# 6 HEIGHT GUIDANCE FOR KENSAL CANALSIDE OPPORTUNITY AREA

**This section sets out height guidance for development in the Kensal Canalside opportunity area. This guidance is based on the comprehensive assessment of the impact of the proposed three development scenarios in the Kensal Canalside Opportunity Area on identified 24 sensitive townscapes and views from within and outside of the Royal Borough.**

## FINDINGS OF THE ASSESSMENT

The assessment of the three development scenarios for Kensal demonstrated the impact that development of large and tall building in the opportunity area can have on the surrounding townscape. The area surrounding the opportunity area is in most part characterised by low rise development that feels open and suburban in parts.

Principally, as an allocated site for upward of 3,500 housing units, the Kensal Canalside, development will need to deliver development of a greater scale and height than currently present within the site and its surrounding. As such it is likely and somewhat inevitable that development could become visible above roofscapes and/or landscapes in some places. However, development should aim to minimise the adverse impact of these new intrusions.

The visual and townscape assessment has shown that the impact of development will differ significantly between scenarios, subject to the height and precise location of tall buildings and the approach to general height.

Generally, the impact of development derived to a vastly greater extent from tall buildings, rather than low and medium rise parts of development up to 8-10 storeys. Low and medium rise development usually did not impact on views as much as they were hidden by other development or landscaping in the foreground or did not rise significantly above roofscapes to become notable.

Notwithstanding this general comment, the assessment showed that the height and location of low and medium rise development mattered in short range views, especially from Kensal Green Cemetery and from Barlby Road in the south, where development in excess of four to six storeys at the interface would be out of context.

In respect of taller buildings the analysis found, unsurprisingly, that the lesser their numbers and height, the lesser their impact. Generally Scenario 3 performed better than Scenario 1. Scenario 2, with the tallest buildings, performed consistently worse. Heights of tall buildings in Scenario 1 were more proportionate when seen across roofscape within local contexts, whilst in many views heights of Scenario 3 were found to be out of scale.

It was not only the height of tall buildings that caused impacts but also the location of these buildings. A number of views towards the centre of the site from the north and south and from Kensal Green Cemetery were particular affected by taller buildings that sat in close proximity and were looming over sensitive townscapes or landscapes.

The lesser sensitive locations for taller buildings within the Kensal Canalside (north) Opportunity Area are both in the east and the west of the development area closer to the railway line, whilst the middle of the site and generally its northern half are generally more sensitive.

The North Pole Depot site (south) is generally more sensitive to taller buildings throughout due to its close proximity to existing housing and views from the south, but there is a localised opportunity for modest height at the extreme western extent.

The assessment has shown that whilst the visibility of development can help mark the Kensal Opportunity Area and its facilities on the skyline and help with wayfinding, the scattering of taller buildings can detract from the legibility in a view and appear confusing. One of the key characteristics of a successful landmark is singularity and contrast with its context (through height and/or other means). This effect was apparent in some views where there is potential to enhance legibility subject to a careful calibration of heights and locations of tall buildings.

## COMPARISON OF THE THREE DEVELOPMENT SCENARIOS

The visual impact of the proposed development has been assessed from a total of 24 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 ‘very short’ (5no.), ‘short’ (11no.), while only 4no. views were taken from a ‘mid’ range and 4no. from a ‘long’ range.

**Townscape Sensitivity**

The vast majority of views had a ‘high’ (5no.) or ‘medium’ (14no.) townscape sensitivity, while only 5no. view had a ‘low’ sensitivity. The assessment did not include any views that were classified as ‘very high’ or ‘very low’ sensitivity.

**Visual Sensitivity**

The vast majority of views had a ‘high’ (7no.) or ‘medium’ (13no.) visual sensitivity, while only 2no views have ‘Low’ sensitivity. 2no. views are classified as having ‘very high’ visual sensitivity. These views are both taken from within Kensal Green Cemetery, from the Centre Avenue (View K2) and from the Anglican Chapel (View K3) .

**Magnitude (Townscape)**

The analysis found that **Scenario 1** had a ‘High’ (8no.), ‘Medium-High’ (1no.), or ‘Medium’ (4no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in 3no views, which were Views K2 which is taken from Kensal Green Cemetery Central Avenue, K4 which is taken in Kensal Green Cemetery looking towards the Dissenter’s Chapel, and K6 from Ladbroke Grove. The magnitude was considered ‘Medium-Low’ (1no.), ‘Low’ (3no.), ‘Negligible’ (2no.) or ‘Nil’ (2no.) in the remainder of the views.

**Scenario 2** had a ‘Very High’ (12no.), ‘High’ (5no), or ‘Medium’ (4no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in Views K2, K3, and K4 which are taken from within Kensal Green Cemetery. There was also ‘Very High’ magnitude of effects in K6, K10, K12, K14, K18, K19, K20, K23, and K24. There was ‘Low’ effect in 2no views and ‘Nil’ effect in 1no. view.

**Scenario 3** had a a ‘High’ (7no.), ‘Medium’ (3no.), ‘Medium-Low’ (3no.) or ‘Low’ (6no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in 1no view, which was K4 which is taken in Kensal Green Cemetery looking towards the Dissenter’s Chapel. The magnitude was considered ‘Negligible’ (1no.) or ‘Nil’ (3no.) in the remainder of the views.

**Magnitude (Visual)**

The analysis found that **Scenario 1** had a ‘High’ (11no.), ‘Medium-High’ (1no.), or ‘Medium’ (2no.) magnitude of visual effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in 2no views, which were View K2 which is taken from Kensal Green Cemetery Central Avenue, View K4 which is taken in Kensal Green Cemetery looking towards the Dissenter’s Chapel. The magnitude was considered ‘Medium-Low’ (1no.), ‘Low’ (4no.), ‘Negligible’ (1no.) or ‘Nil’ (2no.) in the remainder of the views.

**Scenario 2** had a ‘Very High’ (15no.), ‘High’ (4no), or ‘Medium’ (2no.) magnitude of visual effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in Views K1, K2, K3, and K4 which are taken from outside or within Kensal Green Cemetery. There was also ‘Very High’ magnitude of effects in K6, K8, K10, K12, K14, K16, K18, K19, K20, K23, and K24. There was ‘Low’ effect in 2no views and ‘Nil’ effect in 1no. view.

**Scenario 3** had a a ‘High’ (6no.), ‘Medium’ (6no.), ‘Medium-Low’ (2no.) or ‘Low’ (6no.) magnitude of effect in the majority of the assessed views. The magnitude of effect was considered ‘Very High’ in 1no view, which were View K4 which is taken in Kensal Green Cemetery looking towards the Dissenter’s Chapel. The magnitude was considered ‘Nil’ in 6no. views where the development would not be visible.

**Significance of effect (Townscape)**

The analysis found that **Scenario 1** had significant impacts on the townscape in 14 views. The most significant effects were 'Major' (1no.) impacts on the townscape in view K2; 'Major-Moderate' (6no.) impacts in views K3, K4, K6, K14, K19, and K23; 'Significant-moderate' (5no.) effects in views K1, K10, K18, K20, and K24. Less significant 'moderate' (2no.) effects were found in views K8 and K12.

The remainder of views (10no.) 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 2** had significant impacts on the townscape in 19 views. The most significant effects were 'Major' (6no.) impacts on the townscape in view K2, K3, K14, K19, and K23; 'Major-Moderate' (7no.) impacts in views K4, K6, K10, K12, K18, K20, and K24; 'Significant-moderate' (3no.) effects in views K1, K8, and K11. Less significant 'moderate' (4no.) effects were found in views K13, K15, K16, and K21.

The remainder of views (5no.) 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 11 views. The most significant effects were 'Major-Moderate' (5no.) impacts in views K3, K4, K14, K19, and K23; 'Significant-moderate' (4no.) effects in views K2, K6, K18, and K20. Less significant 'moderate' (2no.) effects were found in view K8 and K24.

