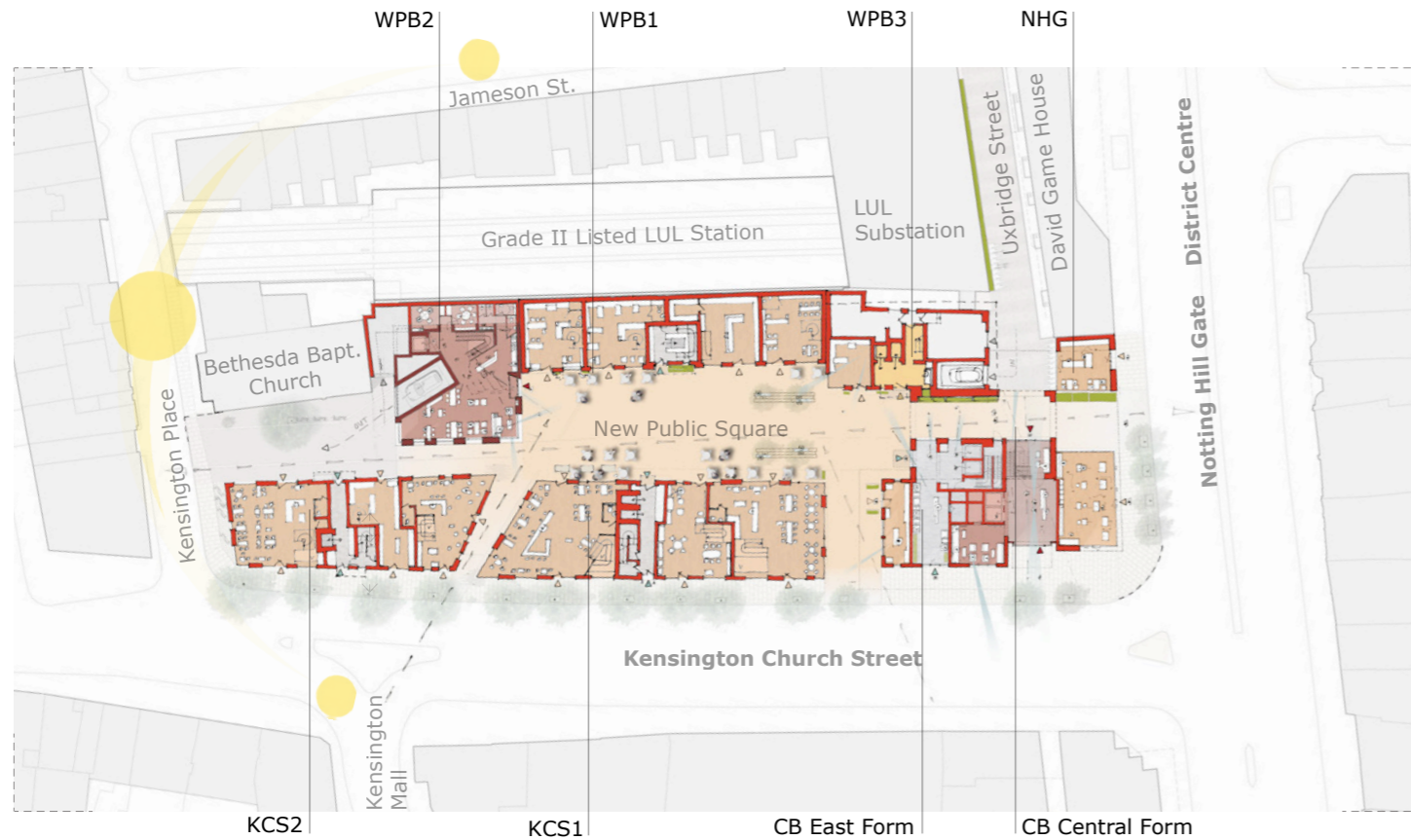


3.0 Design Proposal with reference to GLA Call In

3.0.1 The Design Proposal outlines a comparison between the GLA Call In July 2018 and the Planning Submission dated September 2017. Detailed information on the proposal is available within the architectural drawings and supporting documents submitted for the GLA Call In July 2018.

