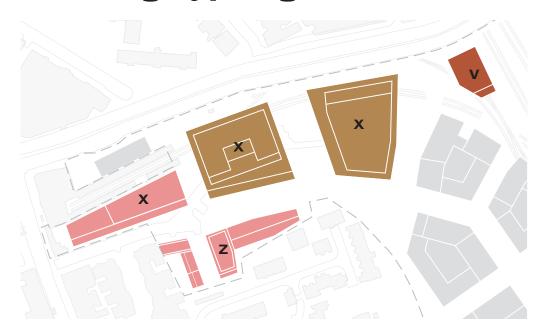


Built Form

Building Typologies



Large-footprint

(Development Zone X)

Located on West Kensington Boulevard, Large-footprint buildings create a sense of arrival into the Site. A stepped massing, common datums as well as rhythm, composition and expression provide a familiar approach to other building typologies.

Mid-scale

(Development Zones X and Z)

Mid-scale buildings frame West Kensington Boulevard. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.

Standalone

(Development Zone V)

A Standalone building creates a presence along West Cromwell Road. The façades are designed in the round and assist with orientation and way finding.





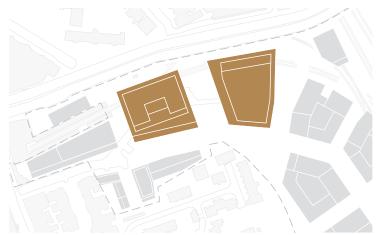


Large-footprint

(Development Zone X)

Located on West Kensington Boulevard, Large-footprint buildings create a sense of arrival into the Site. A stepped massing, common datums as well as rhythm, composition and expression provide a familiar approach to other building typologies.

The diagrammatic layout and massing illustrated in this Design Code shows these plots as a commercial form, but they could be configured as residential plots in accordance with the Development Specification and Parameter Plan allocation.



Key plan

WK.B.1 Express uses

Building uses **should** be visible from primary frontages. This could be achieved through providing glazing at street level. Consideration of programming to locate a diverse range of uses towards the front of the building could also contribute to active and interesting frontages.

To amplify activity and celebrate diversity of uses.



Expression of uses on the Ground Floor

WK.B.2 **Visible entrances**

Ground Floor entrances **must** be open, visible and welcoming. Entrances could be double height or expressed with distinct architectural details. Signage and lighting could be used to ensure the entrance is prominent and well lit.

To create welcoming entrances, inviting public use of the Ground Floor spaces.



High level of transparency on the Ground Floor

WK.B.3 Location of commercial entrances

Primary commercial Ground Floor entrances **could** be located on prominent parts of the façade such as building corners. Entrances could be set back from the main route and protected by a colonnade structure.

To create open and welcoming Ground Floor commercial frontages with visible entrances.

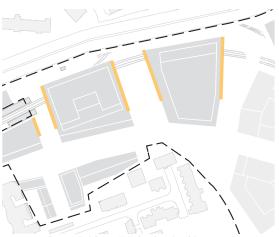


Entrance located on primary frontage

WK.B.4 Location of back of house entrances

Entrances to back of house areas **should** be located on rear or side elevations.

To reduce areas of inactive frontage on primary façades.



Potential location for back of house entrances



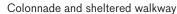


WK.B.5 **Set back Ground Floor frontages**

Ground Floor frontages **could** consider set backs from the primary building line. This could be achieved with the introduction of a colonnade where the Ground Floor frontage is set back to create a sheltered walkway in front of building entrances.

To maximise pedestrian movement and ensure buildings work with the public realm to create a sense of place.





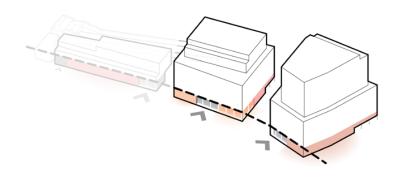


Set back entrance

WK.B.6 Articulation of building base

Façade treatment **should** be used to reinforce legibility of a horizontal datum along West Kensington Boulevard. This could include setting back the massing or through subtle differentiated expression.

