

Sotheron Place, Fulham



Aerial View of the Site and the Context

Introduction

Current Site Owners:

- The Wray Family

Current Site Uses:

- Retail and storage (Christopher Wray Lighting)
- Leisure (Clip 'n Climb, Chel-Ski)
- Servicing and parking to rear of King's Road businesses

The Design Team

- Developer Caerus Developments
- Architect Formation Architects
- Planning Consultant Savills
- Landscape Consultant
The Landscape Partnership
- Daylight Sunlight Consultant
Point2 Surveyors
- Highways Consultant Mayer Brown
- Drainage Consultant Ardent
- Communication and Consultation
GL Hearn

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DEVELOPMENTS

FORMATION
ARCHITECTS

Aims of Development



Aerial View of Site

Vision

Provide a Range of Uses

- Retain existing leisure activities
- Provide commercial and office space
- Provide apartments in a range of sizes

Employment

- Enhance existing employment opportunities on the site

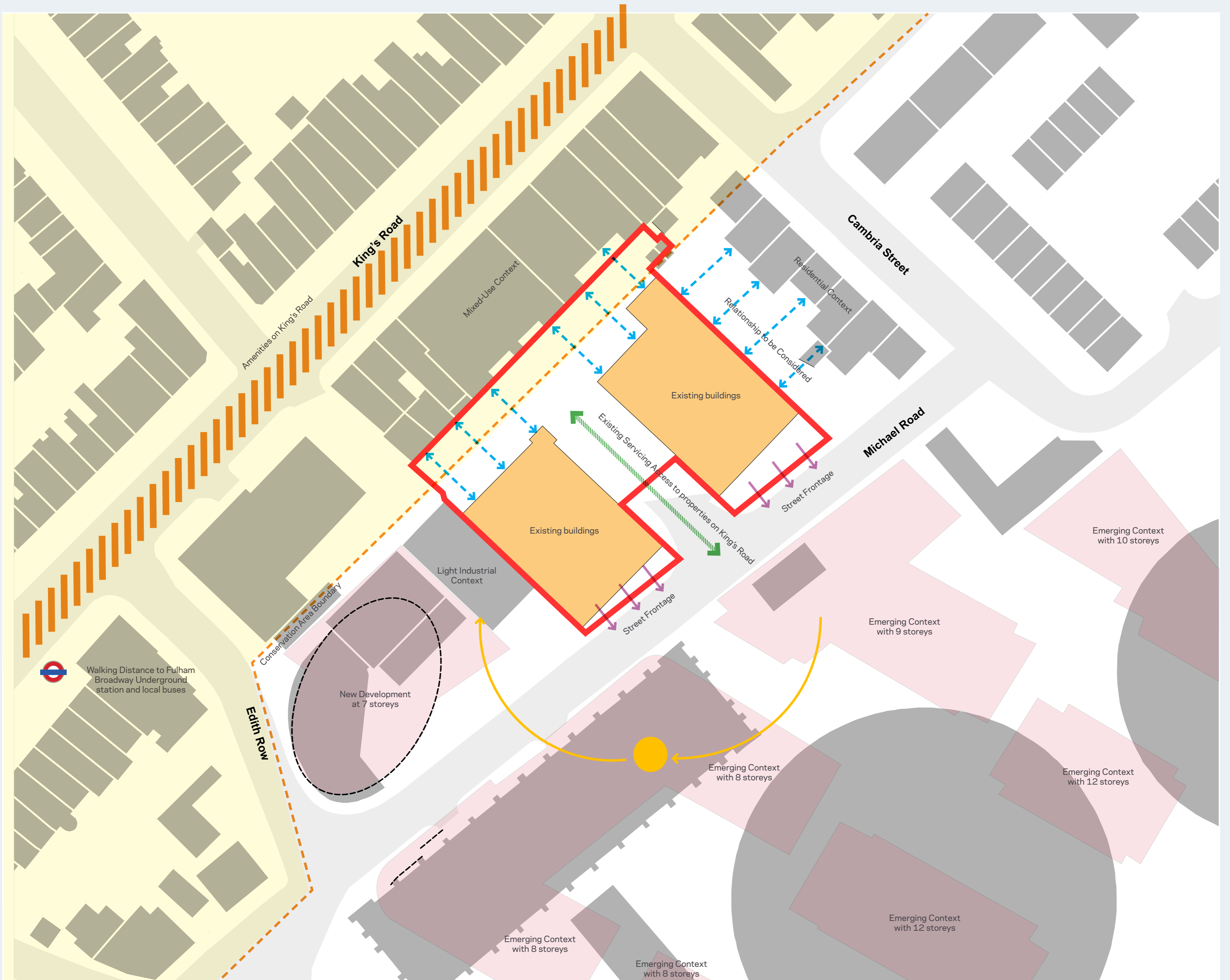
Users and Accessibility

- Ensure the businesses on King's Road retain their service access and parking

Improvements

- Provide good quality housing
- Provide good quality commercial space
- Provide improved accommodation for Clip 'n Climb
- Create well landscaped area for site users and general public

Site Analysis



Constraints and Opportunities Diagram

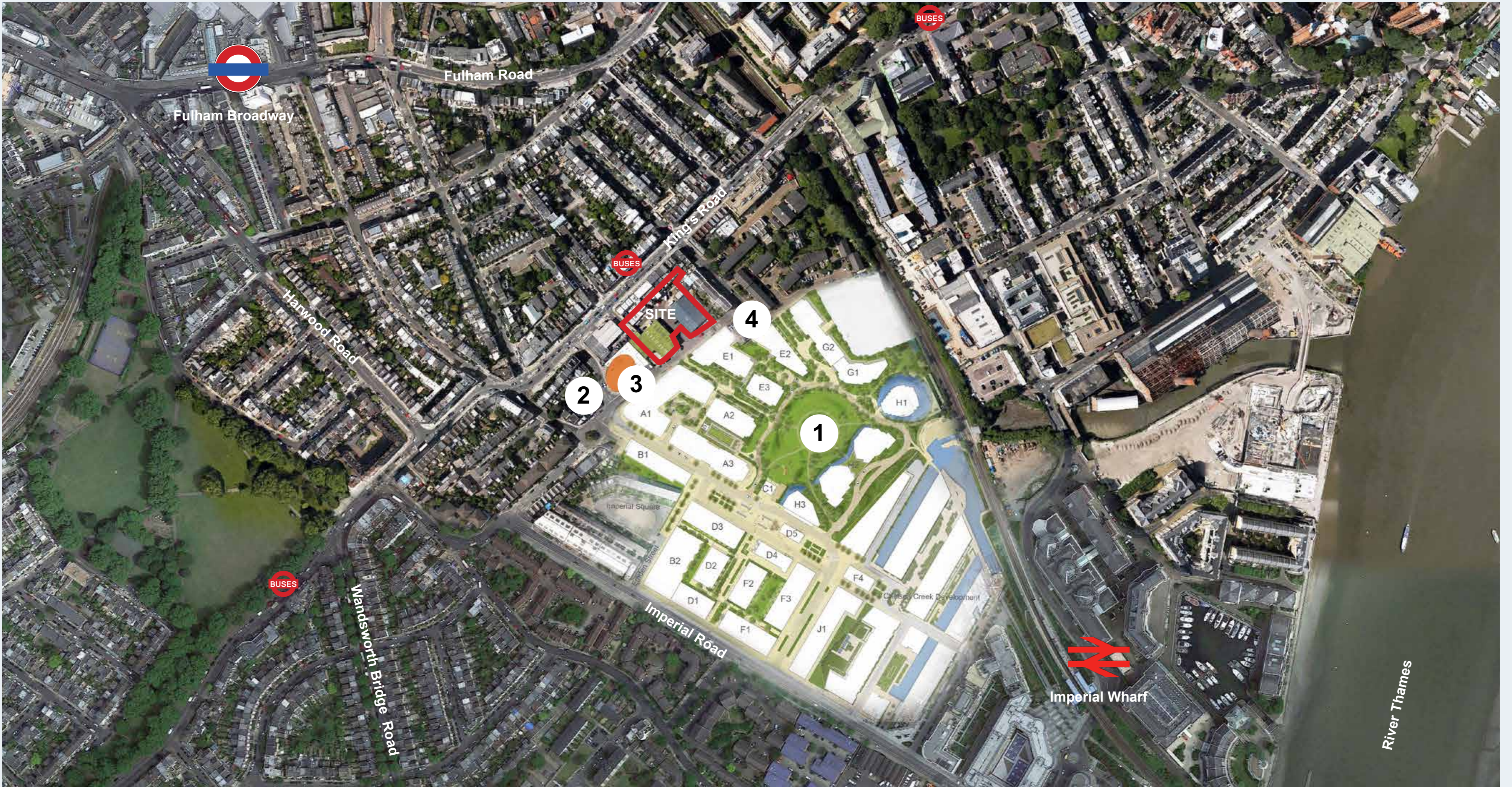
Constraints

- The mixed-use and residential context to the north-east needs to be considered (King's Road/Cambria Street)
- The distance between the proposal and existing residential properties on King's Road and Cambria Street needs to be respected
- Existing service arrangements to the north of the site (towards King's Road) must be maintained
- Consideration should be given to the Moore Park Conservation Area

