

Earl's Court and West Kensington Opportunity Area Joint Supplementary Planning Document

CHARACTER AREA ANALYSIS



1-90

NO. 10 HOUSE

W411 N

Overview

- 1•0 The area around the OA was divided into 6 character areas. Along with the main site and the Seagrave Road site, these are analysed over the following pages.
- 1•1 These character areas were based upon an assessment of the primary urban morphology and the natural barriers provided by main roads and railways within the urban environment.
- 1•2 The six character areas are:
- **Fulham.** The urban morphology of this area is characterised by a long, regular east-west grid of streets. It is contained by North End Road to the west and the West London Line to the east. The Seagrave Road Car Park has been taken out of this character area and addressed separately in this document for two reasons. Firstly, it does not currently display any consistent characteristics with the wider Fulham area and secondly because it sits within the OA boundary and is therefore subject to potential redevelopment.
 - **Queens Club Gardens and surrounds.** This area is characterised by the large open areas of Queens Club Gardens, Hammersmith Cemetery and Normand Park and by a strong east-west morphology of terraced housing. In the Star Road area, the typical urban morphology is interrupted by post war development that is more compatible with the West Kensington and Gobbs Green estates within the OA than the rest of this character area.
 - **North of Talgarth Road.** This area is characterised by a varied morphology, with the large footprint Olympia building in the north and a number of different mansion block layouts.
 - **Warwick Road/West Cromwell Road.** This area is dominated by heavily trafficked major road arteries. In terms of urban structure, along Warwick Road there is a broken twentieth century morphology, characterised by large footprint buildings, whilst Cromwell Road maintains much of its nineteenth century grain.
 - **Earl's Court.** This area is characterised by the crescents which were formed by the constraints of the railway lines and the nineteenth century garden squares. There is also a less formally planned area known locally as 'the village', which is made up of smaller scale streets and buildings. Earl's Court Road provides a strong north south route through what otherwise tends to be an east-west urban grain.
 - **Brompton Cemetery and The Boltons.** The area has a varied morphology, with two set pieces, one at The Boltons itself and one at Redcliffe Square. To the east there is a greater tendency for villas rather than terraced houses. The Cemetery forms the western edge of the character area, defining the strong north south routes that run through it. The cemetery is considered to be an integral part of the urban environment in this area.
- 1•3 In general, for each character area, the analysis contains the following:
- Urban Structure;
 - Landmarks, Views and Vistas;
 - Land uses;
 - Residential typologies;
 - Urban blocks;
 - Open spaces;
 - Street hierarchy;
 - Building heights;
 - Roofscape;
 - Streets;
 - Public Realm quality; and
 - Heritage assets.
- 1•4 Each character area also include a list of Urban Design Observations. These set out the positive attributes of the character area that would be welcomed in the regeneration of the OA and in some cases, the negative attributes that should be avoided.
- 1•5 There are 19 conservation areas in and around the OA. Each has a Character Profile or Conservation Area Proposals Statement (with the exceptions of Walham Green, Turneville/Chesson and The Billings) to describe the special interest, character and appearance of the area. In many cases, these also contain constructive design guidelines to help to preserve or enhance the area. This Character Area Analysis is intended to supplement the information that can be found in these documents.



The OA	Earl's Court
Seagrave Road Car Park	Brompton Cemetery & The Boltons
North of Talgarth Road	Fulham
Warwick Road/West Cromwell Road	Queens Club Gardens & Surrounds

Figure 1.1: The OA, Seagrave Road Car Park and six character areas

The Main Site

Urban Structure



Figure 1.2: The location of the Main Site character area

1.6 This character area includes the majority of the OA, including the exhibition centres, the 9 storey Ashfield House, the 33 storey Empress State Building and the Gibbs Green West Kensington housing estates.

- - - Character area
- Public Open space
- Private open space
- Semi-private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ∨ Barriers to movement
- Significant nodes



Figure 1.3: The urban structure of the Main Site character area

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* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Urban Structure

- 1•7 The block structure on the main site is dominated in the west by the housing estates and in the east by the large structures of the exhibition centres, the Empress State Building and those structures associated with the railway. As a result, there is no dominant grid structure and there are a number of disconnected streets and dead ends. This results in a general lack of legibility.
- 1•8 The railway line and the A4 both create significant barriers to movement, generally limiting potential connections into the surrounding area. The residential urban blocks on the main site are smaller than those in the surrounding area. The lengths of terraces range from 30m to 80m and tend to be only one house (plus private garden) deep; approximately 15m.
- 1•9 Across the site there is also a significant topographical changes. The ground levels change from approximately 5m AOD on North End Road to approximately 12m AOD under Earl's Court 2.



Figure 1.4: The changes in topography across the Main Site

Landmarks, Views and Vistas

- 1•10 As the legibility on the main site is currently compromised by the discontinuous urban grain, distinctive landmark structures that stand out from their surroundings and views of taller buildings from distance are important for way finding. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.5: Local Landmark: Earl's Court 2 as seen from A4 looking south along the railway line



Figure 1.6: Local Landmark: Ashfield House



Figure 1.7: Local Landmark: View of Empress State Building from West Kensington Estate



Figure 1.8: Distant Landmark: St. Cuthbert's Church (viewed from within the Main Site character area)



Figure 1.9: Distant Landmark: View of St. Cuthbert's Church from within the Main Site character area



Figure 1.10: View along A4 footpath: south side looking from west to east

Land Uses

1•11 Main Uses: This character area is predominantly residential with the Gibbs Green and West Kensington housing estates on the western side. Also on the main site are the Exhibition Centres; Earls Court 1 and Earls Court 2. There are also office uses in the Empress State Building (currently occupied by the Metropolitan Police) and Ashfield House (currently occupied by TfL), a manufacturing depot and marshalling yards.

1•12 Other Uses:

- Commercial: Manakins
- Education: Gibbs Green Special School
Kiddi Caru Day Nursery
- Community: Tenants' Hall on Gibbs Green Estate
- Transport: West Kensington Tube Station

Residential Typologies

1•13 Much of the urban grain is in this character area made up of the houses, maisonettes and apartment blocks in the housing estates. The residential typologies found include:

- **Estate houses and maisonettes (predominantly 2- 4 storeys).** Many of these houses have integral garages or in curtilage car parking spaces and rear gardens. They tend to be arranged in largely unbroken, but often staggered terraces.
- **Apartment Blocks (4- 11 storeys).** These apartment blocks are relatively tall and incongruous with the majority of the built fabric in and around the OA. They have regular fenestration and very limited amounts of private open space.
- **Other residential types.** In this character area there are residential buildings that are more in keeping with the typologies found in the OA's surroundings. They include the terrace of town houses (which are all either listed or designated buildings of merit) on Lillie Road and the mansion blocks around Beaumont Court (4- 6.5 storeys).



Figures 1.11 and 1.12: Houses in the West Kensington Estate

Figure 1.13: Houses in the Gibbs Green Estate



Figures 1.14 and 1.15: Apartment blocks in the West Kensington estate



Figure 1.16: Townhouses in Beaumont Crescent



Figure 1.17: Mansion blocks in Kensington Gardens

Urban Blocks

1•14 The street patterns created by the **houses on the estates** bear very little resemblance to those in the older, more traditional character areas. Instead of creating two sided streets overlooked by regular windows and front doors, streets are often one sided, with the fronts of some houses overlooking the rears of others. At street level, many of the house frontages are dominated by garages, resulting in drastically reduced natural surveillance. There are also private rear gardens adjacent to public open spaces. As a result, the public open spaces are poorly overlooked and feel private - as though they are extensions of the back gardens rather than integral elements of the public realm. The staggering of the terraces also results in broken building lines that are completely out of character with the surrounding areas.

1•15 **The apartment blocks** on the estates tend to be stand alone buildings set in 'left over' open space or in car parks. The open space associated with them has little amenity value. They do not integrate with the surrounding street pattern.

1•16 The buildings that predate the housing estates demonstrate characteristics that are more in keeping with the other character areas. The **mansion blocks** at Kensington Hall Gardens are arranged around a small, private, shared surface street which provides an intimate, secure and attractive setting. However, gated streets will not be permitted in the redevelopment of the OA because they do not encourage social integration.

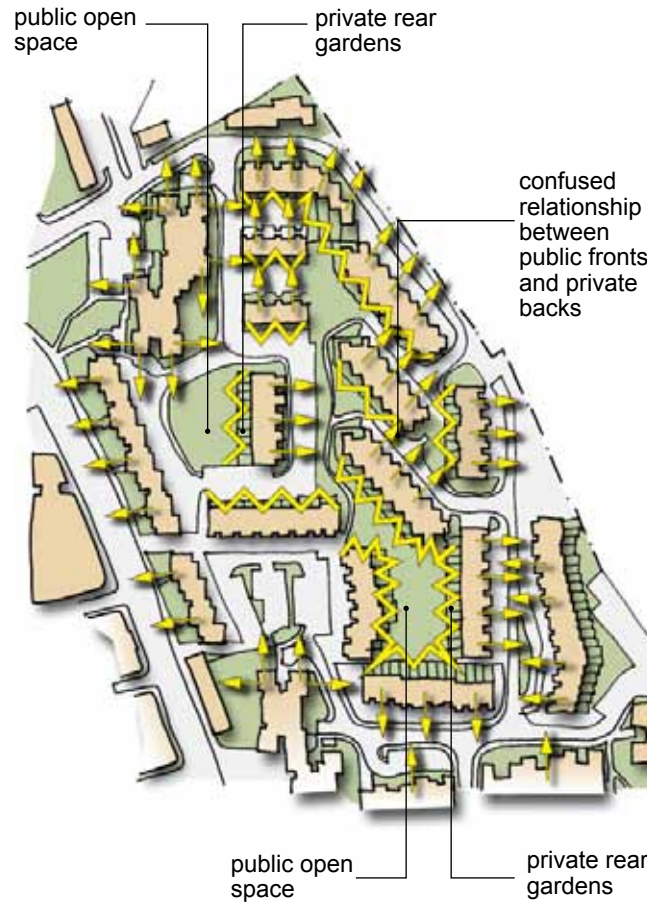


Figure 1.18: Typical block structure created by houses on the estates

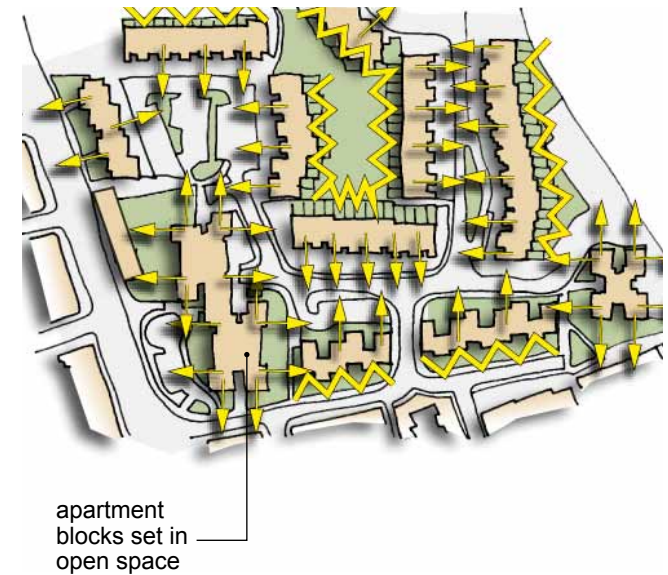
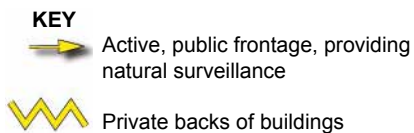


Figure 1.19: Typical block structure created by the apartments on the estates

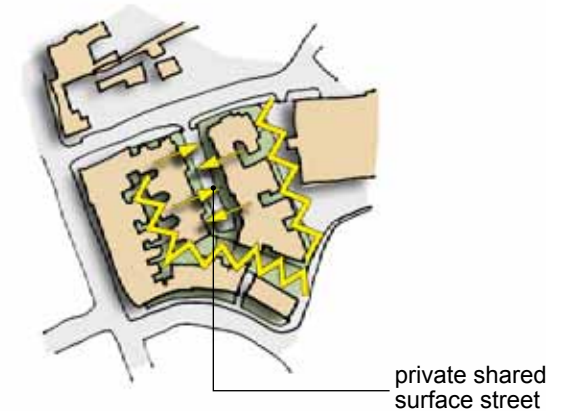


Figure 1.20: Mansion blocks facing onto a private shared surface street in the north west corner of the main site character area

Open Spaces

- 1•17 The majority of the green open space on the main site character area takes the form of incidental spaces within the settings of the housing estates. Many are backed onto by rear gardens and lack natural surveillance. For play, there is the Ivatt Place Playground, The Gibbs Green Playground and two basketball courts.
- 1•18 The significant vegetation alongside the West London and District Lines creates a semi natural refuge for wildlife. Some is designated as a Site of Nature Conservation Importance (SNCI).



Figure 1.21: Semi private: grass area enclosed by houses on Stanier Close and Bellamy Close



Figure 1.22: Semi private: One of the basketball courts on the main site



Figure 1.23: Semi private: Vegetation along the railway lines



Figure 1.24: Public open space: Green Space at junction of Mund Street and North End Road

Street Hierarchy

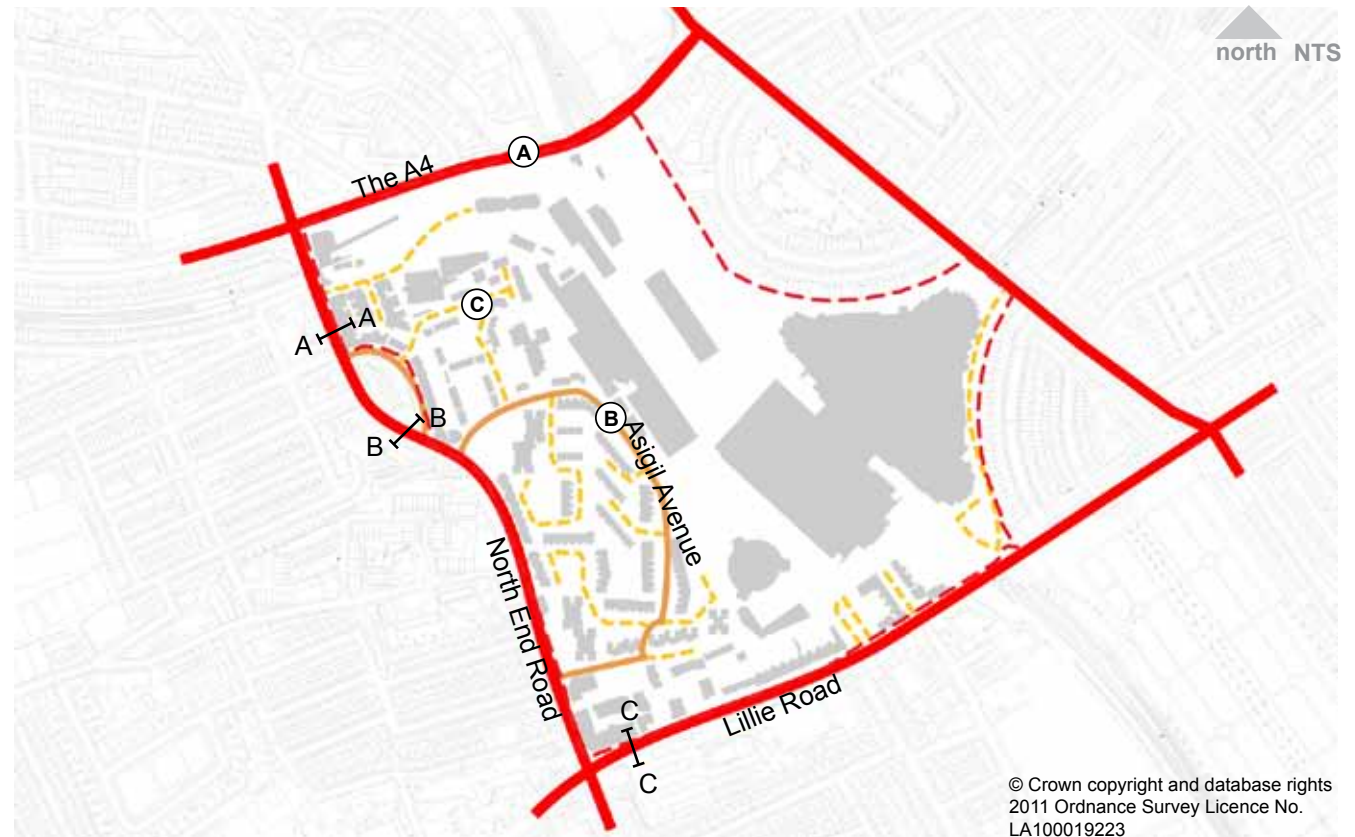


Figure 1.28: The street hierarchy in the Main Site character area (section references refer to street sections on page 10)

— Primary Streets
 — Secondary Streets
 — Tertiary Streets



Figure 1.25: The A4



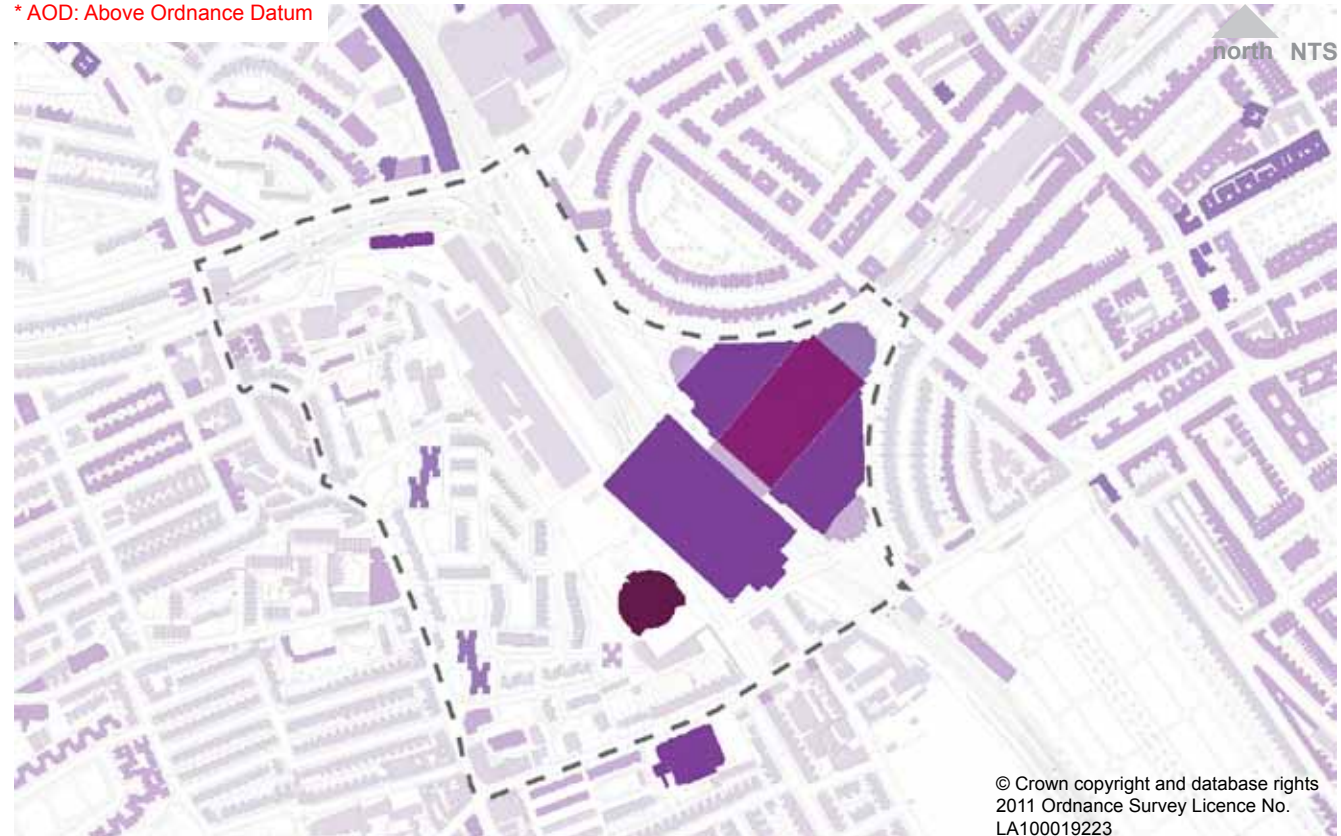
Figure 1.26: Asigil Avenue



Figure 1.27: Gibbs Green Close

Building Heights

* AOD: Above Ordnance Datum



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Figure 1.29: The building heights in and around the Main Site character area

Height AOD*	Approx. equivalent in modern storey heights	Color	Height (m)	Approximate Storeys
71- 100m	22-34 residential storeys 18-28 office storeys	Dark Purple	41-50m	12-15 residential storeys 10-12 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys	Medium Purple	31-40m	9-11 residential storeys 7-9 office storeys
51-60m	16-17 residential storeys 13-14 office storeys	Light Purple	21-30m	6-8 residential storeys 5-6 office storeys
		Very Light Purple	1-20m	up to 5 residential storeys up to 4 office storeys

1•19 **The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, the A4 has 4- 9 lanes of traffic and is, in places, up to 60m wide (back edge of footway to back edge of footway). The eastern section of this road is elevated as it passes over the railway. In contrast, North End Road, another Primary Street, is fronted onto directly by mixed use premises and consists of only 2 lanes of traffic. It is typically only 15m wide. Lillie Road is predominantly residential, consists of 2 lanes of traffic and is typically 13 to 16m wide.

1•20 **Secondary Streets** such as Asigil Avenue form the main circulation routes around the estates, connecting them to the primary streets. They are predominantly residential. Typical widths range from about 6m to 9m. However, they can feel wider as a result of in curtilage parking.

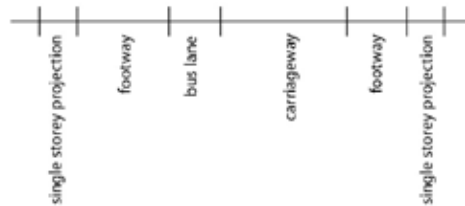
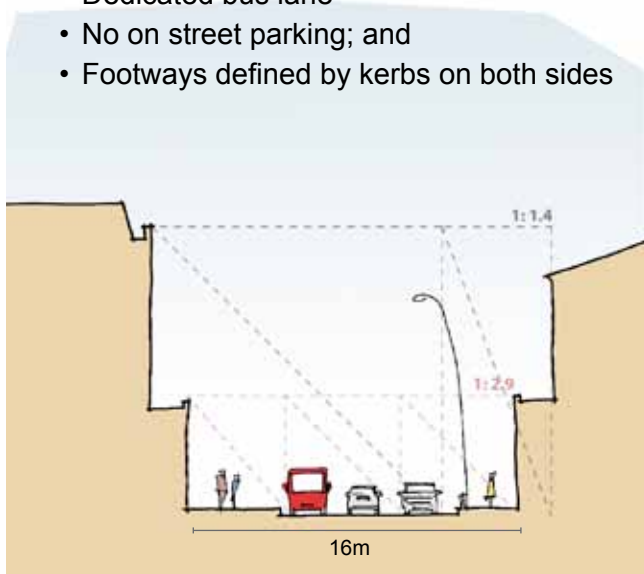
1•21 **The Tertiary streets** lead into and around the council estates/ exhibition centres. They do not form traditional street grids and often do not connect to the rest of the network. A typical example is Gibbs Green Close, which is approximately 8.5m wide.

1•22 There are significant numbers of 2 to 4 Storey houses on the estates. The apartment blocks range in height from 4 to 11 Storeys. The tallest buildings on the site are office buildings; Ashfield House is 9 storeys and the Empress State building is 33 storeys. Earls Court 1 is the equivalent of 18 residential storeys tall and Earls Court 2 is the equivalent of 12 residential storeys.

Streets

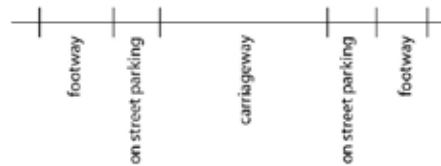
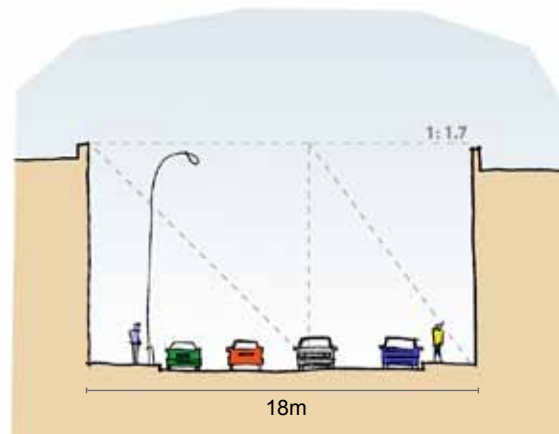
1•23 Primary Street: North End Road (northern part)

- Street enclosure ratios of 1:1.4 / 1:2.9;
- Width (building front to building front) of 16m
- Mixed use street;
- 2 lanes of traffic in carriageway;
- Dedicated bus lane
- No on street parking; and
- Footways defined by kerbs on both sides



1•24 Primary Street: North End Road (southern part)

- Street enclosure ratio of 1:1.7;
- Width (building front to building front) of 18m
- Mixed use street;
- 2 lanes of traffic in carriageway;
- In line on street parking on both sides of the carriageway; and
- Footways defined by kerbs on both sides.



1•25 Primary Street: Lillie Road

- Street enclosure ratio of 1:1.25;
- Width (building front to building front) of 22m
- Mixed use street;
- Dedicated cycle lanes on both sides of the street;
- No on street parking; and
- Footways defined by kerbs on both sides

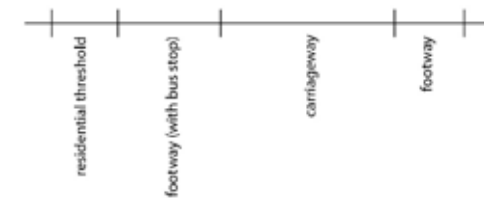
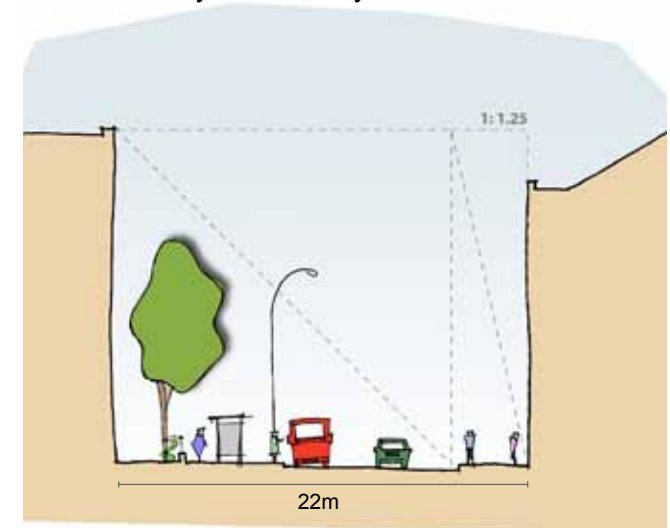


Figure 1.30: Section AA: North End Road

Figure 1.31: Section BB: North End Road

Figure 1.32: Section : Lillie Road

Public Realm Quality

1•26 Poor Examples

- Lack of definition between public and private spaces in the housing estates created by poor boundaries and gardens backing onto public spaces and footpaths;
- Shabby, ill defined public open spaces around the bases of buildings; and
- A footbridge across the railway with no destination

1•27 Good Examples:

- Wide uncluttered pavements on the western side of North End Road; and
- The mature trees along the eastern side of North End Road.



Figure 1.33: Rear gardens backing onto public open space



Figure 1.34: Footbridge across the railway



Figure 1.35: Wide footways on North End Road



Figure 1.36: Mature trees on North End Road

Urban Design Observations

1•28 There are a number of lessons to be learnt from the design and layout of the housing estates that currently exist on the main site. Those that should be avoided include the following:



Figure 1.37: Poorly integrated with the surrounding area



Figure 1.38: Discontinuous internal roads



Figure 1.39: Layout that discourages pedestrians



Figure 1.40: Poor quality, incidental open space



Figure 1.41: Reduced natural surveillance



Figure 1.42: 16% of the properties on the two estates are currently overcrowded. 29.8% of the premises are under occupied

Heritage Assets: Conservation Areas and Listed Buildings

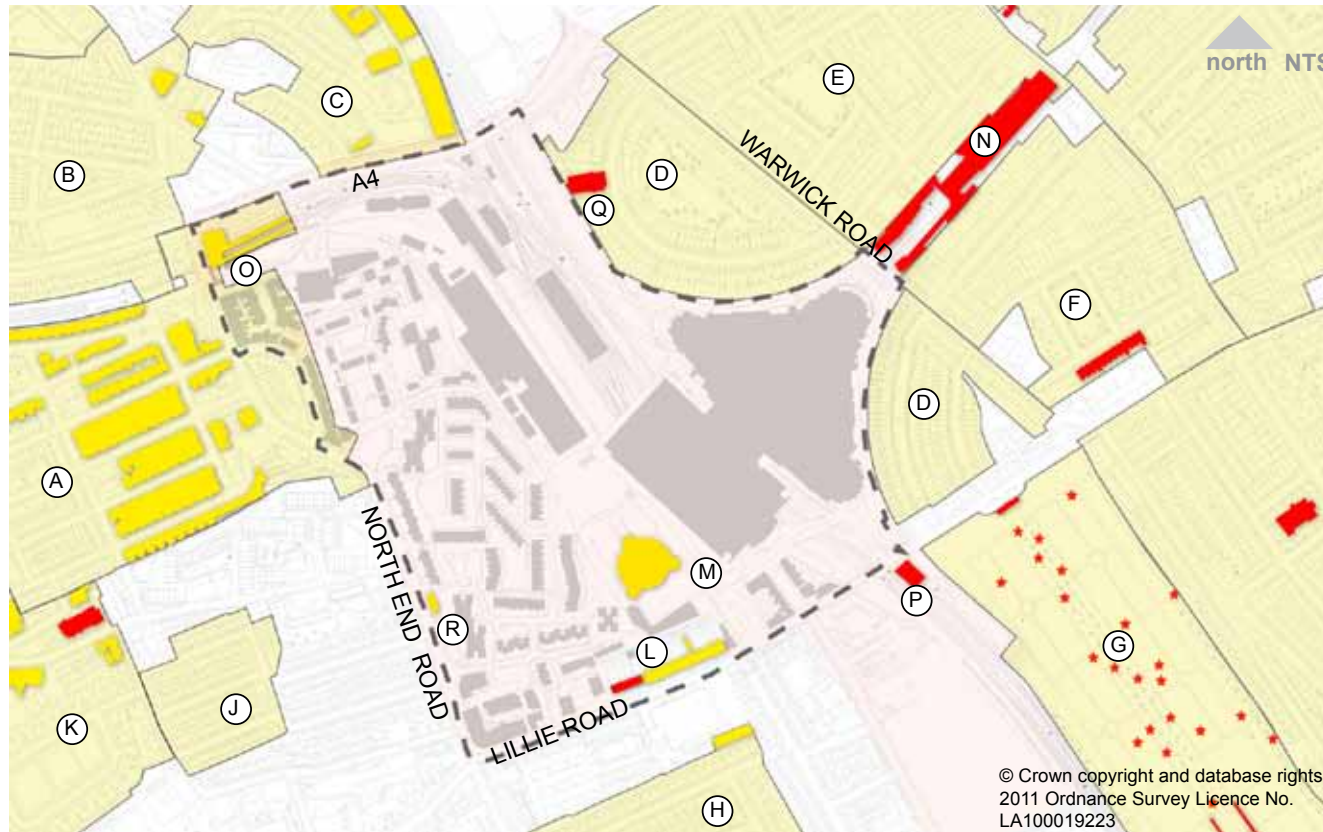


Figure 1.43: Heritage Assets in and around the Main Site character area [updated]

- The Opportunity Area
- The Main Site character area
- Conservation areas
- Locally listed buildings (buildings of merit)
- Listed buildings
- Brompton Cemetery monuments

1•29 The only **conservation area** within the main site character area is part of:

- Ⓐ Barons Court Conservation Area.

