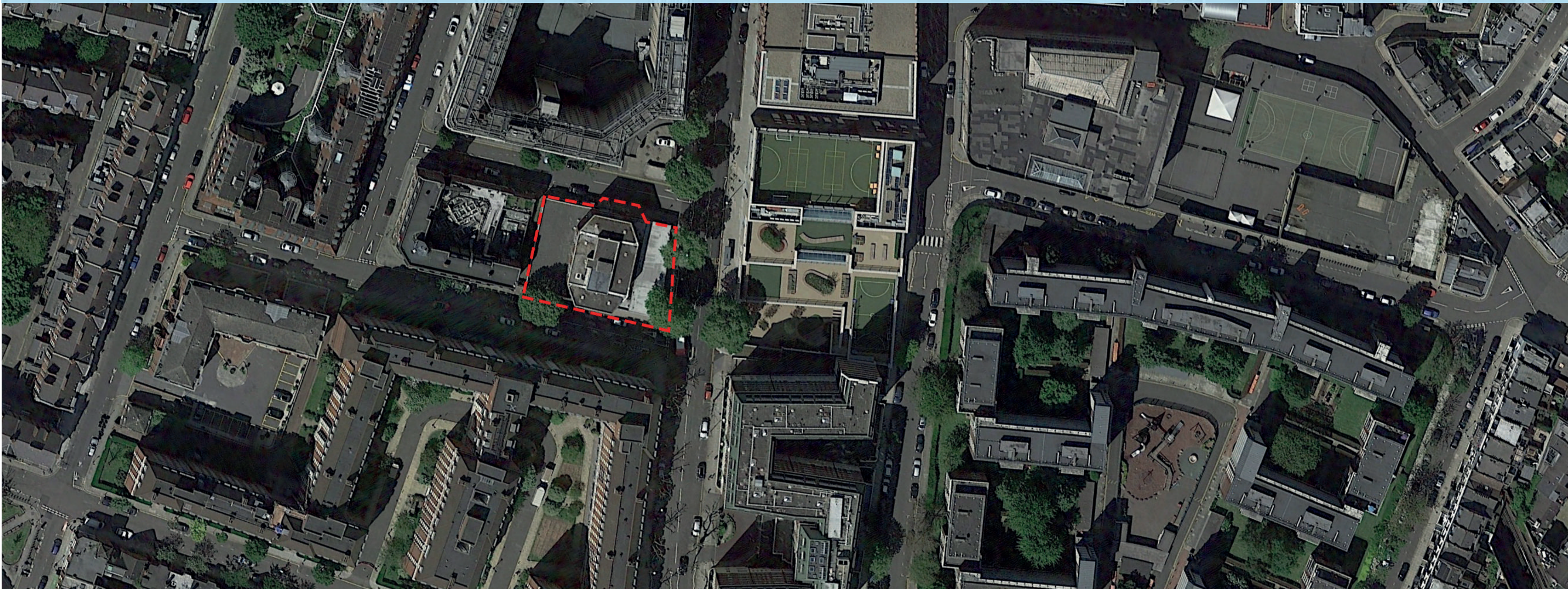


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Site location

WELCOME

Thank you very much for attending this public presentation of the revised draft plans for the redevelopment of the Colebrook Court site, 75 Sloane Avenue, Chelsea, London SW3 3DH.

The site is bounded by Petyward to the south and Makins Street to the north. Immediately neighbouring the site to the south west is the former Chelsea Police Station at 2, Lucan Place, which is currently being redeveloped.

