



STATEMENT OF COMMUNITY  
INVOLVEMENT

COLEBROOK COURT  
LONDON SW3 3DH

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MARCH 2024

**Polity**  
ENGAGING LOCAL COMMUNITIES

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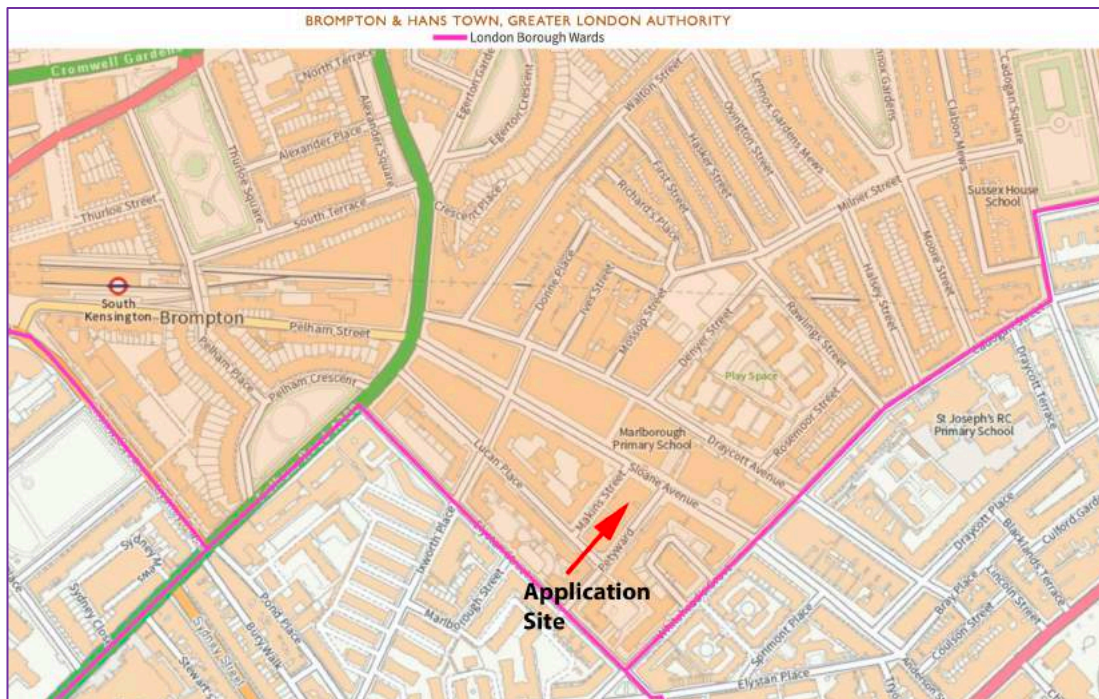
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## 1. Introduction and background

- 1.1 Polity Communications Ltd ('Polity') was appointed by the Colebrook Court Residents Association (referred to as 'CCRA' in this document) to coordinate and implement community consultation and involvement relating to their emerging proposals at Colebrook Court, 75 Sloane Avenue, London SW3 3DH. Polity is a community engagement consultancy which specialises in the built environment.

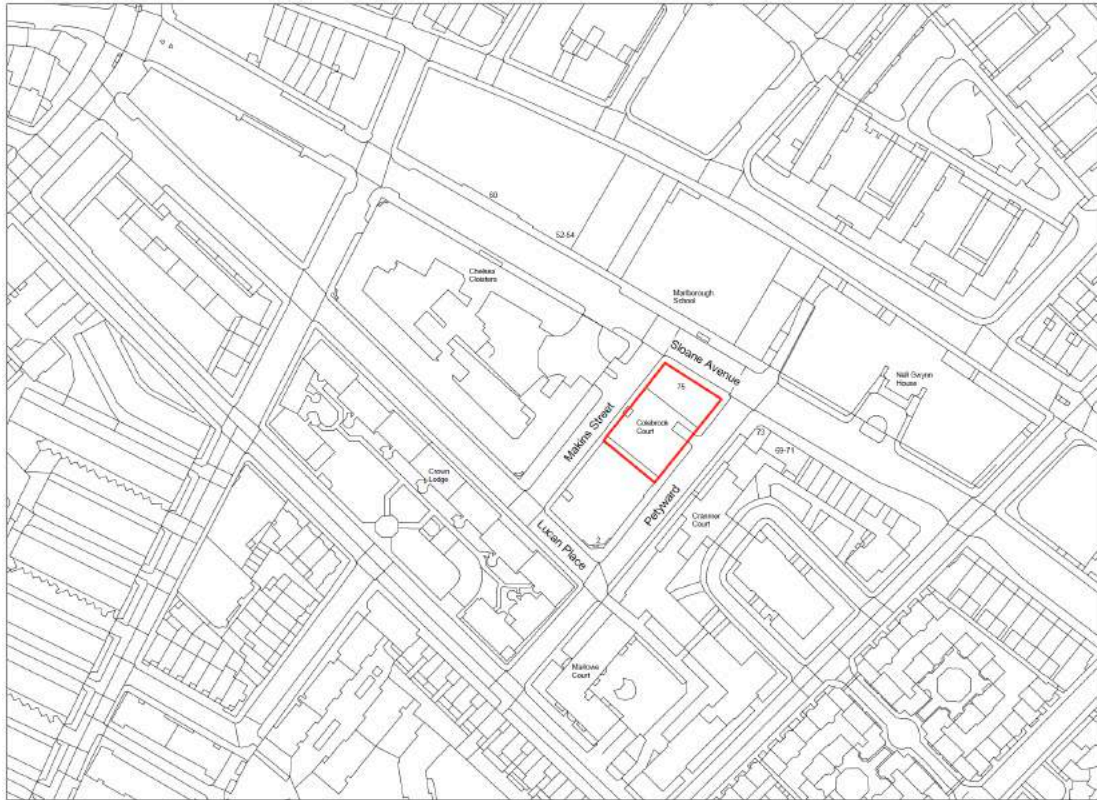


Map showing location of site and ward boundary

### Existing site

- 1.2 The existing buildings at the site comprise a commercial space at ground floor level (including the Sainsbury's 'Local' store and its associated basement) plus three-storeys of residential properties above, providing 12 apartments. There is also dedicated resident-only parking on site at ground floor level which is accessed via a ramp off Makins Street.

- 1.3 Overall, the building at the site has a gross internal area (GIA) of 2,240 sq. m which incorporates some 1,334 sq. m of residential space and 906 sq. m of commercial space.



Site location plan and boundary

- 1.4 The street scene associated with the existing building suffers from a lack of animation and the car park has a dead frontage along both Petyward and Makins Street. The largely brick and concrete structures at the site are dated, provide little architectural interest and do not contribute anything valuable in design quality terms.
- 1.5 The form of the buildings tends to emphasise the fragmentation of Sloane Avenue and is not directly comparable to any other found in the vicinity. This is recognised locally and confirmed by the community engagement programme described below. The design team for the new building has addressed this directly in a revised proposal by incorporating architectural elements that are characteristic of the neighbourhood.



View of existing site from Sloane Avenue

### Site location and local area characteristics

- 1.6 The site is located within the Brompton and Hans Town ward of the Royal Borough of Kensington and Chelsea and is bounded by Sloane Avenue to the north, Makins Street to the west and Petyward to the east. It is situated approximately 0.6 km to the south east of South Kensington Tube Station (around a 10 minute walk) and 0.8 km west of Sloane Square Tube Station (around a 12 minute walk).
  
- 1.7 Unlike much of the land and properties within the Royal Borough, the site is not located within a Conservation Area or within protected or strategic views but resides within a cluster of taller mansion block buildings, which are up to Ground plus nine-storeys in height.

- 1.8 Key neighbouring existing residential developments include Chelsea Cloisters (10-storeys) to the west, Cranmer Court (9-storeys) to the east and Nell Gwynn House (10-storeys) to the north. The relatively new Marlborough Primary School is situated opposite the site on Sloane Avenue while to the south of the application site, the new residential-led redevelopment at 2 Lucan Place (the former Chelsea Police Station) has been granted planning permission and is under construction. The relationship with and connection to this new building has been an important consideration in the design of the Colebrook Court proposal.

### **Description of proposals**

- 1.12 The description of the finalised planning application proposals for the site are as follows:

*Demolition and redevelopment to provide a nine storey building incorporating residential units and reprovided Class E retail/commercial use, including all necessary enabling works.*

- 1.13 In July 2022, a previous application for a Ground plus 12-storeys building was withdrawn in response to the feedback received from the local community following the Council's statutory consultation.
- 1.14 The design team critically examined the previous approach and a new redevelopment proposal was formulated. This had the express intent of finding a design solution that would positively enhance Sloane Avenue as well as being acceptable as possible to the local community.
- 1.15 In Section 4 of this statement we have retained the feedback we gathered during the community involvement programme for the previous Ground plus 12-storeys scheme so that these can be considered in the light of the revised proposal which was presented to the local community at pre-application stage. This is included to demonstrate that in broad terms, the principal items of feedback and concerns previously expressed by the local community in relation to height and appearance have been directly addressed in the latest design proposal.

1.16 In summary, the principal changes in comparison with the withdrawn (2021) application include:

- A reduction in the height of the proposed building so that it is Ground plus eight-storeys (around 30 metres tall), making it consistent with the height of the neighbouring mansion blocks and the building heights policy of RBKC;
- A redesign of the previous cylindrical form of the proposed building so that it has an attractive mansion block-like appearance instead, making it fit in comfortably with the neighbouring buildings and streetscene;
- The retention and reprovision 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.

1.17 In particular, the transition from the cylindrical form to an octagonal form seeks to be as sympathetic as possible to the neighbouring context. It responds to the angular and rectangular buildings within the surrounding context, employs the chamfered corners or angled balconies found in the local mansion block typology and provides a better relationship with the new building (under construction) at 2, Lucan Place.

1.18 The existing building has an extremely poor performing external fabric, including single glazed windows and lack of insulation, which means it takes substantial amounts of energy to heat properties. The new development will be extremely energy efficient through new improved thermal fabric of external walls and energy efficient mechanical and electrical equipment.

1.19 The proposed land uses/floor areas are shown below in the table, but in respect of the new residential apartments, some 29 units (all for private sale) are proposed offering a mix of one, two and three bedrooms. There will be an allowance for 10% of the units to be accessible. The new building will also provide all level thresholds, lift access and accessible cycle spaces. The building will be fully compliant with the approved document part M.

| Use                  | Proposed GIA (sq. m) | Proposed GEA (sq. m) |
|----------------------|----------------------|----------------------|
| Commercial           | 499 sq. m            | 567 sq. m            |
| Residential          | 3,614 sq. m          | 3,992 sq. m          |
| Back of house        | 568 sq. m            | 671 sq. m            |
| <b>Overall total</b> | <b>4,681 sq. m</b>   | <b>5,230 sq. m</b>   |

| Residential unit size | No. of units |
|-----------------------|--------------|
| 1-bed                 | 5            |
| 2-bed                 | 18           |
| 3-bed                 | 6            |
| <b>Overall total</b>  | <b>29</b>    |

1.20 Following pre-application discussions with the Council, it has been agreed that the requirement for affordable homes can be met by a financial contribution which can ensure the early off-site delivery of affordable homes. This contrasts with the previous approach with the larger and taller proposal that contained 10 affordable units (six intermediate and four social rent tenures).

1.21 The quantum of the financial contribution to affordable housing will be enshrined in a legal agreement with the Council. It is directly linked to the overall viability of the reduced and revised proposals as described in a Financial Viability Assessment which forms part of the planning submission.



- 1.22 The proposed commercial space is envisaged to be for the provision of a local convenience store. As described below, we have consistently discovered high levels of community support for the retention of this store which is seen as an important community retail offer, offering choice and ease of access to local residents. Discussions have taken place with the current tenant (Sainsburys) in the redesign of the ground floor to ensure that it would meet their commercial operational requirements for re-occupation.
- 1.23 The proposal is in a highly sustainable location with good access to public transport (Public Transport Accessibility Level 6a, 'Excellent') and is proposed as car-free. The provision of 30 secure long-stay cycle spaces for the new residents along with 2 secure long-stay cycle spaces for the proposed commercial users is a significant improvement and encourages environmentally sustainable transport. The London Plan and local authority policy seeks the provision of one dedicated car parking space for people with disabilities. The intention is to convert an existing car parking bay on Petyward to achieve this provision.

## 2. Community involvement programme – principles

### Guidance on involving the community in pre-application proposals

- 2.1 In the latest version of its Statement of Community Involvement (adopted February 2020), the Royal Borough of Kensington and Chelsea states:

*Applicants are expected to engage with the local community as part of the pre-application process. This provides an important opportunity for neighbours and local communities to raise any issues directly with the applicant and influence the proposals at an early stage, taking any comments received on board.*

*Where pre-application consultation is undertaken, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues. This report should be submitted with any subsequent planning application.*

- 2.2 Similarly, increased emphasis has been placed at national level on early engagement in the planning process in order to allow feedback to be fully taken on board before planning applications are finalised. This was a key guiding principle of the Localism Act (2011) and the importance of front-loaded community involvement is reinforced by the most recent iteration of the National Planning Policy Framework (2021), which states at paragraph 39:

*Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*

- 2.3 Pre-application consultation by an applicant for new development on land in England is not compulsory however, although it is encouraged as best practice.

## **The approach followed by CCRA: 2019 - 2022**

- 2.4 From the outset when it first put forward potential redevelopment proposals at the site in 2019, CCRA has been fully committed to appropriate community involvement around the redevelopment of the Colebrook Court site and sought specialist input from us to ensure that from an early stage that they complied with local and national planning policy and good practice.
- 2.5 Over the years of working with its clients, Polity has developed community involvement programmes which seek to involve residents, businesses, civic groups and other community stakeholders using a variety of methods and channels. These include briefing meetings with community-based groups, design workshops, briefing meetings with elected representatives, public exhibitions, use of social media, interventions in the press & broadcast media and the use of websites and other digital platforms.
- 2.6 At the very initial stage of the community involvement programme relating to this development in the summer of 2019, Polity worked with the Colebrook Court design team and proposed an approach which commenced with physical engagement with local community stakeholders via the holding of a public exhibition. Contacts were also made (although not ultimately pursued at this stage – please see Section 3 below) with identified civic groups to arrange separate briefings/workshops.

## **Necessary adjustments due to the COVID-19 epidemic**

- 2.7 The results of the initial stage of the 2019 programme (see 3.6 below) led CCRA and its design team to fundamentally reconsider the redevelopment approach to the site. By the time a review process had been completed, the COVID-19 epidemic had hit the country with its associated public health emergency restrictions. This meant that CCRA and its team had to adjust its approach in relation to community dialogue and consultation. The Royal Borough equally had to revise its approach to its own community engagement activities as detailed in an addendum to its Statement of Community in March 2021. This essentially involved a shift to virtual engagement.

- 2.8 The need to find new methods of engagement was highlighted by Steve Quartermain, then the Government's Chief Planner at the Ministry of Housing, Communities and Local Government in his 'Planning Update Newsletter' issued in March 2020, which stated:

*We understand that some councils are concerned about the implications of COVID-19 for their capacity to process planning applications within statutory timescales. It is important that authorities continue to provide the best service possible in these stretching times and prioritise decision-making to ensure the planning system continues to function, especially where this will support the local economy.*

*We ask you to take an innovative approach, using all options available to you to continue your service. We recognise that face-to-face events and meetings may have to be cancelled but we encourage you to explore every opportunity to use technology to ensure that discussions and consultations can go ahead. We also encourage you to consider delegating committee decisions where appropriate. The Government has confirmed that it will introduce legislation to allow council committee meetings to be held virtually for a temporary period, which we expect will allow planning committees to continue.*

*We encourage you to be pragmatic and continue, as much as possible, to work proactively with applicants and others, where necessary agreeing extended periods for making decisions.*

- 2.9 Polity therefore developed a new consultation programme in conjunction with CCRA and its design team which had the objective of meeting best practice in pre-application whilst addressing the constraints imposed by the public health restrictions affecting the country. This was based on tried and tested digital engagement methods which had been deployed as part of community involvement programmes carried out by Polity for many years.

- 2.10 Although now exclusively 'virtual' in nature the COVID-19 adjusted programme sought to ensure that prior to the finalisation of any planning application proposals residents, businesses, civic groups, political representatives and other stakeholders could:
- have access at an early stage to clear information through multi-channels about the proposals at Colebrook Court and the design process leading to the planning application;
  - put forward their own ideas and feel confident that there was a process for listening to, recording and considering feedback;
  - comment on the design and content of proposals prior to submission and receive appropriate responses from the design team; and
  - get feedback and be informed about the progress of the application.
- 2.11 The community involvement programme was conceived with best practice in mind and with the objective of meeting the expectations of the Royal Borough of Kensington and Chelsea's Statement of Community Involvement in the light of the public health restrictions associated with the COVID-19 epidemic.
- 2.12 The process followed, feedback received and the responses from the design team during this period and in relation to the emerging scheme at that time (for which a planning application was submitted and ultimately withdrawn in 2021) are described in the following sections.

### **The approach followed by CCRA: 2023**

- 2.13 The feedback received during the pre-application community involvement programme for the original draft proposals in 2019 and the subsequent feedback received during the pre-application community involvement for the eventual 2021 planning application proposal along with the post-application representations received through the local authority's statutory consultation in 2022 directly informed the new revised 2023 proposal described in Section 1 above.

- 2.14 Once again, CCRA took steps to meet the expectations of the Royal Borough of Kensington and Chelsea in relation to pre-application community involvement and also follow national best practice.
- 2.15 No longer affected by the public health restrictions of the COVID-19 pandemic, a hybrid physical and virtual programme of community engagement was designed and implemented. The programme sought to meet the same objectives as summarised at 2.9 above.
- 2.16 The process followed, feedback received and the responses from the design team during this new round of community involvement on the revised proposals are described in the following sections.

### **3. Community involvement programme – tactics**

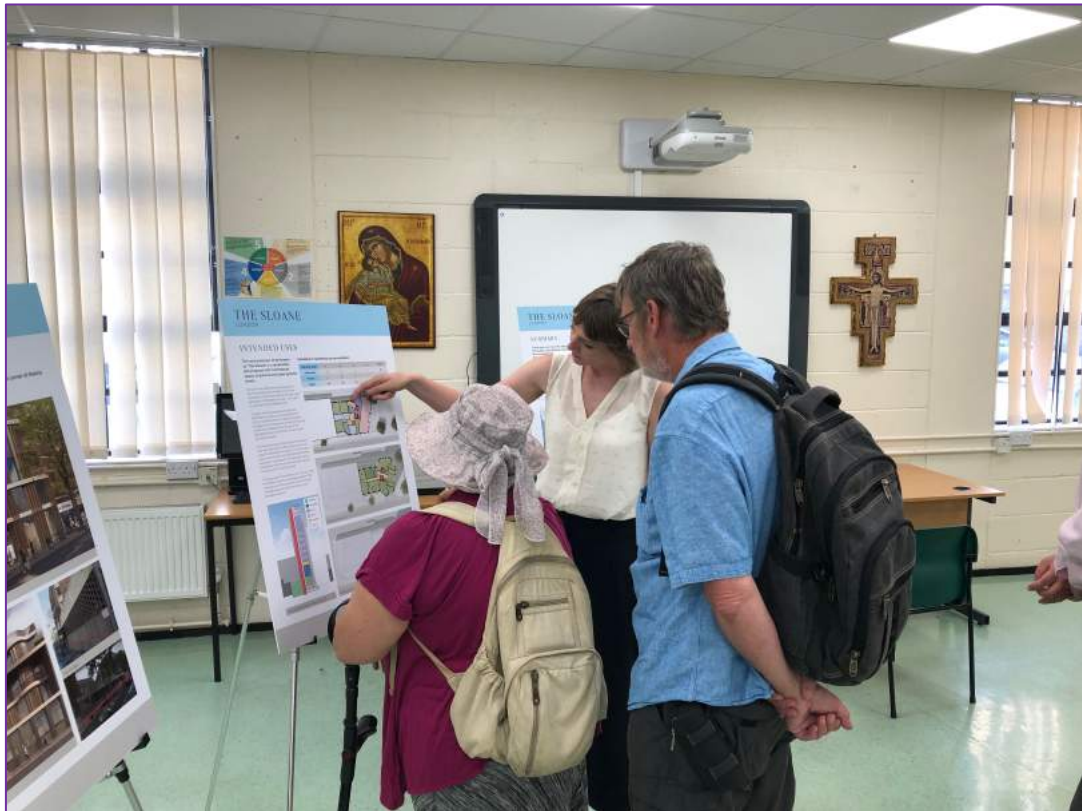
- 3.1 There have now been three distinct stages to the programme.
- 3.2 This began in 2019 with the presentation of initial ideas for the site which was undertaken by means of a local public exhibition.
- 3.3 The second stage in 2020 and 2021 involved the presentation of revised proposals which sought to respond directly to the feedback received in 2019. As noted above, due to the significant constraints due to the onset of the COVID-19 pandemic and its associated public health restrictions, we concluded that physical/face-to-face engagement was not going to be possible due the COVID-19 restrictions. This second stage was therefore virtual in nature.
- 3.4 The third stage of community involvement, carried out in the latter part of 2023 involved the presentation of further revised proposals which sought to respond directly to the feedback received in 2020 and 2021 as well as representations received in response to the Royal Borough of Kensington and Chelsea’s statutory consultation in 2022 on the submitted planning application. This new stage employed a hybrid face-to-face and virtual approach.