The remainder of views (13no.) 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 significant visual impacts in 14 views. The most significant effects were 'Profound' (1no.) impacts on the townscape in view K2; 'Major' (2no.) impacts on the townscape in view K3 & K4; 'Major-Moderate' (4no.) impacts in views K1, K10, K18, K23; 'Significant-moderate' (5no.) effects in views K4, K14, K19, K20, and K24. Less significant 'moderate' (2no.) effects were found in views K5 and K12.

The remainder of views (10no.) 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 2** had significant visual impacts in 20 views. The most significant effects were 'Profound' (2no.) impacts on the townscape in Views K2 and K3; 'Major' (6no.) impacts on the townscape in views K1, K4, K10, K18, K19, and K23; 'Major-Moderate' (6no.) impacts in views K8, K12, K14, K20, K21 and K24; 'Moderate-Significant' (1no.) in K9. Less significant 'moderate' (5no.) effects were found in views K5, K11, K15, K16, and K22.

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 visual impacts in 12 views. The most significant effects were 'Major' (3no.) impacts on the townscape in Views K2, K3 and K4; 'Major-Moderate' (1no.) impacts in view K23; 'Significant-moderate' (4no.) effects in views K1, K14, K18, and K20. Less significant 'moderate' (4no.) effects were found in views K8, K10, K19, and K24.

The remainder of views (12no.) 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 overall 'adverse' (13no. adverse impacts to townscape/ 14no. adverse impacts to the visual qualities) effects on the townscape and visual qualities of view locations as they 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 'Profound','Major', 'Major-Moderate', and 'Significant-moderate' significance of effects.

The massing had 'Neutral' townscape effects is 10no. views and 'Neutral' visual effects in 7no. views.

The Scenario had 'Beneficial' townscape effects in 1no views where it could benefit the wider legibility and placemaking and 'Beneficial' visual effects in 3no. views.

**Scenario 2** had overall 'adverse' (18no. adverse impacts to townscape/ 19no. adverse impacts to the visual qualities) effects on the townscape and visual qualities of view locations as they 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 'Profound','Major', 'Major-Moderate', and 'Significant-moderate' significance of effects.

The massing had 'Neutral' townscape effects is 5no. views and 'Neutral' visual effects in 3no. views.

The Scenario had 'Beneficial' townscape effects in 1no views where it could benefit the wider legibility and placemaking and 'Beneficial' visual effects in 2no. views.

**Scenario 3** had overall 'adverse' (11no. adverse impacts to townscape/ 13no. adverse impacts to the visual qualities) effects on the townscape and visual qualities of view locations as they 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 'Profound','Major', 'Major-Moderate', and 'Significant-moderate' significance of effects.

The massing had 'Neutral' townscape effects is 10no. views and 'Neutral' visual effects in 8no. views.

The Scenario had 'Beneficial' townscape effects in 3no views where it could benefit the wider legibility and placemaking and 'Beneficial' visual effects in 3no. views.

## 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 recommendations have been based on two alternative development scenarios (A and B) that were developed in response to the findings of the Visual and Townscape Assessment and aimed to achieve an acceptable range of townscape and visual impacts. Both scenarios were modelled and tested in 3d in VUcity from relevant views.

Based on the findings of the Visual and Townscape Impact Study and the testing of the two scenarios an The aggregate acceptable height range is represented in form of a contour diagram Figure 1.31.

The **third part** of this chapter provides specific height and design guidance to a number of particular sensitive views and situations. This includes written recommendations that can be used to guide and assess proposed development of height within the Opportunity Area. Outputs from the potentially acceptable height envelope models of Scenarios A and B  are also included for reference.

**Figure 1.29: Scenario A - Model of low height range**

**Figure 1.30: Scenario B - Model of high height range**

### GENERAL APPROACH TO GUIDING HEIGHT

Kensal Canalside 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 LA's to undertake a sieving exercise that assesses potential visual and cumulative impacts when identifying locations where tall buildings 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 this height guidance 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 OA 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.

This guidance is based on the testing of massing scenarios in the standard 3d environment offered by VuCity. This offers an appropriate level of accuracy for the purpose of establishing principles and identifying broad parameters for height in the Opportunity Area and that are suitable to establish a robust evidence base for the Local Plan.

The guidance is based on the testing of massing and height of a limited range of indicative of scenarios, and as such the findings did not take into account potential architectural solutions that could mitigate impacts of height, or different approaches to the layout of the site and associated distribution of heights. Whilst the guidance provides a good understanding of sensitivities and appropriate ranges of heights, any development proposals should test their approach to massing and height from within identified views and townscapes during the early phases of the design process, followed by detailed photo-realistic visualisations and visual and townscape assessments in preparation of the application and fully justify their approach.

**Indicative tall building heights:**

Eastern Cluster: 14-26 storeys (74-111m AOD)

Western Cluster: 14-22 storeys (80-99m AOD)

Note: The above height ranges have been found acceptable in respect of their townscape and visual impact from the tested views points. However, testing only focused on broad massing and height of development, and did not consider other aspects of design, such as form, architecture, appearance, materiality and detail, which all need to be taken into account when assessing tall building proposals as part of a masterplan approach. Whilst the given height range provides an indication of appropriateness, when taking into account the actual architectural design, location and impact of a proposal, a building of greater height may also be found acceptable. Any proposed tall building should be comprehensively tested on the individual and cumulative visual and townscape impact of their architectural design, and the approach to height fully justified.

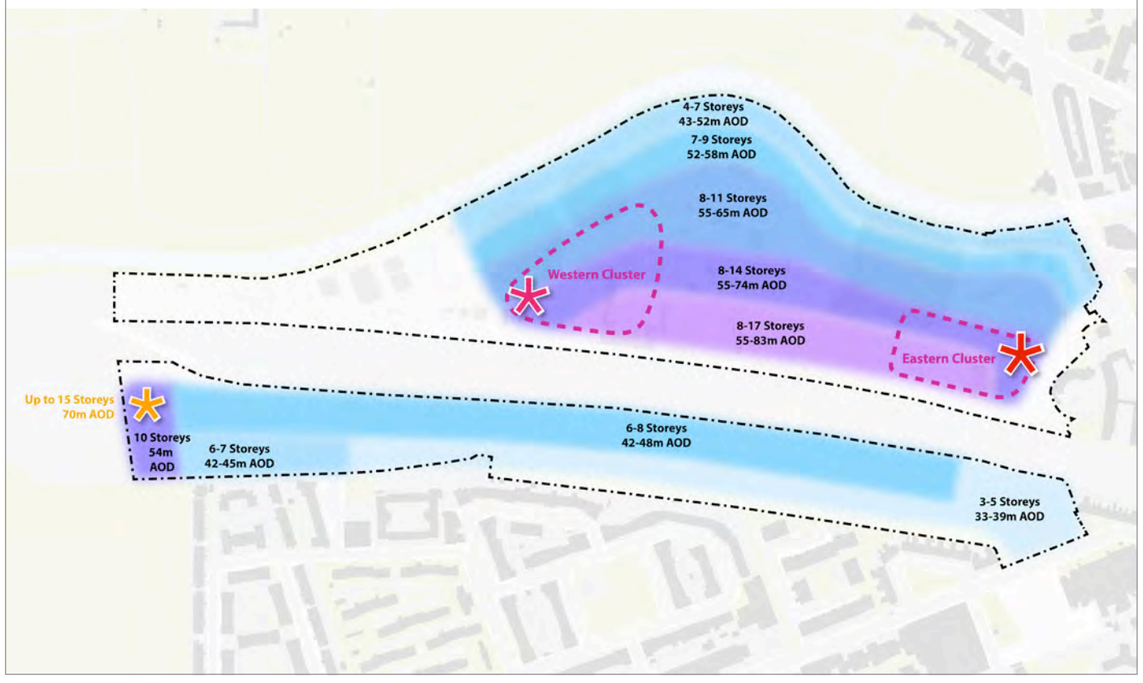



**Figure 1.31: Diagrammatic plan showing potentially acceptable height ranges in meters (AOD) and indicative storeys**

**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 Kensal Opportunity Area is earmarked to become the home and focus for a sizable new community. The development will provide local neighbourhood facilities and services including a large supermarket of sub-regional importance and also employment spaces. As such it will be a place of importance beyond its local area and this wider significance of the area is deserved to be marked on London's skyline. However, the height and impact of the landmarking of this area should be proportionate when seen in relation to other growth hubs in the area, such as White City and Old Oak Common, that are of comparably greater significance within the sub-region of north west London.

