

63-81 PELHAM STREET

PUBLIC CONSULTATION

VISION

- Deliver a new building that makes the best use of the site and is up to modern office standards and will attract long-term tenants.

- Design a sustainable building that meets BREEAM Excellent incorporate green roofs and terraces to boost biodiversity and reduce environmental impacts.

- Accessible for all with engaging entrance & arrival experience.

- Flexible design to future proof the use of the building

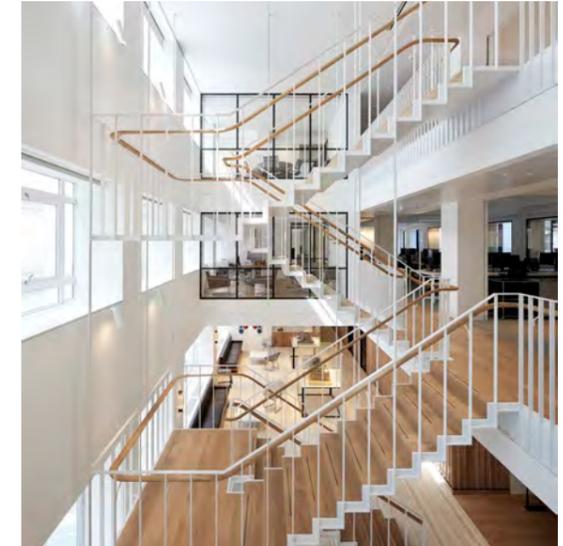
- Design for maximising natural daylight

- Design a building which encourages wellbeing and improved communication through the delivery of a variety of spaces for flexible working and attractive external amenity space

- Extend the building to the rear to make use of the vacant space next to the railway line

- Re-design the public realm providing more space for pedestrians

- Retain a gym use as part of the proposals



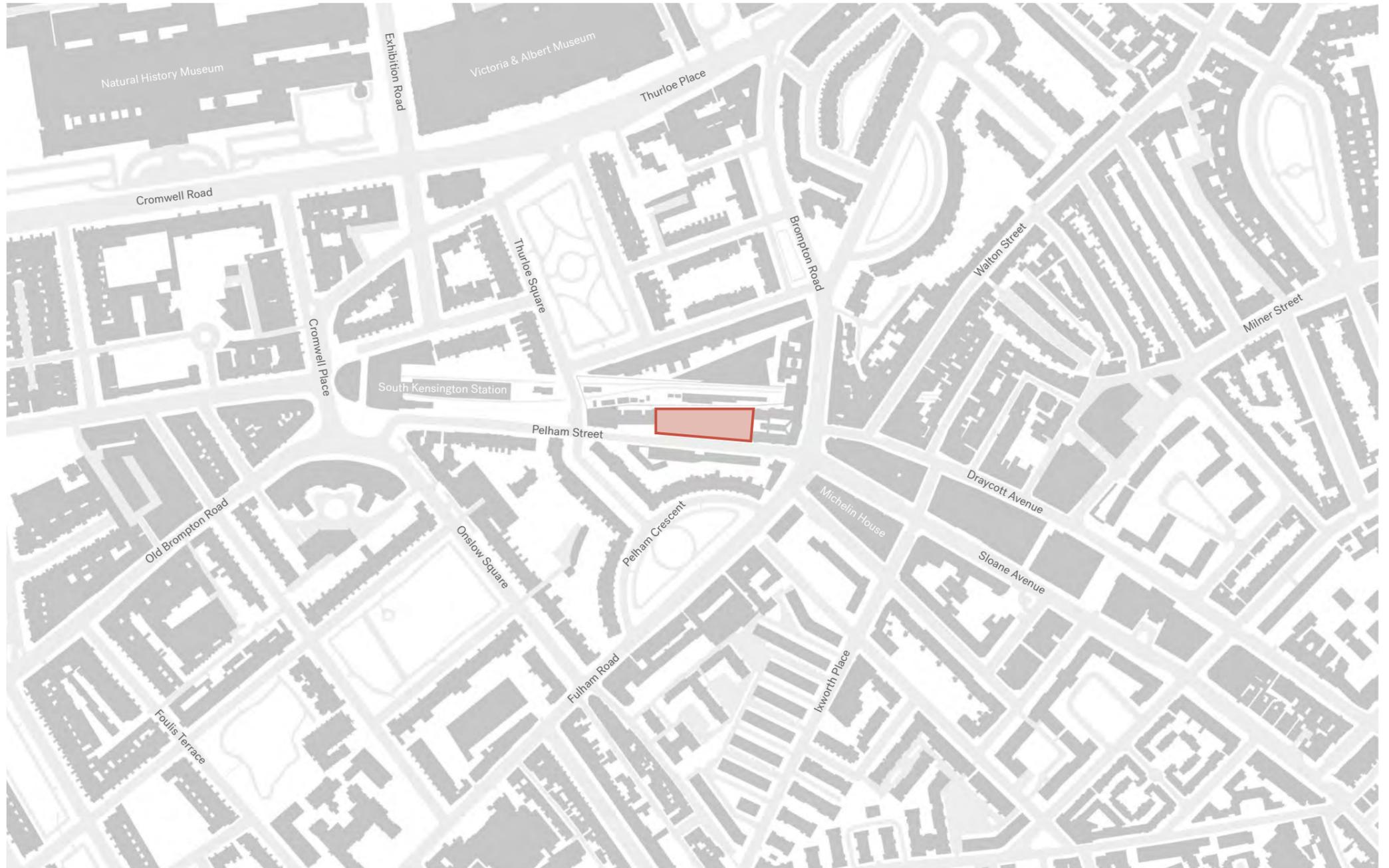
VISION | PROJECT ASPIRATIONS

SITE

- Located in West London in the Royal Borough of Kensington and Chelsea,

- 63-81 Pelham Street sits to the east of South Kensington Station and just west of Brompton Cross.

- Highly accessible to public transport



SITE | LOCATION

- South Kensington's architectural character is impressive and diverse with cultural landmarks interwoven amongst shopping hubs and residential streets.

- The museums of the 'Albertropolis' are examples of imposing Victorian construction,

- Whilst the crescents and squares of the Thurloe Estate and Smith's Charity Conservation Area are fine models of Georgian town planning.

- Pepered amongst the 19th century edifices there also sits a number of eclectic later styles, ranging through from art deco to contemporary.



