts of parking in the public realm.

SW.L.42 Location of on-street parking and loading bays

On-street parking and loading bays **must** be located to maximise planting zones and promote ease of pedestrian movement. This could be achieved between spaces or considering alignment to building entrances.

To prioritise a people-first public realm.



Planting between parking bays

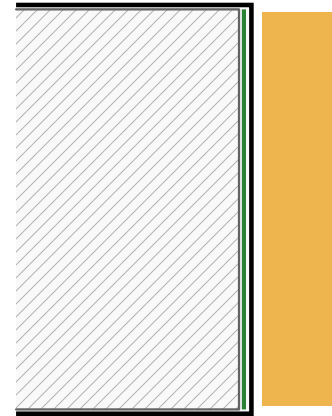
Spill-out Space

SW.L.43 Spill-out zone beyond Development Zones

Spill-out zones **could** occur in the public realm, where appropriate.

To ensure the integrity of the public realm.

▶ Refer to relevant Character Areas for additional information on spill-out spaces.



- Development Zone boundary
- Maximum Building Line
- Spill-out space

SW.L.44 Welcoming and open

Spill-out space **must** be designed as an integral part of the public realm. This could be achieved through the use of permeable features and/or avoiding the use of barriers or fences.

To ensure spill-out feels inclusive and welcoming.



Welcoming spill-out space

SW.L.45 Distinction of spill-out zones and footpaths

There **should** be a distinction between spill-out space and pedestrian zones. This could be achieved through materiality, planting, or lighting.

To ensure clear pedestrian zones and free movement of pedestrians.

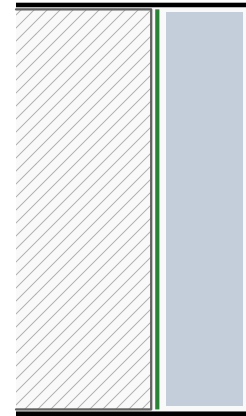
Defensible Space

SW.L.46

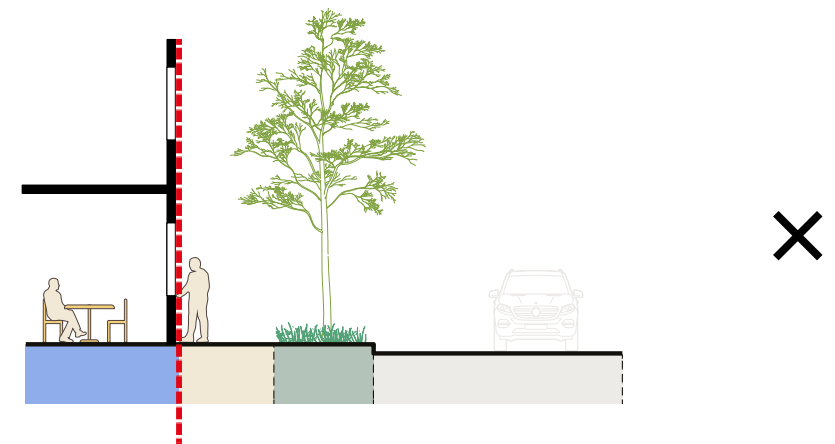
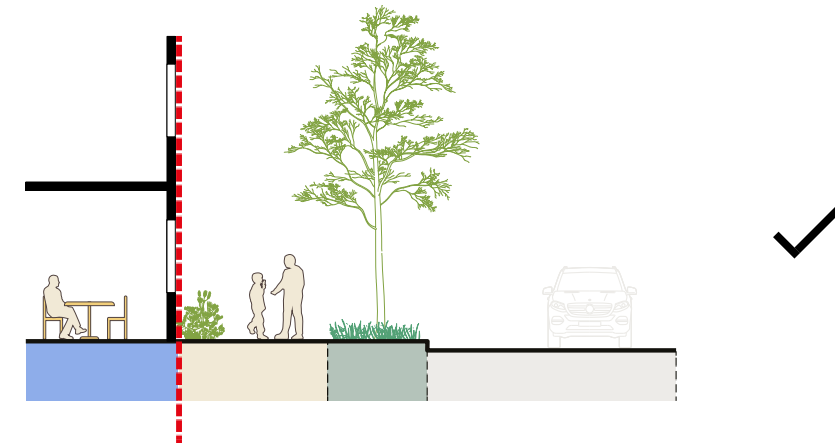
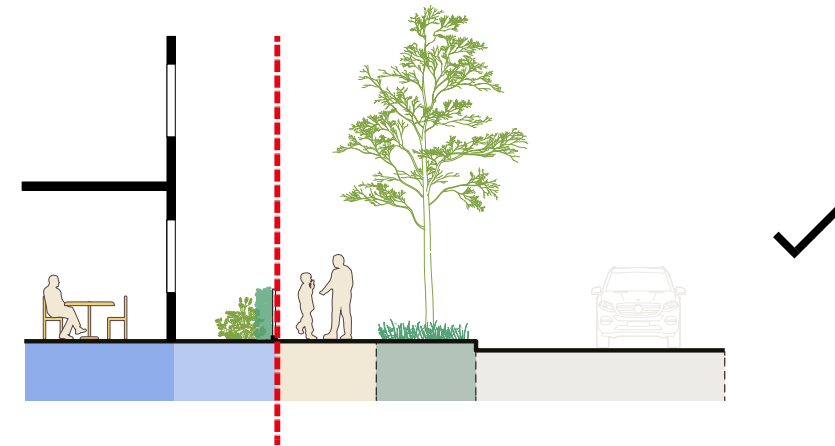
Defensible space inside Development Zones

Habitable rooms located at grade **must** have defensible space. Defensible space should be located within the Development Zone. Where this is not possible, other solutions could be acceptable such as planting in the public realm, provided it is carefully coordinated and privacy is ensured.

To safeguard the public realm and provide amenity for Ground Floor residents.



- Development Zone boundary
- Maximum Building Line
- Defensible space area



Key

- Development Zone boundary
- Habitable room
- Defensible space within Development Zone
- Public realm

Defensible space adjacent to habitable rooms

SW.L.47 **Planting**

Planting **should** form a part of defensible space, where there are suitable environmental conditions.

To maximise greening and reinforce the landscape led scheme.

► Refer to Sitewide / Landscape / Planting.



Planting in defensible space

SW.L.48 **Edges of defensible space**

Edges of defensible space **should** allow for passive surveillance of the public realm. Edges could be limited in height and not exceed 1.2m above ground.

To activate the public realm and encourage passive surveillance.



Visually permeable defensible space

SW.L.49 **Level changes**

Level changes **could** be used to create defensible space. Access to primary entrances must be inclusive and accessible.

To provide a variety of solutions for the design of defensible space.



Level difference between ground floor units and Public Realm creating defensible space

SW.L.50 **Well maintained**

Defensible space **must** be accessible for maintenance. Defensible space could be maintained by residents to encourage a sense of ownership and community.

To ensure well maintained planted zones.



Maintenance of defensible space

Boundary Conditions



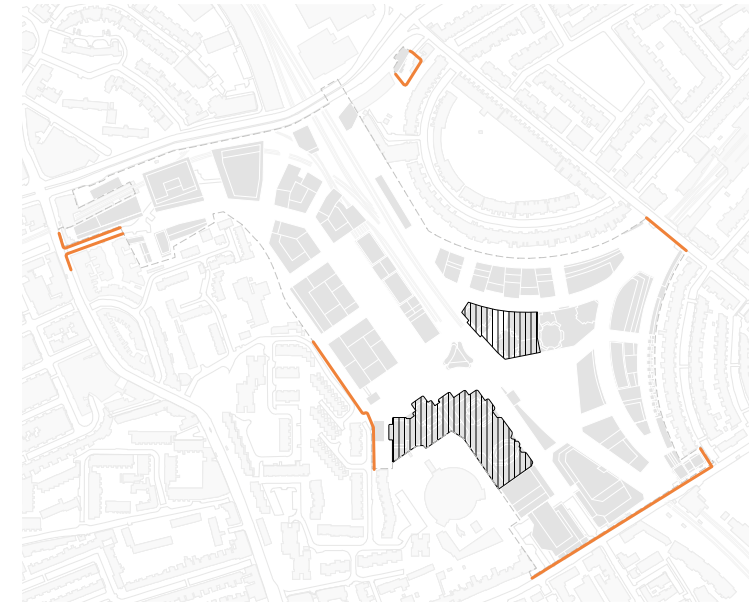
Aerial image of the existing Site condition

SW.L.51

Areas adjacent to existing highways

Landscape adjacent to existing public highways **must** consider and respond to the existing character, materiality, signage strategy, planting, etc. Appropriate responses could include extending the existing character or positively differentiating from it.

To ensure a carefully considered transition between existing and newly proposed landscape.



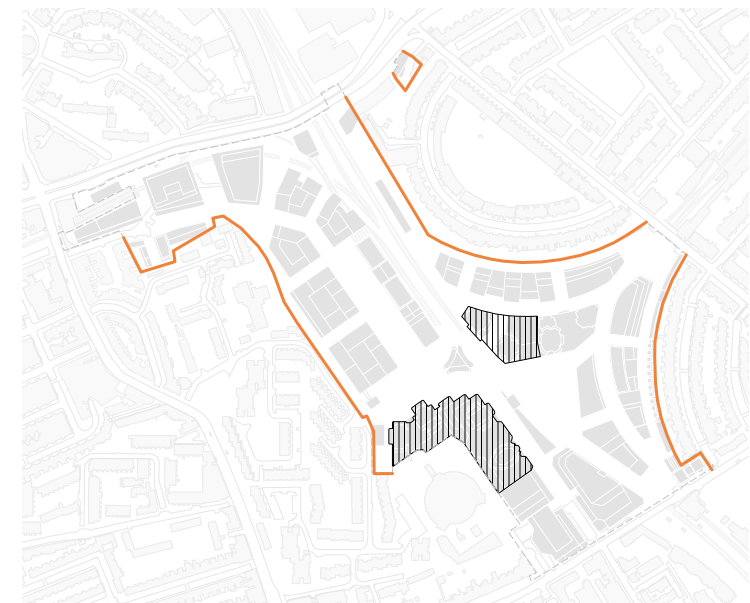
Key plan of areas adjacent to existing highways

SW.L.52

Boundaries to existing houses

Any proposed treatment of boundary conditions adjacent to existing houses **could** include enhanced consultation with neighbours.

To facilitate consensus.



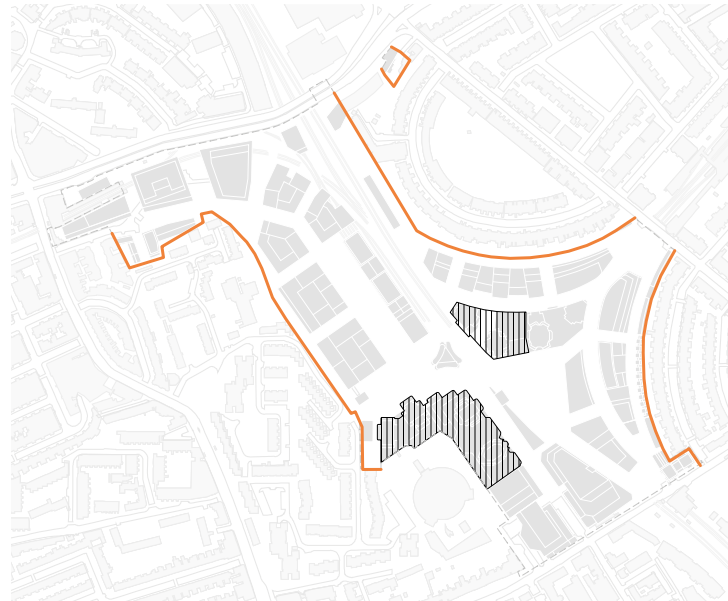
Key plan of boundaries to existing properties

SW.L.53

Areas adjacent to existing houses

Any proposed landscape adjacent to existing houses **should** include areas of planting.

To buffer noise to existing gardens or houses where possible.



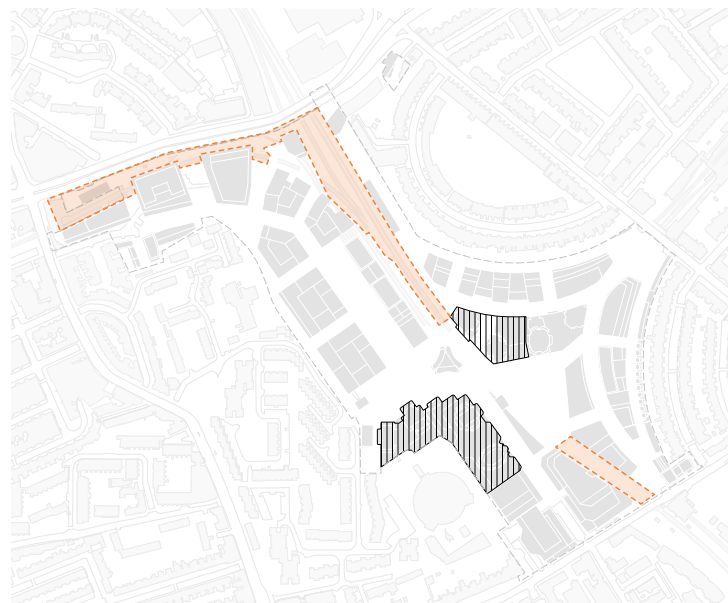
Key plan of boundaries to existing properties

SW.L.54

Areas adjacent to Network Rail/LUL land

Landscape adjacent to Network Rail or London Underground Limited (LUL) land **must** follow Network Rail guidance and access requirements and/or LUL proximity obligations accordingly.

To ensure Network Rail and LUL requirements are met.



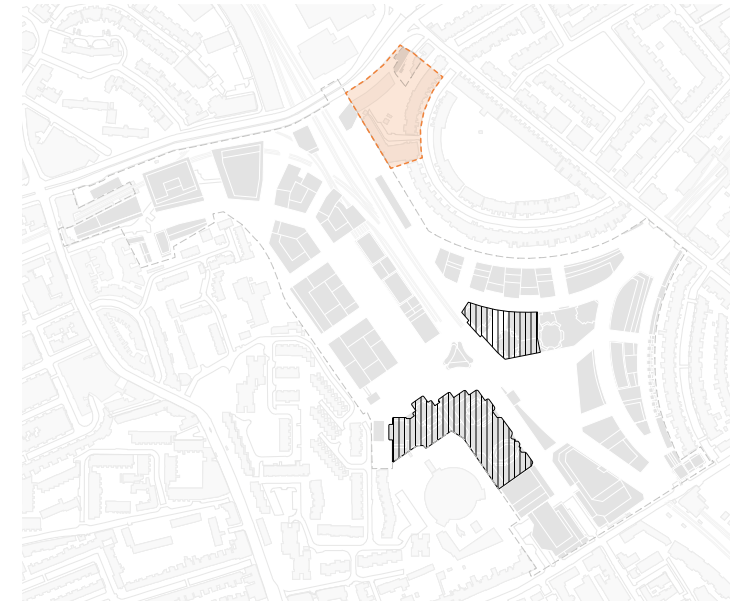
Key plan of areas adjacent to Network Rail land

SW.L.55

Cluny Mews

Design **could** include enhanced consultation with residential neighbours and/or St Cuthbert's Church, enabling level access connection.

To pursue a connection between St Cuthbert's Lane and Cluny Mews.



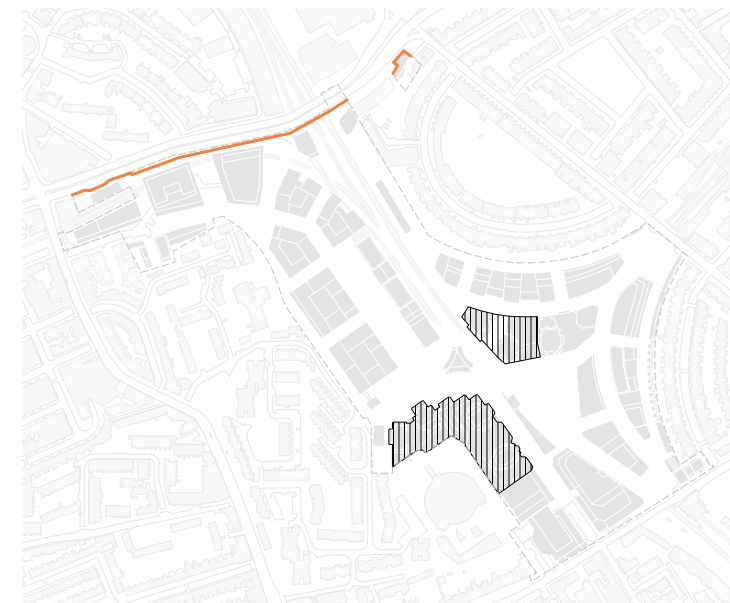
Key plan of residential neighbours of Cluny Mews

SW.L.56

Areas adjacent to West Cromwell Road

Landscape adjacent to West Cromwell Road **should** enable future potential connections to the existing road. This could be achieved through the integration of levels or enabling connections through bridges or other light structures.

To safeguard potential future connections to the existing highway.



Key plan of areas adjacent to West Cromwell Road

Sustainability

SW.L.57 Landscape-led, enhancing nature

The design **must** promote the principles of a landscape-led proposal through metrics such as Biodiversity Net Gain and Urban Greening Factor as well as inclusive access to nature for all.

To ensure a landscape-led proposal.

- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

SW.L.58 Healthy community

The design **must** support a healthy community with comfortable homes, a green, connected and activated public realm and a supporting mix of uses.

To support a healthy community.

- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

SW.L.59 Energy and Net Zero

The design **must** implement strategies to align with Net Zero ambitions outlined in the Sustainability Strategy.

To reduce the upfront and ongoing impacts of the proposal.

- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

SW.L.60 Circular resource use

The principles of durability, disassembly, re-use and adaptability **must** be explored in designs.

To promote circular resource use in the proposal.

- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

SW.L.61 Air quality

The design **must** consider air quality and implement strategies for improving air quality for on-site and neighbours.

To ensure improvement of air quality is part of the design.

- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

SW.L.62 Water management

The design **must** include water management strategies for the capture, storage, use and generation of water.

To promote sustainable water management.

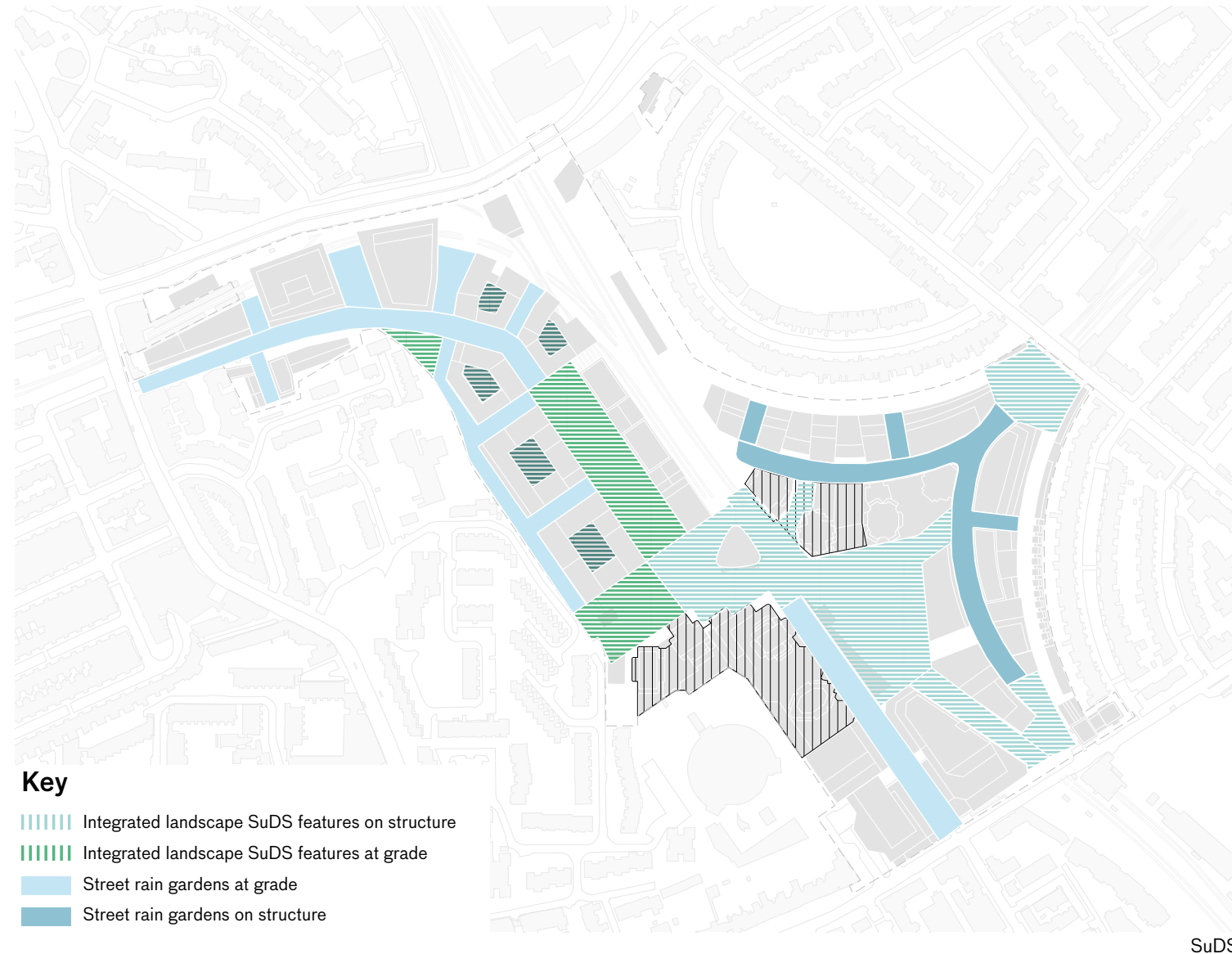
- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.

Green/blue Infrastructure

SW.L.63 Sustainable Drainage Systems (SuDS) strategy

The design **must** adopt an integrated approach to managing water across the Site. The description on how this could be achieved is outlined throughout this section.

To create a sustainable environment.



SW.L.64 Reduce run-off and improve water quality

SuDS features **must** be incorporated within the public realm.

To reduce the quantity of water run-off and improve water quality.



SuDS features

SW.L.65 Natural drainage features

SuDS, including rain gardens, detention ponds, retention ponds or swales, **should** be integrated into soft landscaping.

To improve water quality and reduce quantity of run-off.



SuDS integrated into soft landscaping

SW.L.66 Permeable surfaces

Permeable surfaces **should** be included as part of the drainage strategy.

To assist in managing rainwater and reducing the volume of run-off.



Permeable surfaces

SW.L.67 **SuDS integration**

SuDS features **could** be integrated with other public realm strategies where they enhance the use of the landscape for play, sensory benefits, learning about nature, and social interaction.

To improve the quality of the public realm.



Play space enhanced with SuDS

SW.L.68 **Biodiversity and habitat creation**

Where natural drainage features are used, these **must** be designed to maximise biodiversity and habitat creation.

To encourage biodiversity and create varied habitats.



SuDS as a biodiversity asset

SW.L.69 **Maintenance**

The design of SuDS features **must** take into account future maintenance needs. This could include access for servicing and repairs, or maintenance of planting.

To ensure they continue to function as designed and assist in accordance with the flood risk strategy.



SuDS accessible for maintenance

SW.L.70 **Biodiversity strategy**

The public realm **must** deliver a range of habitats as defined by the landscape characters described in the following codes.

To create a diverse, interconnected green network whilst providing habitat conditions to support life throughout all lifecycles.

▶ Refer to Environmental Statement (EC.PA.12).



SW.L.71

Urban Meadow

The Urban Meadow **should** maximise diversity of species that reflect a meadow character, amenity areas and surrounding patches of low flowering grass. Both should include a wide variety of trees. Meadow planting character could be created using wildflower meadow mixes with various management regimes, species rich grasses, and/or herbaceous planting.

To ensure there is ecological value year-round, creating undisturbed nature pockets in an otherwise highly active urban landscape, providing habitat structures for a range of species - including foraging areas for insects (wildflowers) and roosting areas for nesting birds (trees).



Example species: Urban Meadow

SW.L.72

Example species

Planting design for the Urban Meadow **should** include some of the species outlined below:

Trees

- Acer campestre - Field maple
- Betula pendula - Silver birch
- Carpinus betulus - Hornbeam
- Fagus sylvatica - Common beech
- Malus sylvestris - European crabapple
- Pinus sylvestris - Scots pine
- Prunus avium - Wild cherry
- Prunus padus - Bird cherry
- Quercus petraea - Sessile oak
- Quercus robur - English oak
- Sorbus aucuparia - Mountain ash
- Sorbus torminalis - Wild service tree

Shrubs

- Cornus sanguinea - Dogwood
- Crataegus laevigata - Midland hawthorn

- Crataegus monogyna - Hawthorn
- Euonymus europaeus - Spindle
- Prunus spinosa - Blackthorn
- Viburnum lantana - Common wayfaring tree

Groundcovers

- Achillea fillipendulina - Yarrow
- Aster cordifolius - Common blue wood aster
- Astrantia major - Great masterwort
- Calamintha nepata - Lesser calamint
- Centranthus ruber 'Albus' - White valerian
- Deschampsia flexuosa - Wavy hair-grass
- Echinacea purpurea - Purple coneflower
- Knautia arvensis - Field scabious
- Nepata faassenii - Catmint
- Perovskia atriplicifolia - Russian sage
- Salvia nemorosa - Woodland sage
- Sesleria autumnalis - Autumn moor grass

SW.L.73

The Bioline

The Bioline **must** provide an area of biodiverse habitat of equal or greater value than the existing SINC. This could be created through a dense woodland corridor including deadwood.

To maintain and enhance a link with habitats along the rail line to the north and south (including to Brompton Cemetery).



Example species: The Bioline

SW.L.74

Example species

Planting design for The Bioline **should** include some of the species outlined below:

Trees

- Acer campestre - Field maple
- Malus sylvestris - European crabapple
- Pinus sylvestris - Scots pine
- Prunus avium - Wild cherry
- Prunus padus - Bird cherry
- Quercus petraea - Sessile oak
- Quercus robur - English oak
- Sorbus aucuparia - Mountain ash
- Sorbus torminalis - Wild service tree

Shrubs

- Cornus sanguinea - Dogwood
- Crataegus laevigata - Midland hawthorn
- Prunus spinosa - Blackthorn
- Rhamnus cathartica - Purging buckthorn
- Viburnum opulus - Guelder rose

Groundcovers

- Ajuga reptans - Bugle
- Brunnera macrophylla - Siberian bugloss

- Campanula latifolia 'Alba' - White giant bellflower
- Digitalis grandiflora - Yellow foxglove
- Dryopteris filix-mas - Male fern
- Epimedium youngianum 'Niveum' - Snowy barrenwort
- Fragaria vesca - Wild strawberry
- Galium odoratum - Sweet woodruff
- Geranium magnificum - Purple cranesbill
- Polypodium vulgare - Common polypody
- Pulmonaria angustiflorum - Creeping comfrey
- Symphytum grandiflorum - Bigflower tellima
- Trachystemon orientalis - Abraham-Isaac-Jacob
- Liriope spicata - Creeping lilyturf
- Luzula nivea - Snowy wood-rush
- Luzula sylvatica - Greater wood-rush

SW.L.75 **Post-industrial Remediation Gardens**

Post-industrial Remediation Gardens **should** reflect the industrial character of the area. This could include species that can withstand high user activity and larger tree species with high canopy clearance.

To support a landscape in challenging conditions that celebrates the industrial character of the area.



Example species: Post-industrial Remediation Gardens

SW.L.76 **Example species**

Planting design for Post-industrial Remediation Gardens **should** include some of the species outlined below:

Trees

- Betula pubescens - Downy birch
- Betula pendula - Silver birch
- Pinus sylvestris - Scots pine
- Populus tremula - Common aspen
- Prunus avium - Wild cherry
- Prunus cerasifera - Cherry plum
- Prunus mahaleb - Mahaleb cherry
- Prunus padus - Bird cherry
- Quercus robur - English oak
- Salix caprea - Goat willow
- Sorbus aucuparia- Rowan

Shrubs

- Crataegus monogyna - Common hawthorn
- Crataegus laevigata - Hawthorn
- Prunus spinosa - Sloe

Groundcovers

- Achillea millefolium - Yarrow
- Ajuga reptans - Bugle
- Aquilegia vulgaris - Columbine

- Artemisia absinthium - Common worm wood
- Artemisia ludoviciana - Silver worm wood
- Aster divaricatus - White wood aster
- Deschampsia flexuosa - Wavy hair-grass
- Fragaria vesca - Wild strawberry
- Geranium cantabrigiense - Cranesbill
- Meconopsis cambrica - Welsh poppy
- Origanum vulgare - Origano
- Sesleria autumnalis - Autumn moor grass
- Sedum spurium 'Album Superbum' - White flowering spurium
- Thymus serpyllum - Breckland thyme
- Verbascum thapsus - Common mullein
- Viola odorata - Sweet violet

SW.L.77 **Climate Resilient Streetscapes**

Climate resilient streetscapes **should** be tree-lined and include tall vegetation and nature-based solutions for rainwater management, with SUDS designed to support urban scrub habitats.

To create temporary wetland habitat during rainy seasons, which provides habitat and foraging places for local biodiversity.



Example species: Climate Resilient Streetscapes

SW.L.78 **Example species**

Planting design for Climate Resilient Streetscapes **should** include some of the species outlined below:

Trees

- Acer campestre - Field maple
- Acer platanoides - Norway maple
- Alnus glutinosa - Common alder
- Alnus spaethii - Spaetha alder
- Betula pubescens - Downy birch
- Fraxinus pensylvanica - Green ash
- Quercus robur - English oak
- Salix alba - White willow
- Ulmus laevis - European white elm

Shrubs

- Cornus sanguinea - Common dogwood
- Euonymus europaeus - European spindle
- Ribes nigrum - Black currant
- Viburnum opulus - Guelder rose

Groundcovers

- Alchemilla mollis - Lady's mantle
- Aquilegia vulgaris - Columbine
- Aster cordifolius 'Little Carlow' - Common blue wood aster
- Astrantia major - Great masterwort
- Bistorta officinalis - European bistort
- Calamagrostis acutiflora - Feather reed-grass
- Carex pendula - Pendulous sedge
- Deschampsia cespitosa - Tufted hair grass
- Filipendula vulgaris - Dropwort
- Geranium magnificum - Purple cranesbill
- Geranium sanguineum - Bloody cranesbill
- Iris sibirica - Siberian iris
- Phlomis russeliana - Jerusalem sage
- Primula florindae - Giant cowslip
- Veronica spicata - Spiked speedwell

SW.L.79 Community Orchard

The Community Orchard **should** include fruiting species and areas with dense vegetation. Other elements including dead wood, boulders and taller trees should be provided. The proposal could include open water features or rain gardens.

To create foraging habitat for, birds, bats and insects, refuge areas for small mammals and reptiles and nesting areas for insects and birds.



Example species: Community Orchard

SW.L.80 Example species

Planting design for Community Orchard **should** include some of the species outlined below:

Trees

- Castanea sativa - Sweet chestnut
- Cydonia oblonga - Quince
- Juglans ailanthifolia cordiformis - Heart nut
- Juglans nigra - Black walnut
- Juglans regia - English walnut
- Malus domestica - Common apple tree
- Malus sylvestris - European crabapple
- Mespilus germanica - Common medlar
- Morus alba - White mulberry
- Morus nigra - Black mulberry
- Prunus avium - Wild cherry
- Prunus cerasus - Sour cherry
- Prunus domestica - Common plum
- Pyrus communis - Common pear
- Pyrus cordata - Plymouth pear

Shrubs

- Aronia melanocarpa - Black chokeberry
- Cornus mas - Cornelian cherry

- Corylus avellana - Hazelnut
- Elaeagnus umbellata - Autumn olive
- Prunus cerasifera - Cherry plum
- Ribes nigrum - Blackcurrant
- Ribes rubrum - Redcurrant

Groundcovers

- Agastache foeniculum - Anise hyssop
- Deschampsia flexuosa - Wavy hair-grass
- Fragaria vesca - Wild strawberry
- Myrrhis odorata - Sweet cicely
- Origanum vulgare - Oregano
- Salvia nemorosa - Woodland sage
- Satureja montana - Winter savory
- Thymus vulgaris - Common thyme
- Pulmonaria officinalis - Blue lungwort

SW.L.81 The Flower Amphitheatre

The Flower Amphitheatre **must** be characterised by flower-rich species. This should include spring flowering shrubs and trees, late blooming herbs and night-flowering species.

To support pollinators, foraging birds and bats while creating a seasonal aesthetic experience at the station square.



Example species: The Flower Amphitheatre

SW.L.82 Example species

Planting design for the Flower Amphitheatre **should** include some of the species outlined below:

Trees

- Betula pendula - Silver birch
- Betula pubescens - Downy birch
- Malus sylvestris - European crabapple
- Pinus sylvestris - Scots pine
- Prunus avium - Sweet cherry
- Prunus mahaleb - Mahaleb cherry
- Prunus padus - Bird cherry
- Quercus robur - English oak
- Sorbus aucuparia - Mountain ash

Shrubs

- Crataegus monogyna - Common hawthorn
- Crataegus laevigata - Hawthorn
- Prunus spinosa - Sloe

Groundcovers

- Achillea millefolium - Yarrow
- Achillea filipendulina - Fernleaf yarrow
- Artemisia ludoviciana - White sage
- Aster cordifolius - Common blue wood aster
- Aster divaricatus - White wood aster

- Calamagrostis acutiflora - Feather reed-grass
- Calamintha nepata - Lesser calamint
- Deschampsia cespitosa - Tufted hair-grass
- Deschampsia flexuosa - Wavy hair-grass
- Echineacea purpurea - Purple cone-flower
- Geranium renardii - Caucasian geranium
- Kalimeris incisa 'Alba' - Japanese aster
- Nepeta faassenii - Catmint
- Perovskia atriplicifolia - Russian sage
- Phlomis russeliana - Turkish sage
- Salvia nemorosa - Woodland sage
- Sesleria autumnalis - Autumn moor grass
- Sesleria nitida - Shining moor grass
- Veronica spicata - Spiked speedwell

SW.L.83 Ecological Stepping Stone

The Ecological Stepping Stone **must** utilise planting to create a vegetation barrier. Variation of planting should be considered, including the height, width and porosity of the planting scheme.

To ensure a vegetation barrier facilitating the deposition of pollutant particles while also providing a range of habitats.



Example species: Ecological Stepping Stone

SW.L.84 Example species

Planting design for Ecological Stepping Stone **should** include some of the species outlined below:

Trees

- Acer campestre - Field maple
- Acer platanoides - Norway maple
- Acer pseudoplatanus - Sycamore maple
- Alnus spaethii - Spaetha alder
- Carpinus betulus - Hornbeam
- Prunus avium - Wild cherry
- Quercus cerris - Turkey oak
- Quercus petraea - Sessile oak
- Quercus robur - English oak
- Salix alba - White willow
- Sorbus aria - Whitebeam
- Ulmus laevis - European white elm

Shrubs

- Crataegus laevigata - Hawthorn
- Prunus spinosa - Sloe
- Prunus incititia - Damson plum

Groundcovers

- Achillea filipendulina - Fernleaf yarrow
- Aster cordifolius 'Little Carlow' - Common blue wood aster

- Aster divaricatus - White wood aster
- Aster macrophyllus 'Twilight' - Big-leaf aster
- Astrantia major - Great masterwort
- Calamintha nepata - Lesser calamint
- Centranthus ruber 'Albus' - White valerian
- Deschampsia flexuosa - Wavy hair-grass
- Nepata faassenii - Catmint
- Salvia nemorosa - Woodland sage
- Sesleria autumnalis - Autumn moor grass
- Sesleria heufleriana - Blue moor grass
- Sesleria nitida - Shining moor grass
- Verbena bonariensis - Purpletop vervain

SW.L.85 The Cascades

The Cascades **should** create a terraced terrain which include rainwater filtration pools. Plant selection should be resilient to both moist and drier seasons, and adapt to different climate conditions. Naturalistic water (non chlorinated) should be included within the design.

To provide open water features which are hotspots for biodiversity.



Example species: the Cascades

SW.L.86 Example species

Planting design for the Cascades **should** include some of the species outlined below:

Trees

- Alnus glutinosa - Common alder
- Alnus incana - Grey alder
- Betula pendula - Silver birch
- Betula pebescens - Downy birch
- Fraxinus pennsylvanica - Green ash
- Pinus sylvestris - Scots pine
- Prunus padus - European birdcherry
- Salix caprea - Goat willow
- Sorbus aucuparia - Rowan

Shrubs

- Cornus sanguinea - Common dogwood
- Euonymus europaeus - Common spindle
- Ribes nigrum - Black currant
- Prunus padus - Bird cherry
- Sambucus nigra - Black elder
- Viburnum opulus - Guelder rosebuckthorn
- Salix caprea - Goat willow
- Sambucus nigra - Elderberry

Groundcovers

- Alchemilla mollis - Lady's mantle
- Aquilegia vulgaris - Columbine
- Aster cordifolius - Common blue wood aster
- Astrantia major - Great masterwort
- Bistorta officinalis - European bistort
- Calamagrostis acutiflora - Feather reed-grass
- Carex pendula - Pendulous sedge
- Corydalis lutea - Yellow fumitory
- Deschampsia cespitosa - Tufted hair grass
- Filipendula vulgaris - Dropwort
- Geranium magnificum - Purple cranesbill
- Iris pseudacorus - Yellow iris
- Phlomis russeliana - Jerusalem sage
- Primula florindae - Giant cowslip
- Veronica spicata - Spiked speedwell

SW.L.87 **Adjacent habitats**

The public realm **must** include a range of habitat typologies drawing from nearby habitats.

To connect to existing habitats.



Adjacent habitat, Brompton Cemetery

SW.L.88 **Linking habitats**

Landscaped areas **must** link with habitats along the existing railway corridors, street trees and other existing vegetated areas.

To strengthen, maintain and create new green corridors across the Site and link to wider habitats beyond the Site boundary.



Street trees, Old Brompton Road

SW.L.89 **Green Corridor**

Railway lines running through the Site form a “Green Corridor”, connecting areas of ecological value. The design **must** provide equal or greater value than the existing Green Corridor. This could include native tree planting, scrub and wildflower planting.

To ensure the green corridor continues to provide routes along which wildlife can travel.

SW.L.90 **Existing habitats and trees**

Existing habitats and trees **should** be retained and enhanced where possible, and dead wood must be retained on Site. Where this is not possible, replacement of similar or higher ecological value and trees of similar size should be made.