2) The targets to deliver a minimum of 3,500 homes on this site requires significant densities, which cannot be achieved by low rise development alone, and the site may need a range of heights including mid-rise and taller buildings. Higher density development requires careful planning to ensure the creation of a liveable place with quality environments and the delivery of appropriate residential amenities, open spaces and social infrastructures.

3) High density development 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 taller buildings alone.

4) Tall buildings naturally have the greatest impact onto the surrounding townscape and an ill considered approach can result in significant fragmentation of the skyline. Therefore tall buildings should generally be concentrated in confined clusters where their impact on the skyline can better managed.

5) Individually tall buildings can be landmarks that can enhance legibility of a place, and where they are proposed (even as part of a cluster) they should be carefully placed in respect to approaching routes and views, mark locally important and prominent places, and in terms of their height, form and appearance should be proportionate and help to enhance legibility and distinctiveness of the townscape

6) The Kensal Opportunity area is surrounded by lower rise housing areas and open spaces, including the Grade I listed Kensal Green Cemetery to the north. It is paramount that the development responds appropriately to the character, context and sensitivities of their surroundings and avoids overbearing impacts and stark contrasts in height and scale along the site boundaries. Generally heights of the development should step down towards the edges of the site to establish a contextual foreground and interface with neighbouring areas that screens development of greater height to the back.

7) The development especially with its mid-rise and taller buildings should test and respond appropriately to sensitive views and townscapes in the surroundings. This document has established site specific height guidance and principles from sensitive locations around the site, that should guide development and be used to assess proposals in views from these locations.

## HEIGHT RECOMMENDATIONS

The analysis of the three initial scenarios identified a number of principles on how adverse impacts of development on surrounding sensitive townscapes could be mitigated. Based on these findings two alternative scenarios (A and B) were developed that explored a different approach in respect of the site layout, distribution of massing and height than the three previously tested scenarios. This aimed to respond appropriately to identified surrounding townscape sensitivities whilst delivering between 3,500-4,200 homes and following the guidance contained in the Kensal OA SPD. Both scenarios have been translated into a 3d height envelope model, that was tested in VUcity from relevant views.

Based on the findings of the Visual and Townscape Impact Study and the testing of the two new scenarios this study developed height recommendation that are represented in the contour diagram Figure 1.31 that represents an aggregate of acceptable height ranges.

The diagram shows a range of acceptable general heights in respect of their impact on surrounding townscape and visual sensitivities. Development that is at the lower end of each height range will have a lesser impact on the visual and townscape qualities, while development at the higher end of the height range will have a greater impact and may require further testing and mitigation measures to deliver a contextual solution.

It should be noted that heights may need to account for other constraints that were out of the scope of this study. Further testing and a design-led approach are required to justify proposed tall building heights.

## GENERAL HEIGHTS

**Kensal Canalside (OA north)**

Generally heights on the Kensal Canalside site should be lower at the northern edge along the Canal to provide an appropriately scaled development frontage onto Kensal Green Cemetery.

General height is permitted to increase towards the centre of the side and further towards the railway lands. Visually in views from the cemetery this should create a layering of heights that reduces the impact of the development onto Kensal Green Cemetery but also the environment along the Canal.

The following general height ranges are recommended:

- 4-7 storeys along the canal, fronting and overlooking the cemetery. Development should create variation in height and appearance along this frontage, and break up the scale of development to respond to the finer urban grain surrounding the cemetery and characterising the canal sides.
- 4-7 storeys on Ladbroke Grove. Development should avoid overwhelming the scale and enclosure of this street and respond to the height of development directly opposite.
- 7-9 storeys to south of the canal frontage, gradually stepping up in height towards the centre of the site.
- 8-11 storeys along the central spine. Development should ensure the central street does not appear overly enclosed and that there is a variation in height along the central axis.
- 8-14 storeys immediately south of the central spine and up to 17 storeys along the railway line.

Development should aim to be at the lower end of these height ranges, but the range offers flexibility for some buildings to be towards the top of the range. Height should be used to emphasise special places and situations and to enhance distinctiveness and legibility.

Generally development height should be varied to contribute to a lively skyline. Breaks in the development frontage at podium height or lower should offer views to the sky and into courtyards, and avoid the creation of a monolithic environment.

While general heights in excess of 8 storeys may be acceptable in parts of the site, careful design is required to deliver a quality and liveable place. A sense of neighbourliness is best achieved with development of up to 6 storeys (and ideally less). Areas with greater height may feel anonymous and can be home to a more transient population that affect the social cohesion.

The last one or two floors at the top of buildings should generally be set back from the building's facade line both on the street side and in courtyards. This will allow more light to reach the street and courtyard spaces, make higher buildings appear less tall and reduce the sense of enclosure, and also provides opportunities for private outdoor spaces at the setback space.

**North Pole Site (OA South)**

The North Pole Depot site is situated to the back of existing low and medium rise housing on elevated lands. Therefor development will need to be lower at the interface with the existing housing to the south, but can rise towards the railway. In long views from the south the development of the North Pole Site will be seen in the foreground of the Kensal Site to the north, and development should support a layered appearance that screens part of the higher development along the railway in the northern part of the opportunity area.

The following general heights are proposed on the North Pole site:

- 3 to 5 storeys along the southern edge of the site (mid and east) including at the eastern end of the site. Development should respond to the specific lower rise context of adjoining development and avoid stark contrast and inappropriate overlooking. At the eastern end lower heights should permit the view of the Hospital tower from Ladbroke Grove (site entrance North OA site).
- 6 to 7 storeys at the southern edge of the site (west). Development should respond to the height of apartment buildings to the south and avoid stark contrast and inappropriate overlooking.
- 6 to 8 storeys to the north of the site along the railway. Development should provide create variation in height and introduce gaps in the development frontage to visually break up the length of the site and provide interest.

Top floors should be set back in development of 6 storeys and above to create variation in the roof form and to make buildings appear of lesser height.

## TALL BUILDINGS

**Kensal Canalside**

Two clusters of taller buildings are proposed at the Kensal Canalside as show in Figure 1.31. Concentrating taller buildings in clusters will help to minimise their impact on the skyline and on sensitive views. The clusters are located close to the railway line on either end of the development to limit the impact of taller buildings onto Kensal Green Cemetery and other sensitive areas.

The eastern cluster is situated at the site entrance of the Kensal Canalside. It can accommodate a small number of taller buildings and a landmark tower that marks the entrance into the Kensal Canalside Quarter (albeit set back from Ladbrooke Grove to not overdominate this street). This landmark tower could be the tallest building in the opportunity area, and mark the new quarter and its facilities on the skyline, thereby enhancing legibility.

The western cluster should be secondary and less prominent on the skyline than the eastern cluster. It also can accomodate a landmark building at its western end, that marks the Kensal Canalside area in views from the west along the canal and the railway corridor.

Figure 1.31 identifies broad tall building cluster locations and associated height ranges that have been tested and broadly found acceptable. Tall building proposals will need to undertake their own assessment of height that considers the impact of their detailed design both individually and cumulative on sensitive townscapes and views and that fully justifies their heights. Generally heights at the lower end of the spectrum will have lesser impact, whilst heights at the upper end of the range or above will have a greater impact on their surrounding that needs to be mitigated.

The height of taller buildings in each of the clusters should vary across the entire height range, so as to create a naturally varied skyline. Development should be subservient to the respective landmark in each cluster to ensure they will remain the most prominent and distinguishable in views from all around. Landmark towers should be elegant and slender with well articulated tops, shafts and bases.

Towers in the eastern cluster should be located so that they do not coalesce in views from the east (represented by view 16). Taller buildings in the western cluster should be spaced out so as to retain views to the sky in between towers in views from Kensal Green Cemetery.

