

Welcome to our exhibition

LADBROKE GROVE

Project Flourish

Ballymore and Sainsbury's are working together to create a new neighbourhood within the Kensal Canalside Opportunity Area, delivering much-needed new homes for the local community on what is previously industrial land.

In the coming months, a planning application for the development will be submitted to the Royal Borough of Kensington and Chelsea (RBKC), whose Planning Committee will decide whether the plans go ahead.

Before that happens, we want to share our revised plans for the site with you. These revisions reflect comments and feedback we received during our first two rounds of consultation on the plans in 2021.

If you have any questions, please feel free to ask a member of the project team.

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



Background

LADBROKE GROVE

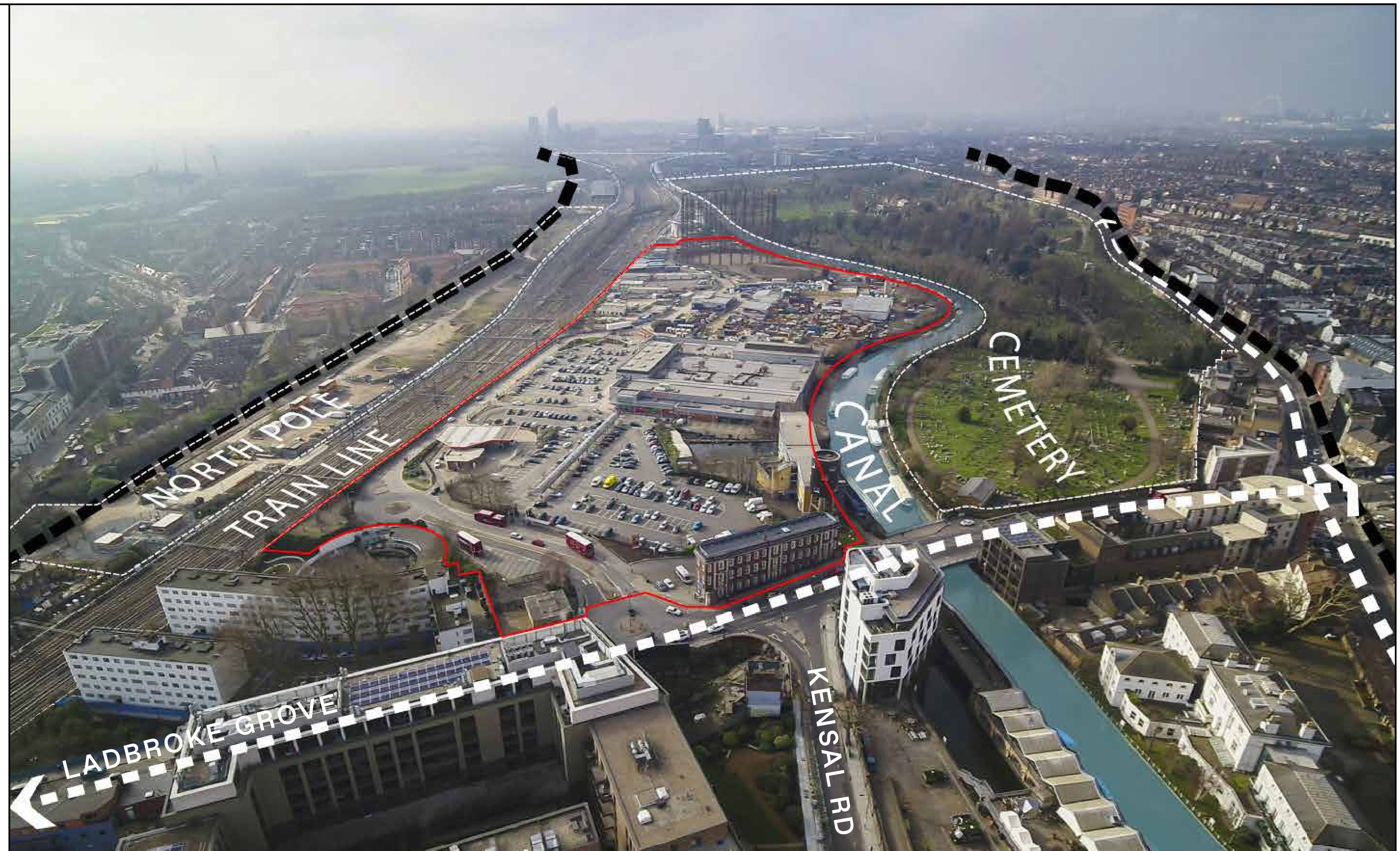
Project Flourish

Project Flourish was launched in 2021. Our team of architects and town planners are designing a masterplan for the opportunity area. We are also working with neighbouring landowners.

We held our first two rounds of public consultation on the masterplan in 2021. Both rounds of engagement gave local people the chance to comment on the plans at meetings, workshops, public exhibitions and online. We spent 2022 thoroughly reviewing all feedback.

We would like to thank the local community for their interest in our plans so far.

Your feedback has helped us to continue developing the masterplan for the site that will deliver the homes, buildings and infrastructure needed while also ensuring the plans reflect the views of local residents.



We are now coming back to the local community with our final masterplan for your comments.

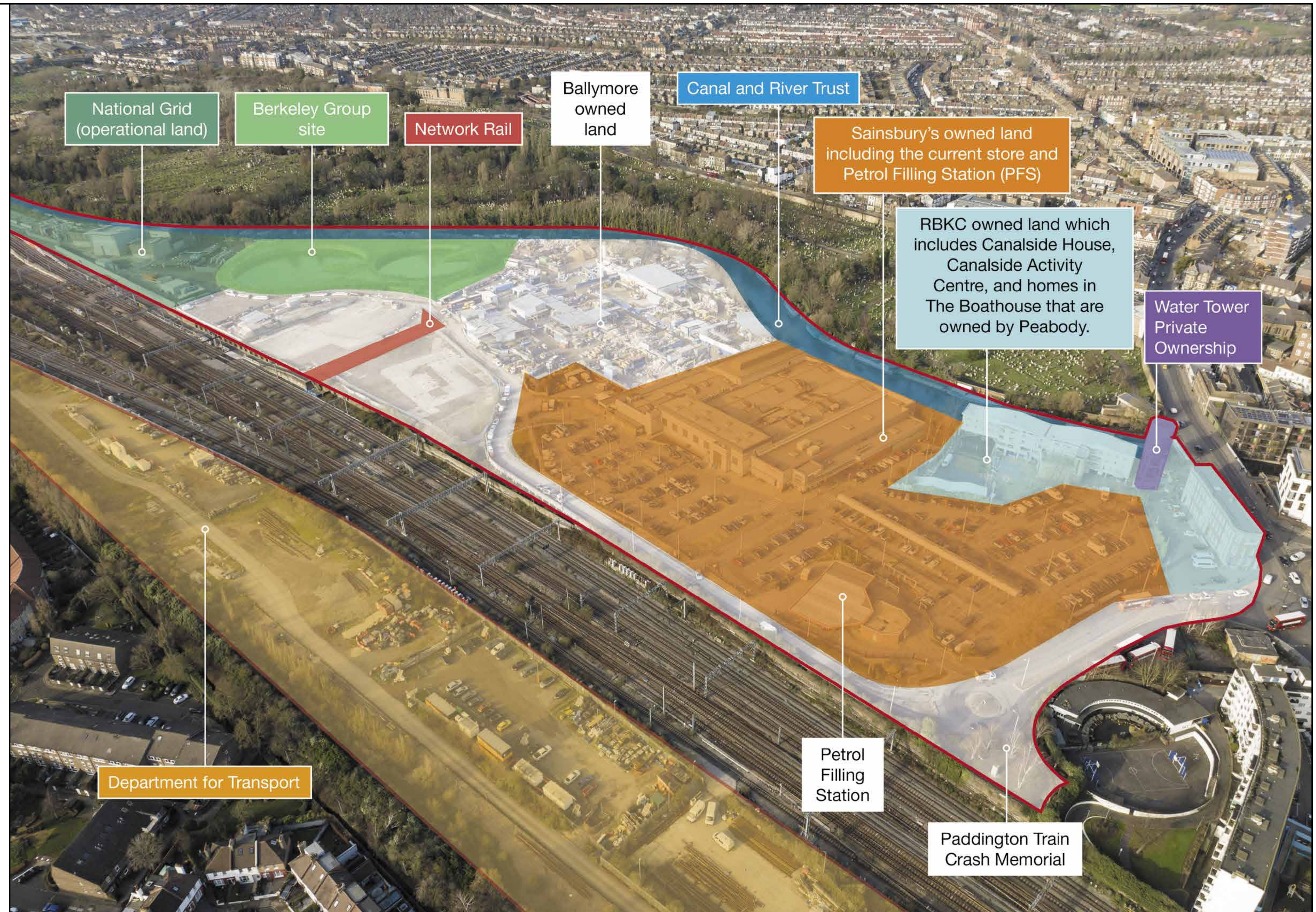
Ownership of the Kensal Canalside Opportunity Area

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The Kensal Canalside Opportunity Area is owned by a number of companies and organisations, as shown on this map.