- Victoria & Albert Museum



- Natural History Museum



- Michelin House



- Skinny House



- London Oratory



- South Kensington Station



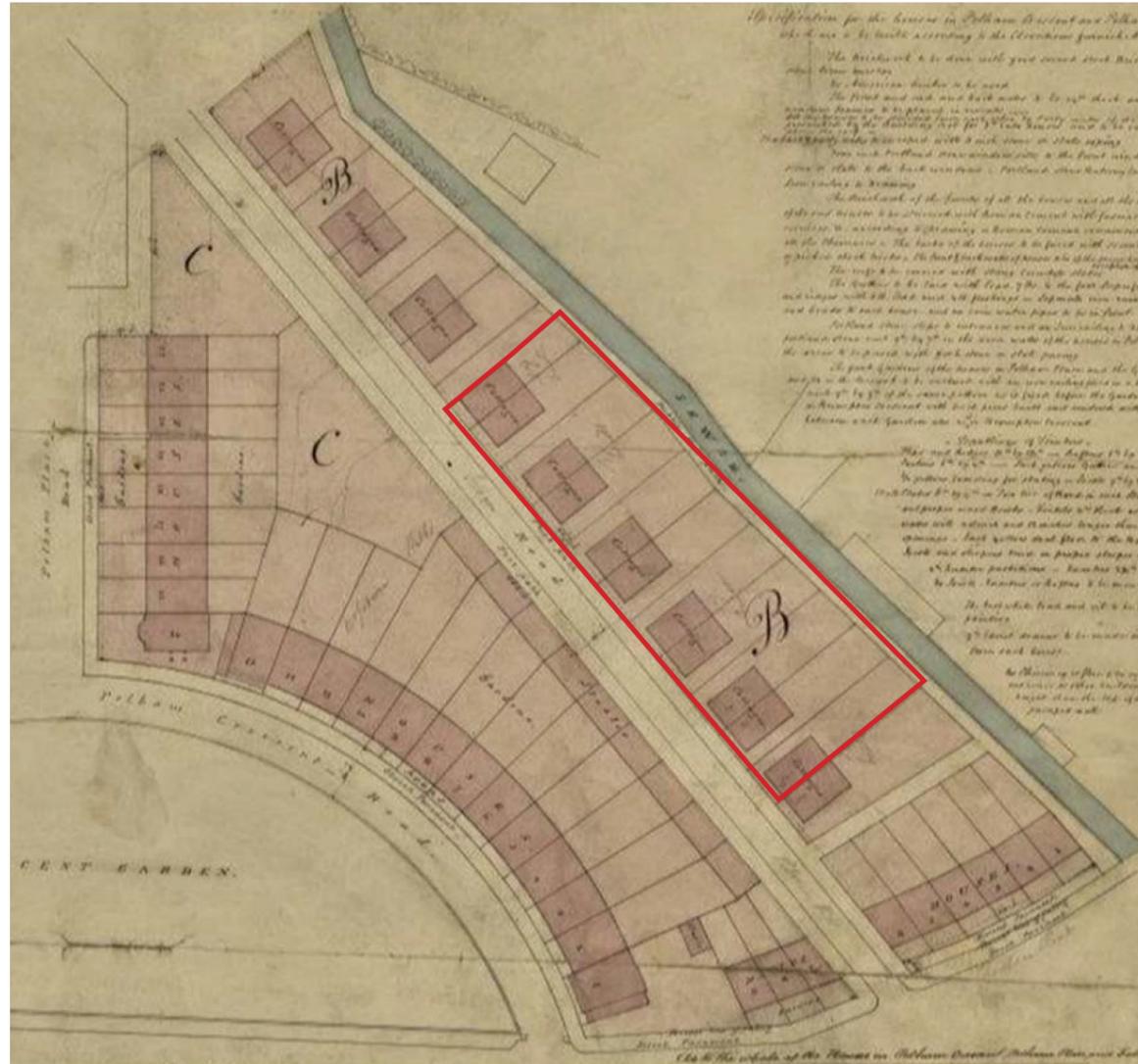
- Pelham Crescent

SITE | NOTABLE NEIGHBOURS

- The site and surrounding areas were identified as the Harrison and Bristow Nurseries in Greenwood's Map of 1828

- In 1835 George Basevi laid out the plans for Pelham Crescent, Place and Street. The urban form had a hierarchy of urban settings from the grand crescent to detached villas and terraces.

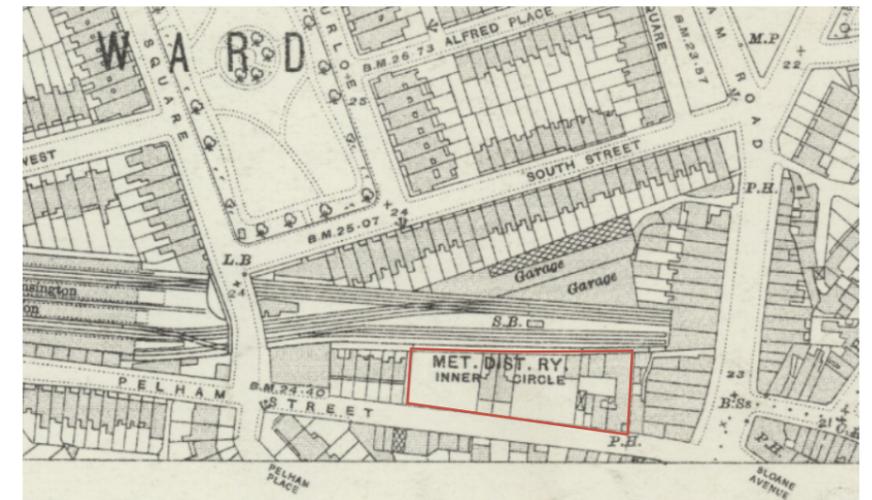
- By 1869 the district railway line cut through to the rear of the site, changing the character of Pelham Street and the size and scale of buildings along the railway edge.



- Basevi Plan 1835



- Map 1894-96



- Map 1916

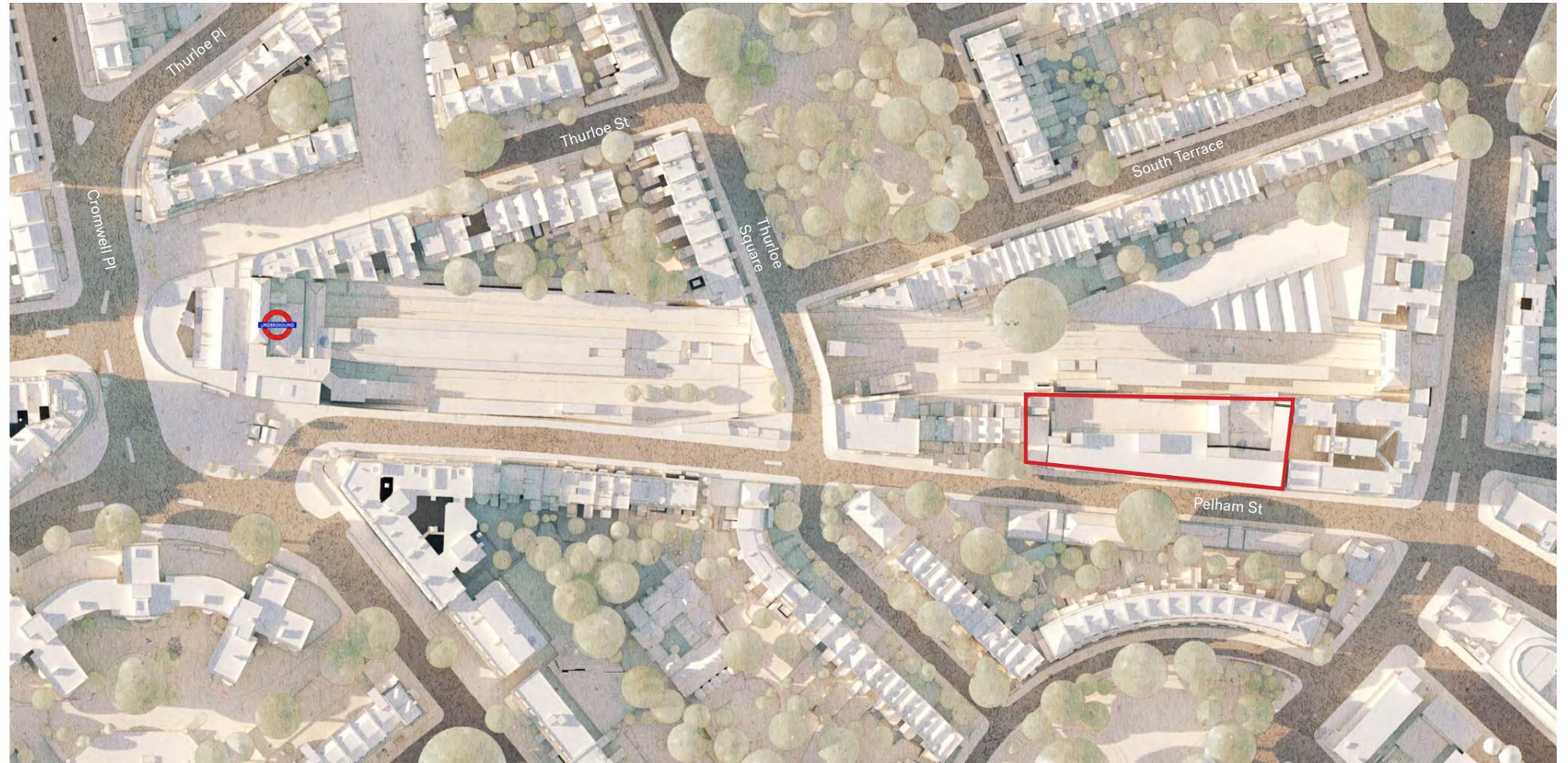
SITE | HISTORY

- The site of 63-81 Pelham Street is trapezoidal in shape and widens to the east.

- The existing building fronts onto Pelham Street and to the rear of the building sits the opencast Circle and District tube line.

