

Sotheron Place, Fulham



Aerial View of the Site and the Context

Introduction

Current Site Owners:

- The Wray Family

Current Site Uses:

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

The Design Team

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

CAERUS
DEVELOPMENTS

FORMATION
ARCHITECTS

Aims of Development



Aerial View of Site

Vision

Provide a Range of Uses

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

Employment

- Enhance existing employment opportunities on the site

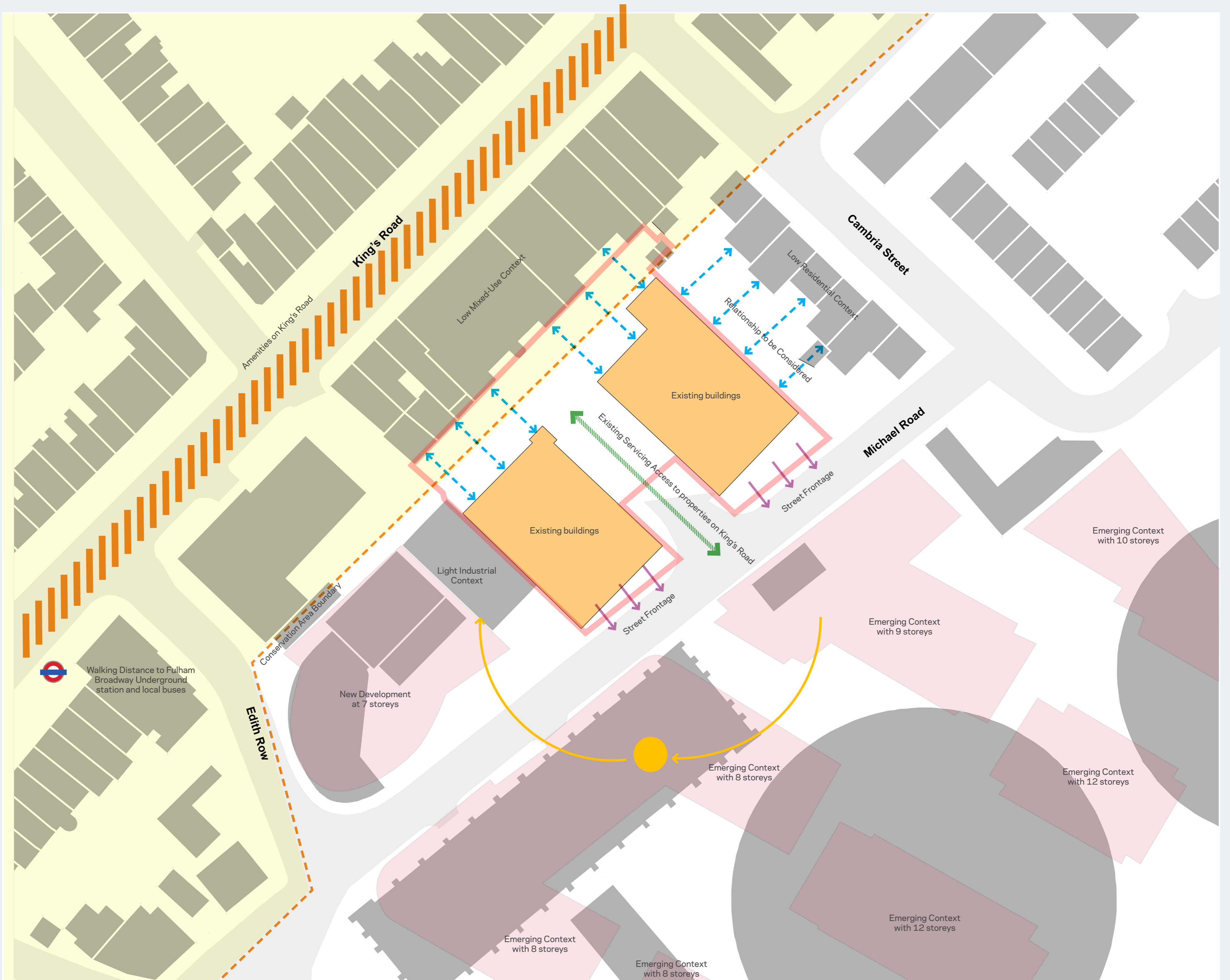
Users and Accessibility

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

Improvements

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

Site Analysis



Constraints and Opportunities Diagram

Constraints

- The low mixed-use and residential context to the north-east needs to be considered (King's Road/ Cambria Street)
- The distance between the proposal and existing residential properties on Kings Road and Cambria Street needs to be considered
- Existing service arrangements to the north of the site (towards King's Road)
- The site is adjacent to the Moore Park Conservation Area.

Opportunities

- To provide good quality housing in a predominantly residential context
- The site is also in a good location for good quality office space to complement the established commercial uses
- The site has prominent street frontage on Michael Road which can be enhanced and made more active
- Close proximity to Fulham Broadway Underground Station and buses
- Walking distance to a number of local amenities including commercial premises on Kings Road making it an attractive place to live

Emerging Context



Aerial View showing Emerging Context



Aerial View showing Emerging Context

1: Gasworks Site

Depicts application (30/06/2016)
Planning Decision - Pending

2: 1-3 Michael Road

Consented 10/08/2017

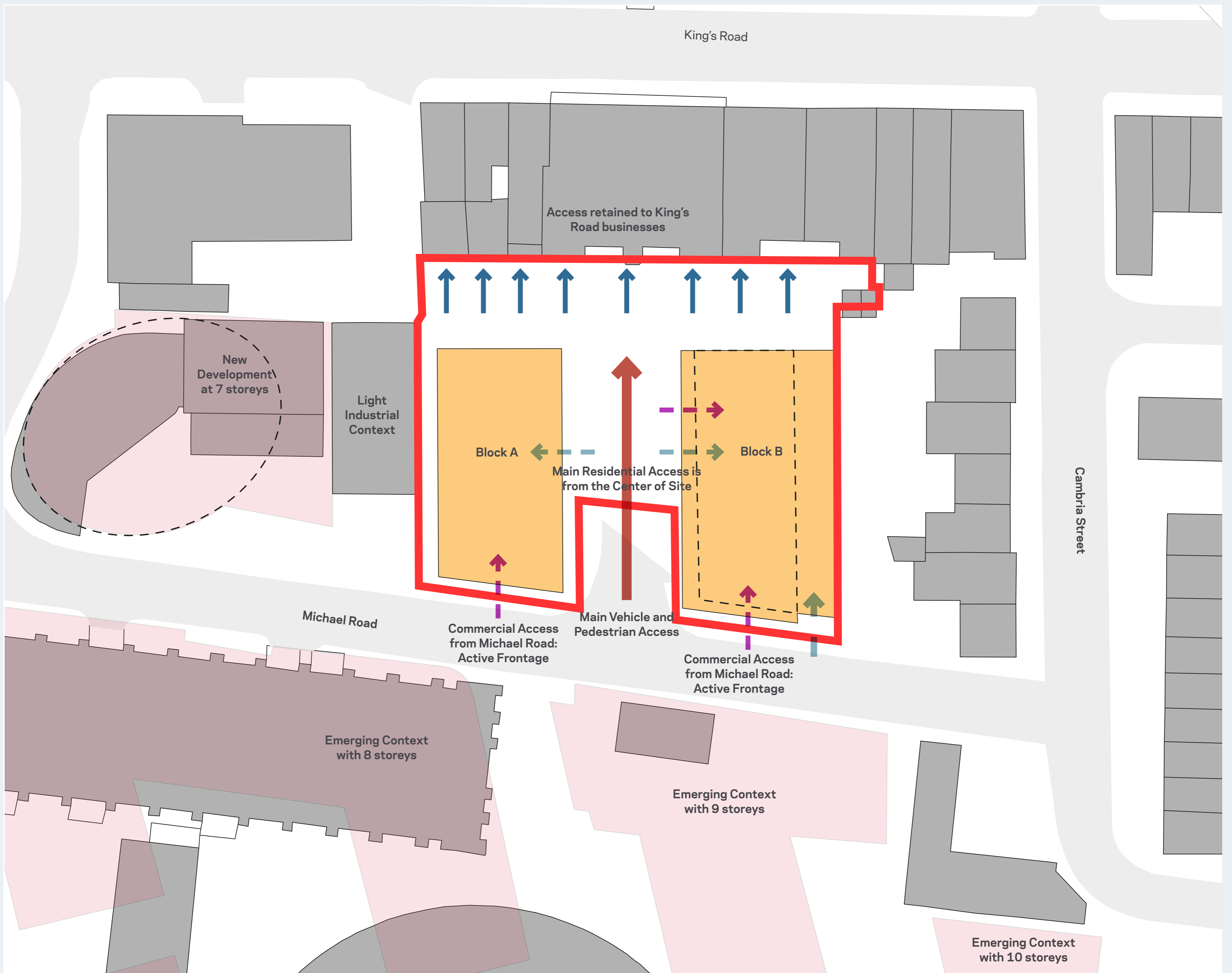
3: 5-7 Michael Road (WARRS)

