

HELLO AND WELCOME



Welcome to the second public event organised by Grosvenor Britain & Ireland for the Cundy Street Quarter.

Today we are presenting the progress made since our first public event in April where we shared our ambition and indicative masterplan.

Thank you to those that took part in our early discussions, sharing your local knowledge and expertise. The feedback received to date has contributed to our emerging designs for the Cundy Street Quarter, which are displayed here today.



The Cundy Street Quarter in southern Belgravia is bordered by Ebury Street, Cundy Street and Pimlico Road

PROJECT TEAM

 **GROSVENOR** Landowner
 **DSDHA** Project Architect
Todd Longstaffe-Gowan Landscape Architect

THANK YOU TO THOSE THAT TOOK PART IN OUR EARLY DISCUSSIONS



Over 300
Visitors to the public events



Over 6,500
Visits to the website



Over 650
Responses submitted

In April, we asked you to vote for which local charity would receive a share of a £10,000 donation from Grosvenor. Thank you for your votes – the following donations have been made:



£2,800



£2,400



£4,800

WHAT YOU HAVE TOLD US

These are the key themes you highlighted which we are now looking to incorporate into our proposals for the Cundy Street Quarter.



MIX OF USES

PROVIDE A MIX OF USES

Respondents welcomed the opportunity for Cundy Street Quarter to provide a range of amenities

67% like the proposed mix of ground floor uses

“It encourages residents to mingle and should help with any loneliness. Too often one goes into ones apartment and doesn’t come out!”

CREATE SPACE FOR NEIGHBOURHOOD SHOPS

Respondents wanted to see a variety of smaller, neighbourhood shops at a range of price points

67% wanted local neighbourhood shops

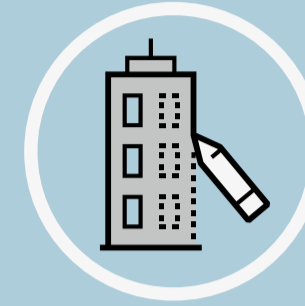
“As long as you can have a mix of small shops like bookshops, café or brasserie etc.”

PROVIDE A NEW FOOD STORE/ MINI-SUPERMARKET

Respondents felt the area lacked an affordable local food store

The provision of a mini supermarket topped responses at the public exhibition for what people would like to see in the local area

“We would very much like to see: more/better quality green spaces’ a local supermarket; and characterful local food shops/restaurants/coffee shops.”



OVERALL PROPOSALS

CREATE A NEW VILLAGE CENTRE

Respondents welcomed the opportunity to open up a currently closed off area to create a new village centre

The majority of respondents think the proposal will be a positive addition to the local area

“Great to address the problems in this micro-location within the context of lower Belgravia – fantastic job.”

“Excellent presentation and initial proposals look suitable for purpose – the area is unique and this initiative seems to aim to retain the local character.”



PUBLIC AND GREEN SPACE

BETTER URBAN LANDSCAPING

People want to see more trees and greening in any new development

More trees and greening were the most popular option to improve local public open space

“I really do think your proposal will be of benefit to the area. Create more green space, walkways, commercial and residential lifestyles...”

CREATE PUBLIC AND PRIVATE SPACES FOR RESIDENTS AND THE COMMUNITY

Respondents want new green, open and safe areas to enjoy

72% like the creation of new pedestrian routes through the area

“A flow through of walkway with stores/craft coffee shops and restaurants, planted with bushes/trees would definitely add to the space.”



COMMUNITY

RETAIN THE AREA’S MIXED COMMUNITY

Respondents value a mixed community with homes provided for people of all ages and incomes

58% like the residential mix proposed on upper floors

“As long as it is done with thought and sensitivity to the variety of residents circumstances.”

INCORPORATE NEW COMMUNITY SPACES WITH A RANGE OF PRICE POINTS

People expressed a clear wish to see reasonably priced places for local people to meet and socialise

Respondents would like to see more community facilities in this area



OUR COMMITMENTS

Following your feedback we have developed our seven principles into the following eleven commitments.

Retain the **village feel of southern Belgravia** while creating a new and enhanced environment for residents to enjoy.

Provide **more onsite affordable, private and senior living homes** for local and wider-London residents built to modern standards.

Delivering a **mixed community and helping social integration.**

Establish space for **local neighbourhood shops** to provide a wider variety of retail and food & drink offerings.

Deliver buildings **designed to the highest quality** that complement the historic character of southern Belgravia.



Connect Ebury Square Gardens with Orange Square by **opening up a new, pedestrianised public space.**

Protect people and the environment affected by our activities. We are a founding client partner with the **Considerate Contractors Scheme** and all of our construction partners subscribe to the CCS.

Create an **attractive and safe pedestrian environment** with new lighting, planting and seating for all to enjoy.

Design open and welcoming public spaces with **increased greening and landscaping.**

Deliver a **legacy of social and economic benefits** in our neighbourhoods and improve the wellbeing of those living, learning and working in the area.

Accessible and efficient servicing strategy that provides a **safe and pleasant environment** for the community.

SURROUNDING CONTEXT

CUNDY STREET QUARTER HAS THE UNIQUE CHALLENGE OF RESPONDING TO FIVE KEY CHARACTER AREAS OF EBURY STREET, ORANGE SQUARE, PIMLICO ROAD, EBURY SQUARE AS WELL AS THE NEW VILLAGE CENTRE.

- We want to create a high quality development, ensuring the design responds to the unique location and character of the local context.
- We are mindful of sensitive setting, including the adjacent Belgravia Conservation Area and listed buildings.

