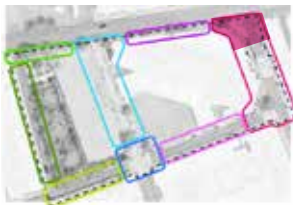


6 LANDSCAPE CHARACTER AREAS

WIDER PUBLIC REALM STRATEGY

6.2 GLOUCESTER ROAD



- 1 Yorkstone paving with subtle linear bands that connect the streetscape with the Station. Way-finding feature integrated into the paving surface
- 2 Shared surface on the left-turn lane to promote greater pedestrian priority
- 3 Rationalise the street furniture and utilities for a clear footpath and crossing
- 4 Increase the size of hanging basket, planted with ecological-value species



Granite raised table

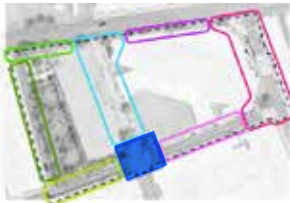


Shared surface at crossing

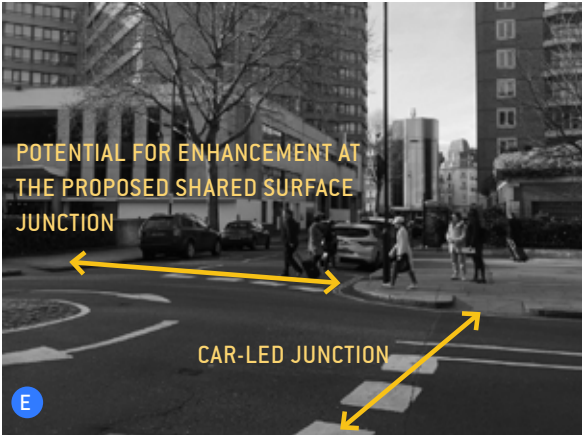
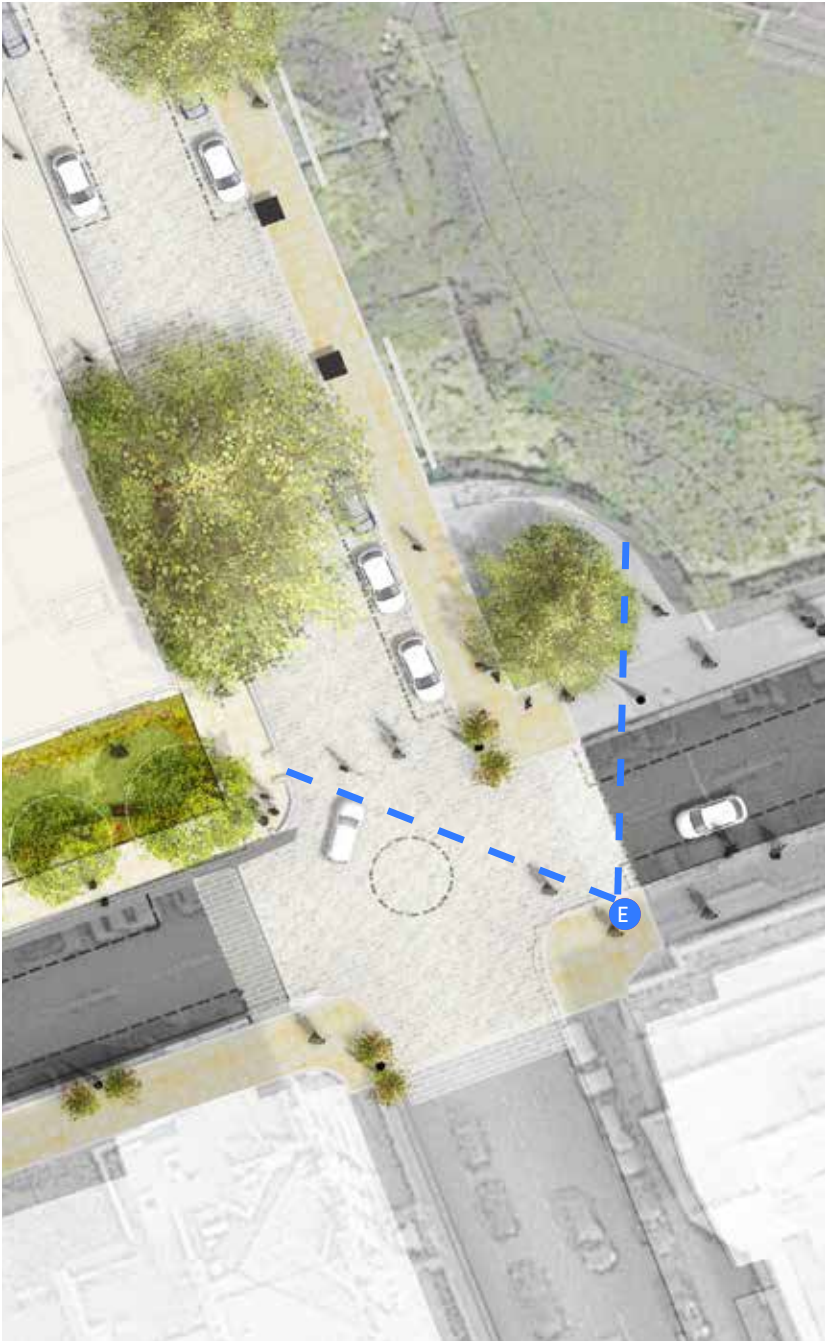