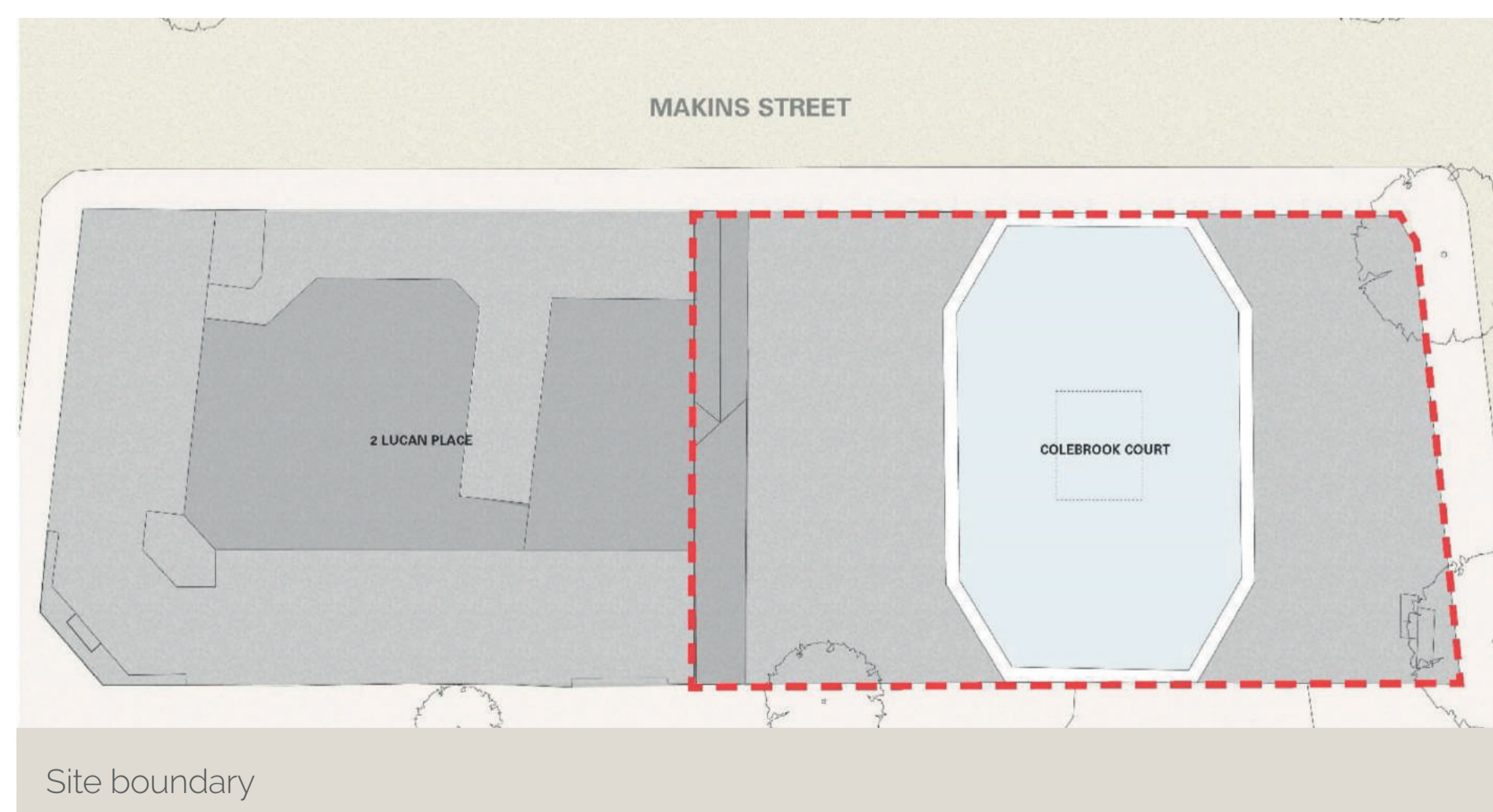
The current Colebrook Court site comprises a Sainsbury's 'Local' store, a small commercial unit on ground floor level on Makins Street, a three-storey residential block and covered car park with an access off Makins Street.

The purpose of today is to provide information on the emerging revised proposals for the site and receive feedback from local residents and businesses prior to the finalisation of a planning application which will be submitted to the Royal Borough of Kensington and Chelsea shortly.

Members of the team would be pleased to answer any questions and we would be grateful if you would complete a feedback form.



