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LADBROKE GROVE

Project Flourish

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1.1 Introduction to the Design Code

1.1.1 What is a Design Code

Design Codes are delivery tools, providing a form of detailed design guidance that aligns to and records the principles of a specific development vision for a site. Design Codes are often used to define key design features when a masterplan or parts of a masterplan are being submitted for outline planning approval only.

A Design Code is a set of written and graphically illustrated rules and guidance that establish with precision the two- and three-dimensional design elements that will impact the use, layout, scale, access and function or operation of a particular development or area and how these relate to one another without establishing the final detailed outcome.

The Design Code will set out design principles aimed at delivering better quality places by providing clear guidance as to what constitutes acceptable design quality for the site, thereby providing a high level of certainty to the planning authorities and the community before the detailed proposals are available.

The Design Code will then be used to define the outline plots and will need to be complied with at reserved matters planning stage when the detailed design of these plots is prepared and submitted to the Council for consideration.

At the end of this introductory section an overview of the design code wording has been given. This provides a distinction between rules which are 'mandatory' and guidelines which are 'recommended'.

1.1.2 Role

The role of this Design Code for the masterplan design at Ladbrooke Grove is to record specific design features that are core to the delivery of the project vision. The site wide parameters and design codes presented in this document will form part of the information for which planning approval is sought. The design code forms, along with the parameter plans, development specification and environmental statement, a core component of the outline application.

This code defines the parameters within which any detail design can be presented as part of a reserved matters application for the plots which are currently submitted in outline form, and it presents clear guidance on issues key to the delivery of the overall vision.

The Project Flourish Design Code will provide a point of reference for the preparation and assessment of any future reserved matters applications. This document aims to ensure that detailed proposals are well designed with respect to site wide responsibilities, and the masterplans intended relationship to neighbours and context.

The Design Code details features that must be delivered to support the whole and provides a set of illustrated design rules which will inform future detail designers of the masterplans intended characteristics. Whilst the guide sets out the key principles of development it is prepared with appropriate flexibility in mind to enable architects and designers to bring their own creativity to ensure that the development has mixed and authentic character.

This Design Code (sections 3 and 4) should always be read and considered alongside the site wide parameters recorded in section 2.

The Design Code does not seek to repeat policies, strategies or rules contained within other relevant guidance documents, but it is intended to sit alongside and be used in tandem with such documents. These include, but are not limited to, the planning documents:

- Building Regulations 2010
- CDM Regulations 2015
- Equality Act 2010
- Secured by Design
- Safer Places - The Planning System and Crime Prevention (ODPM 2004)

- Crowded Places - The Planning System and Counter Terrorism (DCLG 2012)

In addition, the Design Code should always be referenced alongside strategy and other documents within the amended application, which include:

- Parameter Plans
- Development Specification
- Environmental Statement and Appendices

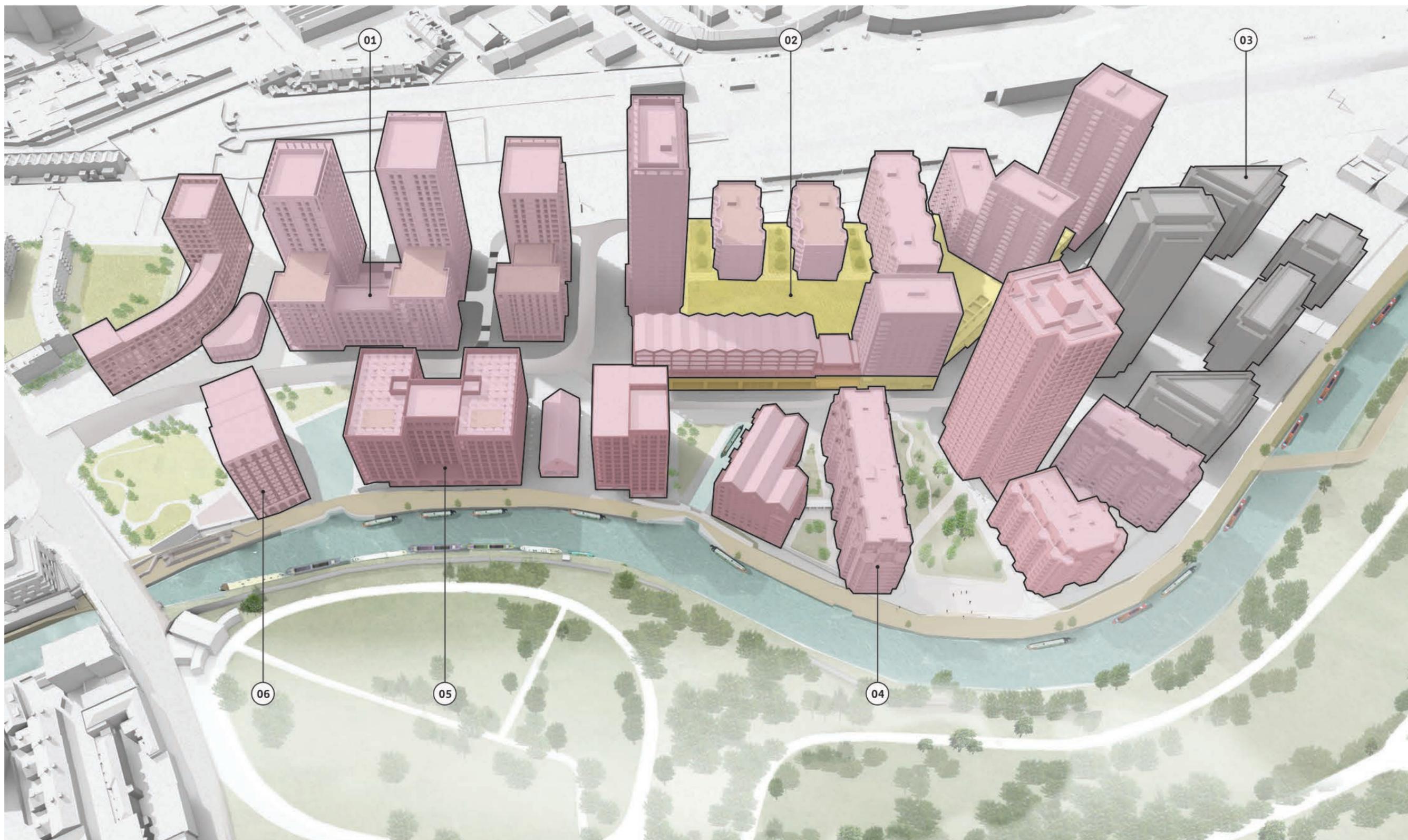


Fig 1.1: Overview diagram of the illustrative (pink) and detailed (yellow) designs

1.1.3 Structure of the Design Code

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.

The document is structured into three key sections.

- Section 2: Masterplan principles and site wide parameters capturing strategic issues that require whole site coordination.
- Section 3 - 7: Design guidelines for each individual development plot submitted in outline. Design codes have been prepared for all plots within the masterplan other than the proposed Sainsbury's Store in Plot 02, which is being applied for in detail.
- Section 8: Landscape and public realm

This document should be read in conjunction with the supporting Design and Access Statement, parameter drawings and development spec, which describe the plots in further detail.

Each section of the Design Guide is broken down into a series of individual sub-headings to address strategic aspects of the overall design, as follows:

- Connection to the Wider Masterplan
- Block Form and Arrangement
- Scale and Massing
- Use and Quantum
- Layout
- Active Frontages
- Facade Approach, Materiality and Detailing

Each set of rules is accompanied by a graphical illustration and brief explanation of the rationale behind the rules and recommendations.

1.2 Glossary

1.2.3.1 Active Frontage

Refers to street frontages where there is an active visual engagement between people in the street or nearby and the building itself.

1.2.3.2 Amenity

The features of an area, street or building, that provide facilities and services that contribute to physical or material comfort and benefit, and are valued by users

1.2.3.3 B/SSL

The client group, landowners Ballymore (London Arena) Limited (B) and Sainsburys Supermarkets Limited (SSL)

1.2.3.4 Building or Plot Line

The actual or apparent line created by a building's front wall along a street.

1.2.3.5 Character Area

An area of the Masterplan that displays specific characteristics of use, scale, activity and sense of place.

1.2.3.6 Facade

The principal wall of a building that is usually facing the street and visible from the public realm.

1.2.3.7 Land use

The purpose for which the land has been or is being or may be developed.

1.2.3.8 Open Space

The term open space covers all land use that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. This definition covers a range of types of open space within the urban area, both in public or private ownership and whether access is unrestricted, limited or restricted.

1.2.3.9 Permeability

The extent to which the urban structure permits, or restricts, movement of people or vehicles through an area, and the capacity of the area network to carry people or vehicles.

1.2.3.10 Planning Use Classes

The classes for land use in England, as set out in the Town and Country Planning (use classes) order 1987 and its subsequent amendments.

1.2.3.11 Public Realm

The space formed between buildings where the public can access, including streets, squares, forecourts, parks and open spaces.

1.2.3.12 Scale

The size of a building in relation to its surroundings, or the size of parts or details of the building.

1.2.3.13 Streetscape

The visual character of a street space that results from the combination of street width, curvature, paving, street furniture, plantings and the surrounding built form and detail.

1.2.3.14 Wayfinding

The act of finding one's way around an area, and the experience of orientation and choosing a path within the built environment.

1.2.3.15 Gateway

A key connecting space between the site and the surrounding area.

1.2.3.16 Vision Cone

The Sainsbury store must be visible from Ladbroke Grove. The vision cone defines the extents within which the buildings and other obstructions must not encroach to ensure visibility of the store entrance.

1.2.3.17 Threshold Space

Connecting space between two areas of different character, or use.

1.2.3.18 Tolerance

The zone within which permissible building heights and footprints might be acceptable.

Design Excellence

Ballymore

Ballymore is a developer with vast and varied experience, acknowledged as pioneers of some of Europe's largest housing and regeneration projects. Ballymore is owned and managed by the Mulryan family. Chairman and Group Chief Executive Sean Mulryan founded the business with his wife Bernardine Mulryan, in Ireland, in 1982.



Fig 1.2: English National Ballet - London City Island



Fig 1.3: Goodluck Hope

Today, after 40 years in business, Ballymore are one of London and Dublin's most innovative and dynamic property developers, having completed more than 7,000 homes in the UK and Ireland in the past five years. Their residential portfolio pipeline is comprised of 15,000 homes to meet future demand, and the group are adding commercial, retail and leisure to this, with around 4.5 million sq ft of commercial space in its planning pipeline.



Fig 1.4: Goodluck Hope

Despite the scale and ambition of their work, Ballymore places the importance of working to the highest standards on every individual element of every development, creating places in which people, business, culture and society can thrive.

Fig 1.5: Opposite Page: Goodluck Hope



Design Excellence

The design team

Faulkner Browns - Architects and masterplanners

Faulkner Browns (FBA) are a multiaward winning creative design studio with significant masterplanning and residential design experience.

At the Guinness Quarter in Dublin, Faulkner Browns worked with Ballymore to masterplan the historic site of the former Guinness Brewery in central Dublin. A complex design that includes homes, office space, cultural and landscaped public space.

FBA were awarded the title of Architect of the Year in 2022.

<https://faulknerbrowns.com/>

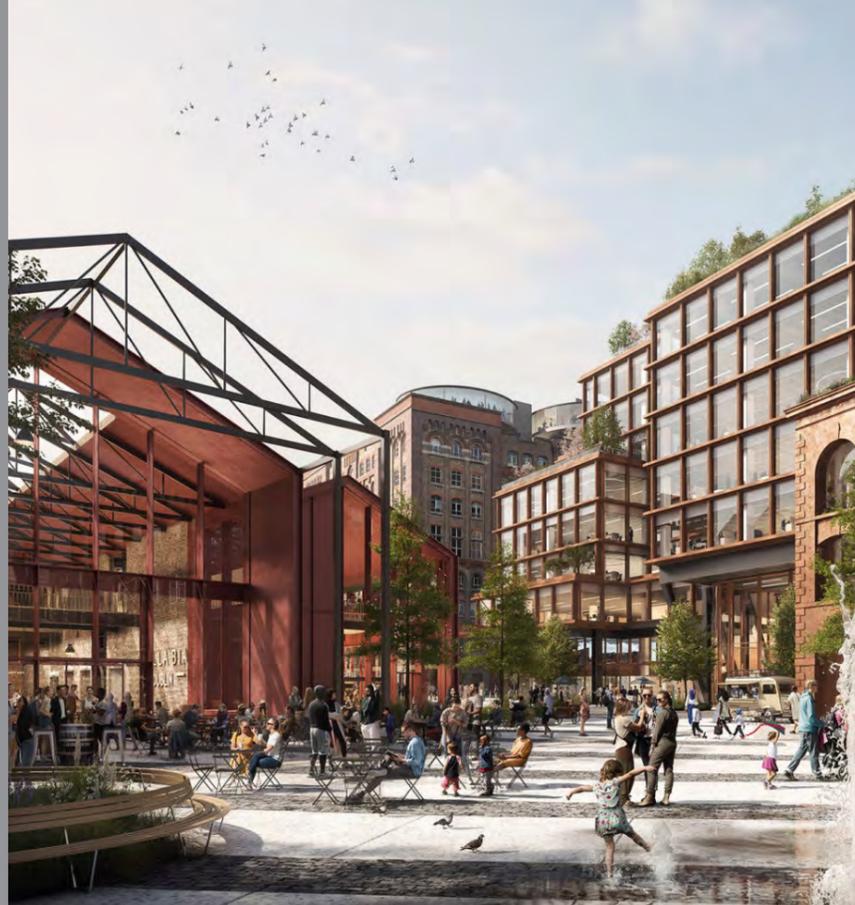


Fig 1.6: The Guinness Quarter, Dublin. FaulknerBrowns - Client:Ballymore

<https://www.maccreeanorlavington.com/>



Fig 1.7: Maccreeanor Lavington - South Gardens, Elephant Park, London

Maccreeanor Lavington - Architects

Maccreeanor Lavington (MLA) are architects and urbanists based in London and Rotterdam. They have considerable experience with many types of building: homes and housing of every kind; schools and community buildings; workspace; shops and evermore ambitious high-density-mixed-use-city-buildings.

They have won many awards for their work including the prestigious RIBA Stirling Prize.

<https://hutchinsonandpartners.com/>



Fig 1.8: Hutchinsons and Partners - Whitechapel Masterplan - Client: Sainsbury's

Hutchinson & Partners - Architects

Hutchinson & Partners are an award winning architecture practice with offices based in London and Berlin. They are passionate about architecture, urbanism and design, and adopt a collaborative, explorative and rigorous design process.

They have worked with Sainsburys for 15 years and are experts in the design of complex hybrid buildings that carefully connect retail and housing.

<https://spacehubdesign.com/>



Fig 1.9: Spacehub - Goodluck Hope - Client: Ballymore

Spacehub - Landscape Architects

Spacehub are a team of designers that specialise in landscape architecture, urban design and ecology.

They work at a wide range of scales, from major planning applications for developments such as The Goodyard in Shoreditch to the on-site delivery of prominent public realm schemes such as London Wall Place in the City of London.

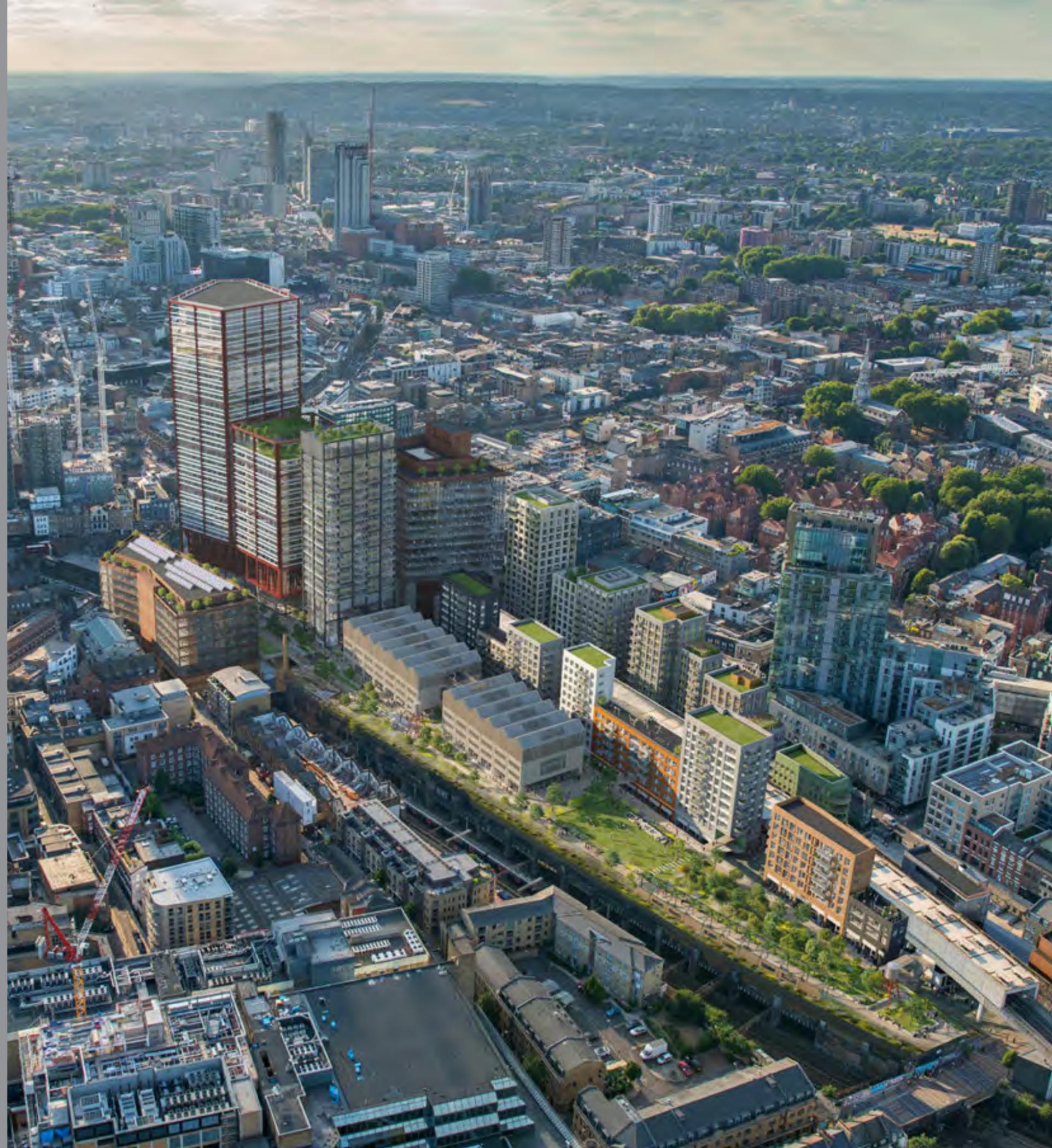
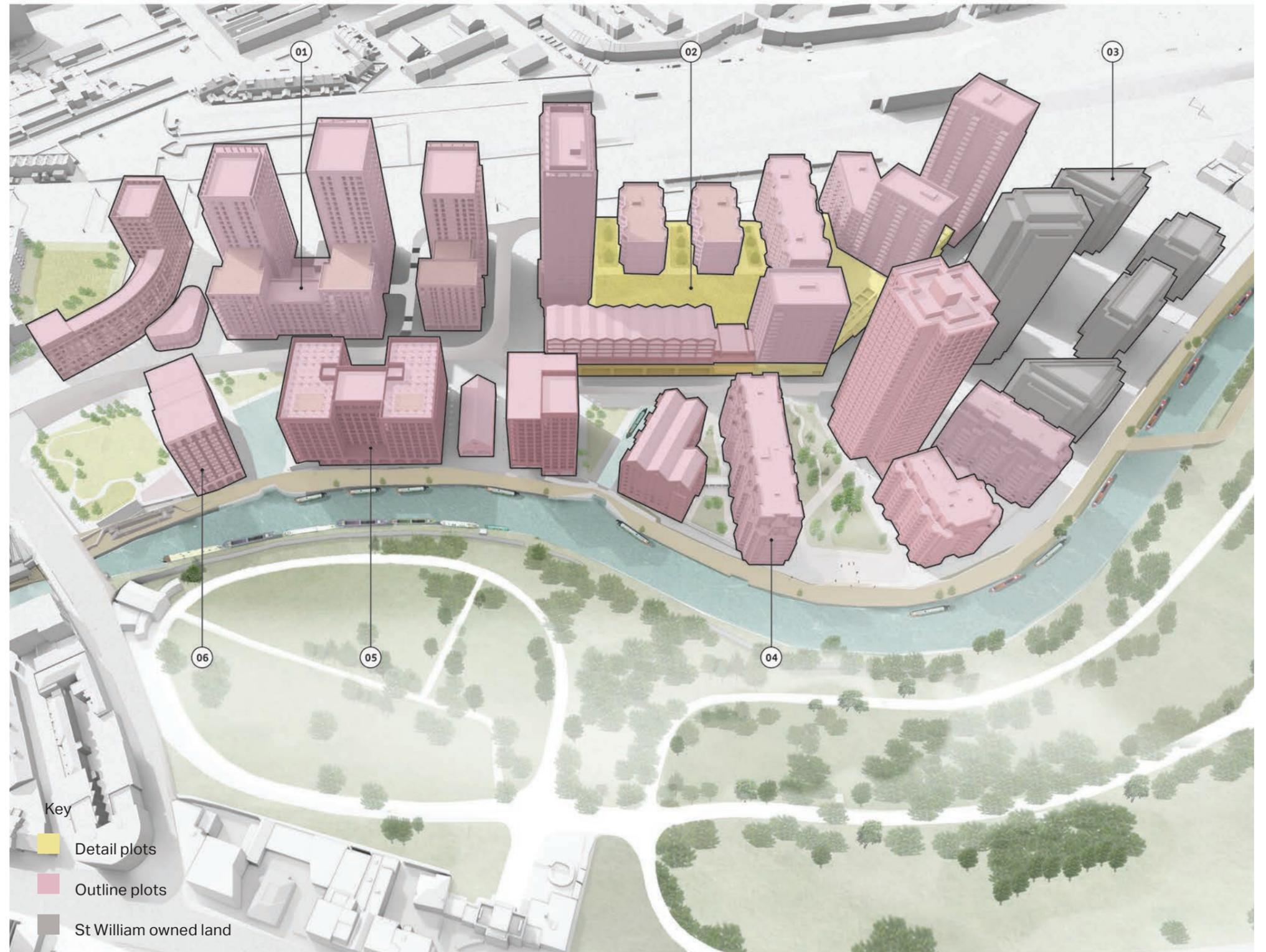


Fig 1.10: Image right: Bishopsgate Goodyard, London - FaulknerBrowns, Spacehub - Client - Ballymore

1.3 Plot Design Guide - Overview

1.3.1 Masterplan Overview

The Plot Design Guidelines which follow later in the Design Code aim to describe the parameters that apply to the outline plots of the masterplan, plots 1, 2 (residential component), 4, 5 and 6, illustrated in the drawing opposite.



1.3.2 Status of design code information

Some guidelines within the Design Code are mandatory providing certainty with regards to the quality and character of the development. Other guidelines (recommended) have a degree of flexibility so that alternative design solutions can be arrived at where they result in a high quality outcome.

Recommended guidelines can be expressed as preferable or optional. The adjoining chart summarises guideline degrees and word meaning of text and annotations contained within the document.

Some of the visuals contained within the document are based on the Illustrative Masterplan, as such are used for illustrative purposes only (non-mandatory) and are annotated 'Illustrative only' for clarity.

Paragraphs within this document are structured to include guidance on both 'Design Intent' and 'Design Guidelines'. The 'Design Intent' sets out the design ambition and strategy for a particular topic, with the 'Design Guidelines' highlighting specific detailed codes which must be adhered to in accordance with the compliance principles.

1.3.3 Wording - Compliance

MANDATORY (Green box)

Must - Compliance to guideline is required

Design Guidelines

'Design Guidelines' highlighting specific detailed codes will be presented in green text boxes. These codes must be adhered to in accordance with the compliance principles.

RECOMMENDED

Should - Compliance to guideline is preferable

May - Compliance to guideline is optional

1.3.4 Diagram Key

MANDATORY

RECOMMENDED

(Diagrams which use the Illustrative Scheme or examples of compliance with the guideline as a reference)

1.3.5 Parameter Extents

A set of parameter drawings have been produced to accompany this application which convey the maximum and minimum extents of all of the Outline Elements of the scheme.

Due to the scheme being largely submitted in outline there is a level of design development which will be required once the scheme is brought forward in detail at the Reserved Matters stage. As such, it is assumed that lift overruns and flues can project above the maximum parameters where required. Positions and extents of these will be confirmed once designs are brought forward within the reserved matters applications.

2.1 Masterplan Principles

2.1.1 Key Principle 01: Connections

A key structural element of the masterplan is the east to west and south to north links across the site. These links are made to provide spatial legibility, define key routes, and to define set down locations for future bridge links to the south and west. The new store and entrance is positioned at the convergence of these two routes.

2.1.1.1 Existing Connections

The existing site is connected to the wider area at its eastern edge where it meets Ladbroke Grove. The junction at Ladbroke Grove is the only vehicle entrance to the site. The canal towpath provides access for pedestrians to the Sainsbury's store via a poorly defined route into the store and car park.

2.1.1.2 New Connections

The masterplan aims to improve existing connections between the site and the surrounding area, and to provide new opportunities to access the site.

The main vehicle access junction to the site will be improved to provide a more efficient entrance to the site. The new junction will also provide safer crossing facilities for pedestrians and cyclists.

The canal towpath will provide multiple connections for pedestrians and cyclists to filter into the site via carefully designed and well defined routes into the site.

At points 2 and 3, the masterplan defines and safeguards setting out points for bridges to cross the canal to the west, and across the train track to the south. The western canal bridge would provide access to the cemetery and in turn improve access for residents to the nearby connections at Kensal Green Station. The southern bridge across the train tracks provides access for residents to the south to access the site and the store and for new residents on site to access the open space at Little Wormwood and Wormwood Scrubs.

A secondary vehicle route for emergency vehicles is provided to the south of the main entrance between Kensal House and the Crescent shaped building within Plot 01.

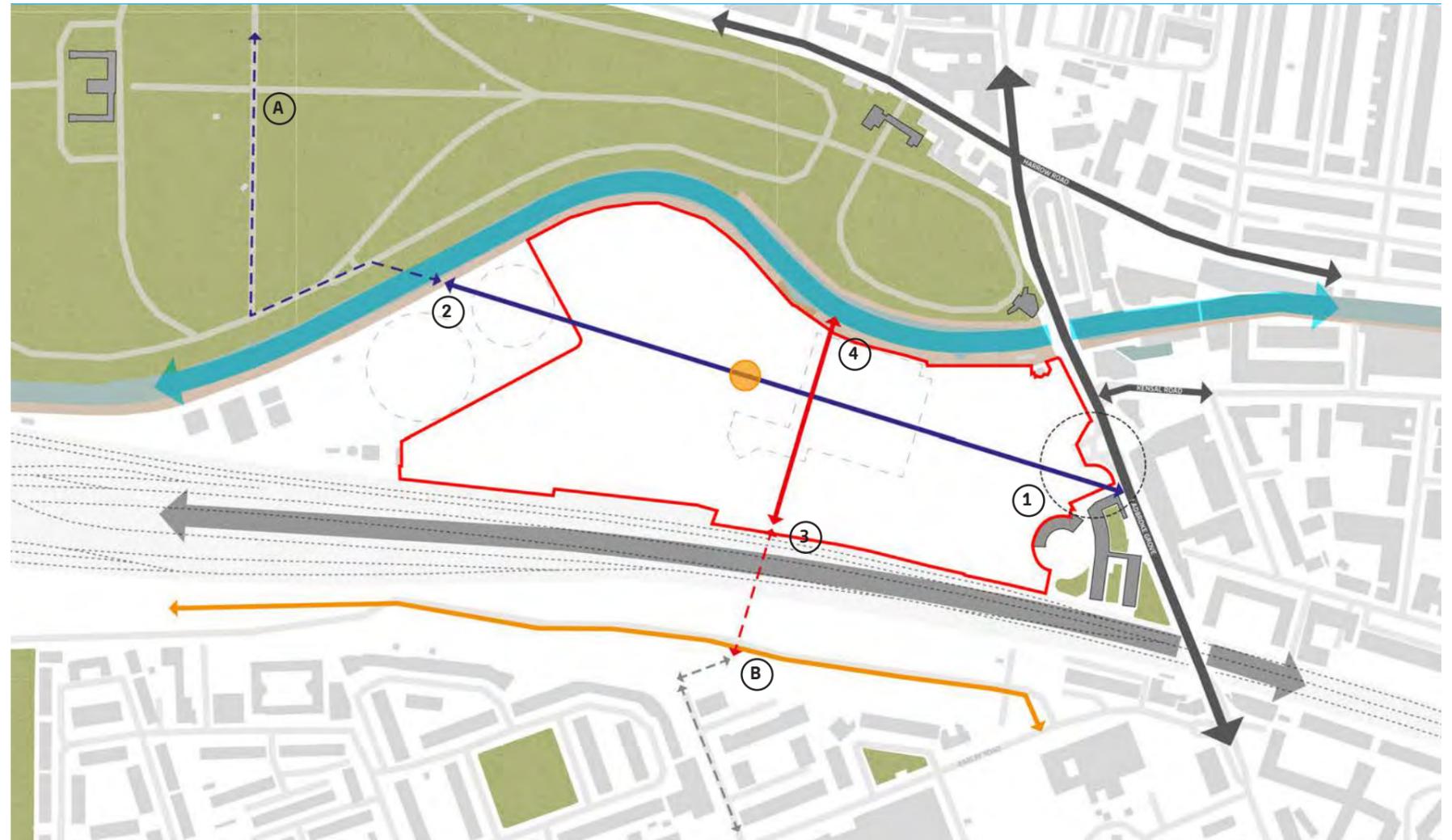


Fig 2.2: Key site connections points and bridge locations

Key

- ① Vehicle entrance, junction on Ladbroke Grove
- ② Western canal towpath
- ③ Future bridge, springing point for link over the railway
- ④ Connection to towpath and future bridge over the canal
- Ⓐ Connection across the cemetery to Kensal Green Station
- Ⓑ Potential pedestrian connection to Barlby Road
- Store entrance



Fig 2.1: The existing site entrance junction.

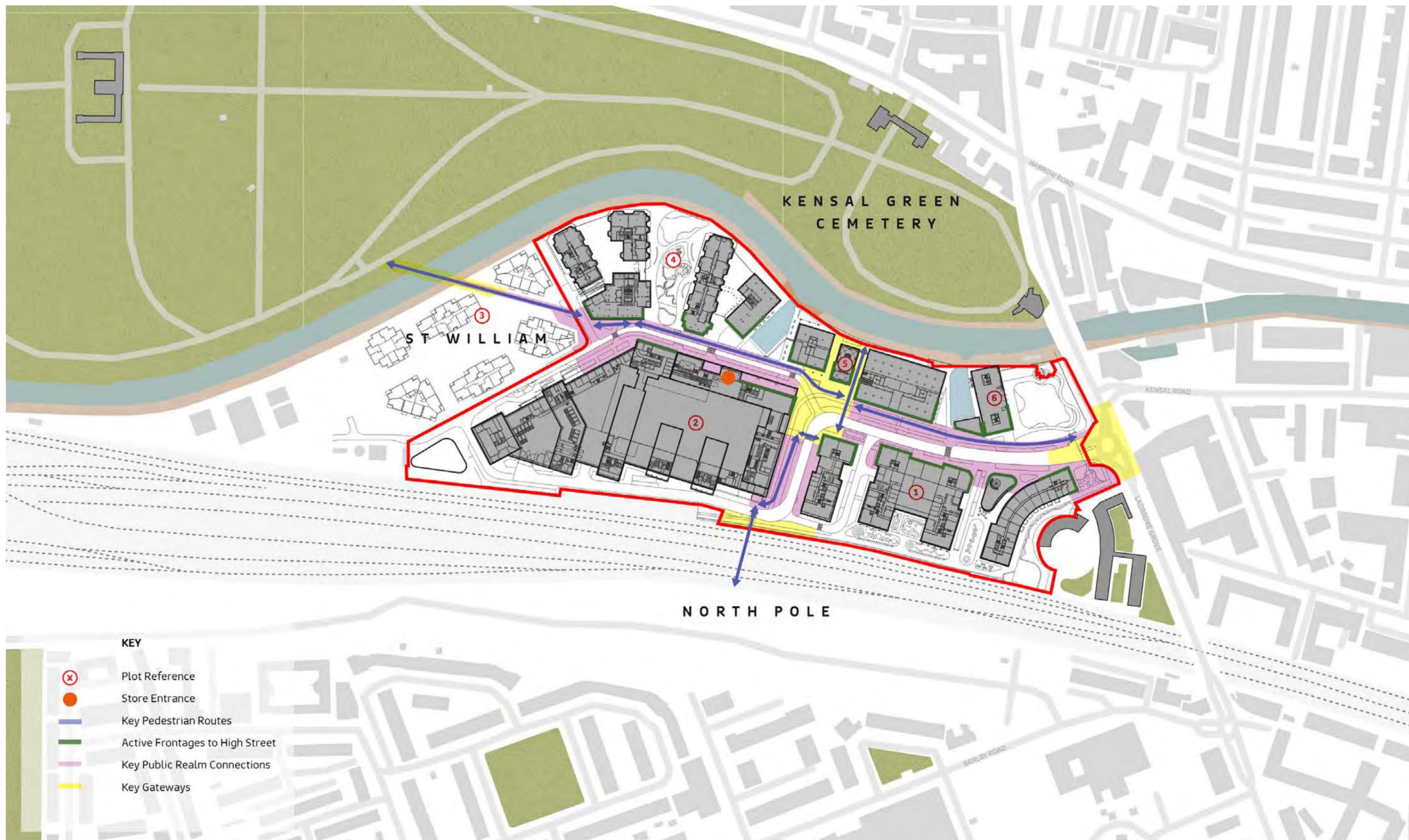


Fig 2.3: Connections

2.1.2 Key Principle 02: Character and Context

2.1.2.1 Character and Context

A key element of our masterplan related to the way in which the site responds to the varied surrounding context. Conceived as a tripartite relationship, the site structure aims to balance the surrounding context and bring it together within the site, using the context to define, spatial character, built form and public realm.

2.1.2.2 Tripartite context diagram

We have defined the three converging characters as follows.

Nurture : The influence of the cemetery, its mature trees, the canal and the water.

Transact: The connection at the eastern edge of the site to the wider area. An opportunity to make a better connection across Ladbroke Grove.

Move/Make : The busy railway corridor. An opportunity to look south across London and to create a new landscape above the train tracks and a future connection to the North Pole site.

2.1.2.3 Kensal Town and the concept of 'the ile'

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 allocations provides an opportunity to reconnect the two side of this connected space to form a connected 'île' space.

Île; A place of otherness, coherency, diversity



Fig 2.4: Character and Context Concept Diagram



Fig 2.5: An image from the eastern side of the cemetery towards the water tower.



Fig 2.6: Kensal House

Transact



Fig 2.7: Transact

Nature / Nurture

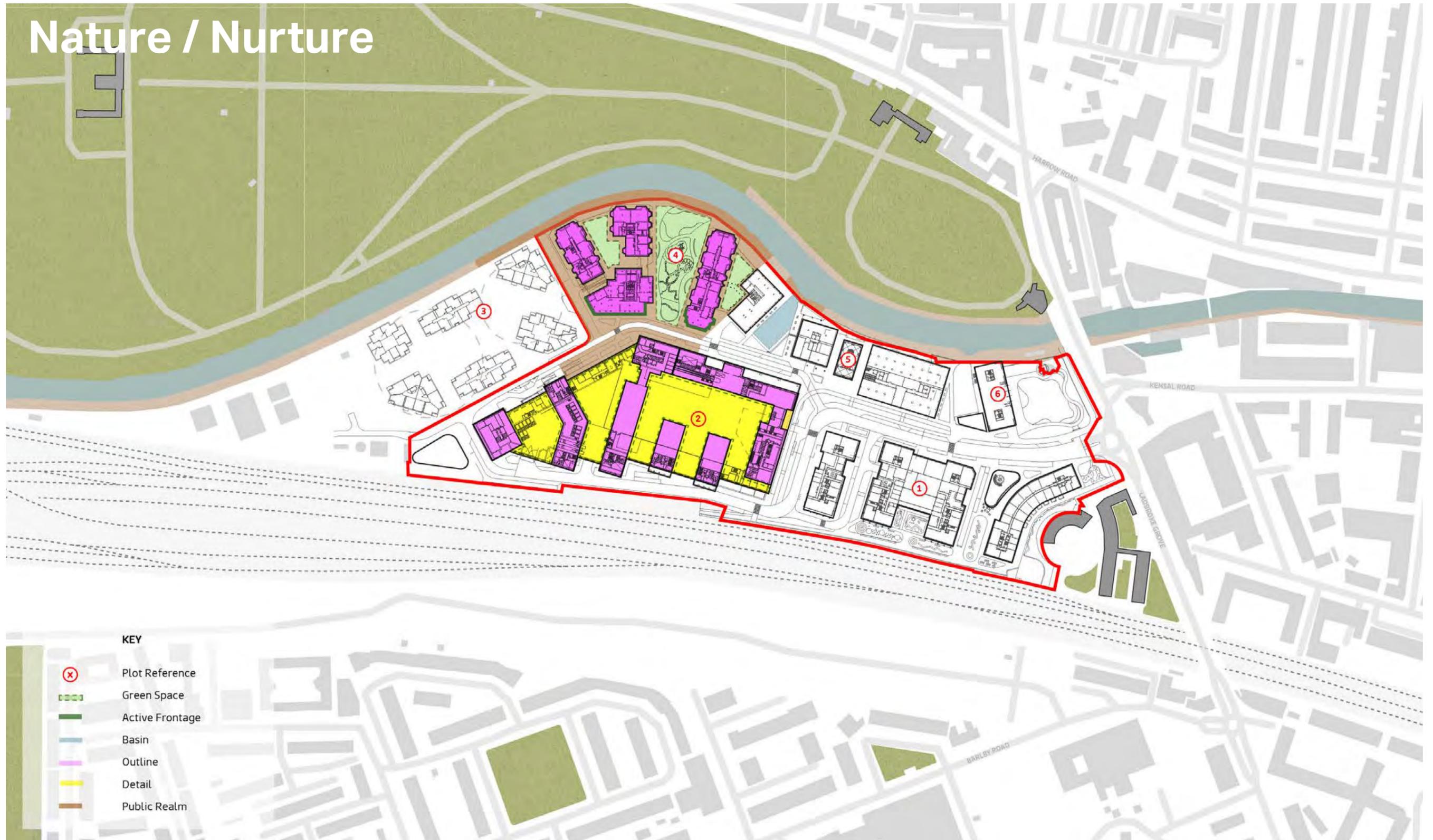


Fig 2.8: Nature/Nurture

Make / Move



Fig 2.9: Make/Move

2.1.3 Key Principle 03: Phasing & Locating the Store

The location of the store is a critical element of our design brief. The existing store must remain in operation for the entirety of the construction process. As a result the new store is positioned to the western side of the existing store at the centre of the site and at the convergence of the east/west and south/north routes described in Key Principle 01.

2.1.3.1 The existing store

Completed in March 1988, the existing purpose-built store is located on the eastern end of the site. The single storey building is fronted by a large surface level car park, providing nearly 400 parking spaces, as well as an 8-pump petrol filling station. The site is dominated by vehicular access. A roundabout on Ladbroke Grove provides access to the store car park, filling station and access to the rear of the site along the southern boundary. The proposed location of the new store enables the construction works to be phased in order to provide continuity of trading from the existing store to the new store. Whilst the sales area of the proposed store is larger than the existing, the number of parking spaces is reduced and the provision of the petrol filling station is not available. The new store with basement parking and service yard is integrated into the mixed use development, halving the land take of the existing store.

2.1.3.2 Positioning the new store

Figure 2.6 describes the key constraints that define the position of the new store.

Point A relates the construction constraint offset defined by the retaining wall to the train tracks. In this location we are advised that we are unable to dig foundations within 12m of the retaining walls.

Point B relates to the relationship between the Ballymore/Sainsbury's owned land and the neighbouring landowners St William. The store footprint is built within the BM/SSL land holding.

The location of the northern edge of the store at Point C is defined by the proportion of the store footprint and the relationship between the site and the store entrance. The masterplan defines that the store entrance should be located at the head of the high street.

Point D is a phasing constraint and is defined by the western side of the existing store.

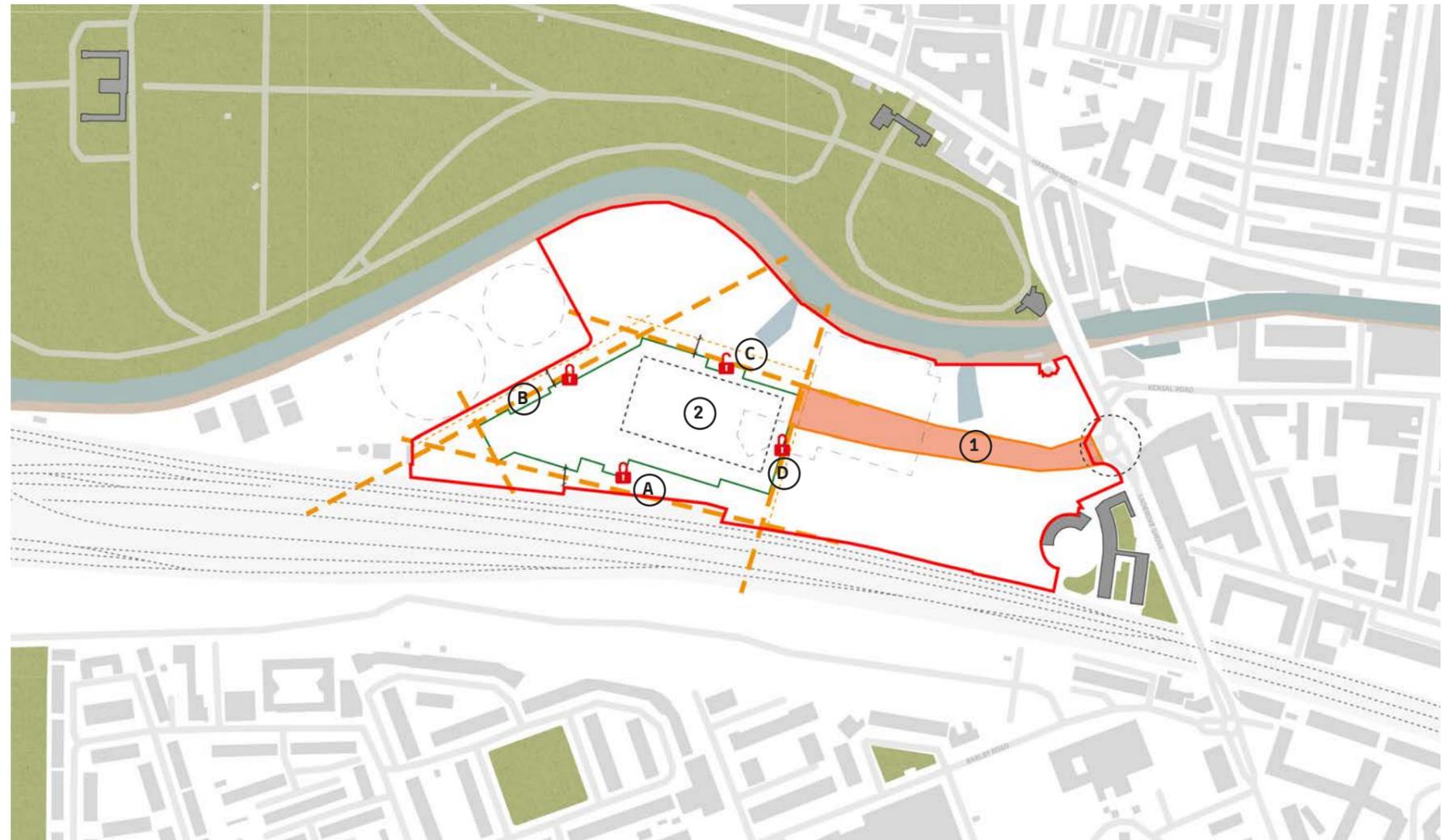


Fig 2.10: Locating the Store Concept Diagram

Key

- ① Store vision cone
- ② New store footprint
- Ⓐ Construction offset to south boundary
- Ⓑ Relationship to ownership boundary
- Ⓒ Relationship to Plot 04 to make developable footprint
- Ⓓ Constraint at eastern edge of existing store



Fig 2.11: The existing Sainsbury's Store shortly after its opening in 1988.

The Store



Fig 2.12: The Store

2.1.4 Key Principle 04: Activation

The eastern portion of the masterplan that connects to Ladbrooke Grove is seen as neighbourhood centre capable of supporting the new population of residents on the site and offering a new set of services for those living close to the site. We see this part of the masterplan as supporting a range of ground floor uses, doctors, dentists, shops, restaurants, business and workshops.

2.1.4.1 The neighbourhood centre

The neighbourhood centre is focused on the high street that connects Ladbrooke Grove to the entrance of the Sainsbury store.

To the northern side of the high street we propose leisure and retail uses around the new wharf and the ground floors of the buildings in Plot 05. To the southern side of the high street we propose flexible workspace, workshop and maker spaces, services (dentists, doctors) and space for a creche.

2.1.4.2 Active Ground floor uses

The eastern side of the masterplan is submitted as an outline application and as such the uses we describe are indicative and will be defined at the detail stage of a reserved matters application.

The design is flexible however to accommodate a wide range of uses and to allow for future development of the strategy for active uses on site.

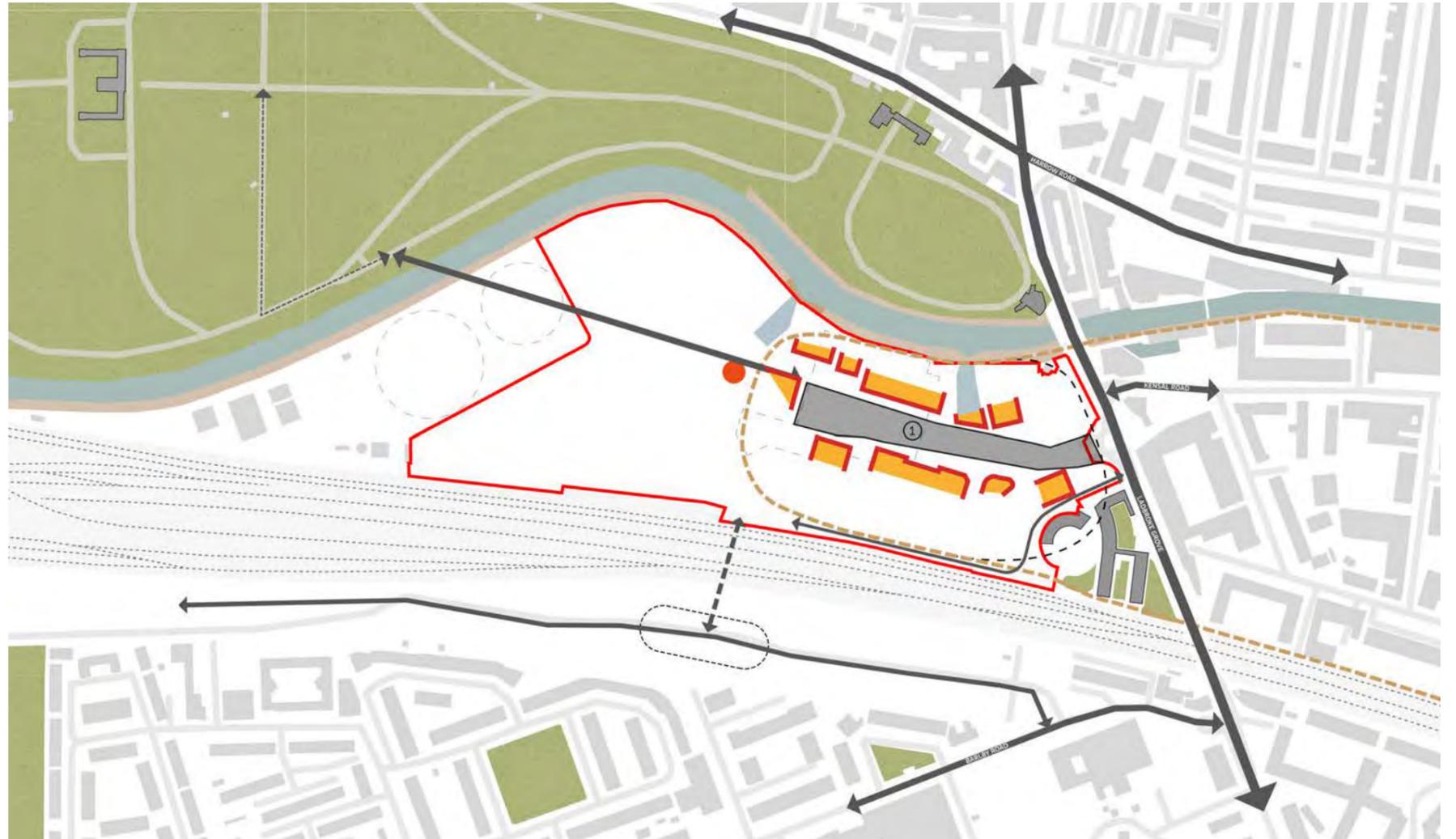


Fig 2.14: Neighbourhood Centre Concept Sketch



Fig 2.13: Goldbourne Road Street scene

- Key**
- ① High street
 - Active frontage to high street
 - Store entrance

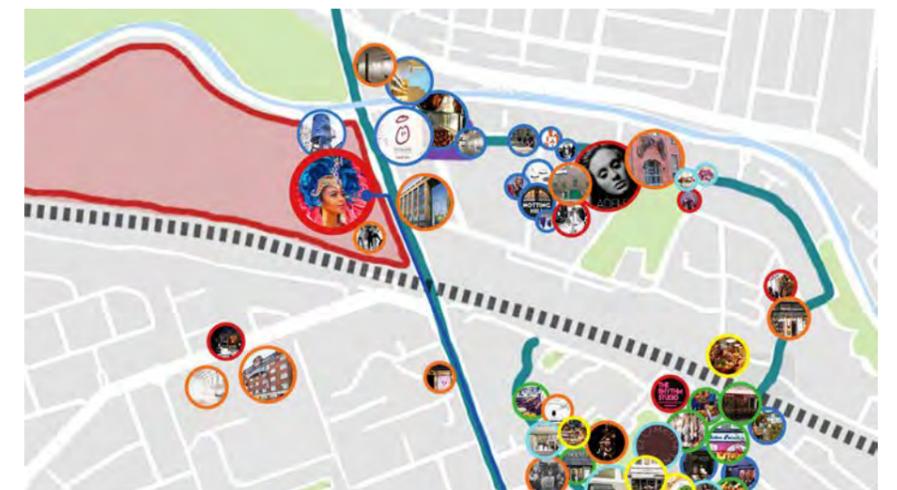


Fig 2.15: Mapping the various activities and businesses of Kensal Town

Activation

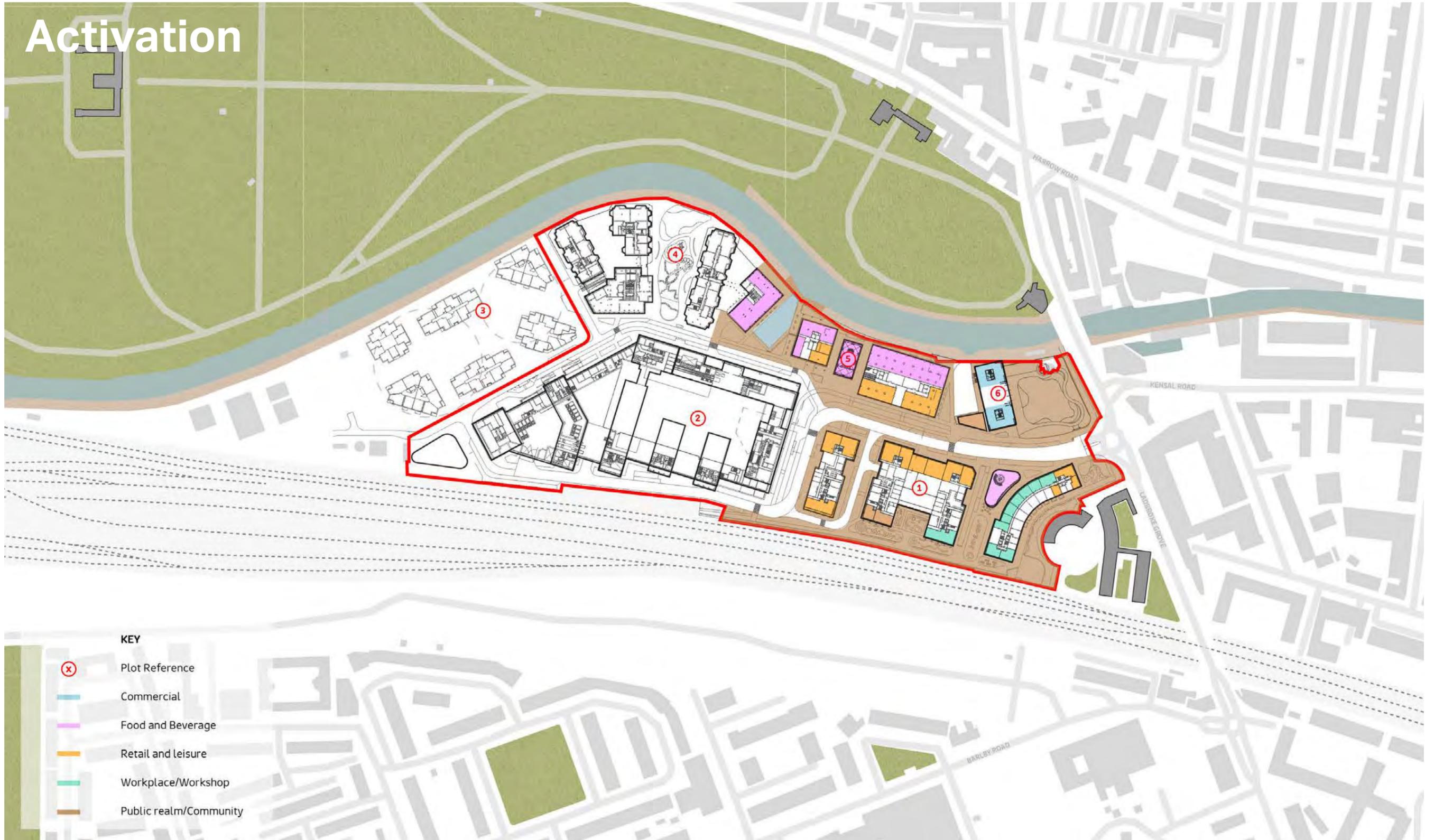


Fig 2.16: Activation

2.1.5 Key Principle 05: Streets/ Open Space

The masterplan is made up of a network of open spaces connected by the key character areas. The intention is to provide spaces on site for a wide variety of activities and a wide variety of users.

The landscape strategy has been developed alongside masterplan. The landscape designs have based their work around the key touchstones, namely 'plants, people and play'.

The intention is to create a climate conscious, landscape-led masterplan that provides a year round symbol of sustainability for the borough, links both its industrial past and current context. The the placement of gardens within the residential areas of the masterplan, the plan celebrates Kensington's acclaimed garden heritage for the new community.

2.1.5.1 Proposed open space

Each plot within the masterplan is provided with a key public realm feature which compliments it use and position within the masterplan.

The features of each space are explained in great detail within chapter 04 of this report.

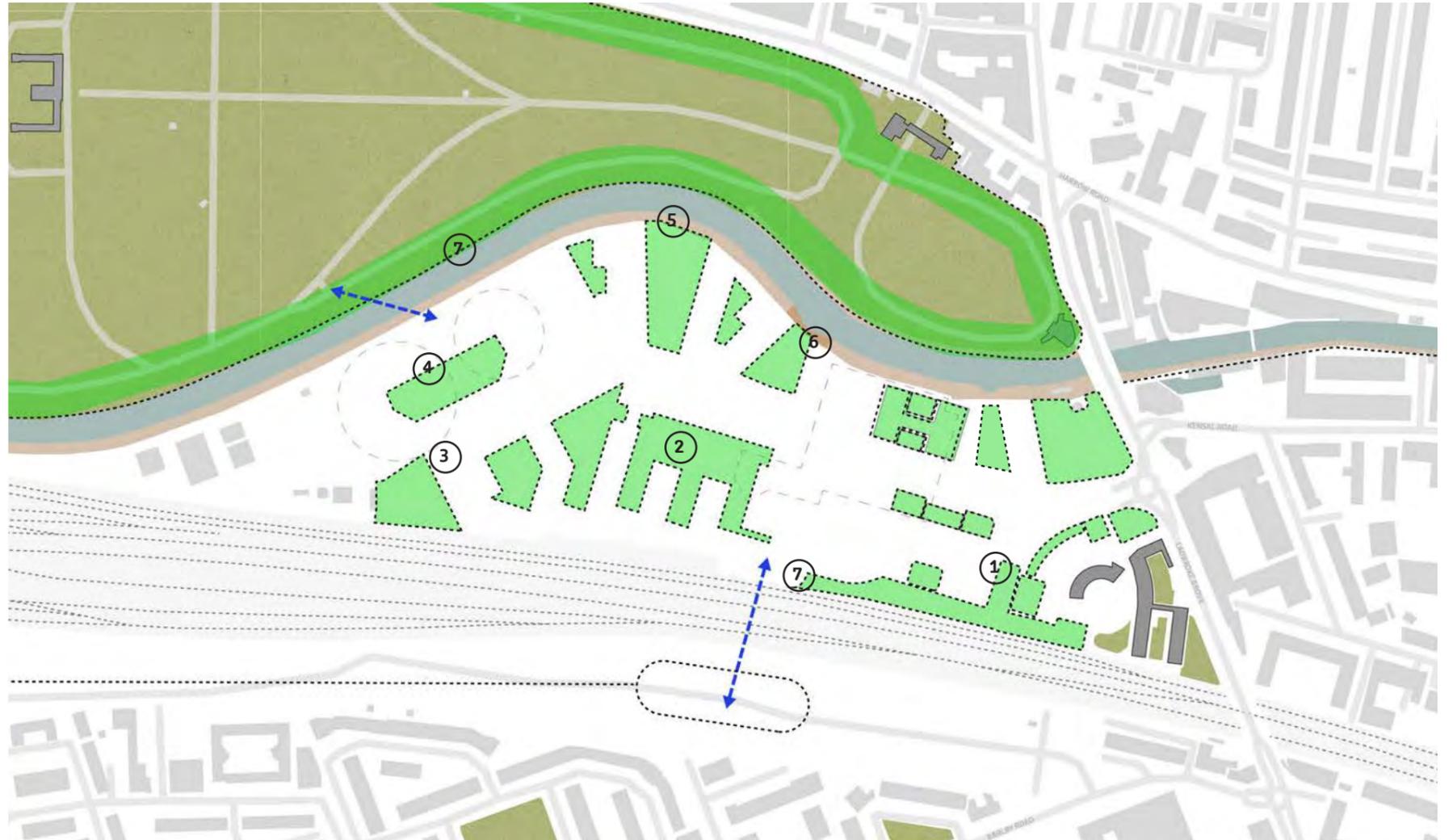


Fig 2.18: Open Space Concept Diagram

Key

- ① Plot 01: South side linear park
- ② Plot 02: Podium Garden
- ③ Plot 02: Play space
- ④ Plot 03: Garden (part of seperate application - Kensal Gasworks)
- ⑤ Plot 04: Canal Garden
- ⑥ Reclaimed basin
- ⑦ Bridge link



Fig 2.17: Open space concept sketch



Fig 2.19: Green corridors and biodiversity

Open Space



Fig 2.20: Open Space

2.1.6 Key Principle 06: Block Structure

The masterplan structure, ownership characteristics and infrastructure requirements combine to divide the site into 6 development plots.

2.1.6.1 Development Plots

Plots 1, 5 and 6 shown in orange on the adjacent diagram (fig 2.15) form a connected neighbourhood centre, connected via the proposed high street and divided to the north and south by the canal and the train tracks.

Plots 2, and 4, shown in green, form the quieter residential half of the masterplan. Designs for plot 2 and 4 compliment the latest designs shared by the St William team for plot 03, albeit no application has yet been made for Plot 03. The Sainsbury store sits below housing centred around a private communal gardens.

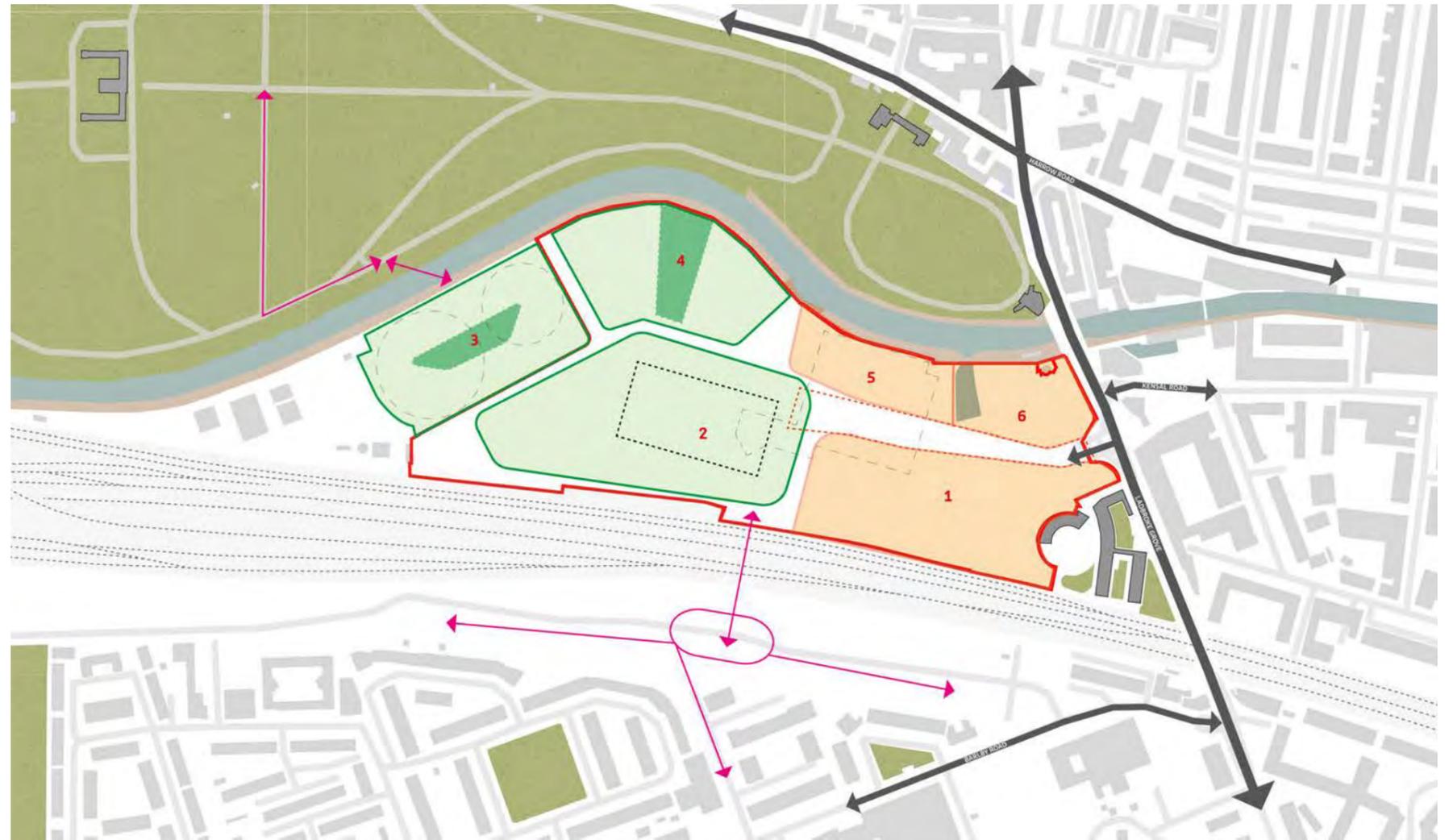


Fig 2.22: Plot Structure Concept Diagram



Fig 2.21: Plot structure concept diagram

Block Structure

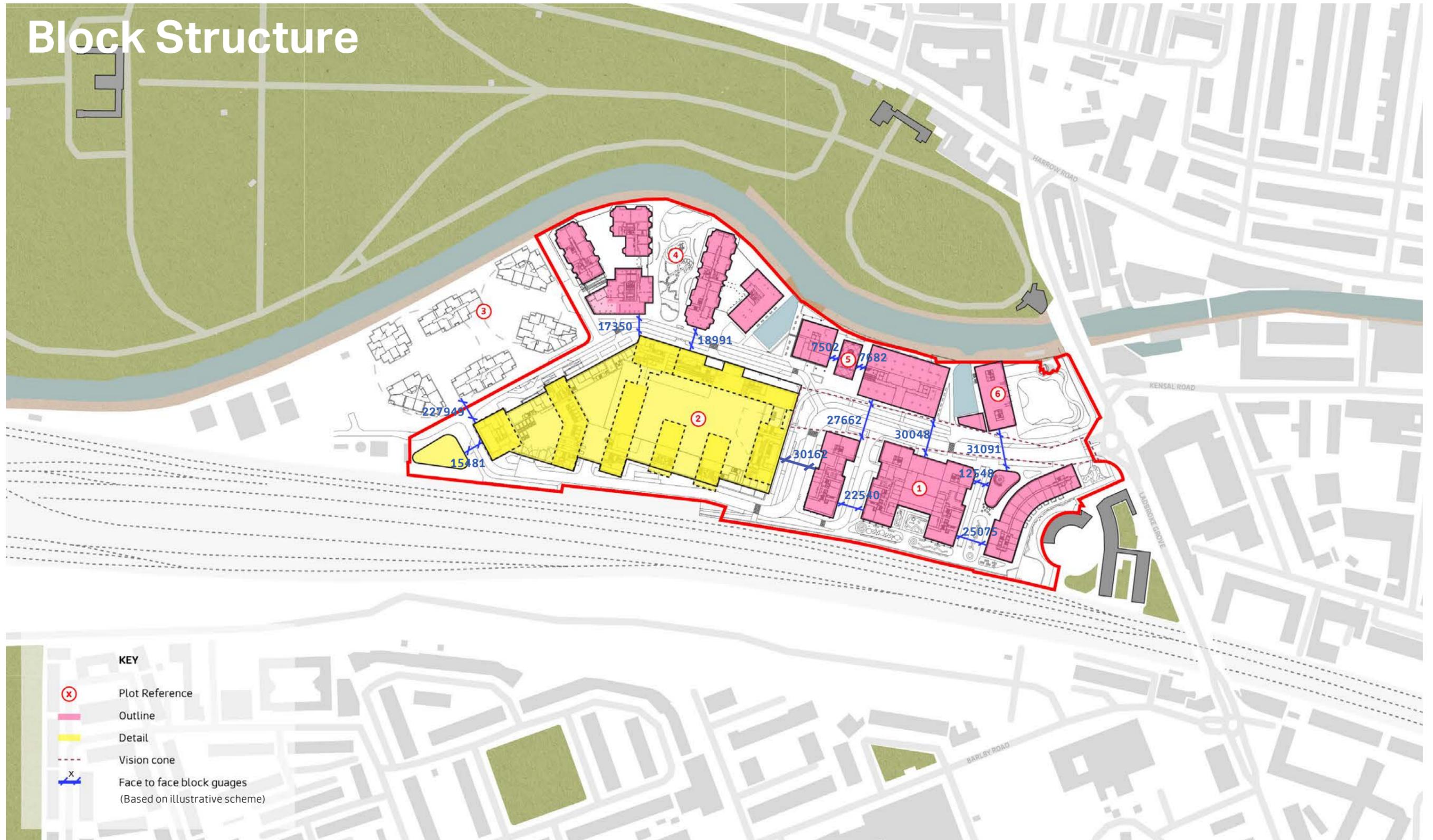


Fig 2.23: Block Structure

2.1.7 Key Principle 07: Height and Massing

Our masterplan height and massing strategy is based on the broad principle that tall buildings should be positioned at the southern side of the site towards the traintrack and lower level buildings should be positioned on the northern side of the site towards the listed landscape of Kensal Green Cemetery.

