



**Newcombe House and Kensington Church Street**  
Townscape and Visual Impact Assessment Addendum

**Miller Hare Limited**

Mappin House  
4 Winsley Street  
London W1W 8HF

+44 20 7691 1000  
info@millerhare.com

*This report and all intellectual property rights in it and arising from it are the property of or are under licence to the Tavernor Consultancy Limited. Neither the whole nor any part of this report, nor any drawing, plan, other document or any information contained within it may be reproduced in any form without the prior written consent of the Tavernor Consultancy Limited. All material in which the intellectual property rights have been licensed to the Tavernor Consultancy Limited and such rights belong to third parties may not be published or reproduced at all in any form, and any request for consent to the use of such material for publication or reproduction should be made directly to the owner of the intellectual property rights therein.*

---

# 45 Notting Hill Gate, London W11 3LQ

## Townscape and Visual Impact Assessment Addendum

---

### July 2018

**Client**  
Notting Hill Gate KCS Ltd

**Architect**  
Urban Sense Consultant Architects Ltd

**Planning Consultant**  
Quod

**Townscape Consultant**  
Tavernor Consultancy

**Visualisation**  
Millerhare

#### Contents

<b>1</b>	<b>Introduction</b>	<b>3</b>
<b>2</b>	<b>Visual Assessment</b>	<b>5</b>
	<b>The Views</b>	<b>6</b>
	1   view 1(38)   Kensington Church Street - South of Dukes Lane	12
	2   view 2(1)   Kensington Church Street - South of Gloucester Walk   Spring	16
	3   view 3(2)   Kensington Church Street - South of Campden Street	20
	4   view 4(L4)   Kensington Church Street - Opposite Edge Street	24
	5   view 5(L2)   Kensington Church Street - Junction with Kensington Mall	28
	6   view 6(15.1)   Holland Park Avenue - West of Ladbroke Terrace   Winter	32
	7   view 7(16)   Notting Hill Gate - Opposite junction with Campden Hill Road   Spring	36
	8   view 8(L9)   Notting Hill Gate - Outside Jamie Oliver Restaurant	40
	9   view 9(L6)   Notting Hill Gate - Corner with Pembridge Road	44
	10   view 10(30)   Bayswater Road - Junction with Kensington Palace Gardens	48
	11   view 11(31)   Bayswater Road - Junction with Ossington Street	52
	11n   view 11n(32)   Bayswater Road - Junction with Ossington Street	56
	12   view 12(29)   Notting Hill Gate - by junction with Linden Gardens	60
	13   view 13(L3)   Notting Hill Gate - Looking south along Kensington Church Street	64
	14   view 14(21)   Westbourne Grove - Junction with Ladbroke Gardens   Winter	68
	15   view 15(K)   Outside toilets at Westbourne Grove and Denbigh Road	72
	16   view 16(20)   Kensington Park Road - Opposite junction with Ladbroke Square   Winter	76
	17   view 17(19.1)   Kensington Park Road - by Kensington Temple   Winter	80
	17n   view 17n(19.1)   Kensington Park Road - by Kensington Temple   Night	84
	18   view 18(9)   Uxbridge Street - by Farm Place	88
	19   view 19(G)   Outside 25 Campden Hill Square   Winter	92
	20   view 20(12.1)   Campden Hill Square - South   Winter	96
	21   view 21(C)   Outside the back of Youth Hostel in Holland Park	100
	22   view 22(D)   Outside 50 Bedford Gardens   Spring	104
	23   view 23(F)   At junction of Wycombe Square and Aubury Walk	108
	23n   view 23n(F)   At junction of Wycombe Square and Aubury Walk   Night	112
	24   view 24(L7)   Kensington Place - Junction with Hillgate Place	116

**Contents (continued)**

25   view 25(6)   Hillgate Place - by Hillgate Street	120	<b>Appendices</b>	<b>255</b>
26   view 26(E)   Outside 16 Kensington Place	124	<b>A1 Supplementary Photography</b>	<b>255</b>
27   view 27(L8)   Kensington Place - Junction with Jameson Street	128	R3   view 3(2)   Kensington Church Street - South of Campden Street	256
28   view 28(L5)   Hillgate Place - Outside no.1	132	R4   view 4(L4)   Kensington Church Street - Opposite Edge Street	257
28n   view 28n(L5)   Hillgate Place - Outside no.1   Night	136	R5   view 5(L2)   Kensington Church Street - Junction with Kensington Mall	258
29   view 29(L1)   Kensington Place - Looking north along Newcombe Street	140	R8   view 8(L9)   Notting Hill Gate - Outside Jamie Oliver Restaurant	259
30   view 30(L)   Outside 1 St John's Gardens	144	R9   view 9(L6)   Notting Hill Gate - Corner with Pembridge Road	260
31   view 31(18)   Ladbroke Road - Junction with Horbury Mews	148	R13   view 13(L3)   Notting Hill Gate - Looking south along Kensington Church Street	261
32   view 32(I)   Outside 25 Ladbroke Road on opposite site of the road   Winter	152	R16   view 16(20)   Kensington Park Road - Opposite junction with Ladbroke Square	262
32n   view 32n(I)   Outside 25 Ladbroke Road on opposite site of the road   Night	156	R17   view 17(19.1)   Kensington Park Road - by Kensington Temple	263
33   view 33(N)   Pembridge Place, at junction with Pembridge Villas   Winter	160	R18   view 18(9)   Uxbridge Street - by Farm Place	264
34   view 34(M)   At junction of Dawson Place and Pembridge Place   Winter	164	R29   view 29(L1)   Kensington Place - Looking north along Newcombe Street	265
35   view 35(24)   Pembridge Villas - Junction with Chepstow Crescent	168	R38   view 38(26)   Pembridge Gardens - Outside no.6	266
36   view 36(25)   Pembridge Square - Outside no.30	172	<b>A2 Millerhare's technical notes on the Views</b>	<b>267</b>
37   view 37(27.1)   Linden Gardens - West side   Winter	176	<b>A3 View Locations</b>	<b>268</b>
38   view 38(26)   Pembridge Gardens - Outside no.6	180	<b>A4 Details of schemes</b>	<b>278</b>
38n   view 38n(26)   Pembridge Gardens - Outside no.6   Night	184	<b>A5 Accurate Visual Representations</b>	<b>280</b>
38a   view 38a   Pembridge Gardens - From Vincent House	188	<b>A6 Methodology for the production of Accurate Visual Representations</b>	<b>282</b>
39   view 39(32)   Kensington Gardens - Lancaster Gate entrance   Spring	192		
40   view 40(35.1)   Kensington Gardens - East of Round Pond   Winter	196		
41   view 41(33.1e)   Kensington Gardens - West of Round Pond   Summer	200		
42a   view 42a(33.1f)   Kensington Gardens - Broadwalk looking across Kensington Palace   Summer	204		
42b   view 42b(33.1c)   Kensington Gardens - Broadwalk looking across Kensington Palace   Summer	208		
42c   view 42c(33.1)   Kensington Gardens - Broadwalk looking across Kensington Palace   Winter	212		
43   view 43(36.1)   Kensington Palace Gardens   Winter	216		
43n   view 43n(36.1)   Kensington Palace Gardens   Night	220		
44   view 44(B)   Outside 56 Palace Gardens Terrace	224		
A1   view A1(A1)   Hallfield Estate, entrance to Exeter House	228		
A2   view A2(A2)   Talbot Road, looking south along Moorhouse Road	232		
A3   view A3(A3)   Talbot Road, looking south along Courtnell Street	236		
A4   view A4(A4)   Talbot Road, looking south along Sutherland Place	240		
A5   view A5(35)   Kensington Gardens - East of Round Pond	244		
<b>3 Summary and conclusions</b>	<b>253</b>		
References	254		

# 1 Introduction

1.1 This Townscape and Visual Impact Assessment Addendum (TVIA Addendum 2018) has been prepared by the Tavernor Consultancy Limited on behalf of Notting Hill Gate KCS Limited ('the Applicant') in relation to proposals designed by Urban Sense Consultant Architects (USCA). Accurate Visual Representations (AVRs) prepared by Millerhale London are included within this document, and their methodology is set out at Appendix A6. This TVIA Addendum has been prepared in support of amendments made to planning application PP/2017/05782 (GLA ref: 3109a) for the mixed-use redevelopment of the Newcombe House site in the Royal Borough of Kensington and Chelsea ("RBKC"). This TVIA Addendum should be read in conjunction with the Townscape, Heritage and Visual Impact Assessment dated September 2017 ("THVIA 2017") which was submitted in support of the September 2017 planning application.

The proposed amendments do not alter the description of development which remains as follows:

*"Demolition of the existing buildings and redevelopment to provide office, residential, and retail uses, and a flexible surgery/office use across six buildings (ranging from ground plus two storeys to ground plus 17 storeys), together with landscaping to provide a new public square, ancillary parking, and associated works".*

The proposed amendments to the application can be summarised as:

- an increase to the number of homes (to a total of 55) and alterations to the mix;
- an increase in the proportion of affordable homes (to 35% by hab room and 41.8% by unit);
- an increase to the office floorspace of c. 420 sqm GEA (to a total of c. 5,315 sqm);
- the addition of one storey to Kensington Church Street Building 1 in C3 residential use (from four storeys to five storeys);
- the addition of two storeys to West Perimeter Building 3 in B1 office use (from five to seven storeys);
- alterations to the layouts of Kensington Church Street Buildings 1 and 2, and West Perimeter Buildings 1 and 3, with associated changes to the facades;
- minor alterations to the façade of the Corner Building on levels 4, 5 and 6; and
- minor alterations to the services strategy for West Perimeter Building 2.

Further details of the amendments are set out within the Design and Access Statement Addendum and Planning Statement Addendum.

1.2 The September 2017 planning application follows a previous application for the Newcombe House Site [Ref PP/15/07602], dated 30 November 2015 (the "Appeal Scheme"), which had substantially identical massing to the September 2017 Application. Permission for the Appeal Scheme was refused by RBKC by notice dated 29 April 2016, and a subsequent appeal was made by the Applicant and refused on 12 June 2017 [Appeal Decision: APP/K5600/W/16/3149585]. While the appeal was refused due to the lack of on-site affordable housing within the Appeal Scheme, the Inspector's conclusions on the design of the Proposed Development were wholly positive, and he concluded that the relevant planning policies relating to design, townscape and heritage impact would be satisfied. None of the views of the Proposed Development assessed in the THVIA 2017 were changed by Millerhale since being reviewed by the Inspector at the Inquiry in February 2017. This TVIA Addendum 2018 document is required to assess the additional housing and office provision following the call-in of the September 2017 Application by the Mayor of London, which has resulted in increasing the height of two blocks and minor changes to the fenestration of some blocks to reflect changes to internal layouts.

## Proposed increase in height to two blocks and related external design changes

1.3 The visual assessment that forms the core of the TVIA Addendum 2018 principally assesses the visual impact in relevant views of height increases to building elements West Perimeter Block 3 (WPB3) and an additional storey to the Kensington Church Street 1 Building (KCS1), as set out in detail in USCA's Design and Access Statement Addendum and summarised here:

- **Block WPB3** is shown increased in height from G+4 to G+6; and
- **Block KCS1** is shown increased in height from G+3 to G+4.

1.4 With WPB3 the proposed height increase would be discernible in some local views from the west and north where it is currently not visible. However, the tallest part of the proposed development, the Central Form, would be immediately adjacent, which would remain the focus of these views alongside the East Form. The external facing materials of the taller WPB3 would remain the same as in the submitted TVIA (September 2017). The elevation would be refined in response to the two additional floors and the fenestration required for the layering of uses across the building, with the entrance to surgery and retail at ground floor; office accommodation across floors 1-3, connecting to the office provision

within the Corner Building and Notting Hill Gate Building; and the surgery across floors 4-6.

1.5 With KCS1, the proposed height increase would establish a similar height to the recently complete 145 Kensington Church Street immediately to the south of the site. The height of KCS2 in between them would continue to relate directly to existing building heights opposite across the street. The slightly taller KCS1 would have a similar height to the 2017 proposals for the Notting Hill Gate Building (NHG). Consequently, the proposed changes to KCS1 would provide an alternative streetscape to the linearity of KCS1 and KCS2 as proposed in the 2017 Planning Application. The external facing materials of the taller KCS1 would remain the same as in the submitted TVIA (September 2017), and its elevations refined to reflect the additional floor and the integration of the communal private amenity space for residents within.

1.6 The proposed height changes to Blocks WPB3 and KCS1 will be reviewed in detail in section 2 of the TVIA Addendum 2018. It will be seen that the minor elevational design refinements made to these two blocks to accommodate the room layout and height changes within the overall composition would have a negligible or no impact on the views assessed.

## Proposed minor changes to the fenestration of other blocks

1.7 There will be no scale and mass changes to the other blocks within the planning application. However, small adjustments have been made to some of their elevations to accommodate internal room layout changes, which are set out in more detail in the architects' DAS Addendum, and the principal changes that may affect the views assessment are summarised here:

- **Block WPB1:** its east elevation design will be adjusted to provide privacy to the additional bedrooms (above the living area). The west elevation has been refined to reflect the amended layouts;
- **Block KCS2:** its external design has been refined to reflect the provision of 5 apartments per floor, including the provision of private outdoor amenity space for each apartment; and
- **Corner Building:** a small adjustment to the horizontal solid elements to the 4th, 5th and 6th floors on each elevation to relate to the increased height of WPB3.

## Structure of the TVIA Addendum 2018

1.8 The following sections in the submitted TVIA (September 2017) will not be replicated here as the information they contain is unchanged:

- The summary of relevant planning policy and a description of the methods used in the assessment (section 2, TVIA September 2017); and
- A description of the relevant baseline conditions of the Site, and the surrounding area; and during the demolition and construction works and once the Proposed Development is completed and operational.

1.9 As in the original TVIA 2017, the likely effects of the Proposed Development are assessed in this TVIA Addendum 2018 in isolation and cumulatively in combination with other reasonably foreseeable developments. As before, mitigation measures are identified where appropriate to avoid, reduce or offset any negative effects identified, together with the nature and significance of any likely significant residual effects.

1.10 As with the TVIA 2017, this Addendum Volume should also be considered in conjunction with Donald Insall Associates' **Historic Buildings and Conservation Areas Assessment** (September 2017), which provides an assessment of the likely significant effects of the Proposed Development setting of built heritage assets in proximity to the Site.

1.11 The design changes that are part of the TVIA Addendum 2018 have been incorporated in the same photographs that were presented in the TVIA 2017. Appendix A contains photographs of views taken in May 2018 and are therefore more recent than those taken for the TVIA 2017, and are provided for comparison with the original photos.

1.12 The proposed external design amendments are visible in 26 of the 59 views in the TVIA 2017, as follows: 2, 3, 4, 5, 6, 7, 8, 9, 11, 11n, 12, 13, 16, 17, 17n, 18, 23, 23n, 25, 26, 29, 37, 38, 38n, 43 and 43n.



## 2 Visual Assessment

- 2.1 The same 49 representative views that were selected in consultation with RBKC officers to assess the Proposed Development in the round for the September 2017 TVIA have been reproduced for the TVIA Addendum (2018). As previously, the views have been ordered as 9 sequential groups, to follow linear routes and successive views that would be experienced by pedestrians when moving towards the Proposed Development, as well as in-between areas between these linear routes. Also, based on the Zone of Visual Influence (ZVI) map produced by Millerhore, 5 supplementary views (views A1-A5) were tested at the request of WCC officers. The full list of views are listed in Table 2-1 below.
- 2.2 As in the September 2017 assessment, the representative verified views here have been used as a tool to assess:
- The impacts of the Proposed Development on the local townscape – the aesthetic and perceptual aspects of the townscape and its distinctive character;
  - The impacts of the Proposed Development on the settings of built heritage assets including local listed buildings; and
  - The visual impacts of the Proposed Development on the content and character of views.

