EARLS COURT

4. West Brompton [WB]

Character Area extent

The
Earls Court
Development
Company

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.

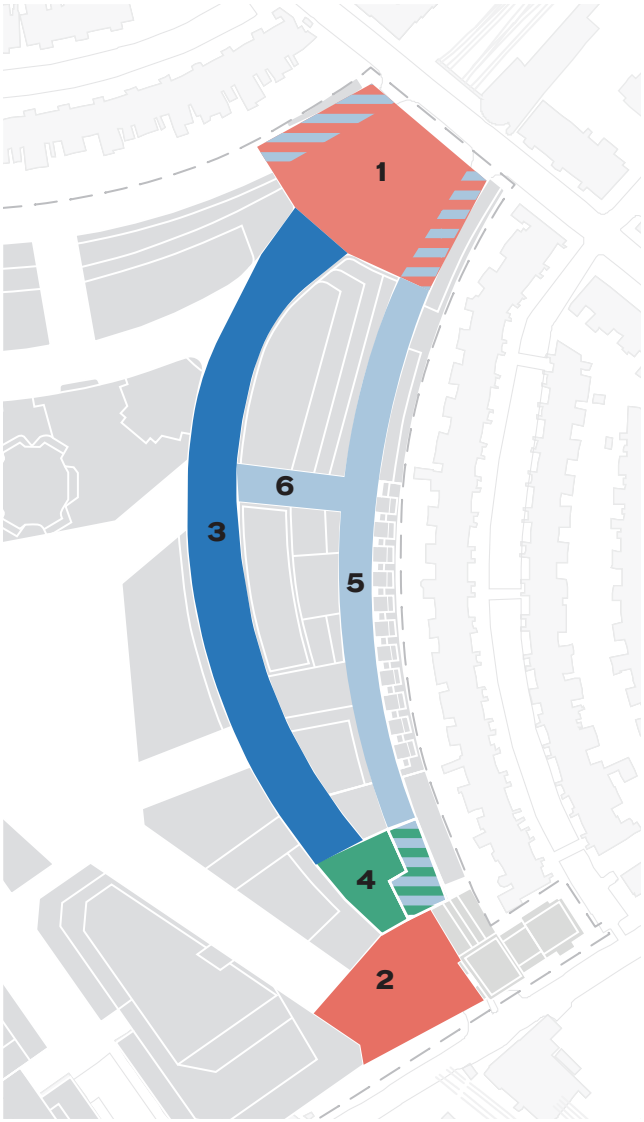
Lanes

West Brompton Lane (5)

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

West Brompton Lane West (6)

A quiet landscaped street, accommodating pedestrian and vehicle movement.



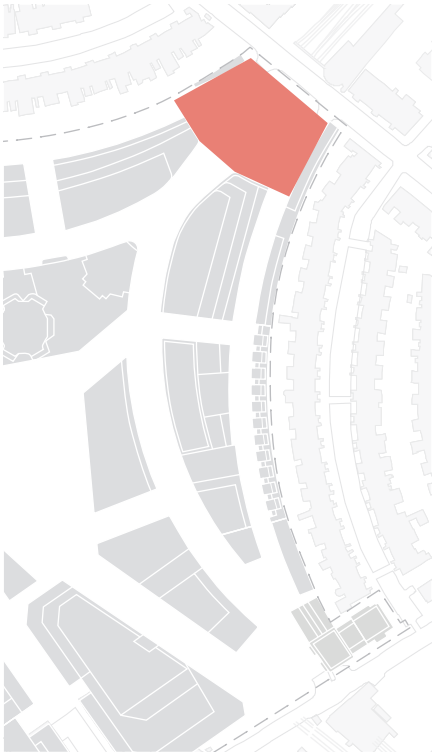
Place and Lane

Square and Lane

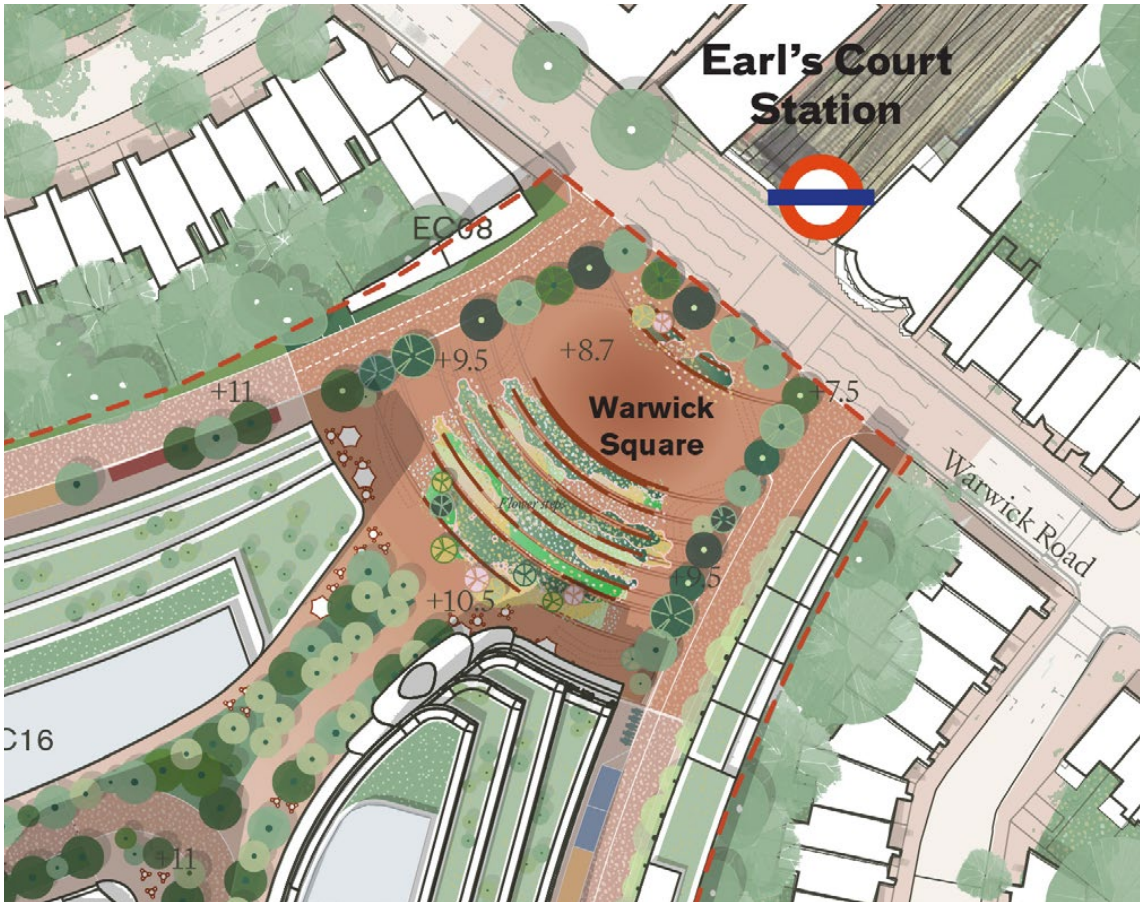
Illustrative sketch showing Ground Floor cutaway

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.

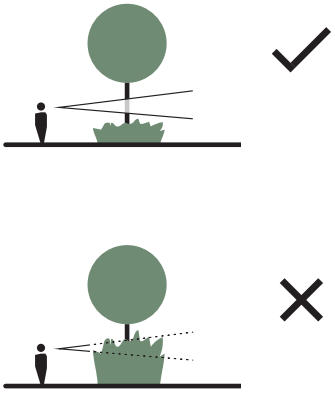
To welcome people into the Site.

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.

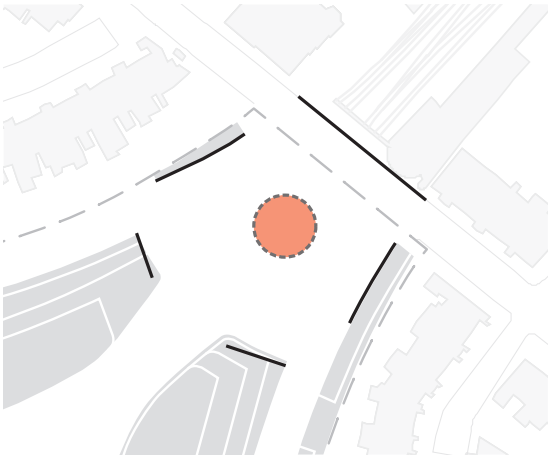


WB.L.5

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.

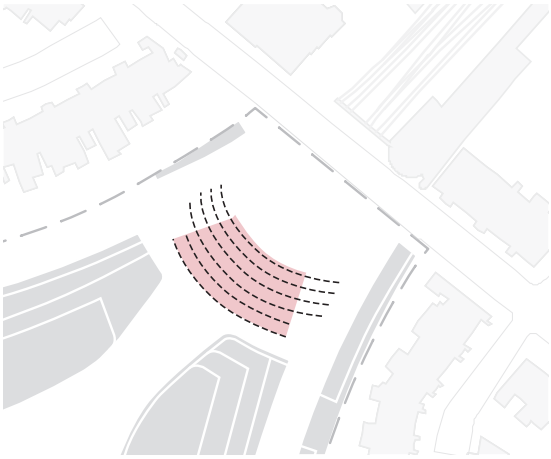


WB.L.6

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.

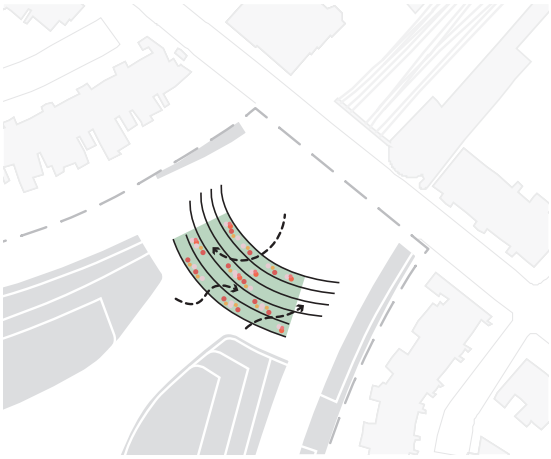


WB.L.7

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.

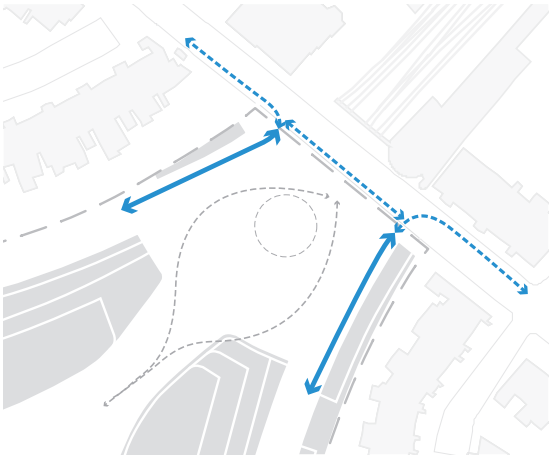
To ensure equity for all users at a key arrival space.

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

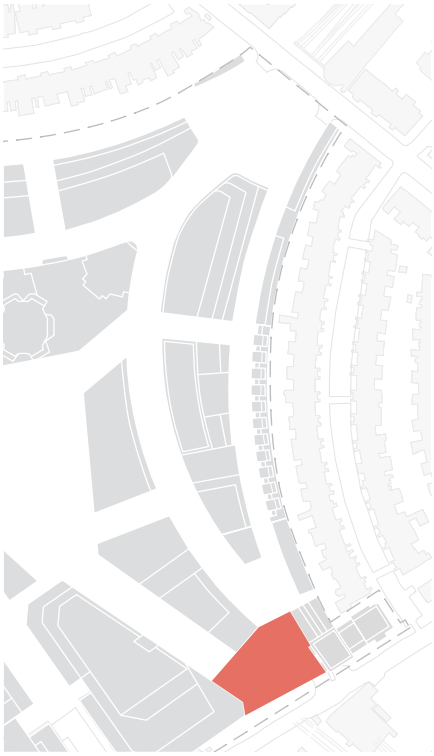
▶ Refer to Sitewide / Landscape / Materiality.

Paving material extending to building façade

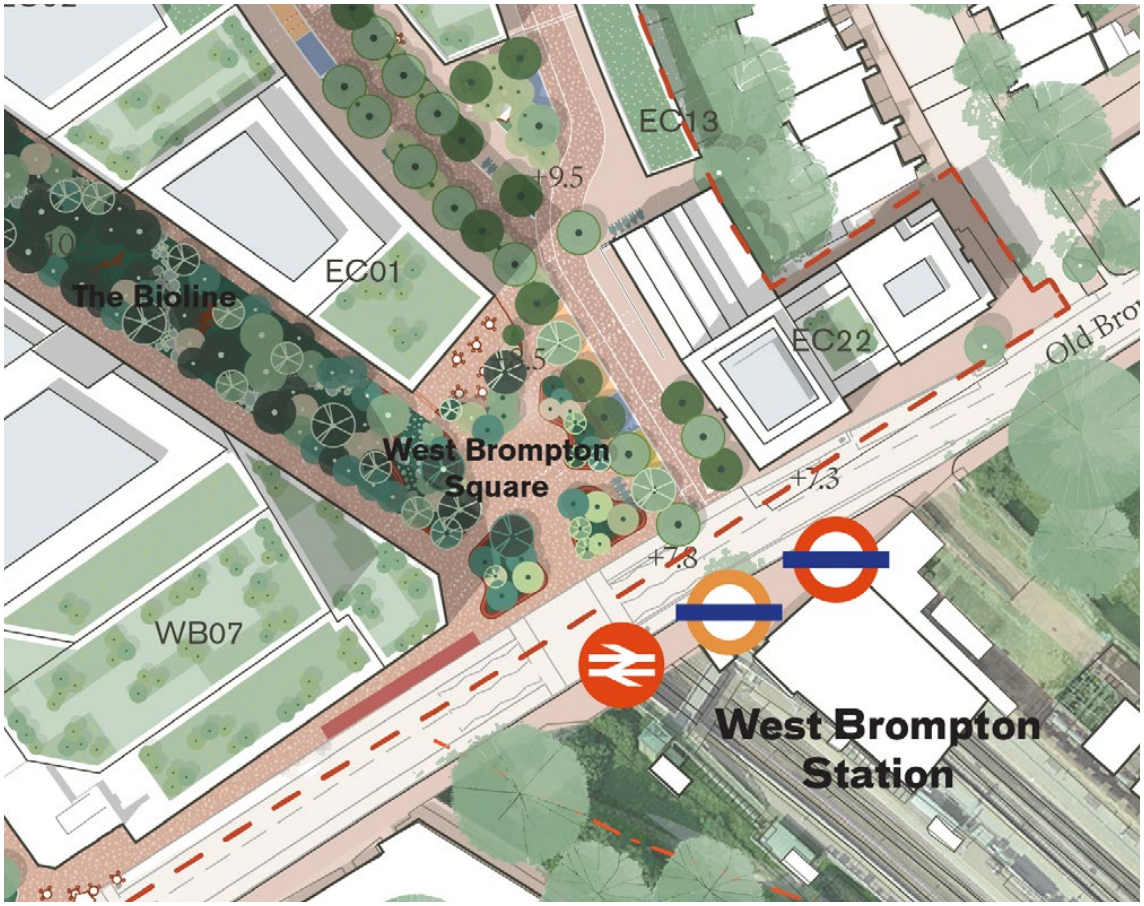
West Brompton Square

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.

*Decking over the West London Railway Line (the Bioline) is subject to agreement with third party land owners. In the event that the bioline does not come forward and the existing SINC is retained, the design codes included in this section will still apply.



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.

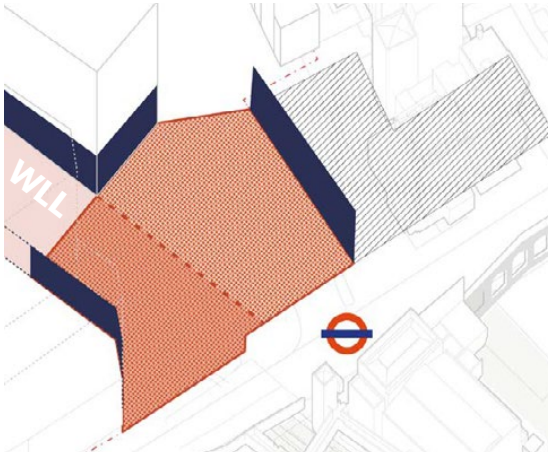
To address the different spaces and needs converging on this space

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.

If the Bioline does not come forward in the form of a deck over the West London Line, additional railside planting **should** be introduced to enhance ecological value of the existing railway SINC.

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.

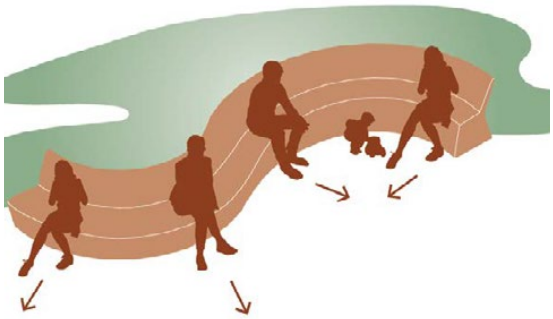
To create a well-defined and contained central space.

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 **Visibility of active uses**

The design of planting and furniture **should** allow good visibility of active Ground Floor uses from within the square.

To animate the public realm.

Illustrative view, 344-350 Old Brompton Road and West Brompton Square

WB.L.25

South-facing spill out space

The design of West Brompton Square **should** include a generous south-facing spill out space at the base of ECO1.

To animate the public realm.

