Other Documents

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Part 18

DEVELOPMENT CONTROL •TECHNICAL INFORMATION

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WYCOMBE SQUARE

Application for Consent to Display Advertisements

Design Statement for Static Information Signs 7th November 2003

CA032371



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DEVELOPMENT FRAMEWORK

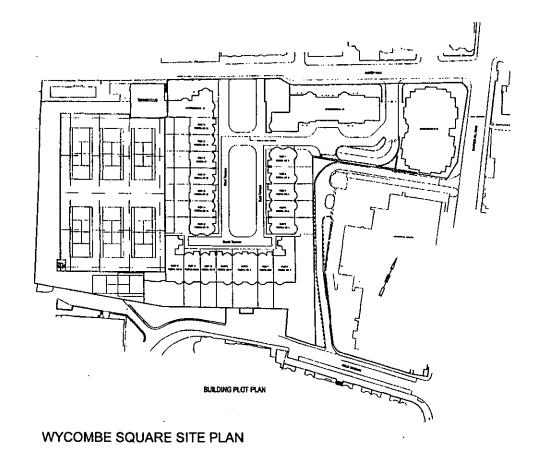
- Introduction 1. 2. 3. Context
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- Project Directory Drawing Schedule 6. 7.



ST JAMES
GROUP LTD

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The following Design Statement supports an application for consent to display advertisements made by St James Group Ltd. associated with the marketing of the residential development at Campden Hill now known as Wycombe Square. The proposal seeks consent for four discreet separate static signs associated with the site of the Wycombe Square marketing suite (See drawing number: WS/SS/001).

2. CONTEXT

The application site is located on the corner of Aubrey Walk and Campden Hill Road to the east of Holland Park, Kensington, formally the covered Campden Hill reservoir (See drawing opposite number: 8130 C100).

3. PURPOSE

The proposed signage is intended to discreetly identify the development at Wycombe Square with sensitive design and selection of graphics the static signs will identify the site, welcome visitors to the site, provide direction for access to the marketing suite and detail the marketing name of Wycombe Square.

Generally, the signage is intended to help secure success in the marketing and sales of the development.



DESIGN

4. STATIC SIGNAGE

Given the location and sensitivity of the surrounding area within the Kensington Conservation Area, careful consideration has been given to the design, graphics and number of signs to ensure that local residents do not see the finished product as being intrusive or inappropriate to the area.

The proposed signs will detail information that relates directly to the residential development and will announce the new marketing name of 'Wycombe Square'. Additional information to be displayed includes direction for access to the marketing suite and contact information for all enquiries.

All graphics that are proposed for the static signs have been sympathetically designed in their simplicity, style, colour, font, size, imagery and quality to both respond to but respect their context and solely promote the Wycombe Square development.

The graphic to be displayed has been designed so as not to obscure, or hinder the interpretation of road traffic signs, or so as otherwise to render hazardous the use of the public footpath and highway.

It is not proposed to directly illuminate the static signs surrounding the marketing suite, keeping in accordance with the Unitary Development Plan (Deposit Stage, February 2002).

At no time will there be any public advertising displayed on the static signs that does not directly relate to the Wycombe Square development.

The following four static signs are proposed:

Static Sign 1

Located at the northeast and southeast corners of Campden Hill Flats are two signal-sided signs 2.4m wide, with chrome supports standing at a height of 1.820m.

The black aluminium sign with applied silver graphics contains the new marketing name of 'Wycombe Square', contact details for potential purchasers, DTZ Residential and Night Frank estates management logos, and directs visitors to the marketing suite entrance (See drawing number: 5731WT).

At not time will the sign be illuminated or contain any alternate advertising material.

Static Sign 2

A 0.9m wide x 0.6m high, the black aluminium sign with silver graphics is proposed to be located to the right of residents vehicle access road and attached to the railings along Aubrey Walk. Its carefully considered location will ensure that the sign will at not time render hazardous the use of the public footpath.

Details of the marketing name and directions for visitors to the marketing suite entrance will be displayed with silver graphics (See drawing number: 5731WT).

Static Sign 3

This signal-sided black aluminium sign is to be installed to the brick piers either side of the main entrance to the marketing suite.

The sign contains silver graphics detail the Wycombe Square marketing name and the daily opening hours of the marketing suite, 10.00am to 6.00pm (See drawing number: 5731WT).

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5. MAINTENANCE

The static sign displays will continuously be maintained in a good order and a clean and tidy condition throughout the period of the development. The finished faces will also be fabricated of aluminium panels with an anti-graffiti finish to ensure that any unsightly vandalism, which can commonly occur on untreated hoardings and graphic display signs, can easily be removed. This will help ensure that the display can be continuously presented and maintained at a high level of quality commensurate with its location, the proposed development and Kensington and Chelsea's aspirations.

St James Group Ltd hope that the Royal Borough of Kensington and Chelsea will be able to support the proposed application, which will help ensure that the quality of the advertising is maintained for the duration of the project and that the development is successful in terms of future sales.



