9 HEIGHT GUIDANCE FOR EARL'S COURT OPPORTUNITY AREA

This section sets out height guidance for development in the Earl's Court and West Kensington Opportunity Area area. This guidance is based on the comprehensive assessment of the impact of the three development scenarios on identified sixteen sensitive townscapes and views from within and outside of the Royal Borough.

FINDINGS OF THE ASSESSMENT

The scope of this assessment was to focus on establishing the townscape and visual impact on particular sensitive locations around the Earl's Court and West Kensington Opportunity Area area.

The general height of development which ranges within the three scenarios from 3 to about 14 storeys, generally was found to have little significant impact on the majority of the tested townscape situation and views. Only Scenario 3 that slightly increased general heights in RBKC's part of the Earl's Court and West Kensington Opportunity Area was found to have some impacts, specifically in local views including from Brompton Cemetery. The most likely explanation for this limited impact of what are by themselves a significant range of heights is that the scenarios were based on the extant permission, that was extensively tested and had taken a conservative approach to height specifically in the Royal Borough of Kensington and Chelsea.

The most sensitive and defining view for height in the RBKC part of the Opportunity Area is view 1 from Brompton Cemetery. The sensitivity and characteristic of what is effectively a series of kinetic views is as such that any significantly taller development in the RBKC portion of the Opportunity Area would have a significant harmful impact on the listed open space, its heritage assets and setting.

Scenarios 2 and 3 introduced a number of tall buildings of significant height in a few specific locations to allow an understanding of the impact this height may have on sensitive townscapes and views. Principally taller buildings were situated west of the railway line in Hammersmith and Fullham, although one tall building was included in Scenario 3 within RBKC. The height of these buildings was significantly taller than the general height of buildings, between 25 and 40+ storeys.

Unsurprisingly these tall buildings caused various degrees of impact in many sensitive views and townscape situations, principally being perceived as out of scale, looming into sensitive streetscapes, detracting from established and valued townscapes and detracting from defining characteristics of views. These impacts were often due to their extreme height, rather than them being a tall building more generally. In fact, in many of the tested views those buildings of 20 or 25 storeys across the entire Opportunity Area site were not prominent or visible.

Generally adverse impacts of taller building in analysed views and locations were derived from one of the following effects or a combination of these:

- A tall building appears conspicuously over rooftops or tree lines and detracts from existing townscape characteristics or established visual compositions in environments that had not previously been affected by a tall building of similar visibility
- A tall building appears out of context by being disproportionately tall when seen, for example in the context of smaller scale housing
- A tall building appears highly prominent and competes with another established landmark or townscape feature
- Tall buildings (both existing and new) cluster and coalesce in a location and create a notable mass on the skyline that detracts from or competes with valued townscape or visual characteristics
- Tall buildings (both existing and new) appear scattered on the skyline without an apparent organising principles that determines their location and height, which results in a fragmented skyline, detraction from other valued and perhaps more subtle townscape or visual characteristics, and the weakening of distinctiveness.

All viewing locations had been chosen due to their strong townscape qualities and levels of coherence, and the presence of often multiple heritage assets. Generally these places have an inherent sensitivity to incongruous development that intrudes into their setting and detracts from its valued townscape or visual characteristics. In this context it is unsurprising that in most cases when a tall building does become visible, it is more likely to be found to have an adverse impact, both in terms of the townscape as well as the quality of the view.

This is not to say that a proposed tall building could not also have wider positive impacts, such as enhancing legibility, marking a place of importance or adding interest to the townscape. These effects have also been considered by the assessment. However, within the sensitive places analysed by this study, the negative impacts typically outweighed the wider and somewhat tangential positive effects that a tall building can have in these places.

Comparison of the three development scenarios

The visual impact of the three scenarios has been assessed from a total of 16 viewpoints. These cover a comprehensive range of locations in terms of direction towards, distance from and height elevation above the development site, and represent views of different value and sensitivity.

In overview, the assessment involved the following coverage:

Range

The majority of views assessed were at a 'short' (5no.) or 'mid' (9no.) range, while only 2no. views were taken from a 'long' range.

Townscape Sensitivity

The vast majority of views had a 'high' (9no.) or 'medium' (6no.) townscape sensitivity, while only 1no. view had a 'low-medium' sensitivity. The assessment did not include any views that were classified as 'very high', 'low', or 'very low' sensitivity.

Visual Sensitivity

The vast majority of views had a 'high' (7no.) or 'medium' (6no.) visual sensitivity, while only 1no. view had a 'low-medium' sensitivity. 2no. views are classified as having 'very high' visual sensitivity. These views are View E1 which is taken from Brompton Cemetery Great Circle and View E11 which is taken from the Round Pond in Kensington Gardens.

Magnitude (Townscape)

The analysis found that **Scenario 1** had a 'Low' (3no.) or 'Negligible' (6no.) or 'Nil' (7no.) magnitude of townscape effect in the assessed views.