To reinforce a continuous 2 storey datum.



Articulation of building base

WK.B.7 **Vertical expression**

Façade design **could** emphasise verticality. This could be achieved through the use of slimmer proportions of fenestration, cladding elements or balcony proportions. Façade composition could also use variations in rhythm and composition towards the top of the building.

To make the building appear slender and create the impression of lightness.





Vertical façade expression

WK.B.8 Façade composition

Façade design **could** introduce breaks to interrupt a regular façade rhythm such as larger aperture sizes and windows with deeper reveals.

To break up and mitigate the width of the massing.



Façade composition with a regular façade rhythm





WK.B.9 Expression of corners

Façade design **could** explore expression of corners. This could include creating projections, or a change in the facade rhythm, composition or expression.

To break up and mitigate the width and perceived flatness of the façade.



Expression of corner on primary route

WK.B.10 Façades and amenity spaces facing onto West Cromwell Road

Façades and amenity spaces facing north towards West Cromwell Road **should** consider environmental conditions - such as access to light or mitigation to noise or air pollution- as well as the visibility and expression of the façade. This could be achieved through landscaping, massing articulation, façade composition and openings, or changes in materiality.

To consider the particular environmental conditions whilst creating visual interest on to West Cromwell Road as a key gateway.



Façade responding to environmental conditions

WK.B.11 Alignment addressing townscape view from **Mornington Avenue**

A visual separation between the buildings in Development Zone X **should** be clearly legible from Mornington Avenue to avoid coalescence. Consideration of the building alignment is essential paying particular attention to the view from Mornington Avenue.

To reinforce the continuation of Mornington Avenue as a visual link.

Refer to Sitewide / Built form / Impacts to heritage and townspace in LBHF.

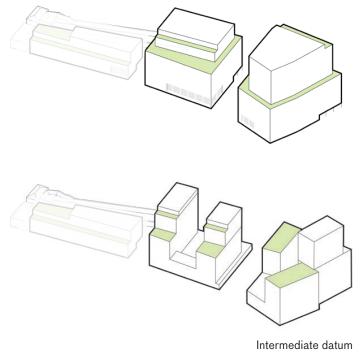


Alignment addressing townscape view

WK.B.12 **Articulation of a continuous** intermediate datum

Building articulation **should** contribute towards the reading of an intermediate datum along the length of West Kensington Boulevard.

To establish an intermediate scale responding to local context and providing a sense of balance and proportion to larger blocks.



WK.B.13 A distinctive building top

Building tops **should** be distinct. This could be achieved through materiality or articulation.

To draw create the feeling of a more slender silhouette.



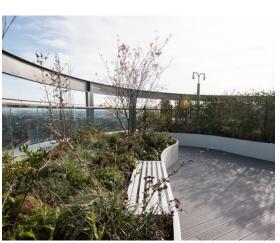
Distinctive building top

WK.B.14 Green roof to intermediate set backs

Where possible, set backs at roof level **should** consider the location of a green roof or green accessible rooftop.

To contribute to amplifying nature and biodiversity.

Refer to Sitewide / Landscape / Green/blue infrastructure.



Planted zones on accessible terrace

WK.B.15 Materials showcasing innovation

Material choices **should** showcase innovation relevant to its predominant use. This could include materials that incorporate technological advancements.

To create buildings that reflect the innovative nature of the uses and activities that happen inside them.



Innovative materials visible from street

WK.B.16 A family of buildings

The design **should** provide some harmonising architectural features to allow them to be read as part of the same cluster of buildings. This could be achieved through composition, architectural detailing or complementary materials.

To ensure coherence between adjacent buildings.

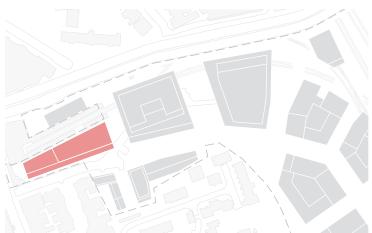


A family of buildings

Mid-scale (X)

(Development Zone X)

Mid-scale buildings frame West Kensington Boulevard. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.

