



LONDON
SQUARE

NATIONAL
ARMY
MUSEUM



29 TITE STREET & THE NATIONAL ARMY MUSEUM EXTENSION

KENSINGTON & CHELSEA

Presentation

Assael

AGENDA

PROJECT PROGRAMME

FEEDBACK

SCHEME UPDATE

SCHEME COMPARISON

AGENDA

- Welcome and general update
- Feedback
- Revise scheme presentation
- Q&A



AGENDA

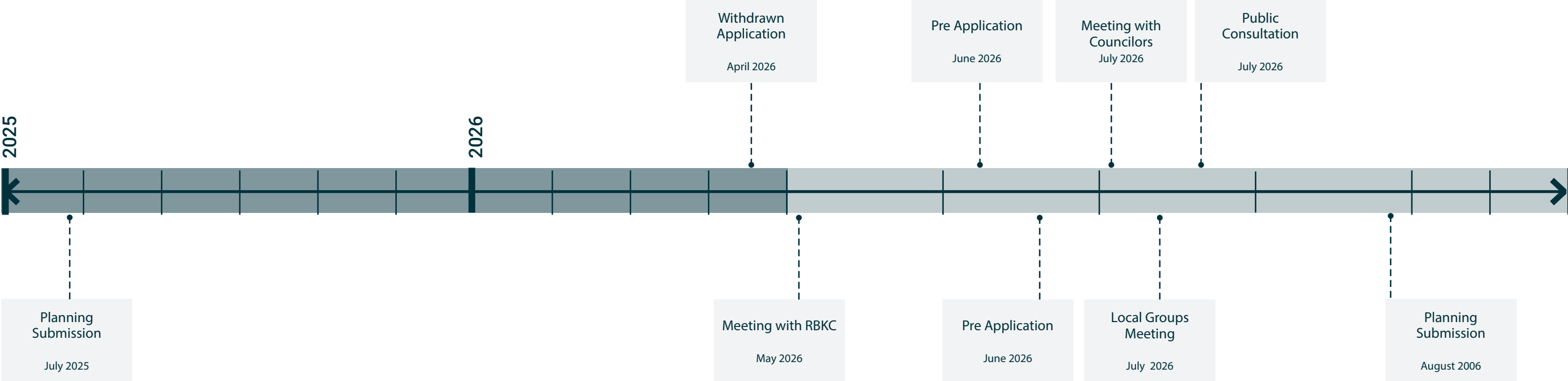
PROJECT PROGRAMME

FEEDBACK

SCHEME UPDATE

SCHEME COMPARISON

PROJECT PROGRAMME



AGENDA

PROJECT PROGRAMME

FEEDBACK

SCHEME UPDATE

SCHEME COMPARISON

TSA FEEDBACK

Withdrawn scheme 2025

Summary of feedback received October 2025:

- An alien block out of tune with Godwin's Arts & Crafts legacy
- Monolithic and top heavy
- Overbearing horizontal parapets
- Florid mansard roof
- Imposing scale that the street cannot bear, rising above the 21m threshold set in policy
- On the chapel and garden townscape gap, it intrudes upon a vital open break, integral to the setting of several studio houses
- On the northern garden and Royal Hospital frontage, it pushed into another protected gap with clumsy projections that erode the very character the policy requires to be preserved.
- It replaces the asymmetry, rhythm and richness of Chelsea mansion blocks with a flat, monolithic form.



Withdrawn scheme 2025 view looking north on Tite Street

RBKC FEEDBACK

Withdrawn scheme 2025

There are some high quality aspects of the scheme, but two headline concerns are:

- Scale – bulk and massing.
- Architecture – roofscape, grain of openings, balconies, formality/symmetry.

The feedback from the meeting with RBKC in May raised three key areas that the proposed scheme looks to address;

Roofscape and skyline

Facade and grain

Artistic character



Withdrawn Scheme 2025 Visual



Withdrawn scheme 2025 verified view looking East of Royal Hospital Road

SUMMARY OF FEEDBACK

RBKC

Vertical rhythm required
Highly uniform and symmetrical facade
Lack of variety
Repetitive detailing
Roof scale appears dominant from RHR
Variety of roof height to be explored
Roof form to be more contextual

Tite Street Association

Overbearing horizontal parapets
Lack of rhythm and asymmetry
Lack of richness
More contextual approach needed
Monolithic and top heavy
Imposing scale
Florid mansard roof

AGENDA

PROJECT PROGRAMME

FEEDBACK

SCHEME UPDATE

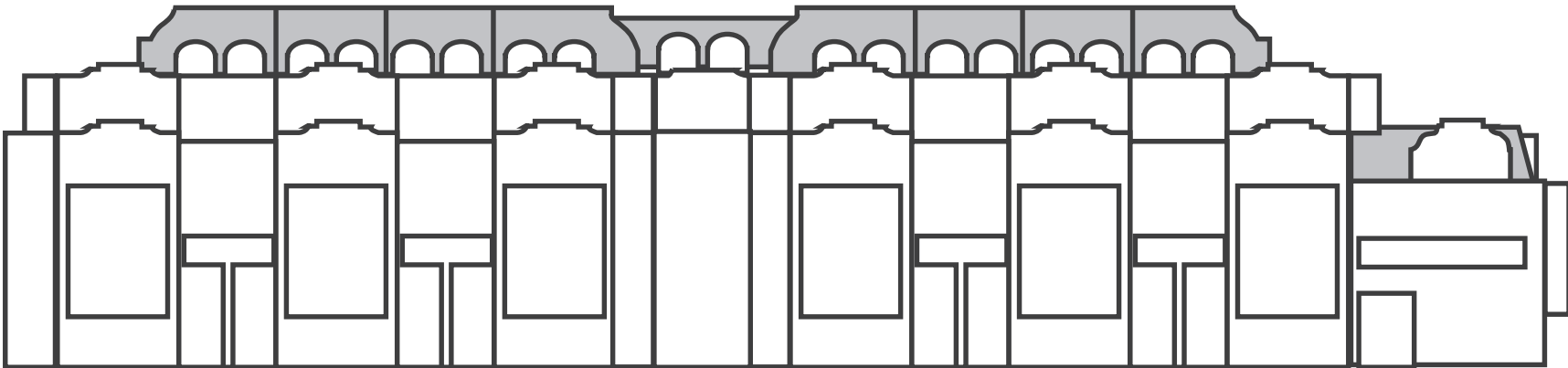
SCHEME COMPARISON

DESIGN - HEIGHT

Withdrawn scheme 2025

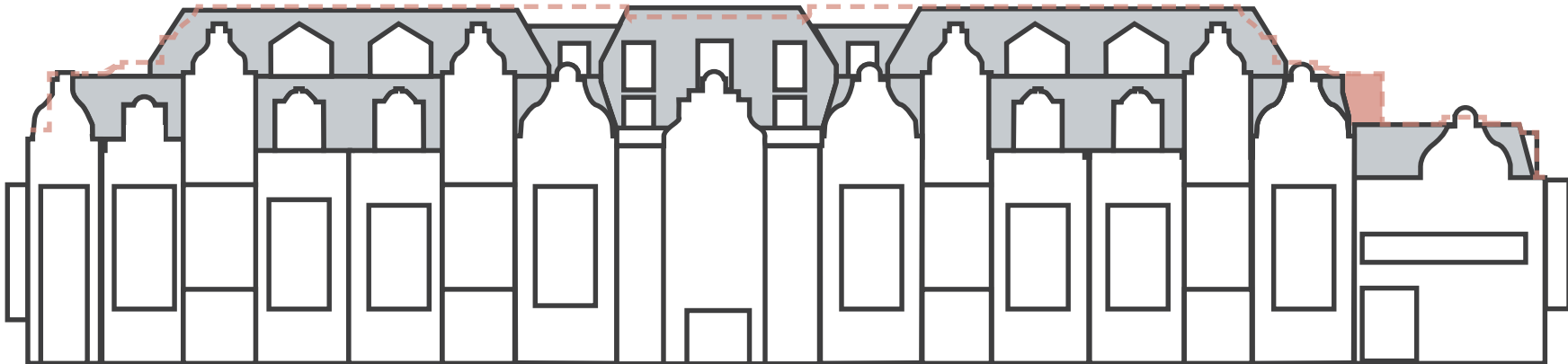
Key items we have reviewed with the revised design;

- Scale and massing within the townscape gap
- Set back distances of upper floors
- Visibility of top floor from street level
- Roof parapet hierarchy and scale