Scenario 2 had a 'Medium' (6no.), 'Low-Medium' (3no), or 'Low' (3no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered 'High' in 3no. views, which were Views E1, E7, and E14. There was 'Nil' effect in 1no. view where the development would not be visible.

Scenario 3 had a 'Medium' (8no.), 'Low-Medium' (2no), or 'Low' (2no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered 'Very High' in 2no views, which were Views E1 which is taken from Brompton Cemetery Great Circle and E14 which is taken from Philbeach Gardens. The magnitude of effect was considered 'High' in 1no. views E7 taken from Harrington Gardens. There was 'Nil' effect in 1no. view where the development would not be visible

Magnitude (Visual)

The analysis found that **Scenario 1** had a 'Low' (4no.) or 'Negligible' (5no.) or 'Nil' (7no.) magnitude of visual effect in the assessed views.

Scenario 2 had a 'Medium' (6no.), 'Low-Medium' (2no), or 'Low' (2no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered 'High' in 5no. views, which were Views E1, E2, E7, E10 and E14. There was 'Nil' effect in 1no. view where the development would not be visible.

Scenario 3 had a 'Medium' (7no.), 'Low-Medium' (1no), or 'Low' (2no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered 'Very High' in 1no view E2 which is taken from Brompton Cemetery. The magnitude of effect was considered 'High' in 4no. views which were E1, E7, E10, E14. There was 'Nil' effect in 1no. view where the development would not be visible

Significance of effect (Townscape)

The analysis found that **Scenario 1** general had limited significance of effect on the townscape. The analysis demonstrated that all views have between moderate-minor and nil impacts on the townscape, which are all considered not significant for the purposes of this study.

Scenario 2 had significant impacts on the townscape in 10 views. The most significant effects were 'Major-Moderate' (3no.) impacts on the townscape in views E1, E7, and E14 and 'Significant-moderate' (3no.) effects in views E3, E5 and E11. Less significant 'moderate' (4no.) effects were found in views E2, E4, E10, and E15.

The remainder of views (6no.) were found to have between moderate-minor and nil impacts on the townscape, which are all considered not significant for the purposes of this study.

Scenario 3 had significant impacts on the townscape in 12 views and these effects were more significant than Scenario 2, due in large part to the more pronounced clustering and coalescing the additional towers in views. The most significant effects were 'Major' (2no.) impacts in Views E1 & E14 where the clustering of towers was more damaging to the townscape than in Scenario 2. 'Major-Moderate' (1no.) impacts in View E7, and 'Significant-moderate' (3no.) effects in views E3, E5 & E11. Less significant 'moderate' (6no.) effects were found in views E2, E4, E8, E10, E13, and E14.

The the remainder of views (4no.) were found to have between moderate-minor and nil impacts on the townscape, which are all considered not significant for the purposes of this study.

Significance of effect (Visual)

The analysis found that **Scenario 1** had limited significance of effect on the visual qualities of the view. The analysis demonstrated that all views have between moderate-minor and nil impacts, which are all considered not significant for the purposes of this study.

Scenario 2 had significant impacts on the visual quality in the majority of views (12no.). The most significant effects were 'Major-Moderate' (5no.) impacts on the views E1, E2, E7, E11, and E14. There were further and 'Significant-moderate' (3no.) effects in views E3, E5, and E10. Less significant 'moderate' (4no.) effects were found in views E4, E13, E15 an E16.

The the remainder of views (4no.) were found to have between moderate-minor and nil impacts on the townscape, which are all considered not significant for the purposes of this study.

Scenario 3 had significant impacts on the visual quality in the majority of views (13no.). The most significant effects were 'Major' (1no.) impact on view E2 taken from within Brompton Cemetery as this area has high visual sensitivity due to its exposed nature and the sensitivity of view receptors, many of whom value and visit this space for its visual qualities.

The assessment found there was 'Major-Moderate' (4no.) impacts on the views E1, E7, E11, and E14. There were further and 'Significant-moderate' (3no.) effects in views E3, E5, and E10. Less significant 'moderate' (5no.) effects were found in views E4, E8, E13, E15 an E16.

The the remainder of views (3no.) were found to have between moderate-minor and nil impacts on the townscape, which are all considered not significant for the purposes of this study.

Quality of effect (Townscape & Visual)

Overall **Scenario 1** had primarily 'Neutral' effects on the townscape due to its scale and limited impact. There were 2no. views which had 'Adverse' effects on the townscape and 1no. which had so on the visual qualities, but these are limited as the significance of effect is considered 'not significant' for the purposes of this study.

Scenario 2 and **Scenario 3** had overall 'adverse' (13no.) effects on the townscape and visual qualities of the view as the view locations are places with inherent sensitivity to incongruous development that intrudes into their setting and detracts from its valued townscape or visual characteristics. In many instances, this adverse impact was on views with a high significance of effect, which indicates that the development is damaging to the townscape and visual qualities of the view. These were most pronounced in views with 'Major', 'Major-Moderate', and 'Significant-moderate' significance of effects.

HEIGHT GUIDANCE

The height guidance covers the following three parts.