3.0.2 2017 Submission:

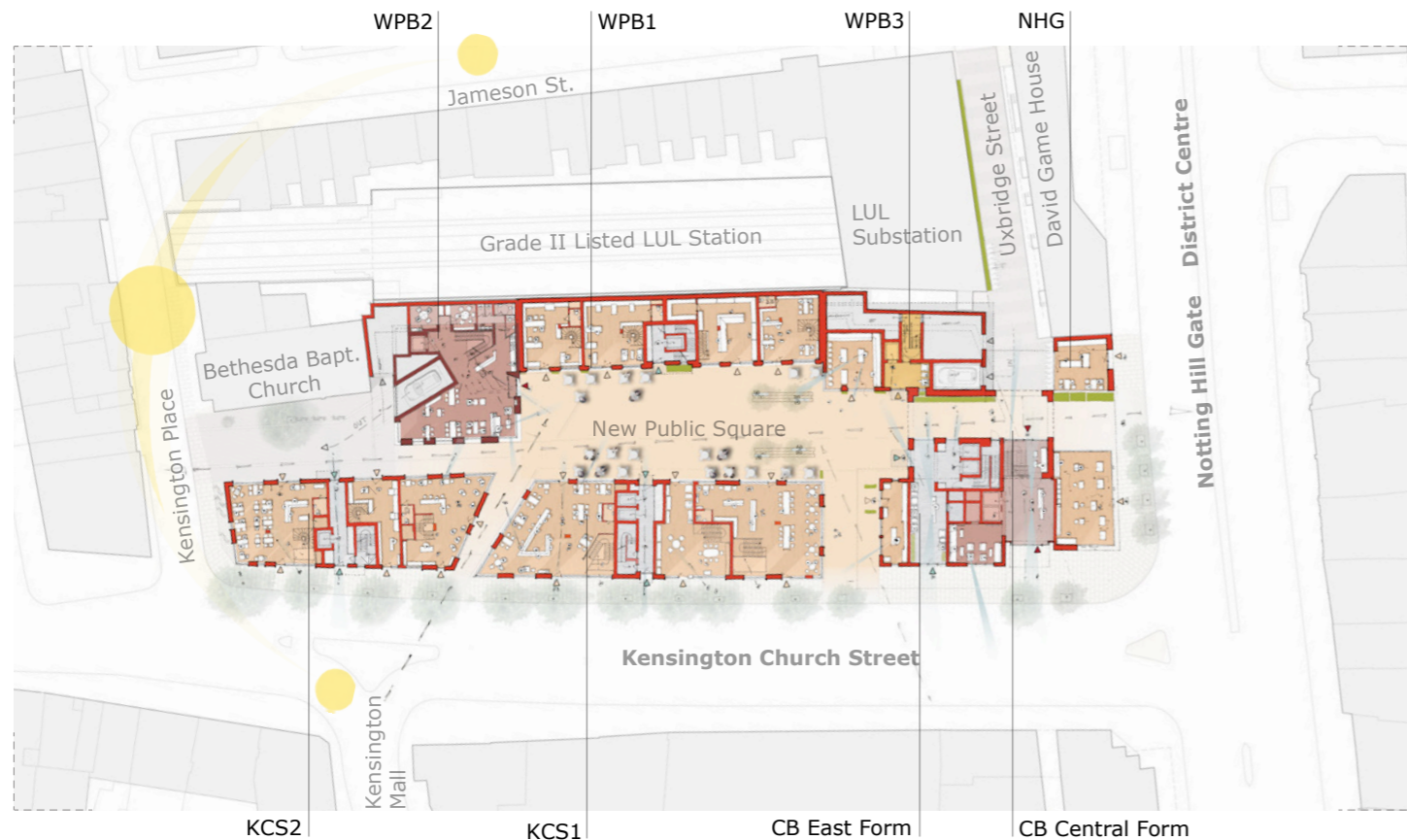
"A genuinely mixed use development is proposed across a composition of building forms that respond to the distinct characteristics of this location and give a varied and flexible offer of accommodation, centred on a New Public Square and situated to define New Public Lanes into and through the site, that connect to the existing network of streets and the District Centre."
(DAS 2017 p.79 para.4.0.1)



GLA Call In July 2018 - Proposed Ground Floor Plan

Planning Sept 2017 - Ground Floor Plan

Scale: 1:1000@A3



3.1 Site

3.1.1 Planning Submission Sept 2017 DAS:

"At ground floor, a vibrant mix of local shops, cafes and restaurants would be spread across 14 units, with frontages onto the District Centre and new public square. They would offer a diverse range of sizes and be supported by service space at basement -1 level to maximise their ground level active frontage." (DAS 2017 p.80 para.4.1.1)

3.1.2 GLA Call In July 2018:

Mixed Use

The vibrant mix of uses within the ground floor layout is maintained, including the provision of 14 **retail** units in a range of sizes that activate the proposed public realm.

