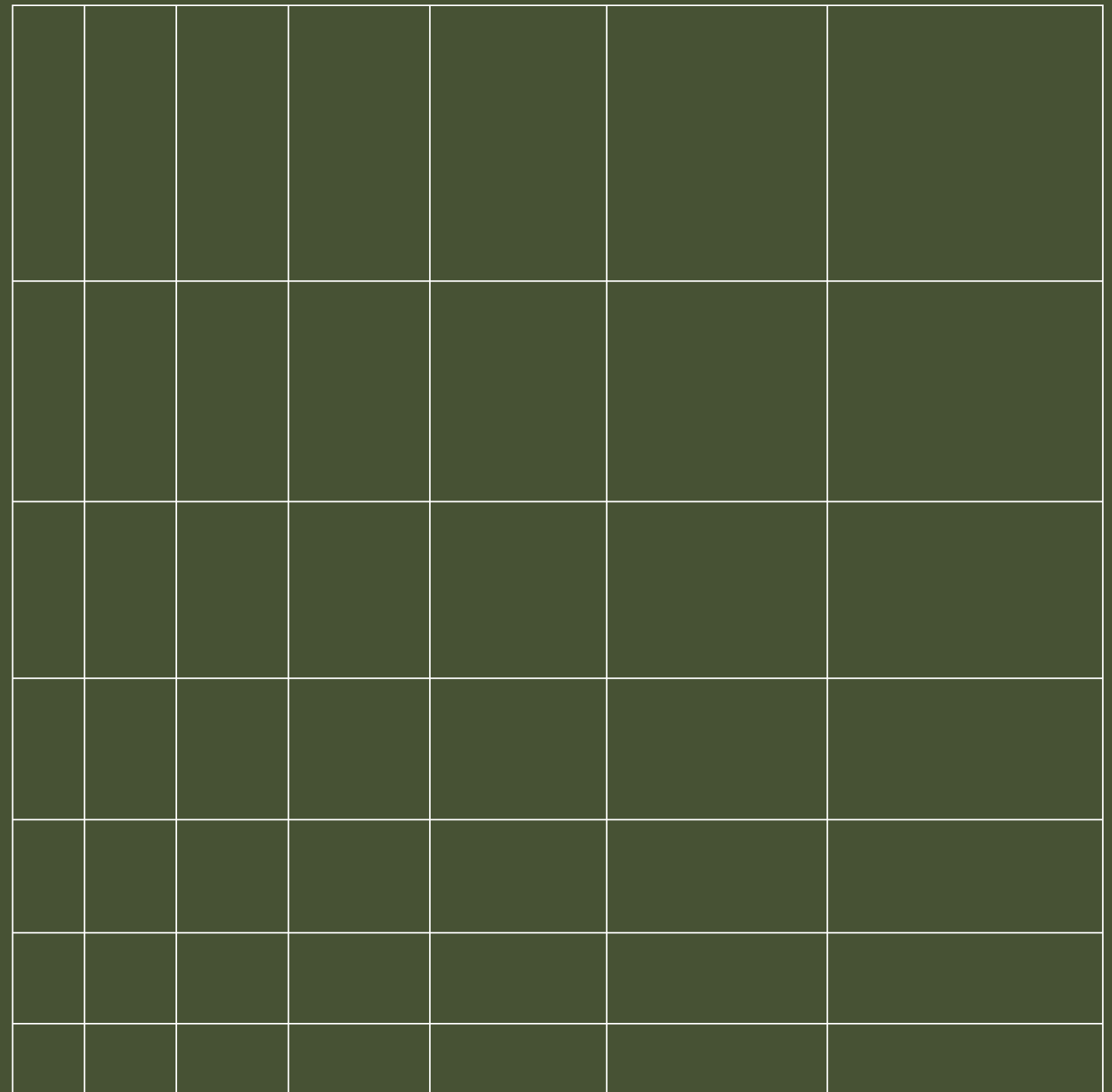



**The Vision**

# The Opportunity

Project Flourish seeks to redevelop one of the last remaining large brownfield sites in the Royal Borough of Kensington and Chelsea and in so doing create a new neighbourhood which compliments the locality and the wider section of north-west London and creates a special new place where people thrive.



A unique site in west London, with a hugely varied urban context. To the north, the tranquil Grand Union Canal and the first of the ‘magnificent seven’ cemeteries of London, to the south the dynamic Great Western Mainline and to the East, Ladbroke Grove, Kensal Town and Portobello.



#### The opportunity

The redevelopment unlocks the opportunity to:

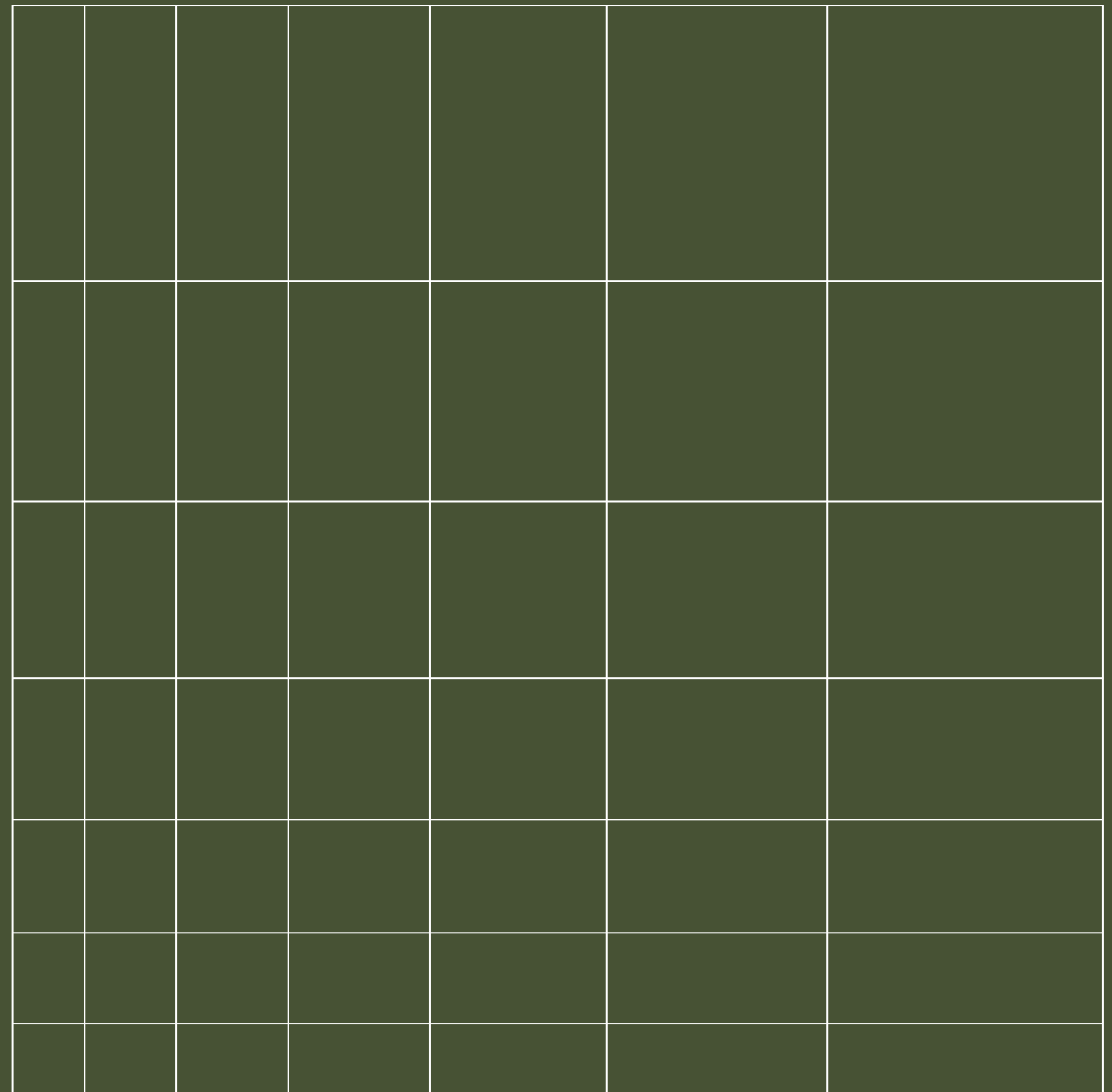
- Rejuvenate a former utilities site into a unique location that connects with its surroundings.
- Facilitate new connections between the site and the surrounding areas in the form of new pedestrian routes and bridges
- Create a new neighbourhood centre that meets the needs of a new population as well as the existing population of the local area.
- Rationalise the land currently used to house a Sainsbury's superstore and create space for much needed housing.
- Provide a new modern superstore that serves the local community.
- Create a sequence of new public spaces that cater for residents and visitors and make positive connections to the local area.
- Celebrate the unique location and geography of the site and connect the cemetery and canal, the train track and Ladbroke Grove into a new place in North Kensington.

