



# Welcome

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Welcome to the consultation on proposals to redevelop and refurbish 30-33 Sloane Street, which also incorporates 2 Hans Crescent and the ground floor of 49 Pavilion Road.

Our vision is to deliver high quality retail and office space, with the addition of a top floor restaurant by reconfiguring the internal space and extending the roof in line with the adjacent building, Marland House.

At this exhibition you can:

- | Find out more about our proposals
- | Speak to the team and ask questions
- | Provide feedback on the plans

# Vision

The redevelopment of 30–33 Sloane Street provides an opportunity for world class retail, offices & a restaurant.

Our objectives for 30–33 Sloane Street are to:

- | Deliver new high-quality space
- | Create a more fitting gateway from Hans Crescent to Sloane Street
- | Improve the appearance of these buildings to enhance the architectural character of the Conservation Area
- | Reduce the buildings' long-term environmental impact
- | Achieve the highest possible standards of sustainable design and construction



Map of the site

Sloane Street is internationally recognised as one of the world's most vibrant and luxurious shopping destinations. These proposals form part of a wider plan to transform and upgrade Sloane Street - delivering a cleaner, greener, safer and more beautiful destination.

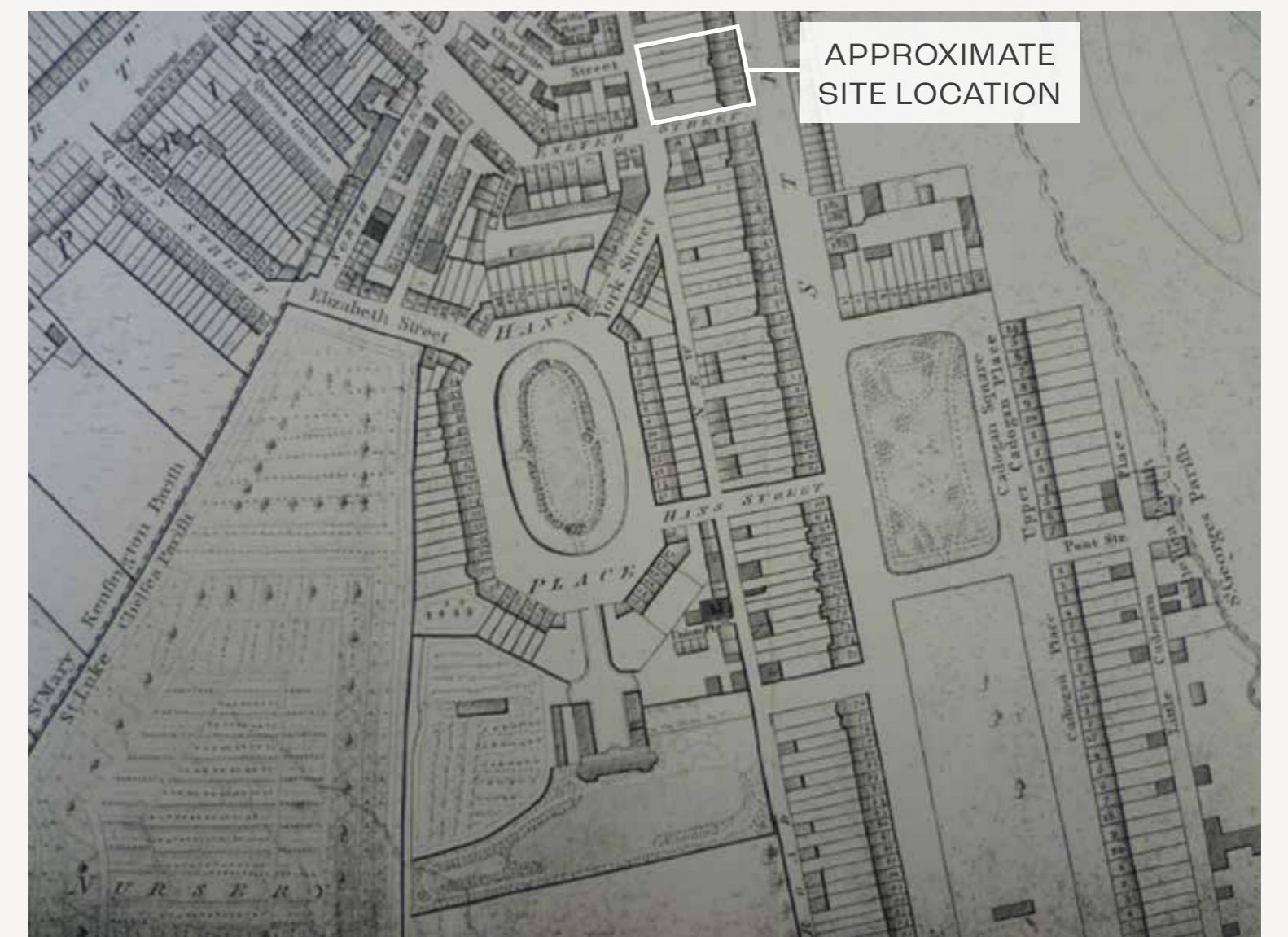
Works have begun to widen and repave the street, adding elegant new street furniture, enhanced lighting and an extensive planting scheme to create an enticing green boulevard from Knightsbridge to Sloane Square.