To comply with CIEEM guidance for mitigation: first avoid harm, then mitigate and lastly compensate negative impacts with enhancement as an additional step.

SW.L.91 **Construction phasing**

Planting **should** be included in early phases of the development, particularly for habitats which take longer to reach maturity such as trees.

To ensure the Site enhances biodiversity sooner, so that later phases of development are able to score higher in BNG assessments.

SW.L.92 **Support pollination**

Landscape proposals **should** include fruiting species or other pollinator friendly plants.

To support foraging and nesting birds.

▶ Refer to RBKC’s Biodiversity Action Plan.



Pollinator friendly plants

SW.L.93 Native species

A wide range of native species **should** be prioritised in all planting mixes. The selection of plants should provide food resources throughout the year. This could include spring flowering shrubs and trees as well as late blooming herbs.

To support biodiversity throughout all seasons and halt extinction of rare and specialized species.



Native species

SW.L.94 Invasive species

Invasive non-native species **should** be removed and appropriate ongoing management undertaken to improve the soil conditions of the Site.

To stop invasive species from spreading, and re-establish native plant species.

SW.L.95 Night-flowering species

Night-flowering species **should** be included in the proposal.

To attract moths and in turn support foraging bats.

SW.L.96 Green ladders

Balconies **could** integrate planting. This could be achieved with planter boxes on balconies, subject to fire safety.

For insects and birds to find and pollinate green terraces and roof gardens, creating a vertical corridor.



Planting feature on façades

SW.L.97 Wildlife refuges

Landscape designs **must** provide wildlife refuges.

To ensure the ecological value of the existing local wildlife sites (SINC) partly incorporated into the project Site.



Opportunities for wildlife refuges

SW.L.98 Features for insects

Landscape designs **must** include features of benefit to insects such as standing dead wood, metal features, insect homes and rock piles.

To ensure the creation of habitats for invertebrates and in turn provide food for small mammals and birds.



Features for insects

SW.L.99 Habitats for target species

Landscape designs **must** aim to create habitats for local target species in all habitat typologies, and in some cases on rooftops. This includes the following target species:

Common swift and peregrine falcon: undisturbed nesting places should be created on green rooftops in higher buildings.

House sparrows: Dense hedgerows and native scrub vegetation should be included in designs.

Stag beetles: Mixed woodland and rotting wood logs must be included in the designs.

Solitary bees: Open spaces ranging from bare mineral soil to partly covered by vegetation must be provided. An accurate selection of native flowering plants should also be considered.

To contribute to biodiversity preservation efforts attracting target species.

SW.L.100 Urban greening

Urban greening strategies **must** be provided in Development Zones and public realm to achieve the target for the Urban Greening Factor (UGF).

The diagram below is a demonstration of one way to achieve the overall Site UGF based on the Illustrative Masterplan. Other opportunities to enhance the UGF should be explored.

To ensure sitewide UGF is achieved.

▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Urban Greening Factor

SW.L.101 **Green roofs**

Green and brown roofs (including Intensive Green Roofs) **should** be provided on buildings and maintained to support the long-term success of the roofing. Provision of green and brown roofs is subject to coordination with other sustainability, amenity and technical requirements.

To create varied growing conditions and visual interest.



Green roof

SW.L.102 **Blue roofs**

Blue roofs **could** be included, either as part of a green roof structure or as a standalone blue roof. Provision of green and brown roofs is subject to coordination with other sustainability, amenity and technical requirements.

To explore opportunities for the provision of blue roofs within the Earls Court Development.

SW.L.103 **Undulating soil depths**

Where suitable, green roof substrate depth **should** be undulating in order to create varied growing conditions and visual interest.

To create varied growing conditions and visual interest.



Varied depth of Green Roofs

SW.L.104 **Green roof maintenance**

Green roofs **must** be adequately maintained throughout an establishment phase (5 years) and beyond.

To ensure ongoing quality and longevity of green roofs.

Planting

SW.L.105 Microclimate

The plant selection **must** be suitable for the specific microclimate of the areas in which species are located, such as shaded, sunnier and windier environments.

To ensure planting thrives in suitable conditions.



Shade tolerant planting selection

SW.L.106 Climate resilience

The plant selection **must** consider the effects of climate change and favour climate resilient planting.

To enable planting to thrive in a changing climate.

SW.L.107 Seasonality

The plant selection **should** provide year-round interest and consider seasonality.

To ensure interest is maintained throughout seasons.



Seasonality in tree species

SW.L.108 Technical coordination

The detailed planting scheme **must** be developed with input from a Suitably Qualified Ecologist (SQE).

To ensure resilient planting selection and that the Biodiversity Net Gain requirements are met.

SW.L.109 Robust planting

Planting **should** be designed with consideration for maintenance and irrigation requirements.

To ensure design quality can be maintained over time.



Robust planting selection

SW.L.110 Ground cover

Planting **should** include a ground cover layer with a mix of species.

To suppress weeds.



Species mix in groundcover

SW.L.111 **Planting adjacent to Network Rail premises**

Planting adjacent to Network Rail land **must** follow Network Rail guidance.

To ensure Network Rail requirements are met.

SW.L.112 **Trees defining Character Areas**

Trees **must** contribute to distinct landscape Character Areas. Tree species selection must reflect the themes defined in the planting and biodiversity sitewide plan.

To create a character driven public realm.



Distinctive tree species

SW.L.113 **Tree variety**

A variety of tree sizes, forms and species **must** be used in each landscape Character Area to offer a variety of different colours, forms and seasonal interest.

To highlight seasonality and create visual interest.



Varied tree planting

SW.L.114 **Drainage layer**

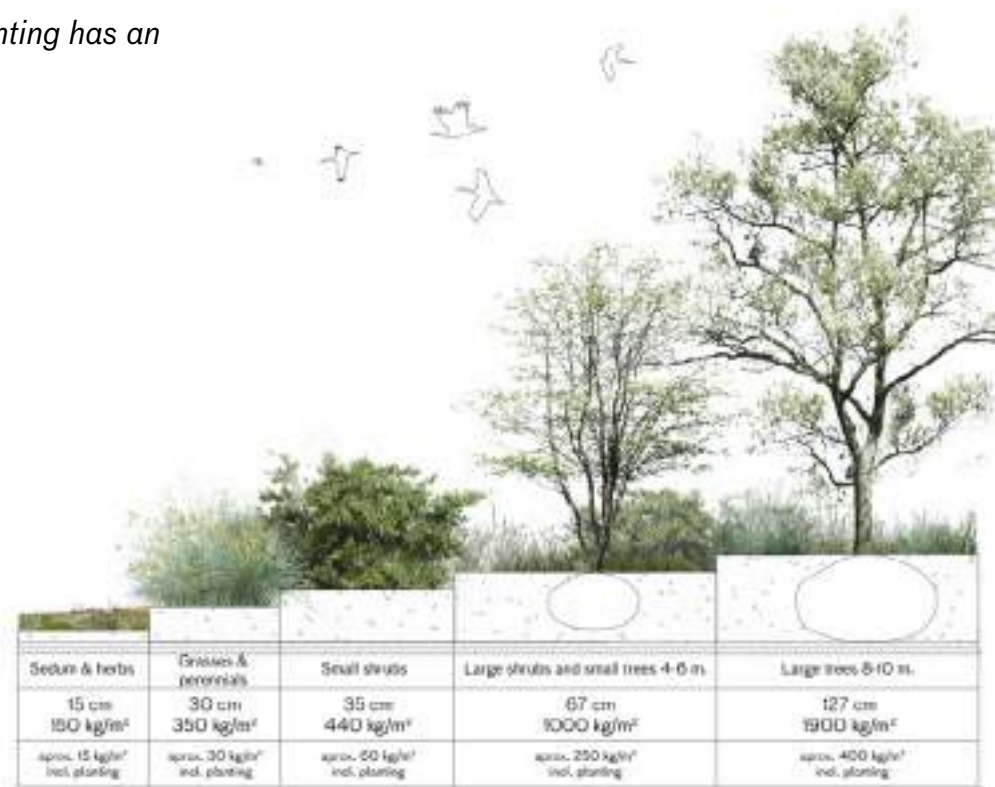
Tree planting **must** have a drainage layer.

To ensure trees thrive.

SW.L.115 **Planting on structure**

Where practical, soil depth **must** be a minimum of 400mm below the FFL of the public realm. Mounded soil should be minimised.

To ensure all of the planting has an adequate soil depth.

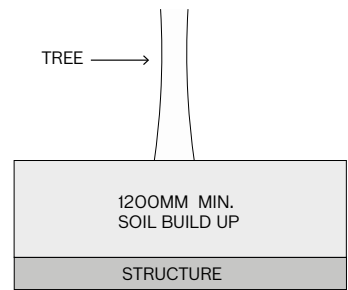


Illustrative section

SW.L.116 **Tree planting on structure**

Where practical, large trees **must** be planted in a minimum soil depth of 1200mm. This applies for both planting on ground and on structure.

To enable trees to thrive and ensure their long term success.

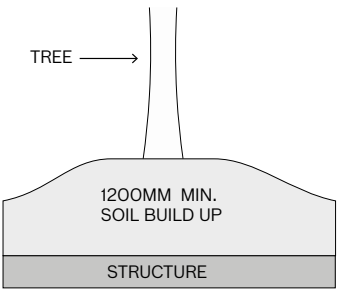


Illustrative section of tree planting on structure

SW.L.117 **Mounded soil**

Where a minimum soil depth of 1200mm is not achievable for large tree planting, soil **must** be mounded or retained to reach a depth of 1200mm.

To enable trees to thrive and ensure their long term success.



Illustrative section of tree planting with mounded soil

SW.L.118 **Tree planting and soil volume**

Tree planting **must** ensure sufficient soil volume for plants to thrive. Tree pits could be connected to maximise soil volume.

To promote tree health and longevity.

SW.L.119 **Coordination of services and tree planting**

Utility zones **must** be coordinated to allow for planted zones and trees and also reduce future maintenance requirements for proposed material surfaces.

To maximise planting and maximise potential growth of trees.

Microclimate

SW.L.120 Daylight/sunlight in the public realm - Uses

The distribution of spill-out areas **should** consider access to light throughout the year.

To support a comfortable public realm that encourages animation.

SW.L.121 Daylight/sunlight in the public realm - Planting

The distribution of planting in the public realm **must** consider access to light throughout the year and day to optimise comfort and usability. This could include arrangement of planting or selection of deciduous or evergreen tree species.

To support a comfortable public realm that encourages use of the outdoors throughout the year and day.

SW.L.122 Wind mitigation

Designs of the public realm **must** consider wind mitigation. This could include siting of trees and planting, or manipulation of topography.

To mitigate the impact of wind in to the public realm.

▶ Refer to Environmental Statement (EC.PA.12).

SW.L.123 Location of seating

The distribution of seating in the public realm **must** consider wind mitigation. This could include locating seating between trees or in areas suitable as identified in the Wind Microclimate Assessment.

To provide comfortable places to rest.

▶ Refer to Environmental Statement (EC.PA.12).

Materiality

SW.L.124 Coherence across different areas

The material palette of the public realm **must** prioritise simplicity and develop a clear strategic response across Character Areas to ensure a coherence and material quality across the Site.

To ensure clarity of wayfinding across the different Character Areas, and a design that will age well over time.

▶ Refer to relevant Character Areas for additional information on spaces and streets.



SW.L.125 Accessible and inclusive materials

Materials and design of surfaces **must** be accessible and comfortable for all users.

To ensure an equitable, inclusive and welcoming public realm.



Inclusive and safe surfaces

SW.L.126 Durability

Materials **must** be durable, robust and suitable for their intended use.

To minimise maintenance and remain attractive throughout the life of the public realm.



Durable materials

SW.L.127 Local character

Materials **should** respond to materials used in the surrounding context and on the existing streets either by drawing from their palette or by positively differentiating from them.

To ensure that the public realm ties into local character.



Contextual materials

SW.L.128 **Variation in paving sizes**

Variation in paving sizes **should** be used to demarcate pedestrian, cyclist and vehicle zones.

To create a clear definition between surfaces for different users.



Distinguishing use through paving

SW.L.129 **On-street parking and loading bays**

Materiality of on-street parking and loading bays **should** be coherent with the material of the central movement route.

To ensure a continuous public realm.



Parking bay surfaces

SW.L.130 **Intersections & junctions**

Paving and materiality **must** contribute to legibility and wayfinding, particularly at key intersections and junctions. The design of junctions and intersections should prioritise the safety and convenience of pedestrians and cyclists.

To ensure a people-first public realm.



Materiality assisting safety

SW.L.131 **Squares - extent of material**

The materiality of squares **should** appear as a consistent surface. The primary materiality of the Squares could extend up to the primary building line.

To define the extent of the Squares.



Consistency of materiality in Squares

SW.L.132 **Squares - contextual materials**

Materiality of the Squares **should** respond to local character either by drawing from their palette or by positively differentiating from them.

To create a coherent public realm that ties into the local character.



Contextual materials

SW.L.133 **Squares - shared surface**

The Squares **could** include shared surface materials for vehicular areas.

To ensure a people-first public realm within the Squares.



Shared surface

Street Furniture

SW.L.134 Familiar design

Furniture within the public realm **should** be selected or designed to ensure a familiar design language within each Character Area.

To allow for cohesion of street furniture in the public realm.



Furniture materials

SW.L.135 Local context

Where street furniture is provided, it **could** tie into the local context. This could be achieved by drawing from existing borough guidance.

To stitch into the local context and provide familiar street furniture.

SW.L.136 Resting places

Furniture within streetscapes and pedestrian-priority routes **should** be designed to provide resting places along key desire lines. A diverse range of seating should be provided, for a wider range of users.

To align furniture placement with key desire lines.



Resting places

SW.L.137 Regular distribution

Seating **should** be provided at intervals no greater than 50m throughout public realm and on pedestrian routes.

To create a functional and comfortable public realm.



Seating distribution

SW.L.138 Seating and microclimate

Seating **should** be located to optimise their use throughout the year, considering sunlight and microclimate conditions.

To maximise comfort of users.

▶ Refer to Sitewide / Landscape / Microclimate.



Usable seating

SW.L.139 Designed for a range of abilities

Seating areas **should** provide space for wheelchair users, prams or pushchairs to be positioned adjacent to seating. The design of a proportion of seating should allow wheelchair users to transfer onto seating, without impeding features such as armrests.

To ensure a wide range of users can comfortably rest in the public realm.



Accessibility provision

SW.L.140 Durability

Design or selection of furniture **must** consider its durability and maintenance requirements.

To maintain a comfortable and durable public realm.



Durable street furniture

SW.L.141 Material palette

Furniture within the public realm **must** have a simple and coherent material palette. This could include wood, metal, and concrete.

To ensure a cohesive material palette in the public realm.



Simple, coherent material palette

Lighting

SW.L.142 Accessible and inclusive lighting

The lighting strategy and design **must** create usable, comfortable environments for a wide range of end users.

To ensure an equitable and inclusive public realm, suitable for people with a range of abilities.



Inclusive lighting

SW.L.143 Safe and welcoming

Where external lighting is provided, it **must** be designed to help create a safe and welcoming environment. This could include vertical illumination.

To create a safe, welcoming public realm.



Welcoming lighting

SW.L.144 Enhance character

Where external lighting is provided, it **must** be used to enhance the character and quality of the public realm.

To create a high-quality public realm.



Characterful lighting

SW.L.145 Wayfinding

Lighting strategy and design **should** be utilised for wayfinding.

To strengthen the wayfinding strategy and improve wayfinding after dark.



Lighting supporting wayfinding

SW.L.146 Human scale lighting

The location of lighting **should** consider a human scale. This should include a consistent mounting height for pedestrian routes and could include integration of lighting in street furniture.

To support placemaking and a pedestrian-friendly environment.



Pedestrian-focused lighting

SW.L.147 Landmarks

Lighting to landmarks **should** be selective and consider human scale.

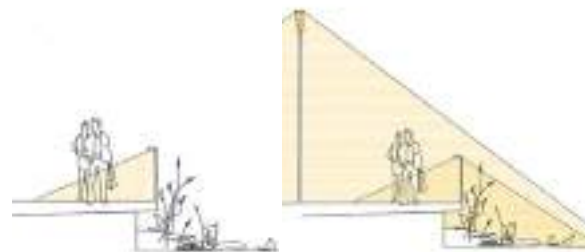
To aid wayfinding and overall legibility through highlighting critical vistas.



SW.L.148 **Impacts on ecology**

Where external lighting is provided, it **should** minimise impacts on biodiversity, particularly along the ecological corridors. Spill light into sensitive ecological areas should be limited.

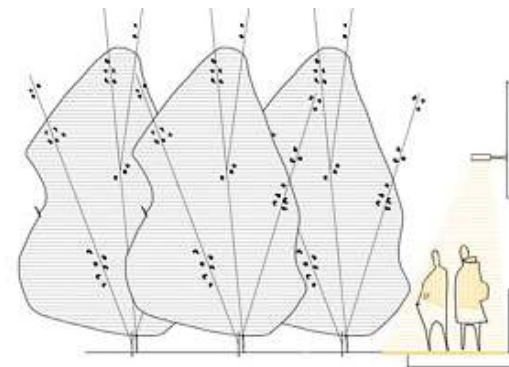
To minimise impacts on biodiversity.



SW.L.149 **Light pollution**

The design of lighting **must** avoid unwanted light pollution.

To reduce light pollution and it's negative impact on the wellbeing of residents and local wildlife.



SW.L.150 **Potential conflict between users**

Areas where users may conflict - such as vehicles, cyclists or pedestrians- **should** have an increased light uniformity.

To help increase visibility and safety for all.



Uniform lighting at conflict area

SW.L.151 **Reducing glare and contrast**

The design of lighting **must** minimise contrast and glare. This could include selection of luminaires with low glare, concealed light sources or the spacing of luminaires.

To maintain visibility and deliver a successful lit environment.

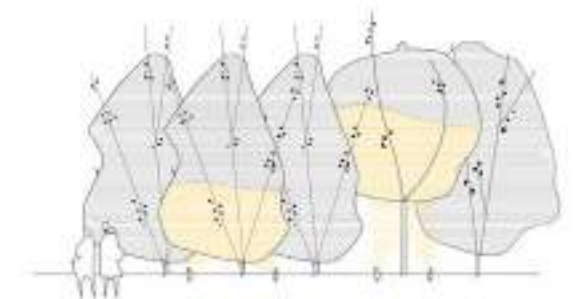


Lighting minimising glare and contrast

SW.L.152 **Landscape lighting and glare**

Fixtures located adjacent to landscape areas **must** minimise obtrusive light. This could be through fitted louvres, lenses or other glare control accessories.

To prevent direct views of the light sources.



SW.L.153 **Colour temperature**

The colour temperature along routes **should** be warm white.

To support wellbeing of people.



Warm white colour temperature

Wayfinding

SW.L.154 Accessible and inclusive signage

Where signage is provided, it **must** be inclusive, and considerate of the position, lighting, visual contrast and legibility.

To create a welcoming and inclusive public realm for all users.



Legible signage

SW.L.155 Simple, legible and consistent

Signage **must** be highly legible and uncomplicated. Signage must use a consistent design language of materials, character and quality across the Site.

To create an cohesive, navigable public realm.

SW.L.156 Durable and robust

Signage **must** be made of durable materials and designed to minimise the impacts of weathering and vandalism.

To ensure the quality of the public realm is maintained in the future.



Durable signage

SW.L.157 Integrated signage

Signage **could** be incorporated into landscape elements such as paving, lighting columns and seating.

To reduce clutter in the public realm.



Integrated signage

SW.L.158 Local context

Signage **should** tie into the local context. This could include local street signs and the Legible London wayfinding totems.

To stitch into the local context and provide familiar wayfinding.



Wayfinding totem

SW.L.159 Habitat and biodiversity awareness

Interpretation boards **should** be placed explaining the habitats present on Site and target species. This could be integrated with general wayfinding and directional signage.

To enable appreciation and understanding of nature.

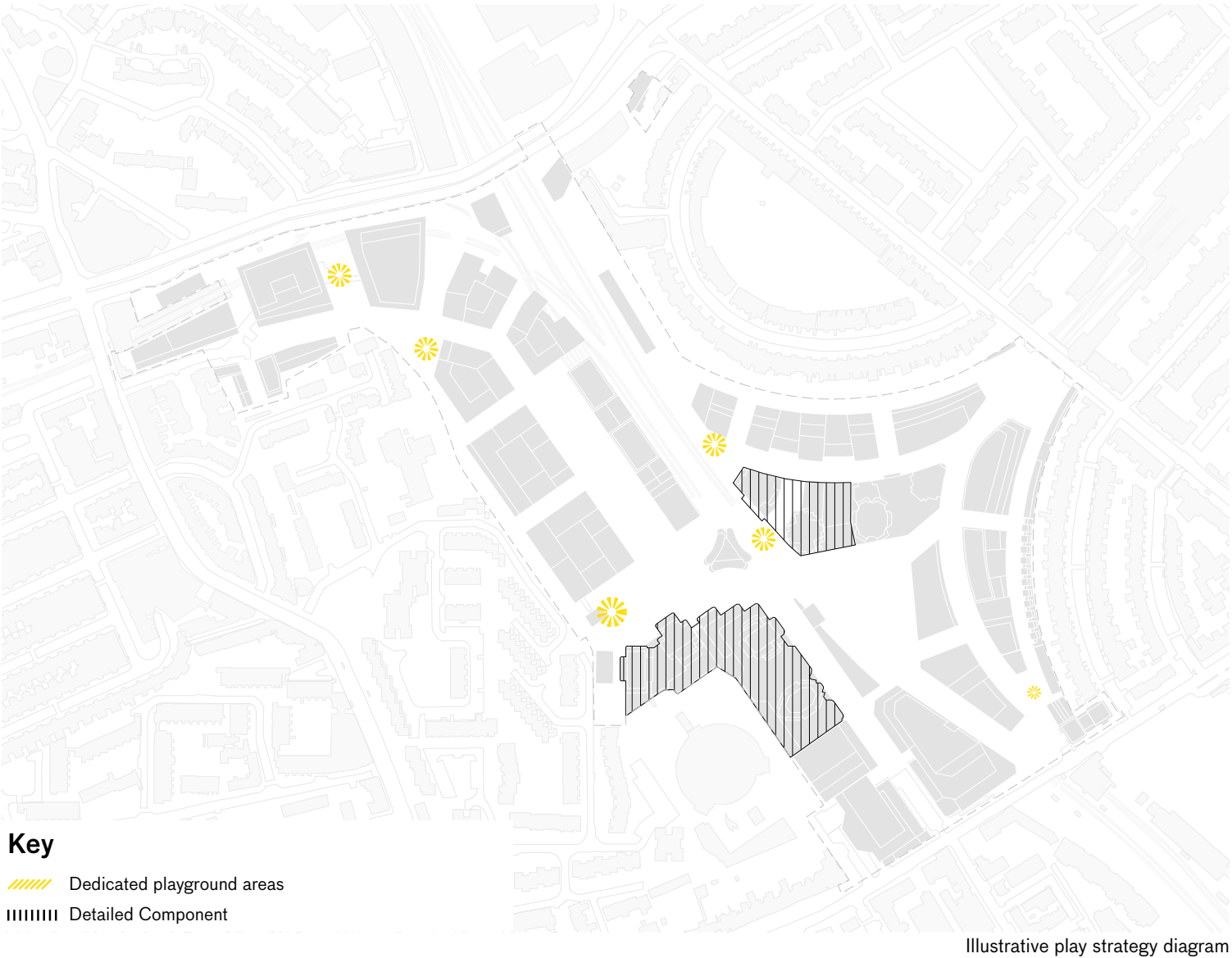
Play

SW.L.160 **Playground areas**

Dedicated play areas **must** be located in the public realm. They should be accessible, welcoming and open. The diagram below illustrates indicative locations of dedicated playground areas within the Earls Court Development.

To create a connected, vibrant network of play space.

▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



SW.L.161 **Nature play**

Where play spaces are provided, they **must** facilitate opportunities for engagement with nature. This could include soft landscaping and planting within play areas.

To support the overall landscape strategy.



Nature play

SW.L.162 **Inclusive play**

Play spaces **must** offer appropriate, usable provision for a wide range of age groups and to meet the requirements of a diverse range of end users.

To ensure play is accessible and inclusive to all.



Inclusive play spaces

SW.L.163 **Sensory stimulation**

The design of play spaces **should** provide sensory stimulation as part of the design using colour, texture, smell, animation etc.

To create a varied and interesting play experience.



Multi-sensory play

SW.L.164 **Natural surveillance**

Play spaces **must** have natural surveillance from buildings and movement routes.

To ensure safety and security.



Natural surveillance

SW.L.165 **Carer provision**

Play spaces **must** provide seating within view of play equipment for parents and carers to use.

To increase usability and comfort.



Seating for carers

SW.L.166 **Materiality and play**

Materials used within play space **must** be appropriate for safe play. These could be soft materials such as recycled rubber, sand and grass.

To create a safe environment for users of all ages.



Recycled rubber used within a play space

SW.L.167 **Clear sight lines in play areas**

Landscape design **must** facilitate visibility throughout play areas. This could be achieved through stem clearance of at least 2.5m, or arrangement and heights of lower planting.

To promote safety in play areas.



Tree stem clearance to enable sight lines

Public Art

SW.L.168 Place-specific

Public art **should** be place-specific and enhance the overall place-making and public realm strategy.

To create a vibrant, place-specific public realm.

- ▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Contextual public artwork

SW.L.169 Opportunities for local engagement

Public art **should** provide opportunities for engagement with the local community. This could include consultation with the community or engagement of local artists.

To ensure public art has a distinct local character.

- ▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Public artwork

SW.L.170 Accessible

Public art **should** be accessible to all users and consider the different needs of people when accessing and enjoying public art.

To ensure public art is accessible and inclusive to all.

SW.L.171 Integrated

Opportunities for the integration of public art with architecture **should** be explored.

To embed greater flexibility and creativity in the location and form of public art.



Integrating public artworks

SW.L.172 Weathering and durability

Public art **must** be suitable for exposure to the environment if located in the public realm. This should be through the use of durable materials.

To ensure the public realm is maintained in the future.



Durable public artwork

Communal Amenity

SW.L.173 Podiums and roof terraces

Podiums and roof terraces **should** be accessible and usable by residents, subject to coordination with other uses or requirements.

To maximise communal amenity for residents.



Accessible roof terrace

SW.L.174 Courtyards

Where buildings are designed to have internal central courtyards they **should** be accessible and usable to residents, where possible.

To create spaces that serve as communal areas and contribute to the life of the neighbourhood.



Useable, planted courtyards

SW.L.175 Minimise compartmentalisation

Communal spaces **should** minimise compartmentalisation and be accessible and usable to residents.

To create shared generous communal spaces.

SW.L.176 Soft landscaping

Private amenity spaces including courtyards, usable rooftops and usable podiums **must** include areas of soft landscaping.

To maximise planting and biodiversity within plots.



Soft landscaping

SW.L.177 Doorstep play

The design and layout of residential courtyards and usable podium landscapes **should** include doorstep play.

To maximise play opportunities for resident children and contribute to the sitewide play strategy.



Doorstep play

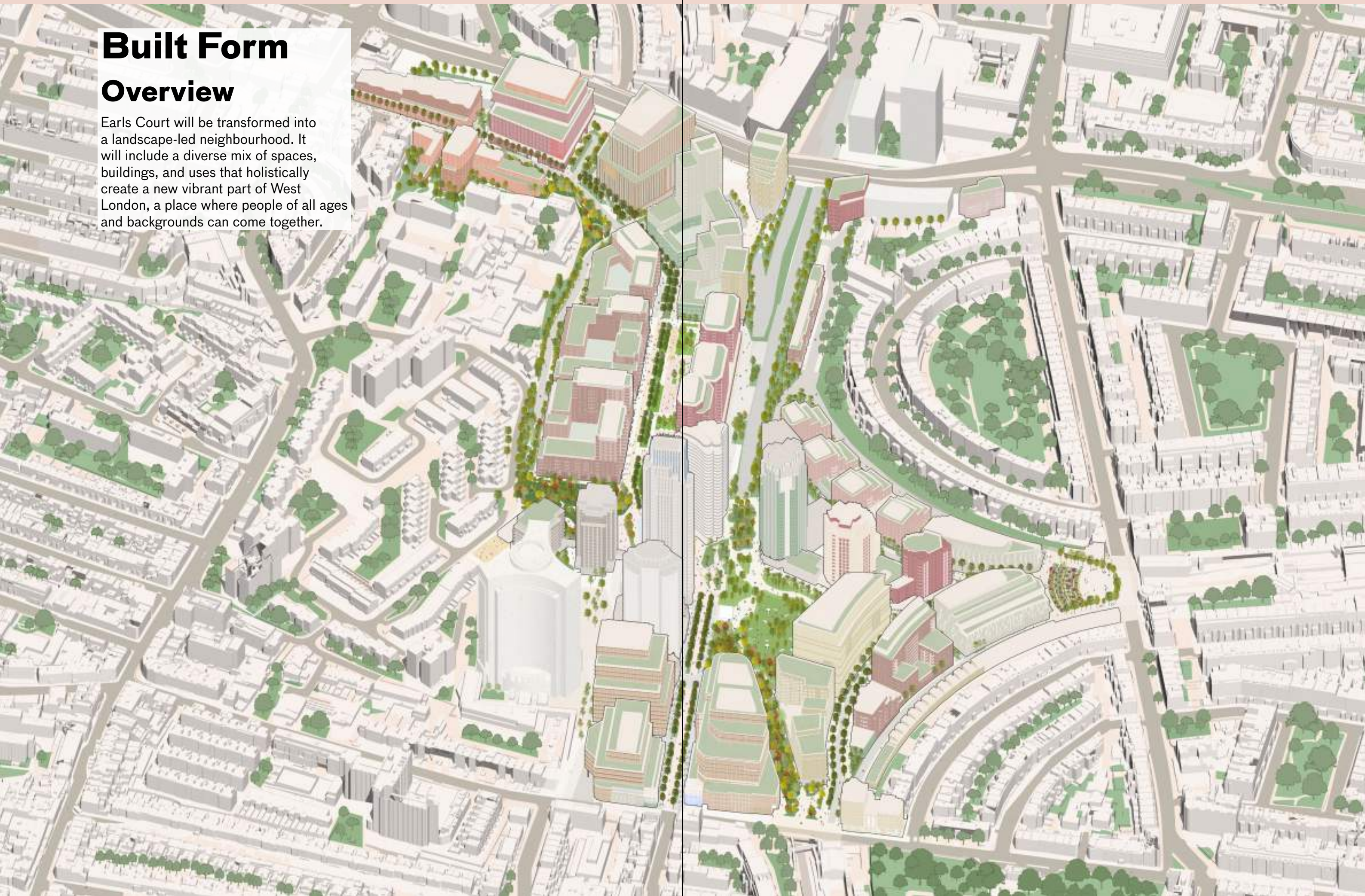
**SW**

BUILT FORM | OVERVIEW

Built Form

Overview

Earls Court will be transformed into a landscape-led neighbourhood. It will include a diverse mix of spaces, buildings, and uses that holistically create a new vibrant part of West London, a place where people of all ages and backgrounds can come together.



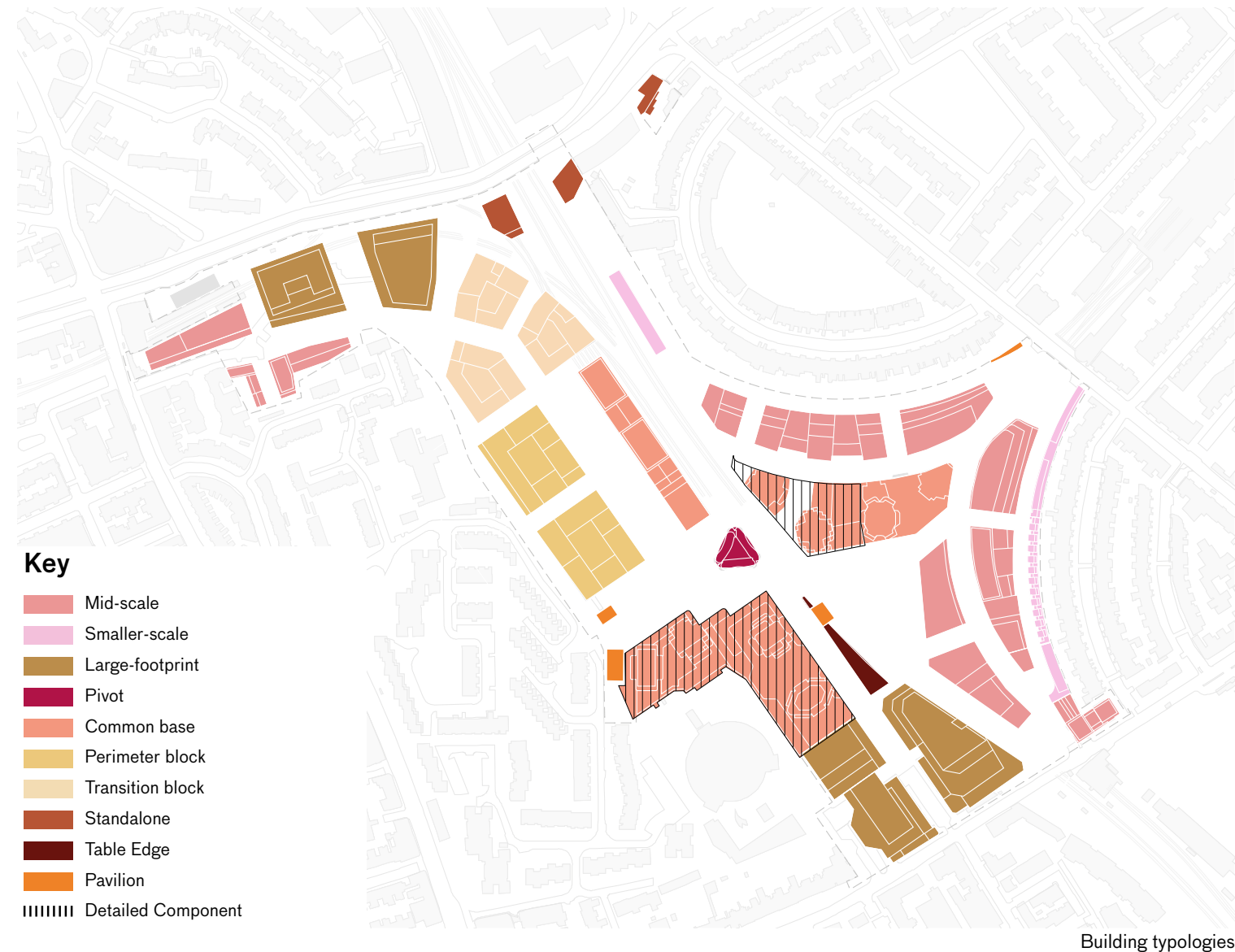
Building Typologies

SW.B.1 Building typologies

Design **should** align with the Building typologies described in the diagram below. A description of the contributing role of these typologies to the Earls Court Development is included on the following pages.

To balance a familiar approach to design with individual design expression.

▶ Refer to relevant Character Areas for additional information on building typologies.

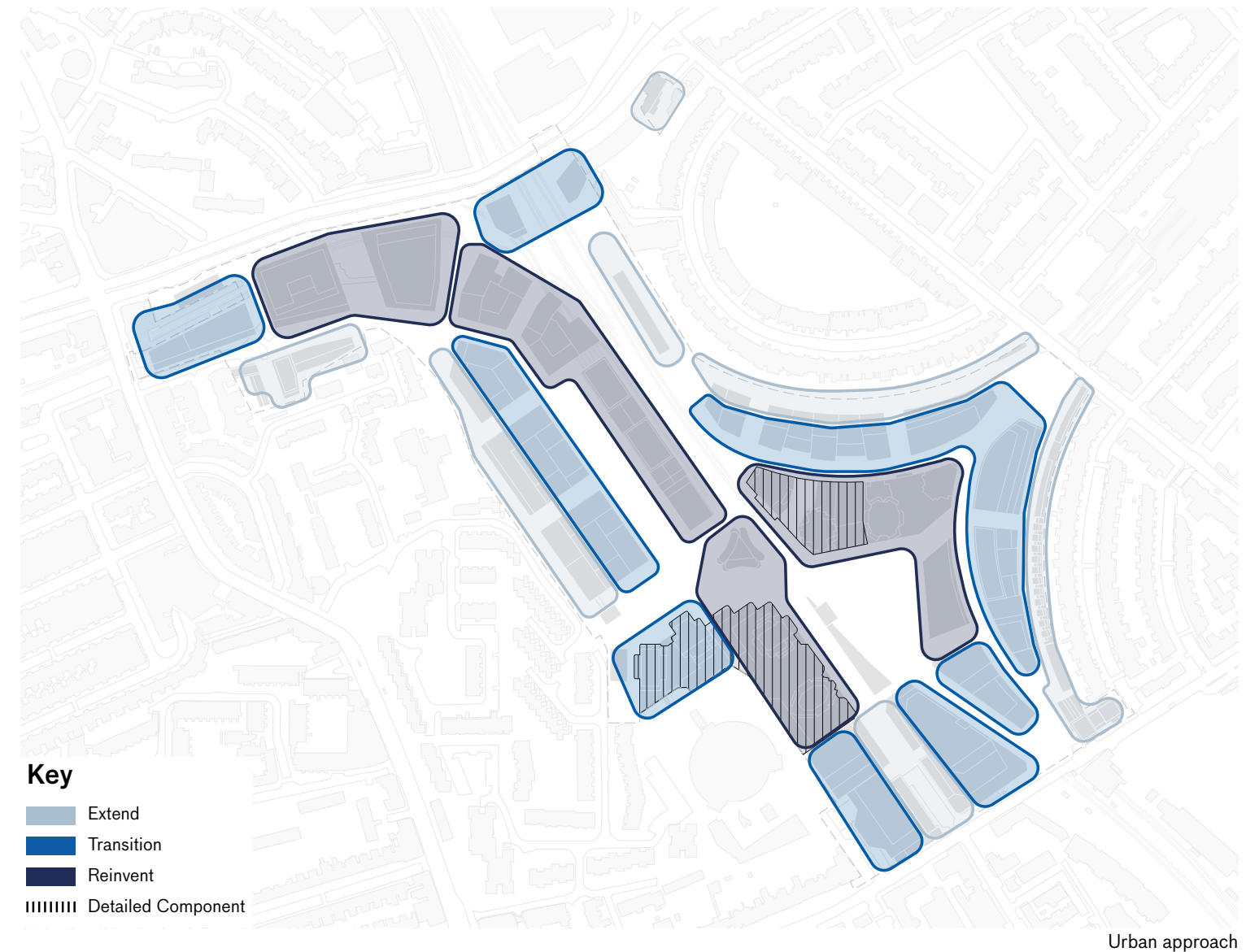


SW.B.2 Emerging from local context

The design **must** reflect the approach to heights and massing as described in the Design and Access Statement and summarised in the diagram below.

