

CREATING A CITY FOR ALL ON THE EBURY BRIDGE ESTATE

The vision for the Ebury Bridge Estate is to set a new standard in estate renewal.

In partnership with Ebury Bridge residents, Westminster City Council is taking forward a scheme that will see around 750 new homes built with at least half of those being affordable homes.

The project aims to bring about long-term physical, economic and social sustainability of the area.

The public exhibition

This exhibition forms part of the formal consultation prior to the submission of a planning application to renew the Ebury Bridge Estate.

The scheme aims to deliver around 750 new homes, new public squares and many other community benefits.

We want to share with you how we formed design principles with residents of Ebury Bridge Estate and how these have shaped our approach to designing the new estate.

What we are showing you today

- An overview of the masterplan design principles
- The design of homes and new blocks
- Landscape and public space
- Integration in the existing cityscape

Getting your feedback

We want to get your feedback on our initial design proposals before we hold a further exhibition later in the year.

After reading the information on display, please let us know what you think about our proposals by completing a feedback form and handing it to a member of the team.

If you would prefer to provide feedback online please visit our consultation website:

eburydesign.commonplace.is



Key facts



Approximately 750 new high-quality homes



At least 50% will be affordable homes (including at least 250 social rent homes)



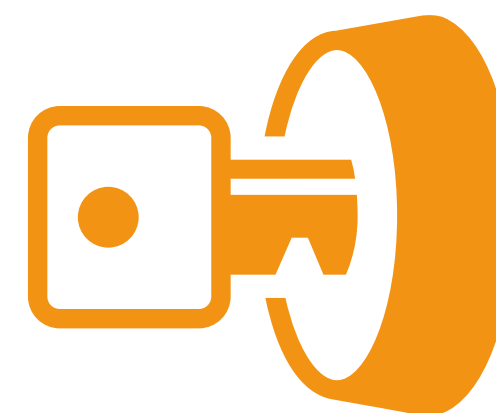
All existing secure tenants and resident leaseholders will have a new home built on the estate



4 new public squares and community facilities will reconnect the estate with the wider neighbourhood



Taller elegant buildings will allow sunlight into homes and public squares producing a high quality living environment



The City Council is taking the lead, delivering the first phase of the scheme



A new high standard of housing management will be delivered across all tenure types

Pre-planning consultation

We want to ensure a thorough consultation process to allow you to feedback on our design proposals. We have set out our approach which includes holding meetings and exhibitions with the local community in the timeline below from September 2019.



Key project milestones and indicative dates



Journey so far

- A key 'City for All' priority for the Council is to increase affordable housing to tackle the housing shortage
- Built in the 1930s, Ebury Bridge is one of Westminster's oldest council estates
- The estate was identified in 2010 as one of five priority estates in the Council's housing renewal strategy as needing significant improvement and investment
- In 2016, a previous plan for the renewal of the estate received planning consent
- Due to challenging market conditions the scheme was deemed unviable and failed to attract a delivery partner
- In 2017, the Council made the decision to re-visit the scheme making a commitment to residents that a new renewal proposal for the Ebury Bridge Estate would be shaped with the community
- Any new scheme would need to be viable, desirable and deliverable, taking lessons from the previous plans
- Key commitments from the Council were set out at the start including a right of return for all secure council tenants and resident leaseholders



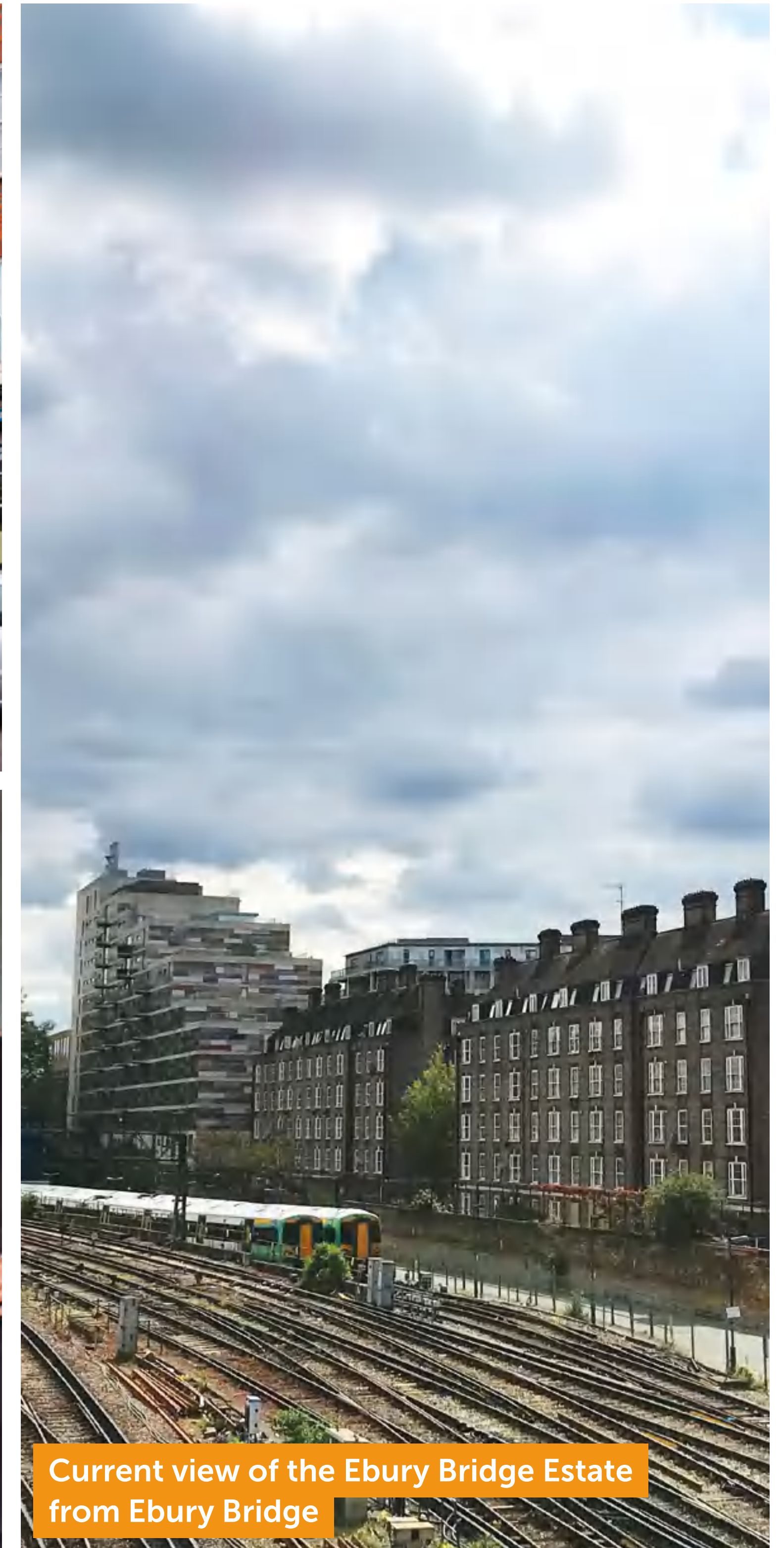
Current view from Ebury Bridge Road



A community day held at Ebury Bridge Estate in summer 2019



Business owners on Ebury Bridge Road



Current view of the Ebury Bridge Estate from Ebury Bridge

Resident involvement

- In 2017, following the Council's commitment to work with residents to find a solution for a new scheme, a dedicated engagement team was established on the estate
- A resident steering group (Community Futures Group) was established in October 2017 to provide a resident voice on potential renewal scenarios and has met on a monthly basis
- A thorough options appraisal process was undertaken with residents engaged throughout
- This process identified eight scenarios ranging from refurbishment through to comprehensive redevelopment
- In May 2018, it was identified with residents that scenario 7, the full redevelopment of the estate, was the preferred scenario
- All residents were asked for their feedback, and in July 2018 the Council's Cabinet gave their approval
- From August 2018, a comprehensive Housing Needs Assessment was undertaken to determine the type and size of housing needed by the existing Ebury Bridge Residents
- Detailed design proposals started to be developed with the Ebury Bridge Estate residents in March 2019



Residents' design priorities

Since March 2019 we have spoken with the Ebury Bridge Estate Community Futures Group and wider estate residents through a series of design workshops and drop-in sessions, which told us about their priorities for the new estate. Residents have told us:

Public squares should create a welcoming entrance to the estate

Community square must be well maintained and accessible for all

Less cars preferable to allow more community space

Spacious balconies that look good are important

New buildings should look modern, spacious and well designed

Include space for art and education

Play spaces should be welcoming to all ages and the wider community

Home layouts should be flexible

The planning application

We are proposing to submit a planning application early next year that consists of two parts:

1. A detailed application for Phase 1
2. An outline application for Phase 2



Ebury Edge

A separate planning application has already been approved for temporary community space called Ebury Edge to last approximately 5 years. It will deliver:

- A new community hall, café and garden
- Affordable workspace and retail units

Find out more about the project at eburyedge.com



Phase 1

- Phase 1 provides homes for existing residents in two new buildings, enabling all existing residents to move in to the first phase
- Phase 1 will comprise c. 230 homes of mixed tenure, a landscaped square, a community centre and provide servicing access, disabled and cycle parking
- Designed to set the quality for the future phases
- Will be self-delivered by Westminster Council



Phase 2

- The complete development will comprise c.750 homes, landscaped new public realm, and will improve the connections to surrounding streets
- Phase 2 will also bring retail and further community facilities

Key benefits



Approximately 750 new homes, new retail opportunities, public squares and community facilities will benefit the area



The proposed scheme will provide over 400 more additional homes on the existing Ebury Bridge Estate



The new estate will be a mixed neighbourhood with homes for market sale, homes for market rent and affordable homes. A new standard of management will be introduced



New shops and cafés will bring new variety to Ebury Bridge Road for local residents on and off the estate



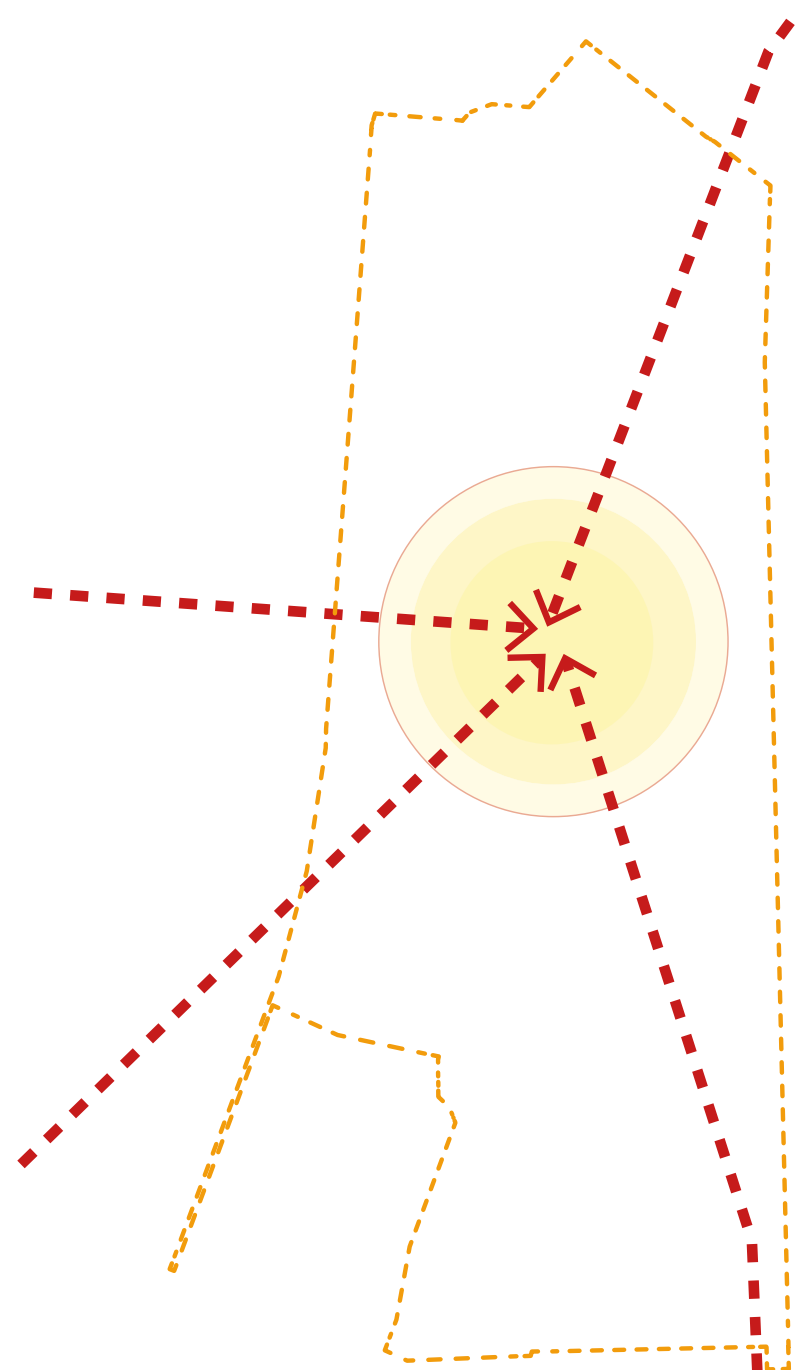
A safe and secure environment which focuses on increasing and improving green spaces at the heart of the development