An artist's impression of Sloane Street public realm



1741-1746 rocque



1819 horwood

# Site and history

30-33 Sloane Street is within the Hans Town Conservation area and is a site that has evolved over time.

By the late-19<sup>th</sup> century, Hans Town was considered dilapidated and was redeveloped. Nos. 2 and 4 Hans Crescent were built as two houses in 1890 and later converted into a single house, circa 1955. The original elevations were similar to the neighbouring red brick 'Tudorbethan' style buildings at the junction with Pavilion Road; incorporating stone window frames and octagonal chimneystacks, which still remain to this day. Our proposals retain no.4 Hans Crescent - keeping a 'Tudorbethan' presence on the site.

The northern end of Sloane Street was substantially redeveloped during the interwar years with several larger blocks replacing former 18<sup>th</sup> century terraced houses. Nos.30-33 Sloane Street and 49 Pavilion Road were both built in 1924, the former replacing a row

of 18<sup>th</sup> century houses fronting Sloane Street and the latter a former gymnasium. Both were designed by the same architectural firm, Robert Angell and Curtis, in a Neo-Georgian-style.

Faced in Portland stone with ornate detailing, 30-33 Sloane Street was divided into four open plan shops on the ground floor, smaller show rooms on the first floor and private flats on the upper floors. No. 49 Pavilion Road, by contrast, was built in red brick, a material more suited to its modest scale and intended domestic use, with a ground floor garage and rear yard access. As will be demonstrated in the following boards, we are proposing to keep the Portland Stone of 30-33 Sloane Street to maintain the architectural beauty of the area.

# The site today

We have closely studied the layout and use of the buildings to understand which parts of the site should be kept, and which areas could be improved.



30-33 SLOANE STREET

The Portland stone frontage makes a positive contribution to the Hans Town Conservation Area. Its plain brick rear wall does little to add to the character of the area and does not maximise its space. We will therefore be looking to maintain the Portland stone facade, delivering more stone where possible, and improving the connection between 30-33 Sloane Street and 2-4 Hans Crescent. We are proposing to extend the building upwards in the same style and extend to the rear to improve the available space.



2-4 HANS CRESCENT

The original character of 2-4 Hans Crescent has been diluted by changes made in the 1950's. While No.4 retains its overall original form, including its tall chimneys, No.2 was substantially altered so that its original appearance as an individual 'Tudorbethan' style house can no longer be seen. Therefore, we are proposing to demolish and replace 2 Hans Crescent and by doing so, improve the appearance of the remaining period building.

## 49 PAVILION ROAD

While the front elevation of 49 Pavilion Road contributes positively to the conservation area, its exposed rendered flank elevation detracts from the street scene.