Views of the existing building



Site boundary

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BACKGROUND

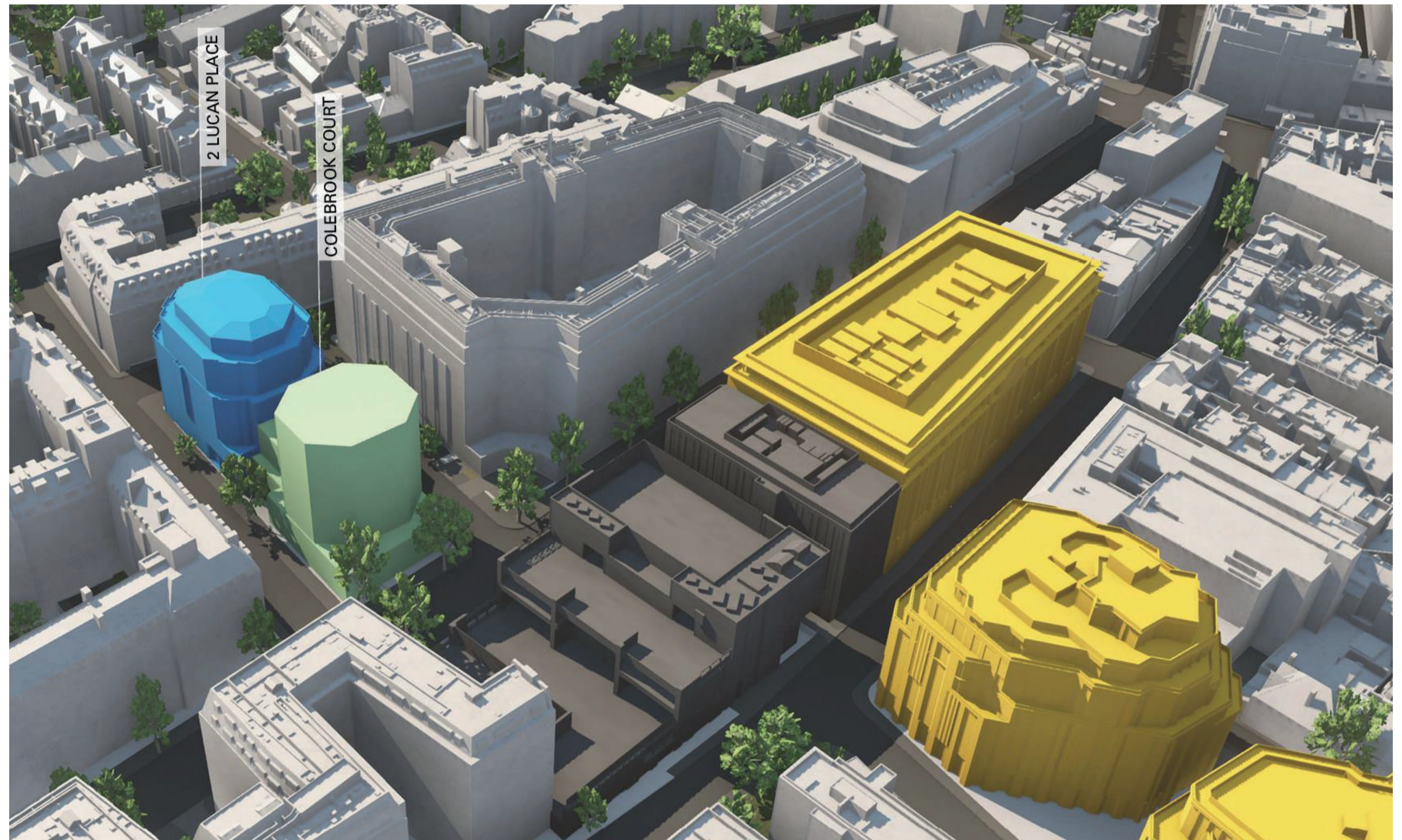
The site contains dated and unattractive buildings and the ambition of the applicants, Colebrook Court Residents Association Ltd is to provide a new high quality mixed-use building at this urban brownfield site.

Located outside of the Chelsea Conservation Area, the neighbouring area includes a variety of mansion blocks such as Chelsea Cloisters (ten-storeys), Cranmer Court (eight-storeys) and Nell Gwynn House (ten-storeys).

The key issues for any redevelopment include the need for a sensitive approach to neighbouring residential amenity, provision of high quality architecture and protection of longer distance views from the nearest Conservation Areas.

During 2020-21 through virtual briefings due to the COVID-19 restrictions, residents, local civic groups and elected representatives were consulted on two redevelopment options. These were for a cylindrical building based on a height of Ground plus 14-storeys and Ground plus 12-storeys. The feedback received clearly favoured the lower option and a planning application was submitted in the Spring of 2022.

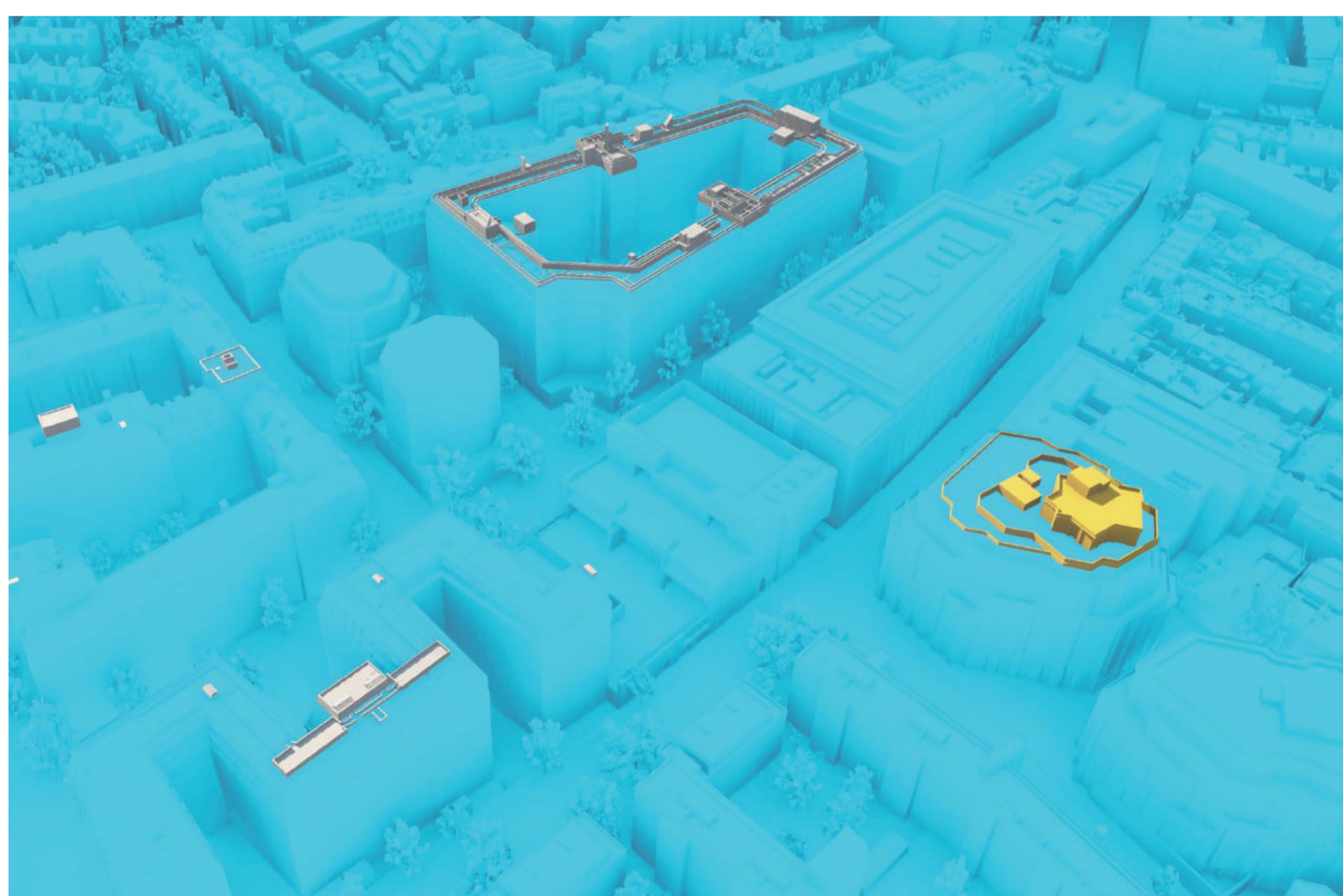
The Royal Borough of Kensington and Chelsea carried out its own consultation on the submitted planning application. However, as a direct result of the consultation responses, it was decided once again to re-think the redevelopment of the Colebrook Court site and the planning application was withdrawn.



