Visible Plots

Existing:

The enclosure of the park is weak and inconsistent, although in summer the foliage creates more coherent definition of the green space. The Empress State Building remains visible above the tree line but other buildings outside the park are glimpsed through the trees. In the summer view the more solid foliage of the trees creates definition to the park and draws the eye away from the development outside it, into the space itself.

Proposed illustrative Masterplan Revised Proposals:

The foliage will screen the Proposed Development. The buildings will be almost completely concealed, with the taller parts of plot WV04 just glimpsed through the trees.

The difference in impact between the Original Scheme and the Revised Proposals is negligible.

Cumulative Impact:

No change

Position Data

National Grid Reference: 524531.63E 177654.97N.
Camera height: 6.25m AOD.
Camera heading: 44.00°.
Lens: 24mm.
Field of view: 74°.
Date: 18/04/2011.
Time: 14:46.

Proposed illustrative Masterplan Revised Proposals:

The foliage will screen the Proposed Development. The buildings will be almost completely concealed, with the taller parts of plot WV04 just glimpsed through the trees.

The difference in impact between the Original Scheme and the Revised Proposals is negligible.

Cumulative Impact:

No change

Significance of Potential Impact

Proposed illustrative Masterplan Revised Proposals:

No change
**View 46**
Charleville Road, Winter

**Position Data**

- National Grid Reference: 524369.05E. 178094.73N.
- Camera height: 6.28m AOD.
- Camera heading: 65.90°.
- Lens: 24mm.
- Field of view: 74°.
- Date: 07/03/2011.
- Time: 15:01.

**Visible Plots**

**Existing:**
The view is taken from Gledstanes Road looking east along Charleville Road. Mansion blocks with bay windows line both sides of the street. The blocks probably date from the late 1890's. They are not shown on the Ordnance Survey map of 1894 when the rest of the streets between Vereker Road and Gledstanes Road had already been developed. On the left hand block Flemish style gables articulate the roof line; the right hand block is slightly plainer. Further to the east, but mostly obscured by street trees, are grander stock brick terraces with stucco ornamentation and paired pillared porticos in the Italianate style typical of developments to the east of the Site. These were built earlier, between 1871 and 1891, and are locally listed as Buildings of Merit. There is strong enclosure to the street, which channels the view and the consistent roof heights create a pronounced perspectival quality. Visible at the far eastern end of the view is the 3 and 4-storey terrace 197-225 North End Road built in 1899, which is also within the conservation area. No buildings beyond the conservation area break the parapet line.

**Proposed parameter envelope Revised Proposals:**
The Proposed Development will not be visible. There is no difference in impact between the Original Scheme and the Revised Proposals.

**Proposed illustrative Masterplan Revised Proposals:**
The Proposed Development will not be visible. There is no difference in impact between the Original Scheme and the Revised Proposals.

**Cumulative Impact:**
No change.

**Significance of Potential Impact:**
- Proposed parameter envelope: neutral.
- Proposed illustrative Masterplan: neutral.

Unfold page to reveal Proposed Illustrative Masterplan Cumulative - Revised Proposals panorama.
View 46  Charleville Road, Winter
Proposed illustrative Masterplan Cumulative - Revised Proposals
View 46
Charleville Road, Summer

Existing:
The view is taken from Gledstanes Road looking east along Charleville Road in the Barons Court Conservation Area. Red brick mansion blocks with bay windows line both sides of the street. The blocks probably date from the late 1890’s. They are not shown on the Ordnance Survey map of 1894 when the rest of the streets between Vereker Road and Gledstanes Road had already been developed. On the left hand block, Flemish style gables articulate the roof line; the right hand block is slightly plainer. Further to the east, but mostly obscured by street trees, are grander stock brick terraces with stucco ornamentation and paired pillared porticos in the Italianate style typical of developments to the east of the Site. These were built earlier, between 1871 and 1891, and are locally listed as Buildings of Merit. Consistent roof heights create a strong perspectival quality to the view. Visible at the far eastern end of the view is the 3 and 4-storey terrace 197-225 North End Road built in 1899, which is also within the conservation area.

