

LADBROKE GROVE

Project Flourish

RBKC Development Forum Kensal Canalside Opportunity Area

ballymore. **Sainsbury's**





Agenda

- The Site & Our Vision
- The Proposed Development & Evolution
- The Housing Opportunity
- Sainsbury's Reprovision
- Neighbourhood Centre
- Design Intent & Result
- Green Open Spaces
- Sustainability
- Connectivity
- Safety and Wellbeing
- Culture and Community
- Funding Primary Infrastructure
- Employment Opportunities



The Site

- RBKC's Largest Brownfield Site
- Former Gasworks
- Sainsbury's Store
- Single Access Site
- Grand Union Canal
- Kensal Green Cemetery
- Adjacent Railway



Our Aims

- New Residential Neighbourhood
- New Improved Sainsbury's Store / Café
- New Neighbourhood Centre
- New Business/Workspaces
- Green Public Open Spaces
- Leisure and Community Centres
- Greater Accessibility & Links to surrounding areas
- Extended bus routes into the site
- Sustainability and Environmental Improvements

The Proposed Development

- 2,522 new homes including affordable homes
- New Sainsbury's store with café and parking
- New Neighbourhood Centre and High Street containing retail, restaurant and office spaces
- New Workspaces
- Community spaces, new Boathouse and community leisure hub
- Attractive public green spaces, including new parks, play areas and a restored canal basin
- New junction at Ladbroke Grove, extended bus routes and new cycle & pedestrian links

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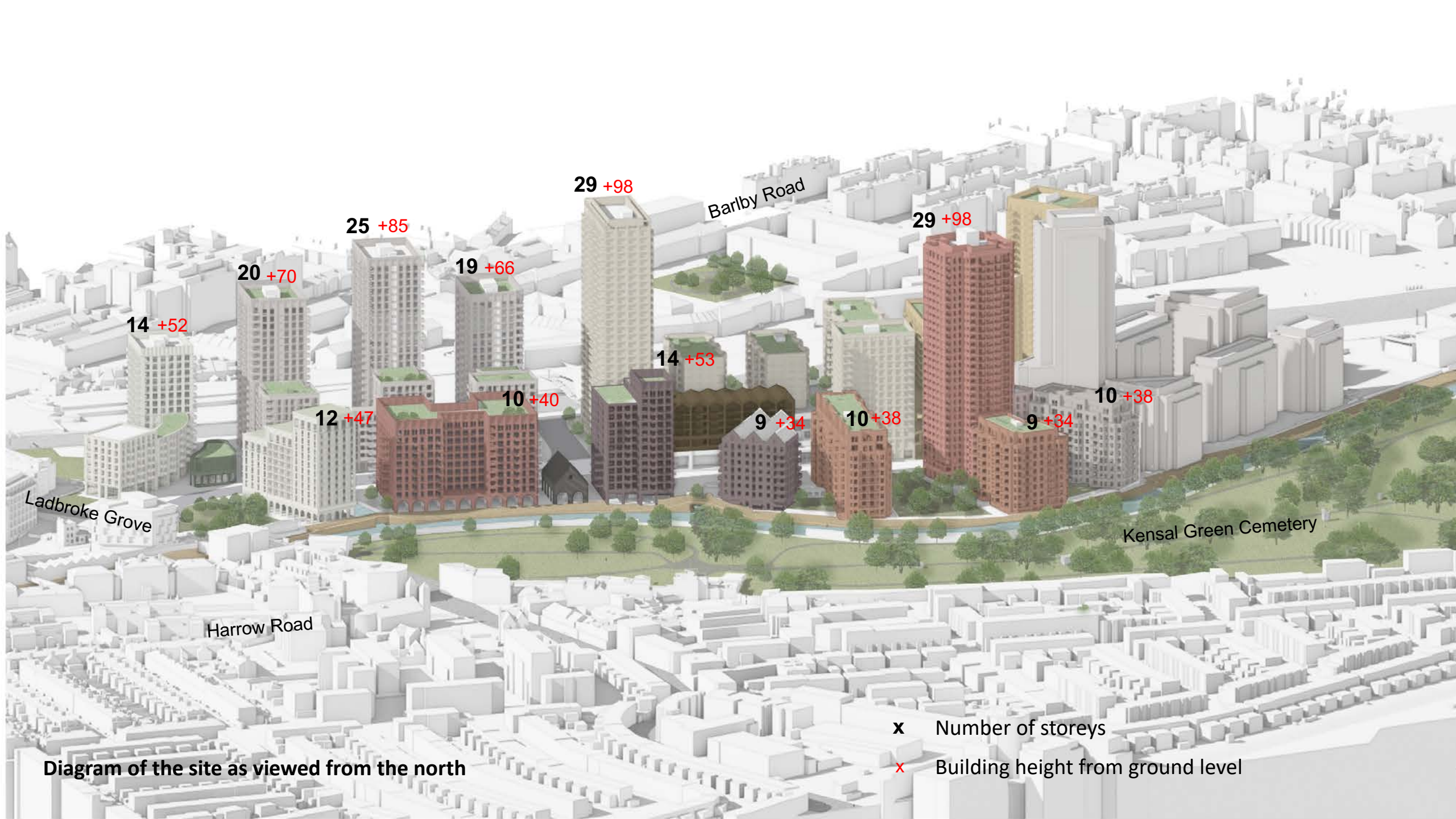
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14 +52