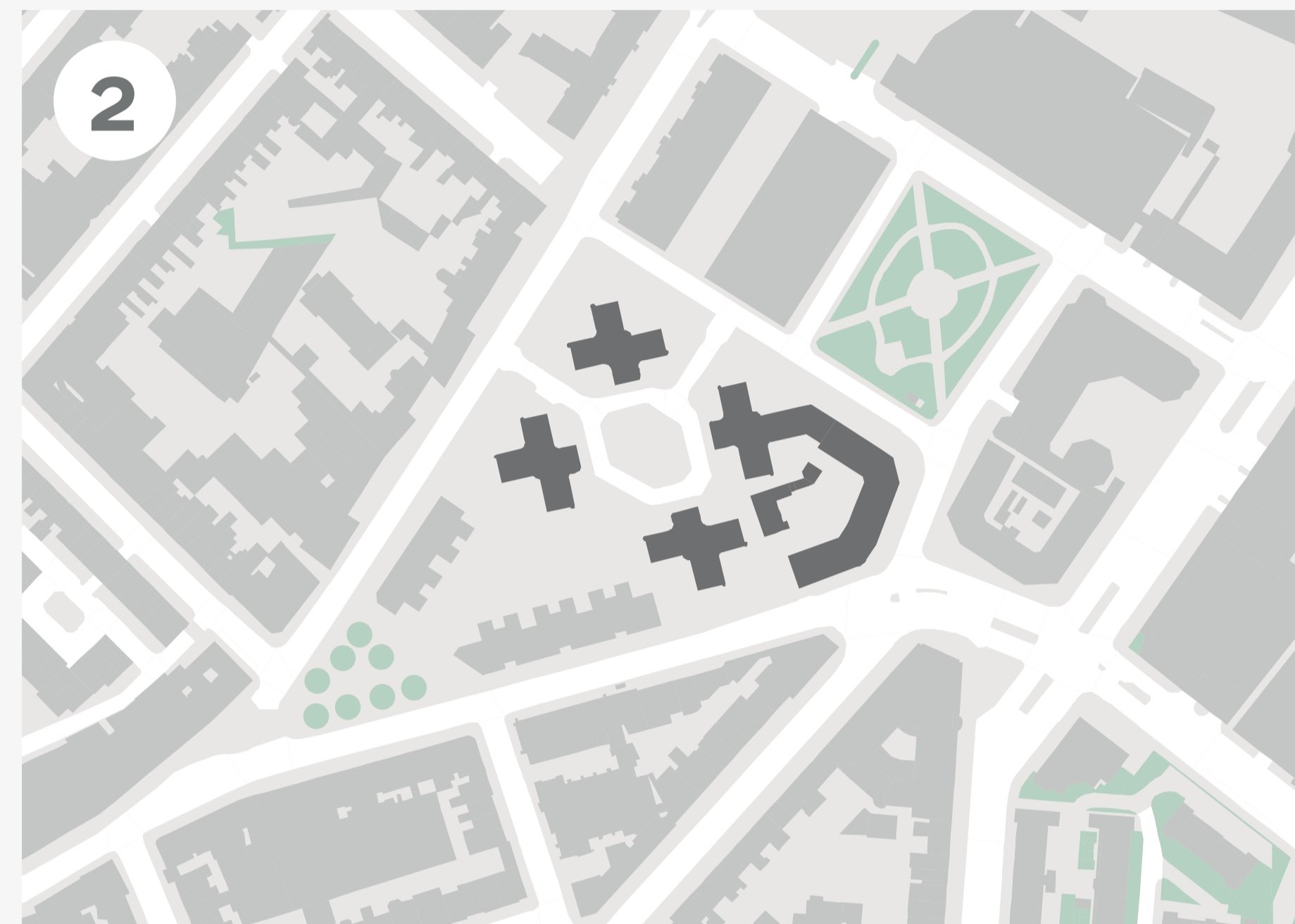


MASTERPLAN DEVELOPMENT

The architects at DSDHA and the design and urban landscape team at Todd Longstaffe-Gowan have developed proposals that respond sensitively to each of the neighbouring areas and consultation feedback, whilst improving the use of the site and opening new pedestrian routes.



The site in the 1870s.



