

ARUP

Royal Borough of Kensington and Chelsea

Character study

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08/02/22



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Prepared for:

Royal Borough of Kensington and Chelsea

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Section 1

Introduction



Section 1

Introduction

1.1 Background

This Character Study has been commissioned by the Royal Borough of Kensington and Chelsea (RBKC) to provide a townscape character assessment alongside other necessary evidence, to deliver a design led approach to meeting its housing targets through the emerging Local Plan.

RBKC is the smallest London borough geographically, at approximately 4.8 square miles, but is intensively built up. Home to around 156,000 people in a number of distinct neighbourhoods, the borough has an outstanding and distinctive townscape.

The built environment is central to the identity and success of Kensington and Chelsea. The borough has a strong and varied sense of place, influenced by the high quality of the townscape and the finely grained mix of uses. The borough is predominantly residential, and the vast majority of residents have local shops and services within a ten-minute walk of home, often interspersed within residential neighbourhoods.

The borough is also home to world class town centres, museums, hospitals and cultural events such as the Notting Hill Carnival that give the borough its international and national reputation. These attract large numbers of visitors from well beyond the borough boundary, reflecting the location close to, but not in, central London.

There is a pressing need for significantly more homes to be delivered in the borough, particularly affordable homes. RBKC faces a considerable challenge to accommodate not only different tenures but also the right type of homes whilst maintaining its unique environment. The Council wishes to carefully plan for new growth and development to ensure the infrastructure is there to support existing and new communities, in line with the borough's ambition to narrow inequality, put green issues and environment at the heart of development and enhance the outstanding townscape. The Council wants to ensure that the design of new development is of the highest quality, positively responds to local distinctiveness, is appropriate, and

well-planned. This is reflected nationally, with a focus on the central role of design in the National Planning Policy Framework (NPPF) and the publication of the National Design Guide and National Model Design Code, as well as regionally through the design-led approach to good growth set out in the London Plan.

Within this context, many areas of RBKC are undergoing change, and it is important to plan for good growth in a way that optimises capacity, delivers high quality streetscapes and open spaces, and where development contributes to sustainable development with community at its heart.

Purpose of this document

This Character Study identifies the borough's locally distinctive character areas. The study focusses on the areas of the borough which can more easily accommodate change, helping the Council to make the best use of the land available. Valued qualities and sensitivities are examined to understand how new development can provide a positive contribution to character and local distinctiveness. The study also provides creative options for how new schemes can enhance their surroundings and protect existing cherished features.

The study is intended to be an overview, rather than detailed analysis and in so doing, will form a framework for further work and future area and site-specific design briefs or design codes.

The study is an evidence base to inform future planning policy, including the Local Plan, complemented by other Local Plan evidence base documents.

Although the study's main purpose is as evidence for the development of policy, it may also assist in the determination of planning applications, although such decisions will always be assessed on a case by case basis and in the round, taking into account all relevant policies and other material considerations.

The study is likely to be of interest for developers wishing to understand the distinctive characteristics of certain areas within the borough, and the types of development the Council is likely to consider appropriate.

The study may also be of interest for residents and communities to gain an insight into areas identified for growth and areas for which the Council will be creating more guidance.

1.2 Structure of the document

The first parts of the report focus on developing a baseline understanding of the values and sensitivities of the borough's character areas. The second part of the report focusses on potential for growth and sets out future development types that are likely to be appropriate.

The document is structured as follows:

- [Section 1](#) introduces the report and provides an overview of the methodology adopted (which is set out in more detail in [Appendix A](#)).
- [Section 2](#) provides an overview of the borough wide context to the study, including an overview of the national, regional and local policy drivers (described in more depth in [Appendix B](#)). The baseline characteristics of the borough are described with reference to physical, cultural, perceptual and social qualities.
- [Section 3](#) describes the key existing building types across the borough.
- [Section 4](#) describes each of the 41 character areas of RBKC. These are presented in two different levels of detail, according to whether they are:
 - areas which are of exceptional and outstanding quality, and which are subject to heritage designations, where growth opportunities are limited and where detailed information on their character exists elsewhere; or
 - areas where there may be opportunities for growth (which include some areas where heritage sensitivities are present, which will need assessing on a case by case basis).
- **Public consultation** has fed into Section 4, and is summarised in [Appendix C](#). Public consultation gathered community views on:
 - the character areas, including their boundaries, names, features which are valued and those which could be improved;
 - priorities for future change; and
 - draft future development types and their appropriateness for the borough.
- [Section 5](#) presents a future building typology, with illustrations and precedents of building types likely to be appropriate for the borough.
- [Section 6](#) draws out the analysis of the characterisation and typology work to understand the potential for growth in different parts of the borough. This concludes with an opportunity map to inform good growth in the borough.

1.3 Methodology overview

The method for this study is summarised in [Figure 1](#). A detailed methodology is provided in [Appendix A](#).

The borough has an outstanding and distinctive townscape. Fine-grained differences in character and local distinctiveness require a fine-grained approach to defining character areas to provide an understanding of areas with the greatest potential for growth. The study aims to record elements important to character and identify opportunities for good growth at a high level and is not intended to identify sites at a granular level. The key stages are summarised below.

Review

The first stage of the methodology establishes a full understanding of the context and policy background, in national planning policy and design guidance, and in RBKC's current policies and evidence base studies.

Key features

The process of characterisation and evaluation is grounded in industry guidance set out by the Landscape Institute, Natural England and the Greater London Authority (GLA)¹: dividing the borough into character areas and subsequently describing and evaluating them, drawing out valued features and negative aspects for enhancement.

Draft characterisation: the initial stage of the characterisation defines broad character areas covering the whole borough, based on areas of similar character as a result of elements such as building typology, urban form, street pattern, transport infrastructure, designations and open spaces. This gives a general understanding of the borough and its building types.

The broad areas are then subdivided into smaller units based primarily on townscape quality and sensitivity to change, informed by conservation areas. This is a fine-grained analysis, identifying the following:

- **Areas of exceptional outstanding value (simple character profiles)** where significant growth is unlikely to be appropriate. These areas are excluded from further evaluation, whilst a summary of their character and values is captured. These areas are drafted as **simple character profiles** (coloured green in the report). Although extensive change is

unlikely to be appropriate in such areas, there may be opportunity for growth on an individual plot basis.

- **Other areas which may have opportunity for growth (detailed character profiles).** These include areas where character is fragmented and in need of enhancement, and where there are detractors that weaken sense of place and therefore may be appropriate for character to change and new development to provide a positive contribution to character (and the borough as a whole). These areas also include more sensitive areas where there may be smaller scale opportunities for growth. **Detailed character profiles** are coloured blue in the report.

Existing building types are defined, and then analysed to inform and guide the development of **draft future building types**. The future building types aim to consider the types of buildings that are likely to fit best in the borough.

Character areas, their key characteristics and qualities are verified on **site** and through **public consultation**.

Identify

Following public consultation, simple character profiles are **refined and supplemented with additional information on key valued features** at a high level.

The character areas with **detailed profiles are also refined** and supplemented with additional information gained from consultation on key valued features and negative qualities for enhancement. These areas are assessed in more detail and **evaluated**, considering their **sensitivity to change**, using Natural England industry guidance².

The **'likelihood' for change** across the borough is assessed. This is a broad, high level analysis using GIS data on aspects such as public transport accessibility and planning policies. The sensitivity and likelihood of change are then overlaid to understand the **potential for growth** of individual character areas.

Recommendations

The recommendations section comprises an **opportunity map** which identifies locations in the borough that may be appropriate for good growth. The opportunity map is based on the character analysis and assessment of sensitivity, likelihood of change, and potential for growth.

¹ Guidelines for Landscape and Visual Impact Assessment, Landscape Institute and IEMA, 2013; An Approach to landscape character assessment, Natural England, 2014; Character and Context, Supplementary Planning Guidance, GLA, 2014.

² An approach to landscape sensitivity assessment, Natural England 2019

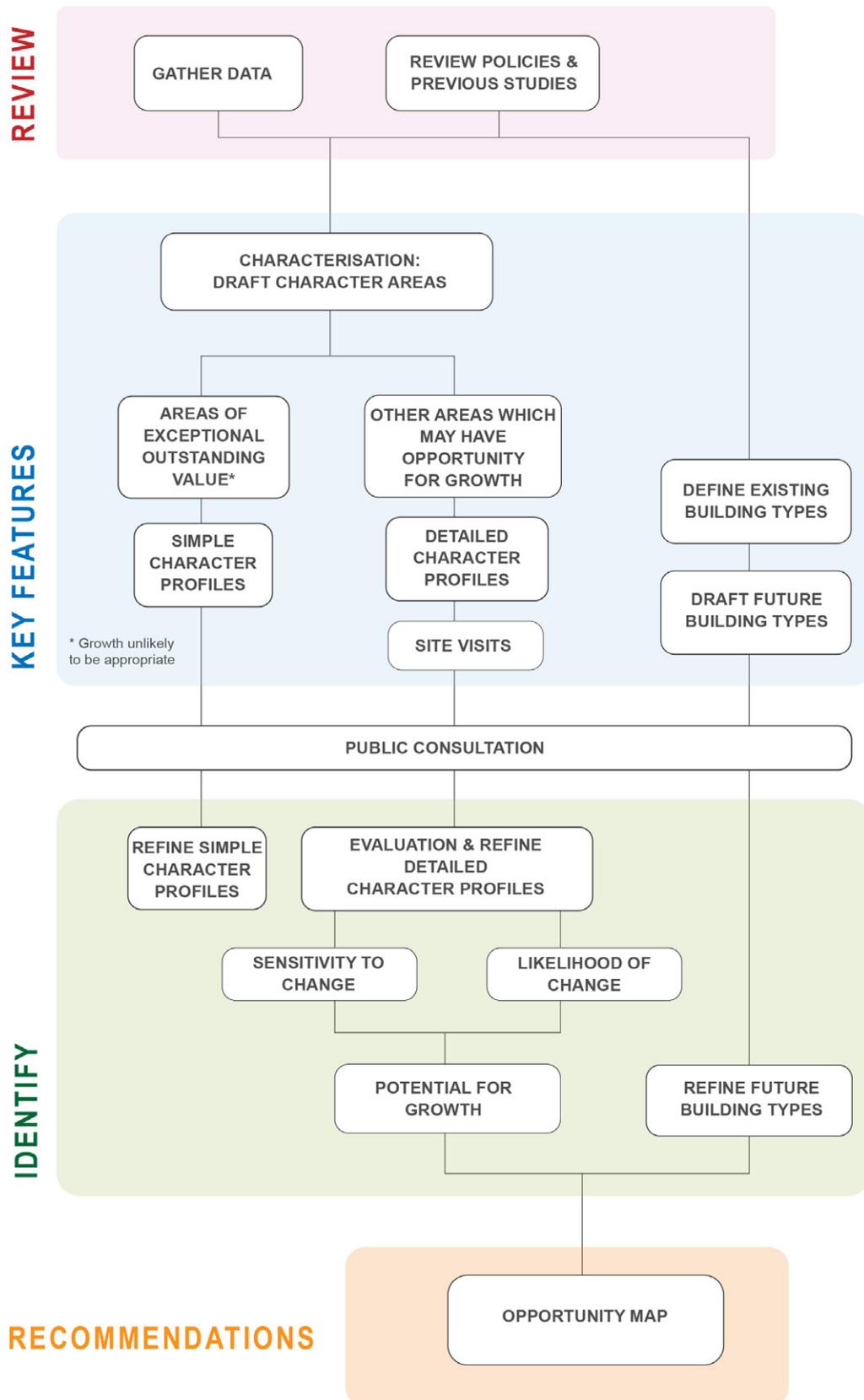


Figure 1 Methodology overview



Camden

Brent

Westminster

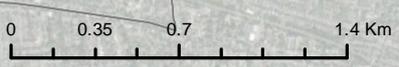
Kensington
Gardens

Holland
Park

Hammersmith
and Fulham

Richmond
on Thames

Wandsworth



Section 2

Borough overview



Section 2

Borough overview

2.1 Borough overview

This section provides an overview of the borough including policy context, areas of change, and the physical, cultural, perceptual and social qualities that shape it as a whole.

At 4.8 square miles, RBKC is geographically the smallest London borough. An inner London borough, it is located west of the City of Westminster and east of the London Borough of Hammersmith and Fulham, with the River Thames forming the southern boundary.

RBKC is the smallest London borough but is intensively built up. Home to around 156,000 people in a number of distinct neighbourhoods, the borough has an outstanding and distinctive townscape: approximately 74% of the borough is within a designated conservation area.

The borough grew throughout the 19th century to provide homes for the newly wealthy middle and upper classes, leaving a legacy of Georgian and Victorian terraces laid out in a network of streets, often with garden squares, of the highest quality. Edwardian mansion blocks followed, allowing buildings to be slightly taller and of higher density. There are 39 conservation areas, over 4,000 listed buildings and 14 Registered Parks and Gardens.

A number of town centres of particular international or national reputation include Portobello Road, Notting Hill Gate, High Street Kensington, Knightsbridge, South Kensington and King's Road, with a further four district and 'special district' town centres (Earl's Court Road, Brompton Cross, Fulham Road and Westbourne Grove). In addition, there are a further 36 neighbourhood town centres which provide important services to local communities.



Figure 2 Historic town houses on Royal Hospital Road



Figure 3 Portobello Road

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2.2 Policy summary

This section outlines the reviews undertaken of relevant national, London and borough-wide policies. Further details are provided in [Appendix B](#).

2.2.1 National policy

Chapter 12 of the National Planning Policy Framework (NPPF) (2021) covers design, reflecting that high quality buildings and places are key to what planning should seek to achieve. It states that plans should:

'...set out a clear design vision and expectations, so that applicants have as much curtailed as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics.' (Paragraph 127)

Particularly relevant to this study, the NPPF states that planning policies should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting – but also not preventing or discouraging appropriate innovation and change (including increasing densities). Development should establish or maintain a strong sense of place, and optimise the potential of sites.

The NPPF also includes a number of policies around making effective use of land in meeting the need for homes and other uses – including building at appropriate densities and avoiding low density development where there is an existing/anticipated shortfall in land. The strategic direction established in the NPPF is supported by further details in Planning Practice Guidance and the National Design Guide.

The study has also been informed by Historic England Advice Note 4: Tall Buildings (<https://historicengland.org.uk/images-books/publications/tall-buildings-advice-note-4/>) which guides sustainable and successful tall building design and planning within historic environments. Note that this document is due to be updated in 2021.

2.2.2 London-wide policy

The London Plan was adopted in March 2021 and is the new Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

Chapter 3 of the London Plan includes policies on design, character and capacity for growth. A summary of the policies and supporting text is provided in [Table 13](#) within [Appendix B](#).

There are a number of other relevant London-wide policies including (and covered in full in [Appendix B](#)):

- Draft Good Quality Homes for all Londoners;
- Housing SPG;
- Shaping Neighbourhoods: Character and Context SPG;
- London View Management Framework SPG; and
- Industrial Intensification and Co-location Through Plan-led and Masterplan Approaches Practice Note.

2.2.3 Borough-wide policy

RBKC current adopted local development plan consists of the following documents:

- Local Plan (Local Plan Partial Review) (adopted September 2019);
- The St Quintin and Woodlands Neighbourhood Plan (July 2018);
- The Norland Neighbourhood Plan (June 2012); and
- London Plan (see above).

A summary of the relevant policies included in the current local development plan is included in the comparison of approaches in [Appendix B](#).

2.2.4 Other London boroughs

The study has also reviewed policy approaches in other London boroughs. These boroughs (Wandsworth, Hammersmith & Fulham, Richmond and Tower Hamlets) have all adopted policies in the last three years and share similarities (in terms of geography, development pressure etc.) with RBKC.

The review has considered policies relating to:

- approach to urban design and character;
- mapping of character areas;
- definition of a 'tall building';
- approach to tall buildings; and
- approach to urban design on small sites.

The full review is provided in [Appendix B](#).

2.3 Areas of planned and potential change

The RBKC Local Plan 2019 identifies 11 'Places'. The Places are illustrated in [Figure 4](#). They are split into two types:

- areas of change; and
- places with a particular national or international reputation (mainly town centres).

In 2020, the Council initiated a New Local Plan Review (NLPR). Amongst the multitude of policies, the Places chapter is also under review, with the Council committed to look again at the existing visions for these Places and consider whether they remain appropriate. The Places were an integral part of two rounds of consultation in autumn 2020 and late summer 2021.

Whilst not yet adopted, the areas identified in NLPR form a strategic basis for further consideration of possible areas with growth potential.

The areas of change identified are:

- **Lots Road** around Lots Road Power Station;
- **Earl's Court** (creation of a new community and redevelopment of sites in Warwick Road);
- **Kensal Canalside** Opportunity Area;
- **Golborne** (new homes for local people); and
- **Latimer Road** (a hub for the creative economy).

Places with a national or international reputation are:

- **Portobello Road** (world famous street market);
- **Notting Hill Gate** (a unique district centre);
- **Knightsbridge** (exclusive shopping area);
- **Kensington High Street** (civic heart);
- **South Kensington** (cultural destination); and
- **King's Road/Sloane Square** (retail and culture).

Following the Grenfell Tower fire in June 2017, RBKC decided to end estate regeneration on Council owned estates.

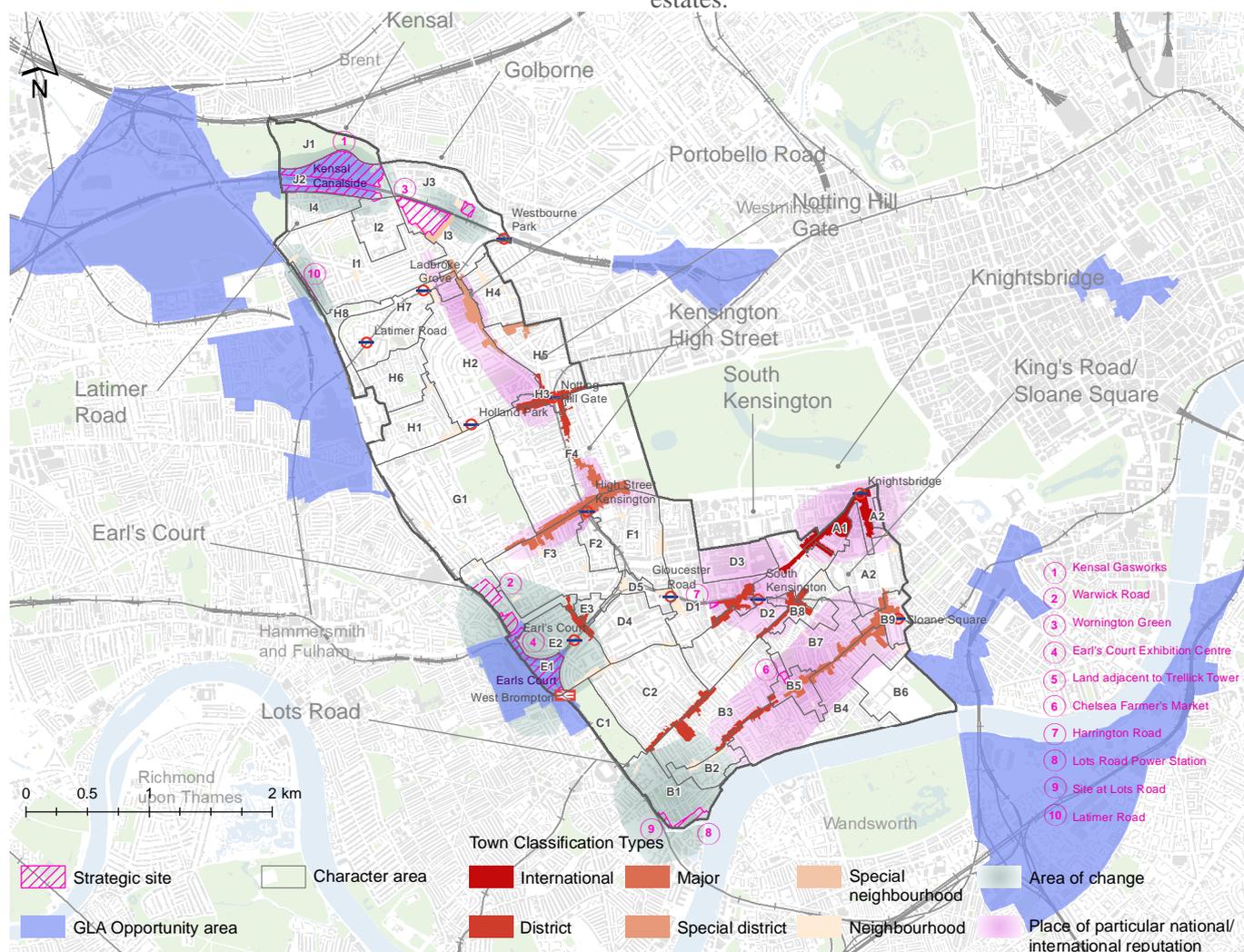


Figure 4 Areas of planned and potential change in the context of the character areas identified later in this study

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2.4 Borough-wide baseline

This section provides an overview of the physical, cultural and perceptual qualities of the borough. It helps to set the scene for the more detailed analysis at a character area level in the following sections.

2.4.1 Physical qualities

Topography

The topography of RBKC rises gently from the floodplain of the River Thames in the south of the borough. Levels are generally low also in the east of the borough, towards the lost River Westbourne, and towards the west where low lying land extends from the sweeping bend of the river at Barnes in Richmond.

The highest parts of the borough are in the far north, at Kensal Green and Ladbroke Grove; and in the centre of the borough around Holland Park and Kensington

Palace. The latter form the historic edge of the Thames floodplain.

The lower land between Kensal Green and Ladbroke Grove is part of the historic valley leading towards the now lost Counter's Creek and Stamford Brook.

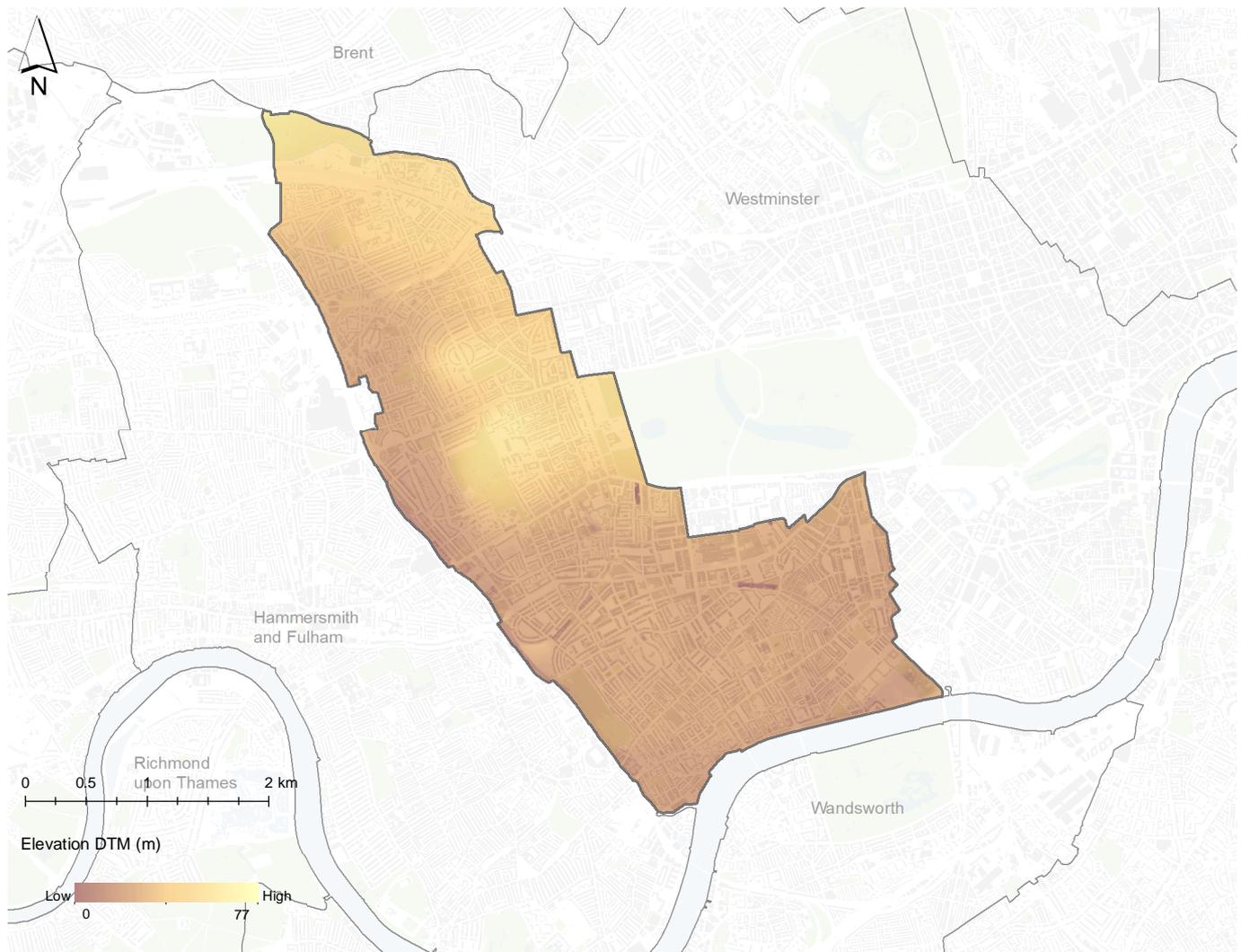


Figure 5 Topography plan

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Geology

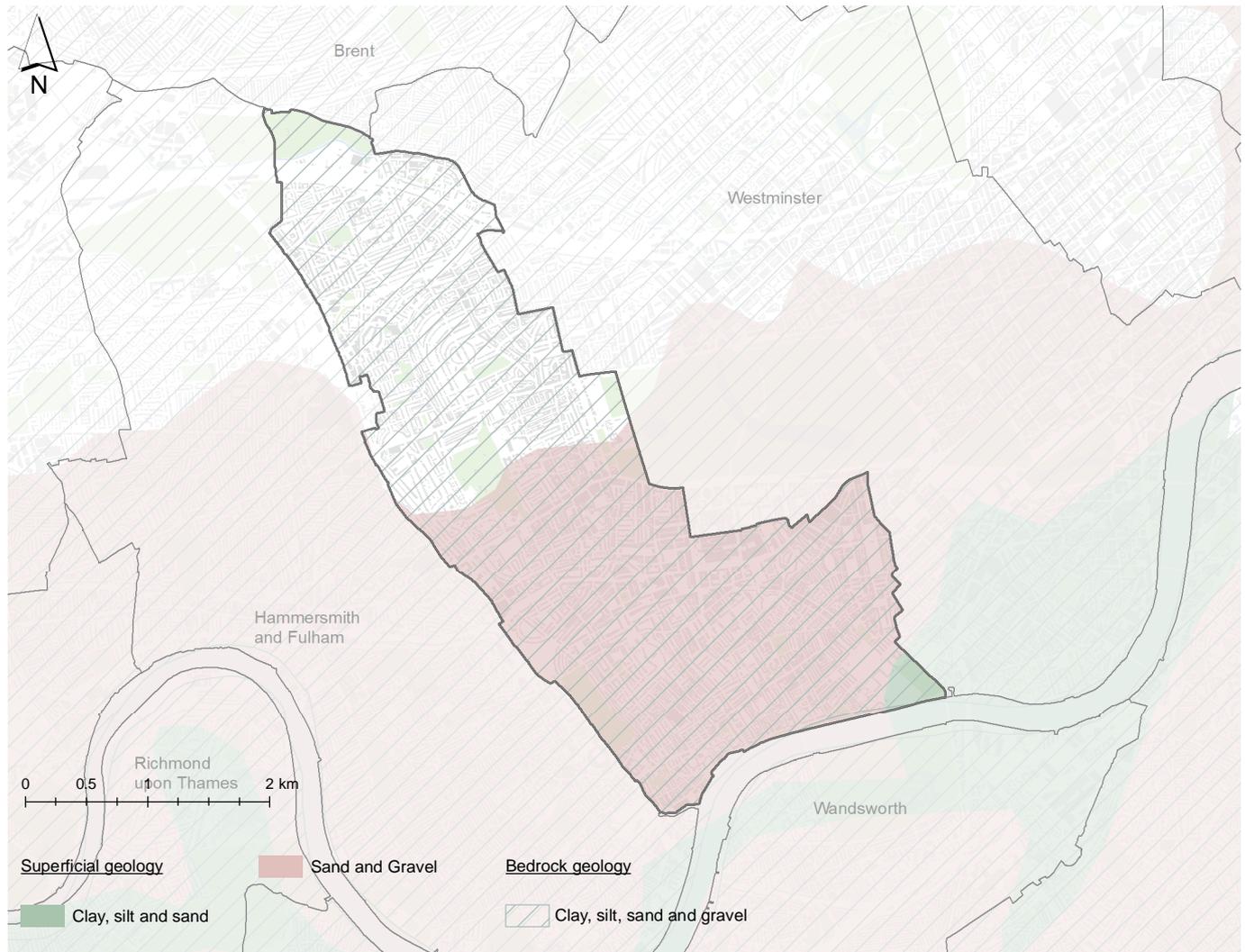


Figure 6 Geology plan

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The geology of RBKC has a direct relationship with its topography.

The borough sits upon a bedrock geology of clay, silt, sand and gravel. The bedrock forms part of the much wider London Clay Formation formed approximately 48 to 56 million years ago and are marine in origin (previously sitting beneath deep seas).

The southern half of the borough is overlain by superficial deposits of sand and gravel representing the historic floodplain of the River Thames. In the south east corner there is an area of clay, silt and sand at the

point at which the lost River Westbourne bifurcated before meeting the River Thames.

The superficial deposits are fluvial in origin ranging from coarse to fine-grained sediments.

The northern part of the borough sits on bedrock with no superficial deposits, other than some evidence of sections of Langley Silt Member (wind-blown deposits), Lynch Hill Gravel Member (fluvial gravel deposits) and Taplow Gravel Member (fluvial sand and gravel deposits).

Hydrology

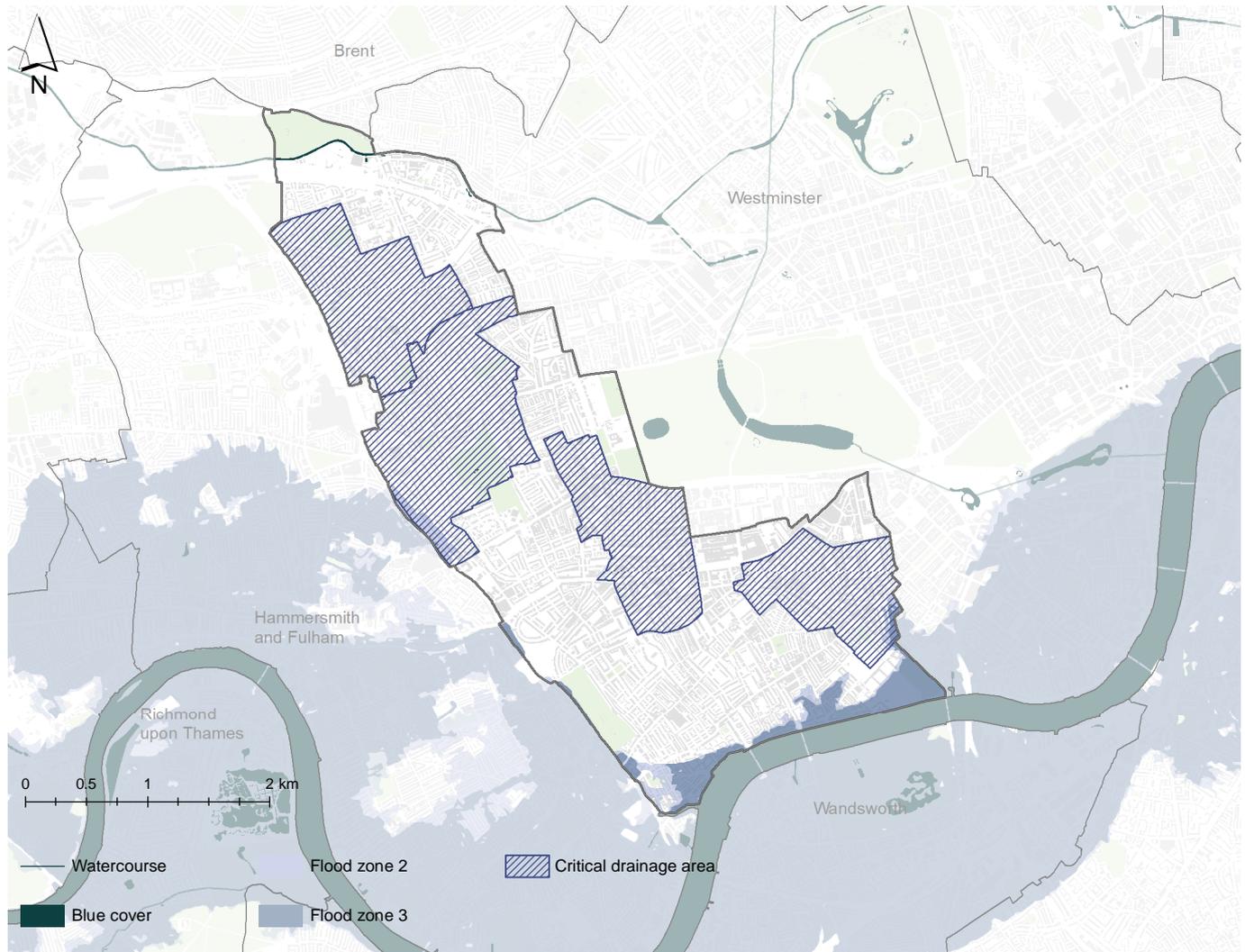


Figure 7 Hydrology plan

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While a number of historic rivers (the Westbourne, Counter's Creek and Stamford Brook) run close to the borough's eastern and western boundaries, there is little blue infrastructure within RBKC itself. Consequently, there are few areas sitting within the flood zone, limited to just the frontage to the River Thames including the Royal Hospital Chelsea Grounds on the eastern edge of the river. There is also a localised area of flood risk around Chelsea Creek in the south-west of the borough, around which the Lots Road Power Station development has emerged.

Elsewhere there are minimal areas at risk of flooding, with the remainder concentrated along the far western edge of the borough towards the historic

Counter's Creek (where lower lying land extends into neighbouring LB Hammersmith & Fulham around the tight bend of the River Thames at Barnes).

The Paddington Arm of the Grand Union Canal runs from east to west at the northern edge of the borough between Kensal Green Cemetery and the industrial land along the railway line. The 14 mile long historic canal connects Bethnal Green and Stratford in the east to Hillingdon in the west where it connects back into the main Grand Union Canal.

Green infrastructure

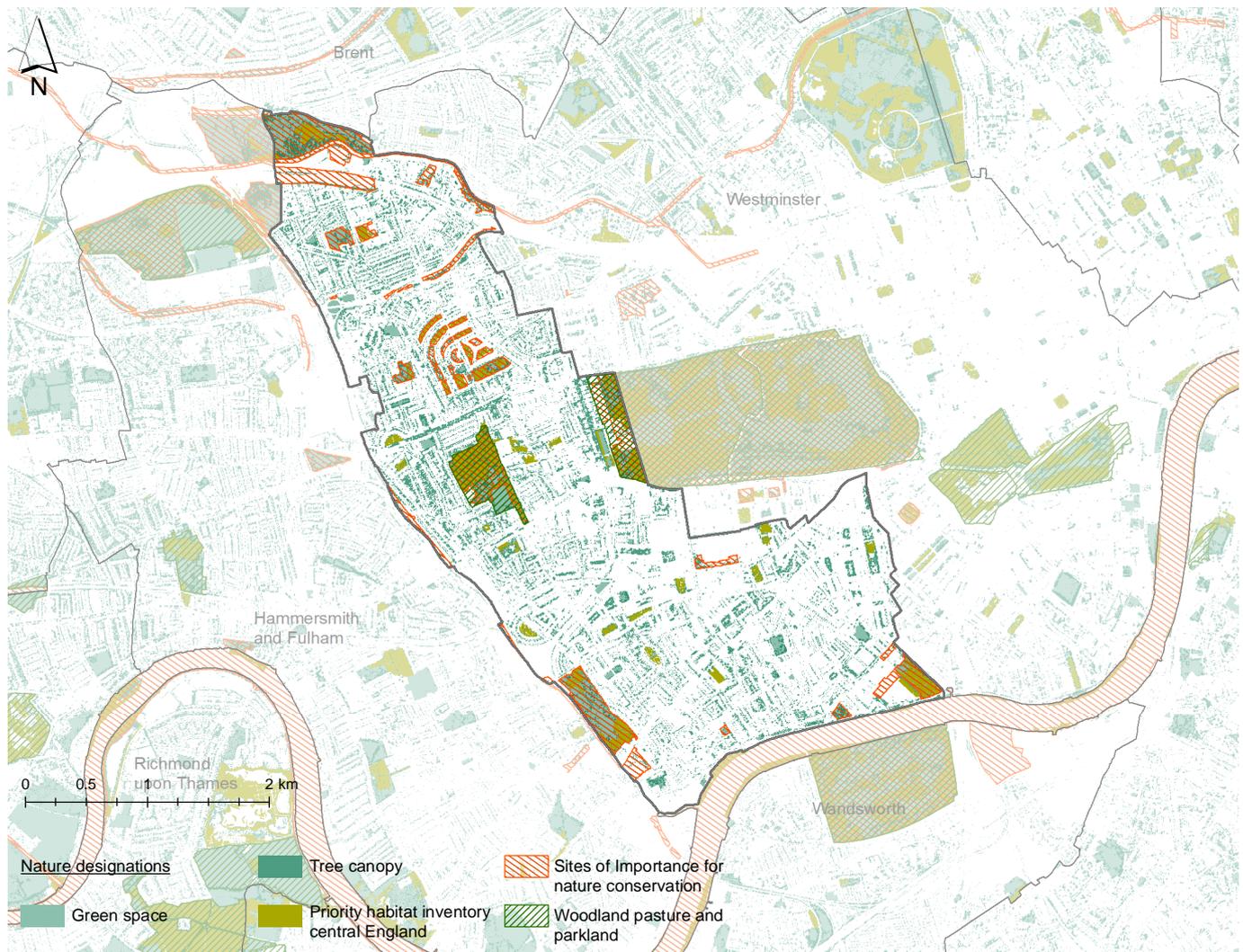


Figure 8 Green infrastructure plan

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One strong characteristic of the built environment of the borough is the structure and quality of the street environment. For such a high density area, the borough is remarkably green, with a significant contribution made by garden squares and street trees. Maintaining the quality of the public realm, including repairing the street network in areas that have become fragmented, is important.

Biodiversity in the borough is remarkably rich given its urban setting. There are 24 Sites of Importance for Nature Conservation (SINCs). 92% of these SINCs are classed as being in ‘positive management’. The remaining 8% are rail-side land.

The River Thames is an important natural asset of strategic importance in terms of recreation, visual amenity and natural habitat. While the borough has a

relatively narrow frontage to the Thames, it provides an important green corridor characterised by mature trees and a sequence of open spaces (including in LB Wandsworth on the opposite river bank).

In the north of the borough the Grand Union Canal forms a strategically important green corridor spanning the city and containing characteristic aquatic flora, fauna and breeding water birds.

A number of the borough's open spaces contain important woodland pasture and parkland and sit within the priority habitat inventory for England. This includes valuable habitats within Kensal Green Cemetery, Holland Park, Ladbroke Square Garden, Brompton Cemetery and the Royal Hospital Gardens & Ranelagh Gardens.

Public open space

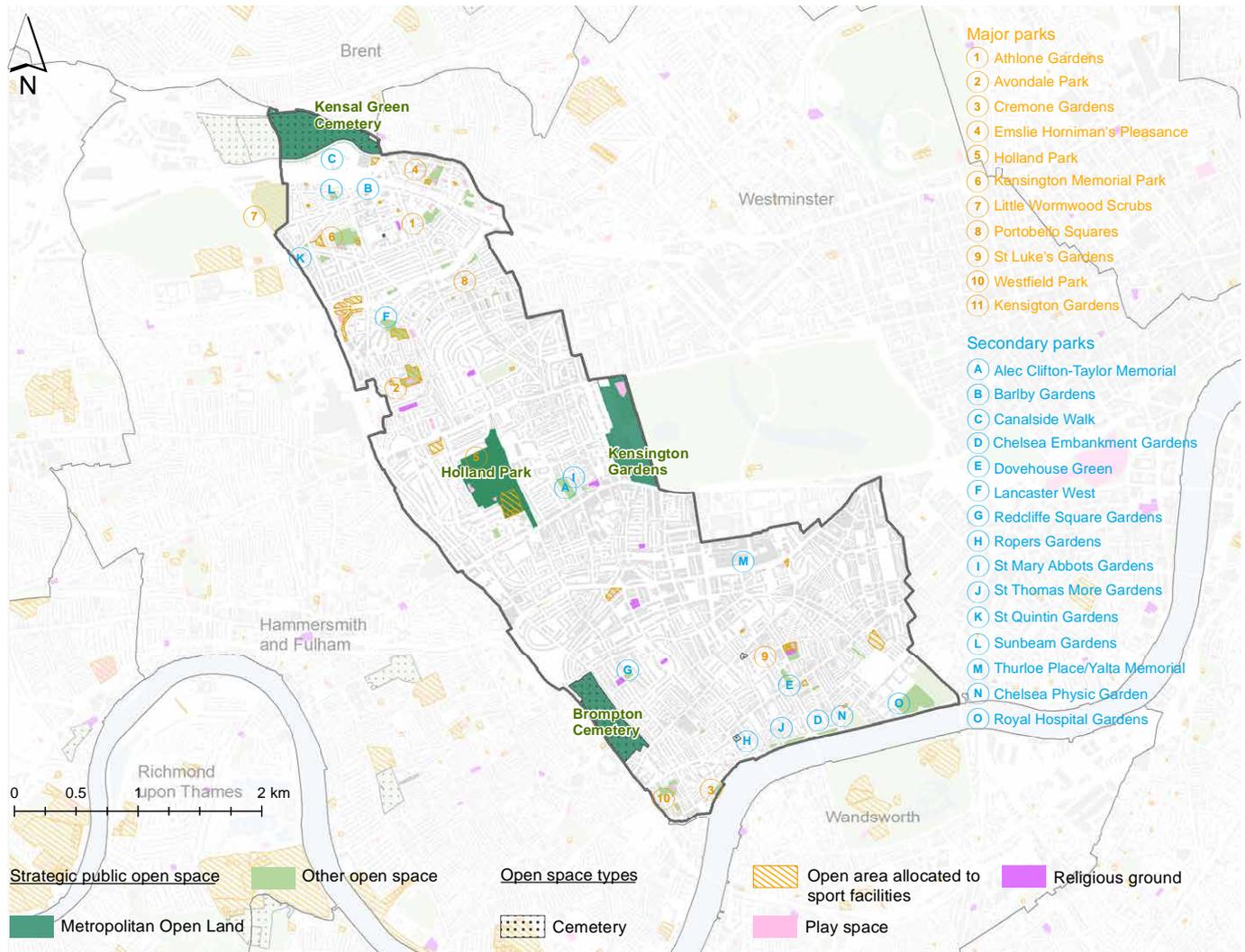


Figure 9 Public open space plan
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There are limited large-scale public open spaces across RBKC, but the borough's tradition of communal external space, such as garden squares, has created a distinctive green character. The Georgian and Victorian legacy in the borough has left over a hundred garden squares. These communal spaces enjoyed by the surrounding properties are distinctive to the character of the borough and add to its charm, but they are generally not accessible to the public.

The borough's largest public open spaces are Holland Park and Kensington Gardens, which connects to Hyde Park. These spaces, together with Kensal Green and Brompton cemeteries, are protected as Metropolitan

Open Land. Both are examples of the early commercial cemeteries in London known as the 'Magnificent Seven'.

Many of the parks and open spaces are Registered Parks & Gardens reflecting the heritage of the borough.

The Earl's Court redevelopment in the west of the borough is planned to include new public open space. Westway Trust also have plans to re-imagine the Westway in the north of the borough as a positive community space and cycle and pedestrian link.

2.4.2 Cultural qualities

Historic evolution



Figure 10 Historic map 1805-1874

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Early development in the borough in the 17th century was largely concentrated along a number of radial routes running into the City of London and the Royal Palaces of Westminster from the west. These routes still remain the only continuous through routes across the borough.

Development was focused more heavily in the south close to the River Thames. Much of the rest of the borough was open space apart from dwellings around the modern day Holland Park area. The open space included grounds to large houses, Earl's Court farm, the Kensington gravel pits and the emerging Kensal Green Cemetery.



Figure 11 Historic map 1897-1904

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The subsequent development of residential estates in the 19th century established a fine grain of streets and spaces between the historic arterial corridors. The estates evolved separately and show an internal organisation revolving around the garden square concept. The piecemeal development led to a poor north-south connectivity within the borough that persists today.

After the mid-19th century some of the main streets become attractive shopping destinations alongside theatres, cinemas and museums.



Figure 12 Historic map 1919-1926

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The built fabric and form of RBKC was largely complete by the early 20th century. The Royal Borough status was granted in 1901, as home of Kensington Palace where Queen Victoria was born and lived until her accession.

In this period, improved road and rail links led to the decline of canal and river transportation, with steamships ceasing operation in 1908.

The early 20th century saw the clearance of the Piggeries and Potteries slums in Notting Dale with huge displacement of residents and new homes built.



Figure 13 Historic map 1945-1948

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War damage, the decentralisation of industries along the rail and waterways and slum clearance projects have led to the development of a number of large social housing estates, particularly in North Kensington and Kensal. Built in a modernist style, these often included high-rise residential towers.

Equally in other parts of the borough the stock of large Victorian and Edwardian town houses was subdivided into smaller flats to satisfy changes in market demands and lifestyle requirements.

The opening of 'Bazaar' in the mid-1950s and numerous fashion boutiques on the King's Road, was central to the emerging cultural image and identity of an exquisite and affluent Chelsea. Notting Hill with Portobello Market and the yearly Notting Hill carnival developed an equally strong identity and became important visitor destinations.

Heritage assets

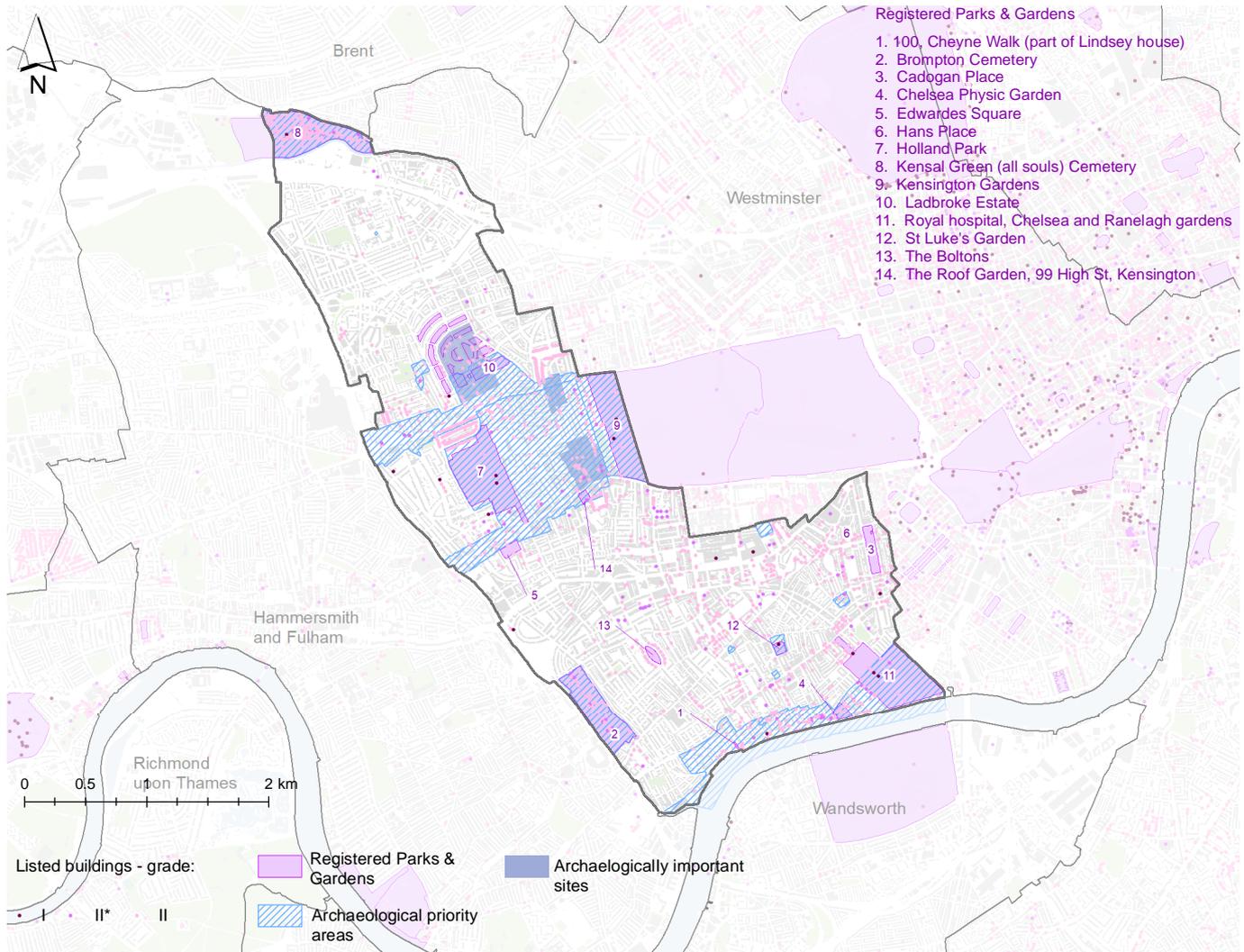


Figure 14 Heritage assets overview plan

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The borough has a legacy of Georgian and Victorian terraced houses, laid out in a network of streets, often including garden squares. There are over 4,000 listed buildings and over 73% of the borough is within a conservation area, including some of metropolitan importance such as the Thames, Royal Hospital and South Kensington Museums Conservation Areas.

Of the 14 Registered Parks & Gardens across RBKC, four are grade I listed (Kensal Green Cemetery, Kensington Gardens, Brompton Cemetery, and Chelsea Physic Garden).

The borough is also home to two Scheduled

Monuments at Kensington Palace and the post-medieval Pottery kiln in Walmer Road.

The borough has two Tier 1 and five Tier 2 Archaeological Priority Areas representing the rich history behind the development of the borough.

The preservation and enhancement of the historic environment, achieving high quality new development and having a high quality streetscape are a high priority for residents and a key consideration within the environmental dimension of sustainable development.

Urban centres

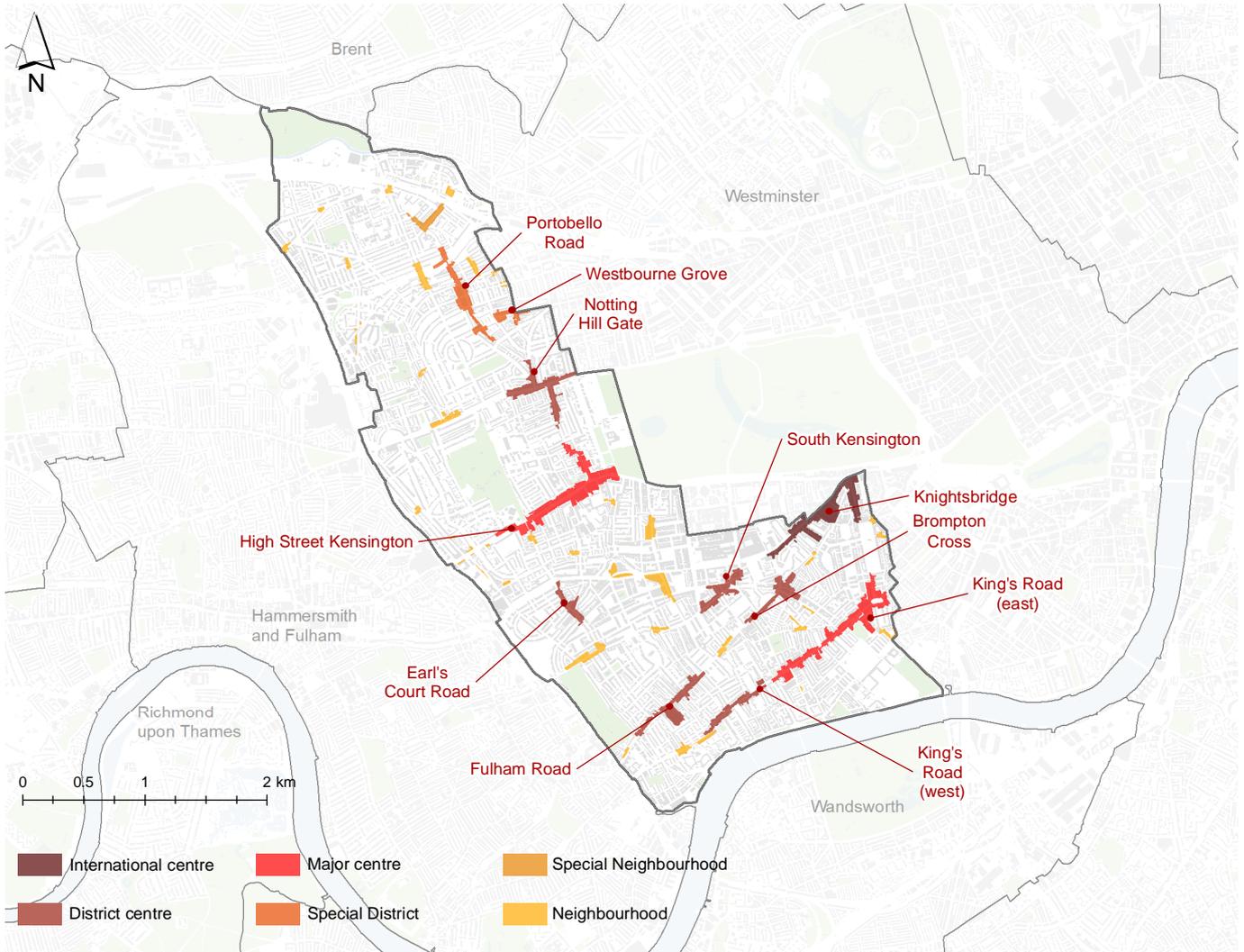


Figure 15 Urban centres plan
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The borough is characterised by a network of local neighbourhood centres offering a wide range of everyday services within easy walking distance.

In addition to the Neighbourhood Centres, there are eleven larger centres in the borough:

- Knightsbridge is an International Centre (and is also located in the GLA’s Central Activities Zone);
- Kensington High Street and King’s Road East are Major Centres;
- South Kensington, Notting Hill Gate, Brompton

Cross, Fulham Road, Earl’s Court Road and King’s Road West are District Centres; and

- Portobello Road and Westbourne Grove are Special District Centres. These centres attract people to the borough and serve a pan-London or greater function, but they also provide a valuable role in serving the day-to-day needs of local residents.

The majority of larger centres are located in the south and east of the borough.

Transport network

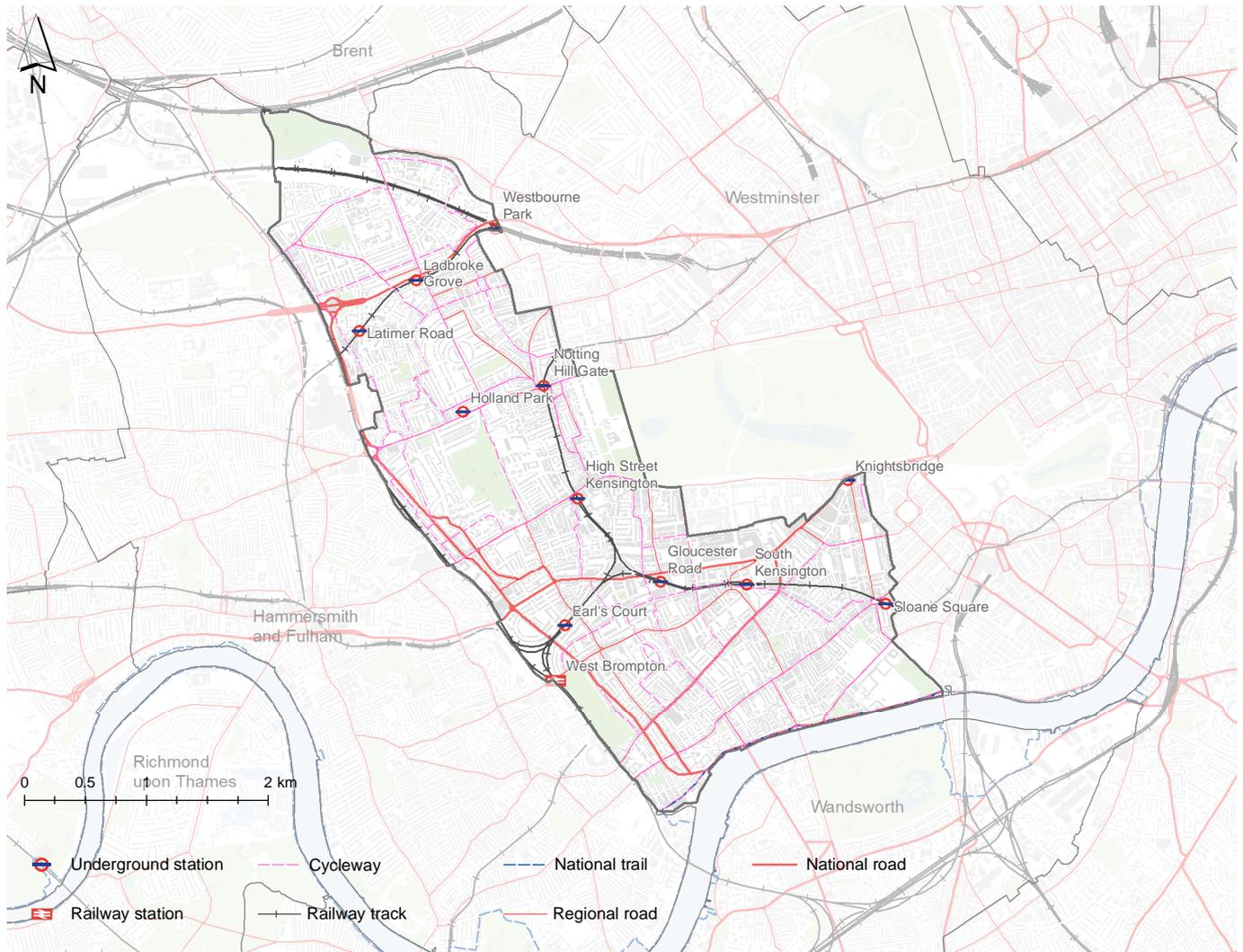


Figure 16 Transport network plan

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The proportion of journeys made on foot by London residents originating in the Borough is 40.2% - the joint highest of all London Boroughs.¹ Road access in the borough is restricted by the River Thames in the south, major infrastructure barriers including the Westway, underground lines, the Grand Union Canal and open spaces. These restrictions mean that those routes that are available are heavily trafficked. These routes are also often major retail areas with heavy pedestrian flows, resulting in competition for road space.²

Access by underground is predominantly east-west, with the Central, Circle, District and Piccadilly lines together servicing central Kensington and northern Chelsea, and the Hammersmith and City line serving North Kensington. North-south movement on the

Underground (apart from High Street Kensington to Notting Hill Gate) is not possible. North-south movement is facilitated by the West London line, running down the western boundary of the borough with stations at Shepherd's Bush, Olympia, West Brompton and Imperial Wharf serving the far south west of the borough.

Another key issue is the predominance of the main transport infrastructure running east-west and the difficulty of moving north-south. There is also an issue in North Kensington, where rail infrastructure has created significant barriers to movement, but brings no access benefits because of the lack of local stations.