The first part sets out the general approach to guiding height and the principles that have been applied to ensure a plan led, strategic and positive approach.

The second part establishes a recommended approach to heights within the Opportunity Area. The maximum heights are represented in form of a maximum height contour diagram. The diagram has been translated into a 3d height envelope model, that was tested in VUcity from relevant views.

The third part provides specific height and design guidance to a number of particular sensitive views and situations. For each view / situation it provides a diagram with simple spatial criteria together with written recommendations that can be used to guide and assess proposed development of height within the Opportunity Area. Outputs from the maximum height envelope model are also included for reference.

General approach to guiding height

The Earls Court area is a designated opportunity area and it is accepted that they will and need to receive development of significant densities, which also will result in buildings of greater height.

Nevertheless, the London Plan requires Local Authorities to undertake a sieving exercise that assesses potential visual and cumulative impacts when identifying locations where tall building could be an appropriate form of development, with the aim to ensure they are appropriate for their location and do not lead to unacceptable impacts on the local area.

As such the purpose of the height guidance for these areas is not to limit heights to the extent that no new development becomes visible within a view (i.e. to hide new development). Instead it aims to proactively manage development height so as to achieve a balance between the need to optimise the Earl's Court site for development (accepting that there will be a resultant visual presence), and minimising adverse impacts on sensitive areas and the preservation of established townscape and visual characteristics and the settings of heritage assets.

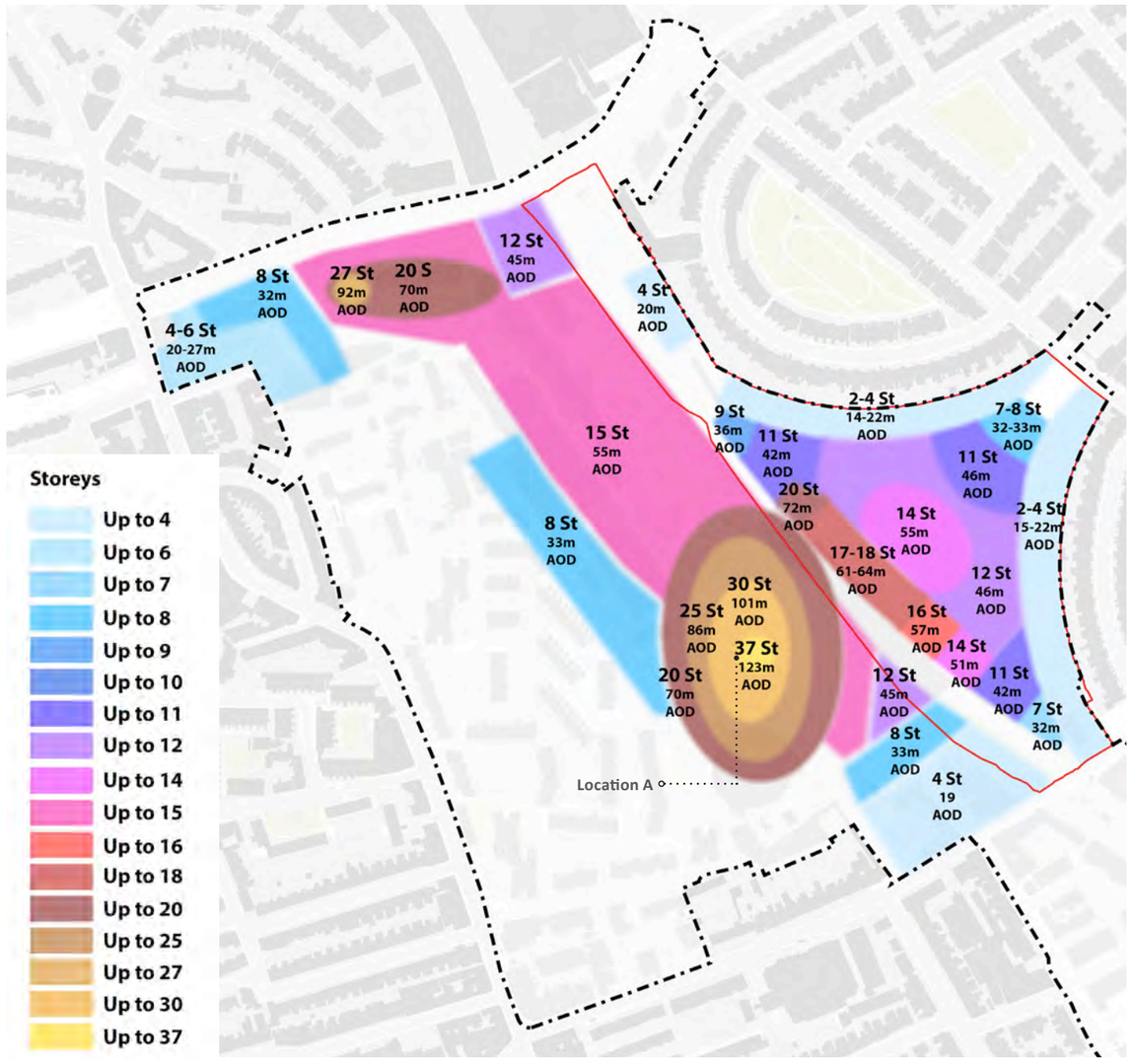


Figure 1.49: Diagrammatic plan showing maximum heights in meters (AOD) and indicative storeys

Note: The height guidance provides the height of buildings in metres Above Ordinance Datum (AOD). In addition an indicative number of storeys is provided. The number of storeys is based on using 3.1m floor to floor height for residential storeys and 4m floor to floor height for commercial storeys. In reality, storey heights may be higher or lower in any given development and so the number of storeys may vary from what is shown in the appropriate height plan. The key measure which guides new developments is the AOD height.