APPENDICES

6. PROJECT DIRECTORY

Developer

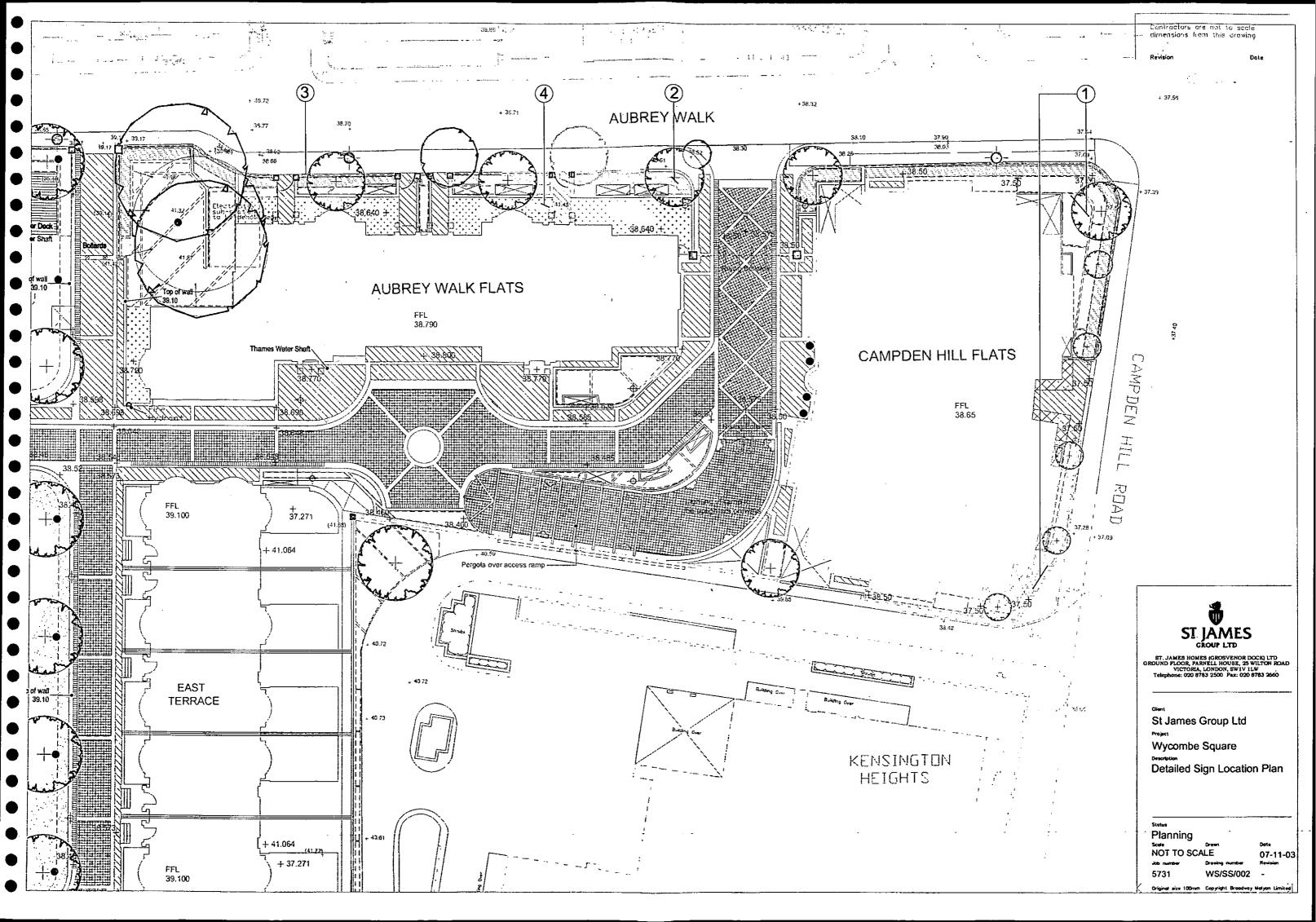
St James Group Ltd Parnell House 25 Wilton Road Victoria London SW1V 1LW

• Graphic Designers

Gritti Partnership Plc 24 Bruton Street London W1J 6TT

7. DRAWING ISSUE

Drawing number	Description	Scale/Size
5731WS/SS/001	Site Location Plan	1:250 @ A1
5731WS/SS/001	Detailed Sign Location Plan	NOT TO SCALE
5731WT	Static Sign Proposal	1:10 @ A3