1•30 The Main Site is also in the immediate vicinity of:

- Ⓑ The Gunter Estate Conservation Area;
- Ⓒ Olympia and Avonmore Conservation Area;
- Ⓓ Philbeach Conservation Area;
- Ⓔ Nevern Square Conservation Area;
- Ⓕ Earl's Court Square Conservation Area;
- Ⓖ Brompton Cemetery;
- Ⓗ Sedlescombe Conservation Area;
- Ⓙ Turnville / Chesson Conservation Area; and
- Ⓚ Queens Club Conservation Area

1•31 There is a number of listed buildings and buildings of merit in and around the Main Site character area. Those with the most immediate relationship include:

- Ⓛ Terraced town houses on Lillie Road;
- Ⓜ Empress State Building;
- Ⓝ Earl's Court Underground station;
- Ⓞ West Kensington Underground Station / the Famous Three Kings Pub;
- Ⓟ West Brompton Underground Station;
- Ⓠ St Cuthbert's Church; and
- Ⓡ The Seven Stars Pub.

Heritage Assets: Notable Buildings

1•32 **Notable Buildings:** In addition to the listed buildings and buildings of merit, there are buildings that are notable for either their architecture or unique functions. Of particular note are Earls Court 1 and 2, the depot building, marshalling yard and Ashfield House.



Figure 1.44: The Exhibition Centres



Figure 1.45: The main site character area as viewed from the Ark Building

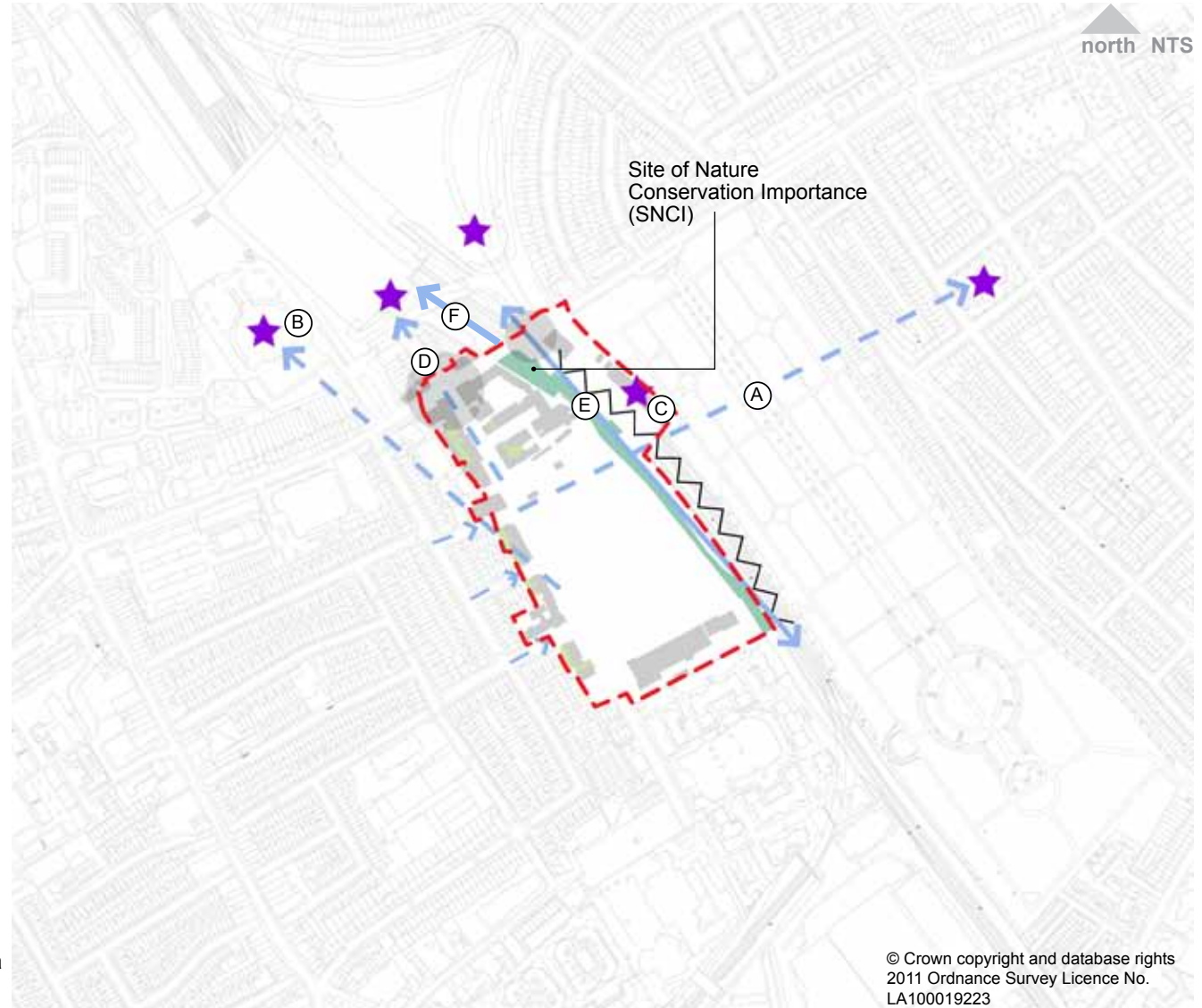
Seagrave Road

Urban Structure



Figure 1.46: The location of the Seagrave Road character area

1•33 The Seagrave Road character area is found within the southern part of the proposed OA in the London Borough of Hammersmith and Fulham. It includes Seagrave Road car park and the urban fabric immediately surrounding it.



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- - - Character area
- Public Open space
- Private open space
- Semi-private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ⚡ Barriers to movement
- Significant nodes

Figure 1.47: The urban structure of the Seagrave Road character area

* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Landmarks, Views and Vistas

1•34 As this area is dominated by the Seagrave Road car park, there is little existing urban grain to discuss. However, it is worth noting the significant barrier to movement presented by the railway line.

1•35 The surrounding street pattern is dominated by east- west routes that run perpendicular to Seagrave Road.

1•36 Although this is a small character area, it has a number of significant views of landmark buildings, each offering place making potential for any future development. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.48: Distant Landmark: view towards St. Luke's Church and the mature trees along edge of the cemetery, viewed from the car park.



Figure 1.49: Distant Landmark: the Empress State Building



Figure 1.50: Distant Landmark: depot building



Figure 1.51: Distant Landmarks: views of Earl's Court 1 and 2



Figure 1.52: Distant Landmarks: view of Earl's Court 1 from Seagrave Road car park



Figure 1.53: Distant Landmarks: view of Earl's Court 2 from Lillie Road railway bridge

Land Uses

1•37 The area is dominated by an overspill car park for the Earl's Court Exhibition Centres. To the north there is also some residential buildings. There is also two pubs, an ambulance station, a glass blowing factory and a gallery.

Residential Typologies

- 1•38 **Notable Buildings:** In addition to the listed buildings and buildings of merit, there are buildings that are notable for either their architecture or unique functions. In the Seagrave Road character area these include the glass blowing premises, the ambulance station and the Atlas Pub.
- 1•39 **Residential Typologies:** The majority of the built form around the Seagrave Road character area is made up of terraced town houses and blocks of flats.
- **Town Houses (2-3.5 storeys):** This typology always fronts onto active streets. The houses tend to have small set backs from the back edge of the footway, typically bordered with iron railings. In many cases they have raised ground floors. The vast majority of town houses in this character area are terraced with a regular rhythm and strong vertical emphasis.
 - **Blocks of flats (4 storeys):** This typology tends to be used to fill in gaps in the existing urban grain. Often they lack active frontages because they do not have enough doors and windows onto the street. They may have a vertical or horizontal emphasis.



Figures 1.54, 1.55 and 1.56: Houses on Seagrave Road



Figure 1.57: Houses on Rickett Street



Figures 1.58 and 1.59: Blocks of flats on Seagrave Road



Figure 1.60: Block of flats on Lillie Road

Urban Blocks

1•40 The **terraces of town houses** that front onto Seagrave Road carpark demonstrate many of the positive urban characteristics that are observable in the OA's surroundings. They create orthogonal grids that ensure public, active frontages onto streets and public realm. In the centre of the blocks are private rear gardens that are secure.

1•41 Although the blocks of flats fronting onto Seagrave Road are incongruous in terms of architectural style, they largely observe the same urban block structure.

1•42 The existing town houses on Seagrave Road have very strong, consistent build lines created by the railings that border the residential threshold space. Other town houses in the area create strong consistent building lines with the building right up against the back edge of the footway.



Figure 1.61: Typical block structure created by terraced town houses and blocks of flats

Open Spaces

1•43 In terms of green space, there is a SNCI (designated a Site of Borough Importance Grade I) that runs adjacent to the railway line. This is made up of undisturbed vegetation containing tall herb and sycamore woodland. Although it offers some visual amenity, public access is restricted.



Fig 1.62: The Site of Nature Conservation Importance

Street Hierarchy

- 1•44 **The Primary Streets** define the area and connect it with the wider city. There is only one primary street in this area; Lillie Road/Old Brompton Road. This street is predominantly residential, with a number of other uses at ground floor. It consists of 2 lanes of traffic and is typically 13 to 16m wide (back edge of footway to back edge of footway).
- 1•45 **Secondary Streets** such as Merrington Road subdivide the area. They are predominantly residential. Typical widths range are about 9m.
- 1•46 **Tertiary streets** are for local movement only, and often end in dead ends. In this area is a cul-de-sac called Ricket Street. It is predominantly residential, although it does lead to the glass blowing premises. It is approximately 11m in width.



Figure 1.63: The street hierarchy in the Seagrave Road character area (Section references refer to street sections on page 20)

— Primary Streets
 — Secondary Streets
 — Tertiary Streets



Figure 1.64: Old Brompton Road



Figure 1.65: Merrington Road



Figure 1.66: Ricket Street

Building Heights

* AOD: Above Ordnance Datum

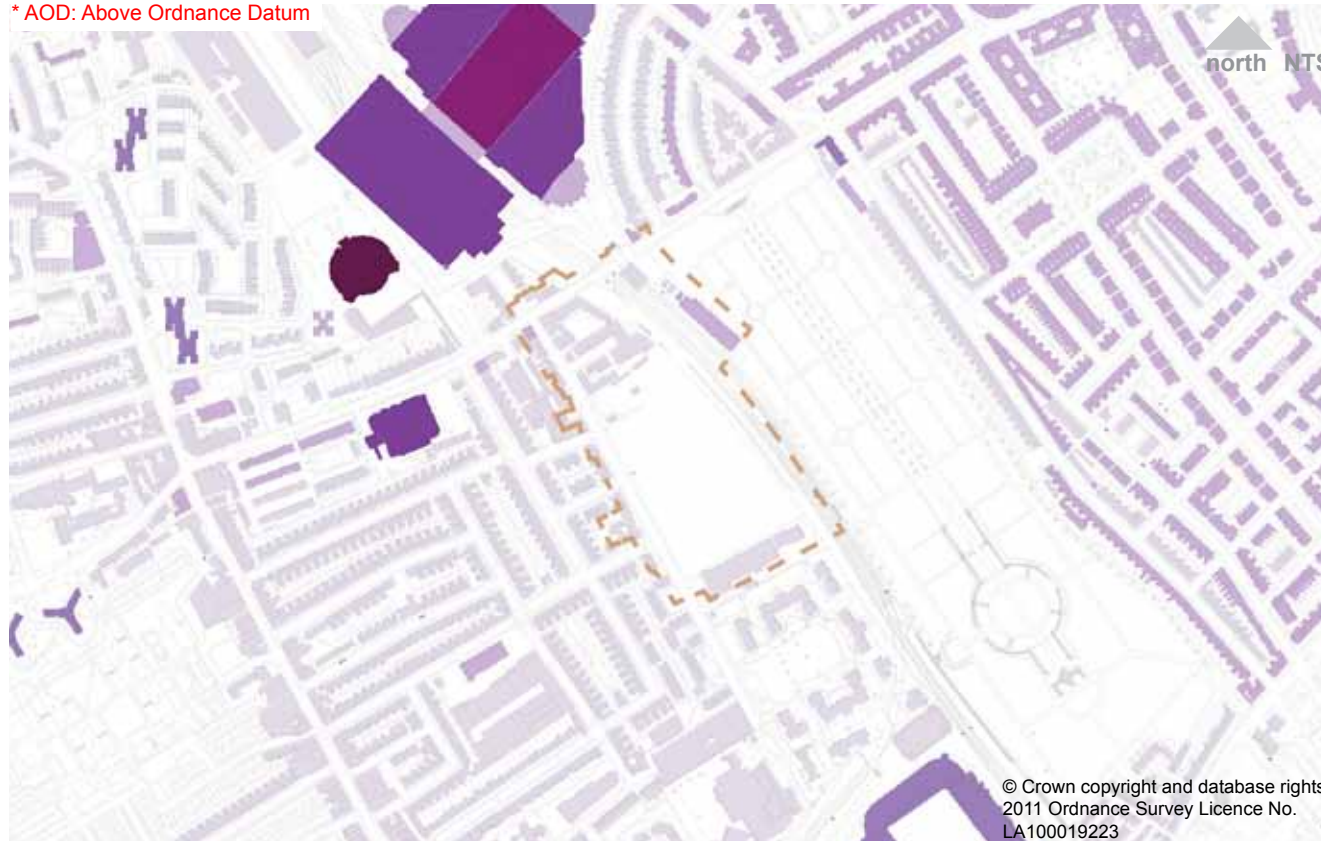


Figure 1.67: The building heights in the Seagrave Road character area

Height AOD*	Approx. equivalent in modern storey heights	Color	Height (m)	Storeys
71- 100m	22-34 residential storeys 18-28 office storeys	Dark Purple	41-50m	12-15 residential storeys 10-12 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys	Medium Purple	31-40m	9-11 residential storeys 7-9 office storeys
51-60m	16-17 residential storeys 13-14 office storeys	Light Purple	21-30m	6-8 residential storeys 5-6 office storeys
		Very Light Purple	1-20m	up to 5 residential storeys up to 4 office storeys

1•47 In general the buildings in this area are between 2 and 4 storeys tall.



Figure 1.68: 2 storey ambulance station



Figure 1.69: The 3.5 storey town houses



Figure 1.70: 4 storey apartment blocks

Typical Streets

1•48 Secondary Street: Seagrave Road

- Street enclosure ratio of 1:1.3;
- Width (building front to building front) of 15m
- Mixed use street;
- In line, on street parking on one side of the street only;
- Footways defined by kerbs on both sides of the streets.

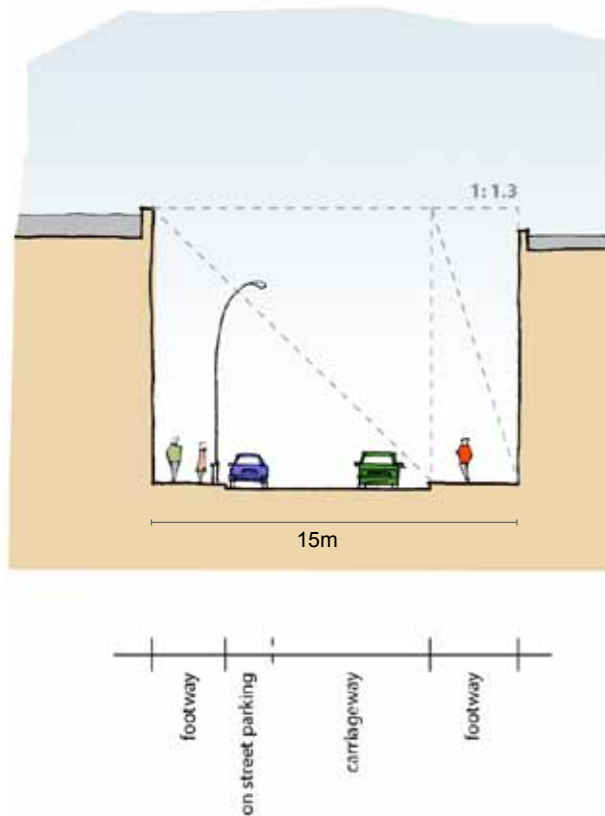


Figure 1.71: Section AA: Seagrave Road

Public Realm Quality

1•49 Poor Examples

- Lillie Road has very narrow footways
- Rickett Street fizzles out into a cul-de-sac
- Railings form the boundary to the car park and Seagrave Road street edge
- The boundary treatments to Lillie Road Bridge are poor, incorporating fly posting and barbed wire which compromise visual quality.



Figure 1.72: Narrow footways on Lillie Road



Figure 1.73: Rickett Street cul-de-sac



Figure 1.74: Railings on Seagrave Road



Figure 1.75: Poor boundary treatments on Lillie Bridge Road

Urban Design Observations

1•50 Analysis of the Seagrave Road character area has resulted in the following design principles:

- street grids should be orthogonal with an east- west emphasis;
- residential buildings should have a clear distinction between their public fronts and private backs;
- small residential threshold spaces should be used to ensure sufficient privacy for ground floor residential accommodation;
- strong, consistent build lines should be used;
- mixed use buildings can be successful when located within walking distance of a tube station;
- footways should be generous and unobstructed;
- dead end streets should be avoided;
- private parking courts should be avoided; and
- blank frontages and poor boundary treatments should be avoided.

Heritage Assets: Conservation Areas and Listed Buildings

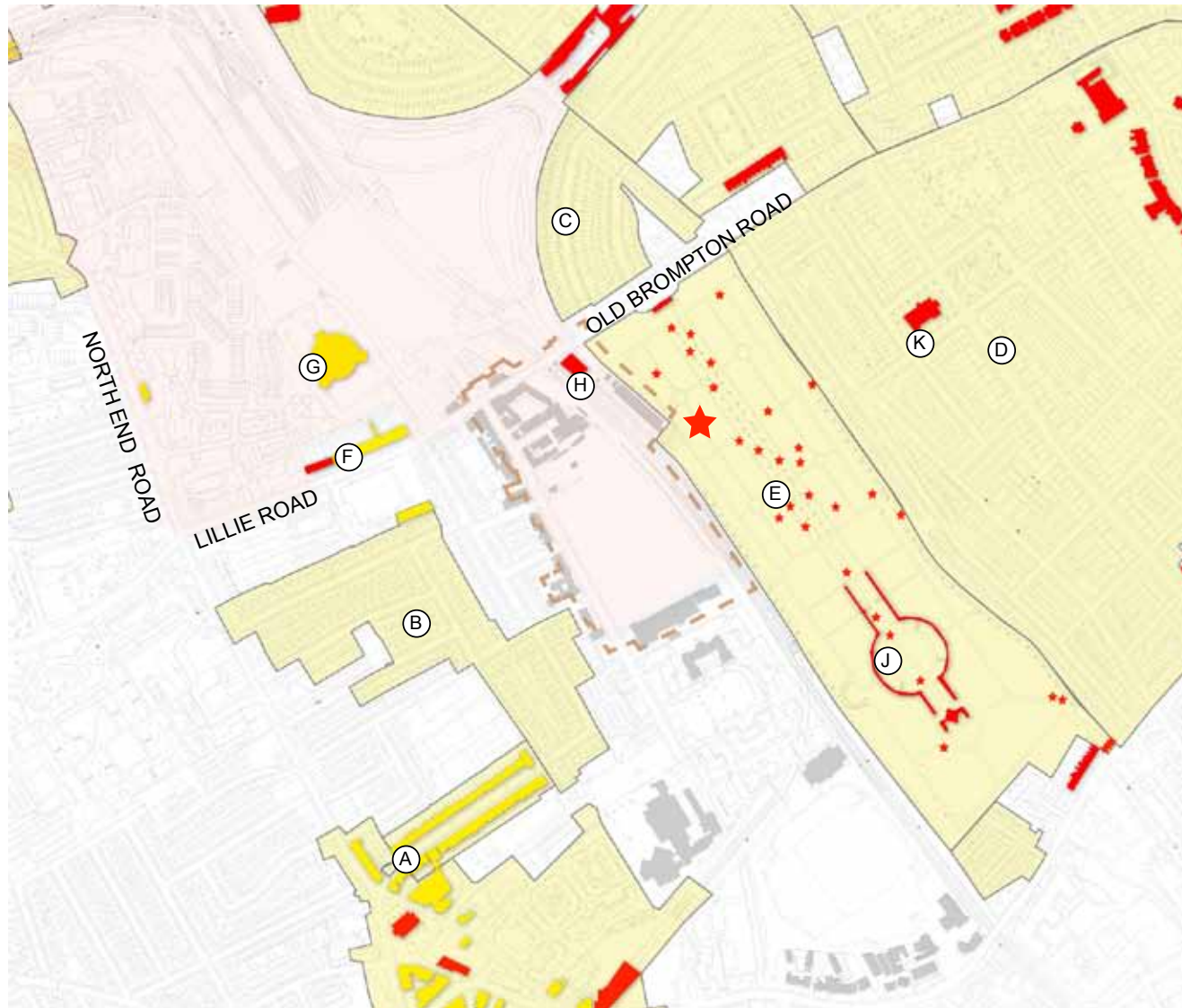


Figure 1.76: Heritage Assets in and around the Seagrave Road character area [updated]







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1•51 Although there are no conservation areas within the Seagrave Road character area, it is in the immediate vicinity of:

- (A) Walham Grove Conservation Area
- (B) The Sedlescombe Conservation Area;
- (C) Philbeach Conservation Area;
- (D) The Boltons Conservation Area; and
- (E) The Brompton Cemetery Conservation Area

1•52 There is also a number of listed buildings and buildings of merit in and around the Seagrave Road character area. Those with the most immediate relationship include:

- (F) Terraced town houses on Lillie Road;
- (G) Empress State Building;
- (H) West Brompton Underground Station;
- (J) The listed buildings and monuments in Brompton Cemetery; and
- (K) St Luke's Church.

-  The Opportunity Area
-  The Seagrave Road character area
-  Conservation areas
-  Locally listed buildings (buildings of merit)
-  Listed Buildings
-  Brompton Cemetery monuments

Fulham

Urban Structure



Figure 1.77: The location of the Fulham character area

1•53 This character area is found to the south of the OA in the London Borough of Hammersmith and Fulham. It includes three conservation areas, Fulham Town Centre, the North End Road Street Market and Stamford Bridge football stadium.

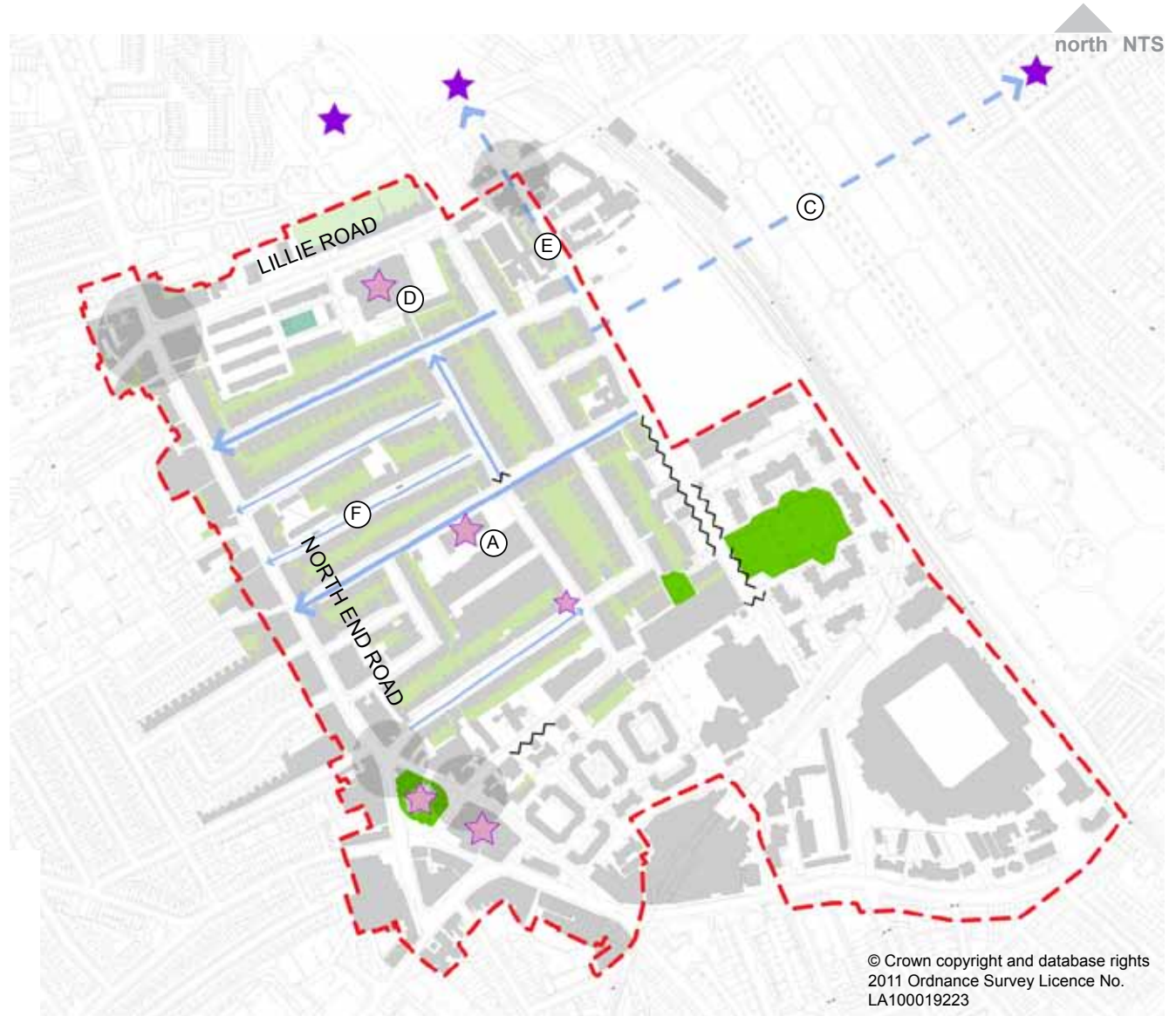


Figure 1.78: The urban structure of the Fulham character area

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- - - Character area
- Public Open space
- Private open space
- Semi-private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ∨ Barriers to movement
- Significant nodes

* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Landmarks, Views and Vistas

1•54 The urban grain in the Fulham character area consists of an irregular street grid dominated by east-west terraces running perpendicular to North End Road. This creates a generally permeable and legible structure. However, towards the south, the grid is broken up by large mansion blocks set in pedestrianised streets, apartment blocks set in opens space and pedestrianised housing estates. These tend to create barriers to movement and blank facade. They also blurs the distinction between private and public space that is very clear in the more traditional streets.

1•55 The most common urban blocks are those created by the terraces that front onto the east- west streets. In the centres of these blocks are 'back- to- back' private rear gardens. Typically, the blocks are between 40 and 50m wide and 230 to 240m long. They contain up to 40 houses in unbroken terraces.

1•56 Strong views down the east- west streets emphasise the legibility of the area and local landmark structures within the urban grain, including Fulham Primary School and the Harwood Arms pub all aid navigation. Distant landmark buildings outside the character area itself, including the Empress State Building, Exhibition Centres and St. Luke's Church all contribute to the skyline. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.79: Local Landmark: Fulham School stands out from the typical urban grain thanks to its corner plot position and relative height.



Figure 1.80: Local Landmark: The Harwood Arms pub

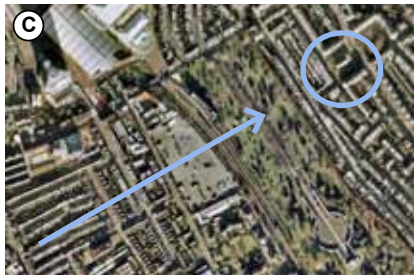


Figure 1.81: Distant Landmark: St. Luke's church spire



Figure 1.82: Distant Landmark: Empress Building and Ibis Hotel



Figure 1.83: Distant Landmark: Earl's Court 2



Figure 1.84: Well enclosed view: Anslern Road

F

Land Uses

1•57 Main Uses: The area is primarily residential. Fulham Town Centre, focused around North End Road and Fulham Broadway contains retail and other A1, A2 and A3 uses. These active uses are particularly clustered around the Fulham Island junction and the junction with Lillie Road. The North End Road Street Market is also found on this stretch of North End Road.

1•58 Other Uses:

- Commercial: Farm Lane Trading Estate
Hotel Ibis and Hotel Lilly London
Warehouse/ factory/ depot
- Education: Fulham Primary School
London Oratory School
London Film Academy
- Health: Ambulance station
- Transport: West Brompton Tube Station
- Worship: St. John's Church
- Community: Farm Lane care home
Age Concern day centre

Residential Typologies

1•59 The majority of the built form in the Fulham character area consists of low rise terraced houses and town houses. There are also examples of mansion blocks, block of apartments and in fill buildings.

- **Low Rise Terraces (2- 2.5 storeys):** These houses always front onto active streets. They have small front gardens which are typically bordered by railings on low walls. These create strong build lines, especially when experienced by pedestrians on the footways. The build line is strengthened further by the regular rhythm in the building elevations created by continuous linear runs and repeated facade details.
- **Town Houses (3-3.5 storeys):** These also front onto active streets and also have small front gardens, typically bordered with railings. They also create strong, unbroken building lines. Their sense of scale is grander than the low rise terraces, in many cases as a result of an extra storey in height or a raised ground floor. The majority of town houses in this area are terraced, but some are paired. These arrangements create different rhythms, but both are equally well defined.
- Other notable residential typologies include flats over retail (3- 4 storeys), mansion blocks (5- 6 storeys), the Peabody Estate (5-6 storeys), apartment blocks (5-6 storeys) and infill buildings (3- 4.5 storeys).



Figures 1.85 and 1.86: Low rise terraces in the area



Figure 1.87: An example of an infill block in the area



Figure 1.88: Town houses in the area



Figure 1.89: Mansion blocks in the area



Figure 1.90: The Peabody Estate

Urban Blocks

- 1•60 **The Low Rise Terraces** observe a 'back to back' arrangement. Long terraces on line the block, with private back gardens in between them. This creates clear differentiation between the public fronts of the blocks that address the streets and their private rears. As a result, the houses offer good natural surveillance of the public realm and access to the private open spaces at the centre of the block can be very tightly controlled.
- 1•61 **The Peabody Estate** is made up of 4 linear blocks of flats. The most northerly block addresses the street and offers some natural surveillance. However, as it is behind a low wall and high hedge it does not have as strong a relationship with the street as the terraced houses do. It contributes very little to the vibrancy and animation of the street. The blocks are set within a hard surfaced area, with no green open space and the flats do not have balconies, so there is very little amenity value.
- 1•62 The **Mansion Blocks** to the south of the character area are set within private streets. As a result, they lack activity and vibrancy and disrupt the traditional urban grain of the area, blocking north - south movement. Each mansion block is arranged around a landscaped, communal internal courtyard, offering some amenity value.
- 1•63 **The apartment blocks at Brompton Park** form a 'gated community' that turns its back on the traditional street layout of the area. Only residents are permitted into the streets that serve the buildings. The street layout relies on car parking courts and many of the buildings themselves are served by footpaths only. Unlike the other urban blocks in this character area Brompton Park does not have a strong or consistent building line because its layout is so disjointed.