- Ballymore and Sainsbury's are working together on the sections of land they own.
- RBKC owns the land at the front of the site, on Ladbroke Grove including, Canalside House, Canalside Activity Centre, and homes in The Boathouse that are owned by Peabody.
- All of the landowners believe in achieving the same result, to deliver a neighbourhood that benefits both the new and local community.



Why Kensal Canalside

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Kensal Canalside is the largest brownfield site in the RBKC and was selected by the Mayor of London as one of 48 Opportunity Areas.

An Opportunity Area is land that has been identified as an area for growth, including the construction of new homes, shops and workplaces, as well as roads and infrastructure to support London's good growth.

Across the whole Kensal Canalside Opportunity Area there is the potential to deliver approximately 3,500 much-needed new homes, as well as create around 2,000 new permanent jobs. Construction would also create many jobs and apprenticeship opportunities for the local community.

In summary, the proposals will:

- Deliver an attractive and welcoming new neighbourhood on a brownfield site already allocated for development by RBKC and the Mayor of London
- Create thousands of much-needed homes for the community, including genuinely affordable homes
- Provide new shops, leisure, entertainment, and workplaces, creating thousands of new jobs in the process
- Create new public landscaped green areas and better links to the canalside
- Improve safety and the environment for pedestrians and cyclists with a new junction and traffic lights.



There are over 3,000 households on RBKC's housing waiting list. Our proposals will make a positive contribution towards reducing that figure.

Our plan for a new neighbourhood

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Our plans for the new neighbourhood will deliver a new Sainsbury's store together with thousands of much-needed new homes, attractive public areas and landscaped green spaces, new shops, workplaces and community spaces.

Our plans include:

- Around 2,600 new homes, with a mix of sizes and types for everyone including genuinely affordable homes
- A new high street with local shops and places to work, including a new Sainsbury's store and café
- Attractive public areas and landscaped green spaces, including new parks, play areas and a restored canal basin
- Improved transport on Ladbrooke Grove with an improved junction and bus stops, as well as better links to the canalside path
- A new community hub for everyone to enjoy, with spaces for new businesses, charities and community groups to flourish.



The neighbourhood will transform an old industrial site into a mix of welcoming places and spaces

Creating a new neighbourhood

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Creating areas with different characters

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The Avenue

The high street will be designed to feel like a familiar London street, with useful shops and services that open out onto a wide pavement.



The Wharf

The new water body has been inspired by the wharf that once served the gas works on site as well as the nearby Portobello Dock. The design references the sites industrial heritage and compliments similar much loved working wharves in London.

Creating areas with different characters

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Towpath Gardens

A quieter, residential part of the site sitting alongside the canal and green parkland. The buildings here are inspired by the beauty of Victorian-era mansion blocks.



Visitors and residents will walk along the towpath and sit in the park to enjoy life on the canal

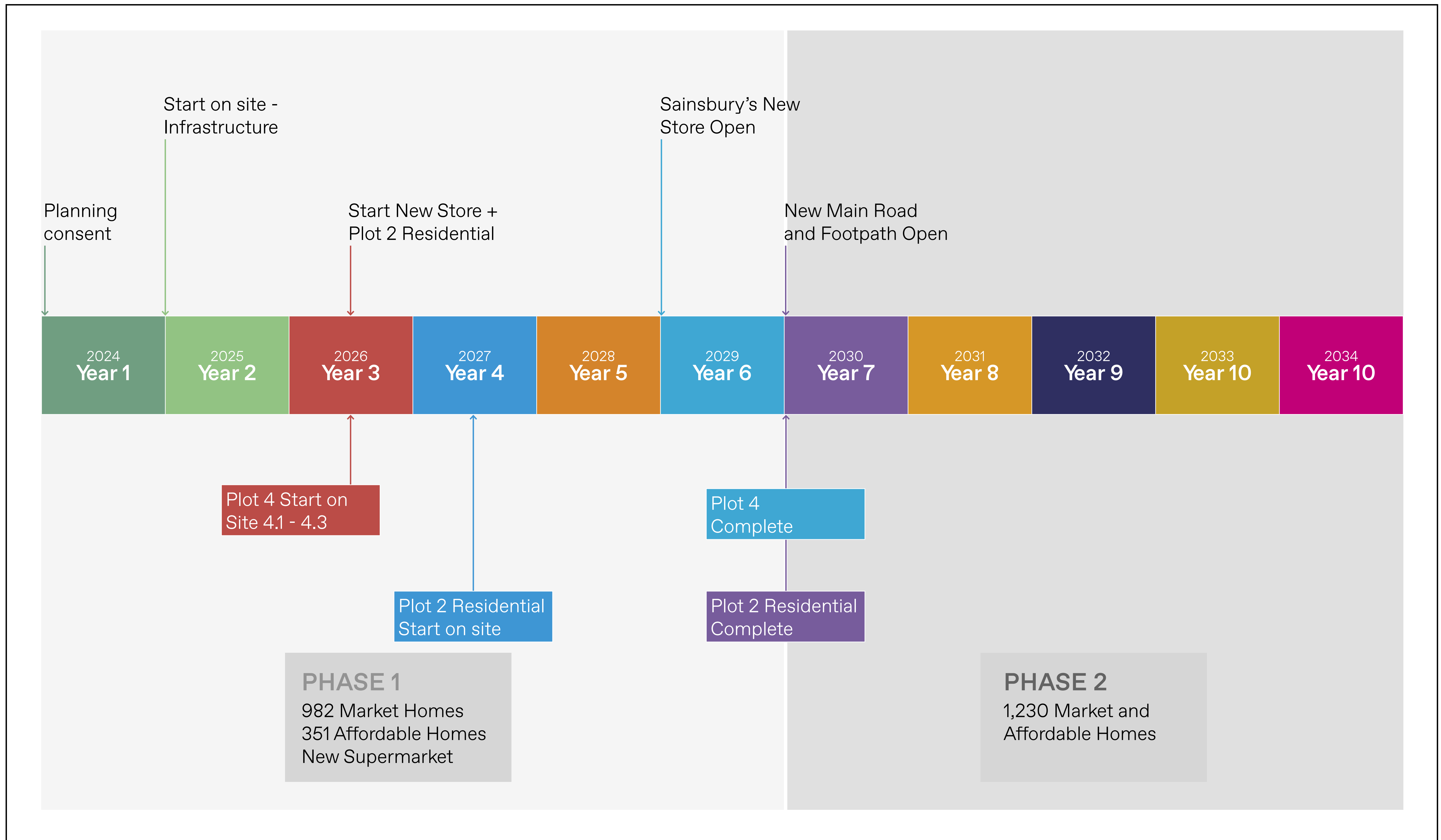


A sunny spot where workers and residents mix as they make their way to businesses and homes

South Drive

An area that will successfully mix residential and commercial buildings. South Drive's outdoor spaces will provide residents and workers with a place where they can relax and unwind.

Timeline



New homes

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The Ballymore and Sainsbury's neighbourhood will deliver around 2,600 much-needed new homes designed to a high standard:

- 400 three and four-bedroom apartments for families
- A mixture of tenancies to meet demand for affordable and private homes
- The same architecture standards for everyone
- Private balconies, terraces and shared gardens for all new homes.