Wycombe Square Static Signs

Silver on black 2440x1220mm sign on chrome posts





Client: St James Group

Filename: static signs proposal.ai

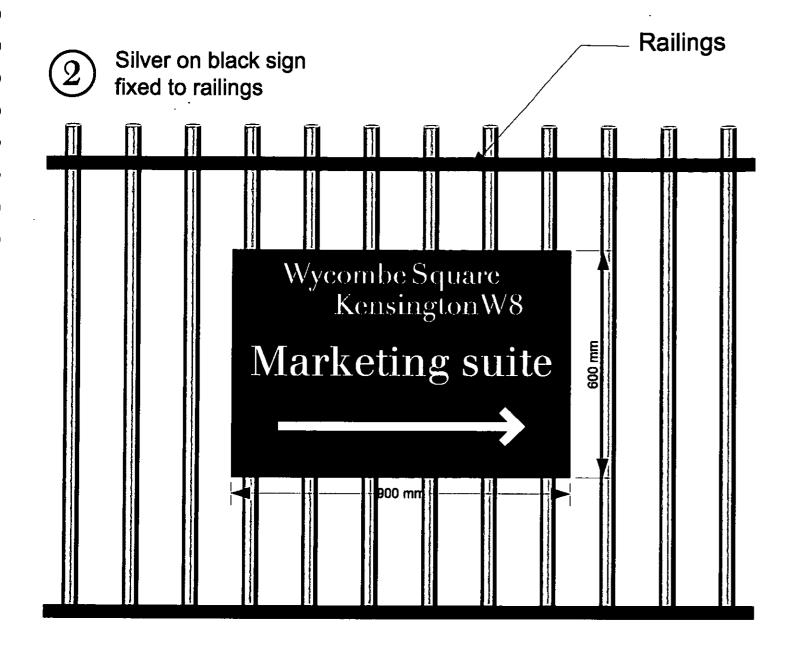
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Scale: 1:10 Version: 5

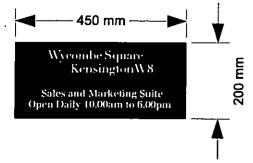
Dwg by: JE

Colour/Substrate usage:

Sign-off: (Please sign and fax to 020 8332 0742)



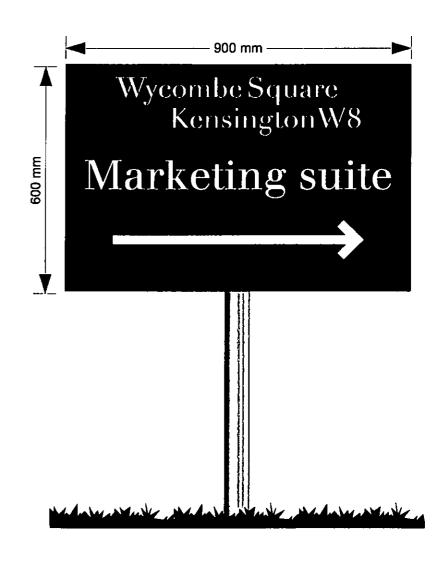
Installed to brick piers at Entrance



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Wycombe Square Static Signs

Freestanding Double sidied sign in planter





Client: St James Group Scale: 1:10

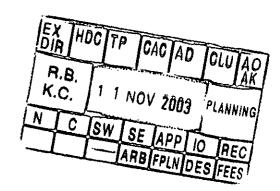
Date: 30/10/03 Job No: 5731WT Version: 5

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All arborn is approved by Allaigna Group as of the date given. Please check ALL details with client poor to final pro Any changes made other this date are the responsibility of the client.





WYCOMBE SQUARE

Application for Consent to Display Advertisements

Design Statement for Static Information Signs 7th November 2003

CAU32371



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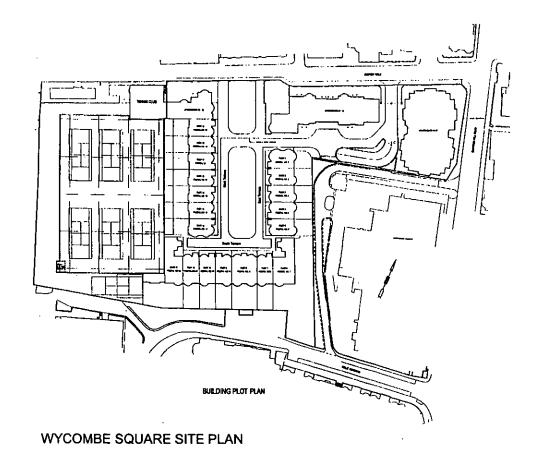
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St James Group Ltd Parnell House 25 Wilton Road Victoria London SW1V 1LW

