

## **2.0 Design Strategy with reference to GLA Call In**

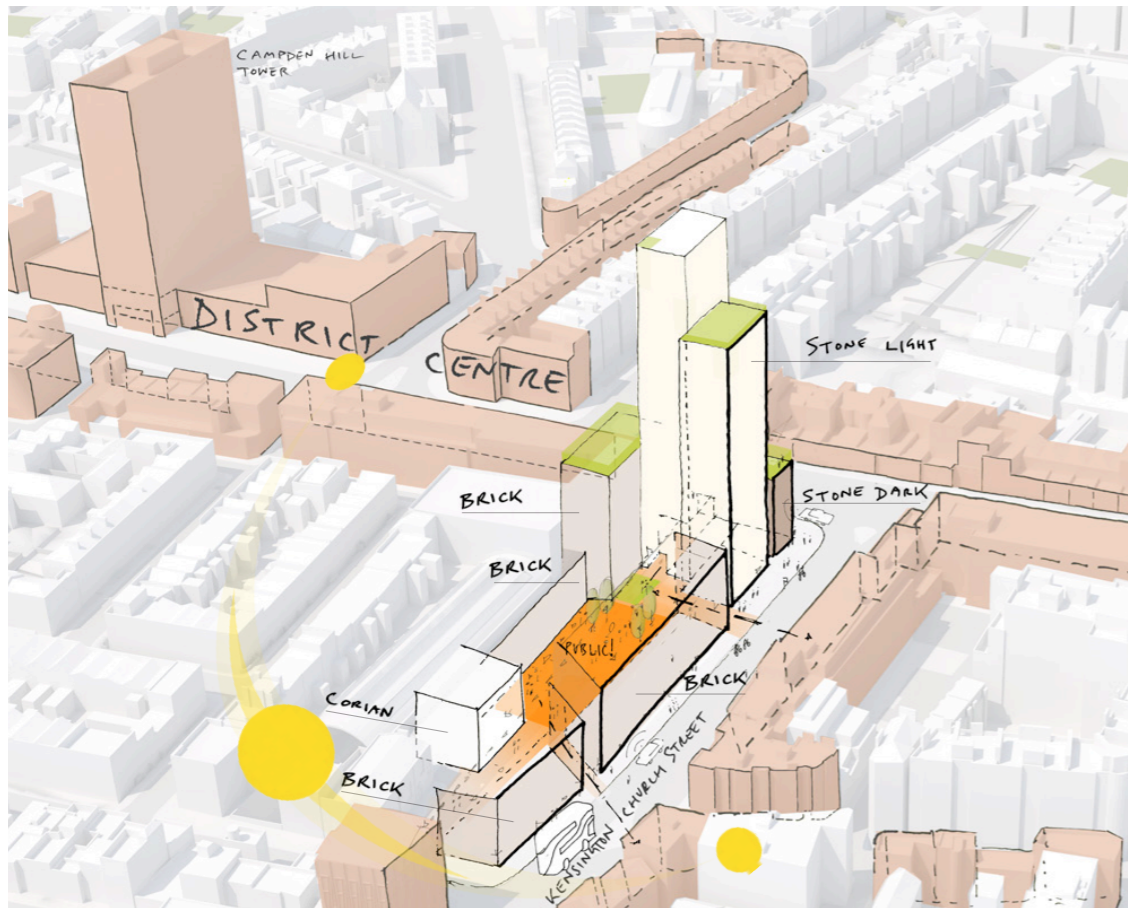
**2.0.1** The Design Strategy outlines a comparison between the GLA Call In July 2018 and the Planning Submission dated September 2017.

Detailed information on the proposal is available within the architectural drawings and supporting documents submitted for the GLA Call In July 2018.

**2.0.2 Planning Submission Sept 2017 DAS:**

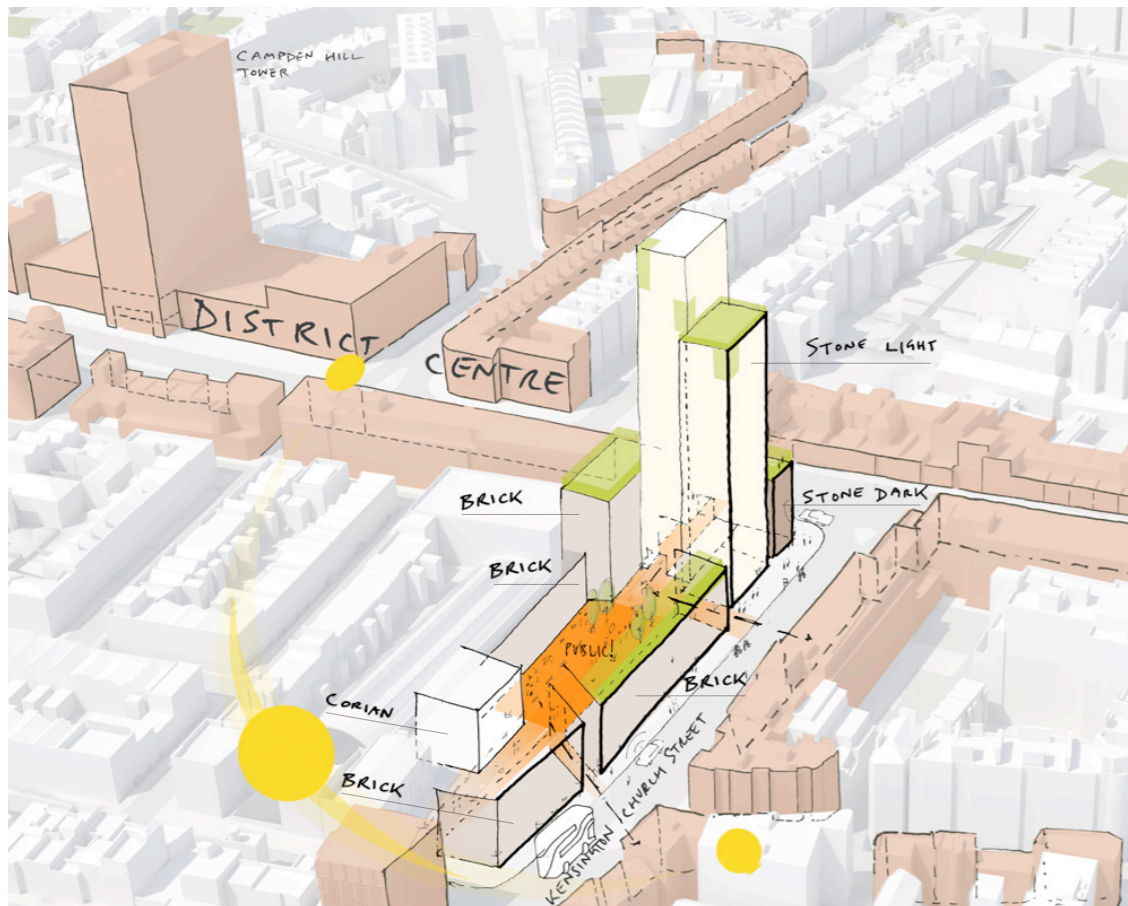
*"In response to the site's characteristics and its varied context, the design strategy has been developed for a new urban quarter that is to be formed of a composition of individual buildings. Each individual building would respond to the particular nature of its location, whilst combining with the others to deliver a coherent urban development. Perimeter buildings will activate the site's edges and frame a new public square. An elegantly proportioned Corner Building will enhance the identity of the District Centre and mark the significant corner and the location of the new public square."*

(DAS 2017 p.63 para.3.1.1)



GLA Call In July 2018 - Proposed Materials Axonometric Diagram

Planning Submission Sept 2017 - Materials Axonometric Diagram



## 2.0 Design Strategy with reference to GLA Call In

### 2.1 Planning Submission Sept 2017 DAS:

"In response to the site's characteristics and its varied context, the design strategy has been developed for a new urban quarter that is to be formed of a composition of individual buildings. Each individual building would respond to the particular nature of its location, whilst combining with the others to deliver a coherent urban development. Perimeter buildings will activate the site's edges and frame a new public square. An elegantly proportioned Corner Building will enhance the identity of the District Centre and mark the significant corner and the location of the new public square."