Office provision is enhanced with 2 additional floors within WPB3, providing further activity to the site.

Surgery provision is maintained on the site.

Residential provision is enhanced across 3 buildings, providing further activity to the site.

"The Proposed Amendments have enhanced the inclusive design provisions throughout the scheme, including general circulation throughout the site, an additional lift provided within West Perimeter Building 3, and provision of evacuation lifts within each building to facilitate step-free egress."

(Access Statement Addendum, July 2018, p.7, Arup)

3.1.3 Planning Submission Sept 2017:

Mixed Use

The ground floor layout was proposed with its vibrant mix of uses, including the provision of 14 **retail** units of a range of sizes that activate the proposed public realm.

"The main **office** use and **surgery** use would be located to the North of the square within the Corner Building, Notting Hill Gate Building and West Perimeter Building 3. Further office use would be located to the South of the square, in the self contained Cube Building. This would activate each end of the square and bring with it essential footfall across working hours."

"**Residential** apartments would be located above the retail and office uses, buffered from the busy surrounding streets. Entrances are strategically located across the site, alongside other uses." (DAS 2017 p.80 para.4.1.1)

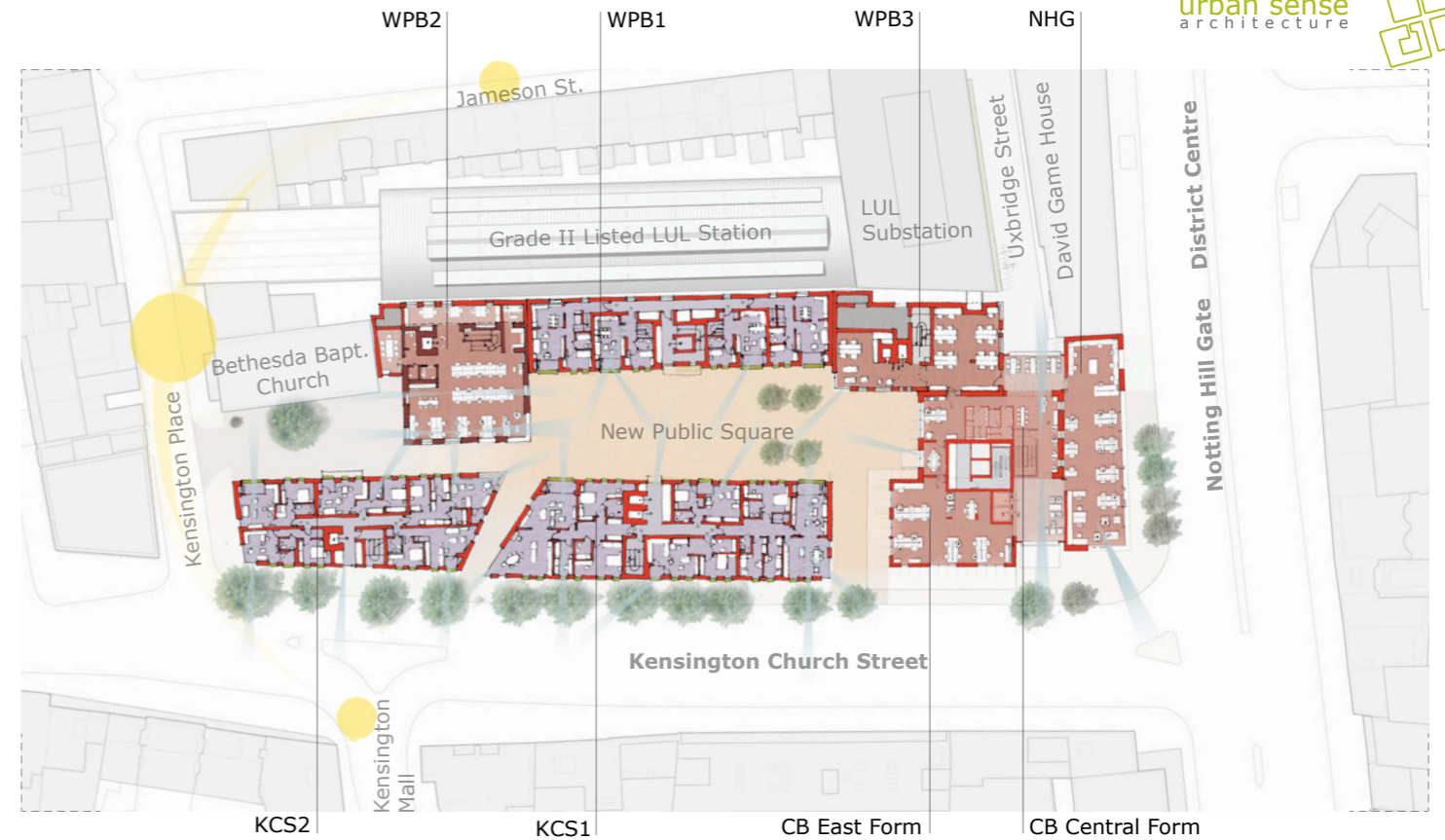
3.1 Site

3.1.4 Planning Submission Sept 2017 DAS:

"...the proposal integrates provision for social rented space on the site, through the internal remodelling of Kensington Church Street Building 2, to provide 1x 1 bed, 1x 2 bed and 1x 3 bed apartment per floor, with a total of 9 apartments."
(DAS 2017 p.79 para.4.0.1)

3.1.5 GLA Call In July 2018:

Of the **55 proposed homes**, of which **23 are affordable** residential.
The number of affordable residential homes has increased, with affordable homes now provided in KCS1, KCS2 and WPB1, offering a good range of accommodation. The amended proposal delivers 6x3bed, 3x2bed and 14x1bed affordable homes. This includes 11 additional affordable 1bed apartments and 3 additional affordable 3bed apartments compared with the 2017 submission. The additional affordable residential overlooks the new public square, contributing to its vitality.



Proposed 1st Floor Plan - **GLA Call In July 2018**

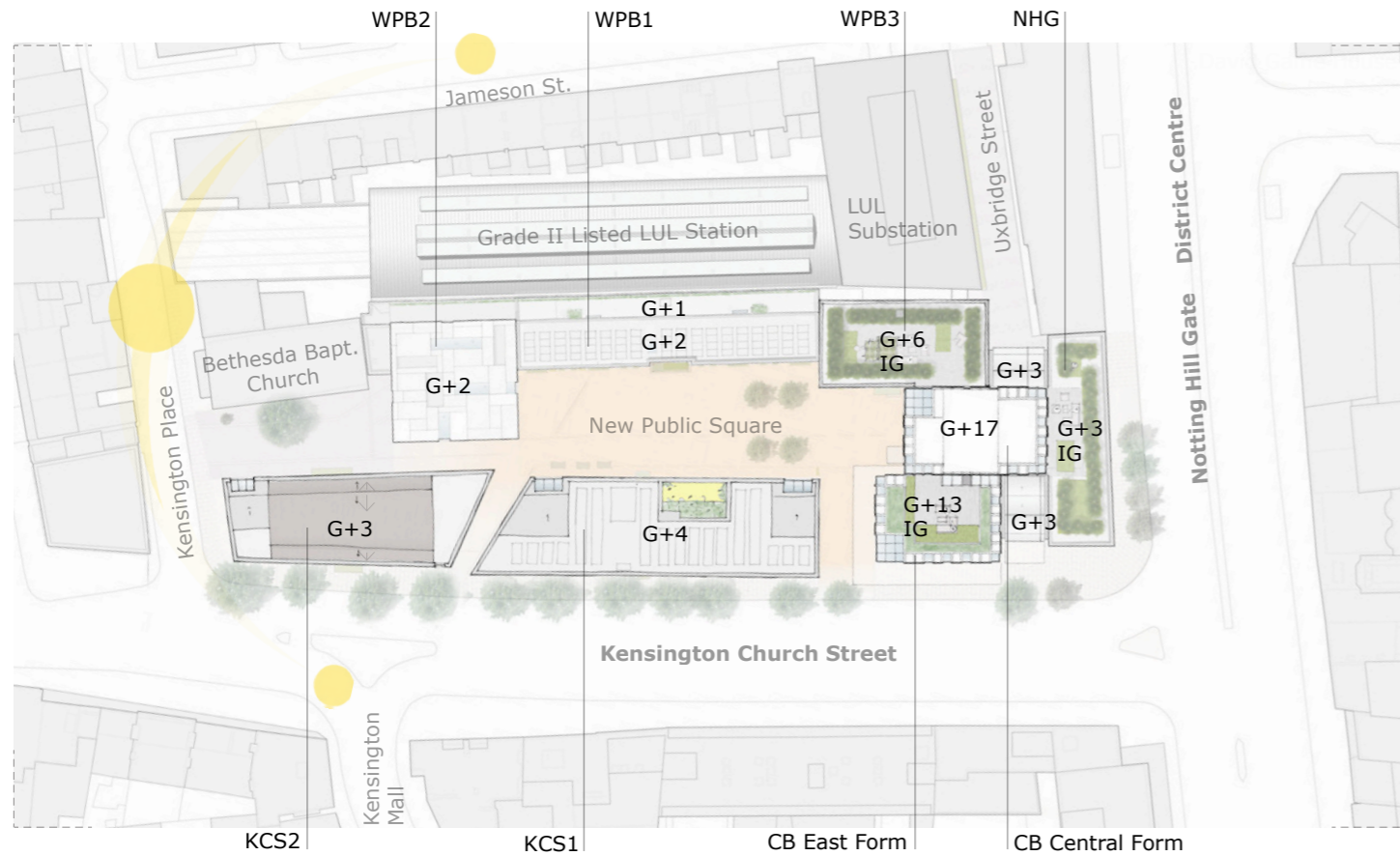
3.1.6 Planning Submission Sept 2017:

Of the **46 proposed homes**, of which **9 were affordable** residential, with affordable homes provided within KCS2 only and including 3x3bed, 3x2bed and 3x1bed apartments.



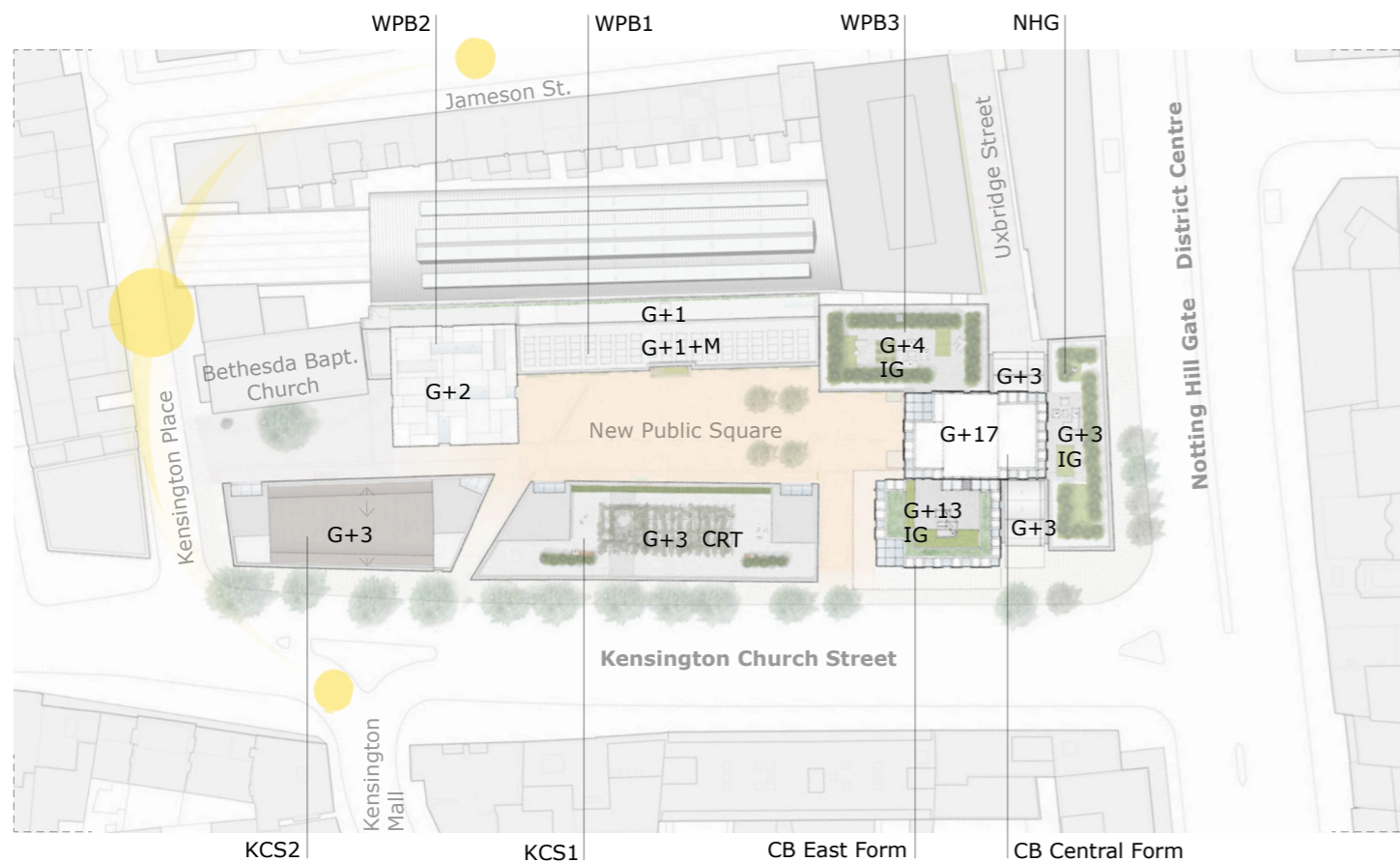
1st Floor Plan - **Planning Submission Sept 2017**

