

PLANS FOR 2-14 TELFORD ROAD AND 246-248 LADBROKE GROVE

MANAKHOMES

WELCOME

Thank you for taking the time to find out more about the emerging proposals for 2-14 Telford Road, on the corner with Ladbroke Grove.

Our proposals will deliver new homes alongside a ground floor commercial space. The existing building is dated and in poor condition, which presents an opportunity to improve the appearance of the street with a high-quality, sustainable development.

MANAK HOMES

Founded in 2019, we are a family-run, award-winning house builder operating in London and the South East of England. We design and build high-quality, modern developments that blend both premium design and practicality.

As a family-owned business, we invest in the areas where we work and aim to have a long-lasting positive impact on the community and local economy.

OUR TEAM

MANAKHOMES

MADDOX PLANNING

bell phillips
C A S C A D E



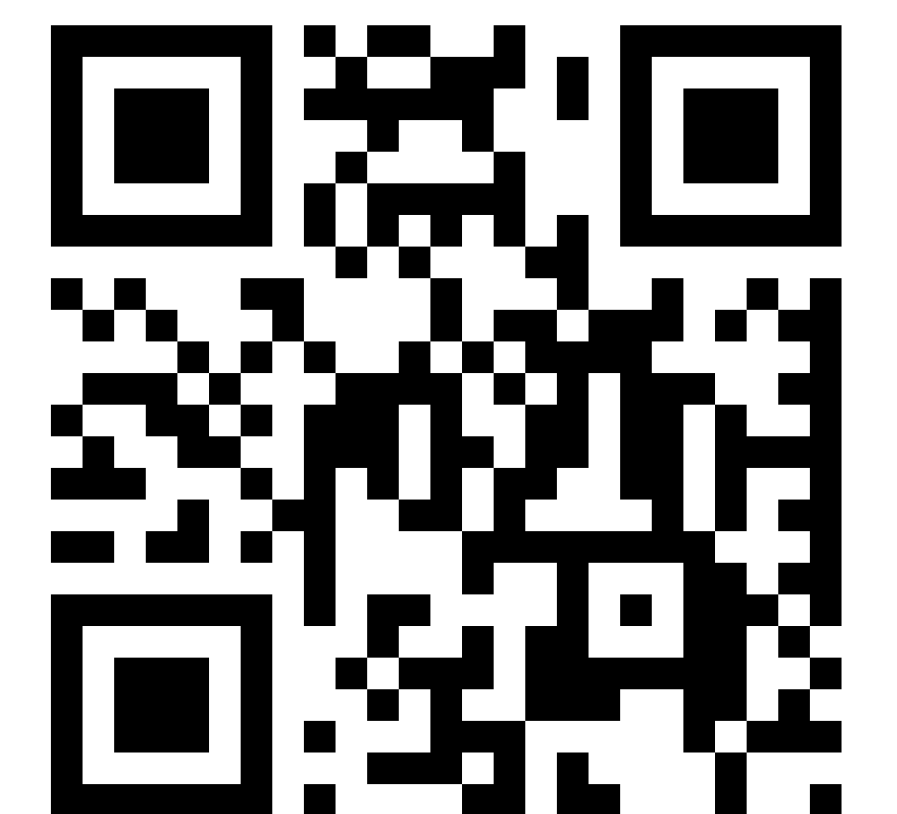
Aerial view of the site - outlined in red

WE WANT YOUR FEEDBACK

We would be grateful if you could take a few minutes to provide us with your feedback, either by completing a questionnaire at the end or by scanning the QR code below with your smartphone.

@ consultation@telfordroad.co.uk

📞 Call us on freephone 0800 088 4570



BACKGROUND

SITE HISTORY

Historically a residential street which stretched further east to Wornington Road, this part of Telford Road was cleared following World War II. The site is not in a conservation area, the nearest being Oxford Gardens Conservation Area the other side of Ladbroke Grove.

The existing building was built in the 1960s as Raymede Health Centre, alongside the neighbouring North Kensington Fire Station. The building was most recently home to The Lloyd Williamson School Foundation which closed in December 2023, relocating to Charles Square.