# The Challenge

The great challenge (but also great opportunity) for this site is to create a place that feels relevant and familiar.

For almost 200 years the site has been an inhospitable place for people and plants, dominated by industrial uses.

The masterplan must provide a wide variety of spaces and amenities to support a new population and to welcome the sites existing neighbours.





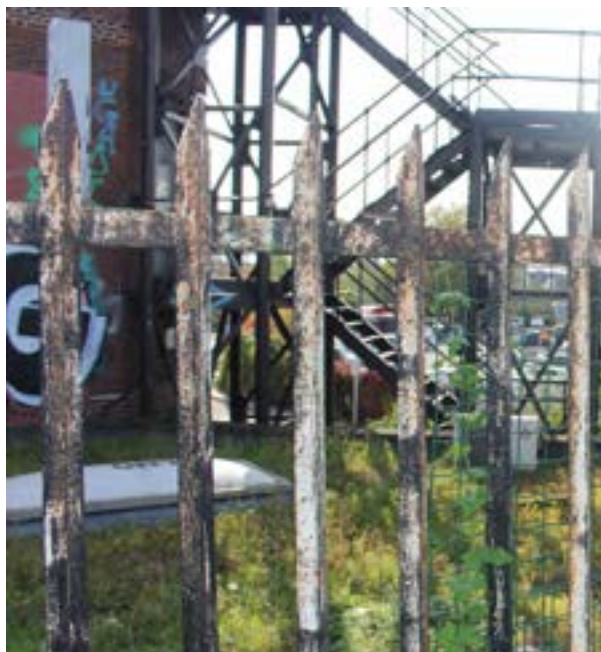
## Urban reality; congested, hard, hostile

Located at the very northern edge of the Royal Borough of Kensington and Chelsea the site is the largest remaining brownfield site within the borough.

The site is largely inaccessible, with storage compounds, access sites for the railway track and utilities sites, all hidden behind secure fencing.

The Sainsbury's store, built in the mid 1980s is now outdated and is in much need of modernisation. The store car park dominates the eastern half of the site.

The 7 bus routes that currently access the site all turn in and around a small roundabout in the south east corner of the site with the result being a very difficult environment for pedestrians and cyclists at the junction onto Ladbroke Grove.





# The delivery challenge

The scheme currently only just meets the planning designation minimum number of homes\*

\* with significant assumptions on capacity of both the St William land and the North Pole site.

Kensal Canalside is one of 48 Opportunity Areas within the London Plan, 2021.

The Mayor of London has designated these sites due to their capacity for development. The Kensal Canalside Opportunity Area has been allocated to deliver a minimum of 3,500 new homes and 2,000 new jobs.

The RBKC Local Plan also allocates Kensal Canalside Opportunity Area for development. The Council is required by the London Plan, 2021 to deliver a minimum of 448 new homes per year.

Kensal Canalside is the largest remaining brownfield development site in the borough and would deliver at least 7 years of the Council's new home delivery target.

Its development is required to ensure RBKC meet the housing and the built environment needs of the borough as set out in the Local Plan.





# Guiding Principles

Project Flourish seeks to redevelop one of the last remaining large brownfield sites in the Royal Borough of Kensington and Chelsea and in so doing create a new neighbourhood which compliments the locality and the wider area of north-west London. Creating a special new place where people thrive.


# Guiding Principles

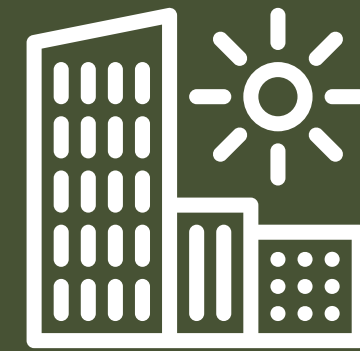
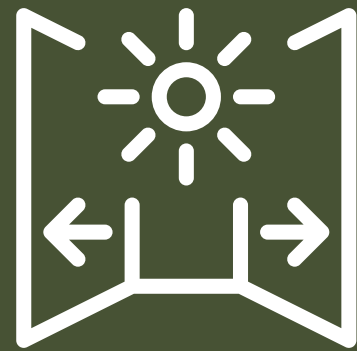
## Positive Impact

Shape a development strategy that will have a positive impact in the short and long term.



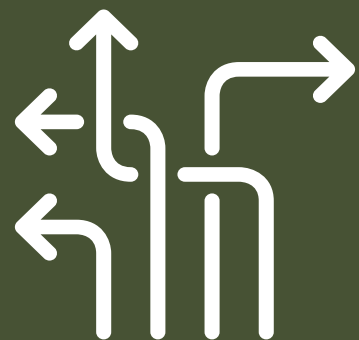
## Connect Harmoniously

With the existing character of the locality to create a development that is an authentic response to a rich and varied context.



## Flourish

Create a masterplan that allows people to flourish with access to a rich mix of uses and opportunities and as such create a sustainable place for years to come.



## Respond Generously

To the context, improving connections for new residents and for visitors from the surrounding area.

## Sustainable Principles

Adopt sustainable principles for design through all our endeavours, from urban design, through to the building fabric of the completed project.





# Inspiration

## Ladbroke *GROVE*

*Ladbroke*: Named after James Weller Ladbroke, who developed the Ladbroke Estate in the 1840s. Not fully developed to Harrow Road until the 1870s.

*Grove* (n.): Old English graf “grove, copse, small wood” (akin to graefa “thicket”. Not certainly found in other Germanic languages and with no known cognates. Groves of Academe refers to shaded walks of the Academy at Athens.





# Inspired by people



The masterplan vision for the site must make a careful balance between creating an everyday place for new residents whilst at the same time curating a sequence of spaces that allow activation by a diverse population throughout the changing seasons.

A key component of the sites audience is the Notting Hill Carnival, one of the countries largest street festivals, it draws 2 million people to the area in August each year. For many years a sound stage has been installed on the road just behind Canalside House and the site is where the Mas Bands assemble before joining the carnival route.





# Inspired by history

Drawing inspiration from the original work by Thomas Allom and Thomas Allason, the masterplan at Ladbroke Grove interprets and notes the work of both architects and landscape designers for their work at Connaught Square and the wider Ladbroke Estate in Kensington from the late 1790s to mid-1850s.



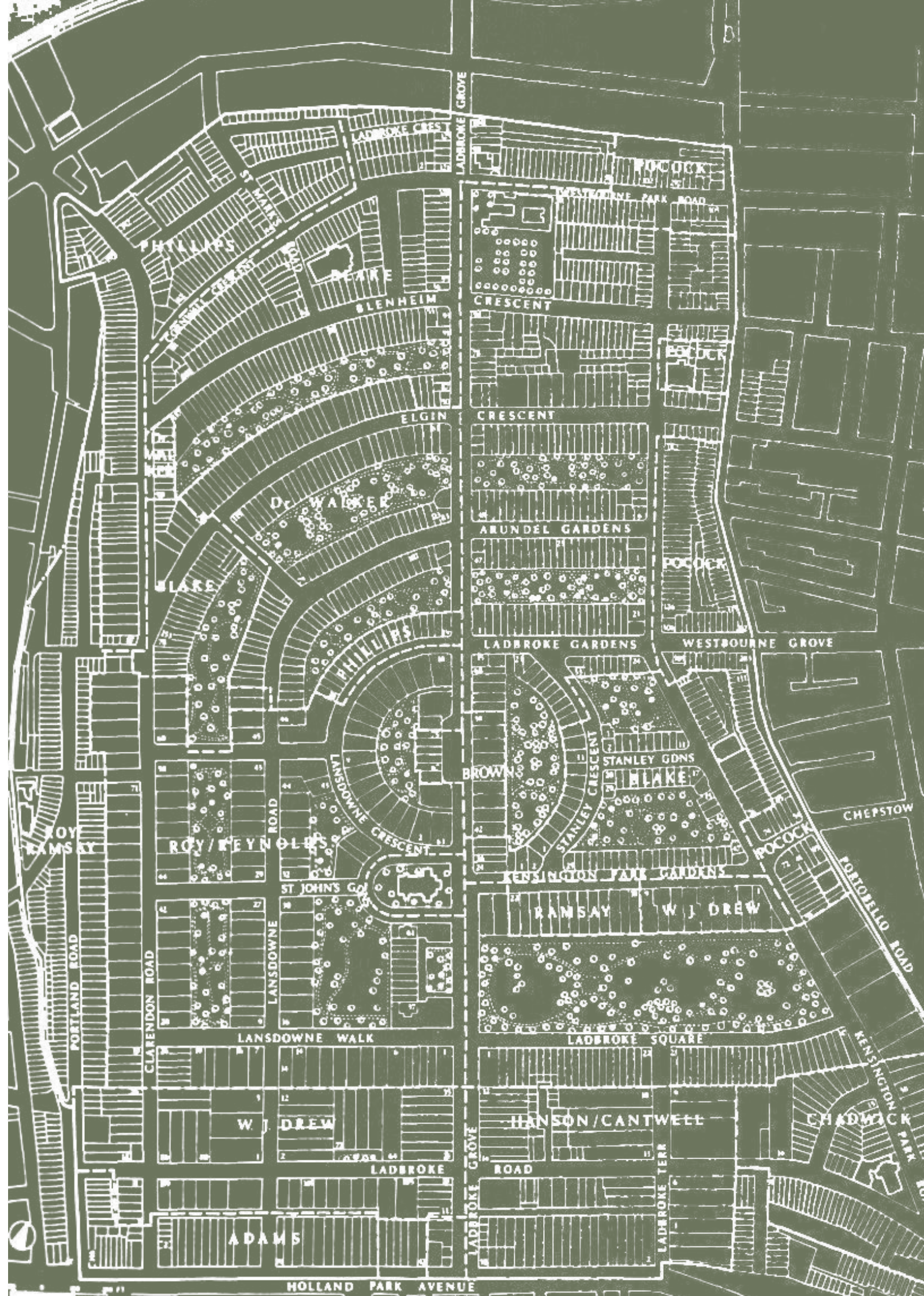
*Ladbroke*: Named after James Weller Ladbroke, who developed the Ladbroke Estate in the 1840s, not fully developed to Harrow Road until the 1870s