**North Pole Site (OA South)**

This area only offers limited opportunities for taller buildings due to its close proximity to existing modest housing and heritage assets.

There is potential for two modest tall buildings at the western end of the site. The taller of the two towers sits to the north and could rise up to 15 storeys (70m AOD), the smaller one should be to the south and offset and can rise to 10 storeys (54mAOD). Together both towers could mark the western entrance into the North Pole site in views across Little Wormwood's Scrubs. Development here could also provide a sense of urbanity and overlooking to the canal top-path to the north of the railway line.

VuCity Images from the testing of the height recommendations of the upper and lower height ranges of the two Scenarios are included for each of the sensitive views on the following pages.

Height recommendations have been established based on an appreciation of their acceptable impact on identified sensitive view points. Notwithstanding this, all proposed buildings should 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 appropriate in their local contexts.

## RECOMMENDATIONS
## VIEW 1, KENSAL GREEN CEMETERY ENTRANCE

View 1 - photograph

View 1 - VUcity model Scenario A

View 1 - VUcity model Scenario B

Kensal Green Cemetery is a Grade I Listed Park and Garden and working cemetery. It is sensitive to development of large scale rising indiscriminately above the tree lines and interfering or detracting from the entrance gate.

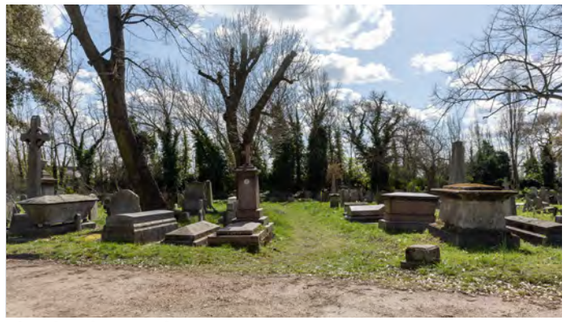
### KEY PRINCIPLES

- The skyline above the arch and the trees behind the gatehouses should be kept free of tall buildings. Tall buildings should not project above the formal entrance arch nor should interfere with the soft skyline offered by the tree line.
- Development should aim to avoid obstructing the clear view of green space and sky that is framed by the arch. Development should respond to this significant formal entrance setting by avoiding to built across the clear view of green space and sky that is framed by the arched gateway. This for example could be achieve by creating a gap in the development or open space in the axis of the gateway.
- The tallest building should remain well below the datum line set by the roof of the gate. Other development should also remain below the established treeline which will help to mitigate their visual impact.

### SCENARIO TESTING

- **Scenario A** satisfies the key principles
- Whilst **Scenario B** responds broadly to the principles, heights rise on either side of the gatehouse and start to detract from its prominence and the clustering of towers to the east starts to compete with the gateway building.

## RECOMMENDATIONS
## VIEW 2, KENSAL GREEN CEMETERY CENTRE AVENUE



View 2 - photograph

View 2 - VUcity model Scenario A

View 2 - VUcity model Scenario B

### SCENARIO TESTING

- **Scenario A** satisfies the key principles and establishes a low rise edge to the cemetery that screens development to the rear.
- **Scenario B** follows the principles but its impact on the openess and character of the cemetery increases over scenario A, due to the greater height at the edge and taller buildings starting to creep over the tree line.

Parts of Kensal Green Cemetery are highly cohesive tranquil environments characterised by small scale burial monuments, extensive green space and foliage and wide views of the uninterrupted sky. The development of the opportunity area will inevitably change the setting of the cemetery as any development to the south will become visible from here. It is important that the impact of development on the cemetery is proportionate and sensitive to the cemetery as a place of remembrance, as a heritage asset, and its visual and spatial characteristics.

### KEY PRINCIPLES

- New development on the Kensal Canalside Opportunity Area should sensitively respond to the scale and nature of the cemetery's character.
- The soft edge to the cemetery and being able to see through the trees to the sky is important to the character of the cemetery and the proposed development should respond to this quality by remaining below the tree line.
- The canal frontage should be smaller scale, finer grain and continuous. Gable end blocks with large gaps in between are uncharacteristic for the canal side and do not help to contain the cemetery and should be avoided. The development frontage should provide variation of height to create a more varied skyline when seen close-up from the cemetery. Additional tree planting and greening before the frontage should further help screen the development.
- Building height should be layered and gradually increase to the back of and screened by the canal frontage.
- Taller buildings should be situated away from the cemetery to the back of the site to limit their visibility, prominence and impact. Where they group together their height should be modulated to create a lively skyline and avoid coalescence into a single skyline mass.
- Development should avoid creating excessive overlooking and impacting on the privacy of the cemetery as active burial place.

## RECOMMENDATIONS
## VIEW 3, KENSAL GREEN CEMETERY FROM ANGLICAN CHAPEL

View 3 - photograph

View 3 - VUcity model Scenario A

View 3 - VUcity model Scenario B

This view is from the Anglican Chapel (Grade I listed) over the central axis of the cemetery, taking in a panoramic view over the open landscape characterised by burial monuments, extensive green space and foliage and the uninterrupted sky. The development of the opportunity area will inevitably change the setting of the cemetery as any development to the south will become visible from here. It is important that the impact of development on the cemetery is proportionate and sensitive to the cemetery as a place of remembrance, as a heritage asset, and its visual and spatial characteristics.

### KEY PRINCIPLES

- Development height at the canal front should be low and respond to the scale and character of the cemetery.
- Trees should be planted in front of the development along the canal to soften the edge between the cemetery and the development.
- Heights in the second and third row behind the frontage facing the cemetery should rise gradually towards the back of the site and avoid exposed and stark contrasts of height.
- Generally development should remain below the tree line to avoid a dominant intrusion of bulky mass on the skyline.
- Generally tall buildings should be concentrated to the back of the site and in the west of the area and at a height that avoids a prominent and dominant vertical presence over the tree-line. Coalescence of taller buildings should be avoided.
- Development should avoid creating excessive overlooking and impacting on the privacy of the cemetery as active burial place.

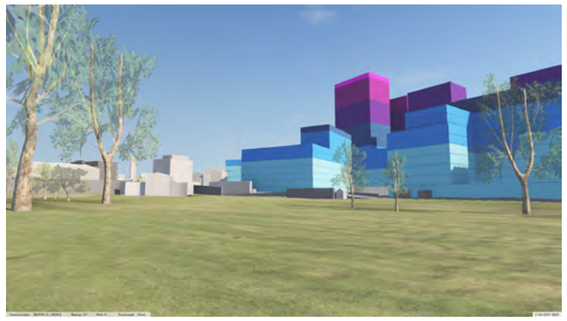
### SCENARIO TESTING

- **Scenario A** satisfies the key principles and establishes a low rise edge and modest taller buildings in the west.
- **Scenario B** follows broadly the principles but its impact on the openness and character of the cemetery increases over scenario A, due to the building mass rising higher and in parts above the tree line. Tall buildings in the west become more prominent on the skyline yet remain somewhat proportional to the scale of elements in the cemetery.

## RECOMMENDATIONS
## VIEW 4, KENSAL GREEN CEMETERY TOWARDS DISSENTERS' CHAPEL

View 4 - photograph

View 4 - VUcity model Scenario A



View 4 - VUcity model Scenario B

This part of Kensal Green Cemetery is open, benefits from lesser screening from trees and its setting is already impacted by fragmented development outside the cemetery vying for attention. The development of the opportunity area is inevitably altering the setting of this part of the cemetery further as higher density development is introduced in the area to the south. The character of this area is sensitive to incursion of development that is significantly out of scale and fails to mediate with the existing development context, and that detract from the defining visual features of the central axis, the focus on Dissenter's Chapel and the formal arrangement of surrounding gravestones.