The scheme will bring significant investment to the area through jobs, enterprise opportunities and facilities. This will complement the transformation taking place in Pimlico

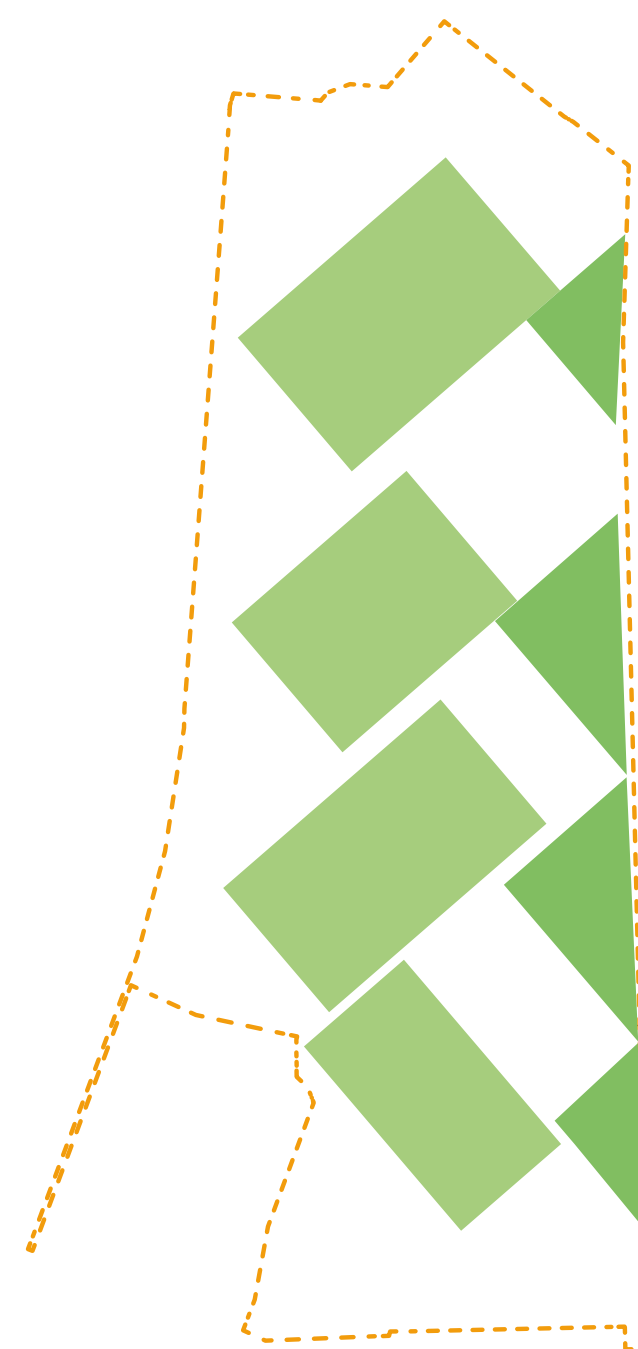
Design principles

In partnership with Ebury Bridge Estate residents we have established a set of five overall design principles also called masterplan principles.



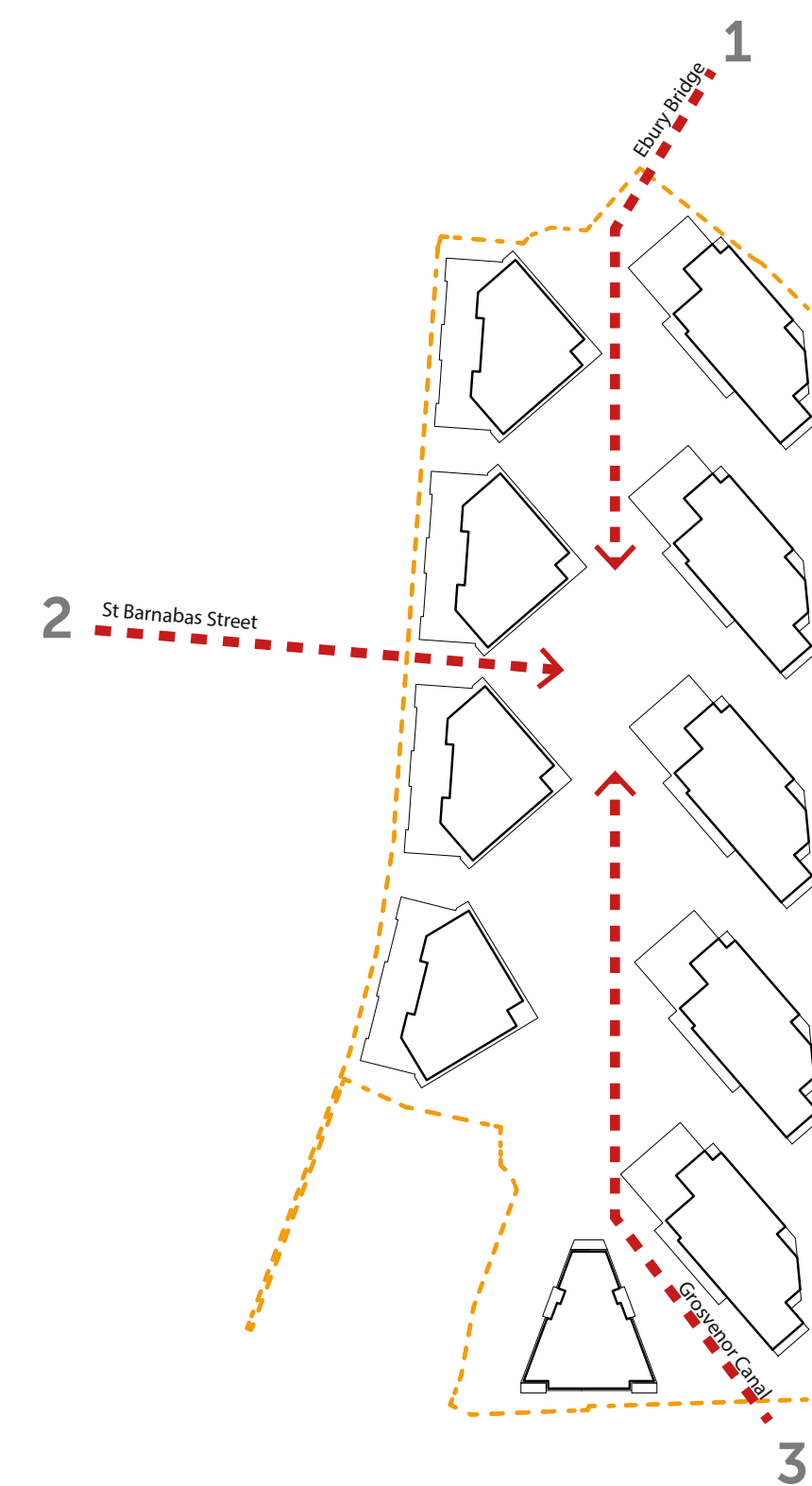
1. Central open space

- At the heart of the development is a pedestrian-only public space
- An entrance is aligned with St Barnabas Street to the west
- Space for residents to gather and play, and a flexible community use facing the square
- Public spaces open to all



2. More green space

- Central to our design has been to increase the amount of green space and improve its quality
- A hierarchy of spaces: Open landscaped areas with trees and seating, water features, sheltered play areas, and green podium decks adjacent to new buildings



3. More connections

Significant improvements to connections with immediate surroundings:

1. North (Ebury Bridge)

- Creating a new main entrance to the estate with landscaped stairs and opportunity for retail

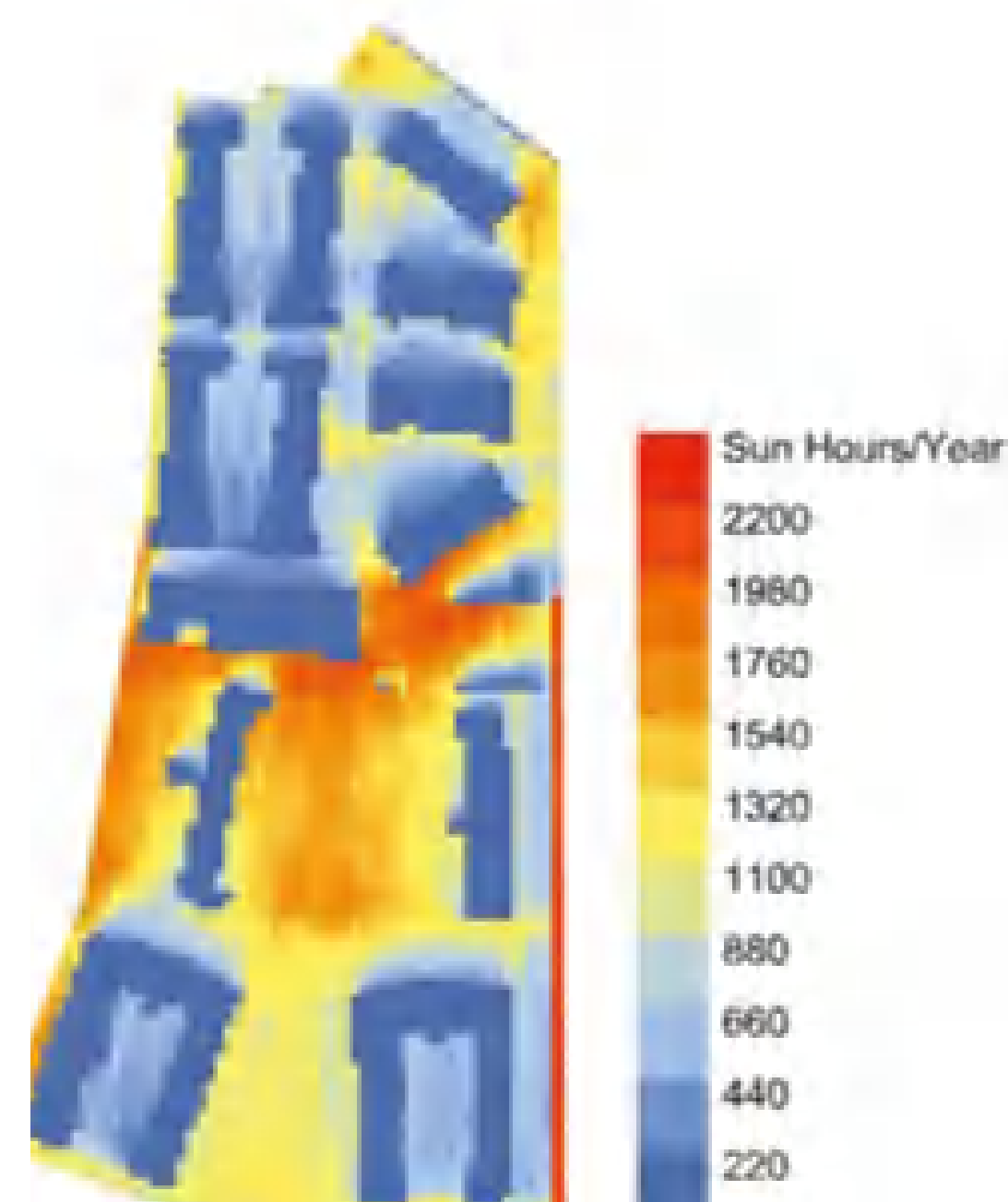
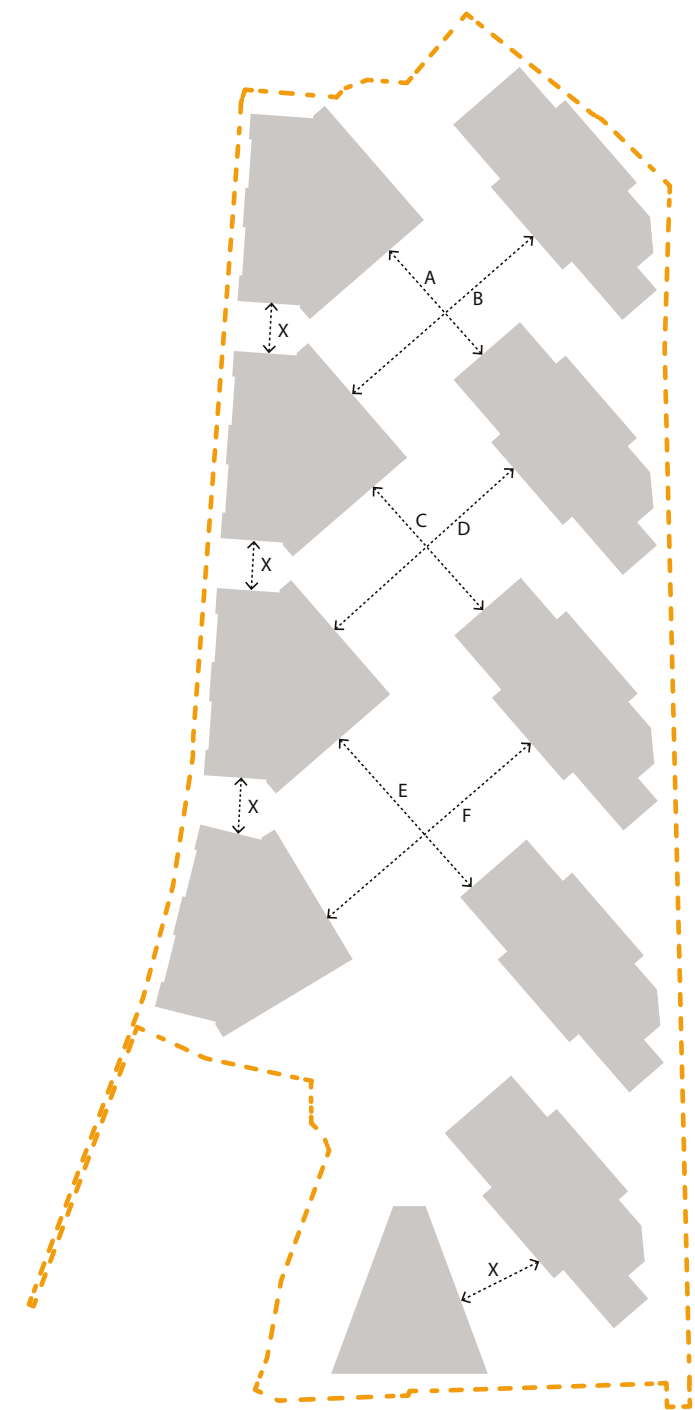
2. West (Ebury Bridge Road)