#### **2019 programme**

- 3.5 The consultation catchment for the proposals – the primary geographical area targeted - included all principal neighbouring properties and surrounding streets (**see Appendix A**).
- 3.6 We deployed our own street delivery team to deliver a letter on 17<sup>th</sup> July 2019 to residents and businesses within the catchment to inform them about the pre-application consultation and invite them to a public exhibition. The letter also gave details on how to obtain further information. 1,976 letters were distributed (**see Appendix B**).

- 3.7 Just prior to the delivery of the community letter, we contacted the local ward members Cllr Walaa Idris, Cllr Sof McVeigh and Cllr Mary Wheale to make them aware of the distribution of the letter and the opportunity to attend the exhibition. We subsequently arranged to brief Cllr McVeigh at the Town Hall on 5<sup>th</sup> August.
- 3.8 The exhibition was held between 2pm and 7pm on 24<sup>th</sup> July 2019 at the St Thomas More Language College. This comprised a number of panels displayed on easels showing the initial draft proposals for the site, which were for a 26-storey residential building and the retention of retail uses at street level ([see Appendix C](#)). The proposals included 76 apartments.
- 3.9 Some 28 members of the public attended and all were given the opportunity to leave written feedback by way of a feedback form ([see Appendix D](#)). The majority of the attendees were residents of buildings immediately neighbouring the site. Some 14 separate feedback forms were collected and the principal issues raised included:
- Observations on the proposed height of the new building which was considered to be significantly out of keeping with the surrounding residential buildings;
  - Loss of existing car parking spaces;
  - Support for the provision of affordable homes;
  - Need to protect the amenity of neighbours;
  - Request for more information on daylight/sunlight impacts; and
  - The importance of a modern convenience foodstore at this location given the lack of choice locally.
- 3.10 Although steps had been taken separately to offer dedicated briefings of local civic and resident groups, the design team decided to undertake a fundamental review of the proposals before organising these. This decision was taken in the light of the feedback received at the exhibition as well as that received from the separate briefing with Cllr Sof McVeigh.





2019 public exhibition

## 2020/21 programme

3.11 There was a lengthy pause in the programme whilst CCRA and its design team reconsidered its approach to the site. Pre-application discussions with the local authority recommenced in March 2021.

3.12 The new approach involved a complete re-think of the building. In particular, the design team considered how to:

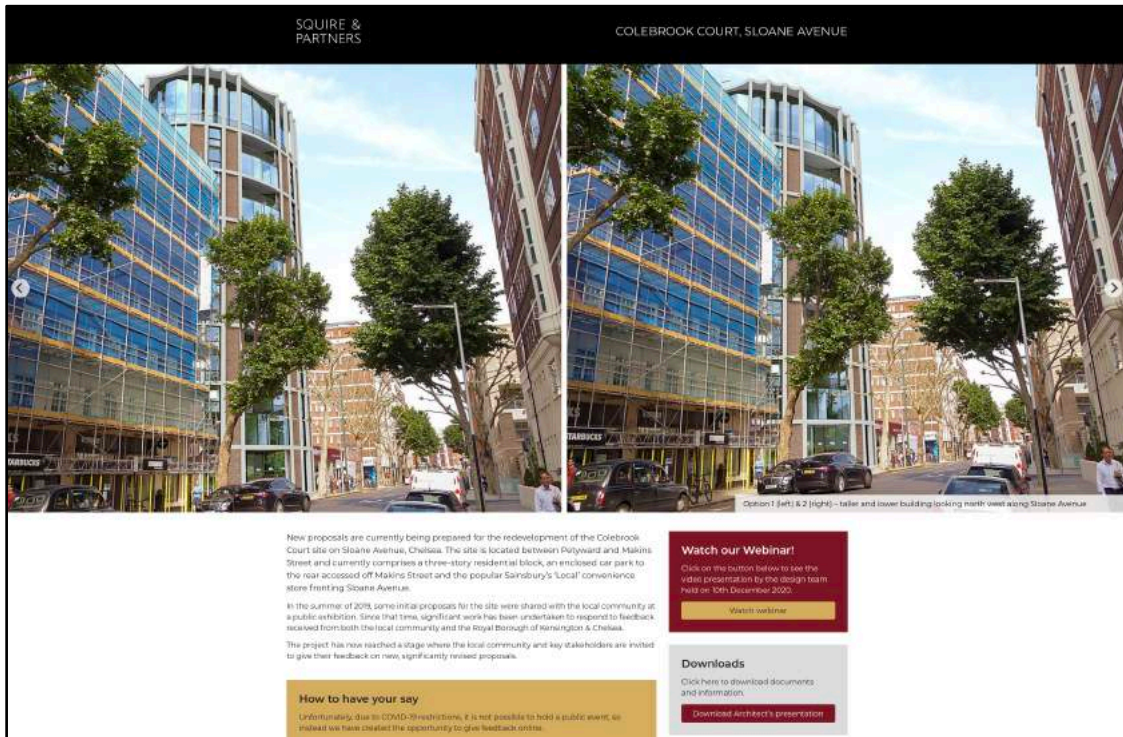
- Find a viable balance between the provision of on-site affordable housing, the height of the tower building and the impact on the neighbouring townscape.
- Propose a contemporary external language that fits within the character of the neighbourhood through its proportion, composition and materiality.

- Minimise the impact on the views and the sunlight of adjoining properties as well as maximising the internal daylight of the proposed scheme despite its location on a tight urban site.

3.13 As a result, it was decided by the design team to consult the local community further on two potential options for the site which offered ground plus 12 storeys and ground plus 14 storeys solutions. The two options presented different amounts of affordable housing based on their respective assessed financial viability.

3.14 As indicated above, we designed a virtual engagement programme which involved virtual briefings of ward councillors and civic/resident groups followed by the distribution of a community letter on 2<sup>nd</sup> December 2020 (**see Appendix E**) to the same catchment (**see Appendix A**) used in 2019.

3.15 The letter signposted a dedicated website [www.thesloane.info](http://www.thesloane.info) which was launched on 2<sup>nd</sup> December 2020 to coincide with the delivery of the community letter. At launch, this contained some downloadable information panels (**see Appendix F**). The information panels described the emerging plans and showed the proposed uses, landscaping & public realm, design, form (the two height options) and materiality (changed from the 2019 proposal and placing a greater emphasis on referencing the character of the neighbourhood). The website also contained an online form where visitors could ask questions or give their comments on the emerging proposals.



Screenshot of website (December 2020)

3.16 The community letter also invited recipients to a live presentation ('webinar') by the design team of the new options for the site, which was held on 10<sup>th</sup> December 2020. Participation was by pre-registration on the Zoom platform and we received 46 pre-registrations which translated into 32 attendees at the webinar itself.

3.17 Between the launch of the website on 2<sup>nd</sup> December 2020 and 15<sup>th</sup> December 2021, there were 1,449 visits by 259 users and 64 file downloads of the presentation (PDF). A recording of the webinar presentation was also made available on the website for those who had not been able to attend.

3.18 Prior to the holding of the webinar we also arranged a series of virtual briefings via Zoom of elected representatives and civic/resident groups as follows:

- Councillor Walaa Idris (separate note circulated by RBKC officers), 10.11.20;
- Councillor Sof McVeigh (separate note circulated by RBKC officers), 16.11.20;

- Nell Gwynn House Residents, 11.11.20;
- Milner Street Area Residents Association (MISARA), 18.11.20;
- Chelsea Society, 19.11.20; and
- Markham Square Residents Association, 8.12.20.

3.19 The format of these sessions which were typically around an hour in duration was an on-screen presentation of the two options for the site plus a Q&A session and an opportunity to make any comments.

3.20 Zoom briefing with Cllr Walaa Idris – 10.11.20:

- Both options at G+12 and G+14 look better than the original G+26 proposal;
- The visualisations show a very small difference in the two options to a degree that it is almost unnoticeable;
- Wanted to understand the heights of the surrounding buildings;
- Asked about potential community space;
- After having understood the respective affordable offers and the proposed size of units, seemed comfortable with the proposed residential spaces;
- Supported the approach of showing two options with the varying heights and affordable offer;
- Considered the Sainsbury's store as a 'lifeline in the area' particularly as it was open to 11pm;
- Considered the proposed building design to be 'much better looking' than the original proposal. Thought that it 'blended in' and although it was a modern building it 'sits at ease';
- On the trade-off between height and affordable housing, stated that the targets for affordable housing were important but this had to be weighed against what residents 'can live with.' Did not want to arrive at 'a situation with a building that the community hates'; and
- Supportive of the proposed consultation approach and suggested that the Milner Street Area Residents Association be added to the list of consultees.

3.21 Zoom briefing with Nell Gwynn House Freehold Limited – Simon Davie & Bill Toomey:

- 'It's the aesthetics that matter, the beauty of the proposed building'. Original scheme was 'far too high, took away light, flow of air'.
- In two minds about 12 & 14 but 'great improvement' on what it was before.
- In favour of improving the look of the whole of Sloane Avenue – opportunity to progress and improve site;
- The design is in keeping – use of brick, just down to the height levels. Like the stonework, looks very attractive;
- Building in need of redevelopment, architecture welcomed. Could lead to action on Chelsea Cloisters;
- Lower option looks a bit of a 'dumpling', G+14 looks better; and
- After reviewing materials provided after the briefing, further email received from Simon Davie: Cannot fault the material design, the smaller height of 12 storeys, already higher than anything else in the street, would be the choice. Concern over setting precedent for Chelsea Cloisters were this to be redeveloped in the future.

3.22 Zoom briefing with Cllr Sof McVeigh (16.11.20):

- Significantly better in terms of style and size;
- Materials have been addressed, particularly introduction of bricks and white detailing. This is 'great and more Kensington-like';
- The existing building is 'not at all beautiful';
- Supportive of the use of green roofs and the introduction of any soft landscaping and noted that the Marlborough School had introduced such landscaping;
- Supportive of landscaping at ground floor level;
- Understood the advantages of both the options which offered a trade-off between heights and affordable housing. 'Very helpful to present it this way so that residents can understand';
- The new proposal was 'completely different' and would 'fit much better';

- Accepted the need for more housing in the Royal Borough and certainly more affordable housing;
- The building design was more 'aesthetically pleasing'; and
- Offered to assist with contacts in Cranmer Court.

3.23 Zoom briefing with the Milner Street Residents Association (MISARA, 18.11.20) – Richard Grantley and four committee colleagues:

- Supportive of a larger retail/convenience store - a valuable facility locally;
- Asked for information on the promoters of the scheme;
- Lower building options 'hugely better' and a 'massive improvement' on the previous scheme;
- Stressed importance of engaging properly with the local community;
- Would it be possible to comment further on the choice of colour and materials?
- Preference for traditional materials - brick and stone;
- Offered to circulate information to MISARA members (230 households);
- Asked for more information about the Colebrook Court RA and its Companies House registration;
- Thought presentation was very helpful - welcomed the reduction in height and the change in the materials which was 'a great improvement'.

3.24 Zoom briefing with the Chelsea Society (19.11.20) – Dr James Thompson and Sir Paul Lever:

- Appreciative of the consultation opportunity;
- Great relief that the previous plan was no longer being brought forward as this would have led to 'a more acrimonious conversation'.
- Stated that the Society did not have an agreed policy on affordable housing and there was an ongoing debate about the merits of on-site and off-site affordable housing;
- Instinctively felt that G+12 might be two storeys too high;
- Generally wanted to keep building heights no higher than existing in Chelsea, due to concerns over precedents being set and the potential for new buildings to rise above existing buildings;

- In design terms considered that the new building would be 'an improvement'. The proposal considered to be 'attractive, looking original without being too exotic to stick out like a sore thumb'. Liked the Art Deco flavour and much preferred the use of brick rather than glass and steel;
- Accepted that this stretch of Sloane Avenue was not the most attractive part of the borough but felt that the proposed building integrates rather well;
- Stressed importance of wider views of the new building and felt that although no longer visible from the Royal hospital, the G+14 could be seen from several viewpoints. acknowledged that the G+12 was less visible.
- Stressed importance of the retention of the food retail store;
- Faced with a choice between the two options, G+12 is preferred.

3.25 Zoom briefing with the Markham Square Residents Association (8.12.20) – David Cox & Peter Dykes:

- Not considered to directly impact on the Square;
- Sloane Avenue seen as somewhat of 'a depressing cut through' and 'convoluted' in terms of its street pattern;
- Need for enhancing and regenerating Sloane Avenue and the proposal seemed to achieve that;
- Could bring new lease of life and could be considered to be a natural evolution complementing what has already happened with the Marlborough school;
- 'Overdue';
- Recognised that the taller scheme delivers greater social good and for that reason is preferable;
- Would certainly not want anything taller than G+14;
- Retention of the ground for retail and its expansion is supported;
- Generally, 'another improvement which will benefit Sloane Avenue'.

3.26 We received 17 comments from the online form on the website and there were more received via the 'chat' facility during the webinar. The majority of the responses received here were from residents in Cranmer Court:

- Concern over whether the height was right for its surroundings and the actual heights of the buildings in the vicinity of the site;
- Questions over whether the design was in keeping with the locality;
- Desire to purchase an apartment;
- Parking difficult in the area;
- Retention of the retail unit is vital;
- Will the re-provided convenience store be open late as the existing one;
- Wanted to understand how the private/affordable mixes are calculated;
- Prefer a G+9 solution;
- Prefer a 'block' solution rather than a cylindrical solution;
- Need to consider impact on Marlborough School;
- G+12 looks a better fit for the area;
- Requested more information on daylight/sunlight impacts;
- What financial contributions are likely to come forward?
- Asked about construction management and need to minimise impacts.

3.27 The website was updated at the point of submission (early March 2022) to explain the finalised proposals and a third community letter was distributed inviting recipients to view the website and also contact us if they require any further information. Elected representatives and civic/resident groups were also contacted with the offer of an update virtual briefing. This offer was not taken up.

3.28 The Royal Borough of Kensington and Chelsea undertook its statutory consultation on the application for an approximate twelve week period which concluded on 1<sup>st</sup> July 2022.



3.29 During the statutory consultation period, the Council received some 88 objections to the planning application. The key points covered by these objections are summarised below:

- Height – at 13-storeys (Ground + 12-storeys), the building is too high and should instead be limited to 10-storeys in line with Chelsea Cloisters, Nell Gwynn House, Cranbrook Court and Sloane Avenue Mansions;
- Daylight/sunlight – the proposals will diminish the amount of natural light to the occupiers of neighbouring buildings;
- Architectural design and out of character – the development is not in harmony with the surrounding buildings and is not in keeping with the local environment. The curved tower form and proposed materials are not found in Sloane Avenue or any other street;
- Loss of views, overlooking and loss of privacy – views will be lost by neighbours and the proximity of the new apartments will result in a loss of privacy for existing residents;
- Insufficient affordable housing – this should meet the Council’s target of 35%;
- Sense of enclosure – will be harmful to neighbouring buildings;
- Lack of greenspace – should be more provided; and
- Highways – will result in more traffic movements in an already congested area.

3.30 All of these issues had been raised during CCRA’s pre-application community involvement programme and not all of them were considered by RBKC officers to be sufficient grounds to substantiate refusal of the application. Those that were considered legitimate objections by RBKC officers were the subject of a new round of pre-application dialogue in 2023.

## **2023 programme**

3.31 Following the withdrawal of the planning application prior to its determination by the Royal Borough of Kensington and Chelsea Planning Committee, CCRA and its design team took some time to carefully consider further revisions to the proposals to make it acceptable in planning terms.

- 3.32 Pre-application discussions with officers on a revised proposal commenced in March 2023 and extended through to late September 2023, when CCRA decided that it would present the new emerging design to the local community. The focus of the discussions was on height, design and affordable housing.
- 3.33 Polity once again designed and implemented a programme which sought to inform and involve local residents and civic groups and deployed similar tactics to those which had been successfully used previously.
- 3.34 A community letter (**see Appendix G**) was once again distributed door-to-door to a catchment around the site on 19<sup>th</sup> October 2023 (**see Appendix A**). Some 1,500 letters were distributed, although in some instances our street delivery team was asked to leave letters with the concierge in managed mansion block buildings.
- 3.35 To coincide with the delivery of the community letter, we updated the existing website [www.thesloane.info](http://www.thesloane.info) so that key information on the new revised proposal including comparator images of the withdrawn application scheme was available. The update to the website also included details of a drop-in session and how to register for a live presentation ('webinar'). The community letter also contained a QR code to facilitate registration.
- 3.36 As before, the website also contained an online form where visitors could ask questions or give their comments on the emerging proposals. A free to call contact number and email contact details were also provided.

SQUIRE & PARTNERS
COLEBROOK COURT, SLOANE AVENUE

A new and substantially revised planning application will shortly be submitted to the Royal Borough of Kensington and Chelsea (RBKC) for the redevelopment of the Colebrook Court site at 75, Sloane Avenue, Chelsea.

This website has been created to provide local residents and stakeholders with key information on the latest proposals including details of a local drop-in session and a live interactive presentation for which everyone can register by clicking the link provided.

**Site description**

Located outside of any designated Conservation Area, the site is located between Petyward and Makins Street and currently comprises a three-storey residential block, an enclosed car park to the rear accessed off Makins Street and the popular Sainsbury's 'Local' convenience store fronting Sloane Avenue. It is a site that is recognised by the Council as suitable for redevelopment.

**Previous proposals**

Just over four years ago, some initial 26-storey proposals for the site were shared with the local community at a public exhibition. Given the feedback received, it was decided to undertake a complete re-think of the design of the proposed new building.

The new approach was presented during 2020-21 through virtual briefings due to the COVID-19 restrictions. Residents, local civic groups and elected representatives were consulted through video discussions on new options and a public live interactive presentation (webinar) was held. The webinar at that time may be viewed by clicking the link provided.

Two options were put forward for local consultation for a cylindrical building based on a height of Ground plus 14-storeys and Ground plus 12-storeys. Given the feedback received which clearly favoured the lower option, a planning application was submitted in the Spring of 2022.

We have provided downloads of key documents from the withdrawn 2022 planning submission which will help you understand the previous proposal and how it changed over a three-year period.

**Join our Webinar**

Click on the button below to register for our webinar on Monday 30th October 2023.

Register

**Meet with us**

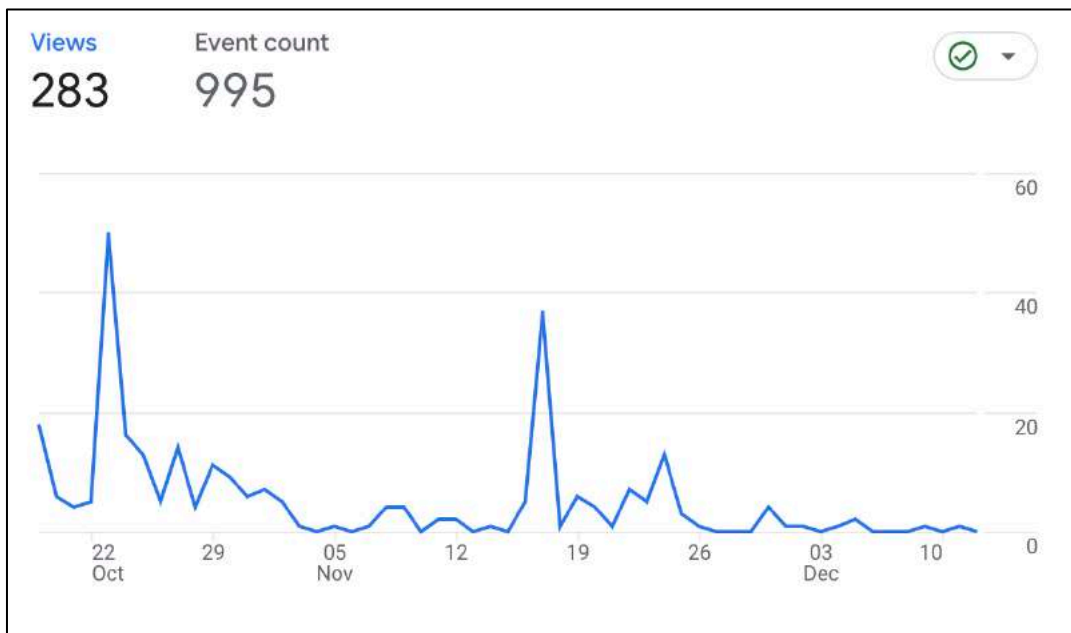
We'll be at St Luke's Hall, St Luke's Street on Wednesday 1st November 2023 from 4.20pm to 7.30pm

Drop in location. Click to enlarge

Screenshot of website (October 2023)

3.37 From the launch of the website on 19<sup>th</sup> October 2023 to 12<sup>th</sup> December 2023, there were 205 users of the website as revealed by Google Analytics. There were 283 views and 995 clicks including 22 file downloads.

3.38 At the same time as the delivery of the community letter, we also re-contacted the various resident and civic groups with whom we had engaged in 2020 and 2021 as well as the local ward councillors.