- With a 77m front onto Pelham Street, an 80m rear onto the opencast Circle & District tube line, and with a depth increasing from 18m at the West to 27m at the East.

- Flanked by road and railway, there is a height difference of around 6m between the South and North of the site.

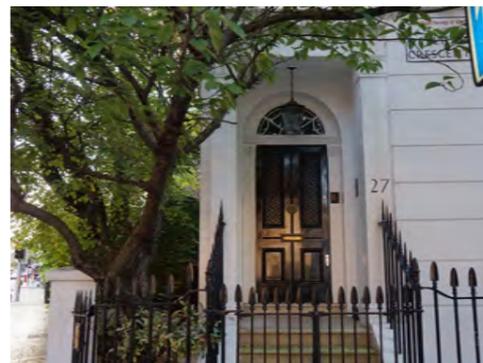


SITE | CONTEXT

- Caught between residential and industrial context, the South and North of 63-81 Pelham Street's site have distinctly different styles,

- The terraced townhouses of Pelham Street & Place to the South were built in 1825 to designs by George Basevi in the late Georgian style with architectural ideals expressed at all scales from the urban gesture to the crafted detail,

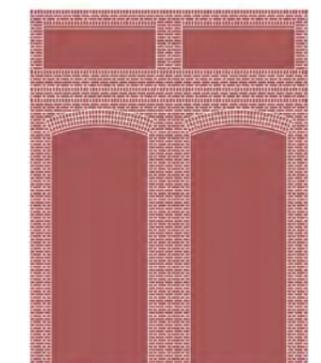
- In contrast the retaining walls of the Circle & District line railway were built in 1868 for the then Metropolitan Railway in a robust Victorian style where sheer mass and function trumps decoration.



- Pelham Street & Place



- Circle & District Tube Line



SITE | CONTRASTS

EXISTING BUILDING

- 63-81 Pelham Street's existing stone base was originally built in 1924 for the Kensington and Knightsbridge Electric Light Company to designs by Charles Stanley Peach.

- In the 1950s a further two storeys were added. The extension included cramped offices with low ceilings and its construction removed much of the stone base's original Art Deco, Egyptian Revival Motifs, compromising Peach's original design.

- In the decades following, the condition and staining of the stone base has worsened.



- 63-81 Pelham Street, originally built in 1924



- Brick extension added in 1950s



- Stone base is in a poor condition



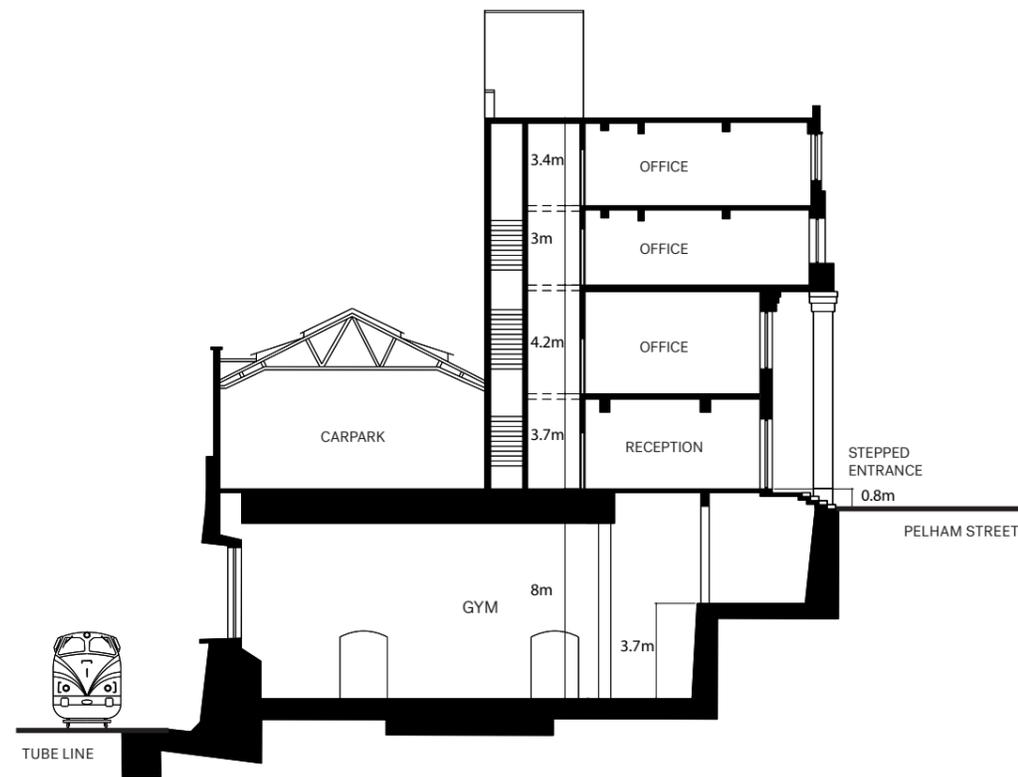
EXISTING BUILDING | POOR CONDITION

- 63-81 Pelham Street currently houses Office space above ground and Gym space below ground, as well as having a single Retail unit on street beside Crompton Court.

- The rear of the existing building is in a poor condition with semi-derelict workshops, failing concrete encased steelwork and unsightly exposed services.

- The layout is dated and inefficient with shallow floor plates and low ceilings.

- The stepped entrance and level changes throughout the interior render the building as completely inaccessible.