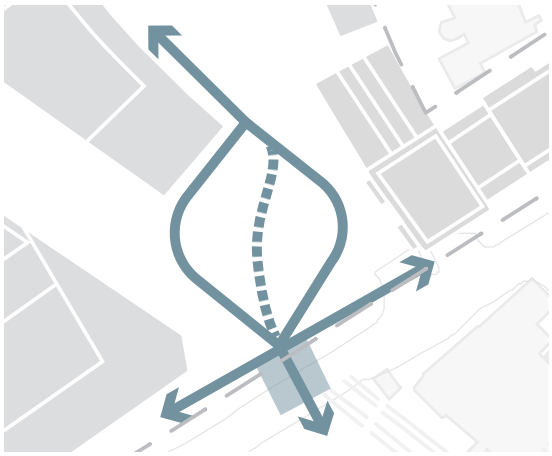
Illustrative view, ECO1 south-facing terrace

WB.L.26

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.



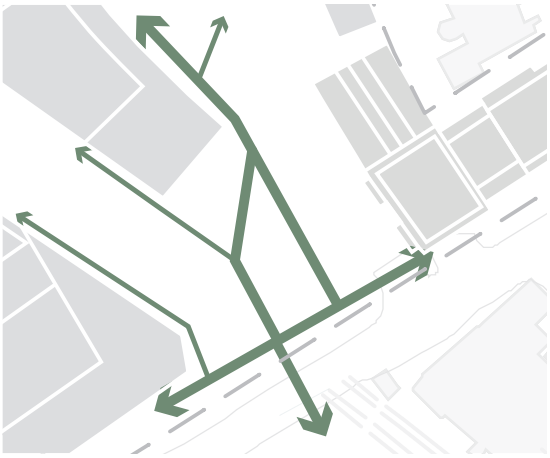
WB.L.27

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.



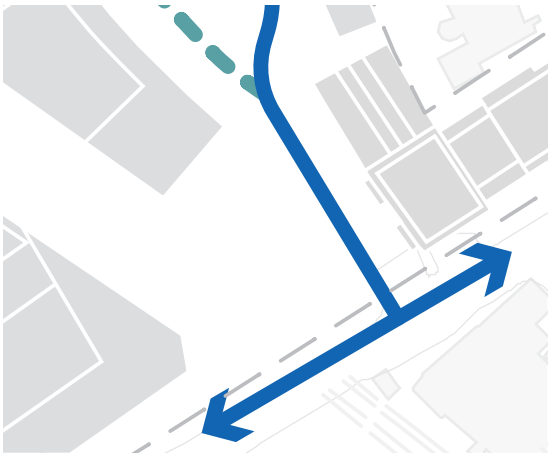
WB.L.28

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.



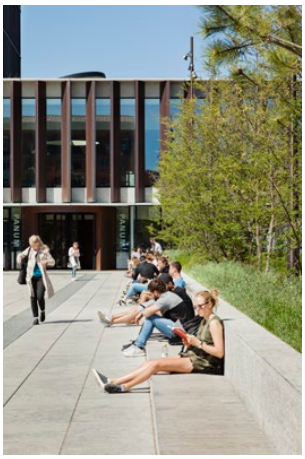
WB.L.29

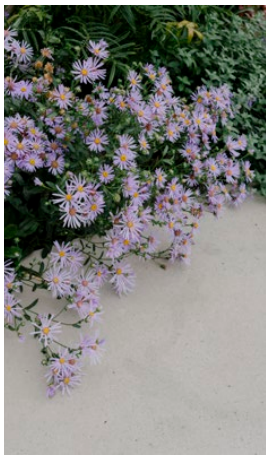
Ecological Stepping Stone

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.30

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.31

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

WB.L.32

Tree species selection

Selection of the tree species in West Brompton Square **must** relate to those in Brompton Cemetery.

To create ties with the surrounding context and biodiversity

Brompton Cemetery tree species

WB.L.33

Semi-mature tree planting

Semi mature trees **should** be specified in suitable locations to create connectivity for birds and bats from Brompton Cemetery.

To align with the sitewide biodiversity strategy.

Semi-mature trees

WB.L.34

Lighting design

Lighting design within West Brompton Square **should** be considerate of bird and bat routes to Brompton Cemetery.

To align with the sitewide biodiversity strategy.

Low-intensity lighting at low-level

WB.L.35

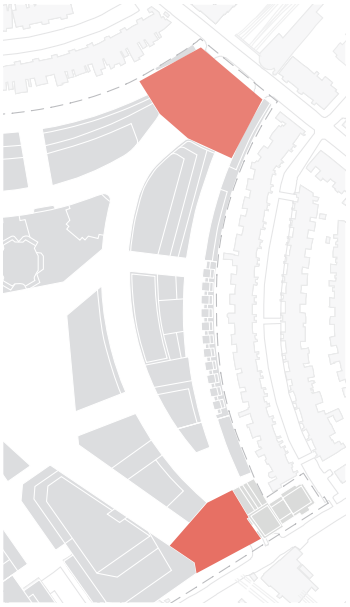
Maintenance access

Access to flat roofs on EC13 and EC15 **should** be considered and integrated within the design proposals to allow maintenance of adjacent trees.

To allow tree canopies to be maintained without accessing private gardens.

Squares

Warwick Square and West Brompton Square.



Key plan

WB.L.36 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.37 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.38 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.39 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.

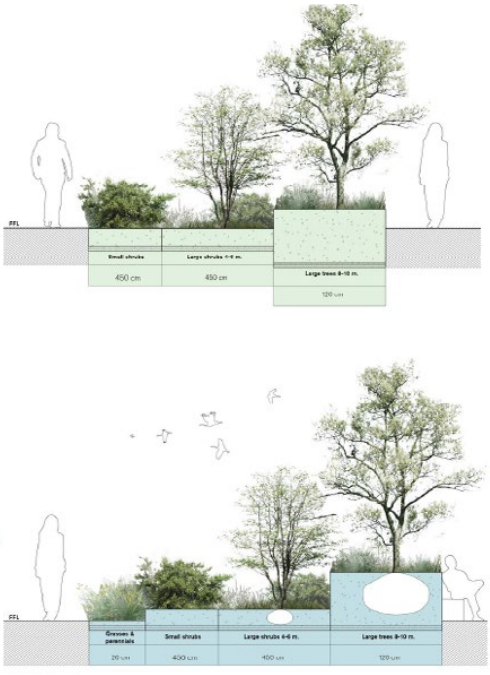
▶ Refer to Spatial Strategies chapter in the Design and Access Statement: Masterplan (EC.PA.08).

Adequate soil depth above structure provided.

Min 1200mm soil for large tree planting
Min 450mm soil for grasses, perennials, shrubs

Mounding or planters may be required to achieve minimum soil depth.

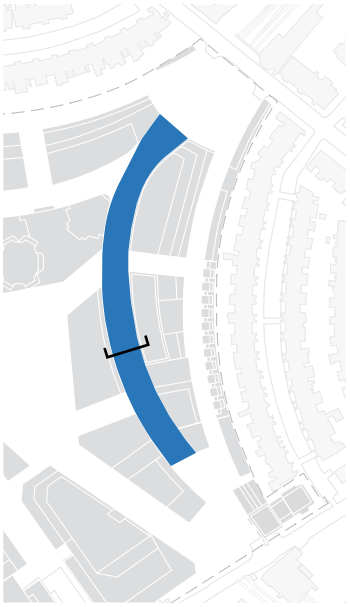
Min 1200mm soil for large tree planting
Min 450mm soil for grasses, perennials, shrubs



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.

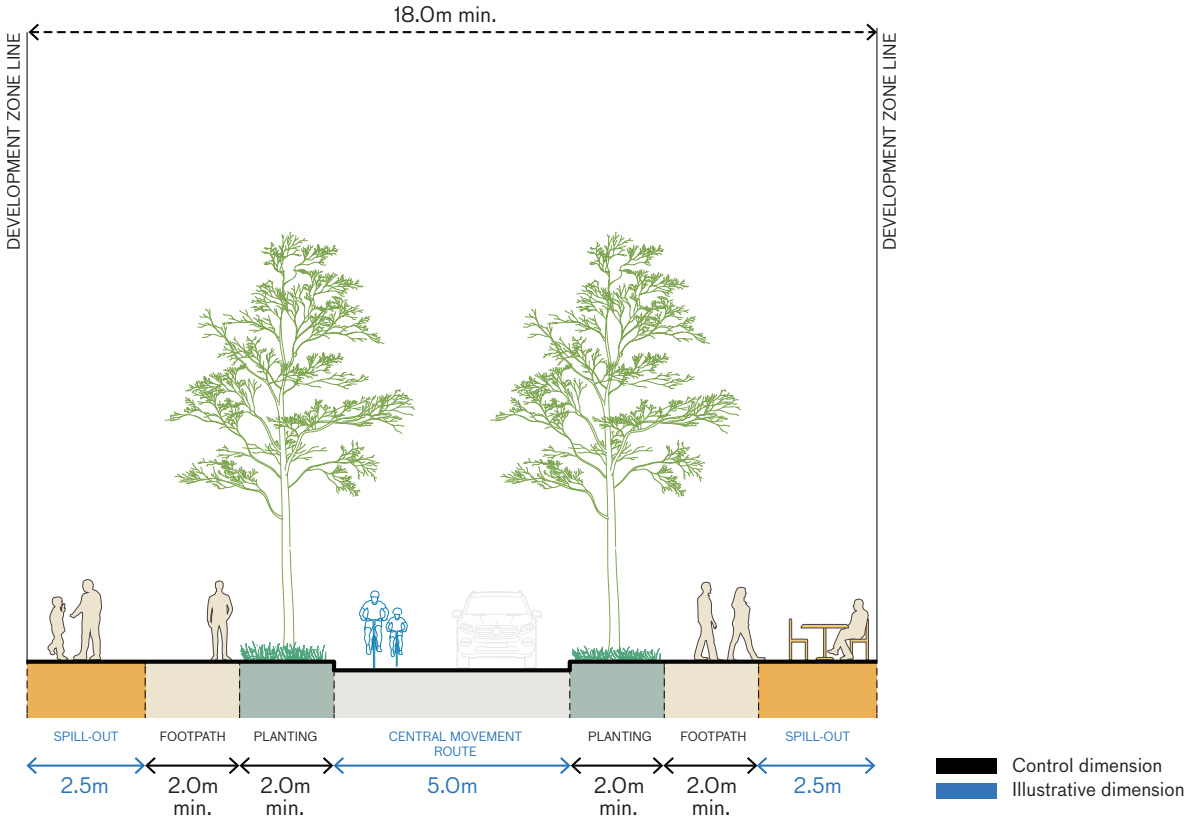


Key plan

WB.L.40

Typical street section

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below. At the eastern end of the crescent the character should also respond to Warwick Square.



Illustrative street section, West Brompton Crescent

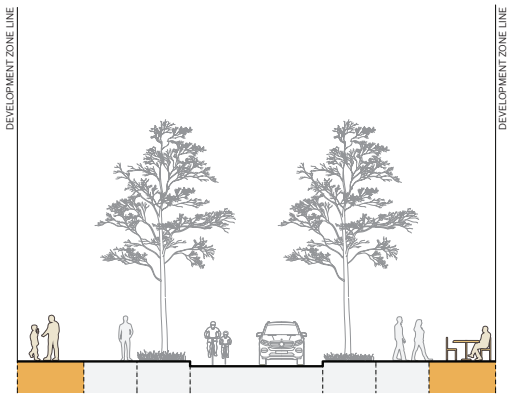
WB.L.41

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.

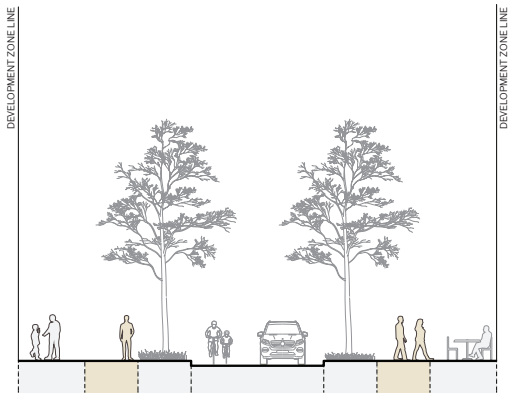


WB.L.42

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.



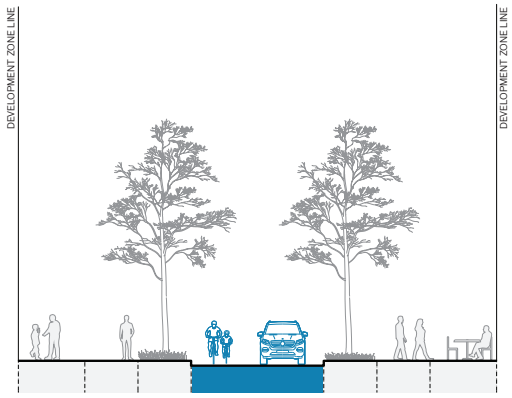
WB.L.43

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.

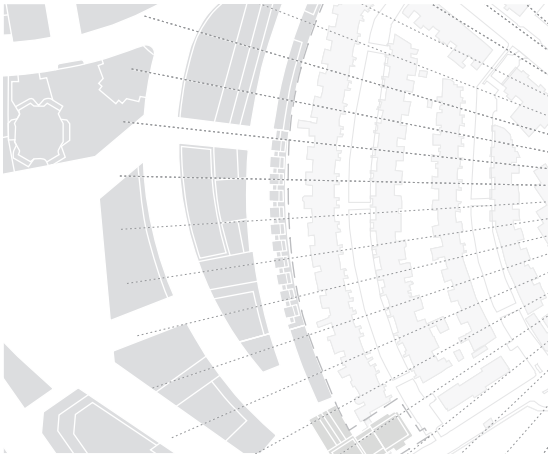
Refer to Sitewide / Landscape / Inclusivity and movement.



WB.L.44 **Radial grid**

The design of planting and paving **should** be set out on a radial grid.

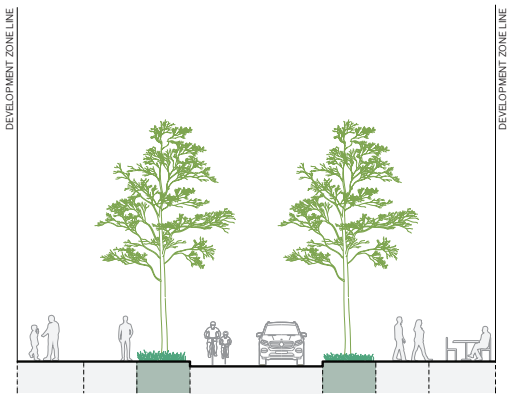
To match the setting out of the adjacent plots.



WB.L.45 **Planting**

The design of West Brompton Crescent **should** provide planted zones on both sides of the crescent.

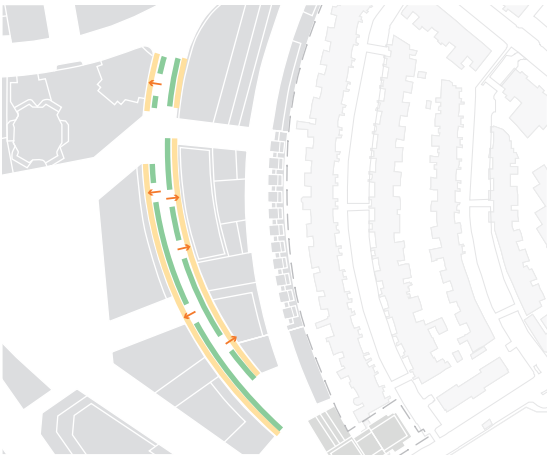
To create a tree-lined crescent that references local street typologies.



WB.L.46 **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.

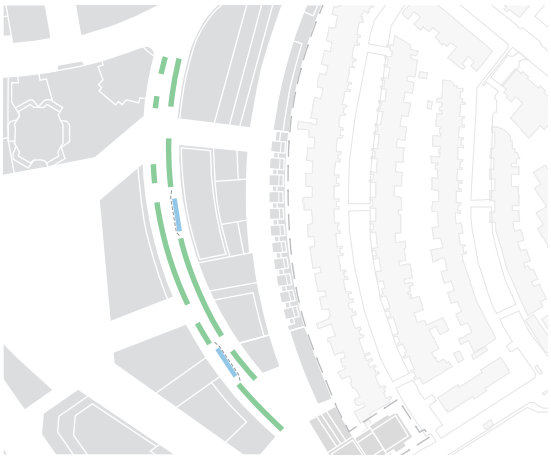


WB.L.47

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.

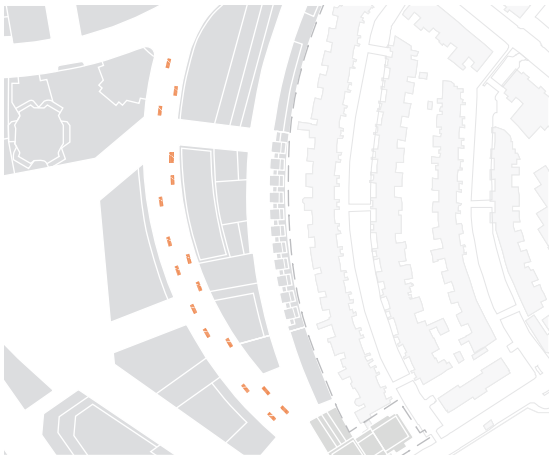


WB.L.48

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.49

Materiality

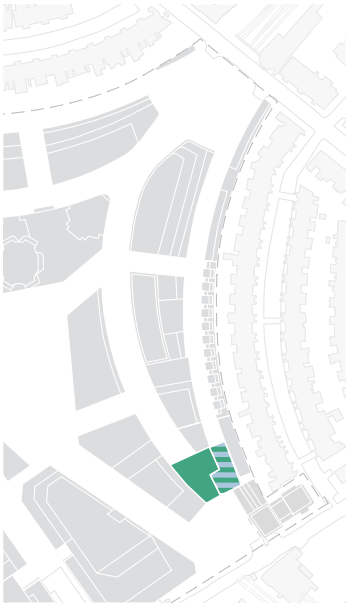
The design and selection of materials **should** demarcate pedestrian footpaths and the central movement route. This could be achieved through variation in paving size.