Consented 25/07/2017 (committee date)

4: Bannon Court

Conversion of existing building
(Permitted Development)

Building Form



Access and Servicing Diagram

Links and Routes

The accommodation is arranged in two buildings about a central landscaped route which has a number of benefits

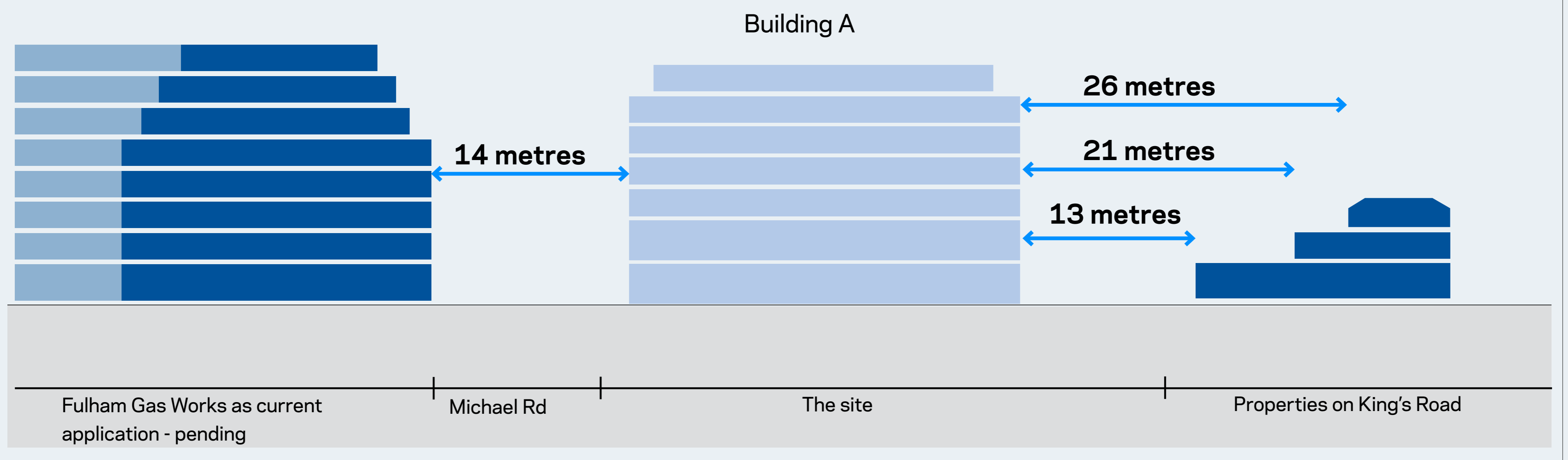
- Access arrangements to the rear of the Kings Road commercial units are retained through construction and thereafter
- The commercial units have an active frontage onto Michael Road
- The main residential entrances are from the central landscaped area
- The ownership of the highways land is respected
- The majority of refuse collection and servicing is from within the site

Key

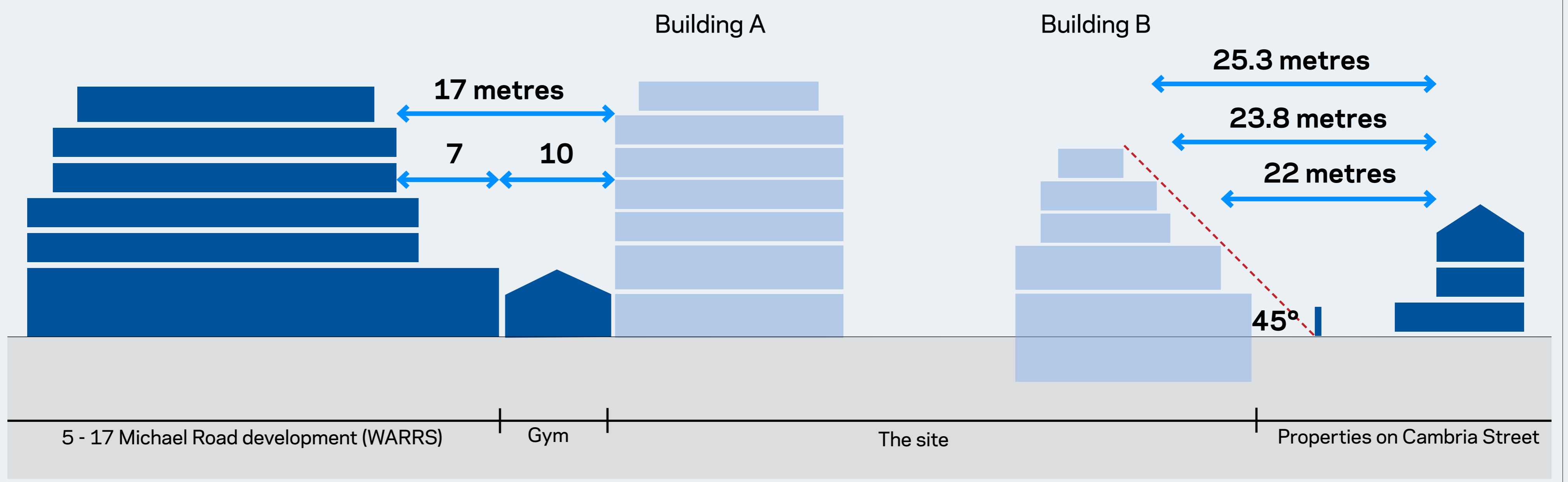
- Residential (Affordable and Private)
- Office (Commercial)
- Clip n' Climb (Leisure)
- Existing Buildings