This approach is supported by RBKC's SPD height and massing diagram, as indicated by the purple gradient shown in figure 2.24 below.

Another key element of the masterplan massing strategy relates to contrast in scale and mass and the benefits of this approach in allowing the design team to modify mass to define key character areas and to provide appropriate daylighting conditions at ground floor level.

The adjacent diagram 2.25 describes the planning stage approach to tall building location with broad height strategy indicated in a gradient from yellow to orange to red.

Tall Building Markers

The masterplan proposes two tall buildings, both of 29 storeys in height. One of these buildings is shown at the head of the high street the other at the centre of the site where the sweep of the canal creates the greatest distance between the canal and the train track.

Both locations for tall buildings sit within zones identified by the council as zones where taller buildings could be located.

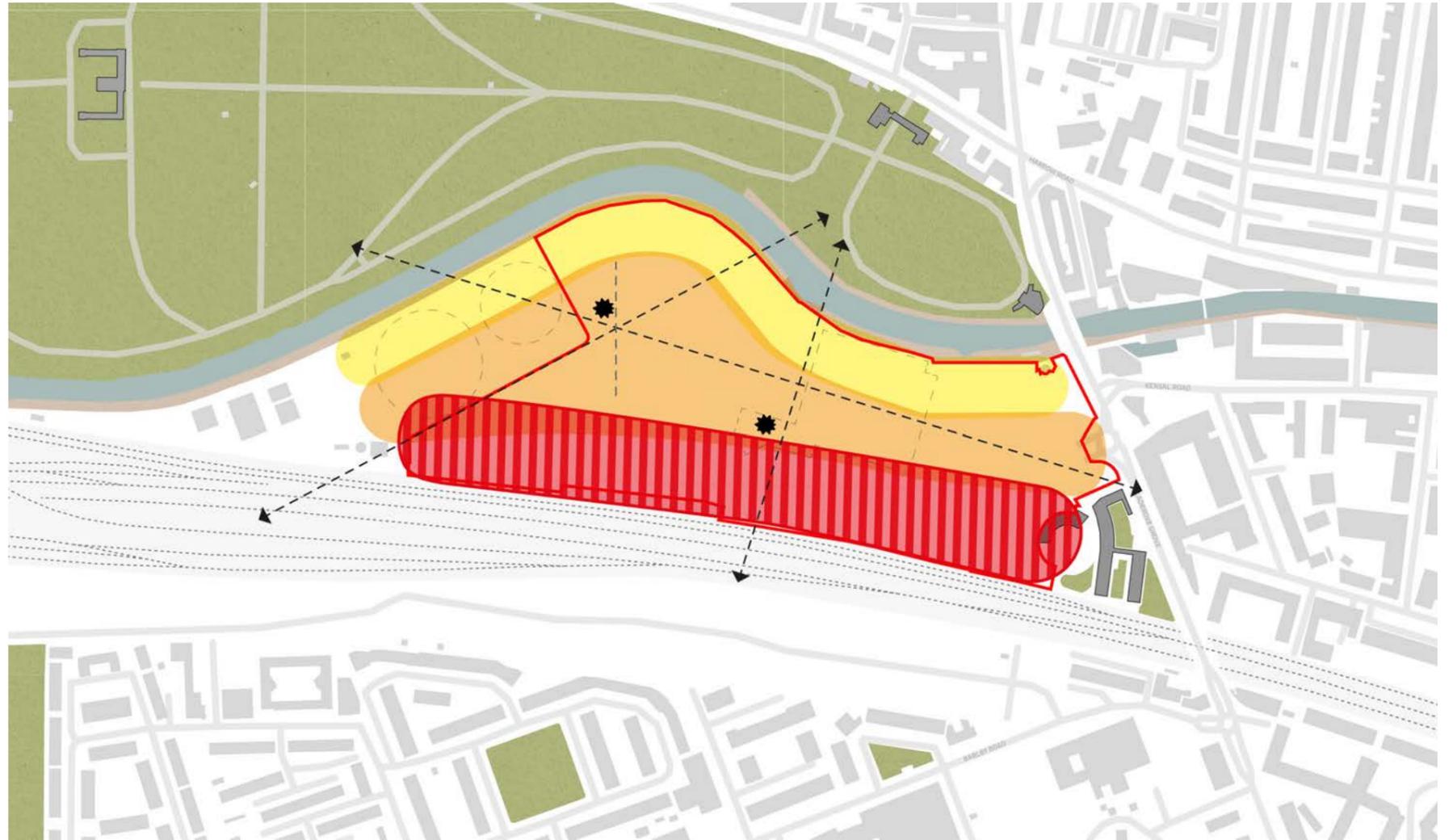


Fig 2.25: Height and Massing Concept Diagram

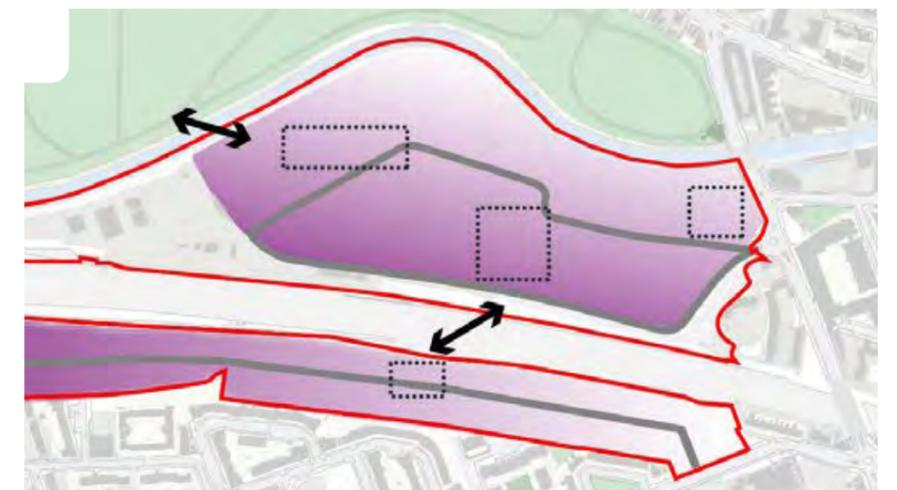


Fig 2.24: SPD Height and Massing Diagram

Height and Massing

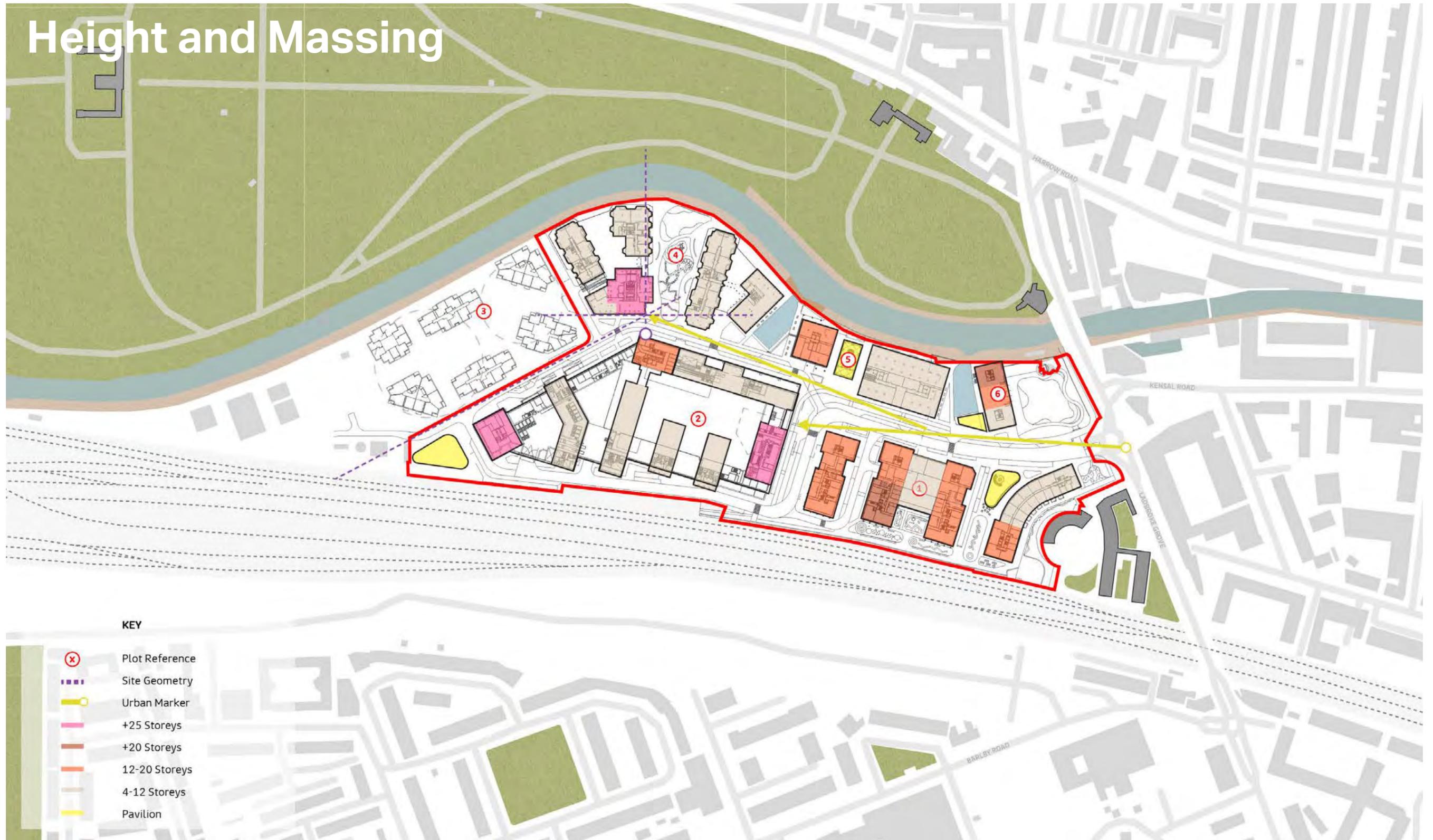
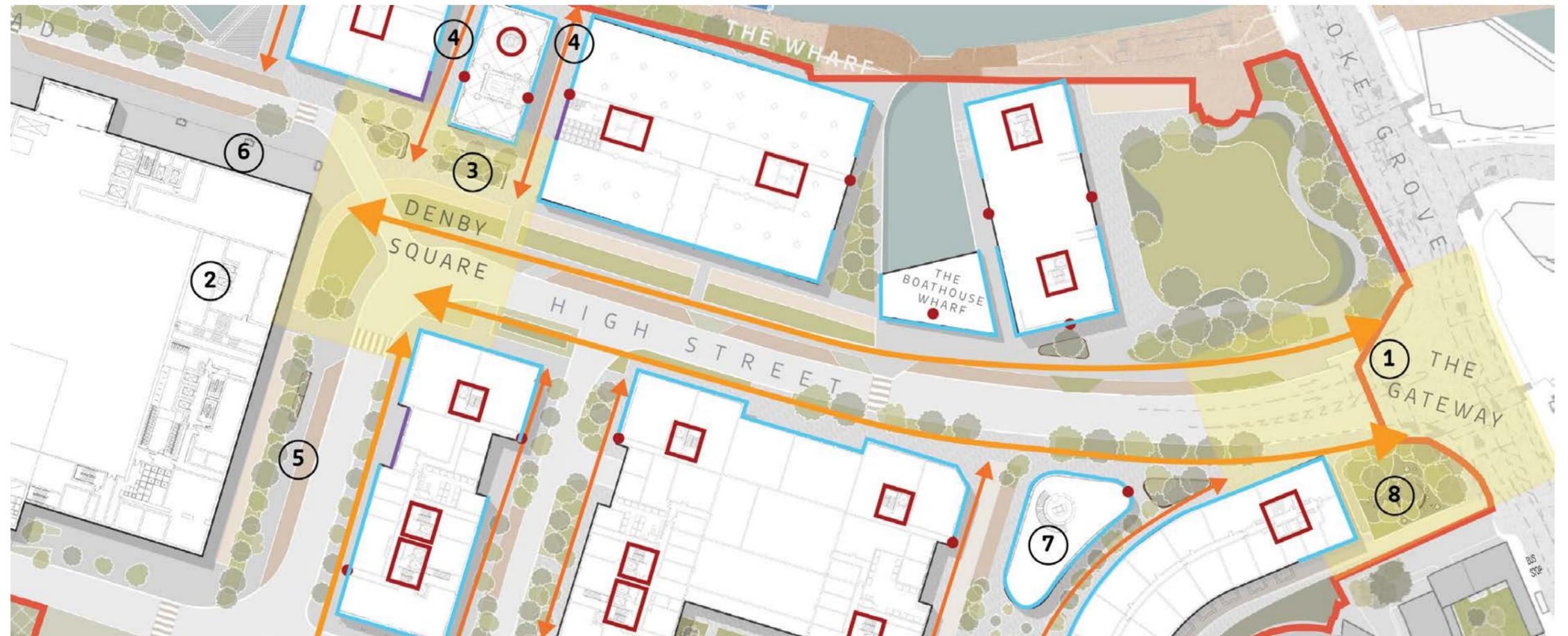


Fig 2.26: Height and Massing

2.2 Character Area Guide

2.2.1 High Street



Key

- | | | | |
|---|-------------------------------|---|---|
|  | Key Pedestrian Movement | ① | Reconfigured Entrance Junction |
|  | Secondary Pedestrian Movement | ② | Access By Lift to The Gym |
|  | Key Threshold Space | ③ | Active Frontage to Denby Square, Community Link Within The Lane ways on Either Side of the Pavilion |
|  | Active Frontage | ④ | Connecting Denby Square to The Canal Edge |
|  | Building Entrance | ⑤ | Bus Stop on Canal Way |
|  | Vertical Circulation | ⑥ | Covered Cloister to Store Entrance |
|  | Servicing Access | ⑦ | Pavilion Building 'Marker' |
|  | Residential Frontage | ⑧ | Gateway Landscape Connection |

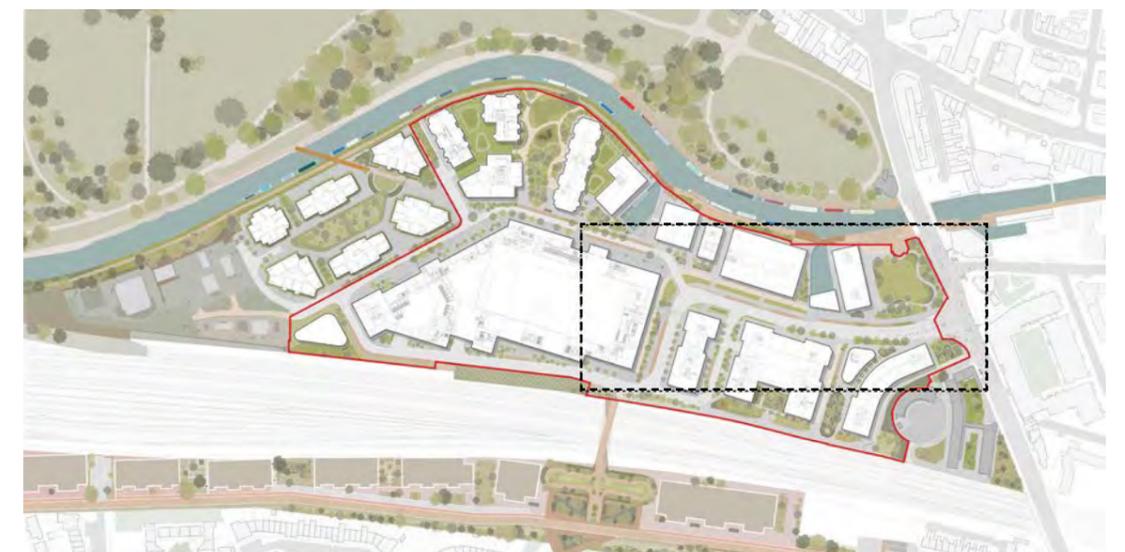


Fig 2.27: High Street zone

2.2.2 Wharf

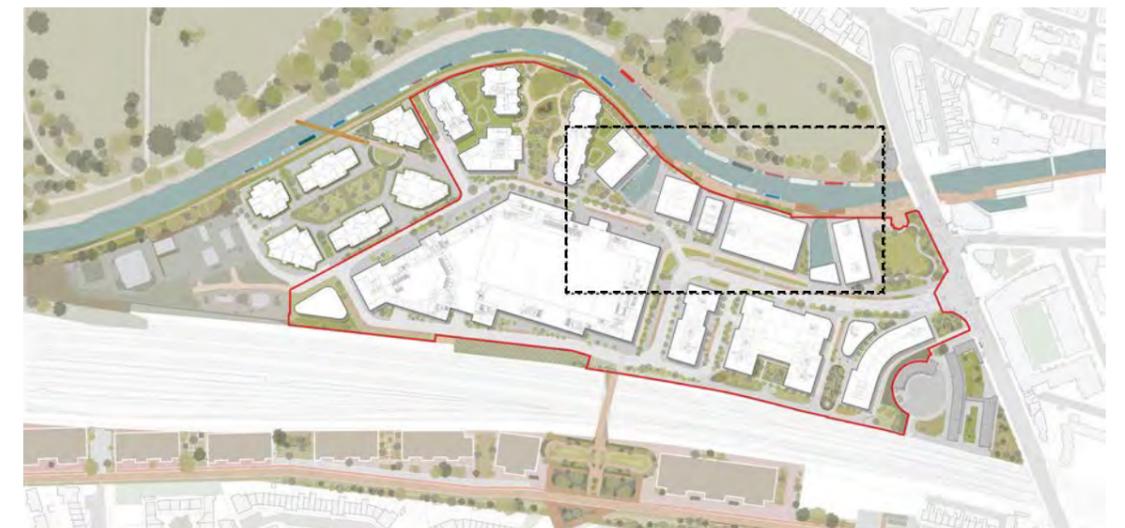
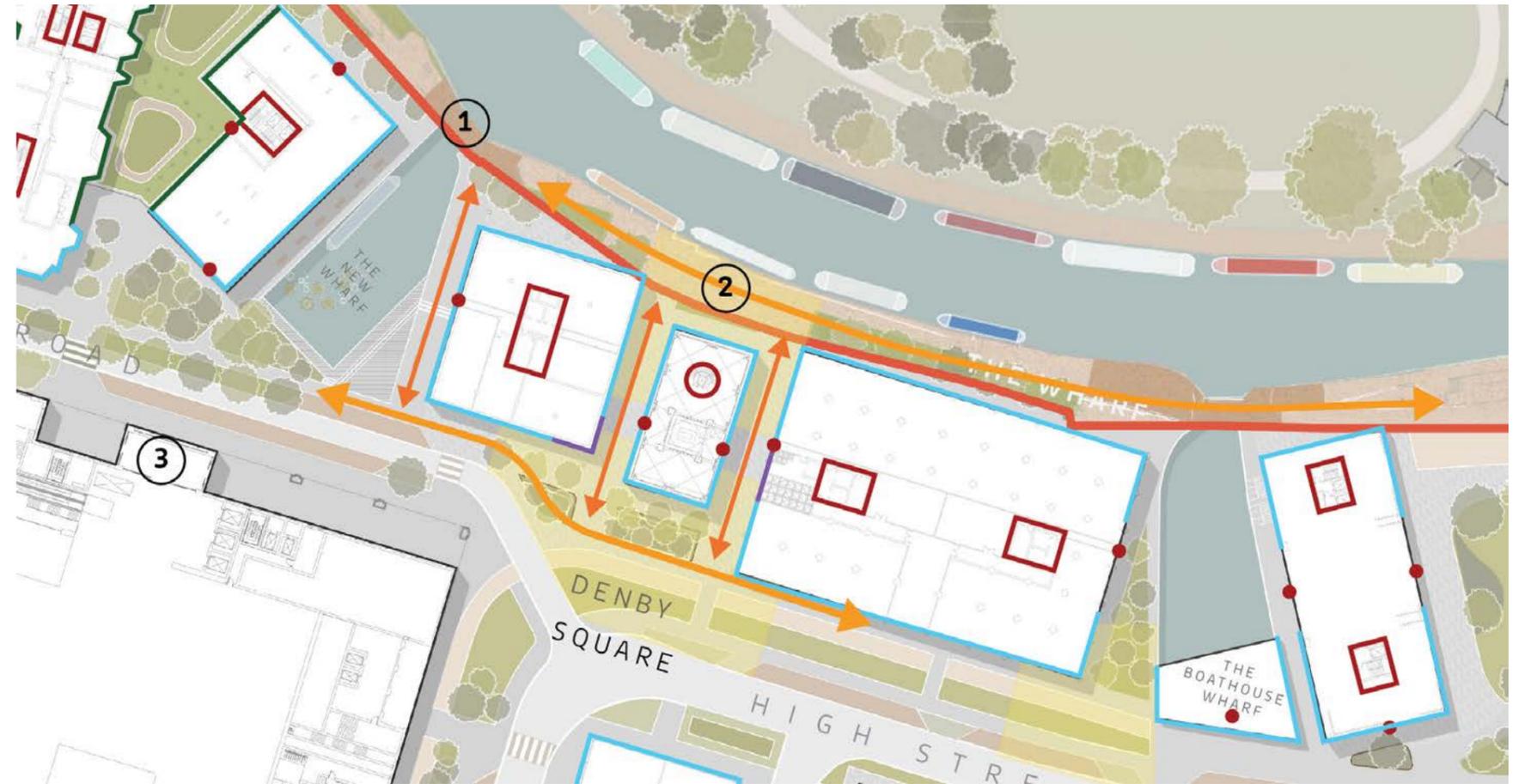
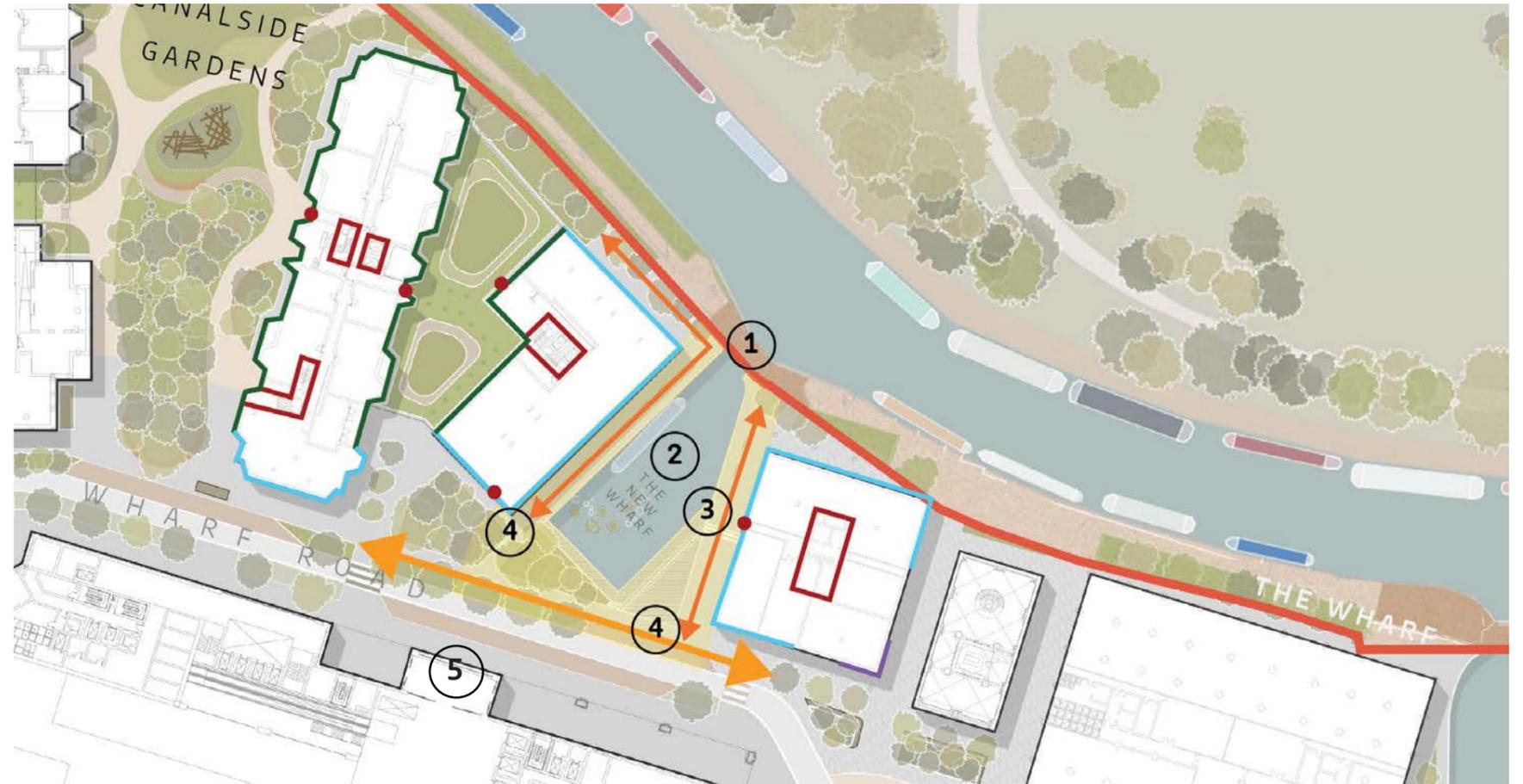


Fig 2.28: The Wharf Zone

2.2.3 The New Basin



Key

-  Key Pedestrian Movement
-  Secondary Pedestrian Movement
-  Key Threshold Space
-  Active Frontage
-  Building Entrance
-  Vertical Circulation
-  Servicing Access
-  Residential Frontage

- ① Reclaimed canal basin bridge
- ② Reclaimed canal basin on footprint of former gas works
- ③ Active Frontage to reclaimed basin. Space for outdoor seating
- ④ Pedestrian routes either side of reclaimed basin
- ⑤ Store Entrance

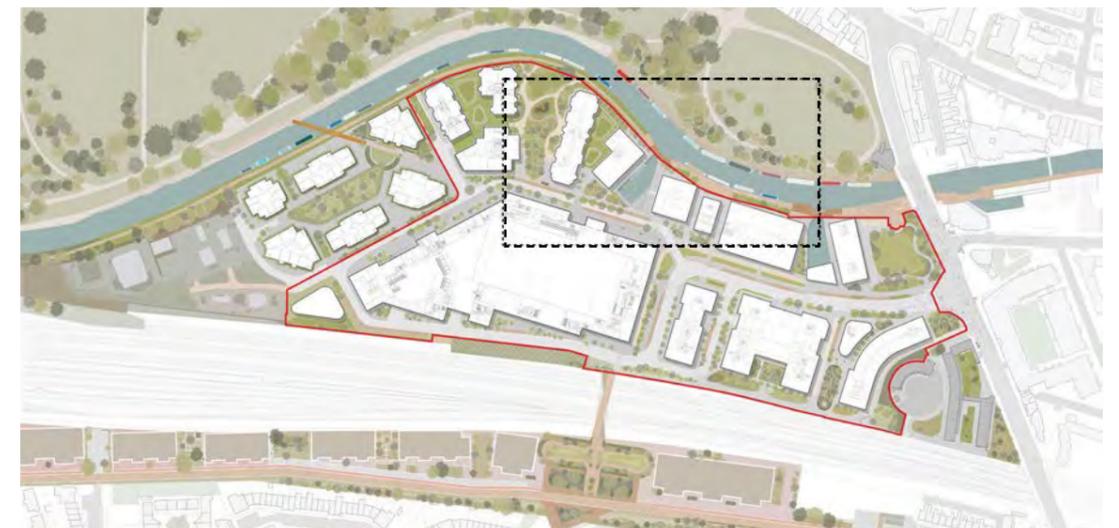


Fig 2.29: The New Basin Zone

2.2.4 Towpath Gardens



Key

-  Key Pedestrian Movement
-  Secondary Pedestrian Movement
-  Key Threshold Space
-  Active Frontage
-  Building Entrance
-  Vertical Circulation
-  Servicing Access
-  Residential Frontage

- ① Reclaimed canal basin bridge
- ② Reclaimed canal basin on footprint of former gas works
- ③ Active Frontage to reclaimed basin. Space for outdoor seating
- ④ Pedestrian routes either side of reclaimed basin
- ⑤ Store Entrance
- ⑥ Transition space for connection into plot 03 and visual link to canal bridge
- ⑦ Public garden connected to canal edge
- ⑧ Connection to canal edge

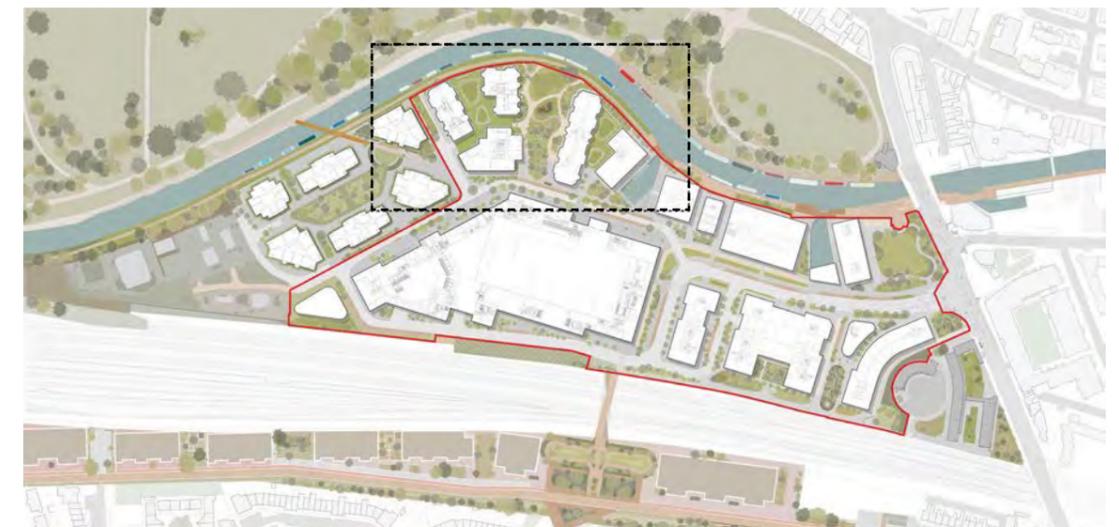


Fig 2.30: Towpath Gardens Zone

2.2.5 Southside (East)



Key

-  Key Pedestrian Movement
-  Secondary Pedestrian Movement
-  Key Threshold Space
-  Active Frontage
-  Building Entrance
-  Vertical Circulation
-  Servicing Access
-  Residential Frontage

- ① Bridge landing for Southern bridge. Landing point included in application
- ② Linear park
- ③ Memorial garden retained and integrated with landscape
- ④ Pedestrian route, continuation from bridge to set down

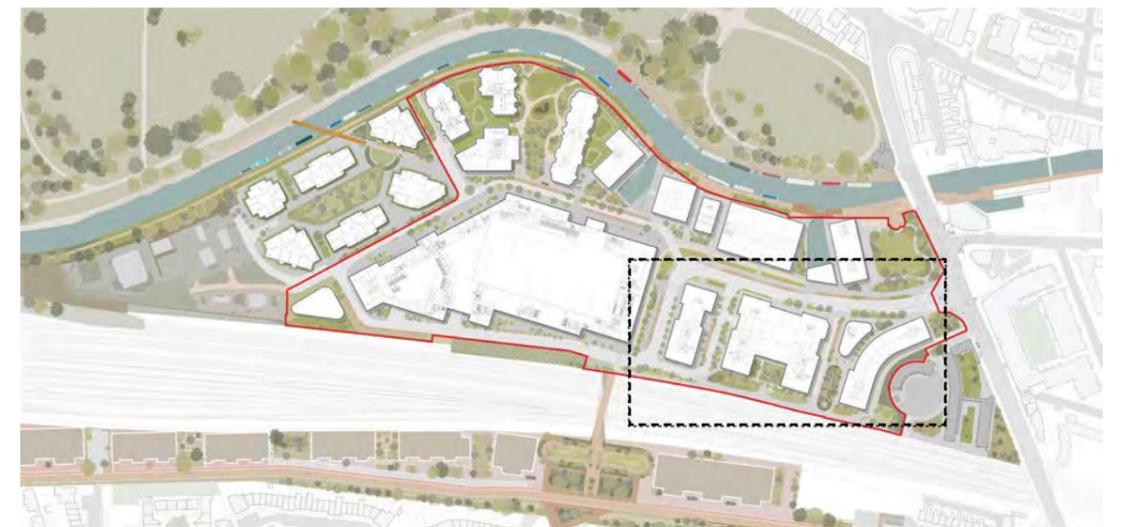
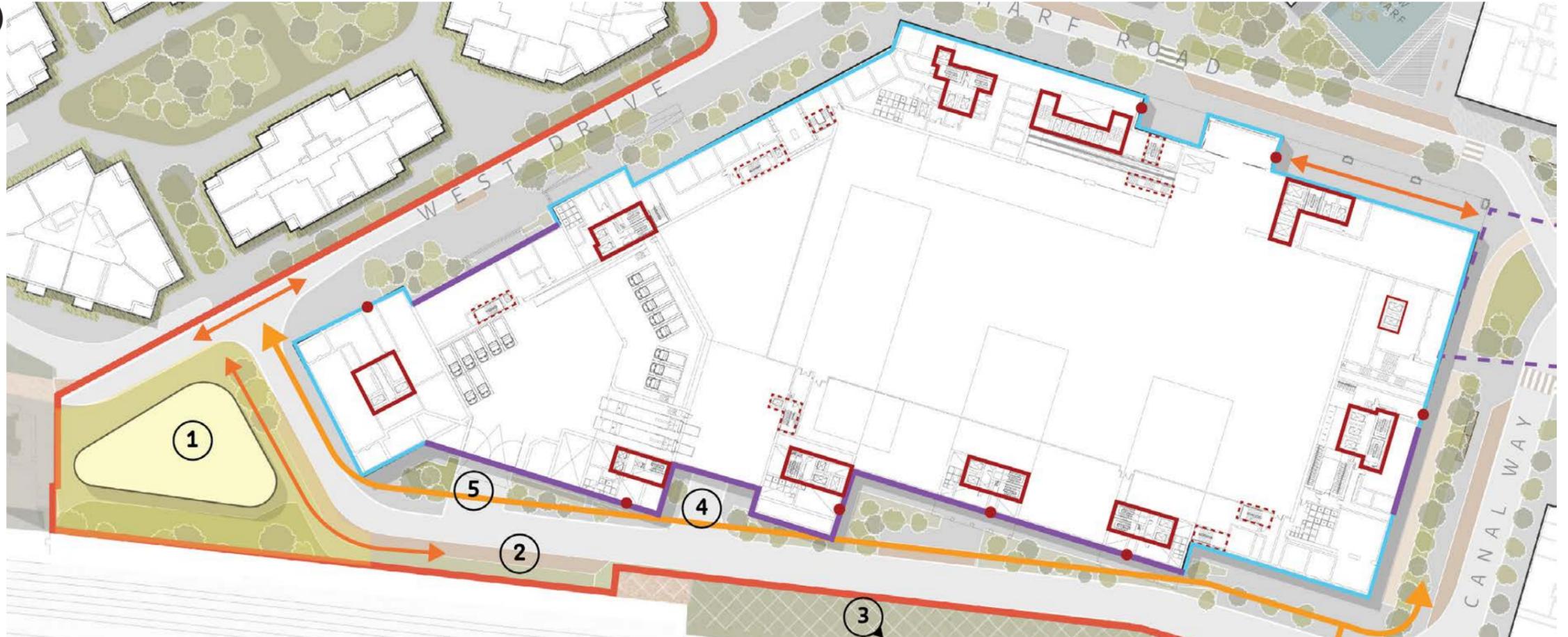


Fig 2.31: Southside (East) Zone

2.2.6 Southside (West)



Key

-  Key Pedestrian Movement
-  Secondary Pedestrian Movement
-  Key Threshold Space
-  Active Frontage
-  Building Entrance
-  Vertical Circulation
-  Servicing Access
-  Residential Frontage

-  Multi-use sports pavillion
-  Space for bus stands for Route 295
-  Network Rail compound and connection to train track level
-  Customer vehicle access to below ground car park
-  Deliveries access to converted delivery bay

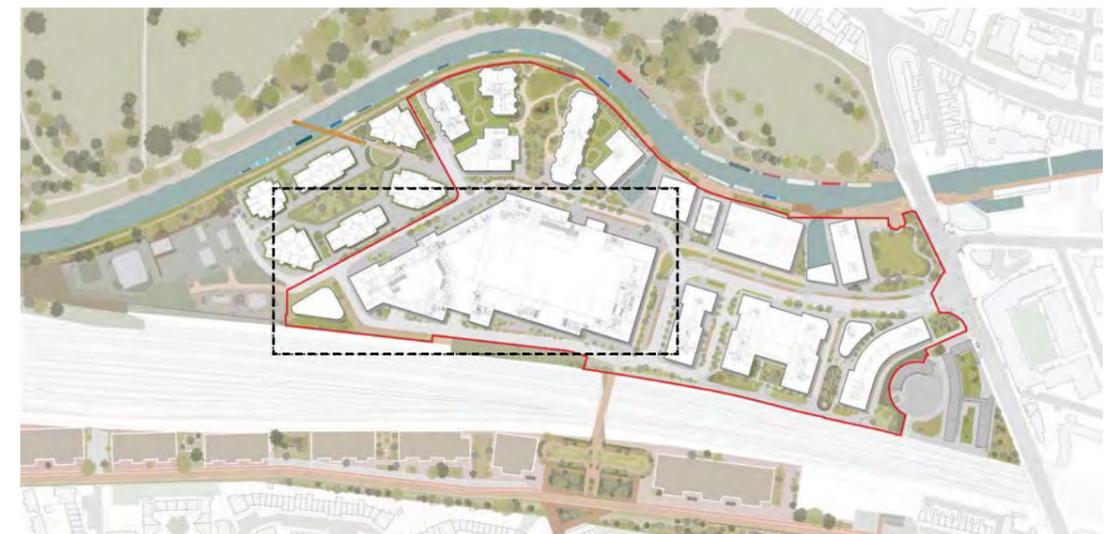
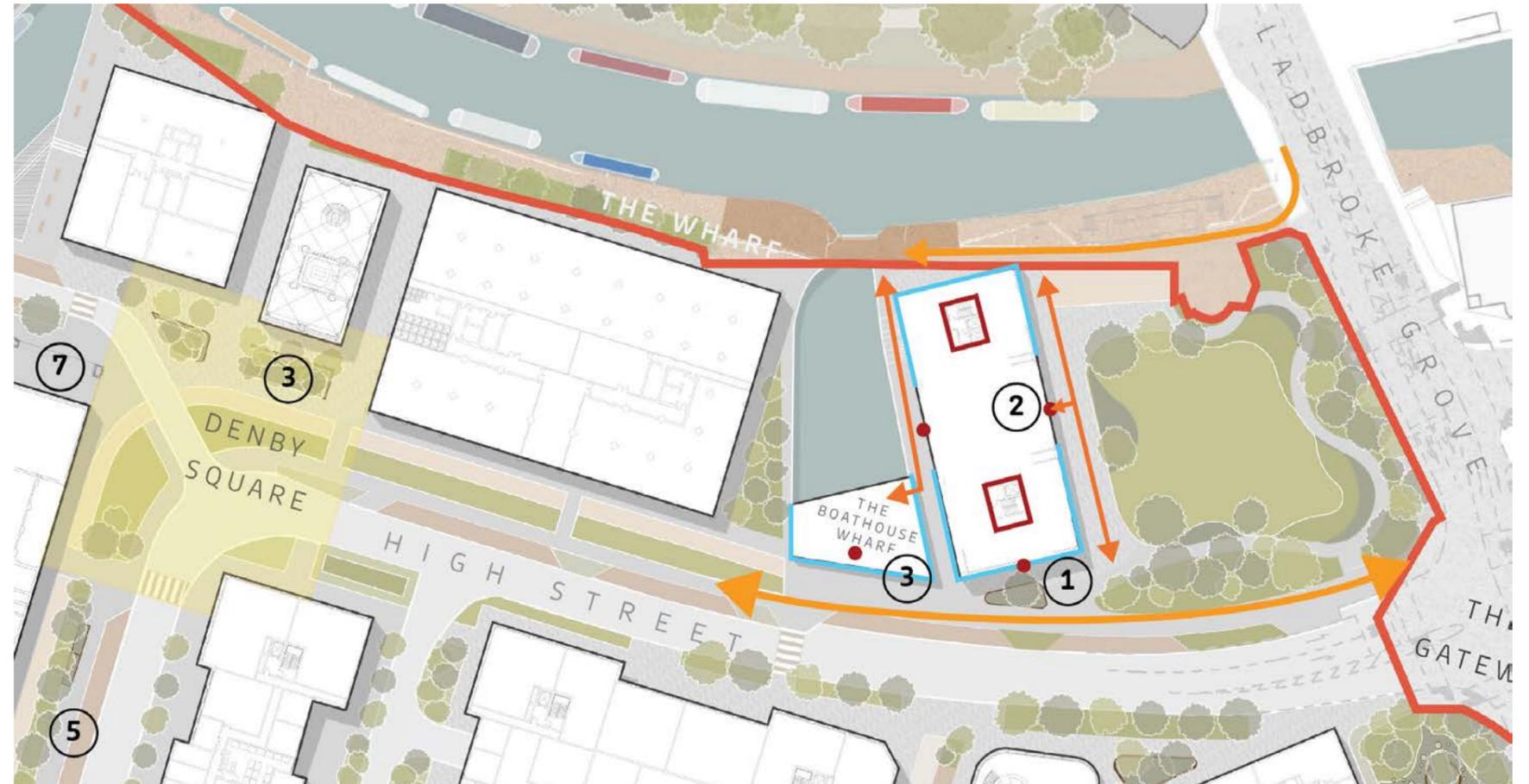


Fig 2.32: Southside (West) Zone

2.2.7 The Gateway Site



Key

-  Key Pedestrian Movement
-  Secondary Pedestrian Movement
-  Key Threshold Space
-  Active Frontage
-  Building Entrance
-  Vertical Circulation
-  Servicing Access
-  Residential Frontage

-  Building face aligned to vision cone
-  Commercial space at ground level (active frontage)
-  Access to Boathouse centre, secure basin and canal side

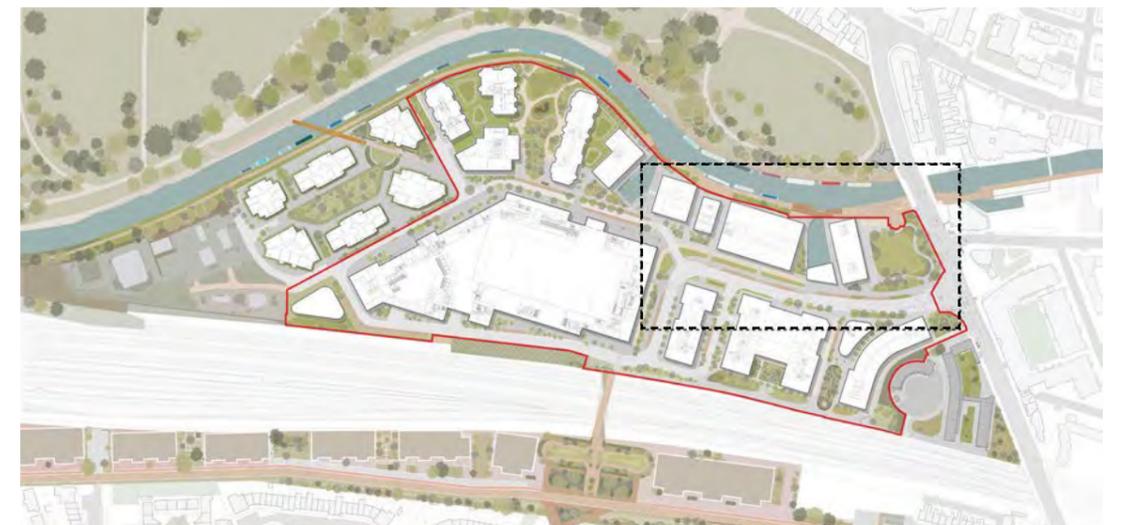


Fig 2.33: The Gateway Zone

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Plot 01

Introduction and vision

Plot 01 design narrative emerges from a process of careful analysis of the borough's local vernacular. There are strong urban planning and architectural features that define the Plot's character, which are inspired by those elements that are essential to the architectural identity of West London. Elements of Regency architecture from both a macro and micro scale are incorporated to the design as part of a recipe for a contemporary interpretation of the classical heritage of the area.

The Plot incorporates the Crescent, one of the most representative residential typologies in the Borough as one of its strongest design principles.

Looking further into North Kensington's architectural anatomy, the rounded street corner appears as one of its key streetscape features. This urban shape is incorporated to the design as another way of showcasing the area's architectural tradition in urban design.

It is identified that Plot 01 is a significant part of the overall site as it bounds the South Eastern edge of the development occupying a prominent corner of the masterplan, in direct contact with existing urban tissue.



Fig 3.1: Crescent form - Concept Sketch



Fig 3.2: Regency aesthetic - precedent study



Fig 3.3: Ground floor space - precedent study



Fig 3.4: Ground floor uses diagram



Fig 3.5: Regency aesthetic - precedent study







Fig 3.6: A view of one of the connecting streets in Plot 01.

The primary physical constraint to the Plot 01 site is the Great Western Railway mainline along its southern edge. The buildings will sit away from the railway and will account for enough space along the South of the site for public realm, accommodating the south terrace linear park.

The north Edge of the plot is determined by the Sainsbury's view corridor, which itself outlines the primary commercial frontage to the central Avenue.

To the West, it is the key masterplan splines and distance to Plot 02 which determines the boundary of the plot. The buildings frame a north south connection through the site from the proposed bridge landing position to the canal edge.

To the East of the Plot sits the Grade II listed Kensal House, a modernist housing estate by architect Maxwell Fry, completed in 1937. Kensal house triggers key design guidelines for the plot, such as the lowering scale approaching Ladbroke Road, and the crescent shape for block 1.1

3.1 Plot 1 - Block Form & Arrangement

3.1.1 Relationship to masterplan

Plot 1 occupies a key location at the south east corner of the masterplan and is highly visible from the junction with Ladbroke Grove. The block is arranged into 4 distinct plot footprints, namely, 1.1, 1.2, 1.3 and 1.4, running east to west. The four plots are separated by streets and courtyards to allow daylight and sunlight to penetrate and they span north south to allow for east and west facing apartments. Plots 1.2 and 1.3 share a podium and are joined by a lower linking block on the north side of the plot to give presence and enclosure to the high street. Plot 1.1 is curved into a crescent shape, reflecting the curvature of nearby Kensal House and responding to the semi circular existing buildings and courtyard.

Design Guidelines:

Minimum 18m street width must be achieved between the blocks

Blocks must be orientated north south

Blocks must be arranged to maximise active uses at the ground floor building perimeter

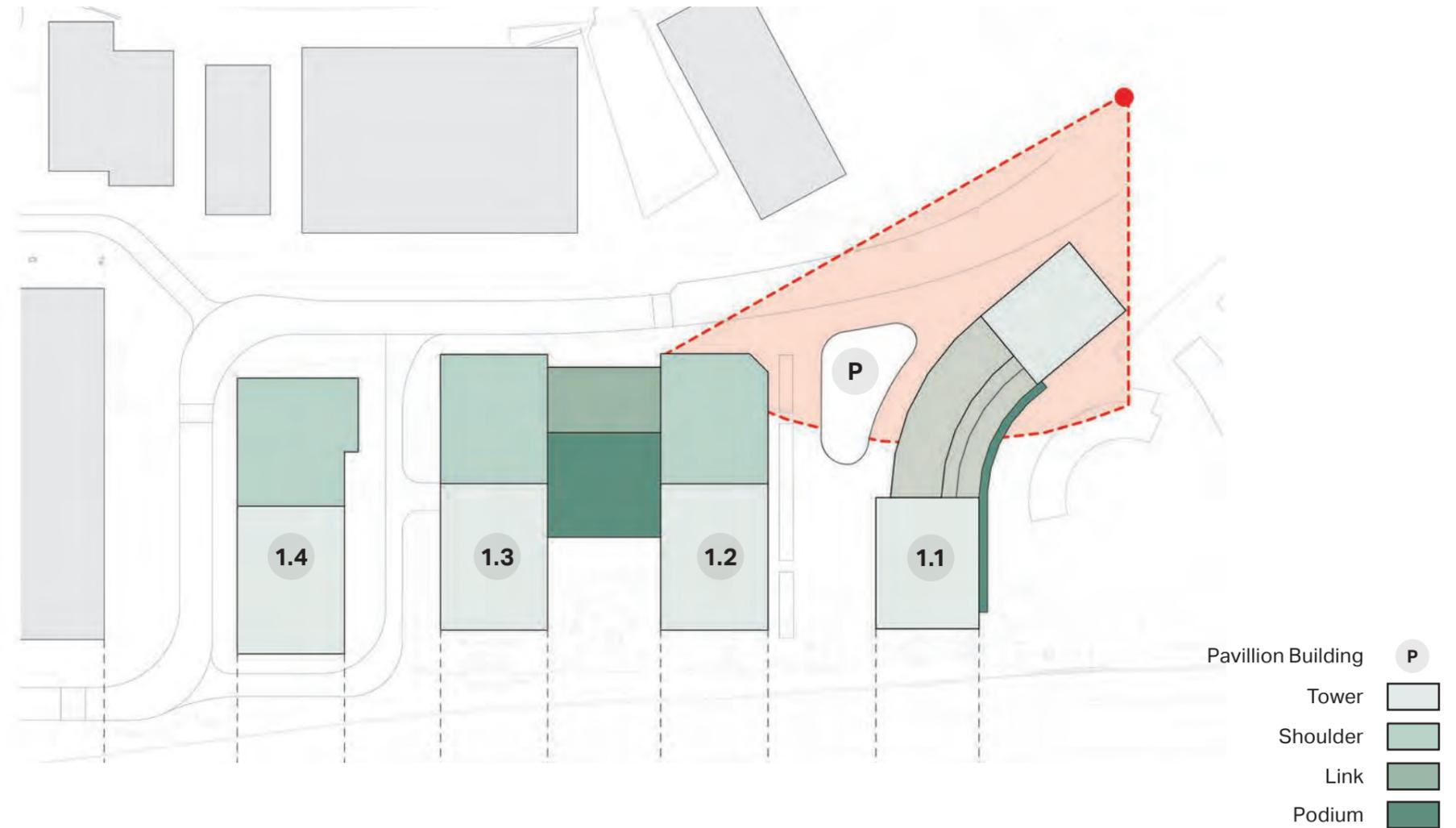


Fig 3.7: Block Gauging

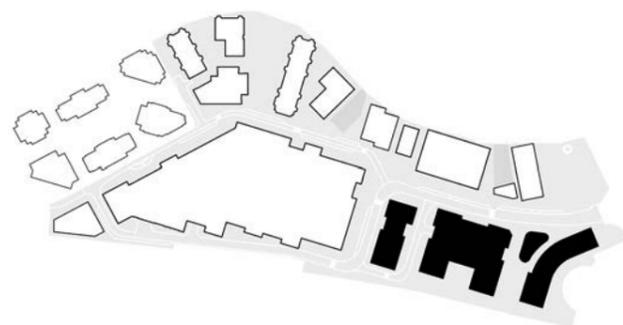


Fig 3.8: Illustrative scheme

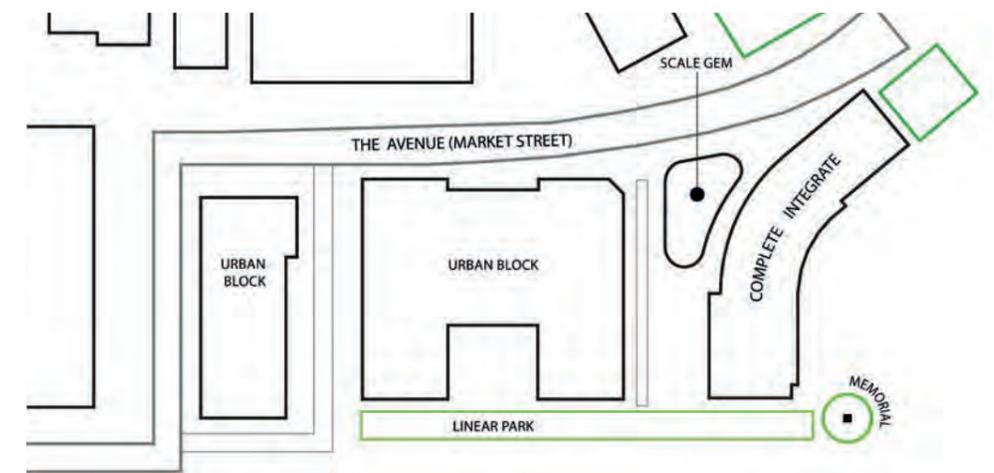


Fig 3.9: Plot 01 - Plan Form

3.2 Plot 1 - Scale & Massing

3.2.1 Block articulation

The building massing arrangement for plot 1 positions lower level 'shoulder' blocks to the north facing the high street, with taller massing to the south with aspect over the train lines.

This approach aligns with the overall masterplan vision with lower buildings to the inner streets and canal edge and taller buildings to the southern edge of the site. This was informed by the SPD massing diagram, as shown in figure 3.15. The illustrative designs suggest an articulated mass to define a base, mid and upper crowning element, with a vertical emphasis to the massing form.

The curved element of plot 1.1 is lower in height to form a scale relationship to the existing context immediately east. The massing profiles are varied in height to create an interesting profile on the skyline and help breakdown the perceived length of the block in the street.



Fig 3.14: Illustrative scheme .

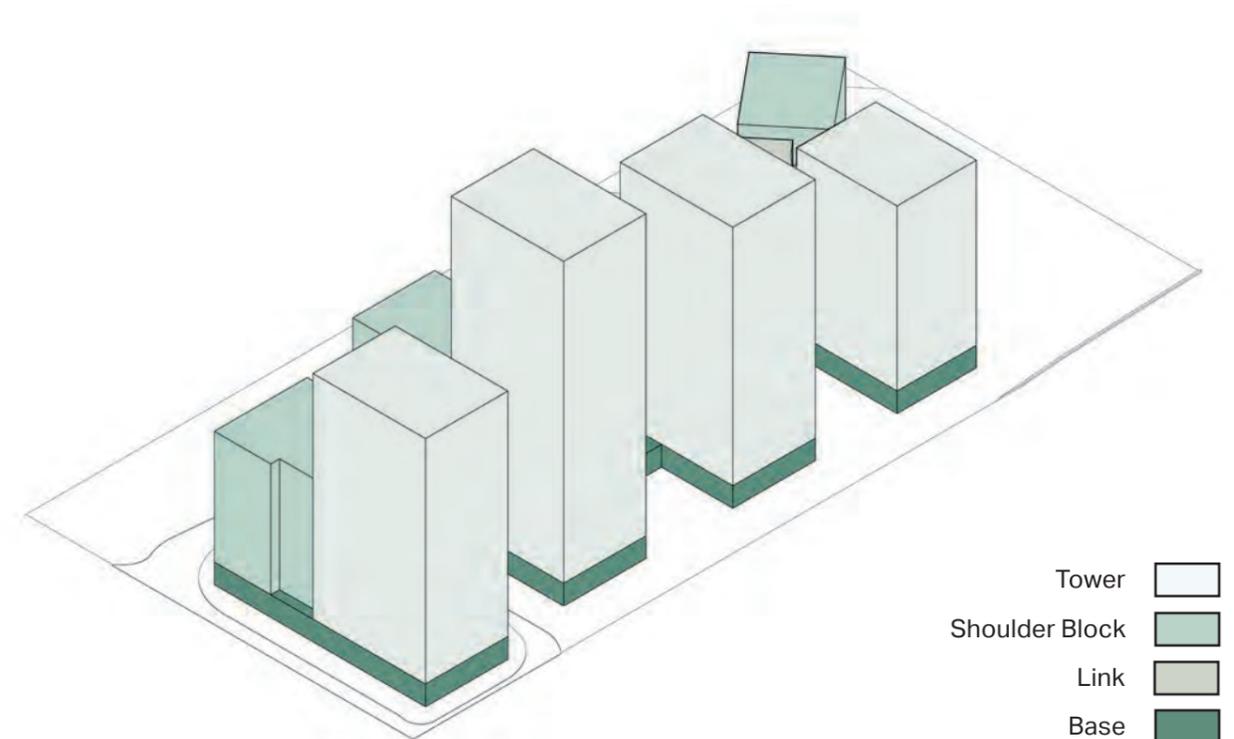


Fig 3.13: Massing approach: South west axonometric view

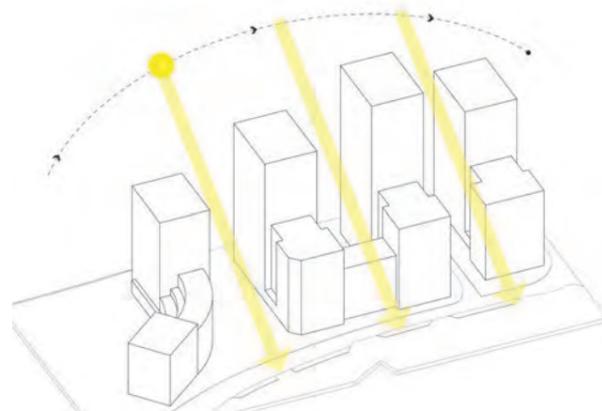


Fig 3.12: Plot 01 - Environment and views.

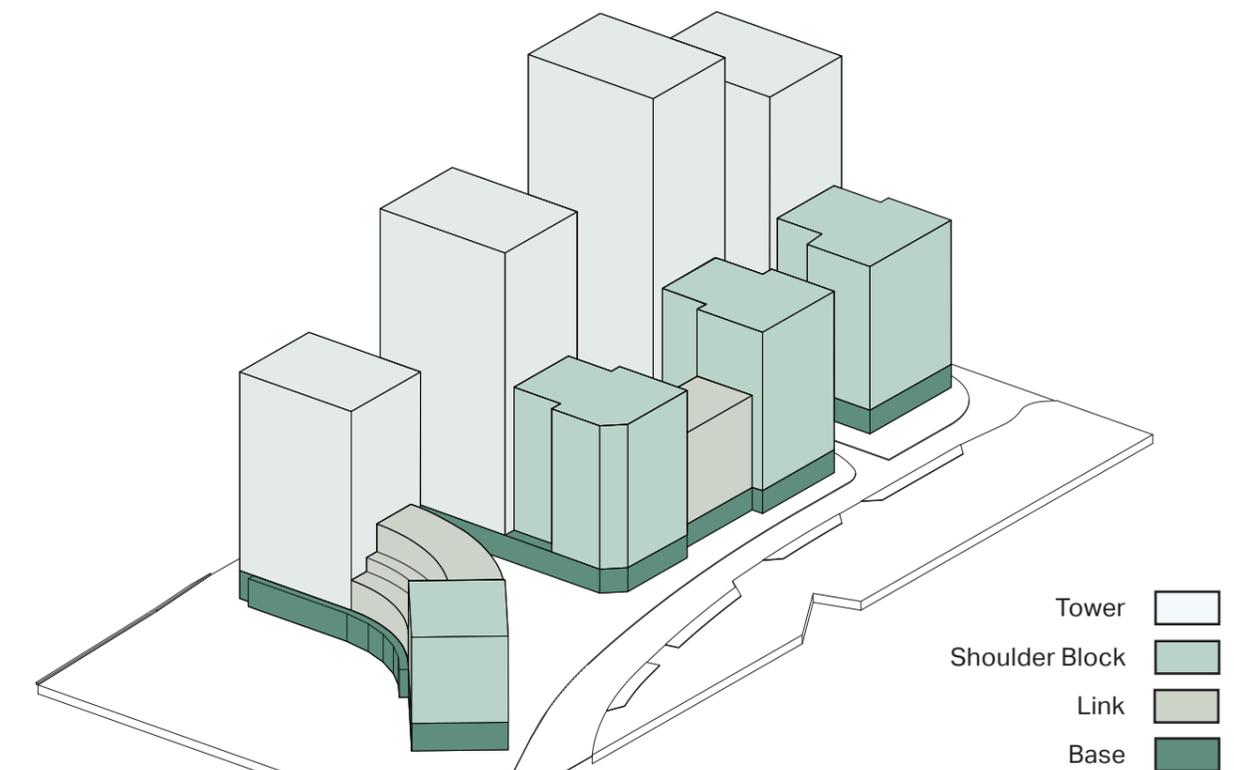


Fig 3.10: Massing approach: north east axonometric view

Design Guidelines

Massing must be arranged to maximise daylight penetration to units and provide adequate sunlight to the open spaces

Building design must optimize orientation of the site with residential buildings predominately orientated north south to encourage east and west aspect units

Blocks must be articulated to maximise the quantum of dual aspect units

Blocks to be broken into vertical forms using recesses and varying heights articulated within the massing. The stepping approach to height must be maintained within the maximum parameters.

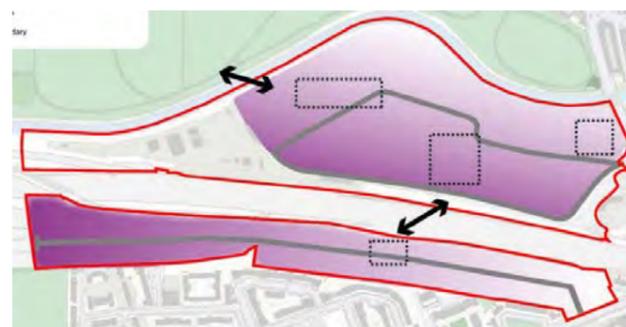


Fig 3.11: An extract from the Kensal Canalside SPD.

3.2.2 Building Lines

The plan forms as defined by the maximum parameters allow the blocks to be broken down in their north – south length to create three dimensional interest in the facades. The parameters allow for the base of the block to step out from the façade line of the upper levels, allowing flexibility for designers to articulate the 'base' of the buildings.

Design Guidelines

The blocks must be broken into vertical forms using recesses and varying heights articulated within the massing. The stepping approach to height must be maintained within the maximum parameters.

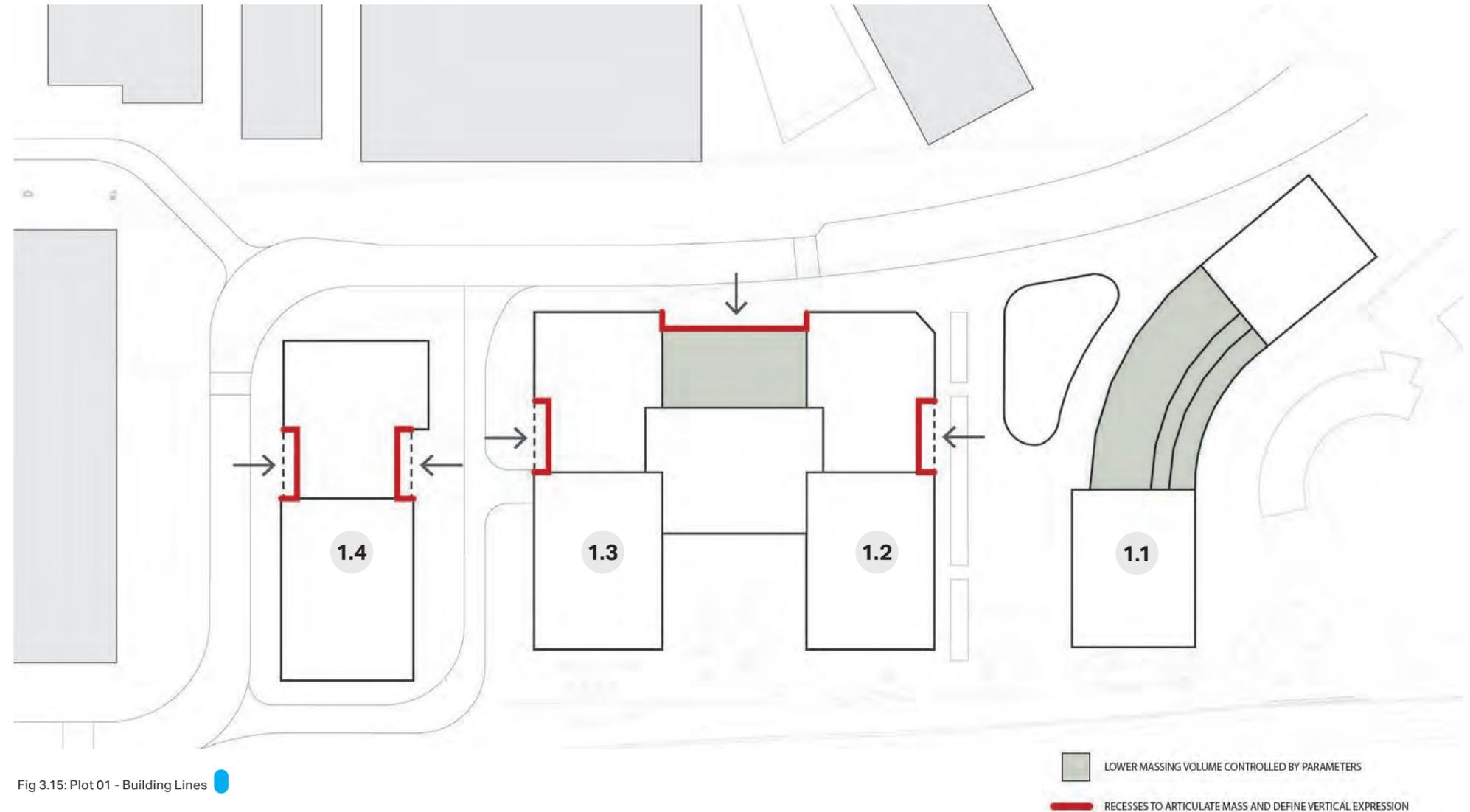


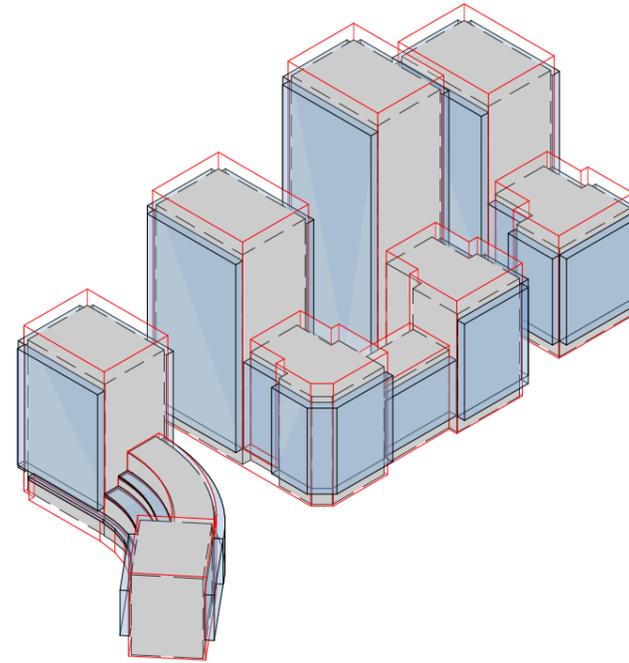
Fig 3.15: Plot 01 - Building Lines

3.2.3 Maximum/ Minimum Parameters

The plans, sections and 3D diagrams opposite define the maximum and minimum proposed extents for the buildings. A 2m wide balcony zone surrounds the maximum parameter envelope. Both the minimum and maximum extents have been tested as part of the Environmental Statement (E.S). The balcony zone allows for flexibility on location subject to section 3.8.1. All heights shown are expressed as AOD (m).

Design Guidelines

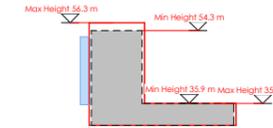
The design brought forward at reserved matters stage must not exceed the maximum parameter envelope and must not be smaller than the minimum parameter.



