

LADBROKE GROVE

Project Flourish

Planning Comments

Addendum Report

March 2025

Contents

Section 1 - RBKC Substantive Design Items

In response to items 1 - 9.2 of the RBKC planning response tracker

Section 2 - Design Items

In response to items 1 - 93 of the RBKC planning response tracker

RBKC Substantive Issues

Substantive Issue Item 2 | Transport | Comprised of responses to Non-Substantive Items 6,7,9-11

Substantive Issue Item 6 | Design | Parameter Plans | Comprised of responses to Non-Substantive Items 23, 68-77

Substantive Issue Item 7.1 | Design | Masterplan Principles & Character Area

Substantive Issue Item 7.6 / Item 91 | Design | Cultural Strategy

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Substantive Issue Item 8.1 / Item 88 | Design | Housing Quality - Single and Dual Aspect Homes

Substantive Issue Item 8.2 / 8.3 | Design | Housing Quality - Balcony Placement and Internal Corridors

Transport - Substantive Issue 2 and Items 6, 7, 9, 10, 11

An analysis has been conducted on the following pages to compare the SPD movement strategy with the current movement strategy and to address concerns over ‘unacceptable conditions for pedestrians and cyclists within the application site’.

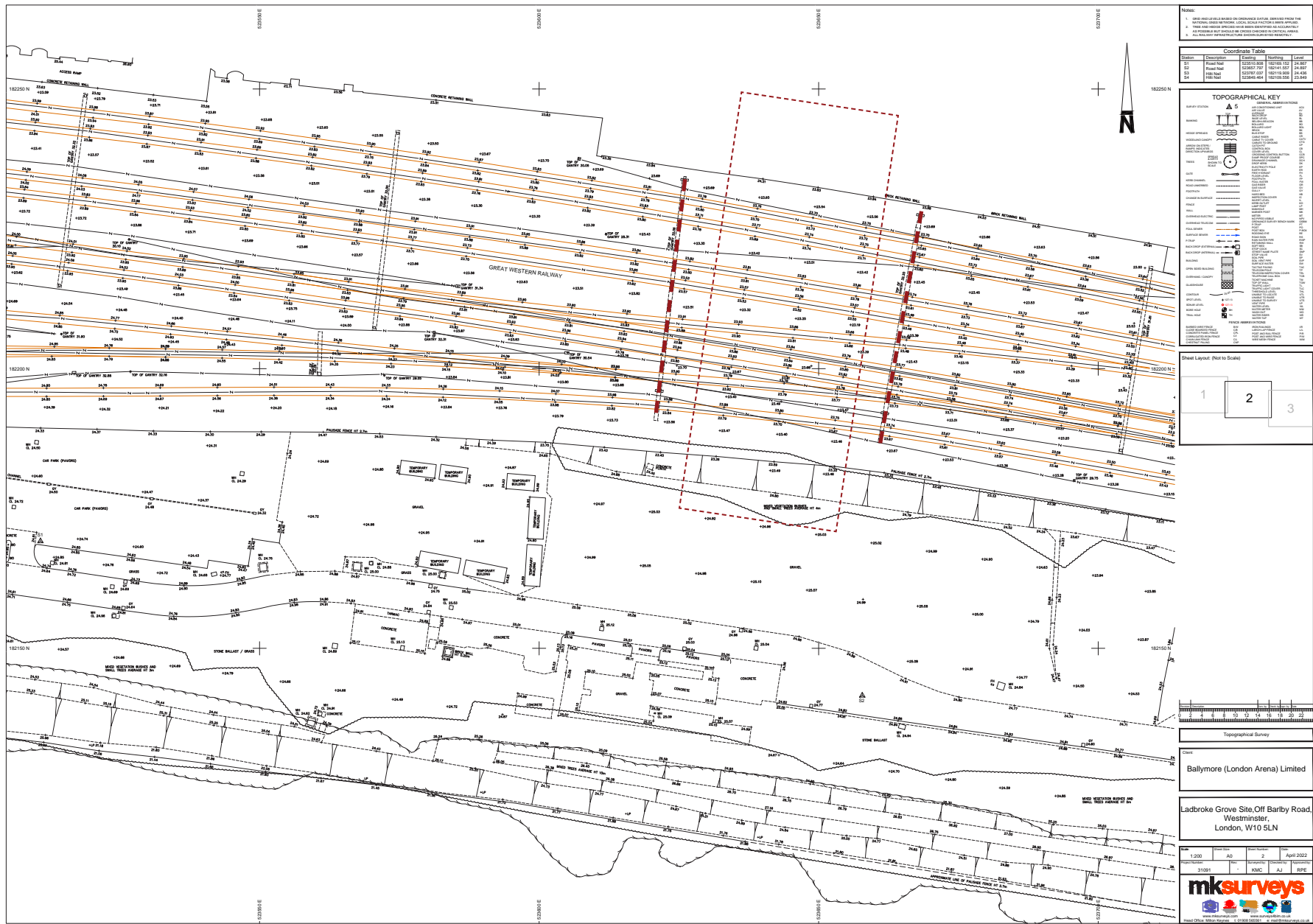
This comparison has been conducted to address Non-Substantive Items 6-11 which focus specifically on connectivity and movement within the masterplan.

- Item 6 - South Bridge Location and Store Location
- Item 7: Demonstrating the quality of public realm along the Avenue
- Item 9: Turning radii and impacts
- Item 10: Appraisal of SPD against current strategy
- Item 11: Moving road East



Item 6: Bridge alignment and set down location

Whilst it is noted that a bridge does not form part of the current development proposals, effort has been made to ascertain the likely bridge landing point location through a detailed study by bridge designers 'Studio Bednarski', taking account of various site constraints as demonstrated in this section.



The position of the railway bridge is constrained by the location of the gantries that support the overhead cables and the height of the cables.

Overhead gantry

Theoretical zone for bridge crossing



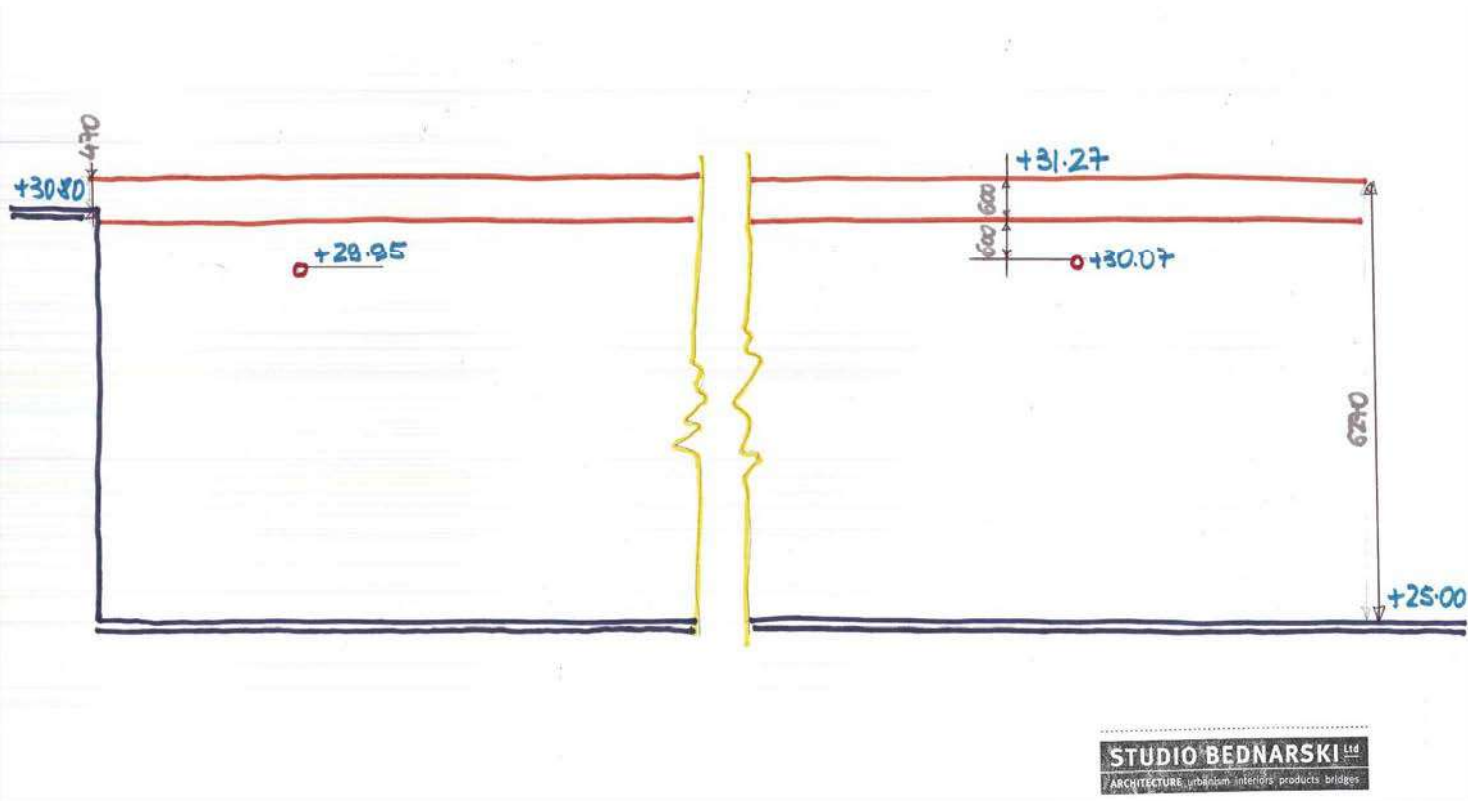
Fig 1.1: Image 01 : Network Rail Gantry



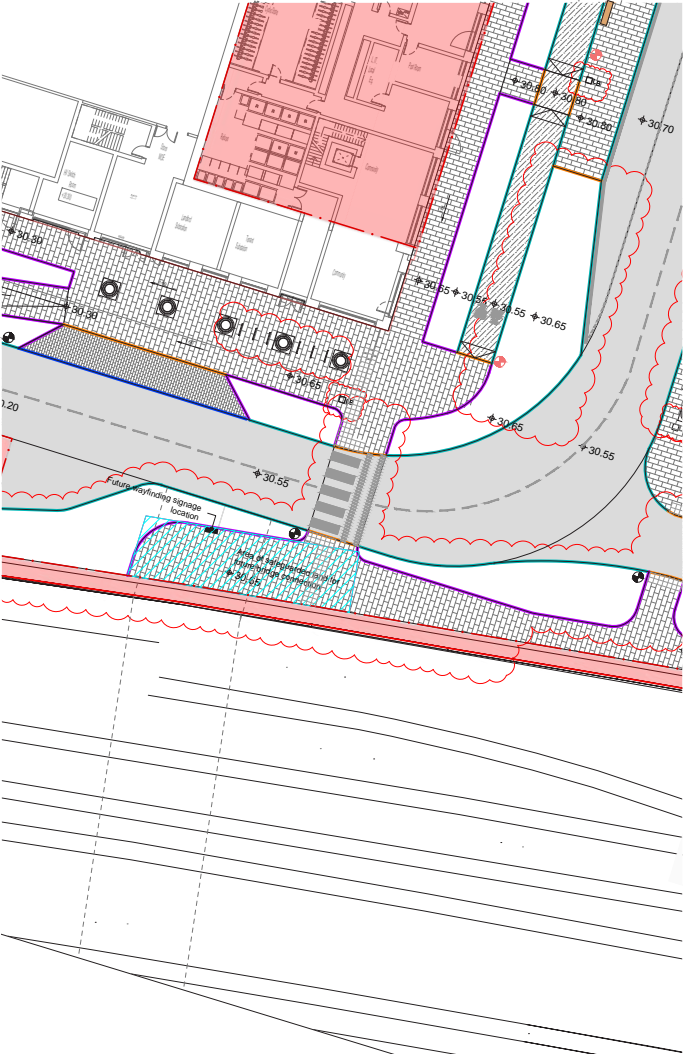
Fig 1.2: Image 02 : Network Rail Gantry

Item 6: Bridge alignment and set down location

In order to cross the existing infrastructure, provide acceptable gradients on the bridge, and set down in a suitable location on the southern edge of the site, the bridge must navigate the overhead cables as described in the sketch section above.



Refer to landscape addendum document for revised plan of bridge set down location.



This results in an indicative bridge alignment as it meets the southern edge of the site as described above. This alignment could be subject to change in future, therefore we have indicated a “safeguarded” area for the bridge landing as shown in the Landscaping plans.



Fig 1.3: Indicative Bridge Proposal

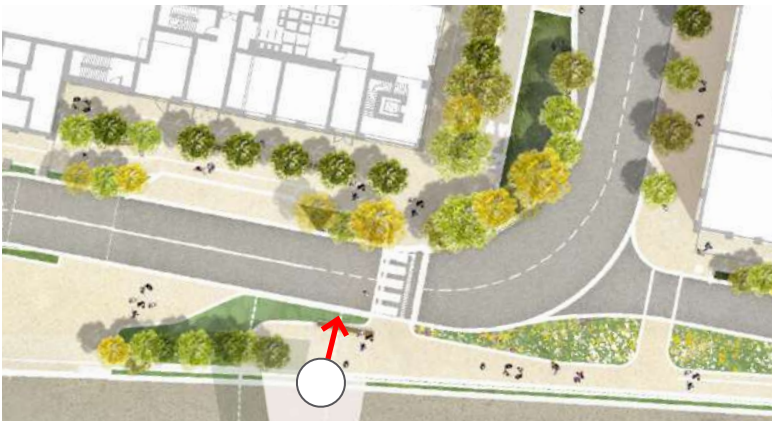
Item 6: Bridge alignment and set down location



A view from the pavement connection in front of the proposed bridge to the road crossing. The landscaping scheme will feature rows of street trees to create an attractive journey for pedestrians and cyclists.

A planted fringe creates an important separation from the road directing pedestrians and cyclists to slow down and turn towards the north south connection through the site. The proposed new pedestrain crossing is orientated towards the centre of the site and from that point there is an onward view towards the centre of the development, and the entrance to the superstore.

The pedestrian and cyclist experience from the bridge landing point has been further explored to ensure that the area of public realm is generous, attractive, safe and has sufficient buffer from the road. This is demonstrated by the images in Section 3 of the Plot 2 DAS Addendum.



Item 6: Bridge alignment and set down location



An overview of the proposed bridge set down location.

The bridge landing is framed by active commercial frontages and again, wide sections of public realm incorporating trees, raingardens, and dedicated cycle and pedestrian routes. The road occupies less than 25% of the space between buildings here, with over 75% given to public realm.



Item 7: Quality of Public Realm within the Avenue

The updated landscape strategy along the Avenue is shown opposite. RBKC officers have highlighted that a single two lane road along the Avenue could compromise pedestrian and cyclist experience here.

A key update within this space has been the extent of the public realm which is now to be delivered in detail as shown in the figures below. The detailed extent of the application now extends to the facade of Plot 5.2 - 5.3 to encompass all of the following, along the northern side of the Avenue:

- Bus Stop (3.3m wide)
- 3.5m wide Yorkshire Slab Paving creating a generously scaled pedestrian route encompassing high quality seating
- A minimum 2.6m wide raingarden as part of the site wide greening and SUDS strategy
- A 3m wide 2 lane cycle route providing access to the new store and beyond to Canalside Park and the south bridge landing point.
- A further 2.5m wide pedestrian route adjacent Plot 5.2-5.3

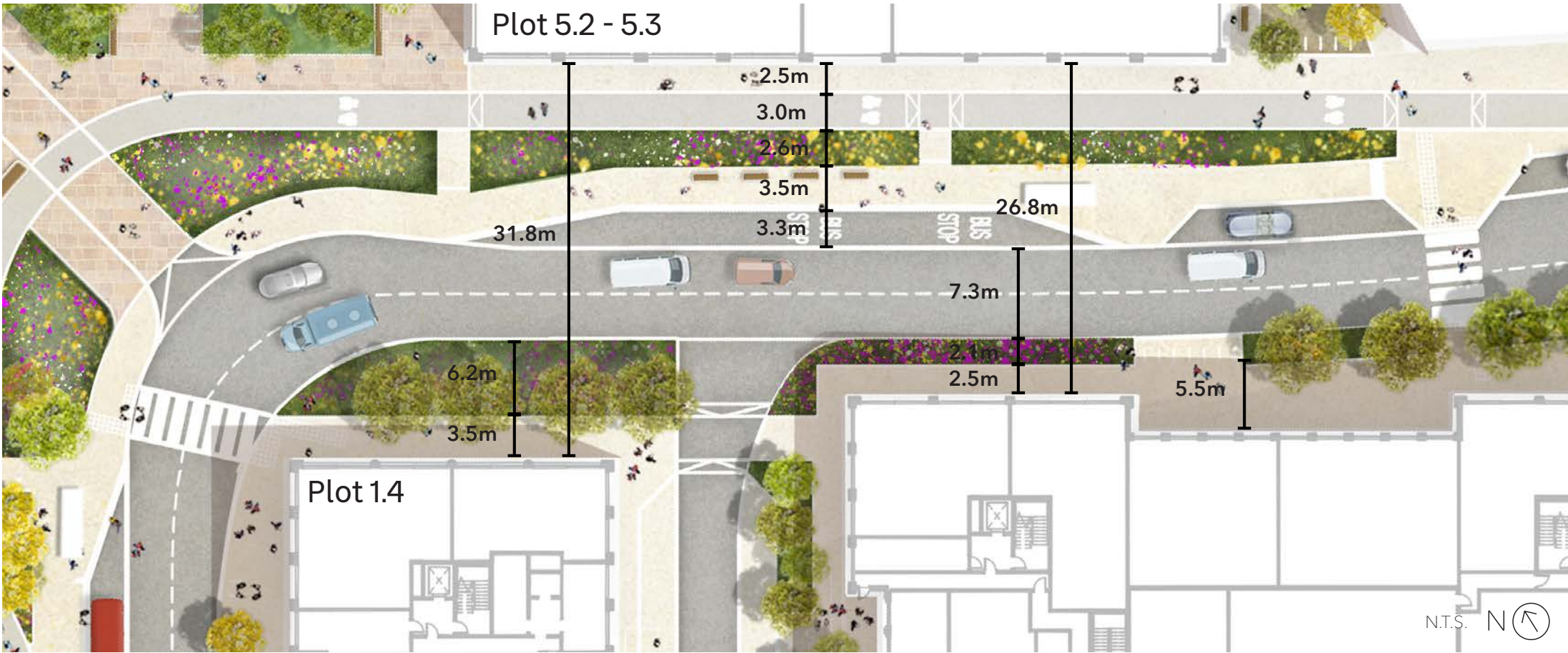
To the southern edge of the Avenue wide raingardens ranging from 2.1m to 6.2m frame pedestrian routes and provide separation from the road edge whilst crossing points are provided every c.100m, all of which will also be submitted in detail.

At the point on the Avenue measuring 31.8m, over 77% of the space between Plot 5.2-5.3 and Plot 1.4 is given over to public realm.

Within the masterplan application boundary as a whole at ground level:

- 73.3% is public open space
- 23.7% is occupied by roads, bus stops and service/parking bays (significantly less than an SPD road layout, explored later)
- 3% is occupied by Open Water space

The Landscape and Public Realm Planning Addendum Report explores these points in greater detail and illustrations are provided to convey the quality of the public realm, Further information is provided within the updated detailed application drawings provided by the landscape architect.



Materials Palette

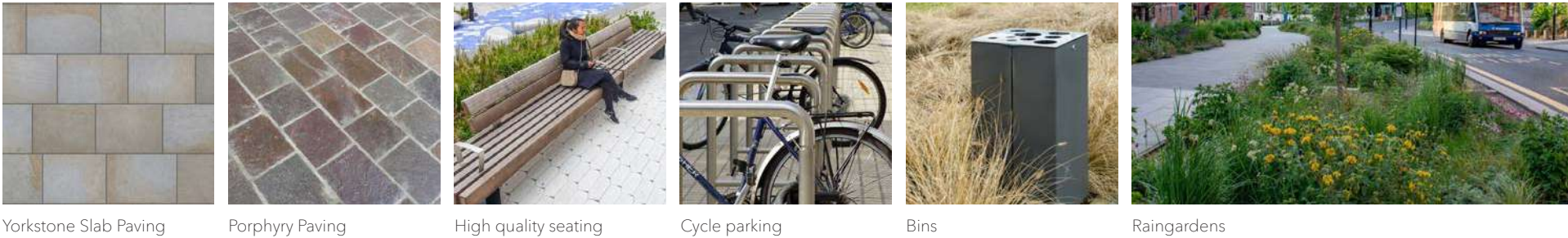


Fig 1.4: Previous Detailed Element Extents

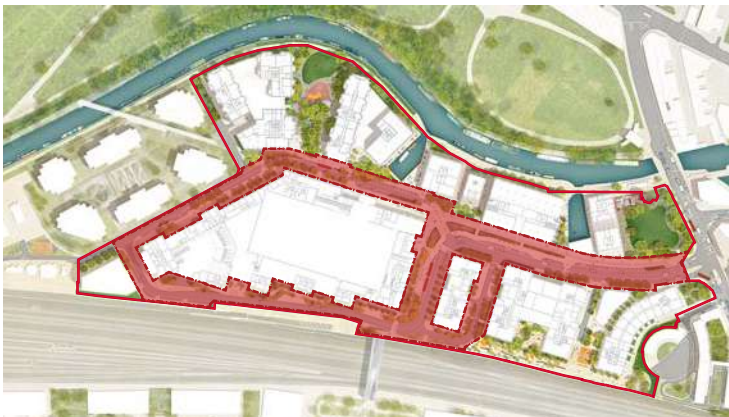


Fig 1.5: Revised Detailed Element Extents

Item 9: Turning radii and impacts

The position of the roads and larger turning radii within the masterplan has been as a result of a considered comparison again a variety of other options presented at pre-application meeting held with RBKC officers on 31.08.22 and during the consultation process.

A complex interface between pedestrians, cyclists, buses, cars and larger delivery vehicles have been considered and balanced within the proposal to deliver both a welcoming gateway to the site and a public realm experience which meets these competing challenges.

The requirement for at least two larger turning radii within the masterplan is required within any of the scenarios and options previously tested.

Point 1:

There is a perception that the proposal creates ‘a severance between the neighbourhood centre and the entrance to the supermarket’. As designed, the northern pavement above the Avenue creates a generous and well lit section of public realm along its length creating a highly legible route to the Sainsbury’s Store. This 14.9m wide section of public realm includes convenient bus stops, wide raingardens, dedicated cycle paths, pedestrian footpaths, and a series of crossing points located along the Avenue, and an unimpeded route to the store where only 1 crossing point exists over a quieter section of one way road. A series of sections within the Landscape and Public Realm Planning Addendum Report convey the scale and pedestrian focussed nature of these streets.

The perception of a severance along the southern side of the Avenue exists between Plot 1.4 and Plot 2.1. If the road alignment strictly followed the alignment as set out within the SPD, this section of road would still exist to provide access for residents vehicles and service vehicles, albeit the road width would reduce to 6m from 7.2m.

Furthermore, the pedestrian journey along the south side of the Avenue would be further impacted if the road followed the SPD layout as pedestrians would be required to cross a road (minimum 9.6m wide) adjacent the Ladbroke Grove entrance. This would also result in a larger turning head at the south eastern edge of the site, adjacent the memorial garden and thus detrimental to its setting.

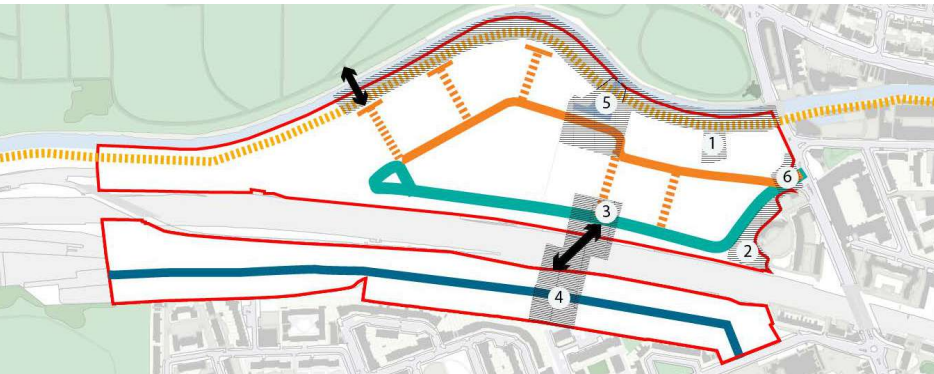
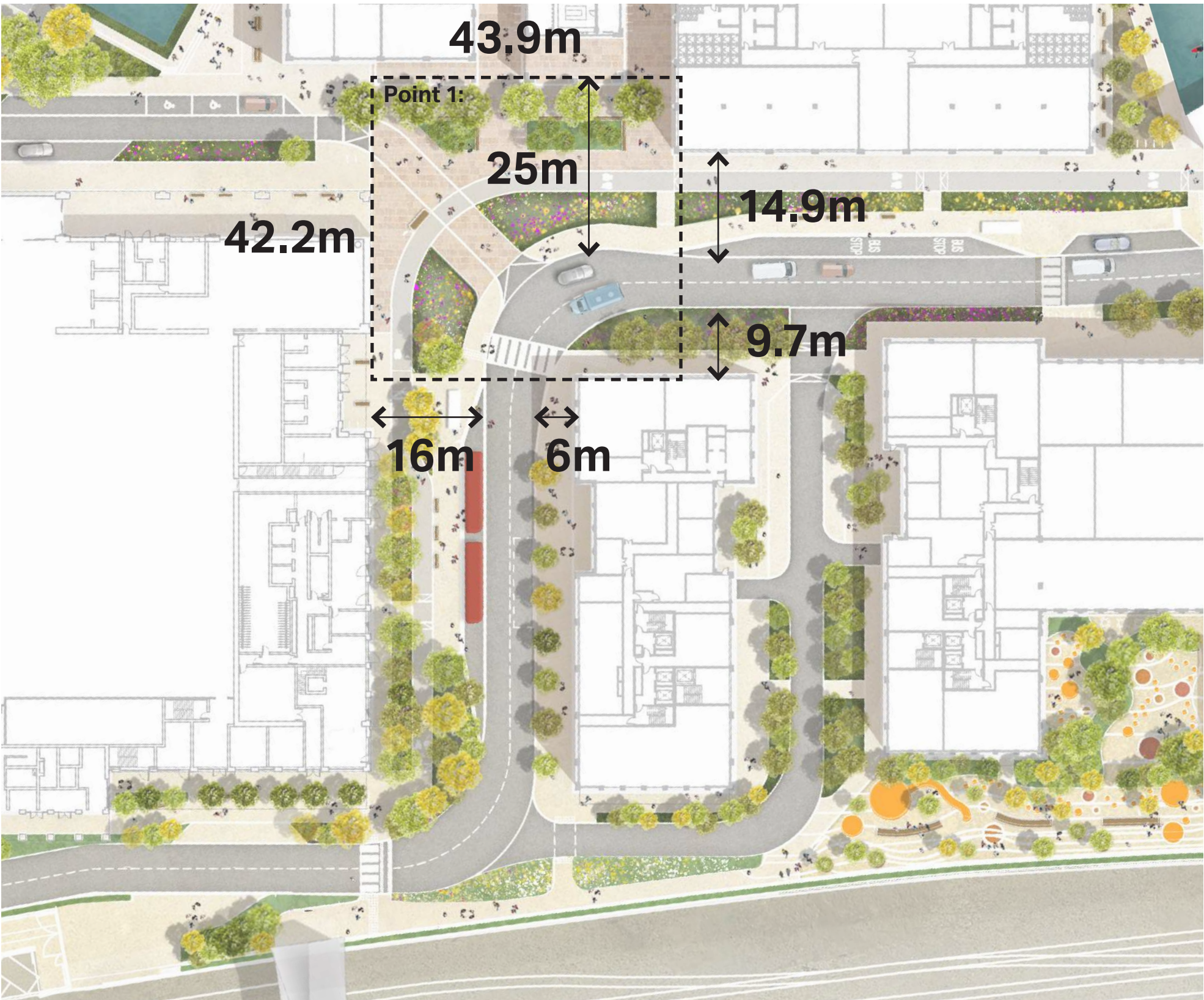


Fig 1.6: SPD Road Layout (explored further in this section)



Item 9: Turning radii and impacts

Point 2:

The bridge arrival point has been set by a detailed study by bridge designers ‘Studio Bednarski’ to integrate around existing Network Rail infrastructure. Both an SPD layout and our proposed solution would result in a 7.2m road in front of the bridge landing (see Item 6 for further detail).

If the SPD road layout was adopted, this would result in a road along the entire southern edge of the site, omitting the south terrace gardens which would have a significant impact on the proportion of public realm, already highlighted as an area of concern within responses recieved.

Item 10 which follows provides a comparison between the SPD layout and the current movement and connectivity strategy.

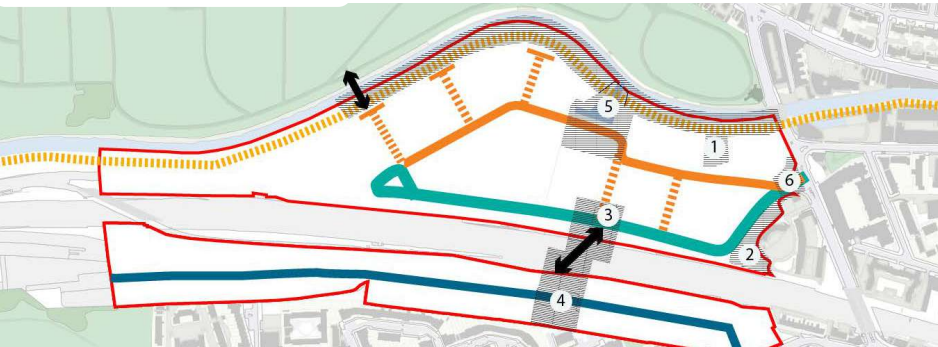
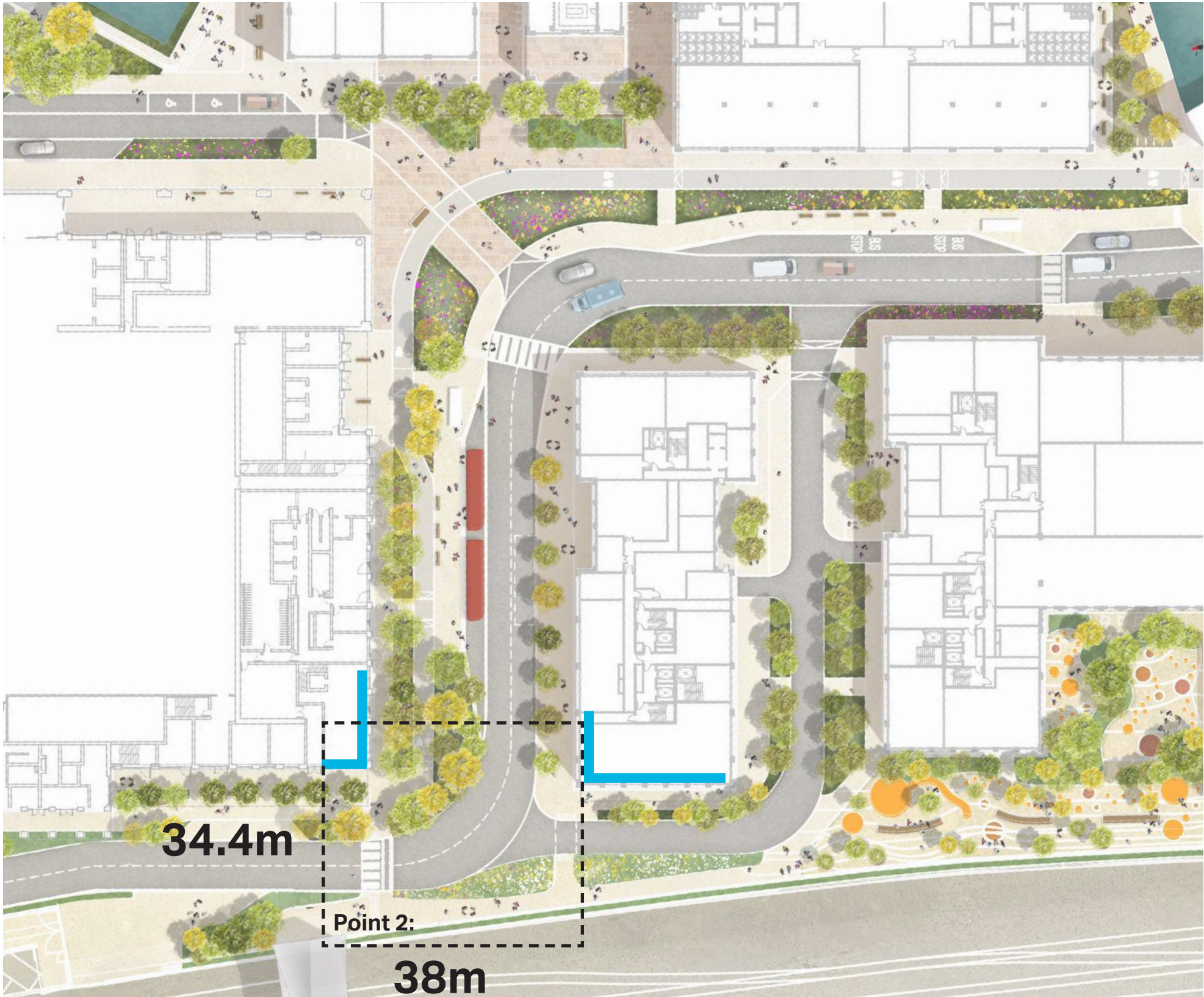


Fig 1.7: SPD Road Layout (explored further in this section)

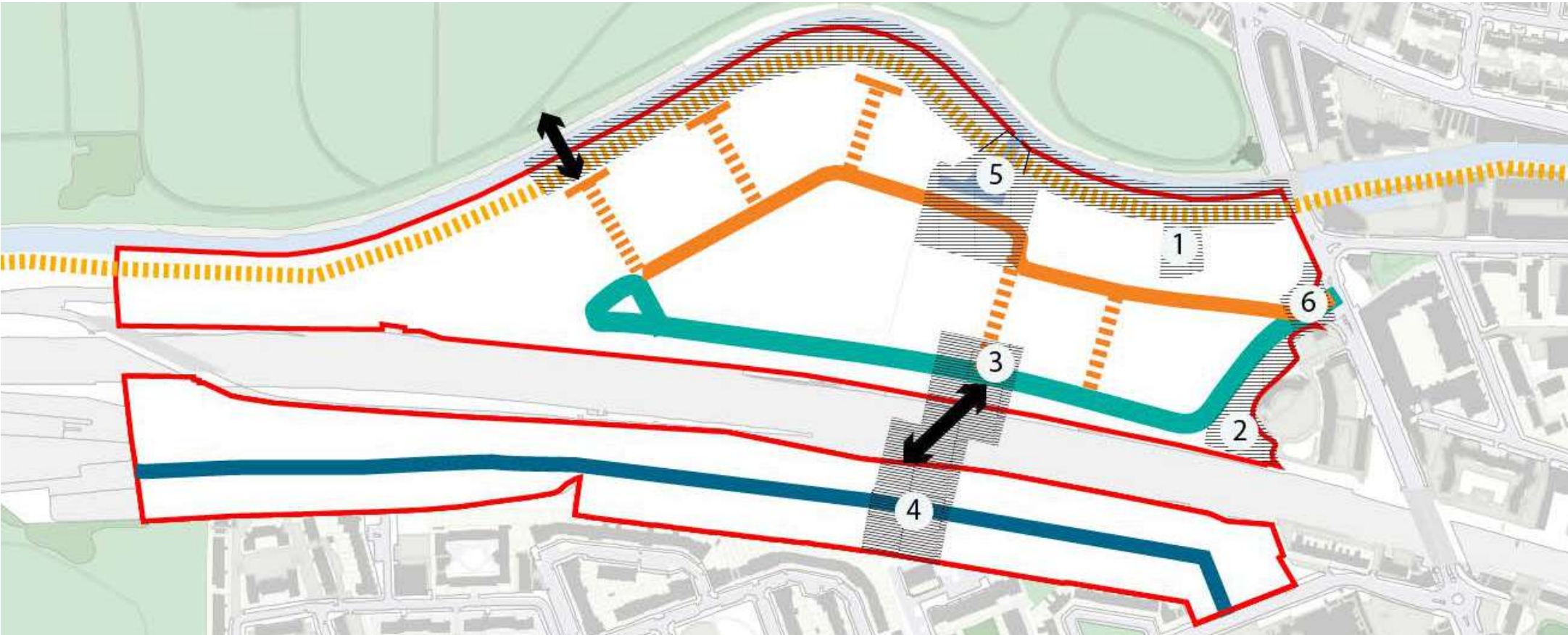


Item 10: Appraisal of SPD against current strategy

The SPD movement diagrams are extracted below along with some of the key principles which each street should deliver.

The SPD Movement Diagram advocates ‘two directional traffic’ on both High Street (The Avenue) and Superstore Street (South Drive) with interconnecting ‘neighbourhood streets’.

The analysis which follows appraises the current masterplan scheme against an option aligned to the SPD Strategy.



High Street (North)	
<ul style="list-style-type: none">Should create a welcoming and legible entrance to the site.Primary route for pedestrian flow accommodating cyclists and vehicles.Generous pavement widths to provide good walking environment with room for street trees, seating, planting and public art.Able to accommodate two directional traffic, including buses and waste collection/goods vehicles.Innovative public realm design to slow down the flow of traffic and prioritise pedestrian movement.On street disabled parking spaces and limited kerb side loading opportunities in line with the London Plan.Bus stands suitably located with appropriate space for users within the public realm.	

Neighbourhood streets	
<ul style="list-style-type: none">Primarily for residential access or appropriate servicing yard access, quiet in natureAble to accommodate occasional vehicles passing and larger vehicles e.g. waste.High quality public realm design with integrated planting and limited integrated on street parking for disabled spaces only.	

Superstore street	
<ul style="list-style-type: none">Primary route for traffic associated with the superstore.High quality public realm with generous pavements, integrated planting on both sides.Caters for the larger vehicular requirements of the bus network, superstore, waste collection and the substations to the west.Provides a turning circle for most vehicles to recirculate back to Ladbrooke Grove.Attractive landscaping on the railway edge, incorporating trees and softer features to mirror the existing wildlife corridor along the tracks.Segregated cycle lane to access the superstore from Ladbrooke Grove.Bus stands suitably located with appropriate space for users within the public realm.	

Item 10: Appraisal of SPD against current strategy

The SPD makes specific reference to creating an ‘architectural gateway’ to the site which delivers an ‘inviting street scene’ and confirms that proposals should provide a ‘safe, overlooked and welcoming’ environment for visitors of the memorial. These points are highlighted on the adjacent extract and are key placemaking factors in the proposed movement and public realm strategy.

YOU SAID...

The memorial site should be kept and made more inviting to honour those that died

Workshop Feedback

WE DID

We’ve required that this space is improved and integrated into the scheme to ensure that it becomes an easily accessible welcoming place for quiet contemplation and reflection

2. Ladbroke Grove Rail Disaster Memorial

Proposals should:

- Allow unimpeded improved pedestrian access from Ladbroke Grove.
- Be integrated into the site masterplan forming part of the landscaped wedge between the site and Kensal House.
- Deliver a safe, overlooked and welcoming environment for visitors to the memorial.
- Be developed in close collaboration with the memorial groups, friends and relatives.

ENGAGEMENT

3. Bridge landing (North side)

Proposals should:

- Ensure the bridge landing provides an overlooked, legible and safe environment for all users of the bridge and the superstore street.
- Link directly to the cycle network and public transport hubs.
- Activate the street with non-residential ground floor uses to encourage users into the heart of the site.

4. Bridge landing (South side)

Proposals should:

- Provide flexible space to accommodate cultural activities such as performance and markets.
- Ensure the bridge lands in a well-overlooked public square.
- Activate the square with non-residential ground floor uses to animate the space.
- Deliver a high-quality public realm and landscape design that softens the railway edge.
- Provide a legible cycle and pedestrian route to Notting Barn Road.
- Innovatively address the level differences to ensure that access is provided for all.
- Be developed in close collaboration with the local residents, in particular Notting Barn Road residents.

5. New wharf and Superstore entrance

Proposals should:

- Reinstatement the infilled basin creating a generous, activated, publicly accessible wharf edge.
- Ensure navigational safety along the canal and within the basin.
- Provide flexible space to accommodate cultural activities such as performance and markets.
- Create a legible hub that draws people in from Ladbroke Grove, the new railway bridge and the canal towpath.
- Introduce new moorings and associated service provision in consultation with the Canal and Rivers Trust and local boating community. Opportunities to improve moorings and support services should be considered.

6. Entrance – Ladbroke Grove

Proposals should:

- Ensure the surrounding buildings form an architectural gateway to the site when coupled with Kensal House.
- Deliver an inviting street scene that ties the new development in to the surrounding uses and encourages activity.
- Ensures the safe access of pedestrians, cyclists and vehicles.
- Create a legible route into the site.

Item 10: Appraisal of SPD against current strategy

The applicant team have explored numerous road options with the planning team during pre-application meetings with those tabled opposite discussed on 31.08.2022.

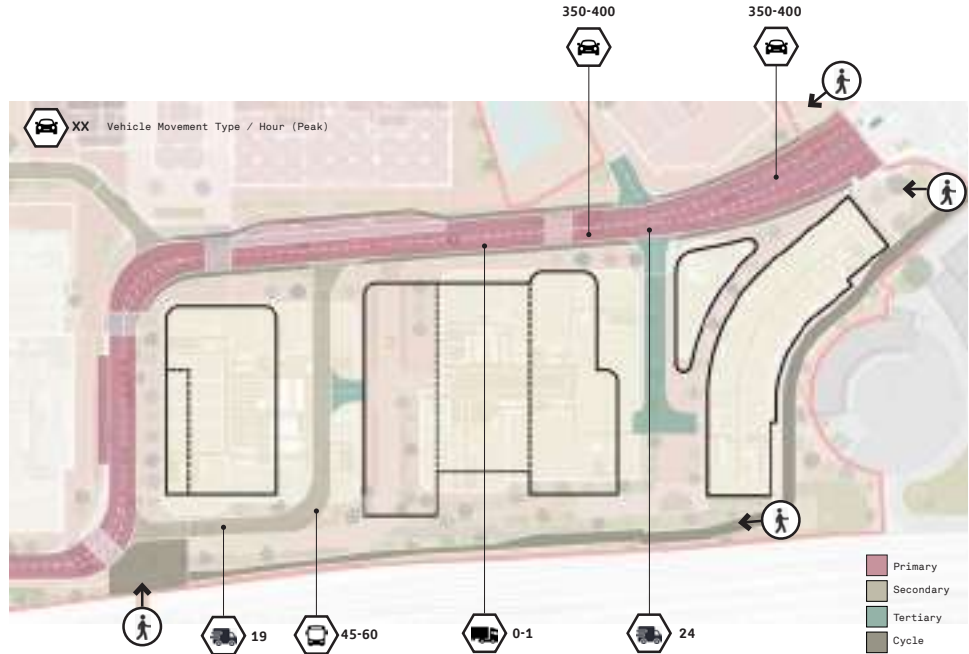
The extracts opposite show a number of the key options which have been tested. Each option was appraised in terms of pedestrian, cycle and vehicle movement and frequency and with a view to creating a legible site entrance, and a successful public realm.

The options tested were as follows:

- The Avenue (aligned to current strategy)
- Single Lane Roads
- SPD Option 1
- SPD Option 2 (Alternative)

The following pages provide a direct comparison between the SPD and the current masterplan strategy.

