

Welcome

Welcome to our drop-in session on the next stages of delivering **90 Sloane Avenue**.

Since planning permission was granted in July 2025, we have been developing the detailed design of the buildings and assessing the best approach for the construction delivery phase, which is due to begin in Spring next year, subject to discharging the conditions of the planning permission.

We're pleased to introduce the on-site and project teams who will be leading the upcoming construction works. As part of our commitment to transparency and community engagement, we're inviting you to share your views on our proposed plans for managing construction.

Project team



DARLING ASSOCIATES
ARCHITECTS



Dakota.

C S G

Design



CASCADE



View of the new building from Pelham Crescent.



View of the new building from Draycott Avenue.

Your feedback is important. We're especially interested in hearing about your experiences with other nearby developments - what worked well, what didn't and what we can learn from. These insights will help shape our approach and ensure our consultation is meaningful and responsive.

Once approved by the Council, these plans will outline how we intend to:

- Keep people safe.
- Coordinate and manage construction activities.
- Control vehicle movements to minimise traffic impact.
- Minimise noise and dust impact on neighbours.
- Reduce disruption for our neighbours and the wider community.



View of the new building from Pelham Street.



The approved plans

Elden House is owned by Tribeca Holdings. As a family-owned business, and living locally, we are long-term investors in the community.

Our plans replace the existing, dated design with a quality landmark building, more fitting for this prominent location.

-  New six-storey replacement building with a heritage-led design.
-  A flagship retail unit (8,100 sq. ft), aimed at a high-end global brand to support the continued vibrancy of Brompton Cross.
-  24 high-quality residential apartments.
-  Relocation of majority of roof plant to basement.
-  Residential access moved to a quieter location on Draycott Avenue.
-  Improved access to the new retail unit from Brompton Road.
-  A sustainable and carbon efficient, car-free development, with 42 cycle spaces.



View of the new building from Fulham Road.

What are Construction Management Plans?

Before construction work can begin, we need to agree how we will manage construction activity and mitigate any potential impact on our neighbours with the Royal Borough of Kensington and Chelsea (RBKC). This also includes any neighbouring developments, which need to be considered as part of our planning for the works.

Construction Management Plan (CMP)

Typically, a Construction Management Plan will set out an overview of the construction works and the likely impact. It will take into account logistics alongside the management and mitigation of health and safety, and environmental issues.

We have been reviewing options for our management plans and have set out some early ideas on the following boards.

We are gathering feedback at this stage and would welcome your thoughts today.

Considerate Constructors

The site will sign up to the Considerate Constructors Scheme, a national initiative set up by the construction industry designed to encourage best practice beyond statutory requirements.



