

# Proposals for 90 Sloane Avenue, South Kensington

## Welcome

Welcome to our drop-in event on the proposals to redevelop 90 Sloane Avenue.

Tribeca Holdings own a number of buildings in South Kensington, including 90 Sloane Avenue. As a long-term steward of these properties, we have a longstanding desire to bring the building up to the same high quality standard as the other buildings in our ownership. Our ambition has always been to replace the existing building to create a landmark development in this prominent location, whilst bringing forward the best design solution for the context of the site.

At this drop-in event, you will be able to view the final plans that have recently been submitted to Royal Borough of Kensington and Chelsea (RBKC) Council, as well as speak to the project team who will be able to answer any questions you may have on the planning application or next stages for the delivery of the building, should planning permission be granted.

### The proposals

The proposal is for a new six storey building (ground plus five stories) and a retained single level basement. The current building uses will not change – the ground floor and part basement will continue to provide retail space and the upper levels will accommodate 24 apartments.

### Key aspects of the new designs proposed are as follows:

- An exemplary building with a heritage-led design to respect the location.
- A building of a similar height to the previously consented scheme from 2023, with an enhanced elevational design to create a landmark building.
- Relocation of the residential entrance to Draycott Avenue, which is quieter and provides a more welcoming entrance.
- A new flagship retail unit aimed at a high-end global brand to support the continued vibrancy of Brompton Cross.
- A zero-carbon approach with ground source heat pumps.
- Removal of the basement car park and car lift to create a sustainable, car-free building.



View of the proposed scheme from the corner of Fulham Road and Pelham Street.





# Proposals for 90 Sloane Avenue, South Kensington

## Background

### The site

90 Sloane Avenue enjoys a prominent location on the corner of Sloane Avenue, Draycott Avenue and Brompton Road. The current five-storey concrete and red brick building, Elden House, dates back to the 1960s and is of poor architectural quality.

Over the years, we have considered various options to improve 90 Sloane Avenue, including proposals to demolish and redevelop the site, as well as plans to extend and refurbish the building.

### Extant planning consent

In 2021, we started to discuss plans to demolish and redevelop the building, however, these plans did not progress to the planning application stage, as it was not possible to reach an agreement with all the tenants of the building.

In 2023, planning consent was granted by RBKC for a new floor of residential accommodation, a two-storey side extension, new cladding, and the addition of new windows and balconies. We chose not to progress these plans as we have always believed a more comprehensive redevelopment of the building is more desirable.

### Our new proposals

We have now reached an agreement with all tenants that makes it possible to replace the existing building, which will allow for a more comprehensive redevelopment that considers the full potential of the site and delivers a higher-quality building.

Building on our previous pre-application discussions with RBKC for a new building and local consultation, we have developed our proposals and submitted new plans to RBKC. The proposals are guided by a more holistic approach for the redevelopment of the site, seeking to demolish and replace the building with a design more fitting of this prominent location, created with better design methods, materials and quality throughout.



### Planning history timeline

1764

The first building on the site of Elden House was built, The Cow and Calf public house, later renamed the Admiral Keppel.

1856

The Admiral Keppel was rebuilt as a three-storey structure.

1963

Due to the need for post-war housing, the Admiral Keppel, six flats on Draycott Avenue and four flats on Sloane Avenue, were demolished and replaced with Elden House.

2023

RBKC approve the planning application to refurbish and extend Elden House.

2024

Planning application submitted to RBKC for proposals to demolish and replace Elden House.



[consultation@cascadecommunications.co.uk](mailto:consultation@cascadecommunications.co.uk)