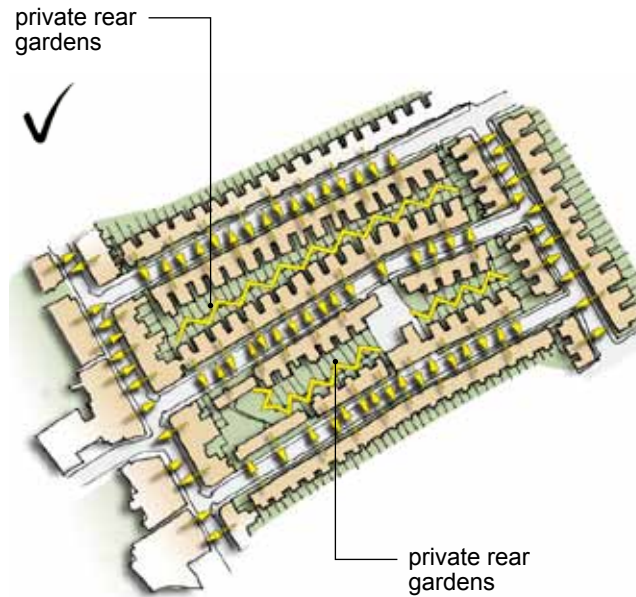


Figure 1.91: Typical block structure created by terraced houses

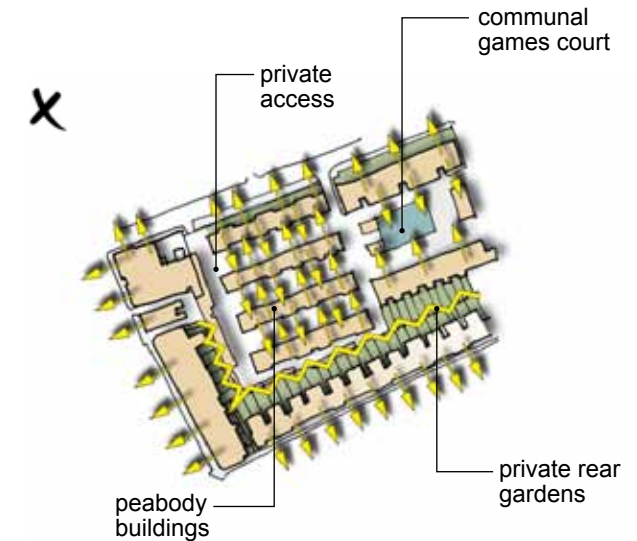


Figure 1.92: Typical block structure created by the Peabody Estate

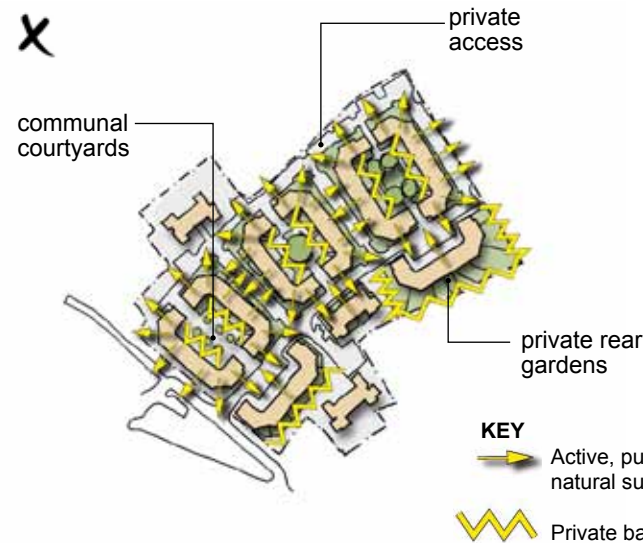


Figure 1.93: Typical block structure created by mansion blocks

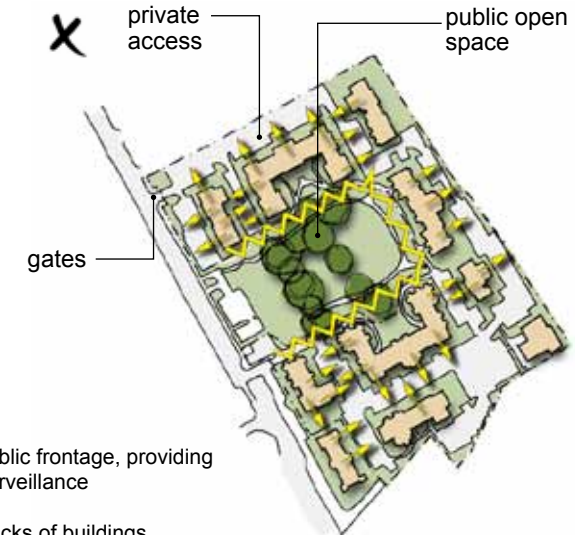


Figure 1.94: Typical block structure created by Brompton Park Apartment blocks

Open Spaces

- 1•64 The majority of the open space in this character area consists of private rear gardens within blocks of terraced houses, like those described on the preceding page. In general however, they are hidden behind high walls and fences and therefore offer very little visual amenity to the public realm. Typical gardens are 5-10m long and 5m wide.
- 1•65 There are also some semi private open spaces within less traditional urban blocks. For example, at Beaufort Court, a recent apartment block development, there is a well overlooked asphalt ball court for the use of residents only.
- 1•66 Within the pedestrianised estates that were built in the latter half of the 20th Century, to the southern end of Seagrave Road, there are incidental or 'left over' green spaces. These are under used because they lack definition and clear function and are poorly overlooked and integrated into the urban grain.
- 1•67 There is very little publicly accessible open space in this character area. The main areas are St. John's Churchyard and Brompton Park. St. John's Church Yard is a hard landscaped space that has recently undergone public realm improvements. It offers opportunities for sitting and relaxing, and has the potential for some informal play by younger children. Brompton Park is an area of open grass at the heart of a late 20th Century apartment complex (described on the previous page). However, this open space does not conform to today's urban design best practice.



Figure 1.95: Private rear gardens in the Fulham character area



Figure 1.97: Incidental, under used open space



Figure 1.96: Semi private ball court in Beaufort Court



Figure 1.98: St John's Church Yard

Lessons from the Past: Brompton Park

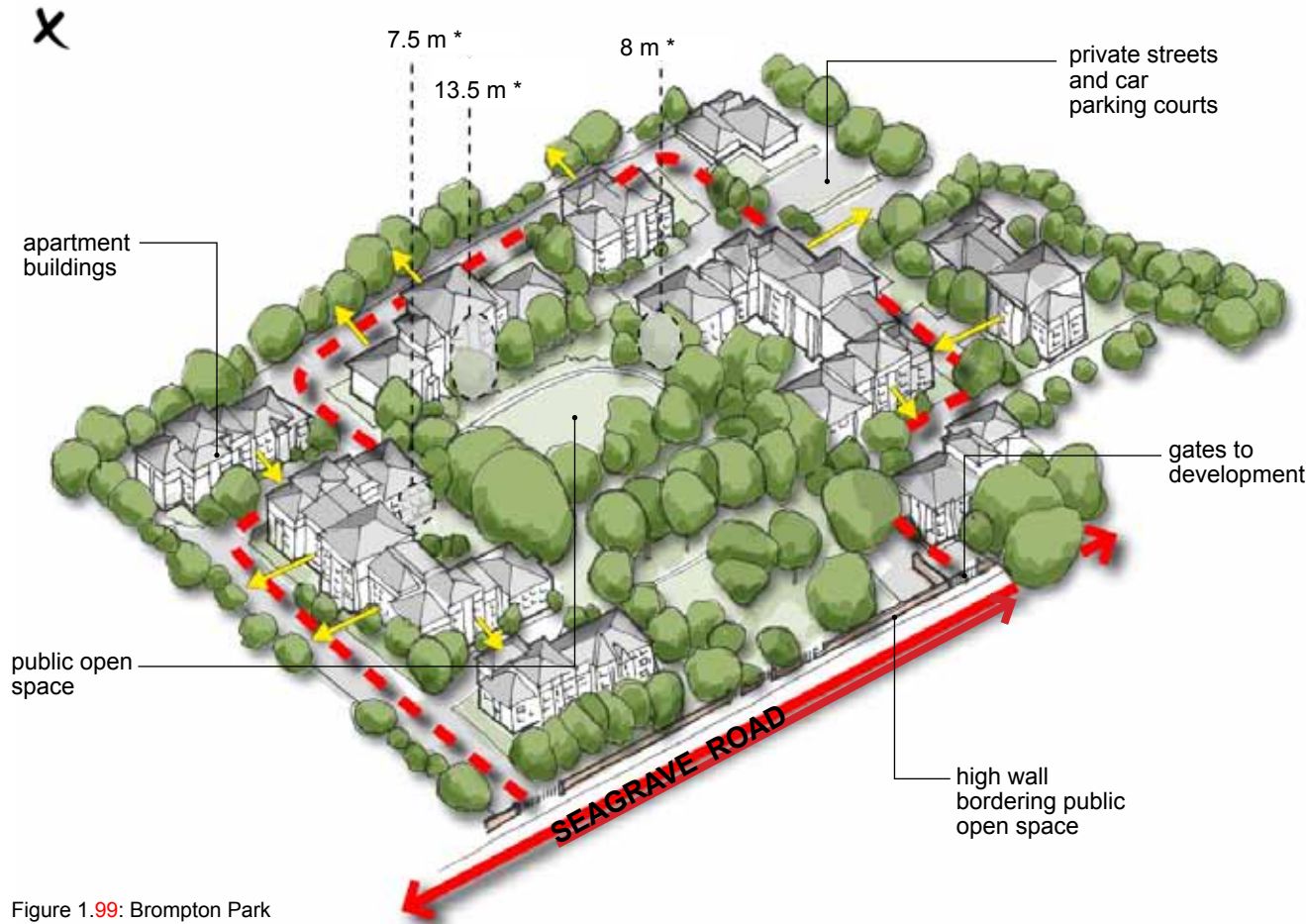


Figure 1.99: Brompton Park
*: Above Ground Level

1•68 The apartment blocks and public open space that make up Brompton Park do not follow the same successful urban structure as the more traditional streets in the character areas. Instead of fronting onto streets and public realm, the buildings front onto private, gated streets that are only accessible to the inhabitants of the apartments. As a result, the whole area is devoid of activity and does not feel fully integrated with the surrounding community.

1•69 The public open space at the centre of the apartment blocks does not display the same design principles as the traditional garden squares in the surrounding areas. Rather than being surrounded by public streets and therefore forming an integral part of the public realm, the open space is segregated from the neighbouring Seagrave Road. Indeed, the open space is not even visible from the public realm as a result of the high wall that borders it. Furthermore, the apartment blocks face away from the open space, and as a result it has very little natural surveillance, and there is evidence of anti social behaviour. As a result of all of the above, it feels like a private space.



Figures 1.100 to 1.104: Brompton Park

Street Hierarchy

- 1•70 The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, Lillie Road is predominantly residential, with small mixed use clusters. It consists of 2 lanes of traffic and is typically 13 to 16m wide (back edge of footway to back edge of footway). In contrast, this part of North End Road is lined by mixed use premises on both sides and accommodates a bustling street market. It consists of 2 lanes of traffic and is typically 15m wide.
- 1•71 Secondary Streets** such as Ongar Road subdivide the area and are predominantly lined by residential terraces. Typical widths range from 12- 15m.
- 1•72 The Tertiary Streets** in this area include mews streets, private streets and pedestrian only links. The only traditional mews street is Walham Yard, which has been gated. It is approximately 5m wide. Private streets, such as Brompton Park Crescent allow residents access to gated developments. Brompton Park Crescent is dominated by parallel parking and is up to 18m wide.



Figure 1.105: The street hierarchy in the Fulham character area (section references refer to street sections on pages 31 and 32)

- Primary Streets
- Secondary Streets
- Tertiary Streets



Figure 1.106: Primary Street: Lillie Road



Figure 1.107: Secondary Street: Halford Road



Figure 1.108: Tertiary Street: The gated entrance to Walham Yard

Building Heights



Figure 1.109: The building heights in the Fulham character area

Height AOD*	Approx. equivalent in modern storey heights	Color	Height (m)	Storey Equivalents
71- 100m	22-34 residential storeys 18-28 office storeys	Dark Purple	41-50m	12-15 residential storeys 10-12 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys	Medium Purple	31-40m	9-11 residential storeys 7-9 office storeys
51-60m	16-17 residential storeys 13-14 office storeys	Light Purple	21-30m	6-8 residential storeys 5-6 office storeys
		Very Light Purple	1-20m	up to 5 residential storeys up to 4 office storeys

* AOD: Above Ordnance Datum

1.73 The majority of building heights in the Fulham character area are between 2 and 4 storeys. However, there is also a number of taller apartment buildings and mansion blocks that tend to be between 4 and 6 storeys in height. The tallest building in the area is the 12 storey Ibis Hotel.



Figure 1.110: 2 storey houses



Figure 1.111: The 6 storey Brompton Park apartment buildings



Figure 1.112: The impact of the 12 storey Ibis Hotel (and 33 storey Empress State building behind)

Roofscapes

1•74 As with the majority of the character areas surrounding the OA, the residential buildings that form the majority of the built fabric in the Fulham character area have predominantly consistent roofscapes. These tend to be made up of long terraces with unbroken roofscapes. In some cases these unbroken roofscapes feature simple parapet lines above which nothing is visible, others are more articulated with a regular rhythm of architectural details like gable walls. In general, within the predominantly residential areas, instead of changing within terraces, variety in the roofscapes is introduced between urban blocks.

1•75 However, because there is a greater variety in land uses in this character area than many of the others, there is also more notable variation in roofscapes. In many places individual buildings have a different style of roofscape from the rest of the terrace in which they site. This tends to denote a special function like Artsits studios, a school or warehouse or it punctuates the end of the terrace.

1•76 Other terraces are even more varied with little consistency between different buildings. Terraces with this level of variety tend to signify destination streets lined with shops, cafes and other non residential uses. This is very rare in this part of West London and should only be considered for the OA to signify exceptional, unique locations.



strong, consistent parapet line with nothing visible above it



unbroken roofscape with a regular rhythm of gable walls



roofscape only changes in style to punctuate end of terrace



roofscape varies to signify special function (artists' studios)



roofscape varied to signify special function (school)



roofscape varied to signify special function (warehouse)



unusual amount of variation within the roofscape of one terrace

Figures 1.113 to 1.119: the typical roofscapes in the area

Streets

1•77 Primary Street: Lillie Road

- Street enclosure ratios of 1:1.9 and 1:3.2;
- Width (building front to building front) of 27m;
- Mixed use street;
- Blank facade on hotel;
- 2 lanes of traffic in carriageway;
- Footways defined by kerbs on both sides; and
- Cycle lane marked on both sides of highway

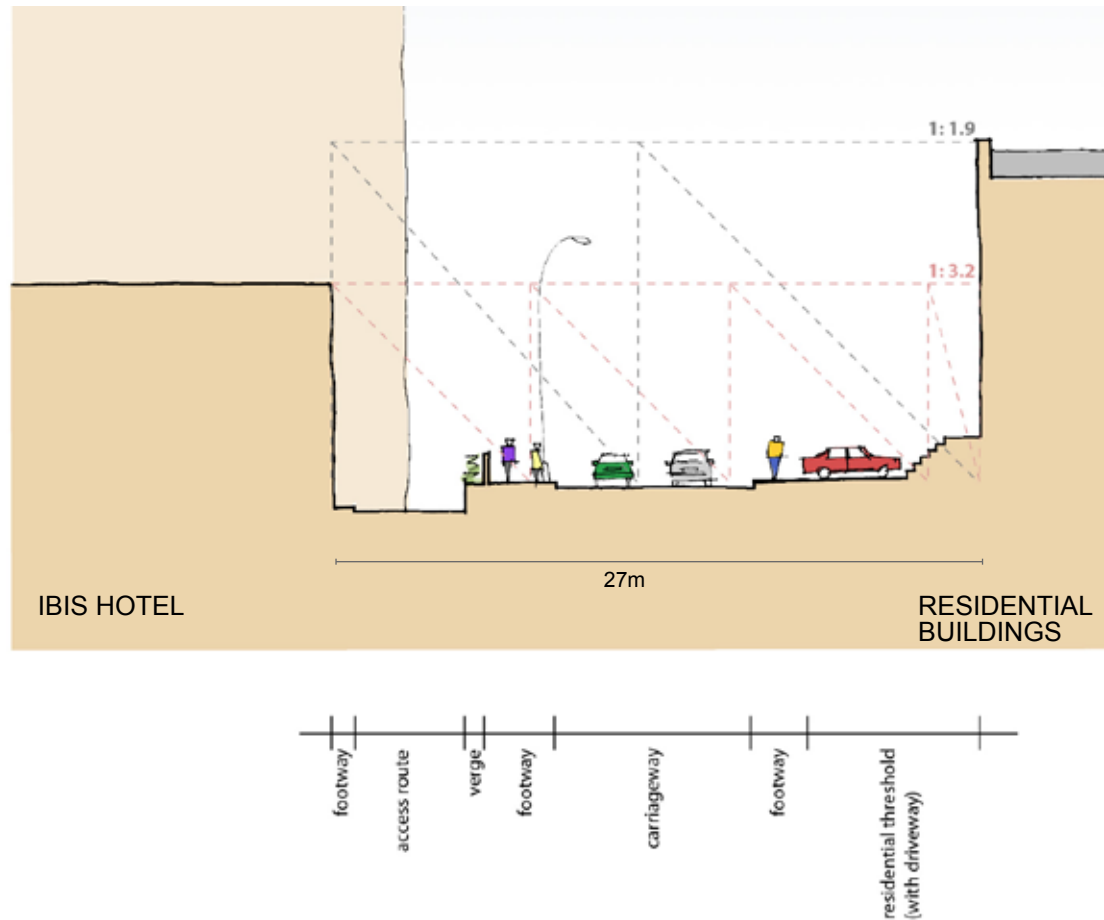


Figure 1.120: Section AA through Primary Street: Lillie Road

1•78 Secondary Street: Tamworth Road:

- Street enclosure ratio: 1:1.8;
- Width (building front to building front) of 17m;
- 2 lanes of traffic in carriageway;
- In line on street parking on both sides of the carriageway;
- Footways defined by kerbs on both sides; and
- Horizontal deflection traffic calming.

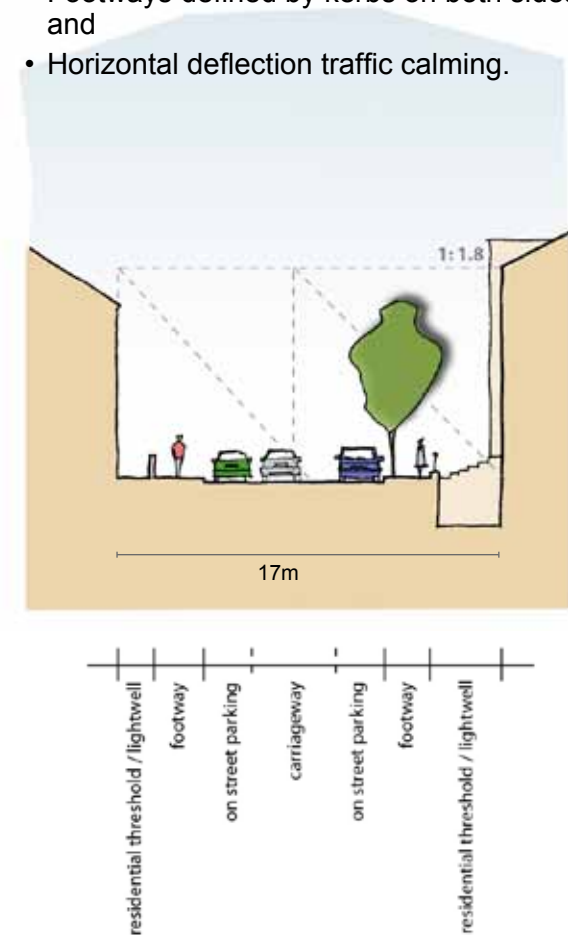


Figure 1.121: Section BB through Secondary Street: Tamworth Road

Public Realm Quality

1•79 Tertiary Street: Walham Yard:

- Street enclosure ratio: 1:1.0.8;
- Width (building front to building front) of 6m;
- Gated mews streets - only accessible to residents;
- Fronted by garages, therefore lacking active frontage; and
- Shared surface street - no differentiation between carriageway and footway.

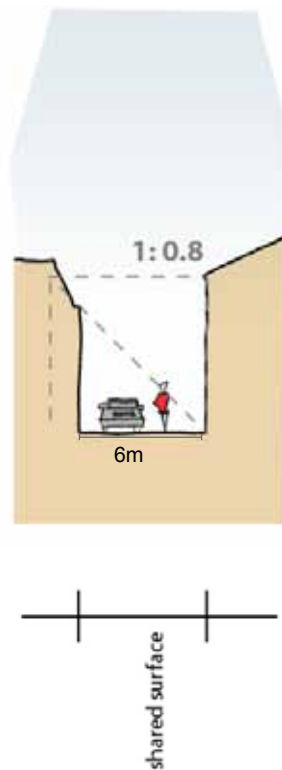


Figure 1.122: Section CC through Tertiary Street: Walham Yard

1•80 Poor Examples:

- The double mini- roundabout and the overuse of guard rails at the junction of North End Road and Lillie Road results in traffic congestion and a poor pedestrian experience;
- The pedestrian only areas and incidental open spaces in the housing estates lack animation and activity. They tend to be under used as a result of poor overlooking and enclosure.
- North End Road market results in clutter and waste gathering on both North End Road and the streets running perpendicular to it. It also causes traffic congestion.
- There are poorly designed and maintained shop fronts and premises above shops along North End Road.

1•81 Good Examples:

- The public realm improvements around the Fulham Island Building prioritise the pedestrian through a shared surface approach and are well overlooked by active frontages.
- North End Road street market creates a vibrant, pedestrian oriented street environment.



Figure 1.123: Impact of North End Road street market

Urban Design Observations

1•82 Analysis of the Fulham character area has resulted in the following design principles:

- street grids should be orthogonal with an east- west emphasis;
- buildings should not break up the grid or present blank facades or barriers to movement;
- the urban grain should be permeable and legible;
- strong, well enclosed views should be used to aid navigation;
- landmark structures should be used to aid navigation, but need not be taller than the surrounding built fabric;
- residential buildings should have a clear distinction between their public fronts and private backs;
- small residential threshold spaces should be used to ensure sufficient privacy for ground floor residential accommodation;
- residential threshold spaces should not compromise overlooking;
- strong, consistent build lines, roofscapes and elevations with regular rhythms should be used;
- private rear gardens should be arranged 'back to back';
- gated developments should be avoided;
- all public open space should be well overlooked;
- primary streets should be used to define a neighbourhood;
- tertiary streets should not be private and dead ends should be avoided; and
- street markets need accommodation for auxiliary uses.

Heritage Assets: Conservation Areas

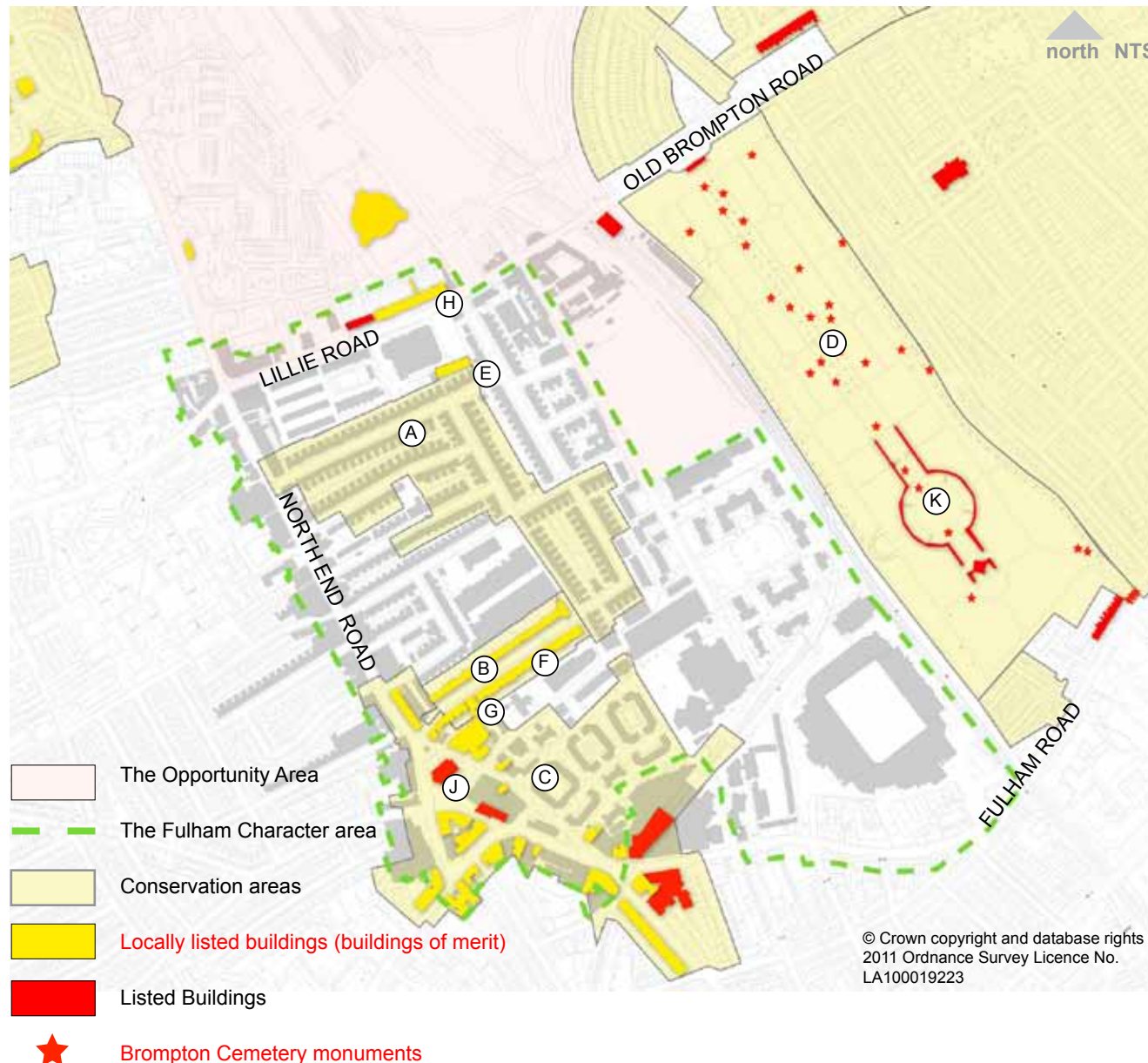


Figure 1.124: Heritage Assets in and around the Fulham character area [updated]

1•83 The following conservation areas are found within the Fulham character area:

- Ⓐ The Sedlescombe Conservation Area;
- Ⓑ The Walham Grove Conservation Area; and
- Ⓒ The Walham Green Conservation Area

1•84 The Fulham character area is also in the immediate vicinity of:

- Ⓓ The Brompton Cemetery Conservation Area

1•85 There is also a number of listed buildings and buildings of merit in and around the Fulham character area. Those inside the character area include:

- Ⓔ St Oswald's Studios;
- Ⓕ The terraced houses on Walham Grove;
- Ⓖ London Film Academy;
- Ⓗ Terraced town houses on Lillie Road; and
- Ⓙ St John's Church

1•86 The Fulham character area is also in the vicinity of:

- Ⓚ The listed structures and monuments within Brompton Cemetery.

1•87 In addition there are buildings that are notable for either their architecture or unique functions. In the Fulham character area, this includes the Farm Lane Trading Centre, Seagrave Road Self Storage, Stamford Bridge football stadium, the London Oratory School and The Fulham Island building.

Queens Club Gardens and Surrounds



Figure 1.125: The location of the Queens Club and Surrounds character area

1•88 This character area is found to the west of the OA. It is in the London Borough of Hammersmith and Fulham. It includes three Conservation Areas and a number of listed buildings. The Queen's Club and Hammersmith Cemetery are both found within it.

Urban Structure

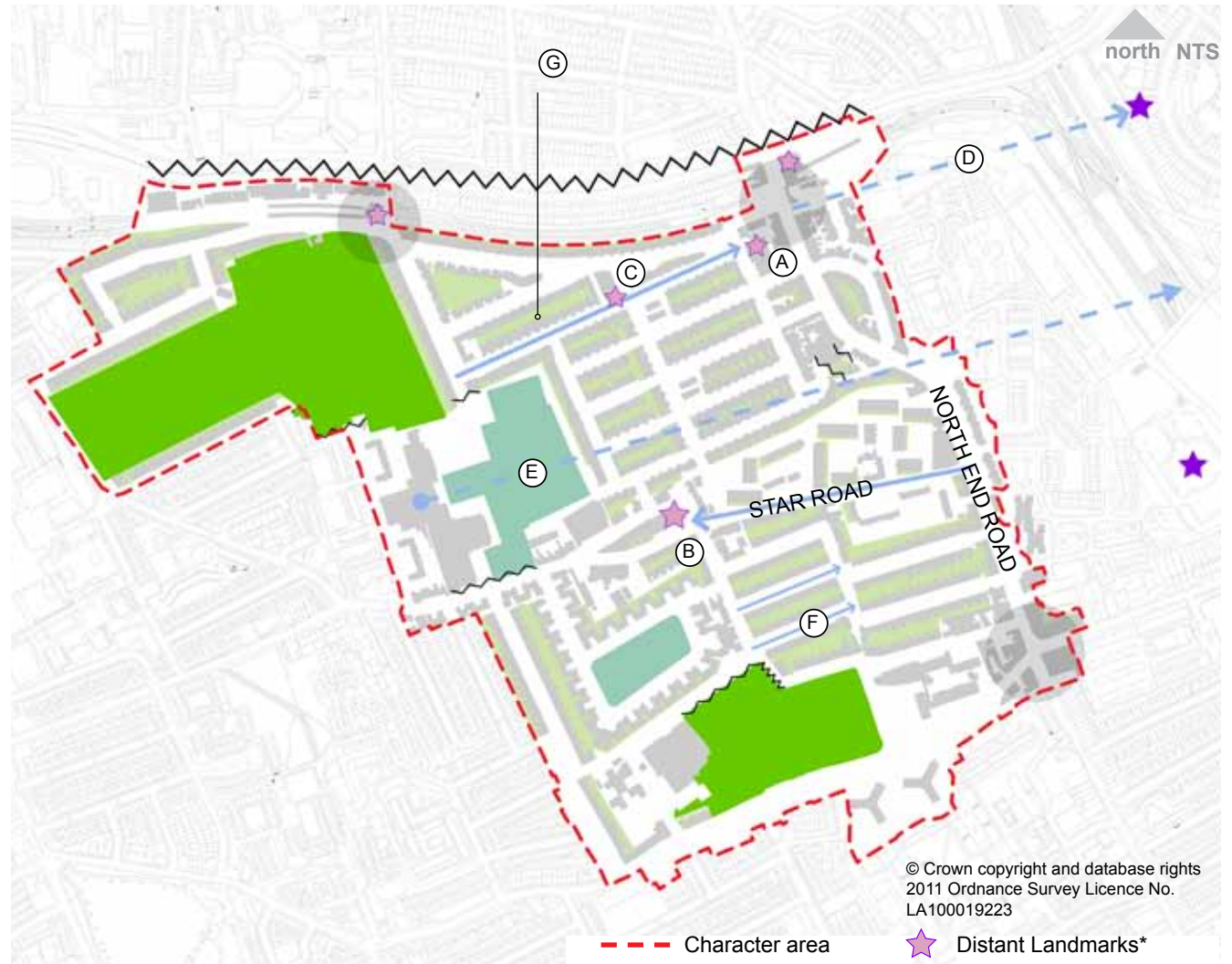


Figure 1.126: The urban structure of the Queens Club and Surrounds character area

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- - - Character area
- Public Open space
- Private open space
- Semi- private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ∩ Barriers to movement
- Significant nodes

* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Urban Structure

- 1•89 The urban grain of the Queens Club and Surrounds character area consists of an irregular street grid dominated by east- west terraces. There is a significant number of mansion blocks found within 'special' settings within this urban grain.
- 1•90 The large open spaces in this area disrupt the street pattern and create blank facades.
- 1•91 In general, the typical east west terraces that make up the urban grain in this character area are frequently broken up to create smaller urban blocks. Typical block widths are approximately 35m and typical block lengths are 80- 125m. Typical terraces are made up of 10- 20 houses.

Landmarks, Views and Vistas

- 1•92 As the terraces in this character area are relatively short, the east- west views that unite them are important in order to emphasise legibility. Local landmarks such as the Indian Cultural Centre, Curtains Up pub and tube stations are important for way finding. In addition, there are significant views of other landmark buildings both within and outside the OA. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.127: Local Landmark: Indian Cultural Centre



Figure 1.128: Local Landmark: St. Andrew's Church



Figure 1.129: Local Landmark: The Curtains Up pub acts as a local landmark as a result of the contrast in scale caused by its position next to a mews entrance



Figure 1.130: Distant View: St. Cuthbert's Church spire is seen across the OA

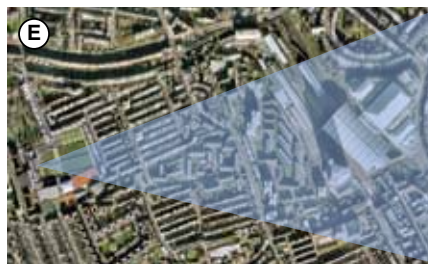


Figure 1.131: Skyline view: From Queens Club club house



Figure 1.132: Well enclosed view: Chesson Road

Land Uses

1•93 Main Uses: The area is primarily residential. Ground floor retail is concentrated along most of the west side North End Road and some on the east side, to the north of Beaumont Crescent. The majority of retailers are catering for very local convenience shopping and services such as dry cleaners. A3 uses are spread along the street with a higher concentration around West Kensington Station and Barons Court Road. There is also a cluster of retail around Barons Court Station.