In addition to representing the (1) Existing baseline views, (2) Proposed Development as in the TVIA 2017, and – where relevant – (3) the effects of Cumulative Development in the TVIA 2017, this Volume includes the current TVIA Addendum 2018 proposals, as follows:

1. Existing baseline views;
2. Proposed Development as in the TVIA 2017;
3. Proposed Development as in the current TVIA Addendum 2018 (GLA call-in); and
4. The 2018 Proposed Development with Cumulative Development

NB. For the avoidance of doubt, please note that the comparison being made in the TVIA Addendum 2018 is of (1) against (3) and (4), and not (2) against (3) and (4).

## The Views



1 | view 1(38) | Kensington Church Street - South of Dukes Lane



2 | view 2(1) | Kensington Church Street - South of Gloucester Walk | Spring



3 | view 3(2) | Kensington Church Street - South of Campden Street



4 | view 4(L4) | Kensington Church Street - Opposite Edge Street



5 | view 5(L2) | Kensington Church Street - Junction with Kensington Mall



6 | view 6(15.1) | Holland Park Avenue - West of Ladbroke Terrace | Winter



7 | view 7(16) | Notting Hill Gate - Opposite junction with Campden Hill Road | Spring



8 | view 8(L9) | Notting Hill Gate - Outside Jamie Oliver Restaurant



9 | view 9(L6) | Notting Hill Gate - Corner with Pembridge Road



10 | view 10(30) | Bayswater Road - Junction with Kensington Palace Gardens



11 | view 11(31) | Bayswater Road - Junction with Ossington Street



11n | view 11n(32) | Bayswater Road - Junction with Ossington Street



12 | view 12(29) | Notting Hill Gate - by junction with Linden Gardens



13 | view 13(L3) | Notting Hill Gate - Looking south along Kensington Church Street



14 | view 14(21) | Westbourne Grove - Junction with Ladbroke Gardens | Winter



15 | view 15(K) | Outside toilets at Westbourne Grove and Denbigh Road



16 | view 16(20) | Kensington Park Road - Opposite junction with Ladbroke Square | Winter



17 | view 17(19.1) | Kensington Park Road - by Kensington Temple | Winter



17n | view 17n(19.1) | Kensington Park Road - by Kensington Temple | Night



18 | view 18(9) | Uxbridge Street - by Farm Place



19 | view 19(G) | Outside 25 Campden Hill Square | Winter



20 | view 20(12.1) | Campden Hill Square - South | Winter



21 | view 21(C) | Outside the back of Youth Hostel in Holland Park



22 | view 22(D) | Outside 50 Bedford Gardens | Spring





23 | view 23(F) | At junction of Wycombe Square and Aubury Walk



23n | view 23n(F) | At junction of Wycombe Square and Aubury Walk | Night



24 | view 24(L7) | Kensington Place - Junction with Hillgate Place



25 | view 25(6) | Hillgate Place - by Hillgate Street



26 | view 26(E) | Outside 16 Kensington Place



27 | view 27(L8) | Kensington Place - Junction with Jameson Street



28 | view 28(L5) | Hillgate Place - Outside no.1



28n | view 28n(L5) | Hillgate Place - Outside no.1 | Night



29 | view 29(L1) | Kensington Place - Looking north along Newcombe Street



30 | view 30(L) | Outside 1 St John's Gardens



31 | view 31(18) | Ladbroke Road - Junction with Horbury Mews



32 | view 32(I) | Outside 25 Ladbroke Road on opposite site of the road | Winter



32n | view 32n(I) | Outside 25 Ladbroke Road on opposite site of the road | Night



33 | view 33(N) | Pembridge Place, at junction with Pembridge Villas | Winter



34 | view 34(M) | At junction of Dawson Place and Pembridge Place | Winter



35 | view 35(24) | Pembridge Villas - Junction with Chepstow Crescent



36 | view 36(25) | Pembridge Square - Outside no.30



37 | view 37(27.1) | Linden Gardens - West side | Winter



38 | view 38(26) | Pembridge Gardens - Outside no.6



38n | view 38n(26) | Pembridge Gardens - Outside no.6 | Night



38a | view 38a | Pembridge Gardens - From Vincent House



39 | view 39(32) | Kensington Gardens - Lancaster Gate entrance | Spring



40 | view 40(35.1) | Kensington Gardens - East of Round Pond | Winter



41 | view 41(33.1e) | Kensington Gardens - West of Round Pond | Summer



42a | view 42a(33.1f) | Kensington Gardens - Broadwalk looking across Kensington Palace | Summer



42b | view 42b(33.1c) | Kensington Gardens - Broadwalk looking across Kensington Palace | Summer



42c | view 42c(33.1) | Kensington Gardens - Broadwalk looking across Kensington Palace | Winter



43 | view 43(36.1) | Kensington Palace Gardens | Winter



43n | view 43n(36.1) | Kensington Palace Gardens | Night



44 | view 44(B) | Outside 56 Palace Gardens Terrace



A1 | view A1(A1) | Hallfield Estate, entrance to Exeter House



A2 | view A2(A2) | Talbot Road, looking south along Moorhouse Road



A3 | view A3(A3) | Talbot Road, looking south along Courtnell Street



A4 | view A4(A4) | Talbot Road, looking south along Sutherland Place



A5 | view A5(35) | Kensington Gardens - East of Round Pond



View location map

Table 2-1: Table of Views

View	Description	MH Reference	Type	Method	Camera Location			Camera	Lens	HFOV		Photo date/time	Bearing	distance (km)
					Eastings	Northing	Height			Photo	Image			
View Sequence 1														
1	view 1(38)   Kensington Church Street – South of Dukes Lane	4850	AVR3   Render	Verified	525591.8	179854.9	21.42	Canon EOS 5D Mark III DSLR	24mm	74.1	73.0	20/04/2016 11:06	334.3	0.7
2	view 2(1)   Kensington Church Street – South of Gloucester Walk   Spring	1150	AVR3   Render	Verified	525457.7	179971.0	27.62	Canon EOS 5D Mark III DSLR	24mm	73.6	72.8	20/04/2016 11:30	342.5	0.5
3	view 3(2)   Kensington Church Street – South of Campden Street	1250	AVR3   Render	Verified	525399.6	180205.4	30.32	Canon EOS 5D Mark III DSLR	24mm	74.3	73.3	25/10/2015 08:07	339.1	0.3
4	view 4(L4)   Kensington Church Street – Opposite Edge Street	5450	AVR3   Render	Verified	525377.2	180302.1	28.73	Canon EOS 5D Mark II DSLR	24mm	74.3	73.1	26/11/2016 08:36	334.0	0.2
5	view 5(L2)   Kensington Church Street – Junction with Kensington Mall	5200	AVR3   Render	Verified	525367.3	180361.6	27.44	Canon EOS 5D Mark II DSLR	24mm	74.2	73.0	09/07/2013 11:16	323.9	0.1
View Sequence 2														
6	view 6(15.1)   Holland Park Avenue – West of Ladbroke Terrace   Winter	2550	AVR3   Render	Verified	524930.4	180376.2	27.11	Canon EOS 5D Mark III DSLR	24mm	74.1	72.9	06/02/2015 16:13	80.5	0.4
7	view 7(16)   Notting Hill Gate – Opposite junction with Campden Hill Road   Spring	2650	AVR3   Render	Verified	525011.7	180399.2	29.65	Canon EOS 5D Mark III DSLR	24mm	74.0	73.0	20/04/2016 13:10	82.2	0.3
8	view 8(L9)   Notting Hill Gate – Outside Jamie Oliver Restaurant	0510	AVR3   Render	Verified	525193.0	180442.7	29.76	Canon EOS 5D Mark II DSLR	24mm	73.8	73.4	08/10/2015 14:27	91.3	0.1
9	view 9(L6)   Notting Hill Gate – Corner with Pembridge Road	5500	AVR3   Render	Verified	525226.1	180445.7	29.35	Canon EOS 5D Mark II DSLR	24mm	73.6	72.6	15/05/2014 14:29	93.9	0.1
View Sequence 3														
10	view 10(30)   Bayswater Road – Junction with Kensington Palace Gardens	4000	AVR1   Wireline	Verified	525544.9	180529.2	29.61	Canon EOS 5D Mark II DSLR	24mm	72.9	72.9	30/06/2013 11:09	249.2	0.3
11	view 11(31)   Bayswater Road – Junction with Ossington Street	4100	AVR3   Render	Verified	525568.2	180554.5	29.89	Canon EOS 5D Mark II DSLR	24mm	74.1	73.1	30/06/2013 11:38	246.1	0.3
11n	view 11n(32)   Bayswater Road – Junction with Ossington Street	4150	AVR3   Render	Verified	525568.1	180554.5	29.94	Canon EOS 5D Mark II DSLR	24mm	73.7	73.1	05/02/2017 17:25	246.1	0.3
12	view 12(29)   Notting Hill Gate – by junction with Linden Gardens	3900	AVR3   Render	Verified	525429.1	180509.6	28.73	Canon EOS 5D Mark II DSLR	24mm	73.8	72.8	25/06/2013 10:38	239.7	0.1
13	view 13(L3)   Notting Hill Gate – Looking south along Kensington Church Street	5350	AVR3   Render	Verified	525344.2	180480.2	28.98	Canon EOS 5D Mark III DSLR	24mm	74.0	73.1	11/07/2015 10:16	220.4	0.1
View Sequence 4														
14	view 14(21)   Westbourne Grove – Junction with Ladbroke Gardens   Winter	3150	AVR1   Wireline	Verified	524697.8	180893.3	23.00	Canon EOS 5D Mark III DSLR	24mm	74.4	73.4	08/02/2015 14:09	126.5	0.8
15	view 15(K)   Outside toilets at Westbourne Grove and Denbigh Road	7100	AVR1   Wireline	Verified	524892.7	180996.1	22.17	Canon EOS 5D Mark II DSLR	24mm	73.0	73.0	19/05/2014 17:40	143.1	0.7
16	view 16(20)   Kensington Park Road – Opposite junction with Ladbroke Square   Winter	3050	AVR3   Render	Verified	525004.5	180676.7	28.87	Canon EOS 5D Mark III DSLR	24mm	74.5	73.0	08/02/2015 13:36	127.8	0.4
17	view 17(19.1)   Kensington Park Road – by Kensington Temple   Winter	2950	AVR3   Render	Verified	525104.6	180574.0	28.20	Canon EOS 5D Mark III DSLR	24mm	73.7	72.8	08/02/2015 13:20	123.1	0.3
17n	view 17n(19.1)   Kensington Park Road – by Kensington Temple   Night	2960	AVR3   Render	Verified	525104.6	180573.9	28.25	Canon EOS 5D Mark II DSLR	24mm	73.4	73.0	01/02/2017 17:15	123.1	0.3
View Sequence 5														
18	view 18(9)   Uxbridge Street – by Farm Place	1900	AVR3   Render	Verified	525066.7	180335.6	32.38	Canon EOS 5D Mark II DSLR	24mm	74.0	73.0	30/06/2013 15:42	66.8	0.3
19	view 19(G)   Outside 25 Campden Hill Square   Winter	6750	AVR3   Render	Verified	524871.8	180179.2	37.96	Canon EOS 5D Mark III DSLR	24mm	74.0	72.8	08/02/2015 12:33	59.2	0.5
20	view 20(12.1)   Campden Hill Square – South   Winter	2250	AVR1   Wireline	Verified	524908.9	180197.1	38.72	Canon EOS 5D Mark III DSLR	24mm	74.4	72.9	08/02/2015 12:43	58.8	0.5
21	view 21(C)   Outside the back of Youth Hostel in Holland Park	6300	AVR1   Wireline	Verified	524906.8	179664.2	24.69	Canon EOS 5D Mark II DSLR	24mm	72.7	72.7	15/05/2014 12:22	27.5	0.9
22	view 22(D)   Outside 50 Bedford Gardens   Spring	6450	AVR1   Wireline	Verified	525251.5	180094.6	33.12	Canon EOS 5D Mark III DSLR	24mm	74.0	73.1	20/04/2016 12:48	9.6	0.4
23	view 23(F)   At junction of Wycombe Square and Aubury Walk	6600	AVR3   Render	Verified	525048.8	180186.6	41.69	Canon EOS 5D Mark II DSLR	24mm	73.9	72.9	24/07/2012 15:35	45.9	0.4
23n	view 23n(F)   At junction of Wycombe Square and Aubury Walk   Night	6650	AVR3   Render	Verified	525048.9	180186.8	41.86	Canon EOS 5D Mark II DSLR	24mm	74.0	74.0	02/02/2017 17:19	45.9	0.4
24	view 24(L7)   Kensington Place – Junction with Hillgate Place	7600	AVR1   Wireline	Verified	525205.2	180262.7	32.62	Canon EOS 5D Mark II DSLR	24mm	73.5	73.2	04/11/2014 13:04	30.6	0.2
25	view 25(6)   Hillgate Place – by Hillgate Street	1600	AVR3   Render	Verified	525194.9	180300.9	31.09	Canon EOS 5D Mark II DSLR	24mm	73.8	73.0	30/06/2013 14:36	39.6	0.2
26	view 26(E)   Outside 16 Kensington Place	6500	AVR3   Render	Verified	525245.6	180278.5	31.08	Canon EOS 5D Mark II DSLR	24mm	72.8	72.8	15/05/2014 14:11	21.8	0.2
27	view 27(L8)   Kensington Place – Junction with Jameson Street	7800	AVR1   Wireline	Verified	525297.7	180299.1	29.36	Canon EOS 5D Mark II DSLR	24mm	73.6	73.2	04/11/2014 13:12	5.0	0.1
28	view 28(L5)   Hillgate Place – Outside no.1	1350	AVR3   Render	Verified	525278.3	180336.5	28.71	Canon EOS 5D Mark II DSLR	24mm	74.0	72.9	25/06/2013 14:57	17.0	0.1
28n	view 28n(L5)   Hillgate Place – Outside no.1   Night	1360	AVR3   Render	Verified	525278.3	180336.6	28.76	Canon EOS 5D Mark II DSLR	24mm	73.7	73.1	02/02/2017 17:31	17.0	0.1
29	view 29(L1)   Kensington Place – Looking north along Newcombe Street	5150	AVR3   Render	Verified	525338.4	180315.1	28.28	Canon EOS 5D Mark II DSLR	24mm	74.4	73.2	21/05/2015 11:50	347.2	0.1
View Sequence 6														
30	view 30(L)   Outside 1 St John's Gardens	7200	AVR1   Wireline	Verified	524646.2	180597.5	30.14	Canon EOS 5D Mark II DSLR	24mm	73.2	73.2	19/05/2014 17:16	103.3	0.7
31	view 31(18)   Ladbroke Road – Junction with Horbury Mews	2800	AVR1   Wireline	Verified	524994.3	180512.9	27.60	Canon EOS 5D Mark II DSLR	24mm	74.0	73.0	30/06/2013 17:07	103.0	0.3
32	view 32(I)   Outside 25 Ladbroke Road on opposite site of the road   Winter	6950	AVR3   Render	Verified	525085.8	180533.4	27.89	Canon EOS 5D Mark III DSLR	24mm	74.2	73.0	08/02/2015 13:06	112.6	0.2
32n	view 32n(I)   Outside 25 Ladbroke Road on opposite site of the road   Night	6960	AVR3   Render	Verified	525085.8	180533.4	27.95	Canon EOS 5D Mark II DSLR	24mm	73.5	72.9	01/02/2017 17:23	112.6	0.2

