

Earl's Court and West Kensington Joint Opportunity Area Supplementary Planning Document

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# TOWNSCAPE AND VISUAL ANALYSIS

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# Overview

TVA

## Introduction

This views assessment provides a baseline study of 69 views surrounding the Opportunity Area. The visual impact of any development on these views needs to be assessed as part of any application.

Please note this document does NOT assess the impact of the Capital and Counties proposals on the views. This document sets out the baseline against which such an assessment will be made as part of the process of considering the planning application.

## Methodology

The views assessment has had regard to the Guidelines for Landscape and Visual Impact Assessment (second edition); the London Views Management Framework (GLA); and Seeing the History in the View and **The Setting of Heritage Assets, both** by English Heritage; PPS5, its guidance note, and Conservation Principles (English Heritage).

Not all the views that require assessment are within conservation areas, but the vast majority are. We have therefore taken an approach that is consistent with PPS5, in assessing the significance of a historic asset. For consistency, we are taking the same approach to all views, whether they are conservation areas (ie designated historic assets) or not.

## Selection of views

Each view is a specific location within a 'viewing place'. It is important that the generality of views are taken into account, and not only those identified in this document. However, in order to provide structure and clarity to the assessment process, these particular views have been selected as the verified views into which any proposals for the site must be inserted to allow for the impact on the view to be assessed.

## Analysis

The assessment of each view comprises three parts: a description of the view, and assessment of its significance, and a guideline regarding the visibility of any new buildings.

Description: the view is described, covering the following items:

### The View point:

- the location of the view place
- availability of other views

Designated historic assets:

- conservation areas
- listed buildings
- historic parks and gardens
- scheduled ancient monuments
- **locally listed (i.e. buildings of merit in LBHF)**

Elements of the view:

- including all buildings
- building heights
- street widths

- relationship of building to street
- trees and planting
- building style(s) and period and whether consistent or varied
- uses
- specific buildings of note

The view itself:

- the strength and nature of the skyline
- whether the view is a panorama
- an open view, a contained/street view or a glimpse
- whether, if a contained view, it is straight, curved, formal, informal, consistent building lines, varied building lines
- Whether the view is continuous, deflected, closed or a formal vista.
- Seasonal and night time variations.
- Proximity of the site in relation to the view: distant or close

Significance:

- this draws on the description and ascribes a value to the view in order to assess the significance. This is primarily considering the aesthetic value as the consideration is one of visual impact.

Guidelines:

- a short concluding paragraph identifies whether buildings would be acceptable in the view, and if so what constraints are necessary for the impact to be likely to be acceptable.

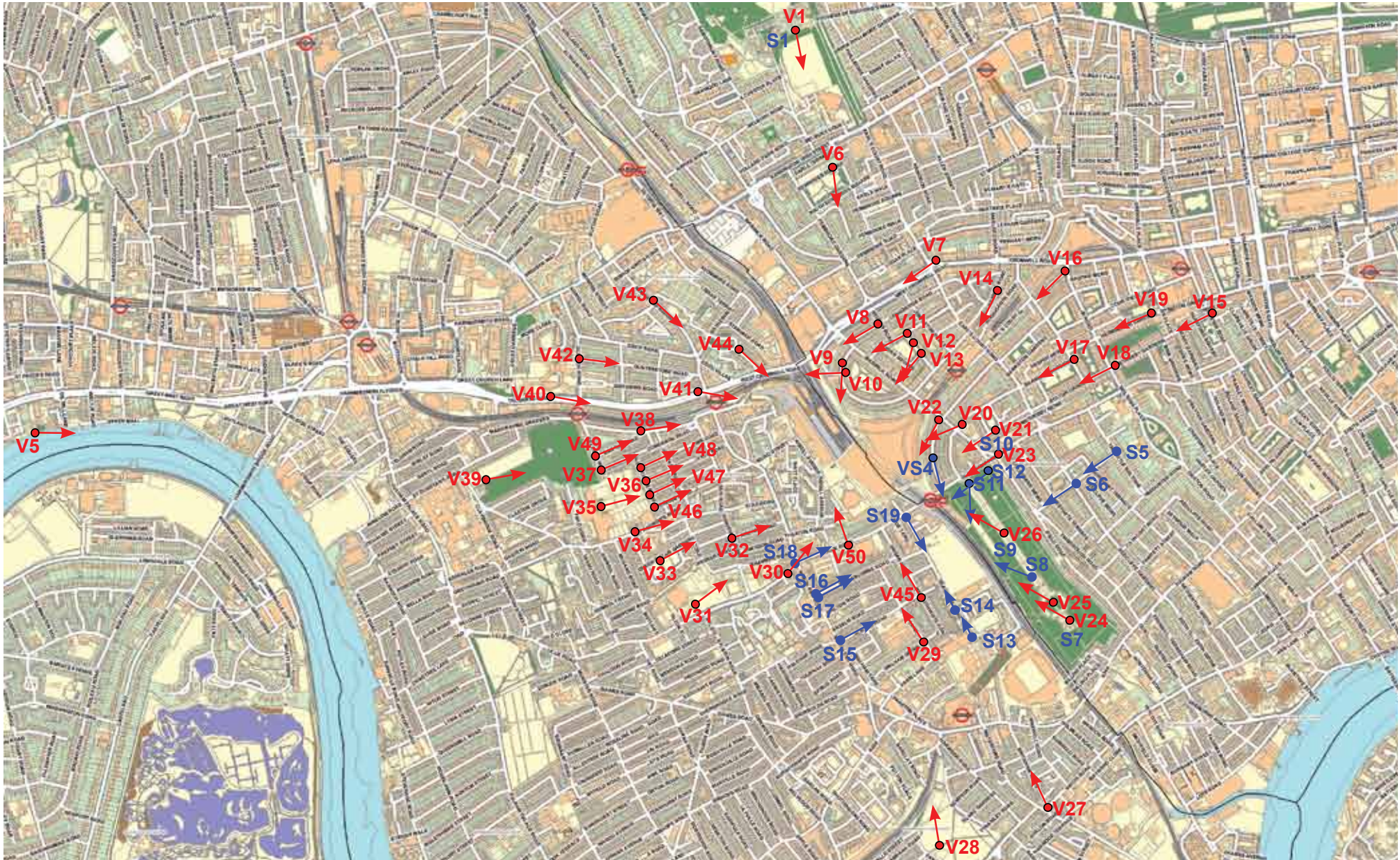


Figure 1: Location of analysed views



Figure 2: View 1 - from Holland House



Figure 3: Location of View 1

### View 1 Holland House

#### The view point:

The view is from the steps of the Grade I listed Holland House and its axis is over the open space now called the Cricket Ground, and beyond over the roofs of the former Commonwealth Institute building and other buildings comprising the environs of Kensington High Street. Other views are also available from this viewing place, in front of Holland House.

#### Designated Historic Assets:

Holland House (behind the view point) is Grade I Listed. The Commonwealth Institute is Grade II\*. Building of Merit, Empress State Building. The location of the viewing point is within Holland Park Conservation Area.

#### Elements in the view:

The foreground comprises a number of mature trees of a variety of species, with the open cricket ground in the middle ground. Beyond that, and heavily screened by trees in the summer view are 9 storey, brick, pavilion apartment buildings on Park Close that date from the 1960s. In the winter view the Empress State building is visible to the left of one of the apartment blocks, however it is heavily screened in the summer view. In the centre left view is the distinctive roof line of the Grade II\* listed former Commonwealth Institute. Buildings beyond the immediate park boundary are substantially screened by mature trees.

#### The view itself:

The view is panoramic, open and informal. The

skyline is softened by the presence of the mature trees. The view will have significant seasonal variation, although views of the skyline would be visible from beneath the tree canopies in the summer. There is no uniform height or form to the buildings on the skyline, and although there is a general consistent 'maximum' set by the apartment blocks, the Empress State, and the apex of the roof of the former Commonwealth Institute building, there are important gaps between them, which aid the sense of openness of the view. The opportunity area is distant from the location of this view

#### Significance:

#### Aesthetic:

The tree lined edges of the park provide enclosure and a sense of separateness from the surrounding city. Some buildings are currently visible through the tree line such as the 9 storey blocks on Park Close. Although the opportunity area is set back at some distance, buildings could be seen over a wide area of the skyline **through** the trees from this vantage point.

#### Historic:

There is no overriding historic significance of the view, which contains buildings and open space that date from a variety of different periods

#### Guidelines:

New buildings visible from this view point should be recessive in the view, and be generally within the maximum height set by the different buildings at present. They should avoid closing the gaps between buildings currently on the skyline.



Figure 4: View 2 - from The Round Pond, Kensington Gardens

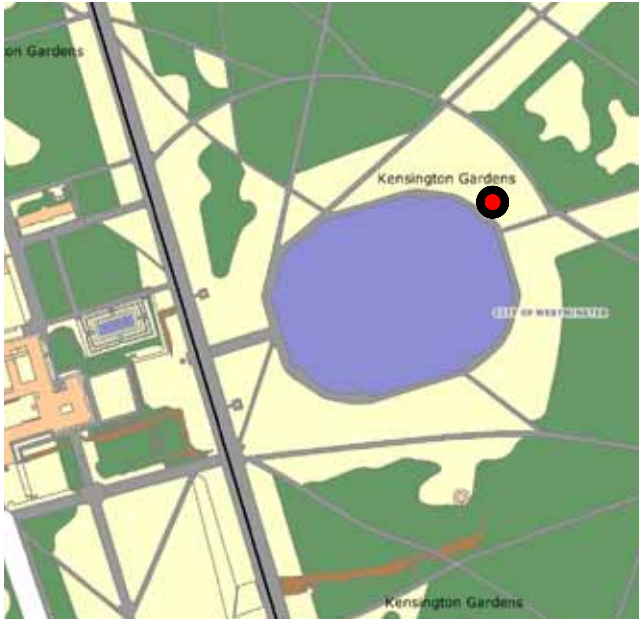


Figure 5: Location of View 2

## View 2 The Round Pond, Kensington Gardens

### The view point:

Is from the north east edge of the Round Pond in Kensington Gardens looking south west to the park perimeter and buildings on Kensington High Street. **Other views are also available from this viewing point.**

### Designated historic Assets:

Kensington Gardens is Grade I listed in the English Heritage register of Parks and Garden Squares of Special Historic Interest. Grade I listed Kensington Palace. Grade II\* listed St.Mary Abbots Church. Grade II listed former Barkers of Kensington Department Store.

### Elements in the view:

The foreground is the round pond with the tree lined park perimeter beyond. Kensington Palace is visible on the extreme right of the view. Moving left, the spire of St.Mary Abbots appears above the tree line as do the two glass towers of the former Barkers of Kensington department Store and the cupola of 36-38 Kensington High Street. The 12 storey Royal Garden Hotel on Kensington High Street is close to the centre of the view.

The Empress State Building is visible in the distance on its immediate left. Buildings on Kensington Road are visible along Kensington Road on the south of the park. In the distance on the far left the 27 storey London Forum Hotel on

Gloucester Road is visible through the trees..

### The view itself:

The view is panoramic with an open foreground. There is seasonal variety in the view with more dense screening of the periphery when the trees are in leaf.

### Significance:

#### Aesthetic:

The view contains buildings from many periods which create a varied and layered skyline of interesting elements which are visible through and above the tree line.

#### Historic:

The Grounds of Kensington Gardens form the setting of the Grade I listed Kensington Palace. The most important part of the view is the backdrop to Kensington Palace but the opportunity area sight lies further to its left.

#### Guidelines:

The skyline is already very varied with some distinguished buildings in the middle ground and distance. The silhouette of distant tall buildings on the opportunity area may add to the interesting variety of taller elements on the skyline. Any visible buildings should be recessive in the view, slender in appearance and maintain gaps and sky view between them.



Figure 6: View 3 - from The Broadwalk, Kensington Gardens





Figure 7: Location of View 3

### View 3 The Broadwalk, Kensington Gardens

#### The view point:

Is taken from where the intersection of the Broadwalk and the diagonal path and looking south west over Kensington Road and Kensington High Street. **Other views are also available from this viewing point.**

#### Designated Historic assets:

Kensington Gardens is Grade I listed in the English Heritage register of Parks and Garden Squares of Special Historic Interest. Grade II listed former Barkers of Kensington Department Store. Building of Merit, the Empress State Building. The view is within the Kensington Palace Conservation Area.

#### Elements in the view:

The view looks over the lawns of Kensington Gardens to the tree lined path that runs up to Kensington Palace (out of the view). Various buildings appear on the edge of the park and beyond. On the right hand side, one of the glazed stairwells of the Grade II listed former Barkers of Kensington Department Store is visible next to the Cupola of 36-38 Kensington High Street.

The most prominent building is the 12 Storey Royal Garden Hotel which fronts on to Kensington High Street. To its left the very top of the Empress State building can just be glimpsed above the roof of buildings on Kensington High Street. Other buildings visible along Kensington Road include, Cumberland House, Milestone

House and the Victorian Terraces of Prince of Wales Terrace. In the distance the tower of the 1960's West London Air Terminal on Cromwell Road is visible.

#### The view itself:

The view is panoramic with an open foreground. The vantage point affords a wide view of buildings from many different periods and of contrasting styles. The height of the built horizon is inconsistent and punctuated by taller elements in the close, middle and distant views.

#### Significance:

##### Aesthetic:

The view contains buildings which create a varied and layered skyline of interesting elements that are visible through and above the tree line. Other buildings around the park edge or in the distance are of an appropriate scale to provide enclosure.

**Historic:** The Grounds of Kensington Gardens form the setting of Grade I listed Kensington Palace.

##### Guidelines

The skyline is already very varied with some distinguished buildings in the middle ground and distance. The silhouette of distant tall buildings on the opportunity area may add to the interesting variety of taller elements on the skyline. Any visible buildings should be recessive in the view, slender in appearance and maintain gaps and sky views between them.



Figure 8: View 4 - from Fulham Palace Gardens



Figure 9: Location of View 4

### View 4 Fulham Palace Gardens

#### The view point:

The view is looking north-east, from the lawn south- west of Fulham Palace. The Axis of the view is parallel to the south-east façade of the Palace which occupies the left of the view. The view continues over the palace boundary to buildings on Fulham Palace Road (when visible in winter).

#### Designated Historic Assets:

Fulham Palace is Grade I listed. The grounds of Fulham Palace are Grade II\* listed in the English Heritage Register of Parks and Gardens of Special Historic Interest and a Scheduled Ancient monument. Building of Merit, Empress State Building. The Palace and grounds sit within the Bishops Park Conservation Area.

#### Elements in the view:

The left of the view is occupied by the facades of Fulham Palace. The foreground is the Palace lawns along the axis of the view to the Palace boundary. The right of the view is across the lawns of the Palace to the hedge boundary. Mature trees of various species are along and behind the hedge boundary and screen the views of buildings along Fulham Palace Road.

The Empress State Building is partially visible in the summer and winter views along the axis of the view in the distance.

#### The view itself:

Beyond the Palace façade the view is open and informal. The skyline of distant buildings is screened by the mature trees in the summer so there is significant seasonal variation in the view.

#### Significance:

##### Aesthetic:

The hedge and trees along the palace boundary provide a sense of enclosure (although broken in places) and separateness from the city. The impact of the Empress State Building is neutral and recessive at this distance.

##### Historic:

The Palace is Grade I listed and its setting must be protected.

#### Guidelines:

New buildings visible from this vantage point should be recessive in the view and be generally within the maximum height set by the different buildings already visible on the skyline.