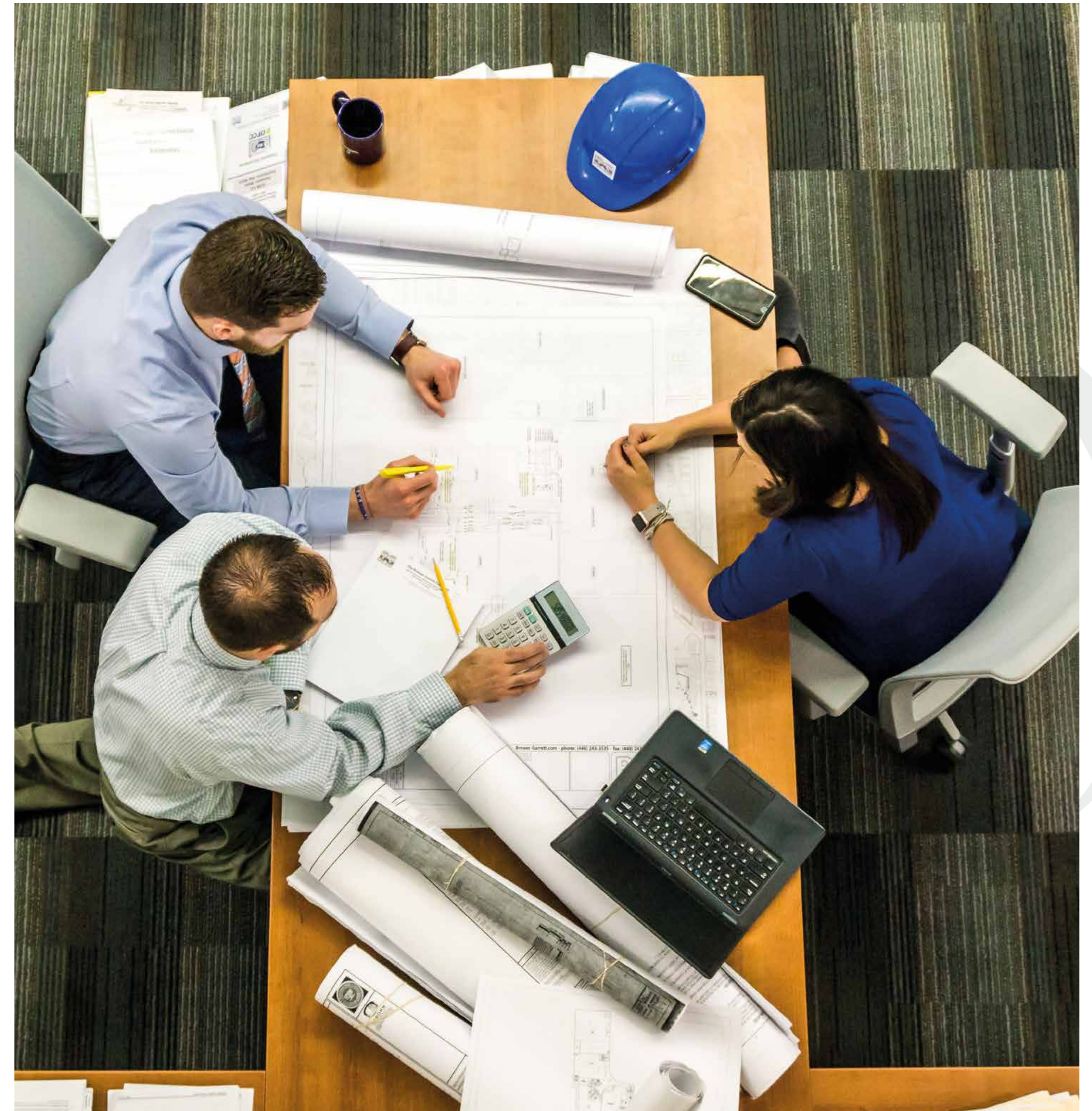
Construction Traffic Management Plan (CTMP)

The Construction Traffic Management Plan will typically include the proposed routing of demolition and construction traffic, allowing vehicles to safely enter and exit the site, as well as vehicle access hours, and any temporary restrictions.

We are engaging with officers at RBKC to discuss the guiding principles for how we will manage construction and construction traffic.

These include:

- How we maintain safe pedestrian routes around the site.
- How we maintain acceptable traffic flow and levels.
- How we consider traffic impact on key junctions.
- How we limit noise, dust and vibrations.



Our proposed Construction Management Plan (CMP)

We are considering a number of measures for our CMP, which could include:



Considered timing and routes for construction vehicles, ensuring safe access and minimum disruption to the local community.



Retaining full access for deliveries and collections to and from our neighbours.



Mitigation of noise, dust and vibration levels and continuous monitoring during the works, with a building wrap used to contain dust and debris.



Adhering to RBKC permitted site working hours.



No deliveries or site access from Draycott Avenue, reducing impact on residential neighbours.



Regular communications from the project team to ensure the local community are fully informed of upcoming works. **We welcome your input in understanding how you would like us to engage with you.**



Indicative image of the building wrap during construction.

The Construction Traffic Management Plan (CTMP)

When assessing options for the CTMP, our team are considering:



Moving the bus stop further down Sloane Avenue, away from the busy junction and relocating the neighbouring car/cycle spaces.



On-site loading bay on Sloane Avenue, located away from Draycott Avenue, which is quieter and more residential.



Deliveries will be made within RBKC permitted hours.



Continuous pedestrian access maintained along Draycott Avenue and Brompton Road.



Temporary closure and safe pedestrian diversion on Sloane Avenue in front of the site to facilitate deliveries.