# Inspired by setting

Our ambition for the project is to create an original and enduring green addition to Kensington and Chelsea - building on its heritage of gardens, parks and groves - a unique and innovative fusion of planting, streets and architecture.

Conceived as a new grove for the borough, vertical accents of trees and their canopies present a contemporary addition to Ladbroke Grove and a forward thinking approach to sustainability and enhanced biodiversity.





## Urban context

- 1 Ladbroke Square Gardens
- 2 Ladbroke Grove Garden
- 3 Portland Road

Our masterplan has taken inspiration from the locality. We have referenced architectural elements, landscape design and the local streetscape whilst preparing our designs.





# Urban context

The following page describes the key elements we have drawn from our analysis of the locality.

We have made reference to architectural, landscape and streetscape elements and have used these elements to inform our new proposals.



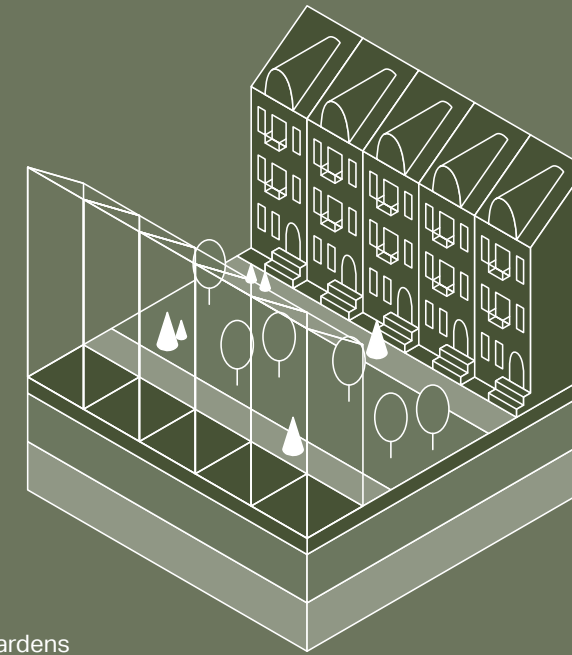
Ladbrooke Square Gardens



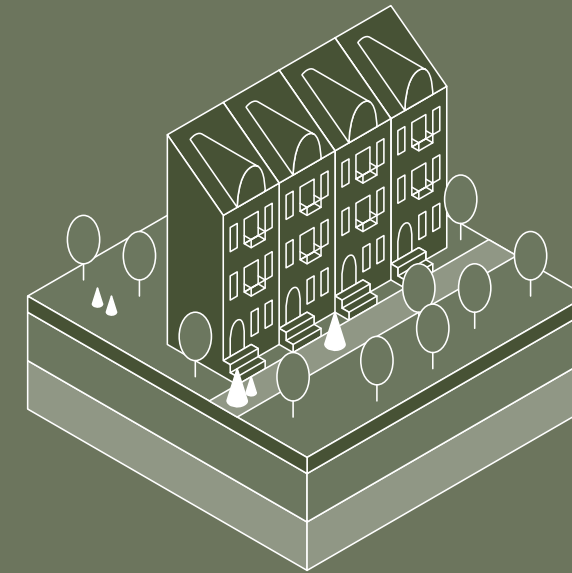
Ladbrooke Grove Garden



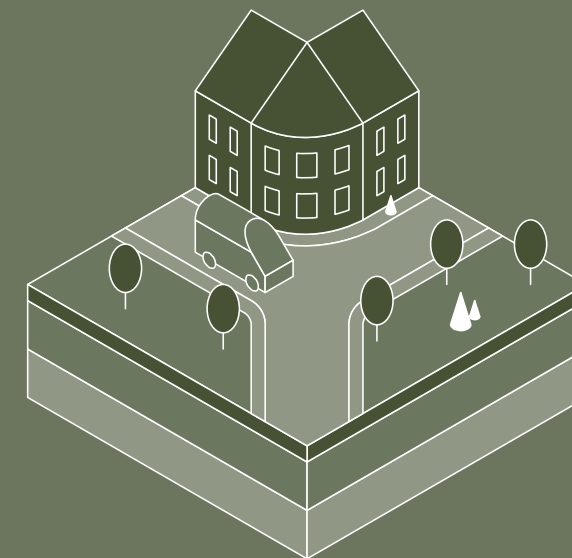
Portland Road



Framed gardens



Pavilions in parks



Nighthawks - corner moments + transition pavilions

The relationship between buildings, streets and gardens is one of the most impactful characteristics of the local area.

As you travel along Ladbrooke Grove from the south there is a marked pattern of enclosure and release as gable ends of terraces alternate with open green spaces and trees in the space fronting the road side.

At Ladbrooke Grove Garden a large pavilion block stands set back from the main road.

Fronting a garden square to the east and a shared private garden to the west, the building has a strong relationship with its surrounding landscape and creates an important break in the pattern of buildings against the main road.

On the corner of Portland Road a curved three storey building forms the junction between two streets. The building is an eccentric feature of the street scape and acts as an important human scale marker building with the local area.



Inspiration



Context:  
Plants and place

The planting strategy for the site will draw reference to the unique landscape of the surrounding area and in particular the Ladbroke Grove squares and gardens that use specimen trees, lawn areas and textured borders to create relevant green spaces that are familiar to the locality.

Rain gardens, wildflower grasslands and sensory planting will create a variety of spaces that respond to biodiversity, provide sustainable drainage opportunities and provide calm, quiet spaces within the public realm.

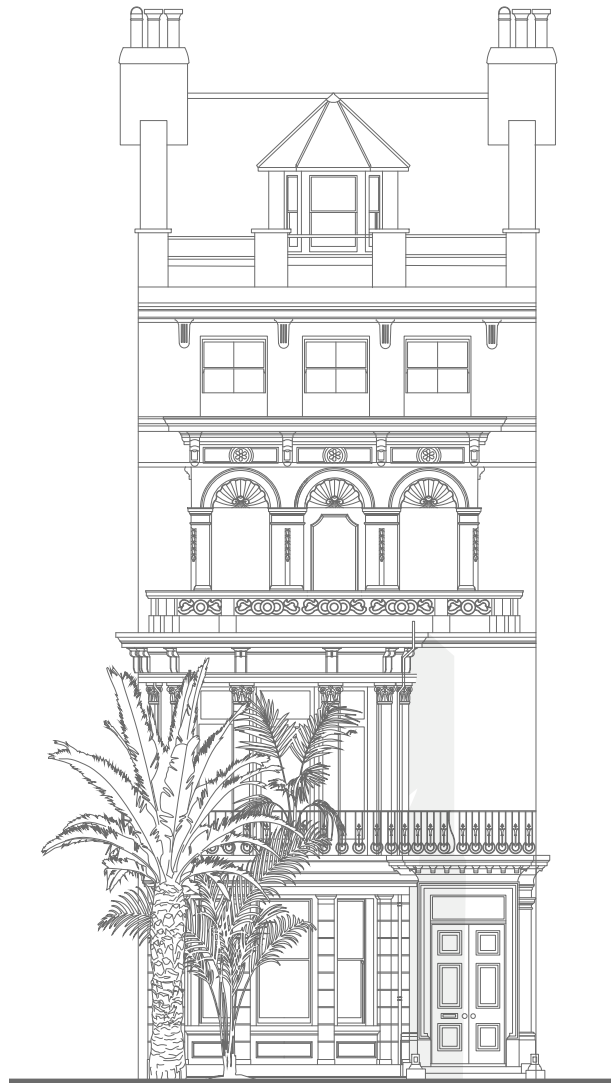




# Context: Familiar and vernacular

The local area has also provided inspiration for the scale and material choices of the proposed masterplan.