Figure 10: View 5 - from Thames Path West of Hammersmith Bridge

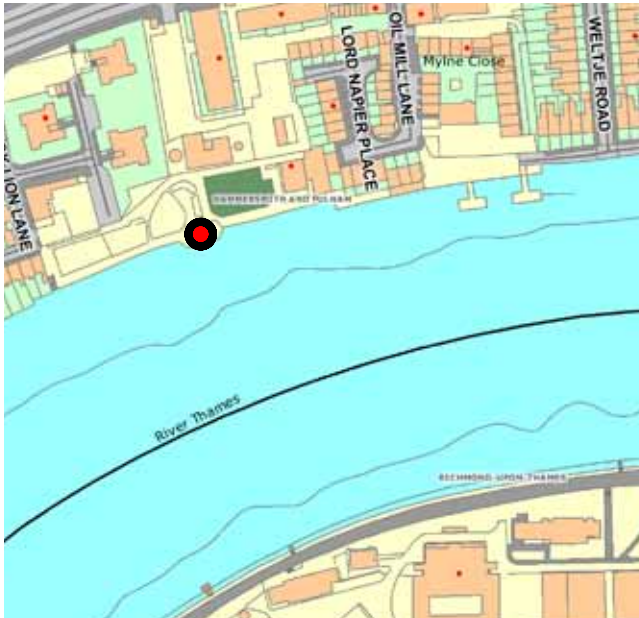


Figure 11: Location of View 5

### View 5 Thames Path West of Hammersmith Bridge

#### The view point:

The view lies between Samels Court and the Old Lion Public House on the riverside walk. Other views are also available from this vantage point. Its axis is along the Thames towards a cluster of buildings on the Lower Mall, Hammersmith Bridge and Charring Cross Hospital. **Other views are also available from this viewing point.**

#### Designated Historic Assets:

Grade II\* listed Hammersmith Bridge, Grade II listed nos. 6-12 Lower Mall, and 22

Lower Mall Westcott Lodge, Grade II listed River Wall, 24 Lower Mall, Grade II\* listed River Wall, 26 Lower Mall, Grade II listed 22 Upper Mall. Buildings of Merit: 30-32, 38-40, 42-58 Upper Mall, 14-15 Lower Mall, Digby Mansions, Hammersmith Bridge Road, Empress State Building. The view point is within the Mall Conservation Area

#### Elements in the view:

The centre view is occupied by a cluster of fine, Georgian houses on Lower Mall, some of which are listed. Behind them rises the 6 storey Digby Mansions. In the distance the post war, 9 storey Henrietta House on the Queen Caroline Estate and the Empress State Building are clearly visible. To the centre right, Hammersmith Bridge is visible with low rise buildings behind it along the Thames path and the 14 storey Charing Cross hospital and distant residential towers. The right hand side is the southern towpath with buildings of St.Pauls school partially screened by the mature vegetation. Houseboats are distinct features on the foreshore.

Left of centre is the view of mature trees on Furnivall gardens with the Ark building in Hammersmith town Centre visible above. Further to the left are more fine Georgian and Victorian buildings with Hammersmith Broadway visible above them. The left of the view is comprised of modern low rise buildings along the towpath and the foreshaw.

#### The view itself:

The view is a wide, open panorama, and the dominant feature is Charing Cross hospital with

its great scale and mass. There are a series of other features which draw the eye such as the roofline of Digby Mansions, Hammersmith Bridge, the cluster of building facades on Lower Mall and the pinnacle of the Ark above the tree canopy. The seasonal changes to the view are not substantial as the tree canopy does not obscure the majority of the main feature buildings in the view.

The foreground is dominated by the wide expanse of the Thames and the centre of the view appears as a fringe of development along the riverbank and the horizon.

#### Significance:

##### Aesthetic:

The opportunity area lies in the distance behind the centre and centre left buildings and tree canopy. The Empress State Building is recessive in the view due to the light colour of the materials in its facade

##### Historic:

The historic view of low rise Georgian and Victorian houses on Lower Mall along with Hammersmith Bridge would once have been the focal point of the view. However, the view has been much altered with post war development of greater scale and massing and the historic elements of the view are now less distinct within a more layered panorama.

##### Guidelines:

Buildings in the opportunity area should remain recessive in the view by way of height, massing and materials.



Figure 12: View 6 - from Edwards Square



Figure 13: Location of View 6

### View 6 Edwardes Square

#### The view point:

The view is from the north side of the square looking south across the garden square.

#### Designated Historic Assets:

The Garden is Grade II\* listed on the English Heritage Register of Parks and Gardens of Special Historic Interest.  
The Garden Square railings are Grade II listed.  
Grade II listed 25-48 Edwardes Square.  
Building of Merit, Empress State Building.  
The view point is in the Edwardes Square, Scarsdale and Abingdon Conservation Area.

#### Elements in the view:

In the foreground are the cast iron Victorian railings that enclose the garden. Mature shrubs and trees screen out most of the view of buildings on the south and west of the square. The top part of the Empress State building is obscured in summer but is just visible in the centre of the view.

#### The view itself:

Although the view is broad it is highly filtered and foreshortened by the trees and shrubs in the garden square.

#### Significance:

##### Aesthetic:

The overall perception is of a predominantly leafy view well enclosed by buildings on the perimeter of the square. The Empress State Building is recessive and does not harm the view.

##### Historic:

At the time of construction the square was a planned entity however buildings along the south side of the square are not listed and are of contrasting styles to the older listed terraces on the other sides. The skyline above them is less prone to harm than that above the roofline of the north, west and east sides which contain the grade II listed buildings.

##### Guidelines:

It is acceptable for the very top of taller buildings to appear above the south side of the square but no buildings on the opportunity area should appear above the roofline of the listed west terrace.



Figure 14: View 7 - from Cromwell Road





Figure 15: Location of View 7

### View 7 Cromwell Road

#### The view point:

Is looking south west across Cromwell Road with the view reaching as far as Ashfield House on the opportunity area site

#### Designated Historic assets:

Building of Merit, Whitleys Furniture Building, The rear of premises along Longridge Road and Nevern Road are in the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

The foreground is occupied by the highway and its infrastructure. On the right hand side, 4 storey, Victorian brick terraces define the northern side of the highway. In the distance Whitleys Furniture Building blocks the view.

On the left hand side a 6 storey, late 20th century residential building occupies the junction with Earl's Court Road. The rear of a terrace of 4 storey Victorian terraced houses with gardens on Longridge Road backs on to the south side of the highway. Further along premises on Nevern Road project forward and further right 9 storey Ashfield House on the opportunity area site is visible at the far end of the highway. Some mature trees screen parts of the view

#### The view itself:

The view is broad in width and weakly contained by buildings either side of the highway but nevertheless channelled towards the north of the opportunity area.

#### Significance:

##### Aesthetic:

The highway has a negative impact on the view and buildings either side are of generally insufficient scale to provide strong definition for the broad width of the road. From this vantage point, Ashfield House appears to be of similar height to other buildings along the south side of Cromwell Road providing some continuity of the roofline.

##### Historic:

There is no overriding historic significance of the view.

#### Guidelines:

The distant view could be improved by the removal of Ashfield house and replacement with buildings that are better modulated to the alignment and topography of the highway. The scale of buildings on the northern edge of the opportunity area should maintain a comfortable relationship with the scale of Whitley's Furniture Building on the opposing side of the highway.



Figure 16: View 8 - from Longridge Road



Figure 17: Location of View 8

### View 8 Longridge Road

#### The view point:

The view is from the north side of Longridge Road at the junction with Nevern Road on the pavement edge. The axis of the view is along the pavement edge, looking south-west along the pavement to the termination of the view by buildings on Warwick Road.

#### Designated Historic Assets:

The view is contained within Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

The left and right hand side of the view is defined by 4 storey stucco houses above basements, carefully scored to look like stone jointing. Individual window surrounds are dispensed within the upper floors with a strong intermediate string course and cornice giving a strong horizontal skyline feature. The vanishing point of the view is closed by nos. 70 Philbeach Gardens and 119 Warwick Road with a gap view to the rear of a building on Cluny Mews

#### The View Itself:

The view is a formal, straight and contained street view. There is a coherent sense of enclosure provided by the parallel terraces along the street which is terminated by buildings of very similar height on Warwick Road. These buildings are all of 4 storey and form a consistent parapet line. No buildings appear beyond the enclosed view and the cornice lines on Longridge

Road and parapets on Warwick Road provide strong definition against the sky. There is some seasonal variety in the view as mature tree canopies provide partial screening of the cornice lines along Longridge Road and partially screen the buildings and parapets that terminate the view.

#### Significance:

##### Aesthetic:

The view is contained with a pleasing symmetry and strong sense of enclosure with no intrusion from buildings beyond the street that might jar with the architecture and formal layout.

##### Historic:

This street view is typical of the pattern of development in the conservation area when it was laid out with highly legible streets having terminated or deflected views and no development visible beyond apart from the church spire of St.Cuthberts Church.

#### Guidelines:

The parapet and cornice lines should remain the dominant features that define the street against the sky. Any visible buildings beyond the site should be strongly recessive in the view and enhance the diminishing focal point.



Figure 18: View 9 - from Philbeach Gardens



Figure 19: Location of View 9

## View 9 Philbeach Gardens

### The view point.

The view is from outside no.60 Philbeach Gardens looking south along the crescent.

### Designated Historic Assets:

St.Cuthberts Church is Grade II\* listed. Building of Merit, the Empress State Building. The street is in the Nevern Square and Philbeach Gardens Conservation Area.

### Elements in the View:

The view is contained by the Victorian, 4 storey, Terraced houses on the west side of the street and by mature trees on the east side of the street. St.Cuthberts Church lies along the western terrace and is the tallest element in the view. The church is unified by a single main roof with a fleche upon the roof and a double bellcote on the eastern gable. There are several large mature London Plane trees planted along the pavement edge at irregular intervals.

The Empress State Building is visible above the western terrace

### The view itself:

This is a sweeping view and the axis curves along the crescent to a vanishing point where the west terrace merges with trees on the east side of the street. The view is highly contained by the terraces and the mature Plane Trees. During summer the tree canopies obscure much of the parapet line and sky view. St. Cuthbert's Church dominates the view with the greater height of its roofline. Although the Empress State Building is more visible in the winter view it is set back from St.Cuthberts Church and is recessive in the view.

### Significance:

#### Aesthetic:

The view is contained with a strong sense of enclosure and with limited intrusion from buildings beyond the street in the summer view that might jar with the architecture and formal layout. However, in the winter view the Empress State Building is more visible and has eroded the

view from the Conservation Area. Fortunately the Empress State Building is set away from the Church and its potential harmful impact on the setting of the listed building is mitigated by the width of the sky view between them.

### Historic:

This street view is typical of the pattern of development in the conservation area when it was laid out with highly legible streets having terminated or deflected views and no development visible beyond apart from the church spire of St.Cuthberts Church. This is a set piece view with St.Cuthberts Church designed to be the focal point.

### Guidelines:

Buildings which rise behind the roofline of the crescent could rival the dominance of the listed church and harm its setting if placed in close proximity. Therefore, buildings must be set well away from the church and leave a substantial view of sky between them. By way of their height, scale, massing, silhouette and materials they must not rival the church's dominance in the view and should have even less impact on its setting than the Empress State Building. With regard to their impact on views from the Conservation Area, buildings visible above the roofline of the street itself could alter the sense of enclosure if not carefully placed and designed. Although the tree canopy filters summer views it cannot screen out views of taller buildings above the parapet during the winter. Any visible buildings should be strongly recessive and not dominate the skyline above the crescent.



Figure 20: View 10 - from St Cuthbert's Church, Philbeach Gardens



Figure 21: Location of View 10

### View 10 St. Cuthbert's Church, Philbeach Gardens

#### The view point:

The view is from the east side of Philbeach Gardens looking west at St.Cuthberts Church and along its north side to Philbeach Hall.

#### Designated Historic Assets:

St.Cuthberts Church is Grade II\* listed. The street is in the Nevern Square and Philbeach Gardens Conservation Area.

#### Elements in the view:

The eastern gable of St.Cuthbert's Church occupies the left of the view with the side of the 4 storey terraced house visible to its left. The southern bellcote on the gable is just visible. The centre view is focused on the northern gable, roof and the fleche on the roof which is partially within the view. Set back and to the right, the view is of the driveway and Philbeach Hall. The right hand is framed by the end of the 4 storey terraced house on Philbeach Gardens. Two mature London Plane Trees are either side of the access road to Philbeach Hall.

#### Significance:

##### Aesthetic:

The church has a distinct and well articulated roofline with steep pitch, gables, fleche and bellcote. Development in the background could disrupt the coherence of the roofline. The roofline and materials of Philbeach Hall and the Clergy House are well articulated and they compliment the setting of the listed church. Whilst they are secondary buildings in the view, the composition as a whole is attractive and could be harmed by insensitive development visible rising behind it on the opportunity area.

##### Historic:

St.Cuthberts Church is the most significant building in the view, whilst Philbeach Hall is listed it is a later addition which contributes to the setting of the church. However, the setting of the church could be undermined by insensitive development rising behind it and Philbeach Hall.

#### Guidelines:

Development should not appear above the roof of the church itself. Any buildings visible above the roof line of Philbeach Hall should be recessive in the view by way of height, massing, silhouette and materials and contribute to the articulation of the roofline in the overall composition of listed buildings.



Figure 22: View 11 - from Nevern Square North Quarter





Figure 23: Location of View 11

### View 11 Nevern Square north quarter

#### The view point:

The view is from the north east side of the square looking west along the street to the north of the garden square to the rear of houses on Warwick Road. **Other views are available from this viewing point.**

#### Designated Historic assets:

Grade II\*Listed, St.Cuthberts Church. The view is within the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

On the right of the view are post war, 5 storey brick built flats with 4 storey, red brick Domestic Revival style houses visible further along the street. The view flows along the north side of the garden through to the junction of Nevern Square with Warwick Road. The spire of the Grade II\* listed St.Cuthbert's Church is clearly visible above the roofline of the terraces on Warwick Road. The centre and left of the view focuses on the western terrace of the square, which is heavily screened in the summer view by mature trees. The garden hedge frames the left side of the street.

#### The view itself:

The church spire is an attractive landmark that assists with legibility in the area acting as a route marker from Nevern Square to Philbeach Gardens

#### Significance:

##### Aesthetic:

Some buildings within the square were rebuilt following war damage in a manner largely sympathetic to the original style. Overall the square retains its architectural integrity and enclosure with little intrusion from areas beyond which could potentially harm the sense of isolation from the city beyond it

##### Historic:

The roofline of the square is well articulated with cornices, pavilions, chimneys and mansard roofs. These features define the square against the sky and could potentially be harmed by buildings visible above it. The spire is an important historic feature on the skyline.

##### Guidelines:

The roofline is an important feature here that defines the square against the sky. Buildings should not appear above the roofline of the west side of Nevern Square.

Any buildings that appear above the roofline of Warwick Road should be set back from the spire of the listed building so as not to harm its setting or compete with it in scale.



Figure 24: View 12 - from Holland House



Figure 25: Location of View 12

### View 12 Eastern Side of Nevern Square

#### The view point:

The view is from the east side of the square looking south across the garden square to the south corner of the square. **Other views are available from this viewing point.**

#### Designated Historic assets:

The view is within the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

The left and right of centre views are defined by the 4 storey terraced houses (some with later attic storey additions). Much of the summer view is heavily screened. In the winter view the rooflines are visible and the ends of each range are accentuated by an extra storey and pavilion like roofs. The terraces are screened by the garden square hedge and mature trees inside the garden. The roof of EC1 is visible above the buildings on the south west corner of the square in the winter but elsewhere no other buildings are visible above the rooflines.

#### The view itself:

The width of the square creates a broad panoramic horizon which is only partially enclosed by mature tree canopies. The roofline is an important feature here that defines the square against the sky.

#### Significance:

##### Aesthetic:

Some buildings within the square were rebuilt following war damage in a manner largely sympathetic to the original style. Overall the square retains its architectural integrity and enclosure with little intrusion from areas beyond which could potentially harm the sense of isolation from the **rest of the** city. The roof of EC1 is the notable exception in this view which introduces an incongruous form as a backdrop to the square.

##### Historic:

The roofline of the square is well articulated with cornices, pavilions and chimneys and mansard roofs. These features define the square against the sky and could potentially be harmed by buildings visible **above it.**

#### Guidelines:

There is an opportunity to improve the view by replacing EC1. If buildings appear above the roofline of the square they should be barely discernable amongst the roofscape of mansards and chimneys.