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.50

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.51

Define areas of use from areas of movement

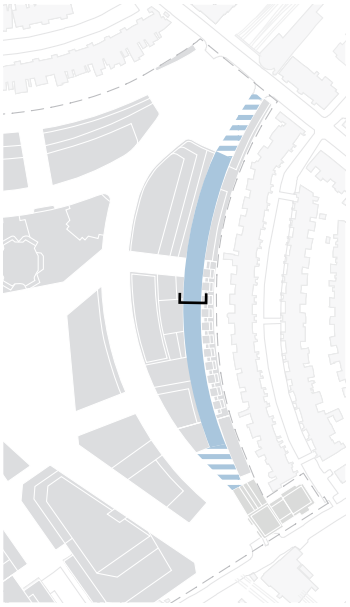
The design of West Brompton Place **should** contribute to the legibility of the use of each particular area. This could be achieved through selection of materiality or planting arrangement.

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.

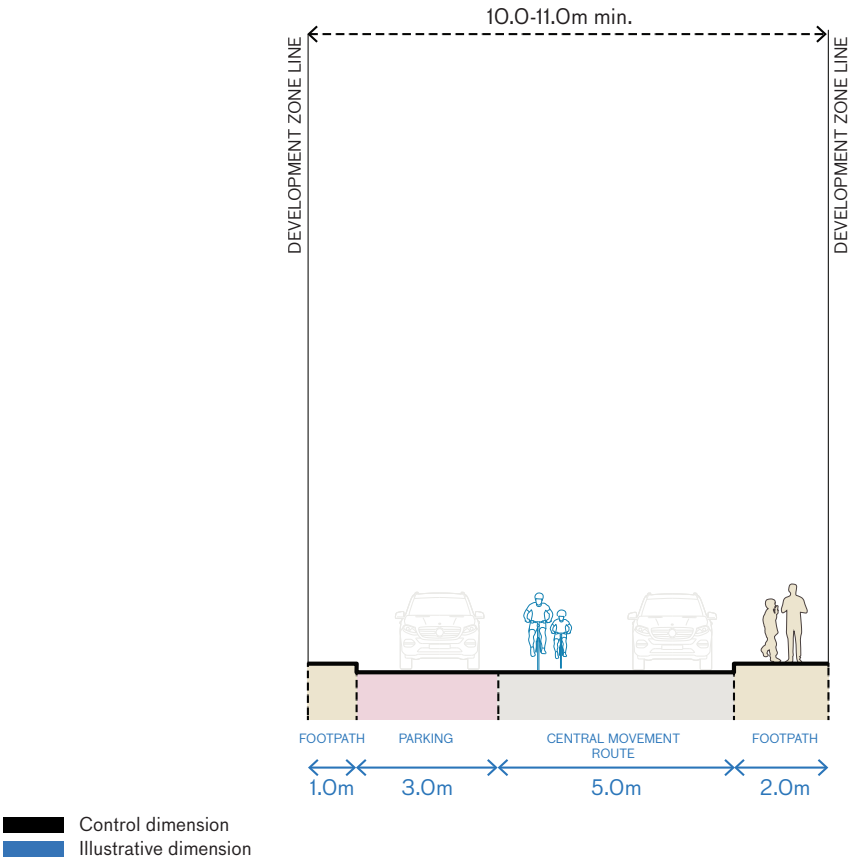


Key plan

WB.L.52

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 Lane

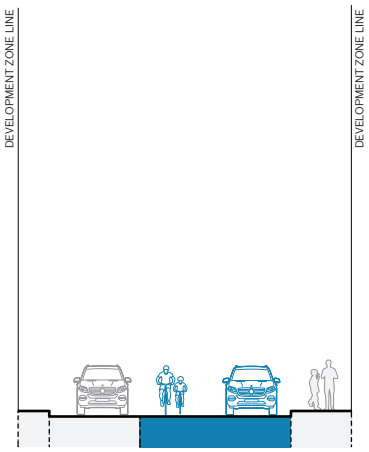
WB.L.53

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.

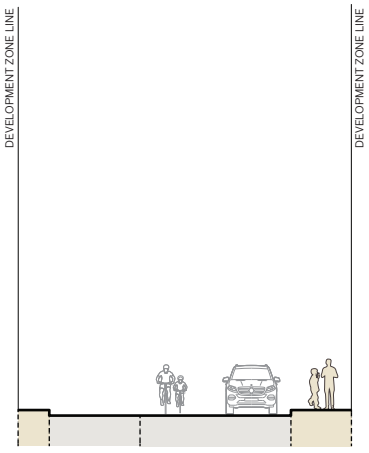


WB.L.54

Footpath

The design of West Brompton Lane **must** provide a footpath adjacent to the central movement route.

To ensure safe pedestrian movement.

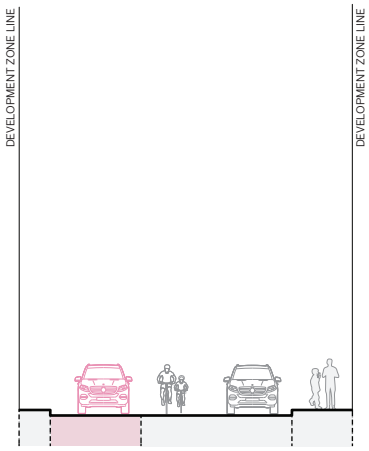


WB.L.55

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.56

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.57

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.58

Uniform materiality

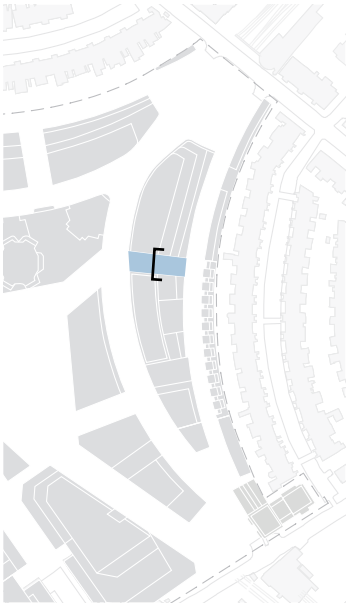
The design and selection of paving **must** be uniform, avoiding contrasting materials. It should reflect the local character of similar streets.

To ensure that the lane reflects the local character and material palette of lanes.

Uniform materiality

West Brompton Lane West

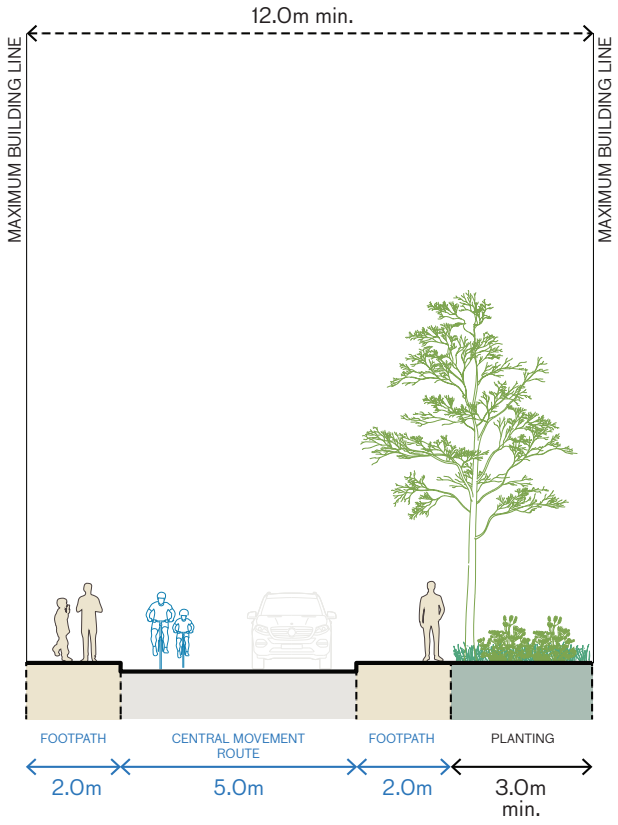
A quiet landscaped street, accommodating pedestrian and vehicle movement.



Key plan

WB.L.59 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

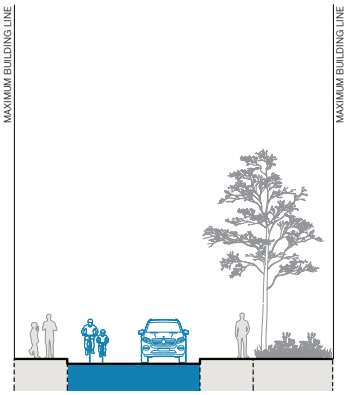
WB.L.60

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.

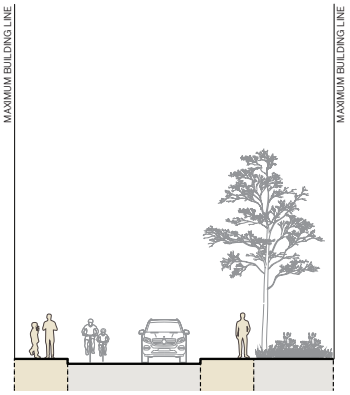


WB.L.61

Footpath

The design of West Brompton Lane West **must** provide a footpath adjacent to the central movement route.

To ensure safe pedestrian movement.

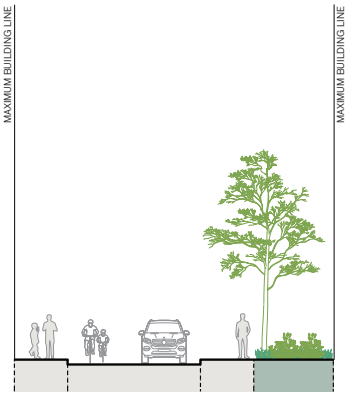


WB.L.62

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

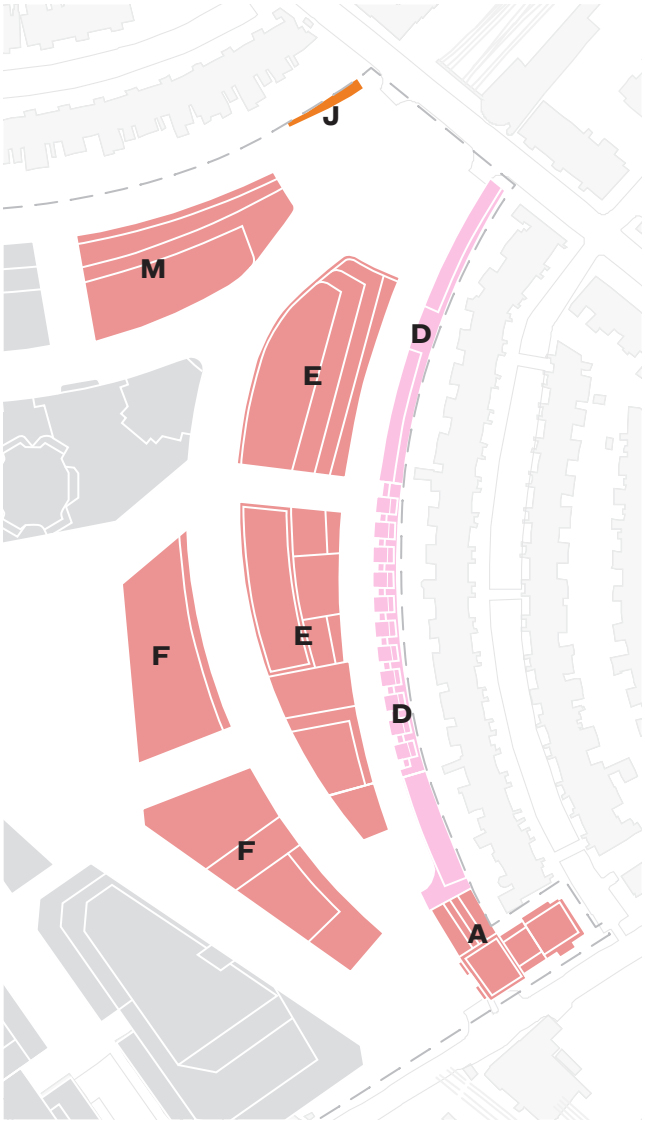
(Development Zone D)

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.

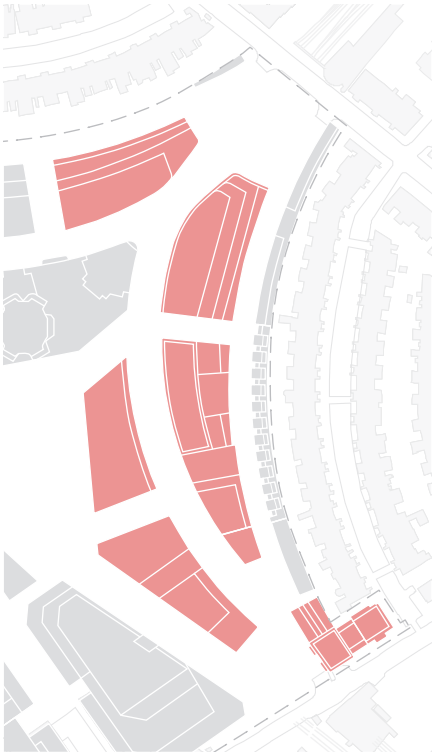


Illustrative sketch showing built form typologies

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.



Key plan

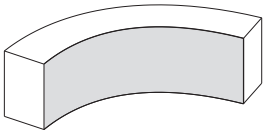
Illustrative view, West Brompton Crescent

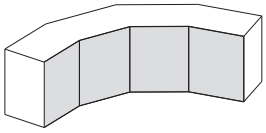
WB.B.1

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.

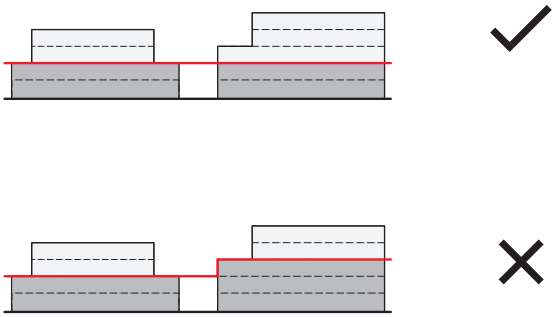
Illustrative view, West Brompton Crescent

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 EC09 and EC16

Buildings on EC09 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.

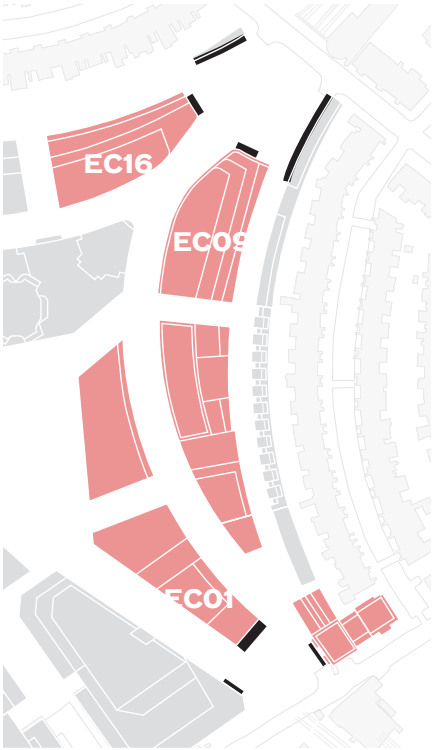
Illustrative view, Warwick Square

WB.B.12

Active frontages to the squares

Land uses at the Ground Floor **should** create active frontages facing the squares. This could include retail frontages, food and beverage frontages and residential front doors.

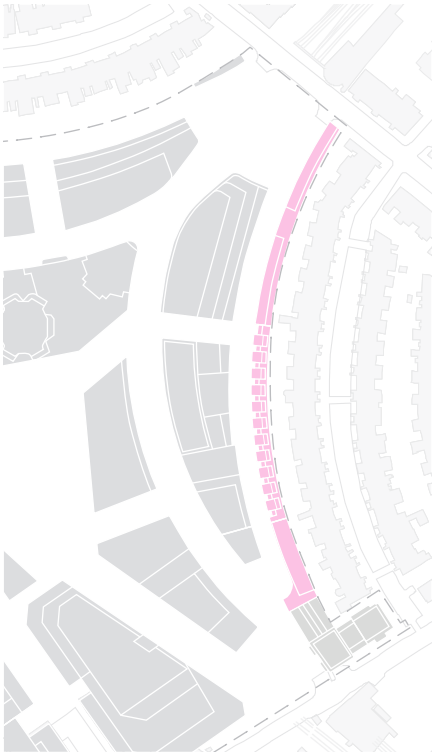
To animate the public realm.



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

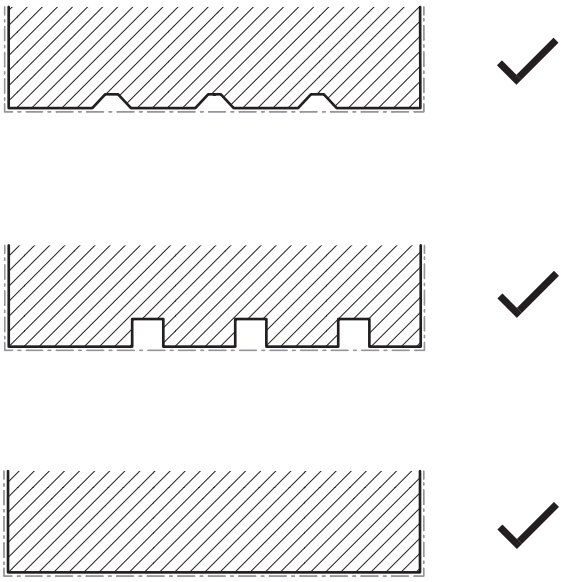
Illustrative view, West Brompton Lane

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.

