

HERO OF SWITZERLAND

Supporting Document

July 2019

This document has been prepared to provide additional information related to a live planning application at the Hero of Switzerland, 142 Loughborough Road, London, SW9 7LL (hereafter referred to as "the Site.")

The planning application is for the demolition of the existing public house and erection of a 13-storey building (plus basement and mezzanine floor levels and roof level access) including a replacement public house at basement, ground and mezzanine floor levels and 1 unit of ancillary staff accommodation (Use Class A4) with 35 residential units above (8 x Studio, 4 x 1 beds, 15 x 2 beds and 8 x 3 beds, Use Class C3), and cycle parking, waste storage, a substation, hard & soft landscaping including beer garden and private/communal amenity space, and associated engineering works ref: 19/01481/FUL)

This document has been prepared by RPS (formerly CgMs) in collaboration with Gensler on behalf of UDN Properties Ltd to address queries relating to the relationship of the proposed development with surrounding built form. It is designed to be read alongside the other documents prepared as part of the submission.

/ View 1



Figure 1: Additional View 1, as existing



Figure 2: Additional View 1, as proposed

The view as existing show a long clear view through to the centre of the estate.

Proposals would retain the open space to the front of the Site, improving the already established beer garden and introducing further green elements and public amenity features.

In keeping the building line back from the front of the Site and retaining the beer garden, proposals ensure that the visual impact of the building is limited.

The design has been carefully considered so that the building line is maintained in relation to Leicester House. This ensures that the original grid layout of the Loughborough Estate is respected, with proposals offering a considered new addition to its urban form. The proposed development would in this way maintain the grain of the area, complementing the townscape character of the Loughborough Estate, as per Policy Q5 (Local Distinctiveness) of the Lambeth Plan and Policy Q6, providing improved legibility and permeability of the public realm whilst maintaining an important building line with high quality urban form.

/ View 2



Figure 3: Additional View 2, as existing



Figure 4: Additional View 2, as proposed

The view as existing show the existing Hero of Switzerland Building and the beer garden to its front. In terms of townscape the building makes a poor contribution to the character of the local area through its squat massing. The existing building makes a poor contribution to the street scene at this point due to its poorly maintained Beer Garden. The use of materials such as red brick and concrete hard-standing provide low visual amenity.

The proposed development would create a welcoming and open addition to the existing street frontage, retaining elements of the previous Hero of Switzerland Pub to Loughborough Road. This would be in accordance with Policy Q7 of the Local Plan, proposals would introduce a high quality design which would be visually interesting.

The Visual permeability and active nature of the public facing elements of the ground floor of proposals creates an inviting space for the surrounding community visible from the street. As per Lambeth Local Plan Policy, the materiality of the building here draws upon the surrounding context whilst reinterpreting the local vernacular in a contemporary way with high quality architectural detailing. The proposed development would introduce a high quality addition to the public realm, following advice within Policy Q6 of the Local Plan. The double height space emphasises that this area is public space, and its openness, which achieved through carefully detailed glazing, makes a contribution to this from both within and without.

/ View 3



Figure 5: Additional View 3, as existing



Figure 6: Additional View 3, as proposed

The view as existing show a poorly considered facade which fronts Featley Road. In townscape terms, this makes a poor addition to the street scene through its ancillary nature being appreciable directly from the street.

The north elevation of the proposed development has been carefully designed so as to offer an improvement in visual amenity to the surrounding Loughborough Estate through landscaping and considered building materials. This would improve the urban form at this point, and provide an attractive and well considered addition to the public realm. In particular, the proposals would ensure that the continued use of the public amenity space between the Site and Leicester House is respected and maintained. Proposals would improve the visual and pedestrian connection through the Site and its surroundings. Specifically, the proposed development would enhance the setting of and spaces in between Leicester House and the Site, as per Policy Q6 of the Local Plan.

Proposals offer elements of active frontage to the ground floor of the building to this space to encourage continued use. The blank elevation of Leicester House ensures that there will be minimal visual connection between Leicester House and the habitable rooms of the proposed development.