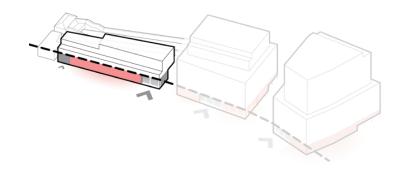


Key plan

WK.B.17 Articulation of building base

Façade treatment **should** be used to reinforce legibility of a horizontal datum along West Kensington Boulevard. This could include setting back the massing or through subtle differentiated expression.

To reinforce a continuous 2 storey datum.

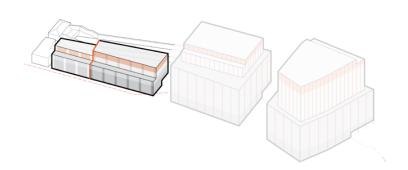


Continuous datum

WK.B.18 Façade onto Beaumont Avenue

The façade design **could** introduce a rhythm and / or introduce breaks.

To create visual interest on to the streetscape.



Façades addressing Beaumont Avenue

WK.B.19 Façades facing onto West Cromwell Road

Façade design facing north towards West Cromwell Road **should** consider environmental conditions - such as access to light or mitigation to noise or air pollution- as well as the visibility and expression of the façade. This could be achieved through massing articulation, façade composition and openings, or changes in materiality.

To consider the particular environmental conditions whilst creating visual interest on to West Cromwell Road as a key gateway.

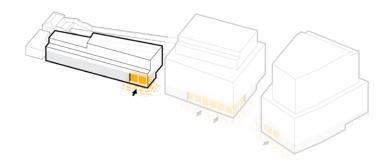


Illustrative view, West Cromwell Road

WK.B.20 Location of entrances

Primary Ground Floor entrances **should** be visible. They could be set back from the main route and protected by a colonnade structure, or introduce a change of tonality or material.

To create open and welcoming Ground Floor commercial frontages with visible entrances.



Location of entrances

WK.B.21 Safeguarding access to existing TfL assets

If a second station entrance is required, the Plot design **should** allow for retention of and access to the existing TfL outbuildings including the Connect Hub and TfL substation. The TfL Welfare Facility could be relocated to benefit the building layout. Engagement with TfL will be necessary to agree access and relocation requirements.

To ensure safeguarding of access to and retention of TfL assets.



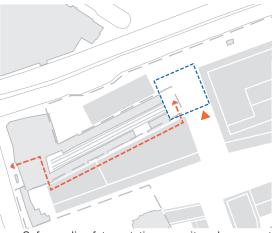
Aerial photography of existing condition

WK.B.22 **Safeguarding for future station capacity enhancement**

The design **must** safeguard a step free access route to the northern edge for the West Kensington station enhancement works. Improvements to the existing entrance should be considered where practical.

To ensure the building design is responsive should a new station entrance come forward in future proposals.

Refer to West Kensington / Landscape / West Kensington Passage West.



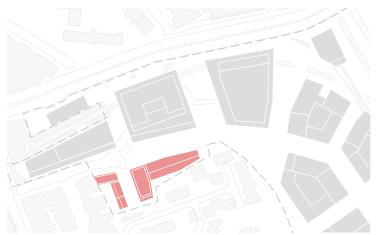
Safeguarding future station capacity enhancement



Mid-scale (Z)

(Development Zone Z)

Mid-scale buildings frame West Kensington Boulevard. Buildings adopt a massing, layout, composition and materiality that is informed by the local character and local typologies.



Key plan



Illustrative view, West Kensington Boulevard

WK.B.23 Emerging from local typologies

Building façades **must** reflect and/or include contemporary interpretations of local mansion block typologies, in particular those of Kensington Hall Gardens along Beaumont Avenue. 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.