(DAS 2017 p.63 para.3.1.1)

### 2.2 GLA Call In July 2018:

The design strategy is fully maintained.

The **massing** steps up, 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, with heights still ranging from 3 to 18 storeys and now integrating a small increase in height to Perimeter Buildings - KCS1 by 1 floor, from 4 to 5 storeys, and WPB3 by 2 floors, from 5 to 7 storeys.

The proposed buildings' roles within the composition are unchanged and, as such, their **materiality** is retained.

### 2.3 Planning Submission Sept 2017:

**Massing** steps up, 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, with heights ranging from 3 to 18 storeys.

"The proposed **materials** have been selected with reference to the location of the building, within the site, and their role. The materials draw inspiration from the local historic context, to create a development of its time."

(DAS 2017 p.75 para.3.9.1)

#### Key

- New Public Square
- Notting Hill Gate District Center primary and secondary shopping frontage



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### 2.4 Planning Submission Sept 2017 DAS:

"The design strategy offers a genuine mix of uses, including office, residential, retail and community based, which respond to planning objectives, whilst ensuring vitality. The mixture of uses would be distributed across the site to provide a balance of activities and 24 hour natural surveillance of the public realm. The mix of uses would be intensified to the North of the site, responding to the District Centre location." (DAS 2017 p.66 para.3.5.1)

### 2.5 GLA Call In July 2018:

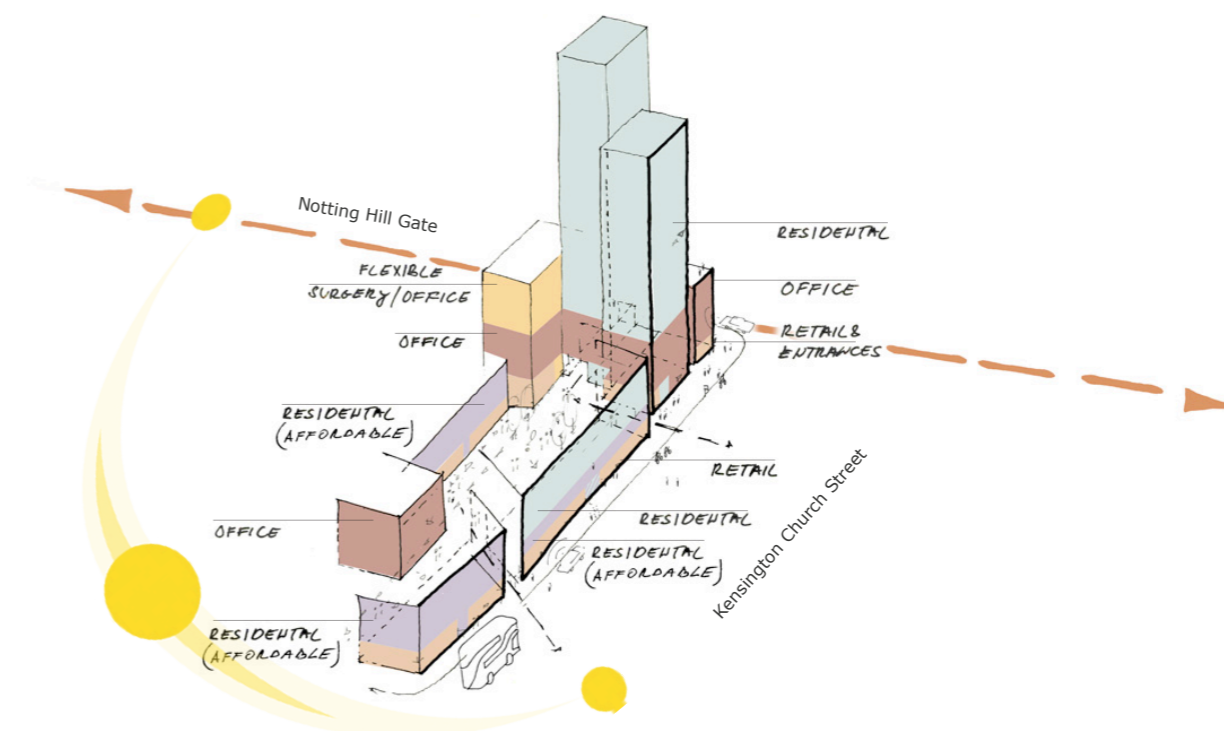
The mix of uses would be enhanced by additional residential and office provision.

**Residential** is provided with a wide range of apartments across 4 buildings, increasing from 46 to 55 apartments. **Affordable residential** is now provided across the site (KCS1, KCS2 and WPB1) and is increased to deliver 35% of the total residential accommodation by habitable room (42% by number of units).

**Office** is increased within WPB3 with 2 additional floors, whilst maintaining the previous office provision in CB (1st-3rd floor), NHG (1st-3rd floor) and Cube-WPB2 (ground-2nd floor). The additional office space within WPB3 will link to the Corner Building's offices. This delivers on the objective to intensify the uses to the North of the site, responding to the District Centre location.

**Surgery** use would be maintained within WPB3 and is now located at the 4th-6th floors.

A mix of residential, office, surgery and retail uses will provide a vibrant urban environment with 24 hour activities.



Proposed Uses Axonometric - GLA Call In July 2018

Uses Axonometric - Planning Submission Sept 2017

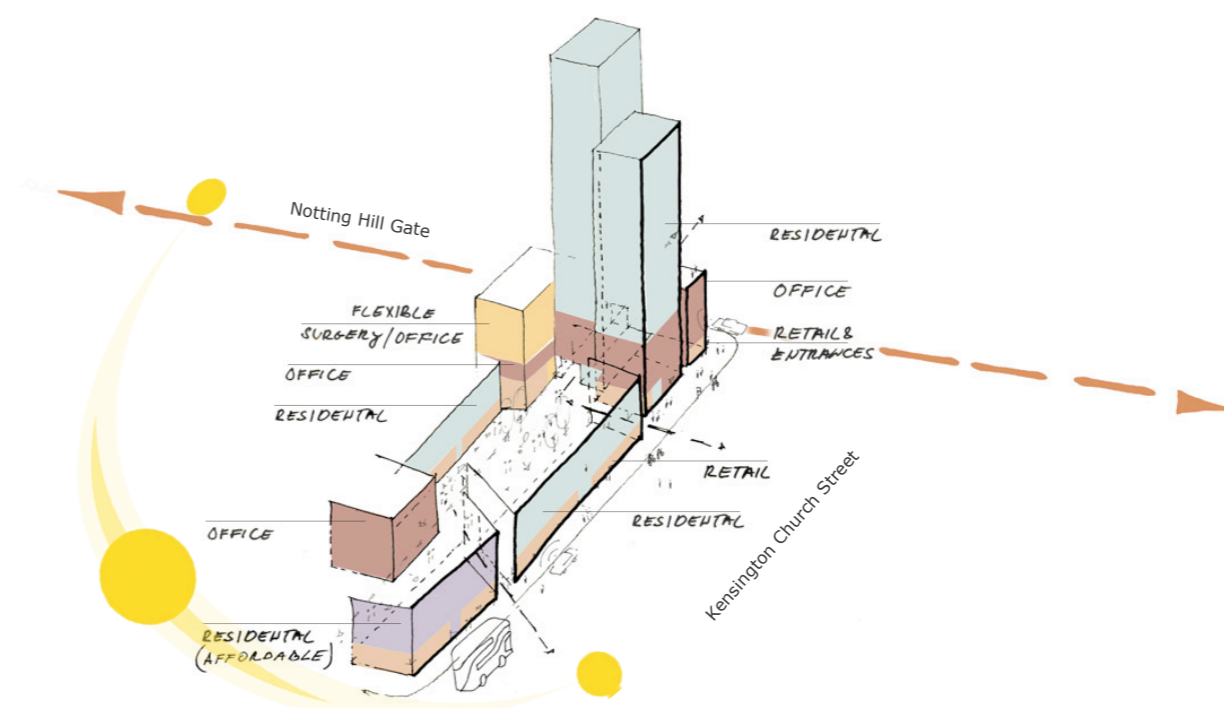
### 2.6 Planning Submission Sept 2017:

**Residential** was provided in a good range of 46 apartments across 4 buildings, including 9 affordable homes in KCS2.

**Offices** were provided in the CB (1st-3rd floor), NHG (1st-3rd floor), WPB3 (1st floor) and WPB2-Cube (ground-2nd floor).