Proposed illustrative Masterplan Revised Proposals:
The proposed development will not be visible

Cumulative Impact:
No change

Significance of Potential Impact:
Proposed parameter envelope: neutral
Proposed illustrative Masterplan: neutral

Position Data
National Grid Reference
524369.05E.
178094.73N.
Camera height
6.28m AOD.
Camera heading
65.90°.
Lens
24mm.
Field of view
74°.
Date
07/03/2011.
Time
15:01
**View 50**

**Talgarth Road (Gliddon Road)**

**Visible Plots**

**Properties**

- **Position Data**
  - National Grid Reference: 524426.11E., 178374.58N.
  - Camera height: 6.02m AOD.
  - Camera heading: 84.98°.
  - Lens: 24mm.
  - Field of view: 74°.
  - Date: 23/03/2011.
  - Time: 17:50

**Existing:**

The view looks eastwards along the eight lanes of Talgarth Road with a planted verge and pavement on the left of the view. The viewing position is within the Gunter Estate Conservation Area which extends to the south of Talgarth Road and includes the long 3-storey terrace 1-109 Talgarth Road, with ground floor bay windows, and prominent chimney stacks articulating the roof line, visible on the right of the view. In the centre of the view at the end of the long terrace are buildings at the junction with North End Road within the Barons Court Conservation Area, including the four-storey Three Kings public house in red brick, which is locally listed as a Building of Merit. Behind it is the taller form of Ashfield House in beige cladding with a chamfered roof profile, which is within the Site. Planting along the northern boundary of the Site is also visible at the far end of the view. The red brick residential block West Kensington Court dating from the early 20th century, outside the conservation area, is just visible above the planting on the left hand side of the view. To the right, out of view, are the Grade II listed St Paul’s Studios.

**Proposed parameter envelope Revised Proposals:**

Plot WK04 (red), at the northern end of the Site fronting West Cromwell Road, will be visible creating a new frontage to the south side of the road. The Proposed Development will provide much improved continuity and enclosure to this section of West Cromwell Road. The low scale of the block in response to the sensitivity of the townscape to its immediate east means that its massing will make little impact on the view.

In the Revised Proposals the height of WK04 is reduced but this design refinement will not affect the significance of the Revised Proposals’s impact.

**Proposed illustrative Masterplan Revised Proposals:**

The buildings fronting West Cromwell Road will be visible forming a new frontage to the south side of the road. The illustrative view demonstrates the impact of the limitation on developable area within the parameter envelope set out in the Design Guidelines, here showing the reduced mass of the buildings on West Cromwell Road.

In the Revised Proposals the height of buildings within plot WK04 is reduced but this design refinement will not affect the significance of the Revised Proposals’s impact.

**Cumulative Impact:**

- No change

**Significance of Potential Impact:**

- Proposed parameter envelope: minor, beneficial
- Proposed illustrative Masterplan: minor, beneficial
View 50  Talgarth Road (Gliddon Road)
**View 51**  
**Talgarth Road (North End Road)**

**Position Data**
- **National Grid Reference**: 524523.20E, 178403.35N.  
- **Camera height**: 6.36m AOD.  
- **Camera heading**: 88.95°.  
- **Lens**: 24mm.  
- **Field of view**: 74°.  
- **Date**: 23/03/2011.  
- **Time**: 17:58.

**Existing:**
The view looks eastwards along Talgarth Road, across four lanes of east-bound traffic with a grass verge and pavement on the left of the view. The viewing position is within the Gunter Estate Conservation Area looking towards the junction with North End Road. On the southern side of Talgarth Road, within the Barons Court Conservation Area, is 62 North End Road, its height stepping down on the right hand edge of the view. To its left the four-storey, late 19th century Three Kings public house in red brick, which is locally listed as a Building of Merit. In the centre of the view is the taller form of Ashfield House in beige cladding with a chamfered roof profile, which is within the Site. Planting along the northern boundary of the Site and the advertising hoardings of the Clear Channel site are also visible at the far end of the view. The rear of 70 North End Road within the Gunter Estate Conservation Area and West Kensington Court dating from the early 20th century, outside the conservation area, are just visible behind trees on the left hand side of the view.