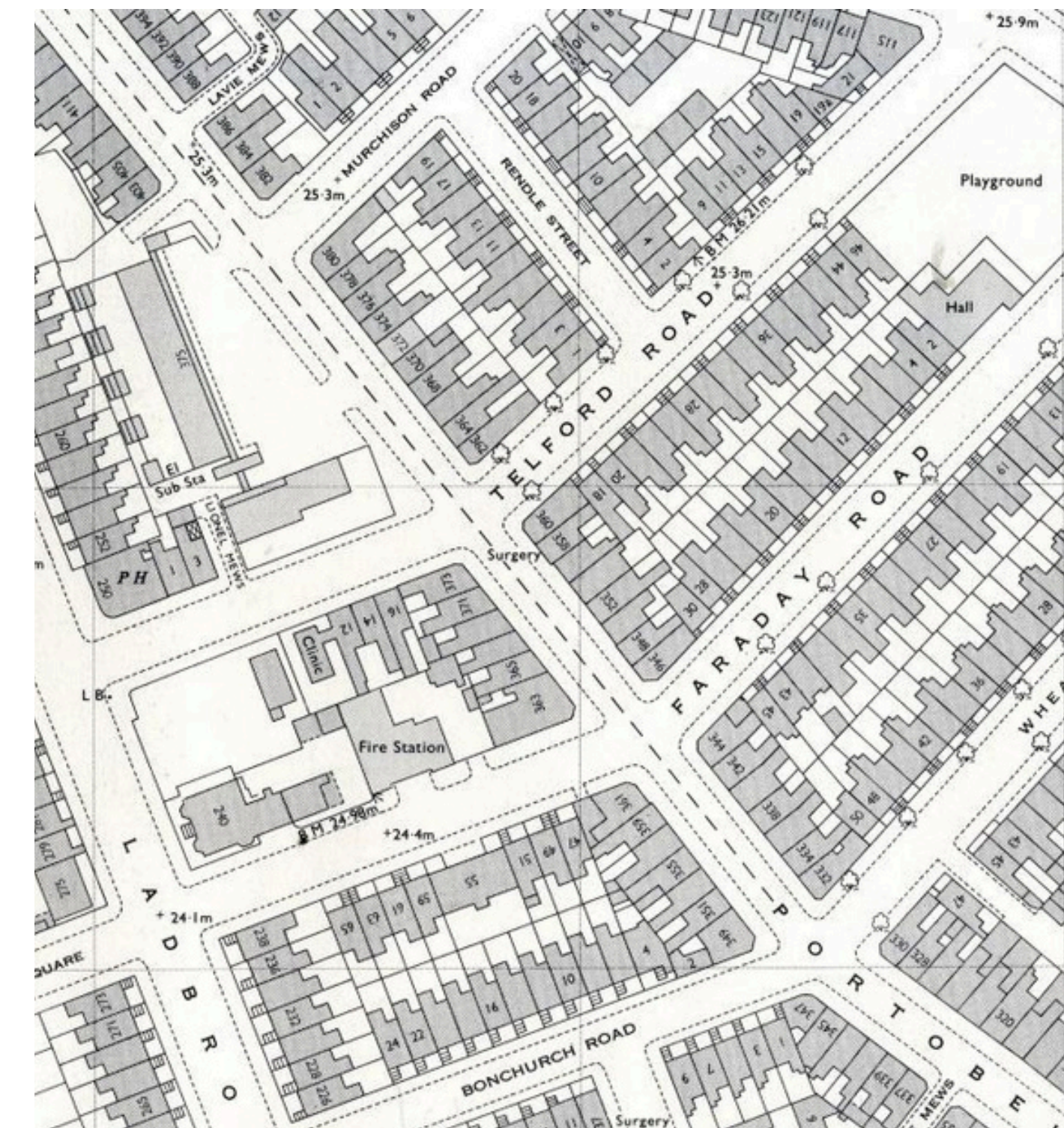
The site is classed as 'brownfield' or previously developed land, which is prioritised for redevelopment and particularly for housing.

- The existing buildings are of poor quality and are not in keeping with the character of the surrounding area. The demolition of these buildings will allow for the construction of a higher quality, more sustainable scheme.

