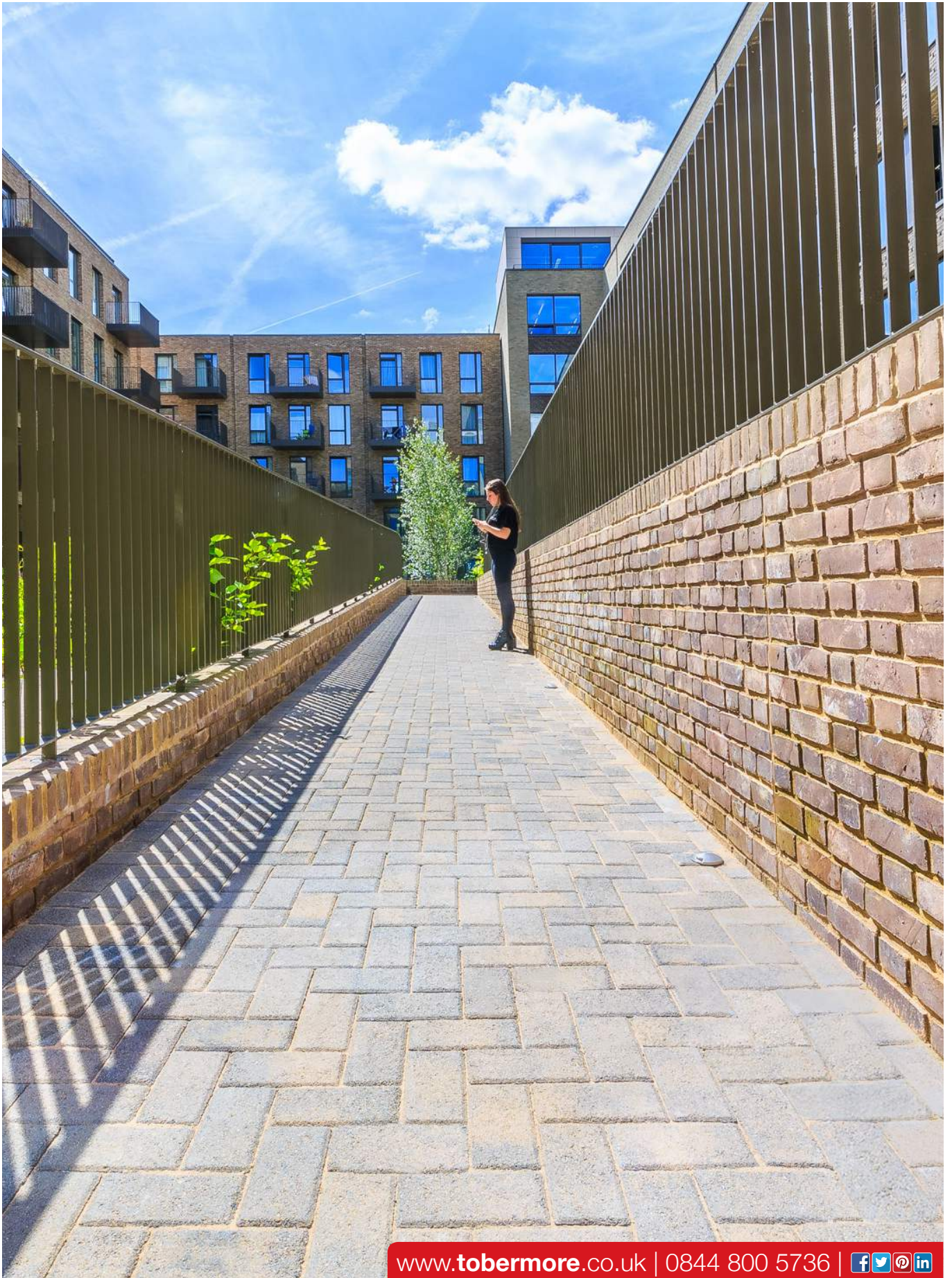


The Ladbroke Grove

//// Chelsea

Housing Developments





Pembury | Bracken

AHMM & Taylor Wimpey Achieve Contemporary yet Timeless Theme in Chelsea with the Help of Tobermore

As one of the UK’s largest residential developers, Taylor Wimpey projects are designed and constructed to the highest standards and this wasn’t any different with The Ladbroke Grove in Chelsea, London. The developer worked with UK and US architect, Allford Hall Monaghan Morris, in designing the lavish apartments at The Ladbroke Grove which required stylish hard landscaping materials that would complement the brick buildings on site. Tobermore held the ideal solution with the provision of Pembury block paving, Textured Flags and Mayfair Step Flags.

The Ladbroke Grove was developed

to reflect a contemporary, yet timeless, urban theme. Being located in a bustling hub of activity, modern convenience, local attractions, rich history, and with excellent public transport links, the development is a highly desirable place to reside. Amrik Gaheer, Architectural Designer at Allford Hall Monaghan Morris, explained the design brief for the scheme: **“We were set the task of designing the apartments to top standards of quality and to be highly functional, whilst adding uniqueness and aesthetic variation to the residential blocks and surrounding landscape.”** The landscape was of particular

importance as it played an important role in establishing the exterior style of the homes. Amrik noted: **“We originally specified brick pavers but there were budget constraints which caused the specification to be revised.”** Having worked with Tobermore on other projects such as Aberdeen Lane in Highbury, Mulberry Place in Taporley, Hopefield Gait in Bonnyrigg, Parkside Glad in Cramlington and Stokesley Grange in Westlands, Taylor Wimpey reviewed a variety of Tobermore paving samples provided by the Tobermore South East Sales team. Amrik explained: **“Following a value engineering exercise supported by ourselves, Taylor Wimpey and the contractor, John Sisk & Son, made the decision to proceed with a block paving method and Tobermore products proved to be the best fit.”** Tobermore’s Pembury, a versatile block paving product with a textured surface finish, and Textured Flags, a unique paving slab with a granular surface was specified for the project. The blended colour of Bracken from the Pembury range and the soft colour of Buff from the Textured Flags