1. The Avenue:



2. Single Lane Roads



3. SPD Option 1

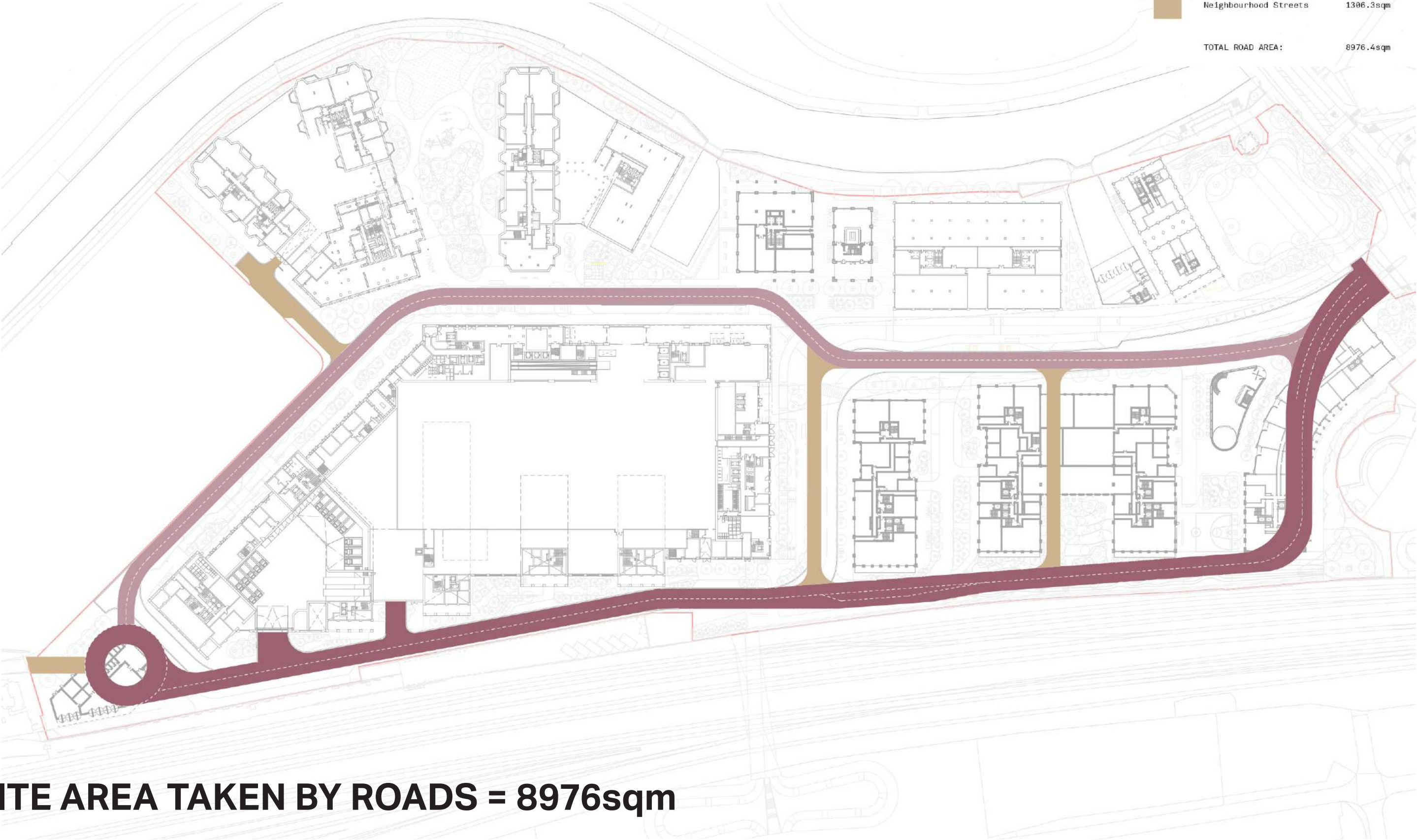


4. SPD Option 2



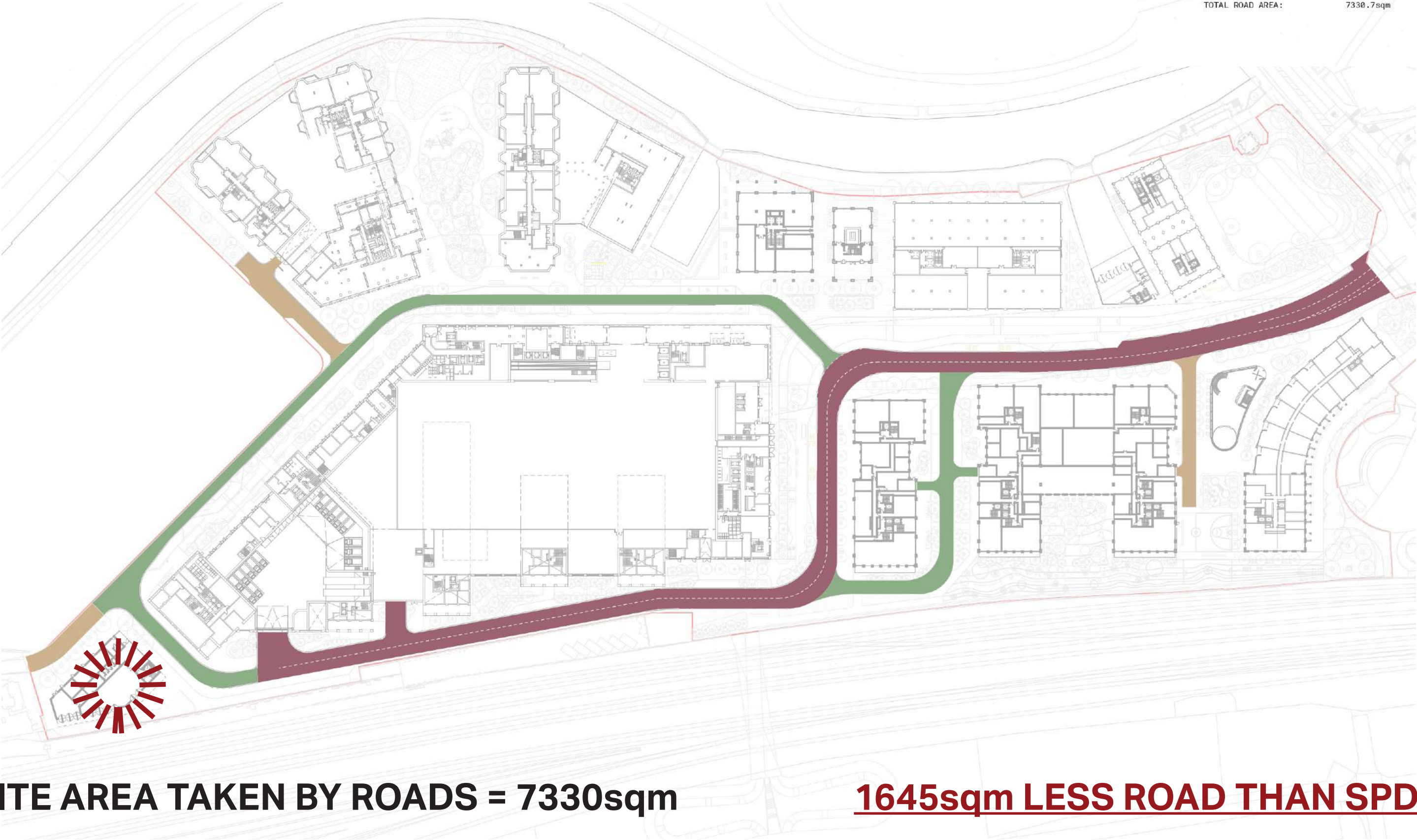
Item 10: SPD Option 1 - Area Analysis

<div></div>	Two Way Roads	5100sqm
<div></div>	Two Way Roads	2946.7sqm
<div></div>	One Way Roads	n/a
<div></div>	Neighbourhood Streets	1306.3sqm
TOTAL ROAD AREA:		8976.4sqm



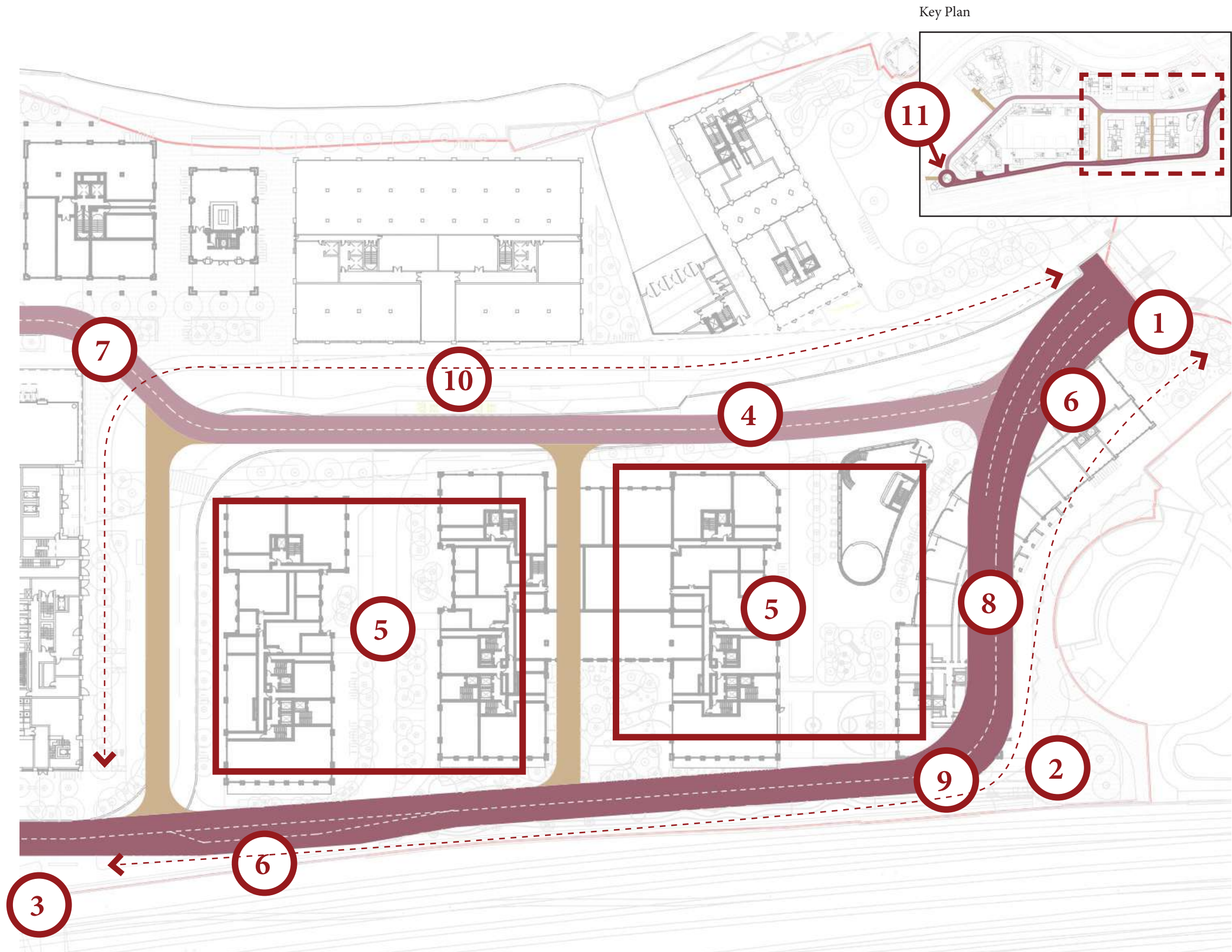
Item 10: Planning Application - Area Analysis

<div></div>	Two Way Roads	4148.7sqm
<div></div>	One Way Roads	2342sqm
<div></div>	Neighbourhood Streets	840sqm
TOTAL ROAD AREA:		7330.7sqm



Item 10: SPD Option 1 - Appraisal

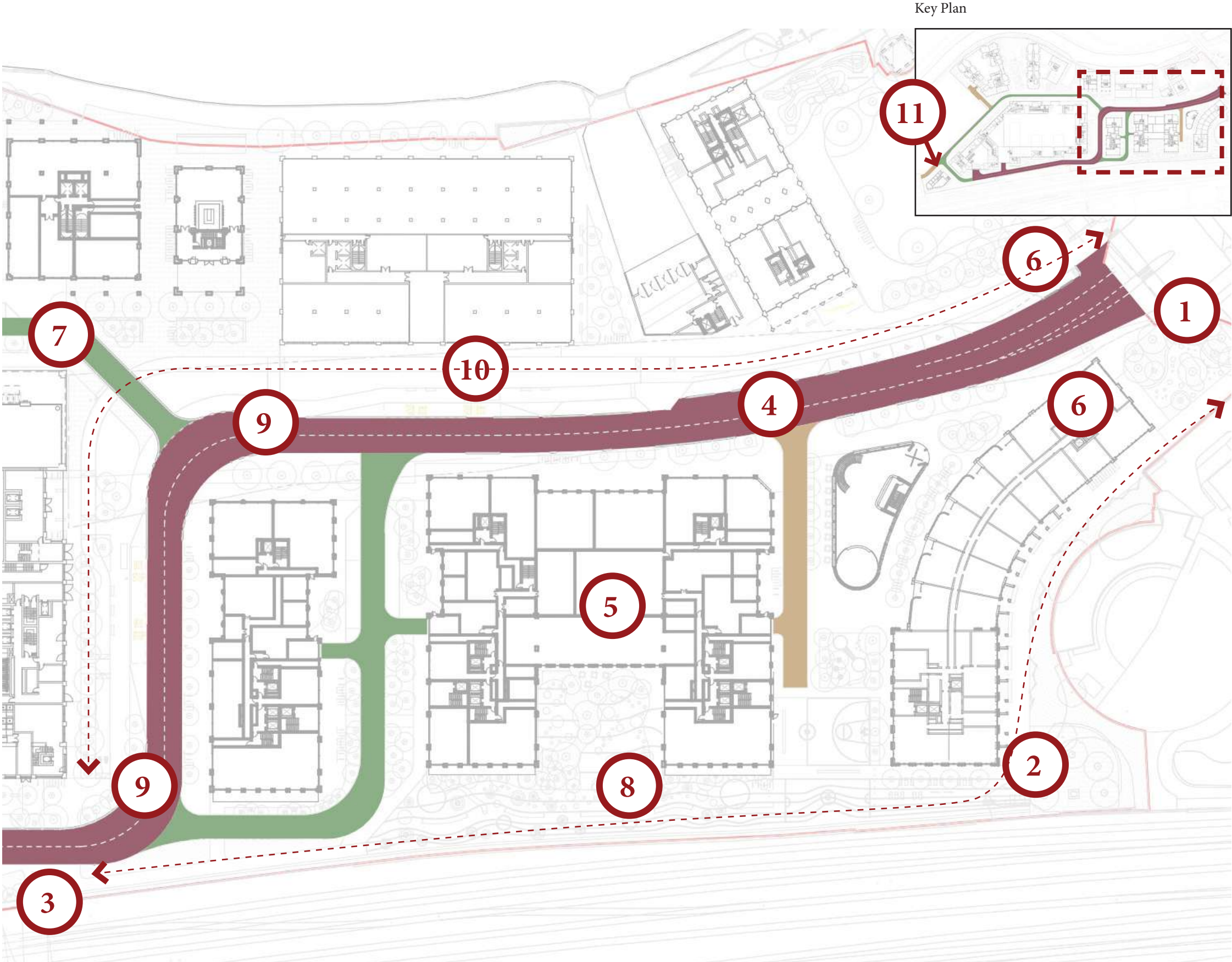
- The following points address the key features of the SPD movement strategy:
- 1. Buildings no longer form architectural 'Gateway' - Road severs south side of the Avenue. Pedestrians arriving on the southern side of the entrance road would have to cross a 9.6m wide road to continue west along the Avenue.
 - 2. Setting of memorial and pedestrian/cyclist journey to new bridge negatively impacted by roadway. Moving South Drive further north to create a greater zone for pedestrians and planting (ideally 6m) would further impact development plots.
 - 3. Bridge Landing point fixed by overhead cable position. Road significantly reduces area of public realm available at the bridge landing point.
 - 4. Two way road to High Street remains to accommodate bus movements, service vehicles, and residential vehicles.
 - 5. Developable area of site negatively impacted by the introduction of additional roads. The heights of Plot 1 buildings would need to be increased to manage this loss and more compact building footprints would lead to greater privacy and overlooking issues, specifically addressed within the current design solution for Plot 1.
 - 6. Road width increases to accommodate right turn pockets for cars and service vehicles turning north between Plot 2.1 and 1.4. This route is not envisaged for buses within the SPD strategy.
 - 7. West Drive public realm impacted by 2 way road in this location.
 - 8. 1645sqm now occupied by roads (rather than public realm)
 - 9. Turning radii moved to eastern edge of the site negatively impacting the setting of the memorial
 - 10. Public realm north of the Avenue remains unchanged with dedicated cycle and pedestrian routes
 - 11. Roundabout at western edge of masterplan creates a vehicular priority.



Item 10: Planning Application - Appraisal

The following points address the key features of the Planning submission movement strategy:

- 1. Buildings form architectural 'Gateway' to site entrance. Road allows pedestrians to permeate into the site on both sides of the road, without the need to cross a wide road at the entrance.
- 2. Setting of memorial garden and pedestrian and cyclist journey (red dash line) to new bridge enhanced by introducing generous areas of public realm across the south of the site.
- 3. Bridge Landing point fixed by overhead cable position. Generous area for public realm provided at bridge landing point.
- 4. Two way road to High Street remains. 7.2m road width.
- 5. Developable area of site maximised by reducing amount of roads (compared to SPD)
- 6. Pedestrians can freely move along the north of the Avenue from the site entrance. Those accessing the store would follow the northern side of the pavement where generously proportioned dedicated cycle and pedestrian routes exist. Pedestrians are also able to freely walk the southern edge of the Avenue to Denby Square whilst crossing only 1 neighbourhood street and 1 single directional road. Wide and legible crossing points assist with crossing wider roads within Denby Square.
- 7. West Drive single direction traffic and enlarged public realm.
- 8. Providing only one road releases 1645sqm of public realm across the site.
- 9. Turning radii accommodated within public realm over 30m in width
- 10. Large area of well lit public realm to northern edge of the Avenue incorporating bus stops, planting and dedicated cycle lanes.
- 11. Sports Hub replaces roundabout at the western edge of the masterplan, providing community space for this residentially focussed area of the masterplan



Item 10: Appraisal of SPD against current strategy

Here, we have provided a summary table to assist in objectively appraising the two options tested:

Consideration	SPD Option	Masterplan Option
Pedestrians	The SPD option does not allow for an improved pedestrian environment along South Drive (Superstore Street) and West Drive (High Street North). The Avenue would still have a two way road within it (6m wide) but the route into the site on the south side of the Avenue would be severely impacted by a 9.6m wide road at the site entrance.	The masterplan has been driven by the creation of a highly legible and familiar high street with the Sainsbury's Store at the head of The Avenue, one which is lined with commercial frontages which drive activity within this neighbourhood centre. By taking this approach, over 1600sqm of public realm is liberated for pedestrians and cyclists within the masterplan.
Cyclists	The SPD option does not allow for an improved cycle environment along South Drive (Superstore Street) and West Drive (where 2 way roads would impact upon public realm and the area available for shared cycle and pedestrian footpaths)	The masterplan option provides an additional area of public realm, 'South Terrace' at the southern edge of the masterplan, improving the route to the bridge landing for both pedestrians and cyclists over the SPD option. Further, a single lane road along West Drive allows space for a shared cycle and pedestrian route.
Buses	The SPD envisages buses travelling along South Drive and either turning at the western-most roundabout or fully circulating around Plot 2 which would increase journey times in excess of those provided by the current masterplan.	The masterplan solution allows buses to navigate between Plots 1.3 and 1.4 along a single lane road, enabling them to loop north to the bus stops along the Avenue, reducing journey times for the majority of buses within the masterplan.
Junctions and Turning Heads	The SPD option would result in one wide sweep for articulated vehicles within the south eastern edge of the masterplan rather than the two currently proposed. However in item 9. , the northern turning head would be replaced with a wide junction and road sweep at the site entrance, severing the south route along the Avenue.	Turning heads have been incorporated within large areas of public realm as explored
The roundabout at the west of the site	The roundabout option at the far west of the site would restrict the bus standing option to the rear of Sainsburys and would lead to the omission of the Sports Hub at the western edge.	A Sports Hub (community use) has been proposed at the western edge of the masterplan which provides both activation and a destination at the end of South Drive.
The right turn pocket near the site entrance, to provide access onto a two way high street.	The SPD option requires a limited capacity right turn pocket at the junction restricting queuing capacity and increasing the risk of buses queuing back onto the main Ladbroke Grove corridor	The Masterplan Plan removes the need for a right turn pocket meaning traffic can move through the junction from Ladbroke Grove more freely than the SPD option.

Item 11: 'Road moved East' Option

Moving the turning heads east has been explored here as described in item 11.

The overall area of public realm remains consistent with the current strategy and carries the following benefits and challenges:

The developable area for Plot 1 is slightly reduced here, leading to the loss of homes

The turning radii are pushed east and place a greater volume of traffic against the Plot 1 garden (currently fronted by a single lane road) and introduce the northern turning radii into a more constrained area of the site where these radii become more detrimental to the pedestrian experience.

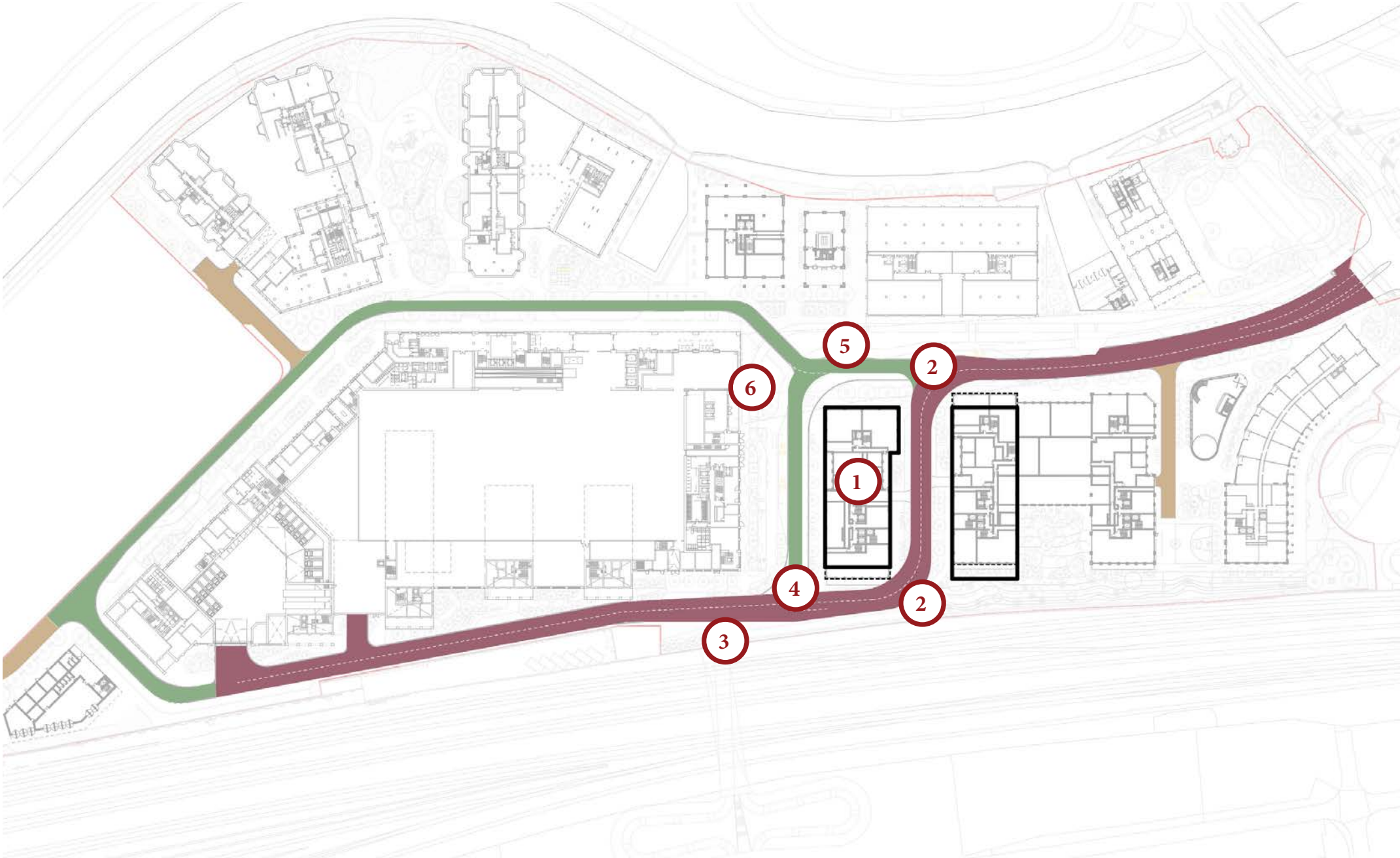
Pedestrians crossing from the southern bridge would no longer have the option to cross a quieter section of road to travel north.

Single Lane Roads would allow buses to circulate north between Plot 2.1 and 1.4, but a right turn pocket would need to be incorporated on South Drive to allow for this movement.

Denby Square would contain a single lane road which would provide access for buses, residential and service vehicles.

The clarity of the high street (The Avenue) would be diluted within this option (currently the Sainsbury's Store clearly articulates the neighbourhood centre at the end of The Avenue.

As a result of the above factors this option was ruled out during design development.



SITE AREA TAKEN BY ROADS = 7333sqm

Parameter Plans - Item 23, 68-77

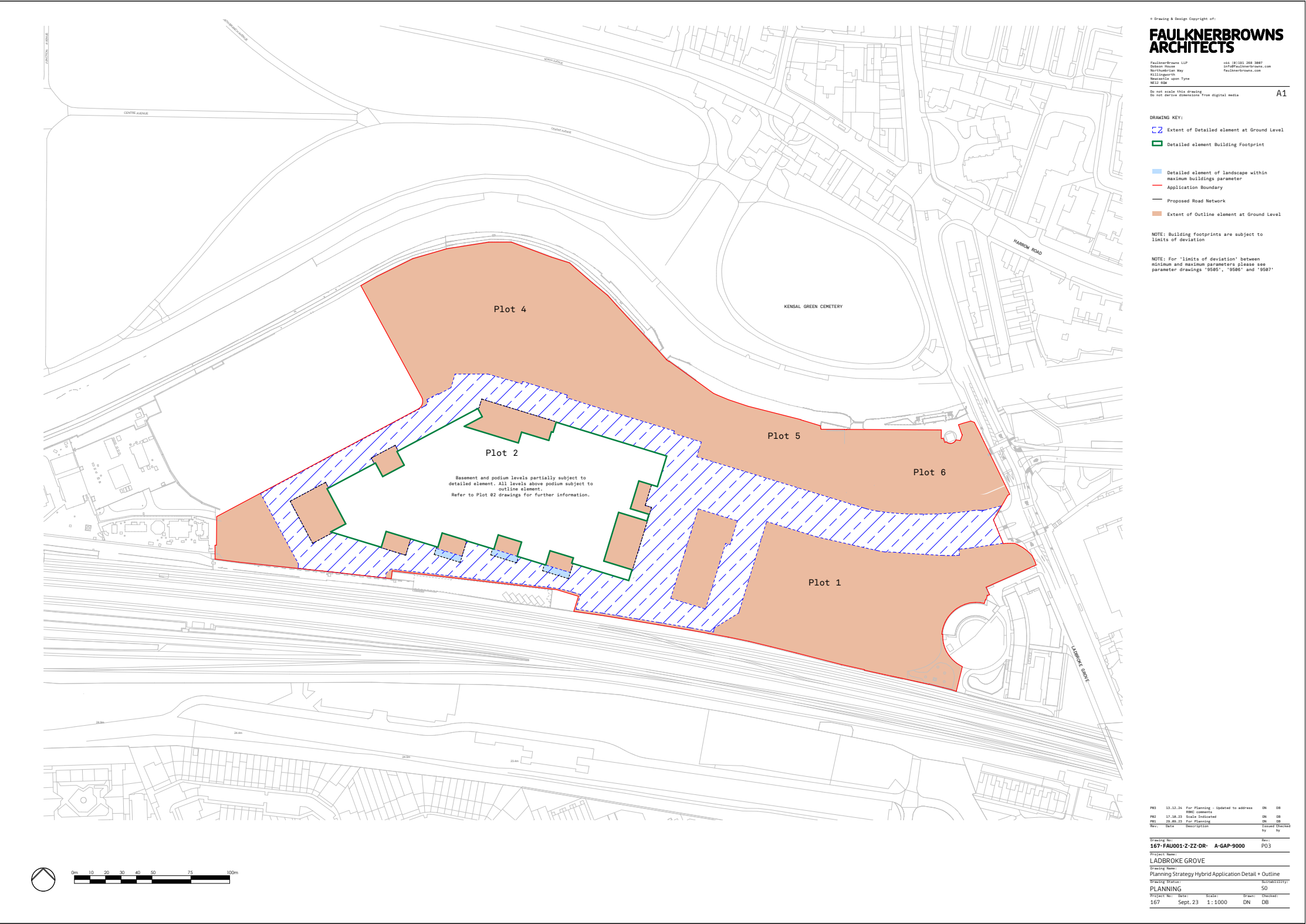
The parameter plans have been adjusted to address the items as set out above.

A key change across all parameter plans has been the extension of the detailed boundary, to include:

- The south bridge set down location
- The High Street (The Avenue) - detailed boundary extended to the frontage of 5.2-5.3
- West Drive shared pedestrian and cycle route included within the detailed boundary

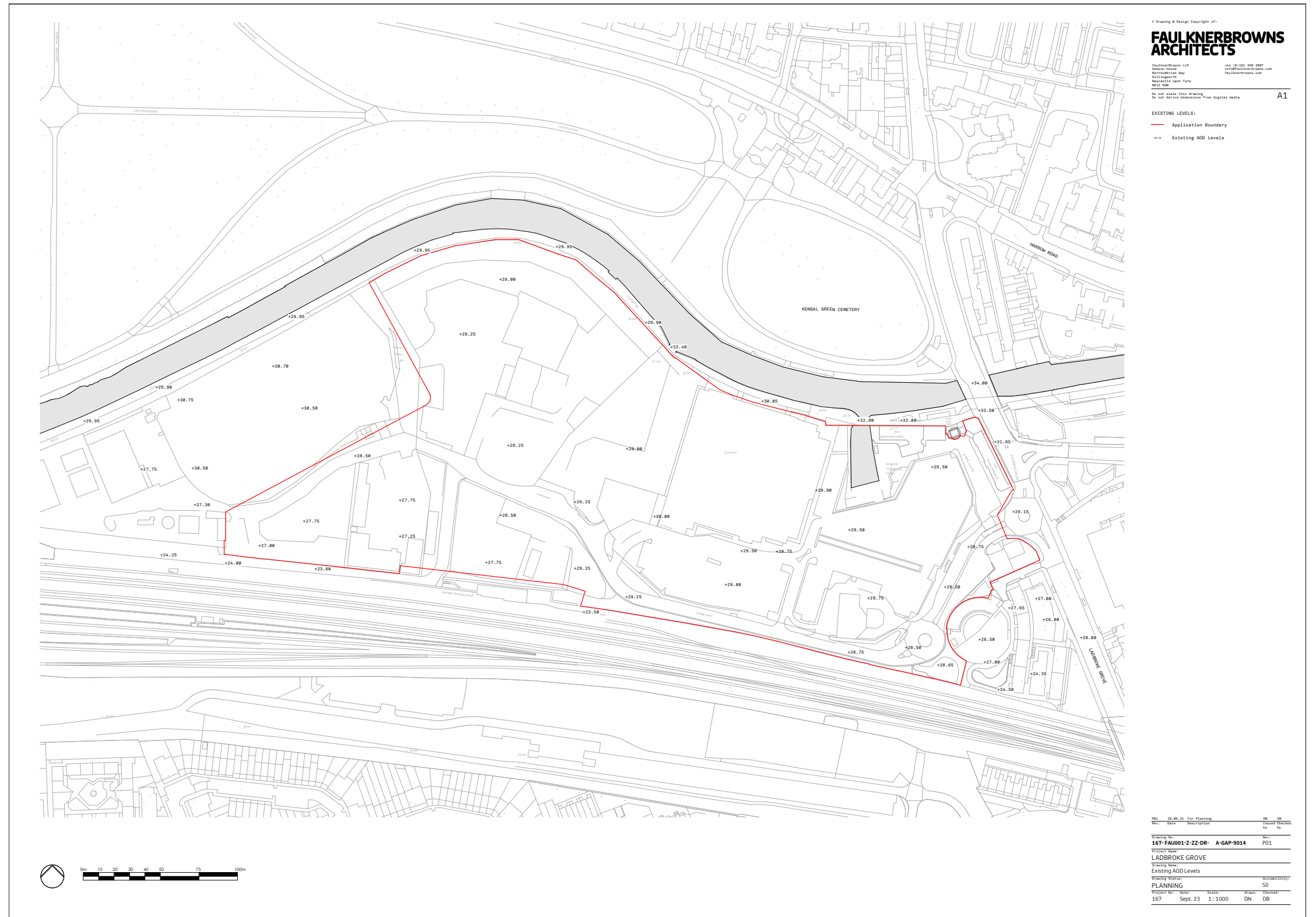
Updated parameter drawing list:

- 167-FAU001-Z-ZZ-DR-A-GAP-9000 Planning Strategy - Hybrid Application Detail + Outline
- 167-FAU001-Z-ZZ-DR-A-GAP-9001 Parameters - Plot Boundaries
- 167-FAU001-Z-100-DR-A-GAP-9002 Parameters - Access & Circulation - Ground Level
- 167-FAU001-Z-ZZ-DR-A-GAP-9003 Parameters - Cycle & Pedestrian Movement
- 167-FAU001-Z-099-DR-A-GAP-9004 Parameters - Basement Extents
- 167-FAU001-Z-100-DR-A-GAP-9005 Parameters - Limits of Deviation - Level 00
- 167-FAU001-Z-ZZ-DR-A-GAP-9006 Parameters - Limits of Deviation - Typical Lower Plan
- 167-FAU001-Z-ZZ-DR-A-GAP-9007 Parameters - Limits of Deviation - Typical Upper Plan
- 167-FAU001-Z-ZZ-DR-A-GAP-9008 Parameters - Height and Massing AOD
- 167-FAU001-Z-100-DR-A-GAP-9009 Parameters - Open Space - Level 00
- 167-FAU001-Z-ZZ-DR-A-GAP-9010 Parameters - Open Space - Upper Level Plan
- 167-FAU001-Z-ZZ-DR-A-GAP-9011 Parameters - Proposed AOD Levels
- 167-FAU001-Z-100-DR-A-GAP-9012 Parameters - Non-residential Uses Plan - Ground Level
- 167-FAU001-Z-ZZ-DR-A-GAP-9013 Parameters - Non-Residential Uses Plan - Upper Plan



Item 76 - Existing Levels Plan

In addition to the updated parameter drawings, a new 'existing levels plan' has been produced as shown opposite (Drawing Reference 167-FAU001-Z-ZZ-DR-A-GAP-9014)



Masterplan Principles and Character Areas

Diagrams that relate to key elements of the masterplan structure, communicating key principles, have been included within the revised overarching design code. Where appropriate, they have been made mandatory elements. Refer to Chapter 02 of the Design Code.

1.2 Design Code Document Structure

The Planning Application Structure

This Design Code has been written in a simple, clear format to enable the rules and recommendations to be easily read and understood by both technical and non-technical stakeholders. This will ensure that the code is accessible to as many users as possible.

```
graph TD; PA[Planning Application] --> OUTLINE[OUTLINE]; PA --> DETAIL[DETAIL]; OUTLINE --> PP[Parameter Plans]; OUTLINE --> DS[Development Spec]; OUTLINE --> DC[Design Code]; OUTLINE --> AD[Application Drawings]; DETAIL --> AD; PP --> DAS[Design and Access Statement]; DS --> DAS; AD --> DAS; AD --> DAS2[DAS];
```

The Design Code Structure

This Design Code has been split into sections made up of 8 chapters.

How to use the design code

1.2.1 Diagram Labels

SW.05¹
Title²
Mandatory Design Elements¹
Specific detailed codes will be presented in green text boxes. Reserved Matters Applications (RMA) must adhere to these codes for compliance.

4 (Example text)
The adjacent diagrams illustrate the mandatory requirements for building openings according to the mandatory rules described below.
The rules are illustrated here using Plot 05 as an example. Please also refer to individual plot design codes for additional information.

5

Fig 1.2: Design Code Diagrams

1.2.2 Wording

The adjacent diagram (fig 1.2) describes the design code hierarchy.

1 = Design Code reference	2 = Design Code element title
SW = Site Wide	3 = Text description
01 - 06 = Plot reference	4 = Supporting text
B = Building Element	5 = Supporting Graphic
L = Landscape	

1.2.3 Wording

Must - required elements as part of Reserved Matters Application (RMA)

Should - Compliance to guideline is preferable

May - Compliance to guideline is optional

1.2.4 Layout of design code components

MANDATORY (red flag)

NON - MANDATORY - for illustrative purposes (blue flag)

Text to describe mandatory elements of the code will be highlighted in green

Mandatory diagrams are marked with a red flag

Masterplan Principles and Character Areas



Urban context

- 1 Ladbrooke Square Gardens
- 2 Ladbrooke Grove Garden
- 3 Portland Road

Our masterplan has taken inspiration from the locality. We have referenced architectural elements, landscape design and the local streetscape whilst preparing our designs.

Masterplan Principles and Character Areas

Context: Plants and place

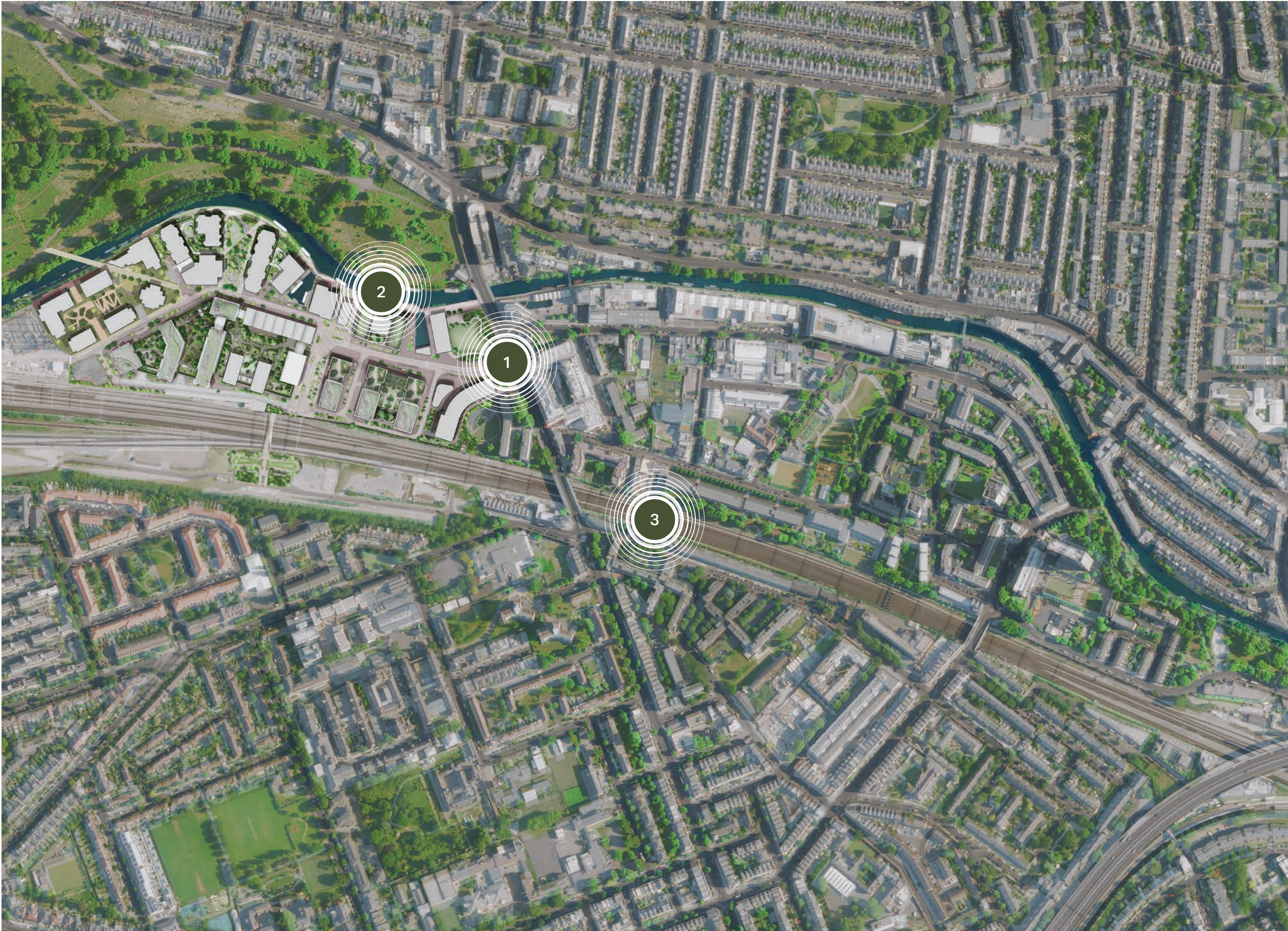


The planting strategy for the site will draw reference to the unique landscape of the surrounding area and in particular the Ladbroke Grove squares and gardens that use specimen trees, lawn areas and textured borders to create relevant green spaces that are familiar to the locality.

Rain gardens, wildflower grasslands and sensory planting will create a variety of spaces that respond to biodiversity, provide sustainable drainage opportunities and provide calm, quiet spaces within the public realm.



Masterplan Principles and Character Areas



Urban context

- 1 Ladbrooke Grove
- 2 The Grand Union Canal
- 3 The Great Western Mainline

The site is unique in that it forms part of a wider 'island' within London, divided by the railway to the south and the canal to the north.

Kensal Town has a character of its own, a rich history of creative industry, a mix of building uses and typologies, and quiet residential streets.

The KCOA site allocation provides an opportunity to reconnect the two side of this connected space to form a connected 'lle' space.

Masterplan Principles and Character Areas

Urban context

The following page describes the key elements we have drawn from our analysis of the locality.

We have made reference to architectural, landscape and streetscape elements and have used these elements to inform our new proposals.



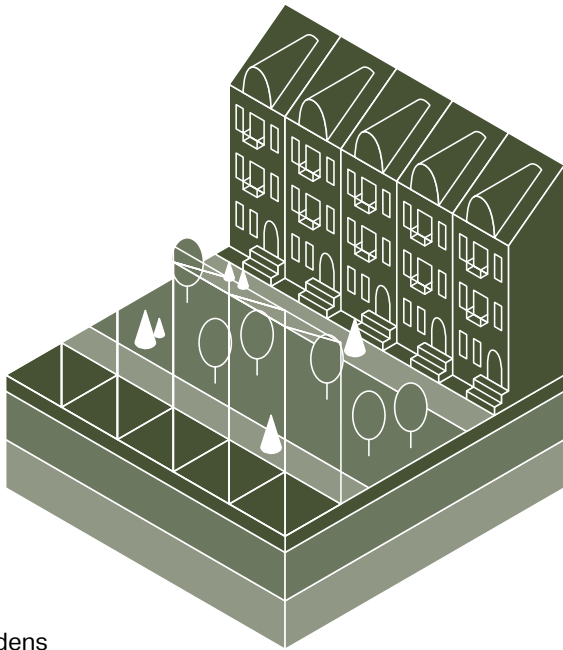
Ladbroke Square Gardens



Ladbroke Grove Garden



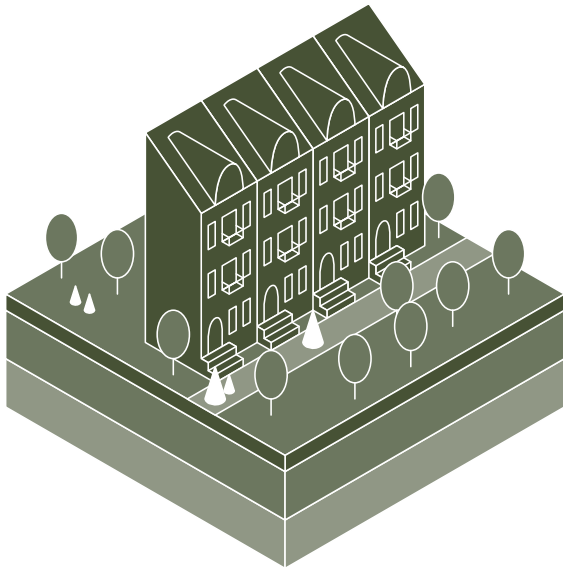
Portland Road



Framed gardens

The relationship between buildings, streets and gardens is one of the most impactful characteristics of the local area.

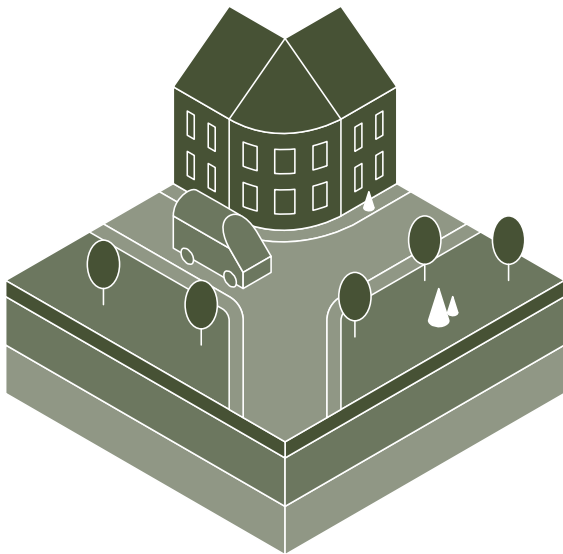
As you travel along Ladbroke Grove from the south there is a marked pattern of enclosure and release as gable ends of terraces alternate with open green spaces and trees in the space fronting the road side.



Pavilions in parks

At Ladbroke Grove Garden a large pavilion block stands set back from the main road.

Fronting a garden square to the east and a shared private garden to the west, the building has a strong relationship with its surrounding landscape and creates an important break in the pattern of buildings against the main road.



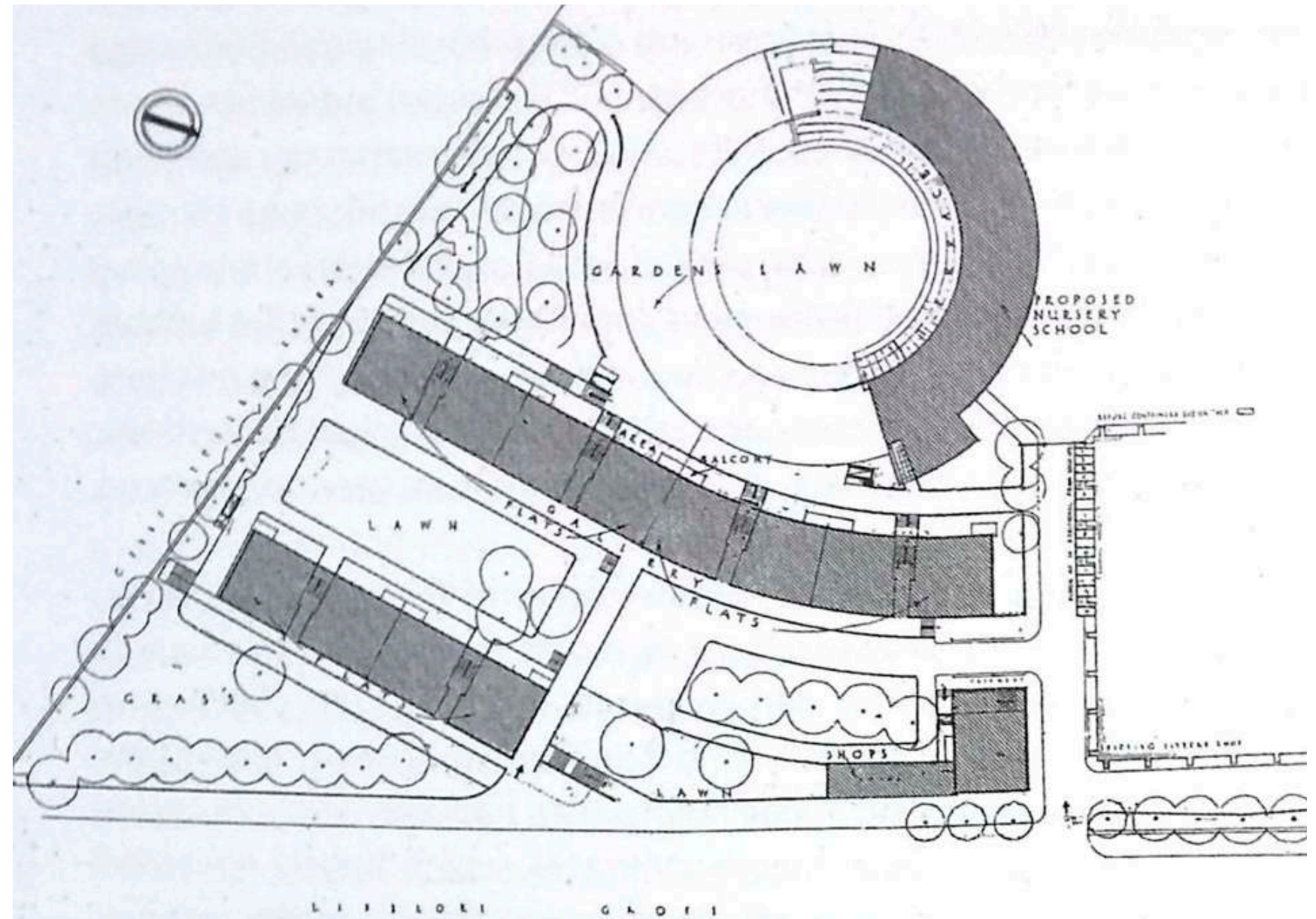
Nighthawks - corner moments + transition pavilions

On the corner of Portland Road a curved three storey building forms the junction between two streets. The building is an eccentric feature of the street scape and acts as an important human scale marker building with the local area.

Masterplan Principles and Character Areas

Our nearest residential neighbour - Kensal House

An example of this approach to referencing architectural heritage along Ladbroke Grove already exists within Kensal House shown below, at the south eastern edge of the site. The material palette and rigour inherent to its design is subtly referenced within the gateway plots.



Cultural Strategy

The cultural strategy for Ladbroke Grove is embedded within the masterplan as an integral part of making a successful place, both during the construction phase and once the site is completed.

The planning submission contains significant detail of the approach within the following documents:

The Design and Access Statement - Section 3.7 and 3.8 where details of the neighbourhood centre and the carnival are provided.

Parameter Plans - Non-Residential Active Frontages Plan which shows the extent of building frontages available for all use types. This is then expanded upon with the Design Code.

Design Code Section 2 (contains Workplace and Cultural Strategy) showing spaces appropriate for cultural uses.

Cultural Placemaking Strategy (document: 167-FUT001-Z-XX-DC-Y-RP-0001_Ver1).

A project timeline is provided which gives an overview of meanwhile and long term cultural uses across the construction timeline.

Within the retail framework prepared by Churchill and Partners and presented in pre-application meeting on 7th June 2023 and within the Design and Access Statement as listed above.

The following pages set out the cultural and retail uses which are envisaged across the construction period and indicate both meanwhile and long term strategies.