20 +70

25 +85

19 +66

29 +98

14 +53

29 +98

10 +40

9 +34

10 +38

9 +34

10 +38

Ladbroke Grove

Harrow Road

Barlby Road

Kensal Green Cemetery

Diagram of the site as viewed from the north

- x Number of storeys
- x Building height from ground level

Consultation – You spoke, we listened



You thought the buildings were too tall

By reducing the height of buildings across the site. All buildings are now below 30 storeys.



You thought the views were broken up by the buildings

By relocating buildings to maximise blue sky views



You were concerned about fire safety

By putting two stair cases, fire lifts and sprinklers in all residential buildings



You were concerned there would be more traffic and congestion

By creating a new junction with signals to regulate traffic flow. We are also maximising green travel and cycle and pedestrian routes and aiming to not generate any additional traffic in comparison to the existing situation



You wanted a sustainable neighbourhood

By using green energies and sustainable materials. We aim to achieve BREEAM Excellent – BREEAM is the leading recognition for sustainability. The neighbourhood will be low-car with fewer parking spaces for Sainsbury's based on demand and low parking for residents



You wanted to see more greenery and open space

By increasing the planting and including the land on Ladbroke Grove for a new garden area. We are also opening up new routes through the site and to the canalside walk



You wanted to see more play and sports areas

By increasing the number of play areas and providing a multi-sport facility for activities such as football, basketball, climbing, kayaking



You wanted to see community space and affordable workspace

By creating a Community Hub with community space and affordable workspace



You wanted to know what we are doing for the local community

By establishing partnerships with two local charities, the London Sports Trust and Full of Life Charity. We will also develop a community strategy with local people



You wanted to know how we will look after the current people living and working on the site

By working with RBKC and Peabody, we will make sure that all residents and business tenants are found new homes during construction and then offered the chance to move back



You wanted Sainsbury's to keep trading throughout

By agreeing and making sure we build the new store first before we close the old one



You wanted to know about GP places

By providing financial contributions towards all GPs in the area via RBKC, we will ensure funding is in place for our residents' healthcare



You wanted to know about school places

By providing financial contributions towards education in primary and secondary schools to RBKC, we will ensure funding is in place for our residents' education



You wanted a rich mix of shops, restaurants and leisure

By introducing a new, modern Sainsbury's and creating 30 other shops, restaurants and leisure destinations across the neighbourhood. We also have a cultural strategy that will help to guide the look and feel of the neighbourhood

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Design Evolution



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* indicative image to show impact of amended massing approach

Design Evolution

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* indicative image to show impact of amended massing approach

Land on Ladbroke Grove

Large public open space at the gateway of the development, with the activity centre, affordable housing and the social commercial space re-provided within the scheme.