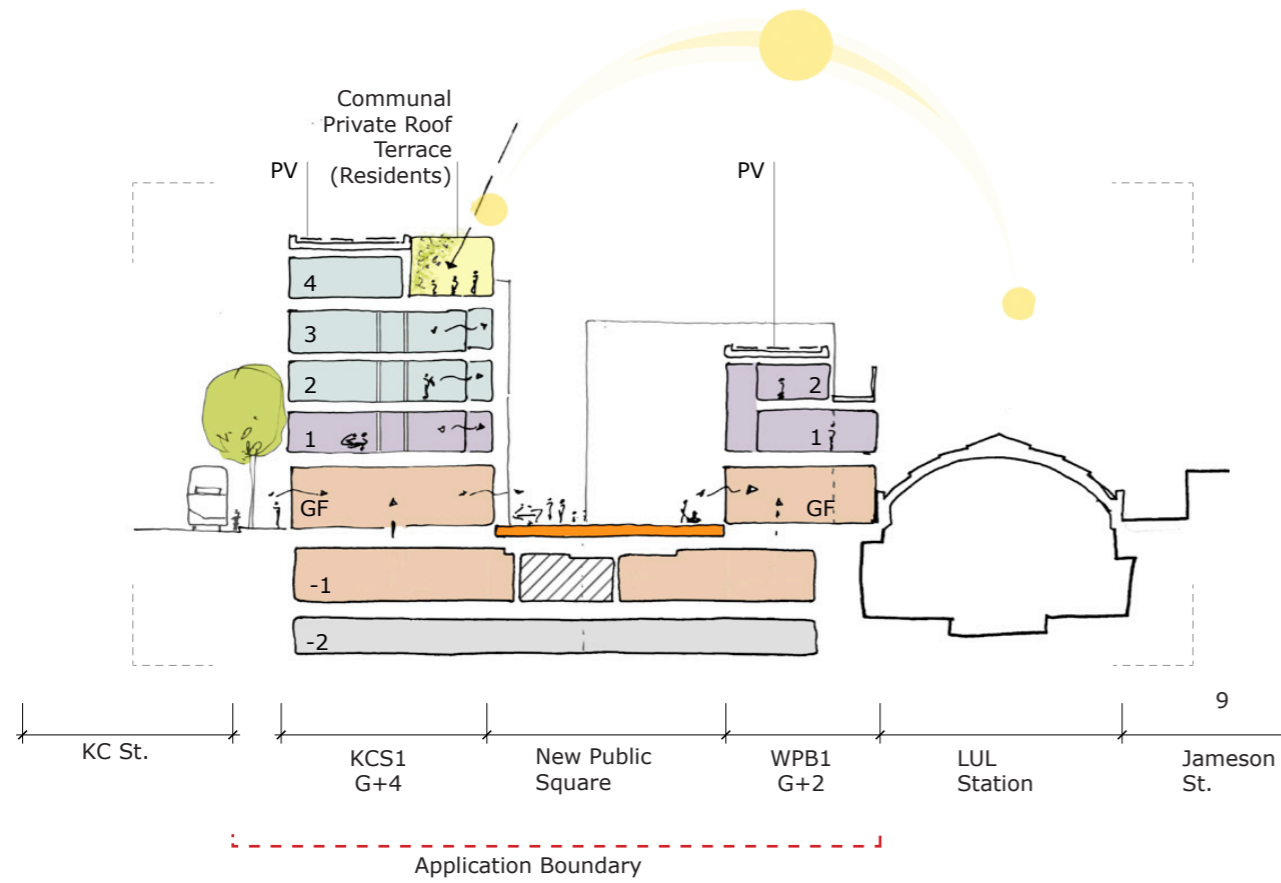
**Surgery** was provided in WPB3 (2nd-4th floor).

A mix of residential, office, surgery and retail uses provided a vibrant urban environment with 24 hour activities.



#### Key

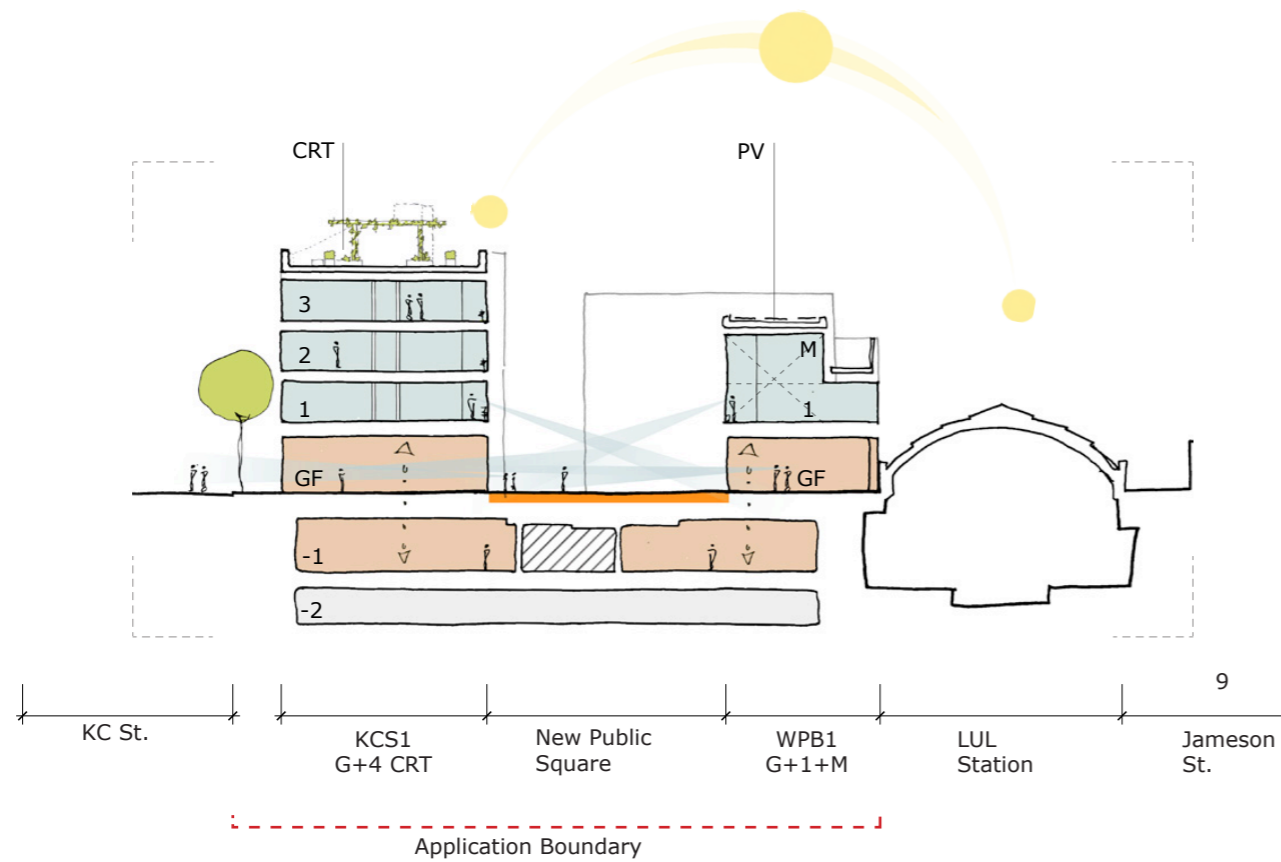
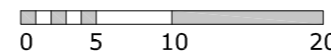
- Retail
- Surgery
- Office
- Residential
- Affordable
- Communal Private Roof Terrace (Residents)