¹ Local Implementation Plan (LIP), January 2014 (from RBKC Local Plan)
² *ibid.*

Public transport accessibility

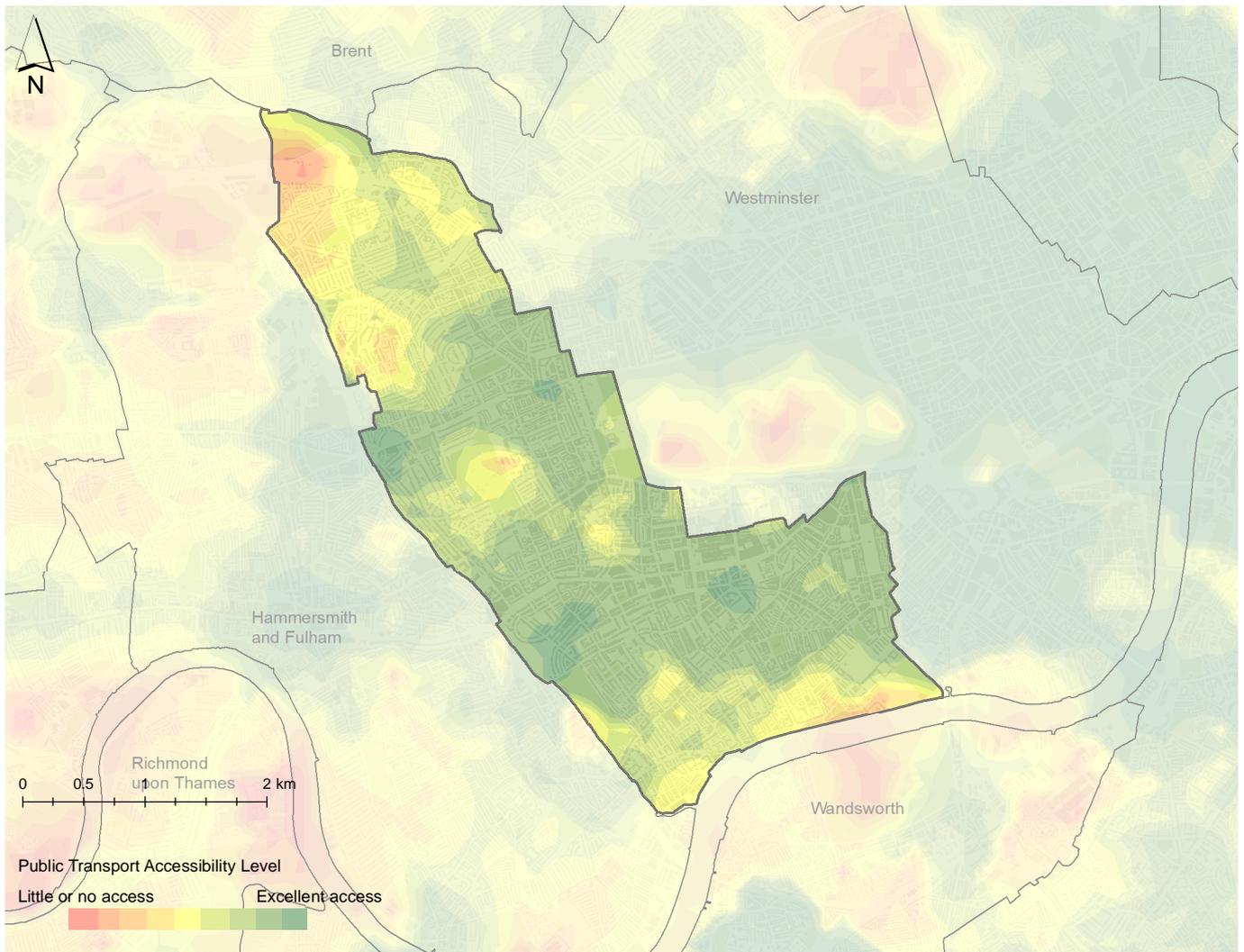


Figure 17 Public transport accessibility levels

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Looking at Public Transport Accessibility Levels (PTAL) as a whole, they vary from ‘excellent’ around Notting Hill Gate and South Kensington, to ‘poor’ or ‘very poor’ in the far south and north west of the borough.

Compared with other parts of London, the borough might be considered to be well served by public transport. However, within the borough there are

large differences. Much of the centre and south of the borough has high levels of PTAL. This is due to the original pattern of the underground and bus networks and the density of development and network of local centres reflects this. However, large parts of North Kensington and parts of South West Chelsea have relatively poor PTAL.

Building pattern and type

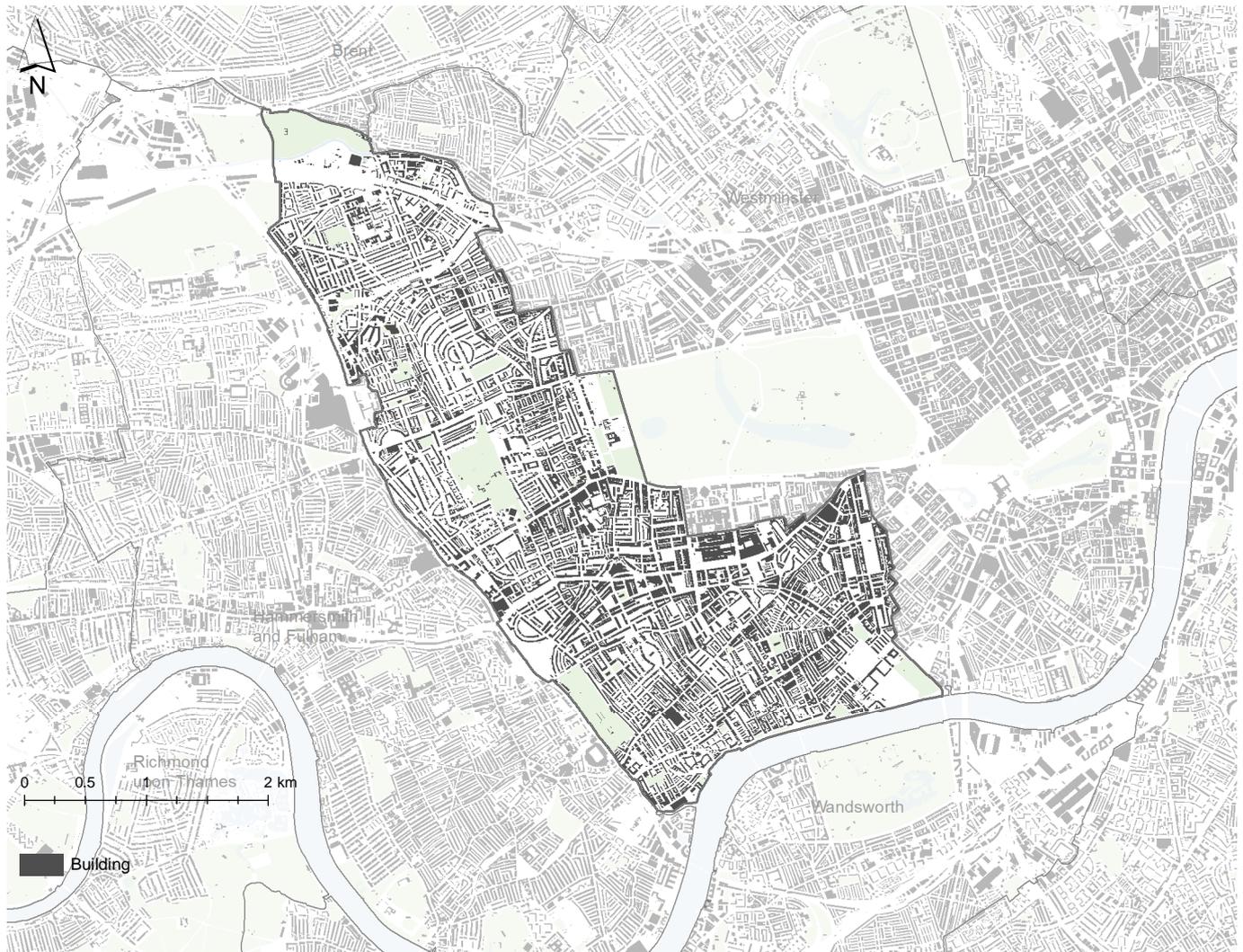


Figure 18 Urban grain plan

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Within the south and west, the borough has a legacy of Georgian and Victorian development, predominantly moderately sized to large terraced town houses, laid out in a network of streets, often including garden squares. The Edwardian period saw a shift away from town houses to the mansion block, allowing buildings to be slightly taller and achieve a higher density. The same principles of street-based architecture with the town house endured with the mansion block. The two principal building types are combined in a rich mix where neither one nor the other predominates over very large areas.

Another important characteristic that is also part of this legacy is the interspersed small scale studios, shops,

pubs and other mixed uses within the residential areas. This adds vitality and variety to the street scene and mixed uses are not confined only to town centres or employment zones in the borough.

Interspersed with the borough's historic centres and increasingly predominating within the north of the borough, are many examples of 20th century social housing and estate developments. Several examples exist of early 20th century social housing development, notably the Sutton Estates (both within Chelsea and the Dalgarno neighbourhood) and Peabody Estates. This includes Erno Goldfinger's iconic Trellick Tower.

Building heights

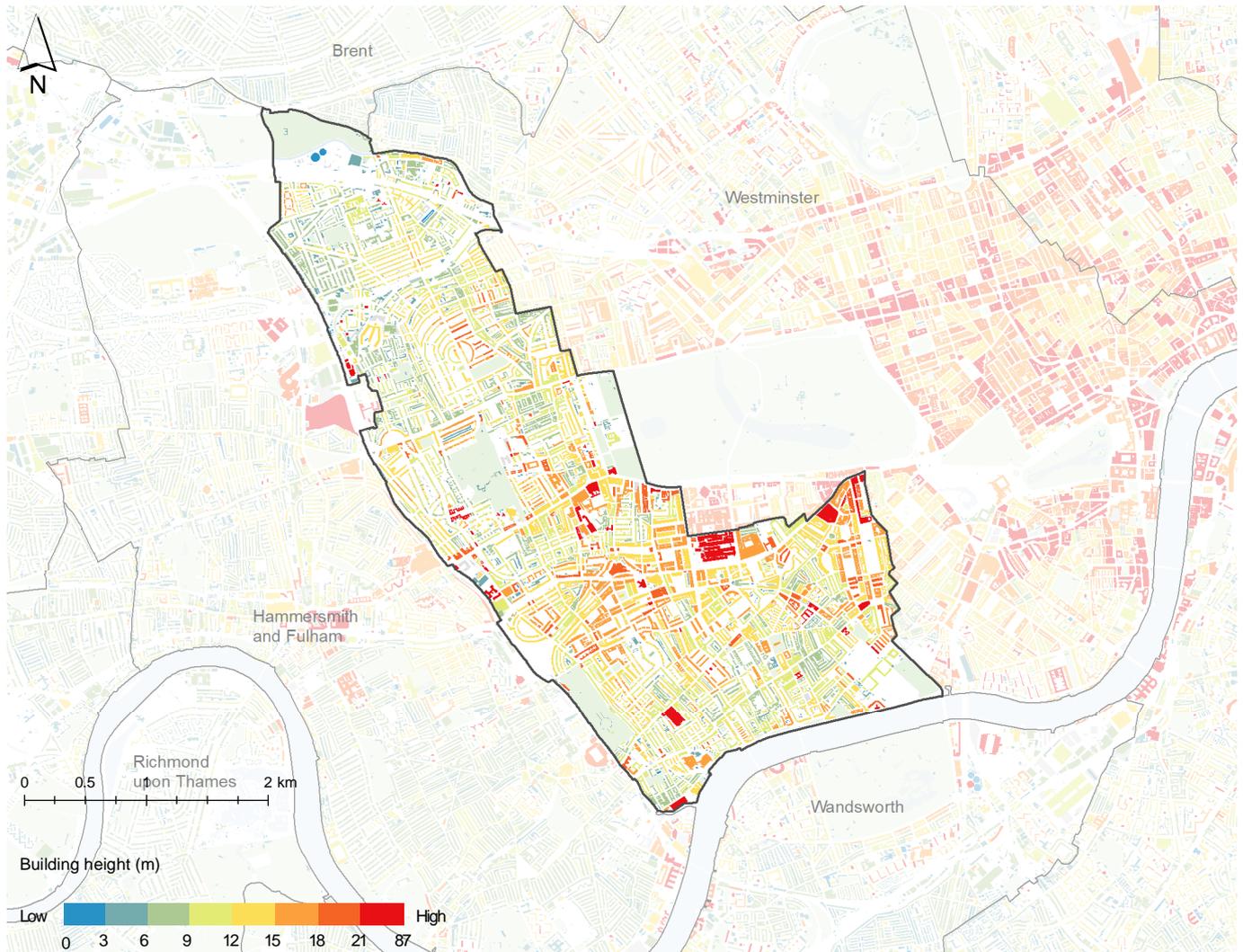


Figure 19 Building heights plan

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RBKC is characterised by a finely grained historic street pattern of Georgian and Victorian town houses and Edwardian mansion blocks. While the urban form becomes more diverse and fragmented towards transit corridors including the Grand Union Canal, railways, A3220 and the River Thames, it generally retains a relatively homogenous and level roofscape.

Building heights in North Kensington and the Lots Road area in the south generally range from 2-3 storey terraces; while much of the rest of the borough is dominated by 3-5 storey Georgian and Victorian terraces and town houses. There are pockets of mansion blocks from the late Victorian age onwards which rise up to 8-storeys, particularly along Kensington High Street, Old Brompton Road, Sloane Avenue and Knightsbridge.

Building plots along major transit corridors have naturally experienced higher pressures for re-development and therefore have a greater variation in massing and height. These are clustered around areas such as Notting Hill Gate, Kensington High Street, Cromwell Road, Brompton Road and King's Road and generally sit between 10 and 14-storeys. These are often viewed as tall in their immediate surroundings but do not present skyline landmarks. There are few very tall buildings in excess of 15-storeys - generally clustered in Kensal Town and Cheltenham Estates, Lancaster West and Silchester Estates, Notting Hill Gate, Cromwell Road and World's End Estate. Other tall structures include the chimneys of Lots Road Power Station.

Land use



Figure 20 Land use plan

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The borough is predominantly residential but has a finely-grained mix of uses such as shops, businesses, arts and cultural facilities, some of which are world class. These uses have benefited from the borough's high residential density and from visitors to the borough but are under pressure from higher value residential development.

Nearly 75% of the borough is within a five minute walk of day-to-day shopping facilities. There are however, a number of areas which lie outside a five minute walk of local facilities. These are: the very south of the borough along the Thames, along the western boundary with the

London Borough of Hammersmith and Fulham, and in the far north.¹

The mixture of uses is of vital importance to the sense of place of the borough. Cultural, creative and commercial uses are concentrated within the major town centres

¹ RBKC Local Plan

Culture, leisure and education

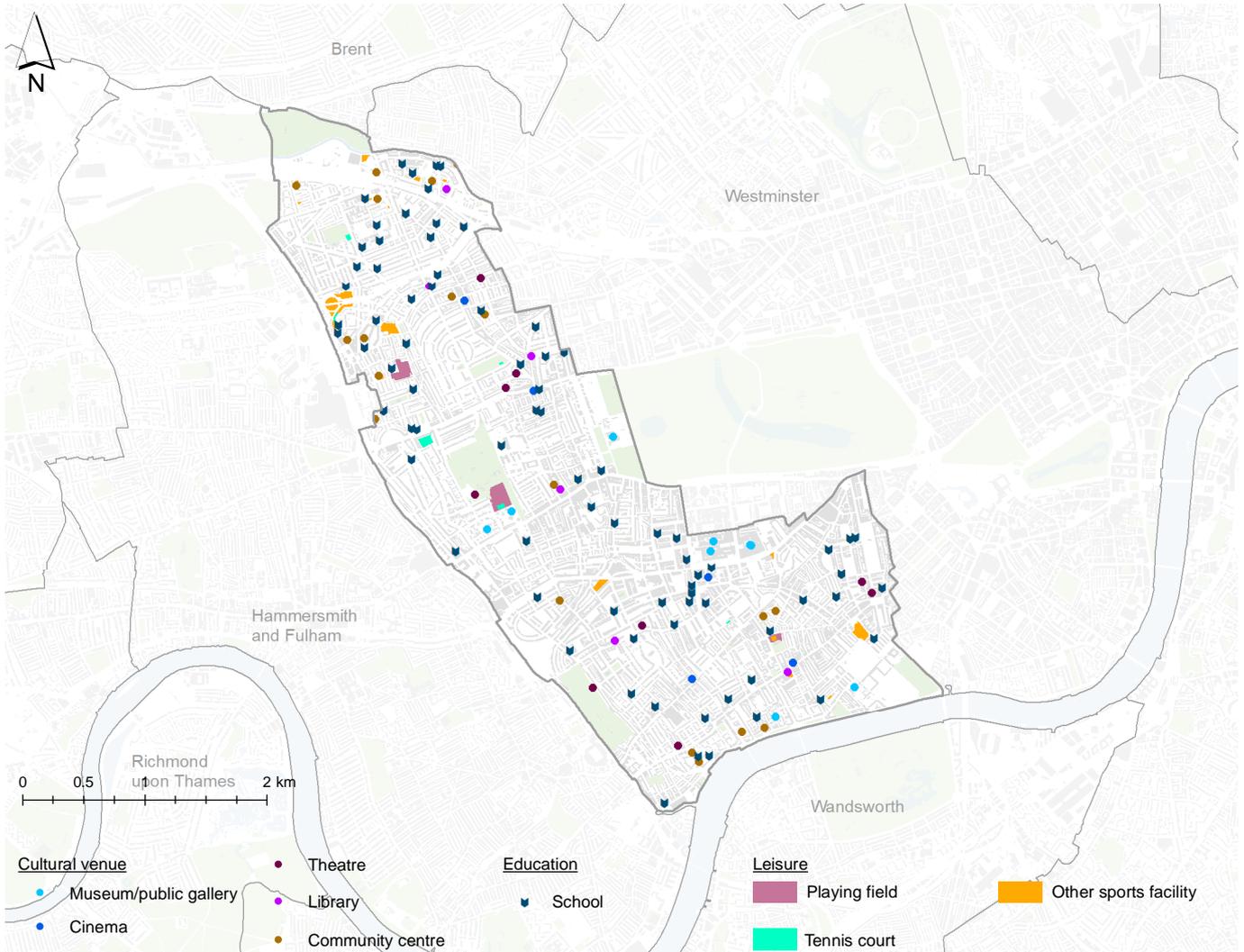


Figure 21 Cultural, leisure and educational facilities
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The borough has a reputation as a national and international destination. It includes destinations such as Knightsbridge, Portobello Road, South Kensington, the King's Road and Kensington High Street.

Retail is the number one reason why people visit the borough, topping the South Kensington museums for visitor numbers.¹ Top retail destinations of Knightsbridge, King's Road, and Kensington High Street and the unique character of places such as Golborne and Portobello Roads, including the antiques and street markets, add vitality and draw people to the area.

The rich variety of retail and cultural activities add much to the quality of life of residents. The two events

that RBKC are best known for today include the Chelsea Flower Show held in the grounds of the Royal Hospital beside the River Thames; and the Notting Hill Carnival held on the streets of North Kensington which has grown to become Europe's biggest street party attracting over a million visitors.

The borough is well served by primary schools, including many independent ones. There is a state primary school within a ten minute walk of 93% of the borough. There is also sufficient provision of secondary school places. Further education is provided by Kensington and Chelsea College, St Charles Catholic Sixth Form College and Imperial College.

¹ Study of the visitor economy, 2009 (from RBKC Local Plan)

2.4.3 Perceptual qualities

Views and landmarks

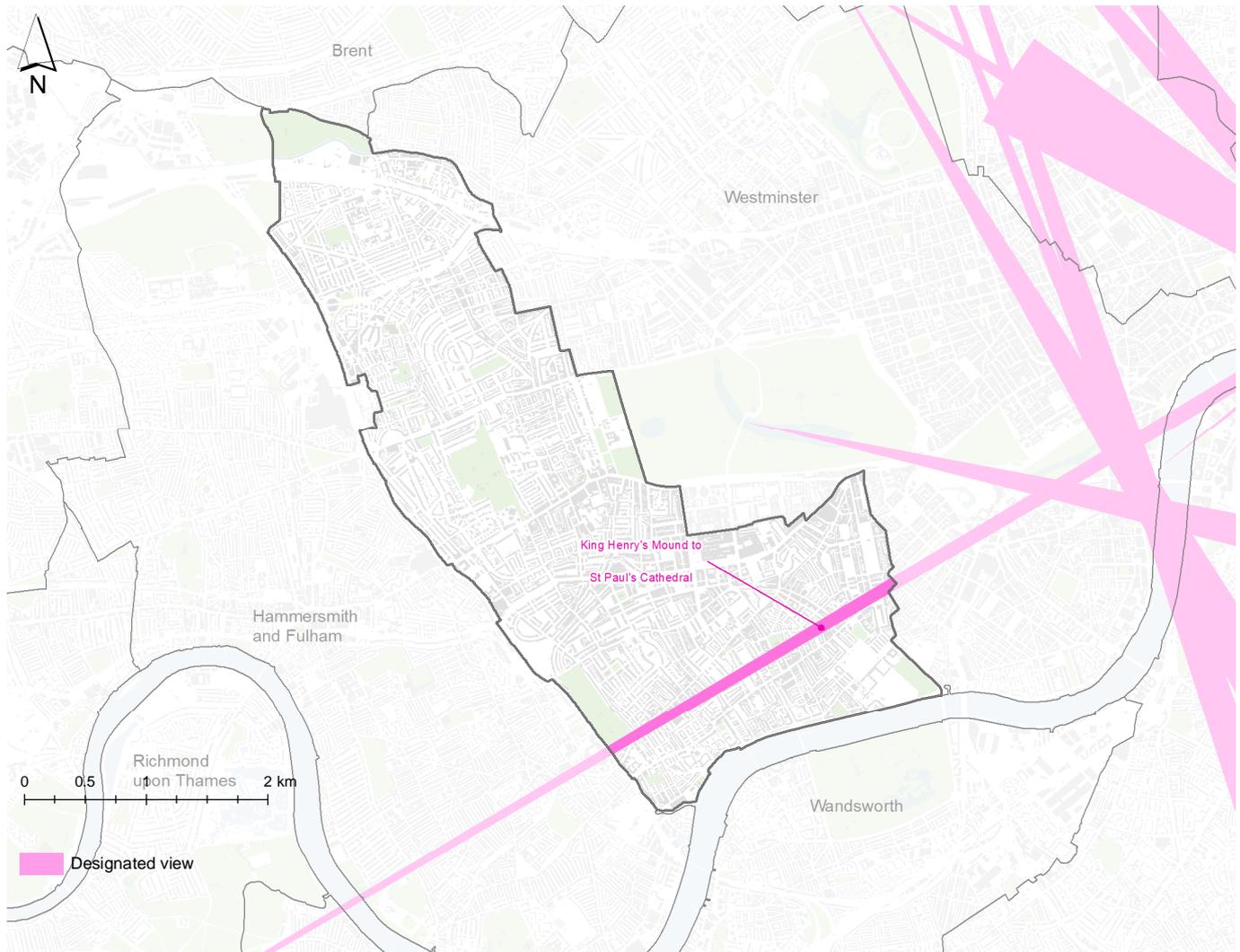


Figure 22 Views and landmarks plan

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The RBKC Building Height SPD provides some context for the protection of strategic and local views within the borough. This includes substantial backdrop protection areas to panoramas around Hyde Park and Kensington Palace, Brompton Cemetery, Holland Park, the Royal Hospital and Kensal Green Cemetery.

The document also sets out a series of important landmarks, linear views toward these landmarks, panoramic views and townscape views. These include:

- View of Kensington Palace from the east across the Round Pond;
- Long linear view along Queen's Gate towards Kensington Gardens;
- View along Royal Avenue from King's Road to the Royal Hospital;

- River prospect from Chelsea Bridge along Chelsea Embankment;
- View from Chelsea Embankment northwards towards the Royal Hospital and its ancillary buildings;
- Long views from the summit of Notting Hill; and
- Holland Park panorama.

Notable landmarks include the Royal Hospital, Natural History Museum, V&A Museum, Trellick Tower, World's End Estate, Church of St Luke, Harrods, Lots Road Power Station, The Queen's Tower and Kensington Palace.

The London View Management Framework also protects a linear view from Richmond Park to St Paul's Cathedral along with river prospects from bridges along the River Thames.

Air quality

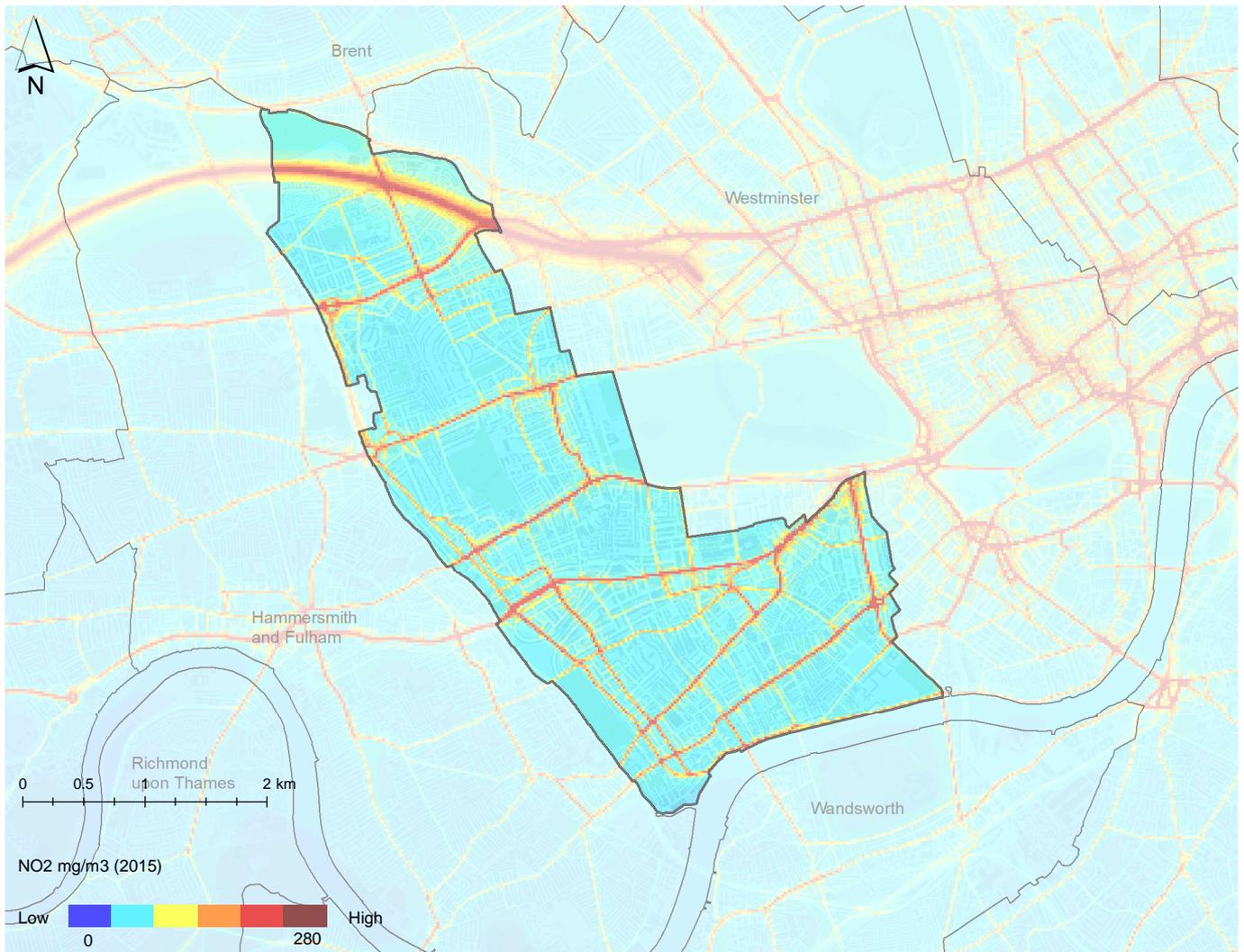


Figure 23 Air quality plan

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The whole borough is designated as an Air Quality Management Area. The primary sources of air pollution are vehicular traffic and diesel trains. A number of the borough's roads produce significant air pollution, such as the Cromwell Road and the Earl's Court one-way system. According to Public Health England figures, the London average for deaths related to air quality in those aged over 25 is 7.2%. Kensington and Chelsea and Westminster are the worst boroughs in London,

with 8.3% of deaths attributable to air quality, which equates to 68 deaths out of a total of 824 deceased over-25s in the borough¹. London Atmospheric Emission Inventory estimates for 2012 showed that 906 tonnes of NO₂ and 76 tonnes of PM10 are emitted annually from sources within the borough.

¹ *Ambitious for Tomorrow, 2014 (from RBKC Local Plan)*

Noise levels

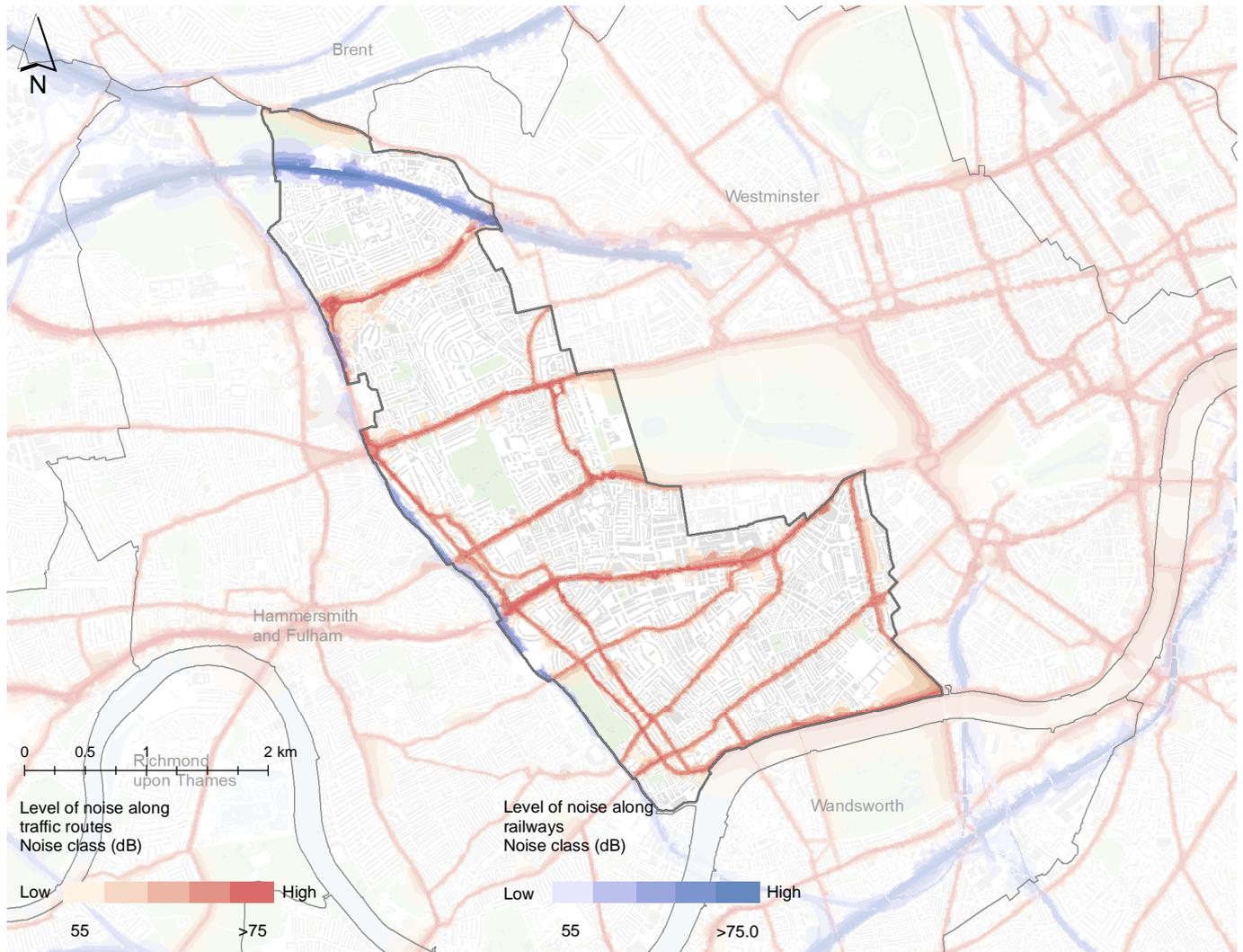


Figure 24 Noise levels plan

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Noise pollution across RBKC is almost entirely concentrated on the main road links, in addition to the mainline railway in the north of the borough. The noise levels are highest along the primary east-west road connections which pass through the borough and are important parts of London's strategic road network. This includes heavy traffic along Chelsea Embankment on the River Thames frontage.

There is also heavy traffic and noise along Earl's Court Road and Warwick Road which run north-south in the

western edge of the borough. This western edge is also affected by noise from the railway immediately outside the borough boundary for much of the length of the borough.

Key junctions such as Holland Park Roundabout and Westway Roundabout are hotspots for heavy traffic and noise, particularly from the elevated sections of the A40 Westway.

2.4.4 Social qualities

Population density

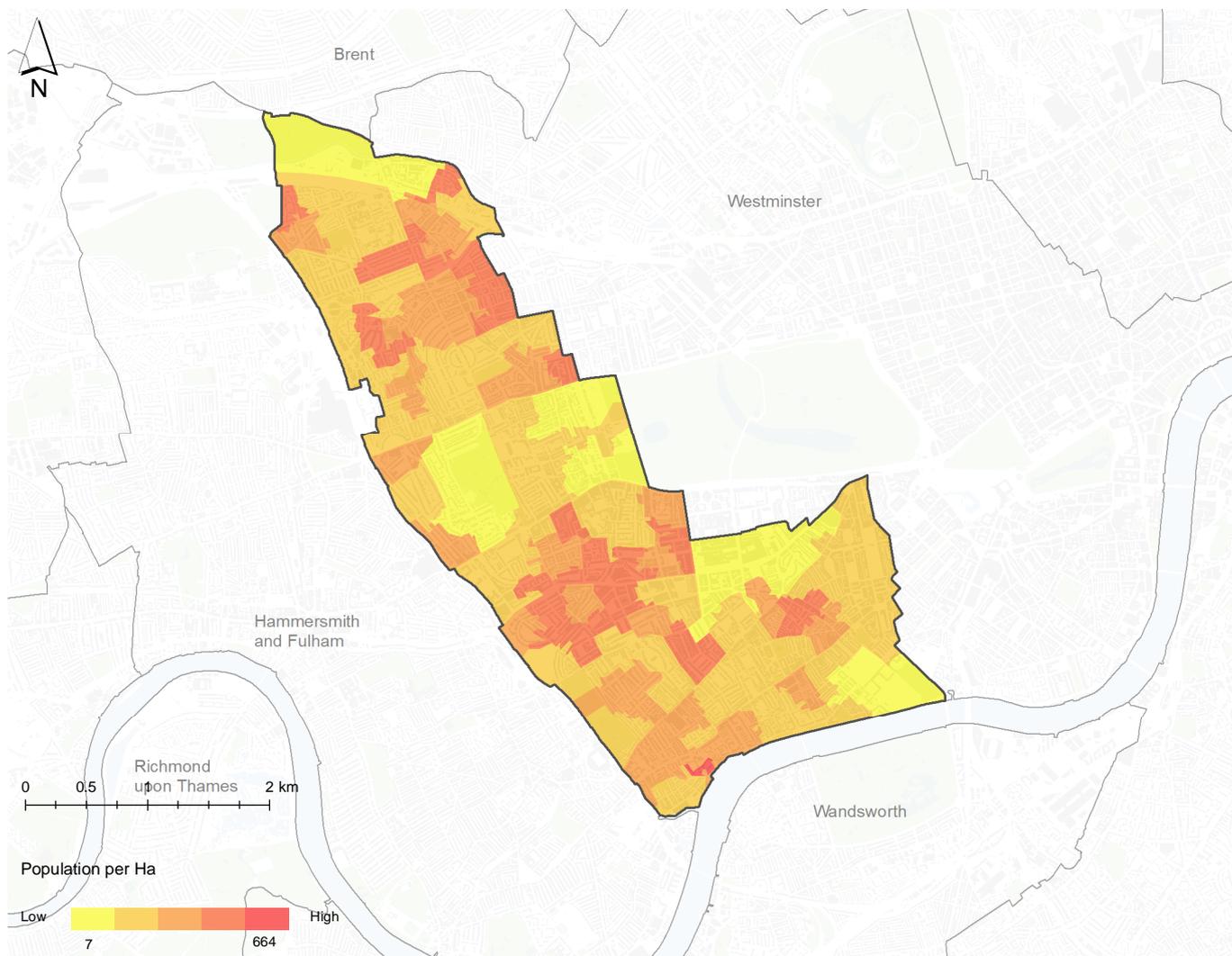


Figure 25 Population density plan

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In 2014 the Borough's population was estimated at 156,190, the smallest of any London Borough¹. This represents a modest reduction since the 2001 census. However, in 2014 it ranked second highest (to LB Islington) in terms of density, with 130.9 people per hectare.

In comparison to the national average, the borough has high proportions of people aged 25-44 but fewer children and young people aged 15-24. The proportion aged 45-54 is similar to the national average but there

are smaller proportions of people in the Borough in all the older age groups than the national average. According to the Census 2011, there are higher concentrations of those aged under 16 in the north and higher concentrations of the working age population in the wards of Queen's Gate and Earl's Court. The older population is more likely to be living in the far south.

¹ RBKC Local Plan

Housing tenure

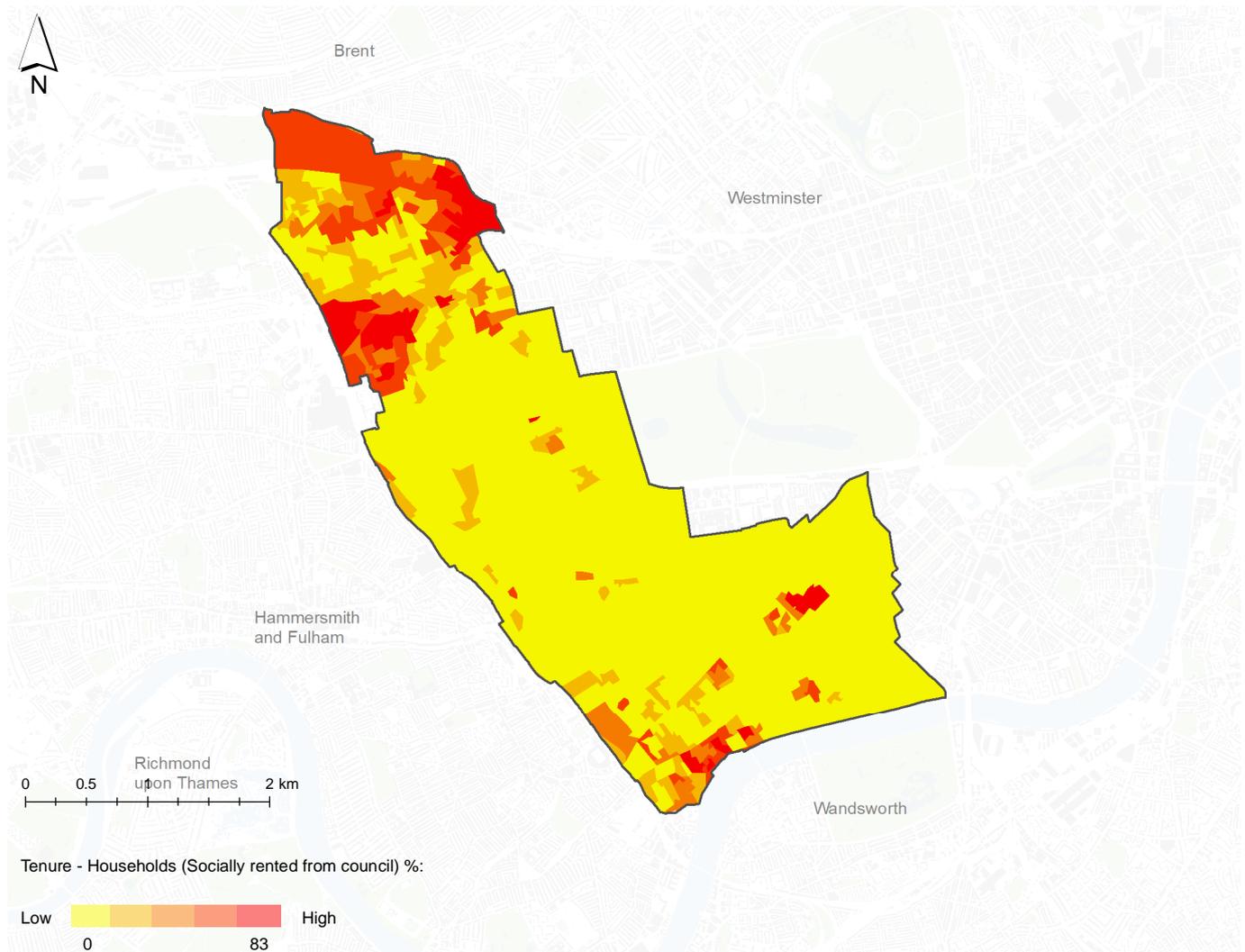


Figure 26 Housing tenure plan

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Land prices in RBKC are high, resulting in the highest house prices in England. Demand for private sector housing is significant and a big challenge given the relatively little development land available.

The map shows data per Lower-layer Super Output Area (LSOA). There is a clear concentration of social rented homes in the north, where most wards have less than 50% owner occupation, and a third have less than 20% owner occupation. Owner occupation is low across the borough as a whole. The private rental sector is unusually large. This reflects the traditional role that the borough has played in the London housing market – a place to rent a flat when people arrive in London. According to the 2011 census the private rented sector is the largest single tenure in the borough.

In common with other central London Boroughs, there are high numbers of second home owners and empty homes in the borough. Only 37% who bought a home in the borough in 2014 described their purchase as being for “as a main residence.”¹

A principal issue that the borough faces is the value of land and property, stimulated by the continuing strong demand for residential accommodation. Intermediate housing is a particular challenge. Enabling people who live in the borough to also work there is a key issue, including finding premises for small businesses. New housing needs to be provided in a way which achieves diversity at a local level.

Index of multiple deprivation

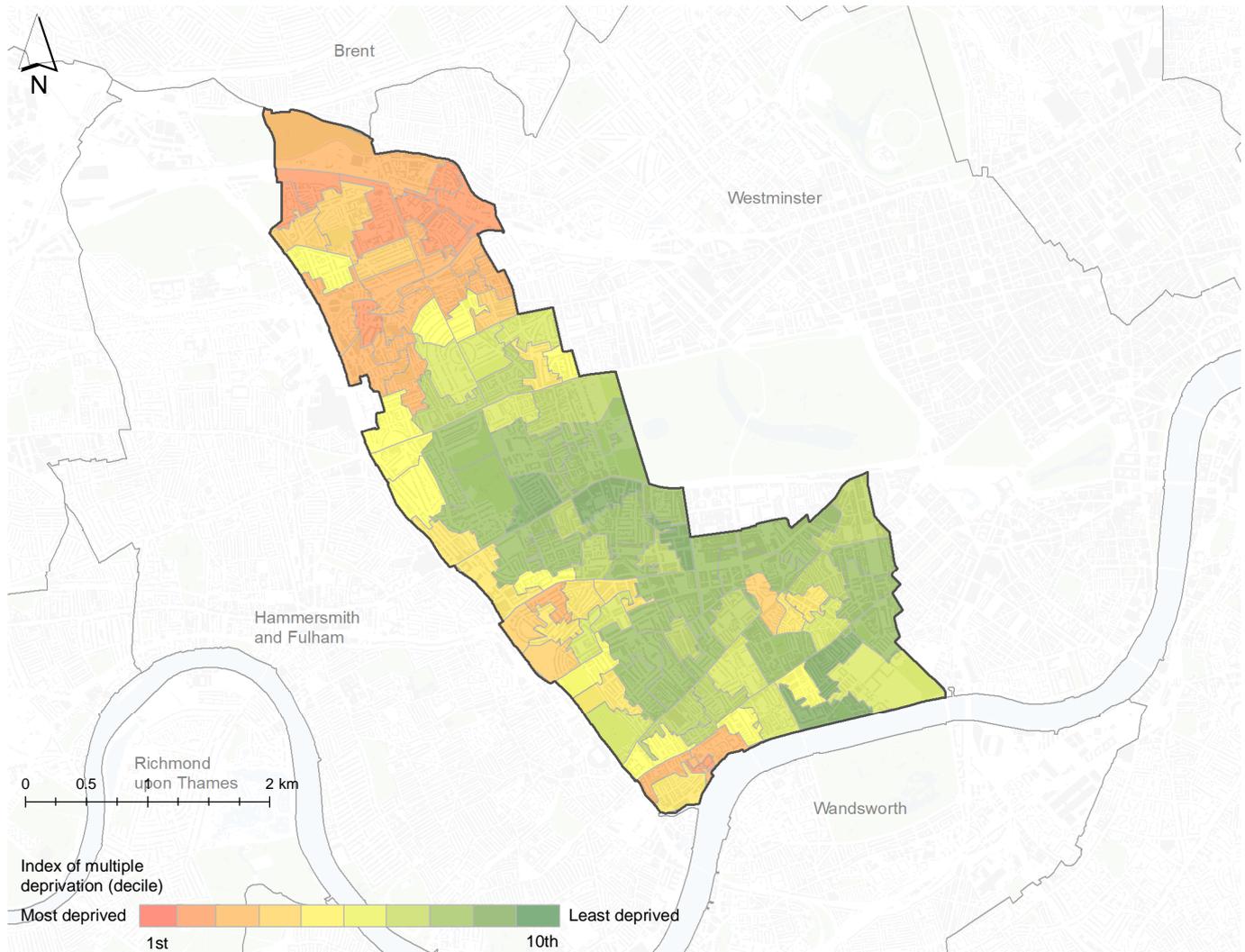


Figure 27 Index of multiple deprivation plan

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RBKC ranks 101st out of 354 local authorities, while ranking 18th out of the 33 London boroughs (1 being the most deprived in both cases).

23 of the Lower Layer Super Output Areas¹ (LSOAs) within RBKC rank in the 20% most deprived areas in England, with only one in the 20% least deprived. Six of the LSOAs in the north of the borough fall within the 10% most deprived in the country.

LSOAs in the north of the borough are generally more deprived, along with some other areas in the west. Some of these (including the Lots Road Power Station

and Earl's Court areas) are subject to redevelopment and change in coming years.

In relation to the seven deprivation domains based in the IMD for 2007, all of the LSOAs are in the 20% most deprived for barriers to housing and all but one for living environment. None of the LSOAs are within the 20% most deprived for Education, skills and training and only three for Health deprivation and disability.

¹ Lower Layer Super Output Areas are a statistical reporting zone developed for the publication of data derived from administrative sources in England and Wales.

Ethnicity

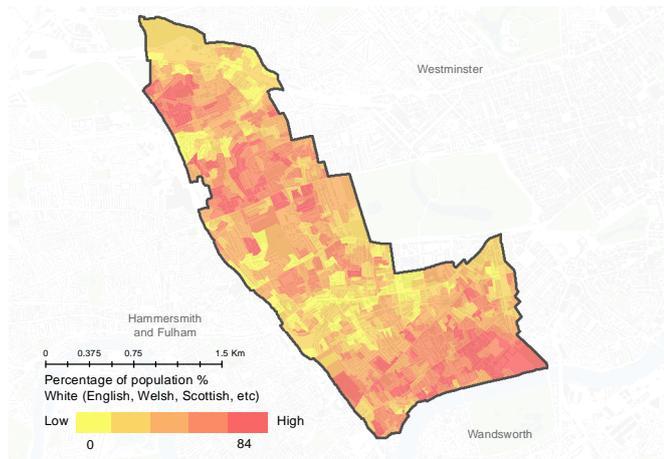


Figure 28 Ethnicity - % White

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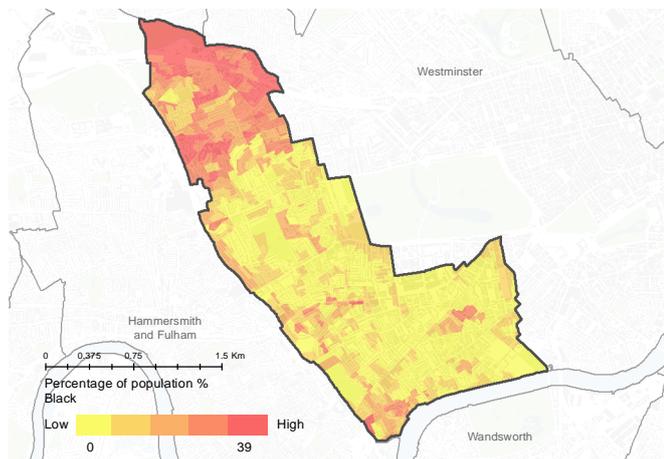


Figure 29 Ethnicity - % Black

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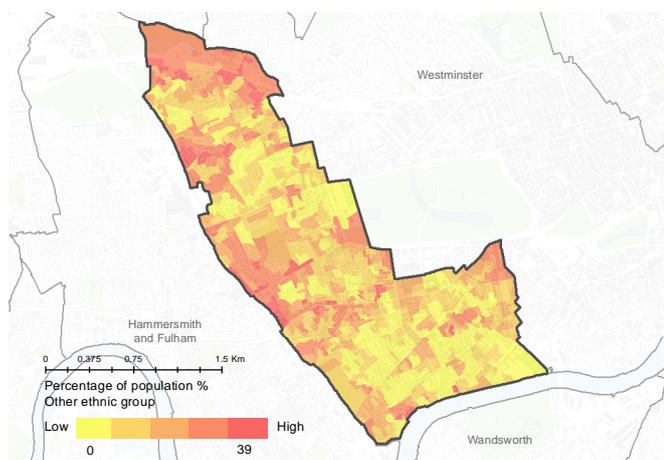


Figure 30 Ethnicity - % 'Other Ethnic'

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'White British' and 'White Other' groups

70.6% of the population of RBKC reports to be of White ethnicity, with particular concentrations distributed across different parts of the borough including the riverside frontage, Holland Park area and parts of Ladbrooke Grove.

People living in the borough are predominantly of White ethnicity, however the ethnic diversity of the borough has increased in the last twenty years with the 2001 census stating that as a proportion of the total population it was 78.6%.

Black and Asian ethnic groups¹

6.6% of residents in RBKC report to be Black and 10% of residents reported as Asian or Asian British. RBKC has fewer residents who report to be from Black ethnic groups compared to London, but three times the national rate. In the north of the borough, the proportion from Black and Minority ethnic groups is twice that found in the rest of the borough. Residents are primarily living in wards with high levels of social housing and deprivation. In Golborne, this group forms a quarter of the population. Three quarters of the Black population in RBKC live in social housing. RBKC has fewer residents from the Asian groups compared to London as a whole, although the national picture is similar.

¹ Based on information from Census 2011: Kensington and Chelsea <https://www.rbkc.gov.uk/pdf/Census%202011%20-%20December%20Release%20Summary.pdf>

Other Ethnic¹

RBKC reportedly has twice the proportion of residents from Other Ethnic groups compared to London as a whole, and four times the national rate. 4.1% of residents of Kensington and Chelsea are reported to be Arab, which ranks the borough second nationally after Westminster.

This category captures some of the diversity of the borough's population, and includes some residents from Middle Eastern/Arabic and East Asian communities.

¹ Based on information from Census 2011: Kensington and Chelsea <https://www.rbkc.gov.uk/pdf/Census%202011%20-%20December%20Release%20Summary.pdf>

Employment

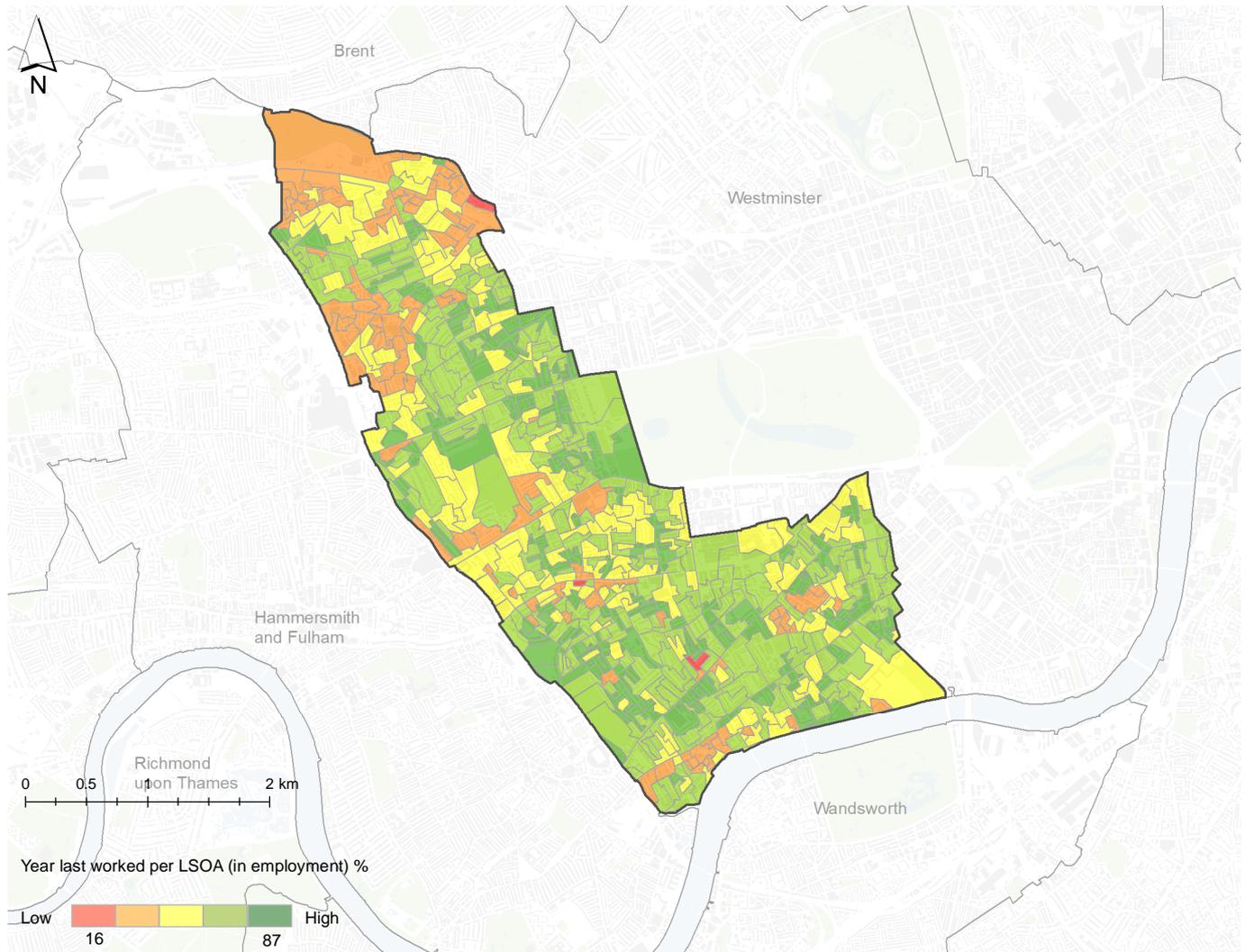


Figure 31 Employment rate plan

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RBKC has the highest proportion nationally of working age residents in the ‘managers, directors and senior officials’ category. Roughly a quarter of working residents are employed in ‘associate professional and technical occupations’ (24.9%), this is the highest proportion in England and Wales. More than one-fifth (21.5%) work in ‘financial and insurance activities’. This ranks the borough second in England and Wales, after City of London (22.5%).

Over 50% of borough residents possess a university degree (Level 4 qualifications and above). This ranks the borough fourth nationally and 25% higher than the national average. However, when looked at spatially, it can be seen that household income varies considerably.

A large proportion of the jobs within the borough are within the service industry and are relatively low paid – the largest sectors for employment are retail, real estate/business activities and hotel/restaurants. This is in contrast to the occupations of the residents of the borough.

The borough has relatively few large employers. Instead, it has a wealth of small businesses. RBKC has a higher ratio of residential properties to commercial compared to many other central London Boroughs.

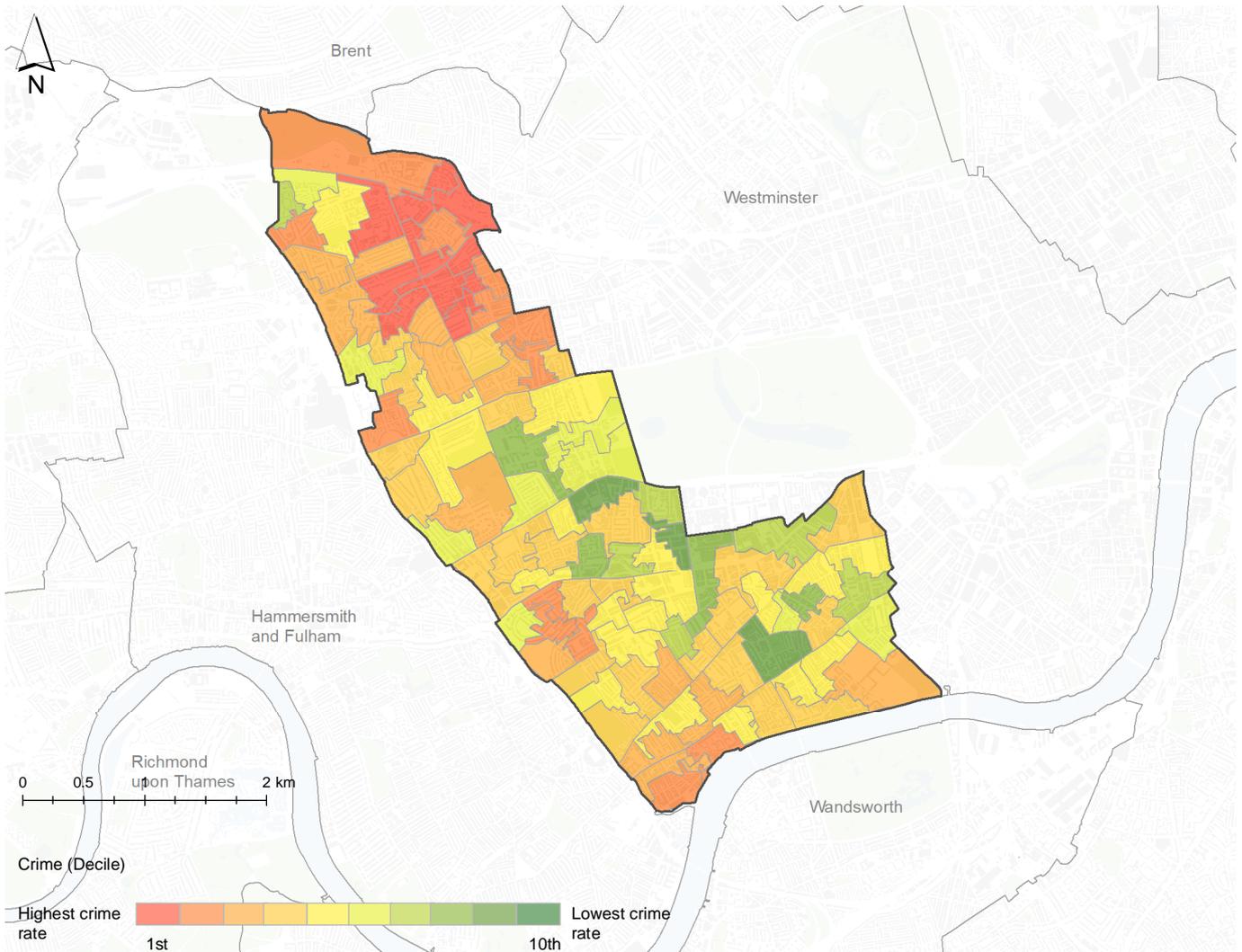


Figure 32 Crime rates plan
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The map above shows the crime rate (number of crimes per 1,000 resident population) across RBKC. RBKC has one of the highest crime rates in London (153.9 per 1,000 people in 2019), along with the City of Westminster (195.78 crimes per 1,000 people) and the London Borough of Camden (154.2 per 1,000 people) reflecting their popularity as tourist destinations¹.