1•94 Other Uses:

- Commercial: Holiday Inn hotel
Telephone Exchange
Warehouse/ factory/ Depot
- Education: Norman Croft Community School
- Culture: Indian Cultural Centre
- Sport: Queen's Club
Virgin Active Pools in the park
Private sports facilities
- Transport: Barons Court Tube Station
West Kensington Tube Station
- Worship: St. Andrew's Church
- Community: Norman Croft Community Centre

Residential Typologies

1•95 The majority of the urban grain in the Queens Club and Surrounds character area is made up of town houses and mansion blocks.

- **Terraced Town Houses (3- 4 storeys):** These town houses always front onto active streets. They usually have small front gardens which are typically bordered by iron railings. They also tend to be made up of continuous facades with strong vertical emphasis, strengthened by columns, bays and fenestration.
- **Mansion Blocks (4- 6 storeys):** Mansion blocks are always found either in special settings like Queen's Club Gardens, or separated from the street grid like Kensington Hall Gardens. In many cases they have a raised ground floor.
- **Other notable residential typologies** in this character area include low rise terraces (2- 2.5 storeys), mews houses (2- 2.5 storeys) and flats over retail (3- 6 storeys).



Figures 1.133, 1.134 and 1.135: Examples of terraced town houses



Figures 1.137, 1.138 and 1.139: Examples of mansion blocks



Figure 1.140: Example of mews houses

Figure 1.136: An example of flats over retail

Urban Blocks

1•96 The terraced town houses and low rise terraces form regular 'back to back' blocks. The terraces front onto the streets, thus providing active frontages and good natural surveillance and enclose private rear gardens at the centre of the block.

This results in the sort of clear distinction between public fronts and private backs that will be expected in the development of the OA. They also have strong and consistent build lines created through the front garden boundaries.

1•97 The Mansion Blocks found in the special setting of Queens Club Gardens demonstrate a different way of providing the desired clear distinction between public fronts and private backs. The mansion blocks have clear fronts, with celebrated communal entrances fronting onto the streets that surround the garden square. Their private backs either border other private rear gardens, mews streets or the boundaries of a school or sports club. For further description of the open space at the centre of this block composition, please see subsequent analysis of Queens Club Garden Square. Their building lines are less consistent than the town houses, but they do create a strong and visually engaging rhythm.

1•98 Mews houses front onto smaller, very well enclosed streets within blocks. They have public fronts facing onto the mews streets and private backs, which are adjacent to other properties rear gardens or other buildings. The mews houses do have their own rear gardens and therefore lack amenity space for their residents.

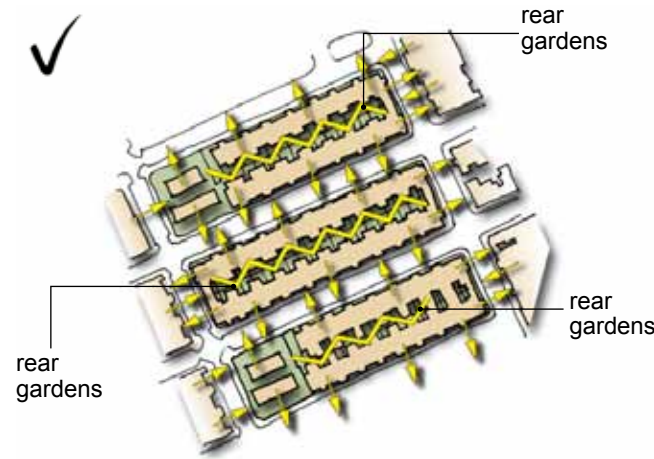


Figure 1.141: Typical block structure created by terraced town houses

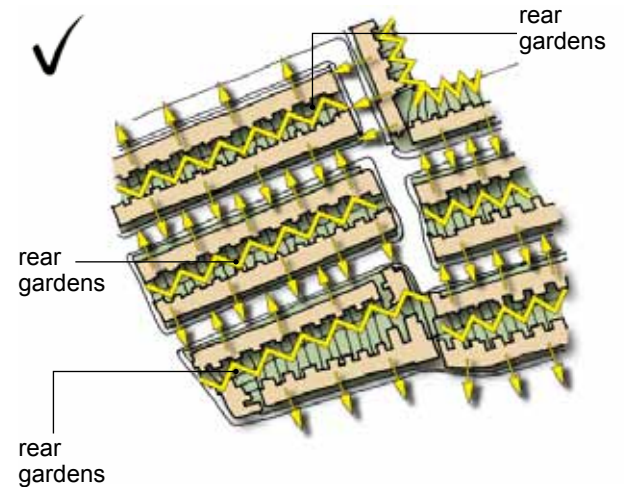


Figure 1.142: Typical block structure created by low rise terraced houses

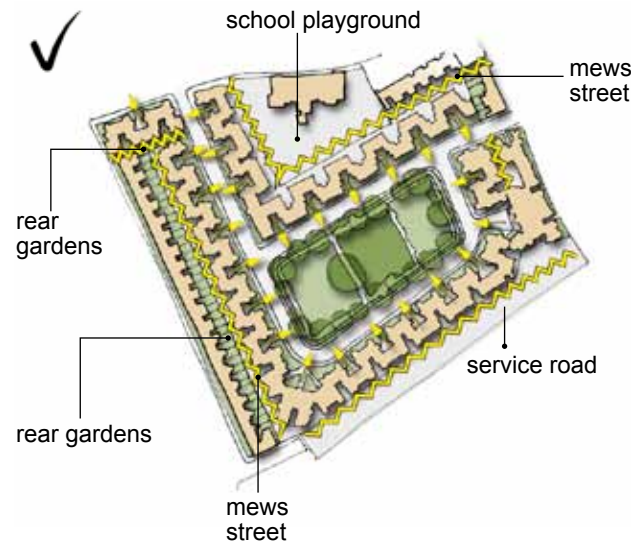


Figure 1.143: Typical block structure created by mansion blocks

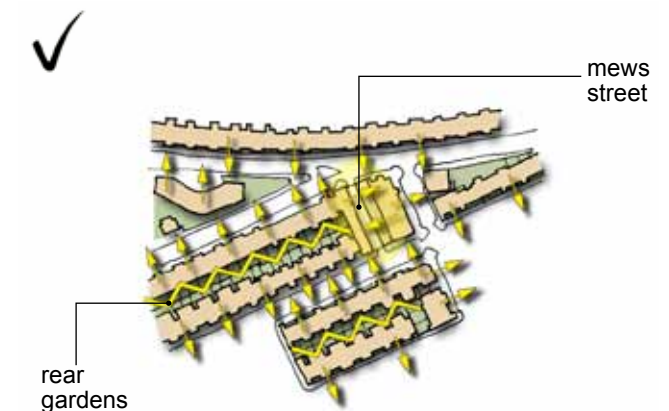
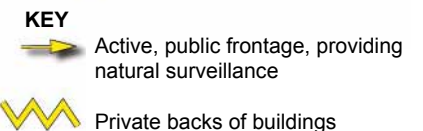


Figure 1.144: Typical block structure created by mews houses blocks



Open Spaces

- 1•99 There are two large public open spaces in this character area. Normand Park is a well landscaped park with community garden, bowling green and tennis courts. Hammersmith (or Margravine) Cemetery is well maintained and offers opportunities for passive recreation and seating.
- 1•100 There are also two large semi private open spaces. Queen's Club Gardens is a semi private Garden Square enclosed on all sides by mansion blocks which contains tennis courts and is for the use of surrounding residents only. The Queen's Club itself is a private tennis club for members only. It leaves a number of blank facades fronting onto the adjacent streets.



Figure 1.145: Hammersmith Cemetery



Figures 1.146, 1.147 and 1.148: Normand Park



Blank facade onto Greyhound Road

Figure 1.149: The Queens Club

Garden Square Principles

- 1•101 Queens Club Gardens is a successful garden square found at the heart of this character area.
- 1•102 The garden square itself is surrounded on all four sides by active streets used by pedestrians, cyclists and motor vehicles. There is on street parking on all four sides of the square. This contributes to feelings of activity and vibrancy.
- 1•103 The green space itself is only open to local residents who contribute towards its upkeep. Although the open space itself is private, it offers excellent visual amenity to the public realm. The open space is given a sense of enclosure by the mansion blocks themselves and the mature trees that line its edges. It has enclosure ratios that range between of 1:5 and 1:10. The green space has dimensions of approximately 55 by 115m. It has an area of almost 600 m².
- 1•104 At the centre of the open space is a tennis court. This is an excellent precedent for any garden squares within the redevelopment of the Opportunity Area and the potential for them to accommodate play and sports provision.
- 1•105 The buildings fronting onto the garden square are between 15 and 17m in height (from ground level). Although this equates to between 4 and 5 storeys in the late 19th Century when these mansion blocks we built, it would be equivalent to approximately 5 to 5.7 residential storeys today (based on floor to floor distances of 3m).

Queens Club Garden Square



Figure 1.150: Queens Club Gardens sketch
*: Above Ground Level

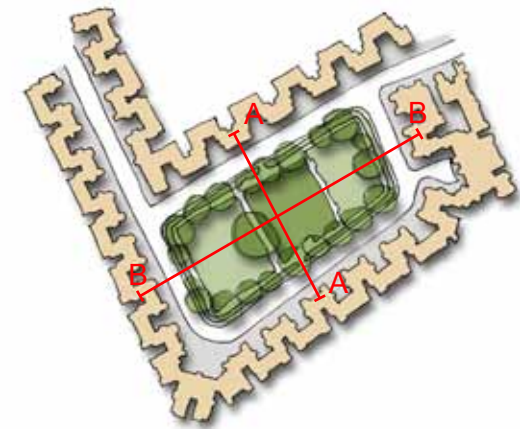


Figure 1.151: Queens Club Gardens plan with section lines

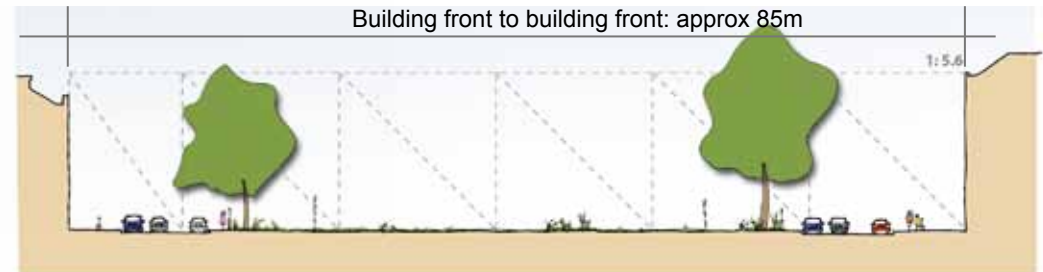


Figure 1.152: Section AA: Queens Club Gardens

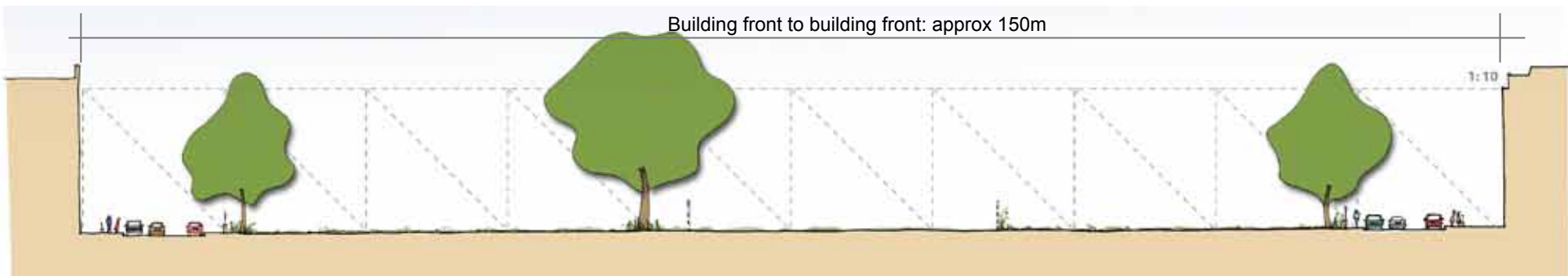


Figure 1.153: Section BB: Queens Club Gardens

Street Hierarchy

- 1•106 **The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, Talgarth Road is lined by predominately residential buildings, has 4- 9 lanes of traffic and is typically 25m to 45m wide (back edge of footway to back edge of footway). In contrast, North End Road is lined by mixed use premises and consists of only 2 lanes of traffic. It is typically only 15m wide.
- 1•107 **Secondary Streets** such as Castletown Road subdivide the area and are predominantly residential. Typical widths range from 12-15m.
- 1•108 The **Tertiary streets** in this area include mews streets such as Lanfrey Place and the streets around housing estates. Typical mews widths are 5-7m.

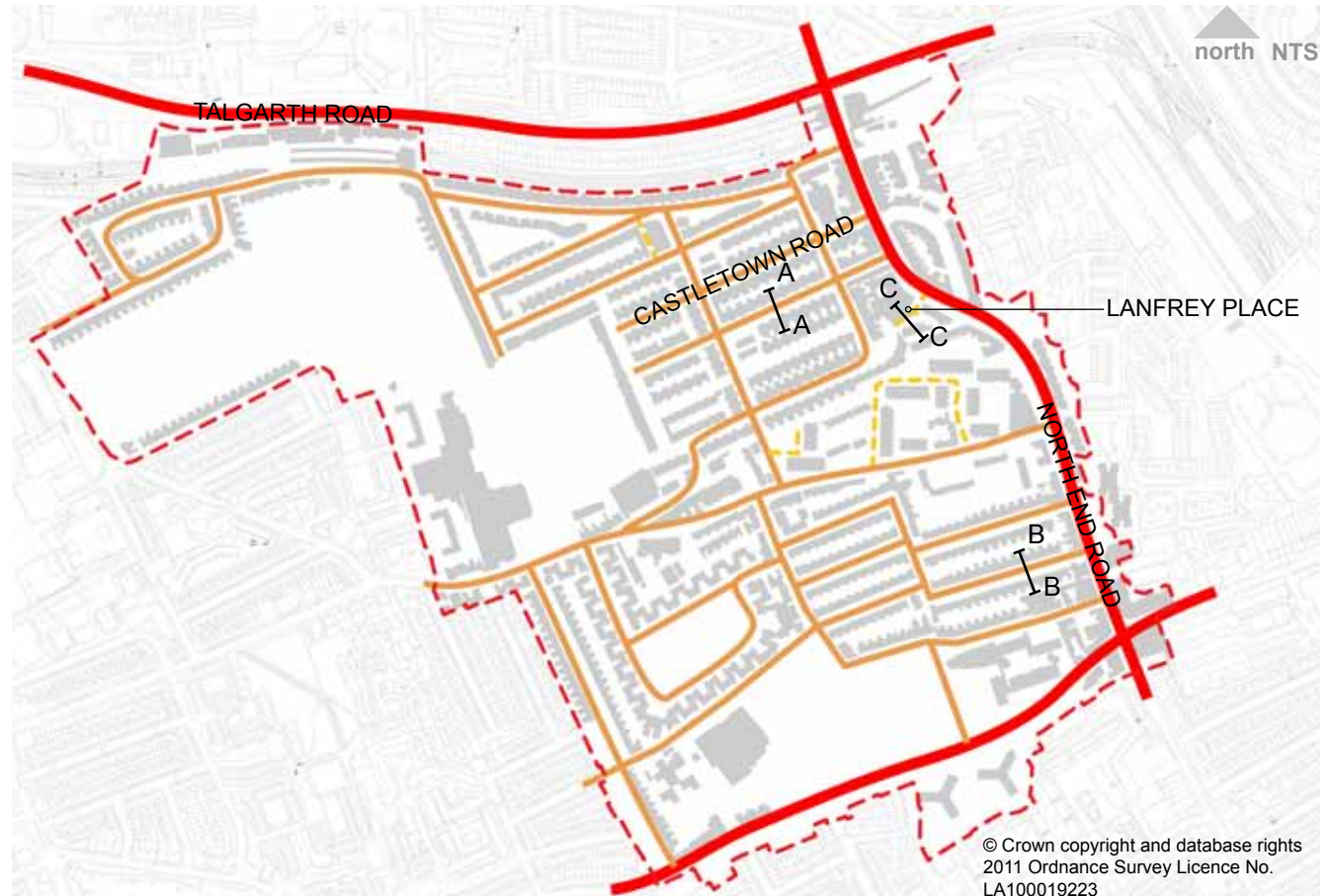


Figure 1.154: The street hierarchy in the Queens Club and Surrounds character area (section references refer to street sections on page 43)

- Primary Streets
- Secondary Streets
- Tertiary Streets



Figure 1.155: Primary Street: North End Road



Figure 1.156: Secondary Street: Castletown Road



Figure 1.157: Tertiary Street: Lanfrey Place

Building Heights



Figure 1.158: The building heights in the Queens Club and Surrounds character area



Figure 1.159: 7 storey Barton Court



Figure 1.160: 4 storey town houses



Figure 1.161: 2 storey low rise terraces

1•109 In this character area there is a concentration of primarily 4 storey buildings in the east of the Baron's Court Road Conservation Area and a concentration of 2- 3 storey buildings in the Turneville/Chesson area. The mansion blocks range between 4 and 6 storeys in height. There are also occasional diverse features such as the 2 storey Lanfrey Place Mews and the 7 storey 1930's block on Baron's Court Road.

Height AOD*	Approx. equivalent in modern storey heights
71- 100m	22-34 residential storeys 18-28 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys
51-60m	16-17 residential storeys 13-14 office storeys
41-50m	12-15 residential storeys 10-12 office storeys
31-40m	9-11 residential storeys 7-9 office storeys
21-30m	6-8 residential storeys 5-6 office storeys
1-20m	up to 5 residential storeys up to 4 office storeys

* AOD: Above Ordnance Datum

Roofscapes

1•110 As with the majority of the character areas surrounding the OA, Queen's Club Gardens and Surrounds has a predominantly consistent roofscapes. These tend to be made up of long terraces with unbroken roofscapes. In many places, this consistency is mirrored on both sides of the street. In some cases these unbroken roofscapes feature simple parapet lines above which nothing is visible, others are more articulated with a regular rhythm of architectural details like dormer windows and chimney stacks. In general, instead of changing within terraces, variety in the roofscapes is introduced between urban blocks.

1•111 However, there are a number of examples that stand out from this general consistency. For example, there are roofscapes that do vary mid way along the length of a terrace. However, in these cases the roofscape does not change for a single building, but for a significant portion of the terrace. Therefore the feeling of consistency is retained. Queens Club mansions have broken roofscapes, but because they maintain a regular rhythm they also retain the feeling of consistency. In places, the roofscape does vary for individual buildings, usually to emphasise important corners or to punctuate the ends of terraces. with extra height or a change in design. These examples act as successful wayfinding markers because they are so rare and they stand out so boldly from the generally consistent roofscape.



strong, consistent parapet line with nothing visible above it



unbroken roofscape with regular rhythm of dormer windows and chimney stacks on both sides of the street



roofline only changes between different urban blocks



mid terrace variation in roofscape



mid terrace variation in roofscape



broken roofscape with regular rhythm



change in style of roofscape to punctuate end of terrace. Height remains consistent



changes in the height (both up and down) emphasise key corner and special function of building

Figures 1.162 to 1.169: the typical roofscapes in the area

Streets

1•112 Secondary Street: Charville Road (terraced town houses)

- Street enclosure ratios of 1:1.2 and 1:3.2;
- Width (building front to building front) of 19m;
- On street, in line parking on both sides of street;
- Two way traffic; and
- Footways defined by kerbs on both sides.

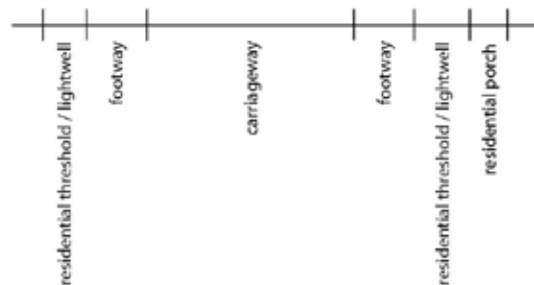
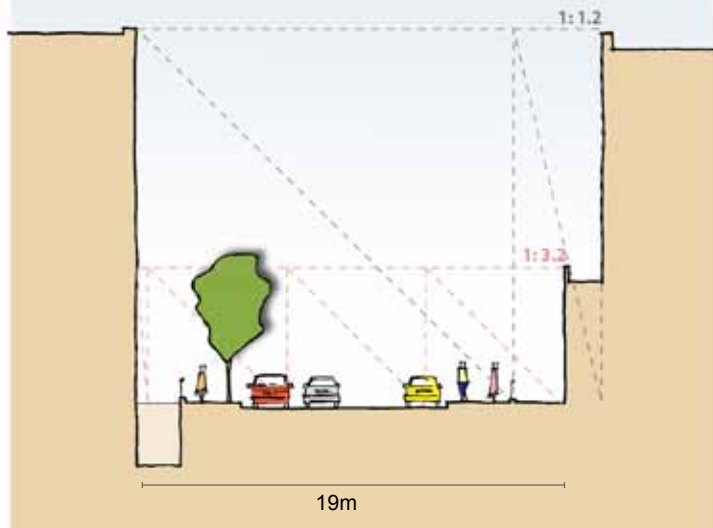


Figure 1.170: Section AA: Charville Road

1•113 Secondary Street: Chesson Road (low rise terraces)

- Street enclosure ratio of 1:1.8;
- Width (building front to building front) of 18m;
- On street, in line parking on both sides of street;
- Two way traffic; and
- Footways defined by kerbs on both sides.

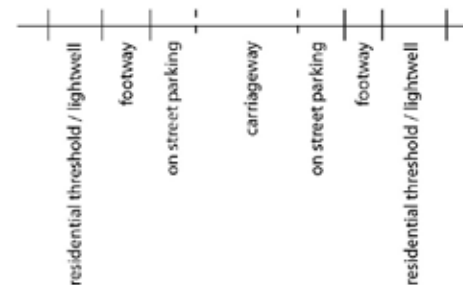
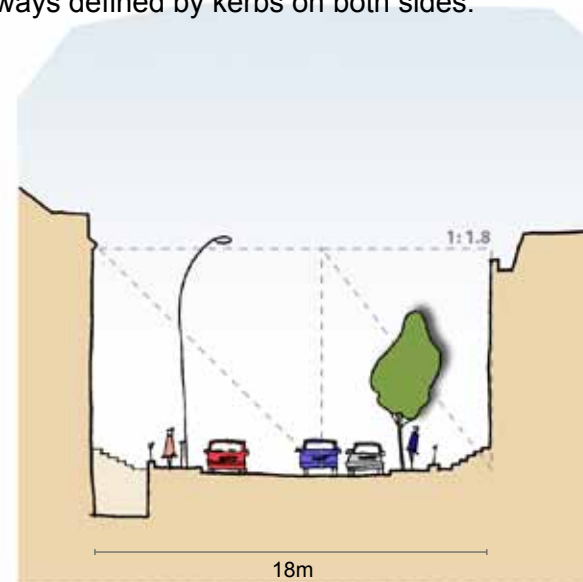


Figure 1.171: Section BB: Chesson Road

1•114 Tertiary Street: Lanfrey Place

- Street enclosure ratios of 1:1.1;
- Width (building front to building front) of 7m;
- Very limited on street parking permitted at certain times only;
- Carriageway width allows 1 way traffic only;
- Very narrow footways defined by kerbs on both sides of the street; and
- Well defined residential thresholds on one side of the street. No residential threshold on the other side.

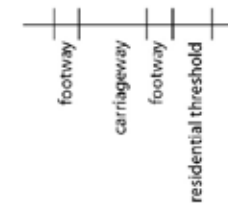
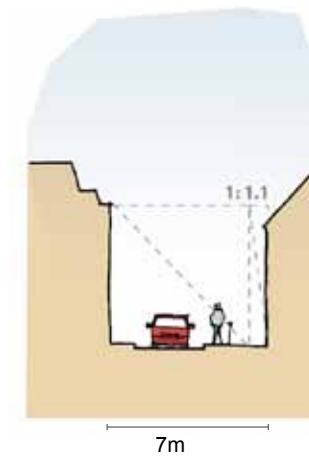


Figure 1.172: Section CC: Lanfrey Place

Public Realm Quality

1•115 Poor Examples:

- The double mini- roundabout and the overuse of guard rails at the junction of North End Road and Lillie Road results in traffic congestion and a poor pedestrian experience.
- The footway outside West Kensington Station is narrow and the bus stop obstructs pedestrians.
- The width of the footway at the junction between Baron's Court Road North End Road is also restricted.
- There are a number of examples of poorly designed and maintained shop fronts and premises above shops along North End Road.



Figure 1.173: Junction between Lillie Road and North End Road



Figure 1.174: Footway outside West Kensington Station



Figure 1.175: Blank facades on Greyhound Road



Figure 1.176: Poorly maintained shop fronts on North End Road

Urban Design Observations

1•116 Analysis of the Queens Club and Surrounds character area has resulted in the following design principles:

- street grids should be orthogonal with an east- west emphasis;
- mansion blocks should be located in special settings within the urban grain such as around open spaces;
- well articulated view compositions and landmark buildings can be used to aid navigation;
- residential buildings should have a clear distinction between their public fronts and private backs;
- small residential threshold spaces should be used to ensure sufficient privacy for ground floor residential accommodation;
- mansion blocks should celebrate their communal entrances;
- strong, consistent build lines, roofscapes and elevations with regular rhythms should be used;
- private rear gardens should be arranged 'back to back';
- mews streets can be used to subdivide urban blocks;
- garden squares should be integrated into the network of streets;
- garden squares should be publicly accessible, surrounded by active streets, well enclosed and overlooked;
- garden squares can offer visual amenity to surrounding streets;
- primary streets should be used to define a neighbourhood; and
- street parking can add to vibrancy and animation

Heritage Assets: Buildings

1•117 There is also a number of listed buildings and buildings of merit in and around the Queens Club and Surrounds character area. Those inside the character area include:

- (A) St Paul's Studios;
- (B) Barons Court Station;
- (C) Houses on Barons Court Road;
- (D) Houses on Comeragh Road;
- (E) Houses on Castletown Road;
- (F) Houses on Charleville Road;
- (G) Houses on Fairholme Road;
- (H) Houses on Perham Road;
- (J) Listed buildings, structures and monuments in and around Hammersmith Cemetery;
- (K) West Kensington Station;
- (L) The Queens Club club house;
- (M) St. Andrew's Church; and
- (N) Houses on Musard Road.

1•118 The Queens Club and Surrounds character area is also in the vicinity of:

- (P) The Empress State Building.

Heritage Assets: Conservation Areas

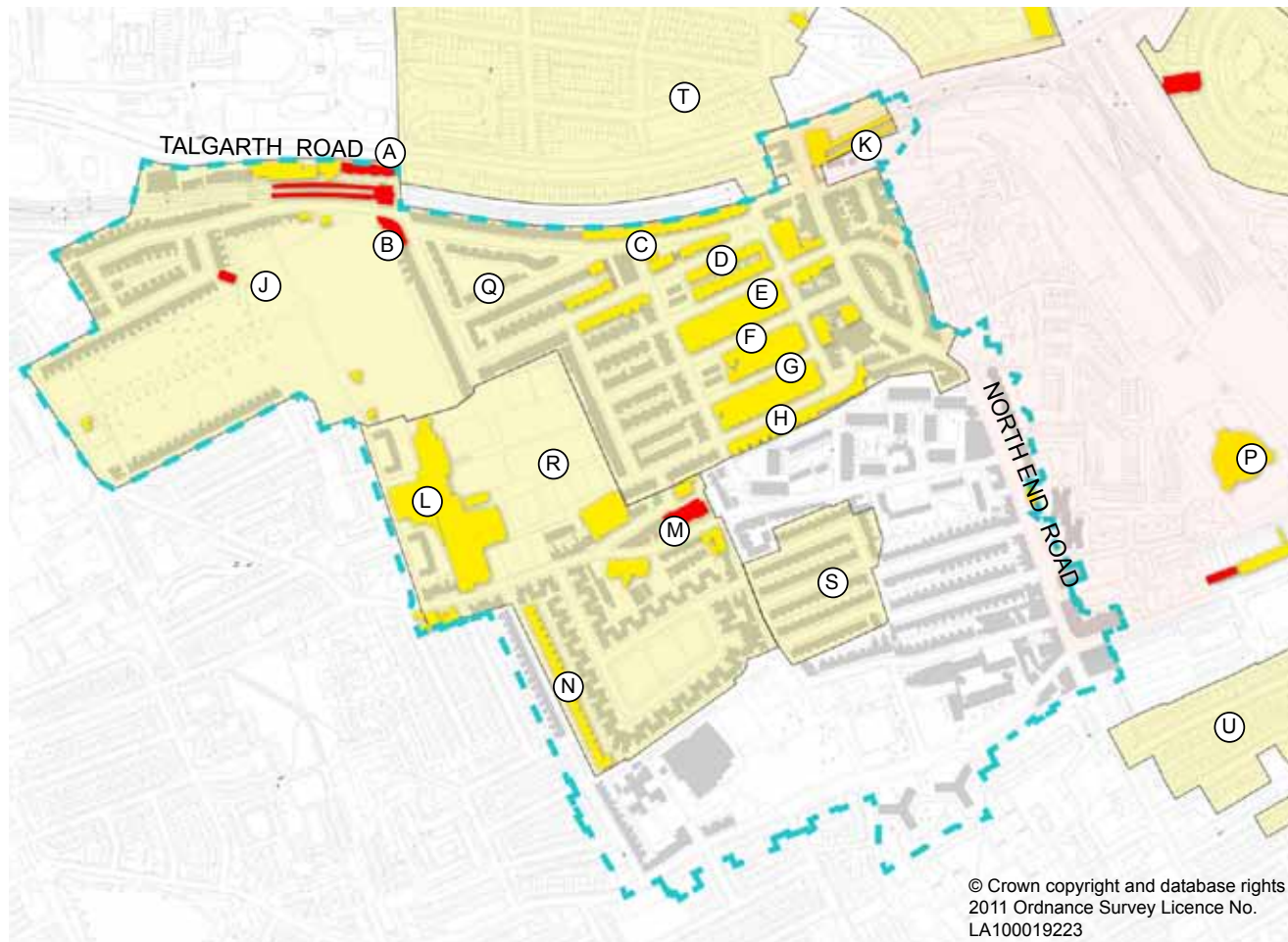


Figure 1.177: Heritage Assets in and around the Queens Club and Surrounds character area



1•119 The following conservation areas are found within the Queens Club and Surrounds character area:

- Ⓚ The Barons Court Conservation Area;
- Ⓡ The Queens Club Conservation Area; and
- Ⓢ The Turnville/Chesson Green Conservation Area

1•120 The Queens Club and Surrounds character area is also in the immediate vicinity of:

- Ⓣ The Gunter Estate Conservation Area; and
- Ⓤ The Sedlescombe Conservation Area



Figure 1.178: Barons Court Station



Figure 1.179: St Paul's Studios



Figure 1.180: Queens Club club house



Figure 1.181: Famous 3 Kings Pub

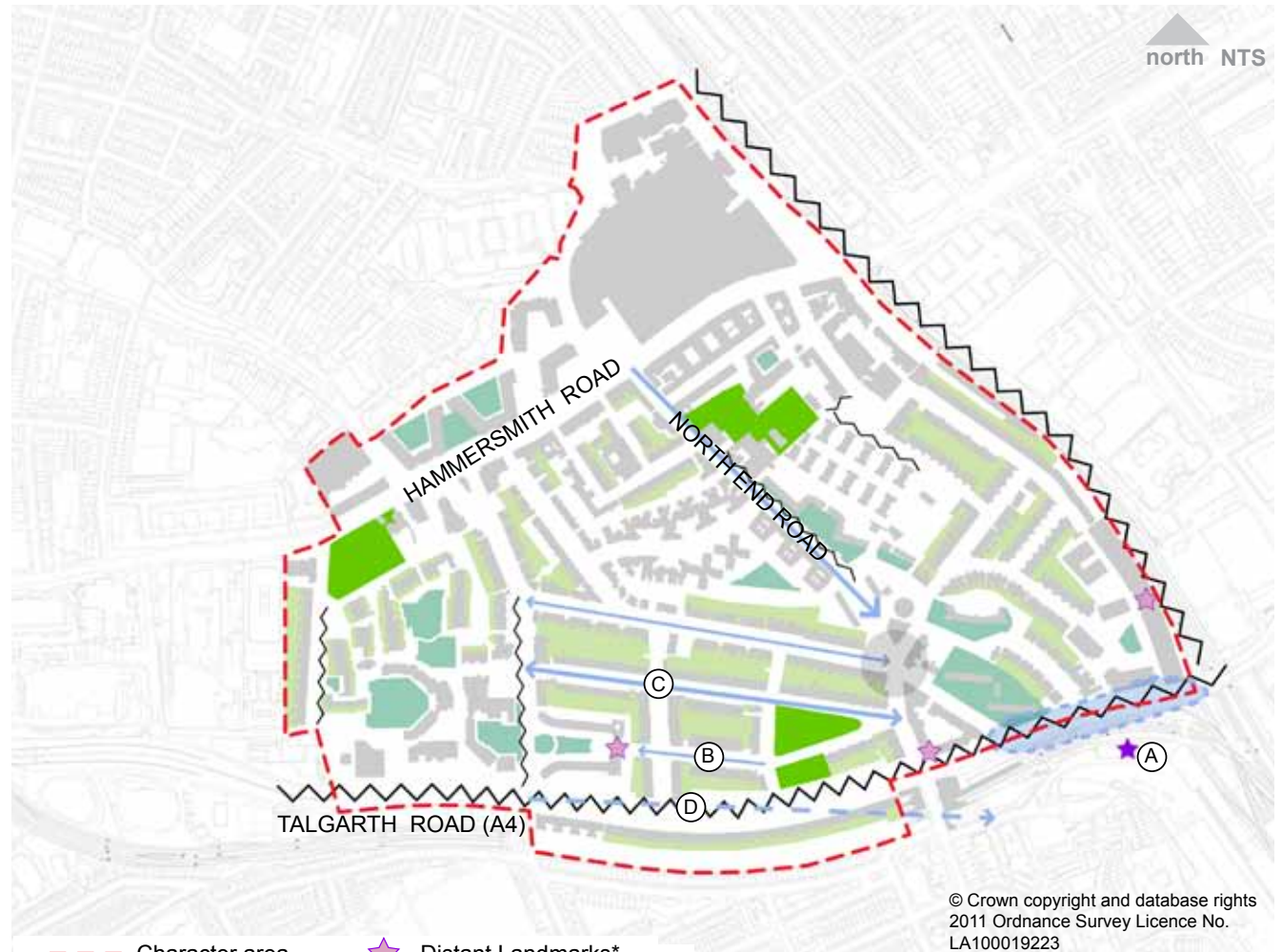
North of Talgarth Road

Urban Structure



Figure 1.182 The location of the North of Talgarth Road character area

1•121 This character area is found to the north west of the OA in the London Borough of Hammersmith and Fulham. It includes four conservation areas and a section of the A4.