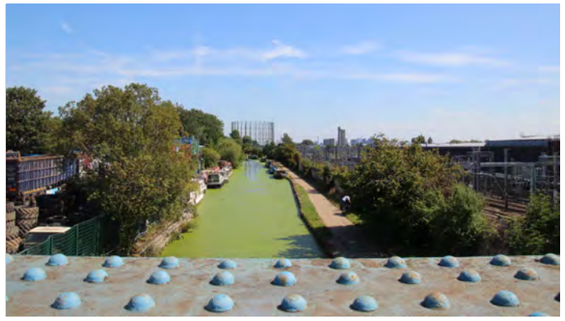
### KEY PRINCIPLES

- The edge of the development frontage directly overlooking the cemetery should be kept low, respond to the modestly scaled context visible around the cemetery, and be in keeping with the height and grain of buildings along the canal.
- Trees should be planted in front of the development along the canal to soften the edge between the cemetery and the development.
- Heights in the second and third row behind the frontage facing the cemetery should rise gradually towards the back of the site, apply a layered approach, and avoid exposed and stark contrasts of height.
- Tall buildings should be situated to the back of the site to minimise contrast and avoid an overbearing impact on the cemetery.
- Development should avoid creating excessive overlooking and impacting on the privacy of the cemetery as active burial place.
- If possible retain the converted water tower as it contributes to local distinctiveness

### SCENARIO TESTING

- **Scenario A** responds positively to key principles. It moves greater height away from the cemetery and does not detract from the defining features of the view.
- **Scenario B** follows broadly the principles but its impact on the openness and character of the cemetery increases over scenario A, especially due to the increased building mass at the edge of the cemetery and its greater overall height.

## RECOMMENDATIONS
## VIEW 5, SCRUBS LANE BRIDGE, GRAND UNION CANAL



View 5 - photograph

View 5 - VUcity model Scenario A

View 5 - VUcity model Scenario B

The fragmented townscape between Kensal Green Cemetery (left) and the railway line (right) seen here from Scrubs Lane Bridge stands to clearly benefit from the development of the opportunity area as this will enhance footfall, instil a sense of urbanity into the wider area and enhance the perception of safety along the canal path environment.

### KEY PRINCIPLES

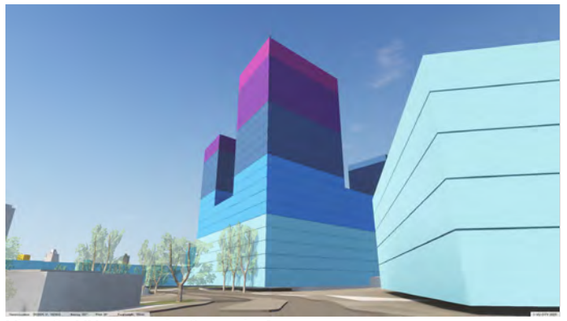
- There is an opportunity to create a greater level of articulation of height at the western end of the development to create a distinct landmark and focus in this view.
- On the North Pole site, a taller building could help to provide more overlooking and passive supervision to the tow path and make it feel safer.

### SCENARIO TESTING

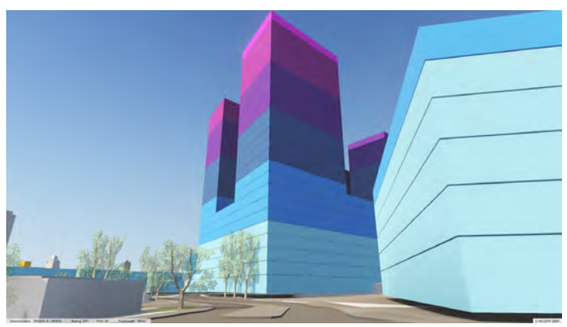
- **Both scenarios respond to above principles**.

## RECOMMENDATIONS
## VIEW 6, LADBROKE GROVE/ CANAL WAY JUNCTION

View 6 - photograph



View 6 - VUcity model Scenario A



View 6 - VUcity model Scenario B

Ladbroke Grove is the principal thoroughfare and pedestrian route connecting North Kensington to the south and Kensal to the north. This place is the main access point to the Opportunity Area (OA)and currently feels fragmented. Ladbroke Grove is sensitive to development that departs from its typical range of scales and heights. There is an opportunity here to create a distinct new entrance into the OA and the enhance legibility with a landmark.

### KEY PRINCIPLES

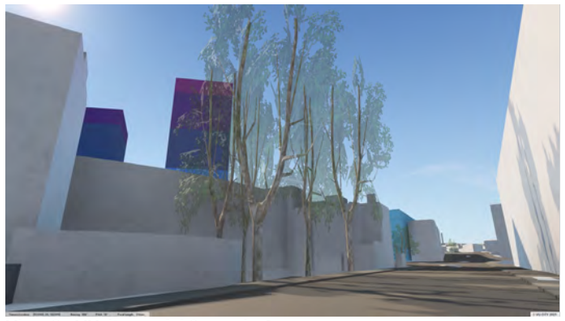
- Keep heights at the corner and along Ladbroke Grove contextual to existing development to avoid overbearing the view along Ladbroke Grove with major development that breaks its scale and broad coherence.
- Retain the open view to St Charles Hospital Tower from here, which may be blocked by development on the eastern end of the North Pole site.
- Define and enclose views into the development from this location to guide and invite residents and visitors into the site.
- Position a new landmark building at the site entrance so that it is visible from Ladbroke Grove but clearly set back into the site to create distinctiveness and enhance legibility of the main entrance to the new quarter, whilst avoiding an overbearing relation with existing development on Ladbroke Grove.
- If possible maintain the elevation of Canalside House and retain the converted water tower as both contribute to local distinctiveness

### SCENARIO TESTING

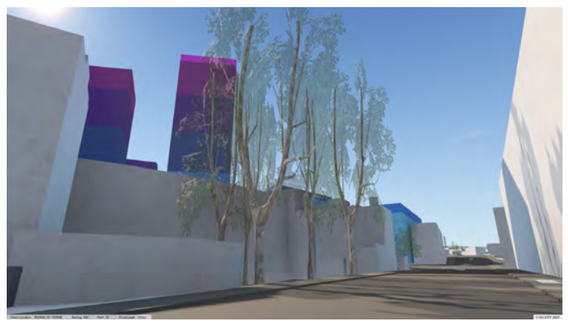
- **Scenario A** satisfies the key principles and creates a new landmark building that is proportional to its context.
- **Scenario B** follows above principles albeit the tallest buildings start to overdominate their immediate surroundings.

## RECOMMENDATIONS
## VIEW 8, KENSAL HOUSE FROM LADBROKE GROVE

View 8 - photograph



View 8 - VUcity model Scenario A



View 8 - VUcity model Scenario B

This is a characteristic view along this part of Ladbroke Grove is fragmented with a range of buildings of different styles and heights. Kensal House to the left is a Grade II* modernist inspired early 20th century apartment complex that is sensitive to overbearing development that detracts from an appreciation of the ensemble of buildings and their relation with one another. Mature tree planting obscures the roof scape and will mitigate the impact of taller development will have to the rear of Kensal House onto the setting of this listed building.

### KEY PRINCIPLES

- Heights of development visible along Ladbroke Grove should be contextual to existing development to avoid appearing and undermining the broad coherence and scale of this street space.
- Tall buildings in the eastern cluster to carefully model and test their impact on the setting of Kensal House. If visible above the roofscape their height will need to be proportional, and development should avoid being overwhelming or significantly detracting from the listed building and its compositional elements.

### SCENARIO TESTING

- **Scenario A** satisfies the key principles and creates a new landmark building that is proportional to Kensal House.
- **Scenario B** follows above principles albeit the tallest buildings begin to detract from Kensal House.

## RECOMMENDATIONS
## VIEW 9, BARLBY PRIMARY SCHOOL

View 9 - photograph

View 9 - VUcity model Scenario A

View 9 - VUcity model Scenario B

This is the eastern end of the North Pole Site development and offers an opportunity to create a welcoming entrance into the site, that responds sensitively to the scale of the existing terrace, integrates existing trees and preserves the view from Ladbroke Grove to St Charles Hospital Tower.

### KEY PRINCIPLES

- Development on either side of the railway should not have an overbearing impact on the existing properties on Barlby Road. Heights should be moderated to avoid a sense of 'looming' over the 3-storey properties in this view.
- Development should avoid overshadowing and excessive overlooking onto existing housing or their amenity spaces.
- Developments at this site should be of contextual to the height of the terrace and existing trees.