However, in the 2020/21 financial year, RBKC has seen a decrease in total crime of 35%², reflecting a trend in the 2020/21 period to a decrease in crime in London overall (by 18.75%). In 2020/2021, total offences in RBKC were 16,126 compared to 24,884 in 2019/2020.

This represents a crime rate of 101 in 2020/21 compared with 156 in 2019/20.

The majority of criminal offences were related to theft (4,248 offences in 2020/21), followed by vehicle offences (2,275).

The areas showing the highest rates of crime are in the north of the borough, in North Kensington, Golborne and Notting Hill Gate Neighbourhoods, and in the south west of the borough in Cremorne ward.

¹
² <https://www.met.police.uk/sd/stats-and-data/met/year-end-crime-statistics-20-21/>

Section 3

Existing building typology



Section 3

Existing building typology

This building typology highlights the predominant existing building types in the borough.

The building types have been categorised for the purposes of this character study, to add detail to the character area descriptions, and as a reference baseline in considering future potential development types. The typology is characterised by elements such as land use, height, massing, layout and materials, and is intended to provide an overview of the main types of buildings that exist in the borough. These are cross-referenced

into each character area profile, which lists the main building types occurring in that area. It is not intended to be an exhaustive list but aims to capture the main patterns and overall types. The building types listed in the character profiles are only residential types apart from where a non-residential use is a major contributor to the character of the area.

An overview of the building typology is provided in [Figure 33](#) and a brief summary for each is provided on the following pages.

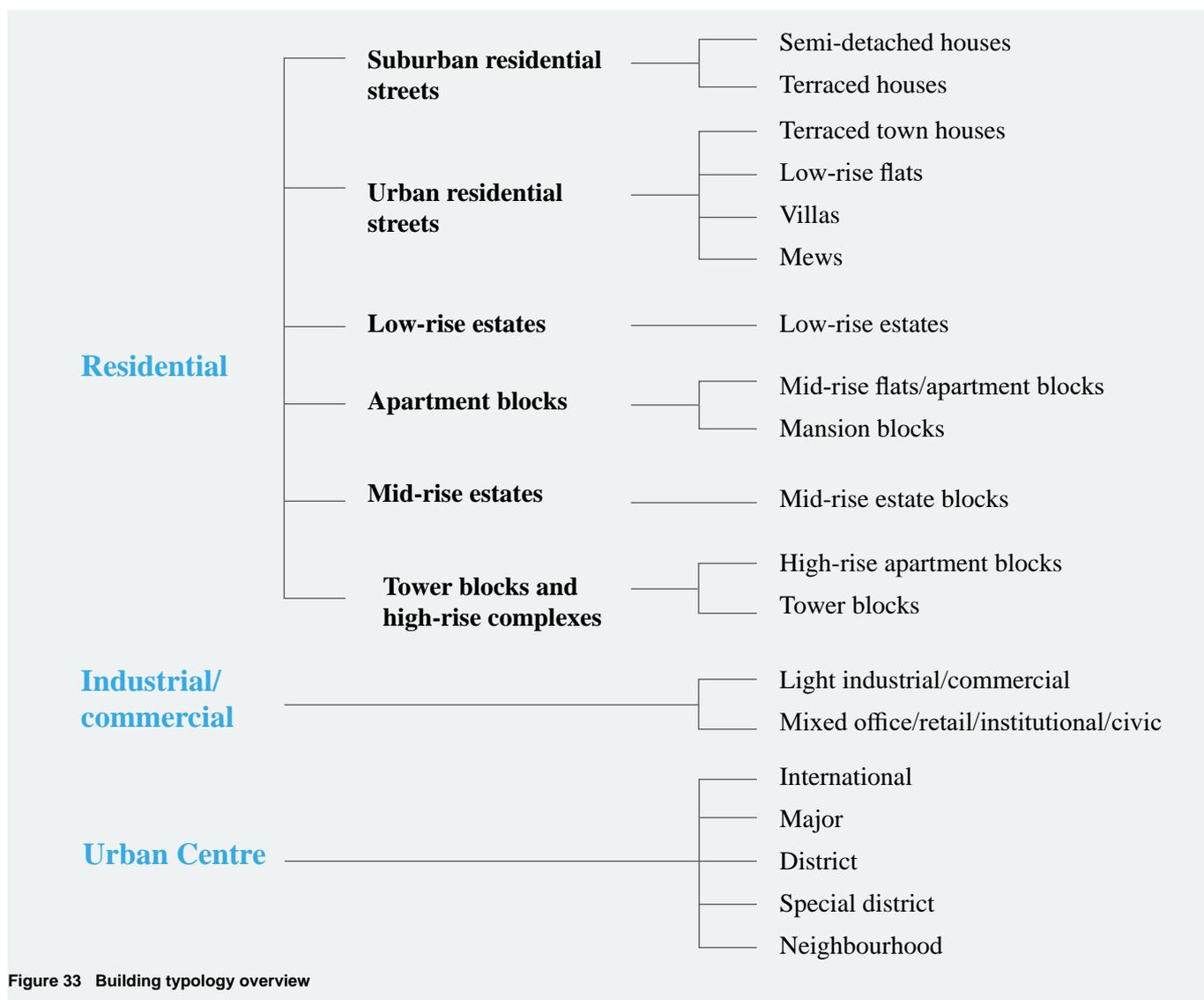


Figure 33 Building typology overview

3.1 Residential

3.4.1 Suburban residential streets

Urban form

- Loose grid of regular blocks on a network of wide, straight or sometimes curving streets.
- Low rise, generally 2-storey, mixture of terraces and semi-detached houses.
- Less common in RBKC, occurring mostly north of the A40 in the north of the borough, though widespread in other parts of London.
- Mostly early 20th century and inter-war development.
- Streets usually tree-lined and presence of vegetation in front gardens also contributes to sense of leafy suburban character.
- Access to open space and green amenity space.

Semi-detached houses



Figure 34 Semi-detached houses in Ladbrooke Grove

- Low rise, generally 2-storey.
- Mostly early inter-war development.
- Usually set back from quiet residential streets with small front gardens.
- Well-defined front boundaries - often low brick walls or fences with hedges.
- Characterised by their low density, consisting of plots with front and back gardens.
- Often characterised by bay windows and covered porches.
- Usually brick and painted render.

Terraced houses



Figure 35 Terraced houses in Notting Dale

- Low rise, generally 2-storey houses and flats.
- Mostly early 20th century development.
- Usually set back from quiet residential streets with small front gardens and larger back gardens.

3.1.1 Urban residential streets

Urban form

- Dense grids of mostly regular blocks.
- Diversity of linear streets, crescents and streets centred on private garden squares.
- A variety of housing types from villas to mews houses and low-rise blocks of flats.
- Street lengths and block size and shape vary, resulting in a variety of grid layouts.
- Low-medium rise, generally 3-4 storey, mixture of terraces and semi-detached houses.
- Widespread throughout the borough, particularly within the south.
- Mostly period houses with some 20th century infill development.
- Buildings set close to the street with well-defined front boundaries of low brick walls or railings.
- Occasional narrow mews.
- Streets inter-connected, very few cul-de-sacs or dead-end streets.
- Occasionally tree-lined with private garden squares and communal gardens contributing to green street character.

Terraced town houses



Figure 36 Ashburnham Road

- 3-4 storey.
- Mostly period houses.
- Set almost against street edge.
- Usually no or very small front gardens with basements/lightwells.
- Clear boundary treatments of wrought iron railings or low walls, closely coordinated with building materials.
- Materials depend on period and often specific to streets/areas, usually brick, painted masonry.
- Strong vertical proportions.

Low-rise flats



Figure 37 Low-rise flats in Lots Village

- 3-4 storey
- Mostly post-war infill development
- Often set almost against street with varying boundary treatments
- Usually no or very limited private or communal garden space
- Wide range of materials used

Villas



Figure 39 Fernshaw Road Villas, Chelsea

- Distinctive period houses - semi-detached or detached.
- 3-4 storey.
- Set almost against street edge.
- Usually no front or small front gardens with basements/lightwells.
- Materials depend on period and often specific to streets/areas, usually brick, painted masonry.

Mews



Figure 38 Queen's Gate Mews, Kensington

- Former stables and coach houses with servants' quarters, built around paved yards associated with large 17th and 18th century houses.
- 2-storey buildings now mostly converted to residential dwellings although some are garages and workshops.
- Usually set directly against the narrow streets with occasional back yards.
- Materials predominantly brick, usually painted.

3.1.2 Low-rise estates

Urban form

- Loose and irregular arrangement of blocks
- Predominantly from the 1970s, 1980s and 1990s
- Complex arrangements of cul-de-sacs and dead-end streets can make wayfinding and navigation challenging.
- Characterised by a main distributor or loop road with a series of access roads forming semi-enclosed courts or cul-de-sacs.
- Small front gardens or strips of green space.
- Vehicle and pedestrian routes are often kept separate, with access roads to garages distinct from pedestrian entrances.
- Predominantly found in the north of the borough and towards the outer parts of the south and west of the borough.
- Lower-rise buildings are arranged in groups around a semi-enclosed court or cul-de-sac, sometimes inward facing, sometimes outward facing.
- Characterised by a self-contained feel, resulting from its lack of through-movement and wider connectivity.
- Car use has driven design, with access to and provision of parking prioritised.
- Communal/public green space limited or not well defined.

Low-rise estates



Figure 40 Verity Close, North Kensington

- 2-3 storey buildings.
- Mixture of terraced, semi-detached houses and maisonettes.
- Boundaries are not always clearly demarcated, often delineated by change in material or other subtle way.
- Predominantly Council-built, usually more standard materials and shorter construction times.
- Mostly brick with some wooden panelling, very sparse detailing.

3.1.3 Apartment blocks

Urban form

- Occurring throughout the borough.
- Mixture of styles and materials.
- Mostly comprises a perimeter block with buildings fronting onto the street or enclosing streets and public space with strong axes.
- Apartment blocks tend to be square in shape in comparison to the mansion blocks which tend to have longer rectangular blocks.

Mid-rise flats/apartment blocks



Figure 41 Cheyne Terrace, Chelsea

- 4-7 storeys.
- Single plot developments found along or just off main roads.
- Mostly late 20th century onwards.
- Often very limited green space or communal gardens, though occasionally roof-top terraces and gardens.
- Often incorporate mixed ground floor uses including commercial, retail or community uses.

Mansion blocks



Figure 42 Cranley Gardens, Chelsea

- Typically around 4-7 storeys.
- Imposing blocks, usually brick.
- Set almost against street edge.
- Arranged around private courtyards with landscaped perimeter spaces.
- Later examples normally plain form but with some detailing around windows, doors and balconies.
- Earlier examples often have highly ornamental detailing.
- Usually single height across the development but occasionally include gradual steps.
- Strong horizontal accent.
- Massing broken up by recesses, bays and varied roof forms.

3.1.4 Mid-rise estates

Urban form

- Mostly regular arrangement of blocks.
 - Predominantly from the 1970s onwards.
 - Often either local authority-designed and constructed or developed by housing associations.
 - Predominantly residential but often integrated with shops and occasionally civic and educational facilities such as schools or community centres.
 - Usually associated with good provision of open space.
- Buildings set back from roads and paths - accessed from open space or courtyards in contrast to street access.

Mid-rise estate blocks



Figure 43 Waynfleet Square

- Flats of 4-8 storeys.
- Usually either post-war or modern blocks.
- Layout of earlier examples similar to low-rise estates, with curtailed movement and access, lack of legibility and priority given to access for cars and parking.
- Set in landscaped surroundings, usually amenity grassland.
- Within earlier examples, communal public spaces may not always not fulfil their optimal functions.

3.1.5 Tower blocks and high-rise complexes

Urban form

- Dating from the 1960s/70s, with earlier types almost exclusively local authority-designed and constructed, often as replacement of earlier housing that was bomb damaged or considered unfit for habitation.
- Contemporary types usually by private developers.
- Mixture of semi-public spaces, for residents to use as amenity space but is accessible to anyone, and private amenity spaces.

High-rise apartment blocks



Figure 44 High-rise apartment blocks in Warwick Road

- Normally modern high-density developments developed by private developers.
- Blocks of flats within a complex of varying heights, typically 10-25 storeys.
- Mixed approach taken to parking - including provision within the block or underground to reduce pressure on on-street parking.

Tower blocks



Figure 45 Tower blocks in Notting Dale

- Blocks of flats over 8-storeys, typically 11-20 storeys.
- Buildings sit within expanse of open space - absence of a perimeter block and street pattern.
- Open spaces often grassed areas, occasionally including mature trees and shrub planting.
- Access routes (pedestrian and vehicular) do not always align with surrounding street network giving them their own movement structure.
- Usually either post-war or modern blocks.
- Predominantly residential, though often incorporating a parade of shops and occasionally dedicated civic and educational facilities.

3.2 Industrial/commercial

Light industrial/commercial



Figure 46 Light industrial units on Latimer Road

- Usually low-rise (1-2 storeys) though historic industrial riverside/canalside units may be taller.
- Uses such as garages, car repair shops, workshops.
- Often with hard-standing in front given over to parking/access.

Mixed office/retail/institutional/civic



Figure 47 Civic building in Chelsea

- Usually grand buildings in or near town centre locations.
- Includes distinctive historic buildings, often listed as well as modern mixed offices.
- Includes town halls, educational establishments, libraries, theatres.
- Variety of uses but usually community-orientated or local destinations.

3.3 Town centres

- Mixed use areas with high levels of local activity - wide range of intensity, types of uses and proportions of mix depending on location.
- Range of centres occur along high streets and key road junctions as well as historic cores.
- Vertical stacking of uses, typically with non-residential on the ground floor and upper floors a mix of retail, office and residential uses.
- A diverse mix of building types and periods, though most within the borough strongly reflecting their historic origin.
- Mostly arranged along and around the principal streets in an area - scale and size of the centre corresponds to the hierarchy of the street.
- Linear streetscapes occasionally interrupted by small offsets or squares which provide important openings and spaces to rest and relax.
- Larger centres often clustered around public transport, e.g. underground stations, which originated and developed from footfall arising as a result of the provision.

International



Figure 48 Brompton Road

- Internationally renowned.
- Prevalence of larger department stores and retail units usually within a dense urban grain.
- Many buildings date from Victorian/Edwardian period when significant growth, enterprise and civic building took place.
- High intensity of land uses reflected in the varied and diverse types of buildings.

Major



Figure 49 Kensington High Street

- Destination shopping area often with civic buildings, libraries and cultural destinations.
- Prevalence of larger department stores and retail units usually within a dense urban grain.
- Many buildings date from Victorian/Edwardian period.
- High intensity of land uses reflected in the varied and diverse types of buildings.

District



Figure 50 South Kensington

- Medium scale centres, predominantly retail with some civic buildings, libraries and cultural destinations.
- Many buildings date from Victorian/Edwardian period.
- Mid-rise buildings within a dense urban grain.

Special District



Figure 51 Portobello Road

- Small to medium scale shopping streets with street markets which draw visitors from across London.
- Most buildings date from Victorian/Edwardian period and have a distinctive character.

Neighbourhood



Figure 52 World's End

- Mostly low-rise shop parades and terraced shops.
- Distributed within residential neighbourhoods, they provide essential services to local communities.

Section 4

Character areas



Section 4

Character areas

This section sets out the character of the borough, which has been divided into 41 character areas grouped geographically.

This study has focussed on areas with the greatest potential for growth. It therefore divides the character areas into two types:

- Areas of exceptionally high value, such as those with significant heritage assets, which are unlikely to be able to accommodate significant change. For the purposes of this study, these areas are not examined in further detail. They are summarised at a high level in **simple profiles** and have not been examined further in this study.
- Areas where there may be opportunity for good growth. These areas are described and evaluated in more detail in **detailed profiles**.

This approach is explained in more detail in the methodology in [Appendix A](#).

Simple character area profiles

There are exceptionally extensive high value townscapes within RBKC, primarily reflected in large numbers of national and international designations. Their high value indicates that overall such areas will have a high sensitivity, and consequently are unlikely to be able to accommodate significant change.

For these areas detailed descriptions of character are usually well-documented, within conservation area appraisals and other designation citations such as Historic England's Register of Parks and Gardens.

These areas are therefore summarised at a high level in simple profiles, and have not been examined further in this study.

The simple profiles are coloured green. They contain a brief overview description of the character area, which has been informed by conservation area appraisals and feedback from consultation, including on valued features and negative qualities. Links to key reference documents are also provided.

There may be opportunity for change at an individual

site scale within these areas. Such opportunities will need to be examined on a case by case basis; this is not within the scope of this study.

Detailed character area profiles

Detailed character area profiles are provided for the character areas with potential opportunity to accommodate change and/or growth and where there are areas in need of enhancement. The detailed profiles are coloured blue.

The detailed character area profiles begin with the key characteristics of the character area, followed by valued features and negative qualities, including features highlighted in the public consultation. These aspects aim to capture the key aspects of character, at high level, rather than a detailed study.

The key existing building types are noted in each character area, with reference to the building typology in [Section 3](#).

The profiles also provide an overview of the area's sensitivity. These are high level judgements based on overall character for the purposes of the study's overall objective to identify locations for good growth see [Section 6](#). In reality, sensitivity will vary on a site by site basis. 'High' sensitivity does not necessarily mean no development can happen, but it highlights areas where extensive change is unlikely to be appropriate and where the design of any new development should be especially sensitive. Likewise 'low' sensitivity does not necessarily mean that development can or should happen, but that the character of the area may be enhanced through positive change. Each development site should be assessed on a case by case basis.

The profiles end by providing a commentary on the overall suitability of potential future building types, described with reference to the future building typology in [Section 5](#).

Character areas

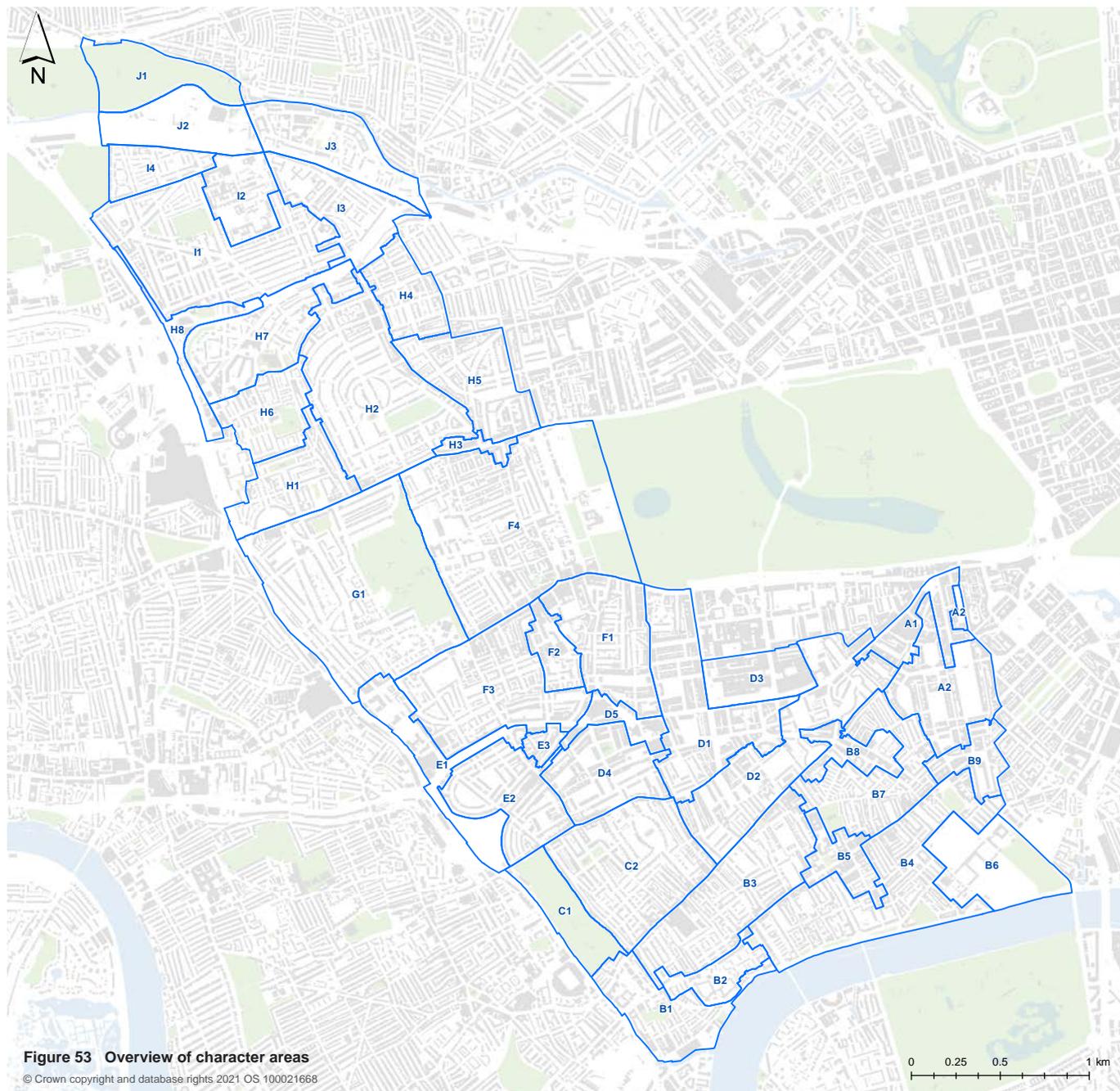


Figure 53 Overview of character areas

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A1	Knightsbridge	54	D4	Courtfield	96	H5	Pembridge	132
A2	Hans Town	58	D5	Gloucester Road Station	98	H6	Avondale	134
B1	Lots Village and Stanley	60	E1	Earl's Court & Warwick Road	102	H7	Notting Dale	136
B2	Cremorne and World's End Estates	64	E2	Philbeach, Nevern and Earl's Court Square	106	H8	The Westway and West London Railway Corridor	140
B3	Chelsea Park and Sloane/Stanley	68	E3	Earl's Court Village	108	I1	Oxford Gardens – St Quintin	144
B4	Cheyne	70	F1	Kensington Court, Kensington Square and De Vere	110	I2	St Charles Square, Balfour and Treverton Estates	146
B5	King's Road & Sydney Street	72	F2	Kensington Green Estate	112	I3	Worlington Green and Portobello Square	150
B6	Royal Hospital	76	F3	Edwards Square, Abingdon and Lexham	116	I4	Dalgarno Neighbourhood Estates	154
B7	Chelsea and Chelsea Estates	78	F4	Kensington Palace and Kensington	118	J1	Kensal Green Cemetery	158
B8	Sloane Avenue North	80	G1	Holland Park	120	J2	Kensal Gas Works	160
B9	Sloane Square	84	H1	Norland	122	J3	Kensal New Town	164
C1	Brompton Cemetery	86	H2	Ladbroke	124			
C2	The Boltons	88	H3	Notting Hill Gate	126			
D1	Queen's Gate and South Kensington	90	H4	Colville	130			
D2	Brompton	92						
D3	Kensington Museums	94						

*Detailed profiles

*Simple profiles

A1 Knightsbridge



Figure 54 Grade II* listed Harrods store



Figure 55 Sloane Street

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Located in the east of the borough, the focus of this character area is the internationally-renowned shopping district of Knightsbridge, including the Harrods and Harvey Nichols department stores and the shops of Brompton Road and north Sloane Street. The character and town centre extend to the north into the neighbouring City of Westminster.

Until the 18th century, the area now known as Knightsbridge was predominantly rural in character, with small cottages and buildings forming the small hamlet of Knyghtebrigge. The area was transformed from the late 18th century by development initially along Brompton Road and then by the erection of Hans Town by Henry Holland and subsequent redevelopment by the Cadogan Estate in the late 19th century (within the adjacent character area A2).

Knightsbridge is the borough's largest town centre, designated an international shopping centre in the London Plan, reflecting the concentration of flagship stores of many international fashion houses and department stores. The town centre is concentrated along the two main thoroughfares of Brompton Road and Sloane Street, with a small selection of shops at the western end of Pont Street.

Retail uses and large shops predominate, either in department stores, such as Harrods, or in the lower storeys of buildings that accommodate flats or offices above.

The centre is surrounded by residential streets. Late Victorian/Edwardian, inter-war and later mansion blocks of flats are interspersed throughout the area.

Distinct hierarchy of large prestigious town houses of up to 7-storeys set in spacious squares and streets backing onto smaller mews buildings on narrower streets. These are interspersed with Victorian and Edwardian mansion flats.

High townscape quality, reflected in the majority of the area being designated as a conservation area (Hans Town and Thurloe/Smith's Charity).

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses (residential/mixed use);
- Mansion blocks (residential/mixed use).
- Urban centre: international.



Figure 56 A1 Knightsbridge character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

Significant historic, landmarks and buildings include:

- Harrods, grade II* listed;
- Listed buildings located along the northern side of Pont Street (extending into the adjacent character area A2) representing work from some of the most prominent architects of the Queen Anne Revival style;
- Views along Pont Street and Beauchamp Place (which continue into the adjacent character area) to the landmark St Columba Church (grade II listed).
- Quality and integrity of the Victorian streets, particularly contribution of the late 19th century blocks in the Queen Anne Revival style (Pont Street) and white stucco terraces. These are characterised by narrow plot widths, finely carved brickwork detailing, and regular storey heights.
- Distinctive views along grand street scenes to richly planted gardens or landmark buildings.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Some late 20th century and recent infill building developments in the north east of the area are unsympathetic to the historic streetscapes (e.g. 14-storey Millennium Hotel and 10-19 storey Carlton Tower). Wide plot widths, poor materials selection, uncharacteristic heights and storey divisions detract from the character of the area.
- Poor provision of publicly accessible open green spaces within the area.
- As one of London's main arterial routes, heavy traffic and speeding cars can negatively affect the experience of the area and high levels of air pollution, including along Brompton Road and Sloane Street.
- Some areas are in need of improved maintenance including areas of public realm.



Figure 57 Millennium Hotel, Sloane Street - the materials and height of the building negatively impact the surrounding character



Figure 58 Shops fronting Sloane Street - the Carlton Tower behind detracts from the character owing to its height and materials

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

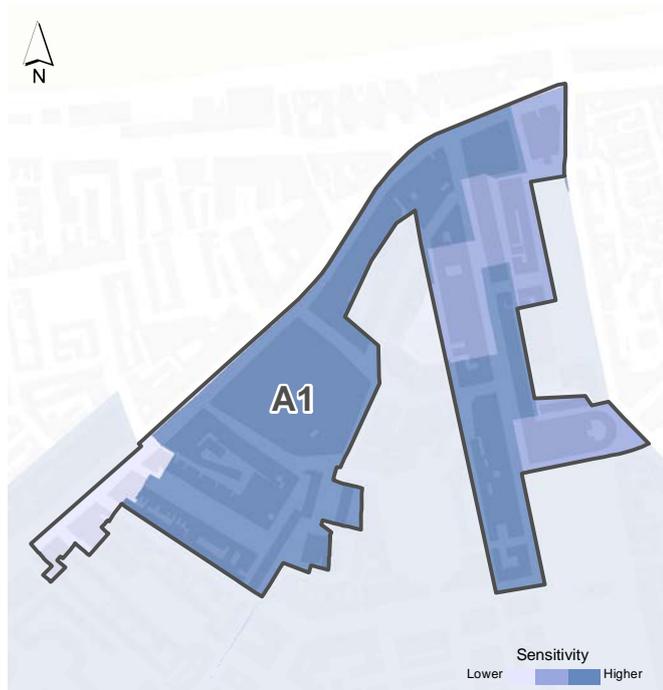


Figure 59 A1 Knightsbridge sensitivity plan

Overall, A1 Knightsbridge has a high sensitivity to change, though with localised areas of medium sensitivity along the main thoroughfares of Sloane Street and Brompton Road where there is capacity to accommodate targeted growth and improvements which are sympathetic to the prevailing historic character.

Proposed building type suitability and guidance

The character of the area is generally of high integrity and quality and should be conserved. There are opportunities to enhance areas of lower quality through sympathetic redevelopment of individual plots. This may include more diversity of retail and local/independent restaurants. Ensure building heights are proportionate to those of the historic terraces and mansion blocks which are typically around 7-storeys, noting that many of the existing taller buildings (14+ storeys), negatively impact on the existing townscape.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extensions - single storey upward extensions may occasionally be appropriate where existing buildings are up to 5-storeys, particularly where there is opportunity to enhance existing building quality.
- B Infill - along the high street to replace 1970s buildings but unlikely to be suitable in residential areas.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Hans Town Conservation Area;
 - Thurloe/Smith's Charity Conservation Area.

A2 Hans Town

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Hans Town Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Hans Place (grade II);
 - Cadogan Place (grade II).

Summary

Located to the south of Knightsbridge, the character of the area is defined by the distinctive brick and stucco terraces of the Grosvenor and Cadogan Estates to the east, and the red brick Queen Anne Revival architecture of Cadogan Square and Lennox Gardens to the west.

Today the area contains some of the most notable collections of Queen Anne Revival buildings in the country. Hans Place and Cadogan Place are included in Historic England's register of parks and gardens of historic interest at grade II and are a crucial component of the planned townscape.



Figure 60 View along Cadogan Gate. Large, prestigious town houses are set around grand garden squares and along wide streets.

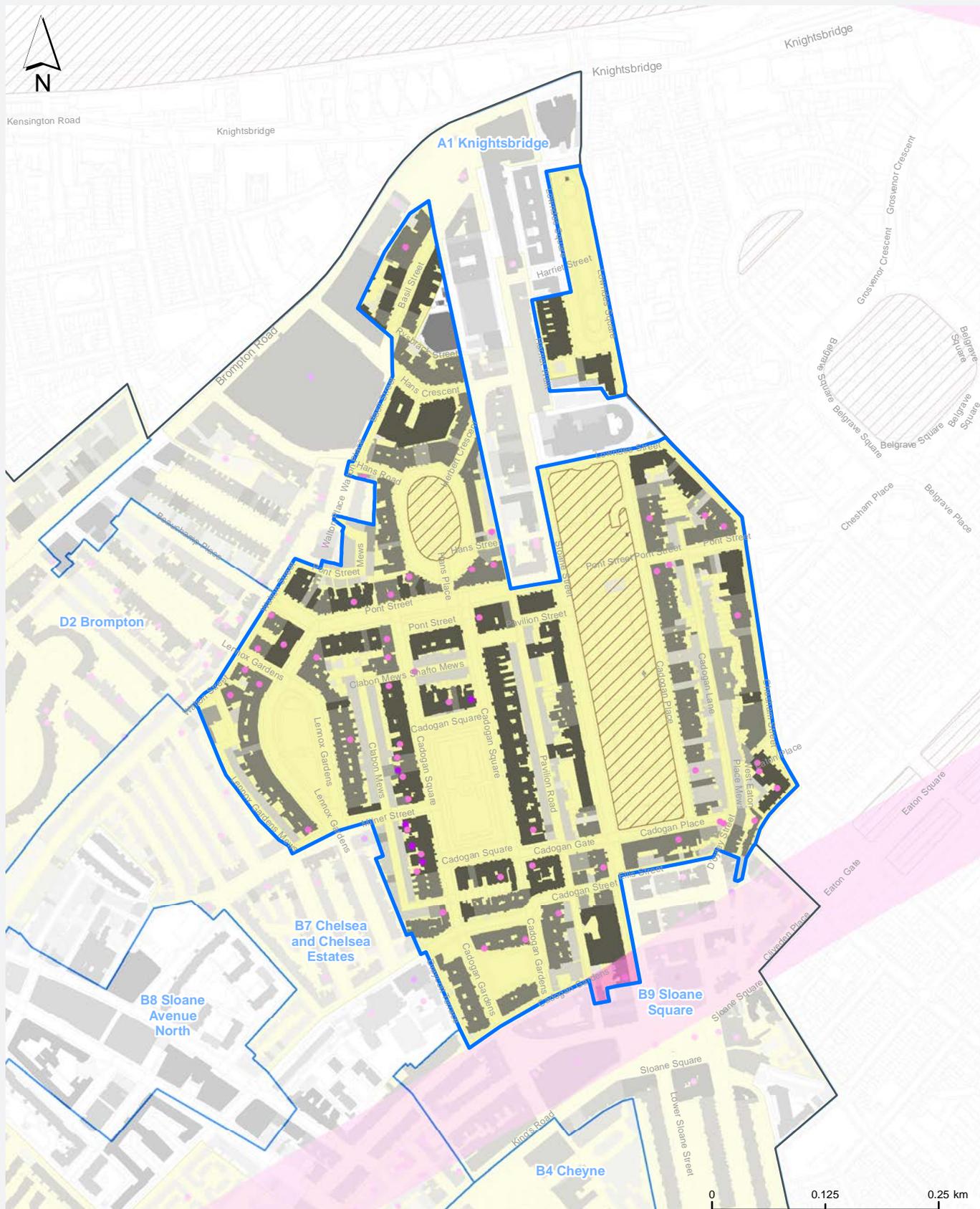


Figure 61 A2 Hans Town character area plan

B1 Lots Village and Stanley



Figure 62 The Lots Road Pub & Dining Room forms a distinctive landmark curving around the corner of Lots Road. The Chelsea Academy and Lots Road Power Station are to the right. Lots Road Power Station was built in 1902-4 and although it is not listed is an important landmark and heritage asset

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Located in the south west of the borough, and adjoining LB Hammersmith and Fulham to the west, this area encompasses the distinctive Victorian terraced houses and industrial buildings reflecting its working riverside heritage, including the former Lots Road Power Station.

Diverse uses and enterprises: a mixture of several uses, with auction houses, antiques and art and design-related firms concentrated along Lots Road, including Lots Road Auction House, Lots Road Diner, Kensington and Chelsea College, Heatherley School of Fine Art, English National Ballet School and Chelsea Academy. Building heights are typically 3-5 storeys along main roads and 2-3 storeys in traditional streets.

Tranquil residential streets: including the modest 2-3 storey Victorian terraces of The Billings and Lots Village dating from the 1840s and 1880s. Terraces front directly onto relatively narrow streets with light wells to frontages and often retain original architectural details and cast iron railing designs. The College of St Mark and St John is set within landscaped gardens.

Riverside heritage: The Lots Village Conservation Area is characterised by the historic Chelsea Wharf, Cremorne Wharf and Grade II listed Pumping House

dating from the turn of the 20th century and reflects the last remaining part of Victorian working riverside Chelsea. Now housing workshops, studios and light industrial uses, it contributes significantly to the historic industrial character of the area which still predominates. Houseboats on the River Thames create colour and character.

Landmark buildings, including:

- distinctive early 20th century red brick buildings along Hortensia Road, including the former Sloane School, and Carlyle School;
- the Lots Road Power Station, significant for its role in powering the London Underground and architecturally for its innovative design, structure and engineering;
- Chapel at College of St Mark and St John (grade II).

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses;
- Mid-rise flats/apartment blocks;
- Mansion blocks;
- Light industrial/commercial;
- Mixed commercial/institutional/civic.



Figure 63 B1 Lots Road and Stanley character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Significant historic buildings including:
 - Collection of buildings within the St Mark's College, Chapel and The Octagon (grade II);
 - Stanley House (grade II*);
 - Former Sloane School (grade II listed) and former Carlyle School (c.1914, grade II listed);
 - London County Council Pumping Station (grade II).
- Landmark buildings and their settings, as noted above.
- Well-preserved Victorian terraced housing including Lots Village Conservation Area, for their coherence, historic and cultural value.
- Green spaces including Westfield Park, a significant public open green space and important in the context of very few street trees.
- Historic commercial and social uses including pubs and shops located on the corners of the residential streets and parades of period terraced shops along the King's Road and Fulham Road.
- The River Thames, including houseboats, valued for access to the water and sense of openness.
- Key views, particularly in relation to the River Thames, and views along the streets to the historic warehouses and wharf buildings.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Infill development along the Kings Road and Ashburnham Road diverge from the high scenic quality and unified streetscene of the period houses.
- Poor connectivity to surrounding areas to the west, due to the severance caused by the railway line which separates the area from Hammersmith & Fulham beyond.
- Lower quality architecture and poorer sense of place along sections of Lots Road and the King's Road.
- New development to the south on the Thames is often poorly integrated, creating discordant juxtapositions between old and new development. Tall buildings dominate views and appear incongruous in terms of massing and materials. The tower at 1 Waterfront Drive in the adjacent LB Hammersmith and Fulham which fronts onto the Thames is a significant departure in terms of height, grain and design to that found in the area (with the exception of the World's End Estate) and will alter the skyline in this part of the borough.
- Wide junctions e.g. Ashburnham Road and busy roads e.g. Lots Road and Fulham Road at the entrance to Brompton Cemetery, detract from the experience and residential character of the area.



Figure 64 View towards Lots Road Power Station site from Ashburnham Road



Figure 65 Hortensia Road

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

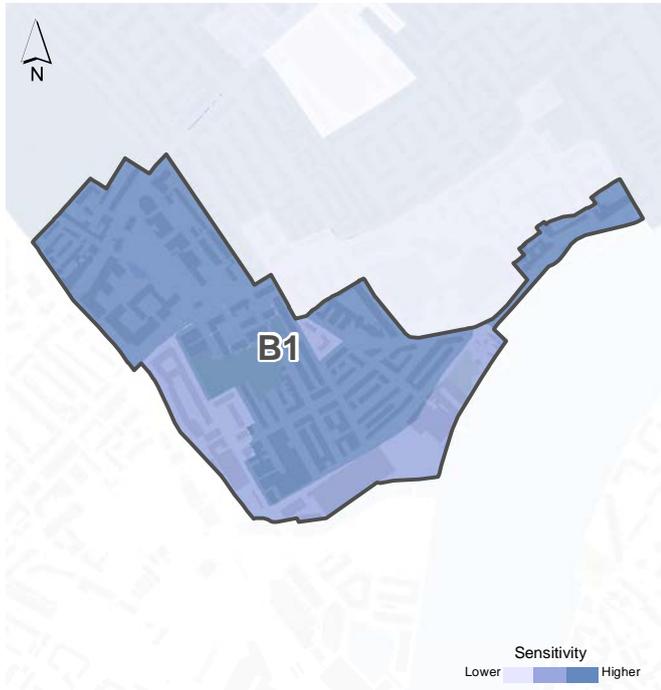


Figure 66 B1 Lots Road and Chelsea Waterside sensitivity plan

Overall, B1 Lots Road and Stanley has a medium-high sensitivity to change with the potential for localised growth and improvements, including within the strategic sites at Lots Road, particularly in the context of changing scale of development at the borough boundary.

Any new development should respect the area's valued features, and the scale and proportion of the period terraces and the setting, qualities and sensitivities of the adjacent conservation areas to the north. Development should not detract from the prominence of the landmark Lots Road Power Station.

Proposed building type suitability and guidance

The existing character of the area, though predominantly of high architectural quality and with many features of historic interest, often lacks cohesion and consistent quality of design in its peripheral areas. Therefore there are opportunities to restore the character of the area through new, sensitive development whilst taking opportunities to enhance experience and quality of the public realm and residents' green spaces, including seating, trees and planting, particularly along the River Thames.

The area is currently undergoing change through recent and ongoing developments including the Chelsea Academy, Lots Road Power Station redevelopment and Thames Tideway construction activity at Cremorne Wharf.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extensions - in areas of lower sensitivity where buildings are lower than the prevailing height.
- B Infill - within vacant or under-used plots.
- E Co-location of commercial space, workshops, retail and residential - e.g. within the strategic sites at Lots Road.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Lots Village Conservation Area;
 - The College of St Mark and St John Conservation Area;
 - The Billings Conservation Area;
 - Thames Conservation Area.

B2 Cremorne and World's End Estates



Figure 68 The distinctive and irregular layout and polygonal design of the World's End tower blocks are widely visible



Figure 67 Chelsea Theatre

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

The area is defined by a group of housing estates extending south from the King's Road to Cremorne Road. Dating from the 1950s-1970s they were developed as part of a social housing scheme which saw the replacement of Victorian terraces which once stood on the site. Predominantly residential, the area also offers retail and leisure uses. The riverside of the Thames is contained within the adjacent B1 Lots Village and Stanley character area.

Predominantly estate block building types: World's End estate designed by Eric Lyons 1967-77 is a large complex of seven 18-storey towers connected by 4-storey walkway blocks and clad in brown brick. The Cremorne estate comprises 8-storey blocks and 3-storey blocks, designed by Armstrong and MacManus in 1955. The residential areas are contained and inward facing in character.

Landmark buildings: the distinctive and irregular layout and polygonal design of the World's End tower blocks are widely visible.

Significant green spaces: the housing blocks and towers and lower walkways are arranged around

irregularly shaped courtyards, green in character and with play and other facilities for residents.

Activity concentrated on King's Road, with a small part of the area in the north east forming part of King's Road (West) town centre. A small parade of shops faces King's Road and community facilities, including Chelsea Theatre (originally the community centre), Ashburnham Primary School, and St. John's church are also located here.

Building types

These are the general predominant residential/ commercial building types

- Tower blocks;
- Mid-rise estate blocks;
- Low-rise estates;
- Mansion blocks;
- Urban centre: neighbourhood.

Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Distinctive architecture and design of World's End Estate, characteristic of the ambitious social housing projects of the 1950s -1970s, which has a sense of cohesion, social and historic value.
- The Grade II listed World's End Distillery Public House dating from 1897 is a significant historic feature.
- Good provision and quality of public and communal spaces. Green space, both public and private, with mature vegetation, provides social and environmental amenity. The mature open green spaces enclosed by and between buildings of the different estates are of value to the area and should be retained.
- The visual relationship between the World's End Estate and the River Thames, with expansive views available from the elevated levels of the estate to the river.
- The area benefits from the historic character and interest provided by the surrounding conservation areas which contribute to the quality of the streetscapes particularly where they interface.
- Chelsea Theatre and the public realm around it are valued for their community and social function and human scale.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Defensive perimeters in places to the south and east, with large lengths of walls and fencing, which limits connectivity with the Thames and surrounding streets.
- Car-dominated roads create severance and impede other forms of movement, particularly King's Road to the north and Cremorne Road. Junctions can be dangerous for pedestrians/cyclists e.g. Tandema Road/Ashburnham Road A3220.
- Lower quality architecture and poorer sense of place along sections of King's Road to the east of the World's End Distillery.
- Incongruous development around the junction of King's Road and Milman's Street detract from the otherwise coherent and high quality frontages provided by the shops and terraced houses within the adjacent conservation areas.



Figure 70 Cremorne Estate



Figure 71 Shops fronting King's Road

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

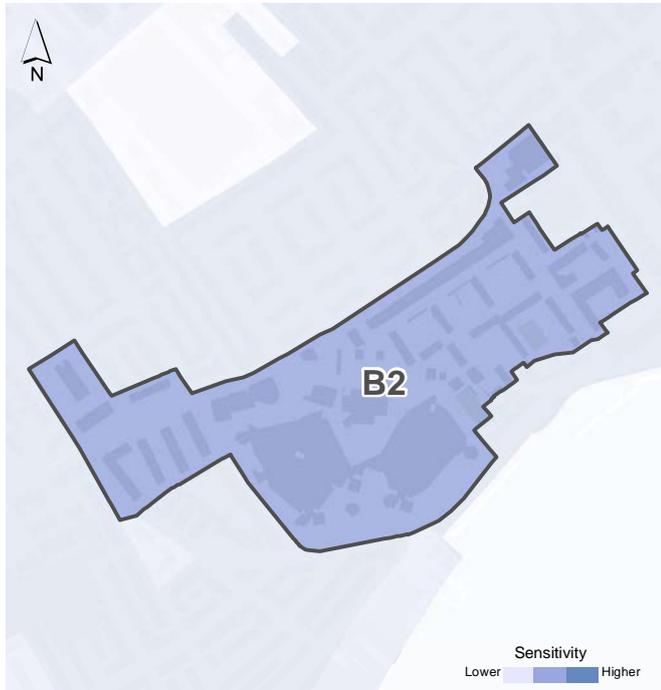


Figure 72 B2 Cremorne and World's End Estates sensitivity plan

Overall, B2 Cremorne and World's End Estates has a medium sensitivity to change, with the potential for targeted growth and improvements in key locations. The area has some capacity to absorb change, providing the area's valued features are respected, as well as the qualities and sensitivities of adjacent conservation areas including the Cheyne Conservation Area immediately to the south.

Proposed building type suitability and guidance

The existing character of the area generally has a strong sense of place. Whilst being cognisant of the significance of the mid-century architecture, there is scope to improve the quality of some areas and optimise the function and amenity of the green spaces with better quality seating, trees and planting. Therefore there is scope to improve the character. Any new development in the west of the area should take opportunities to reintegrate the Thames waterside.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extensions - for existing blocks which are lower than around 5-storeys.
- D Linear blocks - for example incorporating ground floor mixed uses.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Cheyne Conservation Area (adjacent).

B3 Chelsea Park and Sloane/Stanley

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Sloane/Stanley Conservation Area
 - Chelsea Park/Carlyle Conservation Area.

Summary

Encompassing a dense grid of residential streets between Fulham Road and the King's Road, this area developed from the late 18th century onwards. The area contains a mixture of period architecture, with residential properties dating from the late Georgian period until to the mid-20th century, forming attractive and characterful streets. Elm Park Gardens was laid out in 1875 by George Godwin, also the architect of nearby The Boltons and Redcliffe Square. Features such as the changing murals at Chelsea Arts Club add local distinctiveness.



Figure 73 View along Park Walk towards the spire of St Andrews Church

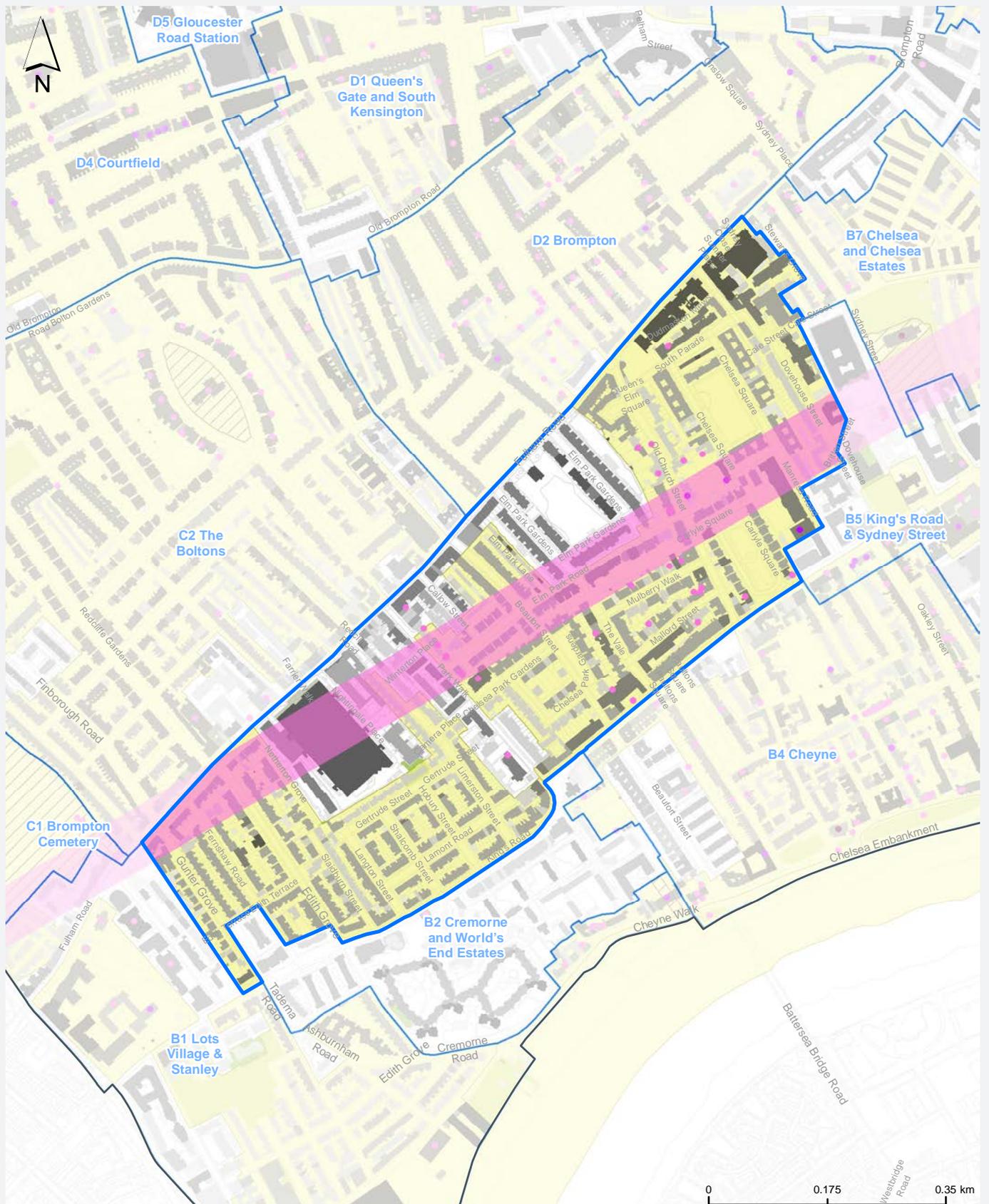


Figure 74 B3 Chelsea Park and Sloane/Stanley character area plan

B4 Cheyne

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Cheyne Conservation Area;
 - Thames Conservation Area;
 - Royal Hospital Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Chelsea Physic Garde (grade I);
 - Royal Hospital, Chelsea and Ranelagh Gardens (grade II).
- Grade I listed buildings ([link](#)):
 - Chelsea Old Church.

Summary

Comprising Cheyne Conservation Area and the eastern residential part of the Royal Hospital Conservation Area, this is one of the oldest parts of the Borough, with Georgian houses in Cheyne Walk, Cheyne Row, Lawrence Street, Upper Cheyne Row and part of Old Church Street representing some of the oldest buildings. Late Victorian mansion flats and artists' studios to the south of the area form a distinctive group in Glebe Place.

Historically it was the site of large houses and palaces lining the Thames, of which only remnants of walls remain on the site of Thomas More and Henry VIII's palaces. Chelsea became a renowned centre for artists in the 19th century and, especially from 1870 onwards, purpose-built studio houses were a strong presence in this area. Duke of York Square is a distinctive feature in the east of the character area.



Figure 75 Petyt Place



Figure 76 B4 Cheyne character area plan

B5 King's Road & Sydney Street



Figure 77 The prominent former workhouse building at the corner of King's Road/Sydney Street in red brick with Portland stone dressings



Figure 78 View along Chelsea Manor Street towards King's Road

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Land uses are characterised by a mixture of commercial, retail and civic buildings amongst large residential blocks. The historic route of the King's Road, created for Charles II as his private route to Hampton Court, today forms an arterial route running east to west through the centre of the area and remains the focus of civic and commercial activity.

Sense of place and historical interest provided by significant grouping of Victorian and Edwardian public and civic buildings: these include Chelsea Town Hall (Grade II), Old Vestry Hall (Grade II*) and Former Public Baths (Grade II) within the Royal Hospital Conservation Area and the nearby former Violet Melchett Infant Welfare Centre (Grade II).

Mixture of commercial, retail, public and civic uses reflecting the importance of the area as part of King's Road (east) town centre. Complexes related to hospital and medical facilities, including the Royal Brompton Hospital, as well as the Chelsea Fire Station which fronts onto the King's Road, also form significant features in the area.

Varied but coherent architectural styles and urban pattern: Large residential blocks of between 5-9 storeys to the south of King's Road, notably Chelsea Manor Court and Chelsea Manor Street Estate, provide a well proportioned and consistent street scene along Chelsea Manor Road. They comprise early 20th century inter-war and post-war housing estate blocks and more recent residential blocks in stock brick, set within or enclosing green spaces or courtyards.

Green space: Dovehouse Green (within the Cheyne Conservation Area) provides shelter and set back the road and activities. Originally a burial ground, it was part of the land given by Sir Hans Sloane in 1833 for the construction of St Luke's Workhouse (to the north of the square, now demolished).

Building types

These are the general predominant residential/ commercial building types

- Mid-rise flats/apartment blocks;
- Mansion blocks;
- Mixed commercial/institutional/civic;
- Urban centre: major.

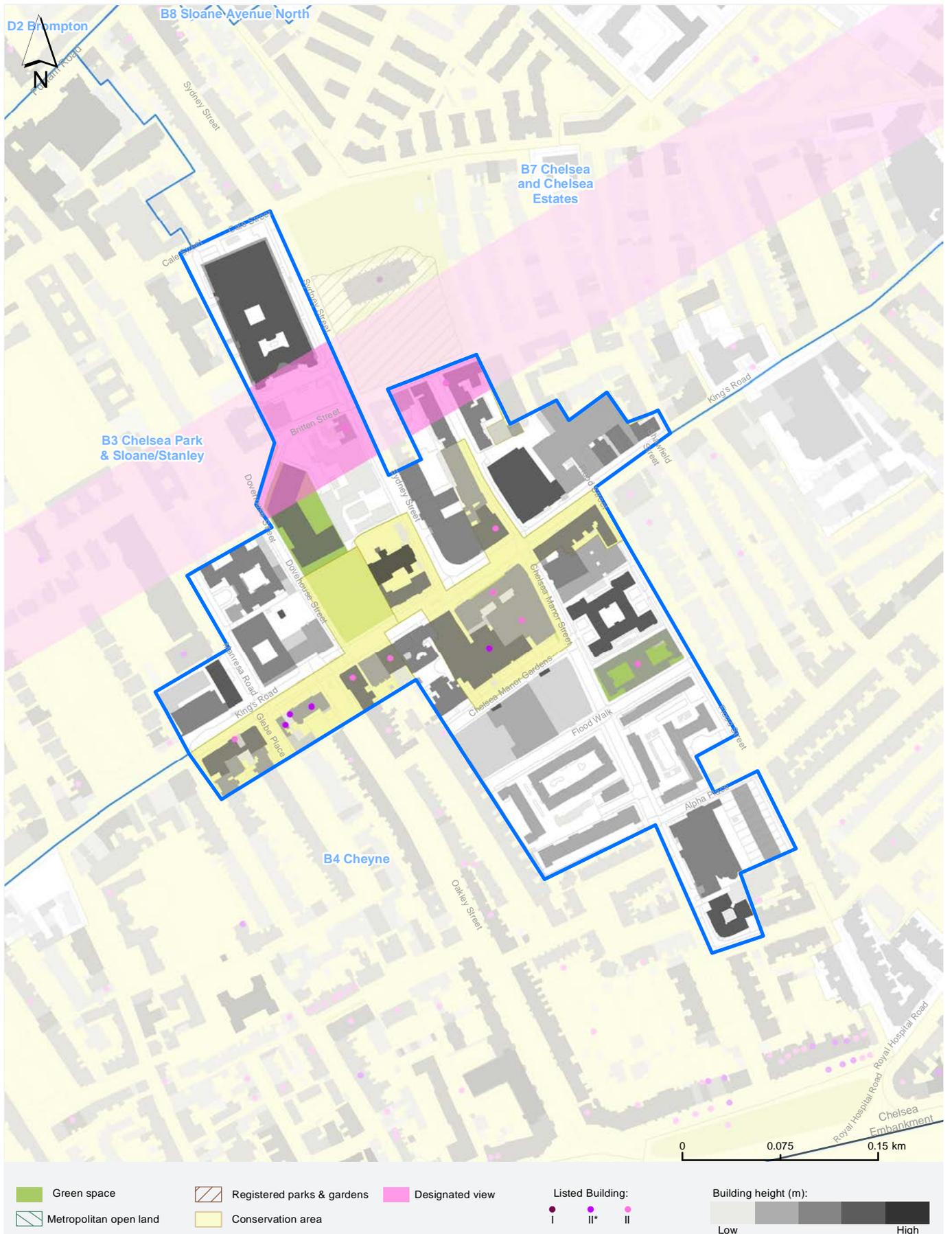


Figure 79 B5 King's Road & Sydney Street character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Landmark buildings, particularly along King's Road, providing historic character and creating structure, legibility and sense of place, as well as their contribution to the skyline.
- Buildings of high architectural quality, particularly historic buildings, including civic buildings (listed and non-listed).
- The street trees and balanced proportions that predominate along Chelsea Manor Street, which creates a human scale to the street scene.
- The distinctive character, green, trees and openness of Dovehouse Green.
- The historic interest and significance of the townscape within Cheyne and Royal Hospital Conservation Areas and their settings.
- Views towards the tower of the Church of St Luke (grade I, within the adjacent character area [B3 Chelsea Park and Sloane/Stanley](#)).
- The independent cafés, shops and restaurants in the Chelsea Farmers Market area, valued for the sense of vibrancy and seclusion despite its proximity to the busy King's Road.
- The function of the streetscape as a shopping and leisure destination.



Figure 80 Dovehouse Green is of value for its openness, could be further enhanced with more trees and natural planting

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Heavy traffic, combined with narrow pavements creates a busy, noisy and sometimes unsafe environment along the King's Road for pedestrians and cyclists.
- Poorer quality of architecture and frontages between Chelsea Manor Gardens and Flood Walk, on the corner of Sydney Street, and the 11-storey block/buildings next to the fire station fronting King's Road in the west of the area detract from the activity and historic character of the main streets in key locations. The Royal Brompton Hospital could be enhanced to improve local character.



Figure 81 Buildings fronting King's Road of lower architectural quality

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

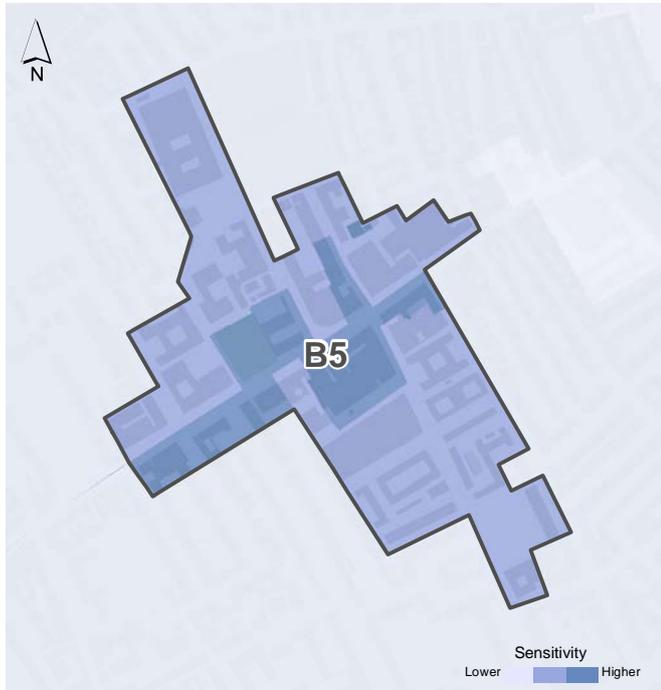


Figure 82 B5 King's Road & Sydney Street sensitivity plan

Overall, B5 King's Road & Sydney Street has a medium sensitivity to change with the potential for targeted growth and improvements in specific plots. The area's valued features should be respected, as well as the quality and setting of surrounding conservation areas and the qualities and setting of the Grade I listed Church of St Luke which is set within the St Luke's Registered Park located immediately adjacent to the north east of the area.