- Three pedestrian and two vehicular access points

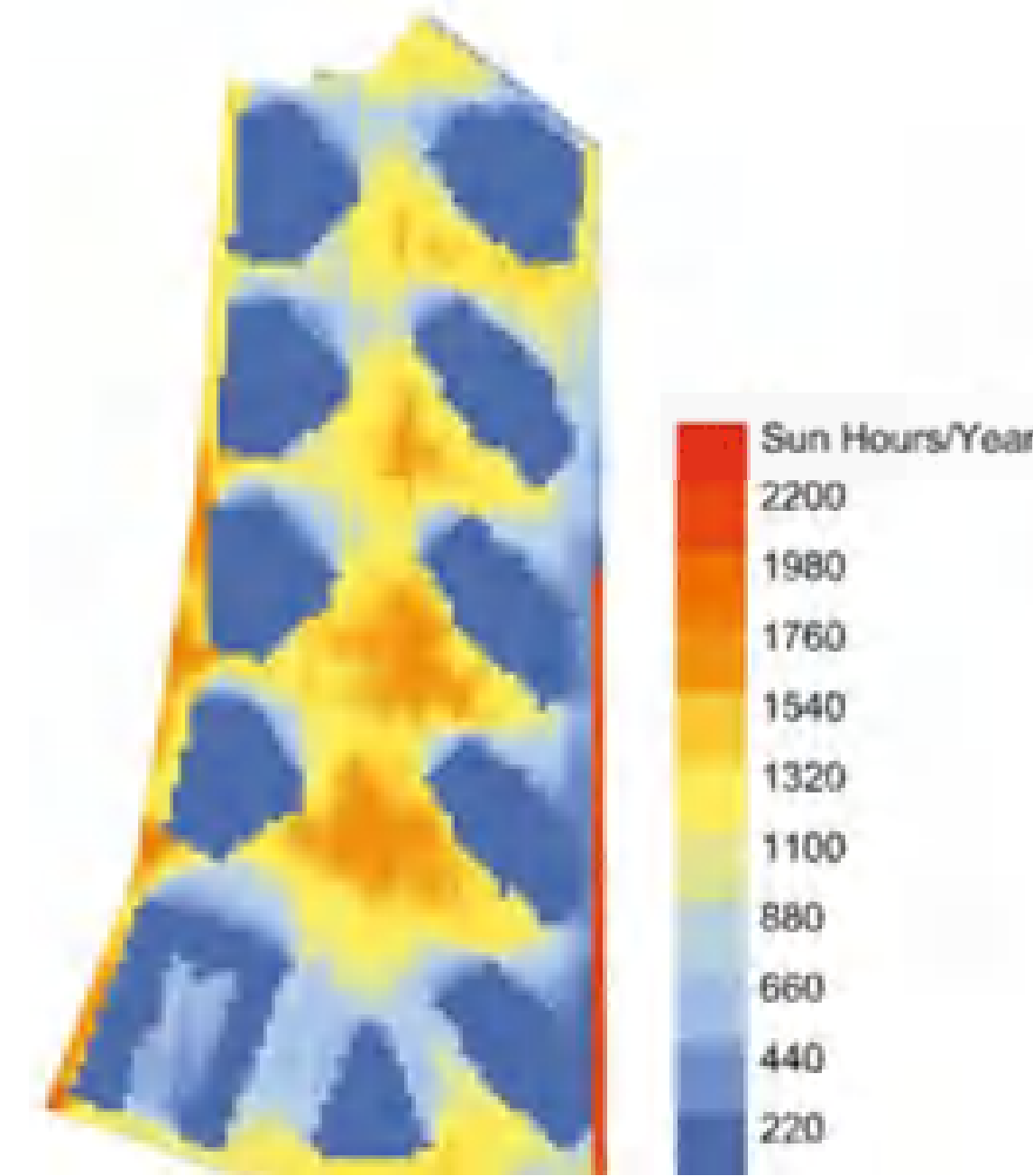
3. South (Grosvenor Waterside)

- A new north-south pedestrian axis through the estate
- A strong link with the Grosvenor Waterside

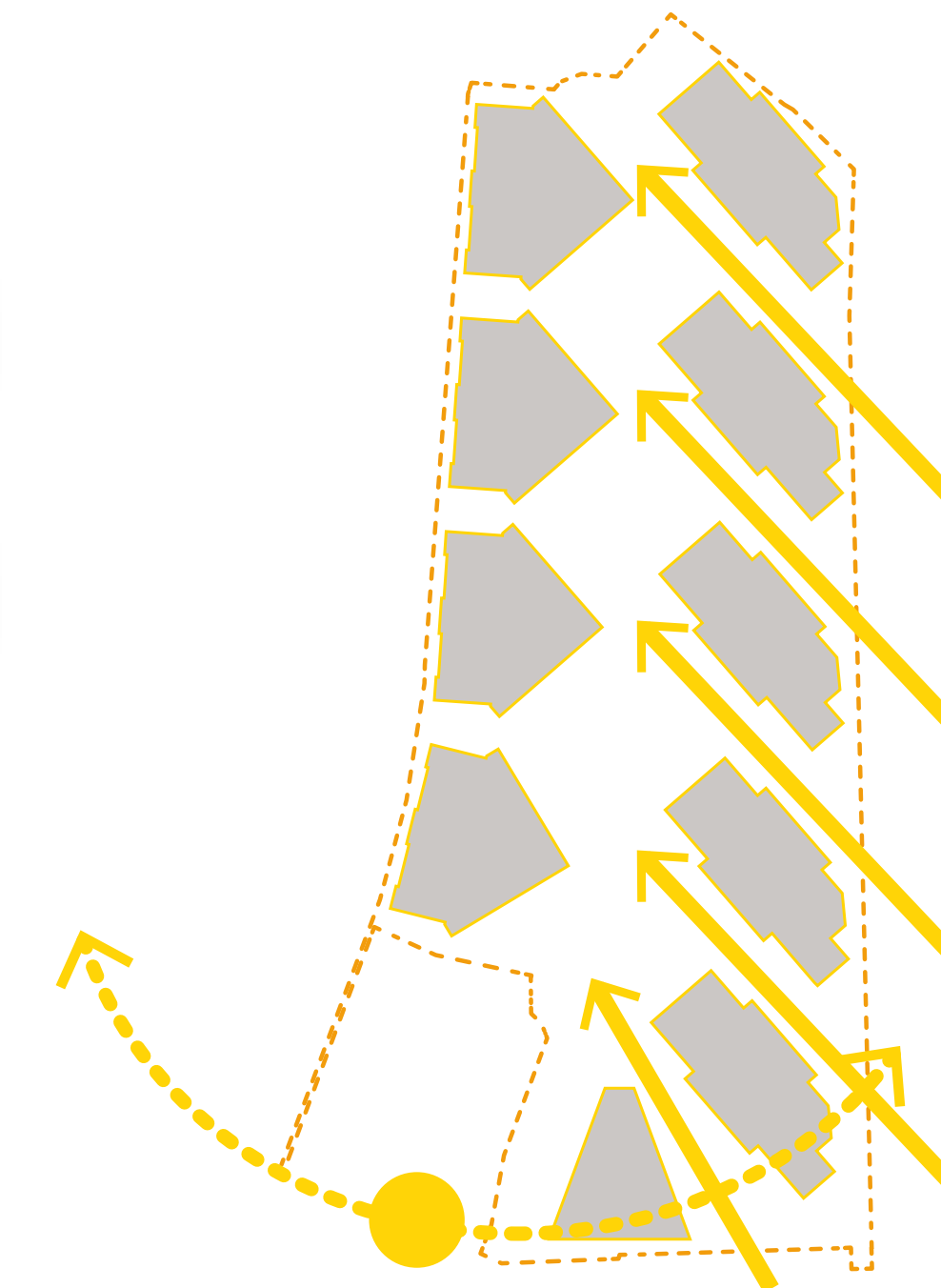
Design principles



Existing Ebury Bridge Estate:
Sun hours per year



Proposed Ebury Bridge Estate:
Sun hours per year



New orientation: More sun can enter the estate

4. More separation between blocks

- Buildings arranged to create well proportioned and generous town squares building on the characteristics in the surrounding wards within Westminster and Kensington and Chelsea

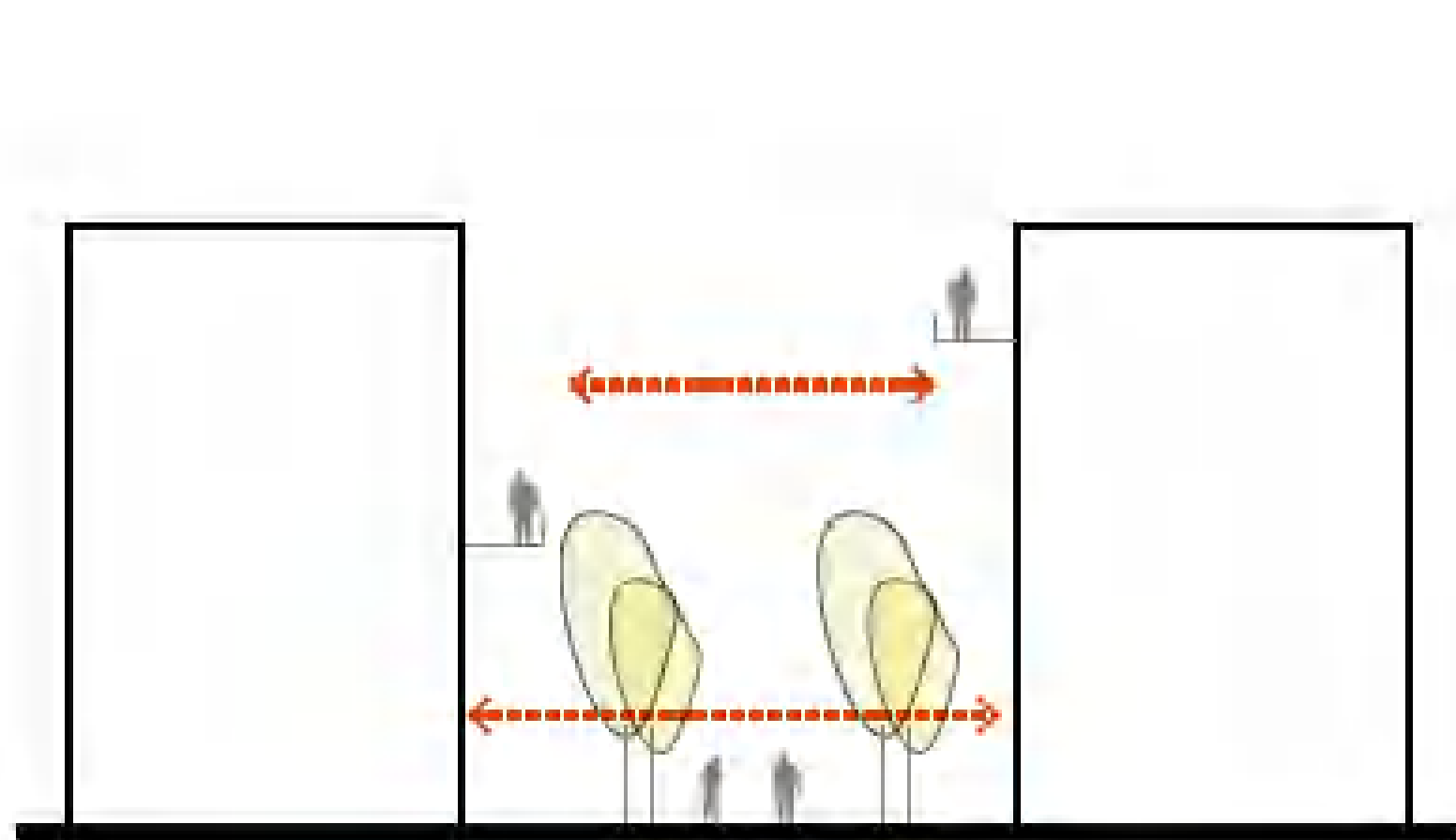
5. More sunlight

We have carried out a study to test how our new building arrangement would impact on the amount of sunlight within the public space.

As shown, the new orientation of homes significantly improves the hours of sunlight distributed across the site. This makes for a much improved quality of space, the possibility to grow more species of trees and plants, and allowing residents to enjoy more sun for longer.