A new, mixed-use building could be provided to the west of that open space, providing new homes and a cultural and community space.

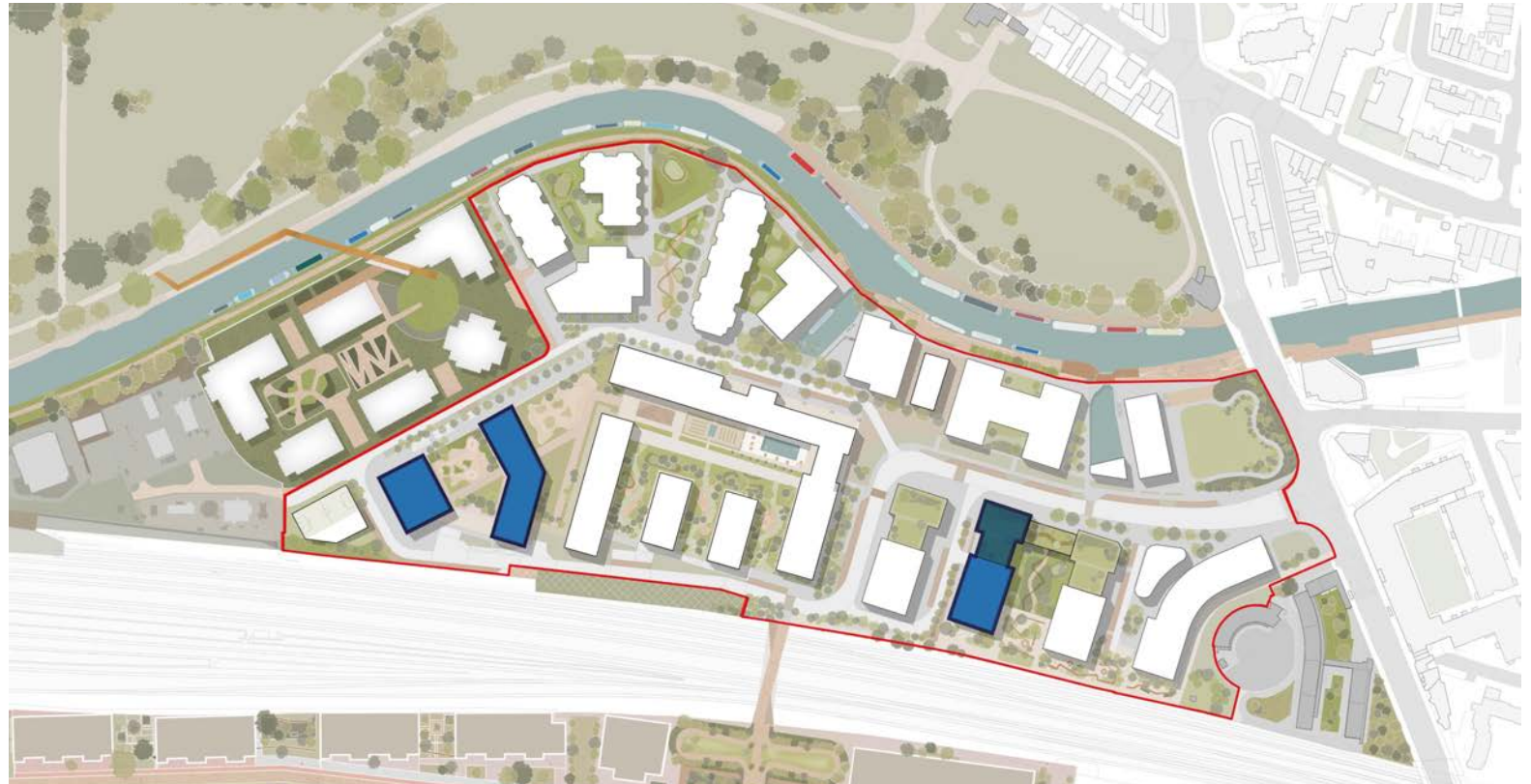


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The Opportunity New Homes

- There is a need for 66,000 additional homes per year in London.
- RBKC has a housing target of 4,480 homes over ten years.
- RBKC has 3,055 households on their housing waiting list.