Opportunities

- To provide good quality housing in a predominantly residential context
- The site is also located in a sustainable area for quality office and retail space, complementing the established commercial uses on King's Road
- The site has prominent street frontage on Michael Road which can be enhanced and made more active
- Close proximity to Fulham Broadway Underground Station and bus links
- Walking distance to a number of local amenities including commercial premises on King's Road making it an attractive place to live

Emerging Context



Aerial View showing Emerging Context



Aerial View showing Emerging Context

1. Gasworks Site

- Depicts application (30/06/2016)
- Planning Decision - Pending
- Mixed use
- Up to 27 storeys
- 1,375 residential units and commercial

2. 1-3 Michael Road

- Consented - 10/08/2017
- Residential scheme
- Excavation of basement
- 1-4 storeys
- 12 residential units and commercial

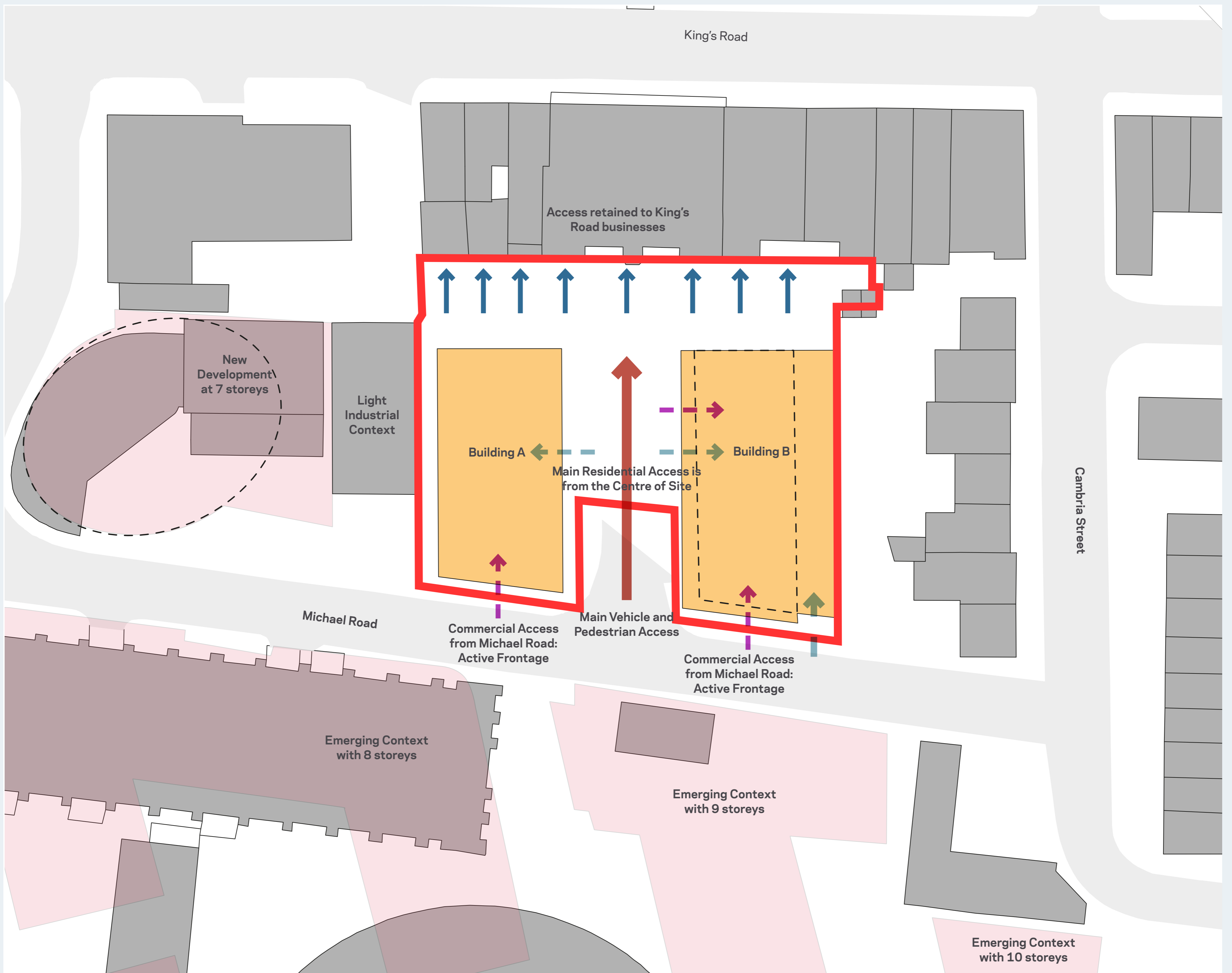
3. 5-7 Michael Road (WARRS)

- Consented - 25/07/2017 (committee date)
- Mixed use
- Excavation of basement
- 1-6 storeys
- 18 residential units and commercial

4. Bannon Court

- Conversion of existing building
- Permitted Development with minor roof extension
- Residential
- 1-3 storeys
- 3 x 4-bed town houses and 2 x flats

Building Form



Access and Servicing Diagram

Links and Routes

The accommodation is arranged in two buildings around a central landscaped route. The benefits of this arrangement are as follows:

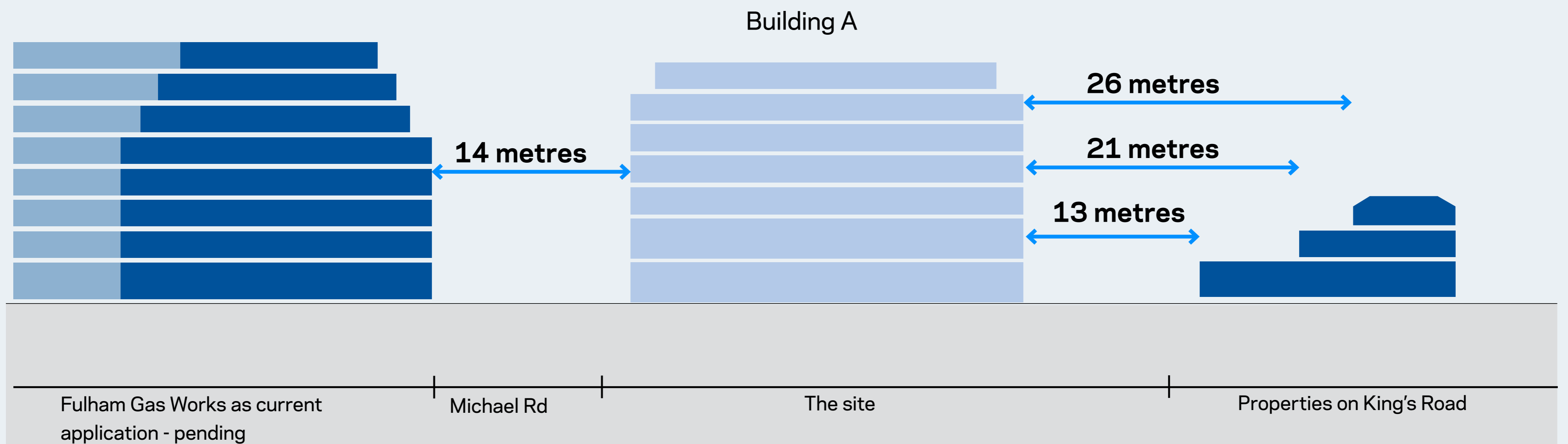
- Existing access agreements to the rear of the King's Road commercial units are retained through construction and thereafter
- The proposed commercial units have an active frontage onto Michael Road
- The proposed main residential entrances are from the central landscaped area
- The ownership of the highways land at the entrance to the site is respected
- The majority of refuse collection and servicing is from within the site