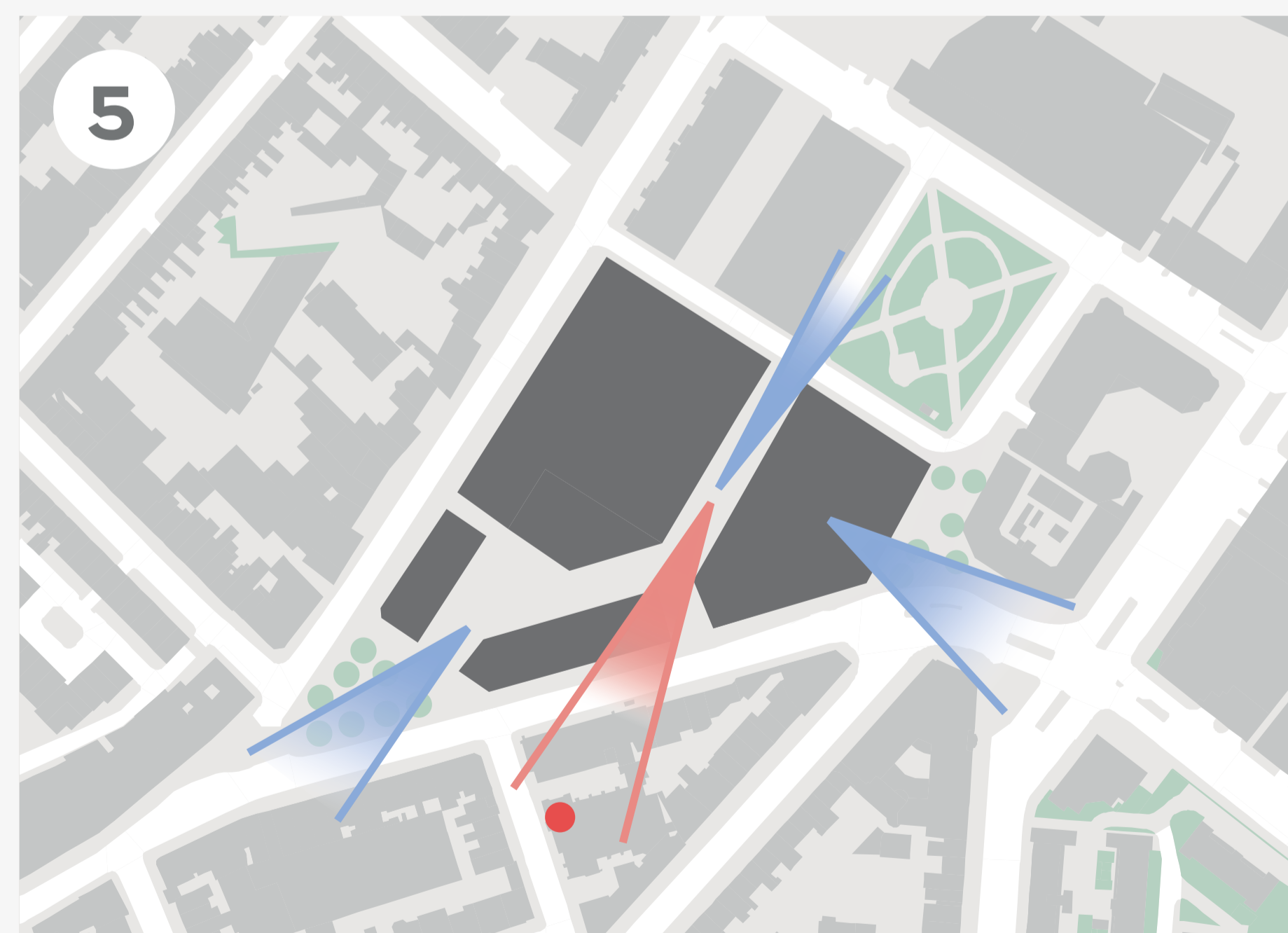
Current site layout.



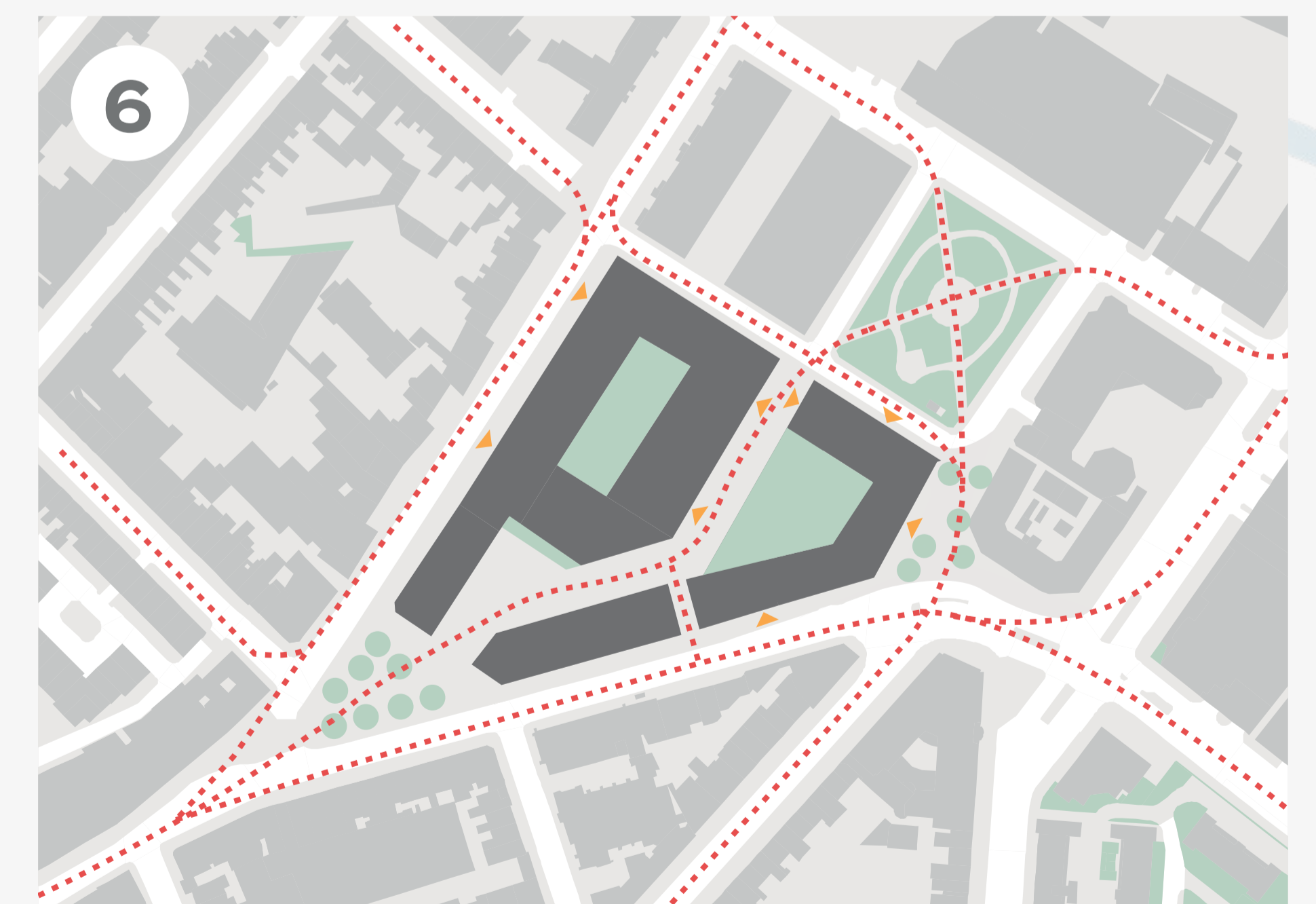
The proposed route through the site reinstates the historic street pattern as seen in the 1870s map above, creating a link between Orange Square and Ebury Square Gardens, as well as Pimlico Road and Ebury Street.