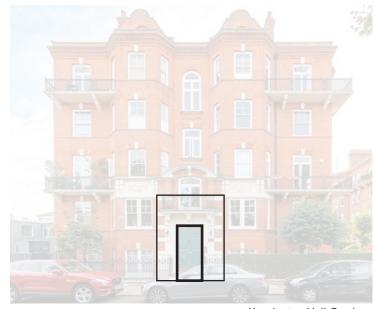


Kensington Hall Gardens

WK.B.24 Expression of entrances

Entrances **should** be clear and legible. Architectural expression such as high contrasting materials could be used to frame the entrances.

To reference the clarity of entrances and framing seen in the existing mansion blocks along Beaumont Avenue.

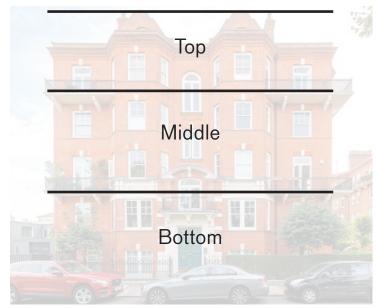


Kensington Hall Gardens

WK.B.25 A layered composition

Façade composition of the northern elevation **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.

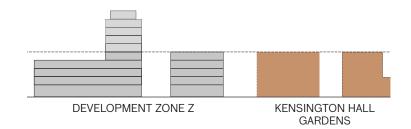


Kensington Hall Gardens

WK.B.26 Extending existing datums

Façade expression **should** contribute towards the reading of a continuous intermediate datum established by the mansion blocks at Kensington Hall Gardens. This could be defined in the massing steps or a clear datum established in the façade treatment.

To establish an intermediate scale responding to local context and providing a sense of balance and proportion along the length of the Boulevard.

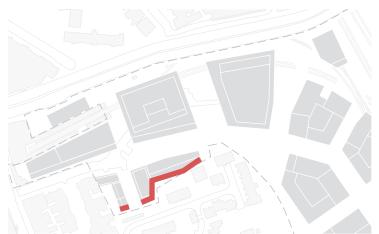


Illustrative section of height datums

WK.B.27 Façades facing the Gibbs Green Estate

Façades facing Gibbs Green Close **should** not be considered back of house, but be designed in the round.

To contribute positively to the neighbouring Estate.

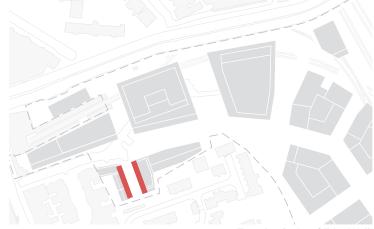


Façades facing the Gibbs Green Estate

WK.B.28 Façades facing Gibbs Walk

Façades facing the walk **should** incorporate front doors, habitable rooms and active frontage. If back of house uses are to be accommodated onto the Ground Floor frontage, consideration should be given to their clustering.

To contribute to the streetscape of the connection from the Gibbs Green Estate and avoid long blank façades.

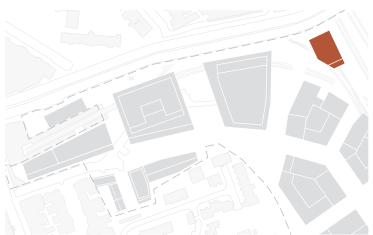


Façades facing Gibbs Walk

Standalone

(Development Zone V)

A Standalone building creates a presence along West Cromwell Road. The façades are designed in the round and assist with orientation and way finding.



Key plan

WK.B.29 Safeguarding Road to Rail vehicle access

Access to a Road to Rail Facility which is required for service access to TfL assets **must** be safeguarded for and integrated into the design of this Plot.

To ensure access to TfL assets is retained.

Refer to EC.PA.44 - LBD Preliminary Relocation Station.

WK.B.30 Assist with wayfinding

North and south building façades **should** be designed to assist with wayfinding. This could be achieved by using distinct architectural features or applying experimental materials or colours to the façade.

To enable the building to be identifiable from West Cromwell Road and from Lillie Sidings Square.

WK.B.31 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 through distinctive façade articulation or use of materials.

To create a marker building visible from West Cromwell Road.



Expressive façade through selection of materials

WK.B.32 Addressing the public realm

West facing frontages **should** address the new public realm. Back of house entrances should not be located on west facing frontages.