GLA Call In July 2018 - Proposed Uses Section Diagram A

Planning Submission Sept 2017 - Uses Section Diagram A

Scale: 1:500@A3



## 2.0 Design Strategy with reference to GLA Call In

### 2.7 Planning Submission Sept 2017 DAS:

"The design strategy is for a composition of architectural forms that define a new public square and public lanes that connect to the surrounding network of local streets."  
(DAS 2017 p.70 para.3.7.1)

### 2.8 GLA Call In July 2018:

The high quality and generous public space is fully maintained, with the provision of a new public square and new public lanes unchanged.

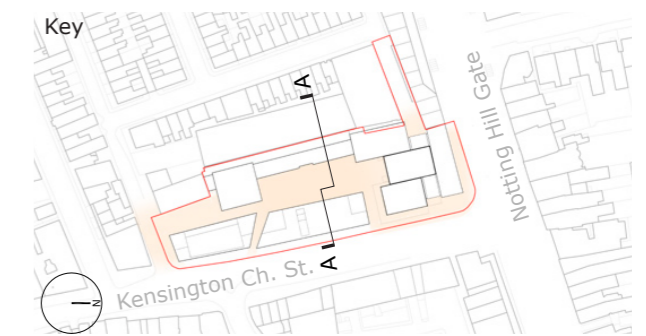
Communal private amenity space for residents use is now enhanced, comprising a combination of outdoor and indoor space for all year round use.

Outdoor space is provided at the 4th, top floor of KCS1 and integrated within the residential floor, on the side of the new Public Square. It has secure and direct access by lift and stair from the new Public Square and Kensington Church Street entrances. The outdoor space opens up to the South-West and overlooks the new Public Square. The outdoor space is enhanced with soft landscaping and a light pergola structure that offers lightly shaded outdoor areas.

Indoor space is provided at -1 level and accessed by the same lift and stairs as the outdoor space, allowing for flexibility in use between the two areas.

### 2.9 Planning Submission Sept 2017:

Communal private amenity was provided at roof level of KCS1, accessed from a stair and lift overrun atop the building and partially sheltered by a pergola structure.



#### Key

Retail	New Public Square	Mezzanine
Surgery	Supporting Space	Pinched Roof with Integrated Services
Office	Car Park and Services	Photovoltaics
Residential	Services	Intensive Garden
Affordable		Communal Roof Terrace
Communal Private Roof Terrace (Residents)		



## 2.0 Design Strategy with reference to GLA Call In

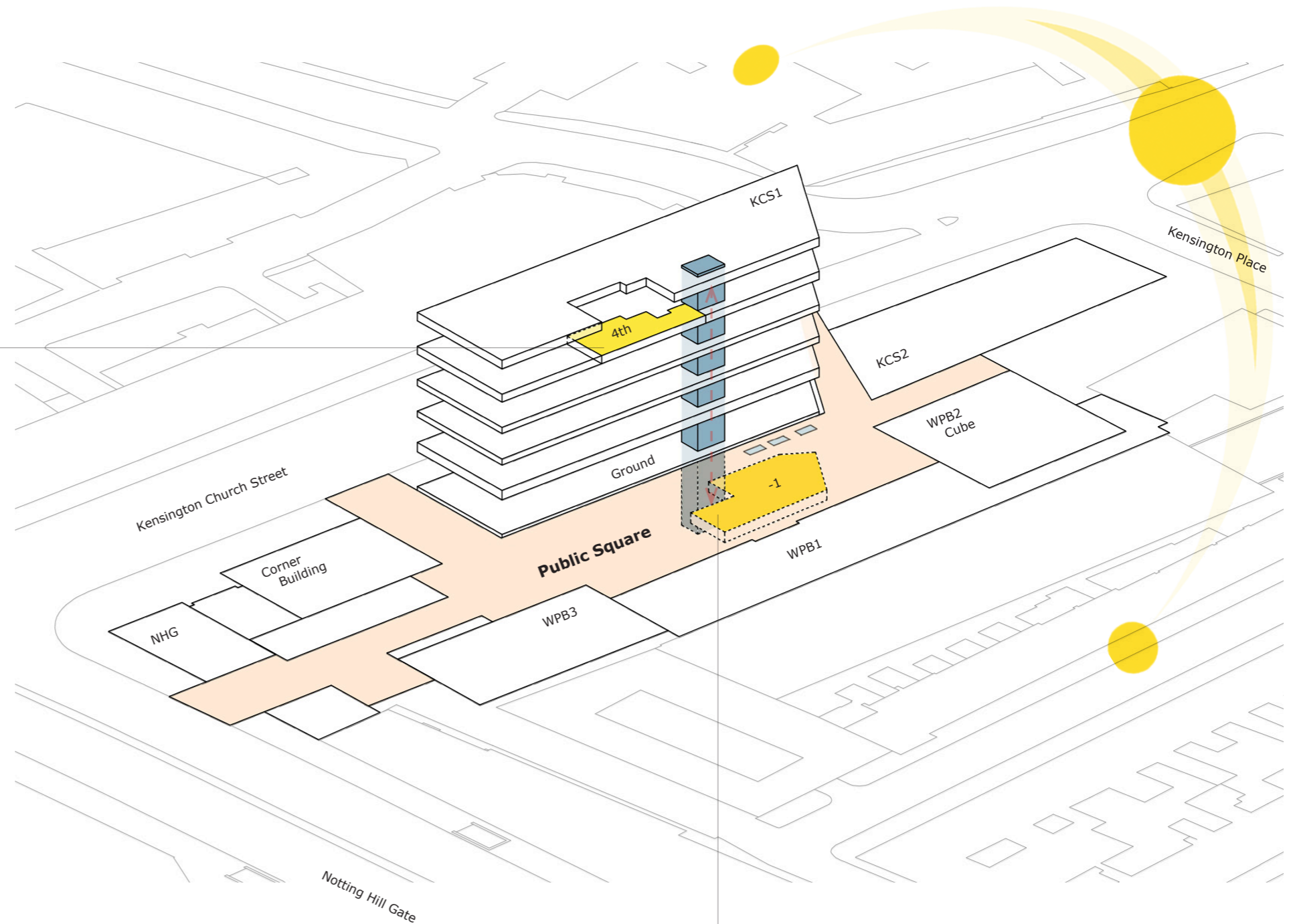
### 2.10 GLA Call In July 2018:

Indoor and outdoor play areas would work together to deliver all year round use that is not weather dependant.

Successful indoor (and below ground) children's play spaces for under 5s are provided across London, including leisure centres, libraries, children centres and museums. For example, Treetops soft play areas illustrates a range of activities for children under 5 and play zones could be supported with activities such as "Charter books" story reading sessions and "ballet babes" dance sessions.