[www.thesloane.info](http://www.thesloane.info) – overview of user engagement 19.10.23 to 12.12.23

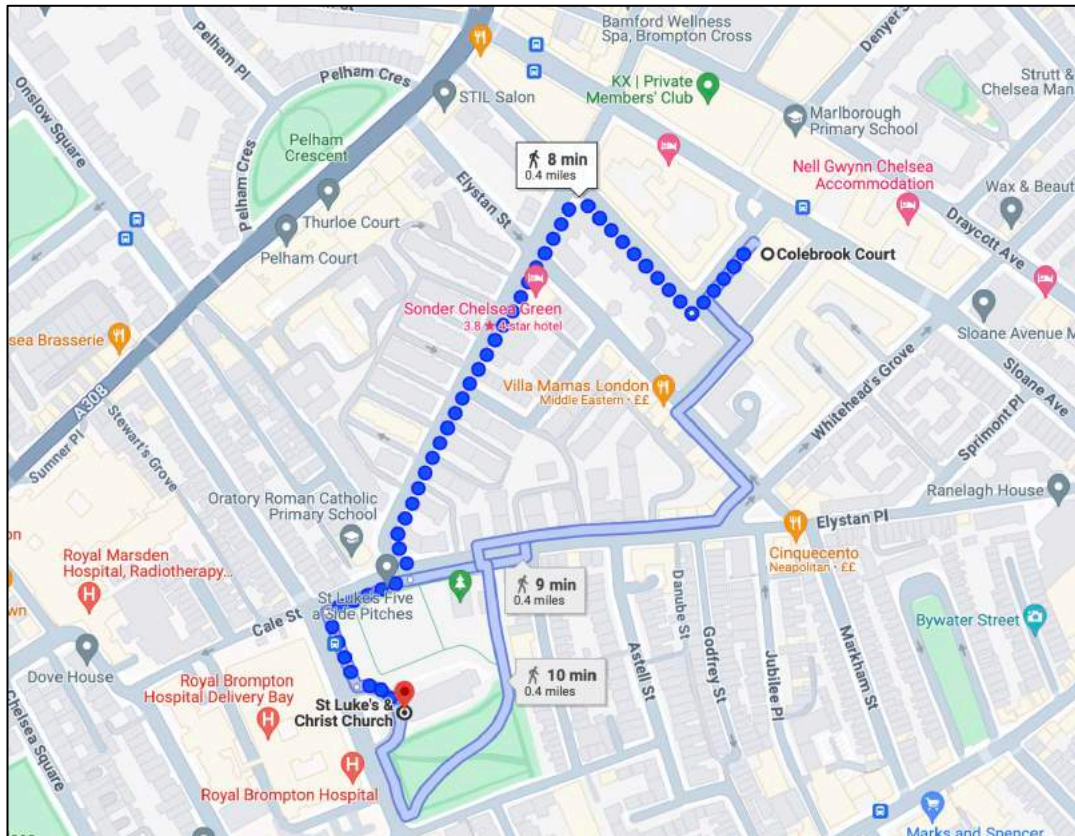
3.39 The key stakeholders we contacted included:

- The Chelsea Society;
- Nell Gwynn House Residents;
- Milner Street Area Residents Association (MISARA);
- Markham Square Residents Association, 8.12.20; and
- Cllrs Walaa Idris, Sof McVeigh and Mary Weale (Brompton and Hans Town ward councillors).

3.40 They were provided with a copy of the community letter and were extended an invitation to both the drop-in session and the webinar. A link to the updated website was also sent to them.

3.41 The webinar was held at 6.30pm on Monday 30<sup>th</sup> October 2023 via the Zoom platform. There were 9 registrations for the webinar which involved an on-screen presentation (**see Appendix H**) by the architects followed by a Q&A/feedback session. In addition to participation by residents, Cllr Walaa Idris attended.

3.42 The drop-in session was held at the St Luke’s Hall, St Luke’s Street on Wednesday 1<sup>st</sup> November 2023 between 4.30pm and 7.30pm. This venue was chosen as it was within a reasonable walking distance of the site and also offered level access for people with disabilities (DDA compliant).



Drop-in session location and walking distance from site

3.43 33 members of the public attended, including representatives of resident associations. Display boards ([see Appendix I](#)) were made available and representatives from CCRA, Squire and Partners (architects), dp9 (planning consultants) and Polity were on hand to answer questions and receive feedback.

3.44 Feedback forms were made available and three were completed during the session. In addition to questions raised at the event, we received some follow-up enquiries from the Milner Street Area Residents Association (MISARA), largely images and information which they wished to use in their newsletter.

3.45 The display boards were subsequently made available as a download on the website.



Drop-in session November 2023

## Conclusions

3.46 The pre-application community involvement programme for the Colebrook Court was widely promoted through the delivery of community letters on three occasions to a wide catchment around the site and transacted through a combination of a physical public exhibition in 2019; a virtual programme in 2020/21 involving video briefings, use of a website, social media and a webinar; and finally a webinar, use of a website and a drop-in session in 2023.

3.47 We are confident that the programme was able to gather wide-ranging comments on the key elements of the proposals both in their original form, first revised form and then second revised form.

- 3.48 Throughout the entire programme from its outset in 2019, all of the comments received were considered by CCRA and consistently led to major revisions to the scheme to try and arrive at the best possible proposal for the site.
- 3.49 CCRA has always been keen to work with the local community to try and find a consensus on the future of a site which has been viewed by many as suitable for regeneration in principle. The community involvement activity undertaken has sought to arrive at a design which is the most acceptable to local residents, civic groups and elected representatives.
- 3.50 The following section summarises the key comments and feedback received and gives the response of CCRA and its design team.

## **4. Key issues emerging from the programme**

- 4.1 The table below shows the key comments we identified from the community involvement programme over its two stages. Given the numbers of groups and individuals encountered, there was no uniform 'community view' but a variety of opinions, particularly when it came to more subjective matters. There is no particular weighting or order in the table given to the comments we have identified and we have set out the response of CCRA and its design team.
- 4.2 As always with development proposals, the reaction of individuals or representative groups are often shaped by their physical relationship to the development site. This does not in any way undermine the legitimacy or the weight to be accorded to any feedback given by immediate neighbours.
- 4.3 We accord all views equal weight regardless of their source. Some points raised with us were not material planning considerations e.g. rights to a view or potential impact on property prices, but this is to be expected with programmes of this kind.
- 4.4 It should be noted that over an extended period of community engagement which began in the summer of 2019, we encountered individuals and groups at different stages in the iterative design process, meaning that the feedback received could have been specific to the proposals as they were at that time. Equally, some comments were relevant to the proposals regardless of the time of the point of contact.
- 4.5 This is reflected in the table below, and at Section 3 above we have set out a summary of the different responses we received in 2019 and 2020/21 during the stages of the extended design process. In many instances the feedback we received in 2023 on key issues was similar of the same to that we received in 2020/21. We have provided updated responses referencing the 2023 proposals and have also added in new responses we received during the 2023 programme. We feel that this is a good way to track the history of the feedback received and the evolution of the proposals in systematically addressing that feedback.



- 4.6 In common with all planning applications of this nature, CCRA and its team was also engaged in a parallel process of pre-application discussions with officers of the Council, the GLA (but not on the revised 2023 proposal which is below 30 m in height and not referable) and other statutory consultees. The process followed and feedback received from these sources as well as the responses from CCRA and its team are not covered here but detailed in the Design and Access Statement.
- 4.7 Many of the comments made by the local community were also raised in these parallel pre-application discussions and feedback from the community involvement programme was also passed on at the various meetings and discussions which took place. This happened in a structured way in early January 2021 when we presented our findings to a joint officer/member group following the completion of the virtual programme undertaken in November and December 2020.
- 4.8 For the 2023 programme, we provided information on the emerging scheme to local ward councillors, the Chair of the RBKC Planning Committee and the Lead Member for Planning & Public Realm.
- 4.9 Given the extensive nature of the non-statutory applicant-led community involvement programme, we are confident that that there was full and fair opportunity over an extended period for all interested residents, businesses, community-based groups and other stakeholders to give their feedback on the emerging proposals. We hope that the process will also positively assist the local authority's own statutory consultation on the submitted planning application.

**Summary of key comments and responses – 2020/21 and 2023 update**

| Comment  | Response  |
|--|---|
| <p>Proposed building too high and out of context with the surrounding area where buildings are no more than 9 storeys. Why can't the proposed tallest element be limited to the height of the neighbouring adjacent buildings? What is the justification for making this the highest building along Sloane Avenue?</p> | <p><b>2021 response:</b> This is covered in detail in the Design and Access Statement which forms part of the planning submission, but in summary the key factors in determining the appropriate scale and massing of the proposed building were:</p> <ul style="list-style-type: none"> <li>• Impact upon townscape and integration within existing context;</li> <li>• Feedback from pre-application meetings and public consultation;</li> <li>• Consideration of existing Rights to Light of neighbouring properties and mitigating impact of any proposals on access to sufficient sunlight/daylight;</li> <li>• Ensuring sufficient sunlight / daylight provision internally within development; and</li> <li>• Viability - to ensure provision of sufficient affordable accommodation.</li> </ul> <p>Following analysis of the area, it was concluded that a higher building than the prevailing height of the area would be appropriate for this particular site along Sloane Avenue as it is a relatively small island site within an area that is characterised by very long continuous and tall mansion blocks. This is also acknowledged within RBKC's SPD 'Building Height in the Royal Borough' document which includes Sloane Avenue as a specific area in the borough which contains a cluster of tall buildings. It also continues to describe that this cluster does not produce a signature distinctive skyline but is a collection of residential high rise buildings.</p> <p>At 12-storeys, the proposed building falls within RBKC's category of 'Higher Building' which demonstrates that a building up to 1.5 times the height of the surrounding context would be considered a 'higher' building rather than 'tall'. As The site is flanked on either side along Sloane Avenue by an 8 storey building</p> |

|   |   |
|---|---|
|   | <p>and a 10 storey building, a proposal of up to 13.5 storeys within this context would be considered to be 'higher' rather than 'tall'. The scale of surrounding buildings increases in height in both directions towards the site, making this an ideal location for a 'higher' proposal. The proposed mass does not 'punctuate' the skyline as is characteristic of a 'tall' building but instead creates a point of relief that is appropriate in scale and proportionate to its surrounding context.</p> <p><b>2023 update:</b> The height of the proposed building has been reduced and is now limited to the height of the surrounding existing buildings.</p> |
| <p>Revised building height an improvement on the original 2019 proposal.</p>      | <p><b>2021 response:</b> Noted. CCRA and its design team completely changed the approach to the site in response to the community feedback received in 2019 when the initial scheme was presented for consultation.</p> <p><b>2023 update:</b> The maximum height has been reduced further from Ground + 12-storeys to Ground + 8-storeys.</p>  |
| <p>Relieved to see the abandonment of the previous 26-storey building.</p>        | <p><b>2021 response:</b> CCRA and its design team wished to respond to community feedback received in 2019.</p> <p><b>2023 update:</b> The revised proposals are less than a third of the height of the original 2019 proposals.</p>  |
| <p>In the choice between a G+14 and a G+12 building, the latter is preferred.</p> | <p><b>2021 response:</b> Noted.</p> <p><b>2023 update:</b> this has now been reduced to G + 8.</p>  |
| <p>Why can't the proposal be a G+9 building?</p>                                  | <p><b>2021 response:</b> Please see above for justification for the proposed G+12 building.</p> <p><b>2023 update:</b> It is now G +8.</p>  |

| Comment   | Response   |
|---|--|
| <p>Concern that if new building heights are higher than those typically found in Chelsea that this will create a precedent which developers might seek to exploit elsewhere. There may be implications for the possible redevelopment of Chelsea Cloisters.</p> | <p><b>2021 response:</b> Every planning application needs to be considered on its individual merits and each site for new development has its specific characteristics and constraints that planning decision-makers need to consider in the round. It does not follow that the approval of one application can be used on another site to argue precedent.</p> <p><b>2023 update:</b> Although the comments on precedent remain valid, the revised building heights are consistent with those typically found in this part of Chelsea.</p>  |
| <p>The existing building is not at all beautiful.</p>   | <p><b>2021 response:</b> This was a common view from local residents and community stakeholders that we encountered during consultation.</p> <p><b>2023 update:</b> Several visitors to the drop-in session mentioned the poor aesthetic value of the existing building.</p>   |
| <p>Measures to green the site through the use of landscaping at street level and the incorporation of green roofs would be welcome.</p>   | <p><b>2021 response:</b> The existing building is of low environmental value with very limited opportunities for biodiversity. The proposed scheme aims to enhance and attract both local and wider biodiversity thanks to the atmospheric gardens for communal residential use located at both terrace levels 01 and 04. Additional planting and greenery are proposed at ground floor on Makins Street and Petyward both to screen the ground floor apartments and to create a more pleasant environment along these streets.</p> <p><b>2023 update:</b> Measures to introduce greening on the terraces (including that found immediately above the retail frontage on Sloane Avenue) and at street level remain an important part of the design response. Several visitors to the drop-in session welcomed this as the existing site is rather barren in this respect except for the street trees on the boundaries of the site (which are retained).</p> |

| Comment  | Response  |
|--|---|
| <p>What measures will there be to ensure that the new building is environmentally-friendly?</p>      | <p><b>2021 response:</b> As principal targets, the proposed development is targeting:</p> <ul style="list-style-type: none"> <li>• Minimising energy use and CO2 emissions at the 'Be Lean' stage through the incorporation of a highly efficient shell, efficient lighting and ventilation;</li> <li>• Maximisation of energy efficiency features and the integration of low carbon energy;</li> <li>• Utilising an on-site heat pump system which is combustion free;</li> <li>• Achieving a minimum of 35% reduction in regulated CO2 emissions on-site through renewable and low carbon sources; and</li> <li>• Enabling potential future connection to wider district heat networks.</li> </ul> <p>Further details are available in the planning submission documents 'Sustainability Strategy' and 'Energy Strategy'.</p> <p><b>2023 update:</b> the revised proposal retains a commitment to environmental sustainability through the use of energy efficient plant, insulation and glazing.</p> |
| <p>Revised building looks more attractive and is much more in keeping with the surrounding area.</p> | <p><b>2021 response:</b> Noted.</p> <p><b>2023 update:</b> In direct response to those respondents that felt further work was required to make the proposed new building 'fit in' with the surrounding area, the height was reduced and an octagonal form introduced which seeks to respond to the existing angular and rectangular buildings found in the surrounding context.</p>   |
| <p>The 'Art Deco' feel of the proposed building is attractive.</p>                                   | <p><b>2021 response:</b> Noted. This element of the design was carefully considered by the design team who looked at buildings in the locality with 'Art Deco' origins.</p> <p><b>2023 update:</b> See above for comments on the revised design.</p>  |

|   |   |
|---|---|
| <p>Recognised that this part of Sloane Avenue is not the most attractive part of Chelsea.</p>   | <p><b>2021 response:</b> This is recognised by many local people we encountered during the consultation. The site is not within a Conservation Area.</p> <p><b>2023 update:</b> This view was reiterated by several visitors to the public drop-in session.</p>   |
| <p>There is a clear need to improve the look and feel of this part of Sloane Avenue.</p>  | <p><b>2021 response:</b> This is one of the driving motivations of the proposal and CCRA has employed one of the country's leading architectural practices to introduce high quality design that will have a positive impact on this part of Chelsea.</p> <p><b>2023 update:</b> The key motivation mentioned of CCRA and its design team remains unchanged.</p>  |
| <p>Opportunity to have a regenerative impact and improve Sloane Avenue.</p>   | <p><b>2021 response:</b> The site is a clear regeneration opportunity and the proposed ground floor commercial uses will also animate this part of Sloane Avenue as well as meet community convenience shopping needs.</p> <p><b>2023 update:</b> The revised scheme seeks to respond in the same way to this opportunity.</p>  |
| <p>Not convinced that the proposed building with its cylindrical form fits in with the buildings around it. Could a mansion block type building come forward instead?</p> | <p><b>2021 response:</b> During the detailed design process, various forms were modelled including a mansion block typology. As was explained during the community involvement programme, this approach would have resulted in negative impacts on daylight and sunlight to neighbours. The proposed form is a high quality design response which it is felt will positively enhance this part of Sloane Avenue.</p> <p><b>2023 update:</b> The previous cylindrical shape of the tallest element has now been redesigned as an octagonal vertical block and expressing a mansion block-like feel alongside a retained lower podium on broadly the same footprint as the withdrawn application. As with the previous withdrawn design, this form of massing still allows for light to pass around the new building rather than over it.</p> |

| Comment  | Response   |
|--|--|
| <p>The amenity of existing residents is very important and needs to be protected. How can privacy be maintained and overlooking avoided?</p> | <p><b>2021 response:</b> The rationale for the design and form of the building is explained in detail in the Design and Access Statement which forms part of the planning submission. It aims to provide the best outcome for neighbouring amenity.</p> <p>A mansion block typology covering the full footprint of the site was considered. In addition to the modelled negative impacts in relation to sunlight and daylight which would result from such a massing, further analysis alongside townscape consultants Montagu Evans, deemed that it would also not be appropriate for this particular location along Sloane Avenue. Due to the already tall and high density nature of the existing neighbouring mansion blocks, a building of this type, occupying the full extent of the site would exacerbate the oppressive sense of enclosure to this area. Instead, in order to create a point of relief within the Sloane Avenue streetscape, it was deemed to break up this mass to a more appropriate shape which would allow light to pass around it and create a point of focus and relief along the streetscape. The preferred design solution is a taller element, set back from the street frontage with a reduced footprint to provide a more slender form and make the increased height sit more comfortably within the townscape. It also preserves light passing around the building, rather than over. Separation distances are within accepted guidelines for urban contexts such as this and it is considered that privacy will not be compromised in any unacceptable way.</p> <p><b>2023 update:</b> The new design remains broadly on the same footprint and maintains separation distances consistent with what is considered acceptable in inner London built up locations such as this. RBKC officers also found the previous separation distances acceptable.</p> |

| Comment   | Response   |
|---|--|
| Loss of views.  | <p><b>2021 response:</b> The planning system does not take loss of views into consideration.</p> <p><b>2023 update:</b> This remains the case.</p>   |
| Loss of value to properties.  | <p><b>2021 response:</b> The planning system does not take loss of value into consideration.</p> <p><b>2023 update:</b> This remains the case.</p>   |
| Concern that the proposed building will have unacceptable impacts on daylight and sunlight enjoyed by neighbours. More information is required on the impacts that the building would have in these respects. | <p><b>2021 response:</b> A specialist report which looks in detail at the impacts in daylight/sunlight terms has been produced and is part of the planning submission. The report finds that although there are certain impacts on some existing properties, these are within the relevant guidelines which apply.</p> <p><b>2023 update:</b> The previous cylindrical shape of the tallest element has now been redesigned as an octagonal vertical block and expressing a mansion block-like feel alongside a retained lower podium on broadly the same footprint as the withdrawn application. This form of massing allows for light to pass around the new building rather than over it. It has been substantially reduced in height from G + 12 to G + 8 storeys, and is now comparable to in height to Cranmer Court, and lower than Chelsea Cloisters. This height reduction has resulted in very significant reductions in impact ensuring that the percentage reductions and residual levels of daylight and sunlight are well within levels deemed acceptable for an Inner London urban environment and far better than previously considered acceptable by Council Officers. The improved position in comparison with the withdrawn application for neighbouring windows will be described in a technical report which will form part of the new planning submission. All neighbouring windows will be assessed and as mentioned at the webinar, we would be happy to share the results with any of our neighbours.</p> |



| Comment   | Response   |
|---|--|
| <p>Wider views of the building from key points in Chelsea are very important and it should be demonstrated that there is no harm to the surrounding Conservation Areas.</p> | <p><b>2021 response:</b> Agreed. The planning submission contains a Townscape and Visual Impact Assessment which looks at this in detail. The G + 12 building which is proposed is the least visible of the options and it is considered that there is no unacceptable harm on the nearby Conservation Areas or Listed Buildings.</p> <p><b>2023 update:</b> We will submit a new Townscape and Visual Impact Assessment which will show that the harm to surrounding Conservation Areas is minimal. One of the key benefits of the revised plans is that the reduction in height ensures that the building does not appear above the surrounding buildings and as a result cannot be seen from distance from sensitive areas.</p> |
| <p>Agreed that the indicative views from the locations shown in the consultation demonstrated that the G+12 building is less visible.</p>                                   | <p><b>2021 response:</b> This is demonstrated by the Townscape and Visual Impact Assessment which forms part of the planning submission.</p> <p><b>2023 update:</b> The revised proposal means that it cannot be seen from distance from sensitive areas.</p>  |
| <p>Not considered to impact adversely on Markham Square.</p>  | <p><b>2021 response:</b> This is demonstrated in the Townscape and Visual Impact Assessment which forms part of the planning submission.</p> <p><b>2023 update:</b> The previous G + 12 proposal could be seen just above the buildings in Markham Square. It cannot be seen above these same buildings with the revised G + 8 proposal.</p>   |
| <p>The retention of a convenience foodstore at this location is very important as it is highly valued by the local community.</p>   | <p><b>2021 response:</b> Agreed. CCRA is confident that this popular store will be re-provided as it is a very attractive location for food retailers.</p> <p><b>2023 update:</b> Several visitors to the drop-in session reiterated the importance of the retention of the convenience store. The re-design of the ground floor retail unit was undertaken following discussions with the current tenant (Sainsburys) to ensure it would meet their future needs.</p>   |