To ensure west facing frontages respond to and are integrated with the public realm.



West Kensington Deck-over

WK.B.33 Response to existing and emerging character of West Cromwell Road

Building treatment **could** respond to the character of emerging proposals along West Cromwell Road.

To create proposals with a relationship to existing and emerging character.



Existing character of West Cromwell Road





Impacts on Heritage and Townscape

WK.B.34 Skyline

Buildings within Plots WKO1/O3/O4 (Development Zones X and Z) visible along Comeragh Road **must** form a clearly defined and articulated skyline, and contain differentiation.

To avoid coalescence of building massing and façade, and reduce visual impact on heritage assets and their setting along Comeragh Road.

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

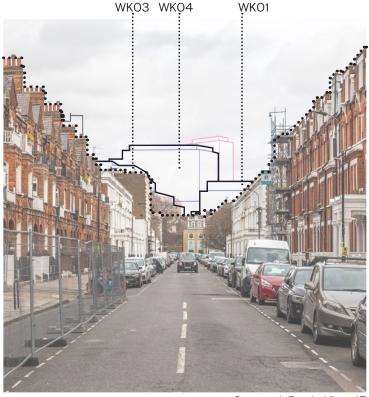


Comeragh Road - View 47

WK.B.35 **Distinguishable from foreground**

Buildings in plots WKO1/O3/O4 (Development Zones X and Z) **should** be complementary but distinguishable from the existing buildings in the foreground, safeguarding their legibility in the view. This could be achieved through the use of colour, materials and architectural expression.

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



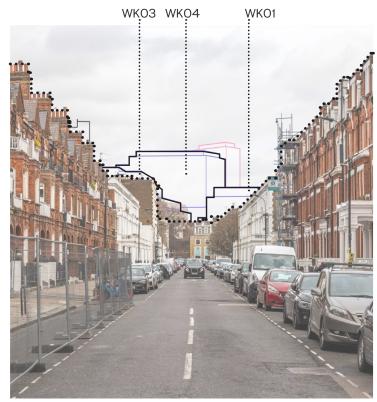
Comeragh Road - View 47

WK.B.36 **Distinguishable from one** another

Buildings in plots WKO1, WKO3 and WKO4 (Development Zones Z and X) **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.

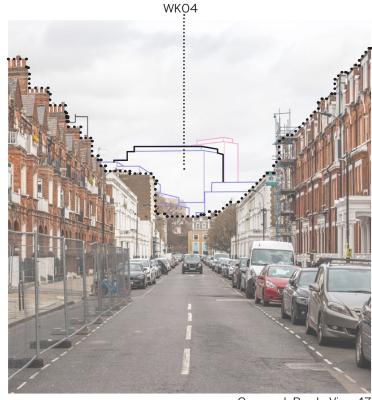


Comeragh Road - View 47

WK.B.37 Façade breaks

Expression within Plot WKO4 (Development Zone X) **could** express a regular grain, broken down with features such as double height openings, and/or materiality.

To break up the width of the massing, and reinforce the grain established by the existing buildings in the foreground, thereby minimising distraction from the existing buildings in the foreground.



Comeragh Road - View 47

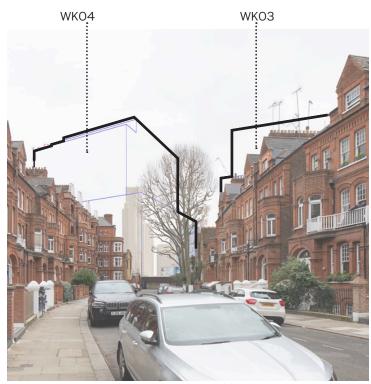


WK.B.38 Meaningful stepping

Façade expression within Plots WKO3/O4 (Development Zone X) **should** contain meaningful stepping of 2 storeys or more.