We have made reference to the proportion and scale of nearby residential buildings, the generous bay windows that connect interior spaces to surrounding landscape and the striking white and pale tones of the building facades.





# The Masterplan

The masterplan provides a unique opportunity to design a space that connects an inhospitable piece of brownfield land with its local neighbours and the wider locality.





# The Site

The site and its relationship to local geography is unique in that the land is presented as an island, divided by the canal and the railway to the north and south and by the busy Ladbroke Grove in the east.

The site is located in the Kensal Canalside Opportunity Area (KCOA) which is in the far north of the Royal Borough of Kensington and Chelsea (RBKC). Close to the convergence of 3 other London boroughs (Brent, Hammersmith and Fulham and Westminster) and the Old Oak and Park Royal regeneration area (OPDC).



The KCOA has an area of approximately 15 hectares of which the land owned by Ballymore / Sainsbury's is approximately 7.6ha. The opportunity area is divided in ownership across several landowners including National Rail, The Department for Transport, National Grid/Berkeley St William, RBKC and Ballymore / Sainsbury's.



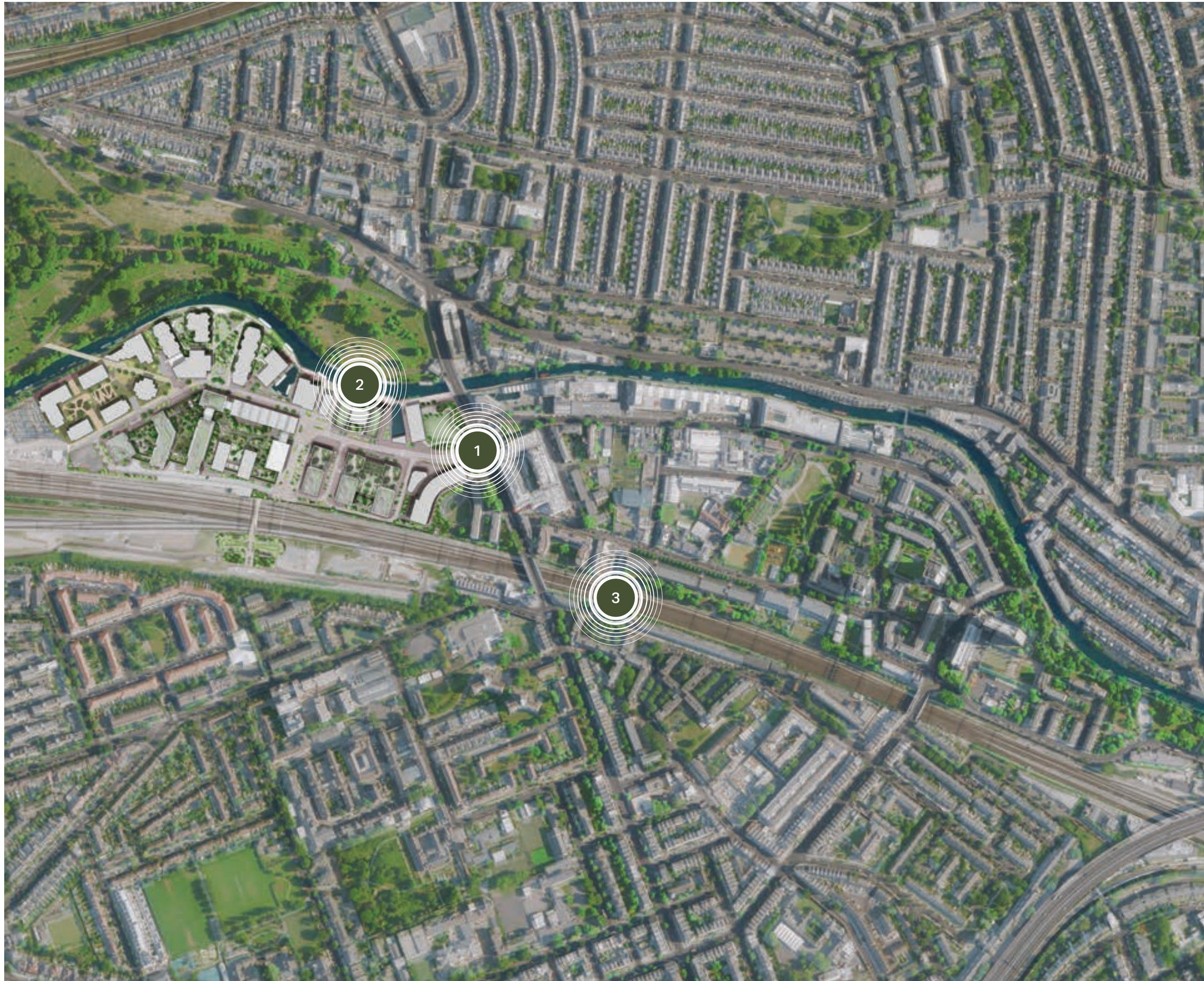
## Urban context

- 1 Ladbroke Grove
- 2 The Grand Union Canal
- 3 The Great Western Mainline

The site is unique in that it forms part of a wider 'island' within London, divided by the railway to the south and the canal to the north.

Kensal Town has a character of its own, a rich history of creative industry, a mix of building uses and typologies, and quiet residential streets.

The KCOA site allocation provides an opportunity to reconnect the two side of this connected space to form a connected 'Ile' space.





# Grain

The masterplan takes inspiration from the local area in the way it assembles its green spaces, streets and building footprints.

The grain of the street layout is drawn from the geometry of nearby street patterns, and the relationship of buildings to garden squares prevalent further south on Ladbroke Grove.

We have also adopted a north south pattern of building blocks, allowing natural light from the south to pass between buildings and providing residential buildings with a predominantly east-west aspect.

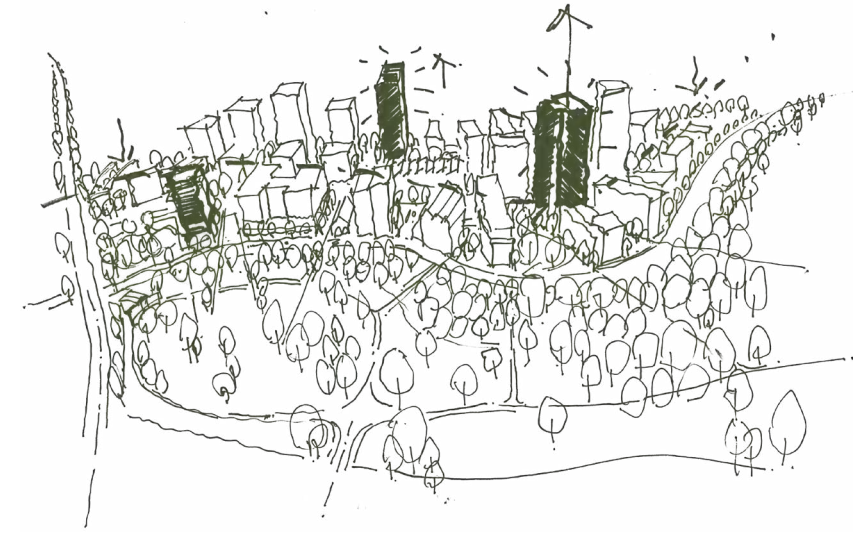




# Hierarchy

Our masterplan height and massing strategy is based on the broad principle that tall buildings should be positioned at the southern side of the site towards the train track and lower level buildings should be positioned on the northern side of the site towards the Grade I listed landscape of Kensal Green Cemetery.

Another key element of the masterplan massing strategy relates to contrast in scale and mass and the benefits of this approach in allowing us to modify mass to define key character areas and individual moments, as well as to provide appropriate daylighting conditions at ground floor level.