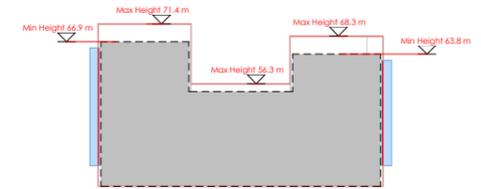
Plot 01 Parameter Axo



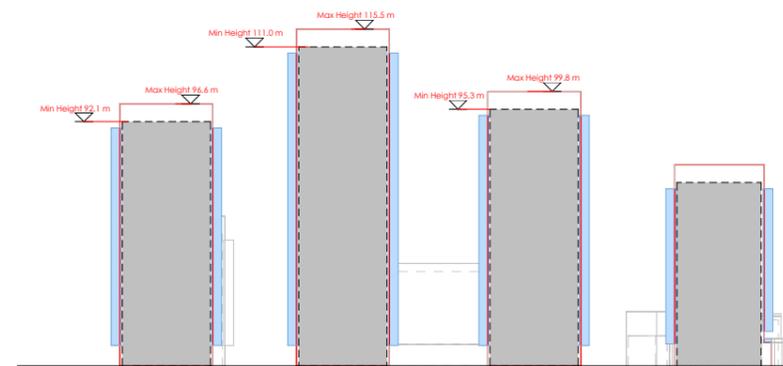
Plot 01.1 Parameter Section 03
1:750



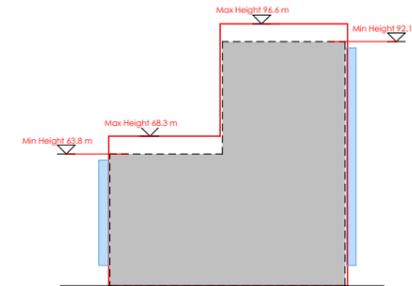
Plot 01.2 & 1.3 Parameter Section 04
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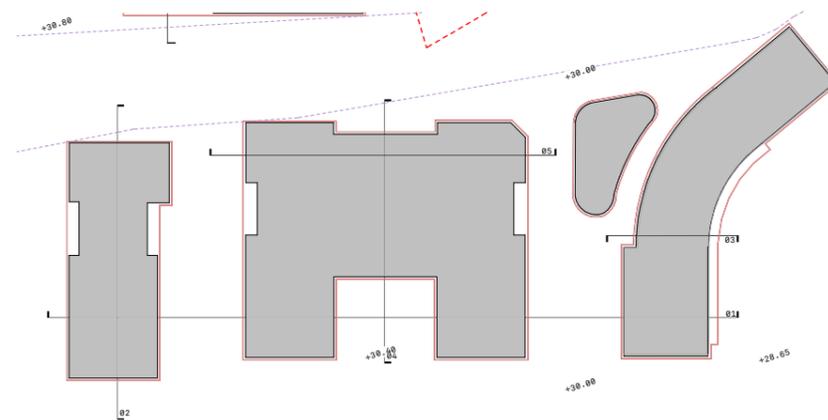
Plot 01.2 & 1.3 Parameter Section 05
1:750



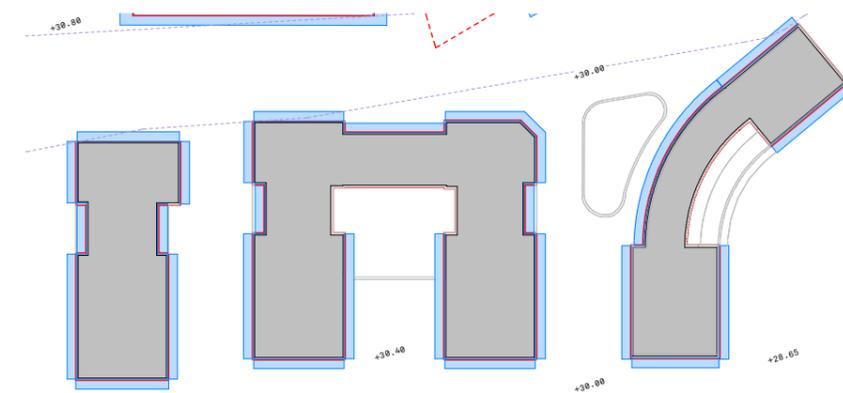
Plot 01 Parameter Section 01
1:750



Plot 01.4 Parameter Section 02
1:750



Plot 01 Ground Parameters
1:750



Plot 01 Typical Mid Level Parameters
1:750

Fig 3.16: Plot 01 - Maximum and minimum parameters

3.2.4 Facade Composition

The articulation of the facades to plot 01 is based on a simple vertical and horizontal ordering overlaid on a clear expression of architectural order, base, middle and top. The base should be well defined, setting the streetscape character of shop frontages, accepting a mix of uses and promoting activity at the street edge. The residential facades should support a simple articulation of vertical and horizontal elements to form an expressed grid pattern to the façade. The top of each building, either tower element or shoulder block should be expressed as a crowning element. Proportions should be in harmony with the main façade but can be adapted to accept the technical functions of each roof zone, either as a high parapet to accept an inhabited roof space, or an extended façade to screen plant equipment and lift overruns. The architectural design of the top of the towers should offer a legibility against the skyline.

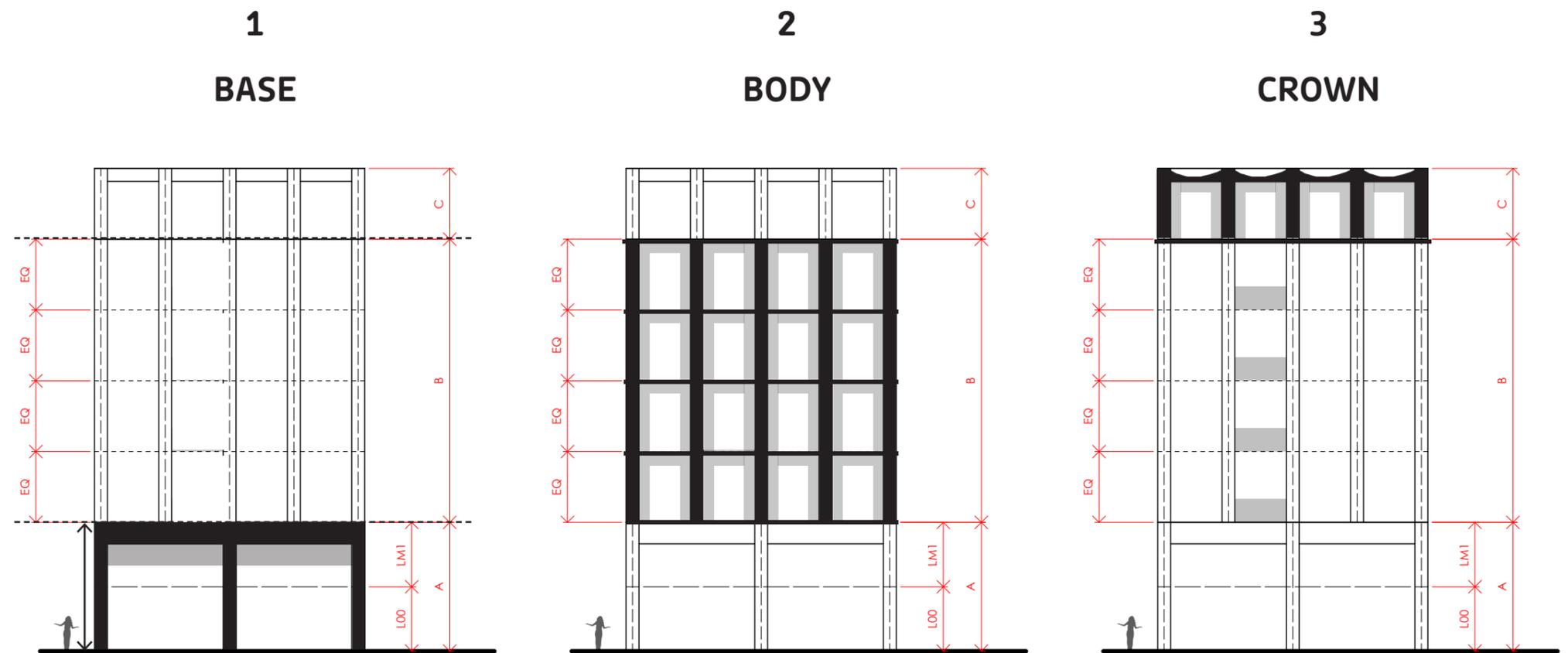


Fig 3.17: Plot 01 - Approach to facade composition

Design Guidelines

All facades must be clearly articulated with a calm and ordered fenestration pattern.

All buildings to have a clearly defined base, middle and top

For buildings that appear in distant views, scale and modulation of the façade must be carefully considered

All units must have private amenity space

Any mitigation measures required for noise, light or privacy, such as inset balconies and screens, must be integrated into the design character of the façade and not appear as accidental or additional elements bringing unnecessary complexity to the facade

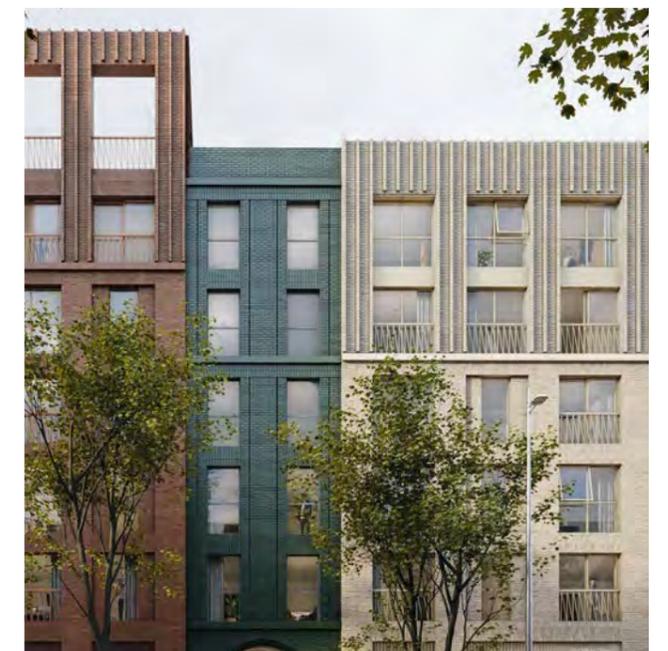


Fig 3.18: Plot 01 - Facade component precedents

3.2.5 Parapets & Roof Form

The max parameters allow for articulation and variation in the expression of the top of each block. The parapet can extend to form a storey height screen at roof level, shown illustratively on the tallest blocks. The shoulder blocks may express a lower parapet providing that edge protection and screening of any core overrun is considered.

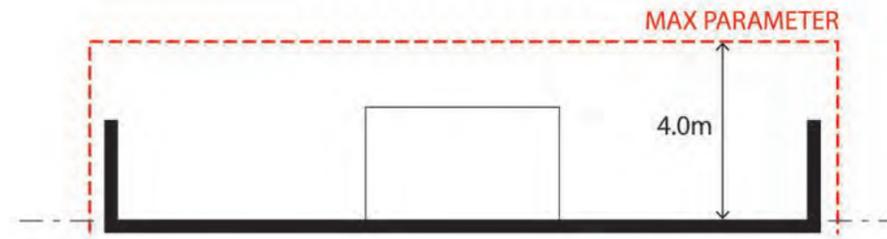


Fig 3.20: Plot 01 - Crown Type 1 - Full height

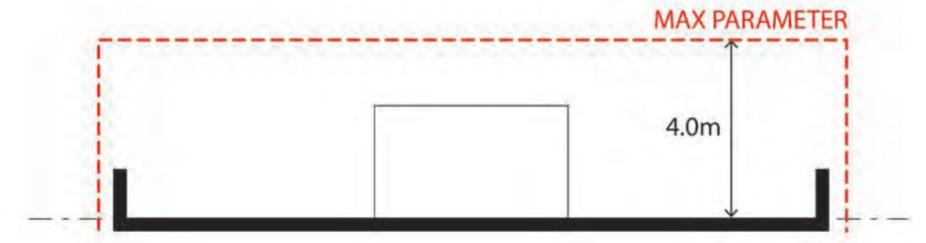


Fig 3.21: Plot 01 - Crown Type 2 - Half height

Design Guidelines

- Parapets and articulations in roof forms to be integrated with the design of the façade
- Variation in parapet height to be employed to enhance articulation in the massing
- Parapets to Plot 1.1 must enhance the architectural expression of the building and relate to the regency architecture of the local context

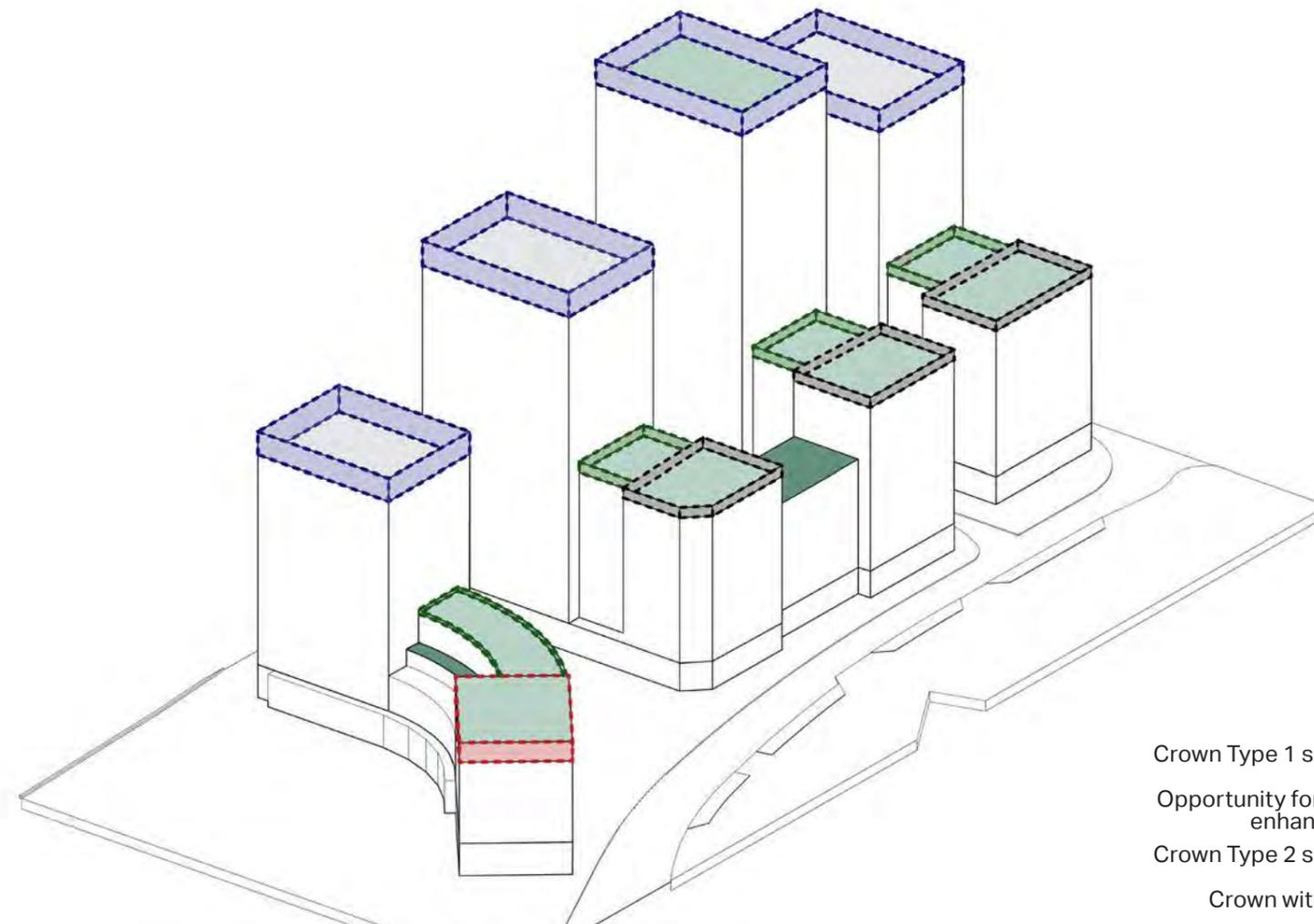


Fig 3.19: Plot 01 - Illustrative Scheme

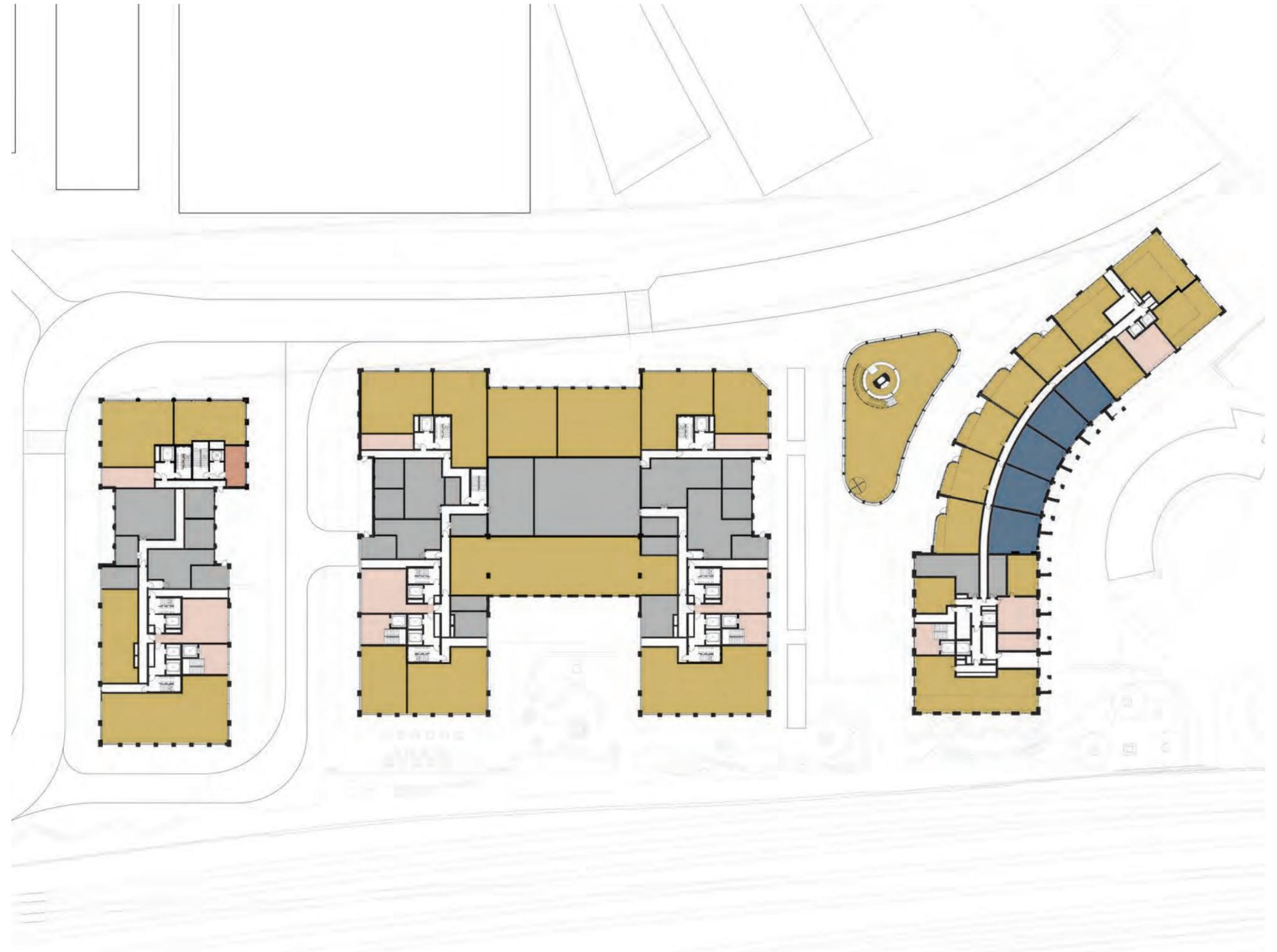
- Crown Type 1 should be considered 
- Opportunity for low level parapet to enhance block articulation 
- Crown Type 2 should be considered 
- Crown with further articulation 

3.3 Plot 1 - Use & Quantum

3.3.1 Plot Use

A mixture of commercial and community focused uses are provided at ground floor level of the block. These units are sized to provide useful services to the new residents and the wider community.

Plot 1 consists of a mix of residential (C3) and flexible commercial uses (E1). Plot 1 consists of c.750 high quality apartments of private and affordable tenure. The range of units has been designed to include a mix of townhouses, studios, one, two, three and four bed units.



Design Guidelines:

Provision of commercial space at ground floor in key locations to provide active frontage

Fig 3.22: Plot 01 - Ground Floor



Fig 3.23: Plot 01 - Level 03



Fig 3.24: Plot 01 -Typical Lower Level



Fig 3.25: Plot 01 - Typical Upper Level

3.4 Plot 1 - Layout

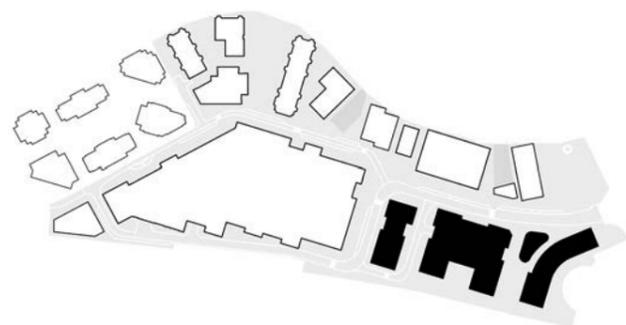
3.4.1 Access, entrances, servicing, refuse & cycles

The entrance lobbies are a residents and visitors first impression arriving in each building and as such are a key element in the design layout. The entrances should be clearly defined in the street and legible to the building user. The lobbies can attribute to an active streetscape throughout day to evening and should be highly transparent to the street. Their internal arrangement should offer clear legibility to the location of the lifts and stairs.

The lobbies should allow for communal post box areas and a store should be provided for large deliveries which will be managed by the landlord. The stores should be accessible from the lobby, subject to the agreed fire strategy.

In line with local authority guidance, all bin stores must be accessed within 10m of the refuse vehicle. Bin stores must be provided within easy reach for all residents and often located directly off the main lift core.

In efforts to promote cycling designers must provide high quality, safe and accessible bicycle stores within each block. The illustrative scheme locates the cycle storage in the basement area but with a clear and legible cycle entrance at ground level served by a lift and stair to basement dedicated to cycles. The anticipated cycle numbers calculated are based on the adopted London Plan. Accessing and using the bike store should be second nature in this sustainable community.



Design Guidelines

Main entrances must be easily recognizable, prominent and celebrated (e.g. residential lobby entrances and entrances to shops)

Main entrances must be located on the ground floor

Main entrances must be highly visible with consideration to natural surveillance and overlooking from dwellings and other uses and should consider the use of canopies, recesses, screens and planting to provide shelter upon arrival

Cycle storage must be predominantly accessed from the courtyards to provide additional security

Cycle storage must have the relevant SBD levels of security including access control

Cycle storage must be directly accessible from the outside so that bikes do not need to be taken through lobbies

Visitor cycle parking to be located within the landscape in close proximity to building entrances and overlooked by active frontage

Refuse stores must allow direct access to external streets

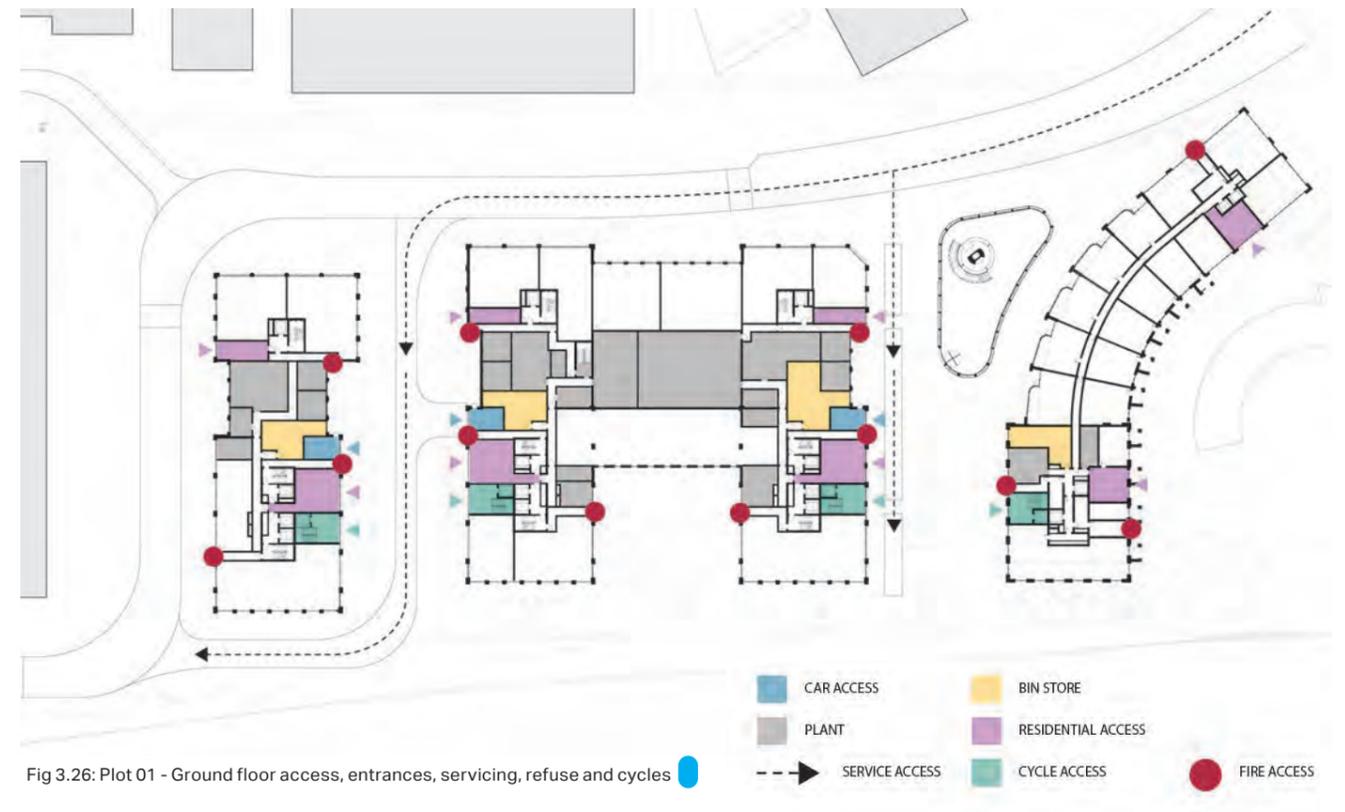


Fig 3.26: Plot 01 - Ground floor access, entrances, servicing, refuse and cycles



Fig 3.27: Plot 01 - Basement servicing and cycles

3.4.2 Residential layouts: Orientation & dual aspect

The illustrative scheme provides for a range of unit sizes and tenure mix, based around central cores to the taller massing elements with connected escape cores to the shoulder blocks. This arrangement allows for a maximisation of dual aspect and east and west facing apartments, as well as a range of subdivision of internal space to create a mix of unit sizes.

3.4.3 Special corners and key facades

A distinct corner treatment should be employed to strategic locations within the masterplan whereby the architectural expression will generate moments of visual interest or intensity within the scheme, or act as a marker signifying a route or entrance. The illustrative scheme suggests two key areas on plot 1 where particular design attention should be given, designed to promote visual interest and coherence within the overall masterplan character.

3.4.4 Plot 1.1 Crescent townhouses

The east facing elevation to plot 1.1 provides an opportunity for residential use to the ground floor with front doors to the street edge, in a traditional terrace crescent format. The design solution should explore townhouses or stacked maisonettes in this location with the use of projecting bays to the lower elevation to provide further interest to the street. The bays will also help to define defensible space to the street entrances.

Design Guidelines

- Residential layouts must be articulated to maximise the quantum of dual aspect units
- North facing single aspect units must be avoided
- East and west facing units are encouraged
- The east facing elevation of plot 1.1 to be given particular architectural consideration given it acts as a marker at the entrance to the scheme.
- Special consideration to be given to the north east corner of plot 1.2 as a highly prominent corner on the high street over the full height of the elevation, either as a chamfer or as a set back.



Fig 3.29: Plot 01.1 Key gable elevation (illustrative scheme)



Fig 3.28: Plot 01 - Maximise dual aspect apartments



Fig 3.30: Plot 01 - Interpreting the crescent terrace



Fig 3.31: Plot 01 - Special corners and key facades

3.4.5 Plant Strategy

Integration of the building parapets will provide a coordinated approach to the appearance of building facades and provide suitable levels of safety for maintenance access to the roof, as well as acting as a screen to roof mounted plant. The illustrative scheme allows for substations and hv switch rooms to be located at ground floor level for easy access from the street. LV switch and secondary plant requirements such as water storage tanks can be located either at ground floor or basement level but must not be located on a primary street facing façade.

Design Guidelines

All plant must be located in internal areas away from perimeter facades where possible

Access and egress from plant areas for servicing personnel must be considered

Plant in basement areas to be maximized where possible

Substations to be located in areas suitable for easy access from the street at ground level

All plant equipment at roof level must not project above the building parapet line and must be suitably screened from view



Fig 3.33: Plot 01 - Roof level illustrative plant areas

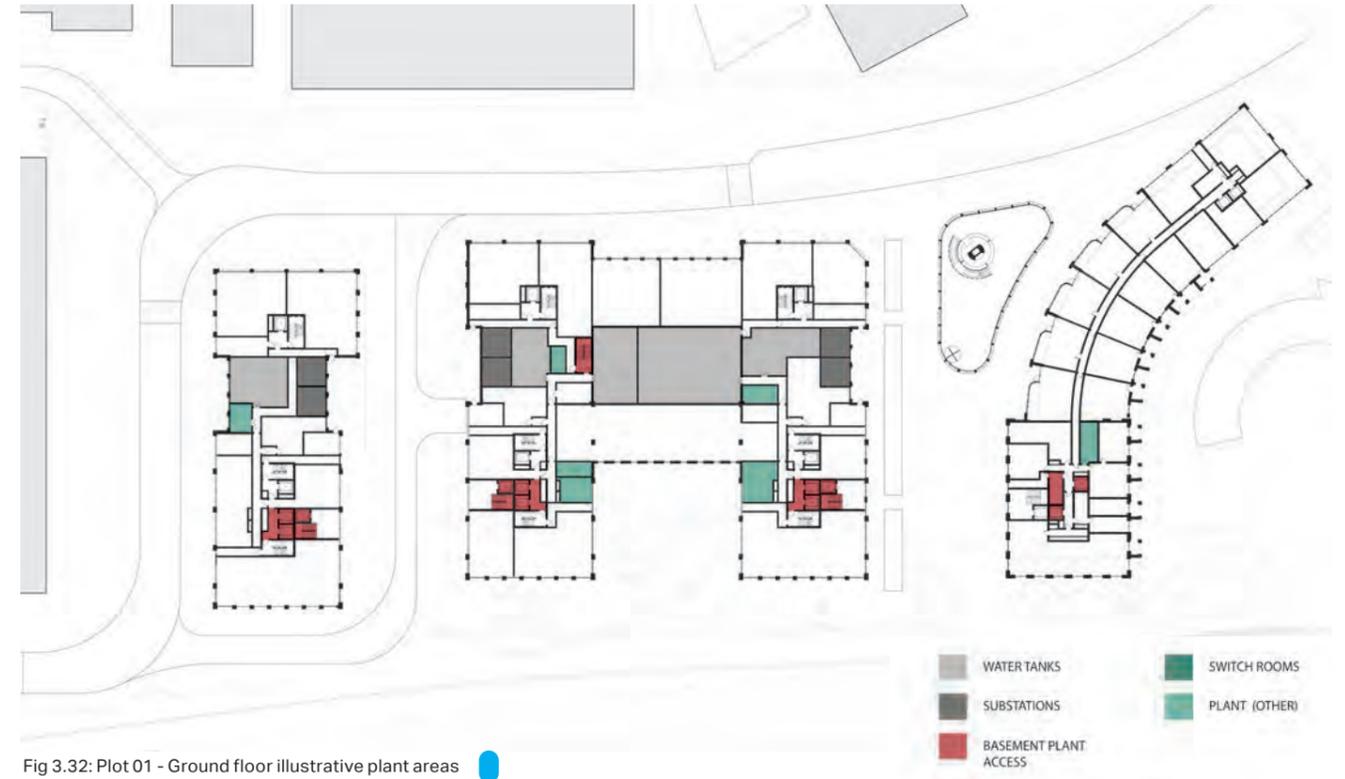


Fig 3.32: Plot 01 - Ground floor illustrative plant areas

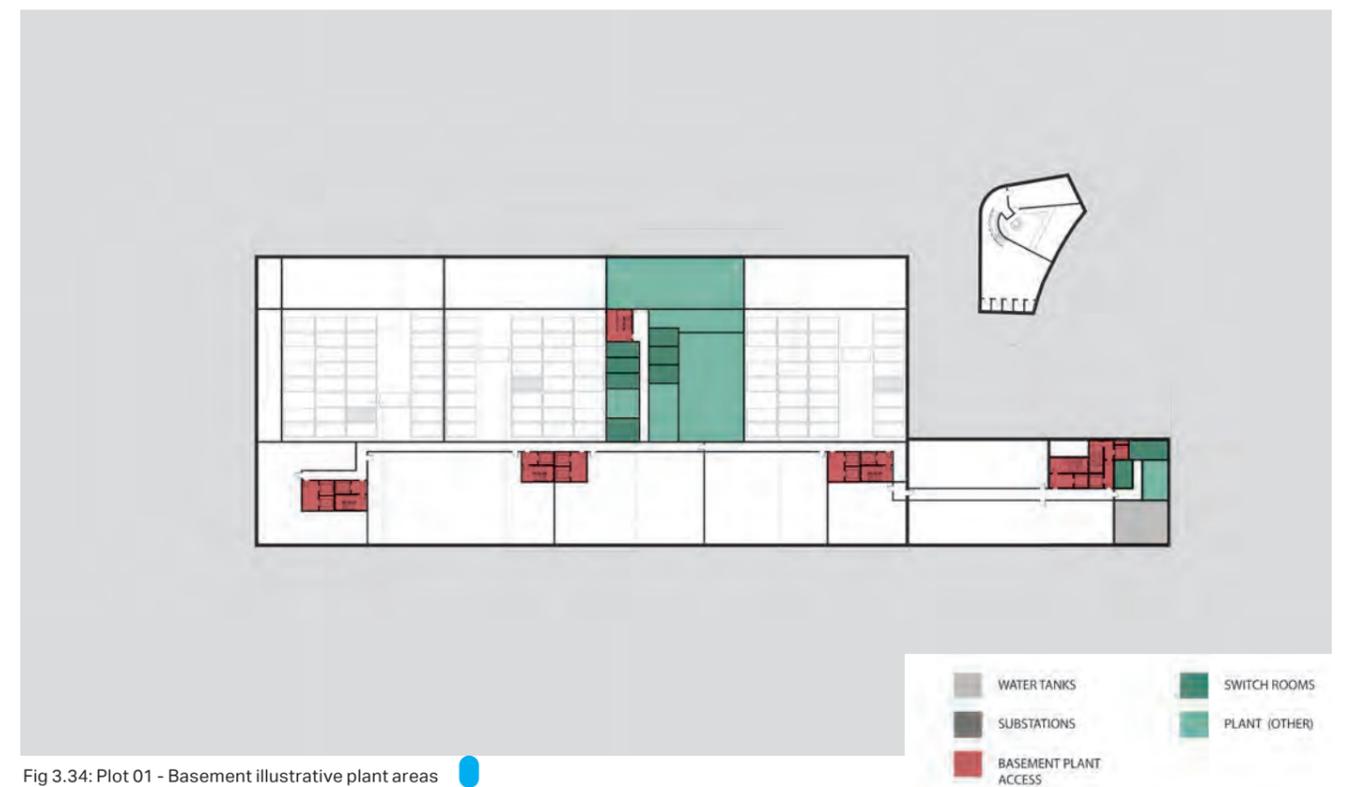


Fig 3.34: Plot 01 - Basement illustrative plant areas

3.5 Plot 1 - Active Frontages

3.5.1 Street edges

Building frontages are arranged in relation to the adjacent street patterns and surrounding character areas within the masterplan. The arrangement of building services at the ground level of each building has been composed to allow as much active frontage as possible to the surrounding streets. To the northern edge of the plots in the space fronting the high street it is intended that the frontages are expressed as wide glazed 'shop frontages' making a connection between the public realm and the ground floor use.

Frontages to the side streets are envisaged to be more flexible in terms of adaption for use as flexible workspace, maker space or leisure/service uses.

The south facing frontages should make connections between the interior space and the landscape of the linear park.

3.5.2 Shop Front & Signage Strategy

Design Guidelines

Shop frontage should utilise full height glazing with a consistent head detail.

Signage design should allow for a variety of designs within a common placement location. The signage should be visible and legible from short and long distant views.

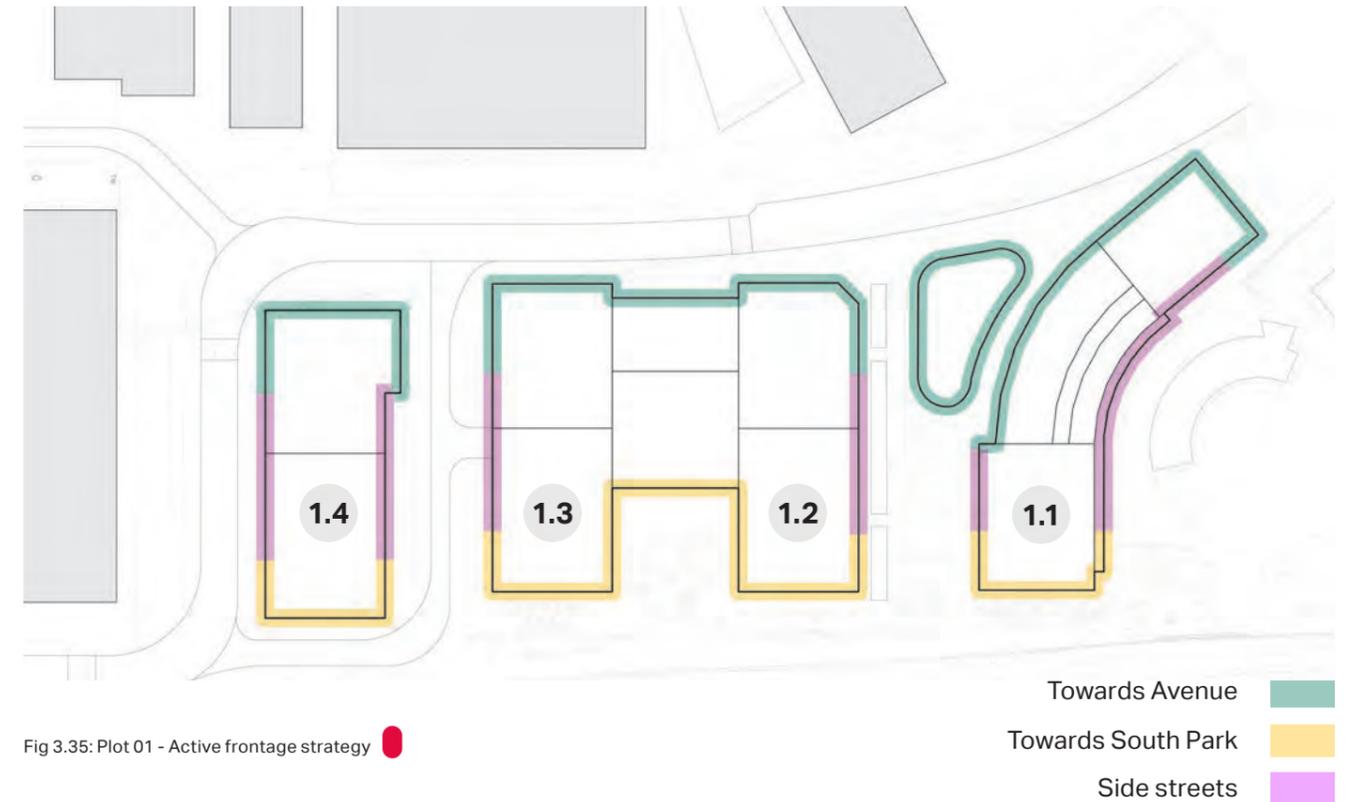


Fig 3.35: Plot 01 - Active frontage strategy

Design Guidelines

The plot must maximise street facing retail units contributing to the creation of well defined streets

Buildings must be arranged to define street edges. Courtyards between plots 1.2 & 1.3 must be located on the south side of the plot

The landscape strategy should contribute to the street definition

Active frontages must have a flexible design to be easily adaptable to a wide range of uses

Blank walls along the ground floor elevation must be minimised

Awning, fixed shading and canopies may be used around open spaces to encourage activities and provide shelter for outdoor areas



Fig 3.36: Plot 01 - Shop Front precedents



3.6 Plot 1 - Private Amenity

3.6.1 Balcony guidance, privacy, landscape and terraces

All apartments must have access to external amenity space in line with GLA guidance. External planting on balconies has been designed into the illustrative scheme to provide interest and variation to the façade, with consideration to the overall appearance of the blocks. The balconies should contribute to the character of the architecture and should consider the drainage and weathering details in their fixing and appearance, in particular the soffit and how this will be viewed by the occupants of a lower floor apartment. Privacy should also be considered, both in the treatment of balustrade finish and in the stacking of the balcony projections vertically over floor levels. South facing facades should be fitted with expressed linear balconies. These balconies provide useful and generous private amenity as well as mitigation against the effects of overheating and wind.

Amenity space may also be provided at podium level and on the lower roof areas to the shoulder blocks. Designers should seek to provide a significant amount for greening to roof areas in line with the landscape requirements for the scheme.

Design Guidelines

- All units must have a private amenity space
- All balconies must be designed to mitigate wind and daylight factors.
- North-facing balconies must be minimised
- Balcony soffits must be designed to facilitate self-drainage
- Bolt-on balconies must consider appropriate fixing details to prevent weathering and must consider ease of maintenance at the interface with the external facade
- Balcony appearance to be consistent on any individual block

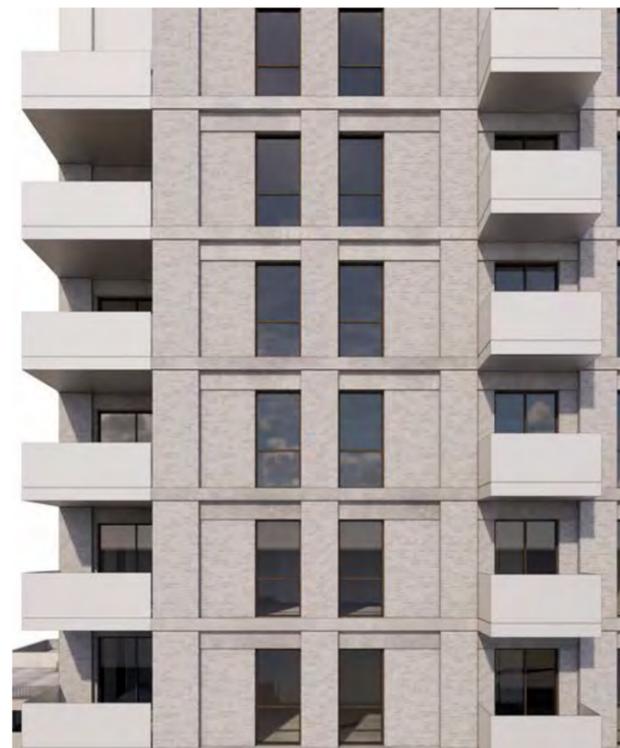


Fig 3.37: Example of solid metal balcony expression

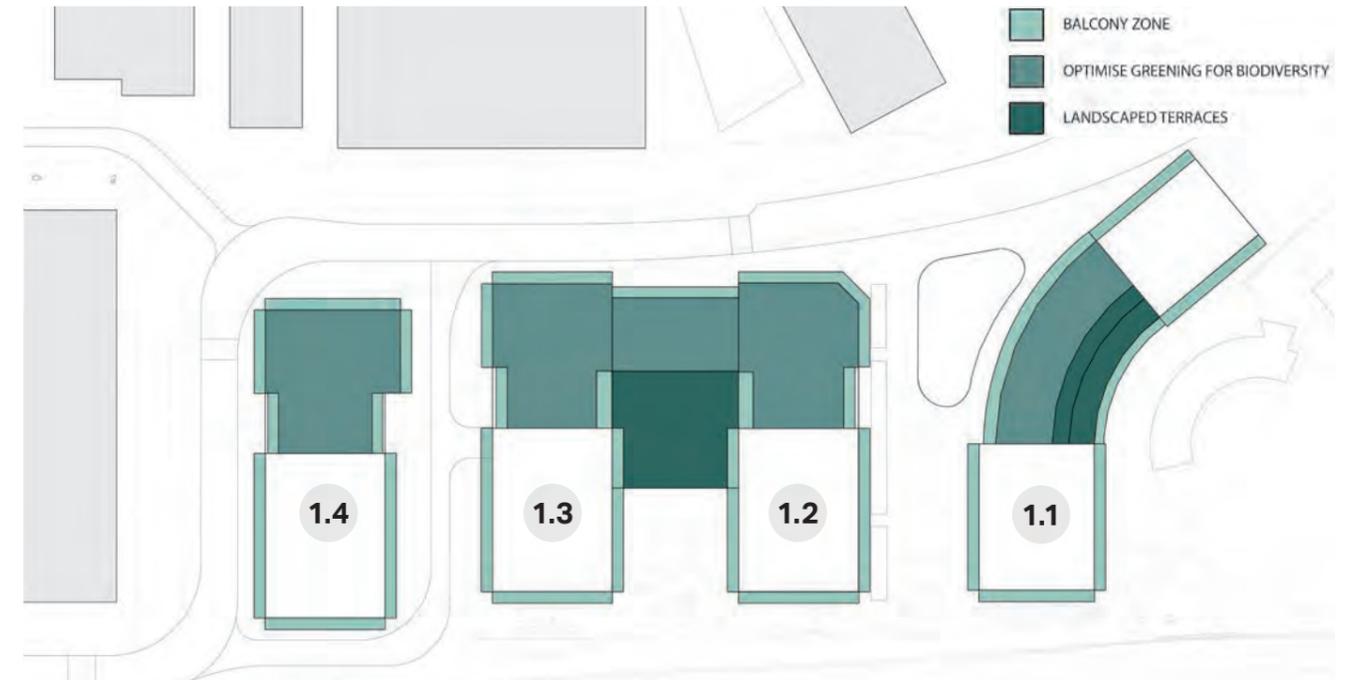


Fig 3.40: Plot 01 - Roof and landscaped terrace approach

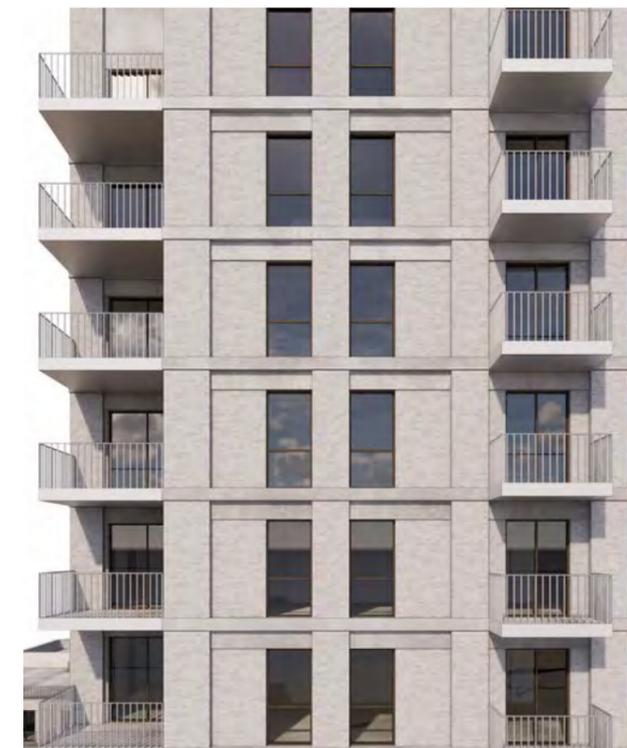


Fig 3.38: Example of open rail balcony expression

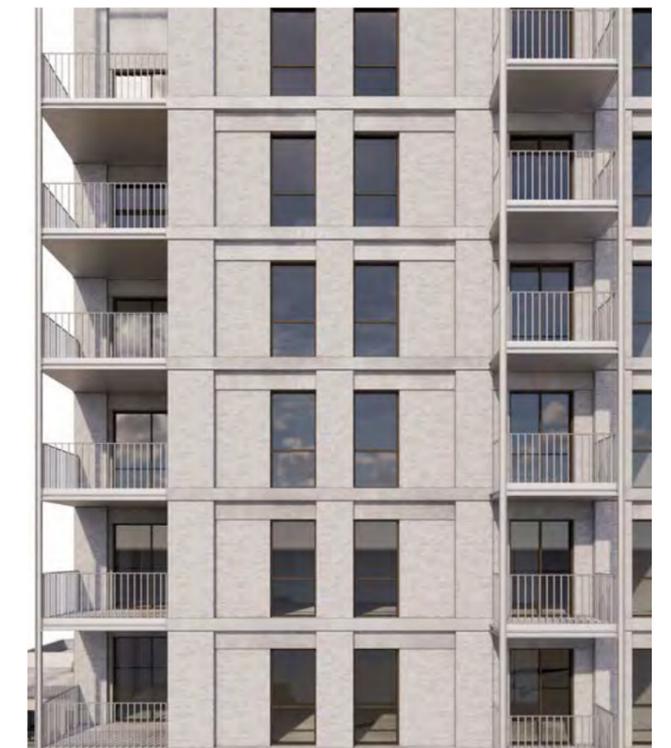


Fig 3.39: Example of open rail balcony with expressed structural cage

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3.7 Plot 1 - Facade Approach, Materiality & Detailing

3.7.1 Materials and Detailing

Given its location at the site entrance and against the southern site boundary; Plot 1 is the mediator between several existing conditions. The Crescent's materiality is a direct response to Kensal House, a modernist residential building which itself references the regency architecture of Ladbrooke Grove. As such, a light palette of masonry materials characterise these blocks. The main residential blocks of plot 1 incorporate a range of pale pastel hues inspired by the building tones along Ladbrooke Grove and the regency buildings to the south.

The pavilion building plot 1.1.3 is a distinct moment upon entering the masterplan and acts to mitigate the scale between active commercial frontages and the taller plot 1 buildings to the south. Green tones which utilise patinated concrete, coloured metals or glazed bricks have been selected to create a distinction which respects both the regency inspired aesthetic of Plot 1 and the brick wharf language of Plot 4 and 5.

Design Guidelines

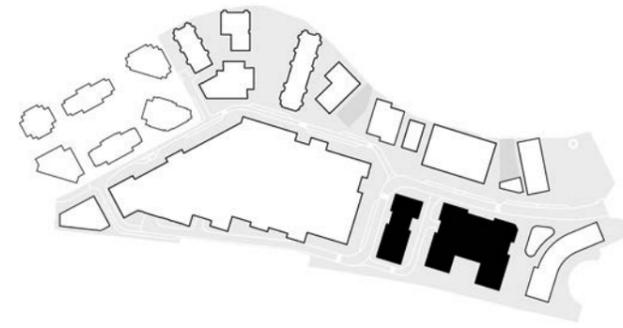
Material palette of all proposed buildings must be simple and coherent

Materials to be durable and of the highest quality to minimise the need of maintenance and remain attractive throughout the building life.

Materials to be robust and must weather well and provide a high quality appearance to the building facades

Details such as the bonding of masonry elements, mortars colours and type of joints must be considered when colour selection is being made.

All building facades to have minimum 215mm reveal dimensions to glazed openings with depth and shadow promoted as key features of the architectural detailing



Plot 01 Main residential Blocks

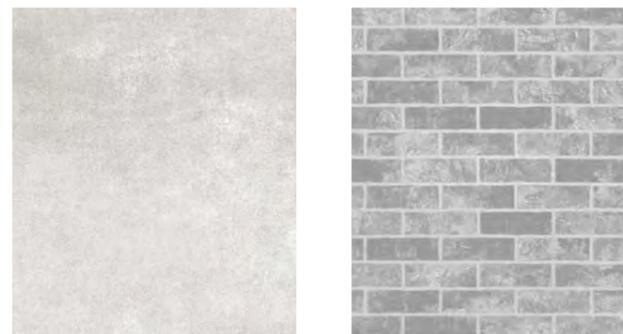
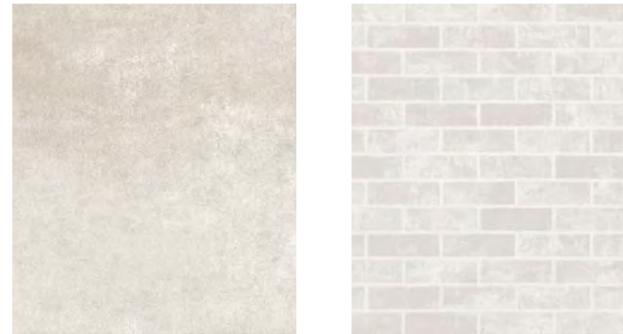
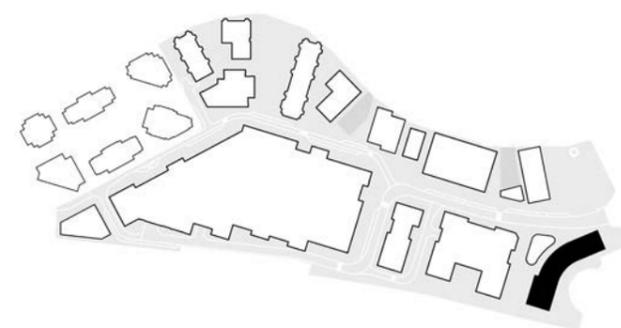


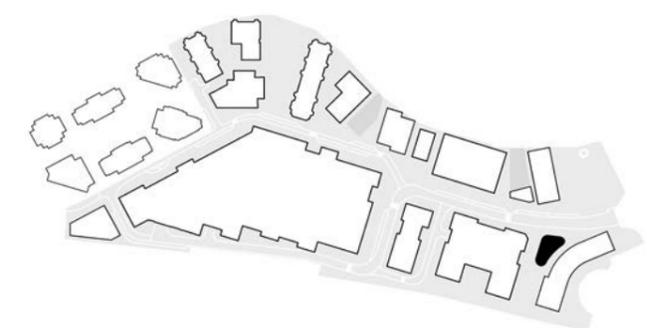
Fig 3.41: Plot 1.2-1.4 Material Palette



Plot 01 'Crescent'



Fig 3.42: Plot 1.1 Material Palette



Plot 01 'Pavillion'

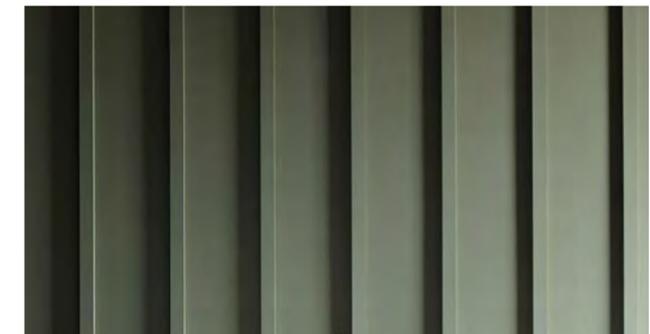


Fig 3.43: Plot 1 Pavilion Material Palette



Fig 3.44: Example of vertical pier expression & facade layering



Fig 3.45: Example of vertical expression & offset window bay

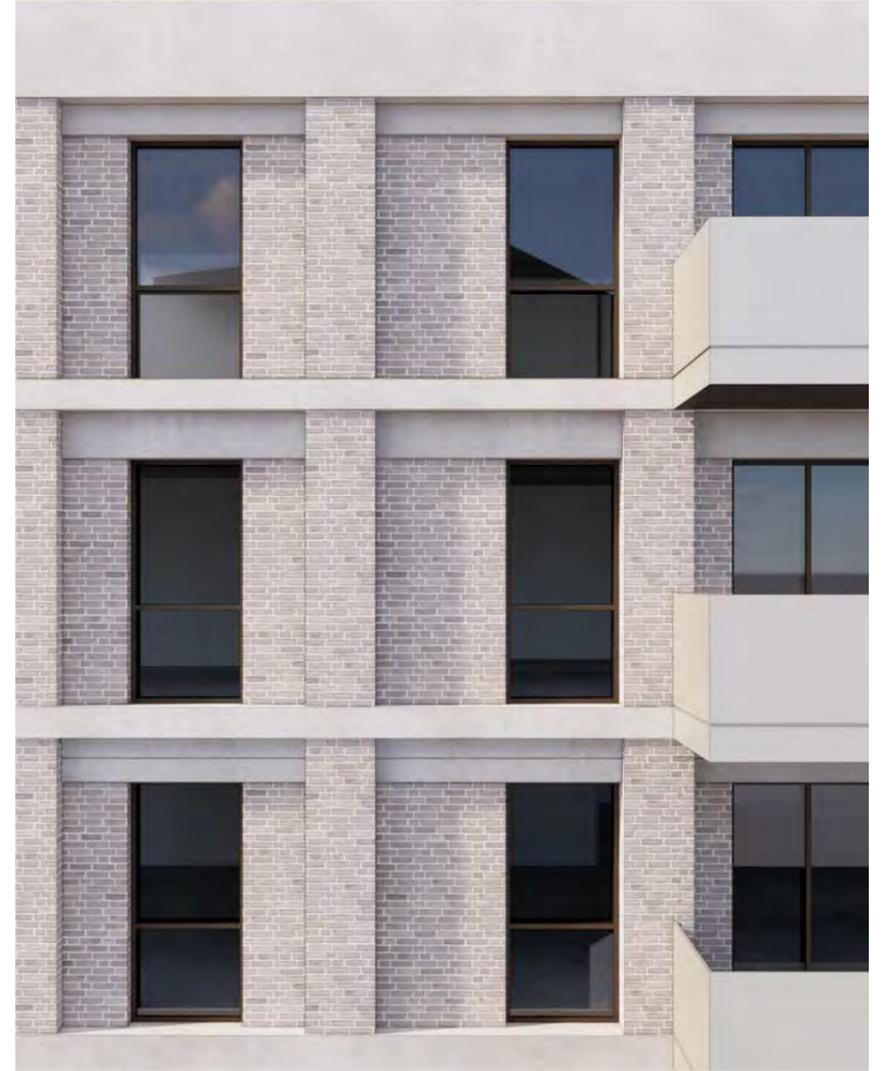


Fig 3.46: Example of horizontal grid and single height vertical pier

Plot 2

Introduction and vision

Plot 2 is located to the south-west of the masterplan. Bound by the railway lines to the south, Plot 2 forms key interfaces with the new public realm, as well as most of the other plots on the site, with Plot 1 to the east, Plot 3 (the St Williams site) to the north-west, Plot 4 to the north, and Plot 5 to the north-east.

Incorporating the key considerations discussed throughout the planning process, it is the combination of these factors which have shaped the overall layout and massing on Plot 2, aiming to optimise the potential for the site and provide high quality spaces for future occupants and the wider community.

The plot accommodates the re-provision of the Sainsbury's supermarket within the masterplan, enabling the redevelopment of the existing store footprint, associated car park, and service yard. The aim is to integrate the new store within the mixed use development, one of a wide range of new commercial uses within the emerging neighbourhood.

A hybrid application is proposed for Plot 2; the Detailed element formed of the Sainsbury's store, commercial spaces, and residential ancillary spaces, whilst the residential accommodation and community spaces form the Outline element. A more detailed overview is provided in this chapter.



Fig 4.1: Overview of Plot 2 Illustrative Scheme



Fig 4.2: Grand Union Canal

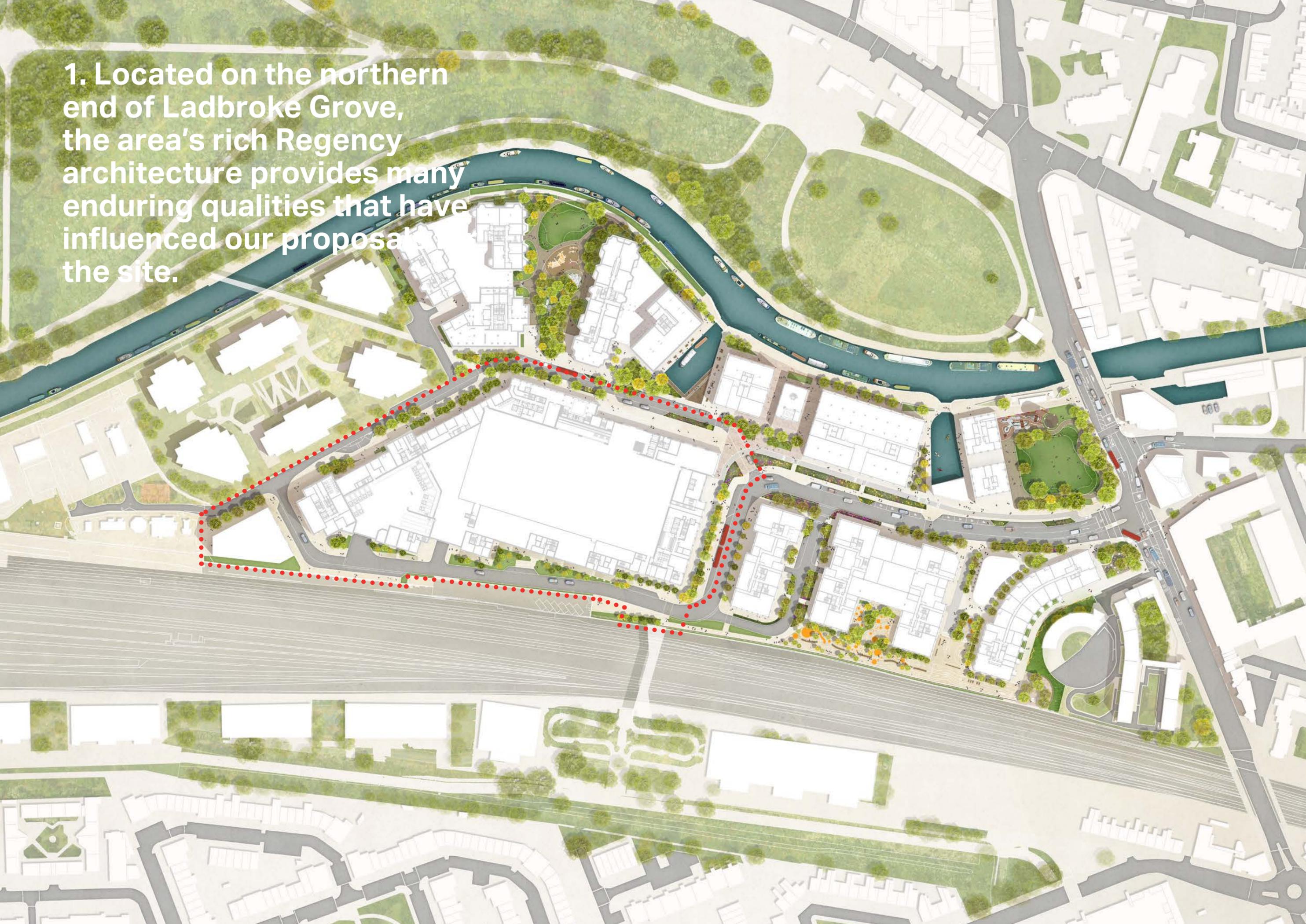


Fig 4.3: Industrial Style Precedent



Fig 4.4: Regency Style Precedent

1. Located on the northern end of Ladbroke Grove, the area's rich Regency architecture provides many enduring qualities that have influenced our proposal for the site.





Whilst the layout of Plot 2 aims to discreetly integrate the new Sainsbury's store within the mixed-use proposals, it is important that the store frontage is visible and clearly legible to existing and new customers within the emerging neighbourhood.

Since the opening of their first shop in Islington in 1882, the presence of Sainsbury's shopfronts and signage have played a significant role in establishing the brand. Their shops quickly started to look similar with high, cast-iron 'J.SAINSBURY' signage featured on every store, in order for people to recognise them throughout London and see them from afar.

4.1 Plot 2 - Connection to the wider masterplan

4.1.1 Connection to the masterplan

Plot 2 sits at the south-west of the masterplan. The layout and massing has been informed by its relationship to the surrounding plots, ensuring that the opportunities of the site are optimised whilst not compromising the quality of the spaces within and around the plot.

Bound by the railway to the south, this provides the opportunity to vary the height of the residential buildings along the southern boundary, creating a varied skyline when read in conjunction with Plot 1 without overshadowing the existing neighbourhood to the south.

Lower buildings are proposed to the northern edge of Plot 2, located in the heart of the masterplan, ensuring that daylight and sunlight to the proposed new public realm to the north, including Canalside Park and the New Wharf, are not compromised.

The potential opportunity for a pedestrian and cycle bridge over the railway lines to the south has been integrated into the emerging proposals for Plot 2, ensuring that a legible and accessible route is provided, running in a north-south orientation between Plots 1 and 2, providing a route into the centre of the emerging neighbourhood. A generous pavement and dedicated cycle lane will connect the future bridge landing through the masterplan along The Avenue and back on to Ladbroke Grove to the east.



Fig 4.5: Plot 2 within the proposed masterplan

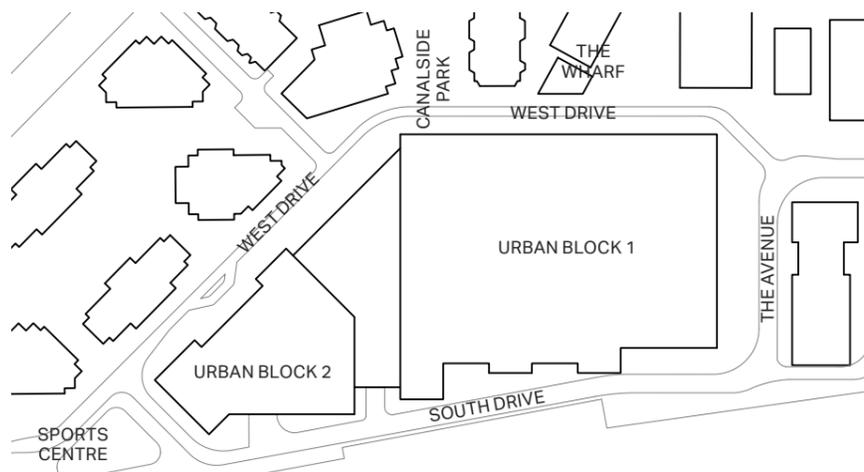


Fig 4.6: Ground Floor Plan



Fig 4.7: Axonometric sketch showing relationship of Plot 2 to masterplan & potential future bridge



Fig 4.8: Illustrative Roof Plan of Plot 2 within the landscaping and public realm

4.2 Plot 2 - Block Form & Arrangement

4.2.1 Relationship to Masterplan

Plot 2 places a number of buildings in key gateways within the wider masterplan. The distinct form and massing of each building has been developed in response to its function and context.

One of the tallest buildings within the masterplan, Building 2.1 is located in the heart of the site, on the eastern edge of Plot 2. This acts as a visual marker for the new store within the wider context. This residential building has a generous entrance lobby activating the new street, and is flanked by a mixture of commercial and leisure uses to provide a diverse range of activity at street level.

To the north of Building 2.1, is Building 2.6. Visible on the main approach from Ladbroke Grove, and contrasting in scale and architectural style, the building celebrates the end of The Avenue. The distinct base of the building denotes the Sainsbury's store entrance, whilst the Leisure Facilities also activate the building frontage above the store. The building continues along West Drive, providing a distinct backdrop to the New Wharf.

Continuing along the north, Building 2.5 acts as a backdrop to Canalside Park on Plot 4 as well as signifying the kink in the road along West Drive.

At the western end of the site, Building 2.4 book-ends the proposals on Plot 2. With community space at street level, the building provides a backdrop to the proposed Sports Centre to the west.



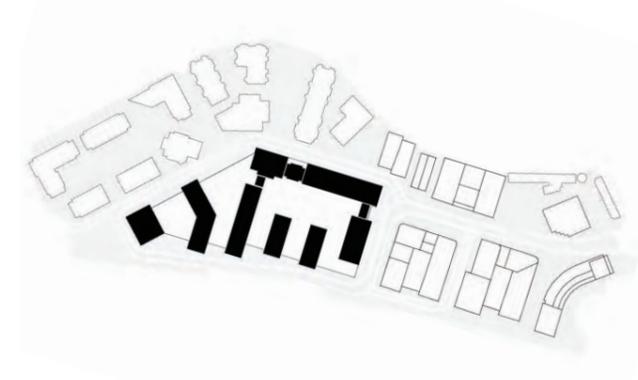
Fig 4.9: Block Gauging



Fig 4.10: Illustrative scheme

Design Guidelines:

- Minimum 18m width must be achieved between the blocks
- Minimum 24m must be achieved between Plot 1.4 and Plot 2
- Blocks must be orientated north south
- Blocks to be arranged to maximise active uses at the building perimeter



4.2.2 Sainsbury's Store

Whilst the footprint of the proposed Sainsbury's store expands across Plot 2, the perimeter is lined with a range of residential, commercial, and community spaces, breaking down the massing and responding to the neighbouring plots. The store frontage is located on the corner of West Drive and The Avenue, adding to the vibrant mix of public spaces around New Wharf, the reinstated basin to the north.