Proposed building type suitability and guidance

The existing character of the area generally has a strong sense of place provided largely by significant historic buildings, despite the mixture of architectural styles. However, the presence of occasional unsympathetic buildings provide opportunity to improve the character of the area through their redevelopment to accommodate residential units, whilst incorporating a vibrant mixed street scene and enhancing the prominence and setting of existing landmark buildings.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extensions - where existing buildings are lower than the prevailing height.
- B Infill - on existing plots where buildings are poor quality and there is opportunity to improve character.
- E Co-location of commercial space, workshops, retail and residential - (e.g. within the strategic site on the Chelsea Farmers Market).

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Cheyne Conservation Area;
 - Royal Hospital Conservation Area.

B6 Royal Hospital

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Royal Hospital Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Chelsea and Ranelagh Gardens
- Grade I listed buildings ([link](#)):
 - The Royal Hospital entrance gates and lodges fronting St. Leonard's Terrace;
 - The Royal Hospital, main hospital buildings;
 - Statue of Charles II in centre of middle courtyard in main buildings, Royal Hospital.

Summary

The Royal Hospital character area is set between two significant corridors: King's Road and Chelsea Embankment, and is centred on the large historical complex of the Grade I listed Royal Hospital with its extensive grounds, the Grade II listed Park and Garden of Ranelagh Gardens and Burton Court.

Surrounding these complexes the streets are predominantly quiet and residential, comprising 3-4 storey Georgian and Victorian houses, usually in formal terraces.



Figure 83 Royal Hospital

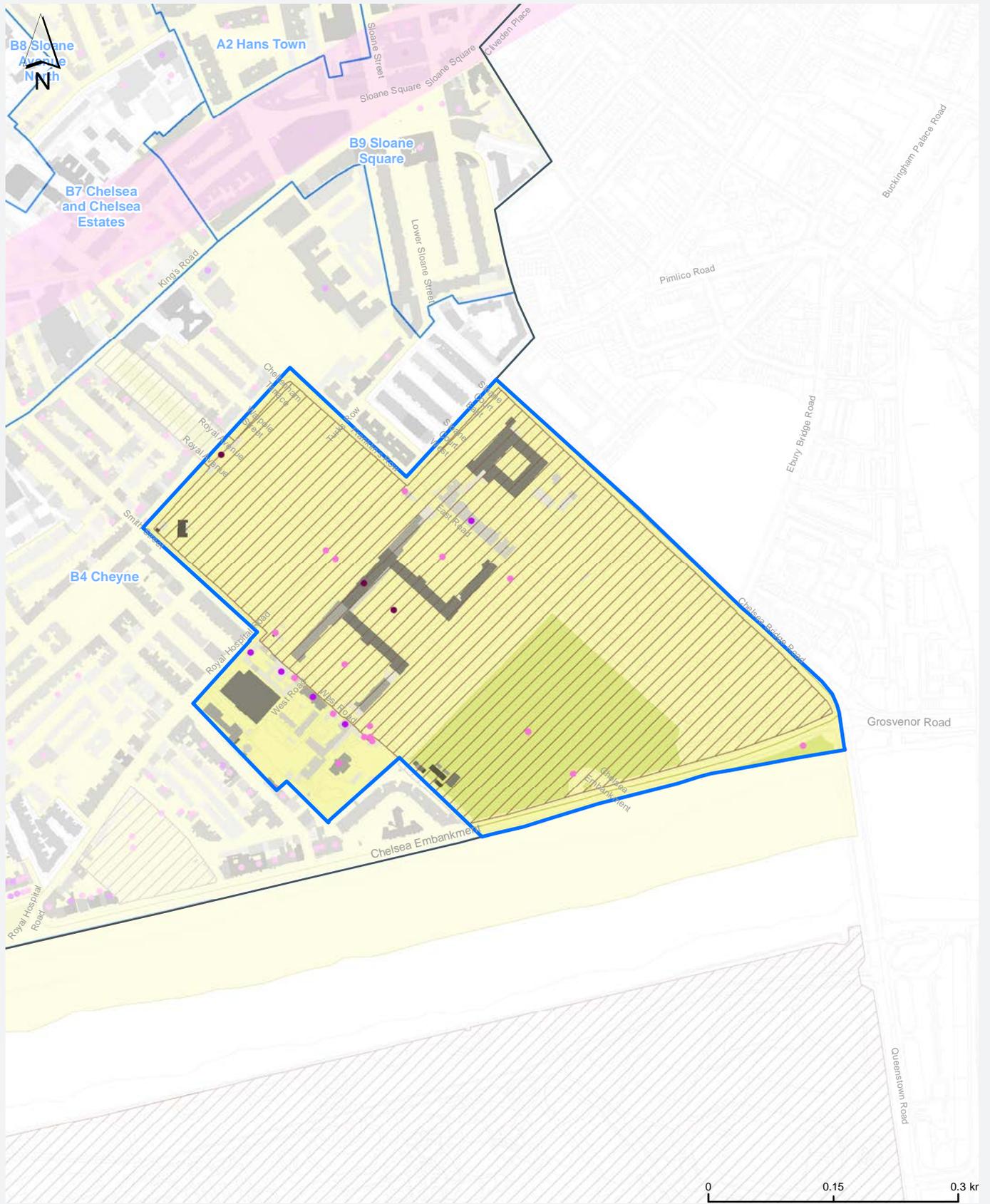


Figure 84 B6 Royal Hospital character area plan

B7 Chelsea and Chelsea Estates

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Chelsea and Chelsea Estates Conservation Area.

Summary

Chelsea and Chelsea Estates comprises groups of generally modest residential terraces between Fulham Road to the north and the King's Road to the south. The buildings and secondary roads were mostly laid out from the early 19th century up until the 1950s. Buildings vary in age and style from small 2-storey terrace houses to larger terraced houses and flats of 5-storeys reflecting changing trends in urban design.

There is an increase in scale of buildings and density around Sloane Avenue with the William Sutton and Samuel Lewis Estates, planned social housing estates both dating from the early 20th century and larger Art Deco apartment blocks. The Gateways is a grade II listed estate built in the Tudor Revival style and has interesting details, internal courtyards and human scale massing. Particular features valued by the local community include small open spaces such as St Luke's Gardens and Chelsea Green which provide valued oases for people to meet and rest, and Pond Place, a quiet street with quirky, attractive buildings and an arty vibe.



Figure 85 Grade I listed Church of St Luke

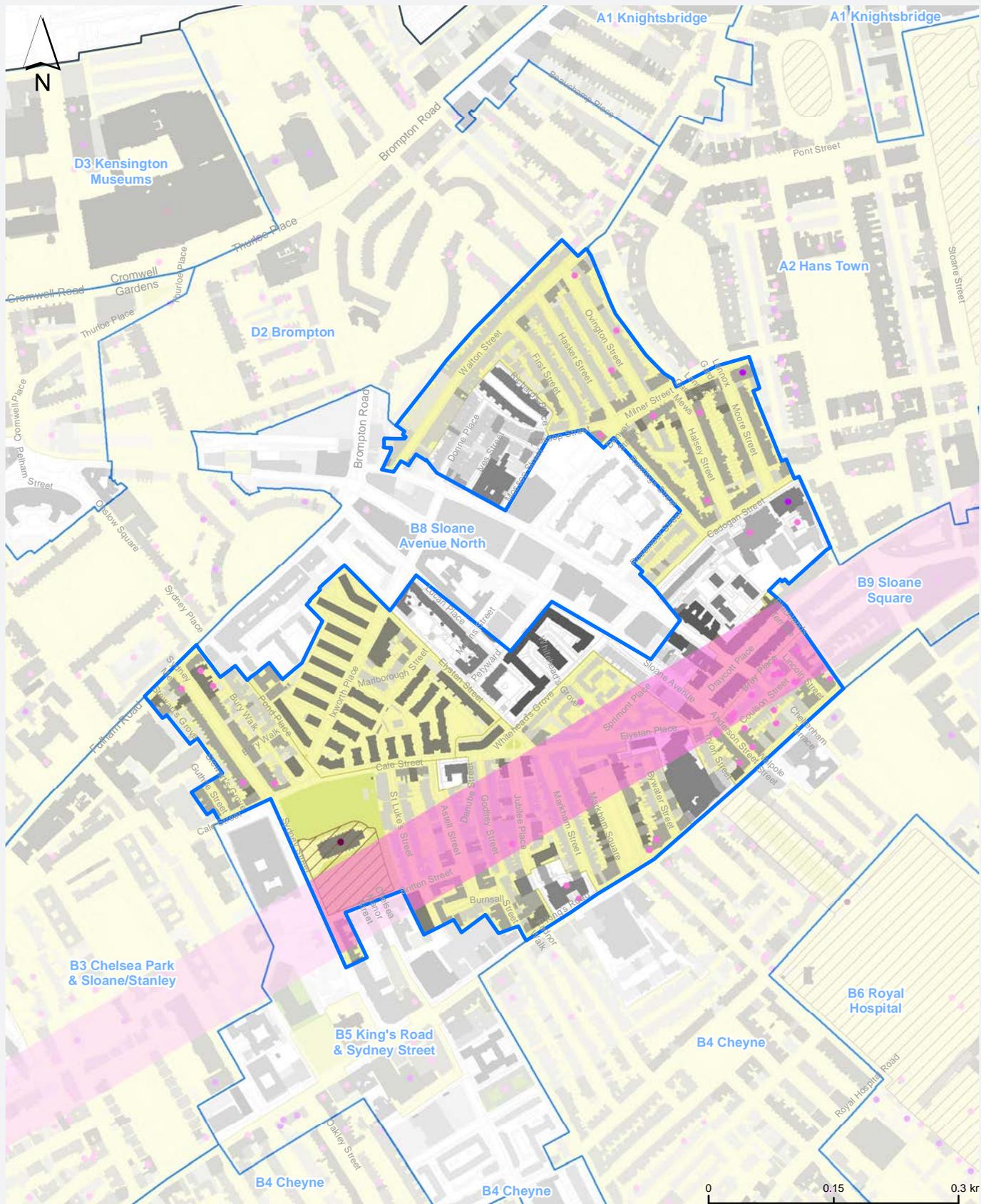


Figure 86 B7 Chelsea and Chelsea Estates character area plan

B8 Sloane Avenue North



Figure 87 Michelin House, Grade II listed



Figure 88 Nell Gwynne House - an imposing 10-storey residential block

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

A small area focused on the junction between Sloane Avenue and Brompton Road/Fulham Road, comprising Brompton Cross town centre. The area is characterised by commercial and retail activities as well as large residential buildings and housing estates dating from the early 20th century through to the post-war period. The area also contains the recently redeveloped Marlborough Primary School.

Densely developed and course grained urban area: following the street grid formed by the parallel streets of Sloane Avenue, Draycott Avenue and Lucan Place which were laid out in the late 19th century. The buildings present today, dating from the early to mid-20th century, have mostly been built out as large scale perimeter blocks with no or very limited green spaces within or around them.

Distinctive Art-Nouveau and Art Deco style landmark buildings facing onto Sloane Avenue and Fulham Road: These include the ornate Grade II listed Michelin House with decorative tiles and stained glass windows, as well as a series of imposing residential blocks of up to 10-storeys - Nell Gwynne, Sloane Avenue Mansions and Chelsea Cloisters.

Concentration of retail and commercial uses on the junctions of the busy main roads and within Brompton Cross town centre. The area becomes increasingly residential in character further away from the town centre and on smaller side streets. Smaller scale residential blocks of up to 6-storeys associated with the Wiltshire Close housing estates are located to the east. Building heights reduce away from main roads, though there are occasionally 3-storey buildings within the town centre such as the attractive Hour Glass pub on Brompton Road.

Very limited green space, trees and greening: areas of green space are associated with the housing estates in the north of the area and to Crown Lodge, but otherwise there is a significant lack of street trees and greening features.

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses/mixed use terraces;
- Mid-rise estate blocks;
- Mansion blocks;
- Urban centre: district.

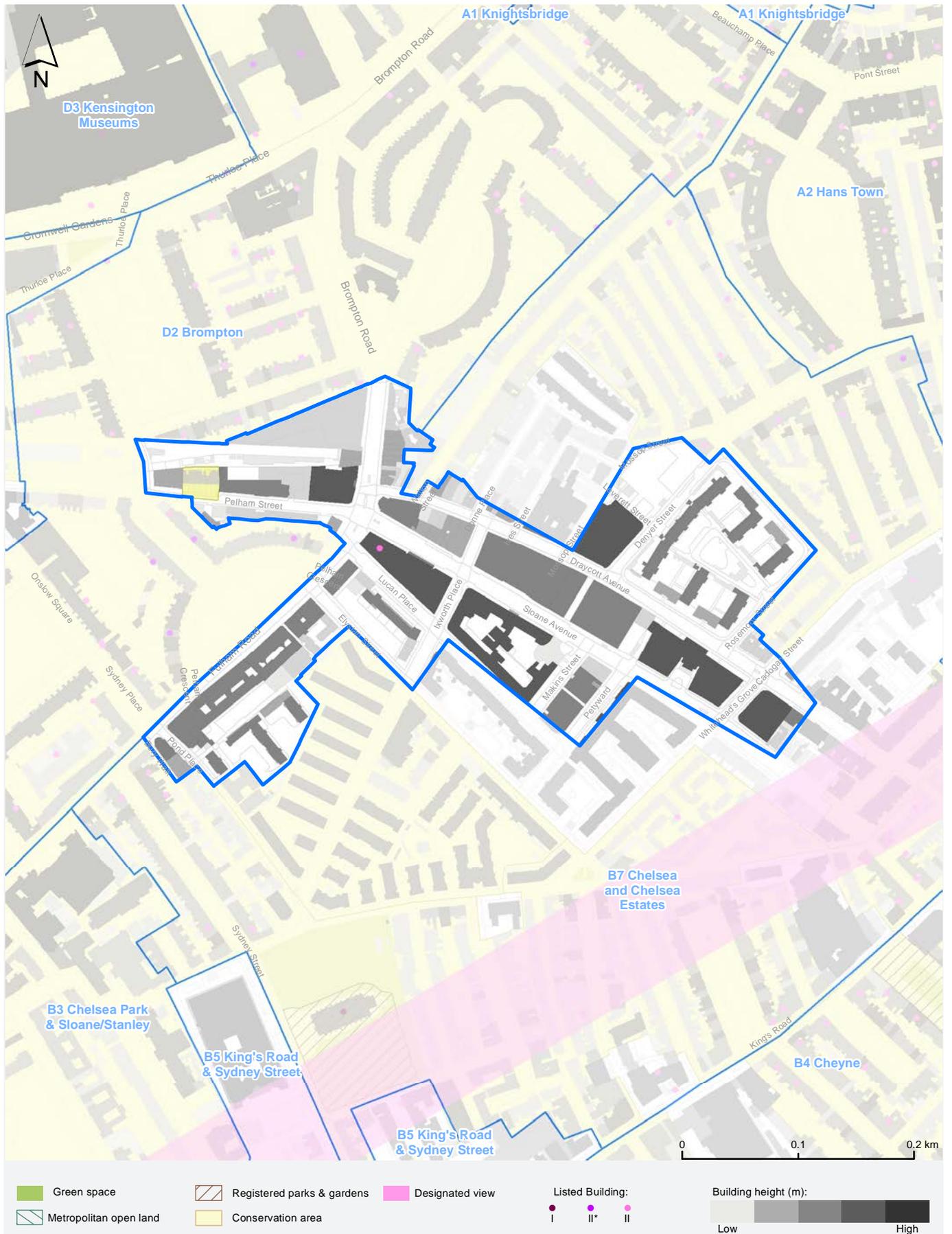


Figure 89 B8 Sloane Avenue North character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Landmark and distinctive buildings particularly the listed Michelin House, which contribute to the character and identity of the area.
- Green spaces and greening within the Wiltshire Close Estate are significant in the context of an urban area with very few green features. These also provide amenity for the residents.
- The area is enclosed on all sides by conservation areas which interface with the area and provide historic interest and attractive streetscapes visible in views along smaller side streets.
- Heritage assets (including listed and non-listed buildings, conservation areas and their settings).

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lack of street trees and green spaces, which has a particular effect on streets where large buildings are built directly up to pavements. This affects both microclimate and character.
- Traffic noise along the main roads and sometimes poor pedestrian environment at key junctions (e.g. Sloane Avenue/Brompton Road).



Figure 90 The 6-storey Wiltshire Close Estate incorporates green spaces



Figure 91 View along Rosemoor Street, with Wiltshire Close Estate on the right

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

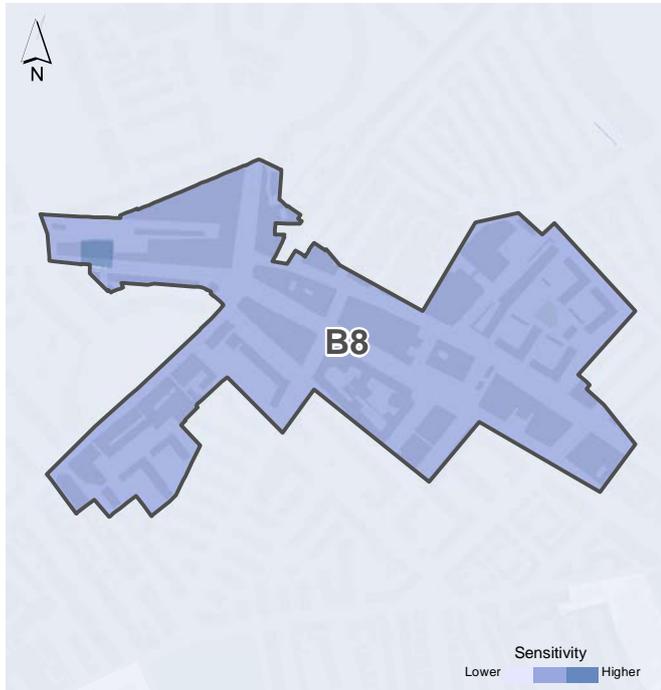


Figure 92 B8 Sloane Avenue North sensitivity plan

Overall, B8 Sloane Avenue North has a medium sensitivity to change with the potential for a degree of growth and improvements. Any new development should respect the valued features, as well as existing street pattern, density and tapering off of buildings heights away from the main roads.

Proposed building type suitability and guidance

The existing character of the area generally has a strong sense of place, despite the mixture of architectural styles and imposing scale of some of the larger buildings. Whilst consideration should be given to the local significance of the early and mid-century architecture, there is scope to improve the quality of some areas where buildings are of lower quality. New developments should seek to enhance green infrastructure in the area, including street trees within the public realm.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extension - for buildings lower than the prevailing height, generally up to 5-storeys on main roads such as existing terraces, single storey upward extensions may be appropriate.
- E Co-location of commercial space, workshops, retail and residential - for plots associated with the town centre.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Thurloe/Smith/s Charity Conservation Area (small part within the character area).

B9 Sloane Square

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Sloane Square Conservation Area.
- Grade I listed buildings ([link](#)):
 - Church of Holy Trinity.

Summary

This area comprises the Sloane Square Conservation Area, where the busy King's Road, Sloane Street and Lower Sloane Street converge on Sloane Square, forming the eastern end of King's Road town centre. The renowned shopping district has a vibrant and bustling atmosphere, but away from the main roads are quieter residential streets of mostly modest late-Victorian and Edwardian terraces and mansion blocks.

Historically significant buildings form notable landmarks, including the Peter Jones department store (Grade II* listed), Cadogan Hall (Grade II listed) and Holy Trinity Church (Grade I listed).



Figure 93 Vibrant Sloane Square and the Peter Jones department store

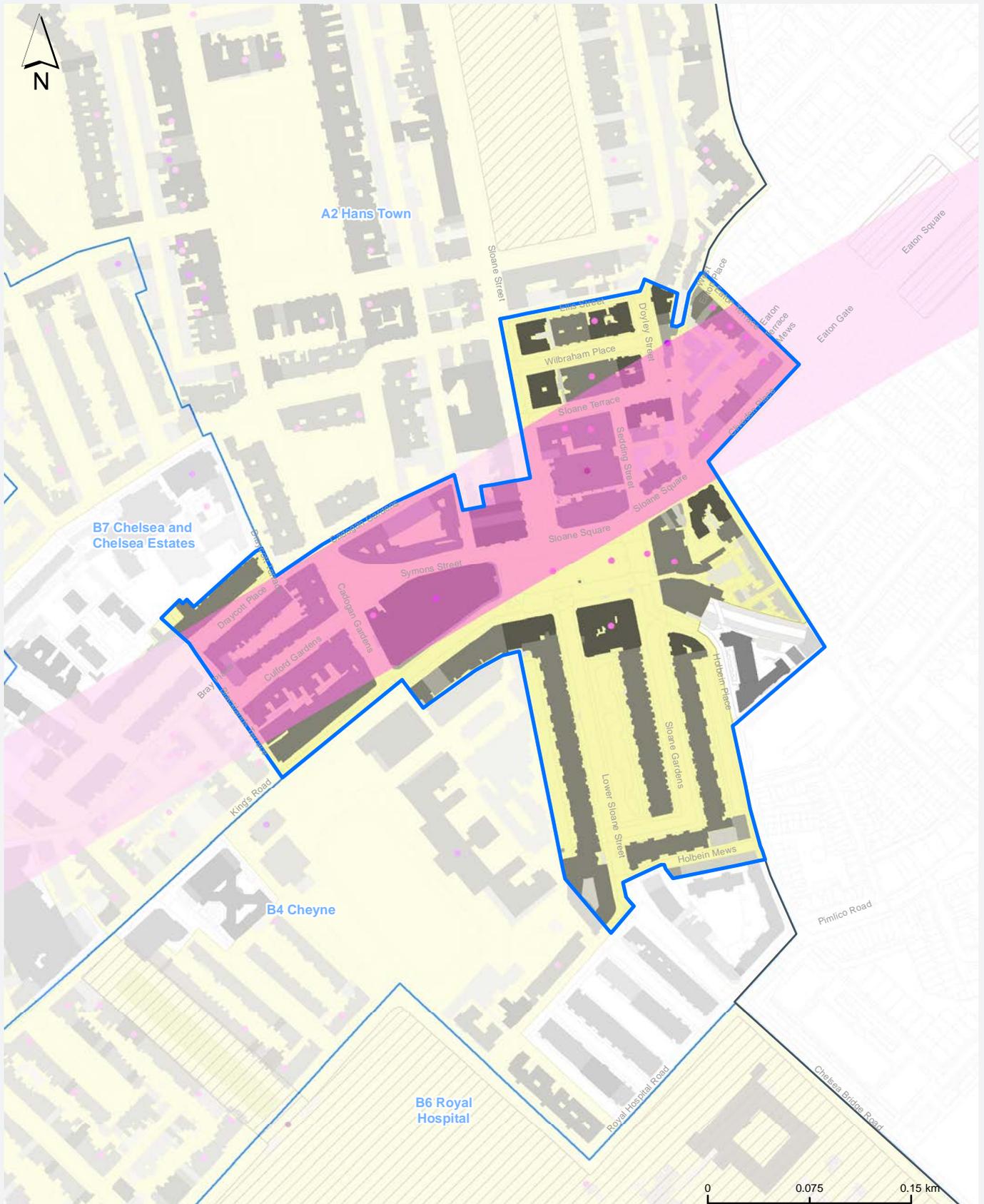


Figure 94 B9 Sloane Square character area plan

C1 Brompton Cemetery

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. The character of the area and its high value designations, are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Brompton Cemetery Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Brompton Cemetery.

Summary

This area comprises the mid-19th century Brompton Cemetery, a grade I Registered Park and Garden, historically significant as one of the earliest of London's 'Magnificent Seven' cemeteries. It contains a number of significant structures, including the Church of England Chapel (grade II*), grade II listed West Brompton Station and 28 listed tombs, monuments, and mausoleums.

The cemetery is open to the public and is valued for its recreational amenity, as an oasis of tranquillity and as a valued wildlife habitat with access to nature. A small area of wetlands lie to the west of the station, crossing over into neighbouring LB Hammersmith & Fulham.



Figure 95 Brompton Cemetery northern entrance

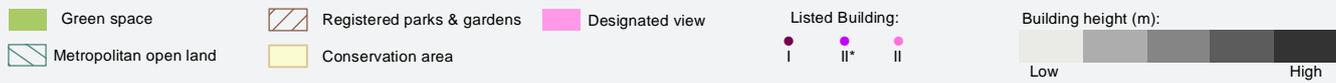
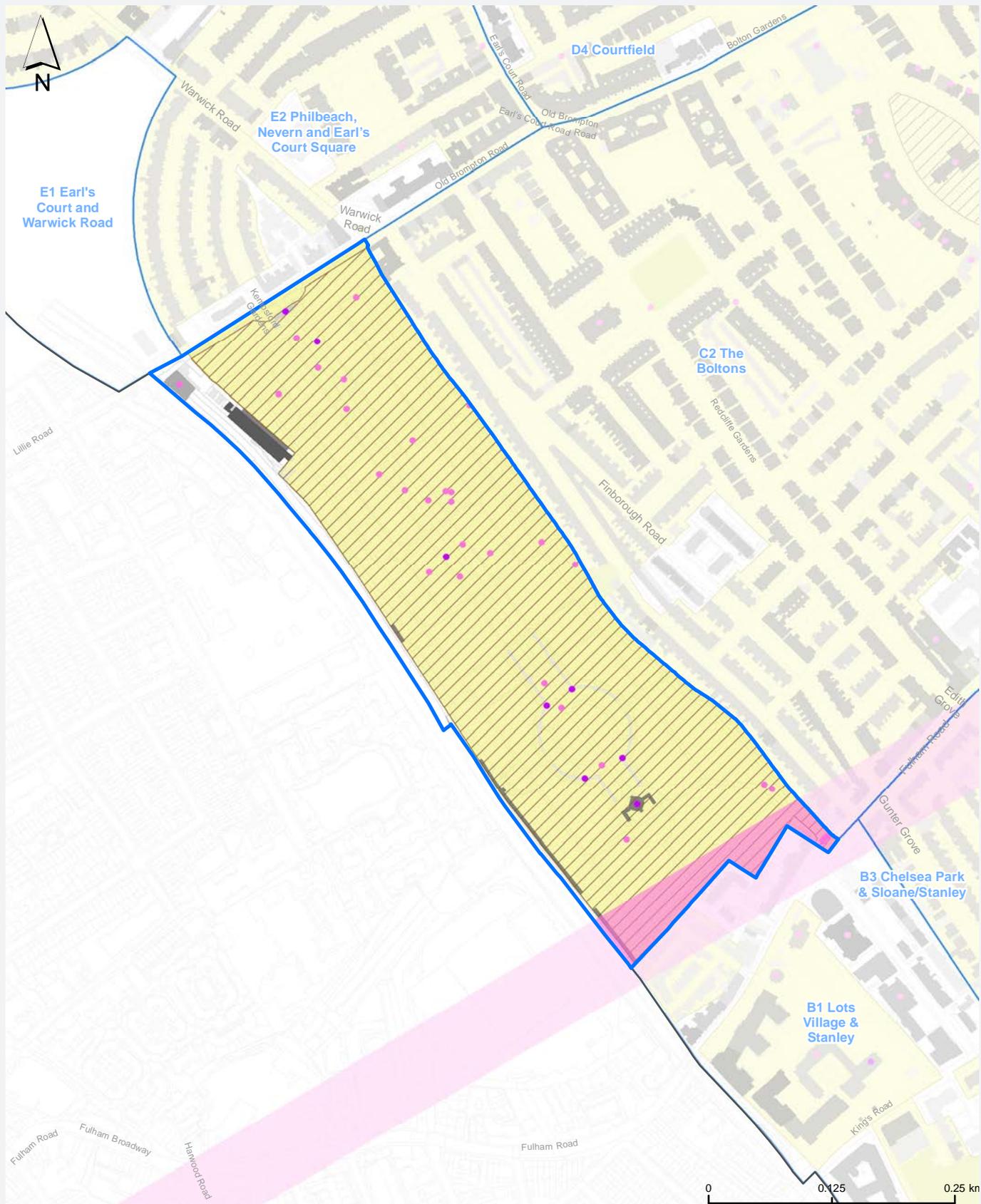


Figure 96 C1 Brompton Cemetery character area plan

C2 The Boltons

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - The Boltons Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - The Boltons.

Summary

This area encompasses two historic Victorian neighbourhoods of uniform terraces each laid out around two church squares. This is a predominantly quiet and leafy residential area though more recent development, including studios, mansion flats, retail and hospitality are concentrated on the busier roads of Old Brompton and Fulham. Fulham Road town centre borders the southern edge of the character area.



Figure 97 Redcliffe Square

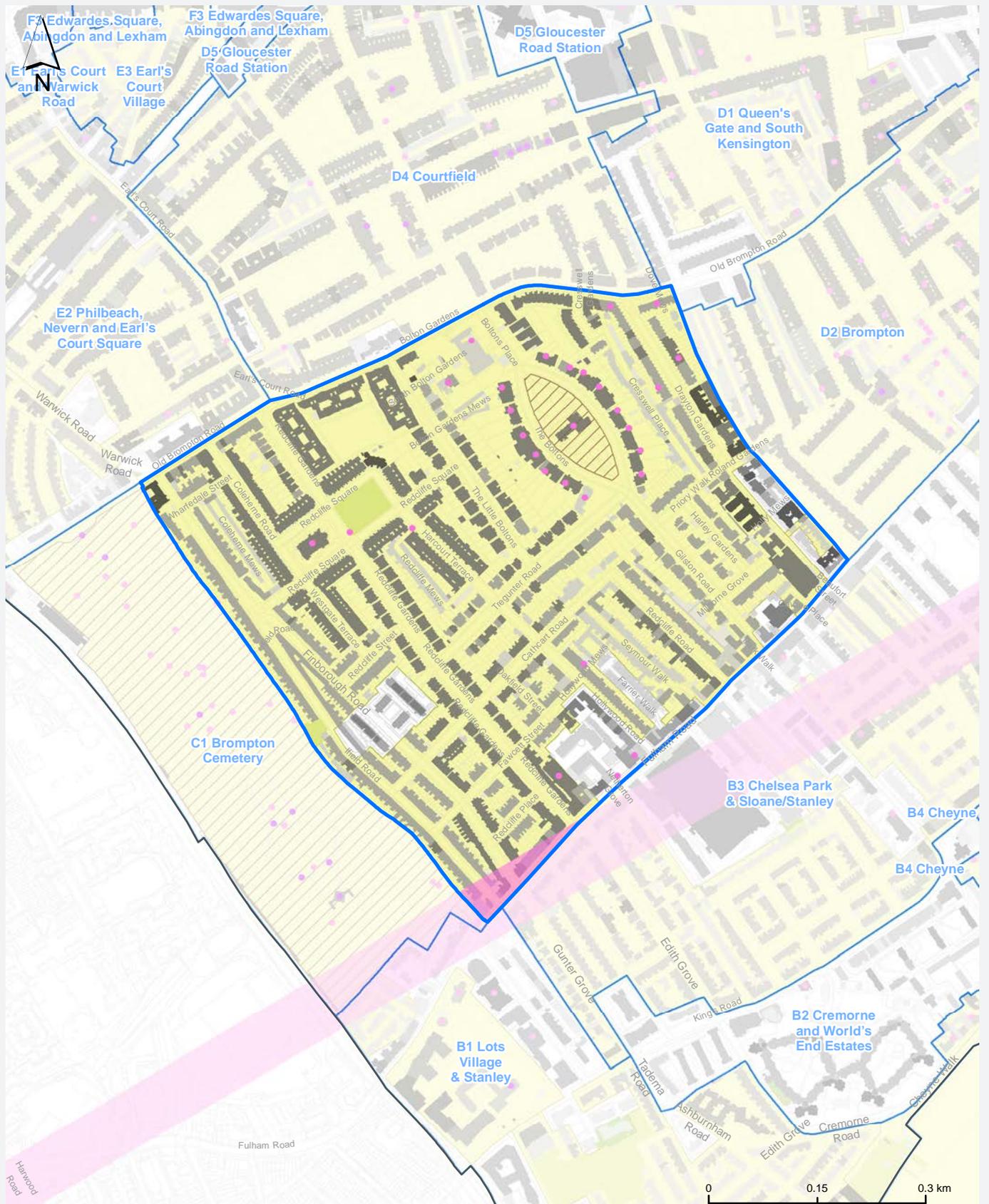


Figure 98 C2 The Boltons character area plan

D1 Queen's Gate and South Kensington

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Queen's Gate and South Kensington Conservation Area;
 - Thurloe/Smith's Charity Conservation Area.

Summary

Extending from Kensington Gardens south to Old Brompton Road, to the west the area is Gloucester Road and Rosary Gardens and to the east it bounds the Natural History Museum complex and the more residential area of Brompton.

South Kensington town centre, including the historic South Kensington Station and piazza, forms a nexus of activity towards the central and southern part of the area. Interesting shops, restaurants, cafés and the farmers' market are features particularly valued by the local community. Queen's Gate forms a grand north-south axis through the area, and is a valued pedestrian space undisturbed by traffic, providing a place to socialise, eat and drink. These spaces are complemented by quiet mews streets such as Reece Mews. The residential area in the north dates from the late Georgian period and is characterised by grand and imposing terraces (up to 7-storeys) set out on generous tree-lined streets punctuated by garden squares. The area is valued for its quiet residential feel despite its location in central London, communal gardens and historic architecture.



Figure 99 South Kensington Station entrance on Thurloe Place



Figure 100 D1 Queen's Gate and South Kensington character area plan

D2 Brompton

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Brompton Conservation Area;
 - Thurloe/Smith's Charity Conservation Area.

Summary

This area extends from Fulham Road in the south to Hyde Park in the north. Mostly residential in character, architectural styles range from Regency Italianate and late-Victorian red brick Queen Anne. Crescents and private garden squares are key features of the area, providing a strong setting to the historic buildings within the area and the museums in the adjacent D3 Kensington Museums character area.

The area is valued by the community for aspects such as the small scale mews houses within cobbled streets, the human scale of the architecture and open spaces, small independent shops rather than big chains. The well-proportioned built form and green spaces creates a sense of openness and airiness, allowing views of the buildings.



Figure 101 Onslow Gardens

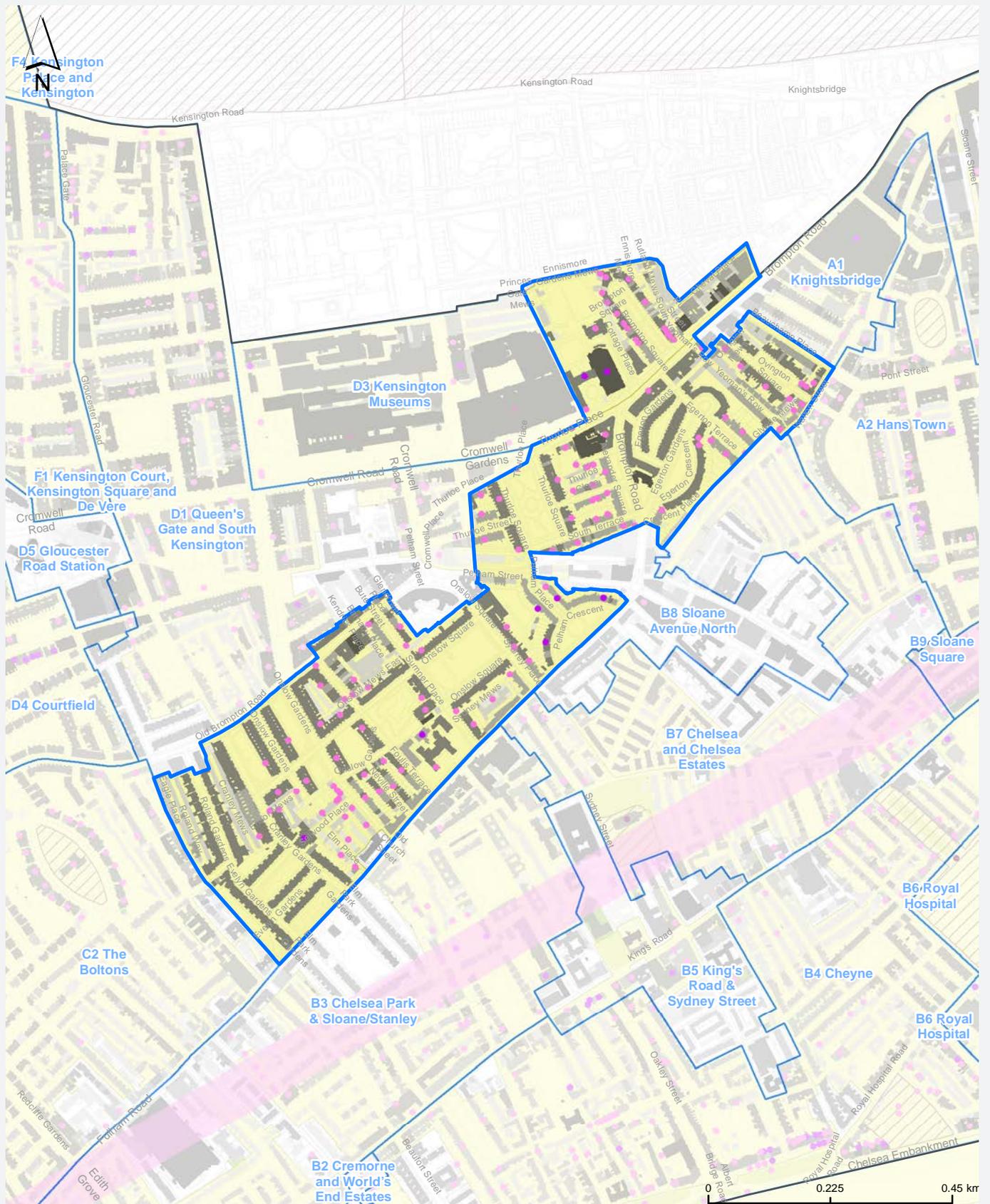


Figure 102 D2 Brompton character area plan

D3 Kensington Museums

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensington Museums Conservation Area.
- Grade I listed buildings ([link](#)):
 - Victoria and Albert Museum;
 - Natural History Museum, Front Lodge and Gates, Gate piers and Railings.

Summary

This area encompasses a complex of internationally renowned and iconic museums which front onto Cromwell Road, including the Natural History Museum and the Victoria and Albert Museum (both grade I listed buildings).

The cultural significance of the collection of educational museums and institutions is of particular importance, which also include the Science Museum and Imperial College. Exhibition Road, with its generous pedestrian space, is a valued space providing a strong setting to the many listed buildings, allowing open views to appreciate the historic architecture.



Figure 103 Natural History Museum



Figure 104 D3 Kensington Museums character area plan

D4 Courtfield

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Courtfield Conservation Area.

Summary

This is a predominantly self-contained, quiet residential neighbourhood located between Cromwell Road and Old Brompton Road in the south west of the borough. The streets were laid out in the late 19th century and comprise modest terraced houses, mansion blocks of 6-7 storeys and a small number of mews houses, set around a series of leafy garden squares with mature trees.

The architecture of the housing is mixed, including mid-Victorian Italianate or more ornate late-Victorian style. The mews housing in contrast is of a more domestic scale (2-3 storeys) and style. The area has a consistently high quality of townscape with well-maintained communal garden squares which are valued for their visual amenity, for communities to meet and socialise and as a haven for wildlife.



Figure 105 Corner of Collingham Road and Courtfield Gardens

D5 Gloucester Road Station



Figure 107 Holiday Inn on Cromwell Road



Figure 108 View along Cromwell Road to the 5-storey terraces, with Point West behind

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Concentrated on the major A4 Cromwell Road the area encompasses a group of large hotels and office blocks with retail at street level. These large footprint, coarse grained developments mark a significant change in character from the surrounding finer-grained Victorian terraces of the conservation areas that enclose it.

Remnants of the Victorian development of the area can be seen in the street structure surrounding the historic route of Cromwell Road laid out in the mid-late 19th century. This is also reflected in the row of 5-storey period terraces in gault brick fronting Cromwell Road. The terrace is in a mixed state of repair and contains apartments and guest houses on the upper floors with retail at street level.

Large scale modern developments which have replaced the historic grain and fabric: the 20th century hotel, leisure and office developments are largely unsympathetic to the historic urban context within which they lie and contribute little of value to the streetscape. These include the 27-storey Holiday Inn and the podium development of Point West (approximately 20-storeys).

An urban environment dominated by heavy traffic lacking a distinct sense of place. Shop fronts often present a garish, poorly maintained and inconsistent frontage. Although historically a node of activity since the development of Gloucester Road Station, it feels quite separate from the surrounding historic residential environment.

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses/mixed use terraces;
- High-rise blocks.
- Urban centre: neighbourhood.

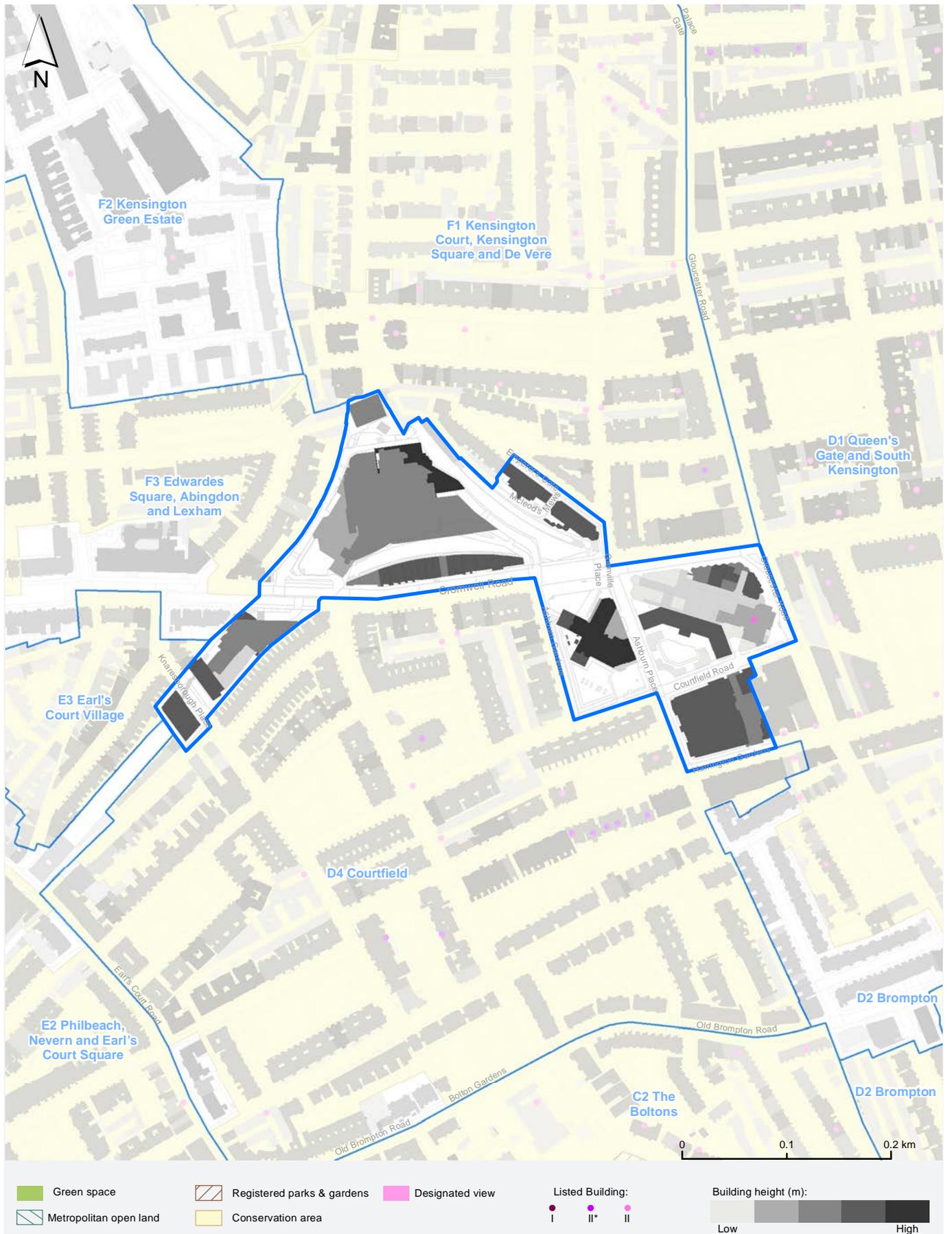


Figure 109 D5 Gloucester Road Station character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The grade II listed Gloucester Road Station, with its distinctive architecture that provides an identity and sense of place.
- The large period terraces fronting Cromwell Road and several residential streets outside the character area, provide a sense of place and historic character largely absent from the area itself. Architectural details on the Victorian terraced houses also give a richness and visual interest to the streetscape.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Heavy traffic, combined with sections of narrow pavements and relatively few street trees creates a busy and noisy environment along Cromwell Road. The heavy traffic continues along Gloucester Road which makes it a car-dominant environment.
- The 20th century hotel, leisure and office developments are largely unsympathetic to the historic urban context within which they lie and contribute little of value to the streetscape. Their scale, grain and materials respond poorly to the surrounding historic environment, including impacts on the neighbouring Courtfield Conservation Area.
- Severance created by the railway line to the north east.
- Fragmented character with poor sense of place and legibility in places, particularly around the Point West development.
- Few street trees, gardens or balcony planting.



Figure 110 The Holiday Inn tower looms over mews houses in Gaspar Mews within the adjacent Courtfield Conservation Area



Figure 111 Grade II listed Gloucester Road Station provides an identity and sense of place

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

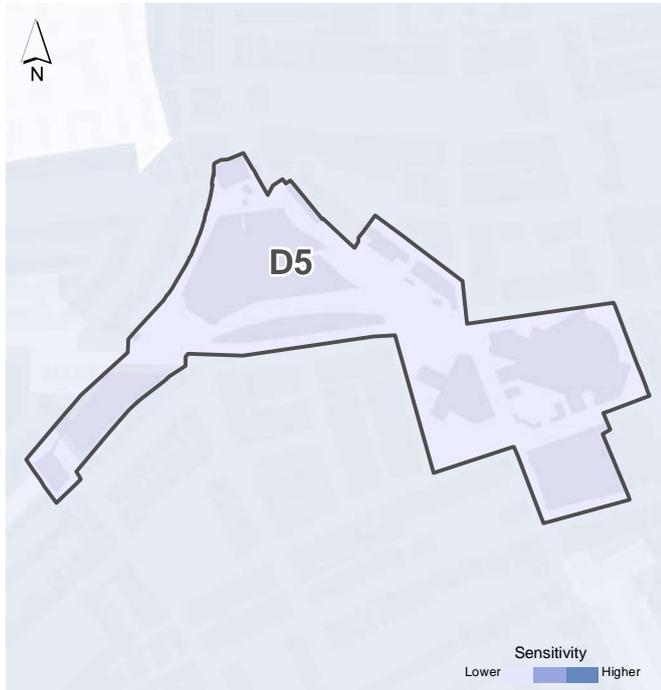


Figure 112 D5 Gloucester Road Station sensitivity plan

Overall, D5 Gloucester Road Station has a low sensitivity to change with the potential for targeted growth and improvements. Any new development should aim to respect and where possible, reinforce the area's valued features and the value and setting of surrounding conservation areas. There is potential to introduce new character and identity in this area whilst respecting existing and surrounding character.

Proposed building type suitability and guidance

Whilst there are remnants of the underlying historic built fabric which provide a sense of place, its character has been significantly and negatively affected by unsympathetic, large scale developments and by heavy traffic. Therefore there are opportunities to improve the area's character through improving public realm and green infrastructure, improving legibility and reinforcing the remaining historic features and positive qualities.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- B Infill - to replace negative buildings.
- D Linear blocks - there may be opportunity to use more significant redevelopment to develop a new character and identity to the area through redevelopment of existing plots. However, this would require significant infrastructure changes and may not be viable.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Lexham Conservation Area (adjacent);
 - Cornwall Conservation Area (adjacent);
 - Courtfield Conservation Area (adjacent);
 - Earl's Court Village Conservation Area (adjacent);
 - Queen's Gate Conservation Area (adjacent).

E1 Earl's Court & Warwick Road



Figure 113 Earl's Court site
© The Earl's Court Development Company

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

At the western fringes of the Borough, this area encompasses the site of the former Earl's Court Exhibition Centre (demolished in 2014) and land to the west of Warwick Road which has seen successive redevelopments in the late 20th century and in recent years. The West London railway line marks the borough boundary to the west. The area includes the GLA Earl's Court and West Kensington Opportunity Area which extends into LB Hammersmith & Fulham to the west.

An area of large scale change. Earl's Court was at one time a hub for the LGBT community, with the first gay venues in London opening in the late 1970s. At the time of writing the character of the area is dominated by empty spaces, construction sites in the north and poor legibility. This is however a temporary state and as the new developments evolve a new character will emerge. Recently constructed developments are up to 16-storeys whilst consented developments rise up to 29-storeys above podium level. At the time of publication of this report, a scheme for the former Exhibition Centre site is in the early stages of development.

Large footprint and tall buildings with coarse urban grain. 19th century railway infrastructure has shaped the scale of the area, which is large in contrast to the



Figure 114 The A4, Cromwell Road creates significant severance

smaller scale and finer grain residential areas to the east. Post-war redevelopment in the north has left a legacy of incoherent layout, inconsistent pattern and poor connectivity.

Significant areas of brownfield: following the demolition works of the Earl's Court Exhibition Centre the area has been awaiting re-development.

Associations with international shows and exhibitions: large scale events and concerts took place at the Earl's Court site for over a century, from the late 19th century.

Landmark buildings: the area forms part of the visual setting to the Grade I listed Church of St Cuthbert and St Matthias and Grade II listed St Cuthbert's Clergy House immediately adjacent to the east.

Building types

These are the general predominant residential/ commercial building types

- High-rise apartment blocks.

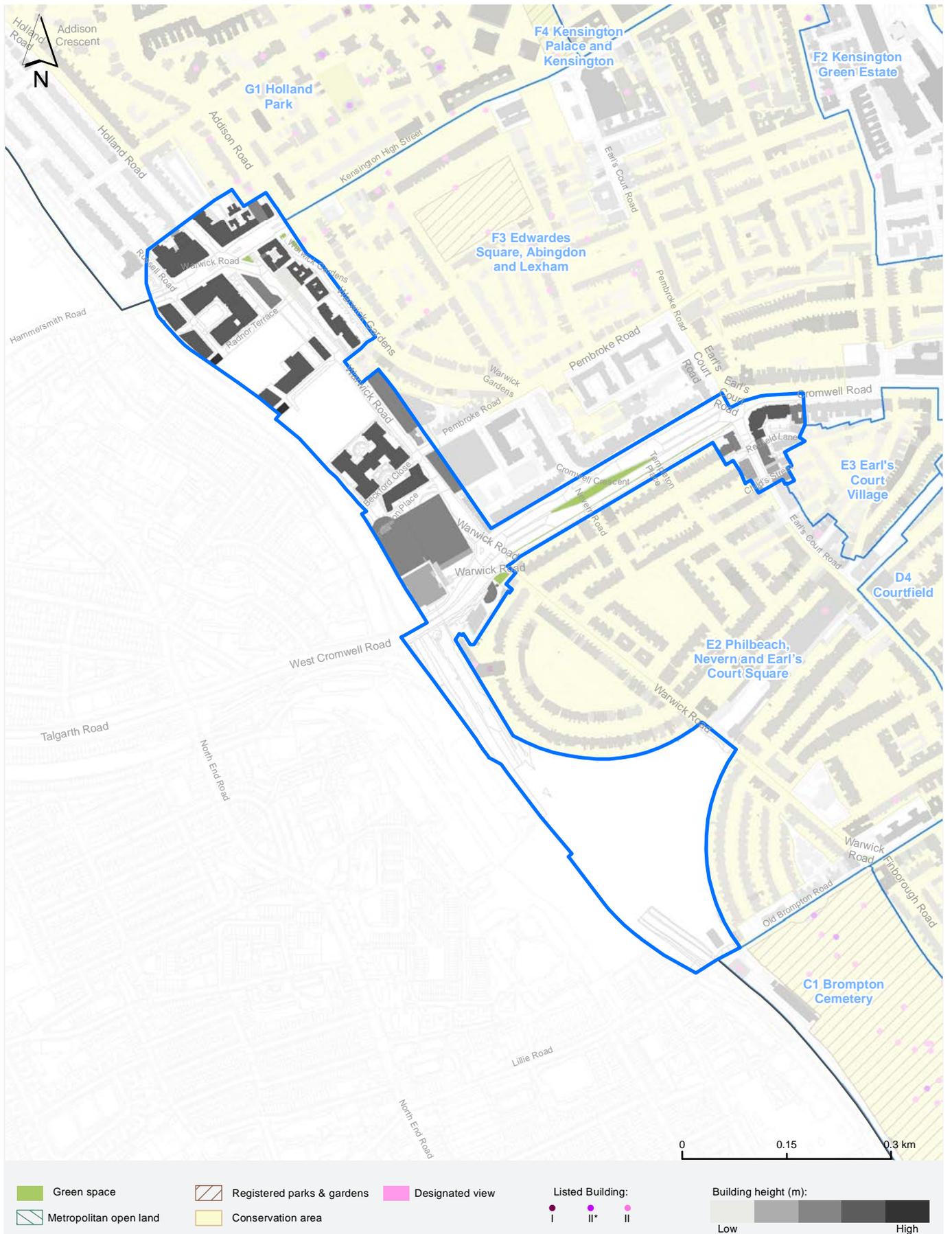


Figure 115 E1 Earl's Court & Warwick Road character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The area benefits to a degree from the historic character and interest provided by the conservation areas adjacent to it and individual buildings of interest, including the Church of St Cuthbert and St Matthias.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Poor connectivity to surrounding areas to the west, due to the severances caused by the railway line which separates the area from Hammersmith & Fulham beyond.
- Large, heavily trafficked roads, including Warwick Road to the east, Kensington High Street to the north and Cromwell Road (forming six lanes of traffic as it passes through the area), which create air pollution, severe severances and significantly impedes other forms of movement including safe cycling.
- Fragmented character and poor legibility, with a mixed quality architecture and poor sense of place.
- Poor and inadequate provision of public green spaces and street greening which impacts negatively on character, amenity and ecological function.
- Poor condition of some existing buildings including retail premises.



Figure 116 Recent 16-storey and 10-storey residential blocks on Radnor Terrace and Warwick Lane

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

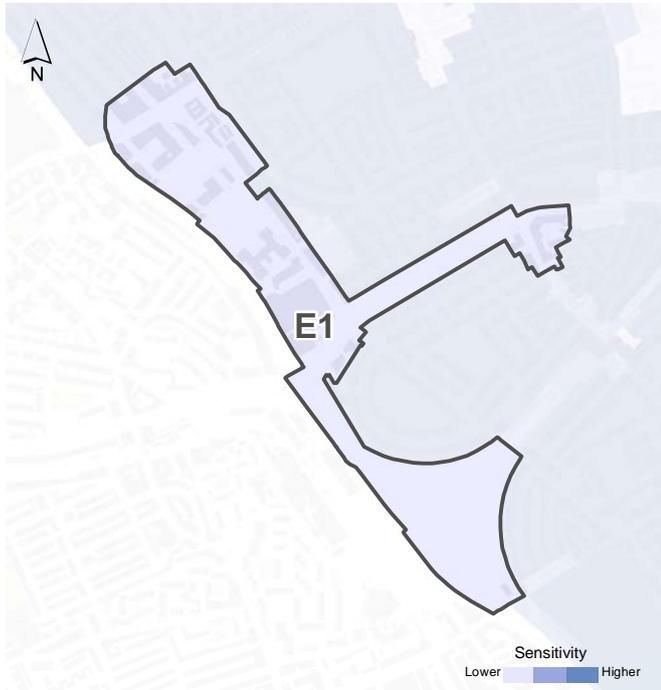


Figure 117 E1 Earl's Court & Warwick Road sensitivity plan

Overall, E1 Earl's Court & Warwick Road has a low sensitivity to change with the potential for significant growth and improvements, as reflected in its allocation as a Strategic Site and a GLA Opportunity Area. The area's valued features, in addition to the qualities and setting of surrounding conservation areas should be respected. The setting of the Grade I listed Church of St Cuthbert and St Matthias and Grade II listed St Cuthbert's Clergy House must be carefully considered to avoid adverse impacts on the significance of the heritage assets.

Proposed building type suitability and guidance

The existing character of the area is fragmented and it suffers from severances created by large transport infrastructure, historic ad hoc development and the impacts of high traffic volumes, particularly on air quality.

Therefore the character of the area would benefit from significant change in line with the developing sites and masterplans in the area which aim to create a vibrant, mixed use urban quarter with workspaces and cultural facilities, as well as green open spaces.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Philbeach and Earl's Court Square Conservation Areas (adjacent).

E2 Philbeach, Nevern and Earl's Court Square

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Philbeach Conservation Area;
 - Nevern Square Conservation Area;
 - Earl's Court Square Conservation Area.
- Grade I listed buildings ([link](#)):
 - Church of St Cuthbert and St Matthias.

Summary

This area encompasses a group of mid- to late-19th century residential neighbourhoods centred on Nevern Square, Earl's Court Square and the crescents of Philbeach Gardens and Eardley Crescent.

The streets are mostly laid out with 3-4 storey terraces in a range of architectural styles, with some 5-storey mansion blocks and communal gardens and squares with mature trees. The green networks of trees and squares are particularly valued by the local community, reflecting a quiet neighbourhood despite its proximity to busy roads and central London.

The town centre of Earl's Court Road occupies the eastern edge of the character area, with a bustling shopping district and the grade II listed Earl's Court Station. The Grade I listed Arts and Crafts St Cuthbert's Church forms a landmark building in the north west of the area.



Figure 118 Grand red brick 4-storey terraced houses on Nevern Square



Figure 119 E2 Philbeach, Nevern and Earl's Court Square character area plan

E3 Earl's Court Village

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Earl's Court Village Conservation Area.

Summary

Earl's Court Village is a quiet residential area tucked away behind two busy thoroughfares: Earl's Court Road to the west (on the edge of Earl's Court Road town centre) and Cromwell Road to the north. The residential streets have to this day, in spite of the significant changes around them, retained a charm, character and scale. The buildings are simple and unpretentious being made up of terraced housing and shops that form attractive characterful streets of late-Georgian and Victorian date.

The quiet streets, hanging baskets, colourful houses and trees lend a distinctive sense of place highly valued by the local community.



Figure 120 Child's Place

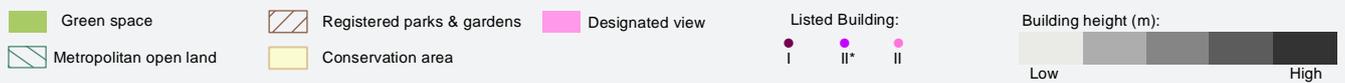


Figure 121 E3 Earl's Court Village character area plan

F1 Kensington Court, Kensington Square and De Vere

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensington Court Conservation Area;
 - Kensington Square Conservation Area;
 - De Vere Conservation Area;
 - Cornwall Conservation Area.

Summary

This area has a diverse range of built form dating from the late 17th century to the present day. The area is centred around the grand garden square of Kensington Square and the Queen Anne style Kensington Court, which are both significant features within it.

The northern part of the character area contains the eastern end of High Street Kensington town centre. Away from this, the character area has a quiet, residential feel and strong sense of community. Landmark buildings include the grade II listed Christ Church.