This guidance does not represent the blueprint for the height and location of proposed tall buildings. It is indicative only. As such, it provides an indication of heights that may be appropriate in tested locations at high level and is not a masterplanned layout for the site. Precise locations for tall buildings will be the subject of detailed masterplanning work and an assessment of impact in line with Policy D9 (C and D) of the London Plan, the need to take into account site constraints and other factors such as legibility, sunlight and daylight.

Principles

The height approach is guided by a number of principles:

1) The Empress State Building is a tall building of significant height that has been visually present for a long time. It is perceived as a natural context and landmark of Earls Court, and that has established the principle that greater height can generally be assimilated in this area.

2) Due to its scale and form (and despite its significant height), the Empress State building appears squat and lacks elegance in many views, and as such it is not an elegant landmark for the Earls Court opportunity area. There is an opportunity to have another, slightly taller slender building in close proximity, that could become the new and distinctive landmark for Earls Court, and that creates a positive relation with the Empress State Building, adding elegance to its bulk. The approximate location of this new tallest building is at location A.

3) Tall buildings should generally be located in confined clusters where their impact on the skyline can be better managed. Spread out groups or chains of taller buildings lead to fragmented skylines and should be avoided. There should be clear rules on that govern height in clusters, such as the need for heights to step down from the centre of the cluster to create a legible and distinct form of the cluster from all sides and to retain visibility of its central building(s).

4) Height should be meaningful and represent the hierarchy of places and as such the greatest height should be in places that are of the highest importance.

5) High density should generally be achieved through compact street based development with low, medium and mid-rise heights, that create well defined, sociable and adaptable places, rather than through a concentration of taller buildings.

6) The visibility of larger buildings from within lower rise areas can be managed through the layering of height by intervening development, whereby height gradually steps up from lower to higher so that stark contrasts are avoided.

Height recommendations

Based on the analysis of the three scenarios and testing of heights in idenified views, applying above principles, a number of spatial height recommendations have been established for the Earls Court opportunity area. These are represented in Figure 1.49. A 3d model of the maximum height envelope is shown in Figure 1.50. Generally any development should not be of greater height than the envelope permits.

General heights are expected to rise slowly from the edges with surrounding areas towards the centre of the opportunity area to avoid adverse impacts on immediatly adjoining places and on local views. Generally an overall height range of 3 to 15 storeys appears acceptable.

More detail on appropriate heights is included for the RBKC part of the Earl's Court and West Kensington Opportunity Area. This has been established though testing of development quantum in VUcity, specifically from the most relevant sensitive View 1 from Brompton Cemetery. Heights here range from 2 to 20 storeys.

Two taller building clusters have been identified, both located in the Hammersmith and Fulham part of the Opportunity Area.

The tallest recommended building is situated central to the Earls Court Cluster, next to the Empress State building (104m AOD). It could rise to a total height of 37 storeys (123m AOD). Other buildings in the Earls Court cluster could rise up to 30 storeys (102m AOD) but height should drop down the futher the tower is from the centre a shown in Figure 1.49.

A smaller secondary tall building cluster is situated on West Cromwell Road near West Kensington Tube station. The focal building could rise up to 27 storeys (92m AOD), whilst the cluster could accomodate buildings of a height of up to 20 storeys (70m AOD).

Height recommendations have been established principally based on an appreciation of impact on the selected sensitive view points and have been found generally acceptable from these places. Notwithstanding this all proposed buildings will need to be thoroughly tested from these and other views and in respect of their impact on local characters, views and heritage assets, and the qualities and amenities they deliver in their immediate environs, to ensure they respond appropriately to their local contexts, including in terms of environmental performance.

Specific recommendations on heights from within a number of particularly sensitive views is given in the next section.