Key

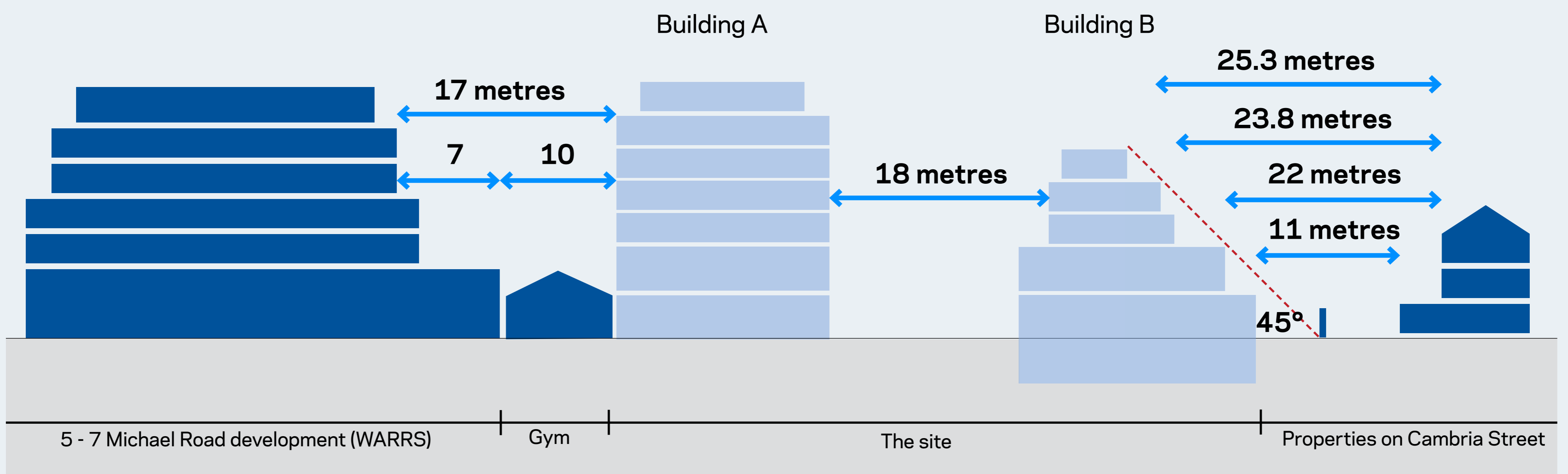
- ➔ Main pedestrian and vehicular access
- ➔ Access to King's Road properties
- ➔ Access to residential
- ➔ Access to commercial