Fig 1.8: Extract from Pre-app presentation by Churchill and Partners : 07.06.23

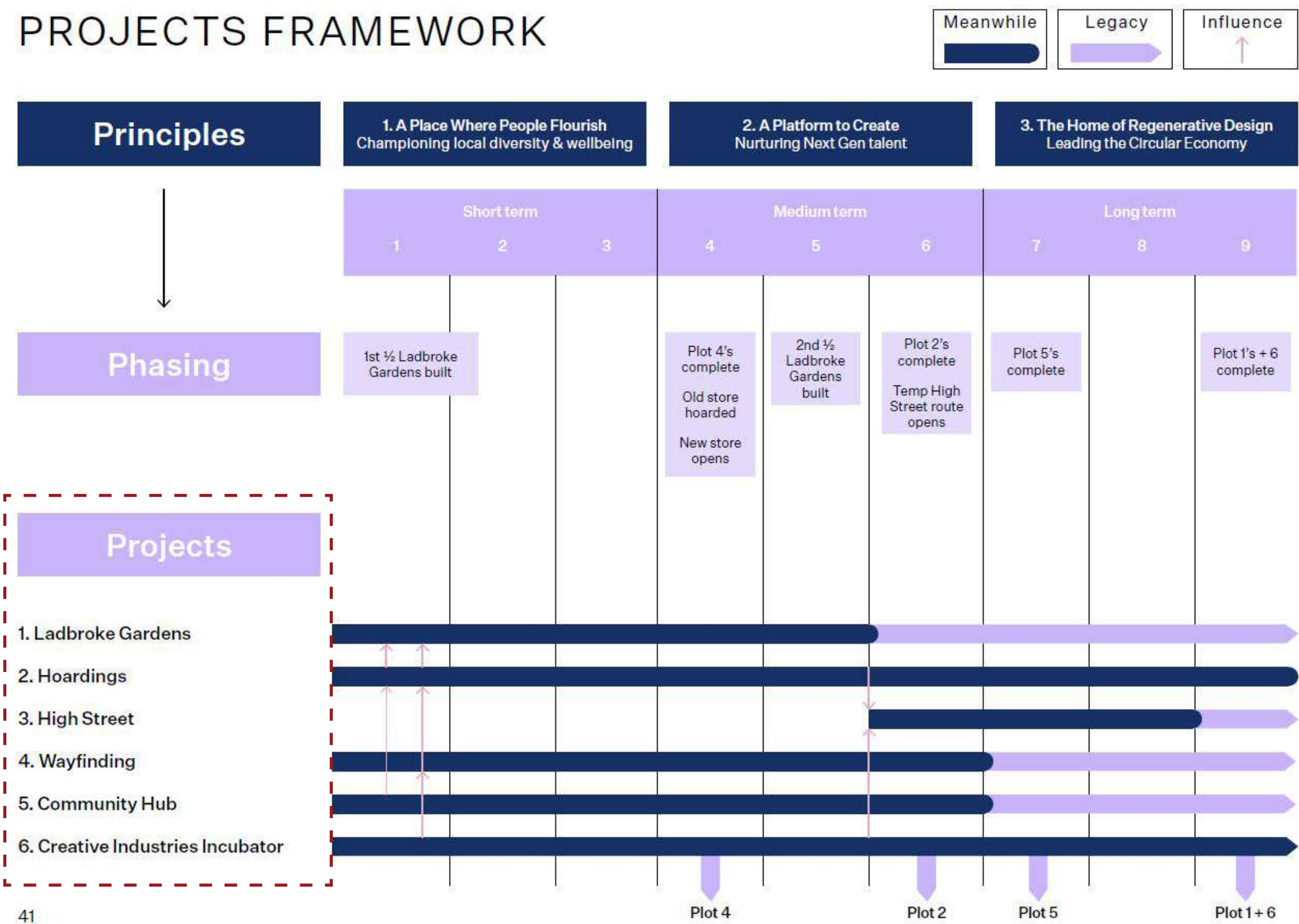
Cultural Strategy - Timeline

The table opposite is extracted from the Cultural Placemaking Strategy and indicates the key phases as the masterplan develops (Doc Ref: 167-FUT001-Z-XX-DC-Y-RP-0001
Revision: P01).

The following pages illustrate these three key phases in the development; short, medium and long term, and highlight where cultural venues (alongside other non-residential uses) will be incorporated across the masterplan as it is delivered.

Key cultural projects to be delivered in each phase are shown below (red dash), which are explored in greater detail within the Cultural Placemaking strategy and on the following pages.

PROJECTS FRAMEWORK



Cultural Strategy - Meanwhile Use- Short Term

The first three years of development will be focussed on the delivery of the western half of the masterplan, while the existing Sainsbury's Store remains in operation.

Key features to be delivered during this phase:

- Construction of South and West Drive
- Construction of Plot 2 and Plot 4
- Plot 5 New wharf, temporary community hub and associated green space
- Plot 6: Demolition of Canalside House and creation of new public park and temporary pavilion. This could house temporary creative workspace and business support programme for incubating future enterprises for the development and local area.
- Wayfinding introduced along canal edge to draw people into the site
- Site Hoardings (red dashed lines) will integrate art from the local community.

Within this phase the existing footpath along the canal edge will become an important route in allowing pedestrians and cyclists into the development as it emerges, whilst retaining the existing pedestrian routes into the existing Sainsbury's Store.

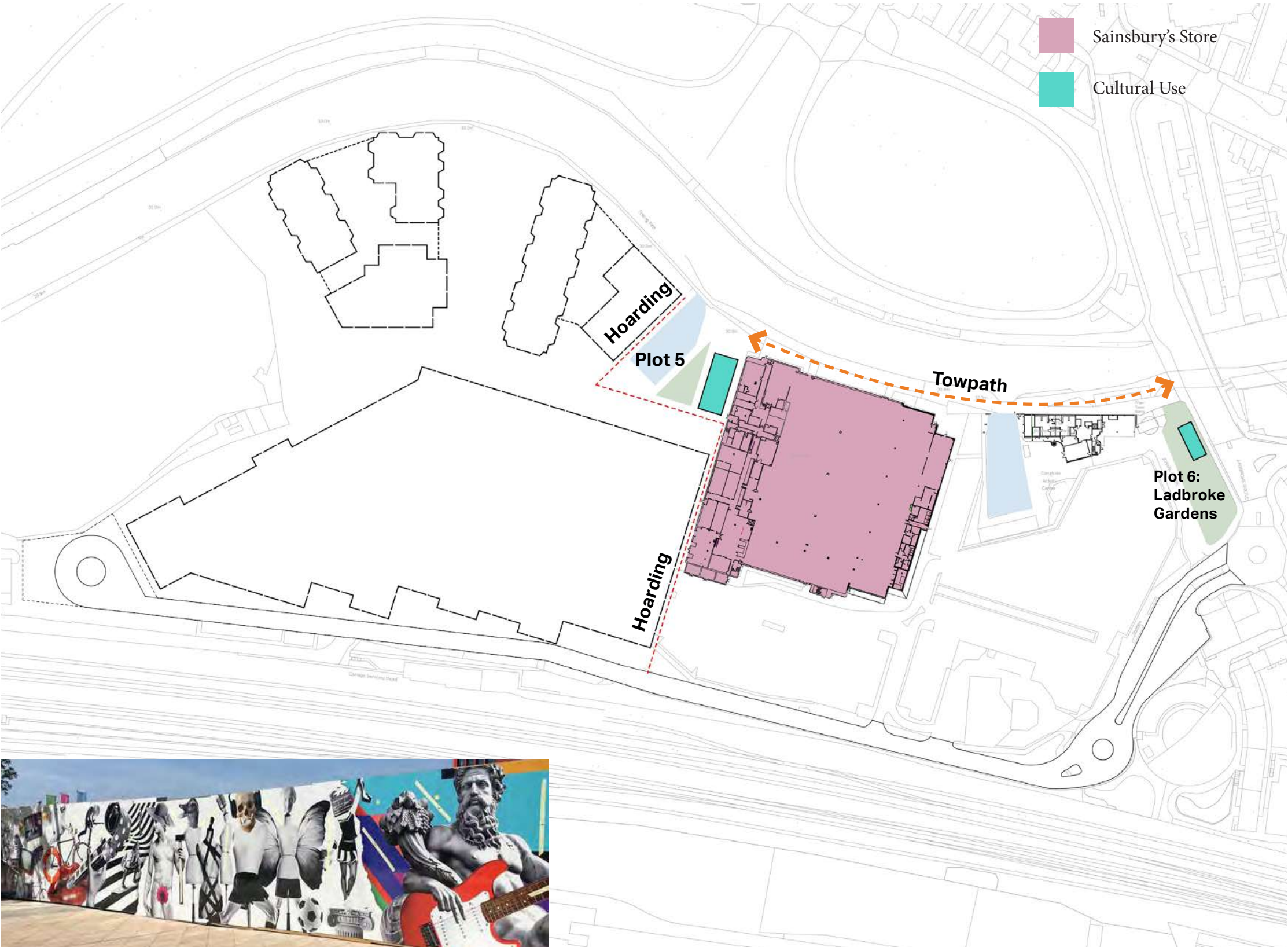


Fig 1.9: Hoardings featuring local art trail



Cultural Strategy - Meanwhile Use- Medium Term

The following c.3 years of development will see the opening of the new Sainsbury's Store.

Key features to be delivered during this phase:

- Plot 2 and Plot 4 Completed
- Plot 6 park extended west once the Sainsbury's Store carpark has been removed and introduction of Temporary Community Hub
- Construction begins on Plot 5 and 1
- The existing road from the site entrance to be demolished and the Avenue constructed along with associated pavements, landscape and dedicated cycle routes.

Key cultural projects to be delivered include:

- Ladbroke Gardens: Play and recreation, cultural events and public art
- Wayfinding included across the site
- Hoardings (red dashed lines)- creative arts commissioned from local artists and community members (dashed red lines)
- Plot 5 New Wharf: Pop up businesses
- Plot 4.1: Incubator Unit / Creative Arts Hub
- Plot 2.4.1: Community Art Studio
- Plot 2.4.2: Community Hall
- Plot 2.1.2: Community Cafe
- Plot 6: Temporary Community Hub facing Ladbroke Gardens. This could include expansion of temporary creative workspace and business support programme
- High Street (The Avenue): pop-up businesses and cultural projects - The units shown are 2.44m x 6m; the dimensions of a shipping container which are frequently utilised for meanwhile use. The Avenue is proportioned to house these units whilst retaining generous areas for use by both pedestrians and cyclists.



Fig 1.10: Extract from cultural placemaking strategy showing Pop up businesses and cultural events on the Avenue

Cultural Strategy - Long Term

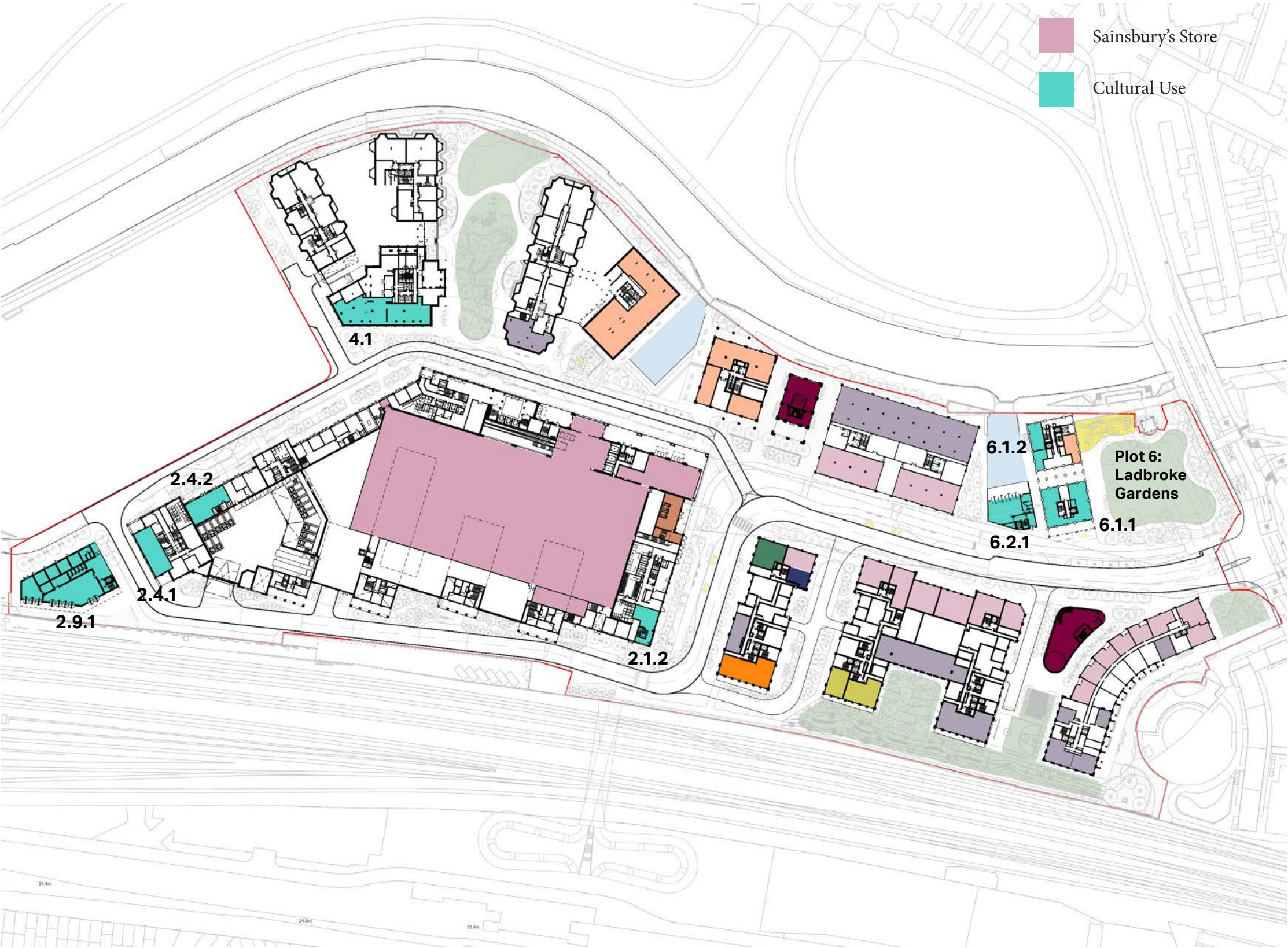
The final years of construction will see the completion of all plots, roads and public realm across the masterplan.

Key features to be delivered during this phase:

Plot 1, Plot 5 and Plot 6 Completed
Canalside Centre demolished and its housing, office space and canoe club relocated within the masterplan.
Sports facilities constructed
Plot 6 park completed alongside associated Playspace
All public realm landscape features and roadways completed.

Key cultural venues within the masterplan to include:

Ladbroke Gardens: Play and recreation, cultural events and public art, including playing host to the Notting Hill Carnival
Wayfinding included across the site
Plot 4.1 - Incubator Unit / Creative Arts Hub
Plot 2.4.1 - Community Art Studio
Plot 2.4.2 - Community Hall
Plot 2.1.2 - Community Cafe
Plot 2.9.1 - Sports Hub
Plot 6.1.1 - Music School
Plot 6.1.2 - Recording Studio
Plot 6.2.1 - Rowing Club
The potential for pop up markets and events exists across the masterplan once completed. Ladbroke Gardens and the Avenue are both well suited to house these types of project due to the scale of these areas of public realm.



Cultural Strategy - Long Term

The masterplan will deliver a high quality and vibrant series of non-residential functions which will animate all areas of the masterplan and will maximise active frontages.

The following use types are proposed across the masterplan alongside the cultural spaces previously highlighted. The layout opposite and table below shows where these uses are proposed within the masterplan

NON-RESIDENTIAL USE KEY:	INDICATIVE PLANNING USE
<div></div> Community/Cultural Space	SUI GENERIS / CLASS E / CLASS F1 / CLASS F2
<div></div> Site Parcel Hub	CLASS E
<div></div> Sainsbury's Store	CLASS E
<div></div> Restaurant & Cafe	CLASS E
<div></div> Independent Retail	CLASS E
<div></div> Workshop / Flexible Workspace	CLASS E
<div></div> Cycle Hub	CLASS E
<div></div> Pavilion Building (Bar/Bistro)	CLASS E / SUI GENERIS
<div></div> Plot 02 Club Entrance Building	SUI GENERIS
<div></div> Creche	CLASS E
<div></div> Reprovision of Office Space (Canalside House)	CLASS E
<div></div> Application Boundary	
NOTE	
• USE TYPE/CLASS ARE FOR ILLUSTRATIVE PURPOSES	



Housing Quality

The following pages aim to communicate the steps we have taken to achieve the housing quality standards listed in London Plan Policy D6 and **National Design Space Standards (NDSS)**.

This section will also highlight our approach to London Plan Policy D7 Accessible Housing **and Building Regulations requirements M4(3) ‘Wheelchair user dwellings’**.

Policy D6 Housing Quality

The following notes describe our response to the individual points listed within policy D6

Section A

All homes will meet the internal space standards as set out in table 3.1 as a minimum.

All homes will comply with the Private internal space requirements (Items 1 - 8 and items 3.6.1/3.6.2/3.6.3/3.66/3.6.7/3.6.8 and 3.6.10.

All homes will be provided with private outside space according to the requirements listed in item 9 and item 3.6.9 of the policy.

Section B

The following pages describe how we have responded to the qualitative aspects of the development as described in table 3.2. We have presented this information a plot by plot analysis.

Section C

Information on our approach to Dual Aspect homes, balancing the unique geography of the site, our approach to the grain of the buildings and the way they interact with their context and provide appropriate levels of natural light is presented within this report (substantive item 8). An important element of this works relates to optimising site capacity (policy D3) whilst also maximising dual aspect homes.

Section D

We have included information on design for daylight and sunlight and our approach to environmental design within the following plot by plot analysis.

Section E

Detail of storage space and building access requirements are included in the following pages.

Section F

Tenure blind principles will apply to all buildings. Mandatory elements of the design code apply to all plots regardless of tenure.

Response to table 3.2

The following pages aim to respond to the requirements listed within table 3.2, presented on a plot by plot basis.

Housing Quality

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--



Fig 1.11: Massing concept sketch

The built form, massing and height of the development has been considered as part of a wider study on the surrounding context.

In the case of Plot 01, we have carried out several iterations of possible layouts as described on page 54 of this addendum document.

Our site wide massing strategy shows our broad approach to massing, with taller buildings positioned along the railway edge.

We have stepped the height of the buildings along the southern side of the site and have stepped the height down towards the neighbouring housing at Kensal House.



Fig 1.12: The proposed masterplan mapped into aerial view.

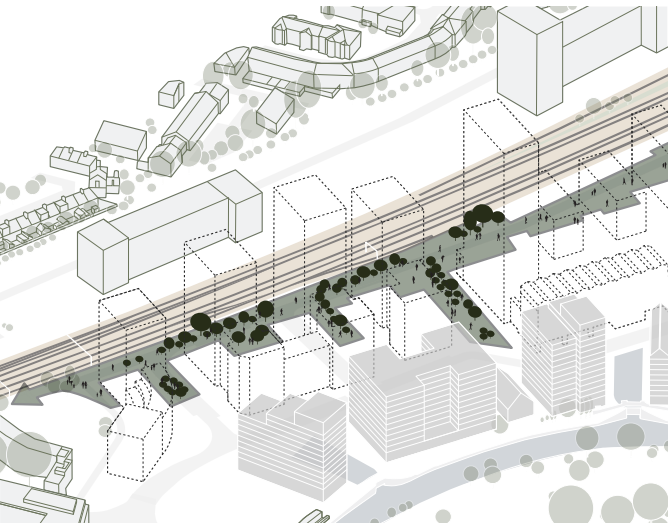


Fig 1.13: Massing to the southern fringe of the site



Fig 1.14: Gaps allow daylight to reach the centre of the site.



Fig 1.16: Plot 01 as viewed from the south



Fig 1.15: Plot 01 as viewed from the north

Housing Quality

The adjacent diagrams describe the iterative process carried out on the massing and form of plot 01.

The design has evolved through 2022/2023 to incorporate an additional staircase within each taller element. This process led us to remove one of the '5 - fingers' shown in the original design in order to incorporate wider blocks and larger spacing between each of the blocks.

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
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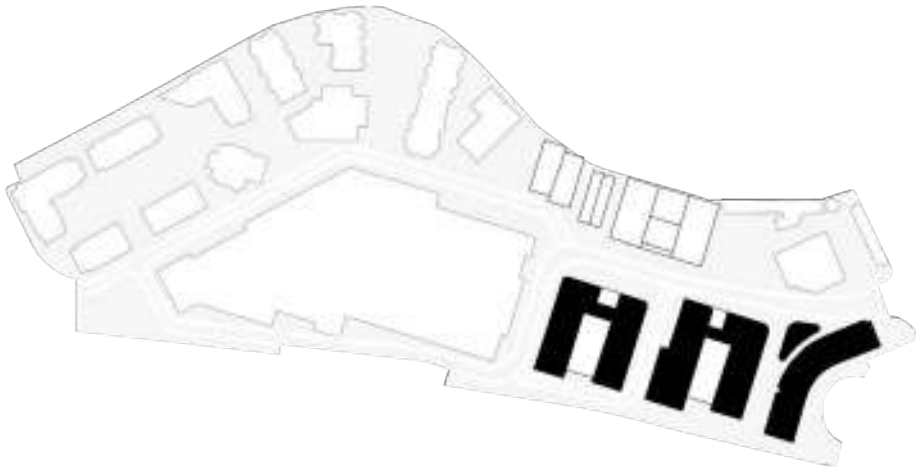


Fig 1.17: The original design showing 5 'fingers' of development

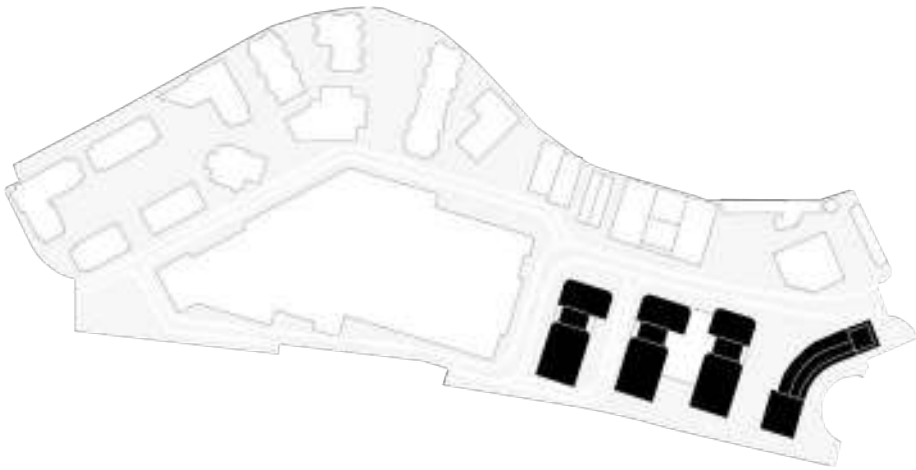


Fig 1.18: The current design showing 4 'fingers' of development

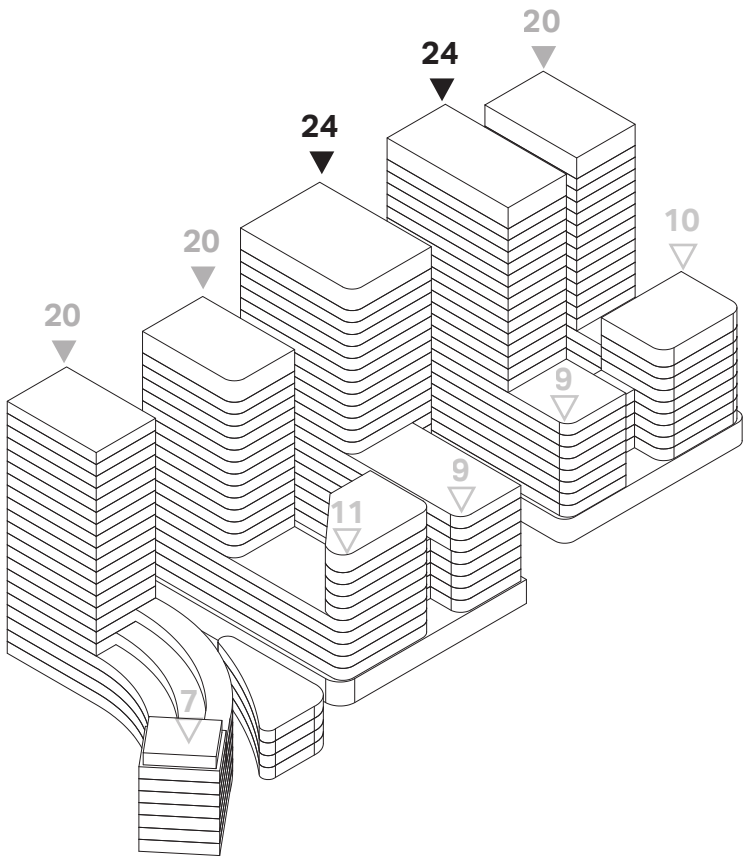


Fig 1.19: The original massing model showing 5 'fingers' of development

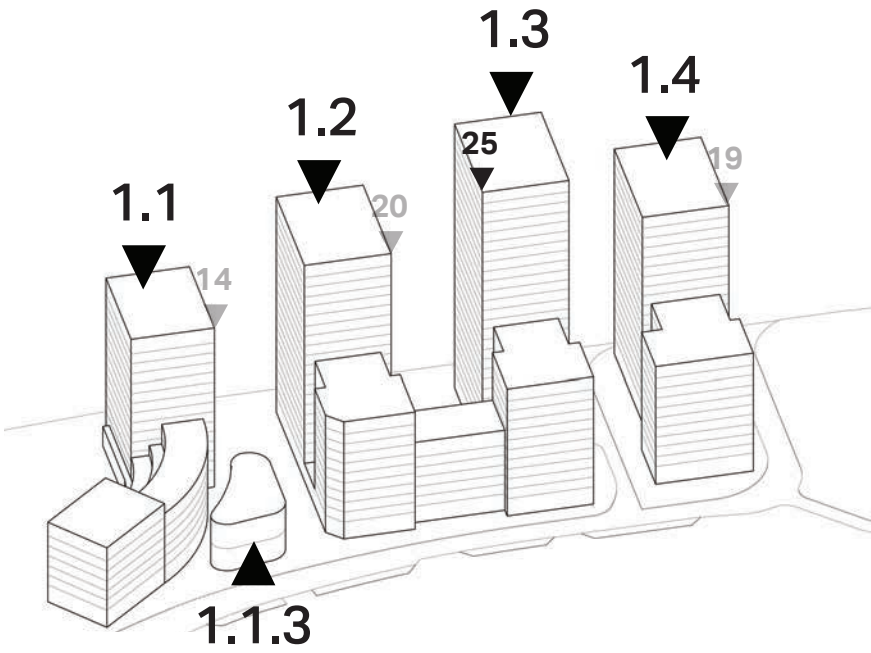


Fig 1.20: The revised massing model showing 4 residential buildings

Housing Quality

The adjacent diagrams describe the iterative process carried out on the massing and form of plot 01.

The design has evolved through 2022/2023 to incorporate an additional staircase within each taller element. This process led us to remove one of the '5 - fingers' shown in the original design in order to incorporate wider blocks and larger spacing between each of the blocks.

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--



Fig 1.22: The original typical floor arrangement showing 5 'fingers' of development



Fig 1.21: The revised typical floor arrangement showing 4 residential buildings

Housing Quality

The adjacent diagrams describe the iterative process carried out on the massing and form of plot 01.

The design has evolved through 2022/2023 to incorporate an additional staircase within each taller element. This process led us to remove one of the '5 - fingers' shown in the original design in order to incorporate wider blocks and larger spacing between each of the blocks.

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--

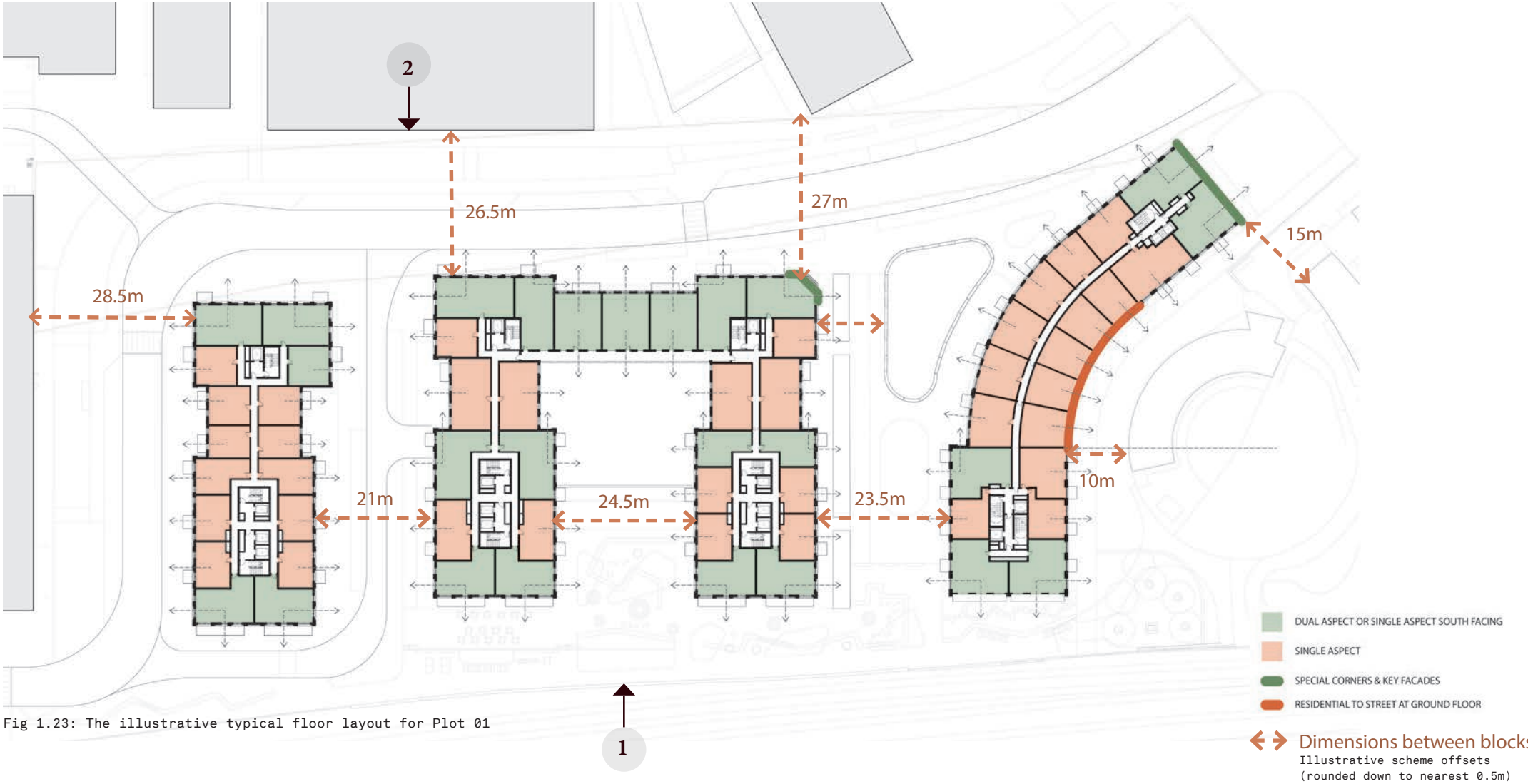


Fig 1.24: Sketch model view of Plot 01 from the south



Fig 1.25: Study model view of Plot 01 from Plot 05

Housing Quality

Public realm and active frontage

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
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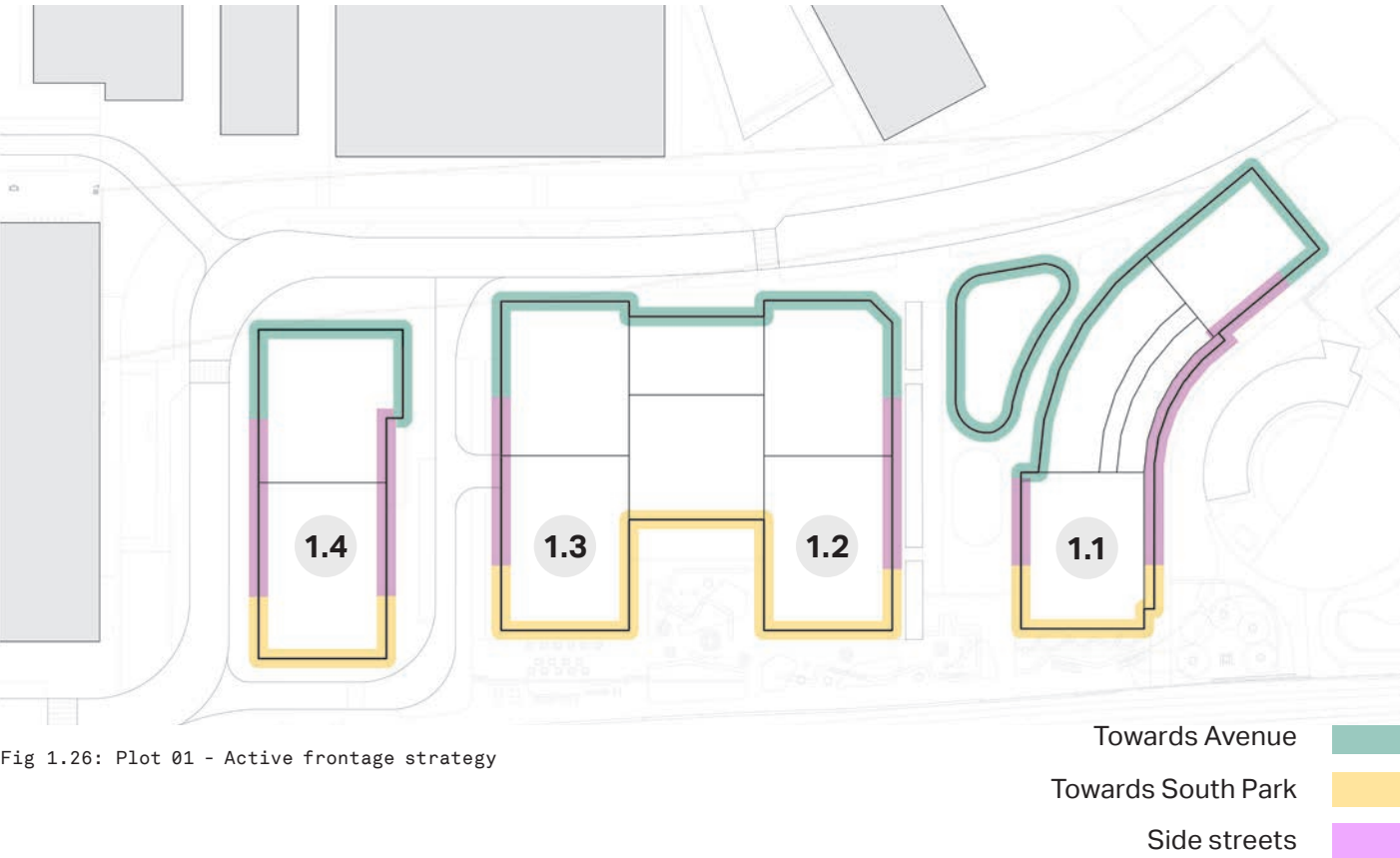


Fig 1.26: Plot 01 - Active frontage strategy

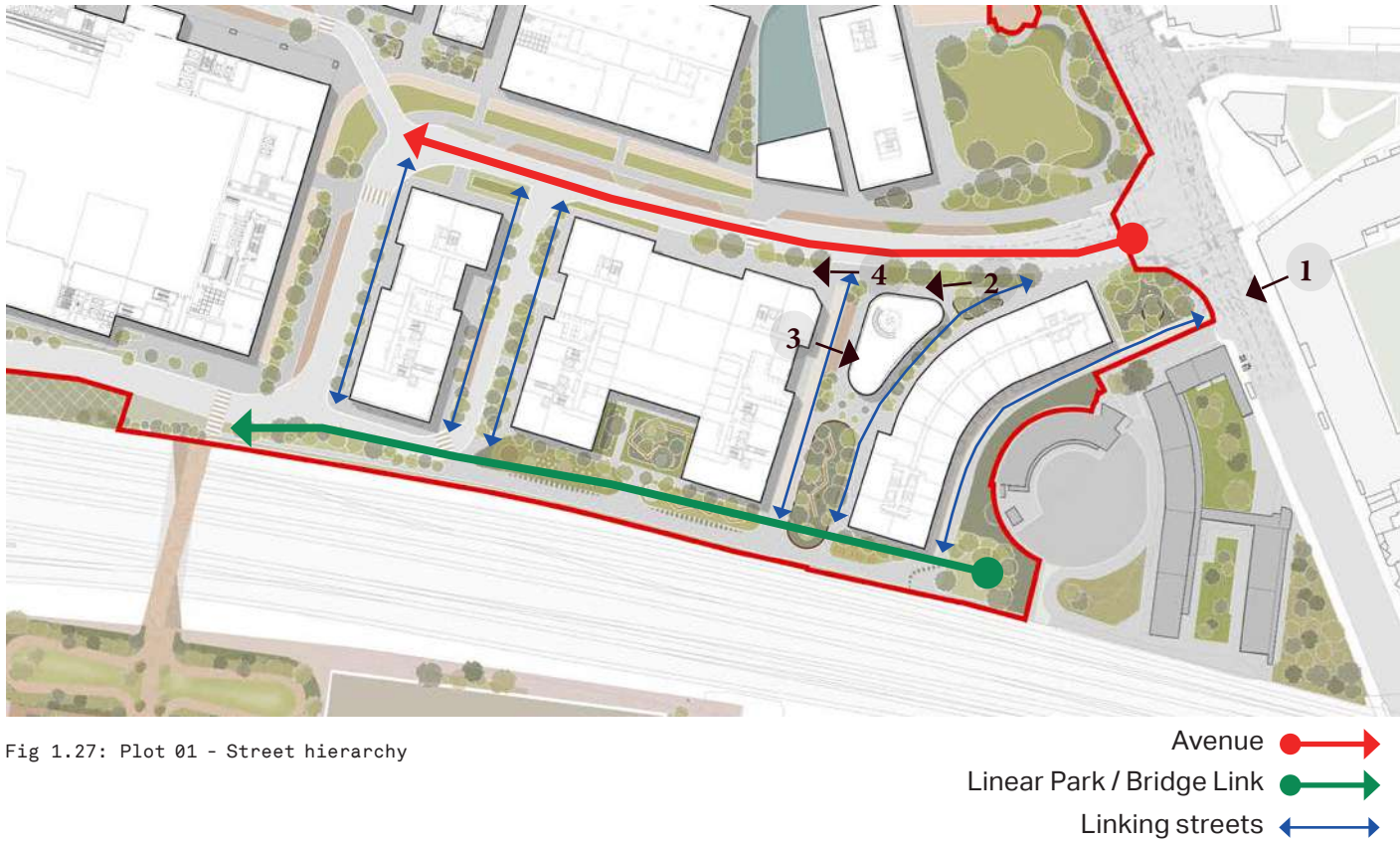


Fig 1.27: Plot 01 - Street hierarchy



Fig 1.28: The entrance threshold



Fig 1.29: The avenue threshold



Fig 1.30: The avenue pavilion



Fig 1.31: The avenue and active frontage

Housing Quality

Daylight/ Sunlight and long views to the south

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iii) Site layout, orientation, design of individual dwellings and common spaces.
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Fig 1.33: Plot 01 - Meeting the challenges of climate change

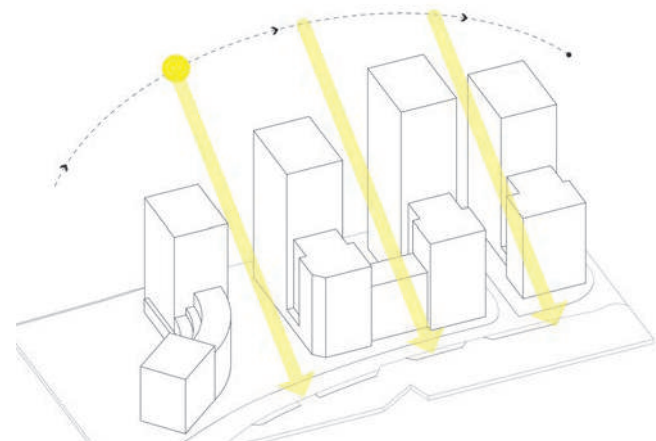


Fig 1.35: Plot 01 - Gaps to provide sunlight to the centre of the site

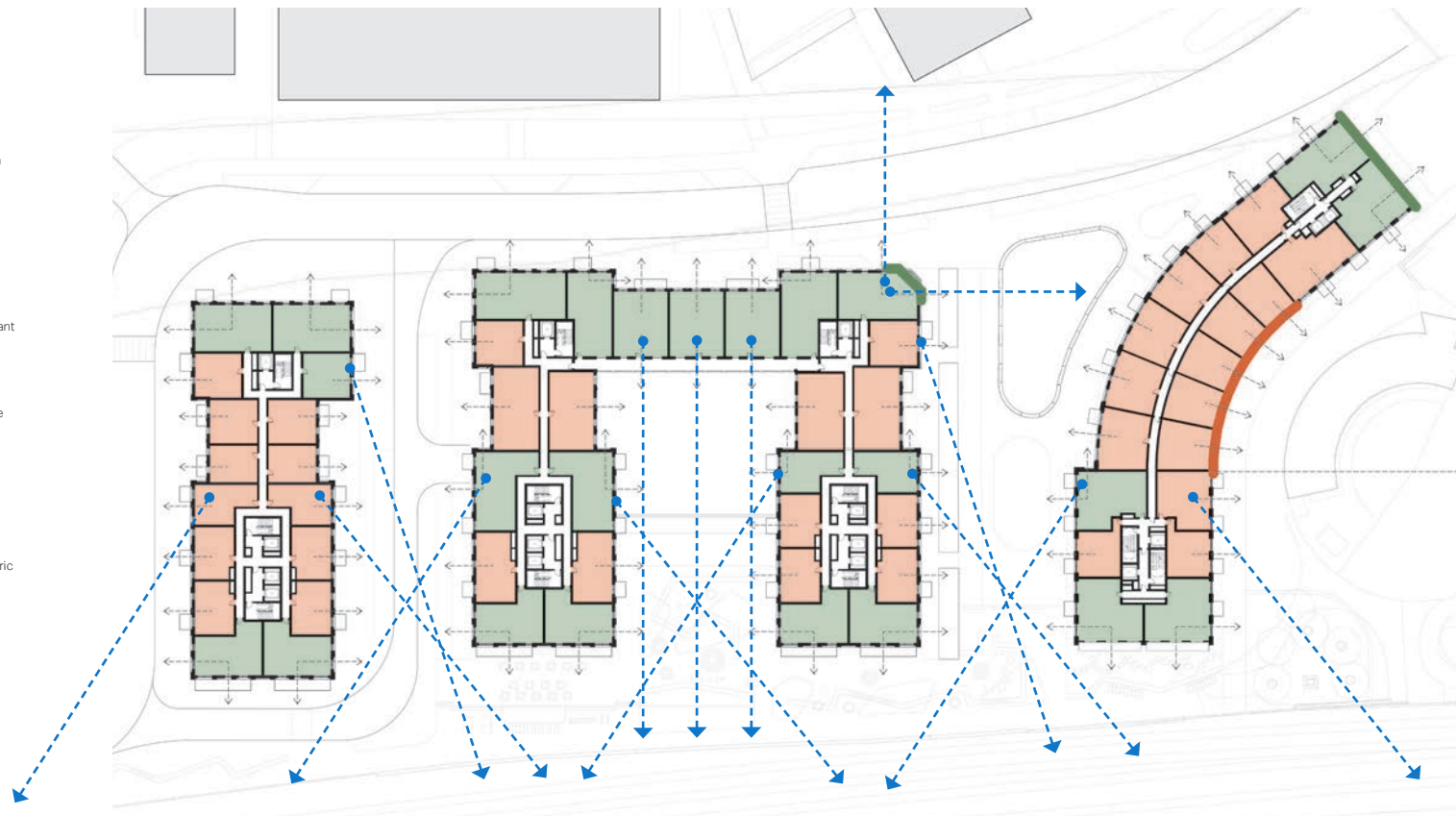


Fig 1.32: Plot 01 - Long southern views across the traintracks

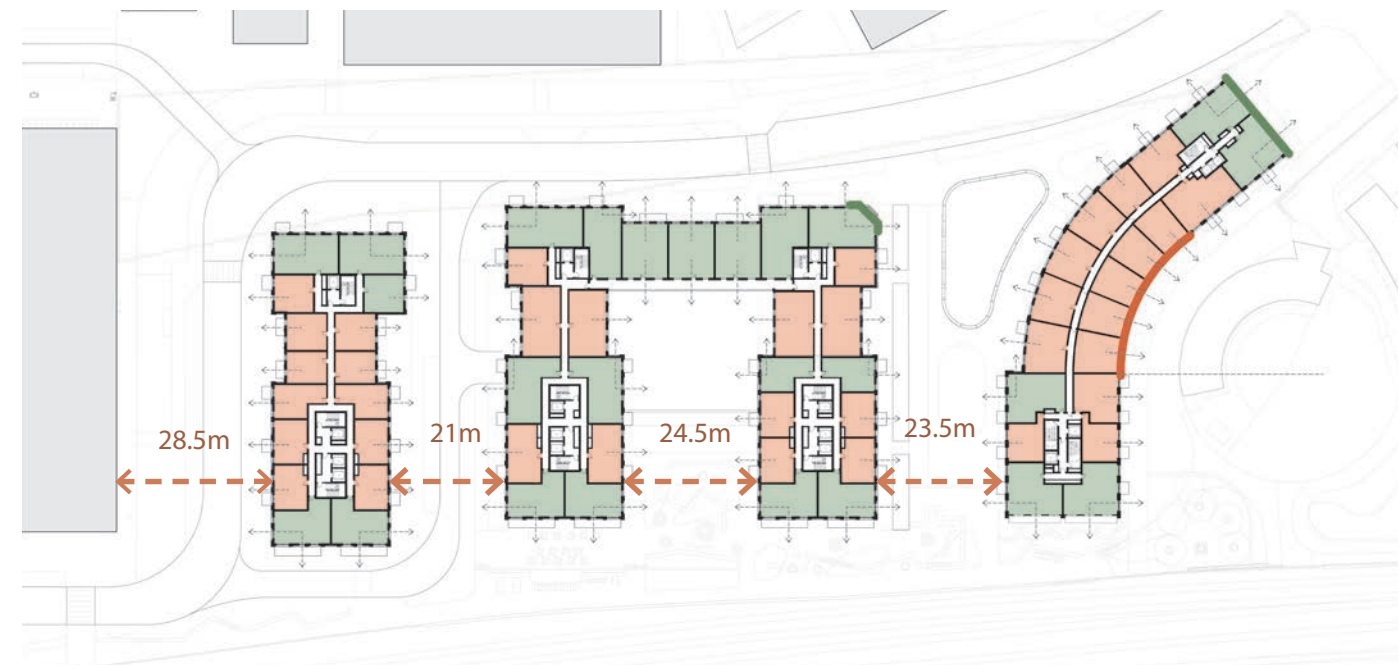


Fig 1.34: Plot 01 - Delivering privacy and adequate daylight - block gauging

Housing Quality

A variety of landscape spaces

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iv) Outside Space
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Fig 1.36: The south facing linear park



Fig 1.37: Playspace within the linear park



Fig 1.39: Plot 01 landscape plan



Fig 1.38: Active frontage to the crescent

Housing Quality

Private amenity spaces

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (v) Private Amenity Space
---	--

Note: Private amenity spaces comply with minimum spaces standards for each house type aligned to London Housing Design Guide Standards