As part of the hybrid application, the residential buildings that form the Outline element on Plot 2 have been developed and co-ordinated with the Detailed element for the lower levels of the site. This includes the Sainsbury's store and its ancillary spaces including plant, parking, and service yard. The Detailed element also includes the Plot 2 basements which include residential ancillary spaces such as plant, cycle stores, and car park. Two commercial spaces in between the residential buildings complete the lower levels and the extent of the detailed elements.

Refer to the Design & Access Statement and drawings for details of the Detailed elements of the hybrid application.

Extent of Detailed Elements 

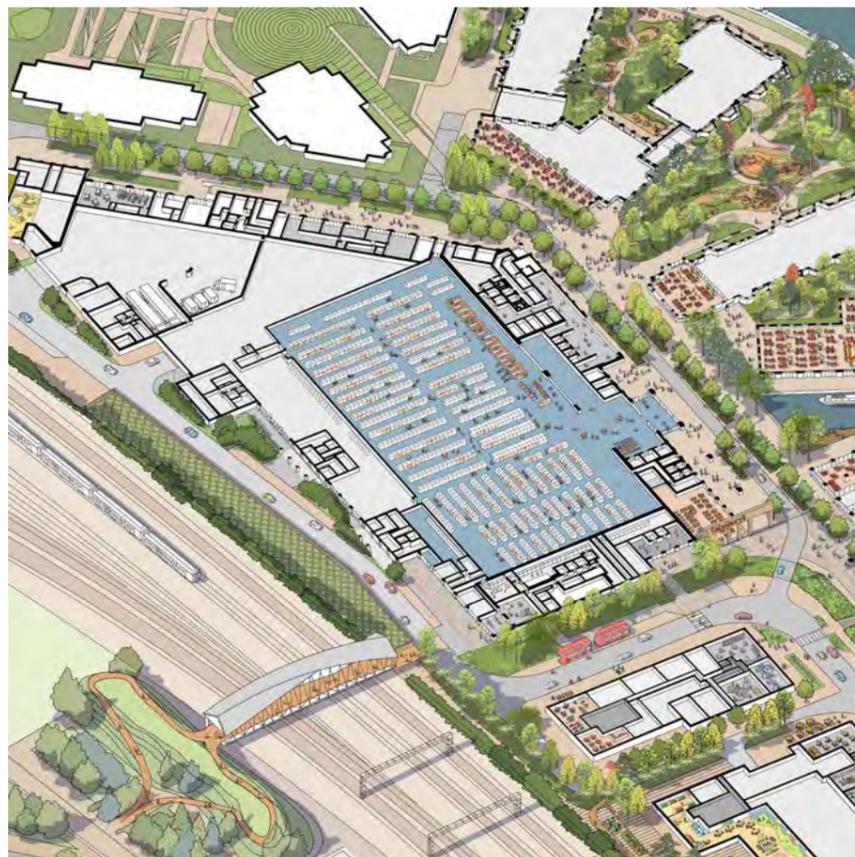


Fig 4.11: Axonometric sketch showing relationship of Plot 2 to masterplan

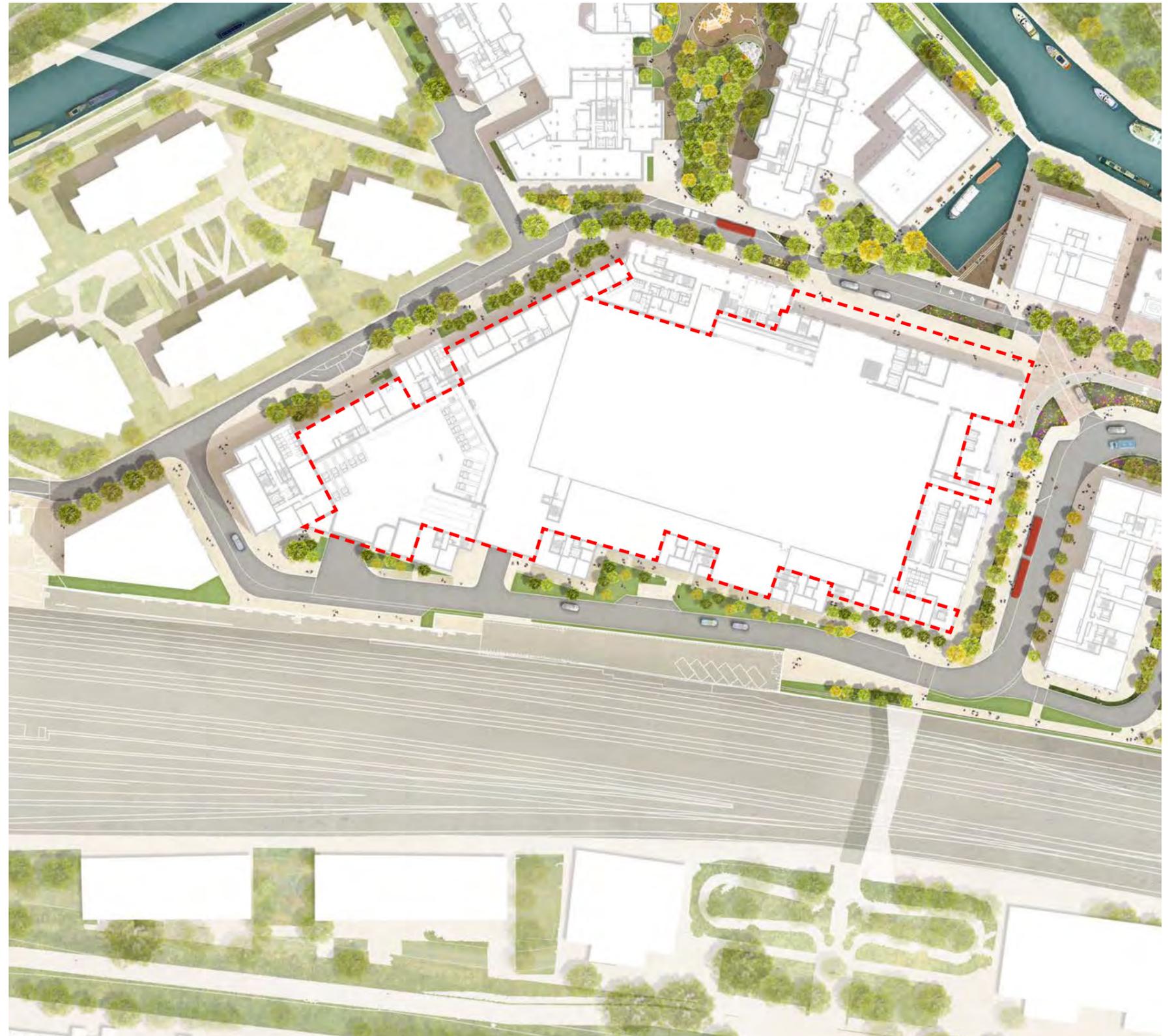


Fig 4.12: Illustrative Street Level Plan of Plot 2 within the landscaping and public realm

4.3 Plot 2 - Scale & Massing

4.3.1 Block Articulation

The overall scale and massing of Plot 2 has evolved in response to the key considerations discussed throughout the planning process, aiming to provide high quality spaces throughout the masterplan.

The tallest building, B2.1, acts as the marker building within the wider context. Located in the centre of the masterplan the building also acts as a visual marker for the new supermarket location.

The mid-height buildings, B2.4 and B2.5, aim to open up and respond to the adjacent public spaces, whilst the linear buildings above the store have been located to the south of the plot in a north-south orientation to maximise daylight and sunlight.

Building 2.6 is unique in its scale and orientation due to its important relationship to the wider masterplan as outlined on the previous page. Deck access along the north elevation provides activation and depth to the north facade whilst accommodating dual aspect homes.



Fig 4.13: Illustrative Scheme

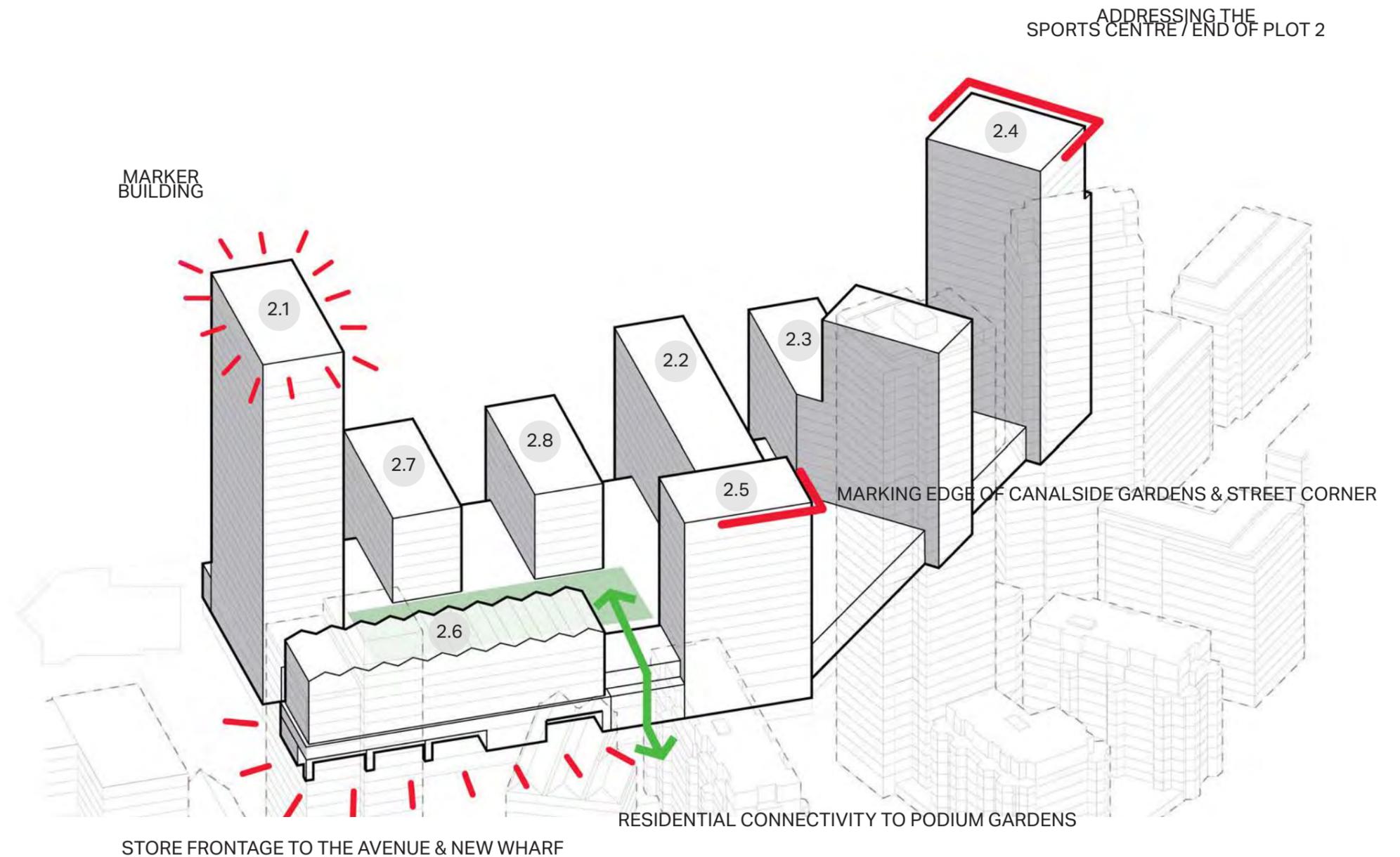


Fig 4.14: Massing concept diagram taken from North West

The massing of the buildings and spaces in between aim to visually define a pair of urban blocks on the plot. The arrangement of the blocks around three distinct green spaces at podium level help to further define the massing.

A number of visual links across the masterplan also inform the formation of the urban blocks, extending the visual lines through Plot 2 by strategically locating the green spaces, ensuring that the proposed buildings frame these routes rather than disrupt them.

Design Guidelines

Massing must be arranged to maximise daylight penetration to units and provide adequate sunlight to the open spaces

Building design must optimise orientation of the site with residential buildings predominately orientated north south to encourage east and west aspect units

Blocks must be articulated to maximise the quantum of dual aspect units

The blocks must be broken into vertical forms using recesses and varying heights articulated within the massing. The stepping approach to height must be maintained within the maximum parameters.

Building corners must step up and not down to define corners of the streets and maximise dual aspect apartments.



Fig 4.15: Legible Building Typologies

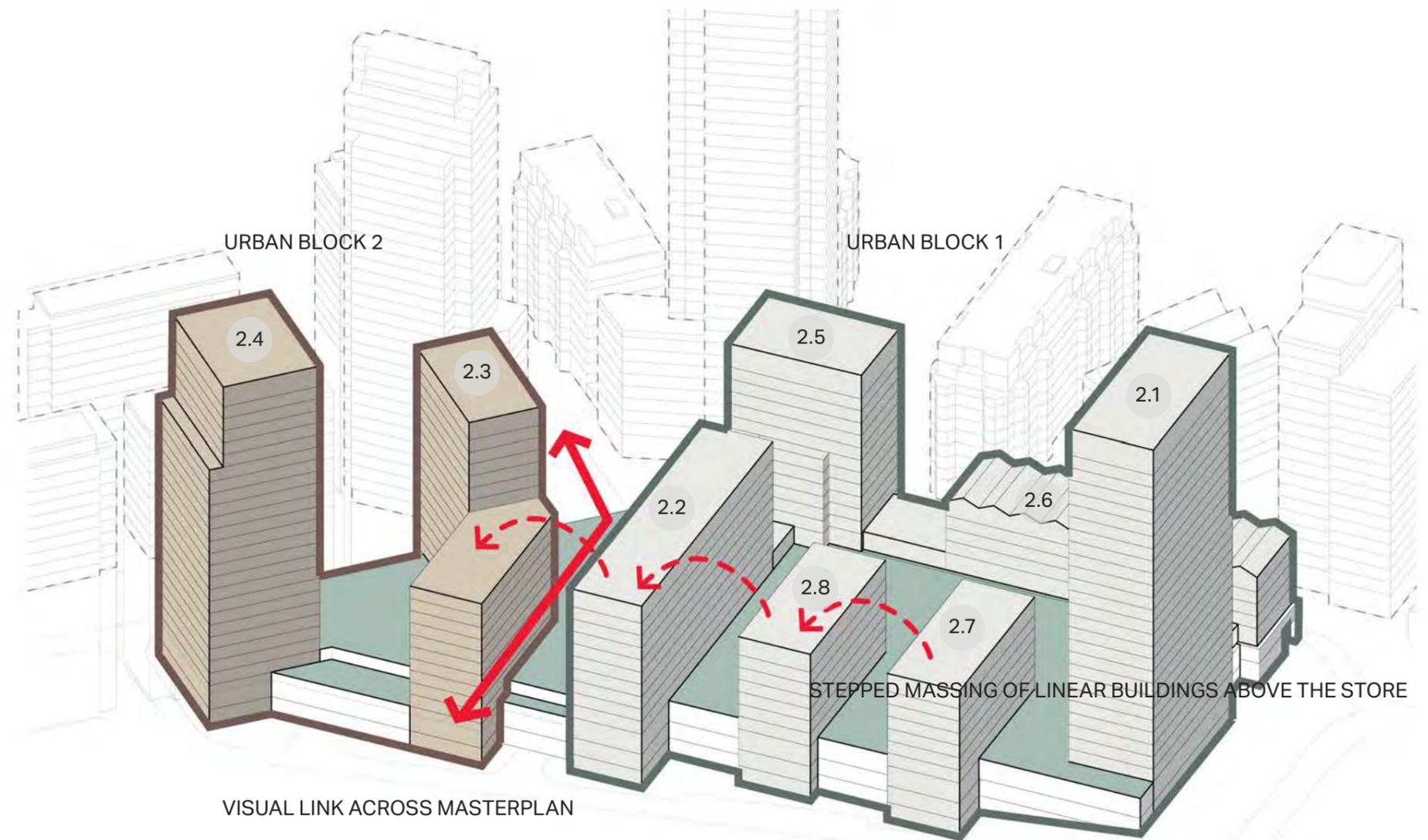


Fig 4.16: Massing concept diagram taken from South East

4.3.2 Building Lines

As the built form extends across the whole of Plot 2 to accommodate the store on the lower levels, activation on all edges is important to ensure that good quality, legible, and safe streets are created. The definition of the residential buildings extending to the ground within these streets aims to ensure that the streetscapes are varied and that each building is legible to all users. The parameters allow for the base of each building to step out from the podium massing to articulate the 'base' of the residential buildings.

The spaces in-between, illustrated in red on figure 1.17, are much lower in scale and aim to define the commercial and ancillary spaces. There is one exception where the podium massing steps out, illustrated in orange. This is to give prominence to the proposed commercial space and its relationship to the pedestrian route and potential future bridge landing point.

In order to provide a good quality pedestrian route along the South Drive, colonnades are proposed to provide a wide pavement with a continuous visual connection between the buildings, as well as providing covered entrances to the residential lobbies.

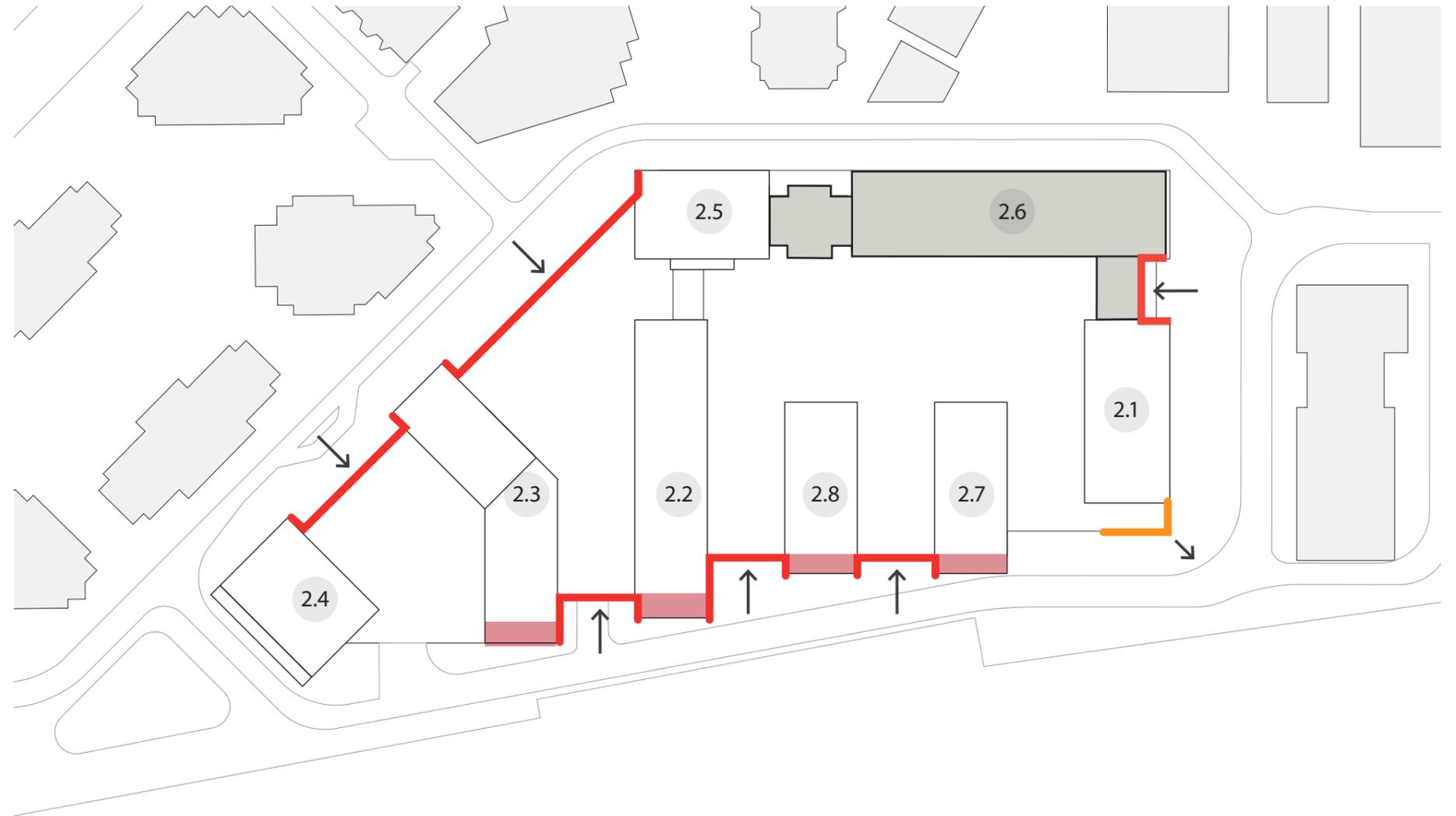


Fig 4.17: Plot 2 - Building Lines

Design Guidelines

The blocks must be broken into vertical forms using recesses and varying heights articulated within the massing. The stepping approach to height must be maintained within the maximum parameters.

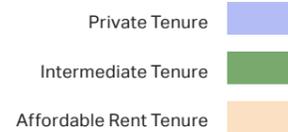
The residential entrances on the South Drive are to be clearly identifiable, and are to be given prominence in the streetscape. A clearly defined, landscaped pedestrian route must be provided to ensure a good quality of space for residents.

- Lower massing volume controlled by parameter
- Colonnades to South Drive Residential Entrances
- Recesses to articulate mass and define vertical expression
- Projection to define corner and commercial space

A mixture of commercial and community focused uses are provided at ground floor level of the blocks fronting onto the The Avenue and West Drive. These units are sized to provide useful services to the new residents and the wider community.

The Outline element of Plot 2 consists of a mix of residential (Class C3), leisure (Class E), and community (Class F1/F2) uses. Plot 2 consists of c. 947 high quality apartments. The range of units has been designed to include a mix of studios, one, two, three and four bed units. 10% of the units provided will be wheelchair adaptable homes (M4(3) standard).

In addition to c.947 new homes, the plot will provide a variety of new green spaces and attractive public realm with soft and hard landscaped areas, low levels of residential parking, and services catering for the local community.



Design Guidelines:

Provision for community space at ground floor in key locations facing West Drive and South Drive.



Fig 4.19: Indicative Tenure Mix / Building Numbers

4.4 Plot 2 - Use & Quantum

4.4.1 Plot Use

Plot 2 comprises eight residential buildings placed across the site in response to the massing and scale of their surroundings. The buildings have been designed in conjunction with the Detailed element of the store and commercial spaces at street level, as described in the Detailed element of the application.

The articulation of each residential building and the defined building line at street level help to break down the massing of the plot and distinguish each building from the connected floors below the podium level.

The following pages will outline the key parameters of the scheme, demonstrating block arrangement and massing approach. The residential buildings along with the leisure facilities are linked by generous podium gardens that offer the residents and members of the public high quality outdoor spaces. The buildings are orientated to maximise natural light to the dwellings, whilst also responding to their context granting aspects across the various green areas surrounding the site, and views to London beyond.

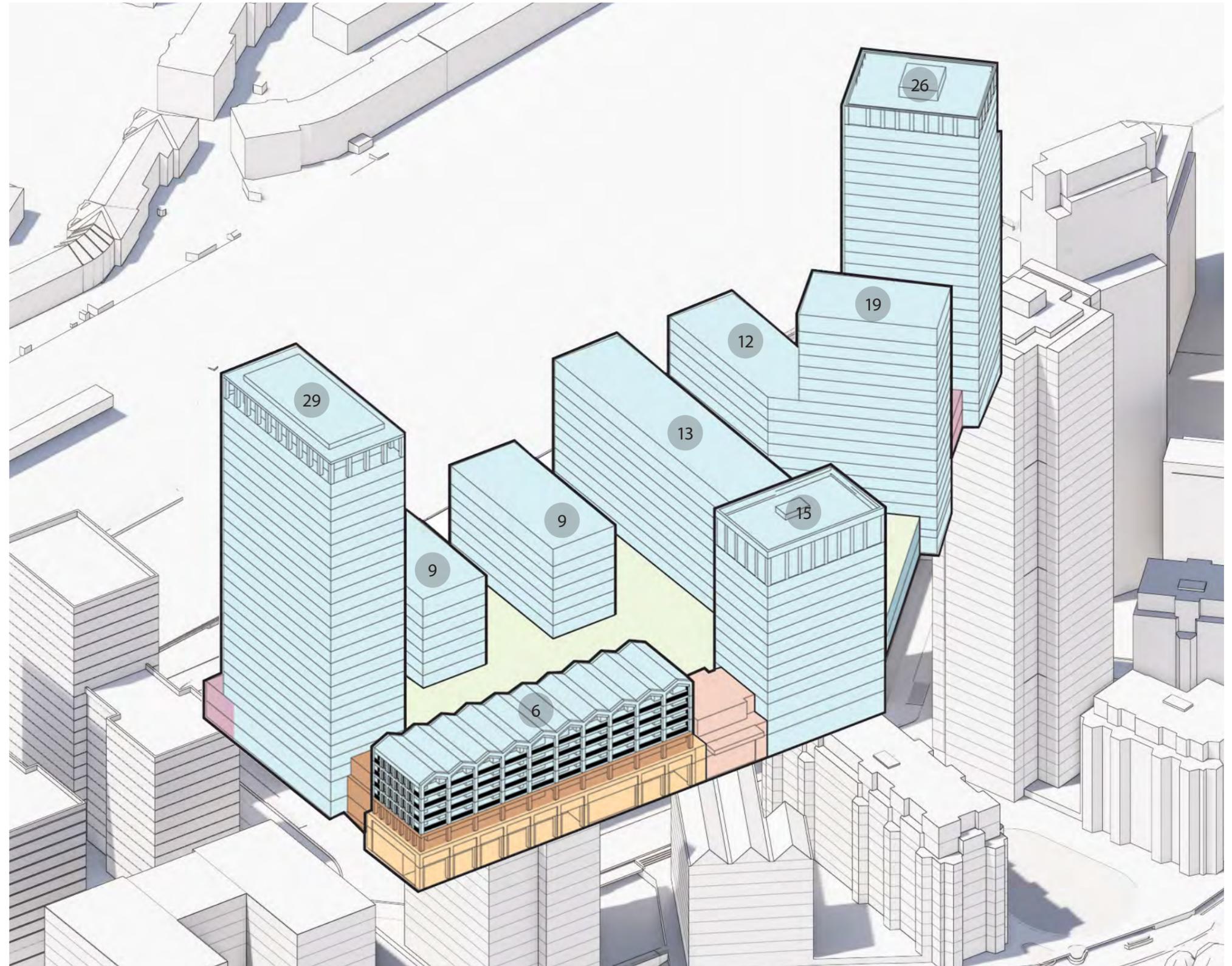


Fig 4.20: Building Uses / Indicative number of storeys (as per Illustrative scheme)

4.5 Plot 2 - Layout

4.5.1 Residential Layouts: Orientation & Aspect

The illustrative scheme provides for a range of unit sizes and tenure mix, based around central cores to the majority of the residential buildings, and two connected cores in the longer linear buildings. This arrangement of cores and the north south orientation of the buildings allows for a maximisation of dual aspect and east and west facing apartments, as well as a range of subdivision of internal space to create a mix of unit sizes.

Building 2.6 is unique in its orientation, running east west. To ensure the quality of housing is not compromised, deck access is proposed along the north elevation, resulting in 80% dual and triple aspect homes.



Fig 4.21: Plot 2 - Maximising dual aspect apartments

Triple Aspect	
Dual Aspect	
Single Aspect	

Design Guidelines

- Residential layouts must be articulated to maximise the quantum of dual aspect units
- North facing single aspect units must be avoided
- East and west facing units must be encouraged
- The form and elevations of Building 2.6 must be given particular architectural consideration given it acts as a marker at the centre of the scheme.

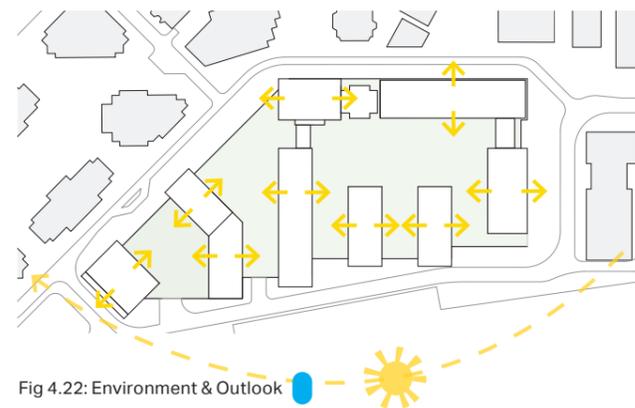


Fig 4.22: Environment & Outlook

4.5.2 Residential Layouts: Outlook

The proposals offer a varied set of vistas across the surrounding context, both new and old. Each building has a different outlook demonstrating the variety within the masterplan. The dwellings that look out onto the podium gardens will enjoy sheltered views over high quality landscaped spaces. Whilst the dwellings that look outwards from Plot 2 will have a wide variety of views, from aspects of central London to views of the Grand Union Canal, the New Wharf, Canalside Park and the Sports Centre.

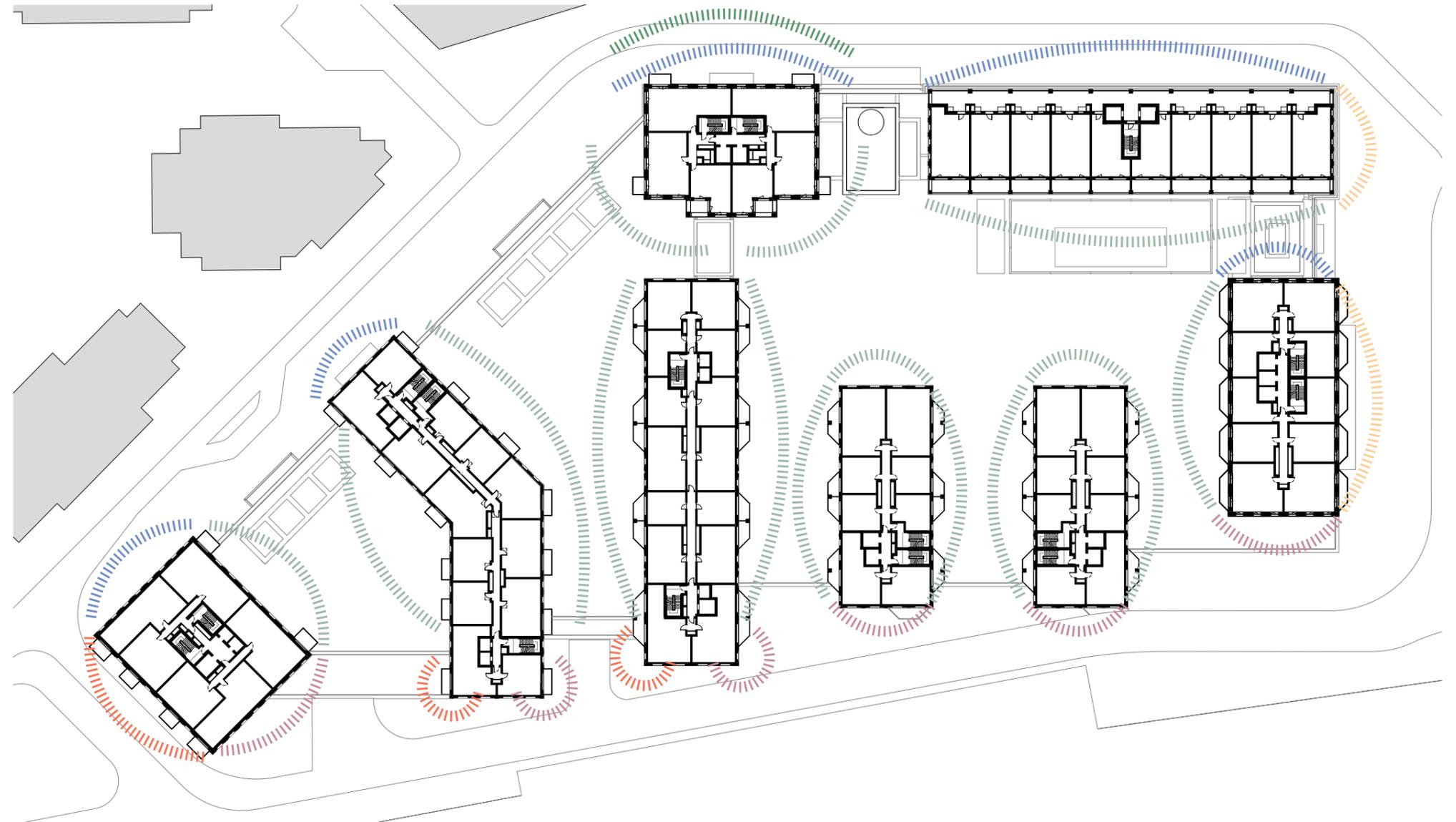


Fig 4.23: Plot 2 - Outlook

Views:	
Podium Gardens	■
Canalside Park	■
Grand Union Canal	■
The Avenue	■
Towards West London	■
Towards Central London	■

4.5.3 Balcony Guidance: Privacy, Landscape & Terraces

All apartments must have access to private external amenity space in line with GLA guidance. This is to be provided through the provision of balconies in various forms, and terraces at podium level.

Designers should seek to provide a significant amount for greening to podium and roof areas in line with the landscape and playspace requirements for the scheme.

4.5.4 Podium Gardens

Due to the nature of the residential accommodation above the store, there are three large interconnecting podium gardens located on Plot 2, which are accessible from all residential buildings. Private terraces are proposed to the residential units located at podium level. Generously planted defensible spaces between the private terraces and the shared podium gardens ensure that privacy is not compromised.



Fig 4.24: Plot 2 - Landscaped Podium Gardens Approach

4.5.5 Balcony Typologies

External projecting balconies have been designed into the illustrative scheme to provide interest and variation to the façade, with consideration to the overall appearance of the buildings.

The balconies should contribute to the character of the architecture and should consider the drainage and weathering details in their fixing and appearance, in particular the soffit and how this will be viewed by the occupants of a lower floor apartment.

Privacy should also be considered, both in the treatment of balustrade finish and in the stacking of the balcony projections vertically over floor levels.

The south facing facade of Building 2.6 should be fitted with expressed linear balconies. These balconies provide useful and generous private amenity as well as mitigation against the effects of overheating and wind.

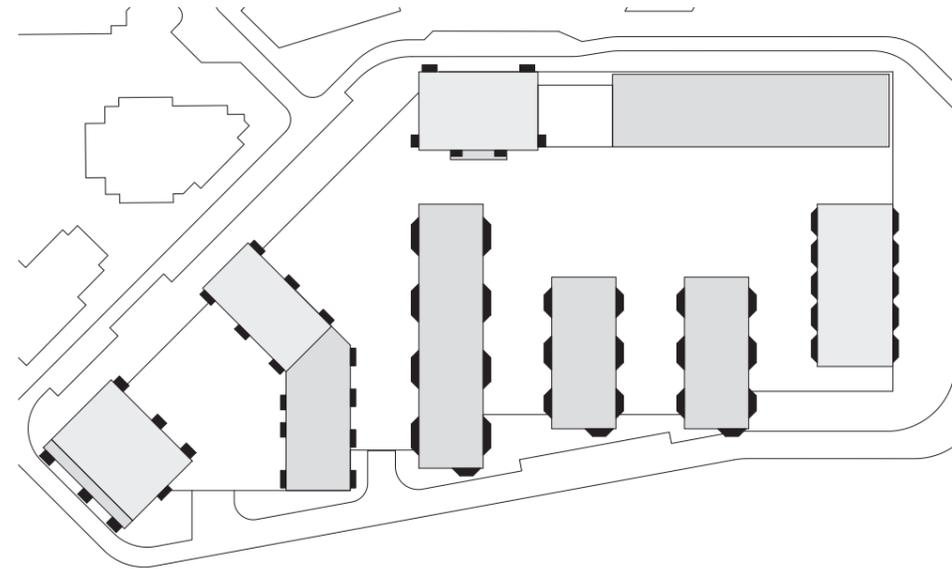


Fig 4.25: Indicative location of projecting balconies

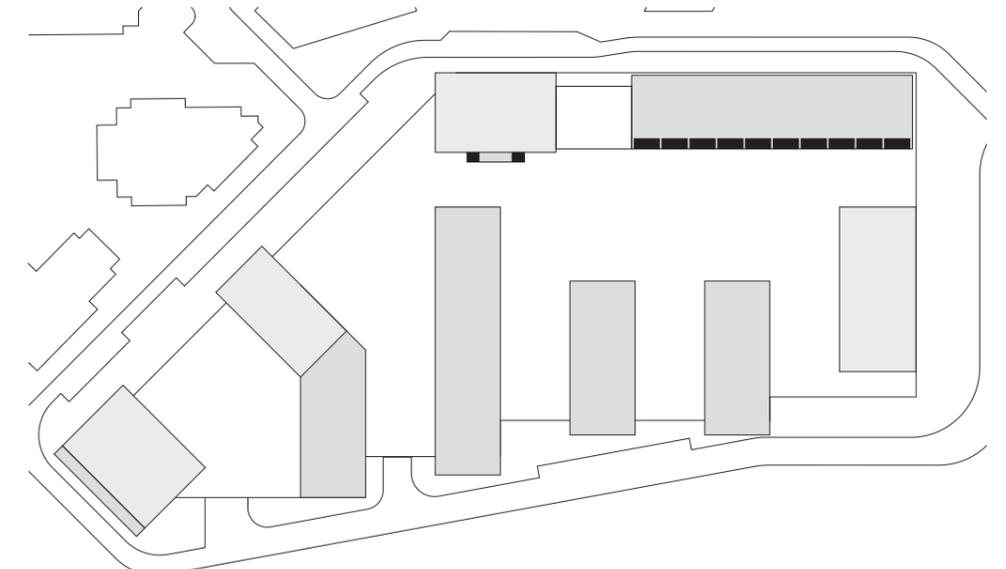


Fig 4.26: Indicative location of linear/recessed balconies

Design Guidelines

All units must have a private amenity space

All balconies must be designed to mitigate wind and daylight factors.

North-facing balconies to be minimised

Balcony soffits to be designed to facilitate self-drainage

Projecting balconies must consider appropriate fixing details to prevent weathering and must consider ease of maintenance at the interface with the external facade

Balcony appearance to be consistent on any individual building



Fig 4.27: Urban Block 1 - Example of projecting balconies



Fig 4.28: Urban Block 2 - Example of projecting balconies



Fig 4.29: Building 2.6 - Example of linear/recessed balconies

4.5.6 Fire Strategy

The outline design parameter drawings assume and allow for each block to include two stair cores for fire escape. It is also assumed that every residential building on site will be fitted with sprinklers.

A more detailed description of the fire engineering approach will be included in the associated site wide fire strategy report.



● Escape stair location

Fig 4.30: Plot 2 - Illustrative plan arrangement

4.5.7 Access, Entrances, Servicing, Refuse & Cycles

Spacious, glazed entrance lobbies with large floor to ceiling heights can contribute to activating the street frontage and providing a safe point of entry and exit for residents and visitors throughout the day and night. Simple internal arrangements aim to provide clear legibility to secure Post Rooms and to the vertical circulation beyond.

Whilst Buildings 2.1, 2.3, 2.4 and 2.5 have independent entrances on the primary thoroughfares as shown on the Ground Floor Plan, the aim is to provide a Community Lobby to access B2.2, B2.6, B2.7 & B2.8 from the main thoroughfare on West Drive with consolidated Post Rooms and Concierge. This is in addition to dedicated entrances on the South Drive.

In line with local authority guidance, all bin stores must be accessed within 10m of the refuse vehicles. Bin stores must be provided within easy reach for all residents and often located directly off the main lift core.

In efforts to promote cycling designers must provide high quality, safe and accessible bicycle stores within each block. The illustrative scheme locates the cycle storage in the basement area but with a clear and legible cycle entrance at ground level served by a lift and stair to basement dedicated to cycles. The anticipated cycle numbers calculated are based on the adopted London Plan. Accessing and using the bike store should be second nature in this sustainable community.

The Outline element includes a proposed residential car park at Basement level. This is entered via the Sainsbury's car park entrance on South Drive, included in the Detailed element. A second internal ramp provides access to the Residential car park. The illustrative scheme proposes 24 wheelchair accessible parking spaces.

Design Guidelines

Main entrances must be easily recognisable, prominent and celebrated (e.g., residential lobby entrances and entrances to shops)

Main entrances must be located on the ground floor

Main entrances must be highly visible with consideration to natural surveillance and overlooking from dwellings and other uses and should consider the use of canopies, recesses, screens and planting to provide shelter upon arrival

Cycle storage to be predominantly accessed from the courtyards to provide additional security

Cycle storage must have the relevant SBD levels of security including access control

Cycle storage must be directly accessible from the outside so that bikes do not need to be taken through lobbies

Visitor cycle parking to be located within the landscape in close proximity to building entrances and overlooked by active frontage

Refuse stores should allow direct access to external streets and be within easy reach of main residential circulation cores.

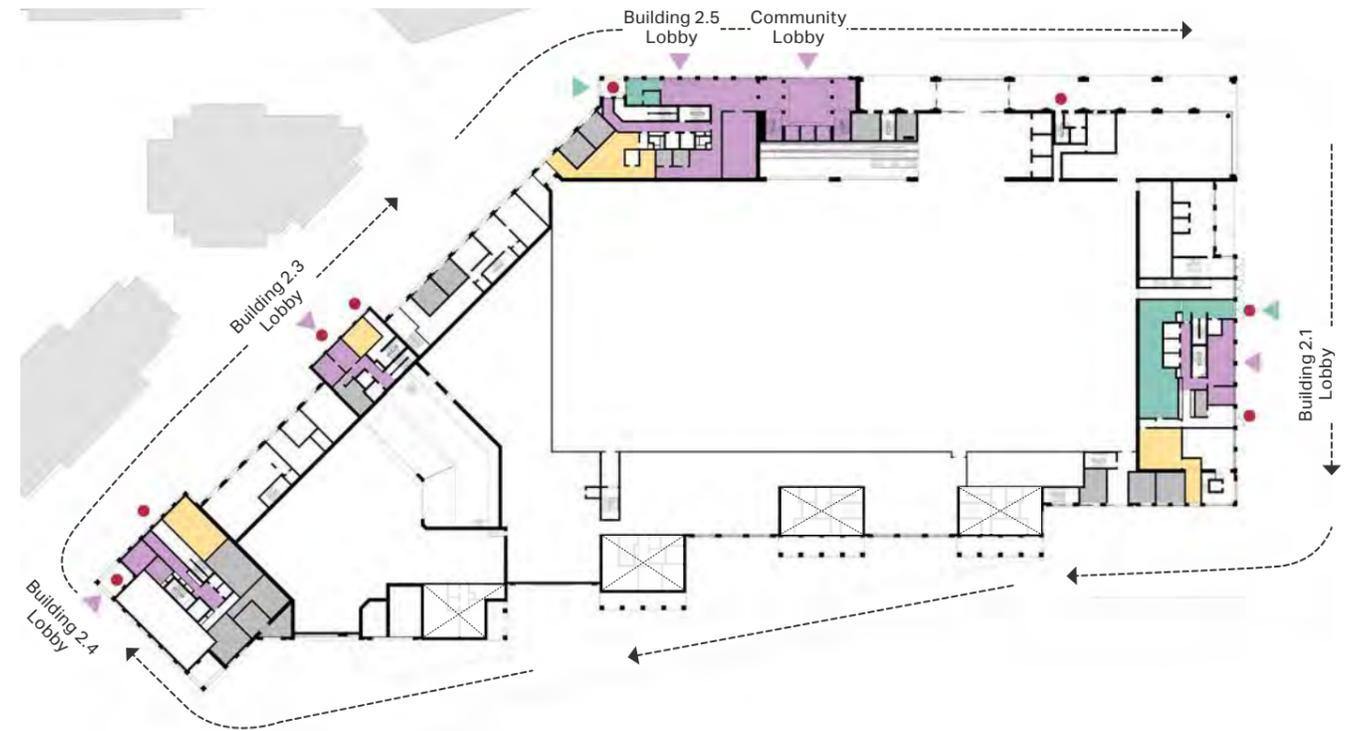


Fig 4.31: Plot 2 - Ground floor access, entrances, servicing, refuse and cycles

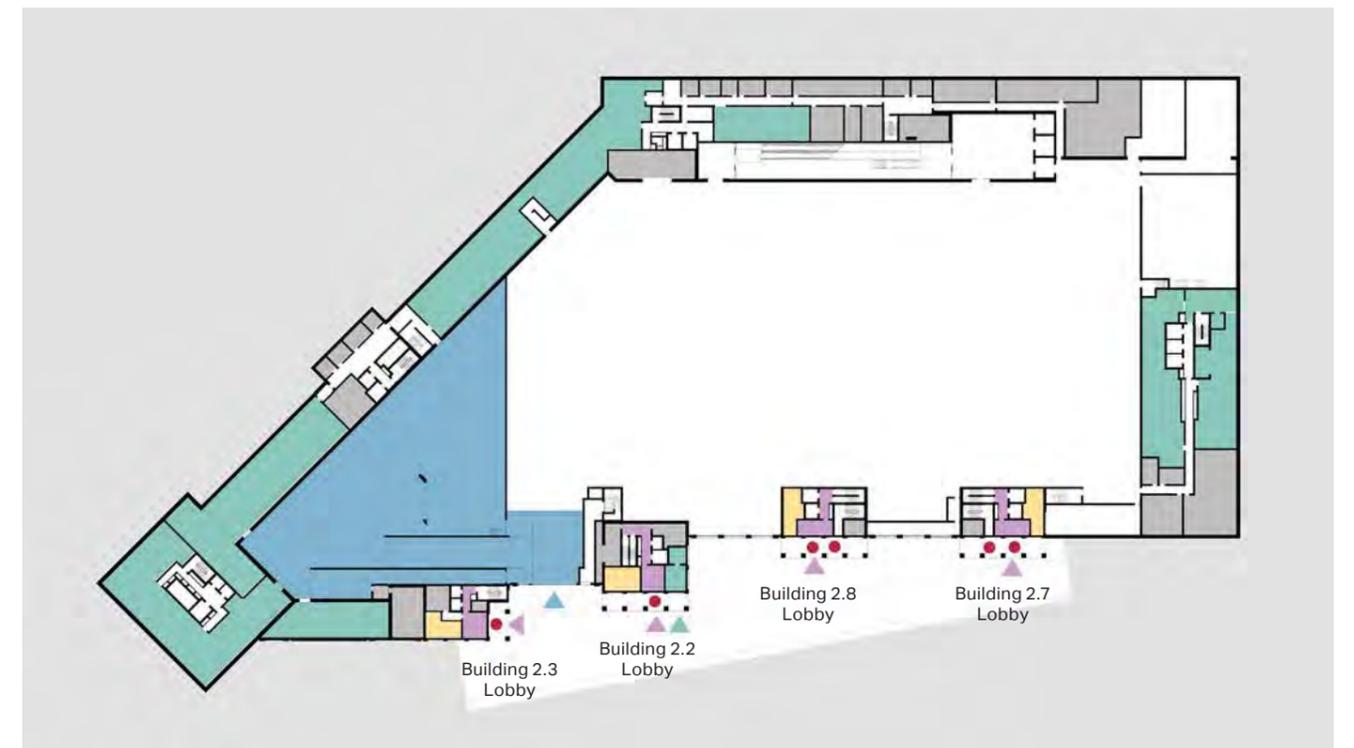


Fig 4.32: Plot 2 - Basement servicing and cycles

4.5.8 Plant Strategy

Building crowns and parapets will provide a coordinated approach to the appearance of building facades and provide suitable levels of safety for maintenance access to the roof, as well as acting as a screen to roof mounted plant and lift overruns. The illustrative scheme allows for all ASHP roof plant to be centralised on the tallest building, B2.1, therefore maximising space for green roofs, blue roofs, and photovoltaic panels on the other buildings.

The illustrative scheme allows for Substations and HV Switchrooms to be located at ground floor level for essential access required at street level. LV Switchrooms and secondary plant requirements such as water storage tanks can be located either at ground floor or basement level but must not be located on a primary street facing façade.

Design Guidelines

All plant must be located in internal areas away from perimeter facades where possible

Access and egress from plant areas for servicing personnel must be considered

Substations must be located in areas suitable for easy access from the street at ground level

All plant equipment at roof level must not project above the building parapet line and must be suitably screened from view

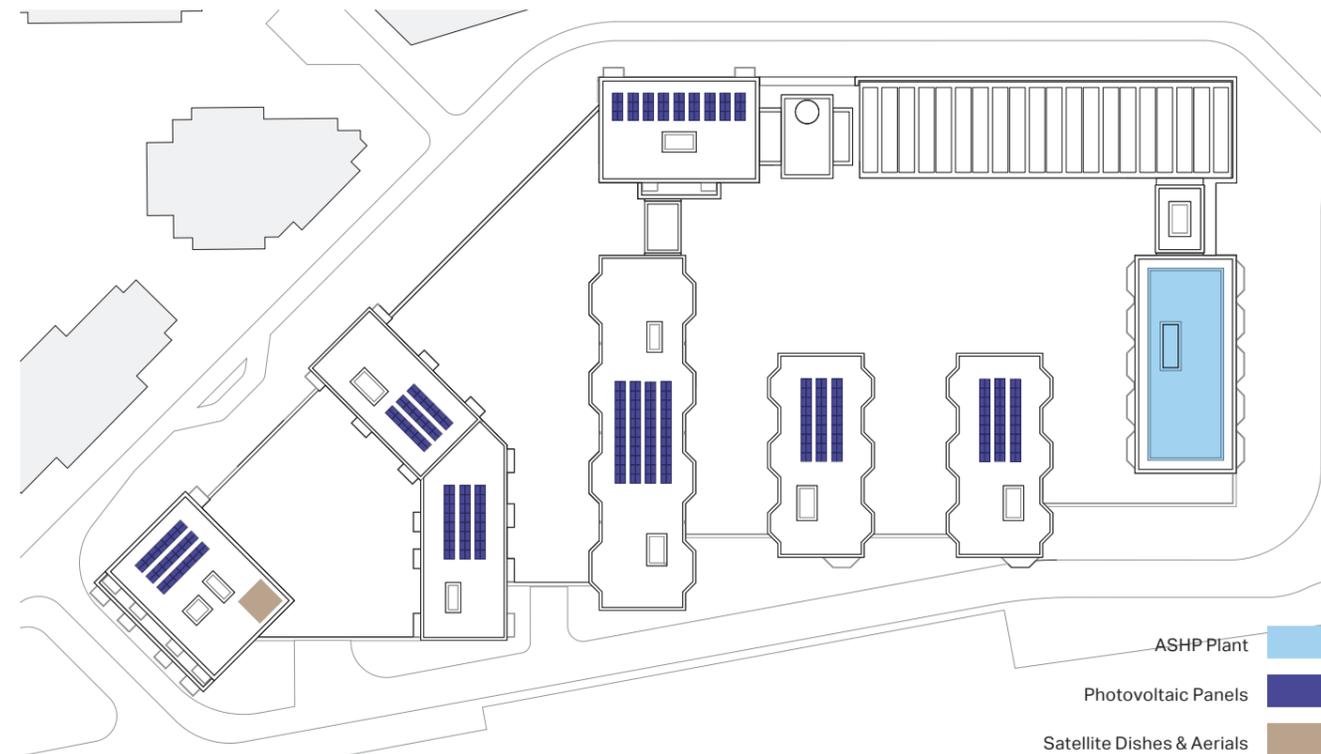


Fig 4.34: Plot 2 - Roof level illustrative plant areas

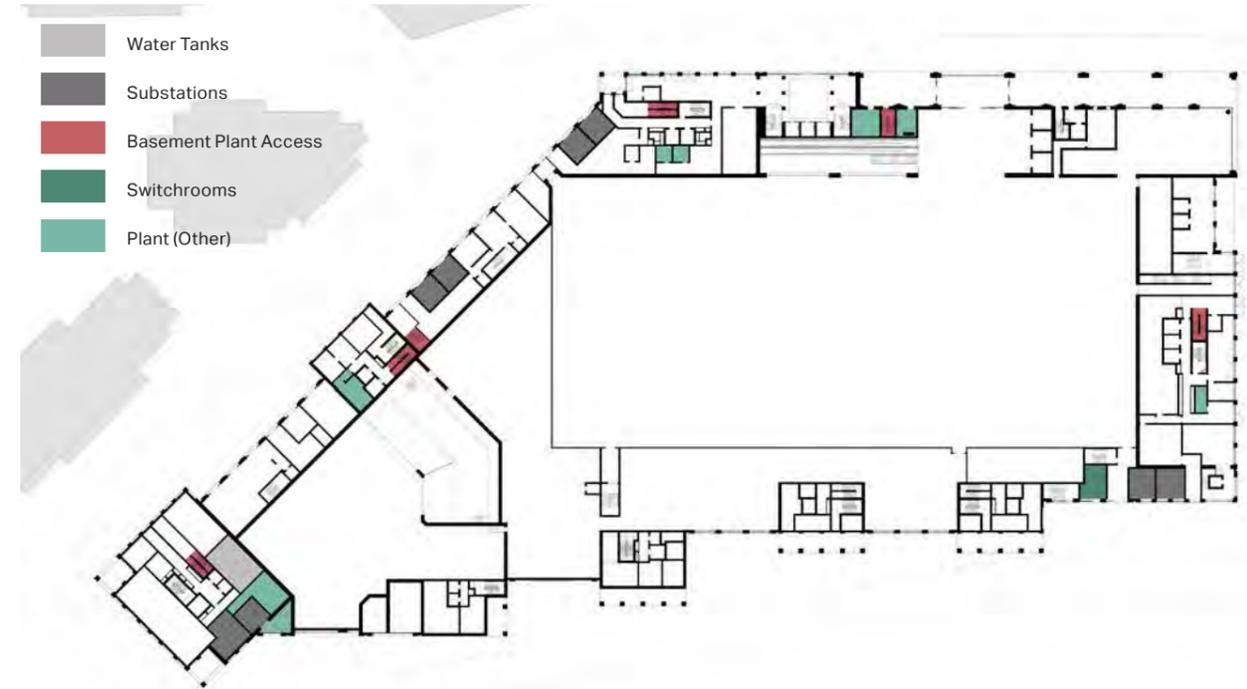


Fig 4.33: Plot 2 - Ground floor illustrative plant areas

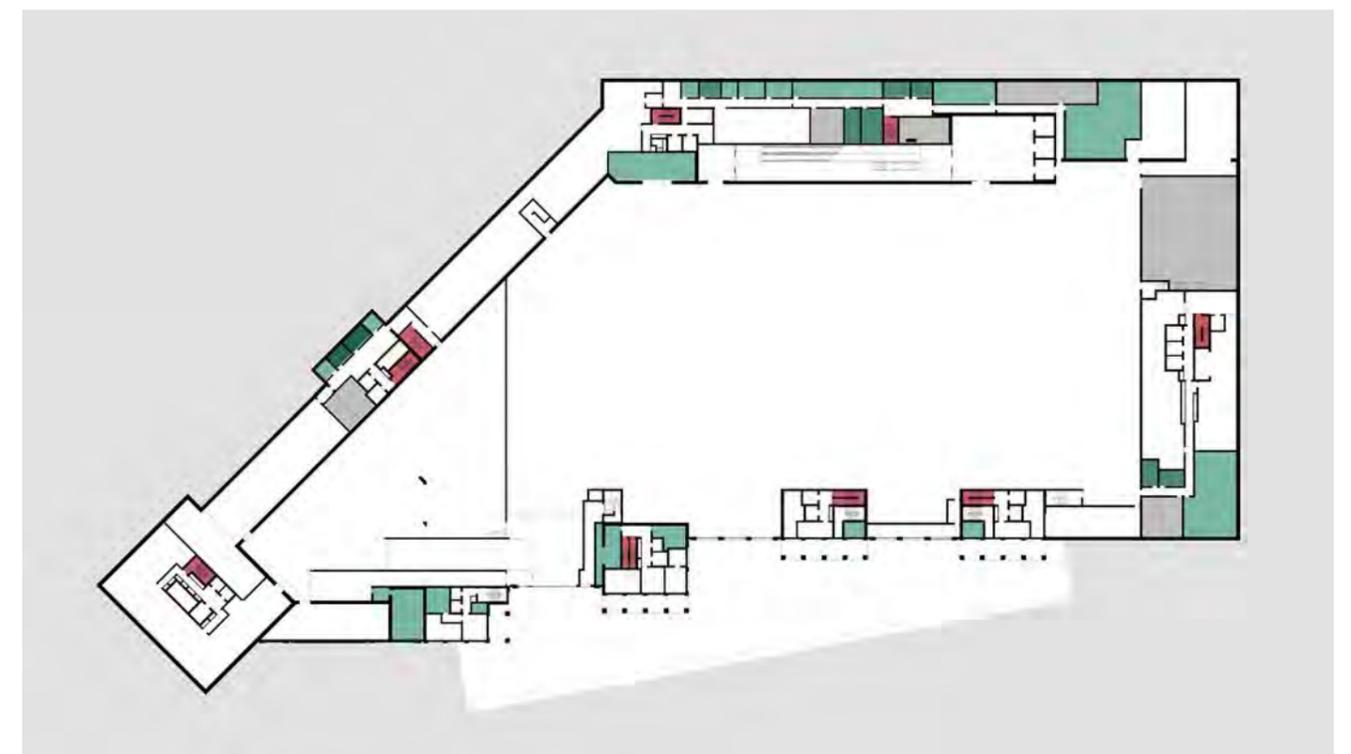


Fig 4.35: Plot 2 - Basement illustrative plant areas

4.6 Plot 2 - Active Frontages

4.6.1 Street Edges

The residential entrances and associated cycle and service access points are evenly dispersed across Plot 2. Entrances are easily identified through the use of colonnades and projecting canopies, to ensure their legibility.

The residential buildings are interspersed with active frontages to other uses, including the Residential Estate Management, Commercial Space, Leisure Facilities, Community Spaces. These spaces are typically two storeys tall with the use of larger openings in order to create a visual distinction within the streetscape.

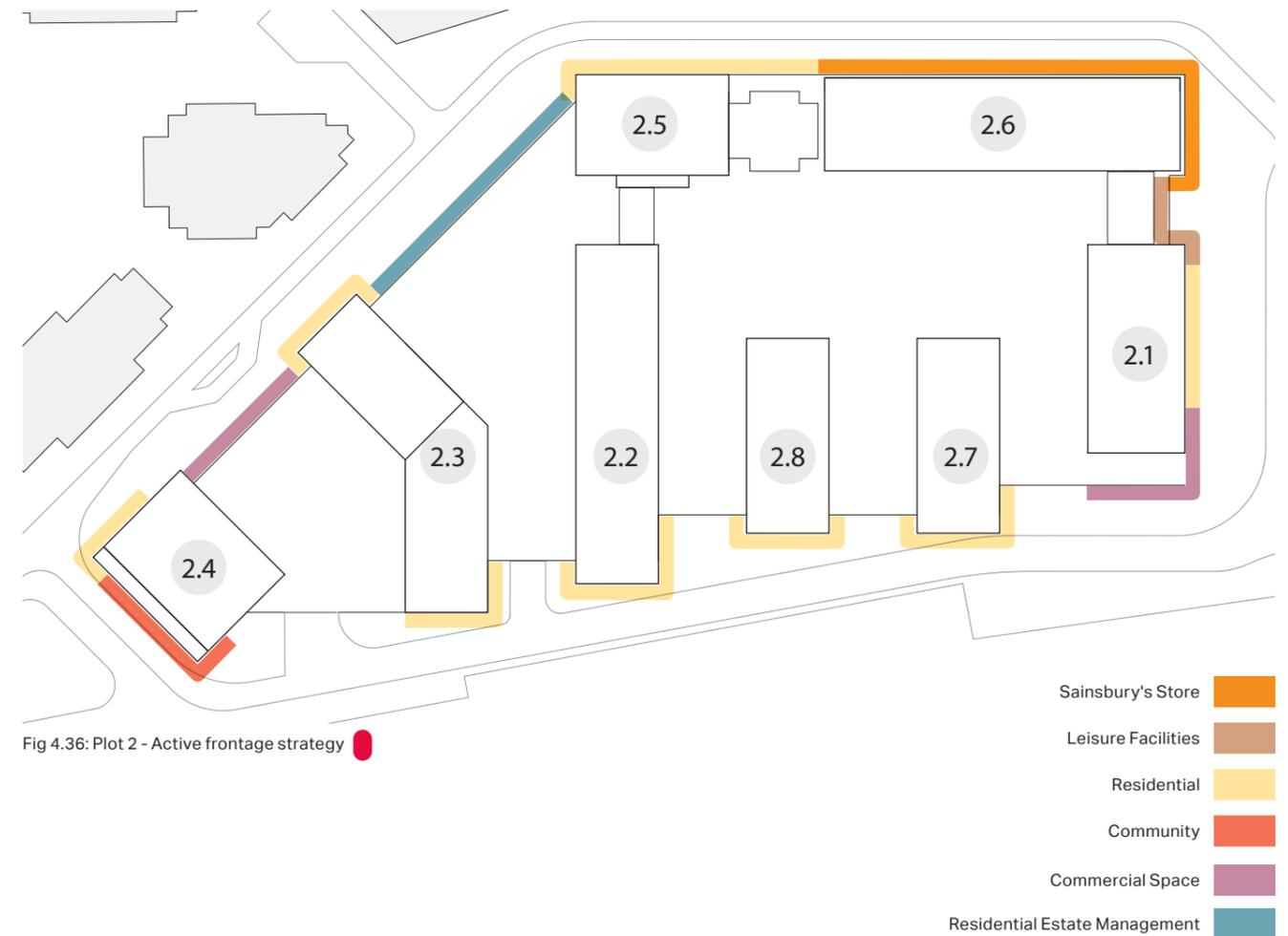
Coupled with the active frontages to the ground floor of the other plots, the aim is to create a varied and dynamic public realm.

4.6.2 Shop Front & Signage Strategy

Located on the north-east corner of the site, the store frontage forms the plinth of Building 2.6. The building is a key marker on the main approach along The Avenue from Ladbroke Grove. This is strengthened by the distinctive typology of the building above, ensuring visibility and legibility for customers accessing the site.

The store entrance, cafe, and drop off point all play a key role in activating the ground floor street frontage to Plot 2 as well as forming one of the edges to West Drive and the reinstated canal basin, New Wharf on Plot 4.

The proposed store signage located on the north and east face of the colonnaded plinth, further strengthens this key marker within the wider masterplan.



Design Guidelines

The plot must maximise street facing commercial units contributing to the creation of well defined streets

Buildings must be arranged to define street edges. Courtyards between plots 1.2 & 1.3 should be located on the south side of the plot

The landscape strategy must contribute to the street definition

Active frontages must have flexible design to be easily adaptable to a wide range of uses

Blank walls along the ground floor elevation must be minimised

Awning, fixed shading and canopies may be used around open spaces to encourage activities and provide shelter for outdoor areas



Fig 4.37: Plot 2 - Active Frontages: Residential Estate Management (Detailed Element)



Fig 4.38: Plot 2 - Active Frontages: Commercial Space (Detailed Element)

4.7 Plot 2 - Facade Approach, Materiality & Detailing

4.7.1 Materials and Detailing

To further articulate the two urban blocks proposed within Plot 2, the proposed composition of the facades varies, as outlined in this chapter. Whilst each urban block draws from the wider context of the site, variations to the window proportions, materiality, and balcony detailing aim to provide a defined character.

A distinct treatment and materiality should be employed to strategic locations within the masterplan whereby the architectural expression will generate moments of visual interest or intensity within the scheme, or act as a marker signifying a route or entrance. This approach has been applied to Plots 2.1 and 2.6 on Plot 2, as outlined in the following pages.

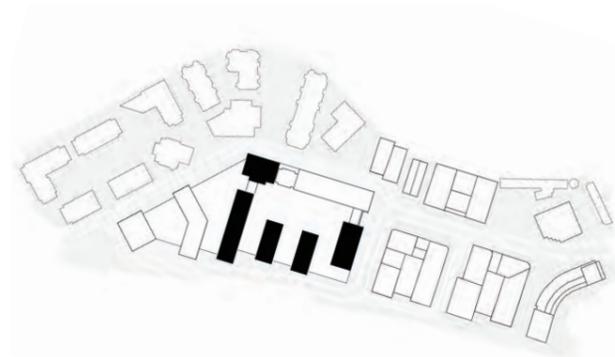
Urban Block 1 - Regency Style

Located on the northern end of Ladbrooke Grove, the area's rich Regency architecture provides many enduring qualities that have influenced our proposals for the site. The defined orders, the rhythm of the terraces, the lightness of the stucco facades and the celebration of arrival will inform our proposals. Similarly, there are modern examples of architecture that share many qualities with their classical neighbours through their carefully considered proportions, elegant detailing, and use of light, monolithic materiality providing a contemporary classicism that complements their context whilst avoiding pastiche.

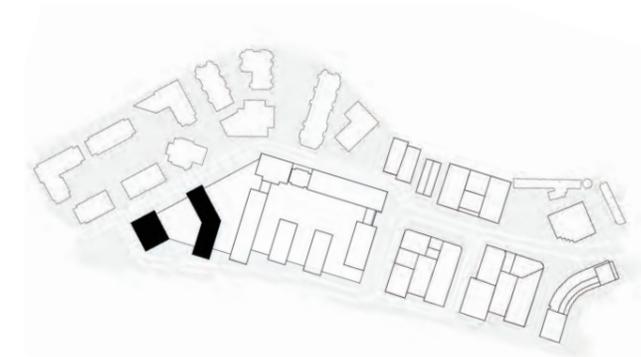
Urban Block 2 - Canalside Industrialisation

In order to define the two urban blocks on Plot 2, and in contrast to the lighter Regency Style material palette, we have reviewed the language of the buildings addressing the Grand Union Canal to form a distinct palette of materials for buildings on the west end of Plot 2. Reminiscent of London's industrial revolution, the predominant use of London stock brick is evident in these buildings. Whilst there is no consistent style, the application of decoration and detail to the frontispiece is prevalent. This is evident through the use of contrasting corner stones, sills, cornicing, typically in contrasting brick colours or stucco detailing. The use of London stock brick to

provide robust buildings during the rapid growth of London during the 19th century has had a significant influence in the development of London's new residential vernacular over the last decade, with a familiar use of buff brickwork, simple forms, and a restrained application of decoration.



Urban Block 1 - Regency Style



Urban Block 2 - Canalside Industrialisation



Design Guidelines

Material palette of all proposed buildings must be simple and coherent

Materials must be durable and of the highest quality to minimise the need of maintenance and remain attractive throughout the building life.

Materials must be robust and must weather well and provide a high quality appearance to the building facades

Details such as the bonding of masonry elements, mortars colours and type of joints should be considered when colour selection is been made.

All building facades must have minimum 215mm reveal dimensions to glazed openings with depth and shadow promoted as key features of the architectural detailing



Fig 4.39: Plot 2.1, 2.2, 2.5, 2.7, 2.8 - Indicative Materials

Fig 4.40: Plot 2.3, 2.4 - Indicative Materials

4.7.2 Facade Composition: Regency Style

Drawing on the Regency style, the aim is to develop a contemporary architecture in response to the classical context of Ladbroke Grove. The use of robust materials such as brick and precast concrete in lighter tones with a simplicity of form and full height window openings, balanced with elegant detailing of metalwork aim to unify a collection of the buildings within Plot 2 to form the first urban block. The definition of order; base, middle, and top to the more vertical buildings, and the rhythm and use of faceted projecting bays on the linear buildings aims to respond to the timeless qualities of the classical architectural style.