The scheme will deliver 2,522 new homes...

- 502 of which are Affordable Homes
 - 342 Social Rent
 - 160 Intermediate Rent

Market Housing - Will cater for a range of households from studios to 4 bed townhouses

- 10% Accessible & 25% Family Homes

- 6,150 new residents would spend approximately £37m each year in RBKC supporting a further 340 jobs.
- The new homes would generate approximately £2.5m in Council Tax to RBKC each year

New Sainsbury's Store

- Existing store to remain open throughout the construction process
- All staff from the existing store relocated to the new store once built
- The store will have wider, more spacious aisles
- New café
- A more extensive range of food and non-food products, including clothes and homeware
- Goods Online Service

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Neighbourhood Centre

- New retail, restaurant and café uses
- A new High Street with opportunity for local shops
- Community spaces including a new Boathouse and Community Leisure Hub
- Opportunity for pop up market stalls
- New workspaces designed for local business



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Opportunities for



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Design Intent

We have sought to create a varied design which complements local character in creating this new neighbourhood



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Design Outcome

We have sought to create a varied design which complements local character in creating this new neighbourhood



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Green Open Spaces

- Three public play areas, including accessible and inclusive play equipment
- A network of sports facilities for activities such as football, basketball, climbing, kayaking
- A high street and market courtyards
- A canal walk and new canal landscape
- A park adjacent to Ladbroke Grove to create a welcoming new public green space