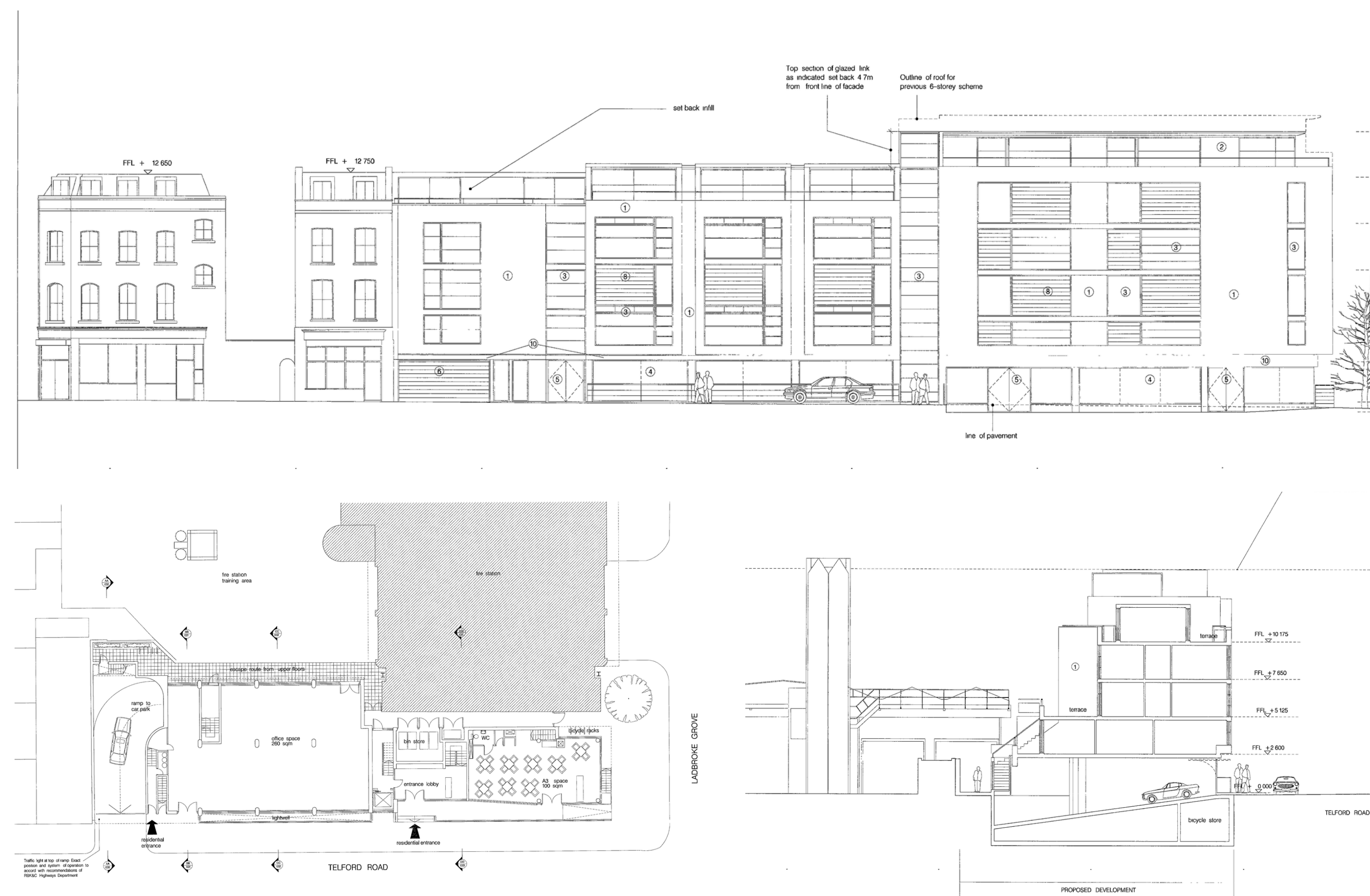
PREVIOUSLY APPROVED PLANS

In 2005, planning permission was approved for the demolition of the existing buildings and redevelopment of the site with 18 maisonette apartments alongside commercial space.

The approved plan featured a five to six storey building, with office space, a restaurant or café at the ground floor, and basement parking for 18 cars accessed from Telford Road. Works on this application began in 2010, but were never fully completed.