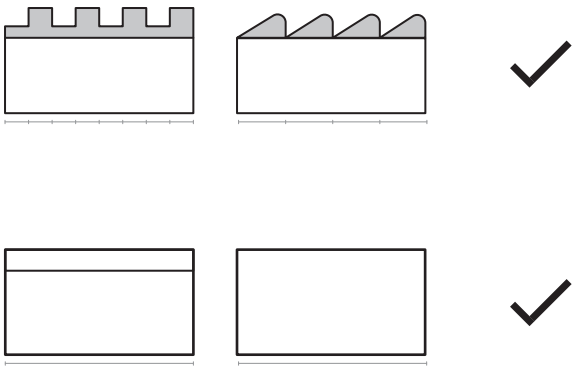
Illustrative view, Warwick Square

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

WB.B.20

Interface with trees

Architectural responses **must** consider existing trees along the Site's eastern boundary.

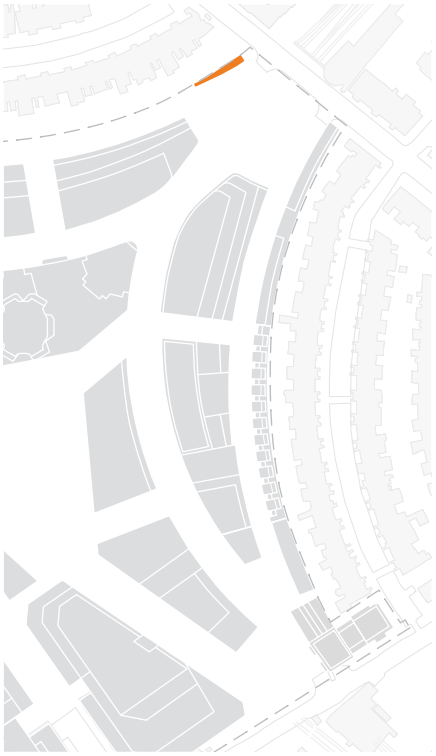
This could include features such as gutter guards, rain water pipe locations to reduce maintenance requirements, avoidance of valley gutters, waterproofing design to avoid potential for damp ingress to façades and structure.

To ensure impacts to existing trees are minimised and pressure to fell is mitigated.

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.21

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.22

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.23

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.

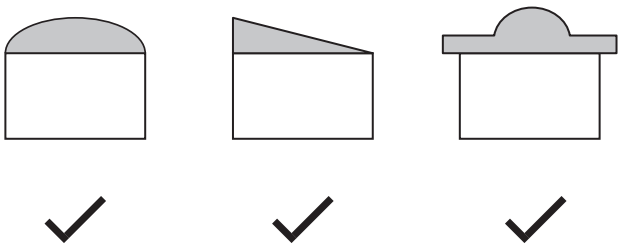
▶ Refer to West Brompton / Landscape.

Architecture featuring planting

WB.B.24 Roof articulation

The Pavilion **could** have a distinct roof articulation.

To create visual interest and a distinct architectural character.



WB.B.25 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.26

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.27 **Intermediate layering**

Buildings within Plot EC02 (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.

EC02

Kings Road - View 39

WB.B.28 **Vertical expression**

Buildings within Plot EC02 (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.

EC02

Kings Road - View 39

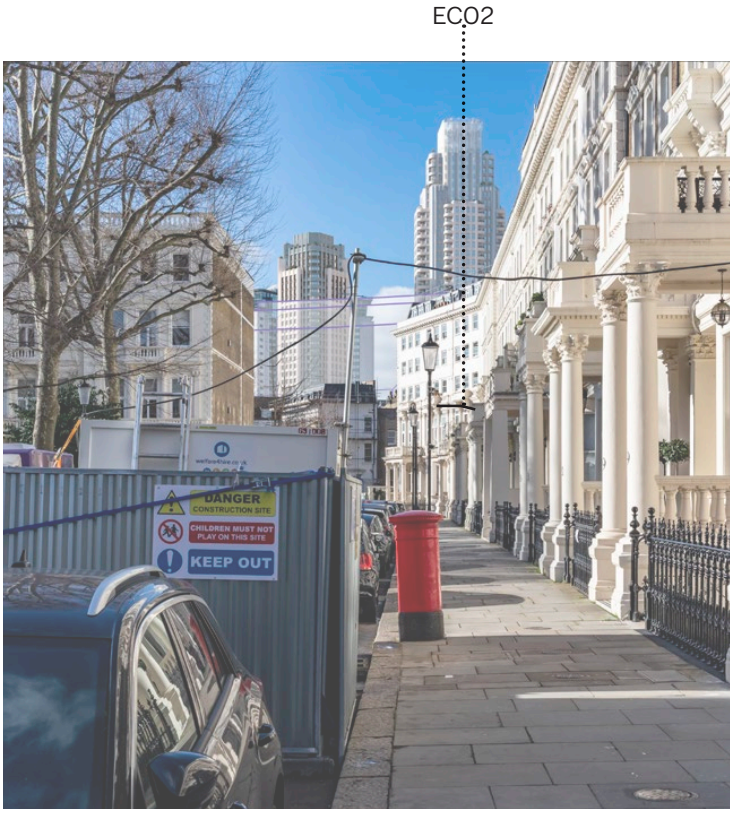
WB.B.29

Distinguishable from foreground

Buildings within Plot EC02 (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.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

Expression of building top

Building tops in Plots EC03/09/10 (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.

Proposed buildings particularly in the foreground of the view (Plot EC10) should also be further refined to create a sense of vertical rhythm and massing variation. A visual break should be introduced, which could be achieved by set backs, cut backs or change in articulation at the top of the perceived building volume.

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.32

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.33

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

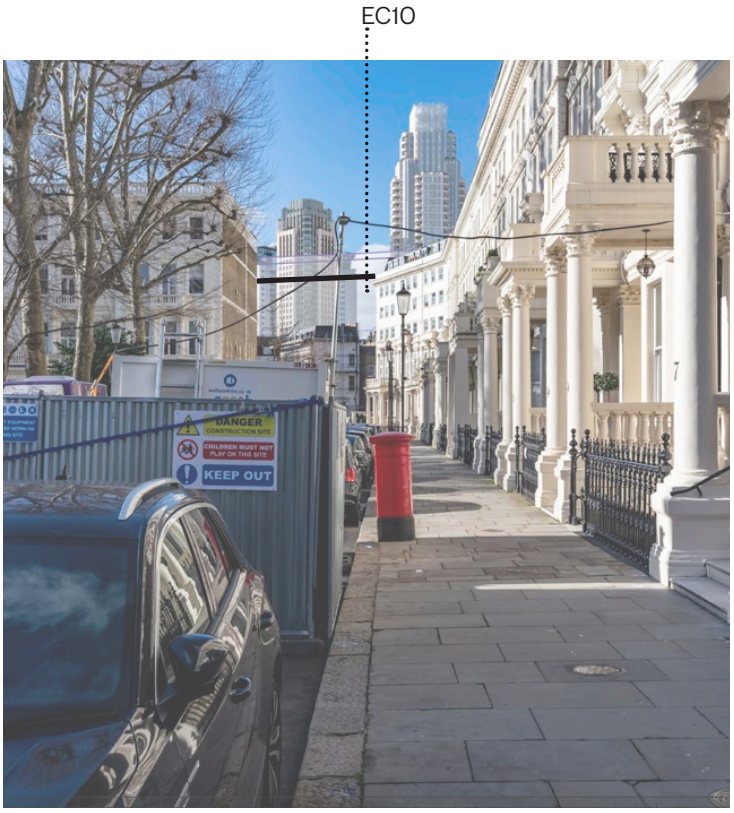
WB.B.34

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.35

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

EARLS COURT

5. Warwick Crescent [W9]

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:

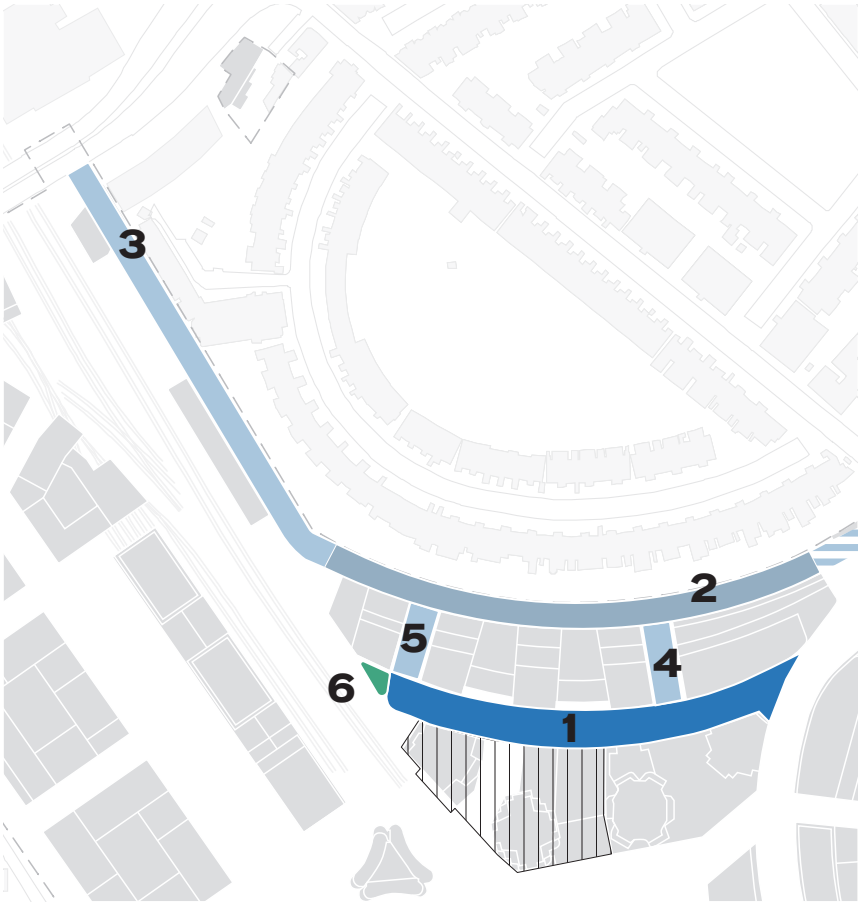
- Creating a quiet residential area with a tree-lined crescent and lanes.
- Providing a range of housing typologies responding to the context of the local area.
- Developing a transition in scale from the edge of the Site to the Table.
- Creating a prescence along West Cromwell Road and a key access 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.

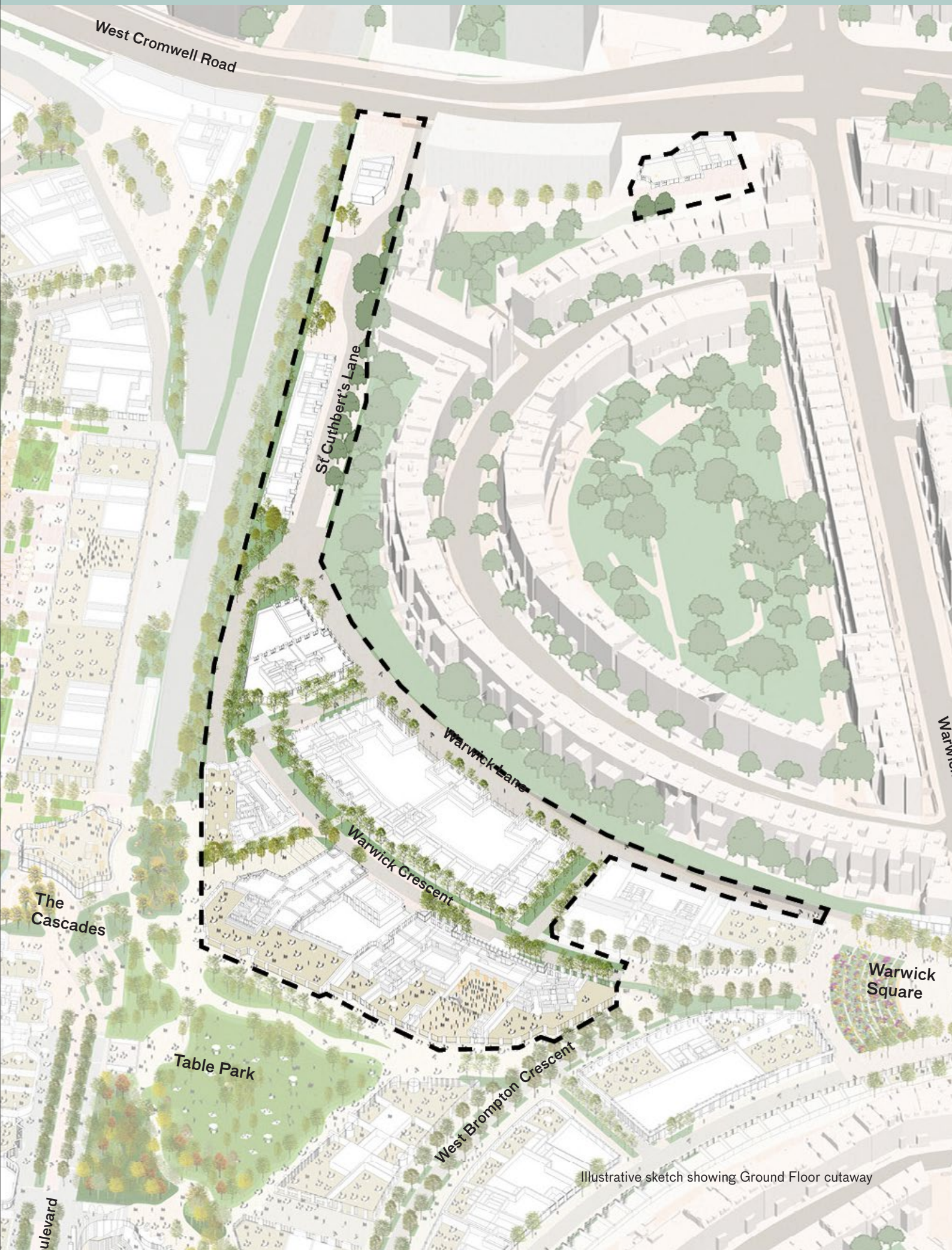
Warwick Lane (East and West) (4,5)

A quiet landscaped street, accommodating pedestrian and vehicle movement.

Place

Warwick Place (6)

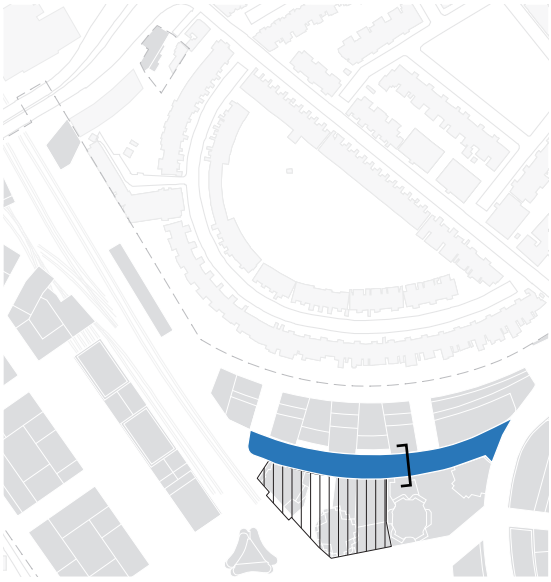
An intimate pocket space that terminates Warwick Crescent.



Illustrative sketch showing Ground Floor cutaway

Warwick Crescent

A tree-lined contemporary residential crescent.



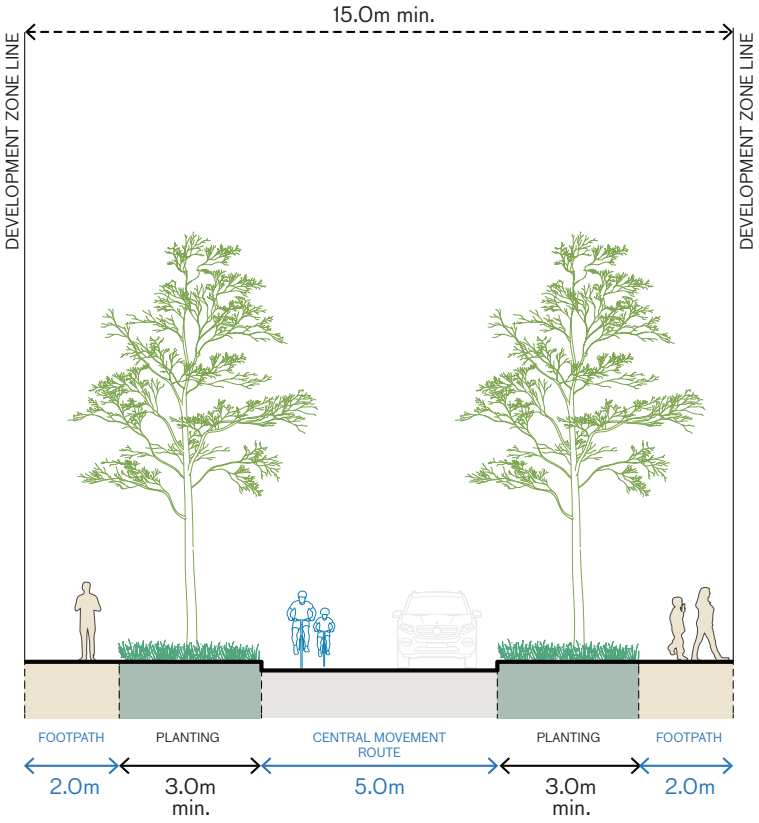
Key plan

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.



Control dimension
Illustrative dimension

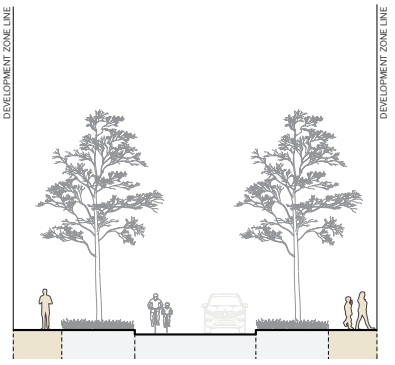
Illustrative street section, Warwick Crescent

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.



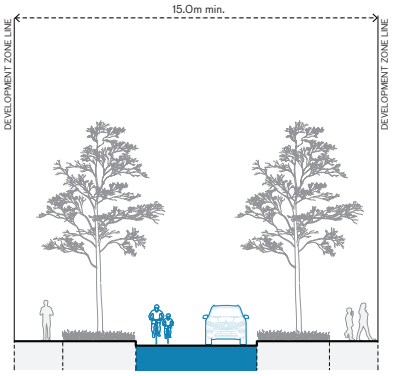
WC.L.3

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.