| Comment   | Response  |
|---|---|
| <p>Could the new replacement foodstore be larger than the existing due to demand?</p>                                 | <p><b>2021 response:</b> The proposed new unit (the part that is publicly accessible) is to be a similar size, at ground floor level, to the existing unit. This existing unit works well and the intention is to replicate, rather than enlarge it.</p> <p><b>2023 update:</b> The proposed new unit is slightly smaller than the existing unit.</p>   |
| <p>Will the new foodstore operate late night opening as currently as this makes it very convenient for residents.</p> | <p><b>2021 response:</b> It is expected that it will operate the same or similar opening hours as the existing store.</p> <p><b>2023 update:</b> The response above remains valid.</p>  |
| <p>Traditional materials like brick and stone are preferred.</p>  | <p><b>2021 response:</b> This was the feedback we received at the initial stages of the consultation programme and has been fully reflected in the submission scheme.</p> <p><b>2023 update:</b> Although the design and materiality has changed it makes use of traditional materials that are sympathetic to the character of the local area.</p>   |
| <p>Materials proposed in the revised scheme are a great improvement.</p>  | <p><b>2021 response:</b> Noted.</p> <p><b>2023 update:</b> This response originally referenced the comparison with the 2019 proposal. The materiality proposed for the 2023 proposal has changed but as noted above is believed to be sympathetic to the character of the local area.</p>   |
| <p>Affordable homes needed locally and can appreciate that the G+14 scheme provides more.</p>                         | <p><b>2021 response:</b> There is certainly a trade-off between height and quantum of affordable housing. It is believed that the G+12 proposal achieves a good compromise in terms of it being a good fit for the locality and also delivering 24% affordable homes.</p> <p><b>2023 update:</b> The proposed scheme is reduced in height and scale and provides fewer residential units. Discussions have taken place with RBKC about a financial contribution towards off-site affordable homes which will be enshrined in a legal agreement.</p> |

| Comment   | Response  |
|---|---|
| Affordable homes very important but has to be balanced against the appropriateness of the building form.  | <p><b>2021 response:</b> Please see response above.</p> <p><b>2023 update:</b> Please see response above.</p>   |
| Is this the best place for affordable housing?  | <p><b>2021 response:</b> This is a highly sustainable location with good access to public transport. There has been a historic problem with delivering affordable homes in this part of the Royal Borough and the 10 new homes to be provided will be high quality and valued by those in need of them. This is one of the most expensive areas in the country for private housing both in terms of rental and purchase.</p> <p><b>2023 update:</b> The revised proposal will have a financial contribution associated with it for off-site affordable homes.</p> |
| Could there be provision for community space as has been provided at the new development adjacent to the site?  | <p><b>2021 response:</b> Aside from the proposed apartments, the clear message we have received is that it is very important to re-provide the retail store at this site which is highly valued locally.</p> <p><b>2023 update:</b> The response above remains applicable.</p>  |
| Parking is particularly difficult in the area and would not want to add increased pressure on on-street parking to the detriment of existing residents.               | <p><b>2021 response:</b> This is a car-free proposal and new residents will not be able to apply for parking permits.</p> <p><b>2023 update:</b> We have explained during community engagement that there will be 12 car parking permits available as this reflects the status quo at the existing site.</p>  |
| Social infrastructure e.g. health and education are under pressure locally. What financial contributions might be forthcoming to help shore up social infrastructure? | <p><b>2021 response:</b> The application will be liable to pay a Community Infrastructure Levy (CIL) charge, in the order of 2.5m to contribute to addressing such concerns.</p> <p><b>2023 update:</b> The reduction in height, scale and number of residential units will mean a reduced CIL charge in the order of £1.9 m.</p>   |

| Comment   | Response   |
|---|--|
| <p>This will be a difficult building to construct. What management plan will be in place to help minimise impacts on local residents?</p> | <p><b>2021 response:</b> A Construction Management Plan will be produced and this will seek to limit and mitigate any construction impacts. This will be the subject of separate consultation with neighbours.</p> <p><b>2023 update:</b> The response above remains applicable.</p> |

**Summary of key comments and responses (not otherwise covered above) – 2023 programme**

| Comment  | Response  |
|--|---|
| <p>As a resident of Cranmer Court, I remain concerned about the daylight and sunlight impacts on my property even though the new proposal has been reduced. It is still higher than the existing building at the site.</p> | <p>This height reduction has resulted in very significant reductions in impact ensuring that the percentage reductions and residual levels of daylight and sunlight are well within levels deemed acceptable for an Inner London urban environment and far better than previously considered acceptable by Council Officers. The improved position in comparison with the withdrawn application for neighbouring windows will be described in a technical report which will form part of the new planning submission. All neighbouring windows will be assessed and we would be happy to share and discuss the results with any of our neighbours. The planning system does allow for reductions in daylight and sunlight as a result of new development and guidelines are provided by the Building Research Establishment (BRE). The impacts of the revised proposal will be assessed against these BRE guidelines.</p> |
| <p>Would like to understand how much higher the proposed 'shoulder' of the building (i.e. where it meets the new development at Lucan Place).</p>  | <p>This is approximately two-storeys higher than the existing car park.</p>   |
| <p>Would like reassurance that the terraces and balconies proposed will not cause undue noise and disturbance.</p>   | <p>The balconies are inset and along with the terraces provide amenity space which is part of a requirement by the local authority. These spaces will be managed and it is expected that there will be conditions placed on their use to limit disturbance.</p>   |
| <p>The webinar was very helpful and informative.</p>   | <p>Noted.</p>   |

| Comment   | Response  |
|---|---|
| This is a huge improvement, not only in scale but design too. My initial response is to be supportive of this.  | Noted.  |
| Does the new building relate well to the building currently under construction at 2, Lucan Place?   | Yes, it has been designed to seamlessly integrate with that by connecting in at ground floor via a two-storey base and using similar specification of brickwork which links to the local vernacular.  |
| I am glad there is some greenery incorporated into the building, and the brick work is excellent and of course keeping the much needed supermarket.   | Noted.  |
| The new proposal certainly seems much more appropriate to the setting than its predecessors.  | Noted.  |
| We favour the revised scheme, but only if the JS store is retained.   | The revised plans have been formulated to respond to Sainsbury's operational requirements so that they can enter into a new lease and return to the site on completion of the re-development.   |
| Much better! Please can you send images by email?   | Noted. Images were sent as requested.   |
| Thank you for taking the objections to the previous two designs on board!   | Noted.  |
| Much better to have the proposed tower block with brick facings.  | Noted.  |
| Good news that space is being retained for Sainsburys to return.  | Noted. Please see above,  |
| Also good that no extra car parking is being created.   | Noted. Reducing reliance on the use of the private car and encouraging the use of more sustainable forms of transport is a key part of planning policy both locally and nationally.   |
| Is it possible to get a computer-generated image that shows, as far as possible, the effect of whole building in Sloane Avenue?   | This additional image has been supplied.  |
| We gather from another application that there are new post-Grenfell regulations requiring a second staircase on all buildings above a certain height. Do you know what that height is, and whether the new regulation would apply in this case? | The Government recently confirmed that it intends to make it a mandatory requirement for buildings over 18 metres in height to have a second staircase. Two stairwells feature in the revised plans. They serve every floor of the proposed building. |

## **5. Conclusions**

- 5.1 The community involvement programme for Colebrook Court was conceived with best practice in mind and with the objective of meeting the expectations of the Royal Borough of Kensington and Chelsea’s Statement of Community Involvement and national planning policy and guidance.
- 5.2 Over the course of the period 2019 – 2023, three different proposals for the site were the subject of community involvement. The programme employed both physical and virtual methods.
- 5.3 The programme was successful in involving residents, residents’ groups, local councillors and other community-based stakeholders. Significant feedback was generated throughout and on every occasion CCRA sought to respond positively and proactively in revising the scheme to improve it in design terms and also address concerns expressed by the local community.
- 5.4 As can be appreciated from this Statement of Community Involvement, the local community was given very good opportunities not only to give their input but also discuss the emerging proposals with CCRA and its design team. With every iteration of the scheme, information was made available to the local community from an early pre-application juncture in line with best practice. There was a good amount of interaction and dialogue which ensured that the emerging proposals were understood and suitable opportunities offered to give feedback.
- 5.5 During the pre-application consultation, the design team essentially went ‘back to the drawing board’ on two occasions following the feedback received on the initial proposal for the site and then in relation to the 2022 application proposal. The form of the building and its height was fundamentally changed and so was the intended materiality. CCRA and its design team also took an innovative and inclusive approach by offering options and explaining the implications and impacts of both.

- 5.6 There were a number of aspects of the latest 2023 revised emerging proposals which received favourable comment from stakeholders and residents. The community benefits were recognised of:
- the opportunity to significantly enhance what is currently an unattractive site and improve this part of Sloane Avenue;
  - the aesthetic qualities of the proposed design and its new move to 'fit in' locally;
  - the reduction in height so that the tallest element was consistent with that of neighbouring mansion blocks, a key suggestion made by many during the 2020/21 community involvement programme;
  - the low impact on long distance views from nearby Conservation Areas which was improved further by the Ground + 8-storeys proposal;
  - the use of traditional materials;
  - the need to green the public realm as far as possible; and
  - the retention and modernisation of the popular local convenience foodstore.
- 5.7 Although the clear message from neighbours was that they were content that CCRA had responded positively to the previous requests to lower the building and adjust its form so it was more in keeping with the character of the local area, the principal remaining concerns related to daylight and sunlight impacts and protection of privacy.
- 5.8 With the former, the impacts on individual properties will be shown in a technical report that will demonstrate that the impacts are acceptable. With the latter, the separation distances and conditions that are likely to apply on the use of terraces are also considered to be acceptable in this built-up inner London context. The separation distances at the nearest points of 14 metres to Cranmer Court and 17 metres to Chelsea Cloisters are essentially the same as those for the withdrawn 2022 application, which RBKC officers had deemed acceptable in principle.

- 5.9 All of the comments logged by us since 2019 have all received a response from CCRA and its team and as noted above, in certain critical instances, the proposals have been revised as a direct result of feedback received.
- 5.10 CCRA and its design team will continue to keep key stakeholders informed via the dedicated website during the post planning submission period and are open to continued dialogue.
- 5.11 CCRA and Polity would like to express our thanks to all the individuals and organisations which participated in the community involvement programme. The feedback received provided essential insights into the main issues around the proposal and has greatly assisted CCRA and its design team in the interrogation and refinement of the emerging proposals, which is now reflected in the latest revised planning submission.



**APPENDIX A:** Consultation catchment



**APPENDIX B:** Initial letter launching programme (July 2019)



**polity**

**Public Affairs**

Level 1, Devonshire House  
One Mayfair Place  
London W1J 8AJ

T: 020 7242 0170

17<sup>th</sup> July 2019

Dear Resident/Neighbour,

**NEW DEVELOPMENT PROPOSALS  
COLEBROOK COURT, SLOANE AVENUE, LONDON SW3**

I write with an invitation to a public display of draft plans for the mixed-use redevelopment of the above site which includes the current Sainsbury's Local at ground floor level and the residential apartments above.

The public display will take place at the **St Thomas More Language College** on **Wednesday 24<sup>th</sup> July 2019 between 2pm and 7pm**. Please access the display off the **Draycott Terrace entrance** to the College.

This is a good opportunity for local residents and businesses to view the emerging plans and give feedback prior to the submission of a planning application to the Royal Borough of Kensington & Chelsea later this year. Representatives from the development team will be available to answer questions.

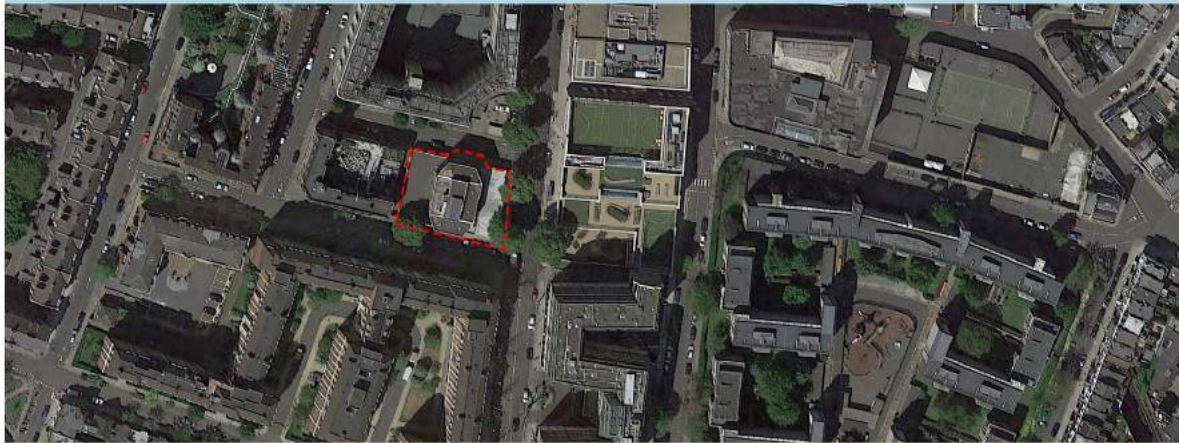
You can find out more or request a copy of the display materials should you be unable to attend on the 24<sup>th</sup> July by contacting me or my colleague Lee Jameson on **0207 242 0170** or by emailing [lee@polityuk.com](mailto:lee@polityuk.com)

Yours sincerely,

**Martin Hughes**  
Director

**APPENDIX C:** Exhibition panels (July 2019)

# THE SLOANE LONDON



Site location

## WELCOME

**Thank you very much for attending this public presentation of the initial 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 the subject of a separate development proposal comprising 31 new homes and community uses.

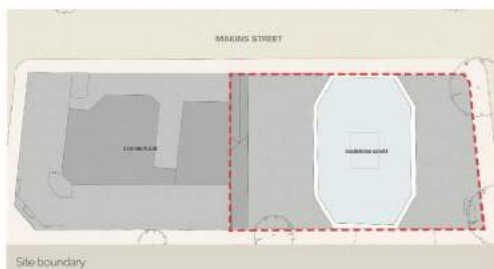
The current Colebrook Court site comprises a Sainsbury's 'Local' store, a small commercial unit on ground floor level on Makins Street, a three-storey residential block and covered car park with an access off Makins Street.

The purpose of today is to provide information on the emerging 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 later this year.

**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

# THE SLOANE LONDON

## CONTEXT AND OPPORTUNITIES

**The site contains dated 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.**

The site is located outside of the Chelsea Conservation Area and the surrounding area is characterised by a variety of mansion blocks such as Chelsea Cloisters (ten-storeys), Cranmer Court (eight-storeys) and Nell Gwynn House (ten-storeys).

The design team have carefully considered the impact on neighbouring amenity as well as longer distance views of the emerging proposal from the nearest Conservation Areas and heritage assets such as the Royal Hospital. 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.

In addition, specialist daylight and sunlight studies will be undertaken to demonstrate that there are no unacceptable impacts on neighbouring properties.

The site is located in an area with very good access to public transport (PTAL 6a) and as such means that future residents will not need to rely on private vehicles. New residents will not be allowed to apply for RBKC parking permits.



### OPPORTUNITIES

- Ensure the optimal use of the site;
- Creation of a new prominent building of exemplary design for Chelsea;
- Provision of quality new homes;
- Delivery of much-needed on-site affordable housing currently lacking in the Borough;
- Retention and re-provision of active ground floor commercial uses;
- Improving the street-level experience for pedestrians; and
- Introduction of an environmentally-friendly car-free development, reducing traffic movements.



# THE SLOANE LONDON

## DESIGN AND APPEARANCE

**Squire & Partners, an architecture and design practice with experience spanning four decades have been appointed to design the new proposals.**

Their award winning portfolio, for some of the world's leading developers, includes masterplans, private and affordable residential, workspace, retail, education and public buildings.

Squire and Partners' approach responds to the unique heritage and context of each site, considering established street patterns, scale and proportions, to create timeless architecture rooted in its location.

The design of the new building takes inspiration from the mansion blocks that surround the site, re-expressed in a tall, elegant building.

The organic plan form is derived from a deliberate counterpoint to the more rectilinear blocks which surround the site. The elements common in a typical mansion block, a bay window and a balcony have been modified to follow the plan of the tower. A rhythm is generated by the grouping of floors into a two floor composition with alternating balconies and bay windows.

The external appearance of the podium follows the approach of the tower, alternating horizontal bands at floor level are either a bronze coloured metal or pre cast white concrete. Inspiration has been taken from the art deco motifs that exist around the site on a number of buildings. Vertical double storey high, corrugated and perforated bronze coloured panels interspersed with large areas of glazing complete the cladding solution.

The top of the tower follows a very similar principle to many art deco buildings. The footprints of the floors reduce in area, still expressing the grouping of floors and providing external space to these upper levels.



Concept images & sketches



Computer generated image of 'window bay study'



Concept sketch of proposed building looking south along Sloane Avenue



Computer generated image of proposed building looking north along Sloane Avenue



# THE SLOANE LONDON

## DESIGN AND APPEARANCE

**The new building will be set back from the current building line on Sloane Avenue and the corner of Makins Street, widening the pavement and improving the public realm for pedestrians.**

Along Makins Street, the current dead frontage caused by the car park is addressed and the street re-animated.



Computer generated image of public realm on Sloane Avenue



Computer generated image of public realm on Makins Street



Dead frontages



# THE SLOANE LONDON

## 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 76 new apartments are proposed in the new building with a variety of unit sizes. Importantly, the Sloane seeks to provide a high proportion of affordable housing - some 46% by unit and 42% by habitable room.

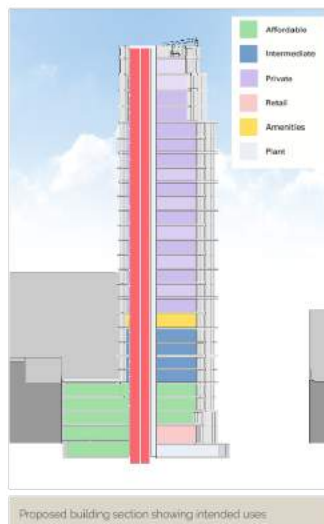
Crucially, the new proposal will offer 46% affordable housing by unit (35 apartments), 42% by habitable room in a Borough that has struggled over many years to meet the housing needs of its residents. The tenures of the affordable homes will be both socially rented and shared equity.

The Royal Borough of Kensington & Chelsea's own estimates are that the overall net annual need for affordable housing is 1,171 homes per annum. Since 2016, only 182 affordable homes have been completed in the Borough and at December 2018 the council had over 3,500 on its waiting list for social housing.

The proposed commercial unit of 179 sq. m will be ideally suited for local retail provision. The lower ground floor provides for commercial storage space and also for refuse, cycle storage and plant.

### Schedule of residential accommodation:

| Unit size/beds | 1         | 2         | 3         | 4        | Total     |
|----------------|-----------|-----------|-----------|----------|-----------|
| Affordable     | 18        | 15        | 2         | 0        | 35        |
| Private        | 4         | 26        | 10        | 1        | 41        |
| <b>Totals</b>  | <b>22</b> | <b>41</b> | <b>12</b> | <b>1</b> | <b>76</b> |



# THE SLOANE LONDON

## SUMMARY

**Thank you very much for attending this public consultation event on the emerging 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.

We are very open to further dialogue with the local community on these proposals and below you can see the outline project timeline, which is entirely dependent on planning decision-making by the relevant authorities.

If you require further information, please contact us:

T: 0207 242 0170  
E: lee@polityuk.com

## KEY BENEFITS

- Introduction of high-quality design at a prominent site;
- Use of materials directly referencing the locality;
- Provision of new housing to meet identified need in the Royal Borough of Kensington & Chelsea;
- A high proportion of much-needed affordable homes delivered on-site addressing known deficiencies in the Borough;
- Re-introduction of ground floor commercial uses activating street frontages.
- Widened and attractive public realm ensuring an improved pedestrian experience; and
- A car-free proposal, reducing vehicle movements.



Computer generated image showing top part of building from Sloane Avenue



Computer generated image showing view from northern end of Sloane Avenue



**APPENDIX D:** Feedback form (July 2019)

## COLEBROOK COURT

### FEEDBACK FORM – Wednesday 24<sup>th</sup> July 2019

Please fill on your details and give us your views on the exhibition today. All feedback will be reviewed by the team in the ongoing design process and taken into account.

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

***Your comments:***

**Thank you.**

**If not completed at the exhibition please return to Polity, Level 1, Devonshire House, One Mayfair Place, London, W1J 8AJ or email [lee@polityuk.com](mailto:lee@polityuk.com)**

**Your privacy is important to us. We will not share your personal information with any third parties and any feedback you give us will be anonymised, summarised in a report and used to consider changes to the proposals.**

**APPENDIX E:** 2<sup>nd</sup> community letter (December 2020)



**polity**

**Public Affairs**

Level 1,  
Devonshire House,  
One Mayfair Place,  
London W1J 8AJ

T: 020 7242 0170

**2<sup>nd</sup> December 2020**

Dear Resident/Neighbour,

**NEW DEVELOPMENT PROPOSALS AT SLOANE AVENUE, CHELSEA**

I write with details on how you can find out more information about new residential/retail development proposals at Colebrook Court, Sloane Avenue (site shown in the photograph above).

The draft proposals involve the demolition of the existing three-storey residential building, its associated car parking and the Sainsbury's 'Local' store. It is proposed to replace these with a significantly enlarged food convenience store and new apartments (both private sale and affordable homes).

Due to the COVID-19 pandemic we are unable to hold a local public consultation event, so we have launched a website [www.thesloane.info](http://www.thesloane.info) where you can find out more, including two possible options for the new building. The website also offers you the ability to send us comments, ask questions and register for a live video presentation (webinar) to be held at **6.30pm on Thursday 10<sup>th</sup> December**.