Ordnance survey maps of the area from 1945 (left) and 1979 (right) - credit Layers of London

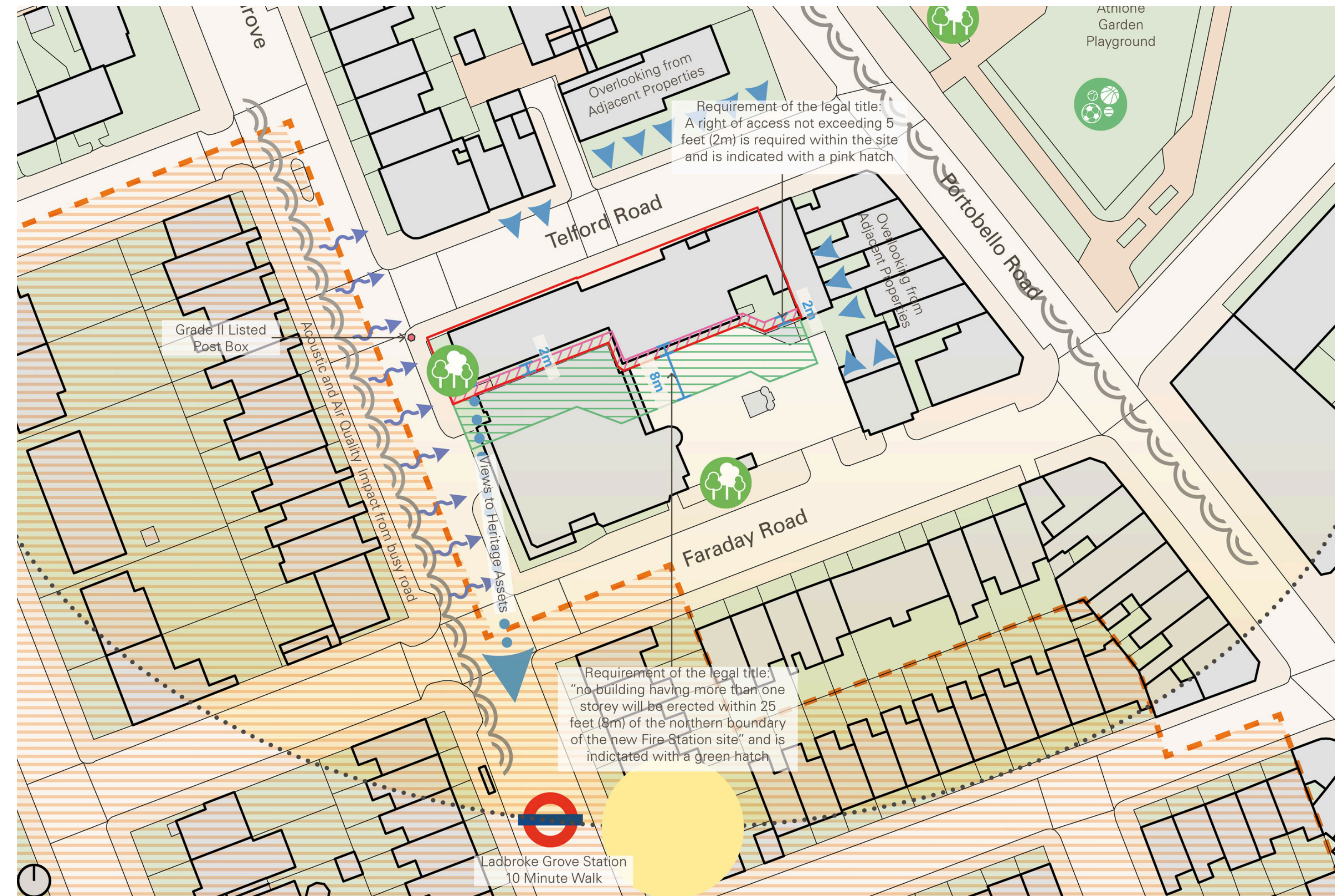


Previously approved plans for the site (2005)