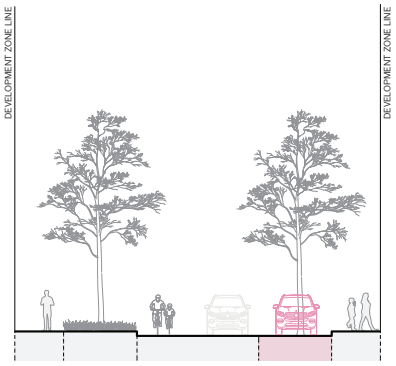


WC.L.4

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.

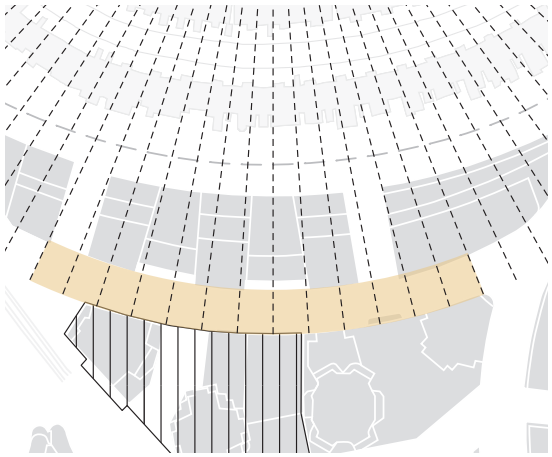
To create a tree-lined crescent that references local street typologies.

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.

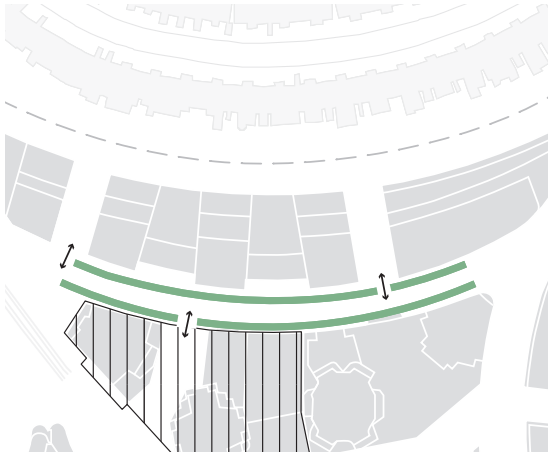


WC.L.7

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.

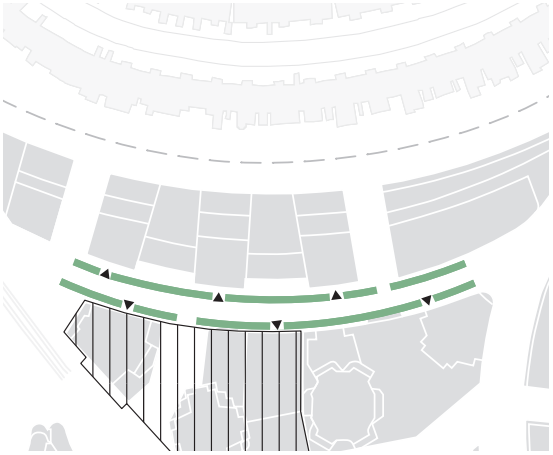


WC.L.8

Alignment with main entrances

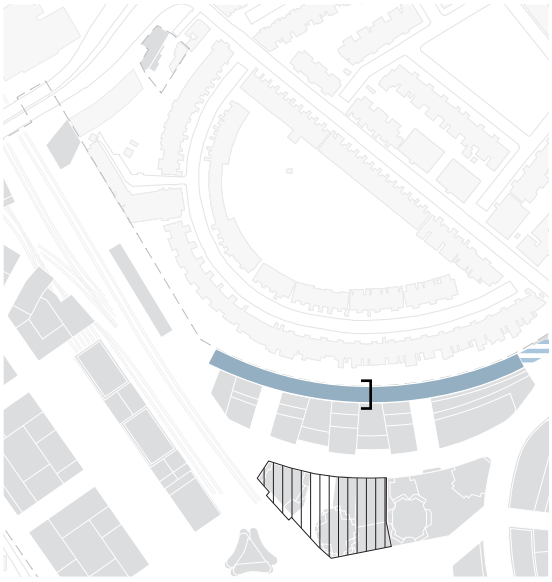
The design of car parking and planted zones **should** not be located in front of residential entrances.

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.



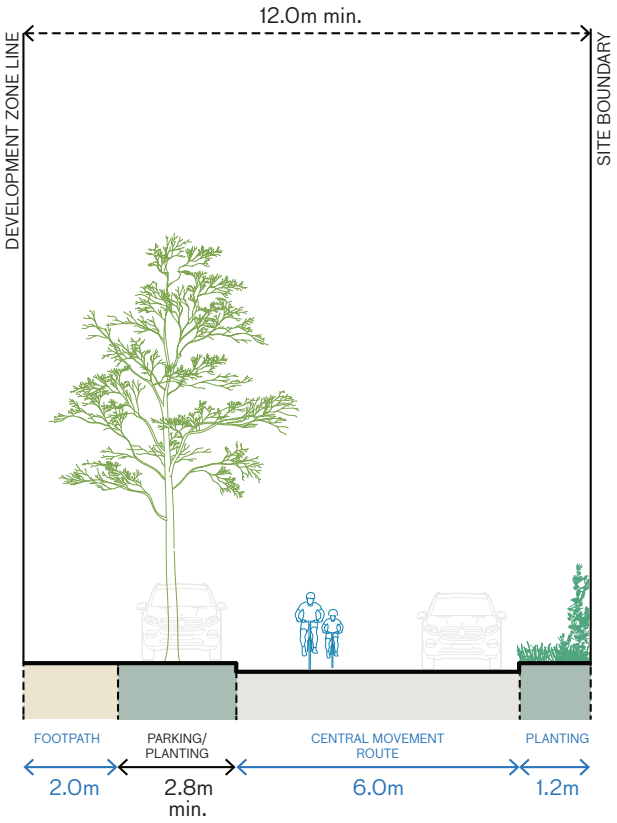
Key plan

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

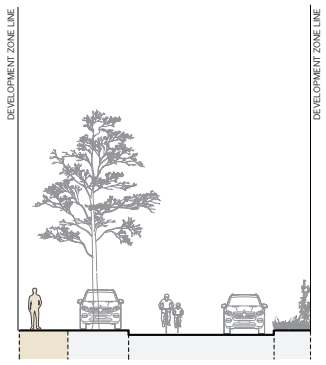
Illustrative street section, Warwick Lane

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.



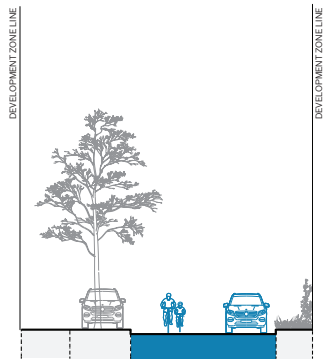
WC.L.11

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.

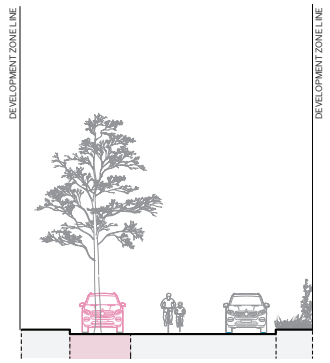


WC.L.12

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.

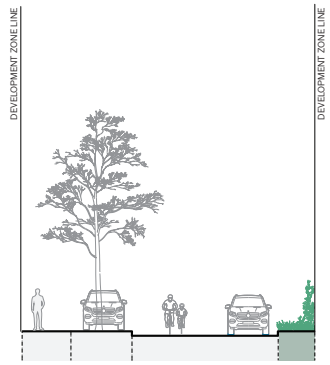


WC.L.13

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

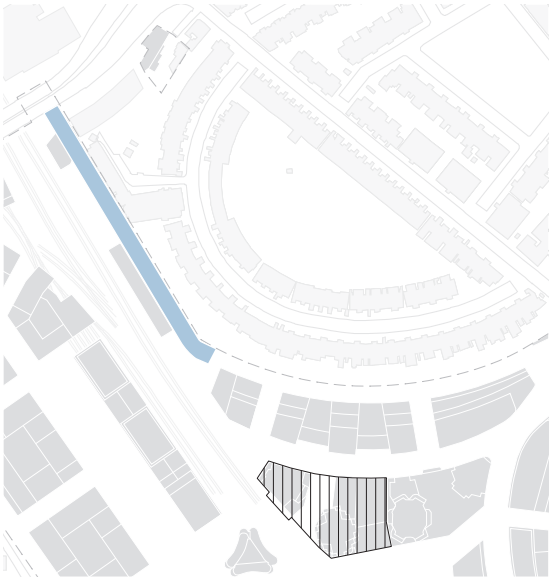
The design of boundary treatments **must** respond to the outcomes of consultation with neighbours.

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.



Key plan

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

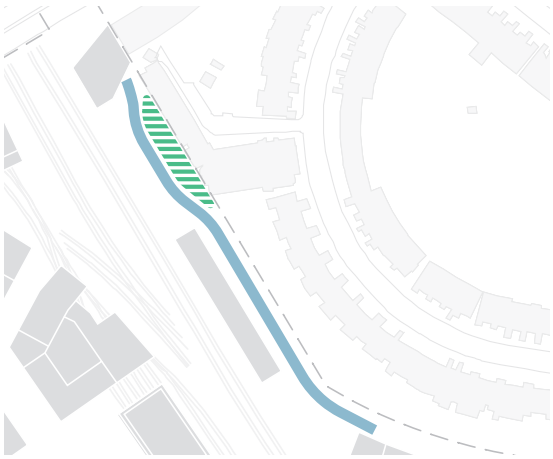
WC.L.18

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.

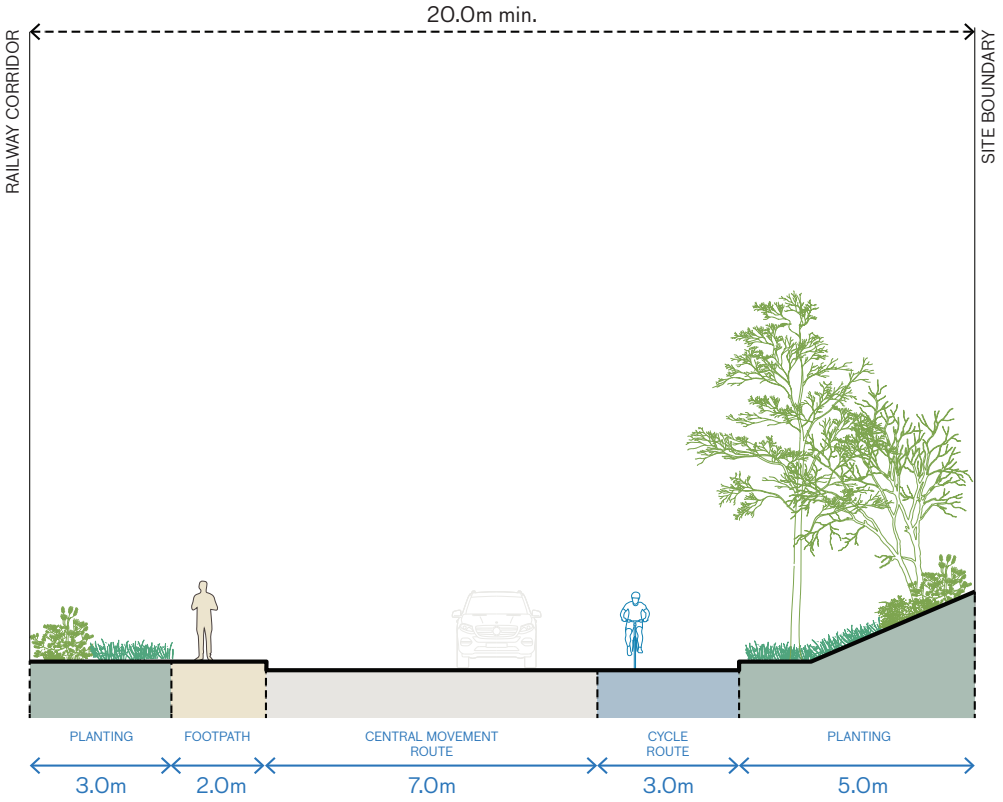
▶ Refer to the Arboricultural Impact Assessment (EC.PA.09).



WC.L.19

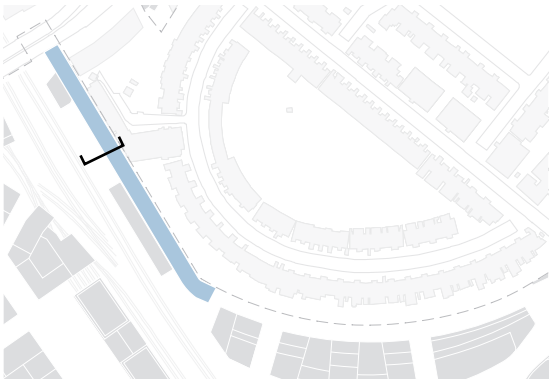
Typical street section A - Adjacent to St Cuthbert's Church

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



Control dimension
Illustrative dimension

Illustrative street section, St Cuthbert's Lane

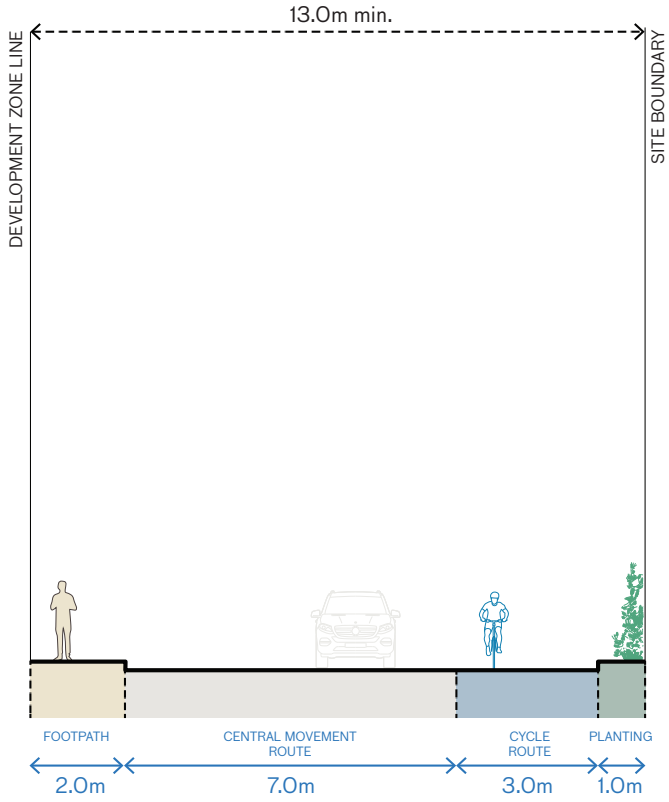


Key plan

WC.L.20

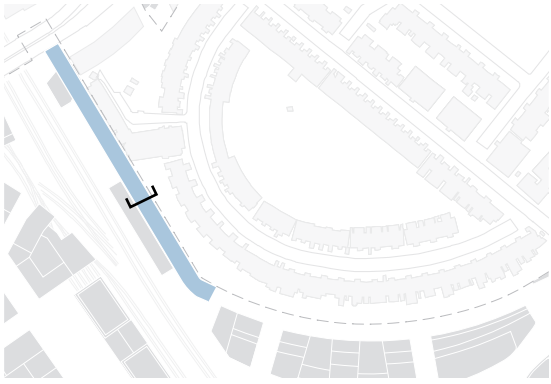
Typical street section B - Adjacent to EC19

Spatial arrangement, setting out and key dimensions for this typical street section are set out in the diagram below.



Control dimension
Illustrative dimension

Illustrative street section, St Cuthbert's Lane



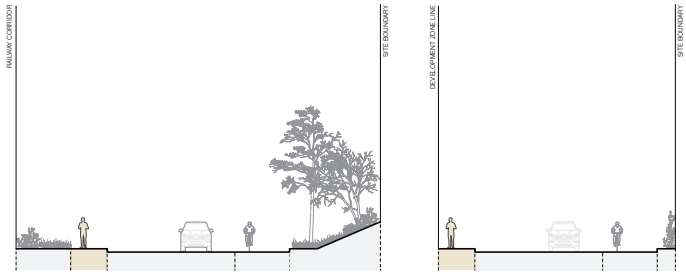
Key plan

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.



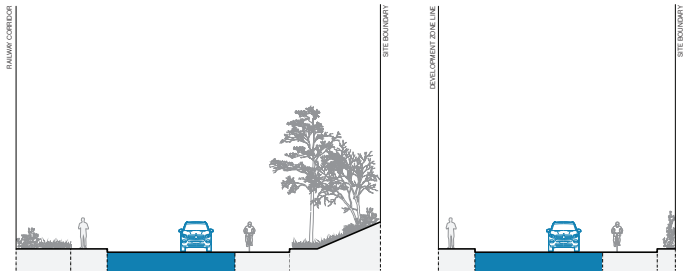
WC.L.22

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.



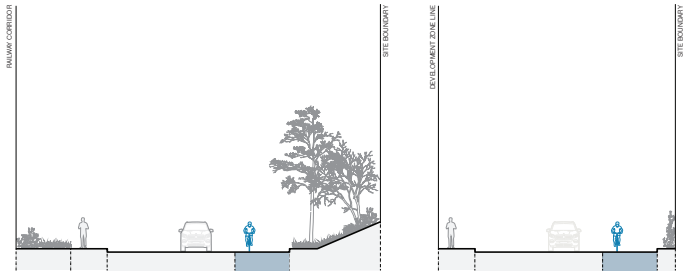
WC.L.23

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.