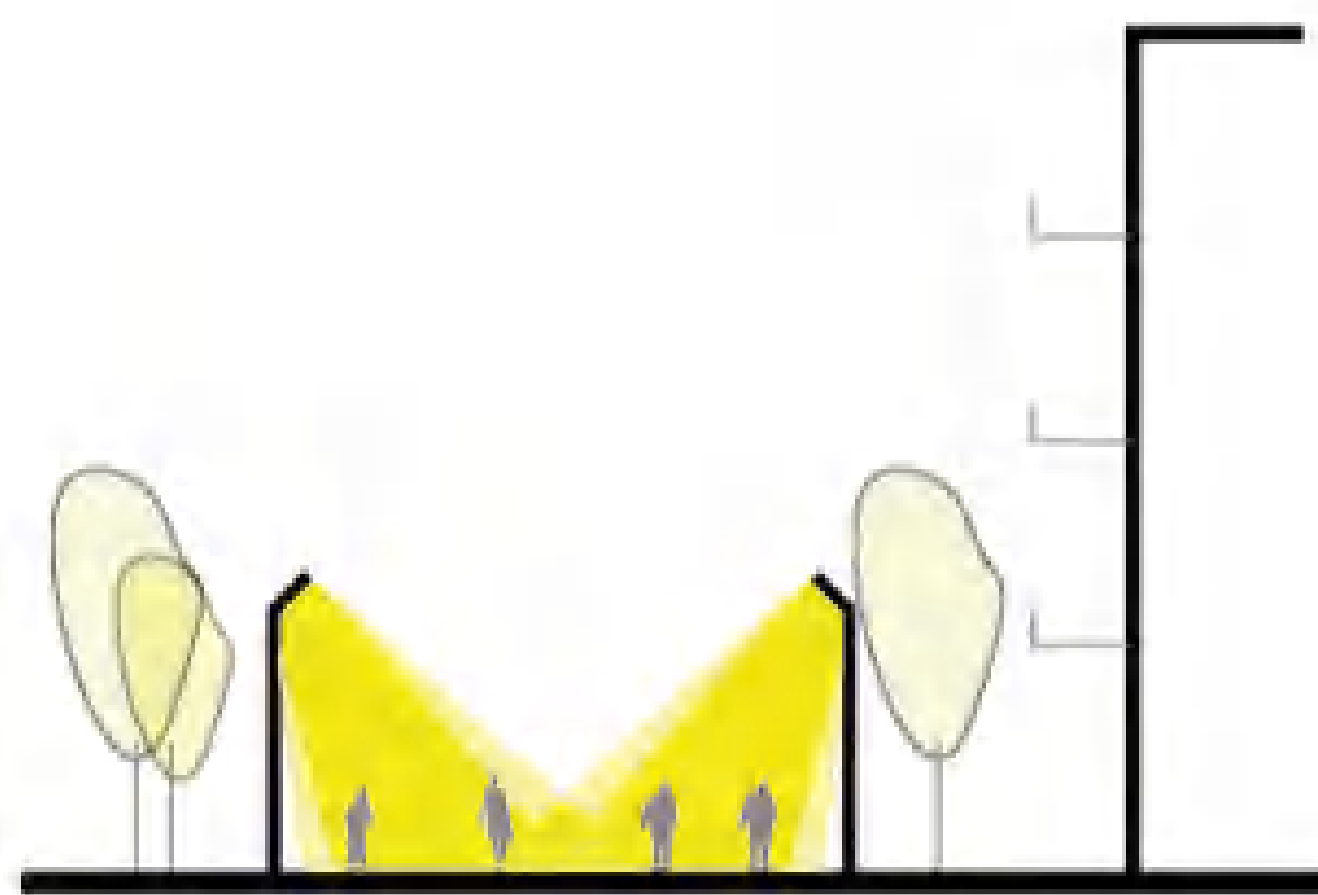
The design of the buildings

In order to ensure a high-level of design we have established a set of key design principles which set a high standard for both the internal and external spaces that will be developed.



1. Building Distance

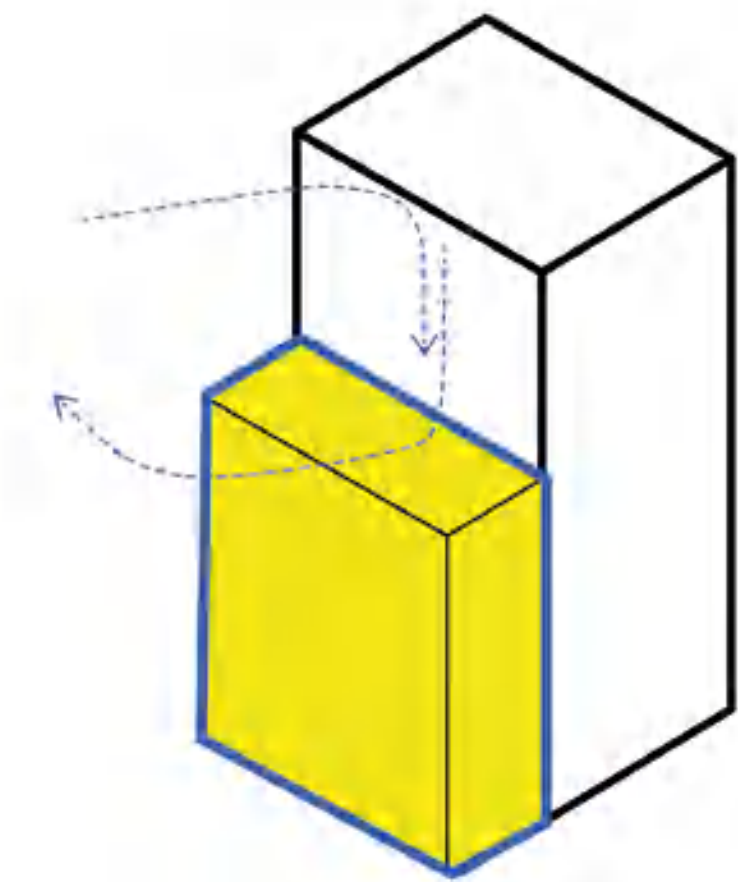
- Generous separation between buildings
- Mitigate overlooking between apartments



2. Security and Safety

- Secure by design, by including well-lit spaces and footpaths, and clear lines of sight between blocks
- Clearly defined entrances and access points throughout the estate
- The new blocks will be built to the highest fire safety standards
- Each apartment will have an individual sprinkler system that can be activated without damaging the rest of the block

West / south west
prevailing winds

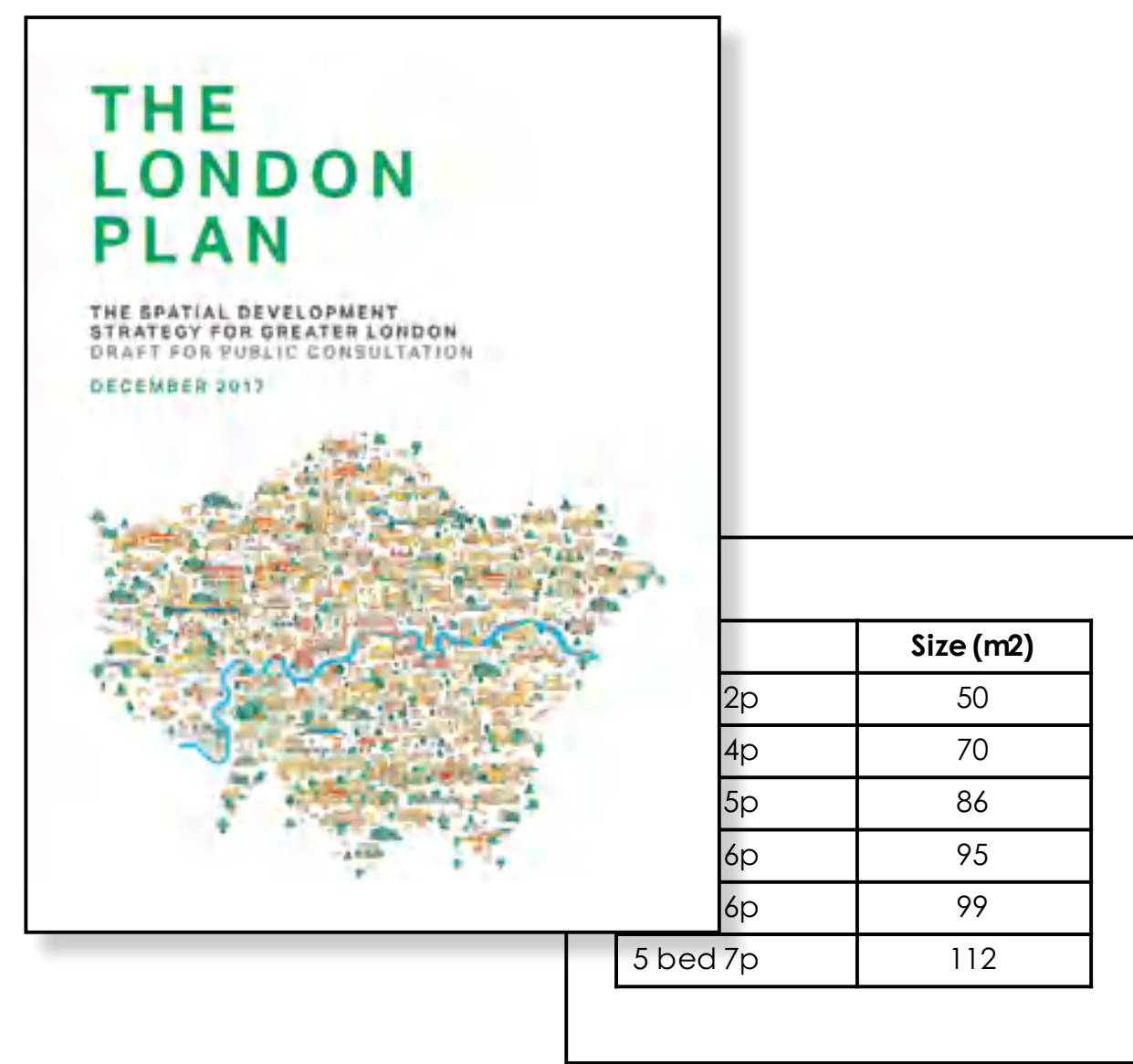


3. Reducing the impact of wind

- The ground floor of the buildings steps out from the building line, deflecting down-drafts of wind away from pavement level
- A comfortable environment to walk and gather