Withdrawn Scheme 2025

Townscape gap



June Scheme 2026

Townscape gap

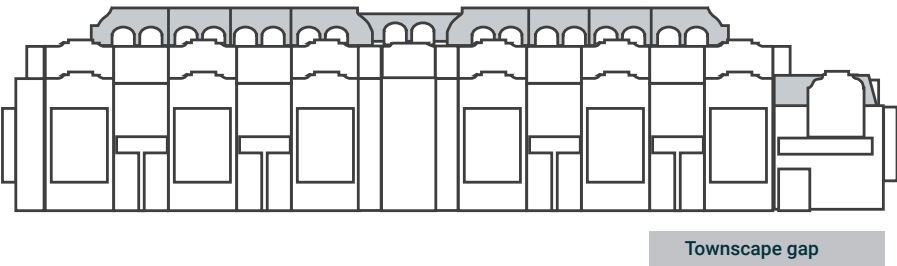


Current Scheme 2026

Townscape gap

DESIGN - HEIGHT

Withdrawn scheme 2025



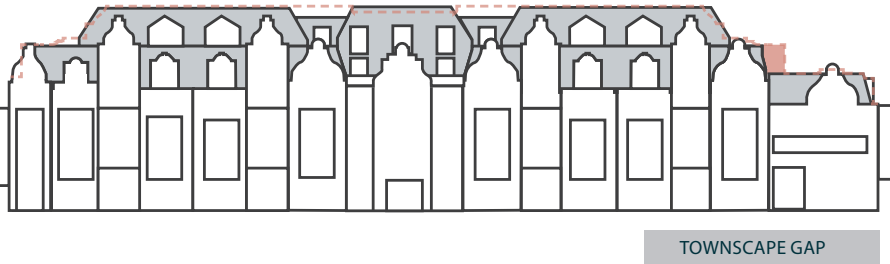
Tite Street Elevation



CGI from Royal Hospital Road corner

DESIGN - HEIGHT

June scheme 2026



Tite Street Elevation



CGI from Royal Hospital Road corner

DESIGN - HEIGHT

Revise scheme 2026



Tite Street Elevation



CGI from Royal Hospital Road corner

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 CGI from Tite Street looking north

JUNE 2026 SCHEME



Previous scheme CGI from Tite Street looking north

CURRENT SCHEME



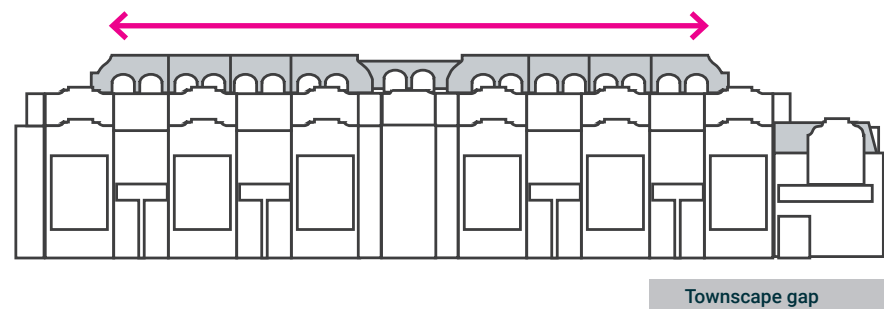
Proposed scheme CGI from Tite Street looking north

ROOF FORM

Withdrawn scheme 2025

Key items we have reviewed with the revised design;

- Uniform horizontal parapet line
- More traditional roof form
- Visibility of roof from street level
- Variety of roof height



Withdrawn scheme 2025 AVR from Royal Hospital Road

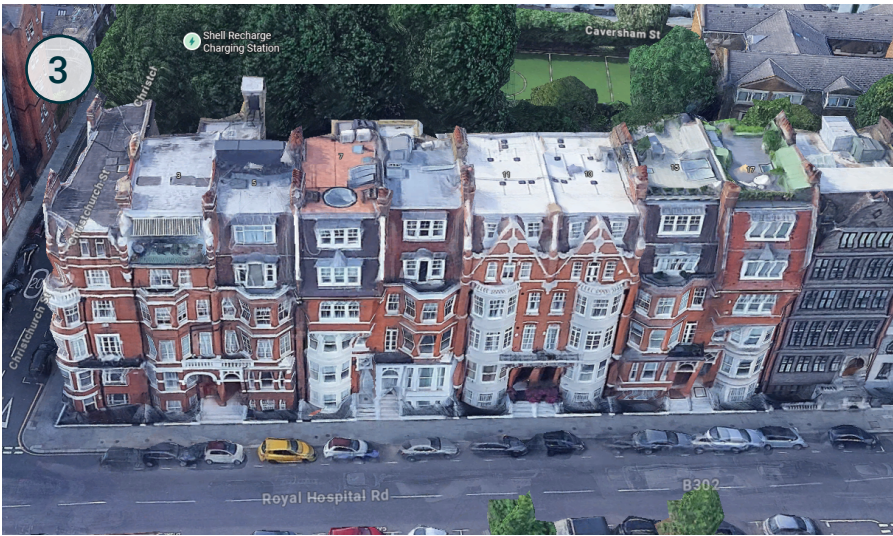
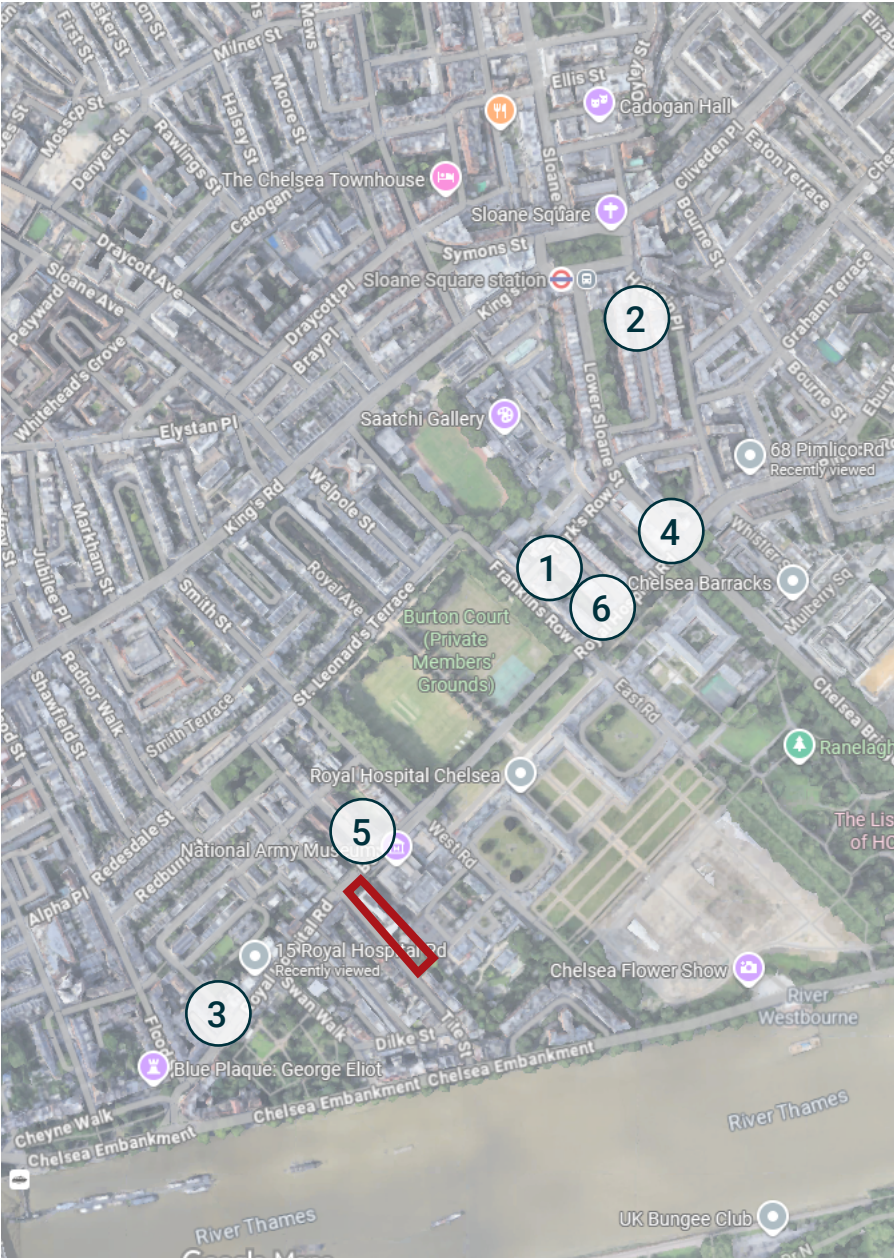