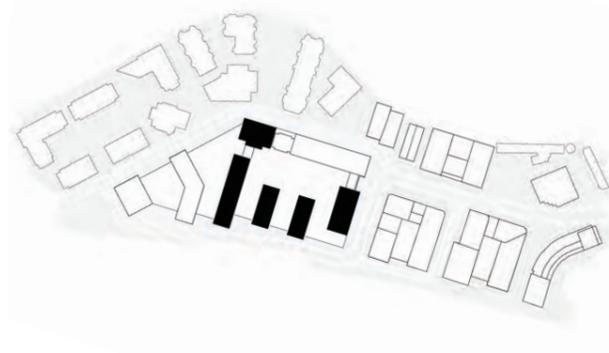
Design Guidelines

All facades must be clearly articulated with a calm and ordered fenestration pattern.

All buildings to have a clearly defined base, middle and top

For buildings that appear in distant views, scale and modulation of the façade should be carefully considered

Any mitigation measures required for noise, light or privacy, such as inset balconies and screens, must be integrated into the design character of the façade and not appear as accidental or additional elements bringing unnecessary complexity to the facade



1
BASE



2
BODY



3
CROWN



Fig 4.41: Urban Block 1 - Approach to facade composition



Fig 4.42: Plot 2 - Facade component precedents

4.7.3 Building 2.1 Marker Building

Located in the heart of the masterplan, Building 2.1 acts as a marker building for the relocated store within the wider context.

Forming part of Urban Block 1, also drawing on the Regency style, the use of brick and precast concrete in lighter tones is proposed.

The illustrative scheme suggests the use of generous openings to form a defined and active base at street level. The faceted balconies used throughout in Urban Block 1 are applied as a grid to the east and west facades, defining the marker building with a unique geometry, whilst enabling residents to access private outdoor amenity from both their living and bedroom spaces. The north and south elevations express the elegant verticality of the tower. Full height windows are used throughout offering residents ample natural light within their homes.

In contrast to the other buildings on Plot 2, the tower is terminated with an open skyframe to crown the building and to discreetly conceal the plant enclosure within the townscape views.

Design Guidelines

The building must be clad in brick with a similar tone reconstituted stone

The proposed materials should be of the highest quality and appropriate for the facade detailing to be achieved

All facades should be clearly articulated with a calm and ordered fenestration pattern

All units should have private amenity space designed and expressed in the architectural composition.

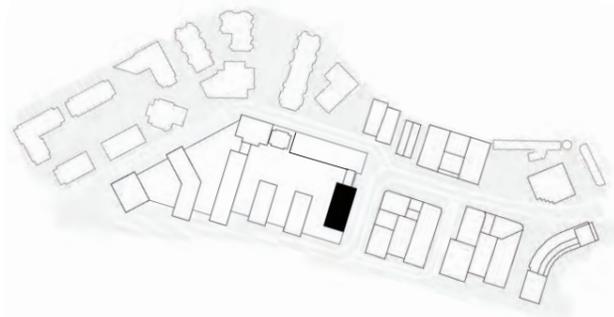


Fig 4.43: Plot 2 Illustrative Scheme within the proposed masterplan

4.7.4 Facade Composition: Industrial Style

Buildings to have a solid aesthetic, with punctured window openings with raised sills, and restrained detailing through the application of continuous cornices. This approach aims to respond to the architecture of the Grand Union Canal.

Rectangular projecting bays further define the restrained approach. Similar to the architectural approach to the Regency style detailing, a limited palette of robust materials is proposed, and the use of precast concrete for the detailing provides continuity between the two urban blocks.

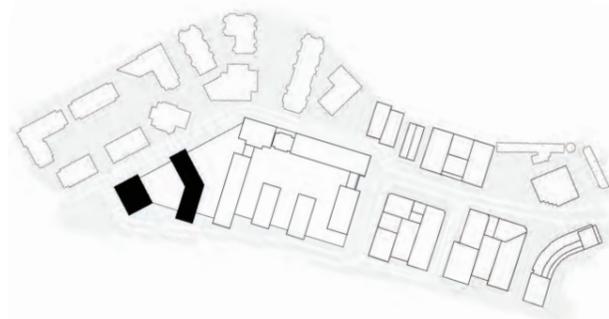
Design Guidelines

All facades to be clearly articulated with a calm and ordered fenestration pattern.

All buildings to have a clearly defined base, middle and top

For buildings that appear in distant views, scale and modulation of the façade must be carefully considered

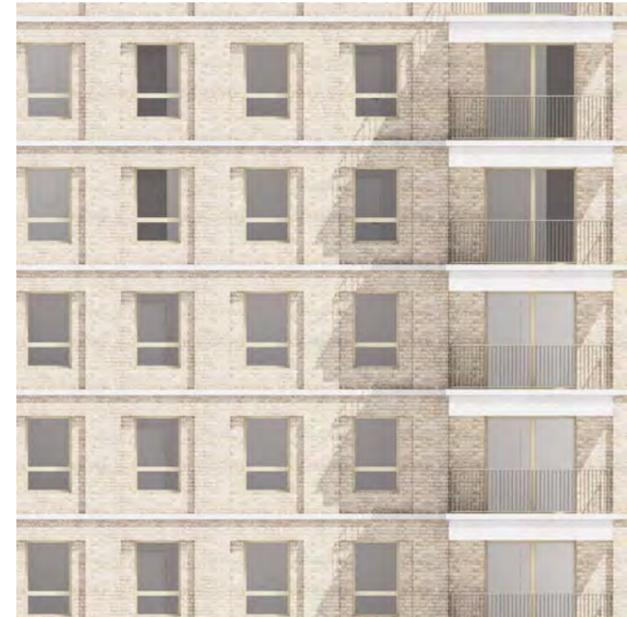
Any mitigation measures required for noise, light or privacy, such as inset balconies and screens, must be integrated into the design character of the façade and not appear as accidental or additional elements bringing unnecessary complexity to the facade



1
BASE



2
BODY



3
CROWN



Fig 4.44: Urban Block 2 - Approach to facade composition

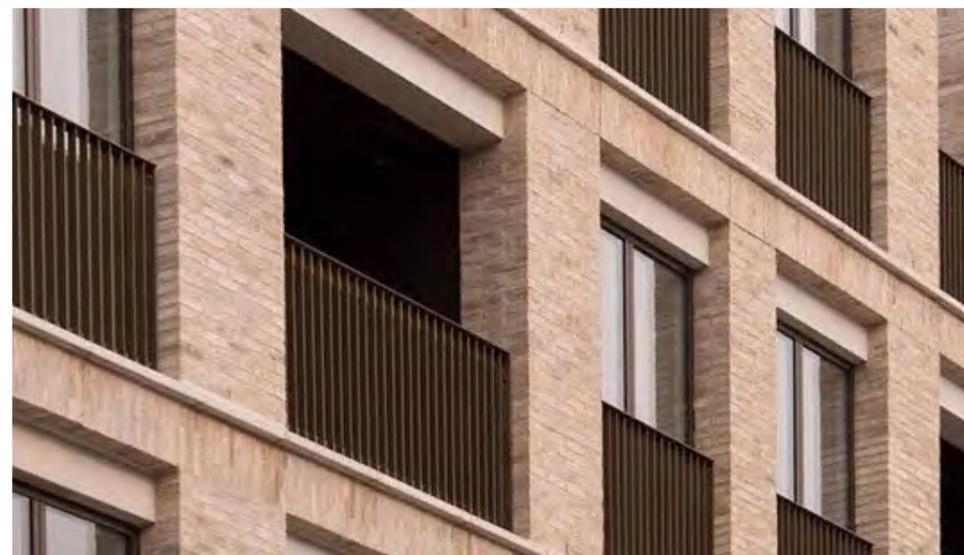


Fig 4.45: Plot 2 - Facade component precedents

4.7.5 Building 2.6

The illustrative scheme suggests Building 2.6 on Plot 2 is where particular design attention should be given, designed to promote visual interest and coherence within the overall masterplan character.

The form and materiality have been informed by the industrial architecture of the former gasworks. Located above the store entrance and with publicly accessible leisure facilities provided at Podium Level, the building is located centrally within the masterplan. The use of a pitched-roof structure framing internal and external spaces, and clad in a darker bronze-coloured cladding, the aim is to celebrate the site's heritage. This approach enables the proposed building to be easily identified, contrasting with the neighbouring buildings.

Design Guidelines

Residential layouts must be articulated to maximise the quantum of dual aspect units. Deck access to be used due to east-west orientation of Building 2.6

North facing single aspect units must be avoided

The form and elevations of Building 2.6 must be given particular architectural consideration given it acts as a marker at the centre of the scheme.



Fig 4.46: Building 2.6 - Approach to facade composition

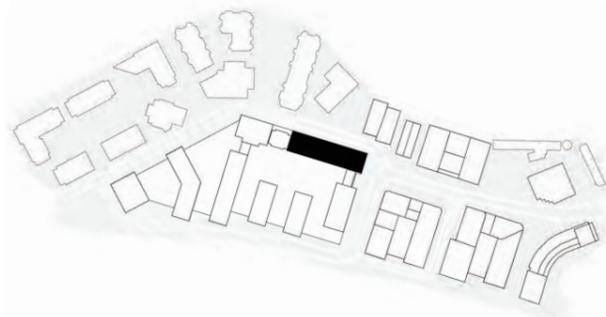


Fig 4.47: Building 2.6 - Facade component precedents



4.7.6 Parapets & Roof Form

The maximum parameters allow for articulation and variation in the expression of the top of each building.

The open-frame crown to Building 2.1 forms the parapet to the top of the building, which sets the maximum parameter. The plant screen is set back behind the crown, and can be adjusted in height to suit the plant provisions and lift overrun.

The shoulder blocks may express a lower parapet providing edge protection and screening of any core overrun is considered.

The pitched roof structure to Building 2.6 aims to articulate the facade composition and accommodate lift overruns within its form.

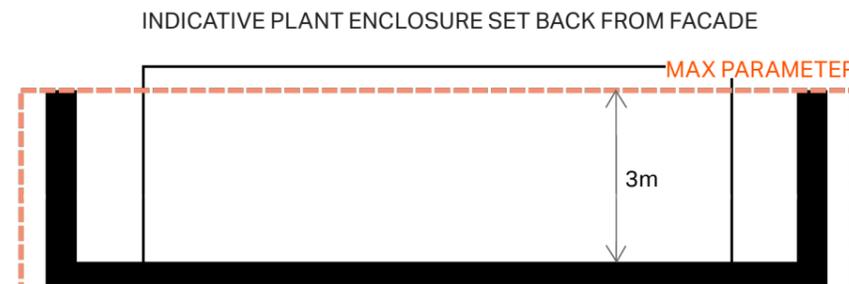


Fig 4.49: Plot 2 - Crown Type 1 - Full height

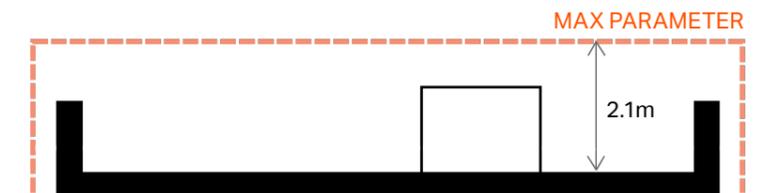


Fig 4.50: Plot 2 - Parapet Type 1 - Half height

Design Guidelines

Parapets and articulations in roof forms to be integrated with the design of the façade

Variation in parapet height to be employed to enhance articulation in the massing

Parapet to Building 2.1 must enhance the architectural expression, forming a crown to the marker building

The pitched roof structure to Building 2.6 must define the architectural expression reflecting the industrial heritage of the site.

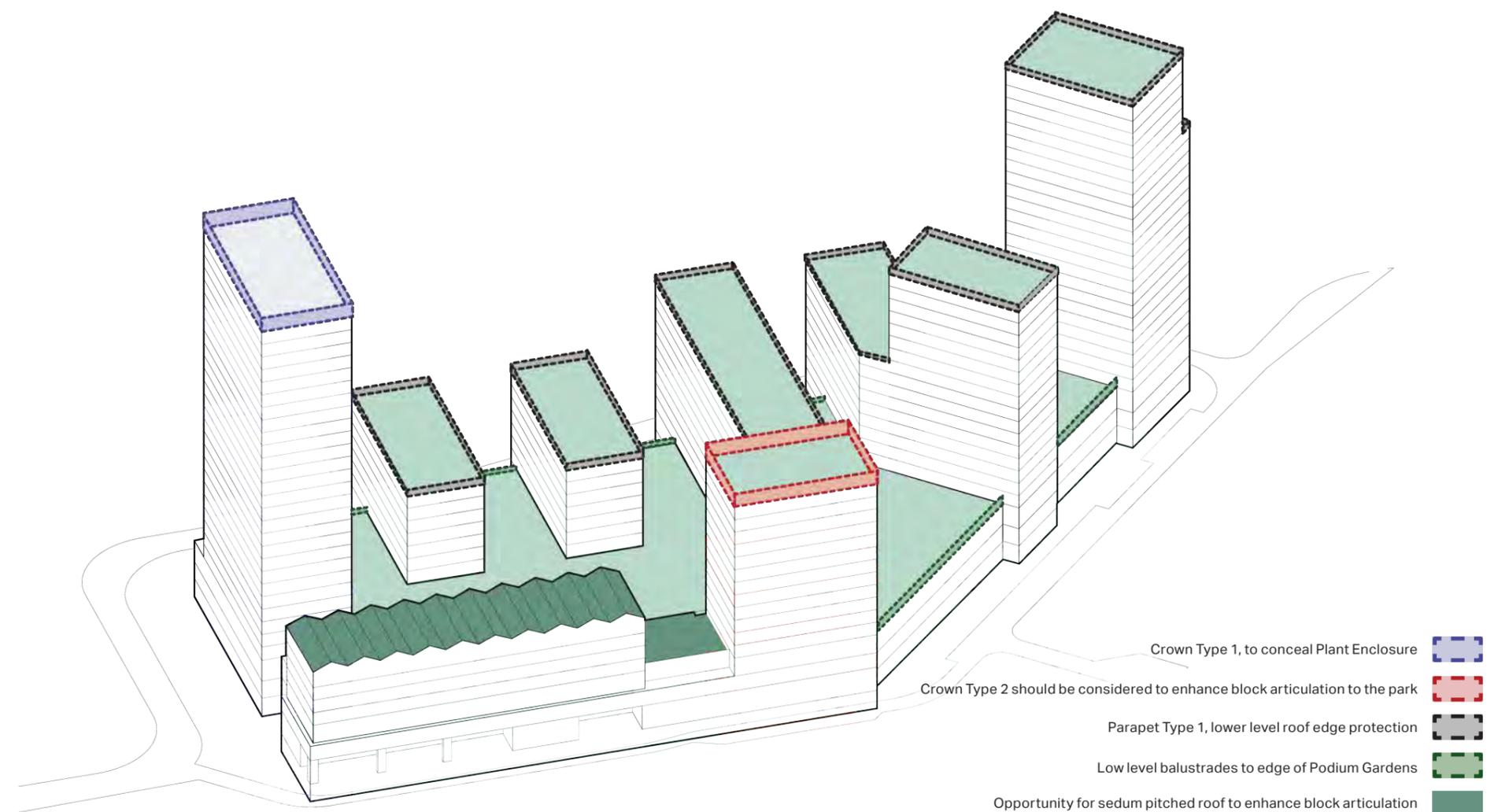


Fig 4.48: Plot 2 - View from North West

4.7.7 Building 2.9 - Sports Pavillion

Building 2.9 has been designed in collaboration with the London Sports Trust to provide a community sports facility in the south western corner of the masterplan.

The following pages describe the parameters set out within the illustrative masterplan.

A description of the illustrative design intention is set out in section 7.3 of the Design and Access Statement.

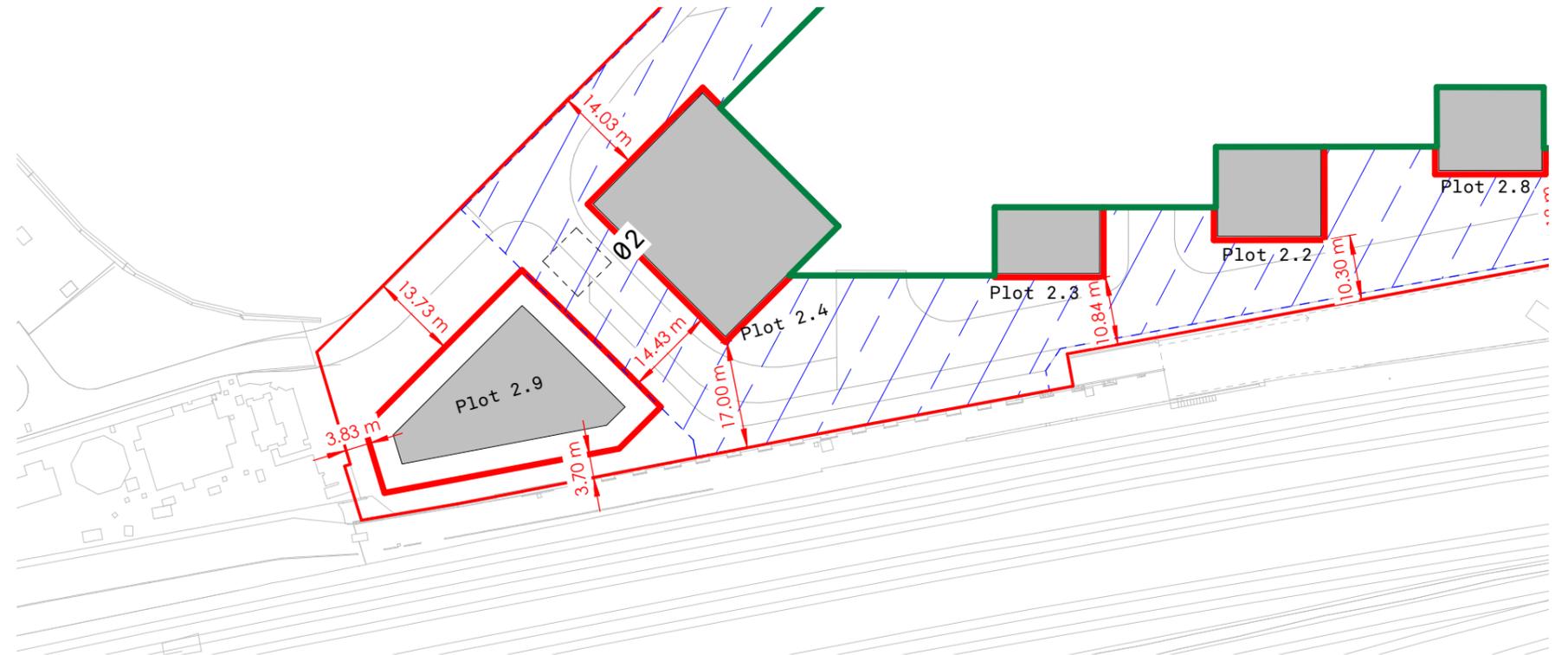


Fig 4.51: Parameter plan



Fig 4.52: Illustrative plan



Fig 4.54: An impression of the illustrative massing as viewed from South Drive.

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Plot 04

Introduction and vision

Plot 4 sits at the northwest of the masterplan nestled in the bend of the canal opposite Kensal cemetery. The site is bounded by Plot 3 (the St Williams site) to the west, Plot 2 (the supermarket) to the south, Plot 5 (the Yard) with its reinstated basin to the east and the Canal towpath to the north.

The basin to the east of Plot 4 marks the shift in character in the masterplan from the more vibrant and dynamic Highstreet and dockside wharfs to the more residential areas surrounding the garden squares to the west. This change is reflected within Plot 4, with a building lining the basin to the east responding to the character of the wharf, and the other buildings lining the central garden square being more residential in character.

The site is also defined by the geometry of the masterplan changing as it follows the curve of the canal resulting in the fan-like shape of the plot, with a generous frontage to the water and converging towards Wharf Road and the superstore. The fulcrum, at the centre of the curve, forms a tipping point in the masterplan where the orientation of the site changes and the main route through the site meets an intersection. The road turns to run parallel to the canal and a pedestrian route continues towards the bridge link across the canal in Plot 3 (the St William site).

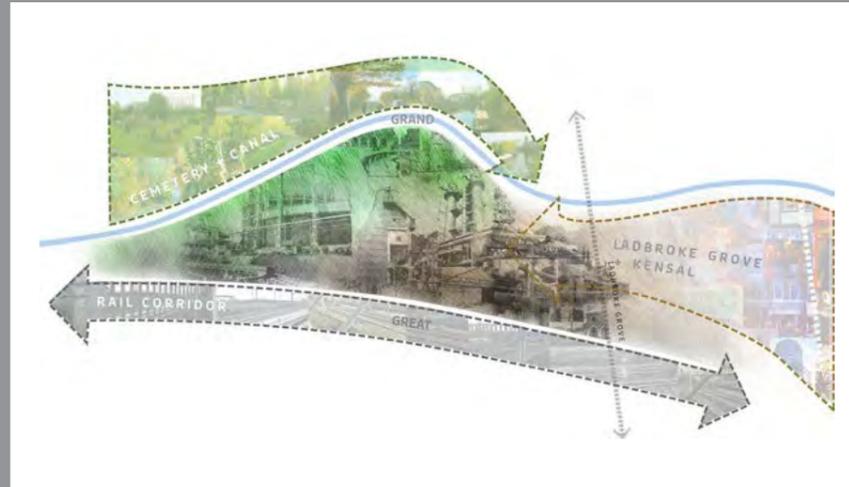


Fig 5.1: Concept diagram - learning from the context

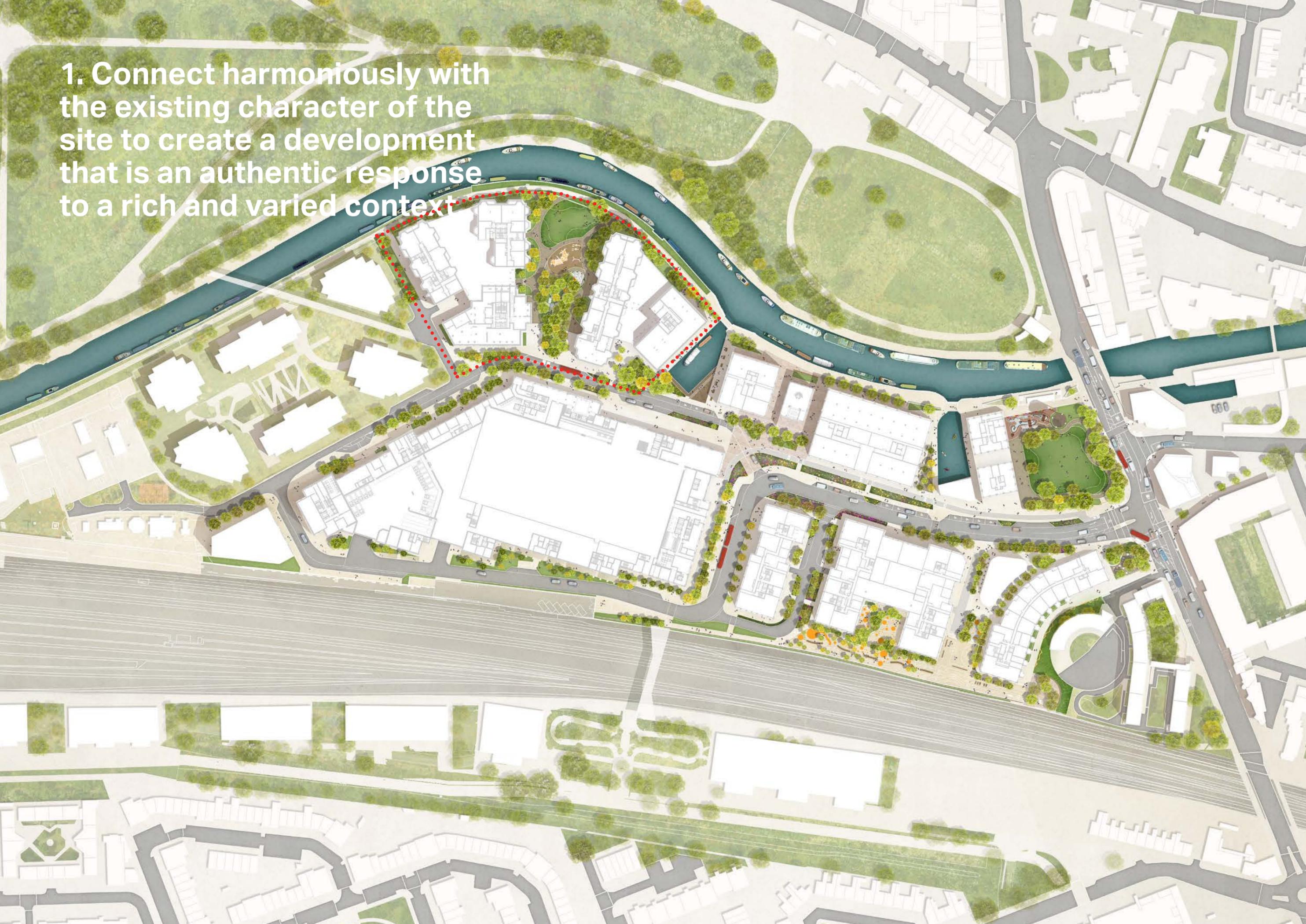


Fig 5.2: Mansion Block precedent



Fig 5.3: Kensal Green Cemetery

1. Connect harmoniously with the existing character of the site to create a development that is an authentic response to a rich and varied context







2. Respond generously to the context improving connections for new residents and for residents and visitors from the surrounding area.

Our plans aim to celebrate the canal edge environment with landscape connections that compliment the canal towpath and offer new ways to interact with the water and the trees which line the canal.

Fig 5.4: An impression of the new Canalside Garden

5.1 Plot 4 - Connection to the wider masterplan

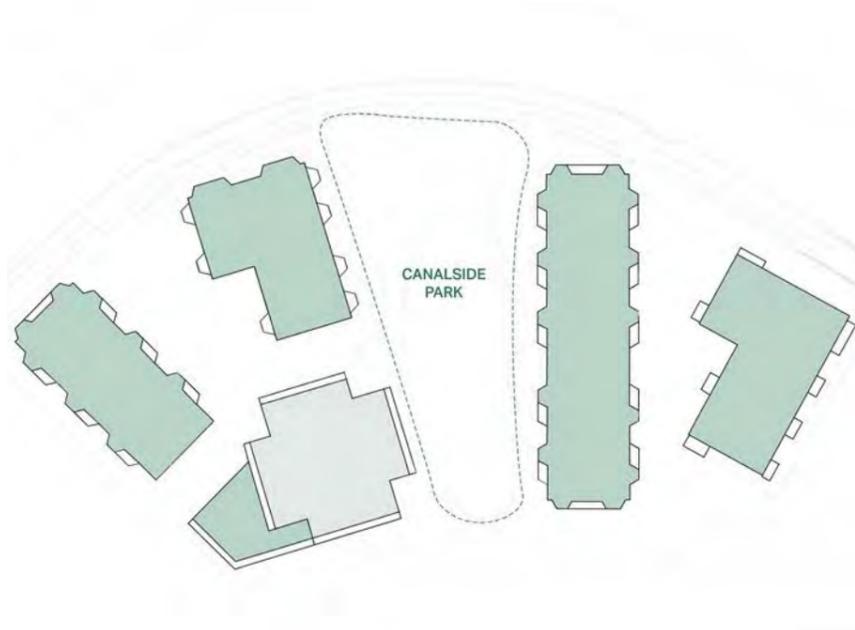
5.1.1 Connection to the masterplan

Plot 04 sits on the northern-most edge of the masterplan, framed by Plot 03 to the west, the reinstated basin to the east, and West Drive to the south. The plot signals the shift in the masterplan from the commercial eastern half to the quieter residential western half, which characterises Plot 03 and Plot 04.

Central within the plot lies Canalside Park, a new, expansive piece of public realm offering a new woodland, a lawn space fronting the canal and integrated playspace.



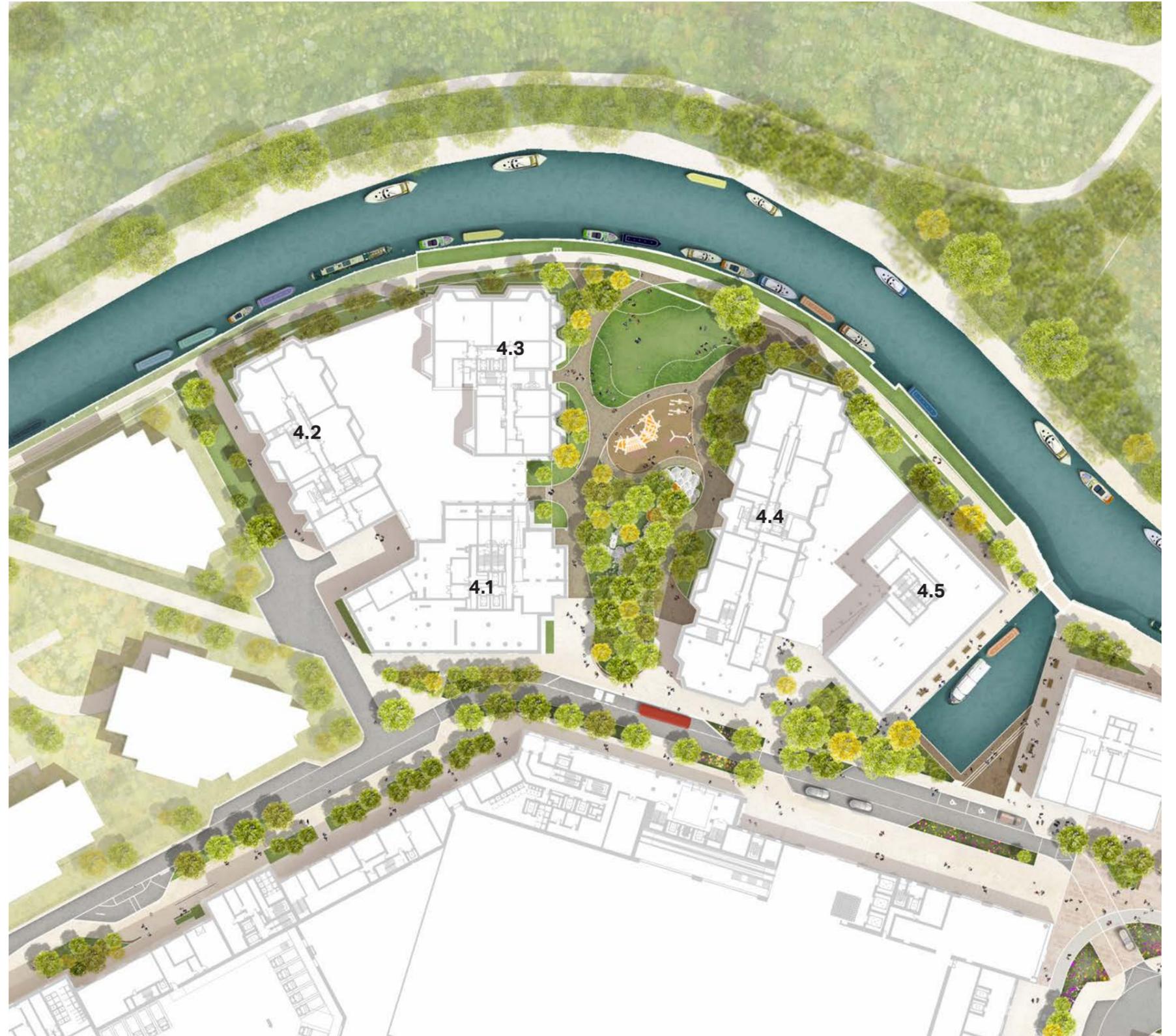
Plot 4 Within the proposed masterplan



Ground floor plan



Axonometric sketch showing ground floor uses



5.2 Plot 4 - Block Form & Arrangement

5.2.1 Relationship to masterplan

The plot is arranged into 5 distinct plot footprints, namely, 4.1, 4.2, 4.3, 4.4 and 4.5 east to west. The five plots are separated by courtyards and a Canalside Park to allow daylight and sunlight to penetrate into the blocks. Plot 4 consists of a building lining the basin to the east responding to the character of the wharf, and the other buildings lining the central garden square being more residential in character.



Fig 5.6: Block gauging

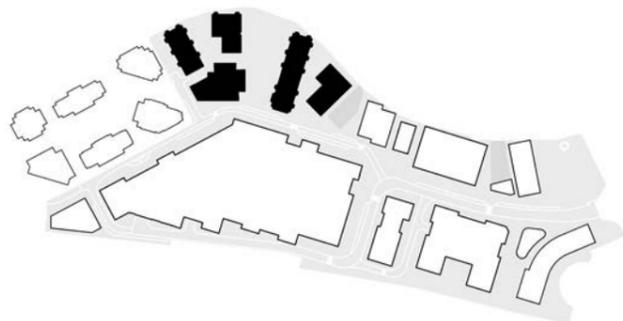


Fig 5.5: Illustrative scheme

5.2.2 Canalside Park

The central park to plot 04 is a key feature of the plot, linking the central road of the masterplan to the canal edge and forming a key focal point for the mansion block scale buildings that look into the space.

The park is divided into sections in order to create different environments. The southern portion is planted with mature trees. The northern section includes an area of lawn to provide a flexible space for multiple uses. The park will include space for doorstep play.

Refer to the Landscape and Public Realm Strategy document prepared by landscape architects Spacehub.



Fig 5.7: Canalside Park - Illustrative scheme

5.2.3 Raised Courtyards

Plot 4.1 marks the fulcrum point, where the geometry of the masterplan changes and the main route through the site meets an intersection. The building massing of Plot 4 is positioned around two raised courtyards, set on either side of the central garden square.

The commercial units in blocks 4.1, 4.4 and 4.5 face outward to the street. Residential apartments, including both sides of the public Canalside Park and the residential street to the west, are raised up by circa 800mm. The raised ground floors ensure a reasonable balance is achieved between safeguarding residents' privacy and making a positive contribution to the character and activation of the public realm. The communal courtyard sits at the same level as the raised ground floor, allowing level access to the communal garden from the core and giving the raised courtyard exceptional views out across the canal and Kensal Cemetery beyond.

The courtyard can be accessed at grade via gates that front onto Towpath Mews. In the middle of the courtyard there is a covered link that connects the neighbouring building 4.5 (the Wharf Block) to building 4.4. This helps the residents of building 4.5 gain access to the Canalside Park, basement car park and ancillary accommodation via the core in building 4.4.

Design Guidelines

Ground floor to be raised by up to 800mm where appropriate

Covered links required to connect 4.1 with 4.3 and 4.4 with 4.5 to enable residents to access the core and basement

Level access to be provided from the communal raised courtyards to the cores

At grade access to be provided to the raised courtyard via access from Towpath Mews



Fig 5.8: Plot 01 - Building Arrangement

5.3 Plot 4 - Scale & Massing

5.3.1 Block articulation

Plot 4.1 is conceived in the masterplan as a fulcrum marking the change in orientation in the urban grain. It is located at the bend in the central avenue, at a point from which several buildings 'fan out' radially to respond to the curvature of the canal to the north.

Plot 4 shoulder buildings range in height from ground plus 7 to 9 storeys. The Tower (Block 4.1) is an important marker in the masterplan, sitting at its heart and responding to the change of orientation of the main axis. Its orientation is at an angle relative to the buildings along the High Street and the Avenue in front of the superstore, announcing the point at which the road turns into South Drive. The Tower's maximum height is set at 98m above ground level, addressing the future route to the bridge and cemetery. The upper part of tower is read 'in the round' and therefore has no front or back, the lower 'shoulder' height block reiterates the datum created by the adjacent Mansion Blocks and responds to the street, wrapping around to create a corner of appropriate urban scale.

Design Guidelines

Massing must be arranged to maximise daylight penetration to units and provide adequate sunlight to the open spaces

Building design must optimise orientation of the site with residential buildings predominately orientated north south to encourage east and west aspect units

Blocks must be articulated to maximise the quantum of dual aspect units

Block 4.1 must not exceed 98m in height. Refer to plot parameters.

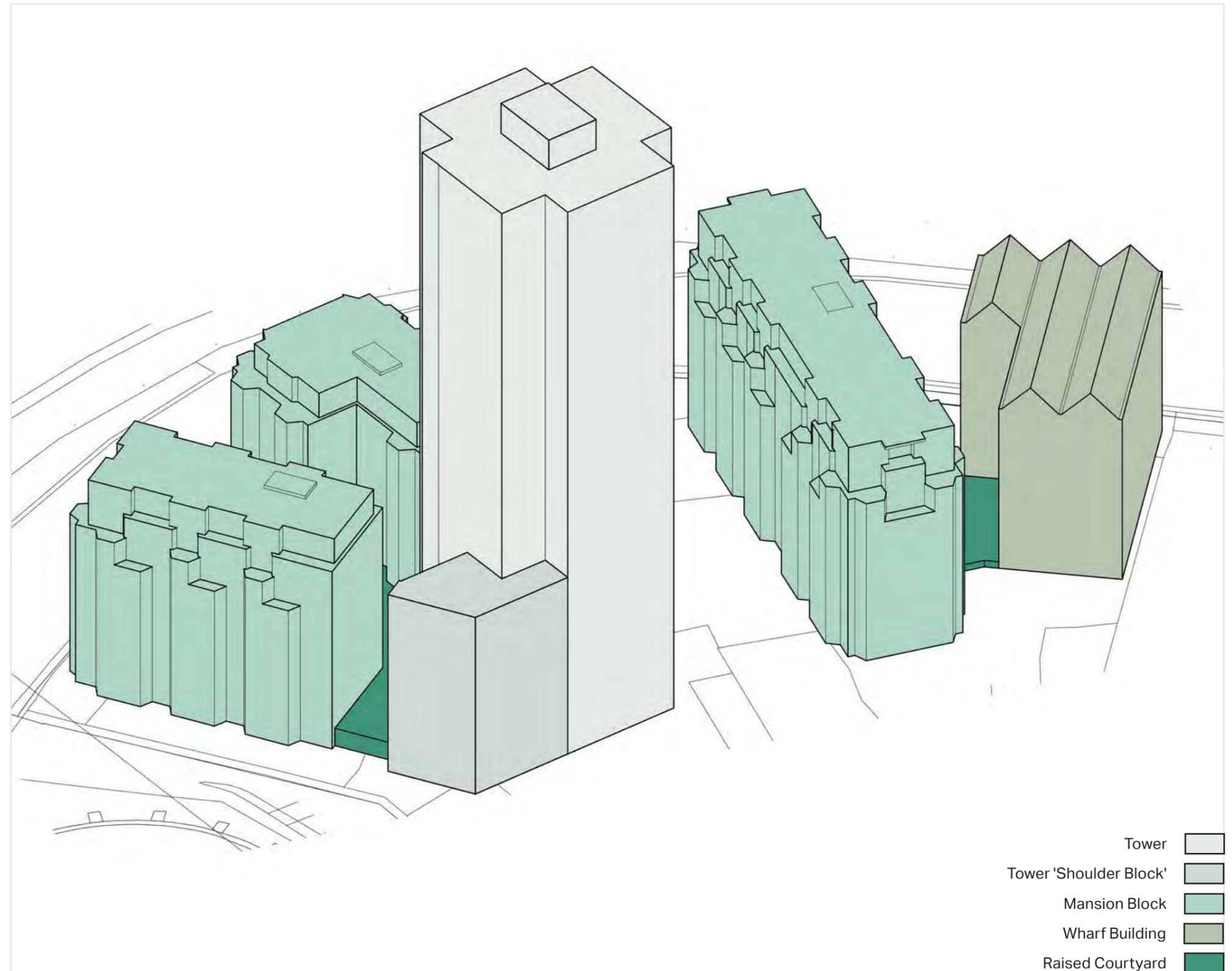


Fig 5.9: Massing approach: South west axonometric view



Fig 5.10: Illustrative scheme

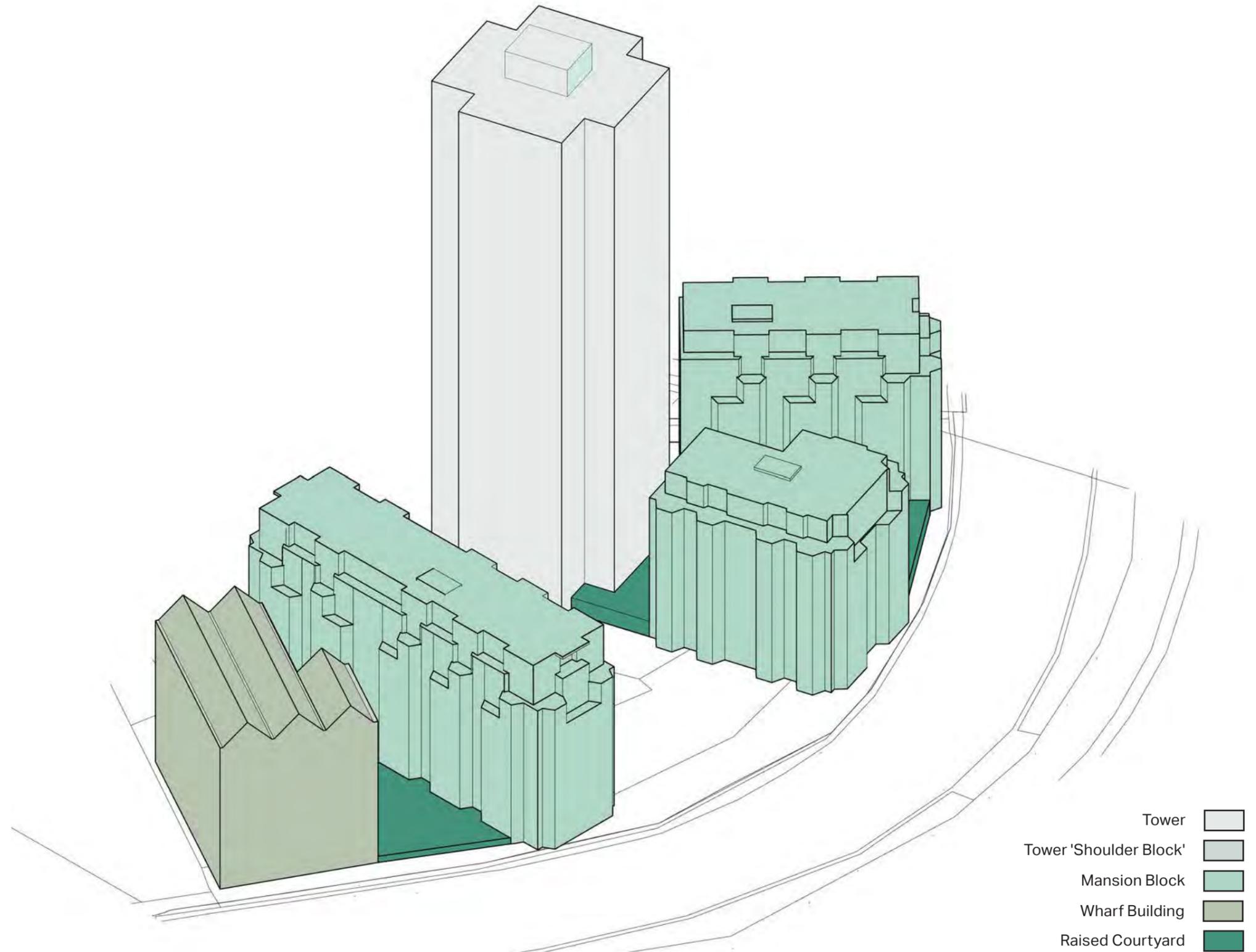


Fig 5.11: Massing approach: North east axonometric view

5.3.2 Maximum/ Minimum Parameters

The plans, sections and 3D diagrams opposite define the maximum and minimum proposed extents for each building. A 3.1m wide balcony zone surrounds the maximum parameter envelope of Plot 4.5. Both the minimum and maximum extents have been tested as part of the Environmental Statement (E.S). The balcony zone on Plot 4.5 allows for flexibility on location subject to section 4.8.1. All heights shown are expressed as AOD (m).

Design Guidelines

The design brought forward at reserved matters stage must not exceed the maximum parameter envelope and must not be smaller than the minimum parameter.

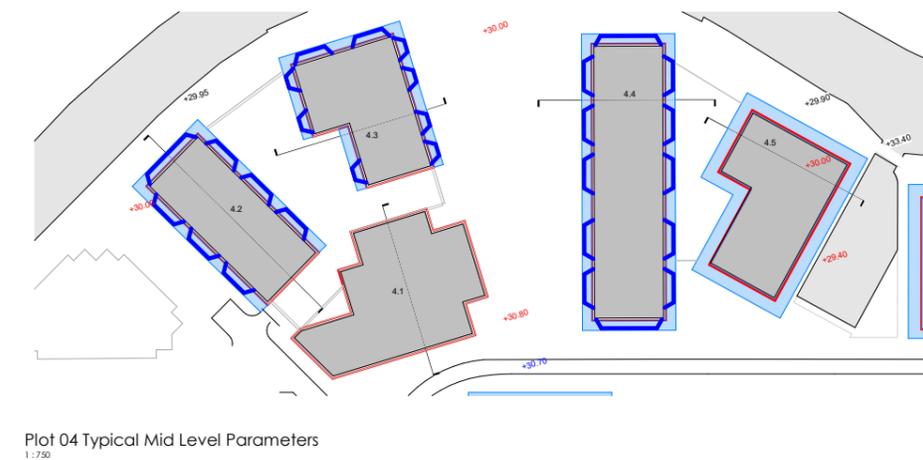
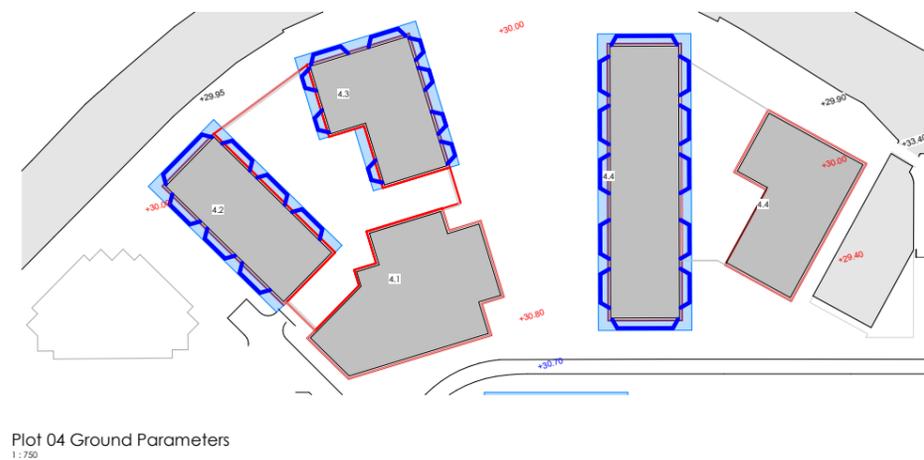
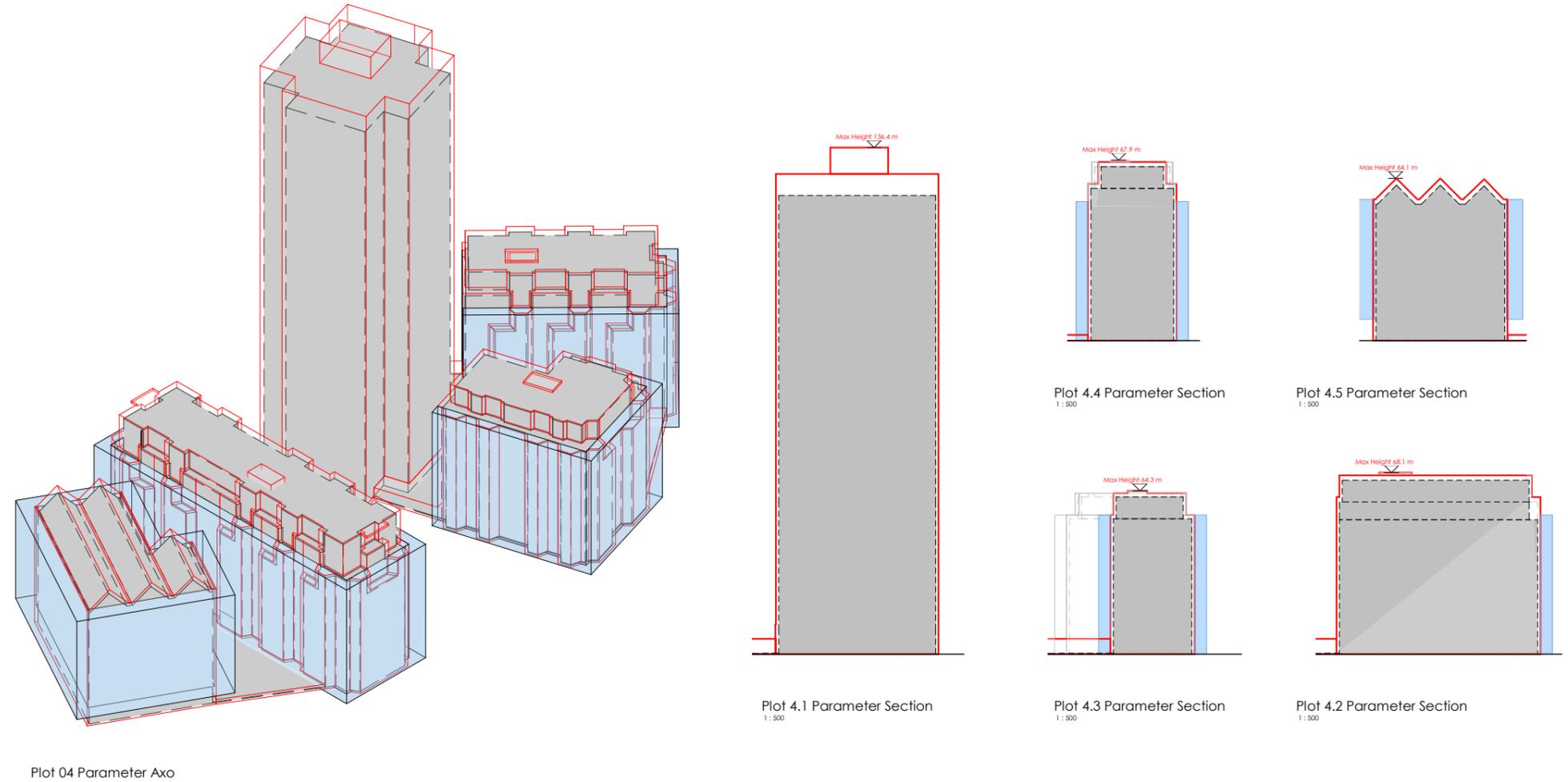


Fig 5.12: Plot 04 - Maximum and minimum parameters

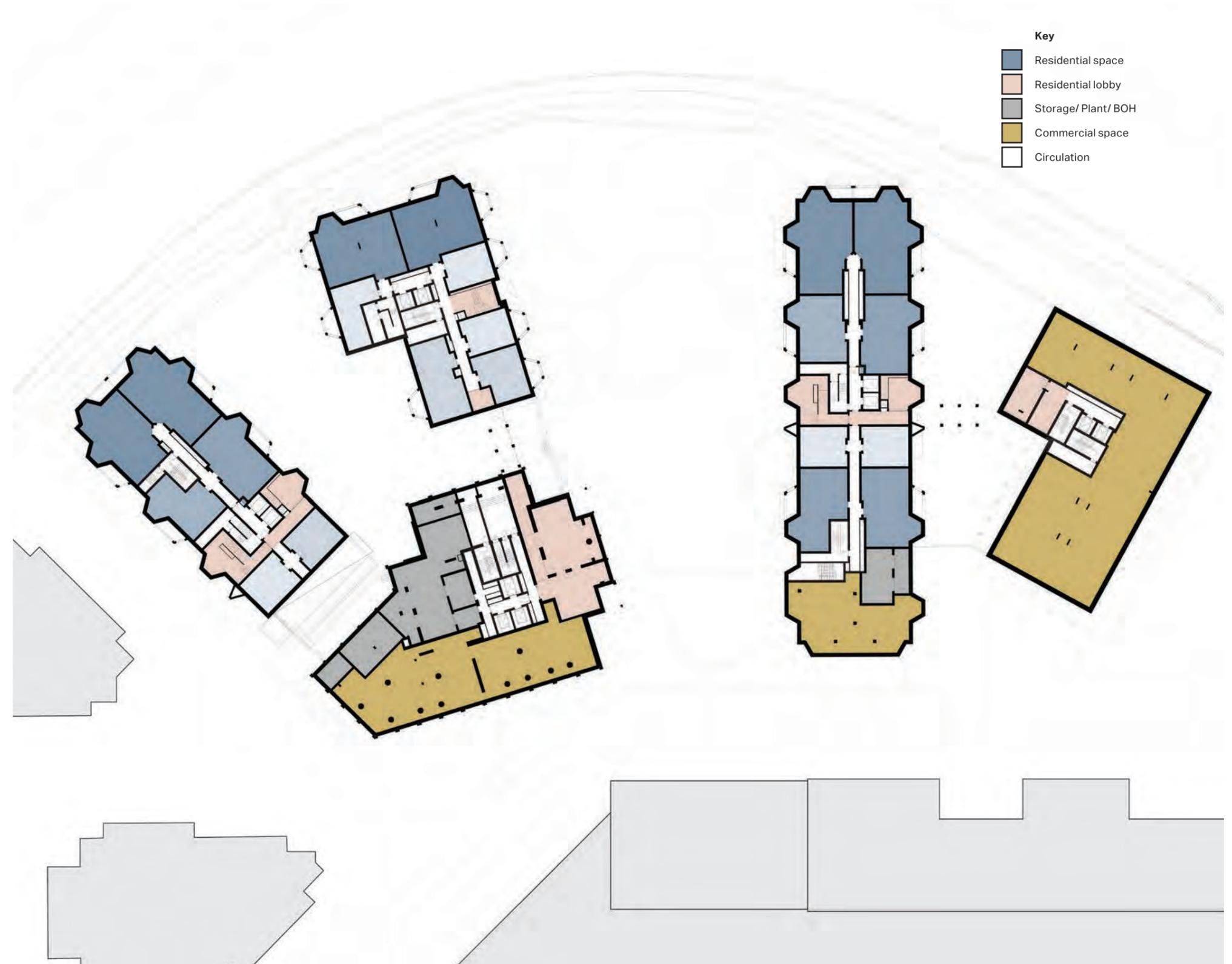
5.4 Plot 4 - Use & Quantum

5.4.1 Plot Use

A mixture of commercial and community focused uses are provided at ground floor level of the blocks fronting onto the Wharf Road and the canal basin. These units are sized to provide useful services to the new residents and the wider community.

Plot 4 consists of a mix of residential (Class C3) and flexible commercial (Class E) and community (Class F1/F2) uses. Plot 4 consists of c. 500 high quality apartments. The range of units has been designed to include a mix of studios, one, two and three bed units. 10% of the units provided will be wheelchair adaptable homes (M4(3) standard).

In addition to c.500 new homes, the site will provide a variety of new green spaces and attractive public realm with soft and hard landscaped areas, low levels of residential parking, canal side leisure opportunities, as well as opportunities for businesses and services catering for the local community.



Design Guidelines:

Provision of c. 500 apartments

Provision of commercial and community space at ground floor in key locations facing Wharf Road and the new Wharf

Fig 5.13: Plot 04 - Raised Ground Floor plan showing indicative internal arrangement

Indicative Floor Plans for typical levels

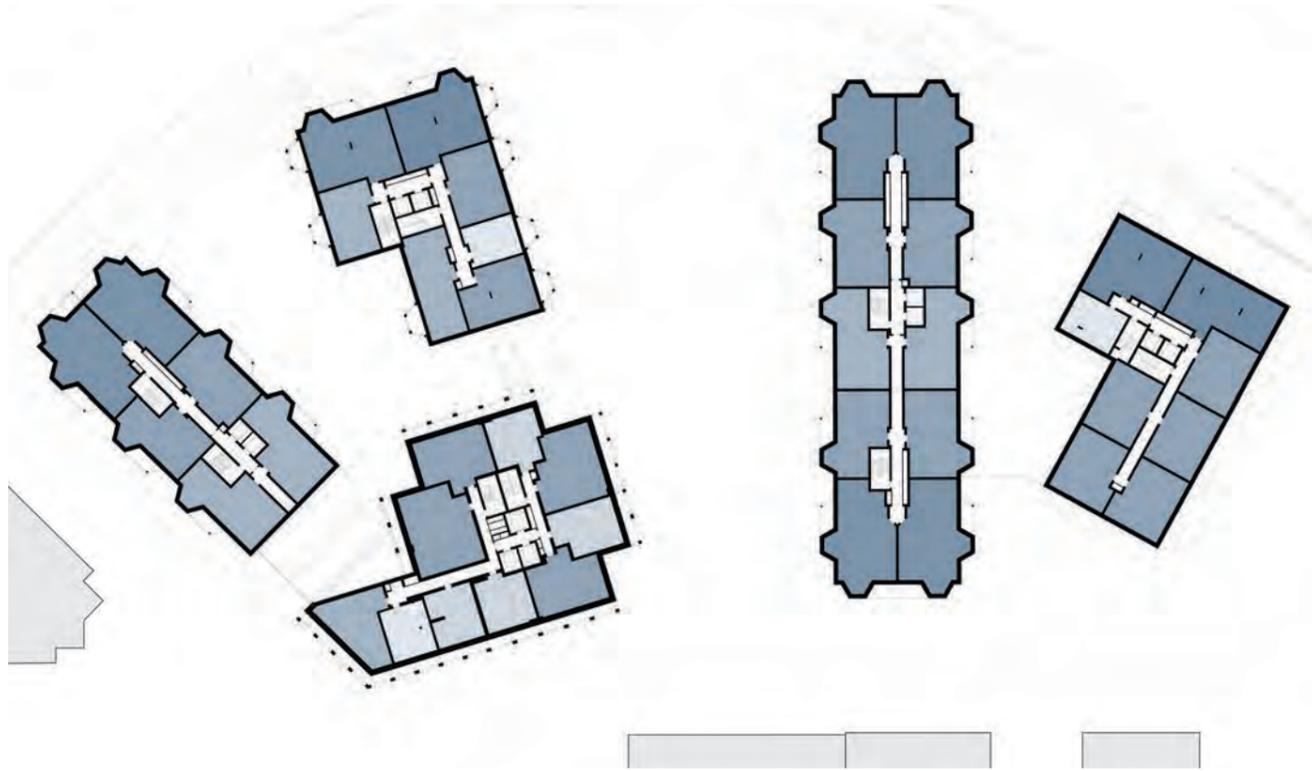


Fig 5.14: Plot 01 - Level 01-07



Fig 5.15: Plot 01 - Level 08

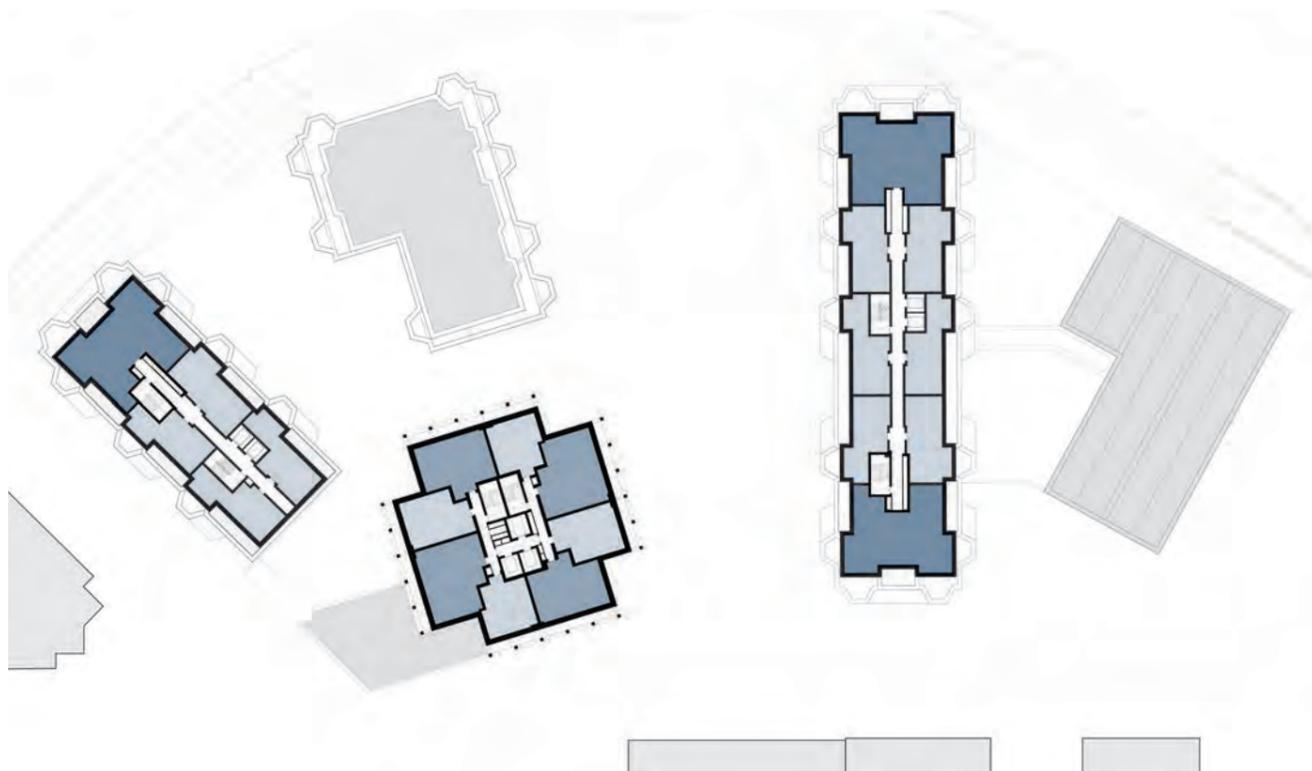


Fig 5.16: Plot 01 - Level 09

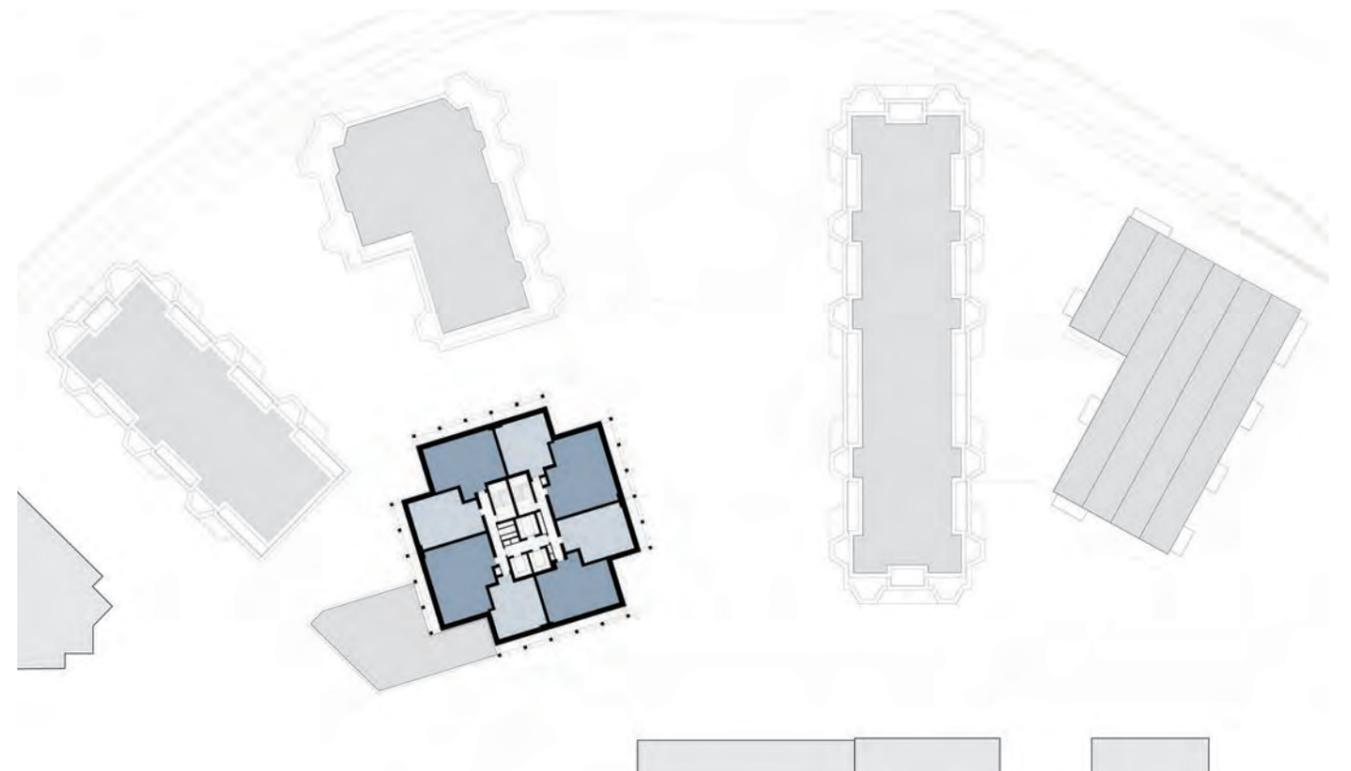


Fig 5.17: Plot 01 - Level 10

5.5 Plot 4 - Layout

5.5.1 Residential layouts: Orientation & dual aspect

The illustrative scheme provides for a range of unit sizes and tenure mix, based around central cores. This arrangement allows for a maximisation of dual aspect, or in some instances triple aspect apartments, as well as a range of subdivision of internal space to create a mix of unit sizes.



Fig 5.18: Plot 04 - Maximise dual aspect apartments

0 5m 10m



5.5.2 Outlook, proximity and overlooking

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 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. The arrangement of the buildings and the positioning of windows allows for long view past these 'pinch points' and minimises the amount of overlooking.