range were chosen as a complementary colour combination to go alongside the dark brick facade of the apartment buildings. Providing continuity between the flat and raised areas, Tobermore’s Mayfair Step Flags with delineation markings was chosen as a step solution. The product was specified in the colour of Sandstone which worked perfectly with the Textured Flags colour used. Mayfair Step Flags are manufactured with a granite aggregate surface layer that produces a modern look similar to natural granite. The combination of products chosen reflected the contemporary yet timeless vision for the project wonderfully. Amrik reflected on the hard landscaping at The Ladbroke Grove: **“The Tobermore products used worked with our landscaping budget and they turned out very well, matching the different brick tones on site without dominating the space.”** **“We would be very happy to use Tobermore products again in future.”**

Developer
Taylor Wimpey

Architect
Allford Hall Monaghan Morris

Main Contractor
John Sisk & Son

Products Used:

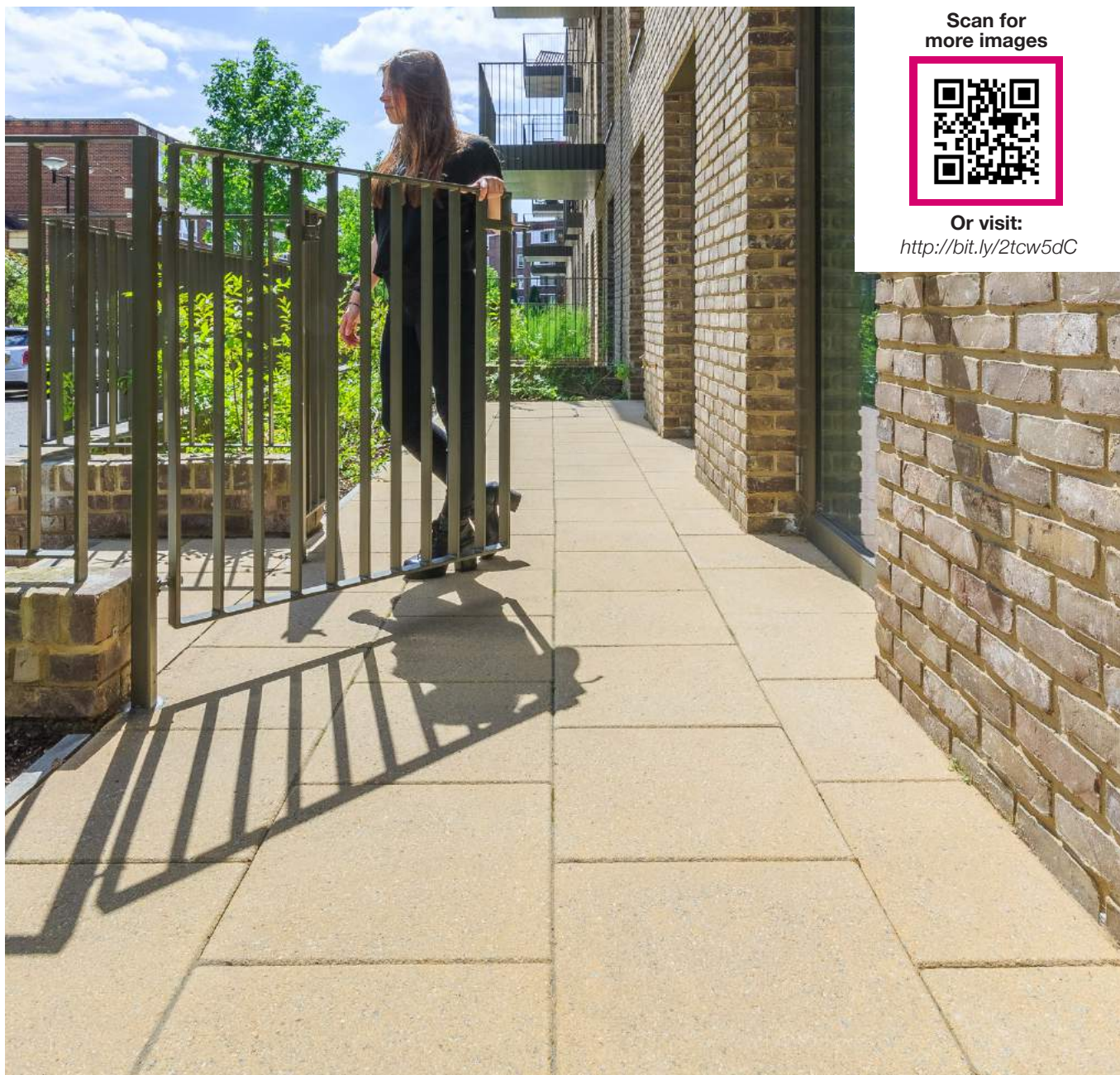
Pembury | Bracken
Textured Flags | Buff
Mayfair Step Flags | Sandstone with Black Delineation Strip

“The Tobermore products used worked with our landscaping budget and they turned out very well, matching the different brick tones on site without dominating the space. We would be very happy to use Tobermore products again in future.”

Amrik Gaheer | Architectural Designer at Allford Hall Monaghan Morris



Textured Flags | Buff, Mayfair Step Flags | Sandstone with Black Delineation Strip



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