020 7871 3565

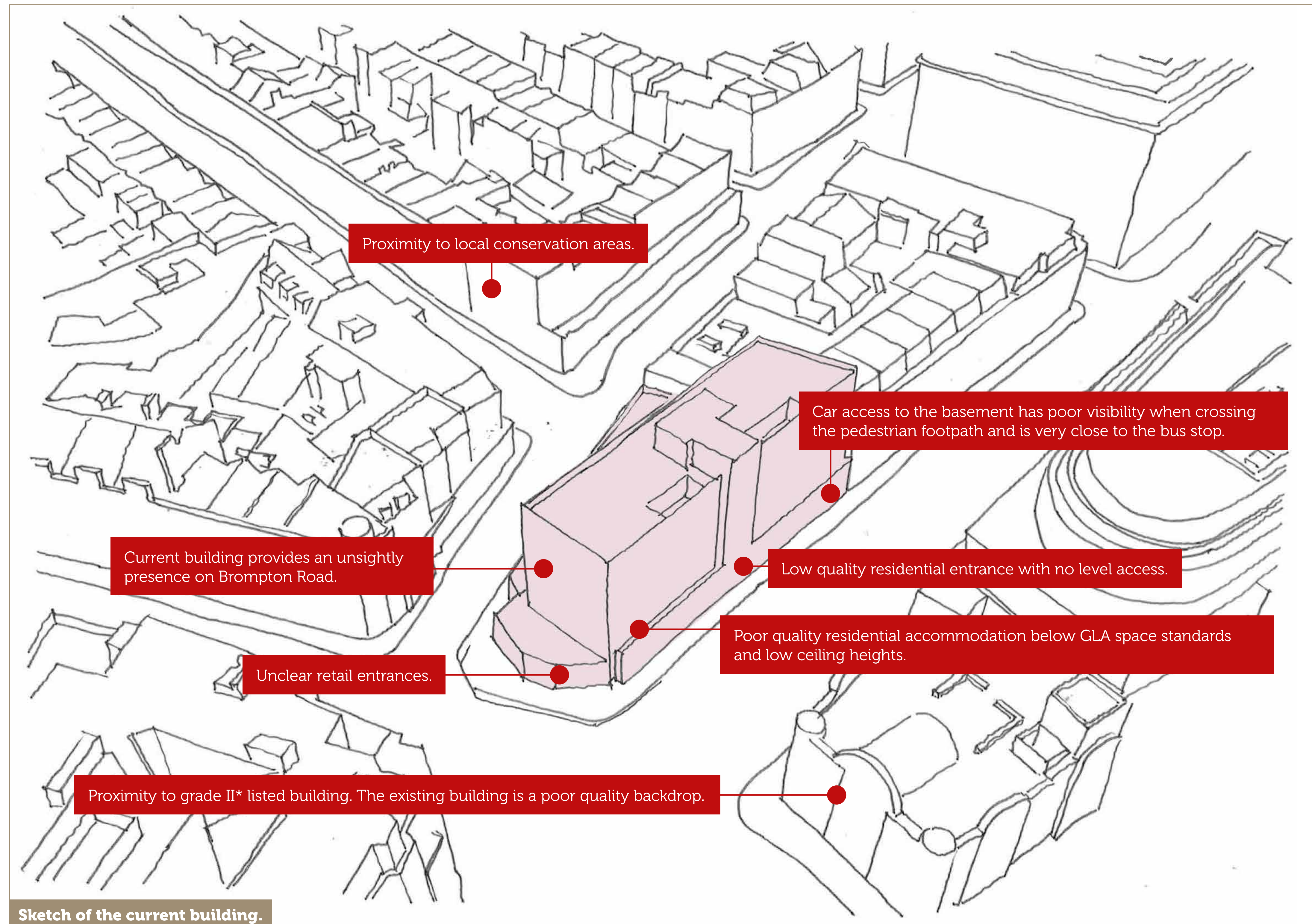


[90sloaneave.co.uk](http://90sloaneave.co.uk)



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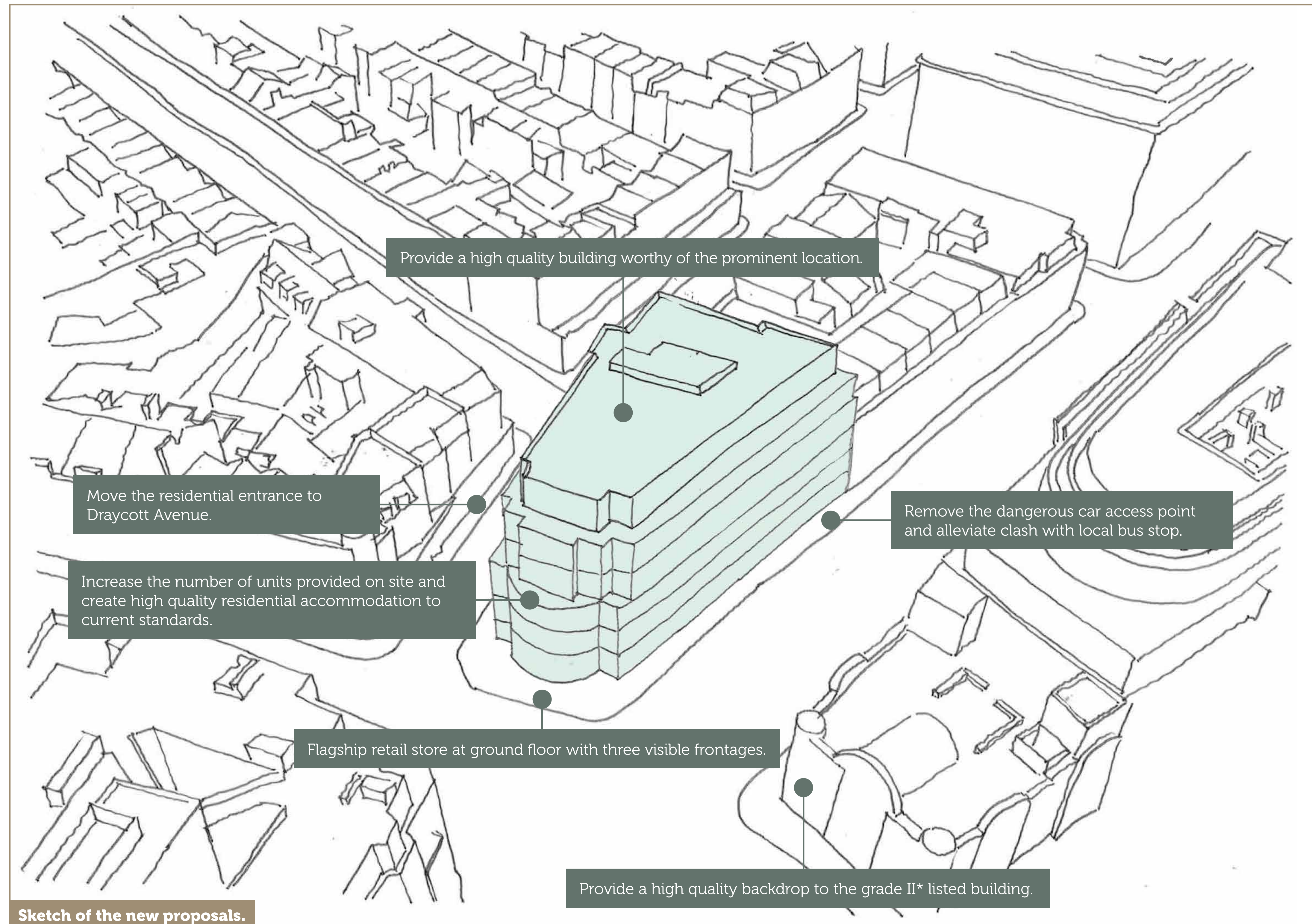
## Site constraints and challenges