Residential Parking

- One parking space for every five homes
- 10% accessible parking spaces
- Electric Vehicle charging throughout



We are creating a mix of homes for the local community in different styles of buildings and across all sizes and tenancies

Affordable homes

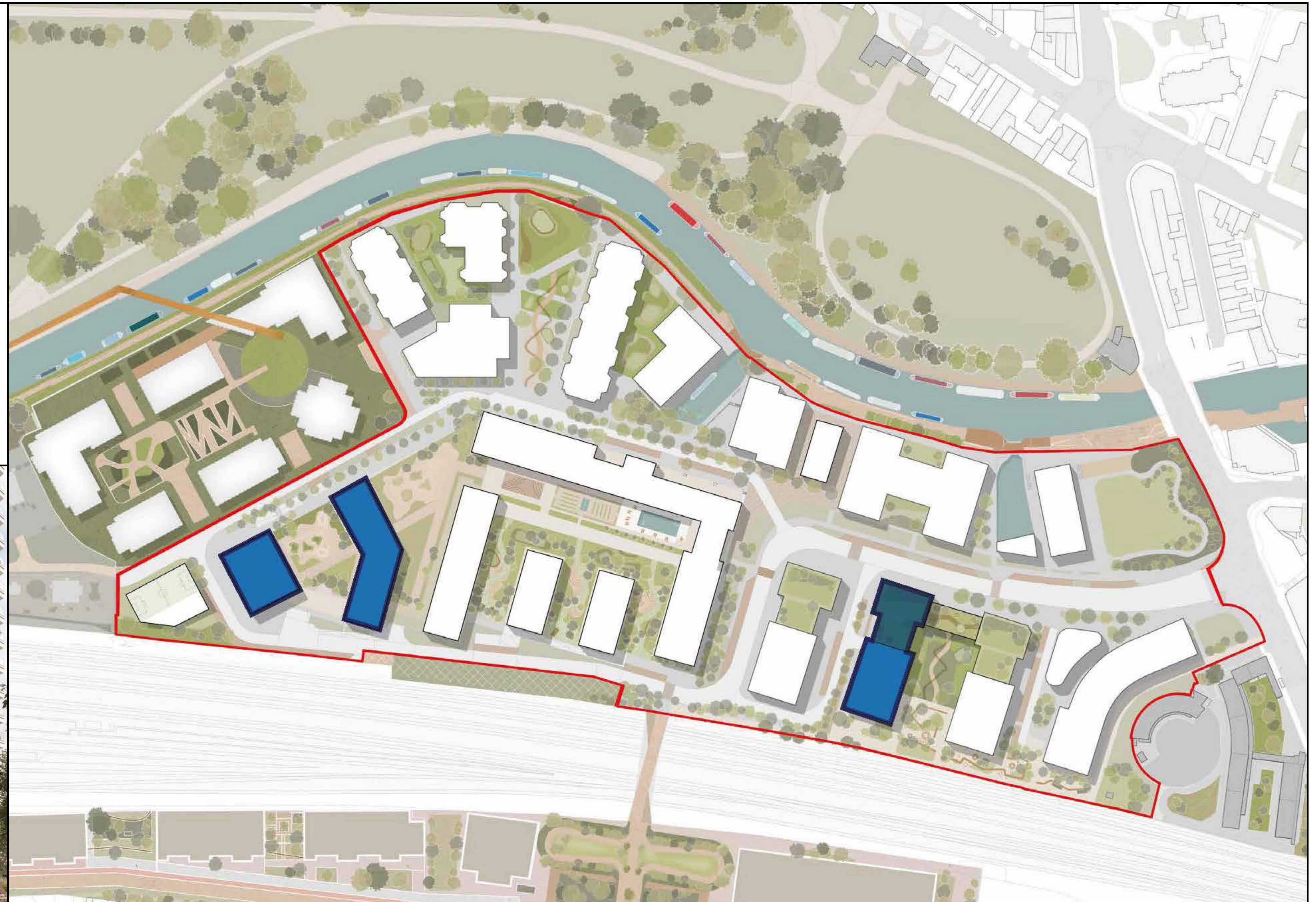
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This will provide a minimum of 510 affordable homes with 70% provided as social/affordable rent and 30% provided as intermediate affordable housing. The homes are split over the two primary phases of the scheme.

Our neighbourhood proposes a minimum of 20% of all new homes as affordable (measured by habitable room).

Additional affordable homes are proposed subject to grant funding.



 Location of affordable homes



Affordable homes will be built to the same designs and standards as all other homes

Shops, workplaces and leisure

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The neighbourhood will also provide high-quality commercial space and a new Sainsbury's store.

Sainsbury's

- A new, modern 22,914 sqm Sainsbury's store, with a 236-space car park
- The store will be well-lit, have wider, more spacious aisles and include a café with plenty of space to sit and take time out from shopping to enjoy a coffee and a bite to eat
- A more extensive range of food and non-food products, including clothes and homeware, stocked in store that will complement the current range
- The store will include a number of green, sustainable features, including photovoltaic panels on green roofs
- Sainsbury's will not stop trading while switching from the old store to the new, with all staff from the existing store relocated to the new store

Shops, workplaces and leisure

- The scheme will deliver an additional 80,000 sqft of mixed use commercial space across the site for retail, hospitality, office, cultural and community occupiers
- The visual on the right shows how the ground floor space can be used.



Safety and well-being

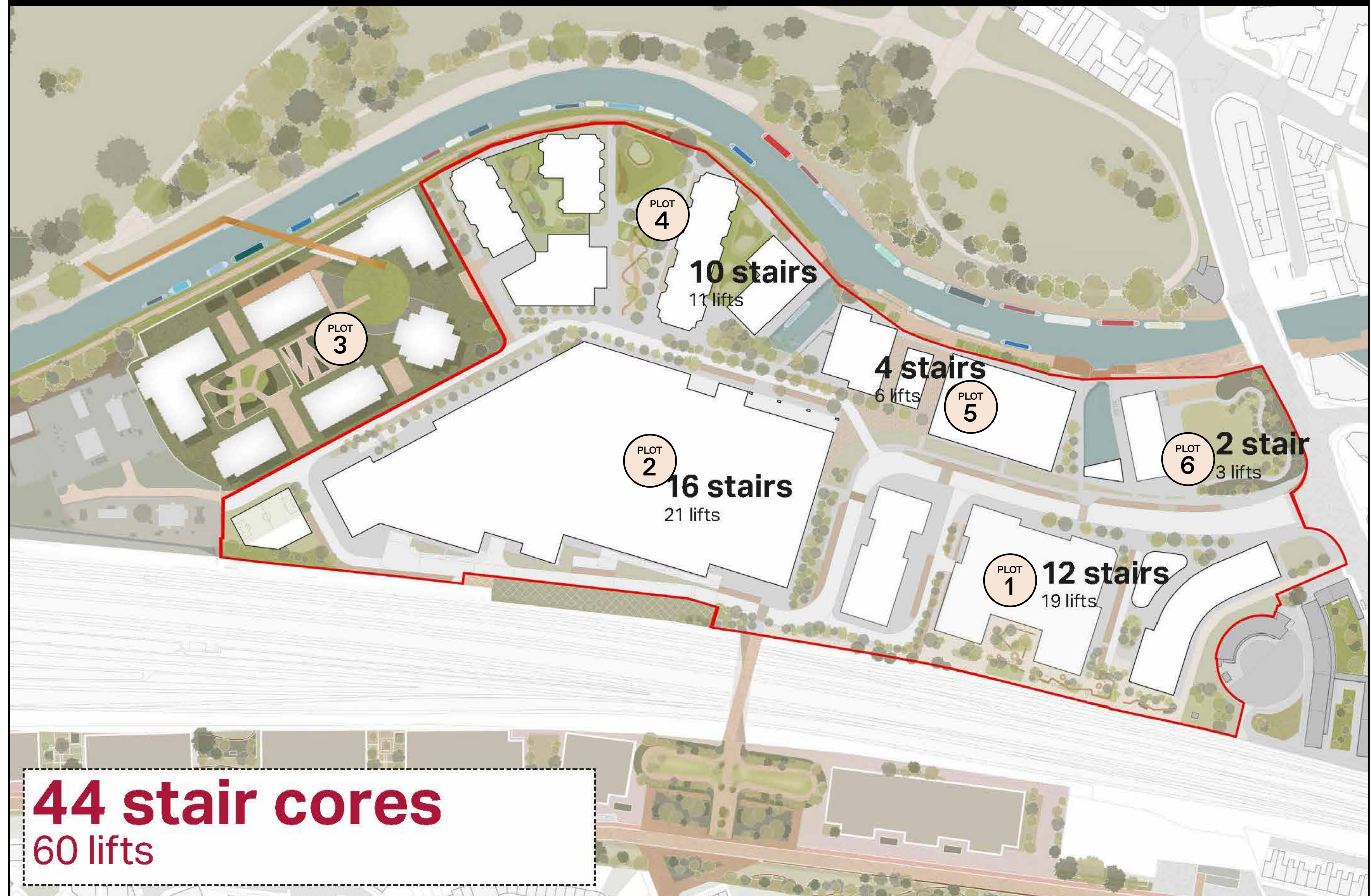
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In line with new and emerging building safety legislation, as a consequence of the Grenfell tragedy, we are proposing a number of safety measures across the site, including:

- All buildings will have two stair cases, 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.

Two stair cases in each residential building



Green areas and play spaces

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The neighbourhood will have a number of beautiful, landscaped green areas and play spaces for all residents and visitors to enjoy with friends and family. These include:

- 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.



Culture and Leisure Strategy

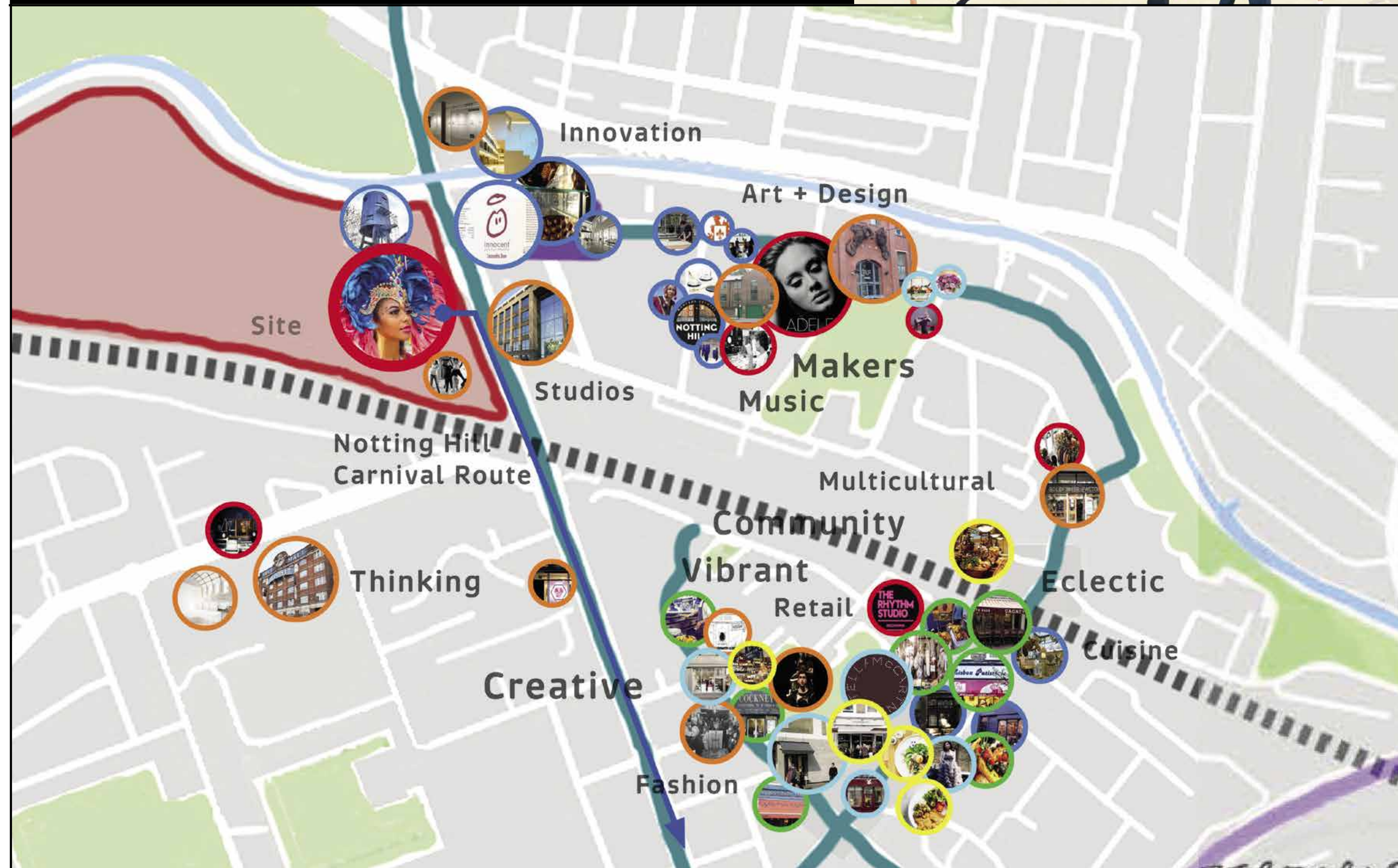
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*Designing, Making,
Thinking, Creating,
Selling, Living*



The neighbourhood will reinforce the rich local mix of designer maker studios and creative agencies. The opportunity to live, work, display and trade will be the key to both an active ground plane and the soul of the place.



We will create a culture and leisure strategy with local people to help nurture the community within our new neighbourhood and create links with the surrounding community.

We will work with local groups, from small charities to iconic events. We want to include everyone in our new neighbourhood.

Please get in touch if you have an idea we should hear about!

Movement and connectivity

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We want to make sure that everyone is able to easily move in and around the site. With this in mind, 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
- Creating a more sustainable neighbourhood.

We have been engaging with RBKC and Transport for London on the Movement Strategy to identify where improvements can be made to the local highway network to improve safety and enhance the use of sustainable modes of travel, including walking, cycling and public transport.



There is an opportunity to include land on Ladbrooke Grove owned by RBKC. We want to hear your views