To facilitate a holistic approach to design across different buildings and typologies.

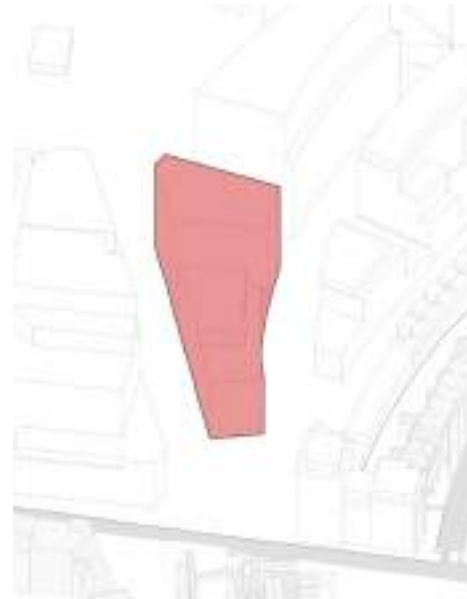
▶ Refer to Strategic Framework chapter in the Design and Access Statement: Masterplan (EC.PA.08).



SW.B.3 **Mid-scale**

- Transitions from the scale of the surrounding buildings
- Reinterprets characteristics of local typologies such as mansion blocks
- Adopts a materiality that responds to the local context
- Provides a façade rhythm and composition that reinforces a consistent character for the crescents

To frame West Brompton and Warwick Crescents and contribute to the West Kensington boulevard.



Illustrative diagram, Mid-scale

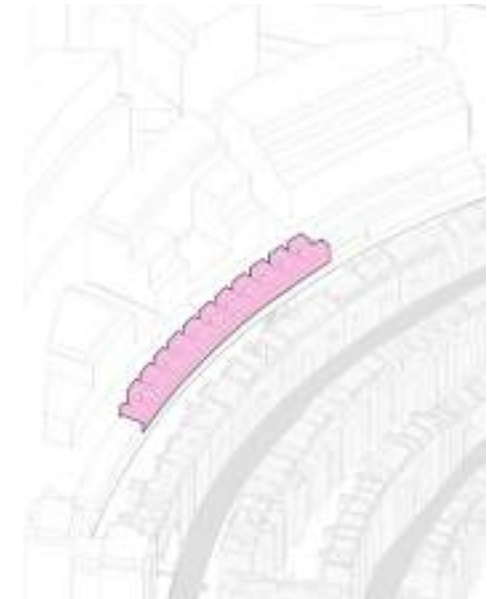


Mid-scale block

SW.B.4 **Smaller-scale**

- Defines the character of lanes
- Responds to neighbouring scale and character
- Responds to the grain of the adjacent buildings
- Includes front doors or active entrances

To provide fine-grain residential and non-residential uses on lanes.



Illustrative diagram, Smaller-scale

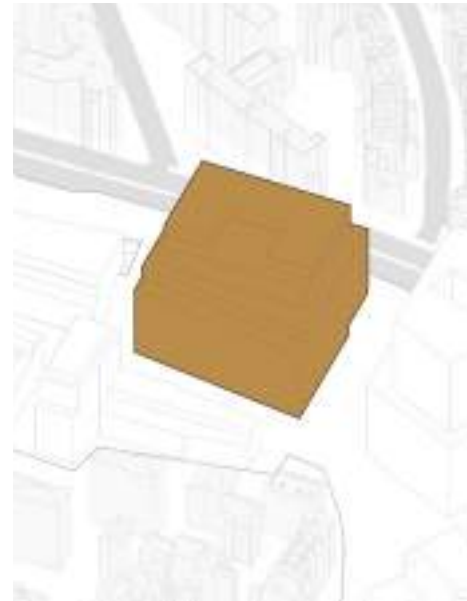


Smaller-scale buildings

SW.B.5 **Large-footprint**

- Uses massing and architectural expression to create a sense of arrival into the Site
- Expresses use through the order and composition of façades
- Provides flexible, larger floorplates for a variety of non-residential uses
- Activates the boulevards through visually permeable frontages

To frame West Kensington and Empress Place Boulevards.



Illustrative diagram, Large-footprint

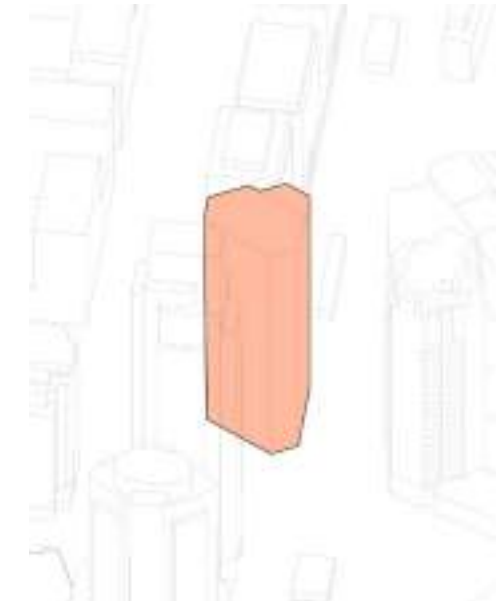


Large-footprint building

SW.B.6 **Pivot**

- Considers all façades given the increased visibility from all angles
- Integrates with the surrounding landscape
- Explores the importance of the relationship with the ground
- Considers greater design experimentation or uniqueness

To provide a marker building which can be viewed in the round and is strongly integrated with the landscape.



Illustrative diagram, Pivot

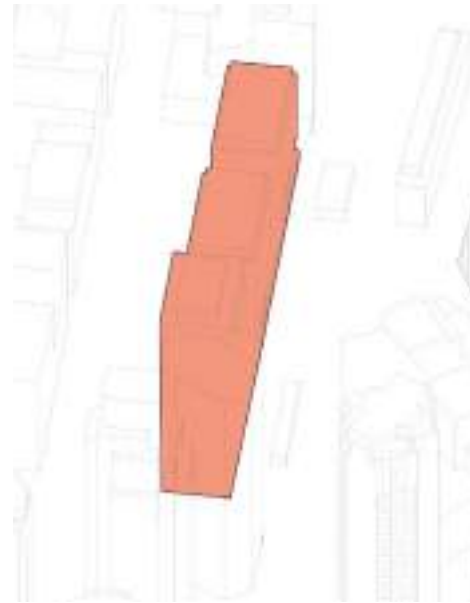


Pivot building

SW.B.7 **Common base**

- Considers a distinctive base condition that responds to the character of the public realm
- Provides an open and visually connected façade
- Adopts a materiality that responds to the local context
- Creates opportunities for podiums to be accessible and usable

To create a common base or building that has multiple elements, creating a set piece.



Illustrative diagram, Common base

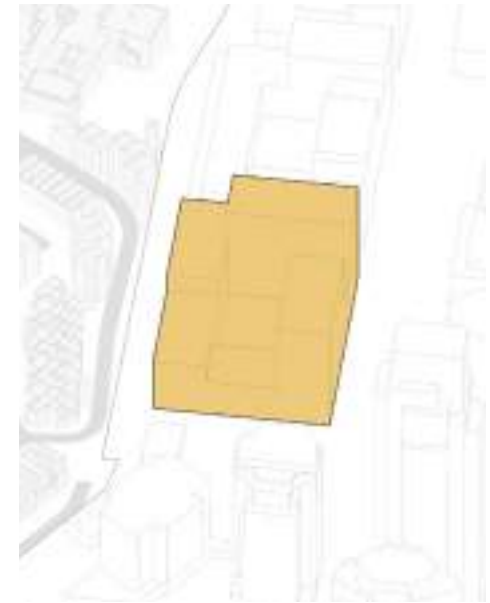


Common base

SW.B.8 **Perimeter block**

- Considers the immediate context of each side of the urban block and adopts a form, scale and character that responds to it
- Provides a well-defined and enclosed communal courtyard
- Creates a coherent and legible urban grain that responds to the local context
- Provides a degree of variation in the massing

To frame the edge of Lillie Sidings Square and provide a transition to the existing Estate.



Illustrative diagram, Perimeter block

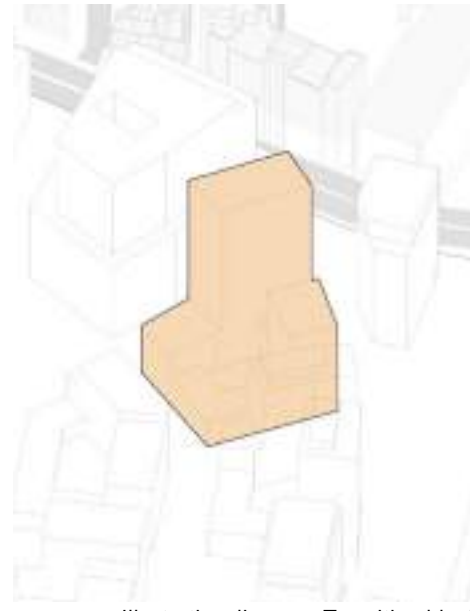


Perimeter block

SW.B.9 **Transition block**

- Defines the boulevard edges
- Establishes activated and visually permeable frontages to the boulevard
- Forms well-defined and enclosed communal courtyards
- Creates a degree of variation in the massing, with varying heights expressed

To create the curvature of the boulevard and transition between Lillie Sidings Square and West Kensington.



Illustrative diagram, Transition block

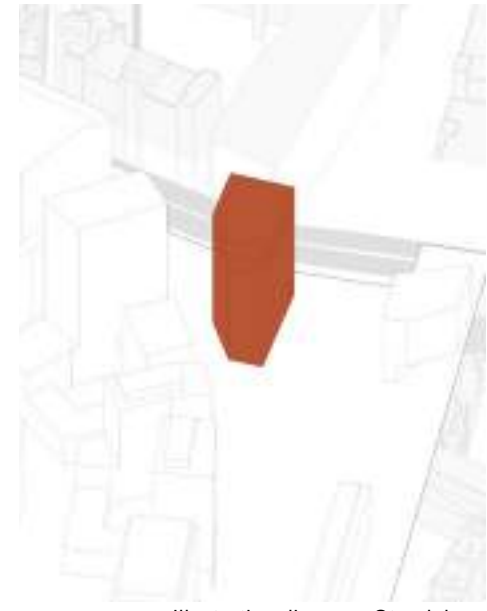


Transition block

SW.B.10 **Standalone**

- Considers all façades given the increased visibility from all angles
- Integrates with the surrounding landscape
- Considers greater design experimentation or uniqueness
- Considers the interfaces with adjacent boundaries including the rail corridor and West Cromwell Road

To provide a marker at the northern edge of the Site.



Illustrative diagram, Standalone



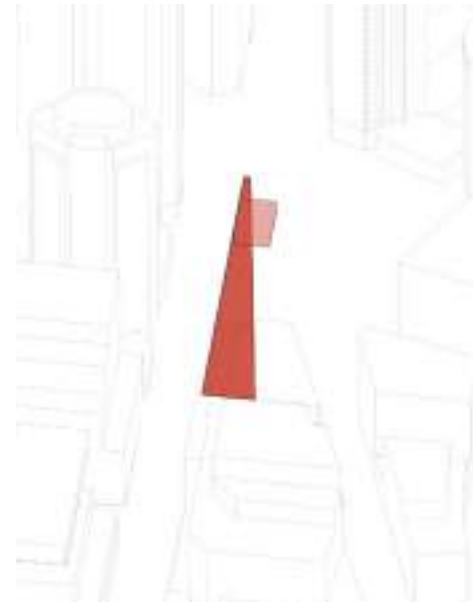
Standalone building

SW.B.11

Table Edge

- Activates Empress Place with a visually permeable and engaging frontage
- Manages a level change

To frame and activate the eastern edge of Empress Place



Illustrative diagram, Table Edge



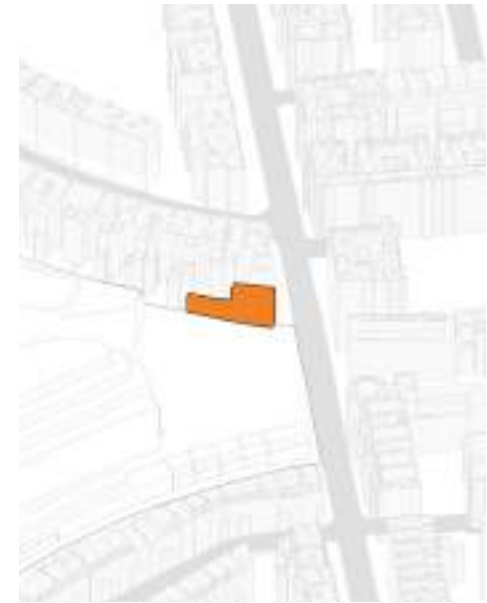
Table Edge

SW.B.12

Pavilion

- Integrates with the surrounding landscape
- Promotes visually permeable and welcoming frontages
- Explores massing and façades that activate the public realm
- Contributes to wayfinding
- Opens the opportunity for architectural expression

To animate key public realm including Aisgill Gardens, the Table and Warwick Square.



Illustrative diagram, Pavilion



Pavilion

Layout and Massing

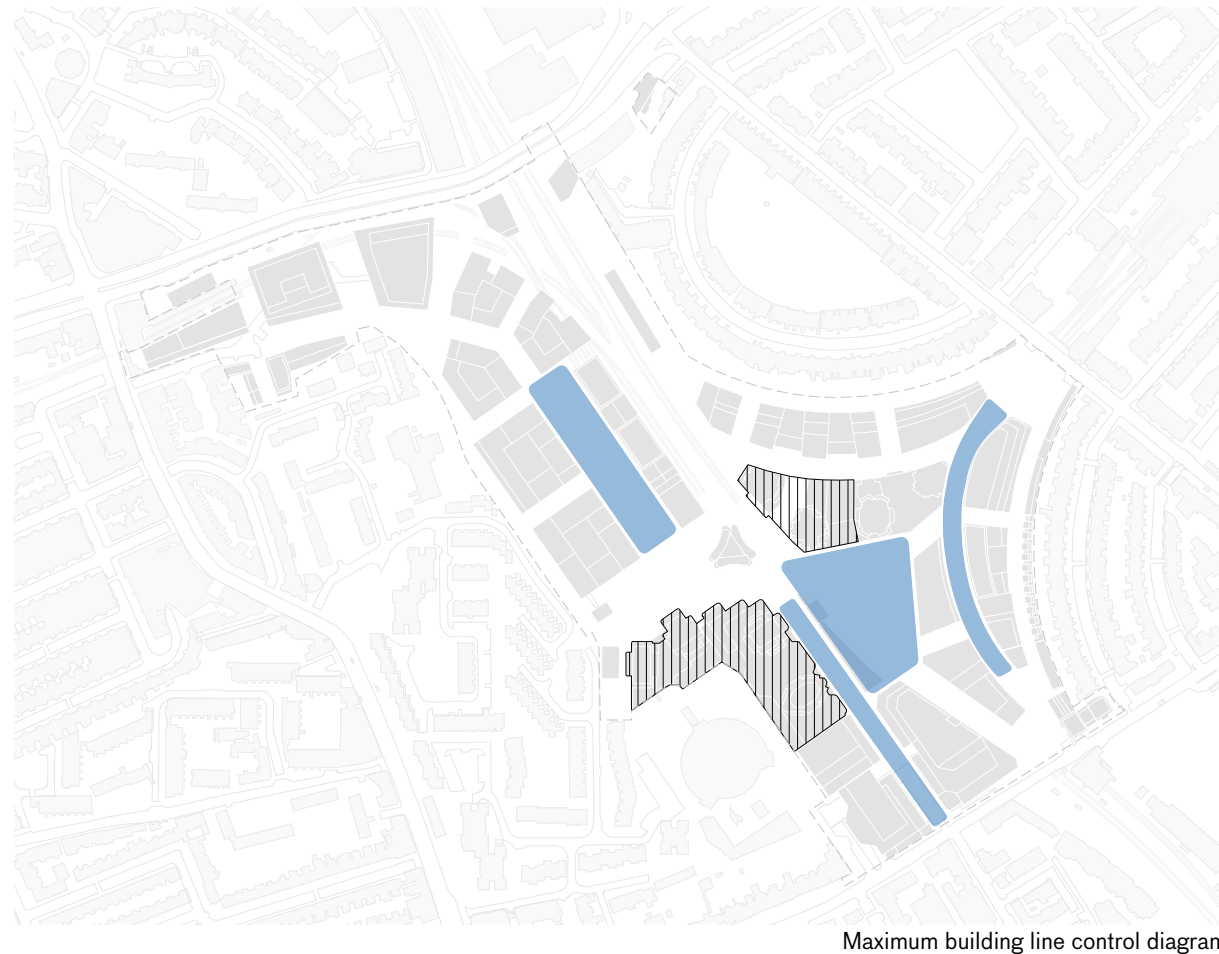
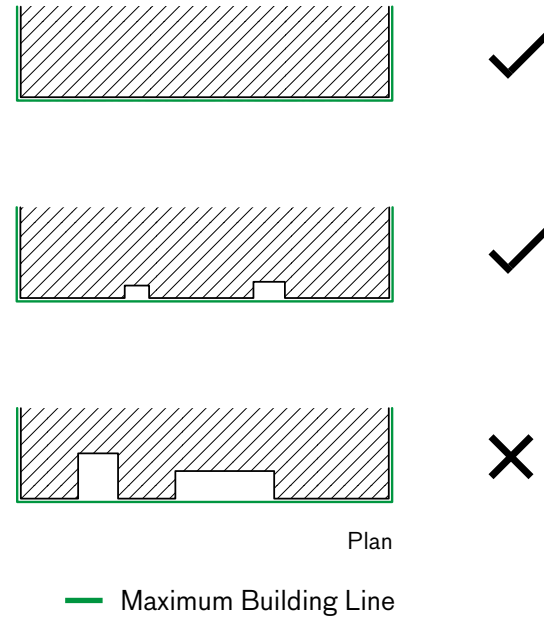
SW.B.13

Defining the edge of the public realm

Where indicated in the control diagram below, buildings **must** predominantly align to the Maximum Building Line.

To reinforce the edge of the public realm and frame key routes.

Refer to relevant Character Areas for additional information on frontages addressing key spaces.

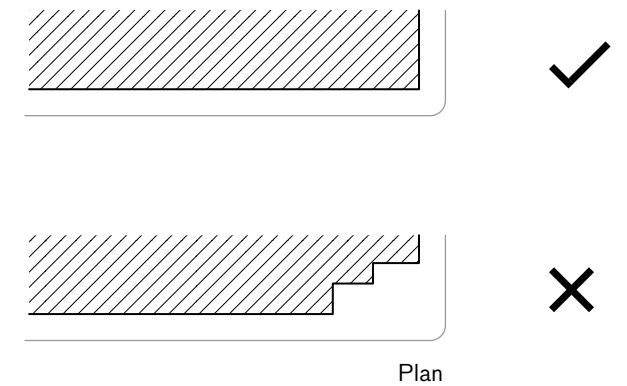


SW.B.14

Hold corners

Building façades **should** avoid setting in at corners at upper levels on primary routes. Exceptions could include recessed entrances and/or setbacks at the top of buildings.

To reinforce the sense of enclosure on primary routes.

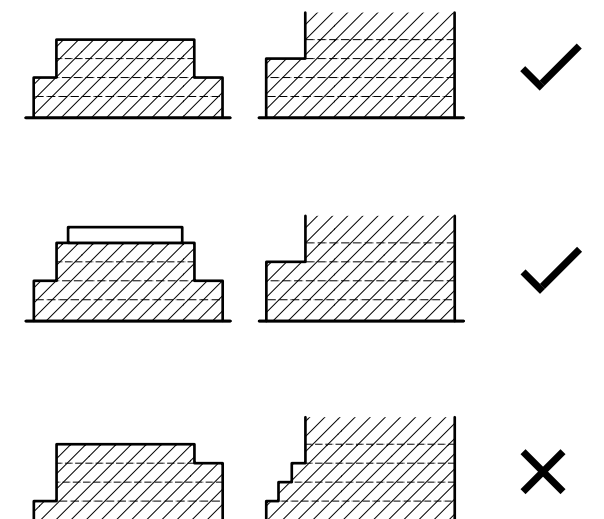


SW.B.15

Meaningful steps in massing

Massing steps **should** be consolidated, avoiding steps of less than 2 storeys. Single storey massing steps could be acceptable on the top floor, provided there is a legible approach to the design.

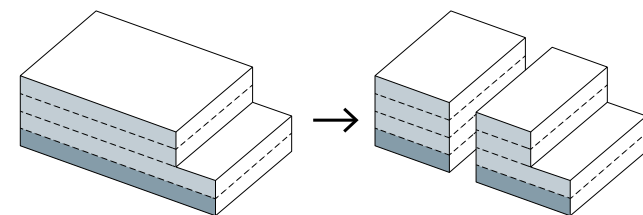
To ensure clarity and hierarchy of massing.



SW.B.16 **Massing breaks**

Massing **could** be split, for instance when land use changes result in less deep floorplates. All other guidance must be followed, such as façade hierarchies or appearance.

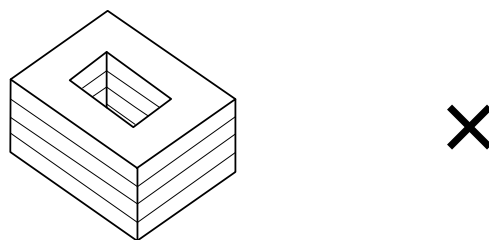
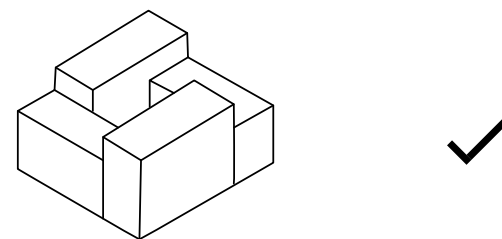
To retain the principles set out for the proposal whilst allowing flexibility.



SW.B.17 **Block articulation**

Massing within a Plot **must** be clearly articulated. This could be achieved through variation in heights, architectural expression, tone or materiality.

To encourage variety along the length of a building façades.



SW.B.18 **Landing on ground**

Different ground strategies are permitted depending on the character and context of the building. Building expression **must** contribute to the legibility of the massing through the ways in which each building lands onto the ground, in relation to its particular location and role in the proposal.

The following codes outline three approaches.

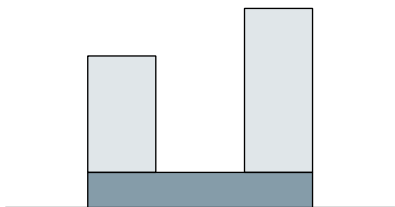
To allow variety of expression whilst reinforcing the legibility of the proposal as a whole.

SW.B.19 **Building base**

The building base or podium **could** read as continuous and take precedent over the buildings sitting 'on top'.

This could include the Large-format and Common base building typologies.

To create a continuous street wall and unify the ground plane.

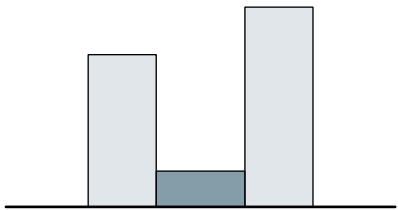


SW.B.20 **Buildings to ground**

Taller elements of buildings **could** be expressed as reaching the ground. This could be achieved through architectural expression including openings, tone or materiality.

This could include the Standalone building typology and sitewide key corners identified in Sitewide / Built form.

To express the verticality of taller building elements.

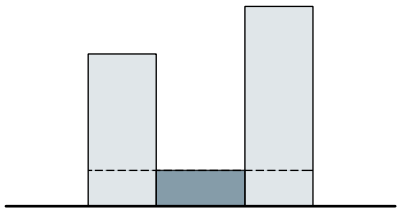


SW.B.21 **Combination of approaches**

The previous two approaches to expression of building bases and vertical elements **could** be combined, where indicated in the control diagram.

This could include the Transition block and Perimeter block building typologies.

To create harmony in expression in specific parts of the proposal.



SW.B.22 **Parapet treatment**

Parapet treatment to accessible podiums or terraces **must** read as integral to the façade. This could be achieved through extending the same treatment or through consistent tone or materiality.

To ensure parapet detailing is integrated into the façade.



Parapet treatment integrated with façade

Frontages and Façades

SW.B.23 Frontages and façade hierarchy

Building façades **should** respond to the façade hierarchy outlined in the control diagram below. The description of how this could be achieved is outlined throughout this section.

To reinforce the hierarchy of the public realm, with particular attention given to key routes and spaces.



SW.B.24 Active frontages

Active uses, such as retail and food and beverage, **must** be predominantly concentrated on frontages addressing key routes and spaces.

To encourage an activated and vibrant public realm.



Active frontage with food and beverage

SW.B.25 Ground Floor permeability

Active uses addressing the public realm **must** contribute to its animation by maximising proportion of openings, transparency and visibility.

To maximise activation and animation of buildings addressing the public realm.



Permeable Ground Floor

SW.B.26 Entrances

Building entrances **should** look to activate the public realm, particularly in locations where residential is the predominant or only use.

To animate the public realm.



Entrance on public realm

SW.B.27 Expression of façades addressing key routes and spaces

Façades addressing key routes and spaces **should** express a more formal approach. This could be achieved through detailing, façade expression, tone or materiality.

To reinforce the hierarchy of the public realm.



Façades along main routes

SW.B.28 Expression of façades addressing existing Estates

Façades addressing the existing Estates on the western edge of the Site, **should** carefully respond to their immediate context. This could be achieved through tone, materiality, grain and/or scale of their components (windows, recesses, etc.)

To ensure that the design of façades addressing the existing Estates consider their unique context.



Illustrative view, architectural style reflecting finer scale and grain

SW.B.29 Expression of other façades

Other façades **could** take a less formal approach than primary façades and be of smaller scale and grain.

To reinforce the hierarchy of the public realm.



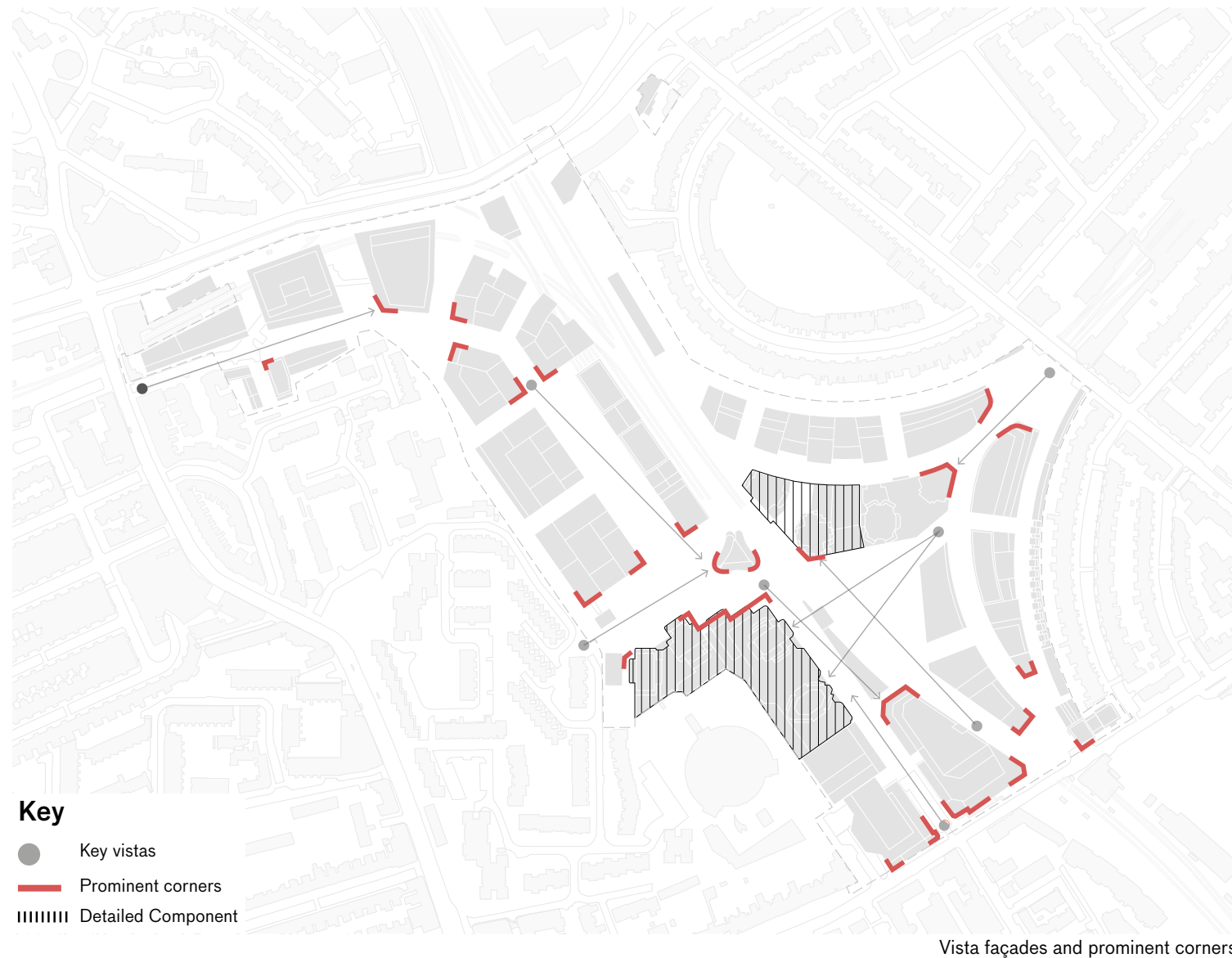
Smaller scale grain

SW.B.30 Prominent corners

Prominent corners front or terminate important routes and views within the proposal. They **should** be designed with particular importance and/or incorporate prominent features. Other corners could also be considered.

To assist with legibility, orientation, wayfinding and spatial hierarchy.

▶ Refer to relevant Character Areas for additional information on particularly prominent frontages.

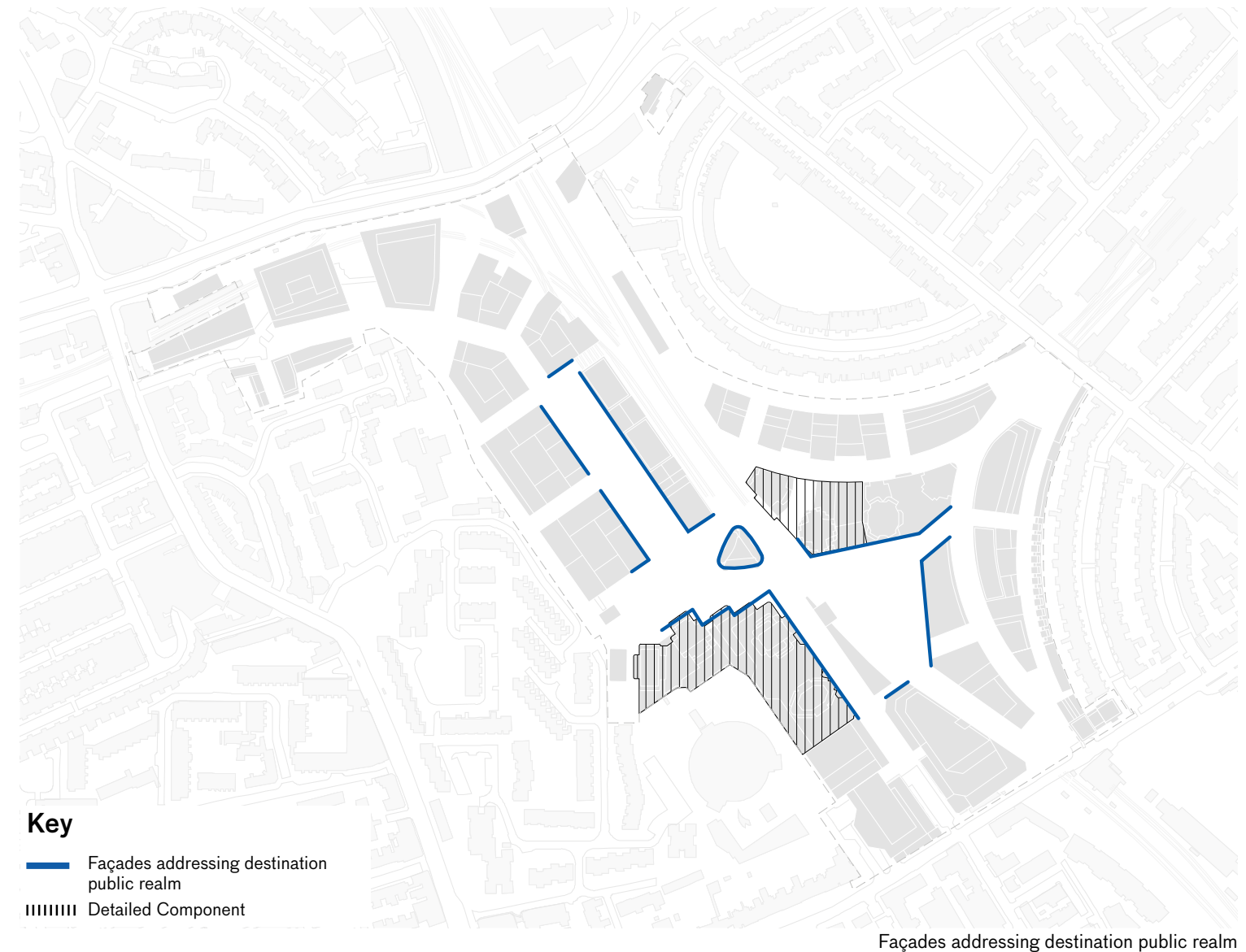


SW.B.31 Opportunity for specials

Façades addressing areas of destination public realm as highlighted below **could** include special features. Suggested features are outlined on the following page 'Treatment of Specials'.

To define a clear spatial hierarchy around the destination public realm.

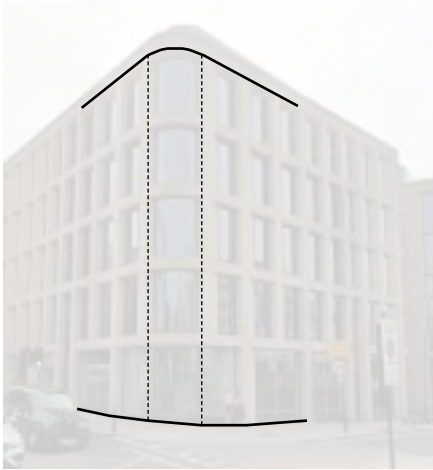
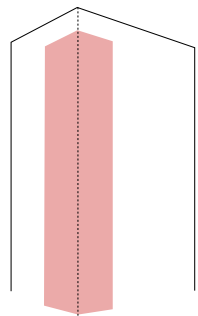
▶ Refer to relevant Character Areas for additional information on particularly prominent frontages.



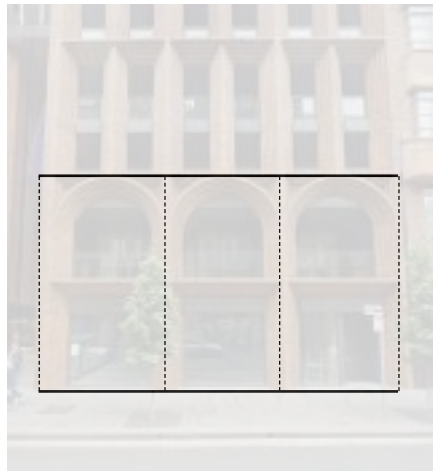
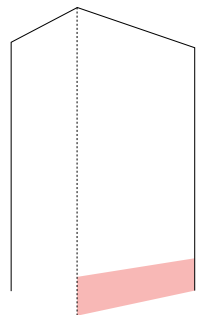
SW.B.32 **Treatment of specials**

Buildings facing key public open spaces as shown on the diagrams below **could** include special features, such as prominent Ground Floor entrances, special building tops or distinctive design in the middle.

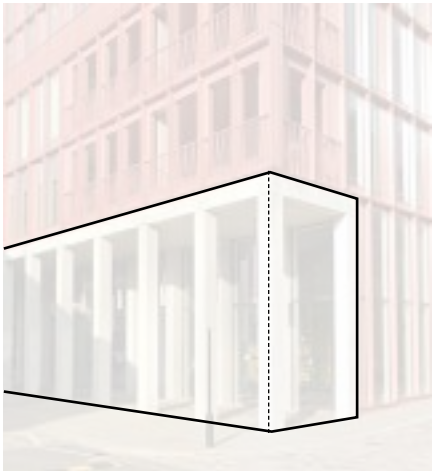
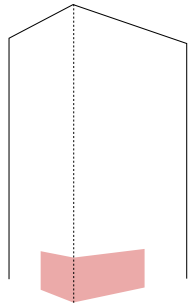
To reinforce the spatial hierarchy highlighting the frontage to key open spaces.



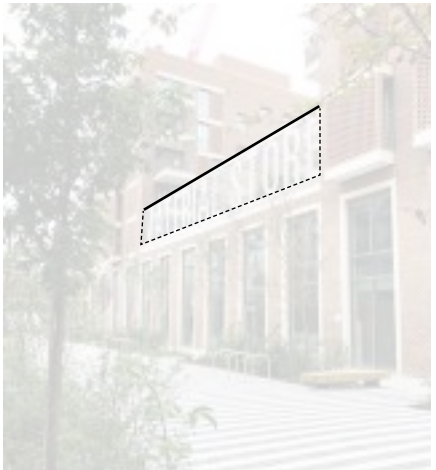
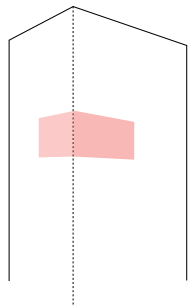
Special corners



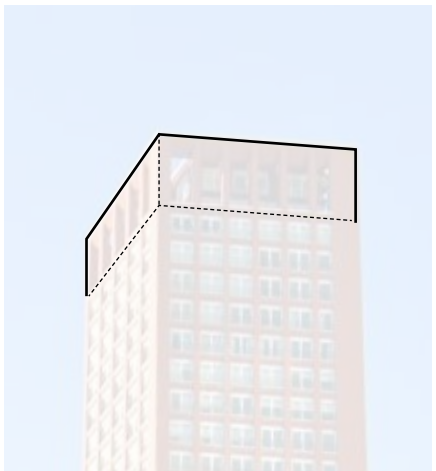
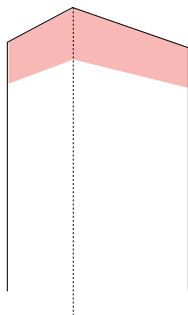
Special Ground Floor



Special entrance treatment



Distinctive façade detail



Special top

SW.B.33 **Balance between sitewide familiarity and definition of Character Areas**

Building façades **should** build on the identity of the Earls Court Development while defining the uniqueness of each Character Area.