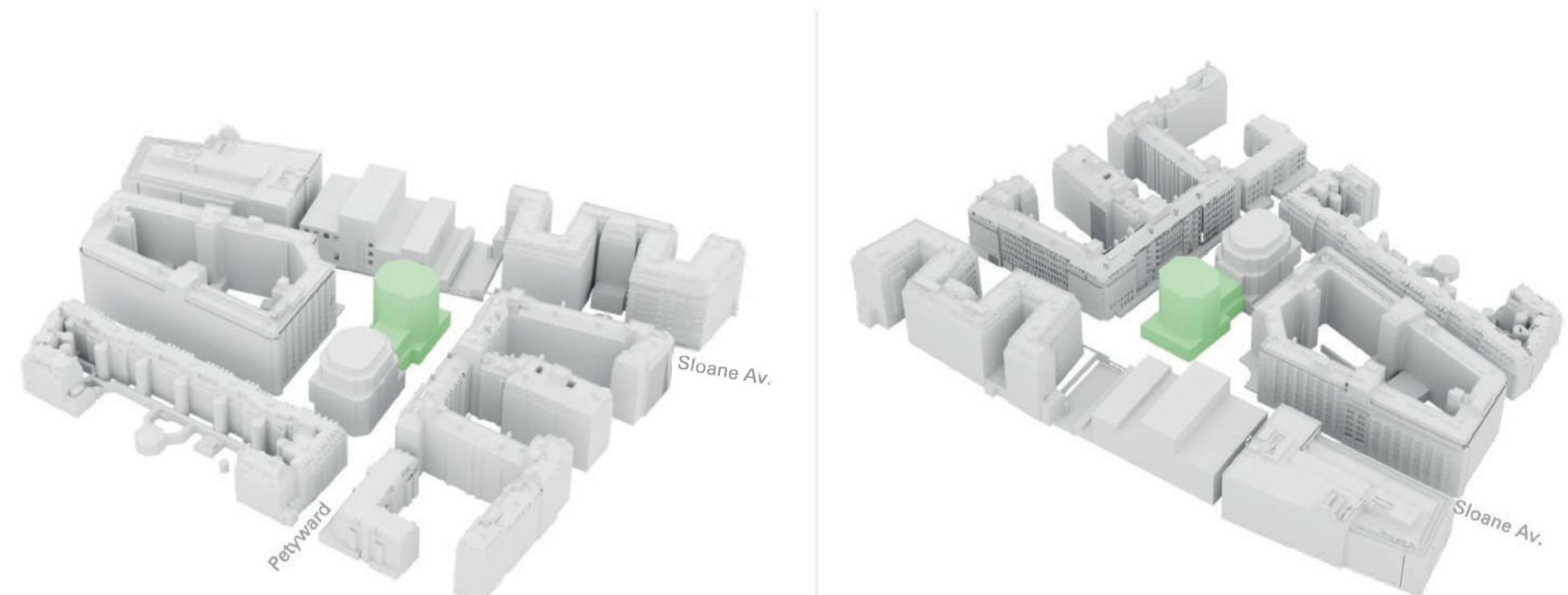
Massing diagram showing revised lower building in green

OPPORTUNITIES

- Improve this part of Sloane Avenue through optimal use of this brownfield site;
- Create a new building of exemplary design for Chelsea;
- Respond positively to the heights and character of the surrounding existing buildings;
- Provide quality new homes;
- Contribute to early delivery of affordable housing currently lacking in the Borough;
- Retain and re-provide active ground floor commercial uses which meet the needs of the local community;
- Improve the street-level experience for pedestrians; and
- Introduce an environmentally-friendly car-free development, reducing traffic movements.