- - - Character area
- Public Open space
- Private open space
- Semi- private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ⚡ Barriers to movement
- Significant nodes

* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Figure 1.183 (right): The urban structure of the North of Talgarth Road character area

Landmarks, Views and Vistas

1•122 The Urban grain of this character area has been disrupted over time and in many places no longer forms a legible grid of streets. Although there are the remnants of an east- west grid in the Gunter Estate Conservation Area, much of the area consists of pedestrianised estates set in open space. These create a number of barriers to both physical and visual permeability, thus reducing connectivity. As a result, the remaining unobstructed views through the character area are of high importance for wayfinding.

1•123 The grid of east- west oriented blocks found in the Gunter Estate Conservation Area are typically between 40 and 60m wide and between 100 and 130m long. Typical terraces are made up of 10- 20 houses.

1•124 The legibility of this character area is compromised by its disrupted urban grain. Therefore, the long views and landmark structures are particularly important to aid navigation and way finding. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.184: Distant Landmark: The 9 storey Ashfield House has a significant impact when view from Mornington Avenue



Figure 1.185: Well enclosed view: Gwendwr Road



Figure 1.186: Well enclosed views: Gunterstone Road



Figure 1.187: The A4: View down the A4 from the junction with Glazbury Road

Land Uses

1•125 Main Uses: The area is predominantly residential. There is a limited amount of retail on the southern end of North End Road and some on Hammersmith Road.

1•126 Other Uses:

- Commercial: Olympia Exhibition Halls
Concentration of commercial premises in former Whitely's Depository
- Education: St.. James School
Avonmore Primary School
Barons Court Library

Residential Typologies

1•127 Residential Typologies: The most consistent residential typology in this character area is the mansion block. However, there is also numerous examples of other typologies (listed below).

- **Mansion Blocks (5- 8 storeys):** The mansion blocks in this character area come in a variety of plan forms, with some unusual examples including the cross shaped North End House. However, they are all unified by common properties including their grand communal "front doors" onto the street.
- **Other notable residential typologies** in this character area include perimeter blocks (7 storeys), apartment blocks (4- 8.5 storeys), terraced town houses (3- 3.5 storeys), flats over retail (3- 4 storeys) and social housing (5 storeys).



Figures 1.188, 1.189, 1.190 and 1.191: Examples of mansion blocks in the character area



Figure 1.192: An example of a perimeter block in the area



Figure 1.193: An example an apartment block in the area



Figure 1.194: An example an terraced town houses in the area

Urban Blocks

1•128 Unlike the majority of **mansion blocks** in the areas surrounding the OA, those in the Fitzgeorge and Fitzjames Conservation Areas are not found in special settings (i.e. garden squares, primary streets, prominent corners). Instead, they are grouped around a single secondary street, thus creating their own special setting. Their unusual plan form compromises the consistent build lines that are characteristic of most of the other areas. However, like other mansion blocks, they do have clear definition between their public fronts and private backs. They all front onto the public realm and have mews streets or service areas to their rears.

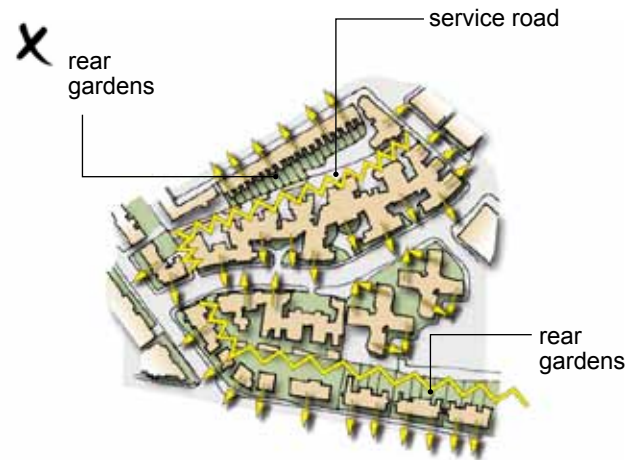


Figure 1.195: Block structure created by mansion blocks in the Fitzgeorge and Fitzjames Conservation Area

1•129 **The Perimeter block** at the junction of Talgarth Road and North End Road has active frontages onto the public realm on all three of its sides. The semi private space in the centre of the block allows for an open space which offers amenity value to residents. This creates a strong build line.

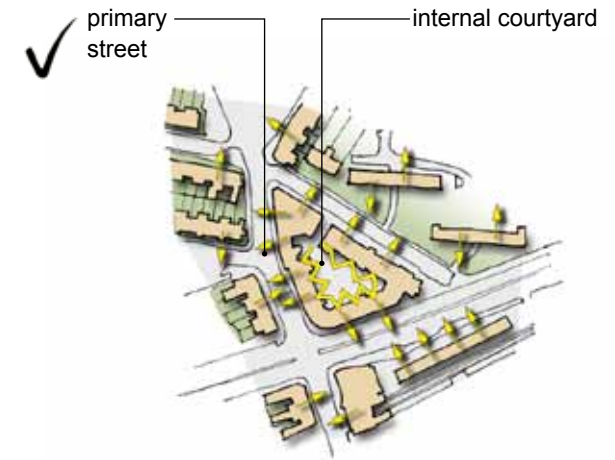


Figure 1.196: Block structure created by perimeter blocks

1•130 **The apartment blocks** served by More Close form a gated community that is not integrated into the surrounding area at all. There is a high perimeter wall / railings around the development that prevents the apartment blocks from contributing to natural surveillance or the vibrancy of the surrounding streets. The internal street is effectively a long cul-de-sac (dead end). The blocks themselves do not have clearly differentiated public fronts and private backs.



Figure 1.197: Block structure created by gated apartment blocks

1•131 Like in other character areas, **the terraced town houses** create 'back to back' arrangements with secure private rear gardens at the centres of the blocks.

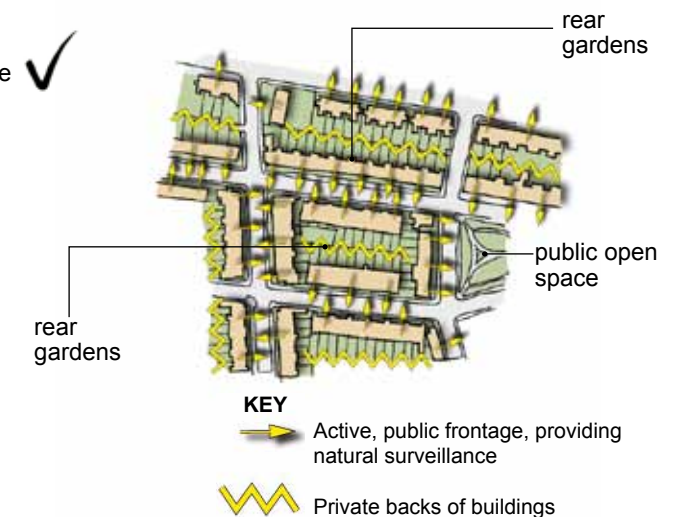


Figure 1.198: Block structure created by terraced town houses

Open Spaces

1•132 The majority of the open space in this area is provided within the settings of the housing estates/ mansion buildings. These communal spaces tend to be limited to the use of residents only. There are also private rear gardens which offer some visual amenity over low walls.

1•133 Gwendwr Memorial Gardens is a publicly accessible, formally landscaped garden on northern side of Gwendwr Rd. Opposite this, on the southern side of Gwendwr Road is Gwendwr Open Space, an area of grass for informal play. Gwendwr Memorial Gardens takes on a traditional garden square layout with streets running around all of its edges, each overlooked by the active, public fronts of terraced houses.

1•134 Marcus Garvey Park is a newly improved park (re opened in June 2010) with children's play equipment. There are also other incidental open spaces and playgrounds within housing estates/ mansion blocks. Marcus Garvey Park does not have a direct relationship with the surrounding streets. Instead it is bordered by back gardens and the rears of other properties. It is therefore poorly overlooked and does not feel as publicly accessible as Gwendwr Gardens



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Figure 1.199: Gwendwr Memorial Gardens' role in the urban grain



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Figure 1.200: Marcus Garvey Park's role in the urban grain



Figures 1.201 and 1.202: Gwendwr Memorial Gardens



Figures 1.203 and 1.204: Gwendwr Open Space



Figures 1.205 and 1.206: Marcus Garvey Park



Figures 1.207 and 1.208: Incidental open spaces and play spaces

Street Hierarchy

- 1•135 **The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, Talgarth Road has 4- 9 lanes of traffic and is typically 25m to 45m wide (back edge of footway to back edge of footway). The eastern section is elevated as it passes over the railway. In contrast, North End Road is lined by mixed use premises and consists of only 2 lanes of traffic. It is typically only 15m wide. Hammersmith Road is also a mixed use road with 2 lanes of traffic, but it is wider than North End Road, with typical widths of 18m-20m.
- 1•136 **Secondary Streets** such as Edith Road subdivide the area and are predominantly residential. Typical widths range from 12-15m.
- 1•137 The **Tertiary streets** in this area include the streets around the mansion blocks and housing estates. Typical tertiary streets like Fitzjames Avenue are lined by parked cars and have typical widths of about 11m.

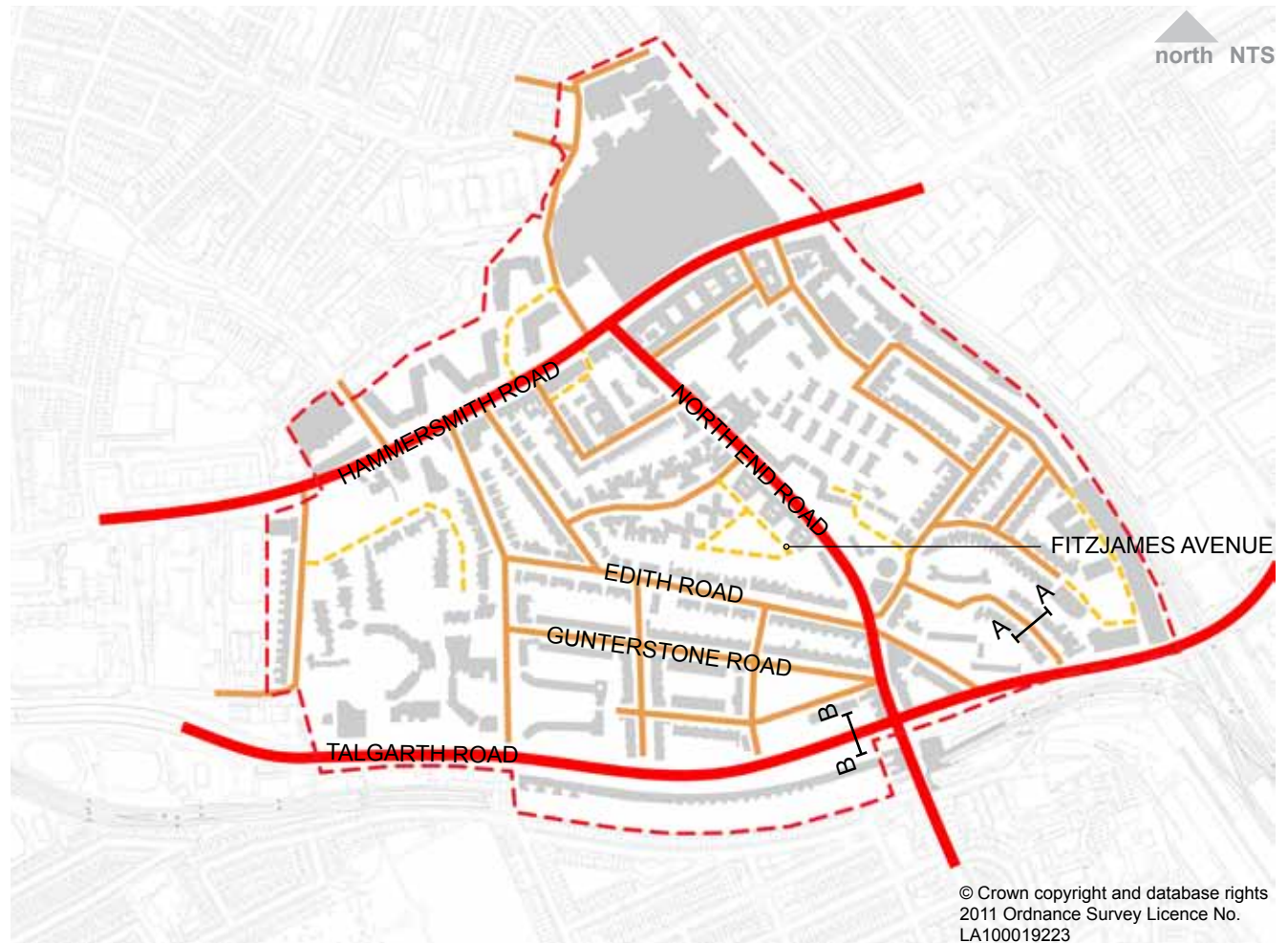


Figure 1.209: The street hierarchy in the North of Talgarth Road character area (section references refer to street sections on pages 52 & 53)

- Primary Streets
- Secondary Streets
- Tertiary Streets



Figure 1.210: Primary Street: Talgarth Road



Figure 1.211: Secondary Street: Gunterstone Road



Figure 1.212: Tertiary Street: Fitzjames Avenue

Building Heights

* AOD: Above Ordnance Datum



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Figure 1.213: Building heights in the North of Talgarth Road character area

Height AOD*	Approx. equivalent in modern storey heights	Color	Height Range	Storey Count
71- 100m	22-34 residential storeys 18-28 office storeys	Dark Purple	41-50m	12-15 residential storeys 10-12 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys	Medium Purple	31-40m	9-11 residential storeys 7-9 office storeys
51-60m	16-17 residential storeys 13-14 office storeys	Light Purple	21-30m	6-8 residential storeys 5-6 office storeys
		Very Light Purple	1-20m	up to 5 residential storeys up to 4 office storeys

1•138 In general, the heights in this area are slightly taller than the other LBHF character areas around the OA. The tallest residential buildings are the eight storey apartment blocks that make up North End House. There are also a number of 5 storey mansion blocks and more modest scale buildings in the Dorcas Estate Conservation Area.

Streets

1•139 Secondary Street: Mornington Avenue:

- Street enclosure ratio: 1:1.5/1:2.8;
- Width (building front to building front) of 20m;
- 2 lanes of traffic in carriageway;
- In line on street parking on both sides of the carriageway; and
- Footways defined by kerbs on both sides.

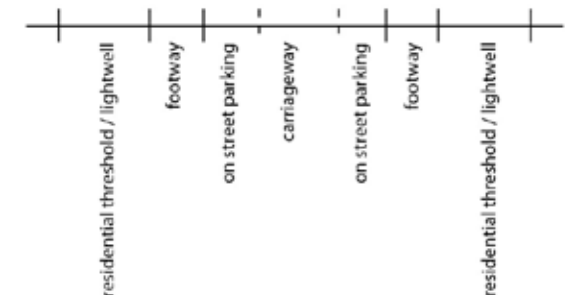
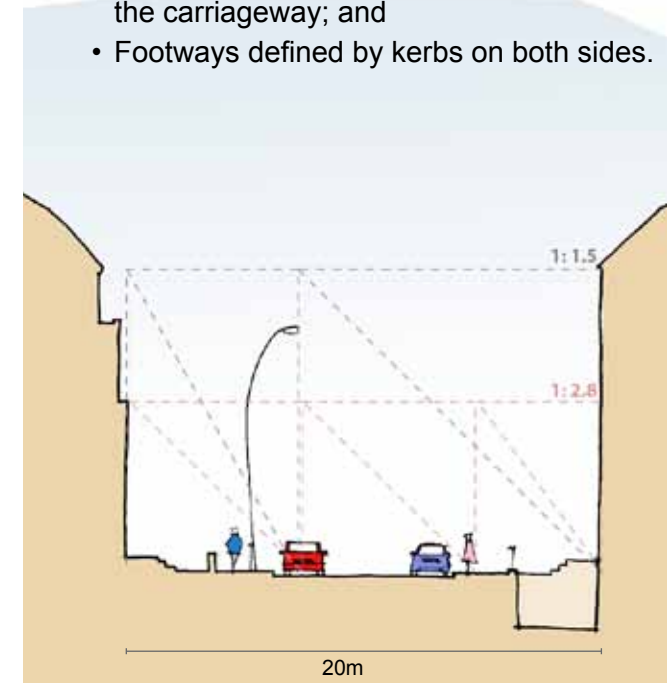


Figure 1.214: Section AA: Mornington Avenue

1•140 Primary Street: Talgarth Road

- Major arterial route with six lanes of two way traffic;
- Width (building front to building front) of 60m;
- Over enclosure: 1:3.6 / 1:5.4 caused by the demolition of the buildings that used to front onto the southern side of the road. It now has rear garden fences and 'left over' green space running adjacent to it. As a result, there is no relationship between the buildings;
- No on street parking (although cars do park on the wide footway on the southern side of the street).

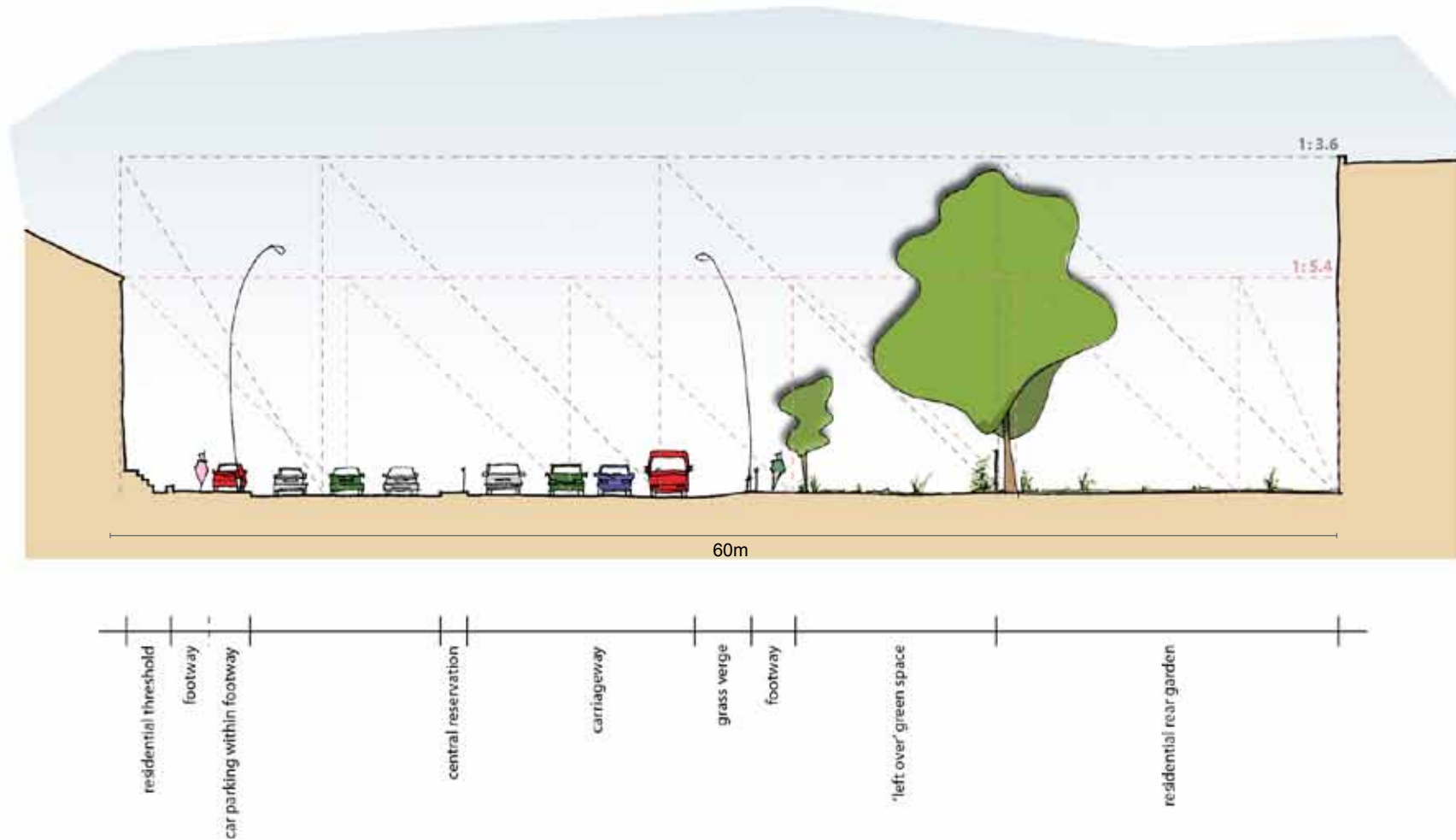


Figure 1.215: Section BB: Talgarth Road

Public Realm Quality

1•141 Poor Examples:

- Talgarth Road disrupts both visual and physical permeability. It is difficult for pedestrians to cross and therefore creates severance between residential neighbourhoods. This is heightened where Talgarth Road raises to cross the railway line. At this point, it not only prevents physical movement, but also disrupts sight lines.
- The unpleasant pedestrian experience on Talgarth Road is heightened by the noise



Figure 1.216: Advertising hoardings and poorly overlooked pedestrian realm



Figure 1.217: Barriers to movement and blank facades created by large estates



Figure 1.218: Elevated portion of Talgarth Road disrupting permeability

of the traffic.

- The junction of Talgarth Road with North End Road is poorly enclosed, and the staggered pedestrian crossings disrupt desire lines.
- Further to the east, the large advertising hoardings on Talgarth Road have a negative impact on the public realm.
- The large housing estates disrupt the urban grain and present blank facades to the public realm

Urban Design Observations

1•142 Analysis of the North of Talgarth Road character area has resulted in the following design principles:

- street grids must be legible and unobstructed- both physically and visually;
- extensive pedestrianised areas should be avoided;
- unobstructed views/ long views aid navigation;
- mansion blocks should celebrate their communal front doors;
- residential buildings should have a clear

distinction between their public fronts and private backs;

- perimeter blocks ensure natural surveillance and sufficient amenity space;
- gated development should be avoided;
- private rear gardens should be arranged 'back to back';
- primary streets should be used to define neighbourhoods; and
- pedestrian crossings should be safe and convenient.






Heritage Assets

1•143 The following conservation areas are found within the North of Talgarth Road character area:

- Ⓐ The Gunter Estate Conservation Area;
- Ⓑ The Fitzgeorge and Fitzjames Conservation Area; and
- Ⓒ The Dorcas Estate Conservation Area
- Ⓓ The Olympia and Avonmore Conservation Area

1•144 The North of Talgarth Road character area is also in the immediate vicinity of:

- Ⓔ The Barons Court Conservation Area; and
- Ⓕ **The Edwardes Square / Scarsdale Conservation Area**

-  The Opportunity Area
-  The North of Talgarth Road character area
-  Conservation areas
-  **Locally listed buildings (buildings of merit)**
-  Listed Buildings

Heritage Assets: Conservation Areas

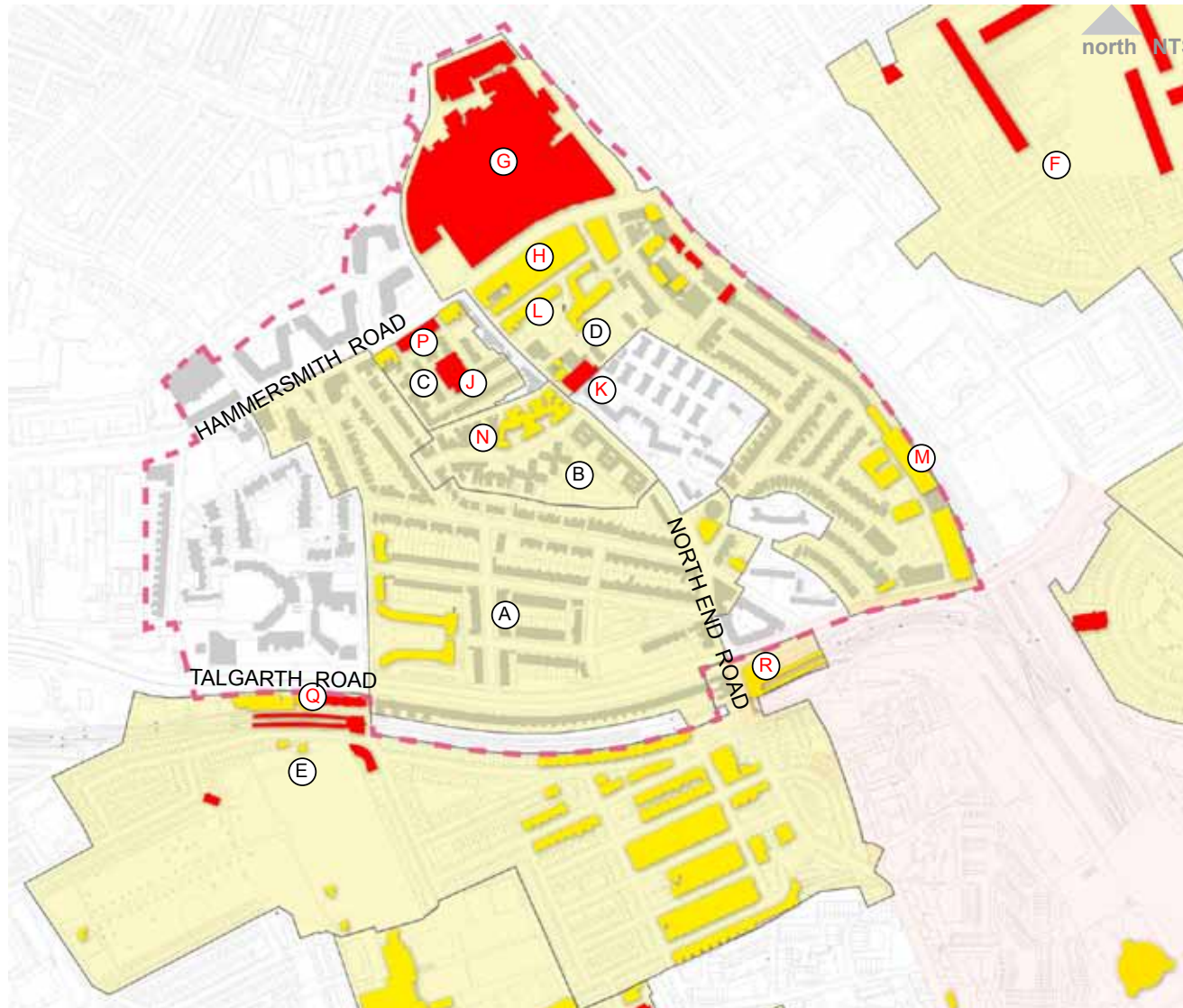


Figure 1.219: Heritage Assets in and around the North of Talgarth Road character area

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Heritage Assets: Buildings

1•145 There is also a number of listed buildings and buildings of merit in and around the North of Talgarth Road character area. Those inside the character area include:

- Ⓒ Olympia;
- Ⓓ Argyll Mansions;
- Ⓔ West London's Magistrates Court;
- Ⓕ West London County Court
- Ⓖ Mansions on Bishop Kings Road;
- Ⓜ Mornington Avenue Mansions;
- Ⓝ Mansions on Fitzjames Avenue; and
- Ⓟ Houses on Hammersmith Road.

1•146 The North of Talgarth Road character area is also in the vicinity of:

- Ⓠ St Paul's Studios; and
- Ⓡ West Kensington Station

1•147 **Notable Buildings:** In addition to the listed buildings and buildings of merit, there are buildings that are notable for either their architecture or unique functions. In the North of Talgarth Road Conservation Area, these include the Former Whitley's Depository buildings, Kensington Olympia station, Barons Court library and the Cumberland Arms pub

Warwick Road / West Cromwell Road

Urban Structure



Figure 1.220: The location of the Warwick Road/West Cromwell Road character area

1•148 This character area is found to the north east of the OA in the Royal Borough of Kensington and Chelsea. It includes large footprint buildings along Warwick Road and Pembroke Road and smaller buildings on West Cromwell Road and Langham Place.



- - - Character area
- Public Open space
- Private open space
- Semi- private open space
- ★ Local Landmarks*
- ★ Distant Landmarks*
- Views within the area
- ← Views outside the area
- ∨ Barriers to movement
- Significant nodes

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Figure 1.221 (right): The urban structure of the Warwick Road/West Cromwell Road character area

* Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.

Urban Structure

- 1•149 One obvious feature of the Warwick Road/ West Cromwell Road character area is the predominance of large footprint, discrete buildings that do not fall within the sort of urban structure that is common across the other character areas. These appear to be a result of the area's:
- adjacency to the former Counters Creek alignment;
 - proximity to the LBHF & RBKC borough boundary; and
 - adjacency to the high speed, high traffic volume environment of Warwick Road.
- 1•150 As it feels so incongruous with the surrounding context, this is not an urban structure that should be replicated in the OA. Indeed, many of the sites to the west of Warwick Road have planning permission for redevelopment with a block structure more consistent with Kensington as a whole. Development has started on the most northerly of these, Charles House, on Kensington High Street.
- 1•151 Typical block dimensions in this character area are larger than in most of the others. For example the block bounded by Pembroke Road, Cromwell Crescent, West Cromwell Road and Warwick Road approximately 158 x 140m.

Landmarks, Views and Vistas

- 1•152 The consistently large scale of the large footprint buildings in this character area mean that no urban feature stands out particularly as a result of its height or massing. Instead, buildings in this area become landmarks as a result of their position in the urban grain or their unusual design, particularly in terms of form or materiality. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.222: Local Landmark: The location of the Tesco supermarket on the highly prominent junction between West Cromwell Road and Warwick Road gives it significance as a local landmark.



Figure 1.223: Local Landmark: the bridge that crosses Pembroke Road is an unusual urban feature that stands out and therefore aids navigation.