CGI from Royal Hospital Road corner

ROOF FORM

Contextual analysis

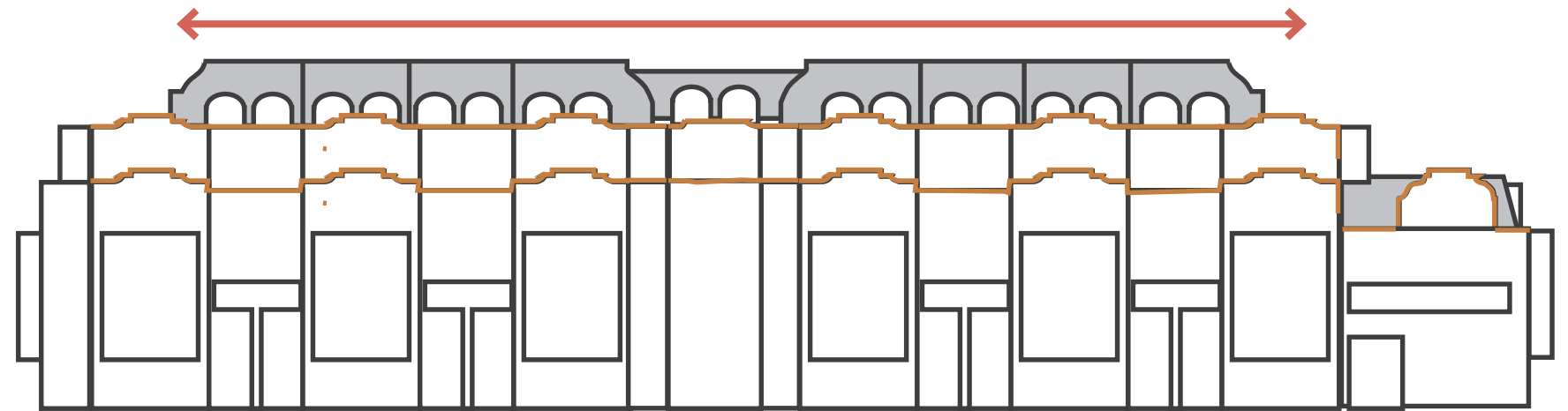
- Varying roof forms found around site
- Gables of varying pitches, dormers prevalent
- Double height roofs prevalent (unified roof)



ROOF FORM

Proposed scheme design strategy

- Further contextual analysis has informed the roof form to be more appropriate to the local area, and taking the successful roof form on the 'Godwin' element.
- Reviewed the roof angle and pitch to minimise visibility from street level
- Roof form broken down into a series of roofs that relate to the building form below
- Create more of a vertical hierarchy as per the local area
- A range of gables along the fourth floor parapet creates variety in the roofscape, echoing the character of the western side of Tite Street
- On the west facade, gables are retained at the fifth floor to help break up the roof form when viewed from a distance.



Withdrawn Scheme 2025



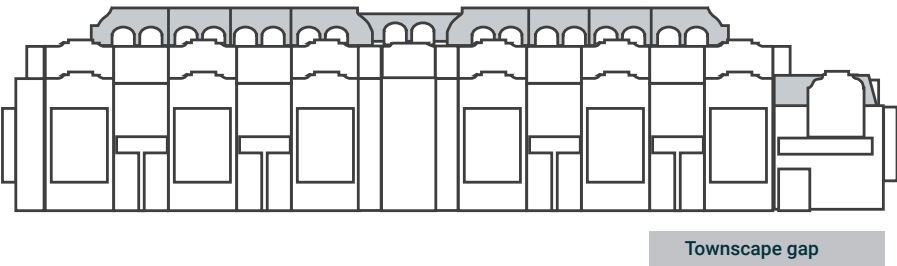
June Scheme 2026



Current Scheme 2026

DESIGN - ROOFSCAPE

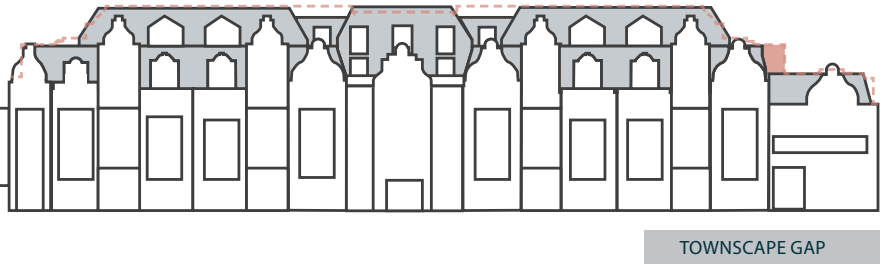
Withdrawn scheme 2025



CGI from Royal Hospital Road corner (withdrawn scheme)

DESIGN - ROOFSCAPE

June scheme 2026



Tite Street Elevation



CGI from Royal Hospital Road corner

DESIGN - ROOFSCAPE

Revise scheme 2026



Tite Street Elevation



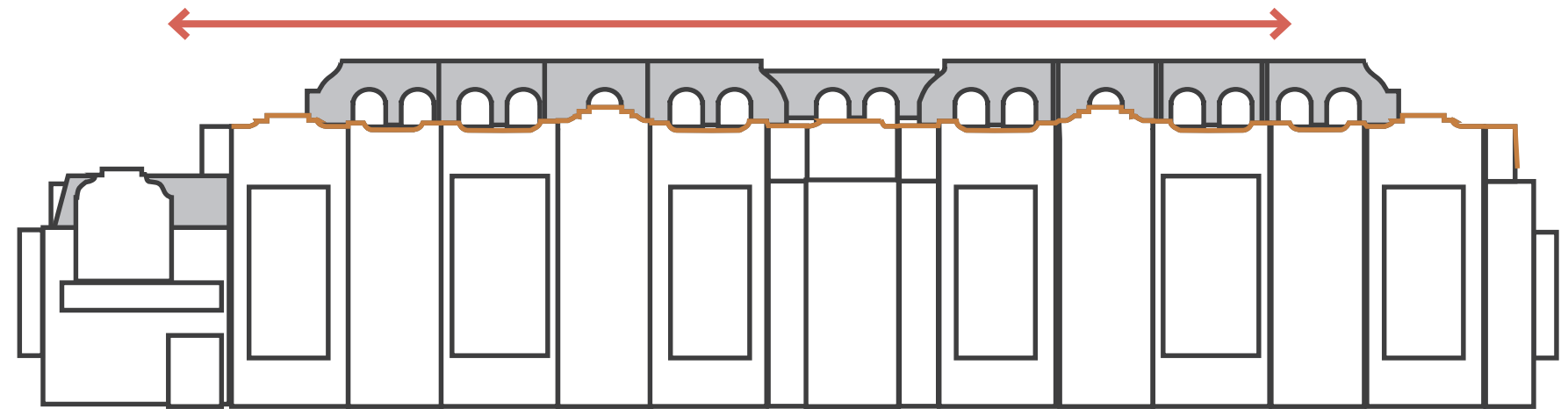
CGI from Royal Hospital Road corner

DESIGN - ROOFSCAPE

Proposed scheme design strategy

The roof design has been developed and refined using the following strategies;

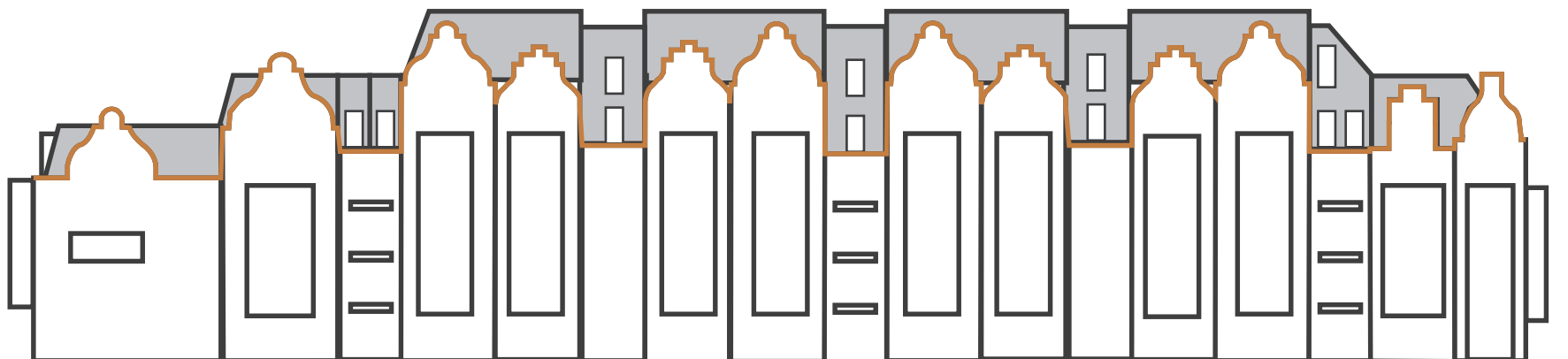
- The roof has been broken into sections that relate to the town house proportions below
- The dormer on the roofs reflect the tone and scale of the local area
- Gables are retained at the fifth floor to help break up the roof form when viewed from a distance.
- The northern end has a double mansard to reduce the scale and appearance on royal hospital road