Massing diagram showing surrounding buildings 30 metres or lower in blue;



Massing diagram of showing comparison between surrounding buildings and revised proposal

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THE REVISED PROPOSAL

Squire and Partners, one of the country's leading architecture and design practices have been working on revisions to ensure that they respond positively to the key feedback received from the local community last year. The objective is to arrive at a new and substantially amended proposal which will be viewed favourably.

The latest changes address the site's surroundings, considering the long-established street patterns along with the scale and proportions of neighbouring buildings. The massing diagrams show the differences between the withdrawn Ground plus 12-storeys proposal and the latest reduced Ground plus 8-storeys proposal. The lower podium extends towards and connects with the new building under construction at 2, Lucan Place.

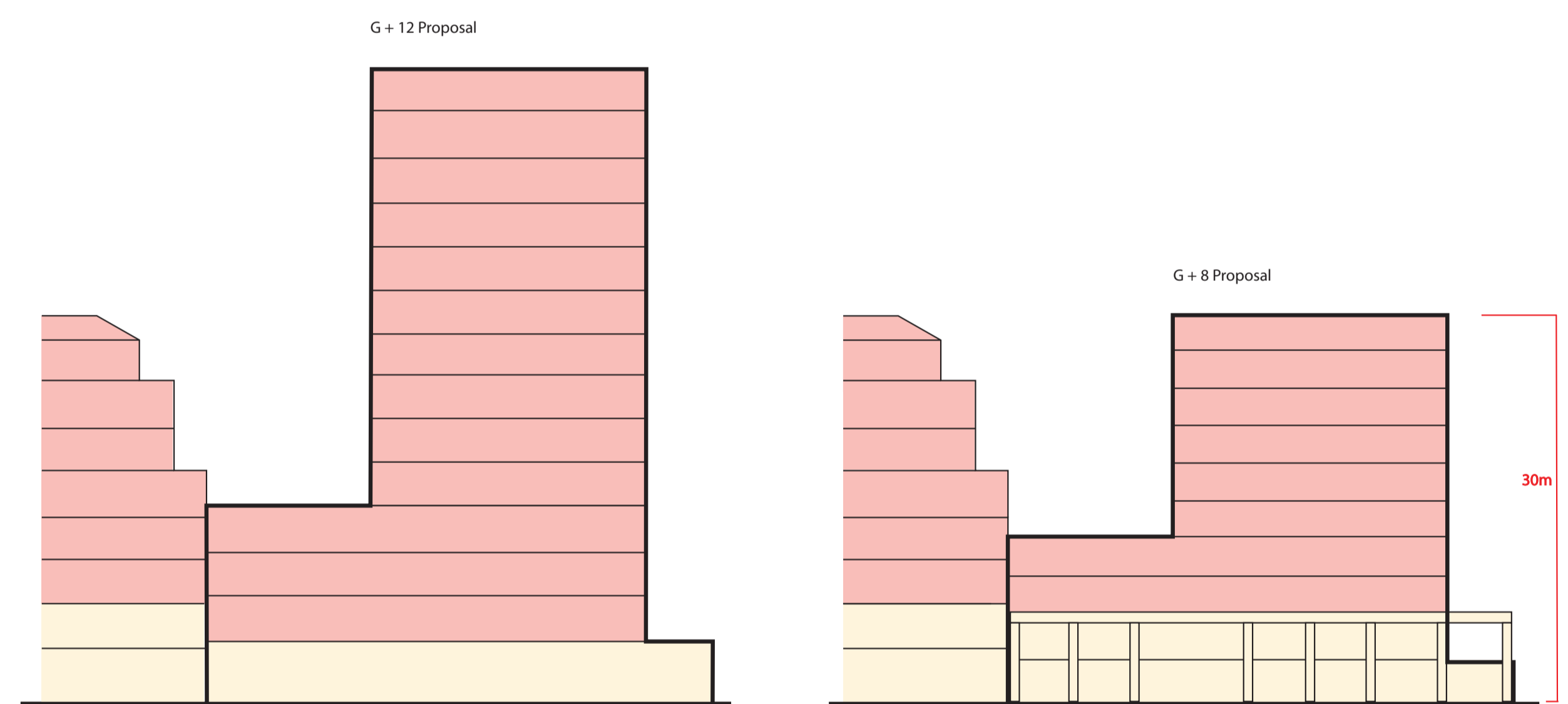
A height reduction and a redesign of the form of the building were undoubtedly the two principal items that the local community identified last year. The computer-generated images show the very visible and appreciable differences between the 2022 proposal and the latest 2023 proposal.