Fig 1.43: Plot 1.1 - Entrance door thresholds



Fig 1.42: Plot 1.1 Roof Terraces

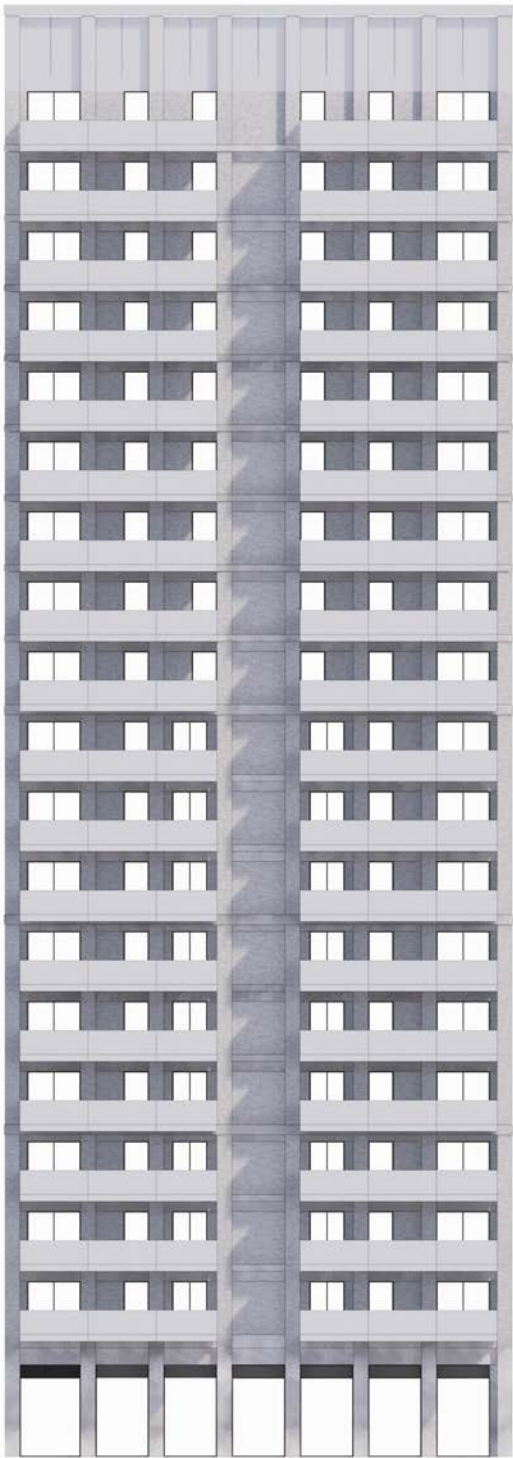


Fig 1.41: South facing elevation showing balcony rhythm



Fig 1.40: Corner of Plot 1.2 facing 'The Avenue' and the site entrance

Housing Quality

Usability and maintenance

Plot 01

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (vi) Usability and Maintenance
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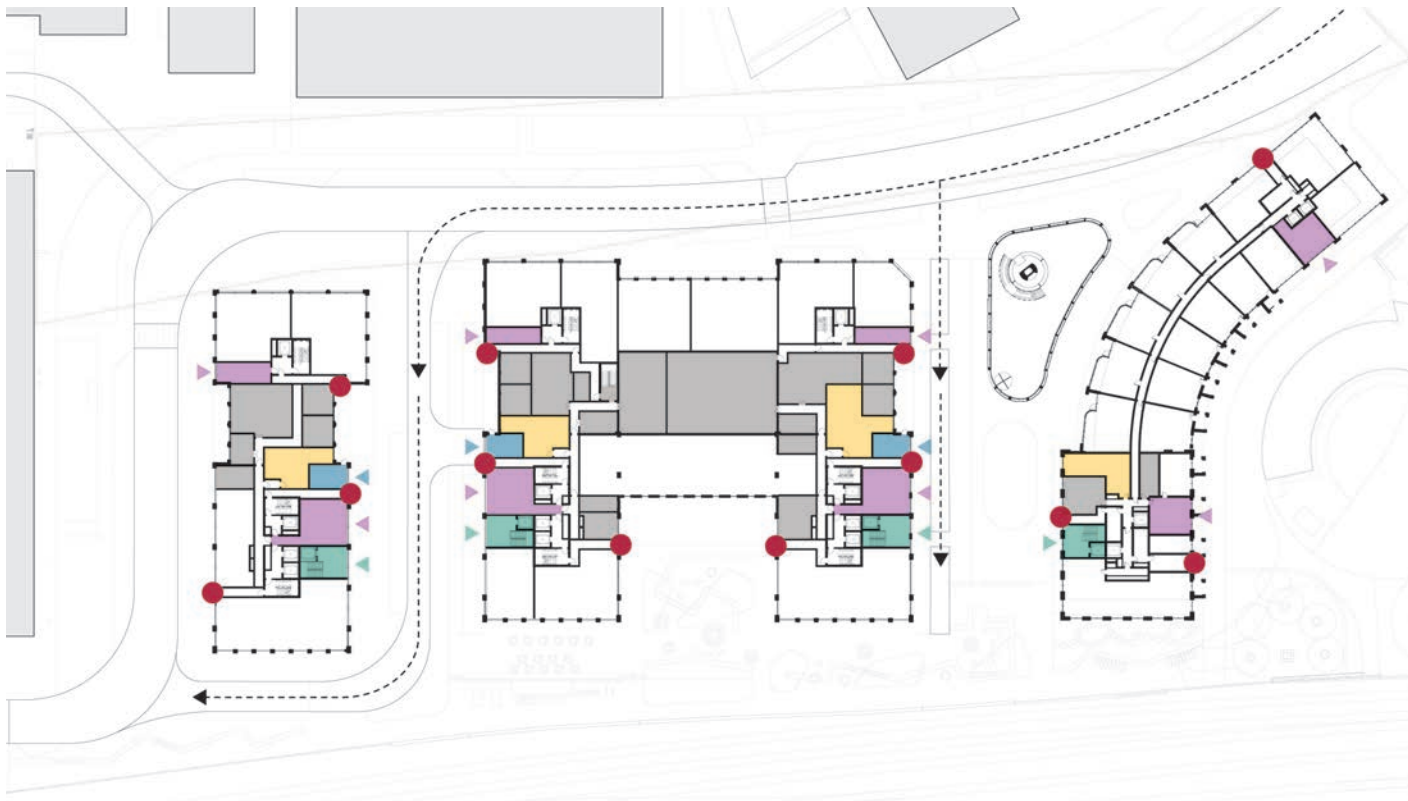


Fig 1.46: Plot 01 - Ground floor access, entrances, servicing, refuse and cycles

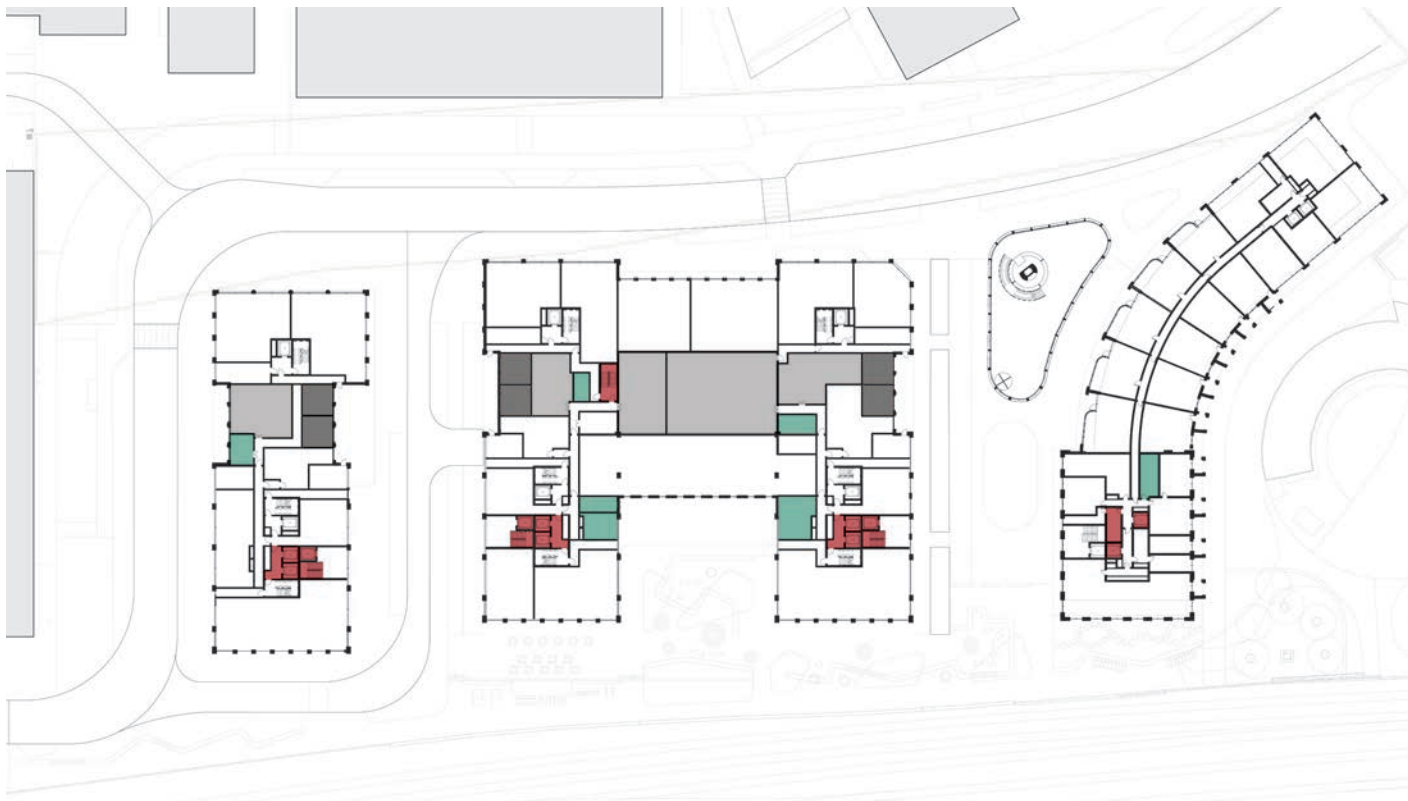


Fig 1.47: Plot 01 - Ground floor illustrative plant areas

- CAR ACCESS
- BIN STORE
- PLANT
- RESIDENTIAL ACCESS
- SERVICE ACCESS
- CYCLE ACCESS
- FIRE ACCESS

- WATER TANKS
- SUBSTATIONS
- BASEMENT PLANT ACCESS
- SWITCH ROOMS
- PLANT (OTHER)

Housing Quality

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
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Fig 1.48: Massing concept sketch



Fig 1.49: The proposed masterplan mapped into aerial view.

The built form, massing and height of the development has been considered as part of a wider study on the surrounding context.

Our site wide massing strategy shows our broad approach to massing, with taller buildings positioned along the railway edge and lower buildings shown the canal edge.

Plot 04 is arranged as two pairs of mansion blocks centred on a public park. A tall building marks the entrance to the park and signals the onward connection to the canal edge.



Fig 1.52: Plot 04 as viewed from the north



Fig 1.50: Gaps allow daylight to reach the centre of the site.



Fig 1.51: A CGI image showing Plot 04 as viewed from the north

Housing Quality

Enhanced aspect Plot 04

The distribution of the five buildings within Plot 4 has been carefully considered to maximise long views out of the residential units. The blocks are laid out perpendicular to the curve of the canal forming a splayed orientation. This creates a series of triangular spaces opening towards the water, increasing opportunities for diagonal views towards the canal. This also ensures a more permeable and varied composition to the frontage facing the cemetery.

This strategy of creating oblique views is further reinforced by the addition of bay windows, giving the living rooms of the mansion blocks a variety of outlooks, north to the canal and south to the sun.

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
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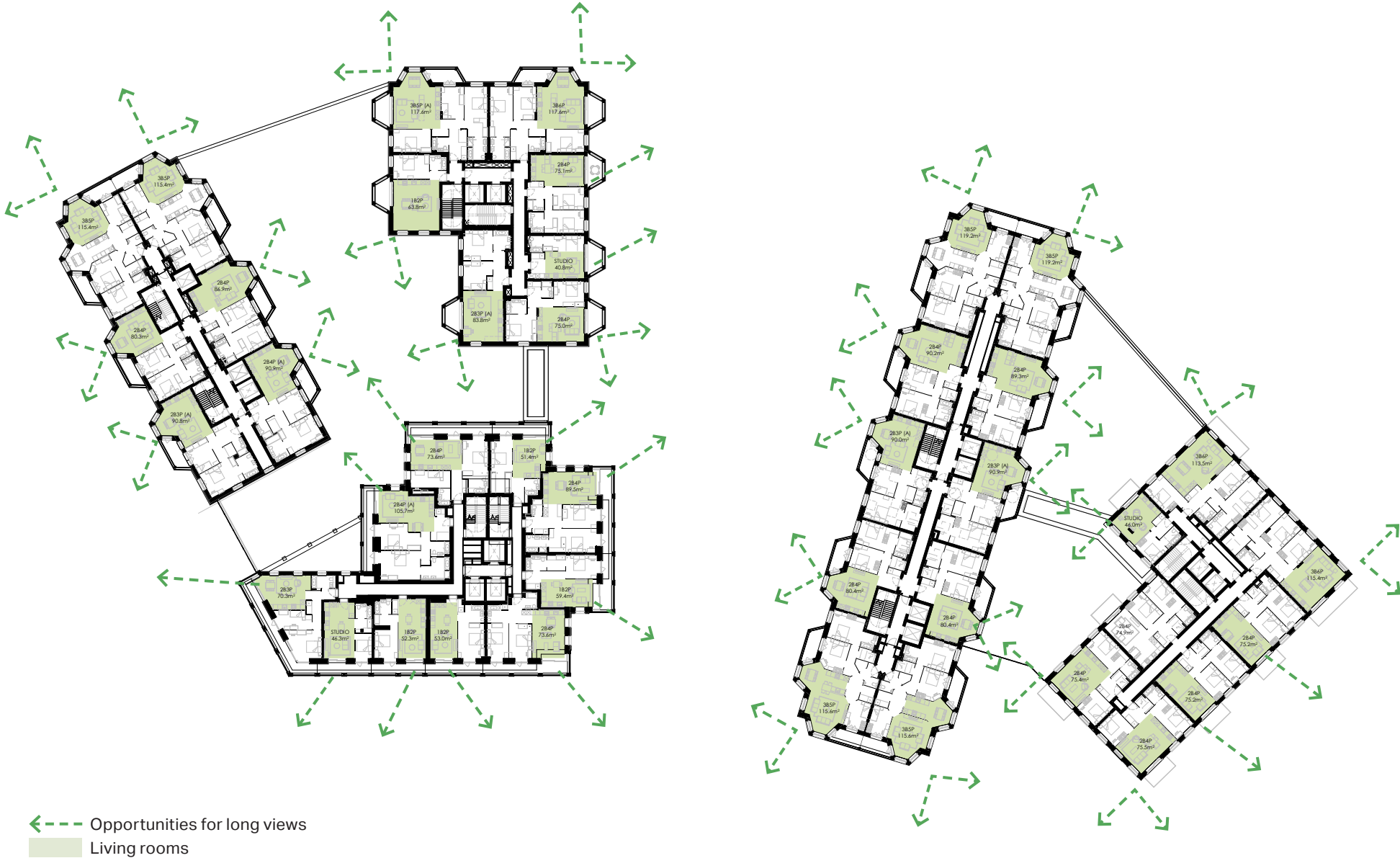
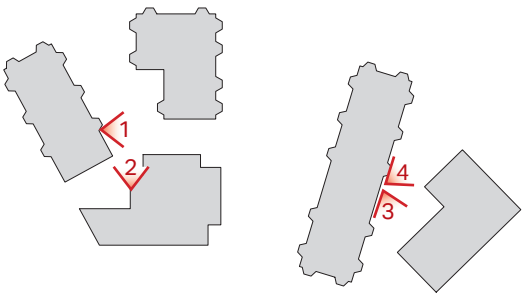


Fig 1.53: Typical floor highlighting the location of Living rooms and potential for long views (Illustrative Scheme)



Housing Quality

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--



Fig 1.57: View 1: Looking East from 4.2



Fig 1.56: View 2: Looking North from 4.1



Fig 1.54: View 3: Looking South from 4.4



Fig 1.55: View 4: Looking North from 4.4

Housing Quality

As a result of the splayed geometry and in order to maximise the area available to the public open space, the distance between the various buildings is reduced as you move away from the canal. Great care has been taken to ensure that this proximity is not detrimental to the residential amenity. The arrangement of the buildings and the positioning of windows allows for long views past these ‘pinch points’ and minimises the amount of overlooking.

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
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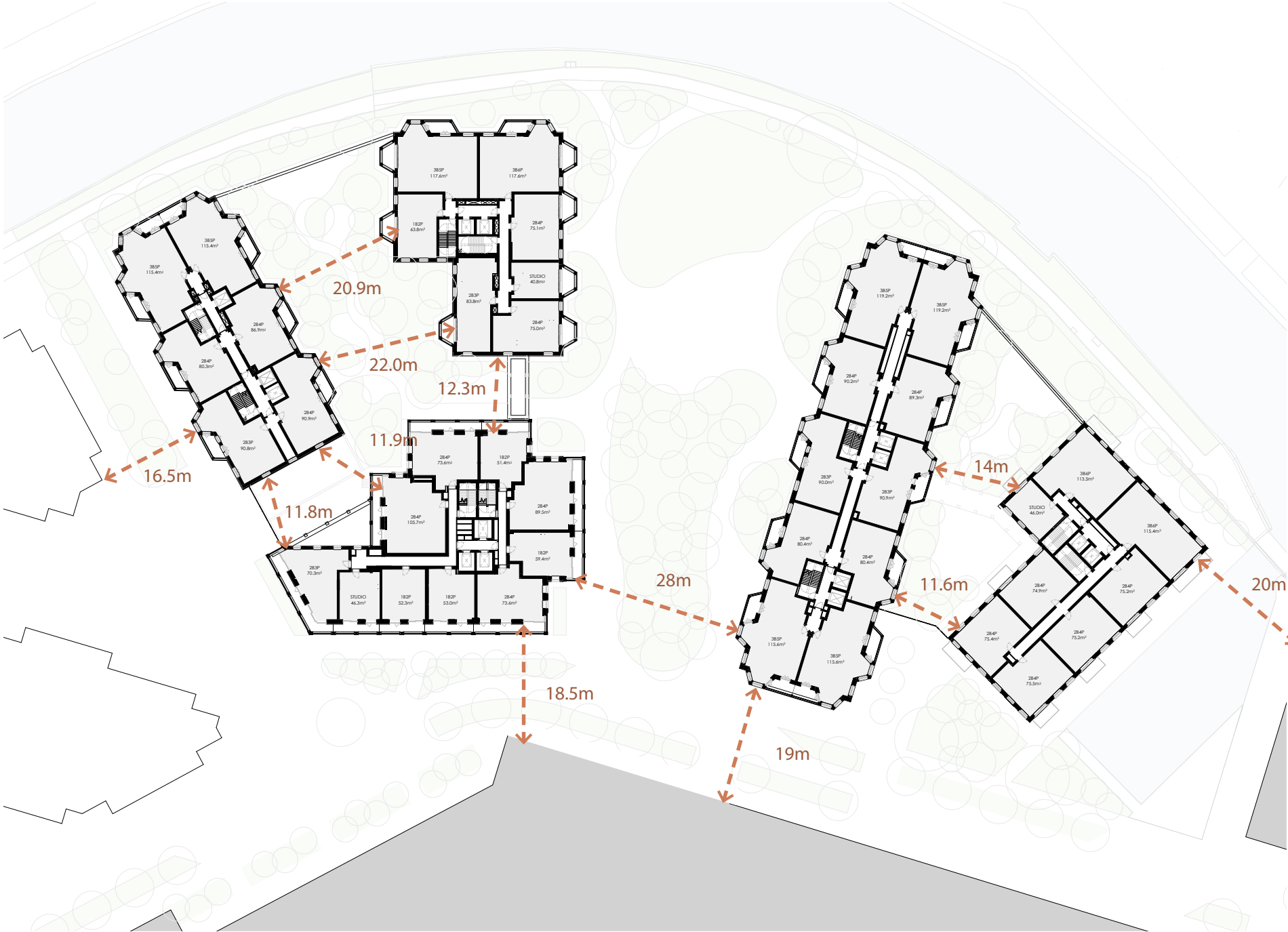


Fig 1.58: Plan showing distances between buildings (Illustrative Scheme)

Housing Quality

Public realm and active frontage

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
---	--



Fig 1.60: Plot 04.4 Commercial Unit



Fig 1.61: Plot 04.5 Commercial Unit



Fig 1.62: Plot 04.1 Commercial Unit



Fig 1.63: Plot 4.1 - Residential Entrance



Fig 1.64: Plot 4.2 - Residential Entrance

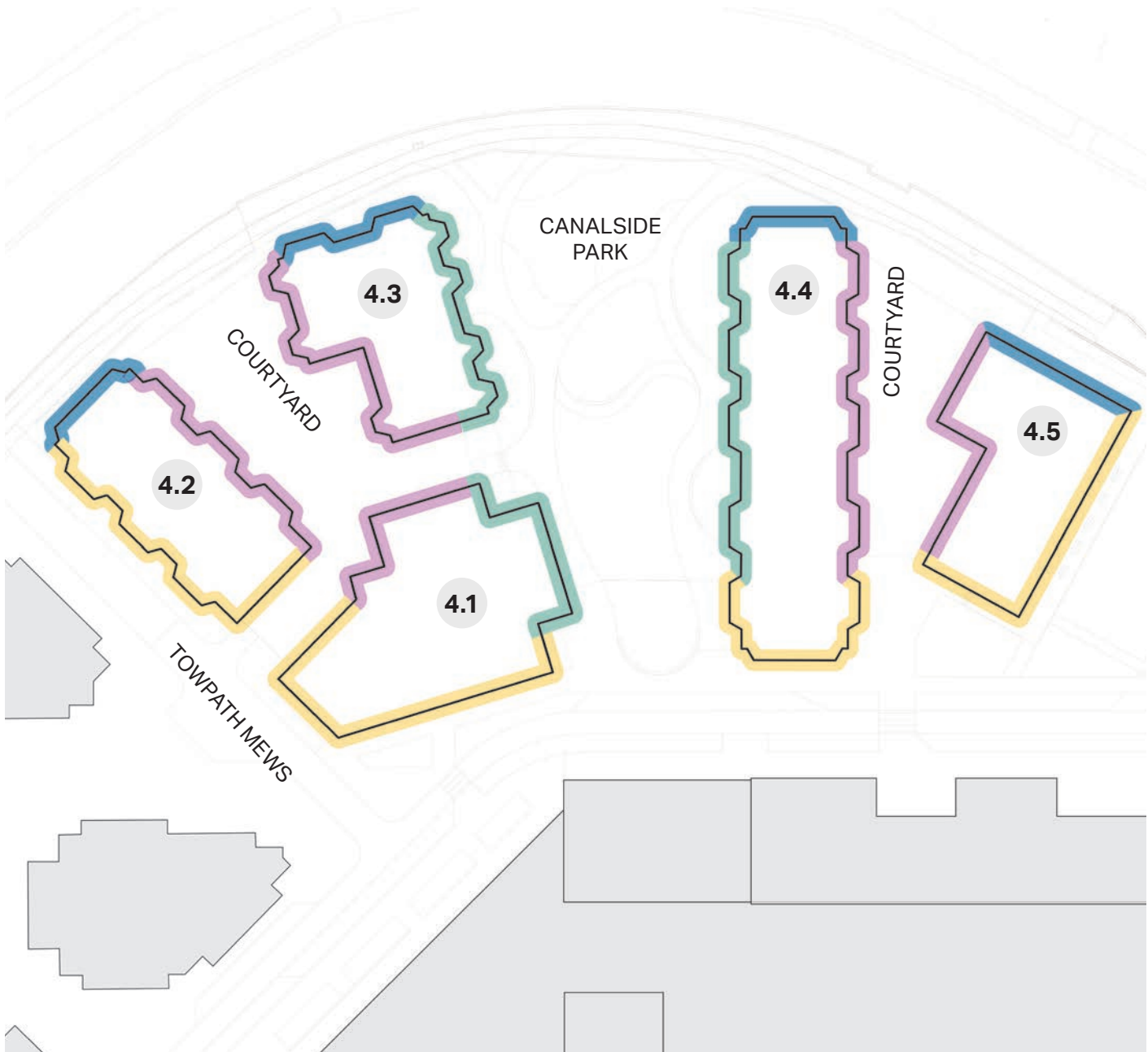


Fig 1.59: Plot 04 - Active frontage strategy

- Towards raised courtyards
- Towards Wharf Road, Towpath Mews & the new Wharf
- Towards Canalside Park
- Towards the Canal

Housing Quality

Public realm and active frontage

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
---	--



Fig 1.67: Canalside Park

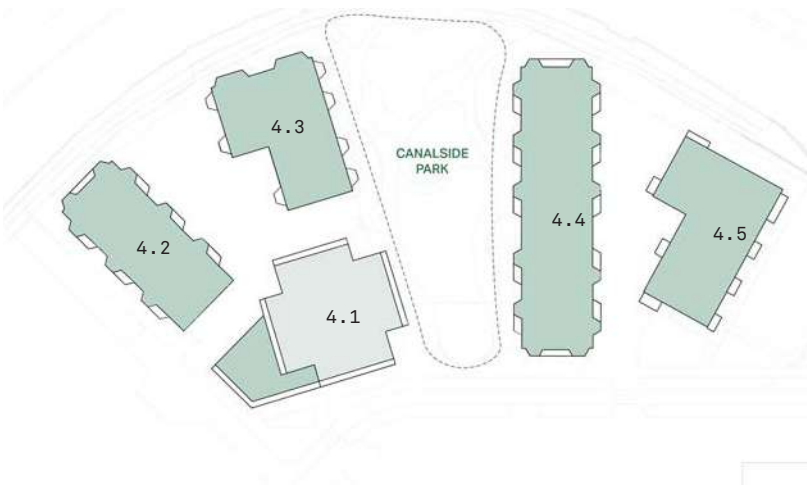


Fig 1.66: Ground floor plan



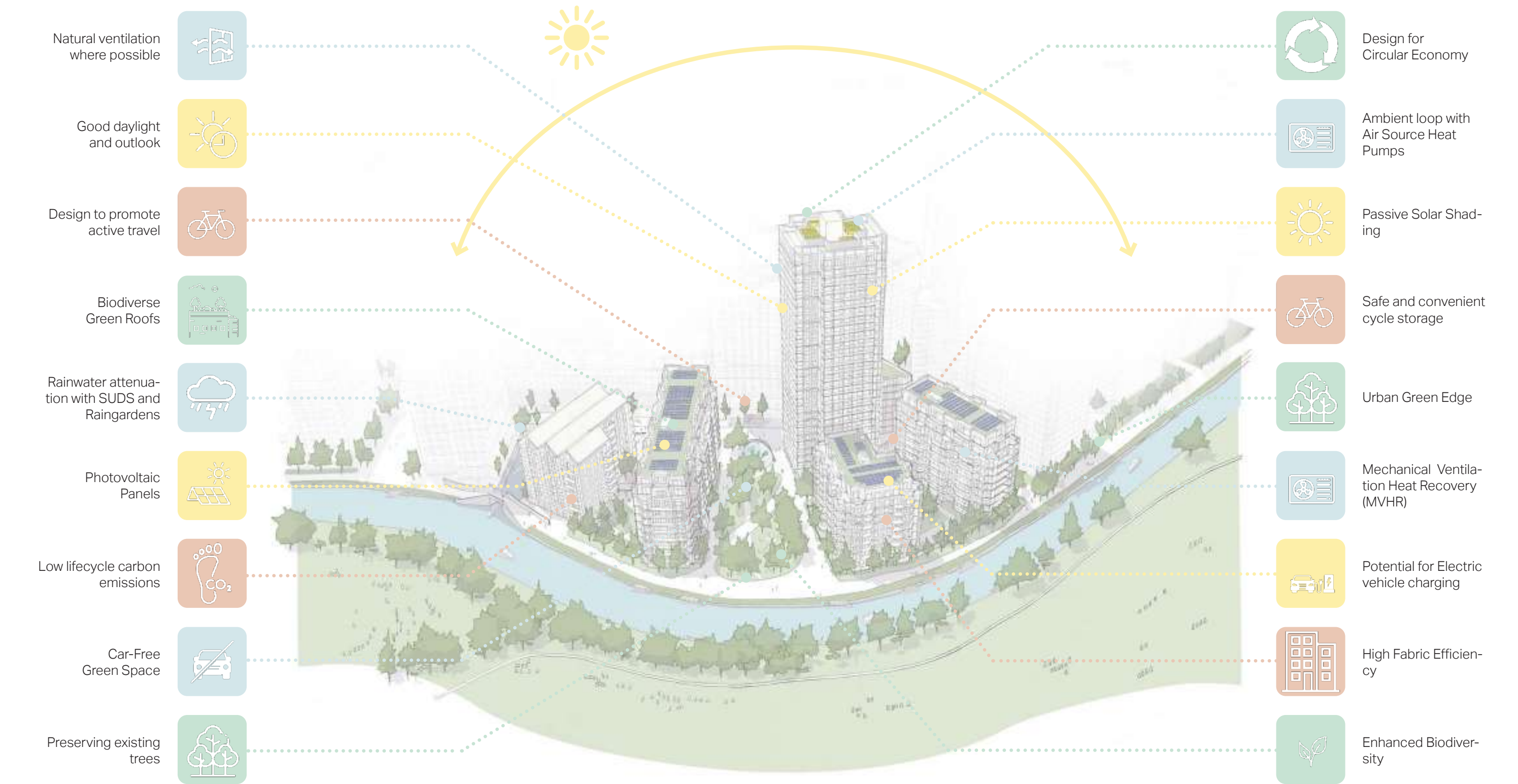
Fig 1.65: Axonometric sketch showing ground floor uses in Plot 04 (Illustrative Scheme)

Housing Quality

Daylight/ Sunlight approach to low carbon design

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iii) Site layout, orientation, design of individual dwellings and common spaces.
---	--



Housing Quality

Usability and maintenance

Plot 04

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (vI) Usability and Maintenance
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Fig 1.69: Plot 04 - Ground floor access, entrances, servicing, refuse and cycles (indicative locations)



Fig 1.68: Plot 04 - Basement servicing and cycles

Housing Quality

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--



Fig 1.70: Massing concept sketch



Fig 1.71: The proposed masterplan mapped into aerial view.

The built form, massing and height of the development has been considered as part of a wider study on the surrounding context.

Our site wide massing strategy shows our broad approach to massing, with taller buildings positioned along the railway edge and lower buildings shown the canal edge.

Plot 05 is arranged to front the canal with a warehouse style building typology echoing the former industry which existed along the canal edge. Building 5.1 is intentionally taller than other canal facing buildings to act as a marker for the re-instated basin.



Fig 1.74: Plot 05 as viewed from the north

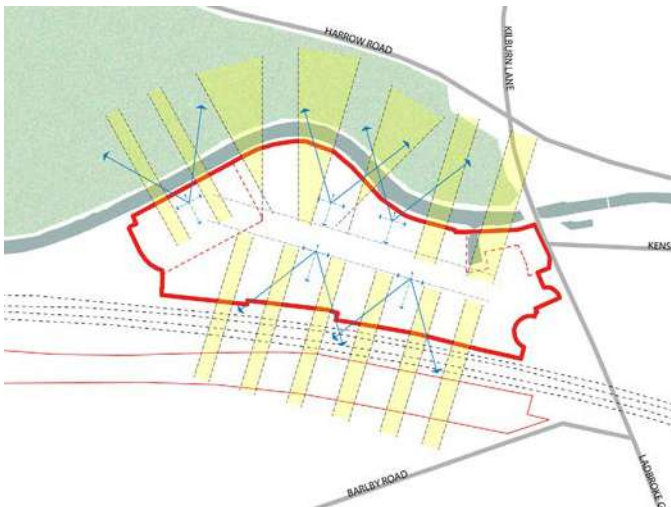


Fig 1.72: Gaps allow daylight to reach the centre of the site.

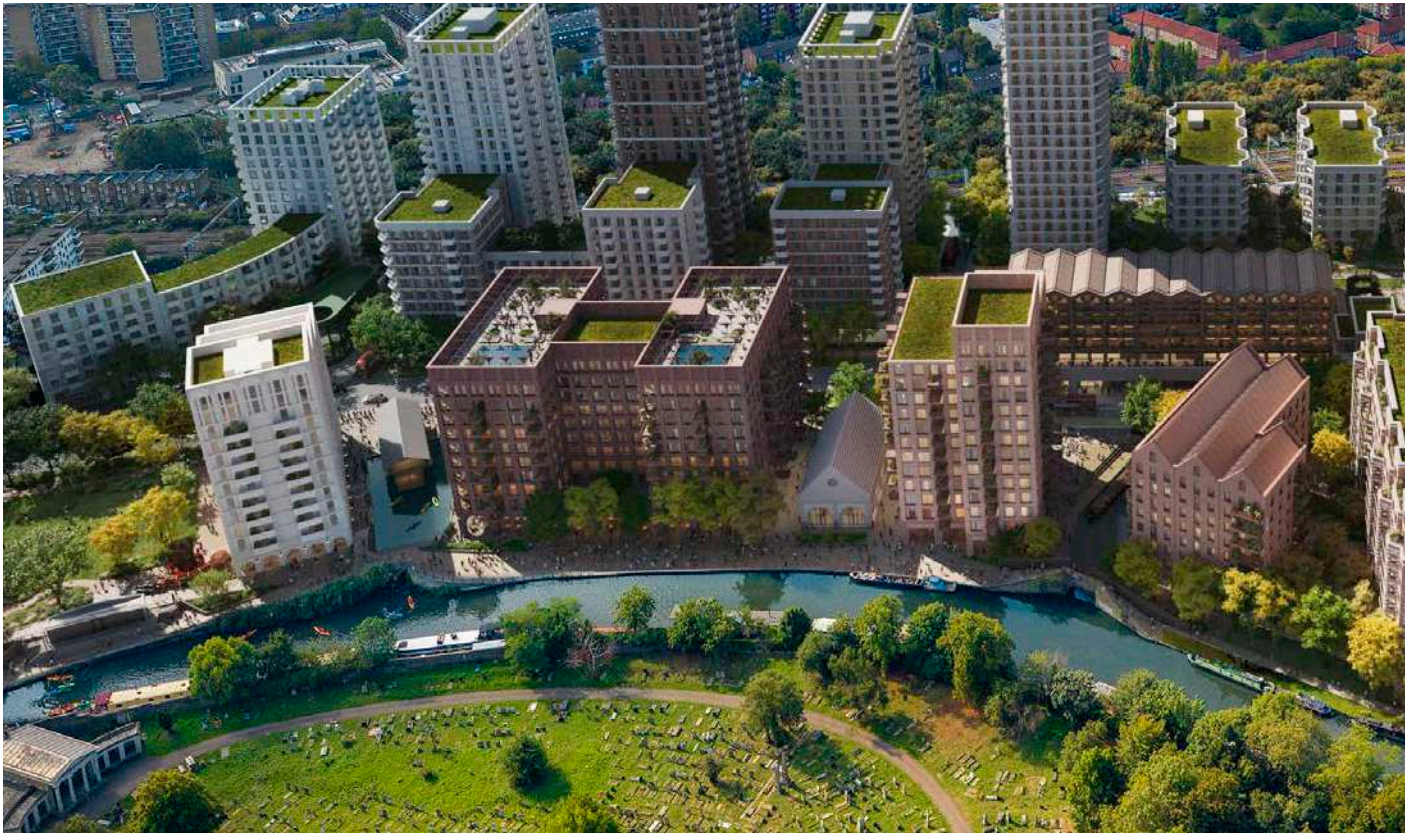


Fig 1.73: A CGI image showing Plot 05 as viewed from the north

Housing Quality

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
---	--



Fig 1.76: Plot 5.1 Street Activation

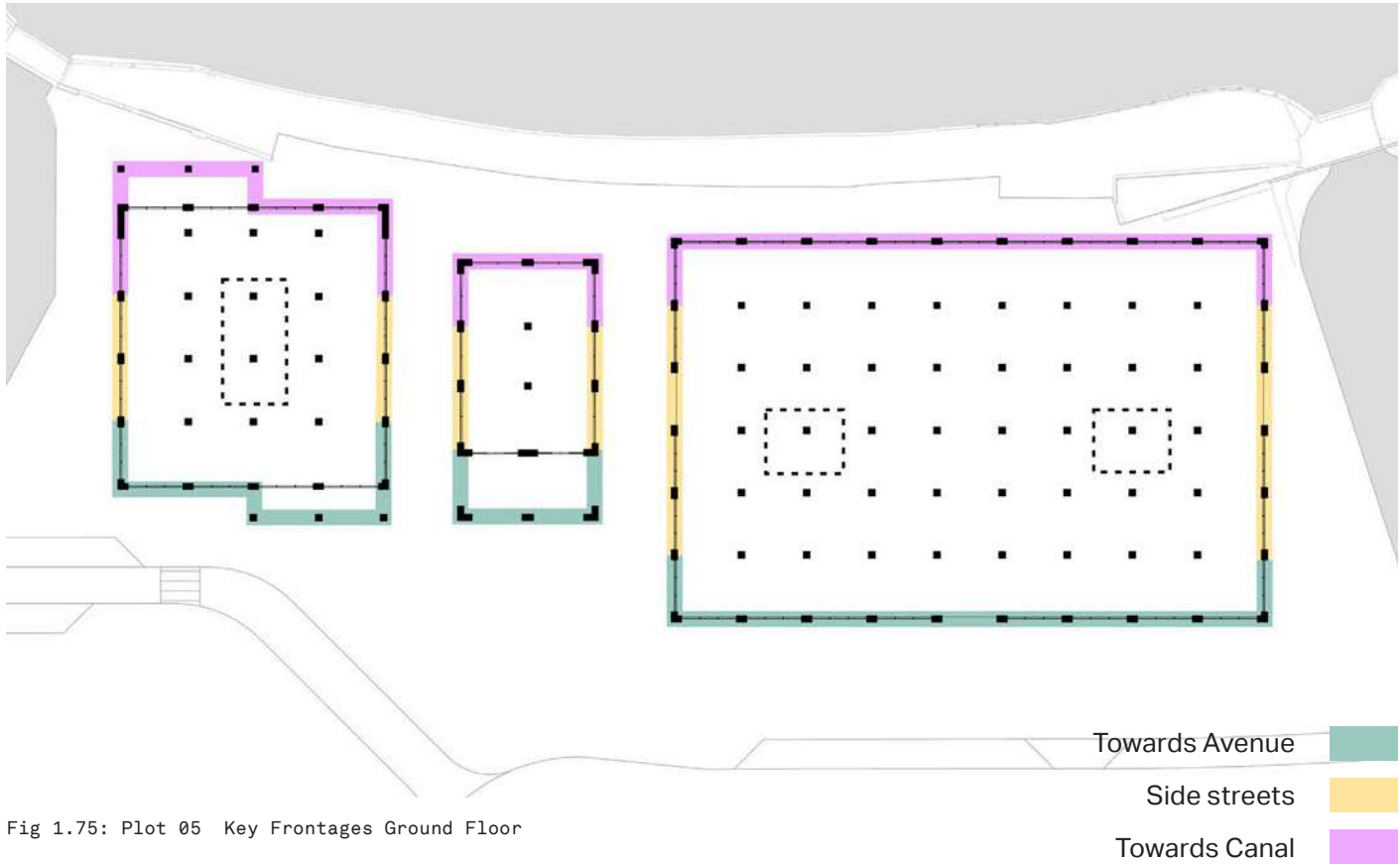


Fig 1.75: Plot 05 Key Frontages Ground Floor



Fig 1.77: Street Activation - active frontage

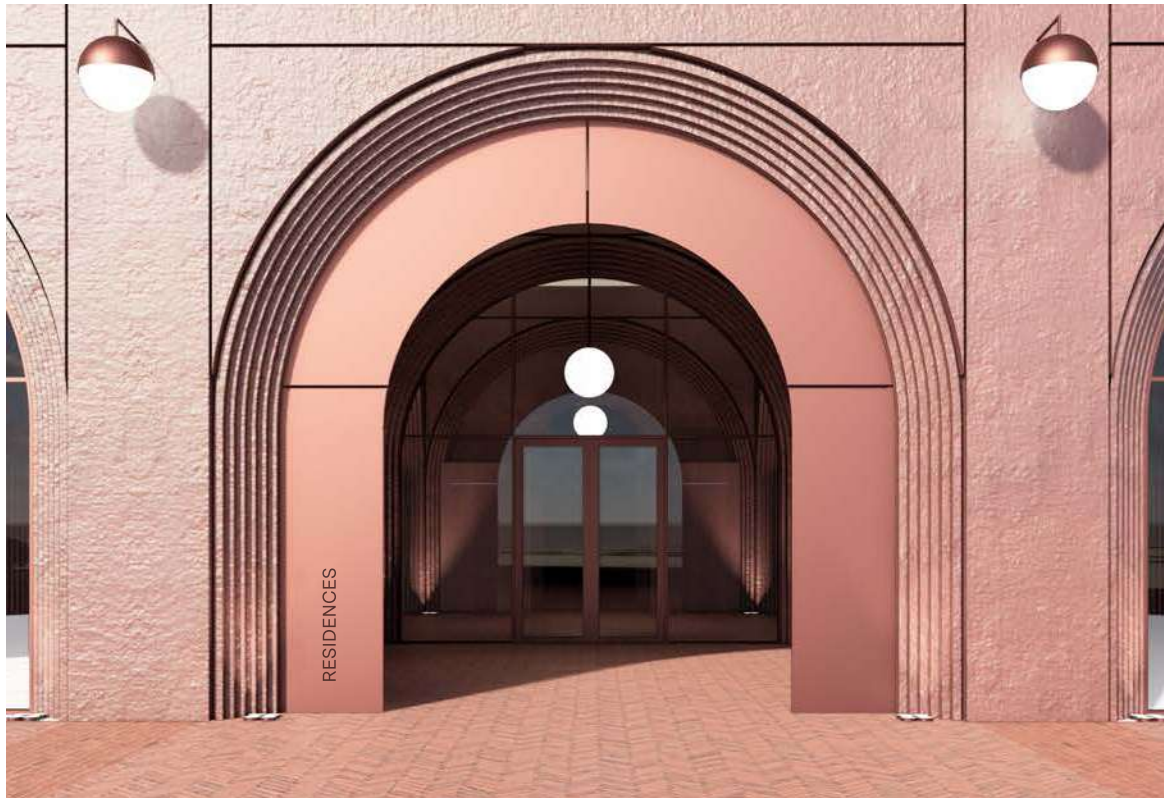


Fig 1.78: View of a Residential Access

Housing Quality

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iii) site layout, orientation and design of individual dwellings and common spaces
---	--

Enhanced aspect Plot 05

The distribution of the buildings within Plot 5 has been carefully considered to maximise long views out of the residential units. The blocks are laid out perpendicular to the canal, with larger dual aspect homes positioned on the corners of the development with views towards the canal, the 2 canal basins and the avenue.

This strategy of creating oblique views is further reinforced by the addition of deep projecting balconies giving the living rooms of the blocks a variety of outlooks, north to the canal and south to the sun.

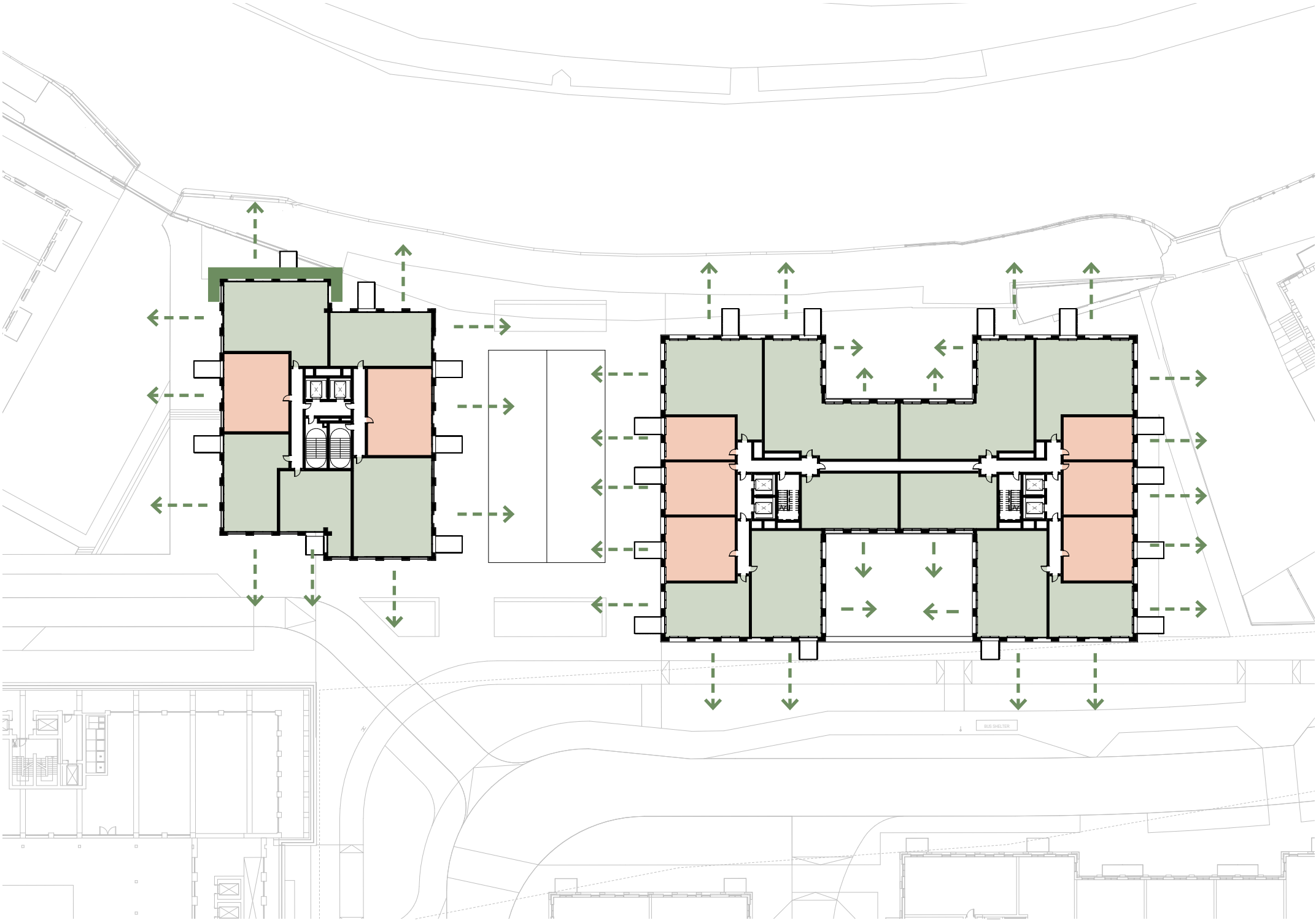


Fig 1.79: Plot 05 - Maximise dual aspect apartments

- DUAL ASPECT OR SINGLE ASPECT SOUTH FACING
- SINGLE ASPECT
- SPECIAL CORNERS & KEY FACADES

Housing Quality

Daylight/ Sunlight approach to low carbon design

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iii) Site layout, orientation, design of individual dwellings and common spaces.
---	--



Housing Quality

Private amenity spaces

Each home enjoys a generous projecting balcony that offers wide views either across the canal frontage or the central avenue. At the far east and west views are provided across the canal basins.

Residents of building 5.2 and 5.3 included a generous lower level private communal terrace (1) and a private roof level garden (2).