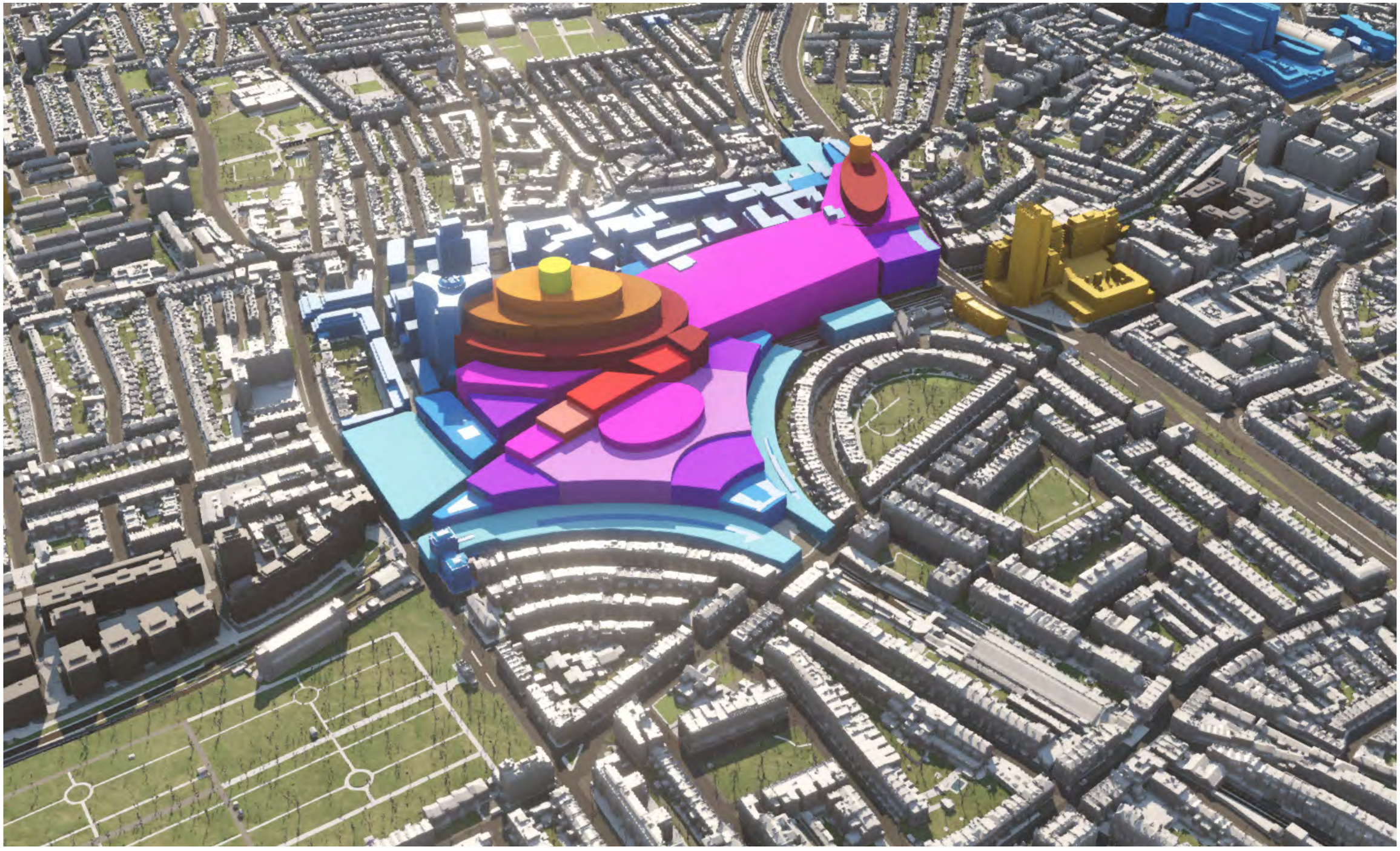
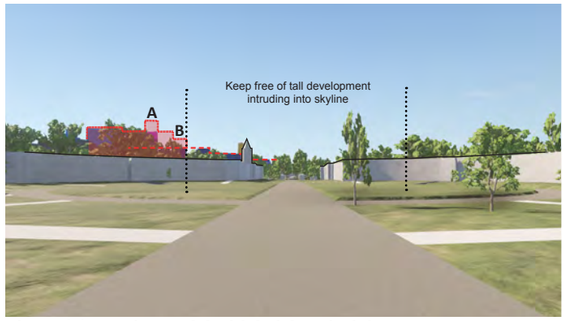


Figure 1.50: 3d massing model developed based on maximum height envelope

RECOMMENDATIONS - VIEW 1, BROMPTON CEMETERY

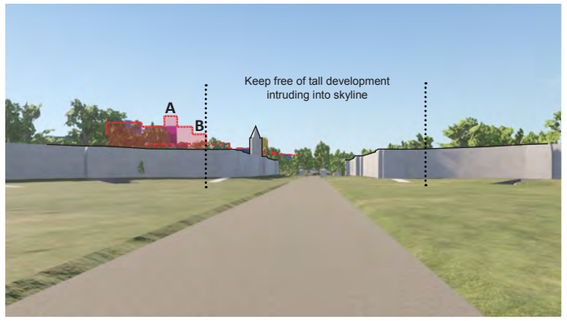
View 1 (a) - photograph



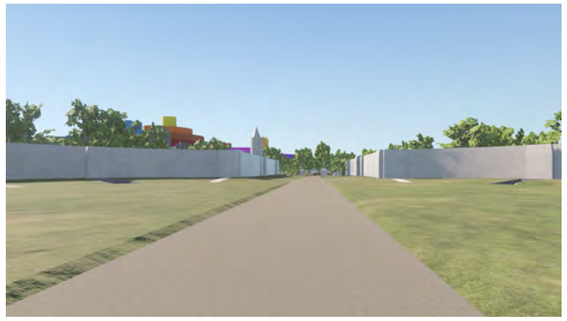
View 1 (a) - VUcity model with height principles