The public realm opportunities are key to the local area. In addition there is the opportunity to design a new third public space to the South-East which would further enhance it as a gateway site to Belgravia.



Preserving historic views from within the site, particularly the view of the Grade I Listed St Barnabas Church spire, is critical to encourage people to move through the new village centre.



The initial masterplan shown here is articulated by a series of mansion blocks providing street presence and responding to their distinct addresses.

MIX OF USES – A NEW VILLAGE CENTRE

THE PROPOSED GROUND FLOOR LAYOUT CREATES OPPORTUNITIES FOR NEW LOCAL SHOPS, SERVICES AND COMMUNITY SPACES.

A vibrant mix of retail and other uses are located to create character as well as a place for people to meet, and will encourage movement through the site.



FEEDBACK RESPONSE

Respondents wanted new community spaces. Our proposals include a designated area for community space and we want to explore with you what it could look like.



FEEDBACK RESPONSE

Respondents said they wanted a small supermarket and more neighbourhood shops. Our proposals include provision for neighbourhood retail and food/drink offerings as well as a small supermarket.

PLAN YOUR VILLAGE CENTRE

In April you told us which uses were important to you, so we would like you to identify where these uses could be put on our initial ground floor plan which you can find on the table in the centre of the room.

GROUND FLOOR



MIX OF USES – NEW HOMES AND GREEN SPACES

A MIX OF RESIDENTIAL ON THE UPPER LEVELS ARE ARRANGED AROUND SHARED COURTYARDS AND GENEROUS GARDENS, WITH FURTHER GARDEN SPACE PROVIDED AT ROOF LEVEL.

Cundy Street Quarter can deliver new affordable, private and senior living homes for local and wider-London residents within a mixed neighbourhood.