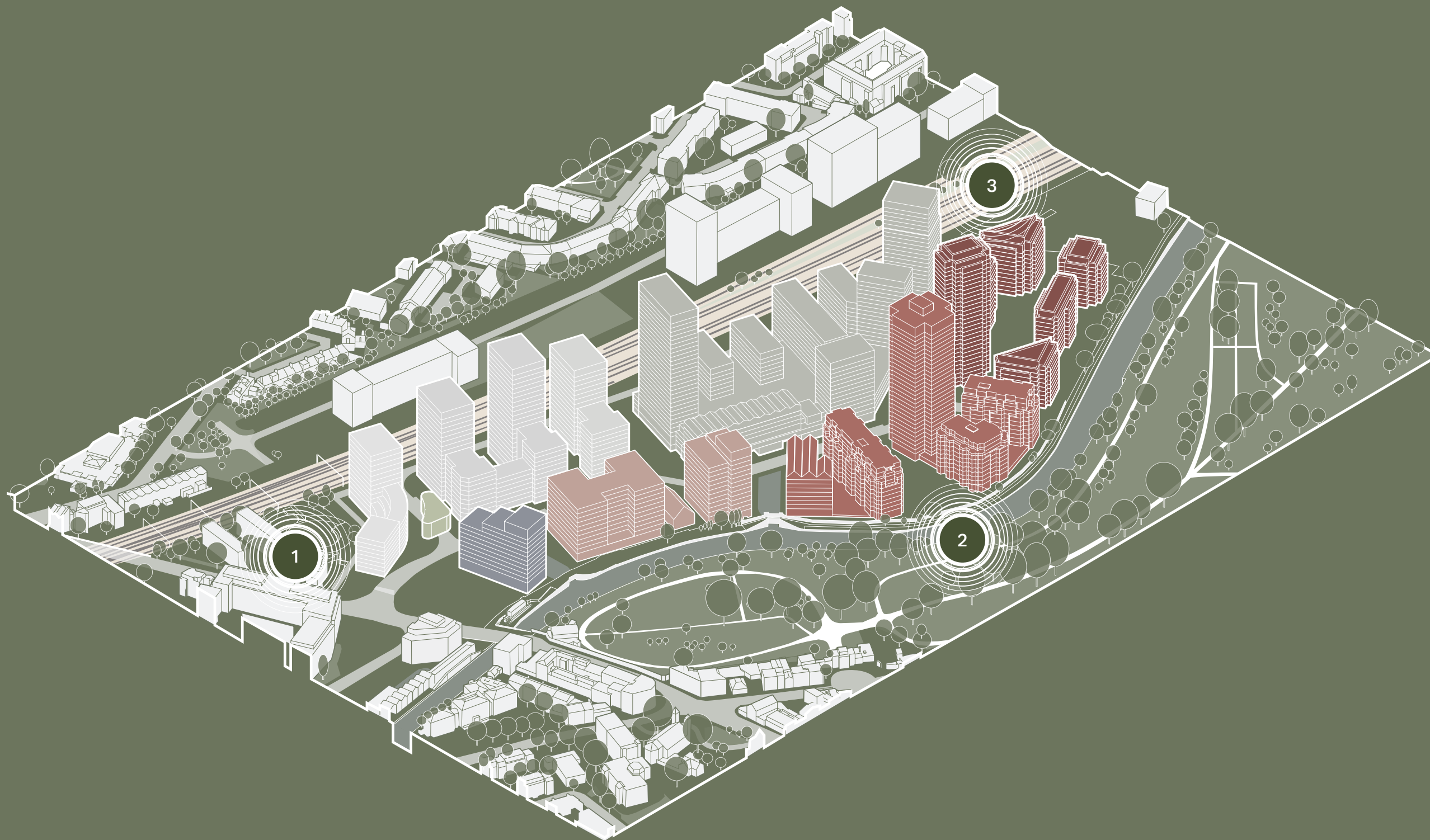


The masterplan proposes two tall 'marker' buildings.

One of these buildings is shown at the head of the high street the other at the centre of the site where the sweep of the canal creates the greatest distance between the canal and the train track. This marker also serves to signal the bridge crossing the canal.



# Hierarchy



- 1 Ladbroke Grove
- 2 The Grand Union Canal
- 3 The Great Western Mainline

The site is unique in that it forms part of a wider 'island' within West London, divided by the railway to the south and the canal to the north.

Kensal Town has a character of its own, a rich history of creative industry, a mix of building uses and typologies, and quiet residential streets.

The KCOA site allocation provides an opportunity to reconnect the two sides of the island, with Ladbroke Grove acting as the connecting piece.



# Character Areas

The masterplan is made up of a series of character areas defined by architectural and landscape qualities as well as use.

The following pages aim to describe a journey through the site starting, importantly, at a generous new public space on Ladbroke Grove.






**Ladbrooke Grove:  
The Threshold**



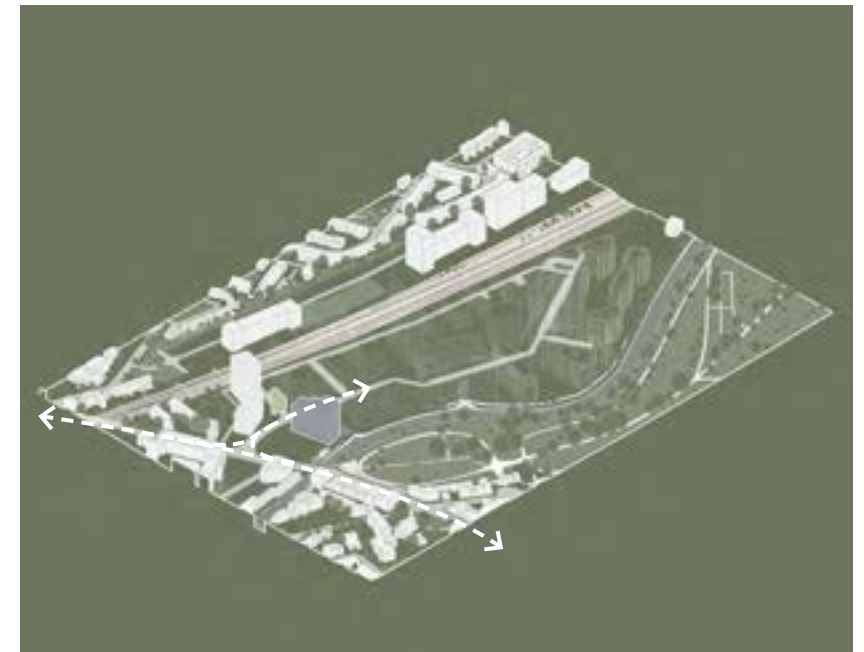
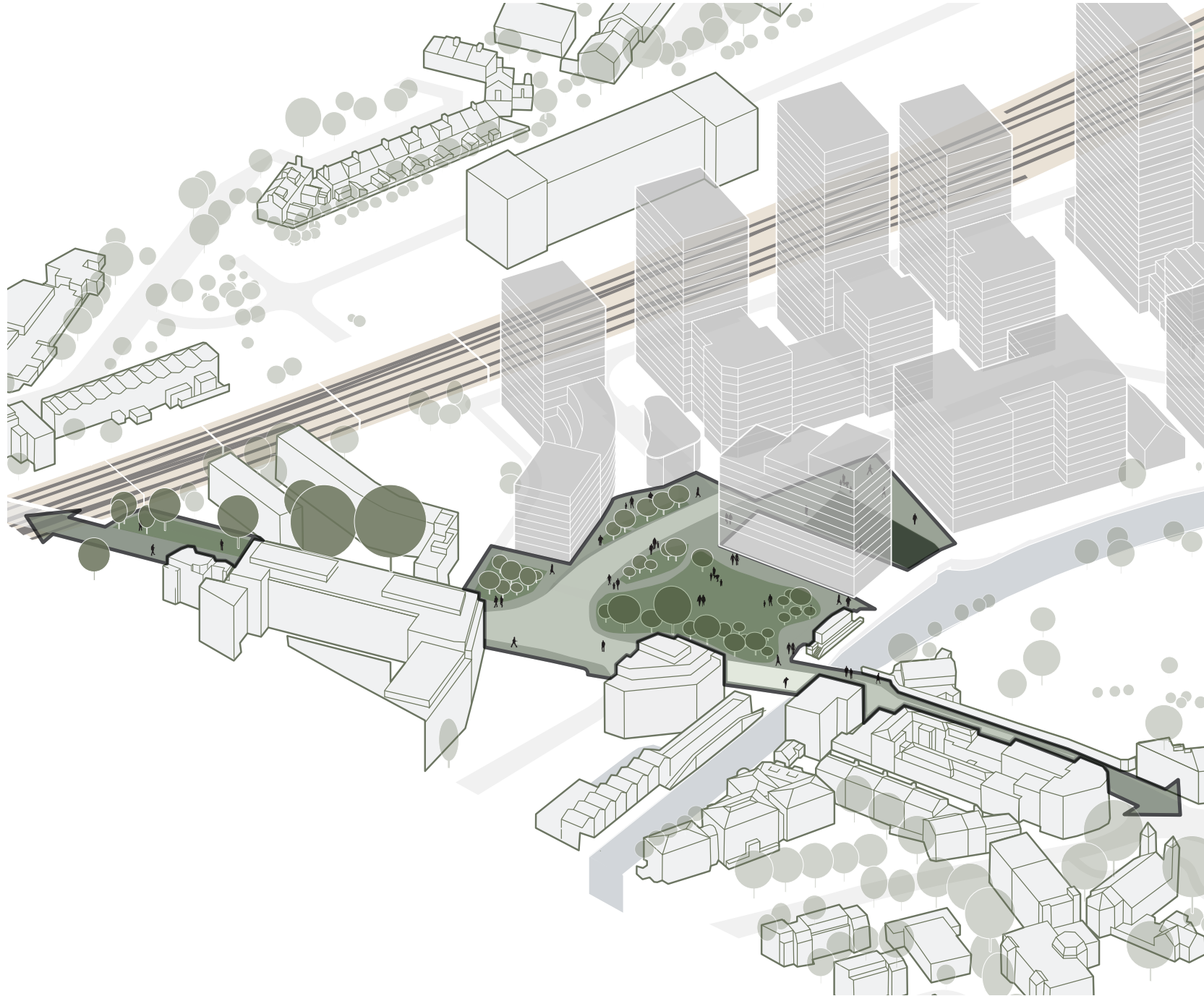
# The Threshold

Situated at the entrance threshold of the site, this part of the masterplan holds significant prominence and visibility.