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (v) Private amenity space
---	--

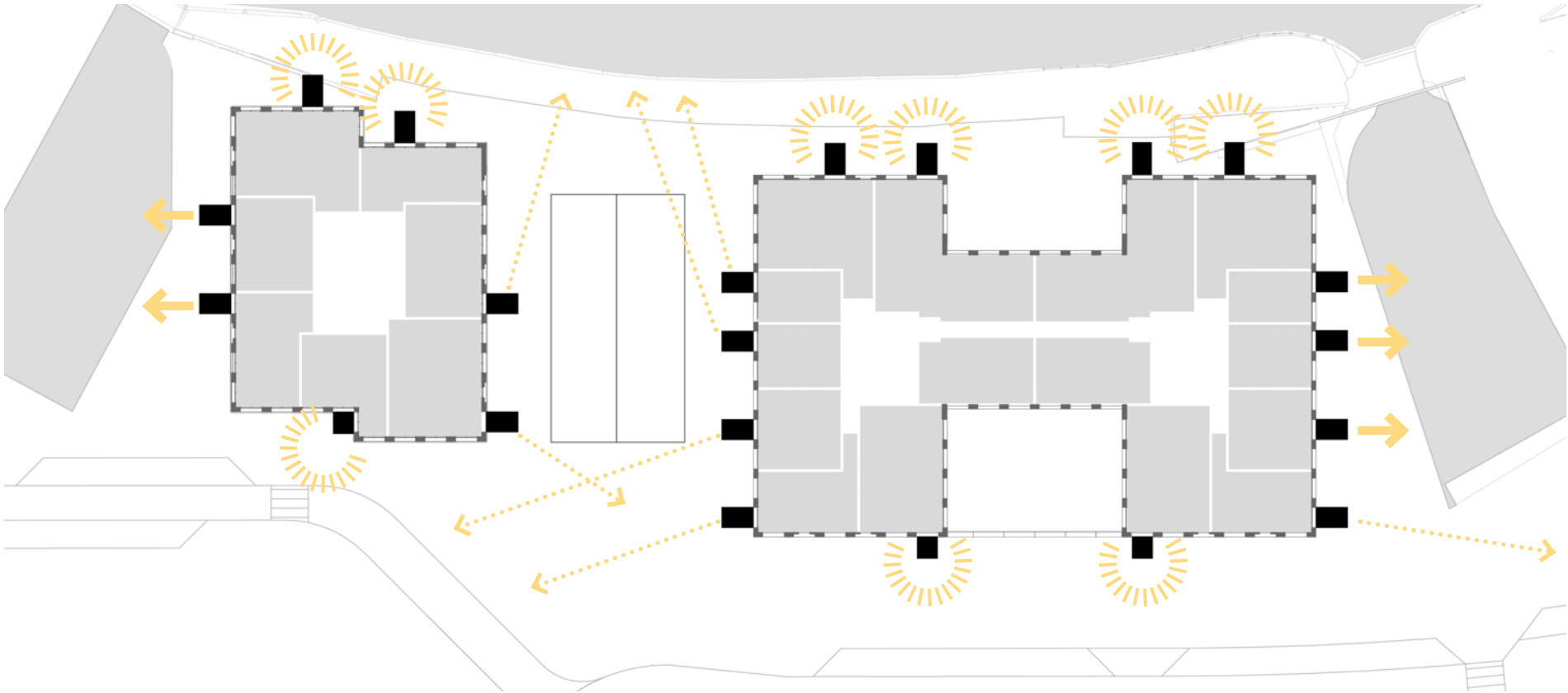


Fig 1.81: Plot 05 External Amenity Spaces - Private

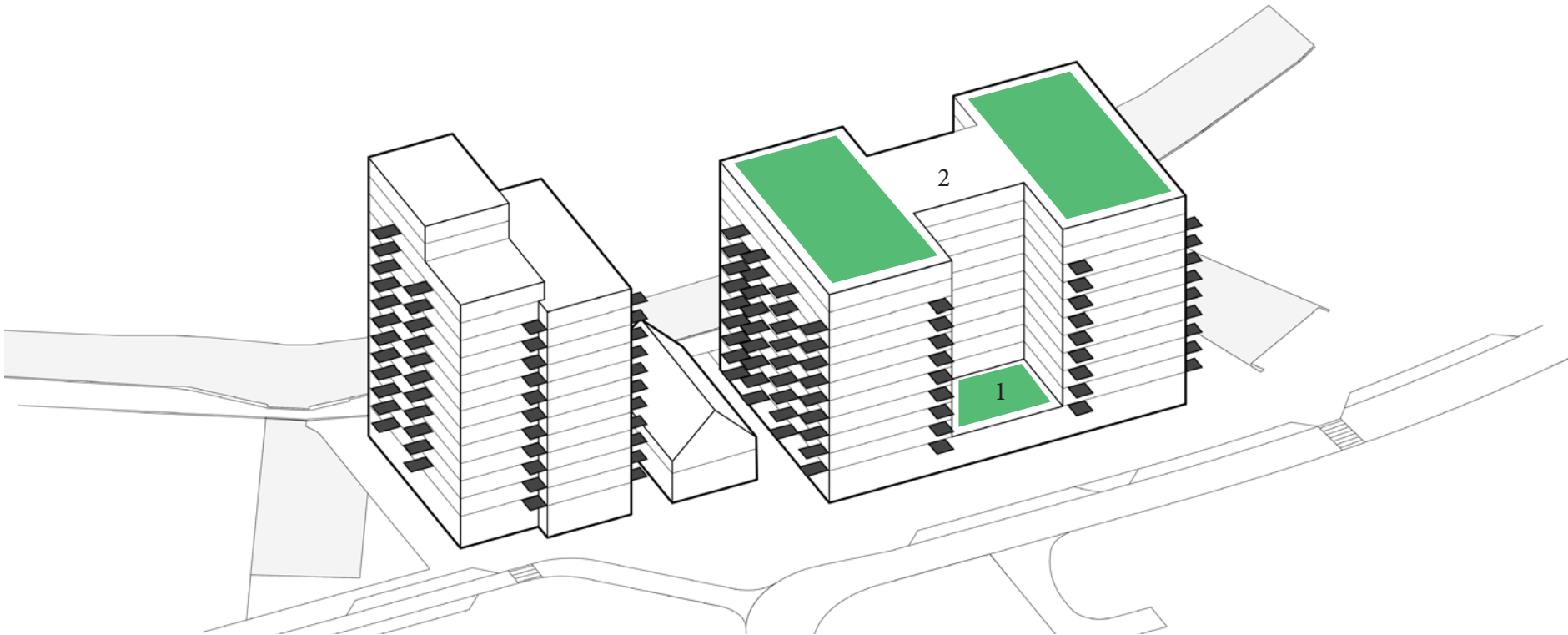


Fig 1.82: Plot 05 External Amenity Spaces - Private

Housing Quality

Usability and maintenance

In order to maximise ground floor active frontage, cycle storage is provided within the basement alongside plant rooms and back of house spaces wherever possible. Lifts and stairs will be designed to be suitable for transporting bikes between levels. Separate lifts are provided to serve BOH areas.

Plot 05

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (vi) Usability and Maintenance
---	---

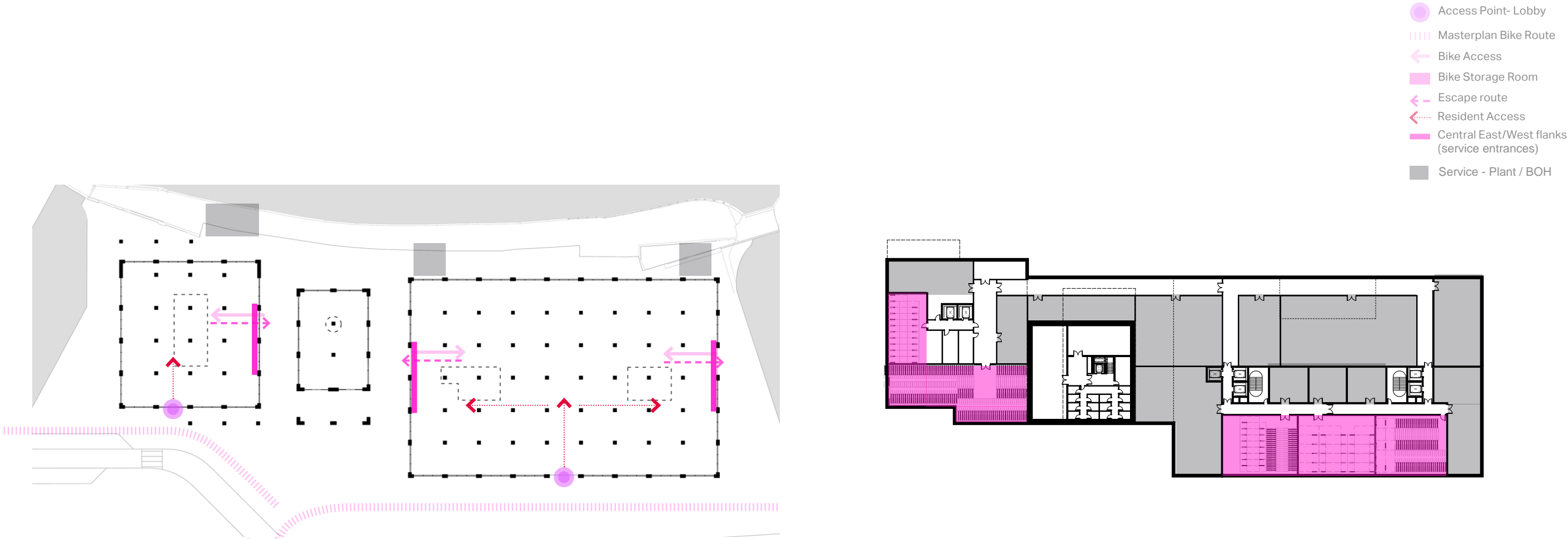


Fig 1.84: Plot 05 - Ground floor access, entrances, servicing, refuse and cycles (indicative locations)

Fig 1.83: Plot 05 - Basement servicing and cycles

Housing Quality

Plot 06

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (i) Layout, Orientation and Form Built form, massing and height
---	--



Fig 1.85: Massing concept sketch

The built form, massing and height of the development has been considered as part of a wider study on the surrounding context.

Our site wide massing strategy shows our broad approach to massing, with taller buildings positioned along the railway edge and lower buildings shown the canal edge.

Plot 06 is arranged as the backdrop to a significant new piece of landscaped public realm. With an active ground floor that opens up to both the new landscape and the existing canal basin, Plot 06 provides a open and generous threshold to the site.



Fig 1.87: Plot 06 as viewed from the north



Fig 1.88: A generous civic space at the entrance of the site



Fig 1.86: A CGI image showing Plot 06 as viewed from the north

Housing Quality

Plot 06

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
---	--

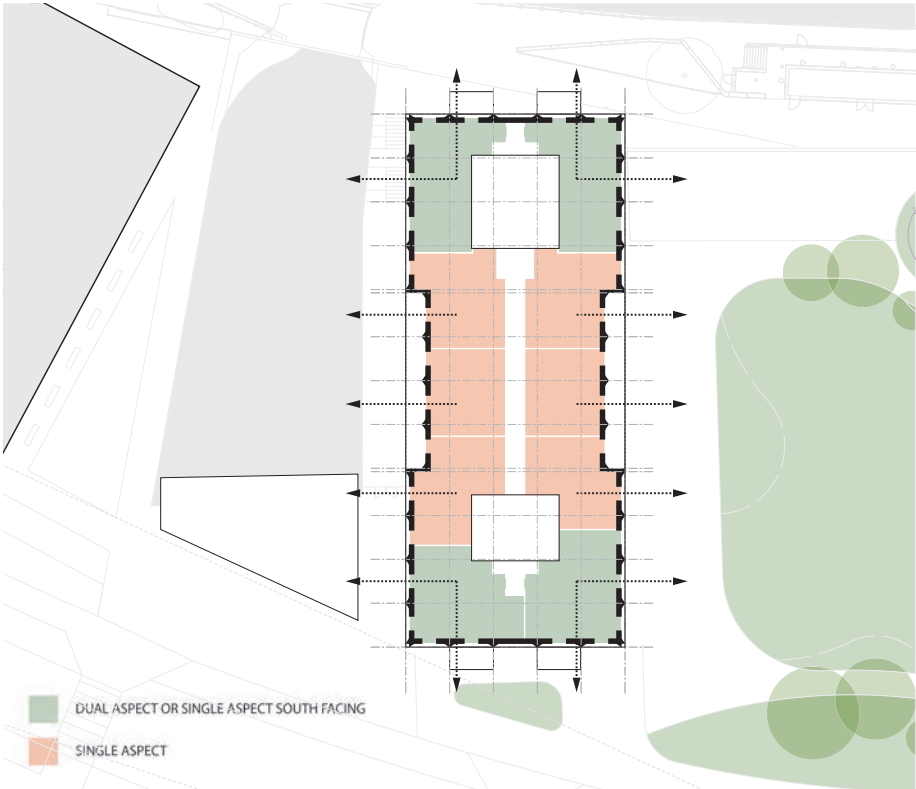


Fig 1.89: Plot 06 - Maximise dual aspect apartments

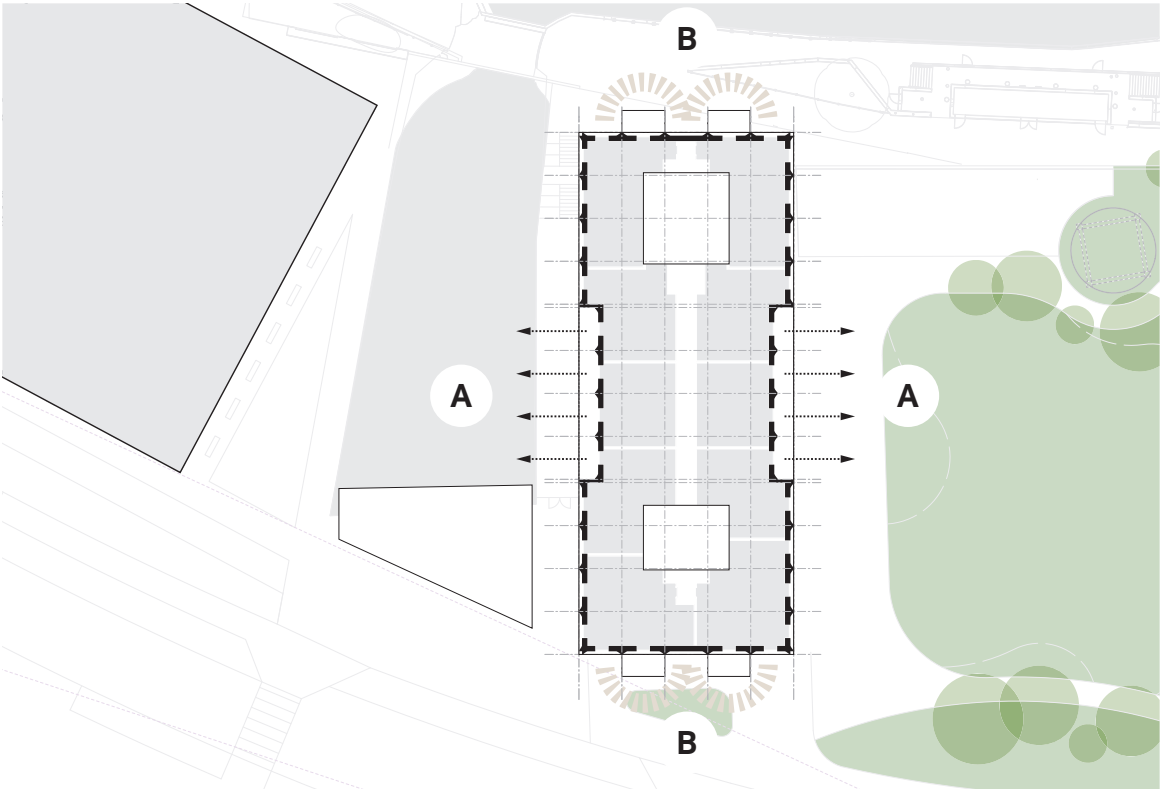


Fig 1.93: Plot 06 - Balcony types & locations

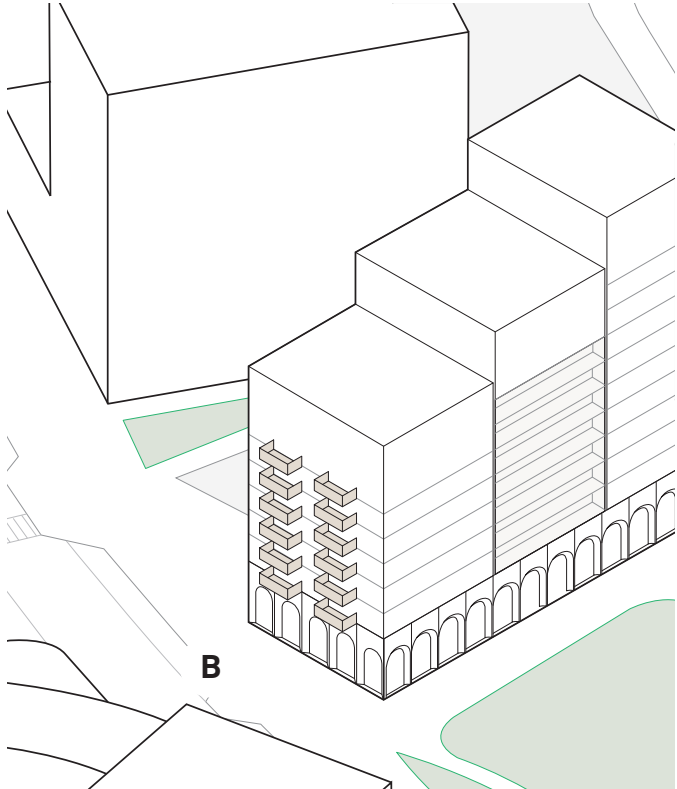


Fig 1.94: Plot 06 - Balcony types & locations

Enhanced aspect Plot 06

The distribution of the five buildings within Plot 6 has been carefully considered to maximise long views out of the residential units. The block is laid out perpendicular to the canal, with larger dual aspect homes positioned on the corners of the development with views towards the canal, the existing canal basin the avenue and the new entrance garden - Carnival Gardens.



Fig 1.92: Illustrative apartment balcony - iterative testing

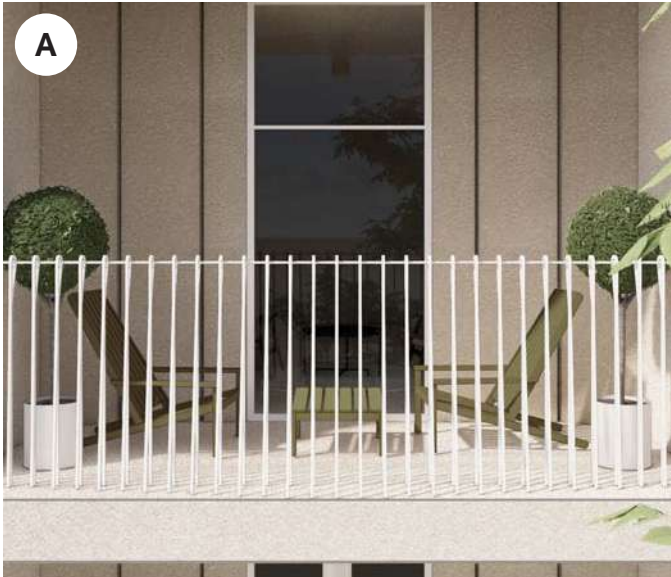


Fig 1.90: Illustrative apartment balcony - iterative testing



Fig 1.91: Illustrative apartment balcony - iterative testing

Housing Quality

Public realm and active frontage

Plot 06

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
---	--

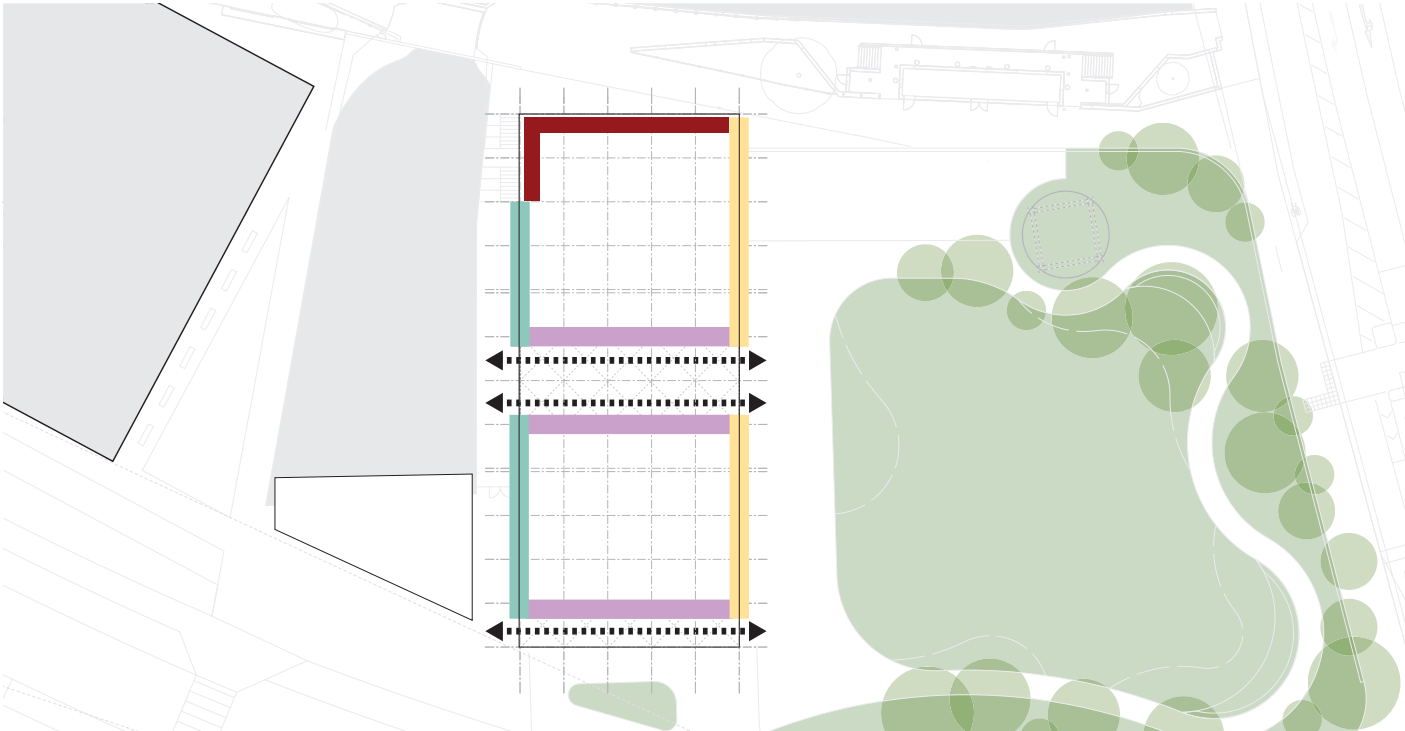


Fig 1.95: Plot 06 - Active frontage strategy

- Towards Garden
- Within Colonnade
- Towards Canal Basin
- Towards Towpath (Level 01)



Fig 1.96: Plot 06 - Illustrative ground floor level

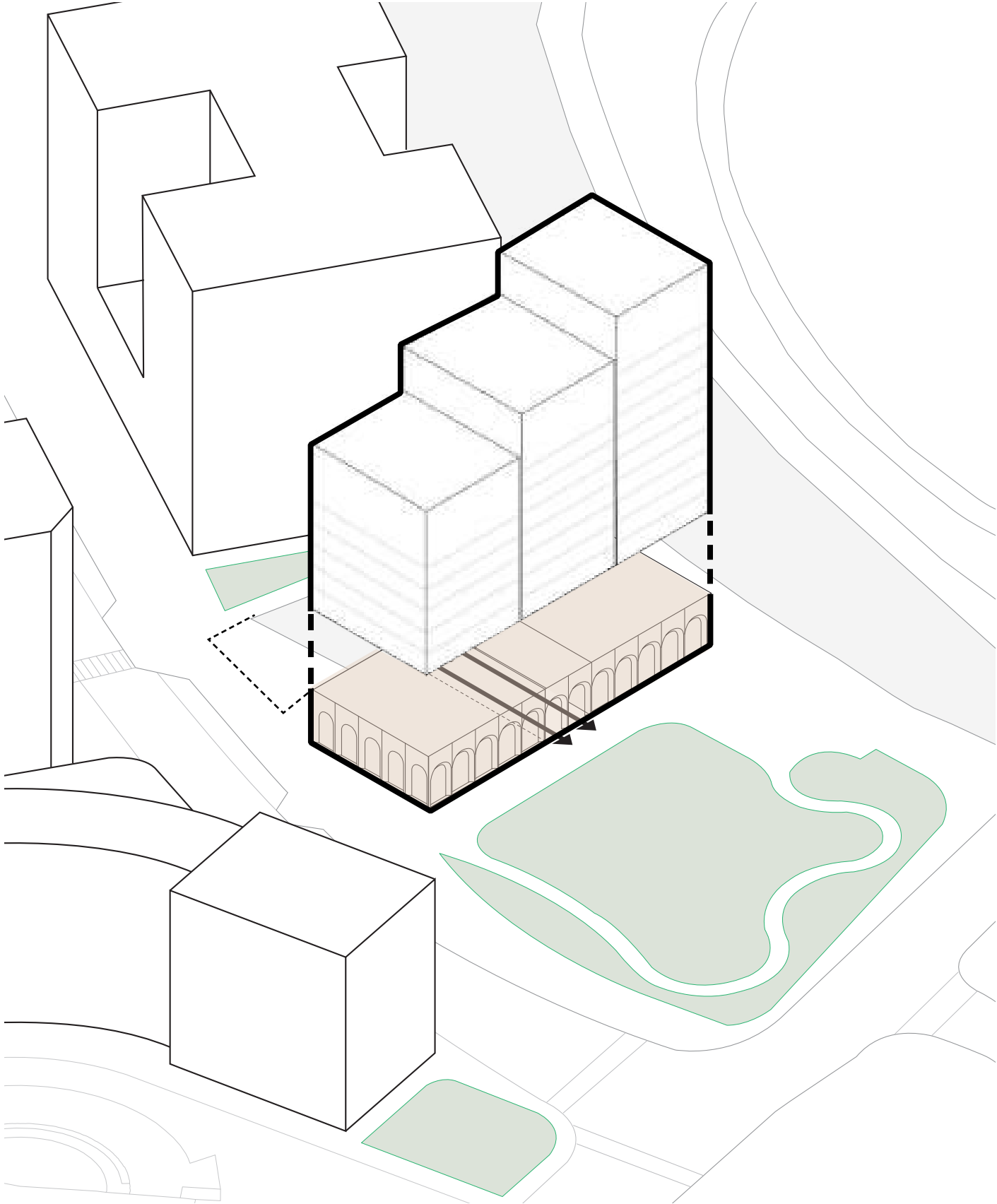


Fig 1.97: Commercial Base

Housing Quality

Public realm and active frontage

Views towards Canal Basin

The activation of the canal edge adjoining the basin is of equal importance to the landscaped garden. The selection of commercial units in this area should align with the basin's use as a sports facility by the London Sports Trust.

A key consideration for this edge is to enhance accessibility, particularly improving access from the lower basin edge to the towpath on the northern side, which is approximately +30m AOD.

Plot 06

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (ii) Layout of the scheme
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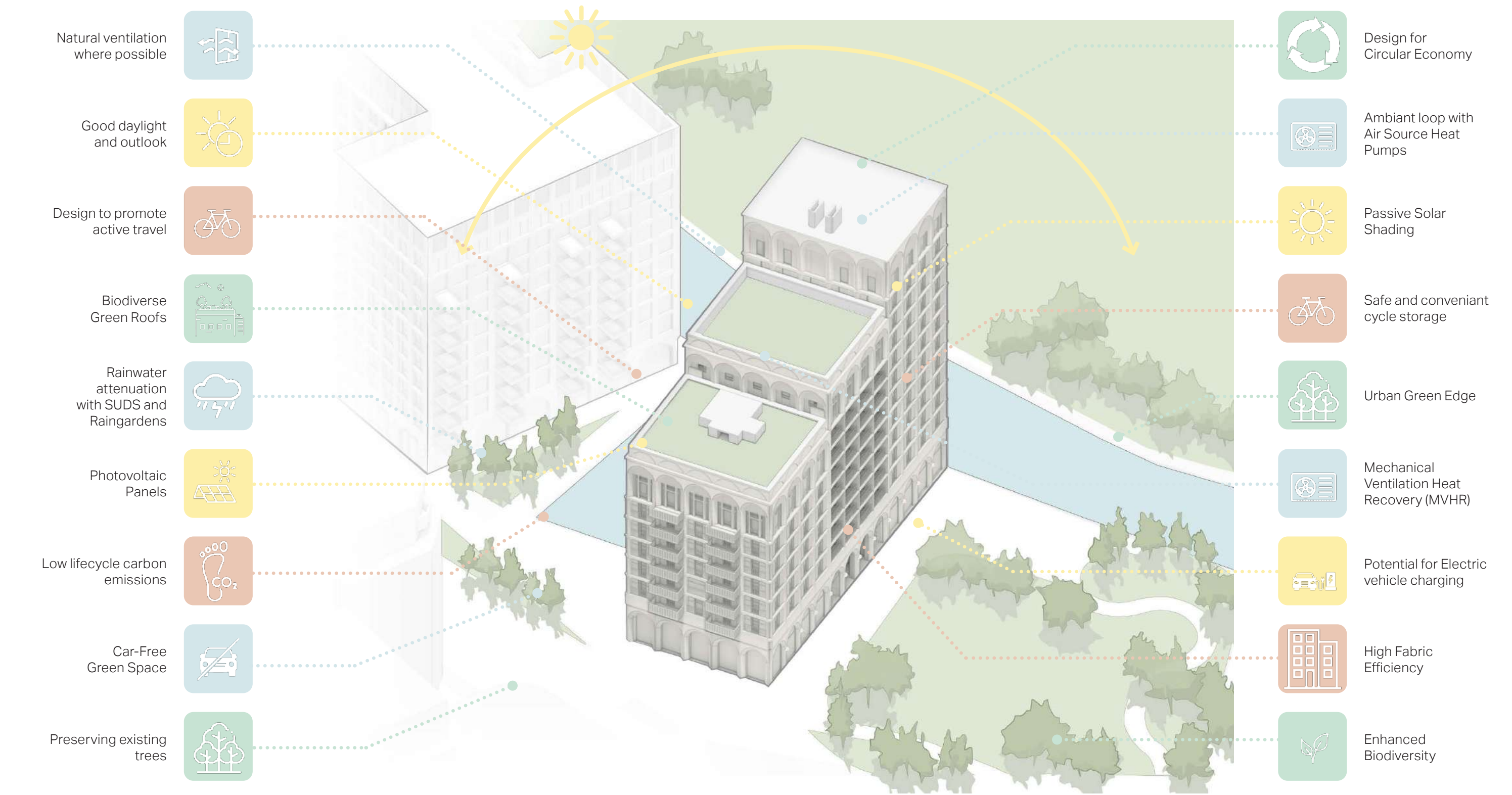
Fig 1.98: Plot 06 - Illustrative design showing stepped connection to northern towpath and colonnade route through from landscaped garden

Housing Quality

Daylight/ Sunlight approach to low carbon design

Plot 06

Qualitative design aspects London Plan Policy Section D6	Table 3.2 (iii) Site layout, orientation, design of individual dwellings and common spaces.
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Housing Quality

Usability and maintenance

Plot 06

Qualitative design aspects
London Plan Policy Section D6

Table 3.2
(vi) Usability and Maintenance

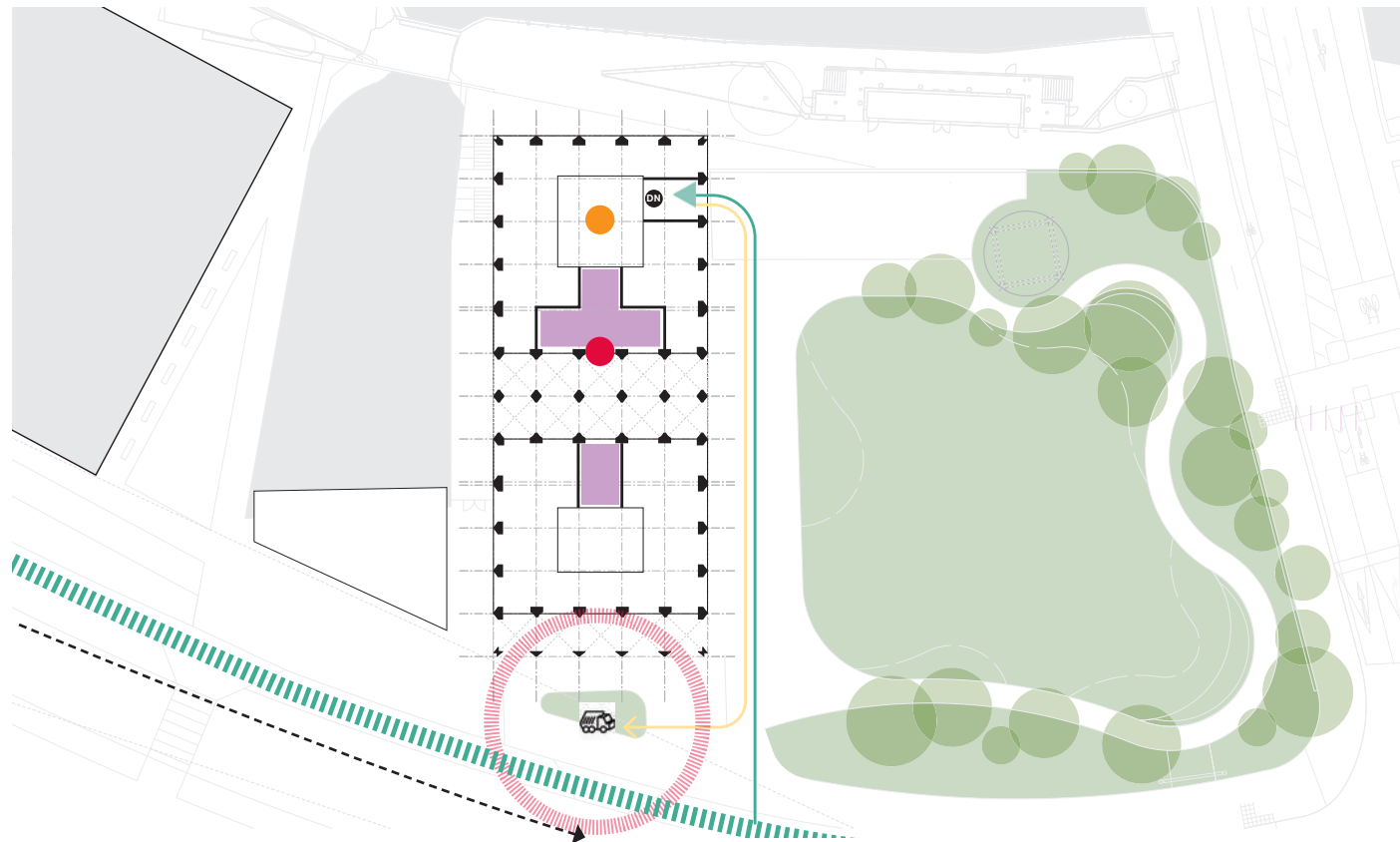


Fig 1.100: Plot 06 - Residential Access - Pedestrian -Bikes

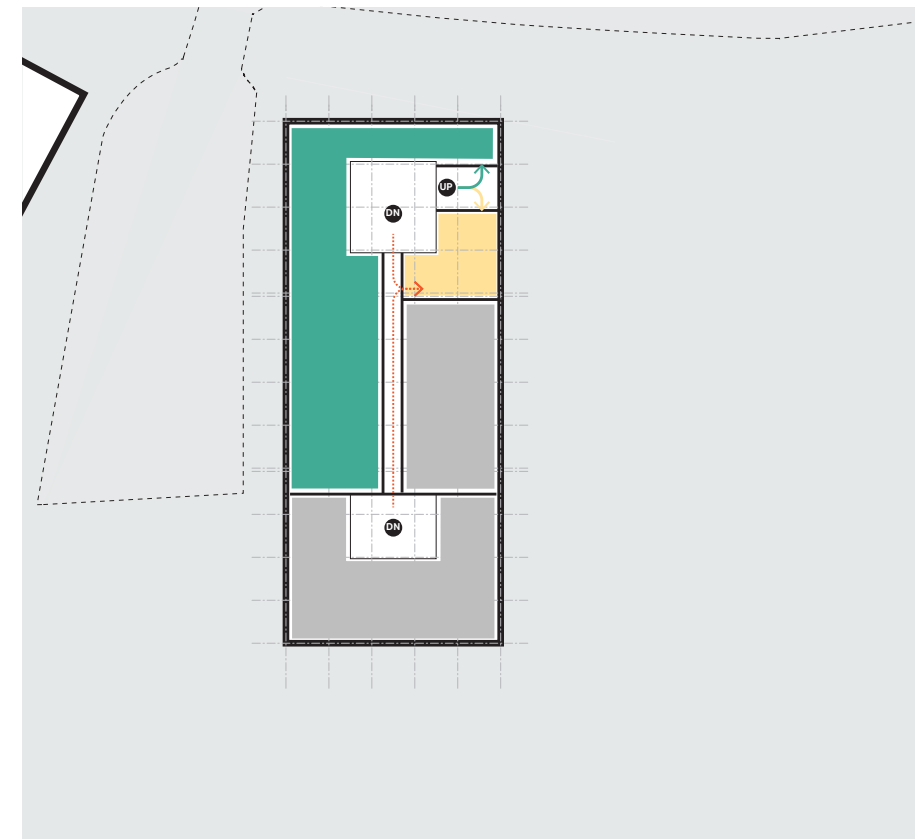


Fig 1.101: Plot 06 Residential Access - Pedestrian -Bikes



Housing Quality

Wheelchair adaptable units

Adaptable units will be designed to comply with part M4(3) of the building regulations representing 10% of the overall units. They will offer a variety of apartments sizes and will be distributed across each plot. This will ensure a range of wheelchair units with a variety of different outlooks and orientations. The accessible units will be designed to the same high quality as the other units within the plot. An example of our approach from Plot 04 is shown opposite.

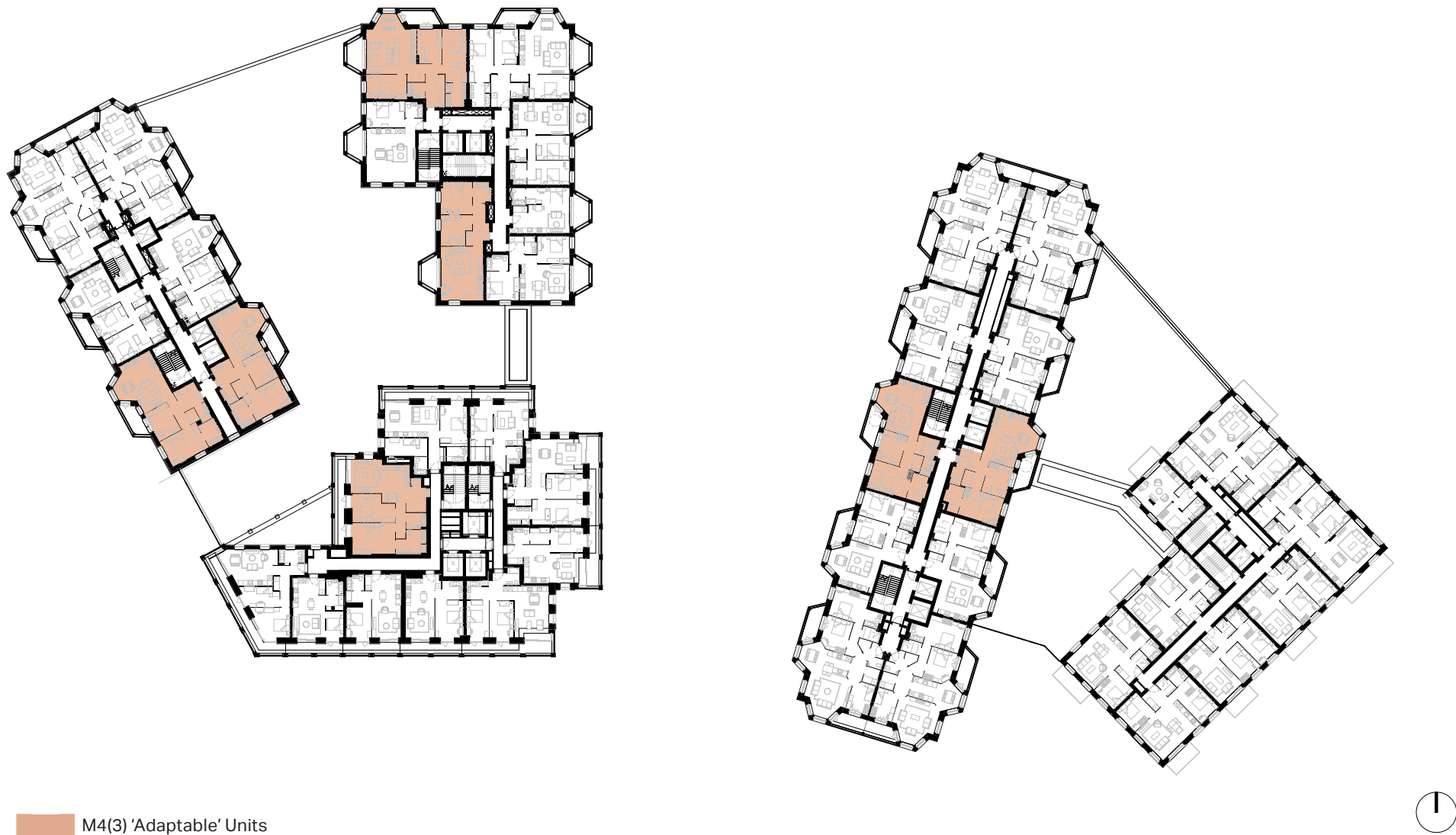


Fig 1.102: Typical floor (Indicative locations)

Housing Quality

The following diagrams describe our approach to block arrangement on site. North, South facing blocks allow for the following positive responses with relation to aspect and housing quality. Predominantly east and west homes will benefit from either morning or evening sun and will enjoy views of the sunrise or sunset. Gaps between the bulding blocks allow for long views either to the canal and cemetery or to the southern skyline of London across the wide gap formed by the traintracks. Gaps between the blocks allow daylight to penetrate between blocks providing natural light to residential living spaces and to the public realm.

The following diagrams have been included in the revised overarching design code and are mandatory principles of the masterplan structure.



Fig 1.104: Illustrative masterplan overview

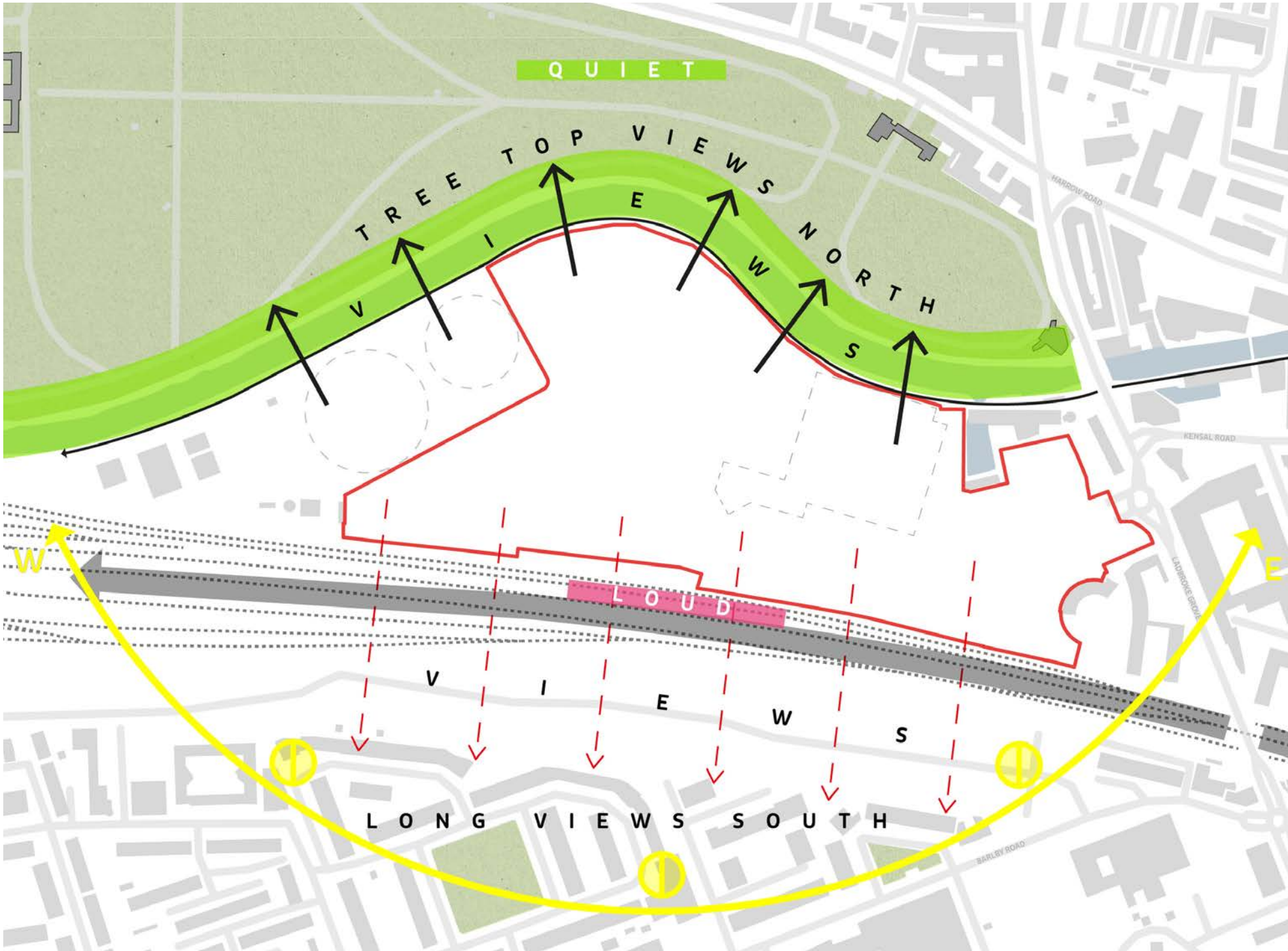


Fig 1.103: View Strategy between buildings

Housing Quality

Block Guaging and Aspect

Aligning buildings to a north south orientation provides homes with an east or west axis and avoids single aspect north facing homes. Gaps between buildings allow for sun penetration to the centre of the masterplan and to provide natural daylight to the network of public realm.

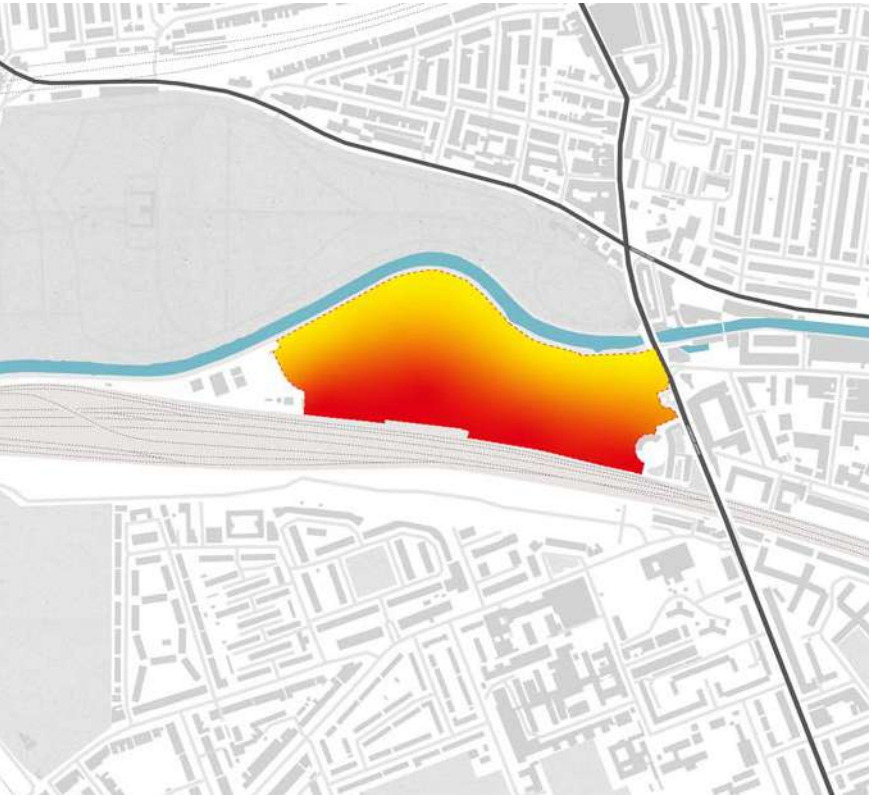


Fig 1.106: The height and massing approach



Fig 1.105: Building layering and long views to and from site.

Housing Quality

Block Guaging and Aspect

This strategy is represented by the diagram opposite where blocks benefit from being aligned in a north-south direction, maximising daylight to the public realm and opening views to the wider context.