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ST JAMES GROUP LTD	

WYCOMBE SQUARE

Application for Consent to Display Advertisements

Design Statement for Static Information Signs 7th November 2003

CA032371



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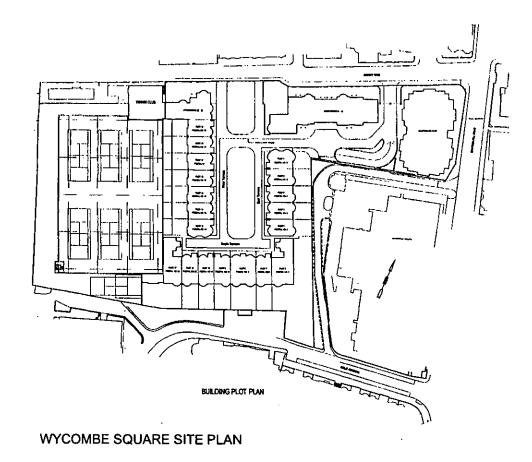
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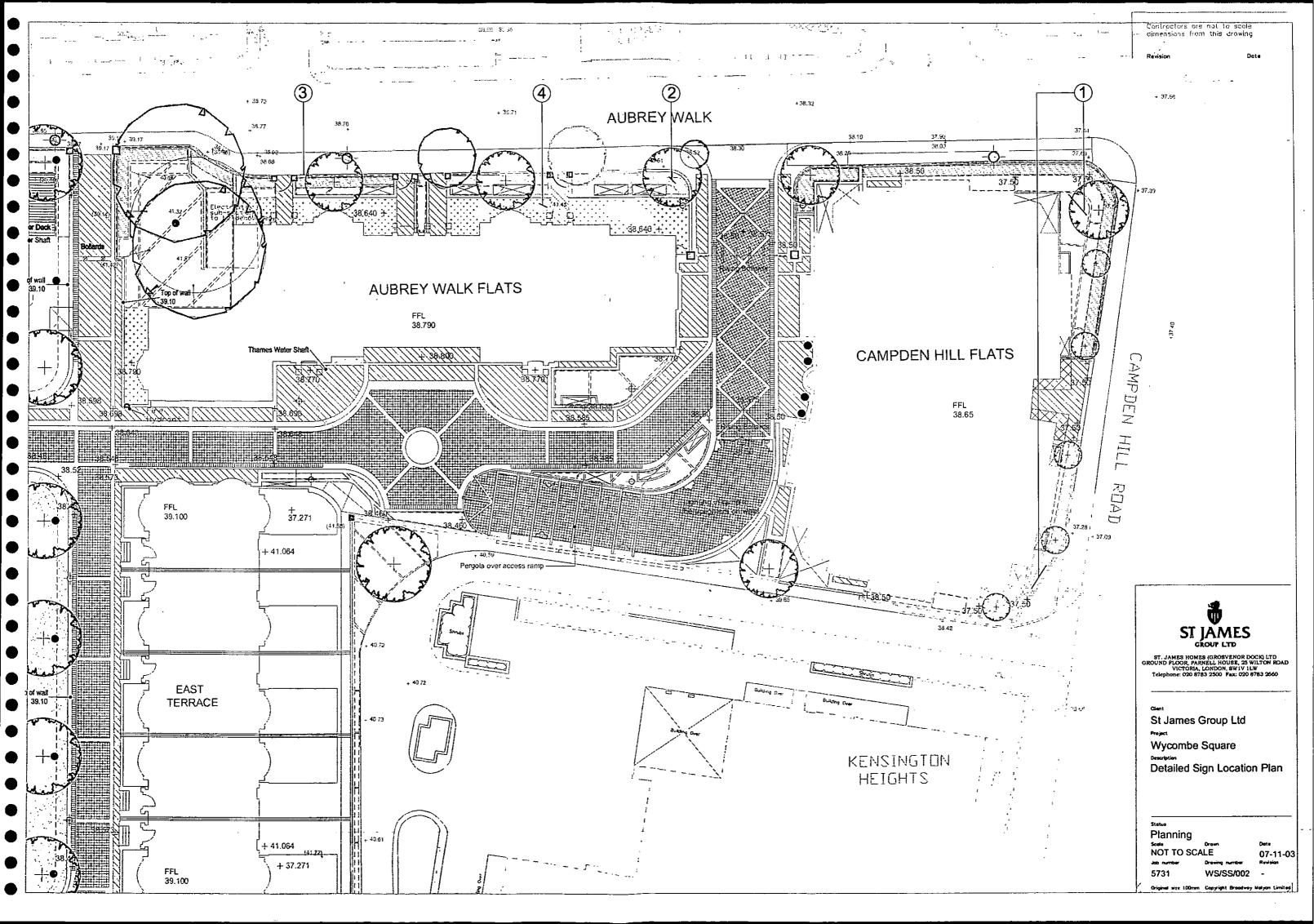
St James Group Ltd Parnell House 25 Wilton Road Victoria London SW1V 1LW

• Graphic Designers

Gritti Partnership Plc 24 Bruton Street London W1J 6TT

7. DRAWING ISSUE

Drawing number	Description	Scale/Size
5731WS/SS/001	Site Location Plan	1:250 @ A1
5731WS/SS/001	Detailed Sign Location Plan	NOT TO SCALE
5731WT	Static Sign Proposal	1:10 @ A3