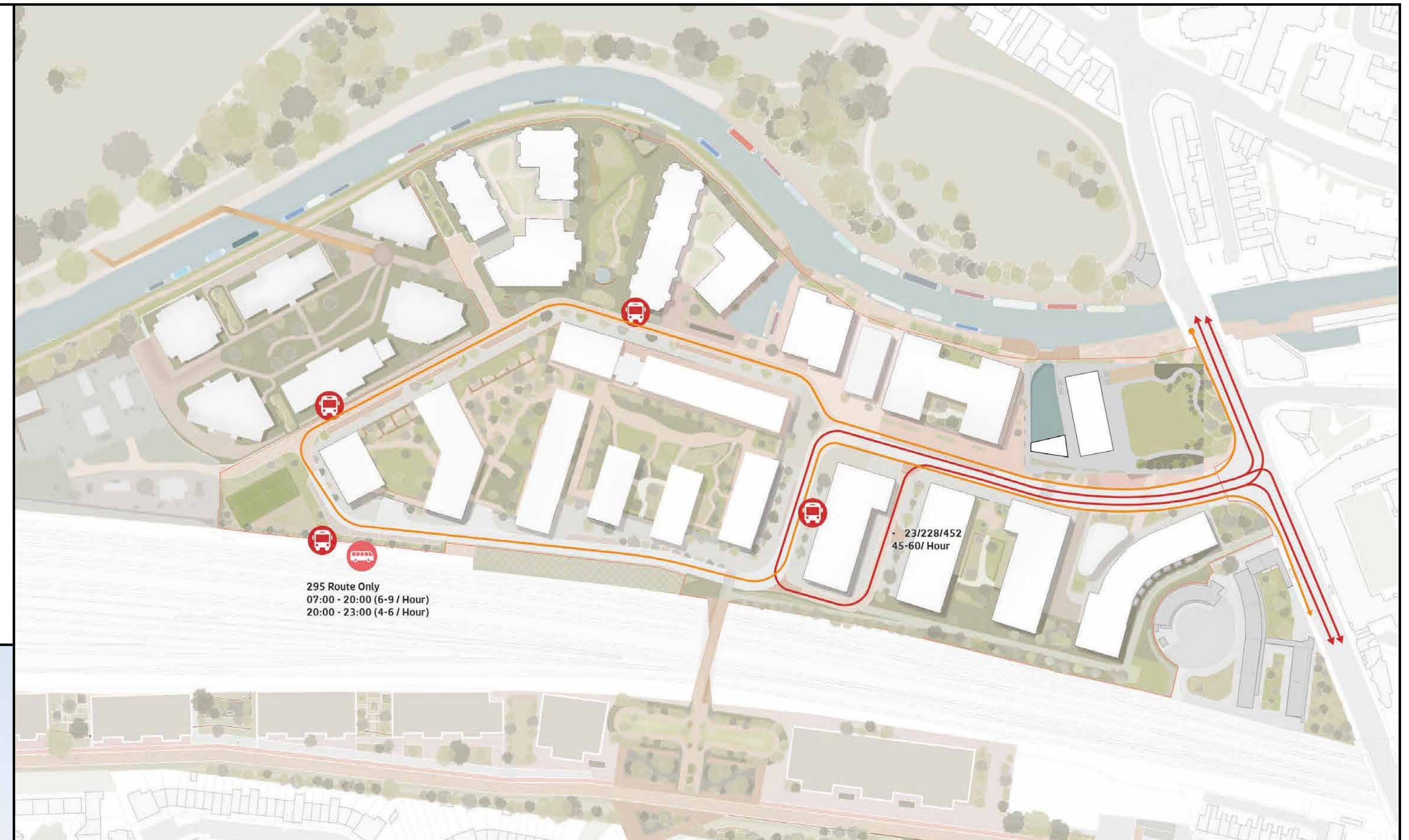
New junction at Ladbroke Grove

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Our plans include new traffic lights at the junction on Ladbroke Grove. Transport for London is replacing roundabouts across the capital. It will improve safety and the environment for pedestrians and cyclists.

The traffic lights will be synced with the Harrow Road junction, ensuring traffic along the main road is regulated. There will also be a feeder lane, which will take traffic off Ladbroke Grove and into the new neighbourhood.



A new junction and traffic lights will help regulate traffic

More bus routes

We are also working with Transport for London to ensure more bus routes come into the site, giving people more public transport options. The bus stops and waiting areas will also be improved and enhanced.

Ecology and sustainability

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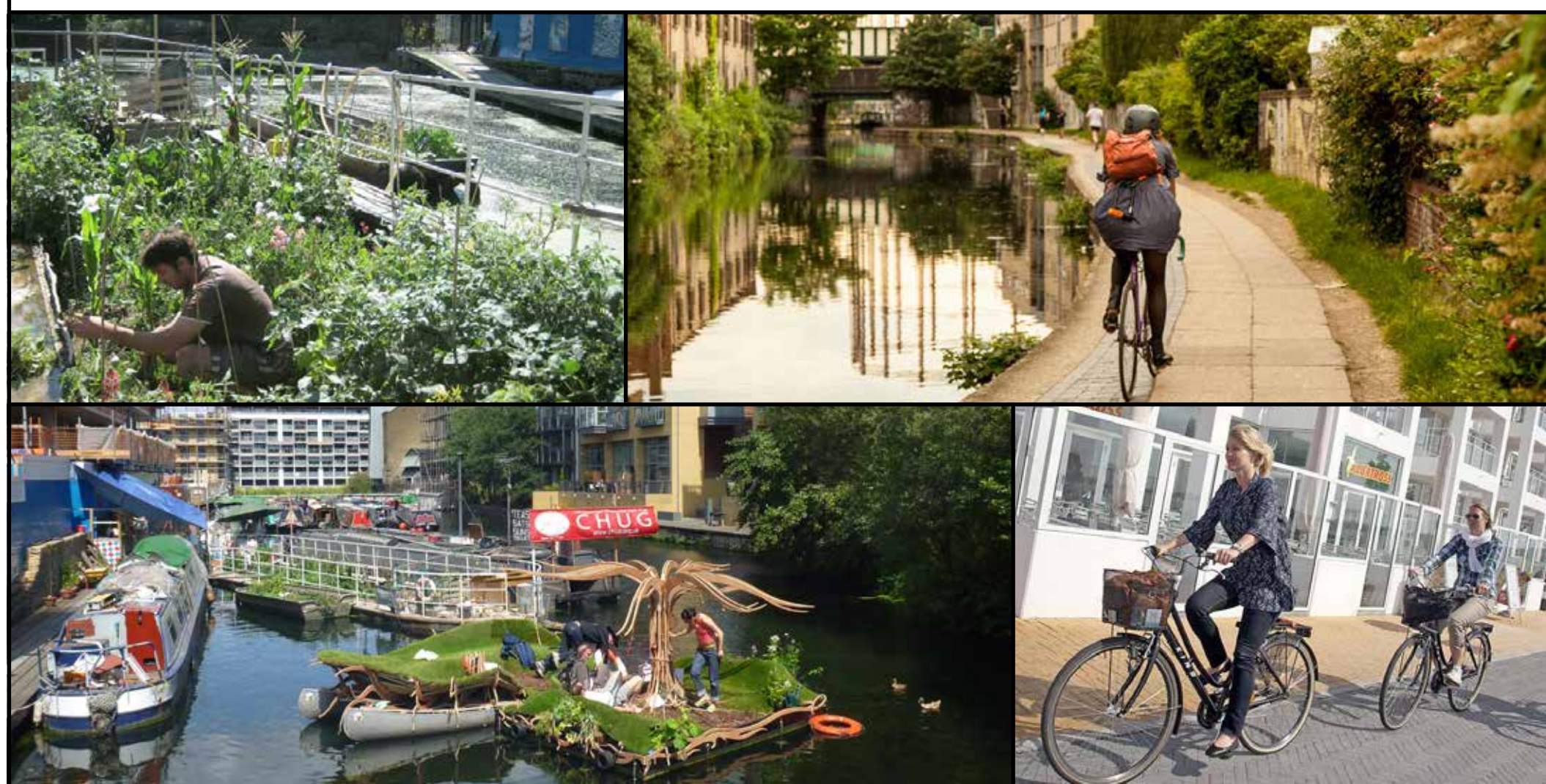
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We want to deliver a development that is as green and sustainable as possible.