To ensure clarity and hierarchy of massing, and provide a mediation in scale from Mornington Avenue

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

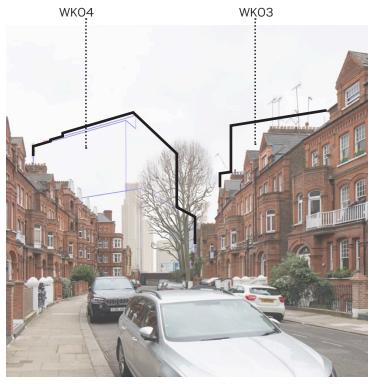


Mornington Avenue - View 41

WK.B.39 **Distinguishable from foreground**

Design of buildings within Plots WKO3/O4 (Development Zone X) **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.



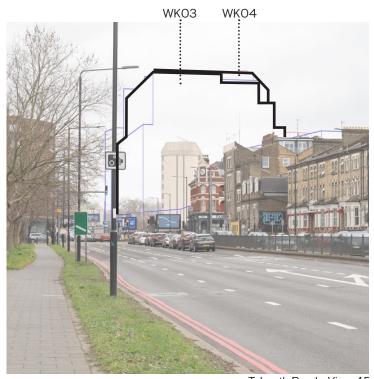
Mornington Avenue - View 41

WK.B.40 Façade breaks

Façade expression within Plots WKO3/O4 (Development Zone X) **should** express a regular grain, broken down with features such as expression of architectural componentry and/or articulation of datums, setback and buildings tops, and/or contrasts in materiality.

To break up the width of the massing, and mitigate the scale of buildings as seen from a distance.

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

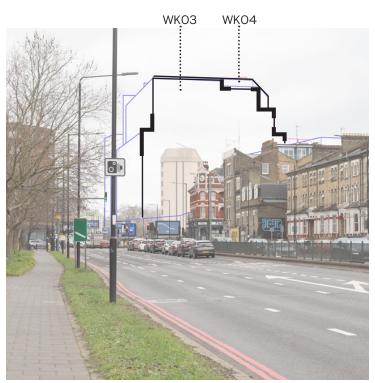


Talgarth Road - View 45

WK.B.41 **Meaningful stepping**

Façade expression within Plots WKO3/O4 (Development Zone X) **should** contain massing steps of 2 storeys or more.

To ensure clarity and hierarchy of massing, and provide a mediation in scale from the A4/Talgarth Road.



Talgarth Road - View 45



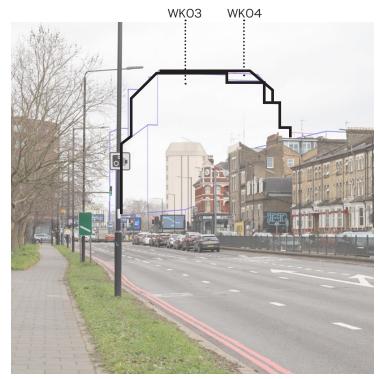


WK.B.42 Expression for speed

Expression within Plots WKO3/O4 (Development Zone X) **should** allow for façades to be read from a walking pace, to that of a moving vehicle.

To recognise the range of speeds at which these façades will be viewed along a prominent route in and out of London.

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

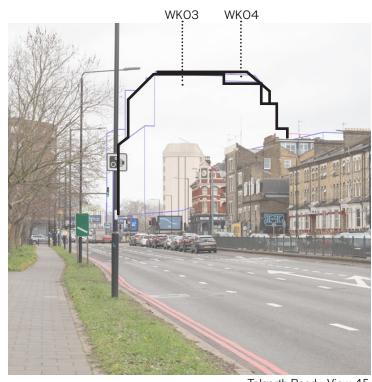


Talgarth Road - View 45

WK.B.43 Marker

Design of WKO3/O4 (Development Zone X) **should** appear as a marker. They should be distinguishable from other buildings in the view. This could be achieved through the use of colour, materiality, or architectural expression.

To reflect the role of the buildings as a gateway marker.