OPPORTUNITIES, CONSTRAINTS AND KEY CONSIDERATIONS

OPPORTUNITIES

- Improve the appearance of a prominent corner site, opposite a Conservation Area
- Provide a new high-quality, sustainable development
- Well located site with various amenities within a short walk, including Ladbroke Grove Station and nearby bus stops
- Precedent for a residential-led development on this site
- Retain a mix of uses on site with Class E space on the ground floor, which is proposed as a nursery



CONSTRAINTS AND CONSIDERATIONS

- Relationship with existing properties around the site, including North Kensington Fire Station
- Respecting the amenity and daylight to neighbouring properties
- Long, narrow site from the corner of Ladbroke Grove along much of Telford Road
- A right of access is required to the south side of site

KEY

- TfL Underground
- Approx. location of trees
- Public sports facility
- Acoustic Constraint
- Pollutant Constraint
- Positive Outlook
- Overlooking
- Conservation Area

INTRODUCING AN ACTIVE GROUNDFLOOR USE

WHAT IS CLASS E USE?

Class E encompasses '**Commercial, Business and Service**' uses, which aims to provide flexibility to ensure spaces in new or existing buildings are used and not left empty.

It includes:

- Nursery or creche space
- Retail space
- Restaurants or café space
- Office or commercial space
- Indoor sport, recreation or fitness space

Given the site's most recent use as a school for younger children, and existing uses in the area, we believe a nursery would be suited to the ground floor space.

Let us know what you think by completing a feedback form.