Massing

Sectional Diagram AA

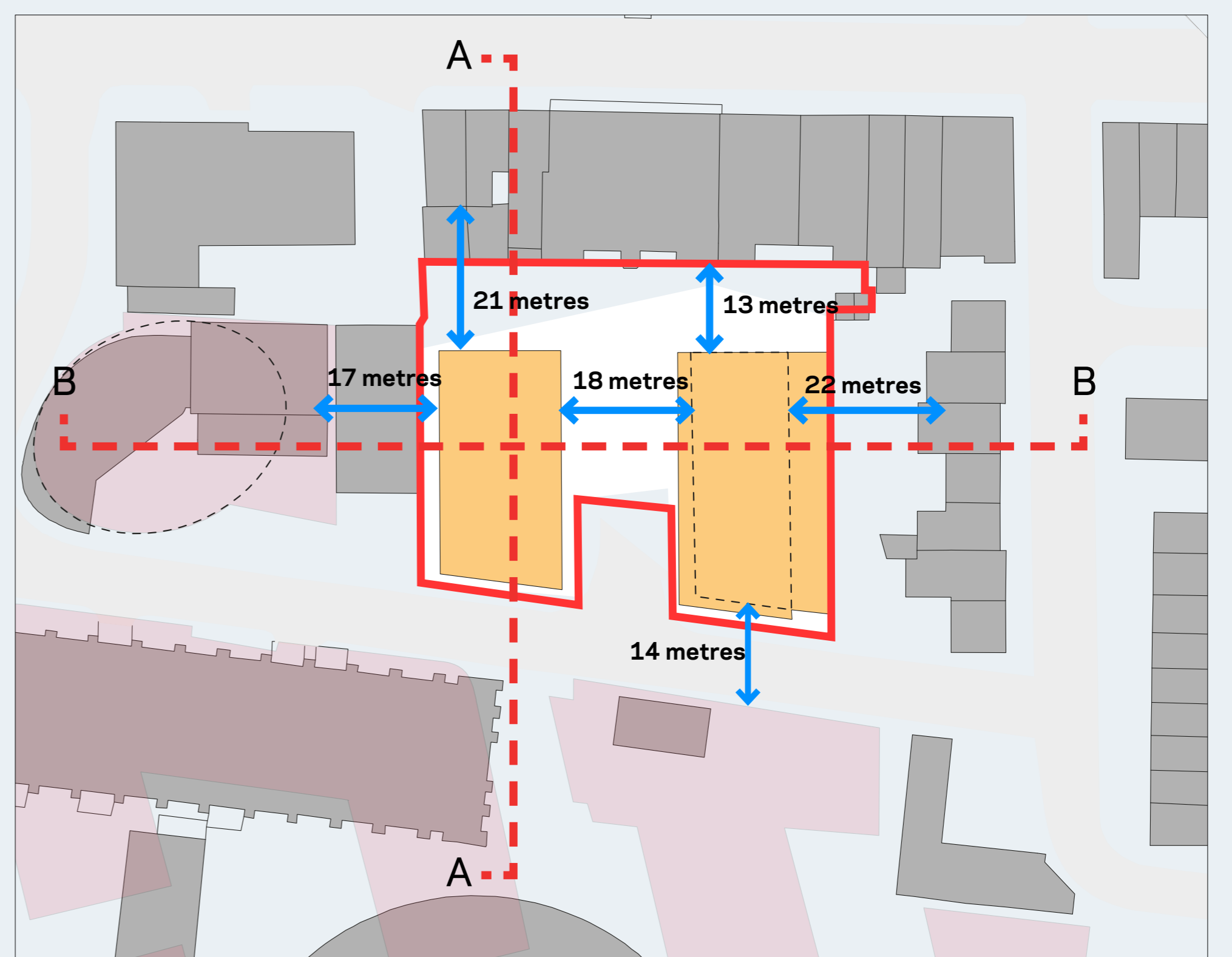


Sectional Diagram BB



Scale

- The two blocks vary in scale
- Both blocks relate to the different building heights in the surrounding context
- Building A is 7 storeys which relates to the forthcoming developments on the Harley Davidson site and the Gas Works development.
- It has been designed to respond to the neighbouring proposed scheme where the heights of the built environment start to increase dramatically
- Building B is 5 storeys with a stepped massing towards the rear of Cambria Street properties.
- It addresses the relatively small-scale adjacent
- Both buildings have recessed top floors
- The proposals respond to the existing residential buildings and the emerging context