Outdoor Play Case Studies  
(including 313@somerset 5th floor)



### GLA Call In July 2018 - Proposed Communal Private Amenity (Residents) Axonometric

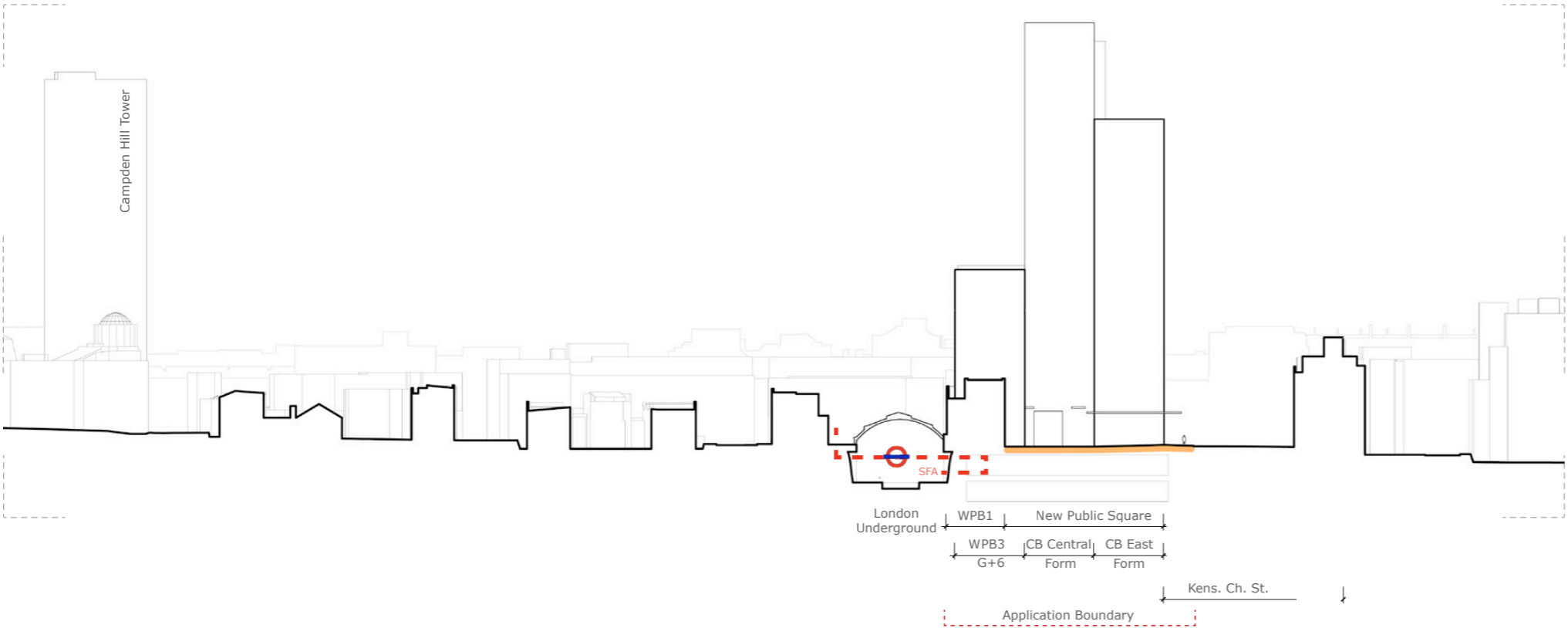
"The two areas can be used flexibly by residents (one weather protected), in addition to the public space and private amenity spaces that all units already benefit from. These two secure spaces would accommodate a minimum of 90 sqm of dedicated play space for under 5s." (Planning Statement Addendum, July 2018, p.12 para.4.22, Quod)



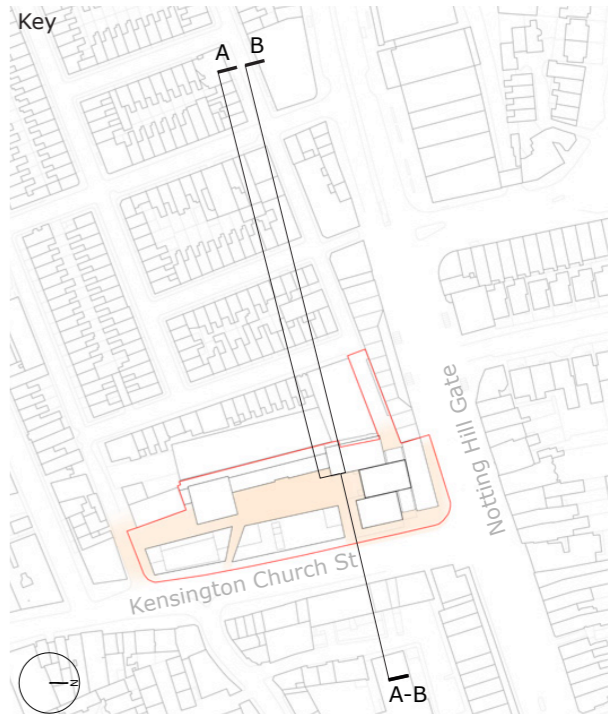
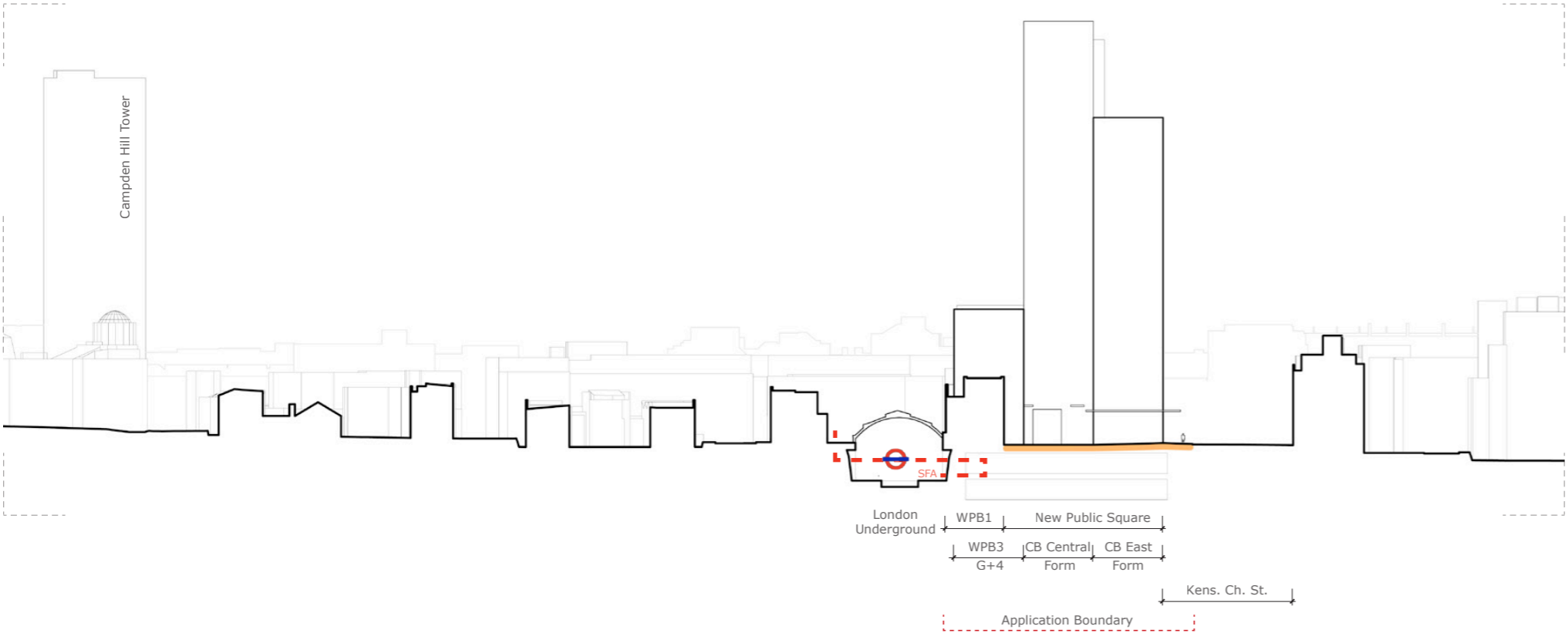
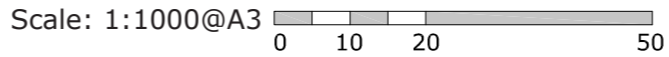
Indoor Play Case Studies  
(including science museum -1 floor)

