

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

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# OPPORTUNITY AREA EDGES STUDIES

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## Introduction

- E•1 This document is an analysis of the boundaries to the Earls Court and West Kensington Opportunity Area.
- E•2 Development on the OA will have a direct impact on property and land adjacent to the OA,
- E•3 This Edge Study establishes the existing boundary conditions and sets out guidelines for any future development.
- E•4 The OA covers an area of over 77 acres between Lilly Road to the south and A4 West Cromwell Road to the north, North End Road to the west and Warwick Road to the east. Earls Court Station, West Kensington Station and West Brompton Station are all on the edge of the OA. To the South the OA takes in Seagrave Road carpark, between Seagrave Road and Brompton Cemetery.



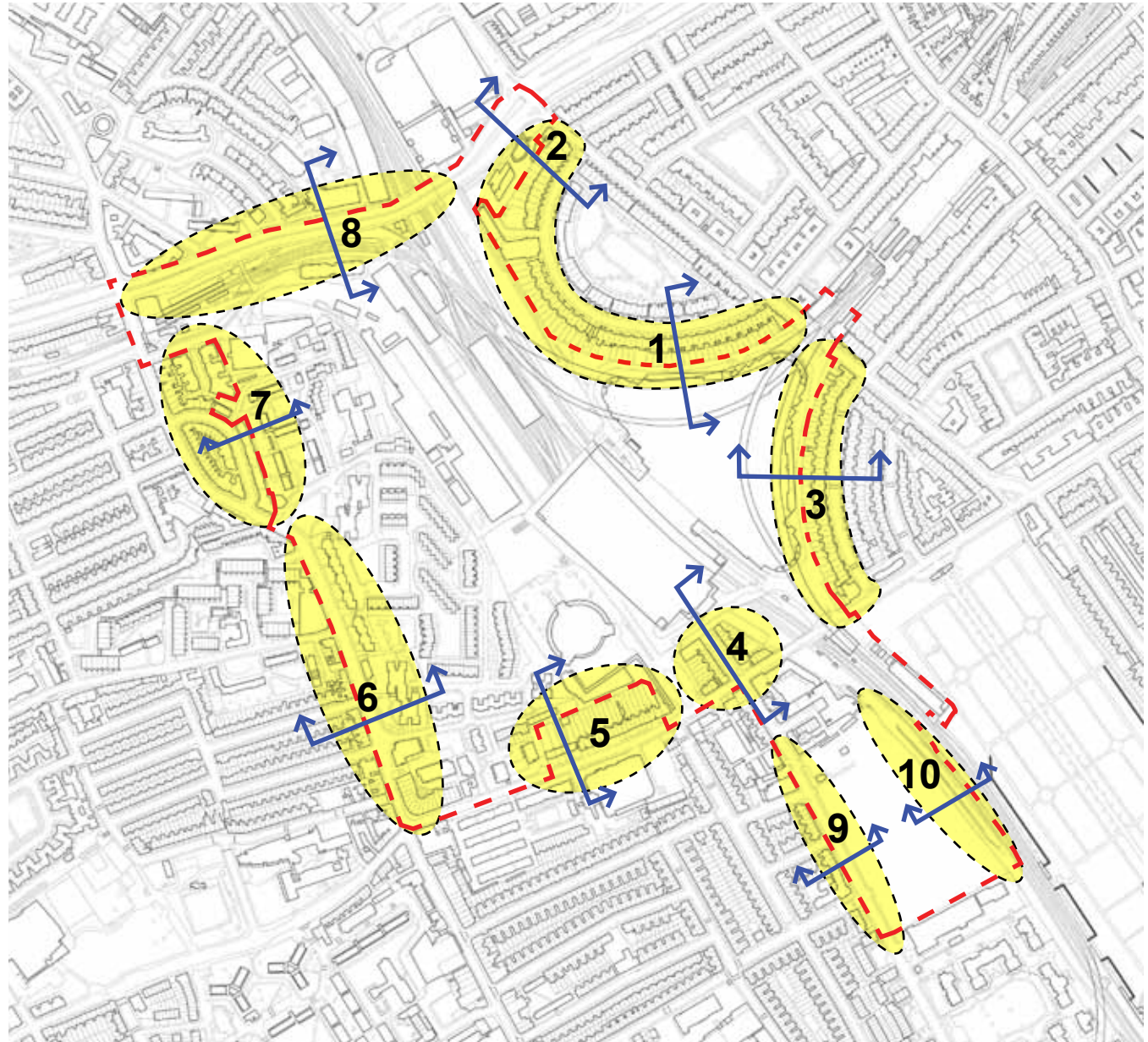
## Introduction

E•5 Nine boundary areas have been identified for study:

1. Philbeach Gardens
2. Cluny Mews
3. Eardley Crescent
4. Empress Place
5. Lilly Road
6. North End Road
7. Beaumont Crescent and Beaumont Ave.
8. A4 West Cromwell road
9. Seagrave Road Carpark - western boundary
10. Seagrave Road Carpark - eastern boundary

E•6 Each of these areas is taken in turn, looking at:

- the existing urban grain using OS mapping and satellite photography.
- the existing streetscape using eye level photography and street sections that cut through the adjacent street and immediate boundary within the OA
- existing urban form and massing, using a 3d virtual model of the OA and its immediate surroundings
- existing land uses along the boundary of the OA.



# Philbeach Gardens

## Context

- E•7 This boundary area falls within Philbeach Conservation Area and is in RBKC
- E•8 Philbeach Gardens is a terraced street of between 4 and 5 stories arranged in a crescent form. This follows the curvature of the London underground district lines that runs to the south and west of the crescent. All the properties are accessed from Philbeach Gardens which is the crescent running from Warwick Road.
- E•9 The terraced properties have a traditional rear arrangement with private gardens. On the western side of the street these share the boundary with the OA.
- E•10 The crescent is predominantly residential.
- E•11 St Cuthbert's Church is the exception within the terraced housing. It is accessed from the Philbeach Gardens and shares its rear boundary with the OA.
- E•12 The boundary conditions change along the crescent. At the southern end the properties abut the part of the OA with the Earl's Court 1 building. At the centre of the crescent the properties abut an ecological strip next to the West London Line. To the north the properties abut office buildings that address the Cromwell Road.
- E•13 There is a change in level between the properties of Philbeach Gardens and the Earl's Court 1 part of the OA. There is a substantial retaining wall of about 4m that forms the boundary between Earl's Court 1 and the back gardens to the houses. The ground levels of Philbeach Gardens are at +4 to +5m AOD and the ground level to EC1 is at +8m AOD along the boundary.

## Guidance

- E•14 The private rear gardens of the existing terrace must not be exposed to public or semi-public space, and, because of the change in levels, any new development must be set back from the immediate boundary, and be of limited height, to avoid the new development being overbearing on existing dwellings. This suggests a new crescent of town houses parallel to Philbeach Gardens, with private rear gardens immediately abutting the boundary.

