

**The Royal Borough of Kensington and  
Chelsea**



THE ROYAL BOROUGH OF  
**KENSINGTON  
AND CHELSEA**

**Key Decision Report dated 26 September  
2011**

**For Decision by Councillor Nicholas Paget-  
Brown, Deputy Leader and Cabinet  
Member for Transportation,  
Environment and Leisure**

**Report by the Director for Transport,  
Environment and Leisure Services**

**THE FUTURE USE OF EXHIBITION ROAD**

**1. Background**

- 1.1 In order to make a policy about what should, and should not be allowed on Exhibition Road in the future, we carried out two discussions with residents, visitors and local employees about how they would like to see Exhibition Road used in the future. The work was split in two halves:

- Exhibition Road south of the Cromwell Road
- Exhibition Road north of the Cromwell Road

The discussion for the south end of the road was undertaken during the spring of 2010, and the discussion on the north end of the road in the spring of 2011.

- 1.2 This Key Decision paper brings the results of the two discussions together as the policy and best practice guidelines for Exhibition Road. The full results of both discussions are included as appendices to this report.

**2. Principles**

- 2.1 Exhibition Road will be a unique and beautiful space. By December, when we finish the works, it will be a place where culture and learning are accessible to people of all ages and backgrounds with a streetscape that makes that ambition a reality. The crowded, narrow pavements and heavy traffic will be a thing of the past. In their place we will have made an elegant kerb-free surface across the length and width of the road. Pedestrians will have more space and vehicles will be limited to 20mph.

- 2.2 These proposals respect and complement the intention of the Council and the work of Dixon Jones in designing the road. We would not want to see anything happen in the road that does not reflect its heritage, meaning and beauty. Nor would we want to change its essential nature as a road used by cars, vans, lorries, motorbikes, bicycles and pedestrians, nor compromise its accessibility. We do not want to encourage activities that would conflict with it being home to major cultural and scientific institutions, residents, businesses and embassies.
- 2.3 But, neither do we want one interest to dominate over another, nor do we want to proscribe the future use of the road. The Council is proud of what we will have achieved in Exhibition Road and we want to give future generations a space they can interpret and use in ways we cannot possibly yet imagine.
- 2.4 Exhibition Road crosses borough boundaries. This paper was sent to colleagues in Westminster City Council (WCC) in May 2011 for their consideration. Despite our reminders to WCC and our having moved the deadline to give more time to WCC, we have had no response. This means that we have not been able to include the views of Members or officers from WCC in this paper. If we get any response from WCC it will be included in this document prior to the RBKC Cabinet Member's approval of this key decision. In the absence of any response we can only presume that WCC have no objection to the content of this key decision.
- 2.5 Officers in Planning and Borough Development have been consulted about the proposals in this paper and their comments and suggestions have been incorporated into the proposals. The proposals in this paper are not at odds with the Local Development Plan, and will not constrain the proper processes of the Planning Committee.

### **3. Exhibition Road South of the Cromwell Road – the Paved Square by Pelham Street.**

- 3.1 The discussion indicated that we should keep the paved square as an open and uncluttered place. Those who took part in the discussion wanted, on the whole, more greenery, but did not want any other permanent interventions such as public art or fountains. In particular they did not want seating in this area.

R 3/1 This paper proposes that we define the paved area as an open and uncluttered space.

R 3/2 This paper proposes that we do not consider the space suitable for either permanent public art or a water feature, but that we do not rule out occasional temporary exhibitions of suitable public art, or fleeting and site specific works.

R 3/3 This paper proposes that we do not put benches on the paved square, nor agree any tables and chairs licences on the paved square at present. The Council may consider some modest incursions of tables and chairs in future if the nature of the retail offer around the paved square changes. However, we should protect the diverse nature of the retail offer in south Kensington and would want to ensure that we keep a retail mix that benefits residents as well as visitors.

R 3/4 This paper proposes that the Council should not encourage busking or other forms of entertainment on the paved area, unless linked to an art installation or seasonal event.

R 3/5 This paper proposes that the Council should not allow temporary or permanent market stalls on the paved square (other than the single flower seller currently in residence).