View 1 (a) - VUcity model with recommended height envelope

View 1 (b) - photograph

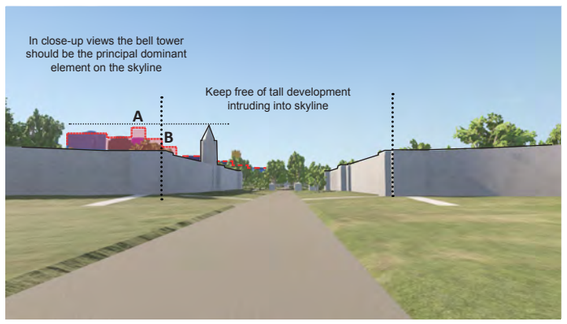


View 1 (b) - VUcity model with height principles



View 1 (b) - VUcity model with recommended height envelop

View 1 (c) - photograph



View 1 (c) - VUcity model with height principles

View 1 (c) - VUcity model with recommended height envelope

This view is part of a kinetic view experienced when moving along the central avenue. The spatial position and relation of existing / proposed developments with the defining compositional features in the foreground (arcade, bell tower) are continuingly changing, subject to the viewing position on the avenue. Therefore proposed development should test a number of view points along the avenue and aim to minimise impacts in all views.

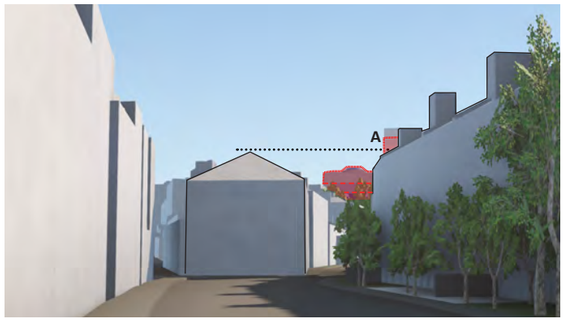
KEY PRINCIPLES

- Avoid tall buildings within the central focus of the view, this includes the avenue, enclosing arcade and buffer on either side (as depicted above)
- Keep towers well away from the bell tower to enable it to retain its integrity as modest landmark seen against the sky
- Concentrate towers in a cluster close to the Empress State Building
- Step height up down towards the edge of the cluster and avoid stark contrast with the surrounding
- The tallest building (A) could offer an elegant counter point to Empress State building, possibly of slight greater height (approximately 37 storeys / 120m)
- In closer proximity to the Bell tower (view E1 c), the Bell tower should visually be the most prominent feature on the skyline with no other tall building appearing taller in views
- Development on RBKC side of the railway to remain of modest height as per Scenario 2 so that it is concealed in-between and behind trees and does not reach above the tree line

RECOMMENDATIONS - VIEW 3, KENWAY ROAD

View 3 (a) - VUcity model with height principles

View 3 (a) - VUcity model with recommended height envelope



View 3 (b) - VUcity model with height principles

View 3 (b) - VUcity model with recommended height envelope

View 3 - photograph

This view is part of a kinetic view experienced when moving along Kenway Road as demonstrated in Views 3 a and b. The Empress State Building and other proposed development in Earls Court can be seen to the back of Earls Court Road in the focus of Kenway Road. Development should test different viewpoints along this route and aim to minimise impacts in all views.

KEY PRINCIPLES:

- A single tall building (A) of greater height could positively respond to the Empress State Building and countering its bulk. It should be an elegant addition to this view and help landmark the Earls Court development. Its height should be proportionate to the height of the Empress State building. A height of 37 storeys would appear appropriate from this view.
- Tall development should avoid coalescing and obliterating the sky between the rooflines of the Kingshead and the western side of Kenway Road to avoid dominating the setting of the Conservation Area.
- Lower development of up to 20 / 25 storeys in the foreground of the Empress State Building could create a layering effect and help mediate its scale with the lower scale of Earls Court Road.
- Tall development should not overtop the chimney stacks on the housing to the west of Kenway Road.

RECOMMENDATIONS - VIEW 4, COLLINGHAM PLACE

View 4 - photograph

View 4 - VUcity model with height principles

View 4 - VUcity model with recommended height envelope

The Empress State Building is already visible and a focal point within this view and provides a modern setting to the conservation area.

KEY PRINCIPLES:

- The tallest buildings (A) should form a harmonious ensemble with the Empress State building and not significantly exceed the Empress State Building in height. A height of 37 storey appears appropriate within this view.
- The tallest building should be an elegant and slender building with high-quality architecture and an expressed top to become a distinctive landmark to Earls Court.
- Tall buildings should keep below the parapet height at the end of the terrace to avoid overtopping and looming into the street space.
- Other development in this view should remain below the height of the Empress State building to avoid closing down the sky view down in the end of the street.
- Lower development in the foreground of the Empress State Building could create a layering effect and help mediate its scale with the lower scale mews development in the foreground.