Massing

Sectional Diagram AA

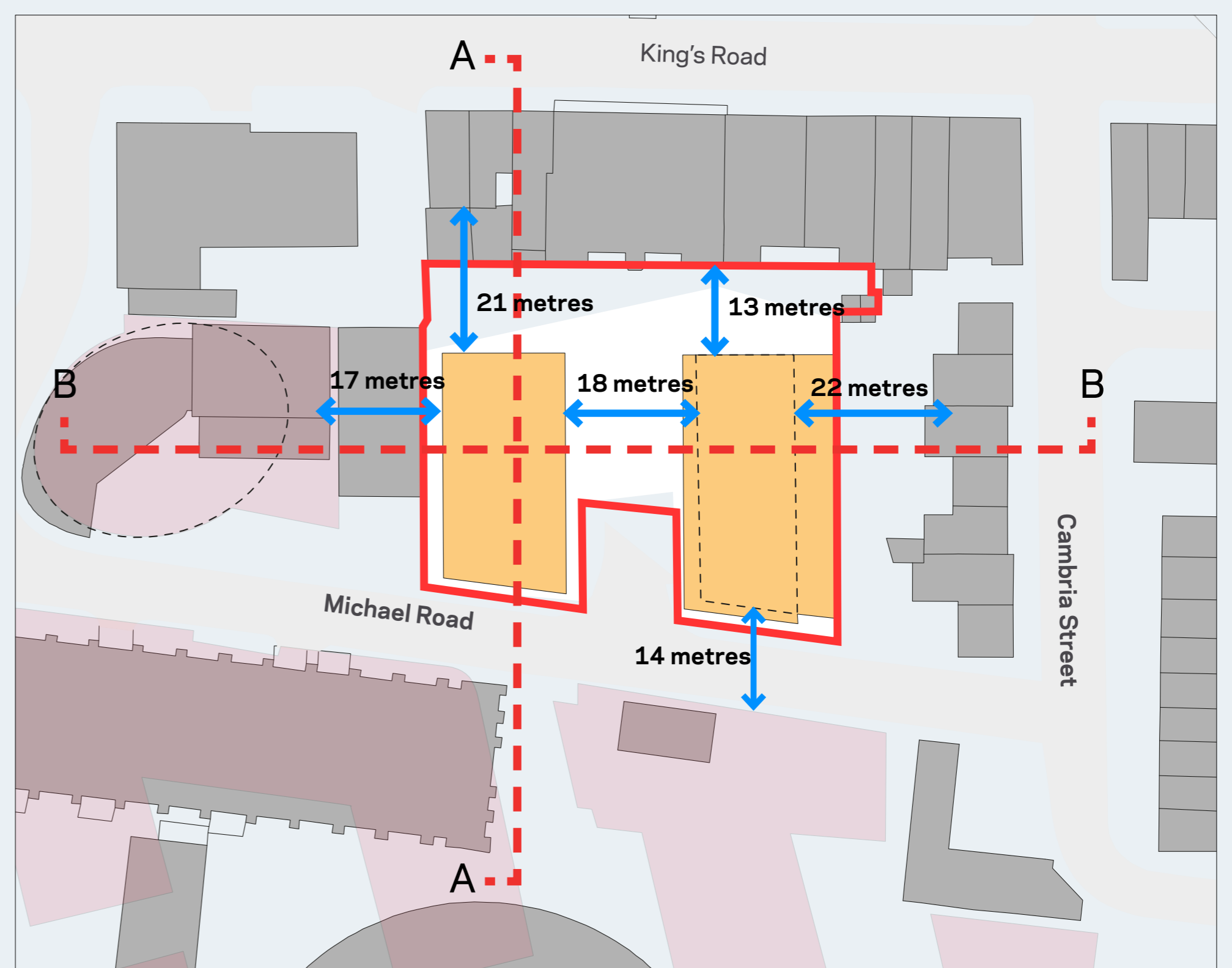


Sectional Diagram BB



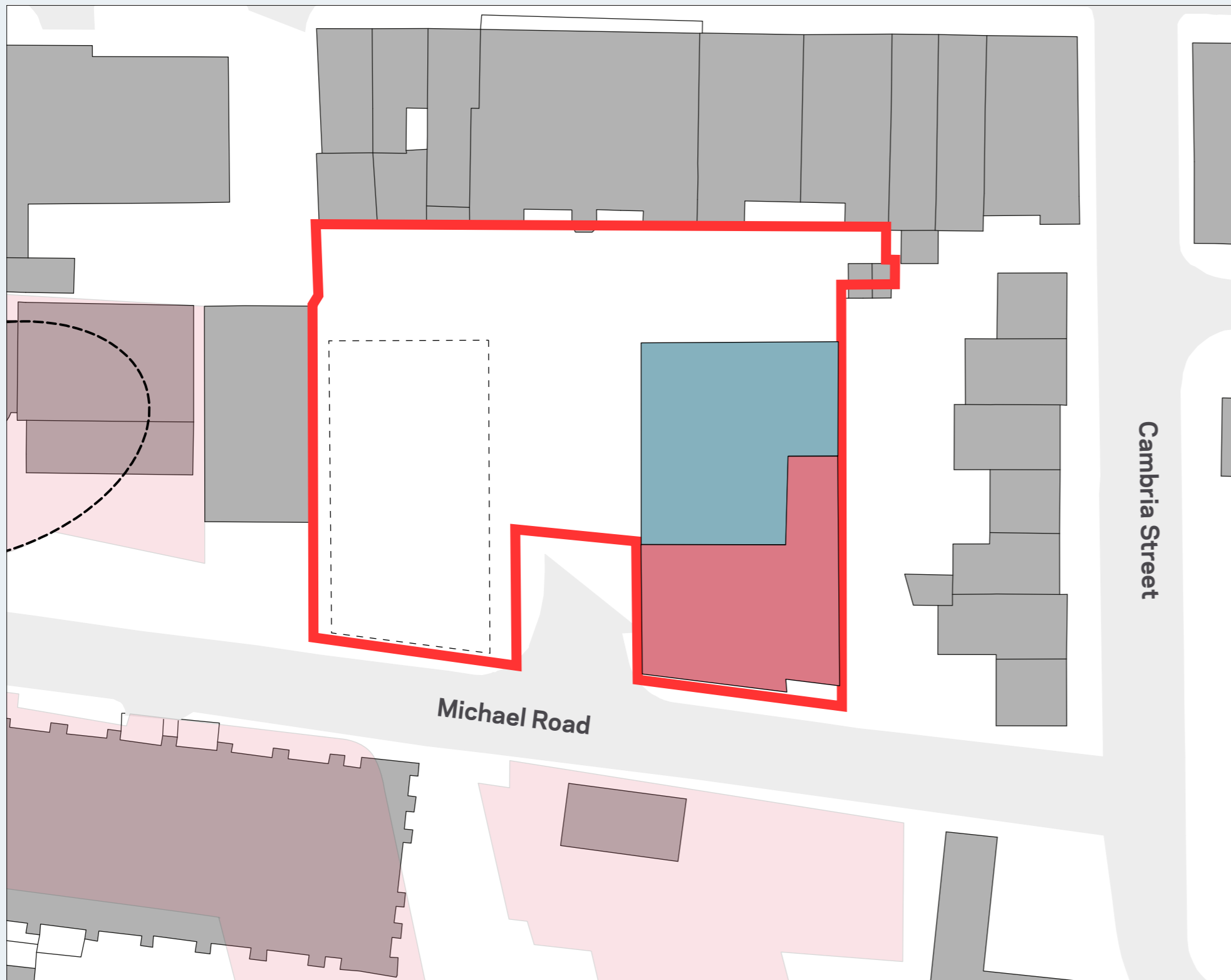
Scale

- The two blocks vary in scale
- The proposal responds to the different building heights around the site
- It addresses the relatively small-scale adjacent properties on King's Road and Cambria Street, as well as the emerging context (with increased heights)
- Building A is 7 storeys which relates to the forthcoming developments on 5-7 Michael Road and the Gasworks site
- Building B is 5 storeys with stepped massing away from the Cambria Street properties
- Both buildings have recessed top floors



Key Plan

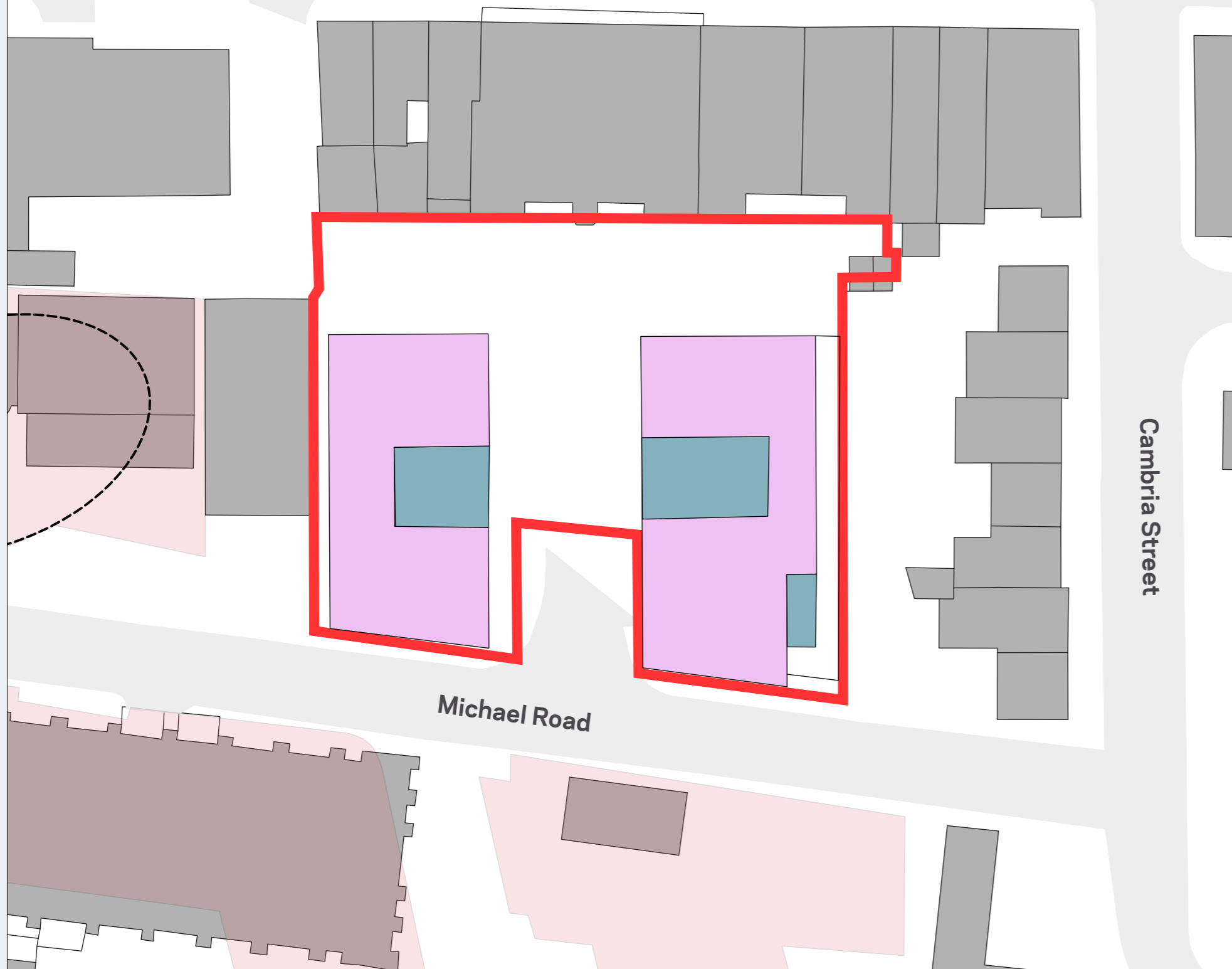
Proposed Uses



Basement



Ground Floor



First Floor



Second to Fourth Floor (or similar)