In the finalised planning application, a number of verified views of the new building will be shown to demonstrate that there is no unacceptable harm to long distance views. The reduced height will mean that it will not be seen above buildings from within the nearby Conservation Areas.

Specialist daylight and sunlight studies will be provided to show that there are no unacceptable impacts on neighbouring properties. The height reduction has resulted in significantly improving the residual levels of daylight and sunlight in comparison with the withdrawn proposal. The levels will be well within those deemed acceptable for an Inner London urban environment.

The key elements of the revised proposals and changes that have been made include:

- A further reduction in height in the proposed building so that it is Ground plus 8-storeys (30 metres tall), making it consistent with the height of the neighbouring mansion blocks and in line with the building heights policy of RBKC;
- A redesign of the previous cylindrical form of the proposed building so that the taller element has an attractive mansion block-like appearance instead, making it fit in comfortably with the neighbouring buildings and streetscene;
- The use of materials which complement those found in adjacent buildings;
- The retention and re-provision of the ground floor shop unit in a modern and more accessible unit; and
- A substantial financial contribution to RBKC for the early delivery of new affordable homes.



Height comparisons between withdrawn application and revised proposal;



View of previous proposal looking north along Sloane Avenue



View of revised proposal looking north along Sloane Avenue

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PUBLIC REALM AND URBAN GREENING

A much more attractive and inviting public realm at street level is provided by the revised proposal which will enliven the dead frontages caused by the existing decked car park.

The site is located in an area with very good access to public transport (PTAL 6a) and has been designed to be car-free. Twelve resident car parking permits associated with the existing building will be retained. A secure bike store is located at ground floor level.

Existing street trees are retained and new planting introduced to terraces on the first to fourth floors. New landscaping is also intended at street level in Petyward and Makins Street. Overall, this will give the currently rather sterile site a much greener feel for residents and passers-by alike.

The building plant at roof level will be concealed within a setback sound-proofed enclosure so that its visual and noise impacts are minimised.



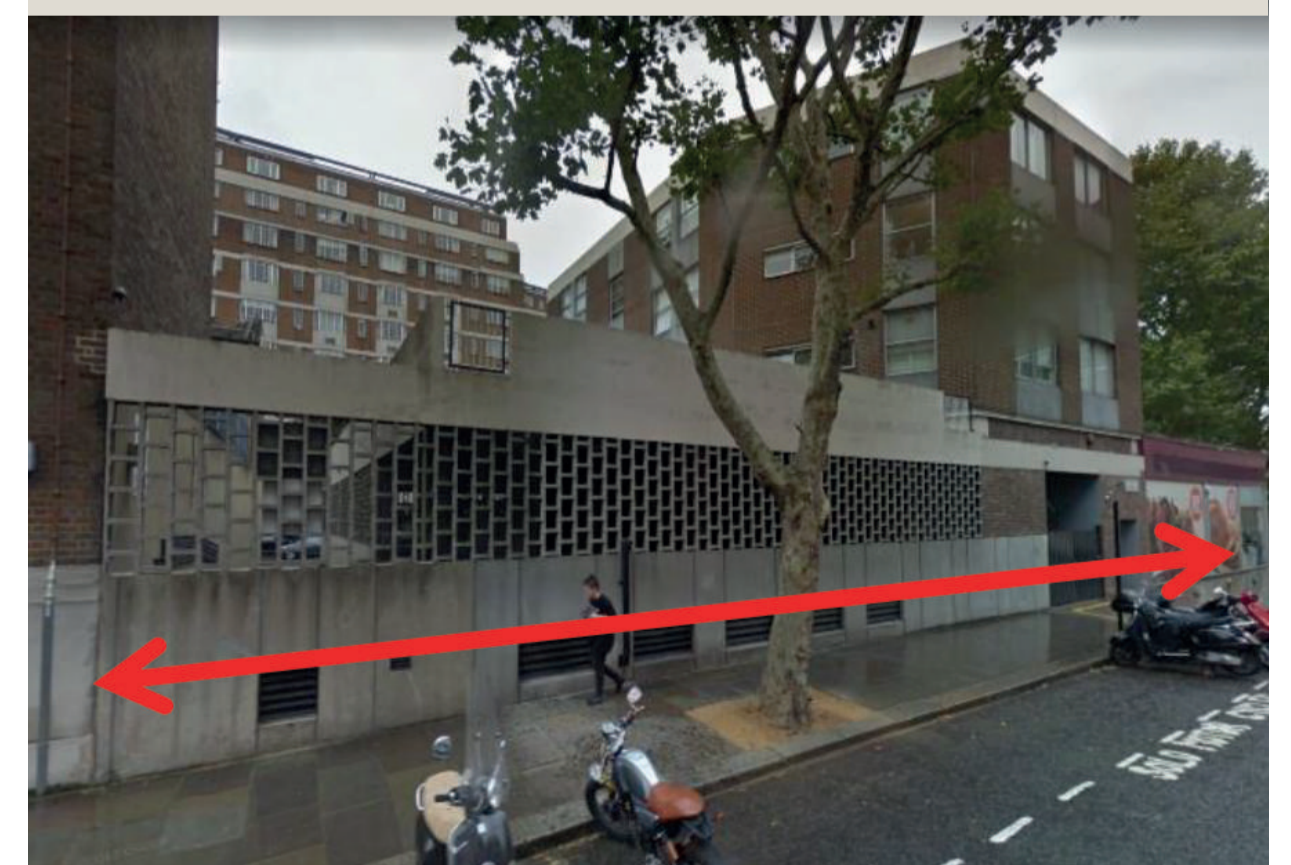
Computer-generated image of view of revised proposal from from Sloane Avenue showing garden podium