Figure 122 Kensington Square

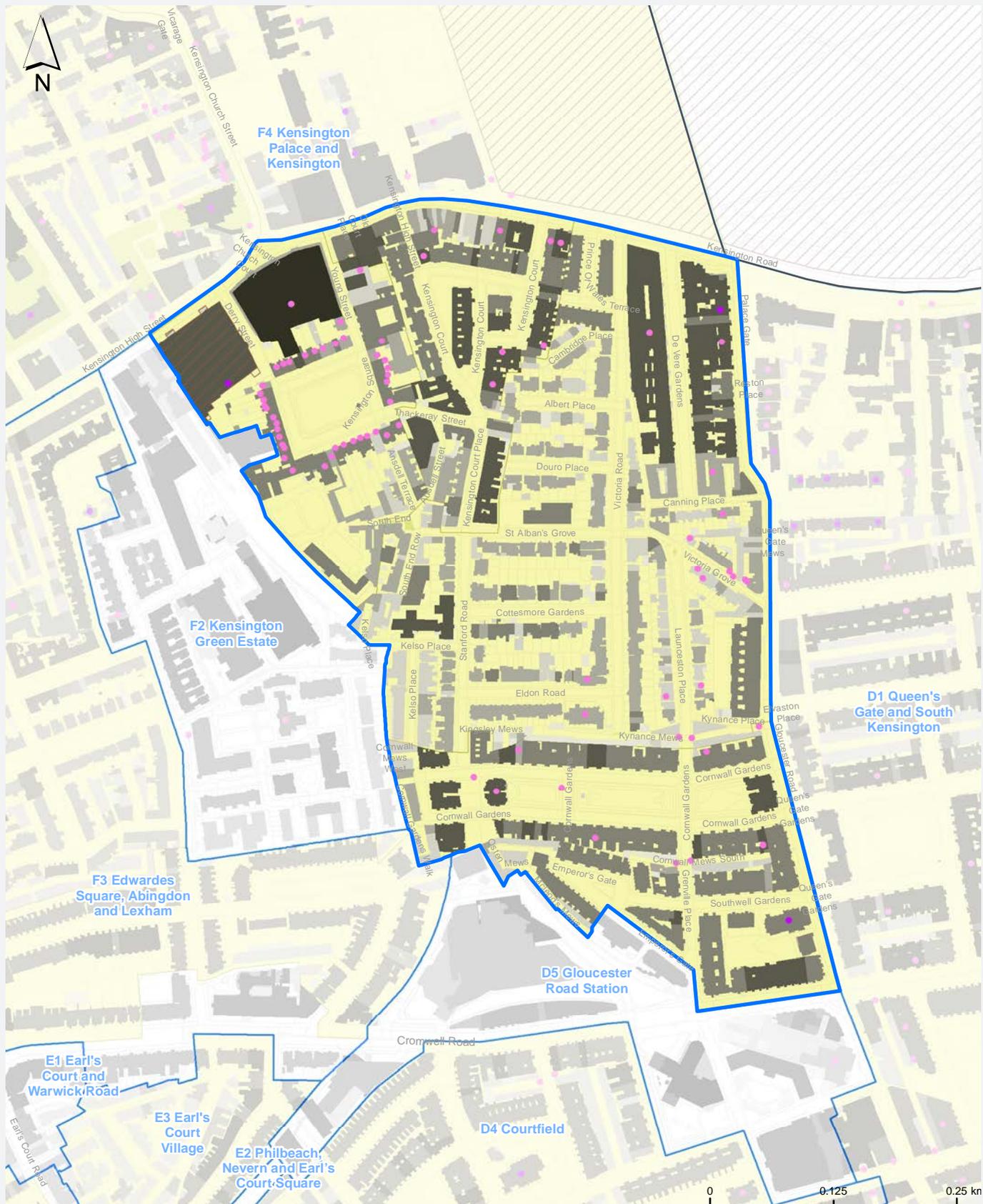


Figure 123 F1 Kensington Court, Kensington Square and De Vere character area plan

F2 Kensington Green Estate



Figure 125 Kensington Green, a gated residential estate on the site of the former St Mary Abbot's Hospital



Figure 124 The busy and constrained entrance to High Street Kensington underground station

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

A small area extending south from High Street Kensington station, delineated by the railway corridor to the east and distinguished from the surrounding areas by the change in scale and contrasting forms within it.

The relatively self-contained character area has three distinct parts: the former St Mary's Hospital development (known as Kensington Green); the hotels/retail blocks to the centre/north; and the Georgian terraces along Cheniston Gardens and Wright's Lane.

Commercial and retail uses within High Street Kensington town centre along Kensington High Street and Wright's Lane. The main road and cluttered underground station contribute to a busy town centre feel, though the area feels quieter and more residential away from the main road.

Variety of scale, buildings heights and urban grain. Ranging from the medium scale development complex around St Mary's Lane to the substantial late 20th century hotels in the north: the Copthorne Tara (13-storeys) and the Holiday Inn (7-storeys). In contrast to these is the smaller scale and grain of Cheniston Gardens, a series of 4-storey Georgian Terraces, including the Grade II listed Kensington Register

Office. Marloes Road and the east of Wrights Lane is lined with 7-storey mansion blocks, whilst the west of Wrights Lane has similar 4-storey terraces.

Fragmented character and poor connection with surrounding areas: Kensington Green, on the site of the Kensington Workhouse (and subsequently St Mary Abbot's Hospital), is a gated residential development in a faux-Georgian style which relates poorly to the surrounding pattern of development and inhibits movement across the area.

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses;
- Mansion blocks;
- Mid-rise flats/apartment blocks;
- Mixed commercial/institutional/civic.

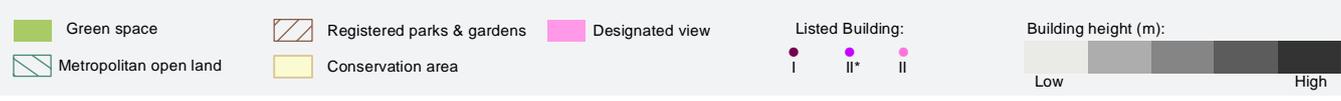
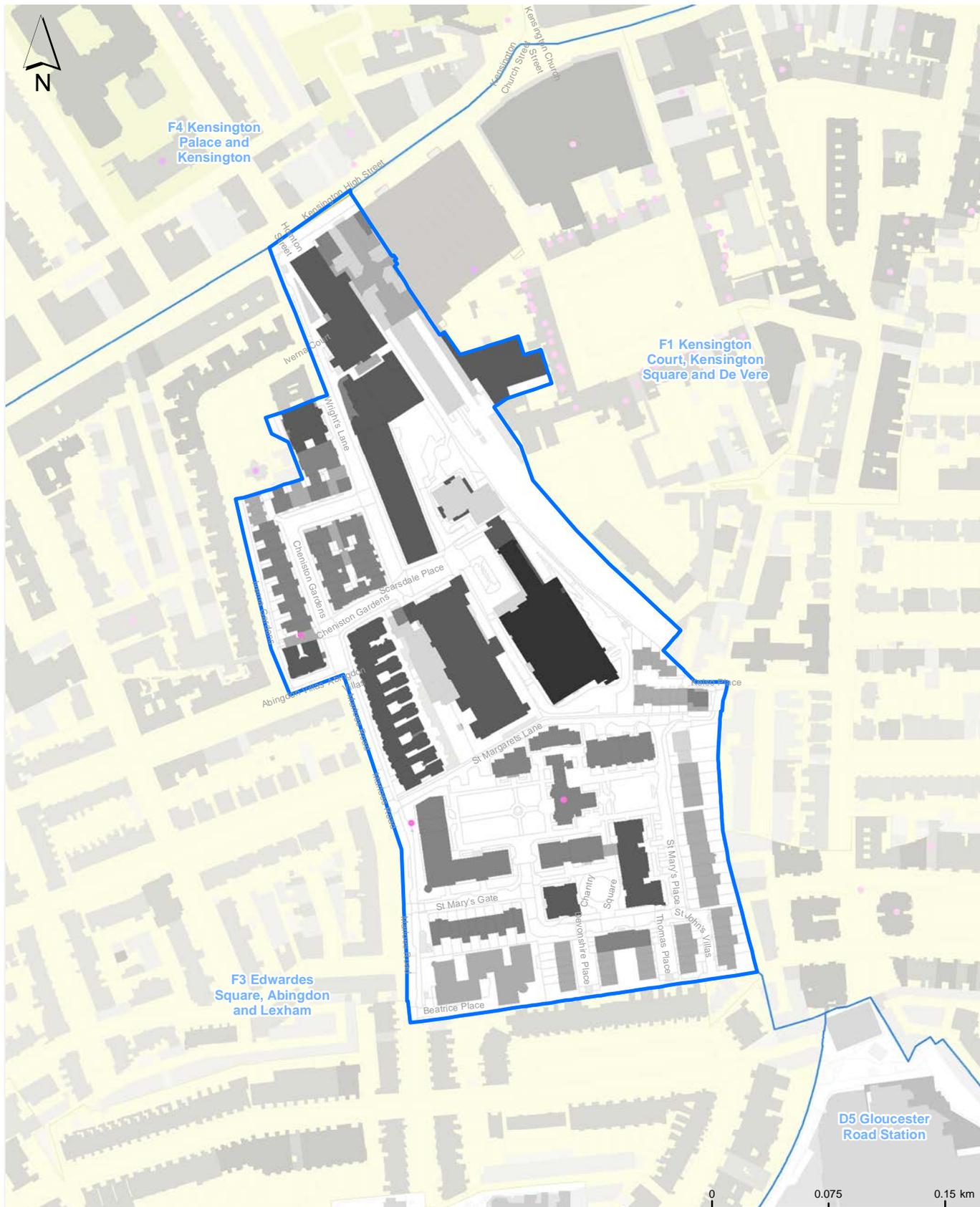


Figure 126 F2 Kensington Green Estate character plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Remnant Victorian fabric within the Kensington Green residential estate, including two listed structures associated with the former St Mary Abbot's Hospital: a pair of gate piers at the north entrance, and Stonehall Outpatients Clinic (both grade II).
- Cheniston Lodge The Kensington Register Office (grade II listed).
- The Georgian streetscape of Cheniston Gardens is valued for its strong sense of cohesion and the important historical context and interest it brings to the area.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Defensive nature and poor integration of the Kensington Green housing development with the surrounding areas and the lack of permeability across it.
- Unsympathetic height, massing and materiality of the Copthorne Tara and Holiday Inn Hotels.
- Lack of open green amenity space.
- Severances created by the rail corridor to the east.



Figure 127 The Copthorne Tara Hotel and 4-storey flats detract from the view from the adjacent De Vere Conservation Area



Figure 128 Terraces along Cheniston Gardens with the grade II listed Cheniston Lodge in the foreground

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

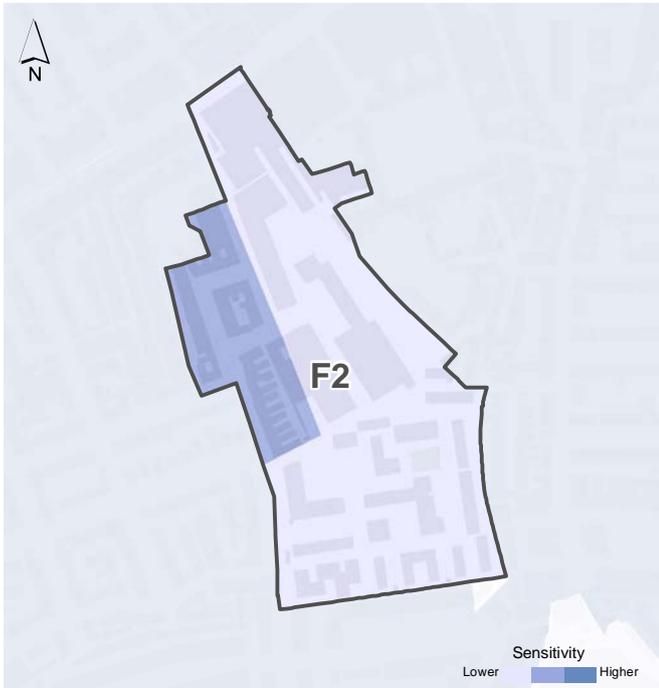


Figure 129 F2 Kensington Green Estate sensitivity plan

Overall, F2 Kensington Green Estate has a relatively lower sensitivity to change with the potential for growth and improvements. The fragmented character and poor connection with surrounding areas, and unsympathetic massing, height and materiality of the hotels reduce its sensitivity to change.

The valued features of the character area should be respected, alongside the qualities and setting of surrounding conservation areas.

Proposed building type suitability and guidance

There is opportunity to improve the character of the area through good growth and new development.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extensions - potentially appropriate to add an additional storey above the 4-storey terraces where there is opportunity to further enhance their condition and character. This type may also be appropriate for blocks within the Kensington Green development where there is opportunity to enhance the character of the built form and improve its relationship with the surrounding area.
- B Infill - opportunity to replace negative buildings to improve character. Appropriate building heights may be 5-8 storeys with scope for taller development proximate to the rail corridor.
- E Co-location of commercial space, workshops, retail and residential - potentially appropriate for areas close to the town centre.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - De Vere Conservation Area (adjacent);
 - Kensington Square CA (adjacent);
 - Lexham Conservation Area (adjacent);
 - Edwards Square/Scarsdale & Abingdon Conservation Area (adjacent).

F3 Edwards Square, Abingdon and Lexham

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Edwardes Square Conservation Area;
 - Lexham Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Edwardes Square.

Summary

This area of predominantly late-Georgian and mid-Victorian residential streets of high architectural quality bounded to the south by the major thoroughfare of Cromwell Road and Kensington High Street (within High Street Kensington town centre) to the north. Quiet residential streets are laid out around garden squares, with local services along Stratford Road and Abingdon Road.

Quiet tree-lined streets such as Abingdon Road and Pembroke Place, colourful houses, wisteria in front gardens and attractive parades of shops such as Stratford Road are all features and qualities valued by the local community.



Figure 130 Lexham Gardens Mews

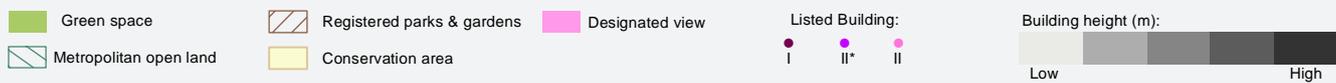


Figure 131 F3 Edwards Square, Abingdon and Lexham character area plan

F4 Kensington Palace and Kensington

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensington Conservation Area;
 - Kensington Palace Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Kensington Gardens.
- Grade I listed buildings ([link](#)):
 - Kensington Palace;
 - Orangery at Kensington Palace.

Summary

Between the busy thoroughfares of Kensington High Street and Notting Hill Gate, this area is largely residential. Historic buildings date to the Georgian and Victorian eras. A diverse range of houses and distinctive pockets of development create a harmonious and interesting townscape alongside gardens and street planting. Parts of High Street Kensington and Notting Hill Gate town centres extend into the area.

Particular landmarks include Kensington Palace (grade I listed), the western part of its gardens (grade I Registered Park and Garden), the large Kensington Palace Gardens and the grand detached housing on Kensington Park Gardens. Particular features of value by the local community include Kensington Palace Gardens, valued as an oasis of quiet, the Diana Memorial Playground, Philimore Walk Farmers Market, Kensington Central Library and the neighbourhood feel from the independent shops, planted front gardens and calm atmosphere.



Figure 132 Holland Street

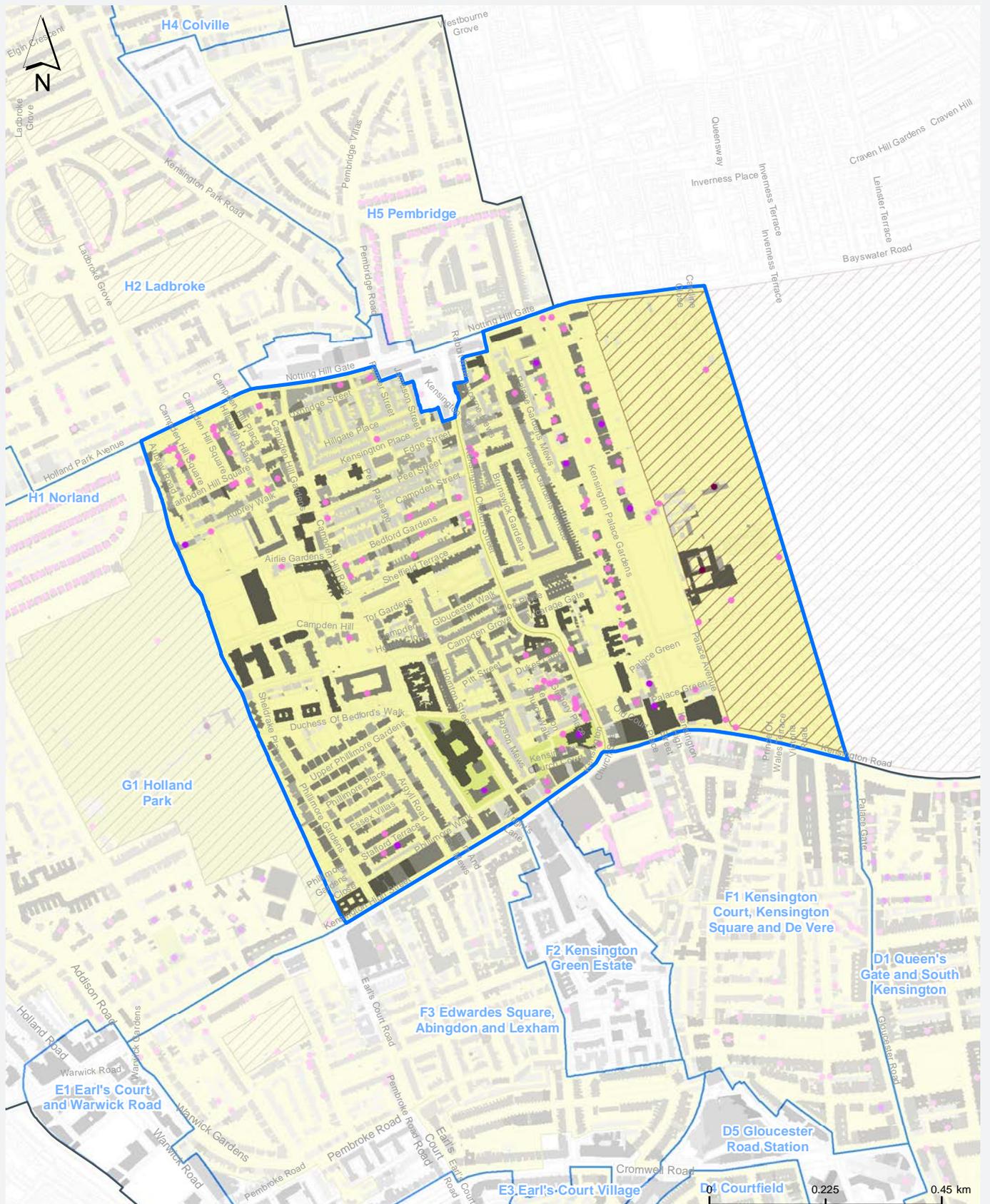


Figure 133 F4 Kensington Palace and Kensington character area plan

G1 Holland Park

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Holland Park Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Holland Park.
- Grade I listed buildings ([link](#)):
 - The Tower House;
 - Gate piers to forecourt;
 - Holland House;
 - Debenham House
 - Church of St John the Baptist.

Summary

The focal point of this area is Holland Park itself. The park is a grade II listed garden and contains the remains of Holland House, a grade II listed building that was ruined in World War II. Holland Park Conservation Area is one of the most diverse of the borough, with listed mews and a variety of old and modern buildings.

There is a huge variety of grand, high quality buildings surrounding the park. Many of the most distinctive buildings are listed and include 19th century detached Italianate villas and purpose-built artists' studios.

Many buildings are clad in distinctive white stucco that is a feature of the area. Other key features valued by the local community include the Design Museum and the calm streets to the west of Holland Park.



Figure 134 Napier Road, north side

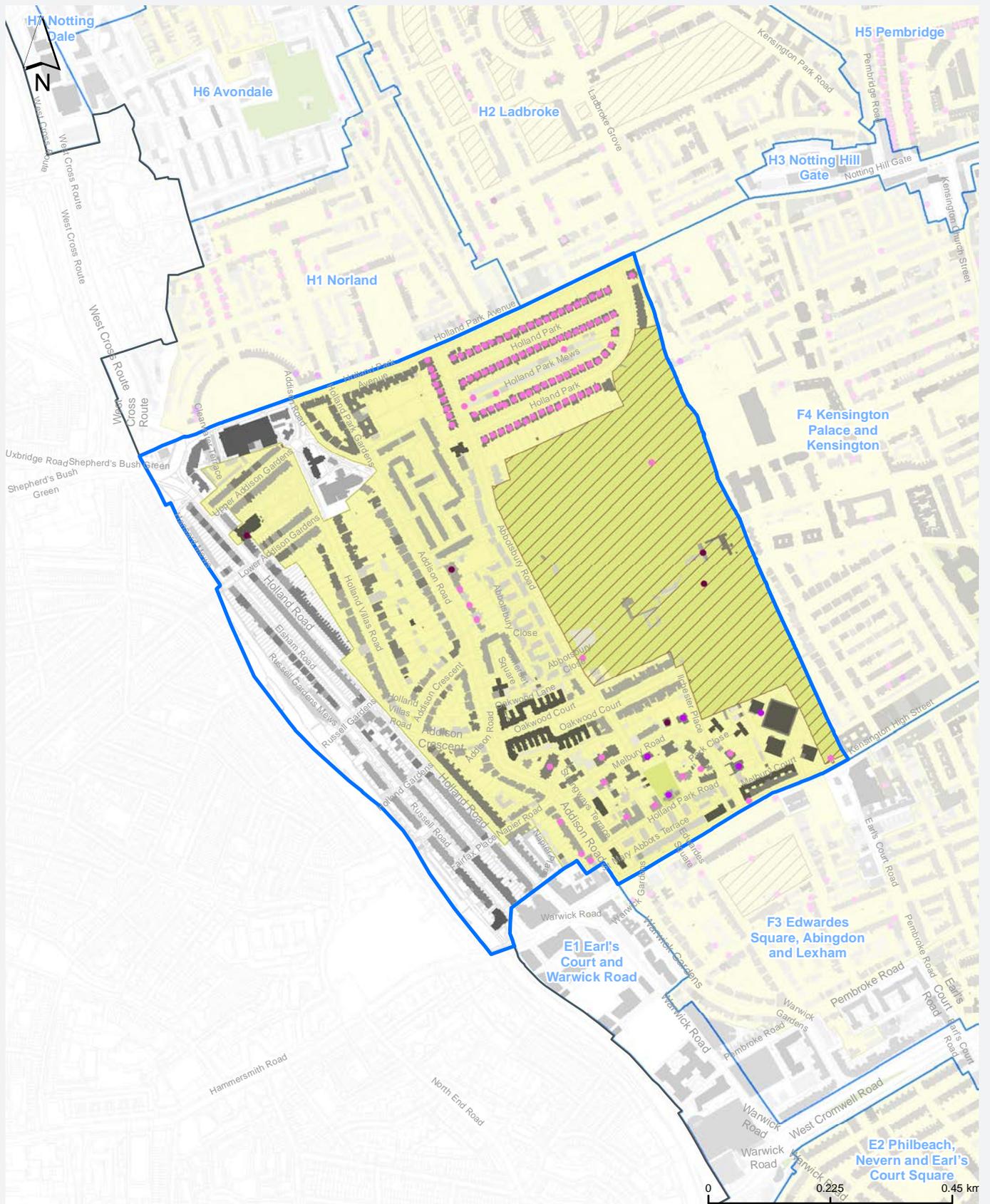


Figure 135 G1 Holland Park character area plan

H1 Norland

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Norland Conservation Area.

Summary

Developed in the mid-19th century as a suburban estate, the area comprises a mixture of grand houses and more modest terraced houses. Though containing a diverse mixture of housing, shops, restaurants and schools, it has a cohesive character. The Royal Crescent and a number of formal garden squares are notable features.

Other features of particular value to the local community include the parade of shops at Clarendon Cross including its attractive outdoor space with plants and trees, the winding old roads and attractive tree-lined streets.



Figure 136 Addison Avenue

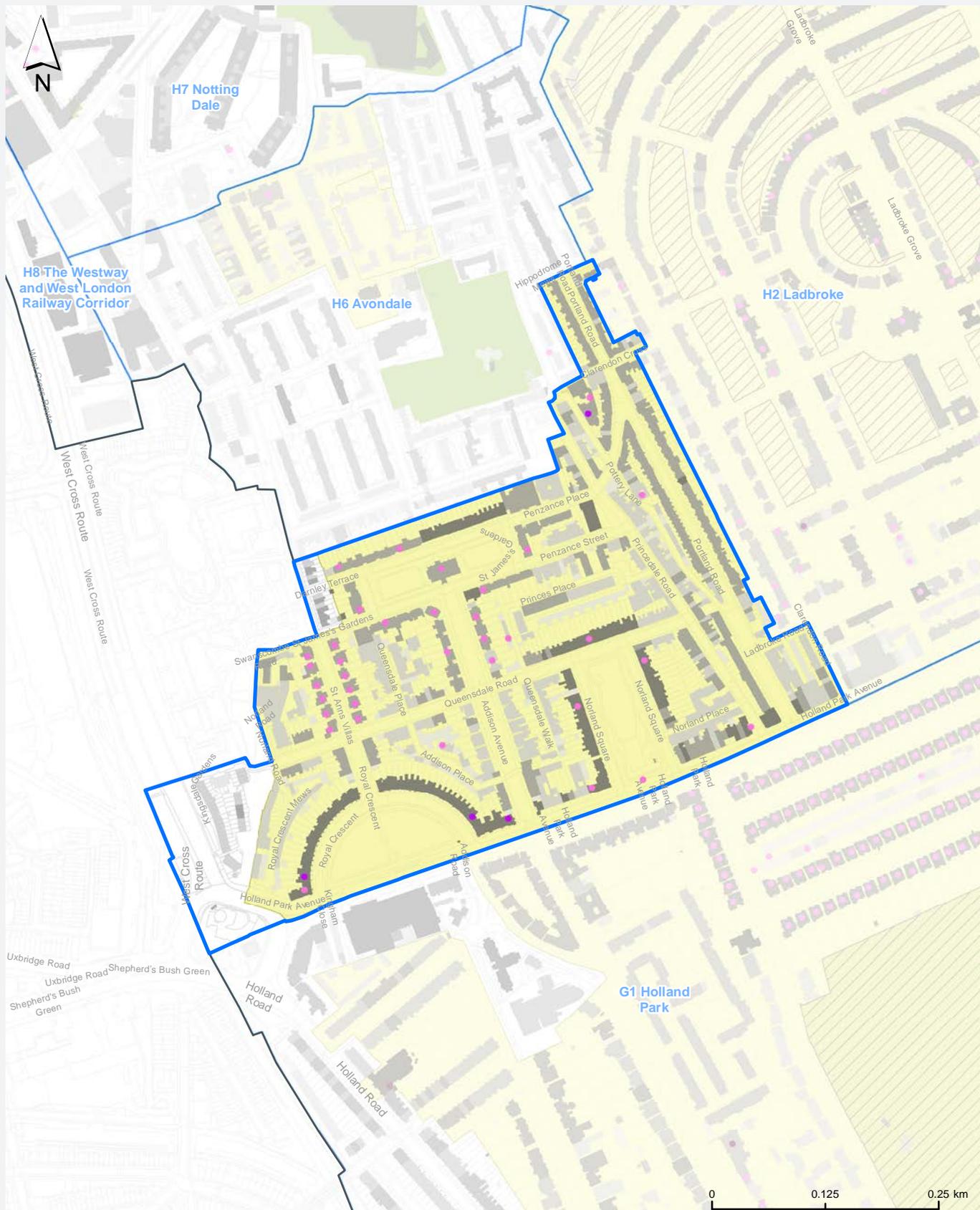


Figure 137 H1 Norland character area plan

H2 Ladbroke

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Ladbroke Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Ladbroke Estates
- Grade I listed buildings ([link](#)):
 - Thematic house.

Summary

This neighbourhood developed during the latter part of the 19th century, with the streets laid out to follow the contours of the high ground on which the area stands. The variety of long terraces, crescents and pairs which line the streets and surround the communal gardens are a predominant feature of the area. Particularly distinctive in this area is the pattern of extensive communal gardens situated to the rear of the houses, in contrast to the garden squares commonly found in other parts of the borough. These give the area a spacious urban form and quiet residential character.

The area also contains the vibrant Portobello Road and its world famous market. The unique character of Portobello Road, including the Admiral Vernon Arcade antique market, the history, energy and independent shops, stalls and restaurants are particularly valued by the local community. Other valued features include the planting along Clarendon Road and St John's Church which is a notable landmark on the high ground of Notting Hill.



Figure 138 Cornwall Crescent



Figure 139 H2 Ladbroke character area plan

H3 Notting Hill Gate



Figure 140 Notting Hill Gate



Figure 141 The Gate Cinema with the Coronet Cinema beyond

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

This character area encompasses the majority of Notting Hill Gate town centre, centred around the junction between Notting Hill Gate road (A402), Notting Hill Gate underground station, Pembridge Road and Kensington Church Street. The area is a gateway to the internationally renowned Portobello Road market to the north.

Representing a significant period of re-development in the 1950s: post-war development, which included the realignment and widening of the road, has left a legacy of large scale buildings and coarse urban grain, interrupting the fine grain and historic urban fabric still found in the surrounding areas.

Bohemian heritage: seen in a number of cultural institutions, notably the Notting Hill Arts Club, the Gate Theatre and the area's art galleries and a strong presence of public art installations.

An urban environment, exacerbated by a busy, congested high street, lack of green and public space: The area is vehicle dominated, with the A402 forming six lanes of traffic, and has poor air quality. Busyness and clutter detracts from the interest of the remaining historic buildings and features (largely within adjacent conservation areas where they intersect with the area).

Variety of scale and forms: Much of the remaining 19th century buildings comprise terraces of 3-storeys, with mid-century development of various materials and styles, generally 4-8 storeys.

Landmark buildings: Two taller buildings on higher ground are prominent within the character area: Newcombe House (12-storeys) and Campden Hill Towers (18-storeys).

Retail, office and commercial activity reflecting its excellent transport links: with a number of small retail units as well as weekend market activity. There is a degree of night-time economy provision, Newcombe House houses office spaces and other office spaces are housed on the upper floors of other buildings with retail ground floors.

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses (mixed use);
- High rise blocks;
- Mixed commercial/institutional/civic.
- Urban centre: district.

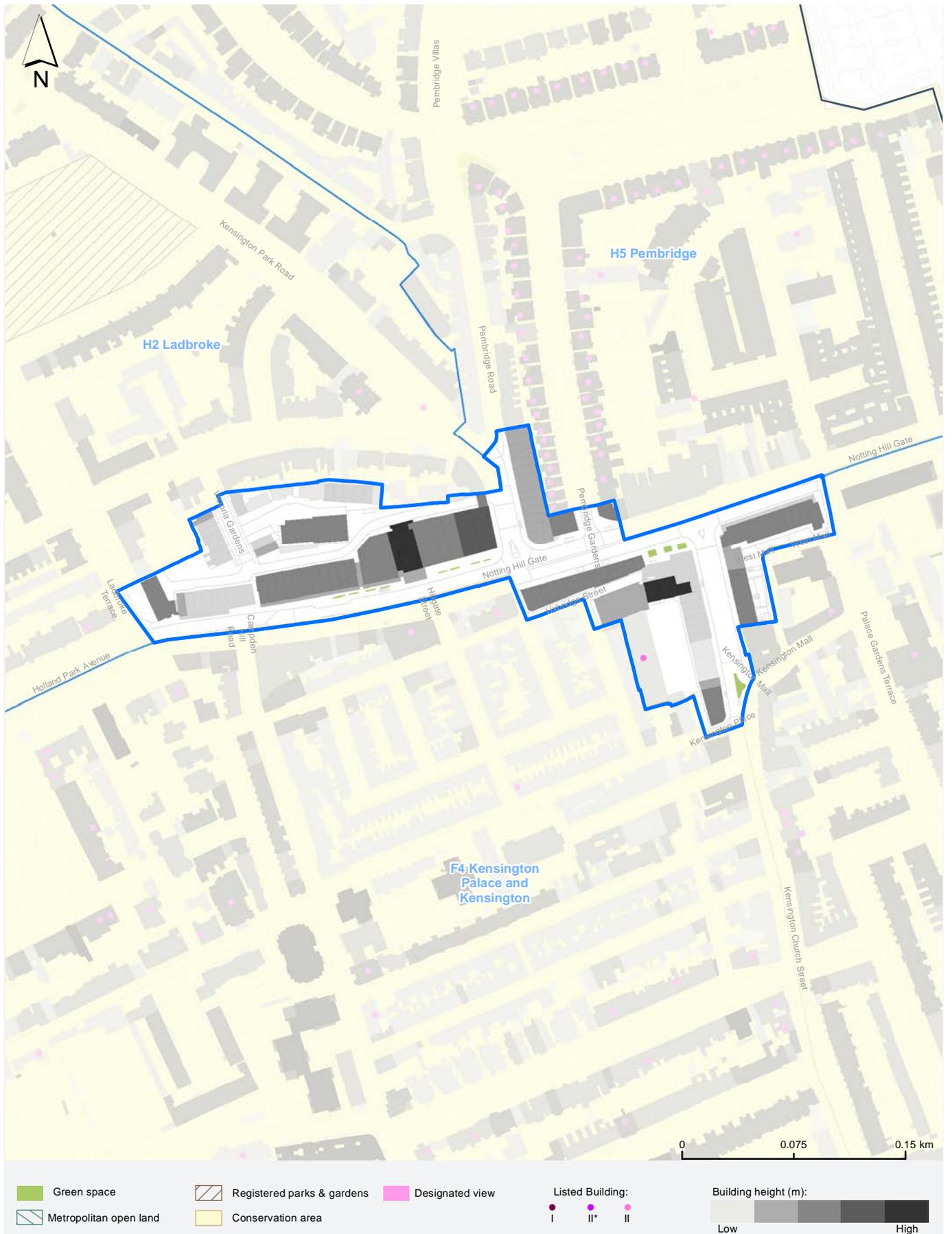


Figure 142 H3 Notting Hill Gate character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Historic buildings, notably Notting Hill Station (grade II listed), which contribute a degree of structure, legibility and sense of place.
- Diversity of activities, including those provided by cultural institutions, particularly Notting Hill Arts Club, the Gate Theatre.
- Architectural details on the remaining period terraced buildings give a richness and visual interest to the streetscape.
- The sense of cohesion, particularly along Pembridge Road and other 19th century terraces.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Absence of public open spaces, particularly green spaces and poor quality and condition of the public realm.
- High traffic volume, the dominance of road infrastructure, poor air quality, street clutter, poor crossings and high traffic noise diminishes the quality of the townscape for pedestrians and cyclists.
- Insufficient pavement widths for the volume of visitors to the area and a lack of legibility which impacts the movement of people through the area creates issues of overcrowding. Poor public realm in places.
- Prominence and massing of Newcombe House and Campden Hill Towers, which also impacts local micro-climate, increasing wind turbulence at ground level.
- Deteriorated condition of much of the 1950s-era development.



Figure 143 View along Pembridge Gardens from Notting Hill Gate



Figure 144 Shops fronting Notting Hill Gate with recent central reservation planting in foreground

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

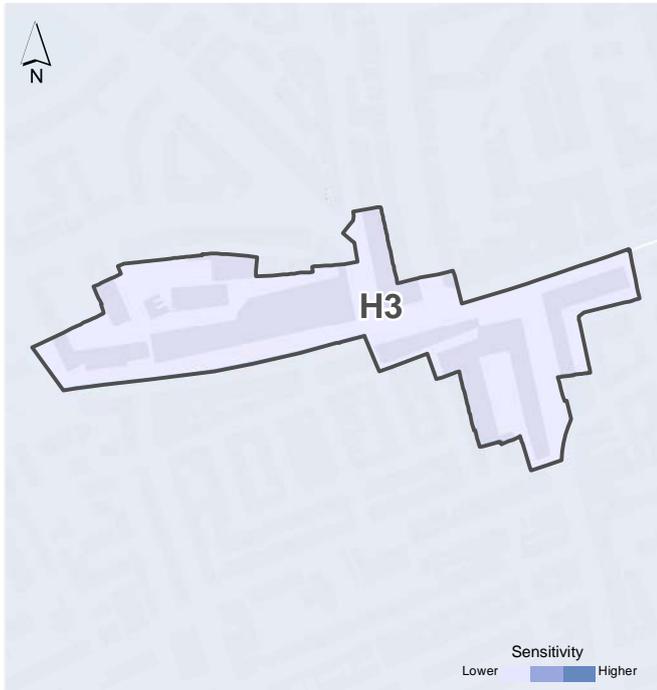


Figure 145 H3 Notting Hill Gate sensitivity plan

Overall, H3 Notting Hill Gate has a relatively lower sensitivity to change with the potential for significant growth and improvements. The character area's valued features should be respected, as well as the qualities and settings of listed buildings within the area and within surrounding areas, particularly those fronting Notting Hill Gate and the settings of surrounding conservation areas.

Proposed building type suitability and guidance

The existing character of the area lacks identity and legibility, though there is scope to improve its identity as a distinctive place, by significantly improving the quality of the built environment, legibility and public realm to counteract the dominance of traffic, whilst improving office provision and its relationship with surrounding areas.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- B Infill - opportunity to replace or refurbish negative buildings to improve character and enhance the accessibility, legibility and green infrastructure of the area. There may be opportunity for landmark buildings at key junctions, which should be of high quality design and respect the prevailing building heights of the area.
- E Co-location of commercial space, workshops, retail and residential - with opportunities to support independent retailers to provide a diversity of commercial offerings. There is opportunity to build upon the area's long-standing reputation for the arts, culture and evening economy, using its pull as a key employment area to provide premises for new and agile businesses.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensington, Kensington Palace, Pembridge and Ladbrooke Conservation Areas (adjacent).
- [Notting Hill Gate SPD](#).

H4 Colville

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Colville Conservation Area.

Summary

Developed from the late-Georgian period into the Victorian era as a series of residential terraces, the area has retained a cohesive character and is characterised by its brightly coloured terraced houses. A concentration of a large number of restaurants and shops linked to Portobello Road form the western boundary. Notable landmarks include All Saints' Church, Colville Primary School and the Tabernacle Community Centre.



Figure 146 Lancaster Road



Figure 147 H4 Colville character area plan

H5 Pembridge

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Pembridge Conservation Area.

Summary

A high quality built environment with attractive and characterful residential streets, and Pembridge Square, lined with impressive stucco villas which are a key feature of the area. Many listed buildings, often from the late Georgian and Victorian eras are laid out as a mixture of terraces, semi-detached houses and mews houses. The southern boundary of the character area is bordered by Notting Hill town centre, and the northern edge by Westbourne Grove town centre.

This area is quiet and residential, providing a welcoming break from the noise and bustle of three primary thoroughfares Notting Hill Gate, Westbourne Grove and Pembridge Road/ Pembridge Villas. Mature trees, verdant planting of Pembridge Square and front and rear gardens of residential properties provide visual amenity and a comfortable residential environment.



Figure 148 Pembridge Square

H6 Avondale

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Avondale Conservation Area.

Summary

This area encompasses a mixture of Victorian streets of modest terraced houses dating from the late-19th century centred around St Clement's Church and 20th century buildings and social housing estates. Avondale Park lies towards the centre and a small number of shops are dispersed along on St Ann's Road and Mary Place. St Clement's Church is a local landmark.

Particular features valued by the local community include Dora House, with the changing sculptures in its front garden, and Nottingwood House.

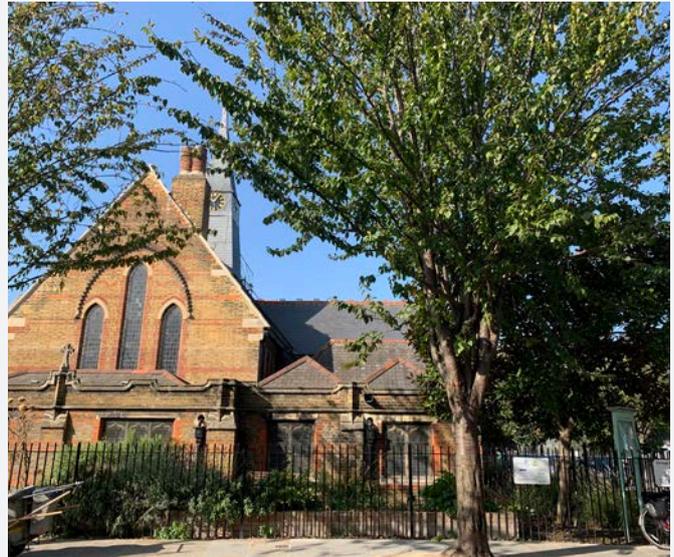


Figure 150 St Clement's Church



Figure 151 H6 Avondale character area plan

H7 Notting Dale



Figure 152 Lancaster West Estate



Figure 153 Waynflete Square, 4-storey block and 21-storey tower block within the Silchester Estate

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Notting Dale covers an area to the south of the A40 Westway, mostly comprising mid- to late 20th century social housing estates. Historically the area emerged from slum clearances and the significant remodelling of the area that took place as part of the building of the Westway in 1960s. This saw the sweeping away of the Victorian urban fabric, including several roads, and the incremental establishment of several social housing estates, of which the largest is the Lancaster West Estate.

Severance created by road and rail infrastructure: The northern boundary is formed by the Westway and the railway viaduct of the Hammersmith and City Line bisects the area south-west, to north-east.

Great diversity in community, scale, density and architectural style and form: reflecting changing architectural styles and approaches to planning over the second half of the 20th century. Elongated 5-6 storey blocks of flats, large towers within the Lancaster West and Silchester West Estates, mansion blocks from different periods and the small low-rise flats of Verity Close. To the east, surrounding Lancaster Road, there are 3-4 storey Georgian and Victorian Terraces as well as 2-storey Victorian terraces along Treadgold Street.

The incremental change and redevelopment over the 20th century has resulted in a lack of coherence to the townscape, compromised the openness, harmony and connectivity within and between the estates, and resulted in a place that is difficult to navigate.

Residential land use mixed with some local community, education and retail uses and leisure facilities (notably Kensington Leisure Centre). The area lacks a distinct centre or focus of activity.

Fragmented green spaces are woven throughout the different estates, with a more substantial area present at Waynflete Square, although its accessibility is limited by the severance created by the railway line. The mature trees found across the area within the communal and public spaces contribute positively to character.

Building types

These are the general predominant residential/ commercial building types

- Terraced town houses;
- Low-rise flats;
- Low-rise estates;
- Mansion blocks;
- Mid-rise estate blocks;
- Tower blocks.
- Urban centre: neighbourhood.



Figure 154 H7 Notting Dale character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The landmark and significant buildings which provide legibility and a sense of place and identity, such as Markland House and Dixton House.
- The collection of buildings within the Latimer AP Academy (Grade II listed) and buildings within the Harrow Club (formerly Holy Trinity Clergy House) (grade II listed) which provide historic interest and architectural detail that contributes locally to character.
- St Clement Church (Grade II listed) which forms an attractive and historic part of the setting to the Lancaster West Estate.
- Well-considered and more sensitive redevelopments such as the Peabody.
- The pattern and quality of the open green spaces enclosed by and between by buildings of the different estates, including mature trees.
- Maxilla Green and the Bay 20 community centre, an attractive green space valued by the local community.
- The community facilities provided by Kensington Leisure Centre.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Poor architectural quality, with some late 20th century and recent developments unsympathetic to their context. Details and massing of some buildings could be better integrated with their surroundings, e.g. Kensington Aldridge Academy.
- Open spaces not always optimised to provide social amenity or ecological richness and do not always offer equitable access. Opportunities to improve small spaces include Freston Road, Kingsdown Close, around Kensington Leisure Centre.
- Lack of active street frontages and poor quality of buildings concentrated around Latimer Road Station.
- Lack of a distinct centre, which cultural, civic establishments or recreational establishments might provide, or hierarchy of streets which might improve movement and legibility.
- Busy, wide roads with speeding and a poor pedestrian/cycling environment. Key roads/junctions would benefit from pavement widening/street tree planting e.g. Lancaster Road, Silchester Road, Bomore Road, Cornwall Crescent, St Mark's Road, Treadgold Street.
- Constrained and poor access at Ladbrooke Grove underground station.



Figure 155 View across the small green space at the end of Freston Rd to grade II Latimer AP Academy and Silchester Estate tower behind



Figure 156 Verity Close Estate

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

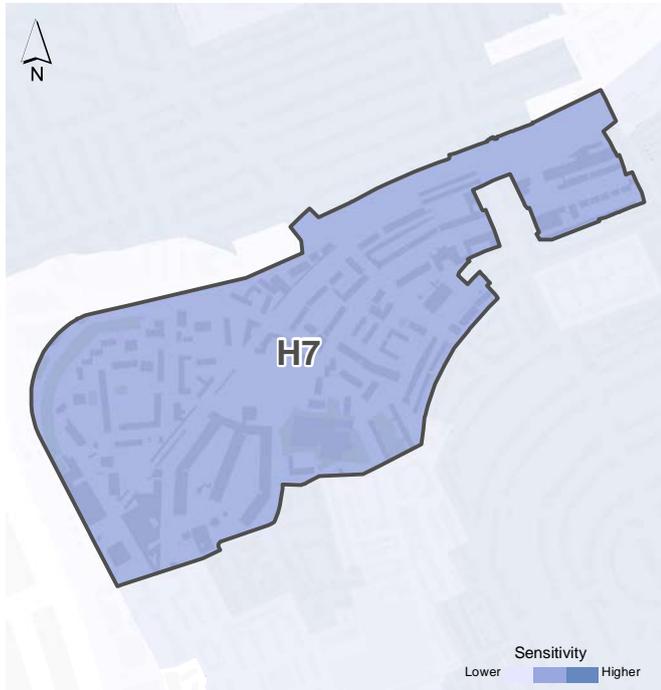


Figure 157 H7 Notting Dale sensitivity plan

Overall, H7 Notting Dale has a medium sensitivity to change. There is therefore the potential for targeted growth and improvements in key locations. Any development should respect the area's valued features as well as the qualities and settings of the area of the adjacent conservation areas.

Proposed building type suitability and guidance

The existing character of the area generally has a strong sense of place, despite the mixture of architectural styles and poor legibility in places. There is scope to improve the quality of some areas and optimise the function and amenity of the green spaces, using new development as a catalyst for enhancing community spaces, building on existing sense of community identity and strong built heritage in parts of the area. Green and public open spaces should form focal points for social gathering, play, seating and wildlife, introducing colour and reinforcing inclusiveness.

Following the tragic fire at Grenfell Tower on 14th June 2017, the Council decided to end the three new estate redevelopment projects which were being worked on in the borough at Silchester, Barlby-Treverton and Warwick Road estates. It was also pledged by the Leader that any estate development projects on the affected estates would be co-designed in conjunction with the residents living within the relevant estate and put to a binding vote with projects only going ahead with the majority of residents in support.

At the time of writing the Lancaster West Neighbourhood Team, a partnership of the Council with local residents, is working on a vision for co-designing a refurbishment programme for the Lancaster West area to create an eco-neighbourhood.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Oxford Gardens, Ladbroke and Avondale Conservation Areas (adjacent).
- the [Lancaster West Neighbourhood Team](#) is a partnership of the Council with local residents, for the area around Grenfell Tower and Lancaster Road (West). The team are co-designing a vision for the area with residents.

H8 The Westway and West London Railway Corridor



Figure 158 Westway Sports and Fitness Centre



Figure 159 Small gardens and allotments associated with the Leisure Centre

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

This area is dominated by large transport infrastructure: the elevated A40(M) Westway and elevated roundabout junction with the West Cross Route (A3220); and West London Railway line that runs beneath the Westway and forms the western boundary of the area and the Borough. It also includes the west side of Latimer Road, identified in the Local Plan as an Employment Zone and a hub for new creative industries.

Large and imposing road infrastructure: The Westway was constructed in the mid-1960s as the longest stretch of elevated motorway in the UK. It now dominates the area visually and audibly and together with the West Cross Route and West London Railway, creates significant severance both within the area and across the borough boundary to the west.

Activity concentrated beneath the Westway: The mixture of land uses beneath the Westway includes leisure and sports facilities, allotments and storage compounds. Access across the area to the west is good, though at night many areas do not have natural surveillance and many spaces become unwelcoming. Currently the Westway Trust manages 23 acres of land under the motorway and promote positive use of the spaces beneath it.

Left-over pockets of undeveloped land: Some areas have no obvious use or function and are simply fenced off, detracting from the character of the area. Islands of disused land have also been created by the road infrastructure in the south.

Extensive views across the railway line to the west: Emerging large scale development within the adjoining borough of Hammersmith forms the skyline to the west.

Latimer Road area of change: this part of the character area is to the west of Latimer Road on the borough boundary. Currently occupied by functional single storey industrial/commercial units, the strategic site here will provide new homes at upper levels and modern workspaces on the ground floors and mezzanine.

Building types

These are the general predominant residential/ commercial building types

- Terraced houses;
- Low-rise flats;
- Mid-rise estate blocks;
- Mansion blocks;
- Light industrial/commercial.

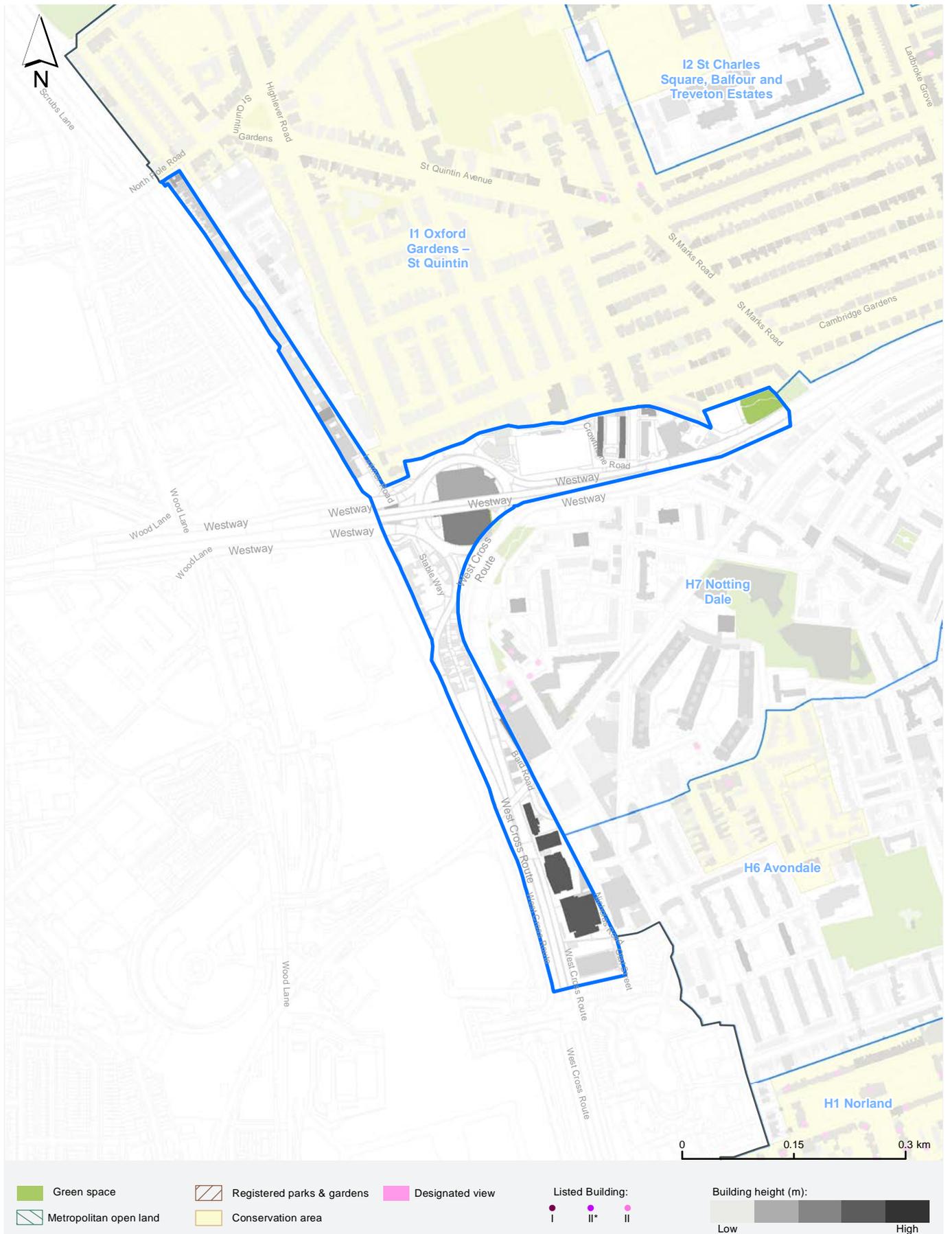


Figure 160 H8 The Westway and West London Railway Corridor character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Activity and social amenity provided by the many land uses beneath the Westway, particularly the sports facilities, playground and small green spaces and allotments.
- The Westway sports centre, valued by the local community for facilities and social function.
- Maxilla Green, a green space valued by the local community.
- Connectivity provided by the Q2 cycleway.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Fragmented and disjointed character largely as a result of the severance created by the large road and rail infrastructure which act as physical and visual barriers, and the piecemeal development of individual plots.
- Connectivity could be improved, including pedestrian/cycle access to Westfield shopping centre and the Imperial College buildings to the west (within Hammersmith & Fulham) and to the Westway sports centre, perhaps via a continuous greened route along Westway.
- Unattractive environment for pedestrians/cyclists which could be enhanced with more trees and planting in key locations e.g. around Westway sports centre. Public realm under Westway is in need of enhancement and improved security.
- Unattractive buildings in disrepair, including commercial buildings on Bramley Road.
- Recent development in the south, though generally well-proportioned and of good architectural design, has failed to integrate any green infrastructure within it, resulting in an overbearing and over-proportioned hard landscape which lacks ecological or social amenity and detracts from the character of the area.
- Lack of rail links/cycle hire in the north of the borough.

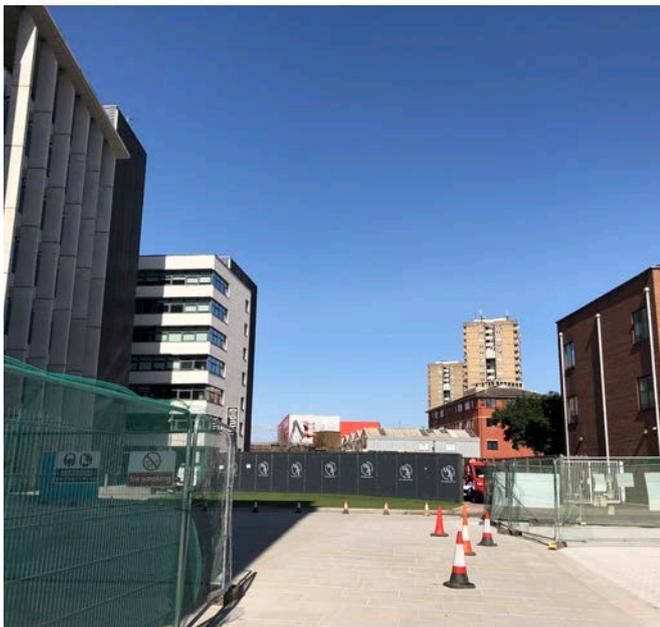


Figure 161 Public realm within new development to the south lacking ecological or social amenity



Figure 162 Single storey commercial units on the west side of Latimer Road, with development in Hammersmith & Fulham behind (8-9 storeys)

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

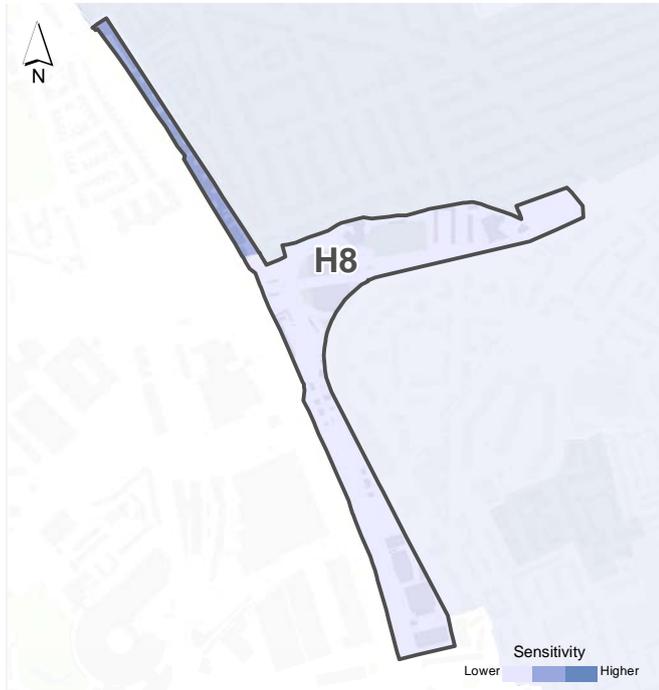


Figure 163 H8 The Westway and West London Railway Corridor sensitivity plan

Overall, H8 The Westway and West London Railway Corridor has a relatively lower sensitivity to change with the potential to accommodate growth and improvements. The area's valued features and the setting and sensitivities of the listed buildings and conservation areas that lie adjacent should be respected.

Proposed building type suitability and guidance

The existing character and function of the area is largely fragmented and incoherent, with very poor legibility. There is significant scope to transform the character of the area and integrate it with the adjacent residential areas and existing green infrastructure, to create continuous green routes, and new open spaces for outdoor play and socialising. In addition, the Latimer Road Employment Zone presents an opportunity for positive development in the area, creating a hub for creative industries as well as new homes.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- B Infill - appropriate in areas where existing negative buildings detract from character.
- E Co-location of commercial space, workshops, retail and residential - promoting active ground floor uses and enhanced quality of public realm, particularly in and around the Latimer Road strategic site.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Oxford Gardens Conservation Area (adjacent).
- Westway SPD (2012).

I1 Oxford Gardens – St Quintin

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. However, there may be opportunity for change at an individual site scale. Any change should respect the character of the area and its high value designations, which are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Oxford Gardens - St Quintin Conservation Area.
 - St Quintin and Woodlands Neighbourhood Plan, 2018

Summary

This area is predominantly a quiet residential neighbourhood, with an overriding suburban character in the western part. Parades of shops at North Pole Road, St Helens Gardens and Barlby Road provide local services. To the east the main thoroughfare of Ladbrooke Grove has shops and restaurants, giving more of an urban feel.

Buildings include 3-4 storey Victorian terraced town houses towards Ladbrooke Grove, and to the west the late-19th /early 20th century and inter-war more suburban townscape of smaller terraced and semi-detached houses, of the St Quintin and Woodland neighbourhood area.

Features of particular value to the local community include the recreational space and facilities within South Kensington Memorial Park, London Plane trees of Ladbrooke Grove.