Multi-Use Scheme

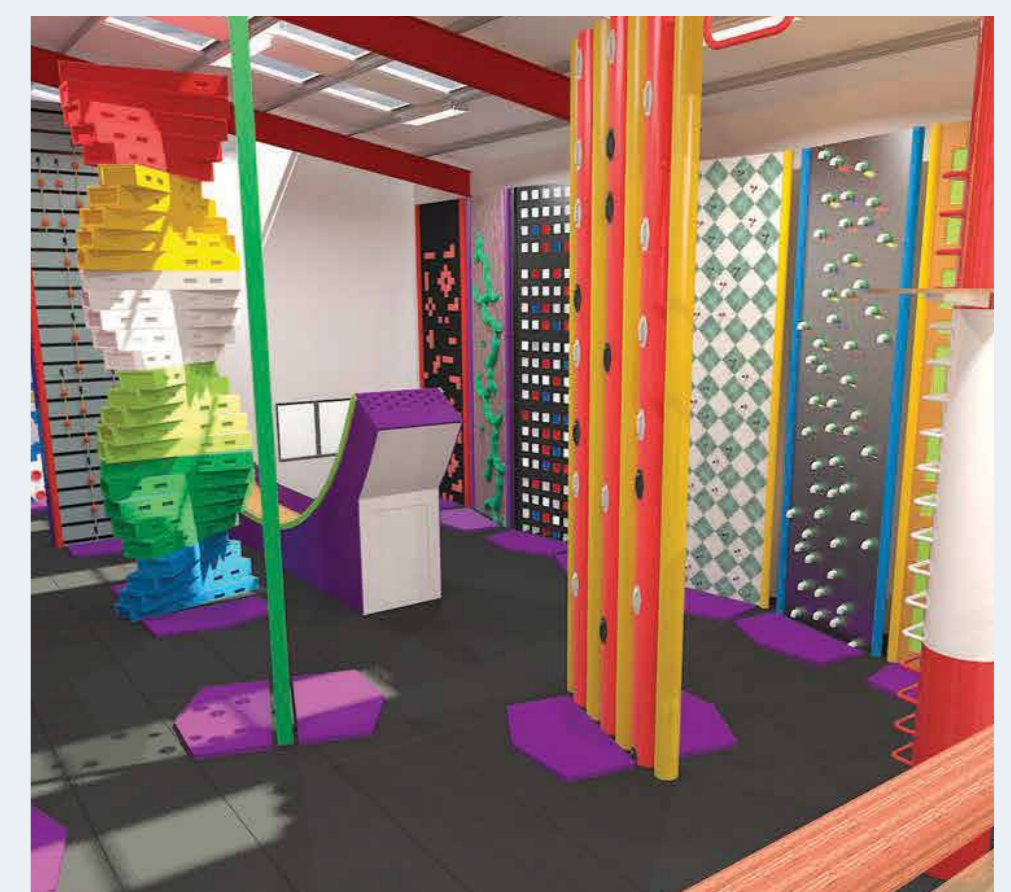
- Clip 'n Climb (Leisure) - Basement + Ground
- Commercial (Offices, retail or leisure) - Ground + First
- Residential (Affordable + Private) - Second to Fourth / Sixth
- Range of 1 - 3 bed units

Key

- Residential (Affordable and Private)
- Commercial (Office, retail or leisure)
- Clip 'n Climb (Leisure)
- Existing Buildings

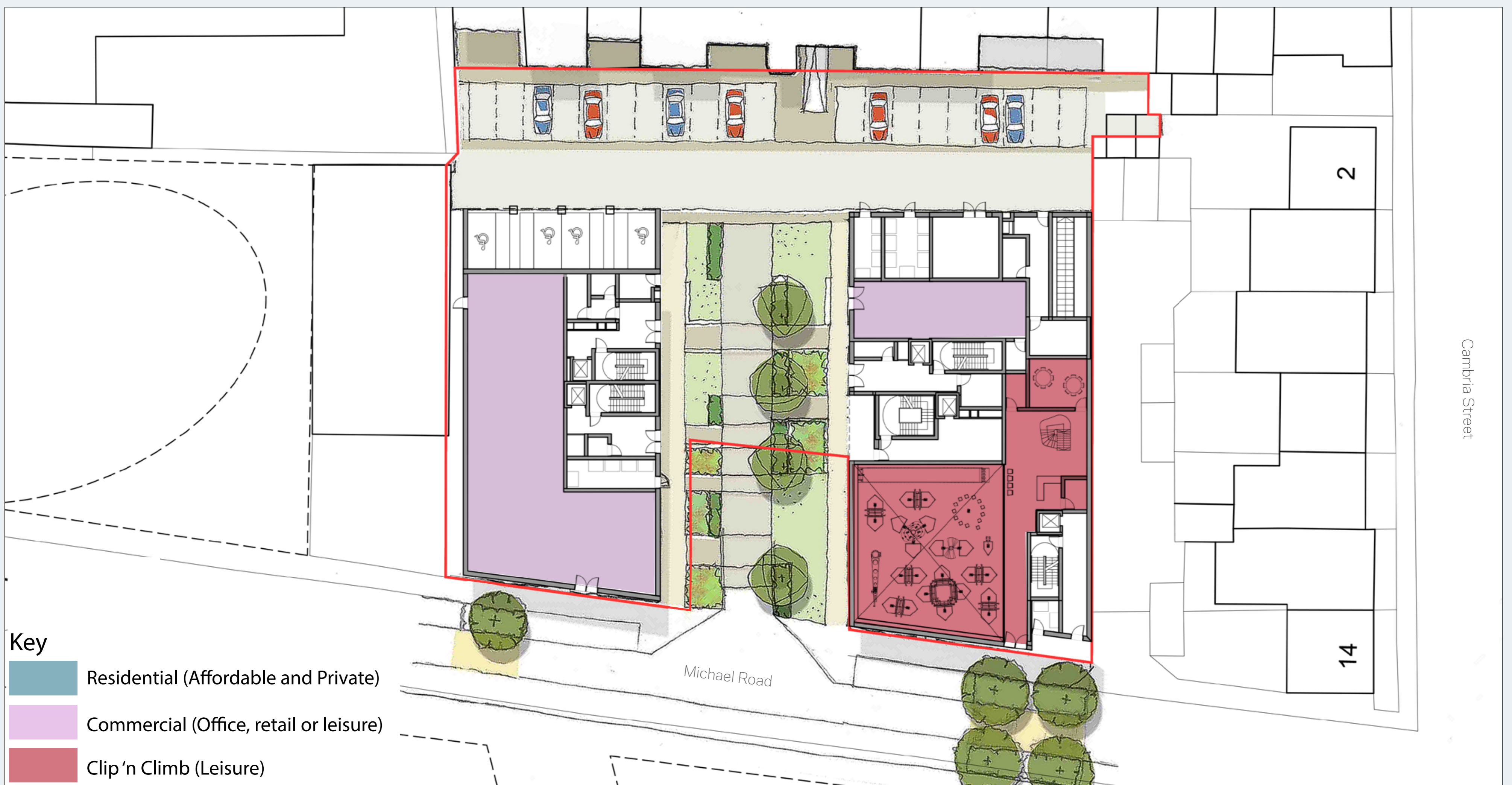
Clip 'n Climb

- Widely used leisure facility to be retained
- More suitable and appropriately designed space
- Exciting proposals with double height space rising from basement to ground floor



CG Images of Existing Clip 'n Climb

Proposed Plans



Key

- Residential (Affordable and Private)
- Commercial (Office, retail or leisure)
- Clip 'n Climb (Leisure)