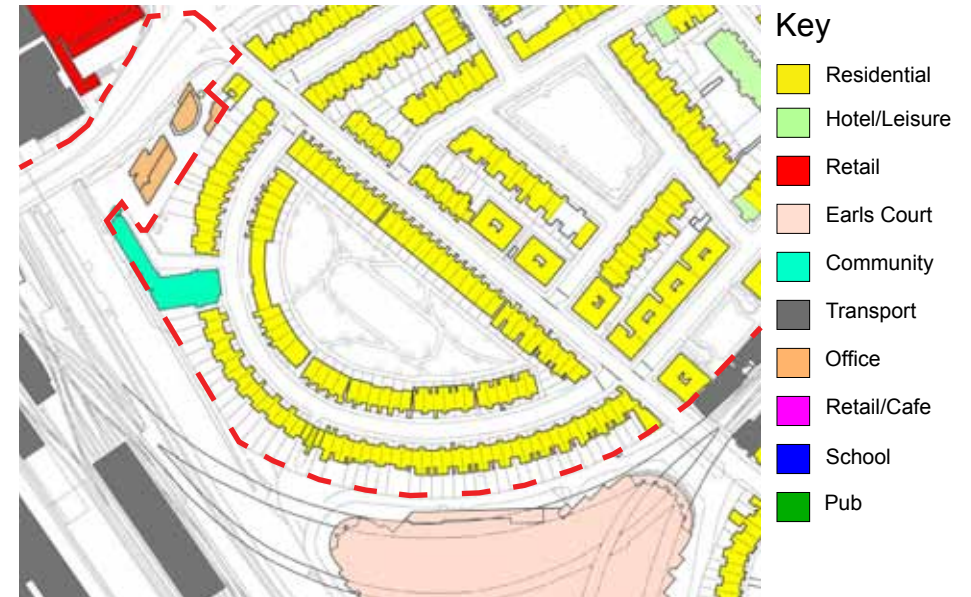


Figure 3: Indicative Ground Floor Uses of Philbeach Gardens boundary with the OA



Figure 4: Photograph of Philbeach gardens boundary with the OA

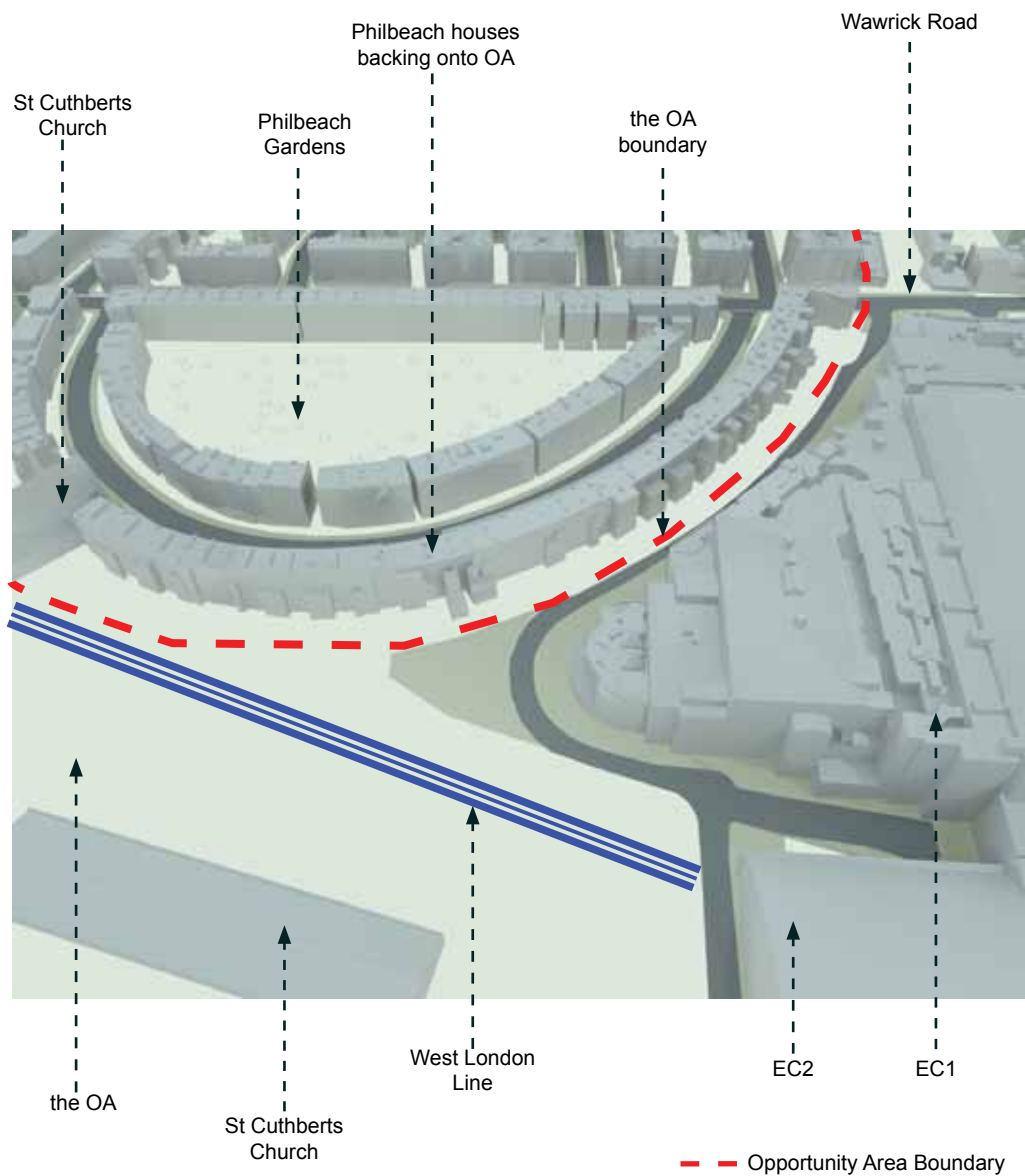


Figure 5: Existing 3D form of Lillie Road boundary with the OA

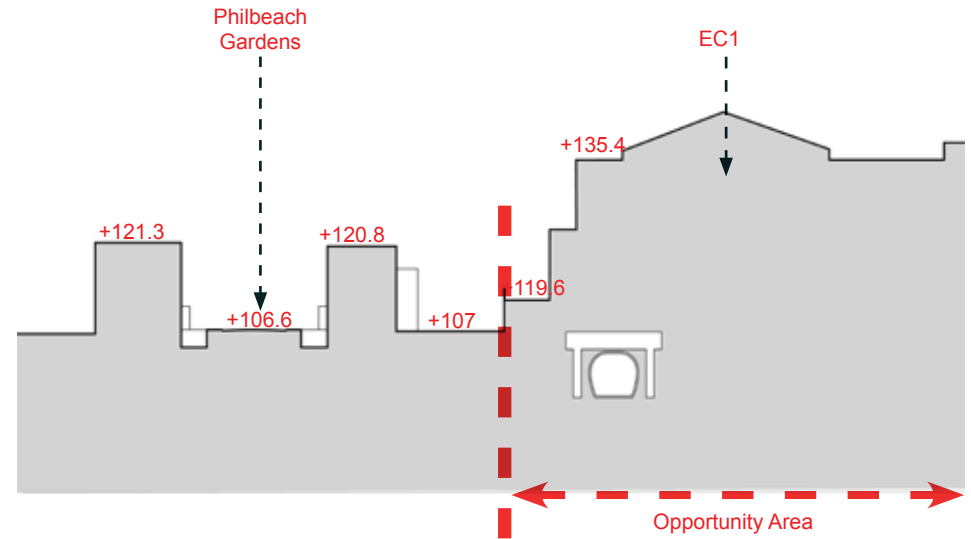


Figure 6: Section - 1 - through Philbeach gardens boundary with the OA

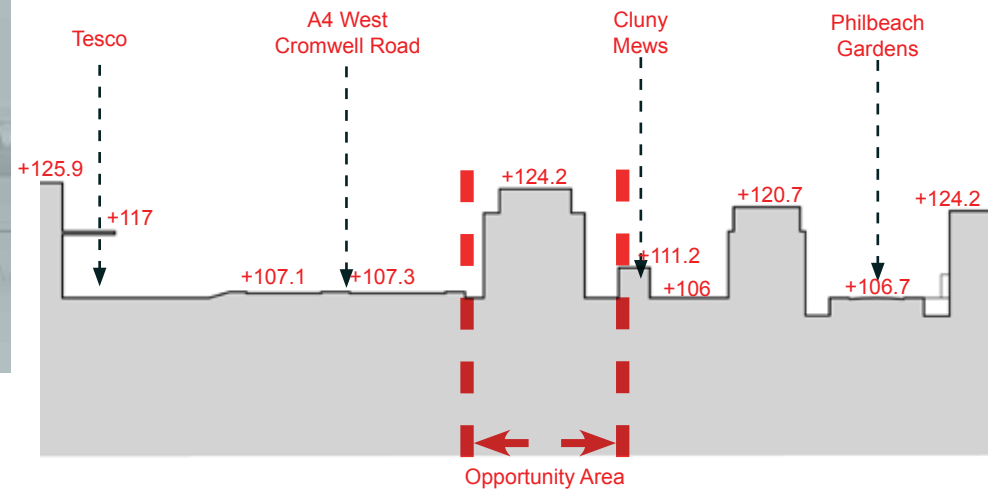


Figure 7: Section - 2 - through Philbeach gardens, Cluny Mews, A4 boundary with the OA

## Eardley Crescent

### Context

- E•15 The properties are in Philbeach Conservation Area in the RBKC.
- E•16 Eardley Crescent is a terraced street of between 3 and 4 storeys arranged in a crescent form. This follows the curvature of the London Underground District lines that run to the north and west of the crescent. All the properties are accessed from Eardley Crescent which runs between Warwick Road and Old Brompton Road.
- E•17 The crescent is predominantly residential with retail at the crescent's junction with Old Brompton Road.
- E•18 The terraced properties have a traditional rear arrangement with private gardens. On the western side of the street these share the boundary with the OA.
- E•19 All the Eardley Crescent properties abut the Earl's Court 1 part of the OA, with its forecourt and road access that runs along the back gardens of the western terrace.
- E•20 There is a change in level between the properties of Philbeach Gardens and the Earl's Court 1 part of the OA. There is a substantial retaining wall of about 4m that forms the boundary between Earl's Court 1 and the back gardens to the houses. The ground levels of Eardley Crescent is at +4 to +5m AOD and the ground level to EC1 is at +8m AOD along the boundary.

### Guidance

- E•21 The private rear gardens of the existing terrace must not be exposed to public or semi-public space, and, because of the change in levels, any new development must be set back from the immediate boundary, and be of limited height, to avoid the new development being overbearing on existing dwellings. This suggests a new crescent of town houses parallel to Eardley Crescent, with private rear gardens immediately abutting the boundary.