Design Guidelines

The distance between buildings within Plot 4 should be reduced as you move away from the canal, creating splayed landscape spaces opening out towards the canal

Living rooms must not look directly at each other and overlooking between units must be minimised

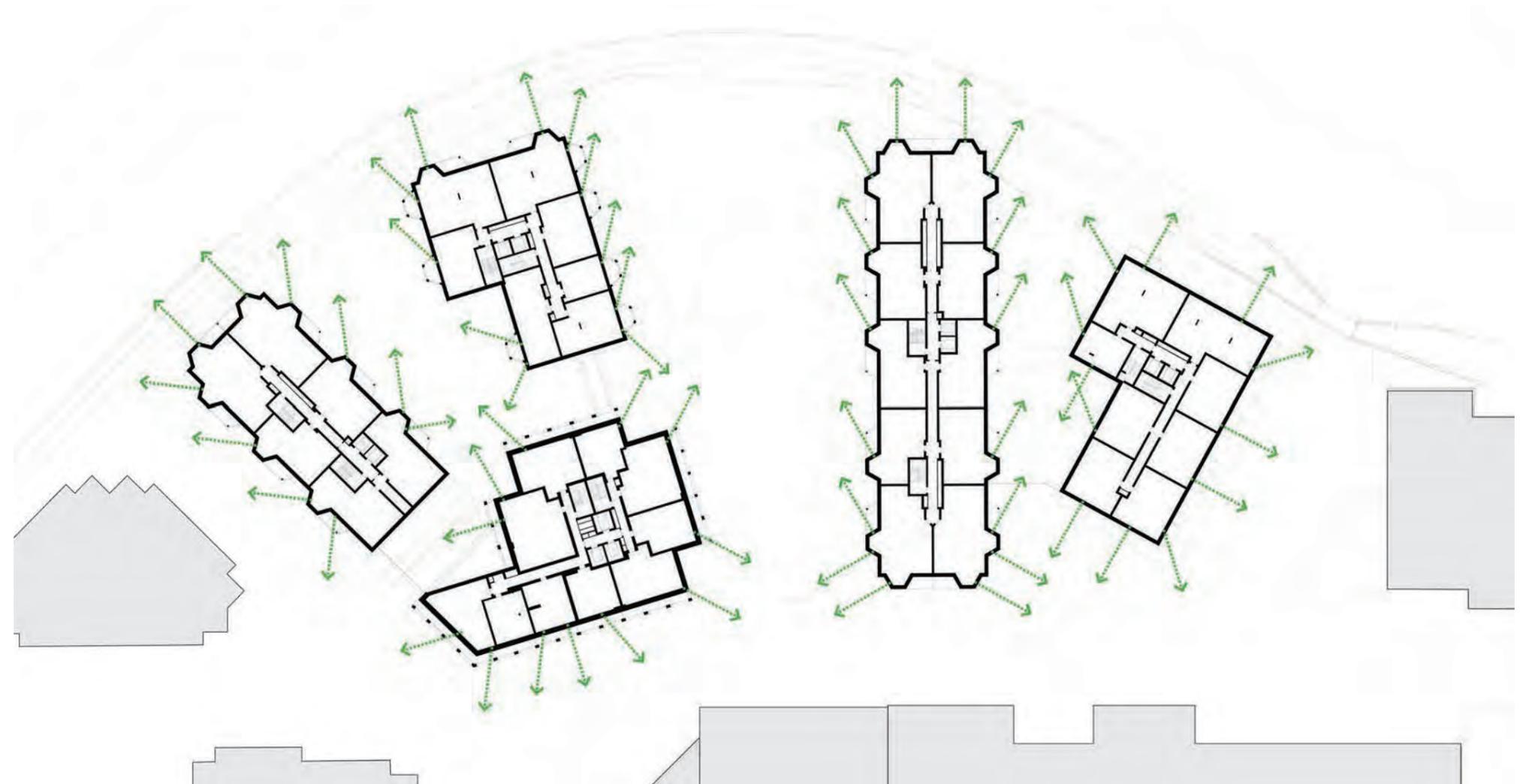


Fig 5.19: Plot 04 - Typical floor highlighting the potential for long views



Fig 5.20: Plot 04 - View looking north from 4.1



Fig 5.21: Plot 04 - View looking south from 4.4

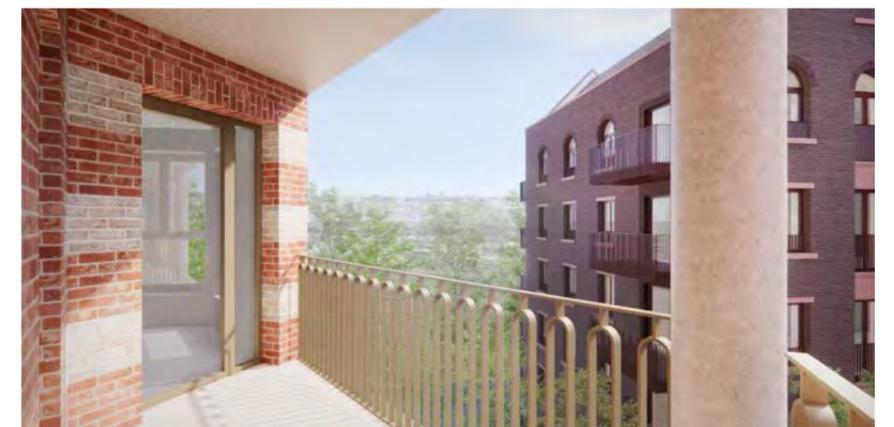


Fig 5.22: Plot 04 - View looking north from 4.4

5.5.3 Balcony guidance, privacy, landscape and terraces

Private outdoor amenity space has been provided to all homes with direct level access to a generous terrace, loggia or balcony. All private amenity spaces are deep enough to ensure that at least four occupants can easily sit and circulate around a table regardless of the size of the unit.

The balconies should contribute to the character of the architecture and should consider the drainage and weathering details in their fixing and appearance, in particular the soffit and how this will be viewed by the occupants of a lower floor apartment. Privacy should also be considered, both in the treatment of balustrade finish and in the stacking of the balcony projections vertically over floor levels.

Private communal residential amenity is provided in the form of two courtyard gardens. Located at the raised ground level, these courtyard gardens have level access from the residential cores and enjoy great views out to the canal and the cemetery beyond.

External plant-on balconies have been designed into the illustrative scheme of Plot 4.5 to provide interest and variation to the façade.

Design Guidelines

All units must have a private amenity space

All balconies must be designed to mitigate wind and daylight factors.

North-facing balconies must be minimised

Balcony soffits must be designed to facilitate self-drainage

Bolt-on balconies must consider appropriate fixing details to prevent weathering and must consider ease of maintenance at the interface with the external façade

Balcony appearance to be consistent on any individual block

A minimum of 1.5m depth is required for compliance with the London Plan.

All balconies to comply with the minimum space standards as stipulated by the London Plan.



Fig 5.23: Plot 04 - Roof and landscaped terrace approach



Fig 5.24: Example of glazed balcony expression on the Tower



Fig 5.25: Example of open rail balcony expression on the Wharf Building

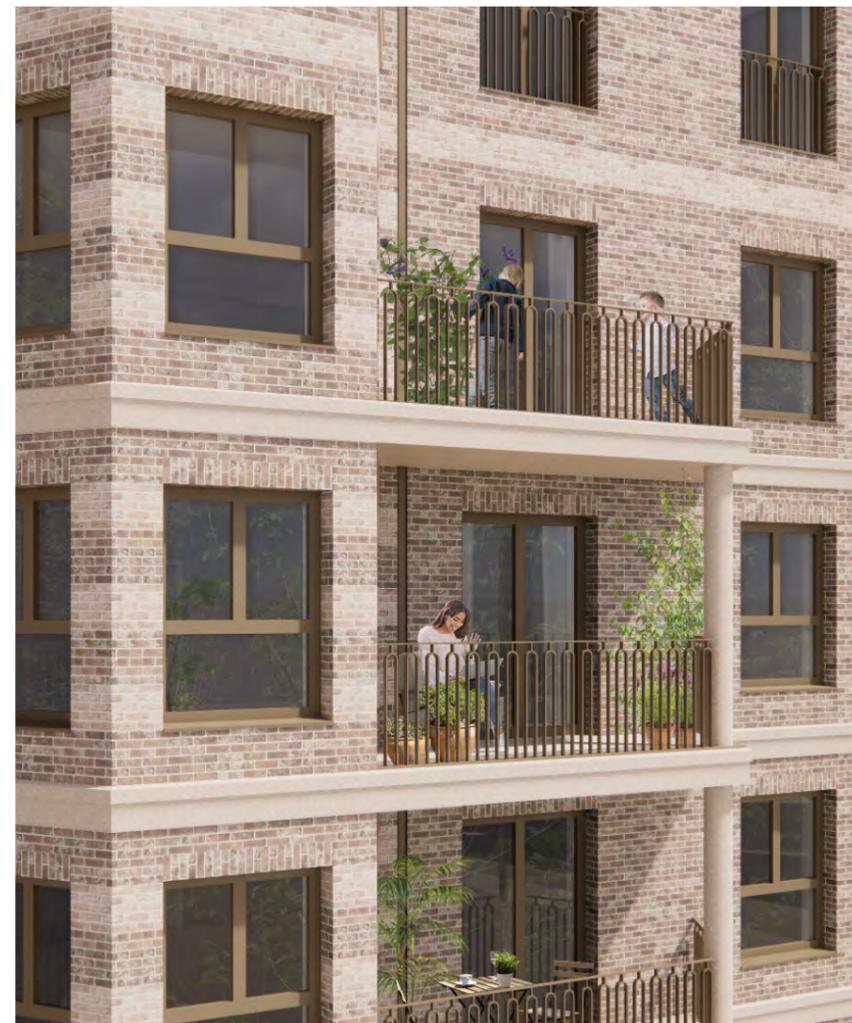


Fig 5.26: Example of open rail balcony expression on the Mansion Blocks

5.5.4 Fire Strategy

The outline design parameter drawings assume and allow for each block to include two stair cores for fire escape. It is also assumed that every residential building on site will be fitted with sprinklers.

A more detailed description of the fire engineering approach will be included in the associated site wide fire strategy report.



Fig 5.27: Plot 04 - Illustrative plan arrangement

5.5.5 Access , entrances, servicing, refuse & cycles

The entrance lobbies are a residents and visitors first impression arriving in each building and as such are a key element in the design layout. The entrances should be clearly defined in the street and legible to the building user. The lobbies can attribute to an active streetscape throughout day to evening and should be highly transparent to the street. Their internal arrangement should offer clear legibility to the location of the lifts and stairs.

The lobbies should allow for communal post box areas and a store should be provided for large deliveries which will be managed by the landlord The stores should be accessible from the lobby, subject to the agreed fire strategy.

In line with local authority guidance, all bin stores must be accessed within 10m of the refuse vehicle. Bin stores must be provided within easy reach for all residents and often located directly off the main lift core.

In efforts to promote cycling designers must provide high quality, safe and accessible bicycle stores within each block. The illustrative scheme locates the cycle storage in the basement area with access to the basement provided using a ramp between Plots 4.1 and 4.2. The anticipated cycle numbers calculated are based on the adopted London Plan. Accessing and using the bike store should be second nature in this sustainable community.

Within the illustrative scheme the car park is entered via a lift from Towpath Mews to the west of building 4.2. The basement will provide up to 134 parking spaces through an automated stacker system. A number of parking spaces will also be located for use by tradespeople, to mitigate the lack of on-street parking and avoid the use of loading bays for longer periods of time.

Design Guidelines

Main entrances must be easily recognisable, prominent and celebrated (e.g. residential lobby entrances and entrances to shops)

Main entrances must be located on the ground floor

The lobbies must allow for communal post box areas and a store should be provided for large deliveries which will be managed by the landlord.

In line with local authority guidance, all bin stores must be accessed within 10m of the refuse vehicle.

Main entrances must be highly visible with consideration to natural surveillance and overlooking from dwellings and other uses and consider the use of canopies, recesses, screens and planting to provide shelter upon arrival

Cycle storage to be predominantly accessed from the courtyards to provide additional security

Cycle storage must have the relevant Secured by Design levels of security including access control

Cycle storage must be directly accessible from the outside so that bikes do not need to be taken through lobbies

Visitor cycle parking (to comply with London Plan Standards) to be located within the landscape in close proximity to building entrances and overlooked by active frontage

Refuse stores to allow direct access to external streets and be easily accessed from residential access core.

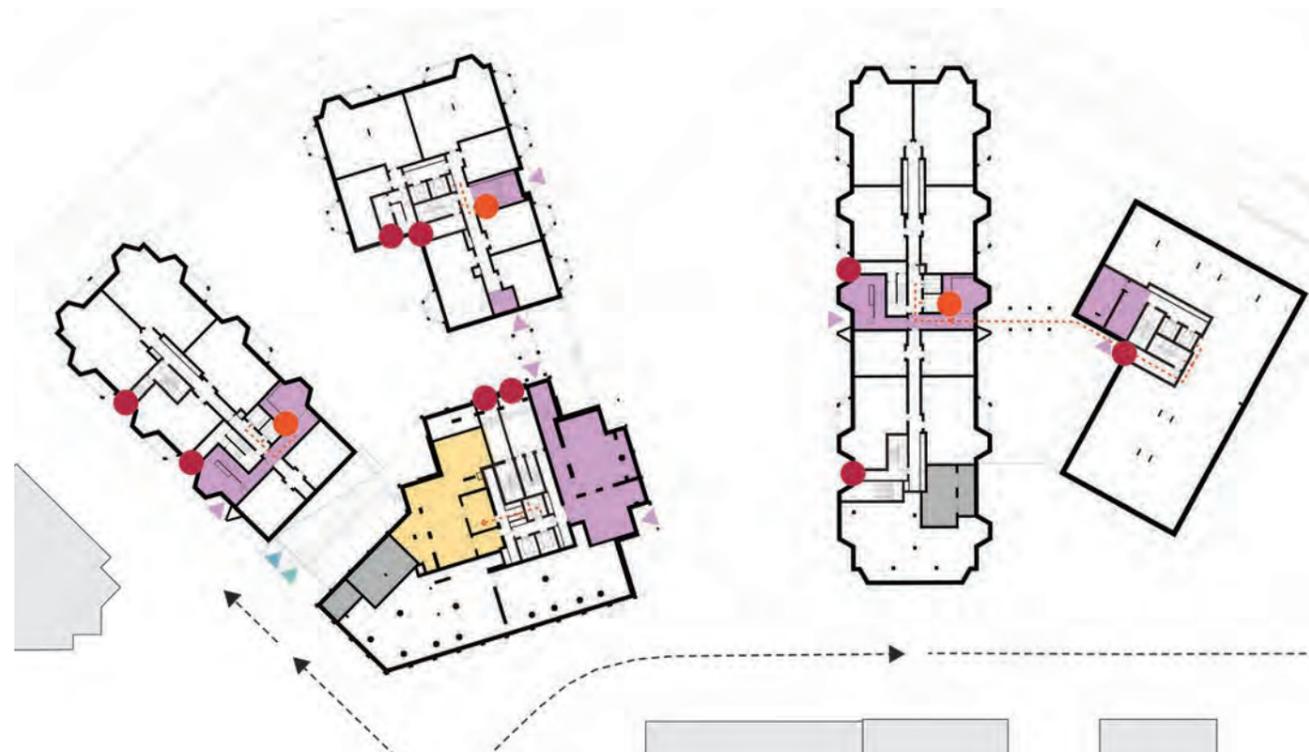


Fig 5.28: Plot 01 - Ground floor access, entrances, servicing, refuse and cycles (indicative locations)

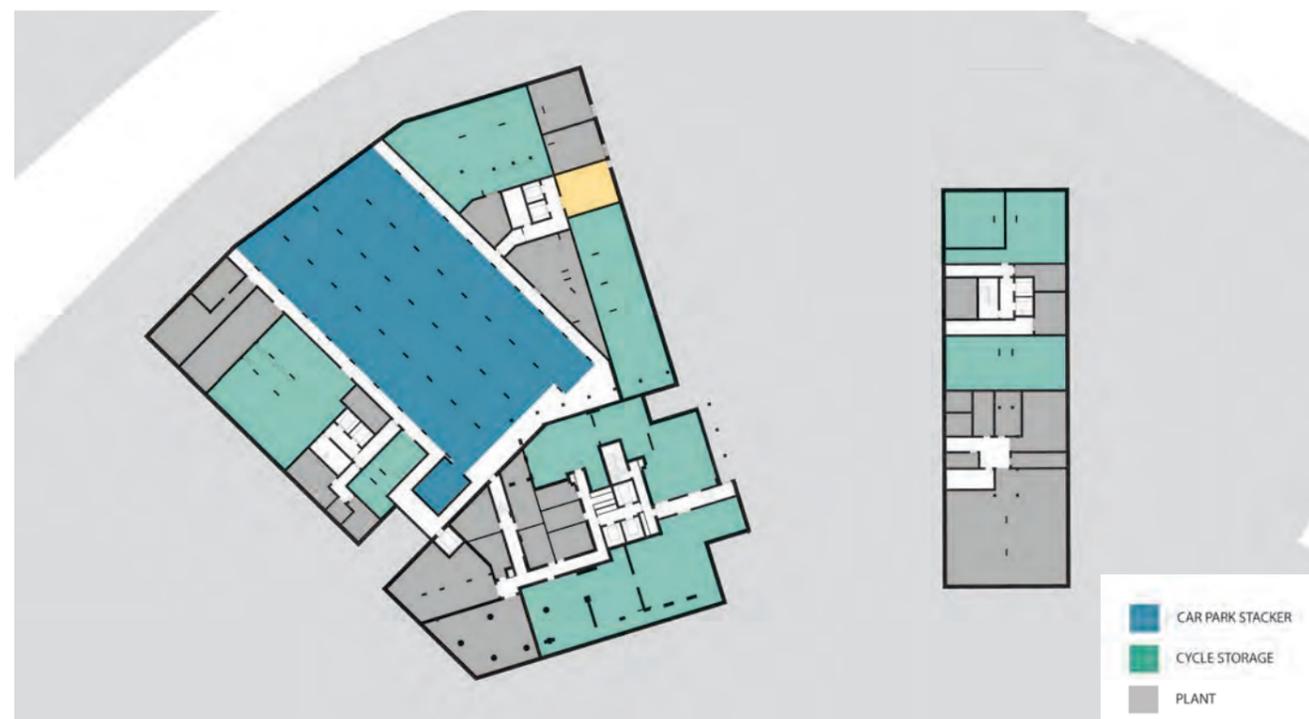


Fig 5.29: Plot 01 - Basement servicing and cycles

5.5.6 Plant Strategy

Integration of the building parapets will provide a coordinated approach to the appearance of building facades and provide suitable levels of safety for maintenance access to the roof, as well as acting as a screen to roof mounted plant.

The basement is composed of two parts: a semi basement located under the raised courtyard between Plots 4.1, 4.2 and 4.3, and a basement under Plot 4.4. The illustrative scheme allows for substations to be located at ground floor level for easy access from the street. LV switch and secondary plant requirements such as water storage tanks can be located either at ground floor or basement level but must not be located on a primary street facing façade.

There is also a plant room halfway up the tower in the plot 4.1 illustrative scheme, to facilitate the efficient distribution of services and optimise the size of the risers in the core.

Design Guidelines

Access and egress from plant areas for servicing personnel must be considered

Plant in basement areas should be maximised where possible

Substations should be located in areas suitable for easy access from the street at ground level

All plant equipment at roof level must not project above the building parapet line and should be suitably screened from view

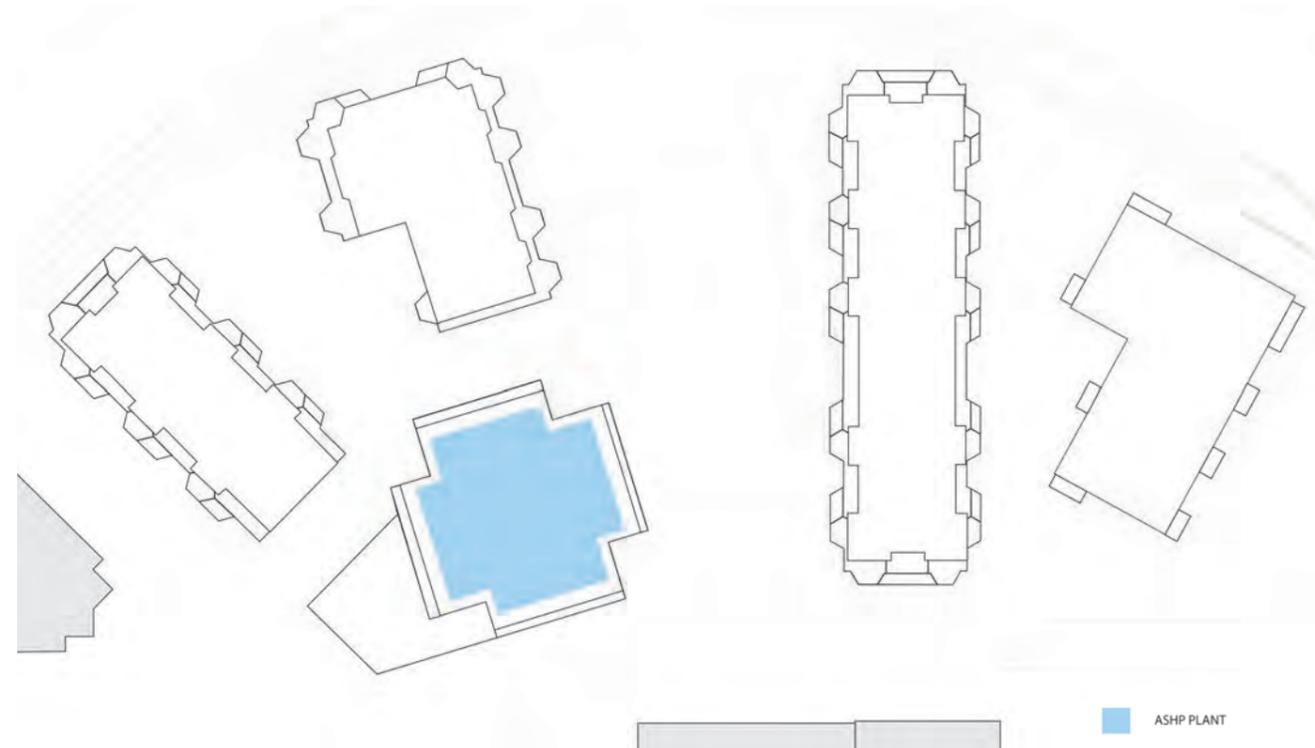


Fig 5.31: Plot 04 - Roof level illustrative plant areas

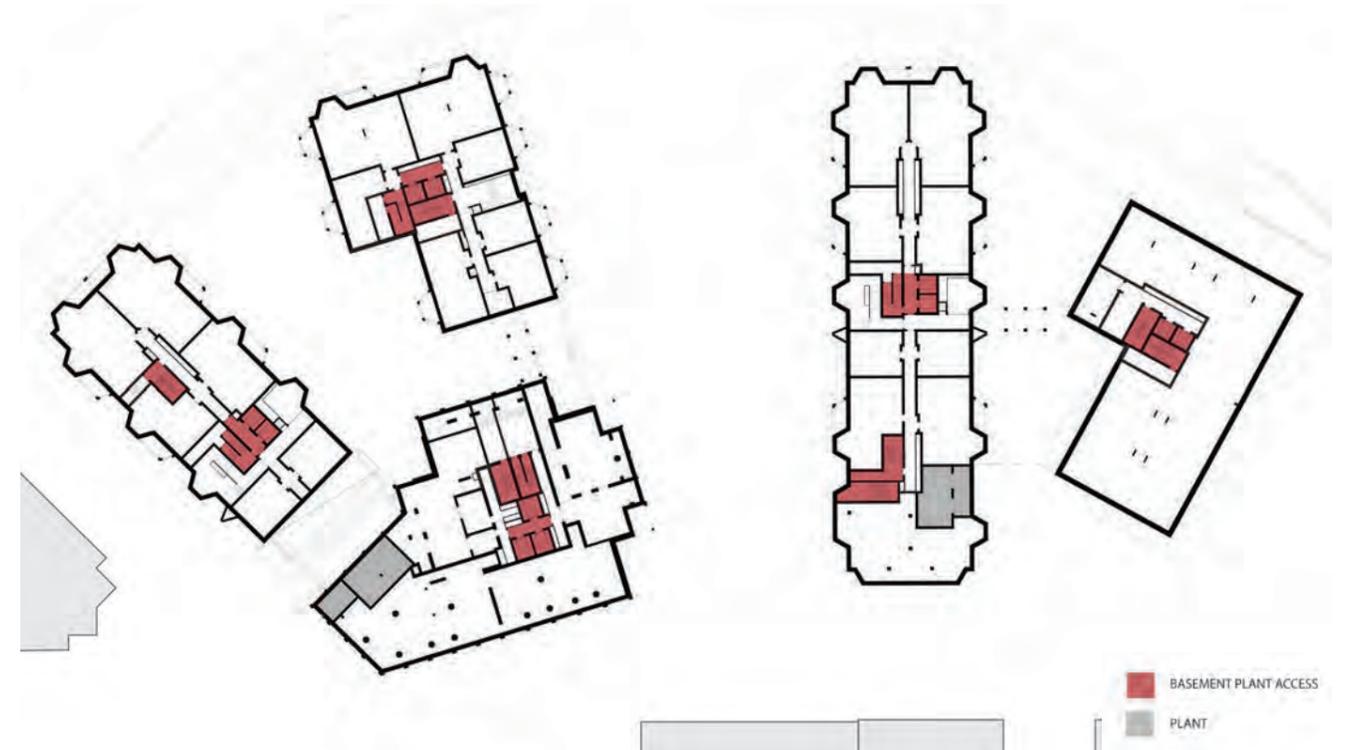


Fig 5.30: Plot 04 - Ground floor illustrative plant areas



Fig 5.32: Plot 04 - Basement illustrative plant areas

5.6 Plot 4 - Active Frontages

5.6.1 Street edges

A mixture of commercial and community focused uses are provided at ground floor level of the blocks fronting onto the Wharf Road and the canal basin. The entrance to Canalside Park provides the opportunity for cafes and restaurants that will animate the waterfront and provide landscape spaces that they can utilise. The commercial or community spaces fronting onto Towpath Mews will provide an active and animated civic frontage to the pedestrian route running through the site that links up with the anticipated new pedestrian bridge across the canal, expected to be delivered by St. William as part of their scheme on Plot 3.

In the most prominent locations, the ground floors of the blocks have been designed to maximise active frontage to the public realm. The rest of the ground floors, including both sides of the park and the residential street to the west, are raised up by circa 800mm and contain residential accommodation. The raised ground floors ensure a reasonable balance is achieved between safeguarding residents' privacy and making a positive contribution to the character and activation of the public realm.

Design Guidelines

Shop frontage should utilise full height glazing with a consistent head detail.

Signage design should allow for a variety of designs within a common placement location. The signage should be visible and legible from short and long distant views.

Use of awnings should be considered to all commercial frontages

Design Guidelines

The plot must maximise street facing commercial and community units contributing to the creation of well defined streets

Buildings must be arranged to define courtyards and central garden square between plots

Active frontages should have flexible design to be easily adaptable to a wide range of uses

Blank walls along the ground floor elevation must be minimised

Awning, fixed shading and canopies may be used around open spaces to encourage activities and provide shelter for outdoor areas

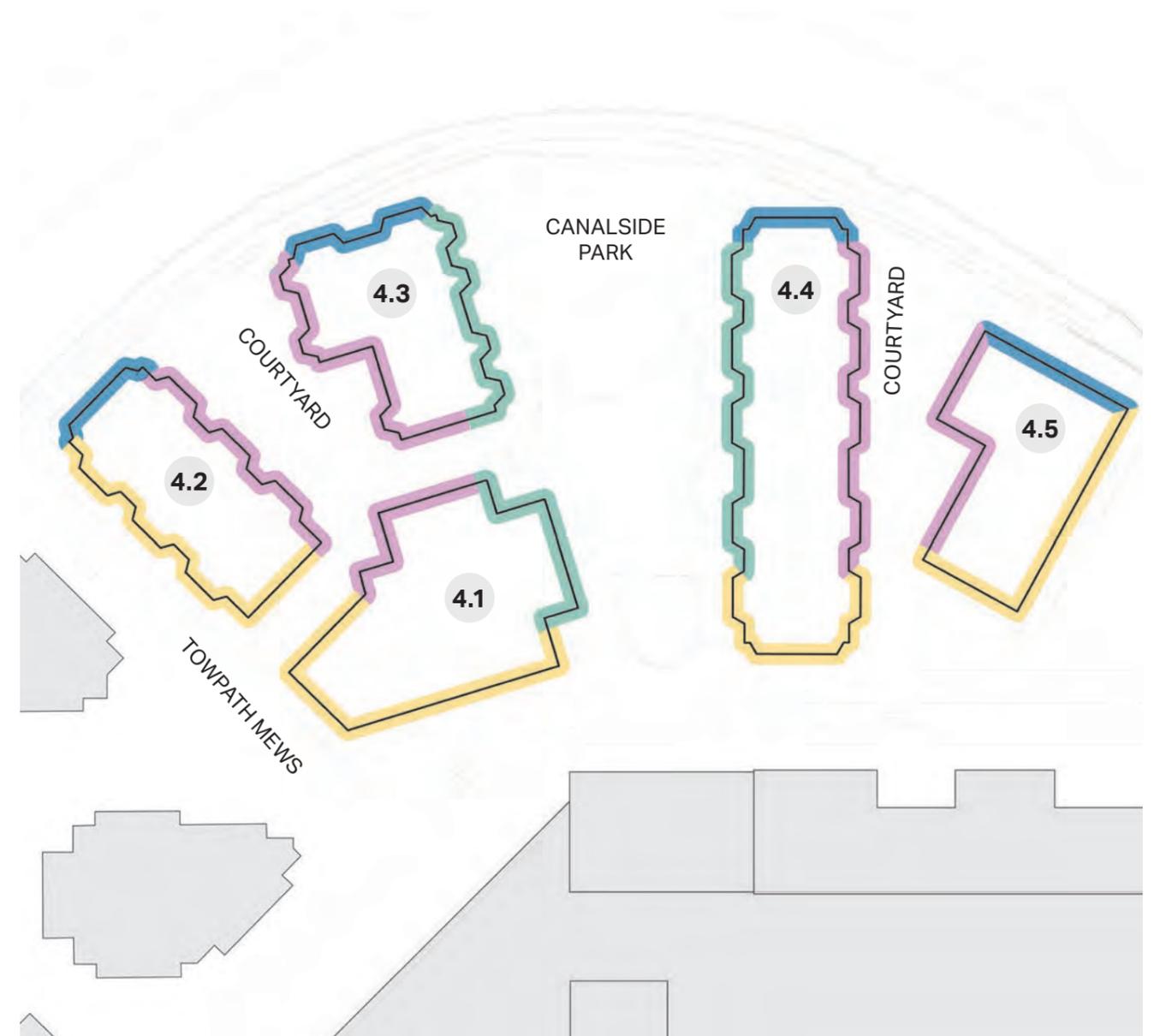


Fig 5.33: Plot 04 - Active frontage strategy

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



Fig 5.34: Plot 04.4 Commercial Unit



Fig 5.35: Plot 04.5 Commercial Unit



Fig 5.36: Plot 04.1 Commercial Unit

5.7 Plot 4 - Facade Approach, Materiality & Detailing

5.7.1 Materials and Detailing

The buildings within Plot 4 have been designed to last for a long time and age gracefully, prioritising long-lasting quality materials with low environmental impact, and to minimise air, noise, light, and water pollution. All external envelopes will be composed of non-combustible materials. The principles of circular economy will be used throughout the design, construction, and end of life. High quality brick is used throughout, articulated by stone or precast elements that echo the fine grain of their precedents with a more contemporary approach to detail.

Plot 4 consists of three building types, which are as follows: a wharf building, then three mansion blocks that define public and semi-private gardens, and finally the tower.

Plot 4.5 to the east responds to the character of the wharf, and the other buildings within plot 4 lining the central garden square are more residential in character.

Design Guidelines

Material palette of all proposed buildings must be simple and coherent

Materials must be durable and of the highest quality to minimise the need of maintenance and remain attractive throughout the building life.

Materials must be robust and must weather well and provide a high quality appearance to the building facades

Details such as the bonding of masonry elements, mortars colours and type of joints should be considered when colour selection is been made.



Fig 5.37: Plot 04 Building model hinting at material tones

5.7.2 Plot 4.1 The Tower

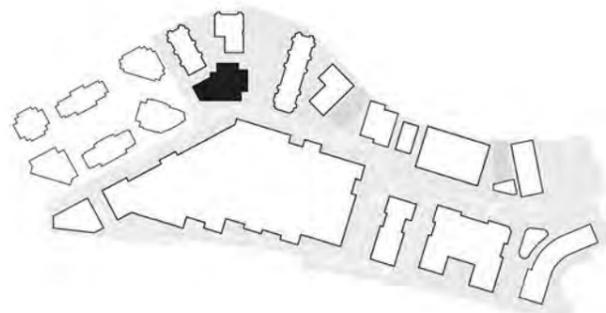
The tower sits at the heart of the masterplan and marks the change in orientation of the avenue. It is comprised of masonry and distinctly architectural details that reads as a simple legible object as well as being appropriate in context.

Design Guidelines

The building shall be clad in brick with a similar tone reconstituted stone

The materials should have a subtle change in tone, becoming lighter as the building gets higher

Proposed materials should be of the highest quality and appropriate for the facade detailing to be achieved



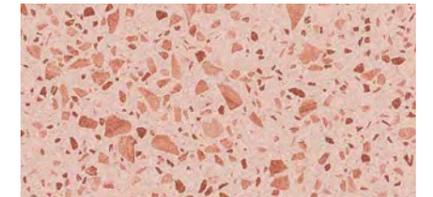
Plot 04 The Tower



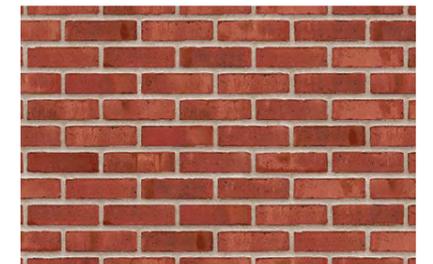
Fig 5.38: View looking West toward plot 4 along the central Avenue

Building 4.1

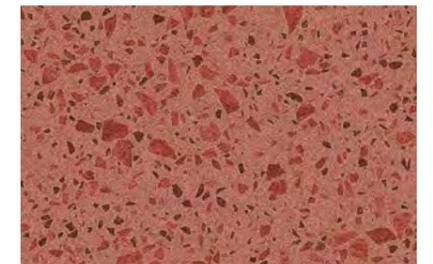
Precast accents



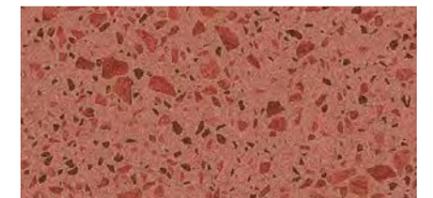
Main Body Material



Plinth Material



Plinth Accent



Metalwork and render

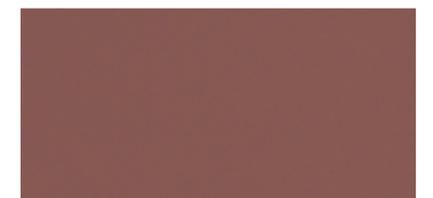


Fig 5.39: Plot 4.1 - Indicative Materials

5.7.3

The tower sits at the centre of the western residential neighbourhood, marking the location of the canalside garden, the western proposed bus stop and the onward connection to the future canal bridge connection to the cemetery.

The order of the tower speaks of traditional post-and-beam, with an interplay of vertical and horizontal elements providing relief but also an even overall gridded surface. The tower is a highly legible extruded four-sided geometric object. At the upper levels, the building should have four identical faces, lined with a loggia offering a generous balcony to each unit and the corners are recessed ensuring every dwelling is dual aspect.

At the lower levels, one corner of the building extends out forming a shoulder block fronting onto Bridge Place. The 'shoulder' height reiterates the datum created by the adjacent mansion blocks.

Design Guidelines

The loggias should consist of a tinted rendered rear wall and soffit and paving colour-matched to the structure

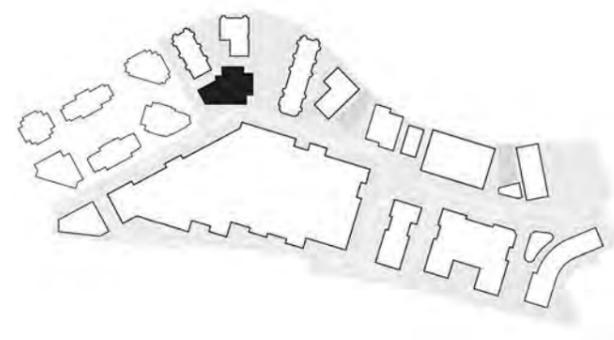
The facade must adopt a heavy masonry aesthetic and a definite load-bearing 'architectural' language

All facades should be clearly articulated with a calm and ordered fenestration pattern

All units should have private amenity space designed and expressed in the architectural composition



Fig 5.40: Plot 4.1 - View of the top of the tower



Plot 04 The Tower



Fig 5.41: Plot 4.1 - Residential Entrance



Fig 5.42: Plot 4.1 - Sketch of the towers ordered fenestration pattern and loggias

5.7.4 Plot 4 Facade Composition

The illustrative design of the three mansion blocks has been designed to incorporate obvious and subtle differences but to also share many details and a common aesthetic. This aesthetic is derived from predominantly Nineteenth Century West London mansion blocks, many of which are built in a rich red brick and feature a profusion of detail and decoration. The mansion blocks seek to evoke flamboyant character and exceptional quality while pairing back fine detail that is no longer required by modern construction technology and contemporary design sensibilities.

The facades of buildings are characterised by their bay windows, or in the case of building 4.3 its bay balconies. These have the benefit of offering wide views and ample daylight but they also provide an undulating rhythm. These are often combined with balconies and horizontal banding, in the form of decorative stripes and reconstituted stone stringers, to give a complex but repetitive and therefore highly legible architectural order. At the tops of these buildings, this order shifts from the horizontal to a more vertical cascade of interlocking dormers and further complexity through decoration.

Design Guidelines

The facade must be symmetrical and incorporate bay windows, or in the case of Plot 4.3 bay balconies

Facade appearance should be influenced by design cues from historic mansion blocks within local context. The facades should include textures appropriate to mansion block styles.

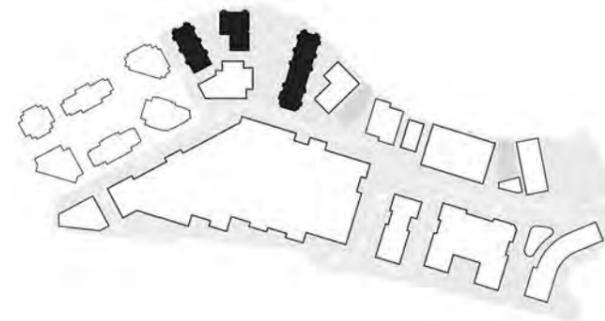
Facades should provide rhythm and be layered 3 dimensionally to provide dual aspect views from apartments



Fig 5.43: Axonometric bay study of upper corner of 4.2 and 4.4



Fig 5.44: Mansion block - Typical bay window and balcony



Plot 04 Mansion Blocks



Fig 5.45: Plot 4.2



Fig 5.46: Plot 4.3

5.7.5 Mansion Blocks

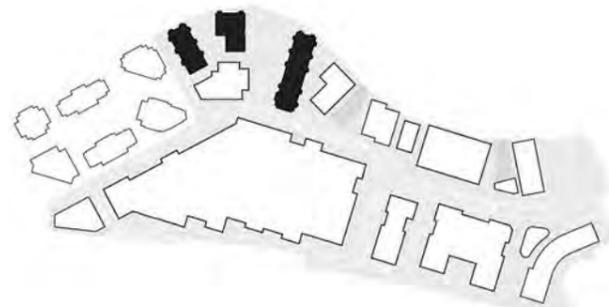
The mansion blocks playfully reference the familiar flamboyant red and white striped Victorian mansion blocks of West London, such as Maida Vale and Marleybone. In combination with their language of bay windows and stone banding, the character here is much more residential yet grand and provides a convivial backdrop to the green of the park and gardens.

Design Guidelines

The building shall be clad in brick with a contrast brick banding

The materials should have a subtle change in tone to define the different uses

Proposed materials should be of the highest quality and appropriate for the facade detailing to be achieved



Plot 04 Mansion Blocks



Fig 5.47: View looking East toward Building 4.4 from across the canal



Fig 5.48: Victorian Mansion Block in Marleybone



Fig 5.49: Victorian Mansion Block in Maida Vale



Fig 5.50: Plot 4.4 Mansion Block penthouse level terraced roofscape



Fig 5.51: Plot 4.2 Mansion Block courtyard entrance

	Building 4.2	Building 4.3	Building 4.4
Stripes and reveals			
Precast accents			
Main Body Material			
Plinth Material			
Plinth Accent			
Metalwork and render			

Fig 5.52: Plot 4.2, 4.3 & 4.4 - Indicative Materials

5.7.6 Facade Composition: Plot 4.5 Wharf Building

The Wharf Building has an L-shaped plan form but can be understood as three adjoined volumes, each with a pitched roof. These roofs, and the buildings' upright proportions reference the historic warehouse and industrial buildings often situated alongside waterways.

On the side elevations private amenity is provided to each flat in the form of a large projecting metal balcony.

Design Guidelines

The design should be influenced by historic warehouses and industrial buildings which will manifest in the building form and be appropriate to its canalside location

The building should utilise pitched roof and expressed gables with evenly proportioned openings appropriate to its form

The ground floor should offer commercial uses to activate its dockside location

The building should utilise expressed projecting balconies to provide external amenity to the residential units

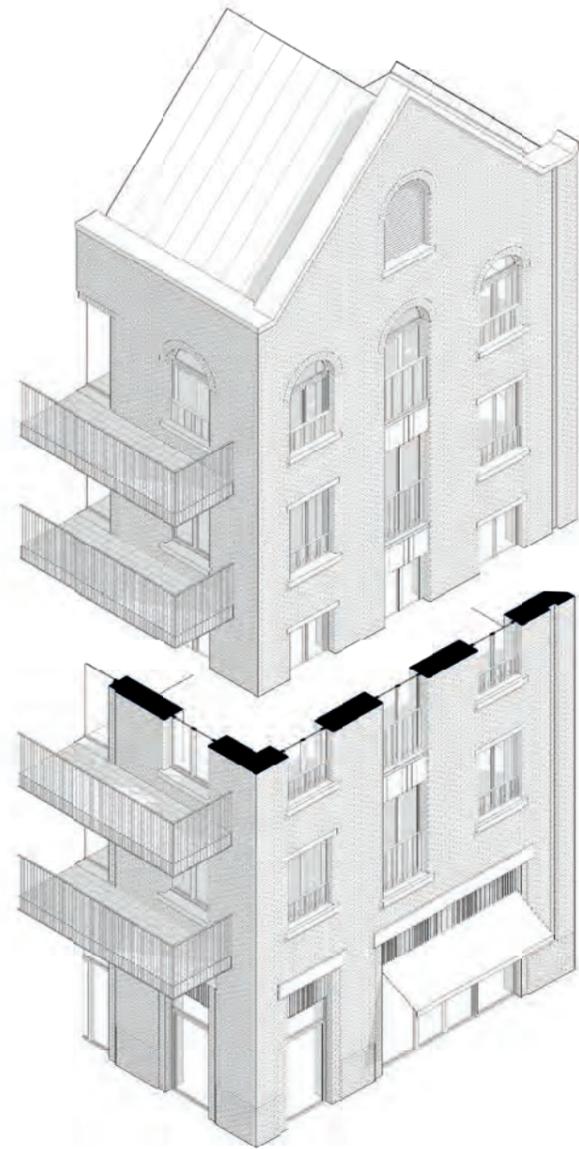


Fig 5.53: Axonometric bay study of 4.5 gable

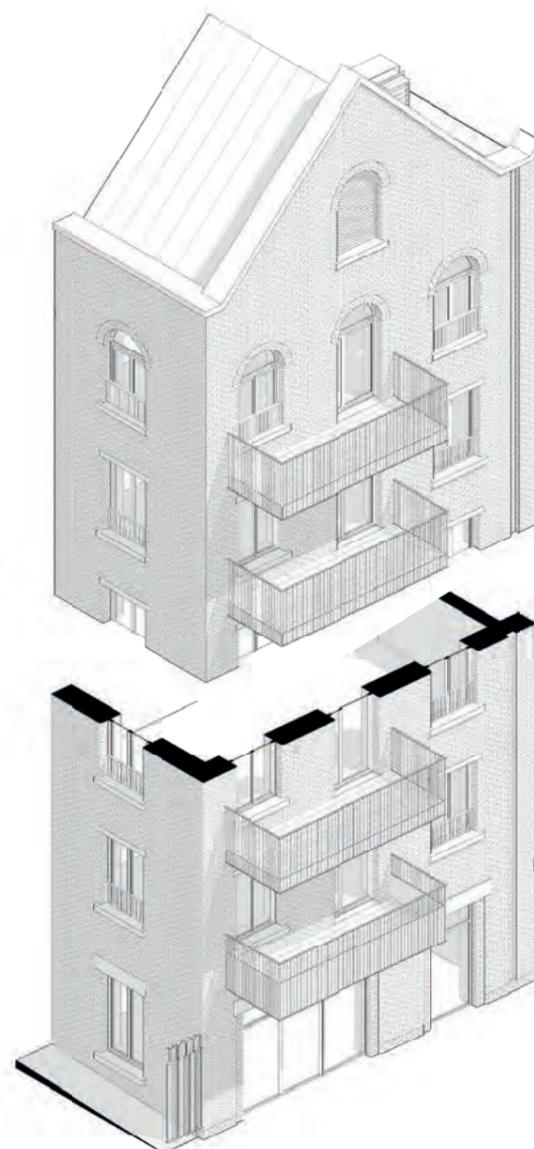
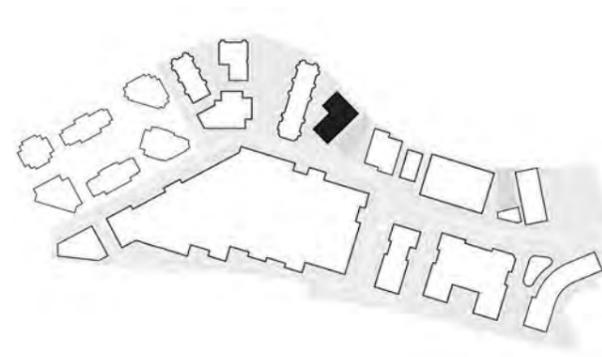


Fig 5.54: Axonometric bay study of 4.5 entrance



Fig 5.57: Plot 4.5



Plot 04 Wharf Building



Fig 5.55: Typical side elevation



Fig 5.56: Typical gable elevation

5.7.7 Plot 4.5 Wharf Building

The Wharf Building forms the transition between the bustling atmosphere of Plot 5 (the Yard) and the more residential character surrounding Canalside Gardens.

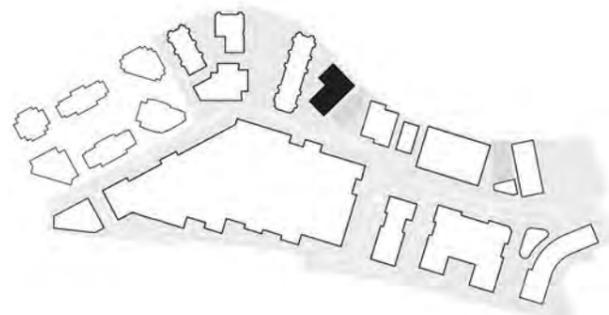
The Wharf Building has a distinctive upright, pitch-roofed form redolent of post-industrial revolution dockside warehouse buildings found across London.

The brickwork is a darker tone, accented by reconstituted rectilinear stone elements. The commercial space at ground is defined by large glazed openings of alternating width relating to the fenestration above, bounded by recessed glazed brick reveals. At the uppermost level all around the building, the windows have a brick arch detail with a glazed top light. Rather than expressing the eaves, the standing seam metal-clad pitched roofs are set back behind parapets with a concealed gutter and an appropriately substantial reconstituted stone coping.

Design Guidelines

The building must be clad in brick

Proposed materials should be of the highest quality and appropriate for the facade detailing to be achieved



Plot 04 Wharf Building



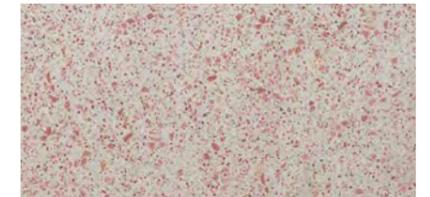
Fig 5.58: A view into the new basin with Plot 04 on the right

Building 4.5

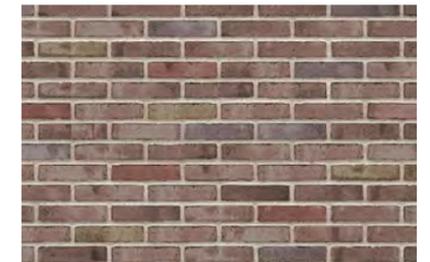
Stripes and reveals



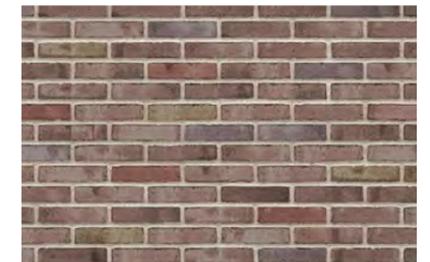
Precast accents



Main Body Material



Plinth Material



Plinth Accent



Metalwork and render

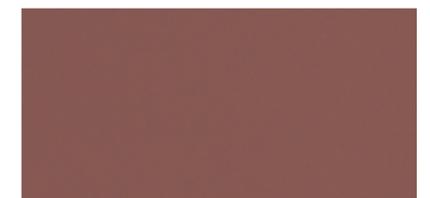


Fig 5.59: Plot 4.5 - Indicative Materials

Plot 05

Introduction and vision

Plot 05 sits to the north of the masterplan. It occupies a prominent edge that fronts onto the existing canal and sits adjacent to the listed Kensal Green Cemetery. This gives Plot 05 the opportunity to play a major role in enhancing the existing public realm.

The primary physical constraint to the Plot 05 site is the Grand Union Canal which spans along the northern edge of the masterplan. With a tight footprint due to various constraints around the plot, the buildings will be located in close proximity to the canal, which will offer the opportunity for a new urban fabric to stitch together with the existing towpath.

The Northern edge of the plot is determined by the red line boundary that exists from the ownership of the current Sainsbury's store that occupies the plot.

To the east and west, the plot is bookended by two existing basin inlets. These inlets are remnants from the site previous industrial heritage and are proposed to be retained and developed into water based public amenity for the wider masterplan also offer visual connections back to the canal and the cemetery beyond.

The southern edge of the plot is bound by the Sainsbury's view corridor which itself outlines the primary commercial frontage towards the central avenue.

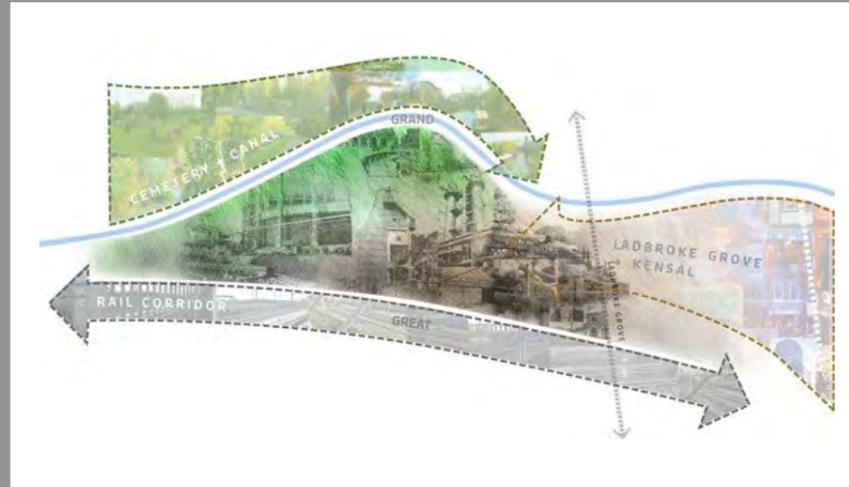


Fig 6.1: Site concept diagram



Fig 6.2: Diagram of ground floor uses





The Golden Mug

Bakecrafty

Emporium

Coffee

Bakecrafty



Fig 6.3: The Avenue

In contrast with the classical architecture that inspires other buildings in the development the character of Plot 05 is marked by the industrial nature of historical wharf buildings. Grand Union Canal offers a unique landmark on which to base the architectural principles that shape these buildings.

Outlining the Canal, Plot 05 offers a unique moment along the towpath incorporating a new public realm design. Carefully landscaped seating areas and stepped corridors define the threshold between an active groundfloor and the serenity of the Canal. With Kensal Green Cemetery as historical backdrop the area engages both banks of the canal, creating an enriched experience towards the water.

During the nineteenth and twentieth centuries, Grand Union Canal was a predominantly industrial area characterised by brick and concrete warehouse buildings. In 1896, Kensal Gasworks occupied all of the land to the west of Ladbroke Grove between the railway and the canal. The Gasworks was formed of a series of buildings serving the different uses along the coal gas production chain. One of the typologies that emerges through time as a masterplan marker is the coal gas Retort Building. With the future disappearance of the steel framed Gasholders, the only remaining symbol of the heritage of the site, the memory of the Retort Building is brought back to the present as a Masterplan marker to celebrate the industrial spirit of the site. Building 5.1 will thus assume the role of the Plot's marker building.

6.1 Plot 5 - Connection to the wider masterplan

6.1.1 Masterplan Overview

Occupying the Northern edge of the masterplan, Plot 05 establishes itself as a key moment both within a prominent commercial front to the canal edge and also southward into the newly proposed central Avenue.

The massing strategy of Plot 05 consists of three separate elements.

Plot 5.1 acts as a marker moment along the canal. Massing at 14 storeys, it will help act as visual landmark along the canal to signify a moment of threshold behind the masterplan and the canal. The tower aesthetic is reminiscent of the coal shoots and industrial chimneys that once existed along the canal edge.

Plot 5.2/5.3 acts as a horizontal edge to the canal and avenue. With the architecture being derived from historical warehouse typologies that once lined the canal. This helps bound the main commercial avenue.

Plot 5.4 is a lower scale pavilion building, located between Plot 5.1 and 5.2-5.3. It has a predominance of active frontage and naturally invites interaction with the wider masterplan from the towpath edge.



- Key
- Detail plots
 - Outline plots
 - St William owned land

6.2 Plot 5 - Block Form and Arrangement

6.2.1 Plan Form

Plot 05 Originates from an orthogonal grid structure of approx 7.2x7.2. This is triggered by the vision of generous warehouse spaces with evenly spaced-out columns.

The buildings will be spaced to allow for North-South connections between the centre avenue of the masterplan and the canal.

Cores will be positioned away from facades, in order to maximise active frontage in both lower and upper levels. They are shown in black on the adjacent drawings.

The basement will link the three buildings together, enabling the use of shared spaces for plant, bike & bins storage and car park.

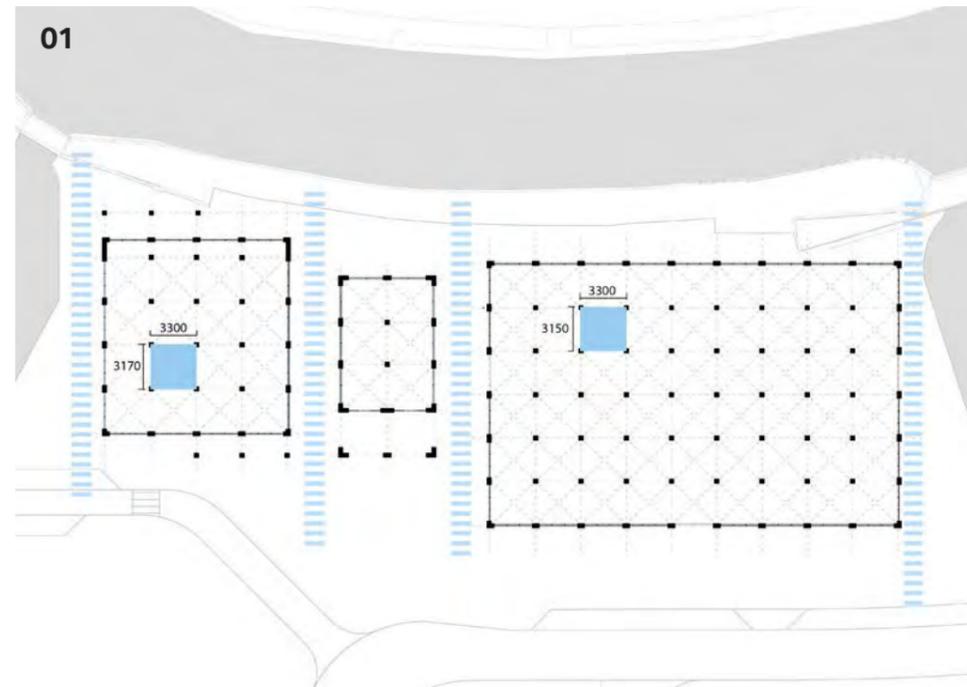


Fig 6.4: Plot 05 - Plan Form

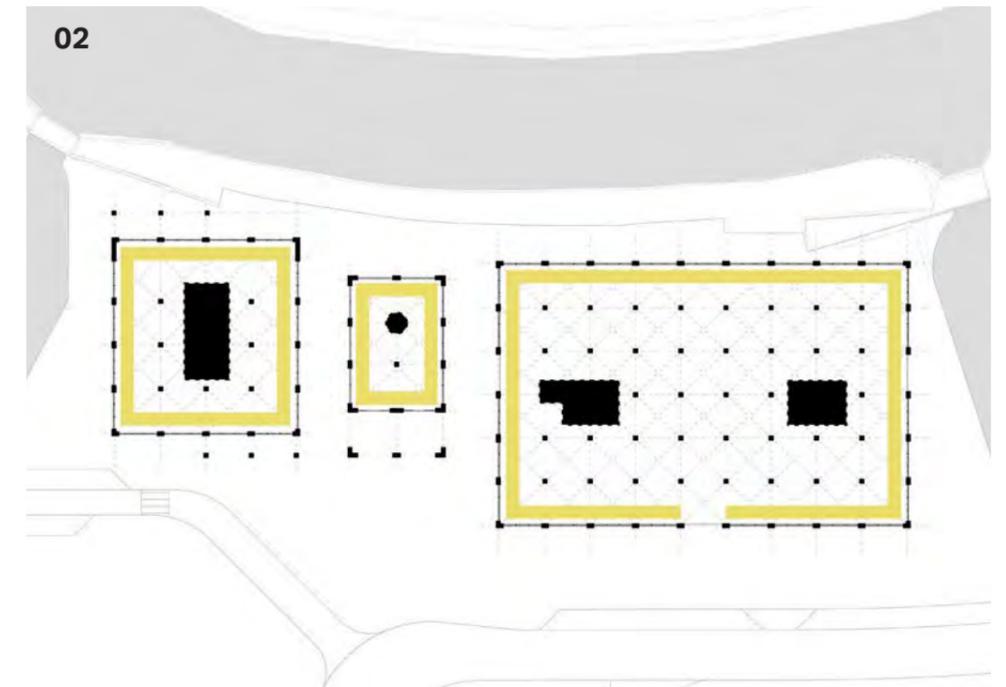


Fig 6.5: Plot 05 - Core Location vs Active Frontage

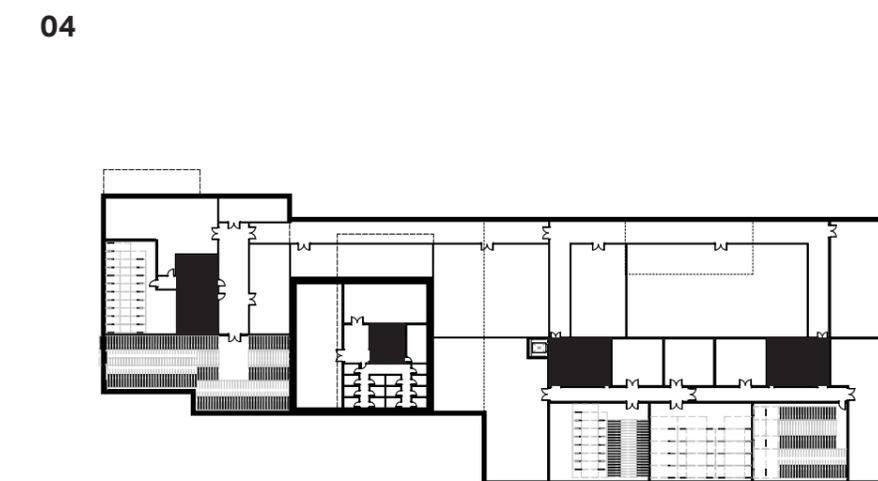


Fig 6.6: Plot 05 - Basement

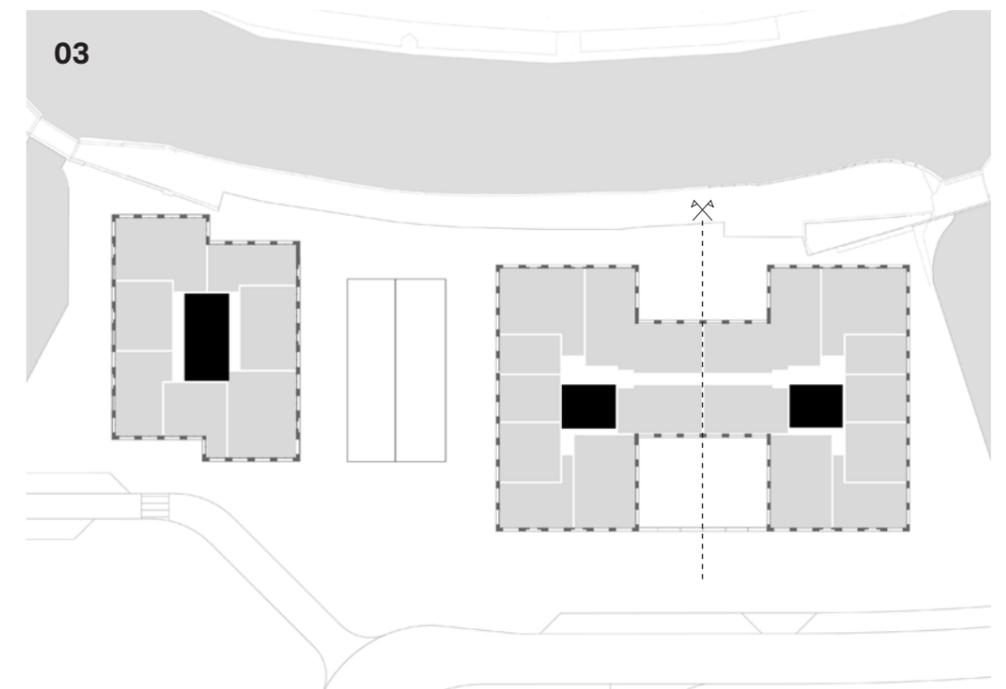
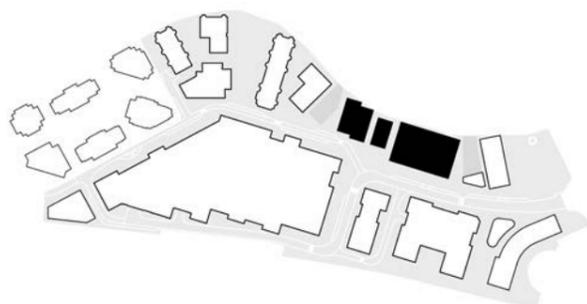


Fig 6.7: Plot 05 - Core Location vs Residential Frontage



6.2.2 Block Arrangement

The buildings in Plot 05 take precedent from former industrial Gasworks buildings on the site. These typologies range from the tall Retort Building to the small station pavilion. The Block, the Marker and the Splitter become the main characters in the composition.

The following diagrams express the relationship between the three buildings, and its character towards the site.

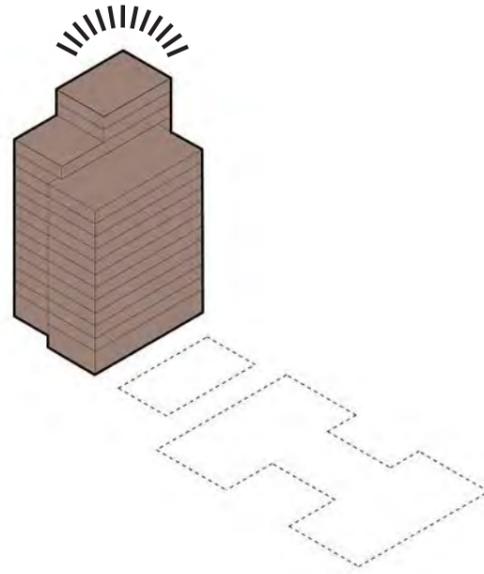


Fig 6.8: Plot 05 - Marker

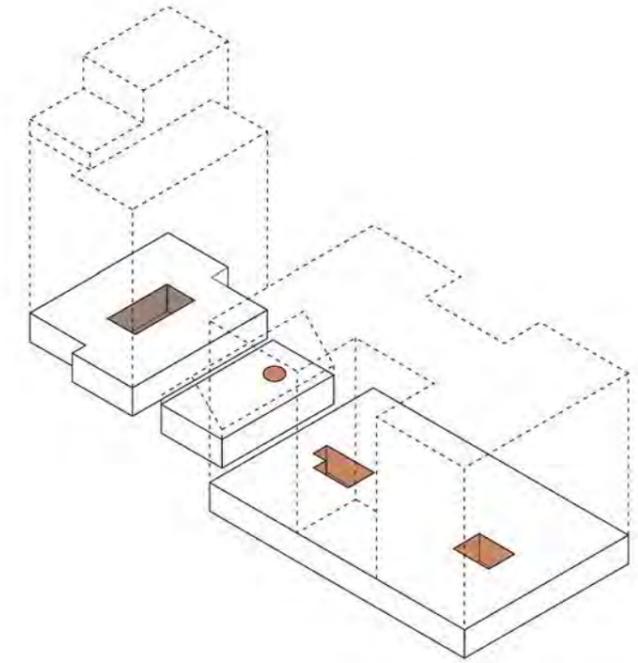


Fig 6.9: Plot 05 - Flexible Base/ Cores

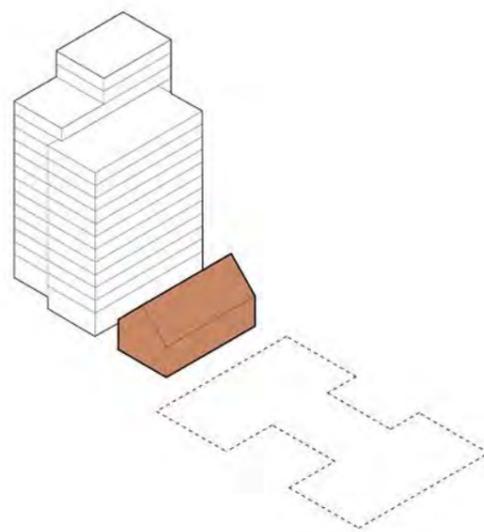
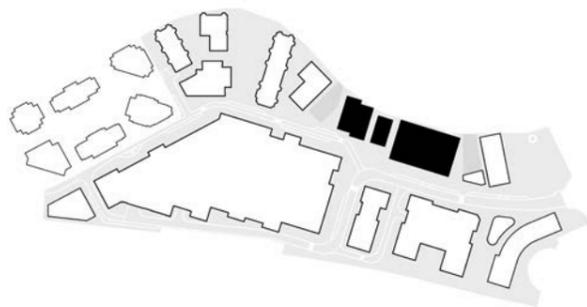


Fig 6.10: Plot 05 - Splitter

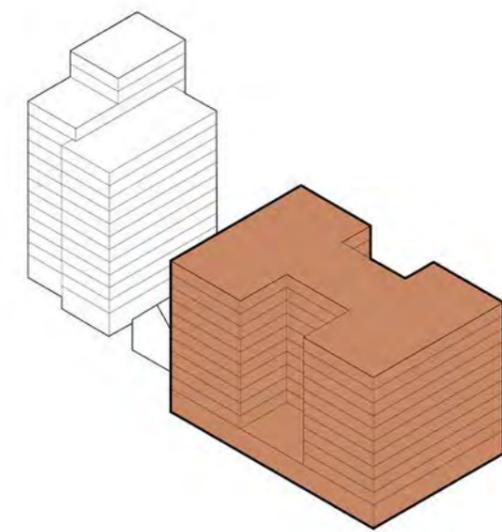


Fig 6.11: Plot 05 - Block

6.3 Plot 5 - Scale and Massing

6.3.1 Block Articulation & Gauging

The Plot is profiled by a series of site constraints that impact its massing and orientation.

Framed between Canal basins, respecting the threshold along the canal becomes a priority towards the North of the site. The blocks are recessed to allow for generous public realm spaces towards the South of the site, along the Avenue. North-South visual connections across the site are a key strategy to blend these two areas together and compose a continuous active frontage along all elevations.