**Proposed parameter envelope Revised Proposals:**
Plot WK04 (red), fronting West Cromwell Road, will be visible creating a new frontage to the south side of the road. The Proposed Development will provide much improved continuity and enclosure to this section of West Cromwell Road. Plot WV01 (rendered) will be visible to the right of Ashfield House. The low scale of the blocks in response to the sensitivity of the townscape to their immediate east means that its massing will make little impact on the view.

In the Revised Proposals the height of WK04 and WV01 are reduced and WV01 is shown in rendered form, but these design refinements do not alter the significance of the Revised Proposals’ impact.

**Proposed illustrative Masterplan Revised Proposals:**
The buildings fronting West Cromwell Road will be visible forming a new frontage to the south side of the road. The illustrative view demonstrates the impact of the limitation on developable area of WK04 within the parameter envelope set out in the Design Guidelines, here showing the reduced mass of the buildings. Townhouses on plot WV01 are shown rendered.

In the Revised Proposals the height of buildings within plots WK04 and WV01 are reduced but this design refinement does not alter the significance of the Revised Proposals’ impact.

**Cumulative Impact:**
No change

**Significance of Potential Impact:**
Proposed parameter envelope: minor, beneficial  
Proposed illustrative Masterplan: minor, beneficial
Proposed Parameter Envelope - June 2011

Proposed Parameter Envelope - Revised Proposals
View 51 Talgarth Road (North End Road)
Proposed illustrative Masterplan Cumulative - Revised Proposals
**View 53**

North End Road from the junction with Fitzjames Avenue

**Position Data**

- **National Grid Reference**: 524394.54E., 178729.10N.
- **Camera height**: 6.82m AOD.
- **Camera heading**: 133.37°.
- **Lens**: 24mm.
- **Field of view**: 74°.
- **Date**: 25/03/2011.
- **Time**: 14:02

**Visible Plots**

- **Existing**

  The view looks south towards the Site along North End Road from the junction with Fitzjames Avenue, and is taken just inside the Fitzgeorge and Fitzjames Conservation Area. The three substantial interlinked blocks of North End House in red brick with stucco bases and top storeys, which are within the conservation area, are on the right of the view. North End House, with North End Parade, a parade of small shop units within the ground floor, were built on the site of the demolished North End House in 1937-8. The blocks were designed by Joseph Architects. On the left is the post-war Lytton Estate, which is outside the conservation area. In the centre at the far end of the view is a locally listed Victorian former pub on the junction of North End Road and North End Crescent which is within the Gunter Estate Conservation Area. The top of the Empress State Building is visible behind the former Fox public house, significantly lower than North End House which dominates this view. The substantial buildings in the views foreground channel the view to the south where the top of the Empress State Building is visible behind the former Fox public house and hotel, significantly lower than North End House, which dominates this view.

- **Proposed parameter envelope Revised Proposals**: The Proposed Development will not be visible. There is no difference in impact between the Original Scheme and the Revised Proposals.
- **Proposed illustrative Masterplan Revised Proposals**: The Proposed Development will not be visible. There is no difference in impact between the Original Scheme and the Revised Proposals.

**Cumulative Impact**

- **No change**

**Significance of Potential Impact**

- **Proposed parameter envelope**: neutral
- **Proposed illustrative Masterplan**: neutral
View 53  North End Road from the junction with Fitzjames Avenue
Proposed illustrative Masterplan Cumulative - Revised Proposals
8.0 PPS5 Assessment of Impacts on the Setting of Designated Heritage Assets

8.1 The assessment of potential impacts on designated and undesignated heritage assets on Site and potential impacts on the setting of designated heritage assets in the surrounding area will not alter as a consequence of the revisions that have resulted in the Revised Proposals. Additional assessment of the Revised Proposals has been carried out to address the following:

- The significance of the ticket office in the satellite ticket hall of the listed Earls Court Station in response to a query raised by English Heritage;
- The impact of the Revised proposals on the setting of Brompton Cemetery in response to comments raised by English Heritage.

Additional assessment of impacts on Earls Court Station and its setting

8.2 The historical and architectural special interest of the ticket hall, tunnel and escalator shaft is assessed in detail in the Tavernor Consultancy report in Appendix E of the Original TVIA. An addendum to that report, which contains an appraisal of the historic significance of the existing ticket office within the station, is included in Appendix B. This concludes that ticket office is a recent addition and has no historic significance.