- Key
- Retail
 - Surgery
 - Office
 - Residential
 - Affordable
 - Communal Private Roof Terrace (Residents)



GLA Call In July 2018 - Proposed Roof Plan

Planning Sept 2017 - Roof Plan



3.0 Design Proposal with reference to GLA Call In
3.1 Site

Planning
July 2018

1059 - NH&KCS_P Doc 03DAS

3.1 Site

3.1.7 Planning Submission Sept 2017 DAS:

"The layout of the strategy the stepping of the building forms and their location within the site, would have a positive environmental impact."
(DAS 2017 p.74 para.3.8.1)

3.1.8 GLA Call In July 2018:

The approach to the **stepping of the building forms** is maintained, with small adjustments to the height of two perimeter buildings (KCS1 & WPB3). KCS1 massing has been increased by 1 floor, from 4 to 5 storeys. WPB3 massing has been increased by 2 floors, from 5 to 7 storeys.

The buildings' step up from 3 to 7 storey across the Perimeter Buildings and from 14 to 18 storey to the Corner Building. The proposal's environmental impacts are identified within consultants' addenda, including:

"The assessments result demonstrated future users of the courtyard areas would enjoy excellent access to sunlight throughout the year."
(Daylight, Sunlight and Overshadowing Report, July 2018, p.56, GVASB)

"When comparing the wind microclimate around the 2018 scheme to that of the previous scheme, conditions are found to be consistent and in some cases calmer than that of the previously tested scheme."
(Pedestrian Level Wind Microclimate Assessment, July 2018, p.6 para.22.2 RWDI)

3.1.9 Planning Submission Sept 2017:

The **building forms stepped** from 3 to 5 storeys across the Perimeter Buildings and from 14 to 18 storeys to the Corner Building.

- Key
- IG Intensive Garden
 - M Mezzanine
 - CRT Communal Roof Terrace
 - Communal Private Roof Terrace (Residents)

3.1 Site

3.1.10 Planning Submission Sept 2017 DAS:

"The design's relationship with its context has been carefully developed in response to testing across more than 50 views from the surrounding area. As a result, the building heights would grow across the site, from ground+2 up to ground+17, mediating between distinctly differing scales - the commercial scale of the District Centre to the North and the domestic scale of the Conservation Areas to the South."
(DAS 2017 p.118 para.4.7.1)

3.1.11 GLA Call In July 2018:

Site
The small increase in height to the two most Northern Perimeter Buildings, adjacent to the Corner Building, supports the objective for a stepping up of massing from the domestic scale to the South of the site, towards the commercial scale of the District Centre and the Corner Building to the North.

3.1.12 The proposed KCS1 G+4 height steps up from the height of KCS2, relating positively to the NHG Building and reflecting the heights of existing buildings along Kensington Church Street, including the recently completed 145 Kensington Church Street, just to the South of the site on the corner of Kensington Place. The KCS1 proposal delivers a clearly defined roof line, appropriate for the new building's overall proportions and height.

The proposed WPB3 G+6 height now better mediates between the transport infrastructure edge to the site's west boundary and the District Centre to its North. The 6th floor of the Corner Building, that marks a change in the layout typology, now aligns with the top of WPB3.

3.1.13 Planning Submission Sept 2017:

The proposed KCS1 G+3 height was similar to the proposed KCS2 height at parapet level defining a more linear arrangement along Kensington Church Street and then stepping up to the Corner Building and Notting Hill Gate Building on the North-East corner of the site.

The proposed WPB3 G+4 height stepped up from the transport infrastructure edge to the site's west boundary and the District Centre to the North.