Figure 8: Indicative Ground Floor Uses of Eardley Crescent boundary with the OA



Figure 9: Photograph of Eardley Crescent boundary with the OA

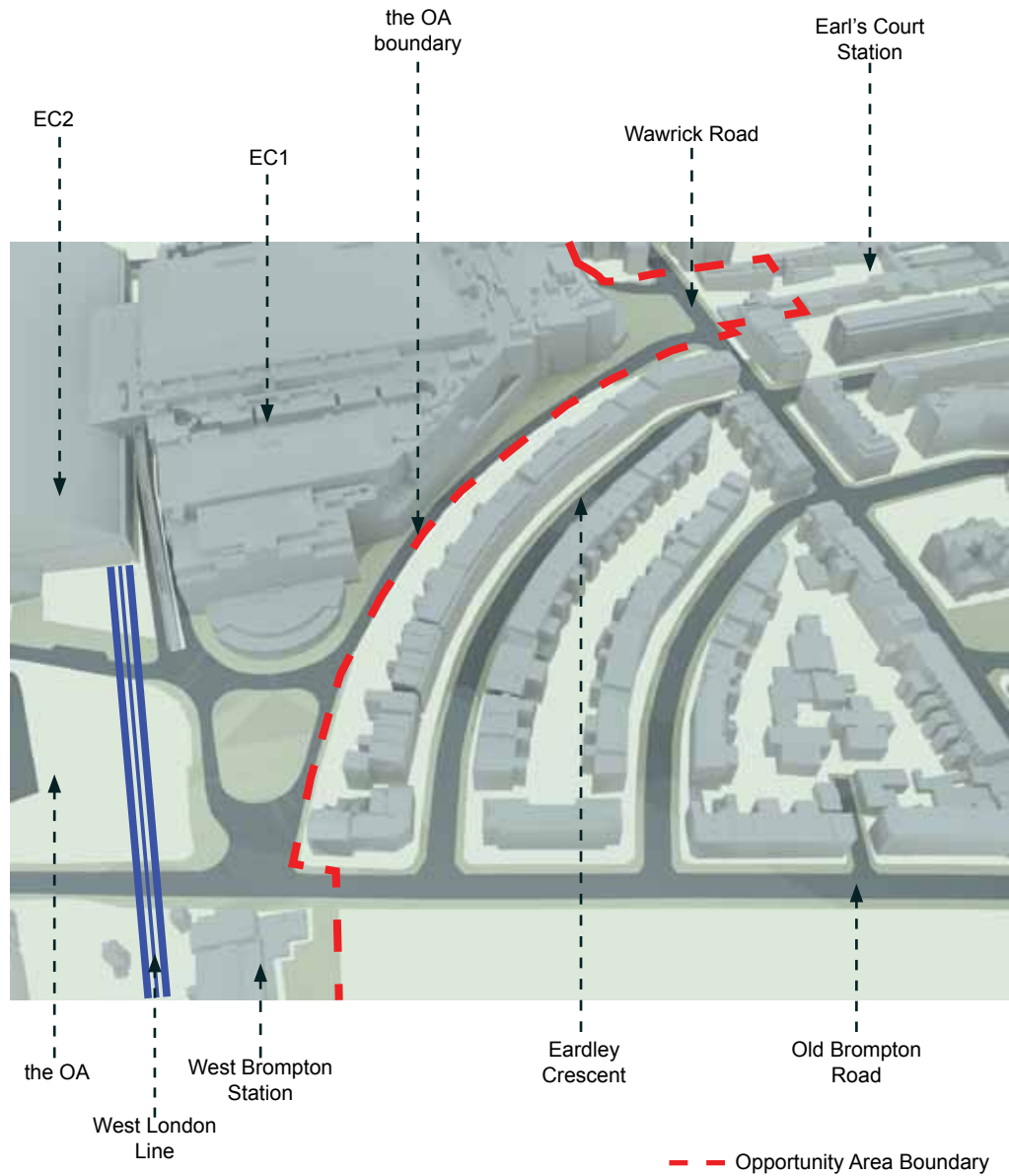


Figure 10: Existing 3D form of Lillie Road boundary with the OA

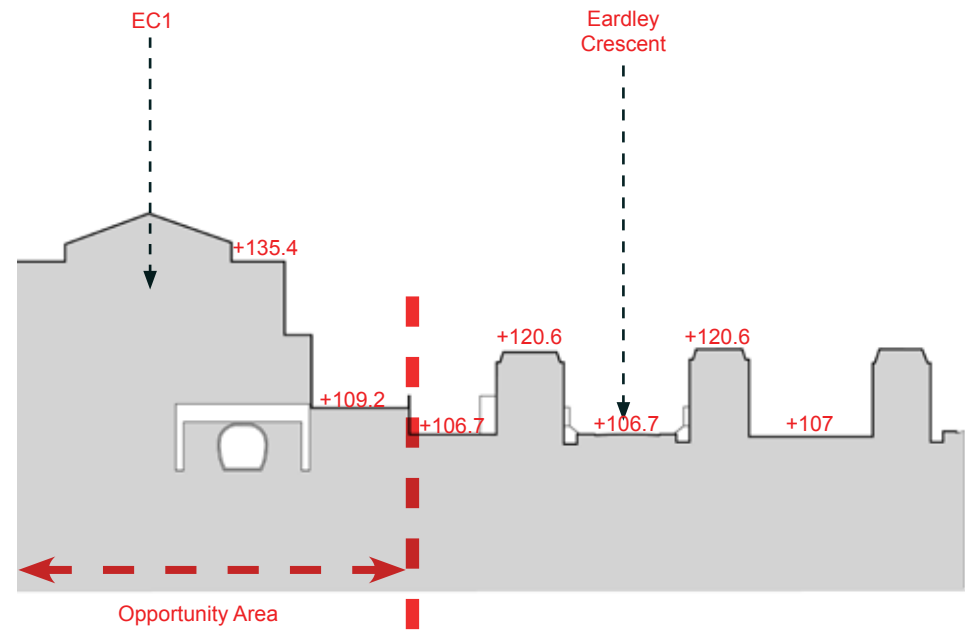


Figure 11: Section - 3 - through Eardley Crescent boundary with the OA

# Empress Place

## Context

- E•22 Empress Place is a cul-de-sac road accessed from Lillie Road and fronted by 2, 3 and 4 storey terraced houses with traditional back gardens. The Road and properties are within LBHF. It is not in a conservation area.
- E•23 The vast curved roof structure of Earl's Court 2 dominates the streetscape and view along Empress Place from Lillie Road.
- E•24 Empress Place is predominantly residential with some commercial and retail at the junction with Lillie Road.
- E•25 The OA wraps around three sides of Empress Place. To the west the boundary is between the back gardens of Empress Place and the entry road to Empress State Building. To the north, at the end of the road, is a high retaining wall which forms the side of the vehicular ramp access to Earl's Court 2. To the East the back gardens of Empress Place back onto the culvert cutting of the West London Line.
- E•26 Earl's Court 2 is elevated above Empress Place. There is a substantial retaining wall of about 5m between Earl's Court 2 and the houses. The ground level of Empress Place is at +5.5m AOD and the ground level to EC2 is at +12m AOD along the boundary edge.

## Guidance

- E•27 Any development to the east of Empress Place must respect the privacy of the existing houses and gardens. It is likely, however, that this area will remain for nature conservation with limited change to existing.
- E•28 A new road will be needed into the OA, and this is most likely to take the alignment of the current access to Empress State to the rear of properties in Empress Place. These rear gardens are already exposed to the public. Any development should look to improve this situation. Ideally new housing with rear gardens backing onto the existing properties should be provided. However, given the dimensions of the new street, this may not be possible. Measures to protect the security and amenity of the existing properties would therefore be required.
- E•29 Given the change in levels to the north of Empress Place, any development must be set back from the boundary, and of limited height, to avoid being overbearing on the existing properties.