To reinforce both the identity of the Earls Court Development and each Character Area.

▶ Refer to relevant Character Areas for additional information.

SW.B.34 **Expression of use**

Building uses **should** be expressed and considered in the design. This could be achieved through details of variation such as transparency, size of apertures, colour, contrast, materiality or articulation.

To reinforce legibility, amplify activity and celebrate diversity of use.



Use expressed through scale of openings

SW.B.35 **Order in the composition**

Buildings façades **should** have a considered approach to order in the composition. This could be achieved through vertical alignment in the overall composition.

To respond to local character and create a calm environment.



Examples of different approaches to order in the composition

SW.B.36 **Service area treatment**

Service areas **must** be integrated into the design of buildings façades. They should add visual interest to the street-scene.

To ensure good streetscape throughout the Site.



Integrated service area

SW.B.37 **Service area extent**

Service areas **must** be minimised on Ground Floor frontages addressing key routes and spaces. On all other frontages, they should be minimised to avoid large extents of inactive and blank frontages.

To minimise large extents of inactive and blank frontages.

Tone and Materiality

SW.B.38 Complementary materials

Care and consideration **must** be given to each building to ensure that chosen materials are complementary to but subtly different from the existing context and surrounding buildings.

To ensure a visually calm, coherent, yet characterful neighbourhood.



Varied, yet complementary façade treatments, materiality and colour

SW.B.39 A family of buildings

Buildings comprising a shared courtyard or shared base **should** read as a family of buildings with related materials and detailing.

To ensure a refined approach to material application and distribution across the Site.



Buildings with related materials and detailing

SW.B.40 Familiarity through tone

Design responses **must** ensure a coherent response to tone that reinforces the identity of the Earls Court Development.

To ensure that future designs contribute to a coherent palette across the Site.



SW.B.41 Primary material palette

Primary material selection across the Site **should** form a coherent and recognisable palette. (Adjacent precedents are an illustrative reference palette).

To respond and reinterpret to the materiality of the local context.



SW.B.42 Secondary materials

Secondary or tertiary materials **should** contribute a sense of richness and depth to the palette.

To provide variety and visual interest to building façades.



Illustrative reference palette

SW.B.43 **Robustness**

Building materials and treatment **must** be robust and have enduring qualities.

To create durable buildings.



Robust building materials

SW.B.44 **Weathering and durability**

Materials that are prone to discolour, require frequent maintenance or weather poorly **must** not be used.

To retain the appearance and functionality of buildings.

SW.B.45 **Reflective materials**

Designs **should** avoid highly reflective materials.

To ensure designs and materiality respond to the local context and incorporate bird-friendly building design principles.

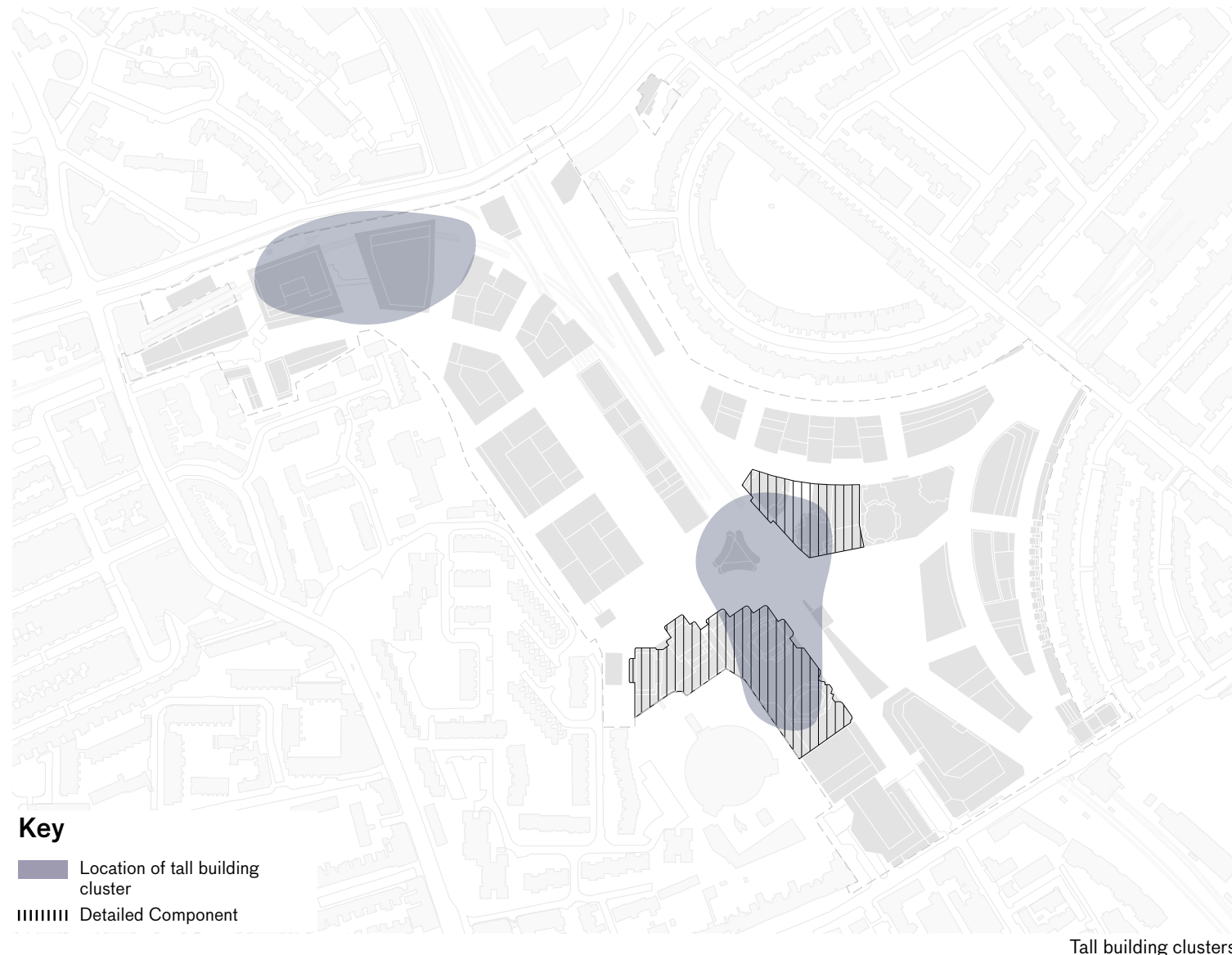
▶ Refer to Environmental Statement (EC. PA.12).

Tall Buildings

SW.B.46 A distinct cluster

The tall building clusters as shown in the below diagram **should** form a distinct identity for Earls Court.

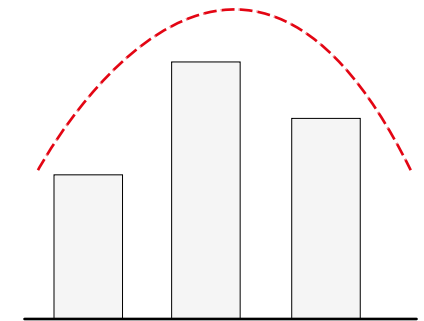
To make Earls Court recognisable from a distance and as a regionally important destination.



SW.B.47 Cluster legibility

Tall buildings **must** be designed in relation to other tall buildings within the cluster, responding to their massing and architectural expression.

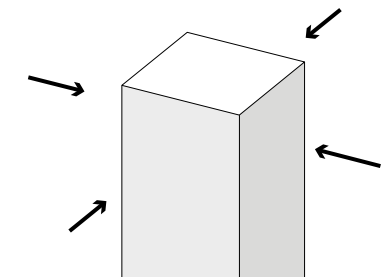
To create a harmonious and coherent cluster at Earls Court when seen in relation to existing townscape and its designated heritage assets.



SW.B.48 Addressing 360 degrees

All façades **should** be designed so that they are considered attractive from all angles. Façades could differ as they must be informed by environmental performance requirements and orientation of the building fabric.

To ensure buildings are designed with consideration to all vantage points.



SW.B.49 Relationship to Ground Floor

The design **must** contribute positively to its surroundings at street level. This could be achieved through integration with the landscape design or a high level of visual permeability.

To strengthen the Ground Floor experience.

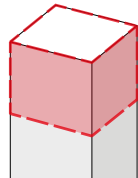


Illustrative view, the Cascades

SW.B.50 **Tall building top design**

The design of the top of a tall building **must** be clearly articulated, well considered and integrate rooftop elements into a coherent overall form. This could include tops that are lighter in tone.

To improve the impact on the skyline.



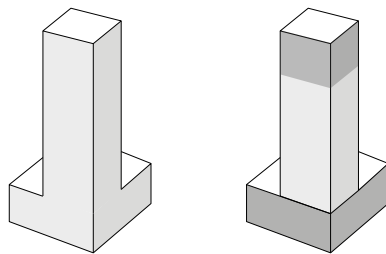
Illustrative view, WBO4



SW.B.51 **Top, middle, base**

Tripartite expression is not mandatory where good design is evident.

To allow for flexibility in the tall building form.



Illustrative view, WBO3 and WBO4



SW.B.52 **Consideration of microclimate effects at Ground Floor**

The design of tall buildings **must** consider the microclimate at Ground Floor, and incorporate massing strategies and design details to mitigate downdraught and wind funnelling.

To safeguard pedestrian comfort at street level.

SW.B.53 **Consideration of microclimate for amenity**

The design of tall buildings **must** consider the microclimate of private and communal amenity.

To safeguard the comfort and use of private and communal amenity.

Heritage Assets

Preserving or enhancing designated heritage assets

Proposals seek to preserve or enhance the significance of heritage assets, in line with statutory and policy requirements, or to minimise or mitigate the potential for harm to their significance. The Design Code focuses on particular views for both boroughs as described in the 'Impacts on heritage and townscape in RBKC/LBHF' sections and the corresponding Character Area chapters referred to for each view.



Philbeach Gardens with St Cuthbert's Church

Non-designated heritage assets

The effect of the proposals also takes into consideration the significance of non-designated heritage assets.



Non-designated heritage assets

Impacts on Heritage and Townscape in RBKC

The following information, and codes, relate to selected heritage assets in RBKC which will experience setting change in specified views. There is further specific guidance on the management of these impacts in the accompanying Character Area chapters of the Design Code.



View 25 - Philbeach Gardens

Plot(s): WK08/09
Development Zone(s): T
Character Area(s): Lillie Sidings



View A17 - Earl's Court Square, North

Plot(s): WB03/04, EC03/10,
Development Zone(s): E, F, H
Character Area(s): West Brompton



View A14 - Philbeach Gardens

Plot(s): WK07/08/09, EC06
Development Zone(s): L, N, T
Character Area(s): Lillie Sidings



View 29 - Penywern Road

Plot(s): EC03/04/05/09/10, WB03/04
Development Zone(s): E, F, H, K, L
Character Area(s): West Brompton, Warwick Crescent



View 24 - Trebovir Road

Plot(s): WB04/06, EC04/05/06
Development Zone(s): H, K, L, N
Character Area(s): Warwick Crescent



View 8 - Brompton Cemetery

Plot(s): EC02/03/04/05/09/10,
WB01/02/03/04/06/07
Development Zone(s): B1/B2, C, E, F, H, K, L, N
Character Area(s): Sitewide

Philbeach Gardens (View 25)

Plots WK08 and WK09

Development Zone T

▶ Refer to Lillie Sidings / Built form /
Impacts on heritage and townscape.



Philbeach Gardens - View 25

Philbeach Gardens (View A14)

Plots WK07, WK08, WK09, EC06

Development Zones L, N, T

▶ Refer to Lillie Sidings / Built form /
Impacts on heritage and townscape.



Philbeach Gardens - View A14

Trebovir Road (View 24)

Plots WB04, WB06, EC04, EC05,
EC06

Development Zones H, K, L and N

▶ Refer to Warwick Crescent / Built form /
Impacts on heritage and townscape.



Trebovir Road - View 24

Earl's Court Square North (View A17)

Plots WB03, WB04, EC03 and
EC10

Development Zones E, F and H

▶ Refer to West Brompton / Built form /
Impacts on heritage and townscape.



Earl's Court Square North - View A17

Penywern Road (View 29)

Plots EC03, EC04, EC05, EC09, EC10, WB03 and WB04

Development Zones E, F, H, K and L

- Refer to West Brompton / Built form / Impacts on heritage and townscape, and Warwick Crescent / Built form / Impacts on heritage and townscape



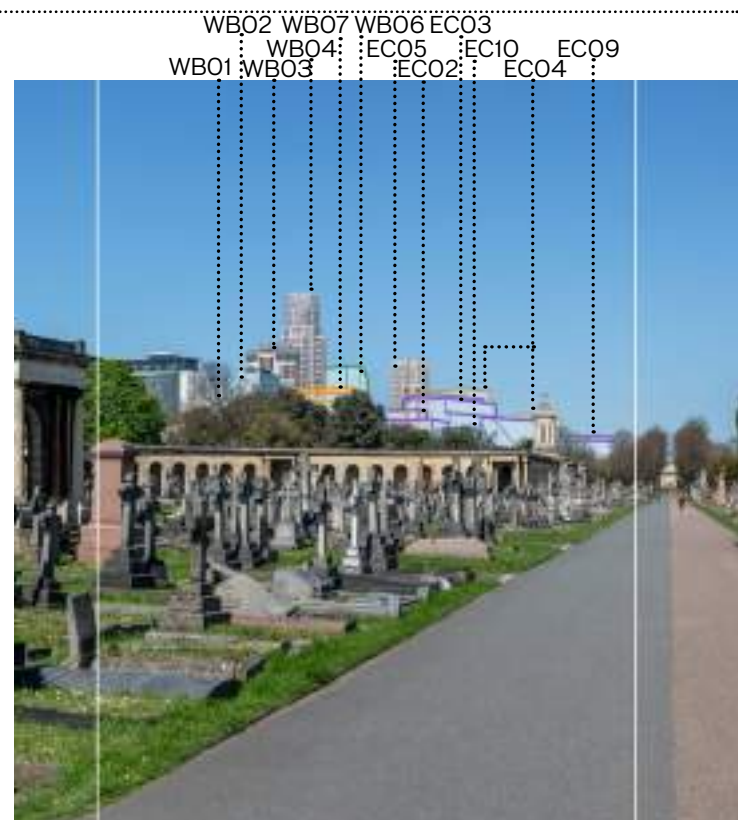
Penywern Road - View 29

Brompton Cemetery (View 8)

Plots EC02, EC03, EC04, EC05, EC09, EC10, WB01, WB02, WB03, WB04, WB06 and WB07

Development Zones B1/B2, C, E, F, H, K, L and N

- Refer to other references to View 8 within this section



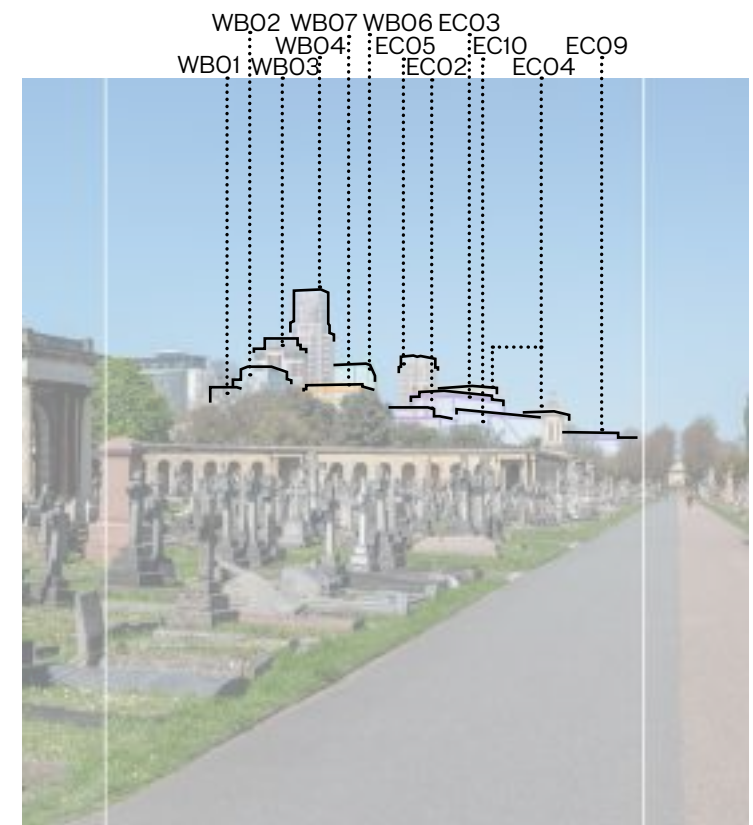
Brompton Cemetery - View 8

SW.B.54 Skyline

Buildings in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **must** contribute to the formation of a clearly defined skyline. This could be achieved through varied architectural expression between plots, such as variety in colour or materiality.

To ensure an appreciation of depth in the massing and reduce its visual impact on heritage assets and their setting.

- Refer to other references to View 8 within this section



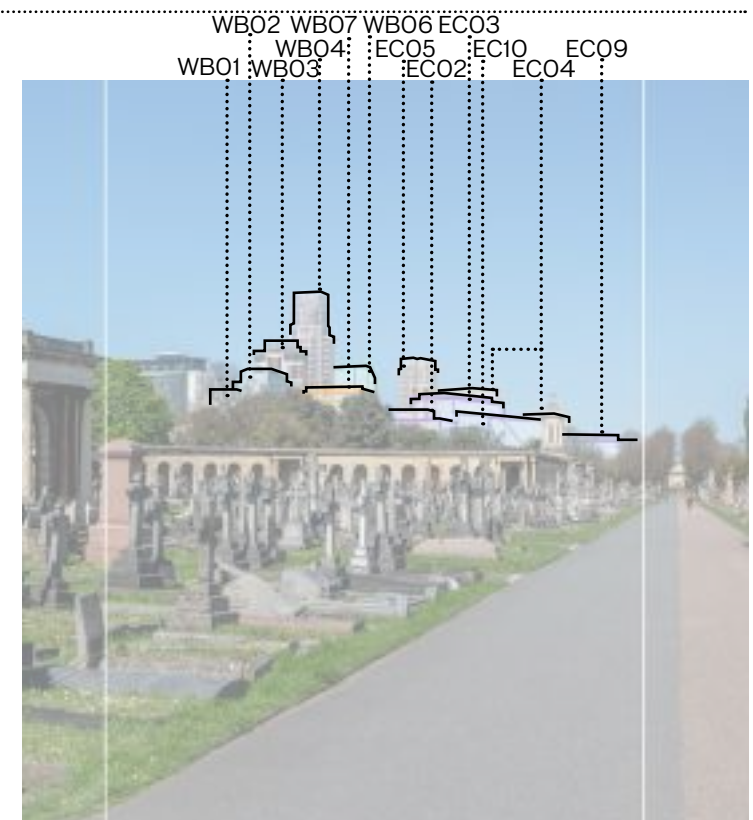
Brompton Cemetery - View 8

SW.B.55 Calmed background

Buildings in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **should** mitigate distraction from the setting and features of the historic cemetery.

To minimise the visual impact on heritage assets and their setting.

- Refer to other references to View 8 within this section



Brompton Cemetery - View 8

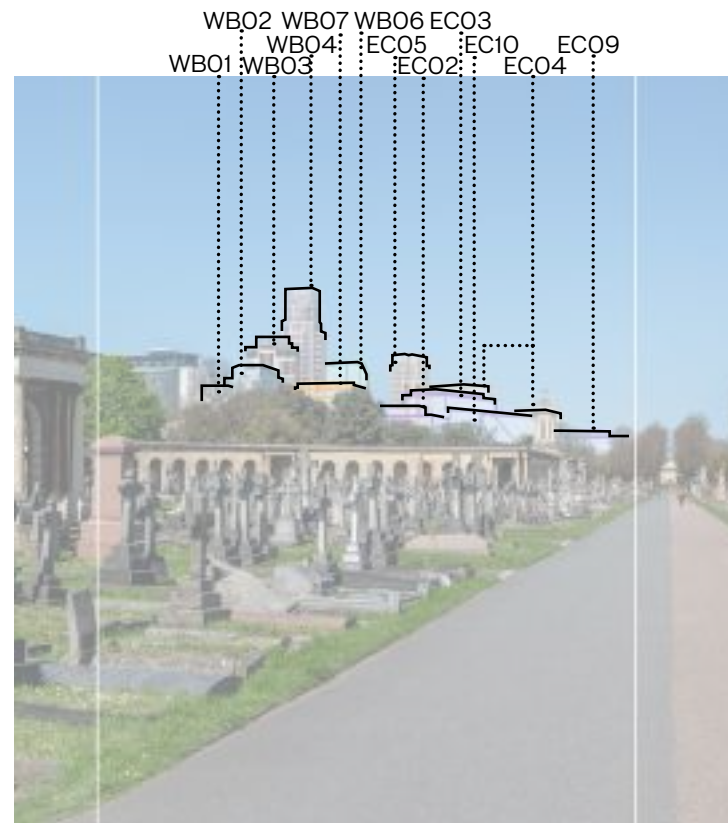
SW.B.56

Expression of building top

Buildings tops in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **should** be clearly legible. This could be achieved by introducing a different rhythm of composition, or changes in tone or materiality.

To create a clearly defined skyline which also minimises visual impact on heritage assets and their setting.

▶ Refer to other references to View 8 within this section



Brompton Cemetery - View 8

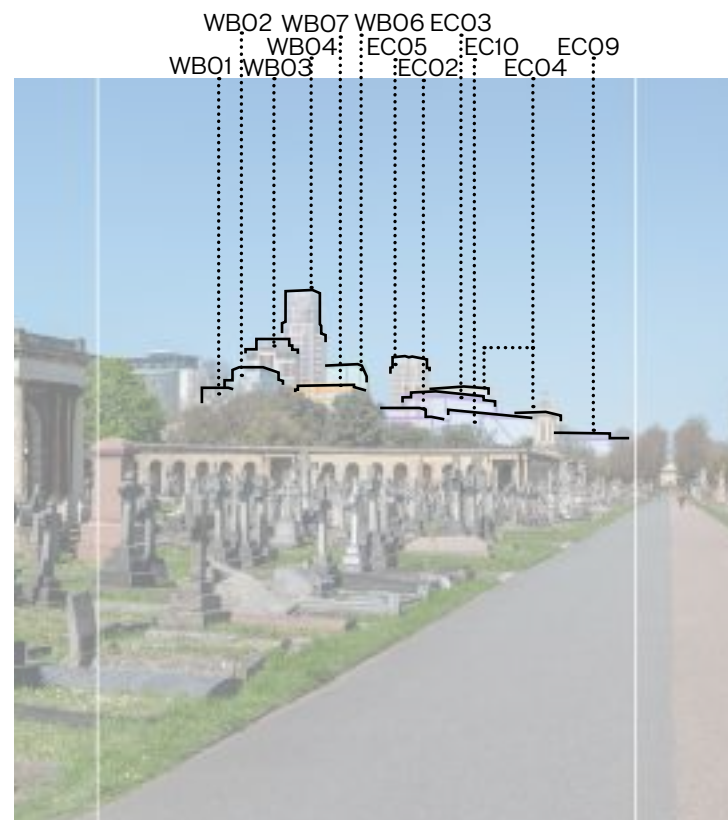
SW.B.57

Tripart composition

Buildings in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **should** be based on a tripart composition. This could be achieved through a clear top, middle and base which contribute to a sense of layering in the view.

To contribute to a sense of layering and legibility of the massing.

▶ Refer to other references to View 8 within this section



Brompton Cemetery - View 8

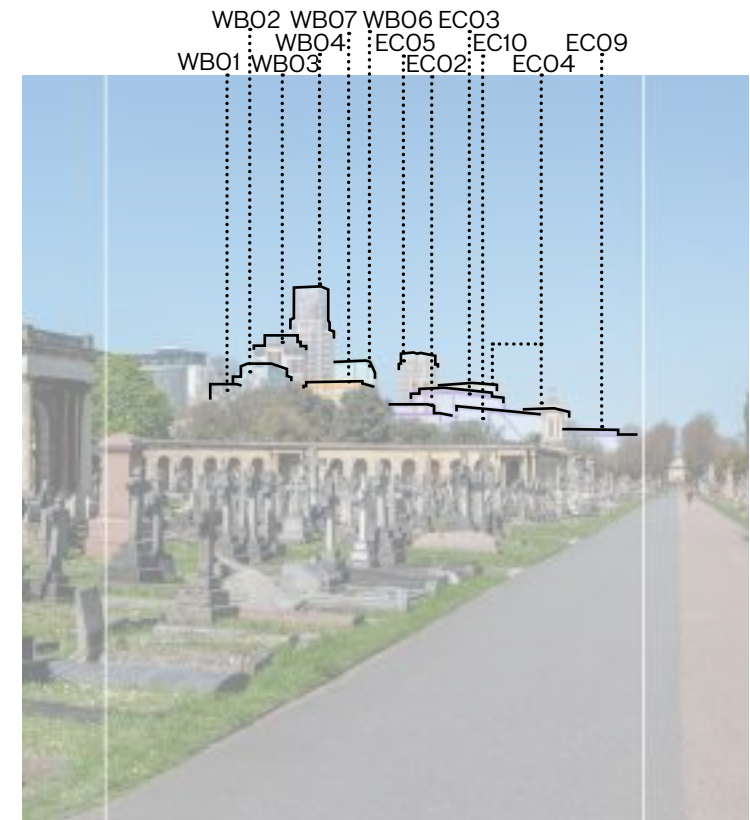
SW.B.58

Vertical expression

Buildings in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **should** mediate between the existing context and taller proposed buildings behind. This could be achieved through vertical expression.

To minimise the perceived scale of the buildings.

▶ Refer to other references to View 8 within this section



Brompton Cemetery - View 8

SW.B.59

Colour

Buildings in Plots WB01/02/03/04/06/07/08, EC02/03/04/05/09/10, (Development Zones B1/B2, C, E, F, H, K, L, N) **should** have regard to the effect of colour (including tone and reflectivity) as seen in relation to the historic features in the view, and having regard to the earlier codes, for example layering.

To separate the foreground and background and contribute to a sense of layering.

▶ Refer to other references to View 8 within this section



Brompton Cemetery - View 8

SW.B.60

Distinguishable from foreground (EC09/10)

Buildings within Plots EC09/10 (Development Zone E) **should** be distinguishable from the foreground, contrasting the bell tower and safeguarding its legibility in the view. This could be achieved by using a darker tone that reads closer to the treeline, contrasting with the lighter stone of the cemetery.

To separate the foreground and background, contribute to a sense of layering and reduce visual impact on heritage assets and their setting.

► Refer to other references to View 8 within this section



Brompton Cemetery - View 8

Impacts on Heritage and Townscape in LBHF

The following information relates to key verified views in LBHF that building designs must respond to. Further information relating to key design considerations are discussed further in the relevant Character Area chapters.



LBHF Key views



View 39 - King's Road

Plot(s): EC02/04/05/06, WB02/03/04/07/08
Development Zone(s): B1/B2, C, F, H, K, L
Character Area(s): West Brompton, Empress Place, Warwick Crescent



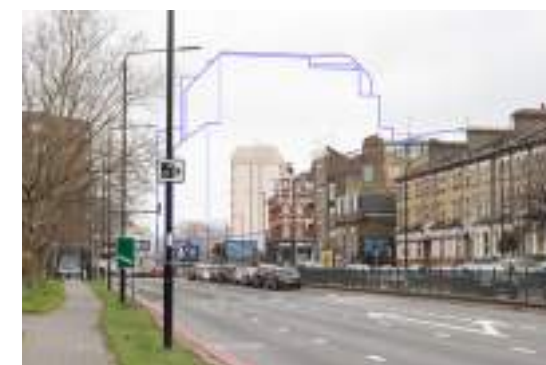
View A30 - Charleville Road

Plot(s): WK07/08/11
Development Zone(s): U, T, W
Character Area(s): Lillie Sidings



View 59 - Ongar Road

Plot(s): EC05, WB01/02/03/04, WK07/08/09
Development Zone(s): C, H, T, W
Character Area(s): Empress Place, Lillie Sidings



View 45 - Talgarth Road

Plot(s): EC20, WK03/04/08
Development Zone(s): R, V1/V2, X
Character Area(s): West Kensington



View 47 - Comeragh Road

Plot(s): WK01/03/04/05
Development Zone(s): X, Z
Character Area(s): Lillie Sidings, West Kensington



View 41 - Mornington Avenue

Plot(s): WK03/04 (WB03/04/05)
Development Zone(s): X (H)
Character Area(s): West Kensington

Kings Road (View 39)

Plots ECO2, ECO4, ECO5, ECO6, WBO2, WBO3, WBO4, WBO7, and WBO8

Development Zones B1/B2, C, F, H, K, L

- Refer to Empress Place / Built form / Impacts on heritage and townscape, West Brompton / Built form / Impacts on heritage and townscape, and Warwick Crescent / Built form / Impacts on heritage and townscape



Kings Road - View 39

Ongar Road (View 59)

Plots ECO5, WBO1, WBO2, WBO3, WBO4, WK07, WK08 and WK09

Development Zones C, H, L, T, W

- Refer to Empress Place / Built form / Impacts on heritage and townscape.



Ongar Road - View 59

Comeragh Road (View 47)

Plots WK01, WK03, WK04 and WK05.

Development Zones W, X and Z

- Refer to Lillie Sidings / Built form / Impacts on heritage and townscape, and West Kensington / Built form / Impacts on heritage and townscape.



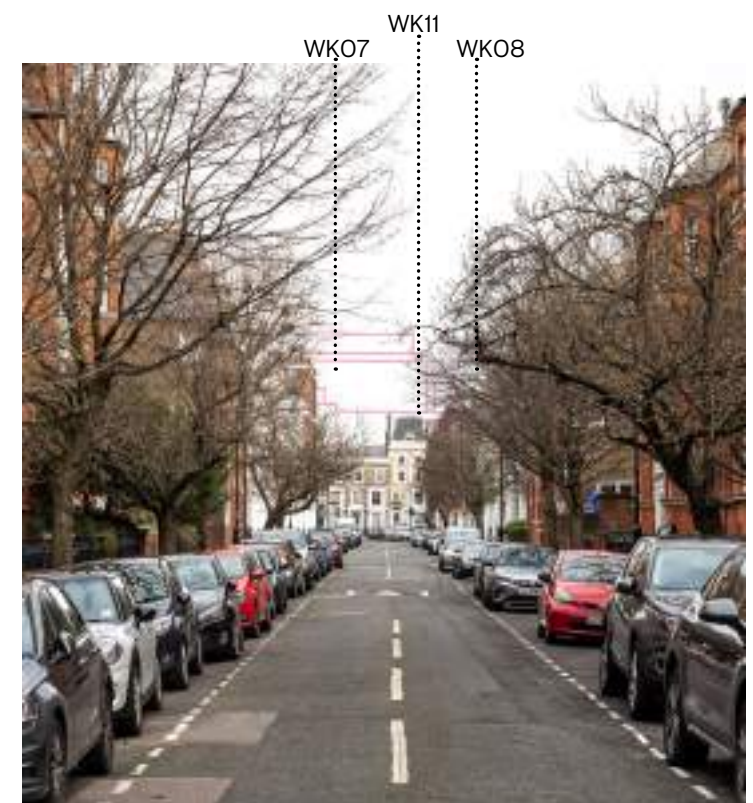
Comeragh Road - View 47

Charleville Road (View A30)

Plots WK07, WK08 and WK11

Development Zones U, T and W

- Refer to Lillie Sidings / Built form / Impacts on heritage and townscape.



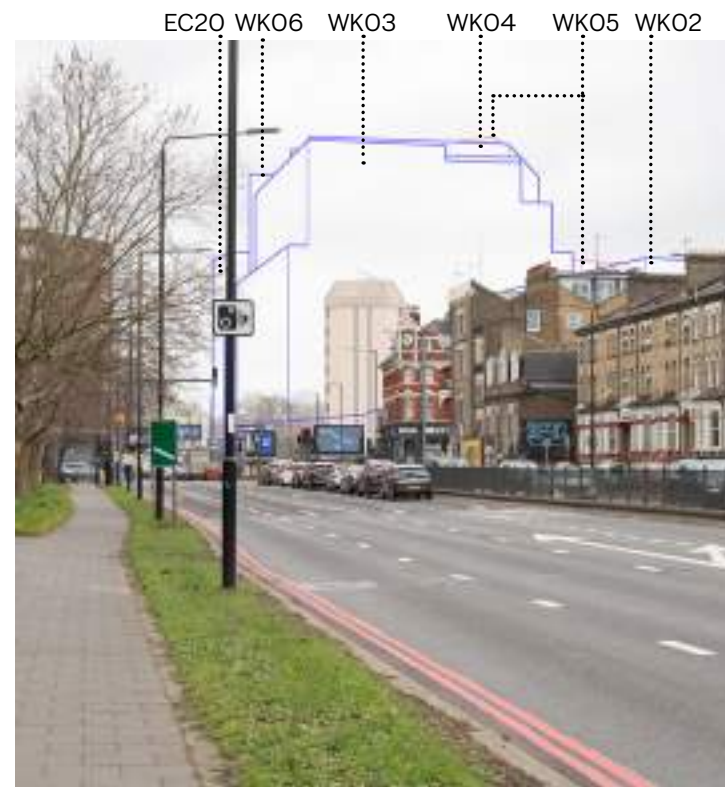
View A30

Talgarth Road (View 45)

Plots EC20, WK03, WK04 and WK08

Development Zones R, V1/V2 and X

► Refer to West Kensington / Built form / Impacts on heritage and townscape.



View 45

Mornington Avenue (View 41)

Plots WK03 and WK04
(and WB03/O4/O5)

Development Zone X
(and Development Zone H)

► Refer to West Kensington / Built form / Impacts on heritage and townscape.



View 41

Servicing and Maintenance

SW.B.61 Integrated services

The location and integration of services, drainage and ventilation grilles and louvres **must** be carefully considered. Grilles and louvres should be treated as part of the overall façade composition. Where practical, they should be avoided on the primary façade.

To refine the appearance of the building addressing the public realm.



Services integrated into façade

SW.B.62 Integrated plant

Rooftop plant and other services **should** read as an integral part of the design. This could be achieved through extending the façade or setting back plant so that it is not visible from the street.

To create ordered and considered roofscapes.



Integrated plant

SW.B.63 BMU storage location

Building Maintenance Units (BMU) in storage **should** be hidden from street view.

To improve the architectural quality and appearance of buildings.

SW.B.64 Maintenance

Consideration **must** be given to the long term maintenance of building façades, and this must be considered early in the design stages.

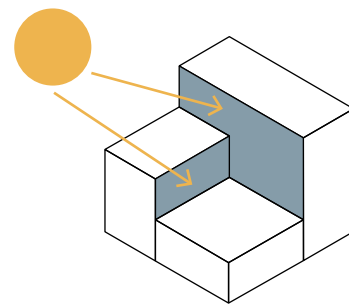
To ensure architectural quality of buildings is retained and maintenance solutions are integrated within the design.

Microclimate and Neighbourhood

Future RMAs will need to continue to respond to microclimate considerations. This section identifies some key considerations.

SW.B.65 Impact on homes

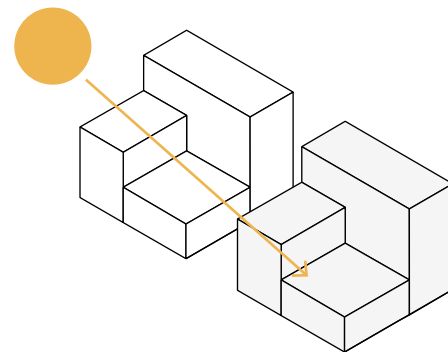
Consideration of the daylight and sunlight amenity to homes.
To safeguard access to natural light and create comfortable homes.



SW.B.66 Consideration of neighbours

Consideration of the daylight and sunlight amenity to existing buildings in the Site and existing properties adjoining the Site. The degree of impact should be appropriate to the context of a Site, in consideration of their proximity to a Site that is undergoing significant transformation.

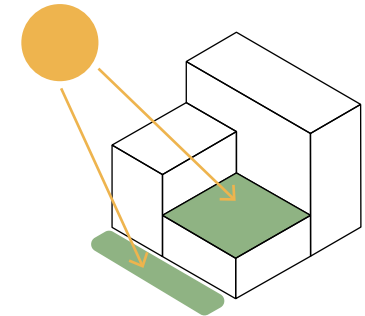
To ensure the impact of existing neighbours is given due consideration in designs.



SW.B.67 Impact on public realm and private amenity

Consideration to daylight to the public realm and private amenity spaces including courtyards and podiums.

To maximise the quality of the public realm and private amenity.



SW.B.68 Microclimate mitigation

Where microclimate mitigation measures such as canopies are located on buildings, they **must** be carefully integrated with architecture.

To ensure that mitigation measures positively contribute to the architectural design.

▶ Refer to Environmental Statement (EC. PA.12).

SW.B.69 **Building layout and air quality**

Building layouts **should** be designed so that habitable rooms are located away from pollution sources.

Non-habitable rooms and less sensitive building uses could be located on façades nearest to pollution sources.

To reduce the impact of air pollution on habitable rooms.



Orientation of internal layouts for air quality

SW.B.70 **Outdoor spaces and air quality**

Outdoor spaces such as balconies, gardens and playgrounds **should** be located away from pollution sources.

To reduce the impact of air pollution on outdoor spaces.



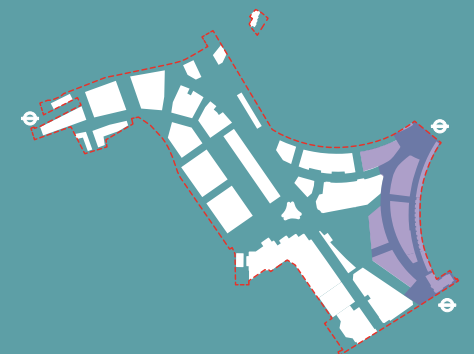
Layout of amenity spaces with consideration of air quality

SW.B.71 **Passive ventilation for habitable rooms**

There **could** be a passive ventilation strategy for habitable rooms.

To promote passive ventilation strategies for habitable rooms.

4. West Brompton [WB]



Overview

West Brompton is a lively quarter that connects Earl's Court station to West Brompton station. It is anchored by a leafy crescent lined with shops, cafés and restaurants that ensure it is active during the day and into the evening.