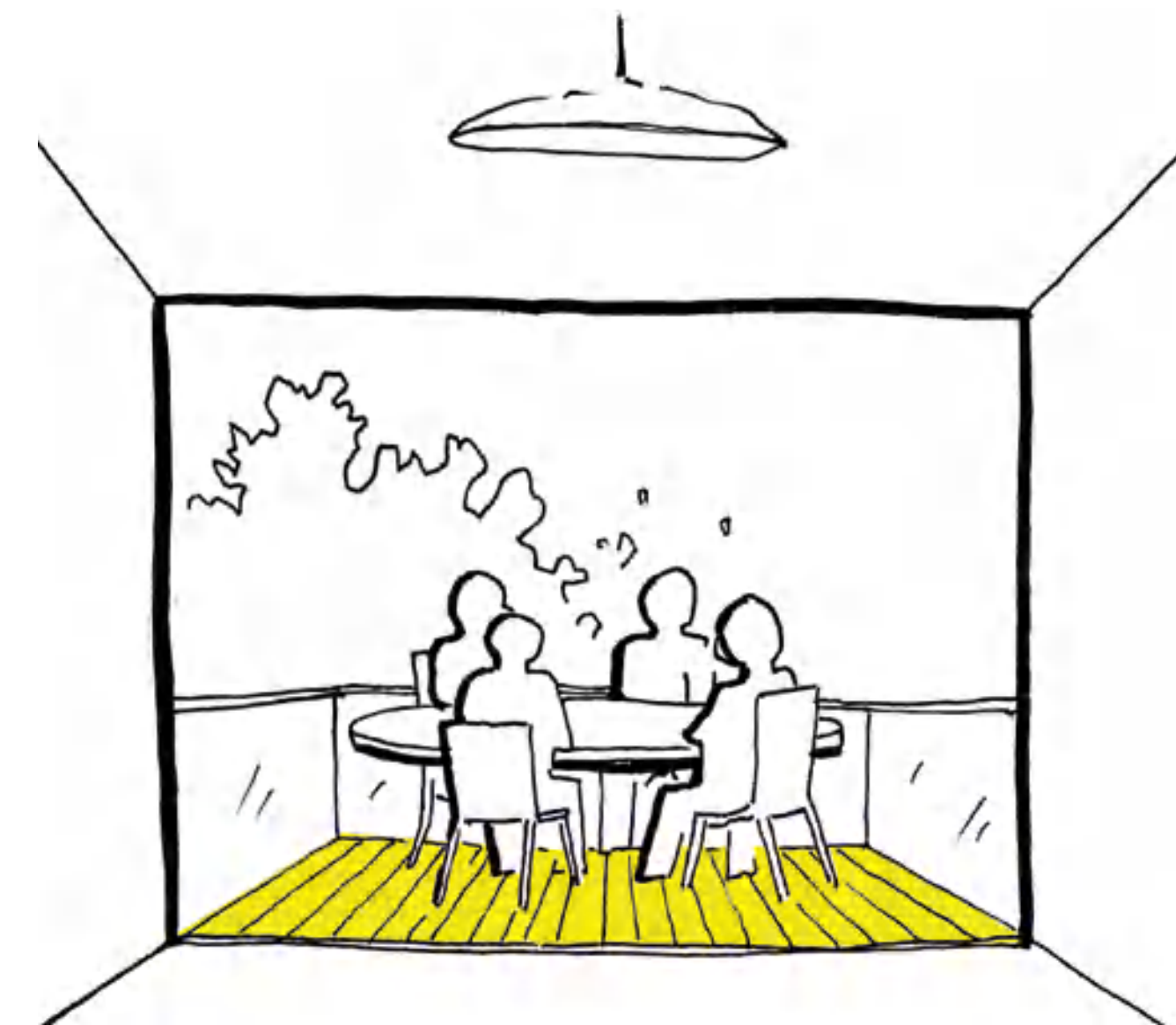
The design of homes

Homes: The quality of internal spaces we are creating



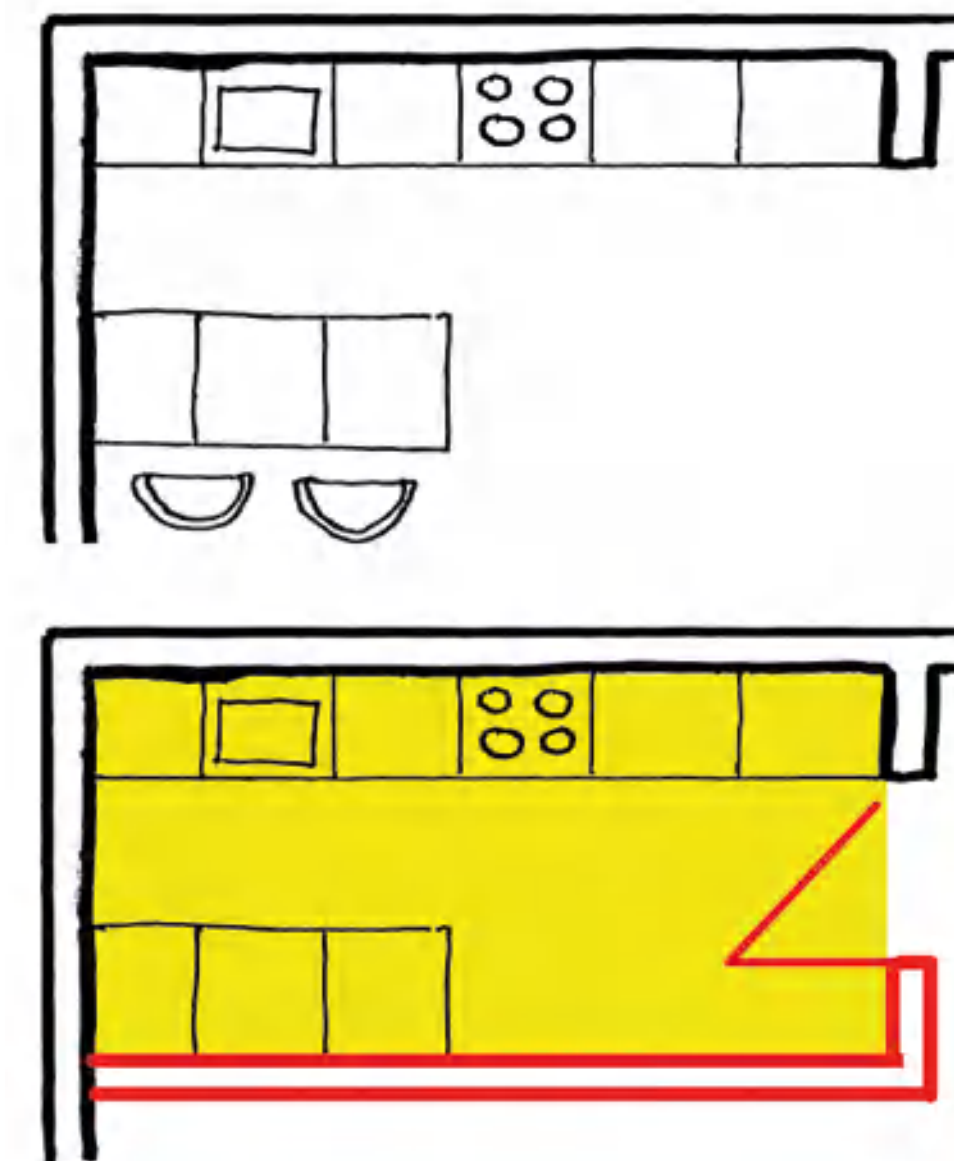
1. Apartment sizes

- All apartments are designed to the London Plan size standards and Westminster space standards
- The space standards are set by the Mayor of London and are based on the minimum gross internal floor area required for new homes relative to the number of occupants



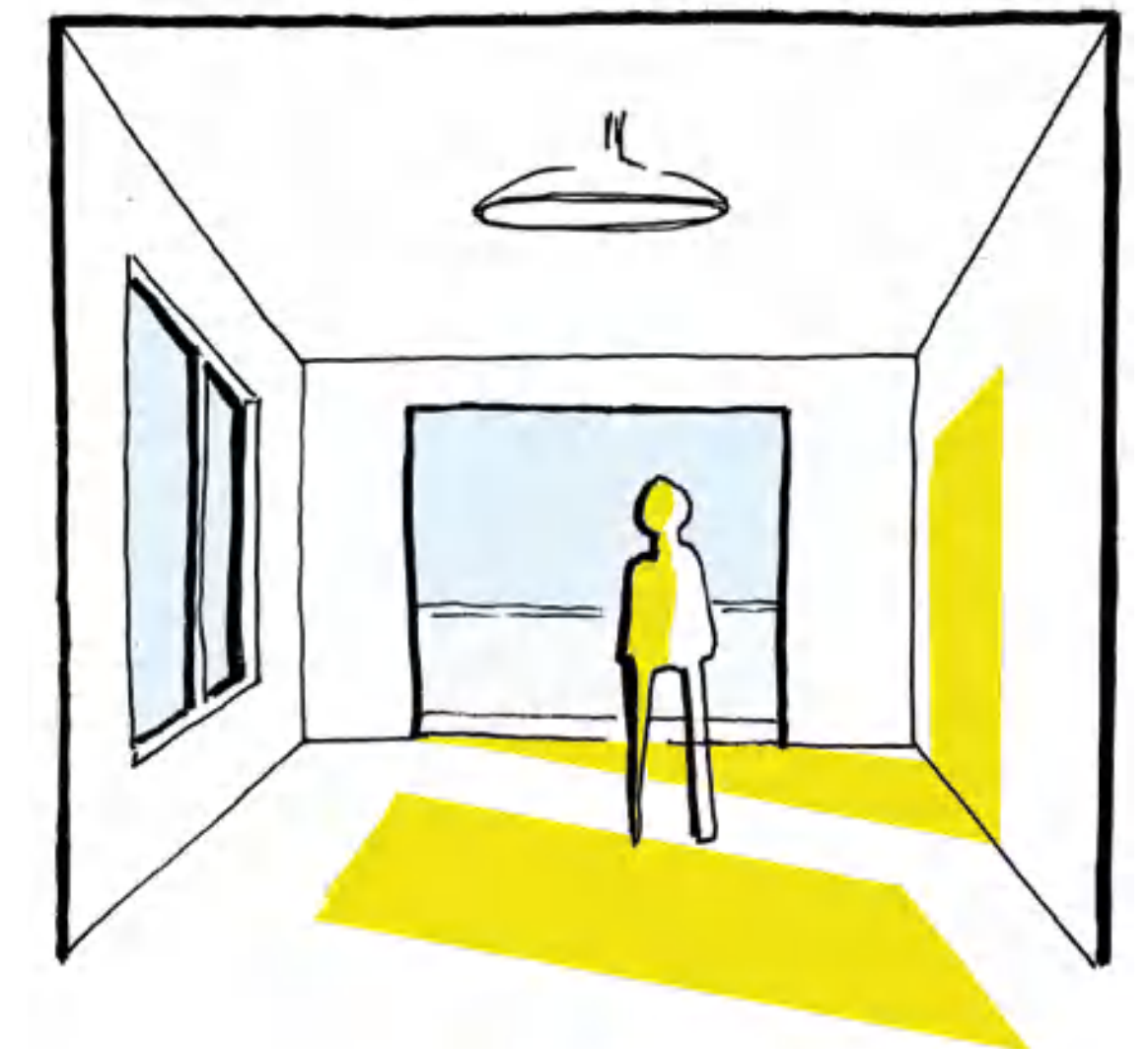
2. Well-planned spaces

- Private balconies with enough space for tables and chairs
- Adequate storage and well-proportioned circulation spaces
- Apartments adaptable for less mobile residents



3. Flexibility

- Kitchens are designed to be flexible, either open plan or enclosed
- Layouts that can be adapted to residents' preferences
- Flexibility in internal finishes

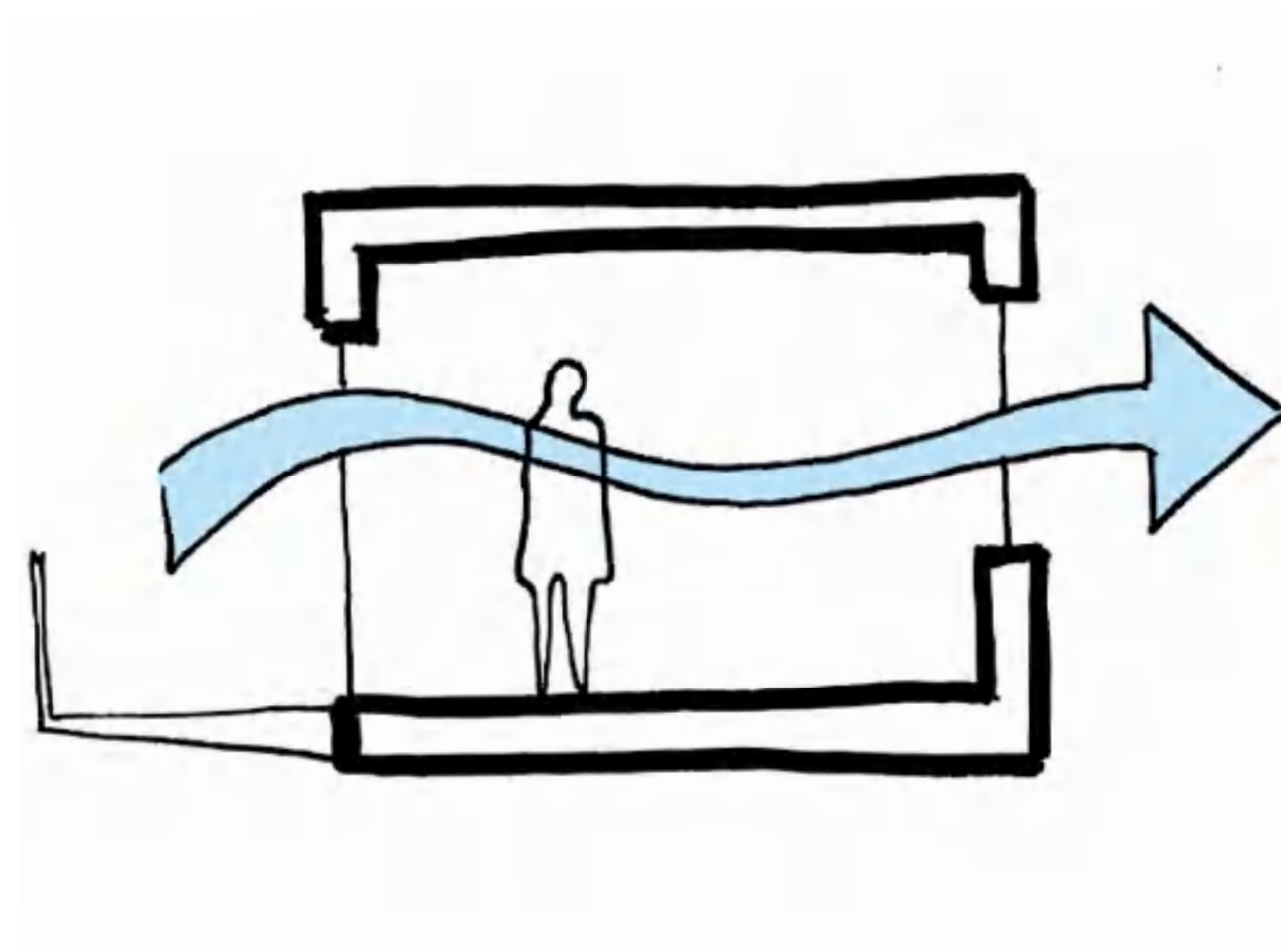


4. Wellbeing

- 90% of properties will have dual aspect living rooms (designed with openable windows on two or more walls for multiple views)
- Window proportions and locations to maximise daylight into rooms