Figure 26: View 13 - from Nevers Square South East Corner



Figure 27: Location of View 13

### View 13 Nevern Square south east corner.

#### The view point:

The view is from the east side of Nevern Square outside 22 Nevern Square looking west along the southern side towards Warwick Road. **Other views are available from this viewing point.**

#### Designated Historic assets:

The view is within the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

The left of the view is occupied by the 4 storey red brick Domestic Revival Houses but jumps one storey height where it joins Nevern Mansions. The right of the view is occupied by the garden square **and mature trees** in the foreground and the 4 storey western terrace behind. The distant view is of 4 storey houses on Warwick Road.

#### The view itself:

The view is strongly focused on the four storey houses along Warwick Road. No buildings are visible above the parapet and the view above is of open sky framed by the ends of the terraces on Nevern Square. There is also a strong perspective created by the diminishing view of the linear southern terrace. **Mature trees in the summer view screen the western terrace and the sky above it.**

#### Significance:

##### Aesthetic:

Overall the square retains its architectural integrity and enclosure with little intrusion from areas beyond which could potentially harm the sense of isolation from the city beyond it. There is a legible connection to Warwick Road.

##### Historic:

From this vantage point the historic appearance of the area is maintained with no intrusion from buildings above the skyline.

##### Guidelines:

Any buildings which appear above the Warwick Road parapet should maintain the sense of framed open sky above it. Visible buildings should be **strongly** recessive so as not to compete in scale with the existing buildings in the view.



Figure 28: View 14 - from Outside no.48 Kenway Road



Figure 29: Location of View 14

### View 14 Outside no. 48 Kenway Road

#### The view point:

The view looks west along Kenway Road from opposite 48 to the Kings Head Public House. On the right the view continues along Kenway Road to Earl's Court Road and the Empress State Building in the distance. On the left of the public house the view into the end of Hogarth Place is visible.

#### Designated historic assets:

The view is within the Earl's Court Village Conservation Area. Building of Merit, Empress State Building. The visible section of Earl's Court Road is in the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

On the left hand side of Kenway Road, 2 and 3 storey Victorian buildings with shop fronts are visible as far as Hogarth Place. The view of the 3 storey Victorian terrace in Hogarth Place is glimpsed.

The 2 storey Kings Head with pitched roof occupies the centre view along with the view into the continuation of Kenway Road which is of one and 2 storey cottages. Empress State Building is visible as a backdrop to Hogarth Place and a 4 storey Victorian terrace on Earl's Court Road. A terrace of 3 storey Georgian workmen's houses forms the right hand side of the view.

#### The view itself:

The view is largely contained in the foreground by the low rise terraces along Kenway Road and is terminated by the Kings Head. The view

leaks into the distance along the western part of Kenway Road. The Empress State Building is visible but recessive due to its distance and colour against the sky. It's potential harmfulness is mitigated by the varied appearance of the townscape in this location.

#### Significance:

##### Aesthetic:

Design issues related to bulk and height of developments on the boundaries of the Village, are the most relevant to the Conservation Area.

##### Historic:

The Earl's Court Village Conservation Area retains its small scale village atmosphere, contrasting sharply with the hectic urban character of Earl's Court as a whole

#### Guidelines:

Excessive height and bulk along the peripheries of the Village could have an undesirable effect on views from within it, and destroy the sense of scale and intimacy by their brutal contrast, and must therefore be avoided.

Any new buildings in the view should be recessive and contribute to the articulation and layering of the existing view. They should add to the sense of direction, by adding to the "termination point" already begun by the Empress State Building. Buildings should not appear over the eaves line of the workers cottages to the north of the view.



Figure 30: View 15 - from Corner of Gloucester Road and Wetherby Gardens





Figure 31: Location of View 15

### View 15 Corner of Gloucester Road and Wetherby Gardens

#### The view point:

The view is from Gloucester Road looking west, through Hereford Square to Wetherby Gardens.

#### Designated historic assets:

Grade II listed 24-26 Hereford Square.  
Grade II listed 10-23 Hereford Square. Grade II listed 27-35 Hereford Square. Building of Merit, Empress State Building.  
Buildings in the foreground are all in the Queens Gate Conservation Area.  
Buildings in the distance are in the Courtfield Conservation area.

#### Elements in the view:

The left of the view is Hereford Square and its perimeter of railings and mature hedge. Large trees screen most of the buildings on the west side of the square although the 1950's Grade II listed 24 – 26 Hereford Square is more visible as it abuts Wetherby Gardens.

On the right hand side are the Grade II listed 4 storey stucco houses, 27-35 Hereford Square, with porticoes and balconies. On their right are red brick Victorian terraced houses of 5 storeys which are outside of the Queens Gate Conservation Area. Beyond that the white porches of buildings in Wetherby Gardens in the Courtfield Conservation Area are visible.

The line of sight continues all the way through to Earl's Court Square which cannot be distinguished in the very distant view. However, the Empress State building is visible in the

winter view above distant mature trees and the vanishing point of the view.

#### The view itself:

The view is enclosed with mature trees and buildings from a variety of periods and scale framing the square. The distant view is channelled and legible. The Empress State Building is a distant and recessive landmark in the winter view. There is some seasonal variety with tree canopies obscuring the distant view and providing less enclosure in the winter.

#### Significance:

#### Aesthetic:

Even though there has been some modern redevelopment around the square the pattern of garden square enclosure has been maintained. The view has strong linear legibility to areas further west along Wetherby Gardens leading to Earl's Court Square. The Empress State building is distant and with its light colour against the sky does not intrude or harm the view. The sense of a progressively diminishing view is maintained.

#### Historic:

The setting of the Grade II listed houses on Wetherby Gardens is important to protect in this view

#### Guidelines:

In this view any visible new buildings should be strongly recessive to maintain the diminishing view to its vanishing point.



Figure 32: View 16 - from Outside no.3 Collingham Place



Figure 33: Location of View 16

### View 16 Outside no.3 Collingham Place

#### The view point:

The view is at the junction of Collingham Place with Collingham Road on the north side looking south-west along the gently curving street towards Morton Mews.

#### Designated historic Assets:

Building of Merit, Empress State Building. The view is within the Courtfield Conservation Area.

#### Elements in the view:

The 4 storey, Victorian terraces on either side of Collingham Place channel the curving view towards its termination on Morton Mews. The stock brick terraces have stuccoed window surrounds, porticoes and cornices. Later roof additions and raised party walls are just visible above the cornices.

The street terminates at nos.15-21 Morton Mews on Courtfield Gardens. Above this 2 storey, stucco terrace (plus roof additions) the flank wall of 1 Earl's Court Gardens appears above the terrace along with buildings on Barkston Gardens and the roof of Earl's Court Station. The Empress State building is clearly visible in the distance and the roof of EC1 to its right.

#### The view itself:

The view is contained and the attractively detailed and the consistently repetitive facades of the terraces are the main feature. The ends of the terraces of Collingham Place frame

the view of sky above the much lower Morton Mews houses and this is an important feature of the historic street pattern that assists with the legibility of the conservation area. There are a few trees at the **far centre** of the view but they are not substantial in size and only provide limited screening of the roofline along Morton Mews

#### Aesthetic:

The Empress State Building has eroded the quality of the view because of the very high levels of consistency in the architecture in this location.

#### Historic:

The street is well preserved without intrusive or unsympathetic alterations and the curved layout and difference of scale with Morton Mews add to the strong legibility within the conservation area.

#### Guidelines:

It is important to maintain a significant amount of sky view above Morton Mews. Buildings should therefore make a careful composition in relation to the Empress State Building. Their height and massing should be arranged to integrate it more successfully with the domestic scale and articulated roof line of the terraced houses.



Figure 34: View 17 - from Outside no.16 Collingham Gardens



Figure 35: Location of View 17

### View 17 Outside no.16 Collingham Gardens

The view point: The view is from in front of the Grade II\*listed terrace 9-18 Collingham Gardens looking west along the centre of Bramham Gardens to Earl's Court Road.

#### Designated Historic Assets:

Building of Merit, The Empress State Building. The view is within the Courtfield Conservation Area.

#### Elements in the view:

The south side of the view is defined largely by the perimeter of the garden square itself and the row of mature London Plane trees. In the winter view buildings on the western perimeter of the square and Earl's Court Road are visible in the distance through the tree canopy, including the post war YWCA hotel. The north side of the street is lined with 5 storey mansion blocks with decorative facades and distinct gables. In the winter, buildings, including EC1 are visible but indistinct in the distant view of Earl's Court Road and beyond.

#### The view itself:

The view is contained despite the absence of buildings on the south side of the street. Definition is provided by the garden square boundary and the line of mature trees. The 5 storey mansion blocks on the north side of Bramham Gardens and the row of mature London Plane trees provide strong definition to the north side of the street. The view diminishes

towards its vanishing point on distant Earl's Court Road where buildings are layered in the view. EC1 has little impact on the view due to its light colouring against the sky. In summer the view is heavily enclosed by the tree canopy and the distant view is partially obscured.

#### Significance:

##### Aesthetic:

The view is strongly directional and highly legible.

##### Historic:

Modern development has barely impinged on the view as it is located at the margins.

#### Guidelines:

In order to maintain the legibility of this highly channelled view it would help to retain the view of sky at the termination point above Earl's Court Square. Buildings on the opportunity area should not block the full width of the vanishing point and should appear to be recessive and add to the layering of the existing view.



Figure 36: View 18 - from South East Corner of Boltons Gardens and Wetherby Gardens.



Figure 37: Location of View 18

### View 18 South East corner of Boltons Gardens and Wetherby Gardens.

#### The view point:

The view is from the east side of Bolton Gardens looking west along Wetherby Gardens.

#### Designated Historic Assets:

Grade II\* listed nos. 1,9,10 Collingham Gardens. Building of Merit, Empress State Building. The majority of buildings in the immediate view are in the Courtfield Conservation Area. Some distant buildings are in the Earl's Court Square Conservation Area.

#### Elements in the view:

The left of the view is framed by 4 storey, semi-detached, Italianate, stock brick villas with stucco ground floors on the south side of Bolton Gardens. They have an elaborate and pronounced cornice with curved dormers providing an articulated roofline.

On the north side of the street, the Grade II\* listed terraces of Collingham Gardens and the garden square itself are screened behind a row of mature London Plane trees. The properties have a pronounced Dutch and Tudor influence enhanced by red brick and terracotta ornamentation. Gable roofs provide a highly articulated roof line. Taller red brick buildings with white stone dressings are partially visible through the trees further along Bolton Gardens with the modern red brick YWCA framing the view at the junction with Earl's Court Road.

The view is terminated by a Victorian terrace on Earl's Court Road with the taller roofline of

Whetherby Mansions on Earl's Court Square visible above them and Empress State Building rising in the background.

#### The view itself:

The view is contained and channelled with the listed buildings in the foreground providing the focus of the view. The distant view into Earl's Court square is indistinct and rooflines around it are layered. The Empress State Building partially blocks the view in combination with the YWCA which is set forward of the main building line. The openness of the view continues past the Empress State Building to its left.

#### Significance:

##### Aesthetic:

The distant view has been eroded by the incongruous scale of the YWCA and Empress State Building and the abrupt manner in which they narrow and terminate the distant view.

##### Historic:

The listed buildings and the garden square are the most important features in the view and their setting must be preserved

##### Guidelines:

Any further buildings above Wetherby Mansions could add to the impression of a wall of development terminating the view and must be avoided. Any buildings on the opportunity area site should contribute to the layered roofline as a backdrop to the buildings on Earl's Court Road and should be recessive in the distant view.



Figure 38: View 19 - from Harrington Gardens





Figure 39: Location of View 19

### View 19 Harrington Gardens

#### The view point:

The view is taken from the north side of Harrington Gardens outside 35, looking south west in the Courtfield Conservation Area.

#### Designated Historic assets:

Listed Grade II\* 35-45 Harrington Gardens, Listed Grade II\* 24 Harrington Gardens. Listed Grade II\* buildings 8 and 18 Collingham Gardens. The view is within the Courtfield Conservation Area

#### Elements in the View:

The right of the view is framed by a row of tall mature London Plane trees behind the perimeter railings of Harrington Gardens, garden square. The north side of the Grade II\* listed 24 Harrington Gardens is partially screened from view and the imposing terrace 28-50 Harrington Gardens is just visible along the back edge of the pavement, screened by the trees

The left of the view is framed by the inventive elevations of the Grade II\* listed terrace 35-45 Harrington Gardens. The properties have ornate facades with pronounced Dutch and Tudor influence enhanced by red brick and terracotta ornament. Beyond these are the striking elevations of nos. 47-75 with open screen frontages and white painted ornamentation.

The view terminates on the Grade II\* listed buildings 8 and 18 Collingham Gardens which also have Dutch and Tudor influence enhanced by red brick and terracotta ornament. The view

of these properties is partially screened by mature trees.

#### The view itself:

The view is contained and channelled and its vanishing point is screened by mature trees. This is an exceptionally high quality piece of townscape.

#### Significance:

##### Aesthetic:

The roofline of buildings along the south side of Harrington Gardens is extremely important in this view. It contains a large concentration of listed buildings with highly articulated rooflines. No buildings are visible behind the roofs allowing their silhouettes to appear as distinct forms against the sky.

##### Historic:

The setting of the listed buildings must be protected. The historic roofline of buildings along the south side of Harrington Gardens is extremely important in this view.

#### Guidelines:

The setting of the listed buildings in this view is extremely sensitive and visible buildings in the backdrop would harm their setting. The skyline in the whole of this view is so unique that the entire width of the view could be harmed by additions to the skyline. Therefore, no buildings on the opportunity area should be visible above the rooflines of any of the buildings in this view.



Figure 40: View 20 - from Earl's Court Square



Figure 41: Location of View 20

## View 20 Earl's Court Square

### The view point:

The view is from adjacent to St.Cuthberts and St.Mathias Church of England Primary School over Warwick Road and into Kempsford Gardens.

### Designated Historic assets:

Building of Merit, Empress State Building. The view is taken from outside Earls Court Square Conservation Area and looks at the Nevern Square and Philbeach Conservation Area.

### Elements in the view:

On the left hand side the view looks along the school wall and into Kempsford Gardens with its yellow stock brick Victorian crescent. Sections of the terrace 1-51 Warwick Road are visible either side of Kempsford Gardens. The crescent form terrace is comprised of 3 storey, brick houses. The top of Empress State Building is visible above Kempsford Gardens in the winter view.

### The view itself:

The view affords a wide sky view over the conservation area. Buildings in the view have a consistent scale apart from the Empress State Building.

### Significance:

#### Aesthetic:

The Empress State Building is an incongruous element in the view.

#### Historic:

The streets in the view are of consistent scale typical of streets in the Nevern Square and Philbeach Conservation Area.

#### Guidelines:

Any buildings visible above the parapet lines of Kempsford Gardens or Warwick Road should create a careful composition in relation to the Empress State Building. Their height and massing should also be arranged to integrate it more successfully with the domestic scale and roof line of the terraced houses.



Figure 42: View 21 - from Outside no.40 Earls Court Square



Figure 43: Location of View 21

### View 21 Outside no 40 Earls Court Square

#### The view point:

The view is from the south side of Earl's Court Square Earl's Court Square Conservation Area looking west towards Warwick Road.

#### Designated Heritage Assets:

Grade II listed, 30-52 Earl's Court Square. Building of Merit, Empress State Building. The view point is in the Nevern Square and Philbeach Conservation Area.

#### Elements in the view:

The left of the view is occupied by the Grade II listed southern terrace of Flemish style houses of 4 storeys (plus basements). The terrace is terminated by the taller, red brick, 5 storey, Langham Mansions.

The right hand side of the view is occupied by the Italianate, 4 storey, stucco or painted brick terraced houses of the west side of the square with balustrades defining the terrace against the sky. The foreground in front is occupied by the garden square and its mature trees and shrubs.

The view into Warwick Road is of 4 storey Victorian, stock brick, terraced houses with some attic storey additions above the cornice. The Empress State Building is prominent in its close proximity in the backdrop to the terrace. EC1 is just visible but amongst the articulation of the attic storeys.

#### The view itself:

The view is channelled towards Warwick Road. The taller buildings at the end of the square

strongly frame the view of 3 storey terraced houses on Warwick Road. The roofline of this terrace has a continuous horizontal cornice and is articulated by attic storey roof additions.