Extract of sitewide diagram

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.

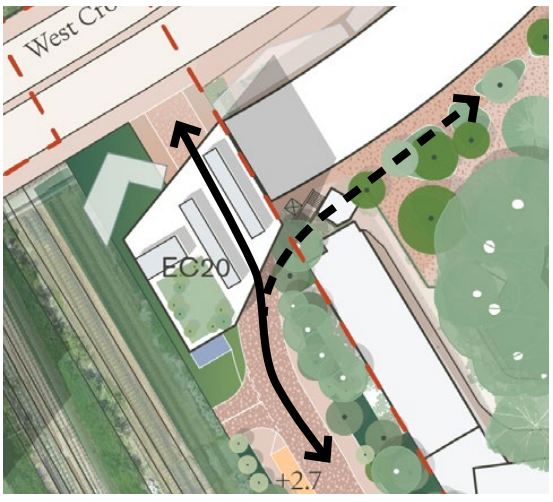
Planted buffer at rear of St Cuthbert's Church

WC.L.26

Cluny Mews access

The design of St Cuthbert's Lane **must** enable a future pedestrian and cycle connection to Cluny Mews. Any future proposals to be resolved at later stages of design should be informed by consultation with neighbours, including St Cuthbert's Church.

To safeguard a potential future connection to Cluny Mews.



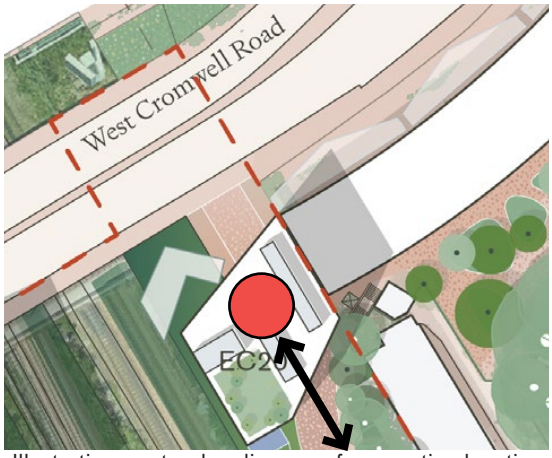
Illustrative masterplan diagram of connection locations.

WC.L.27

Cluny Mews alternative access

As an alternative to the Cluny Mews pedestrian and cycle connection, a lift and stair connection **could** be provided within EC20.

To ensure future pedestrian and cycle connectivity.



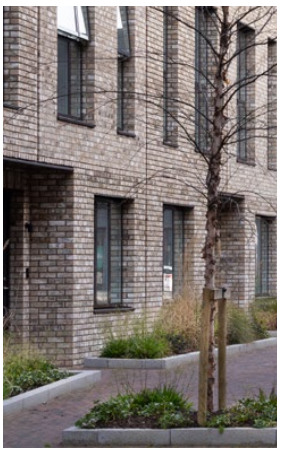
Illustrative masterplan diagram of connection location.

WC.L.28

Public realm design

The design and materiality of St Cuthbert's Lane **should** contribute to traffic calming and pedestrian safety. This could include banding within the road surface, wall mounted lighting and bollards and vegetated buffers to front doors.

To ensure the continuity of safe pedestrian movement.



Vegetated buffer planting and road paving banding

WC.L.29

Removal of acoustic barrier

The design of St Cuthbert's Lane **should** include the removal of the existing acoustic barrier.

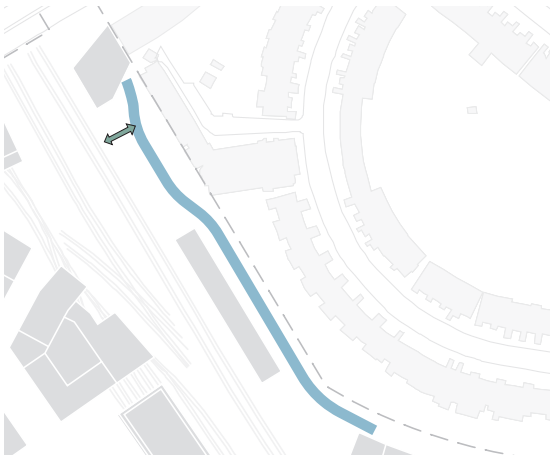
To create a more permeable landscape design

WC.L.30

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.

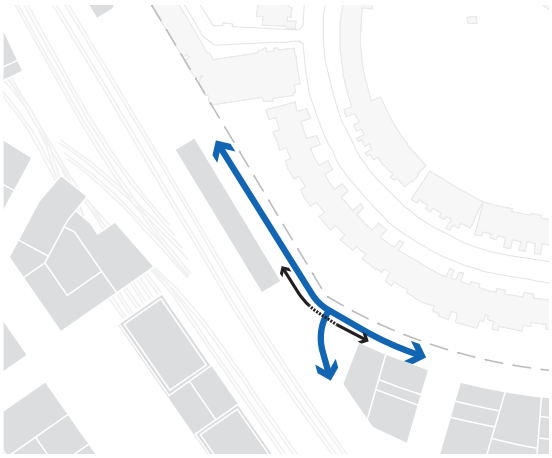


WC.L.31

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.

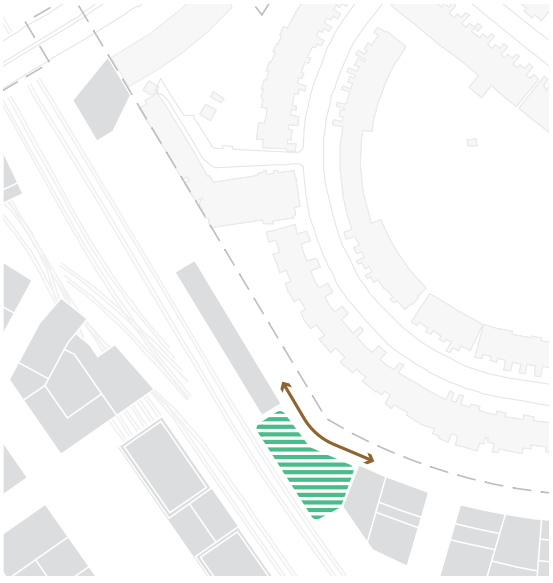


WC.L.32

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.33

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.34

Planting along railway

Planting adjacent to the railway corridor **must** be scrub habitat.

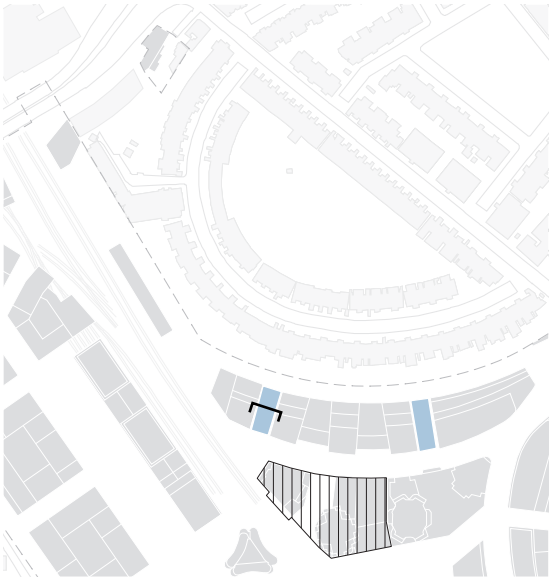
To provide a planted buffer between the railway corridor and the Site.

▶ Refer to Sitewide / Landscape / Green/ blue infrastructure.

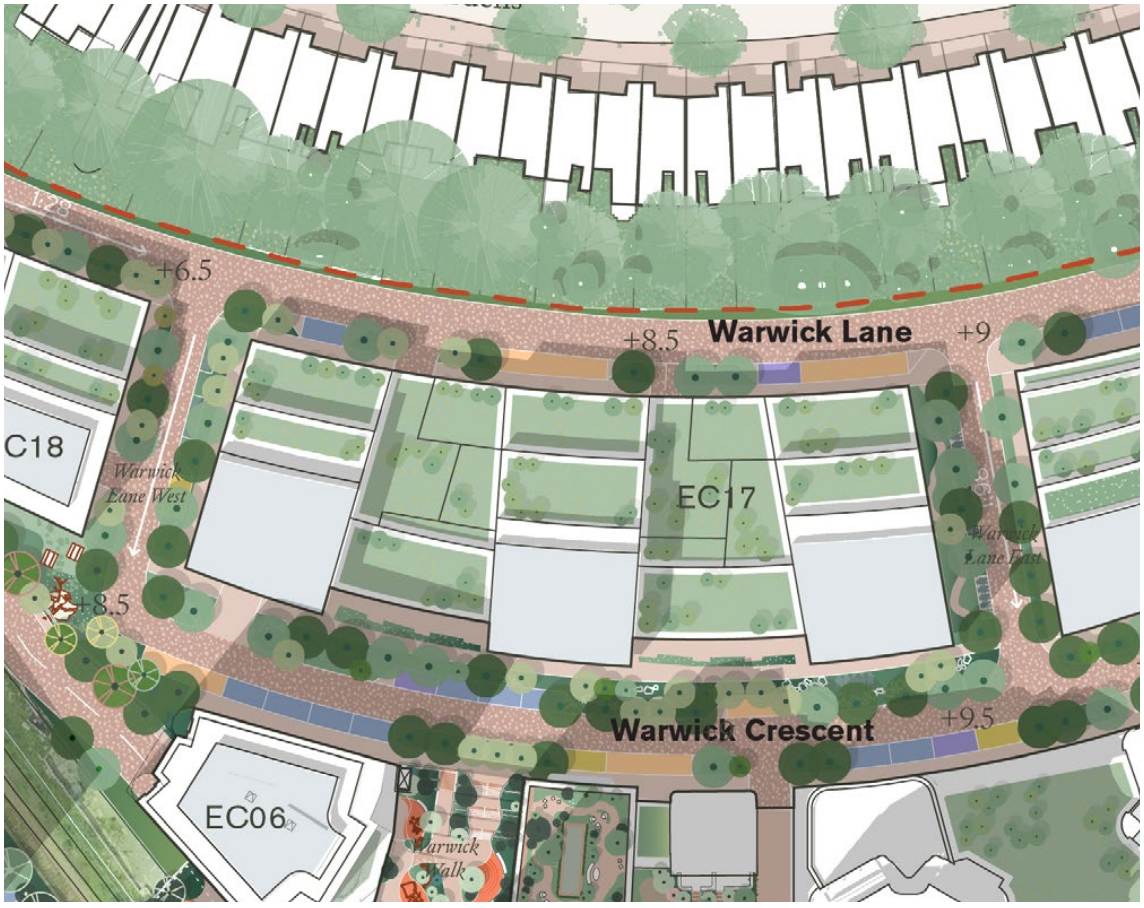
Planted buffer of scrub habitat

Warwick Lane (East and West)

A quiet landscaped street, accommodating pedestrian and vehicle movement.



Key plan

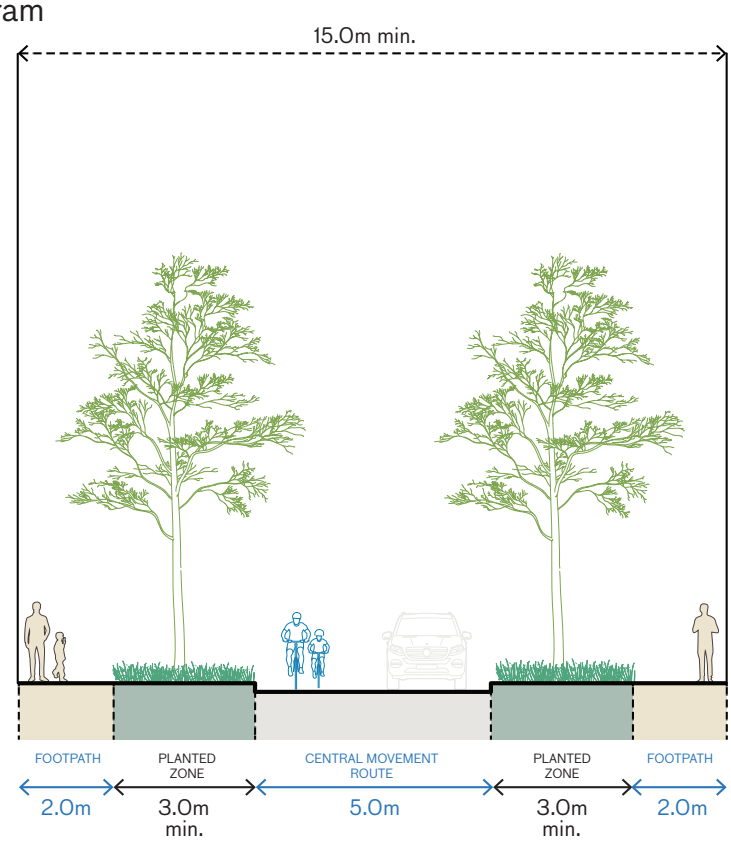


Illustrative landscape plan

WC.L.35

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

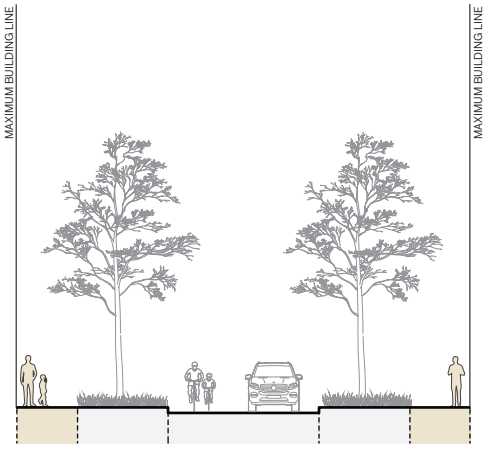
Illustrative street section, Warwick Lane (East and West)

WC.L.36

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.

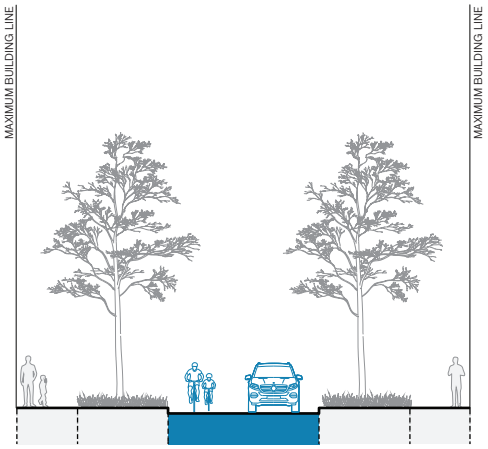


WC.L.37 Central movement route

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.

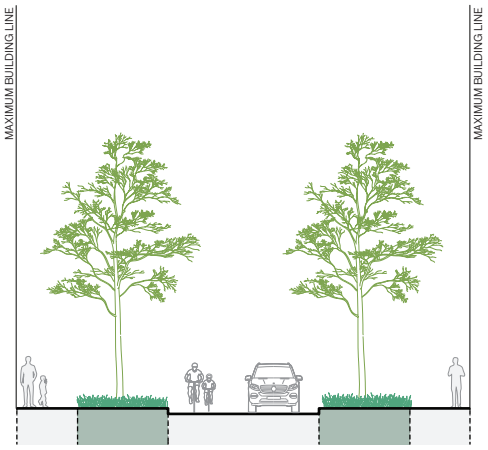
Refer to Sitewide / Landscape / Inclusivity and movement.



WC.L.38 Planting

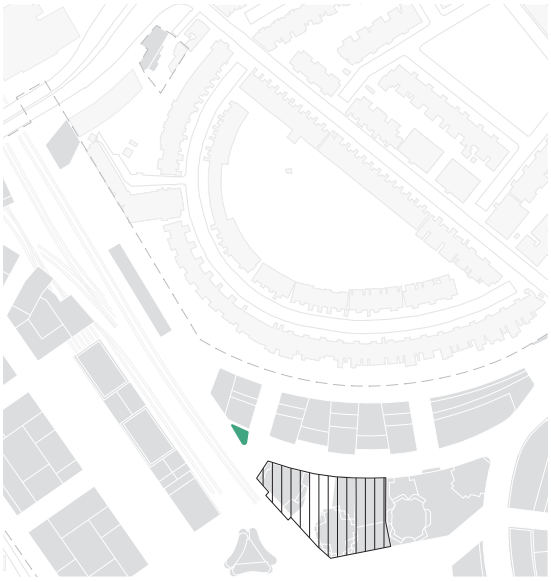
Warwick Lane (East and West) **should** provide a planted zones on both sides of the central movement route.

To create a tree-lined lane.