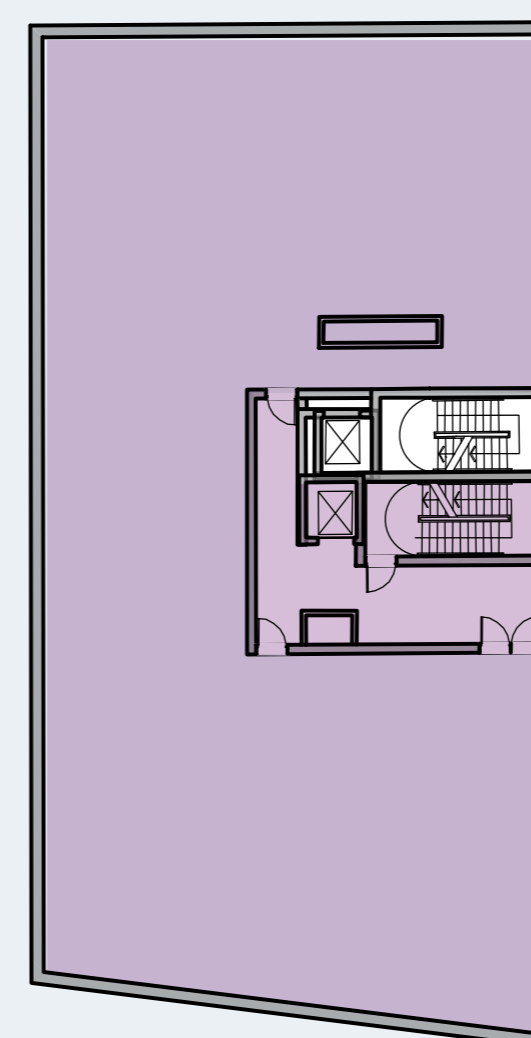
Ground Floor Plan

Landscaping

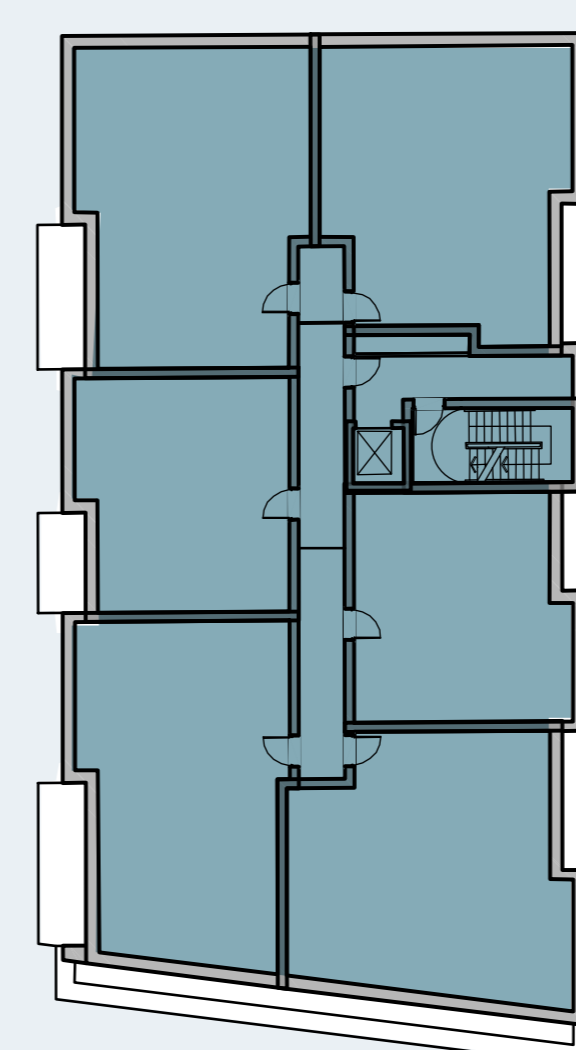
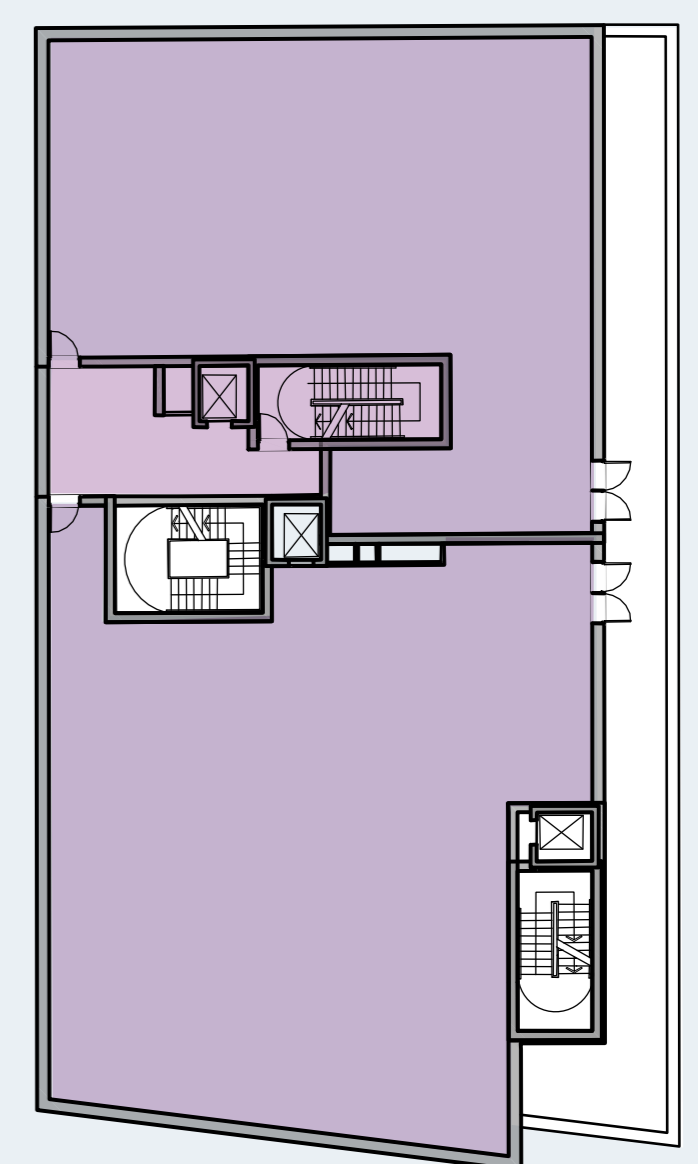
- Central green space at the heart of the development
- Providing amenity space for residents, other users of the site and the general public
- Maintain access routes and parking to the rear of existing commercial properties on the Kings Road and develop as a mews courtyard
- Create enhanced streetscape on Michael Road to reflect residential character of the area (currently quite industrial)
- Possible inclusion of landscape/public amenity to the dead end on Michael Road

The Scheme

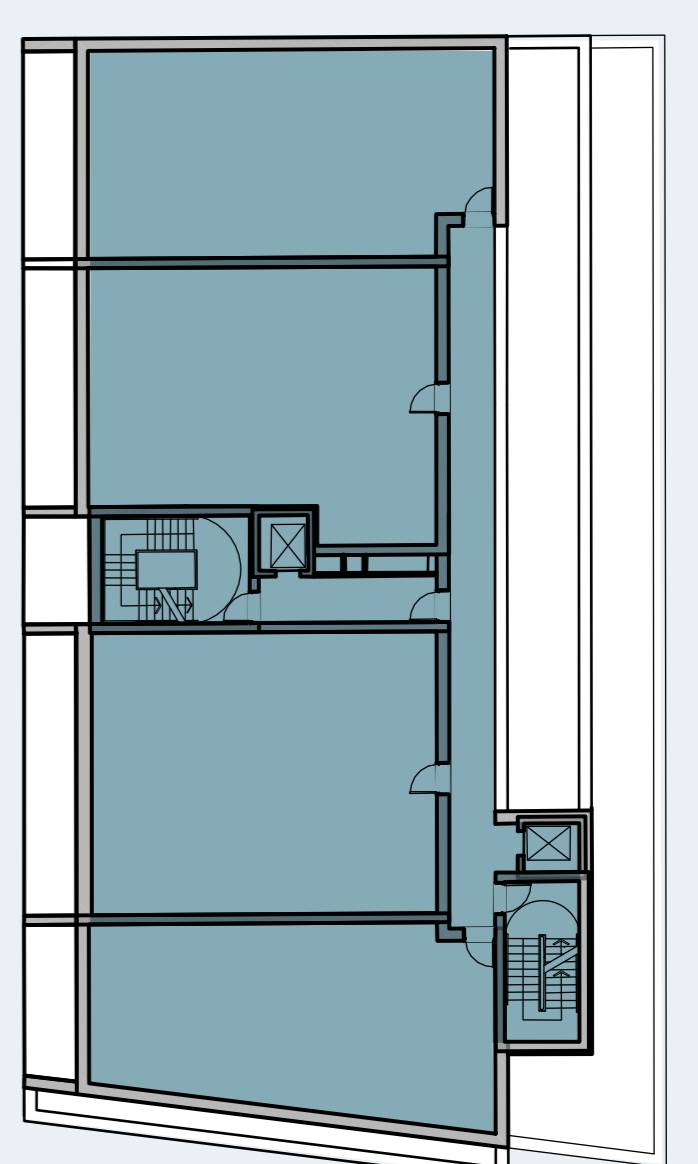
- 41 no. residential units
- A mix of 1, 2 and 3 bed apartments
- New high quality commercial space (office, retail and leisure) totalling 2,200sqm
- Retained car parking + new wheelchair accessible parking bays
- All 2 +3 bed apartments are dual aspect
- 1 bed apartments are either dual aspect or facing east or west