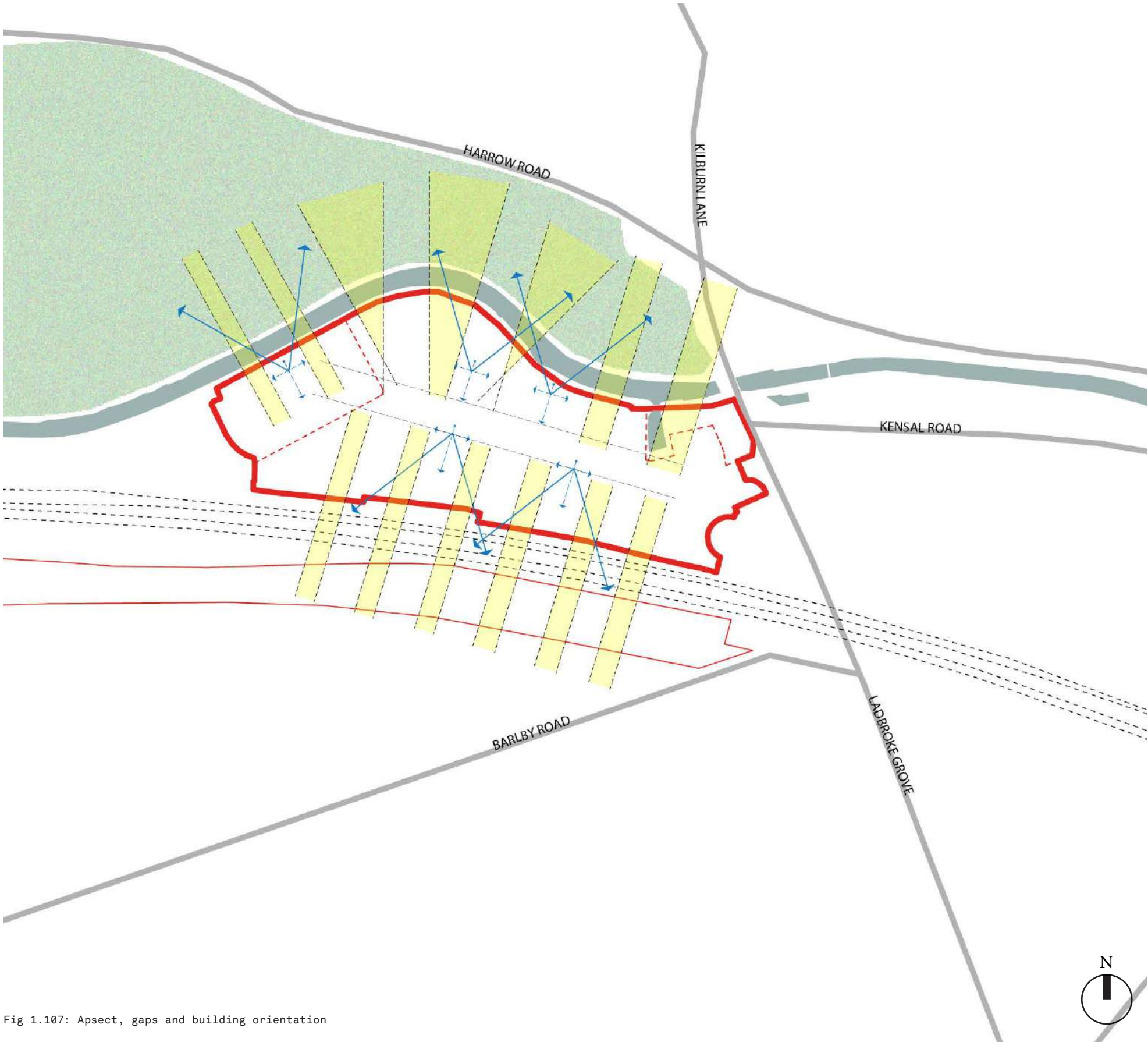


Fig 1.107: Aspect, gaps and building orientation

Housing Quality Block Guaging and Aspect

This page provides a summary of the block by block dual aspect calculations across the masterplan.

Overall the masterplan performs well and achieves 53% dual aspect units. The shortfall is compensated by the other housing quality aspects assessed in the previous section against London Plan Policy D6.

Dual Aspect Study

Plot Summary

	No. Homes	Dual Aspect		No. Homes	Dual Aspect		No. Homes	Dual Aspect		No. Homes	Dual Aspect		No. Homes	Dual Aspect
Plot 01			Plot 02			Plot 04			Plot 05			Plot 06		
1.1.1	82	44	2.1	273	108	4.1	234	210	5.1	91	65	6.1	88	44
1.1.2	54	12	2.2	142	43	4.2	58	39	5.2	72	36			
1.2.1	152	58	2.3	158	84	4.3	59	43	5.3	72	36			
1.2.2	66	30	2.4	148	98	4.4	94	34						
1.3.1	154	76	2.5	77	53	4.5	56	28						
1.3.2	40	30	2.6	39	39									
1.4.1	144	54	2.7	55	29									
1.4.2	56	10	2.8	55	29									
Total	748	314	Total	947	483	Total	501	354	Total	235	137	Total	88	44
%		42%	%		51%	%		71%	%		58%	%		50%

No. Homes	Dual Aspect
-----------	-------------

		%
Site Total	2519	53%
Unit total		1332

*** an increase of 176 dual aspect homes overall to achieve 60% dual aspect units overall**

Housing Quality

Block Guaging and Aspect

As set out within Policy D3 of the London Plan the development seeks to maximise the capacity of each plot within the masterplan which in some cases means that single aspect homes are utilised.

The implementation of single aspect homes has been delivered where deemed appropriate within the masterplan in response to environmental conditions (aspect, orientation, thermal comfort), mitigation methods (privacy, balcony positions, solar shading, enlarged homes above LHDG standards, views, adequate separation to adjacent properties) and to ensure the site maximises capacity and crucially aligns with the latest fire safety regulations.

- Overall, the masterplan achieves 53% Dual Aspect.
- The Social Rent housing across Plot 1.3 and 2.4 (342 units) achieves 60% Dual Aspect

Of the total single aspect homes:

- 67% (778 units) are 1 Bedroom Apartments
- 30% (352 units) are 2 Bedroom Apartments
- The remaining 3% are oversized from LHDG standards and offer a variety in housing choice (such as the Townhouses in Plot 1.1) and benefit from large offset distances to improve daylight and privacy



Fig 1.108: Typical Upper level Plan

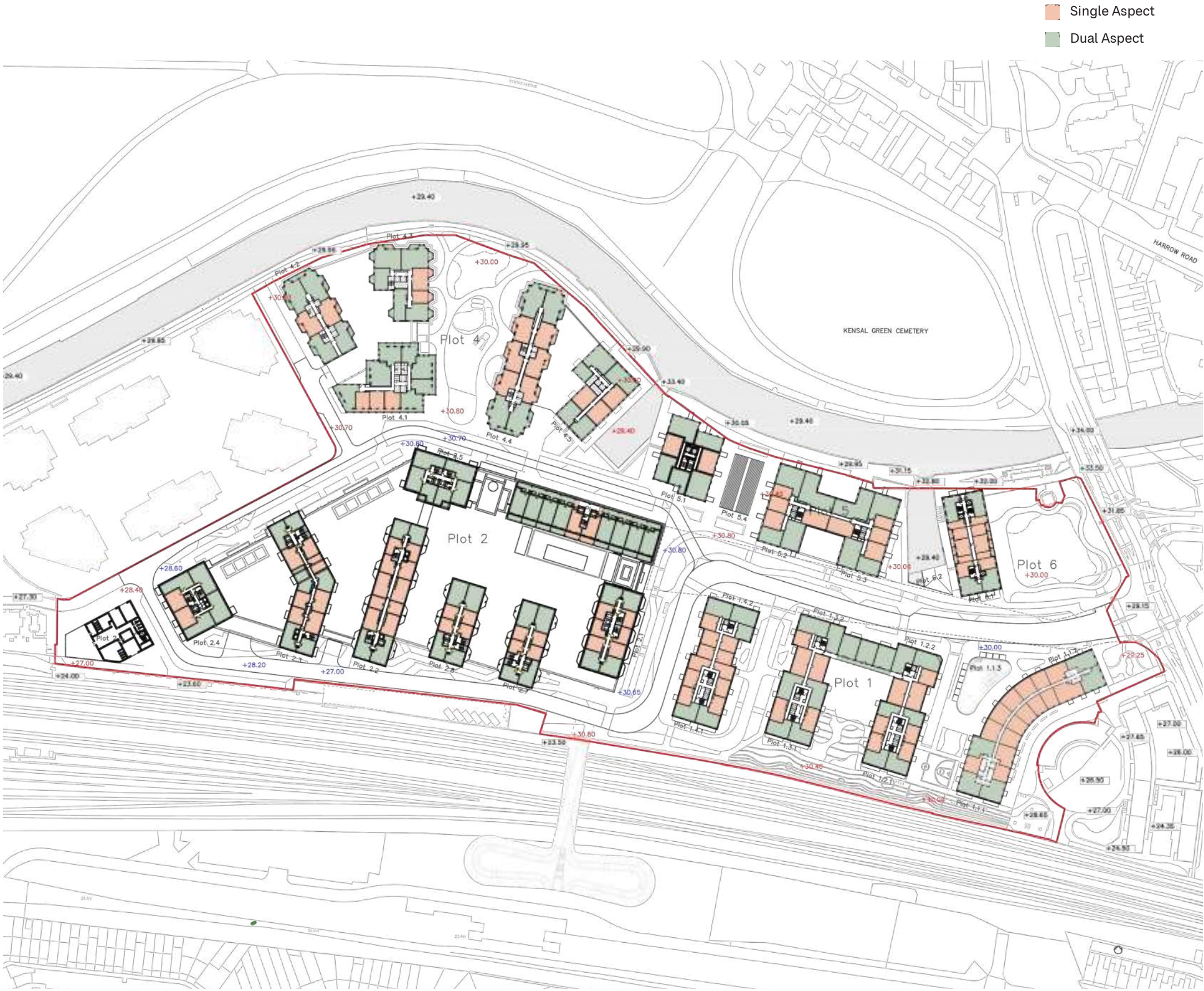


Fig 1.109: Typical Lower level Plan - Dual and Single Aspect Study

Balcony Placement & Internal Corridors

An overarching design code has been added the design code, this includes a section on mandatory requirements for balcony locations to avoid issues of overlooking.

These requirements are also reflected on the Parameter Plans which show ‘limits of deviation’ for balconies and facade lines.

A diagram has been added to the housing quality section of chapter 01 to reflect on the block gauging and the minimum spacing of blocks within the masterplan.

The following statement has been provided by our energy and sustainability consultant regarding internal corridors.

Communal corridors are reviewed during the Part O overheating assessment. The selected reviewed sample of communal corridors have all been shown to comply with Part O meaning there is not a significant risk of overheating within these spaces. Typically communal corridors carry an overheating risk due to the heat gains associated with communal heating pipework, however, at the proposed scheme the temperature of the water within communal community heating pipework is much lower due to it being a 5th generation ambient temperature loop meaning associated heat gains into the corridor are negligible.

2.5.16 Residential design quality - Balcony design standards.

All the homes within the illustrative scheme have been designed to include private balconies of at least 10% of the floor area of the apartment area and are shown with a minimum depth of 1.5m.

In many cases the illustrative scheme provides private amenity in excess of the minimum standard, this is particularly apparent in plots 04 and 05 which have been drawn with either large projecting balconies or generous linear balconies linked to the plots signature bay window designs.

The outline design parameters reflect these specific private amenity requirements and have been drawn to ensure that future reserved matters application can follow the intentions of the illustrative designs.



Fig 2.112: Plot 5 - Building 5.5 - Illustrative design showing projecting balconies



Fig 2.114: Plot 5 - Projecting balcony designs - Illustrative design

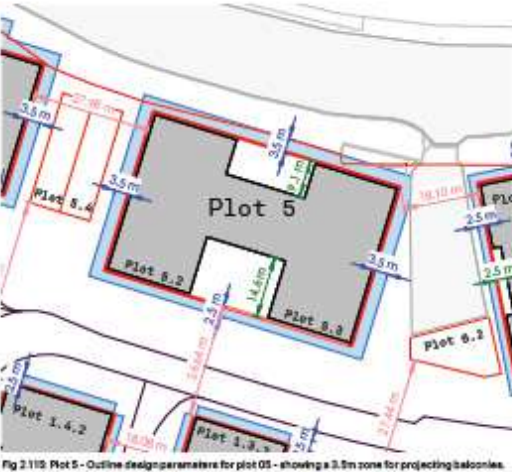


Fig 2.115: Plot 5 - Outline design parameters for plot 05 - showing a 3.5m zone for projecting balconies.

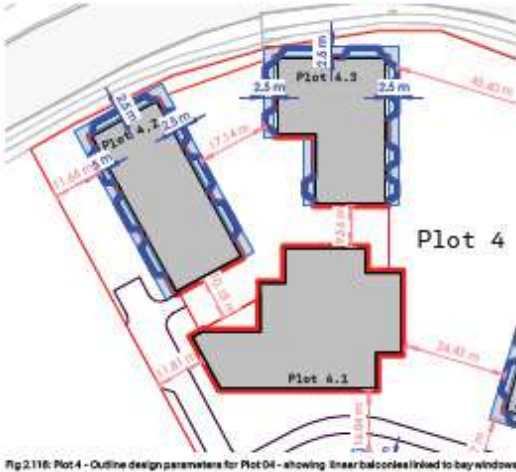


Fig 2.116: Plot 4 - Outline design parameters for Plot 04 - showing linear balconies linked to bay windows.



Fig 2.117: Plot 4 - Illustrative design showing bay windows and balconies.

Fig 1.110: Extract of Design code showing balcony design standards

Internal Corridors

- In the case of tall buildings, providing natural light into corridors is difficult due to the need to create a compact and efficient form and prioritise natural light to homes rather than the common parts. Architecturally it also causes issues with blank elevations if cores are located onto external walls of tall buildings.
- In the case of lower scale buildings with longer corridors, most schemes where windows are provided in the common parts tend to be located between a lift lobby and staircase on the side of a building or at the end of a corridor.
- In both instances there will typically be internal doors to the cores or corridors that will reduce the benefit of natural light and natural ventilation and typically corridors still requires supplementary artificial lighting and mechanical ventilation.
- Natural ventilation might only be effective if there is cross ventilation. This requires two opening windows at opposing sides. Again, internal doors on the corridor might mean natural ventilation isn't effective or even possible.
- Subject to orientation, the windows to a corridor may even cause overheating which would then require greater amounts of mechanical ventilation. Extending corridors to the ends of buildings to achieve natural light requires additional area and an increased building envelope which adds to the carbon footprint of the building.
- Further, all corridors are sized at a minimum of 1.5m and have been designed to accommodate widening adjacent doors into apartments - as per the illustration opposite.

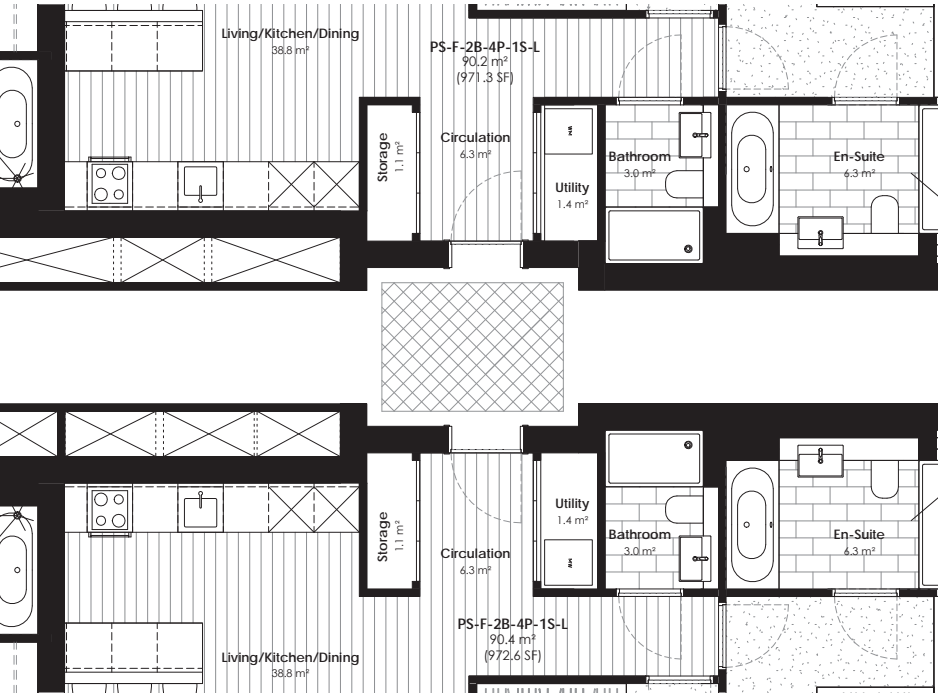


Fig 1.112: Illustrative corridor design



Fig 1.111: Illustrative corridor design

RBKC Non-Substantive Design Items

Non - Substantive Design Item 2 | Public Realm Analysis and Comparison to SPD

Non - Substantive Design Item 12 | A Public Realm led Masterplan

Non - Substantive Design Item 16/92 | Ladbroke Gardens

Non - Substantive Design Item 21 | Building Heights Comparison with SPD

Non - Substantive Design Item 22/89 | Height Strategy against the canal

Non - Substantive Design Item 23 | Plot 4.1 Parameters

Non - Substantive Design Item 24.2/90 | Cemetery Gate View

Non - Substantive Design Item 25/48 | Design Code Detail

Non - Substantive Design Item 30 | The Site Entrance

Non - Substantive Design Item 32 | Balcony Placement / Internal Corridors

Non - Substantive Design Item 35 | Block 5.1 Study

Non - Substantive Design Item 49 | The Plot 1 Pavilion

Non - Substantive Design Item 51 | Plot 1 East and West Facing Streets

Non - Substantive Design Item 55 | Plot 4 Entrances

Non - Substantive Design Item 60 | Plot 6 Massing

Public realm analysis and comparison to SPD

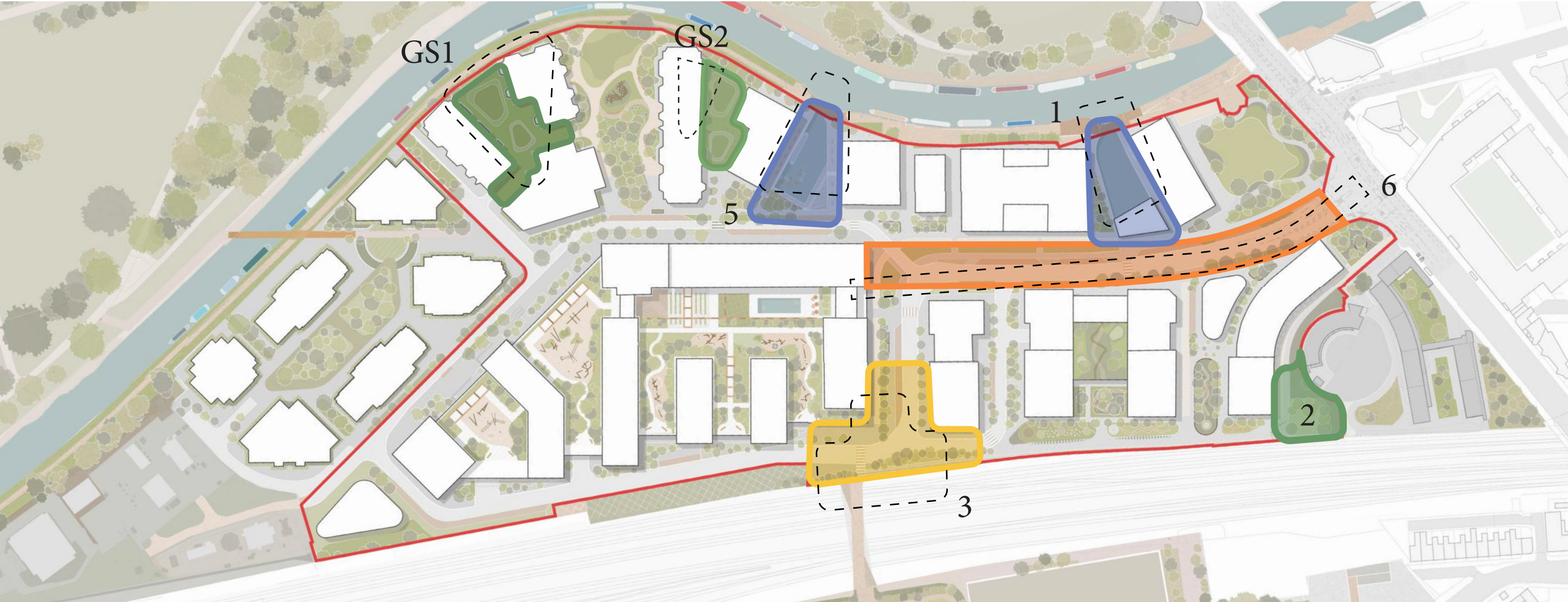


Fig 1.113: Figure ground comparison to SPD layout

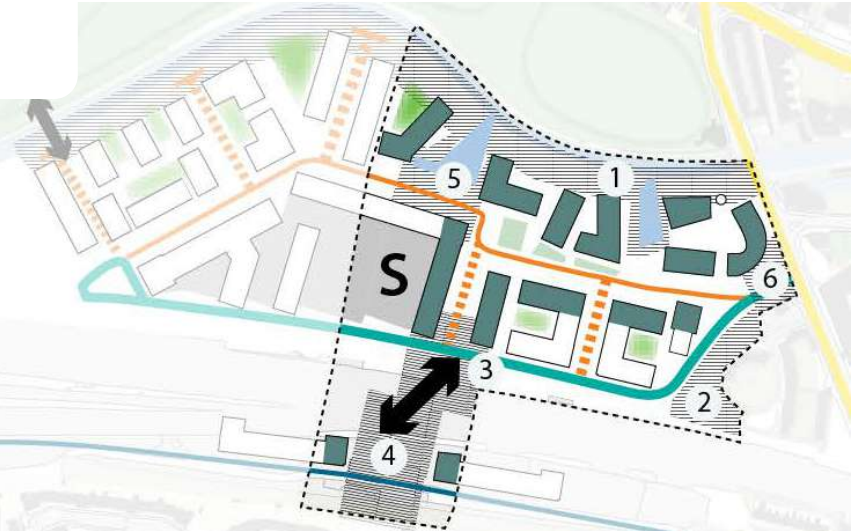


Fig 1.114: The SPD layout

- Key spaces**
- 1. Canal and towpath
 - 2. Rail Disaster Memorial
 - 3. Bridge landing (north)
 - 4. Bridge landing (south)
 - 5. New wharf / superstore entrance
 - 6. Ladbroke Grove entrance

The diagrams above draw a comparison between the indicative SPD layout and the planning stage proposed masterplan.

The proposed masterplan provides a significantly larger amount of public realm than would be delivered should the SPD plan be used as a reference. Notably the SPD plan only shows two green spaces (termed GS1 and GS2), significantly smaller in size than Canalside Gardens and with a poor relationship to both the surrounding buildings, the canal frontage and the wider masterplan.

The SPD references 6 key spaces (shown opposite) alongside the High Street which form the main components of the Neighbourhood centre. The following page utilises these same colours to demonstrate a significant increase in these key areas, whilst introducing additional areas of public realm to the masterplan.

Public realm analysis and comparison to SPD

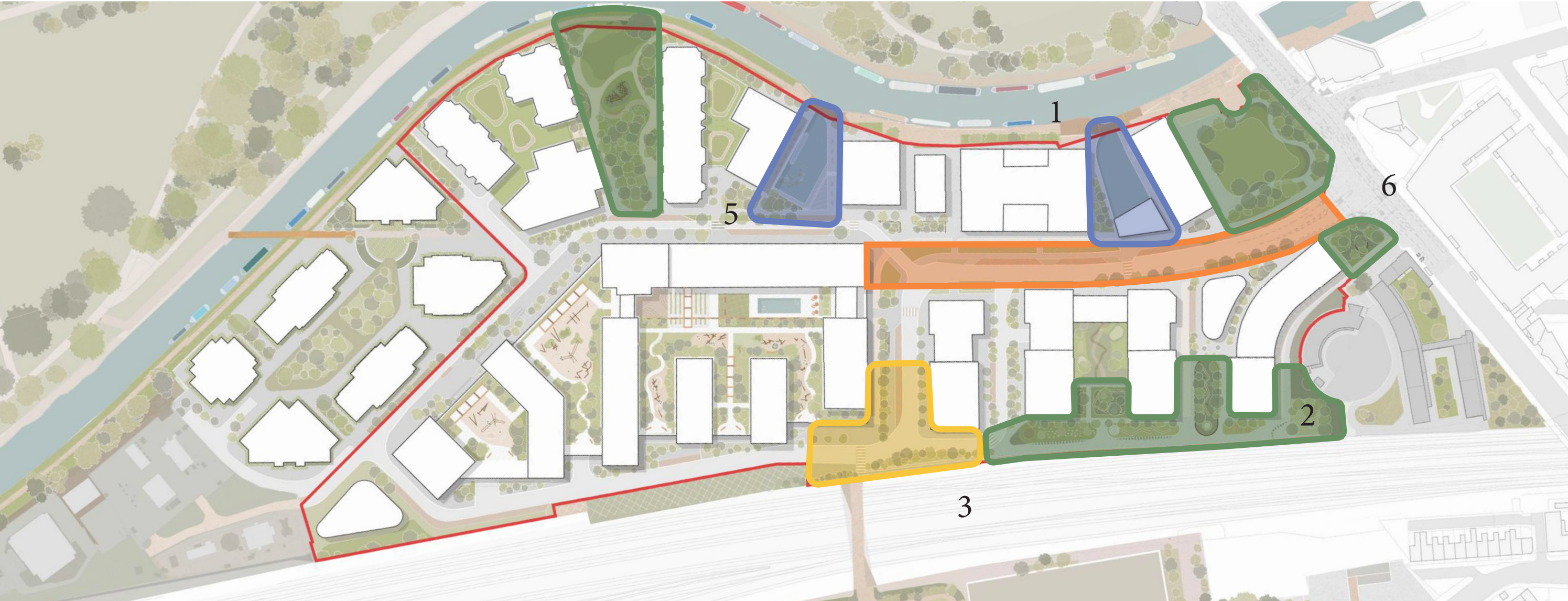


Fig 1.116: Proposed masterplan and key urban spaces

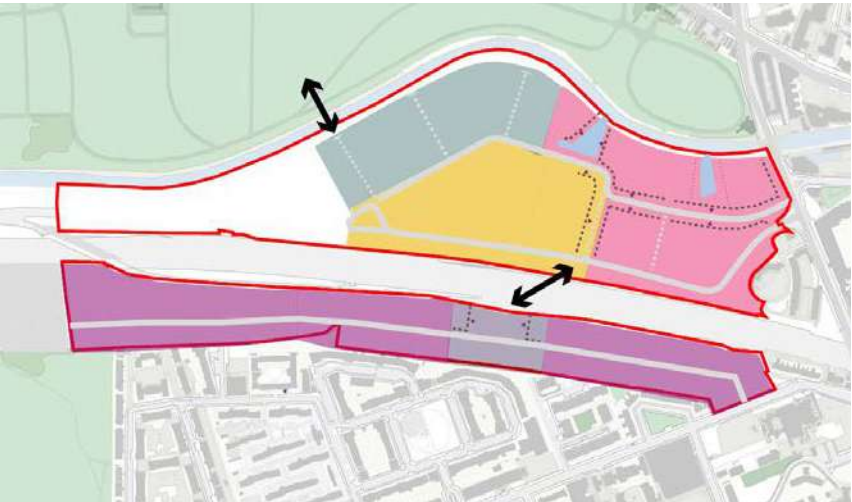


Fig 1.115: The SPD Character Areas

- Key spaces**
- 1. Canal and towpath
 - 2. Rail Disaster Memorial
 - 3. Bridge landing (north)
 - 4. Bridge landing (south)
 - 5. New wharf / superstore entrance
 - 6. Ladbroke Grove entrance

- Area 1
- Area 2
- Area 3

The same colours utilised on the previous diagram have been used on this page to indicate the significantly enhanced proportion of green space and public realm delivered within the proposals. A generously proportioned site entrance fronted by gardens and framed by buildings provides a true sense of arrival into the site whilst South Terrace (adjacent to the memorial garden) provides a large area of amenity space for residents. Further, when the SPD character areas are overlaid (Areas 1, 2 and 3) the masterplan clearly reinforces their intended purpose and vision:

Area 1: Clear entrance with high street and basin framed by active non-residential uses, a large landscape buffer to memorial garden and railway, taller building used as marker (Plot 6) for site entrance and Ladbroke Gardens, RBKC architectural character referenced across all building plots.

Area 2: Plot 4 is quieter in nature and entirely residentially focussed other than the community use in the base of the tower (Plot 4.1), which marks the western bridge landing, canal and Canalside Garden. The setting out of the buildings on the plot responds directly to the sweep of the canal and cemetery beyond.

Area 3: Replacement Store where active frontages are maximised on all sides and housing is carefully articulated to break down the overall mass. South Drive provides a visual and acoustic buffer to the railway. The use of a tall moment (Plot 2.1) is intentional on the eastern edge, to mark the position of the new store and the south bridge landing.

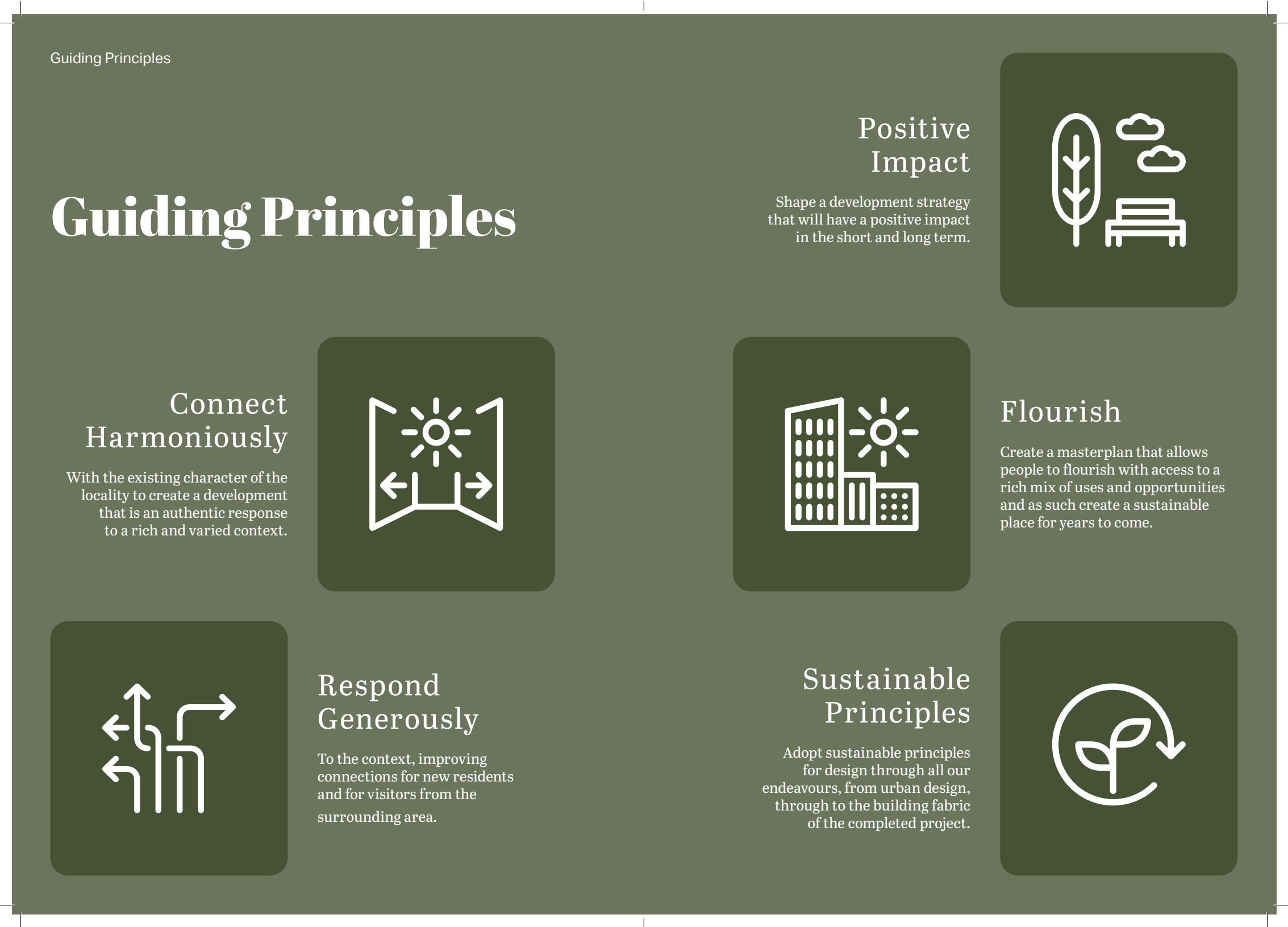
A Public Realm led Masterplan

The diagrams and images presented over the following pages illustrate our integrated approach to building and landscape.

Please also refer to substantive item 7.1 for details of how these principles have been secured through the design code and parameter drawings.

The Landscape Addendum (Ref: 167-SPA001-X-XX-DC-L-RP-0002) and Design Code also provide further narrative on the public realm.

Item 2 has clearly set out how the masterplan is in alignment with the SPD whilst providing significant additional areas of public realm, which are key to the overall placemaking of the site.

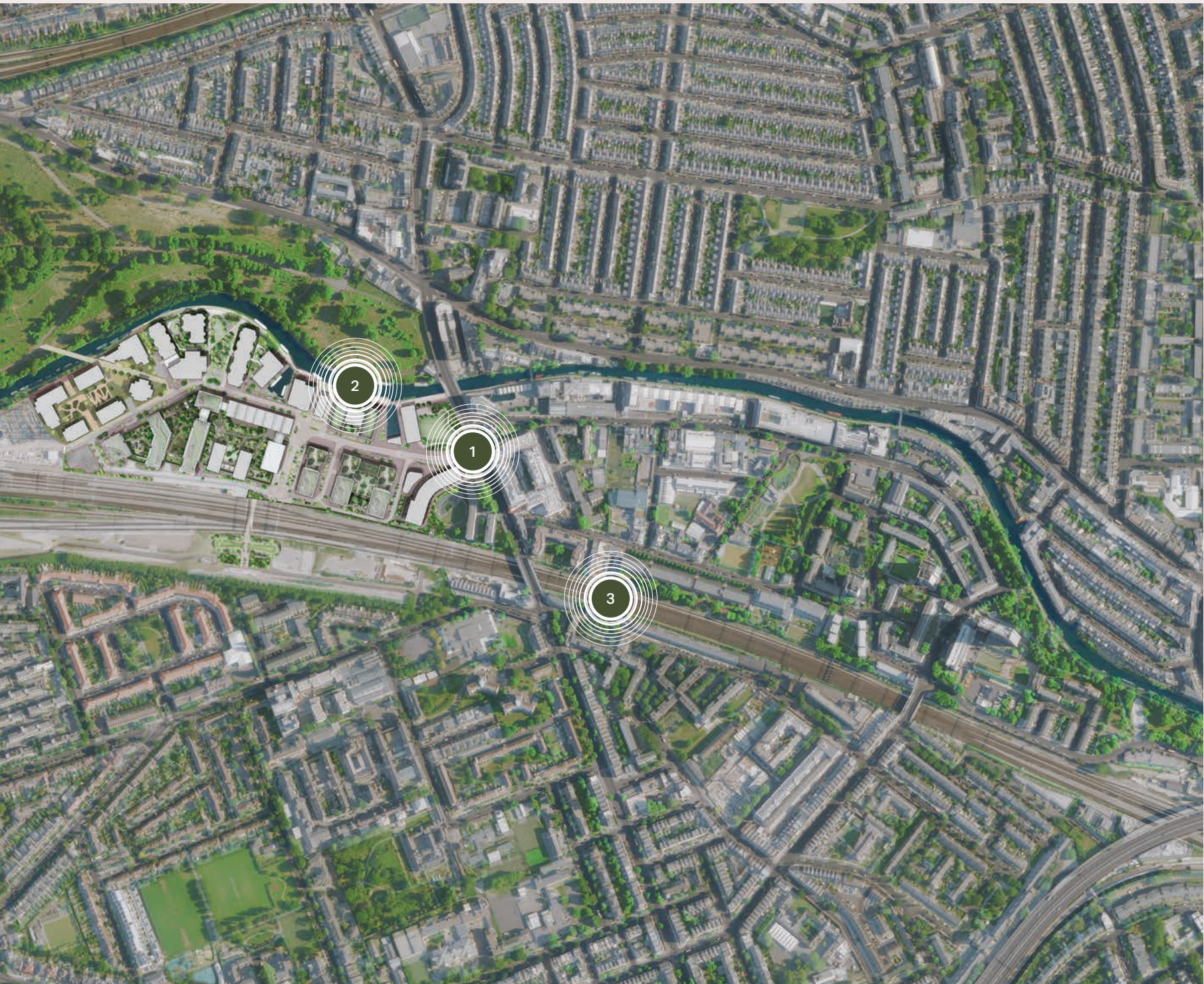


A Public Realm led Masterplan

The influence of the immediate context has been key to establishing the network of interconnected public realm throughout the masterplan.

Ladbroke Gardens is intentionally positioned at the gateway to the site as a reference to the wider historic context, taking precedent from green spaces fronting Ladbroke Grove, as explored in item 16 which follows.

The Great Western mainline to the south and the Grand Union Canal to the north of the site both act to frame the development, and our public realm strategy directly responds to these.



The Masterplan

Urban context

- 1 Ladbroke Grove
- 2 The Grand Union Canal
- 3 The Great Western Mainline

The site is unique in that it forms part of a wider 'island' within London, divided by the railway to the south and the canal to the north.

Kensal Town has a character of its own, a rich history of creative industry, a mix of building uses and typologies, and quiet residential streets.

The KCOA site allocation provides an opportunity to reconnect the two side of this connected space to form a connected 'ile' space.

A Public Realm led Masterplan

Buildings have been orientated north - south to maximise daylight into the public realm and provide views to the canal edge and cemetery beyond. From all areas of the masterplan, preventing the site feeling enclosed.

As such, the Avenue provides both a generously and well lit area for pedestrians and cyclists whilst offering permeability to the canal edge and South Terrace, adjacent the railway line and bridge landing point ensuring the interconnectivity of the site.

The Masterplan

Grain

The masterplan takes inspiration from the local area in the way it assembles its green spaces, streets and building footprints.

The grain of the street layout is drawn from the geometry of nearby street patterns, and the relationship of buildings to garden squares prevalent further south on Ladbroke Grove.

We have also adopted a north south pattern of building blocks, allowing natural light from the south to pass between buildings and providing residential buildings with a predominantly east-west aspect.



A Public Realm led Masterplan

The scheme is composed of a series of carefully composed and interconnected landscape spaces.

The diagram opposite displaces how the public realm has been structured and how buildings are set within this structure. Key areas of public realm within the site have been highlighted and are listed below. These are then explored in turn within this section:

- 1. **The Threshold** - including Ladbroke Gardens, a community park at the front of the site.
- 2. **The Avenue** - The vibrant heart of the masterplan, incorporating Denby Square, a new public realm adjacent to a community pavilion building including connections between the Avenue and the canal.
- 3. **Canalside Fringe** including:
 - The existing basin (3a) with additional activation at ground level,
 - The New Wharf (3b), a restored historical basin with spill out areas and activation surrounding the basin,
 - Canalside Park (3c): Publicly accessible garden for local residents and wider community with new woodland area and dedicated play spaces.
 - Towpath Mews Pocket Park (3d): Green space adjoining the canal with trees, seating and planting.
- 4. **The Southern Terrace**, An active promenade with play, trim trails and sun loungers. Features ecological grassland areas, the Memorial Garden (4a - including existing memorial stone and plaque to be retained with new paving and seating areas) and a Sensory Garden which will include wildlife friendly garden with sensory planting, Informal educational play features with a sensory theme.
- 5. **South Drive**, incorporating the new bridge landing point (5a), Community Leisure facility (5b), residential frontages and vehicular access to the Sainsbury's Store framed by thoughtfully considered landscaping, tree lined streets and meandering pathways, explored further in the Plot 2 Design Addendum.

The following pages explore these spaces in greater detail demonstrating the quality of the environment and a public realm strategy that has guided the structure of the overall masterplan.

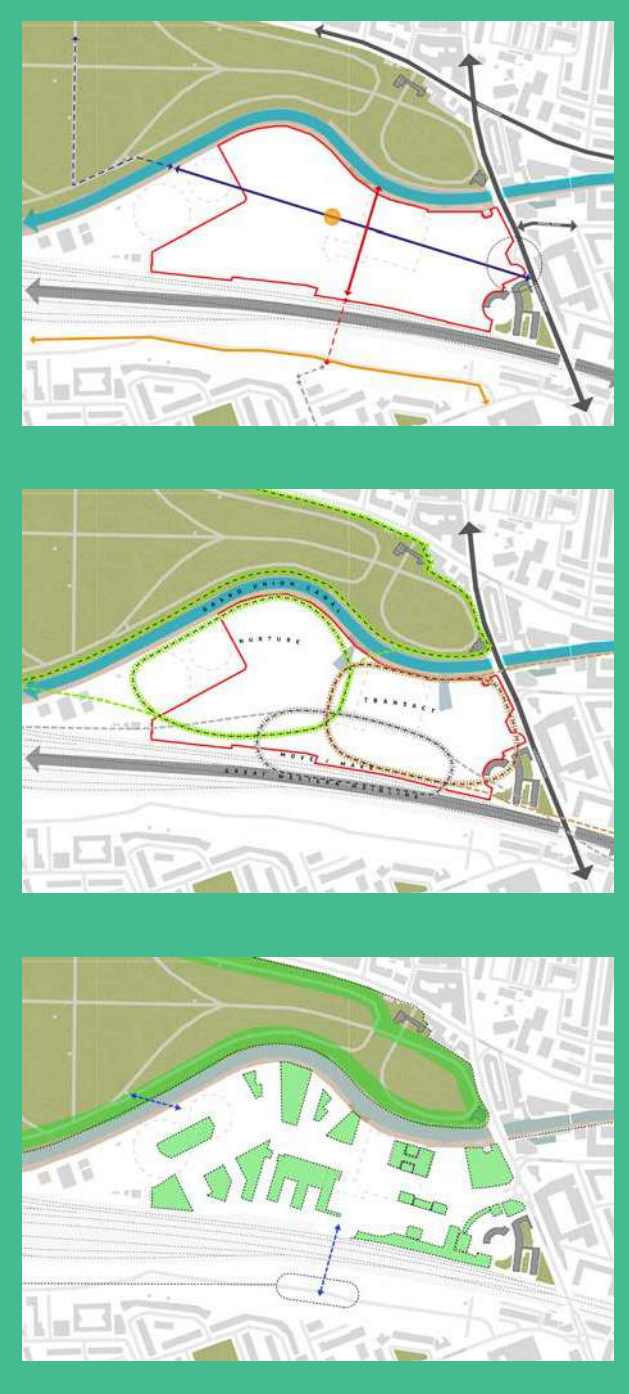


A Public Realm led Masterplan

The thumbnail diagrams presented on the left hand side of the page are drawn from the revised overarching design code. Each diagram describes a mandatory element of the masterplan structure that will ensure that the design intent shown within the vision document (right hand side image) can be delivered via the parameter drawings and design coding.

The diagrams and images presented over the following pages illustrate our integrated approach to building and landscape.

Please also refer to substantive item 7.1 for details of how these principles have been secured through the design code and parameter drawings.

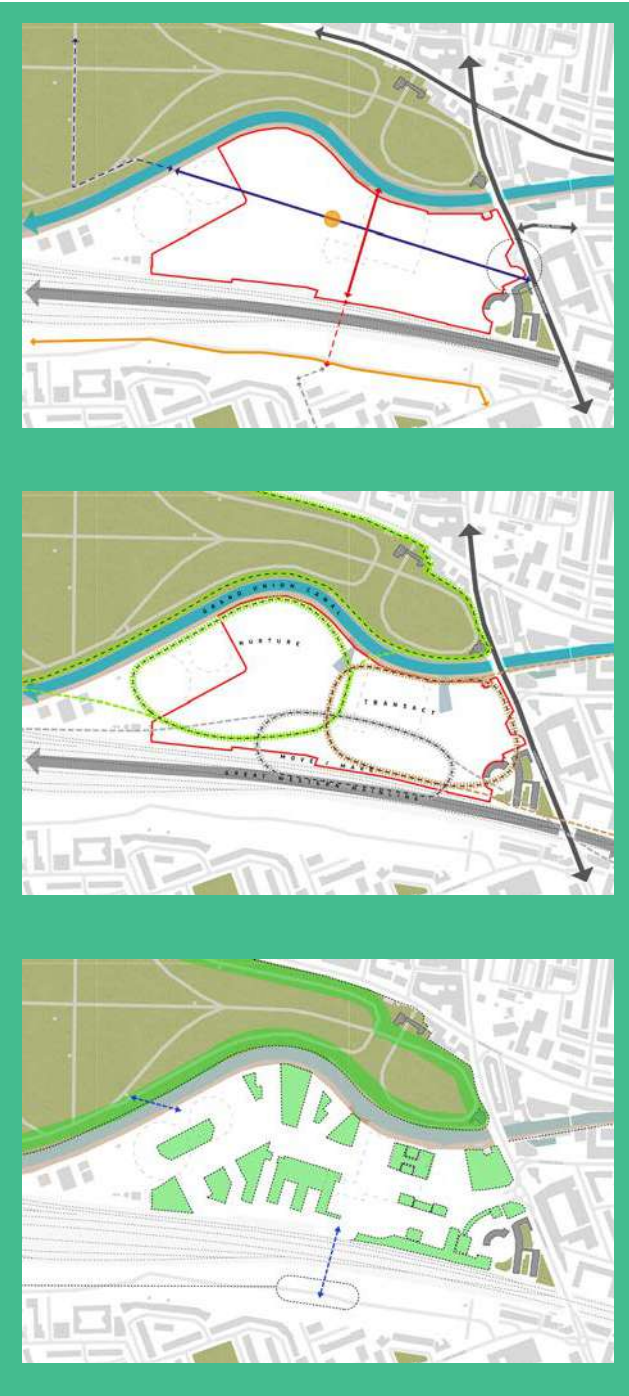


Ladbroke Grove:
The Threshold

A Public Realm led Masterplan

The diagrams and images presented over the following pages illustrate our integrated approach to building and landscape.

Please also refer to substantive item 7.1 for details of how these principles have been secured through the design code and parameter drawings.



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The Character Areas

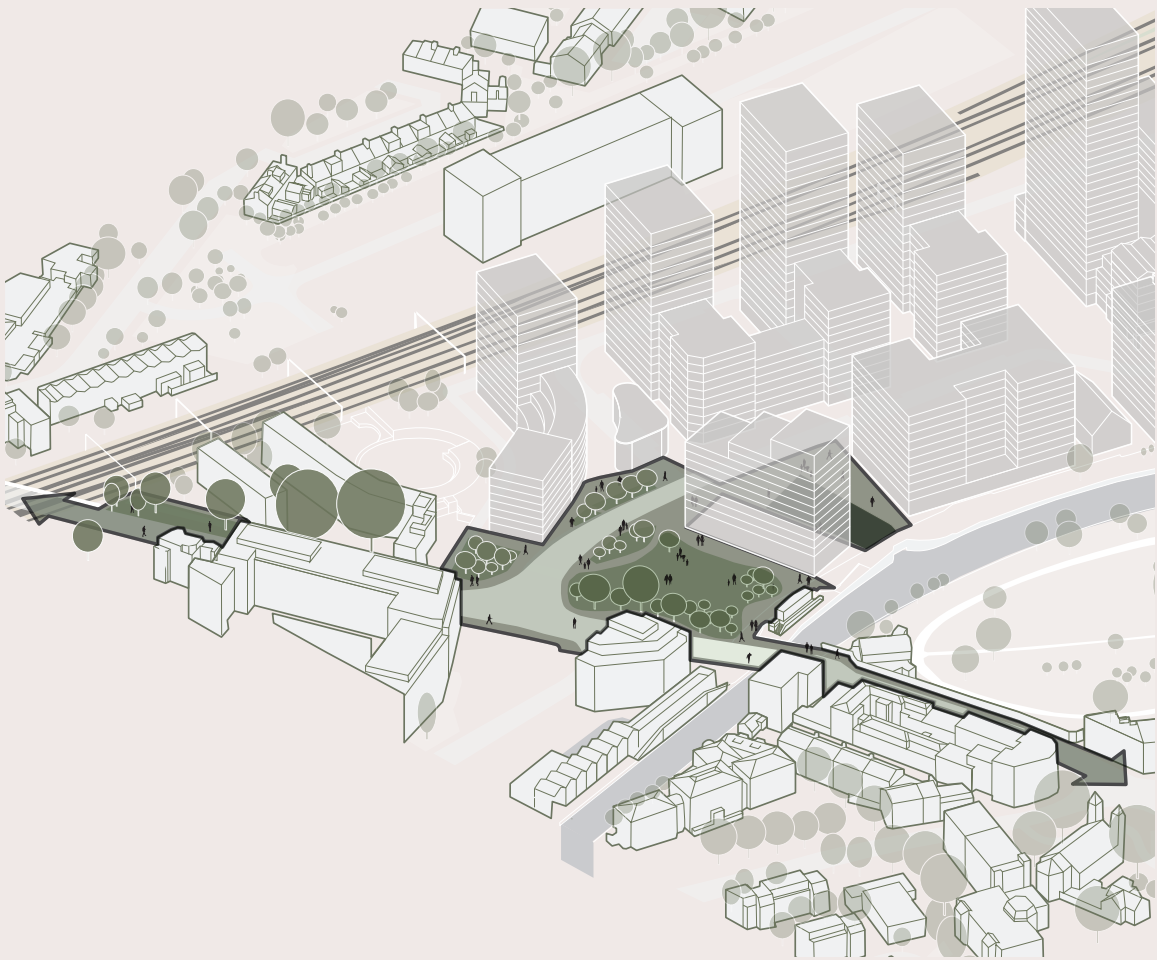
The Threshold

Situated at the entrance threshold of the site, this part of the masterplan holds significant prominence and visibility.