### SCENARIO TESTING

- **Scenario A** satisfies the key principles and creates a contextual response at the site entrance. Taller buildings appear over the roofline without detracting from its overall scale
- **Scenario B** responds similarly as Scenario A to the site entrance. Larger development becomes visible over the roofscape and development starts to detract from the terrace.

## RECOMMENDATIONS
## VIEW 10, BARLBY ROAD/EXMOOR STREET

View 10 - photograph

View 10 - VUcity model Scenario A

View 10 - VUcity model Scenario B

This is a very distinctive example of the Garden City movement with cottage style terraced housing enclosing a small triangular green space. Due to its close proximity to the opportunity area and its modest height, it will be almost inevitable that development in the Opportunity Area will be visible above the roofscape. The townscape character of this area is particular sensitive to development that is overbearing, fragments the skyline or diminishes the integrity and coherence of the ensemble.

### KEY PRINCIPLES

- Development directly to the rear of housing should be kept low so as to appropriately respond to the scale of the housing and avoid impacting with out-of-scale development on their private amenity spaces.
- Other development further back towards the railway line on the North Pole site could step up its height, but development should ensure a visible layering of development in views from this area and other longer views from the south, to create a middle ground and to mediate with greater heights and tall buildings on the Kensal Canalside site along the railway.
- Tall buildings should not be permitted on any site in the OA where they would rise notably in the centre of this view onto these terraces, to avoid detracting from their coherence.
- Development should respond to the strong horizontality of the existing view and townscape so as to not detract from this strong visual character of the area.
- Due to the proximity of the Kensal Canalside Opportunity Area to the existing residences, care should be taken to avoid overshadowing and excessive overlooking of properties and private amenity spaces.

### SCENARIO TESTING

- **Scenario A** satisfies the key principles and there is little impact from the Kensal Canalside site onto the view.
- **Scenario B** follows above principles and whilst heights increase on the Kensal Canalside, the layering of height in the middleground helps to mitigate the visual impact of development onto the domestic scaled terraced housing in the foreground.

## RECOMMENDATIONS
## VIEW 11, ST. MARK'S ROAD

View 11 - photograph

View 11 - VUcity model Scenario A

View 11 - VUcity model Scenario B

The view is of a highly cohesive townscape, dominated by greenery, low-level buildings, and sky. The wide and long views are sensitive to elements which detract from the cohesion of the area. This view is particularly sensitive in winter when there is less obscuration by trees. Given the proximity to the OA, the open space and lowrise development in the middleground, and the focus of St. Marks Street onto the OA, there is a likelihood that development may intrude into this view and appear over the roofline.

### KEY PRINCIPLES

- Development should avoid to appear overly prominent on the skyline above low rise housing.
- Taller buildings should be concentrated in clusters in places that are meaningful to be landmarked on the skyline to enhance legibility and avoid a fragmented skyline.
- Height should be proportional to the development and elements in the foreground.

### SCENARIO TESTING

- **Scenario A** responds to the key principles above. Heights remain low on the horizon line and there is a small cluster of tall buildings cluster central to the view along St. Marks Street which will be largely screened by trees, and another high point in the west where it marks the development on Little Wormwood Scrubs.
- The increased height of development in **Scenario B** does little in affecting this view. The exception are taller buildings in the vista along St. Marks Street that appear dominant but not overbearing, and remain largely screened by trees.

## RECOMMENDATIONS
## VIEW 12, DALGARNO GARDENS/ BRACEWELL ROAD JUNCTION

View 12 - photograph

View 12 - VUcity model Scenario A

Little Wormwood Scrubs is a valuable neighbourhood park in the Dalgarno Gardens neighbourhood, defined on two sides by low and medium rise terraces and apartment buildings. The area is sensitive to taller buildings appearing dominantly over rooftops or having an overbearing impact onto the open space. However, there is an opportunity for a modest taller building on the North Pole site that could act as a wayfinding device, mark the entrance into the southern OA, enhance legibility and provide overlooking and definition to the open space.

### KEY PRINCIPLES

- General height of buildings visible from the park on the North Pole site should be contextual and of not much greater scale and height than the estate development just to the south of the OA.
- An elegant and distinctive local landmark building could be promoted on the western end of the North Pole Development site. This should orientate towards the open space and be supported by a legible route through the park leading into the OA south.
- Another slightly less tall building could be promoted in the foreground of the landmark building to help to mediate its height with the lower height of the context and avoid stark contrasts in height.
- Development should not conspicuously over the roofs of the Sutton Estate and detract from the character of the area.

### SCENARIO TESTING

- **Scenario A** responds to the key principles above. Its development on the Depot site is of an appropriate scale and establishes a focal landmark building at the park.
- **Scenario B** mirrors the approach to Scenario A on the Depot site. Heights in crease on the Kensal Canalside site, and the tallest building begin to appear above the roofscape of the Sutton Estate but do not yet detract from the overall character of the area.

## RECOMMENDATIONS
## VIEW 13, LADBROKE HALL

View 13 - photograph

View 13 - VUcity model Scenario A

View 13 - VUcity model Scenario B

The townscape in this area is characterised by a 1980s housing estate that includes a earlier Grade II listed Ladbroke Hall to the right of the framed entrance. The entrance area is a formal axial route leading into a central green space, Sunbeam Park. The neighbourhood is in close proximity to the Opportunity Area and visual impact of development is likely. In the past a large gasholder appeared in this view which has since been removed. As such there is a history of height in the setting of this area.

### KEY PRINCIPLES

- Tall development should not dominate or loom over the housing around or to the north of Sunbeam Park.
- Development should be layered with a lower, visible height on the depot site creating a middle ground to mediate the perceived dominance of taller buildings.
- Height should be proportional to the development and elements in the foreground.

### SCENARIO TESTING

- **Scenario A** responds to the key principles above. Heights remains low in the vista and the small taller building is proportional to the development in the foreground.
- The increased height of development in **Scenario B** rises more notably up above the development surrounding Sunbeam Square but it remains proportional and helps emphasise the OA on the skyline.

## RECOMMENDATIONS
## VIEW 14, ST CHARLES CENTRE

View 14 - photograph

View 14 - VUcity model Scenario A

View 14 - VUcity model Scenario B

This street outside the St Charles Hospital is a characteristic view for the area with a mix lower rise historic buildings. In the backdrop of the view the low rise terraced Garden City cottages (view 10) can be seen. The development of the opportunity area is inevitably going to change this view given the open and low rise nature of the northern end of this view. The townscape character is sensitive to overwhelming development that diminishes the integrity and standing of housing seen in this street.

### KEY PRINCIPLES

- Development should be layered on the North Pole depot site with the height stepping up to create a middle ground that mediates with the height of development and taller buildings along the railway on the Kensal Canalside site. The stepping up of heights should avoid crass contrasts in scale in this view.
- The scale, massing and appearance of buildings should respect the fine grain character and coherence of Barlby Gardens. Development should not 'loom' over the roofline of this well-preserved piece of city.
- Tall buildings should not be situated central to this view to avoid creating a dominant feature that would detract from the characteristic scale and grain of development in this area.
- The tallest building should avoid looming over the roofscape of exising housing in the middle ground of this view. With its appearance and articulation of its top the tower should provide an attractive addition to the skyline and create a distinctive and recognisable landmark of the Kensal OA in this and other views.

### SCENARIO TESTING

- **Scenario A** responds to the key principles and the impact of the development on the character of this street is proportional
- The impact of **Scenario B** on this character is increased due to its greater height. The tallest buildings assumes a greater presence and landmarks the opportunity area, although it coalesces with the building in front which makes it look bulkier than it is. The buildings central to the street start to be overbearing on the street and the lower housing in the backdrop.