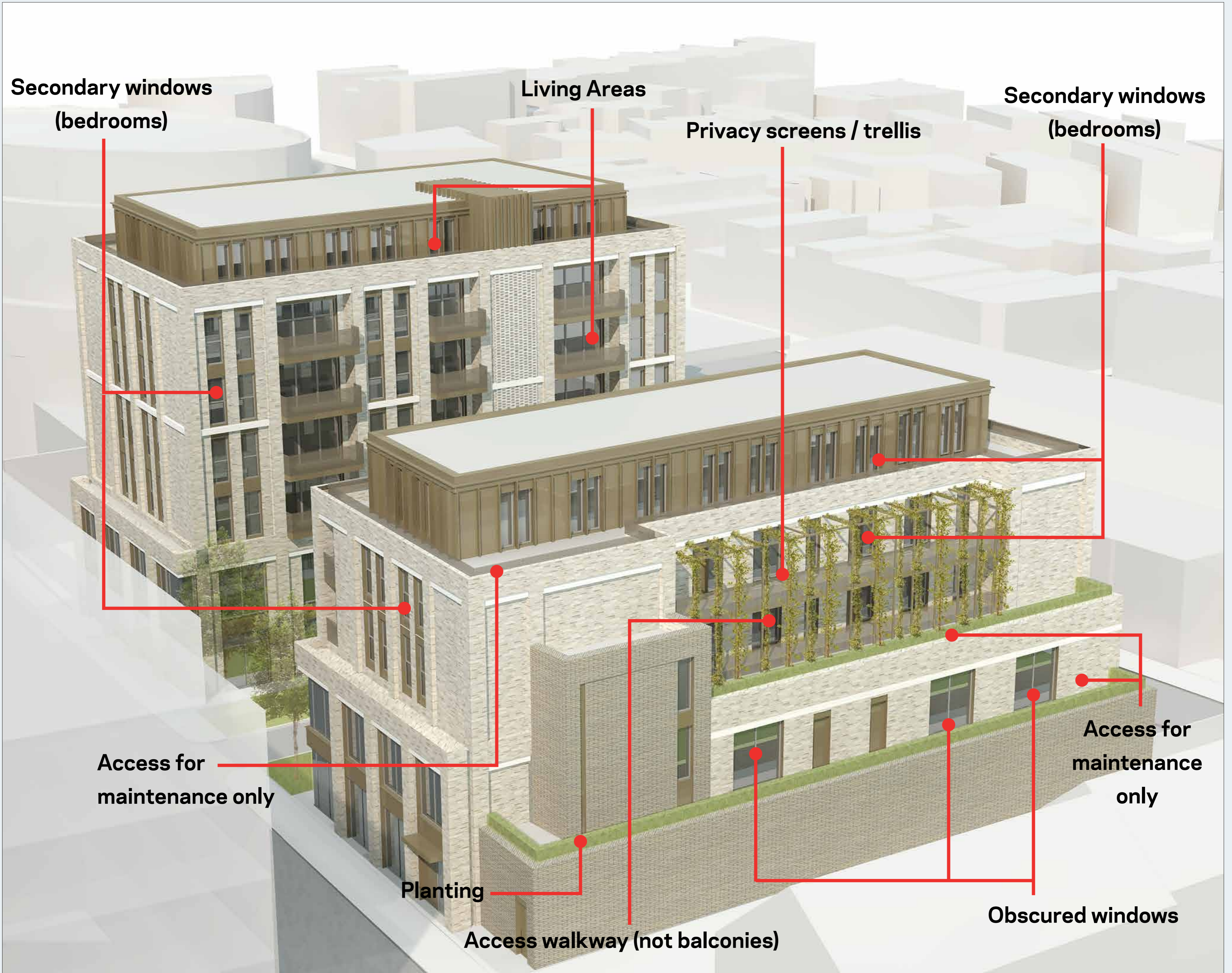
First Floor Plan



First and Second Floor Pan



Façade Treatment



Design Approach

- The building steps back with height to reduce its impact and sense of enclosure
- Primary windows are located away from neighbouring properties
- Windows facing King's Road and Cambria Street properties are secondary (bedrooms)
- Use of trellises, obscured glazing and planting are utilised to enhance privacy and create smaller scale aesthetic

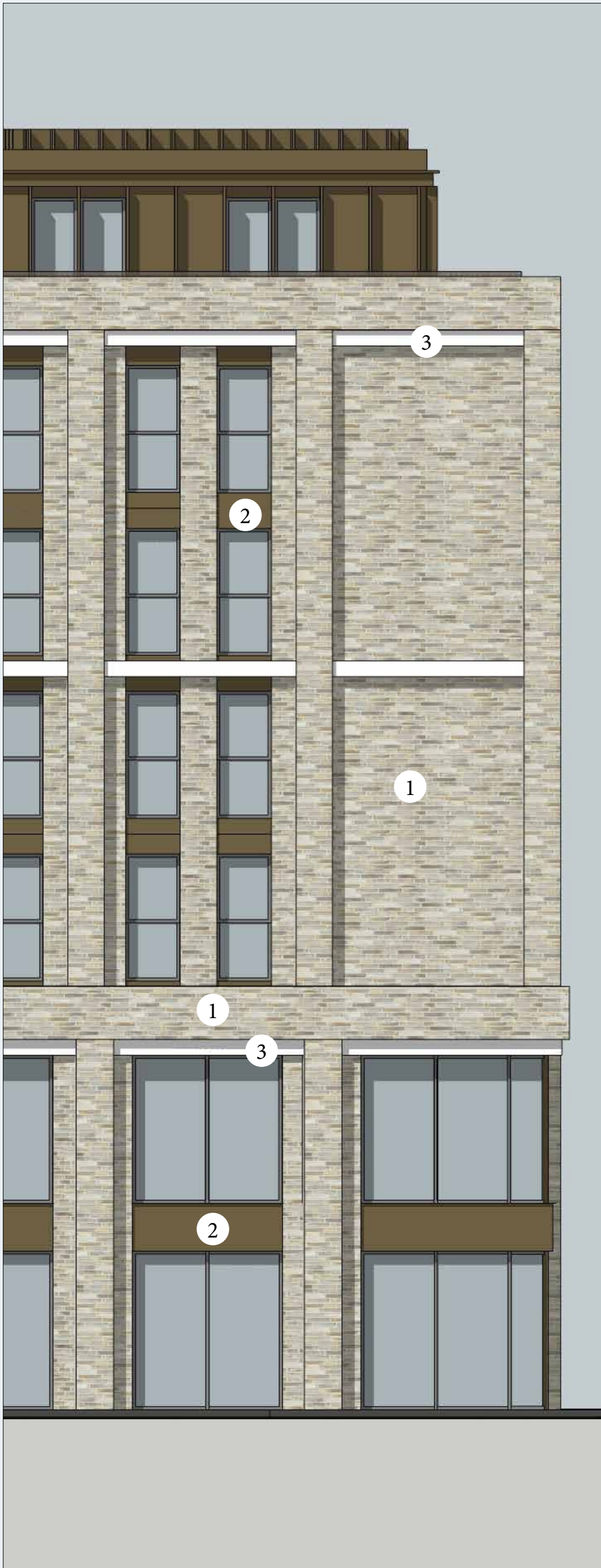
Precedents (Trellis Screening)