Wycombe Square Static Signs

Silver on black 2440x1220mm sign on chrome posts





Client: St James Group Date: 30/10/03 | Job No: 5731WT

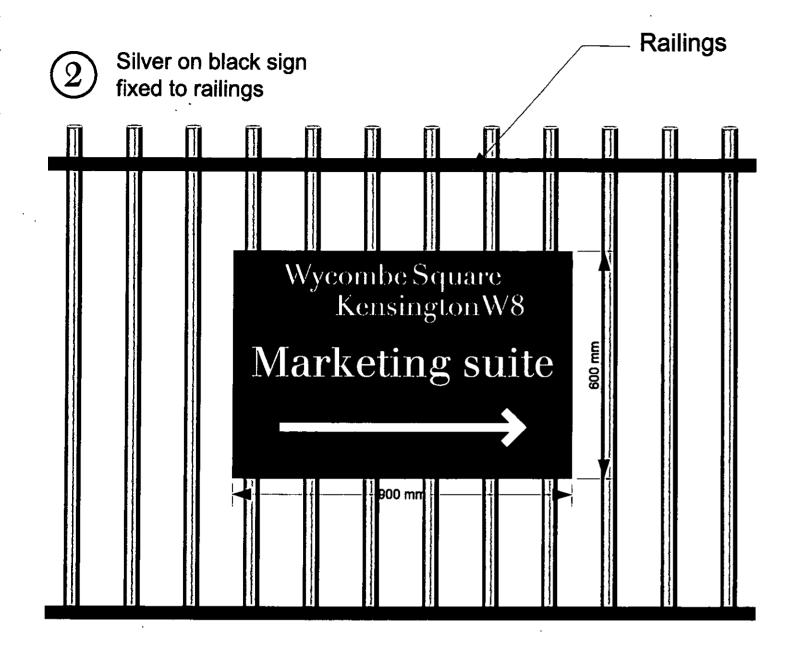
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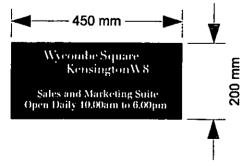
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Version: 5 Filename: static signs proposal.ai

Dwg by: JE

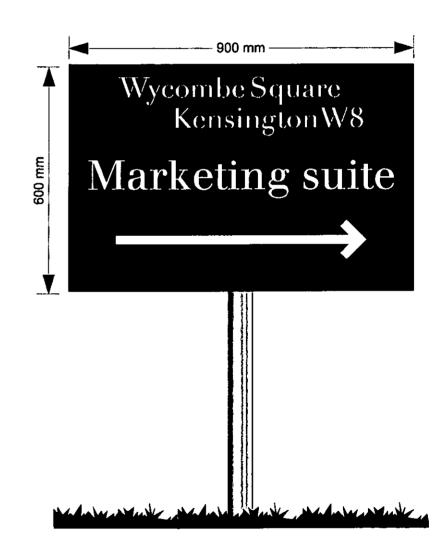


Installed to brick piers at Entrance



Wycombe Square Static Signs

Freestanding Double sidied sign in planter





Client: St James Group Scale: 1:10

Date: 30/10/03 Job No: 5731WT Version: 5

Filename: static signs proposal.ai Dwg by: JE

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Sign-off: (Please sign and fax to 020 8332 0742)

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St James Group Ltd

Central Region Parnell House 25 Wilton Road Victoria London SW1V 1LW



Campden Hill - Marketing Suite Signage Job no. D504

Job no. D504 Drawing Register

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St James Group Ltd

Central Region
Parnell House
25 Wilton Road
Victoria
London SW1V 1LW



Campden Hill - Marketing Suite Signage Job no. D504

Drawing Register

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Central Region Parnell House 25 Wilton Road Victoria London SW1V 1LW

Drawing Number



Campden Hill - Marketing Suite Signage Job no. D504 Drawing Register

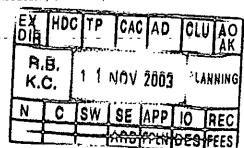
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Scale issue / revision

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P= Preliminary, PA=Planning, T=Tender, C=Contract, D=Construction, E=As Built, F=Information



REASON FOR DELAY

•	CASE NO			
P	is case has been identified as a "Target" ssed through to the Head of Developmen mpletion.	applica nt Con	ation, which has the target for bein trol within 6 weeks of the date of	ıg of
In	the case of this application, there has been	ı a dela	y of	
Ih	ave been unable to pass through the case son(s) [highlight as necessary]			g
1).	Delays due to internal Consultation [highlight one or all]	(i) (ii) (iii) (iv) (v) (vi)	·.	
2)_	Further neighbour notification/external period)	consul	tation necessary (spread or time	
3)	Awaiting Direction from English Herita	age/oth	er EH delays	
4)	Revisions requested, but not received in	•		
5)	Revisions received but inadequate - fur	ther re	visions requested	
6)	Revisions received but reconsultation n			
7)	Of the Committee cycle		· ·	
3)	Applicant's instruction		· · · · · · · · · · · · · · · · · · ·	
⁾)	OTHER REASON		***	
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Signed.....(Case Officer)

PLANNING AND CONSERVATION

THE ROYAL **BOROUGH OF**

HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

File Copy

1 2079/2080

020-7361-2079/2080

020-7937-5464

Switchboard:

Extension:

Direct Line:

KENSINGTON Date: 21 November 2003 CHELSEA

Facsimile. 020-7361-3463

My reference:

Your reference:

Please ask for:

Planning Information Office

Dear Sir/Madam,

1 TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: Wycombe Square, London W8 7JD

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St. James Group Ltd., Parnell House, 25 Wilton Road, London SW1V - Applicant 1LW

Yours faithfully Mill Swarl

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THE ROYAL BOROUGH OF

NOTICE OF A PLANNING APPLICATION

TOWN AND COUNTRY PLANNING ACT 1990 PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990



KENSINGTON AND CHELSEA

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PLANNING AND CONSERVATION

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Executive Director

M J FRENCH FRICS Dip TP MRTPI Cen TS

The Occupier / Owner Thames Water CAmpden Hill Depot 1b Aubrey Walk Kensington W8

020-7937-5464

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KENSINGTON

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Yours faithfully M.M. Grach

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PLANNING AND CONSERVATION

THE ROYAL **BOROUGH OF**

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Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