3.2 The discussion pointed to a local fondness for the flower seller, but a strong desire for a better kiosk, to match the upgrade of the area.

R 3/6 This paper proposes that the Council should investigate the possibility of commissioning a new and beautifully designed, functional kiosk for the flower seller, subject to suitable or external funding being found.

#### **4. Thurloe Street and Exhibition Road South of the Cromwell Road**

4.1 Again, the discussion pointed to a wish to keep these streets clear with the most common comment being that the area was busy enough already and it should be kept clear of more obstructions. Those who responded would like to see trees and greenery and were tolerant of or supported street cafes and occasional markets.

4.2 There was a local preference, particularly from residents, for there to be no benches in these streets, but, after the road works were

finished there was a small, but determined counter demand from residents and retailers for benches in Thurloe Street and the southern end of Exhibition Road. We held a second opinion gathering exercise, just about benches, but it gave mixed results. The response rate was low with only 42 responses of which 3 were from residents' associations. Most, but not all, of the residents were against benches. All of the visitors and businesses were in favour of benches. Some residents have asked for the plinths around the tunnel lanterns in Exhibition Road to be fitted with spikes or studs to stop people sitting on them.

R 4/1 This paper proposes that we keep street furniture in this area to a minimum, with no benches, but allow the plinths around the tunnel lantern lights to be used as somewhere for visitors to sit in the southern end of Exhibition Road.

R 4/2 this paper proposes that we do not consider Thurloe Street or Exhibition Road SCR suitable for either permanent public art, or a water feature, but that we do not rule out occasional temporary exhibitions of suitable public art, or fleeting and site specific works.

4.3 The change in the road layout around south Kensington, coupled with the very large number of visitors should encourage a sophisticated and elegant cafe culture. Managing such a space will require considerable resources and it is debatable that the Council has the resources or the right approach to ensure the right atmosphere. There are other ways of managing public space in collaboration with businesses and residents that might add value in this context.

R 4/3 This paper proposes that the Council consider how it might use the principles of a Business Improvement District (BID) to better manage tables, chairs and occasional markets in Thurloe Street and the southern end of Exhibition Road. The first and tentative, step in that direction should be to set up a management agreement with South Kensington Estates to manage a section of the southern end of Exhibition Road, by agreement with the Council and overseen by a management group of ward councillors, council officers and residents. This arrangement is the subject of a separate Key Decision<sup>1</sup>.

---

<sup>1</sup> Key decision 03552/11/T/A (Management of the public realm at the southern end of Exhibition Road and Thurloe Street)

- 4.4 The discussion showed a moderate appetite for some kind of occasional market in Thurloe Street or the southern section of Exhibition Road. While this paper does not recommend that Bute Street Farmer's market is moved to this location<sup>2</sup>, we should investigate what other markets might be feasible and add to the vitality of the area. The York stone paved area of Thurloe Street may be a suitable location for such a market, as might be Exhibition Road south of the Cromwell Road. It might be better to wait until the tables and chairs have been established in these streets before allowing any occasional markets, to give a better understanding of the space available.

R 4/4        This paper recommends that the Council seeks a market promoter to trial a series of seasonal markets from the spring of 2012 for two years, provided that the markets deliver the quality and sophistication the Council expects from this area, and provides a reasonable income to the Council.

## **5.        Exhibition Road from the Cromwell Road to Kensington Gore/Kensington Road**

- 5.1 These recommendations cover the whole of the northern section of Exhibition Road. Section 6 looks in greater detail at the section from Cromwell Road to Prince Consort Road and section 7 considers the section from Prince Consort Road to Kensington Gore/Kensington Road.
- 5.2 The full report following the wider discussion and after further comments from the Exhibition Road Community Interest group is attached as Appendix 2.
- 5.3 The boundary between RBKC and WCC is at Imperial College Road and the most northerly of the Princes Gate Mews streets. The road south of Imperial College Road is in RBKC and the stretch north of Imperial College Road in WCC.
- 5.4 The southern part of the road could be described as characterised by the large national museums and cultural institutions; and the northern part by residential property and embassies. This simple division should not ignore residents in Exhibition Road and roads close to it in the southern part, and significant cultural institutions in the northern part.