**Join our Webinar on 10<sup>th</sup> December at 6.30pm to find out more!**

It's very simple to join in. Visit [www.thesloane.info](http://www.thesloane.info) and click on the link there to register. You'll need to have the Zoom app on your computer, tablet or smart device – please go to <https://zoom.us/download> if you do not already have this.

We're keen to answer your questions and you can either send these in advance to [consultation@thesloane.info](mailto:consultation@thesloane.info) or ask them via the chat facility during the webinar itself.

If you are unable to access the information online, you can contact me or my colleague Lee Jameson on **0207 242 0170** or by emailing [consultation@thesloane.info](mailto:consultation@thesloane.info)

Yours sincerely,

**Martin Hughes**  
Director

**Find out more at [www.thesloane.info](http://www.thesloane.info)**

**APPENDIX F:** Presentation used in virtual briefings and webinar and available as a download on the website (November and December 2020)



# SQUIRE & PARTNERS

Colebrook Court – ‘The Sloane’

Public Consultation

December 2020



Site Location





Mid-Rise Context



Low-Rise Context



Emerging Context



1. Draycott Place

2. New Marlborough School, Draycott Avenue



3. 151 Draycott Avenue



4. 50 Sloane Avenue

Planned Context



1. The Clearings. Granted.

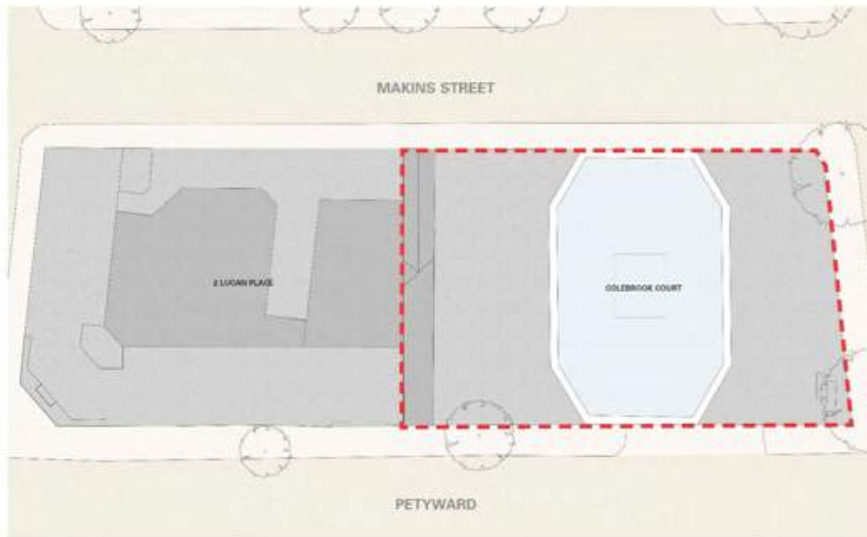


2. 60 Sloane Avenue.



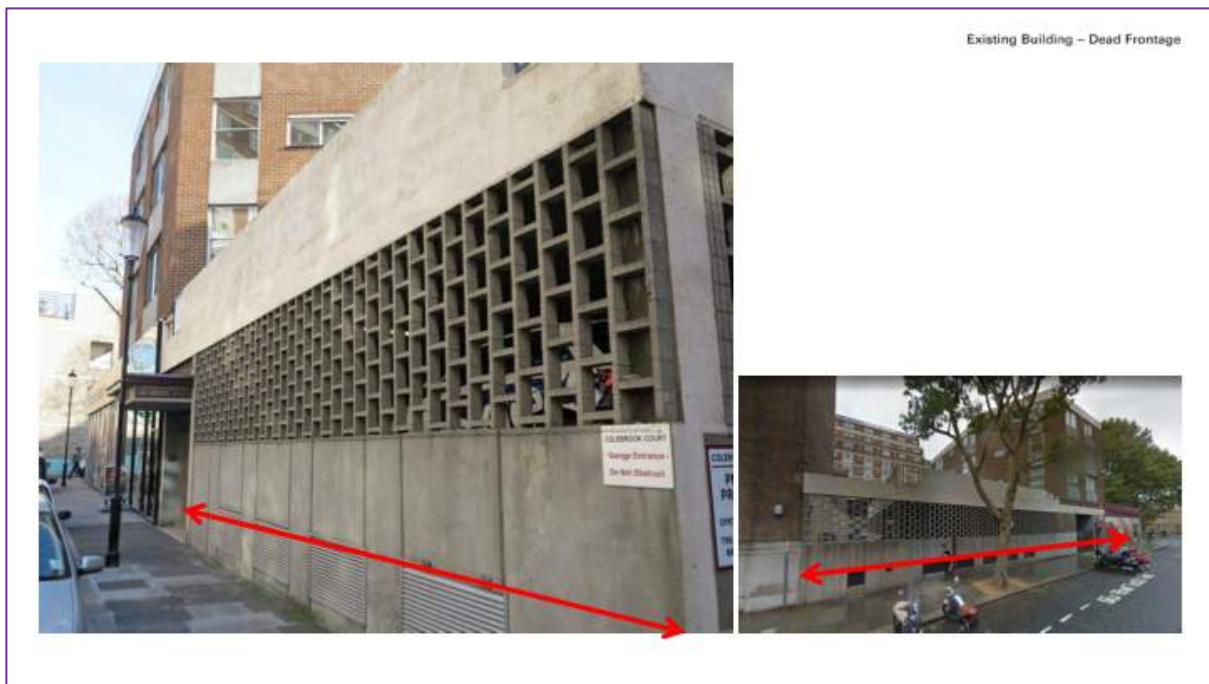
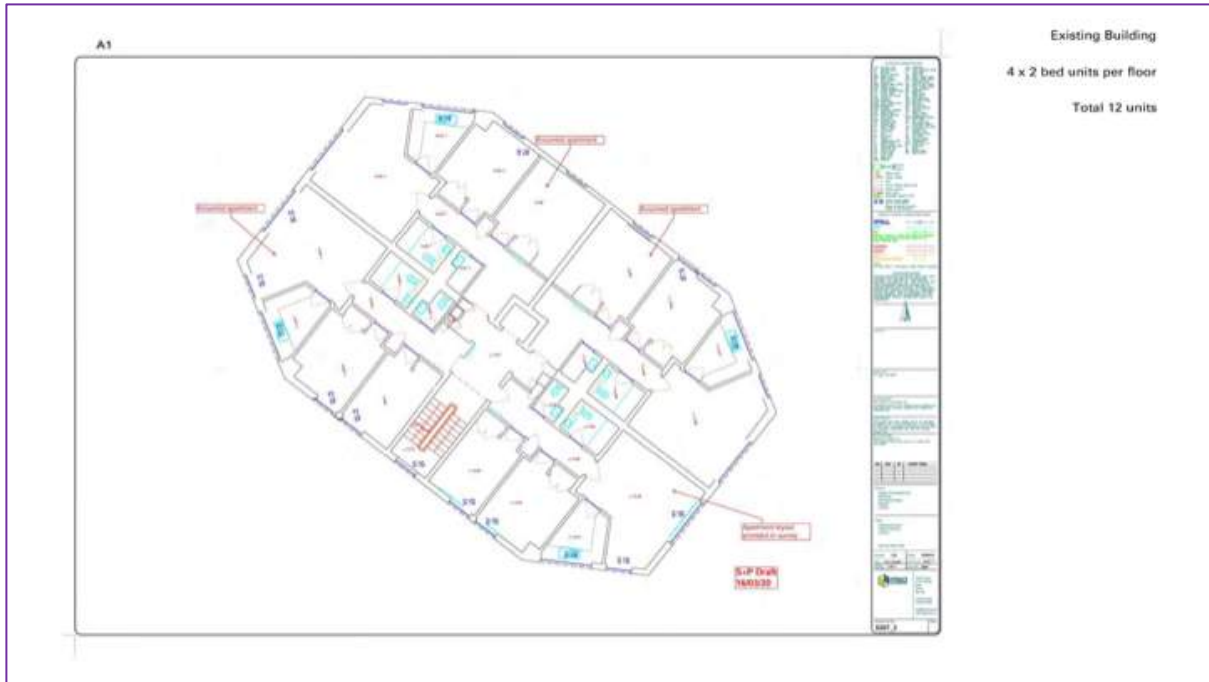
3. 2 Lucan Place. Granted

Existing Building



--- ASSURED OWNERSHIP BOUNDARY

EXISTING BUILDING WITH NEIGHBOURING SITE PROPOSAL  
Site Plan @ 1:200



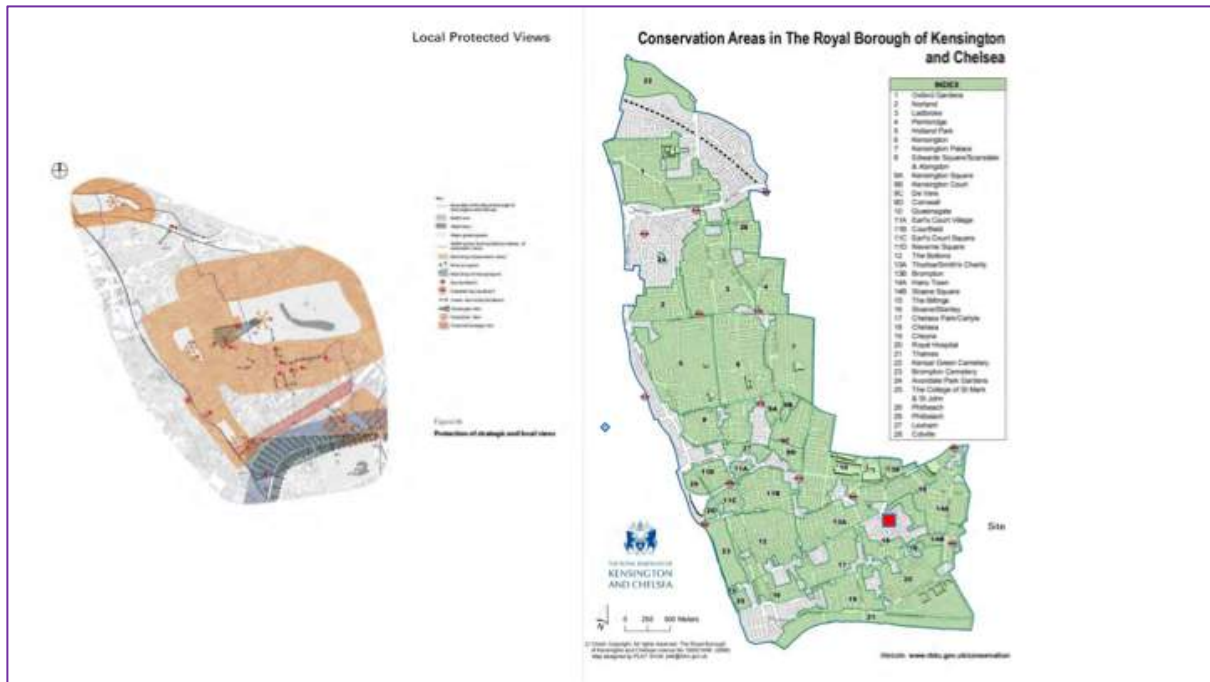
SQUIRE & PARTNERS

**Colebrook Court**  
Schedule of Existing Gross Internal Areas

09/03/2020

| Floor        | RESIDENTIAL    |                 | COMMERCIAL     |                 | CAR PARK       |                 | TOTAL          |                 |
|--------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-----------------|
|              | m <sup>2</sup> | ft <sup>2</sup> | m <sup>2</sup> | ft <sup>2</sup> | m <sup>2</sup> | ft <sup>2</sup> | m <sup>2</sup> | ft <sup>2</sup> |
| Ground       | 100            | 1,076           | 364            | 3,918           | 315            | 3,391           | 779            | 8,385           |
| Level 01     | 330            | 3,552           | -              | 0               | -              | 0               | 330            | 3,552           |
| Level 02     | 330            | 3,552           | -              | 0               | -              | 0               | 330            | 3,552           |
| Level 03     | 330            | 3,552           | -              | 0               | -              | 0               | 330            | 3,552           |
| <b>Total</b> | <b>1,090</b>   | <b>11,732</b>   | <b>364</b>     | <b>3,918</b>    | <b>315</b>     | <b>3,391</b>    | <b>1,769</b>   | <b>19,042</b>   |

Areas are approximate only and subject to change through survey, planning, design and development of the proposal  
Uses include Lower Ground & Basement Bin/Bike/Plant/BOH Areas and Ground Floor Front of House





Concept - Mansion Block Tower





Art deco inspiration



Design Precedents





GF + 26 Floors - 2019 Consultation Proposal



GF + 14 Floors - Revised 2020 draft Proposal following discussions with Council



Design development 2020 following officer comment – more vertical expression

GF + 14 Floors



Revised elevation treatment - change to more traditional materials



- Affordable
- Private
- Retail
- Plant

**G+14 Floors**  
20% affordable based on habitable rooms on site  
9 Affordable units  
39 Private units

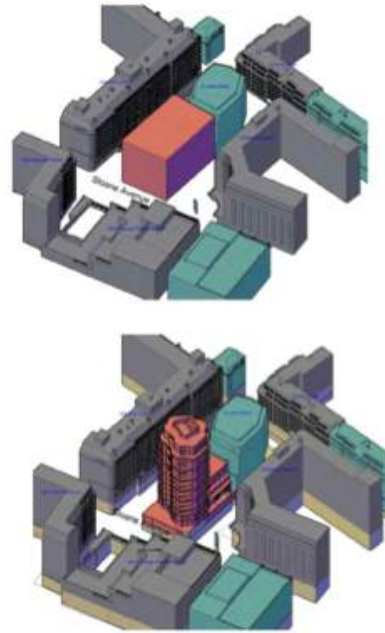
**DAYLIGHT/SUNLIGHT IMPACTS ON NEIGHBOURS**

The results of the Vertical Sky Component analysis ("VSC" - a 'spot' measure of the skylight reaching the mid-point of a window from an overcast sky) show that the percentage losses of VSC will be well in excess of 40% and in some cases exceed 50% within Cranmer Court if a 'Mansion Block' approach were to be followed (top diagram).

Such levels of loss when expressed as a percentage coupled with the low levels of actual remaining daylight following the development would significantly fail to meet the advice and recommendations of the flexibility that the London Plan and Planning Inspectorate have considered to be acceptable.

In order to maintain a reasonable VSC value and continue to maintain a reasonable amount of internal daylight penetration into each of the rooms in the neighbouring buildings. The logical conclusion was to preserve light passing around, rather than over the new building and therefore pointed towards a "tower and podium" form of massing (lower diagram).

*As assessed by specialist company, Lumina in a Daylight and Sunlight Massing Study Report – May 2020*



When compared to a mansion block form (top massing diagram) we consider that a tower and podium approach creates a more open aspect along both Makins Street and Petyward.

In addition greater public realm/space is provided at street level with the proposed scheme due to the shape of the tower (bottom massing diagram).

View along Petyward



When compared to a mansion block form (top massing diagram) we consider that a tower and podium approach creates a more open aspect along both Makins Street and Petyward.

In addition greater public realm/space is provided at street level with the proposed scheme due to the shape of the tower (bottom massing diagram).



View along Makins Street



View looking south east along Sloane Avenue

G+14 Floors



View looking north west along Sloane Avenue

G+14 Floors

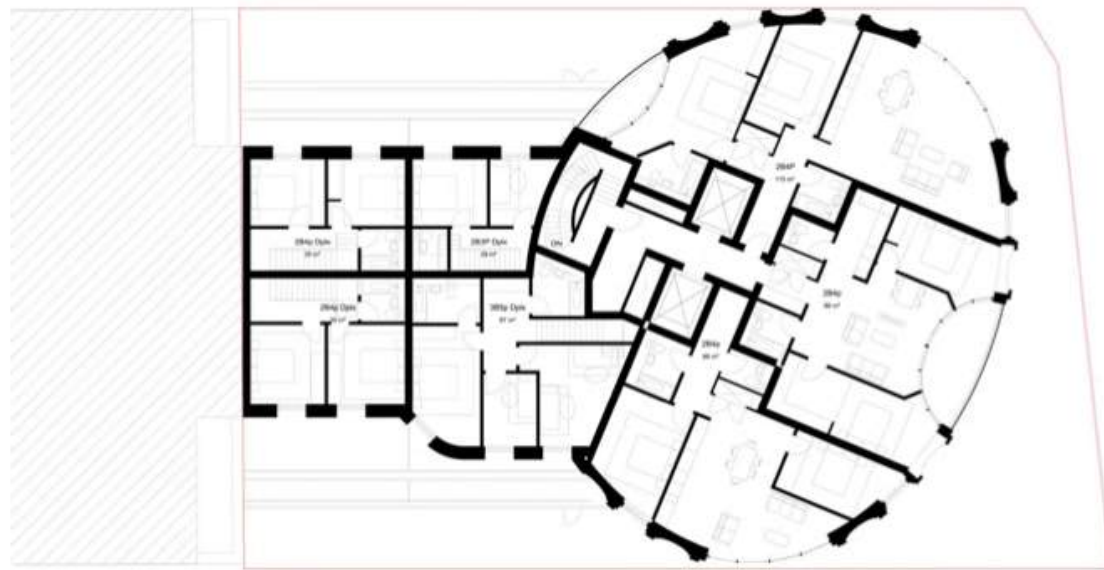


Street view from Sloane Avenue

G+ 12 Floors  
G+14 Floors

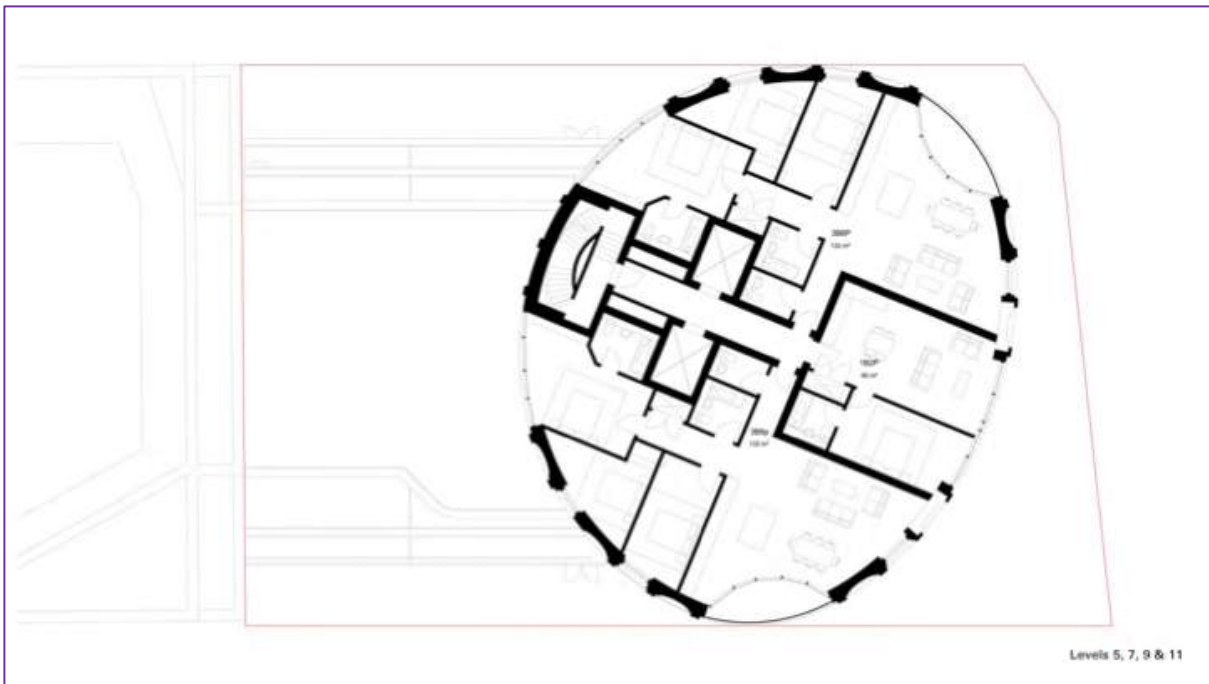
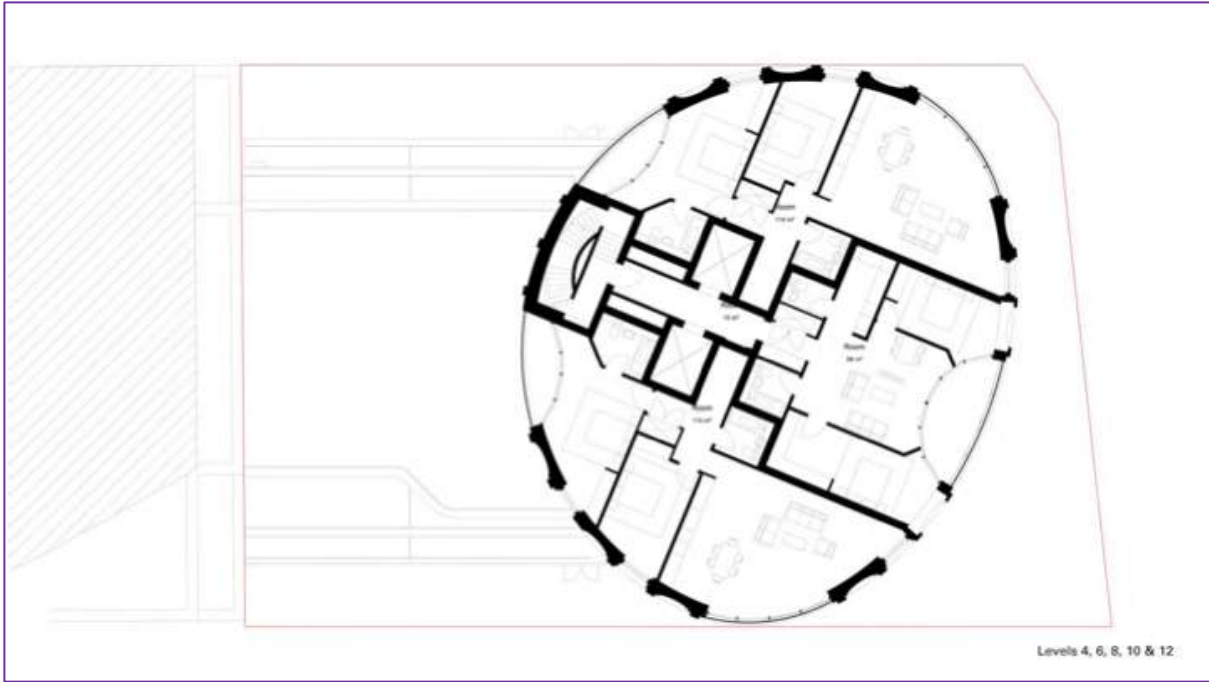