Key principles that characterise West Brompton include:

- A tree-lined crescent that connects two stations and associated squares.
- Two inviting squares opposite each of the stations that stitch into the surrounding context.
- A mix of active uses at Ground Floor complemented by a mix of homes above.
- A pair of workspace buildings, responding to each other and the existing context, create a legible gateway into the Site.
- Building typologies that are contextual and accentuate the geometry of the crescent.

► Refer to Illustrative Masterplan chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Illustrative view, West Brompton Crescent

Landscape

Spaces

Squares

Warwick Square (1)

An inviting square opposite Earls Court Station, including a Flower Amphitheatre, space for gathering, pedestrian and vehicle movement and trees on its edges.

West Brompton Square (2)

A welcoming square opposite West Brompton Station where the Bioline and West Brompton Crescent meet, including space for gathering and sitting, planting and spill-out space in front of active frontages.

Crescent

West Brompton Crescent (3)

A lively retail street connecting Warwick and West Brompton Squares. It includes a tree-lined, pedestrian-first public realm and active frontages.

Place

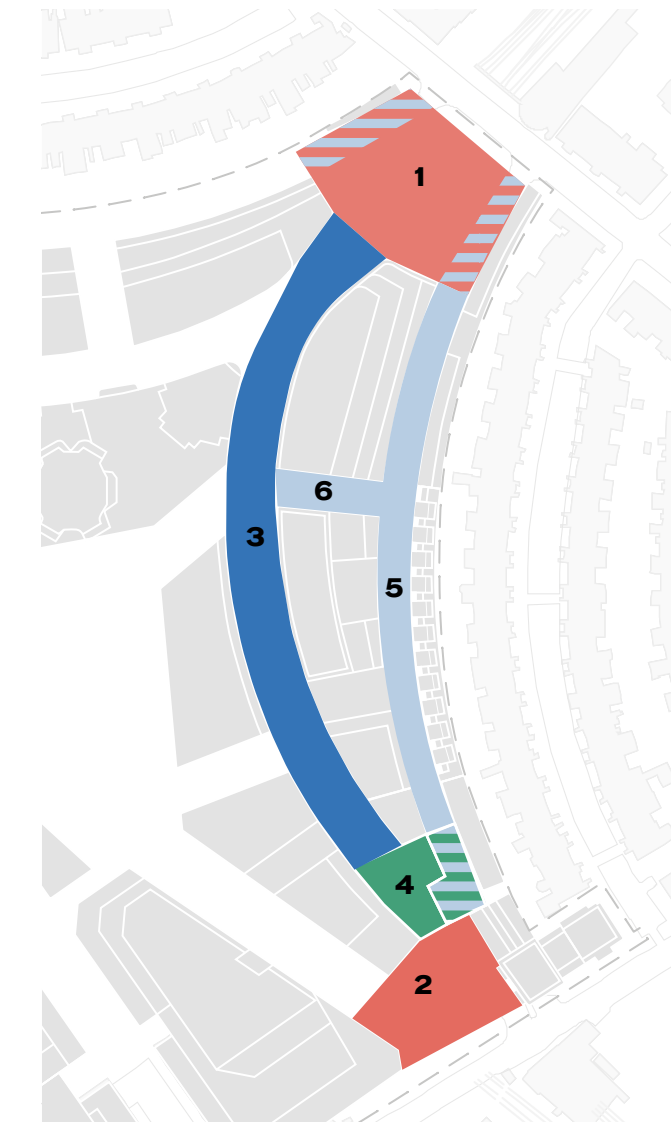
West Brompton Place (4)

An intimate pocket space that blends the character of the crescent and the lane.

Lanes

West Brompton Lane (5)

A quiet residential street framed by townhouses and workspaces, accommodating pedestrian and vehicle movement.



Place and Lane

Square and Lane

West Brompton Lane West (6)

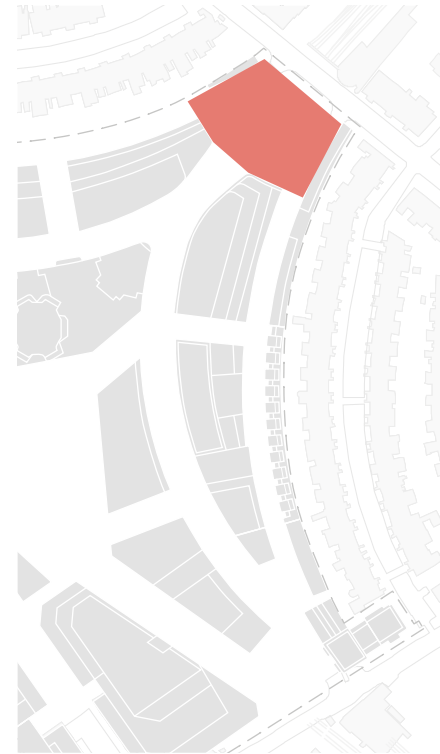
A quiet landscaped street, accommodating pedestrian and vehicle movement.



Illustrative sketch showing Ground Floor cutaway

Warwick Square

An inviting square opposite Earls Court Station, including a Flower Amphitheatre, space for gathering, pedestrian and vehicle movement and trees on its edges.



Key plan



Illustrative landscape plan

WB.L.1

Framed by trees

Where loading restrictions allow, the design of Warwick Square **must** be framed by trees. If the loading constraints do not support sufficient soil depth for trees, other forms of soft landscaping should be used.

To create a planted edge to the square.

▶ Refer to Sitewide / Landscape / Planting.



WB.L.2

Defining the threshold and the edge to the road

The design of Warwick Square **must** have a clearly defined edge adjacent to Warwick Road.

To create a clear edge condition to Warwick Road and define a clear threshold into the Earls Court Development.



WB.L.3

Permeability of the edge

The design of the edge of Warwick Road **must** be permeable and inviting with clear spaces to walk through, responding to pedestrian desire lines such as the traffic crossing.

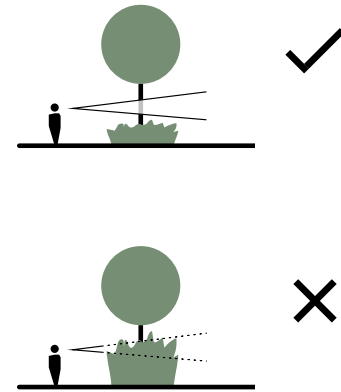
To welcome people into the Site.



WB.L.4 **Visual permeability of the edge**

The design of the edge of Warwick Road **must** be visually permeable with planting and trees arranged to ensure a visual connection.

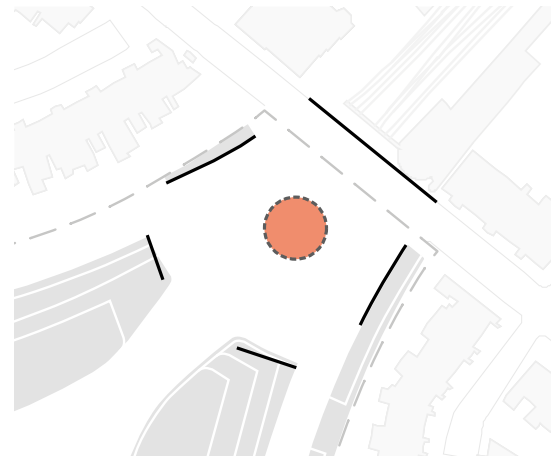
To welcome people into the square.



WB.L.5 **Space for gathering**

The design of Warwick Square **must** have a central gathering zone, free from seating and planting, and large enough for small scale events.

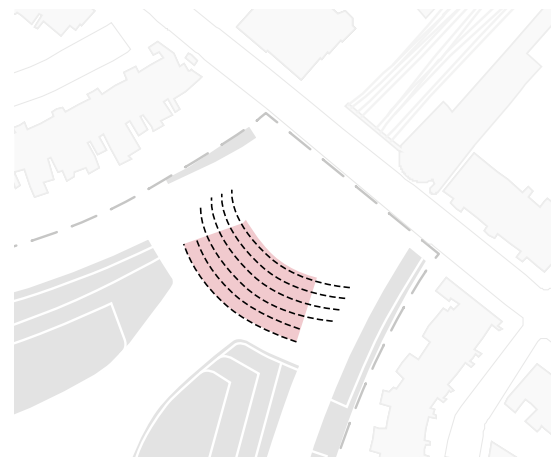
To encourage people to dwell in the square and to provide an area for programmed events.



WB.L.6 **Receiving steps**

The design of Warwick Square **should** include concave steps to manage the level difference.

To provide a space for sitting and dwelling and create a sense of enclosure to the square.



WB.L.7 **Permeability through the steps**

The design of the steps **should** allow access for people to sit and walk through the Flower Amphitheatre habitat.

To provide seating and increase usability of the square.



WB.L.8 **Celebrate Site history**

The design of the steps **could** draw inspiration from the steps of the former Exhibition Centres.

To celebrate the character of the Site.



Photograph of former Earls Court Exhibition Centres

WB.L.9 **The Flower Amphitheatre**

The design of the steps **must** include flower-rich species, as described in the sitewide biodiversity strategy.

To align with the sitewide biodiversity strategy and create a Flower Amphitheatre habitat on Warwick Square.

▶ Refer to biodiversity strategy within Sitewide / Landscape / Green/blue infrastructure.



Illustrative view, Warwick Square

WB.L.10 Pedestrian access

The design of Warwick Square **must** provide usable, comfortable routes suitable for a range of user requirements and at least 3m wide through the square from Earl's Court Station to West Brompton Crescent.

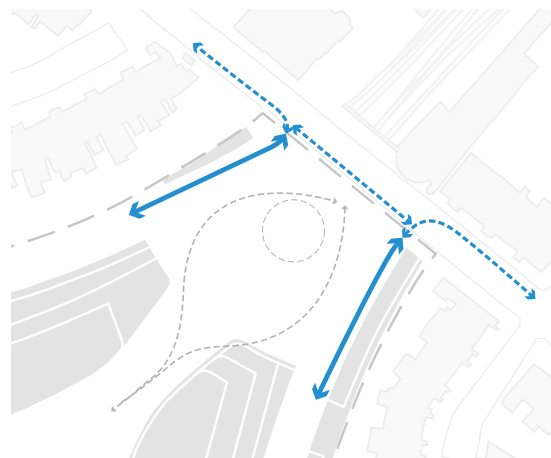
To ensure equity for all users at a key arrival space.



WB.L.11 Vehicular routes

Vehicular movement **must** be kept to the edge of the square and provide vehicle access from Warwick Road to West Brompton Lane and Warwick Lane.

To ensure pedestrian priority space.



WB.L.12 Flowering species

Planting **must** include flowering species. Species should include spring flowering shrubs and trees, late blooming herbs and night-flowering.

To reinforce the character of a flower display and to ensure suitable species for pollinators.

▶ Refer to Sitewide / Landscape / Green/ blue infrastructure.



Flowering species included in planting

WB.L.13 Planting for seasons

Planting list **must** prioritise a plant mix that can perform throughout all seasons, with species that blossom at different times of the year.

To maintain characteristic features during autumn and winter.

▶ Refer to Sitewide / Landscape / Green/ blue infrastructure.



Flowering species

WB.L.14 Reading as one space

The design and selection of materials **should** have a complementary and coherent approach between building façades.

To reinforce the legibility of the square as a single space

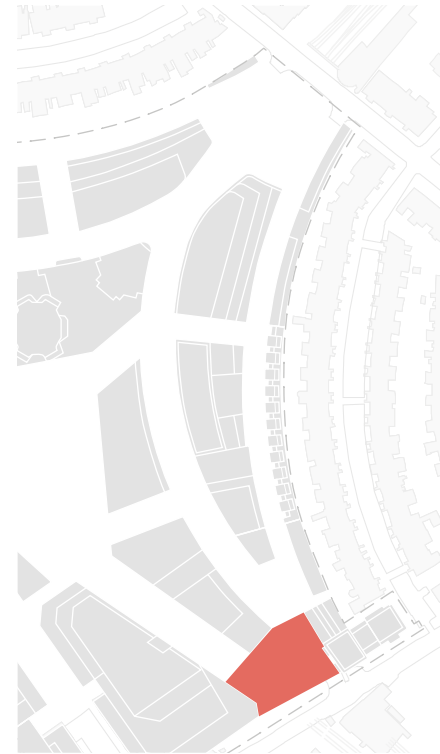
▶ Refer to Sitewide / Landscape / Materiality.



Paving material extending to building façade

West Brompton Square

A welcoming square opposite West Brompton Station where the Bioline and West Brompton Crescent meet, including space for gathering and sitting, planting and spill-out space in front of active frontages.



Key plan



Illustrative landscape plan

WB.L.15 A composite space

The design of West Brompton Square **must** include elements of the three overlapping functions - The Bioline, the crescent and activity space.

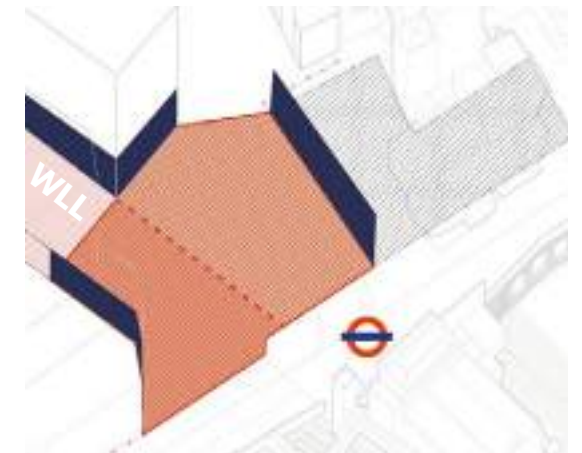
To address the different spaces and needs converging on this space



WB.L.16 Unified character

The design of West Brompton Square **should** be clear and read as a single space, managing the three overlapping functions. This could be achieved through a consistent approach to materiality, planting and / or street furniture.

To create a unified character for the square.



WB.L.17 Defining the edge

The design of West Brompton Square **must** have a clearly defined edge adjacent to Old Brompton Road. The edge should be predominantly planting and allow for pedestrian permeability.

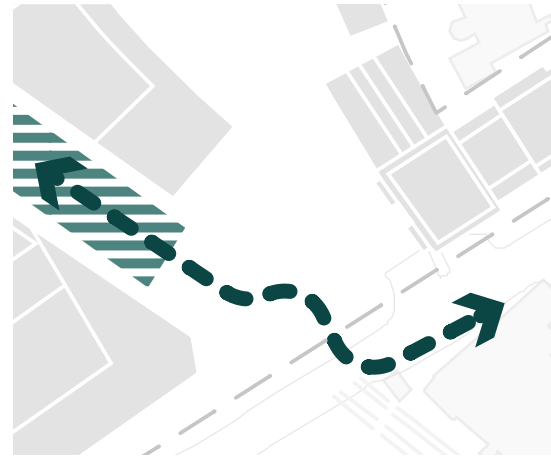
To create a clear edge condition to Old Brompton Road and define a clear entrance into the Site.



WB.L.18 **Green corridor**

The design of West Brompton Square **must** support a green corridor from Brompton Cemetery to the Bioline. The character of the green corridor along the Bioline should be extended into the square. This could be achieved through an extension of the planting.

To ensure ecological connections are made to Brompton Cemetery and the railway SINC.



WB.L.19 **Extending tree-lined crescent**

The arrangement and selection of trees **should** extend the eastern edge of the crescent, adjacent to the carriageway.

To extend the character of a tree-lined crescent to Old Brompton Road.



WB.L.20 **Planting to support enclosure**

The design of planted zones **should** support a sense of enclosure and frame West Brompton Square. This could be achieved through undulating layouts where seating faces the centre of the square.

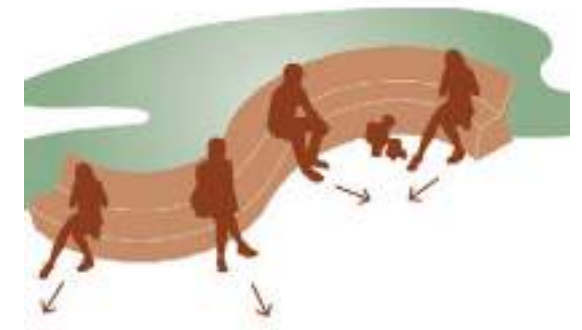
To create a well-defined and contained central space.



WB.L.21 **Seating**

The design of planted zones **should** include fixed seating at the edges.

To create an intimate space fostering social interaction.



WB.L.22 **Space for gathering**

The design of West Brompton Square **must** provide a central gathering zone, free from seating and planting and large enough for small scale events. This should read as a clearing.

To create an intimate space fostering social interaction.

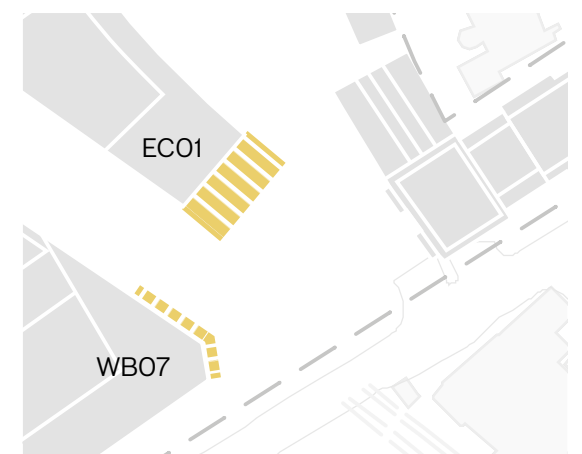


WB.L.23 **Spill-out**

The design of West Brompton Square **should** provide spill-out spaces adjacent to Ground Floor active uses, in particular the zone in front of ECO1.

To animate the public realm.

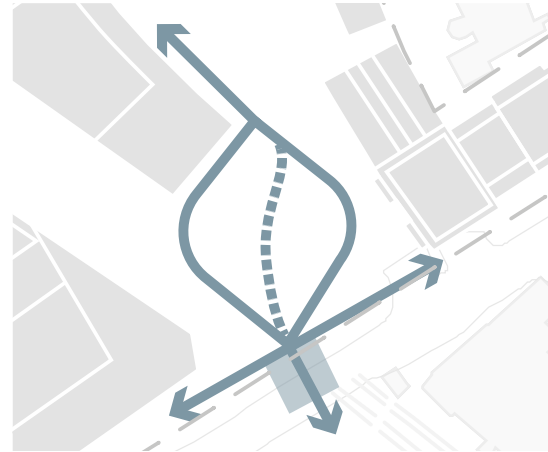
Refer to Sitewide / Landscape / Spill-out space.



WB.L.24 **Desire lines**

The design of planting and furniture **should** facilitate movement along desire lines.

To promote ease of pedestrian movement and access from West Brompton Station.



WB.L.25 **Pedestrian connections**

The design of West Brompton Square **must** support pedestrian movement and contribute to the sitewide movement strategy.

To support a pedestrian-first public realm.

▶ Refer to Sitewide / Landscape / Inclusivity and movement.

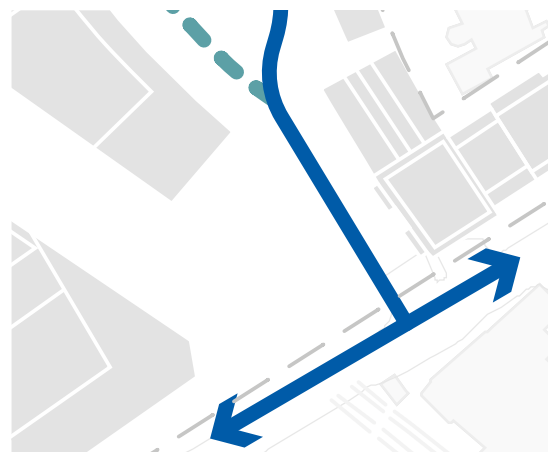


WB.L.26 **Vehicle access**

A vehicular route **must** be provided to the eastern edge of the square. This provides access from West Brompton Lane and controlled access from West Brompton Crescent.

To encourage a low-traffic neighbourhood.

▶ Refer to Sitewide / Landscape / Inclusivity and movement.



WB.L.27 **Ecological Stepping Stone**

The design of West Brompton Square **must** create an Ecological Stepping Stone habitat, as described in the sitewide biodiversity strategy.

To align with the sitewide biodiversity strategy.

▶ Refer to biodiversity strategy within Sitewide / Landscape / Green/blue infrastructure.



Planting selection to improve air quality

WB.L.28 **Treatment of vehicle route**

The design and material selection for the vehicle route **should** respond to the design of the crescent and lane.

To create a unified Character Area.



Illustrative view, West Brompton Crescent

WB.L.29 **Drawing from the local context - the cemetery**

The design of West Brompton Square **should** respond to the context of the cemetery, including its wall on to Old Brompton Road. This could include material selection, tree species or planting.

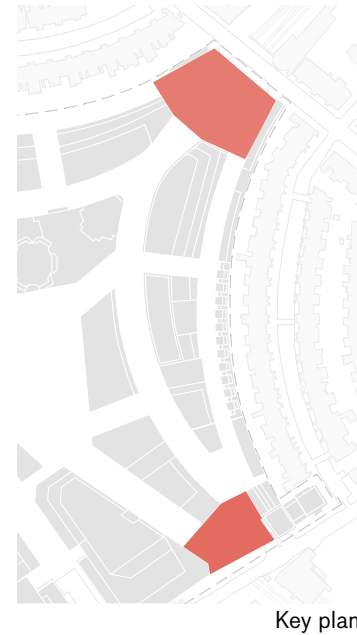
To create ties with the surrounding context.



Old Brompton Road, Brompton Cemetery wall

Squares

Warwick Square and West Brompton Square.



WB.L.30 Contextual materials

The design of the squares **must** respond to existing local context and reference the RBKC Streetscape guidance.

To support continuity of local context in the public realm.



Materiality of local context

WB.L.31 Shared surfaces

The design of the squares **could** include shared surface materials for vehicle routes. Shared surfaces should be recognisable. This could be achieved through tactile edges or a small upstand.

To ensure pedestrian priority within squares.



Materials used on shared surfaces

WB.L.32 Improving air quality

The design of the squares **should** include plants and tree species that improve air quality.

To improve air quality on the edges of the Site.

▶ Refer to Sitewide / Landscape / Green/ blue infrastructure.



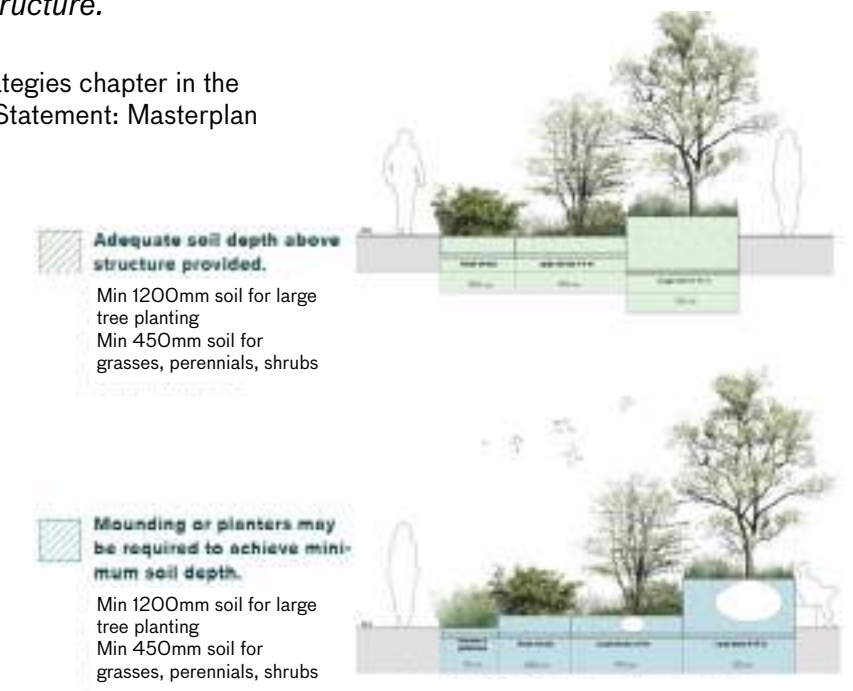
Planting selection to improve air quality

WB.L.33 Material loading

The design of the squares **must** demonstrate consideration of the loading limitations of below ground tunnels.

To ensure materials do not compromise below ground infrastructure.

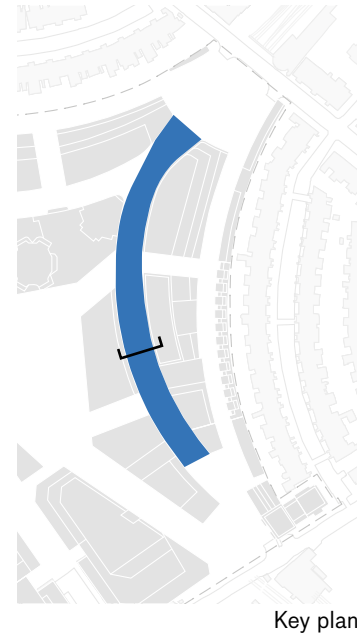
▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Indicative diagram showing considerations for soil depth.

West Brompton Crescent

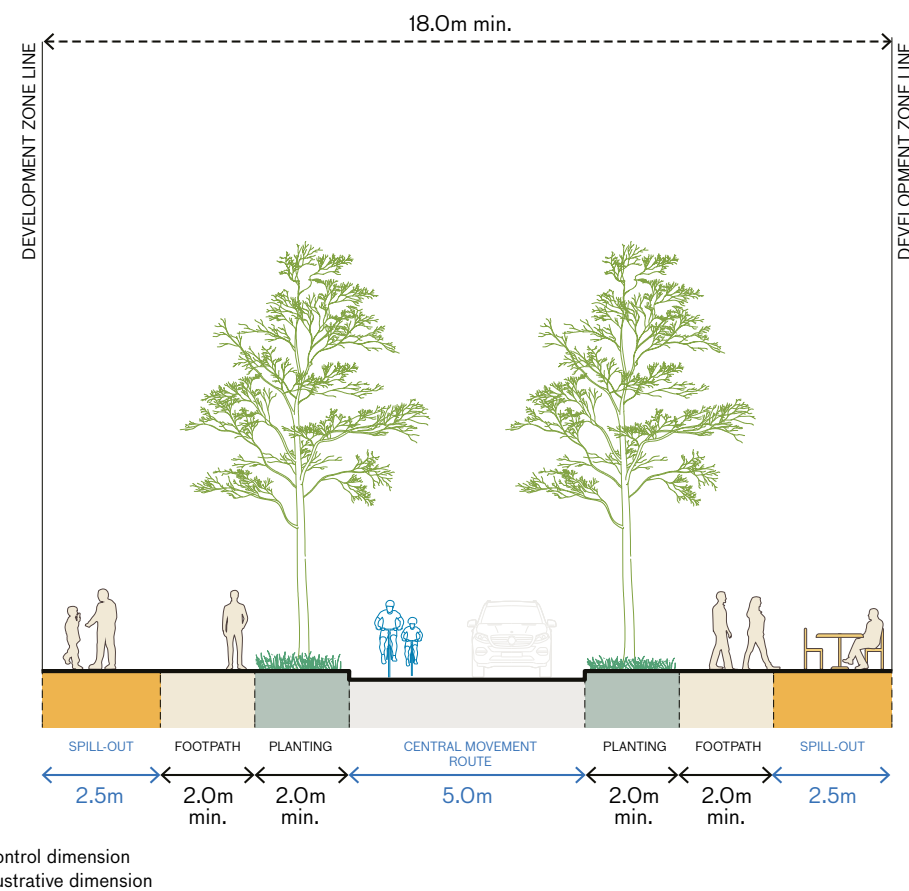
A lively retail street connecting Warwick and West Brompton Squares. It includes a tree-lined, pedestrian-first public realm and active frontages.



Key plan

WB.L.34 Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



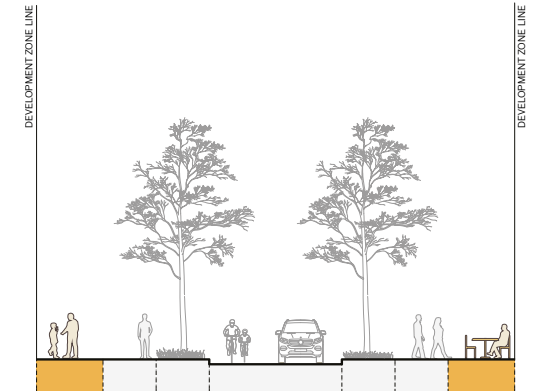
Illustrative street section, West Brompton Crescent

WB.L.35 Spill-out zones

The design of West Brompton Crescent **should** allow for spill-out space in front of active Ground Floor uses. Spill-out zones should include breaks.

To animate the public realm and create a vibrant crescent.

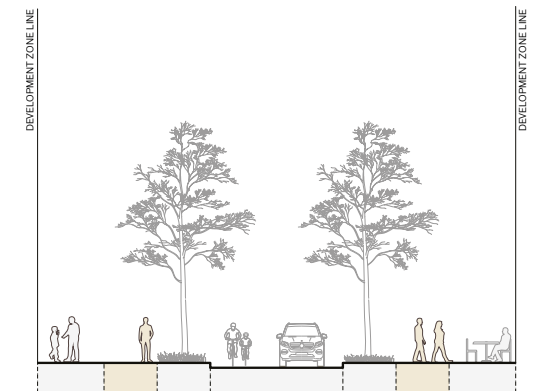
Refer to Sitewide / Landscape / Spill-out space.



WB.L.36 Footpaths

The design of West Brompton Crescent **must** provide a footpath on both sides of the central movement route.

To encourage pedestrian movement on both sides of the crescent.

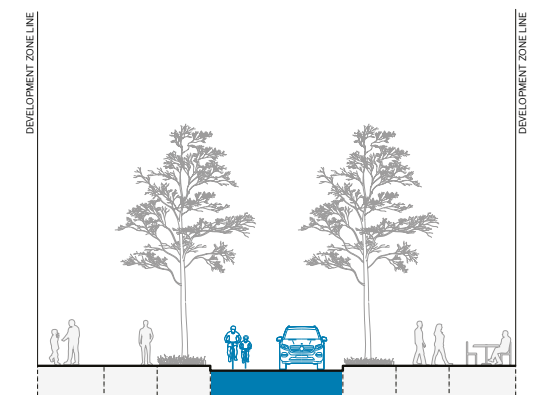


WB.L.37 Central movement route

The design of West Brompton Crescent **must** provide a central movement route, allowing for cyclists and controlled access vehicle movement.

To contribute to the sitewide movement strategy and provide vehicular and cyclist access.

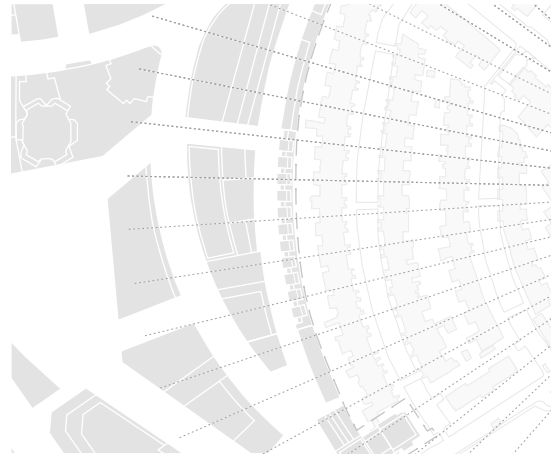
Refer to Sitewide / Landscape / Inclusivity and movement.



WB.L.38 Radial grid

The design of planting and paving **should** be set out on a radial grid.

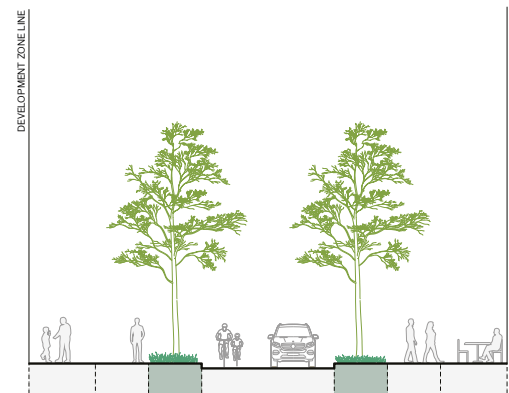
To match the setting out of the adjacent plots.



WB.L.39 Planting

The design of West Brompton Crescent **should** provide planted zones on both sides of the crescent.

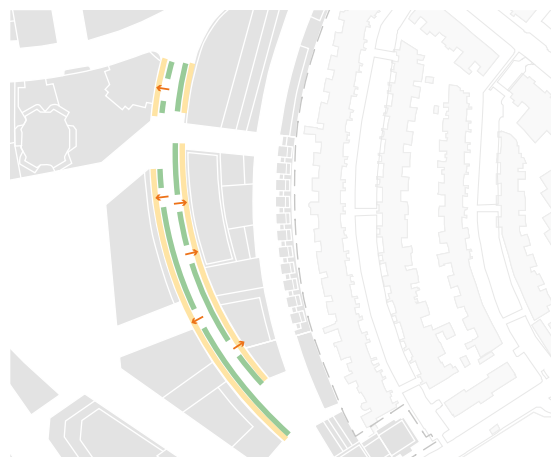
To create a tree-lined crescent that references local street typologies.



WB.L.40 Arrangement of planting

The design of West Brompton Crescent **should** maximise planted zones. Planted zones should introduce breaks and not obstruct building entrances.

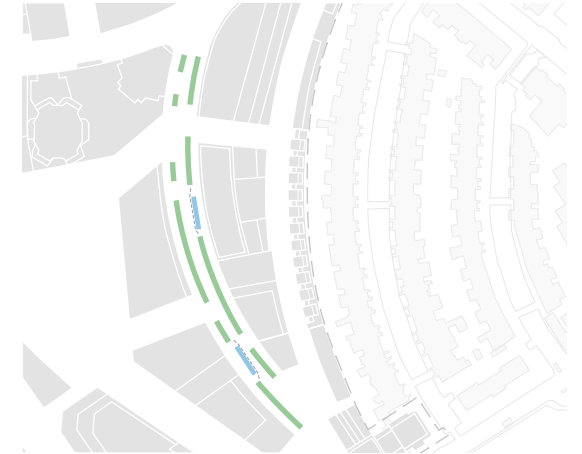
To allow clear access and visibility from the crescent to building entrance and to promote ease of pedestrian movement.



WB.L.41 Parking / planting

The design of Warwick Crescent **should** accommodate planted zones in between car parking and/or loading bays. Car parking and/or loading bays should not be located in front of main building entrances.

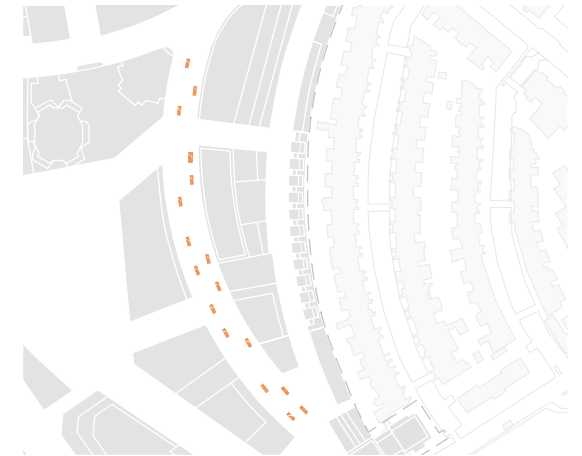
To ensure parking is integrated within planting and does not obstruct entrances.



WB.L.42 Cycle parking

The design of cycle parking **should** be distributed evenly along the crescent. Cycle parking should not be arranged in long rows to allow for ease of pedestrian movement.

To ensure that cycle stands do not obstruct building frontages or clutter the public realm.



WB.L.43 Materiality

The design and selection of materials **should** demarcate pedestrian footpaths and the central movement route. This could be achieved through variation in paving size.

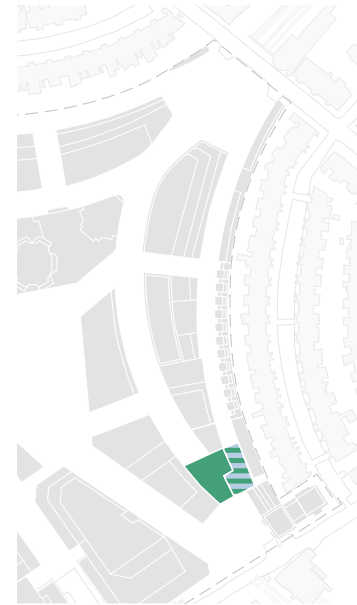
To create a clear definition between surfaces for different users.



Treatment of vehicle route

West Brompton Place

An intimate pocket space that blends the character of the crescent and the lane.



Key plan



Illustrative landscape plan

WB.L.44 Transition

The design of West Brompton Place **must** create a transition between the three adjacent spaces - the square, the crescent and the lane- by drawing key characteristics from each, such as the formal tree alignment of the crescent or material palettes.

To provide a continuous public realm experience.



Illustrative view, West Brompton Place

WB.L.45 Define areas of use from areas of movement

The design of West Brompton Place **should** contribute to the legibility of the use of each particular area. This could be achieved through selection of materiality or planting arrangement.

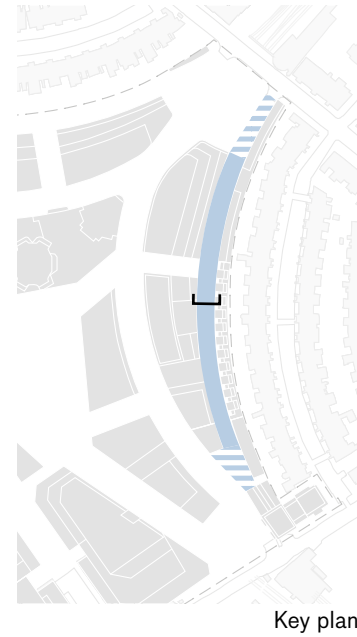
To create a legible and varied public realm.



Illustrative landscape plan

West Brompton Lane

A quiet residential street framed by townhouses and workspaces, accommodating pedestrian and vehicle movement.



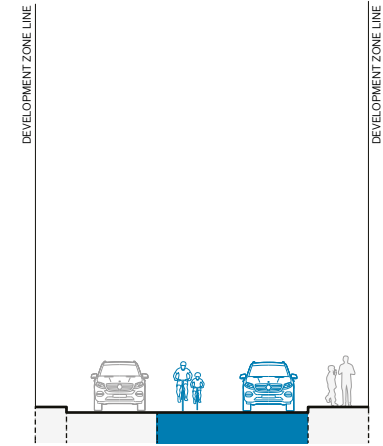
Key plan

WB.L.47 Central movement zone

The design of West Brompton Lane **must** provide a central movement route, allowing for cyclists and vehicle movement.