- 63-81 Pelham Street, existing section



-Rear facade is in a poor condition



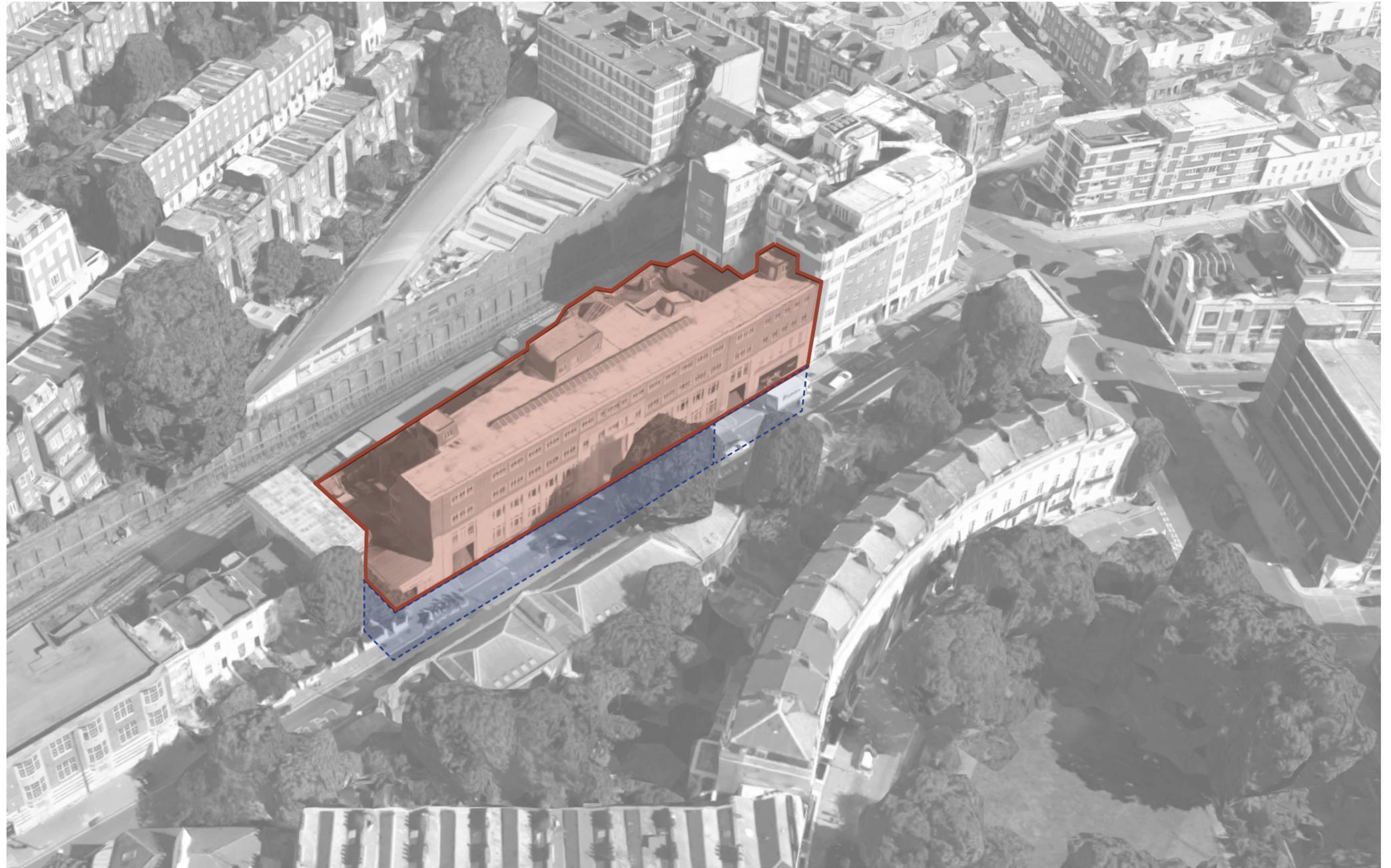
- Lack of accessibility throughout



EXISTING BUILDING | LOW EFFICIENCY

- Having balanced the options of retaining or replacing the existing building, it is clear that a new build at 63-81 Pelham Street would offer a more efficient use of the site and succeed in generating a more coherent architectural composition.

- Whilst this means demolishing above ground, much of the existing basement structure below ground can be retained and extended.



Demolished above ground

Retained & extended below ground

EXISTING BUILDING | EXTENTS OF DEMOLITION

DESIGN STRATEGY

- Following on from the design of the original existing building, a number of key principles to respond to were established early in the design process.

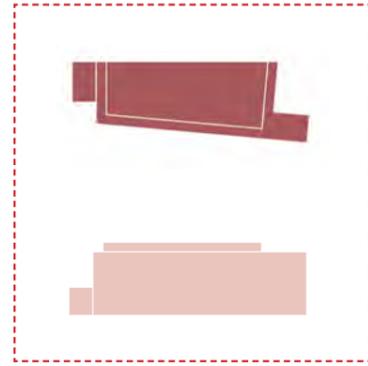
- The key principles were developed from our reading of the context and from the qualities of the original 1920's building

- The massing responds to the adjacent context and obvious entrances help the building be read on the street.

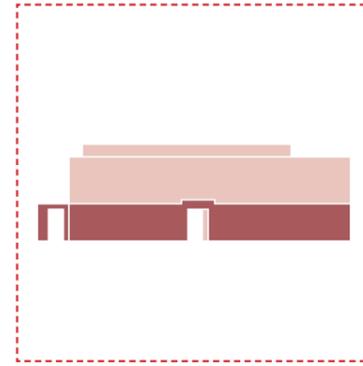
- The two storey base is deliberately expressed and there is a simple grid of windows above, following the architectural principles of many of the surrounding buildings

- We recognised early in the design process that the building is never read in true elevation and the design should respond to being viewed at oblique angles

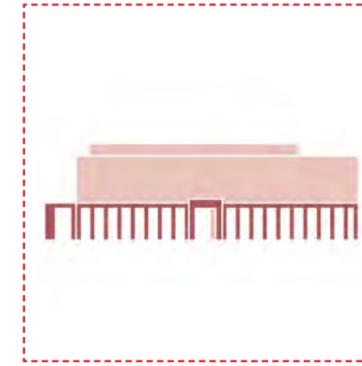
- How the building is articulated at the roof is important to the silhouette of the building and it is acknowledged that the architecture needs surface interest and details to reduce the scale of the building.



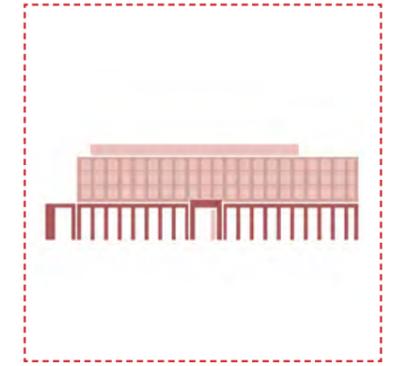
MASSING & URBAN FORM



ENTRANCES



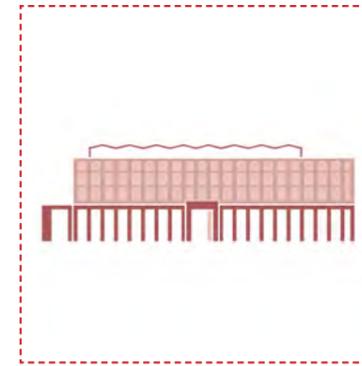
CIVIC PRESENCE



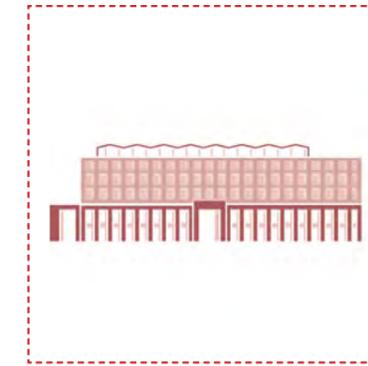
GRID & BAY



OBLIQUE VIEWS



ROOFSCAPE



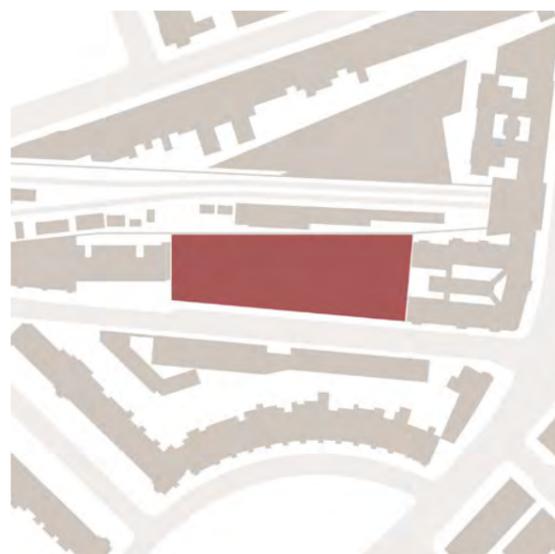
DETAIL

DESIGN STRATEGY | KEY PRINCIPLES

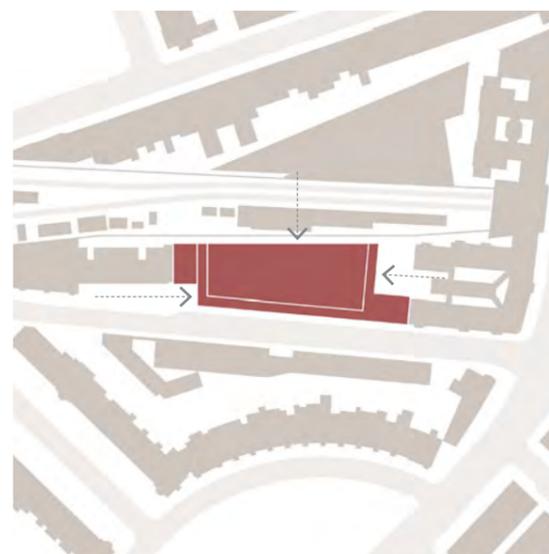
- The massing for 63-81 Pelham Street takes note of its adjacent context and is in keeping with neighbouring buildings.

- In plan, the proposal steps in at both the South West and North East corners, respecting the depths of both 61 Pelham Street and Crompton Court.

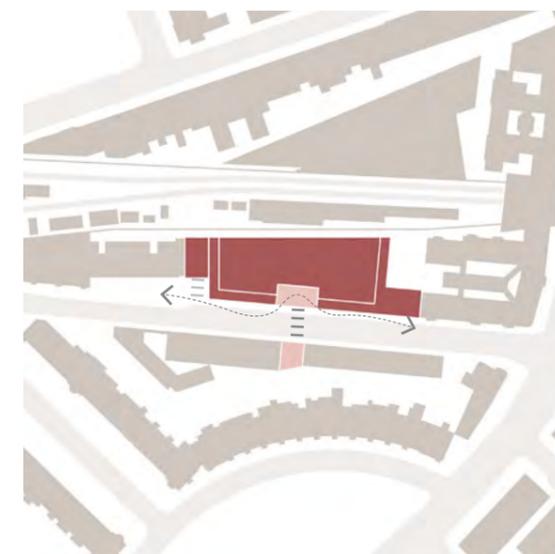
- In elevation, the proposed heights are established by the parapet of Crompton Court and the height of 61 Pelham Street.