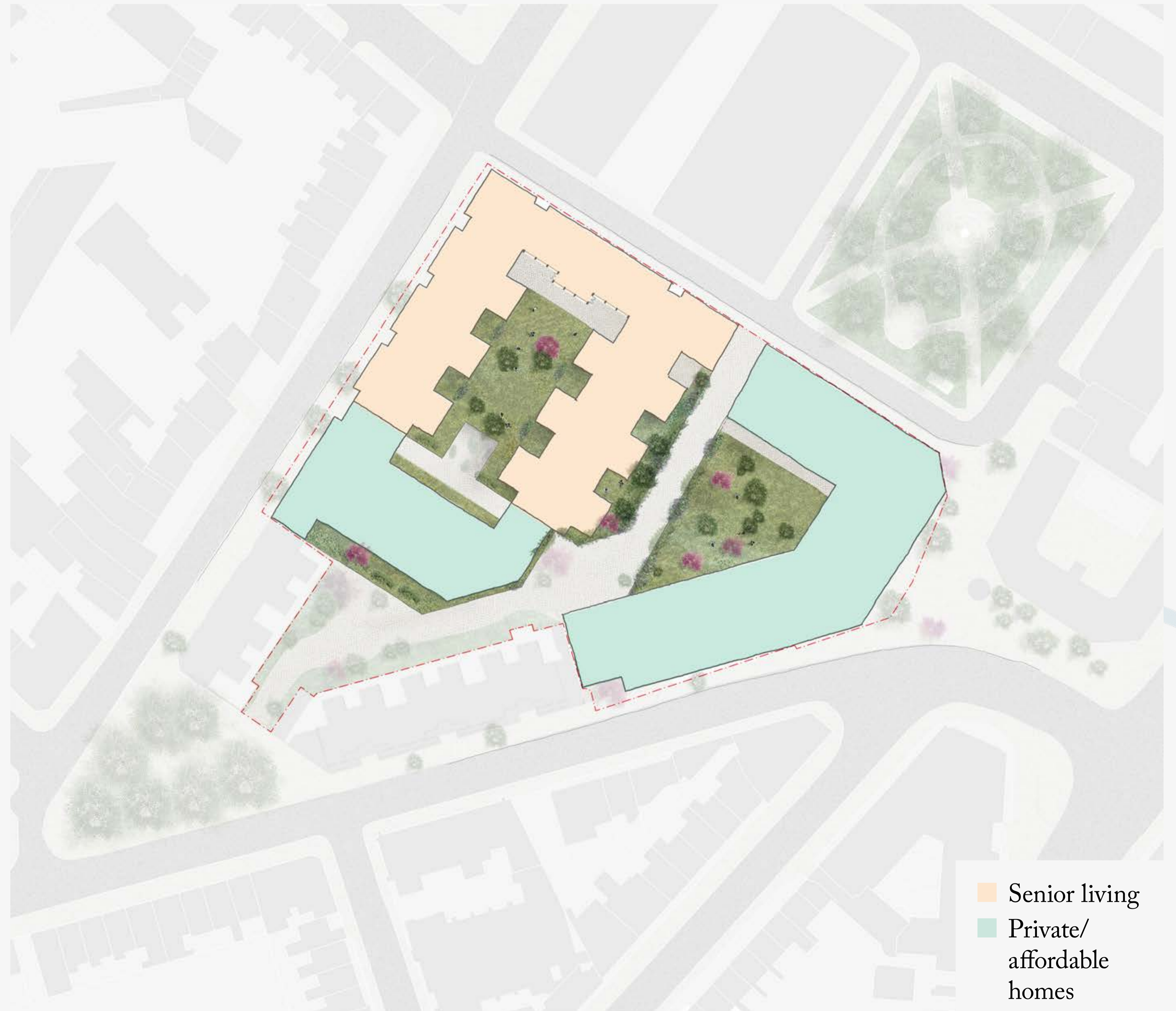


FEEDBACK RESPONSE

Respondents valued a mixed community with homes provided for people of all ages and incomes. Our proposals will deliver a mix of private and affordable homes, as well as homes for older people.



UPPER LEVEL



- Senior living
- Private/affordable homes

EMERGING DESIGNS – VILLAGE CENTRE



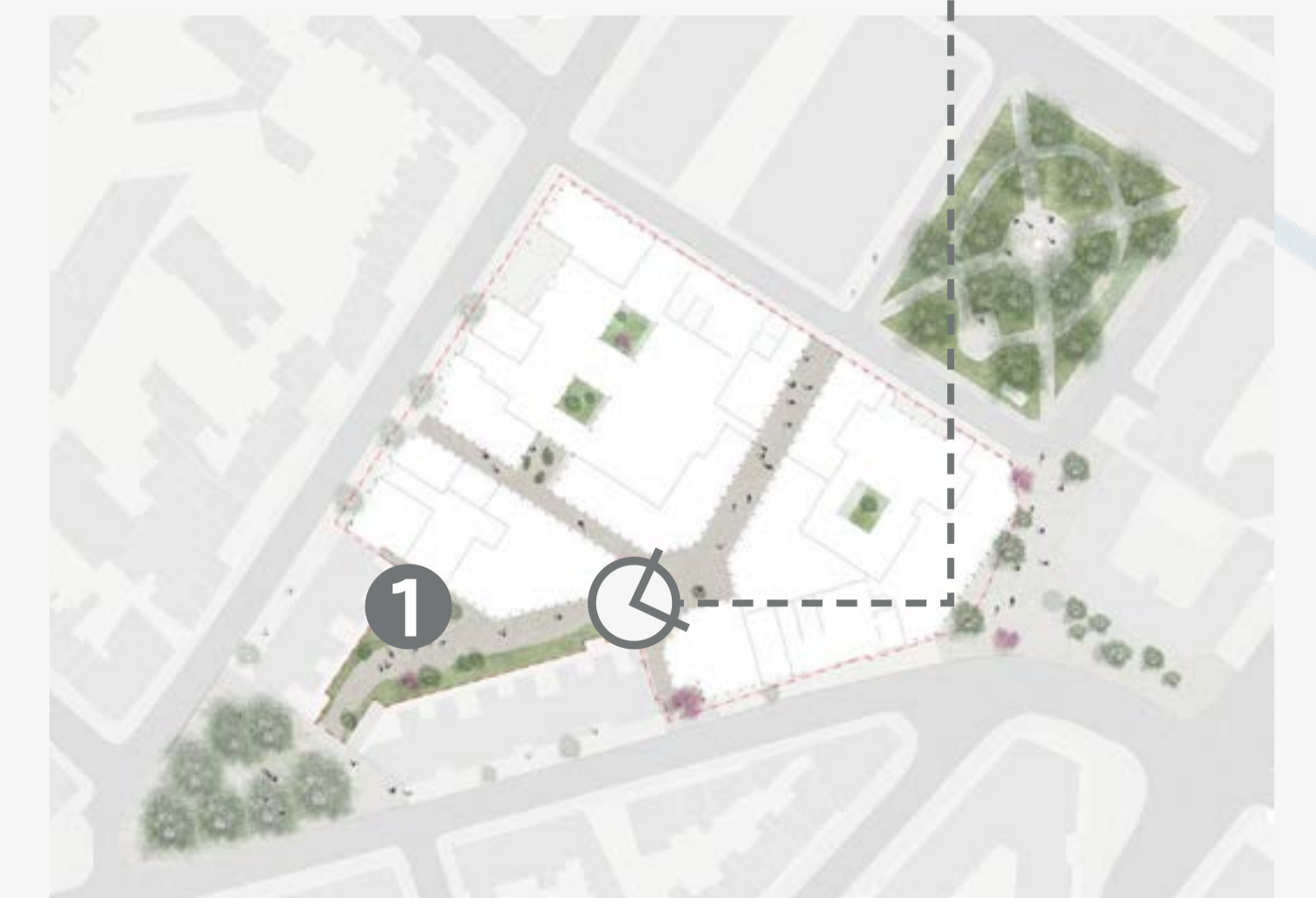
Illustrative design for the proposed new village centre



Indicative view of village centre



The new pedestrianised route through the village centre is lined with shops, cafes and other amenities, providing a meeting place for local people at its heart.