# Proposals for 90 Sloane Avenue, South Kensington

## Site opportunities

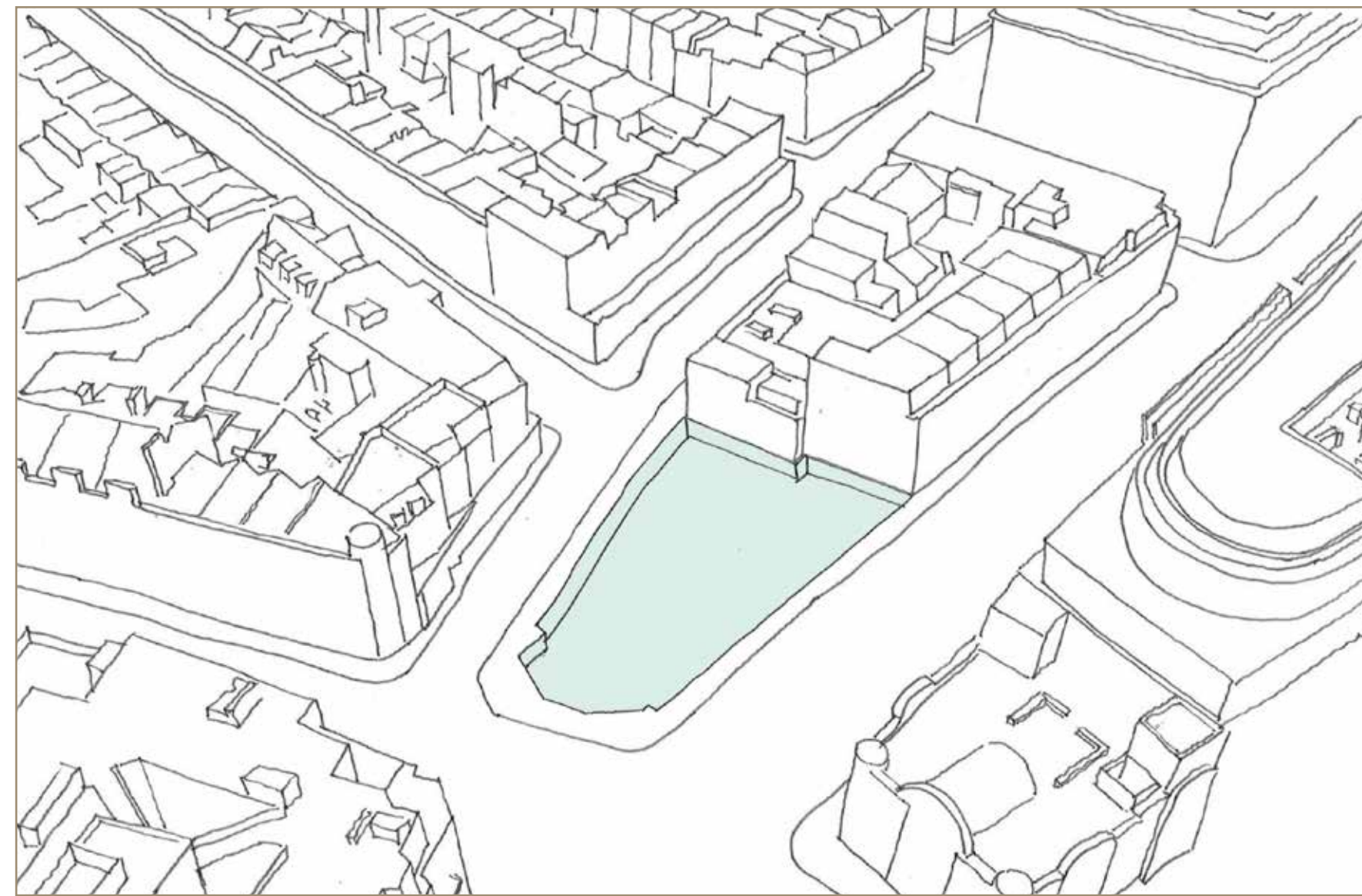