Figure 12: Indicative Ground Floor Uses of Empress Place boundary with the OA



Figure 13: Photograph of Empress Place boundary with the OA



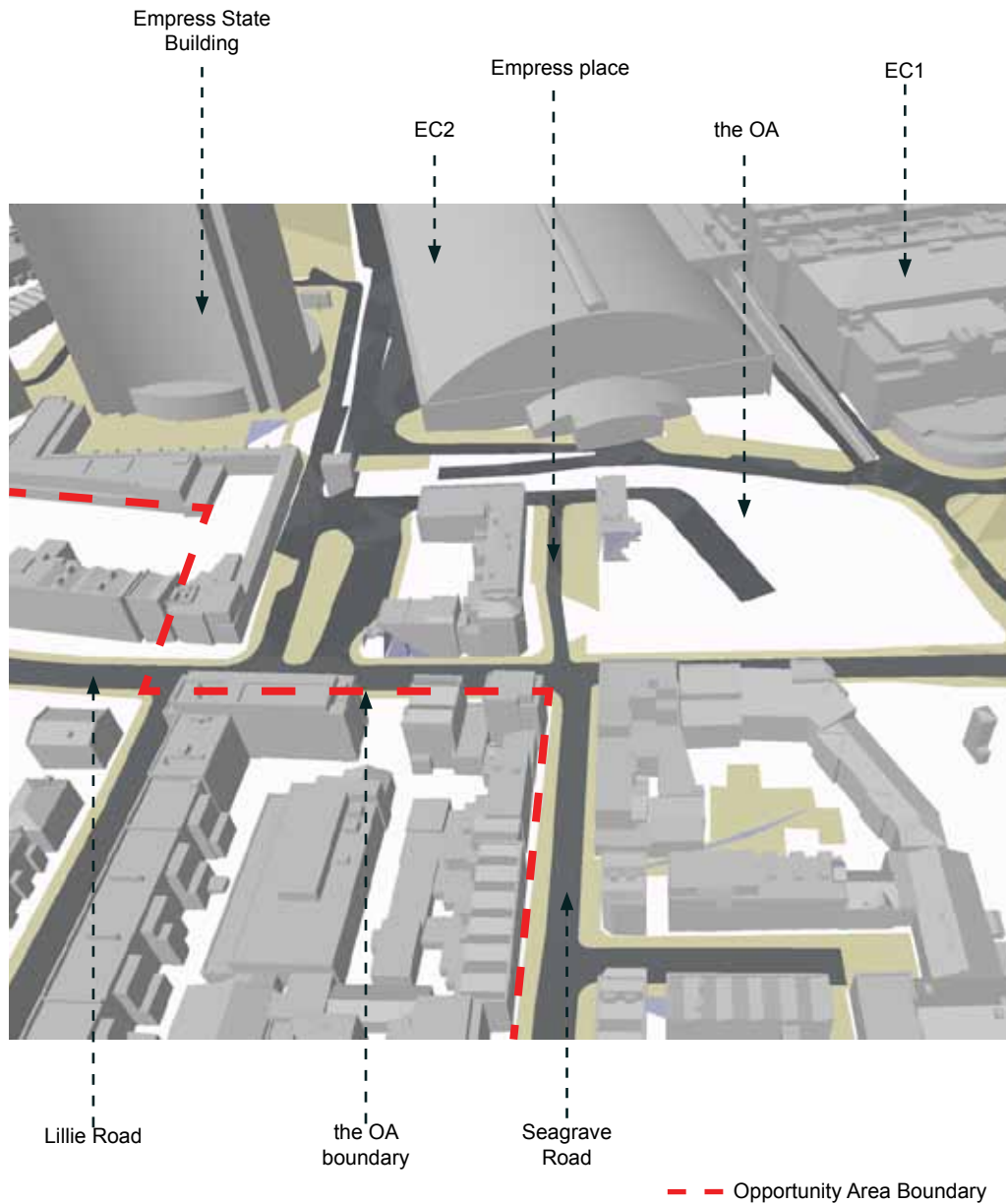


Figure 14: Existing 3D form of Empress Place boundary with the OA

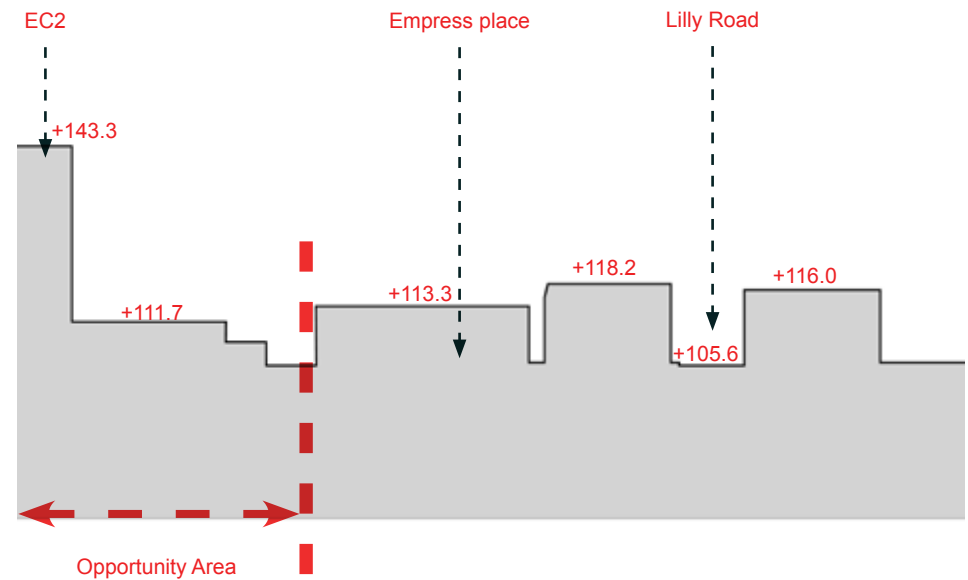


Figure 15: Section - 4 - through Empress Place boundary with the OA

# Lillie Road

## Context

- E•30 Lillie Road runs along the southern boundary of the OA, between the junction with North End Road to the west and Seagrave Road to the east. It is not in a conservation area.
- E•31 Lillie Road is a fairly mixed use street. Towards the junction with North End Road it is predominantly retail on the ground floor. The Ibis Hotel is on the south side of the street, and there are some community uses on the north side. Residential uses form perhaps half of the ground floor, in a mix of terraced and apartment buildings
- E•32 Houses numbers 62, 64, 66 and 68 are 3 storey with basement levels and are Grade 2 Listed.
- E•33 Height and massing along the street varies from 2 and 3 storey terraced housing to 4 and 5 storey apartment buildings. The hotel is 14 storey.
- E•34 The Empress State Building dominates the skyline along Lillie Road, rising above the listed terrace and housing along the street.
- E•35 To the west of the street the OA boundary runs along the northern edge of Lillie Road. To the east it is set back behind the rear gardens of the terraced houses 28 - 68 Lillie road. The western end of this terrace abuts the entrance road to the Empress State building.

## Guidance

- E•36 Where the OA abuts the street itself, development should create new street frontages, with buildings of a scale to respect the apartment blocks on the opposite side of the road, and the scale and function of the street.
- E•37 Further east, the private gardens of the terrace of 28 - 68 Lillie Road must not be exposed to public or semi-public space. This suggests private rear gardens of new development abutting the existing boundary, as part of a new development block. The depth of this block and height of any new buildings should have regard to the listed buildings within the terrace.
- E•38 A new road will be needed into the OA, and this is most likely to take the alignment of the current access to Empress State Building, along the side of 28 Lillie Road. The side of this garden is already exposed to the public. Any development should look to improve this situation. Ideally new housing with rear gardens backing onto this elevation should be provided. However, given the dimensions of the new street, this may not be possible. Measures to protect the security and amenity of this existing property would therefore be required.