/ The proposed development in context

The proposed development does not fill the entire footprint of the Site, but has a stepped back frontage in line with the building line of Leicester House. This respects and complements the urban form of the Loughborough Estate and allows for a high quality renovation of the beer garden to Loughborough Road. This enhanced area of public realm links visually and functionally to the ground floor of the public house, whilst glazing to the north allows for a visual connection between this community space and the green public areas around Leicester House. In line with the existing street hierarchy and usage, entrances to the west along Featley Road offer residential access to the floors above.

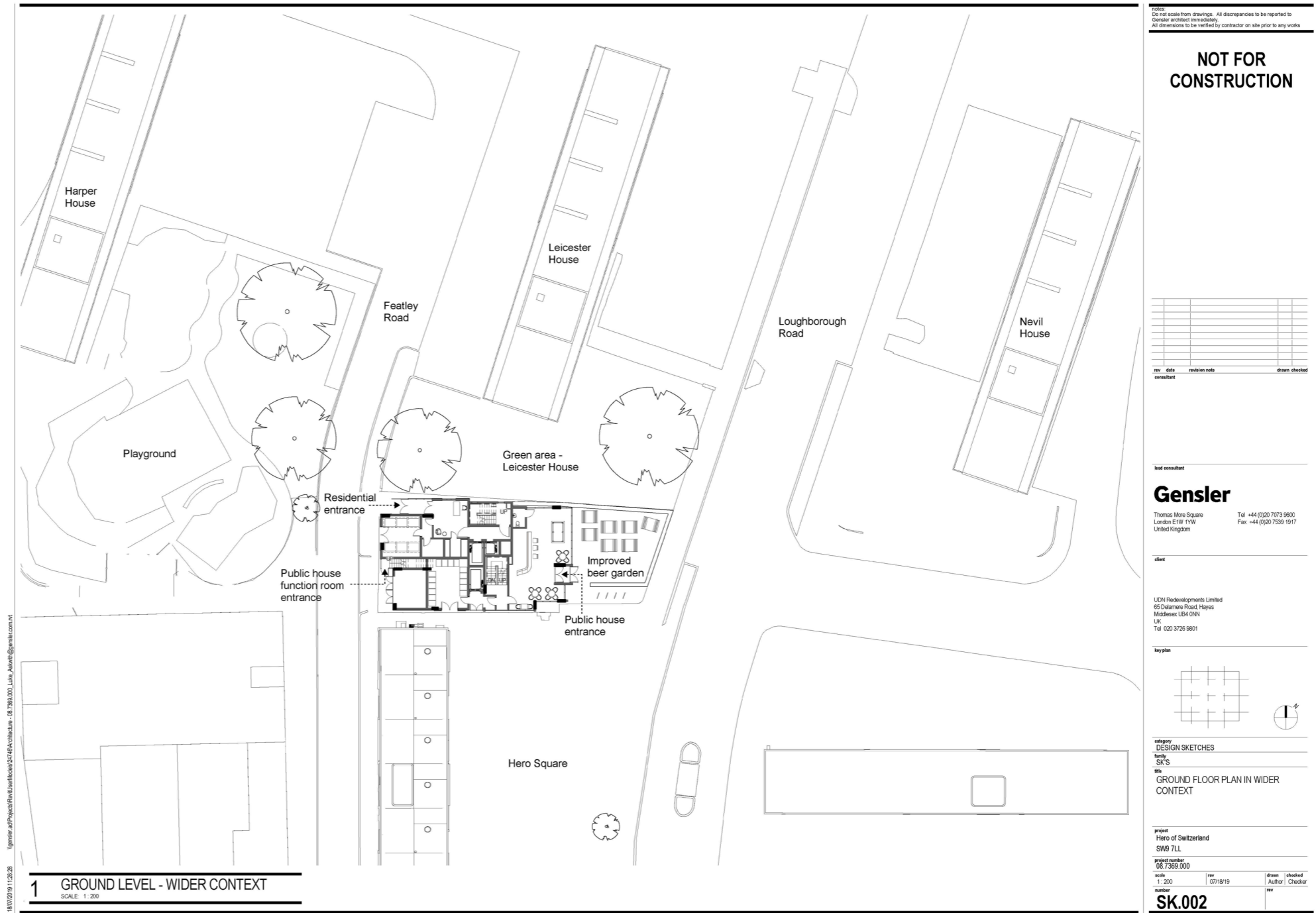


Figure 7: the proposed development in context

/ Storey Heights

The proposal has larger floor-to-floor heights than the surrounding blocks in order to comply with modern space standards and construction methods. The proposed floor to floor heights ensure that all 36 proposed flats meet or exceed the average daylight factor recommended for living rooms, kitchens and bedrooms, and that all living areas meet the annual and winter probable sunlight hours recommendations.