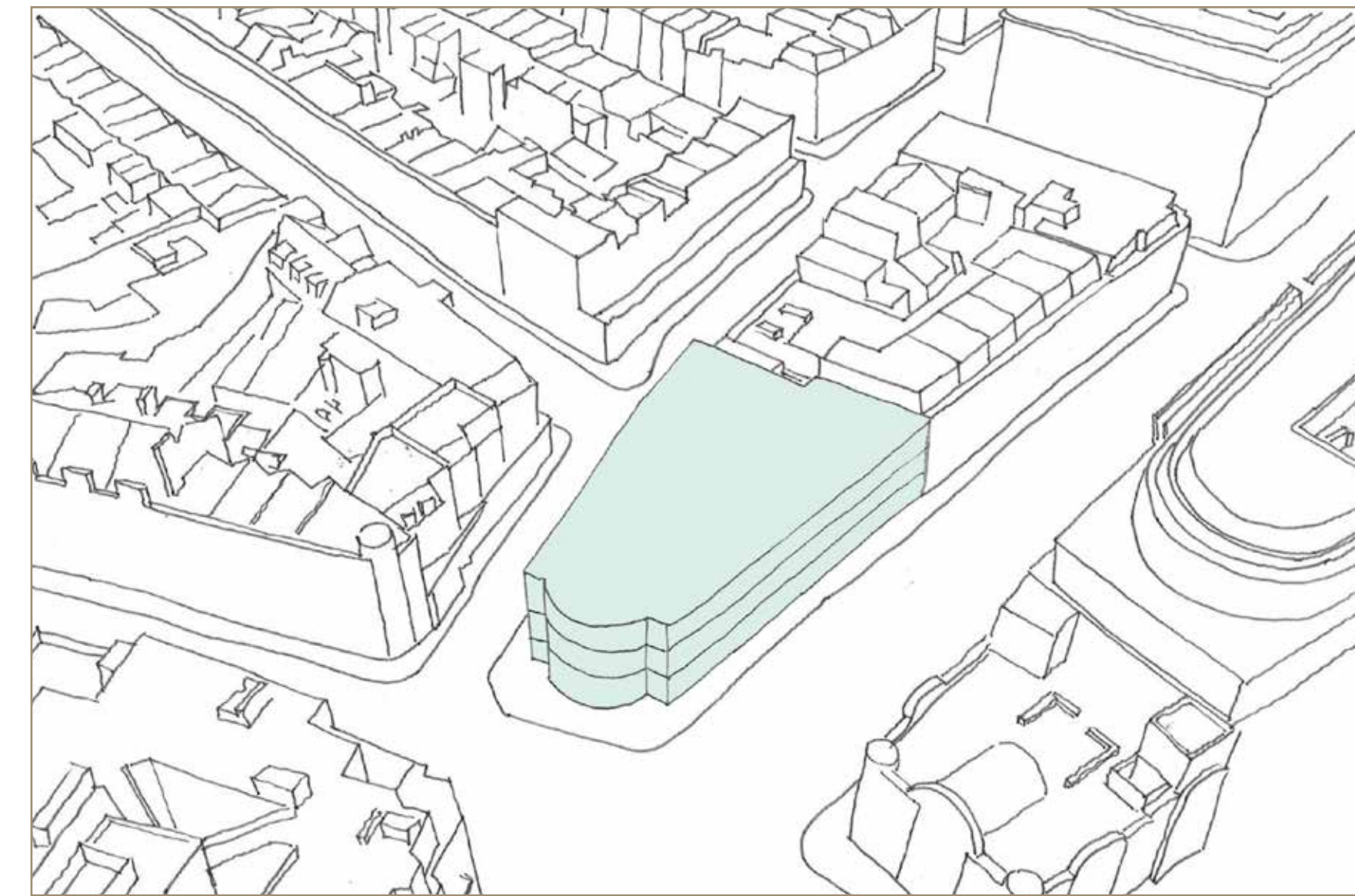
# Proposals for 90 Sloane Avenue, South Kensington