Talgarth Road - View 45

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Vision

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Sitewide

Landscape

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126 Alamy Stock Photo

130 Alamy Stock Photo (multiple)

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132 Maccreanor Lavington / Tim Crocker

136 Maccreanor Lavington / Tim Crocker

136 Hawkins\Brown

137 Maccreanor Lavington / Tim Crocker

145 Studio Egret West (multiple)

146 SLA / Mikkel Eye

146 SLA (multiple)

148 SLA

148 SLA / Sigrid Bjorbekkmo

148 Studio Egret West (multiple)

149 SLA / Sigrid Bjorbekkmo (multiple)

149 SLA

150 SLA / Magnus Klitten

150 SLA / Mikkel Eye

150 SLA / Rasmus Hjortshøj

151 SLA / Jon Bjarni Hjartarson

151 SLA / Aspelin Ramm and Aasmund Holien

Мо

151 SLA

152 SLA / Mikkel Eye

152 SLA (multiple)

153 SLA / Jon Bjarni Hjartarson

153 SLA / Sigrid Bjorbekkmo (multiple)

154 SLA / Sigrid Bjorbekkmo (multiple)

154 SLA / Jens Lindhe

155 SLA

155 SLA / Mikkel Eye

155 SLA / Rasmus Hjortshøj

156 Studio Egret West

157 SLA / Laura Stamer

158 Studio Egret West

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166 Studio Egret West

173 Maccreanor Lavington / Tim Crocker

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174 Studio Egret West

175 Alamy Stock Photo (multiple)

175 SLA / Mikkel Eye

176 Hawkins\Brown

177 Studio Egret West

177 Maccreanor Lavington / Fiona Smallshaw

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183 Speirs Major (multiple)

184 Alamy Stock Photo (multiple)

185 Haworth Tompkins / Fred Howarth

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Built form

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215 Maccreanor Lavington / Tim Crocker

215 Hawkins\Brown

216 Hawkins\Brown (multiple)

216 Maccreanor Lavington / Fiona Smallshaw

Fenman

217 Maccreanor Lavington / Fiona Smallshaw

Fenman

222 Maccreanor Lavington / Tim Crocker

(multiple)

222 Hawkins\Brown

223 Studio Egret West

224 Maccreanor Lavington / Tim Crocker

224 Haworth Tompkins / Fred Howarth

224 Alamy Stock Photo

225 Maccreanor Lavington / Tim Crocker

226 Hawkins\Brown (multiple)

226 Maccreanor Lavington / Fiona Smallshaw

Fenman

226 Maccreanor Lavington / John Sturrock

227 Maccreanor Lavington / Tim Crocker

(multiple)

227 Hawkins Brown (multiple)

228 Maccreanor Lavington / Fiona Smallshaw

Fenman

252 Studio Egret West

252 Maccreanor Lavington / David

Grandorge

256 Haworth Tompkins / Fred Howarth

256 Maccreanor Lavington / Tim Crocker

West Brompton

Landscape

267 Alamy Stock Photo

268 SLA

269 SLA /Sigrid Bjorbekkmo

269 Alamy Stock Photo

277 SLA / Laura Stamer

277 SLA /Sigrid Bjorbekkmo

278 Studio Egret West (multiple)

279 Studio Egret West

280 SLA / Mikkel Eye

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285 SLA / Øystein Haara

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Built form

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299 Alamy Stock Photo (multiple)

300 Maccreanor Lavington / John Sturrock

306 Maccreanor Lavington / Tim Crocker

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312 Alamy Stock Photo 313 Alamy Stock Photo

Warwick Crescent

Landscape

340 Hawkins\Brown

341 - SLA

344- SLA / Mikkel Eye

Built form

359 Maccreanor Lavington / Tim Crocker

361 Maccreanor Lavington / Tim Crocker

363 Maccreanor Lavington / Tim Crocker

365 Haworth Tompkins / Philip Vile

368 Hawkins\Brown

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378 Maccreanor Lavington / Alex Upton

The Table

Landscape

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392 Studio Egret West (multiple)