The Occupier / Owner 3/7 Aubrey Walk Kensington W8

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Extension: 020-7361 - 2079/ 2080

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KENSINGTON

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My reference:

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Executive Director

M J FRENCH FRICS Dip TP MRTPI Cert TS

The Occupier / Owner 5 Aubrey Walk Kensington W8

020-7937-5464

Switchboard: 2079/ 2080

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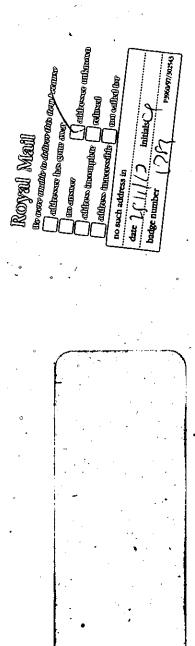
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Notification of Planning Development



From:

Henry Manisty [Henry.Manisty@reuters.com]

Sent:

01 December 2003 19:58 elen.richards@rbkc.gov.uk

To: Subject:

Wycombe Square

Dear Ms Richards

Thank you so much for your swift and detailed response.

I certainly agree with you that the number of signs seems excessive.

Although it is a relief that the application is for temporary , and not permanent, placement of signs, I also agree with you that 3 years seems excessive. I would have thought that 18-24 months should be more than adequate.

I look forward to any further information following your site inspection.

Thank you again. Much appreciated.

Henry Manisty

---- Original Message -----

From: <Elen.Richards@rbkc.gov.uk <mailto:Elen.Richards@rbkc.gov.uk>>

To: <h.manisty@virgin.net <mailto:h.manisty@virgin.net>>

Sent: Monday, December 01, 2003 5:23 PM

Subject: Wycombe Square

- > Dear Mr Manisty,
- > Thank you for your e-mail correspondence relating to the application for signage relating to the above mentioned development.
- > I have had a brief look at the application details and can report as follows:
- > 1. The application is seeking Control of Advertisement Consent for the display of the adverts for a limited period of 3 years and, as such, is considered 'temporary' in its nature. However, I must admit that I would be reluctant to allow any 'temporary' signage for more than one or
- > two years at any given period at this site as the sale of the dwellings may not take such a long time and would prefer a lesser time to enable a review of the situation at a later date if consent was forthcoming. In any event, I am a little concerned at the scale and number of
- > advertisements proposed particularly in light of the prominent location of the site and the implication which the signs may have upon public safety.
- > 2. The proposed application for the display of signage relates to the display of advertisements only and does not have any bearing upon matters relating to access into the site. As such, the consent would only relate to the adverts being displayed for the period approved and the
- > length of time would not result in a regularisation of a temporary access way as one that will be permanent. Similarly, matters relating to redevelopment of the site can not be considered as part of the determination of this application as this is only concerned with the display of
- > advertisements; all matters associated with the redevelopment of the site are subject to the restrictions laid out in the original planning permission and the enforcement powers of the local planning authority. As such, should there be a change to the layout or access of the site, it may
- > be considered a material alteration to the approved scheme and would be

subject to a furthe planning application. In that event, you would be renotified of anyf such further applications.

I am due to undertake a site inspection very shortly to assess the impa

I am due to undertake a site inspection very shortly to assess the impact of the proposal upon the surrounding area and will be able to comment further at that time. > I hope this has clarified the situation for you but if not, please do not hesitate to contact me again. > Best Wishes, > Elen Richards > Planning Officer > For the Executive Director, Planning and Conservation. > > [& > ***************** > The Royal Borough of Kensington and Chelsea > This e-mail may contain information which is confidential, legally privileged and/or copyright protected. This e-mail is intended for the addressee only. If you receive this in error, please contact the sender and delete the material from your computer. > *****************

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Richards, Elen: PC-Plan

From:

Henry Manisty [Henry.Manisty@reuters.com]

Sent:

01 December 2003 15:49

To:

elen.richards@rbkc.gov.uk

Subject: DPS/DCC/CA/03/0271/ER-Wycombe Square W8

Dear Ms Richards.

I have received a copy of Mr French's Letter of 21 November about this Application, for which many thanks.

I would be very grateful if you could clear up some confusion that a number of local residents have about this Application.

The confusion is as follows:

The majority of signs will be used to direct visitors to the pedestrian access to the Sales and Marketing Suite for the development, which is temporarily housed in a building which, once the development is complete, will be used for residential apartments.

Secondly, pedestrian access to the Sales and Marketing Suite is at present directly from Aubrey Walk. The approved Planning Consent for the particular building is for pedestrian access from within the developed site, and not from Aubrey Walk. Once the development is complete the current pedestrian access to the Sales and Marketing Suite will have to be closed. Residents feel quite strongly that nothing should be done that could legitimise access at this point from Aubrey Walk.

What residents do not understand, therefore, is whether this application relates to permanent signage or only temporary signage until the development is completed, and the Sales and Marketing Suite is replaced by residential accommodation (and pedestrian access closed at that point, and replaced by the approved access from within the development site.)?

I wonder if you could kindly clarify this point.