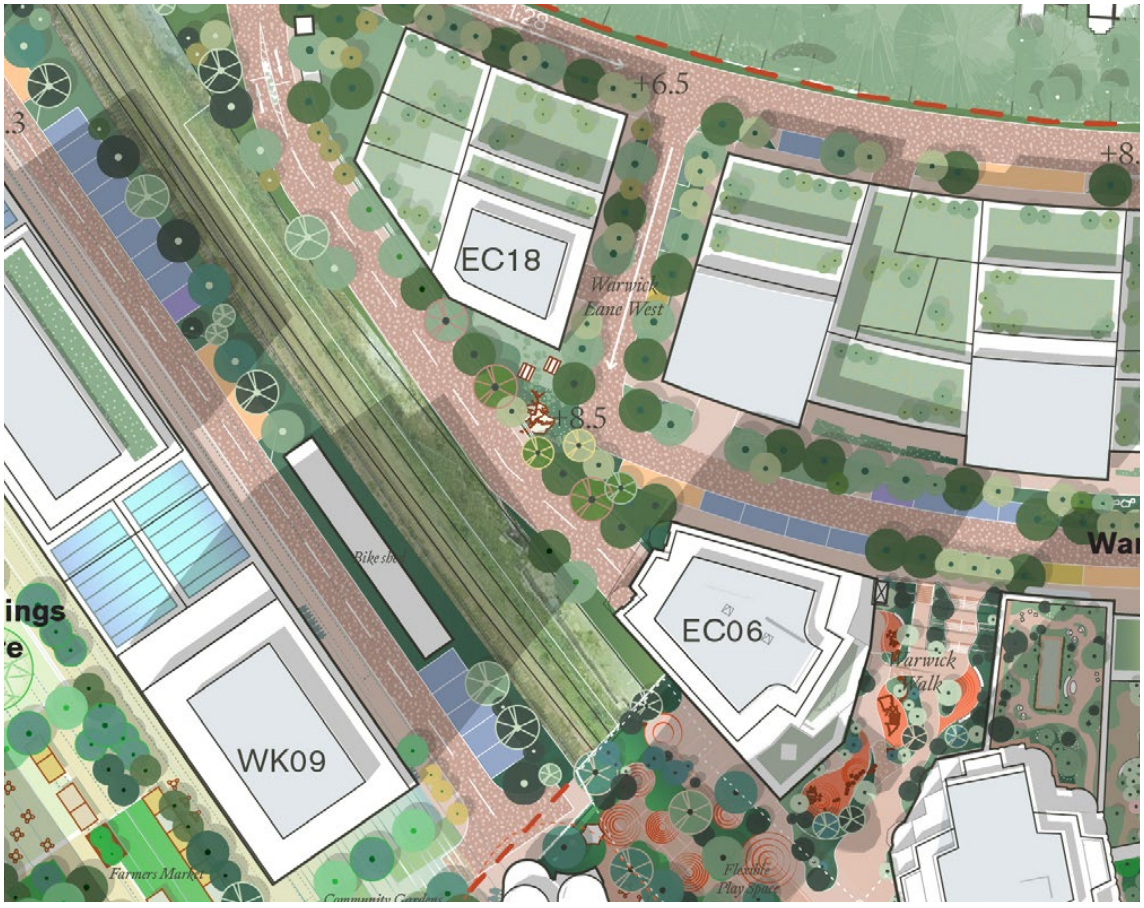


Warwick Place

An intimate pocket space that terminates Warwick Crescent.



Key plan



Illustrative landscape plan

WC.L.39

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.40

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.

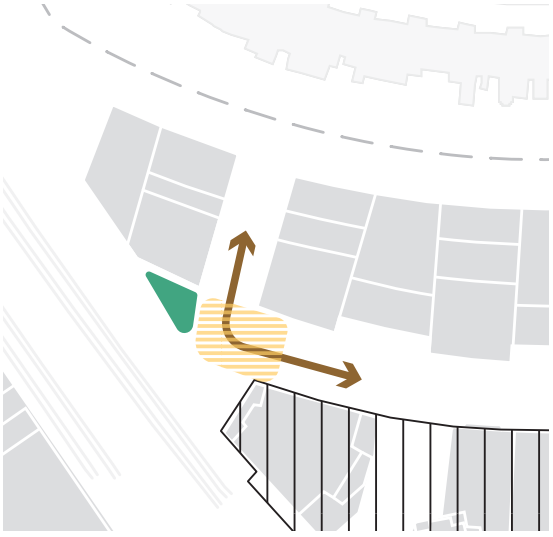
WC.L.41

Shared surface

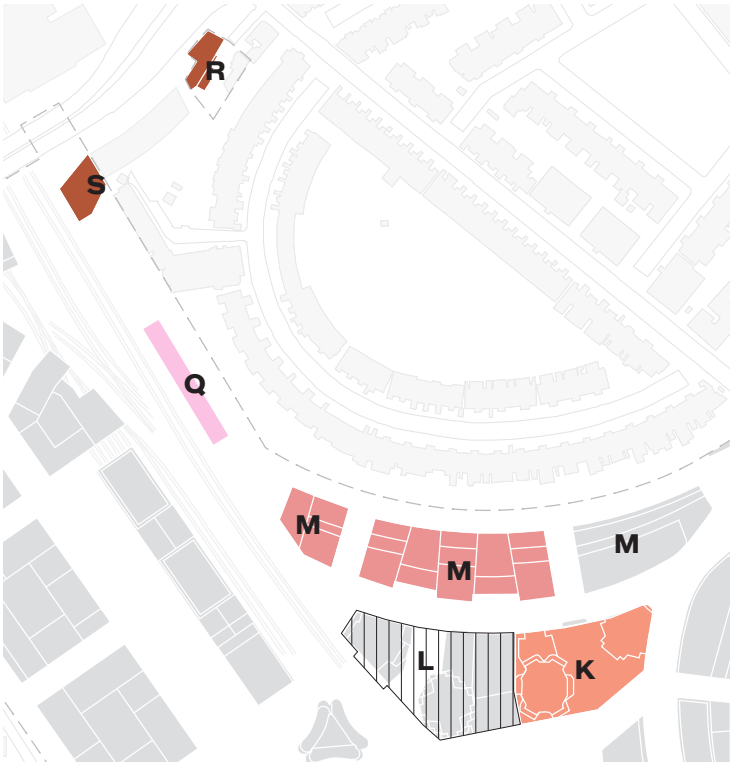
The design of the carriageway at the end of the crescent **could** be treated as a shared surface with parking bays located outside of this zone.

To create the perception of a wider space and express the pedestrian priority.

▶ Refer to Sitewide / Landscape / Inclusivity and movement.



Built Form



Key plan

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

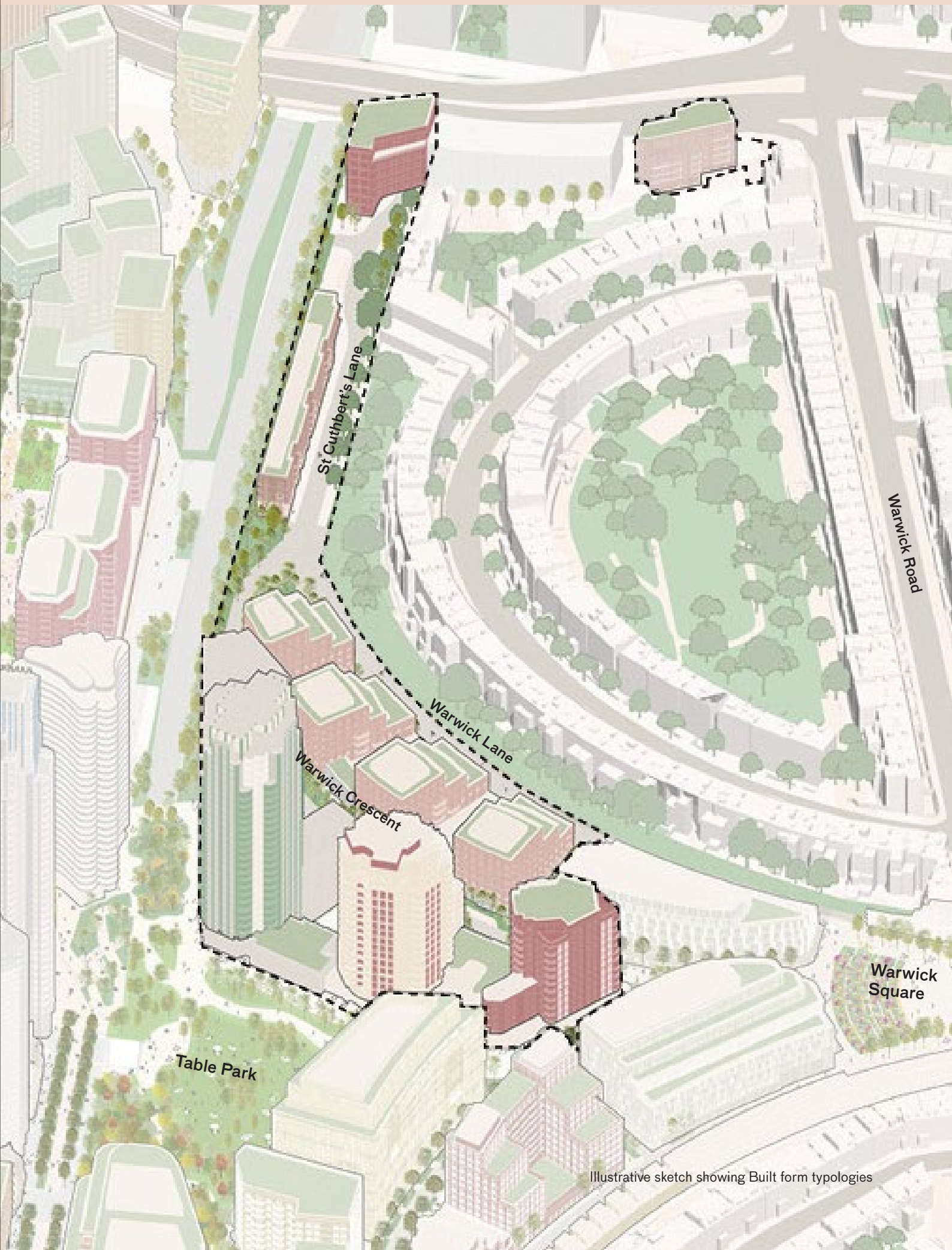
(Development Zones R and S)

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.

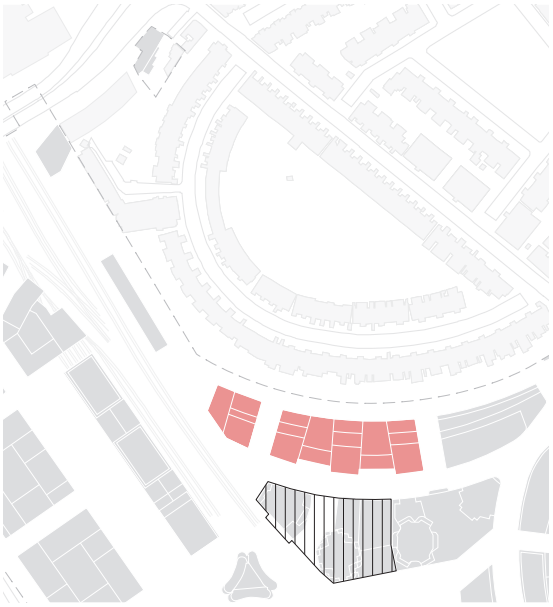


Illustrative sketch showing Built form typologies

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.



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.

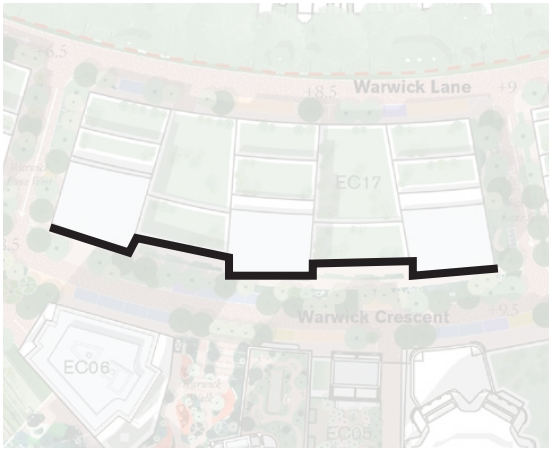
Local mansion block, Nevern Mansions

WC.B.2

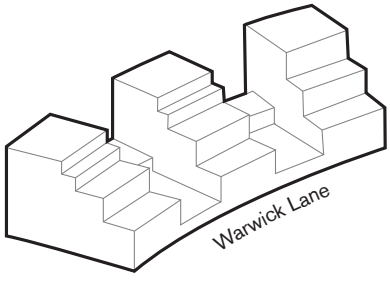
Articulation of building line

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



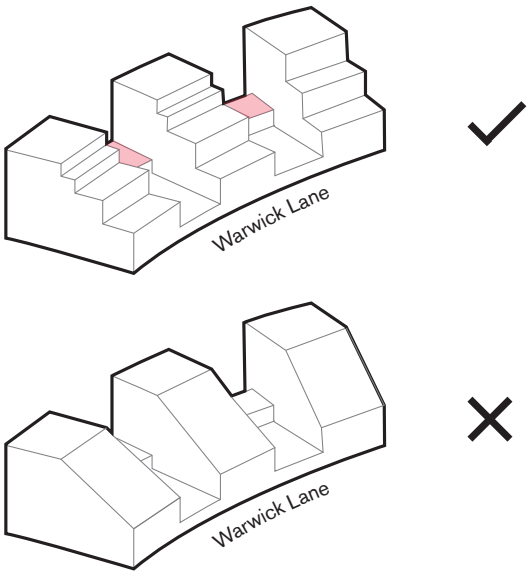
WC.B.3

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.

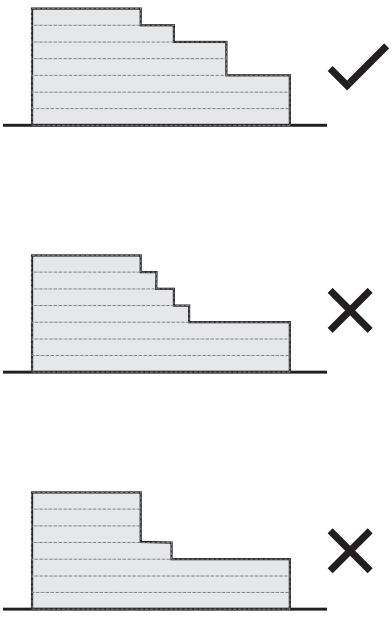


WC.B.4

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.

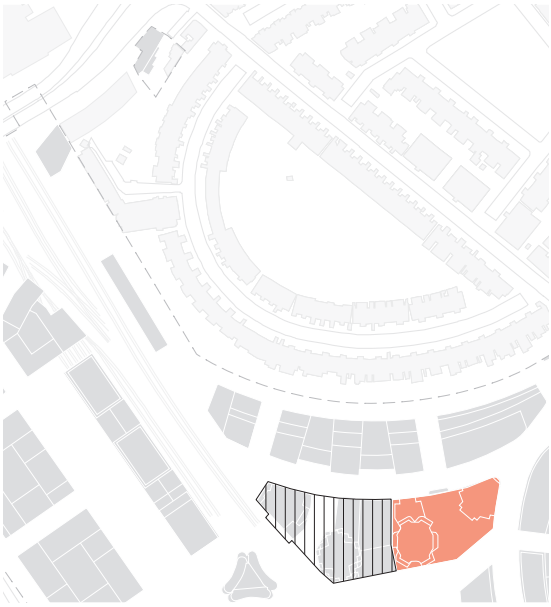
To create a uniform expression of scale on Warwick Lane that reflects its intimate character.

Illustrative view, Warwick Lane

Common Base

(Development Zone K)

Common base combine taller elements that reads as a set piece.



Key plan

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, EC06, EC05 and EC04

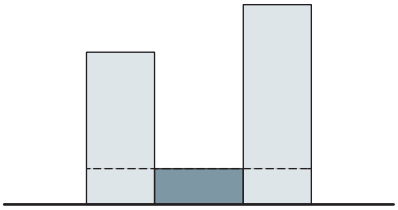
WC.B.16

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.

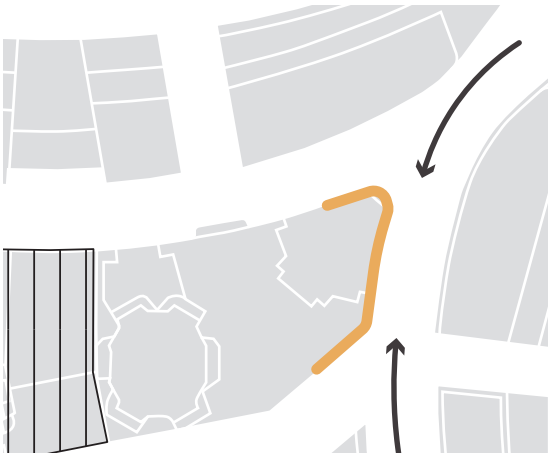
Continuation of horizontal datum

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.



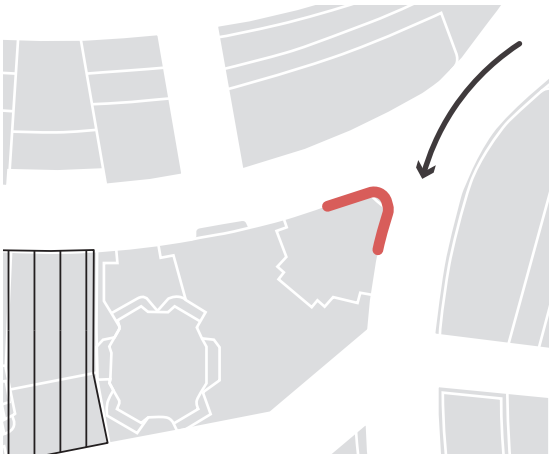
WC.B.19

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 showing the presence of the cultural use addressing the Table Park

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

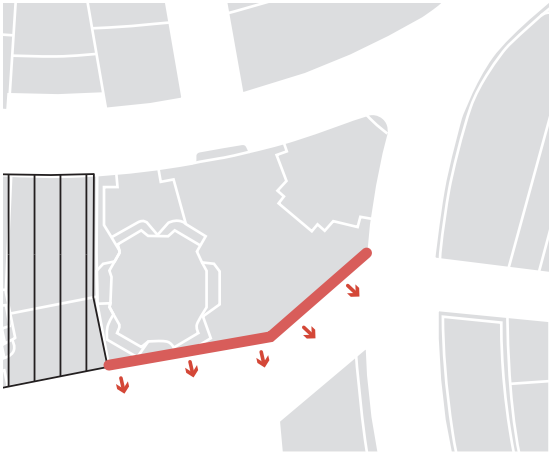
WC.B.22

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.