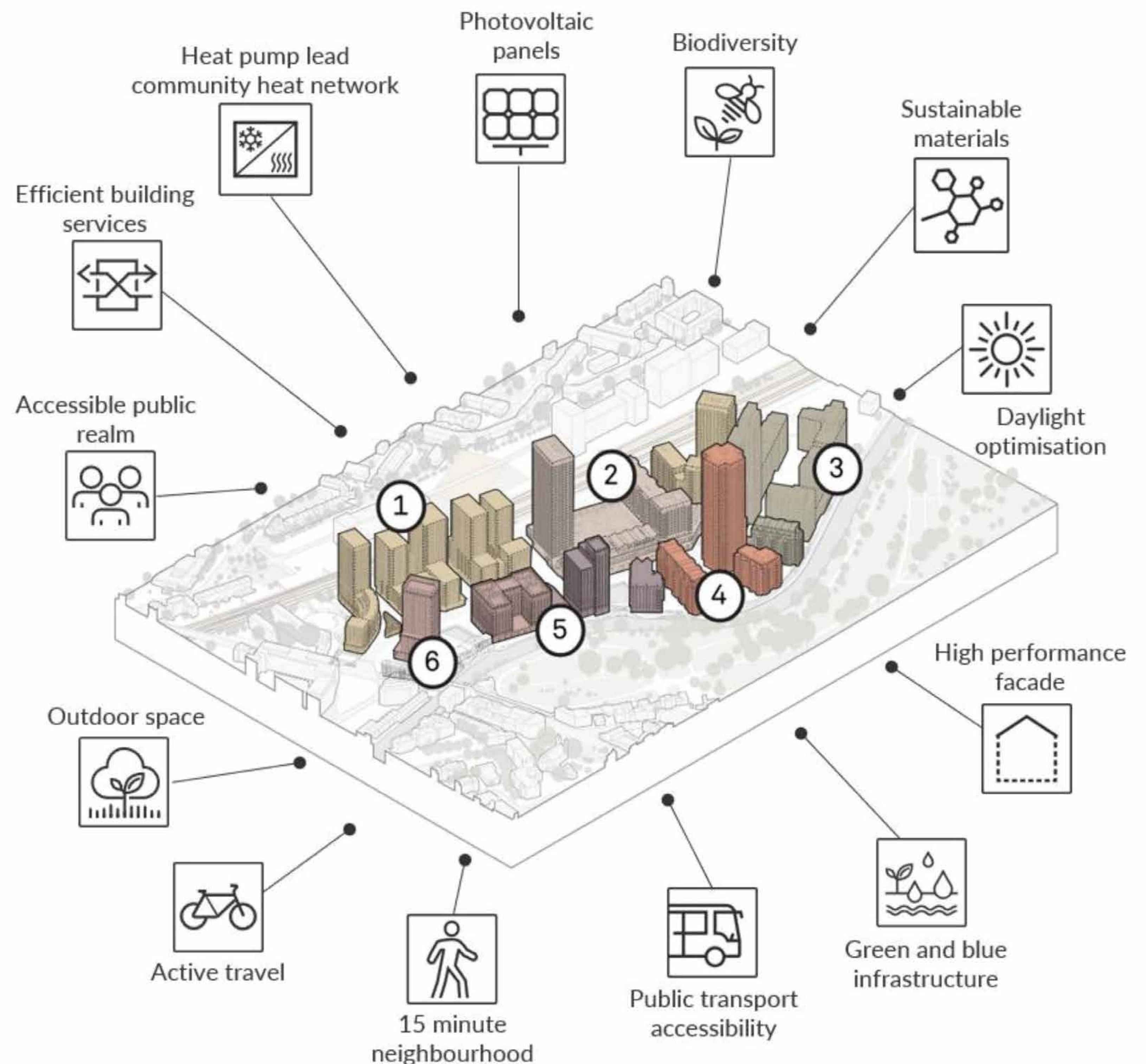
We are looking at options including energy efficient designs, fully electric energy, photovoltaic panels on roofs, rainwater harvesting, ground and air source heat pumps, and green roofs on some of the buildings.

The new Sainsbury's store will also add to the site's green credentials with the inclusion of photovoltaic panels on a green roof.

Our aim to achieve a BREEAM (Building Research Establishment Environmental Assessment Method) rating of Excellent across the entire development. BREEAM is the world's leading authority on sustainability in the built environment.



Kensal Canalside will build on the growing demand for ecologically sound and sustainable places to live. The canal, railway and cemetery provide breathing space and ecological corridors that should penetrate the site. These same corridors provide sustainable and enjoyable travel and transport connectivity for pedestrians and cyclists.



Community works

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We established a relationship with London Sports Trust in 2021 when Project Flourish was launched. We provided sponsorship for Canalside Fun Day. The event was attended by over 100 families living in the local area and provided our team with the opportunity to get to know the community and understand your needs.

We believe supporting younger generations is essential for ensuring a positive future for them, and for the rest of the community which is why we are proud to be partnering with the charity to provide funding and company support. We will also be re-providing the Activity Centre as a multi-sport facility and maintaining the relationship through the design, planning and construction phases.

Ballymore has a Local Labour and Employment Programme, which will serve the surrounding four boroughs, by providing apprenticeships and employment opportunities.

We are providing a community hub in the centre of the neighbourhood which will be accessible to all residents and the wider community. We want to invite community groups, charities and local business owners to get in touch with us so we can explore how we can create exciting new partnerships and support good growth on your doorstep.



Development Infrastructure Funding Strategy

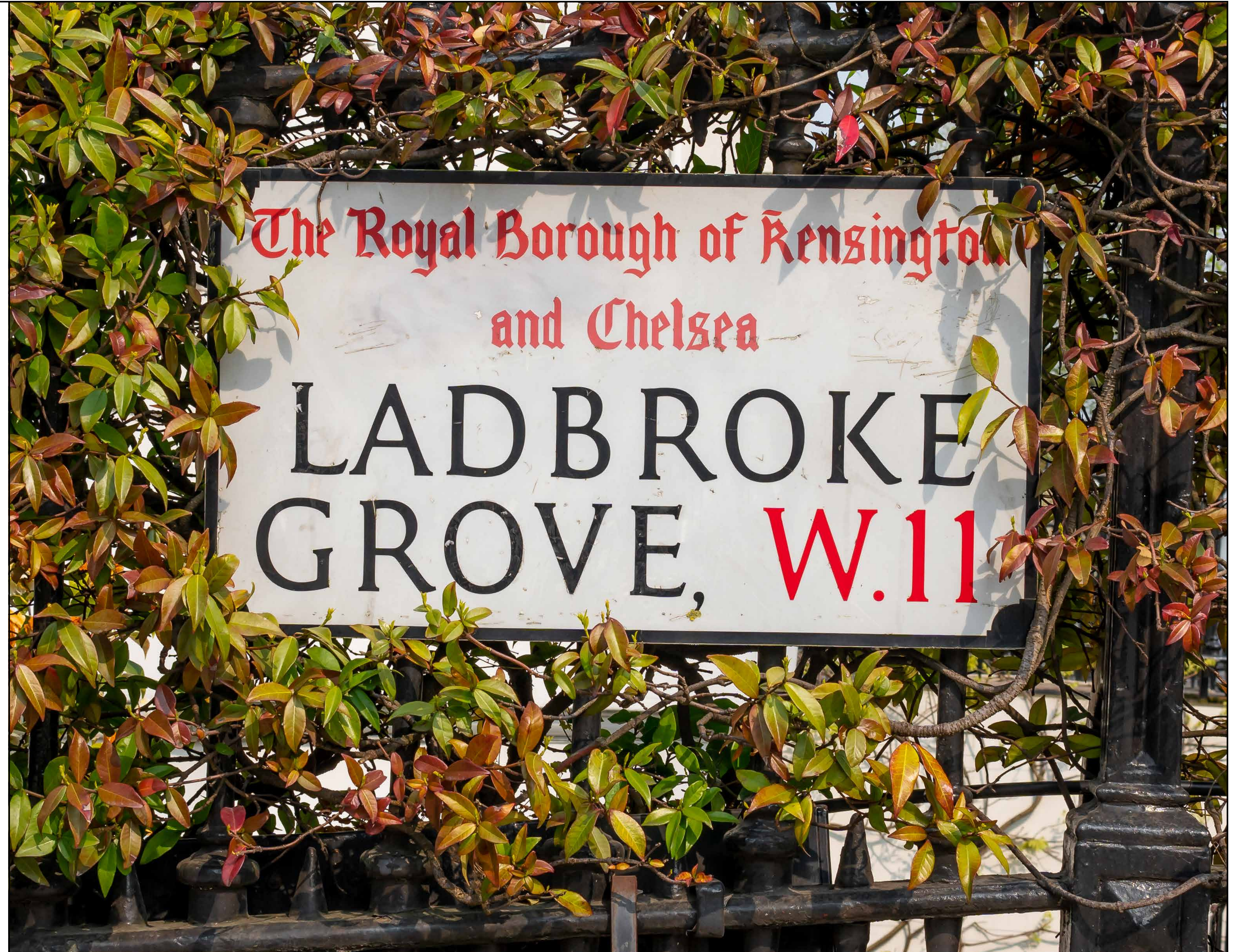
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What will we provide?