Additional assessment of the impact on the setting of Brompton Cemetery

8.3 For an appraisal of the significance of the Cemetery as a whole refer to Section 4 paras 4.55 – 4.59 in the Original TVIA. For an appraisal of the significance of the listed structures within the Cemetery refer to Table 4.1, 5–8.

The Cemetery as a whole

8.4 The Proposed Development will be visible along the western boundary of the Cemetery in relation to the existing Empress State Building and the EDF substation, through and above existing mature trees. Where visible, it will contribute to a recessive distant townscape. In summer, planting on the western side of the Cemetery will screen the Proposed Development to a greater extent. The setting of the Grade I registered Cemetery and conservation area and the Grade II* and Grade II listed structures within it will not be harmed.

8.5 Key views are identified within the Conservation Area Proposals Statement on the Proposals Map (Ref 1.21 page 33). The Proposed Development would be visible in the view northwards along the Ceremonial Axis from outside the chapel. View 32, taken from a position slightly further north within the Great Circle, has been rotated to focus on the Proposed Development and has been assessed in winter and summer conditions to reflect the impact of summer foliage on the view. The Proposed Development will be seen in relation to the existing Empress State Building, as part of a layered recessive townscape of distant buildings seen through the trees. The visibility of the Revised Proposals is reduced in comparison to the Original Scheme: in the Revised Proposals the height of plot VW06 will be significantly reduced and it will be only just visible above the trees. The removal of the existing Exhibition Centre roof will have a minor beneficial impact on the view and the top of plot WV06 visible in the proposed scheme will be significantly lower reducing the amount of development seen in on the skyline to the left of the formal central axial vista. Overall the impact on this view is considered to be minor and beneficial.

8.6 Other key views and vistas identified on the Proposals Map look along the east-west routes towards the eastern boundary, north and south along the eastern boundary, southwards from the northern end and the north-eastern corner of the cemetery, towards the Great Circle looking south and towards the chapel from the east. The Proposed Development will not be visible in these views or will have a negligible impact on the periphery of the vistas.

8.7 The Cemetery was designed to focus inwards on the formal composition of the central avenue of lime trees and the structures at either end of the avenue: the Grade II* listed chapel and arcades at the southern end and the triumphal arch within the Grade II* listed northern entrance. The Proposed Development will not be seen in direct relationship on axis to the central avenue or listed structures. In summer, with the trees lining the central avenue in leaf, the view will be channelled more strongly along the...
central avenue to focus on the triumphal arch at its northern end and buildings outside the Cemetery will be almost completely obscured by the foliage. The focal composition of the Ceremonial Axis within the Cemetery will be preserved both in winter and summer.

8.8 The Cemetery can be divided into three main character areas: the Ceremonial Axis, the Eastern Burial Zone and the Western Burial Zone, of these the Ceremonial Axis and the Eastern Burial Zone are the most sensitive to the impact of new development outside the conservation area. The Proposed Development will be visible from the Ceremonial Axis, but it will be seen in the periphery of axial views and will not harm axial views along the central avenue or draw the observer’s eye away from the focus on the axial composition. The Proposed Development will be heavily screened by trees in views from the Eastern Burial Zone and its impact will be limited. The Proposed Development will have the greatest impact in views from parts of the Western Burial Zone. As Views 34 and 35 demonstrate, the Proposed Development will enhance the enclosure to the western boundary of the Cemetery in winter by integrating existing tall and large buildings to the west of the Cemetery within a coherent urban backdrop, which will better reveal the significance of the Western Burial Zone. In recognition that the character of the conservation areas in London is one of contrasts, of historic and modern buildings, and that modern buildings of high design quality do not harm the settings of historic assets, this impact has been assessed to range from negligible to minor and beneficial.

The Church of England Mortuary Chapel

8.9 View 31 is taken from a location to the east of the chapel’s entrance. The Proposed Development will be seen from here in relation to the existing Empress State Building, as part of a distant townscape beyond the trees just visible above the trees. In summer, planting on the western side of the Cemetery will screen the Proposed Development to a greater extent. The impact on the setting of the chapel will be minor and beneficial; the setting of the chapel will not be harmed.