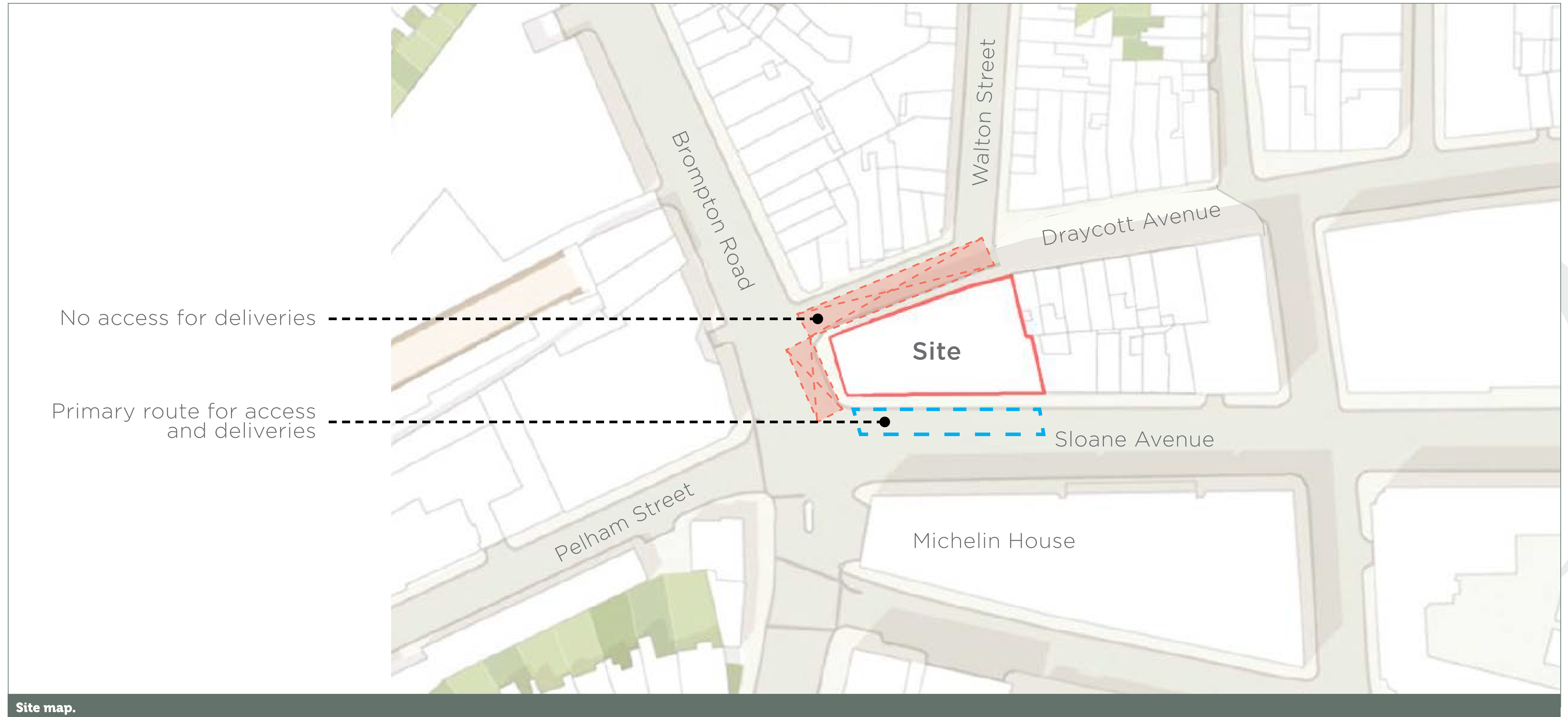


Logistic managers “on the ground” who will guide and assist members of the public at all times in the event this is required.





90 Sloane Avenue during construction



Next steps and feedback


Thank you for visiting our drop-in session to learn more about the next steps for 90 Sloane Avenue.

All the information shown today will be available on our project website from Tuesday 2nd December, where you can also join our mailing list for future updates.

Your feedback

We welcome your feedback on the construction management proposals for the site. Please take time to speak to our team and complete a questionnaire before you leave.

The deadline to share your thoughts on the management proposals is Monday 15th December.



You can also scan the QR code here to complete a form online.

How to get in touch

If you have any questions, please contact us at:



consultation@
cascadecommunications.co.uk



+44 (0)808 281 9554

For further information on the construction plans and delivery of 90 Sloane Avenue, please visit our website at



www.90sloaneave.co.uk

You can scan the QR code below to register for our project mailing list.



Indicative demolition and construction timeline



*Please note these dates are indicative at this stage and may be subject to change.