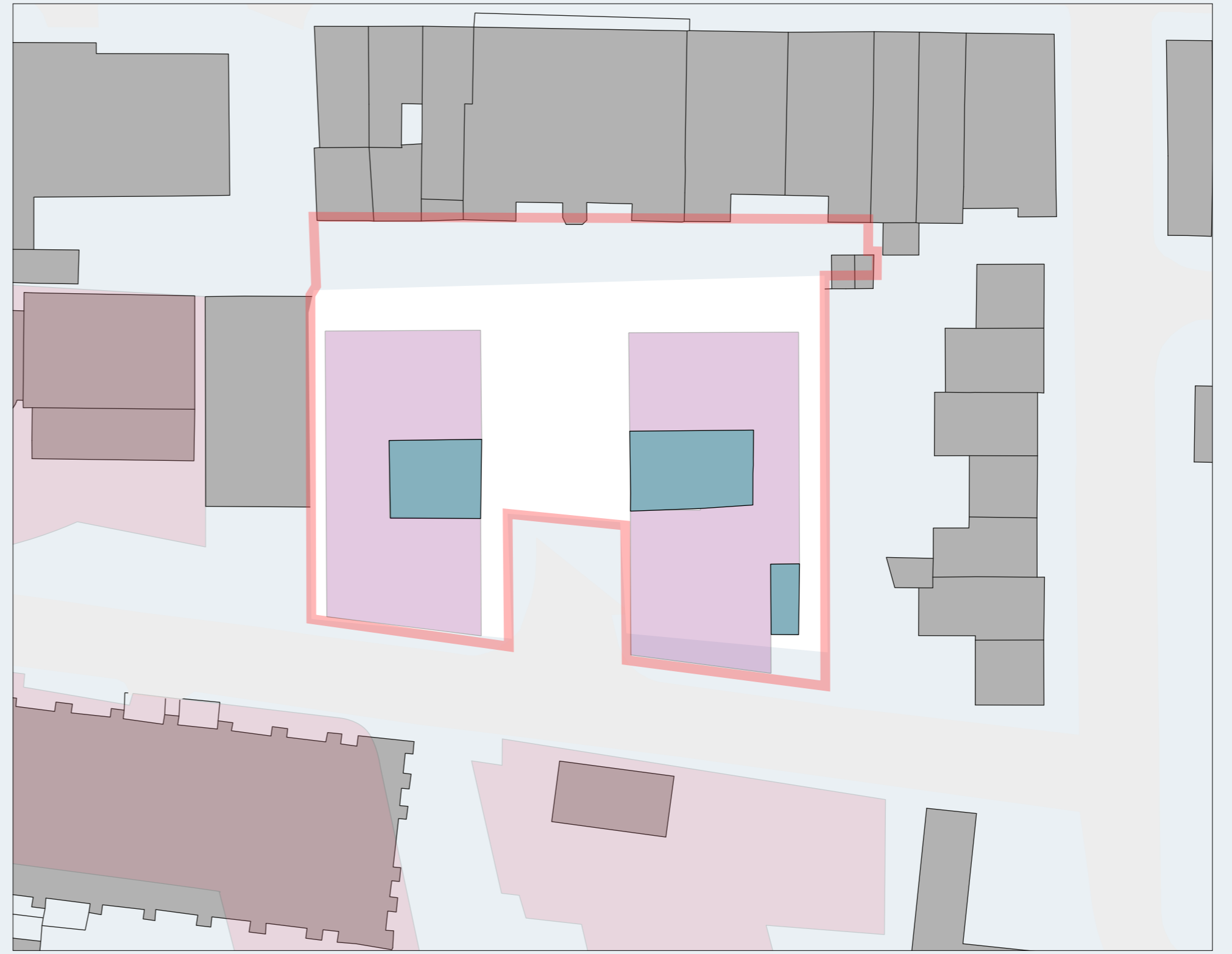


Key Plan

Proposed Uses



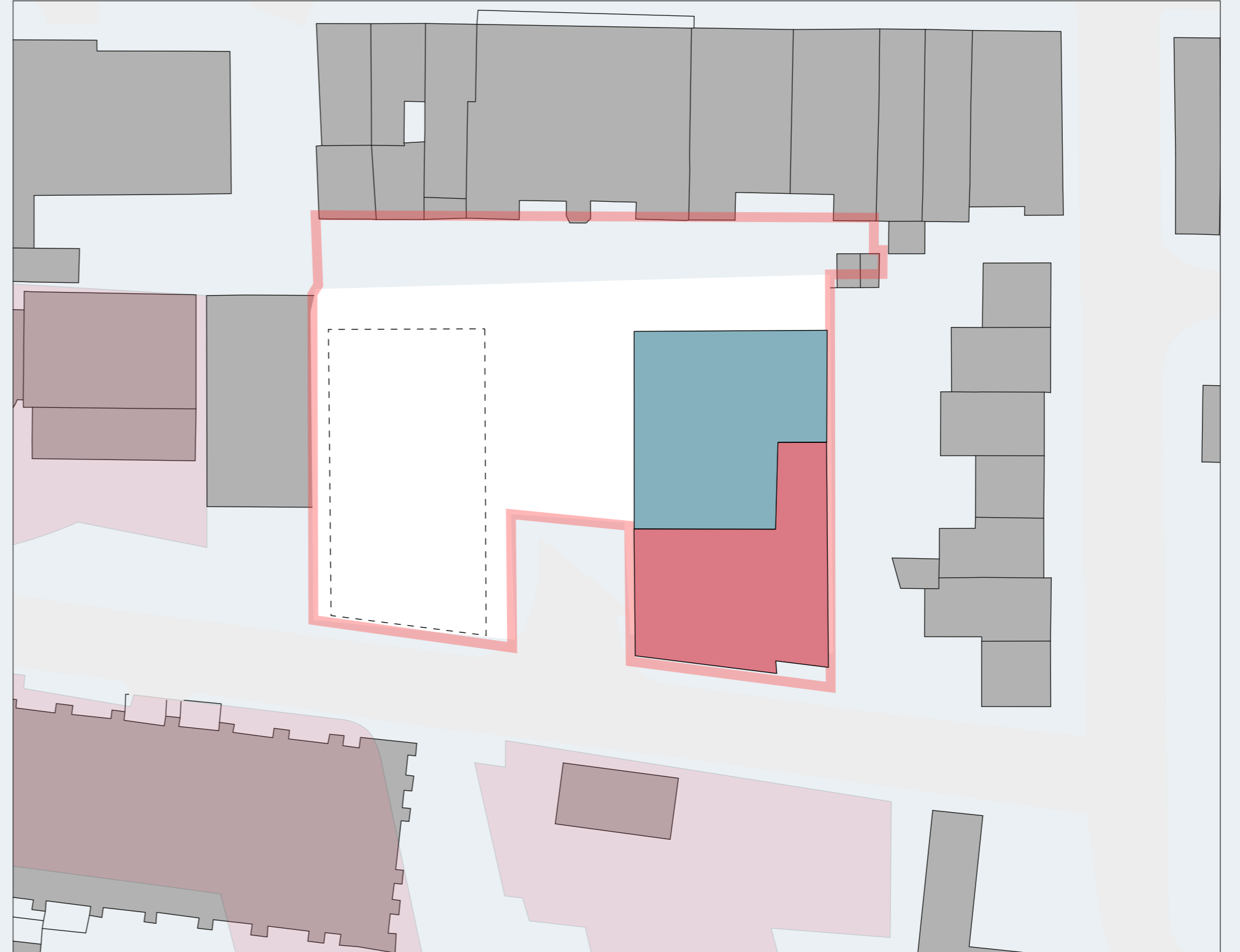
Ground Floor



First Floor



Typical Floor







Basement

Multi-Use Scheme

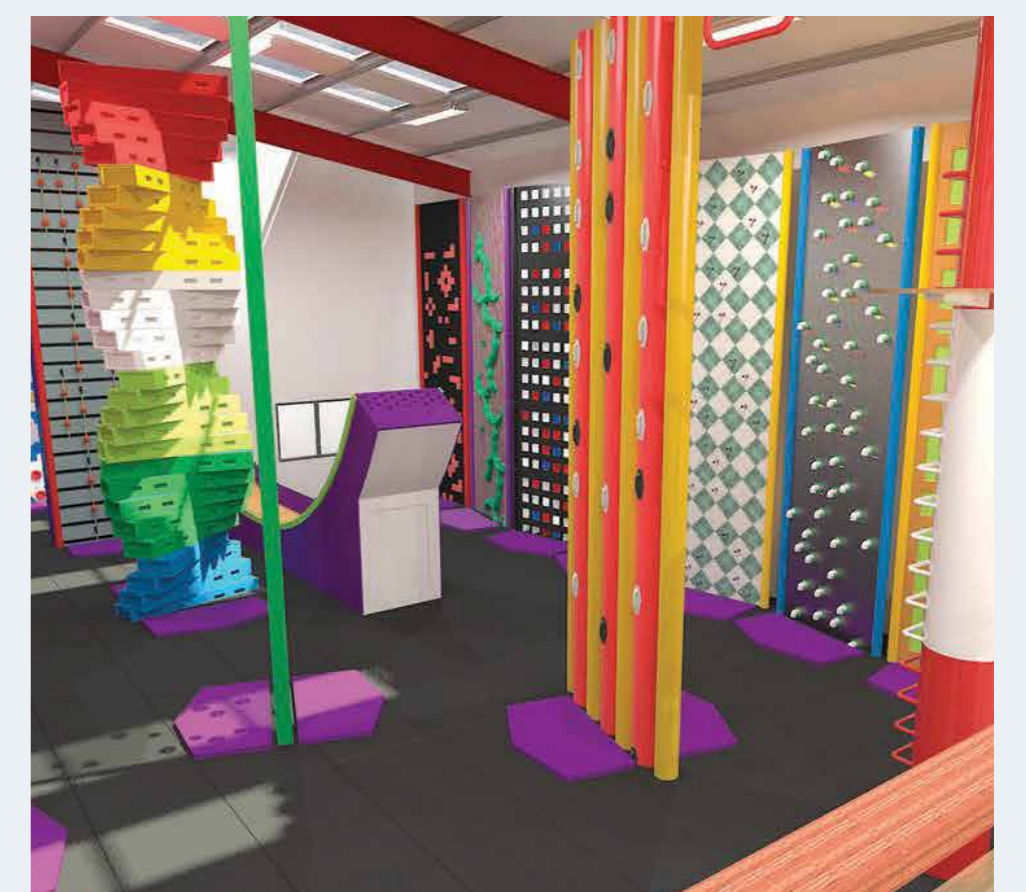
- Clip n' Climb (Leisure) - Basement + Ground
- Offices (Commercial) - Ground + First
- Residential (Affordable + Private) - Second to Fifth + Sixth
- Range of 1 - 3 bed units