The arcades

8.10 The setting of the arcades is closely related to that of the chapel and the assessment is as per the previous paragraph. The impact on the setting of the arcades will be minor and beneficial; the setting of the arcades will not be harmed.

The northern entrance

8.11 From the centre of the Cemetery the Proposed Development will be visible to the west of the central avenue, in relation to the existing Empress State Building, through existing mature trees. As views 32, 34, 35 and 36 demonstrate, the Proposed Development will not be seen in direct relationship to the triumphal arch or interrupt or dominate vistas along the central avenue towards the triumphal arch. The impact on the setting of the northern entrance will be negligible. In summer, with the trees lining the central avenue in leaf, the channelling of the axial vista will be more pronounced and the visibility of the proposed development beyond the western boundary negligible.

Listed monuments

8.12 The Proposed Development will be visible along the western boundary of the Cemetery in relation to the existing Empress State Building and the EDF substation, as part of a distant townscape backdrop just visible through the trees. In summer, planting on the western side of the Cemetery will screen the Proposed Development to a greater extent. The enclosure to the western boundary of the Cemetery will be enhanced and the impact on the setting of the listed monuments will be minor and beneficial.

PPS5 Policy HE7

8.13 PPS 5 policy HE7 recommends the desirability of “new development making a positive contribution to the character and local distinctiveness of the historic environment” (ref 1.3 para 7.5). As required by PPS5 policy HE7 (ref 1.3 HE7.1), the design of the revised Revised Proposals is based on a detailed understanding of local context. The height, scale and architectural character of the revised Revised Proposals has been carefully considered in relation to its impact on the Grade I Registered Landscape of Brompton Cemetery.

8.14 In summer, the existing mature planting in the Cemetery provides coherent enclosure and definition to the western edge of the Cemetery. The summer views from the Cemetery demonstrate that in summer the impact of the Revised Proposals will be negligible. However, in winter the existing western boundary condition lacks coherent enclosure and definition. In contrast to setting of the eastern boundary of the Cemetery, to which the backs of houses on Finbrough Road and Ifield Road provide enclosure and definition, the setting to the west is fragmented and includes a series of large and tall buildings outside the conservation area, including Stamford Bridge, the Lillie Road Hotel, the Empress State Building and the EDF sub-station, that do not contribute to a harmonious and legible urban scene. Views to the west are not designated within the Conservation Area Proposals Statement (Ref 1.21).

8.15 The revised views from Brompton Cemetery demonstrate that, where visible, the Revised Proposals will slightly enhance the visual enclosure to the western edge of the Cemetery. In the Revised Proposals the tops of the tallest plots will appear as an articulated roofline just visible above or through the trees that will form part of the recessive urban backdrop to the Cemetery. The Revised Proposals will make “a positive contribution to the character and local distinctiveness of the historic environment” (Ref 1.3: policy HE7.5) by enhancing the visual enclosure to the western boundary in winter with a minor, beneficial impact on the setting of the Cemetery.

PPS 5 Policy HE10

8.16 PPS5 policy HE10 (Ref 1.3), recommends that a proposal for development should “preserve those elements of the setting that make a positive contribution to or better reveal the significance of thee asset”.

8.17 The setting of Brompton Cemetery includes a variety of views of, from and through it. Some views contribute more to the understanding of the significance of the Cemetery than others. Views along the Ceremonial Axis are particularly significant because the formal composition of the Cemetery was a fundamental aspect of its original design. The overall setting of the Cemetery, however, has changed significantly since the Cemetery was consecrated in 1840: originally within an open
rural setting outside the edge of London described as having “having no natural attraction whatever” (Ref 1.2), the setting of the Cemetery is now distinctly urban.

8.18 Views to the east from the Cemetery have the consistent Victorian townscape of the Boltons Conservation area. The backs of houses on Finbrough Road and Ifield Road provide enclosure and definition the eastern boundary of the Cemetery. However views outwards to the west are fragmented and include a series of large and tall buildings outside the conservation area that do not contribute to a harmonious and legible urban scene. Views to the west are not designated within the Conservation Area Proposals Statement (Ref 1.2) and it is noted that the western boundary lacks enclosure and would benefit from enhancement. The visibility of the Revised Proposals will be peripheral to the formal composed views along the Ceremonial Axis, will not visually intrude on the formal composition in summer or winter and will therefore preserve the significance of the formal composition of Baud’s original design. In the Revised Proposals the significant reduction in height of blocks within the Earls Court Village Character Area will reduce the mass of built form in the area of the proposed development that will be visible to the west of the ceremonial axis. As required by PPS 5 HE10 (Ref 1.3), the Revised Proposals will preserve those elements of the setting of Brompton Cemetery that make a positive contribution to its significance and will make a positive contribution to better revealing its significance along the western boundary.