In line with planning policy we will be making Section 106 financial contributions to the council. RBKC will decide how this is spent but it could be used to improve existing local infrastructure and amenities, including:

- Extension and expansion to local primary and secondary schools
- Fire station enhancement to existing facilities
- Ambulance station enhancement to existing service provision
- On going assessment and support on primary healthcare
- Enhancements to Kensal library
- Extensions to existing bus routes
- New cycle hire docking stations within Kensal Canalside
- Funding contributions towards new cycle Quietway route linking north west London with central London via Ladbrooke Grove
- Funding contributions towards enhancements to Ladbrooke Grove underground station
- Mayoral Community Infrastructure Levy



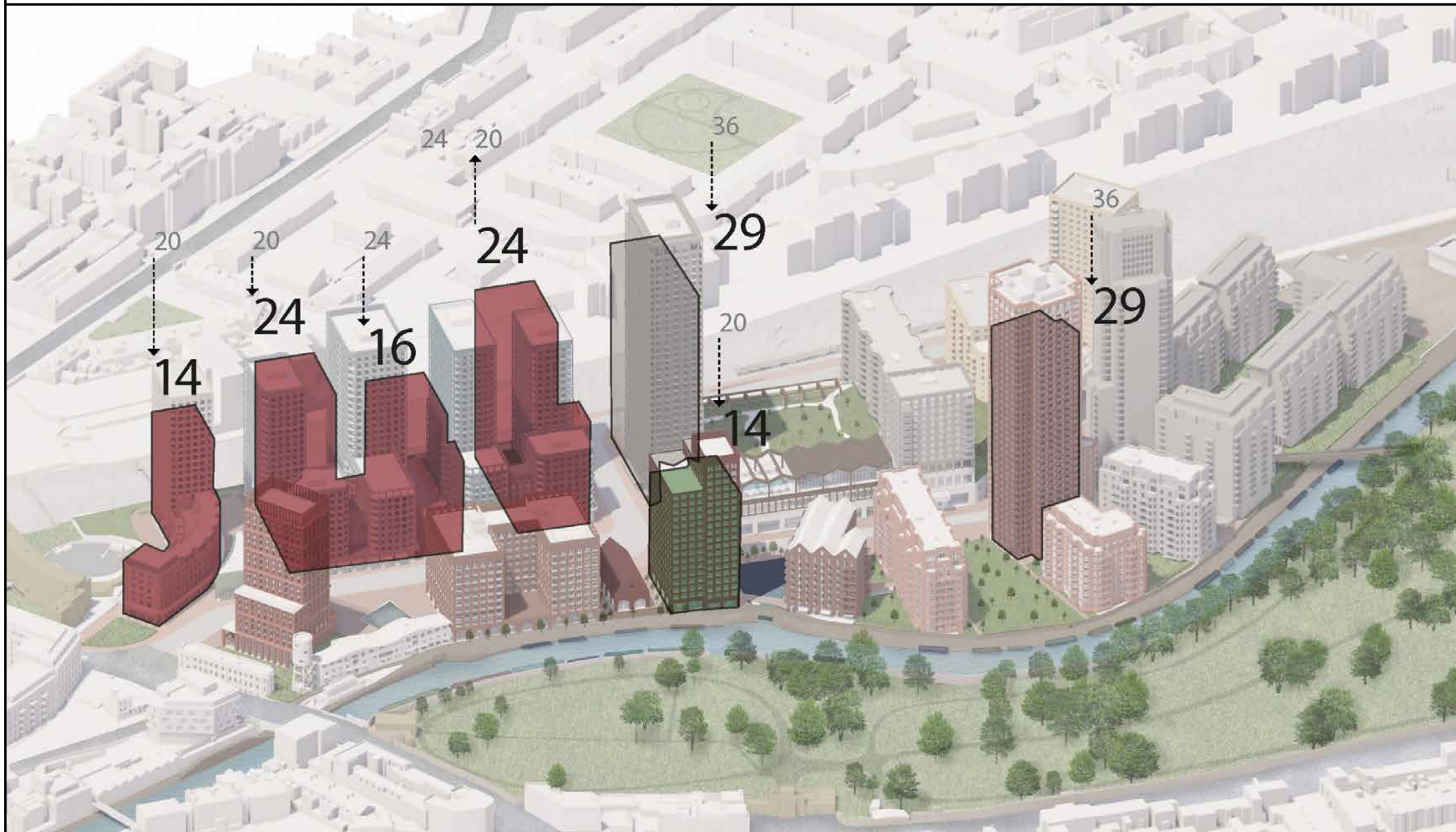
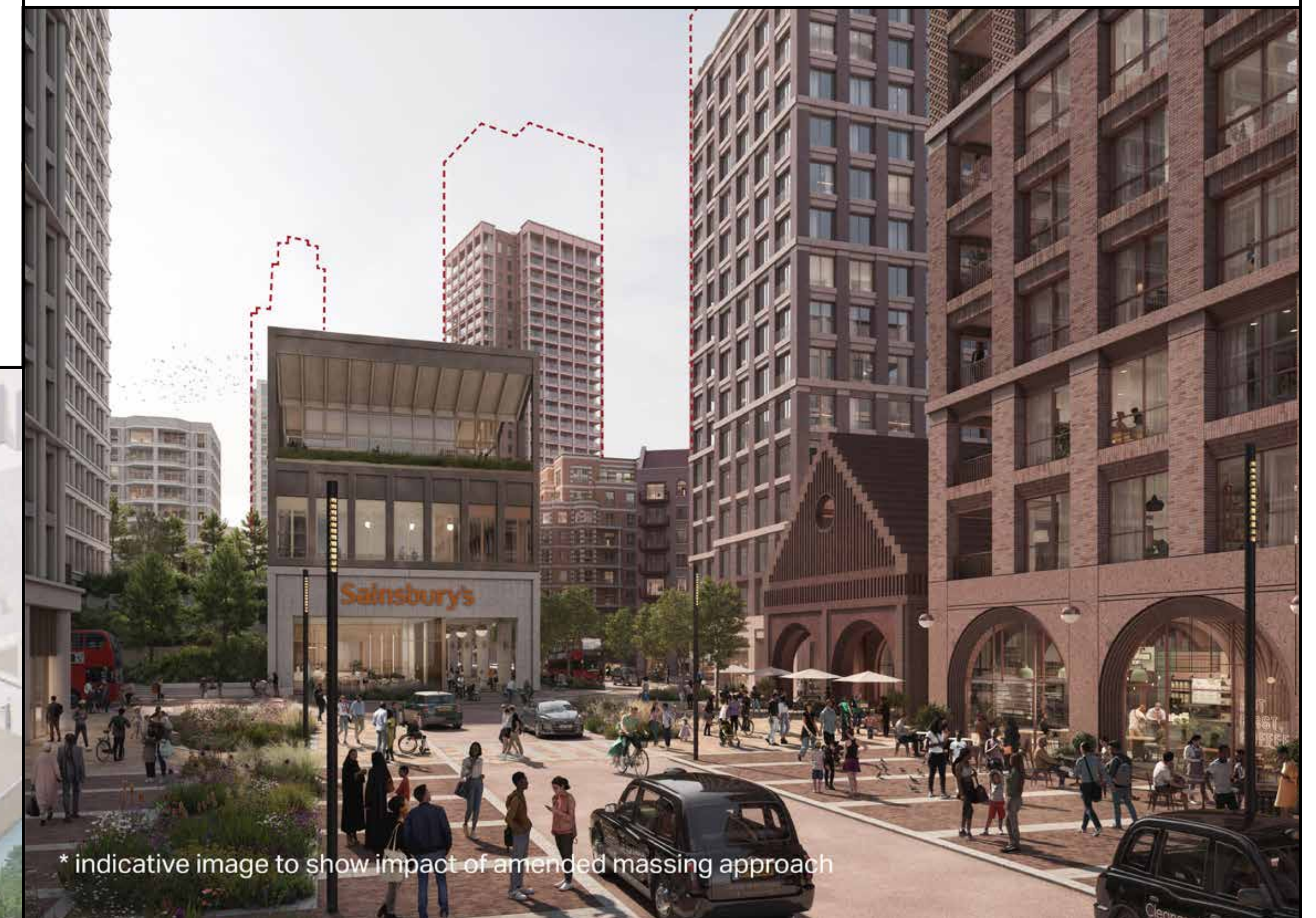
Changes since 2021

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We spent 2022 thoroughly reviewing all feedback from our previous rounds of consultation. We worked hard to ensure we made changes to our plans to incorporate your views and comments. We have made the following changes:

- Reduced heights
- Reduced massing
- Ensured there are two core stair cases in each residential building
- Increased the number of green spaces and play areas
- A charity strategy including two local organisations London Sports Trust and Full of Life Charity
- A new community hub that will be accessible to all residents and the wider community.
