#### Significance:

##### Aesthetic:

The view is highly legible with a strong sense of the historic street pattern leading from one area to the next.

##### Historic:

The character of the conservation area has been eroded by the appearance of the Empress State Building as a prominent stand alone object above the parapet line.

#### Guidelines:

The Warwick Road terrace is defined against the sky and this assists the legibility of the historic street pattern. If any new buildings appear above the roof line of Warwick Road, maintaining a significant amount of sky view will help to maintain legibility. Buildings should therefore make a careful composition in relation to the Empress State Building and their height and massing should also be arranged to integrate it more successfully with the domestic scale and articulated roof line of the terraced houses.



Figure 44: View 22 - from Eardley Crescent



Figure 45: Location of View 22

## View 22 Eardley Crescent

### The view point:

Is by the flank wall of 51 Warwick Road, looking south-west along the crescent to its vanishing point.

### Designated Historic assets:

The view is within the Nevern Square and Philbeach Conservation Area

### Elements in the view:

The form of Eardley Crescent is derived from the railway line behind it, however; it is not set out in a continuous radius. The crescent is formed from short sections of straight terraces and the angle of the intersection varies along the terrace. The view takes in the crescent from right to left of 3 storey houses plus basement and mansard roof extensions on many of the houses. Buildings are of yellow stock bricks with stucco porticoes and stucco window surrounds and cornices. The roof of EC1 is just visible above the roof line. There is little tree planting in the view. On the left the side, 51 Warwick Road is visible.

### The view itself:

The view is highly enclosed with some intrusion from the roof of EC1.

### Significance:

#### Aesthetic:

The irregular form of the crescent is a unique part of the character of the conservation area. (Half of sentence deleted)

#### Historic:

The street retains much of its original character.

#### Guidelines:

Any new buildings that are visible above the roof line of Eardley Crescent should be designed so as to be strongly recessive in the view, less prominent than EC1 and barely noticeable amongst the dormer windows, roofs and chimneys.



Figure 46: View 23 - from Old Brompton Road junction with Finborough Road





Figure 47: Location of View 23

### **View 23 Old Brompton Road from junction of Finborough Road**

#### **The view point:**

The view looks west along Old Brompton Road from a vantage point to the west of the junction with Finborough Road.

#### **Designated Historic assets:**

Brompton Cemetery Grade I English Heritage Register of Parks and Gardens of Special Historic Interest. Building of Merit, Empress State Building. The view is taken from within the Boltons Conservation Area from where buildings on Warwick Road in the Nevern Square and Philbeach Conservation Area are visible.

#### **Elements in the view:**

To the left of the view, 5 storey Princess Beatrice House abuts the back edge of the pavement. The trees behind rise from behind the cemetery wall which is just visible. On the north side of Old Brompton Road is a 4 storey, Victorian terrace with a 3 storey terrace beyond it. Street trees narrow the distant view.

The highway occupies much of the foreground view.

The centre view of the corner is occupied by a 3 storey public house above which the top part of the Empress State Building is visible. There is a gap in the view above the rear of the public house and before the 4 storey terrace of 1-51 Warwick Road. EC1 appears through the gap

and above the terrace.

#### **The view itself:**

The view is panoramic and open due to the width of the street junction. The vantage point affords a broad view over the south west corner of the opportunity area.

#### **Significance:**

##### **Aesthetic:**

The buildings which form the immediate foreground maintain a largely consistent scale of 4 storey's. The enclosure of the corner view is weakened by the gap in the terraces at the corner.

##### **Historic:**

The view of the Nevern Square and Philbeach Conservation Area has been eroded by the appearance of EC1 above the roofline.

##### **Guidelines:**

There is an opportunity to improve the view with the replacement of EC1 with buildings that do not appear above the roofline of 1-51 Warwick Road. There is also an opportunity to create a composition of buildings behind the gap in the Warwick Road Terrace and the public house that enhances the view of the corner.



Figure 48: View 24 - from Eastern circular approach adjacent to Mortuary Chapel



Figure 49: Location of View 24

### View 24 Eastern circular approach adjacent to Mortuary Chapel

#### The view point:

The view is taken from the east of the Grade II listed Mortuary Chapel and looks north-west across the Grade II\* listed western arcade along the central avenue and the west side of the great circle.

#### Designated Historic assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest.

Grade II\* listed eastern and western arcades.  
Grade II listed, Tomb of Blanche Rosevelt Macchetta.

Building of Merit, Empress State Building.  
The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

(Sentence Removed) The arcade is the focal point and disappears into the distance on the right. Mature trees are visible above some of the length of the arcade but no other buildings beyond the cemetery are visible above it apart from the Empress State Building and the Electricity Substation and EC1 which are partially screened by trees, particularly in the summer. Many gravestones occupy the foreground. The eastern arcade defines the right hand side of the view.

#### The view itself:

The view is panoramic and the focal point is the horizontal arcade with its repeating pattern of vertical arches.

#### Significance:

#### Aesthetic:

The Empress State Building is highly visible however, the view point is not on one of the main axis of the cemetery and it is recessive in

the view. The bell tower on the western arcade has lost prominence on the skyline due to the presence of EC1 in the backdrop.

#### Historic:

When built, the cemetery was on the edge of London and buildings beyond the cemetery would not have been visible on the skyline from this view. The west side of the cemetery lacks enclosure for much of its length. In comparison the east side of the cemetery is well enclosed by Victorian Terraced houses and mature trees along the perimeter.

#### Guidelines:

With the removal of EC1 there is an opportunity to improve the setting of the cemetery in this view and to improve the backdrop to the western arcade and bell tower. Lower buildings on the site of EC1 could be less obtrusive in the skyline and would restore the prominence of the bell tower in the horizon view.

Any visible new buildings beyond the cemetery boundary could enhance the view if they were to incorporate slender and vertical proportions in response to the many vertical elements within the cemetery. Gaps between buildings and glimpses of sky between them will also be necessary to break up the massing, particularly where positioned close to the Empress State Building.



Figure 50: View 25 - from centre of Great Circle



Figure 51: Location of View 25

### View 25 Centre of the Great Circle

#### The view point:

The view is from the **centre** of the Great Circle and is looking north over the Grade II\* listed Western arcade and its bell tower. **Other views are available from this viewpoint.**

#### Designated Historic assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest.

**Grade II\* listed Western Arcade. Grade II listed Tomb of Flight Sub Lieutenant Reginald Warneford VC.**

**Grade II listed Bass family tomb.**

Building of Merit, Empress State Building.

The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

The axial route of the Central Avenue is to the right of centre and the path draws the eye to the vanishing point on the far right. The foreground of the view is scattered with monuments and gravestones. The roof of EC1 is visible on the right in the distant view and the Empress State Building is highly visible further to the left.

#### The view itself:

Mature trees behind the western arcade provide more broken enclosure to the view. The Empress State Building is clearly visible above the western arcade. The grey mass of EC1 provides a **partial** backdrop to the bell tower.

### Significance:

#### Aesthetic:

The view along the Central Avenue is along one of the most important architectural set pieces in the cemetery.

#### Historic:

The quality of the view has been eroded by the appearance of the wide horizontal roof of EC1 behind the bell tower on the western arcade. Although Empress State Building is also prominent it does not impact on the key axial view along the Central Avenue itself.

#### Guidelines:

With the removal of EC1 there is an opportunity to improve the setting of the cemetery in this view and to improve the backdrop to the bell tower. Lower buildings on the site of EC1 could be less obtrusive in the skyline and would restore the prominence of the bell tower in the horizon view.

Any visible new buildings beyond the cemetery boundary could enhance the view if they were to incorporate slender and vertical proportions in response to the many vertical elements within the cemetery. Gaps between buildings and glimpses of sky between them will also be necessary to break up the massing, particularly where positioned close to the Empress State Building.



Figure 52: View 26 - from Along Long Avenue



Figure 53: Location of View 26

### View 26 Along Long Avenue

#### The view point:

The view is along the Central Avenue looking north-west towards the cemetery boundary and the Empress State Building. **Other views area available from this viewpoint.**

#### Designated Historic assets:

Brompton Cemetery is registered Grade 1 on the English Heritage Register of Parks and Gardens of Special Historic Interest.

**Grade II\* listed Triumphal Arch Northern Entrance.**

**Grade II listed Tomb of Herbert Fitch**

Building of Merit, Empress State Building.  
The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

The view is from the central avenue looking North West through the avenue of mature trees and array of gravestones towards the direction of the western boundary of the cemetery. The boundary wall is obscured for much of its length and the edge of the cemetery is weakly enclosed. In the winter the view leaks to the near distant buildings across much of the horizon. The Empress State Building **is more visible** on the sky line and the Hotel Ibis is recessive in the view. **(Sentence Removed)** In the summer most buildings beyond the cemetery are completely screened by the tree canopy. **(Sentence Removed)** The right of the view terminates on the Grade II\* listed triumphal arch of the northern entrance and is fully framed by the tree canopy which obscures most of the sky view during the summer.

#### The view itself:

The view to the triumphal arch is contained by mature trees and **is** highly focused. The view over the west side of the cemetery is panoramic and open and lacks enclosure.

#### Significance:

#### Aesthetic:

The view along the Central Avenue is along one of the most important architectural set pieces in the cemetery.

#### Historic:

When built, the cemetery was on the edge of London and buildings beyond the cemetery would not have been visible on the skyline from this view. The west side of the cemetery lacks enclosure for much of its length. In comparison the east side of the cemetery is well enclosed by Victorian Terraced houses and mature trees along the perimeter.

#### Guidelines:

Any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set backs and silhouettes to provide visual interest with well articulated rooflines and facades. Taller buildings in the view should only be positioned closer to the Empress State Building where they can help to improve its integration into the skyline. However any taller elements must be set away from the cemetery boundary and employ slim vertical proportions to compliment the many vertical elements in the cemetery.



Figure 54: View 27 - from King's Road Junction with Britannia Road





Figure 55: Location of View 27

### View 27 King's Road junction with Britannia Road

#### The view point:

The view looks north from the south side of Kings Road along Britannia Road to Fulham Road.

#### Designated Historic assets:

Building of Merit, Sir Oswald Stoll Foundation, Fulham Road. The view is within the Moore Park Conservation Area.

#### Elements in the view:

The view across the carriageway is framed on the left by a 2 storey Victorian Public House and on the right by a 2 storey modern building. Britannia Road is lined each side by 2 storey, brick terraced houses, some with mansard roof extensions. Houses are set back with small front gardens. Small trees add to the character of the street. The taller Sir Oswald Stoll Foundation terminates the view with the roof of EC1 just visible above it.

#### The view itself:

The view is linear and focused on the distant buildings on Fulham Road. EC1 is just visible but distant. The termination of the view is layered.

#### Significance:

##### Aesthetic:

The street has a domestic scale and buildings of high architectural quality. The termination of the view is distant and indistinct and the taller element of the EC1 roof does not have a negative impact on the view.

##### Historic:

There is no overriding historical significance in this view

##### Guidelines:

When EC1 is replaced new buildings should enhance the layered and recessive nature of the focal point.



Figure 56: View 28 - from Eel Brook Common



Figure 57: Location of View 28

### View 28 Eel Brook Common:

#### The view point:

The view is from the west of Eel Brook Common looking north towards buildings along the northern perimeter.

#### Designated Historic assets:

Building of Merit, Empress State Building. The Common lies within the Parsons Green Conservation Area.

#### Elements in the view:

The foreground is across the open common. On the left are buildings on Campana Road. Close to the centre is a park bandstand and behind it the boundary of the District Line viaduct. The Empress State Building is highly visible in the centre distance. Mature trees screen much of the summer view.

#### The view itself:

The view is panoramic and open. There is seasonal variation in the view with the periphery partially screened by the tree canopy. The Empress State building is a landmark which does not have a negative impact against the broad width of the common due to its distance from the vantage point.

### Significance:

#### Aesthetic:

The character is of open common land with modest scale buildings lying beyond its perimeter. The Empress State Building is a distant landmark that adds interest to the horizon view.

#### Historic:

There is no overriding historical significance to this view.

#### Guidelines:

There is an opportunity to create a more interesting and varied skyline in this view and buildings on the opportunity area should create an interesting composition around the Empress State Building. The building should remain as a local landmark and any buildings around it should not have the effect of creating a solid unrelieved wall of development across the horizon around it. Buildings should be of slender, vertical proportions with varied rooflines, gaps between buildings and glimpses of sky between them.



Figure 58: View 29 - from Farm Lane



Figure 59: Location of View 29

### View 29 Farm Lane

#### The view point:

The view is taken from the west side of Farm Lane next to 27 Walham Grove looking north along Farm Lane from within the Sedlescombe Road Conservation Area towards Lillie Road.

#### Designated Historic assets:

Buildings of Merit, Harwood Arms Public House and Empress State Building. The Harwood Arms is within the Walham Grove Conservation Area. Farm Lane west side is within the Sedlescombe Road Conservation Area.

#### Elements in the view:

On the left of the view, the 3 storey Harwood Arms marks the corner of the junction of Farm Lane with Harwood Road. **2/3 storey buildings are visible further along the west side of the street.** On the right hand side of the view the 2 storey flat fronted terrace on Farm Lane is in a plain Arts and Crafts style with a 3 storey building providing corner emphasis. 2 storey houses on Sedlescombe Road are just visible at the end of Farm Lane and the 14 Storey Hotel Ibis on Lillie Road rises behind them. The Empress State Building on the opportunity area rises significantly higher behind the Farm Lane terrace.

#### The view itself:

The axis of the view runs along the road towards the north of the street. Given the low height of the buildings on either side, enclosure is weak and the sky view and horizon are broad. The termina-

tion of the view has been eroded by The Hotel Ibis which rises abruptly behind the Sedlescombe Road houses and blocks the view. Although the scale of the Empress State Building makes it the dominant feature in the view it is offset from the axis and combined with its vertical proportions its impact is neutral.

#### Significance:

##### Aesthetic:

The view has been eroded by the location, width and scale of the Hotel Ibis. **By** blocking the sky view above Sedlescombe Road **it** prevents the possibility of longer and more legible views over the opportunity area.

##### Historic:

The setting of the conservation area has been harmed by the insensitive scale, massing, location and detailing of the Hotel Ibis.

#### Guidelines:

Any buildings visible on the opportunity area site should be designed to enhance the landmarks status of the Empress State Building and mitigate the negative impact of the Hotel-Ibis. Buildings with slim and vertical proportions are required. A sky view is required to be maintained between the Empress State Building and any buildings to the left of Hotel Ibis in the view to assist the sense of continuity of the axis of the view through the opportunity area.



Figure 60: View 30 - from Lillie Road/North End Road



Figure 61: Location of View 30

### View 30 Lillie Road/North End Road

#### The view point:

The view is from the west side of North End Road at the junction with Lillie Road.

#### Designated Historic assets:

Building of Merit Empress State Building

#### Elements in the view:

The left of the view is framed by a terrace of 2,3 and 4 storey Victorian premises above ground floor shops. The right hand side is framed by the flank wall of a Victorian terrace. The centre ground is occupied by the double roundabout junction where Lillie Road meets North End Road. Behind it rises a 4 storey red brick terrace with stone dressings and shops on the ground floor. The mansard roof has triangular and semicircular gables. The top part of the Empress State Building is visible above the roof line.

#### The view itself:

The corner is well enclosed by attractive buildings of an appropriate scale to the width of the space.

#### Significance:

##### Aesthetic:

The red brick terrace provides strong enclosure for the corner and the architectural detailing of the facades and roofs provide a well articulated and attractive backdrop to the street.

##### Historic:

There is no historic significance in the view

##### Guidelines:

Any buildings visible above the roofline should be slender with vertical emphasis to act as a counterpoint to the Empress State building.



Figure 62: View 31 - from Normand Park





Figure 63: Location of View 31

### View 31 Normand Park

#### The view point:

The view lies within the west of Normand Park, looking east towards the park boundary and the array of buildings beyond.