View	Description	MH Reference	Type	Method	Camera Location			Camera	Lens	HFOV		Photo date/time	Bearing	distance (km)
					Easting	Northing	Height			Photo	Image			
View Sequence 7														
33	view 33(N)   Pembridge Place, at junction with Pembridge Villas   Winter	7950	AVR1   Wireline	Verified	525274.8	181025.0	23.03	Canon EOS 5D Mark III DSLR	24mm	74.0	72.9	18/02/2015 09:38	176.6	0.6
34	view 34(M)   At junction of Dawson Place and Pembridge Place   Winter	7350	AVR1   Wireline	Verified	525315.0	180842.8	23.95	Canon EOS 5D Mark III DSLR	24mm	74.0	72.9	18/02/2015 09:48	180.7	0.4
35	view 35(24)   Pembridge Villas – Junction with Chepstow Crescent	3400	AVR1   Wireline	Verified	525169.7	180846.7	25.08	Canon EOS 5D Mark II DSLR	24mm	73.9	72.9	25/06/2013 18:57	161.0	0.4
36	view 36(25)   Pembridge Square – Outside no.30	3500	AVR1   Wireline	Verified	525263.7	180747.1	26.13	Canon EOS 5D Mark II DSLR	24mm	73.8	72.8	25/06/2013 09:19	171.4	0.3
37	view 37(27.1)   Linden Gardens – West side   Winter	3750	AVR3   Render	Verified	525335.6	180588.6	28.04	Canon EOS 5D Mark III DSLR	24mm	74.3	72.8	17/02/2015 09:57	189.8	0.2
38	view 38(26)   Pembridge Gardens – Outside no.6	3600	AVR3   Render	Verified	525242.5	180524.6	28.70	Canon EOS 5D Mark II DSLR	24mm	73.9	73.0	25/06/2013 18:42	141.4	0.1
38n	view 38n(26)   Pembridge Gardens – Outside no.6   Night	3650	AVR3   Render	Verified	525242.5	180524.6	28.76	Canon EOS 5D Mark II DSLR	24mm	73.5	72.9	01/02/2017 17:33	141.4	0.1
38a	view 38a   Pembridge Gardens – From Vincent House	3620	AVR1   Wireline	Verified	525238.1	180634.1	27.17	Canon EOS 5D Mark II DSLR	24mm	74.0	73.0	12/04/2016 18:15	159.7	0.2
View Sequence 8														
39	view 39(32)   Kensington Gardens – Lancaster Gate entrance   Spring	4250	AVR1   Wireline	Verified	526409.9	180638.5	25.00	Canon EOS 5D Mark III DSLR	24mm	73.8	73.1	20/04/2016 10:27	259.8	1.1
40	view 40(35.1)   Kensington Gardens – East of Round Pond   Winter	0610	AVR1   Wireline	Verified	526287.1	180144.9	26.22	Canon EOS 5D Mark II DSLR	24mm	73.6	73.2	15/08/2016 11:14	286.8	1.0
41	view 41(33.1e)   Kensington Gardens – West of Round Pond   Summer	0620	AVR1   Wireline	Verified	526044.0	180070.4	26.76	Canon EOS 5D Mark II DSLR	24mm	74.0	73.4	13/09/2016 11:01	296.7	0.8
42a	view 42a(33.1f)   Kensington Gardens – Broadwalk looking across Kensington Palace   Summer	0630	AVR1   Wireline	Verified	526065.9	179957.7	25.61	Canon EOS 5D Mark II DSLR	24mm	73.7	73.1	15/08/2016 11:34	302.5	0.9
42b	view 42b(33.1c)   Kensington Gardens – Broadwalk looking across Kensington Palace   Summer	0590	AVR1   Wireline	Verified	526039.7	179986.8	25.93	Canon EOS 5D Mark II DSLR	24mm	73.6	73.0	15/08/2016 11:51	301.8	0.9
42c	view 42c(33.1)   Kensington Gardens – Broadwalk looking across Kensington Palace   Winter	4350	AVR1   Wireline	Verified	526024.9	180036.3	26.29	Canon EOS 5D Mark III DSLR	24mm	74.3	72.9	08/02/2015 11:28	299.5	0.8
43	view 43(36.1)   Kensington Palace Gardens   Winter	4650	AVR3   Render	Verified	525642.6	180224.5	30.41	Canon EOS 5D Mark III DSLR	24mm	74.3	73.0	17/02/2015 10:22	302.9	0.4
43n	view 43n(36.1)   Kensington Palace Gardens   Night	4660	AVR3   Render	Verified	525642.6	180224.6	30.43	Canon EOS 5D Mark II DSLR	24mm	74.2	73.1	09/04/2016 20:33	302.9	0.4
44	view 44(B)   Outside 56 Palace Gardens Terrace	6200	AVR1   Wireline	Verified	525527.2	180202.9	28.82	Canon EOS 5D Mark II DSLR	24mm	72.5	72.5	15/05/2014 11:33	317.5	0.3
View Sequence 9														
A1	view A1(A1)   Hallfield Estate, entrance to Exeter House	0520	AVR1   Wireline	Verified	526061.7	181248.7	19.81	Canon EOS 5D Mark III DSLR	24mm	74.0	73.1	20/04/2016 09:57	222.9	1.1
A2	view A2(A2)   Talbot Road, looking south along Moorhouse Road	0530	AVR3   Render	Verified	525110.8	181338.5	23.47	Canon EOS 5D Mark III DSLR	24mm	73.9	72.7	20/04/2016 09:22	167.5	0.9
A3	view A3(A3)   Talbot Road, looking south along Courtnell Street	0540	AVR3   Render	Verified	525049.9	181325.4	23.22	Canon EOS 5D Mark III DSLR	24mm	74.5	73.1	20/04/2016 09:14	163.6	0.9
A4	view A4(A4)   Talbot Road, looking south along Sutherland Place	0550	AVR3   Render	Verified	525170.6	181354.0	23.57	Canon EOS 5D Mark III DSLR	24mm	73.6	72.6	20/04/2016 09:25	171.3	0.9
A5	view A5(35)   Kensington Gardens – East of Round Pond	4500	AVR1   Wireline	Verified	526287.3	180144.2	26.27	Canon EOS 5D Mark II DSLR	24mm	73.5	72.0	25/06/2013 11:50	286.8	1.0



Existing

### Existing

- 2.3 This is a distant view from the Kensington Palace Conservation Area and this winter photograph replaces the original summer view 38, and is located closer to the pavement edge. The Kensington Conservation Area is across the road to the west, with the listed Church of Our Lady of Mount Carmel in the foreground, and there are two listed telephone boxes to the east. The townscape comprises an eclectic mix of periods, architectural styles and scales, with brick a common facing material. Newcombe House is a distant form on the horizon and is partially concealed by foreground trees: it has a negligible impact on the townscape.



September 2017

### Proposed 2017

- 2.4 The Proposed Development would have slightly greater visibility than the existing Newcombe House. However, it would be a distant form, partially concealed by trees, and light in coloration – in contrast to the earth colours of the foreground brickwork – and the foreground townscape would continue to dominate the view. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** minor, beneficial



3704\_4855

GLA 2018

**Proposed 2018**

2.5 No perceptible change

**Significance of impact:** minor, beneficial



3704\_4856

GLA 2018 Cumulative

**Cumulative**

2.6 No change



3704\_4858

September 2017





3704\_4855

GLA 2018



Existing

### Existing

- 2.7 This view from the Pitt Estate sub-area of the Kensington Conservation Area has the Kensington Palace Conservation Area to the east (right) and early 19th century listed commercial buildings to the west. The view is framed by the relatively consistent four-five storey mixed-use commercial/residential buildings to the east and the taller late 19th century interventions to the west. There is an almost continuous avenue of trees to the east, which conceals part of Newcombe House at the end of the street vista. However, the horizontal banding of its windows can be discerned from here.



September 2017

### Proposed 2017

- 2.8 The light coloration of the Portland stone of the Proposed Development with its vertically aligned windows would be partially visible beyond the trees: a wider sky gap will be created to the left of the Corner building. What is visible would contribute positively to the street vista, providing a minor distant vertical accent, continuing the rhythm established by the buildings to the west (left) of the view, complementing and positively completing the street vista. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** minor, beneficial



3704\_1155

GLA 2018

**Proposed 2018**

2.9 No perceptible change

**Significance of impact:** minor, beneficial

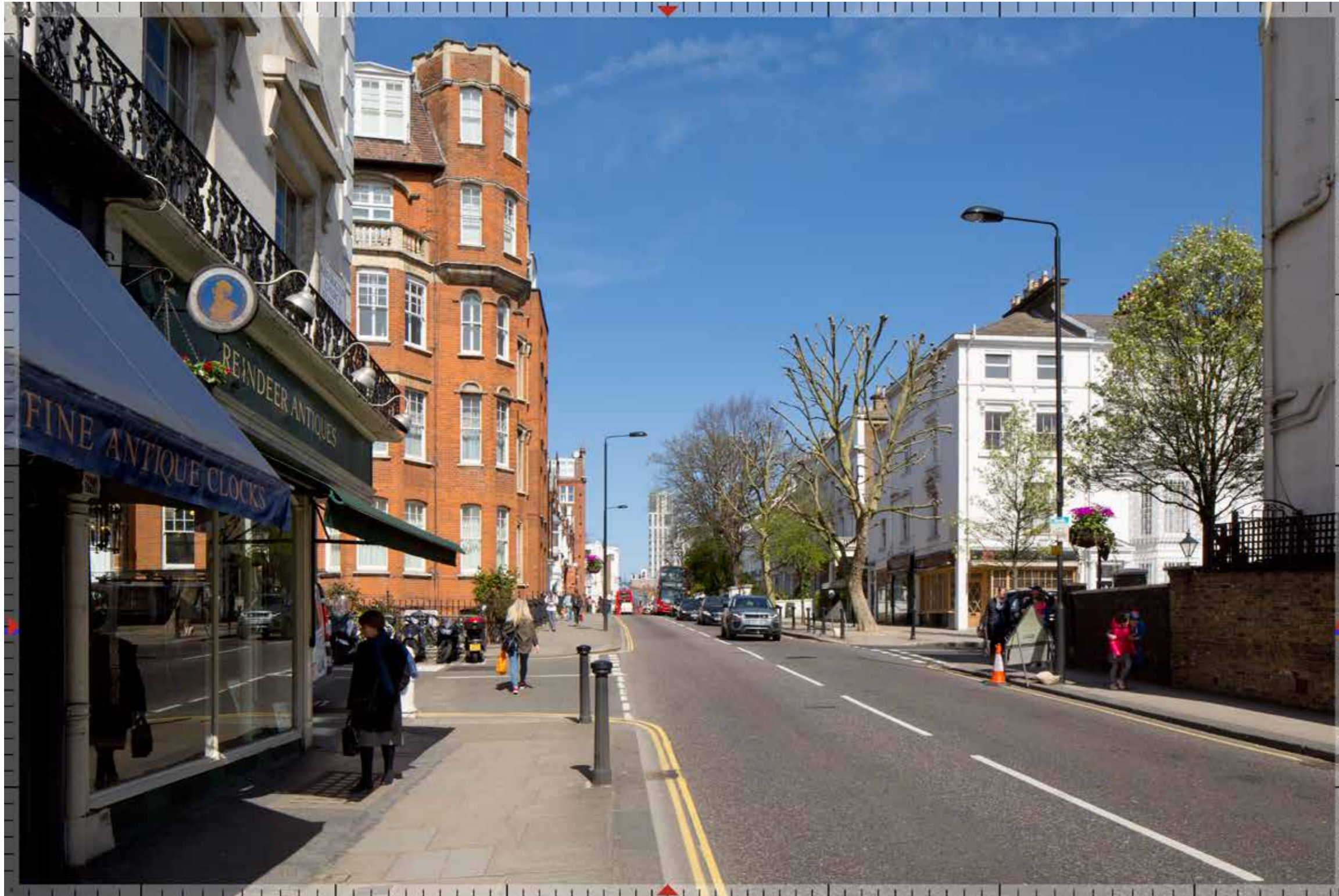


3704\_1156

GLA 2018 Cumulative

**Cumulative**

2.10 No change



3704\_1158

September 2017



3704\_1155

GLA 2018



Existing

### Existing

- 2.11 This view looks towards the Kensington Conservation Area from Kensington Palace Conservation Area, with listed early and mid-19th century domestic houses and commercial premises to the east (right). Buildings are diverse in character, but generally lower in scale at the northern end of the street, with a mixture of two, three and four storey buildings. Newcombe House, located outside, but immediately adjacent to the Kensington Conservation Area, defines the junction with Notting Hill Gate. A large proportion of its south-facing elevation and repeating horizontal bands of windows are visible. The lower run of buildings on the Site are partially concealed by trees.



September 2017

### Proposed 2017

- 2.12 The Corner Building of the Proposed Development will provide a strong local landmark at the junction with Notting Hill Gate. The existing slab block of Newcombe House will be replaced by a taller stepped building that has been carefully composed to give the appearance of two separate vertical forms (Central and East) conjoined, each with defined middle sections and tops and with horizontal bands that add to the skyline variety of the conservation area in its foreground. The vertical window strips will accentuate its overall slenderness, and the Portland stone facing between will be recessive in coloration. The Kensington Church Street Buildings, similar in height to buildings they will replace, will be faced with high quality bricks that will reinforce the street edge and will contrast with the coloration and design of the Corner Building beyond. The view will be enhanced by the high quality architecture of the Corner Building and Kensington Church Street Buildings, the junction and adjacent tube station clearly identified. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** moderate, beneficial