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**2.11 GLA Call In July 2018:**  
 The Planning Statement Addendum identifies the significance of maintaining step free access within the proposal, stating:  
*"The proposals maintain the delivery of step free access from street level to the southbound platform of the Circle and District Line through two new lifts and walkways partially within the site. The route from the ticket hall level to the Circle and District Lines would pass through the basement of the proposed development and therefore, step free access can only be delivered as part of the site's comprehensive redevelopment, making this a unique opportunity to contribute towards the achievement of the Mayor's ambitious target in improving access to the rail system for those with mobility issues."*  
 (Planning Statement Addendum, July 2018, p.2 para.1.4, Quod)



GLA Call In July 2018 - Proposed Outline Site Section A  
 Planning Sept 2017 - Outline Site Section A



## 2.0 Design Strategy with reference to GLA Call In

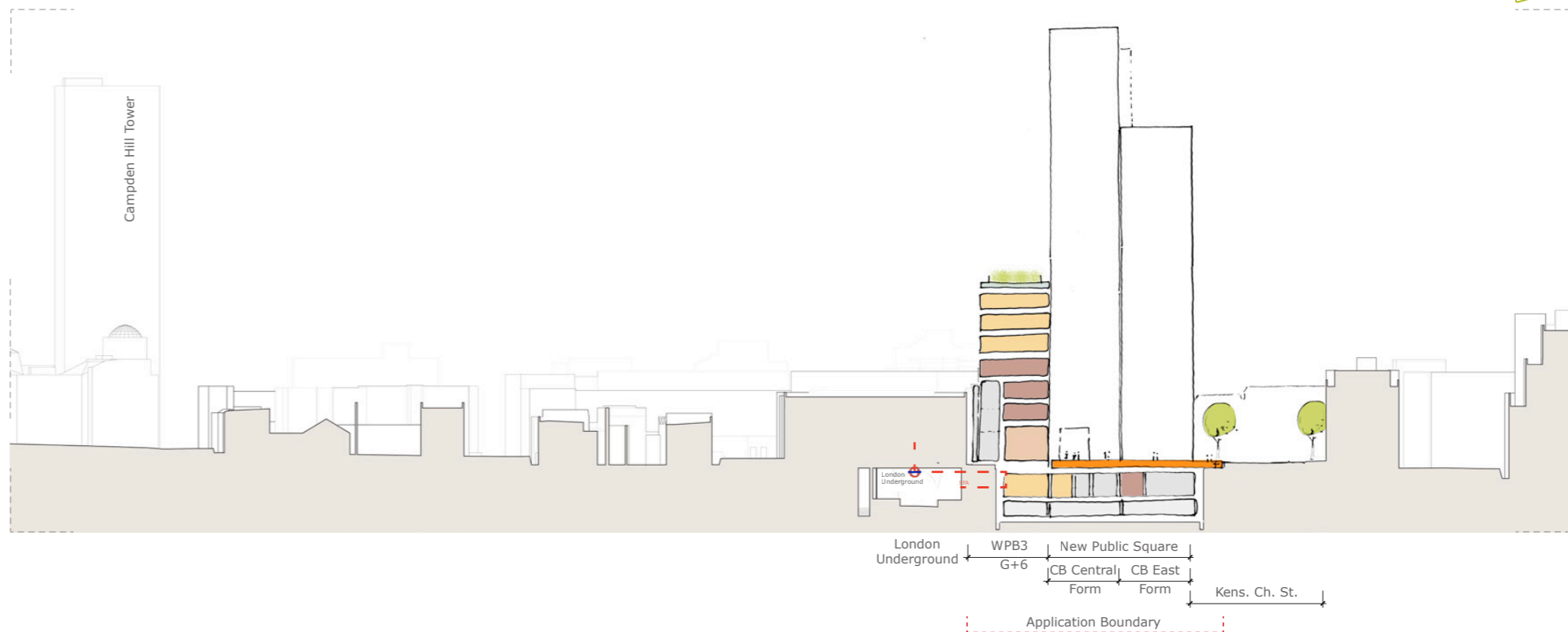
### 2.12 GLA Call In July 2018:

By increasing the height of WPB3 by 2 floors the proposal now better mediates between the transport infrastructure edge to the site's west boundary and the District Centre to its North.

A proposal for a 7 storey WPB3 building was considered in 2015, early in the process, and supported by the GLA.

**Office** is increased within WPB3 with 2 additional floors, whilst maintaining the previous office provision in CB (1st-3rd floor), NHG (1st-3rd floor) and Cube-WPB2 (ground-2nd floor). The additional office space within WPB3 will link to the Corner Building's offices. This delivers on the objective to intensify the uses to the North of the site, responding to the District Centre location.

**Surgery** use would be maintained within WPB3 and is now located at the 4th-6th floors.



Proposed Uses Diagram - Site Section B - **GLA Call In July 2018**

Uses Diagram - Site Section B - **Planning Sept 2017**

0 10 20 50 Scale: 1:1000@A3












### 2.13 Planning Submission Sept 2017:

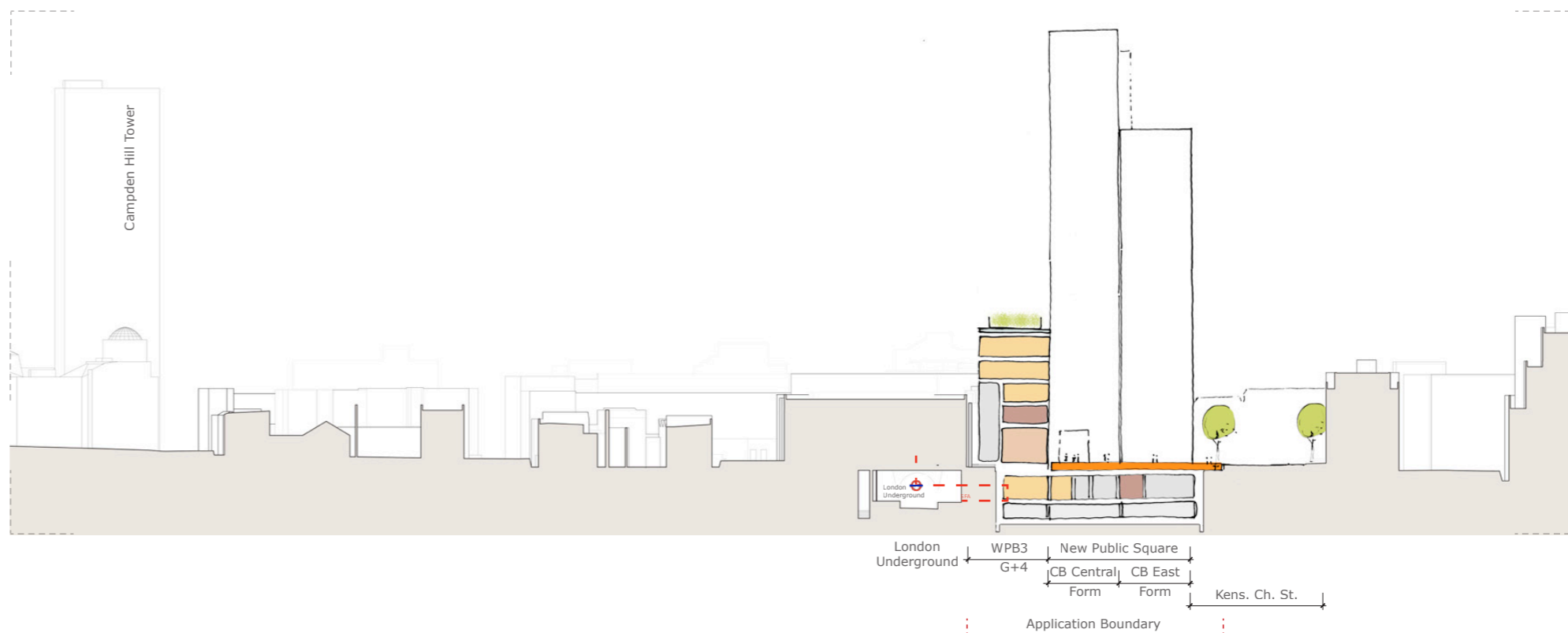
The proposed height of WPB3 was G+4.