RECOMMENDATIONS - VIEW 5, EDWARDES SQUARE

View 5 - photograph

View 5 - VUcity model with height principles

View 5 - VUcity model with recommended height envelop

The permitted Tesco Tower and other nearby developments are already visible above the roof scape of Edwardes Square.

KEY PRINCIPLES:

- Development should avoid a further fragmentation of the skyline with buildings that appear as vertical and outstanding elements above the roof scape of Edwardes Square.
- Appropriate maximum heights A – 37 storeys, B (and D) maximum 25 storeys, C - 27 storeys, E - 20 storeys

RECOMMENDATIONS - VIEW 7, HARRINGTON GARDENS

View 7 - photograph

View 7 - VUcity model with height principles

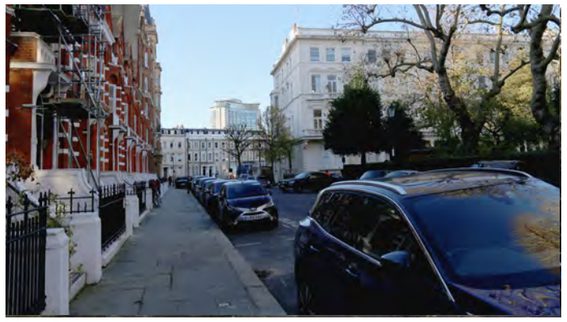
View 4 - VUcity model with recommended height envelop

The pristine historic townscape of Harrington Garden will be affected by the proposed development rising above the buildings at the end of the street. This impact is partially mitigated by mature trees at the end of the street.

KEY PRINCIPLES:

- The height of tall development should be limited so as to avoid buildings appearing conspicuously in the focus of the street space above the roof line of existing buildings
- Development should generally remain well below the chimney stacks of the building on Colingham Gardens that partially closes the view, to blend into the backdrop and avoid crowding out the sky above the roofline and detracting from the setting of the conservation area
- The tallest building (A) may be an exception to above principle as it is concealed by a tree and does not overly dominate the street scene, whilst its partial visibility during times that leaves are down provides legiblity of the Earls Court development
- The top of the tallest buildings should be well articulated and distinctive, with an appearance that in colour and materiality is sympathetic to the prevailing colour spectrum in this and other views and avoids stark or glaring contrasts

RECOMMENDATIONS - VIEW 8, EARLS COURT SQUARE



View 8 - photograph

View 8 - VUcity model with height principles

View 8 - VUcity model with recommended height envelope

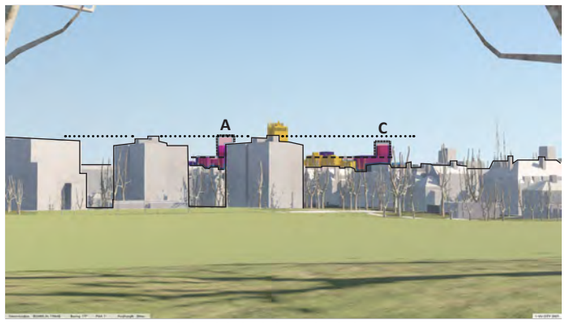
The Empress State building appears over in the background to the terrace on Earls Court Road and contrasts and detracts from the character of the conservation area.

KEY PRINCIPLES:

- Development in this view should not be higher than the Empress State Building to avoid over-dominating the townscape character.
- Opportunity for development in the foreground of the Empress State building to create a layering effect whereby development rises gradually from the terrace in the foreground to the back drop of the Empress State building.
- Development should help to mediate between the local character and the Empress State Building and delicately respond to the local scale and grain with development that is finely detailed and avoids bland or conspicuous façades.
- The height and massing of development should not undermine the presence of the Empress State building as landmark in this view.

RECOMMENDATIONS - VIEW 10, HOLLAND HOUSE

View 10 - photograph



View 10 - VUcity model with height principles

View 10 - VUcity model with recommended height envelope

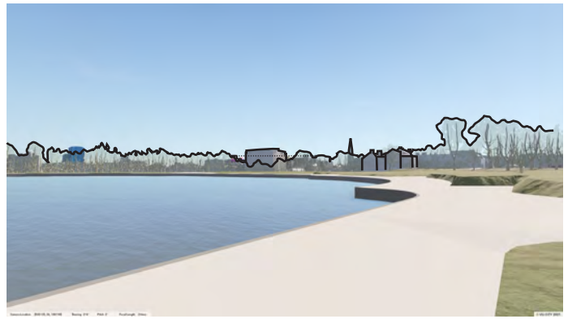
The reticent backdrop to the view across the playing fields with its horizontal layered character and its subtle emphasis onto the distinct roof of the former Commonwealth Institutes will be affected by the consented 100 Warwick Road (Tesco) Tower that will rise above the roofscape of the apartment buildings.