Figure 164 Mature trees along Kelfield Gardens

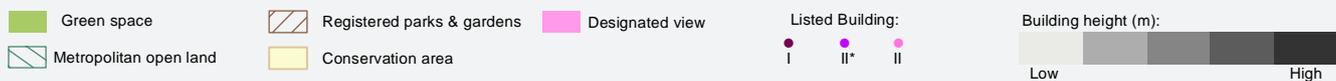
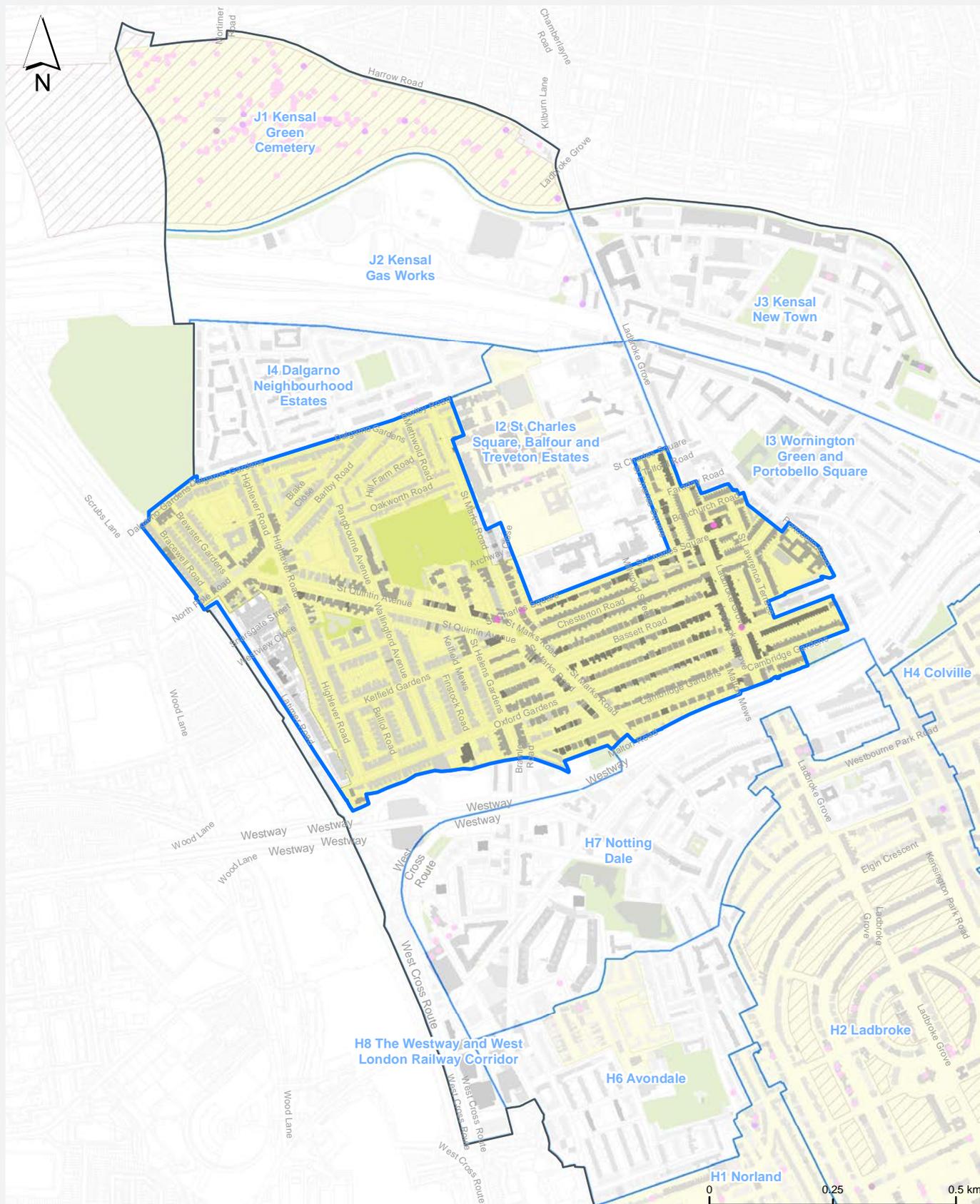


Figure 165 I1 Oxford Gardens -St Quintin character area plan

12 St Charles Square, Balfour and Treverton Estates



Figure 166 Balfour House, St Charles Square dates from the 1950s. The 3-storey blocks have a positive relationship with the street



Figure 167 The 11-storey Raymede Tower is poorly integrated with the surrounding area, cut off in many places by railings

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

A small area comprising two distinct but interlinked housing estates dating from the 1930s and 1960s as well as a complex of institutional buildings that have developed around the Carmelite Monastery and All Saints Catholic College.

Piecemeal development: remnant 2-storey terraces and former stables and workshop buildings on Hewer Street (which protrudes into the estates) are all that remain of the Victorian streets, laid out in the 1870s, which once extended across the area north of St Charles Square between Exmoor Street and Ladbroke Grove. The area on which the estates now lie was redeveloped and reconfigured following WW2 following bomb damage and redevelopment in the 1960s and 1970s. The area to the south has been occupied by the Carmelite Convent and St Charles R C College since the latter half of the 19th century and has seen continued periods of development and infill development of college buildings.

Estates representing different periods of development: The shift in architectural and planning styles are embodied in the two estates. The large tower blocks of Treverton and Raymede (11-storeys) are

offset from the surrounding street grid and set within a mixture of open green spaces and hard standing with parking. The smaller grained Balfour estate is composed of a symmetrical arrangement of mostly 3-storey elongated blocks of flats dating from the early 1950s. These are mostly outward facing towards the surrounding streets with a mixture of communal gardens and smaller shared gardens within the centre of the estate.

Mixed quality of green spaces: Green amenity spaces are found throughout the estates, though some surrounding the towers are entirely enclosed by fencing and do not seem to be accessible. Those within the Balfour estate are more richly planted and have a clearer function than the larger open areas to the north.

Building types

These are the general predominant residential/ commercial building types

- Terraced houses;
- Low-rise estates;
- Mid-rise estate blocks;
- Mid-rise flats/apartment blocks;
- Tower blocks.



Figure 168 I2 St Charles Square, Balfour and Treveton Estates character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Grade II listed St Charles Hospital and Carmelite Monastery and its boundary walls on Exmoor Street both provide a distinctive historical context and setting to the area, and create a local landmark.
- St Charles Square provides a valued hub for the community, with schools, the convent and its grounds and health facilities.
- Mature trees and the small gardens and surrounding the Balfour Estate contribute positively to character and provide ecological interest.
- The remnants of the Victorian heritage of the area, particularly the terraced houses and former stables and workshops on Hewer Street.
- Pall Mall Depository, a landmark 5-storey red brick building on Barlby Road, dating from 1911, its painted side elevation providing a distinctive and colourful feature. It is one of a group of early 20th century light industrial buildings that reflect the historic working character of the area.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Poor circulation and connectivity: the area surrounding Treverton and Raymede is poorly integrated with the surrounding area, cut off in many places by railings and walls or by poor legibility.
- Limited usable recreational open space. Though there are green spaces within Balfour House estate and surrounding Treverton and Raymede Towers it is not well utilised with poor legibility making it difficult to navigate. Green and open spaces could be improved with planting to improve visual amenity and wildlife value.
- Congested and busy roads present safety issues for pedestrians and cyclists in the area and result in poor air quality e.g. Barlby Road near the school.
- Pavements in some areas are in poor condition and could be improved for accessibility, particularly around the hospital.



Figure 169 Terraced houses on Hewer Street, Oxford Gardens Conservation Area, looking towards Raymede tower block



Figure 170 View towards the water tower of St Charles Hospital (grade II listed), from the eastern end of Bruce Close

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

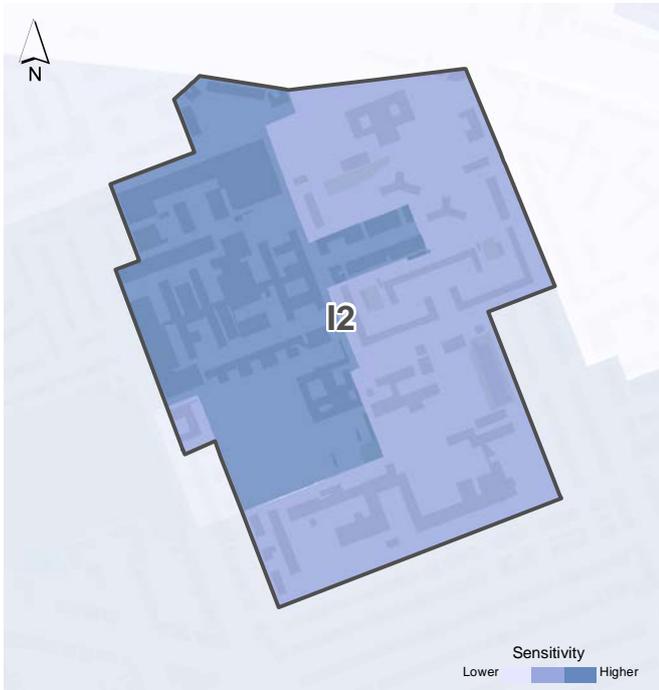


Figure 171 I2 St Charles Square, Balfour and Trevelton Estates sensitivity plan

Overall, I2 Charles Square, Balfour and Trevelton Estates has a medium sensitivity to change with the potential for growth and improvements within the north of the area. Any new development should respect the area's valued features and the qualities and setting of St Charles Hospital listed building and Oxford Gardens Conservation Area.

Proposed building type suitability and guidance

The existing character of the area lacks a distinct sense of place and therefore there is scope to improve its overall quality and coherence and encourage development that responds to the character of the surrounding area. There may be opportunity to make better use of land through new/replacement infill developments. New developments should incorporate commercial uses wherever possible, in ground floor uses.

Any development within council-owned estates will be co-designed with local communities.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- B Infill - may be limited opportunities in vacant/under-utilised areas such as surface car parking at the St Charles Hospital.

References

- RBKC Conservation Area Appraisals/Management Plans ([link](#)):
 - Oxford Gardens Conservation Area.

13 Wornington Green and Portobello Square



Figure 172 View along Golborne Road, north towards Trellick Tower



Figure 173 Development beneath the Westway on Portobello Road

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

A diverse character area with an eclectic range of architectural styles, culture and urban forms including the Wornington Green and Portobello Road residential estates and Golborne Road market, which extends north from Portobello Market (within H2 Ladbroke character area).

Post-war housing estates including Wornington Green (4-6 storeys) within the north of the area was originally constructed between 1964 and 1985, previously largely comprising large deck blocks, and typifies public housing of the period. Recent redevelopment undertaken within the estate has adopted a similar form and pattern, with sympathetic materials used.

Remnant Victorian townscape: To the south of Golborne Road the Victorian street pattern still largely remains and a number of remnant 3-storey Victorian and Georgian terraces intermingle with mid-century social housing estates (3-4 storeys), as well as infill development from several periods.

Historical severances: The area is bordered by the rail and road infrastructure corridors to the north and south, cutting parts of the area off from surrounding neighbourhoods to the north and east. To the south, the Westway is a prominent visual and audible feature

which influences the character of north of the area.

Vibrant markets and activity focused on Golborne Road and Portobello Road: The market stalls and outlets that have developed under the Westway ensure vibrancy to the area and, which a continuity to the high street that connects north to south beneath the Westway.

An area undergoing significant change and redevelopment: The area to the north of Golborne Road has recently accommodated a number of new build developments as part of the redevelopment of the Wornington Green Estate.

Building types

These are the general predominant residential/ commercial building types

- Low-rise estates;
- Terraced town houses/mixed use;
- Mid-rise flats/apartment blocks;
- Mid-rise estates.
- Urban centre: special neighbourhood.



Figure 174 I3 Wornington Green and Portobello Square character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Varied and vibrant architectural styles, including painted building façades.
- Golborne Road Market and the northern extents of Portobello Road, providing a focus of activity and important sense of community and local services. The vibrant, eclectic character, diversity of food stalls, cafés and local businesses create unique sense of place and hub for socialising.
- Mature street trees within the area, including along Wornington Road, important to the visual amenity and character of the area, as well as valued for biodiversity.
- Open green spaces in the north of the character area which provides amenity for local communities and the potential to enhance the character and ecological interest of the area.
- The areas which have retained the Victorian street pattern provide greater legibility and allow a greater permeability.
- Areas of positive, human-scale public realm such as Tavistock Road/Portobello Road and Tavistock Crescent Gardens.
- Cultural diversity and eclectic style of the area with a strong sense of community, supported by local businesses, shops and services and groups such as the Venture Centre.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lack of good provision of publicly accessible open green spaces within the south of the character area.
- Piecemeal nature and mixed quality of development over several periods and the fragmentation of the Victorian street pattern in the north resulting in a lack of coherence and a confusing townscape.
- Severances created by the railway and road infrastructure as well as the and lack of clear use and frontage of development beneath the Westway on Acklam Road. Opportunity to enhance public realm and reconfigure space around Tavistock Road/Acklam Road.
- Sometimes an unattractive and constrained pedestrian environment; pavements often become crowded and provision for cycling could be improved through segregated cycle lanes. More street trees and planting could improve visual amenity on Ladbroke Grove, and more planting with street art/installations on Portobello Road with outdoor seating.



Figure 175 Recent residential development within Swinbrook Estate



Figure 176 Recently developed 6-storey flats on Wornington Road

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

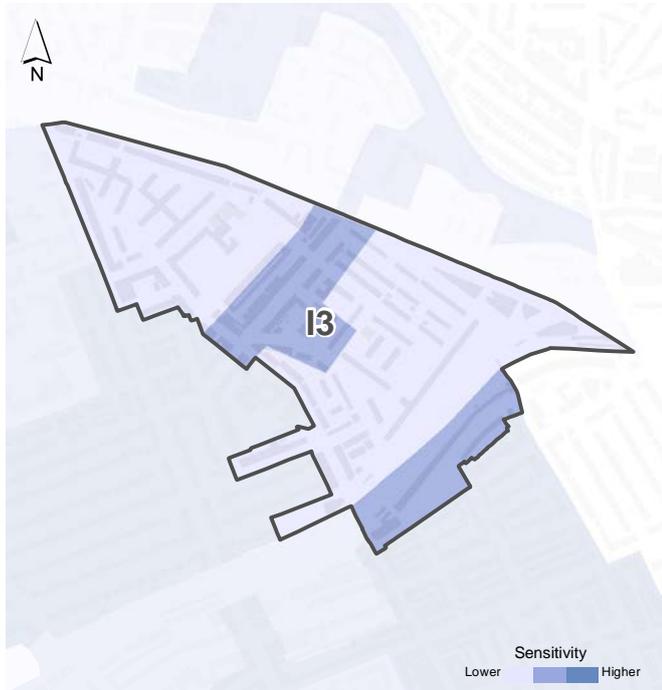


Figure 177 I3 Wornington Green and Portobello Square sensitivity plan

Overall, I3 Wornington Green and Portobello Square has a medium sensitivity to change with some areas of lower sensitivity. It therefore has some potential for growth and targeted improvements in key locations. Development should be undertaken in such a way as to respect the area's valued features and the qualities and settings of adjacent conservation areas.

Proposed building type suitability and guidance

Although there are a number of valued features, the area has a fragmented character which could be improved. The masterplan for the north of the character area provides a framework for development to take place in a holistic way.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- B Infill - may be appropriate in vacant/under-utilised plots.
- D Linear blocks, incorporating social housing, community facilities and public space.
- E Co-location of commercial space, workshops, retail and residential, incorporating social housing, community facilities and public space e.g. potential opportunity near Westbourne Park Station although there are significant road and rail constraints.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Oxford Garden and Colville Conservation Areas (adjacent).
- [Wornington Green Planning Brief Supplementary Planning Document \(SPD\)](#), 2009

14 Dalgarno Neighbourhood Estates



Figure 178 View of Rootes Drive with entrance gates to the former Talbot Car Factory on Barlby Road



Figure 179 Dalgarno Way, separating Dalgarno Gardens and the Rootes estate

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Encompassing a quiet residential area of 20th century housing estates, the area is bounded to the north by the railway corridor and Little Wormwood Scrubs to the west. Barlby Road and Dalgarno Gardens forms the southern boundary.

Several distinct social housing estates varying in age: the Sutton Trust Estate built in 1930 (now known as St Quintin Park); the Peabody Dalgarno Gardens (built 1934-1938); the Rootes or Sunbeam development built on the site of the former Talbot car factory in the 1990s; and the small Notting Barns Estate (dating from the 1960s). Residential blocks are 3-5 storeys.

Historical interest: Ladbroke Hall (Grade II listed) lies within the east of the area on Barlby Road and was the headquarters for the Clement-Talbot (latterly Sunbeam Talbot) Automobile Works.

Street trees and green spaces: Significant mature street trees (London Plane) and small green spaces and gardens to the interior of the estates contribute to character and amenity, particularly Sunbeam Park on Shrewsbury Street. Wormwood Scrubs outside the borough boundary to west provides a significant area of green space with social and ecological value.

The railway infrastructure to the north severs the area from Kensal.

Building types

These are the general predominant residential/ commercial building types

- Low-rise estates;
- Mid-rise estate blocks.



Figure 180 I4 Delgano Neighbourhood Estates character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The historic housing estates of the Sutton and Peabody Trusts, representing different eras of social housing and high quality of materials and design.
- The architecture and design of the inter-war housing estates, Dalgarno Gardens and St Quintin Park, which have social and historic value.
- The quality of the communal open spaces which are of value to the area and should be retained.
- Sympathetic boundary with the conservation area to the south of Dalgarno Gardens, with mature trees along the street and the well defined boundary to the estate ensuring that the increase in height is well integrated.
- Provision of large area of open green space to the west and the smaller parks and communal garden spaces integrated within the estates, particularly Sunbeam Park.
- The imposing Ladbroke Hall (Grade II listed) on Barby Road which provides a link to the area's industrial history.
- Access to nearby Little Wormwood Scrubs - a valued open space for the local community, for wildlife and sense of openness.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Severance created by the railway line and the abrupt northern edge, with noise and tall palisade fencing negatively impacting on quiet residential character.
- The dominance of cars and parking within the central communal spaces.
- Lower quality of post-war infill development along the north-west edge and in the eastern area.



Figure 181 Sutton Way



Figure 182 3-storey flats on Shrewsbury Street.

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

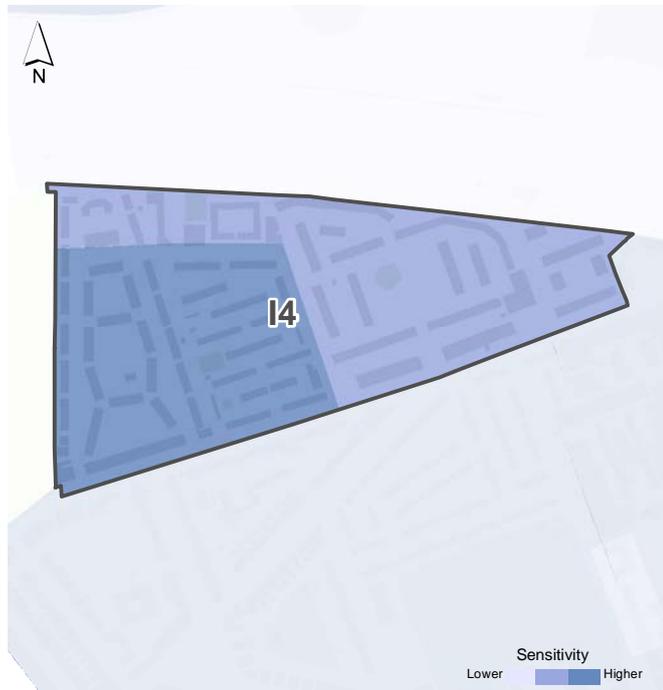


Figure 183 I4 Dalgarno Neighbourhood Estates sensitivity plan

Overall, I4 Dalgarno Neighbourhood Estates has a medium-high sensitivity to change with the potential for targeted improvements along the northern edge and the eastern areas. The area has some capacity to absorb change, though any development should respect the valued qualities of the character area and the qualities and sensitivities of Oxford Gardens Conservation Area to the south.

Proposed building type suitability and guidance

The existing character of the area has a strong sense of place deriving from the architecture and design of the inter-war estates of Dalgarno Gardens and St Quintin Park. There is scope to improve the adverse impacts on character created by the railway lines at the northern boundary and improve the quality of the eastern-most Notting Barns Estate.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extension - may be appropriate for the 3-storey blocks in the north and east of the area whilst taking opportunities to incorporate green infrastructure and enhance local distinctiveness.
- D Linear blocks - may be appropriate if and when blocks come forward for redevelopment, incorporating social housing, community facilities and public space.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Oxford Gardens Conservation Area (adjacent).

J1 Kensal Green Cemetery

For the purposes of this study, this area is not examined further due to the presence of high value designations which indicate the area has a high sensitivity overall and is unlikely to be able to accommodate significant change. The character of the area and its high value designations, are described in more detail in the following documents:

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensal Green Cemetery Conservation Area.
- Registered Parks and Gardens ([link](#)):
 - Kensal Green (All Souls) Cemetery (grade I).
- Grade I listed buildings ([link](#)):
 - The Anglican Chapel.

Summary

This area comprises the historic Kensal Green (All Souls) Cemetery. The cemetery has an open character and is defined by large boundary walls along Harrow Road, Ladbrooke Grove and the Grand Union Canal to the south. The walls and the mature trees, particularly at its southern boundary, mean the cemetery is largely visually contained. As well as lending historic character to the surrounding area, the site offers recreational amenity and is a valuable habitat for wildlife.



Figure 184 Central Avenue in Kensal Green Cemetery, looking west towards the Anglican Chapel



Figure 185 J1 Kensal Green Cemetery character area plan

J2 Kensal Gas Works



Figure 186 The landmark Canalside building on Canal Close/Ladbroke Grove



Figure 187 Looking east along the Grand Union Canal

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Located in the north west of the borough, the area comprises a large railway corridor, significant utilities infrastructure, vacant land and a large supermarket complex. It is expected to undergo significant change associated with its designation as a GLA Opportunity Area (alongside Old Oak Park Royal development area beyond the borough boundary in Hammersmith & Fulham to the west). The Grand Union Canal lies to the north, with Kensal Green Cemetery (grade I Registered Park and Garden), beyond.

Industrial heritage: The area was carved out from the wider landscape by the building of the Grand Junction Canal (which became part of the Grand Union Canal) and the Great Western Railway in the first half of the 19th century. Strategically located next to two transport corridors, the area has been the site of gas production since the Western Gas Works (which once occupied the whole site) was constructed in 1845. Decommissioned in the 1970s, the demolition of the gas works has left substantial areas of vacant land which now hosts a mosaic of different habitats.

Residential development limited to a small number of blocks along Ladbroke Grove: Kensal House (Grade II*) and Kensal House Day Nursery (Grade II*) dating from the late 1930s and a disparate collection of buildings, mostly 3-5 storeys, located to the north of Canal Way create a distinct edge to the character area, very different in scale to the open character, lack of structure and coarse grain of the remainder of the area.

The Grand Union Canal, a focus for recreational activity and an active travel corridor and wildlife corridor. The canal tow path provides a linear walking and cycling corridor across the north of the site.

An area undergoing significant change associated with the Kensal Canalside Opportunity Area, which will see it transformed into a new neighbourhood.

Building types

These are the general predominant residential/ commercial building types

- Mansion blocks.

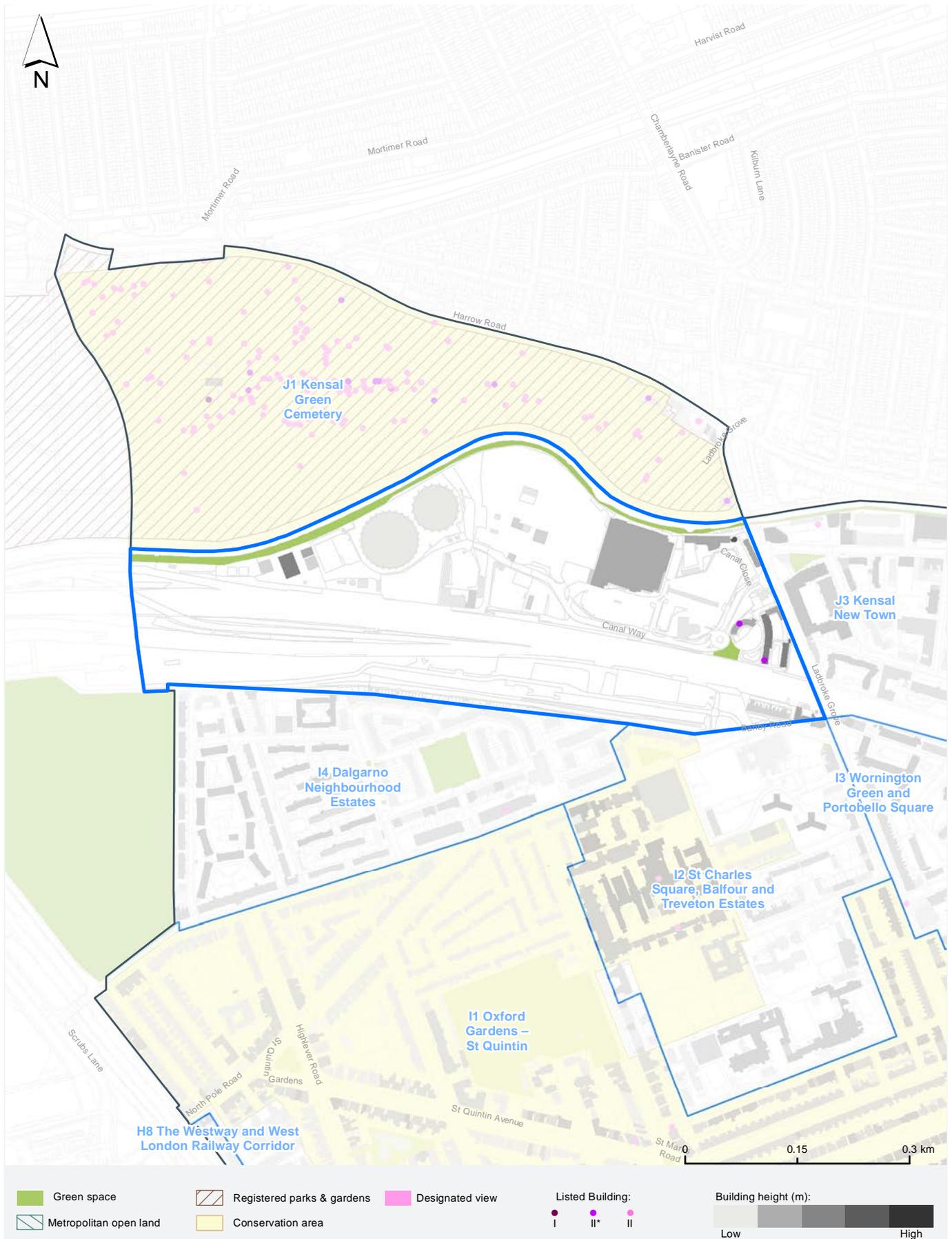


Figure 188 J2 Kensal Gas Works character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The mature trees along the northern fringes of the Grand Union Canal and Kensal Cemetery (character area J1 Kensal Green Cemetery and Grade II Registered Park and Garden) form an attractive green visual backdrop to the area and occasional glimpsed views are available into the cemetery itself.
- The canal is used extensively for informal recreation and as a cycle route and forms an important wildlife corridor through the area.
- Significant areas of species-rich habitat on vacant land.
- Kensal House (Grade II*) and Kensal House Day Nursery (Grade II*) are distinctive buildings which provide a sense of place locally.
- Expansive views towards north Kensington are available from the southern edge of the area, with the St Charles Hospital and the Treverton and Raymede towers forming notable landmarks.
- Landmark Canalside red brick building on Ladbroke Grove.
- The industrial heritage and remnant features.

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Limited or difficult access onto the Grand Union Canal and a lack of maintenance, with some areas of poor quality public realm along the tow-path.
- Poor connectivity within the site and to surrounding areas to the north and south, due to the severance created by the railway corridor and Grand Union Canal.
- Large, heavily trafficked Ladbroke Grove at the eastern boundary creates severance to surrounding areas and impedes other forms of movement.
- Lack of active frontages onto main roads.
- Fragmented character, poor legibility, and poor sense of place.
- Poor public transport accessibility and lack of options for sustainable transport. Provision of bike hire would complement this.
- Currently the provision of public green spaces is limited to the margins of the Grand Union Canal.



Figure 189 Sainsbury's car park



Figure 190 The Grand Union Canal

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

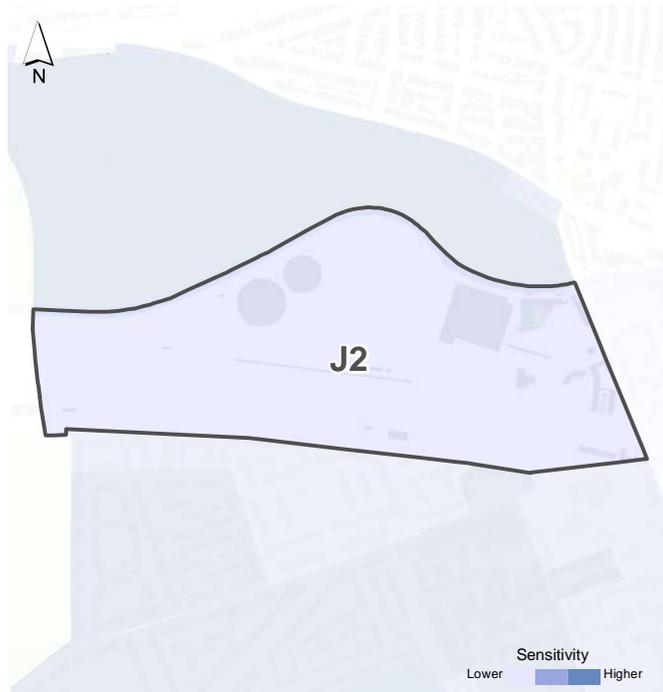


Figure 191 J2 Kensal Gas Works sensitivity plan

Overall, J2 Kensal Gas Works has a low sensitivity to change with a high potential for growth. Development should be undertaken in such a way as to respect the valued features of the area, as well as the views from and the setting of Kensal Cemetery (grade I Registered Park and Garden). The quality of the public open space and ecological value of the Grand Union Canal is also a sensitive feature in the area.

Proposed building type suitability and guidance

There is opportunity for new development to improve the character of the area with associated high quality public realm and green infrastructure connected to the existing canal corridor, Little Wormwood Scrubs and Ladbrooke Grove/Barlby Road, alongside provision of improved public transport.

A comprehensive framework for the area is set out in the Kensal Canalside Opportunity Area SPD. This will guide development for a high-quality, well-connected, attractive and sustainable canalside neighbourhood for people to live, work and visit.

References

- RBKC Conservation Area Appraisals/ Management Plans ([link](#)):
 - Kensal Green Cemetery Conservation Area (adjacent).
- Kensal Canalside Opportunity Area SPD.

J3 Kensal New Town



Figure 192 Southern Row from the corner of East Row



Figure 193 View across Emslie Horniman's Pleasance Park to the grade II listed Church of Our Lady of Holy Souls

Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Originally developed as a Victorian suburb, the area has historically been marked by geographical and social isolation following the construction of the Grand Central Canal to the north and the Great Western Railway line to the south. A succession of redevelopments seeking to address the social issues has given rise to the variety of building forms and uses that characterise it today.

Mixture and diversity of uses and architectural forms: Mostly residential but with workshops, studios, schools and the Holmfield House Children's Centre dispersed throughout. This mixture alongside the contrasting scales and forms of the different periods and scale of buildings contributes to the vibrancy of the neighbourhood. Building heights range from 3-6 storey blocks to the 31-storey Trellick Tower, the tallest building in the borough.

Historic character and interest provided by listed and non-listed buildings and features, including:

- Walls and shelters in Emslie Horniman Pleasance Gardens (grade II listed), a significant historic feature within the central green space;
- Church Of Our Lady Of Holy Souls (Grade II listed);

- Trellick Tower (grade II* listed) designed by Erno Goldfinger is an architectural icon and landmark in the area;
- Cheltenham Estate (grade II listed) built 1968-72, also designed by Erno Goldfinger.

Significant green spaces: Meanwhile Gardens and the central Emslie Horniman Pleasance Gardens (dating from the early 20th century and originally designed by CFA Voysey) are highly valued and contribute significantly to the area in terms of greening and as social focal points.

Visually relatively contained: The Trellick Tower is a feature on the skyline to the east, and views of the Westway are available from the more open eastern extent.

Building types

These are the general predominant residential/ commercial building types

- Low-rise estates;
- Low-rise flats;
- Mid-rise flats/apartment blocks;
- Mid-rise estate blocks;
- Tower blocks.
- Urban centre: neighbourhood.



Figure 194 J3 Kensal New Town character area plan

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Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Green spaces including the Emslie Horniman Pleasance Gardens and Meanwhile Gardens - valued for their sense of peace and openness as a place to walk and for social and environmental amenity.
- The Grand Union Canal, valued for its peacefulness, green infrastructure value, as a walking and cycling route, for biodiversity and visual amenity.
- Period buildings, where they remain, contribute to the quality of the streetscapes particularly around the Emslie Horniman Pleasance Gardens.
- Relatively limited connectivity to surrounding road network contributes to quiet residential character with low levels of traffic.
- Positive contribution made to the streetscape by quality and variety of street trees, where diversity of species contributes to the area's character as well as resilience.
- Well defined boundaries to several estates, particularly where hedges, railings and trees have been incorporated without appearing defensive.
- Landmark buildings, as mentioned above.
- The diversity of uses and activities that characterise the area.



Figure 195 View along Grand Union Canal

Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The quality and coherence of character of the built form around the central Emslie Horniman Pleasance Gardens could be improved.
- Poor interface with canal - poor access and visual links to the canal, particularly where large developments north of Kensal Road sever access and visibility. Opportunity to enhance gateways and access points with pedestrian-only zones and planting e.g. at the canal bridge on Wedlake Street.
- Lack of resolution of level changes, particularly to the north of the railway line and around Trellick Tower which create un-usable spaces or the impressions of unsafe, anti-social spaces.
- Dominance of car parking provision in localised areas (notably Trellick Tower and along Appleford Road) which compound issues relating to level changes.
- Poor pedestrian environment along main roads e.g. Elkstone Road, Golborne Road, Kensal Road and Ladbrooke Road bridge which could be improved with further trees and planting.
- The links within the area to features such as Golborne Market and the canal could be improved, with better access and gateways e.g. along Golborne Road bridge.



Figure 196 Dramatic level changes within Trellick Estate

Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

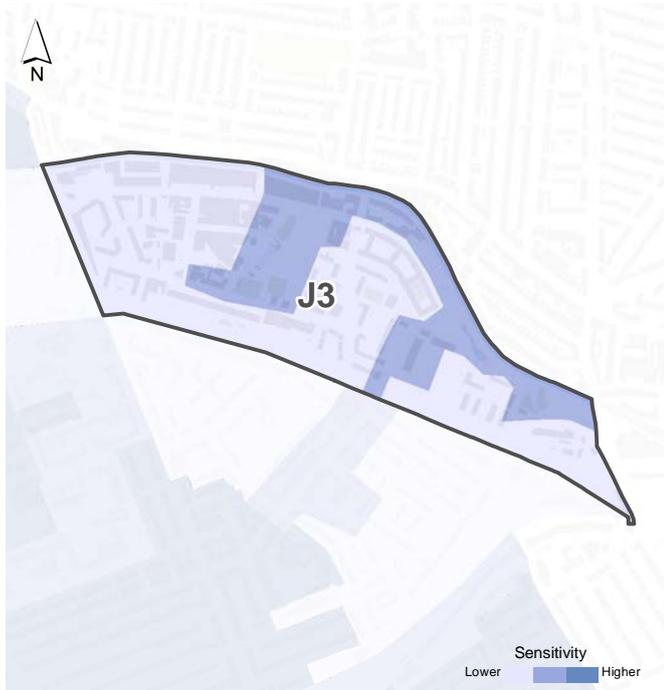


Figure 197 J3 Kensal New Town sensitivity plan

Overall, J3 Kensal New Town has a medium sensitivity to change with the potential for targeted growth and improvements in key locations. Any new development should respect the area's valued features.

Proposed building type suitability and guidance

The existing character of the area generally has a strong sense of place and vibrancy, despite the ad hoc nature of the development pattern. There is however significant scope to improve the quality of localised areas, particularly where architectural quality and the design of the surrounding urban realm is poor. Significant new residential development in the area should be supported by community, workspace and leisure facilities.

Any development of council-owned estates will be co-designed with local communities and are not identified as opportunities within this study.

Future building types that may be appropriate (refer to [Section 5: Future building typology](#)) include:

- A Upward extension - may be appropriate for existing terraces or single storey blocks.
- B Infill - likely to be appropriate throughout the area to replace negative buildings or in vacant plots.
- D Linear blocks, incorporating housing, community facilities and public space.
- E Co-location of commercial space, workshops, retail and residential, incorporating social housing, community facilities and public space, particularly in areas with existing low-rise light industrial units/garages e.g. Middle Row.

Section 5

Future building typology



Section 5

Future building typology

5.1 Looking to the future

To make sure there is good growth in the borough, new homes and buildings need to be incorporated in the right locations in a way that improves the local area.

On the following pages is a selection of building types which have been developed as part of this study. These types are based on the research carried out on the character of the different areas across the borough.

The building types are illustrative. They are intended to be a useful starting point for a range of small-to-medium sites across the borough, but are not suggested as appropriate models for larger sites including the two Opportunity Areas at Earl's Court and Kensal Canalside or other areas which have developed site-specific masterplans.

Building heights should respond sensitively to surrounding buildings, heritage assets, open spaces and character, considering views from surrounding character areas. 'Wayfinding' should not be over-emphasised as a rationale for tall buildings.

The development types will not be acceptable in every part of the borough and any application will be assessed against relevant design policies, looking carefully at site context and on a case by case basis. These building types and their design principles serve as a useful starting point in the evolution of a design proposal.

5.2 Future building types

5.2.1 A: Upward extensions

Advantages

- Extending existing buildings upwards can be a sustainable way of increasing housing provision.
- It doesn't require additional land; it makes use of existing buildings.
- Sensitive design can ensure the existing character is maintained or improved.
- Expansion can take place above existing residential blocks or above other uses, including retail and commercial spaces.
- The existing buildings can be improved as part of the extension, such as refurbishment of the original building and improved communal areas.

Design principles

- The character and context of the street, the building itself and the adjacent buildings will need to inform the relationship between the extension and existing buildings.
- Additional height or bulk should not negatively impact on the character of the street, views or skyline, and additional storeys should generally be set back, to reduce the impact on the streetscape.
- Upward extension should ensure good levels of daylight, sunlight and privacy for neighbouring homes.
- The materials and roof forms of the development should respond to those prevailing in buildings immediately surrounding the development and consider existing parapet lines.
- This type should be carefully planned and designed when applied to mansion blocks which are already often taller and bulkier than heritage assets around them.
- Will require consultation with existing residents.

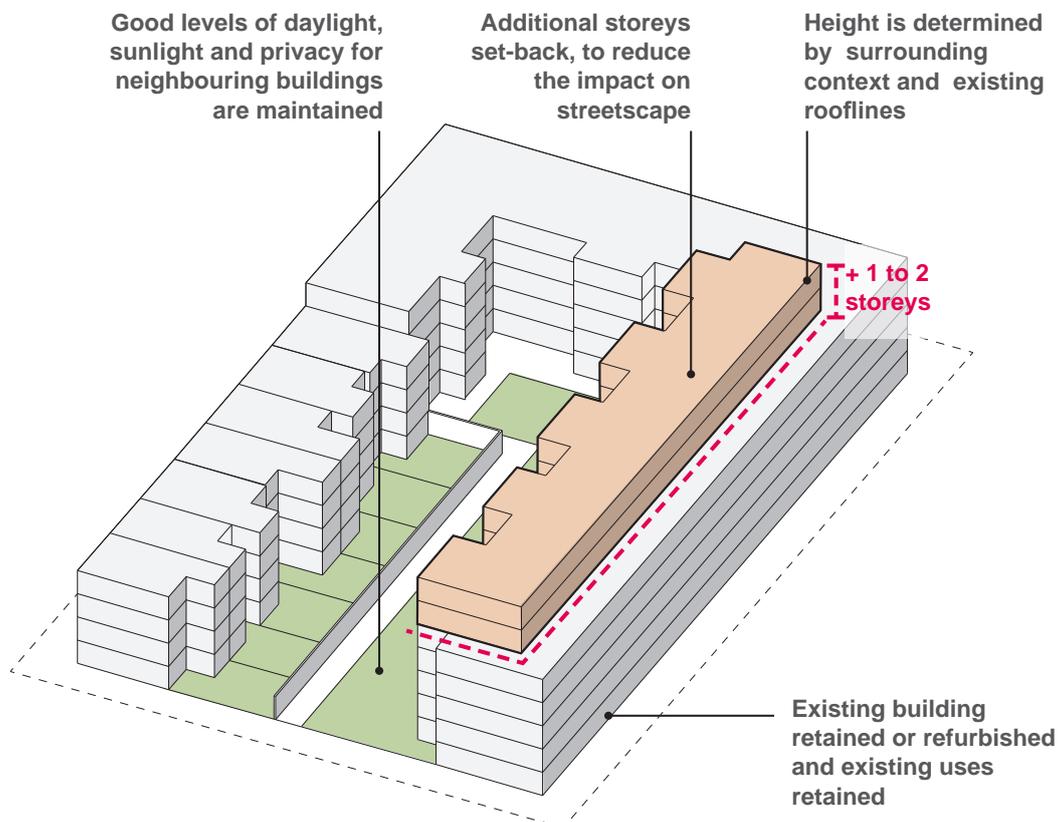


Figure 198 Upward extension building type

Examples of upward extensions



Figure 200 David Game House, Notting Hill Gate. New floors were added to the top of this building as part of the building's refurbishment.

Photo credit: Squire and Partners



Figure 199 Campbell Court, South Kensington. Additional residential units were added to the top of this residential block, providing additional homes while retaining the existing flats.

Photo credit: Gibberd Architects

5.2.2 B: Infill buildings

Advantages

- Infill buildings make use of an empty or underused gap between buildings. They make more efficient use of the land, making the most of brownfield land. The infill type describes underused or vacant plots, rather than 'gaps' between buildings, many of which are integral to the character of the area and sky views.
- Infills can also replace buildings that are weaker or unattractive within the street. This improves the appearance of the area or the activity that happens on the street.
- This type of development fits in with an existing street or block pattern.
- Infill development could be terraced houses (including townhouses or rows of mews houses) with private gardens or courtyards, or it could be low- to medium-rise apartment blocks or maisonettes.

Design principles

- Street-facing infill development should generally line up with the existing frontage line of the street.
- The height of new buildings should respond sensitively to the surrounding buildings on the street, heritage assets and the overall character of the area. For example, if located within a terrace, the new building should usually have the same eaves and roof lines as the surrounding buildings. For developments on corner sites, it may be acceptable for the height to be marginally taller than surrounding buildings, to create an overall sense of hierarchy.
- The infill development should consider existing ground floor uses of the adjacent buildings and propose such ground floor uses which are appropriate/complementary for the particular context. For example, if it is located along a high street it could include retail or commercial uses on the lower floors to bring activity to the street and support the local economy.
- The building design does not need to mimic or copy existing buildings but it should fit in well with the predominant character of the street. The design should be informed by the size and proportions of the surrounding buildings including height, width, fenestration, materials and the character of the immediate area.
- Green spaces or existing gaps between buildings which are important to character, should not generally be considered as suitable sites for this type.

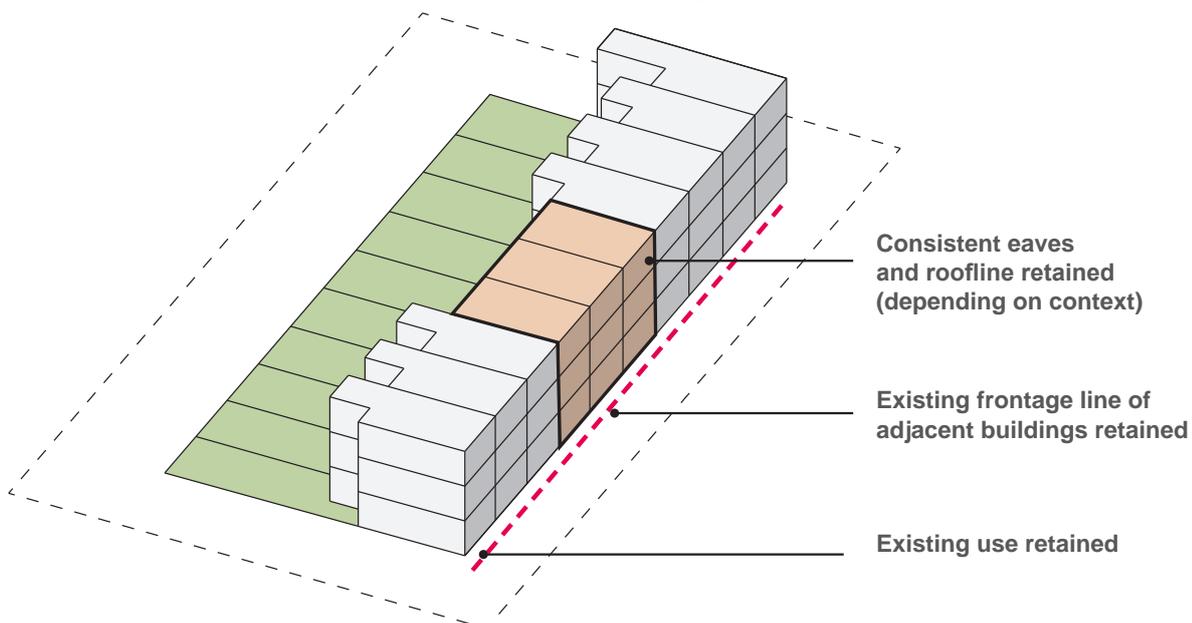


Figure 201 Infill building type

Examples of infill buildings



Figure 203 Infill development on Pavilion Road, Chelsea.

Photo credit: Stiff + Trevillion



Figure 202 Candle Factory, Notting Hill. Mixed use infill development with commercial uses on the ground floor and flats on the upper floors.

Photo credit: SPPARC

5.2.3 C: Backland infill

Advantages

- Backland development is a way of making best use of vacant or underused sites which are not street-facing.
- This type of development can include replacing structures that are not making effective use of land, such as garages and car parks.
- On more generous plots, development can take place in the grounds of an existing house or other building.

Design principles

- The scale of this type of development must ensure there is adequate light provision for future and neighbouring residents.
- The design must make sure there is adequate privacy for future and existing residents.
- There should be good access and services for the new development, and that should sit comfortably with neighbouring homes.
- Backland development, especially on small plots, should not be so tall that neighbours lose their sense of openness.
- New homes in backland development should have their own integrated private outdoor space.
- Designs should ensure new developments relate positively to neighbouring properties.
- Any potential loss of green space should be considered and addressed. Communal gardens are valued by communities and should not be considered as generally appropriate sites for this type.
- Plots should be suitably large so as not to result in the perception of over development.

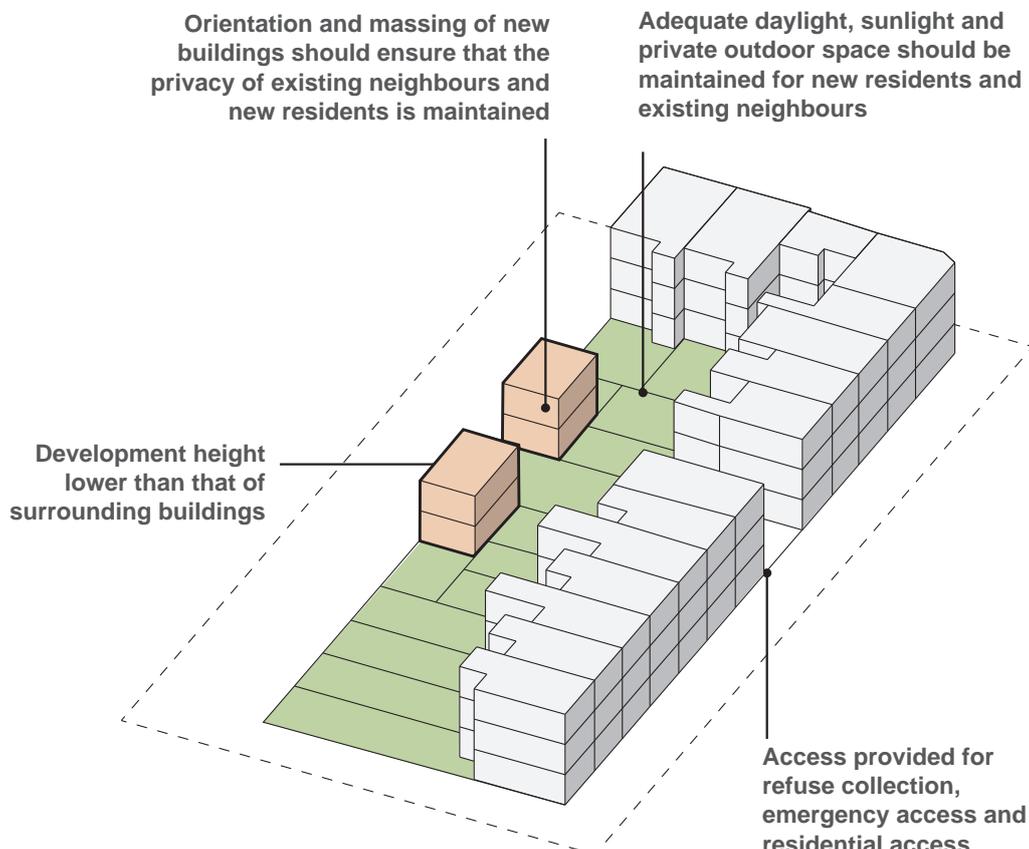


Figure 204 Backland infill building type

Examples of backland infill



Figure 206 Glyndell Mews, Knightsbridge.

Photo credit: Lyndon Douglas Architectural Photography



Figure 205 Housing development of six contemporary homes on former vacant land at Railway Mews, Ladbrooke Grove.

Image credit: KSR Architects

5.2.4 D: Linear blocks

Advantages

- These blocks are similar to the traditional mansion blocks that are found throughout the borough.
- Linear blocks are like terraced houses because rooms such as living rooms and kitchens face directly onto the street, but they can provide more homes by stacking several flats or maisonettes on top of each other.
- Shops and cafés can be put on the ground floor which brings activity to the street.
- They can be positioned to repair a fragmented street edge.
- They can integrate new or improved public open spaces.
- They can provide new pedestrian connections to make quicker and more attractive walking routes.

Design principles

- Development should be sensitive to the existing front building line of the street.
- Other uses along the street should be respected, so the development may include commercial or residential uses on the ground floor depending on the surrounding context. Provide a balance of housing, services such as retail/commercial, and green space.
- Building heights should generally align with surrounding heights. Where there is any additional height (e.g. at a corner plot), the building's design should not have any negative impact on the street character and should be in proportion to the street.
- Buildings that are marginally taller than the surroundings may be suitable on corner plots, on key routes and junctions, or in some very specific sites, provided they are designed to have a positive impact on the streetscape. 'Wayfinding' should not be over-emphasised as a rationale for tall buildings.
- Building heights should respond sensitively to the overall character of the area to be determined on a case by case basis.
- Buildings should incorporate balconies/outdoor spaces wherever possible.

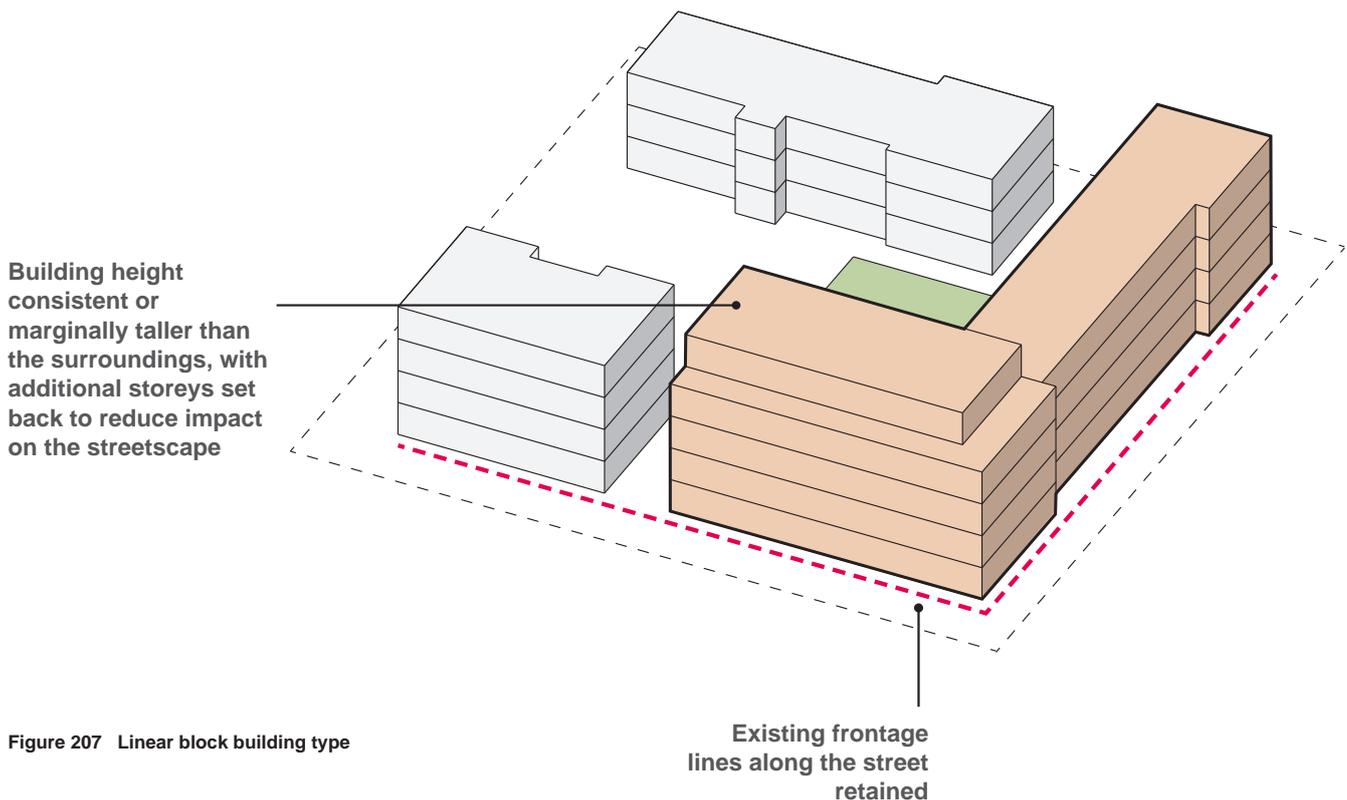


Figure 207 Linear block building type

Examples of linear blocks



Figure 209 New linear block of mixed commercial and retail use fronting Sloane Street, Chelsea.

Photo credit: Stiff + Trevillion.



Figure 208 New mansion blocks within Portobello Square which re-established traditional street pattern and provided new homes.

5.2.5 E: Co-location of commercial space, workshops, retail and residential

Advantages

- This typology is typical in the borough; there are historic residential areas that have purpose-built studios and workshops.
- Mixed use areas have a rich character because many different activities are concentrated in one place.
- Ground floor shops, restaurants, workshops and other commercial uses bring activity and liveliness to the street.
- With this type of development, it is possible to add or improve commercial floor space as well as include flats on upper floors.
- This type of development can include refurbishing premises to help commercial uses to thrive, which also supports businesses and jobs.
- Positive community benefits of independent shops, workshops for craftspeople or artists, and offices for local businesses.

Design principles

- The design, scale and height of development will need to relate to the scale, height, character and materials of surrounding buildings and the historic environment.
- The design should show a distinction between which entrances are to flats and those to commercial uses, to aid wayfinding.
- The mix of uses should be compatible, for example so that residents do not suffer from significant adverse impacts of noise or other disturbance from the commercial uses.

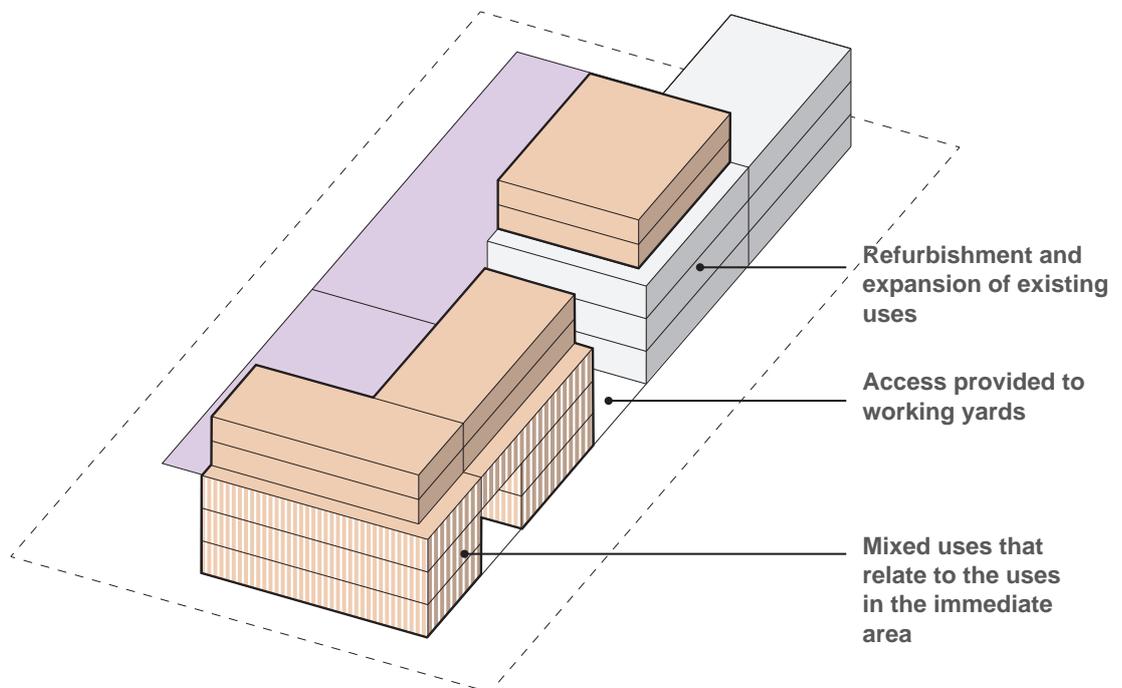


Figure 210 Co-location of commercial space, workshops, retail and residential building type

Examples of co-location



Figure 212 Everyman Cinema, Chelsea. An example of a development with a mix of co-located uses stepping up in height at the street corner, providing a positive contribution to the streetscape and a point of reference in the area.

Photo credit: Nick Shipp Architects.



Figure 211 Proposals for 253-259 Kensal Road, Kensal, including flexible office, studio and workshop space and student accommodation.

Image credit: Claridge Architects.

5.3 Scenarios

Two ‘scenarios’ are presented on the following pages to illustrate how the selection of new building types which we think are most likely to be appropriate could be integrated into the borough to promote good growth.

The scenarios are illustrative and don’t refer to specific areas in the borough. The developments shown here will not be acceptable in every part of the borough.

5.3.1 Creating coherent neighbourhoods

Existing

Growth and new development could improve neighbourhoods by introducing high quality new buildings where existing spaces and buildings are underused or don't contribute positively to the character of the street. Co-location of different uses, such as mixing retail and residential, can also help provide communities with a better range of services and amenities, including green spaces.