The ground floor provides a service corridor and a small shop. The proposal is to reconfigure the ground floor and provide a new retail unit that faces onto Pavilion Road creating a more aesthetically pleasing building.



# Our design

The proposed architecture has been carefully designed to sensitively respond to the character of the surrounding area, while enhancing the existing architecture of 30–33 Sloane Street.

The three adjacent streets surrounding the 30–33 Sloane Street site offer a great variety of character, from the elegant Sloane Street experience, to the more residential Hans Crescent and the mews atmosphere of Pavilion Road. The proposed mass and materials for the site have been carefully selected to reflect these identities.

The additional storeys on Sloane Street offer a true classical extension of the façade at 4<sup>th</sup> floor, with detailing and materials to match the retained façade below and a set back mansard fifth floor finished in zinc tiling.



No.2 Hans Crescent will transition between the retained No.4 Hans Crescent block and the newly extended Sloane Street rooftop. The two gable ends, together with the setback of the office entrance offer a much needed prominence to the 4 Hans Crescent corner element. The materials have been carefully selected to integrate within this part of Hans Town, with red brick and terracotta finishes alongside accents of Portland stone at cornice levels, window detailing and gable caps proposed for 2 Hans Crescent.

With the upper residential levels at 49 Pavilion Road being retained, a small intervention is proposed to the ground floor, offering a new shop, a fire escape and a servicing route integrated within the context through a modern stone detailed base reminiscent of the existing.

# The buildings

We propose to maintain the facade of 30-33 Sloane Street and 2 Hans Crescent, with a new building constructed between 4 Hans Crescent and 30-33 Sloane Street. This new building will match the height of 30-33 Sloane Street and increase the interior space to the rear of the building.



The building comprises primarily retail use at basement, ground and first floor, with offices at second, third and fourth floors and a restaurant at the top level. The design of the building offers flexibility and adaptability through the positioning of the core and entrance. This will ensure that the building will be fit for purpose today and for the next 100 years.

The section fronting onto Sloane Street is retail and will meet the brand aspirations for the area. A further retail unit and office entrance for the upper levels are included at No.2 Hans Crescent. On Pavilion Road, there is a smaller retail unit, service entrance and fire escape. A single entrance is provided on Hans Crescent for the top floor restaurant.





Sloane Street streetscape: an artist's impression



Sloane Street streetscape: current

# The shopfronts

Our proposals seek to improve the existing retail at ground floor.

We are committed to invigorating the streetscape of this part of Sloane Street, helping to boost one of Europe's most recognizable and prized shopping districts.

## HANS CRESCENT

For this part of the building, we will deliver new metal frame shopfront glass and doors to some of the retail units within a predominantly terracotta material palette

## PAVILION ROAD

We will also use Portland stone here, creating a new fire escape route with a decorative metal pattern covering the door

## SLOANE STREET

Here we will look to retain the Portland stone façade and deliver new metal frame glass shopfronts and doors to allow the brands to express their identity





View north of 2-4 Hans Crescent: an artist's impression

Rough indication of rooftop terrace

# Rooftop terrace

We want to deliver a new top floor restaurant, with a sheltered external terrace and an entrance from Hans Crescent.

## TERRACE

Proposed to be part of the new restaurant space, the terrace will have dormer double doors, a planter and metal louvre cladding. The terrace will be positioned south of the main core termination, above the sloping roof and the two dormers on No.2 Hans Crescent.

The integration of the restaurant terrace also aids the transition between the taller parts of the development on Sloane Street and the lower retained block at No.4 Hans Crescent.

This terrace has been designed to sit within the envelope of the building to ensure its privacy. The terrace will close prior to the restaurant itself closing and will only have space for a limited number of covers.