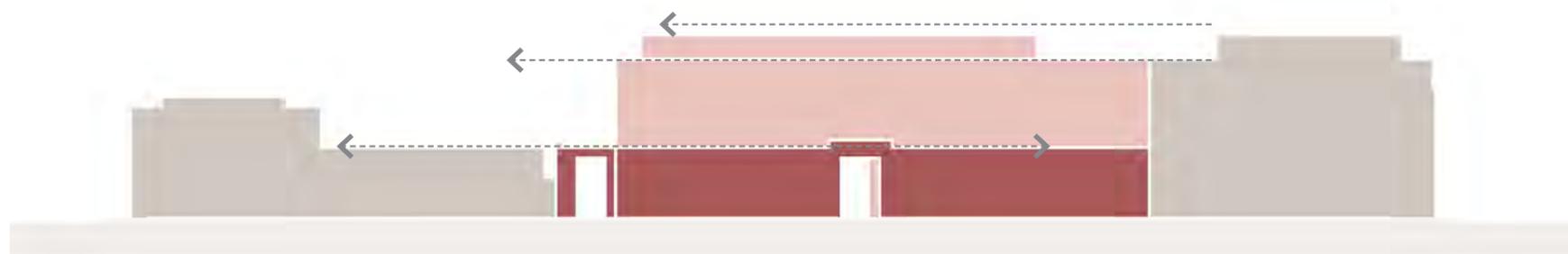
SITE EXTENTS



URBAN GRAIN



PUBLIC REALM

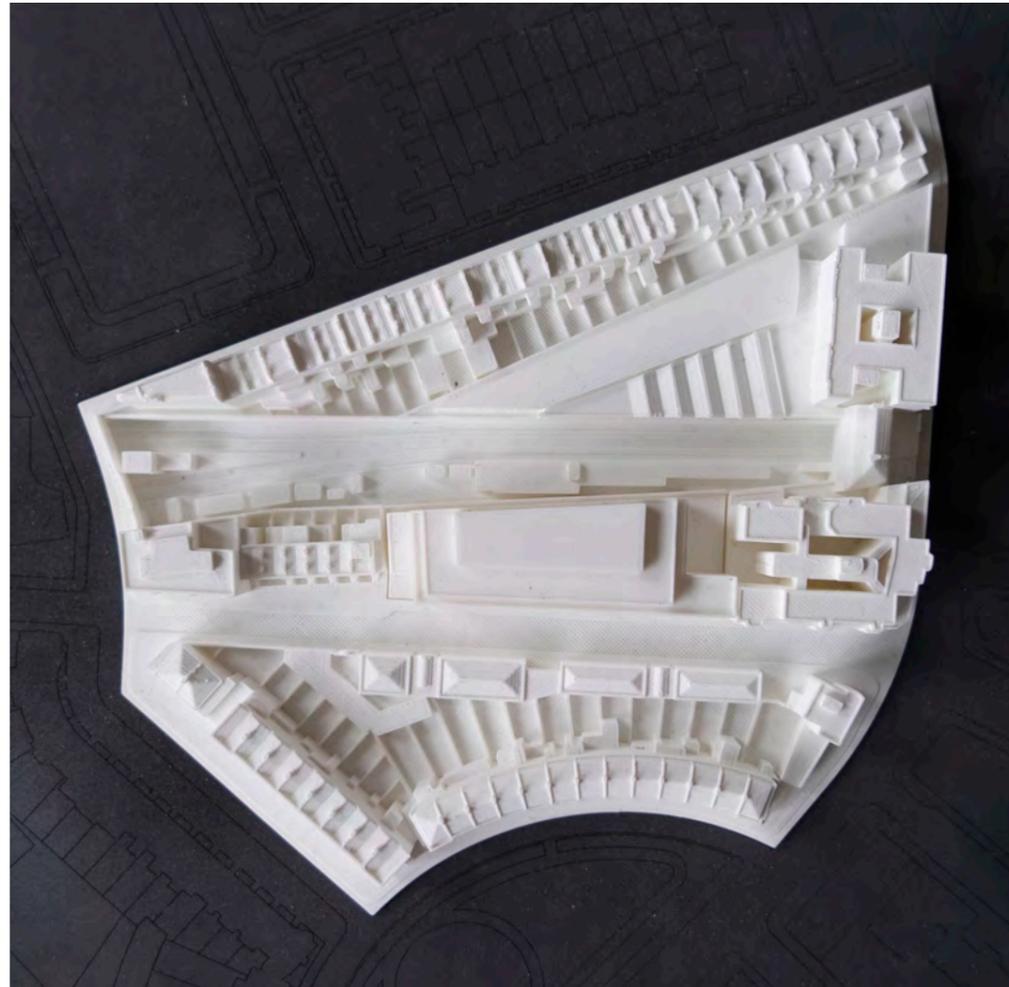


HEIGHTS SET BY ADJOINING BUILDINGS

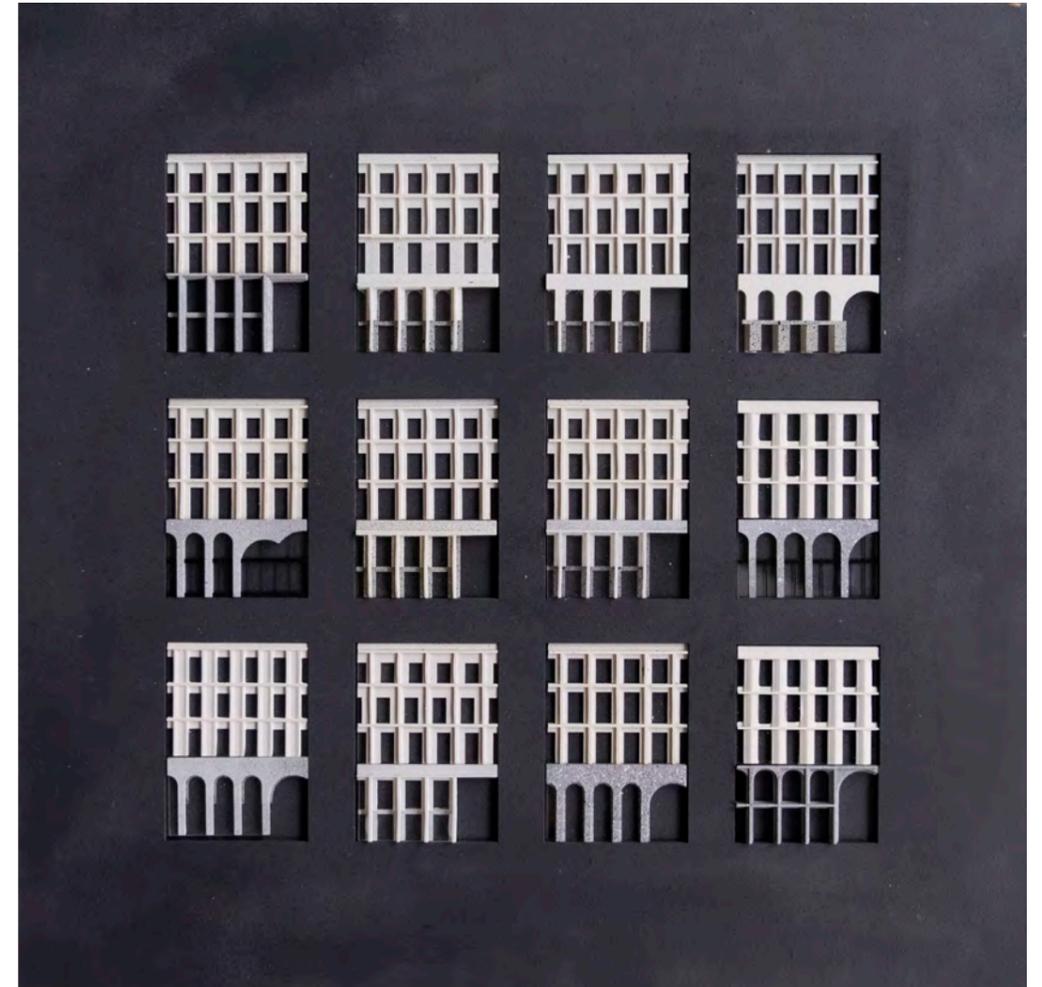
DESIGN STRATEGY | MASSING

- The design for 63-81 Pelham Street has drawn on the architecture and heritage of the surrounding area for inspiration.