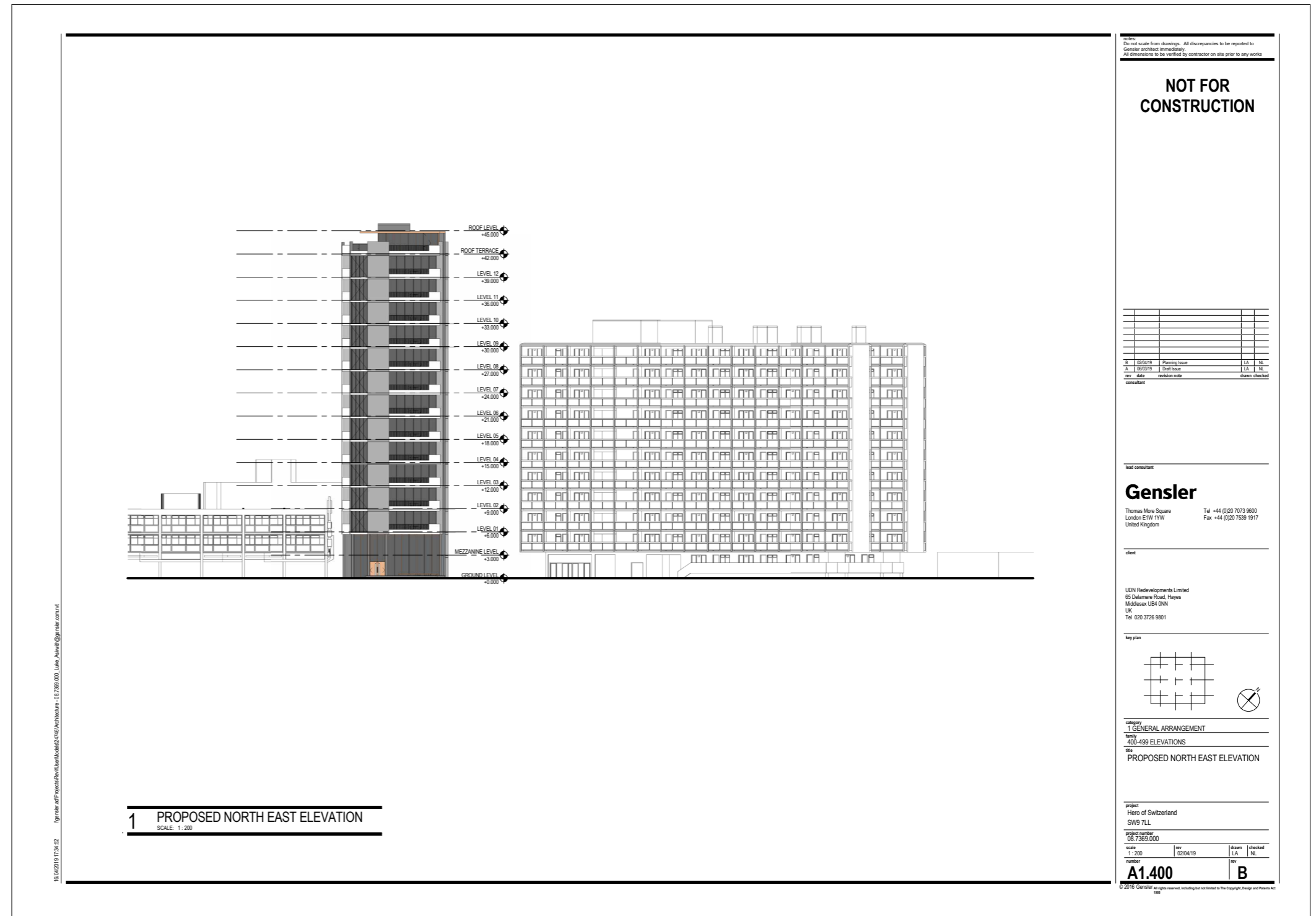


Figure 8: the proposed development in relation to Leicester House