## PLANT ENCLOSURE

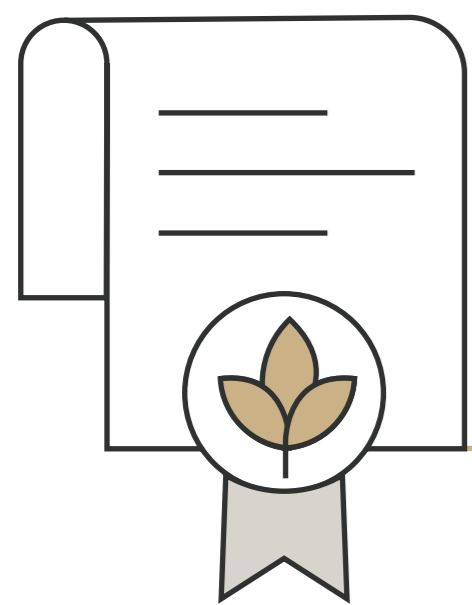
Found on top of the building and sheltered from view by a mansard roof is the plant enclosure. This will not be visible from long views from Sloane Street or Hans Crescent.





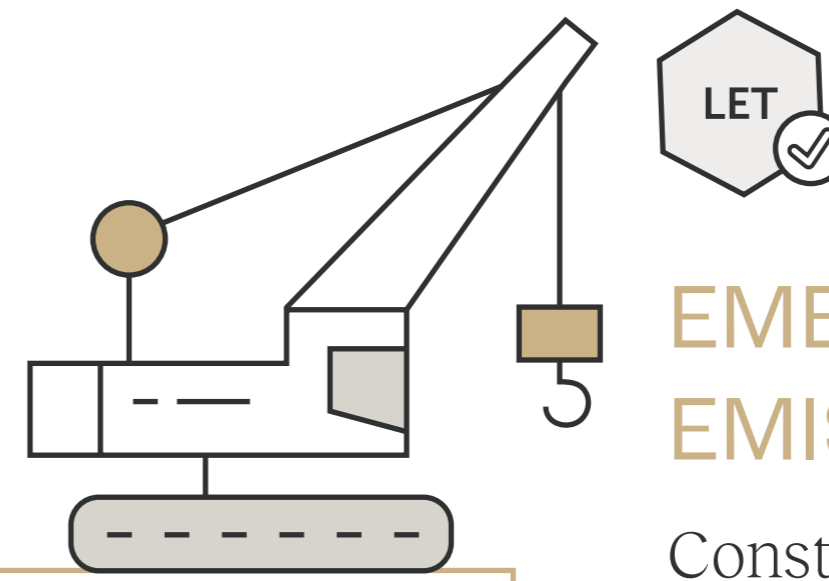
# Sustainability

Our ambitions are to reach the highest possible standard of design and construction sustainability, achieving net zero carbon on site.



## BREEAM CERTIFICATION

We are targeting a BREEAM Excellent rating, representing industry best practice in sustainability, equivalent to the top 10% of new buildings in the UK.

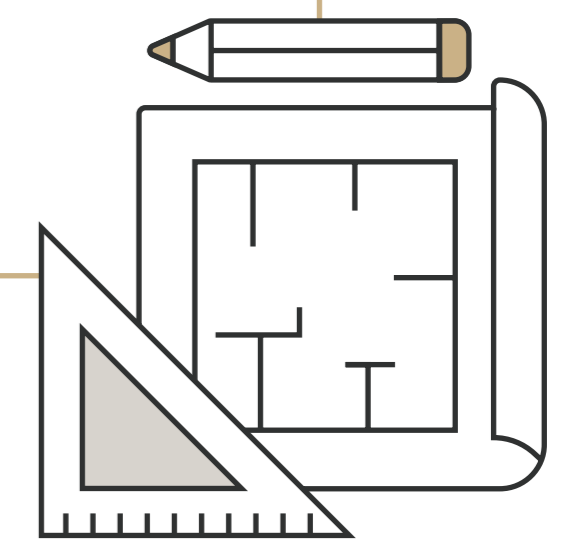
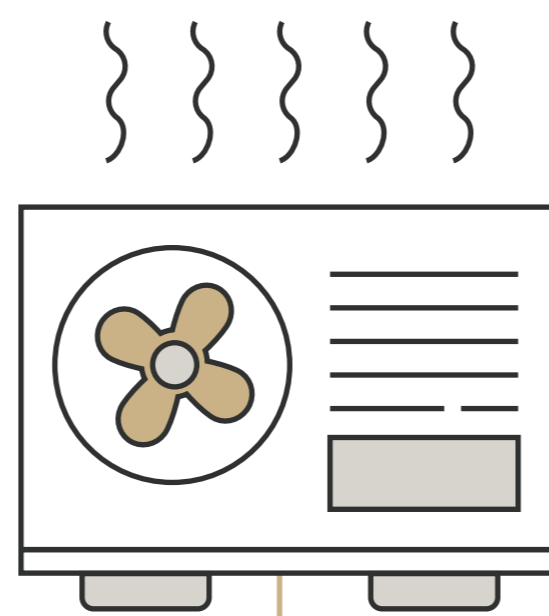