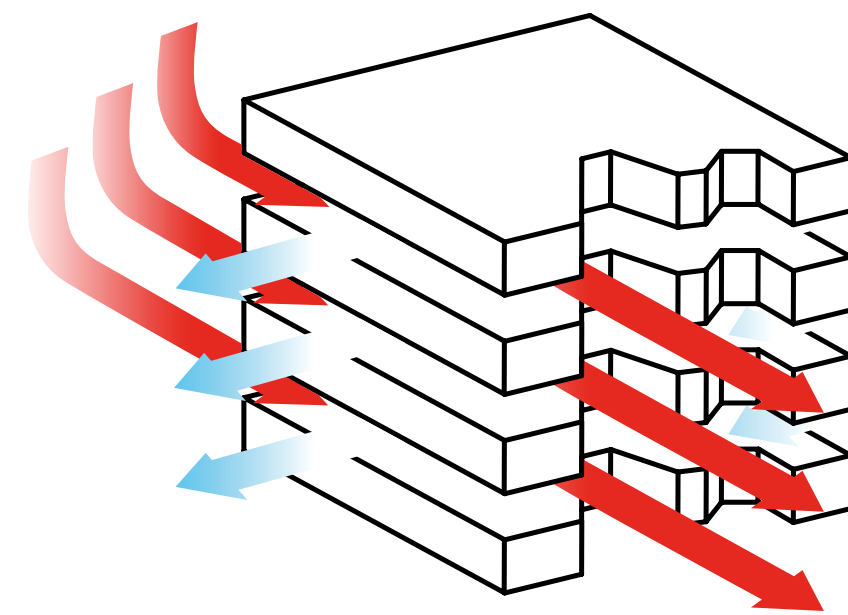
The design of homes

Homes: How the apartments perform



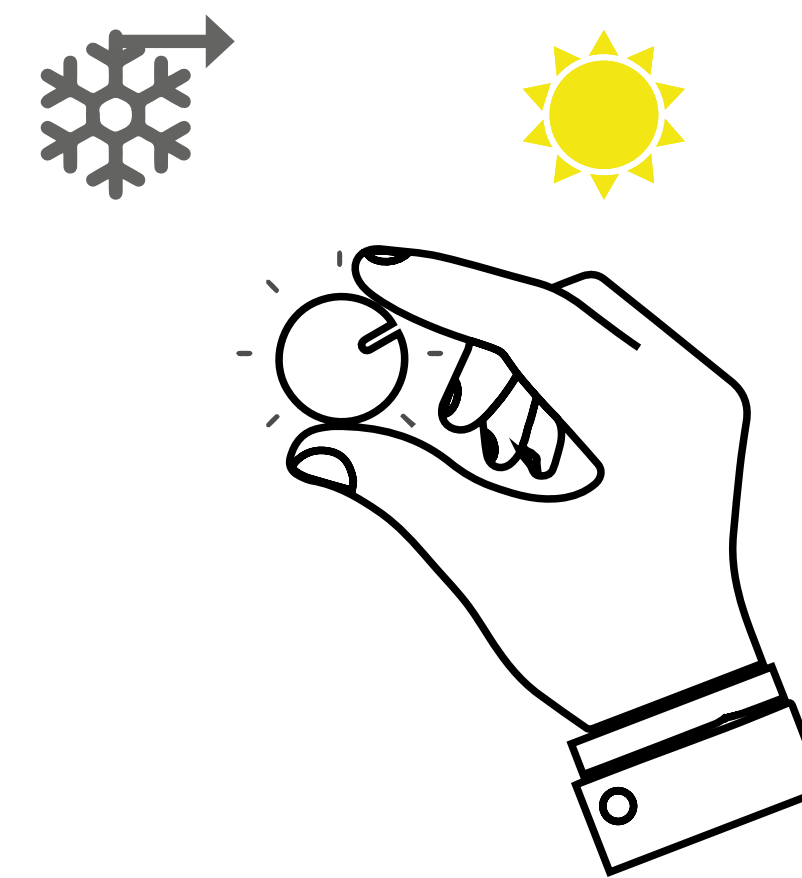
1. Natural ventilation

- All apartments are designed to encourage natural air flow
- Fresh air flowing through rooms



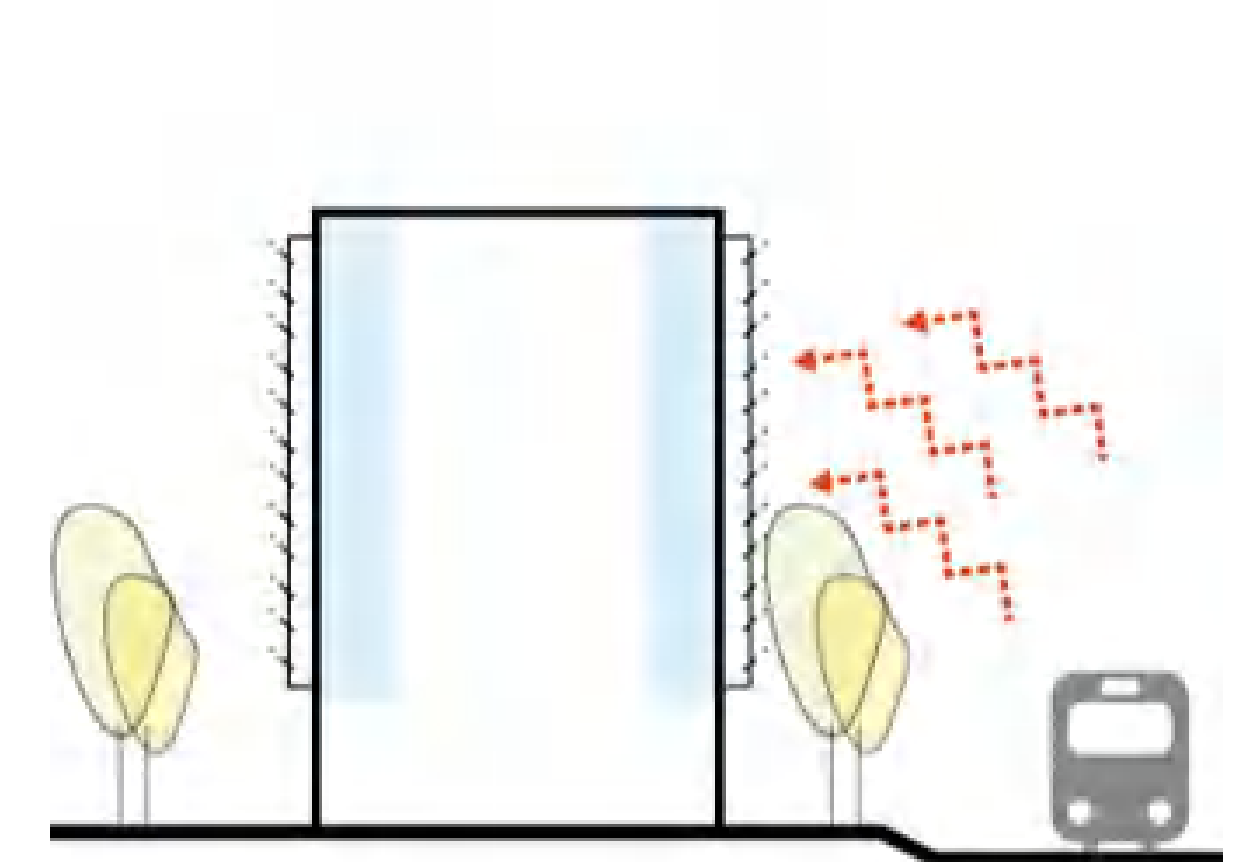
2. Energy Reused

- Re-use of energy generated by the apartment and the scheme
- Lower heating bills
- Efficient and more sustainable



3. Personal control

- Centralised heating system
- Ability to control temperatures in individual apartments

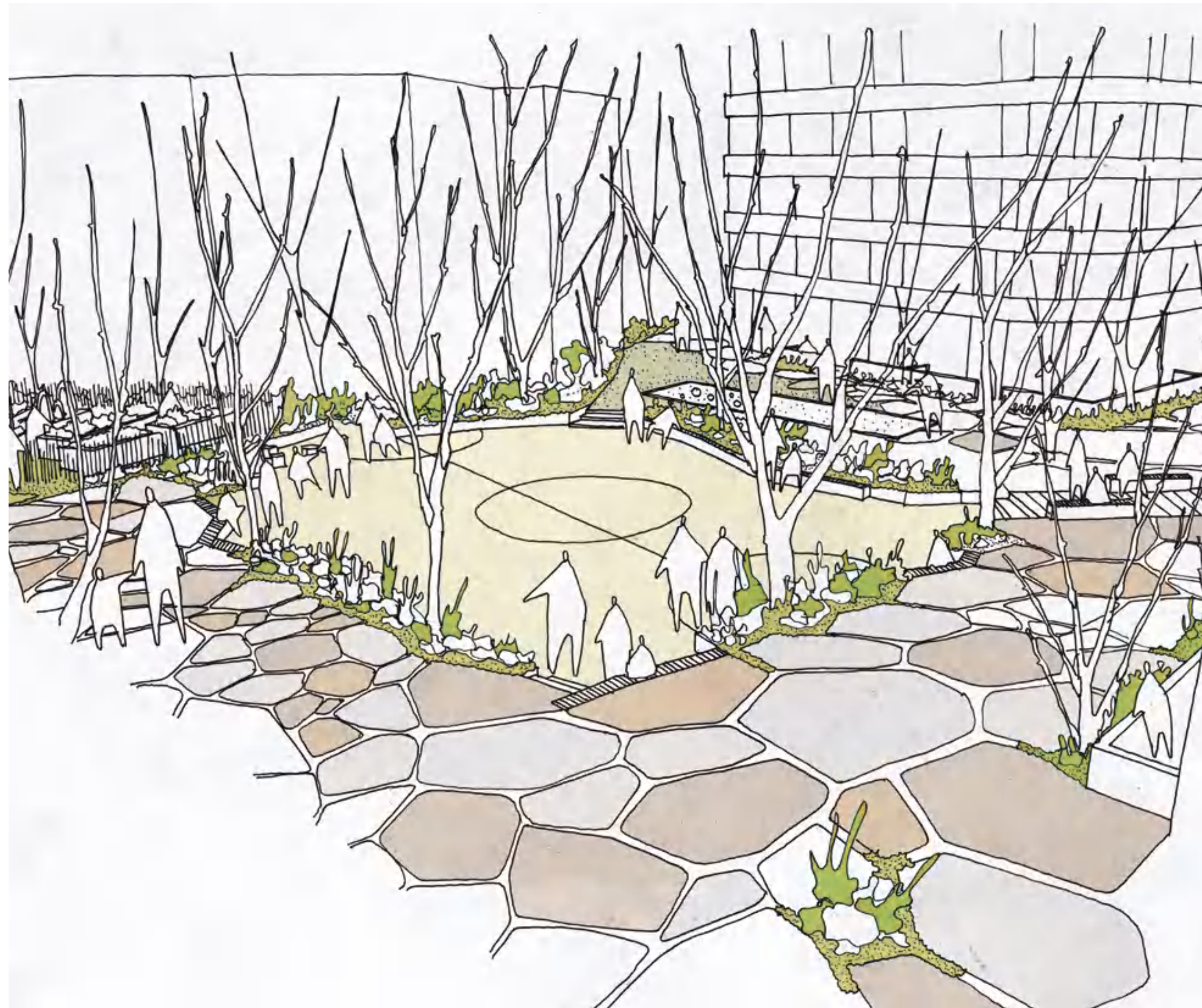


4. Well-insulated

- Thermal insulation to decrease energy costs and wasted heat
- Acoustic insulation to reduce noise from railway and Ebury Bridge Road

Public space and new facilities

A key priority for the scheme is to develop high-quality public spaces. The spaces are available to residents, those living, working in or visiting the area. They will include new squares, retail, community and leisure facilities.