The land is situated at the north east corner of the masterplan, directly adjacent to Ladbroke Grove, and as such is a key part of the arrival sequence for the whole site.

To offer a generous welcome space against the road, a building has been strategically placed along the western edge of the site, enabling a large part of the area to be dedicated to a publicly accessible landscaped garden.

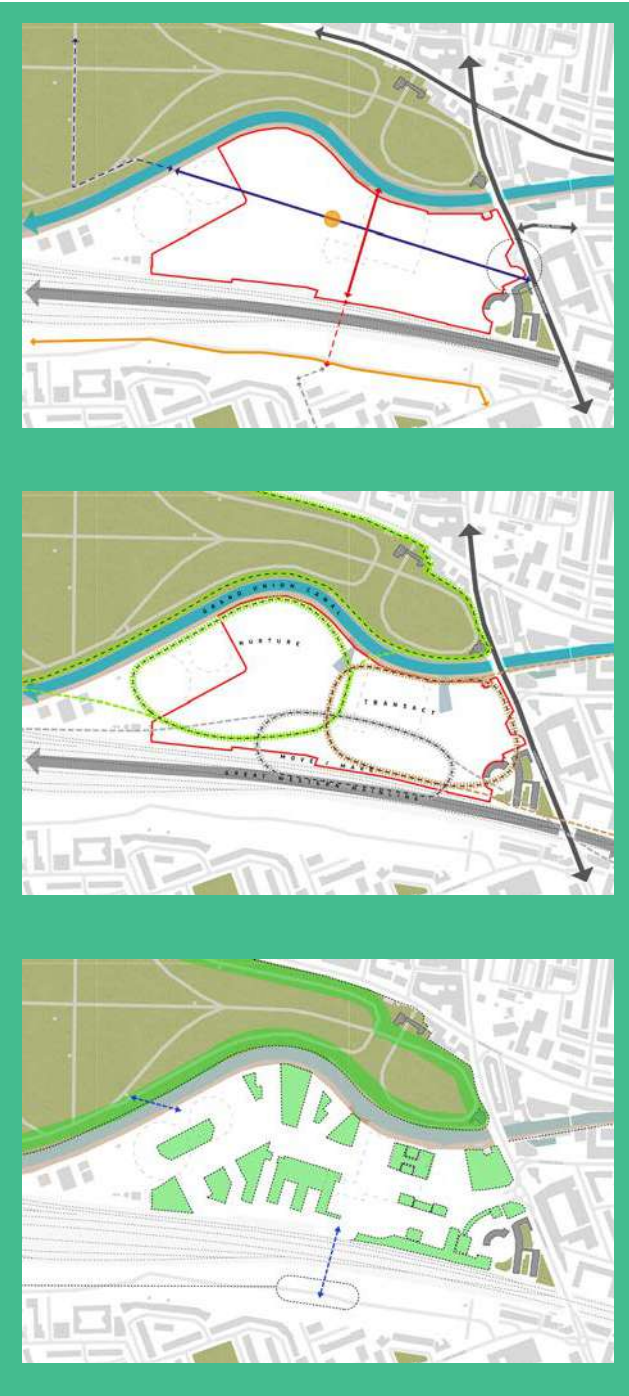
This deliberate design choice creates an inviting and landscape-focused entrance into the masterplan, providing much needed open space to the existing community, as well as the incoming population.



A Public Realm led Masterplan

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The Character Areas

The Threshold

The site threshold as viewed from the south over the rooftop of the Grade II* Kensal House towards the new entrance junction and the new garden fronting Ladbroke Grove.

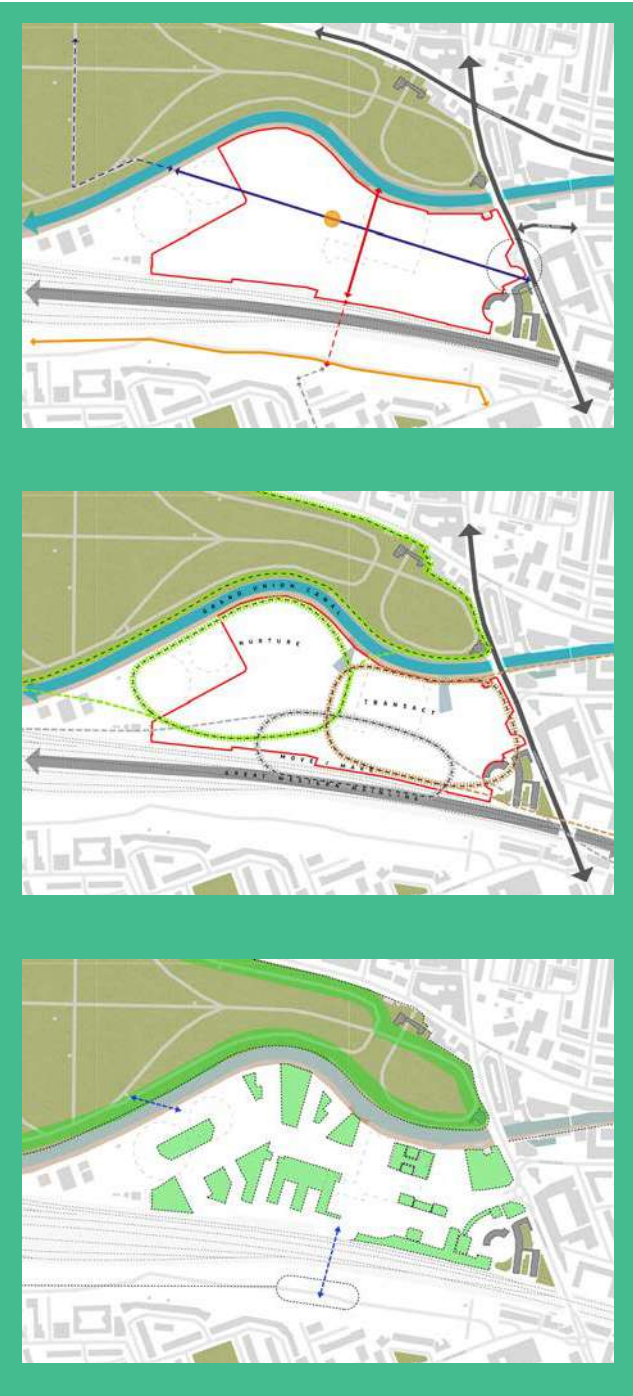


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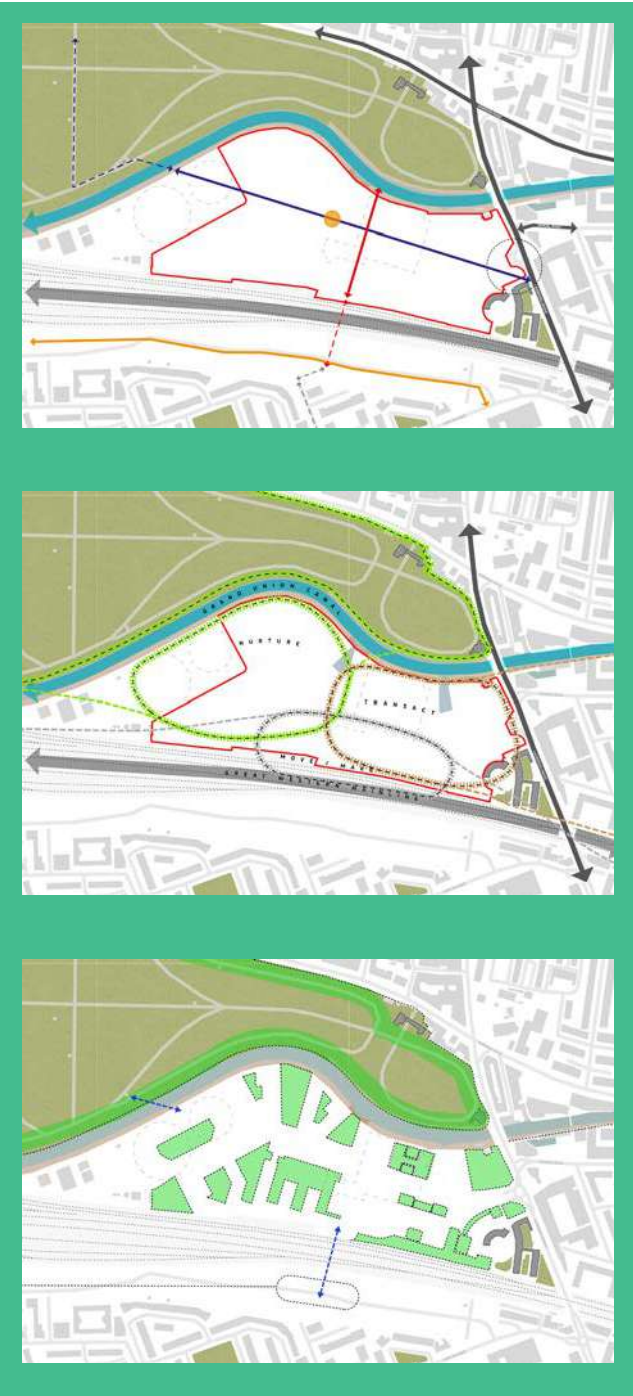


Ladbroke Grove:
The Avenue

A Public Realm led Masterplan

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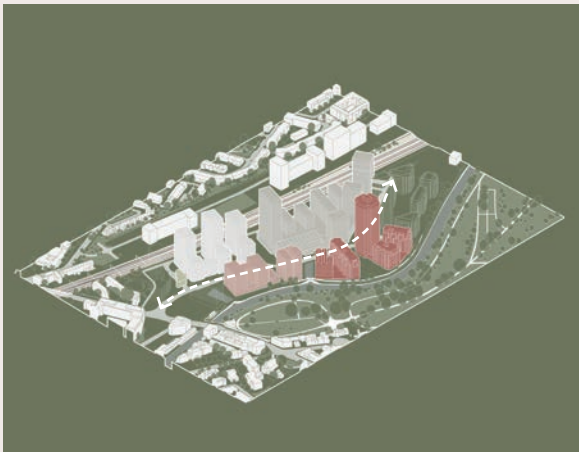


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The Avenue

The Avenue

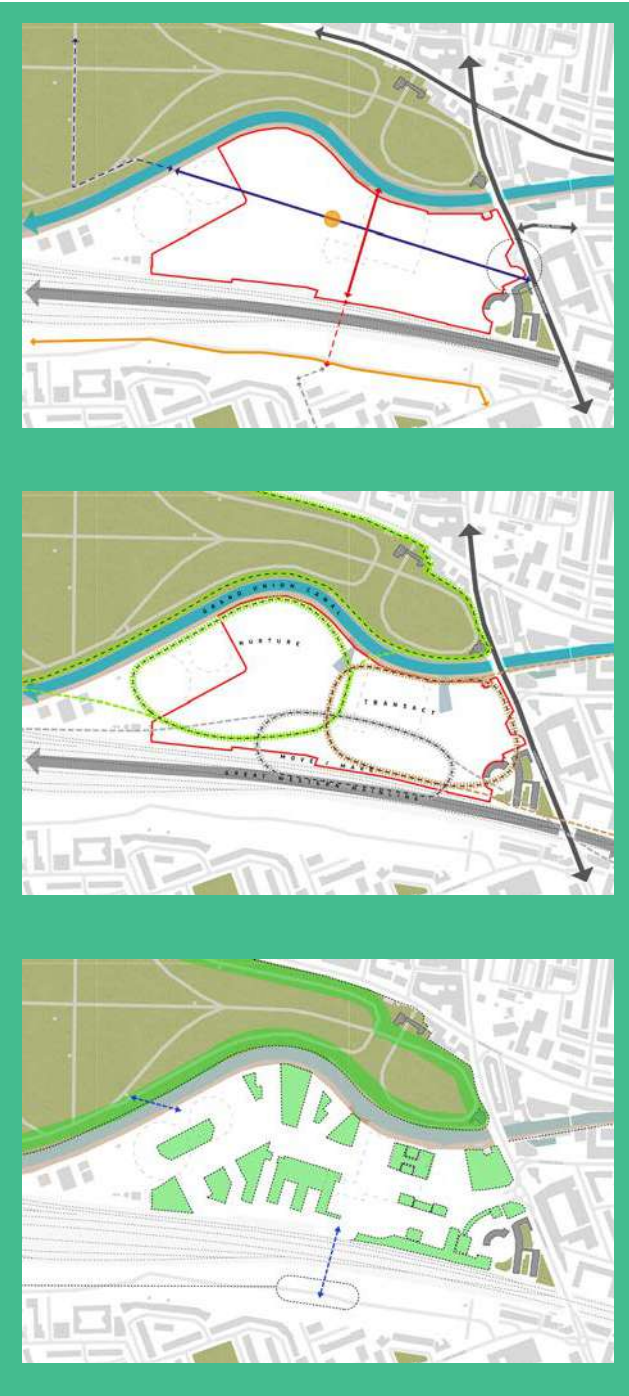
Connecting the new entrance threshold space to the new entrance of the Sainsbury's superstore, the avenue is a key part of the masterplan, and the focus of the eastern side of the masterplan and the amenities provided within the neighbourhood centre.



A Public Realm led Masterplan

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Ladbrooke Grove:
The Avenue

The buildings on either side of the Avenue have been scaled so as to create a recognisable London street. The south facing northern side of the street is wider and

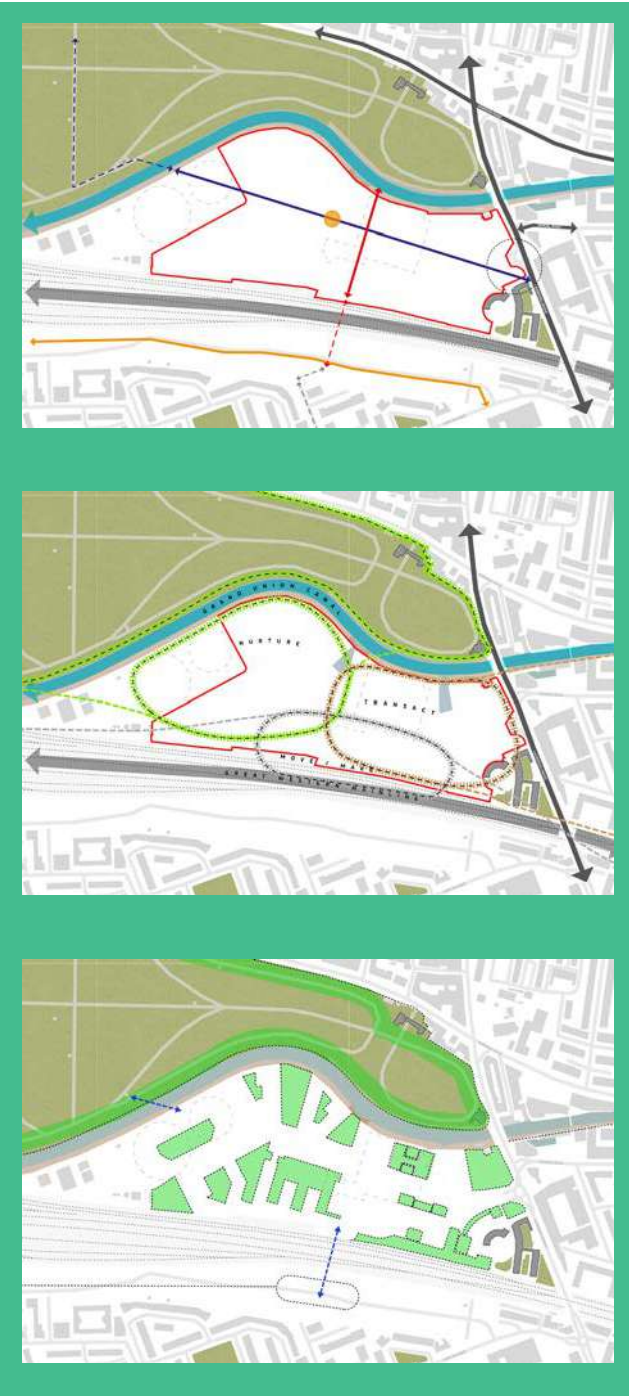
welcomes pedestrians and cyclists towards the centre of the site via wide pavements and dedicated cycle lanes.

A Public Realm led Masterplan

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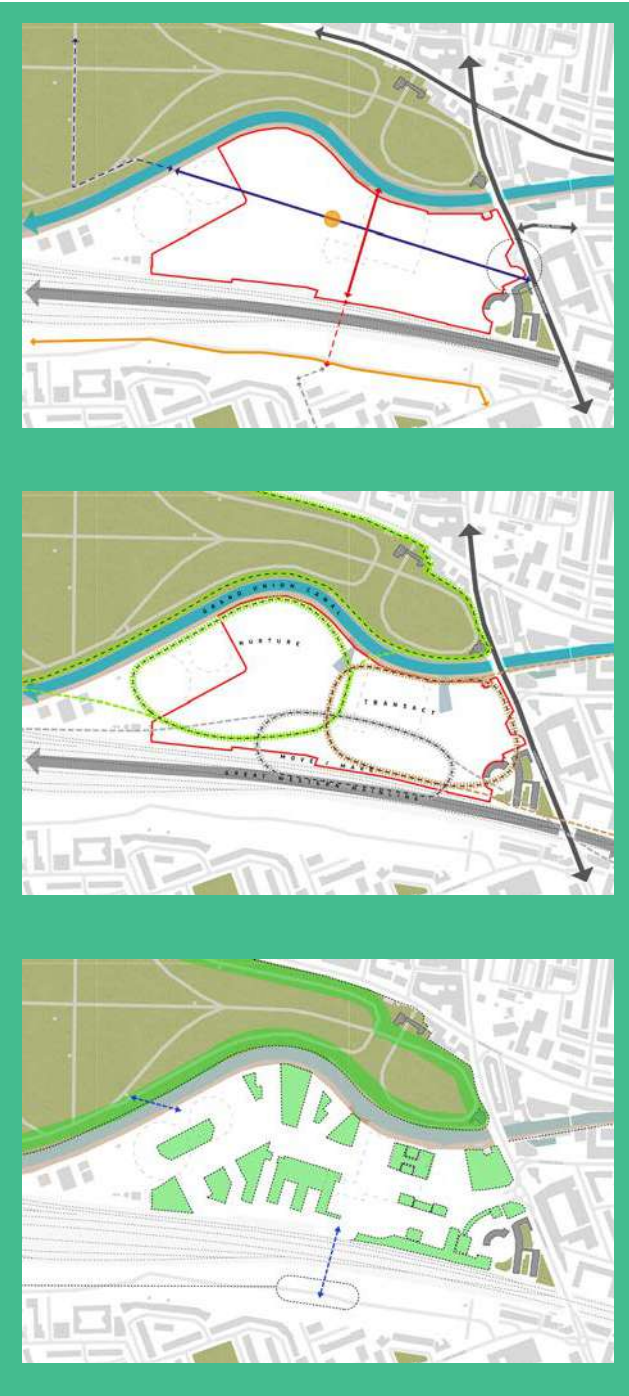


Ladbroke Grove:
Canalside Fringe

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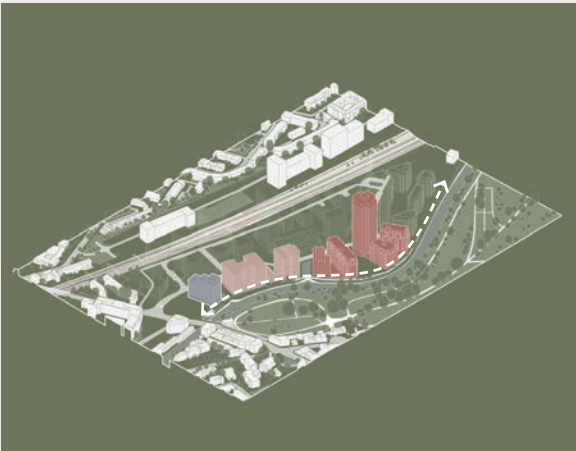
Canalside Fringe

Canalside Fringe

The canalside building pattern has been orientated on a north/south pattern allowing us to create a variety of landscape connections in the gaps between buildings.

This move transform the connection between the new site and the existing canal edge, offering multiple new connections to the canalside path.

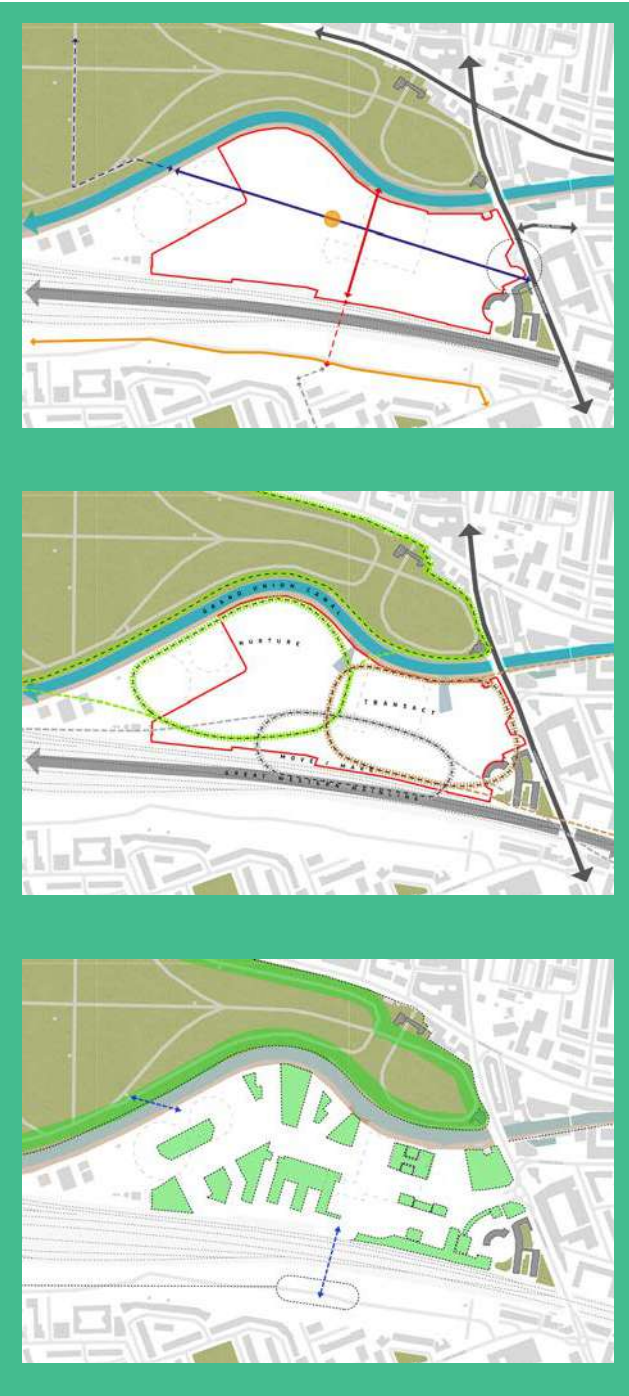
Each residential building will have a stunning view of the canalside, water and the trees of the cemetery beyond.



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Ladbroke Grove:
New Wharf - Elevated

At the centre of the site and marking the new entrance to the Sainsbury's Superstore, the new basin forms and attractive setting for cafes and restaurants. Based

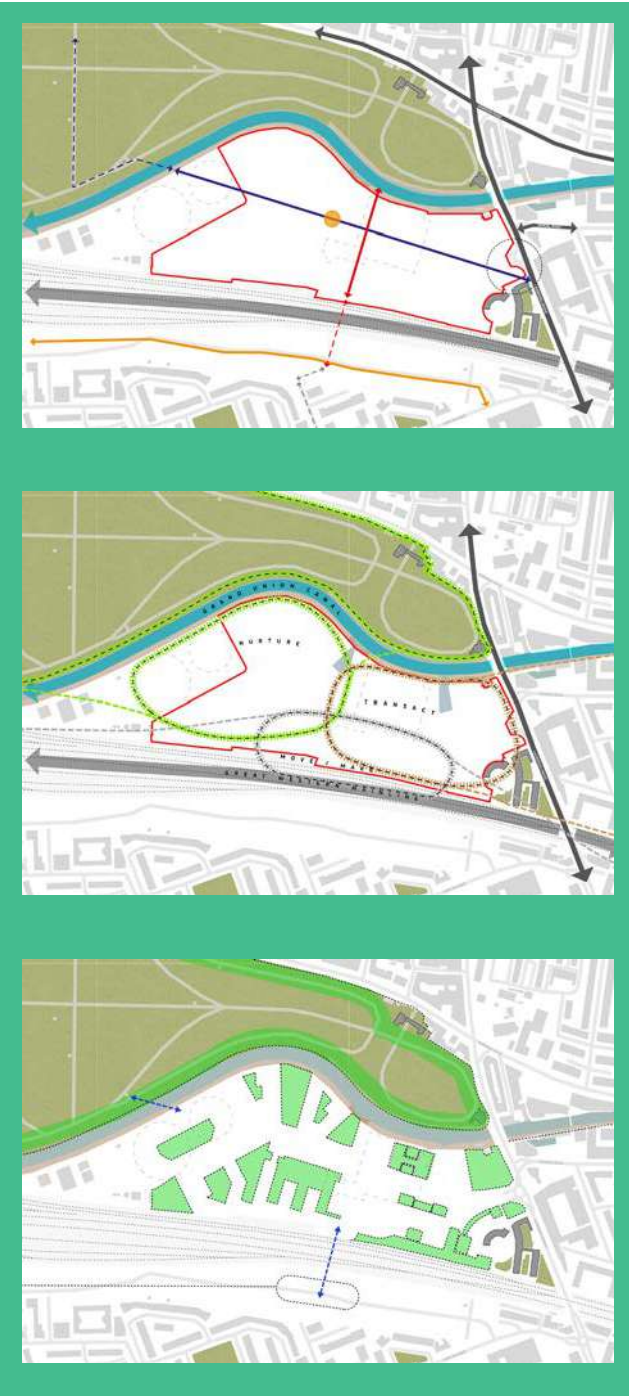
on the footprint of the former gasworks basin, and featuring the original bridge at the canal edge, this space will be a key feature of the first phase of the development.

A Public Realm led Masterplan

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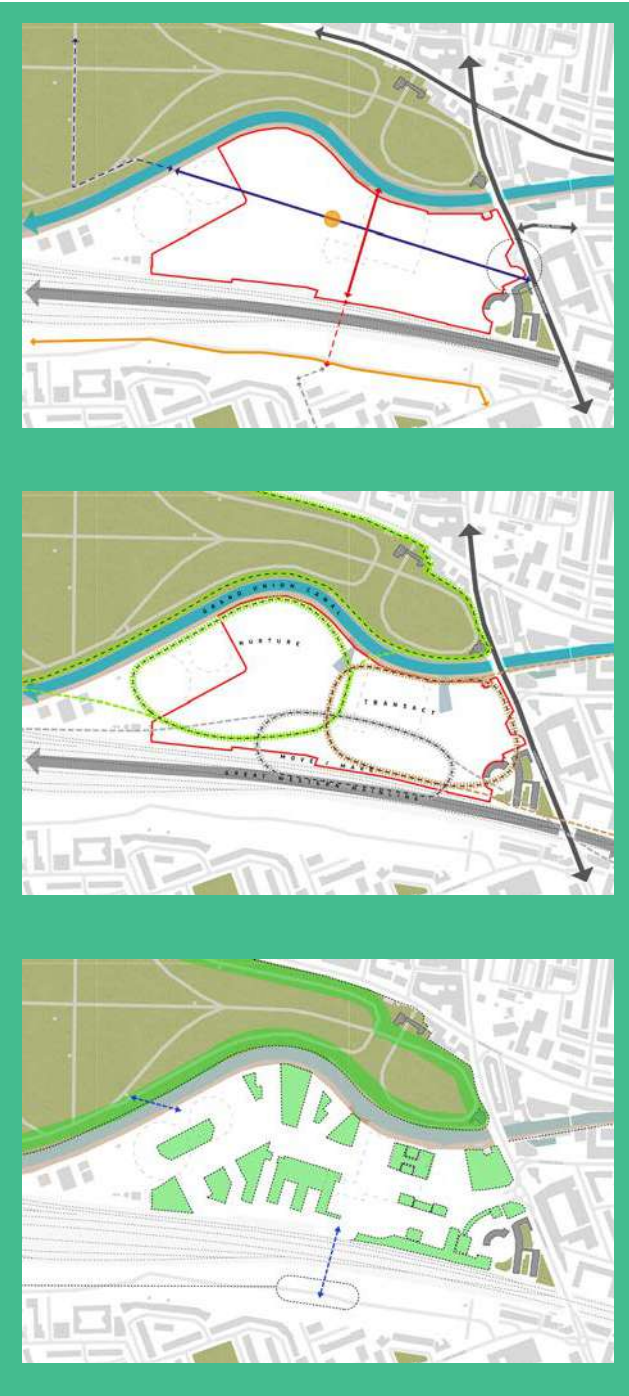


Ladbroke Grove:
The Southern Terrace

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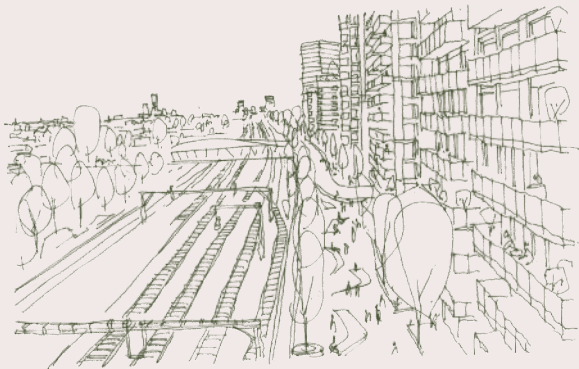
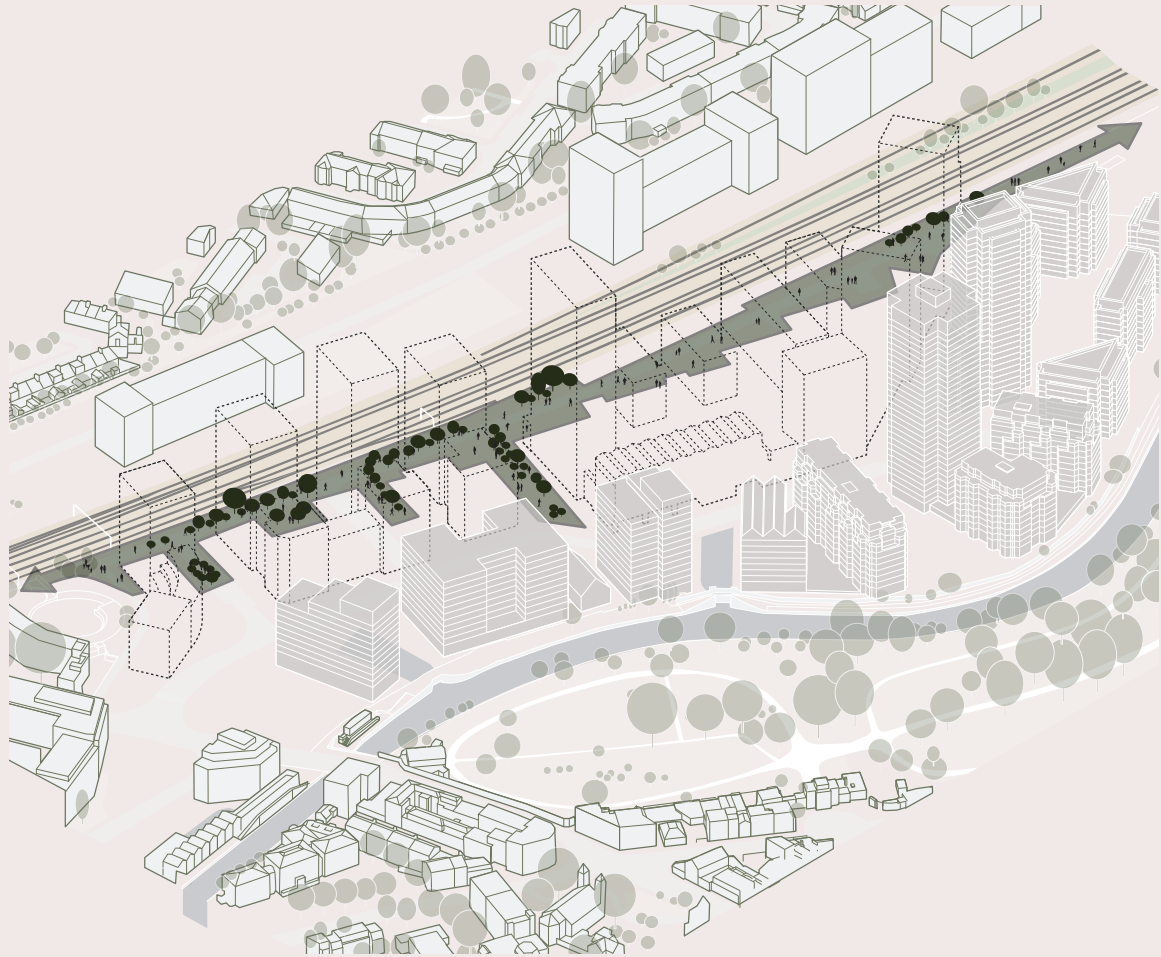
The Southern Terrace

The Southern Terrace

The southern terrace enjoys wide views southward over London.

The masterplan aims to make the most of this aspect by creating a linear landscape at the southern edge of the site in the space above the train tracks.

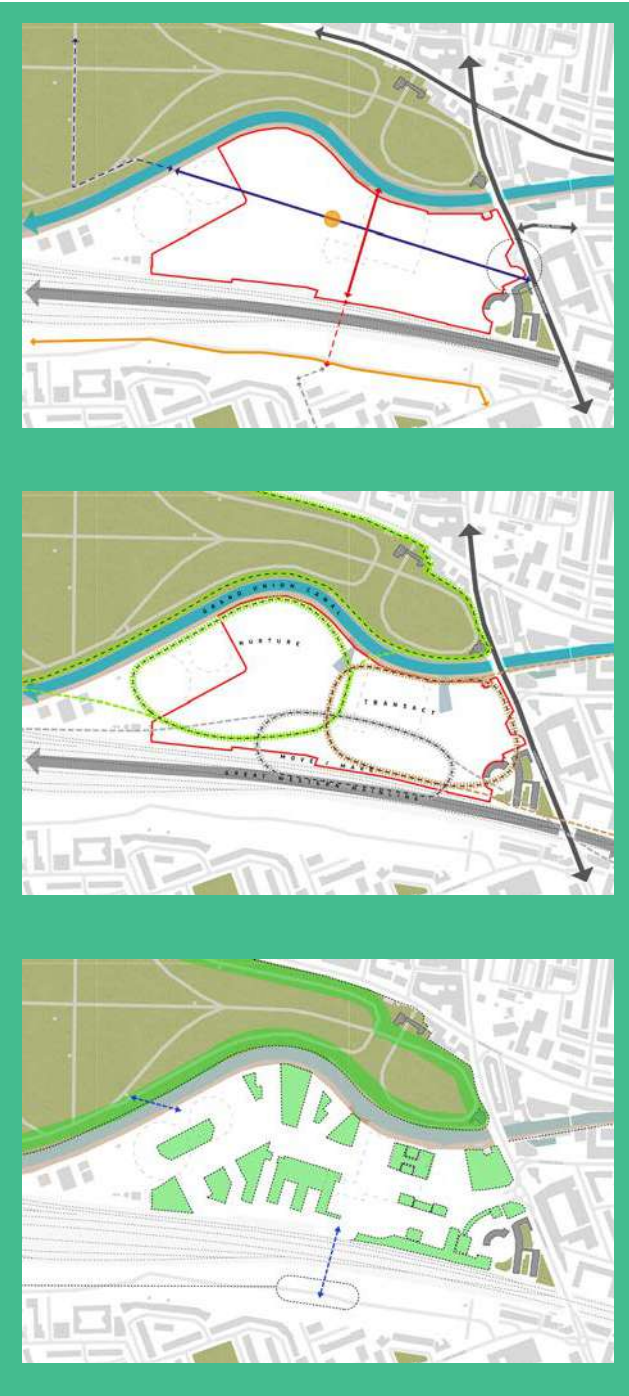
The position of a potential future cycle and pedestrian bridge is safeguarded and a new pedestrian and cycle route is created to link up with the new site entrance at Ladbroke Grove.



A Public Realm led Masterplan

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South Drive offers a key route for residents of plot 2 and vehicular access to the Sainsbury's Store. Meandering pathways navigate the gently sloping route to residential entrances with the new community leisure building acting as a destination at the western fringe of the route.

Ladbroke Grove:
South Drive

A Public Realm led Masterplan

An illustrative overview of the masterplan, displaying a unified approach to both public realm resolution and buildings integrated into their landscaped context.



Ladbroke Grove:
The Canalside and Cemetery setting

The whole site as viewed from the north, looking down across the listed landscape of Kensal Green Cemetery.

Ladbroke Gardens

The Threshold of the site has been explored within Item 12 whilst this section focusses specifically on Ladbroke Gardens.

An updated Design Code has been submitted to RBKC and within Section 3 a detailed narrative alongside design rules for Ladbroke Gardens has been provided. Here, the key features of the park have been explored and matters of safety and security have been considered and made ‘Mandatory’ design items which must be delivered in any reserved matters application. This includes provision for the Notting Hill Carnival.

The immediate context at the site entrance is complex and fragmented. We have chosen to place a large public green space at the entrance space in order to mediate these competing conditions. This approach has precedent in the way that other buildings and landscape spaces front Ladbroke Grove as described in the diagrams below.

The use of Ladbroke Gardens both in the meanwhile and permanent conditions have been explored in section 7.6 of this report and have been made ‘Mandatory’ elements within the Design Code Section 2 (Cultural Strategy).



Ladbroke Grove Garden



Fig 1.117: Ladbroke Gardens



Fig 1.118: Visual showing Ladbroke Gardens and the water tower



Fig 1.119: Section view taken along Ladbroke Grove showing garden spaces fronting the road.

Ladbroke Gardens - Water Tower

The Water Tower was first approved in 2007 to convert the building into a residential dwelling and it currently sits between Canalside House and the Boathouse Centre as well as the Sainsbury's Carpark and Canal edge.

As part of the proposals we have introduced a public park - Ladbroke Gardens, which will be a significant improvement to the occupants outlook.

The daylight/sunlight report assesses impacts on the residential tower and concludes that there is a negligible impact on sunlight and a negligible to minor adverse effect on daylight.

The property will continue to be accessed from the new area of public realm and the canal edge and is safeguarded within the application.

The closest residential neighbour to the property will be the residents of Plot 6, situated over 25m from the property as per the diagrams and plan opposite.

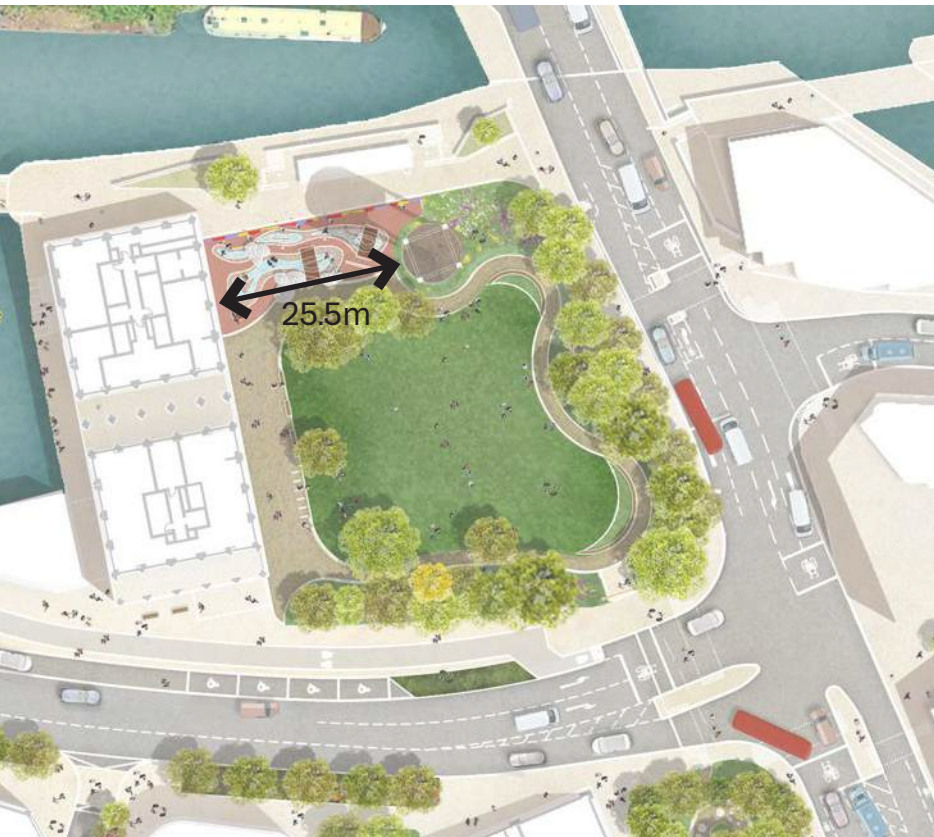


Fig 1.120: Ladbroke Gardens and Water Tower showing offset to Plot 6



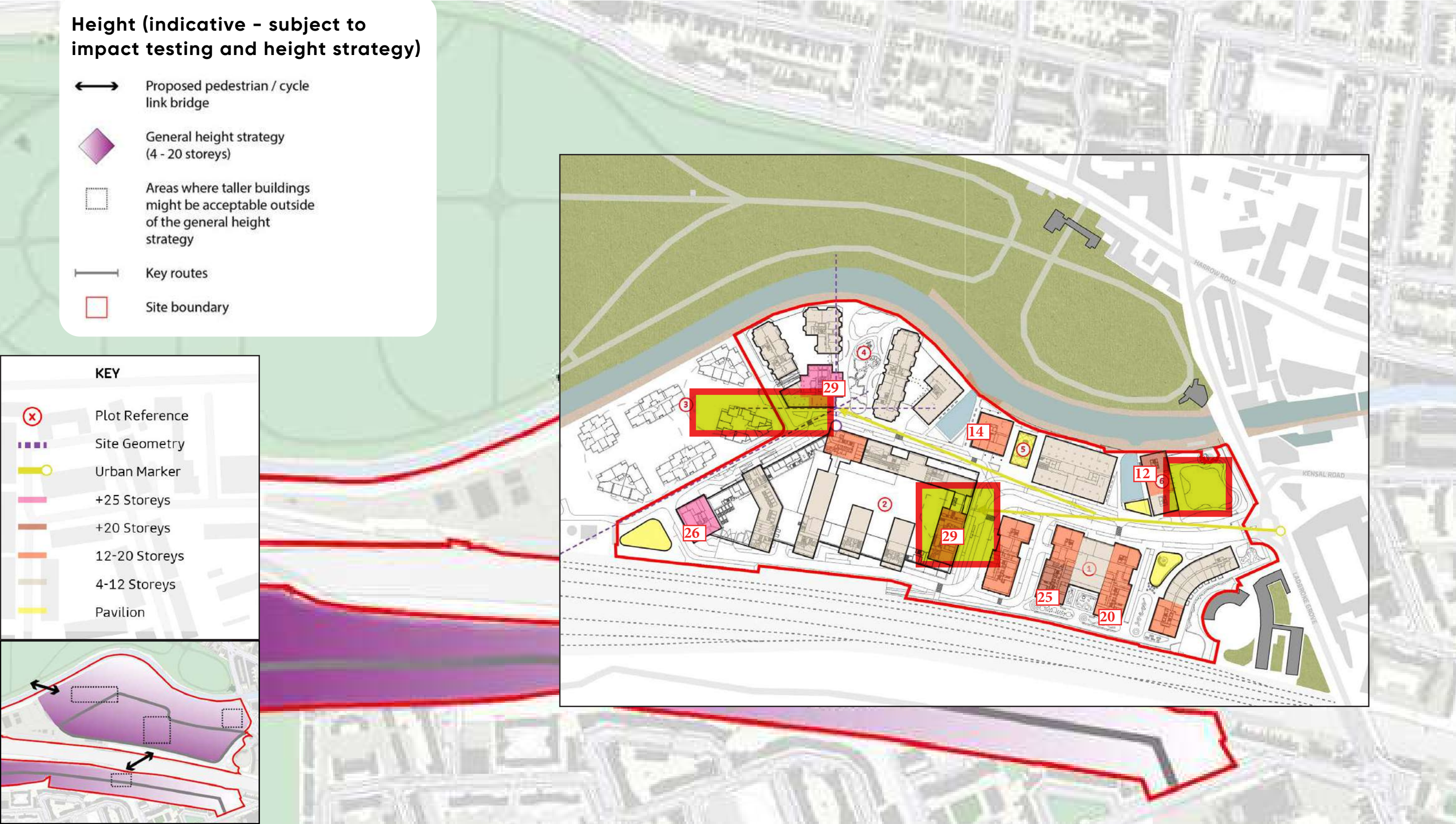
Fig 1.121: Illustrative visual of Ladbroke Gardens and the Water Tower

Building Height Comparison with SPD

The broad approach to tall buildings within the proposed masterplan aligns to the principles of the SPD.

At the entrance of the site, rather than placing a tall building, we have chosen to propose a lower level building alongside a public green space in order to mark this significant threshold space within the local area.