Key

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

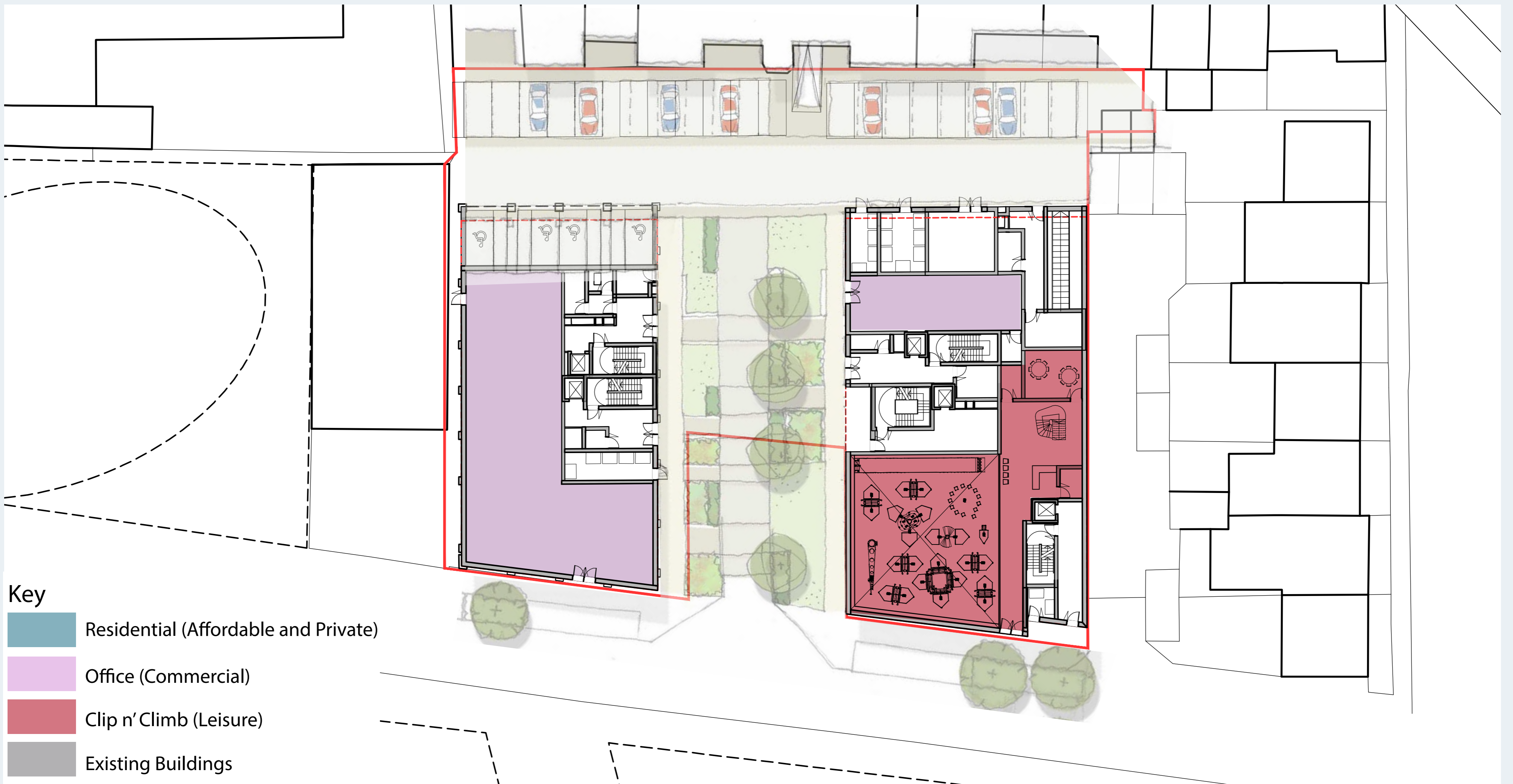
Clip n' Climb

- Widely used leisure facility to be retained
- More suitable and appropriately designed space
- Better facilities