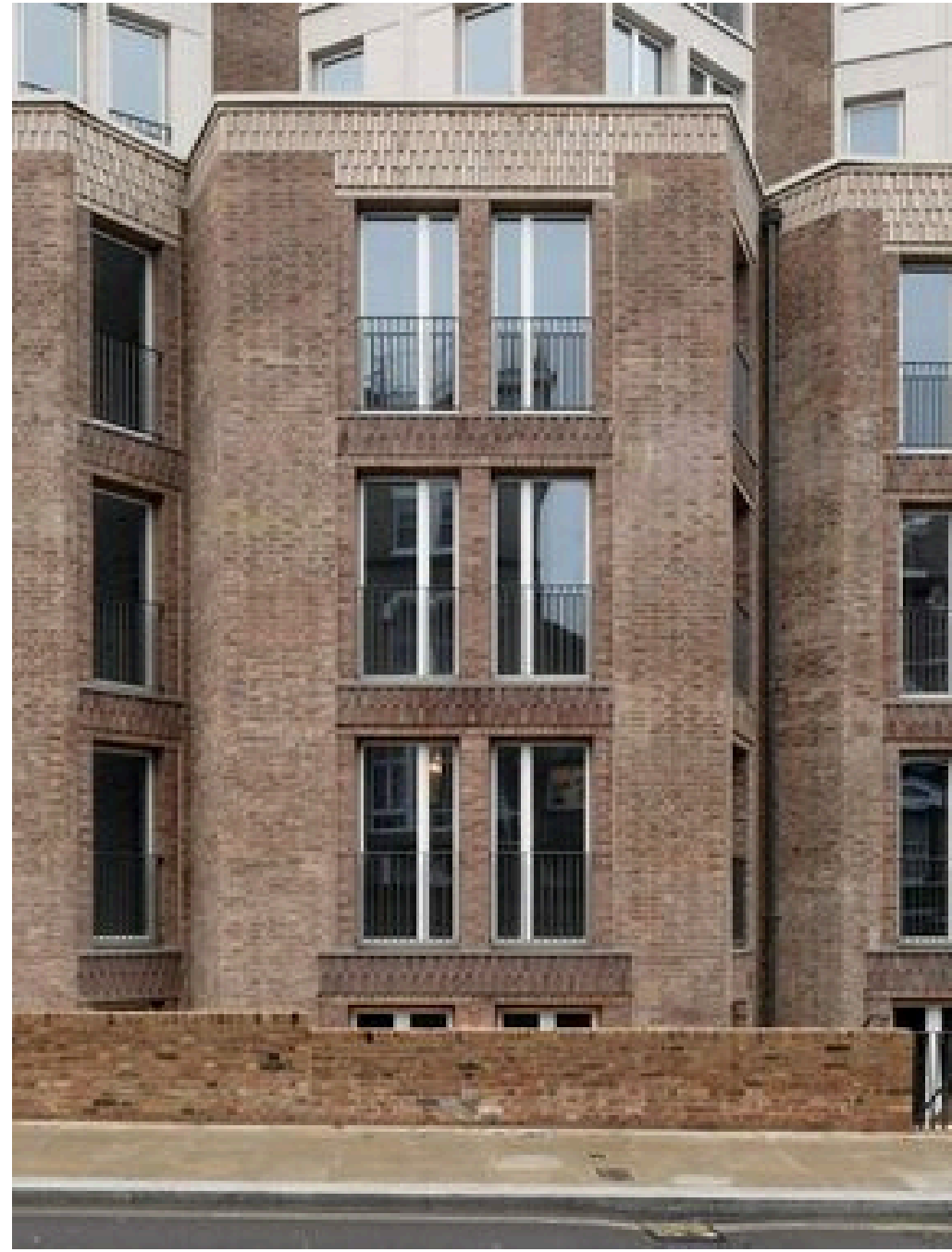


KEY

- Residential
- Education
- Retail
- Office
- Other commercial
- Restaurant/bar
- Unknown
- Emergency services

DESIGN CUES AND MATERIALS

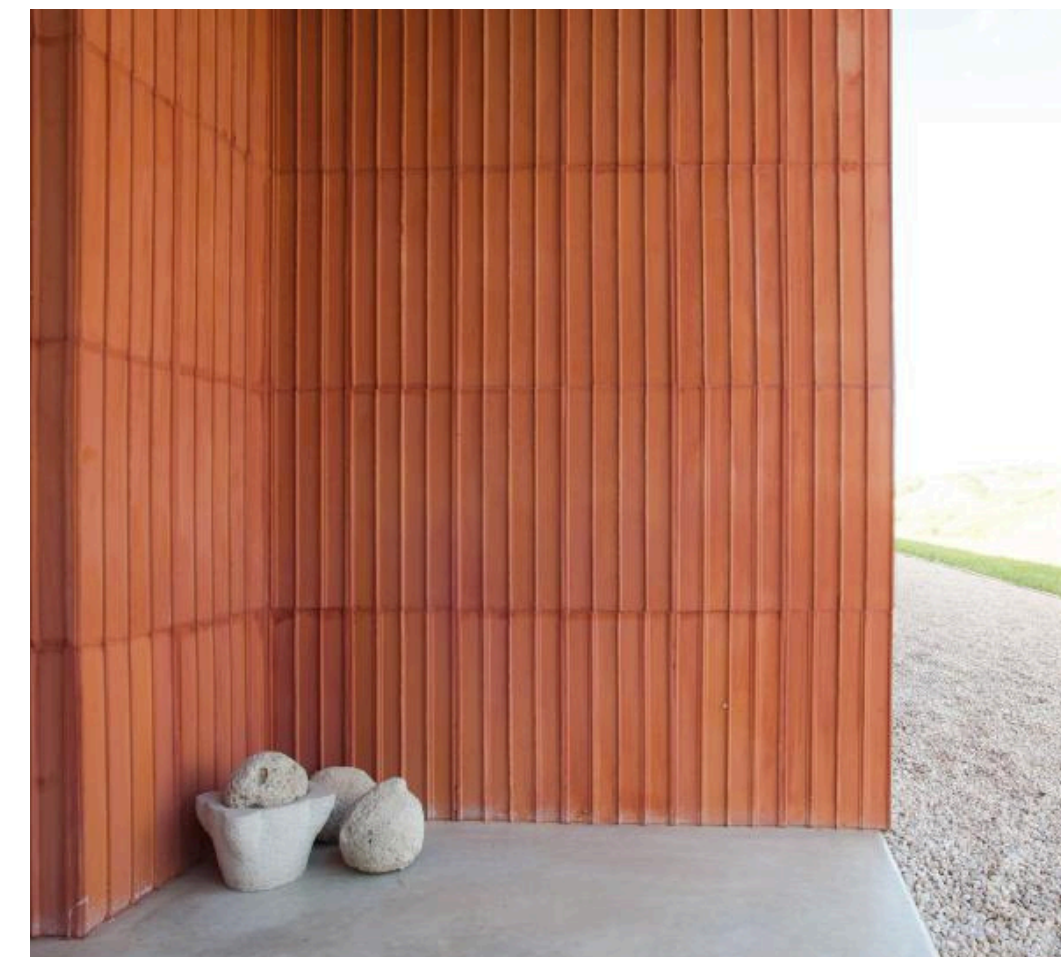
ELEVATION PRECEDENTS



Examples of buildings divided into a repeated 'terrace' rhythm, divided by balconies