EMERGING DESIGNS – ORANGE SQUARE



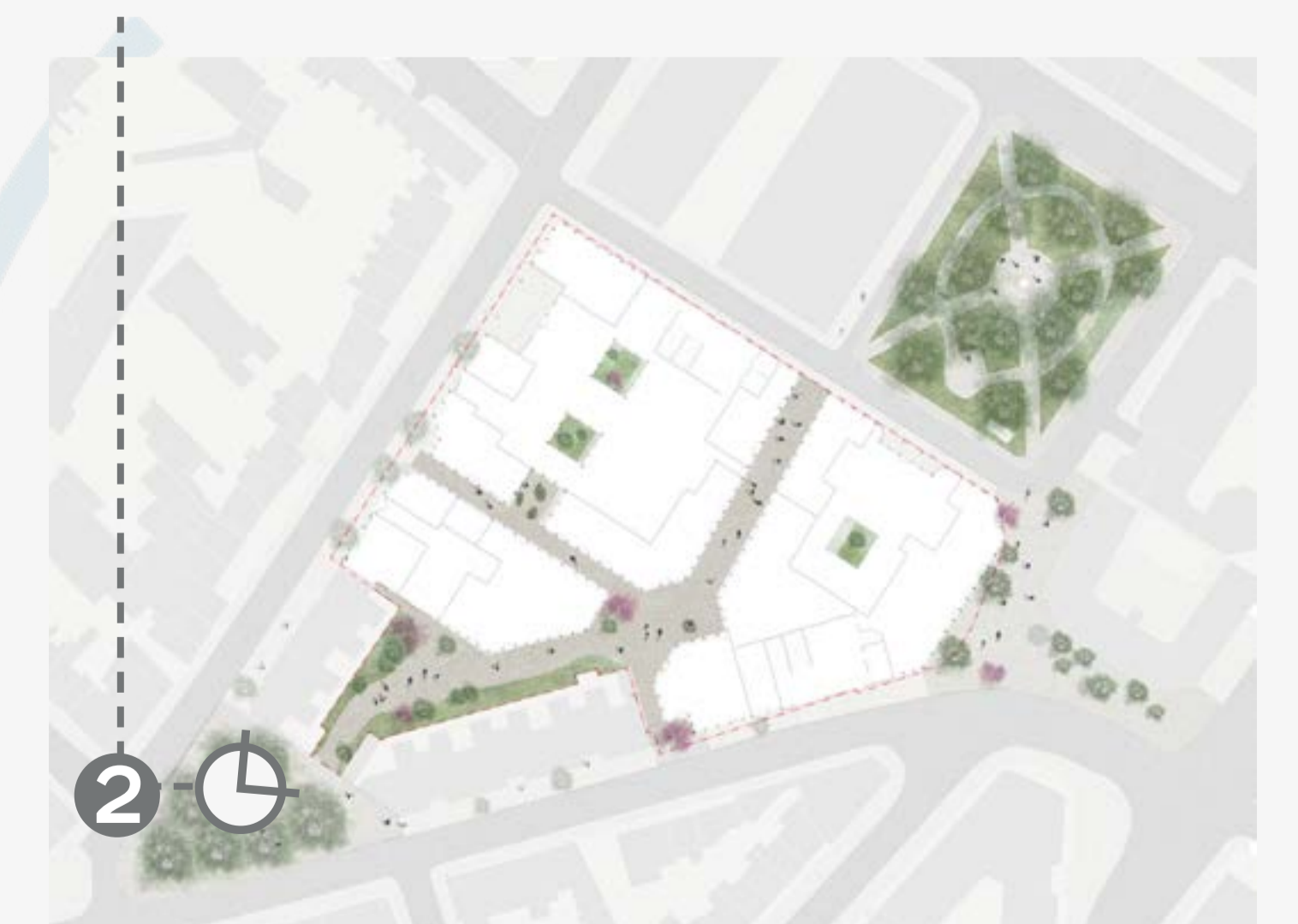
Illustrative design for Orange Square



Indicative view of entrance to the new pedestrianised route from Orange Square



A new entrance from Orange Square opens up views into the village centre, encouraging people to use and pass through the new public route. We are proposing an urban garden between the two Coleshill Buildings.



EMERGING DESIGNS – EBURY SQUARE GARDENS



Illustrative view of Ebury Square Gardens



Indicative view of new landmark building facing Ebury Square Gardens



The townscape of Ebury Square is framed by existing taller buildings, providing the potential for a new landmark residential building facing Ebury Square. This building will include new homes, as well as retail and leisure at street level, bringing new life and animation to the square.