CG Images of Existing Clip N Climb

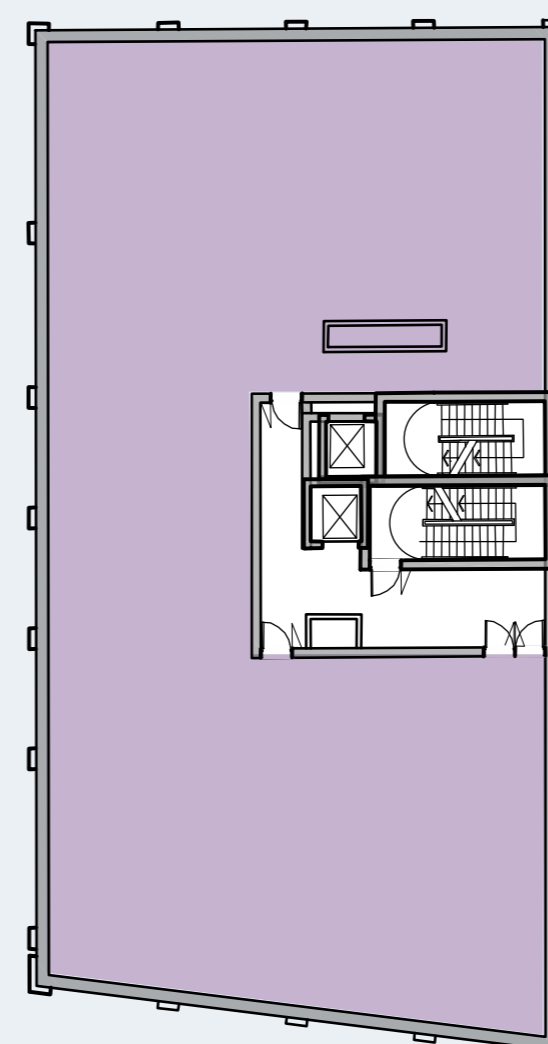
Proposed Plans



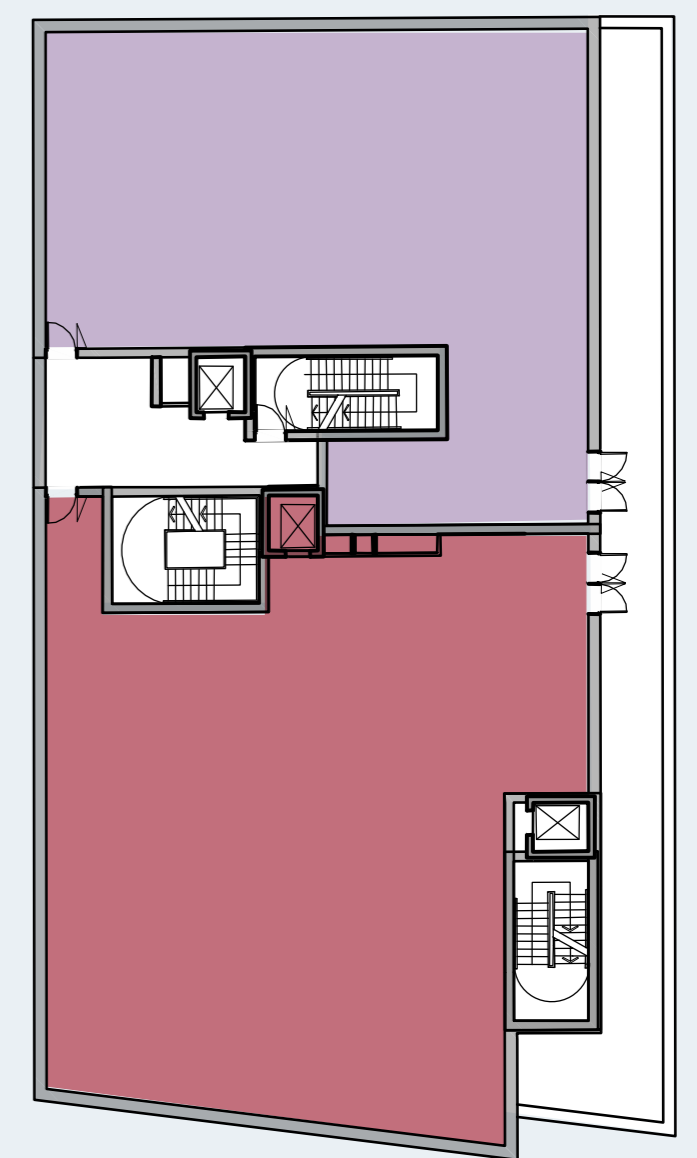
Ground Floor Plan

Landscaping

- Central green space at the heart of the development
- Providing amenity space for residents, other users of the site and the general public
- Maintain access route and parking area for rear of existing commercial properties on the Kings Road and develop as a mews courtyard
- Create enhanced streetscape for Michael Road to reflect change to residential character of the area