## RECOMMENDATIONS
## VIEW 15, ST HELEN'S GARDENS

View 15 - photograph

View 15 - VUcity model Scenario A

View 15 - VUcity model Scenario B

The southern end of St Helen's Gardens is characterised by 4 storey residential properties with a grand, suburban feel. It has a locally distinct character and a strong sense of place. Mature trees bring a strong, natural character to the street scene which is terminated by views over Kensington Memorial Gardens. The townscape is relatively robust and inward facing. However, it is sensitive to large scale incongruous development visible in the vista of the street or that rises above buildings and trees.

### KEY PRINCIPLES

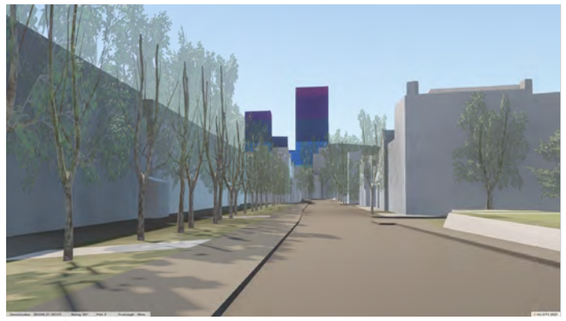
- If visible in the vista, tall buildings should be proportionate to the elements in the view and avoid rising over the roofline of on either side of the street.
- Height should be proportional to the development and elements in the foreground.

### SCENARIO TESTING

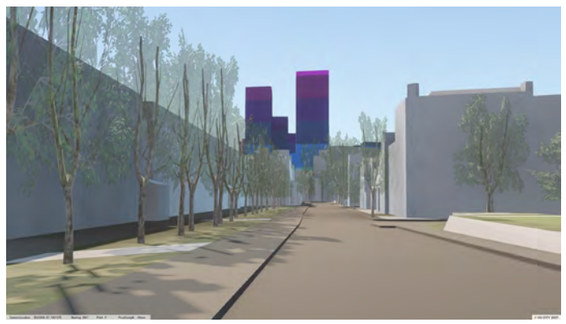
- **Scenario A** responds to the key principles above. A taller building becomes visible central to the view, but it remains proportional to the street scene and firmly in the background of the view.
- In **Scenario B** two taller buildings appear in this view and creates a strong focus in the vista that starts detracting from the character of the view, especially as the tall building rises above the roof line of the buildings in the end of the street. A tower of this height should be avoided in this street.

## RECOMMENDATIONS
## VIEW 16, SOUTHERN ROW


View 16 - photograph



View 14 - VUcity model Scenario A



View 14 - VUcity model Scenario B

The townscape character to the east of the opportunity area is varied, resulting from a mix of building ages and styles. However, Southern Row is a predominant residential area with a broadly coherent scale and height. The opportunity area is situated at the end of this vista and some impact of this development is inevitable due to the required intensity of development. This area is sensitive to overly large and bulky developments looming over and into the street space. Taller buildings in this view could help enhance legibility by giving the Opportunity Area a visible presence on the skyline.

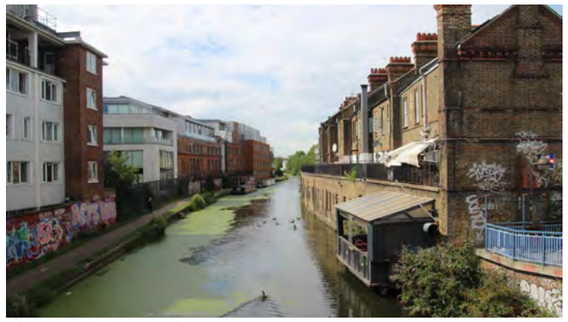
### KEY PRINCIPLES

- Potential for a landmark tower being situated central to Southern Row that marks Kensal OA on the wider skyline and the gateway into the site with its facilities and the supermarket more locally.
- Towers within the eastern cluster that are visible in this view should be staggered, so they do not coalesce and create a solid wall of development, and the visibility of the sky in-between is retained.
- General height of development in this view to be at or below the height of buildings along Ladbroke Grove.

### SCENARIO TESTING

- **Scenario A** responds to the key principles above and creates a clearly outstanding focal landmark building.
- The height is increased in **Scenario B** and the tallest building will assume a greater presence on the skyline. The scenario responds to above principles.

## RECOMMENDATIONS
## VIEW 17, GRAND UNION CANAL FOOTBRIDGE



View 17 - photograph

View 17 - VUcity model Scenario A

View 17 - VUcity model Scenario B

While there is an eclectic mix of architectural styles along the canal, the townscape remains moderately consistent due to cohesive building heights and rhythm of fenestration.

The townscape has a typical urban, informal and calm canalside atmosphere. It is more sensitive to uncontextual development on the canal itself than the impact of taller building that look over the roofscape. Visibility of taller building from the canal path could actually provide helpful way markers and assist with legibility.

### KEY PRINCIPLES

- If tall buildings become visible over the roof scape the clustering effect should be limited by lowering the height of some, so only a single tower is prominent to help way finding.

### SCENARIO TESTING

- Neither scenario A or B are visible in this view.

## RECOMMENDATIONS
## VIEW 18, LADBROKE GROVE

View 18 - photograph

View 18 - VUcity model Scenario A

View 18 - VUcity model Scenario B

This place is in a unique topographical location and overlooks a wide area to the north. The view along Ladbroke Grove is enclosed by Victorian buildings with white stuccoed fronts that step down the hill and give the view a highly distinctive character. The townscape is sensitive to any impact in its setting that detracts from the openness of the view, the commanding presence of the Victorian buildings and the balance and clarity of elements in the fore and middleground of the view.

Given the location of the opportunity area on elevated land at the horizon line, development is inevitably going to be visible in this view.

### KEY PRINCIPLES

- Development should avoid establishing excessive massing that rises out of the urban fabric and that dominates the horizonline in this view
- The indiscriminate scattering of taller buildings on the horizonline leads to a fragmented and dominant skyline and should be avoided.
- Tall buildings in this view should be concentrated in a confined cluster that expresses a hierarchy between towers and is focused on a single highpoint, and thereby create a distinctive yet less domineering skyline composition in this view.
- The height of tall buildings and development more generally should be proportionate to the scale and grain of the surrounding townscape.

### SCENARIO TESTING

- **Scenario A** responds to the key principles above. Heights remain low on the horizon line and tall buildings cluster in the east, culminating in a landmark building that marks the opportunity area in this view without overdominating the vista or detracting from the Ladbroke Grove townscape character.
- Due to its increased height development in **Scenario B** becomes more prominent on the horizonline. The scenario still remains a clear focus of height on Ladbroke Grove but due to other increased height the tallest building is less prominent and distinctive. The development begins to compete with and detract from the character of Ladbroke Grove townscape character.

## RECOMMENDATIONS
## VIEW 19, PORTOBELLO ROAD

View 19 - photograph

View 19 - VUcity model Scenario A

View 19 - VUcity model Scenario B

Portobello Road is one of London's most famous street markets. Shops make an important contribution to the character of the area as well as to the vitality and daytime economy of the area. This is a distinctive view with a fine grain pattern of coloured facades that slowly step down the hill and encloses the vista in a shallow curve, opening up the view to the sky above the roofscape in the end of the vista. The views is sensitive to development that undermines the balance of its characteristic elements, and detract from its quirky special character and distinctive scale and pattern of forms and activities.

Due to the location of the opportunity area on elevated land and in the viewing direction of Portobello Road, it is likely that larger development will become visible in this view.

### KEY PRINCIPLES

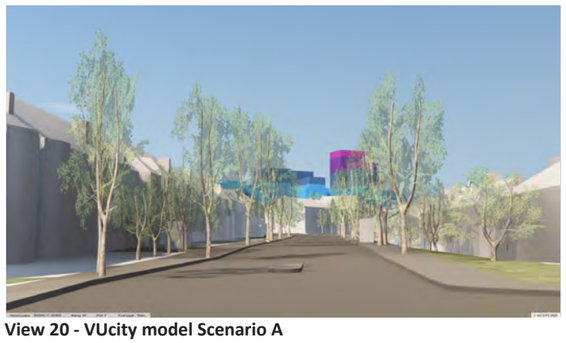
- Development should avoid establishing significant massing over the roofscape that detracts from the characteristic features of this view.
- Where taller buildings are proposed a clear hierarchy of heights should be developed that emphasises a single tall building as landmark that is distinctive and elegant and visible against the sky.
- The height of development should be proportionate, not overwhelm the buildings in the foreground and remain below the parapet height of the terrace in the back of the view.