## Design development

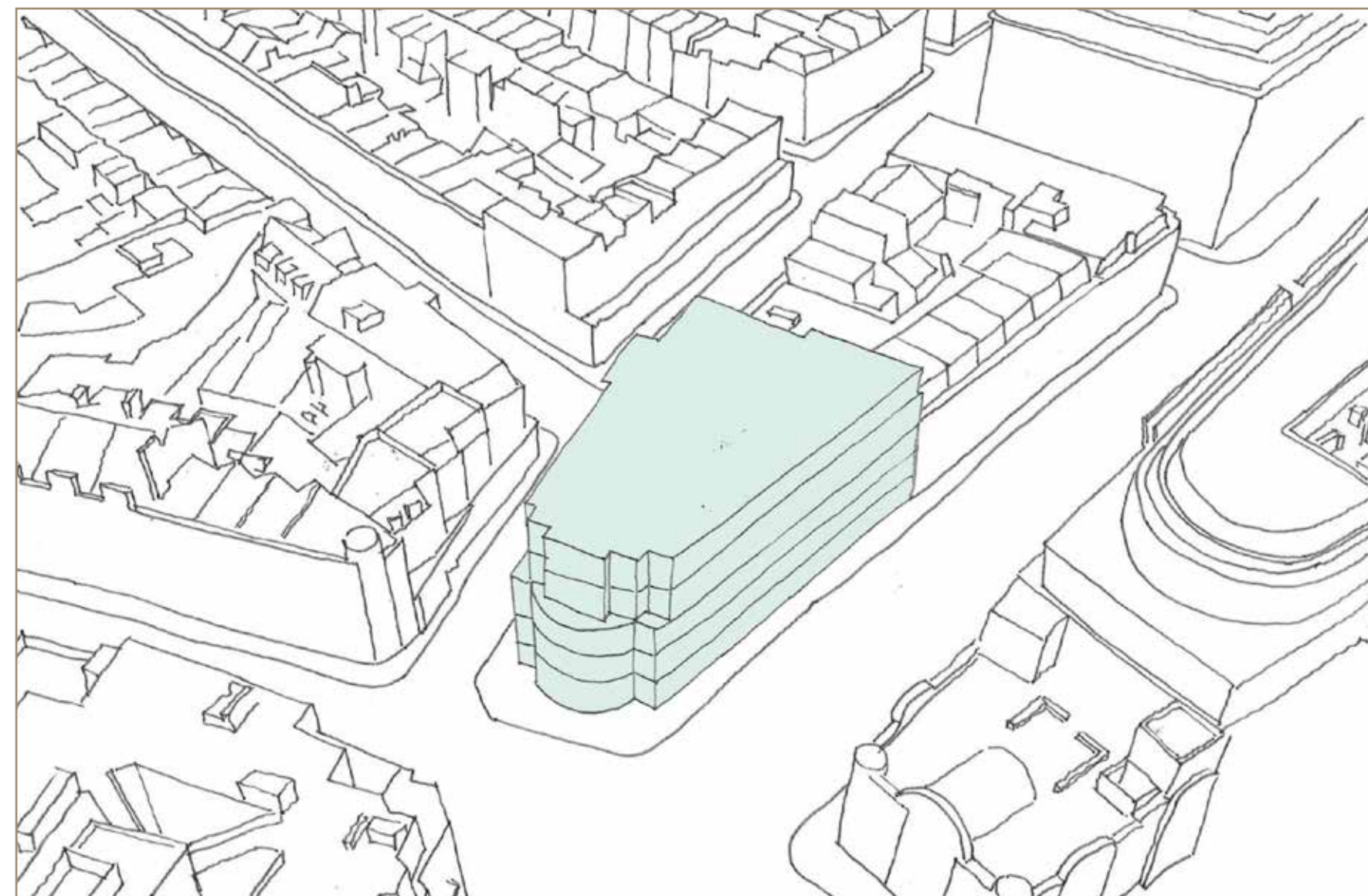
We have carefully considered the scale and design of nearby buildings and our neighbours to develop a building that respects the local context. The diagrams below show how the building has been developed.