3704\_1205

GLA 2018



3704\_1206

GLA 2018 Cumulative

**Proposed 2018**

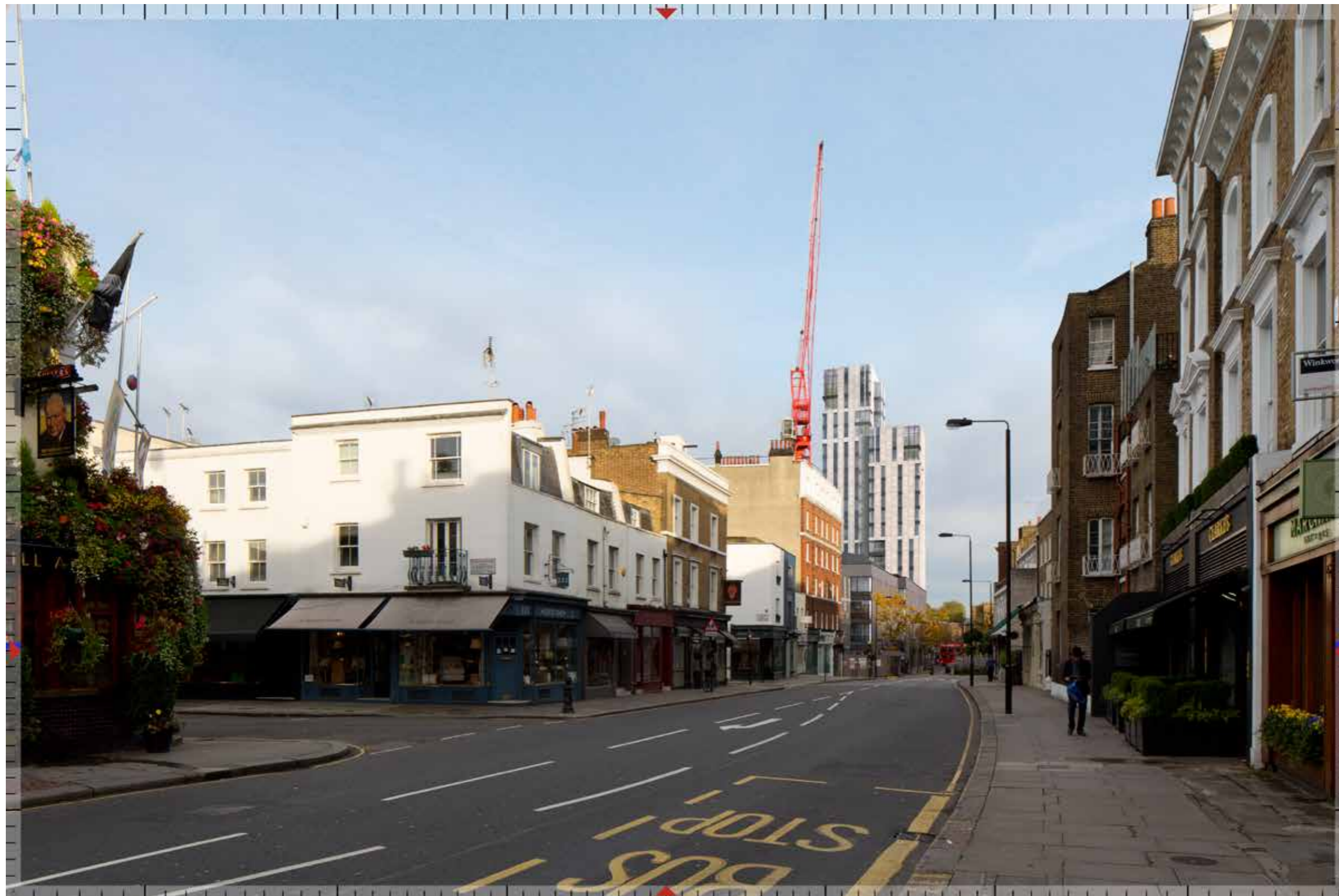
2.13 The additional storey on KCS1 (blue shading) will have a very minor effect on the view, adding positive height variation to the two linear blocks on Kensington Church Street, which will not change the overall skyline silhouette of the Proposed Development. The external elevation design refinements to Block KCS2 to accommodate internal layout changes will be minor and will not affect the character or quality of the whole. The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible at this distance.

**Significance of impact:** moderate, beneficial

See also recent update of this view in Appendix A1, Supplementary View R3.

**Cumulative**

2.14 No change



3704\_1208

September 2017





3704\_1205

GLA 2018



Existing

### Existing

- 2.15 This view from the Kensington Palace Conservation Area has the NE corner of the Kensington Conservation Area to the foreground left, and the Site beyond. The regular horizontal bands of the existing slab block of Newcombe House concludes the street vista, and the poor architectural quality of the foreground SE corner of the Site contributes to the anti-climax of this sequence of views. The trees soften their negative impact in summer.



September 2017

### Proposed 2017

- 2.16 The Corner Building of the Proposed Development will provide a strong local landmark at the junction with Notting Hill Gate. Additionally, from this closer view location, the high quality detailing of the brickwork of the Kensington Church Street Buildings will be more evident, as will the interiors of the winter gardens of the Corner Building. While different in architectural character and material facing, because of their different roles in the urban scene, the Kensington Church Street and Corner Buildings will be linked visually by their corresponding glazed corner window strips. At street level, the proposed retail units will add positively to the vitality and character of Kensington Church Street. The view will be enhanced by the high quality architecture of the Corner Building and Kensington Church Street Buildings, the junction and adjacent tube station clearly identified. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** major, beneficial



3704\_5405

GLA 2018

**Proposed 2018**

2.17 The additional storey on KCS1 will have a very minor effect on the view, adding positive height variation to the two linear blocks on Kensington Church Street, which will not change the overall skyline silhouette of the Proposed Development. The external elevation design refinements to Block KCS2 to accommodate internal layout changes will be minor and will not affect the character or quality of the whole. The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible.

**Significance of impact:** major, beneficial

See also recent update of this view in Appendix A1, Supplementary View R4.



3704\_5406

GLA 2018 Cumulative

**Cumulative**

2.18 No change



3704\_5408

September 2017



3704\_5405

GLA 2018



Existing

### Existing

- 2.19 This view from the Kensington Palace Conservation Area focuses on Newcombe House, which reads largely in isolation from the one and two storey residential and commercial shop buildings fronting the street, largely concealed behind the avenue of street trees. Notting Hill Gate's 18th and 19th century two and three storey commercial buildings are just visible beyond to the north at the southern edge of the Pembridge Conservation Area.



September 2017

### Proposed 2017

- 2.20 The Corner Building of the Proposed Development will provide a strong local landmark at the junction with Notting Hill Gate. The focus from here, however, will be on the high quality detailing of the brickwork of the Kensington Church Street Buildings. Their increased height to G+3 storeys will better frame the street, and the retail units and entrances to the housing above will add to its vitality and character. The brickwork of the Kensington Church Street Buildings will contrast with the Portland stone of the Corner Building, in coloration and texture, clearly distinguishing their separate roles and relative importance in the urban scene. The view will be enhanced by the high quality architecture of the Corner Building and Kensington Church Street Buildings, the junction and adjacent tube station clearly identified. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** major, beneficial



GLA 2018

**Proposed 2018**

2.21 The additional storey on KCS1 (blue shading) will add positive height variation to the two linear blocks on Kensington Church Street, which will be commensurate to the scale of other buildings along the street, including opposite. The brickwork of the Kensington Church Street Buildings will contrast with the Portland stone of the Corner Building, in coloration and texture, clearly distinguishing their separate roles and relative importance in the urban scene. The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible.

**Significance of impact:** major, beneficial

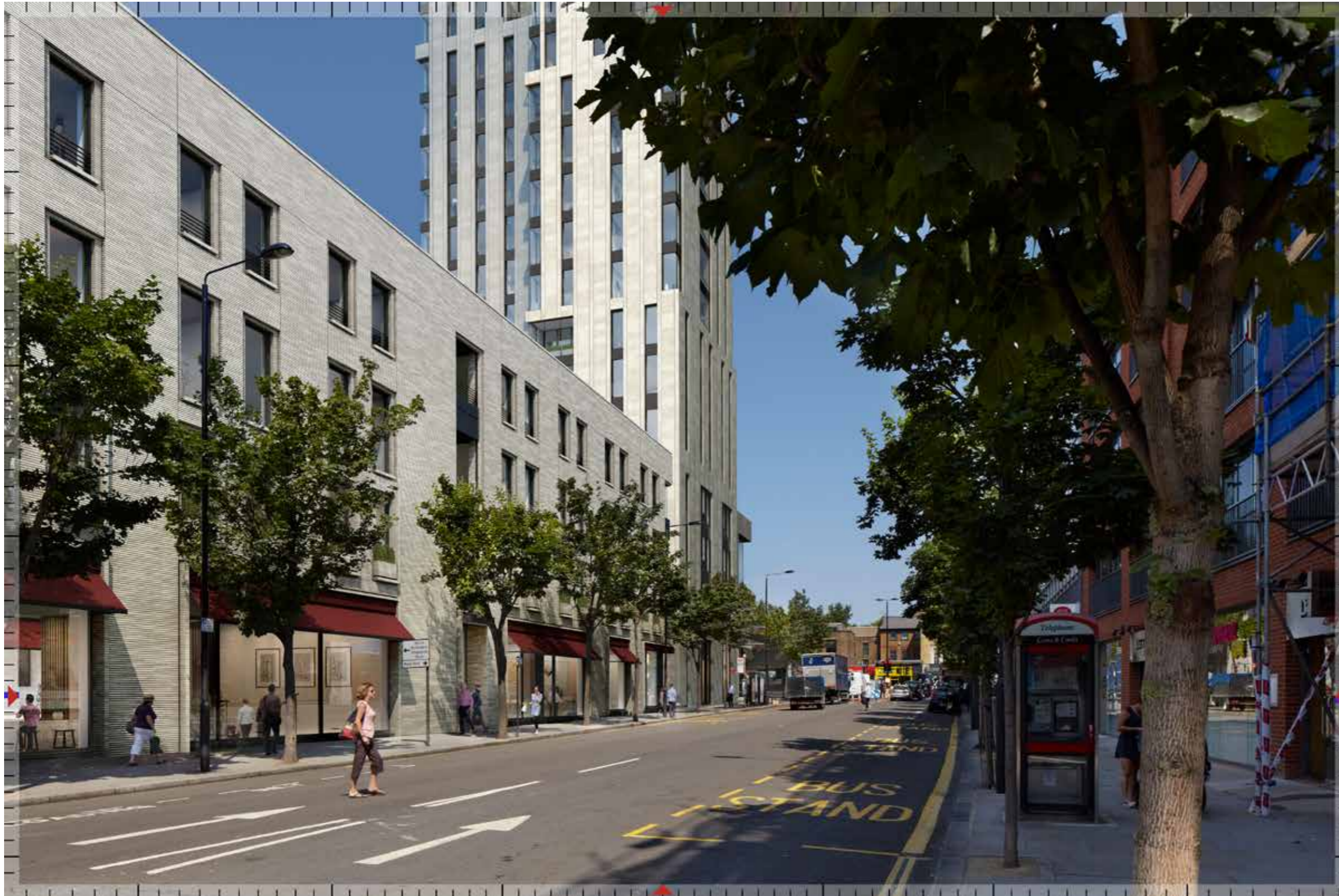
See also recent update of this view in Appendix A1, Supplementary View R5.



GLA 2018 Cumulative

**Cumulative**

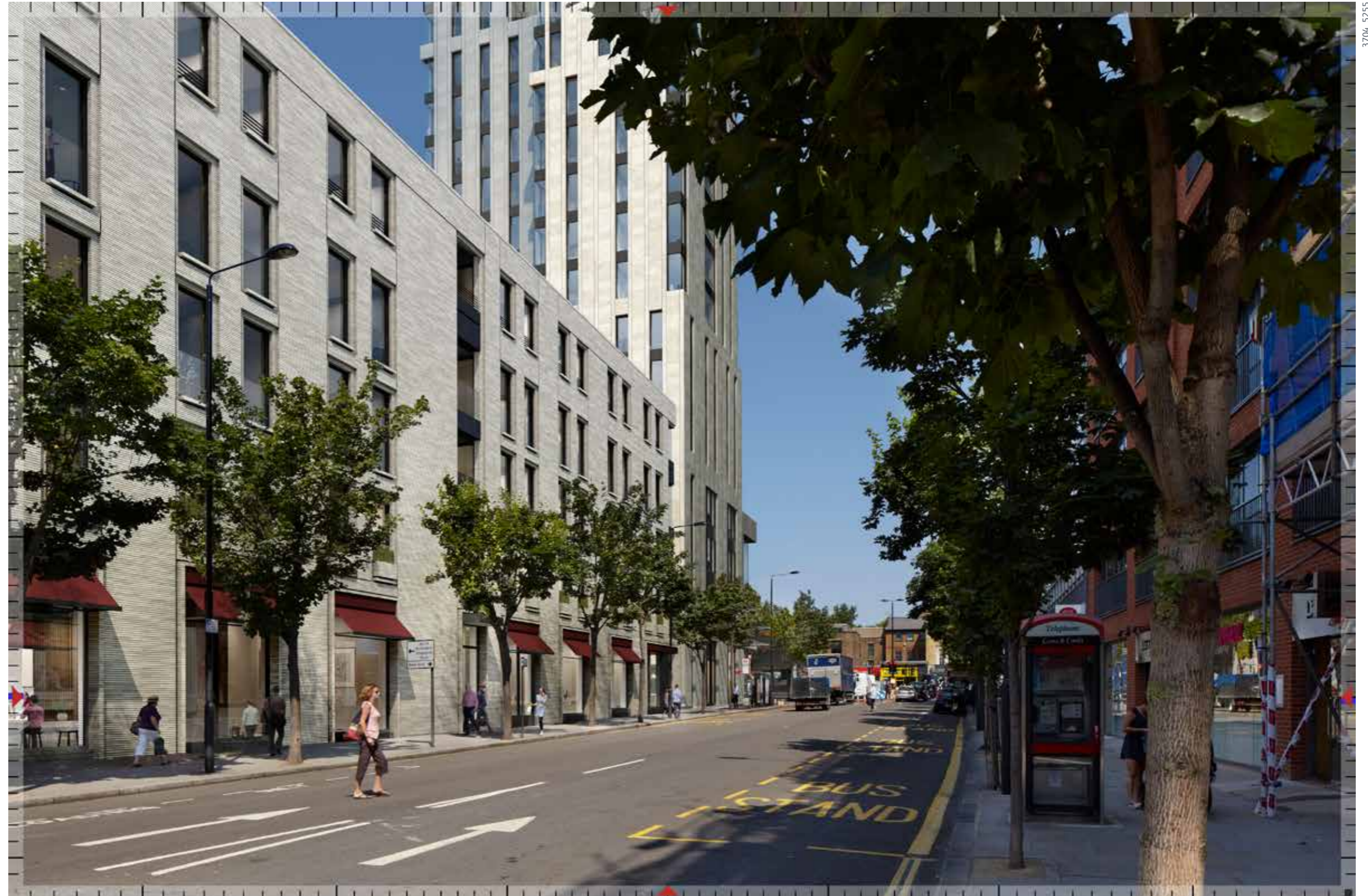
2.22 No change



3704\_5258

September 2017





GLA 2018



Existing

### Existing

- 2.23 The existing residential blocks dominate the north side (left) of the view set within the Ladbroke Conservation Area, with the Campden Hill Tower in the middle ground of the view to the left of centre. Trees on the pavement edge line Holland Park Avenue and partially screen the listed Coronet Cinema, 1 Holland Park Avenue and the mostly four/five storey early 19th century located on the northern edge of the Kensington Conservation Area on the south side of the street. Newcombe House is a distant form, its slender western end discernible between the trees. This is a robust townscape environment in which large 20th century buildings predominate.



September 2017

### Proposed 2017

- 2.24 The Proposed Development Corner Building will have a height similar to the Campden Hill Tower, but – because of its distance – will appear lower. It will be the most slender of the modern buildings in view, and the most elegant and best composed, with the Central Form most visible, and part of the East Form beyond. Along with the Campden Hill Tower, it will bookend the commercial core of the Notting Hill Gate District Centre, and will landmark the underground station and junction with Kensington Church Street set on either side of it. The proposed, lower set, Notting Hill Gate office building will reinforce the height of the lower buildings that otherwise line the street. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** moderate, beneficial



3704\_2555

GLA 2018

**Proposed 2018**

2.25 The increase in height of WPB3 will be perceptible at this distance but will not change the overall skyline silhouette of the Proposed Development. The proposed height of WPB3 will be set lower than the cupola of the listed Coronet Cinema, which will remain visible and distinct against the sky.

**Significance of impact:** moderate, beneficial



3704\_2556

GLA 2018 Cumulative

**Cumulative**

2.26 No change



3704\_2558

September 2017



3704\_2555

GLA 2018



Existing



September 2017

**Existing**

2.27 This view from the area excluded from the Ladbroke Conservation Area looks towards the Northern Corridor sub-area of the Kensington Conservation Area to the south, which features the dome of the listed Coronet Cinema at centre. The similarly listed Gate Cinema is barely visible as largely hidden by foliage, as is Newcombe House beyond. Otherwise, the District Centre is framed by largely four storey mid-19th century brick and stucco buildings to the south and the mid-20th century concrete buildings to the north. This is a robust townscape environment framed by a mix of large scale 20th century blocks to the north and lower set brick buildings to the south, the run of which is terminated by the dome of the listed Coronet Cinema.