Withdrawn Scheme 2025



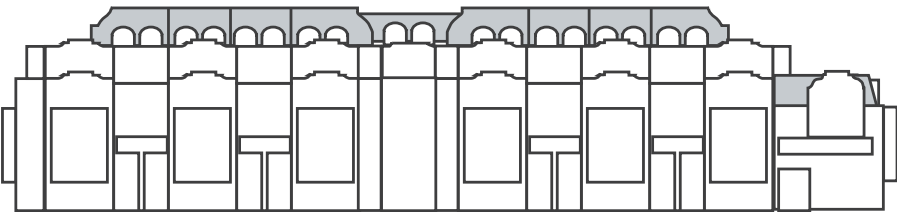
June Scheme 2026



Current Scheme 2026

DESIGN - ROOFSCAPE

Withdrawn scheme 2025

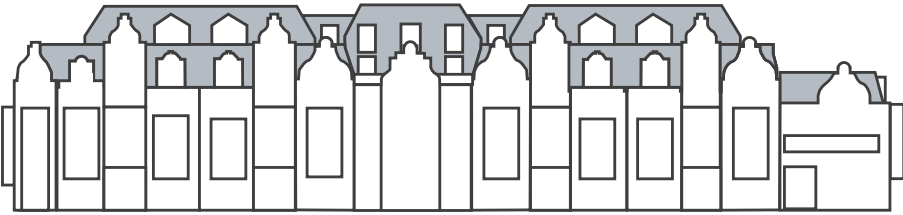


Tite Street Elevation

AVR from Royal Hospital Road

DESIGN - ROOFSCAPE

June scheme 2026

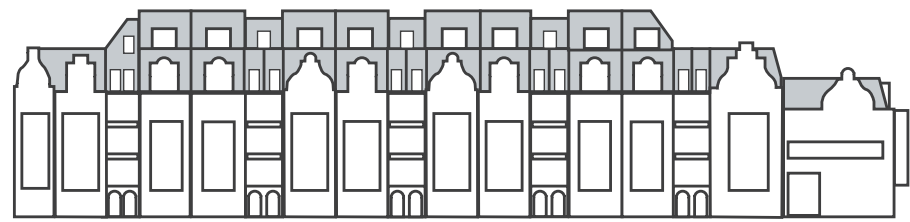


Tite Street Elevation

AVR from Royal Hospital Road

DESIGN - ROOFSCAPE

Revise scheme 2026



Tite Street Elevation

AVR from Royal Hospital Road

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 AVR from Royal Hospital Road

JUNE 2026 SCHEME



Pre-app scheme AVR from Royal Hospital Road

CURRENT SCHEME



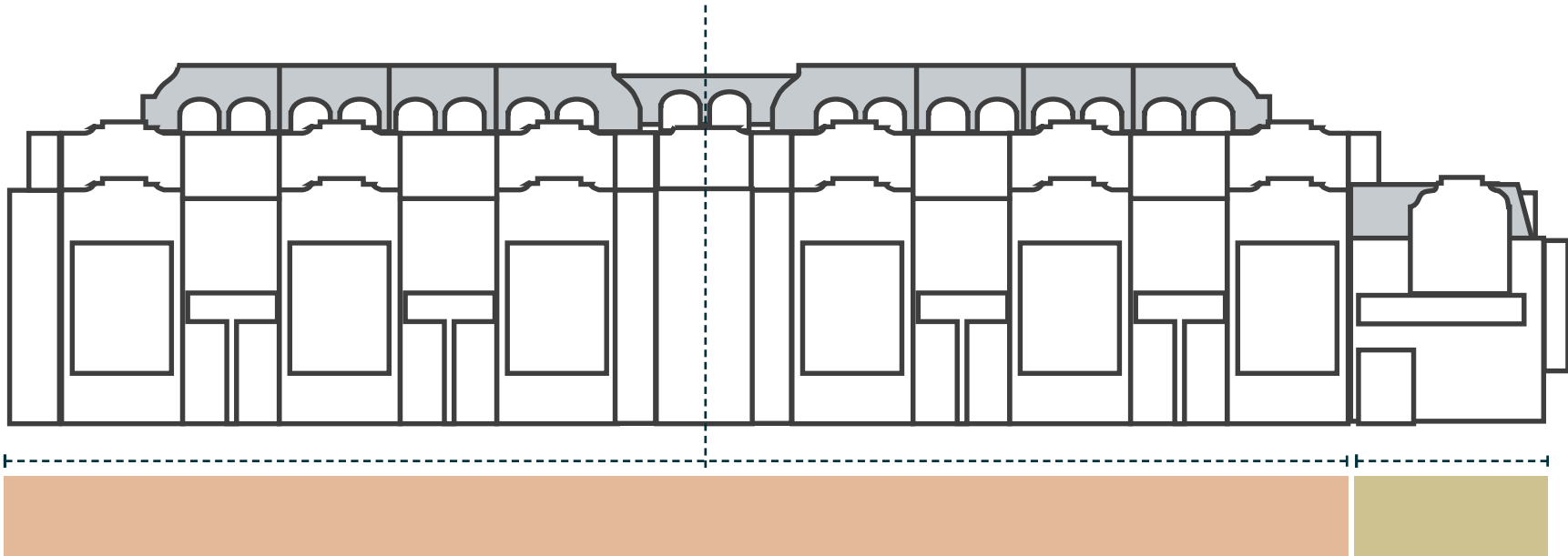
Proposed scheme AVR from Royal Hospital Road

DESIGN - FACADE

Withdrawn scheme 2025

Key items we have reviewed with the revised design;

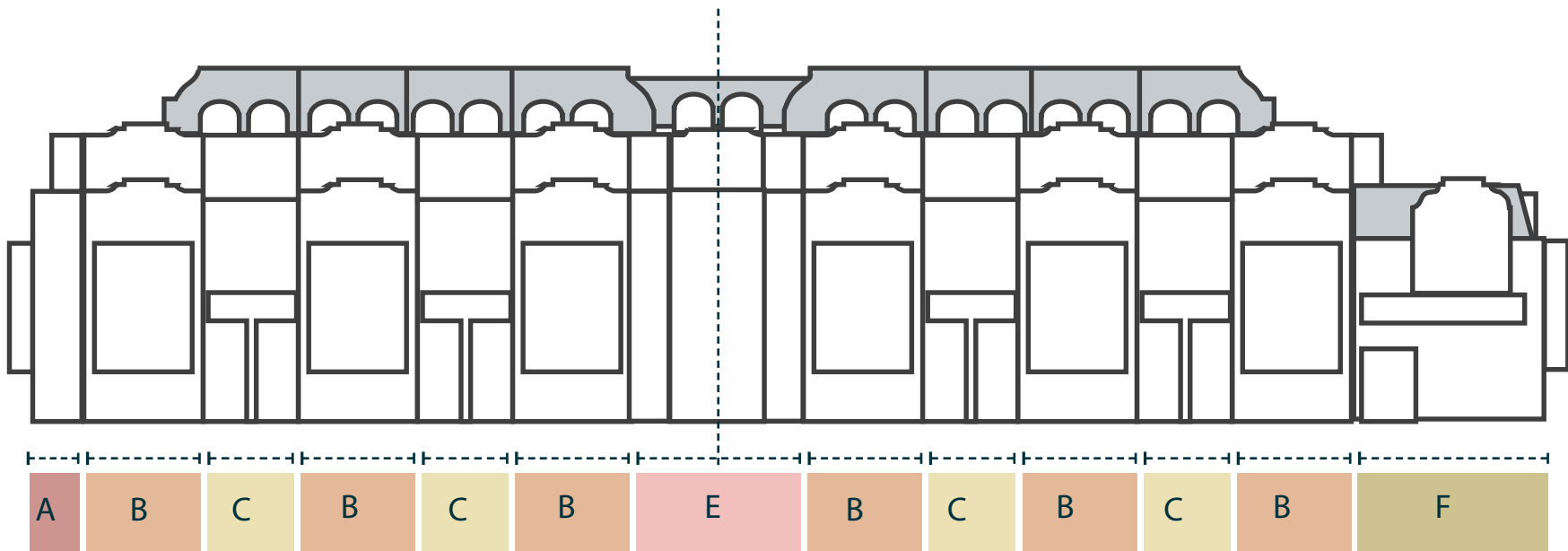
- Facade rhythm and variety
- Grain of architectural details (openings, balconies)
- Refinement of architectural character



Mansion Block Symmetry



CGI from Royal Hospital Road corner



Mansion Block Compartment

DESIGN - FACADE

Contextual analysis

Ormonde Gate:



A study on bay variation and location in Ormonde Gate

Sloane Gardens grain:



Tite Street grain:

A study on bay variation and location in Sloane Gardens



DESIGN - FACADE

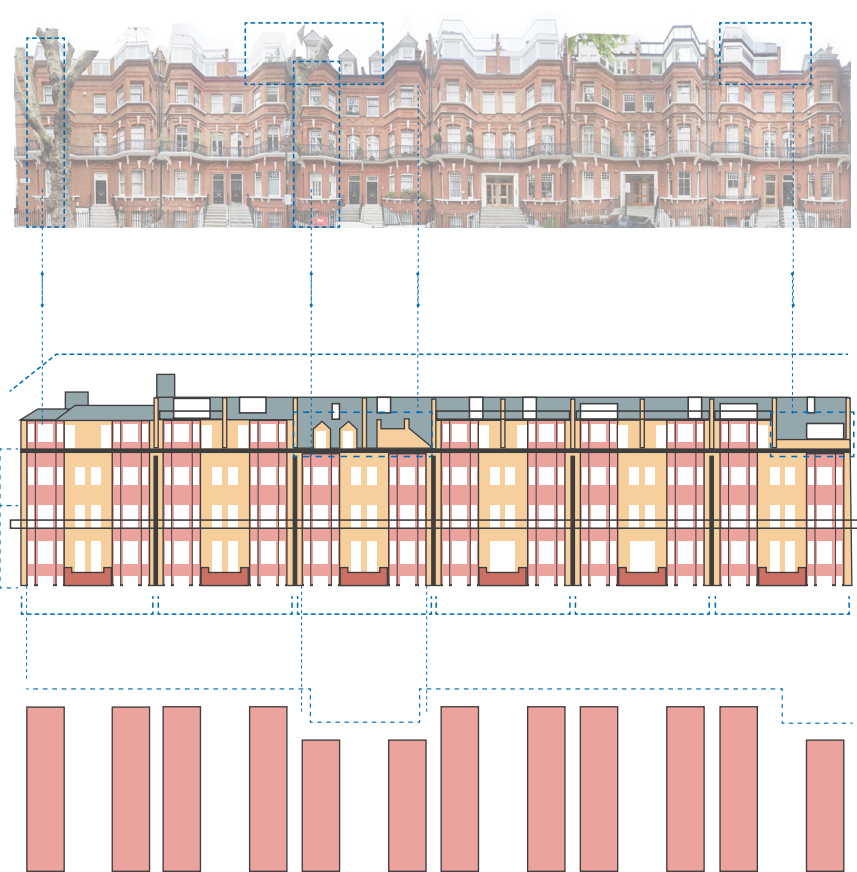
Contextual analysis

22-66 Pont Street



Photography of architectural details of 22-66 Pont Street

7-27 Tite Street



Photography of architectural details of 7-27 Tite Street

1-12 Ormonde Gate



Photography of architectural details of 1-12 Ormonde Gate

DESIGN - FACADE

Contextual analysis



Photo montage of 26-58 Tite Street.



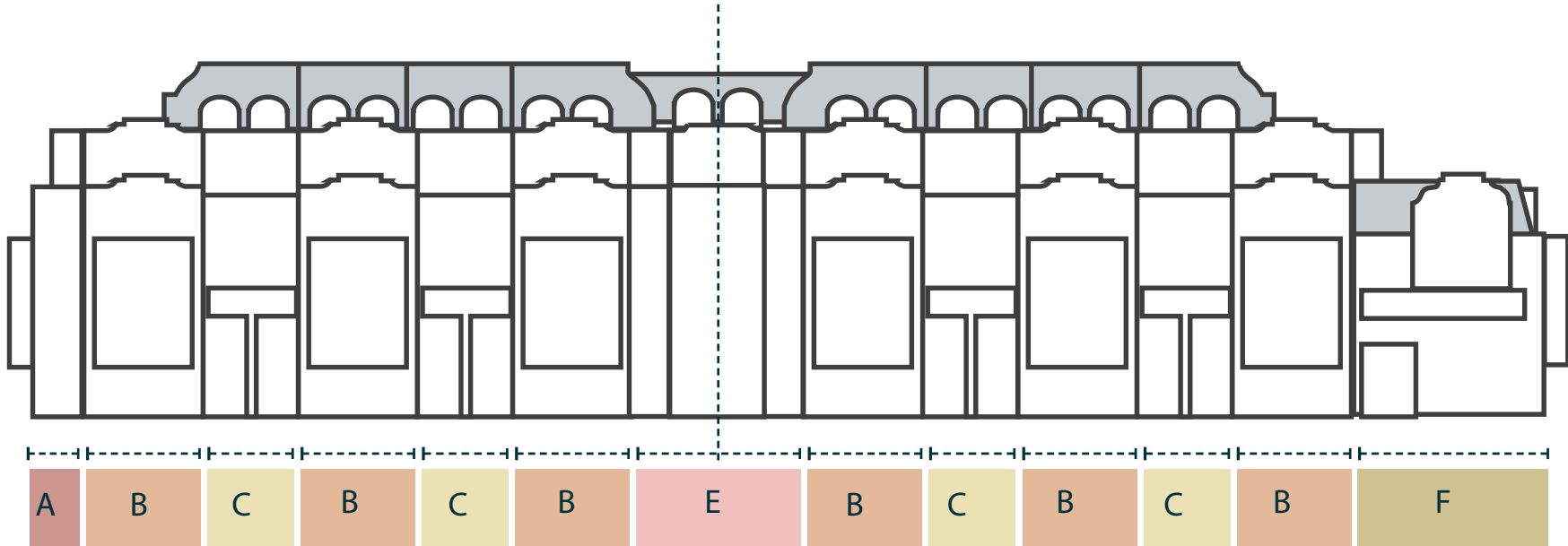
Diagrammatic study of the rhythm, roof variation, window variety and bay positions on 26-58 Tite Street.

DESIGN - FACADE

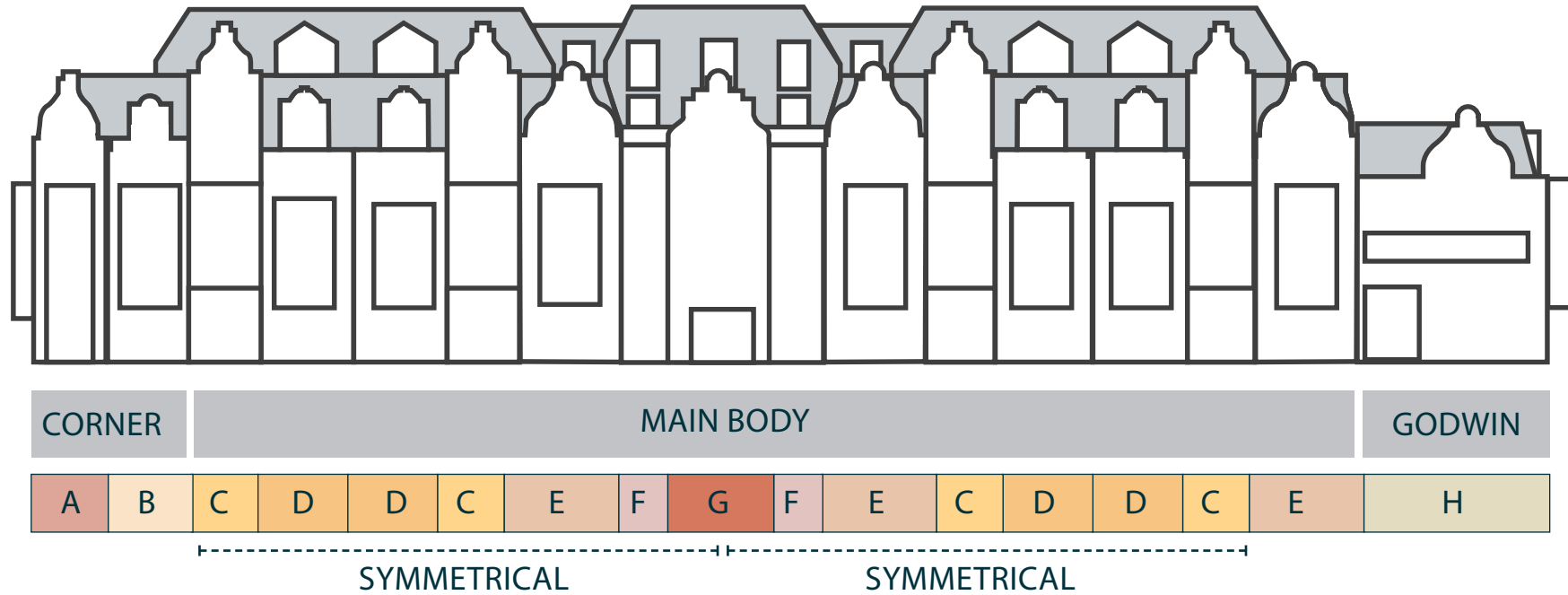
Design updates;

The previous symmetry has diminished through a number of strategies;

- The overall massing has been modulated and broken down into a series of townhouse proportions.
- The rhythm of the proposal has been developed to provide a contextual approach to Chelsea and Tite Street