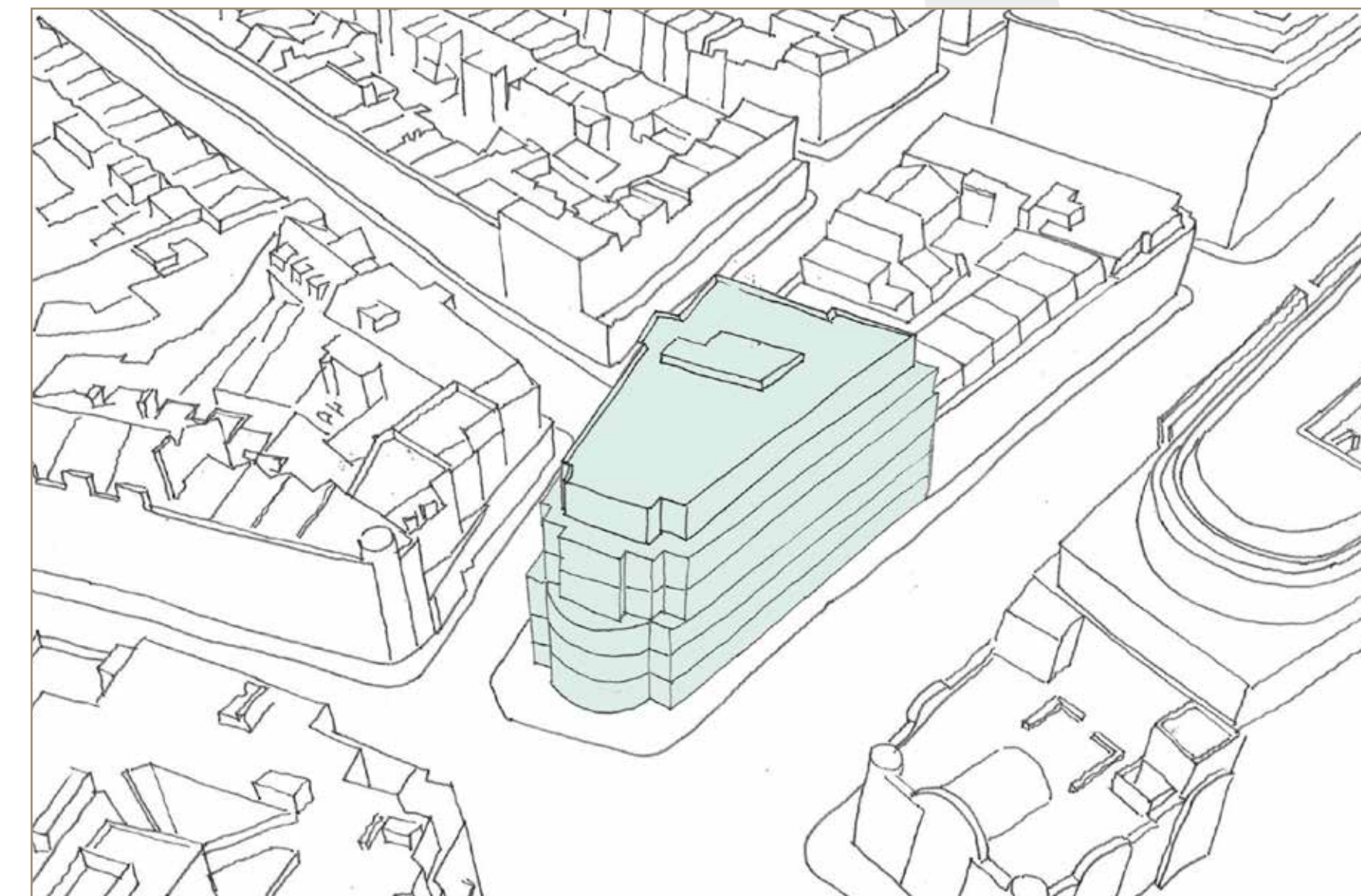
- Retention of the existing basement following demolition of the existing structure.
- Existing basement retaining walls are reused, offering a significant saving in embodied carbon.



- Three-storey massing.
- Curved bullnose along Brompton Road to give space to pedestrian walkway and soften the elevation.



- Two-storey massing.
- Matching the existing five-storey elevation along Sloane Avenue.
- Set back along Brompton Road, Draycott Avenue and the eastern elevation to soften the relationship with the streetscape.
- Stepped frontage along Brompton Road.



- Single-storey roof form.
- Set back along all elevations.






# Proposals for 90 Sloane Avenue, South Kensington

## Comparing the proposals

This prominent location in South Kensington, in the heart of the shops and businesses of Brompton Cross, would benefit highly from a better quality building. The three images below show how we have considered various options for the site and compare the existing building to the previously consented scheme and the new proposals.

**Photo of existing building at 90 Sloane Avenue.**



**The site today**

- Five-storey building.
- Basement level car park.
- 8,175 sq ft. retail unit at ground floor and part basement, occupied by clothes retailer, Joseph.
- 20 residential apartments.
- Roof plant.
- Residential access from Sloane Avenue.


**CGI of consented scheme 2023.**



**2023 consented scheme**

- Retention of existing five-storey building.
- Additional roof storey added.
- Side extensions to Draycott Avenue at the 1st and 2nd floor level.
- Retention of basement level car park.
- New cladding.
- Rearrangement of windows and new balconies added.

**Sketch of proposed building 2024.**



**2024 proposals**

- New six-storey replacement building.
- Removal of basement car park.
- New 8,100 sq ft. flagship retail unit at ground floor and part basement.
- 24 high quality residential apartments.
- Relocation of majority of roof plant to basement.
- Residential access moved to a quieter location on Draycott Avenue.
- Improved access to the new retail unit from Brompton Road.



# Proposals for 90 Sloane Avenue, South Kensington

## Developing the plans

### Elevations

The elevational design takes inspiration from the local context and heritage, the window bays have been developed to provide a balanced facade whilst having a hierarchy and scale as you move up the building, similar to that of the Harrods Depository buildings along Draycott Avenue and Trevor Square.

### Materials

A high quality palette of materials has been chosen to reflect the local context and complement the elegance of the building design, providing a high quality backdrop to Michelin House and local conservation areas.

The selected brick will be a light red coloured handmade brick. Windows will have clear glazing in anodised aluminium bronze frames.