### SCENARIO TESTING

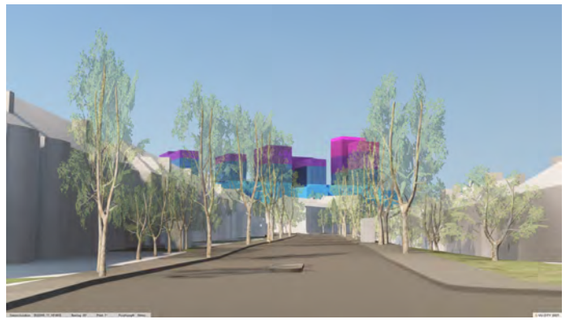
- **Scenario A** responds to the key principles above and there is little intrusions of development in this view. A landmark building supported by a lower tower marks the Kensal Opportunity Area, but they remain proportional to the foreground and do not overdominate the view.
- Due to its increased height development in **Scenario B** becomes more prominent in this view. The height of the cluster increases and with it its visibility and prominence. The development is on the cusp of being overly dominant and detracting from the townscape character. The lack of greater differentiation in height of the landmark building from the rest of the cluster make it less distinct and legible.

## RECOMMENDATIONS
## VIEW 20, BARLBY ROAD/ PANGBOURNE AVENUE

View 20 - photograph



View 20 - VUcity model Scenario A



View 20 - VUcity model Scenario B

The view along Barlby Road is highly coherent, with terraced housing of consistent height and roof forms set back behind front gardens with trees lining the street. Its vista unremarkable and focuses on the gable end wall of Ladbroke Hall. The view is significant for its high levels of coherence, and it suburban and open feel.

Given the location of the opportunity area in close proximity to this viewing point including at the end of the vista along Barlby Road it is inevitable that some development is going to be visible in this view.

### KEY PRINCIPLES

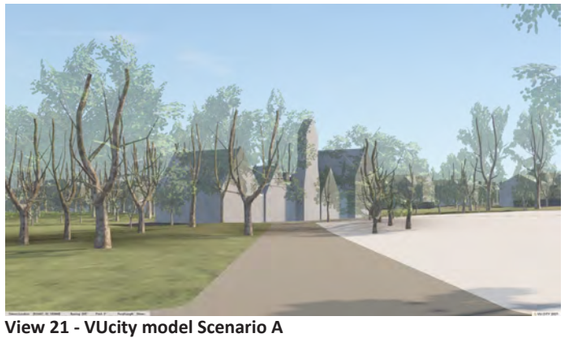
- Development should avoid establishing excessive massing that looms over the low rise context and that over-dominate this view
- The indiscriminate scattering of taller buildings on the horizon line leads to a fragmented and dominant skyline and should be avoided.
- Tall buildings in this view should be concentrated in a confined cluster that expresses a hierarchy between towers and is focused on a single highpoint, and thereby create a distinctive yet less domineering skyline composition in this view.
- The height of tall buildings and development more generally should be proportionate to the scale and grain of the surrounding townscape.

### SCENARIO TESTING

- **Scenario A** responds to the principles above. It transforms the view and situates Barlby Road within its wider more urbanised context. The landmark stands out and creates a distinctive skyline.
- Due to its increased height development in **Scenario B** becomes more dominant on the horizonline and development starts to detract and be overbearing on the coherent low rise and domestic character of Barlby Road. The tallest building is less prominent and distinctive.

## RECOMMENDATIONS
## VIEW 21, PADDINGTON CEMETERY

View 21 - photograph



View 21 - VUcity model Scenario A

View 21 - VUcity model Scenario B

Paddington Cemetery is characterised by formal radial views towards the central chapel. Paths are bounded by a formal layout of burial sites with grave stones. Sparse trees in the northern section of the cemetery allow long views across especially when trees are not in leave, taking in the low rise development beyond the boundary and the open sky. The cemetery's character is sensitive to elements which detract from the formal layout and tranquil nature of the cemetery and compete with the central chapel and its spire.

### KEY PRINCIPLES

- Avoid intrusion of large conspicuous mass or tall buildings into the cemetery and compete with the central chapel.

### SCENARIO TESTING

- **Scenario A** is not visible in this view as its tallest towers remain below the height of the roof of the central chapel.
- The tallest buildings of **Scenario B** also are not conspicuous in this view, but they could be glimpsed just to the left of the bell tower over the roof of the middle chapel, if they would not be screened by vegetation. Any higher development in the eastern end of the OA however may appear in this view and compete with the bell tower and detract from this view and therfor should be thoroughly tested.

## RECOMMENDATIONS
## VIEW 23, QUEEN'S PARK PUBLIC SPACE

View 23 - photograph

View 23 - VUcity model Scenario A

View 23 - VUcity model Scenario B

There is a strong coherence of architectural style, scale and materials throughout the Queen's Park Estate Conservation area, creating a highly homogenous area. The fine grain and intricately detailed townscape is sensitive to elements which project over the roofline and detract from the appreciation of the delicate roofscape and architecture. Given the close proximity of the open space to the opportunity area and the low height of the terrace within this view, there is likely to be a visual impact from the development in this view.

### KEY PRINCIPLES

The aim should be to reduce the height of the towers so they avoid being visible over roof scape. If the visibility of height is unavoidable then the following principles should be followed to minimise the impact.

- Concentrate taller buildings in a single cluster to reduce the fragmentation of the skyline
- Move this cluster as far as possible to the left of the view towards the edge of the conservation area, where they are more likely hidden behind existing trees.
- Express a clear hierarchy of height within the cluster with a dominant focal building and other subordinate buildings to create a distinct skyline feature that can act as a landmark
- The height of tall buildings should appear proportionate to the terraces in the foreground and the tallest building should not rise higher than 2x the height of the terrace above the roof line
- Materiality and design of taller building will need particular attention and avoid a conspicuous appearance that contrast with the prevailing pattern and tone of colours and materials in the conservation area.

### SCENARIO TESTING

- The impact of Scenario A is limited to the tallest building being modestly visible in a single place over the roofscape of the terrace. Whilst this detracts from the consistency of the terrace, overall it does not undermine the coherence of the area.
- A greater amount of development is visible above the roofscape in Scenario B but concentrated in a single location. It is is having a greater impact on the coherence of the conservation area.

## RECOMMENDATIONS
## VIEW 24, HALSTOW ROAD

View 24 - photograph

View 24 - VUcity model Scenario A

View 24 - VUcity model Scenario B

The townscape in this area is characterised by streets of low rise Victorian terrace buildings. Given the close proximity of this neighbourhood to the opportunity area and the modest height of the buildings within this view, there is a risk that development visually intrudes into this space.

### KEY PRINCIPLES

- The aim should be to reduce the height of any taller development so they avoid becoming prominently visible in this street scape.
- Concentrate taller buildings in clusters to reduce the fragmentation of the skyline by taller buildings
- Clusters to be located in the eastern and western end of the site where they would have a lesser impact on this view
- Express a clear hierarchy of height within the cluster with a dominant focal building and other subordinate buildings to create a distinct skyline feature that can act as a landmark
- The height of tall buildings should appear proportionate to the terraces in the foreground and the tallest building should not rise higher than 1-2x the height of the terrace above the roof line
- Materiality and design of taller building will need particular attention and avoid a conspicuous appearance that contrast with the prevailing pattern and tone of colours and materials in the conservation area.

### SCENARIO TESTING

- **Scenario A** responds to the principles above. Tall development has been moved away to the eastern and western end of the site and there is almost no impact on the character of this street.
- Due to its increased height development in **Scenario B** becomes visible over the roofline of the houses closing the street, however this is a modest impact that does not undermine or detract from the townscape character of the street.