Artist impression of a mixed use sports facility



New access onto Ebury Bridge

Key

- R** New retail spaces
- L** Providing new links to north and south to open up the estate
- C** New community spaces including for fitness and recreation



Public space design

Materials to be used in public spaces:



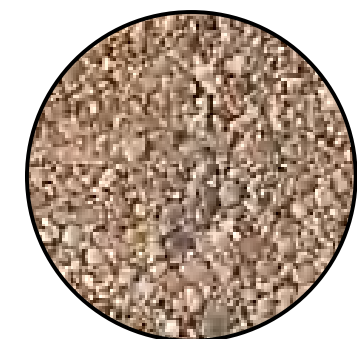
Distinctive concrete surfacing running north to south



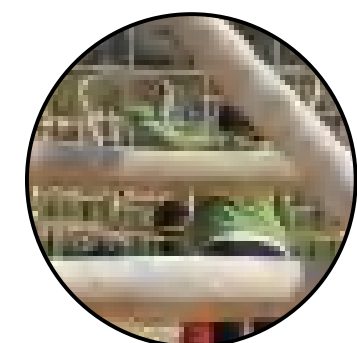
Potentially high-quality natural stone at Community Square



High-quality, robust street furniture that complements the material palette



Resin bound gravel through green spaces for "parkland" feel



Bark under play equipment where possible to retain natural character

Key



Retail



Community



Residential

Vehicular access

Retail

Pedestrian connectivity to encourage walking

Building line set back to provide wider pavements

Vehicular access

Retention of several existing mature trees

Community gardens

Landscaped steps creating a main entrance to the estate from the north
Better use of non-residential space to promote activity throughout the estate

Improved green spaces and more trees

Creation of podiums between buildings for resident cars and cycles to be removed from view

Water features

Community space

Landscaped play areas

Residential entrances and drop off points

Community space

Gateway to the south



Types of the public squares

1

Urban forest square

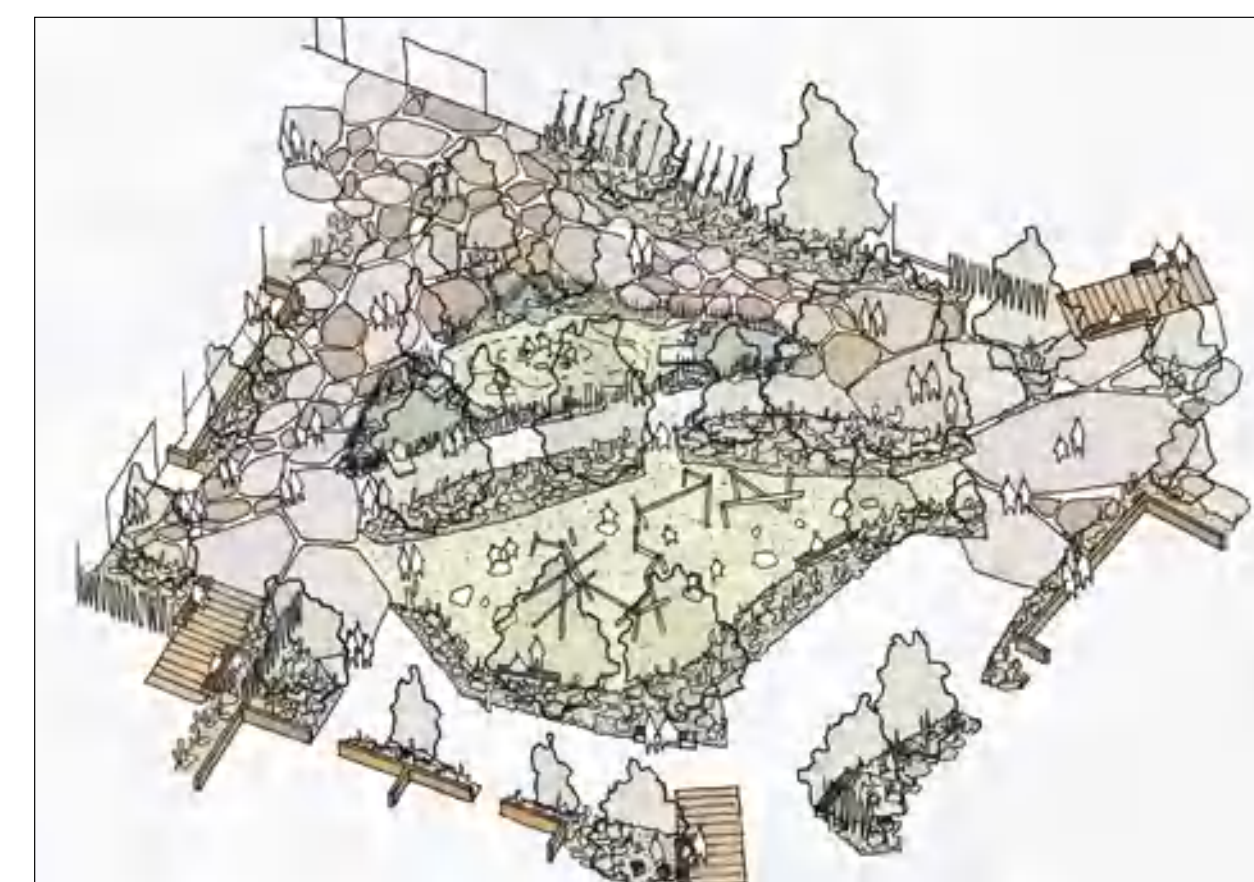
- Sheltered landscape
- Varied tree canopies with foliage below
- Natural play elements
- Woodland stream water feature



3

Forest school square

- A flexible space for learning
- Open spaces within tree planting for seating
- Biology ponds provide water features



2

Community square

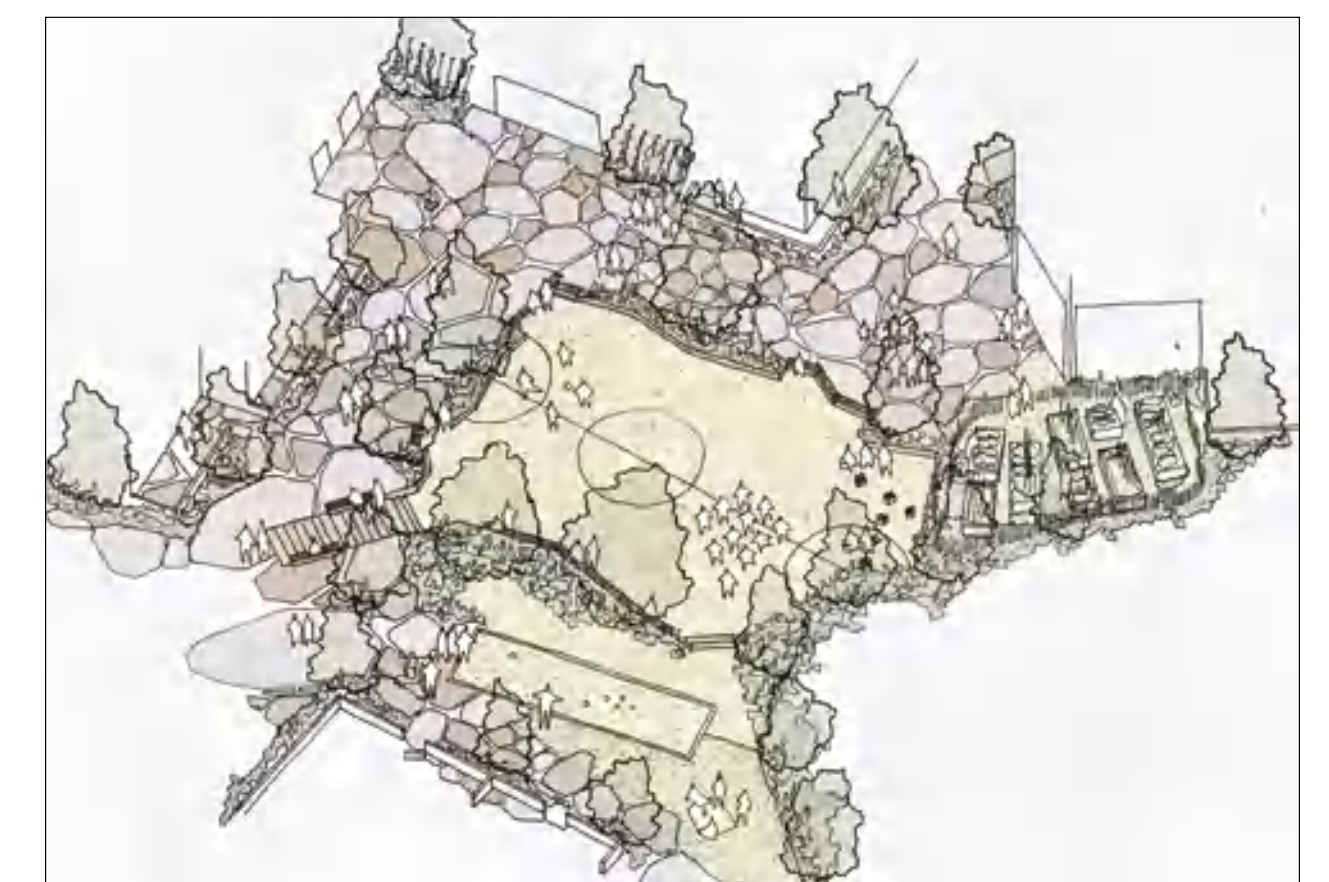
- A new town square for all
- A variety of seating areas
- More formal landscape
- Continuation of water features



4

Healthy living square

- An active space
- Communal allotment area
- Outdoor informal sport / exercise space
- Multiple seating opportunities



The scheme in the neighbourhood

- The scheme has been designed to integrate into its surroundings, responding to the prevailing heights in the area
- Taller buildings are positioned against the railway lines and smaller buildings are positioned against Ebury Bridge Road
- New public spaces will be positioned through the centre of the development



Concept view of the scheme in the surrounding neighbourhood

Three distinct zones of the new Ebury Bridge Estate

The design has created three distinct zones. Each zone has been designed to complement neighbouring buildings within the existing neighbourhood.

Zone 1 – Ebury Bridge Road

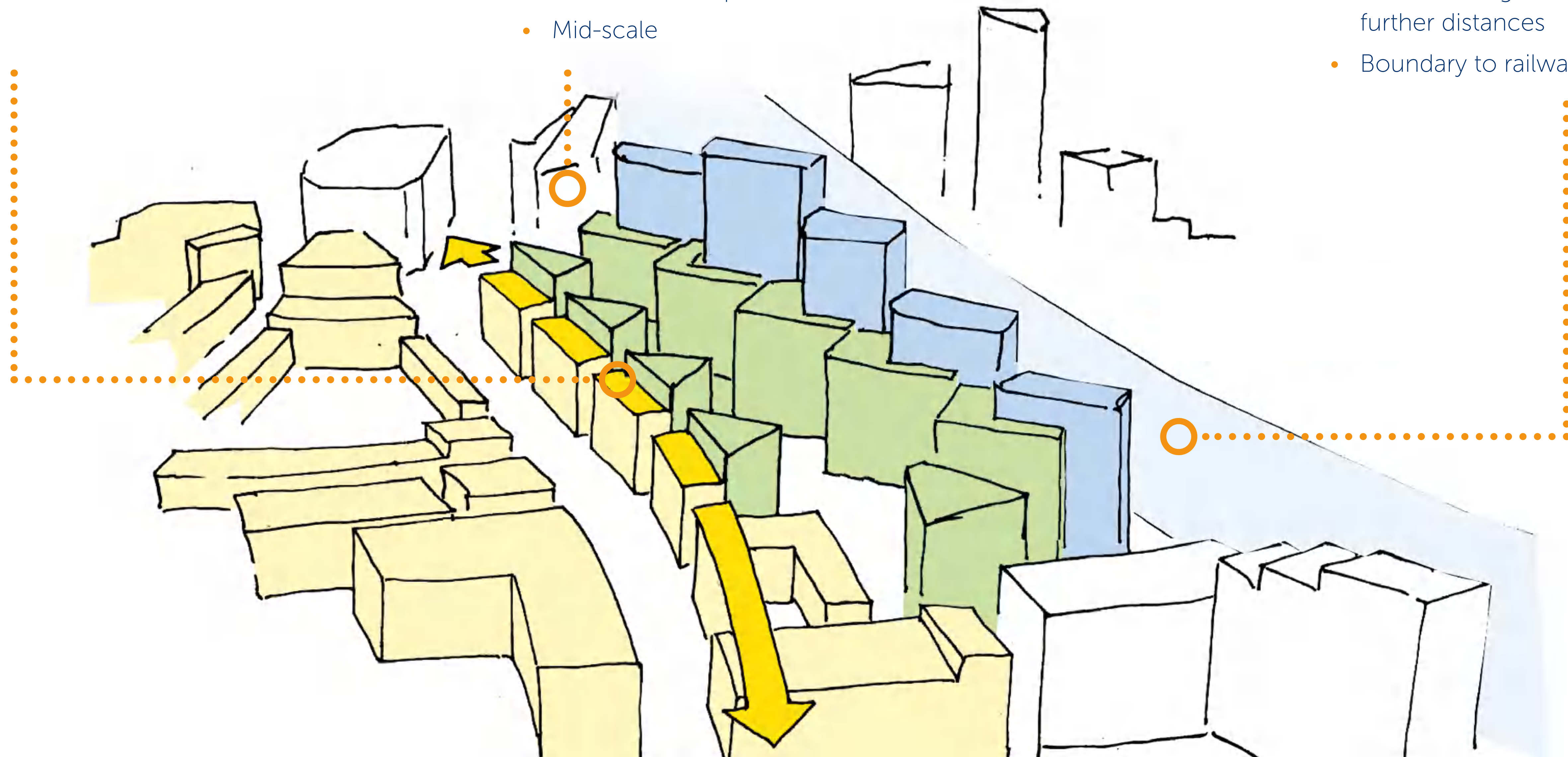
- Shoulder buildings designed to complement the street
- Scale relates to conservation area to the west

Zone 2 – Public squares

- Town squares
- Heart of development
- Mid-scale

Zone 3 – Ebury Bridge and railway

- In proportion to local landmarks
- Taller buildings viewed from further distances
- Boundary to railway

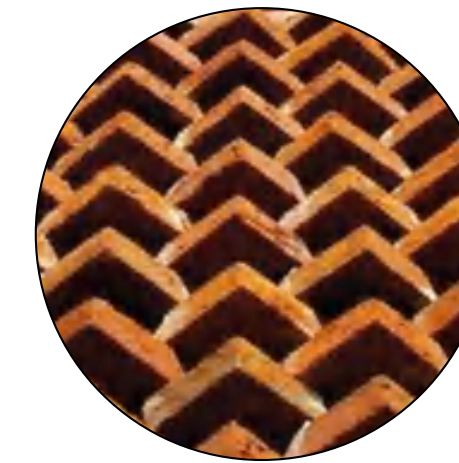


Zone 1 – Ebury Bridge Road

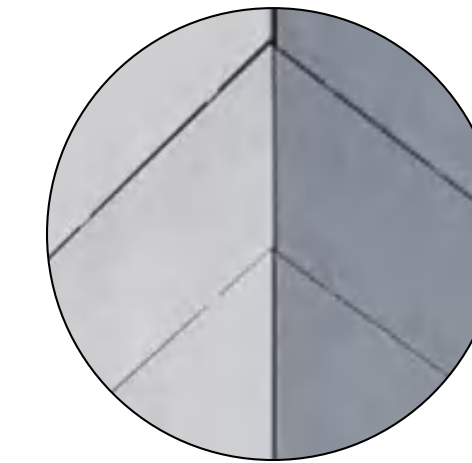
- Buildings would relate to Ebury Bridge Road homes
- Lower height, while imitating existing block bay windows
- Brick would be the most used material
- The bricks would get lighter towards the top of the building to reflect near neighbouring properties
- The height of these buildings would be six storeys facing Ebury Bridge Road and eight storeys at the buildings' rear