The land is situated at the north east corner of the masterplan, directly adjacent to Ladbroke Grove, and as such is a key part of the arrival sequence for the whole site.

To offer a generous welcome space against the road, a building has been strategically placed along the western edge of the site, enabling a large part of the area to be dedicated to a publicly accessible landscaped garden.

This deliberate design choice creates an inviting and landscape-focused entrance into the masterplan, providing much needed open space to the existing community, as well as the incoming population.





# The Threshold

The site threshold as viewed from the south over the rooftop of the Grade II\* Kensal House towards the new entrance junction and the new garden fronting Ladbroke Grove.







# The Threshold

The site threshold as viewed from the north from a position hovering above the Grade 1 listed landscape of Kensal Green cemetery.

The new landscape of Ladbroke Gardens is visible at the centre of the image.





## Ladbroke Grove: Memorial Crescent

Memorial Crescent aims to enhance the setting of the Grade II\* listed Kensal House with a curved residential frontage and

landscape replacing the existing inhospitable environment of Canalside Way.





## Ladbroke Grove: Memorial Crescent



A view of Lansdowne Crescent

Inspired by its context, the crescent reference nearby residential terraces as well as the radial arch of the Kensal House Nursery, that was built

on the footings of a former gas holder. These moves present a distinctive front door and a much more appropriate setting for the Ladbroke Grove memorial.





## Ladbroke Grove: Memorial Crescent to The Avenue

The gable end of the Crescent fronts Ladbroke Grove and provides the setting for a landscape garden that forms an important part of the setting

for the threshold. Welcoming pedestrians and cyclists into the central spine of the masterplan, The Avenue.





**Ladbroke Grove:  
Memorial Crescent to The Avenue**

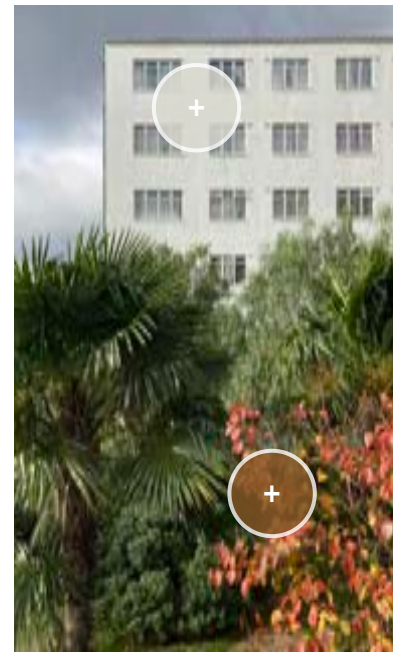
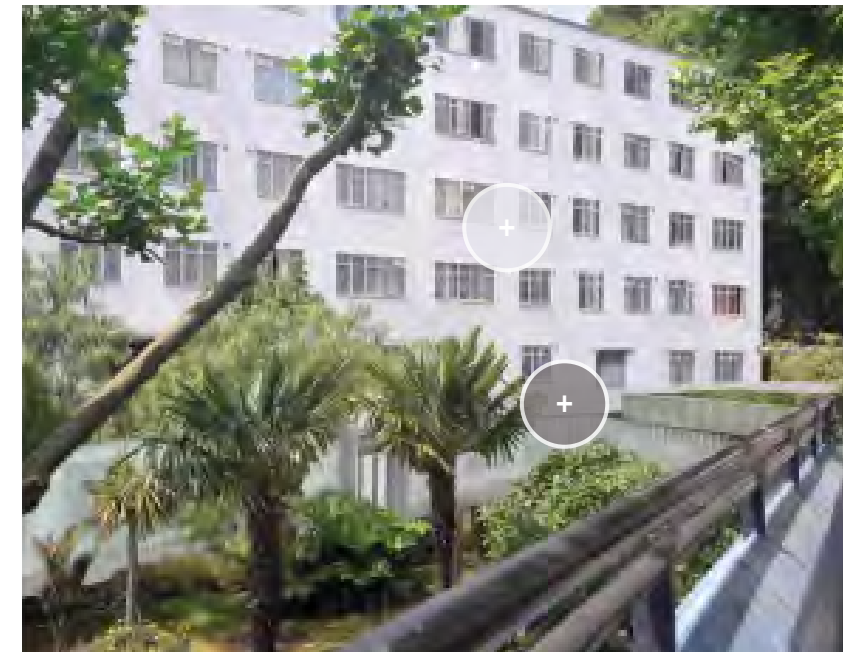


## Context: An informed material palette

It is important that the architectural approach to building materials allows us to take reference from the local area as well as to generate a new identity and character for the site.

Where the buildings meet Ladbrooke Grove we have adopted a palette of pale/off white colours that blend well with the nearby neighbour of Kensal House.

As we move westward into the site we adopt buff, London Stock brick tones as well as richer reds and purples to define key character areas within the site.







## Ladbroke Grove: Ladbroke Gardens

This new park creates a generous public space adjacent to Ladbroke Grove, and includes better access to existing wharf. It will provide a variety of different landscapes

spaces including a children's playspace. It will also provide space for a family focused event space as part of the Notting Hill Carnival.



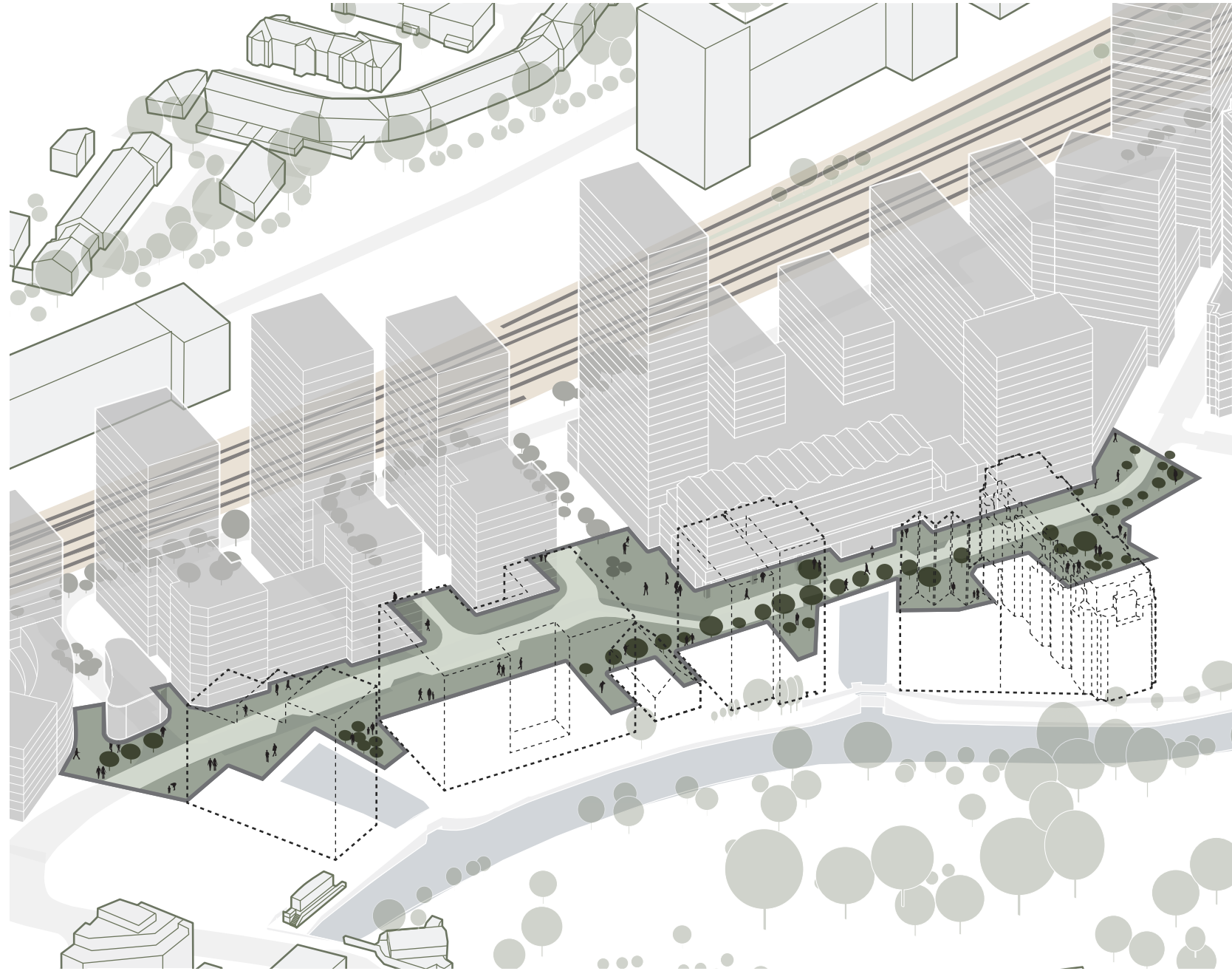


**Ladbrooke Grove:  
The Avenue**



# The Avenue

Connecting the new entrance threshold space to the new entrance of the Sainsbury's superstore, the avenue is a key part of the masterplan, and the focus of the eastern side of the masterplan and the amenities provided within the neighbourhood centre.