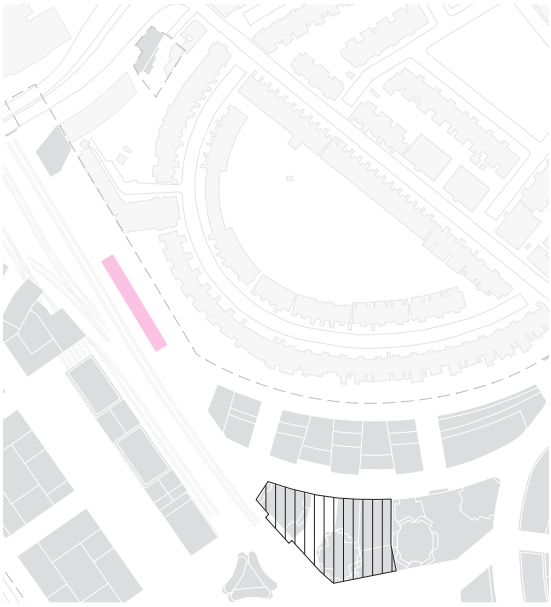
To activate the façade along the route from Earl's Court and West Brompton Stations and assist with wayfinding.

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.



Key plan

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

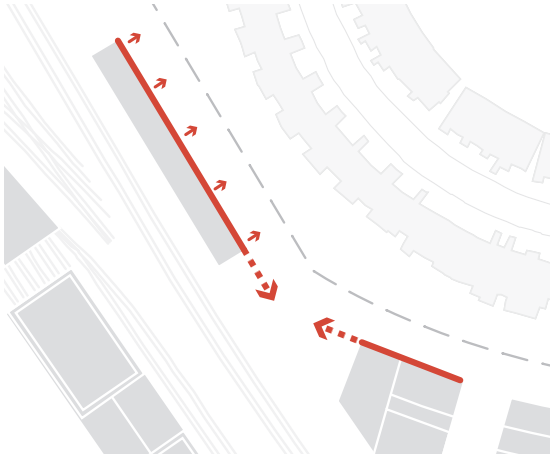
WC.B.25

Activation of St Cuthbert's Lane

Building façades addressing St. Cuthbert's Lane **should** contribute to and animate the street scape.

This should seek to provide façade continuity and reduce the gap between plots where possible, whilst responding to technical Site constraints. Design proposals could include balconies, front entrances and /or amenity that address the lane.

To contribute to activating St Cuthbert's Lane.

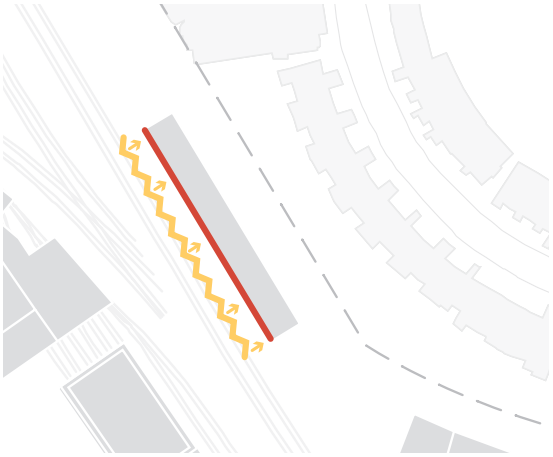


WC.B.26

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.

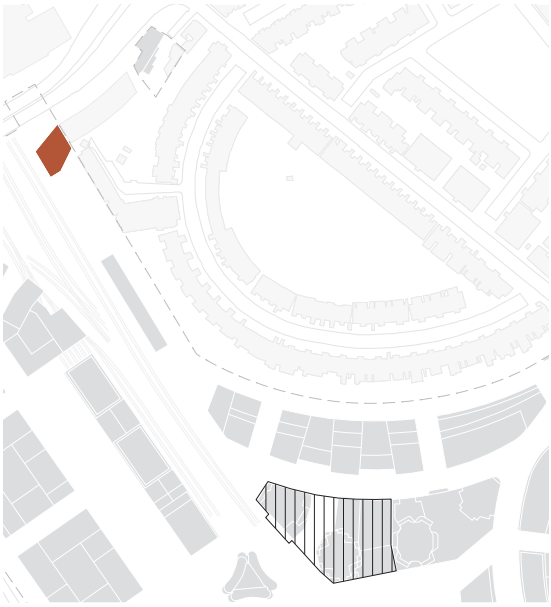
To contribute to activating the public realm.

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.



Key plan

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.

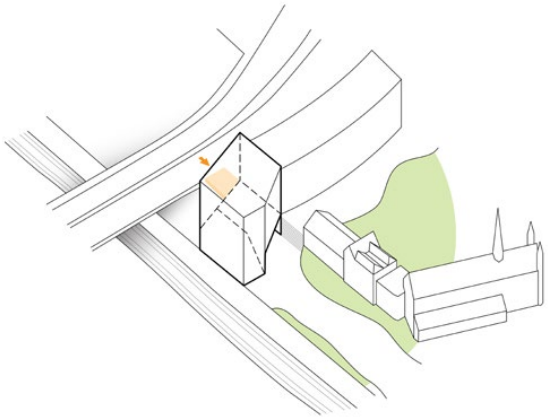
To mitigate noise and air impacts from West Cromwell Road.

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 façades

South facing façades **should** form a continuation of the Cluny Mews development. This could be achieved through applying a similar materiality and tone and / or mirroring the rhythm of fenestration or architectural language.

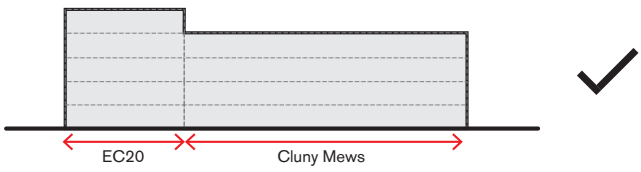
To ensure sensitivity to the setting of Cluny Mews.

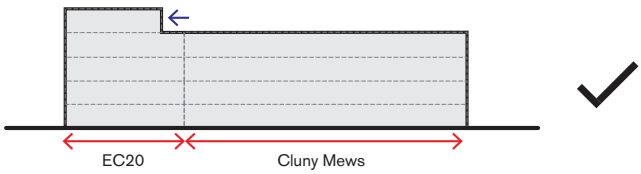
WC.B.34

Plot definition

Buildings **should** consider using architectural expression to respond to the adjacent Cluny Mews development. This could be achieved by responding to datums set by the Cluny Mews development and / or allowing for setbacks in the massing to articulate the building.

To ensure a considered response to the setting of Cluny Mews.





WC.B.35

Projecting façades

Projecting façades visible from Cluny Mews **must** be given equal consideration to the articulation and composition as primary façades. This could be achieved through high contrast materials or levels of articulation.

To ensure that projecting façades are designed to be visible from Cluny Mews.

WC.B.36

Relationship to St. Cuthbert's Church

North and south facing façades **should** respond to the architectural language of St. Cuthbert's Church. This could be achieved through applying a distinctive articulation to the parapet and/ or window surrounds, continuation of the brick materiality or by applying a horizontal banding to articulate datums and / or floor levels.

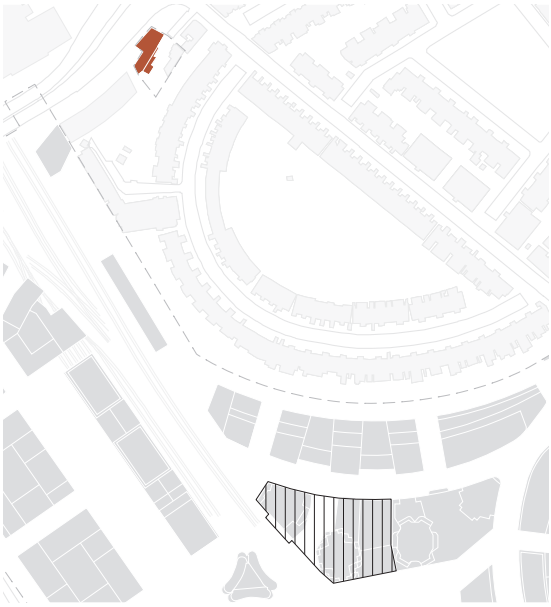
To celebrate and enhance the setting of a Grade 1 listed building.

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.



Key plan

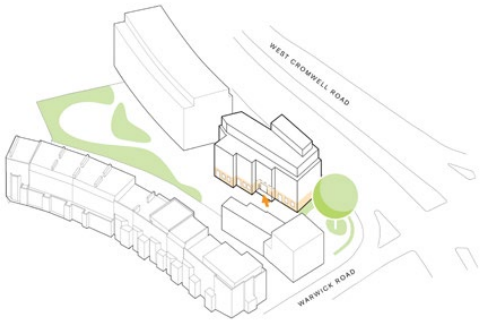
Illustrative view, St Cuthbert's Lane towards Warwick Lane

WC.B.37

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.

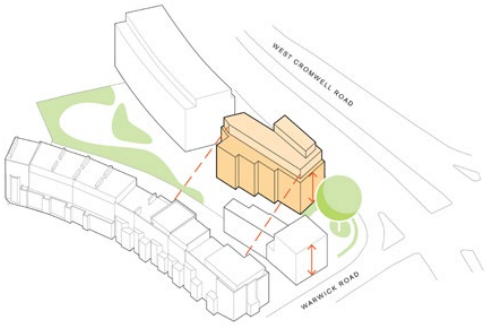


WC.B.38

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.39

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.

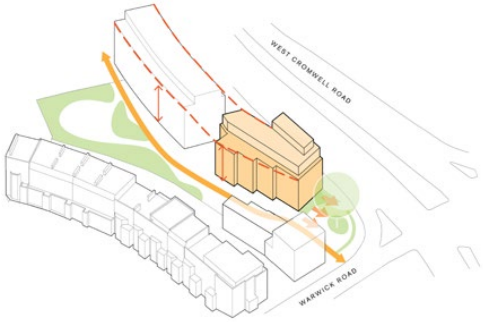
To create a distinct elevation, visible from West Cromwell Road.

Illustrative view, West Cromwell Road

WC.B.40 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.41 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.42 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.43 **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.44 Skyline

Buildings in Plots EC04/05/06(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.45 Complement local character

Buildings in Plots EC04/05 (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.46

Distinguishable from foreground

Buildings in Plots EC04/05 (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

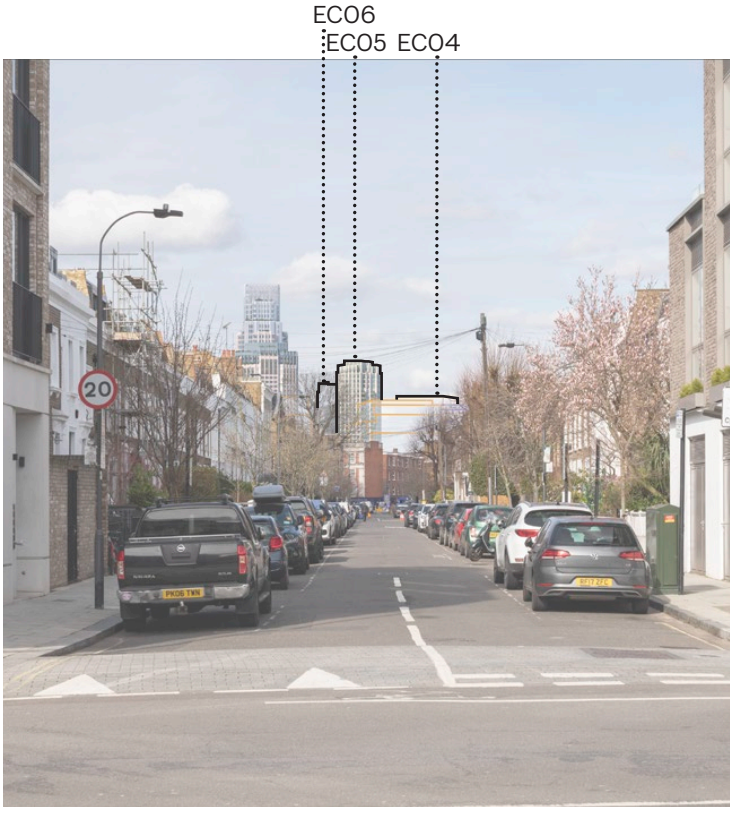
WC.B.47

Calmed background

Buildings in Plots EC04/05/06 (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

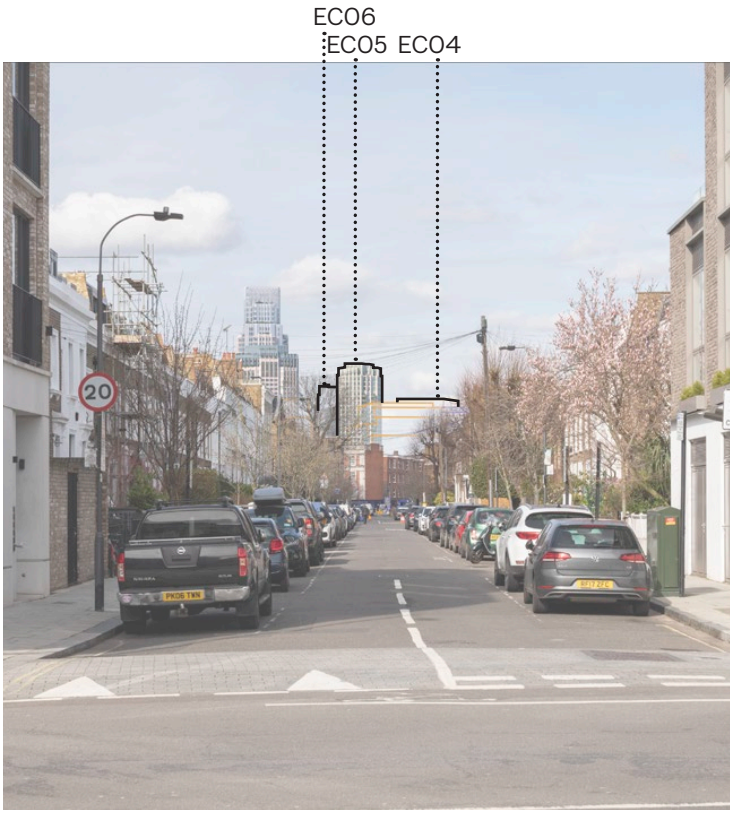
WC.B.48

Complement local character

Buildings in Plots EC04/05/06 (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

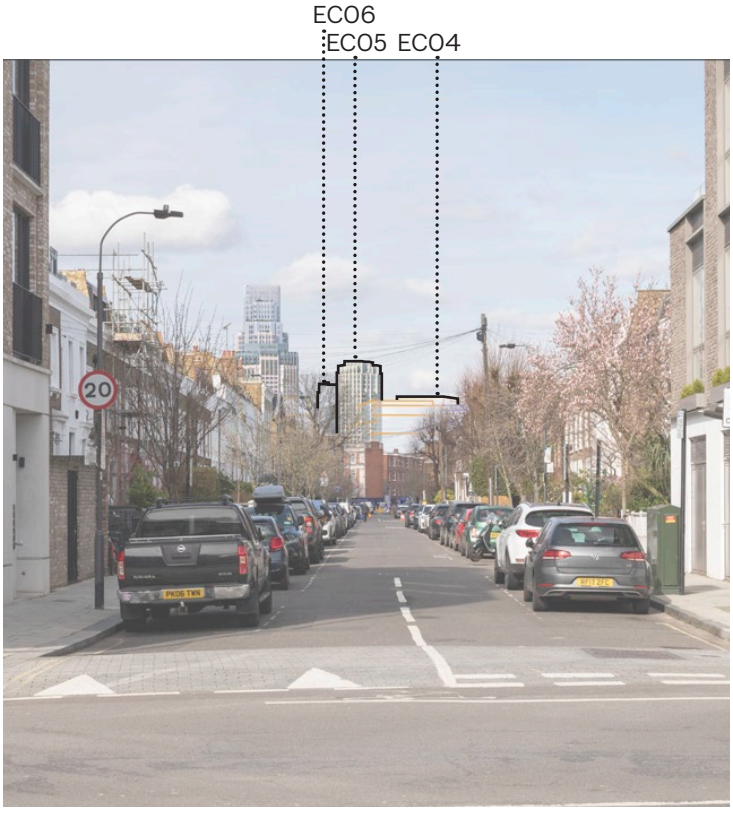
WC.B.49

Distinguishable from foreground

Buildings in Plots EC04/05/06 (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

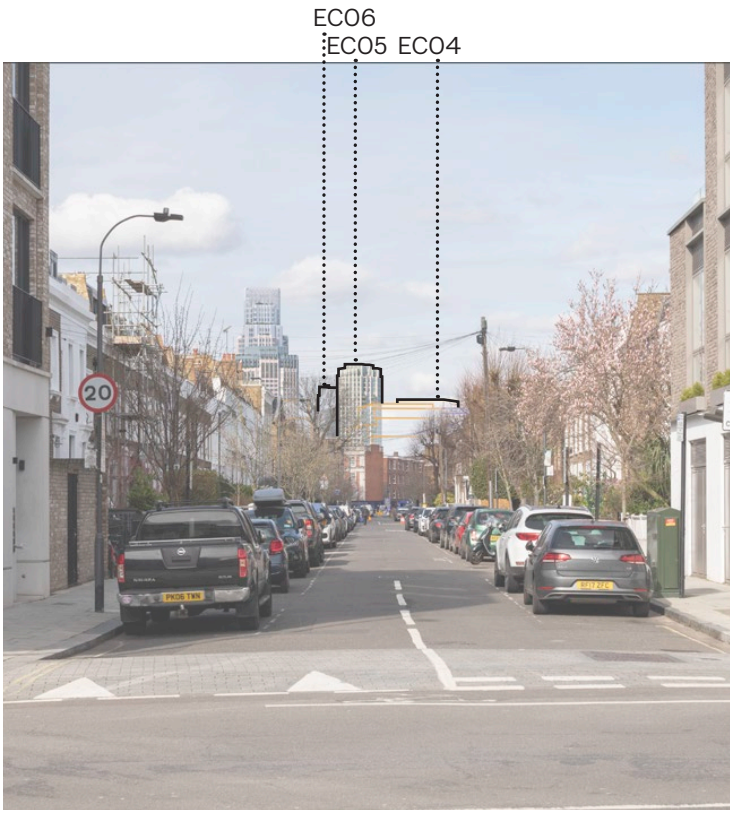
WC.B.50

Tripart composition

Buildings in Plots EC04/05/06 (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