Figure 16: Indicative Ground Floor Uses of Lillie Road boundary with the OA



Figure 17: Photograph of Lillie Road boundary with the OA

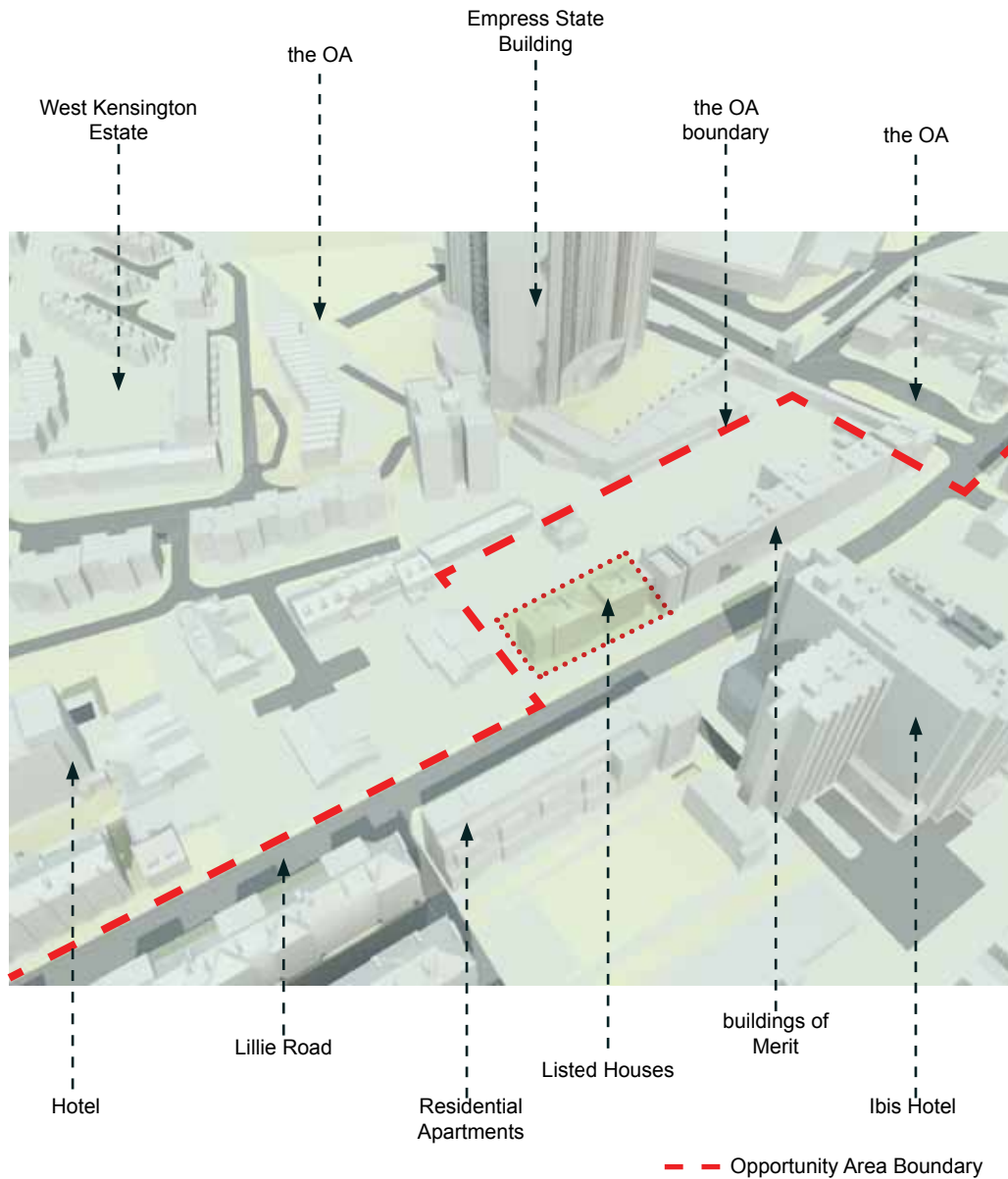


Figure 18: Existing 3D form of Lillie Road boundary with the OA

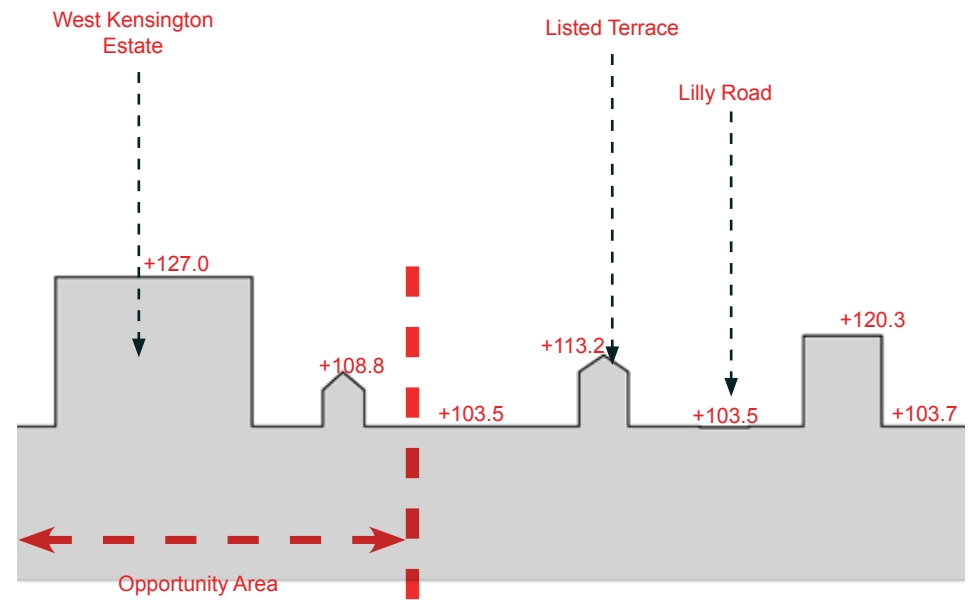


Figure 19: Section - 5 - through Lillie Road boundary with the OA

# North End Road

## Context

- E•39 North End Road runs along the western boundary of the Opportunity area between Lillie Road to the south and the A4 West Cromwell Road to the north. It is not in a conservation area.
- E•40 North End Road is a key vehicular route linking Fulham Town Centre, North End Road market and the A4 (West Cromwell Road).
- E•41 The western side of North End Road is characterised by building that range between 3 and 6 storeys in height. The predominant ground floor use is a mixture of retail, office and some social infrastructure in the form of a health centre. This side of the street is broken up by a number of residential streets that join North End Road. These are: Bramber Road, Archel Road, Chesson Road and Star Road to the south and May Street, Lanfrey Place, Charleville Road, Castletown Road, Baron's Court Road to the north.
- E•42 The eastern side of North End Road has three distinct parts. The southern most part at the Junction with Lillie Road is similar to the western side of the street, with ground floor retail and commercial uses in Victorian buildings. The central section has 10 storey apartment blocks, and the northern section 4 storey apartment blocks. There is a row of mature trees in front of apartment blocks. There is also a pub, **set** forward of the apartment blocks, on the old street alignment.
- E•43 Several east-west local streets junction with North End Road along the Opportunity Area boundary.

## Guidance

- E•44 Any proposals for development along this edge of the OA are expected to address or create a new street frontage to North End Road, with development that respects the scale and massing of the Street.
- E•45 There is an opportunity for any potential development on the OA to strengthen the retail offering along the length of North End Road by creating a double frontage retail street.



Figure 20: Indicative Ground Floor Uses of North End Road boundary with the OA



Figure 21: Photo of North End Road boundary with the OA

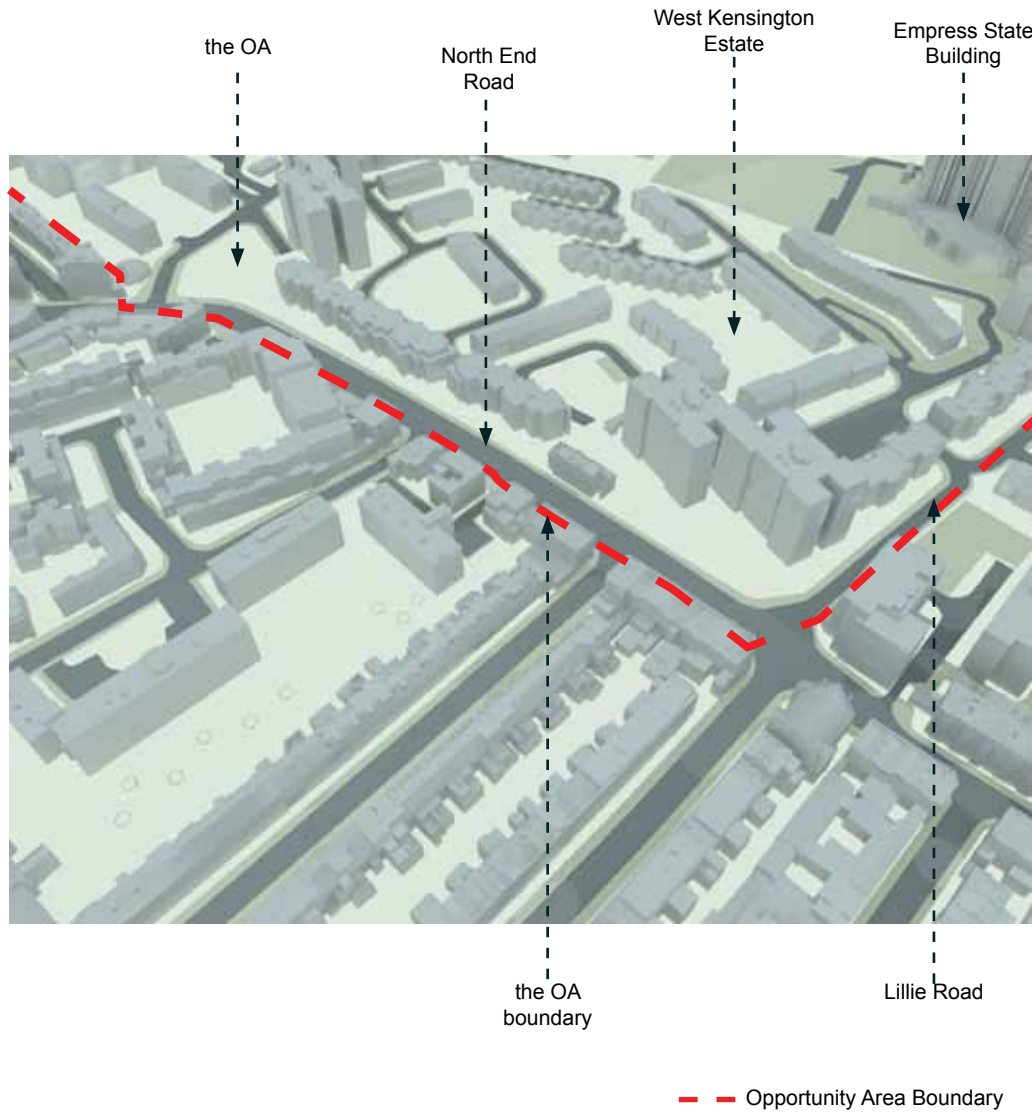


Figure 22: Existing 3D form of North End Road boundary with the OA

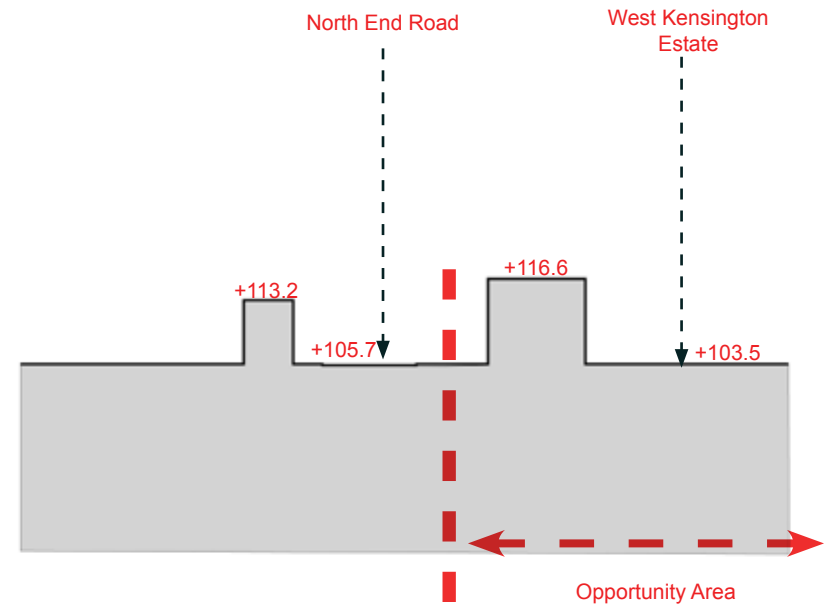


Figure 23: Section - 6 - through North End Road boundary with the OA

# Beaumont Crescent and Beaumont Avenue

## Context

- E•46 Beaumont Crescent emerges from North End Road on the north west edge of the OA. It is a street of 5 storey mansion blocks with frontages onto the Crescent and communal back gardens sharing the boundary with the OA. Parts of the Crescent are 3 storey terrace houses and 4 storey apartment blocks.
- E•47 The rear gardens of Beaumont Crescent are lined with mature trees on the boundary of the OA.
- E•48 Beaumont Crescent gives access to the Gibbs Green Estate, via Gibbs Green Close.
- E•49 Beaumont Avenue is an east west street running from North End Road onto the OA. It provides access for the existing commercial properties as well to the TfL Depot. It also provides access into Kensington Hall Gardens, mansion blocks opposite West Kensington station which shares a mews court and backs onto the Opportunity Area.
- E•50 The properties on Kensington Hall Gardens, are typically 4 to 5 stories high with basements.
- E•51 The properties on Beaumont Crescent and Beaumont Avenue are on the edge of the Opportunity Area and within the Barons Court Conservation Area.