**Proposed 2017**

2.28 The Proposed Development would be mostly concealed by foreground trees, especially in summer. If noticed at all from this location, the elegant slender silhouette, high quality materials and careful detailing of the Corner Building would enhance this District Centre, and would be set well to the left of the dome of the listed Coronet Cinema, the setting of which would be left unchanged and unharmed. The townscape would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of any heritage assets in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** minor, neutral



3704\_2655

GLA 2018

**Proposed 2018**

2.29 The increase in height of WPB3 will be hardly perceptible through the foreground trees, and its position is such that the cupola of the listed Coronet Cinema will remain visible against the sky.

**Significance of impact:** minor, neutral

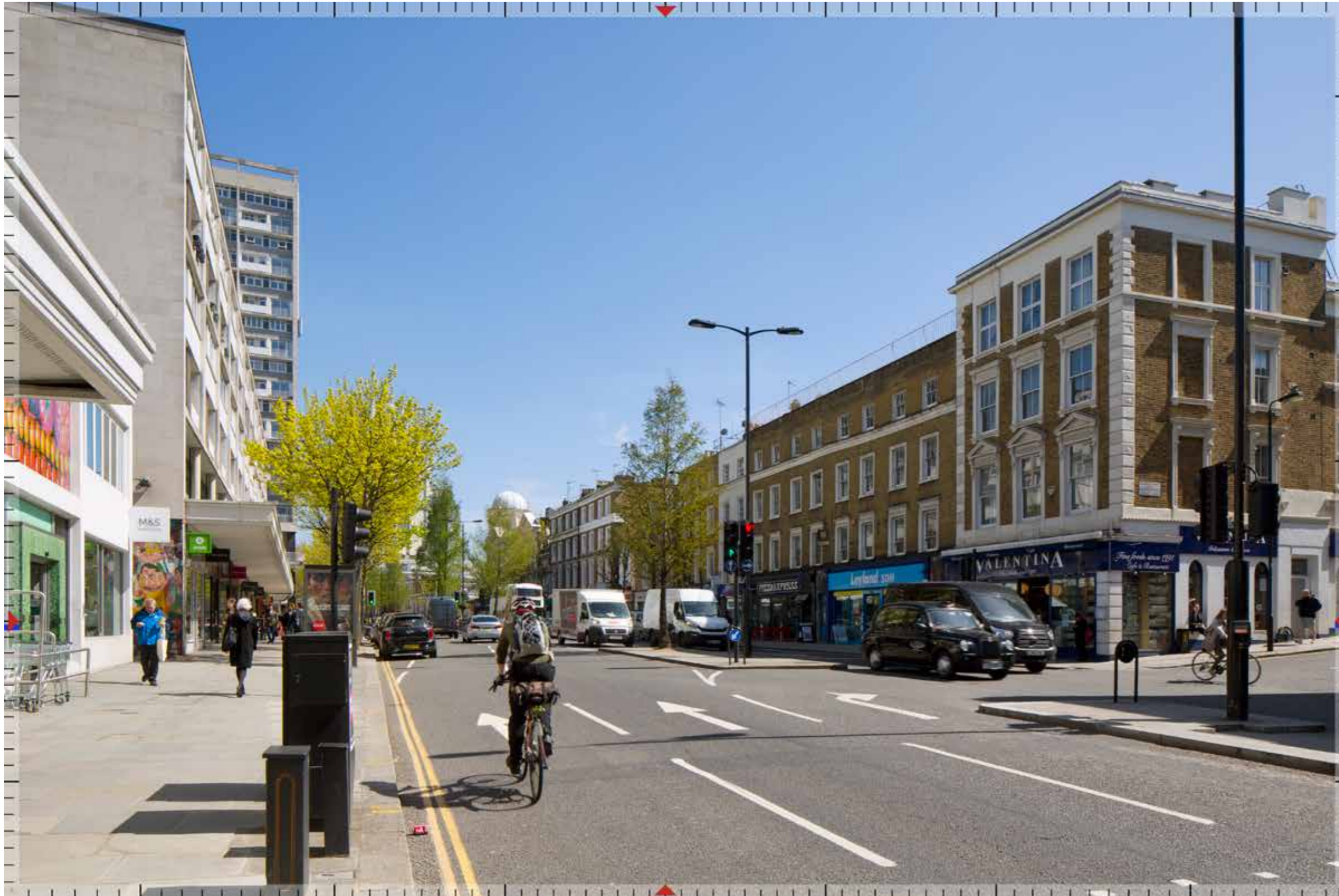


3704\_2656

GLA 2018 Cumulative

**Cumulative**

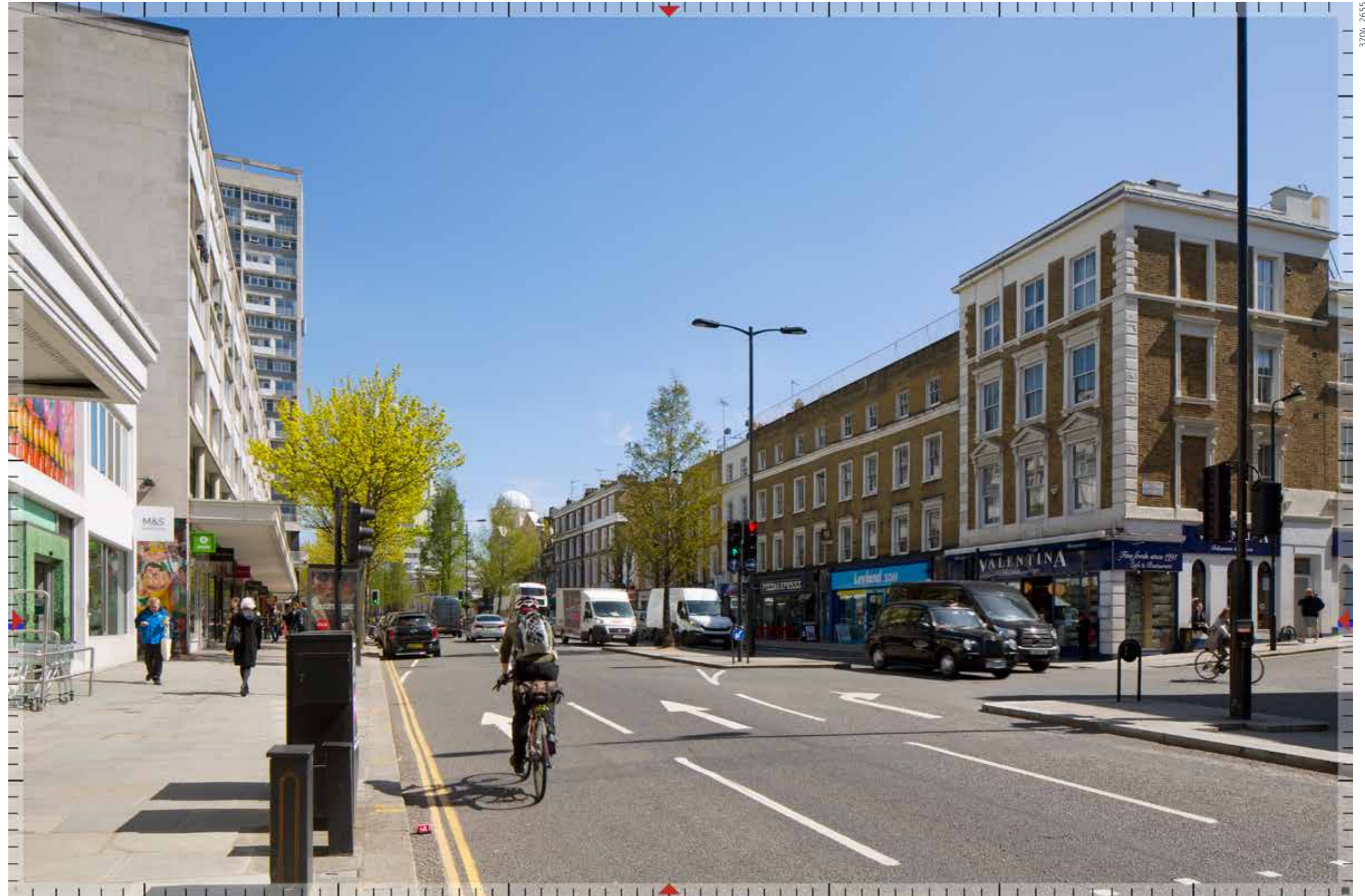
2.30 No change



3704\_2658

September 2017





3704\_2655

GLA 2018



Existing

### Existing

- 2.31 This view from the area excluded from the Ladbroke Conservation Area, has the area excluded from the Pembridge Conservation Area across the road to the left, and looks across Notting Hill Gate to the area excluded from the Kensington Conservation Area from centre to right, and that part of the Kensington Palace Conservation Area in the distance to the left of Newcombe House. The south side of Notting Hill Gate is fronted by David Game House, then Newcombe House, with Astley House beyond. The heritage sensitivity is low and the townscape robust: none of the 20th century buildings in view are of architectural merit. Newcombe House, the tallest building in the view, is set back from the Notting Hill Gate commercial frontage, and it is unclear from this view location what it is landmarking.



September 2017

### Proposed 2017

- 2.32 The Central Form of the Corner Building of the Proposed Development will provide a positive and elegant vertical counterpoint to the long horizontal thrust of the existing street frontages. Its western and northern elevations will appear well composed, and its height subdivided into distinct parts – middle and top – by the disposition of the vertically aligned window strips. The corner windows at the top will lighten its visual character, while its middle part will appear more solid. The G+4 storey Doctors' Surgery (WPB3) located to the west of the tall Corner Building will have a minor impact on the view, rising slightly beyond David Game House (but see the cumulative view below in which the recently consented David Game House is illustrated). The Notting Hill Gate commercial building will provide a stepped end to the run of the existing commercial terrace to its west, and its NE corner will be less solid as it turns the corner at the junction with Kensington Church Street. The Proposed Development will bookend the eastern end of the commercial core of the Notting Hill Gate District Centre, and will landmark the underground station and junction with Kensington Church Street set on either side of it. The townscape would be enhanced.

**Significance of impact:** major, beneficial



3704\_0505

GLA 2018

**Proposed 2018**

2.33 The increase in height of WPB3 will be perceptible and will change the foreground silhouette of the Proposed Development. Changes to the fenestration pattern of the lower part on the 4th, 5th and 6th floors of the Corner Building will complement the overall composition. The tall corner building will remain the principal landmark element of the architectural composition, and the lower massing of WPB3 will be read in relation to the commercial building at the corner of Kensington Church Street, and an integral part of the lower family of urban forms.

**Significance of impact:** major, beneficial

See also recent update of this view in Appendix A1, Supplementary View R8.



3704\_0506

GLA 2018 Cumulative

**Cumulative**

2.34 The G+6 storey Doctors' Surgery (WPB3) to the west of the tall Corner Building will be mostly concealed by David Game House and will have a negligible effect on the view – its roof garden will read in relation that of the proposed commercial building at the corner of Kensington Church Street. The consents for David Game House and Astley House – to the west and east of the Corner Building of the Proposed Development will transform the southern street frontage of the Notting Hill Gate District Centre, which the Proposed Development will complement, providing a visual counterpoint to their strong horizontal forms.

**Significance of impact:** major, beneficial



3704\_0508

September 2017



3704\_0506

GLA 2018 Cumulative



Existing

### Existing

- 2.35 The visible areas are largely excluded from the surrounding conservation areas. The south side of Notting Hill Gate is fronted almost entirely of buildings of the post-war years with David Game House forming the foreground, then Newcombe House, with Astley House and the Czech Republic Embassy beyond. The heritage sensitivity is low and the townscape robust: none of the 20th century buildings in view are of architectural merit. Newcombe House, the tallest building in the view, is set back from the Notting Hill Gate commercial frontage, and it is unclear from this view location what it is landmarking.



September 2017

### Proposed 2017

- 2.36 The Central Form of the Corner Building of the Proposed Development will provide a positive and elegant vertical counterpoint to the long horizontal thrust of the existing street frontages. Its western and northern elevations will appear well composed, and its height subdivided into distinct parts – middle and top – by the disposition of the vertically aligned window strips. The corner windows at the top will lighten its visual character, while its middle part will appear more solid. The Notting Hill Gate commercial building will provide a stepped end to the run of the existing commercial terrace to its west, and its NE corner will be less solid as it turns the corner at the junction with Kensington Church Street. The Proposed Development will bookend the eastern end of the commercial core of the Notting Hill Gate District Centre, and will landmark the underground station and junction with Kensington Church Street set on either side of it. The townscape would be enhanced.

**Significance of impact:** major, beneficial



3704\_5555

GLA 2018

**Proposed 2018**

2.37 As in the previous rendered view, the increase in height of WPB3 (green shading) will be perceptible and will change the foreground silhouette of the Proposed Development. Changes to the fenestration pattern of the lower part on the 4th, 5th and 6th floors of the Corner Building will complement the overall composition. The tall corner building will remain the principal landmark element of the architectural composition, and the lower massing of WPB3 will be read in relation to the commercial building at the corner of Kensington Church Street, and an integral part of the lower family of urban forms.

**Significance of impact:** major, beneficial

See also recent update of this view in Appendix A1, Supplementary View R9.



3704\_5556

GLA 2018 Cumulative

**Cumulative**

2.38 The consents for David Game House and Astley House – to the west and east of the Corner Building of the Proposed Development will transform the southern street frontage of the Notting Hill Gate District Centre, which the Proposed Development will complement, providing a visual counterpoint to their strong horizontal forms. The G+6 storey Doctors' Surgery (WPB3) to the west of the tall Corner Building will be mostly concealed by David Game House and will have a negligible effect on the view.

**Significance of impact:** major, beneficial



3704\_5518

September 2017





3704\_5556

GLA 2018 Cumulative



Existing

### Existing

- 2.39 This view is from the Kensington Palace Conservation Area adjacent to the listed gateways to Kensington Park Gardens. The southern edge of the Pembridge Conservation Area is to the north (right) side of Bayswater Road. The view is framed to the north by the mid-19th century Renaissance Revival style blocks of four storey brick and stucco commercial/residential buildings which form regular terraces. To the south the view is framed by a large tree which hides the neo-Brutalist Czech Embassy building. The urban street vista is terminated by the breadth of the east elevation of Campden Hill Tower: Newcombe House is concealed behind both the foreground foliage and the Czech Embassy.



September 2017

### Proposed 2017

- 2.40 The visual impact of the Proposed Development on the view is likely to be slight. The upper NE corner of the Central Form of the Corner Building may be visible, particularly in winter, but its recessive Portland stone coloration and glazed corner windows and winter gardens will dapple its surface. The Campden Hill Tower will continue to provide the primary focus to the street vista, the heritage assets in view left unharmed.