## EMBODIED CARBON EMISSIONS

Constructing buildings uses resources, known as 'embodied carbon.' We are targeting embodied carbon emissions in accordance with best practice benchmarks set by LET ('The London Energy Transformation Initiative').

## OPERATIONAL CARBON EMISSIONS

We are aiming for zero-carbon, have adopted a 'fabric first' approach and will be insulating extensively to reduce heating and cooling demand. The development will be fossil fuel free, utilising efficient air source heat pumps for heating, cooling and hot water.



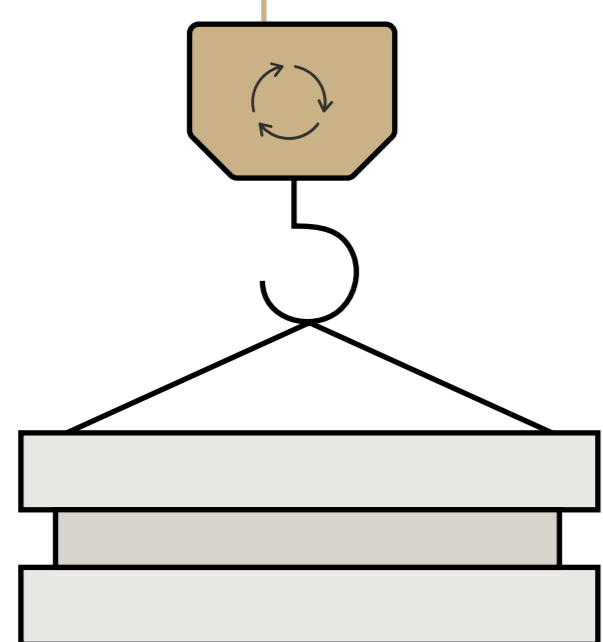
## CIRCULAR ECONOMY

To achieve the principles of circular economy (longevity, minimising waste, promoting adaptability, designing for disassembly and reusing materials) we are proposing:

- | Flexibility in internal layout, allowing adaptability for multiple future occupiers and various end uses.
- | Retaining the façade, promoting the re-use of existing building fabric and reducing the quantity of new materials required.
- | Designing to reduce the need for further major refurbishment in the future.

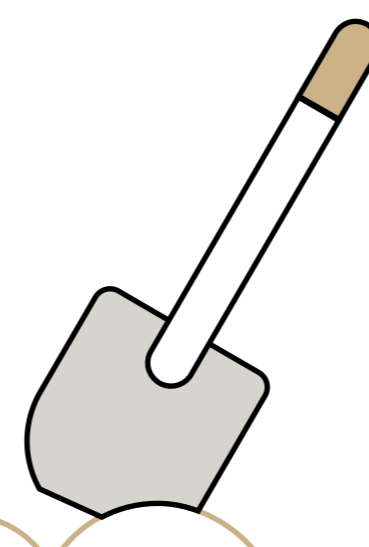
## RESPONSIBLE SOURCING OF MATERIALS

All construction materials will be responsibly sourced and will have a high recycled content from local sources where possible.