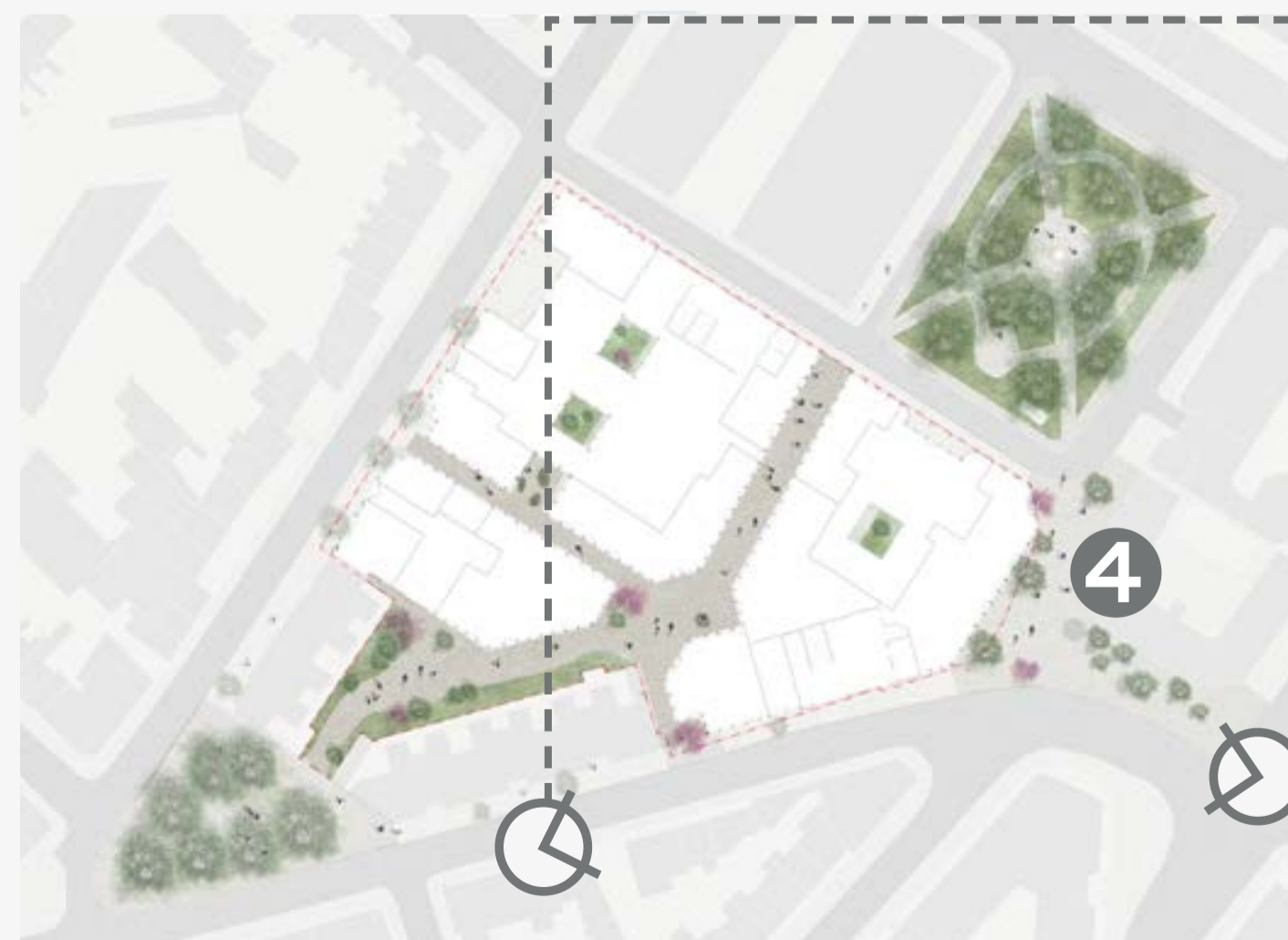
EMERGING DESIGNS – PIMLICO ROAD AND AVERY FARM ROW



Illustrative view for the proposed redesign of Avery Farm Row

Top right: The new buildings along Pimlico Road have been sensitively designed to ensure the height rises away from the adjacent Grade II listed Coleshill Buildings.

Bottom right: A landmark building is proposed on the corner of Pimlico Road and Ebury Square Gardens. The adjacent block is designed to step down to meet the lower buildings along Pimlico Road.



Indicative view looking north-east along Pimlico Road



Indicative view from corner of Buckingham Palace Road and Pimlico Road

EMERGING DESIGNS – EBURY STREET AND RESIDENTIAL GARDENS



Illustrative design for the proposed residential gardens within the Cundy Street Quarter



Indicative view looking south along Ebury Street



Landscaped courtyards and podium gardens will provide enjoyable social space for residents.

A mansion building design is being proposed on the corner of Ebury Street and Cundy Street to provide purpose-built senior living accommodation.

Wider pavements, with planted trees is proposed along Ebury Street.



LOCAL BENEFITS FROM OUR EMERGING DESIGNS

BY CREATING A NEW VILLAGE CENTRE, WE AIM TO BRING WIDE RANGING BENEFITS FOR BELGRAVIA, INCLUDING:



Buildings that complement the historic context



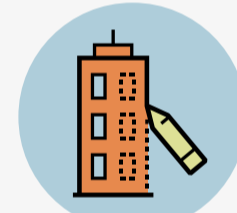
Celebration of southern Belgravia's village charm