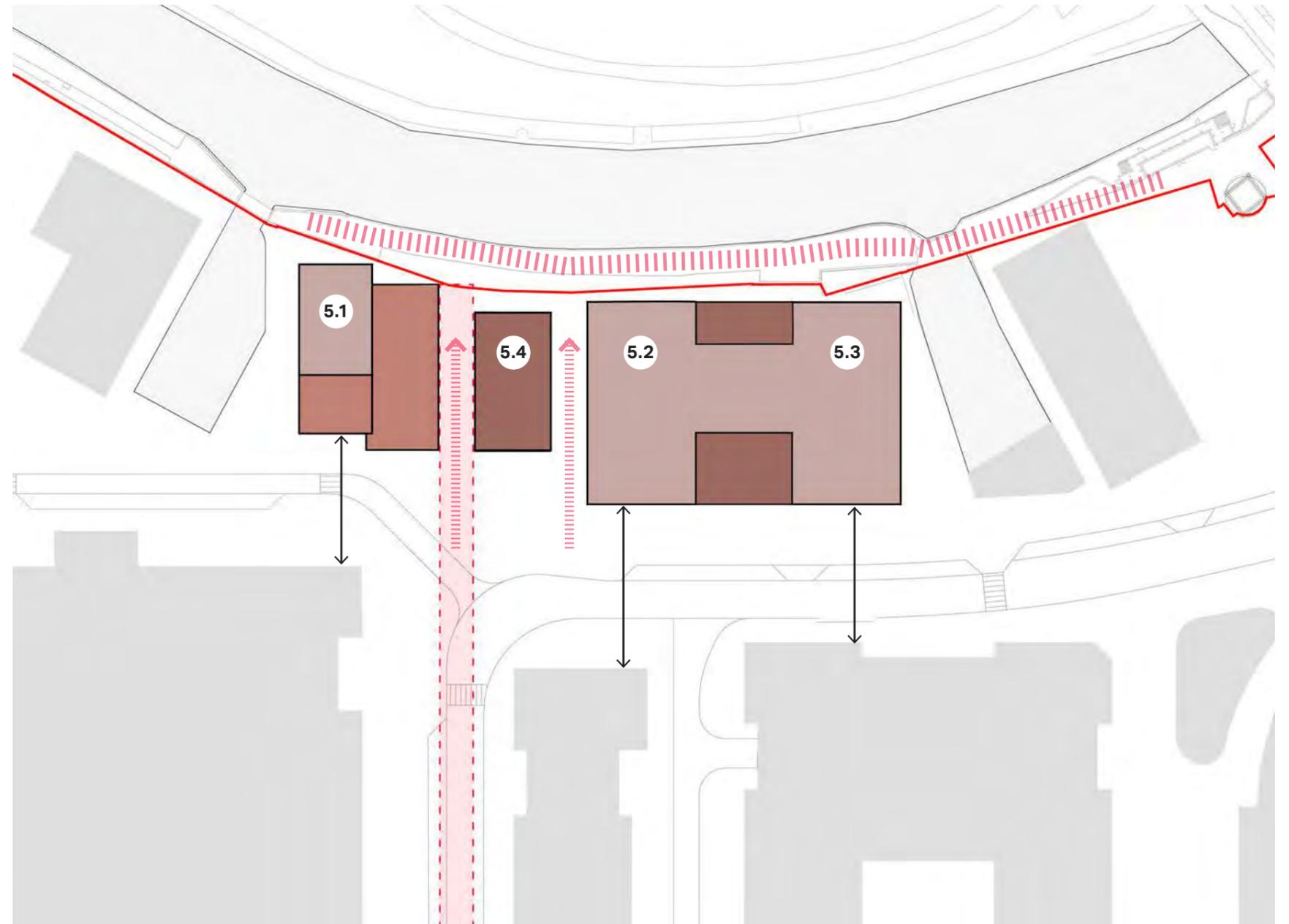
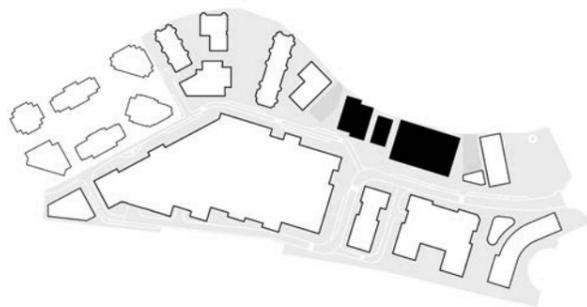


Fig 6.12: Block Gauging



6.3.2 Mass Approach

The approach to height and massing responds to the scale of the adjacent buildings, as well as creating a distinctive and complementary townscape.

The proposed heights seek to respect the requirements of the site allocation and the sensitivity of the area. The massing is broadly broken in four categories, base: body, crown and tower, defining key moments in the masterplan.

The marker building is split into two volumes, breaking the mass, adapting to the plot boundary, and varying heights.

The block building is split in two symmetrical halves, presenting a broad elevation towards the Avenue and a podium level amenity space towards the canal.

Design Guidelines

Massing must be arranged to maximise daylight penetration to units and provide adequate sunlight to the open spaces.

Building design must optimise the orientation of the site with residential buildings predominantly orientated north-south to encourage East-West aspect units

Residential units with dual aspect should be maximised

Blocks must be articulated to maximise the quantum of dual aspect units.

North-facing single aspect units must be avoided

East-West aspect units should be encouraged

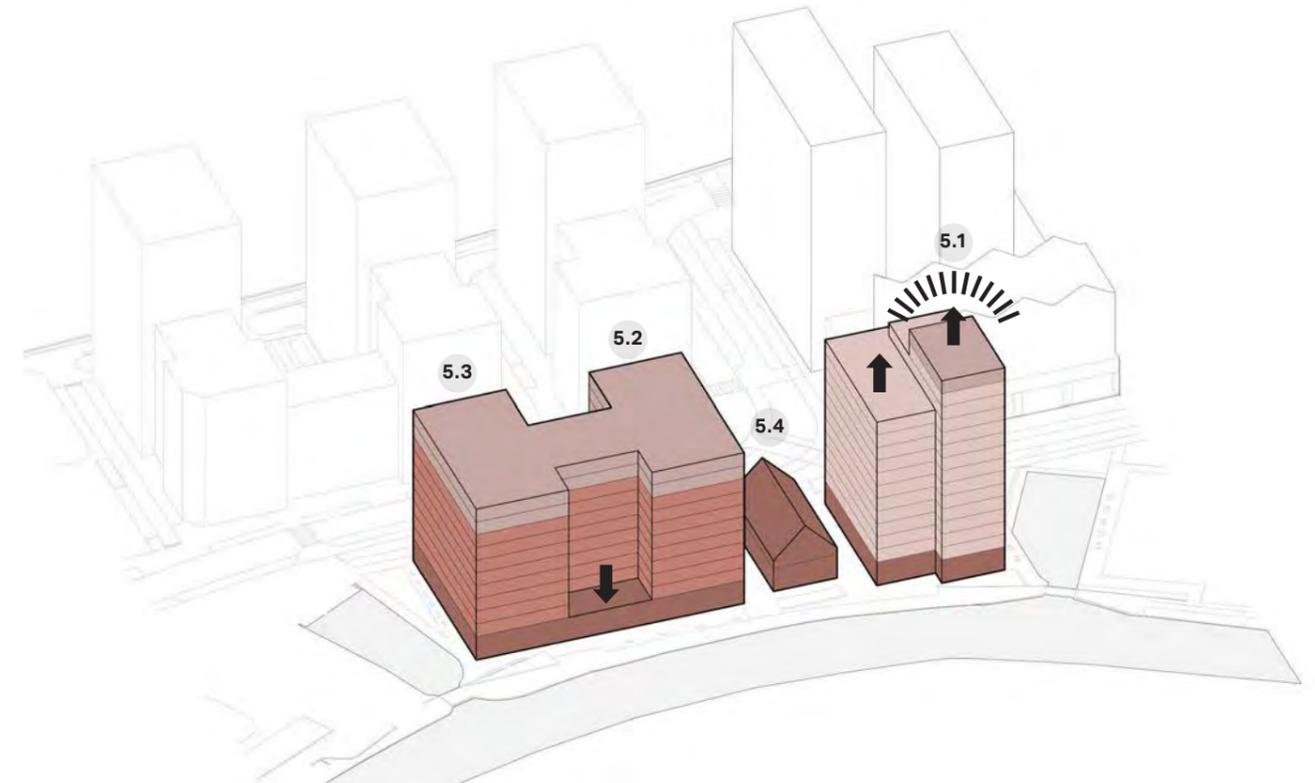


Fig 6.14: Massing concept diagram taken from North East

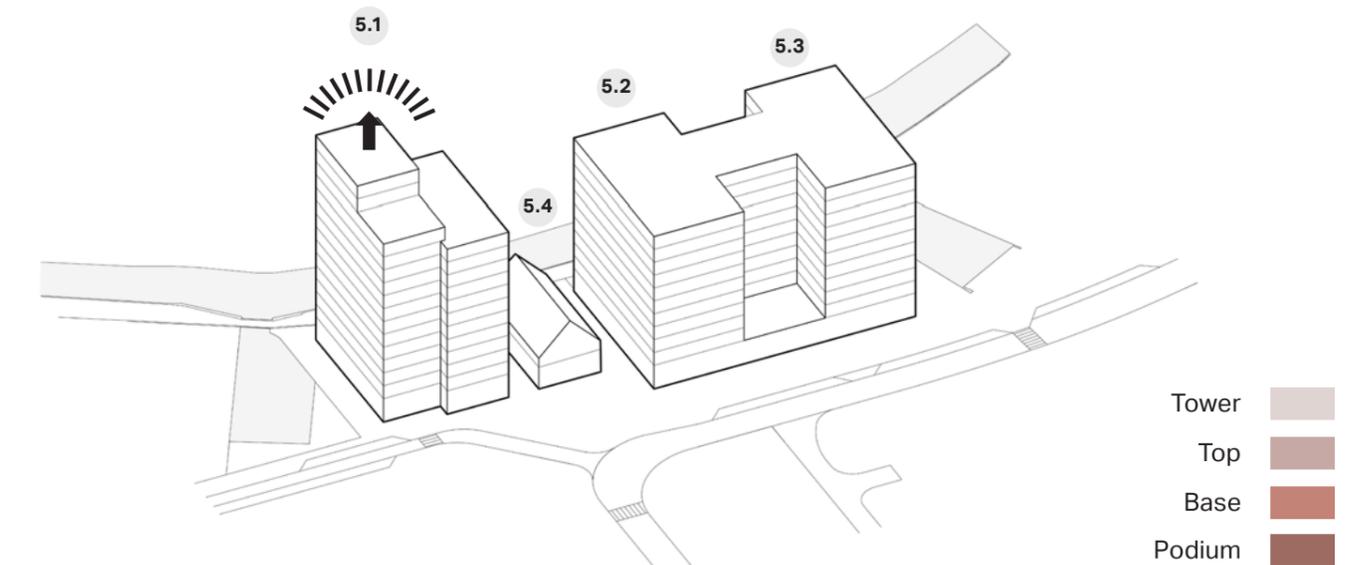
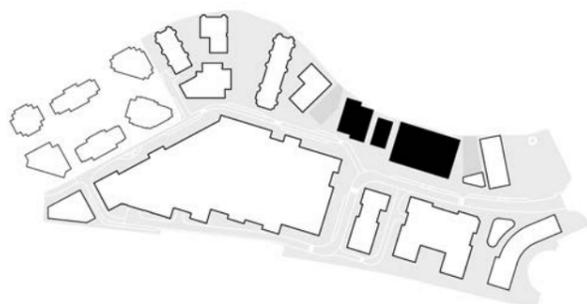


Fig 6.13: Massing Concept Diagram - South-West



6.3.3 Maximum/ Minimum Parameters

The plans, sections and 3D diagrams opposite define the maximum and minimum proposed extents for the building. A 3.5m wide balcony zone surrounds the maximum parameter envelope. Both the minimum and maximum extents have been tested as part of the Environmental Statement (E.S). The balcony zone allows for flexibility on location. All heights shown are expressed as AOD (m).

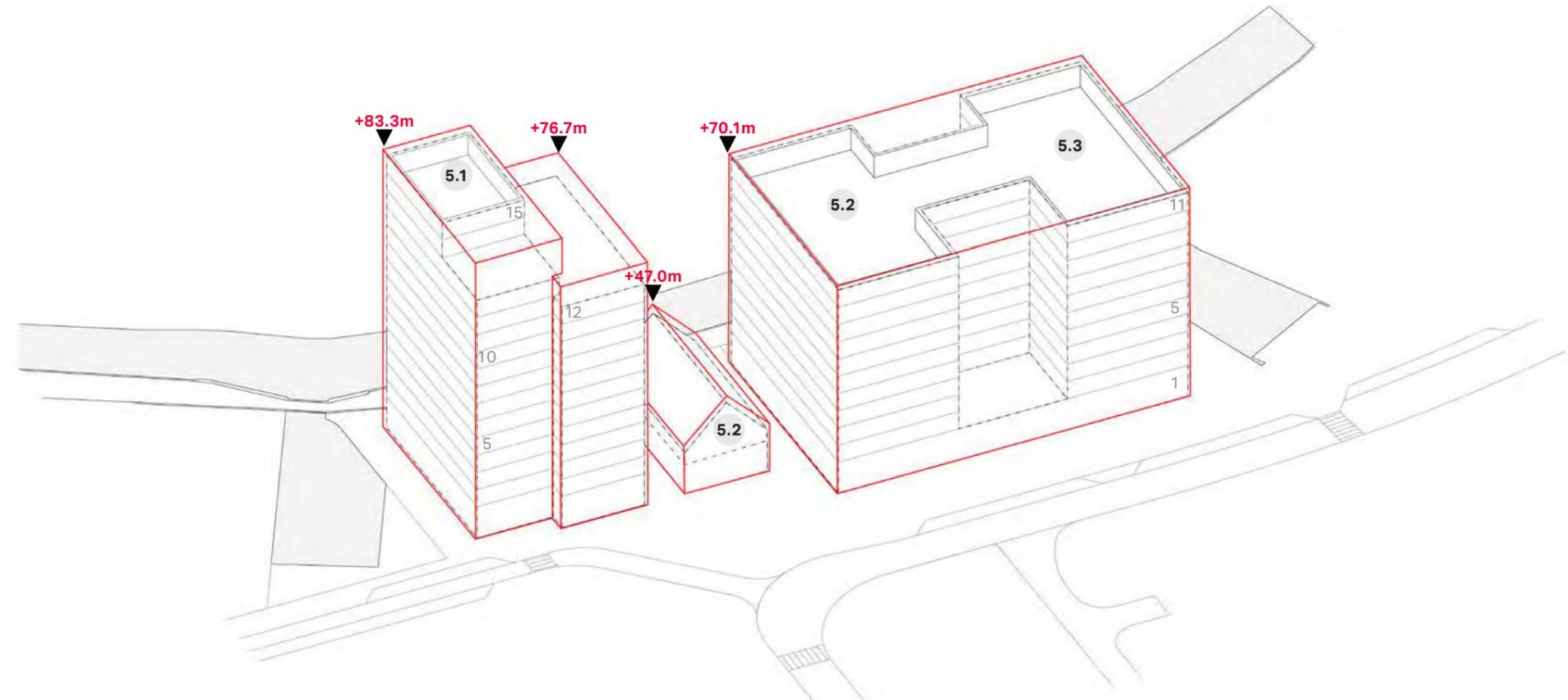
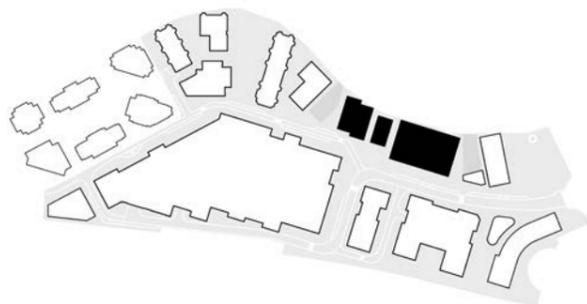


Fig 6.15: Plot 05 - AOD Heights - View from South East



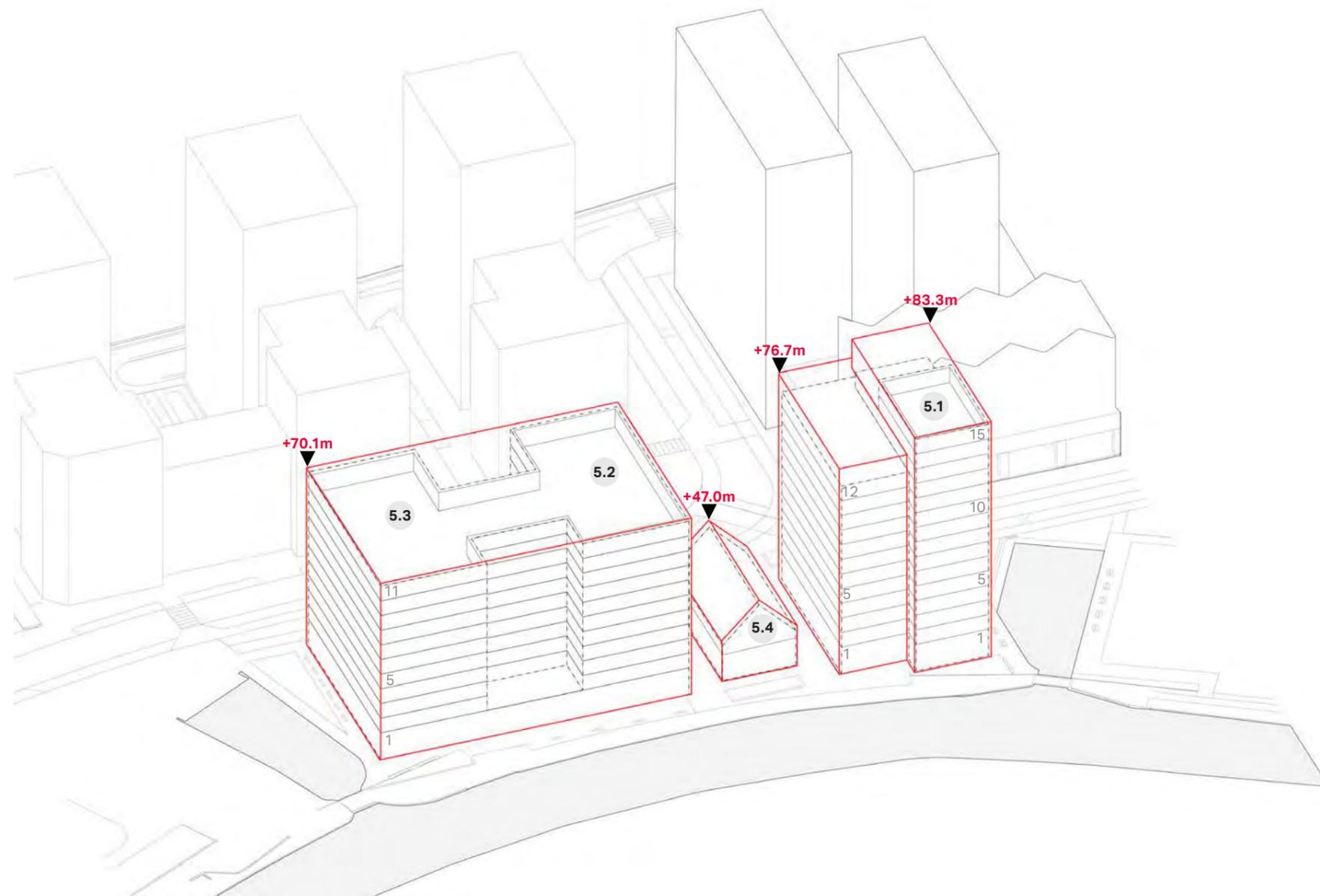


Fig 6.16: Plot 05 - AOD Heights - View from North East

6.3.4 Roof Form

Roof form will follow the hierarchy marked by massing principles, highlighting building 5.1 as the tall marker on the site.

Roofs areas will allow space for communal external amenity spaces as well as other plant uses the building may require including areas for PV panels. Remaining area to be green/brown roof to meet the requirements of GRO Code (2014) with c.100mm attenuation beneath.

The roofs also provide limited attenuation as part of the site SUDS strategy and re-provide a habitat for existing species on site.

Views towards Kensal Green Cemetery and Grand Union Canal should be prioritised for amenity spaces. Plant enclosures, facade maintenance equipment, roof pergolas and other landscaping elements serving communal gardens will be hidden from street sight behind crown parapet.

- Plant
- Green Roof
- Communal Gardens

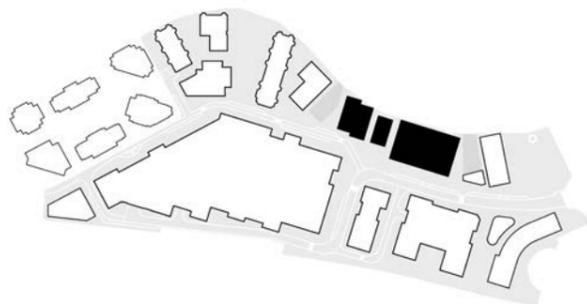


Fig 6.17: Plot 05 - Roof Form South-West View ●



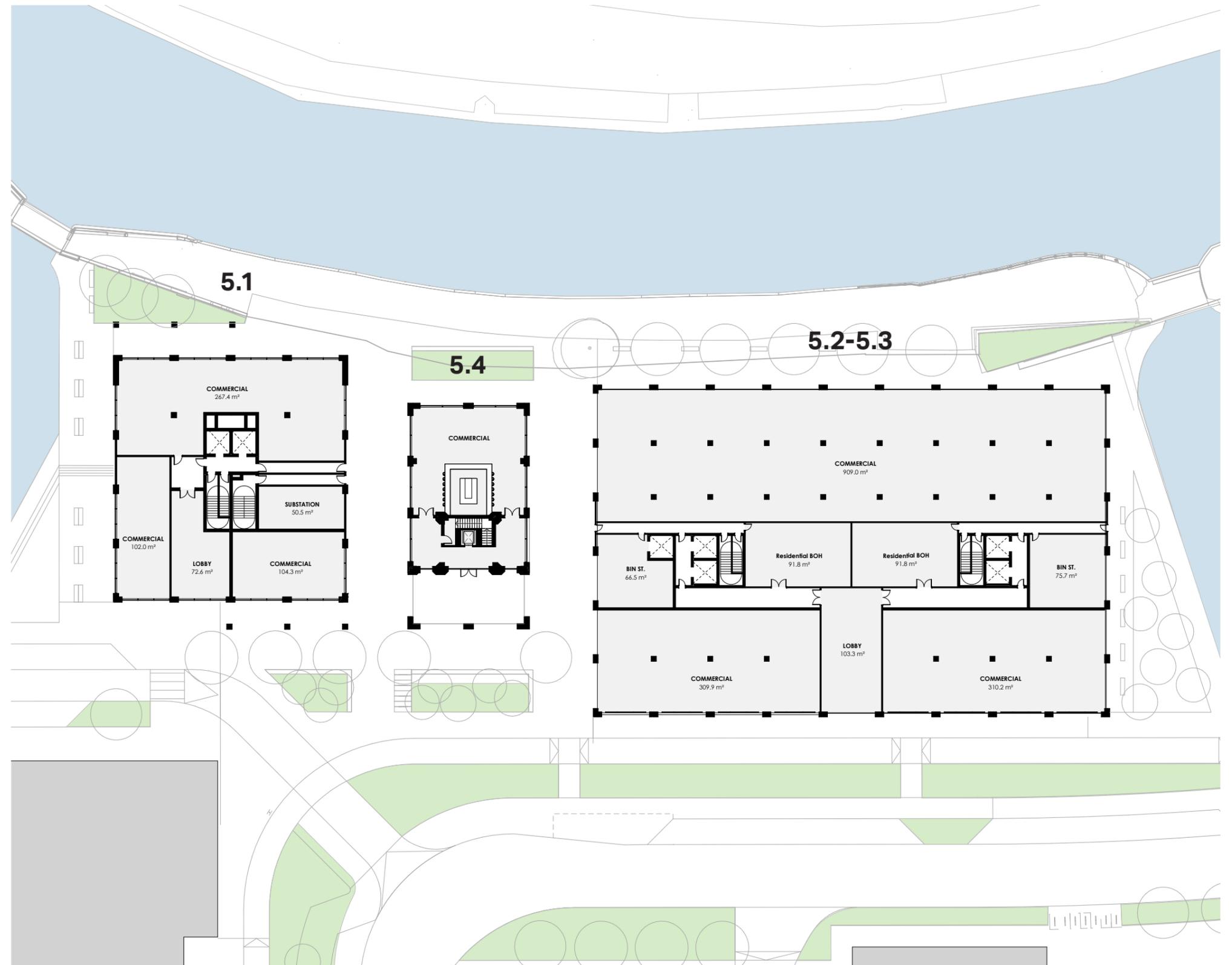
Fig 6.18: Plot 05 - Roof Form North-East View ●

6.4 Plot 5 - Use & Quantum

6.4.1 Plot Use

Commercial and community focused uses are provided at ground floor level of the block, with community use shown indicatively within 5.4. These units are sized to provide useful services to the new residents and the wider community.

Plot 5 consists of a mix of residential (C3) and flexible commercial uses (E1).



Design Guidelines:

Provision of c.230 apartments

Provision of commercial space at ground floor in key locations to provide active frontage

Fig 6.19: Plot 05 - Ground Floor

6.4.1.1 Typical Upper Level

Plot 5 consists of c.230 high quality apartments. The range of units has tested within the parameters. The illustrative design has been designed to include a mix of studios, one, two, three and four bed units, the final mix will be confirmed with the reserved matters application.

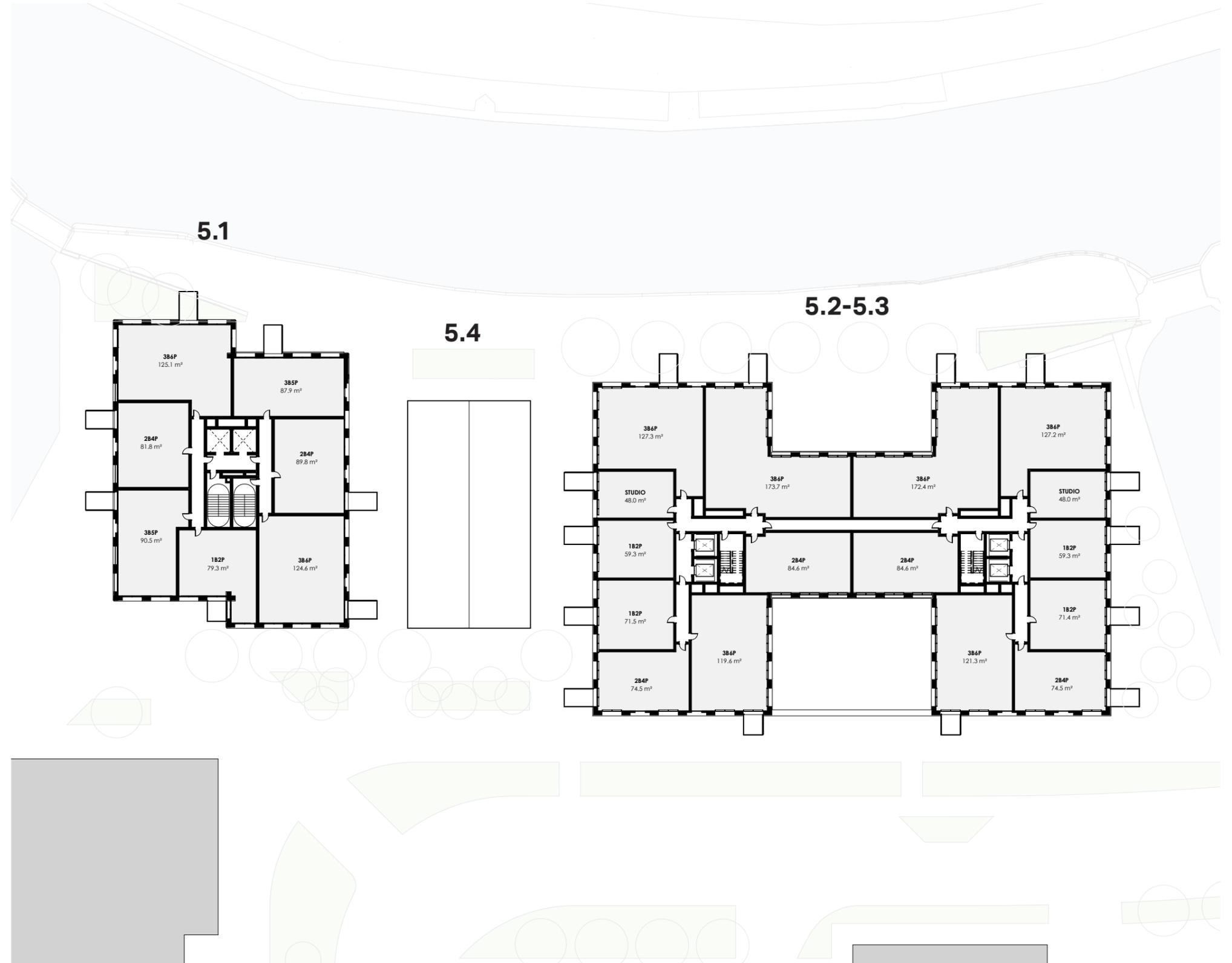


Fig 6.20: Plot 05 - Typical Upper Floor

6.5 Plot 5 - Layout

6.5.1 Private Amenity

External amenity spaces will be embedded within the building's footprint and frame. The historic warehouse typology the building references assumes a bloc-type elevation with no projecting elements other than reveals and corncing. These recessed balconies will add depth to the facade without compromising the expressed grid.

Design Guidelines

All units must have a private amenity space

Balconies will be positioned primarily in building corners to gain double orientation

All balconies must be designed to mitigate wind and daylight factors.

North-facing balconies must be avoided if not double-aspect

South-facing balconies must extend the width of the apartment they serve, to protect from sun exposure.

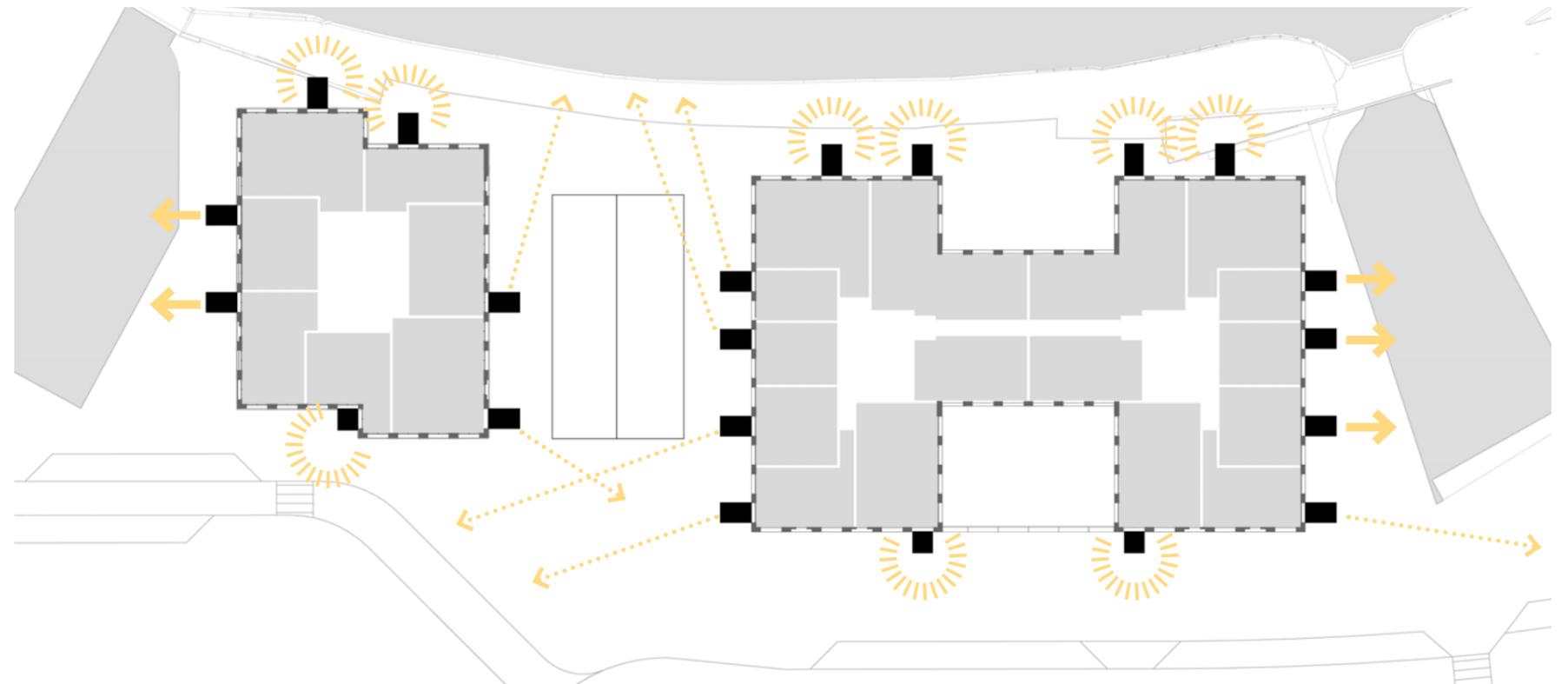


Fig 6.21: Plot 05 External Amenity Spaces - Private

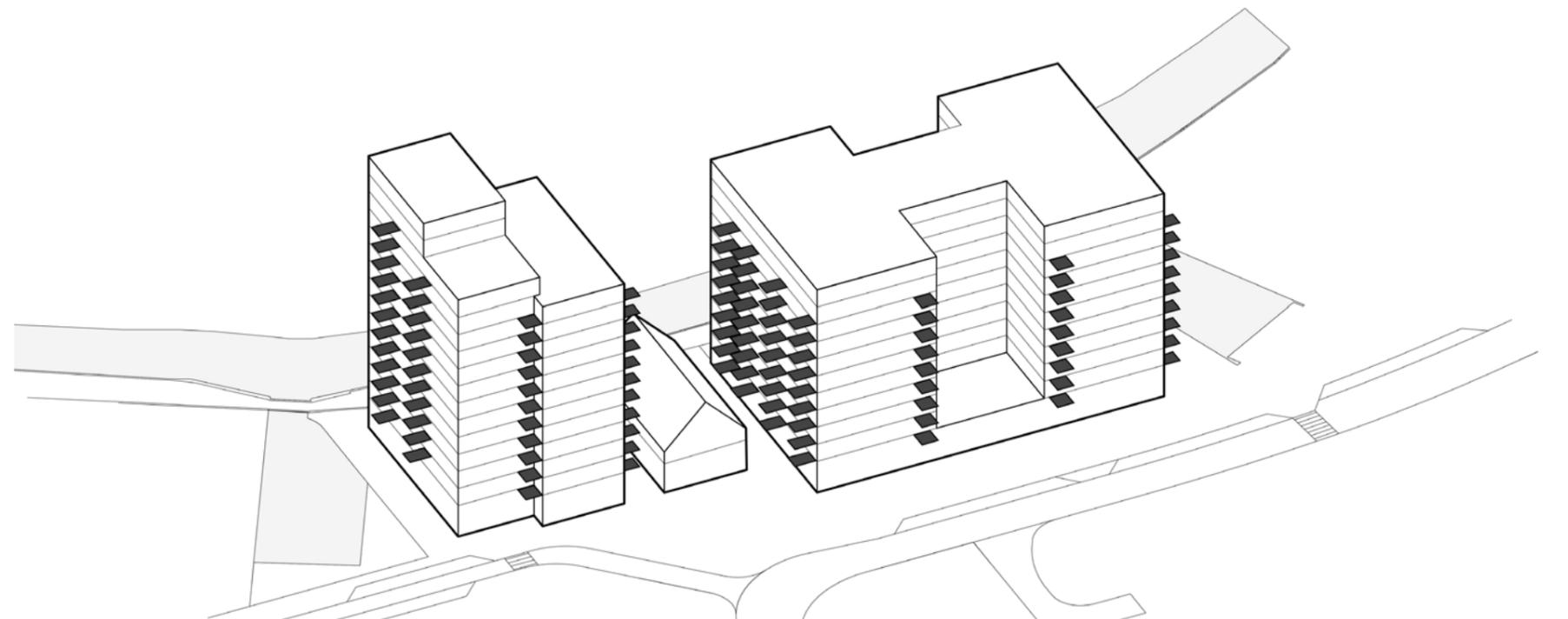
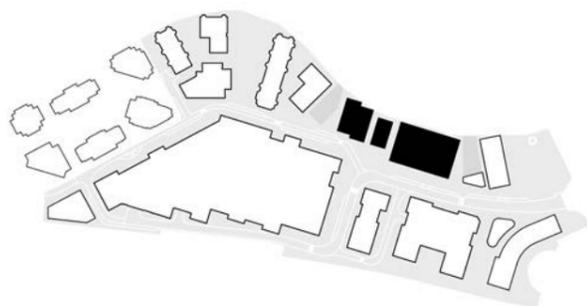


Fig 6.22: Plot 05 External Amenity Spaces - Private

6.5.2 Building Access

Principle access points to the plot are from the north and south facade, regardless of the use class. The main residential entrances are then located on the south facades, liberating the central east and western flanks for service, plant and and escape requirements.

The strategy is to prioritise the development of a generous public realm towards the North and South elevations and minimise vehicle layby and other service infrastructure requirements to the south of the plot where possible.

The anticipated cycle numbers calculated are based on the adopted London Plan.

-  Access Point- Lobby
-  Masterplan Bike Route
-  Bike Access
-  Bike Storage Room
-  Escape route
-  Resident Access
-  Central East/West flanks

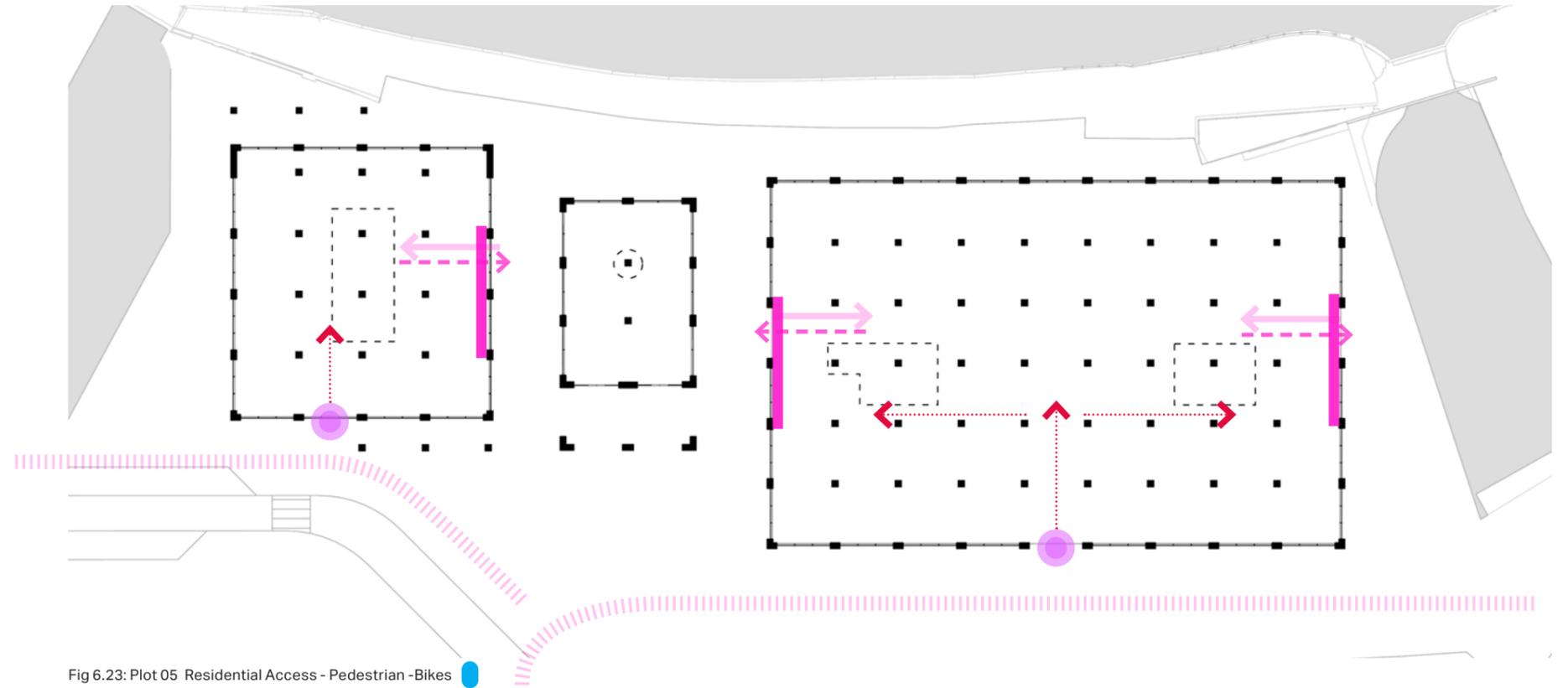


Fig 6.23: Plot 05 Residential Access - Pedestrian -Bikes

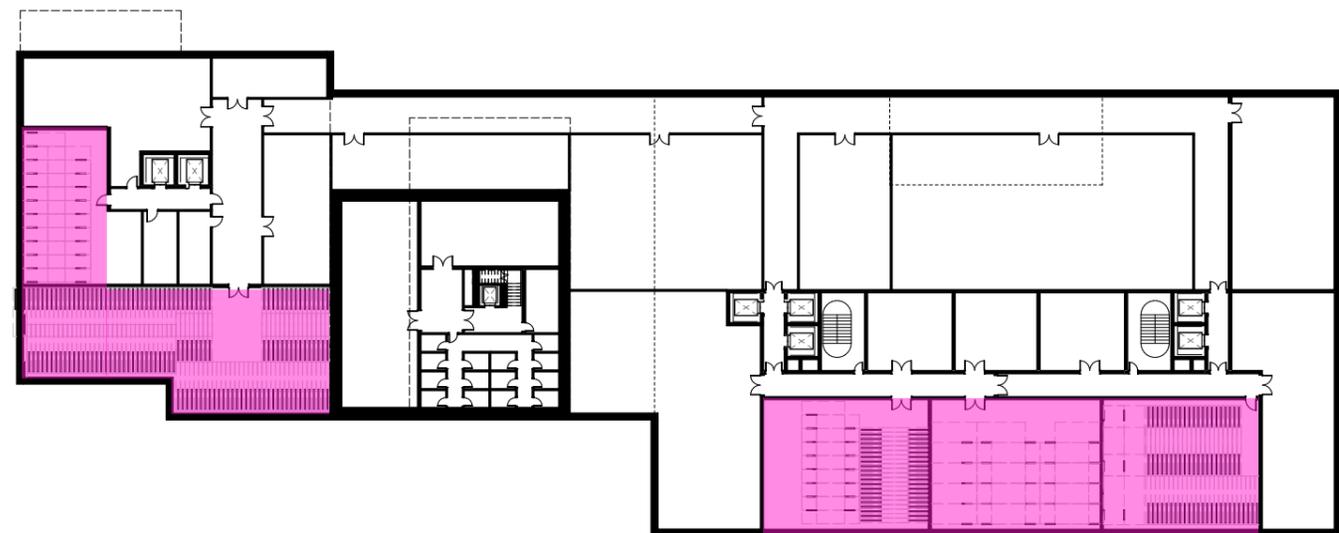
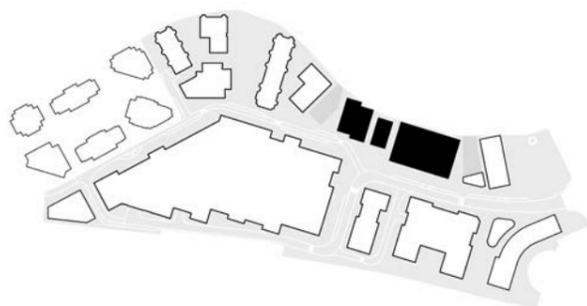


Fig 6.24: Plot 05 Residential Access - Pedestrian -Bikes

6.5.3 Building Access

Ancillary and plant access points will be located along the side streets. This will allow for as much commercial & Community frontage as possible across all elevations.

Refuse and recycling stores have been calculated using local authority management guidelines for Architects and Property Developers and BS 5906:2005 waste management in buildings- code of practice.

- Communal Bin Storage
- General Bin Storage
- Refuse Vehicle Access
- Bin presentation area and collection point
- Plant Maintenance Vehicle Access (occasional)
- Plant

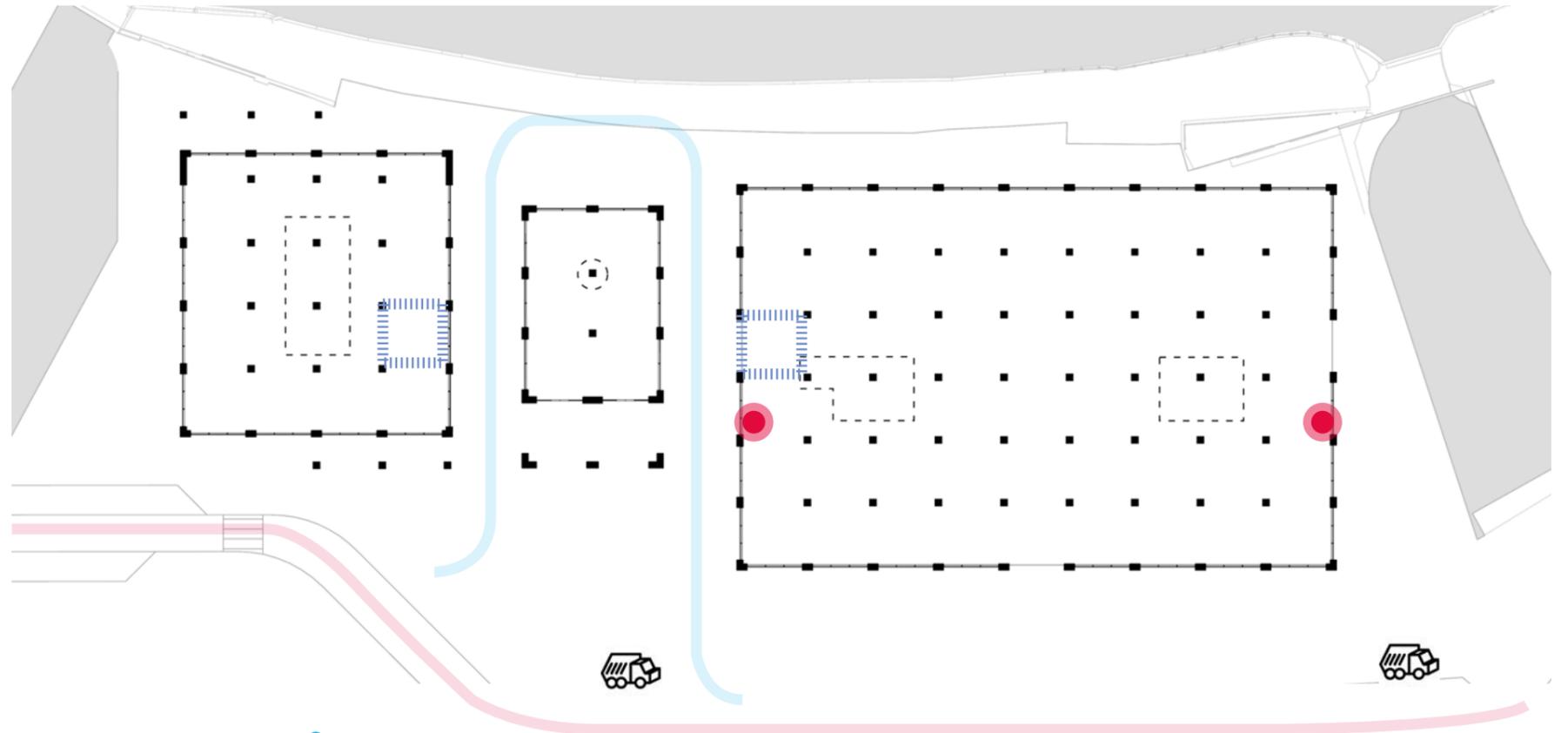
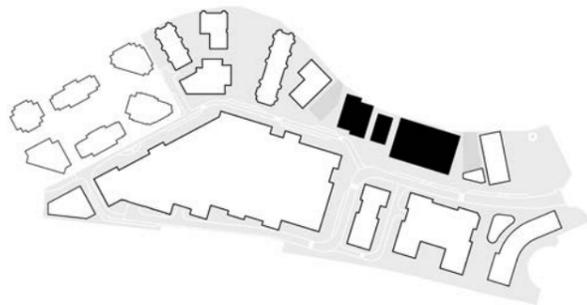


Fig 6.26: Plot 05 Level 00 core positions

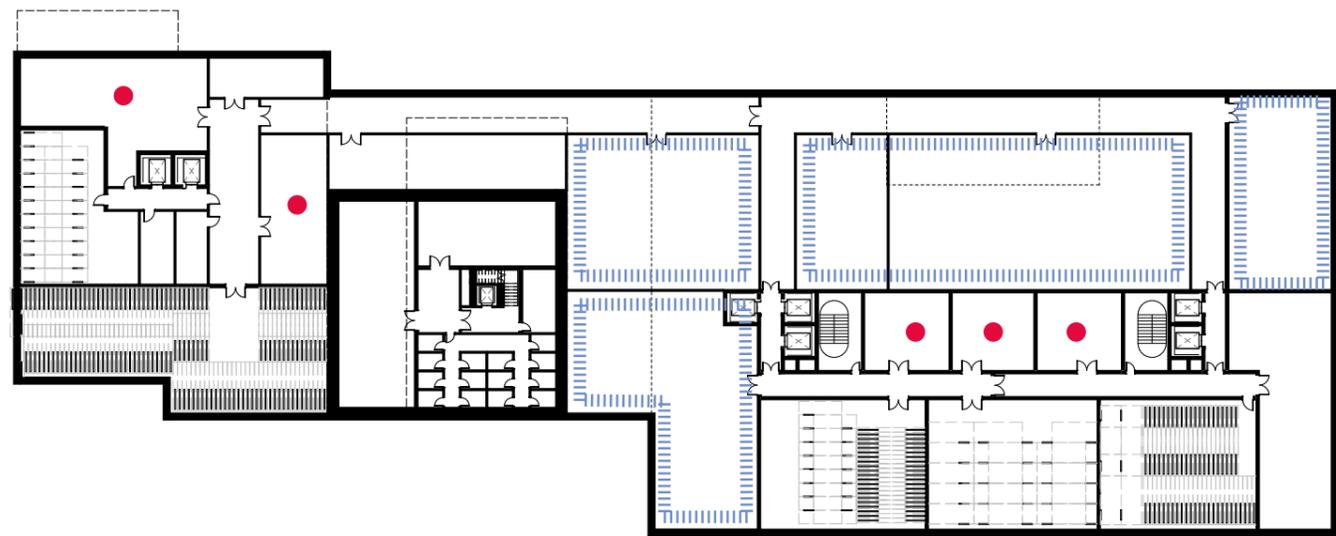
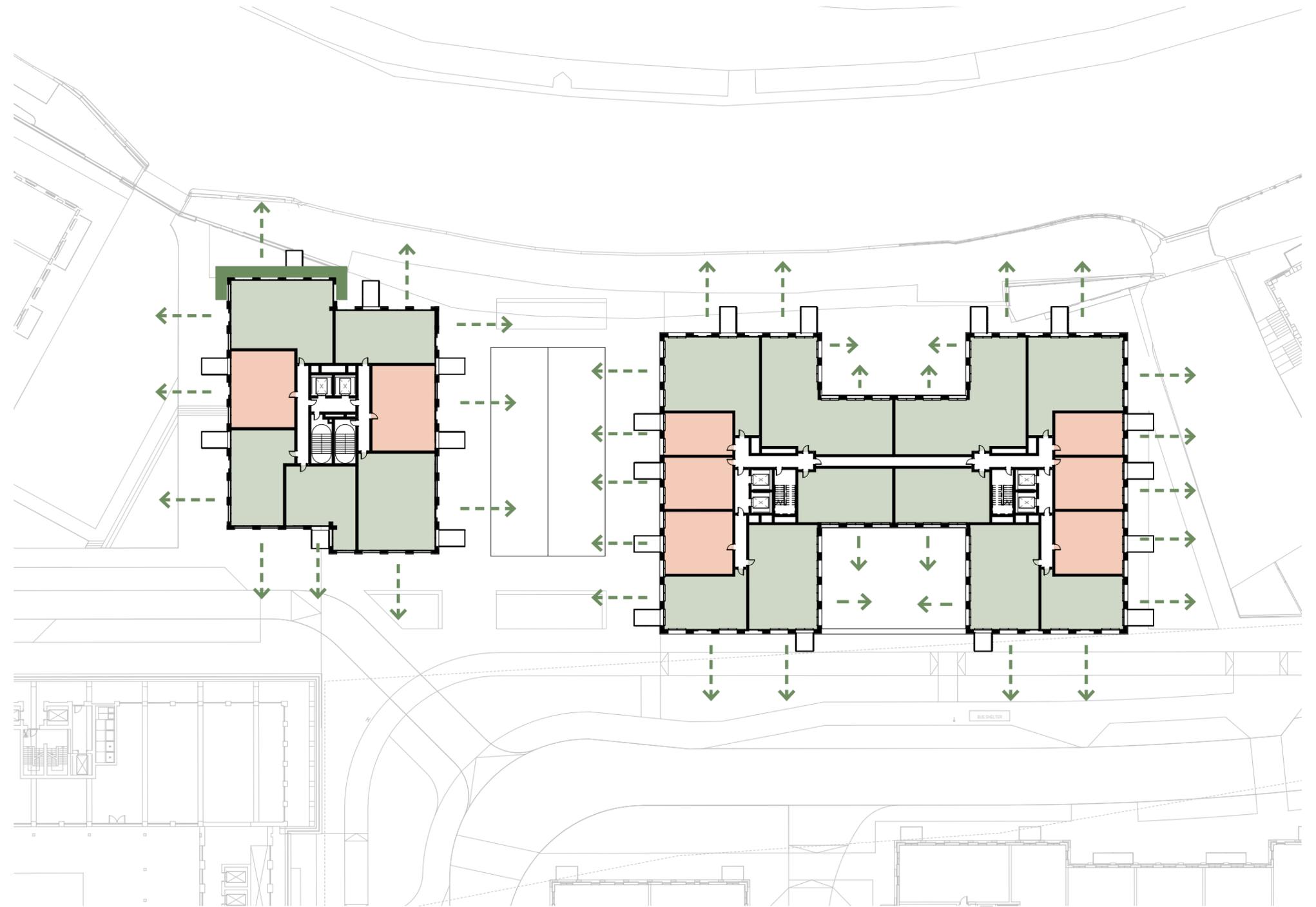


Fig 6.25: Plot 05 Refuse and Plant - Basement

6.5.4 Orientation & Aspect

The illustrative scheme provides for a range of unit sizes and tenure mix, based around central cores to all massing elements. This arrangement allows for a maximisation of dual aspect and east and west facing apartments, as well as a range of subdivision of internal space to create a mix of unit sizes.



Design Guidelines

Residential layouts must be articulated to maximise the quantum of dual aspect units

North facing single aspect units must be avoided

Single aspect east and west facing units are acceptable but are to be limited where possible

The north facing elevation and uppermost 'crown' level of plot 5.1 must be given particular architectural consideration given it acts as a marker on the canal edge to the reinstated basin.

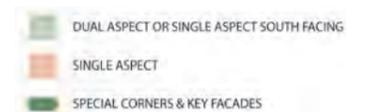


Fig 6.27: Plot 05 - Maximise dual aspect apartments

6.6 Plot 5 - Active Frontages

6.6.1 Frontages

As the lower level will be reserved for commercial spaces and activities directed to the public, frontages will be designed following permeability principles which will allow for the internal spaces to somehow participate in the public realm.

The analysis of the area identifies three key frontage types: Towards the avenue, towards the Canal, and towards side streets. Frontages towards the Avenue will be reserved for key high street commercial activities. Areas towards the North of the site, facing the Canal will be more suitable for community-oriented activities and outdoor cafes.

However varied the activities these ground floor areas hold, the facade expression towards the street will be as unified as possible, following general proportions and layering rules which will apply across all elevations.

Design Guidelines

A minimum of 75% of active frontage must be provided on the building façades facing onto key routes and public spaces

Long contiguous inactive frontages facing onto the public realm must be avoided to provide passive surveillance and discourage anti-social behaviours.

Active frontages to have a flexible design to be easily adaptable to a wide range of uses

The design of permeable façade must consider the character and the proportions of surrounding buildings.

Blank walls along ground floor elevation must be minimised.

Awning, fixed shading and canopies may be used around open spaces to encourage activities and provide shelter for outdoor areas



Fig 6.28: Plot 05 Key Frontages Ground Floor

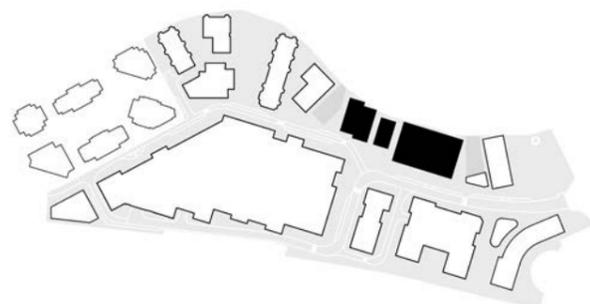
NON-RESIDENTIAL USE KEY:	INDICATIVE PLANNING USE CLASS:
Site Parcel Hub	CLASS E
Sainsbury's Store	CLASS E
Restaurant & Cafe	CLASS E
Independent Retail	CLASS E
Workshop / Flexible Workspace	CLASS E
Leisure & Service	CLASS E / SUI GENERIS
Anchor Commercial Space	CLASS E
Commercial Space	CLASS E
Cycle Hub	CLASS E
Pavilion Building (Bar / Bistro)	CLASS E / SUI GENERIS
Club Entrance Building	SUI GENERIS
Creche	CLASS F
Community Space	CLASS F
Office Space	CLASS E

- Detailed Application Footprint
- - - Outline Application Footprint
- Planning Application Boundary

NOTE:
• USE TYPE/ CLASS TO BE AGREED BY CLIENT TEAM

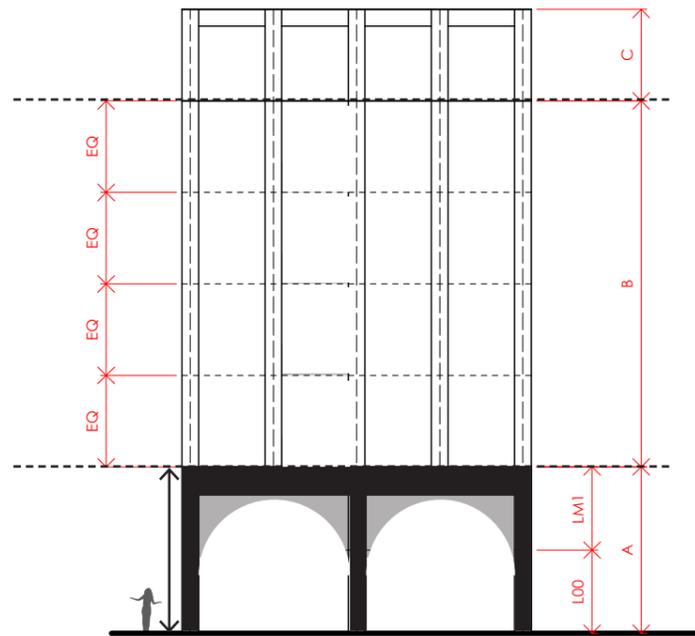


Fig 6.29: Plot 05 Non Residential Use Plan

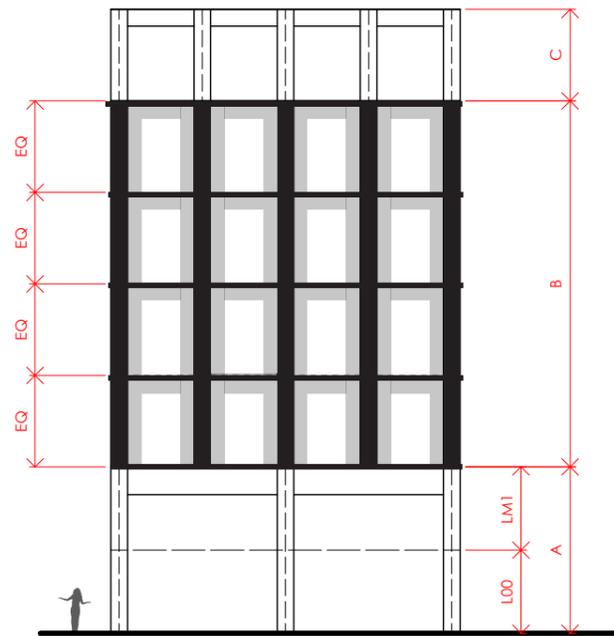


6.7 Plot 5 - Facade Approach, Materiality & Detailing

1 - BASE



2 - BODY



3 - CROWN

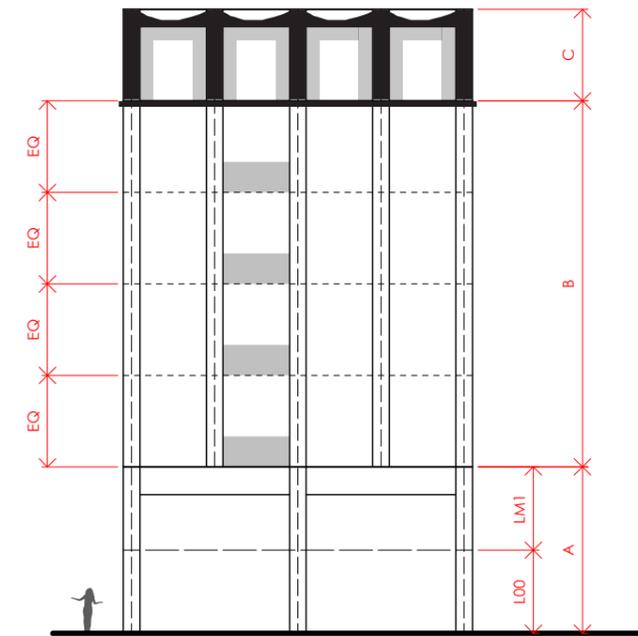


Fig 6.30: Plot 05 Elevation Structure

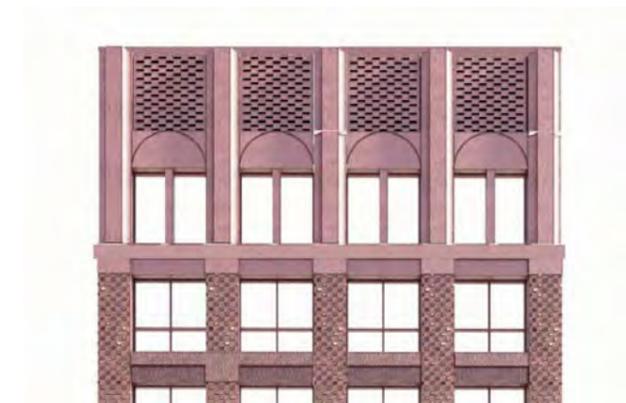


Fig 6.31: Plot 05 Elevation - Appearance

6.7.1 Materials and Detailing

The elevational treatment is ordered and rational taking its cue from its existing heritage and context; tough and robust but timeless.

The robustness of the building, which resonates with the industrial heritage of the site, will be expressed by a clear uniform facade grid and a clear hierarchy of elements that will prioritise the presence of mass against void.

Other ornamental elements may be introduced to express depth and structure, but never compromising the orthogonal frame, void-fill proportions, or footprint.

Design Guidelines

The elevation will be structured following principles of base, body and crown, expressed by facade treatment

Building facade must have an ordered fenestration pattern

Any mitigation measures for noise, light or privacy must be integrated in the design character of the facade

Plant enclosures, facade maintenance equipment, roof pergolas and other landscaping elements serving communal gardens will be hidden from street sight behind crown parapet.

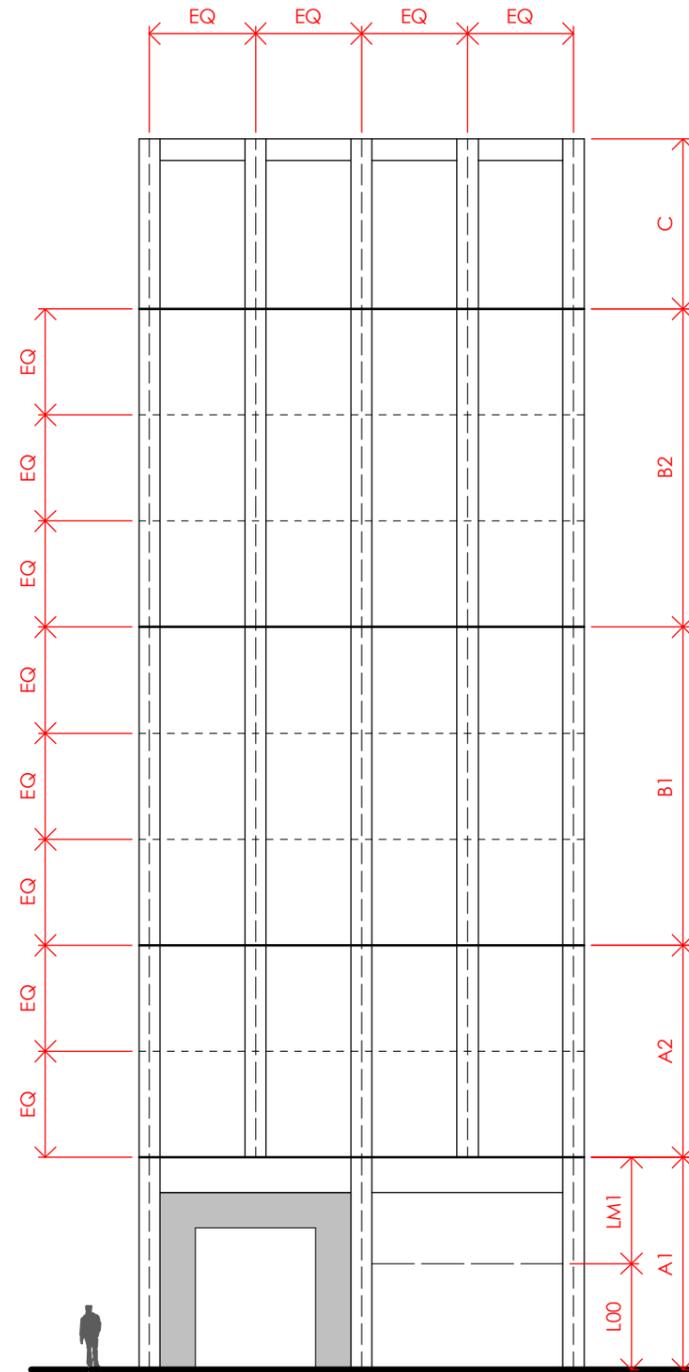
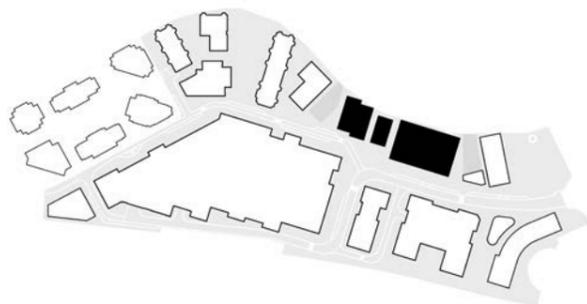


Fig 6.32: Plot 5.2 - 5.3 Facade Hierarchy

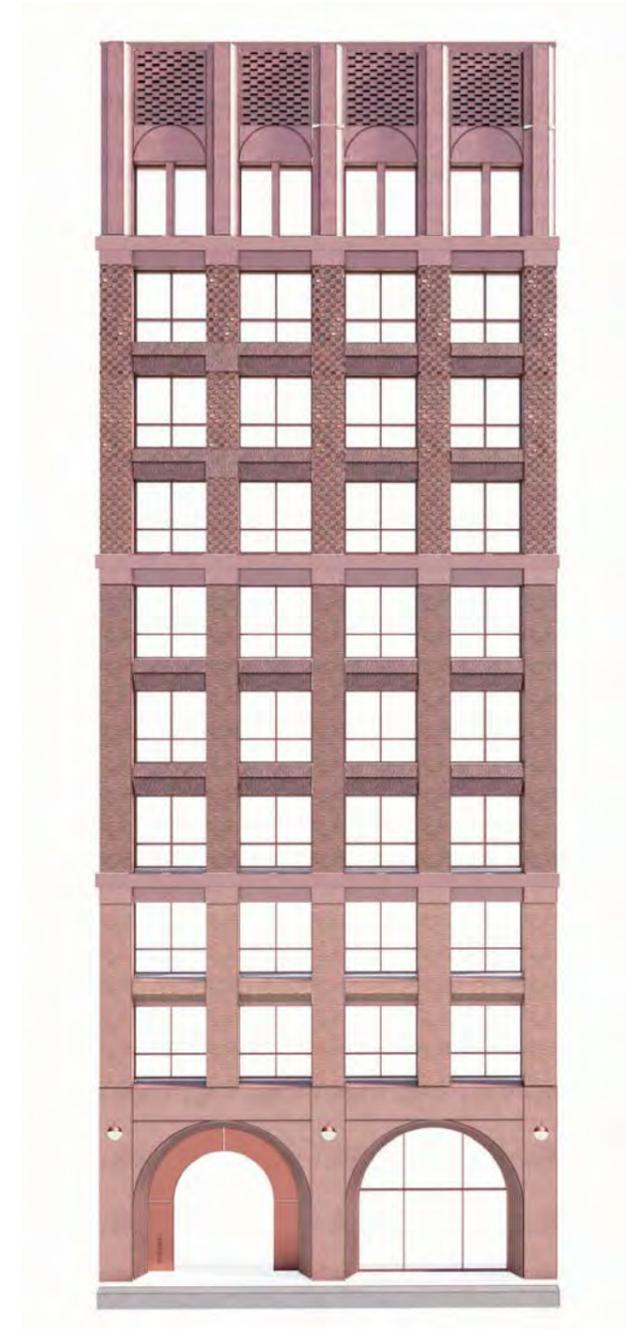


Fig 6.33: Plot 5.2 - 5.3 Facade Expression

6.7.2 Materials and Detailing

In order to reinforce the narrative, the materials chosen should take precedent in XIX, XX century industrial typologies. The proposed colour palette has thus been limited to red clay brick tones.