Sotheron Place, Fulham

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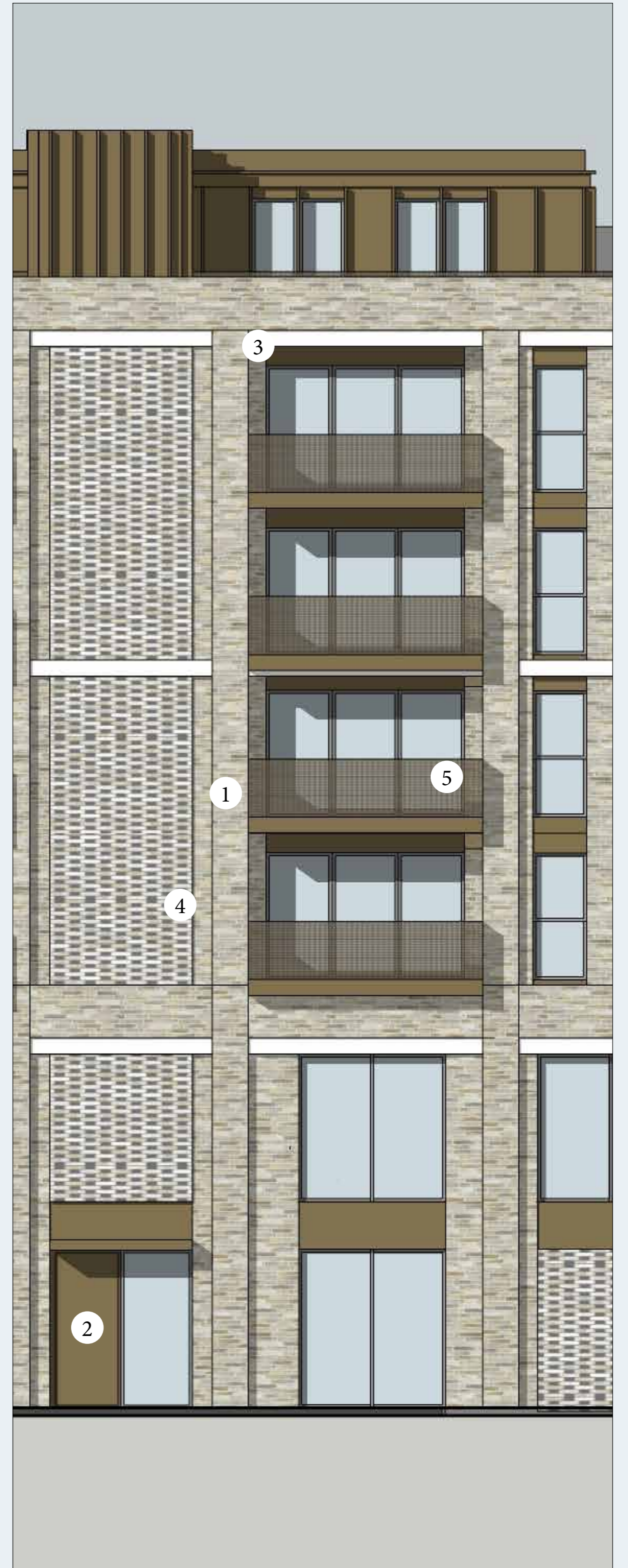
Elevation and Material Studies



Block A - Section of Michael Road facade



Block A - Section of east facade



Block A - Section of east facade (core section)

Architectural Treatment

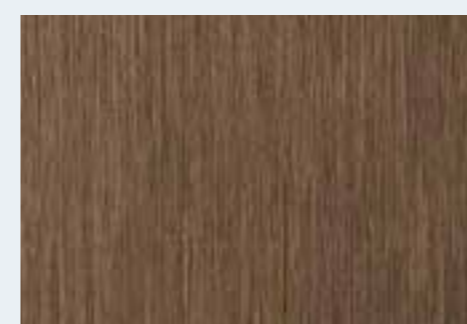
- The primary material is London stock brick
- Recessed floors are clad in a coated metal panels
- Window frames and balconies are proposed in the same coloured metal finish
- Pre-cast concrete elements add horizontal rhythm to the verticality of the building
- The commercial ground and first floors have larger expanses of glazing to distinguish them from the residential use



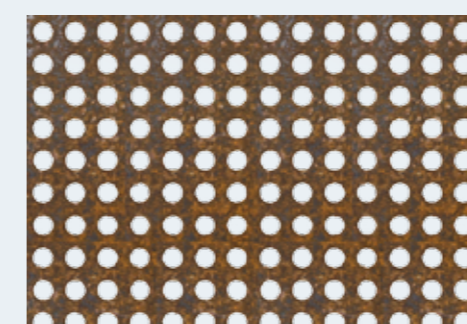
1. London Stock Brick



4. Textured Brick



2. Coloured Metal



5. Perforated Metal



3. Pre-cast concrete panel



Seven Acres (Cambridge) by Formation Architects



1-3 Wenlock Road (London) by Formation Architects

Proposed Views (Maxwell Road + King's Road)



View from Maxwell Road (looking south-east)



View from King's Road (looking west)



View from King's Road (looking west)



View from King's Road (looking south-west)

Proposed Views (Michael Road)



View from Michael Road (looking north-east)

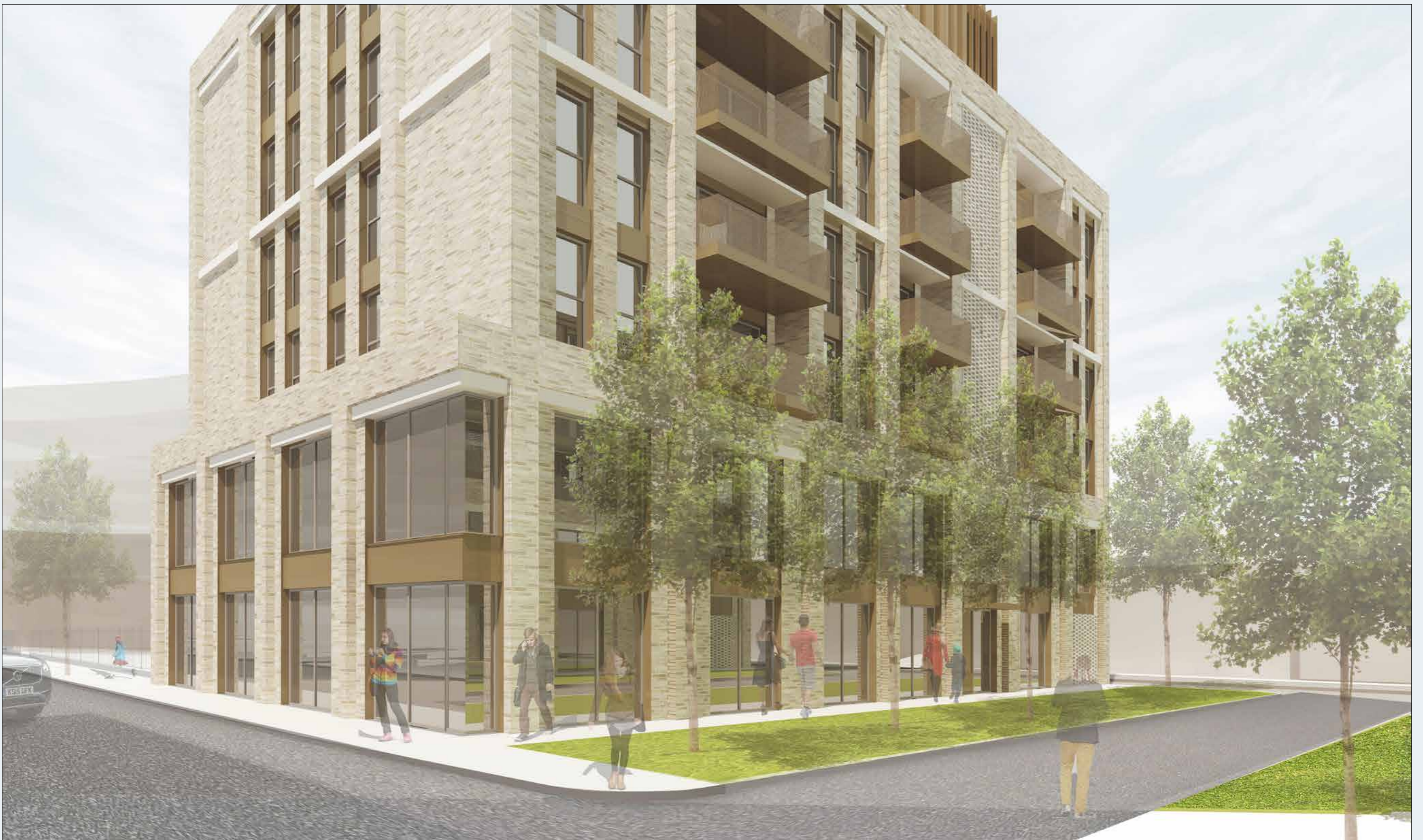


View from Michael Road (looking north-west)



View from Michael Road, closer to the site (looking north-west)

Timescales and Next Steps



View of green space at the heart of the site (looking north)

Thank you for taking the time to view our proposals for the redevelopment of Sotheron Place. We would welcome any feedback you have on these draft proposals, which you can submit via one of the options shown below. You can also contact us with any questions you might have. Project timescales are also listed below, although these could be subject to change.

- Online: www.sotheronplaceSW6.co.uk
- Email us: matthew.evans@glhearn.com
- Call us: 0344 225 0003
- Write to us: Freepost RTHZ-AKZT-SABG, GL Hearn, 280 High Holborn, London, WC1V 7EE

Illustrative project timescales:

- Anticipated submission of a planning application October 2017
- Target for a decision being taken by the Council February 2018
- Start on site Summer 2018
- Completion Summer 2020