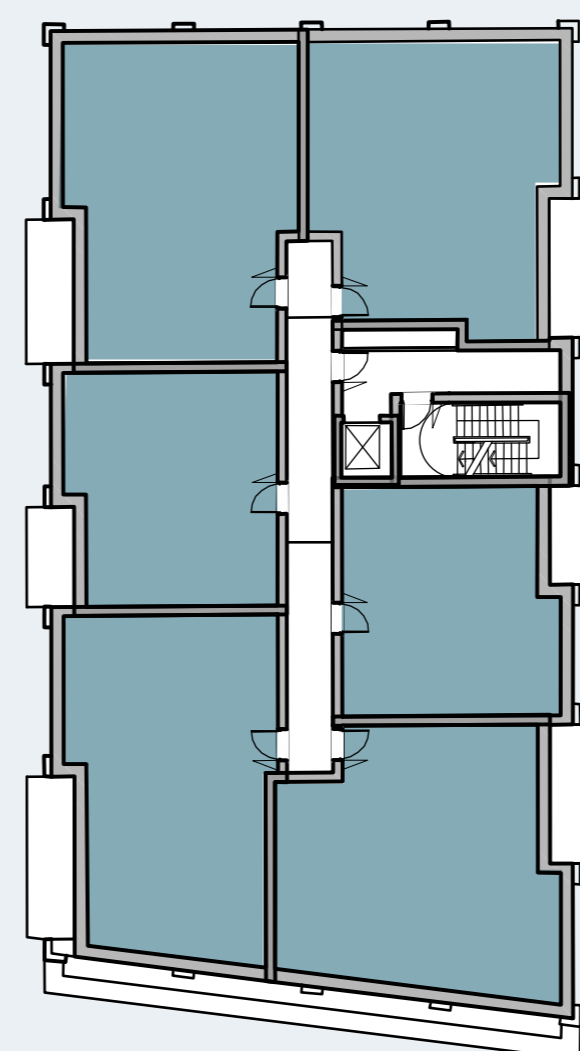


First Floor Plan

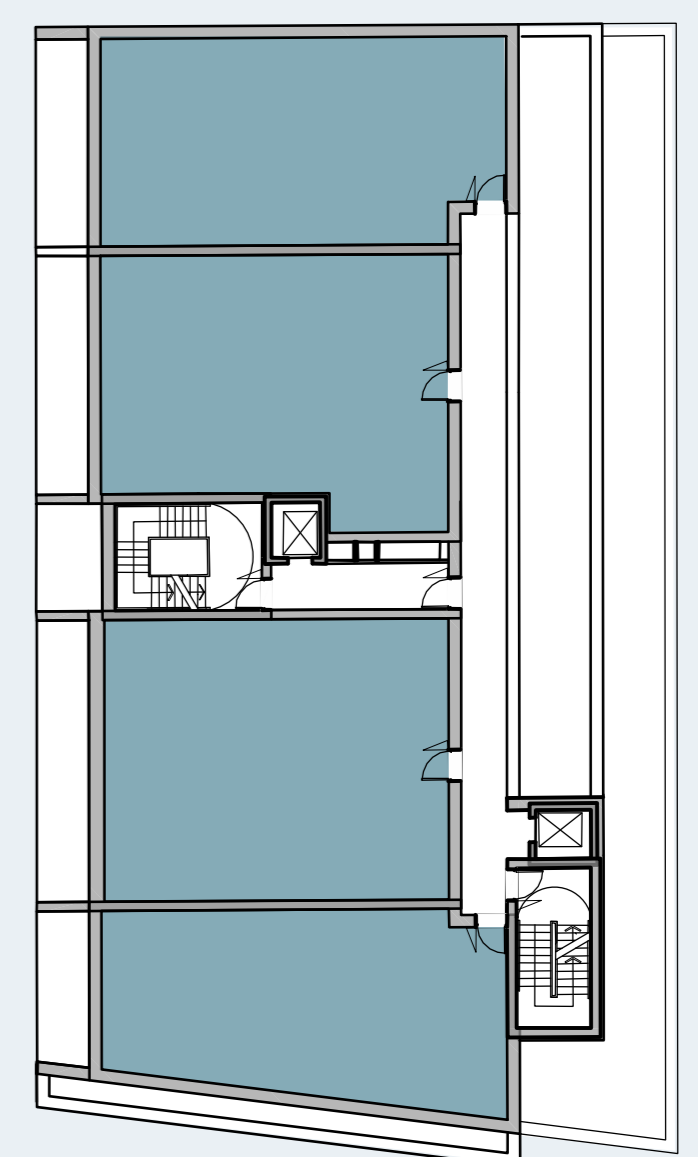


The Scheme

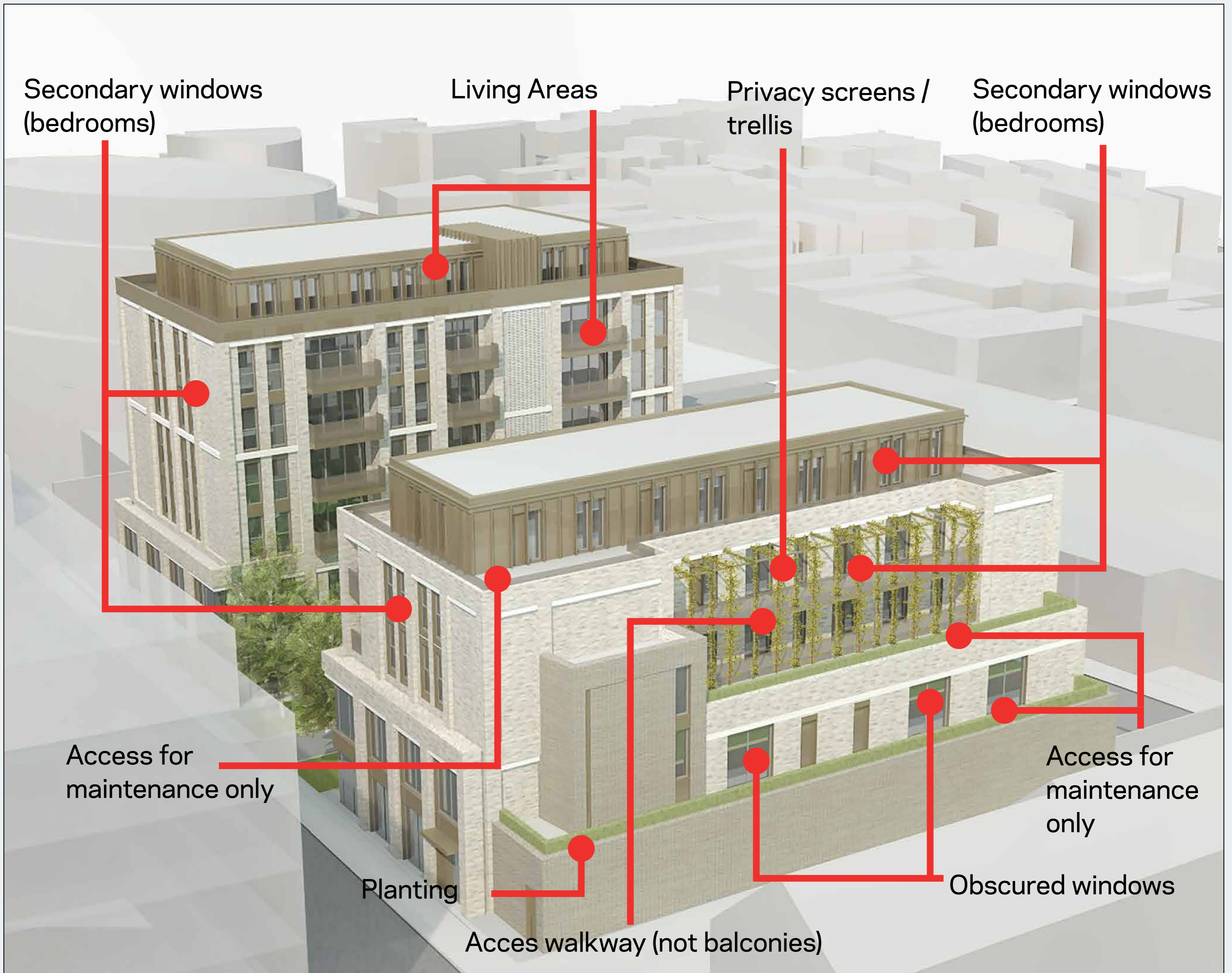
- 41 no. residential units
- A mix of 1, 2 and 3 bed apartments
- New high quality office/retail floorspace and leisure floorspace totally 2,200sqm
- Retained car parking + new wheelchair accessibles
- All 2 +3 bed apartments are dual aspect
- 1 bed apartments are either dual aspect or facing either east or west



Typical Floor Plan



Façade Treatment



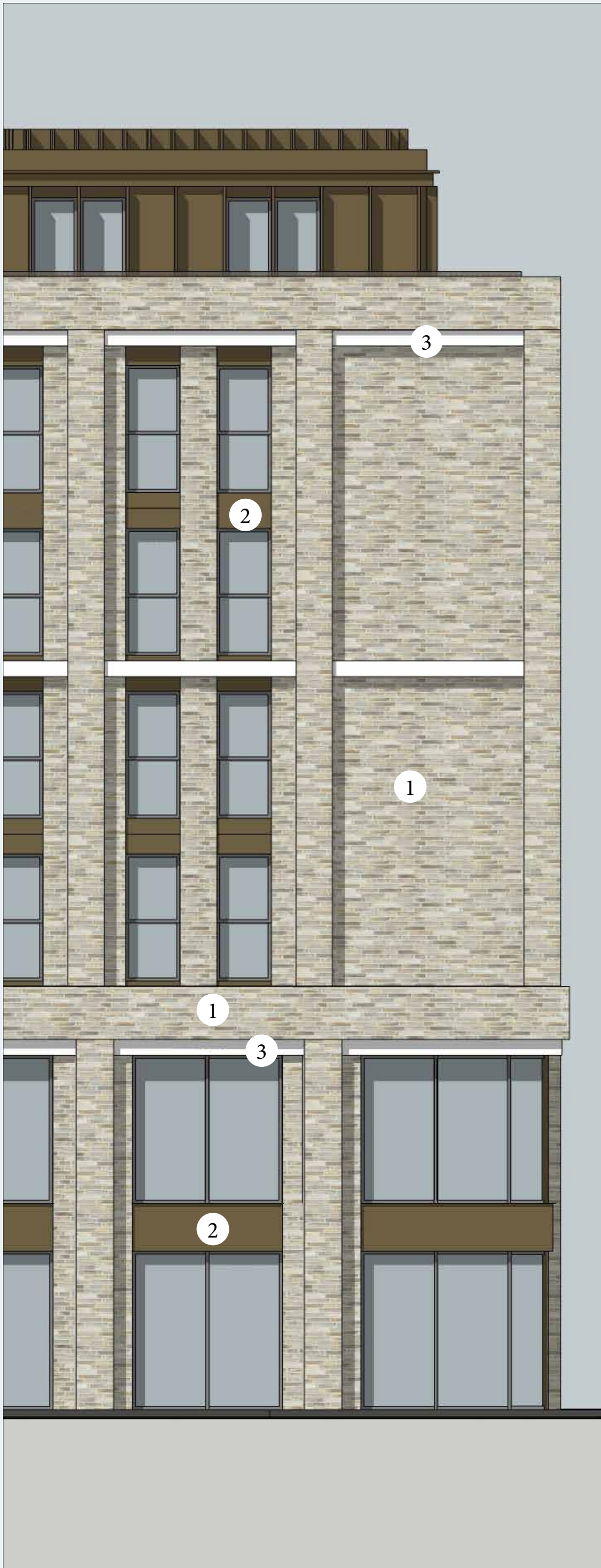
Ensuring Privacy to the Neighbours

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

Precedents (trellis screening)