## Guidance

- E•52 Any proposals for development along this edge of the OA are expected to address the relationship with the mansion blocks on both Beaumont Crescent and Beaumont Avenue in massing and townscape as well as preserve or enhance the amenity enjoyed by the Baron's Court Conservation Area setting.
- E•53 It would be appropriate to create a back to back gardens relationship or communal gardens as an edge condition to address the mansion blocks and housing along this edge of the Opportunity Area.



Figure 24: Indicative Ground Floor Uses Beaumont crescent boundary with the OA



Figure 25: Photo of Beaumont Crescent boundary with the OA

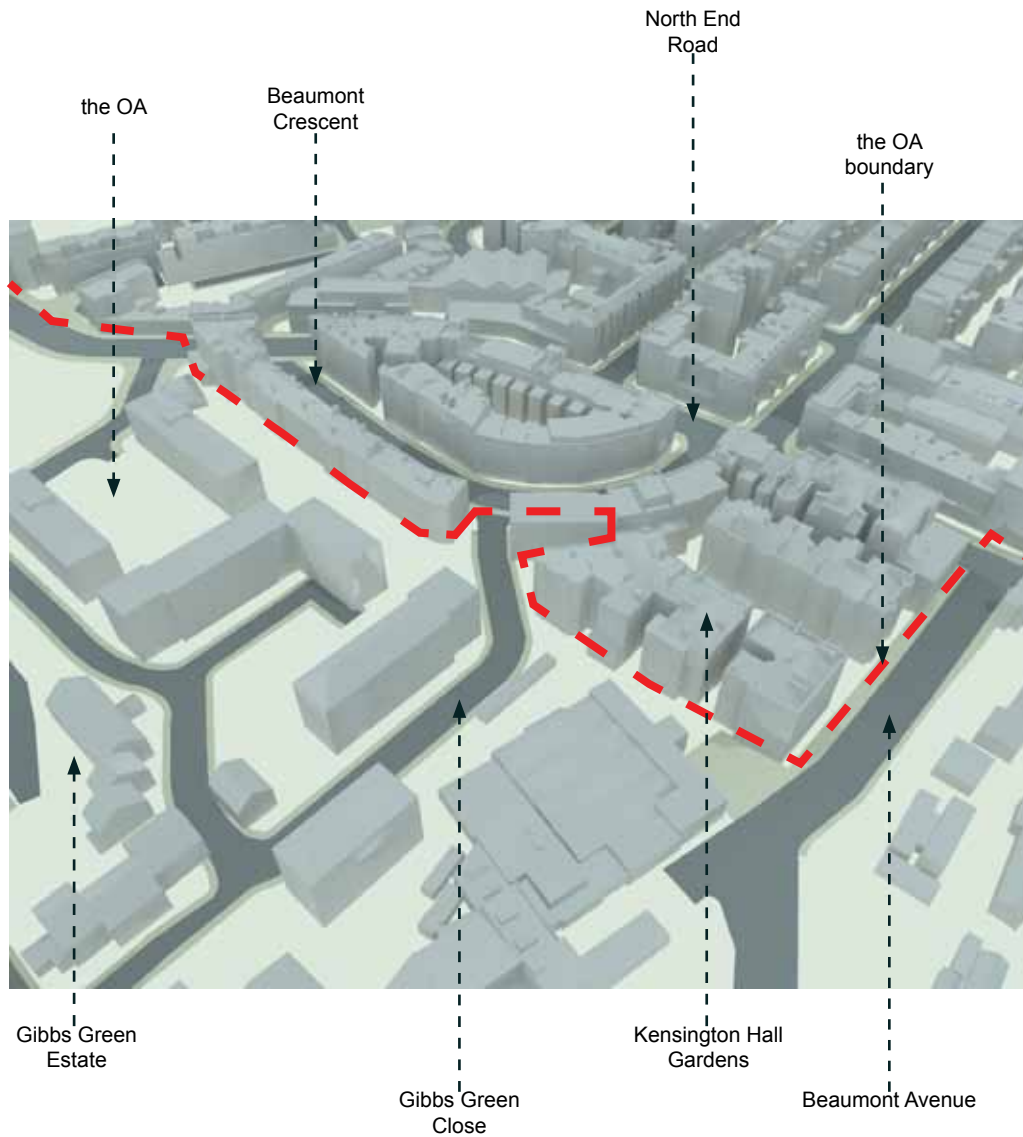


Figure 26: Existing 3D form of Beaumont Road boundary with the OA — Opportunity Area Boundary

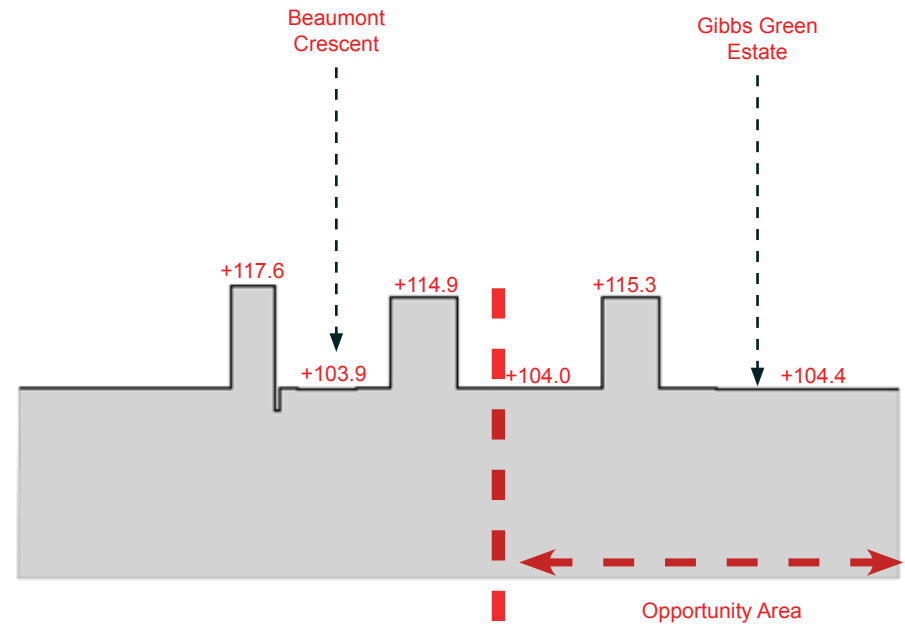


Figure 27: Section - 7 - through Beaumont Crescent boundary with the OA

## A4 West Cromwell Road

### Context

- E•54 The north frontage of the A4 (West Cromwell road) sits in the Olympia and Avonmore Conservation Area.
- E•55 The A4 (West Cromwell Road) forms the northern boundary of the OA, between the junctions with North End Road to the west Warwick Road to the east
- E•56 The A4 is a major arterial route into the city. It is therefore has very high levels of traffic and is very wide (3 lanes in each direction)., It rises to bridge the West London Line.
- E•57 The northern edge of the A4 has a mix of residential and commercial buildings varying in scale from 3 to 8 storeys, including the Tesco store at the Warwick Road junction. The buildings only partly front onto the A4.
- E•58 The southern edge of the A4 partly runs along the District line culvert and lacks any building frontage between North End Road and Warwick Road. Along the street on this edge are a series of large Advertising billboards and a continuous boundary fence to the TFL Depot within the Opportunity Area. Ashfield House is highly visible, but is accessed from Beaumont Avenue.

### Guidance

- E•59 Any proposals for development along this edge of the Opportunity Area are expected to address the relationship with the A4 (West Cromwell Road) creating development that fronts the road and enhances/improves the public realm along the edge of the Opportunity Area.
- E•60 There is an opportunity for potential development on the Opportunity area to create a gateway presence on this edge of the boundary – a ‘metropolitan face’ –, with buildings of a scale and massing that responds to the nature of the A4 as a major arterial route.