The choice of two brick types and use of acid etched and fairfaced concrete emphasise the solidity and permanence of the buildings (refer to DAS Chapter 04)

Precast concrete panels will be applied to the base, enabling wide double-bay openings for commercial spaces. Concrete cornicing and ledging will be as well be used to express facade hierarchy, looking to create depth and movement effects.

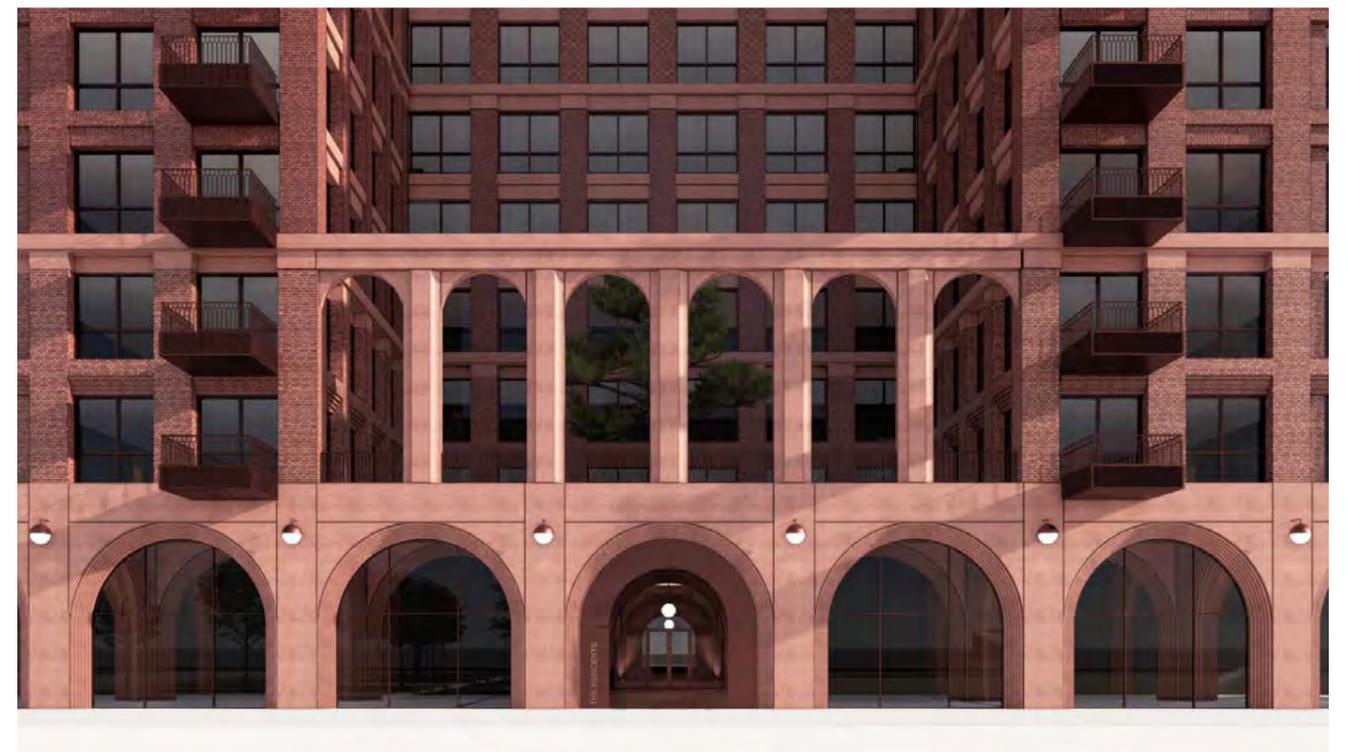
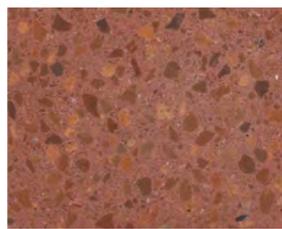
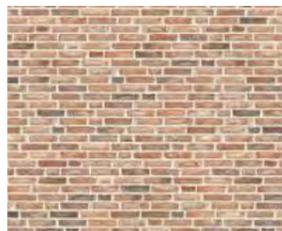
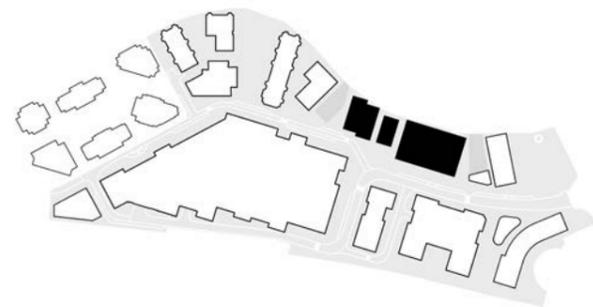
Ornamentation is thus achieved by change of textures and colour toning, rather than overpowering elements added to the facade composition.

Design Guidelines

Materials must be durable to minimise need of maintenance and remain attractive throughout the building life

Materials must be robust and must weather well

All building facades must have a minimum of a full brick reveal.



Plot 06

Introduction and vision

Plot 6, positioned at the entrance threshold of the site, holds significant prominence and visibility. It is of utmost importance that the design for this plot exemplifies the masterplan's commitment to delivering a series of developments that enrich the landscape. Constructed from premium materials, the development should bring about a substantial enhancement in terms of functionality, aesthetics, and overall environment compared to the existing site.

A key element of the plot should be a meticulously designed, publicly accessible landscaped garden. This garden, managed and maintained to the highest standards, will serve as a captivating backdrop. It will not only provide an inviting space for the residents of the new masterplan but also become a cherished addition to the broader Ladbroke Grove community.

The building's massing should be positioned in such a way that it serves as a complementary backdrop to the exquisite landscaped garden. Commercial units, strategically located along the perimeter of the ground floor, will create an engaging and active boundary, enhancing the overall appeal of the garden and the adjacent basin.

To achieve a harmonious integration between the plot and its surroundings, the design must incorporate white or light-coloured, high-quality materials. Drawing inspiration from the neighbouring Regency architecture, the plot and its landscape should seamlessly blend together, creating a visually pleasing composition. Please refer to the accompanying examples for a better understanding of the desired aesthetic harmony.



Fig 7.1: Regency examples. Note the light materials of the buildings that act as a backdrop to the rich landscaped gardens.



Figure 2. Possible urban scheme: the building site as a backdrop to the publicly accessible landscaped garden in the foreground.



Fig 7.3: A colonnaded connection route will be introduced on the ground floor of Plot 06, seamlessly linking the landscaped garden on the eastern side with the basin, which forms the western boundary of the plot.

The existing canal basin serves as the western boundary of the plot. Enhancements will be made to improve connectivity and engagement with the water. Efforts will be made to create better access points, allowing for increased interaction and utilization of the basin. It is worth noting that the basin will continue to be utilized by the London Sport Trust, a local charity that plays a crucial role in providing sports opportunities for both young children and adults. In addition to promoting physical activity, the organization contributes to the development of essential life skills.

Furthermore, significant improvements will be made to the connections leading to the canal edge towpath located to the north. Given that the towpath sits approximately 3 meters higher than the basin edge, it is essential to ensure safe and well-lit environments for people to access. This consideration prioritises the creation of secure and inviting pathways that facilitate convenient access to the towpath, enhancing the overall user experience.



Fig 7.4: Illustrative design of the improved access up to the northern canal towpath.



Fig 7.5: Illustrative scheme viewed from Ladbrooke Grove.

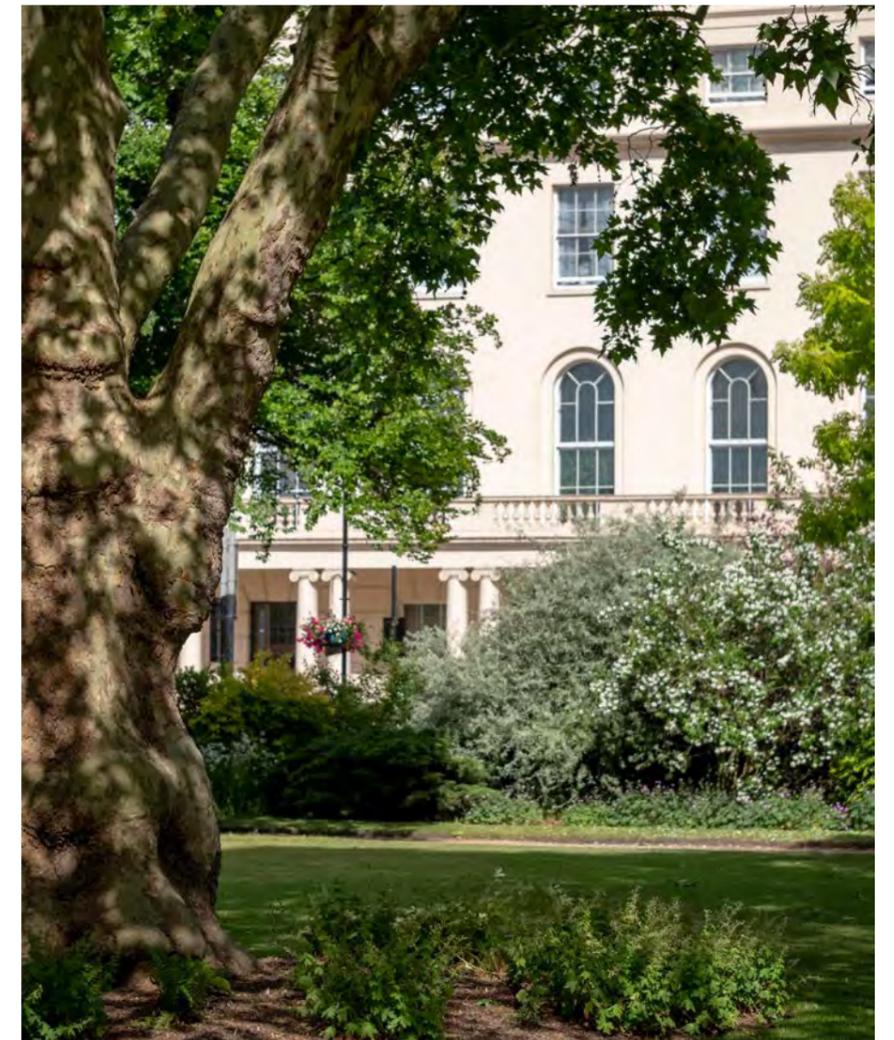


Fig 7.6: Regency examples that have informed the illustrative design.

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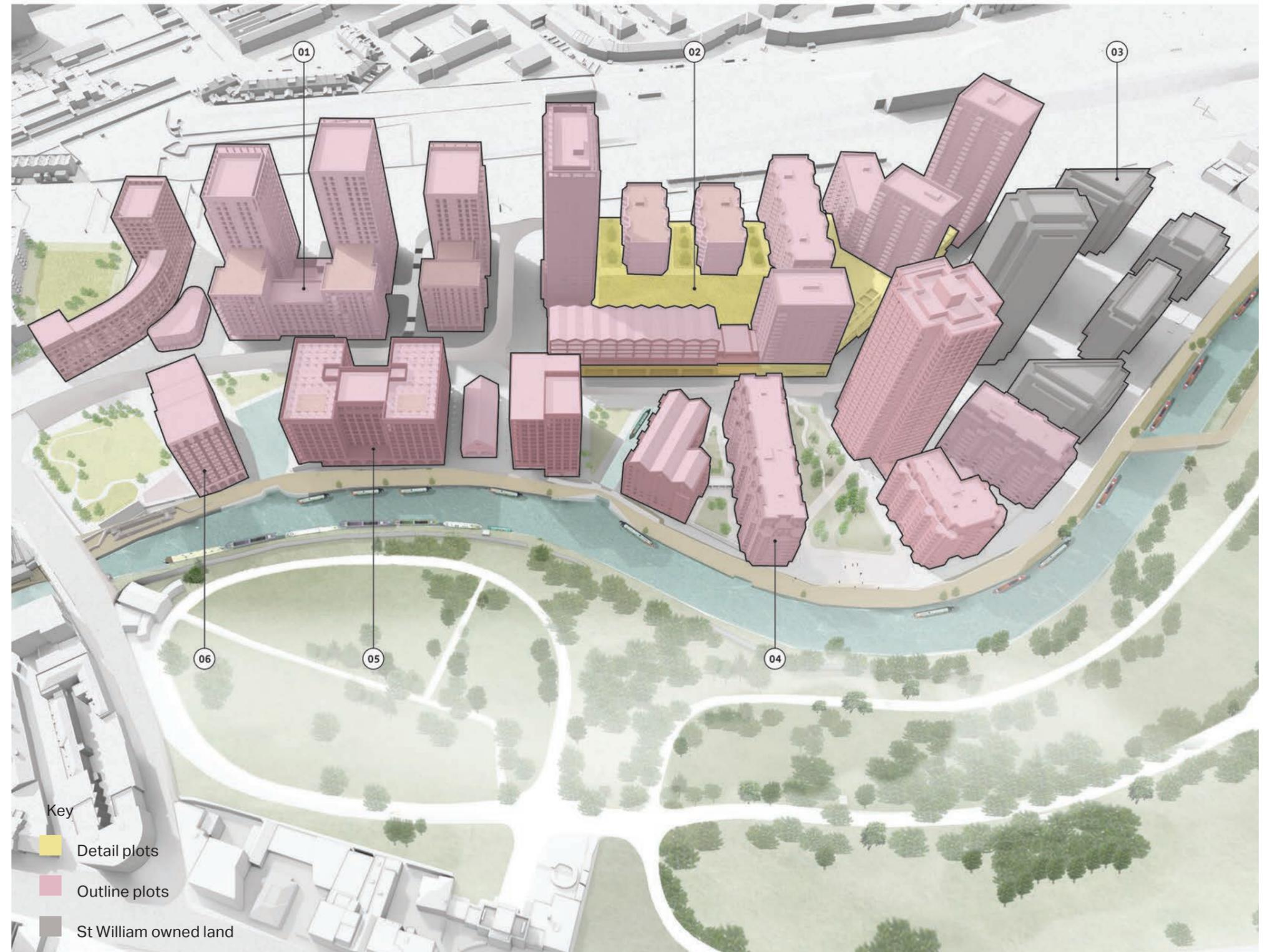
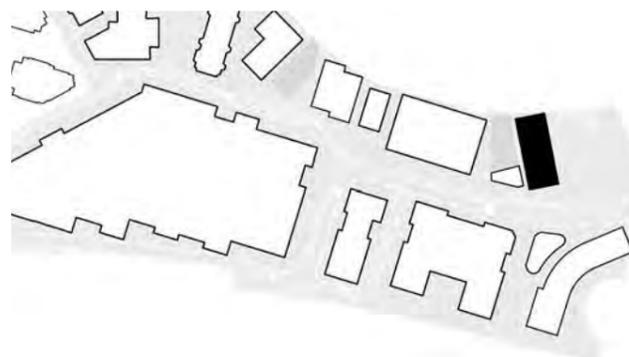
7.1 Plot 06 - Connection to the Wider Masterplan

7.1.1 Masterplan Overview

Plot 6 occupies a prime position at the north-east corner of the masterplan, highly visible from the Ladbroke Grove junction. It lies on the eastern edge of the plot and is bound by the existing basin to the west, which defines its axis on the site.

Its westerly position provides the opportunity for a large public garden to the east, explored in the 'Landscape' chapter of the design code.

The position and scale of the building are intentional in order to provide a threshold and gateway at the site entrance and to have a dialogue with the lower storey buildings on Plot 1.1 and the buildings on Ladbroke Grove, such as the Innocent Smoothie building and Grand Union Studios.



7.2 Plot 6 - Block Form & Arrangement

7.2.1 Relationship to masterplan

To maximize the site's potential, Plot 06 has been strategically placed along the western edge, enabling the majority 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. The block should be thoughtfully divided into three sections, gradually stepping in height from south to north, effectively breaking down its massing.

Moreover, a smaller pavilion building will be situated at the basin's southern edge, serving as the London Sports Trust's base. This pavilion will provide necessary facilities and accommodations for the trust to continue offering watersport activities on the canal, such as kayaking

Design Guidelines:

The Plot must be positioned to the western edge of the site, with the majority of the development plot afforded to be a new landscaped garden.

The plot should be split down into three shoulders, with the heights stepped.

A smaller scale pavilion building needs to be located to the south of the basin to accommodate the London Sports Trust.

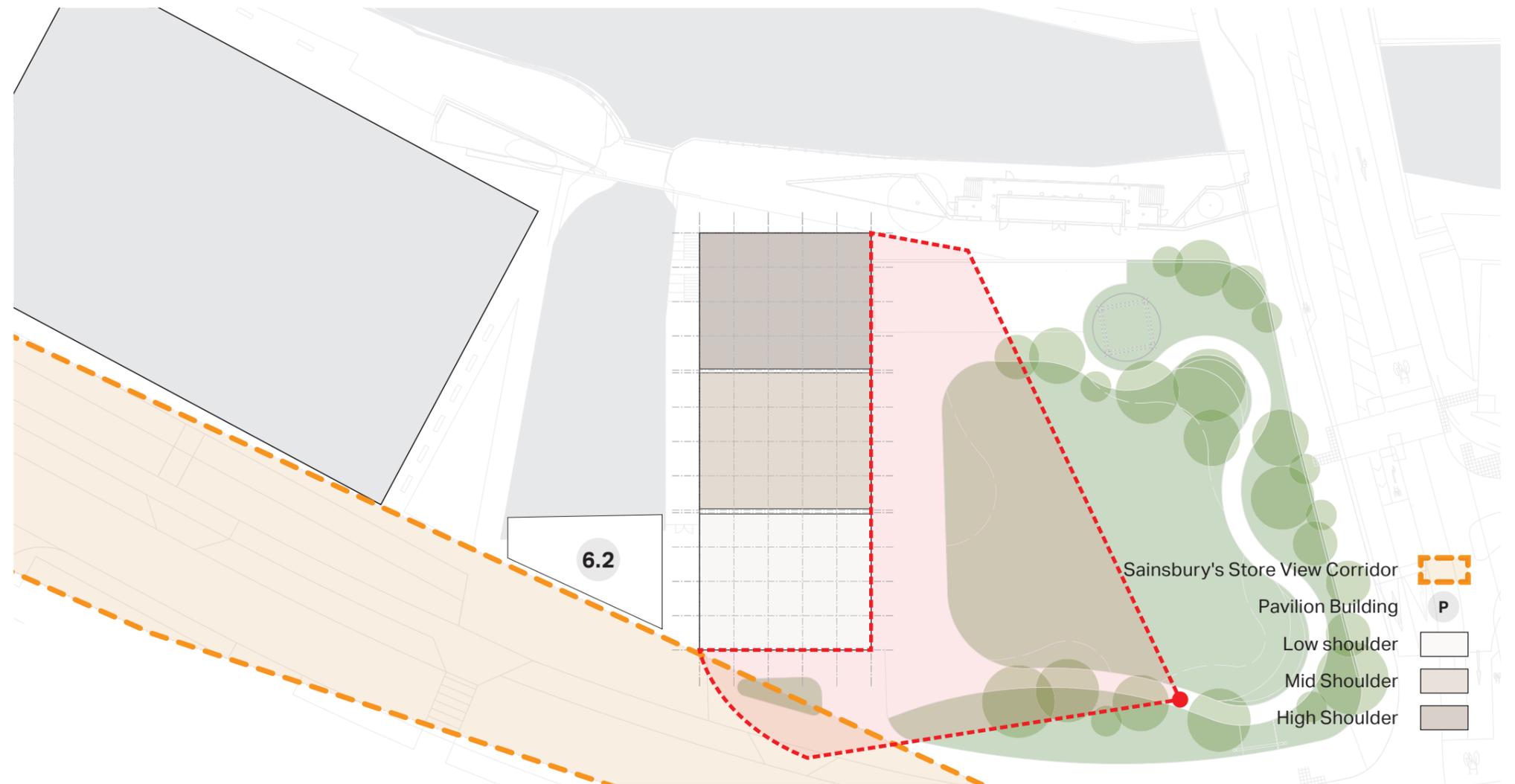


Fig 7.7: Block Gauging

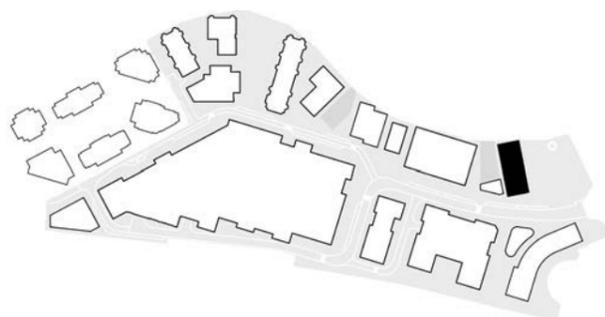


Fig 7.8: Illustrative scheme

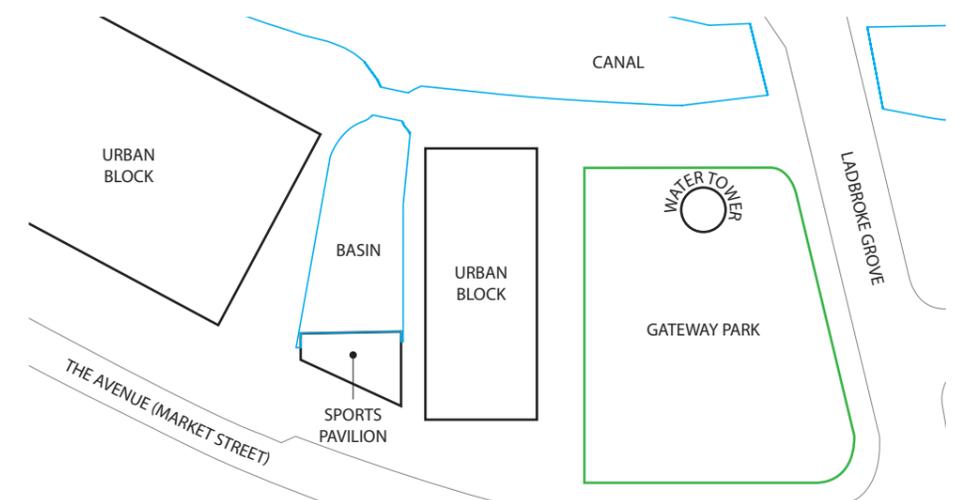


Fig 7.9: Plot 06 - Plan Form

7.2.2 Plan Form

Plot 06 should be positioned towards the western edge of the site, to allow for the majority of the site to be given over as communal garden space.

The design of the ground floor must prioritise seamless connections between the garden and the basin, allowing for easy and convenient access.

Pedestrian pathways should be incorporated to link the upper canal towpath located to the north of the site with the basin edge, enhancing connectivity and promoting pedestrian flow.

To maximize the active frontage on both lower and upper levels, the cores of the building should be positioned away from the facades. This arrangement enables an engaging and visually dynamic streetscape, enhancing the overall appeal of the development.

To optimise the ground floor level for commercial use, a basement level should be dedicated to accommodating plant, bike storage, and waste bins. By providing these essential facilities below ground, the ground floor can remain open and unobstructed, creating a flexible and inviting space for commercial activities.

By implementing these design considerations, Plot 06 will offer an attractive and functional environment that seamlessly integrates communal garden spaces, promotes pedestrian accessibility, and ensures an engaging streetscape for both commercial and upper-level activities.

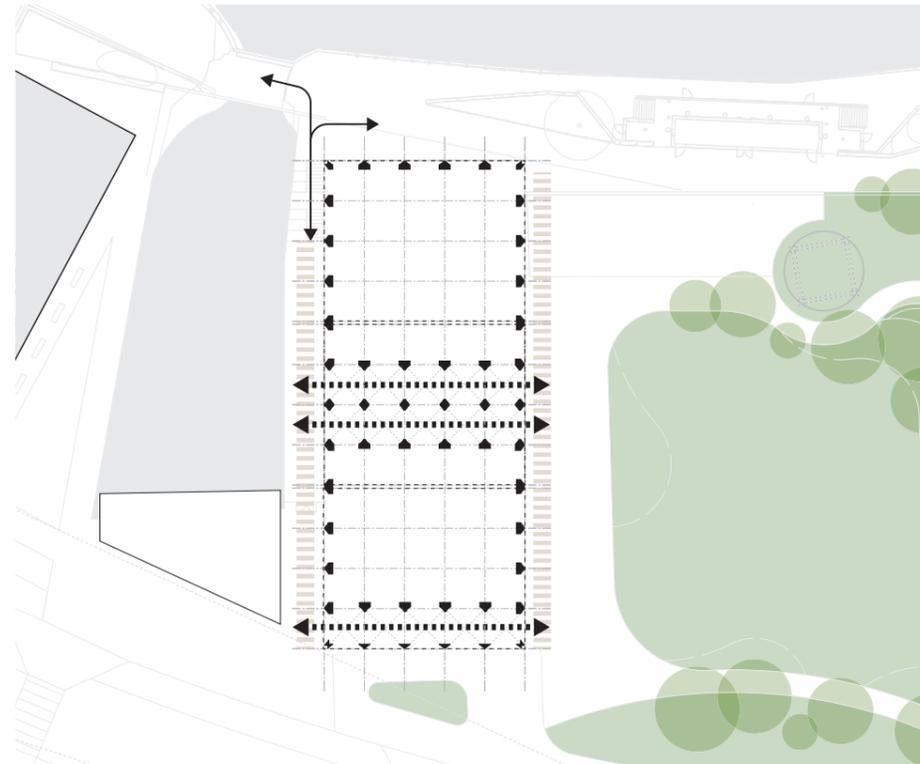


Fig 7.10: Plot 05 - Routes Through

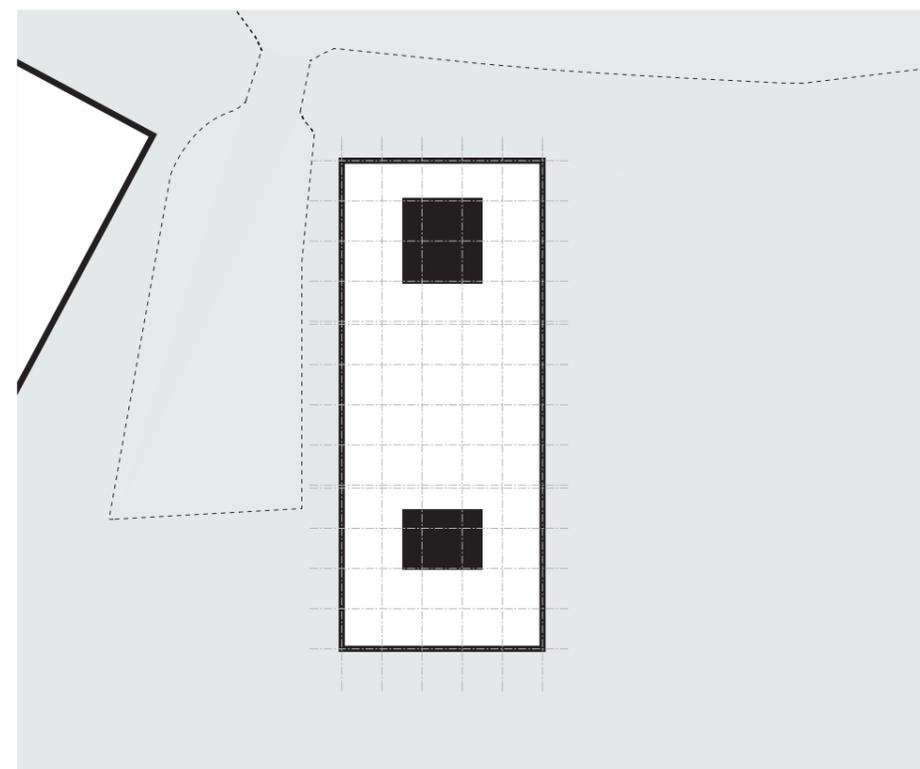


Fig 7.11: Plot 05 - Basement

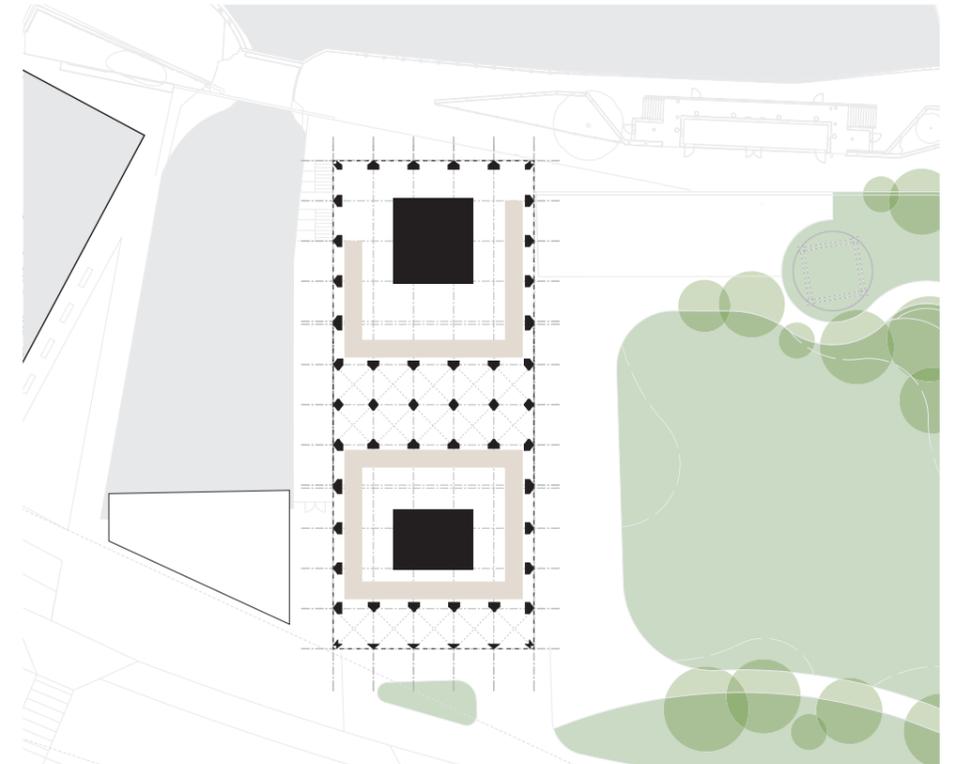


Fig 7.13: Plot 05 - Core Location vs Active Frontage

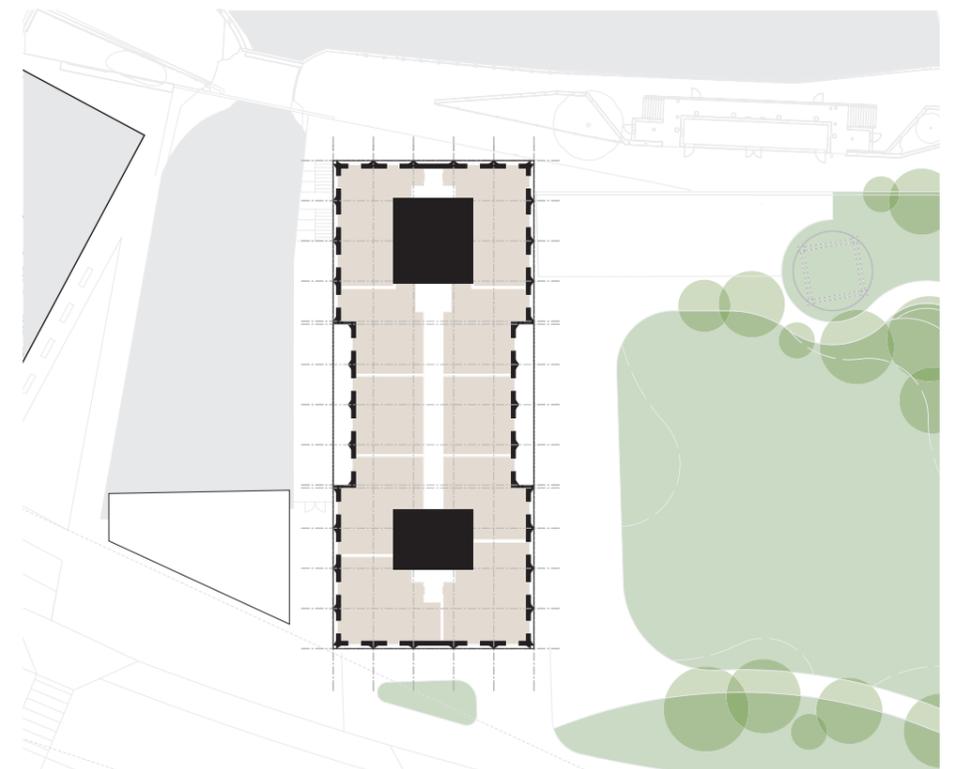


Fig 7.12: Plot 05 - Core Location vs Residential Frontage

7.3 Plot 6 - Scale & Massing

7.3.1 Block Articulation

The design rationale for Plot 6 focuses on key elements to create a visually appealing development.

The block is divided into three sections, adding architectural articulation and breaking down massing.

A ground-level connection seamlessly links the garden to the basin, promoting continuity and interaction.

The block follows a hierarchy, with luxurious duplex flats on upper floors, high-quality residential apartments in the middle, and flexible commercial units on the ground floor for an active streetscape.

The materiality reflects the local regency architecture, ensuring harmonious integration with the surroundings. By incorporating these design principles, Plot 6 achieves a cohesive and visually engaging composition, enhancing the living experience for residents and providing an attractive destination for the community.

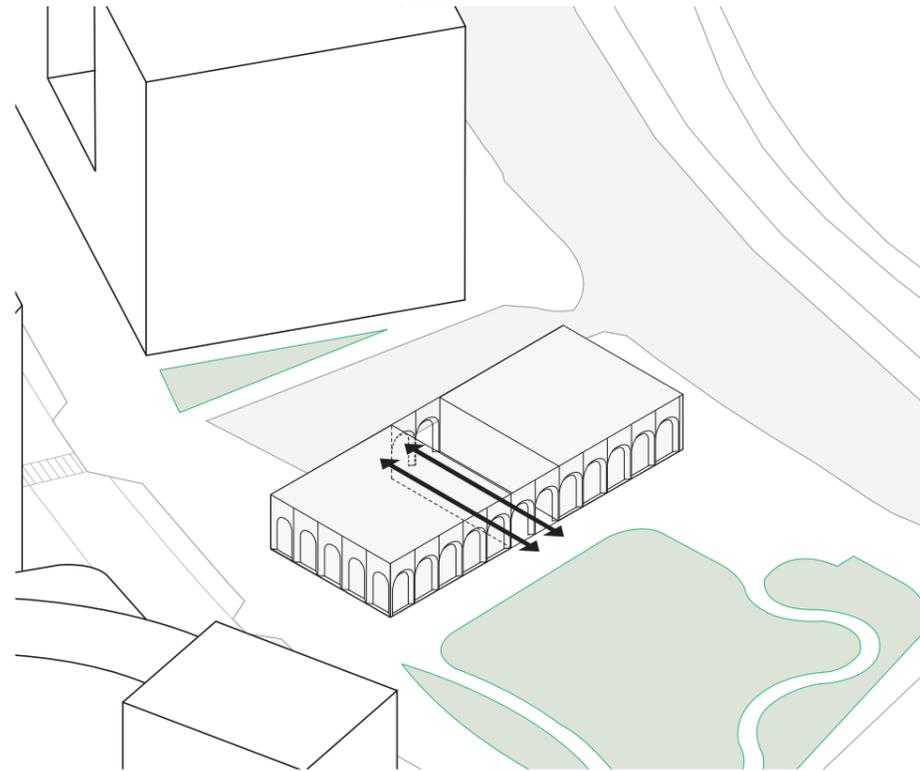


Fig 7.14: Colonnade connection

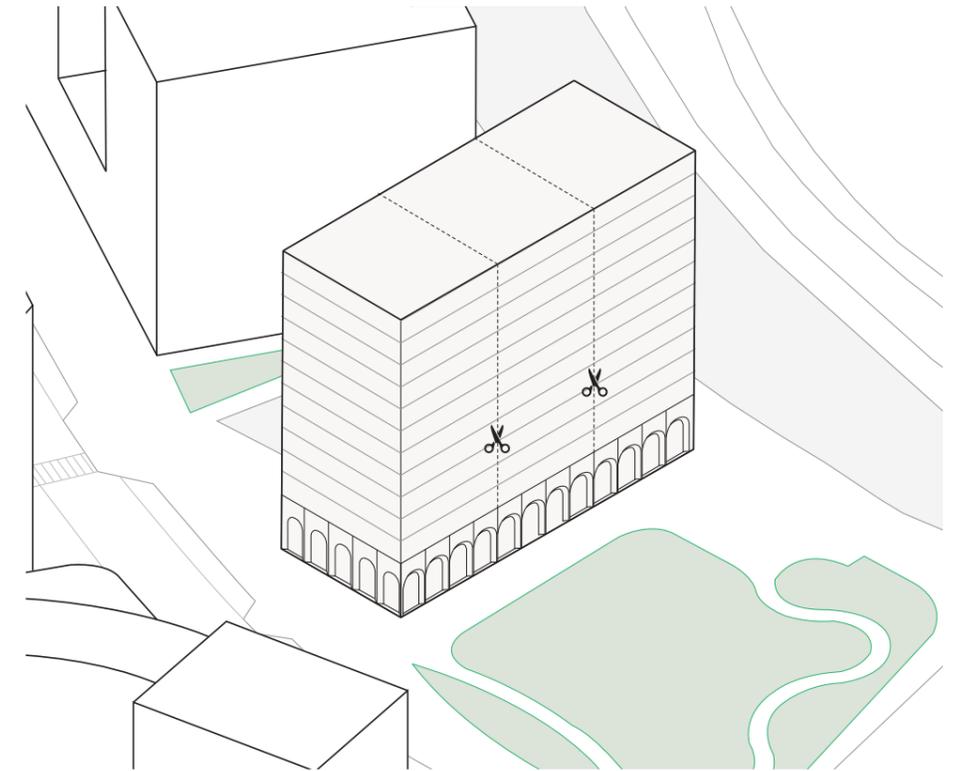


Fig 7.15: Massing split

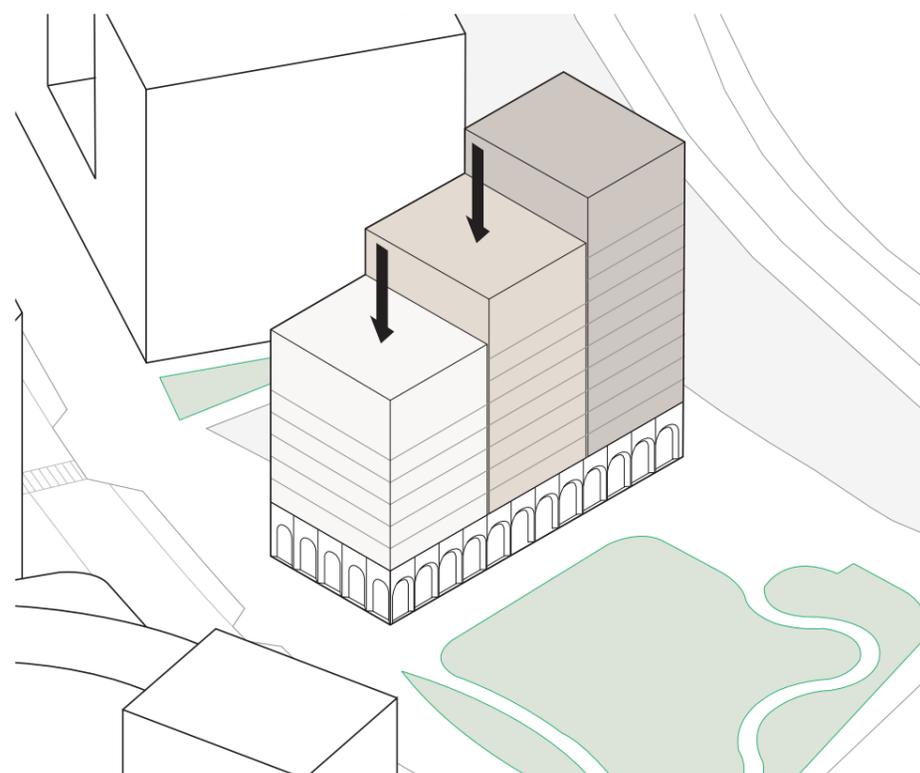


Fig 7.16: Stepped heights

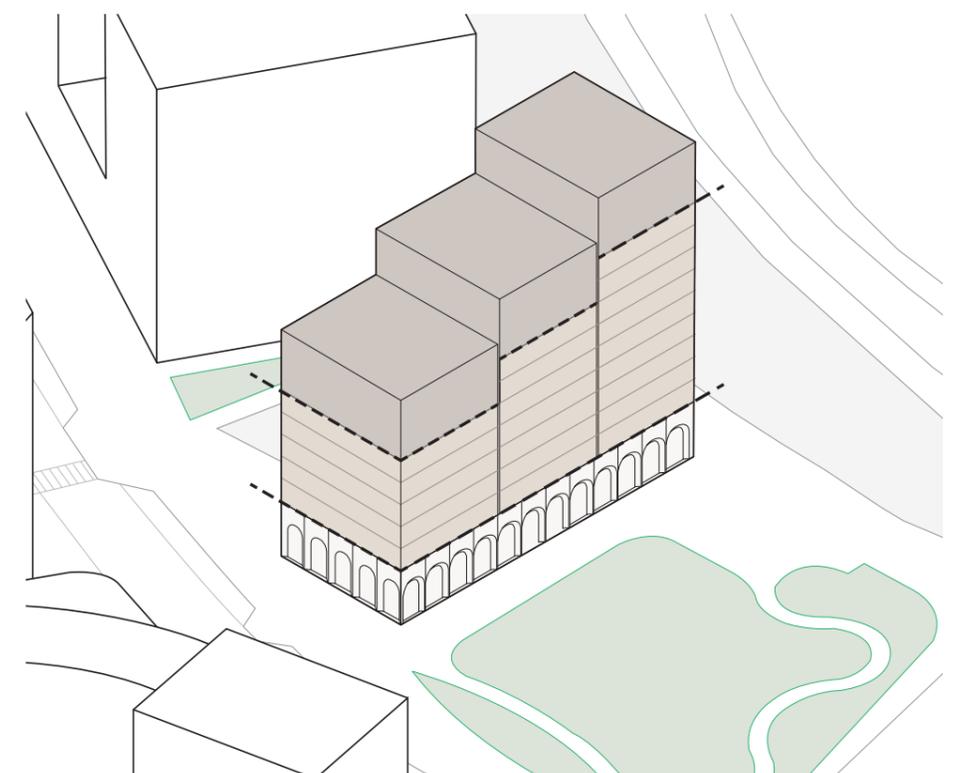


Fig 7.17: Bottom, middle and top hierarchy

Design Guidelines

Connections through the ground floor must be incorporated to connect the landscaped garden and canal basin.

Massing must be split into vertical forms and stepped in height to create visual interest and reduce its scale as a silhouette. The stepping approach to height must be maintained within the maximum parameters.

Building design to be detailed/articulated to reinforce a bottom, middle and top order.

The ground floor to seek to incorporate arched openings within the facade that are informed by studies of Regency architecture.

7.3.2 Building Lines

The plan form incorporates adjustable parameters that enable a central zone to be inwardly recessed. This recessed area facilitates a stepped massing, contributing to a clearer and more distinct architectural expression. Furthermore, the recessed portion can be utilized to create internal balconies for certain flats. This feature offers designers the opportunity to play with light and shadow, enhancing the façade's depth and visual appeal.

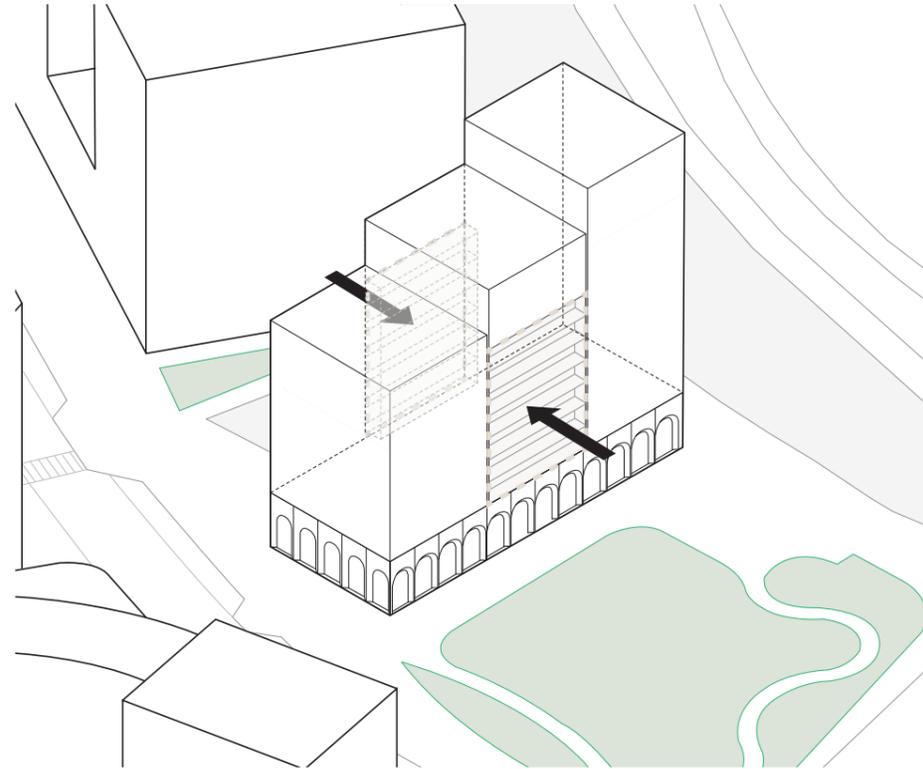


Fig 7.18: Inset balconies to middle block



Fig 7.19: Illustrative inset balconies

Design Guidelines

The blocks must be broken into vertical forms using recesses and varying heights articulated within the massing. The stepping approach to height must be maintained within the maximum parameters.

The block should step in at defined locations to create three dimensional interest in the facade.

The stepping in of the facade should be used to create inset balconies, so that designers can further explore a play of light/shadow on the facade.

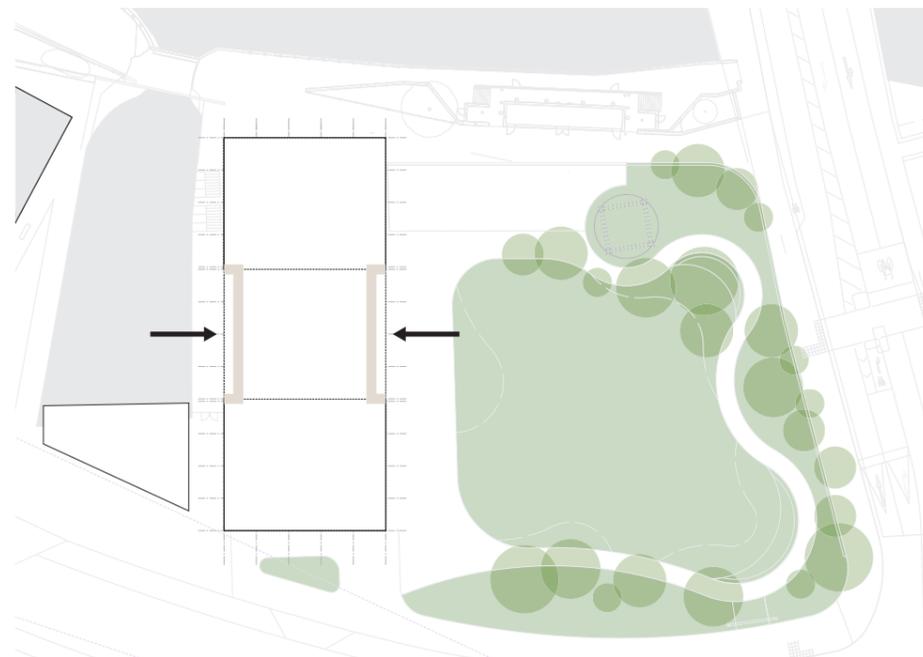


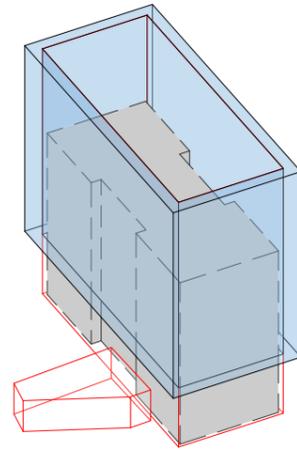
Fig 7.20: Inset balconies on the east and west facades



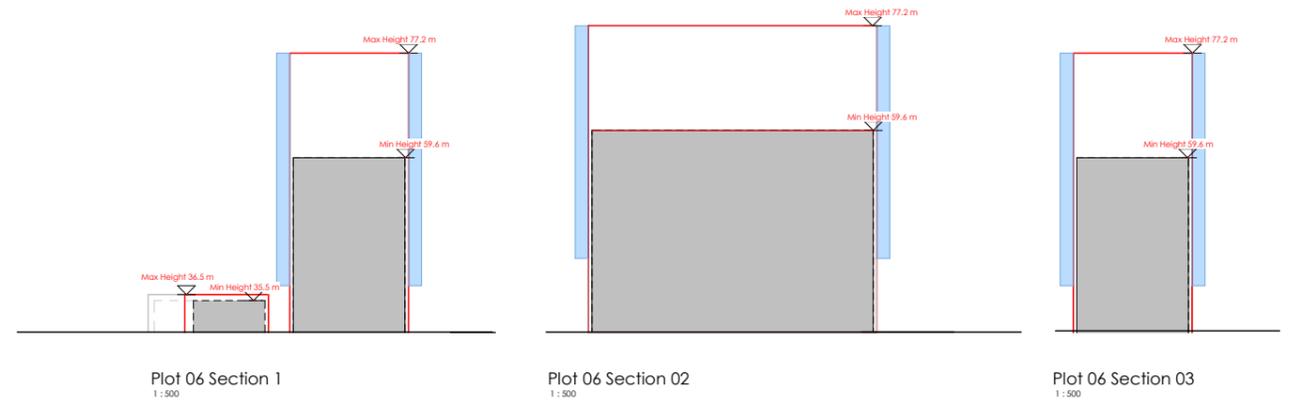
Fig 7.21: Illustrative inset balconies elevation

7.3.3 Maximum/ Minimum Parameters

The provided plans, sections, and 3D diagrams illustrate the proposed boundaries of the building, specifying both the maximum and minimum extents. Surrounding the maximum parameter envelope, there is a 2m wide balcony zone. The Environmental Statement (E.S) has thoroughly examined and evaluated both the minimum and maximum extents. The presence of the balcony zone offers flexibility in determining its specific location, as per section XXX. Additionally, all height measurements are expressed as Above Ordnance Datum (AOD) in meters



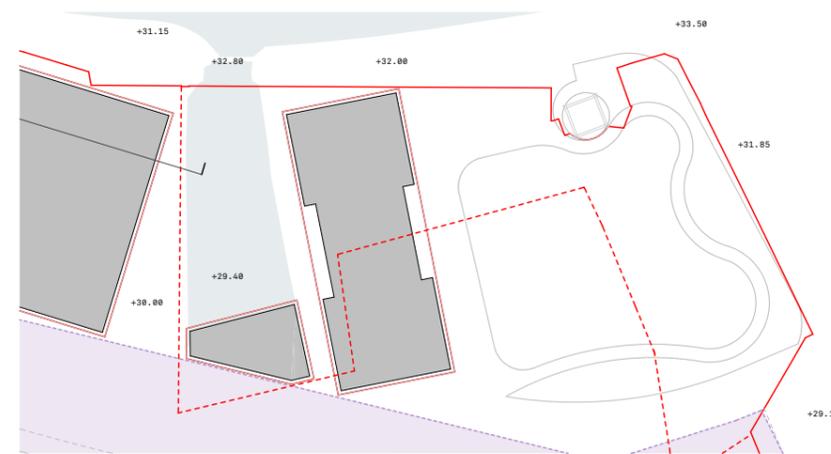
Plot 06 Parameter Axo



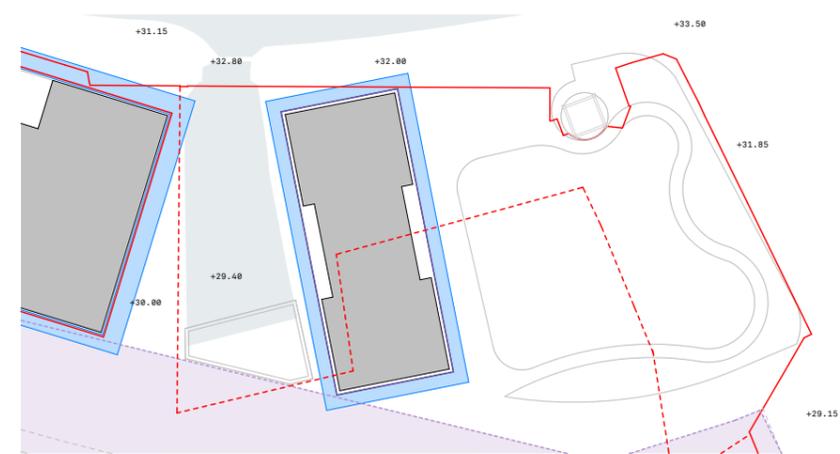
Plot 06 Section 1
1:500

Plot 06 Section 02
1:500

Plot 06 Section 03
1:500



Plot 06 Ground Parameters
1:500



Plot 06 Typical Mid Level Parameters
1:500

Design Guidelines

The design brought forward at reserved matters stage must not exceed the maximum parameter envelope and must not be smaller than the minimum parameter.

Fig 7.22: Plot 06 - Maximum and minimum parameters

7.3.4 Parapets & Roof Form

The top of the Plot 6 blocks should maintain a consistent and clean architectural expression, drawing inspiration from Regency examples. It is essential to maximize the use of roofs to create external spaces or gardens, taking full advantage of the exceptional views they offer.

Their location needs to be carefully considered dependent upon the selected stepping profile of the roof form. Particular consideration for the views out and orientation to maximise daylight exposure must be studied.

Finally, careful consideration must be given to the visibility across lower levels, ensuring that unsightly views of plant equipment are effectively screened off.

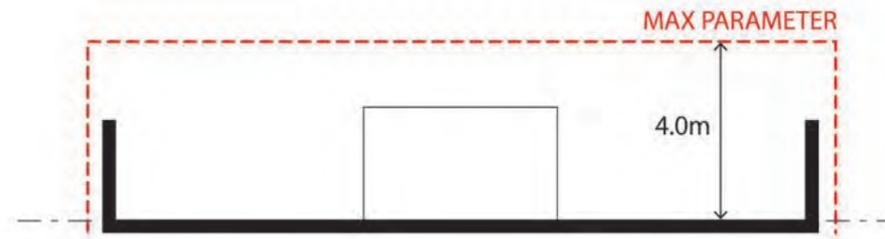


Fig 7.24: Crown Type 1 - Full height

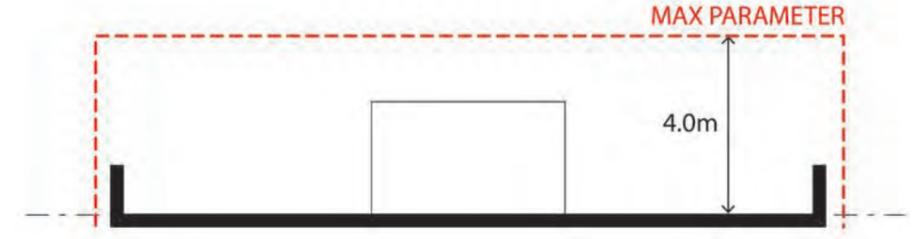


Fig 7.25: Crown Type 2 - Half height

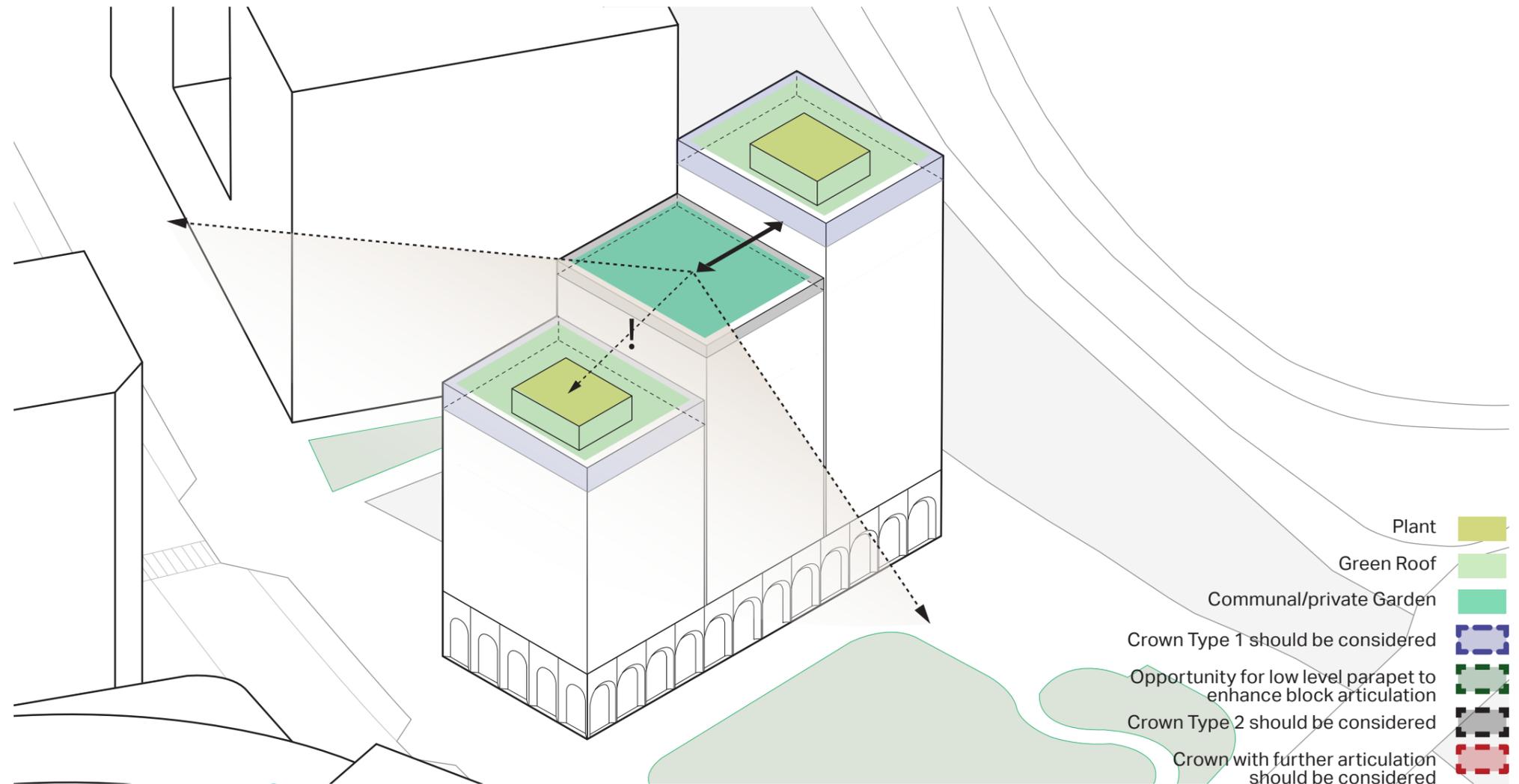


Fig 7.23: Plot 06 - Illustrative roof layout

Design Guidelines

Parapets and articulations in roof forms must be integrated with the design of the façade

Any views from communal/private gardens over lower shoulders of the plot must be carefully considered. Louvre screens or similar should be used to minimise any visual impact of plant equipment below.

7.4 Plot 6 - Use & Quantum

7.4.1 Plot Use

The primary focus of the block should be the creation of an expansive and inviting landscaped garden, intended for public use by local residents and the wider community. This garden will serve as a communal space, providing an opportunity for relaxation, recreation, and social interaction.

On the ground floor, the design should incorporate flexible commercial units (E1), strategically positioned to face the park and basin. This arrangement will activate the street frontage, creating a vibrant and engaging atmosphere. Above the ground floor, the block will house a range of high-quality residential apartments available for private tenure. The apartment mix should include a variety of unit types, such as studios, one-bedroom, two-bedroom, three-bedroom, and four-bedroom units, catering to diverse housing needs.

In addition to the standard apartments, it is recommended to allocate the uppermost floors for larger, luxury duplex flats. These duplex units will provide a premium living experience and can serve as an exclusive offering within the development.

By combining the provision of a publicly accessible landscaped garden with a thoughtfully designed mix of commercial and residential units, the block will contribute to the overall appeal and functionality of the development, enriching the experience for residents and the wider community.

Design Guidelines:

Provision of commercial space at ground floor in key locations to provide active frontage to both the landscaped garden and basin canal.

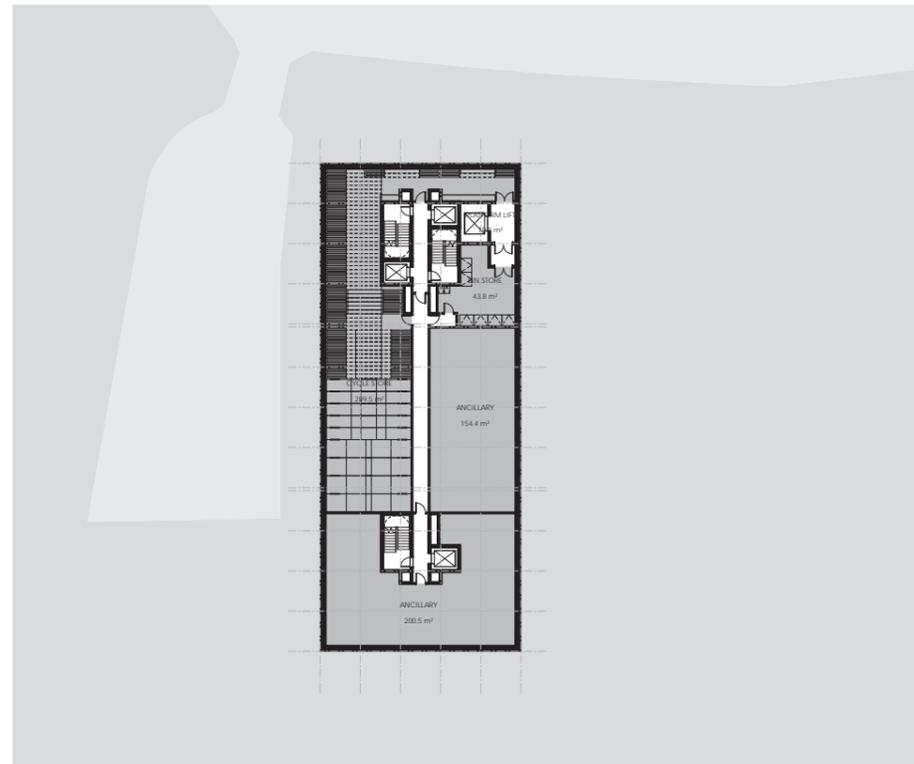


Fig 7.26: Plot 06 - Basement Level



Fig 7.29: Plot 06 - Ground Floor

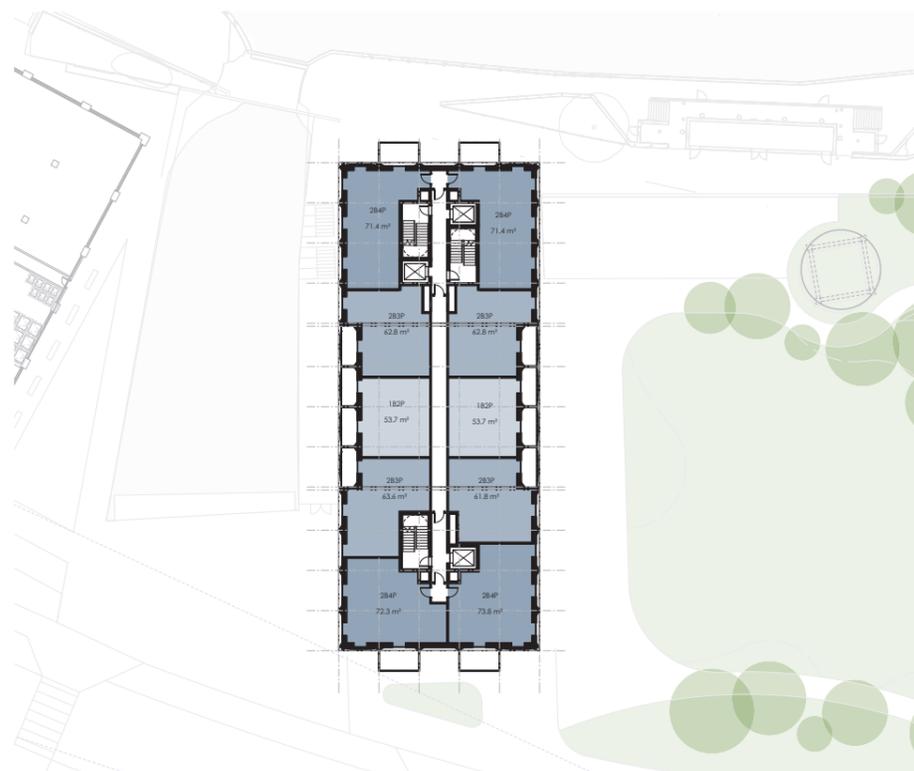


Fig 7.27: Plot 06 - Typical Upper Floor

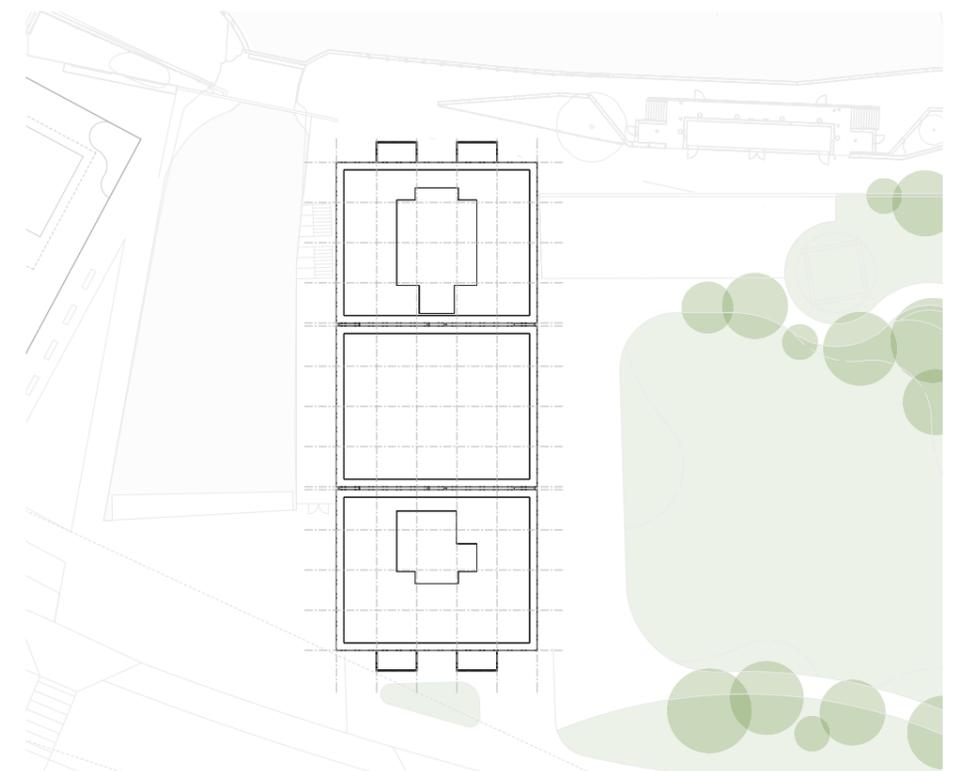


Fig 7.28: Plot 06 - Roof