KEY PRINCIPLES:

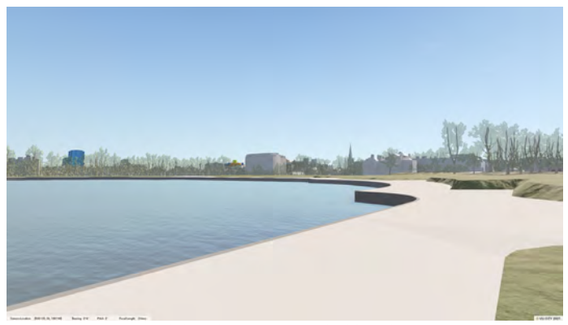
- The majority of the development should remain below the tree line to avoid becoming overly present in this view.
- Only a few taller buildings should be allowed to raise above the tree line, but they should generally remain below / not notably rise above the height of the apartment buildings to avoid breaking the horizontal nature of the backdrop.
- Tall buildings should avoid further fragmenting the skyline or individually / cumulatively detracting from the distinct roof of the former Commonwealth Institute.

RECOMMENDATIONS - VIEW 11, ROUND POND KENSINGTON GARDENS

View 5 - photograph



View 5 - VUcity model with height principles



View 5 - VUcity model with recommended heights

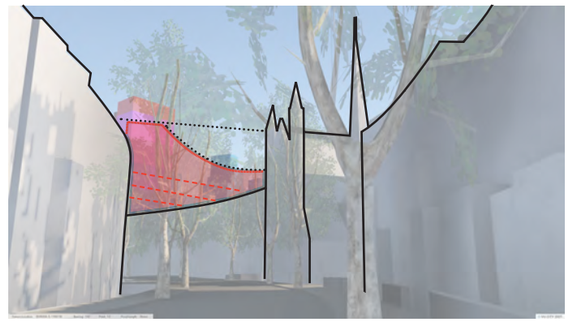
In views from around the Round Pond the Empress State Building can be seen rising above the urban fabric in a gap in the tree belt next to the Royal Garden Hotel, albeit a bit faint in the distance. Development in Earls Court may also be visible in this gap and above and in between the tree belt, causing harm to the setting of Kensington Palace and the landscape character of Kensington Gardens.

KEY PRINCIPLES:

- Any proposed development in Earls Court should remain well below the general tree line to avoid becoming a conspicuous feature in views.
- Generally development should not be taller than the Empress State Building, which is appears only visible in the gap of trees adjacent to the Royal Garden Hotel but otherwise remains well screened by trees.
- Tower A, should remain below the height of the two glass towers of the former Barkers of Kensington Department Store to avoid becoming overly dominant when seen in the gap next to the Royal Garden Hotel, and to remain principally below the tree line in other views.

RECOMMENDATIONS - VIEW 14, PHILBEACH GARDENS

View 7 - photograph



View 7 - VUcity model with height principles

View 4 - VUcity model with recommended height envelope

This highly distinct set-piece of Victorian town planning is sensitive to intrusion by taller development to the rear that undermines its characteristic elements, which principally are the clarity and integrity of the crescent shapes, the visual prominence of St. Cuthberts Church and its silhouette against the sky, and the balance between these elements (the dynamic horizontal movement of the crescent set against the upward rising emphasis of the church). Mature London Plane trees provide a green canopy to the street space that adds a verdant character but limit the ability to observe the overall street composition in its entirety (and with it the potential impact that development may have) during times when the trees are in leaf.

KEY PRINCIPLES:

- Avoid tall buildings rising in close proximity of the crescent and lower the height of tower B to avoid the stark contrast and its effect of looming over the street space
- Tall buildings should avoid competing with St. Cuthberts Church by being situated away from the church in the view, avoiding interference with or rising behind its intricate roofscape, and generally appearing well below the nave height of the church.
- Layering of development in the backdrop of the crescent so that height steps up gradually and development mediates with taller buildings in the backdrop.
- Careful consideration should be given to the direction, massing, appearance, colour and materiality of development behind the terrace to create a subtle contrasts at the interface and avoid the weakening of the visual integrity of the crescent.

RECOMMENDATIONS - VIEW 14, BATTERSEA PARK

View 5 - photograph

View 5 - VUcity model with height principles

View 5 - VUcity model with recommended heights

Battersea Park's tranquil qualities are extended by the views over the river onto the treelined embankment, the coherent and uneventful Victorian townscape opposite, and the slow moving river, with its moored boats and marine activities. Albert Bridge to the west is a splendid landmark that adds interest to the river view. The Empress State building and a taller building on 357 Kings Road already intrude and detract from the setting of Albert Bridge and additional tall buildings may detract from the defining elements of this view.

KEY PRINCIPLES:

- The height of development should generally remain below the tree line to avoid worsen the impact of taller buildings on the defining characteristics of this view.
- Tall building A, the recommended tallest building in Earls Court, should visually remain below the height of tower of 357 Kings Road, to avoid creating a conspicuous height accent on the skyline.