## WATER

We are seeking a 50% reduction in potable water consumption through low flow sanitary fittings such as dual flush toilets, combined with a greywater recycling system which collects wastewater from showers and taps.



## ECOLOGY

The landscaping proposals include a green roof and planters to maximise ecological value and provide biodiversity net gain. Native plants and those with low irrigation demand will also be prioritised.

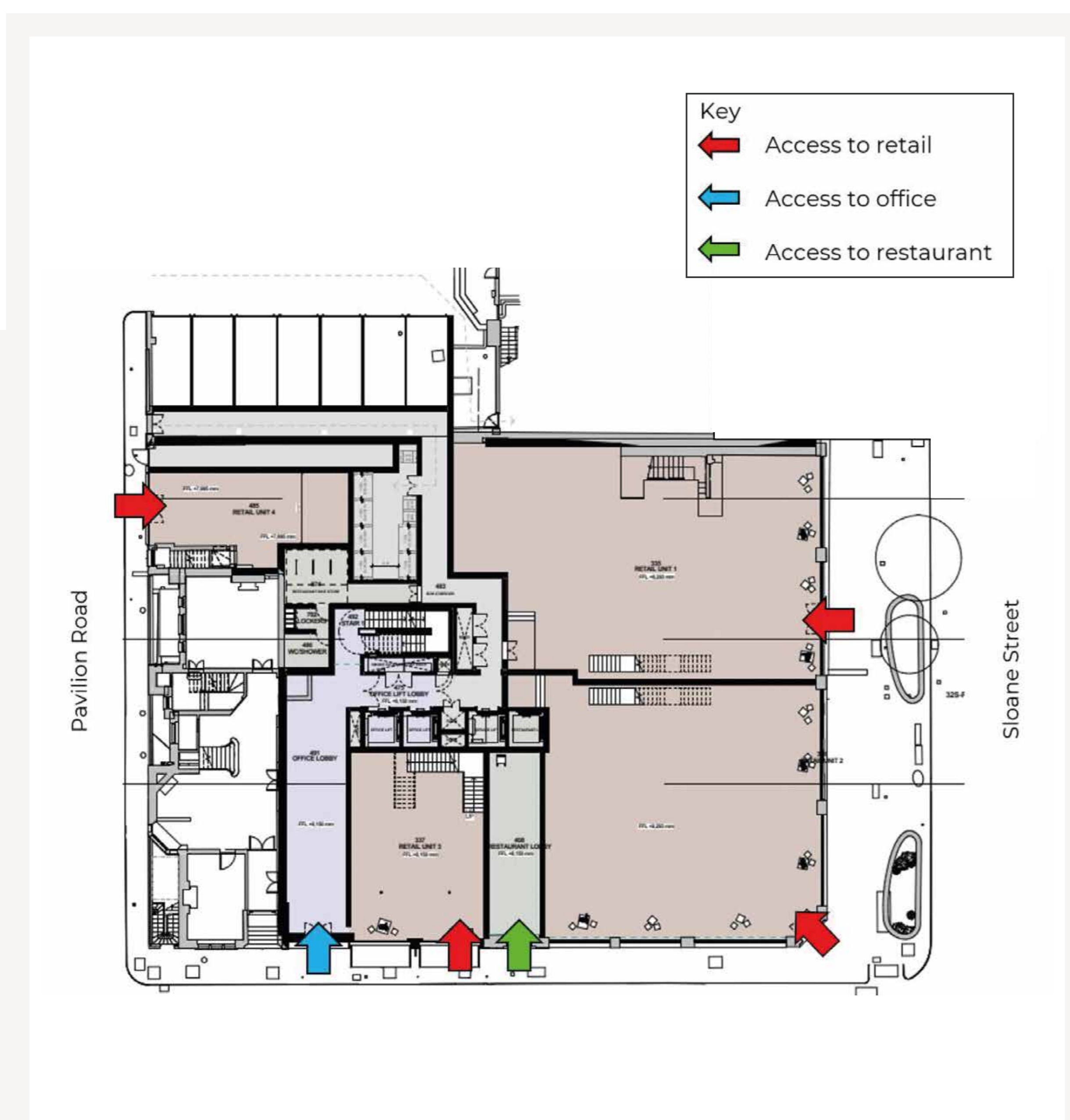


# Transport and servicing

There are excellent public transport links and this will be a car-free building, maximising active and sustainable forms of transport.