#### Designated Historic assets:

Building of Merit, Empress State Building.  
Queens Club Gardens Conservation Area

#### Elements in the view:

The grassed playing field occupies the foreground and the informal arrangement of trees that line it. One of the 10 storey blocks on the Clem Attlee Estate is just visible on the right hand side. In the centre, just visible through the trees the 10/11 storey blocks of the West Kensington Estate are visible next to the Empress State Building which is clearly visible above the tree line.

#### The view itself:

The view is panoramic with the Empress State Building the most dominant element on the horizon although it is partially screened by trees.

#### Significance:

##### Aesthetic:

The buildings on the West Kensington Estate create a monotonous horizontal skyline where they are visible in the winter view. Elsewhere, there is a more articulated roofline visible through the tree canopy.

##### Historic:

There is no overriding historic significance in this view which was created from clearance following bomb damage in WW2.

##### Guidelines:

There is an opportunity to create a more interesting and varied skyline in this view and buildings on the opportunity area should create an attractive composition around the Empress State Building. The Building should remain as a local landmark and any buildings around it should not have the effect of creating a solid unrelieved wall of development across the skyline around it. Slender vertical proportions, varied rooflines and gaps between buildings should be employed in any new composition of buildings.



Figure 64: View 1 - from Archel Road



Figure 65: Location of View 32

### View 32 Archel Road

#### The view point:

The view is from Turneville Road by the flank wall of 61 Archel Road and looks east to North End Road and over the roofs of Desborough House and Lickey House to the Empress State Building.

#### Designated Historic Assets:

Building of Merit, Empress State Building. The view point itself lies within the Turneville/Chesson Conservation Area.

#### Elements in the view:

The view is framed on the east and west sides by the opposing terraces of 2 storey plus basement brick Victorian houses. The view is terminated by Lickey House (11 storey) and Desborough House (10 Storey) on the West Kensington Estate. The Empress State Building rises behind them in the centre view. Tree planting is largely unbroken along both sides of the street and screens much of the view in the summer.

#### The view itself:

The view is contained and the skyline is articulated by pitched roofs with chimney stacks at regular intervals. The view is abruptly terminated by Desborough and Lickey Houses which appear to merge and form a tall, continuous wall of development which is prominent as a horizontal feature above the roof lines of the terraces. Mature trees add to the sense of street enclosure.

#### Significance:

##### Aesthetic:

The view has been eroded by the abrupt jump in scale from the houses to the top of Desborough and Lickey House. These buildings are of an oppressive scale and massing and block the view abruptly. The Empress State Building, whilst tall in comparison has a more neutral impact as it is recessive and vertical in its proportions.

##### Historic:

There is no historic significance of the view although the Victorian buildings contain similar architectural qualities to those in the adjacent Turneville/Chesson Conservation Area.

##### Guidelines:

There is an opportunity to improve the view. The Empress State Building could terminate the view more successfully if new buildings along North End Road were lower with a less continuous horizontal roof line. A more layered effect stepping up from North End Road towards the Empress State Building could achieve a more satisfactory transition of scale and improve its setting.



Figure 66: View 33 - from Queens's Club Gardens



Figure 67: Location of View 33

### View 33 Queen's Club Gardens

#### The view point:

The vantage point lies within the gardens looking east towards the eastern boundary of the garden square.

#### Designated Historic assets:

Building of Merit, Empress State Building.  
The view is within Queens Club Gardens Conservation Area.

#### Elements in the view:

The view is over the lawn towards the tennis courts and tree and shrub lined periphery of the garden square. The 4 storey, red brick, mansion blocks, with alternating gables and parapets are visible but screened by the trees.

#### The view itself:

The view is panoramic but enclosed by the mature trees. There is some seasonal variation in the view and in the summer the view of Empress State Building is completely masked by the large tree on the right.

#### Significance:

##### Aesthetic:

When inside the garden there is a sense of enclosure and separation from the city beyond.

##### Historic:

The sense of enclosure is important to the character of the conservation area which could potentially be harmed by tall buildings on the opportunity area.

#### Guidelines:

Any buildings visible above the roofline should be less prominent in the view than Empress State Building, and should have a roofline and architectural detailing that compliments the roofscape and design of buildings around Queens Club Gardens.



Figure 68: View 34 - from Greyhound Road Junction with St. Andrews Road



Figure 69: Location of View 34

### View 34 Greyhound Road junction with St. Andrews Road

#### The view point:

The view is from Greyhound Road to the west of its junction with St. Andrews Road looking east.

#### Designated Historic Assets:

St. Andrews Church Grade II listed, Buildings of Merit, 1-9 Normand Gardens and Empress State Building. The view is within the Queens Club Conservation Area.

#### Elements in the View:

On the left of the view are modest 2 storey, rendered, Georgian, terraced cottages, 2 of which were shops in the past. On the right of the view is the edge of Queens Club Gardens, a 4 storey, red brick mansion block **is visible** adjacent to Fulham Preparatory School, a 3 storey yellow stock brick building with red brick details. The street splits either side of the triangular form of the 5 storey, St. Andrews Mansions, a late 19th Century Mansion Block. A terrace of 2 storey Victorian houses occupies the centre view **and the Empress State Building rises behind it.**

#### The view itself:

The view is informal and focuses on St. Andrews Mansions with its striking triangular form, richly articulated roofline of Flemish gables and the spire of St. Andrews Church adding to the interest of the roofline above. The view to its left along St. Andrews Road is blocked by a mature hedge. The view is framed on the south side by the Fulham Preparatory School and looks towards the lower **terrace of houses**, 1-9 Normand Gardens.

The Empress State Building dominates the

skyline as a stand alone building above the roofline of terraced houses even though it is set back at some distance. Its great scale and contrast in height to the foreground, shortens the perspective of the view.

#### Significance:

#### Aesthetic:

St. Andrews Mansions acts as an attractive local landmark which is balanced in scale with the Preparatory School. The terrace of 2 storey houses is also recessive due to its scale and **is subordinate** in the view. This terrace is of insufficient scale to provide enclosure for the view.

#### Historic:

There is no overriding historic significance, the view was not designed as a coherent set piece.

#### Guidelines:

There is scope for buildings to appear as a backdrop to 1-9 Normand Gardens and improve the enclosure of the view and the integration of the Empress State Building. New buildings should achieve a more satisfactory transition of scale from 2 storey houses to the **106m (AOD)** Empress State Building. They should ensure that some of the roofline of the 2 storey terraced Victorian buildings remains on the skyline, especially close to Fulham Preparatory School. Materials should be sympathetic to the buildings that frame the view.



Figure 70: View 35 - from Holland House





Figure 71: Location of View 35

### View 35 Queens Club

#### The view itself:

The view is taken from the **lower** steps of the club house pavilion. The view looks over the tennis courts to the long terrace of buildings on Palliser Road.

#### Historic Assets in the view:

Grade II listed St. Andrews Church. Buildings of Merit, buildings within the grounds of Queens Club and the Empress State Building. The view is within the Queens Club Conservation Area

#### Elements in the view:

In the fore ground are the lawns and tennis courts of the Queens Club. On the horizon is the long terrace 2-46 Gledstanes Road which is predominantly comprised of 4 storey brick houses with a strong pattern of vertical facades with Flemish Gables in front of pitched roofs. At the southern end of the terrace is a 6 storey mansion block. To the right, houses on Palliser Road with pitched roofs are visible behind the canopy of the large mature tree. The spire of St. Andrews Church is prominent as a backdrop to buildings within the Queens Club.

#### The view itself:

This is a panoramic view and the horizontal roofline of Gledstanes Road is the predominant feature of importance on the left and central horizon. Despite the modern block inserts **in the terrace** the Flemish gables are striking and a characteristic of the Conservation Area.

The horizontality emphasises the vast view of sky with no intrusion from buildings behind the terrace. The mansion block is an incongruous element in the townscape which partially screens the view of the Empress State Building.

On the right hand side the spire of the church is strongly defined against a backdrop of open sky.

#### Significance:

##### Aesthetic:

The potentially negative impact of the Empress State Building is mitigated by the screening effect of the mansion block in Gledstanes Road.

##### Historic:

The roofline of Gledstanes Road and the panoramic sky view is a key feature of the conservation area.

#### Guidelines:

Any buildings visible above the rooflines of 2-46 Gledstanes Road should be insignificant in scale so as to be lost amongst the roofscape of chimneys and gables. Taller buildings are acceptable as a backdrop to the mansion block where they are largely hidden from view. They should be no more apparent in their impact than the Empress State Building and should be massed so as to maintain gaps between buildings and preserve the impression of open sky.



Figure 72: View 36 - from Charleville Road



Figure 73: Location of View 36

### View 36 Charleville Road

#### The view point:

The view is from outside 26 Gledstanes Road and the axis is looking east along the centre of Charleville Road to buildings on North End Road.

#### Designated Historic Assets:

Buildings of Merit 18-56, 19-43 Charleville Road. All Buildings in the view lie within the Baron's Court Conservation Area.

#### Elements in the View:

In the foreground, left and right are 4 storey brick mansion blocks plus basements. Further along the street stucco, porticoed terraces are just visible. The view is terminated by the roofline of the 4 storey terrace 197 to 225 North End Road. The south end of the terrace and its most southern building is distinguished by a French style mansard roof.

#### The view itself:

Building styles along Charleville Road vary but in the immediate view the rooflines are well articulated, particularly on the north side with Flemish style gables. There is a strong sense of enclosure and strong sense of perspective diminishing towards the focal point on North End Road. The view is terminated by the roofline of the 4 storey terrace 197 to 225 North End Road. No buildings beyond the street are tall enough to break the parapet line and intrude in the view.

Tree planting is sparse however, in summer the

tree canopy is sufficient to narrow the focal point of the view.

#### Significance:

##### Aesthetic:

The view is strongly directional and legible, highly contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Baron's Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

##### Historic:

A distinguishing characteristic of this conservation area is the repeating pattern of long, parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys.

#### Guidelines:

Any buildings appearing above the rooflines of Charleville Road and North End Road in this view should preserve the strong perspective and diminishing scale. The near-symmetry of the view is also significant, and any new buildings should have regard to this. Buildings on the opportunity area site should be layered and strongly recessive in the view and not dominate the horizon.



Figure 74: View 37 - from Comeragh Road



Figure 75: Location of View 37

### View 37 Comeragh Road

#### The view point:

The view is looking east from outside 3 Palliser Road and the axis is looking east along Comeragh Road to buildings on Challoner Road and beyond to North End Road.

#### Designated Historic Assets:

Buildings of Merit 2-48, 1-29, 43-71 Comeragh Road, Indian Cultural Centre, Challoner Street. The view is within Barons Court Conservation Area.

#### Elements in the view:

Building styles on Comeragh Road vary with Flemish style red brick terraces in the foreground and Italianate stucco buildings with porticoes visible in the centre. The rooflines are well articulated with gables and chimneys in the foreground and balustrades in the centre view. The 9 storey Ashfield House is just visible above the tree canopy to the left of centre view.

#### The view itself:

The largely consistent rooflines create a strong perspective which is terminated by the locally listed Indian Cultural Centre on Challoner Street and 181 and 185 North End Road. The view is layered with Victorian buildings on North End Road visible.

#### Significance:

##### Aesthetic:

The view is strongly directional and legible, highly contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Baron's Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

##### Historic:

A distinguishing characteristic of this conservation area is the repeating pattern of long, parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys.

##### Guidelines:

Any buildings appearing above the rooflines of Comeragh Road and North End Road in this view should preserve the strong perspective and diminishing scale. Buildings on the Opportunity Area site should be strongly recessive in the view and not significantly interrupt the strong dominant horizontal skyline.



Figure 76: View 38 - Baron's Court Road



Figure 77: Location of View 38

### View 38 Baron's Court Road

#### The view point:

The view is from outside 64 Barons Court Road, the axis of the view is not central but looks to the east along Barons Court Road and at buildings that line the south side of Baron's Court Road and Barton Road.

#### Designated Historic Assets:

Buildings of Merit, 23, 2-60 Barons Court Road. 5-9 Barton Road, 2-18 Comeragh Road, Comeragh Mews. The view is within Baron's Court Conservation Area.

#### Elements in the view:

On the right the mature tree partially screens the view of the end of the 3 storey terrace, 5-9 Barton Road in an Italianate style with brick and stucco. The centre view is the stucco entrance to Comerah Mews. The continuation of Barons Court Road is lined with more 3 storey Italianate brick and stucco terraced houses, some with later roof additions. The left hand side view consists of 3 storey, terraced houses from 2 to 60 Barons Court.

#### The view itself:

The vantage point is at the junction of two streets and the width of street affords a wide sky view above the buildings. From this angle the well enclosed nature of the street is not as obvious as other streets in the area.

The offset alignment of buildings on the south side of Baron's Court Road creates a broken but attractive skyline. No buildings are visible above the roof line but occasional additional roof storeys are visible along with party walls and chimneys.

The view diminishes to a vanishing point in the east. Some of the sky view will be obscured in summer by the mature Tree in front of 5-9 Barton Road.

#### Significance:

##### Aesthetic:

The view has a broken formality comprised entirely of buildings of complimentary styles

##### History:

With the exception of later roof additions the view is largely unchanged.

#### Guidelines:

The view of Victorian buildings should not be spoiled by the potentially harmful impact of buildings above the roofline. If buildings are visible they must be so unobtrusive that they would be difficult to discern amongst the roofscape of chimneys and existing roof additions.



Figure 78: View 39 - from Hammersmith Cemetery





Figure 79: Location of View 39

### View 39 Hammersmith Cemetery

#### The view point:

The axis of the view is off centre and looks east along the central path from the western end of the path to the east of the Frederick Young memorial.

#### Designated Heritage Assets:

Grade II listed Abraham Smith Memorial. Building of Merit, Empress State Building. The cemetery is in the Barons Court Conservation Area.

#### Elements in the view:

The off centre axis runs along the central path to the vanishing point. The foreground on both sides of the path is lined with regimented rows of graves and tombstones. The horizon is lined with mature trees which completely screen out buildings beyond the cemetery. The Empress State Building is visible through the tree canopy in the winter view but below the tree line. Low rise houses on the park's southern boundary are visible but partly screened by tombstones and trees.

#### The view itself:

The view is panoramic with the cemetery fringed by a horizon of trees which prevent intrusion from the city beyond. The Empress State Building is not intrusive in the view given the distance and tree screening. In summer the building is completely blocked from the view by the tree canopy.

#### Significance:

##### Aesthetic:

There is a sense of separation from the city beyond as there is nothing beyond the cemetery to distract from the long axis of the central path and the gravestones.

##### Historic:

The axis of the view is the architectural set piece in this view and the most important element of the view to be conserved.

##### Guidelines:

Buildings on the opportunity area should be recessive in the view and no more prominent than the Empress State Building.



Figure 80: View 40 - from Talgarth Road



Figure 81: Location of View 40

### View 40 Talgarth Road

**The view point:** The vantage point is from south of West Kensington College on the north side of Talgarth road and the view looks east along the highway to the vanishing point.

#### Designated Historic Assets:

Grade II listed St.Pauls Studios, 135-149 Talgarth Road. Buildings of Merit, 151 Talgarth Road, Empress State Building. The west side of the view looks over the Barons Court Conservation Area and the Gunter Estate Conservation Area.

#### Elements in the view:

The centre view is dominated by the highway and central reservation which stretches to the vanishing point in the east. On the left hand side the boundary wall of the modern West Kensington College is visible with the tree canopy beyond it obscuring views of other buildings on this side of the highway.

On the right hand side is 151 Talgarth Road, an elegant late Victorian building in Queen Anne style of red brick with rubbed brick pilasters and window reveals and a very grand carved door case with segmented pediment.

Further to the left are the Grade II listed houses in the terrace 135-149 Talgarth Road. These form a picturesque group of artists studios designed in 1891 by Frederick Walker for bachelor artists. The houses have decorative facades with Flemish influence particularly to the wrought iron railings.

Beyond the junction with Barons Court Road lies the long sweep of Cromwell Terrace in the Gunter Estate Conservation Area which has 3 storey stock brick, houses plus basement with pitched roofs and a strongly repeating pattern of chimneys. The roof of EC1 is visible above the terrace in the distant view.