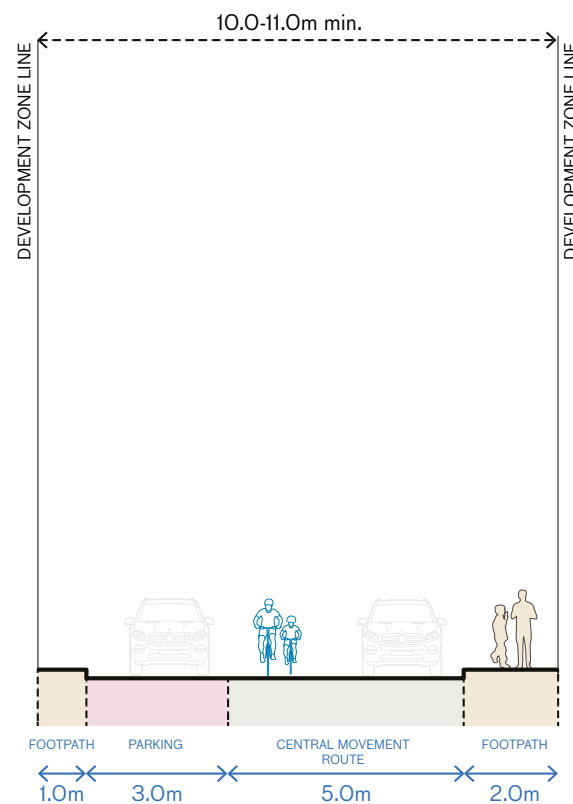
To contribute to the sitewide movement strategy and provide vehicular and cyclist access.

Refer to Sitewide / Landscape / Inclusivity and movement.



WB.L.46 Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



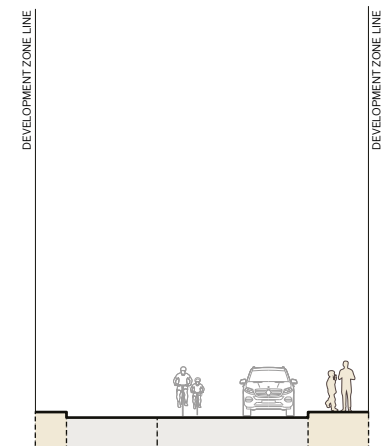
Control dimension
Illustrative dimension

Illustrative street section, West Brompton Lane

WB.L.48 Footpath

The design of West Brompton Lane **must** provide a footpath adjacent to the central movement route.

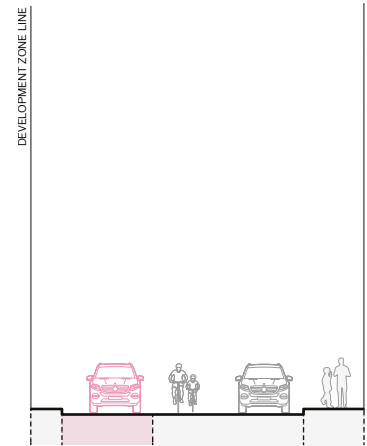
To ensure safe pedestrian movement.



WB.L.49 **Parking / loading bays**

The design of parking and/or loading bays **should** avoid locations in front of residential entrances.

To ensure car parking and loading bays do not obstruct access to homes.



WB.L.50 **Parking / planting**

The design of West Brompton Lane **should** accommodate planted zones in between parking.

To ensure parking is integrated within planting.



Illustrative view, planted zone

WB.L.51 **Sense of enclosure**

The design of the threshold between the squares and the lane **should** create a sense of enclosure. This could be achieved through an arch or planting.

To reflect local style of mews lanes and reinforce change in nature of street.



Mews arch typology in RBKC

WB.L.52 **Uniform materiality**

The design and selection of paving materials **must** be uniform, avoiding contrasting materials. It should reflect the local character of similar streets.

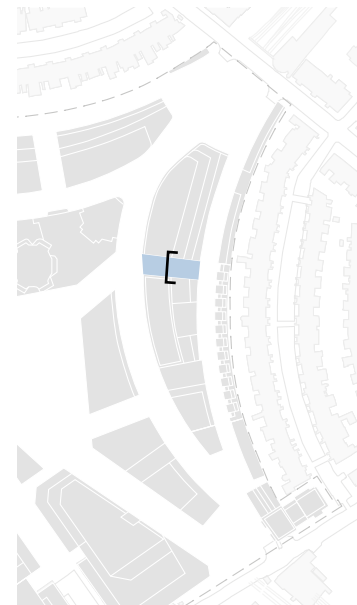
To ensure that the lane reflects the local character and material palette of lanes.



Uniform materiality

West Brompton Lane West

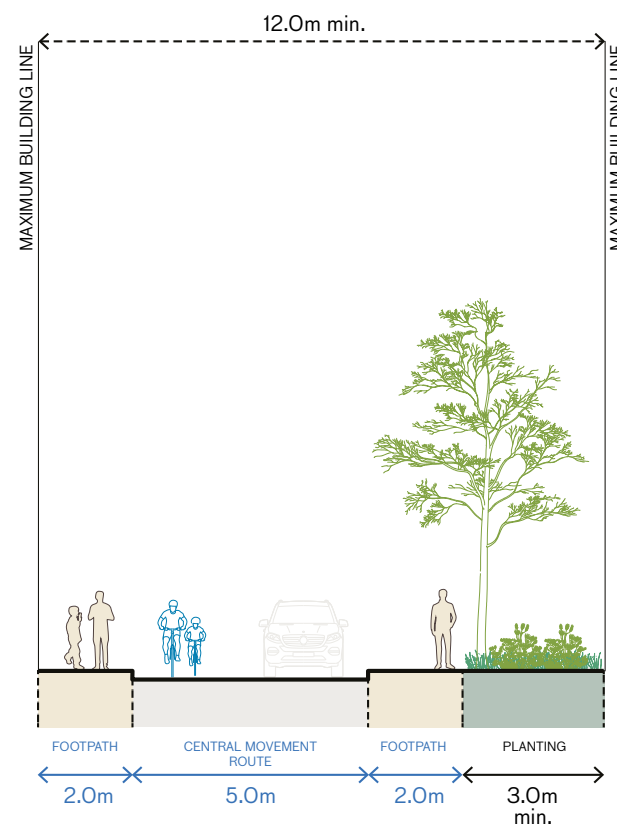
A quiet landscaped street, accommodating pedestrian and vehicle movement.



Key plan

WB.L.53 Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



Control dimension
Illustrative dimension

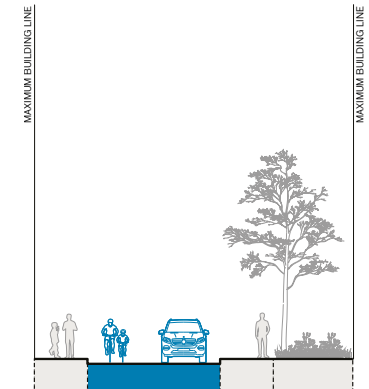
Illustrative street section, West Brompton Lane West

WB.L.54 Central movement zone

The design of West Brompton Lane West **must** provide a central movement route, allowing for cyclists and controlled access vehicle movement.

To contribute to the sitewide movement strategy and provide vehicular and cyclist access.

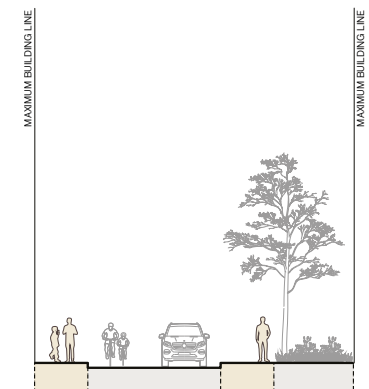
Refer to Sitewide / Landscape / Inclusivity and movement.



WB.L.55 Footpath

The design of West Brompton Lane West **must** provide a footpath adjacent to the central movement route.

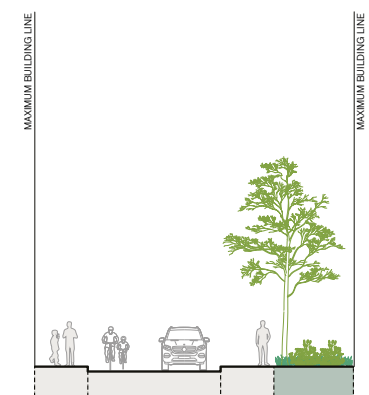
To ensure safe pedestrian movement.



WB.L.56 Planted zone

The design of West Brompton Lane West **must** provide a planted zone with trees on at least one side of the lane.

To maximise planting within the lanes.



Built Form

Building Typologies

● Mid-scale

(Development Zones A, E, F, M)

Mid-scale buildings frame West Brompton and Warwick Crescents. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.

● Smaller-scale

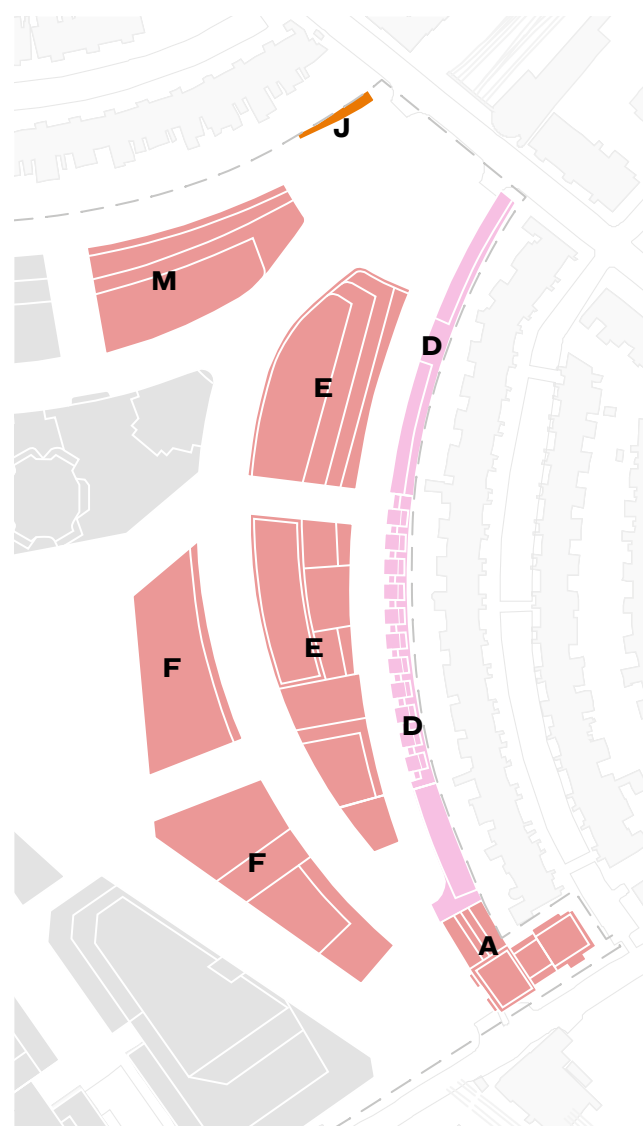
(Development Zone D)

Smaller-scale buildings are located on West Brompton Lane and define the street's character, responding to its immediate context and scale.

● Pavilion

(Development Zone J)

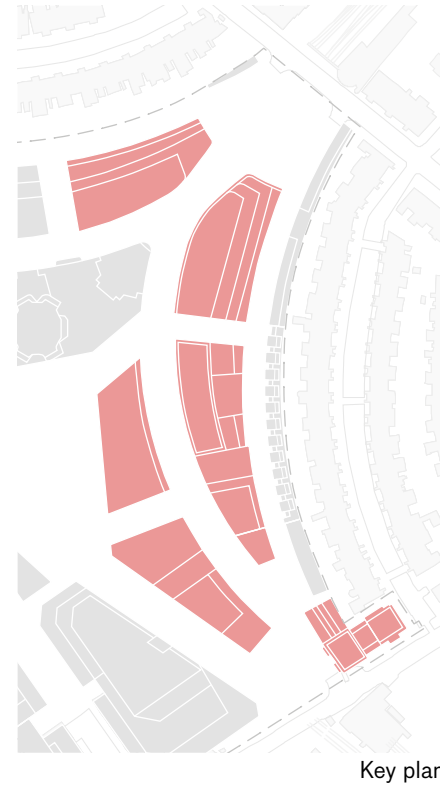
The Pavilion is located on the northern edge of Warwick Square. It provides active frontages which contribute to the animation of the square.



Mid-scale

(Development Zones A, E, F, M)

Mid-scale buildings frame West Brompton and Warwick Crescents. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.



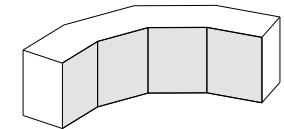
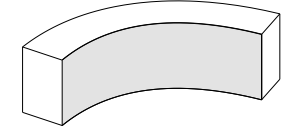
Illustrative view, West Brompton Crescent

WB.B.1

Expressing curves

Building façades addressing the crescents **should** contribute to the legibility of the curve. Large facets should be avoided.

To reinforce the legibility, character and sweeping geometry of the crescents.



WB.B.2

Continuity along the crescent

Building façades addressing the crescents **should** have a consistent approach to order in the composition. This could include horizontal expression or datums.

To reinforce the geometry of the crescent.



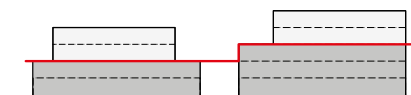
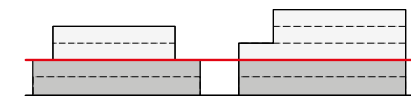
Illustrative view, West Brompton Crescent

WB.B.3

Consistent horizontal datum

Buildings façades addressing the crescents **should** maintain a consistent horizontal datum. This could be expressed through set backs, change of tone or materiality, or rhythm and composition

To reinforce the reading of the crescent form and safeguard a formal architectural expression.



WB.B.4 Grain

The design of buildings along the crescent **should** provide harmonising architectural features to read the crescent as a continuous façade. This could be achieved through similar composition, architectural detailing or complementary materials.

To express buildings along the crescent as a set piece.



Façade expression and material selection expressing grain

WB.B.5 Ground Floor datum

Ground Floor façades addressing the crescents **should** express a clearly defined horizontal datum.

To reinforce a Ground Floor horizontal datum and reflect local character.



Ground Floor datum of local street

WB.B.6 Ground Floor façade rhythm

Ground Floor façades addressing the crescents **should** express a consistent vertical rhythm.

To reflect the rhythm, grain and expression of local, West London shopping street.



Ground Floor façade rhythm of local street

WB.B.7 Balconies along the crescent

Balconies **should** not project beyond the maximum building line along West Brompton Crescent. If inset balconies are impractical in this location, projecting or semi-projecting balconies should not compromise the reading of the geometry and/or environmental conditions.

To reinforce the legibility of West Brompton Crescent as a shopping street typology.



Illustrative view, West Brompton Crescent

WB.B.8 Façade articulation

Building façades **must** respond to the character of the local context. This could be achieved through the expression of architectural components, façade depths and hierarchy, detail, composition or contrast in materiality.

To integrate with the local character by interpreting architectural expression in a contemporary approach.



Façade articulation in contemporary and local buildings

WB.B.9

Coherent architectural response

Where buildings with different uses face each other along West Brompton Crescent their architectural expression **must** establish a familiar design relationship to one another. For example through common horizontal datums, façade rhythms, tone or materials.

To create a harmonious streetscape.



Illustrative view, West Brompton Crescent

WB.B.10

Familiarity through tone

The tone and materiality of the built form across the Character Area **should** draw from an earthy palette and be complementary to the local context.

To reinforce a cohesive and familiar palette.



Palette of materials with an earthy tone

WB.B.11

Relationship between ECO9 and EC16

Buildings on ECO9 and EC16 **should** respond both to each other and to the existing context. This could be achieved through composition, tone or materiality, or consistent datums.

To reinforce the legibility of a gateway into the Site.



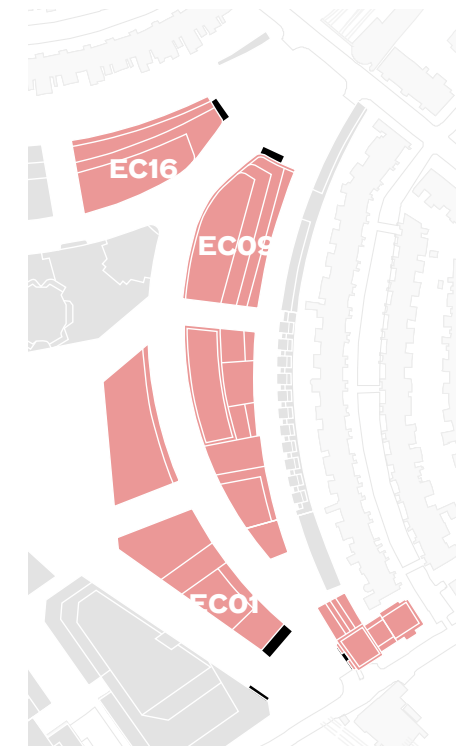
Illustrative view, Warwick Square

WB.B.12

Active frontages to the squares

Land use at Ground Floor **should** create active frontages facing the squares.

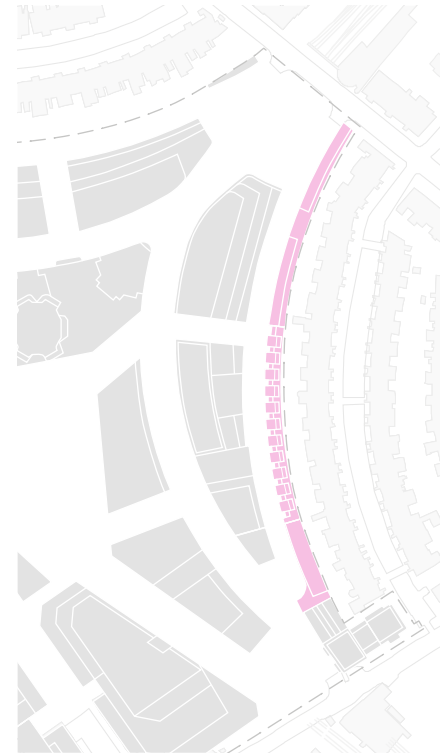
To animate the public realm.



Smaller-scale

(Development Zone D)

Smaller-scale buildings are located on West Brompton Lane and defines a street character, responding to its immediate context and scale.



Key plan



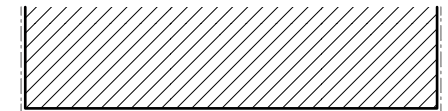
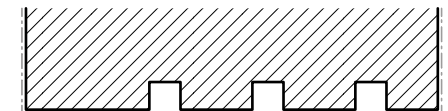
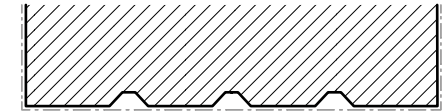
Illustrative view, West Brompton Lane

WB.B.13

Articulation of the building line

Smaller-scale buildings **must** predominantly align to the maximum building line. Designs could offset inwards from the building line within the lane.

To create flexibility for entrances and defensible space adjacent to the lane.



WB.B.14

Activation of Warwick Square

Ground Floor frontages addressing Warwick Square **should** be visually connected and transparent, where possible.

To animate Warwick Square and to allow the building's interior functions to foster a connection with the surroundings.

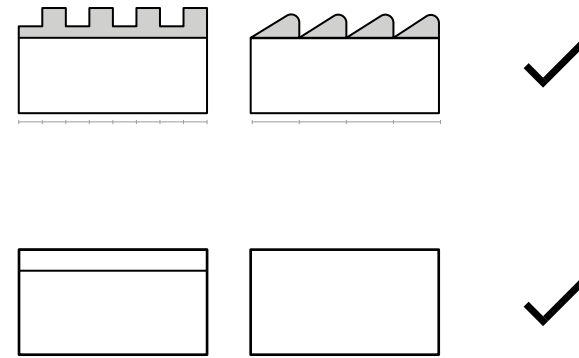


Illustrative view, Warwick Square

WB.B.15 Expressive roofscapes

Smaller-scale buildings **could** have an expressive roofscape. This could include a pitched roof or shaped parapet. Flat roofs are also acceptable.

To create a characterful roof form adjacent to existing neighbours.



WB.B.16 Individual expression

Design of Smaller-scale buildings **should** express their individuality. This could be achieved through the rhythm and composition of the massing or façade, variances in tone and materiality or detail.

To reinforce the intimate scale of the lane, referencing local character.



Expression of individual townhouses massing and form

WB.B.17 Continuity along the lane

Building façades addressing the lane **should** have a consistent approach to order in the composition.

To reflect the order of local streets.



Illustrative view, West Brompton Lane

WB.B.18 Relationship of public realm and private spaces

The design of Smaller-scale buildings, in particular residential habitable rooms at grade, **must** safeguard privacy. This could be achieved through detailing or arrangement of openings.

To safeguard privacy of Ground Floor units.



Privacy measures for windows addressing street

WB.B.19 Coherent architectural response

Where buildings with different uses face each other across the lane their architectural expression **must** establish a familiar design relationship. This could include common horizontal datums, façade rhythms or materials.

To create a harmonious streetscape.

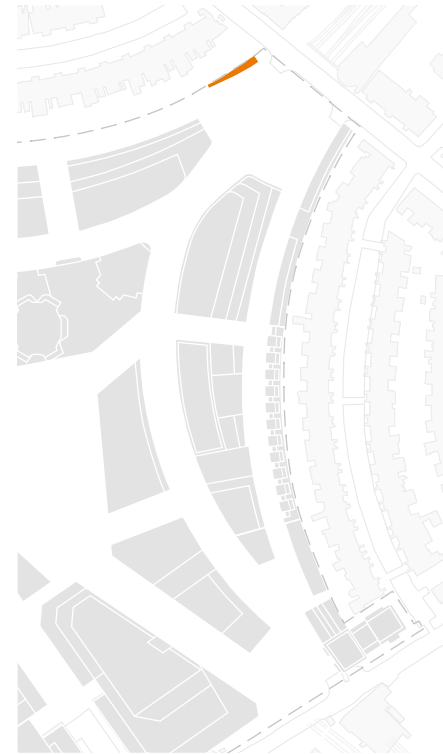


Illustrative view, West Brompton Lane

Pavilion

(Development Zone J)

The Pavilion is located on the northern edge of Warwick Square. It provides active frontages which contribute to the animation of the square.



Key plan

WB.B.20 Contribution to the public realm

Ground Floor uses **should** contribute to the activation of the public realm. This could include cafés, exhibition space or creative commercial spaces.

To create a vibrant and engaging environment.



Cafe encourages uses of the public realm

WB.B.21 Permeable, open and welcoming frontages

Ground Floor façades **should** be visually connected and transparent, where possible.

To create a strong visual connection and activate the public realm.



Glazing on Ground Floor façades to create transparency

WB.B.22 Integrated with landscape design

The design of the Pavilion **could** be integrated with the landscape. It could include planting within the architecture, or reference the landscape in the architectural expression.

To allow for integration of the landscape design within the architecture.

▶ Refer to West Brompton / Landscape.

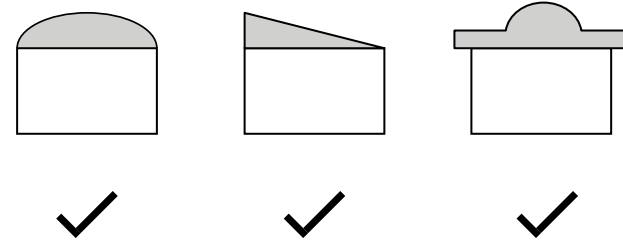


Architecture featuring planting

WB.B.23 **Roof articulation**

The Pavilion **could** have a distinct roof articulation.

To create visual interest and a distinct architectural character.



WB.B.24 **Playfulness**

The Pavilion **could** explore opportunities for diverse architectural expression. This could be achieved through the use of colour or interactive elements.

To create a dynamic and engaging space that inspires creativity.



Use of colour creates a sense of playfulness

WB.B.25 **Integration of art**

The Pavilion **could** provide opportunities for integrated art. The artwork could be developed through consultation with the existing local community or engagement of a local artist.

To integrate the community's identity with the architectural design.

▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Integration of art within the Pavilion

Impacts on Heritage and Townscape

WB.B.26 Intermediate layering

Buildings within Plot ECO2 (Development Zone F) **should** provide an intermediate layer between the existing buildings in the foreground, and the proposed taller buildings behind. This could be achieved through the use of colour, materiality, or architectural expression.

To minimise distraction and impact of the change in scale between the existing townscape in the foreground, and the proposed higher development.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WB.B.27 Vertical expression

Buildings within Plot ECO2 (Development Zone F) **should** mediate between the existing context and taller proposed building behind. This could be achieved through vertical expression.

To minimise the perceived scale of the buildings.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WB.B.28 Distinguishable from foreground

Buildings within Plot ECO2 (Development Zone F) **should** have a distinctive rhythm and composition that differ from other buildings in the view.

To avoid coalescence in the massing and reduce visual impact on heritage assets and their setting.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WB.B.29 Expression of building top

Building tops in Plots ECO3/09/10 (Development Zones E and F) **should** be clearly legible. This could be achieved by introducing a different rhythm of composition, or changes in tone or materiality.

To create an appropriate relationship with the existing townscape, reducing impact on heritage assets and their setting.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Penywern Road - View 29

WB.B.30 Complement local character

Buildings within Plots EC09/10 (Development Zone E) **should** reflect and complement the grain and typologies of existing buildings in the foreground. They should avoid creating a visual distraction and mediate between shorter buildings in the foreground, and taller buildings behind.

To complement the existing grain and typologies.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



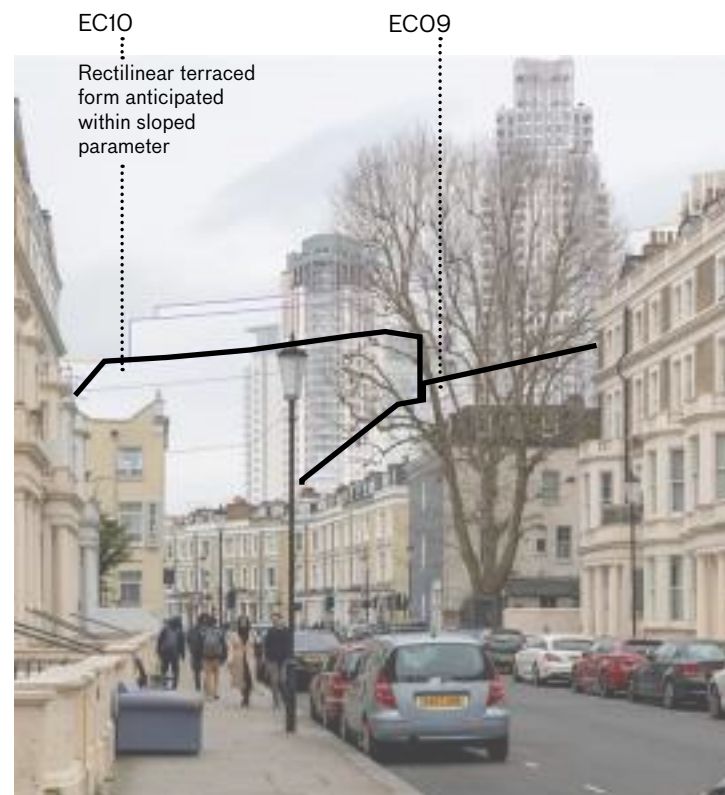
Penywern Road - View 29

WB.B.31 Intermediate layer of EC09/10

Buildings within Plots EC09/10 (Development Zone E) **should** provide an intermediate layer between the existing buildings in the foreground, and the proposed taller buildings behind.

To minimise distraction and impact of the change in scale between the existing townscape in the foreground, and the proposed higher development, and to avoid coalescence of massing.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Penywern Road - View 29

WB.B.32 Distinguishable from foreground

Buildings within Plots EC03/10 (Development Zones E and F), **should** be distinguishable from the foreground, other buildings, and each other. Their design should mediate between the foreground and the background, breaking down the massing and avoiding coalescence.

To create distinguishable buildings within a broader composition of new and old architecture.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Earl's Court Square North - View A17

WB.B.33 Vertical expression of Plot EC10

Buildings within Plot EC10 (Development Zones E) **should** mediate between the existing context and taller proposed building behind. This could be achieved through vertical expression.

To minimise the perceived scale of the buildings.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Earl's Court Square North - View A17

WB.B.34 Complement local character

Buildings within Plot EC10 (Development Zone E) **should** reflect and complement the grain and typologies of existing buildings in the foreground. They should avoid creating a visual distraction and mediate between shorter buildings in the foreground, and taller buildings behind.

To complement the existing grain and typologies.

- ▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Earl's Court Square North - View A17

5. Warwick Crescent [WC]

The
Earls Court
Development
Company



Character Area extent

Overview

Warwick Crescent is a quiet and contemporary residential area centred around a landscaped crescent that draws on local character and prioritises pedestrians.

Key principles that characterise Warwick Crescent include:

- Creating a quiet residential area with a tree-lined crescent and lanes.
- Providing a range of housing typologies responding to the context of the local area.
- Developing a transition in scale from the edge of the Site to the Table.
- Creating a prescence along West Cromwell Road and a key access route to the Site.

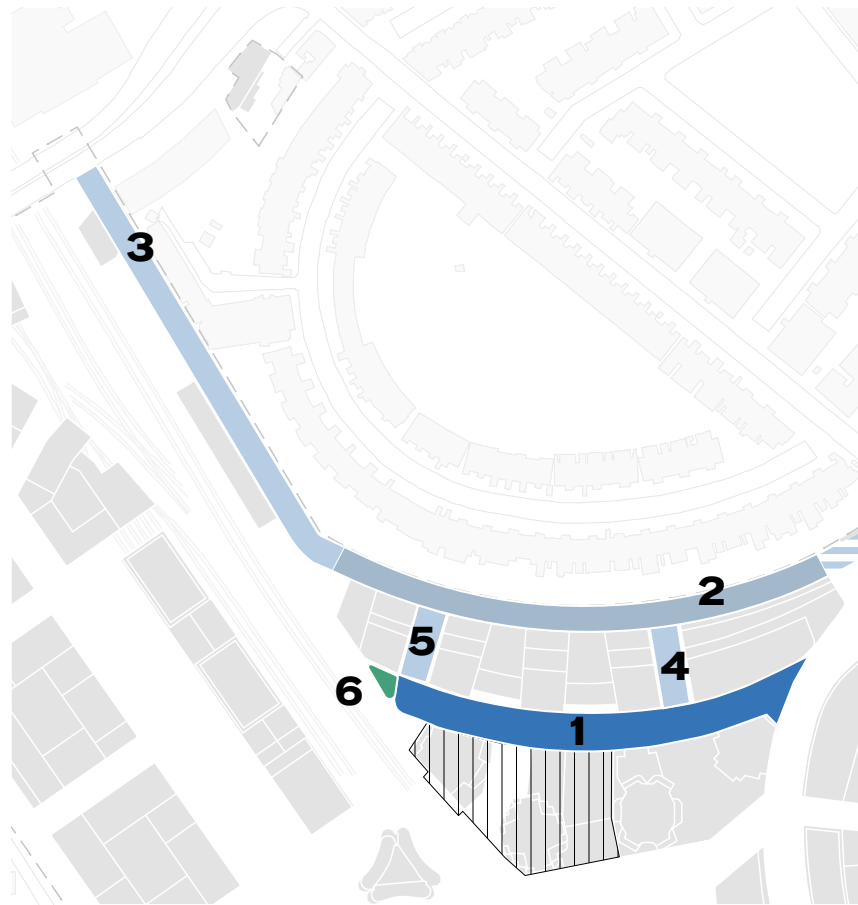
► Refer to Illustrative Masterplan chapter in the Design and Access Statement: Masterplan (EC.PA.08).



Illustrative view, Warwick Crescent

Landscape

Spaces



Crescent

Warwick Crescent (1)

A tree-lined contemporary residential crescent.

Lane

Warwick Lane (2)

An intimate lane that runs along the Site's edge to Philbeach Gardens, accommodating pedestrian and vehicle movement.

St Cuthbert's Lane (3)

An extension of Warwick Lane accommodating pedestrian and vehicle movement and connecting the Site to the north.

Warwick Lane (East and West) (4,5)

A quiet landscaped street, accommodating pedestrian and vehicle movement.

Place

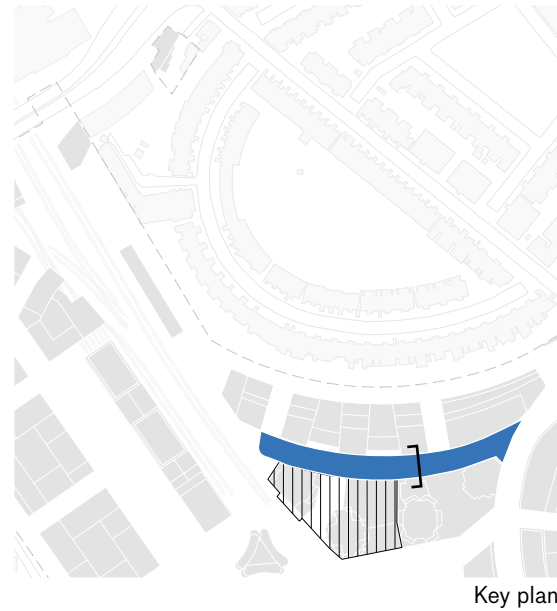
Warwick Place (6)

An intimate pocket space that terminates Warwick Crescent.



Warwick Crescent

A tree-lined contemporary residential crescent.

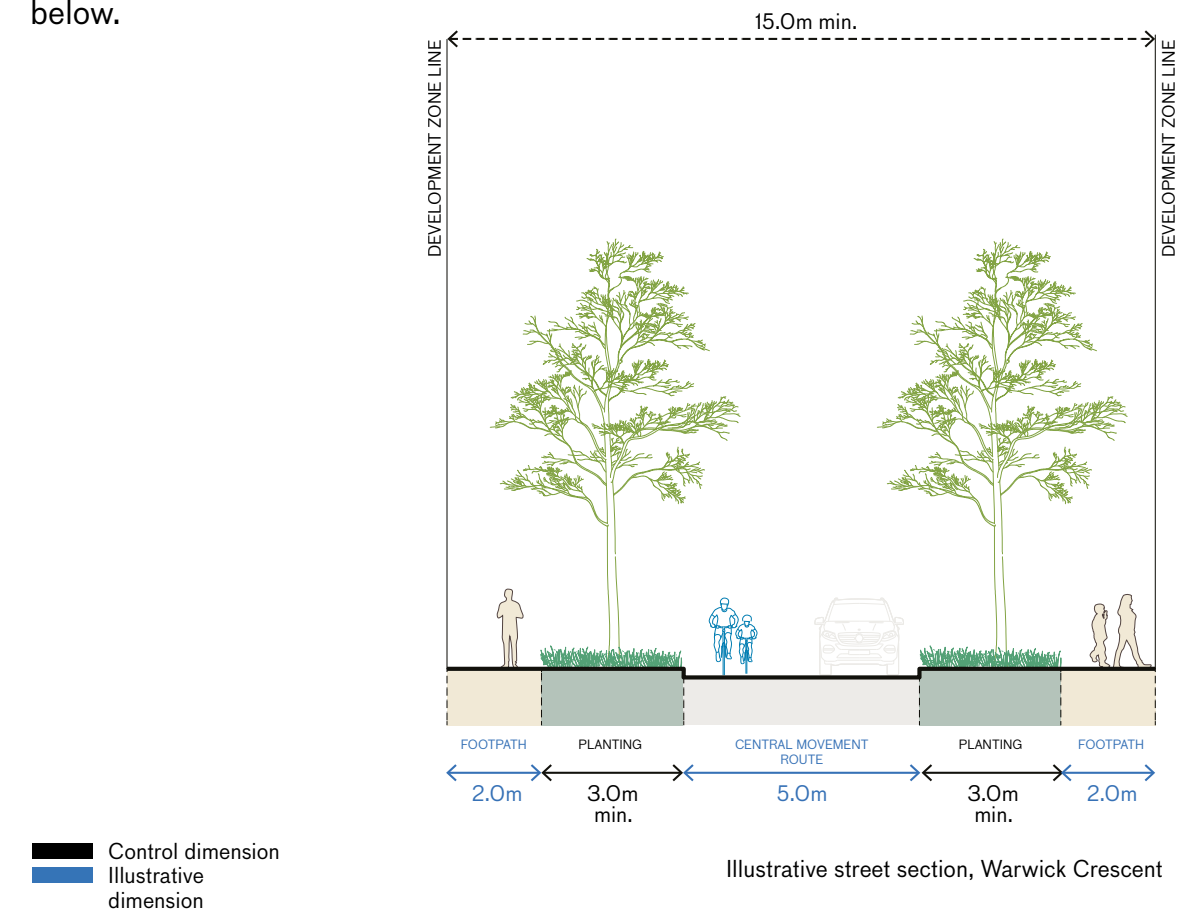


Illustrative view, Warwick Crescent

WC.L.1

Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.

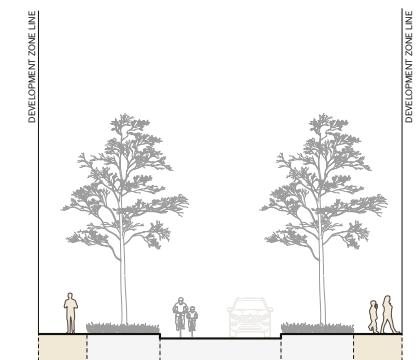


WC.L.2

Footpaths

The design of Warwick Crescent **must** provide a footpath on both sides of the central movement route.

To ensure safe pedestrian movement.

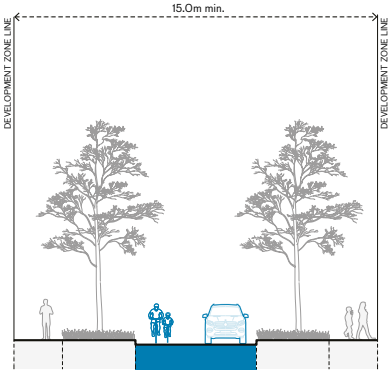


WC.L.3 Central movement route

The design of Warwick Crescent **must** provide a central movement route, allowing for cycle and vehicle movement.

To contribute to the sitewide movement strategy and provide cycle and vehicle access.

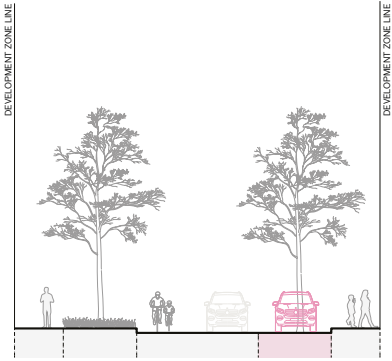
▶ Refer to Sitewide / Landscape / Inclusivity and movement.



WC.L.4 Parking / planting

The design of Warwick Crescent **should** accommodate planted zones in between parking.