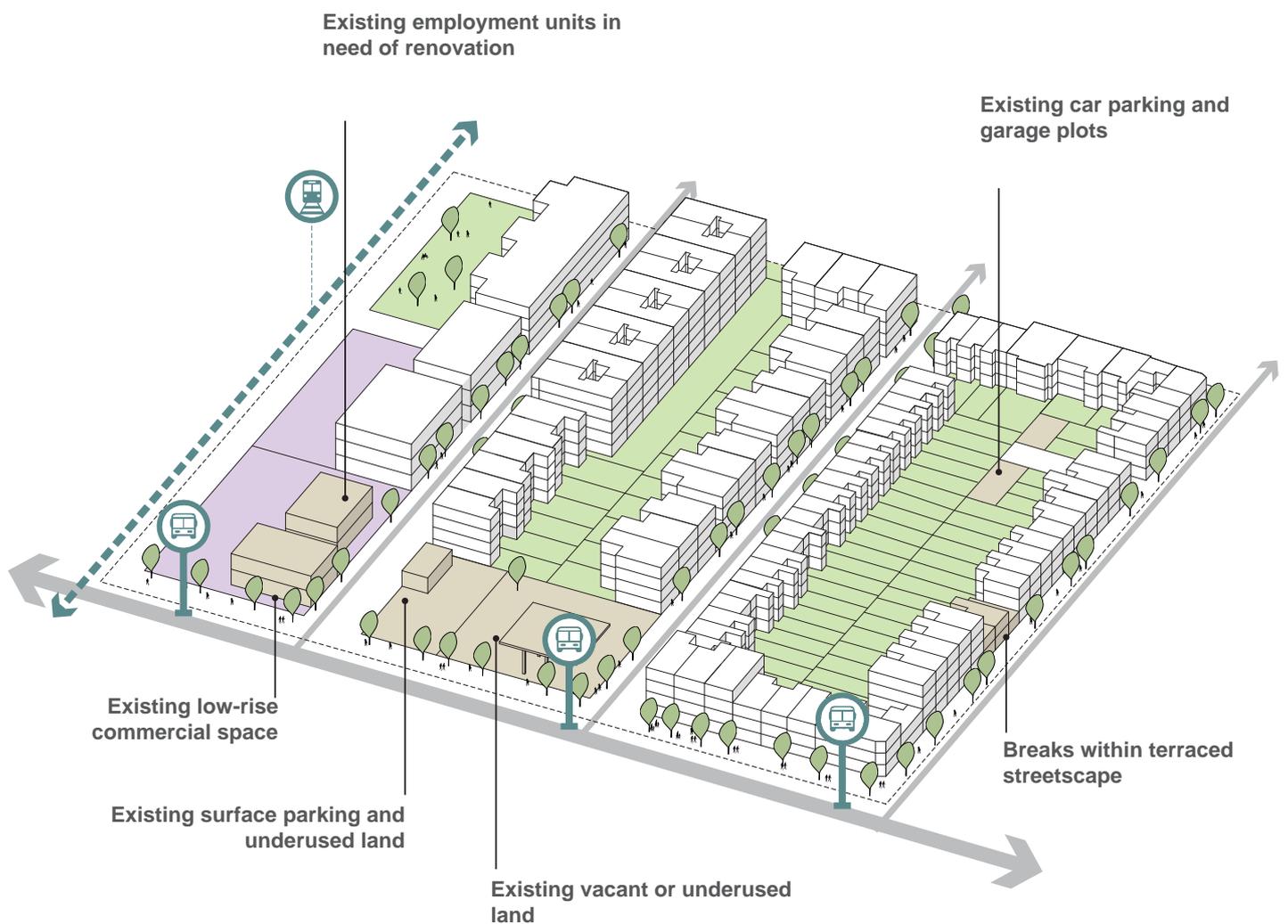


Figure 213 Coherent neighbourhoods scenario - existing

Future

New development, whether in vacant sites or redevelopment of existing plots, should ensure they make a positive contribution to the area both by their architecture and design, and with social/community and infrastructure uses. Active ground floor uses should be encouraged in neighbourhood centres as well as town centre locations.

Public realm design must be considered from the earliest stages of design. This includes walking, cycling and other public transport infrastructure which should be integrated within the public realm.

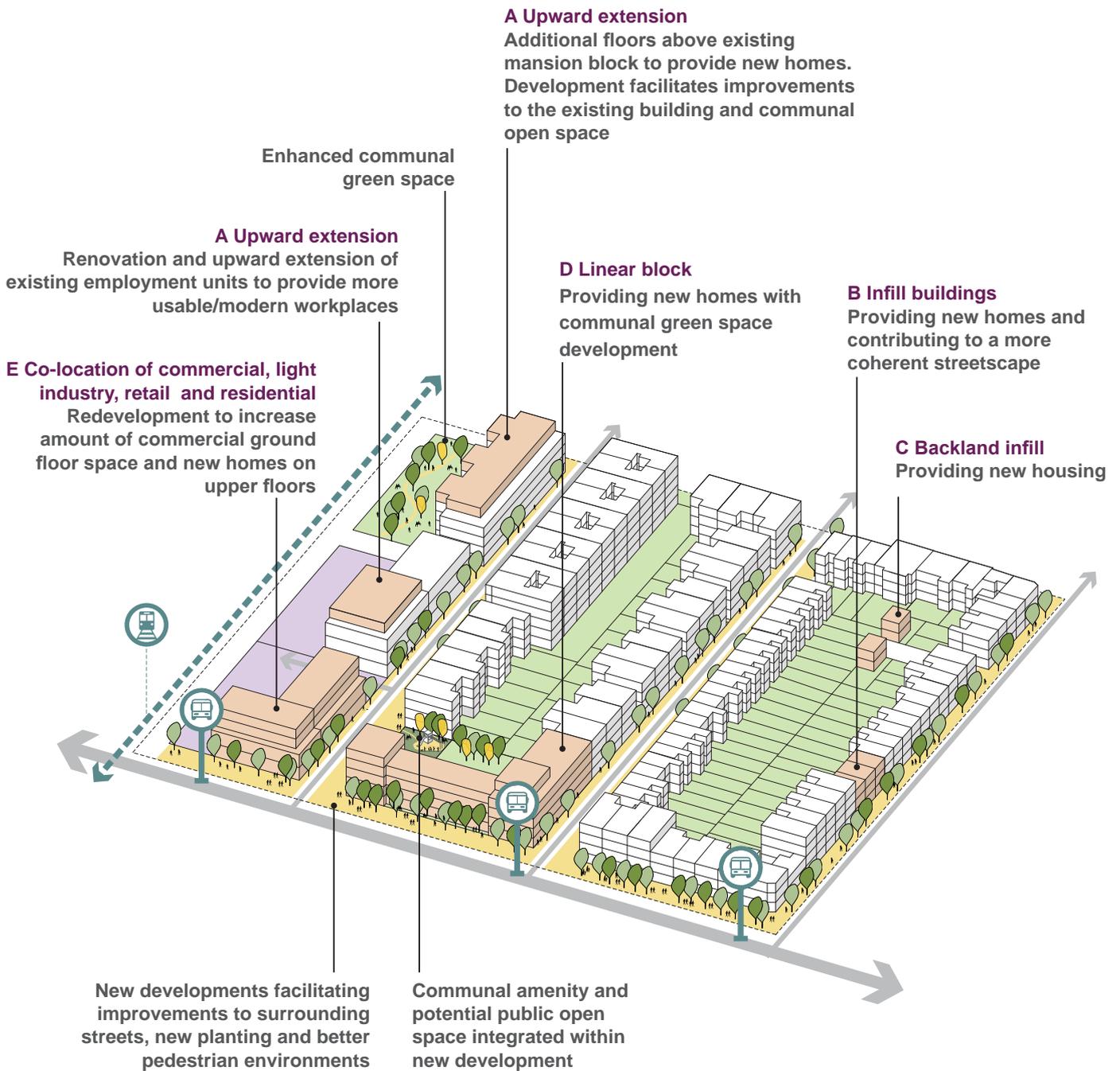


Figure 214 Coherent neighbourhoods scenario - future

5.3.2 Strengthening our centres

Existing

Growth and new development could support existing vibrant centres, making them more resilient to change in the future. It can also provide the opportunity to improve or increase retail and commercial space, and make improvements to the surrounding streets and public spaces.

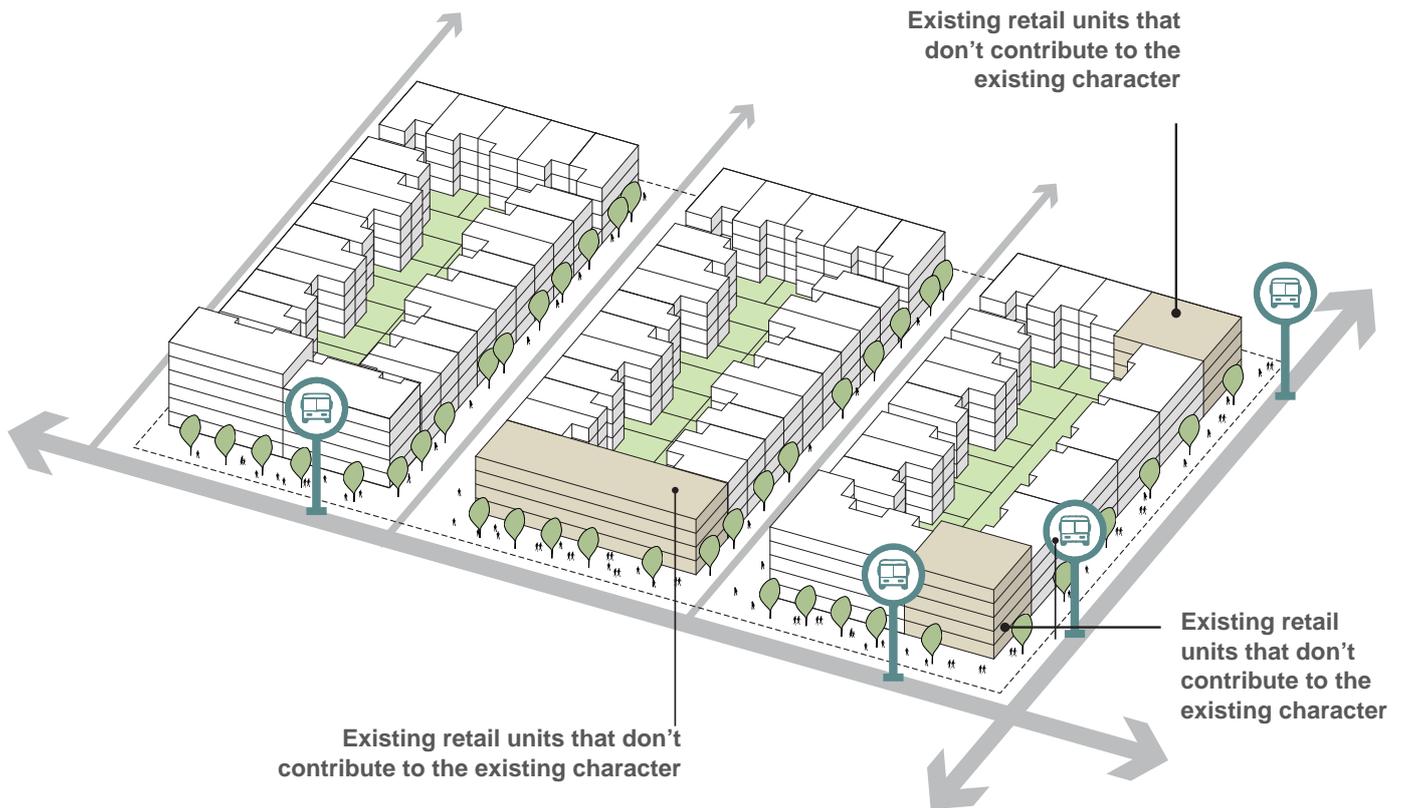


Figure 215 Strengthening our centres scenario - existing

Future

New development, whether in vacant sites or redevelopment of existing plots, should ensure they make a positive contribution to the area both by their architecture and design, and with social/community and infrastructure uses. Active ground floor uses should be encouraged in neighbourhood centres as well as town centre locations.

Public realm design must be considered from the earliest stages of design. This includes walking, cycling and other public transport infrastructure which should be integrated within the public realm.

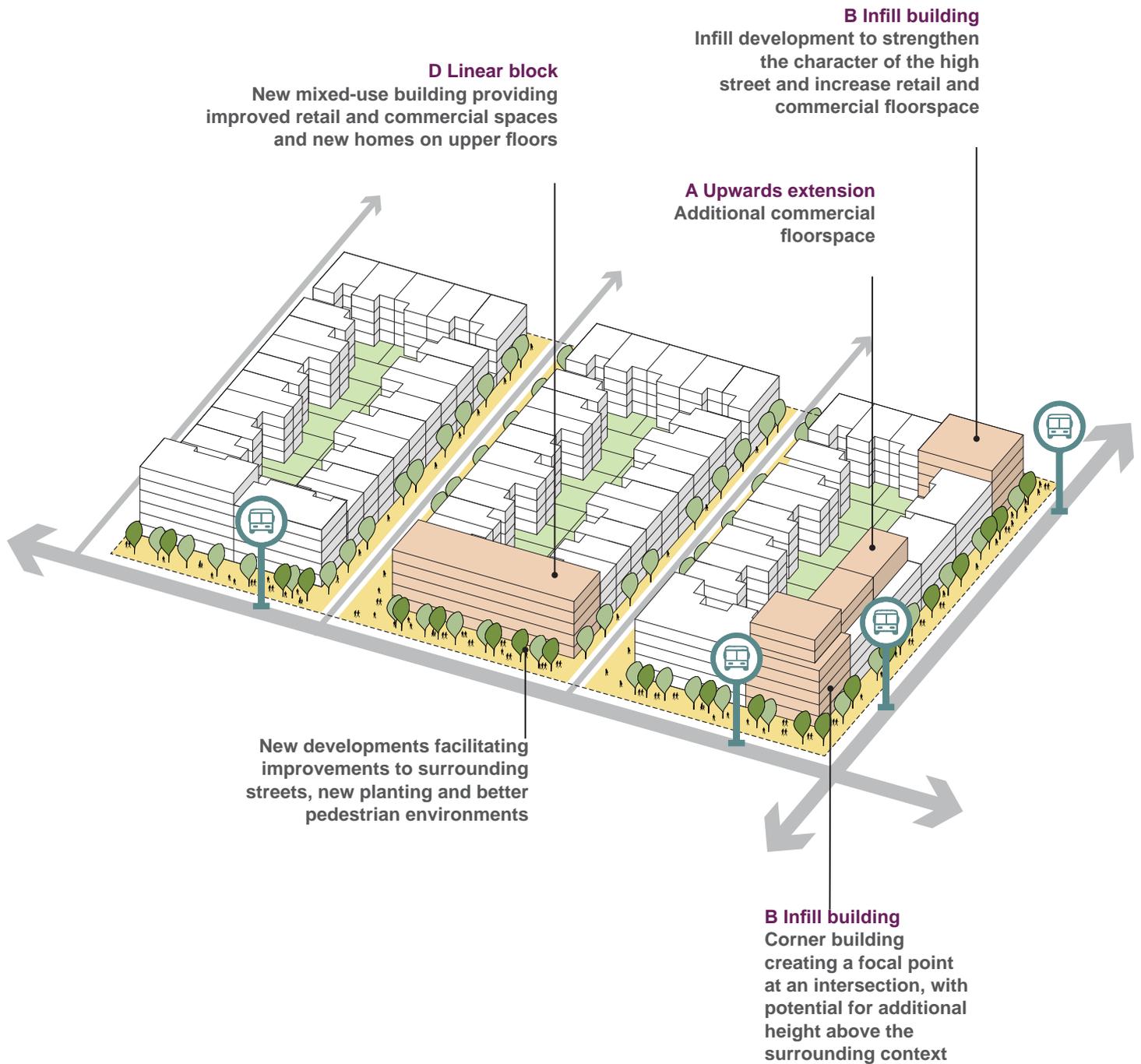


Figure 216 Strengthening our centres scenario - future

Section 6

Potential for growth



Section 6

Potential for growth

This section of the report considers, at a high level, the potential for growth in the borough in relation to the findings of the character study.

This study has been prepared to provide evidence for the Council's emerging Local Plan, including how to deliver a design-led approach to meeting its housing targets. Therefore, the assessment of potential for growth aims to inform an approach which enables future growth of the right type in the right places, as described in the introduction ([Section 1](#)).

The potential for growth assessment is a high level process which overlays sensitivity to change alongside likelihood of change in line with the methodology described in [Appendix A](#). This approach is based on character, and there will be other factors which need to be taken into account when defining capacity for development within the borough.

Structure of this section

The following pages show the individual layers of analysis and how they are overlaid.

The maps on the following pages are intended as a guiding framework for assessing design-led opportunities for growth at a more detailed level as part of future strategies and/or studies. They should be read in conjunction with the character area profiles in [Section 4](#).

The maps are intended to be used at a borough scale. Any individual sites will need to be carefully considered on a site by site basis and considering other relevant constraints.

Part [6.1](#) summarises and maps **sensitivity to change** of the different character areas, with reference to the findings of the character study.

Part [6.2](#) describes and maps the **likelihood of change** analysis, overlaid by the character areas.

Part [6.3](#) brings these two sets of analysis together to map **potential for growth**.

6.1 Mapping sensitivity to change

The first stage in assessing potential for growth is to map sensitivity to change.

[Figure 217](#) illustrates a high level assessment of sensitivity of different parts of the borough. The sensitivity of each character area (or parts thereof) has been assessed through the characterisation process reported in [Section 4](#), using the method described in [Appendix A](#). The sensitivity is assessed in relation to each character area's relative sensitivity to tall buildings, to a generic principle of a building that is approximately 50% higher than the existing average building height. Judgements on sensitivity consider the relative value of the character area, indicated by the presence of valued features or negative qualities, and susceptibility, informed by the pattern of built form, scale and style of built form, land use, distinctiveness and condition, historic features, perceptual qualities, skylines and key views.

The sensitivity assessment has been undertaken at a borough-wide scale and is therefore necessarily broad-brush. These are high level judgements based on overall character. In reality, sensitivity will vary on a site by site basis. 'High' sensitivity does not necessarily mean no development can happen, but it highlights areas where extensive change is unlikely to be appropriate and where the design of any new development should be especially sensitive. Likewise 'low' sensitivity does not necessarily mean that development can or should happen, but that the character of the area may be enhanced through positive change. Each development site should be assessed on a case by case basis.

Specific sites would need to consider sensitivity to specific development types including their land use and design quality. The sensitivity assessment is based purely on character and does not consider deliverability.

Darker shades of blue indicate areas of highest sensitivity. These cover a large proportion of the borough, reflecting high sensitivity of its conservation areas and high quality townscapes. Areas with a lower sensitivity to change (shown in the paler shade of blue) include (from north to south):

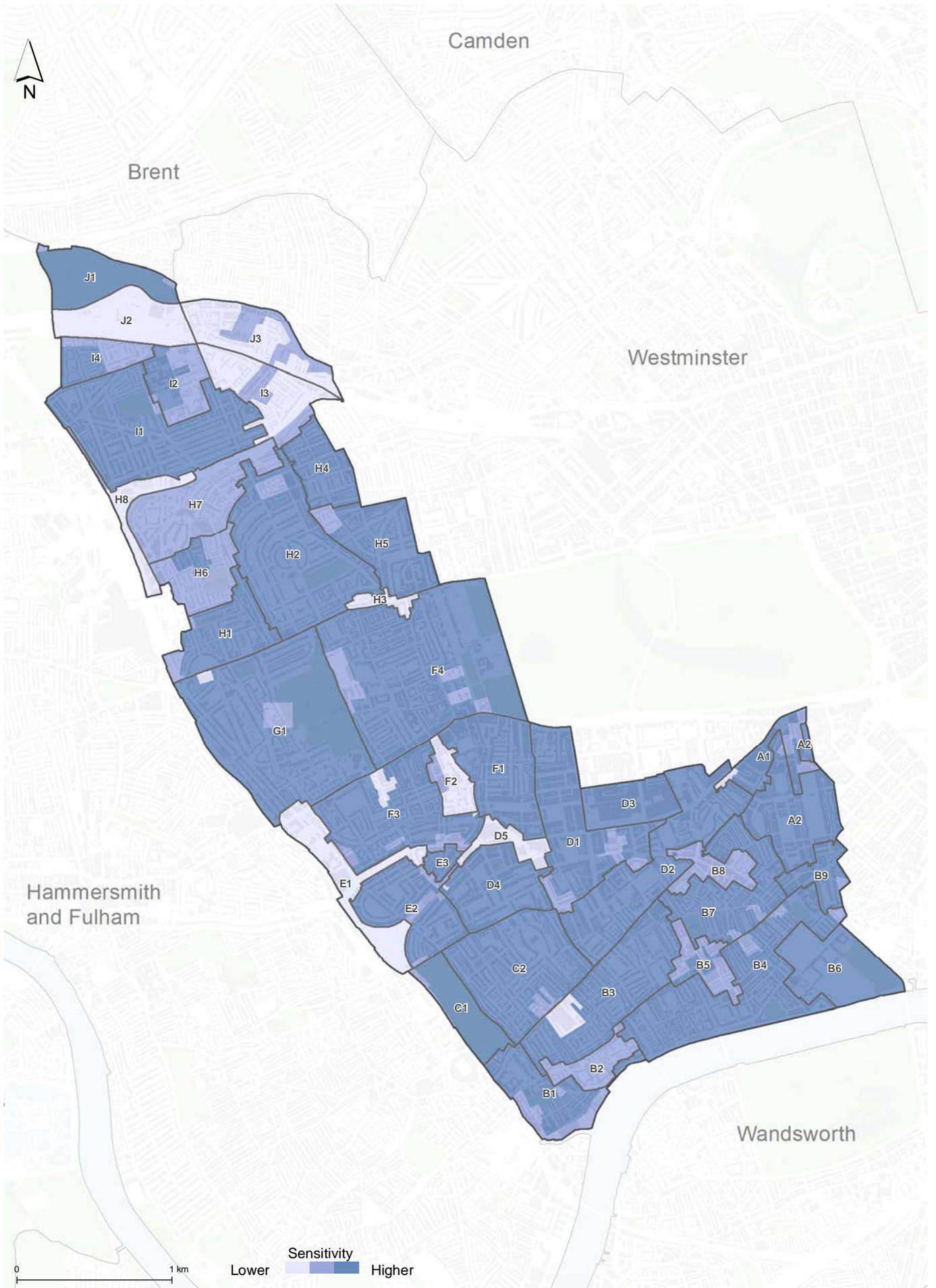


Figure 217 Sensitivity plan

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- the development site at Kensal Canalside and residential areas in North Kensington, east of Ladbroke Grove and north of the Westway A40 (character areas J2, J3 and I3);
- mixed land uses adjacent to the Westway/A3220 in the west of the borough (character area H8);
- Notting Hill Gate town centre (character area H3);
- the existing and future development sites around Earl's Court (E1); and
- mixed land uses to the south of High Street Kensington Station (character area F2) and west of Gloucester Road Station (character area D5).

6.2 Mapping likelihood of change

The second stage in assessing potential for growth is to map likelihood of change.

This is a broad, high level analysis using GIS data on aspects such as public transport accessibility and planning policies. The main purpose of this stage is to understand where growth would be most appropriate given the more practical factors such as accessibility and policy constraints, aiming to reflect the locations which are more likely to come forward for development or redevelopment than others.

The likelihood of change analysis is mapped in [Figure 218](#). The methodology for undertaking this assessment - including the definition of low, medium and high probability - is set out in [Appendix A](#).

In summary, factors which give rise to a **higher likelihood of change** include:

- areas which are already designated for development (through an existing site allocation), including areas with likely forthcoming masterplans and major planning applications;
- areas which have a high Public Transport Accessibility Level (PTAL) score, or are in proximity to a town centre or station.

This is not to suggest that all sites within these areas are acceptable for development; rather, that as a whole the likelihood of change is higher.

Factors which give rise to a **lower likelihood of change** include:

- areas of open space and flood zones;
- areas with a very low PTAL score (0-2);
- council-owned estates (for the purposes of this study council-owned estates are not considered as having high potential for growth as any development within them will be co-designed with communities).

Again, this is not to suggest that no change will occur in these areas; however, as a whole the likelihood of change is lower.

On a site-by-site basis, there will be a number of factors that influence likelihood of change, including:

- existing uses including protected status of designated facilities such as sports facilities;
- quality, fitness-for-purpose and vacancy;
- site size and configuration; and
- ownership.

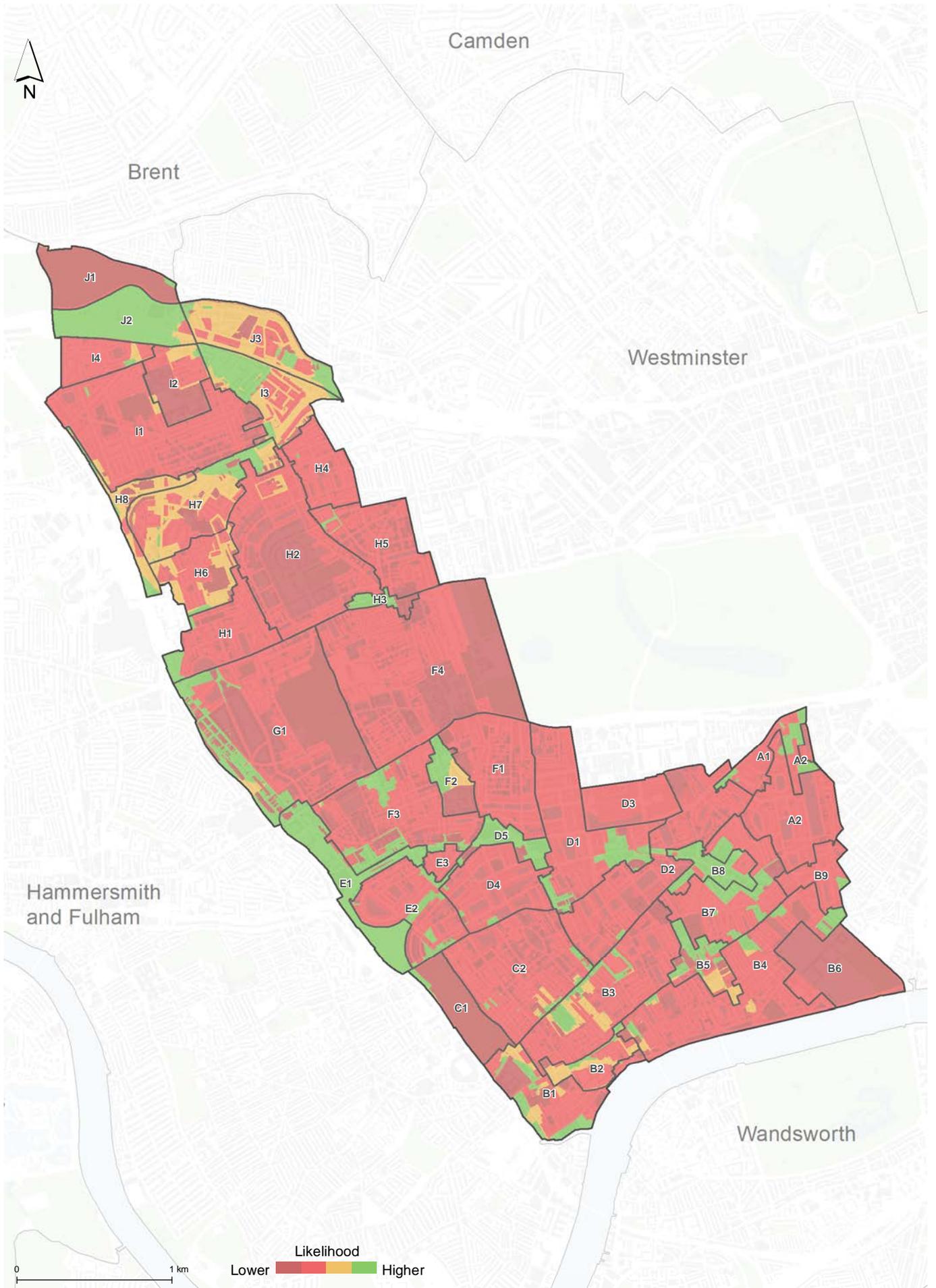


Figure 218 Probability of change plan

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6.3 Mapping potential for growth

The potential for growth of different parts of the borough has been assessed by combining the analysis of sensitivity to change and likelihood of change.

The matrix in [Table 1](#) illustrates how the assessments of sensitivity and likelihood of change are combined to indicate potential for growth. These are mapped in [Figure 219](#).

The dark red indicates the parts of the borough with the least capacity for change. These represent areas of very low likelihood of change and a high or medium sensitivity to buildings 50% taller than prevailing height. These are generally the conservation areas, open spaces and areas with high townscape quality.

Dark green areas indicate the areas of the borough with the most capacity for change. These generally have a high potential or a lower sensitivity to change.

The potential for growth assessment is a high level process which overlays sensitivity to change alongside likelihood of change in line with the methodology described in [Appendix A](#). This approach is based on character, and there will be other factors which need to be taken into account when defining capacity for development within the borough.

The assessment does not consider deliverability of development. It also does not consider where areas may have already been built out (e.g. Wornington) or those areas where there are other reasons for being low capacity (such as residential areas with little practical developable space). Within these areas there may still be limited potential for infill or upward extension but these areas would need to be examined at a finer grain of detail.

The potential for growth map is intended as a guiding framework for assessing design-led opportunities for growth at a more detailed level as part of future strategies and/or studies and should be read in conjunction with the character area profiles in [Section 4](#). Any individual sites will need to be carefully considered on a site by site basis and taking into account material considerations.

		Potential for growth			
Likelihood		High	Medium	Low	Very low
Sensitivity	High	5	3	2	1
	Medium	6	4	3	1
	Low	7	5	3	2

Table 1 Potential for growth matrix

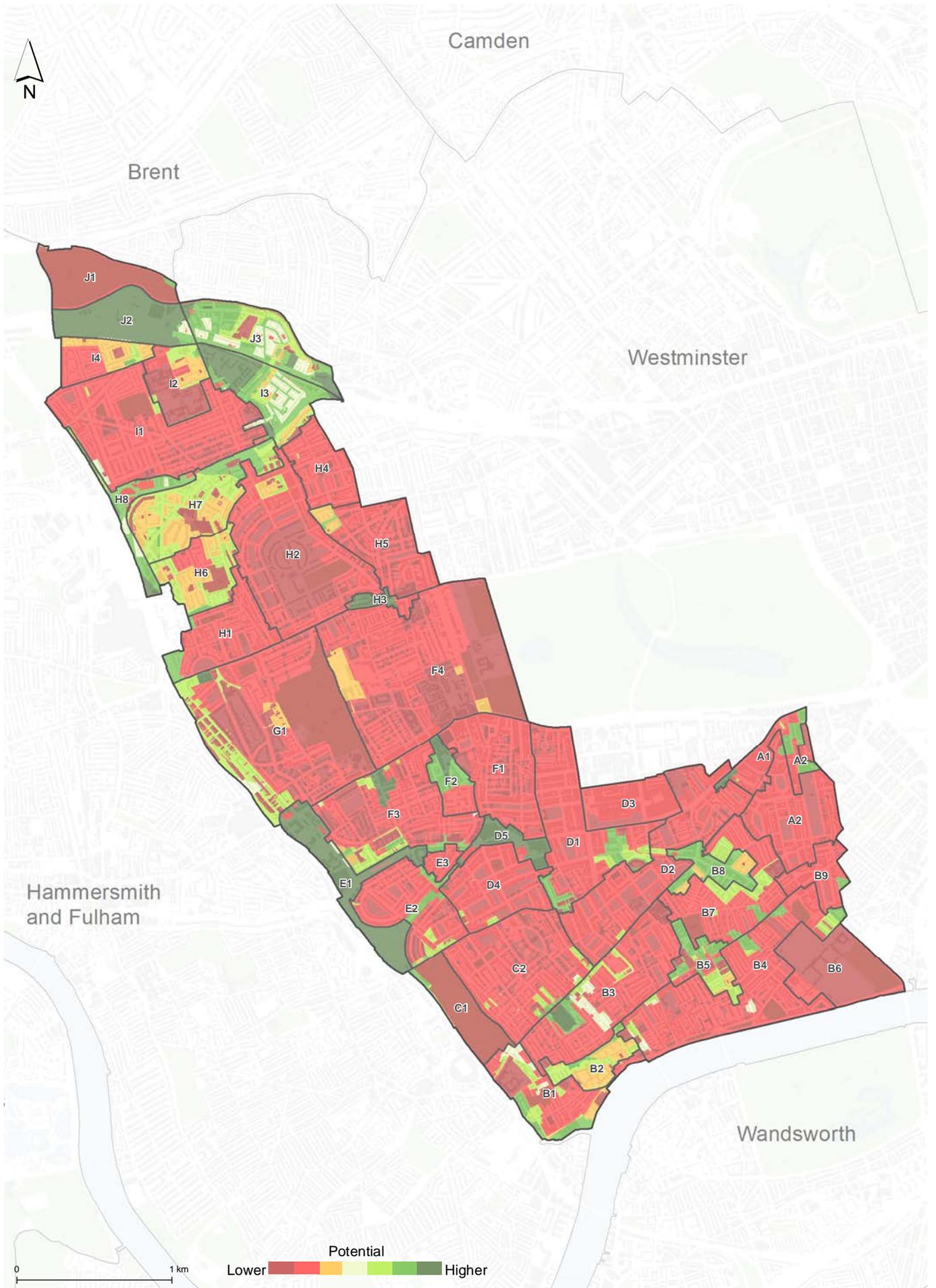


Figure 219 Potential for growth plan

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6.4 Opportunity map

The opportunity map for RBKC considers the potential for growth map from the previous page, alongside the character area profiles and guidance contained within them, to illustrate the areas of potential opportunity for good growth in the borough.

The opportunity map is presented in [Figure 220](#) opposite. It is based on the potential for growth map ([Figure 219](#)) on the previous page, but it excludes areas of low and very low potential.

The opportunity map shows broad areas considered to have a medium or higher potential for growth, based on the potential for growth assessment (coloured orange and shades of green on the map). These areas have been examined alongside the character profiles in [Section 4](#) to understand in more detail what the potential opportunity may be and the potential building types that may be appropriate. The potential opportunity areas are illustrated with a wheel symbol or an arrow symbol on the map.

The map highlights broad areas rather than specific sites and does not consider the deliverability of development, which would need to be considered as part of a separate study.

The opportunity map highlights the following areas:

- Known areas of change (opportunity areas and Local Plan areas of change/strategic sites) identified in [Figure 4](#),
- Additional opportunities for good growth for different building types.

The Council-owned estates are not included because, following the Grenfell Tower tragedy, the Council made a commitment to end all wholesale estate regeneration on its housing estates. While a Council-led New Homes Delivery Programme is underway, this work will be co-designed sensitively on a site-by-site basis with the communities.

Each opportunity is set out in [Table 2](#) which contains details of the future building types that may be appropriate, as well as any potential additional constraints to development at a high level.

Note on the potential for growth assessment

The potential for growth assessment is a high level process which overlays sensitivity to change alongside likelihood of change in line with the methodology described in [Appendix A](#). This approach is based on character, and there will be other factors which need to be taken into account when defining capacity for development within the borough.

The assessment does not consider deliverability of development. It also does not consider where areas may have already been built out (e.g. Wornington) or those areas where there are other reasons for being low capacity (such as residential areas with little practical developable space). Within these areas there may still be limited potential for infill or upward extension but these areas would need to be examined at a finer grain of detail.

The potential for growth map is intended as a guiding framework for assessing design-led opportunities for growth at a more detailed level as part of future strategies and/or studies and should be read in conjunction with the character area profiles in [Section 4](#). Any individual sites will need to be carefully considered on a site by site basis and considering other necessary constraints.

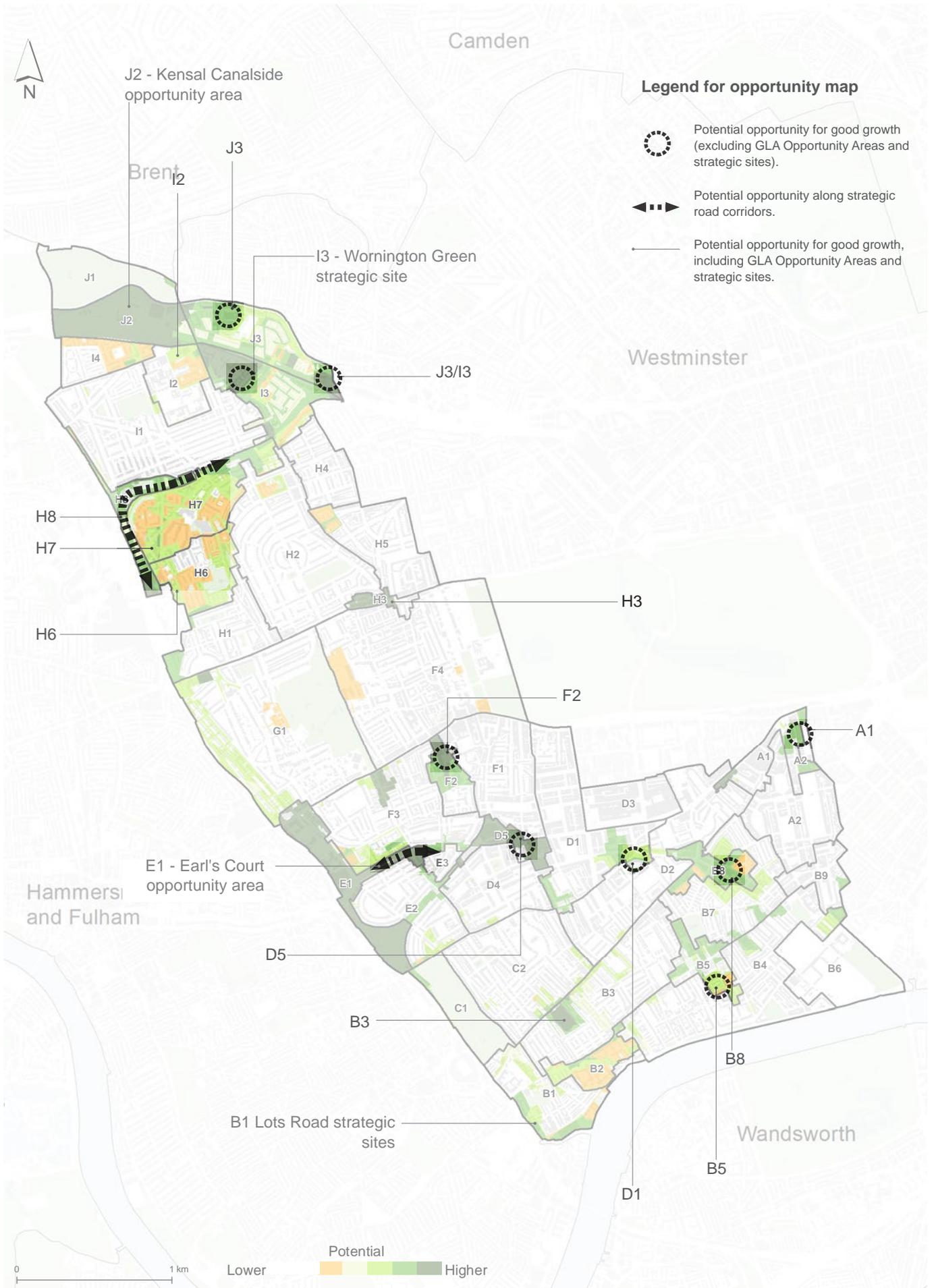


Figure 220 Opportunity map - refer to [Table 2](#) for details

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Character area	Known development area*	Details of opportunity for growth, including other potential constraints
A1 Knightsbridge (See page 54)	No	<ul style="list-style-type: none"> • Potential for redevelopment of individual plots to replace poor quality buildings (particularly areas of lower sensitivity identified in the character profile). Potential for upward extensions; infill. • Within Knightsbridge place of particular national/international reputation. Northern part of Knightsbridge falls within the London Central Activities Zone (CAZ). Its significance as an urban centre means that individual plots are likely to come forward for future development and incremental but localised change may take place over time.
B1 Lots Village and Stanley (See page 60)	Yes	<ul style="list-style-type: none"> • Potential for upward extensions; infill; co-location. • Lots Road strategic sites and Lots Road area of change.
B3 Chelsea Park and Sloane/Stanley (See page 68)	No	Whilst the potential for growth analysis has identified Chelsea and Westminster Hospital in the higher potential for development category (owing to the potential to improve the architectural quality of the building), its surroundings are of high sensitivity. There are also significant land use constraints and the hospital is a valued use. Viability constraints mean that if redevelopment were to come forward in the future it would not be any bigger as there is no capacity on site. Therefore this site has not been identified as an opportunity.
B5 King's Road & Sydney Street (See page 72)	Yes	<ul style="list-style-type: none"> • Potential opportunity for upward extension; infill; co-location near to town centre. • Strategic site at Chelsea Farmers Market located to the north of the character area. • Within King's Road/Sloane Square. Its significance as an urban centre means that individual plots are likely to come forward for future development and incremental but localised change may take place over time.
B8 Sloane Avenue North (See page 80)	No	<ul style="list-style-type: none"> • Potential opportunity near to South Kensington town centre e.g. for upward extension/co-location. • Within South Kensington. Its significance as an urban centre means that individual plots are likely to come forward for future development and incremental but localised change may take place over time.
D1 Queen's Gate and South Kensington (See page 90)	No	<ul style="list-style-type: none"> • This is a character area identified as high sensitivity, however, there is opportunity for redevelopment at South Kensington Station. Given the area's high sensitivity, any development should be of particularly high quality and ensure it respects the area's valued features and its setting. • Within South Kensington.
D5 Gloucester Road Station (See page 98)	No	<ul style="list-style-type: none"> • Potential opportunities for infill and to replace negative buildings (e.g. Holiday Inn and Sainsbury's sites) - upward extensions; infill; linear blocks for more significant redevelopment. However, there may in reality be limited opportunities for infill and significant redevelopment may not be viable due to the infrastructure work likely to be required.
E1 Earl's Court & Warwick Road (See page 102)	Yes	<ul style="list-style-type: none"> • Earl's Court Exhibition Centre and Warwick Road strategic sites. • Within Earl's Court and West Kensington Opportunity Area. • Including potential for strategic development along Cromwell Road.
F2 Kensington Green Estate (See page 112)	No	<ul style="list-style-type: none"> • Potential opportunities for infill to replace existing negative buildings e.g. hotels, in proximity to High Street Kensington - upward extensions; infill; co-location. • Hotels are large and protected land uses so in reality there may be limited capacity. • Northern part within Kensington High Street. Its significance as an urban centre means that individual plots are likely to come forward for future development and incremental but localised change may take place over time.
H3 Notting Hill Gate (See page 126)	No	<ul style="list-style-type: none"> • Potential opportunities for infill/co-location within Notting Hill Gate town centre. • Within Notting Hill Gate area of change.
H6 Avondale (See page 134)	No	Whilst the potential for growth analysis has identified some parts of the character area as having potential for growth due to the architectural quality of some buildings which could be improved, its surroundings are of high sensitivity. There are also a large number of council-owned estates which are not identified as an opportunity for growth as any development will be co-designed with local communities.
H7 Notting Dale (See page 136)	No	Any development will be dealt with by the Lancaster West Neighbourhood Team in conjunction with the community. In reality there will not be a high degree of change likely to be limited to small infill.

H8 The Westway and West London Railway Corridor (See page 140)	Yes	<ul style="list-style-type: none"> • Potential opportunities for infill/co-location. • However, includes designated land uses including tennis courts which will limit development potential in reality. • Includes Latimer Road strategic site.
I2 St Charles Square, Balfour and Treverton Estates (See page 146)	No	Whilst the potential for growth analysis has identified some parts of the character area as having potential for growth due to the potential to improve character, in reality there is limited opportunity for growth within the area as areas have either already been built out or are council-owned estates which are not identified as an opportunity for growth as any development will be co-designed with local communities.
I3 Wornington Green and Portobello Square (See page 150)	Yes	<ul style="list-style-type: none"> • Opportunity to make more efficient use of space e.g. through upward extensions and improve character in proximity to the Golborne area of change. • In reality, other opportunities for growth within the area are largely within the Wornington Green Estate, development which is ongoing.
J2 Kensal Gas Works (See page 160)	Yes	<ul style="list-style-type: none"> • Kensal Canalside Opportunity Area including strategic sites where redevelopment will transform the area into a high quality, well-connected, attractive and sustainable canalside neighbourhood.
J3 Kensal New Town (See page 164)	Yes	<ul style="list-style-type: none"> • Potential opportunity for different future building types including co-location where there are vacant sites/single storey plots. Opportunity to enhance character close to other development areas within the Golborne area of change, and the canal. • In reality there may be limited opportunity for growth within the area as areas have either already been built out or are council-owned estates which are not identified as an opportunity for growth as any development will be co-designed with local communities. • Within Golborne area of change.
J3/I3 Kensal New Town and Wornington Green and Portobello Square (See page 164) and (See page 150)	No	<ul style="list-style-type: none"> • Potential opportunity by Westbourne Park Station, though there are significant infrastructure constraints.

* GLA Opportunity Areas and strategic sites

Table 2 Opportunities identified on the opportunity map

6.5 Recommendations

This Character Study provides a baseline townscape character assessment for the borough, identifying its locally distinctive character areas. It focusses on the areas of the borough which can more easily accommodate change, forming a framework for further work and future area and site-specific design briefs or design codes.

The following recommendations are provided for the Council to further explore opportunities for good growth in the borough.

- Character within Local Plan policy: character and design is clearly an important part of what makes RBKC special. In order to ensure that the character is retained and reinforced, the Local Plan should include policies on design and character, including more detail from this Character Study within any area-based policies as well as referring to relevant Conservation Area Appraisals and Management Strategies.
- Use and promotion of the character profiles: for any new development in the borough, paying particular attention to the valued qualities and negative features to ensure new development takes opportunities to maintain and reinforce character.
- Consider producing a design guide or similar document to further explore the future building types.
- Review the opportunity map to identify further site-specific design guidance or planning briefs that may be appropriate.
- Tall buildings: further work to explore appropriate locations and heights for tall buildings within strategic sites and other areas being considered for potential good growth.
- Consider producing a small sites design guide to explore in more detail the types of good growth appropriate for small sites in the borough.

Appendices



Appendix A

Methodology

A.1 Overview

This appendix sets out the methodology for the study. A flow chart summarising the methodology is provided on the following page ([Figure 221](#)). A summary of the methodology is provided in "[Methodology overview](#)" on page 8.

The borough has an outstanding and distinctive townscape. Fine-grained differences in character and local distinctiveness require a fine-grained approach to defining character areas to provide an understanding of areas with the greatest potential for growth.

The study aims to record elements important to character and identify opportunities for good growth at a high level and is not intended to identify sites at a granular level.

A.1.1 Guidance

The method for undertaking the character and capacity study follows guidance by the Landscape Institute, Natural England and the GLA. The key documents are listed below:

- London Plan, 2021;
- An Approach to landscape character assessment, Natural England, 2014;
- Character and context, Supplementary Planning Guidance, GLA, 2014;
- Guidelines for Landscape and Visual Impact Assessment (GLVIA3), Landscape Institute and IEMA, 2013;
- London View Management Framework SPG; and
- National design guide, MHCLG, 2019;
- National Model Design Code, MHCLG (2021);
- Good Quality Homes for all Londoners SPG (draft).

A.1.2 London Plan

The London Plan was adopted in March 2021 and is the new spatial development strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for good growth. The key policies guiding the study are listed below.

- D1 London's form, character and capacity for growth;
- D2 Infrastructure requirements for sustainable densities;
- D3 Optimising site capacity through the design-led approach;
- D9 Tall buildings; and
- H2 Small sites.

A.2 Review

The first stage of the study involves developing a full understanding of the context and policy background.

This includes a review of national and regional policy (the London Plan), national design guidance and London Plan Supplementary Planning Guidance (SPGs). It also includes reviewing information from the Council's Local Plan evidence base documents and their methodologies, enabling an understanding of what work has been undertaken to date, how it might inform the study and any potential gaps the study may need to fill.

A.2.1 Documents

The key documents reviewed are listed in [Table 3](#) with a brief summary as to how they have informed the study. They include:

- Building Height SPD;
- Conservation area appraisals;
- Neighbourhood Plans (St Quintin and Woodlands, Norland);
- Local Plan 2019;
- Place SPDs (Earl's Court, Notting Hill Gate, Kensal Canalside).

REVIEW

GATHER DATA

REVIEW POLICIES & PREVIOUS STUDIES

KEY FEATURES

CHARACTERISATION:
DRAFT CHARACTER AREAS

AREAS OF
EXCEPTIONAL
OUTSTANDING
VALUE*

OTHER AREAS WHICH
MAY HAVE
OPPORTUNITY
FOR GROWTH

SIMPLE
CHARACTER
PROFILES

DETAILED
CHARACTER
PROFILES

DEFINE EXISTING
BUILDING TYPES

DRAFT FUTURE
BUILDING TYPES

* Growth unlikely to be appropriate

SITE VISITS

PUBLIC CONSULTATION

IDENTIFY

REFINE SIMPLE
CHARACTER
PROFILES

EVALUATION & REFINE
DETAILED
CHARACTER PROFILES

SENSITIVITY TO
CHANGE

LIKELIHOOD OF
CHANGE

POTENTIAL FOR
GROWTH

REFINE FUTURE
BUILDING TYPES

RECOMMENDATIONS

OPPORTUNITY MAP

Figure 221 Methodology overview

Document name	Author	Date	Relevant content	Analysis
Building Height Supplementary Planning Document (SPD)	RBKC	2010	Identifies broad strategic locations in the borough that are unable or less able to absorb the impacts of tall buildings, and describes the positive tests that new proposals for tall buildings should satisfy	Provides details of key views and panoramas in the borough as well as landmark buildings. Provides helpful baseline information relating to the physical context of the borough, views and landmark buildings.
Conservation area appraisals	RBKC	various	The CAAs typically include: A map of the Conservation Area / character analysis / important views if there are any / heritage assets / architectural details. The character analysis is made up of Spatial character: townscape / streetscape / views / greenspace and Architectural character: monuments & buildings / named special and or listed buildings	Character areas: detailed information on the history, special qualities and positive and negative contributions of buildings.
St Quintin And Woodlands Neighbourhood Plan 2015-2030	St Quintin and Woodlands Neighbourhood Forum	2018	Policies and guidance for the Neighbourhood Plan Area	Character areas: Ref to the plan in the relevant character area appraisal.
Norland Neighbourhood Plan 2013-2028	Norland Neighbourhood Forum	2013	Volume 2 – provides overview of historical development of area and a townscape character	Consider using as a character area/ 'place' boundary
Earl's Court Masterplan SPG			Farrells' masterplan for the site was consented by two London boroughs – Kensington and Chelsea, and Hammersmith and Fulham – back in 2012.	
London's Natural Signatures		2011	Divides London into character areas known as 'natural signatures' and contains high level character information. 4 areas within Wandsworth: areas 13, 15, 16 and 17.	
London Borough of Wandsworth, Urban Design Study. Arup, 2020.		2020	Character areas, development capacity and design guidance. Approach and characterisation.	Ensure neighbouring character areas align.
London Borough of Hammersmith & Fulham (character study underway - no published information).				
London View Management Framework (LVMF)	GLA	2012	Description of the city's designated views.	
Thames Strategy (Kew to Chelsea)		2002	A study prepared to analyse issues and develop constructive ideas for action.	Provides a strategic context to this stretch of the river and more specific descriptions and action plans for individual character reaches.

Table 3 Documents reviewed

A.3 Key features

A.3.1 Characterisation methodology

A.3.1.1 Desk study

Desk study of existing published information and data is used to determine character areas for verification in the field and through consultation.

A.3.1.2 Characterisation

Characterisation is the process of dividing the borough into character areas, and defining the boundaries of those areas based on a transparent process.

For this study, the first step of the process is **draft characterisation**. Broad character areas are defined which cover the whole borough, based on areas

of similar character as a result of elements such as building typology, urban form, street pattern, transport infrastructure, designations and open spaces. This stage gives a general understanding of the borough and its building types.

In addition to considering all of the evidence noted in the sections above, one of the key principles for defining boundaries for the study was avoiding splitting conservation areas, in order to make the document easy to use in combination with the character area appraisals, and because the conservation areas have undergone a significant degree of detailed evaluation. Therefore, where possible, conservation areas are contained within a character area rather than extending across multiple character areas.

Boundaries are rarely clear lines on the ground,

and represent a gradual transition. Therefore all boundaries should be treated as approximate lines of transition between areas of different character.

Broad areas are then subdivided into smaller units based primarily on quality and sensitivity to change, informed by conservation areas. This is a fine-grained analysis, identifying the following:

- **Areas of exceptional outstanding value (simple character profiles)** where significant growth is unlikely to be appropriate owing to their outstanding quality and local distinctiveness (e.g. grade I listed buildings, registered parks and gardens). These areas are excluded from further evaluation.
 - There is usually a lot of existing detailed information for these areas within conservation area appraisals and other published documents such as Historic England's Register of Parks and Gardens.
 - A summary of their character is provided within as **simple character profiles** (coloured green in the report).
 - The summary incorporates values captured during the public consultation.
 - Although extensive change is unlikely to be appropriate in such areas, there may be opportunity for growth on an individual plot basis.
- **Other areas which may have opportunity for growth (detailed character profiles).**
 - These include areas where character is fragmented and in need of enhancement, and where there are detractors that weaken sense of place and therefore may be appropriate for character to change and new development provide a positive contribution to character (and the borough as a whole).
 - These areas also include more sensitive areas where there may be smaller scale opportunities for growth.
 - **'Detailed' character profiles** are coloured blue in the report.

Defining character areas draws on a wide range of information including town centres, building types, conservation areas, urban grain, open spaces, social data and historic mapping.

The structure of the detailed character profiles are explained in [A.4 Identify](#).

At an early stage, a **draft building typology** is also developed to feed into the characterisation. This also

informs an emerging typology of **draft future building types** to be refined in future stages.

A.3.2 Site survey

Field surveys were carried out between September 2020 and March 2021. The field surveys were focussed on the character areas with opportunities for change, and focussed on obtaining perceptual aspects of character, verifying desk study and contributing to valued features/negative qualities. Site observations also capture features of local distinction and aspects of townscape quality and condition.

Public consultation

Public consultation was carried out in May and June 2021 (refer to [Appendix C](#)). The consultation invited feedback on the character area boundaries and names, descriptions, valued features and future strategies for the character areas.

The feedback from the consultation fed back into the study to refine character area boundaries, valued features, negative qualities and guidance for future development.

Although the areas with simple character profiles are not the focus of this study, consultation was still carried out for these areas and was fed back into the summary descriptions in a summarised, high level form.

A.4 Identify

Following consultation, the simple character profiles are **refined and supplemented with additional information on key valued features** at a high level.

The character areas with **detailed profiles are also refined** and supplemented with additional information gained from consultation on key valued features and negative qualities for enhancement. These areas are assessed in more detail and **evaluated**, considering their **sensitivity to change**, using Landscape Institute industry guidance.

A.4.1 Structure of the detailed character profiles

The detailed character profiles are spread across four pages. The first pages contain the **character description** and a map of the character area, and the second two pages contain the **character evaluation**. Each section is described in further detail below.

A.4.1.1 Key characteristics

For each character area a summary of the key elements that contribute to the local distinctiveness

of the character is provided, noting the relevant aspects of particular importance to each area. The character descriptions are summarised as a set of **key characteristics**, described as *the combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.*

The descriptions incorporate relevant elements listed in Policy D1 of the London Plan shown in [Figure 222](#).

Policy D1 London's form, character and capacity for growth

Defining an area's character to understand its capacity for growth

A Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas' capacity for growth. Area assessments should cover the elements listed below:

- 1) demographic make-up and socio-economic data (such as Indices of Multiple Deprivation, health and wellbeing indicators, population density, employment data, educational qualifications, crime statistics)
- 2) housing types and tenure
- 3) urban form and structure (for example townscape, block pattern, urban grain, extent of frontages, building heights and density)
- 4) existing and planned transport networks (particularly walking and cycling networks) and public transport connectivity
- 5) air quality and noise levels
- 6) open space networks, green infrastructure, and water bodies
- 7) historical evolution and heritage assets (including an assessment of their significance and contribution to local character)
- 8) topography and hydrology
- 9) land availability
- 10) existing and emerging Development Plan designations
- 11) land uses
- 12) views and landmarks.

Figure 222 Policy D1, London Plan
© GLA

Building types

This section lists the most prominent building types in the character area. The building types are set out in [Section 3](#), based on elements such as height, massing, layout and materials. It is not intended to be an exhaustive list but aims to capture the main patterns and overall types. The buildings types listed in the character profiles are only residential types apart from where a non-residential use is a major contributor to the character of the area (e.g. town centres).

A.4.1.2 Character area map

The primary aim of the character area map is to show the boundary of the character area. Other information including conservation areas, listed buildings, Registered Parks and Gardens and open spaces are also provided for context. The buildings are shaded according to their relative height within the borough. This data is from the Ordnance Survey Mastermap (OSMM) relative heights (RelHmax).

A.4.1.3 Valued features

Valued features are described as *an overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.*

This aims to draw out what is valued, and why, using information gathered through field survey and public consultation. Definitions of value are guided by criteria in Guidelines for Landscape and Visual Impact Assessment (GLVIA) - see [Figure 223](#).

Box 5.1

Range of factors that can help in the identification of valued landscapes

- **Landscape quality (condition):** A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
- **Scenic quality:** The term used to describe landscapes that appeal primarily to the senses (primarily but not wholly the visual senses).
- **Rarity:** The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Type.
- **Representativeness:** Whether the landscape contains a particular character and/or features or elements which are considered particularly important examples.
- **Conservation interests:** The presence of features of wildlife, earth science or archaeological or historical and cultural interest can add to the value of the landscape as well as having value in their own right.
- **Recreation value:** Evidence that the landscape is valued for recreational activity where experience of the landscape is important.
- **Perceptual aspects:** A landscape may be valued for its perceptual qualities, notably wildness and/or tranquillity.
- **Associations:** Some landscapes are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area.

Based on Swanwick and Land Use Consultants (2002)

Figure 223 Range of factors that can help in the identification of valued landscapes, from Guidelines for Landscape and Visual Impact Assessment

© 2013 Landscape Institute and Institute of Environmental Management & Assessment

The GLVIA criteria have been adapted and interpreted for the purposes of this study, as shown in [Table 4](#).

Value	Indicators of value	
	Valued features	Negative qualities
Townscape condition The physical state of the townscape and condition of individual elements (buildings, green space, public realm, streets, gardens etc.)	Well-managed Intact Characteristic elements in good condition.	Under-managed Poor state of repair Signs of decay Degraded Land use decline/change (e.g. front gardens paved over)
Scenic quality Particular scenic and aesthetic qualities. Special pattern of townscape elements that create high aesthetic quality or sense of place. Views, visual unity. Balance, Proportion, Rhythm, Emphasis, Unity, Variety.	Harmonious Unified Dramatic features Visual contrasts Special pattern of landscape elements High aesthetic quality Important features in views Distinctive skyline Vertical Horizontal. Views Panoramic/framed views Memorable views Distinctive views.	Discordant Incongruous elements Fragmented Conflicting elements Out of proportion. Views: Visual intrusions
Distinctiveness Important examples of townscape features and characteristics that contribute to a strong sense of place and recognisable local distinctiveness. Representativeness. Typically recognisable of Kensington and Chelsea.	Rare features/ characteristics in the townscape Coherent/ Strong townscape character – strong pattern of features Distinct built form, materials or landscape Important or recognisable features or characteristics Community influences Landmarks	Indistinct character Unremarkable Development unsympathetic to character.
Natural/ historic interest Presence of features of wildlife, earth science or archaeological or historical and cultural interest.	Features of natural interest Wildlife Important for biodiversity – may be indicated by ecological designations. Historic character – e.g. indicated through listed buildings, conservation areas, Scheduled Monuments Features of historic interest	Few features of natural/historic interest.
Townscape function Particular or special role of the area in the local context.	Special function as a setting to valued townscape features Visual backdrop Open gap Recreation value - where experience of the landscape is important – e.g. indicated through presence of outdoor visitor attractions/ country parks. Active street frontages	Little townscape function role.

Value	Indicators of value	
	Valued features	Negative qualities
Perceptual aspects Experiential qualities such as sense of tranquillity; sensory qualities (sound, smell, texture); perceptions of safety, pollution	Sense of 'wildness' Sense of 'tranquillity' Lack of intrusion Quiet Calm Colourful Texture Intimate Vast Enclosed Open Diverse Interesting Inspiring Exhilarating Vibrant Formal	Busy Cluttered Poor legibility Monotonous Awkward juxtapositions Safety Garish Noisy Lack of green
Cultural associations Some townscapes are associated with particular people, such as artists or writers, or events in history.	Art Literature Battlefield Film Music Myth/ Legend/ Folklore People Events.	Few cultural associations

Table 4 Indicators of valued features and negative qualities

A.4.1.4 Negative qualities

Negative qualities, described as *qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.*

These were identified from site visits, published information and from feedback given in public consultation.

A.4.1.5 Sensitivity

This section contains an overview of the likely sensitivity of the character area considering its relative value and susceptibility to they types of changes likely to occur in the area. The method for the sensitivity assessment is described in more detail in [A.6 Assessing sensitivity to change](#).

A.4.1.6 Guidance

This section provides a broad overview of the proposed building type suitability for the area and high-level guidance associated with it.