- The design has gone through various iterations and each one has been tried and tested both in drawn and modelled form.



URBAN MOULDING



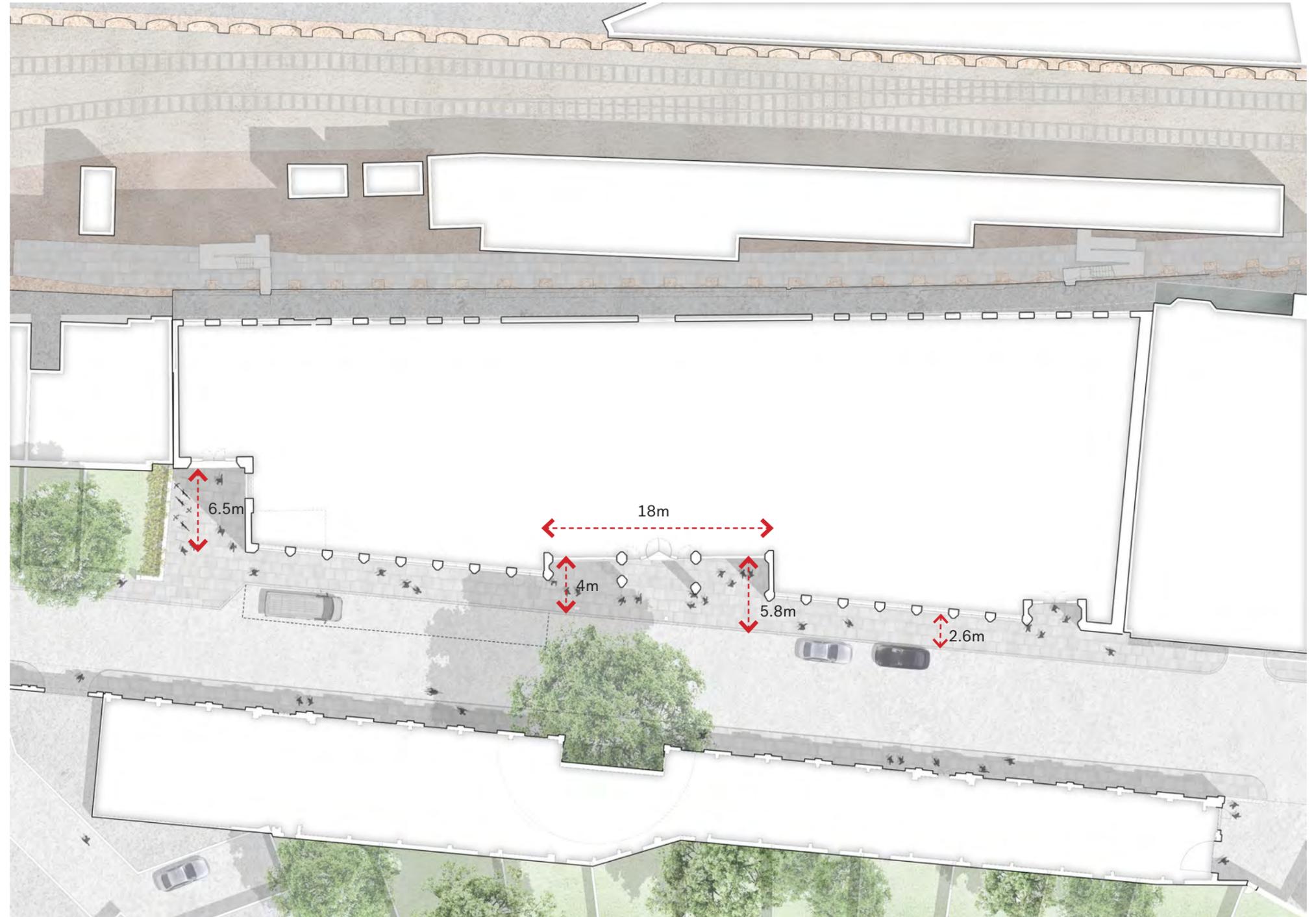
ITERATIVE TESTS

DESIGN STRATEGY | MODEL STUDIES

- As a result of this consultation we have amended the design, including widening the pavement, especially at all entrances, and removing the retail unit at street level.

- At the main entrance, nearly 18m of frontage is set back by between 1.6m and 3.5m from the existing building line.

- At the west end the building line has been set back over 6m from the existing condition and the pavement has been reprofiled to remove the pinch point at the garden with 61 Pelham Street.



Proposed Ground Floor Plan

DESIGN STRATEGY | RESPONDING TO FEEDBACK

- We have also carried out further testing, including a study of the massing at the west end of the building which has subsequently been cut back to create a less deep and more elegantly proportioned side elevation.



- Addressing the link building

- Addressing the west end massing

DESIGN STRATEGY | RESPONDING TO FEEDBACK

PROPOSAL

- In order to create a building that has a civic presence, the design incorporates rigorous bays and a clear entrance.

- 63-81 Pelham Street's main facade is composed of three architectural strata:

- At street level, there is a double height arcade with an active office street front.

- The middle section is built up of three floors of chamfered piers and expressed lintels.

- The top floor consists of a light-weight glazed structure and terrace which is set back away from the primary facade.



PROPOSAL | SOUTH ELEVATION

- The main entrance for 63-81 Pelham Street is recessed creating more public realm and space on the street. This feature also reflects and complements the recesses and tree of 40 Pelham Street opposite.

- The arches of the base fold inwards to create the double-height reception space.



PROPOSAL | MAIN ENTRANCE

- At 63-81 Pelham Street's western end, the South facade turns the corner.

- Whilst the rhythm and of openings continues along the West facade, they are filled with textured brick to avoid any overlooking and are similar in style to the many blank gables throughout the local area.

- The glazed top floor is stepped back from the East, West and South facades so that it cannot be seen from the immediate street.



PROPOSAL | WEST ELEVATION

- Between 63-81 Pelham Street and 61 Pelham Street, a two storey link building sits in-line and at height with the residential terrace.

- The set back entrance provides more space at the junction with 61 Pelham Street.