Figure 28: Indicative Ground Floor Uses of A4 West Cromwell Road boundary with the OA



Figure 29: Photograph of A4 West Cromwell Road boundary with the OA



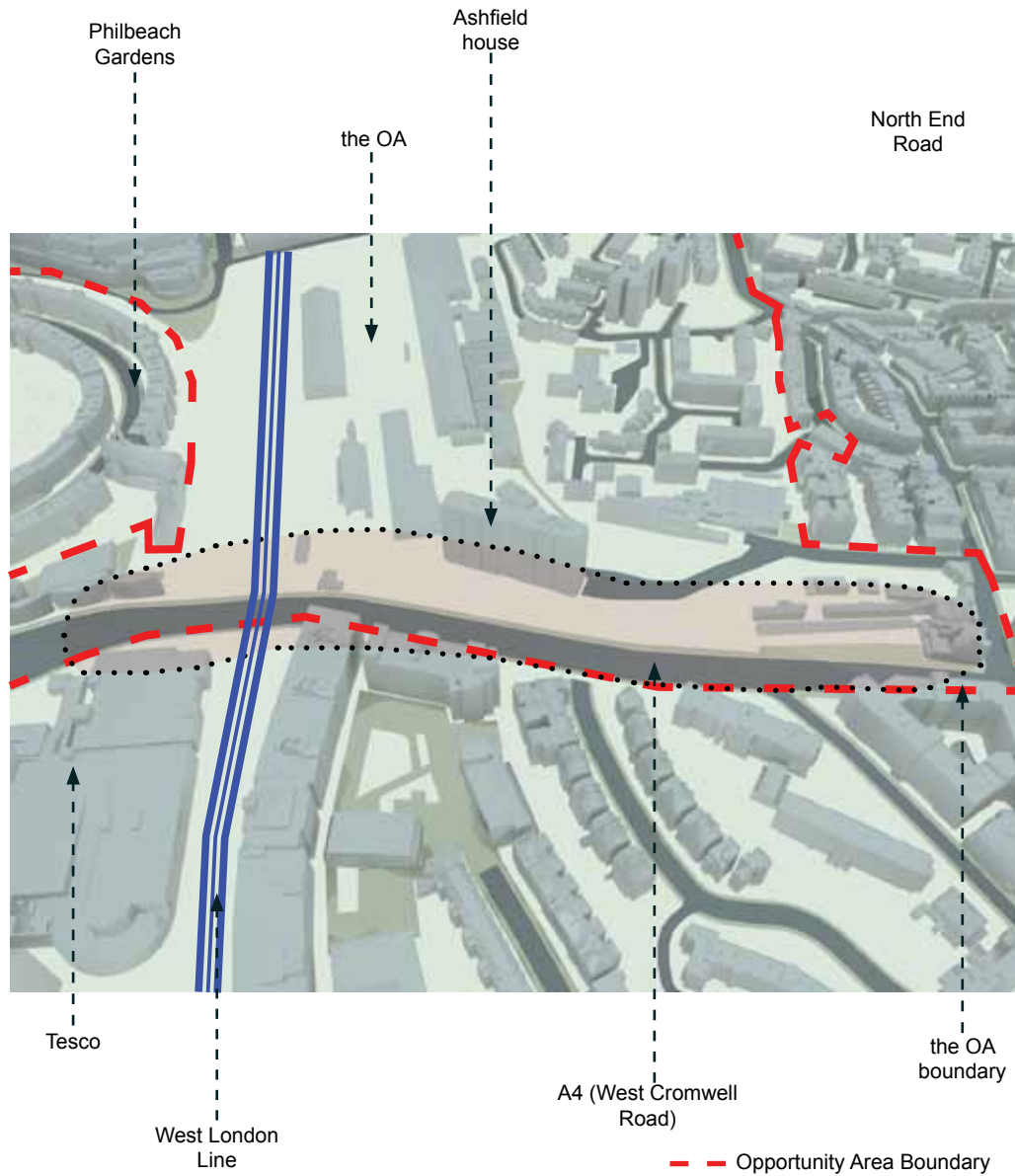


Figure 30: Existing 3D form of A4 West Cromwell Road boundary with the OA

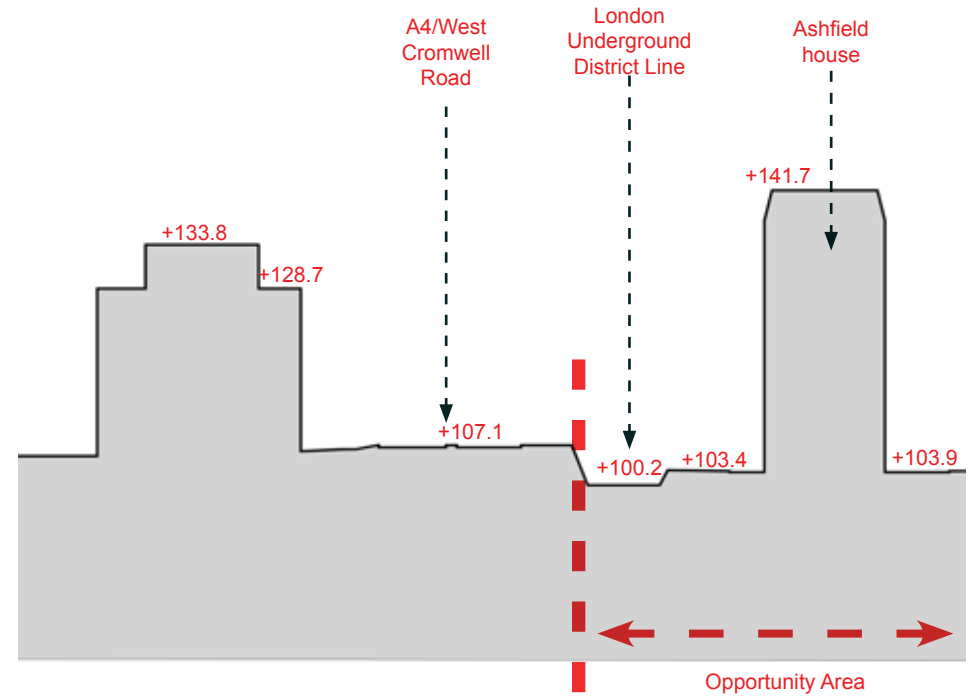


Figure 31: Section - 8 - through A4 West Cromwell boundary with the OA

# Seagrave Road

## Context

E•61 The OA includes Seagrave Road Car park.

- To the south the OA shares a boundary with the London Ambulance station.
- to the west the boundary runs along Seagrave Road and
- to the east the boundary runs along the West London Line and District Line, with Brompton Cemetery beyond.

E•62 Along Seagrave Road on the west of the Opportunity Area boundary, the street frontage is formed by 2 storey houses, 3 storey townhouses and 4/5 storey apartment blocks.

E•63 Seagrave Road is punctuated by the junctions with Merrington Road, Hildyard Road and Halford Road.

E•64 Apart from the vast surface car park within the OA, Seagrave Road is predominantly a residential street. The north end of Seagrave Road towards the Junction with Lillie Road has other uses including, retail, office and a public house.

## Guidance

E•65 Any proposals for development along this edge of the Opportunity Area are expected to address the relationship with the houses on along Seagrave Road in massing and townscape.

E•66 There is an opportunity to complete the street frontage on the car park side of the Street through introduction of development of a suitable scale to that of the existing street thereby creating a well enclosed and overlooked street.



Figure 32: Indicative Ground Floor Uses of Seagrave Road boundary with the OA



Figure 33: Photograph of Seagrave Road Carpark boundary with the OA along Seagrave road

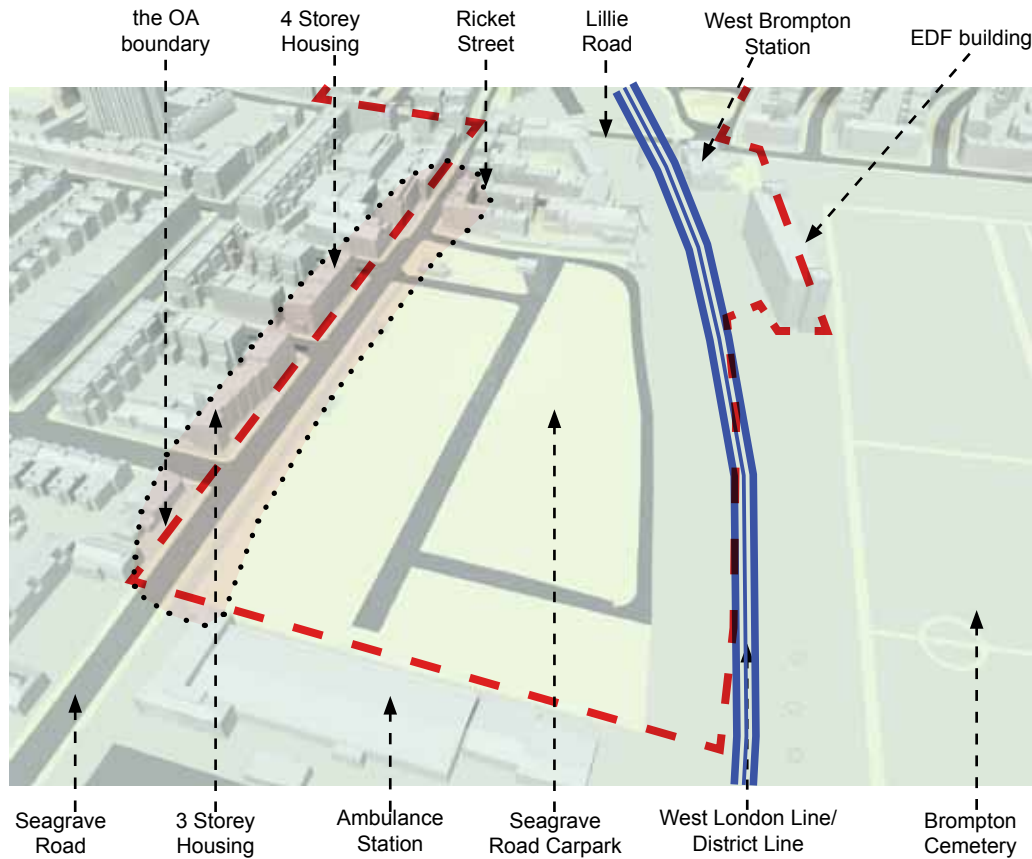


Figure 34: Existing 3D form of Seagrave Road boundary with the OA - - Opportunity Area Boundary