Figure 1.224: Local Landmark: The Think building stands out from the surrounding large footprint buildings because of its unusual curved form and glass facade.



Figure 1.225: Distant Landmark: Ashfield House stands out in this view from the junction between West Cromwell Road and Warwick Road.



Figure 1.226: Well enclosed views: Despite the blank facades, Logan Place does offer a well enclosed view. Whilst the well enclosed view should be replicated in the OA, the blank facades must not.

Land Uses

1•153 Main Uses: This character area comprises of a fairly mixed use environment including large scale retail, office and residential uses, and the main waste depot for Kensington and Chelsea

1•154 Other Uses:

- Commercial: Think Apartments/ Hotel Earls Court
- Retail: Homebase
Tesco supermarket



Figures 1.227, 1.228, 1.229 and 1.230: Examples of apartment buildings in the area

Residential Typologies

1•155 A significant amount of the built form in this character area is made up of large footprint buildings, including apartment buildings and mansion blocks.

- **Apartment buildings (7-10 storeys):** The apartment buildings in this area vary greatly in style, fenestration and rhythm but share common properties in terms of scale (all over 7 storeys in height) and massing (all occupy large footprints).
- **Mansion Blocks (5- 6.5 storeys):** These are always found on Primary Streets (Pembroke Road or Pembroke Gardens) and are accessed via shared communal front doors. They may differ in style, but they have similar rhythm and vertical emphasis.
- **Other notable residential typologies** in this character area include mews houses (2- 2.5 storeys), town houses (3- 3.5 storeys) and low rise terraces (2- 2.5 storeys).



Figure 1.231: Mews houses in the area



Figures 1.232, 1.233 and 1.234: Examples of Mansion blocks in the area



Figure 1.235: Terraced town houses in the area



Figure 1.236: A low rise terrace in the area

Urban Blocks

- 1•156 As mentioned, much of the built form in this character area is made up of **apartment blocks** that stand alone and are not incorporated into urban blocks. As such, they do not feel congruous with the urban grain of the other surrounding character areas. They also often suffer from largely in unsuccessful public realm around their edges either because it is not well overlooked, it is not vibrant or well used, and/or it is dominated by car parking.
- 1•157 The urban blocks formed by **mansion blocks, mews houses and terraced town houses** are more successful. The sketch in figure ???.? demonstrates the relationship between all three of these typologies. The terraced town houses have public fronts onto the public realm and private rear gardens abutting the back of mews houses. The mansion blocks have public fronts that address a Primary Street whilst at their private rears are communal (semi private) gardens which back onto a tertiary street. The tertiary street that is backed onto by communal gardens is flanked by blank facades and as a result the replication of this particular arrangement should be avoided in the OA.
- 1•158 The townhouses create strong build lines through their front garden boundaries. The build lines on the mews streets tend to be less consistent because of the disjointed buildings.

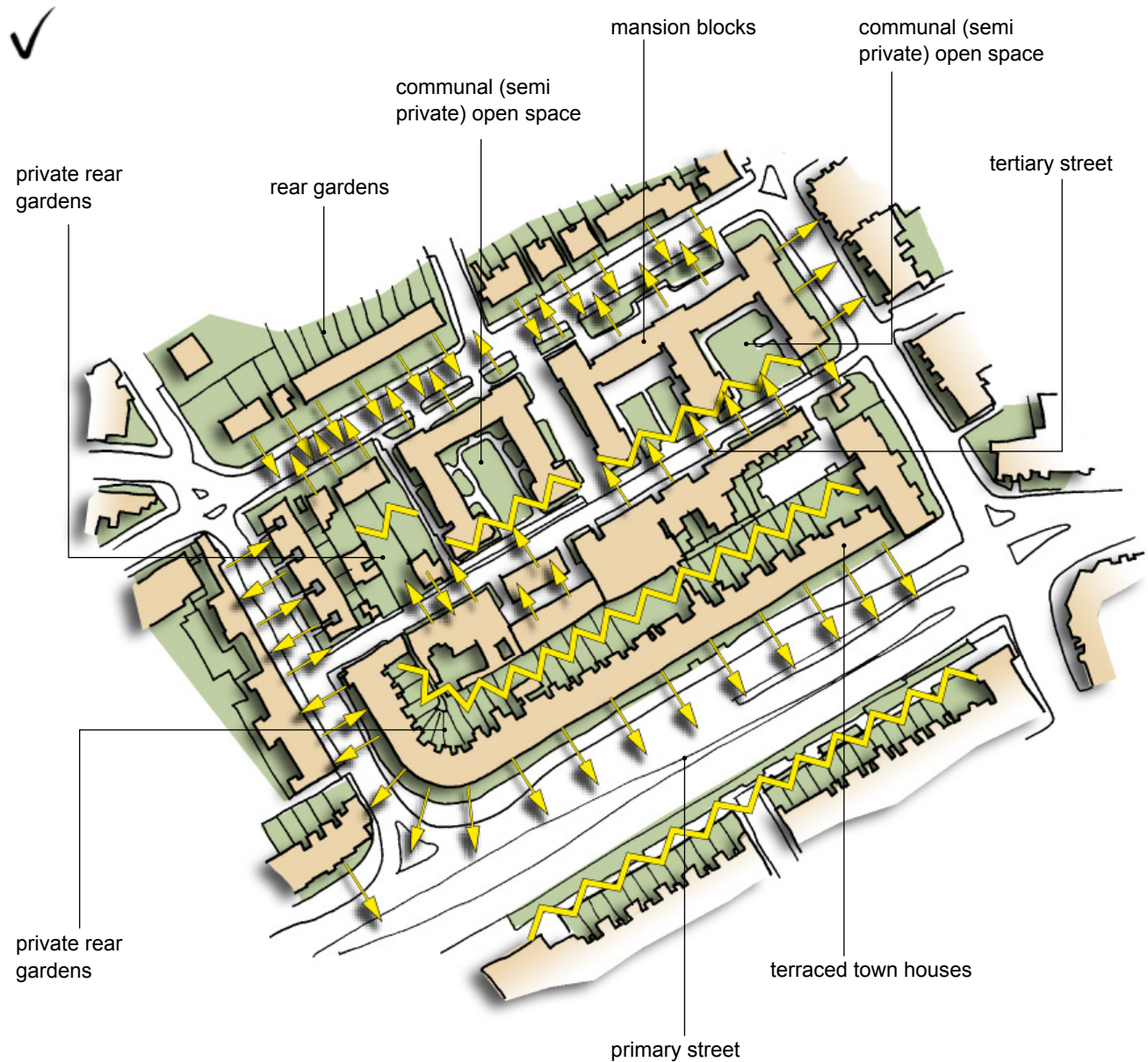


Figure 1.237: Typical block structure created by the relationship between mansion blocks, terraced town houses and mews streets

Open Spaces

- 1•159 There are currently no publicly accessible open spaces within this character area. However, the Warwick Road Planning Brief (Adopted January 2008), now reflected in planning permissions for different sites, establishes the principle of providing a new publicly accessible open space of at least 15 metres wide over four sites stretching from Kensington High Street to 195 Warwick Road.
- 1•160 Some of the residential buildings are built around communal (semi private) courtyard spaces, accessible to residents only, and there are a limited number of private back gardens.



Figure 1.238: **Semi-private gardens:** walled gardens and tertiary street behind Marlborough Court mansion blocks



Figure 1.239: **Semi-private courtyard:** Pembroke Road

Public Realm Quality

1•161 Poor Examples:

- Fenelon Place and Beckford Close are poor quality streets between large footprint buildings that do not prioritise pedestrians. Where footways exist they are very narrow and there are a number of blank facades.
- The junction of Warwick Road and Kensington High Street has a poor sense of enclosure and very narrow pedestrian refuges in the centre.
- West Cromwell Road creates significant severance as a result of excessive railings and indirect pedestrian crossings. Its footways are also very narrow.
- Warwick Road is addressed by a number of blank facades and poorly maintained fences

1•162 Good Examples:

- Logan Mews features well maintained cobbled pavements forming a high quality street surface that can be shared by all street users.



Figure 1.240: Blank facades on Warwick Road



Figure 1.241: The lack of footway on Beckford Close



Figure 1.242: Poor pedestrian environment on West Cromwell Road



Figure 1.243: High quality street surface on Logan Mews

Street Hierarchy

- 1•163 **Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, West Cromwell Road typically consists of 4-9 lanes of directional traffic (widths vary along the road) and features a generously splayed intersection with Warwick Road. Typical street widths range along West Cromwell Road range from 25m to 45m. Warwick Road is narrower. It spans two character areas, and its characteristics vary. Here, it typically consists of 4 lanes of north bound traffic. Typical street widths along Warwick Road range from 8-17m.
- 1•164 **Secondary Streets** such as Pembroke Road subdivide the area and are predominantly residential. Typical widths are about 9m.
- 1•165 **The Tertiary streets** in this area include the poorly overlooked and underused service streets around the large footprint blocks which lead to car parks or building entrances only and do not accommodate through movement. The replication of this sort of service street should be avoided in the OA. More successful tertiary streets in this area include Logan Mews, which ranges from approximately 5 to 7m in width.

- Primary Streets
- Secondary Streets
- Tertiary Streets



Figure 1.244: The street hierarchy in the Warwick Road/West Cromwell Road character area



Figure 1.245: Primary Street: Warwick Road



Figure 1.246: Secondary Street: Pembroke Road



Figure 1.247: Tertiary Street: Logan Mews

Building Heights



Figure 1.248: Buildings heights in the Warwick Road/West Cromwell Road character area

- 1•166 In general the building heights in this area are greater than in the other character areas. Heights range from 2 storeys in the mews streets to 10 storeys on Kensington High Street.
- 1•167 Unlike the other character areas, there is not always a strong relationship between street types and building heights in this character area. For example there is a row of two storey terraced houses on Warwick Road. They do little to contribute to the enclosure of this wide street.

Height AOD*	Approx. equivalent in modern storey heights
71- 100m	22-34 residential storeys 18-28 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys
51-60m	16-17 residential storeys 13-14 office storeys
41-50m	12-15 residential storeys 10-12 office storeys
31-40m	9-11 residential storeys 7-9 office storeys
21-30m	6-8 residential storeys 5-6 office storeys
1-20m	up to 5 residential storeys up to 4 office storeys



Figure 1.249: 10 storey Think Building



Figure 1.250: 3.5 storey town houses



Figure 1.251: 2 storey terraced houses on Warwick Road

* AOD: Above Ordnance Datum

Heritage Assets: Conservation Areas and Listed Buildings

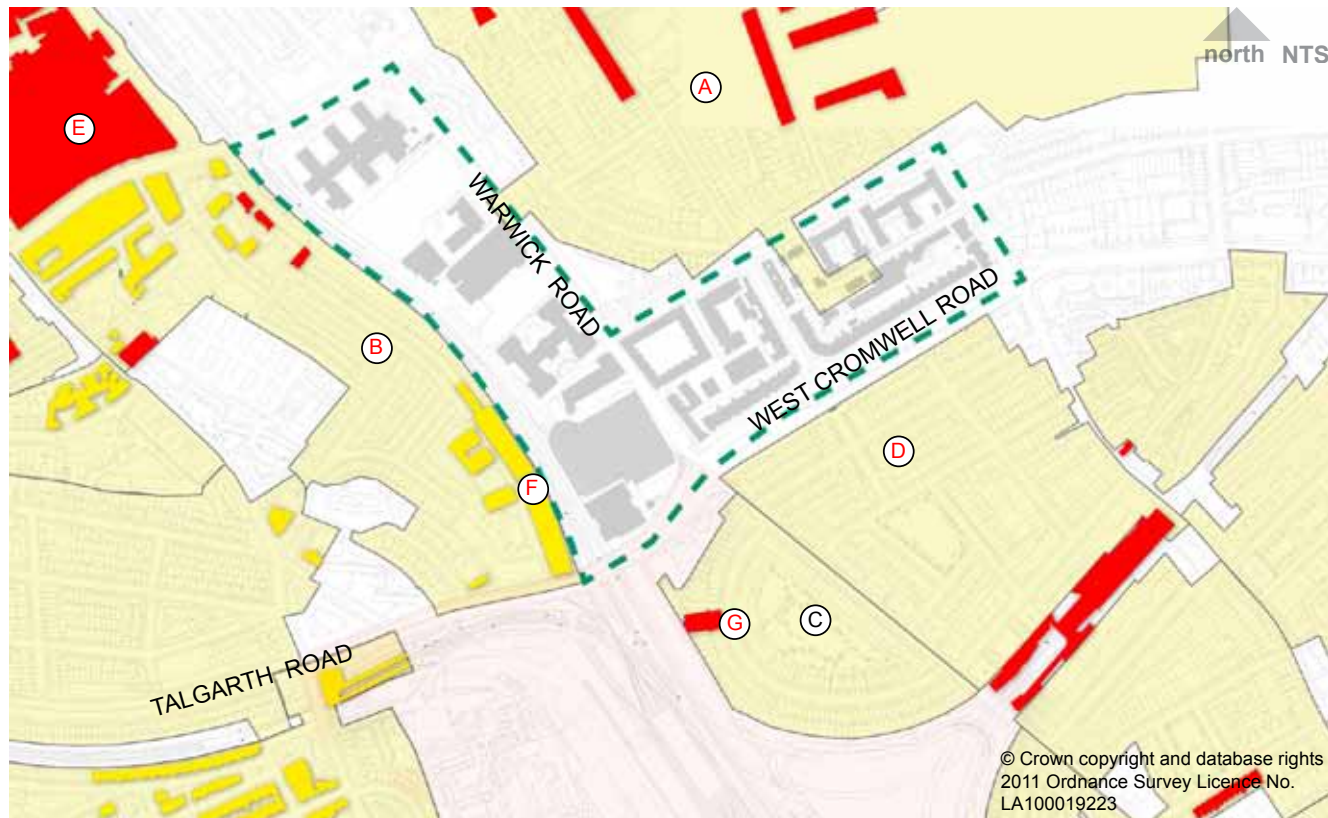


Figure 1.252: Heritage Assets in and around the Warwick Road / West Cromwell Road character area

1•168 The following conservation area is found partly within the Warwick Road / West Cromwell Road character area:

(A) The Edwardes Square / Scarsdale Conservation Area.

1•169 The Warwick Road / West Cromwell Road character area is also in the immediate vicinity of:

(B) The Olympia and Avonmore Conservation Area;

(C) The Philbeach Conservation Area; and

(D) The Nevern Square Conservation Area.

1•170 There are no listed buildings or buildings of merit within the Warwick Road / West Cromwell Road character area. However, it is in the vicinity of:

(E) Olympia;

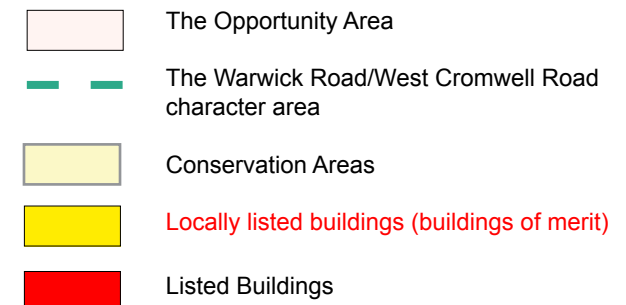
(F) Mornington Avenue Mansions; and

(G) St Cuthbert's Church

Urban Design Observations

1•171 Analysis of the Warwick Road/West Cromwell Road character area has resulted in the following design principles:

- large footprint, discrete buildings should compliment the built fabric rather than dominate it;
- measures should be introduced to avoid high speeds/frequency of traffic;
- the urban structure should integrate well into the typical grid of the other surrounding character areas;
- successful relationships can be created between different typologies and street types in the same urban block;
- build lines should respond to typology and street type;
- high quality pedestrian environments are very important;
- blank facades should be avoided;
- primary streets should not bisect neighbourhoods; and
- tertiary streets must be well overlooked.



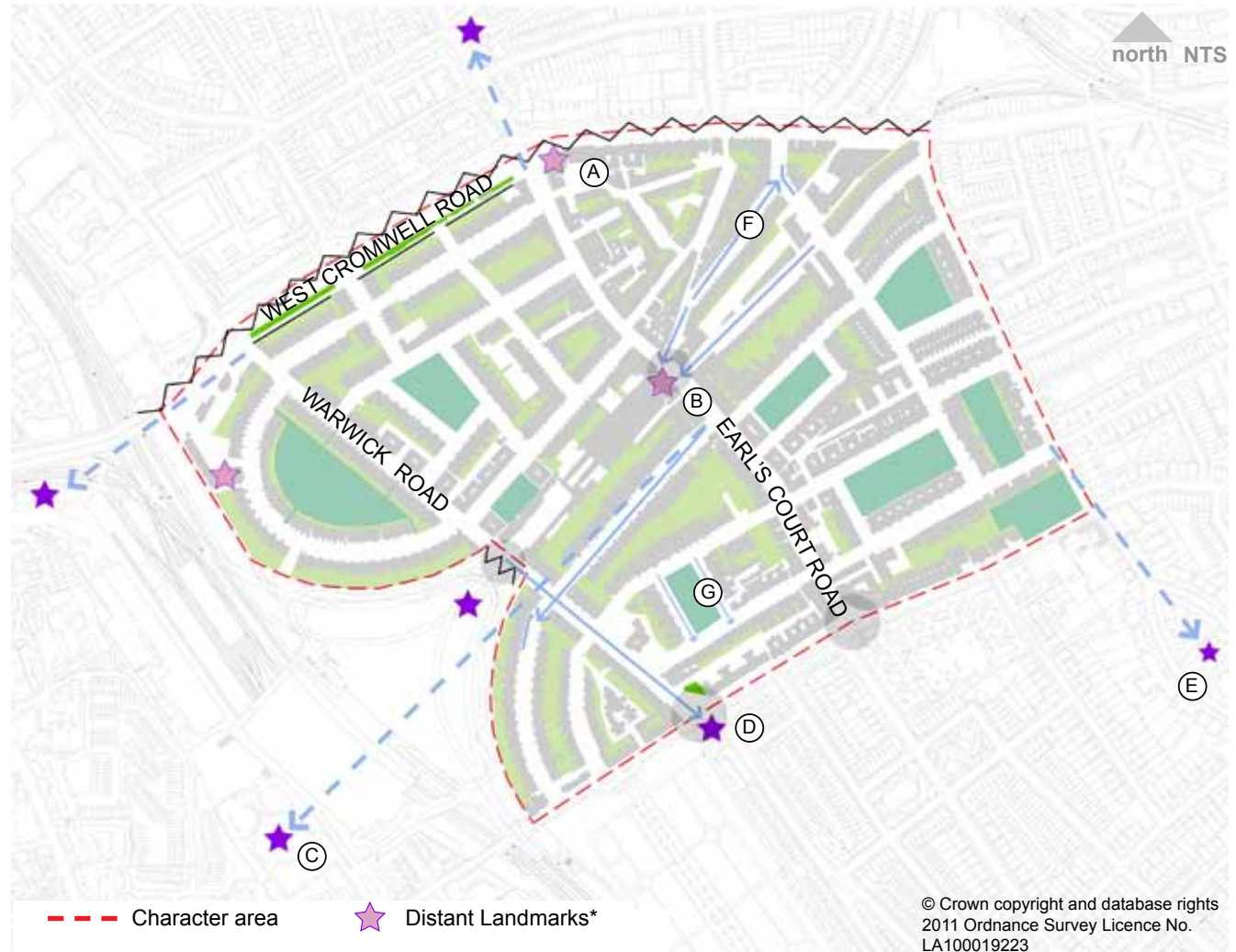
Earl's Court

Urban Structure



Figure 1.253: The location of the Earl's Court character area

1•172 This character area is found to the north east of the OA in the Royal Borough of Kensington and Chelsea. It includes five conservation areas and a section of railway. The most significant routes through the area are Earl's Court Road and Warwick Road.



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Figure 1.254 (right): The urban structure of the Earl's Court character area

Urban Structure

- 1•173 The arrangement of blocks in the western part of the Earl's Court character area is dominated by the crescents of the Philbeach Conservation Area. These strong set pieces in the urban grain are reinforced by larger plots and taller terraced dwellings. As a result, they create a strong sense of place. The north eastern part of the character area is distinguished by a network of mews streets. These provide a finer grain of development that is more pedestrian friendly, although there are some cul-de-sacs (dead ends).
- 1•174 The arrangement of blocks in the centre of this character area is influenced by the dominant north-south streets and the railway line that dissects them. This creates an orthogonal grid structure with a good level of permeability.

Landmarks, Views and Vistas

- 1•175 Many views in this area are deflected by key buildings rather than terminated by them. In addition, views of many of the local landmarks are glimpsed, rather than direct. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.255: Local Landmark: The Metro Bank is a landmark that marks a 'gateway' to Earl's Court Road.



Figure 1.256: Local Landmark: Earl's Court Station acts as a point of reference which terminates local views



Figure 1.257: Distant Landmarks: The Empress State Building is visible in the backdrop of a number of views from this character area



Figure 1.258: Long views: The view down Warwick Road is terminated by 192 Finborough Road



Figure 1.259: Glimpsed views: St. Mary The Boltens Church Spire is glimpsed through trees



Figure 1.260: Deflected views: The view down Hogarth Road is deflected by the corner building on Knaresborough Place



Figure 1.261: Well enclosed views: The views around Earl's Court Square are well enclosed by buildings and rows of mature trees

Land Uses

1•176 Main Uses: This area is predominantly residential with commercial, retail and hotel uses distributed throughout.

1•177 Other Uses:

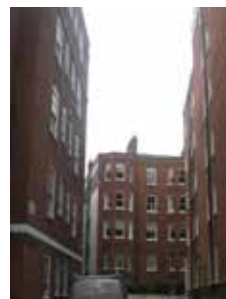
- Commercial: A number of independent hotels
Premier Inn hotel
- Education: St. Cuthbert with St. Matthias Primary School
- Health: Knaresborough Place Medical Chambers
- Transport: Earl's Court station
- Worship: St.. Cuthbert's Church
- Cultural: Kensington Galleries

Residential Typologies

1•178 Notable Buildings: In addition to the listed buildings, there are buildings that are notable for either their architecture or unique functions. In the Earl's Court character area, these include Philbeach Hall.

1•179 Residential Typologies: The three main residential typologies in this character area are Mansion Blocks, Terraced Town Houses and Mews houses.

- **Mansion Blocks (4-6.5 storeys):** These tend to be located on Primary Streets or in special open space settings. Residents share a communal front door that creates a sense of celebration at the front of the building. The mansion blocks create strong build lines and tend to have a well articulated vertical emphasis.
- **Terraced Town Houses (3-5 storeys):** These always front onto active streets, often with small front gardens bounded by low walls or metal railings. They generally form long unbroken terraces with strong vertical emphasis.
- **Mews (2- 3 storeys):** The majority of mews buildings are residential, but there are also examples of mixed use mews streets. The buildings have minimal or no set backs between them and the street.
- **Other notable residential typologies** in this character area include low rise terraces, in fill buildings and flats over retail.



Figures 1.262, 1.263 and 1.264: Examples of mansion blocks in the area



Figures 1.265 and 1.266: Examples of terraced town houses in the area

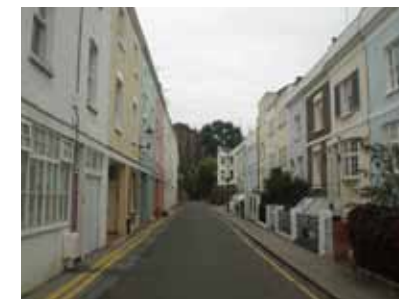


Figure 1.267: An example of mews houses in the area

Urban Blocks

1•180 Mansion blocks tend to be found on Primary streets or around communal gardens. Their public fronts address the public realm, punctuating streets with regular rhythms of grand communal entrances behind consistent boundary lines. The private backs of those on Primary Streets tend to address mews/ service streets or small private/communal open spaces. The private backs of the mansion blocks around communal gardens tend to back directly onto the open space. The replication of this may be acceptable within the OA, but *only* where the open space is private or semi private. Direct adjacency between the rear of properties and *public* open spaces will not be permitted.

1•181 The terraced town houses in this character area generally create formal urban blocks with public fronts addressing streets and private backs addressing private rear gardens within the centres of the blocks. There are also examples of terraced town houses lining the perimeter of urban blocks with communal gardens at the centre. Unlike the mansion blocks, which tend to back directly onto communal gardens, the terraced town house (such as those surrounding Philbeach Gardens) appear to have small private rear gardens between the properties and the open space. This approach to private and communal open spaces would be welcomed in the OA, but it is not considered appropriate for public open spaces. Terraced town houses tend to have strong build lines formed by front garden boundaries.



Figure 1.268 Typical block structure created by mansion blocks

1•182 Mews Houses and streets subdivide urban blocks and create a fine urban grain that would be welcomed in the OA. They tend to be found at the end of the private gardens of larger terraced town houses or mansion blocks. The streets are narrow, with a sense of intimacy as a result of the scale of the buildings. The buildings themselves form strong, consistent build lines with no front gardens. Mews streets are rarely gated in this character area, but are generally only used by those residents who live on them because their design clearly signals their local role and therefore discourages wider movement.



Figure 1.269: Typical block structure created by terraced houses



Figure 1.270: Typical block structure created by mews houses

Open Spaces

- 1•183 There is a very limited amount of publicly accessible open space in this character area. Open space tends to take the form of the garden squares and communal gardens.
- 1•184 Earl's Court Square and Nevern Square are both garden squares. Although they are accessible only to the residents of the dwellings that surround them and contribute to their upkeep, they do offer good visual amenity to the active streets around their perimeters. They are defined by formal railings/hedgerows and given a grand sense of scale by mature trees.
- 1•185 Philbeach Gardens and Collingham Gardens are both communal gardens. They are less visible from the public realm as they are sandwiched between buildings. Again, they are accessible only to surrounding residents. Collingham Gardens has two visible ends but Philbeach Gardens is almost completely enclosed by buildings.



Figure 1.271: Earl's Court Square (Garden Square)



Figure 1.272: Philbeach Gardens (Communal Garden)

Garden Squares: Earl's Court Square and Nevern Square

- 1•186 Both Earl's Court Square and Nevern Square are successful garden squares in this character area. The following pages present analysis of both, focusing on their role within the urban fabric.
- 1•187 They are both surrounded on all four sides by active streets used by pedestrians, cyclists and motor traffic. On street parking is available on all four sides of both squares. In general, this tends to be 'in line parking' parallel to the carriageway. However, on the narrower ends of Earl's Court Square echelon (angled) parking is available. This echelon arrangement can feel visually dominant.
- 1•188 The presence of on street parking and the presence of different street users both contribute to the feeling of activity and vibrancy in and around the squares, even though, in both cases, the actual green space is only open to local residents who contribute towards its upkeep. Although the open space itself is private, it offers excellent visual amenity to the public realm.
- 1•189 Both squares are framed by tall terraced town houses. They give the open spaces good senses of enclosure, aided by the mature trees that line the squares. Earl's Court Square has enclosure ratios of 1:4.2 and 1:5.2. The enclosure ratios of Nevern Square range between 1:3.4 and 1:7.2
- 1•190 The green space at Earl's Court Square has dimensions of approximately 35 by 80m. It has an area of almost 260 m².
- 1•191 The green space at Nevern Square has dimensions of approximately 55 by 90m. It has an area of almost 450m².
- 1•192 The buildings that front onto Earl's Court Square are between 18.5 and 25.5m in height (from ground level). Although this equated to between 4 and 6 storeys when these town houses were built, it could be equivalent to between approximately 6 and 8.5 residential storeys today (based on floor to floor heights of 3m).
- 1•193 The buildings that front onto Nevern Square are between 18 and 21m in height (from ground level). Although this equated to between 5 and 6.5 storeys when these town houses were built, it could be equivalent to between approximately 6 and 7 residential storeys today (based on floor to floor heights of 3m).