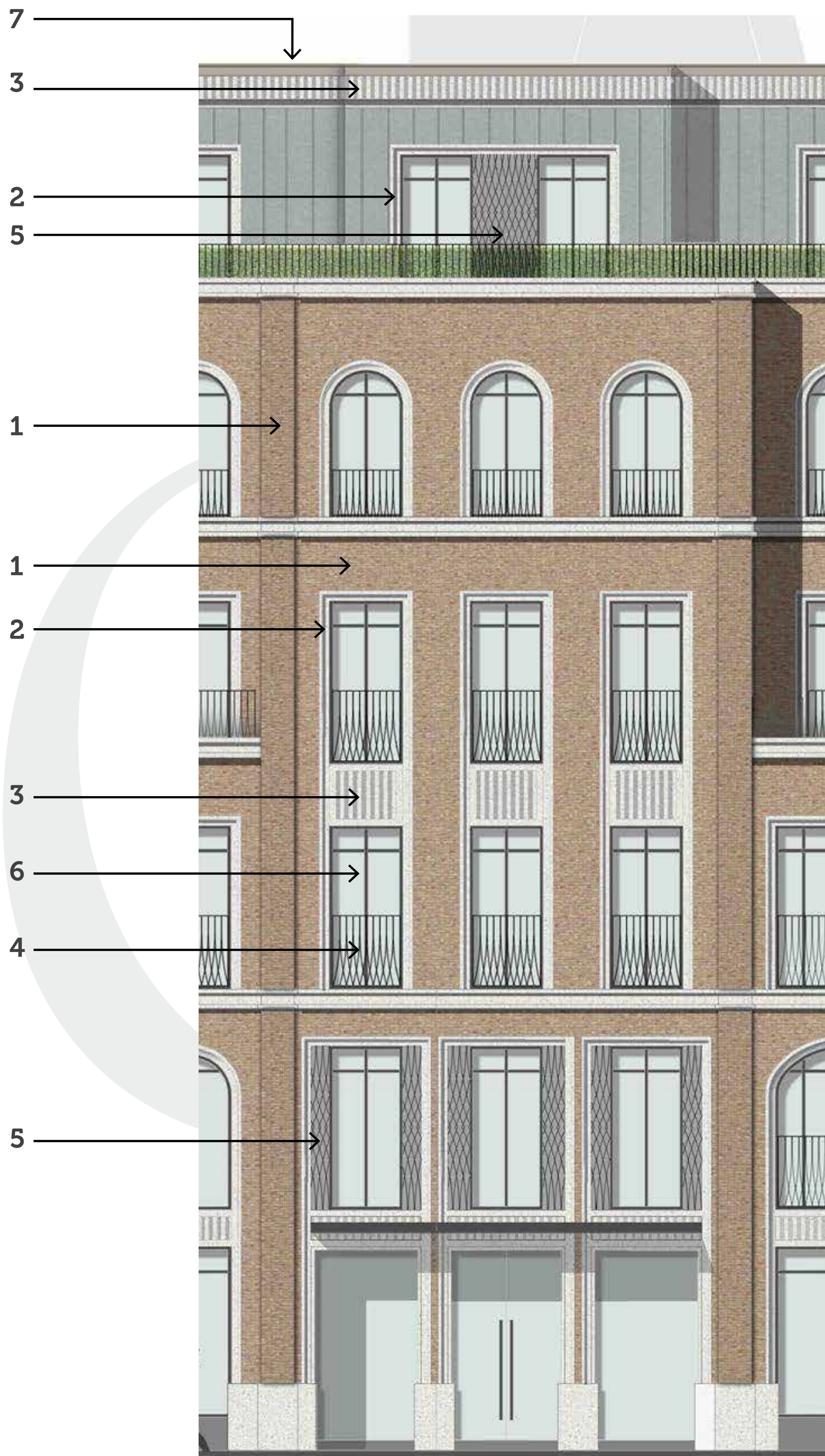
The roof elements will have natural stone detailing and metal cladding, whilst decorative metal balustrades will be used.



Local materiality.

### LEGEND

- 1 - Red Brick
- 2 - Stone
- 3 - Ribbed Stone Detail
- 4 - Metal Cladding
- 4 - Metal Balustrade
- 5 - Decorative Metal Panel
- 6 - Crittall Style Glazing
- 7 - Metal Parapet Detail





# Proposals for 90 Sloane Avenue, South Kensington

## Design and massing

The proposed building has a five-storey façade facing onto Sloane Avenue, which transitions to three-storeys around the Brompton Cross bullnose and into Draycott Avenue (see Figure 1).

The sixth floor is designed as a roofscape element, which is used widely in the local neighbourhood and reduces the visual weight of the overall building.

A curved treatment is proposed for the bullnose to provide a softer and more welcoming frontage on Brompton Road (see Figure 2) – this form is found locally in the upper elements of the Michelin Building and opposite South Kensington tube at the corner of Harrington Road and Old Brompton Road.

The building then steps back at the third floor and fifth floor in order to give priority to views of the Michelin building along Brompton Road (see Figure 1).

The proposed building is a similar height and scale to the plans consented in 2023. The blue line on Figures 3 and 4 shows the outline of the consented scheme for illustrative purposes.