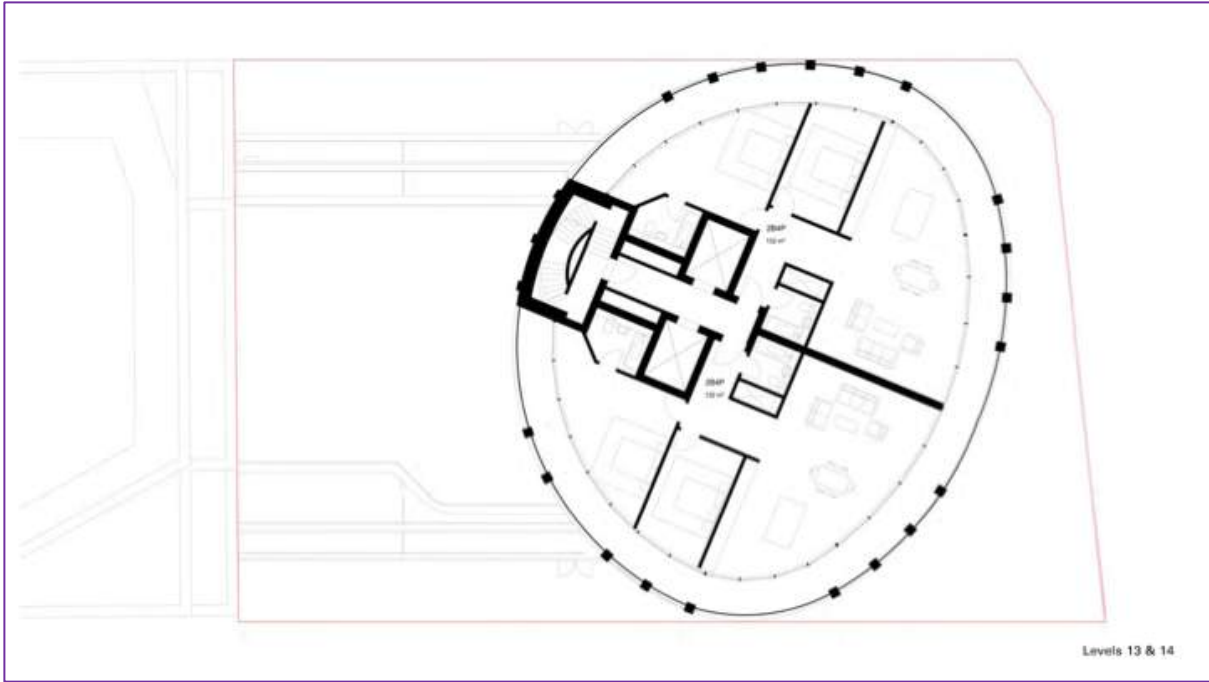
G+14 - Proposed Ground Floor Floorplan

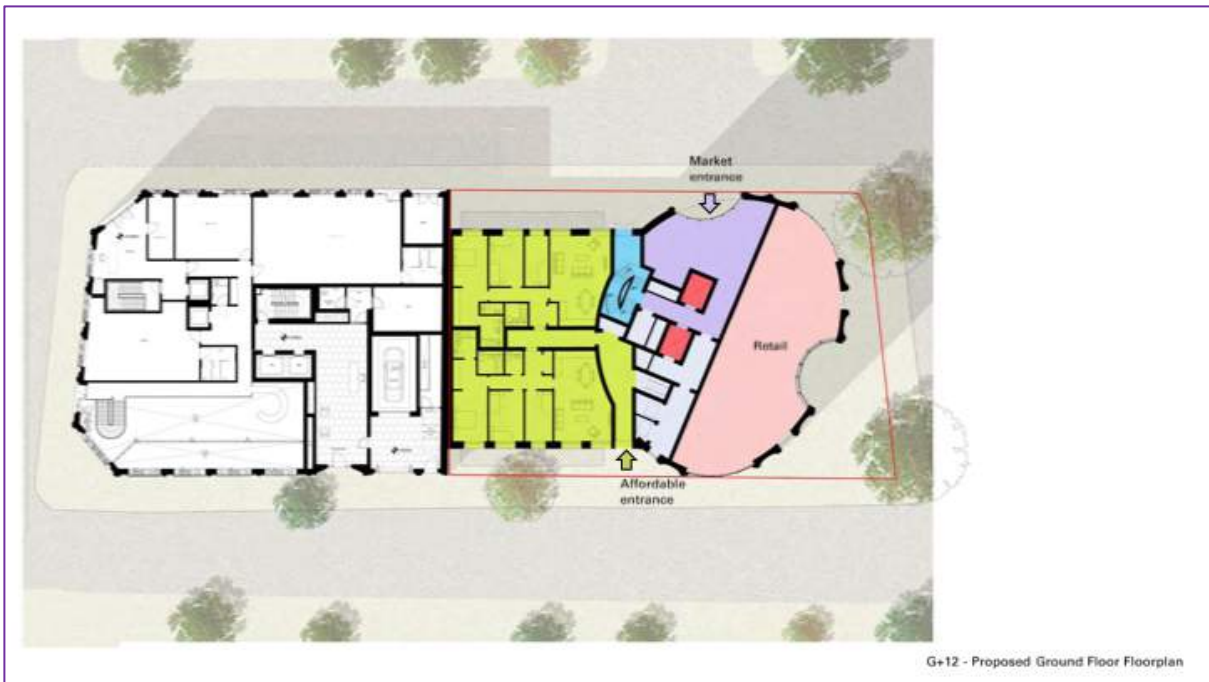


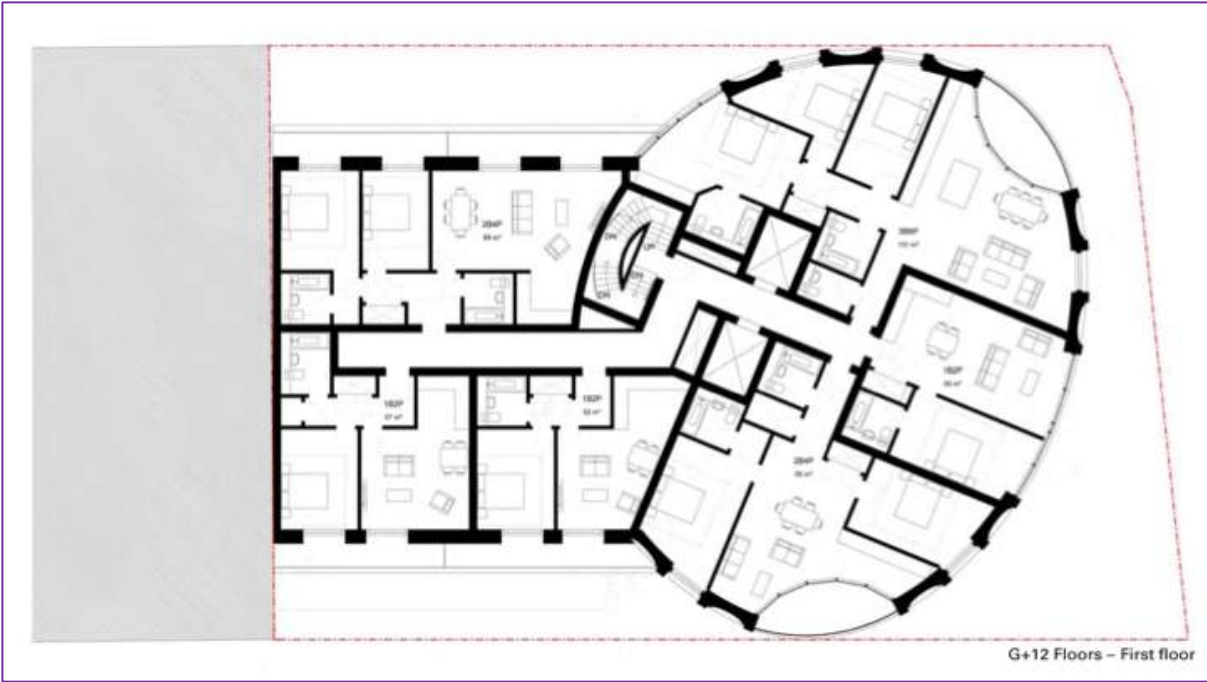
Level 2












Two options G+12 and G+14 seen from different viewpoints




April 2020 - Viewpoint Study - Colebrook Court

 Brompton Road at junction with Pelham Street




G+14

 Brompton Road at junction with Pelham Street




G+14

 Brompton Road at Junction with Pelham Street



G+12

Milner Street at Junction with Ovington Street 



G+14

3 Royal Brompton Hospital, Sydney Street




G+14

3 Royal Brompton Hospital, Sydney Street




G+12

Markham Square - south west corner 



G+14

Markham Square - south west corner 



G+12



5 Soatchi Gallery



G+14

5 Soatchi Gallery



G+12



Thank you

We would very much welcome the opinion of the local community on the two options shown in this presentation. You can give us feedback via the online comment form at [www.thesloane.info](http://www.thesloane.info) or use the email address below.

For more information or if you have any questions, please email [consultation@thesloane.info](mailto:consultation@thesloane.info) or contact Martin Hughes on 0207 242 3969.

**APPENDIX G: 3<sup>rd</sup> community letter (October 2023)**



**Polity**  
ENGAGING LOCAL COMMUNITIES

Level 1,  
Devonshire House,  
One Mayfair Place,  
London W1J 8AJ

T: 0800 246 5890

19<sup>th</sup> October 2023

Dear Resident/Neighbour,

### **NEW DEVELOPMENT PROPOSALS AT SLOANE AVENUE, CHELSEA**

We were in touch on a couple of occasions over the past few years about new residential/retail development proposals at Colebrook Court, Sloane Avenue (shown above).

Following feedback previously received locally from residents and residents' groups as well as further discussions with the Royal Borough of Kensington and Chelsea, I write to inform you that following the withdrawal of the application submitted last year, further significant changes to the proposals have been made.

A new planning application will be submitted for a lower, redesigned building and prior to this we are organising a drop-in session at the **St Luke's Hall, St Luke's Street on Wednesday 1<sup>st</sup> November 2023 between 4.30pm and 7.30pm**. Plans will be available and members of the design team will be available to answer any questions and receive feedback

We have updated the dedicated website [www.thesloane.info](http://www.thesloane.info) where you can find out more about the new proposals. Here you will also find how to register for a live presentation ('webinar') via Zoom if you are unable to make the drop-in session. This will be held at **6.30pm on Monday 30<sup>th</sup> October 2023**. You can also scan the QR code below to register for this.

You can contact me or my colleague Lee Jameson on **0800 246 5890 (free to call)** or by emailing [consultation@thesloane.info](mailto:consultation@thesloane.info)

Yours sincerely,

**Martin Hughes**  
Director



**SCAN ME**

**Find out more at [www.thesloane.info](http://www.thesloane.info)**

**APPENDIX H:** Presentation used in webinar (October 2023)

# SQUIRE & PARTNERS

Colebrook Court – ‘The Sloane’

Public Consultation Presentation

30<sup>th</sup> October 2023



Site Location



Existing Building



Building Heights

- 0 – 4 Storeys
- 5 – 6 Storeys
- 7 – 8 Storeys
- 9+ Storeys



Mid-Rise Context



Low-Rise Context



Emerging Context



1. Draycott Place



2. New Marlborough School, Draycott Avenue



3. 151 Draycott Avenue



4. 50 Sloane Avenue

Planned Context



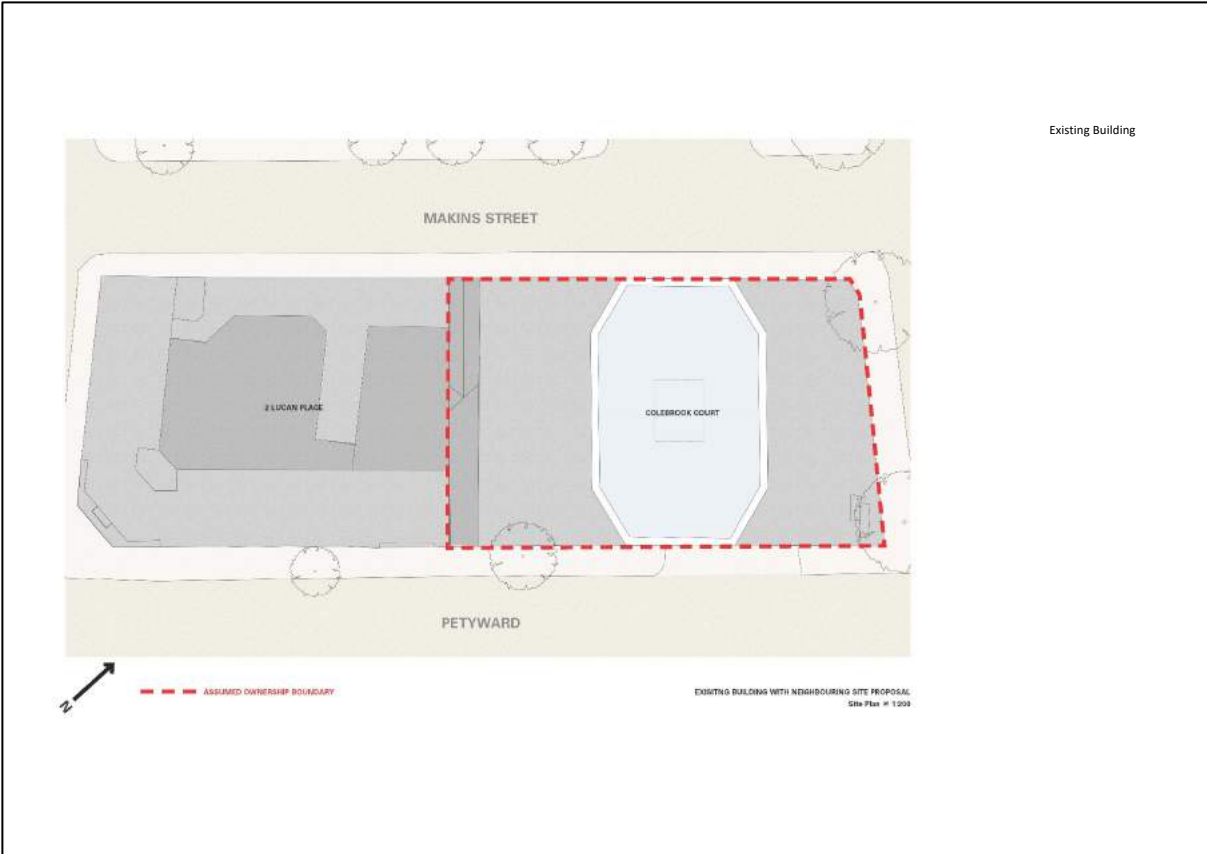
1. The Clearings. Granted.



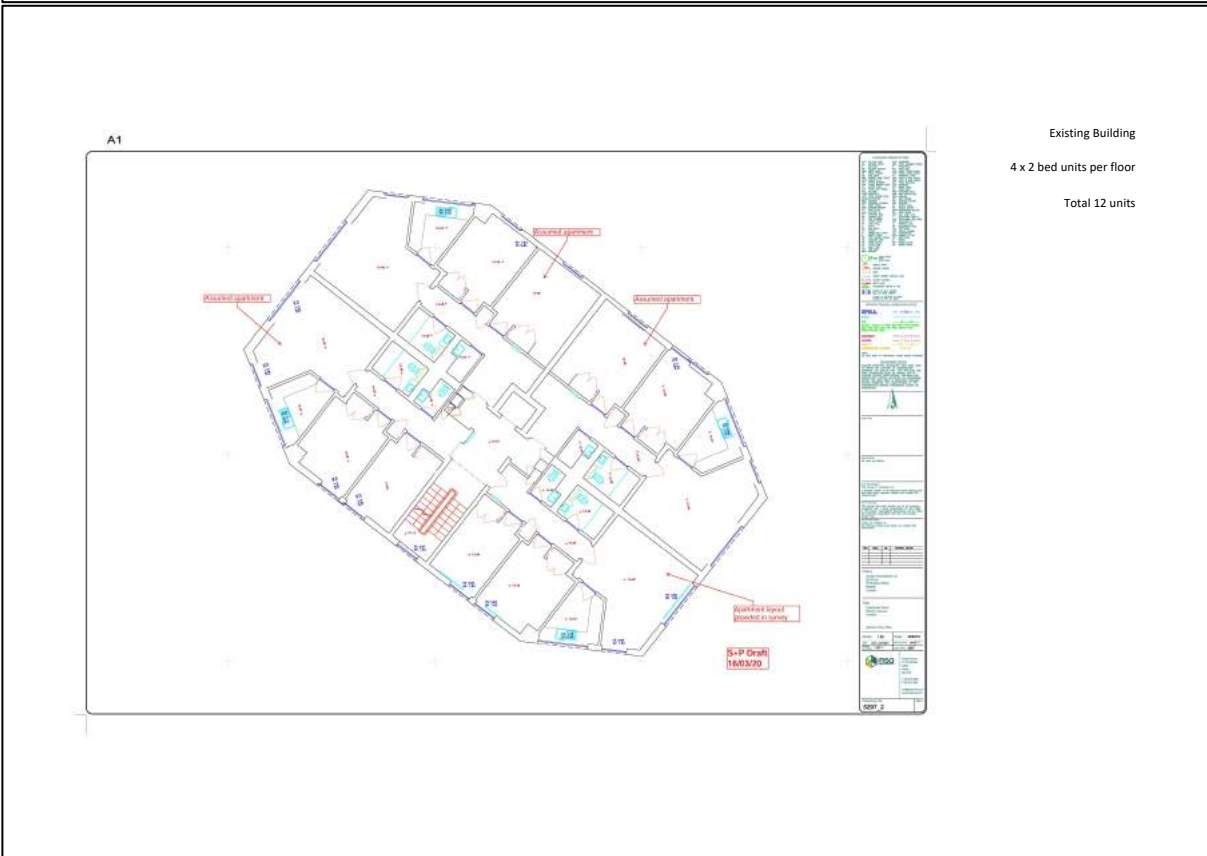
2. 60 Sloane Avenue,



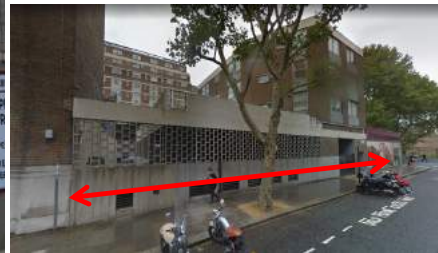
3. No. 2 Lucan Place. Granted, Construction underway