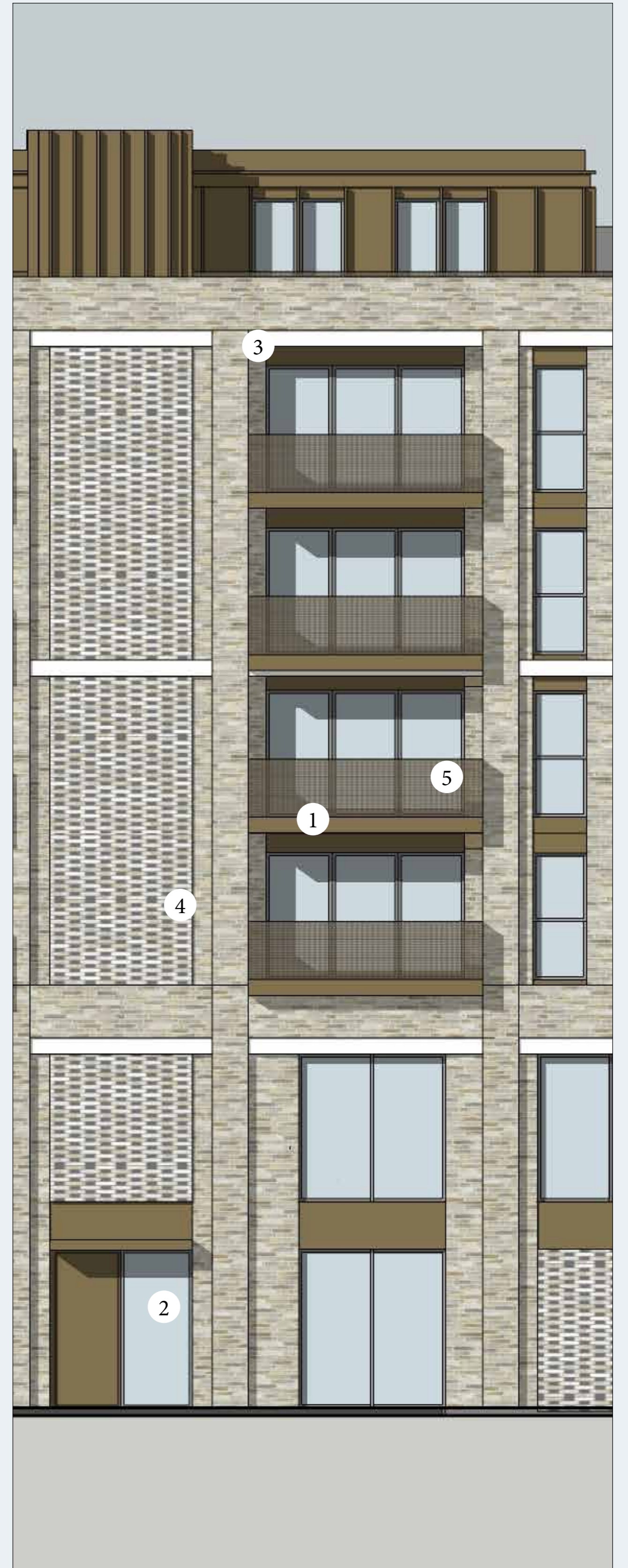
Elevation and Material Studies



Block A - Section of Michael Road facade



Block A - Section of east facade



Block A - Section of east facade (core section)

Architectural Treatment

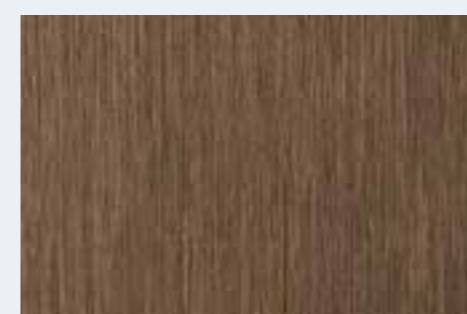
- The primary material is London stock brick
- Recessed floors are clad in a coated metal panels
- Window frames and balconies are proposed in the same coloured metal finish
- Horizontal pre-cast concrete elements add a horizontal rhythm to the verticality of the building
- The commercial ground and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



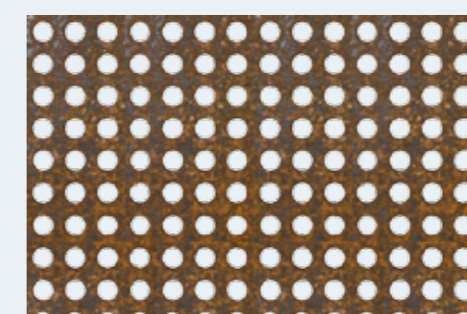
1. London Stock Brick



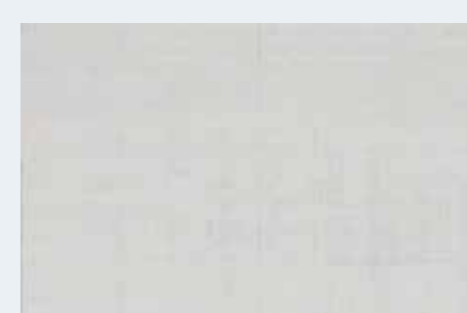
4. Textured Brick



2. Bronze Coloured Metal



5. Perforated Metal



3. Pre-cast concrete panel



Seven Acres (Cambridge) by Formation Architects



1-3 Wenlock Road (London) by Formation Architects

Proposed CGIs



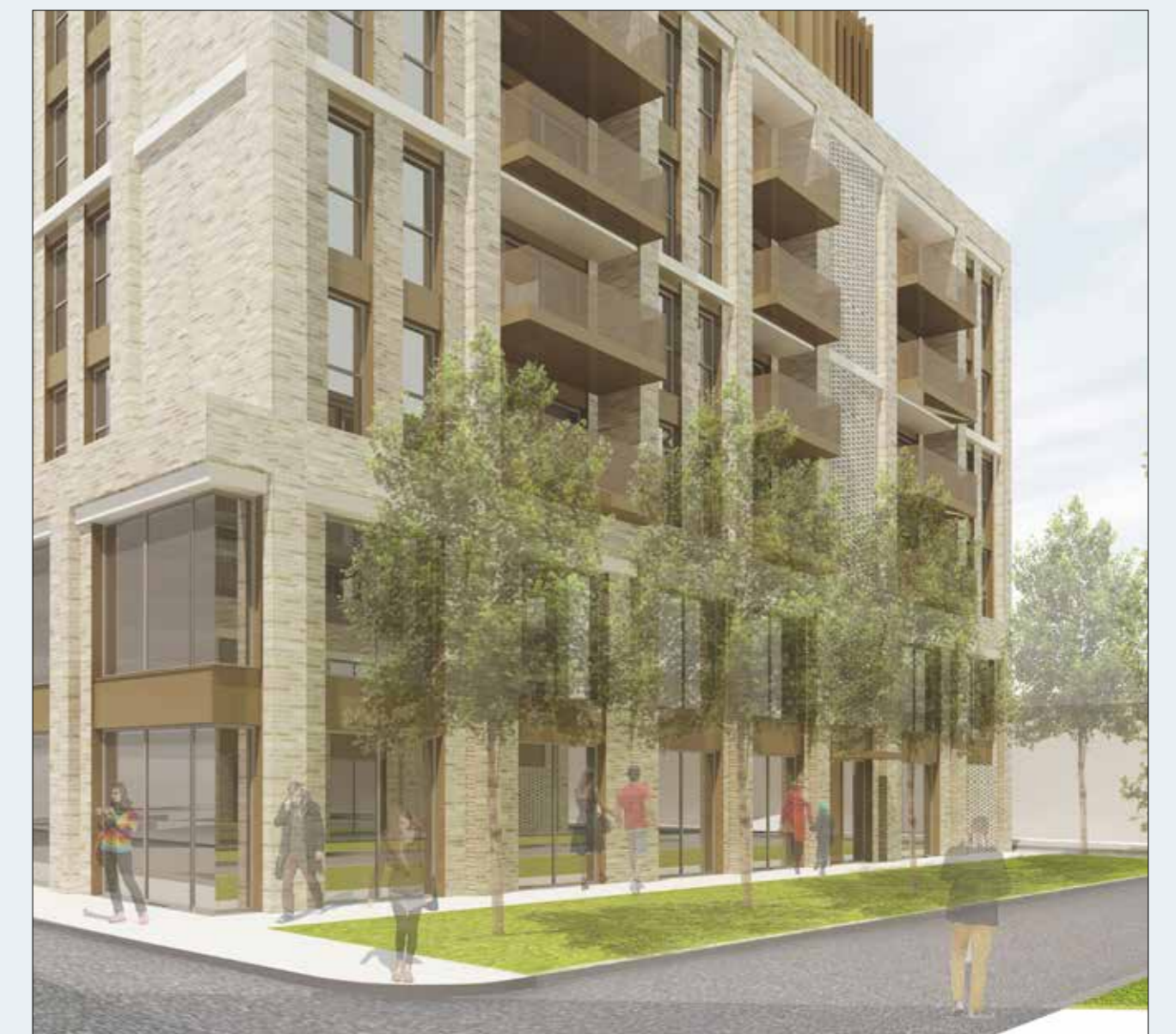
View from Michael Road (looking north-east)



View from Michael Road (looking north-west)



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



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

Timescales and next Steps



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

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

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

Illustrative project timescales:

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