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Smallshaw Fenman

397 Studio Egret West

402 Studio Egret West

403 Studio Egret West (multiple)

405 SLA / Mikkel Eye

406 Studio Egret West (multiple)

411 Alamy Stock Photo

413 SLA / Rasmus Hjortshøj

418 SLA / Rasmus Hjortshøj

419 Studio Egret West

421 SLA / Laura Stamer

423 SLA

423 SLA / Mikkel Eye

424 SLA / Sigrid Bjorbekkmo (multiple)

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Built form

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436 Maccreanor Lavington / Tim Crocker

437 Maccreanor Lavington / Tim Crocker

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Empress Place

Landscape

447 SLA / Mikkel Eye

452 SLA / Jon Bjarni Hjartarson

452 SLA / Aspelin Ramm and Åasmund

Holien Mo

452 SLA

454 Maccreanor Lavington / Tim Crocker

455 SLA / Øystein Haara

456 Alamy Stock Photo

457 Unknown

Built form

467 Hawkins\Brown

468 Hawkins\Brown

468 Alamy Stock Photo

473 Hawkins\Brown

474 Studio Egret West

475 Hawkins\Brown (multiple)

475 Alamy Stock Photo

479 Alamy Stock Photo

480 Alamy Stock Photo

Aisgill Gardens

Landscape

494 Studio Egret West

495 SLA / Mikkel Eye

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495 SLA / Jens Lindhe

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496 SLA / Mikkel Eye

496 Studio Egret West

498 Alamy Stock Photo

498 Studio Egret West 499 SLA / Mikkel Eye 499 SLA (multiple)

Built form

503 Hawkins\Brown 504 Hawkins\Brown

507 Alamy Stock Photo (multiple)

507 Hawkins\Brown 508 Alamy Stock Photo

509 Alamy Stock Photo (multiple)

513 Alamy Stock Photo

Lillie Sidings

Landscape

521 Alamy Stock Photo (multiple)

524 SLA / Mikkel Eye 524 SLA / Magnus Klitten 524 SLA / Rasmus Hjortshøj

524 SLA / Jens Lindhe 525 Studio Egret West 527 SLA / Øystein Haara 534 Studio Egret West

535 SLA / Mikkel Eye 535 Studio Egret West

536 Studio Egret West

537 SLA / Mikkel Eye

538 Studio Egret West

539 SLA / Mikkel Eye

543 Hawkins\Brown & Studio Egret West

543 Studio Egret West 545 SLA / Mikkel Eye 545 SLA (multiple)

Built form

549 Alamy Stock Photo 552 Alamy Stock Photo 552 Hawkins\Brown 553 Hawkins\Brown 553 Studio Egret West

555 Haworth Tompkins / Philip Vile

556 Maccreanor Lavington / Tim Crocker

(multiple)

560 Maccreanor Lavington / Fiona

Smallshaw Fenman

560 Maccreanor Lavington / Alex Upton

561 Maccreanor Lavington / Tim Crocker

564 Haworth Tompkins / Fred Howarth

565 Studio Egret West

567 Hawkins\Brown (multiple)

West Kensington

Landscape

581 SLA

587 SLA / Aspelin Ramm and Åasmund Holien Mo

588 SLA

588 Alamy Stock Photo

589 Alamy Stock Photo

592 Hawkins\Brown

599 SLA / Mikkel Eye

599 Alamy Stock Photo

601 SLA

601 SLA / Mikkel Eye

602 SLA / Mikkel Eye

603 SLA / Mikkel Eye

603 Studio Egret West

608 Studio Egret West (multiple)

609 Studio Egret West

611 SLA / Jens Lindhe

612 Studio Egret West

Built form

618 Hawkins\Brown

619 Hawkins\Brown (multiple)

620 Alamy Stock Photo

620 Hawkins\Brown

621 Hawkins\Brown (multiple)

622 Hawkins\Brown (multiple)

622 Maccreanor Lavington / Tim Croker

624 Hawkins Brown

624 Studio Egret West

625 Alamy Stock Photo (multiple)

631 Kinleigh Folkard & Hayward (multiple)

632 Kinleigh Folkard & Hayward

635 Studio Egret West



Thank you

Hawkins\Brown & Studio Egret West EC.PA.C-01 July 2025

The Earls Court Development Company