Computer-generated image of view of revised proposal from Makins Street



Dead frontages



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INTENDED USES

The new proposal, to be known as 'The Sloane' is a residential-led proposal with commercial space at ground and lower ground levels.

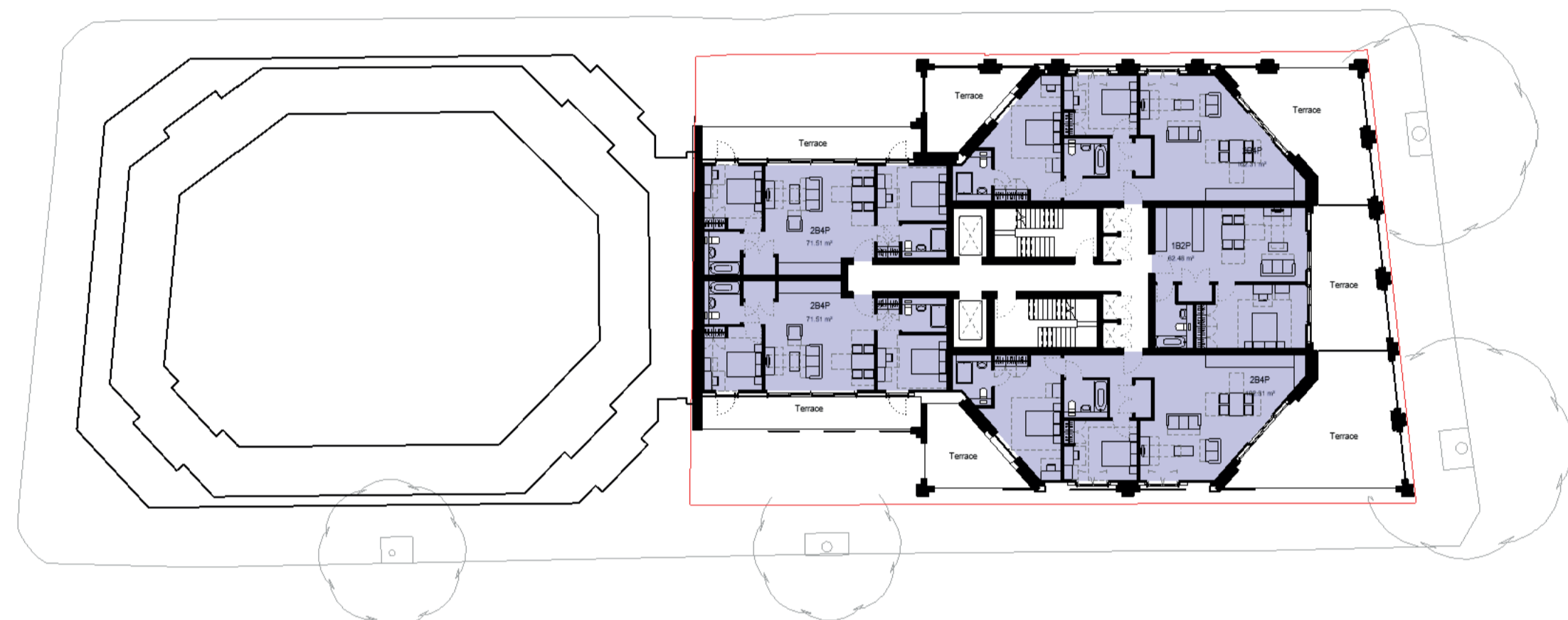
Some 29 new apartments for private sale are proposed in the new building with a mix of one, two and three-bedroomed apartments. Typical floor layouts are shown.

Following discussions with the Royal Borough of Kensington and Chelsea, a financial contribution will be made to assist the Council deliver new affordable homes. The amount will be secured in a legal agreement and will be available for the early provision of much-needed housing.