6 LANDSCAPE CHARACTER AREAS

WIDER PUBLIC REALM STRATEGY



6.3 COURTFIELD / ASHBURN JUNCTION



- 1 Raised crossing to promote greater pedestrian priority
- 2 Shared surface on Ashburn place with consistent paving pattern across full width
- 3 Yorkstone paving to non-vehicular areas



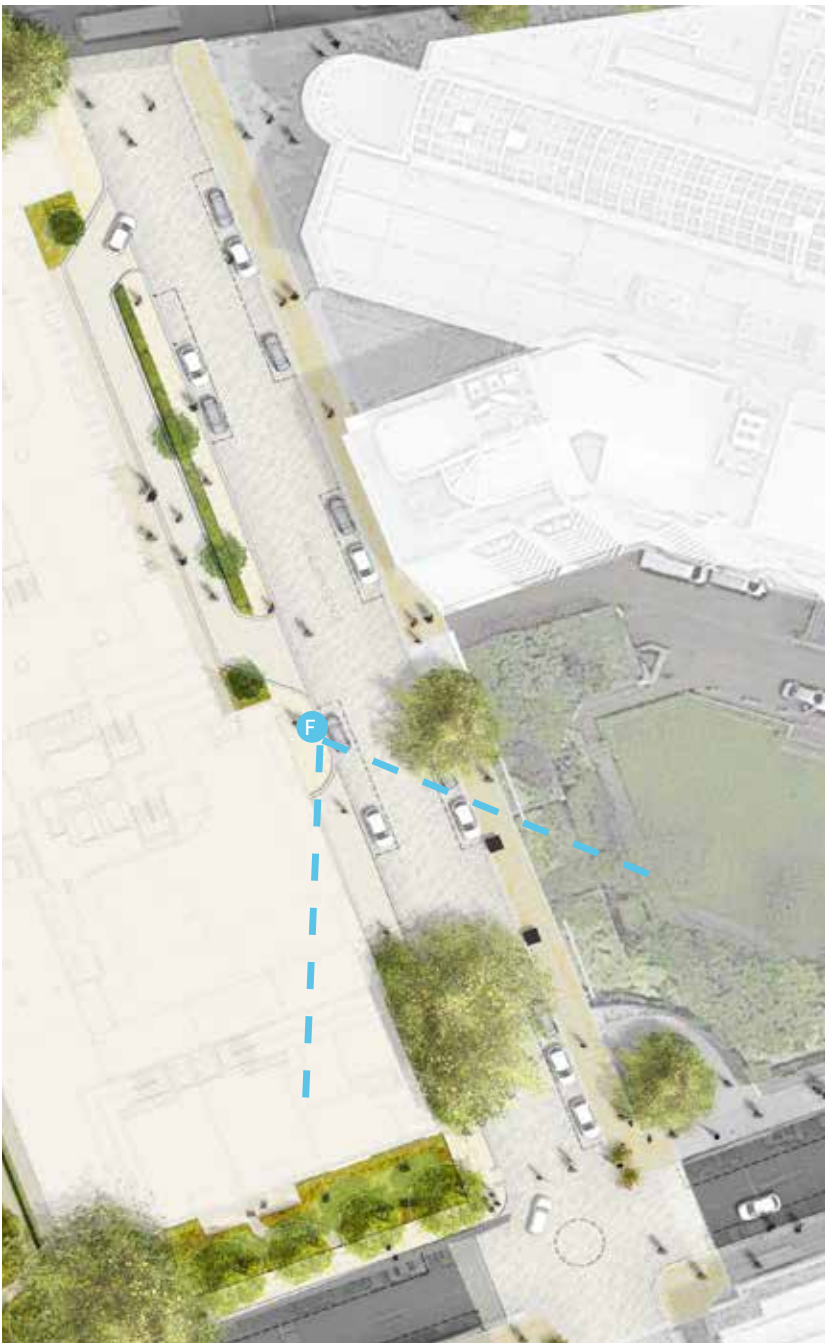
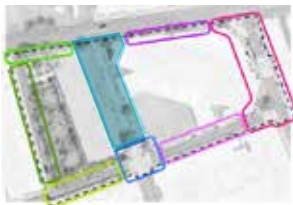
Surface and level changes indicating pedestrian crossing across junction