**Offices** were provided in the CB (1st-3rd floor), NHG (1st-3rd floor), WPB3 (1st floor) and WPB2-Cube (ground-2nd floor).

**Surgery** was provided in WPB3 (2nd-4th floor).

#### Key

 Retail	 New Public Square
 Surgery	 Step Free Access (ticket hall and District&Circle southbound platform indicative route)
 Office	 Supporting Space
 Residential	 Car Park and Services
 Affordable	 Services
 Communal Private Roof Terrace (Residents)	





## 2.0 Design Strategy with reference to GLA Call In

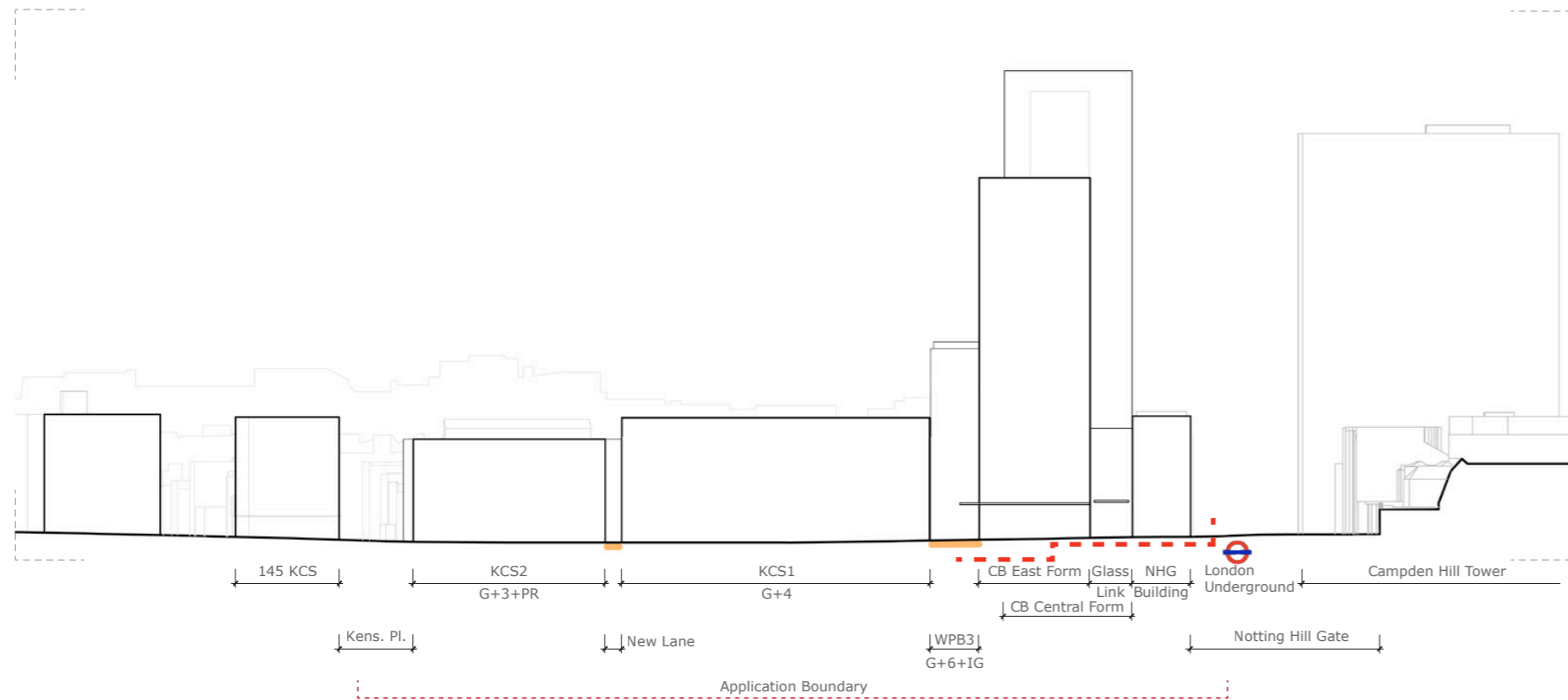
### 2.14 GLA Call In July 2018:

Extensive knowledge of the existing site conditions and the impact of the previous design proposal has informed the revised massing.

The proposal for a small adjustment to the height of two Perimeter Buildings, (KCS1 from 4 to 5 storeys and WPB3 from 5 to 7 storeys), has been assessed by the Design Team during the initial stage of development, including planning, wind, daylight and sunlight and townscape. Positive input from the Design Team confirmed the opportunity for this small increase in height and informed the client's decision to proceed with the development of the proposed changes.

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.

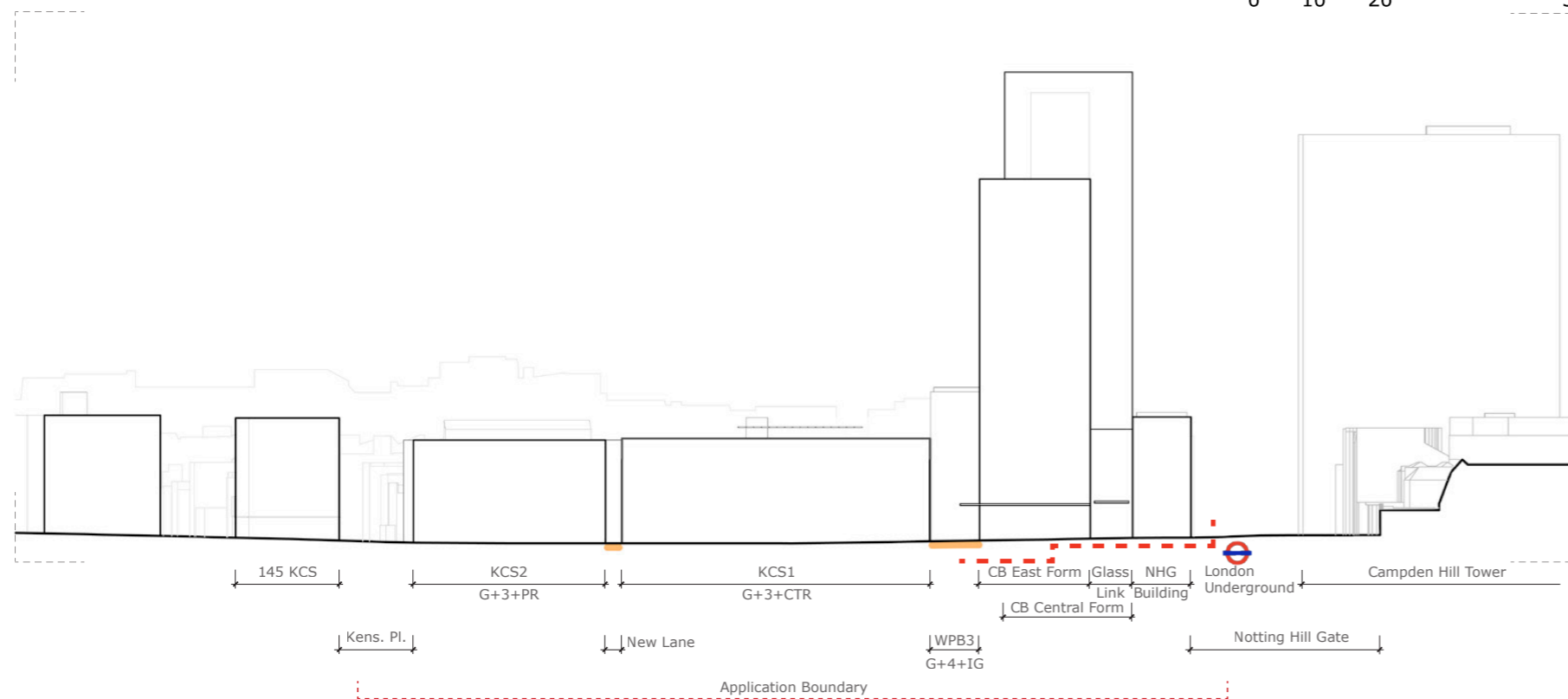
By increasing the height of KCS1 by 1 floor and integrating the communal private amenity space within that floor, an alignment in height is achieved with the NHG Building, further improving the definition of the significant corner of the site on the junction of Notting Hill Gate and Kensington Church Street.