A.5 Developing future building types

To make sure there is good growth in the borough, new homes and buildings need to be incorporated in the right locations in a way that improves the local area.

The future building types identified in the study are based on the research carried out on the character of the different areas across the borough and guided by

precedent and best practice.

The building types are illustrative. They will not be acceptable in every part of the borough, but they serve as a useful starting point in the evolution of a design proposal.

The future building types are intended to be a useful starting point for a range of small-medium sites across the borough, but are not suggested as appropriate models for larger sites including the two Opportunity areas at Earl's Court and Kensal Canalside or other areas which have developed site-specific masterplans. They bear in mind the following objectives:

- Facilitating retention of a mix of uses, which is valued in the borough for creating a strong sense of community.
- Diversity of housing types complementing each other, reflecting the needs of existing and future residents.
- Optimising site density, with reference to the London Plan's policy on housing density and exploring opportunities to reflect wider character such as with mansion block types.
- Reflecting traditional street patterns and urban form to provide safe, legible and attractive places.
- Applying principles of good design, including in relation to form, layout, experience, quality and character.
- Respecting historic character, including reference to the checklists included in the conservation area appraisals which include making use of Historic England's publications 'Understanding Place: conservation area designation, appraisal and management 2011' and London's Historic Character Thesaurus and User Guide, 2021.

A.6 Assessing sensitivity to change

The method for assessing sensitivity combines judgements on the relative value of the character area and its susceptibility to change.

'Sensitivity' is defined by Natural England's *Approach to landscape sensitivity assessment, 2019*. Essentially, it is a measure of the resilience, or robustness, of a townscape to withstand change arising from development, without undue negative effects on the area's existing character and its values, including changes to valued attributes and views.

It is a way of understanding the ability of each of the character areas to accommodate change.

The method for assessing sensitivity is informed by the Natural England guidance and adapted for the purposes of this study. **As this is a borough-wide study, the assessment of sensitivity is necessarily high level and it should be noted that sensitivity will vary on a site to site basis. Judgements on sensitivity are provided as a guide.**

It should be noted that 'high' sensitivity does not necessarily mean that no change or development can occur, but that any new development should be sensitively designed so as to not detract from the valued or susceptible qualities and characteristics. Likewise, a 'low' sensitivity should not be interpreted as any development can occur, but simply that the features and characteristics *may* mean that the area can accommodate change more easily.

A.6.1 Defining development parameters

The first stage of assessing sensitivity is defining the parameters of the change: i.e. 'sensitivity to *what*'. One of this study's key objectives is understanding potential for growth in relation to 'tall' buildings, and in respect of primarily residential uses, but also occasionally employment and commercial uses.

Therefore, the development parameters are assumed to be:

- either residential or mixed uses;
- employment and commercial uses if in the existing or planned context of the same uses;
- good quality of design and finish; and
- of a height up to 50% above the prevailing building height in the area. The 'prevailing height' is defined in this study as a general average height of existing buildings in the character area, in relation to number of storeys, as noted in the key characteristics. The general average height is defined using GIS information (primarily building height data) and information gathered through site survey.

A.6.2 Assessing value

The second stage of assessing sensitivity involves identifying the relative value of the character area or sub areas. Value is identified as high/ medium/ low based on criteria in [Table 5](#):

Value	Criteria
High	A high proportion of the valued features and are represented in the area, with few negative qualities.
Medium	Some valued features are represented in the area with some negative qualities.
Low	Few valued features are represented in the area with a high proportion of negative qualities.

Table 5 Assessment of value

A.6.3 Assessing susceptibility

The third stage of assessing sensitivity involves judging the relative susceptibility of the character areas. Susceptibility is identified as high/medium/low, informed by the factors below, and criteria in [Table 6](#).

- **Pattern of built form:** whether the proposed scale of development would integrate with the general pattern, or detract from it. Areas with consistent, regular street pattern and a fine urban grain are more likely to be susceptible to change than areas with a mixed or irregular pattern and coarser urban grain.
- **Scale and style of built form:** areas with a small scale of built form and coherent architectural style are more likely to be susceptible to change than areas with larger scale buildings and a mixture of massing, styles and forms.
- **Land use:** consistent residential land uses may be more susceptible to changes or use than mixed land uses.
- **Distinctiveness and condition:** townscapes with a strong and positive townscape character and sense of place, in good condition and with features worthy of conservation, will be more susceptible to change because of the potential impact on their legibility and upon the characteristic features or elements that may be difficult to replace.
- **Historic features and cultural heritage:** areas with a strong historic character or designations such as conservation areas, listed buildings, registered parks and gardens are likely to be more susceptible to change.
- **Perceptual qualities:** areas with high scenic quality, a sense of calm, quiet and tranquillity are likely to be more susceptible to change as new development may detract from these qualities, causing loss or disturbance.
- **Skylines and focal points:** areas with distinctive features on the skyline which would be adversely affected may be more susceptible to change than areas with unmemorable skylines and/or landmarks.
- **Key strategic (LVMF) and designated local views:** areas with valued views are likely to be more highly susceptible to new development which may impact on those views.

Susceptibility	Criteria
High	The characteristics of the area are very susceptible to change and it is unlikely to be able to accommodate development of the type anticipated without significant character change or adverse effects.
Medium	The characteristics of the area are susceptible to change although it may have some potential to accommodate the relevant type of development in some defined situations without significant character change or adverse effects.
Low	The characteristics of the area are robust or degraded and it is likely to be able to accommodate the relevant type of development in many situations without significant character change or adverse effects.

Table 6 Assessment of susceptibility

A.6.4 Judgements on overall sensitivity

The final stage of assessing sensitivity is combining judgements on value and susceptibility to result in an overall judgement on sensitivity. Judgements are either in relation to a whole character area, or for sub areas within a larger character area. A description of overall judgements on sensitivity is provided in [Table 7](#).

Sensitivity	Criteria
Very high	Growth is not likely to be appropriate. The area is very sensitive to all types of development because of its outstanding quality and local distinctiveness (e.g. grade I listed buildings, registered parks and gardens). Tall/taller buildings are very unlikely to be appropriate in these areas. Likely to be associated with the 'conserve' strategy.
High	Extensive change is not likely to be appropriate although there may be individual sites that could accommodate new development if in character with the area. These areas are likely to be high quality residential areas that could accommodate developments of similar proportions/architecture. There may be localised areas within these where tall/taller buildings could be accommodated. Likely to be associated with the 'conserve' or 'restore' strategy.
Medium	Potential for targeted growth: areas where character is mixed with some valued components / features but other areas with the potential for further enhancement. These areas are likely to have specific locations where growth may be possible either without detracting from existing qualities or enhancing local scenes. Areas could receive buildings different in style and architecture if they enhance local character. There are likely to be localised areas where tall/taller buildings could be accommodated. Likely to be associated with the 'restore' or 'improve' strategy.
Low	Opportunity for growth/change: areas where character is fragmented and in need of enhancement, and where there are detractors that weaken sense of place. These areas are likely to be locations appropriate for character to change, and where new development can provide a positive contribution to the character area (and the borough as a whole), leading to potential transformation of character. These will include the Local Plan opportunity areas where these have not been built-out. Development should be well-planned. These areas are likely to be able to accommodate tall/taller buildings. Likely to be associated with the 'transform' strategy.

Table 7 Sensitivity descriptions

A.7 Assessing likelihood of change

The likelihood of change assessment considers the 'likelihood' of areas coming forward for development across the borough. This is a broad, high level analysis using GIS data on aspects such as public transport accessibility, land availability and planning policies.

Indications of 'higher' likelihood is not to suggest that all sites within this areas are acceptable for development; rather, that as a whole the likelihood of change is higher. Likewise, an indication of 'lower likelihood' is not to suggest that no change will occur in these areas; however, as a whole the likelihood of change is lower.

The criteria for likelihood of change are set out in [Table 8](#).

Likelihood Status	Criteria
Very low likelihood	<ul style="list-style-type: none"> Registered Parks and Gardens; Open space and blue network including Metropolitan Open Land, areas of wildlife significance (Sites of Special Scientific Interest, National Nature Reserves, Special Areas of Conservation, Local Nature Reserves, parks and open spaces); Archaeological important sites.
Low likelihood	<ul style="list-style-type: none"> Low PTAL (0-2); Council-owned estates; Within a conservation area (<i>unless other criteria applies</i>).
Medium likelihood	<ul style="list-style-type: none"> PTAL 2-4 (<i>unless other criteria applies</i>); Within a neighbourhood centre (<i>unless included in very low probability or high probability due to other criteria</i>).
High likelihood	<ul style="list-style-type: none"> PTAL 5-6; Sites included on the Brownfield Land Register; Within a main town centre (including international centres, district centres, major centres, special district); Areas with existing known masterplans or major planning applications; (<i>The above will be high unless included in very low probability due to other criteria</i>). Existing strategic site. Opportunity area.

Table 8 Likelihood of change descriptions

On a site-by-site basis, there will be a number of factors that influence likelihood of change, including: existing use; quality, fitness-for-purpose and vacancy; site size and configuration; and ownership.

Employment zones are not included in the criteria as although they could mean low likelihood for housing, there could be redevelopment and optimisation of commercial. The Local Plan recognises the need to optimise employment zones to include some housing.

Council-owned estates have low likelihood of change for the purposes of this study. Although there may be limited potential for infill, these areas do not have strategic potential for regeneration as any development

within them will be co-designed with communities.

A.8 Assessing potential for growth

Sensitivity and likelihood of change are considered together to understand the potential for growth of different parts of the borough.

The matrix at [Table 9](#) illustrates the interrelationship between likelihood of change and sensitivity to change and how they are used together to understand the potential for growth.

This analysis is presented as a potential for growth map in [Section 6](#).

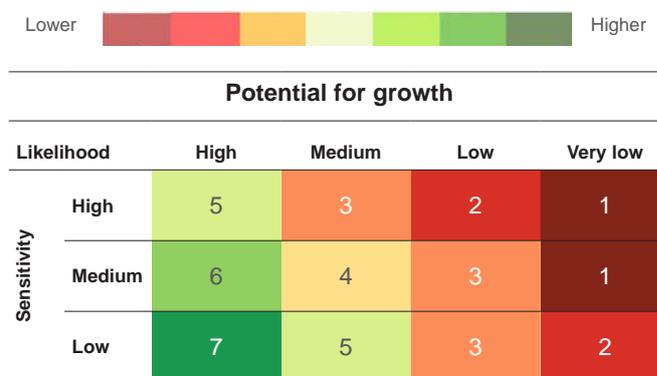


Table 9 Potential for growth matrix

A.9 Recommendations

The recommendations section comprises an **opportunity map** which identifies locations in the borough that may be appropriate for good growth. The opportunity map is based on the character analysis and assessment of sensitivity, likelihood of change, and potential for growth.

Appendix B

Policy review

This appendix outlines the reviews undertaken of policy relevant to the study at the national, London and borough-wide scale. It also includes a review of policies in similar boroughs alongside a design review of ten recent tall building developments within the borough.

B.1 National policy

B.1.1 National Planning Policy Framework

Chapter 12 of the National Planning Policy Framework (NPPF) (2019) covers design, reflecting that high quality buildings and places are key to what planning should seek to achieve. It states that plans should:

‘...set out a clear design vision and expectations, so that applicants have as much curtailed as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area’s defining characteristics.’ (Paragraph 125)

Particularly relevant to this study, the NPPF states that planning policies should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting – but also not preventing or discouraging appropriate innovation and change (including increasing densities). Development should establish or maintain a strong sense of place, and optimise the potential of sites.

The NPPF also includes a number of policies around making effective use of land in meeting the need for homes and other uses – including building at appropriate densities and avoiding low density development where there is an existing/anticipated shortfall in land. It is important that strategic policies contained within local plans set out a clear strategy on meeting housing and employment needs. The NPPF gives support to upward extensions above existing residential and commercial properties for new homes, where this is consistent with the prevailing height and form of neighbouring properties and overall street scene and is well-designed.

This Urban Design Study therefore has a role to play in balancing (potentially competing) demands between optimising the use of sites to deliver required growth, and ensuring that well-designed places that reflect existing character are delivered.

B.1.2 Planning Practice Guidance

Planning Practice Guidance (PPG) provides regularly updated guidance in support of the NPPF. There are a number of elements of the PPG which are relevant to this work:

- It encourages the use of the National Design Guide (see below) in both plan making and in decision-making on individual applications (Reference ID: 26-001-20191001).
- It states that planning policy can embed design outcomes through: a plan’s vision, objectives and strategic policies; non-strategic policies (e.g. in providing a clear indication of the types of development that will be allowed in the area); and supplementary planning documents (Reference ID: 26-002-20191001 / 26-003-20191001).
- The use of local design guides, masterplans and design codes should be considered (Reference ID: 26-004-20191001 onwards).
- A range of considerations should be taken into account in establishing appropriate densities, including character studies and design strategies, including consideration of urban form, historic character, typologies, etc. (Reference ID: 66-004-20190722).

B.1.3 National Design Guide

Good design is set out in the National Design Guide (2021) under the following ten characteristics: context; identity; built form; movement; nature; public spaces; uses; homes and buildings; resources; and lifespan.

Particularly important to this study are the following points summarised in [Table 10](#):

Characteristic	Well-designed places are:
Context (enhances the surroundings)	<ul style="list-style-type: none"> Based on a sound understanding of the features of the site and the surrounding context, using baseline studies as a starting point for design; integrated into their surroundings so they relate well to them; influenced by and influence their context positively; and responsive to local history, culture and heritage.
Identity (attractive and distinctive)	<ul style="list-style-type: none"> Have a positive and coherent identity that everyone can identify with, including residents and local communities, so contributing towards health and well-being, inclusion and cohesion; have a character that suits the context, its history, how we live today and how we are likely to live in the future; and are visually attractive, to delight their occupants and other users.
Built form (a coherent pattern of development)	<ul style="list-style-type: none"> compact forms of development that are walkable, contributing positively to well-being and placemaking; accessible local public transport, services and facilities, to ensure sustainable development; recognisable streets and other spaces with their edges defined by buildings, making it easy for anyone to find their way around, and promoting safety and accessibility; and memorable features or groupings of buildings, spaces, uses or activities that create a sense of place, promoting inclusion and cohesion.

Table 10 National Design Guide: relevant extracts

B.1.4 Historic England

The study has also been informed by Historic England Advice Note 4: Tall Buildings (<https://historicengland.org.uk/images-books/publications/tall-buildings-advice-note-4/>) which guides sustainable and successful tall building design and planning within historic environments. Note that at the time of writing a new version is expected to be published soon.

B.2 London-wide policy

B.2.1 London Plan

The London Plan was adopted in March 2021 and is the new Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor’s vision for Good Growth.

Chapter 3 of the London Plan includes policies on design, character and capacity for growth. A summary of the policies and supporting text is provided in [Table 11](#):

Policy	Part	Summary
D1 London’s form, character and capacity for growth	A	<p>Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas’ capacity for growth. This should include:</p> <ul style="list-style-type: none"> demographic make-up and socio-economic data housing types and tenure urban form and structure existing and planned transport networks air quality and noise levels open space networks, green infrastructure and water bodies historical evolution and heritage assets (including an assessment of their significance and contribution to local character) typology and hydrology land availability existing and emerging plan designations land uses views and landmarks
	B	<p>Boroughs should plan to meet growth requirements by using the findings of area assessments to identify suitable locations for growth (and the scale of that growth), and follow a design-led approach to establish optimised site capacities for allocations. Boroughs are encouraged to set out acceptable heights, scale, massing etc.</p>
	3.1.3	<p>It is important to understand how places are perceived, experienced and valued – a wide range of people should be engaged in the area assessment (depending on the scope and purpose of the work).</p>
	3.1.7	<p>Respecting character and accommodating change are not mutually exclusive; instead, an appropriate balance should be struck. Opportunities for change and transformation, through new building forms and typologies, should be informed by an understanding of character.</p>
D2 Infrastructure requirements for sustainable densities	A	<p>Density should consider and be linked to the provision of future planned levels of infrastructure, and be proportionate to connectivity and accessibility (by walking, cycling and public transport).</p>
D3 Optimising site capacity through the design-led Approach	A	<p>All development must make the best use of land by following a design-led approach that optimises the capacity of sites. This requires consideration of design options to determine the most appropriate form of development that responds to a site’s context and capacity for growth, and existing and planned supporting infrastructure capacity.</p>
	B	<p>Higher density developments should generally be promoted in locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling, in accordance with Policy D2 Infrastructure requirements for sustainable densities. Where these locations have existing areas of high density buildings, expansion of the areas should be positively considered by Boroughs where appropriate.</p>
	C	<p>In other areas, incremental densification should be actively encouraged by Boroughs to achieve a change in densities in the most appropriate way. This should be interpreted in the context of Policy H2 Small sites.</p>
	D (11)	<p>Development should respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality.</p>

Policy	Part	Summary
D9 Tall buildings	A	Development plans should define what is considered a tall building for specific localities – which will vary between and within different parts of London.
	B 1)	Boroughs should determine if there are locations where tall buildings may be an appropriate form of development, which should include engagement with neighbouring boroughs that may be affected.
	B 2)	Locations and appropriate tall building heights should be identified on maps in development plans.
	B 3)	Tall buildings should only be developed in locations that are identified in development plans.
	C	Development proposals should address the following impacts (note, this is not the full list in Policy D9): <ul style="list-style-type: none"> • long-range, mid-range and immediate views of buildings; • whether part of a group or stand-alone, tall buildings should • reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding; • significance of London’s heritage assets and settings; • protection and enhancement of the open quality of the River Thames; • wind, daylight, sunlight penetration and temperature conditions around the building(s) and neighbourhood, and any air quality and noise impacts; and • cumulative impacts from multiple proposals.
3.9.2		Boroughs should determine and identify locations where tall buildings may be an appropriate form of development based on the areas identified for growth as part of Policy D1 and by undertaking a sieving exercise assessing potential visual and cumulative impacts to consider whether there are locations where tall buildings could have a role in contributing to the emerging character and vision for a place. In these locations the maximum height that could be acceptable should be determined and these locations and heights should be identified on maps in Development Plans.
	3.9.3	Boroughs should define what is a ‘tall building’ for specific localities. In large areas of extensive change, such as Opportunity Areas, the threshold for what constitutes a tall building should relate to the evolving (not just the existing) context. Policy D9 applies to tall buildings as defined by the borough; where there is no local definition, the policy applies to buildings over 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey.
H2 Small Sites	A	Boroughs should proactively support well-designed homes on small sites (below 0.25ha).
	B 1)	Boroughs should recognise in Development Plans that local character evolves over time and will need to change in appropriate locations to accommodate additional housing on small sites.

Table 11 London Plan 2021 policy extracts

B.2.2 Draft Supplementary Planning Guidance

The following Draft SPG is of relevance to this Study and has been recently subject to consultation (ending January 2021). Consultation responses are currently being analysed and will inform the final version of the

guidance.

Draft Good Quality Homes for all Londoners

The draft Good Quality Homes for All Londoners guidance is a suite of documents that provides guidance on ensuring land is used in the best way to deliver the right quantity of new housing, at the right quality, in the right place, embedding high-quality design at the centre of housing delivery. It is split over 4 ‘modules’ – the content of which is summarised below:

Module A sets out a design led methodology (comprising a three staged approach) for optimising site capacity at the plan making stage and provides an approach to assessing sites’ suitability for development. This module also offers a site capacity toolkit which includes downloadable digital models of residential types and an Indicative Site Capacity Calculator.

Module B provides guidance on assessing the quality of small site development and preparing design codes to increase housing supply from small sites, offering Design Code examples for small housing development.

Module C presents a set of housing design standards for use when designing or assessing new housing.

Module D comprises a library of best practice, real world examples which demonstrate how different aspects of the guidance can be delivered.

B.2.3 Supplementary Planning Guidance

Housing SPG

The Housing SPG was published in 2016 under the previous Mayor of London, providing guidance on how housing-related policies in the London Plan should be implemented. It should be noted that this SPG was prepared under the previous London Plan and some aspects have been superseded or are no longer relevant (e.g. they relate to the Sustainable Residential Quality (SRQ) matrix).

Section 1.3 states that, while the best use should be made of development opportunities, proper account must be taken of the range of factors which have to be addressed in order to ‘optimise’ rather than ‘maximise’ development – including ensuring good design and taking into account local context and character.

Shaping Neighbourhoods: Character and Context SPG

The Shaping Neighbourhoods SPG was published in 2014 under the previous Mayor of London sets out an approach to understanding character and context so that

it can be considered in the planning and design process. Again, it is worth noting that the SPG was prepared under a previous London Plan.

The SPG notes that character is made up of physical, cultural and perceptual and experiential elements. The SPG sets out a process for understanding character and context, set out below. It should be noted that there is no requirement for the study to follow this methodology.

Once scoping and surveying has been undertaken, it suggests that character should be classified (including defining areas of distinct character and defining boundaries), describing each place with reference to particular characteristics and what is important and valued by the community and users, and presented using maps etc.

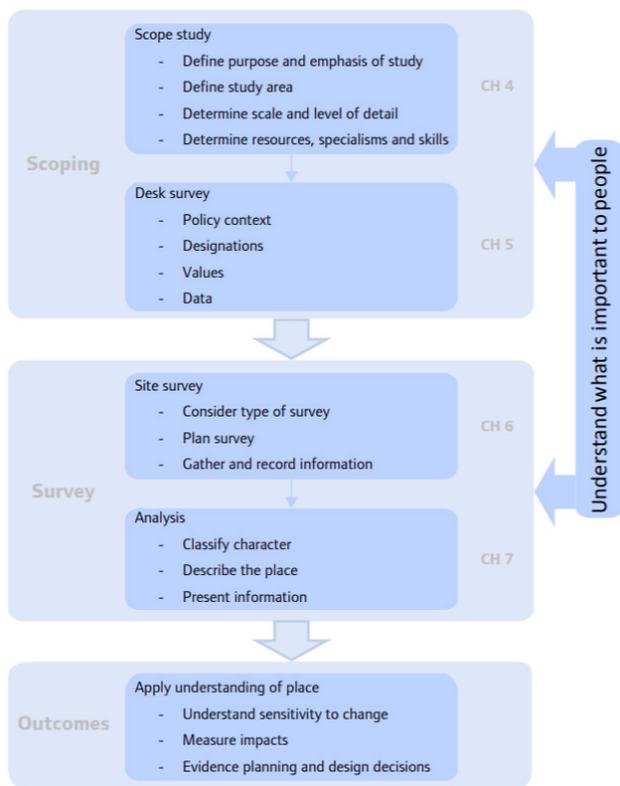


Figure 224 Shaping Neighbourhoods: Character and Context SPG © GLA

London View Management Framework SPG

The London View Management Framework SPG was published in 2012 and sets out the approach to designating, protecting and managing 27 views of London and some of its major landmarks. These views will be considered as part of the tall buildings

assessment element of the review.

Industrial Intensification and Co-location Through Plan-led and Masterplan Approaches Practice Note

London Plan Policy E7 states that development plans should be proactive and encourage the intensification of industrial uses occupying all categories of industrial land to deliver additional capacity; and consider whether some types of industrial activities (particularly light industrial) could be co-located or mixed with residential and other uses. This note, published in November 2018, sets out good practice principles for plan-led or masterplan approaches to industrial intensification and co-location.

Whilst the note does not primarily relate to urban design or character, it does reference the importance of demonstrating that any intensification is well integrated and lead to Good Growth.

Local Policy Context

RBKC’s current adopted local development plan consists of the following documents:

- Local Plan (Local Plan Partial Review) (adopted September 2019)
- The St Quintin and Woodlands Neighbourhood Plan (July 2018)
- The Norland Neighbourhood Plan (June 2012)
- London Plan (see above).

A summary of the relevant policies included in the current local development plan is included in [Table 12](#).

Policy	Summary
CV1 Vision for the Royal Borough	Includes an aspiration for high quality design, well integrated into its context, with new development helping to establish ‘conservation areas of the future’.
CO5 Strategic Objective for Renewing the Legacy	Ambition to pass to the next generation a borough that is better than today, of the highest quality and inclusive for all, by taking great care to maintain, conserve and enhance the built heritage and ensure that where new development takes place it enhances the borough.
Policy CP3 Quality	The Council will safeguard the existing high quality townscape and fine grain mix of uses to uphold quality of life.

Policy	Summary
Policy CL1 Context and Character	<p>All development should respect the existing context, character and appearance and take opportunities to improve the quality and character of buildings and the area more generally. This will be delivered through (note, this is not the exhaustive list):</p> <ul style="list-style-type: none"> • Requiring development to contribute positively to the townscape through the architecture and urban form, addressing matters such as scale, height, bulk, mass, proportion, plot width, building lines, street form, rhythm, roofscape, materials and historic fabric. • Requiring development to respond to the local context. • Requiring the density of development to be optimised, sensitive to context. • Requiring riverside and canalside development to enhance the waterside character and setting. • Requiring development within the Thames Policy Area to protect and improve the strategic importance and iconic role that of the Thames. • Requiring the development of 'backland' sites are properly integrated into the surrounding street network and that the scale and massing respect the hierarchy of the existing urban block.
Policy CL2 Design Quality	<p>The Council will require all development to be of the highest architectural and urban design quality, taking opportunities to improve the quality and character of buildings and the wider area.</p>
Policy CL3 Heritage Assets - Conservation Areas and Historic Spaces	<p>The Council will require development to preserve and to take opportunities to enhance local scene. This will be delivered through (note, this is not the exhaustive list):</p> <ul style="list-style-type: none"> • Requiring development to preserve or enhance the character or appearance of the conservation area and protect the special architectural or historic interest of the area and its setting. • Resisting substantial demolition in conservation areas unless it can be demonstrated that the benefits outweigh the harm.
Policy CL11 Views	<p>The Council will require all development to protect and enhance views, vistas, gaps and the skyline that contribute to the character and quality of the area.</p>
Policy CL12 Building Heights	<p>The Council will require new buildings to respect the setting of the borough's valued townscapes and landscapes, through appropriate building heights. (Further details on this policy are provided in the comparison below).</p>

Table 12 Local Plan relevant policies

Comparison of approaches used in recently adopted Local Plans

A comparison of policy approaches used in other London boroughs is presented in [Table 13](#). These boroughs have all adopted policies in the last three years and share similarities (in terms of geography, heritage, development pressure etc.) with RBKC – although there are notable differences too, and none compare to the total coverage of conservation areas. It should be noted that these Local Plans are not necessarily consistent with the London Plan (2021) given the timing.

Whilst these are not necessarily ‘best practice’, there are a number of useful conclusions that can be drawn:

- The policy approach to character differs. Most of the case studies include an overarching policy which covers character and design; however, some also embed additional policy requirements in other policies – e.g. area-specific policies. The detail and criteria used also varies. Given design and character can ‘spill’ across multiple policies, this has the potential of causing confusion.
- Character areas, or the difference in character across the boroughs, are not always mapped – and where they are, they are not referred to in specific policies etc.
- None of the case studies included policies specifically on the character or design of small sites.

	Royal Borough of Kensington and Chelsea	Wandsworth	Hammersmith and Fulham	London Borough of Richmond upon Thames	Tower Hamlets
Date of adoption	September 2019	March 2016 (note, LB Wandsworth is currently preparing a new draft Local Plan - a public consultation on the 'Pre-Publication' Draft Local Plan (Regulation 18) was held between January and March 2021)	February 2018	July 2018 (re-adopted in March 2020 following High Court review).	January 2020
Approach to urban design and character	Local Plan includes a comprehensive criteria-based policy on context and character, including a requirement to respond to the local context, contribute positively to townscape and optimise densities. Chapters and policies on particular areas of change (see below) include some guidance on character and design.	Vision references distinctive neighbourhoods, reflected in a high level policy in the Core Strategy. Higher densities promoted within centres, particularly Wandsworth, Clapham Junction and East Putney. Includes a policy on townscape which covers urban design, character and tall buildings. Development Management Policies Document includes a general development principles policy which references local landscape and character.	Includes a policy on built environment, requiring development to respect and enhance townscape context and heritage – borough-wide rather than location-specific. Includes a policy on housing quality and density which states that development should respect the local setting and context – again, this is borough-wide.	Local Plan Strategic Vision includes a section on protecting local character, including the special and distinctive characteristics of the borough's villages and the historic environment. Strategic objectives and spatial strategy also reflect this. Includes a policy on local character and design quality, requiring proposals to have a through understanding of the site and how it relates to existing context including character. Individual Village Planning Guidance SPDs have been or are being prepared, identifying key features and characteristics of the village areas valued by local communities. Includes a detailed criteria-based policy on building heights. Includes a policy on open land on townscape importance. Some of the policies for each site allocation include guidance on design, townscape etc.	Includes a criteria based policy on design which requires consideration of character.
Mapped character areas	Ten areas (Kensal, Golborne, Latimer, Lot's Road / World's End, Portobello Road, Notting Hill Gate, Kensington High Street, Knightsbridge, South Kensington, Sloane Square / King's Road) are identified and broadly mapped, with some element of character / design included in the place-specific policies; however, these are areas of change and not character areas per se.	No	No	Yes (through Village Planning Guidance SPDs).	24 individual 'places' mapped (with fuzzy boundaries), but details of individual characters not set out.

	Royal Borough of Kensington and Chelsea	Wandsworth	Hammersmith and Fulham	London Borough of Richmond upon Thames	Tower Hamlets
Definition of 'tall building'	'Very tall buildings' are defined as more than four times the height of their context. And "District landmarks are defined as buildings between 1½ times and 4 times the context height."	'Those which are substantially taller than the prevailing height of neighbouring buildings and/or which significantly change the skyline.' Number of storeys for particular locations set out in the Development Management Policies Local Plan (where tall buildings are likely to be inappropriate).	'Significantly higher than the general prevailing height of the surrounding townscape'	"Taller' buildings are defined as those being significantly taller than the neighbouring buildings, but less than 18 metres in height (below six storeys); a 'tall' building is defined as a building of 18 metres in height or higher.'	• None
Approach to tall buildings	Local Plan includes a policy which resists buildings significantly taller than the surrounding townscape, save for exceptional circumstances where it would have a wholly positive impact on character and quality of the townscape. Developments are required to reflect prevailing building heights and to seldom use height to express local landmarks.	Supporting text reflects that tall buildings can create attractive landmarks, act as a catalyst for regeneration, and be an effective use of land, but should be sited in appropriate locations and be acceptable in design terms. Areas of search for tall buildings defined in Core Strategy, though it is stated that some sites will still be sensitive. Tall Building Policy Areas defined in the Development Management Policies Document, and area-specific policies on tall buildings included in the Site Specific Allocations Document (making reference to the Development Management Policies Document).	Includes a policy on tall buildings which states they will generally be resisted apart from within four defined areas. Criteria-based policy used to guide proposals in these areas.	Supporting text states that tall buildings should be generally clustered close to Richmond and Twickenham stations, with 'taller' buildings elsewhere in these centres and other locations. Guidance is quite granular – e.g. names specific streets where tall buildings are unlikely to be appropriate. Required townscape appraisal / visual assessment and design justification for taller / bulkier developments.	Includes a criteria-based policy on tall buildings. Designates Tall Building Clusters with principles set for each one; proposals outside these areas must meet further criteria to be acceptable
Approach to urban design on small sites	None	None	None	No recent guidance. (Small and Medium Housing Sites SPD was adopted 2006)	None
Other relevant details		Includes specific policies on Nine Elms and North-East Battersea, Wandsworth Town and Wandle Delta, Clapham Junction etc., which reflects the different approach in relation to higher densities etc. on a high level – further detail provided in the separate Site Specific Allocations Document (2016).	Much development focussed into four Regeneration Areas and other strategic sites (plus Old Oak Development Corporation) – strategic policies for each area/site include limited details on design including urban grain, townscape etc.		

Table 13 Borough-wide planning policy comparison

Appendix C

Public consultation

C.1 Introduction

A six week online consultation was held between 17 May and 27 June 2021. The consultation was hosted virtually due to the COVID-19 pandemic.

The purpose of the consultation was to:

- provide local residents, business owners, landowners and other interested parties with information about the study and its purpose;
- invite comments on the draft character areas to ensure they reflect their perceptions of where they live;
- invite consultees to share what features they most valued in the borough and what improvements could be made to its built environment; and
- invite initial discussions around what future 'good growth' might look in the borough.

Consultees were able to view and comment on the emerging study through a virtual exhibition room which comprised:

- an interactive map of the borough allowing consultees to identify places or features that they valued and those which they would like to see improved;
- an interactive map presenting the draft character areas allowing consultees to comment on the boundaries, the character area names, what makes the areas distinctive and what is important for the future of the area; and
- the series of 'future development types' (as detailed in [Section 5](#)) and development 'scenarios' with feedback forms allowing consultees to share their opinions on these.

In addition two virtual workshops were held with the theme 'Looking to the future', where participants were invited to join open discussions focusing on the 'future development types' (presented in [Section 5](#)) and what they think 'good growth' could look like in the borough.

The consultation was promoted via the following:

- over 2,200 email notifications issued at the start of the consultation period to residents' associations,

individuals, statutory bodies, community groups, real estate agents, developers, ward councillors, and housing providers;

- almost 400,000 impressions of paid adverts and posts across three social media platforms (Facebook, Twitter and Nextdoor) reaching over 89,000 users and resulting in close to 5,700 clicks through to the virtual consultation room with adverts re-shared by users almost 100 times;
- outreach to 25 key local stakeholders to offer dedicated briefing sessions including community groups, amenity societies, residents' associations, and registered providers;
- posters placed at over 6 housing estates across the borough managed by the council and by housing providers;
- almost 10 newsletters and networks which featured the consultation to an audience of residents, street traders, local businesses, and community groups; and
- 1 report on independent news outlet.

The questions asked in the consultation were as follows:

1. **Which places or buildings are the most special to you?**
 - What do you think makes them special?
2. **Which places or buildings could be improved to strengthen the character and quality of your area?**
3. **Do you think the boundary of this character area is right?**
4. **Do you think this character area has been given the right name?**
5. **What is your connection to this area?**
6. **What do you think is distinctive about the character of this area?**
7. **Which of the following are the most important to you for the future of this area?**
 - Good quality public green spaces
 - Protecting heritage and character
 - Greater provision of quality housing

- High quality architecture and design for new and renovated buildings
 - Streets and spaces that feel safer from crime
 - Better provision of shops and restaurants
 - Better provision of cultural destinations such as museums and theatres
 - Better provision of community spaces
 - More areas for wildlife
 - Quieter roads with reduced traffic
 - Improved street and road layouts for cycling and walking
 - Other
8. To what extent do you support the design principles for the future building types?
 9. To what extent do you think these types of development and changes would improve your neighbourhood?

The consultation findings were incorporated into the final version of the Character Study, principally through:

- Amending the boundaries of the character areas where people felt they did not accurately reflect where they lived. This included separating Queen's Gate and Brompton into two character areas: Queen's Gate and South Kensington; and Brompton. Note

that the numbered references to character areas are different in the following analysis compared to the coded references used for the final areas in the main report.

- Incorporating additional valued features into those identified in the descriptions of the character areas within [Section 4](#).
- Incorporating additional negative qualities into those identified in the descriptions of the character areas within [Section 4](#).
- Developing additional design principles for the 'future development typology' in [Section 5](#), based on observations from participants.

C.1.1 Responses and analytics

In total there were 5173 users interacting with the virtual engagement room and a further 17 responses were received via direct emails to the council. The two workshops were attended by 20 people of 42 that registered for the event. The survey received 131 responses.

Analytics from the virtual consultation room show broadly a 50/50 split between men and women. The analytics also indicate that 39% of users were aged under 35, 40% were aged between 35-54 and 21% were aged over 55. Over 80% of visitors to the virtual exhibition used a mobile or tablet.

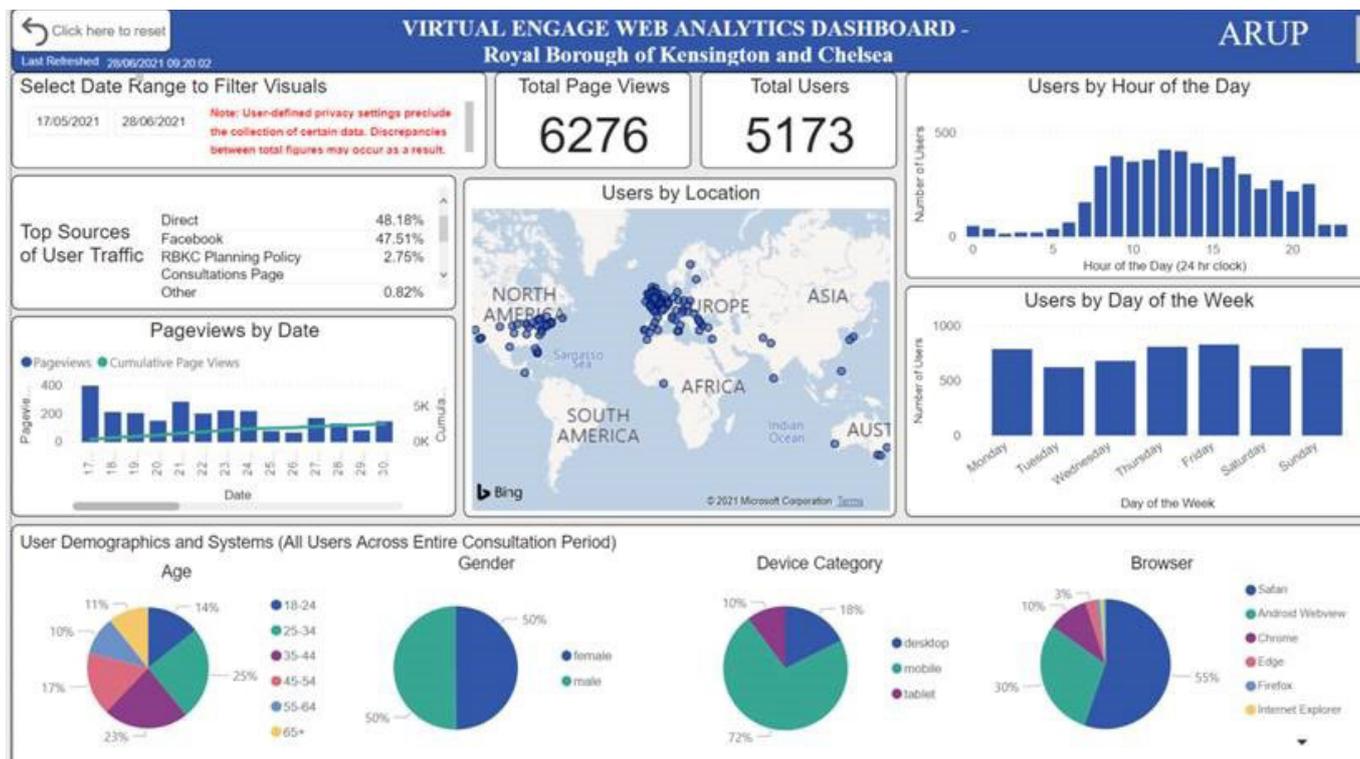


Figure 225 Analytics from the Virtual Engage consultation platform

C.1.2 Analysis of the consultation

C.1.2.1 'The character areas'

In total, 103 people responded to the virtual map in the Virtual engage room. Of these 60.8% (59 respondents) said they lived in the borough, 10.3% (10 respondents) worked in the borough, and 36.1% (35 respondents) visit the borough (including to access services or education). 10 respondents selected 'other' for this question, being either a former resident or commuting through the borough.

75% (72 respondents) agreed that the boundary to the character area they were commenting on was right.

74.5% (73 respondents) agreed that the character area they were commenting on had been given the right name.

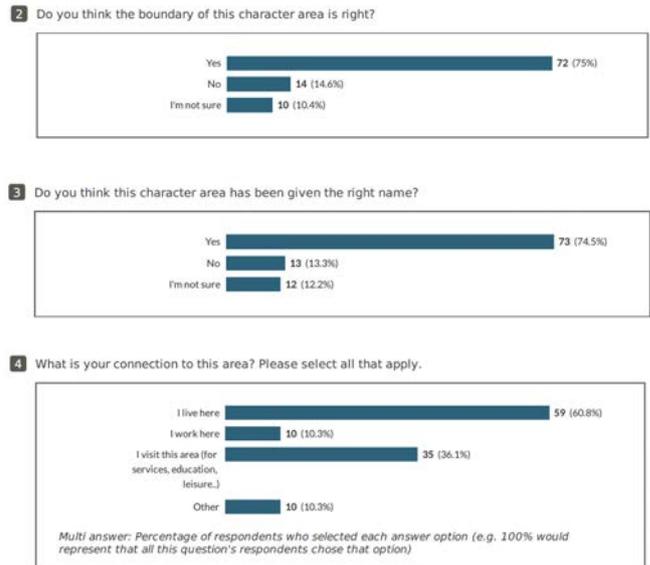


Figure 227 Responses to questions 2, 3 and 4

C.1.2.2 'Which areas are the most special'

In total 144 responses were provided via the interactive map in the virtual exhibition. These included a range of features spread relatively evenly across the borough, including special buildings, streets, open spaces, markets and community qualities. A map showing the locations of the special features and places to improve is provided at [Figure 228](#).

C.1.2.3 'Which places could be improved'

In total 510 responses were provided via the interactive map in the virtual exhibition. These reflected a range of comments on areas to improve, many including road safety issues or 'livable streets', with many identifying public realm improvements that would improve the experience for those walking and cycling on the borough's main thoroughfares.

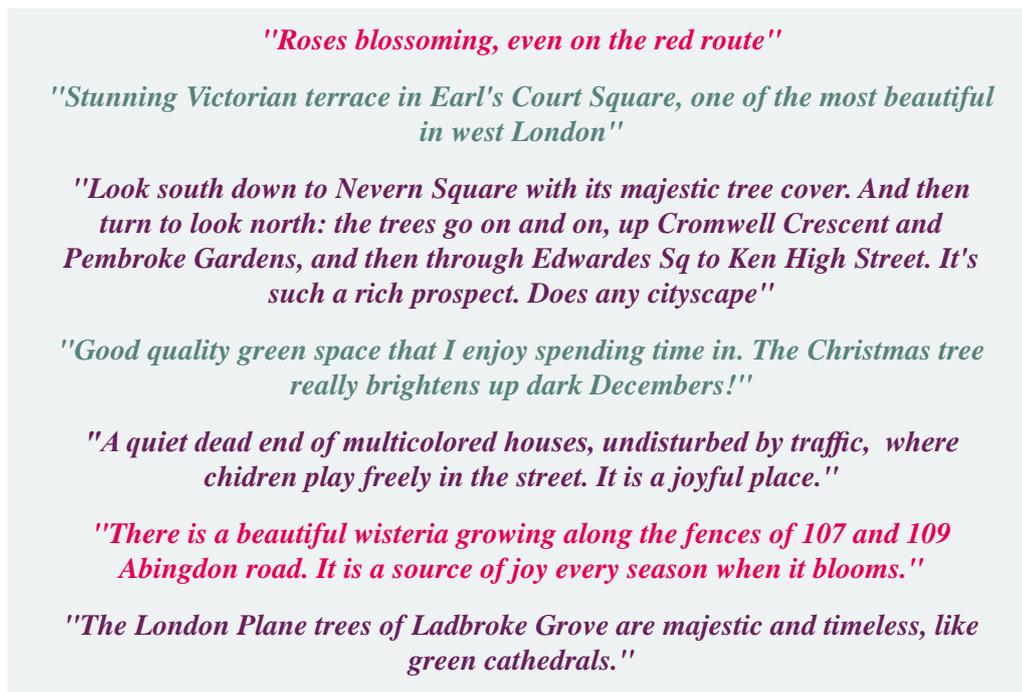


Figure 226 A selection of the comments received on special places in the borough

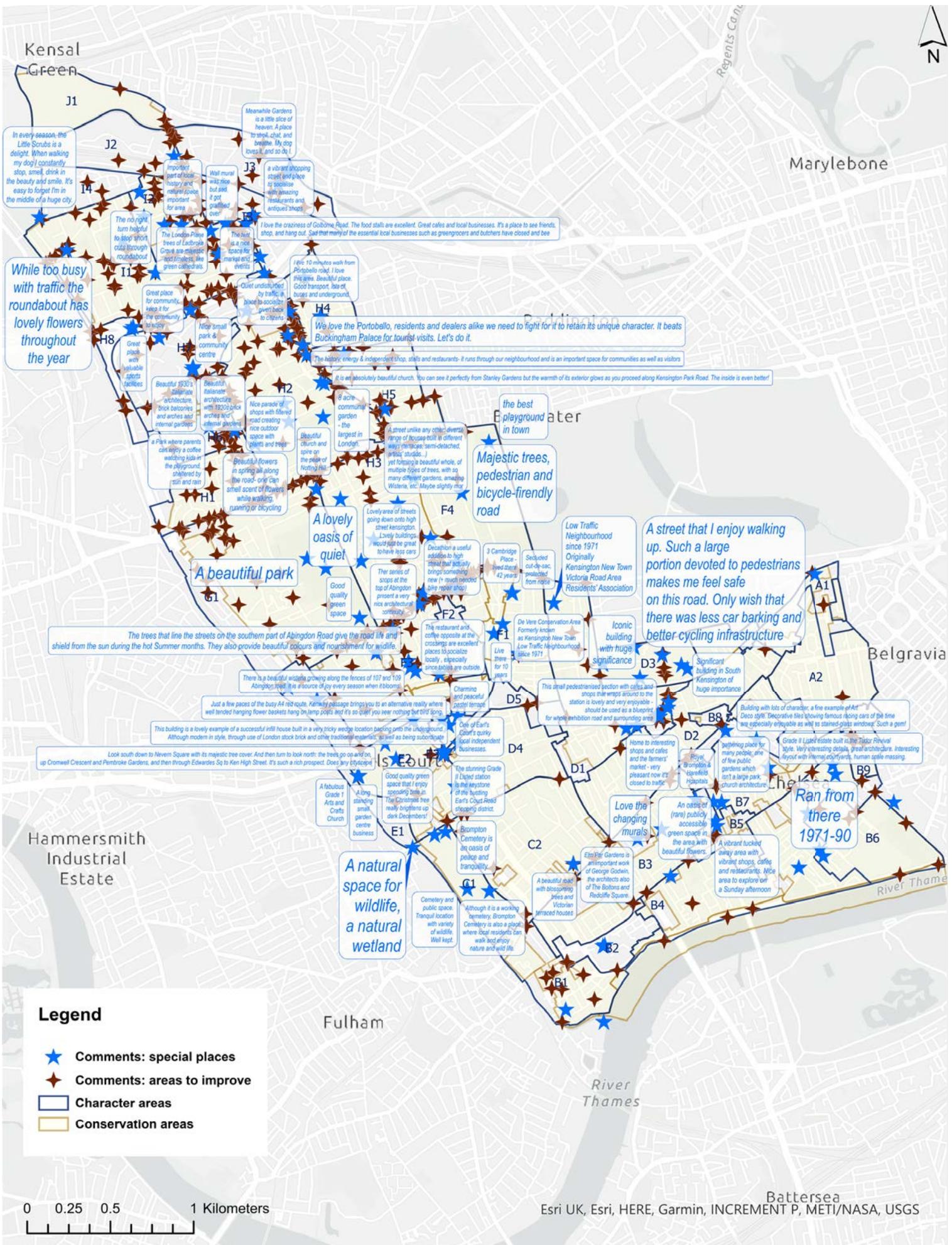


Figure 228 Map showing a selection of the consultation feedback, with special places/areas to improve

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C.1.2.4 What is most important to you about the future of the area?

Responses to this question are illustrated in [Figure 229](#). The most popular responses were related to protecting heritage and character (64.4%), good quality public green spaces (59.4%), quieter roads with reduced traffic (54.4%) and improved streets and layouts for cycling and walking (52.5%).

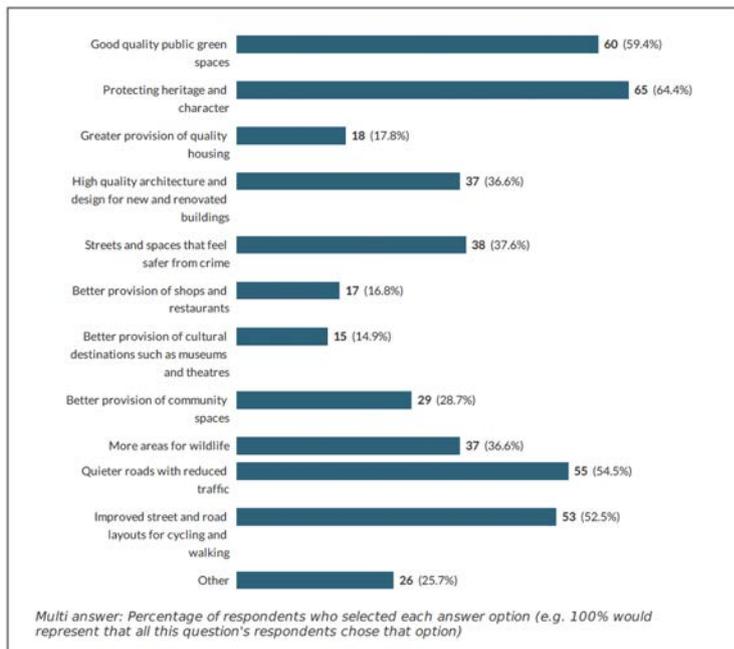
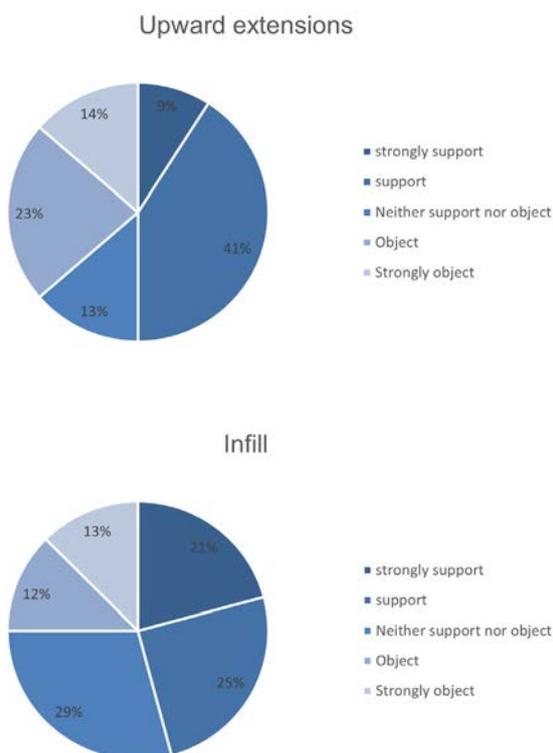


Figure 229 Responses to question 7: 'Which of the following are most important to you for the future of this area'

C.1.2.5 'Looking to the future'

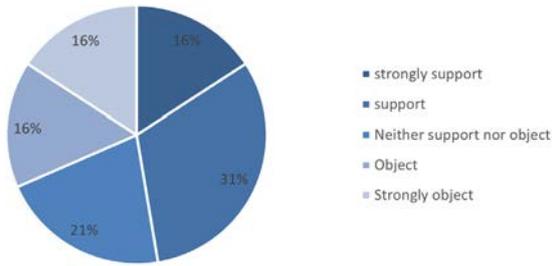
A total of 124 responses were received via the virtual consultation room. This topic was also explored in the two virtual workshops. A summary of the responses in relation to the different future building types is provided below.



Feedback was fairly positive for upward extensions, particularly where they create new homes. There was concern about potential impacts on skyline, privacy and sunlight for neighbours. Comments highlighted that extensions should be designed on a site by site basis, taking into account the particular context. There was some concern about upward extensions on mansion blocks, which are already often much taller and bulkier than heritage assets around them. Also of concern was disruption to residents during construction.

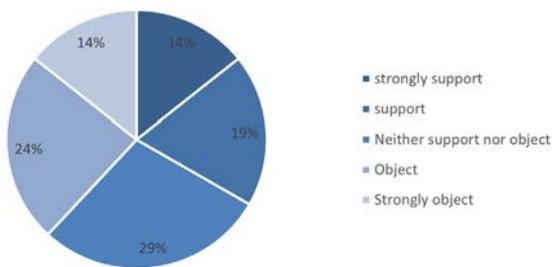
Feedback was generally positive or neutral for infill. Comments reflected concern over the emphasis on 'wayfinding' and new landmarks as the rationale for tall buildings, the need for green spaces to be retained and the importance of many of the gaps between buildings for character and sky views. Comments also highlighted the need for infill buildings to be considered on a case by case basis and contextual to surrounding heritage assets, scale and character.

Backland infill



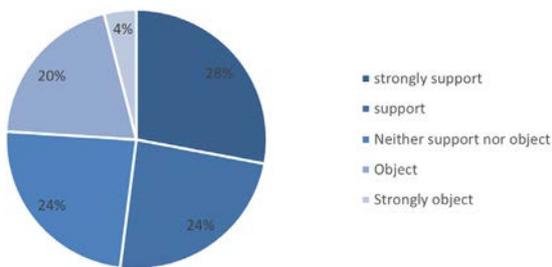
Feedback was relatively positive. In the workshops however, participants were especially concerned about development within small gardens and resulting 'over development'. Comments reflected the need for good design and interaction with neighbouring properties, and concerns over backland infill developments contributing to an overall perception of 'over-development' or loss of green space. The principle of development on surface parking/garage sites was welcomed. Comments also highlighted the need for supporting sustainable travel modes and the value of existing communal gardens.

Linear blocks



Feedback was relatively evenly spread. Comments reflected the need for good design, incorporating balconies/outdoor spaces and respecting the proportions of the street, with this type most appropriate along wider streets. Comments reflected concern over the emphasis on 'wayfinding' and new landmarks as the rationale for tall buildings, and that a human scale (7-8 storeys) should be retained, with concern over tall buildings not integrating well with Victorian architecture.

Co-location



Feedback was generally positive, with respondents welcoming a rich and varied range of uses and communities adding vitality to an area, aligning with historic patterns of use in the borough. Some comments reflected on the positive community benefits of independent shops, workshops for craftspeople and artists and offices for local businesses in preference to big chains. There were some concerns around how tall the buildings might be.

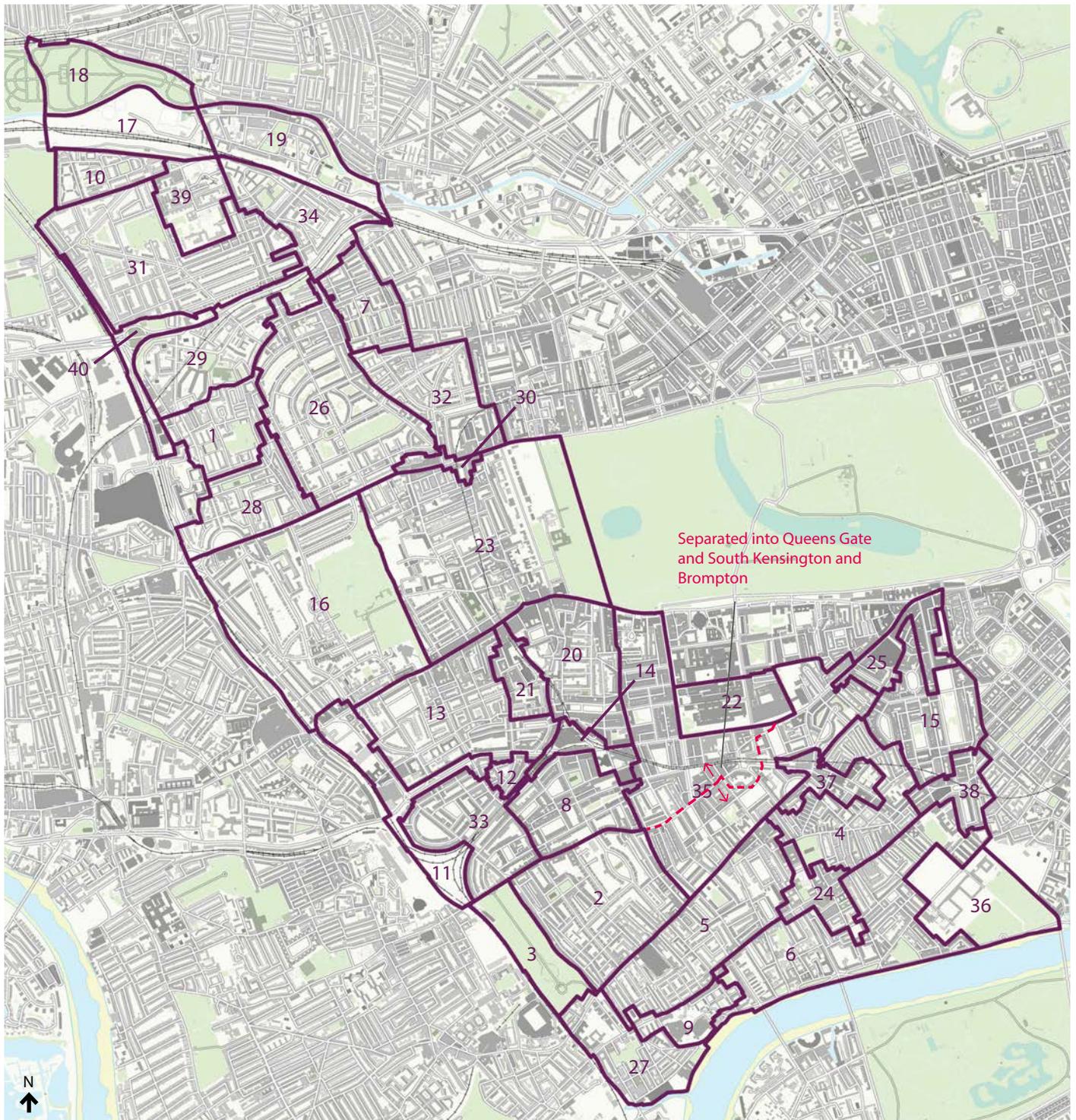
C.1.3 Changes to the draft character areas

[Figure 230](#) summarises the changes made to the character areas following the public consultation. Some character area boundaries were amended where people felt they did not accurately reflect where they lived. This included separating Queen's Gate and Brompton into two character areas: Queen's Gate and South Kensington; and Brompton.

Note that the numbered references to character areas are different in the following analysis compared to the coded references used for the final areas in the main report.

C.1.4 Consultation material

A copy of the material from the public consultation is provided at the end of this report.



- | | | | |
|-------------------------------------|--|--------------------------------------|---|
| 1. Avondale | 11. Earl's Court Opportunity Area and Warwick Road | 21. Kensington Green Estate | 33. Philbeach and Earl's Court Square |
| 2. The Boltons | 12. Earl's Court Village | 22. Kensington Museums | 34. Portobello Green Wornington Green and Portobello Square |
| 3. Brompton Cemetery | 13. Edwardes Square, Abingdon and Lexham | 23. Kensington Palace and Kensington | 35. Queens Gate and Brompton Separated into Queen's Gate and South Kensington and Brompton |
| 4. Chelsea and Chelsea Estates | 14. Gloucester Road | 24. King's Road and Sydney Street | 36. Royal Hospital |
| 5. Chelsea Park and Sloane/Stanley | 15. Hans Town | 25. Knightsbridge | 37. Sloane Avenue North |
| 6. Cheyne | 16. Holland Park | 26. Ladbroke | 38. Sloane Square |
| 7. Colville | 17. Kensal Gas Works | 27. Lots Village & Stanley | 39. St Charles Hospital, Balfour and Treverton Estates |
| 8. Courtfield | 18. Kensal Green Cemetery | 28. Norland | 40. The Westway and West London |
| 9. Cremorne and World's End Estates | 19. Kensal New Town | 29. Notting Dale | |
| 10. Dalgarno Neighbourhood Estates | 20. Kensington Court and Kensington Square | 30. Notting Hill Gate | |
| | | 31. Oxford Gardens – St Quintin | |
| | | 32. Pembridge | |

Figure 230 Changes to character area boundaries following consultation

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