---

<sup>2</sup> Bute Street market was set up to revitalise a slightly out of the way street. The market is now established, after some wavering, and seems to work where it is.

- 5.5 The road layout on either side of the junction with Prince Consort Road is different. To the north of the junction, Exhibition Road has two lanes of traffic either side of the centre of the road with parallel parking bays on both sides of the road.
- 5.6 To the south of the junction, all moving traffic runs east of the centre line of the road. The space west of the centre of the road includes car parking bays, bicycle stands and benches, but is spacious enough to allow consideration of other occasional uses.
- 5.7 The responses to this discussion are less conclusive and more polarised than were the responses to the first discussion. For instance; 20 of the individual respondents wanted the road to feel fun, or vibrant or buzzy; while 18 wanted it to feel quiet and peaceful. The organisational responses are equally polarised; the Residents' Associations did not want to see any commercial activity on the road; but the institutions wanted to see commercial opportunities that made the experience of visiting the road more enjoyable.
- 5.8 Exhibition Road will be the largest single surface public space in London. But it will also be a working road, with embassies, major national and international institutions and residents' homes. There is demand from event organisers in London to find a better central London space for events than Trafalgar Square, and Exhibition Road could easily become a regular home to major events. But to do this would be to deny its complex nature. This paper does not propose that the whole length of Exhibition Road should host events on a regular basis, whether or not they require road closures. Any event on the whole length of Exhibition Road would, of course, require the agreement of both RBKC and WCC.

R 5/1 This paper proposes that both RBKC and WCC do not support applications to hold events on the whole length of Exhibition Road on more than one occasion in any two year period. In addition, an event would only be considered suitable for the whole of Exhibition Road if it marked an event of London wide, national or international significance. Examples of such events might be Coronations; events to accompany international sporting festivals or Royal Jubilees. It is not the intention of this paper that these events should happen every two years, rather that events on Exhibition Road to mark happenings of wider significance should not take place more than once in any two year period. We anticipate there may well be lengthy periods when no significant occurrence takes place to merit the organisation of an

event. After 2012 these rare major events should be no longer in duration than 3 consecutive days (2 evenings).

All such events must be subject to the proper regulation of both WCC and RBKC and must take into consideration the views of local councillors, local residents, businesses and institutions. In particular the views of residents about acceptable noise levels, access, rubbish clearance and timings must be considered by the proper authorities. All events should be the subject of a de-brief report to both WCC and RBKC, to inform the better management of future events.

- 5.9 The design of Exhibition Road is uncluttered and simple. The dynamic of the diagonal design unites both sides of the road and creates a unique space. While the right public art can add to a public space, creating markers, ideas, interactions, dignity or irreverence, Exhibition Road is designed to stand in its own right as a comprehensive piece of urban public space. Such a space does not seem to be appropriate for individual permanent works of public sculpture, and indeed the sheer scale of Exhibition Road makes it hard for any single piece to have impact on the space, but the road may make an interesting exhibition space for public art in an urban setting.
- 5.10 This country's outdoor galleries of public art are largely in rural settings, but much public art is permanently installed in urban settings. There may be merit in hosting temporary exhibitions of public art in Exhibition Road, curated professionally, to explore and promote contemporary public art practice and the work of artists working in the public sphere.
- R 5/2 This paper proposes that Exhibition Road is promoted as a place for a biennial contemporary public art exhibition and that the two councils (WCC and RBKC) with the advice of the Exhibition Road Cultural Group (ERCG) agree a joint process for encouraging and selecting potential curators of exhibitions in Exhibition Road. No such exhibition should last for more than 3 months between the September of one year and the March of the following year and will be curated, installed, promoted and removed at no cost to the public purse (unless curated by WCC or RBKC) and only by agreement and with the proper permissions of WCC and RBKC. If the ERCG or one of the two hosting Councils wish to be considered as a potential curating body, they should be

excluded from the selection process on that occasion because of the conflict of interest.