Central pedestrianised space



Connection and enhancements of Ebury Square Gardens and Orange Square



High quality architecture



Increase in number and mix of homes to help meet local and London-wide needs



New affordable homes onsite



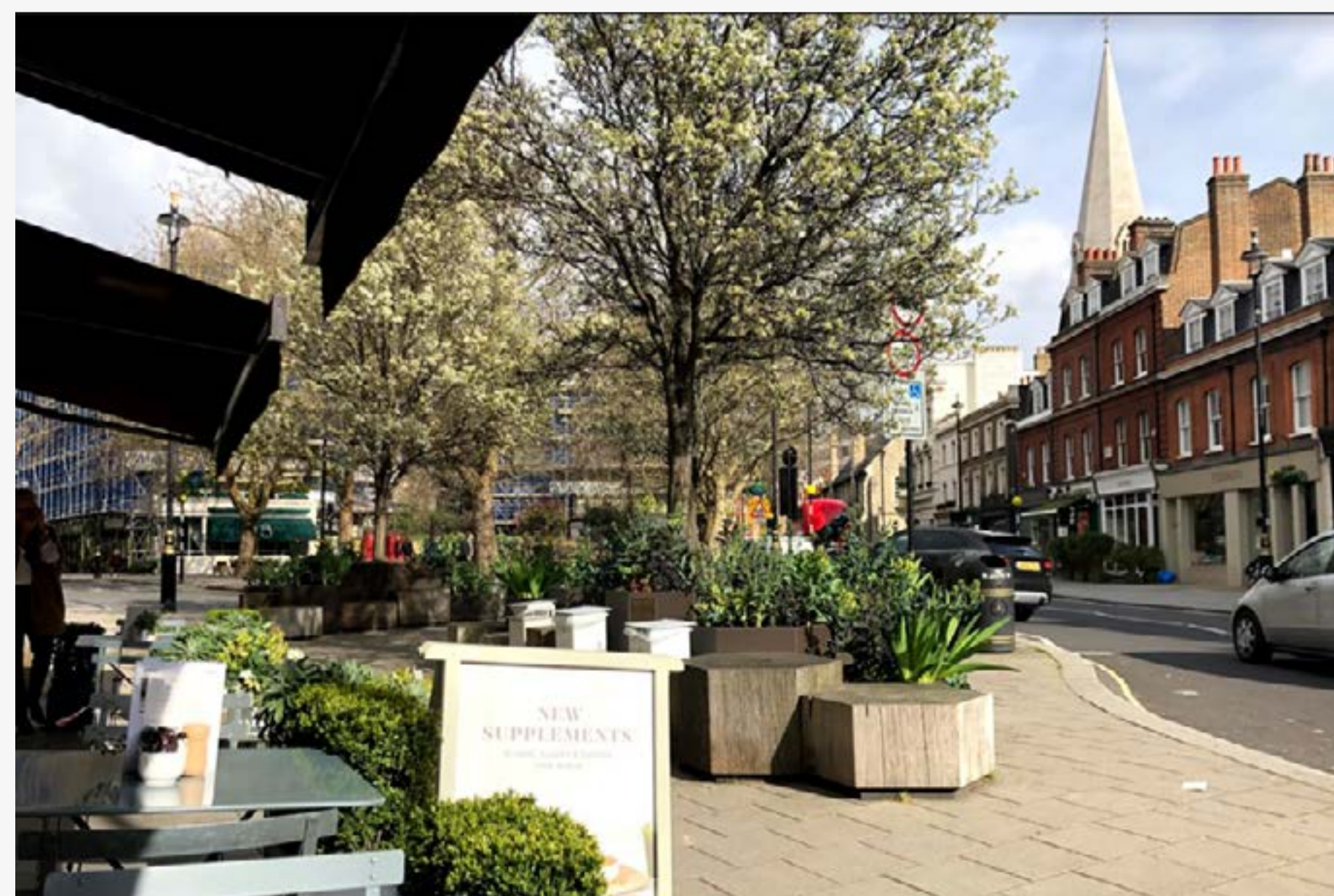
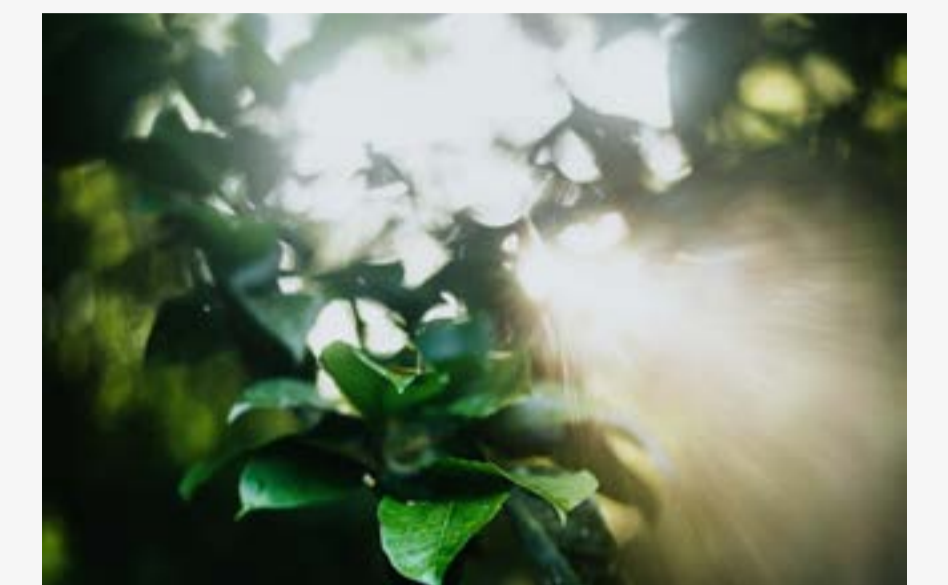
New employment opportunities



New ground floor neighbourhood shops and amenities



New landscaping and greater biodiversity



THANK YOU



Thank you for visiting us today.

Please spend a few minutes giving us your views by completing a feedback form. Your input and ideas are valuable as we continue to evolve our designs.



WHAT HAPPENS NEXT?

In the coming weeks, we will be analysing your feedback and sharing it with our design team.

Over the summer, we will be developing our proposals into detailed designs.

Later in the year, we will invite you to view the detailed designs and see how your input has influenced our plans for the Cundy Street Quarter.

GET IN TOUCH

Feel free to contact us if you have any questions or would like any more information:

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e: cundystreet@grosvenor.com

w: www.cundystreetquarter.com

CONSULTATION TIMELINE

SPRING 2019

Phase 1

Over 650 people provided feedback on our early proposals

SUMMER 2019

Phase 2

More detailed discussions on design following our spring event

AUTUMN/WINTER 2019

Phase 3

Consultation on detailed design for the Cundy Street Quarter

SPRING 2020

Target submission of Cundy Street Quarter planning application to Westminster City Council