6 LANDSCAPE CHARACTER AREAS

6.4 ASHBURN PLACE

WIDER PUBLIC REALM STRATEGY



- 1 Shared surface on Ashburn place with consistent paving pattern across full width
- 2 Flush edges
- 3 Yorkstone paving with coherent pattern across the width of the street
- 4 Parking bays in same quantity as existing
- 5 Proposed tree



Shared surface



Consistent paving pattern across the full width of the street



Secure by design elements

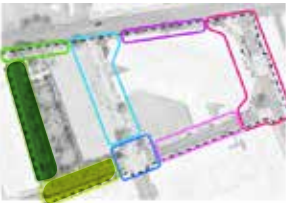


6 LANDSCAPE CHARACTER AREAS

6.5 COURTFIELD ROAD WEST

6.6 ASHBURN GARDENS

WIDER PUBLIC REALM STRATEGY

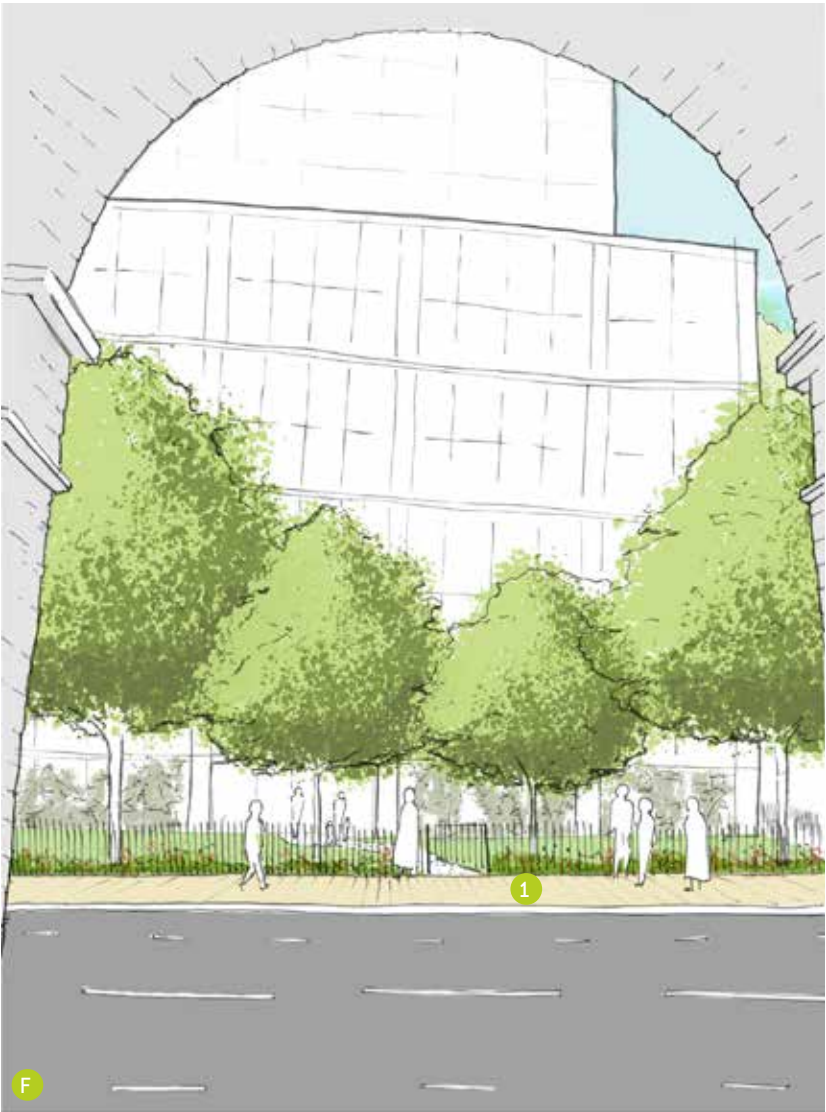


Yorkstone paving



Large hanging baskets

- 1 Yorkstone paving on footpaths
- 2 Large hanging basket on existing lighting columns