Existing Building



Existing Building – Dead Frontage



New Proposal

Response to RBKC Comments - HEIGHT

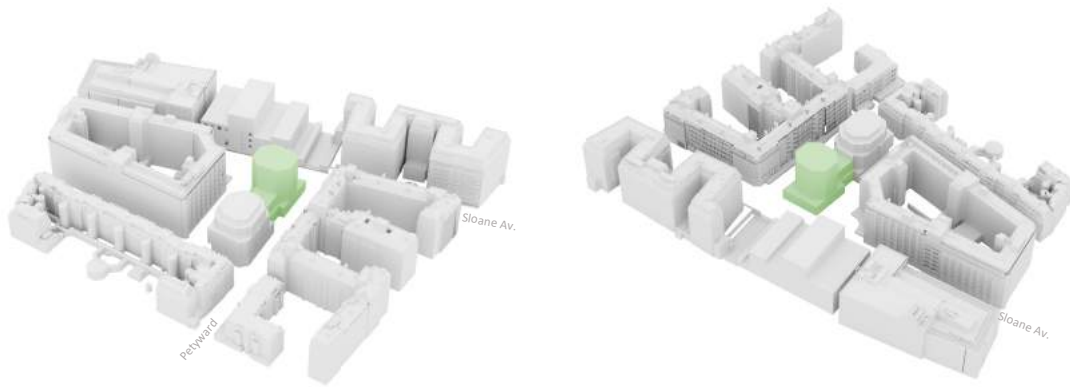
Comparison – Massing in context



Response to RBKC Comments - HEIGHT

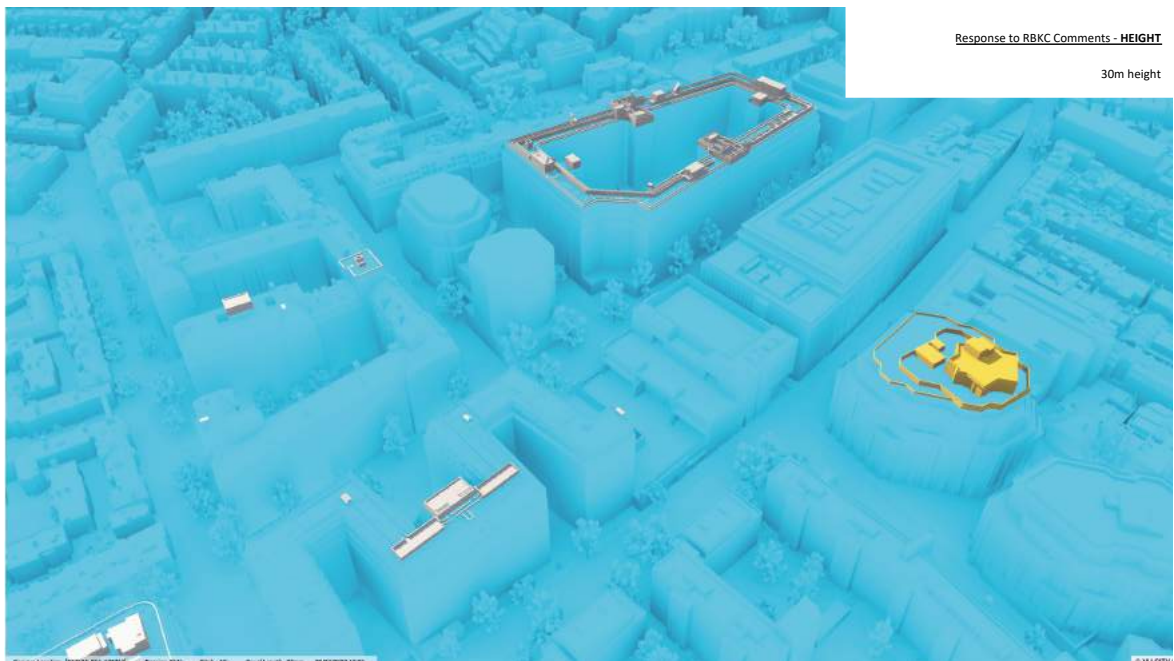
Response to RBKC Comments - HEIGHT

G+8 Proposal – Massing in context



Response to RBKC Comments - HEIGHT

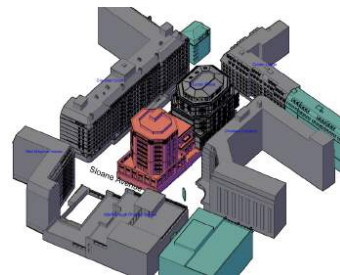
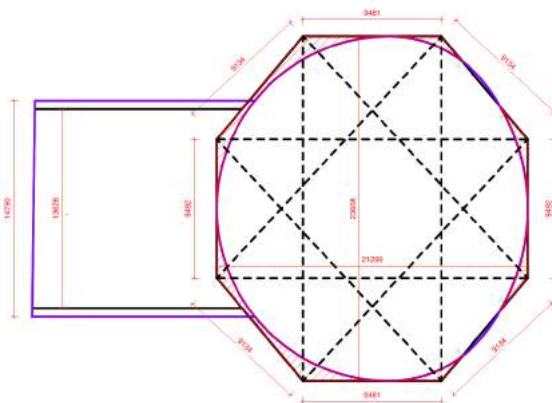
30m height



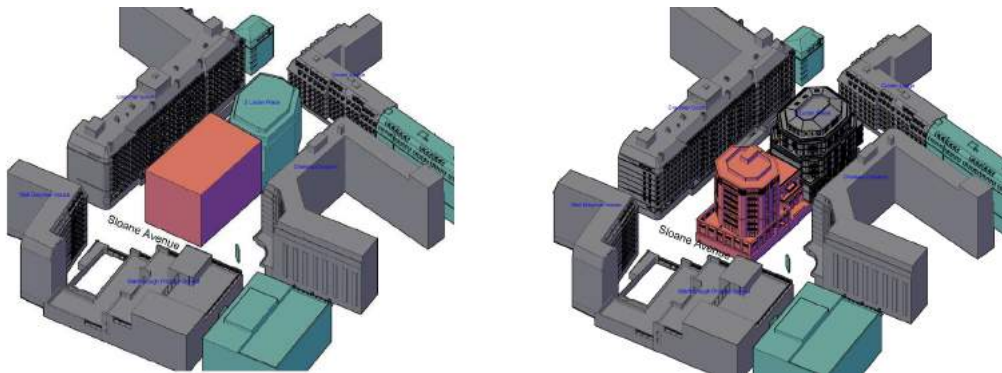


**FORM AND HEIGHT**

G+8 'Mansion Block' Proposal – Daylight/Sunlight Analysis



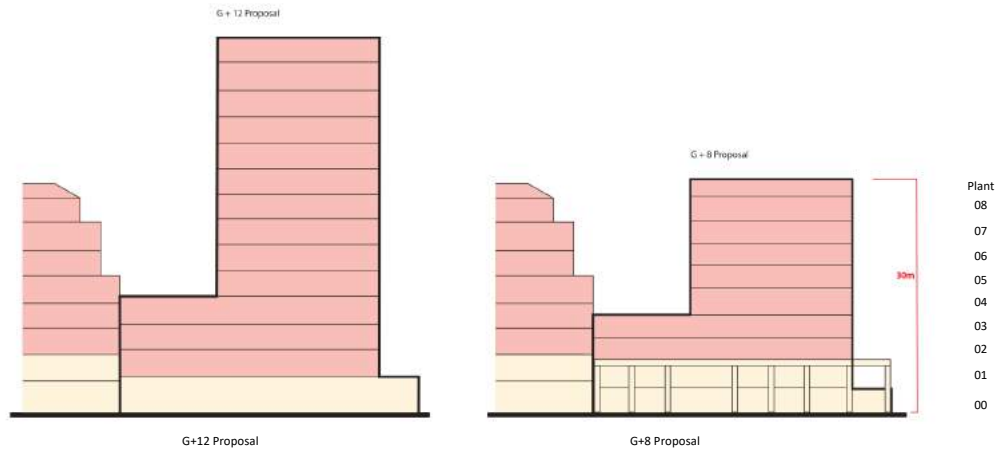
Lumina Daylight and Sunlight Massing Study Report – October 2023



Through the detailed impact studies undertaken in the early part of the design process, a conventional rectilinear "Mansion Block" form of massing covering the whole of the site and similar to Cranmer Court, Chelsea Cloisters or Crown Lodge, was shown to result in a significant level of impact especially at Cranmer Court, where losses of direct daylight would have exceeded 40%, and in some cases 50%, of current values (left diagram).

In order to maintain a reasonable level of direct daylight and internal daylight penetration into each of the rooms in the neighbouring buildings, the logical conclusion was to preserve light passing around, rather than over the new building and therefore the previous cylindrical shape of the tallest element has now been redesigned as an octagonal vertical block and expressing a mansion block-like feel alongside a retained lower podium on broadly the same footprint as the withdrawn application.

OVERALL HEIGHT COMPARISON WITH SUBMITTED SCHEME

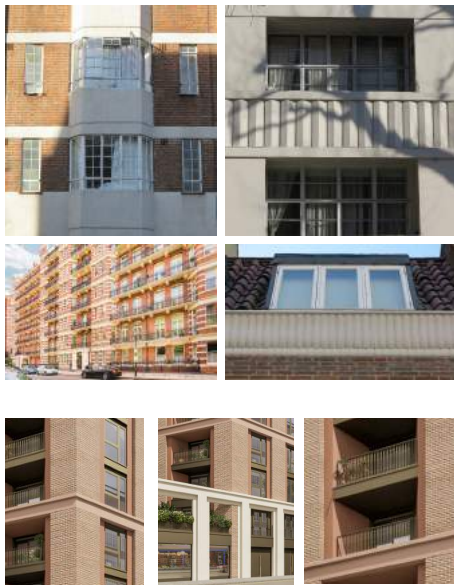




Mansion Block, materials & detailing references



Concept & Details



2 storey level podium to correspond with Lucan Place

Expression of the inset bay window

Brickwork and sandstone detailing



Brick

Stone/Sandstone

Architectural Metalwork



G+8 New Scheme – View North on Sloane Avenue

Illustrative Views in Context



G+12 Previous Proposal – View North on Sloane Avenue



G+8 New Scheme – View North on Sloane Avenue



G+12 Previous Proposal – View South on Sloane Avenue



G+8 Proposal – View South on Sloane Avenue

G+12 Previous Proposal – Markham Square HTVIA View



G+8 Proposal – Markham Square HTVIA View



External Envelope

Comparison – Sloane Avenue Front Elevation



G+12 Proposal



G+8 Proposal

External Envelope

G+8 Proposal – Sloane Avenue Elevation



External Envelope

Comparison of Proposals – Makins Street Side Elevation



G+12 Proposal



G+8 Proposal

External Envelope

G+8 Proposal – Makins Street Context Elevation





External design- PODIUM

G+12 Previous Proposal – View towards residential entrance on Makins Street



External Envelope

G+8 Proposal –  
View towards residential entrance on Makins Street





Response to RBKC Comments - PODIUM

G+12 Previous Proposal – View towards entrance on Petyward



External Envelope

G+8 Proposal – View towards entrance on Petyward



Response to RBKC Comments - PODIUM

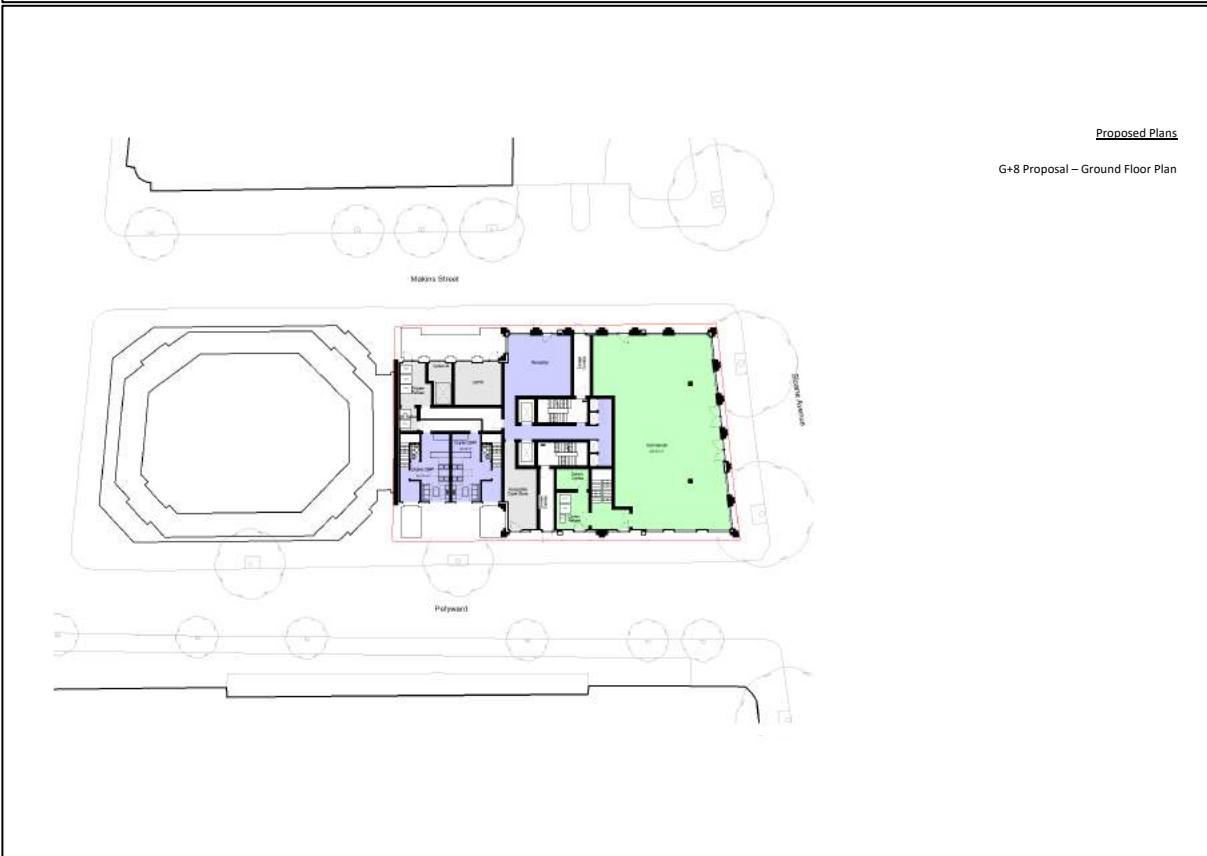
+12 Previous Proposal – View towards commercial entrance on Sloane Avenue



External Envelope

G+8 Proposal – View towards commercial entrance on Sloane Avenue

Proposed Plans



Proposed Plans

G+8 Proposal – Ground Floor Plan

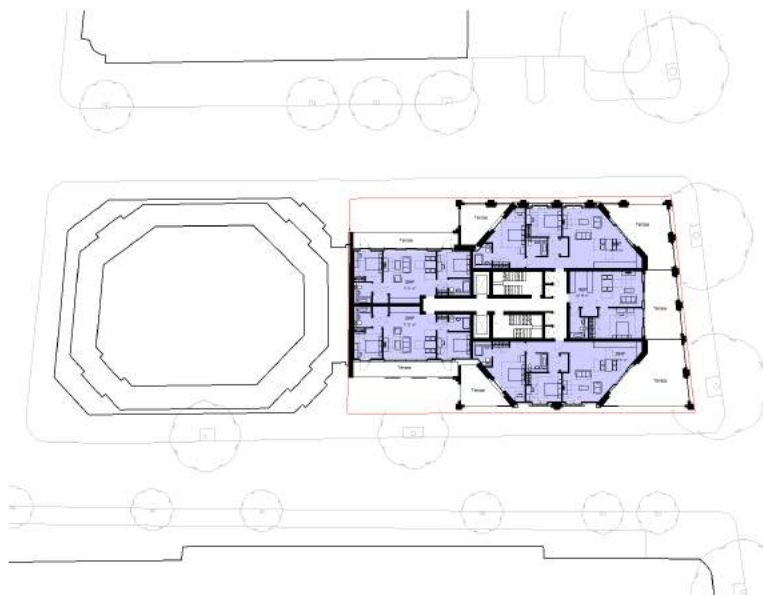
Proposed Plans

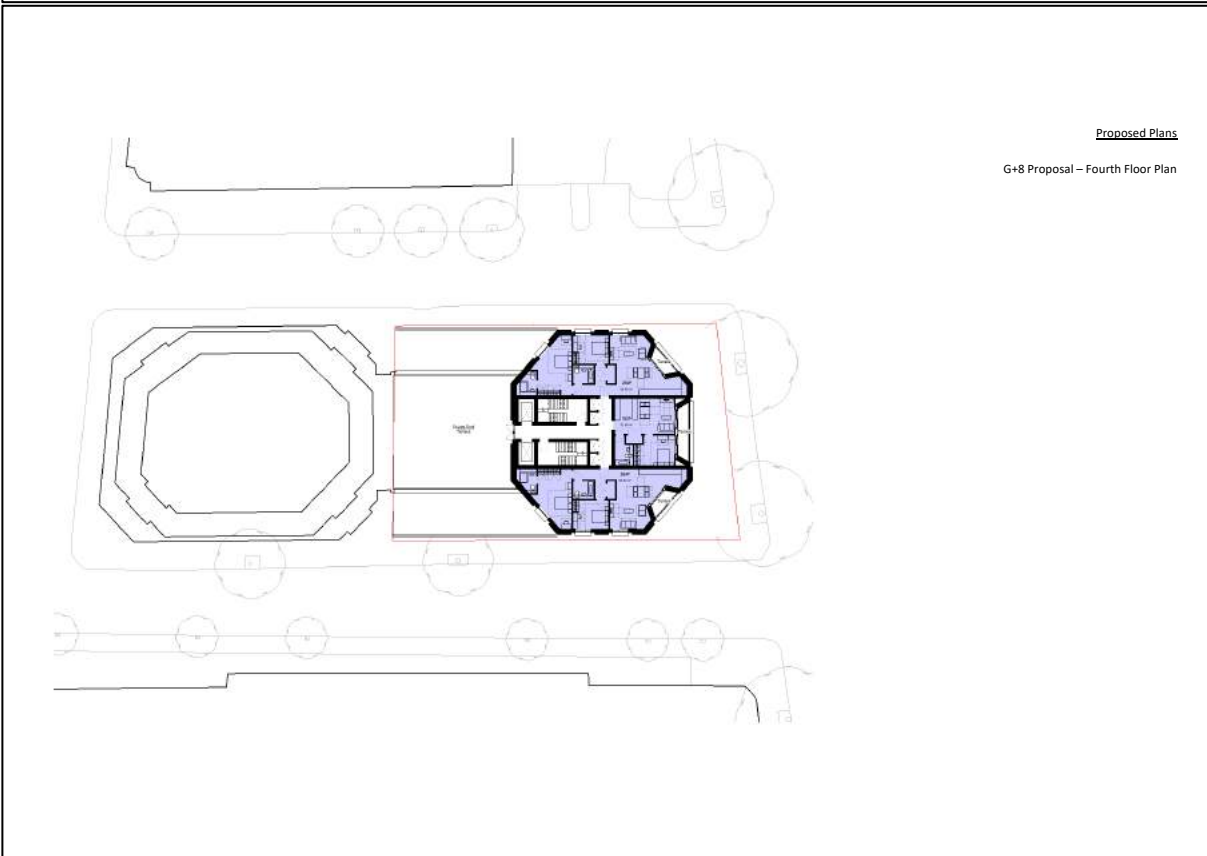
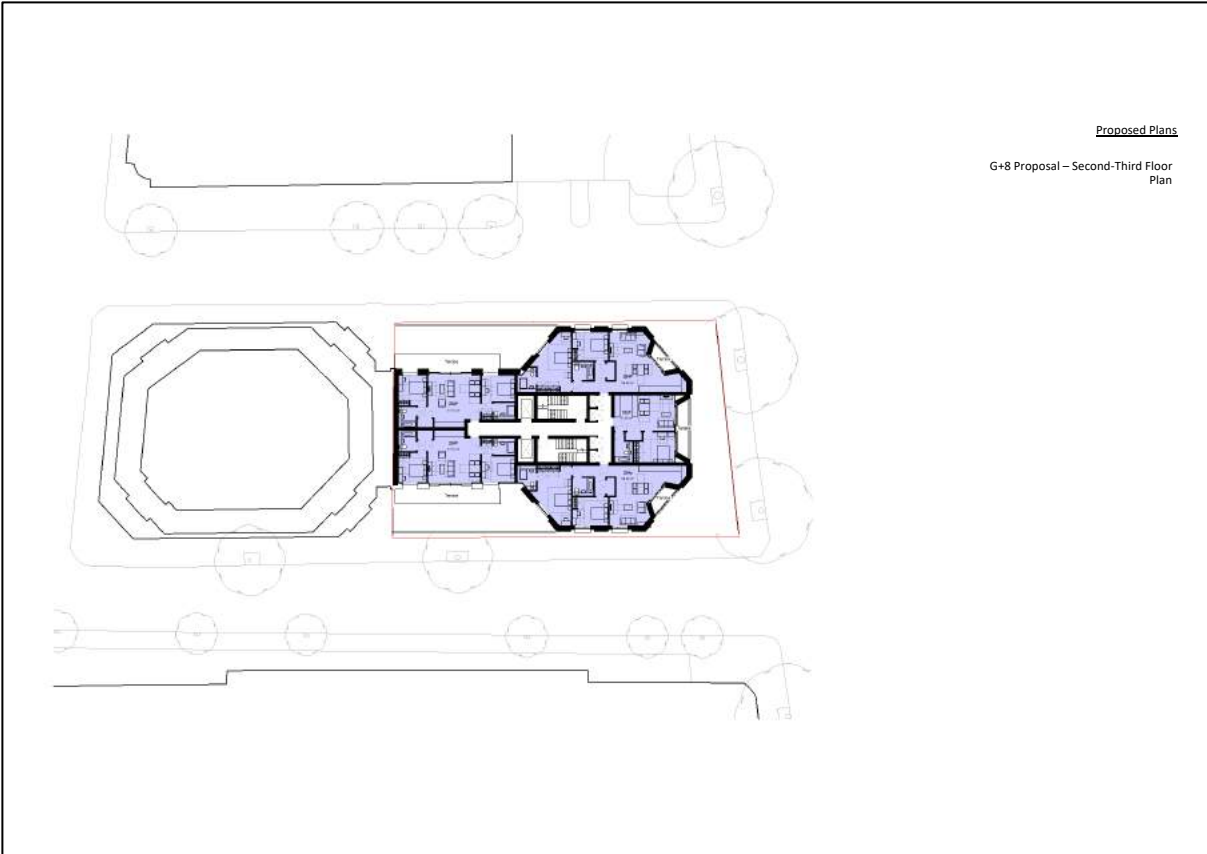
G+8 Proposal – Lower Ground Floor Plan