In summary, I doubt whether residents would object to any of the signage if they are to be removed when the development is complete, in other words if they are temporary only.

They would, however, strongly object to any of the signs staying thereafter. They would then have no legitimate purpose once the Sales and Marketing Suite is closed and the pedestrian access closed. The signs, if allowed to remain in place, might then be used for other purposes.

Could you kindly reply to my private e-mail address h.manisty@virgin.net

Thank you very much.

Henry Manisty 12 Aubrey Walk, W8 7JG

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01/12/2003

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

THE ROYAL **BOROUGH OF**

Executive Director M J FRENCH FRICS Dip TP MRTPI Cent TS

Ms E Wiktowski St. James Group Ltd 1 Wycombe Square Campden Hill Road London W8 7JF

Switchboard:

020 7937 5464

Extension: 2084

020 7361 2084

Direct Line: Facsimile: Email:

020 7361 3463

Web:

Paul.Kelsey@rbkc.gov.uk www.rbkc.gov.uk

12 February 2004

KENSINGTON **AND CHELSEA**

My reference: DPS/DCC/PK/TP Your reference: TN/EW/JHR/1546 Please ask for: Paul Kelsey

4/1837

Dear Ms Witkowski,

/H

Town and Country Planning (Control of Advertisements) Regulations 1992 Proposed Advertising Banners, 1 Wycombe Square W8

I refer to your letter dated 4 February 2004 and to our recent telephone conversation, and confirm that I consider the proposed banners to be two large in this sensitive location.

The Council has recently granted consent for five signs around the development in connection with the marketing of the new development, and I would be reluctant to see this development having a proliferation of different signs. Although we spoke on the telephone about the possibility of smaller signs, in view of what has already been approved, I would be reluctant to recommend that further signs be approved unless some of the already approved signs were not erected or taken down.

I am sorry I cannot be more helpful.

Yours sincerely

Paul Kelsey Area Planning Officer for the Executive Director, Planning and Conservation





Our Ref: TN/EW/JHR/15464/1837

Paul Kelsey
Planning Department
Royal Borough of Kensington and Chelsea
The Town hall
Hornton street
W8 7NX

St James Group Ltd

1 Wycombe Square Campden Hill Road Kensington London W8 7JF

Telephone: 0207 034 0900 Facsimile: 0207 985 0035

4th February 2004

Dear Mr Kelsey,

Re: 1 Wycombe Square Development - Advertisements

Please find enclosed drawings of proposed positions, sizes and contents of the advertising banners for the above site.

It is proposed that there will be 1No. 7.5m x 2m long banner positioned on the Aubrey Walk elevation and 2No. banners positioned on the Campden Hill elevation being 7.5 x 2m and 6m x 2m, respectively. As Per enclosed photo images.

Please advise me at your earliest convenience whether you accept the above proposal or otherwise

Yours sincerely,

P D

E. Witkowski – R.I.B.A A.R.B Design Manager St James

Cc. S. Callaghan – St James R. Rickson – Braxtons

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R.B.

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9 FEB 2004

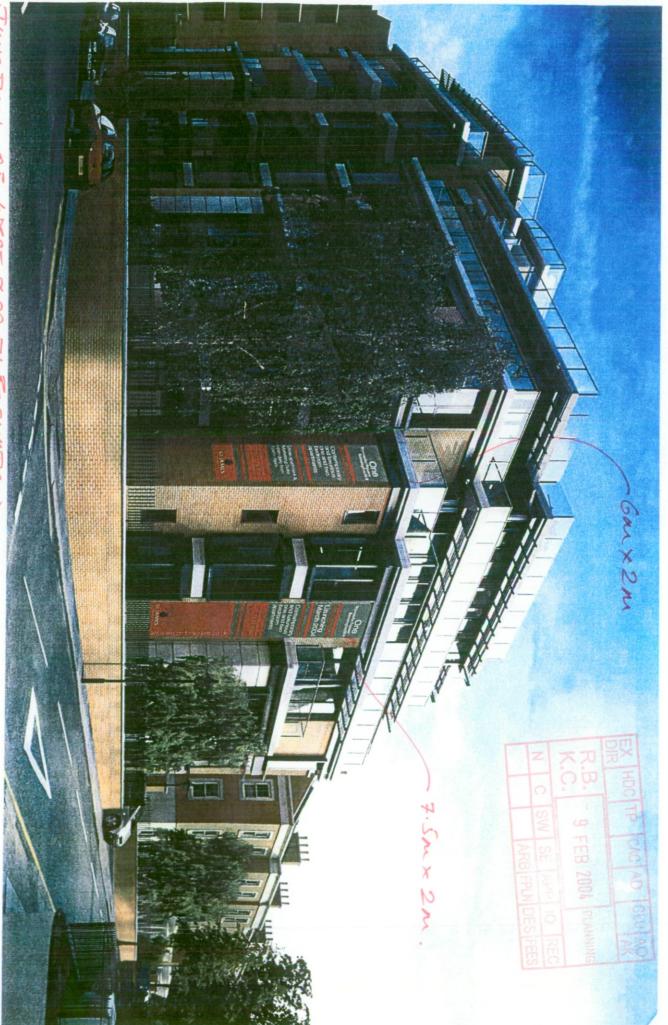
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Wycombe Square KensingtonW8 _aunching March 2004 Contemporary and luxurious one and two bedroom apartments For more information 020 7123 4567 www.wycombesquare.co.u