GLA Call In July 2018 - Proposed Outline Site Elevation - East (E)

Planning Sept 2017 - Outline Site Elevation - East (E)

Scale: 1:1000@A3





### 2.15 Planning Submission Sept 2017:

A stepping 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 was achieved by the following building heights:

WPB1 ground+1+mezzanine, WPB2-Cube ground+2, KCS2 ground+3, KCS1 ground+3, WPB3 ground+4, CB ground+17/ground+13 and NHG ground+3.

#### Key

	New Public Square	M	Mezzanine
	Step Free Access (ticket hall and district&circle southbound platform indicative route)	PR	Pinched Roof with Integrated Services
		PV	Photovoltaics
		IG	Intensive Garden
		CRT	Communal Roof Terrace



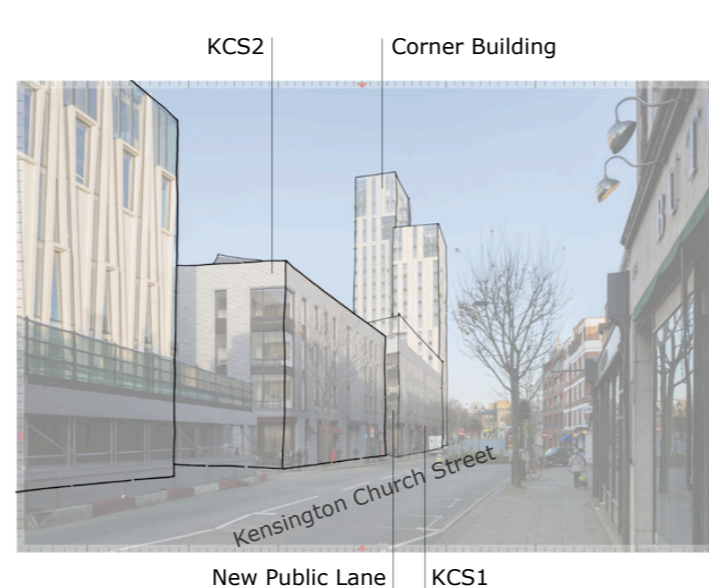
## 2.0 Design Strategy with reference to GLA Call In

### 2.16 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)

### 2.17 GLA Call In July 2018:

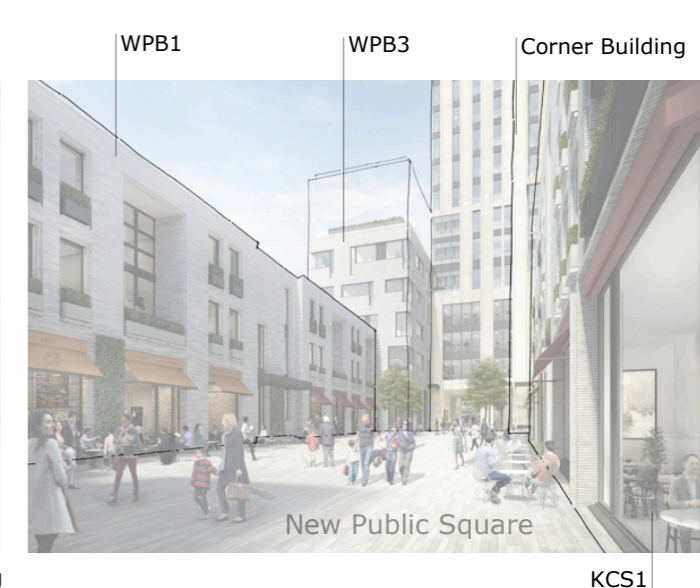
An initial proposal was reviewed within its context, including sketches from key viewpoints along Notting Hill Gate, Kensington Church Street and within the proposed public spaces. The review confirmed that the key objectives of the design strategy had been maintained and enhanced, including the stepping of massing across the site, mediating between the commercial scale of the District Centre to the North and the domestic scale of the Conservation Areas to the South. The definition of the corner of the site, with the additional height to KCS1 aligning with the proposed NHG building and the currently under construction David Game House (outside of the site), was also clearly improved.



**GLA Call In July 2018** - Proposed View 4(L4). Kensington Church Street looking North (Miller Hare verified view)

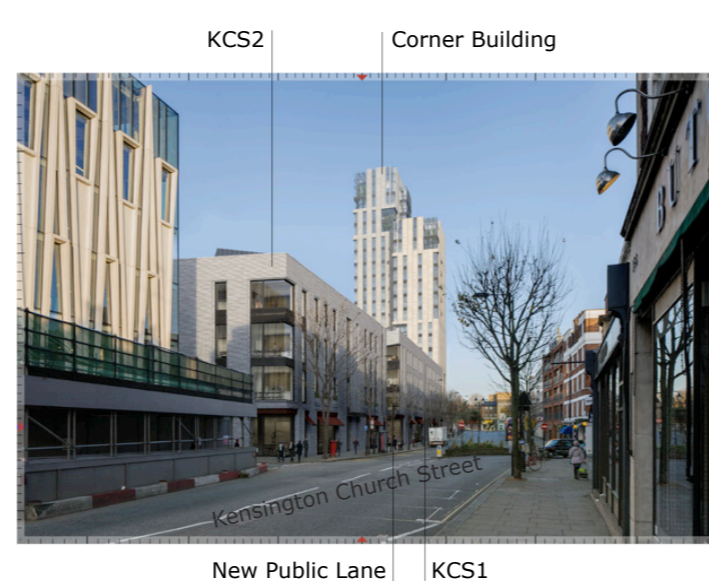


**GLA Call In July 2018** - Proposed View 13(L3). Notting Hill Gate looking South (Miller Hare verified view, cumulative planning approvals illustrated, outlined in orange or rendered)



**GLA Call In July 2018** - Proposed View A. New Public Square looking North towards Notting Hill Gate (Miller Hare CGI)

### Proposed Concept Sketch Views - GLA Call In July 2018



**Planning Sept 2017** - View 4(L4). Kensington Church Street looking North (Miller Hare verified view)



**Planning Sept 2017** - View 13(L3). Notting Hill Gate looking South (Miller Hare verified view, cumulative planning approvals illustrated, outlined in orange or rendered)



**Planning Sept 2017** - View A. New Public Square looking North towards Notting Hill Gate (Miller Hare CGI)