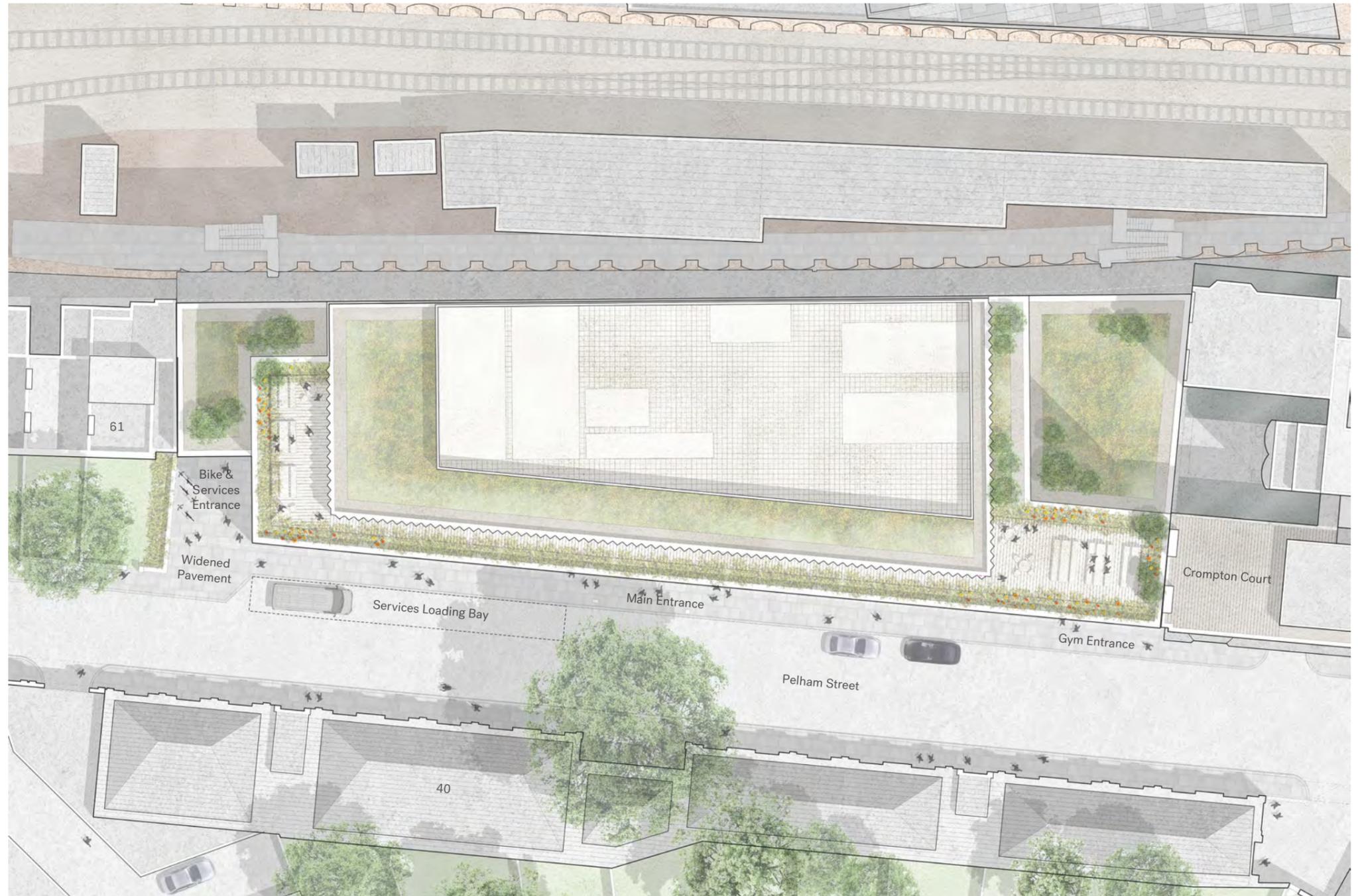
PROPOSAL | SIDE ENTRANCE

- The stepping form allows for the creation of multiple terraces:

- There is no access to the 2nd floor and roof terraces to avoid any overlooking and protect the amenity of neighbours.

- The 5th floor terrace is accessible from the office, with outdoor spaces greatly enhancing the well-being of the workplace. The roof level here is lower than that of Crompton Court and will be heavily planted and have a secure perimeter.

- The planted terraces add to biodiversity in the local area.

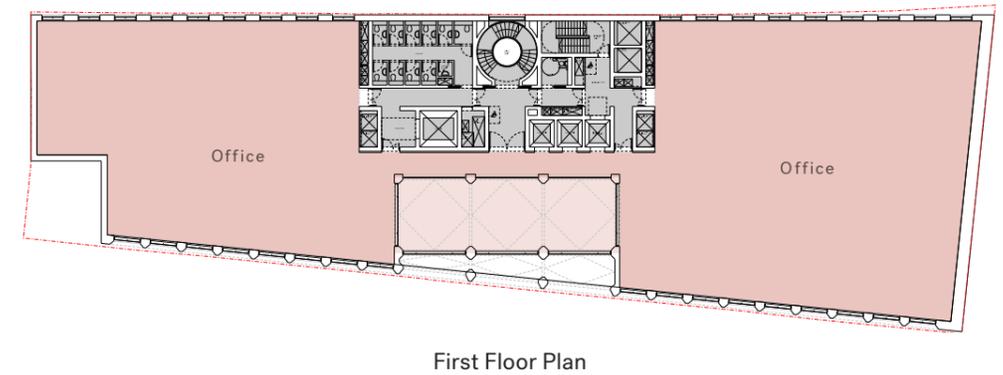
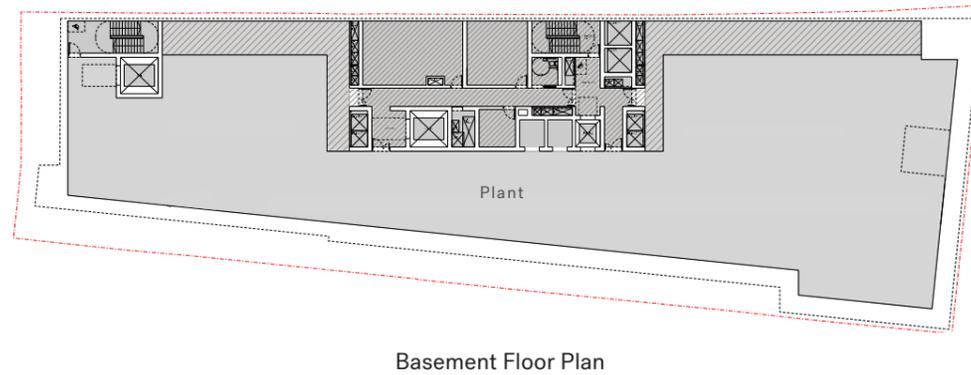
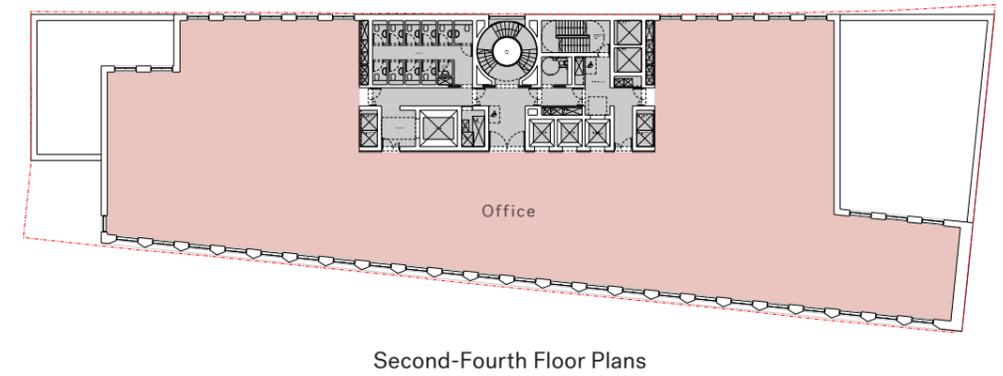
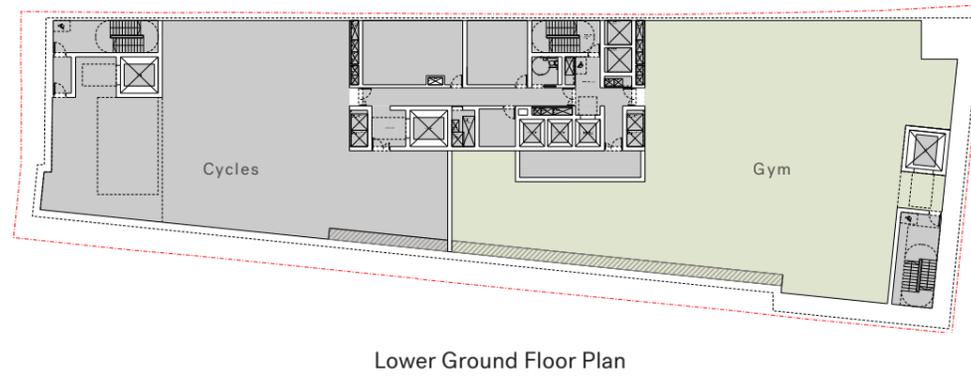
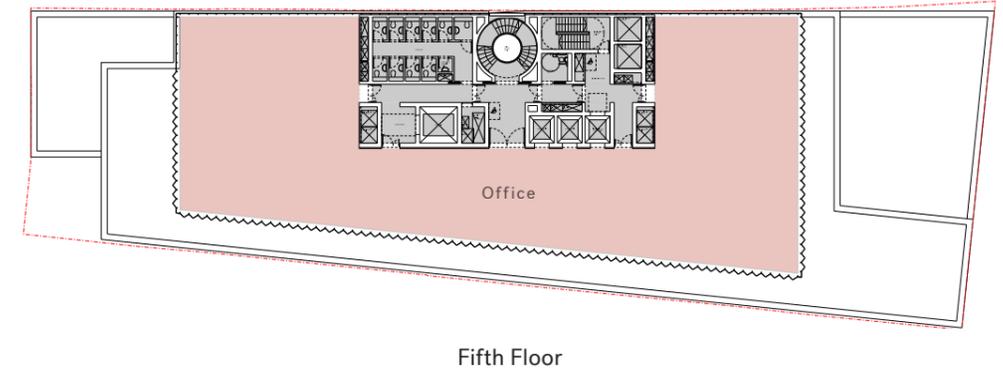
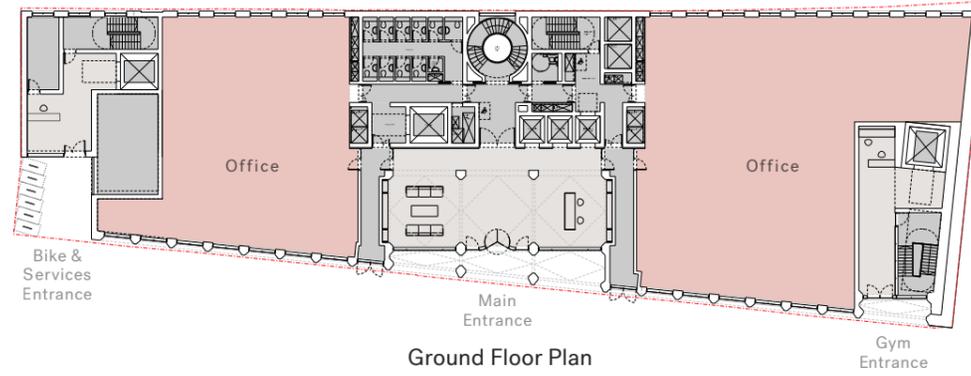