Creating a horizontal hierarchy on the building facade

ARCHITECTURAL INSPIRATION



MATERIAL PALETTE

- The majority of the terraced houses around the site are built from yellow stock brick, with some in white brick and some in render
- The new housing estate to the east of Portobello Road is also built from yellow stock and white brick
- Contrastingly, the 'high tech' fire station is built from a beige profiled metal cladding with a red exoskeleton steel frame
- On the site itself, immediately to the north on Telford Road and to the west side of Portobello Road the buildings are built from a dark brown / black brick



DRAWING ON LOCAL DESIGN CUES

CONTEXT ELEVATION ANALYSIS

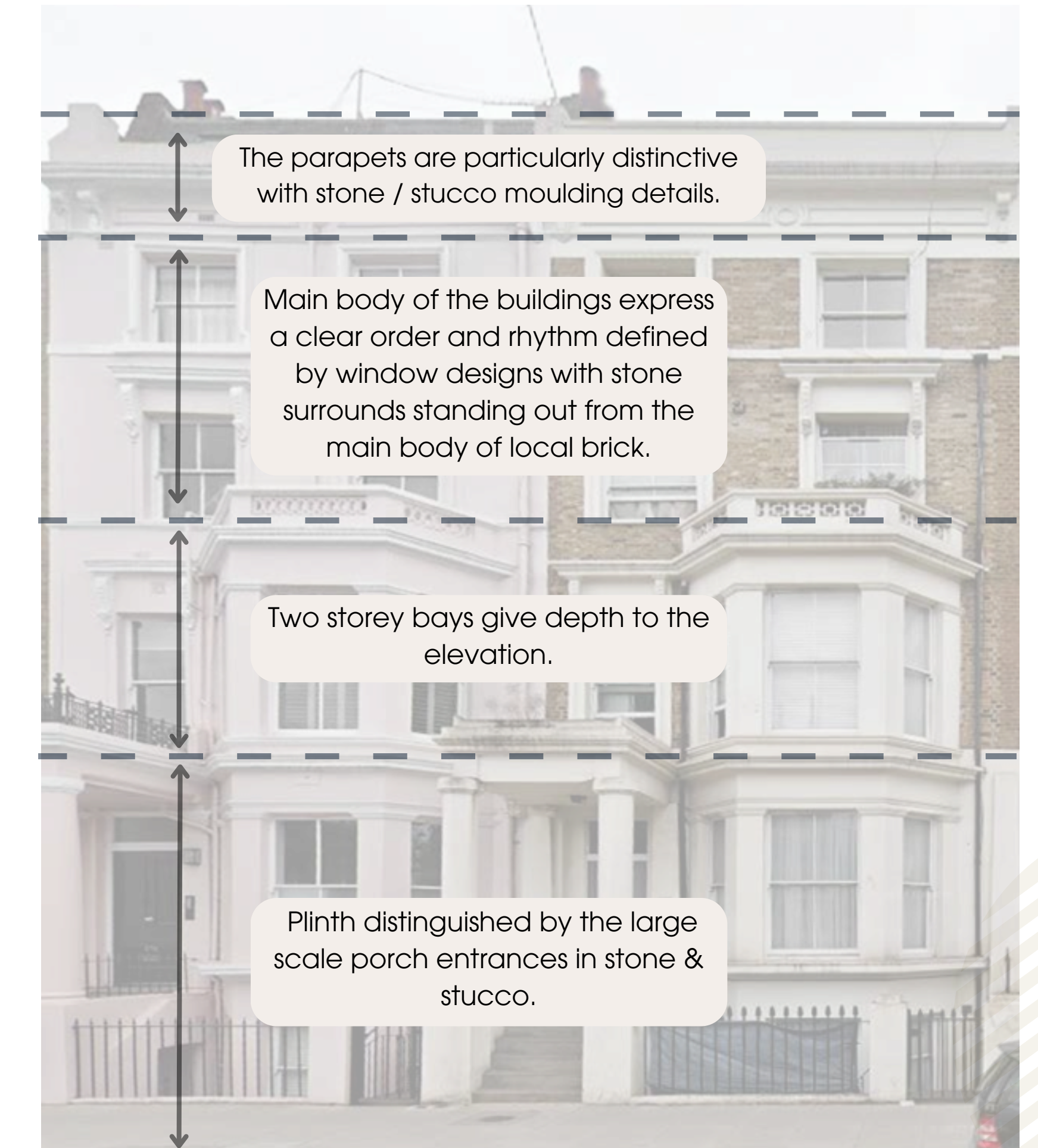
Primary vertical rhythm along Ladbroke Grove set out by each terrace.