Withdrawn scheme 2025



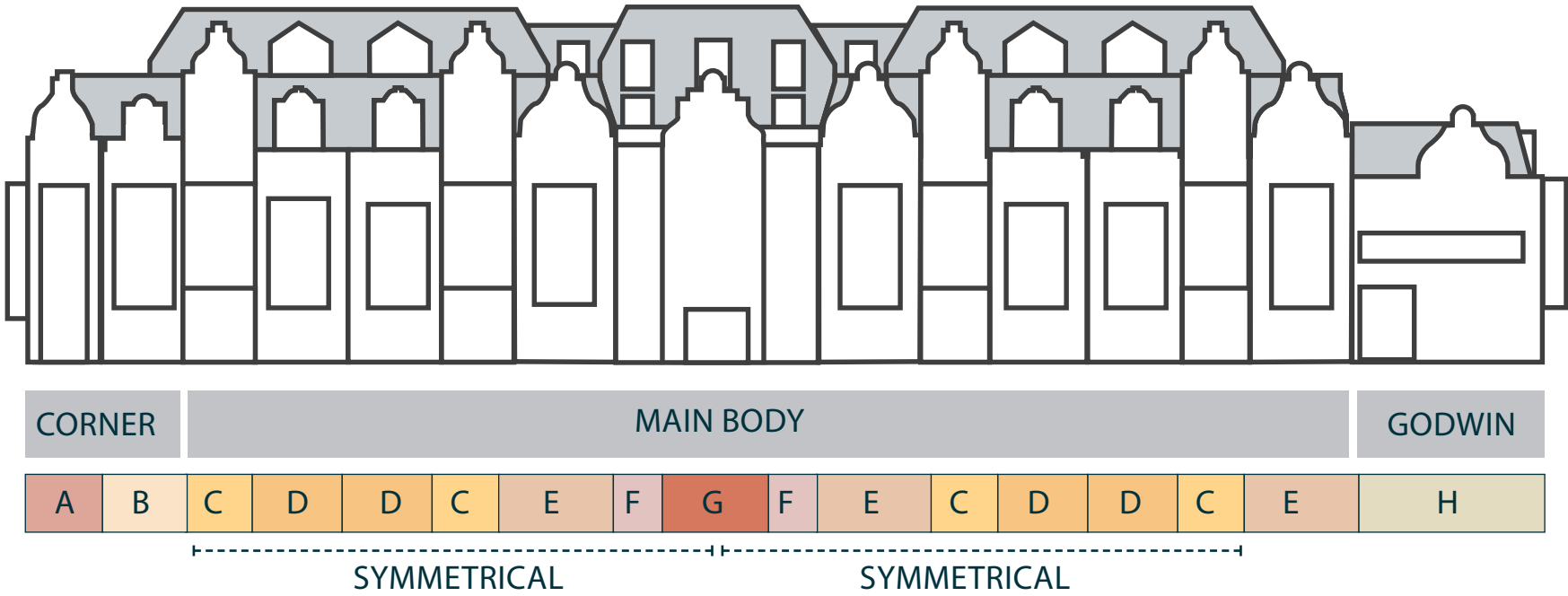
June 2026 scheme

DESIGN - FACADE

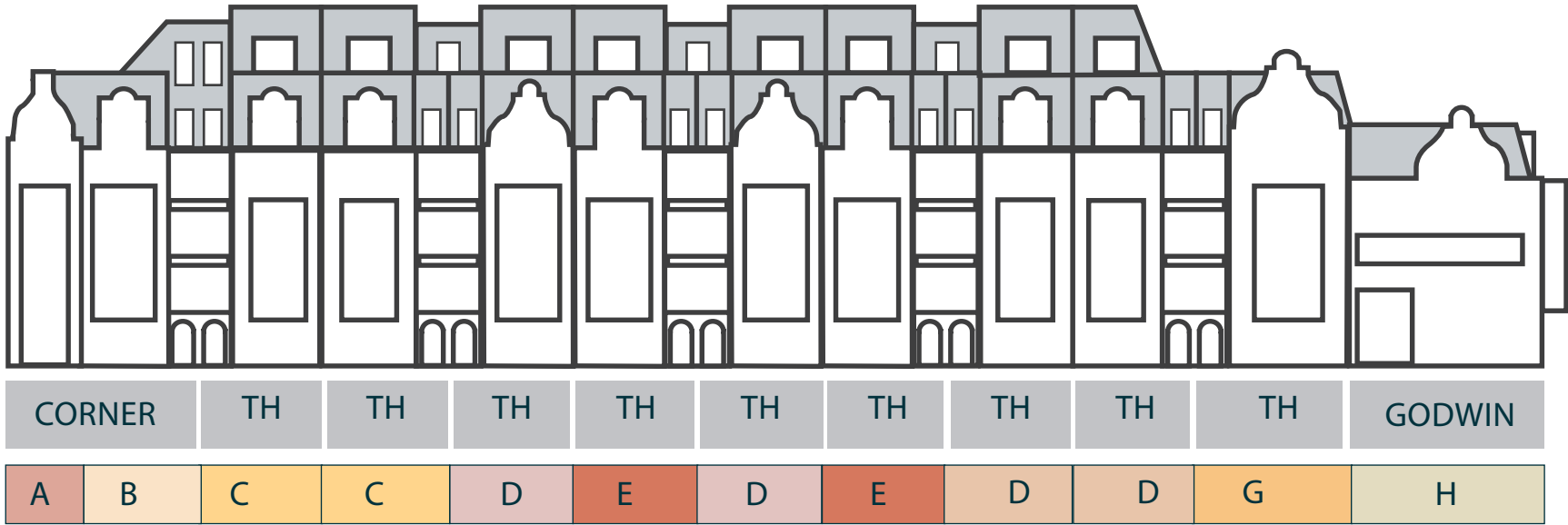
Design updates;

The previous symmetry has diminished through a number of strategies;

- The overall massing has been modulated and broken down into a series of townhouse proportions.
- The rhythm of the proposal has been developed to provide a contextual approach to Chelsea and Tite Street
- The central main entrance has been diminished and a more subtle entrance is proposed inline with the architectural character of Tite Street
- A second feature townhouse is located adjacent to the Godwin reflecting the change of language on the West side of the street and creates a transition within the townscape gap



June 2026 scheme



Current scheme

DESIGN - FACADE

Street rhythm

- Our proposal seeks to re-stitch the urban fabric by reintroducing a building line that address the street and has a contextual relationship.

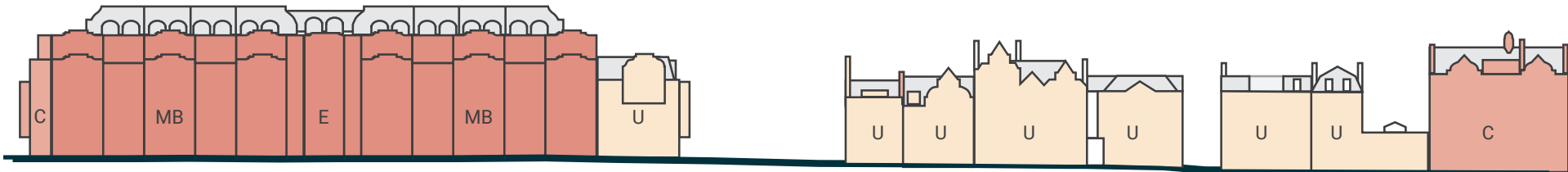
Existing street rhythm;

- Tite street’s northern west side of the street is made up of a series of terrace houses typical of the streets of Chelsea.
- This transitions into the unique artist studio houses creating Tite Street distinguished and unique character
- Mansion blocks bookend the southern end of the street

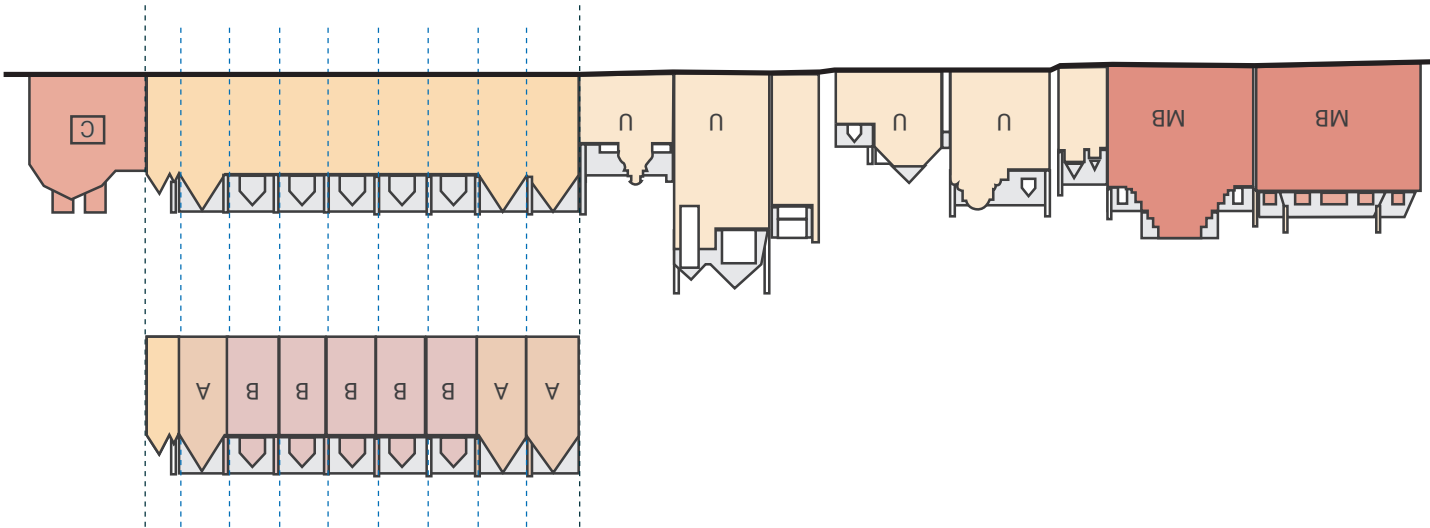
Withdrawn scheme rhythm;

- Proposed mansion block with a defined central entrance
- Unique townhouse to the southern end, taking inspiration from the historic design of 44 Tite Street.