## Ladbroke Grove: The Avenue

The buildings on either side of the Avenue have been scaled so as to create a recognisable London street. The south facing northern side of the street is wider and

welcomes pedestrians and cyclists towards the centre of the site via wide pavements and dedicated cycle lanes.





## Ladbroke Grove: First impressions count



Arriving at the top of Ladbroke Grove and turning left into The Avenue, the visitor is met with a continuous pattern of landscape framing public realm.





## Ladbroke Grove: Counterpoints



A key feature of the entrance to the Avenue is the pavilion building that breaks the scale of the residential buildings either side and provides a material change

from nearby predominantly brick facades. The building acts as a counterpoint would become an important component of the neighbourhood centre.





## Ladbroke Grove: The Avenue

The Avenue will welcome all traffic into the site. Four bus routes will enter the site here, providing important connectivity and access to the new store.





Ladbroke Grove:  
The Avenue





**Ladbroke Grove:  
Canalside Fringe**

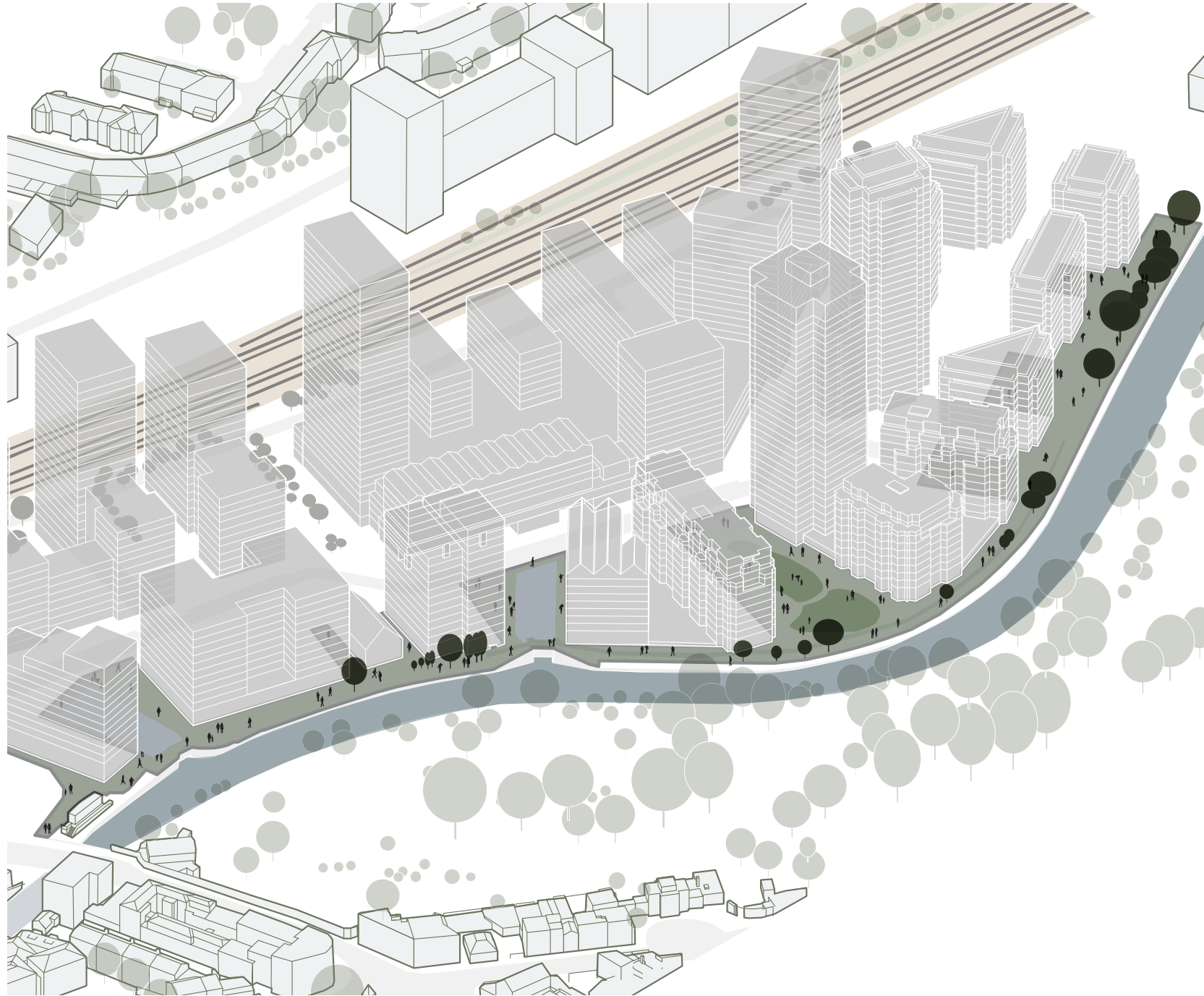


# Canalside Fringe

The canalside building pattern has been orientated on a north/south pattern allowing us to create a variety of landscape connections in the gaps between buildings.

This move transform the connection between the new site and the existing canal edge, offering multiple new connections to the canalside path.

Each residential building will have a stunning view of the canalside, water and the trees of the cemetery beyond.







## Canalside Fringe: The Canal Basin

Ladbroke Gardens opens up to the canal edge and makes a much more welcome and open access

points for pedestrians and cyclists travelling westward along the canal.





## Ladbroke Grove: Ladbroke Gardens

This new park creates a generous public space adjacent to Ladbroke Grove, and includes better access to existing wharf. It will provide a variety of different landscapes

spaces including a children's playspace. It will also provide space for the annual Soundstage as part of Notting Hill Carnival.





## Ladbroke Grove: Ladbroke Gardens Colonnade

The undercroft to the new mixed use building fronting Ladbroke Gardens creates a link to the existing canalside basin. An important amenity for the London

Sports Trust will be maintained and improved, opening it up to become part of the public realm.





## Ladbroke Grove: New Wharf - Elevated

At the centre of the site and marking the new entrance to the Sainsbury's Superstore, the new basin forms and attractive setting for cafes and restaurants. Based

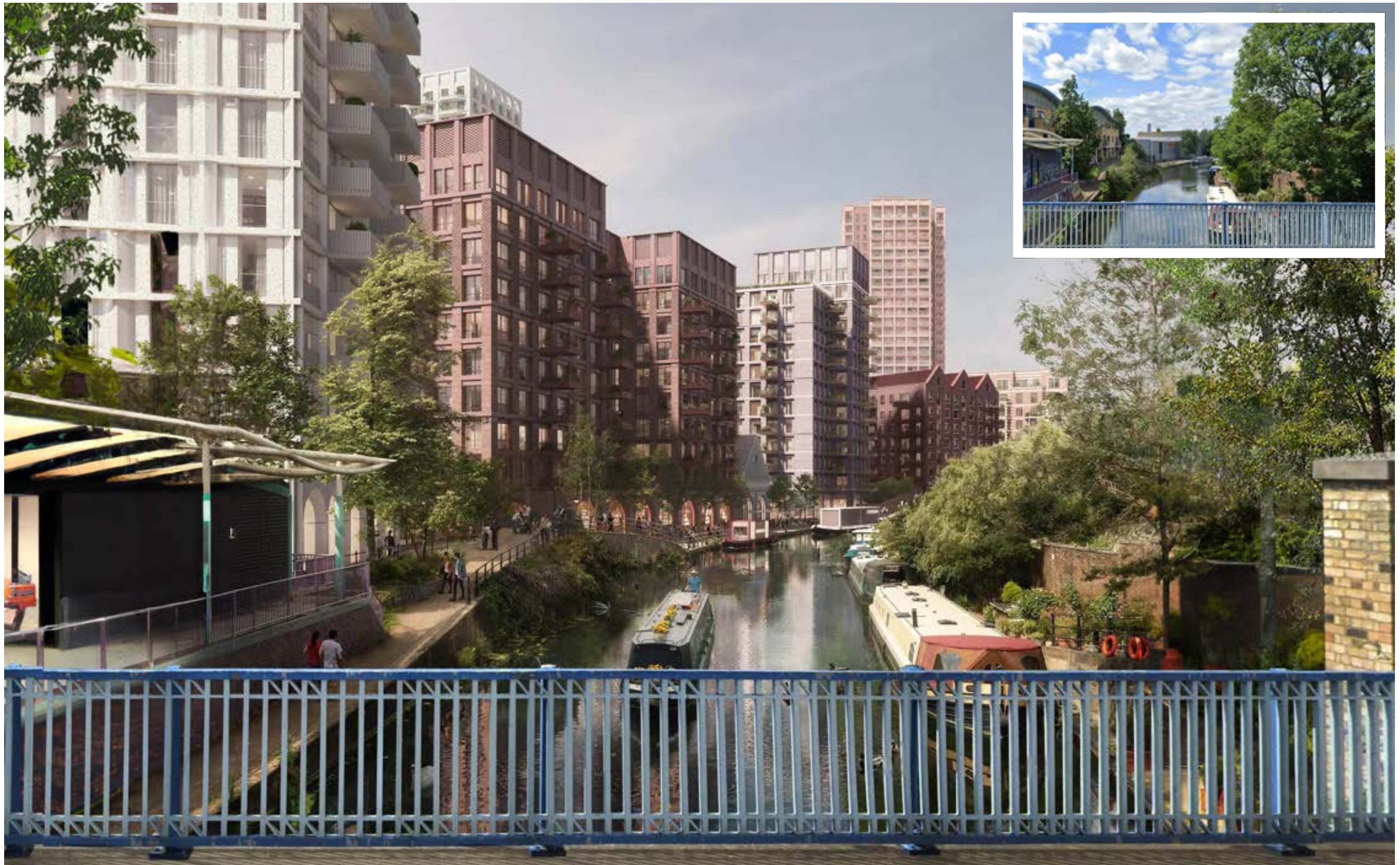
on the footprint of the former gasworks basin, and featuring the original bridge at the canal edge, this space will be a key feature of the first phase of the development.