Conclusions

8.19 The existing Earls Court Station ticket office does not contribute to significance of the listed Earls Court Station. Therefore, reconfiguration or removal of the ticket office would not harm the significance of the listed station.

8.20 In accordance with PPS5, the Revised Proposals will preserve those elements of the setting of Brompton Cemetery that make a positive contribution to its significance. The Revised Proposals will furthermore enhance the setting of the Cemetery in winter by enhancing the coherence of the existing urban setting to the west of the Cemetery which will better reveal the significance of the Western Burial Zone.
9.0 Assessment against English Heritage and Cabe’s *Guidance On Tall Buildings*

9.1 The assessment of the proposed tall buildings against the *Guidance on Tall Buildings* will not alter as a consequence of the revisions that have resulted in the Revised Proposals.
10.0 Residual Impacts and Conclusions: Architectural Quality and Response to Context

10.1 The conclusions to the Original TVIA will not alter as a consequence of the revisions that have resulted in the Revised Proposals. Additional conclusions resulting from the townscape and visual impact of the mended Scheme are as follows:

10.2 The Proposed Development has been designed to accord substantially with the principles and objectives of a range of planning policy documents, including the recently adopted London Plan (Ref 1.8), and LBHF Core Strategy (Ref 1.13) and the revised Earls Court and West Kensington Draft Joint Supplementary Planning Document (Ref 1.15).

Assessment against the revised Earls Court and West Kensington Draft Joint Supplementary Planning Document (revised for public consultation November 2011)

10.3 The overriding key urban design objectives of the Urban Form Strategy for the Opportunity Area are:

Establish an urban grain within the OA that is inspired by the surrounding pattern of streets and open spaces

10.4 Earls Court Village will be a distinctive place drawing on its location and its surroundings for its identity and character. The proposed street network will relate clearly to the site’s immediate and wider context so that the development stitches into the surrounding urban quarters and creates a permeable network of routes through the Site. The principal routes through the site are aligned to link up with existing streets or key amenities. Key views of significant local landmarks will be maintained. The setting of St Cuthbert’s Church will be enhanced by the creation of Mathias Square at the western end of the church.

Maximise connectivity

10.5 The proposed street network of the Proposed Development will relate clearly to the Site’s immediate and wider context so that the development stitches into the surrounding urban quarters and creates a permeable network of routes through the Site. The principal route through the Site, the High Street, is aligned to link up with Warwick Road and Earls Court Underground Station.

10.6 The new east-west street, The High Street, will connect Warwick Road to the Lost River Park, built over the West London railway line. It will create the eastern end of the main east-west connection proposed by the Site-wide Masterplan, which will link Warwick Road and Earls Court Underground Station to North End Road to the west. This section of the High Street will have a mix of uses and high levels of pedestrian activity.

Provide good quality public open space that offers a range of recreational and ecological opportunities and overcomes existing deficiencies in access to public open space and play facilities

10.7 The distribution of public open space will create new civic spaces at the entrances to the Earls Court and West Brompton Underground Stations and the southern part of the Lost River Park which will connect the western end of the High Street to Lillie Road and Old Brompton Road. The public realm has been designed to create well-landscaped, pedestrian-friendly new routes designed to encourage walking and cycling, with a mix of active uses adjacent to them and a high degree of natural surveillance from overlooking. Public open spaces will form an integral part of the movement framework within the Site. A variety of squares, parks and gardens with different characters and functions will be created.