Some trees partially screen the distant view on the left hand side.

#### The view itself:

The view is panoramic as the vantage point looks across the wide highway and affords a wide view of the horizon, much of which is over the opportunity area. The centre view is channelled

along the highway until the vanishing point.

#### Significance:

##### Aesthetic:

The view is dominated by the highway and its infrastructure and is strongly directional and legible. From this vantage point the attractive sweep of Cromwell Terrace is revealed and is a distinctive gateway feature marking the beginning of a more metropolitan area.

##### Historic:

There is no historic significance of this view which was created in the mid late 20th century following demolition and road widening. However, the setting of the Grade II listed St.Paul's Studios must be protected.

##### Guidelines:

Given the distance of the vantage point from the opportunity area, the entire width of the skyline above it is visible and any new mid rise or tall buildings are likely to have an impact. (Sentence Removed) There is an opportunity to improve the view from this vantage point by replacing the horizontal rooflines of the Earl's Court Exhibition Centre buildings with more slender buildings with vertical proportions. The effect of new buildings in combination across the width of the skyline needs careful consideration. Proposals should demonstrate that alignment, spacing, height, bulk, silhouette massing and design quality can improve the relationship with the conservation area and listed buildings across the skyline.



Figure 82: View 41 - from Talgarth Road (North End Road)



Figure 83: Location of View 41

### View 41 Talgarth Road (North End Road)

#### The view point:

The view is within the Gunter Estate Conservation Area south of 1 Gwendwr Gardens looking west along Talgarth Road/A4 to the point where it disappears on the horizon.

#### Designated Historic Assets:

Building of Merit Three Kings Public House. The view is from south of the Gunter Estate Conservation Area and buildings in the Barons Court Conservation Area are visible at the junction with North End Road on the south side of the highway.

#### Elements in the view:

The highway occupies much of the view and diminishes towards the horizon. 9 storey Ashfield house, within the opportunity area occupies the centre view with its distinctive chamfered roof profile and beige cladding. On the south side of Talgarth Road buildings in the view are within the Barons Court Conservation Area. West of North End Road a Victorian, 4 storey building, 62 North End Road steps down in height to 3 storeys. On the other side of North End Road is the red brick, 4 storey Three Kings Public House. On the left hand side the view looks along the grass verge and pavement to the rear of the 4 storey Victorian terrace, 70 North End Road in front of 7 Storey West Kensington Court.

#### The view itself:

The view is panoramic with the highway cutting providing an off centre axis that is framed by West Kensington Court and the Three Kings Public House with Ashfield House at the focal point.

### Significance:

#### Aesthetic:

The highway and associated street furniture create an unattractive setting for the buildings on either side. The Three Kings Public House is a distinct building with a richly articulated facade and roofline. It stands alone at present as there are no buildings beyond it on the opportunity area site until Ashfield House. The south side of the view lacks enclosure and Ashfield House itself is incongruous in its form and details and does not enhance the townscape.

#### Historic:

There is no overriding historic importance to this view

#### Guidelines:

The view would benefit from the removal of Ashfield House and enclosure by buildings of an appropriate scale, massing and architectural detailing along the south side of Talgarth Road. New buildings should have regard to the scale and setting of the Three Kings Public House and should be similar in height at their junction with it. Building heights may rise moving away from the public house towards the horizon. Building heights in the view should not exceed West Kensington Court from this vantage point. Building facades should be articulated so as not to create a solid unbroken wall rising from the back edge of the pavement. Facades and rooflines should be modulated to add significant visual interest to the Metropolitan Face of the opportunity area.



Figure 84: View 42 - from Gliddon Road Junction of Gunterstone



Figure 85: Location of View 42

## View 42 Gliddon Road junction of

### Gunterstone Road

#### The view point:

The view is from Gliddon Road looking south-east along the centre of Gunterstone Road.

#### Designated Historic Assets:

Buildings of Merit: 4 Gunterstone Road. All buildings in the view are in the conservation area apart from West Kensington Court and Ashfield House. The view is from within the Gunter Estate Conservation Areas

#### Elements in the view:

The left foreground is occupied by the end of the substantial 3 storey (plus basement) terrace of 4 Gliddon Road. This is a Building of Merit and of a different architectural style to Gunterstone Road. In the foreground the scale of buildings is 3 storeys plus basement on both sides of the street. The scale of buildings increases beyond the junction with Glazbury Road but the transition is obscured by the street tree canopies. Overall the effect is of broad continuity of scale diminishing towards the focal point on North End Road. Wellesley Mansions in the conservation area terminates the view with 7 storey West Kensington Court rising on the right hand side and as a back drop. 9 storey Ashfield House is just visible above West Kensington Court above them.

#### The view itself:

The view is well contained by the rooflines along Gunterstone with a perspective which diminishes to North End Road. The termination of the view

is layered with buildings of various architectural styles. When in leaf the tree canopies will narrow the focal point and reduce the impact of the taller buildings.

#### Significance:

##### Aesthetic:

Taller buildings beyond Wellesley mansions have eroded the diminishing perspective to some extent as the scale of buildings is significantly higher than the 3.5 to 4.5 prevailing in Gunterstone Road. However, the scale of buildings has not completely overwhelmed the scale of the street. There is seasonal variation in the view and tree canopies in the mid and distant view narrow the focal point and partially disguise the increase in the scale of buildings at the termination of the view.

##### Historic:

Originally the conservation area view would have been enclosed by buildings of a similar period with no intrusion from the city beyond. The historic view has been eroded and a more layered townscape is visible at the east end of the street.

#### Guidelines:

Any new buildings which are visible on the opportunity area should be massed and scaled to be recessive in the view and maintain the sense of diminishing perspective.



Figure 86: View 43 - from North End Road





Figure 87: Location of View 43

### View 43 North End Road

#### The view point:

The view is taken from within the highway looking south towards the opportunity area.

#### Designated historic assets:

Building of Merit: 3 North End Crescent and Empress State Building. Buildings on the right hand side and no.3 North End Crescent are in the Fitzgeorge and Fitzjames Conservation Area.

#### Elements in the view:

The right hand side is framed by the 3 interlinked blocks of North End House which have 8 storey red brick facades above stucco bases with stucco top floors. On the left hand side are the 5 storey blocks of the post war Lytton Estate which is outside the conservation area. At the centre of the view is the Building of Merit, former public house, 3 North End Close with the Empress State Building visible above it.

#### The view itself:

The view is largely contained but asymmetric as North End House is dominant in scale and unlike the Lytton Estate is not set back from the back edge of the pavement. Although the top part of Empress State building is highly visible as a stand alone object it does not detract from the view which is dominated by the North End House blocks. There is a gap between North End House and Empress State building preserving the sky view between them.

#### Significance:

##### Aesthetic:

The 3 interlinked blocks of North End House are a unique feature marking the edge of the conservation area which stand out strongly against the sky. The Empress State Building is recessive in the view and does not harm the setting of the conservation area in this view. The sky view between Empress State Building and these blocks helps to preserve the dominance of the 3 block form in the townscape.

##### Historic:

There is no overriding historic importance in the view however, maintaining the character of the edge of the conservation area is important.

##### Guidelines:

A significant gap and view of sky should be maintained between the Empress State Building and North End House in order to maintain the silhouette of the 3 pavilion blocks against the sky. Buildings on the opportunity area should not create a relentless wall of tall buildings which rise in the same plane. A layered recessive approach would help to integrate the Empress State Building with the lower buildings in front of it and reduce its isolation as a stand alone object.



Figure 88: View 44 - from Mornington Avenue



Figure 89: Location of View 44

### View 44 Mornington Avenue

#### The view point:

Is from the north of Mornington Avenue looking south-east towards the A4 and the opportunity area site beyond.

#### Designated historic Assets:

Mornington Avenue is within the Olympia and Avonmore Conservation Area

#### Elements in the view:

The left and right hand sides of the view are contained by the 3 storey red brick terraces with basements and attic storeys. On the left hand side Mornington Avenue Mansions terminates the terrace and consists of a complex red brick building of 4 storeys plus basement and tall flat topped gables. The end of the street is a cul-de-sac terminated by the gently rising elevated section of the A4, West Cromwell Road. The 9 Storey Ashfield House on the opportunity area site rises behind it.

#### The view itself:

The view is along the gently curving street and is contained and channelled by buildings with richly detailed elevations and highly articulated facades. The view point is abruptly terminated by Ashfield House which is even visible above the roofline of Mornington Avenue Mansions.

#### Significance:

##### Aesthetic:

Ashfield House abruptly terminates the full width of the view with a building of far greater height than the prevailing 4-5 storeys in Mornington Avenue. Legible views into the opportunity site are prevented. The width, location and architectural detailing of Ashfield House is unsympathetic to the detailed Victorian facades of Mornington Avenue.

##### Historic:

There is no overriding historic significance to this view

##### Guidelines:

Buildings on the opportunity area should be carefully aligned to allow the continuation of the view further into the opportunity area to improve its legibility. The scale and massing of buildings south of West Cromwell Road should create a comfortable relationship with existing buildings on the north side and architectural detailing should be neutral or complimentary as a backdrop to buildings in Mornington Avenue.



Figure 90: View 45 - from Micklethwaite Road



Figure 91: Location of View 45

### View 45 Micklethwaite Road.

#### The view point:

The view is from adjacent to 53 Halford Road in the Sedlescombe Conservation Area, looking north along Ongar Road to Lillie Road and buildings on the opportunity area.

#### Designated Heritage Assets:

Building of Merit, Empress State Building

#### Elements in the view:

The off centre axis of the view is enclosed by the Victorian terraces of Ongar Road which are 3 storey plus basement, stock brick with stucco bays, window surrounds and cornices. The Empress State Building is off centre from the axis but is dominant in the view.

#### The view itself:

The view along Ongar Road is contained. The vanishing point is terminated by trees with open sky views above.

#### Significance:

##### Aesthetic:

The termination of the view is open, allowing sightlines over the opportunity area.

##### Historic:

There is no overriding historic importance in this view

#### Guidelines:

There is an opportunity to integrate the Empress State Building amongst a layered composition of buildings which provide a more distinct termination of the view and improve legibility into the site. The scale of buildings should not be oppressive or create a wall of development and, should be recessive to improve the sense of perspective.



Figure 92: View 46 - from Perham Road



Figure 93: Location of View 1

## View 46 Perham Road

### The view point:

The view is looking east from the Queens Club gates along the centre of Perham Road towards buildings on Challoner Crescent.

### Designated historic assets:

Buildings of Merit: 1-41,2-42 Perham Road, 1-3 Challoner Crescent. All buildings in the view as far as North End Road are within the Barons Court Conservation Area:

### Elements in the view:

Buildings on Perham Road are mainly of two types. In the foreground, west of Vereker Road, and on each side of the street are mainly 3 storey, red brick houses with single or two storey bays and slate roofs and moulded brickwork. East of Vereker Road the style changes to taller, 3 storey stucco terraced houses (**Buildings of Merit**) with Tuscan porticoes. The view is terminated by 1-3 Challoner Crescent with no.3 lower than the adjacent terrace. It is a picturesque brick building with large canted bays that steps down from part 2 to part 1 storey. In the near distance, the modern 11 storey Fairburn House on the West Kensington Estate is clearly visible beyond Challoner Crescent. In the far distance the 27 storey Forum Holiday Inn Hotel on Cromwell Road is visible but recessive in the view. There are very few trees in the view on the north side of the street.

### The view itself:

The view is contained by the terraces of similar height all the way to the focal point on Challoner Crescent. The rooflines are consistent with cornices and balustrades west of Vereker Road and cornices east of Vereker Road. These create a strong perspective which is terminated by similar height buildings on Challoner Crescent.

Fairburn House has eroded the view, it has introduced a wide horizontal element on the skyline which partially blocks the sky view beyond **North End Road**. It has undermined the sense of a diminishing perspective. The London Forum Kensington Hotel does not harm the view as it is offset from the centre, is very distant and appears light against the sky.

### Significance:

#### Aesthetic:

The view is strongly directional and legible, highly contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Barons Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

#### Historic:

A distinguishing characteristic of this conservation area is the repeating pattern of long, parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys

### Guidelines:

Any buildings appearing above the rooflines of Challoner Crescent should preserve the strong perspective. Buildings on the opportunity area should be recessive in the view and not dominate the horizon. There is an opportunity to improve the view by replacing Fairburn House with buildings which do not block the view.



Figure 94: View 47 - from Fairholme Road





Figure 95: Location of View 47

### View 47 Fairholme Road

The view is looking east from outside 42 Gledstanes Road along the centre of Fairholme Road to Challoner Street.

#### Designated Historic Assets:

1-43, 2-24 Fairholme Road, Challoner Mansions. The view is within Barons Court Conservation Area.

#### Elements in the View:

Buildings on Fairholme Road are mainly of three types. In the foreground on the left hand side (west of Vereker Road), are 3 storey red brick houses with single or two storey bays and slate roofs and moulded brickwork. A continuous brick balustrade strongly defines the terrace against the sky. In the foreground right, is a terrace of 3 storey red brick houses with a repeating pattern of paired Flemish gables. East of Vereker Road the style changes to taller, 3 storey stucco terraced houses with Tuscan porticoes.

Nos 1 to 4 Challoner Street is a short terrace of red brick buildings with slate roofs, attics and semi-basements, all with variations in architectural detailing. The junction with 1 to 20 Challoner Mansions is central to the view. This is a four storey mansion block with semi-basements in red brick. The roofline across Challoner Street is articulated with gables, attic storeys and chimneys and these features reinforce the vertical proportions of the building facades. Tree planting is sparse but narrows the focal point of the view in summer.

#### The view itself:

The view is contained by terraces of similar height all the way to the focal point on Challoner Street. There is a strong perspective which is terminated by buildings of similar height on Challoner Street. There is no intrusion into the view from buildings beyond the contained view.

#### Significance:

##### Aesthetic:

The view is strongly directional and legible, highly contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Baron's Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

##### Historic:

A predominant characteristic of this conservation area is the repeating pattern of parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys.

#### Guidelines:

No buildings beyond the site are visible above the roofline of buildings on Challoner Street. Any buildings appearing above the rooflines should preserve the strong perspective view along Fairholme Road. Buildings on the opportunity area site should be recessive in the view and not block or dominate the horizon.



Figure 96: View 48 - from Castletown Road



Figure 97: Location of View 48

### View 48 Castletown Road

#### The view point:

The view is looking east from outside 8 Gledstanes Road along the centre of Castletown Road.

#### Designated Historic Assets:

Buildings of Merit 1A-51, 2-34 Castletown Road St.Cuthberts Church, Grade II Listed. The view is within Barons Court Conservation Area.

#### Elements in the view:

Buildings on Castletown Road are mainly of two types. In the foreground (west of Vereker Road) on both sides of the street are, 3 storey red brick houses with two storey bays and balconies above with railings. The rooflines are strongly articulated with pedimented gables and tall chimneys.

East of Vereker Road the style changes to taller, 4 storey stucco terraced houses with Tuscan porticoes. The view is focused on the end of the terrace 181 to 203C North End Road. This is part of an interesting composition of two terraces of large yellow 3 storey stock brick houses plus attic storeys. The visible part is the taller 4 storey pavilion at the end of the terrace. The facades have many stucco features including linked stucco arches and pilasters with Corinthian capitals. The view leaks to the right into Beaumont Crescent and the roofline of Kensington Hall Gardens is just visible together with the more prominent spire of St.Cuthberts Church.

#### The view itself:

The view is contained and there is a strong perspective which is more intense at the east end of the street where the taller 4 storey buildings create a higher degree of enclosure. Tree

planting is sparse but narrows the focal point of the view in summer. The termination of the view is highly focused on buildings with a strong vertical emphasis and a layered skyline. The spire of St.Cuthberts Church is a local landmark.  
**Significance:**

#### Aesthetic:

The view is strongly directional and legible, highly contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Baron's Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

#### Historic:

A predominant characteristic of this conservation area is the repeating pattern of parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys.