**Significance of impact:** minor, neutral



GLA 2018

**Proposed 2018**

2.41 No change

**Significance of impact:** minor, neutral



GLA 2018 Cumulative

**Cumulative**

2.42 No change



3704\_4008

September 2017



3704\_4005

GLA 2018



Existing

### Existing

2.43 This view from the Bayswater Conservation Area in Westminster is close to the eastern boundary of the Pembridge Conservation Area. The commercial mid-19th century developments at the southern end of Pembridge Gardens are visible further right. Kensington Palace Gardens – identified by its listed gates – is in the Kensington Palace Conservation Area to the south (left), with the seven-storey concrete post war neo-Brutalist Czech Embassy buildings and listed stucco rendered neo-Classical gates and lodges beyond. Newcombe House is mostly hidden by Astley House to its east, but is partially visible as a setback slab block. In the far distance is the domed tower of the listed Coronet cinema located within the Kensington Conservation Area.



September 2017

### Proposed 2017

2.44 The Proposed Development will provide a visually strong vertical counterpoint to the neo-Brutalist embassy building in its foreground. In the summer midday sunlight of this photograph, the East Form will cast a shadow over the Central Form of the Corner Building, and the masonry strips at their tops will appear to taper like pinnacles into the sky dissolving its top edges. It will form an elegant urban landmark at the corner of Notting Hill Gate and Kensington Church Street within the District Centre, the underground station adjacent. The domed tower of the listed Coronet cinema would remain visible, and would contrast positively with the scale and form of the Proposed Development, and the skyline and townscape of the view would be enhanced. The Proposed Development would not harm the significance of the conservation areas or the settings of the listed buildings in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** moderate, beneficial



3704\_4105

GLA 2018

**Proposed 2018**

2.45 The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible at this distance.

**Significance of impact:** moderate, beneficial



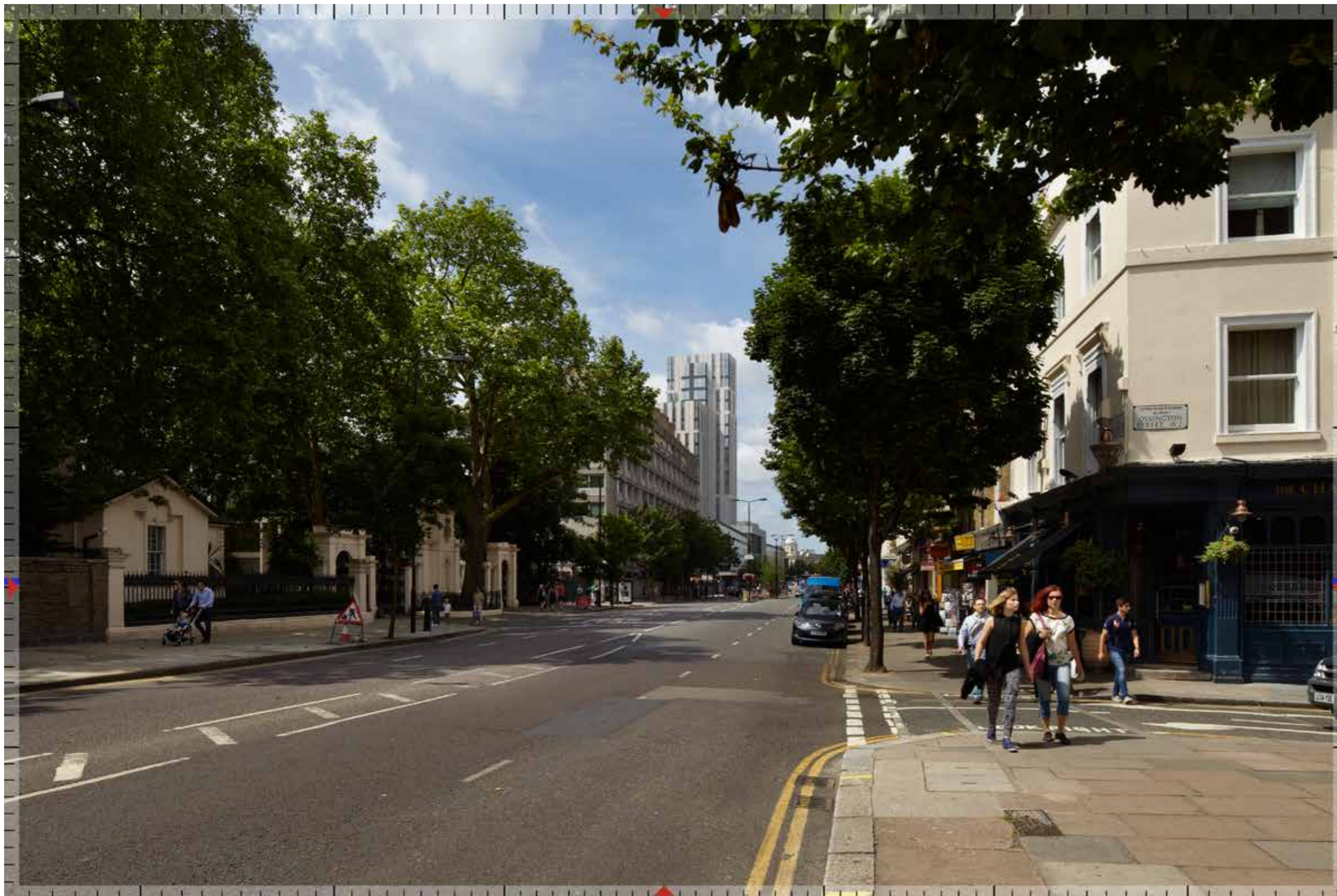
3704\_4106

GLA 2018 Cumulative

**Cumulative**

2.46 The consents for David Game House and Astley House (shown as wirelines) – to the west and east of the Corner Building of the Proposed Development will transform the southern street frontage of the Notting Hill Gate District Centre, which the Proposed Development will complement, providing a visual counterpoint to their strong horizontal forms.

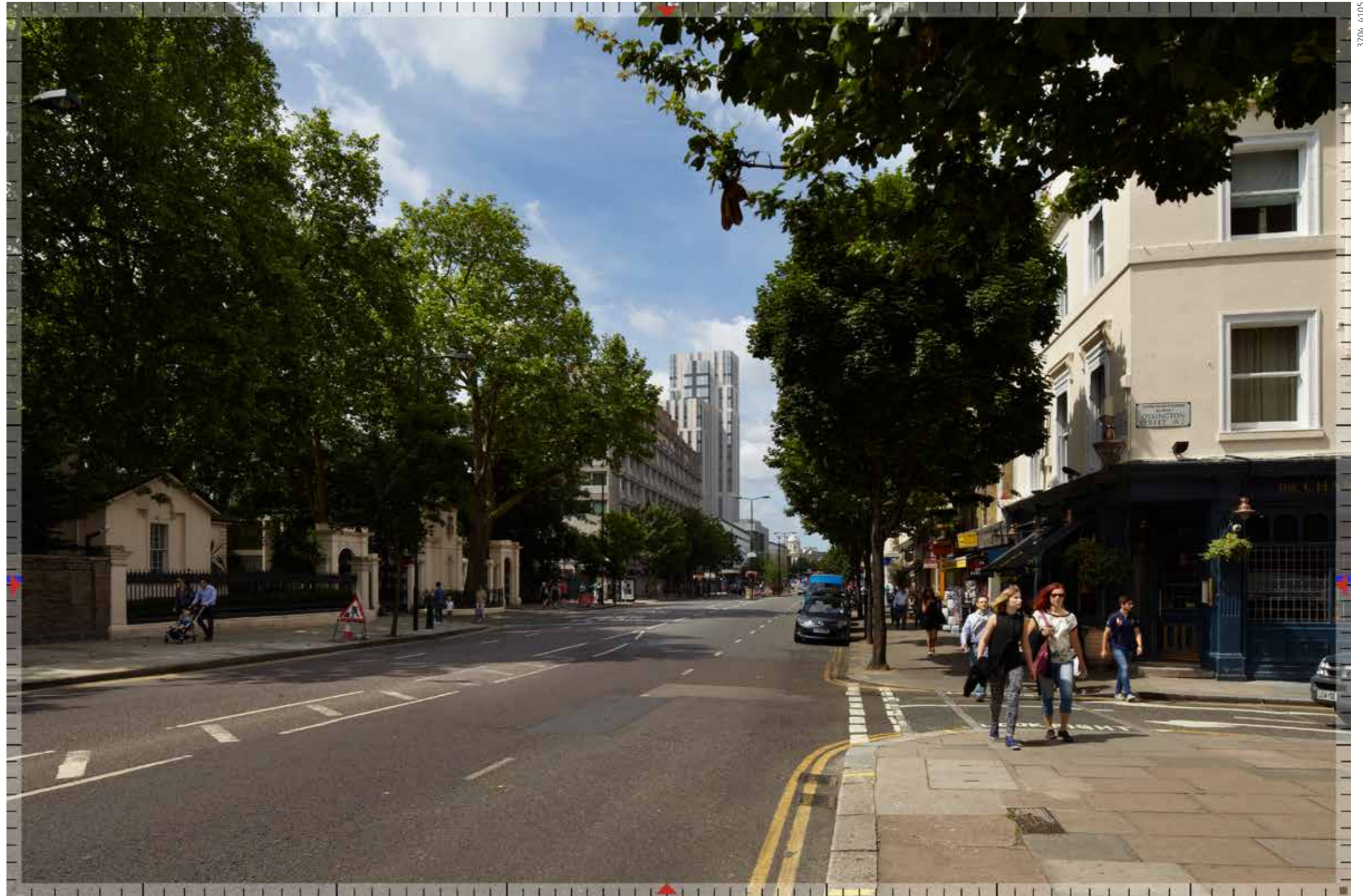
**Significance of impact:** moderate, beneficial



3704\_4108

September 2017





3704\_4105

GLA 2018



Existing

### Existing

2.47 The urban context is described in the day view above. At dusk, the street lights, commercial units and traffic emit the strongest light, with random subdued lighting from the office interiors beyond. The lack of light in Kensington Palace Gardens contrasts with the more public street scene.



September 2017

### Proposed 2017

2.48 The residential interiors of the Corner Building of the Proposed Development will emit low levels of light, complementary to that emanating from the foreground street scene. Its local landmark status will be evident but it will have a subdued – almost calm – urban presence at dusk. Kensington Palace Gardens will remain an area of darkness. The settings of the heritage assets will be left unharmed.