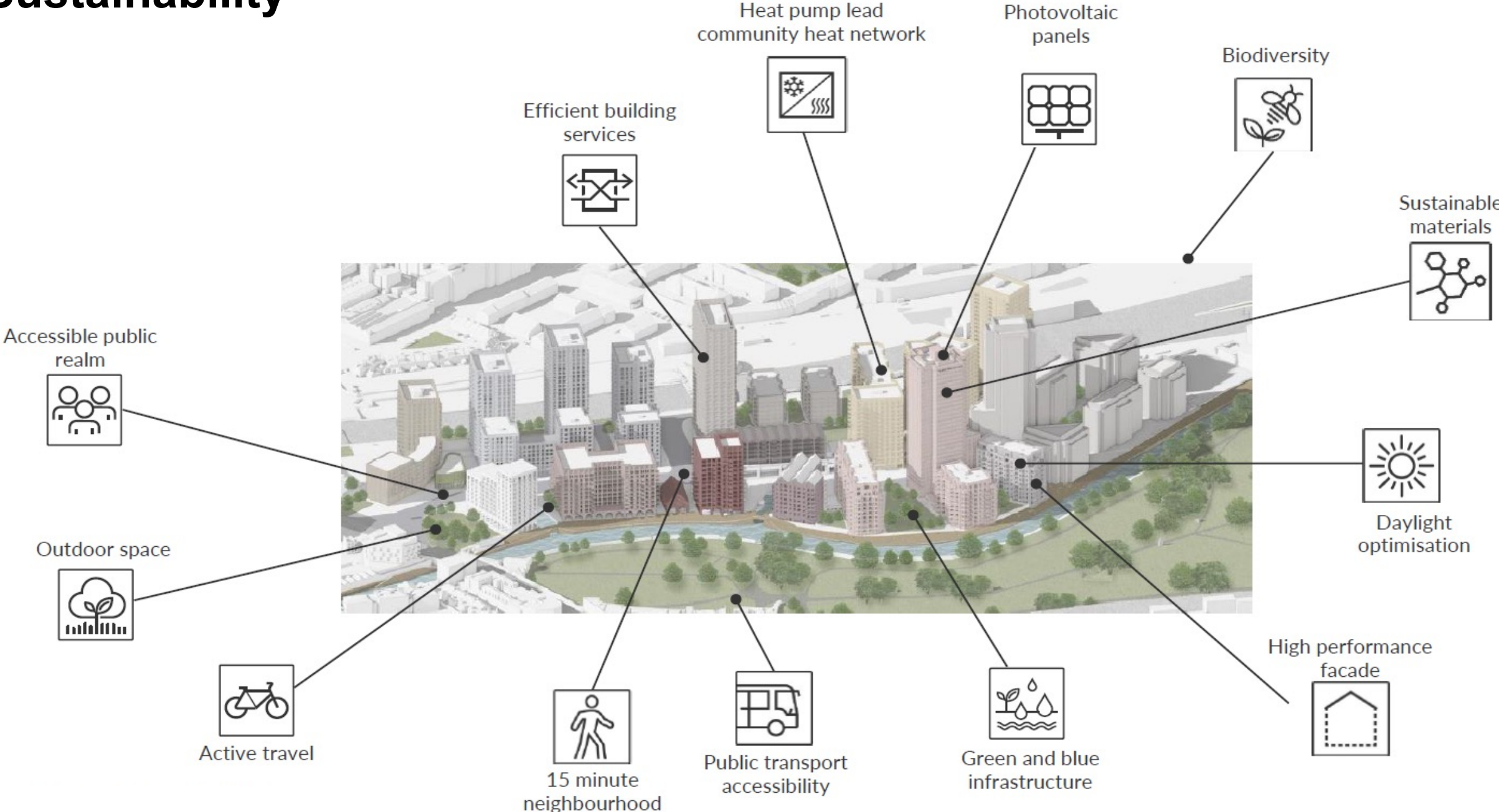


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Sustainability



Connectivity

Our priorities for movement and connectivity are:

- Encouraging walking, cycling and the use of public transport
- Ensuring safety for all road-users, including pedestrians, cyclists, and drivers

Bus routes 295, 23, 228, 452 extended into new neighbourhood & routes 316, 52 & 70 remain on Ladbroke Grove

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Safety and Wellbeing

- All buildings will have two staircases, fire lifts and sprinklers fully complying with emerging building safety and fire regulations
- The use of high-quality materials (bricks, mortar, glass and steel) that will exceed modern building safety and fire regulations
- The development will be 'Secured by Design', which is the official police security initiative to provide the security of buildings and their immediate surroundings to provide safe places to live, work, shop and visit.
- The site will be well-lit, and on site security will also be provided and managed by Ballymore.
- The development will also deal with any risks from land contamination through remediation where required.



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Culture and Community

On site...

- Public Park with outdoor stage and amphitheatre seating
- Space for Notting Hill Carnival
- High-quality, safe, well-lit covered playground
- Affordable community café
- Re-provided canal side multi-sports activity centre
- Canalside House tenants re-provided with high-quality office space

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Ballymore Commercial Academy

Ballymore Commercial Academy will serve and support businesses through:

- Early events giving opportunities for proof of concept
- Practical help in key elements of business in easily accessible and digestible formats
- Mentorship from successful businesses in the scheme
- Introductions to businesses at the same stage for peer-to-peer support
- A focus on businesses that aspire to having a physical presence

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Funding Primary Infrastructure £37million

Within the Local Community...

- Expansion of existing local primary and secondary schools
- Expansion and enhancement of existing primary healthcare provisions
- Extension of existing bus routes
- New cycle routes and new cycle hire
- Enhancements to Ladbroke Grove underground station
- Police and CCTV infrastructure enhancement
- Fire and ambulance station enhancements

Primary infrastructure is infrastructure required to accompany development in order to allow new households and jobs to function within a wider community. This infrastructure will be largely used by the community living and working in the development, but others would not be excluded from using these facilities