#### Guidelines:

Any buildings appearing above the rooflines on North End Road or Castletown Road should preserve the strong enclosed perspective view. Buildings on the opportunity area should be recessive in the view, not dominate the horizon and have vertical proportions that work with the historic architecture. The view of St.Cuthberts Church should be preserved as a local landmark.



Figure 98: View 49 - from Holland House



Figure 99: Location of View 49

### View 49 Barton Road

The view is from outside 8 Palliser Road looking east along Barton Road to Barons Court Road.

#### Designated Historic Assets:

Buildings of Merit, 5-9 Barton Road 20-42 Barons Court Road. The view is within Barons Court Conservation Area.

#### Elements in the view:

On the right hand side of the view is a modern 4.5 storey apartment block adjacent to a terrace of 3 storey red brick houses with consistent parapet line until they adjoin the houses with stucco features 5-9 Barton Road.

Buildings on the left hand side of the view are of a later period than most of the conservation area. Behind the three mature trees which are protected by tree preservation orders is a terrace of 34 linked suburban houses in the style of Voysey. Houses are of 2 storeys with dormers in the pitched roofs. The seven storey, brown brick, 1930's apartment block, Barton Court is a local landmark at the end of the terrace.

The view is terminated by the 4 storey terrace 2-60 Barons Court Road with its stucco features, continuous cornice line and porticos. The top of 9 storey Ashfield House on the opportunity area is just visible above the parapet but it is recessive in the view.

#### The view itself:

The view is not typical of the conservation area as it contains a more diverse range of buildings of different periods and styles and of varying scale. The set back terrace of houses does not provide the same intensity of enclosure as in neighbouring streets. Due to its greater scale Barton Court helps to frame the focal point on Barons Court Road. The view does however, share a characteristic with many other parallel streets in the conservation area in that it has a sense of perspective and is terminated by buildings of similar scale with very little beyond the street intruding in the view. Enclosure is less

intense than in neighbouring streets but there is seasonal variation in the view and when in leaf the tree canopy strengthens the enclosure and perspective.

#### Significance:

##### Aesthetic:

The view is strongly directional and legible, contained with well articulated rooflines defining the sky view. The pattern repeats in adjacent streets in the Barons Court Conservation area and contributes to its unique character and separateness from adjacent neighbourhoods.

##### Historic:

A predominant characteristic of this conservation area is the repeating pattern of parallel streets of broadly west to east orientation. The streets are largely comprised of cohesive terraces of houses and mansion blocks. All of the streets with this orientation are well enclosed by buildings of 3 to 5 storeys. Although more varied in architectural styles and building scales the street shares the strong linear east-west perspective typical of the conservation area.

#### Guidelines:

Any buildings appearing above the rooflines on Barons Court Road or Barton Road should preserve the perspective view. Buildings on the opportunity area site should be recessive in the view, not dominate the horizon and have vertical proportions that work with the historic architecture.



Figure 100: View 50 - from Lillie Road



Figure 101: Location of View 50

### View 50 Lillie Road

#### The view point:

The view is from the south side of Lillie Road looking north to the terrace 62 to 68 Lillie Road

#### Designated Historic Elements:

Listed Grade II, 62 to 68 Lillie Road

#### Elements in the view:

The view looks directly at the two connected pairs of slate roofed houses. These are early/mid 19th century of 3 storey plus basement, with 2 storey porches and subordinate connecting wings (one with attic storey addition). Facades are of painted stucco with horizontal rustication to the ground floor. In this view the Empress State Building is screened by trees but visible as a backdrop to the listed buildings over the 2 storey connecting wings. Mature trees occupy the foreground.

#### The view itself:

The view is of the interconnected historic houses with an open sky view above them. In summer, the sky view is heavily screened by the mature trees.

#### Significance:

##### Aesthetic:

The symmetry of the group of buildings is still discernable and anything appearing in the backdrop could have a negative impact on this if not carefully located, massed and detailed.

##### Historic:

The subordinate nature of the connecting blocks with their reduced height and set back from the main building line is an important part of the character of this group of listed buildings.

##### Guidelines:

The location, massing and architectural detailing of any buildings in the backdrop to the group of listed building should be sympathetic to their character.



Figure 102: View S1 - from Holland House





Figure 103: Location of View S1

### View S1 Holland Park

#### The view point:

The view is from the steps of the Grade I listed Holland House and its axis is over the open space now called the Cricket Ground, and beyond over the roofs of the former Commonwealth Institute building and other buildings comprising the environs of Kensington High Street. Other views are also available from this viewing place, in front of Holland House.

#### Designated Historic Assets:

The location of the viewing point is within Holland Park Conservation Area. Holland House (behind the view point) is Grade I Listed. The Commonwealth Institute is Grade II\*.

#### Elements in the view:

The foreground comprises a number of mature trees of a variety of species, with the open cricket ground in the middle ground. Beyond that are 9 storey, brick, pavilion apartment buildings on Park Close that date from the 1960s. The Empress State building is visible to the left of one of the apartment blocks. In the centre left view is the distinctive roof line of the Grade II\* listed former Commonwealth Institute. Buildings beyond the immediate park boundary are substantially screened by mature trees, but the Empress State Building is partially visible in the distance behind the Park Close block

#### The view itself:

The view is panoramic, open and informal. The skyline is softened by the presence of the mature trees. The view will have significant seasonal

variation, although views of the skyline would be visible from beneath the tree canopies in the summer. There is no uniform height or form to the buildings on the skyline, and although there is a general consistent 'maximum' set by the apartment blocks, the Empress State, and the apex of the roof of the former Commonwealth Institute building, there are important gaps between them, which aids the sense of openness of the view. The opportunity area is distant from the location of this view.

#### Significance:

##### Aesthetic:

The tree lined edges of the park provide enclosure and a sense of separateness from the surrounding city. Some buildings are currently visible through the tree line such as the 9 storey blocks on Park Close.

Although the opportunity area is set back at some distance, buildings could be seen over a wide area of the skyline **through** the trees from this vantage point.

##### Historic:

There is no overriding historic significance of the view, which contains buildings and open space that date from a variety of different periods

##### Guidelines:

New buildings visible from this view point must be recessive in the view, and be generally within the maximum height set by the different buildings at present. They should avoid closing the gaps between buildings currently on the skyline.



Figure 104: View S2 - from The Round Pond, Kensington Gardens



Figure 105: Location of View S2

### View S2 The Round Pond, Kensington Gardens

#### The view point:

Is from the north east edge of the Round Pond in Kensington Gardens looking south west to the park perimeter and buildings on Kensington High Street. **Other views are available from this viewing place.**

#### Designated historic Assets:

Kensington Gardens is Grade I listed in the English Heritage register of Parks and Garden Squares of Special Historic Interest. Grade I listed Kensington Palace. Grade II\* listed St.Mary Abbots Church. Grade II listed former Barkers of Kensington Department Store.

#### Elements in the view:

The foreground is the round pond with the tree lined park perimeter beyond. Kensington Palace is visible on the extreme right of the view. Moving left, the spire of St.Mary Abbots appears above the tree line as do the two glass towers of the former Barkers of Kensington department Store and the cupola of 36-38 Kensington High Street. The 12 storey Royal Garden Hotel on Kensington High Street is close to the centre of the view. The Empress State Building is visible in the distance on its immediate left. Buildings on Kensington Road are visible along Kensington Road on the south of the park. In the distance on the far left the 27 storey London Forum Hotel on Gloucester Road is visible through the trees..

#### The view itself:

The view is panoramic with an open foreground.

There is seasonal variety in the view with more dense screening of the periphery when the trees are in leaf.

#### Significance:

##### Aesthetic:

The view contains buildings from many periods which create a varied and layered skyline of interesting elements which are visible through and above the tree line.

##### Historic:

The Grounds of Kensington Gardens form the setting of the Grade I listed Kensington Palace. The most important part of the view is the backdrop to Kensington Palace but the opportunity area sight lies further to it's left.

##### Guidelines:

The skyline is already very varied with some distinguished buildings in the middle ground and distance. The silhouette of distant tall buildings on the opportunity area may add to the interesting variety of taller elements on the skyline. Any visible buildings should be recessive in the view, slender in appearance and maintain gaps and sky view between them.



Figure 106: View S3 - from Southern Abutment of Chelsea Bridge



Figure 107: Location of View S3

### View S3 Southern Abutment of Chelsea Bridge

#### The view point:

The view is from the southern abutment of Chelsea Bridge looking west along the Thames to its vanishing point. **Other views are available from this viewing place.**

#### Designated Historic Assets:

Grade I listed Royal Hospital, Grade II\* listed Albert Bridge, Thames Conservation Area, Royal Hospital Conservation area.

#### Elements in the view:

The view point looks over the Thames to the tree lined north shore. Buildings along the Embankment including the Royal Hospital buildings are visible through the trees on the right. **(Sentence Removed)** Albert Bridge crosses the river near to the termination point and the towers on the World's End Estate are visible in the distance as is 355 Kings Road. The left of the view is framed by trees on the south bank of the Thames.

#### The view itself:

The view is panoramic, leafy and channelled to the termination point in the west. Buildings on the opportunity area are not currently visible in the view.

#### Significance:

##### Aesthetic:

The scale of buildings along the north shore of the river remains generally below the tree line as far as Albert Bridge. Only in the far distance have taller buildings had an impact on the view but this has been neutral given their distance from the vantage point.

##### Historic:

##### Guidelines:

The opportunity area is distant from the vantage point and any visible buildings should remain recessive in the view.



Figure 108: View S4 - from Eardley Crescent



Figure 109: Location of View S4

### View S4 Eardley Crescent

#### The view point:

The view is outside 39 Eardley Crescent looking south-west along the crescent to its vanishing point on Old Brompton Road.

#### Designated Historic assets:

The view is from within the Nevern Square and Philbeach Conservation Area

#### Elements in the view:

The form of Eardley Crescent is derived from the railway line behind it, however, it is not set out in a continuous radius. The crescent is formed from short sections of straight terraces and the angle of the intersection varies along the terrace. The view takes in the crescent on both sides of the street of 3 storey houses plus basements and mansard roof extensions on many of the houses. Buildings are of yellow stock bricks with stucco porticoes and stucco window surrounds and cornices.

At the south end of the crescent the Royal Tournament Public House and Hunter House are also visible on Old Brompton Road but they are outside the conservation area.

There is little tree planting in the view

#### The view itself:

The view is highly enclosed along the irregular sweep of the crescent. The visible buildings on Old Brompton Road are undistinguished and do not continue the cornice line of the crescent.

#### Significance:

##### Aesthetic:

The irregular crescent form is a unique part of the character of the conservation area and in this view the character has not been significantly eroded by buildings beyond the street.

##### Historic:

The street retains much of its original character

##### Guidelines:

New buildings visible at the end of the crescent should be no higher than the roofline of the crescent. Any buildings visible above the roofline of Eardley Crescent should be **strongly** recessive in the view so as to allow the roofline of the Crescent to remain the defining feature against the sky view.



Figure 110: View S5 - from Redcliffe Square from the Little Boltons





Figure 111: Location of View S5

### View S5 Redcliffe Square from the Little Boltons

#### The view point:

The view is from the Little Boltons looking west through Redcliffe Square to Finborough Road

#### Designated Historic Assets:

The view is in the Boltons Conservation Area.

#### Elements in the View:

In the foreground of the view on Little Boltons, substantial 3 storey, semi-detached houses frame the view into Redcliffe Square. The scale of buildings increases further along the street to 4 storeys with mansard roofs. Buildings are of brick and richly detailed. Mature trees within the garden square itself are visible on the right hand side. The buildings at the vanishing point on Finborough Road are a similar style of 3 storey brick houses.

#### The view itself:

The view is contained by irregular and varied rooflines and is focused on the distant view of Finborough Road with its strong horizontal cornice line.

#### Significance:

##### Aesthetic:

This is a high quality piece of townscape typical of the Boltons Conservation Area. The view is formal and highly legible and the buildings are richly detailed, well articulated and layered in their relationship to the street.

##### Historic:

The estate was designed to focus on Redcliffe Square and The Boltons. This particular view is not one of the set pieces within the layout.

##### Guidelines:

Any buildings in the view above the parapet of Finborough Road should not block the full width of the vanishing point and should appear to be **strongly** recessive in the view.



Figure 112: View S6 - from Redcliffe Square from the junction with Redcliffe Gardens



Figure 113: Location of View S6

### View S6 Redcliffe Square from the junction with Redcliffe Gardens

#### The view point:

The view is from the junction of Redcliffe Square looking west to houses on Finborough Road.

#### Designated Historic Assets:

Grade II listed church of St.Luke. The view is in the Boltons Conservation Area.

#### Elements in the View:

The left of the view is of richly detailed, 4 storey Victorian houses with stucco decoration. On the right hand side is the Grade II listed Church of St.Luke with a line of mature pollarded trees along the edge of the church grounds. Terraced houses on Colherne Road and Colherne Mews are visible beyond the church before the view terminates on 3 storey, Victorian brick houses on Finborough Road.

#### The view itself:

The view is linear and contained. Mature trees provide more intense enclosure when in bloom.

#### Significance:

##### Aesthetic:

This is a high quality piece of townscape typical of the Boltons Conservation Area. The view is formal and highly legible and the buildings are richly detailed, well articulated and layered in their relationship to the street.

##### Historic:

The estate was designed to focus on Redcliffe Square and The Boltons. This particular view is not one of the set pieces within the original estate layout.

##### Guidelines:

Any buildings in the view above the roof lines of Finborough Road or Colherne Road/Colherne Mews should not block the full width of the vanishing point and should appear to be **strongly** recessive in the view.



Figure 114: View S7 - from Brompton Cemetery, the Mortuary Chapel



Figure 115: Location of View S7

### View S7 Brompton Cemetery, the Mortuary Chapel

#### The view point:

The view is taken from the east of the Grade II listed Mortuary Chapel and looks north-west across the Grade II\* listed western arcade along the central avenue and the west side of the great circle.

#### Designated Historic assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest.

Grade II\* listed eastern and western arcade.

Grade II\* listed Eastern Arcade

Grade II listed Bass Family Tomb

Building of Merit, Empress State Building.

The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

The arcade is the focal point and disappears into the distance on the right. Mature trees are visible above some of the length of the arcade but no other buildings beyond the cemetery are visible above it apart from the Empress State Building and the Electricity Substation and EC1 which are partially screened by trees, particularly in the summer. Many gravestones occupy the foreground. The eastern arcade defines the right hand side of the view.

#### The view itself:

The view is panoramic and the focal point is the horizontal arcade with its repeating pattern of

vertical arches.

#### Significance:

##### Aesthetic:

The Empress State Building is highly visible however, the view point is not on one of the main axis of the cemetery and it is recessive in the view.

##### Historic:

When built, the cemetery was on the edge of London and buildings beyond the cemetery would not have been visible on the skyline from this view. The west side of the cemetery lacks enclosure for much of its length. In comparison the east side of the cemetery is well enclosed by Victorian Terraced houses and mature trees along the perimeter.

#### Guidelines:

Behind the arcades, any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set-backs and silhouettes as well as the overall height to provide visual interest with well articulated rooflines and facades



Figure 116: View S8 - from Brompton Cemetery, North of Western Arcade



Figure 117: Location of View S8

### **View S8 Brompton Cemetery, north of western arcade**

#### **The view point:**

The view is taken from north of the western arcade looking north- west towards the cemetery boundary and over the car park site.

#### **Designated Historic assets:**

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest. The whole of the Cemetery is in the Brompton Cemetery Conservation Area. Building of Merit, The Empress State Building.

#### **Elements in the view:**

The view is over gravestones and through trees that occupy the middle western half of the cemetery. The Empress State Building is visible above the tree canopy to the right of the centre view. Other buildings beyond the cemetery are distant and indistinct in the winter view and screened in the summer view.

#### **The view itself:**

The view is panoramic and lacks a focal point.

#### **Significance:**

##### **Aesthetic:**

The Empress State Building is visible but recessive and at this distance does not harm the view

##### **Historic:**

The vantage point is not on one of the key views and vistas identified in the Conservation Area Proposals Statement.

##### **Guidelines:**

Any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, materials, set backs and silhouettes to provide visual interest with well articulated rooflines and facades.