STJAMES

7.5m x2m

Wycombe Square A KensingtonWS Contemporan and luxurious one and two bedroom apartments Show apartment & Marketing Suite open daily from 10am -6pm For more information 020 7123 4567 www.wycombesquare.co.uk

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One Wycombe Square Kensington W8			
Launching March 2004			
New show apartment available			
One, two and three bedroom			
Contemporary and luxurious apartments			
Marketing suite now open			
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Wycombe Square Kensington W8

aunching March 2004

Contemporary and luxurious one and two bedroom apartments

For more information 020 7123 4567

www.wycombesquare.co.ul

Wycombe Square KensingtonW8

Contemporary and luxurious one and two bedroom apartments

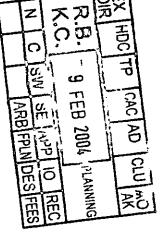
Show apartment & Marketing Suite open daily from 10am -6pm

For more information 020 7123 4567 www.wycombesquare.co.uk

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6m - 2m

ST JAMES

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

St. James Group Ltd., Parnell House, 25 Wilton Road, London SWIV 1LW

Victorian Society

DTLR Dept. Transport Loc.Gov.& Regions

APPLICATION NO: CA/03/02371

APPLICATION DATED: 06/11/2003 DATE ACKNOWLEDGED: 19 November 2003

APPLICATION COMPLETE: 17/11/2003 DATE TO BE DECIDED BY: 12/01/2004

SITE: Wycombe Square, London W8 7JD

PROPOSAL: Display of five discreet static signs, detailing the Campden Hill development's new marketing name of 'Wycombe Square'. Our cate application also received

ADDRESSES TO BE CONSULTED

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15. **CONSULT STATUTORILY ADVERTISE** English Heritage Listed Bdgs - CATEGORY: Effect on CA English Heritage Setting of Bdgs Grade I or II Setting of Listed Building English Heritage Demolition in Cons. Area Works to Listed Building **Demolition Bodies** Departure from UDP DoT Trunk Road - Increased traffic Demolition in CA DoT Westway etc., "Major Development" Neighbouring Local Authority Environmental Assessment Strategic view authorities No Site Notice Required Kensington Palace Notice Required other reason Civil Aviation Authority (over 300') Police Theatres Trust L.P.A.C National Rivers Authority British Waterways Thames Water **Environmental Health** Crossrail GLA - CATEGORY: LRT/Chelsea-Hackney Line/Cross Rail Line 2 Govt. Office for London

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Twentieth Century Society

Royal Borough of Kensington and Chelsea GGP Point in Polygon Search Results Corporate Land and Property Gazetteer



Buildings and their Units

Building Shell	St Georges Church		Aubrey Walk	W8 7JG
Building Shell Thames Water Campden Hill Depot		1b	Aubrey Walk	W8 7JH
Residential Building		2	Aubrey Walk	W8 7JG
Residential Unit		3	Aubrey Walk	W8 7JH
Building Shell		3/7	Aubrey Walk	W8 7JH
Residential Building		4	Aubrey Walk	W8 7JG
Non-Residential Building		5	Aubrey Walk	W8 7JH
Residential Building		/6	Aubrey Walk	W8 7JG
Residential Unit 3rd	f Floor Flat	7	Aubrey Walk	W8 7JH
Residential Building	· · · · · · · · · · · · · · · · · · ·	8	Aubrey Walk	W8 7JG
Non-Residential Sports Facilities Building		9.	Aubrey Walk	W8 7JH
Residential Building		10	Aubrey Walk	W8 7JG
Residential Building		11	Aubrey Walk	W8 7JH
Residential Building		12	Aubrey Walk	W8 7JG
Building Shell			Aubrey Walk	W8 7JH
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Residential Unit Fla	1 B	13	Aubrey Walk	W8 7JH
Residential Unit Fla		13	Aubrey Walk	W8 7JH
Residential Building		14	Aubrey Walk	W8 7JG

Residential Unit			15/19	Aubrey Walk	W8 7JH 、
Residential Building		·-	16	Aubrey Walk	W8 7JG
Building Shell			17	Aubrey Walk	W8 7JH
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Building Shell		Kensington Heights	91/95	Сатроен нііг коад	W8 78B
Residential Unit	Flat 1	Kensington Heights	91/95	Campden Hill Road	W8 7BD

Residential Unit	Flat 2	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 3	Kensington Heights	91/95	Campden Hill Road	` W8 7BD
Residential Unit	Flat 4	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 5	Kensington Heights	91/95	Campden Hill Road	` W8 7BD
Residential Unit	Flat 6	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 7	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 8	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 9	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 10	Kensington Heights	91/95	Campden Hill Road	W8 7BD
Residential Unit	Flat 11	Kensington Heights	91/95	Campden Hill Road	W8 7BD
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Residential Unit	· Flat 44	Kensington Heights	91/95	Campden Hill Road	W8 7BD
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