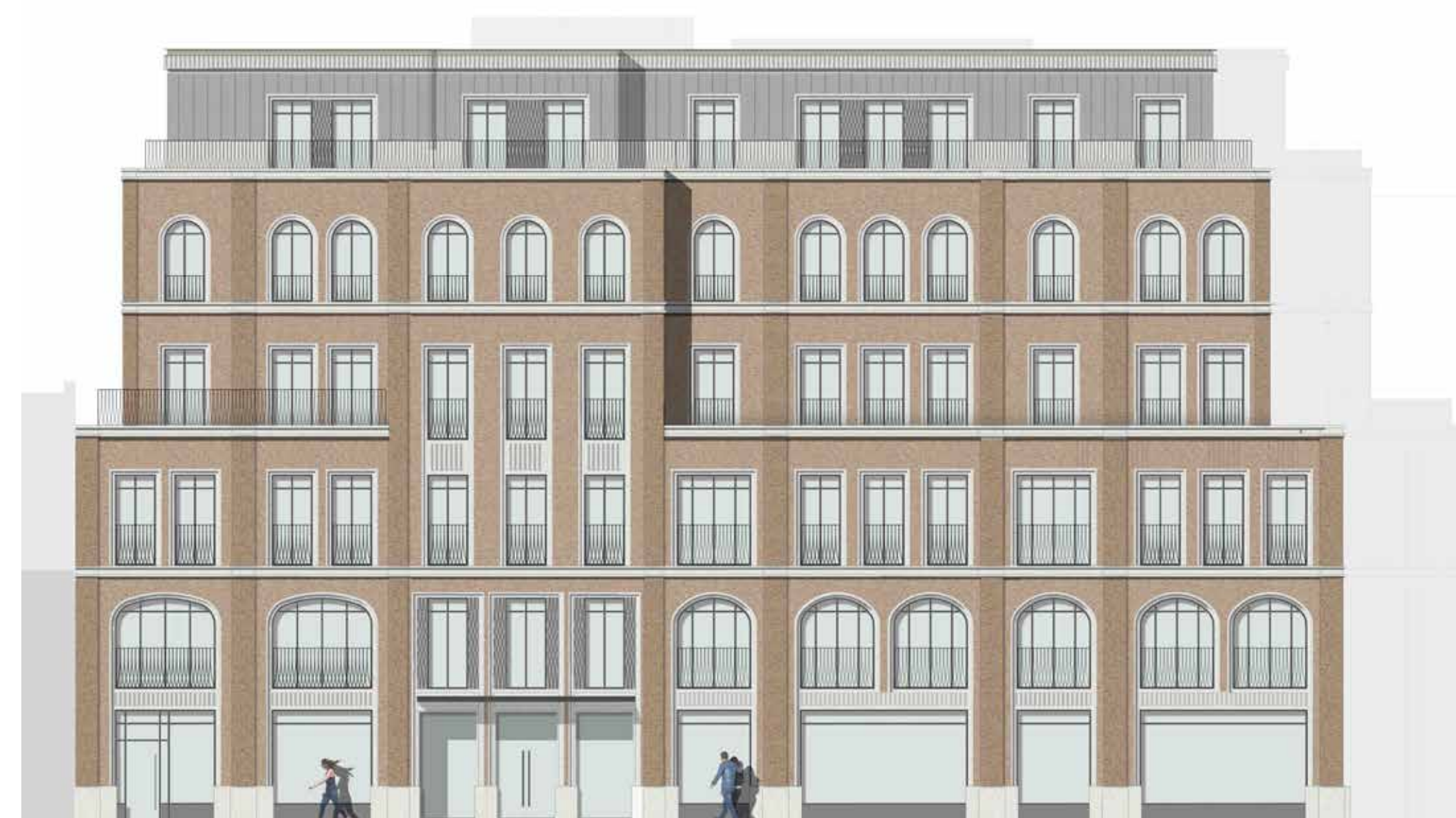


Figure 1: Draycott Road elevation.



Figure 2: Brompton Road elevation.



Figure 3: Sloane Avenue elevation.



Figure 4: Brompton Road elevation.





# Proposals for 90 Sloane Avenue, South Kensington

## Visualisations





# Proposals for 90 Sloane Avenue, South Kensington

## Next steps

Thank you for visiting our event to learn more about the proposals for 90 Sloane Avenue.

The planning application has now been submitted to Royal Borough of Kensington and Chelsea Council. As soon as they are made available, the planning application details will be shared on the project website ([90sloaneave.co.uk](http://90sloaneave.co.uk)) and via our mailing list. You will be able to comment on the application on RBKC's website.

A copy of the information boards shared today will be available to view on our website from Wednesday 11th September.

Please speak to a member of the team if you have any questions regarding the proposals or complete a form and we will respond to you.

### Next steps

We will continue to work with RBKC once the planning application has been approved to agree a Construction Traffic Management Plan (CTMP) and Construction Management Plan (CMP).

These plans will be agreed before any construction work starts and will determine how construction vehicles approach and leave the site and how construction is managed to mitigate any potential impacts, taking into account any neighbouring construction activity.

We will continue to remain in contact with our neighbours regularly, using our mailing list to send out updates.

### Sign up for updates – join our mailing list

To sign up to our mailing list, please visit our website or email [consultation@cascadecommunications.co.uk](mailto:consultation@cascadecommunications.co.uk).



Scan me to visit the website



View of the proposals from the Pelham Crescent, opposite the Bibendum building.



[consultation@cascadecommunications.co.uk](mailto:consultation@cascadecommunications.co.uk)



020 7871 3565



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