Figure 118: View S9 - from Brompton Cemetery, Central Avenue





Figure 119: Location of View S9

### View S9 Brompton Cemetery, Central avenue

#### The view point:

The view is taken along the Central Avenue looking north- west towards the cemetery boundary and the Empress State Building. Other views are available from this viewing place.

#### Designated Historic assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest. Grade II\* listed Triumphal Arch Northern Entrance.

Grade II listed Tomb of Herbert Fitch.

Building of Merit, The Empress State Building. The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

The right of the view is focused on the Triumphal arch of the northern cemetery entrance and the parallel rows of mature trees that define the edge of the central avenue. The view is over gravestones and through trees that occupy the middle western half of the cemetery. The Empress State Building is more visible on the skyline and the Hotel Ibis is recessive in the view. In the summer most buildings beyond the cemetery are completely screened by the tree canopy. The right of the view terminates on the Grade II\* listed triumphal arch of the northern entrance and is fully framed by the tree canopy which obscures most of the sky view during the summer.

#### The view itself:

(Paragraph Removed) The view to the triumphal arch is contained by mature trees and is highly focused. The view over the west side of the cemetery is panoramic and open and lacks enclosure.

#### Significance:

#### Aesthetic:

(Paragraph Removed) The view along the Central Avenue is along one of the most important architectural set pieces in the cemetery.

#### Historic:

(Paragraph Removed) When built, the cemetery was on the edge of London and buildings beyond the cemetery would not have been visible on the skyline from this view. The west side of the cemetery lacks enclosure for much of its length. In comparison the east side of the cemetery is well enclosed by Victorian Terraced houses and mature trees along the perimeter.

#### Guidelines:

Any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set backs and silhouettes to provide visual interest with well articulated rooflines and facades. Taller buildings in the view should only be positioned closer to the Empress State Building where they can help to improve its integration into the skyline. However, any taller elements must be set away from the cemetery boundary and employ slim vertical proportions to compliment the many vertical elements in the cemetery.



Figure 120: View S10 - from Old Brompton Road, towards the entrance to Brompton Cemetery



Figure 121: Location of View S10

### View S10 Old Brompton Road, towards the entrance to Brompton Cemetery

#### The view point:

The view is from the corner of Warwick Road at its junction with Old Brompton Road looking west along Old Brompton Road.

#### Designated historic Assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest. The whole of the Cemetery is in the Brompton Cemetery Conservation Area. Grade II listed West Brompton Station.

#### Elements in the view:

The 5 storey Princess Beatrice House frames the left of the view. Beyond it the cemetery boundary wall continues to the vanishing point with glimpses through it into the cemetery. The mature tree canopy is continuous behind and above the cemetery wall. The EDF substation is visible in the winter view but screened by trees in the summer. The cemetery wall diminishes in the view to the west at which point the Grade II listed station is just visible above the wall. In the distant view beyond it several buildings are visible but indistinct in the winter view apart from the 14 storey Hotel Ibis on Lillie Road. The right of the view is framed by a Victorian 3 storey terrace.

#### The view itself:

The view is panoramic and channelled by the cemetery wall to the west. There is significant seasonal variation in the view. Behind the

cemetery wall the tree canopy hides most of the buildings on the west side of the cemetery including the EDF substation and West Brompton Station.

#### Significance:

#### Aesthetic:

The opportunity area is distant in this view, largely screened by trees and peripheral to the cemetery wall and trees which are the main feature of the view.

#### Historic:

This is not one of the key views of the cemetery identified in the Conservation Area proposals Statement. The key views and vistas lie within the Cemetery itself.

#### Guidelines:

Any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery and from this vantage point they should be recessive in the view. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set backs and silhouettes to provide visual interest with well articulated rooflines and facades.



Figure 122: View S11 - from Brompton Cemetery inside the north entrance



Figure 123: Location of View S11

### View S11 Brompton Cemetery inside the north entrance

#### The view point:

Is from the Triumphal Arch northern entrance to the cemetery looking south along the central avenue to the Chapel. **Other views are available from this viewing place.**

#### Designated Historic Assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest.

Grade II listed Mortuary Chapel.

**Grade II listed Tomb of Benjamin Golding.**

**Grade II listed Tomb of Henry Petit.**

**Grade II listed Mausoleum of James McDonald.**

The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the View:

The view on the left and right is framed by the mature trees that line the central avenue. The Chapel terminates the view.

#### The view itself:

The view is panoramic but is focused towards the chapel by the strong **axis** of the central avenue. There is considerable seasonal variation. In summer the view is highly focused on the Chapel but more open in winter. Also in **the** winter the western edge of the cemetery is very weakly defined. In summer mature trees provide screening for the western edge of the cemetery.

#### Significance:

##### Aesthetic:

The EDF substation building provides some enclosure for the western edge of the cemetery but to its south the view is open.

##### Historic:

This is one of the key views and vistas identified in the Conservation Area Proposals Statement.

##### Guidelines:

Any visible buildings on the opportunity area should **only** be of sufficient scale to provide enclosure for the west side of the cemetery **and should not be intrusive or dominant in the view.** In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set backs and silhouettes to provide visual interest with well articulated rooflines and facades.



Figure 124: View S12 - from Brompton Cemetery North East Edge



Figure 125: Location of View S12

### View S12 Brompton Cemetery north east edge

#### The view point:

The view is from the north-east of the cemetery looking south west to the cemetery boundary.

#### Designated Historic Assets:

Brompton Cemetery is registered Grade I on the English Heritage Register of Parks and Gardens of Special Historic Interest.

#### Grade II listed Emily Adney Bond.

The whole of the Cemetery is in the Brompton Cemetery Conservation Area.

#### Elements in the view:

The centre of the view is across grave stones and through trees. The western boundary of the cemetery is obscured by the tree canopy when in leaf but less screened in the winter. The right of the view is along the northern perimeter path to the vanishing point amongst trees. The EDF Substation building is partially visible in the **summer** view.

#### The view itself:

The view is panoramic and informal and contained by the tree canopy when in leaf.

#### Significance:

##### Aesthetic:

The west side of the cemetery is weakly defined. In this view the lack of enclosure is less apparent due to the screening provided by trees when in leaf. However, the lack of enclosure apart from the EDF substation building is more apparent in the winter view.

##### Historic:

This view is not one of the architectural set pieces in the cemetery and not as significant as the views and vistas identified in the Conservation Area Proposals Statement.

##### Guidelines:

Any visible buildings on the opportunity area should be of sufficient scale to provide enclosure for the west side of the cemetery **and should not be intrusive or dominant in the view**. In so doing it will be necessary to avoid the creation of an unrelieved wall of development along the cemetery boundary. Attention must be paid to massing, set backs and silhouettes to provide visual interest with well articulated rooflines and facades



Figure 126: View S13 - from Seagrave Road South End





Figure 127: Location of View S13

### View S13 Seagrave Road south end

#### The view point:

The view is from the south end of Seagrave Road looking north west to Lillie Road and the Earls Court Exhibition Centre.

#### Designated historic Assets:

None in the view

#### Elements in the view:

On the right hand side the view is defined by the wall of Brompton Park Crescent. Residential Blocks on this development are just visible through the tree canopy. The left hand side is framed by a 2 storey brick industrial building. Other buildings along the left side of the street are screened out by trees. Low rise buildings are just visible at the Lillie Road end of the view with the Exhibition Halls of EC1 and EC2 rising clearly above them.

#### The view itself:

The view is directional and informal with most of the definition provide by trees rather than buildings

#### Significance:

##### Aesthetic.

The view is weakly contained and contains undistinguished buildings. The termination point is layered but confused and legibility is weak.

##### Historic:

There is no historic significance to this view

##### Guidelines:

Much of the opportunity area is screened by trees of very significant scale from this view point. Buildings could provide stronger definition along the car park site but the green leafy feel of the street should be maintained. Legibility and connection to the Opportunity Area could be improved if the sight line could proceed through the opportunity area.



Figure 128: View S14 - from Seagrave Road South opposite Brompton Park Crescent



Figure 129: Location of View S14

### **View S14 Seagrave Road South opposite Brompton Park Crescent**

#### **The view point:**

The view is opposite Brompton Park Crescent on the west side of Seagrave Road looking north to Lillie Road.

#### **Designated Historic Assets:**

There are none in this view

#### **Elements in the view:**

On the right hand side the tall brick wall defines the edge of the street with modern buildings of Brompton Park Crescent and a tall line of mature trees rising behind it. The Ambulance Station is visible to its north. The car park site is largely shielded from view by small street trees. EC1 and EC2 terminate the view above low buildings visible on Lillie Road.

The left hand side is defined by boundary walls and tree canopies.

#### **The view itself:**

The view is open and panoramic as it lacks a built perimeter of buildings along the east side of Seagrave Road.

#### **Significance:**

##### **Aesthetic:**

The street is weakly defined in this view due to the absence of buildings of sufficient scale to enclose the street along the edge of the car park site. The termination point is layered but confused and legibility is weak.

##### **Historic:**

There is no historic significance of the view.

##### **Guidelines:**

There is an opportunity to improve the view by lining the edge of the car park site with buildings of sufficient scale to contain the view. Legibility and connection to the Opportunity Area could be improved if the sight line could proceed through the opportunity area.



Figure 130: View S15 - from Halford Road, Junction with North End Road



Figure 131: Location of View S15

### View S15 Halford Road, junction with North End Road

#### The view point:

The view is from the south side of Halford Road looking east towards the vanishing point on the car park site.

#### Designated Historic Assets:

The Sedlescombe Road Conservation Area is just visible at the far end of the view on the north side of the street.

#### Elements in the view:

In the foreground on both sides of the street are 2 storey, stock brick, bay fronted terraced houses with basements and mansard storeys. The distant part of the north terrace is lower in scale with no mansard roofs. Small street trees on the south side partially screen the termination point

#### The view itself:

The view is well contained and legible, linking through to the opportunity area.

#### Significance:

##### Aesthetic:

The contained view has a well articulated and layered roof line.

##### Historic:

There is no historic significance of this view.

##### Guidelines:

Any buildings visible above the roofline of Halford Road should create a layered and well articulated skyline.



Figure 132: View S16 - from Sedlescombe Road, northern side



Figure 133: Location of View S16

### View S16 Sedlescombe Road, northern side

#### The view point:

Is from the north side of Sedlescombe Road, within the road close to its junction with North End Road looking east towards its termination on Ongar Road.

#### Designated historic Assets:

Grade II listed Church of St.Luke. The view is within the Sedlescombe Road Conservation Area

#### Elements in the view:

Each side of the street is lined by modest 2 storey brick terraced houses in a simple arts and crafts style. The roofline is articulated with gables pitched roofs and chimneys. Some small and mid sized trees are irregularly spaced along the street. The view terminates on the 3 storey Victorian terrace on Ongar Road. The Spire of St.Lukes Church is visible in the distance.

#### The view itself:

The view is contained and diminishes towards the termination point on Ongar Road. Tree planting narrows the view of the termination point.

#### Significance:

##### Aesthetic:

Whilst Sedlescombe Road has a consistent height of 2 storeys it is adjacent to North End Road which is lined with buildings that have a more urban scale.

##### Historic:

The conservation area is notable for its simple arts and craft style housing and rather incongruous suburban scale compared to its surroundings.

##### Guidelines:

The north end of the Seagrave Road site lies close to the main opportunity area site north of Lillie Road where buildings of greater height are prevalent i.e. The Empress State Building, EC1, EC2, and residential blocks on the West Kensington Estate. Hotel Ibis also lies within this area of taller buildings. It is appropriate for buildings at this end of the site and in this view to rise in relation to the more urban scale. Any buildings visible above the Ongar Road terrace should create a layered and well articulated skyline. Any taller buildings should be slender and should maintain gaps and sky views between them.



Figure 134: View S17 - from Sedlescombe Road, southern side





Figure 135: Location of View S17

### View S17 Sedlescombe Road, southern side

#### The view point:

Is from the south side of Sedlescombe Road, within the road close to its junction with North End Road looking east towards its termination on Ongar Road.

#### Designated historic Assets:

The view is within the Sedlescombe Road Conservation Area

#### Elements in the view:

Each side of the street is lined by modest 2 storey brick terraced houses in a simple arts and crafts style. The roofline is articulated with gables pitched roofs and chimneys. Some small and mid sized trees are irregularly spaced along the street. The view terminates on 3 storey Victorian terrace on Ongar Road. The 14 storey Hotel Ibis is prominent above the roofline of the northern terrace on Sedlescombe Road.

#### The view itself:

The view is contained and diminishes towards the termination point on Ongar Road. Tree planting narrows the view of the termination point.

#### Significance:

##### Aesthetic:

Whilst Sedlescombe Road has a consistent height of 2 storeys it is adjacent to Lillie Road which is lined with buildings that have a more urban scale. Hotel Ibis is prominent in the view.

##### Historic:

The conservation area is notable for its simple arts and craft style housing and rather incongruous suburban scale compared to its surroundings.

##### Guidelines:

The north end of the Seagrave Road site lies close to the main opportunity area site north of Lillie Road where buildings of greater height are prevalent i.e. The Empress State Building, EC1, EC2, and residential blocks on the West Kensington Estate. Hotel Ibis also lies within this area of taller buildings. It is appropriate for buildings at this end of the site and in this view to rise in relation to the more urban scale. Any buildings visible above the Ongar Road terrace should create a layered and well articulated skyline. Any taller buildings should be slender and should maintain gaps and sky views between them.



Figure 136: View S18 - from Lillie Road, Junction with North End Road



Figure 137: Location of View S18

### View S18 Lillie Road, junction with North End Road

#### The view point:

The view is from the north side of Lillie Road, just to the west of its junction with North End Road. The view looks to the north-east along Lillie Road to an indistinct vanishing point close to north side of the opportunity area.

#### Designated historic Assets:

There are none visible in the view.

#### Elements in the view:

On the left is a 4 storey red brick terrace with stone dressings and shops on the ground floor. The upper floor is highly articulated with alternating semi circular and pedimented gables. Mature trees define the rest of the street on this side.

On the right hand side is a Victorian 3 storey terrace with ground floor shops and the 4 storey terracotta clad Peabody estate visible beyond. The 14 storey Hotel Ibis is highly visible in the middle view. Buildings further along Lillie Road are indistinct and layered in the view and partially obscured by trees.

#### The view itself:

The view is largely contained by buildings of similar height apart from the Hotel Ibis.

#### Significance:

##### Aesthetic:

Given the distance, the part of the view close to the opportunity area is indistinct. The scale of distant buildings appears to be no higher than the mature trees.

##### Historic:

There is no historic significance of this view.

##### Guidelines:

(Paragraph Removed)

Buildings on the site are expected to be scaled to respond to the local context of building heights and enclosure along Lillie Road. It is unlikely therefore, that they will be of sufficient scale to be highly visible from this location. However, where visible, they could improve the weakly defined termination of the view.



Figure 138: View S19 - from Seagrave Road, north end



Figure 139: Location of View S19

### View S19 Seagrave Road, north end

#### The view point:

The view is on Lillie Road looking south-west along Seagrave Road to its vanishing point

#### Designated historic Assets:

None in this view

#### Elements in the view:

3 storey Victorian buildings on Lillie Road frame the left hand entrance to Seagrave Road and buildings of the same scale continue along this side of the street. A modern 5 storey building frames the right hand side of the view and 3 and 4 storey brick Victorian buildings continue along the west side of Seagrave Road. Beyond the public house on the east side, the car park is apparent as there is a break in the built form along its boundary. The roof structure of Chelsea Football Stadium appears in the distant centre view above the tree canopy.

#### The view itself:

The view looks along the centre of Seagrave Road. The foreground and middle views are contained by undistinguished buildings. The view is less contained in the distant view as there are no buildings on the car park site and only street trees define the edge of the street.

#### Significance:

##### Aesthetic:

The street is poorly defined beyond the public house and legibility is weakened by the open car park boundary.

##### Historic:

There is no historic significance of this view.

##### Guidelines:

Buildings on the site should improve enclosure of the street beyond the public house with buildings of a similar height to those opposite.