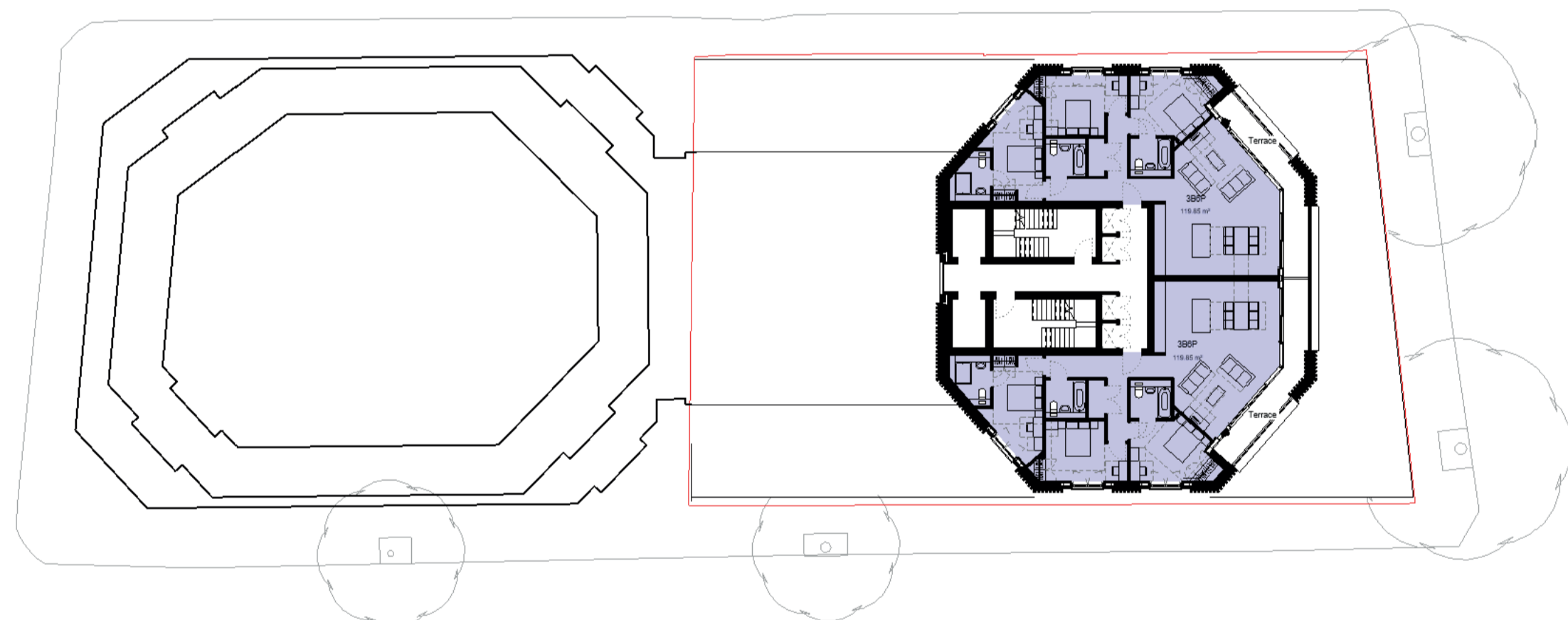
The proposed commercial space of 531 sq. m in total will be ideally suited for local retail provision and is broadly consistent with the existing space provided. Previous community feedback indicated that the local supermarket is very much valued and the intention is to re-provide that within the completed development. The lower ground floor provides for commercial storage space and for refuse, cycle storage and plant.



Ground floor plan of revised proposal



First floor plan of revised proposal



Eighth floor plan of revised proposal



Sloane Avenue elevation

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SUMMARY

Thank you very much for attending this public consultation event on the revised proposals for The Sloane.

We would be very grateful if you could leave us with your comments on one of our feedback forms available today.

Below, you can see the indicative project timeline, which is entirely dependent on the timing of planning decision-making by the Royal Borough of Kensington and Chelsea.

If you require further information, please contact us:

T: 0800 246 5890

E: consultation@thesloane.info



Computer-generated image of view of revised proposal from Petyward.



Computer-generated image of view of revised proposal from Makins Street.

KEY BENEFITS

- Opportunity to significantly enhance an unattractive site and improve this part of Sloane Avenue;
- Replacement of an unsustainable existing building with a new low carbon, energy efficient one;
- High quality design by leading architectural practice;
- A significant reduction in height compared to the previous planning application, addressing key local concerns;
- Revised mansion block approach sympathetic to existing buildings nearby, addressing key local concerns;
- Further reduced impact on long distance views from nearby Conservation Areas, meaning that the building is hidden from view in the townscape;
- Use of traditional materials complementing local character;
- Early delivery of affordable housing;
- Greening the public realm and enhancing the street scene along Petyward, Makins Street and Sloane Avenue;
- Provision of external amenity space for future residents; and
- Retention and modernisation of the convenience foodstore.



View of previous proposal looking south along Sloane Avenue



View of revised proposal looking south along Sloane Avenue

Community consultation
Autumn 2023

Planning submission
Autumn 2023

Planning decision
1st Quarter 2024

Start of construction
late 2024

Completion
2026

INDICATIVE TIMELINE