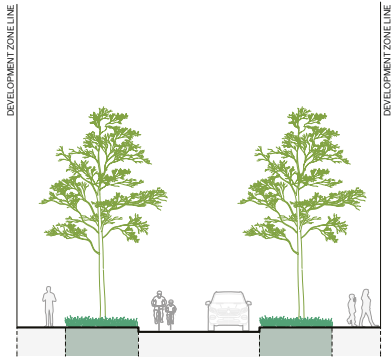
To ensure parking is integrated within planting.



WC.L.5 Planting

The design of Warwick Crescent **should** provide planted zones on both sides of the crescent.

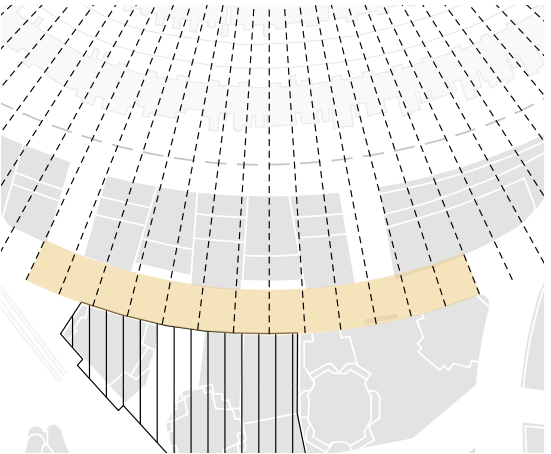
To create a tree-lined crescent that references local street typologies.



WC.L.6 Radial grid

The design of planting and paving **should** be set out on a radial grid.

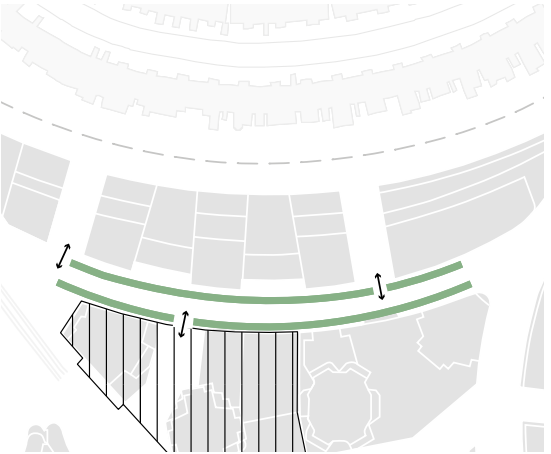
To match the setting out of the adjacent plots.



WC.L.7 Alignment with lanes and walks

The design of parking and planted zones **must** not obstruct entrances to lanes and walks.

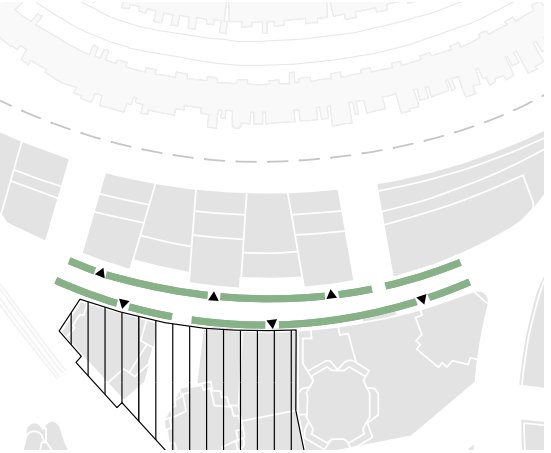
To allow clear access and visibility from the crescent to other routes.



WC.L.8 Alignment with main entrances

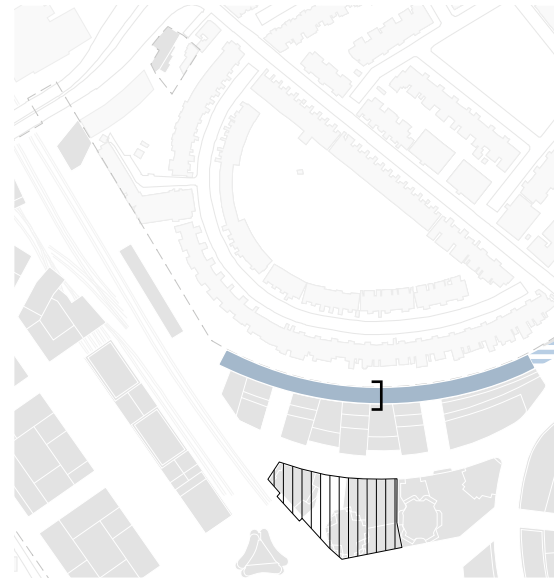
The design of car parking and planted zones **should** not be located in front of residential entrances.

To allow clear access and visibility from the crescent to building entrances.



Warwick Lane

An intimate lane that runs along the Site's edge to Philbeach Gardens, accommodating pedestrian and vehicle movement.



Key plan

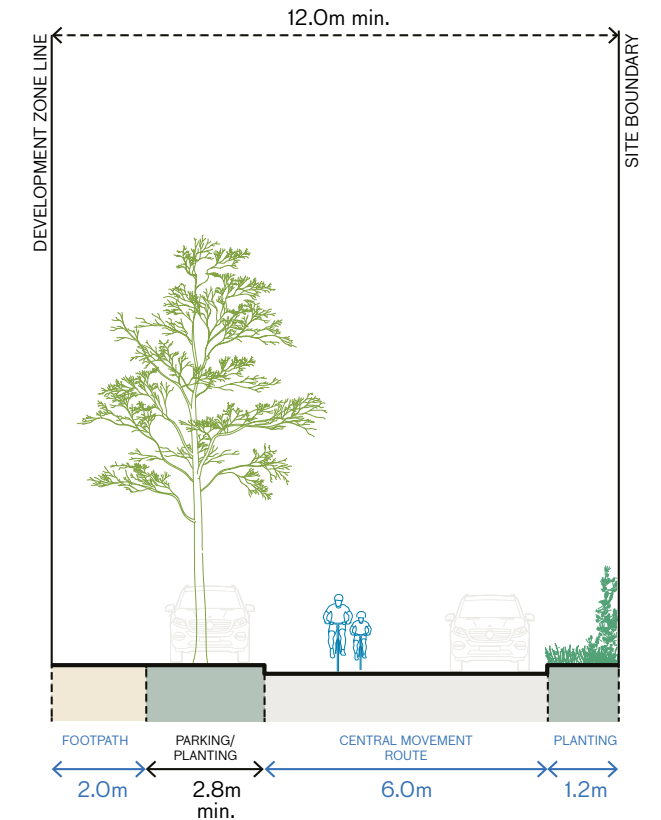


Illustrative view, Warwick Lane

WC.L.9

Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



Control dimension
Illustrative dimension

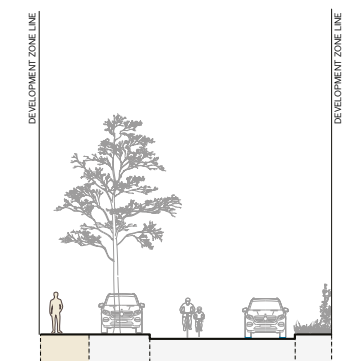
Illustrative street section, Warwick Lane

WC.L.10

Footpaths

The design of Warwick Lane **must** provide a footpath on at least one side of the central movement route.

To ensure safe pedestrian movement.

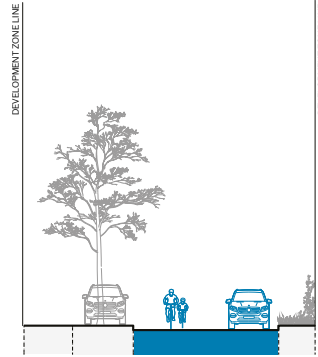


WC.L.11 Central movement route

The design of Warwick Lane **must** provide a central movement route, allowing for cycle and vehicle movement.

To contribute to the sitewide movement strategy and provide cycle and vehicle access.

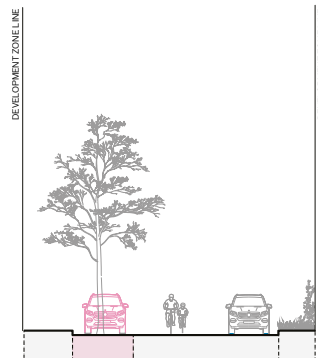
▶ Refer to Sitewide / Landscape / Inclusivity and movement.



WC.L.12 Parking / planting

The design of Warwick Lane **should** accommodate planted zones in between car parking. Loading bays should be avoided in front of residential entrances, where possible.

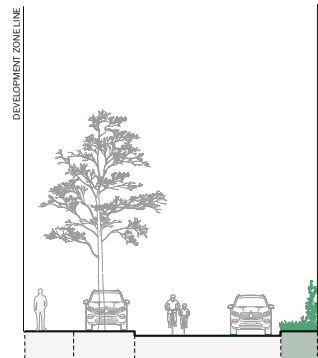
To ensure parking is integrated within planting.



WC.L.13 Planting edge treatment

The design of Warwick Lane **must** provide a planted zone adjacent to the boundary adjoining Philbeach Gardens properties. This should be maximised inasmuch as other competing needs would allow.

To create an edge condition and create a buffer with neighbouring properties.



WC.L.14 Neighbouring trees

The design of boundary treatments **must** minimise impact on existing trees in adjoining properties, such as potential negative impacts of wall treatment or lighting.

To promote retention of trees and minimise impact on adjoining properties.



Aerial imagery of existing trees in adjoining properties

WC.L.15 Boundary treatment

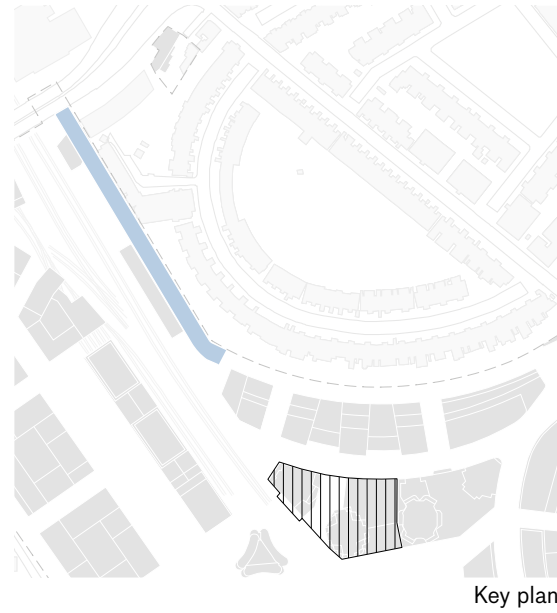
The design of boundary treatments **must** respond to the outcomes of consultation with neighbours.

To foster the participation of the neighbouring communities.

▶ Refer to Sitewide / Landscape / Boundary conditions.

St Cuthbert's Lane

An extension of Warwick Lane accommodating pedestrian and vehicle movement and connecting the Site to the north.



Illustrative view, St Cuthbert's Lane

WC.L.16 Consistency of character

The design of St Cuthbert's Lane and Warwick Lane **should** have a consistent character, movement and hierarchy. This could be achieved through the choice of materiality or planting.

To provide a consistent character of the lanes.

WC.L.17 St Cuthbert's Church setting

The design of St Cuthbert's Lane **must** consider the adjacent St Cuthbert's Church. This could be achieved through the arrangement of new planting or responding to materiality.

To celebrate local heritage and support the setting of Grade 1 listed St Cuthbert's Church.



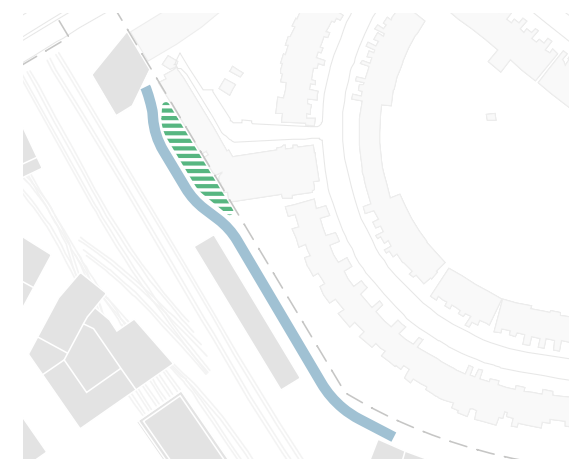
St Cuthbert's Lane, Philbeach Gardens

WC.L.18 Tree retention

The design of St Cuthbert's Lane **must** retain existing trees adjacent to St Cuthbert's Church. If this is not possible, planting of equivalent character should be provided.

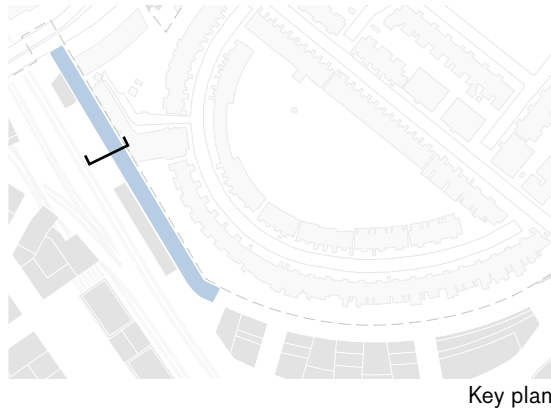
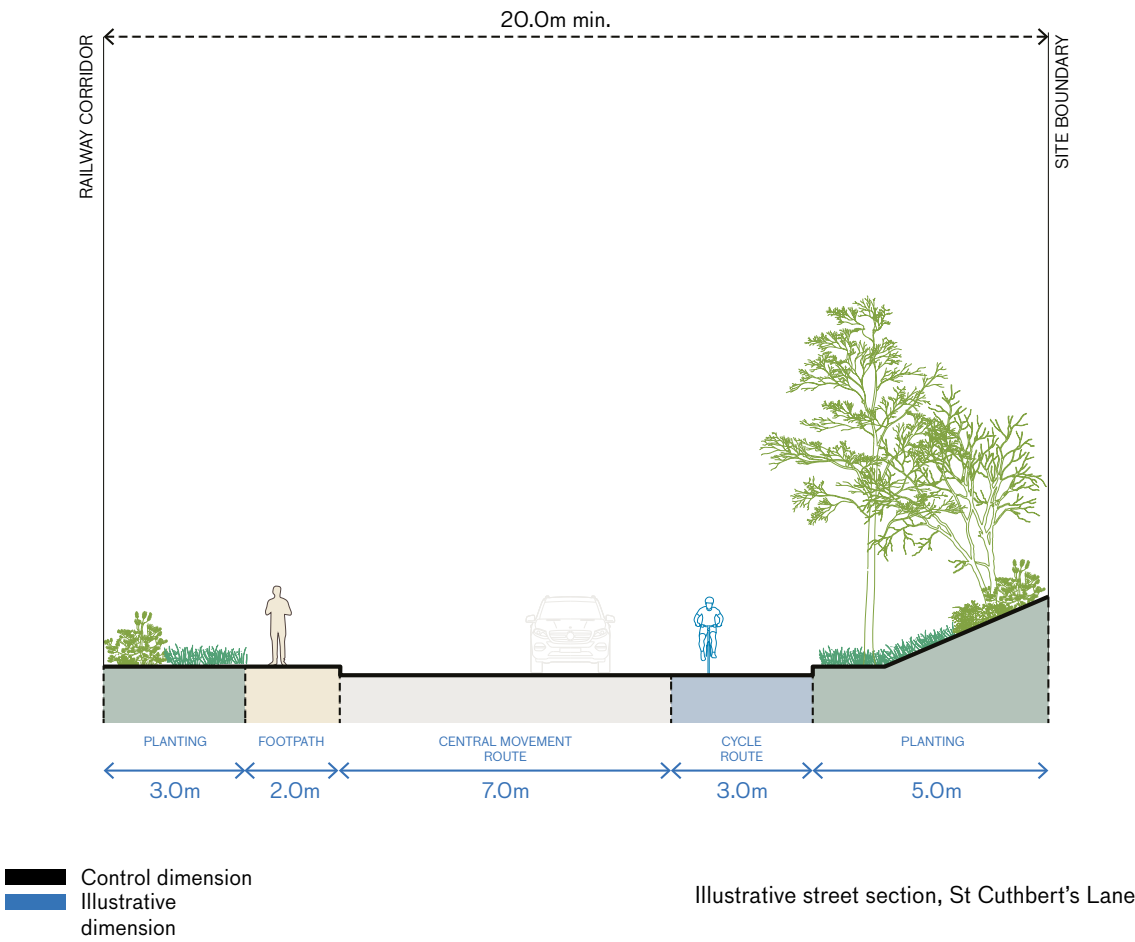
To frame the setting of the Church and promote retention of the Site's natural assets.

➤ Refer to the Arboricultural Impact Assessment (EC.PA.09).



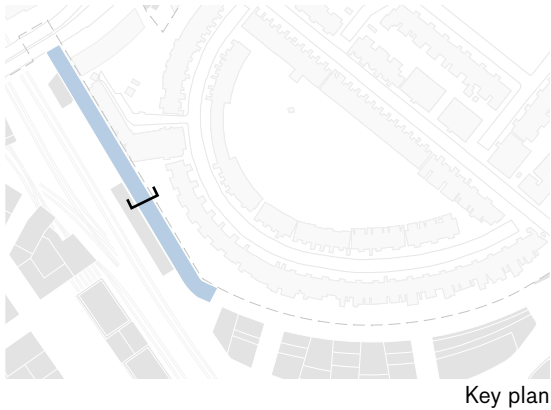
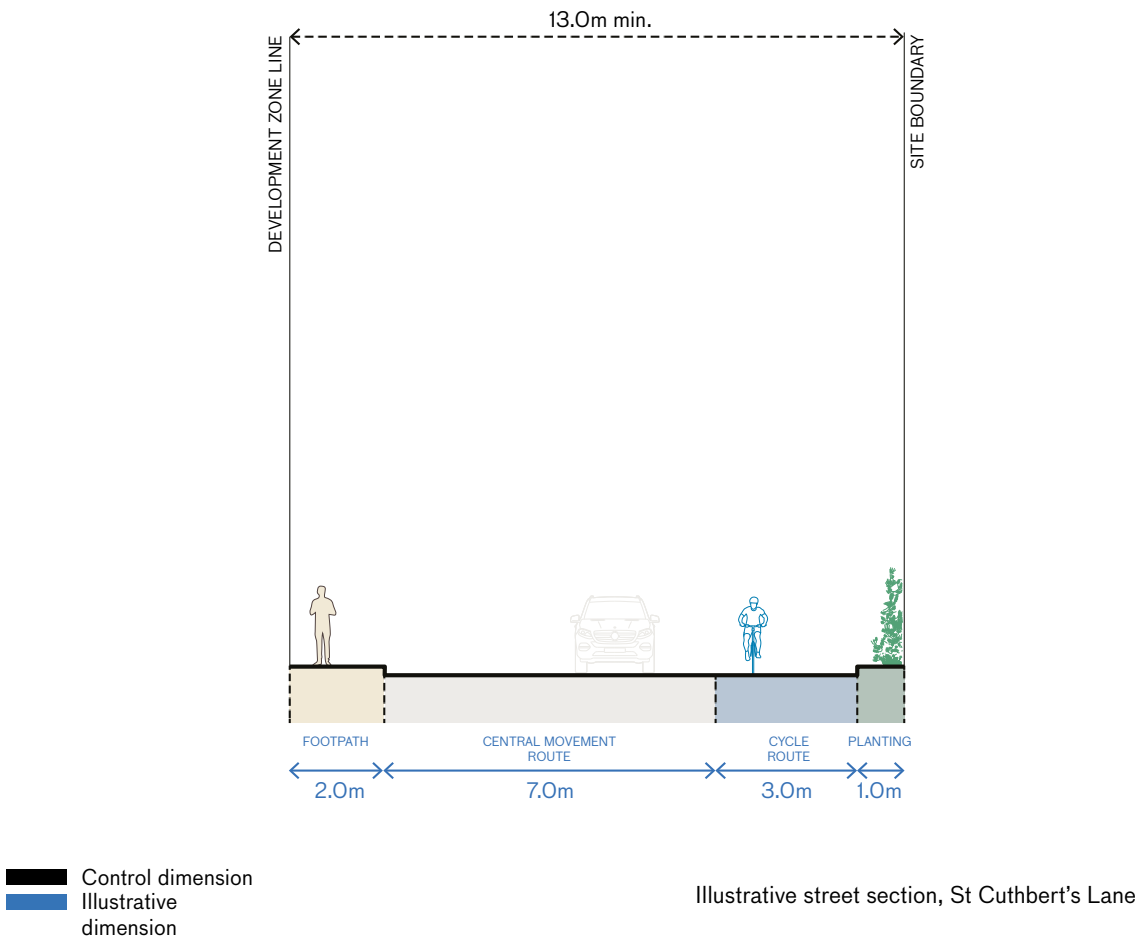
WC.L.19 **Typical street section A - Adjacent to St Cuthbert's Church**

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



WC.L.20 **Typical street section B - Adjacent to EC19**

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



WC.L.21 Footpath

The design of St Cuthbert's Lane **must** provide a footpath on the southern-western side of the lane.

To encourage safe pedestrian movement.

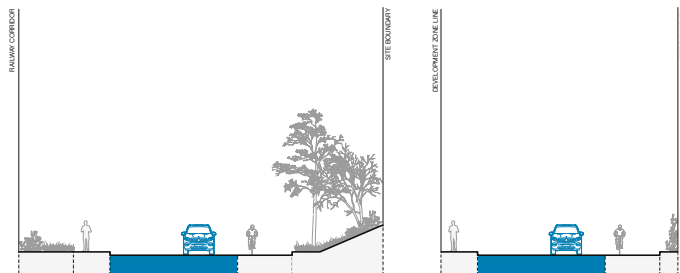


WC.L.22 Central movement route

The design of St Cuthbert's Lane **must** provide a central movement route, allowing for vehicle movement.

To contribute to the sitewide movement strategy and provide vehicle access.

Refer to Sitewide / Landscape / Inclusivity and movement.

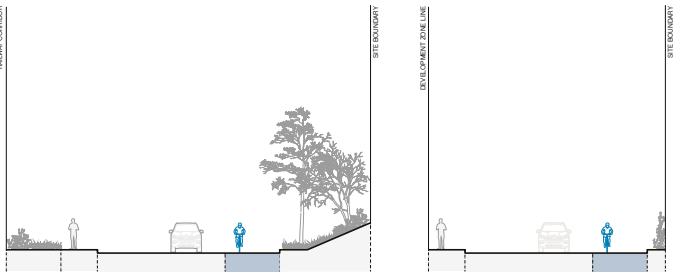


WC.L.23 Cycle route

The design of St Cuthbert's Lane **must** provide a cycle route. It could be located on the north-eastern side of the lane. The cycle route could be demarcated.

To connect into the sitewide cycle network and promote cyclist and pedestrian safety.

Refer to Sitewide / Landscape / Inclusivity and movement.

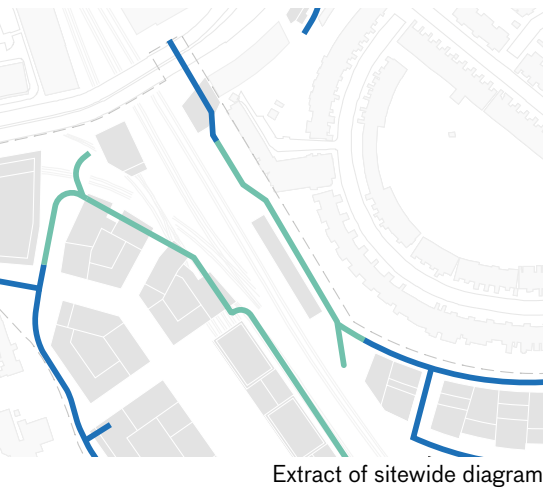


WC.L.24 Controlled access

Vehicular access to St Cuthbert's Lane from the north and south **must** be controlled (extent of controlled access is indicated in the diagram).

To contribute to the sitewide movement strategy and provide vehicular access.

Refer to Sitewide / Landscape / Inclusivity and movement.



Key

- Vehicle route
- Controlled access vehicle route

WC.L.25 **Interface with St Cuthbert's Church**

The design of St Cuthbert's Lane **must** give consideration to the current design and use of potential curtilage around the Church.

To have an integrated approach to landscape design that incorporates the neighbouring conditions.



Planted buffer at rear of St Cuthbert's Church

WC.L.26 **Cluny Mews access**

The design of St Cuthbert's Lane **must** enable a future connection to Cluny Mews. Any future proposals to be resolved at later stages of design, should be informed through consultation with neighbours including St Cuthbert's Church.

To safeguard a potential future connection to Cluny Mews.



WC.L.27 **Removal of acoustic barrier**

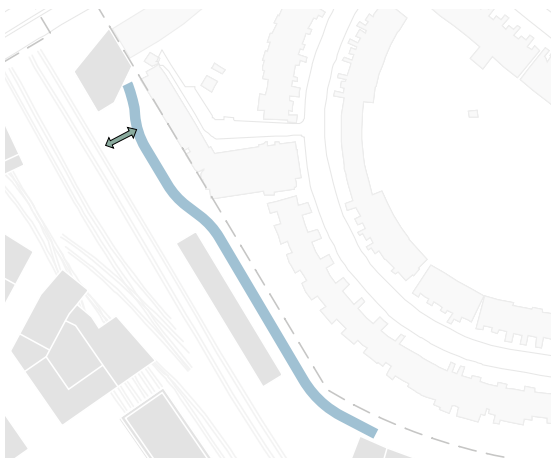
The design of St Cuthbert's Lane **should** include the removal of the existing acoustic barrier.

To create a more permeable landscape design

WC.L.28 **Access point for railway maintenance**

The design of St Cuthbert's Lane **must** ensure access points for railway maintenance. They should be integrated with the rest of the design.

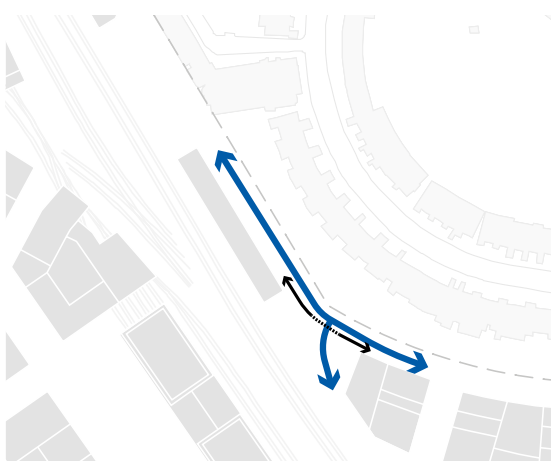
To ensure railway maintenance functionality is retained.



WC.L.29 **Safe pedestrian crossing**

The design of St Cuthbert's Lane **must** ensure the safety of pedestrians crossing where the Northern Access Road continues alongside the rail corridor.

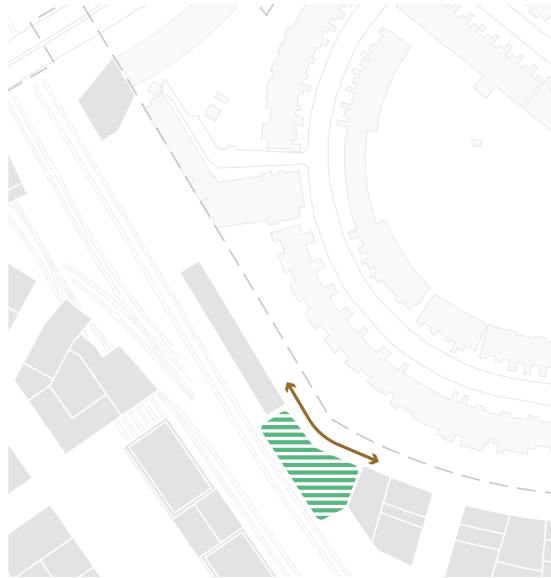
To ensure the continuity of safe pedestrian movement.



WC.L.30 **Planting supporting wayfinding**

The design of land south of EC19 **must** contribute to wayfinding directing movement from Warwick Lane on to St Cuthbert's Lane - north and south. This could be achieved through denser planting or the use of level differentiation, making it clear where people should and shouldn't walk.

To provide a clear design that contributes to wayfinding.



WC.L.31 **Opportunities for additional nature-based landscaped areas**

The design of land south of EC19 **could** be treated as a nature-based landscape or as additional amenity space for residents such as a community garden.

To explore opportunities to amplify nature.



Illustrative view, St Cuthbert's Lane

WC.L.32 **Planting along railway**

Planting adjacent to the railway corridor **must** be scrub habitat.

To provide a planted buffer between the railway corridor and the Site.

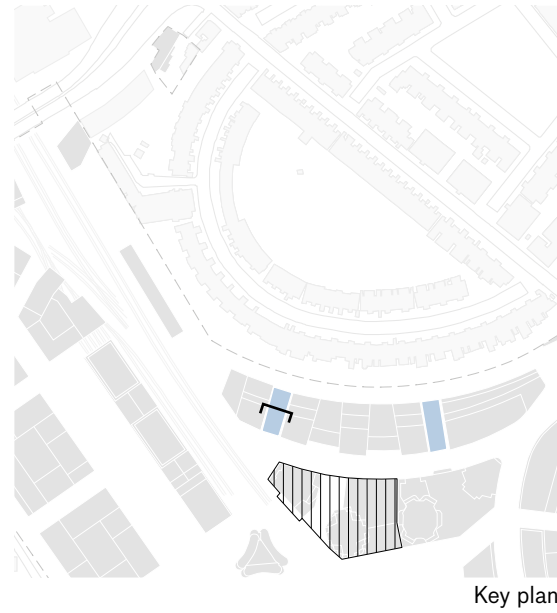
▶ Refer to Sitewide / Landscape / Green/blue infrastructure.



Planted buffer of scrub habitat

Warwick Lane (East and West)

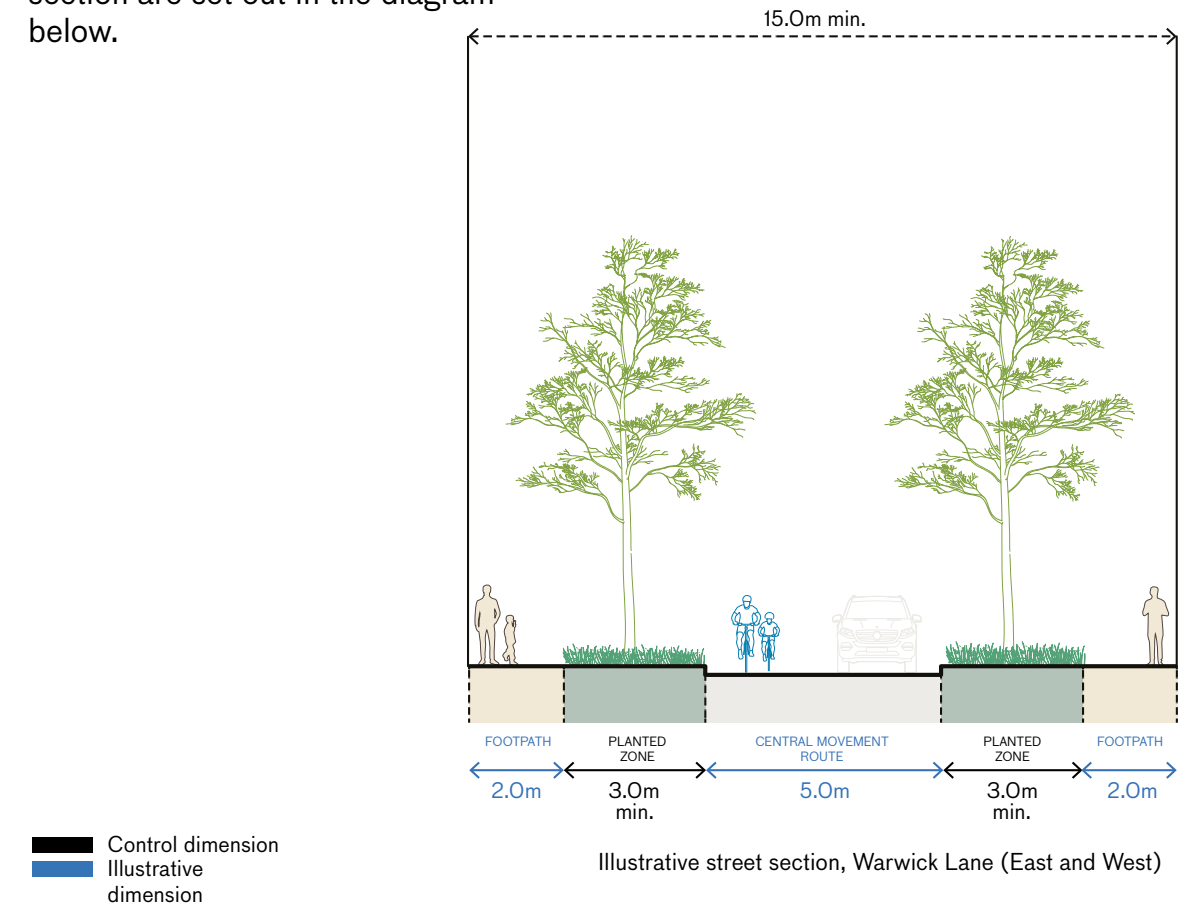
A quiet landscaped street,
accommodating pedestrian and vehicle
movement.



Illustrative landscape plan

WC.L.33 Typical street section

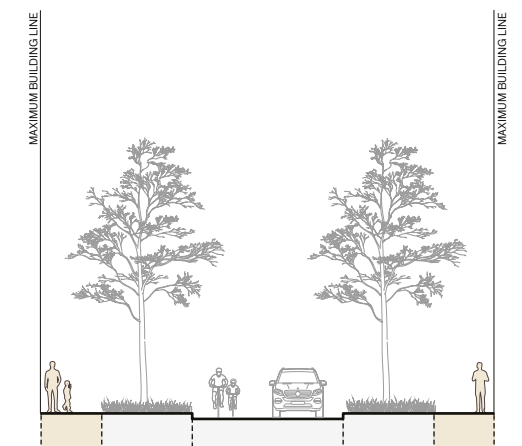
Spatial arrangement, setting out and
key dimensions for this typical street
section are set out in the diagram
below.



WC.L.34 Footpaths

The design of Warwick Lane (East
and West) **must** provide a footpath
on both sides of the central movement
route.

To ensure safe pedestrian movement.

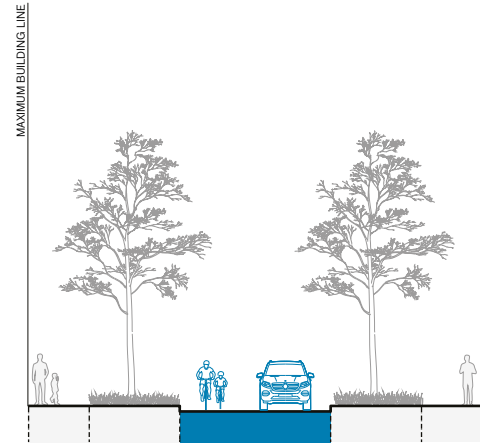


WC.L.35 Central movement route

Warwick Lane (East and West) **must** provide a central movement route, allowing for cycle and vehicle movement.

To contribute to the sitewide movement strategy and provide cycle and vehicle access.

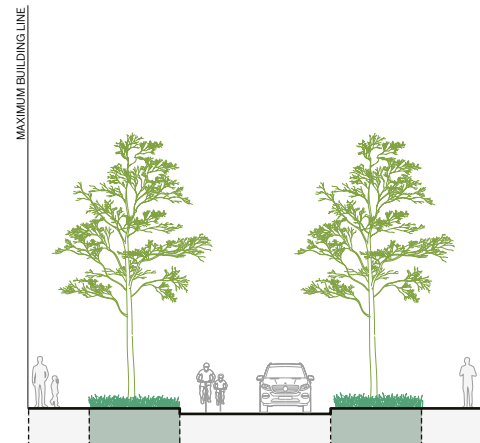
► Refer to Sitewide / Landscape / Inclusivity and movement.



WC.L.36 Planting

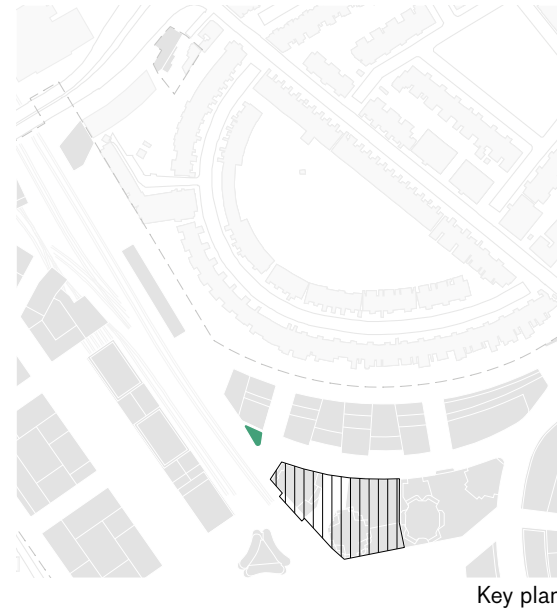
Warwick Lane (East and West) **should** provide a planted zones on both sides of the central movement route.

To create a tree-lined lane.



Warwick Place

An intimate pocket space that terminates Warwick Crescent.



Illustrative landscape plan

WC.L.37 Termination of the Warwick Crescent

The design of Warwick Place **should** terminate the route at the western end of the crescent. This could be achieved through a landscape or a building base creating a frontage on to the crescent.

To terminate the vista of the crescent.

▶ Refer to Sitewide / Landscape / Spaces and routes.



Illustrative views, Warwick Crescent

WC.L.38 Community feel

If the design of Warwick Place includes a landscaped area, it **should** be inviting and contribute to creating a community feel and character

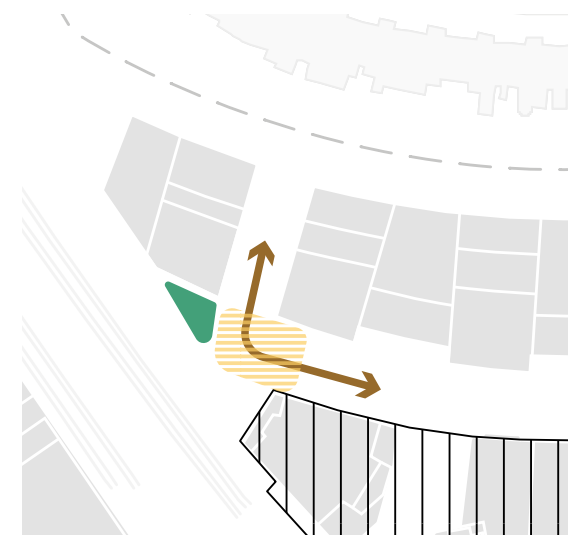
To invite the local community to use the space.