Garden Squares Earl's Court Square

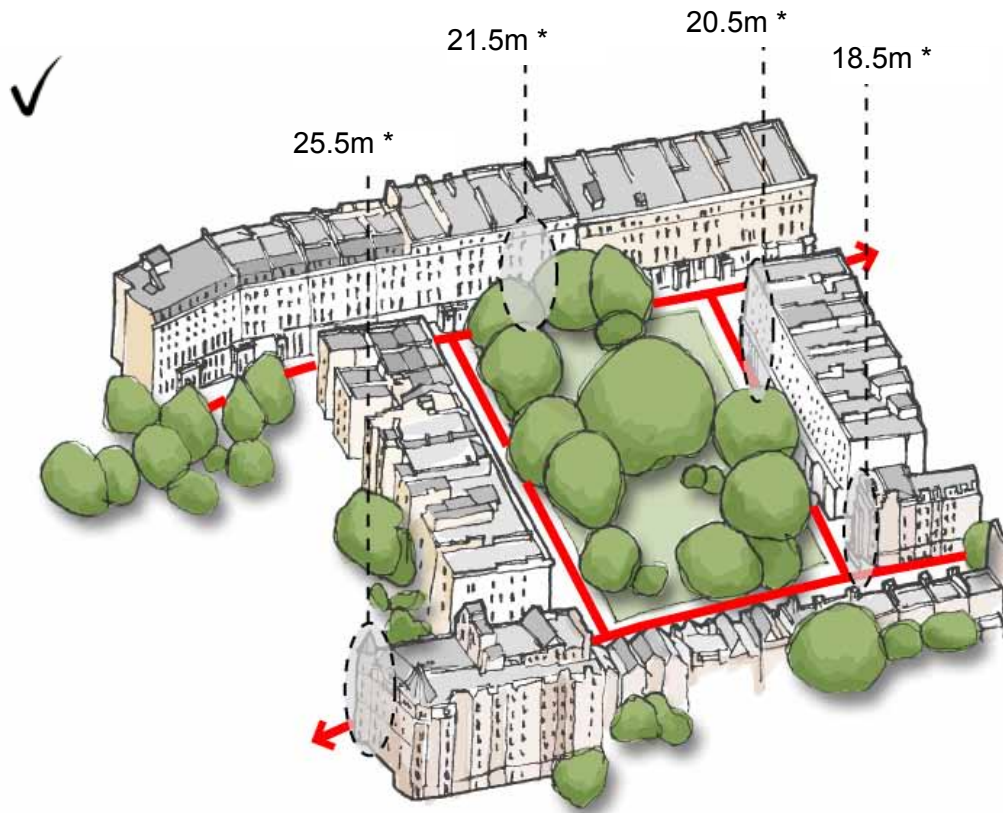


Figure 1.273: Earl's Court Square sketch indicating some typical building heights
*: Above Ground Level

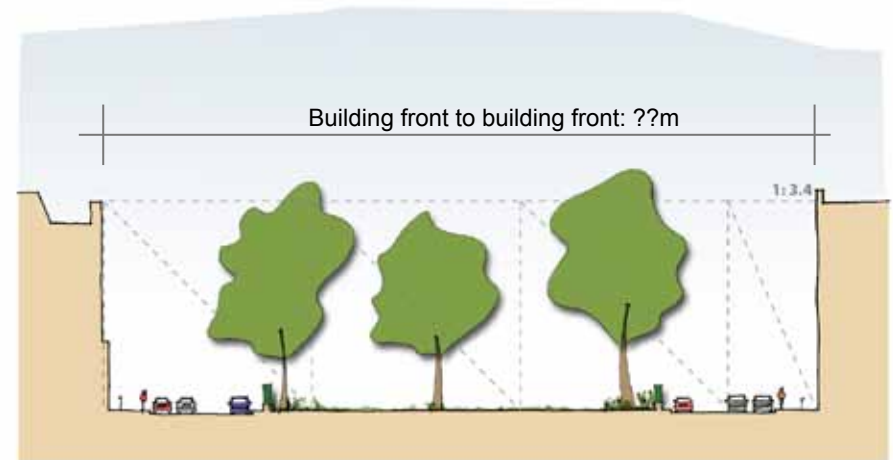


Figure 1.274: Section AA: Queens Club Gardens

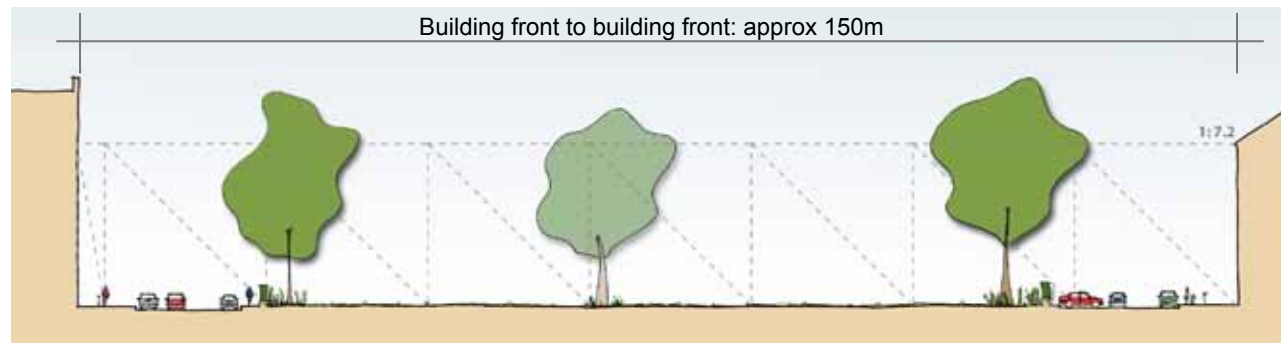


Figure 1.275: Section BB: Earl's Court Square

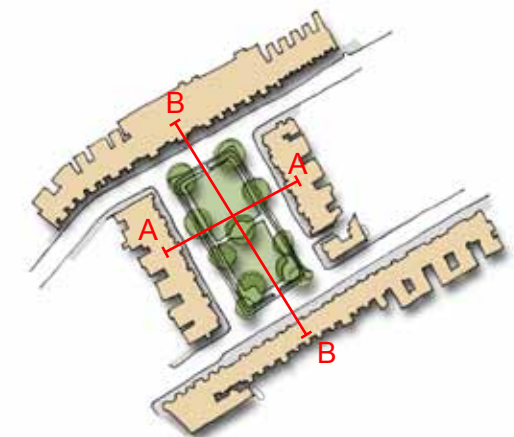


Figure 1.276: Earl's Court Square plan with section lines

Garden Squares: Nevern Square

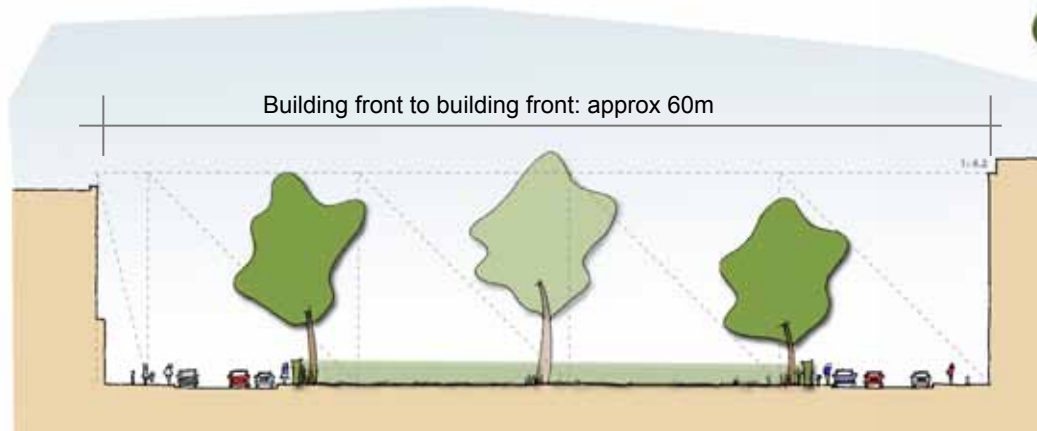


Figure 1.277 : Section AA: Nevern Garden Square

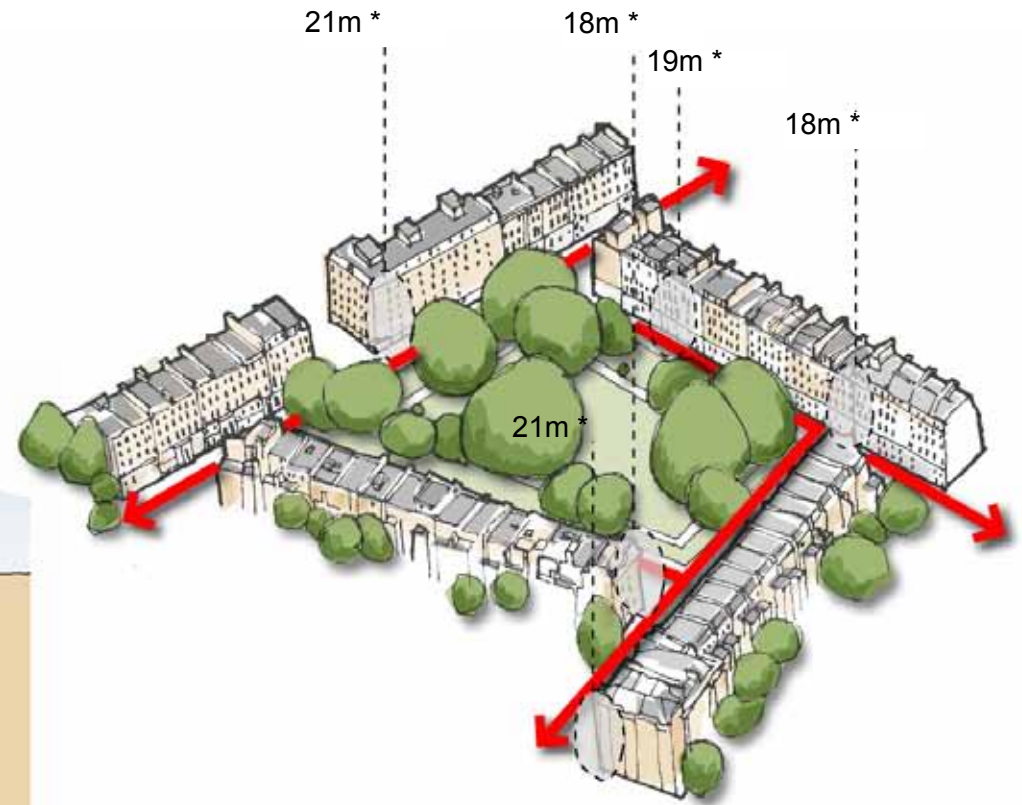


Figure 1.279: Nevern Square sketch indicating some typical building heights
*: Above Ground Level

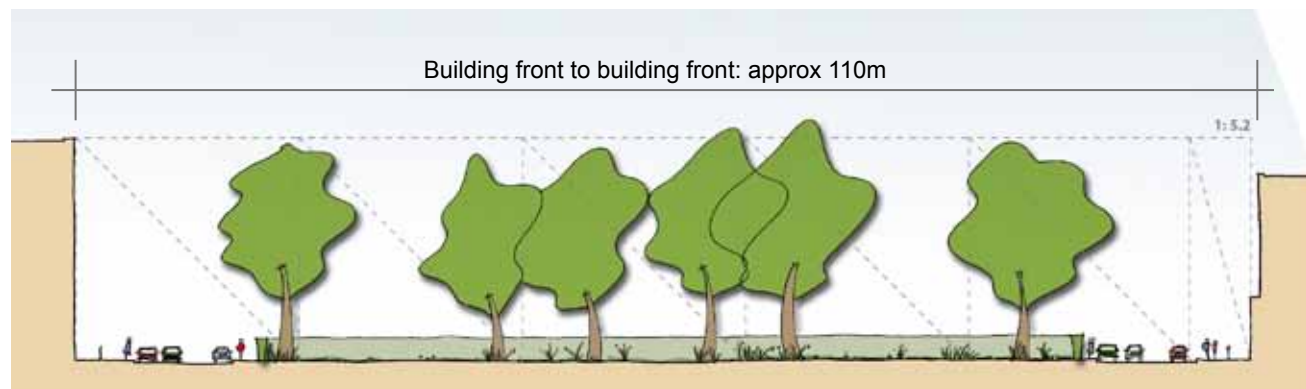


Figure 1.278: Section BB: Nevern Garden Square

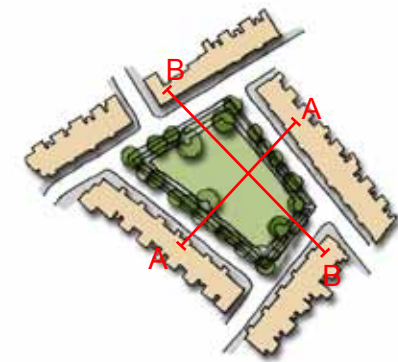


Figure 1.280: Nevern Square plan with section lines

Street Hierarchy

- 1•194 **The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, West Cromwell Road is lined by predominately residential buildings, has 4- 9 lanes of directional traffic and features a generously splayed intersection with Warwick Road. Typical widths (back edge of footway to back edge of footway) range from 25m to 45m. In contrast, Earl's Court Road consists of a mix of uses and consists of only 2 lanes of traffic. It is typically about 15m wide.
- 1•195 **Secondary Streets** such as Nevern Place subdivide the area and are predominantly residential. Typical widths range from 13-15m.
- 1•196 **The Tertiary streets** in this area include mews, lanes and pedestrian- only links. Mews and Lanes such as Redfield Lane are typically well enclosed by low residential or mixed use buildings. Typical widths are between 5 and 10m. The character of pedestrian only links varies from the poorly overlooked street between Redfield Lane and West Cromwell Road (width of 5.5m) and the bustling, mixed use Hogarth Place (width of only 3-4m).

- Primary Streets
- Secondary Streets
- Tertiary Streets

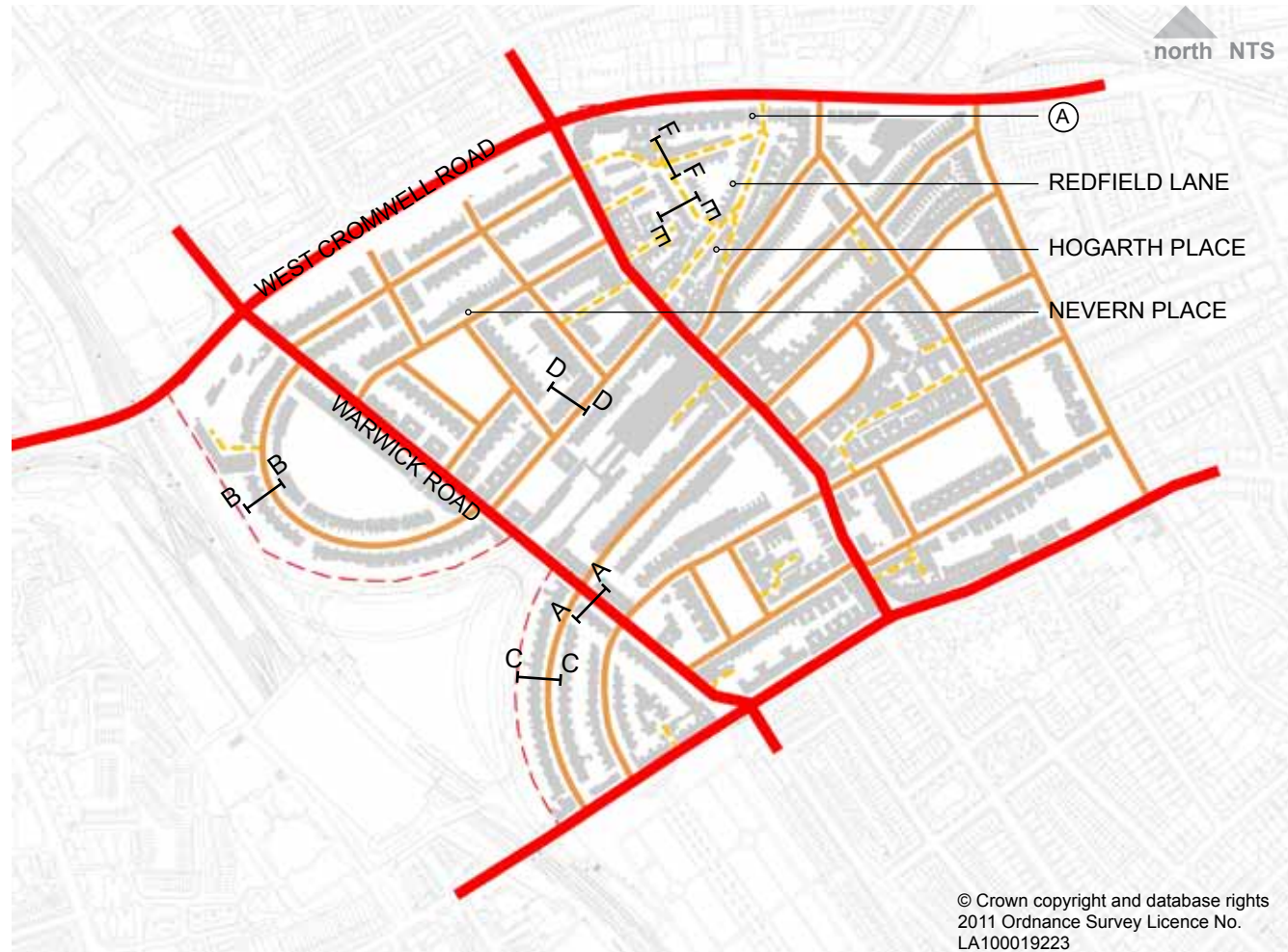


Figure 1.281: The street hierarchy in the Earl's Court character area (section references refer to street sections on pages 72 & 73)



Figure 1.282: Primary Street: Earl's Court Road



Figure 1.283: Secondary Street:



Figure 1.284: Poorly overlooked pedestrian link

Local Streets

1•197 Primary Street: Warwick Road

- Street enclosure ratio of 1:1.4;
- Width (building front to building front) of 22m;
- Street trees line one side only;
- No on street parking or stopping;
- Three lanes of one way traffic; and
- Footways defined by kerbs on both sides.

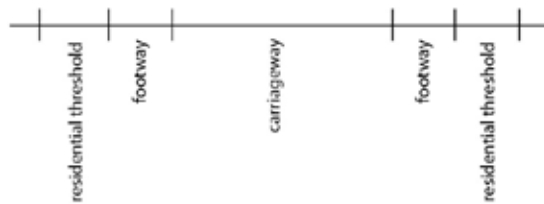
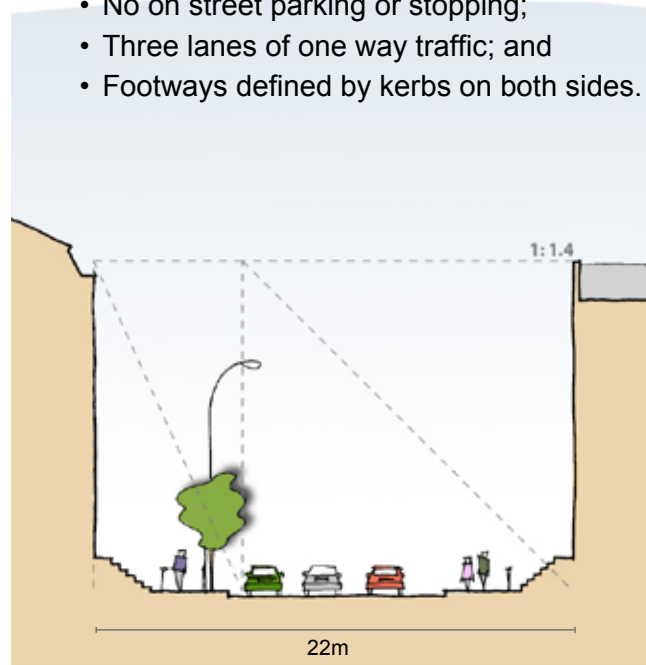


Figure 1.285: Section AA: Warwick Road

1•198 Secondary Street: Philbeach Crescent

- Street enclosure ratio of 1:1.3;
- Width (building front to building front) of 24m;
- Crescent street form;
- On street, in line parking on both sides of street;
- Two way traffic;
- Dedicated, demarcated cycle lane; and
- Footways defined by kerbs on both sides.

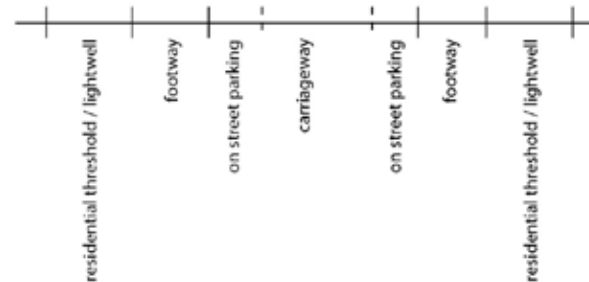
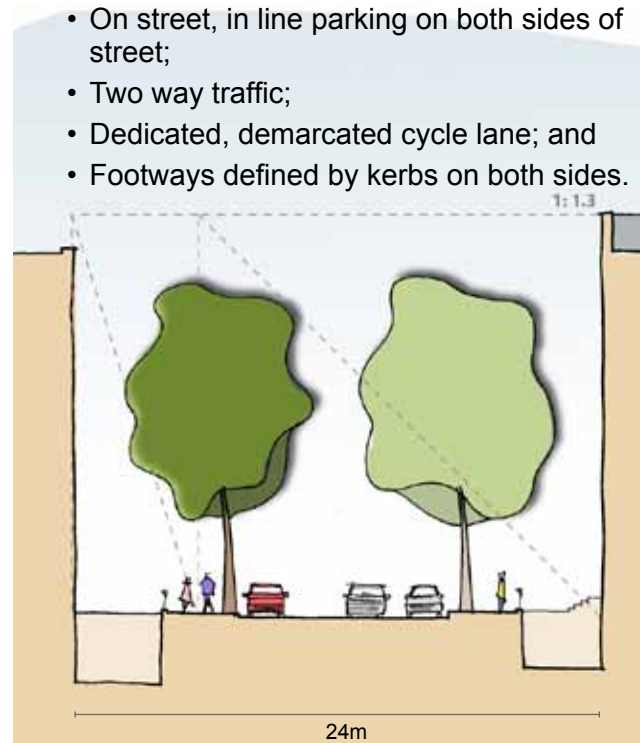


Figure 1.286: Section BB: Philbeach Gardens

1•199 Secondary Street: Eardley Crescent

- Street enclosure ratio of 1:1.6;
- Width (building front to building front) of 22m;
- Crescent street form;
- Street trees line one side only;
- On street, in line parking on both sides of street;
- Two way traffic;
- Vertical deflections for traffic calming; and
- Footways defined by kerbs on both sides.

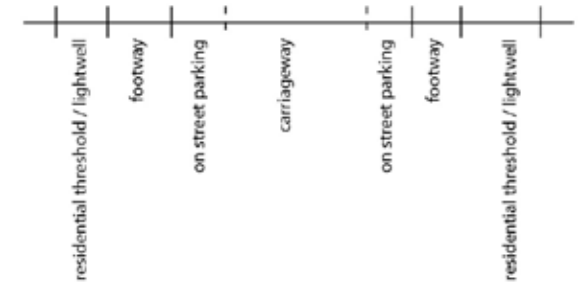
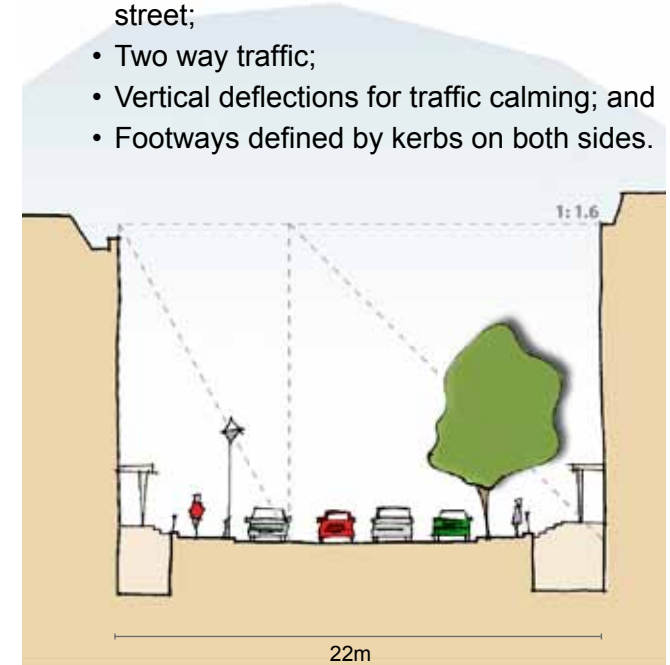


Figure 1.287: Section CC: Eardley Crescent

1•200 Secondary Street: Trebovir Road

- Street enclosure ratio of 1:1.3;
- Width (building front to building front) of 15m;
- On street, in line parking on both sides of street;
- Two way traffic; and
- Footways defined by kerbs on both sides.

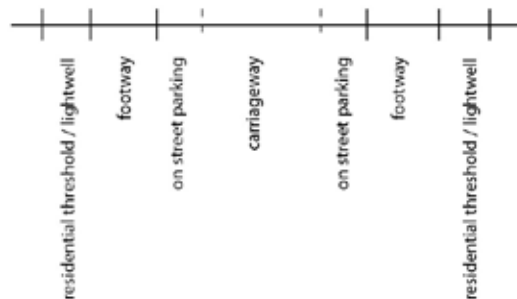
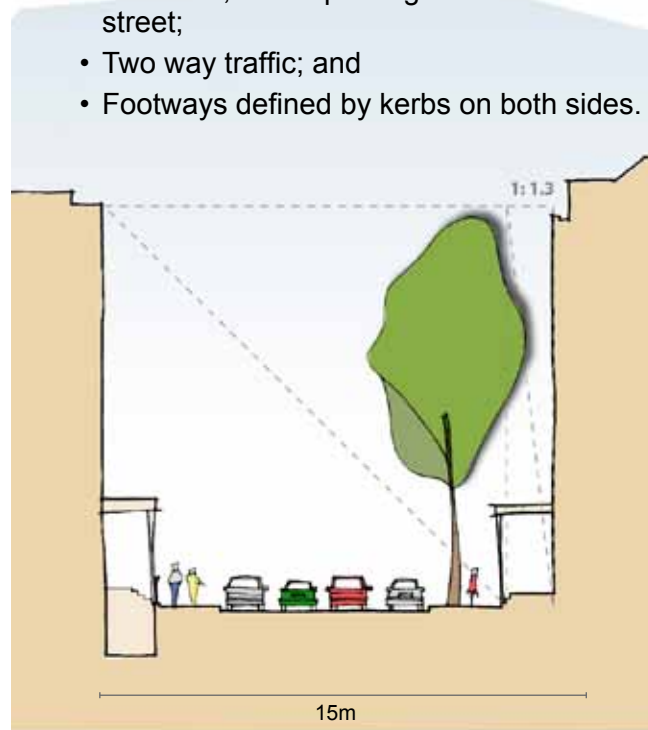


Figure 1.288: Section DD: Trebovir Road

1•201 Tertiary Street: Wallgrave Road

- Street enclosure ratio of 1:1.9;
- Width (building front to building front) of 18m;
- On street, in line parking on both sides of street;
- Two way traffic; and
- Footways defined by kerbs on both sides.

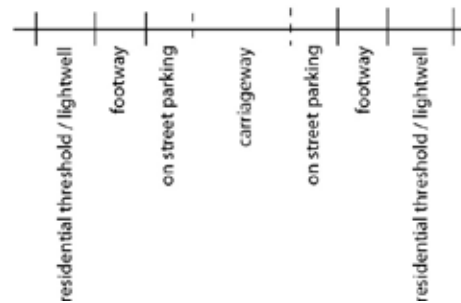
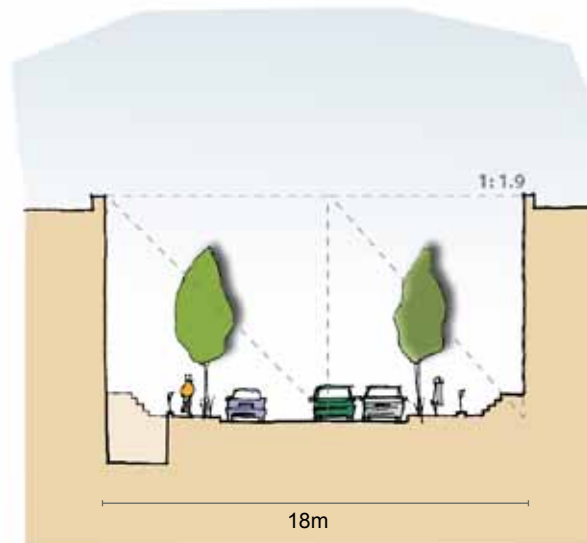


Figure 1.289: Section EE: Wallgrave Road

1•202 Tertiary Street: Redfield Lane

- Street enclosure ratio of 1:0.9;
- Width (building front to building front) of 9m;
- Very limited on street, in line parking on side of the street at certain times of day;
- Single lane of one way traffic; and
- Very narrow footway defined by kerbs on one side only.

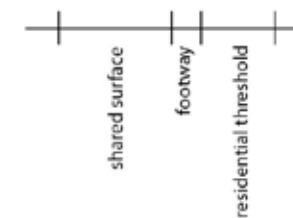
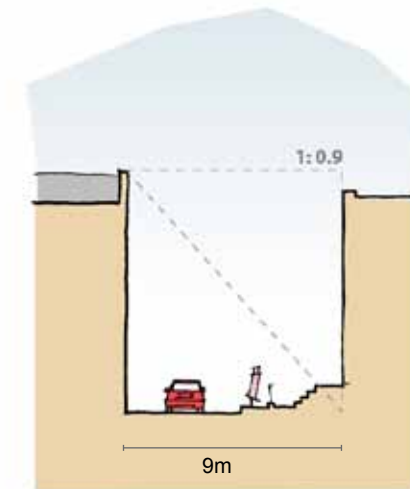


Figure 1.290: Section FF: Redfield Lane

Building Heights

1•203 The building heights in the Earl's Court character area are generally very consistent, ranging between 2 and 6 storeys. There are a limited number of in fill buildings that reach up to 10 storeys.



Figure 1.291: Buildings heights in the Earl's Court character area

Height AOD*	Approx. equivalent in modern storey heights
71- 100m	22-34 residential storeys 18-28 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys
51-60m	16-17 residential storeys 13-14 office storeys
41-50m	12-15 residential storeys 10-12 office storeys
31-40m	9-11 residential storeys 7-9 office storeys
21-30m	6-8 residential storeys 5-6 office storeys
1-20m	up to 5 residential storeys up to 4 office storeys



Figure 1.292: 5.5 storey buildings overlooking Braham Square communal gardens



Figure 1.293: 4.5 storey town houses



Figure 1.294: 2 to 2.5 storey houses on tertiary streets

* AOD: Above Ordnance Datum

Roofscapes

1•204 There are many long, unbroken terraces within this character area. In general, regardless of the scale or typology of the buildings, their roofscapes tend to be very consistent with very little variation. In some places they present strong parapet lines with no additional articulation above them, in other places they are given a strong sense of rhythm by built elements like dormer windows, mansard roof arrangements and/or projecting party walls.



simple, consistent parapet line with nothing visible above it



consistent roofscape with regular rhythm of dormer windows

1•205 There are also examples of the roofscape changing mid terrace. However, it is important to note that in these cases it does not change for a single building, but for a significant portion of the terrace. Therefore the feeling of consistency is retained.



simple, consistent parapet line
roofscape articulated by dormer windows and mansard roofs



simple, consistent parapet line
roofscape articulated by regular rhythm of dormer windows

1•206 There are also very occasional examples of the roofscape varying to emphasise important corners with extra height or a change in design. These examples act as successful wayfinding markers because they are so rare and they stand out so boldly from the generally consistent roofscape.



change in roofline to accent important corner

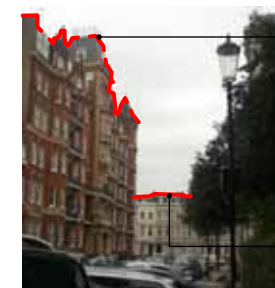


change in roofline to accent important corner

1•207 This consistency does not result in monotony because there are many different roofscapes throughout the character area. There are examples of the roofscape varying between two neighbouring urban blocks, or within urban blocks, for example where a mews street backs onto a terrace of townhouses.



simple, consistent parapet line
articulated by gable walls



highly articulated roofscape with gable walls, dormer windows and even turrets
simple mansard roof with dormer windows

Figures 1.295 to 1.302: the typical roofscapes in the area

Public Realm Quality

1•208 Poor Examples:

- Earl's Court Road is congested, poorly maintained in places and has too few pedestrian crossings
- The junctions where West Cromwell Road meets Warwick Road and Earl's Court Road create poor pedestrian experiences as a result of traffic congestion, a lack of enclosure and staggered pedestrian crossings
- The southern side of West Cromwell Road has narrow footways and an under used, poorly overlooked strip of 'left over' green space



Figure 1.303: Southern side of West Cromwell Road



Figure 1.304: 'Left over' green space on Old Brompton Road



Figure 1.305: Mixed use pedestrian link at Hogarth Place

1•209 Good Examples

- There is also 'left over' green space at the junction of Old Brompton Road and Warwick Road. It has no clear function and is dominated by advertising hoardings
- Hogarth Place is a mixed use pedestrian link that is well overlooked and well used
- The junctions where Old Brompton Road meets Warwick Road and Earl's Court Road have wide footways, active frontages, direct pedestrian crossings and minimal railings.

Urban Design Observations

1•210 Analysis of the Earl's Court character area has resulted in the following design principles:

- strong urban grain set pieces like crescents can aid navigation and create a distinctive sense of place;
- streets should be laid out in an orthogonal grid with primary streets providing strong north-south connections;
- deflected views can encourage people to

- explore an area;
- elevations should have well articulated vertical emphasis;
- residential buildings should have a clear distinction between their public fronts and private backs;
- mansion blocks should occupy special settings and have grand communal entrances;
- mews streets can be used to create a very fine urban grain

Heritage Assets: Buildings

- 1•211 There is also a number of listed buildings and buildings of merit in and around the Earl's Court character area. Those inside the character area include:

- (A) St. Cuthbert's Church;
- (B) Earl's Court Station;
- (C) Earl's Court Square; and
- (D) Collingham Gardens.

- 1•212 The Earl's Court character area is also in the vicinity of:

- (E) The Boltons; and
- (F) St Luke's Church, Redcliffe Square.



Figure 1.306: Collingham Gardens

- tertiary streets can create a sense of intimacy and their design can make it clear that they are for local movement only;
- Garden squares should be integrated into the urban structure;
- Garden squares should be publicly accessible, surrounded by active streets and well enclosed; and
- on street parking can add to the vibrancy of street life.