A secondary rhythm is present, denoted by the porch entrances and the two storey bay windows.



A clear and consistent horizontal order exists in the surrounding context.



The floor to floor height of ground to first is 3.5m for the commercial space. Floor to floor heights above this are 3.075m.

The mass is cut back at the western-most end adjacent to 16 Telford Road to lower its impact on this neighbouring property.



OUR PROPOSALS

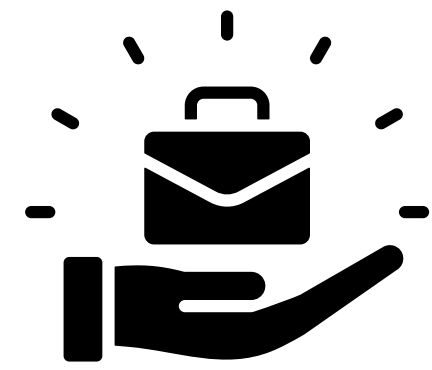
The site is underutilised brownfield land and there is an opportunity to deliver a high-quality, sustainable development. The proposed development has the potential to deliver the following benefits:



27 new homes to contribute towards housing targets in the borough



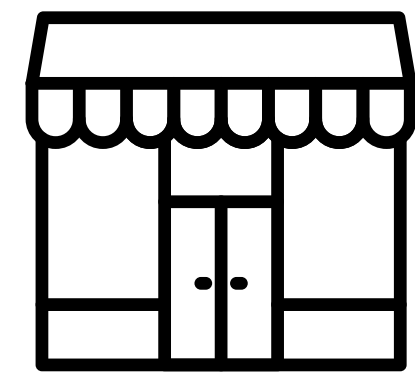
A new nursery school to serve the local community



Jobs created during construction and the spin-off spending in the area



Positive gains to local biodiversity through urban greening, on a site that currently has no greenery or planting



Active ground-floor frontages to improve the day-to-day appearance of the site



A sustainable, environmentally friendly building using modern technology and materials



Sketch of the proposals viewed from the corner of Ladbrooke Grove and St Charles Square

SCALE, MASSING AND DESIGN APPROACH

The proposals are for a part four, five and six-storey building, with the fourth floor set back from immediate neighbours and the sixth floor set back from both Telford Road and Ladbroke Grove.

The design has been carefully considered to align with the existing character of the area, in terms of scale and materials.

The development respects the building height of immediate neighbours on Telford Road and then steps-up in height towards Ladbroke Grove, responding to the taller massing of the nearby townhouses.

This also gives the building an appropriate presence as a corner on Ladbroke Grove and Telford Road, providing an active frontage alongside improved public realm.



Sketch of the proposals viewed from Faraday Road

SUMMARY AND NEXT STEPS

NEXT STEPS

Thank you for visiting our consultation event to learn more about the proposals for 2 - 14 Telford Road and 246 - 248 Ladbroke Grove.

We are keen to know what local people think about our plans, and we have feedback forms around the room where you can provide any comments you have.

You can also scan the QR code on this board, or visit our website www.telfordroad.co.uk to tell us what you think.

A copy of the information boards shared today will be available to view on our website from Friday 18th October.

@ consultation@telfordroad.co.uk

Call us on freephone 0800 088 4570



Sketch of the proposals viewed from Portobello Road

October 2024
Public consultation

Middle of 2025
Determination of the planning application

Early 2028
Target completion

December 2024
Submission of the planning application

End of 2026
Construction work commences