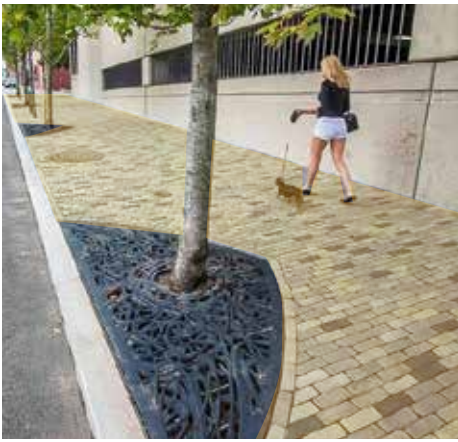
6 LANDSCAPE CHARACTER AREAS

6.7 CROMWELL ROAD WEST

WIDER PUBLIC REALM STRATEGY



- 1 Consistent Yorkstone paving on Cromwell Road and Ashburn gardens
- 2 Yorkstone paving with subtle paving pattern to emphasize the active frontage. Way-finding feature integrated into the paving surface.
- 3 Rationalising of the street furniture and utilities along Cromwell road to clear the footpath



Feature grille emphasizing existing trees



Yorkstone paving with feature pattern



Paving inserts

07 | DESIGN DETAILS



7 DESIGN DETAILS

WIDER PUBLIC REALM STRATEGY

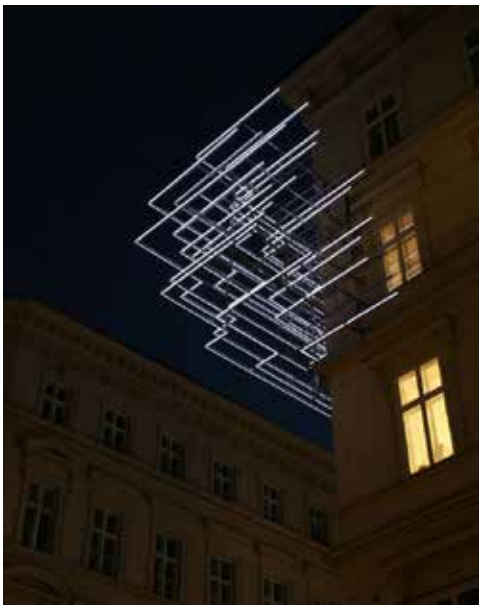
7.1 WAY-FINDING AND SENSE OF PLACE

The most notable design details to be considered are those related to way-finding and sense of place; to address the identified need in this regard.

Gloucester Road Station has a rich heritage as a transport hub and a layered character of architectural styles that contribute to its sense of place. The landscape presents the opportunity to enrich and celebrate this and aid in way-finding to and from the station.

Subtle interventions include that such as imprints within the surface of the public realm or installations/features that are identifiable with the area.

Lighting should be considered in regard to way-finding and sense of place. It enables the character of the area to be revealed and highlighted throughout darker hours.



08 | CONCLUSIONS



8 CONCLUSIONS

WIDER PUBLIC REALM STRATEGY

8.1 CONCLUSIONS

This Wider Public Realm Strategy has been prepared to identify and promote opportunities for public realm enhancement between Gloucester Road and Ashburn Gardens in the interests of creating a successful and comprehensive piece of urban design.

These are improvements which the Applicant considers necessary in light of the fact that the Proposed Development will achieve a step change in design quality, legibility and coherence, in line with the overall objective of delivering outstanding design quality which is required for all developments in RBKC, particularly tall buildings.

In the interests of creating a cohesive and legible environment for pedestrians walking to and from the station and along key public transport routes, it is recommended that landscaping improvements are undertaken to enhance this experience to match the quality that will be created on the Site itself. This enhancement would not only contribute to the establishment of a sense of place, but also contribute to a stronger sense of destination, reflecting the changing and improved character of the area which will result from the Proposed Development.

The proposed intensification of the Site is in line with planning policy which advocates such development close to transport infrastructure; and improving the public realm between the Site and the station is a way of making that linkage explicit in townscape terms, while at a practical level providing an enhanced pedestrian experience for people moving between them.

The study has identified a number of locations where these improvements could be undertaken to rationalise the areas of busiest footfall, making the walking routes and the pedestrian experience to and from the Site more attractive, safer and more enjoyable to greatly enhance the sense of place and sense of arrival to the large scale development.

The document has also summarised the design, public realm, transport and townscape rationale as to why these landscaping works are considered to be directly related to the scale of development and necessary in planning terms.

The identified opportunities can be quantified and costed and provided as a financial contribution that can be provided by the Applicant and secured through a Section 106 Agreement. The hard and soft landscaping proposals are suggestions at this stage and are shown indicatively on the accompanying Illustrative Landscape Masterplan. The final details could be either determined by the Royal Borough or agreed by planning condition in consultation with RBKC planning and highway officers.

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