Employment Opportunities

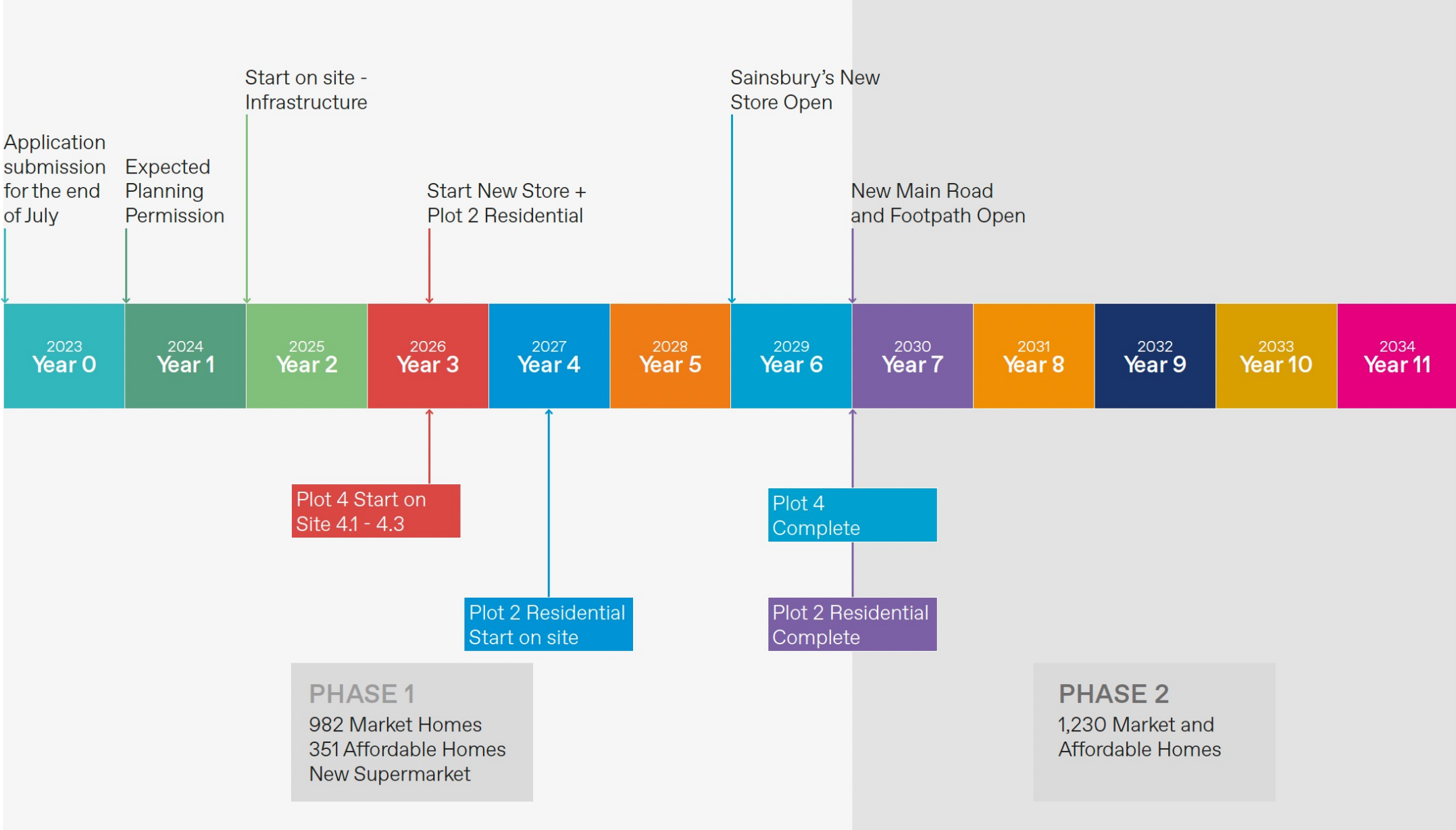
- Local Labour and Employment Programme
- Approximately 1,200 local construction jobs
- Minimum 200 local construction apprenticeships
- Over 150 work experience opportunities
- Approximately £20m of local spending during construction period.
- The commercial uses would generate around £13m in business rates each year, of which RBKC would retain £3.9m

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Timeline



What Happens Next

We will continue to update the local community as and when we have more information to share.

If you'd like to get in touch with us, our contact details are available on our website www.projectflourish.co.uk or by scanning the QR code.

Alternatively, please call our community relations team on 0800 772 0475 or email info@projectflourish.co.uk.