Materiality

- Generally red brick and cast stone details



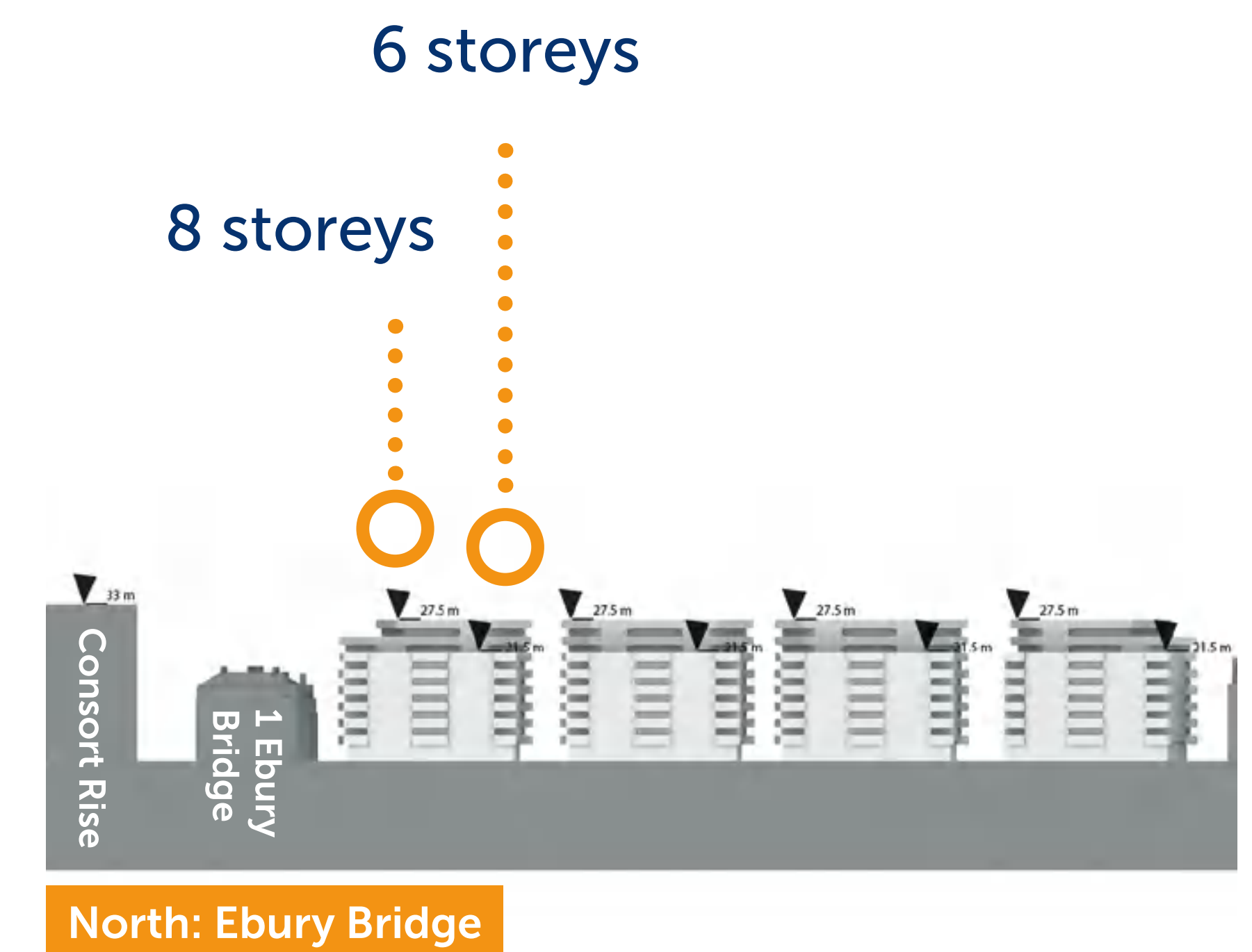
- Glazed shopfronts



- Dark metal balustrades to balconies



Concept image of what the Ebury Bridge Road buildings could look like

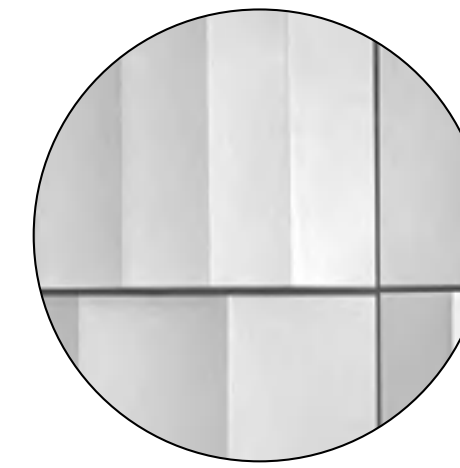


Zone 2 – Public squares

- Distinct public squares which will have new shopping and play accessible for all
- Aims to replicate existing semi-private spaces
- Balconies will be designed to maintain privacy

Materiality

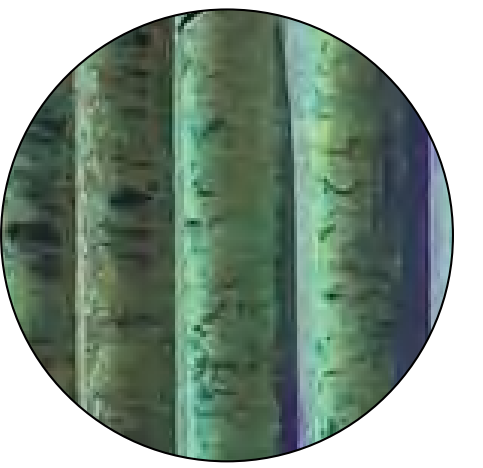
- Light coloured masonry



- Light coloured masonry



- Glazed ceramic



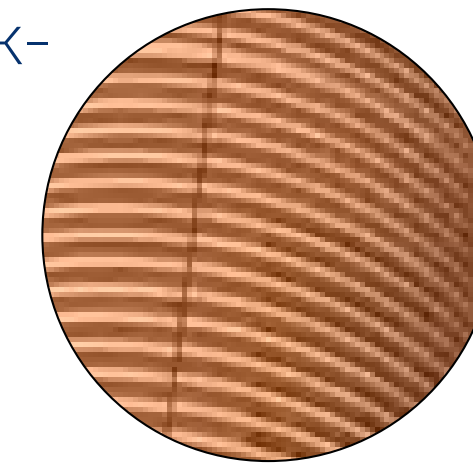
Concept image of what the central buildings could look like

Zone 3 – Ebury Bridge and railway

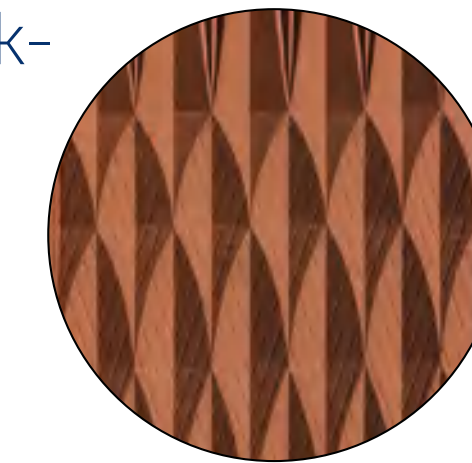
- Building materials will complement surrounding buildings
- Apartments will benefit from winter gardens (an enclosed balcony) to reduce noise from the railway
- Colours used will blend buildings into the landscape
- Taller buildings are located towards the north of the estate at Ebury Bridge
- The height of these buildings facing the railway would range from sixteen to nineteen storeys
- At the southern central end of the estate, a ten storey building is proposed

Materiality

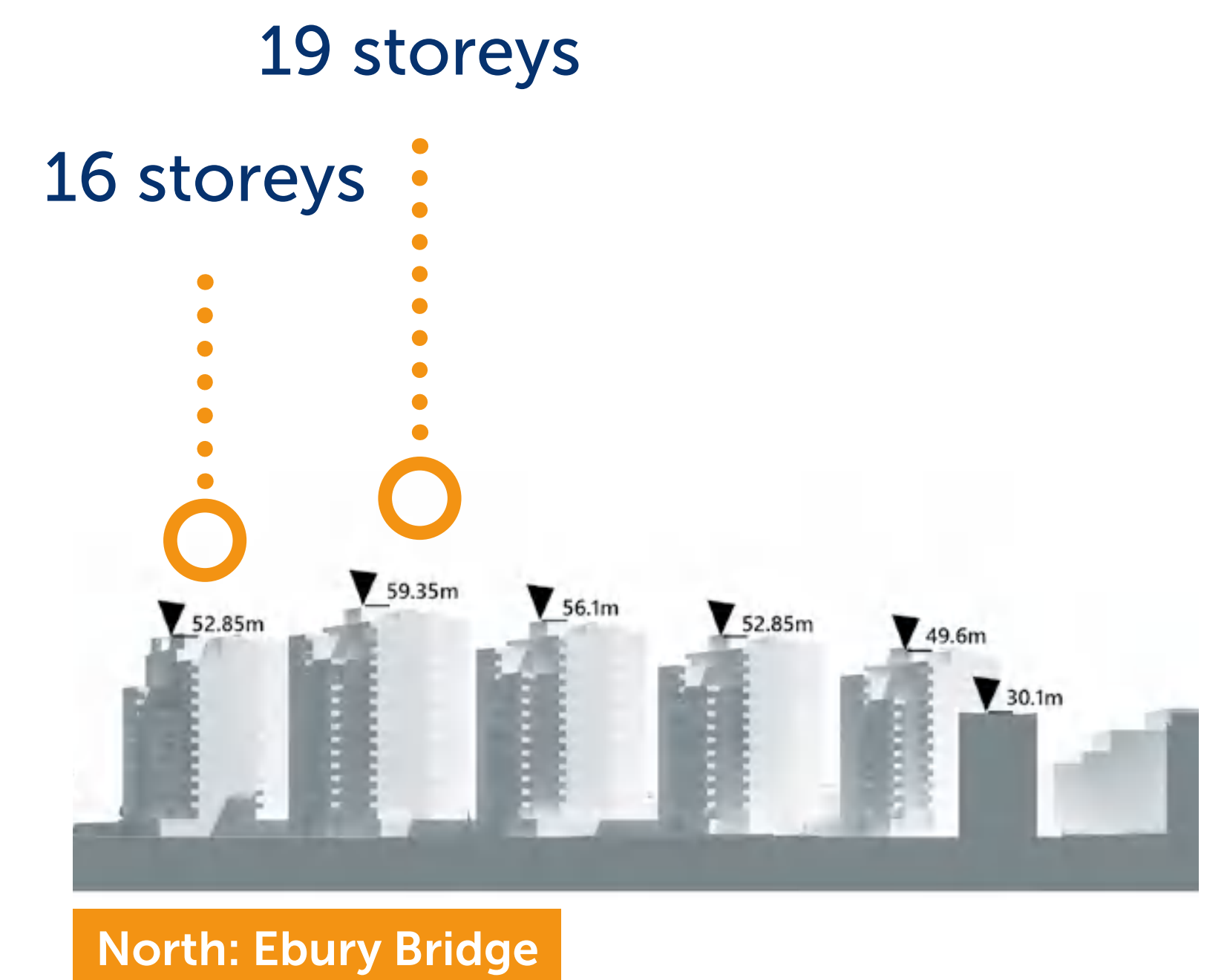
- Brick or brick-coloured cast stone



- Brick or brick-coloured cast stone



- Glazed winter gardens



Northern gateway: a new pedestrian entrance to the estate

- Creation of a new entrance to the estate at Ebury Bridge, further integrating the new estate with the wider area
- Landscaped stairs
- Opportunity for retail and workspace



Concept images of the northern gateway design



Thank you and next steps

If you would like to be kept informed of progress with this project please make sure you leave your details with us at today's event to be included on our mailing list for future events. Please let us know what you think about our plans by completing a feedback form and handing it to a member of staff. If you have any questions or concerns, a project team member will be happy to assist.

We will continue running this exhibition until 26 October for visitors.

From the feedback we collect we will present finalised designs later in the year at a further public exhibition. Opening hours for this exhibition can be collected from our handout available today.

It's easy to contact us if you have any questions or concerns.

- Visit our consultation website at eburydesign.commonplace.is
- Visit our information website at eburybridge.co.uk
- Phone us for free on **0800 011 3467**
- Email us at eburybridge@westminster.gov.uk
- Visit the Regeneration Base at **15–19 Ebury Bridge Road, London, SW1W 8QX**
- Visit the Ebury Bridge Studio at **9 Ebury Bridge Road, London, SW1W 8QX**



A consultation exercise where we worked creatively with residents to indicate flat layouts