Ladbroke Grove:  
New Wharf - Eye Level





The canalside fringe as viewed from the Ladbroke Grove road bridge.

## Canalside Fringe





## Ladbroke Grove: The Canalside and Cemetery setting

The whole site as viewed from the north, looking down across the listed landscape of Kensal Green Cemetery.





## Ladbroke Grove: Canalside setting

The Canalside Park as viewed from the canal. The public park set within two residential mansion blocks provides a calm space for

residents of different ages to play, relax and enjoy views over the water.





Ladbroke Grove:  
Canalside setting





Ladbroke Grove:  
Canalside Garden





Ladbrooke Grove:  
Canalside Garden





**Ladbrooke Grove:  
The Southern Terrace**

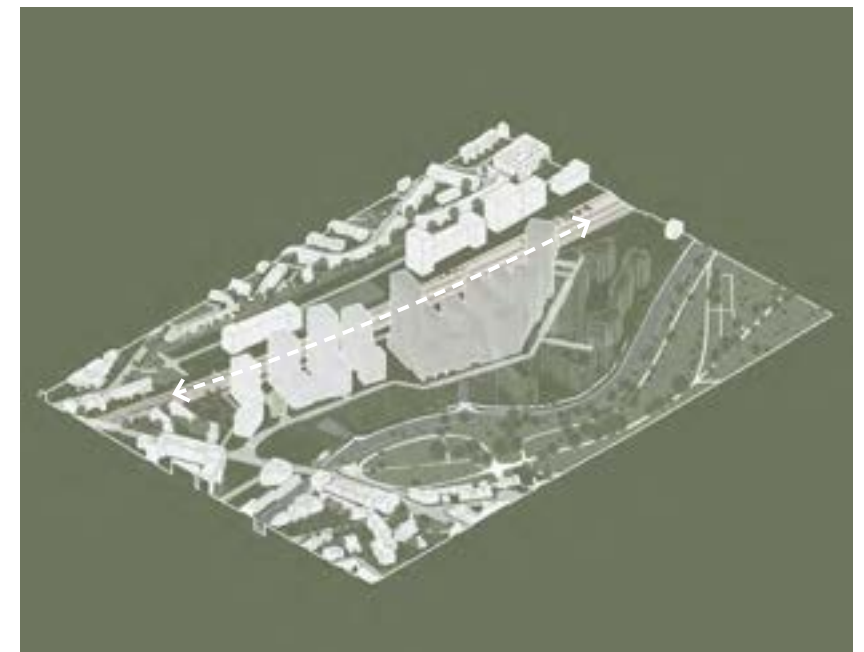
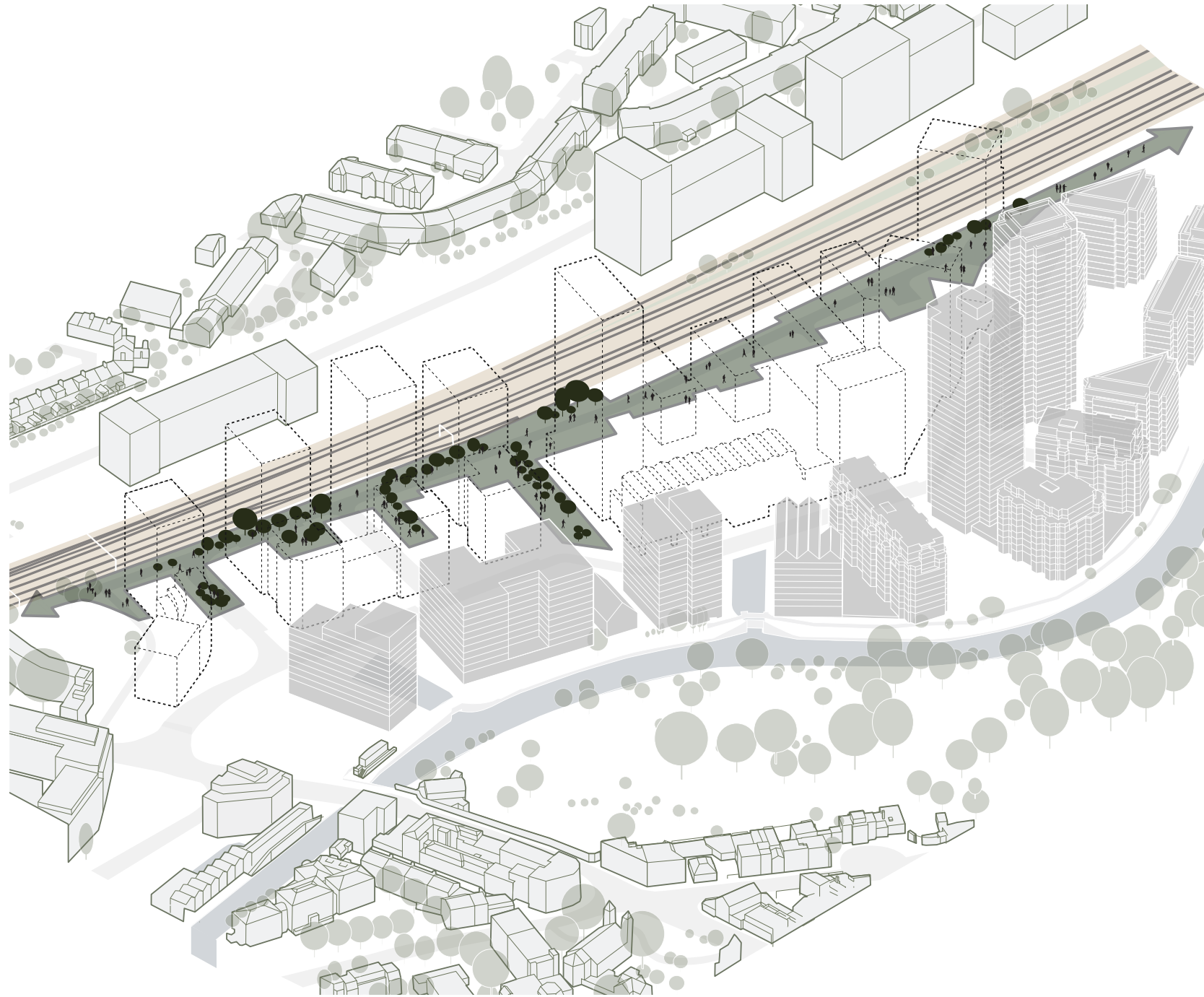


# The Southern Terrace

The southern terrace enjoys wide views southward over London.

The masterplan aims to make the most of this aspect by creating a linear landscape at the southern edge of the site in the space above the train tracks.

The position of a potential future cycle and pedestrian bridge is safeguarded and a new pedestrian and cycle route is created to link up with the new site entrance at Ladbroke Grove.







## Ladbroke Grove: The Southern Terrace

A view of the southern terrace looking westward towards the new pedestrian bridge.

In the foreground a linear landscape provides a variety of spaces for play, as well as places to sit and enjoy the view.





## Ladbroke Grove: The Podium Garden

Above the new superstore a generous new landscape podium space provides a connection between the residential buildings and an important landscape

amenity for the new residents. The landscape design provides a variety of sheltered spaces, shared gardens and private terraces for the homes at podium level.





Ladbroke Grove:  
The Podium Garden







FAULKNERBROWNS  
ARCHITECTS

ballymore.

Sainsbury's