East Tite Street Elevation



Townscape gap



West Tite Street Elevation

Withdrawn scheme 2025

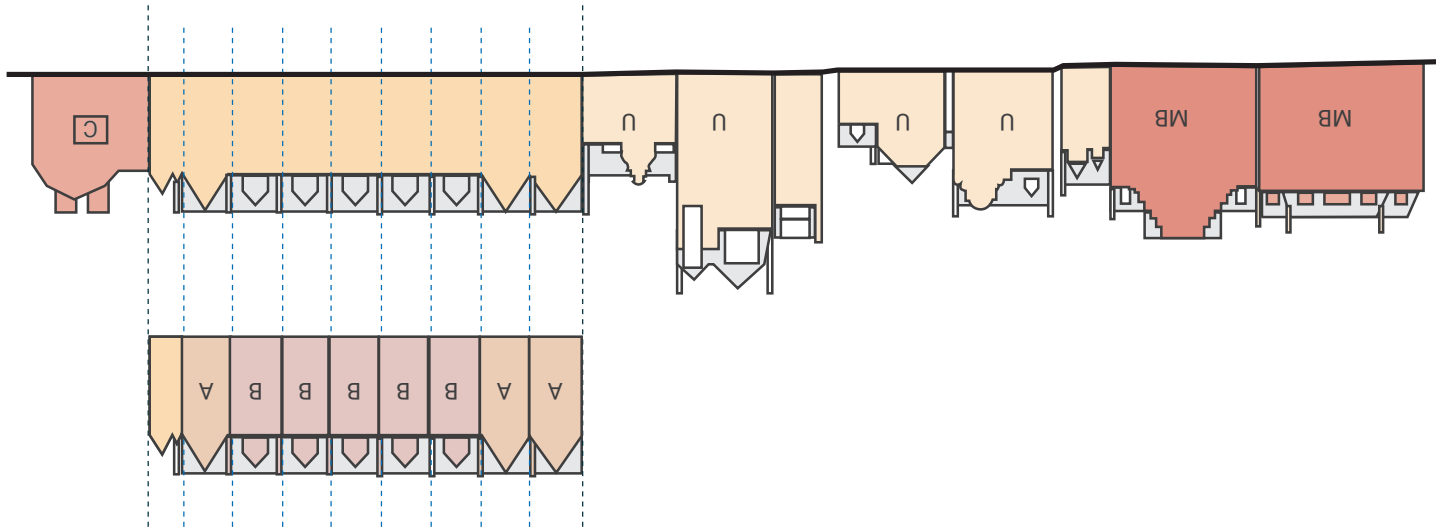
DESIGN - FACADE

Design update

The previous symmetry of the withdrawn scheme proposal has been diminished through a number of strategies;

- The overall massing has been modulated and broken down into a series of townhouse proportions.
- The rhythm of the proposal has been developed to provide a contextual approach to Chelsea and Tite Street

East Tite Street Elevation



West Tite Street Elevation

June 2026 scheme

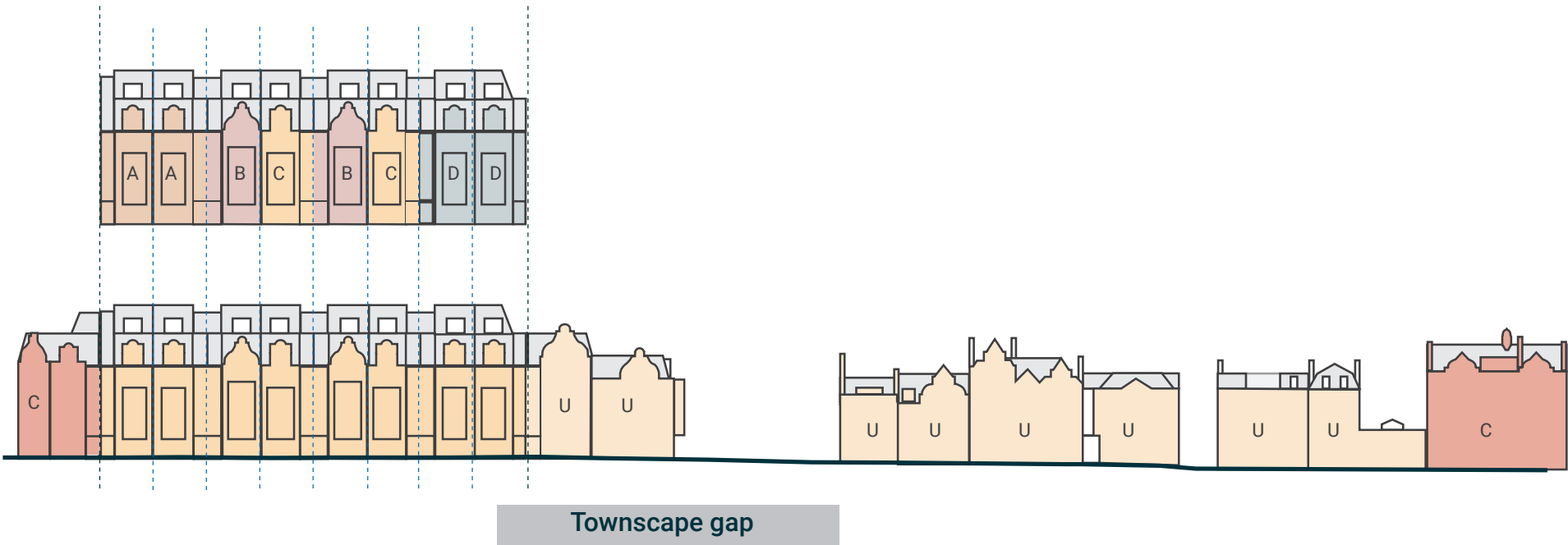
DESIGN - FACADE

Design update

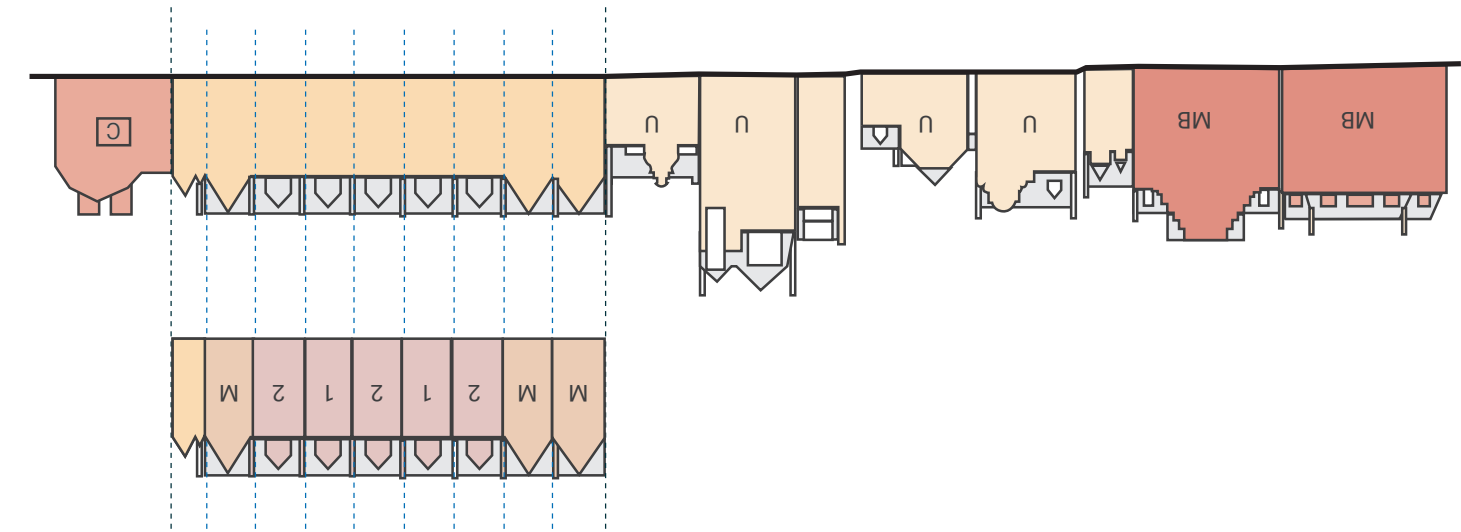
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East Tite Street Elevation