Ensure that new buildings on the edges of the OA are sensitively integrated into and enhance the existing context

10.8 The massing proposed by the Masterplan will respond to the Site context. Lower buildings will be located on the edges of the Masterplan where they will relate to existing building heights. On the eastern edge of the Site, in response to the sensitive settings of Philbeach Gardens and Eardley Crescent, new townhouses will back on to the existing crescents. In the centre of the Site building heights increase in scale to the eastern edge of the Lost River Park, where taller buildings are appropriate to the scale of the new public open space. The impact of building heights on the setting of the local conservation areas is demonstrated in the Views Assessment in Section 7. Where visible, the Proposed Development will improve the setting of, or leave unharmed, key views from local conservation areas.
10.9 Around the perimeter of the Site where the new development directly meets existing urban blocks the Proposed Development will complete the existing urban blocks, maintaining the continuity of urban form at the Site’s perimeter. New crescents of town houses with private gardens will back onto the existing gardens of terraces on Philbeach Gardens and Eardley Crescent on the southern part of the Site. All streets and public spaces will be enclosed by buildings that have clear definition between their private fronts and public backs. All ground floors will be animated with windows and frequent entrances, and the Proposed Development will incorporate a mix of different uses. Development will enhance the setting of Brompton Cemetery and other conservation areas close to the Site.

Ensure that no new buildings visible on the skyline have a negative impact on the quality and character of the surrounding townscape

10.10 Considerable thought has been given to the visual effect of the scale, massing and form of the development plots and the form and placing of the taller elements of the Proposed Development in relation to their effect on their immediate townscape context and the impact on local views, including sensitive views from surrounding conservation areas. The Views Assessment demonstrates that the impact on the setting of the townscape of the surrounding area and on views towards the Site is negligible or beneficial. Where visible, the Proposed Development will improve the setting of, or leave unharmed, key views from local conservation areas.

10.11 The tallest buildings, which are predominantly residential, will be located so that they have a clear relationship to streets and open spaces within the Site. This will integrate them sensitively within the new residential neighborhood and give each an address and shared amenity space for the residents. However, the placement of the taller buildings has been carefully considered to avoid overshadowing or creating an overbearing effect on the streets or open spaces. The varied scale of the plots within the Proposed Development will contribute to its architectural diversity and character.

Design well proportioned streets that respond to those in the surrounding area and encourage walking and cycling

10.12 The public realm has been designed to create well-landscaped, pedestrian-friendly new routes designed to encourage walking and cycling, with a mix of active uses adjacent to them and a high degree of natural surveillance from overlooking. The streets and spaces will be attractive and well used, and feel safe during the day and at night. Surfaces will be generally level and free of clutter. Public open spaces will form an integral part of the movement framework within the site. Spaces will be distributed across the Site creating a variety of squares, parks and gardens with different characters and functions, each one responding to the character of the neighbourhood around it.

Final Conclusions on the Revised Proposals

10.14 The Revised Proposals has been assessed using 32 different viewing positions, which were selected in consultation with the London Borough of Hammersmith and Fulham, the Royal Borough of Kensington and Chelsea and the GLA through the Scoping process. The conclusion from the Views Assessment is that – when visible – the Revised Proposals will benefit London’s skyline and the local streetscape.

10.15 The Revised Proposals has been revised to respond positively, in scale and mass, to the existing townscape including local conservation areas. The magnitude of the significance of the impact as assessed against Table 2.2 has been revised in 12 parameter envelope views and nine illustrative views. The design refinements are visible in many more views although the amendment has not resulted in a change to the assessment of the significance of the impact.

10.16 The scale of the parameter envelope to plots within Earls Court Village has been significantly reduced and this will lessen their impact on the setting of the Grade I Registered landscape of Brompton Cemetery. The magnitude of the significance of the impact as assessed against Table 2.2 has been downgraded in two parameter envelope views and two illustrative views. The expanded PPS 5 assessment for Brompton Cemetery demonstrates that the Revised Proposals will preserve those elements of the setting of Brompton Cemetery that make a positive contribution to its significance. The Revised Proposals will furthermore enhance the setting of the Cemetery in winter by enhancing the existing urban setting to the west of the Cemetery which will better reveal the significance of the Western Burial Zone.

10.17 The Revised Proposals will comply with the Urban Form Strategy of the revised Earls Court and West Kensington Draft Joint Supplementary Planning Document (November 2011) and the Guidelines contained within the Supporting Evidence Document: Townscape and Visual Analysis (November 2011).