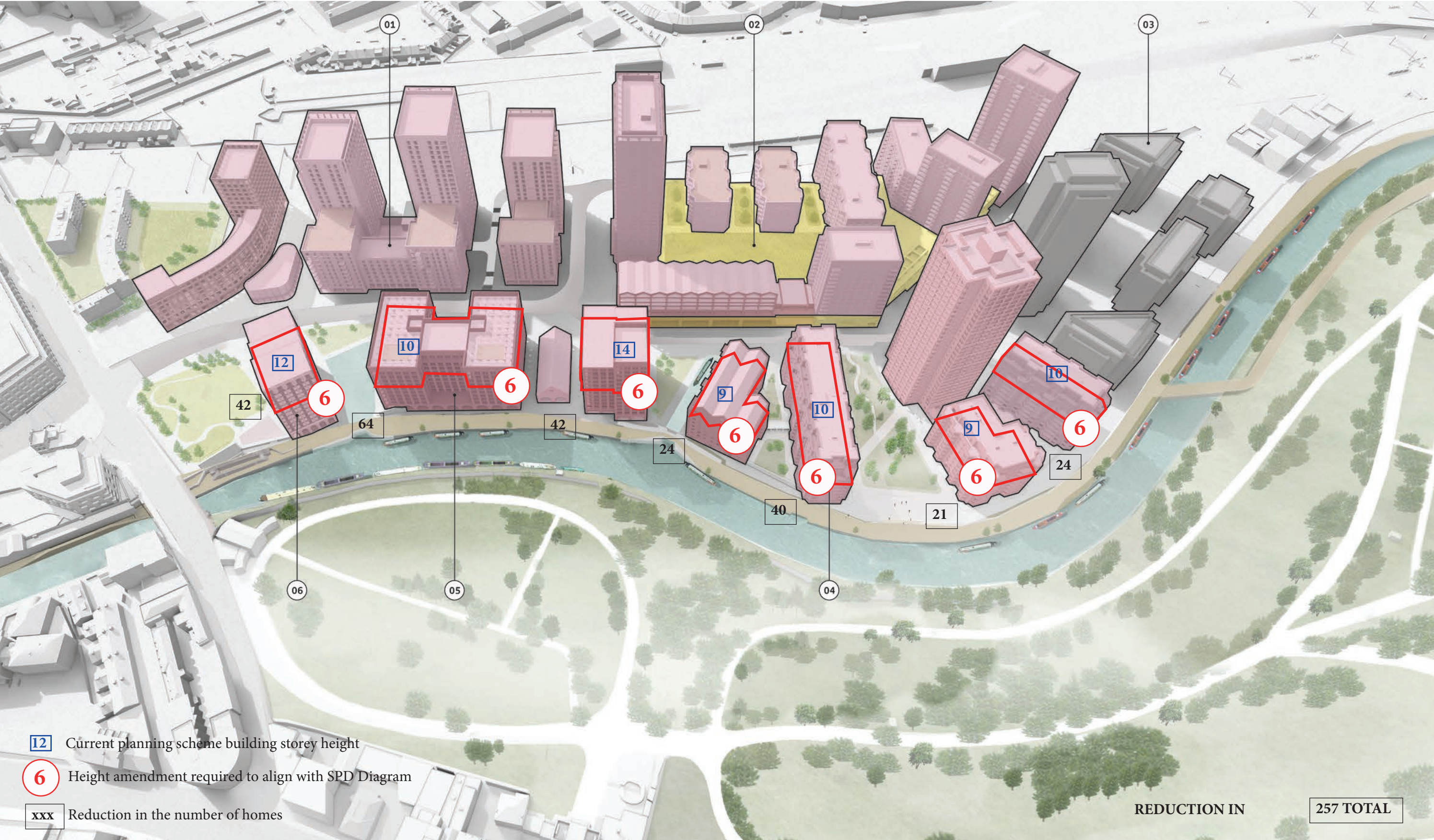
Height is focussed predominately along the railway as this area is more conducive to taller buildings, as set out in the SPD



Height Strategy (Canal Edge)

Taller buildings are gathered against the railway line where they are least impactful to the historic setting of the cemetery and existing buildings further south . This strategy successfully allows lower scale buildings to be placed along the canal edge. The proposed blocks here (Plot 4, 5 and 6) feature heights ranging from 9 to 14 storeys. These heights create a robust and coherent building edge to the canal and are generally lower than other buildings within the masterplan – following the SPD building heights recommendation for the site.

If the canal edge building were reduced in height to align to the lowest levels on the SPD guidance drawing each building would reduce to 6 storeys with a resultant loss of c. 260 homes.



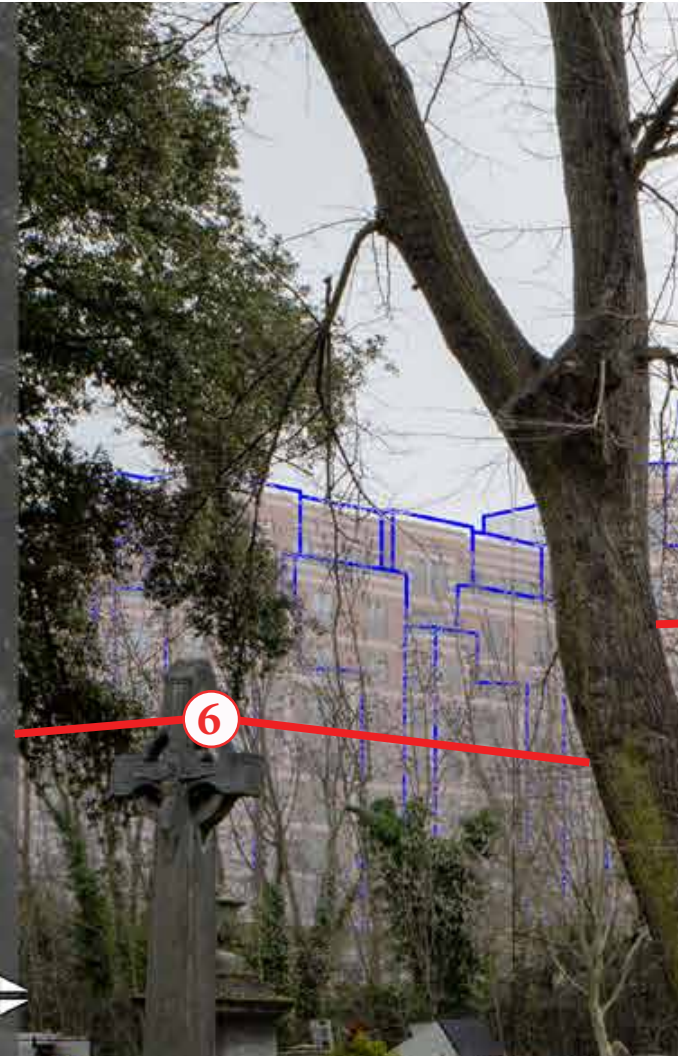
Height Strategy (Canal Edge)



The proposed heights along the canal comfortably conceal the rest of the development in views from within the cemetery – see TVIA Views 42C, 43C, 44C and 46.

Lower versions of these blocks would further expose Plots 1 and 2, which feature taller elements, creating a less resolved skyline in views from the cemetery.

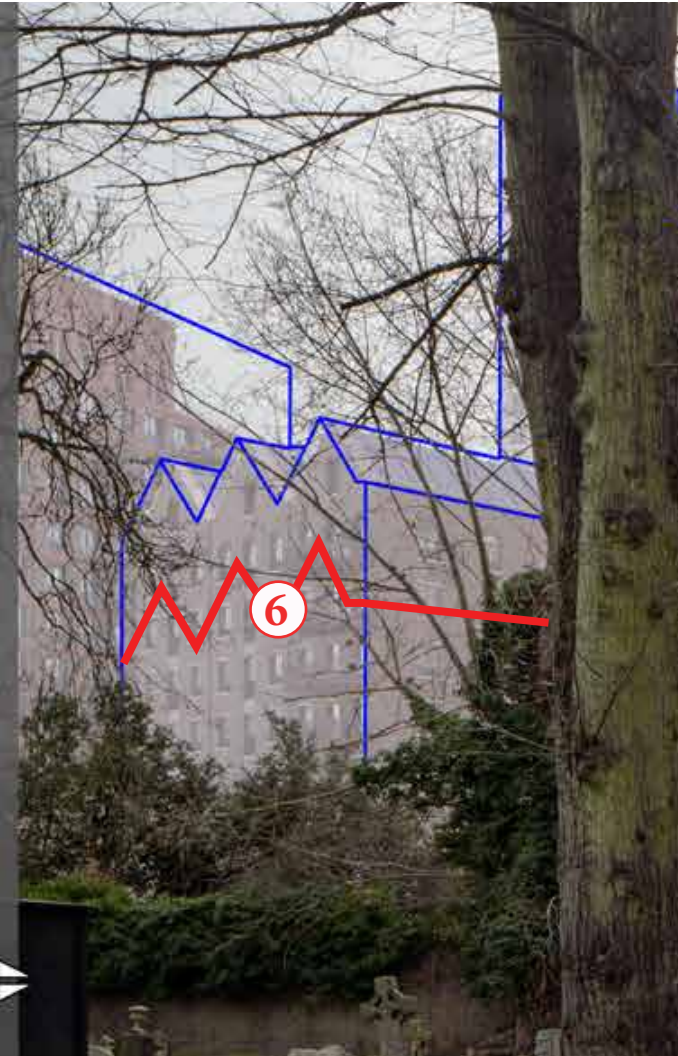
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Plot 4.1 Parameters

Local Plan (Policy CD7)

Within Local Plan (Policy CD7) Figure 4.4 highlights 'suitable locations for tall buildings and their maximum heights'. The Kensal Canalside (SA1) location indicates a height range between 20m and 98m or 6 - 31 storeys. Paragraph 4.52 states: **“For the purpose of the Local Plan, the top of a building would normally be measured externally at the height of the roof parapet of the uppermost storey, excluding minor elements such as lift overruns and plant enclosures.”**

The maximum parameter of building 4.1 is 98m measured from ground level adjacent the building. Only lift overruns, stair cores and and plant will project above this level. An annotated drawing to describe our approach has been provided adjacent.

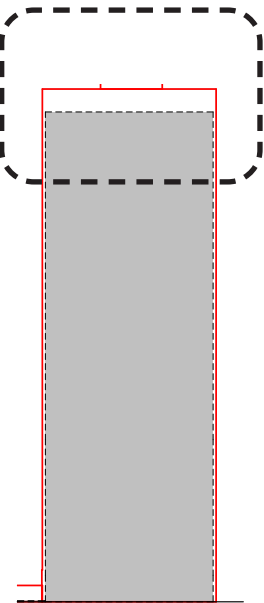


Fig 1.124: Plot 04.1 Parameters Key Section

Section Key:

Maximum Parameter

Illustrative Scheme

Lift and stair Overruns and Plant enclosures/ plant to be only elements to project above maximum parameters

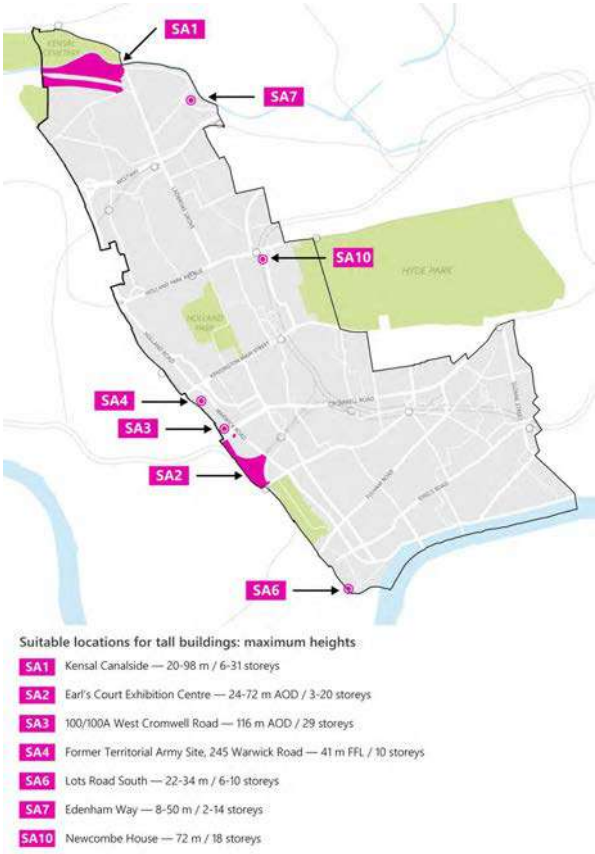


Figure 4.4: Suitable locations for tall buildings and their maximum heights

Fig 1.123: Extract of Policy CD7 - Figure 4.4

Top of Maximum Parameter to be 128.8m AOD = 98m from Ground level

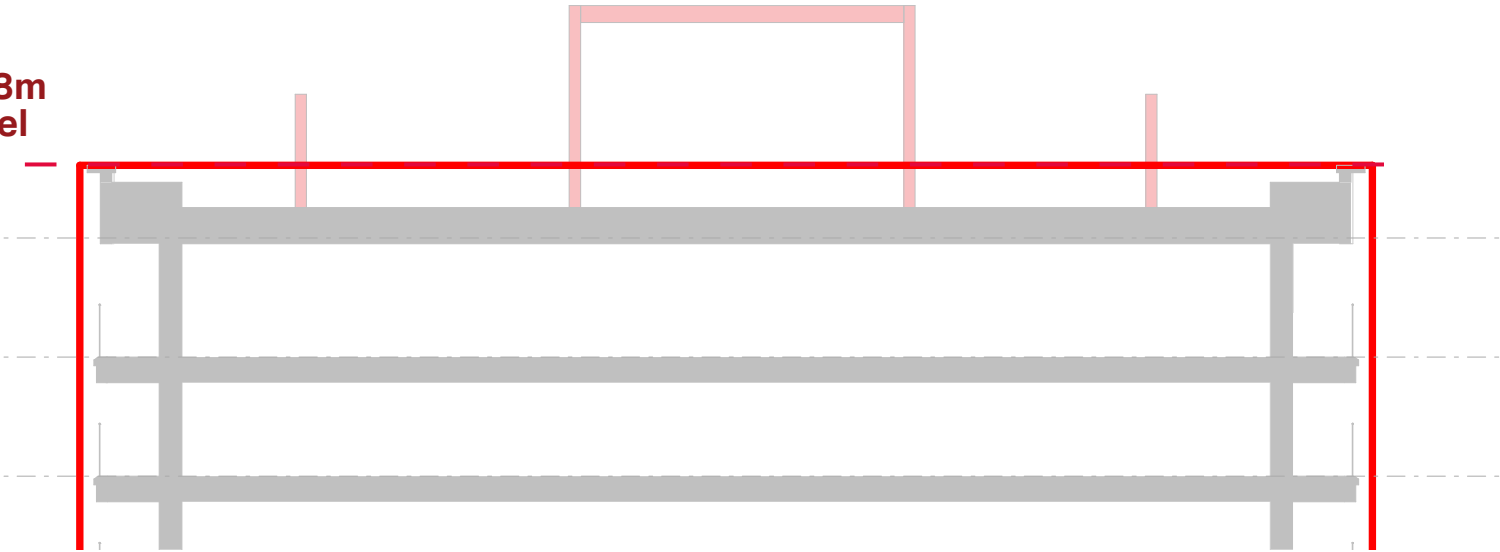
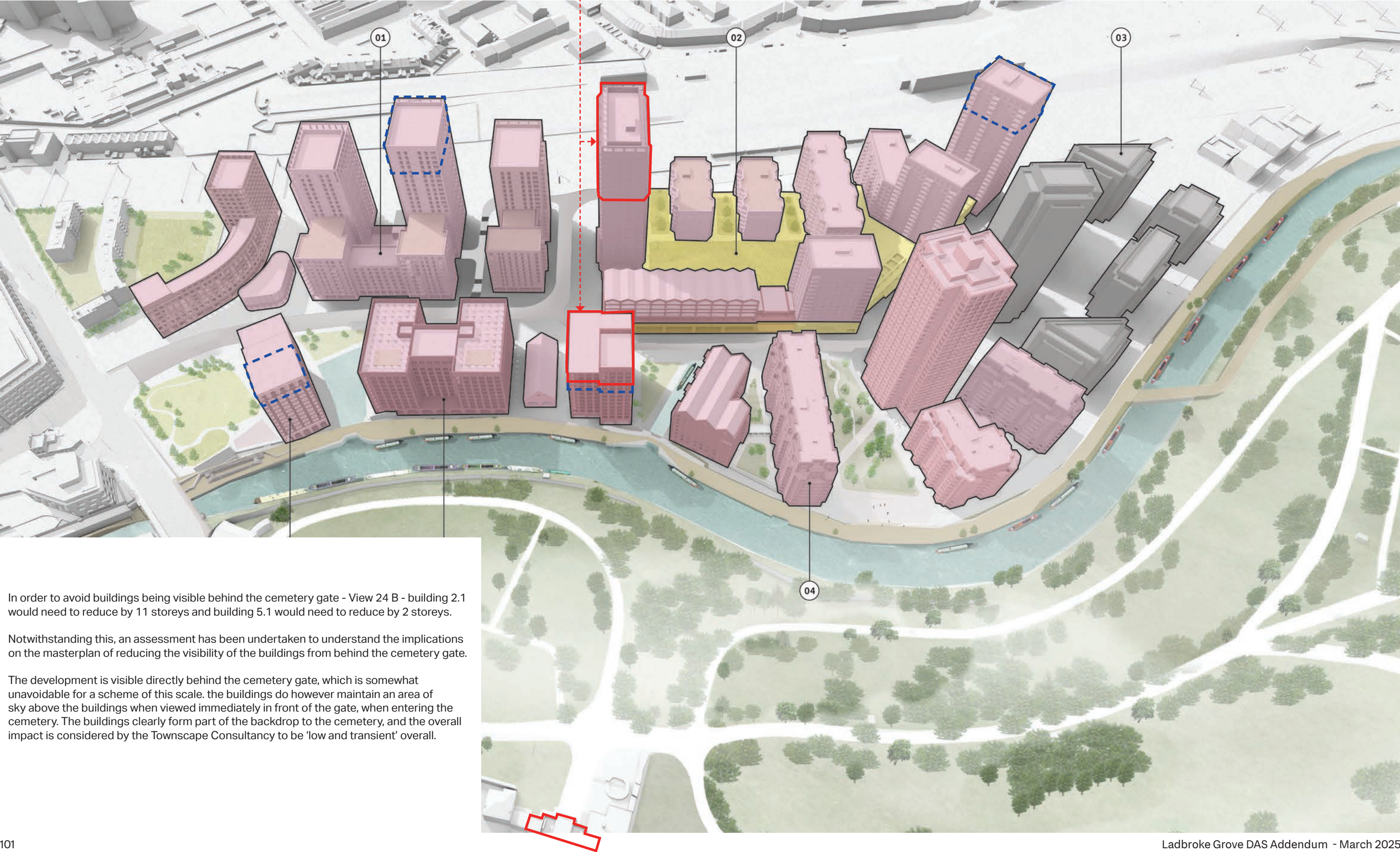


Fig 1.122: Plot 04.1 - Roofline - Maximum Parameters

Cemetery Gate View

Building 2.1 would lose 110 homes
Building 5.1 would lose 16 homes.



In order to avoid buildings being visible behind the cemetery gate - View 24 B - building 2.1 would need to reduce by 11 storeys and building 5.1 would need to reduce by 2 storeys.

Notwithstanding this, an assessment has been undertaken to understand the implications on the masterplan of reducing the visibility of the buildings from behind the cemetery gate.

The development is visible directly behind the cemetery gate, which is somewhat unavoidable for a scheme of this scale. the buildings do however maintain an area of sky above the buildings when viewed immediately in front of the gate, when entering the cemetery. The buildings clearly form part of the backdrop to the cemetery, and the overall impact is considered by the Townscape Consultancy to be 'low and transient' overall.

Design Code Detail

The expression of the tops of the buildings has been included in the revised overarching design code as a mandatory element. All buildings must adhere to a vertical hierarchy that defines a base, middle and top.

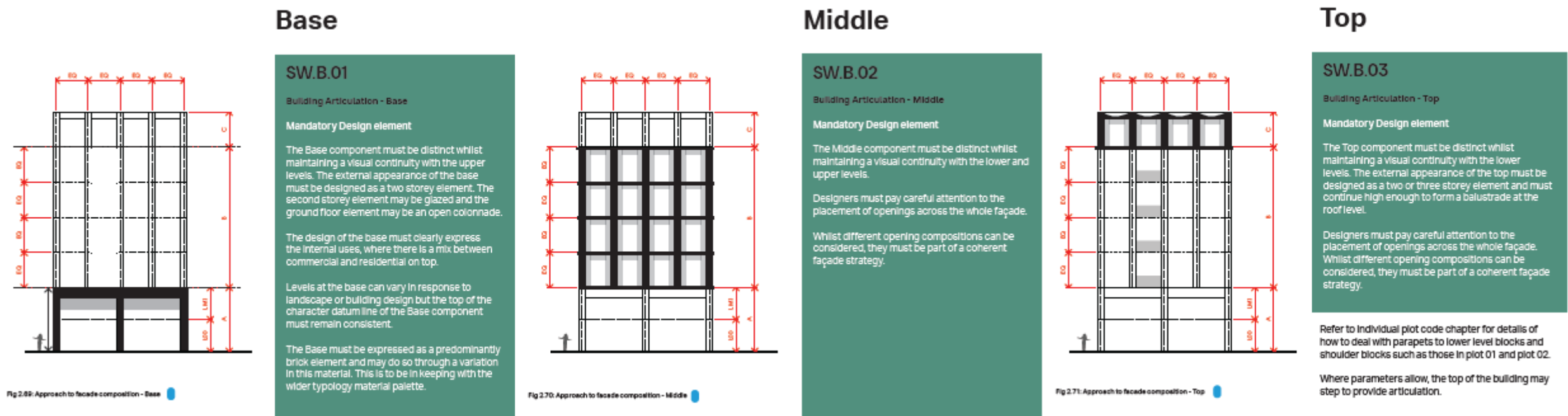


Fig 1.125: Extract of overarching Design Code

The Site Entrance



Fig 1.127: Site entrance view from Ladbroke Grove



Fig 1.128: Site entrance view from Ladbroke Gardens eastern edge

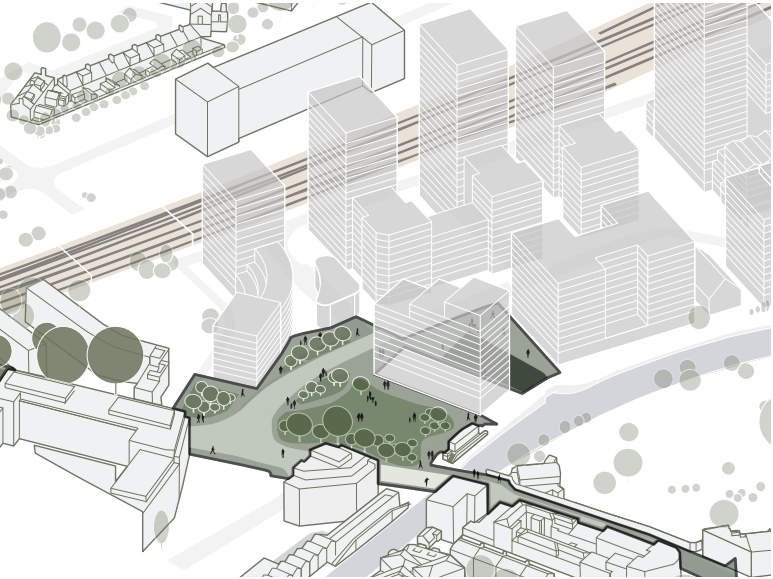


Fig 1.126: Axonometric view showing site entrance

Buildings at the threshold of the site have been purposefully reduced in scale to open up views into the site for pedestrians, cyclists and vehicles. The provision of a large green public space provides a generous welcome space. Buildings step down in height to 8 storeys on the northern and southern side of the road entrance, this move frames the entrance and opens up longer views towards the centre of the site. This condition has also been considered under Substantive Issue 7.6.

Balcony Placement & Internal Corridors

This section is provided as a reference to Substantive Issues 8.2 and 8.3 covered within the Substantive Issues section of this document.

2.5.16 Residential design quality - Balcony design standards.

All the homes within the illustrative scheme have been designed to include private balconies of at least 10% of the floor area of the apartment area and are shown with a minimum depth of 1.5m.

In many cases the illustrative scheme provides private amenity in excess of the minimum standard, this is particularly apparent in plots 04 and 05 which have been drawn with either large projecting balconies or generous linear balconies linked to the plots signature bay window designs.

The outline design parameters reflect these specific private amenity requirements and have been drawn to ensure that future reserved matters application can follow the intentions of the illustrative designs.



Fig 2.112: Plot 5 - Building 5.5 - Illustrative design showing projecting balconies



Fig 2.114: Plot 5 - Projecting balcony designs - Illustrative design



Fig 2.115: Plot 5 - Outline design parameters for plot 05 - showing a 3.5m zone for projecting balconies.

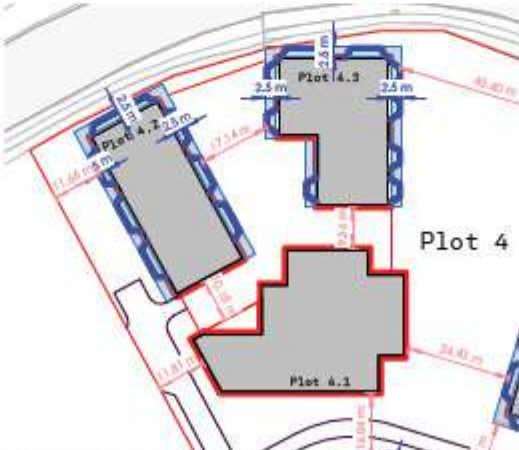


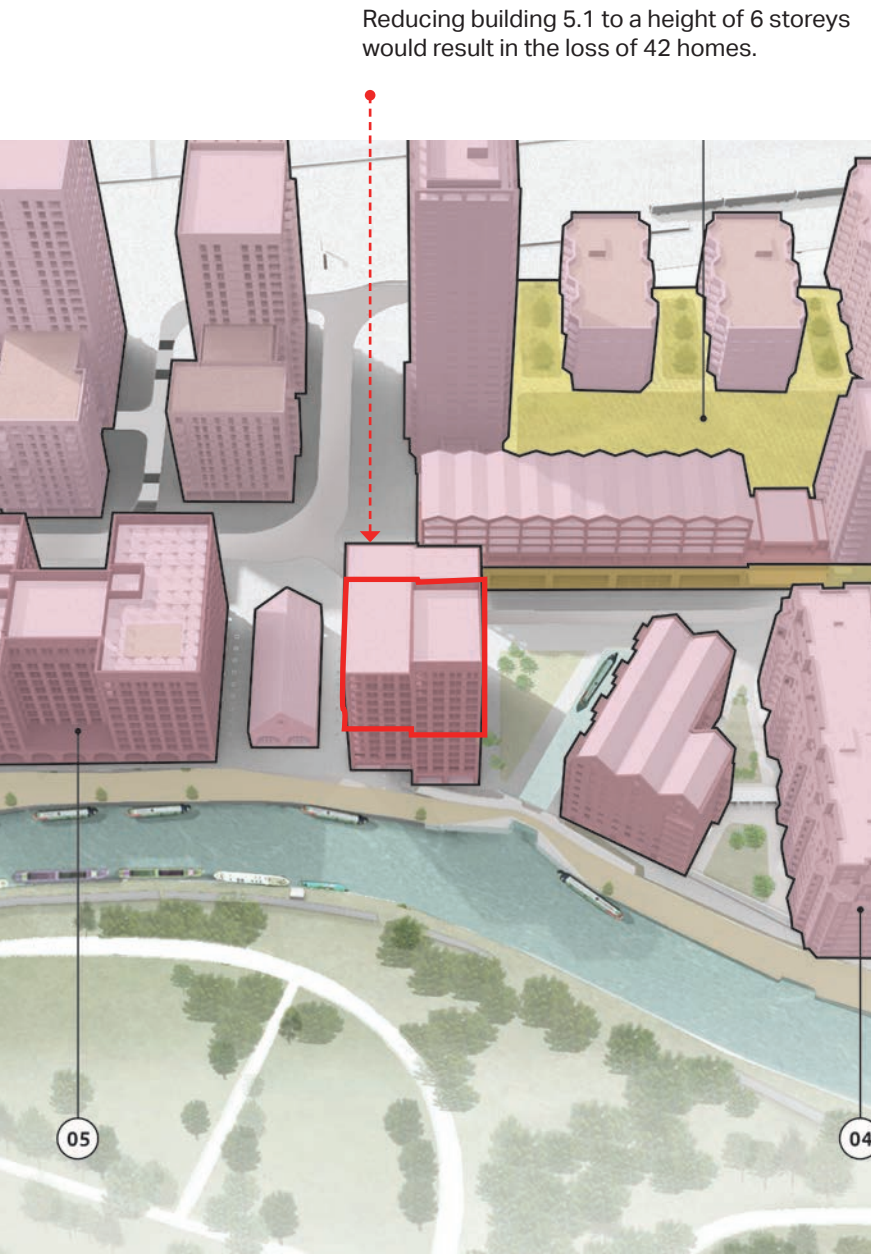
Fig 2.116: Plot 4 - Outline design parameters for Plot 04 - showing linear balconies linked to bay windows.



Fig 2.117: Plot 4 - Illustrative design showing bay windows and balconies.

Fig 1.129: Extract of Design code showing balcony design standards

Block 5.1 Study



The buildings within Plot 5 form part of the wider canalside character area which successfully frame the public realm. The subtle height differences provide variance rather than a flat datum. These aspects are considered further within Substantive Item 8 and Item 22 and Item 24.

The diagram below left describes the impact in terms of the reduction in housing numbers should the development be reduced to a canalside datum of 6 storeys.

The ground level layout of building 5.1 is focused on providing active frontage to the canalside and the new basin. This results in the primary residential entrance being positioned onto the Avenue/ West Drive.

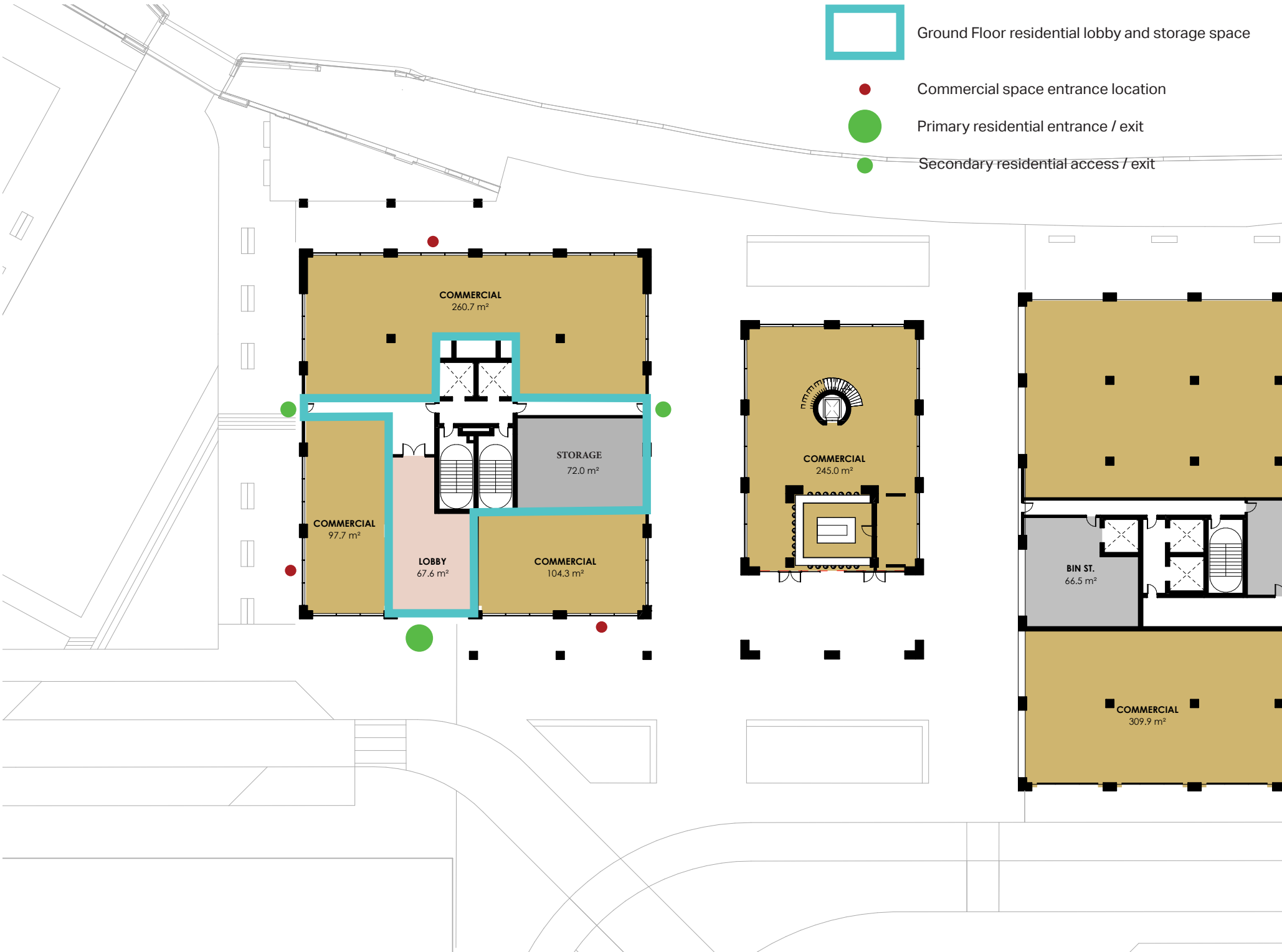
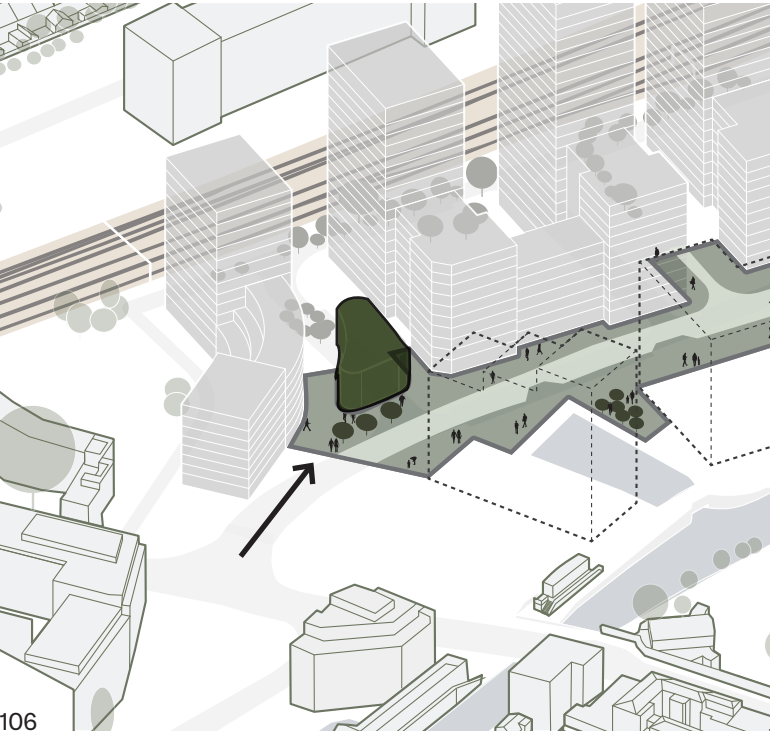


Fig 1.130: Plot 05 Ground Floor GA Plan

The Plot 01 Pavilion



The pavilion building in Plot 1 is a key part of the streetscape to the southern half of the avenue. The pavilion contributes to the composition of buildings at the entrance of the site. As an marker within the streetscape it guides people both westward along the avenue and southward towards south drive. The curved form of Plot 6 is driven by similar building forms within the borough and has an important role in defining the character of the site threshold.



A key feature of the entrance to the Avenue is the pavilion building that breaks the scale of the residential buildings either side and provides a material change from nearby

predominantly brick facades. The building acts as a counterpoint and would become an important component of the neighbourhood centre.

Plot 01 East and West Facing Streets

Street A - A pedestrian and cycle focused street

The Pavilion at the entrance to Plot A will make a significant impact on the locality in terms of activity and active frontage.

Commercial active frontage wrap around into the street at both the northern and southern opening to the street. These frontages will provide spaces that overlook the street and draw footfall.

Residential entrances are purposefully located on opposite sides of the street to focus movement and provide legibility within the public realm.

Street B - Part of the site bus network

Commercial active frontage will wrap around into the street at both the northern and southern opening to the street. These frontages will provide spaces that overlook the street and draw footfall.

Residential entrances are purposefully located on opposite sides of the street to focus movement and provide legibility within the public realm.

Service spaces, refuse stores and bike stores will be carefully positioned and detailed to reduce blank frontage.

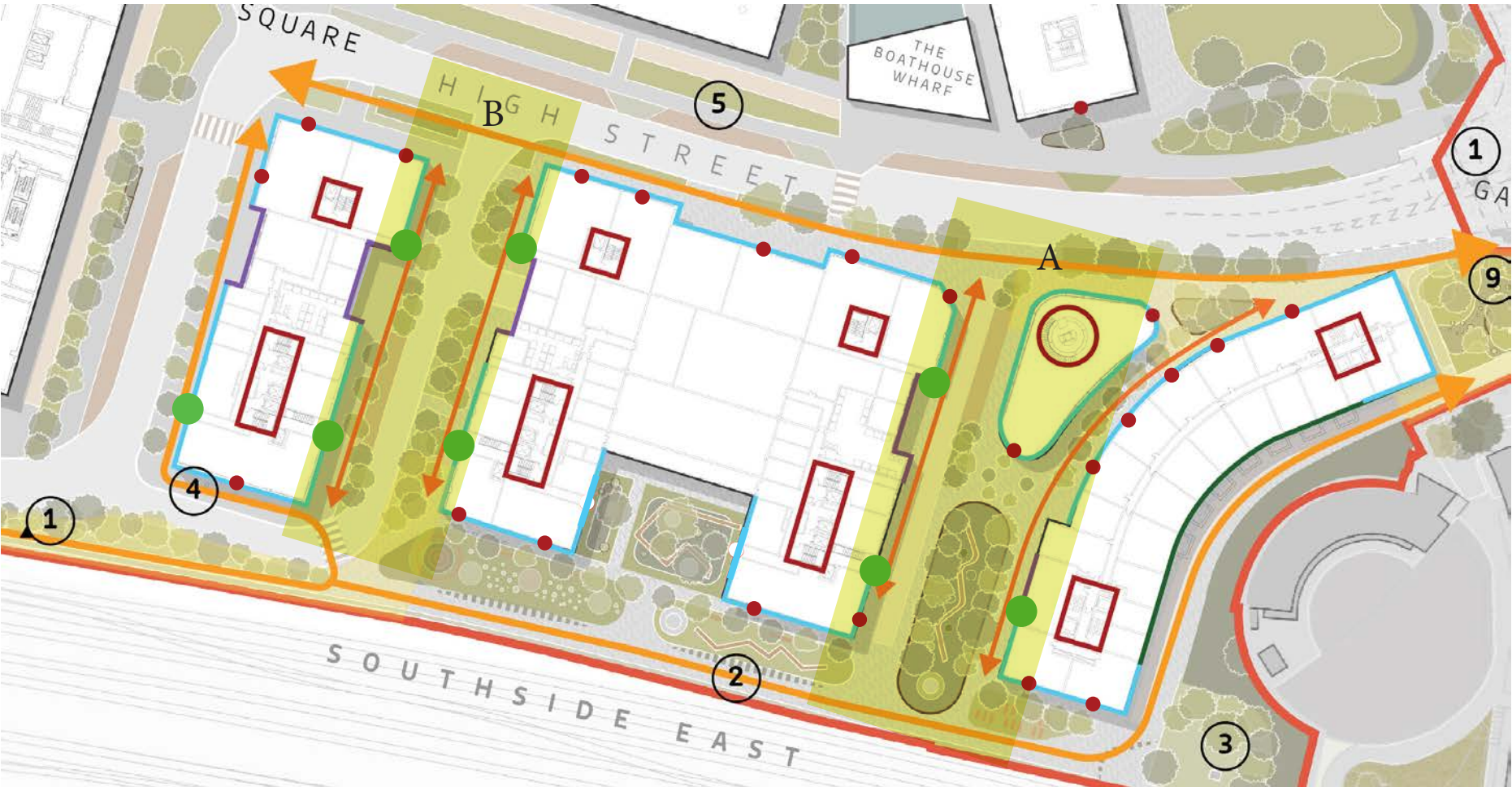
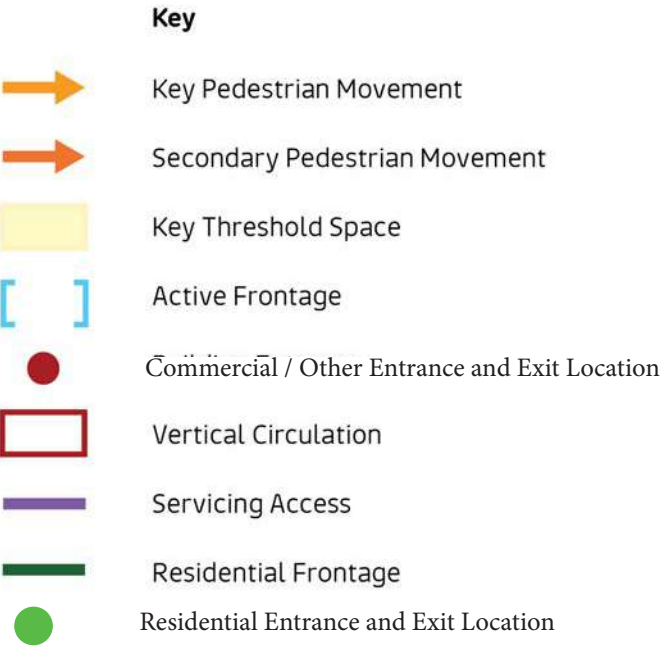


Fig 1.131: Southside East : Principles of access, entrance and active frontage

Plot 04 Entrances

Access to building 4.5 would be provided via a secure entrance on West Drive. Inhabitants of building 4.5 would enter here and walk across the private landscaped courtyard to access the front door of the block.

A secondary entrance to Building 4.4 provides access for inhabitants of that block to the shared central courtyard (A).

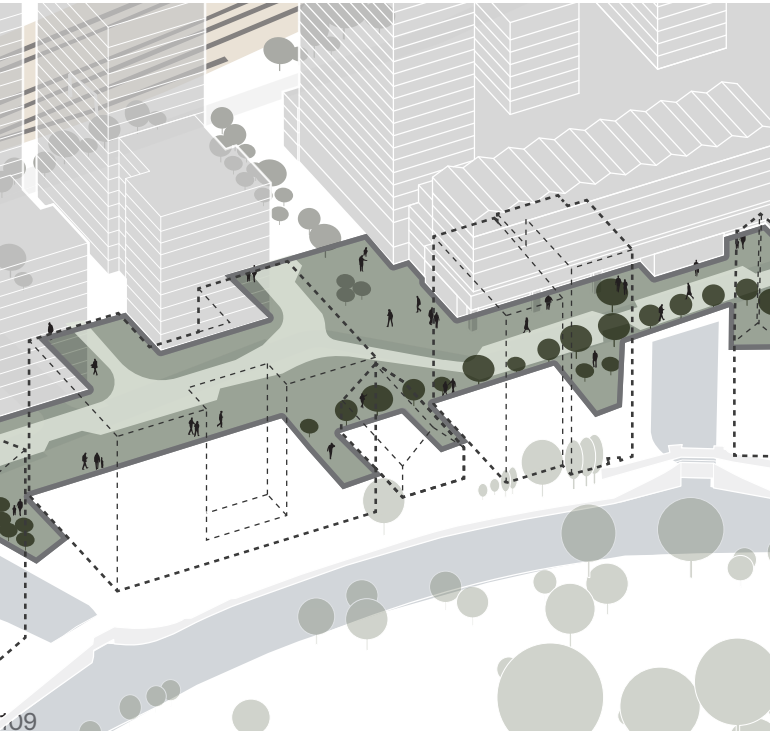
Entrance to blocks 4.1 and 4.3 are as shown. Residents can select whether to access 4.3 from Canalside Park or from the entrance of 4.1 and navigate across the private podium space.

Measures such as on-site security, CCTV, lighting and passive surveillance will provide residents and visitors with a sense of comfort and safety around Canalside Park in line with Secure by Design principles. Planting will be maintained to maximise sight lines across the garden and further enhance passive surveillance. The Landscape and Public Realm addendum document and landscape section of the Design Code provides further detail on the lighting strategy within Canalside Park and the wider masterplan.

- Primary Residential Entrance / Exit
- Residential Entrance / Exit
- Residential Lobby
- Elevated Residential Garden
- Secure Line



The Plot 05 Pavilion

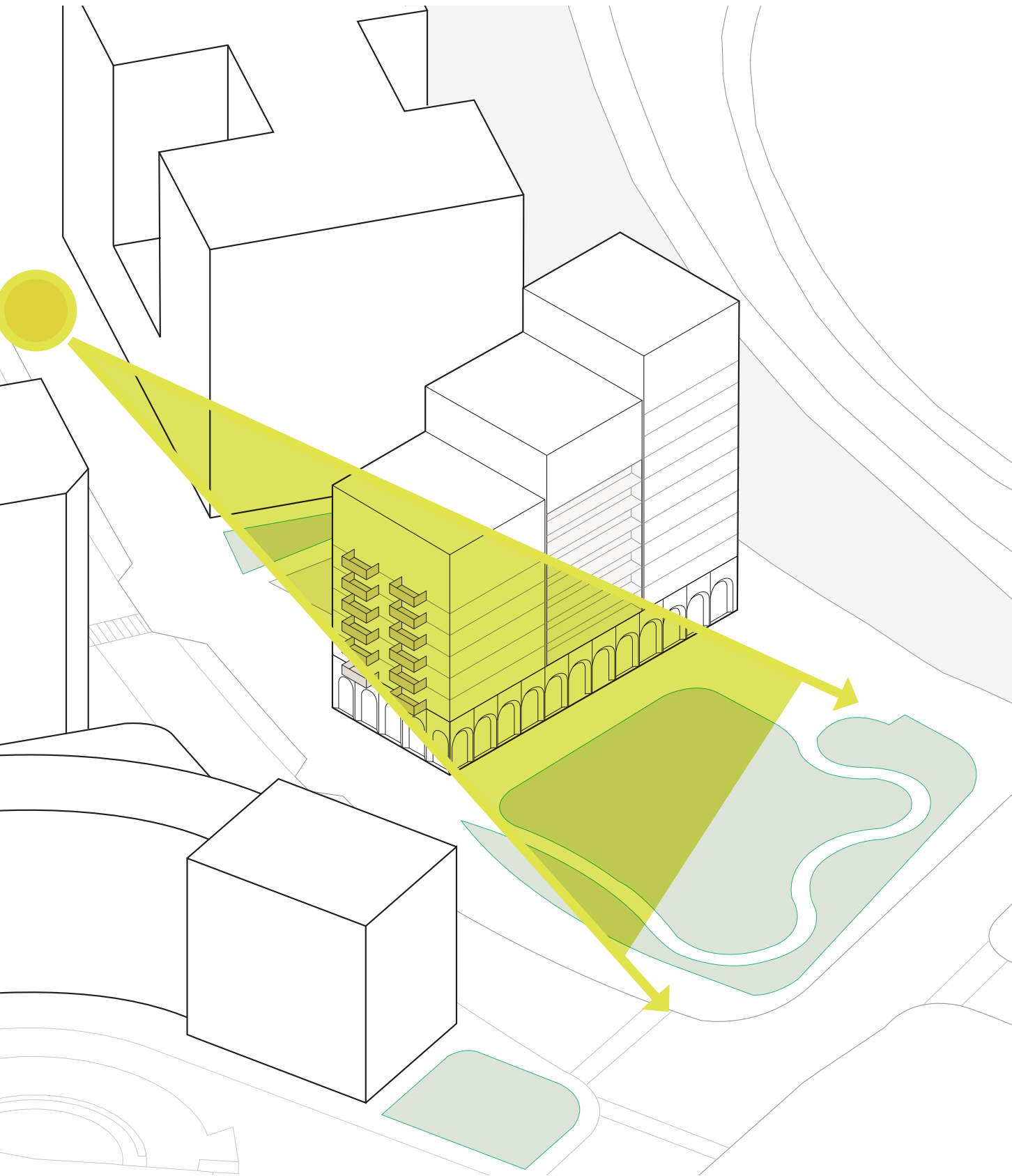


The Pavilion building in Plot 5 is a key part of the streetscape to the northern half of the Avenue. The pavilion contributes to connections between the canal edge and the Avenue as well as the entrance to the store.

Intended as a market hall like building, open on each of its 4 sides, the building creates intimate lane-ways running north south.



Plot 06 Massing



The block massing steps down towards the street to frame the entrance to the high-street as part of a wider massing composition at the entrance of the site.

The block massing also contributes to the landscape space by reducing the overshadowing effect. The terraced massing strategy also allows the creation of south facing roof terraces.

The proposed massing steps up to 12 storeys as it meets the canal edge, marking this important site both in southern views from Ladbroke Grove and in longer east and west views along the canal itself. As part of the wider masterplan massing strategy this variety forms part of the character of the canal edge.