WC.L.39 Shared surface

The design of the carriageway at the end of the crescent **could** be treated as a shared surface with parking bays located outside of this zone.

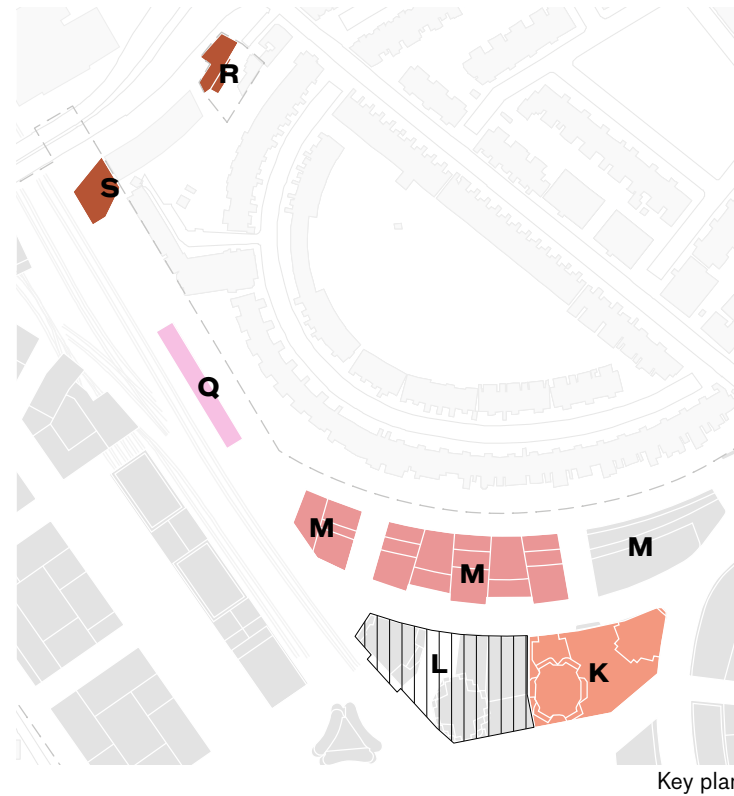
To create the perception of a wider space and express the pedestrian priority.

▶ Refer to Sitewide / Landscape / Inclusivity and movement.



Built Form

Building Typologies



Mid-scale

(Development Zone M)

Mid-scale buildings frame Warwick Crescent. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.

Common base

(Development Zone K)

Common base combines taller elements to read as a set piece.

Smaller-scale

(Development Zone Q)

A Smaller-scale building is located on St Cuthbert's Lane and defines the street character, responding to its immediate context and scale.

Standalone

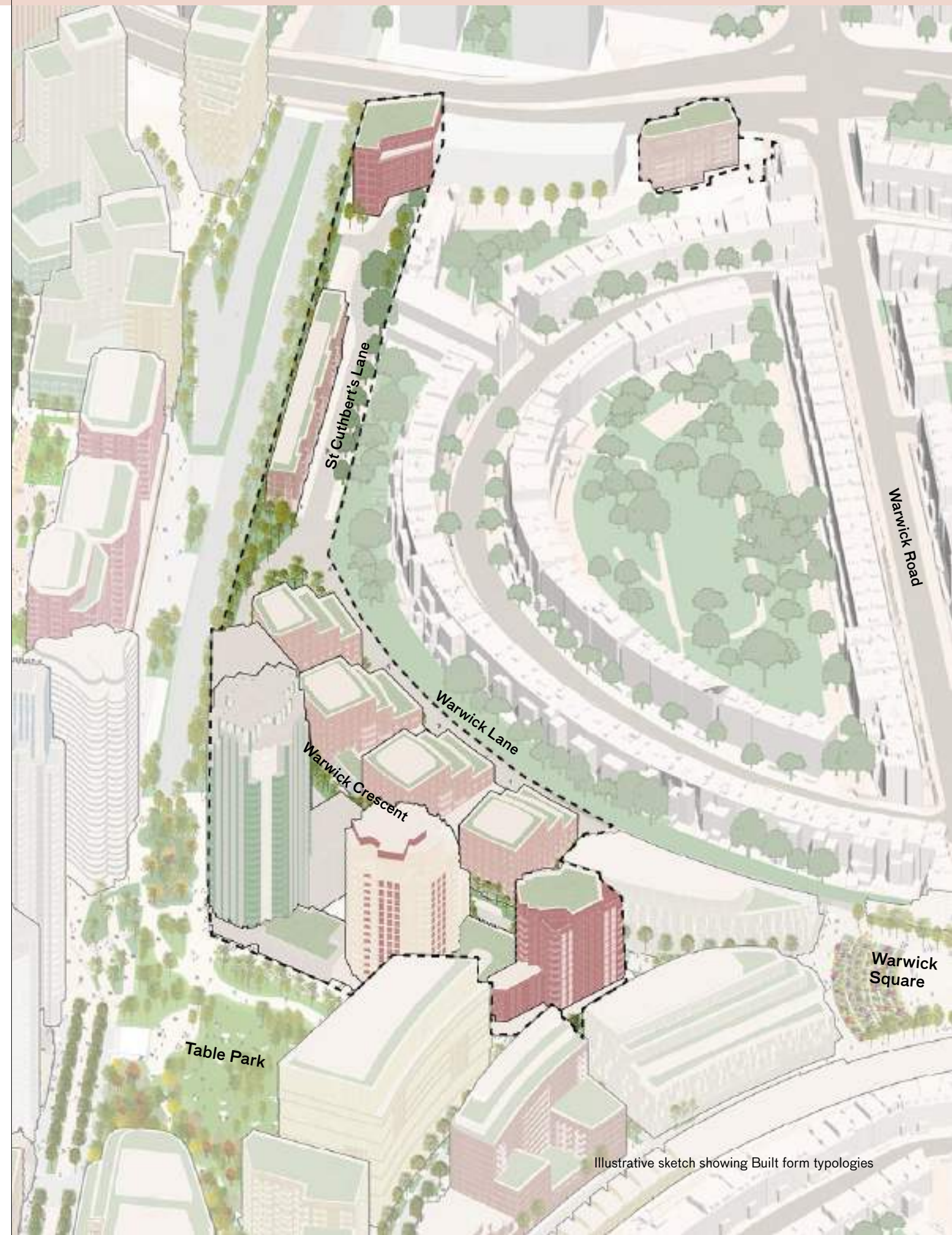
(Development Zones R and S)

Standalone buildings create a presence along West Cromwell Road. The façades are designed in the round and assist with orientation and way finding.

Detailed Component

(Development Zone L)

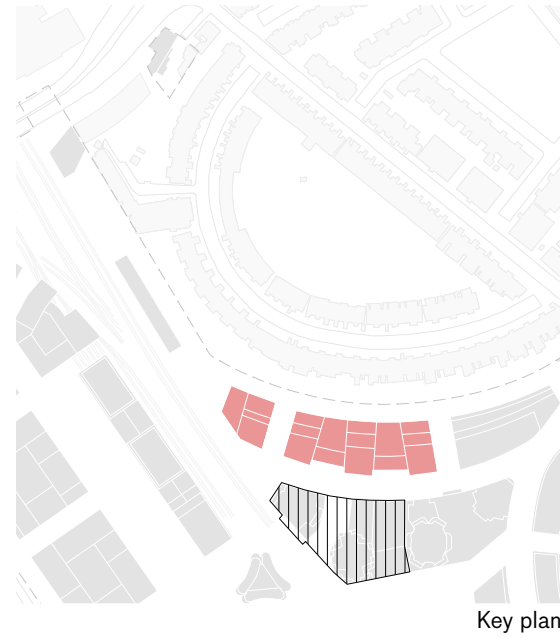
These plots form part of the Detailed Component and will serve as a further level of resolution to communicate the quality and ambition of the later phases.



Mid-scale

(Development Zone M)

Mid-scale buildings frame Warwick Crescent. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.



Key plan



Illustrative view, Warwick Crescent

WC.B.1

Emerging from local typologies

Building façades **must** reflect and/or include contemporary interpretations of local mansion block typologies. This could be achieved through an ordered composition, massing variations, horizontal datums, or façade details.

To integrate with the local character by reinterpreting the architectural expression of a typical local typology.



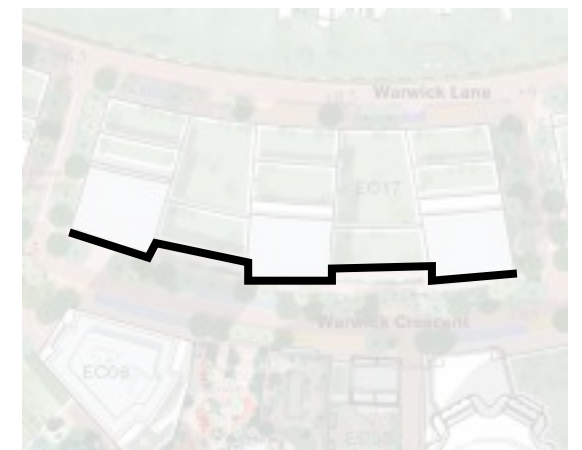
Local mansion block, Nevern Mansions

WC.B.2

Articulation of building line

Massing **could** introduce set backs or inset façades on Warwick Crescent.

To add variation and character that is typical to local typologies.



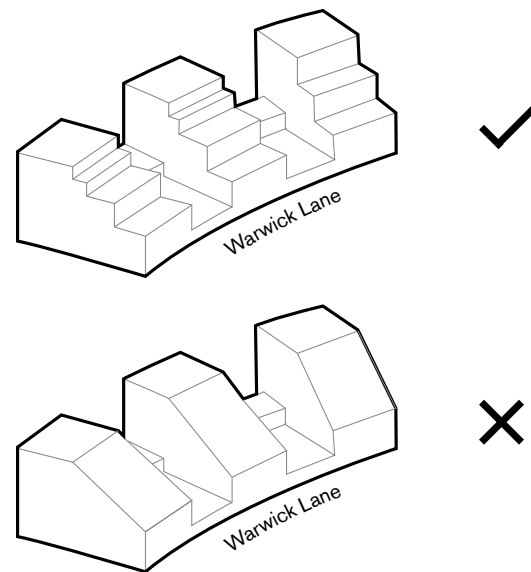
Articulated building line on Warwick Crescent

WC.B.3 Articulation of building

Where the Maximum Building Envelope is sloped, the proposed massing response **must** not be sloped but should incorporate legible horizontal and vertical steps.

To ensure meaningful massing legibility, transition in scale and to minimise impact to the adjacent properties on Philbeach Gardens.

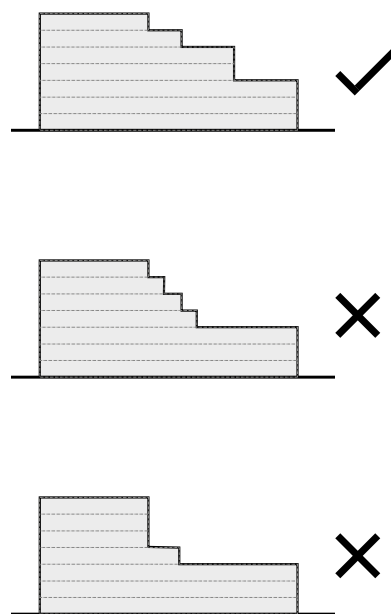
▶ Refer to Sitewide / Parameter Plan details.



WC.B.4 Meaningful stepping

Massing **should** be articulated to avoid abrupt set backs or tiered forms. Where possible, steps in massing greater than 2 storeys should be avoided.

To support the legibility and clarity of massing steps.



WC.B.5 Façade hierarchy

The treatment of façades facing onto Warwick Crescent **should** be broken down, introducing hierarchy and rhythm. This could be achieved through a change in façade composition or expression.

To reinforce façade hierarchy and create visual interest.



Façade hierarchy of local mansion block, Nevern Mansions

WC.B.6 A layered composition

The overall composition of eastern elevations **should** include layering and reinforce legibility. This could be achieved through massing steps or façade articulation to define a bottom, middle and top.

To soften the development edge and aid the transition in scale.



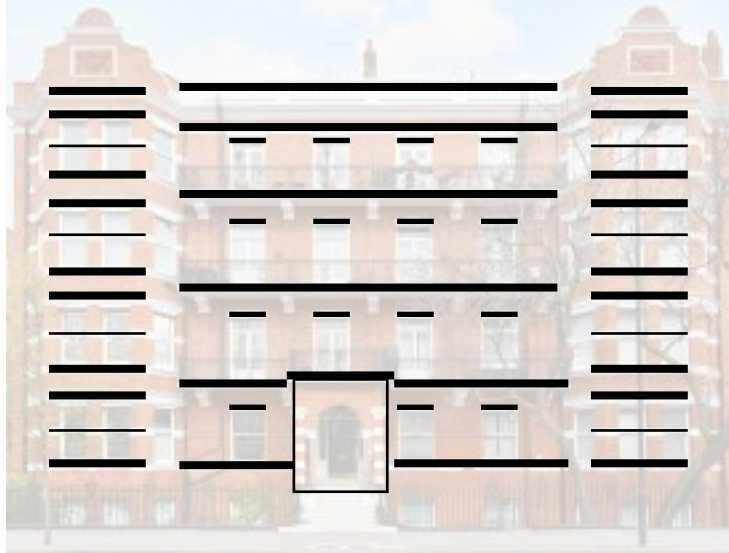
Layered composition of local mansion block, Nevern Mansions

WC.B.7 Horizontal expression

Building façades adjacent to Warwick Crescent **could** establish clear and identifiable horizontal expression.

This could be achieved by articulation of the architectural elements to reinforce horizontal expression such as incorporating banding; or divisions through features such as string courses, cornices or balconies. Stepping out entrances from the primary building line can further emphasise the sense of horizontality.

To reinforce the geometry of the crescent and a human, residential scale.



Horizontal expression of local mansion block, Nevern Mansions

WC.B.8 Definition of a mid rise shoulder height

A mid rise shoulder height **should** be defined along the length of Warwick Crescent. This could also tie in with the mid rise datum defined by the buildings on the other side of the crescent. The shoulder height datum could be articulated through steps in the massing and further defined through differentiation in façade rhythm and composition.

To reinforce the reading of the crescent form along with a quiet residential character and street scale.



Illustrative view, Warwick Crescent

WC.B.9 Primary and secondary materials

Primary materials **should** be of a consistent tone. The tone of secondary components of the facade could be contrasting, to break up the primary façade, providing variation in the articulation of architectural elements such as window reveals and parapet details.

To reveal a contemporary interpretation of a West London mansion block.



Use of secondary materials on lintels

WC.B.10 Material tonality

Tonality of materials **should** reflect the character and quality of the Philbeach conservation area. Material tones could reference gault brick, red brick, stucco, stone and stock brick. Some examples are shown in adjacent images.

To ensure a neighbourhood that is sensitive to local context.



Existing material tonality in Philbeach conservation area

WC.B.11

Activation of Warwick Crescent

Homes located on Warwick Crescent **could** have individual front doors onto the street. The street could also be activated with residential amenity or shared residential entrances.

To create a quiet but active residential neighbourhood.



Illustrative view, Warwick Crescent

WC.B.12

Termination of the Warwick Crescent

Design on Plot EC18 **should** terminate the route at the western end of the crescent. This could be achieved through a landscape or a building base creating a frontage on to the crescent.

To terminate the vista of the crescent.

► Refer to Sitewide / Landscape / Spaces and routes.



Illustrative views, Warwick Crescent

WC.B.13

Activation of Warwick Lane

Homes located on Warwick Lane **could** have individual front doors onto the lane. Alternatively, the Lane could be activated with residential amenity or shared residential entrances.

To create an intimate residential neighbourhood facing towards existing properties on Philbeach Gardens.



Entrances addressing the street

WC.B.14

Warwick Lane datum

A continuous horizontal datum **should** be expressed along Warwick Lane. This could be achieved through massing setbacks or building expression.

To create a uniform expression of scale on Warwick Lane that reflects its intimate character.

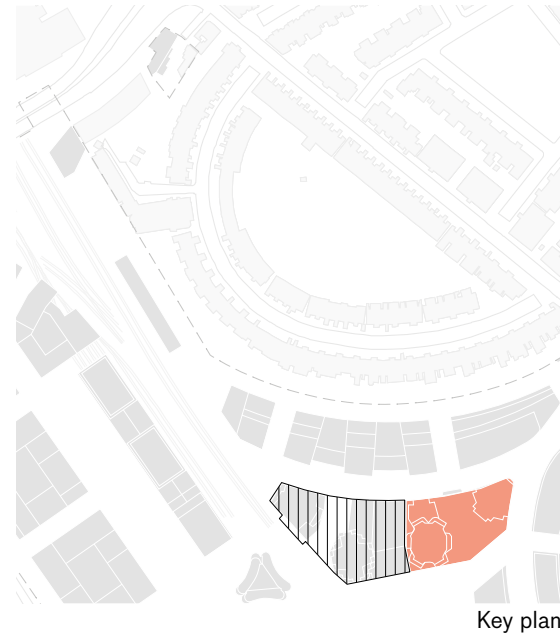


Illustrative view, Warwick Lane

Common Base

(Development Zone K)

Common base combine taller elements that reads as a set piece.



Illustrative view, Warwick Square towards West Brompton Crescent

WC.B.15

Reference to Detailed Component design

Massing, articulation, architectural expression and façade rhythm **must** read coherently with the detailed design of the adjacent Plot (Development Zone L).

To ensure a harmonious streetscape.

▶ Refer to Detailed Component of the Hybrid Planning Application.



Illustrative view, From left, ECO6, ECO5 and ECO4

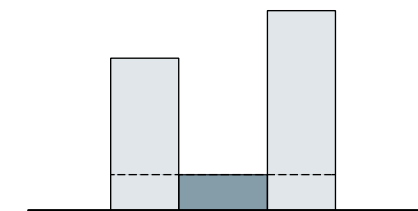
WC.B.16

Relationship to ground

Buildings **should** be expressed as 'buildings to ground', 'building base' or a 'combined approach', as described in the Sitewide chapter.

To have a well-defined public realm through a common base whilst reading as a street.

▶ Refer to Sitewide / Built form / Layout and massing.

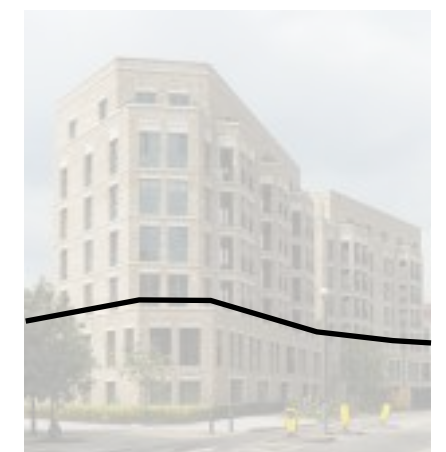


WC.B.17

Integration of building base

Where buildings share a continuous frontage with a Detailed Component, there **must** be careful coordination of the Ground Floor plane and podium levels to maintain a well considered visual integration between plots.

To ensure integrated and visually connected building bases, regardless of phasing.

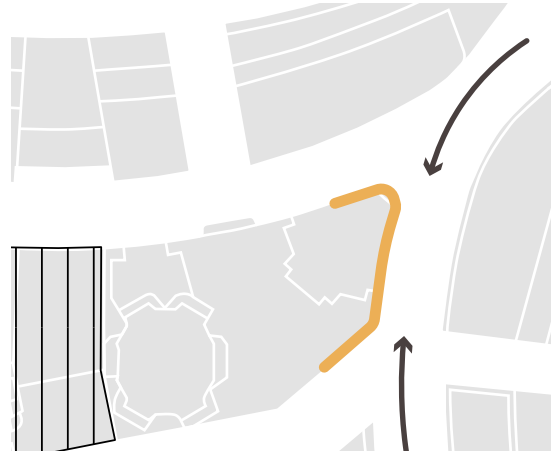


Continuation of horizontal datum

WC.B.18 Visibility of active uses

The Ground Floor frontages addressing West Brompton Crescent **must** be designed to maximise visibility of the Ground Floor active uses. This could be achieved through signage, lighting or maximising permeability of the façade.

To ensure active uses in this location will be visible on the routes from Earl's Court and West Brompton Stations.

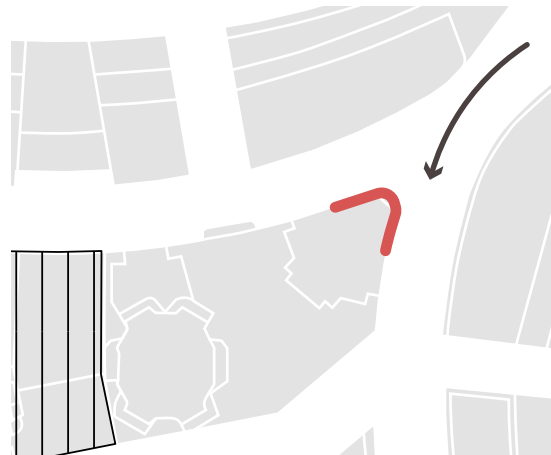


WC.B.19 Prominent corners

Prominent corners **should** be designed with particular importance and should be richer in detail. This could be achieved through chamfered or rounded corners.

To ensure the corner responds to its role from Earl's Court station.

▶ Refer to Sitewide / Built form / frontages and façades.



WC.B.20 Entrances for cultural uses

Entrances for cultural uses **must** be open, visible and welcoming. They could be double height or expressed with distinct architectural details.

To create welcoming entrances that create visual interest.



Illustrative view, Warwick Square towards West Brompton Crescent

WC.B.21 Coherent architectural response

Where buildings with different uses face each other across the crescent, their architectural expression **must** establish a familiar design relationship with one another. This could be achieved through horizontal datums, façade rhythms, tone or materials.

To ensure a harmonious streetscape.



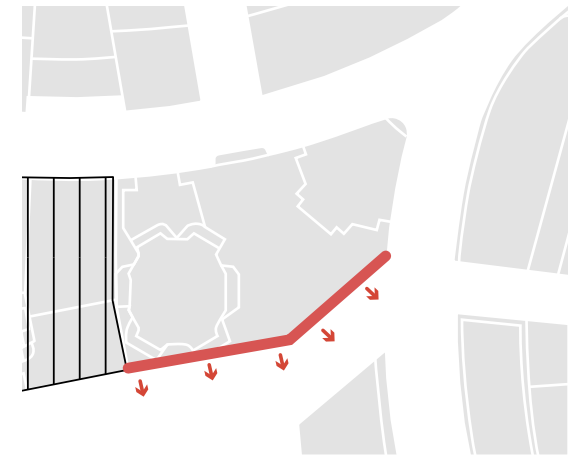
Illustrative view, West Brompton Crescent

WC.B.22 Activation of the Table frontage

Frontages addressing the Table **should** be active.

To animate the public realm within the Table.

▶ Refer to The Table / Built form / Table frontages.



WC.B.23 Integration of feature signage

Main building entrances, including for cultural uses, **should** explore the opportunity for feature signage which should be integrated into the architecture of the building.

To activate the façade along the route from Earl's Court and West Brompton Stations and assist with wayfinding.

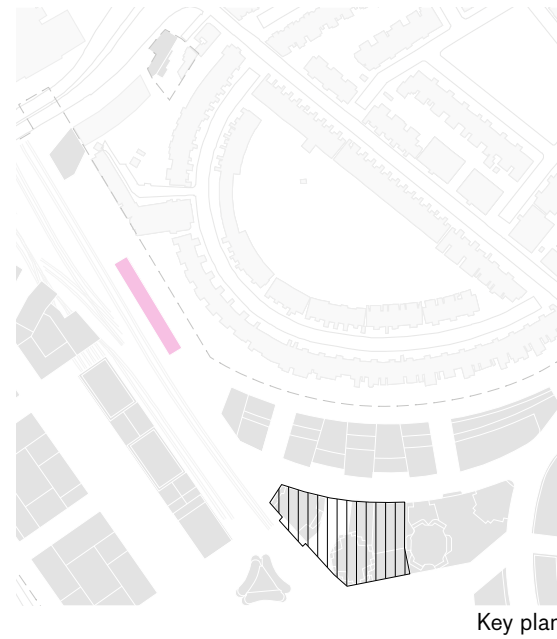


Feature signage

Smaller-scale

(Development Zone Q)

A Smaller-scale building is located on St Cuthbert's Lane and defines the street character, responding to its immediate context and scale.



Illustrative view, St Cuthbert's Lane

WC.B.24 Responding to context

Façade expression **should** respond to the immediate context. This could include the industrial heritage of the railway and the Train Shed to the west or St. Cuthbert's Church to the east.

To make reference to the building's distinct location.

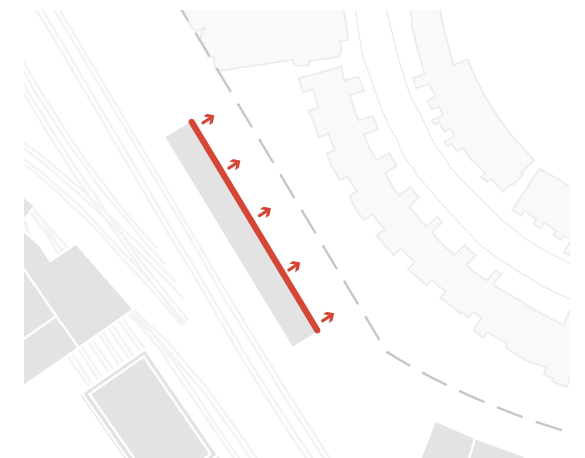


St Cuthbert's Lane, Philbeach Gardens

WC.B.25 Animation of St Cuthbert's Lane

Building façades addressing St. Cuthbert's Lane **should** contribute to and animate the streetscape. This could include balconies or residential amenity that address the lane.

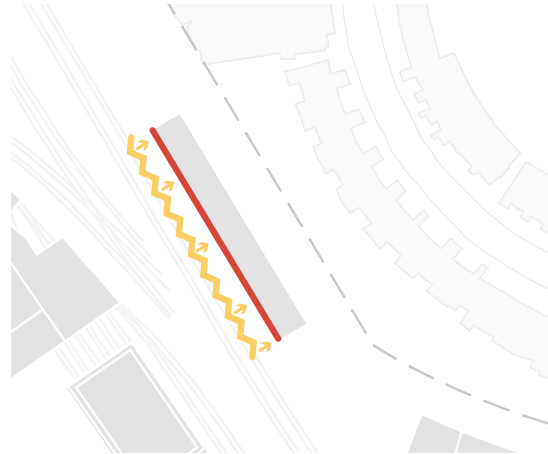
To contribute to activating St Cuthbert's Lane.



WC.B.26 **South-western façade treatment**

Design and treatment of south-west facing façades **should** consider mitigation of noise and pollution from the rail corridor.

To address existing environmental conditions.



WC.B.27 **Ground Floor activation**

Ground Floor frontages onto St. Cuthbert's Lane **should** be activated. This could be achieved through residential entrances, non-residential entrances or a visually permeable Ground Floor frontage.

To contribute to activating the public realm.

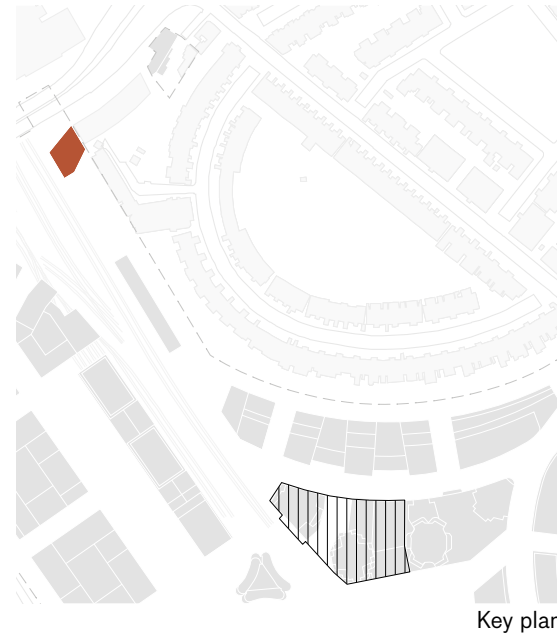


Entrances addressing the street

Standalone (S)

(Development Zone S)

Standalone buildings create a presence along West Cromwell Road. The façades are designed in the round and assist with orientation and way finding.



Illustrative view, St Cuthbert's Lane

WC.B.28 Access to Site from the north

The design **must** safeguard the vehicular access route running under it from the north.

To ensure the building is designed in line with the sitewide inclusivity and movement strategy.



WC.B.29 Assist with wayfinding

The design of the building **should** assist with wayfinding. This could be achieved through the use of distinct architectural features or selection of materials.

To mark the access route in and out of the Site via St. Cuthbert's Lane.

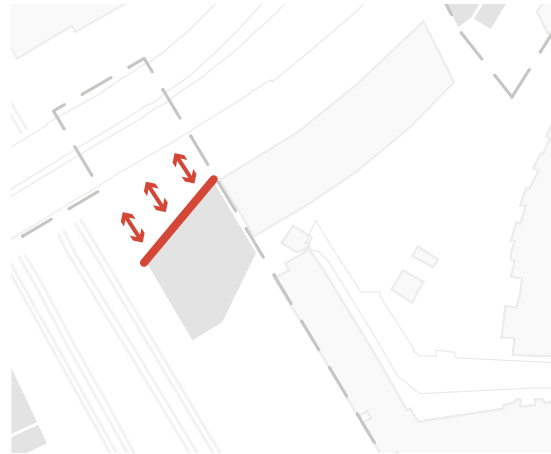


Illustrative view, distinct materials to assist with wayfinding

WC.B.30 North façade expression

North facing façades, onto West Cromwell Road **could** be expressive in relation to their setting along a main arterial route. This could be achieved through distinctive façade articulation or use of materials.

To create a marker building visible from West Cromwell Road.



WC.B.31 North façade treatment

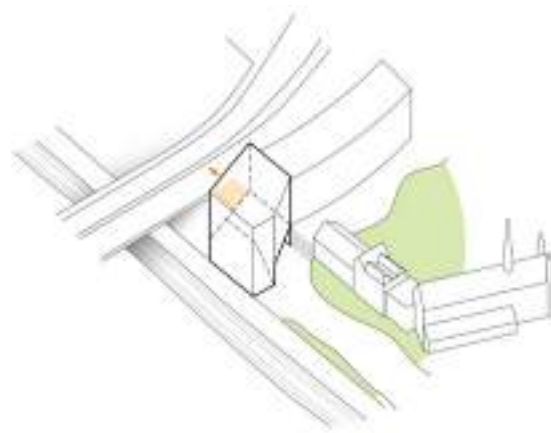
Design and treatment of north facing façades **should** consider mitigation of noise and pollution from West Cromwell Road. Particular consideration should be given to noise and vibration control.

To mitigate noise and air impacts from West Cromwell Road.

WC.B.32 Access from West Cromwell Road

Building layout and design **should** enable a future pedestrian and/or cycle access from West Cromwell Road.

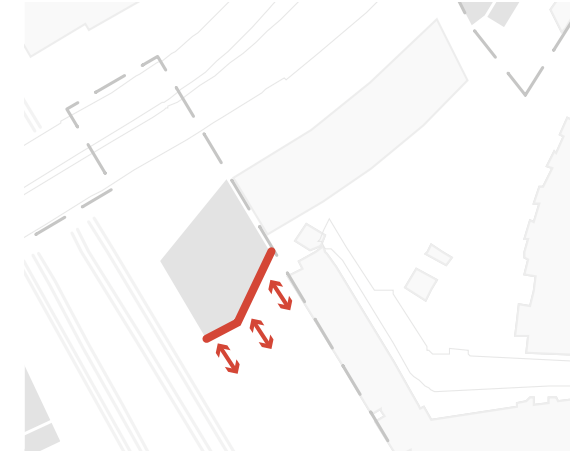
To enable the transformation of West Cromwell Road into a more pedestrian and cycle friendly environment.



WC.B.33 South façade

South facing façades **should** address the public realm west of St. Cuthbert's Church.

To ensure sensitivity to the setting of Grade 1 listed St. Cuthbert's Church.



WC.B.34 Relationship to St. Cuthbert's Church

The expression of south facing façades **could** reference the rear elevation of the church.

To celebrate and enhance the setting of the Grade 1 listed building.

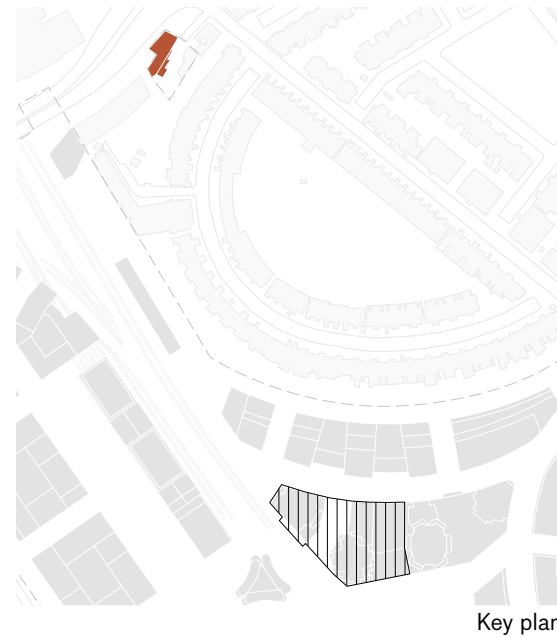


St Cuthbert's Church, Philbeach Gardens

Standalone (R)

(Development Zone R)

Standalone buildings create a presence along West Cromwell Road and the corner of Cluny Mews with Warwick Road. The façades are designed in the round and assist with orientation and way finding.

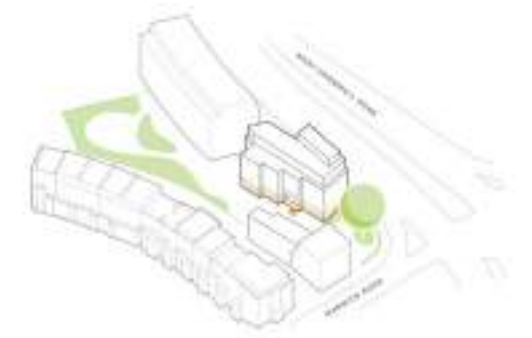


Illustrative view, St Cuthbert's Lane towards Warwick Lane

WC.B.35 Entrance location

The positioning of building entrances **should** prioritise privacy and minimise impact to neighbouring residences.

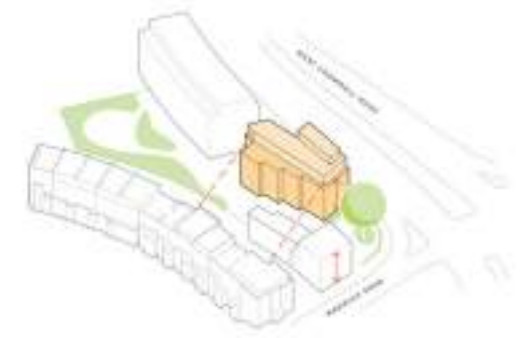
To protect privacy to the homes backing on to Cluny Mews.



WC.B.36 South façade treatment

The southern façade **should** adopt a residential scale. This could be achieved through the use of single storey openings and building elements.

To respect the residential setting of Cluny Mews.



WC.B.37 North façade treatment

North facing façades, onto West Cromwell Road **could** be expressive in relation to its setting on a main arterial route. This could be achieved through distinctive façade articulation or innovative use of materials.

To create a distinct elevation, visible from West Cromwell Road.



Illustrative view, West Cromwell Road

WC.B.38 **Transition in scale**

The massing **should** take into account the shift in scale as it transitions from West Cromwell Road to the residences along Philbeach Gardens.

To respect the residential setting of Cluny Mews.



WC.B.39 **Ground Floor activation**

Ground Floor frontages onto Cluny Mews and Warwick Road **should** be activated. This could be achieved through residential entrances, non-residential entrances or a visually permeable Ground Floor frontage.

To contribute to activating the public realm.



Entrances addressing the street

WC.B.40 **Treatment to balconies**

Material selection and design of balconies **should** support privacy. This could include treatments with reduced permeability.

To allow for privacy for residents.



Treatment of balconies

WC.B.41 **Recessive top**

The expression of the building top **must** be recognisably different to the principal lower mass of the building and create a more recessive feel to the top floor and plant enclosure.

To reflect the adjacent building on West Cromwell Road, and mitigate impact on neighbouring properties along Philbeach Gardens.



Illustrative view, West Cromwell Road



Illustrative view, Warwick Road

Impacts on Heritage and Townscape

WC.B.42 Skyline

Buildings in Plots ECO4/05/06(Development Zones K, L and M) **must** contribute to the formation of a clearly defined skyline. This could be achieved through varied architectural expression between plots, variety in colour or materiality.

To ensure an appreciation of depth in the massing and reduce its visual impact on heritage assets and their setting, and avoid coalescence of building massing and façades.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Trebovir Road - View 24

WC.B.43 Complement local character

Buildings in Plots ECO4/05 (in Development Zones K and L) **should** reflect and complement the grain and typologies of existing buildings in the foreground. They should avoid creating a visual distraction and mediate between shorter buildings in the foreground, and taller buildings behind.

To complement the existing grain and typologies.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Penywern Road - View 29

WC.B.44 Distinguishable from foreground

Buildings in Plots ECO4/05 (in Development Zones K and L) **should** have a distinctive rhythm and composition that differ from other buildings in the view.

To avoid coalescence in the massing and reduce visual impact on heritage assets and their setting, and achieve a high standard of urban design.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Penywern Road - View 29

WC.B.45 Calmed background

Buildings in Plots ECO4/05/06 (in Development Zones K and L) **should** avoid distracting from the setting and features of the existing buildings in the foreground.

To minimise visual impact on heritage assets and their setting.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WC.B.46 Complement local character

Buildings in Plots ECO4/05/06 (in Development Zones K and L) **should** reflect and complement the grain and typologies of existing buildings in the foreground. They should avoid creating a visual distraction and mediate between shorter buildings in the foreground, and taller buildings behind.

To complement the existing grain and typologies.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WC.B.47 Distinguishable from foreground

Buildings in Plots ECO4/05/06 (in Development Zones K and L) **should** have a distinctive rhythm and composition that differ from other buildings in the view.

To avoid coalescence in the massing and reduce visual impact on heritage assets and their setting, and achieve a high standard of urban design.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39

WC.B.48 Tripart composition

Buildings in Plots ECO4/05/06 (in Development Zones K and L) **should** be based on a tripart composition. This could be achieved through a clear top, middle and base which contribute to a sense of layering in the view.

To contribute to a sense of layering and legibility of the massing.

▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



Kings Road - View 39