Heritage Assets: Conservation Areas

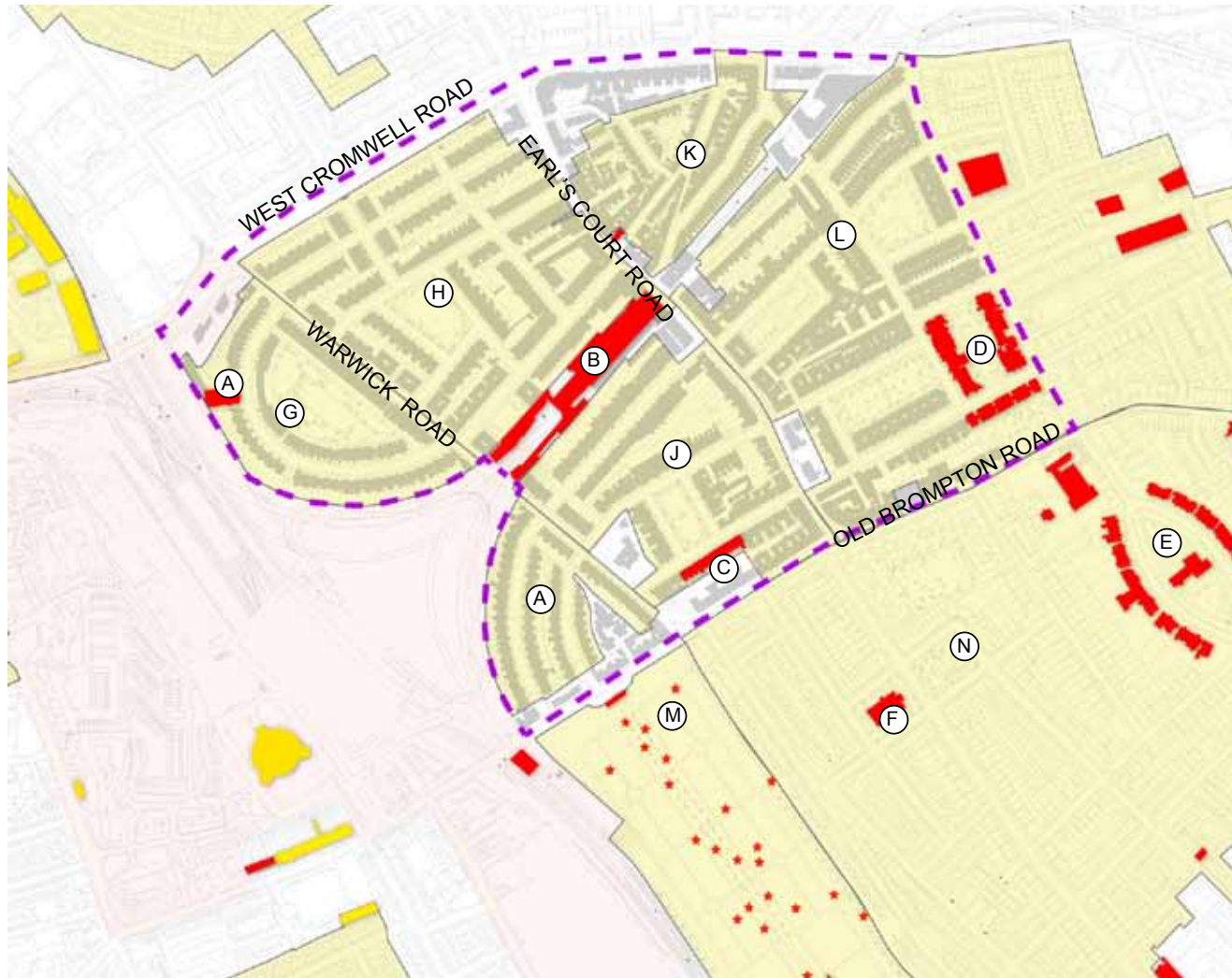
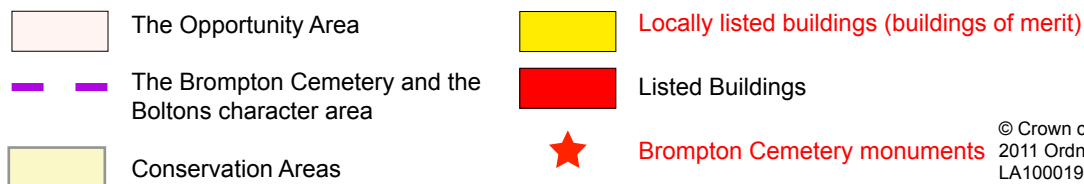


Figure 1.307: Heritage Assets in and around the Earl's Court character area



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1•213 The following conservation areas are found within the Earls Court character area:

- Ⓒ The Philbeach Conservation Area;
- Ⓗ The Nevern Square Conservation Area;
- Ⓙ The Earl's Court Square Conservation Area;
- Ⓚ The Earl's Court Village Conservation Area; and
- Ⓛ The Courtfield Conservation Area.

1•214 It is also within the immediate vicinity of:

- Ⓜ The Brompton Cemetery Conservation Area; and
- Ⓝ The Boltons Conservation Area.

1•215 Please refer to Conservation Area Proposal Statements for further description of these Conservation Areas and listed buildings



Figure 1.308: St. Cuthbert's Church



Figure 1.309: Earl's Court Station

Brompton Cemetery and The Boltons



Figure 1.310: The location of the Brompton Cemetery and The Boltons character area

1•216 This character area is found to the south east of the Opportunity Area in the Royal Borough of Kensington and Chelsea. It includes three conservation areas and Brompton Cemetery. The most significant routes through the area are Finborough Road and Redcliffe Gardens.

Urban Structure



Figure 1.311 (right): The urban structure of the Brompton Cemetery and The Boltons character area

Urban Structure

- 1•217 The arrangement of blocks in the western part of this character area is influenced by the dominant north-south streets, which may take their cue from linear configuration of Brompton Cemetery. Blocks in this area typically have their 'long sides' running parallel to the cemetery, resulting in an elongated, orthogonal layout. This arrangement enables a good level permeability.
- 1•218 The eastern part of the character area does not conform to the same structure. This area is typified by the 'vesica piscis' street arrangement, which forms the centre piece of the Boltons Conservation Area. This arrangement is reinforced by larger plots and large semi-detached dwellings. There are also a number of mews streets which provide a finer grain of development tucked into the interior of blocks.



Figure 1.312: Brompton Cemetery: The Conservation Area Proposals Statement identifies important views and vistas

Landmarks, Views and Vistas

- 1•219 As a result of the consistency of scale and massing in this character area, landmark buildings stand out because of their position in the urban grain and the key views are well enclosed, glimpsed or deflected. Landmark structures are identified for their wayfinding qualities, not because the authorities consider them to be good buildings.



Figure 1.313: Distant landmark: The impact of the Empress State Building on Brompton Cemetery.



Figure 1.314: Distant Landmark: Chelsea and Westminster Hospital from Hollywood Road



Figure 1.315: Local Landmark: The Finborough Pub occupies a unique position in the urban grain



Figure 1.316: Local Landmark: Brompton Cemetery wall and gatehouse building



Figure 1.317: Well enclosed view: Redcliffe Gardens



Figure 1.318: Local Landmark: Warwick Road terminated by 192 Finborough Road



Figure 1.319: Glimpsed views: St. Mary The Boltons Church Spire glimpsed through trees



Figure 1.320: Deflected view: The view down Ifield Road is deflected by a corner building

Land Uses

1•220 Main Uses: This character area is distinguished by Brompton Cemetery which covers approximately 16 hectares (39 acres). The remainder is predominantly residential with commercial, retail and healthcare uses located along its southern boundary at Fulham Road

1•221 Other Uses:

- Education: Redcliffe School
Servite Primary School
Bousfield Primary School
- Health: Women's Wellness Centre
- Worship: St. Luke's Church
St. Mary The Boltons

1•222 The Chelsea and Westminster Hospital lies just outside this character area to the south.

Residential Typologies

1•223 Notable Buildings: In addition to the listed buildings, there are buildings that are notable for either their architecture or unique functions. In the Brompton Cemetery and The Boltons, although it is outside the boundary that has been set, the Chelsea and Westminster Hospital.

1•224 The dominant residential typology in this area is the terraced town house. There are also mansion blocks and smaller mew properties.

- **Terraced Town Houses (3-5.5 storeys):** These always front onto active streets, with small front gardens typically bordered by railings. Many have a raised ground floor. The generally unbroken terraces provide a strong build line with a well articulated rhythm and vertical emphasis.
- **Mansion Blocks (4-6.5 storeys):** These tend to address primary streets or communal gardens. In general, they have minimal set backs from the street and strong vertical emphasis.
- **Other notable residential typologies** in this character area include Mews (2- 3 storeys), paired town houses (2- 3.5 storeys), flats over retail (4- 4.5 storeys), low rise terraces (2-2.5 storeys) and infill buildings (3-5 storeys).



Figures 1.321, 1.322, 1.323 and 1.324: Examples of terraced town houses in the area

Figure 1.325: An example of paired town houses in the area

Figure 1.326: An example of flats above retail



Figures 1.327 and 1.328: Examples of mansion blocks in the area (one fronting onto a street, one set in communal gardens)



Figure 1.329: An example of mews houses in the area

Urban Blocks

- 1•225 The **mansion blocks** in the Brompton Cemetery and The Boltons character area are predominantly found in special settings created by garden squares and primary streets.
- 1•226 Like in other character areas, the **town houses** create 'back to back' arrangements with secure private rear gardens at the centres of the blocks. In this area, there are a variety of different types of town houses, particularly paired town houses and terraced town houses. Both are large and grand and contribute to the affluent feel of the character area, but in different ways. The terraces of town houses create well enclosed streets and strongly framed views. The paired town houses allow for more green spaces between buildings and tend to be further set back from the streets.
- 1•227 Both the Mansion blocks and the town houses create urban blocks which can be dissected by mews streets, thus increasing the diversity of housing typologies and the density of the area. mews streets, creating a fine urban grain.
- 1•228 Build lines are generally consistent, largely created by front garden boundaries



Figure 1.330: Typical block structure created by mansion blocks

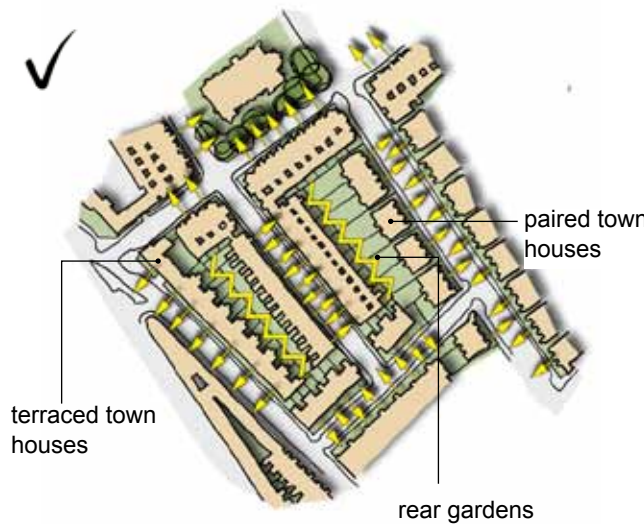


Figure 1.331: Typical block structure created by town houses

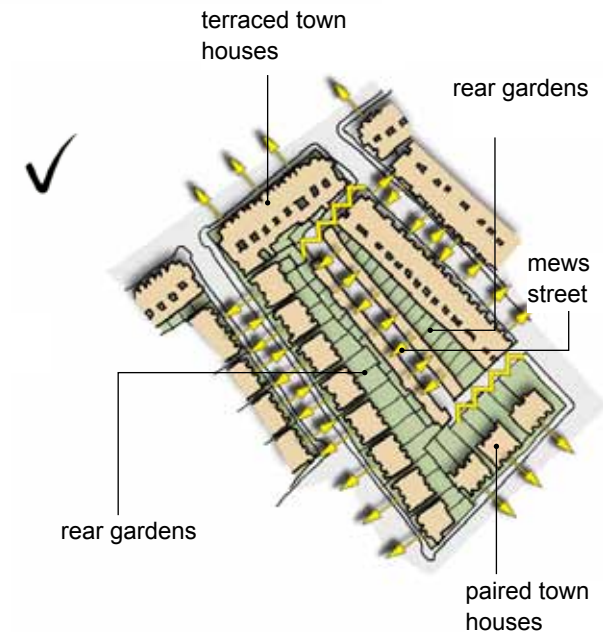


Figure 1.332: Typical relationship between mews houses and town houses

Open Spaces

- 1•229 The 16 Ha Brompton cemetery provides most of the publicly accessible open space in this character area. It is managed by the Royal Parks Agency. It was consecrated and the first burials took place in 1840. The main entrance to the cemetery, from Old Brompton Road is through a Grade II* listed arch which leads into a processional avenue along the central axis of the cemetery. The avenue is terminated by a domed chapel and circular arcades. The eastern edge of the cemetery is enclosed by 3 to 4 storey buildings (Finborough Road and Ifield Road). However, there is a lack of enclosure along its western edge as a result of large stand alone buildings like Stamford Bridge football stadium and the car park on Seagrave Road.
- 1•230 The entire cemetery is designated as a conservation area. It has Grade I listing in English Heritage's Register of Parks and Gardens of Special Historic Interest. It is also designated as Metropolitan Open Land and a Site of Nature Conservation Importance.
- 1•231 The rest of the open space in this character area is either semi private, in the form of the garden squares and communal gardens or private, in the form of rear gardens. There is one publicly accessible garden square; Redcliffe Square. Both The Boltons garden and Old Brompton Road Garden are only open to local residents who contribute to their upkeep. The Boltons Garden offers good visual amenity to the public realm, but Old Brompton Road garden is completely enclosed.

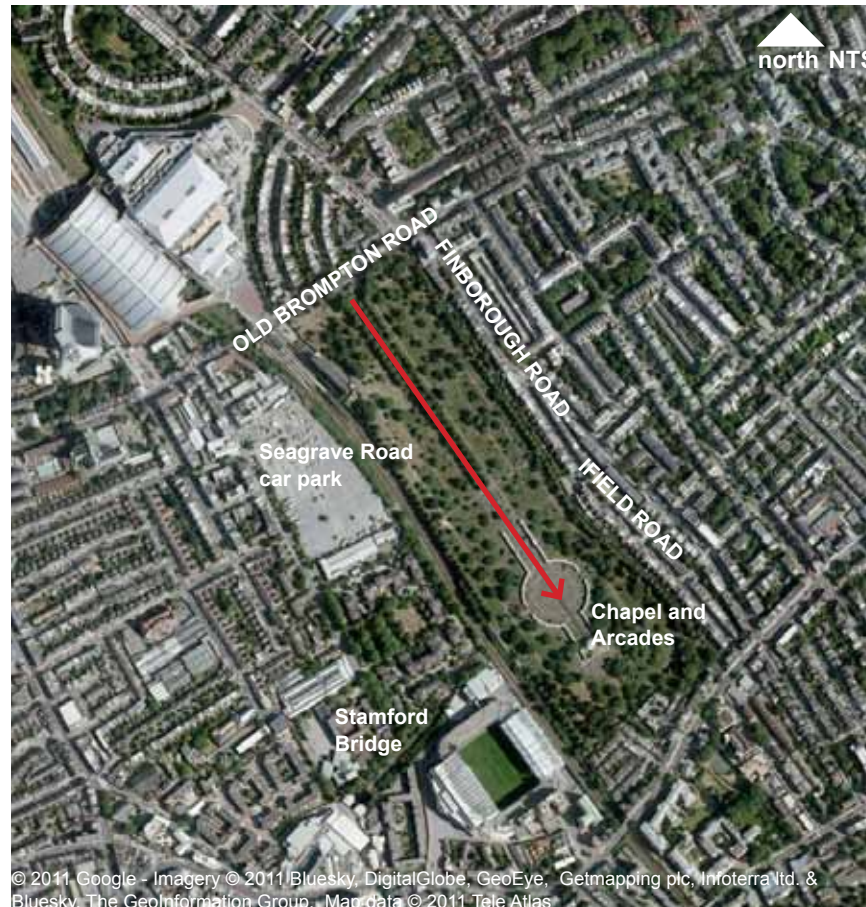


Figure 1.333: Brompton Cemetery and surrounds



Figure 1.337: The Boltons Gardens



Figure 1.338: The view into Old Brompton Road Garden



Figure 1.334: Brompton Cemetery: central axis



Figure 1.335: Brompton Cemetery: entrance



Figure 1.336: Brompton Cemetery: domed chapel



Figure 1.339: Redcliffe Square (Garden Square)

Garden Square: Redcliffe Square

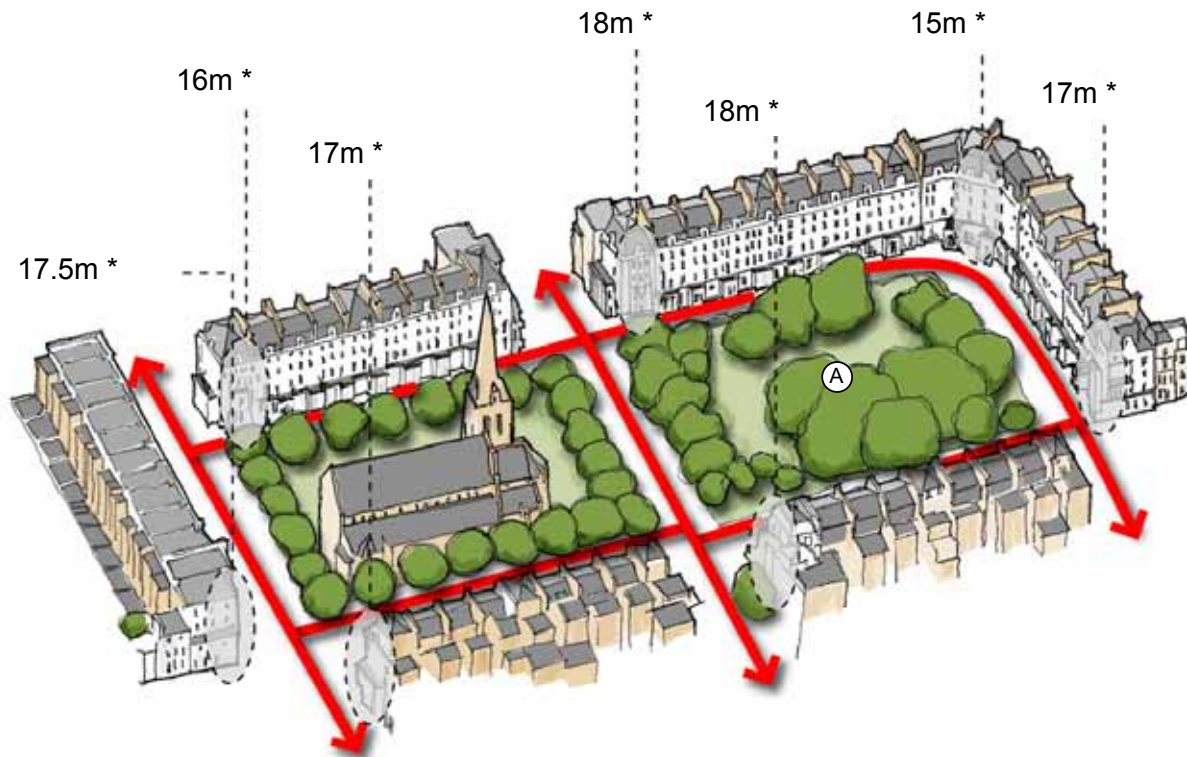


Figure 1.340: Redcliffe Square sketch indicating some typical building heights
 *: Above Ground Level

- 1•232 Redcliffe square is unusual because:
 - it is publicly accessible, not just open the residents who contribute to its upkeep; and
 - it is dissected through the middle by a road (Redcliffe Gardens). This effectively creates two garden squares, one with formally set out open space and one dominated by St Luke's Church.
- 1•233 Like the other garden squares it is framed by tall terraced town houses. Across its short width it has an enclosure ratio of 1:4.2. The other dimension has not been calculated because it is disrupted by the road.
- 1•234 The green space ① has dimensions of approximately 65 by 50m. It has an area of almost 320 m².
- 1•235 The buildings that front onto Redcliffe Square are between 15 and 18m in height (from ground level). This would be equivalent to between approximately 5 to 6 residential storeys today (based on floor to floor heights of 3m).

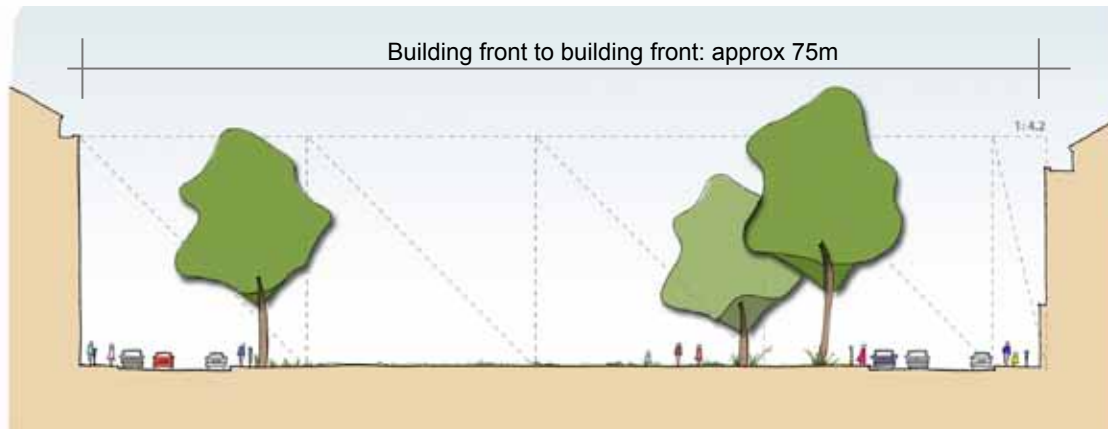


Figure 1.341: Redcliffe Square Section AA



Figure 1.342: Nevern Square plan with section lines

Street Hierarchy

1•236 **The Primary Streets** define the area and connect it with the wider city. However, they all vary in their characteristics. For example, Old Brompton Road and Fulham Road consist of 2-3 lanes of directional traffic and are lined by a mix of uses. Their typical widths (back edge of footway to back edge of footway) range from 13m to 18m. In contrast, Finborough Road and Redcliffe Gardens are predominantly residential. They consist of 2 lanes of traffic, and have typical widths between 12m and 16m. Finborough Road and Redcliff Gardens form part of the Earl's Court One Way System and the traffic on these routes has a detrimental impact on the quality of their environments.

1•237 **Secondary Streets** such as Tregunter Road and Harcourt Terrace subdivide the area and are predominantly residential. There are also some mixed use examples such as Hollywood Road, but in general they are residential Streets. Typical widths range from 13- 15m.

1•238 **The Tertiary streets** in this area include mews and lanes. Streets such as Redcliffe Mews are typically well enclosed by low residential buildings and have typical widths of approximately 7m. Redcliffe Mews also has archways marking its entrances, which encourage a sense of place.

- Primary Streets
- Secondary Streets
- Tertiary Streets



Figure 1.343: The street hierarchy in the Brompton Cemetery and the Boltons character area (section references refer to street sections on page 87)



Figure 1.344: Primary Street: Fulham Road



Figure 1.345: Secondary Street: Harcourt Terrace



Figure 1.346: Entrance to Redcliffe Mews

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Building Heights

1•239 In this character area there is a predominance of concentration of 3.5 to 4.5 storey buildings. There is a concentration of 5 to 5.5 storey buildings around Redcliffe Square. The mews type tertiary streets tend to have lower buildings along them, typically 2 to 2.5 storeys in height.



Figure 1.347: The building heights in the Brompton Cemetery and The Boltons character area



Figure 1.348: 5 storey town houses around Redcliffe Square



Figure 1.349: 3.5 storey town houses



Figure 1.350: 2 storey mews houses

Height AOD*	Approx. equivalent in modern storey heights
71- 100m	22-34 residential storeys 18-28 office storeys
61- 70m	18-21 residential storeys 15-17 office storeys
51-60m	16-17 residential storeys 13-14 office storeys
41-50m	12-15 residential storeys 10-12 office storeys
31-40m	9-11 residential storeys 7-9 office storeys
21-30m	6-8 residential storeys 5-6 office storeys
1-20m	up to 5 residential storeys up to 4 office storeys

* AOD: Above Ordnance Datum

Roofscapes

1•240 As with the Earl's Court character area, there are many long, unbroken terraces within this character area that have consistent roofscapes. There area also examples of roofscapes varying between two neighbouring urban blocks, or within urban blocks.

1•241 As with the Earl's Court character area there are also examples of roofscapes that vary to accent important corners. It is interesting to note that this emphasis is not just provided through a variation in height, but also architectural detailing.

1•242 However, unlike the Earl's Court character area, there are also terraces here that demonstrate a great deal of variety within them including some limited examples of streets where the roofscapes differ between individual buildings. In many cases, this variation signifies a building with a distinct function, different to the neighbouring buildings in the terrace. There are also mews streets within this area with varying roofscapes. This contributes to the intimate, local appearance of the mews streets when compared with the consistent rooflines of the grand terraced town houses.

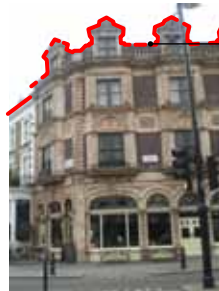
1•243 Typologies like the villas at The Boltons also have a different roofscape. It is broken regularly, but thanks to a regular rhythm, it does appear consistent.



simple, consistent parapet lines with nothing visible above them on both sides of the street



consistent roofscape with regular rhythm of dormer windows on both sides of the street



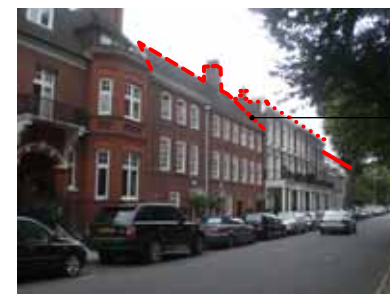
important corner articulated by architectural detail



important corner articulated by a change in levels



change in roofline within terrace signifying distinct function



varied roofscape within one terrace



varied roofline giving an intimate appearance



broken roofscape with regular rhythm and articulation

Figures 1.351 to 1.358: the typical roofscapes in the area

Local Streets

1•244 Tertiary Street: Redcliffe Mews

- Street enclosure ratio: 1:1.1;
- Width (building front to building front) of 8m;
- Cobbled shared surface street - no defined footways or carriageways;
- No on street parking permitted, but many of the mews houses have garages at ground floor level; and
- Archways mark the entrance and exit to the mews street, thus emphasising the local nature of the street and discouraging anyone other than residents from entering.

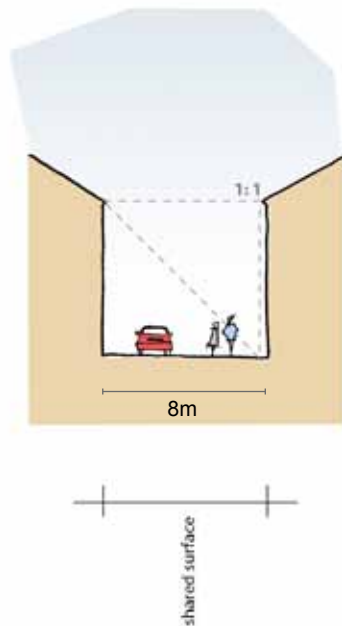


Figure 1.359: Section AA through Redcliffe Mews

Public Realm Quality

1•245 Poor Examples:

- Fulham Road presents a significant barrier to pedestrian movement as a result of the road width, quantity of traffic and walled development on the southern side
- There are a couple of poorly over looked cul- de- sacs such as St. Marks Grove. This has resulted in evidence of anti social behaviour such as dumped rubbish and graffiti.



Figure 1.360: Rubbish dumped on St. Marks Grove



Figure 1.361: Fulham Road creates a significant barrier to movement



Figure 1.362: The 'vesica piscis' at the heart of The Boltons



Figure 1.363: Good junction between Redcliffe Gardens and Old Brompton Road

1•246 Good Examples:

- The Junctions between Finborough Road and Redcliffe Gardens and Old Brompton Road create good pedestrian experiences thanks to their active frontages, wide footways, direct crossings and minimal railings
- The 'vesica piscis' arrangement at the heart of The Boltons gives the surrounding streets a strong sense of place. The landscaping in the Garden Square offers good visual amenity to the surrounding streets

Urban Design Observations

1•247 Analysis of the Brompton Cemetery and The Boltons character area has resulted in the following design principles:

- strong urban grain set pieces like 'vesica piscis' can aid navigation and create a distinctive sense of place;
- streets should be laid out in an orthogonal grid with primary streets providing strong north-south connections;
- well enclosed streets, consistent building lines, simple roofscapes and well framed views should be used;

- residential buildings should have a clear distinction between their public fronts and private backs and threshold spaces to ensure privacy;
- mansion blocks should occupy special settings and have grand communal entrances;
- mews streets can be used to create a very fine urban grain and diversity of housing typologies; and
- Garden squares should be integrated into the urban structure and should be publicly accessible, surrounded by active streets and well enclosed.

Heritage Assets: Conservation Areas

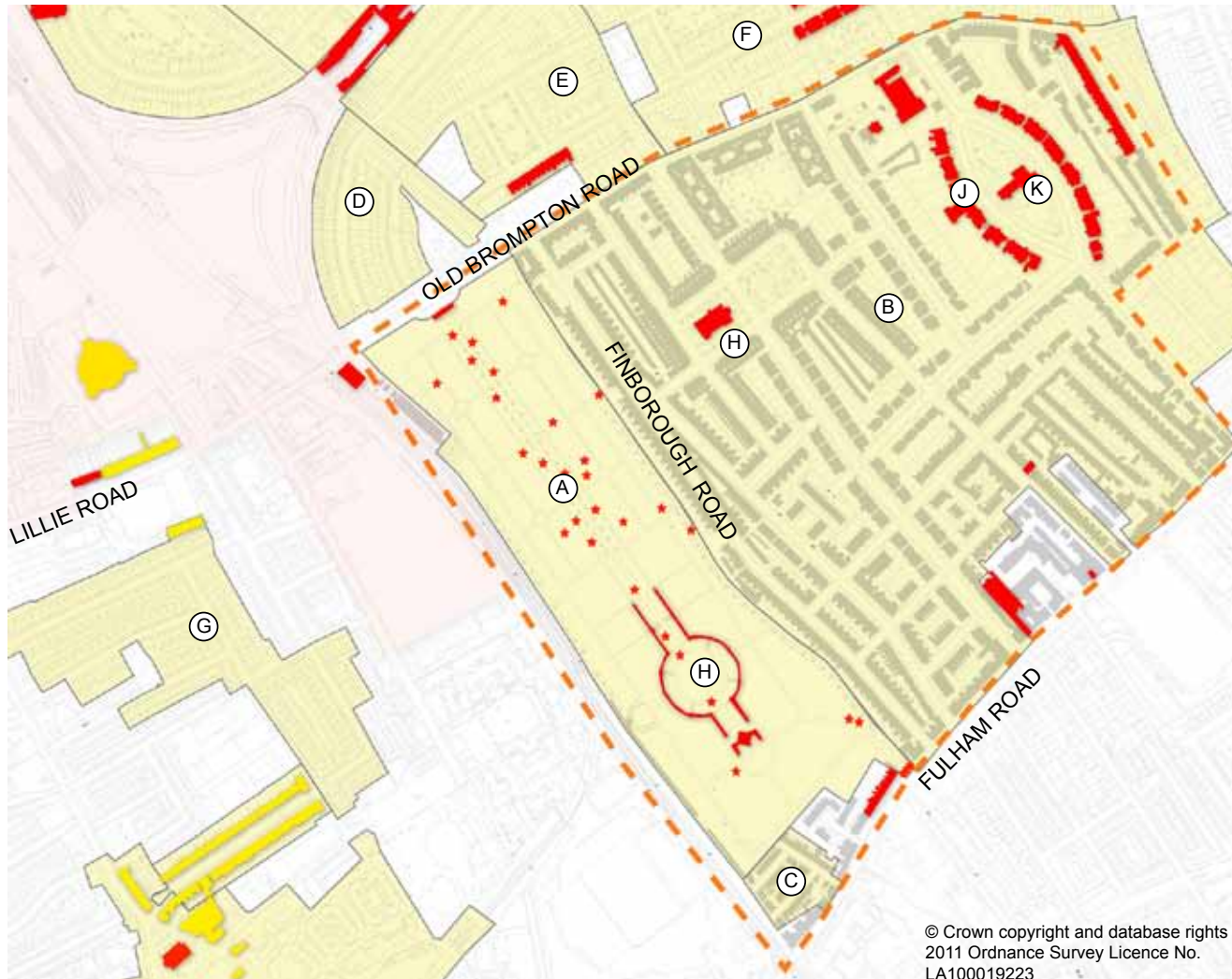
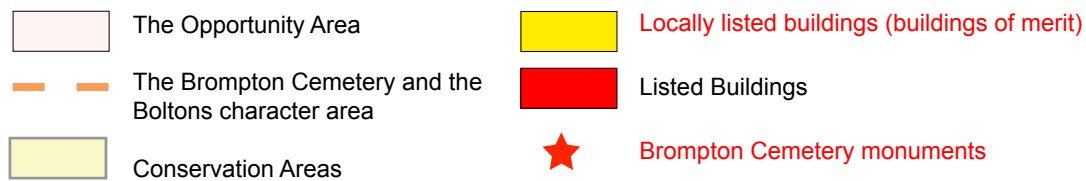


Figure 1.364: Heritage Assets in and around the Brompton Cemetery and The Boltons character area



1•248 The following conservation areas are found within the Earls Court character area:

- (A) The Brompton Cemetery Conservation Area;
- (B) The Boltons Conservation Area;
- (C) The Billings Conservation Area;

1•249 It is also within the immediate vicinity of:

- (D) The Philbeach Conservation Area;
- (E) The Earl's Court Conservation Area;
- (F) The Courtfield Conservation Area; and
- (G) The Sedlescombe Conservation Area.

1•250 The listed buildings in and around this character area include

- (H) St Luke's Church, Redcliffe Gardens
- (J) White stuccoed Villas in the Boltons
- (K) St Mary, The Boltons Church



Figure 1.365: White Stuccoed villas at The Boltons



Figure 1.366: St Mary The Boltons



Figures 1.367 to 1.378: Photographs from the surrounding character areas