## ACCESS

- | Access to the site will be from Sloane Street, Hans Crescent and Pavilion Road.
- | Sloane Street will provide access to two retail units.
- | Hans Crescent will provide access to the one retail unit, office and restaurant lobbies.
- | Pavilion Road will provide access to one retail unit, as well as the service corridor that will service the whole building.



Proposed access points

## SERVICING

Servicing will take place at a number of points around the site to spread out the servicing activity. Vehicles will stop on Pavilion Road, adjacent to no.49, to perform deliveries and waste collection. A refuse holding area will be provided within the ground floor, fronting Pavilion Road, where waste will be stored for collection.

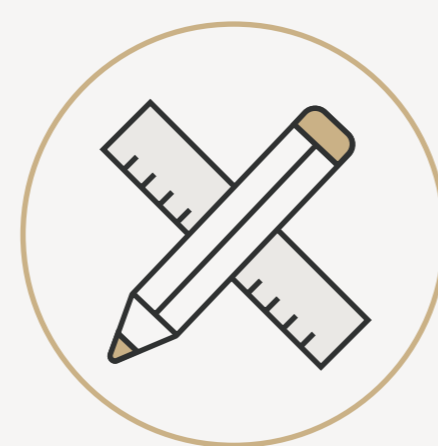


# Benefits

We believe that the plans for 30-33 Sloane Street have several benefits for the local community.



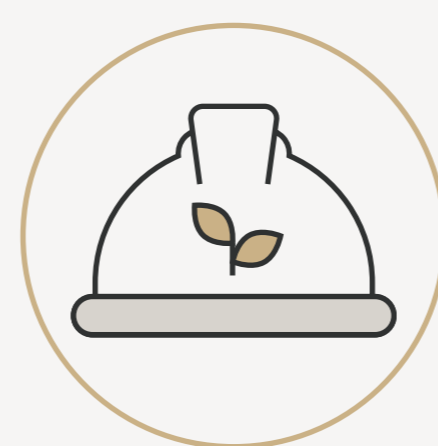
Contributing to the internationally recognised shopping destination of Sloane Street with new world class retail space.



Delivering a building of outstanding design that is sensitive to the heritage and style of the surrounding area.



Providing new and flexible commercial space for people to work and meet.



Utilising the highest possible standards of sustainability and construction and longer-term, reducing the buildings' environmental impact.



Create a new piece of high value townscap to act as a gateway from Hans Crescent to Sloane Street.



Contributing to the food and drink offer of Sloane Street with a top floor restaurant.



An artist's impression of Sloane Street streetscape

# Get in touch

Thank you for coming to our consultation. Your feedback will help shape the final proposals which we will be submitting to the Royal Borough of Kensington and Chelsea shortly.

You can provide feedback by:

- ▶ Providing your comments and feedback via the survey on our website: [30-33sloanestreet.co.uk](https://30-33sloanestreet.co.uk)
- 💬 Completing a comment card available today
- ✉ Emailing us at: [30-33sloanestreet@londoncommunications.co.uk](mailto:30-33sloanestreet@londoncommunications.co.uk)
- ☎ 0800 096 7226

## Timeline

- **September 2022**  
Public consultation on our proposals
- **October 2022**  
Planning application submitted to Royal Borough of Kensington and Chelsea
- **January 2023**  
Targeting planning decision
- **Summer / Autumn 2023**  
Targeting works to start on site
- **Spring / Summer 2026**  
Targeting works completed