West Tite Street Elevation



Revised scheme July 2026

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 CGI from Royal Hospital Road corner view

JUNE 2026 SCHEME



Previous scheme CGI from Royal Hospital Road corner view

CURRENT SCHEME



Proposed scheme CGI from Royal Hospital Road corner view

DESIGN - FACADE

Proposed scheme design strategy



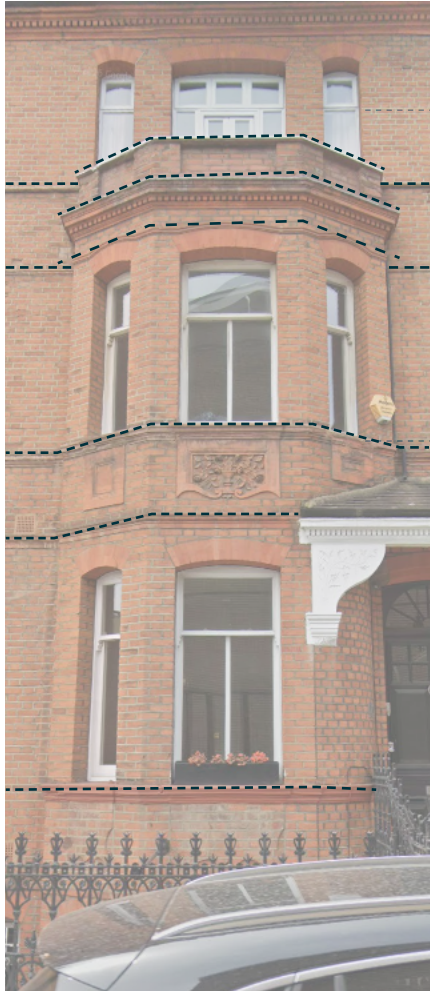
Hit and miss detail on No. 44 Tite Street



Gable end form inspiration



Gable end coping



Bay design from Tite St terraces opposite

Thinner window proportion on bays (group of 3)

Banding on bays dividing up bay

Godwin inspired gable detailing

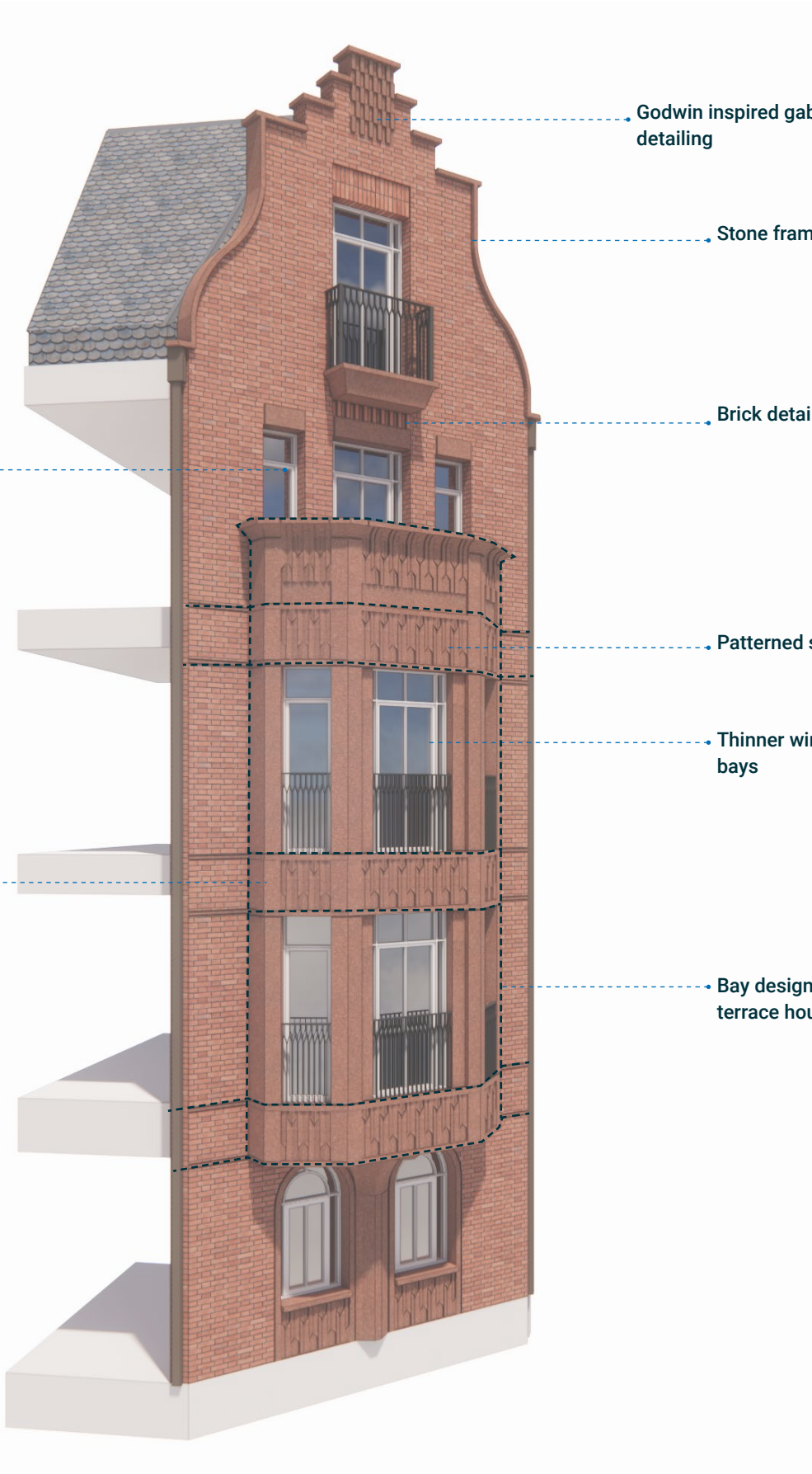
Stone framing on gables

Brick detailing

Patterned stone detailing

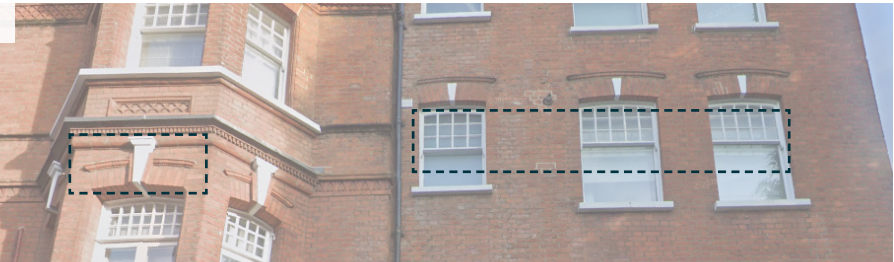
Thinner window proportion on bays

Bay design interpreted from terrace houses opposite



Bay type 1: Corner detail

DESIGN - FACADE



Window key stone detail on Godwin Court, Tite Street



Hit and miss detail on No. 44 Tite Street



Paired entrances on Sloane Gardens



Chamfered balconies

Detail texture from
Tite Street feathered
into facade



Dormer feature inspired by 40
Tite Street (Lighter colour in
contrast to roof tiles)

Simple dormer

Banding detail common on
terraced houses in Chelsea

Window pattern detail

Shallow balconies

Paired entrance with
detailing



Bay type 2: Terrace house

DESIGN - FACADE



Banding feature on Sloane Gardens

- Gable capping
- Feature parapet on bay
- Striped brick banding
- Bay feature banding (paired bays)
- Key stone above windows



Banding detail that defines terrace housing in Chelsea

- Banding detail common on terraced houses in Chelsea



Ormonde Gate



Sloane Gardens



- Stone capping on gable
- Ornate window capping detail
- Godwin inspired patterned stone detailing

Bay type 3: End Townhouse

FEEDBACK

RESPONDING TO FEEDBACK

SCHEME COMPARISON

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 CGI from Royal Hospital Road corner view

JUNE 2026 SCHEME



Previous scheme CGI from Royal Hospital Road corner view

CURRENT SCHEME



Proposed scheme CGI from Royal Hospital Road corner view

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 CGI from Tite Street looking north

JUNE 2026 SCHEME



Pre app scheme CGI from Tite Street looking north

CURRENT SCHEME



Proposed scheme CGI from Tite Street looking north

WITHDRAWN SCHEME 2025



Withdrawn scheme 2025 AVR from Royal Hospital Road

JUNE 2026 SCHEME



Pre-app scheme AVR from Royal Hospital Road

CURRENT SCHEME



Proposed scheme AVR from Royal Hospital Road

EXISTING PHOTOGRAPHY



View looking towards NAM

CURRENT SCHEME



Proposed scheme CGI looking towards NAM

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