**Significance of impact:** moderate, beneficial



3704\_4155

GLA 2018

**Proposed 2018**

2.49 The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible at this distance.

**Significance of impact:** moderate, beneficial



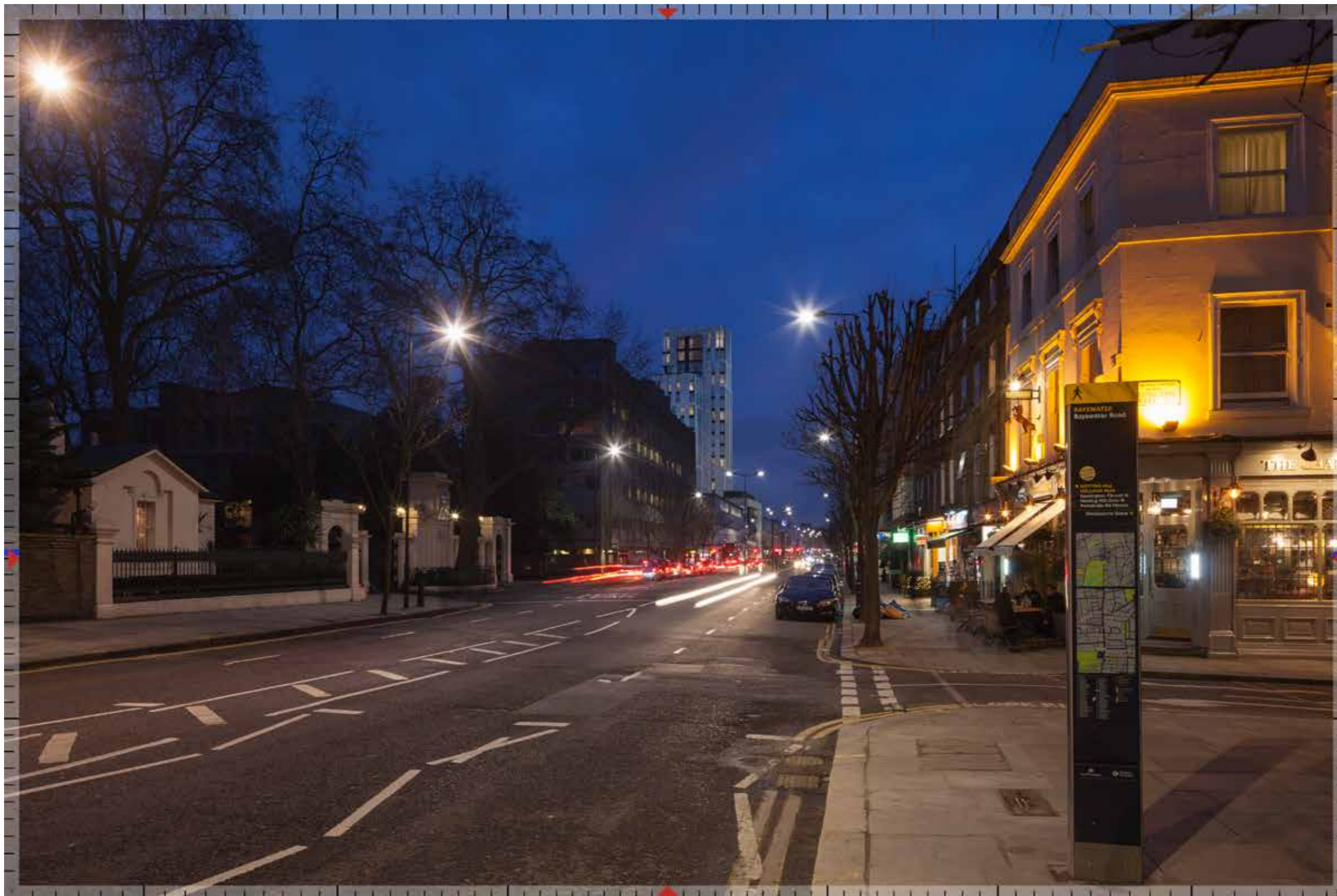
3704\_4156

GLA 2018 Cumulative

**Cumulative**

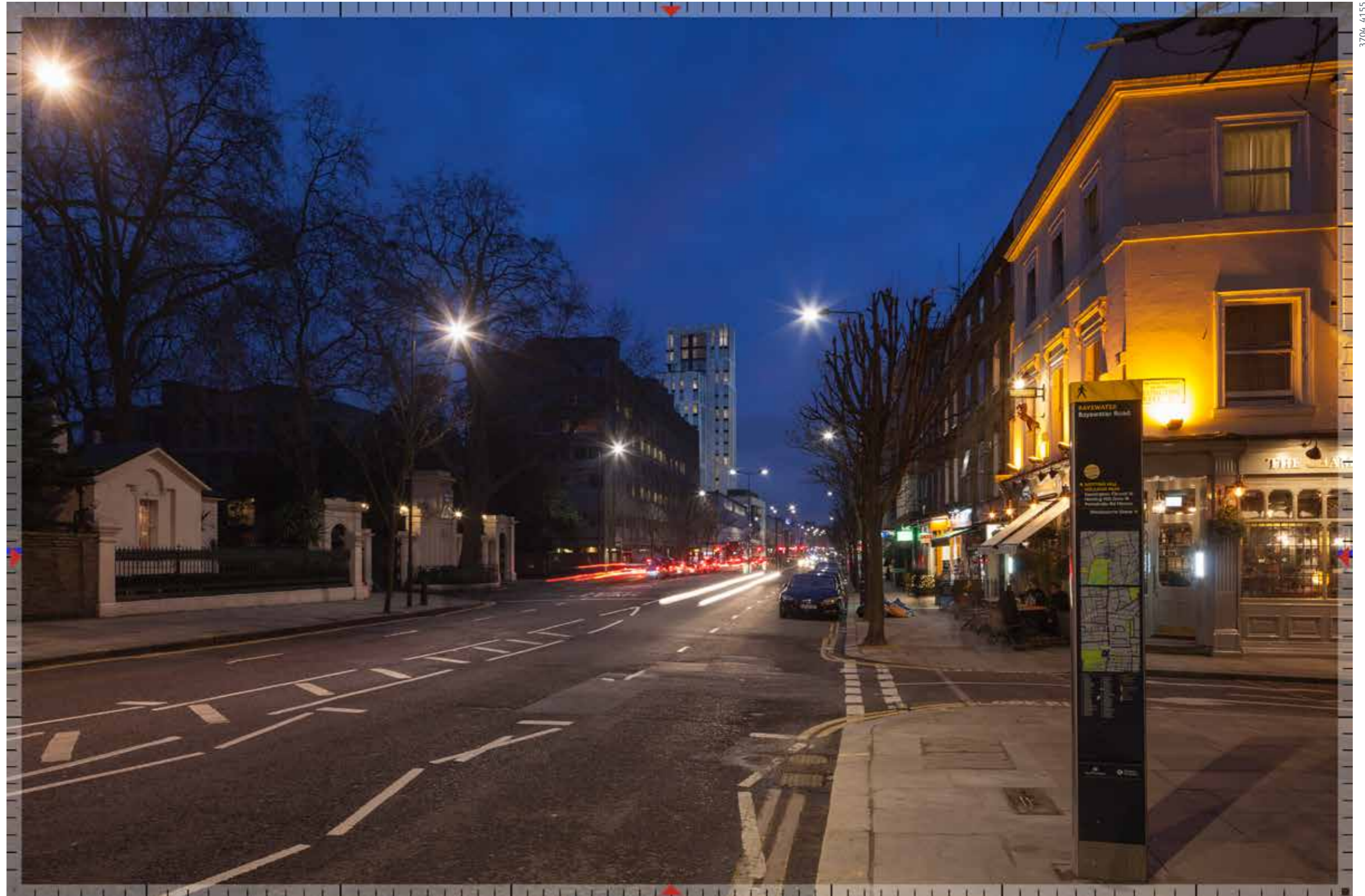
2.50 The commercial interiors of David Game House and Astley House (shown as wirelines) – to the west and east of the Corner Building of the Proposed Development are likely to provide a more uniform but subdued level of light, which the Proposed Development will complement, adding positively to the street scene. The settings of the heritage assets will be left unharmed.

**Significance of impact:** moderate, beneficial



3704\_4158

September 2017



3704\_4155

GLA 2018



Existing

### Existing

- 2.51 This view from the Pembridge Conservation Area looks westwards along Notting Hill Gate towards the northern boundary of the Kensington Conservation Area and the listed Coronet and Gate Cinemas on the south (left) side of Notting Hill Gate: the dome provides a clear visual punctuation to the skyline of the street. Excluded from the conservation areas are the mid-20th century commercial blocks to the foreground left: Astley House, Newcombe House and David Game House beyond. Campden Hill Tower is set at right angles to the line of development to the north side of the street.



September 2017

### Proposed 2017

- 2.52 The Notting Hill Gate Building of the Proposed Development will relate positively to the existing long horizontal runs of Astley House and David Game House, stepping up slightly in scale to turn the corner of Kensington Church Street, its glazed corner addressing the viewpoint. The Central and East forms of the Corner Building will rise from it, and the stepped silhouette their conjoined forms will create will step up from the south and Kensington Church Street towards the heart of the District Centre. The simple lines of the two forms will have a secondary order of masonry and vertical glazed strips, which will feather their forms against the sky. The Proposed Development would not harm the significance of the conservation areas or the settings of the listed buildings in view; the settings of the listed buildings would be enhanced.

**Significance of impact:** major, beneficial



3704\_3905

GLA 2018

**Proposed 2018**

2.53 The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will not be perceptible at this distance.

**Significance of impact:** major, beneficial



3704\_3906

GLA 2018 Cumulative

**Cumulative**

2.54 The consents for David Game House and Astley House – to the west and east of the Corner Building of the Proposed Development will transform the southern street frontage of the Notting Hill Gate District Centre, which the Proposed Development will complement, providing a visual counterpoint to their strong horizontal forms.

**Significance of impact:** major, beneficial



3704\_3908

September 2017





GLA 2018 Cumulative



Existing

### Existing

- 2.55 This southerly view down Kensington Church Street demonstrates the architectural and urban poverty of the existing buildings on the Site: all the built fabric dates to the post-war years, with Astley House to the left and David Game House further right. Beyond Newcombe House to the south are the contemporary terraces of one, two and four storeys. Newcombe House is set back from the corner and placed onto the lower forms without any visual transition. The townscape character is poor, particularly for such a key junction in the District Centre.



September 2017

### Proposed 2017

- 2.56 As in the previous view, the Notting Hill Gate Building of the Proposed Development will step up slightly in scale from David Game House to turn the corner of Kensington Church Street, its glazed corner addressing the viewpoint. The Central and East forms of the Corner Building will rise from it, and the secondary order of masonry and vertical glazed strips will appear more solid towards the base, in contrast to the large glazing of the street corner. The brick facing of the western Perimeter Building running south on Kensington Church Street will contrast materially and architecturally with the proposed street corner forms, balancing the existing buildings on the east side of the street. The streetscape will be activated visually and actively by the proposed retail units and office and residential entry points, creating a welcoming and quality pedestrian experience. The townscape would be enhanced considerably.

**Significance of impact:** major, beneficial



GLA 2018

**Proposed 2018**

2.57 The additional storey on KCS1 will have a very minor effect on the view, adding positive height variation to the two linear blocks on Kensington Church Street, with a scale commensurate to existing buildings along this part of Kensington Church Street. The small adjustment to the horizontal solid elements on the 4th, 5th and 6th floors of the Corner Building will be hardly perceptible.

**Significance of impact:** major, beneficial

See also recent update of this view in Appendix A1, Supplementary View R13.



GLA 2018 Cumulative

**Cumulative**

2.58 The consents for David Game House and Astley House – to the west and east of the Corner Building of the Proposed Development will transform the southern street frontage of the Notting Hill Gate District Centre, which the Proposed Development will complement, providing a visual counterpoint to their strong horizontal forms.

**Significance of impact:** major, beneficial



3704\_5308

September 2017



3704\_5306

GLA 2018 Cumulative



Existing

### Existing

- 2.59 This south-easterly view along Kensington Park Road in the Ladbroke Conservation Area is framed by the early 19th century mixed use four storey buildings to the east (left), with the bell tower of the Grade II\* listed Church of St Peter adding positively to the linearity of the street. To the west, the run of stucco finished listed residential blocks in Stanley Gardens and Kensington Park Gardens are interrupted by the landscaping in Ladbroke Gardens. At the end of the vista is the concrete and glass north elevation of Newcombe House, largely screened by trees in this winter view (and entirely concealed in summer).



September 2017

### Proposed 2017

- 2.60 The height of the Proposed Development will be appropriate to the scale of the street, its Portland stone cladding, articulated by vertical window strips will have a recessive character in the view. Its visual impact will be minor in winter and negligible in summer. If noticed at this distance, its high quality design and materials will enhance the view. The Proposed Development would not harm the significance of the conservation area or the settings of the listed buildings; the settings of the listed buildings would be enhanced.

**Significance of impact:** minor, neutral



3704\_3155

GLA 2018

**Proposed 2018**

2.61 No change

**Significance of impact:** minor, neutral



3704\_3156

GLA 2018 Cumulative

**Cumulative**

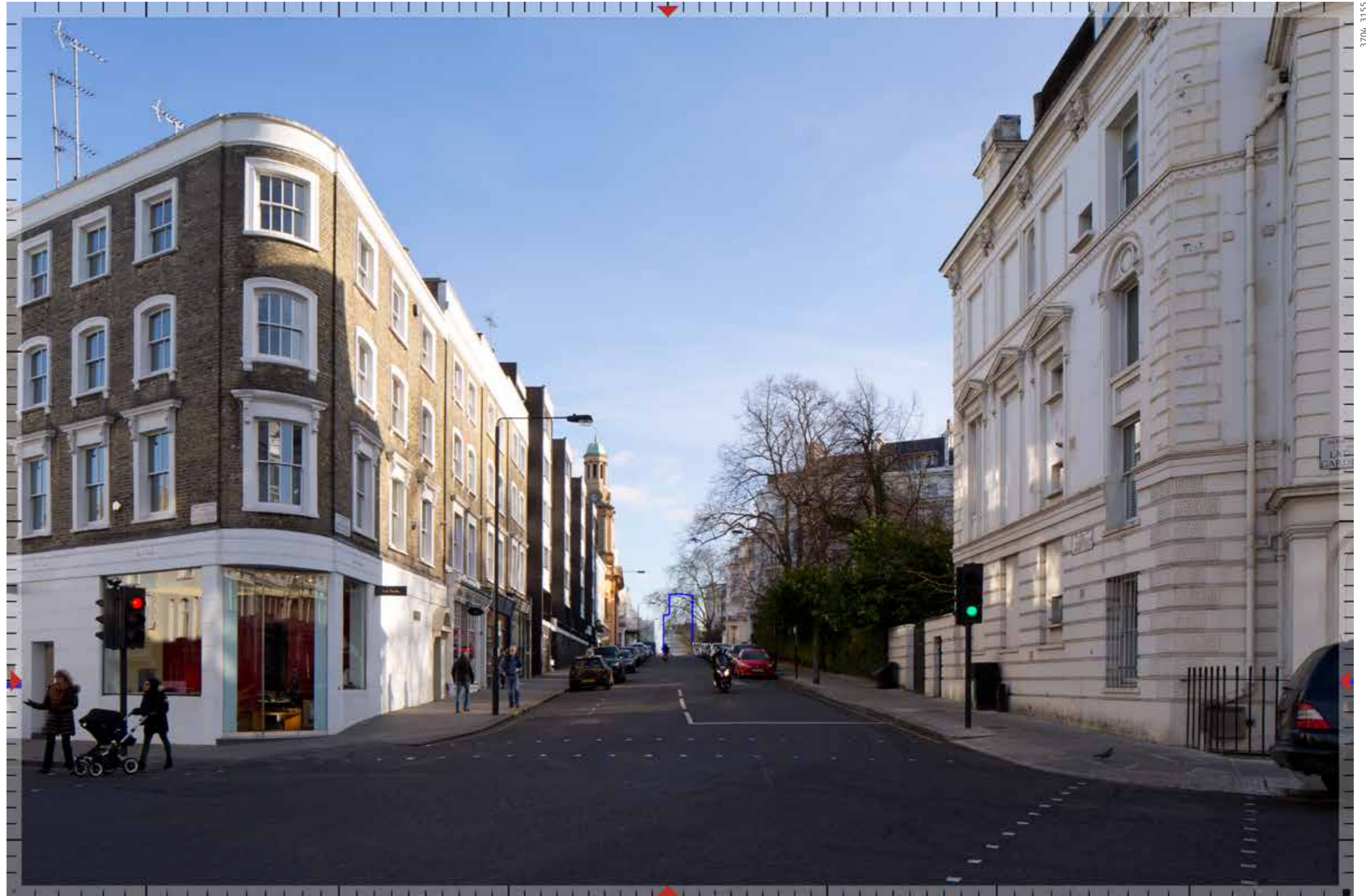
2.62 No change



3704\_3158

September 2017





3704\_3155

GLA 2018



Existing

### Existing

- 2.63 This south-easterly long view along Denbigh Road in the Pembridge Conservation Area is lined by a dense avenue of mature trees. The buildings mostly screened in this summer photograph are brick and stucco faced, three/four storey mid-19th and mid-20th century shops and residential premises. Newcombe House terminates the street vista.



September 2017

### Proposed 2017

- 2.64 The height of the Proposed Development will be appropriate the scale of the street, its Portland stone cladding, articulated by vertical window strips will have a recessive character in the view. The north and west faces of the Corner Building will provide a distant, elegant conclusion to the street vista, its form, high quality design and materials, will enhance the view. The Proposed Development would not harm the significance of the conservation area or the settings of the listed buildings; the settings of the listed buildings would be enhanced.

**Significance of impact:** minor, beneficial



GLA 2018

**Proposed 2018**

2.65 No change

**Significance of impact:** minor, beneficial



GLA 2018 Cumulative

**Cumulative**

2.66 No change



3704\_7108

September 2017



3704\_7105

GLA 2018



Existing

### Existing

2.67 This south-easterly view in the Ladbroke Conservation Area is located further southeast of view 14 above. The street includes a diverse mixture of historic building types, with some large pre-WWII mansion block developments to the east (left), G+5 storeys tall, and with lower height and earlier residential terraces of G+3 storeys to the west. Trees are a significant feature along the eastern pavement, particularly in summer. The curving road cuts across to the right and obscures the base of Newcombe House on the skyline beyond. Further west, the top of Campden Hill Tower is visible: together they landmark the core of the Notting Hill Gate District Centre. Just visible on the right is the listed Kensington Temple, and in the distance the listed cabmen's shelter stands in the middle of the road.



September 2017

### Proposed 2017

2.68 The Proposed Development will be a significant local landmark in this view. Its Portland stone cladding articulated by vertical window strips will have a recessive character in the view. The north and west faces of the Corner Building will add positively to the skyline, and its vertical form, high quality design and materials, will clearly landmark the core of the Notting Hill Gate District Centre. The G+4 storey Doctors' Surgery (WPB3) located to the west of the tall Corner Building, rising slightly beyond David Game House, will have a negligible impact on the view from this distance (and see those cumulative views in which the recently consented David Game House is illustrated). The Proposed Development would not harm the significance of the conservation area or the settings of the listed buildings; the settings of the listed buildings would be enhanced.

**Significance of impact:** moderate, beneficial



3704\_3005

GLA 2018

**Proposed 2018**

2.69 The increase in height of WPB3 will be perceptible and will change the foreground silhouette of the Proposed Development. Changes to the fenestration pattern on the 4th, 5th and 6th floors of the Corner Building will not be perceptible at this distance. The tall Corner Building will remain the principal landmark element of the architectural composition, and the lower massing of WPB3 will be read in relation to the lower family of urban forms in view, providing the corner building with an immediate contextual base.

**Significance of impact:** moderate, beneficial

See also recent update of this view in Appendix A1, Supplementary View R16.