PROPOSAL | SITE PLAN

- The floor plans show that office use remains above ground and a gym use is retained below ground alongside back-of-house and building services spaces.

- This layout allows space for sustainability conscious air source heat pumps and natural ventilation, as well as internal bike storage.

- 63-81 Pelham Street is committed to a minimum of BREEAM Excellent.

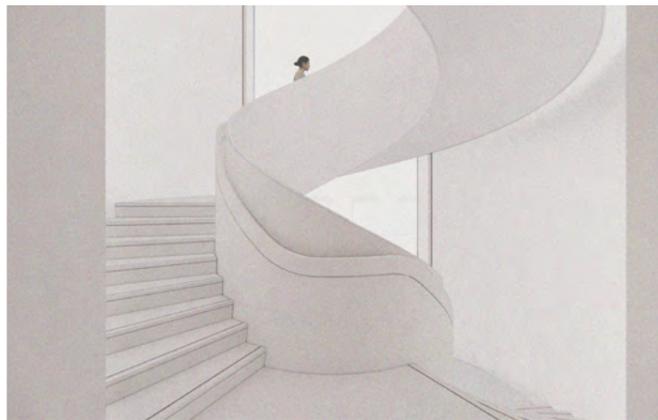


■ B1 Office ■ D2 Gym

PROPOSAL | FLOOR PLANS

- The design considers the experience of arriving and travelling through the proposal from the perspective of a passing pedestrian or daily building user.

- The variety of enjoyed views as well as distinct internal spaces sculpt an upward journey from street to terrace through reception, stair and office with an organisational focus on wellness and an architectural emphasis on craftsmanship.



PROPOSAL | ARRIVAL JOURNEY

BEFORE & AFTER

- With views from Pelham Place corner, Thurloe Square bridge and Sloane Avenue intersection, 63-81 Pelham Street's design focuses on composing a robust yet reserved architectural response,

- Ensuring an efficient use of a site in a sought after part of London,

- Whilst respecting the grain and grace of its architectural surroundings.



- View from Pelham Place corner



- View from Thurloe Square bridge



- View from Sloane Avenue intersection

BEFORE & AFTER | TOWNSCAPE VIEWS

SUMMARY

- Increased public realm with a widened pavement at all entrances and with the removal of existing road-pavement cross-overs;
- Fully accessible building with level access throughout;
- Flexible modern office space, allowing for single or multiple tenants;
- Retention of below-ground gym as a welcome community facility;
- Sustainability conscious servicing with air source heat pumps and natural ventilation as well as internal bike storage and showers for cyclist commuters;
- Greening of roof and terraces add to local biodiversity, helping to reduce urban heat island effect and air pollution;
- High quality materials and durable construction for a building with a long lifespan.



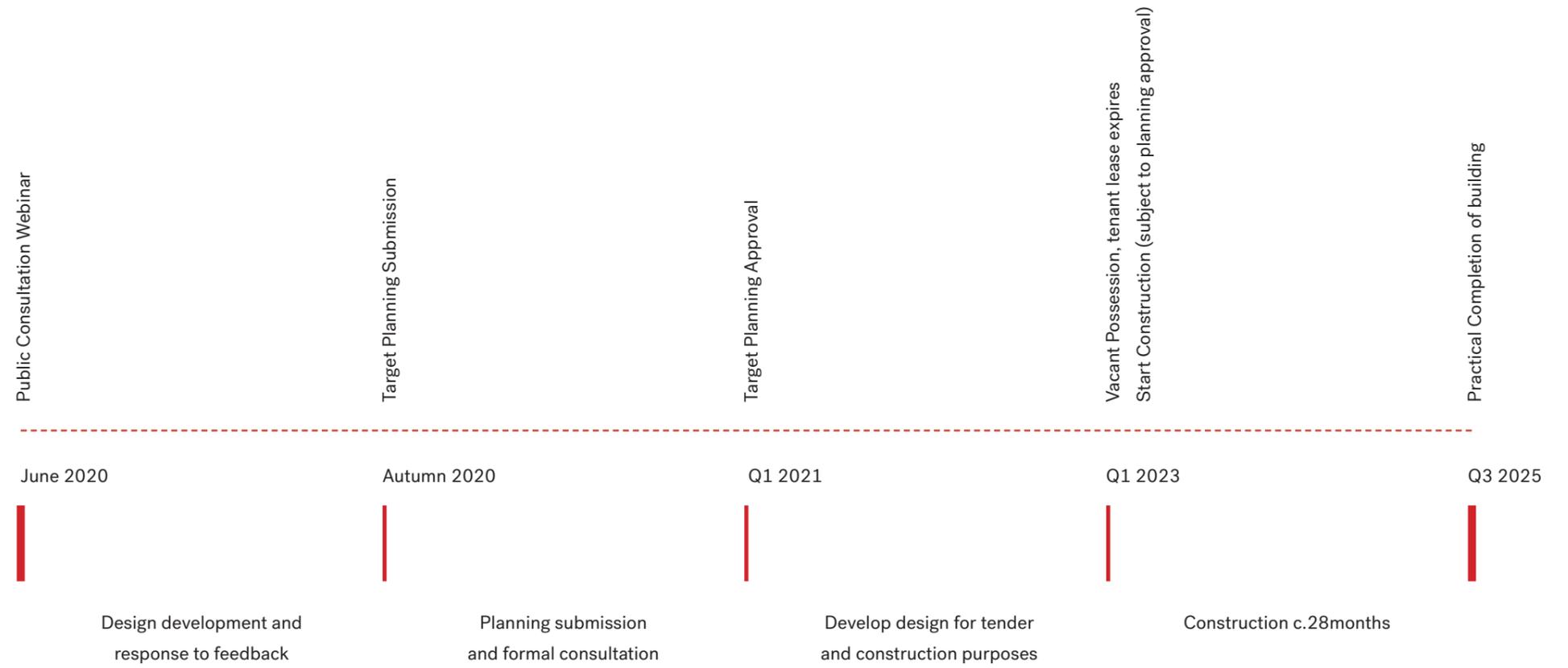
BEFORE & AFTER | EXISTING VS PROPOSED

NEXT STEPS

- The project time line anticipates a submission of a planning application in Autumn 2020 and we are targeting planning approval early 2021.

- Vacant possession of the existing building from the current tenant is currently not due until 2023.

- Subject to planning approval, the anticipated start date is Q1 2023 and the anticipated construction time frame is c.28 months



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NEXT STEPS | PROJECT TIME LINE