Tall buildings have been reduced in height across the new neighbourhood.

Over 18,000 people have taken part in our consultation so far.

You spoke & we listened

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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

Under Consultation Land on Ladbroke Grove

LADBROKE GROVE

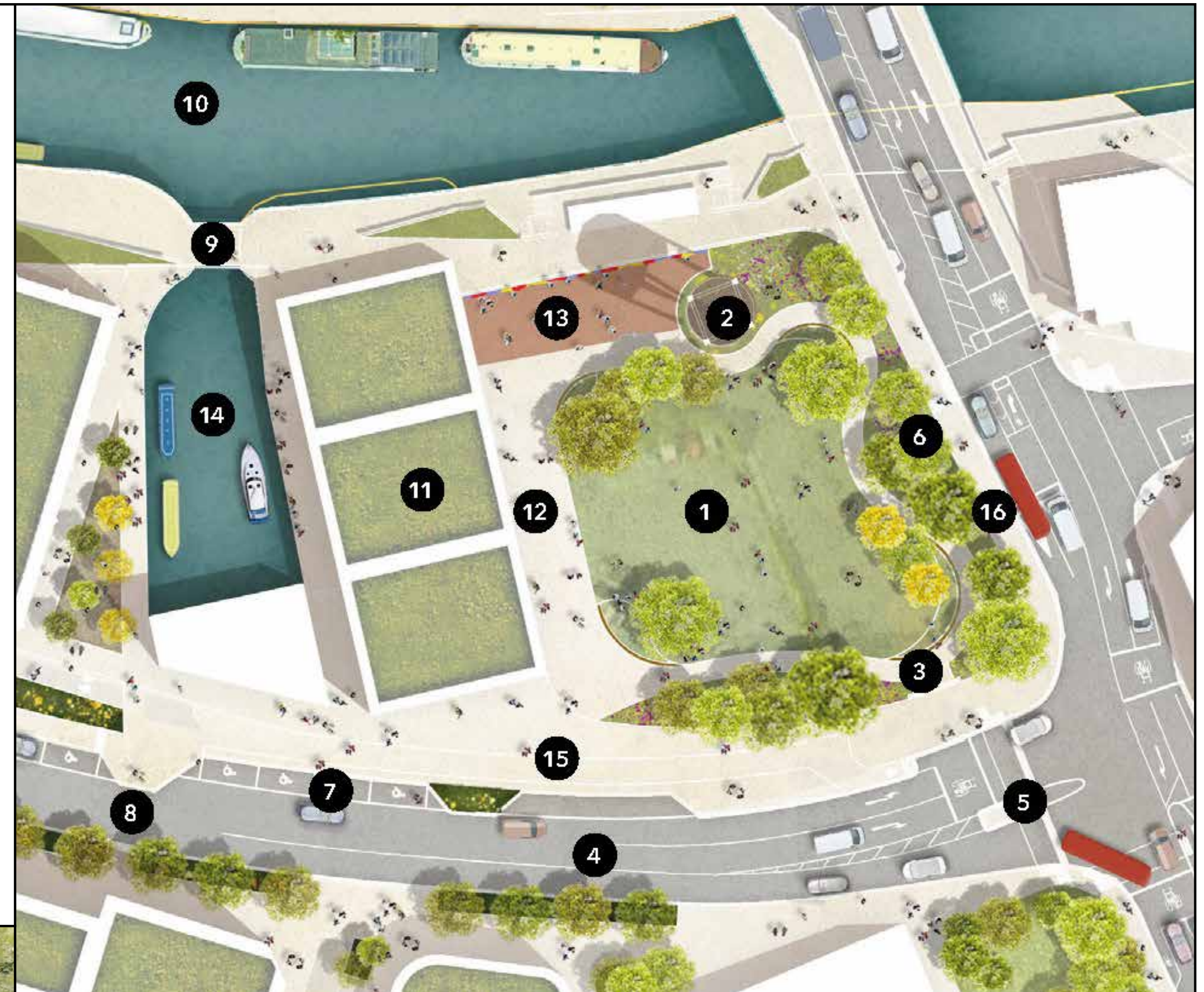
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We are also starting to consult you on a neighbouring piece of land owned by RBKC. This piece of land fronts onto Ladbroke Grove and has two main buildings, Canalside House and Canalside Activity Centre, and homes in The Boathouse that are owned by Peabody.

We have been asked by RBKC how our designs for the masterplan would change if these buildings were included inside the development parameters. We want to hear your views on our early thoughts. To have your say, please complete one of the feedback forms available today and return it via the ballot box provided. Alternatively, you can visit our project website, www.projectflourish.co.uk.

Our initial thoughts include the provision of a new park 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.

Our plans for this area include the redevelopment of Canalside House. Should our proposals go ahead, RBKC will work with the charities currently based at Canalside House to relocate them to better, more modern accommodation. We would replace the activity centre, affordable homes and social commercial space here.



Feature elements

- | | |
|--------------------------------|----------------------|
| 1 Lawn | 9 Towpath bridge |
| 2 Existing water tower feature | 10 Grand Union Canal |
| 3 Ladbroke Green entrance | 11 Biodiverse roof |
| 4 High street | 12 Spill out zone |
| 5 Primary site entrance | 13 Play area |
| 6 Proposed planting | 14 East Basin |
| 7 Accessible parking | 15 Cycle lane |
| 8 Designated crossing | 16 Widened footway |



Ballymore is a developer with vast and varied experience, acknowledged as pioneers of some of Europe's largest regeneration projects.

Ballymore takes its responsibility as a place maker very seriously, putting quality of life and a connection to arts and culture at the core of its work.

40 Years in business



A privately owned business

700 Employees



9,000 Homes built in the UK and Ireland in the last five years

15,000+ Homes in our portfolio pipeline



4.5 million Sq ft in our commercial pipeline

11,000+ Homes managed by Ballymore



5 Active sites in the UK

5 Active sites in Ireland



40 Awards won over the past five years

Homebuilder of the Year .



British Homes Awards 2022

Regional Award for Winning Workplace



(Three Snowhill) BCO Awards 2022

Gold Winner .



(Dublin Landings) Urban Design & Architecture Awards 2022

Best Luxury Development.



(Goodluck Hope) WhatHouse? Awards 2022

Development of the year Over 100 Homes.



(Goodluck Hope) British House Awards 2022

Best New Place to Live .



(Goodluck Hope) Building London Planning Awards 2022

RIBA London Award .



(Royal Wharf School) RIBA Awards 2022



Ballymore approaches each development with a desire to create a distinctive place that is locally relevant. The Ballymore team has carefully considered activity, culture and community when looking at the design principles for Kensal Canalside.

Driven by our passion for food, together we serve and help every customer.

Offering delicious, great quality food at competitive prices has been at the heart of what we do since our first store opened in 1869. Today, inspiring and delighting our customers with tasty food remains our priority. Our focus on great value food and convenient shopping, whether in-store or online is supported by our brands – Argos, Habitat, Tu, Nectar and Sainsbury's Bank.



Sainsbury's has a proven track record of successfully creating supermarkets within mixed-use developments.

Sainsbury's is committed to reducing the environmental impact of its business and to helping customers live more sustainably. The business is cutting carbon in its operations and using new technologies to maximise energy efficiency.



What happens next

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In the coming months, a planning application for the development will be submitted to RBKC, whose Planning Committee will decide whether the plans go ahead.

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

Please fill in a form to tell us your views. You can also register for updates by scanning the QR code below.



A view of people enjoying the new Wharf

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The neighbourhood will transform an old industrial site into a mix of welcoming places and spaces

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Somewhere to sit and relax by the water