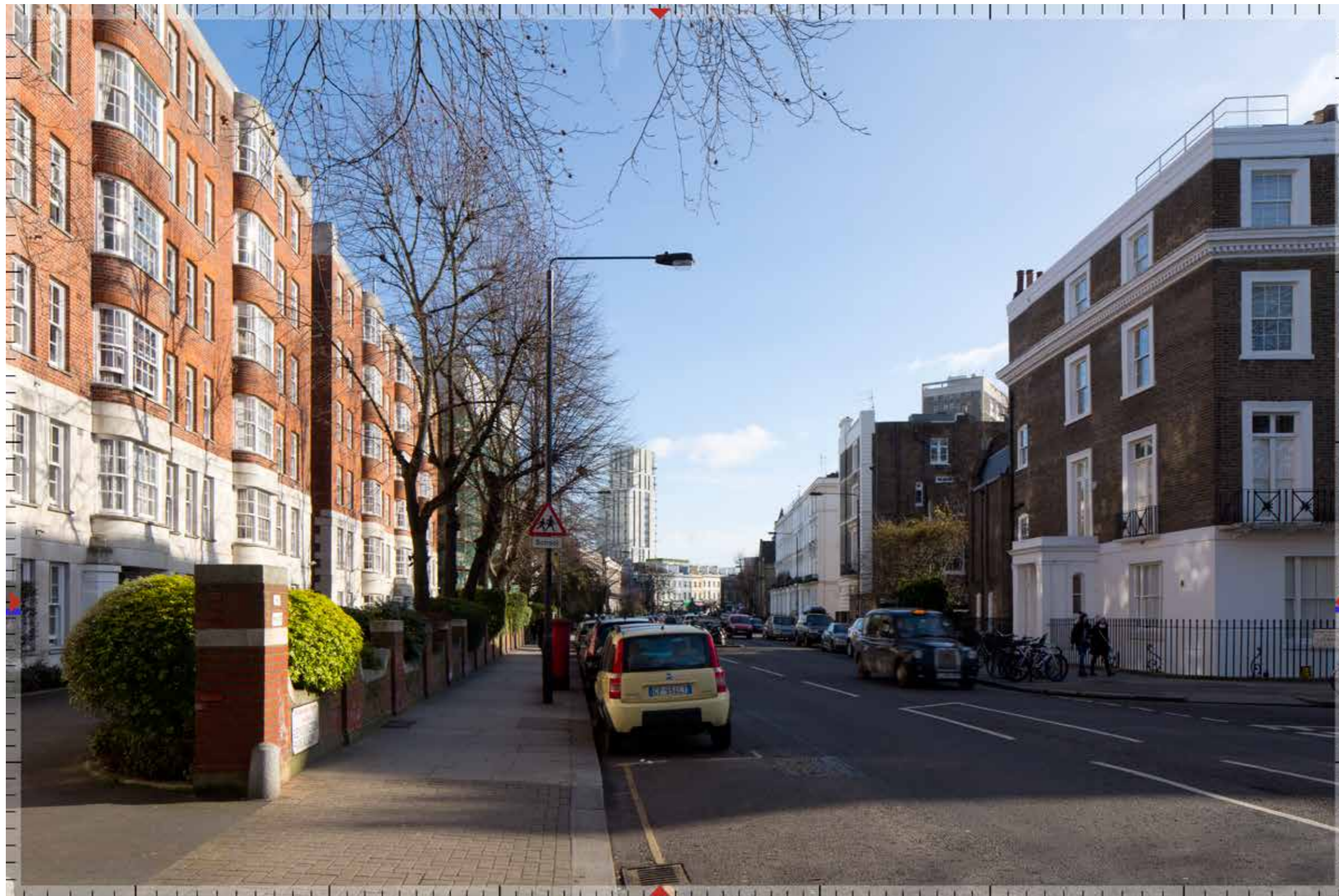
3704\_3006

GLA 2018 Cumulative

**Cumulative**

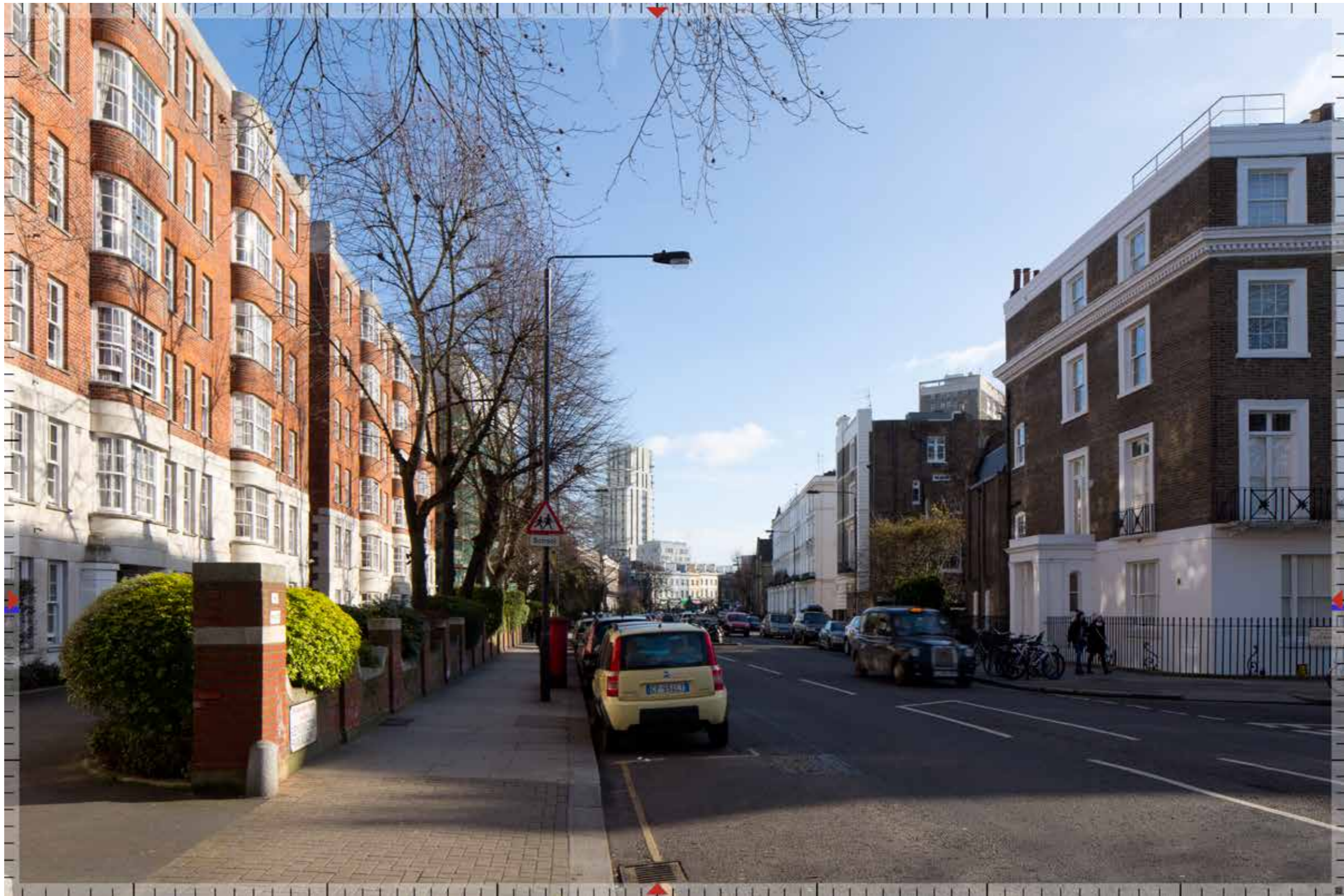
2.70 The eastern part of the consented 92-120 Notting Hill Gate development adjacent to Campden Hill Tower will be visible at the end of Pembridge Road – it will have a minor impact on the streetscape and heritage assets in view.

**Significance of impact:** moderate, beneficial



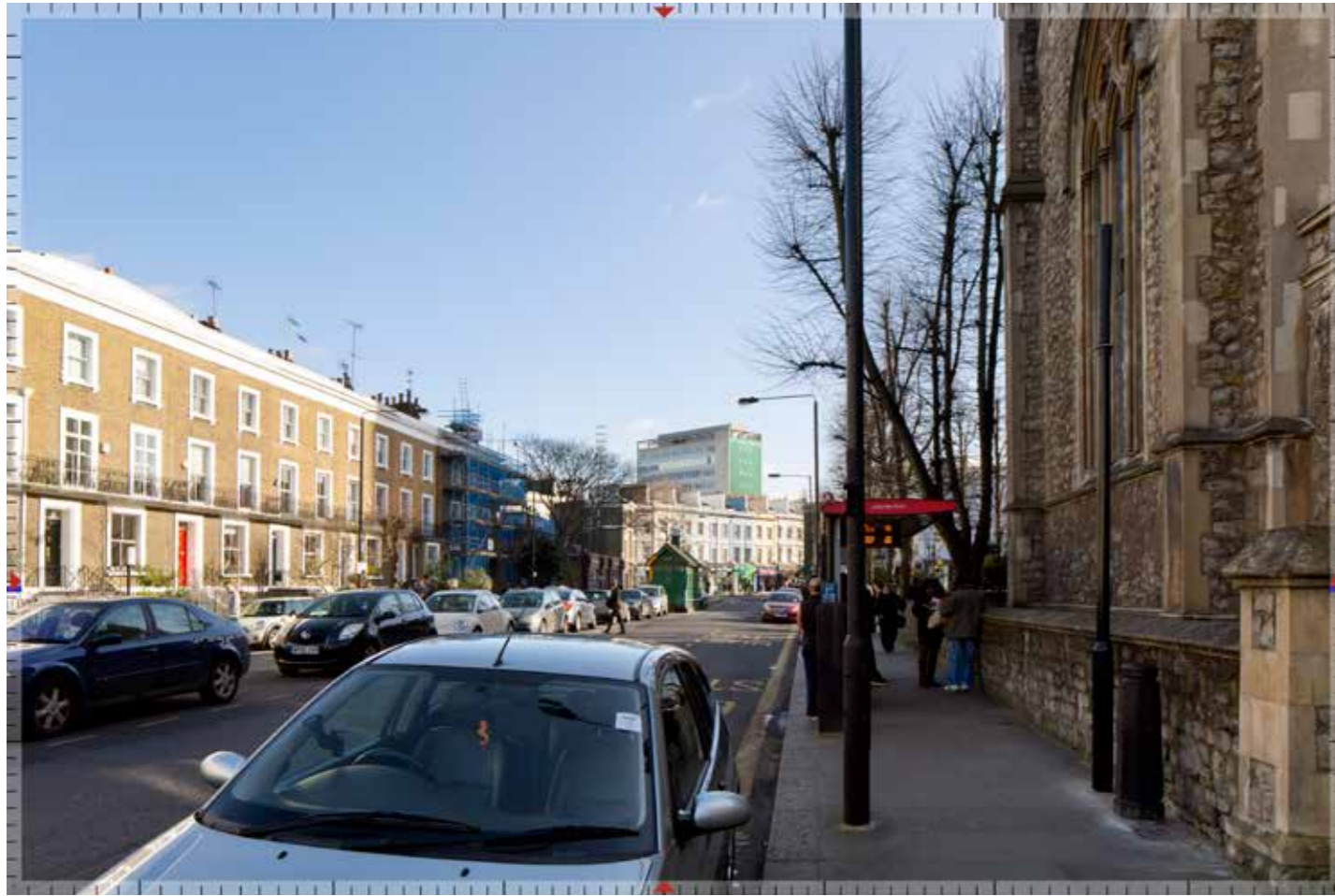
September 2017





3704\_3005

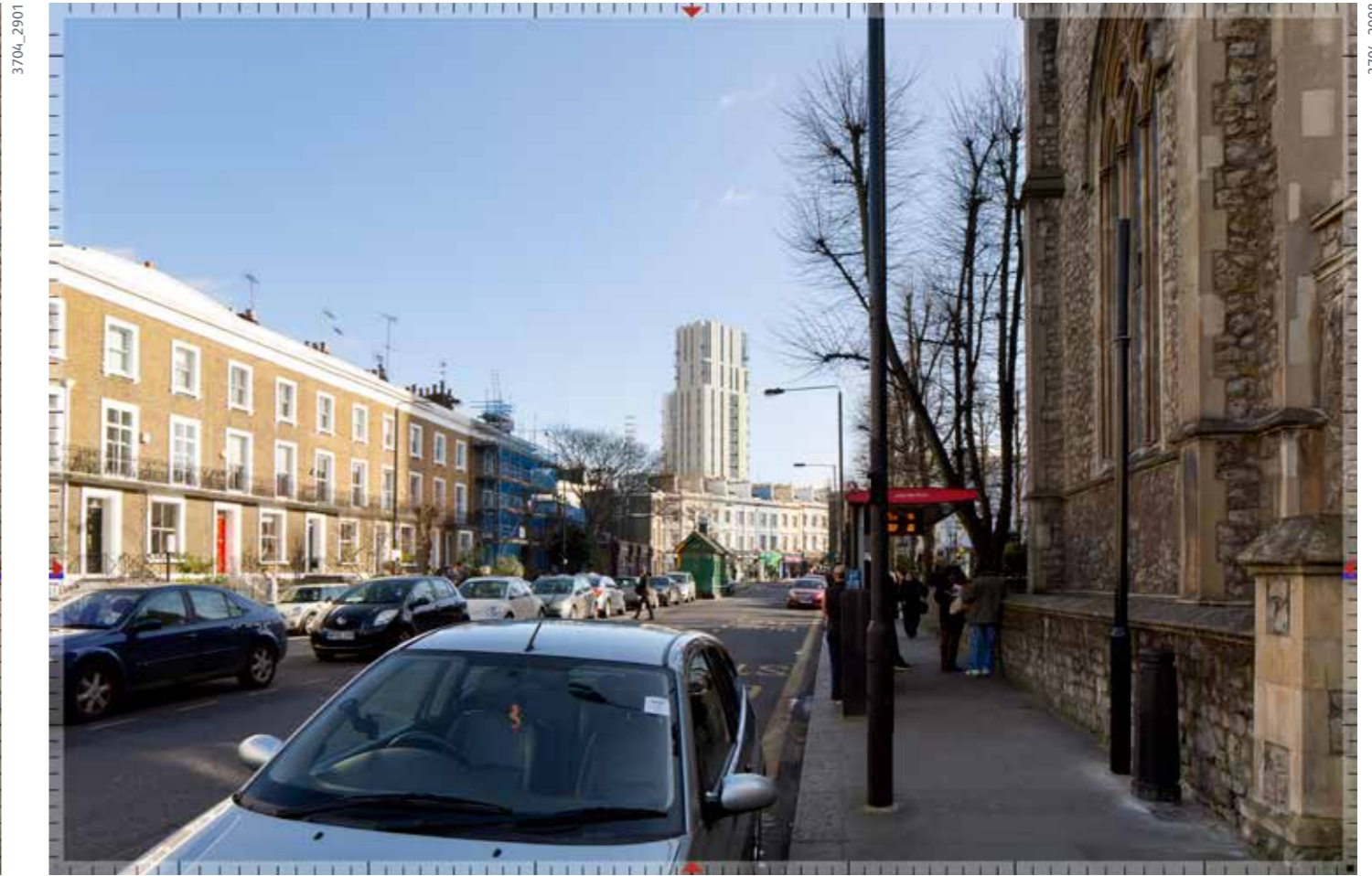
GLA 2018



Existing

### Existing

- 2.71 This south-easterly view from within the Ladbroke Conservation Area is located further south of the previous view and taken on the other side of Kensington Park Road, immediately adjacent to the listed Kensington Temple. The listed cabmen's hut in the middle of the road is now clearly visible. The eastern side of the road is formed of three storey terraced houses of the early 19th century, faced in brick with stucco dressings, and further south are stucco rendered mixed-use shop/residential buildings of a similar age and scale, which turn the corner enclosing the street level view. The curving road cuts across to the right and obscures the base of Newcombe House on the skyline beyond.



September 2017

### Proposed 2017

- 2.72 The Proposed Development will be a significant local landmark in this view. Its Portland stone cladding, articulated by vertical window strips would have a recessive character in the view. The north and west faces of the Corner Building will add positively to the skyline, and its vertical form, high quality design and materials, will clearly landmark the core of the Notting Hill Gate District Centre. The Proposed Development would not harm the significance of the conservation area or the settings of the listed buildings; the settings of the listed buildings would be enhanced.

**Significance of impact:** major, beneficial