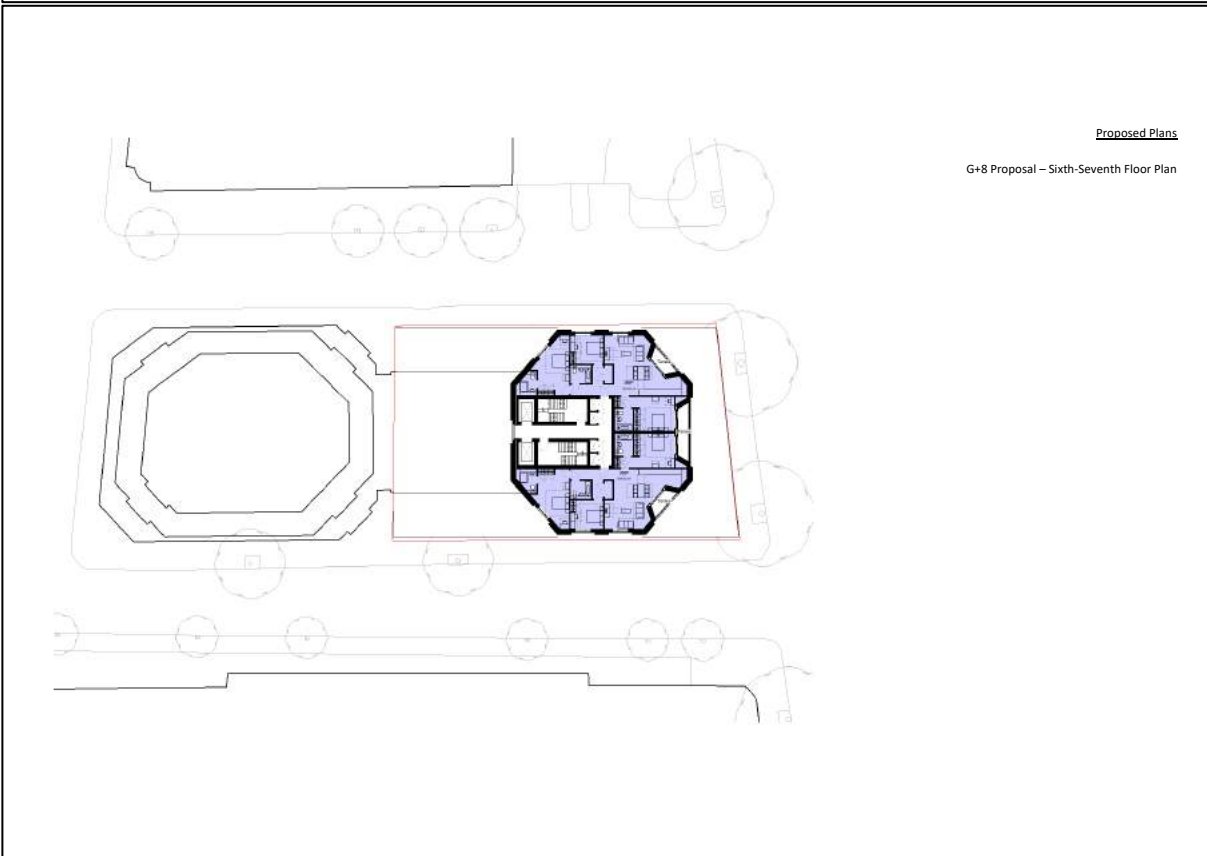
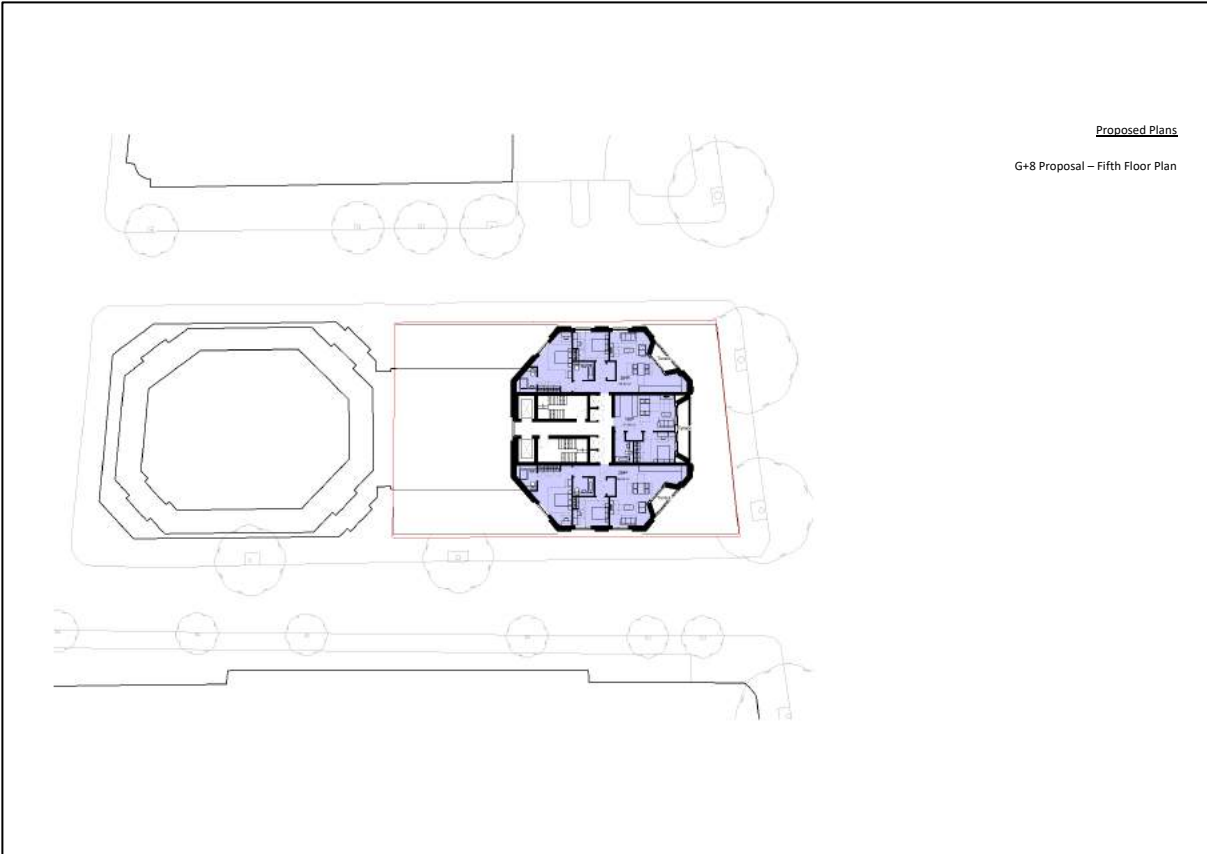


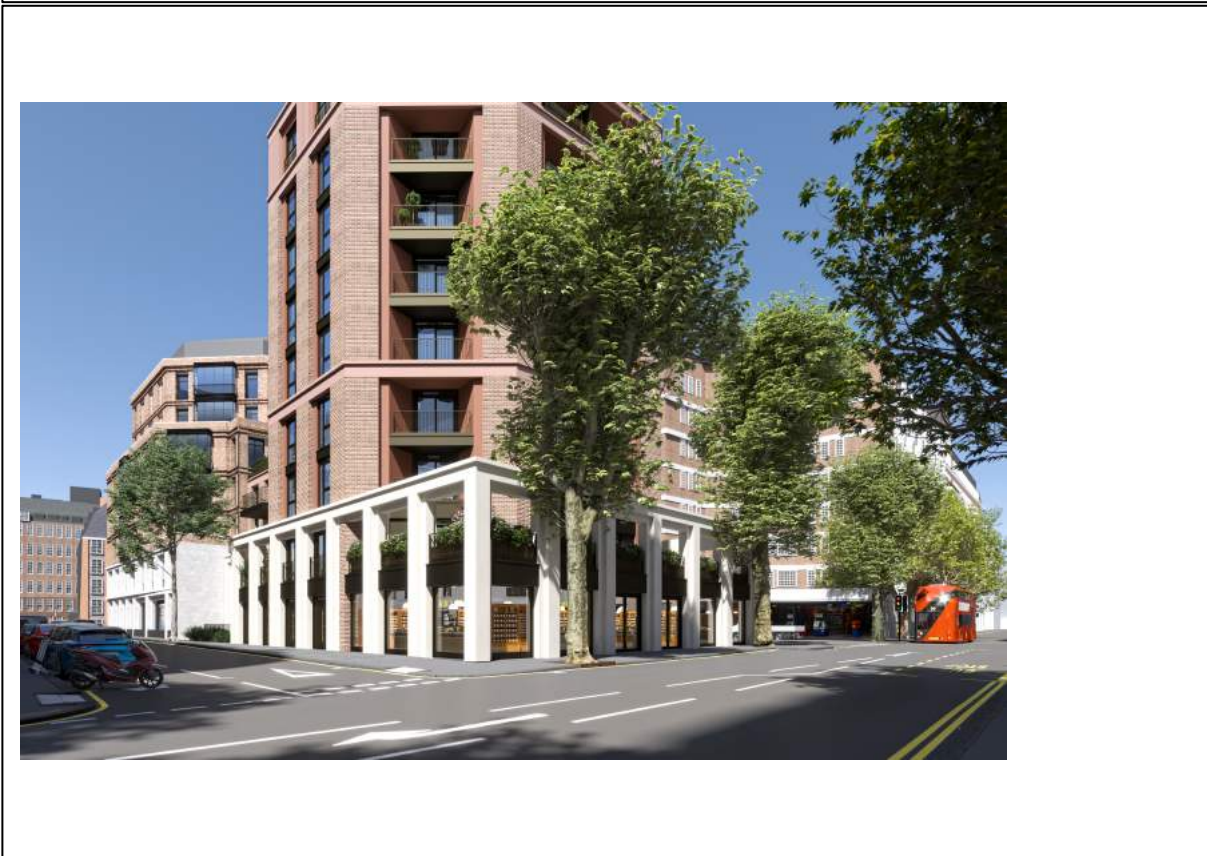
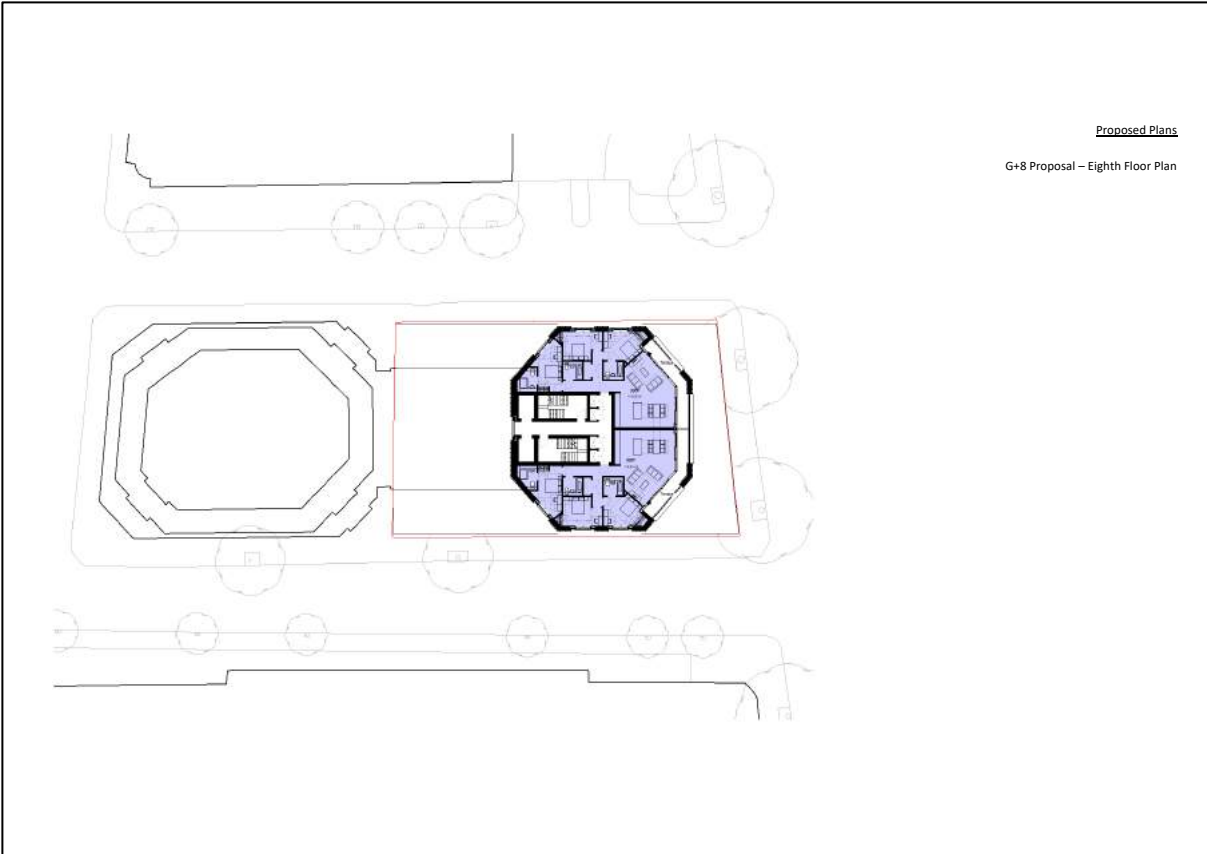
Proposed Plans

G+8 Proposal – First Floor Plan









Thank you !

## SQUIRE & PARTNERS

Colebrook Court – ‘The Sloane’

Public Consultation Presentation

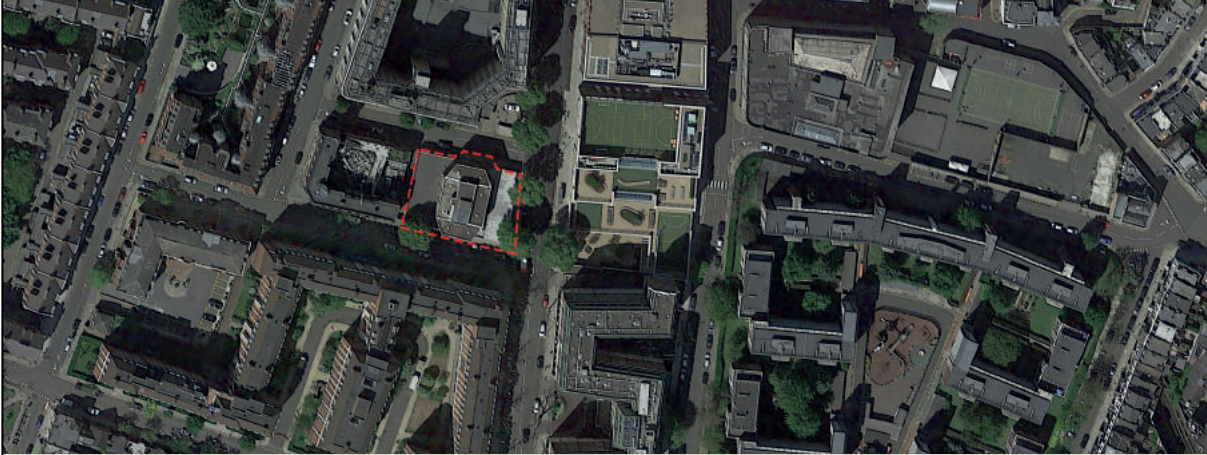
30<sup>th</sup> October 2023





**APPENDIX I:** Display boards shown at drop-in session (November 2023)

# THE SLOANE LONDON



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.

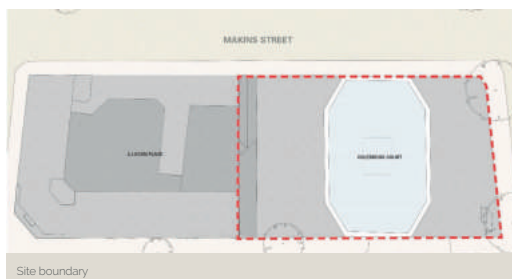
The current Colebrook Court site comprises a Sainsbury's 'Local' store, a small commercial unit on ground floor level on Makins Street, a three-storey residential block and covered car park with an access off Makins Street.

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

# THE SLOANE LONDON

## BACKGROUND

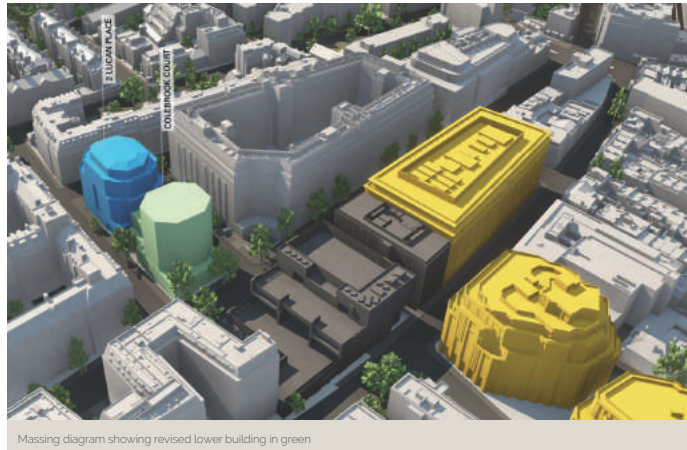
**The site contains dated and unattractive buildings and the ambition of the applicants, Colebrook Court Residents Association Ltd is to provide a new high quality mixed-use building at this urban brownfield site.**

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.

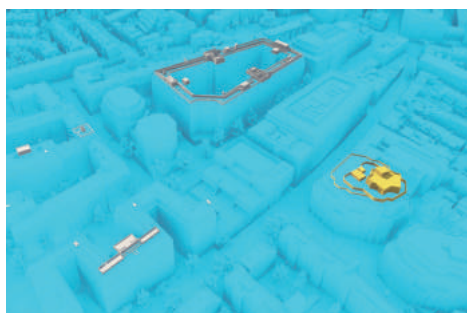
The Royal Borough of Kensington and Chelsea carried out its own consultation on the submitted planning application. However, as a direct result of the consultation responses, it was decided once again to re-think the redevelopment of the Colebrook Court site and the planning application was withdrawn.



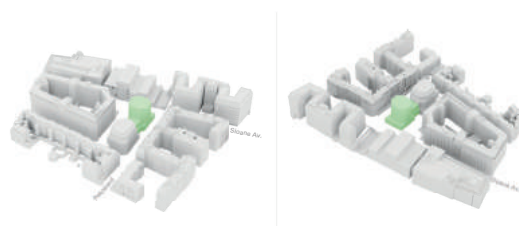
Massing diagram showing revised lower building in green

## 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.

# THE SLOANE LONDON

## 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.

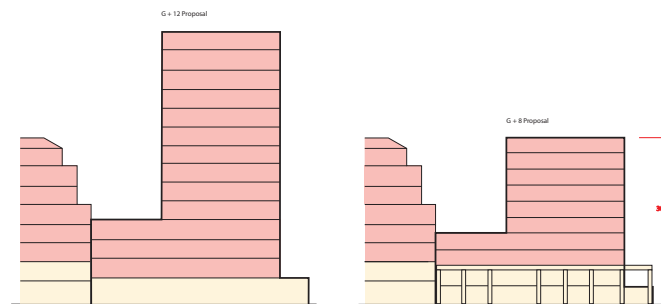
A height reduction and a redesign of the form of the building were undoubtedly the two principal items that the local community identified last year. The computer-generated images show the very visible and appreciable differences between the 2022 proposal and the latest 2023 proposal.

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

# THE SLOANE

## LONDON

### 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.

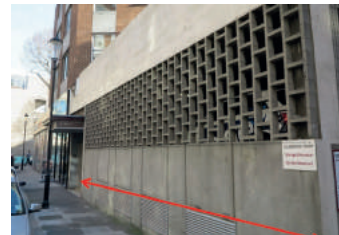
The building plant at roof level will be concealed within a setback sound-proofed enclosure so that its visual and noise impacts are minimised.



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



# THE SLOANE

## LONDON

### 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.**

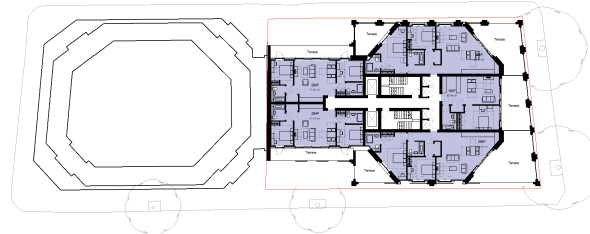
Some 29 new apartments for private sale are proposed in the new building with a mix of one, two and three-bedroomed apartments. Typical floor layouts are shown.

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.

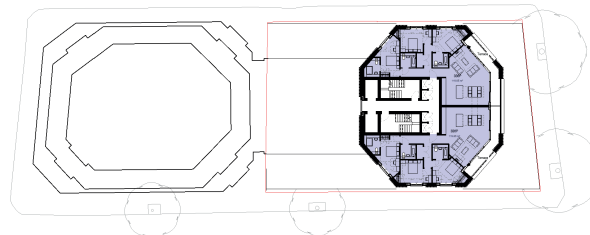
The proposed commercial space of 531 sq. m in total will be ideally suited for local retail provision and is broadly consistent with the existing space provided. Previous community feedback indicated that the local supermarket is very much valued and the intention is to re-provide that within the completed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

# THE SLOANE LONDON

## 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