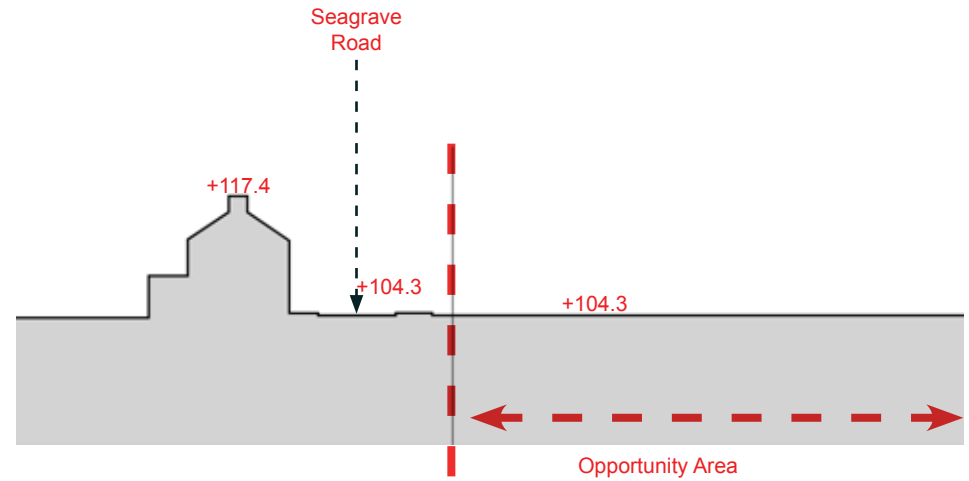


Figure 35: Section - 9 - through Seagrave Road boundary with the OA

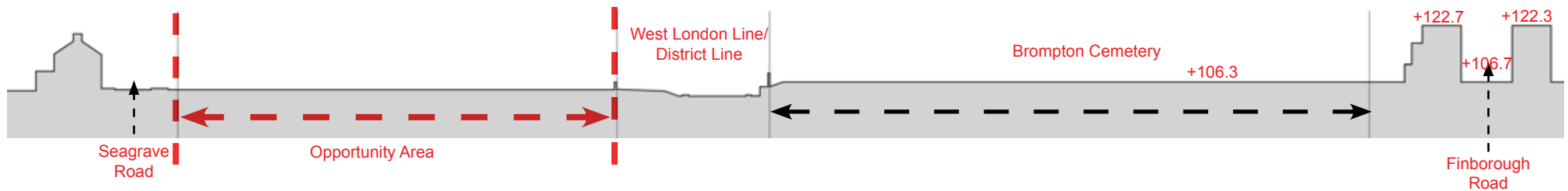


Figure 36: Section - through Seagrave Road boundary with the OA and Brompton cemetery

## Seagrave Road/Brompton Cemetary

### Context

- E•67 The East side of Seagrave Road Carpark faces the Brompton Cemetery. The West London Line and District Line, (Wimbledon Branch) run between the OA and the Cemetery.
- E•68 Immediately adjacent to the OA boundary is the embankment to the the railway line. This extends further south beyond the OA. To the north it extends into the OA under Lillie Road. This embankment is designated as a site of nature conservation importance in LBHF's Core Strategy (2011)
- E•69 On the eastern side of the railway line is the EDF building, accessed from Old Brompton Road. This is included in the OA.

### Guidance

- E•70 Any proposals for development along this edge of the OA must preserve or enhance the character and appearance of Brompton Cemetery and the setting of its listed buildings.
- E•71 Because the railway provides a barrier to movement, a proposal could come forward with no natural street breaks in any building along the eastern boundary of the OA. **(sentence removed and replaced with :-) Buildings along this edge should be scaled, massed and articulated to provide an appropriate degree of enclosure whilst avoiding an overbearing impact on the Cemetery.** Particular attention must also be paid to the roofline
- E•72 Materials will be of particular importance, and should generally be recessive, so that any building reads as a backdrop: it should not attract the attention of visitors to the cemetery, which has a peaceful and tranquil atmosphere.



Figure 37: Indicative Ground Floor Uses of Seagrave Road boundary with the OA



Figure 38: Photograph of Seagrave Road Carpark boundary with the OA

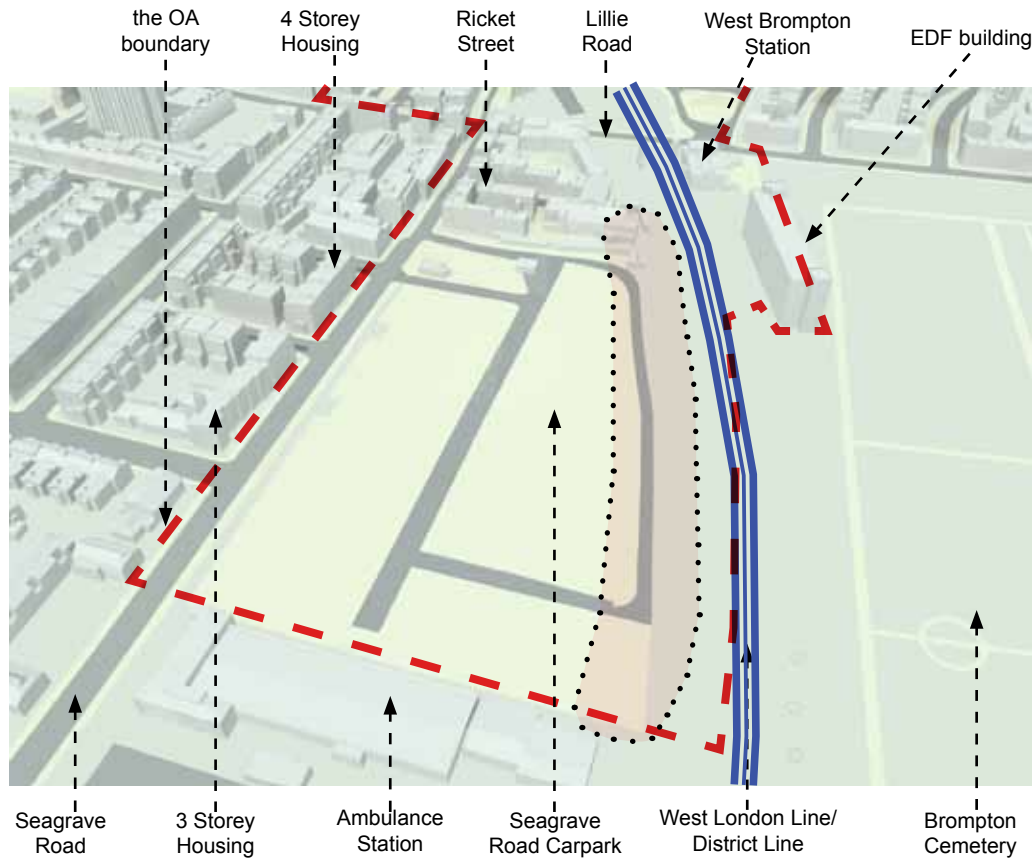


Figure 39: Existing 3D form of Seagrave Road boundary with the OA — — Opportunity Area Boundary

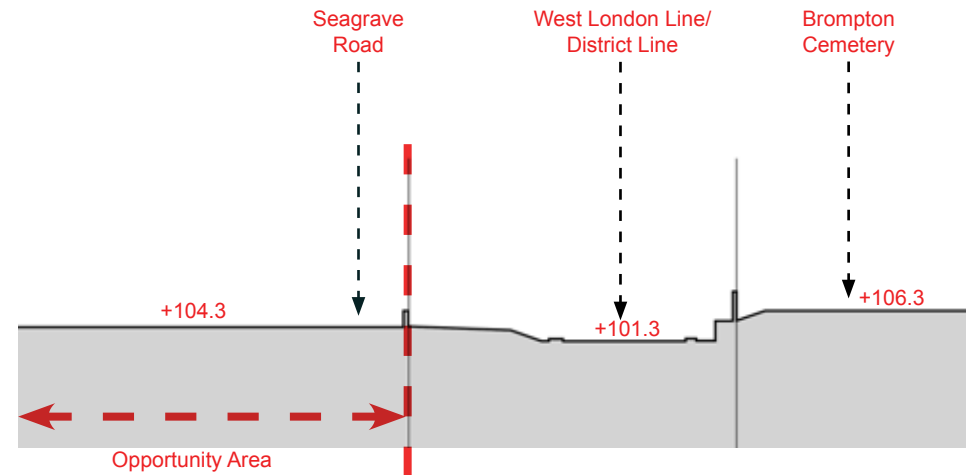


Figure 40: Section - 10 - through Seagrave Road boundary with the OA

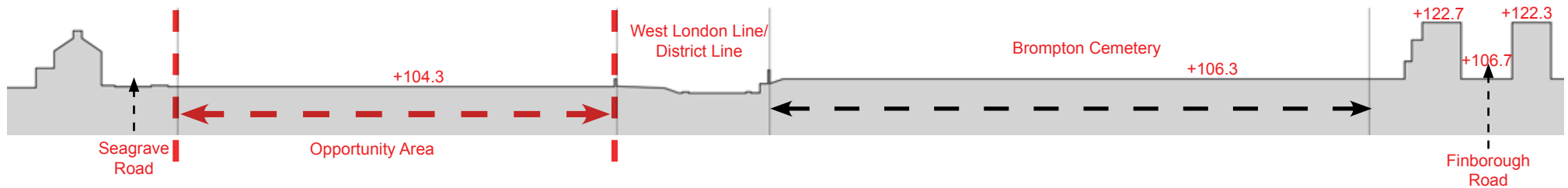


Figure 41: Section - through Seagrave Road boundary with the OA and Brompton cemetery