## **6. Exhibition Road between Cromwell Road and Prince Consort Road**

- 6.1 this stretch of Exhibition Road is home to significant cultural institutions and to Imperial College. Over 11 million visitors each year pass through Exhibition Road on their way to one or more of the museums, concert venues and other institutions. The design of Exhibition Road will create a fitting setting for these buildings of national and international significance as well as making a space for human interactions. The southern part of Exhibition Road could be described as a public space where the intellectual content of the institutions flows into the public space. The design of the road is mindful of residents who live in the streets adjacent to Exhibition Road as well as the many workers in the institutions and the need to service the institutions.
- 6.2 The southern part of Exhibition Road is a place where visitors may want to linger, meet, rest, anticipate and share their experience of the cultural institutions. This paper recommends that both RBKC and WCC might want to allow, in the southern part of Exhibition Road, occasional free public events<sup>3</sup> linked to exhibitions, events in the institutions, or to the ideas and intellectual ethos of the institutions. It is possible to close the southern part of the road and divert traffic to Queen's Gate, but this should only be countenanced on a very restricted basis, as it inconveniences residents. The pedestrian portions of Exhibition Road are wide enough to accommodate most possible events and event organisers should be encouraged to use these spaces rather than seek to close the road.

R 6/1 This paper recommends that the Exhibition Road Cultural group (ERCG) act as a co-ordinating body for proposals from the institutions for events. The ERCG should encourage well managed proposals and filter those not likely to meet the exacting standards both councils will require for events in this section of Exhibition Road. The ERCG should make an annual event programme proposal to RBKC, for agreement, no later than six months before the first event in the programme. That programme should contain no more than 6 events in any one year (exclusive

---

<sup>3</sup> For the purposes of this report event is defined as a free public outdoor entertainment which requires some licensing intervention on the part of the relevant local authority. Such an event has an identifiable organiser who holds public liability insurance.



of any event described in Section 5) and no more than 1 road closure in any one year (exclusive of any road closure associated with a major event as described in section 5). No single event should last longer than 3 days (two evenings) and no more than 50% of the events should last for more than 1 day<sup>4</sup>. All events must be linked to and owned by one or more of the member organisations of ERCG, or by the ERCG itself. All events will be at no cost to RBKC or WCC. All events must be subject to the proper regulation of both RBKC (and WCC if appropriate), and must take into consideration the views of local residents, businesses and institutions. In particular the views of local councillors and residents about acceptable noise levels, access, rubbish clearance and timings must be considered by the proper authorities. Events should not restrict access to their homes for the residents of Exhibition Road or the residents of those streets where access is only from Exhibition Road.

- R 6/2      this paper recommends that the ERCG create an event programming sub-committee of ERCG members and local resident representatives to help inform the programme of events. The final decision on the acceptability or not of each annual programme will lie with the appropriate Cabinet Member in RBKC (in consultation with their equivalent in WCC if appropriate). This paper recommends that the ERCG also prepare an annual report on the success, or otherwise, of the annual programmes to inform decisions about the future of the programme.

Should ERCG not set up this sub-committee, or set it up, but without resident representatives, then RBKC will determine each application for an event on the RBKC stretch of Exhibition Road in line with this policy.

- R 6/3      This paper does not recommend that RBKC or WCC should allow buskers or street entertainers on this stretch of Exhibition Road, other than as part of an entertainment linked to events (see Section 5 above)

- 6.3      Given the recommendation for contemporary public art exhibitions in Exhibition Road in section 5 above, it would be sensible not to allow other public art in the southern part of Exhibition Road either on a temporary or permanent basis. However, we would not want

---

<sup>4</sup> This would give an absolute maximum of 12 days in a year of 365 days when events could take place.

to exclude art linked to or part of events described in section 5 or Section 6.

R 6/4 This paper recommends that, other than art works linked to events and the recommendations for a biannual public art exhibition in Section 5 neither RBKC or WCC support applications for isolated works of public art in this part of Exhibition Road. This should include both permanent and temporary works of art.

6.4 Residents, institutions and visitors hold different views on the value of and need for retail<sup>5</sup> in Exhibition Road. The new road design may encourage the major museums to open up underused entrances to Exhibition Road but RBKC would not want to see tables and chairs on the pedestrian parts of the public space (other than when associated with events and on a temporary basis)

6.5 It is not RBKC's practice to allow mobile food retailing (ice cream or fast food vans) in the Royal Borough. This paper recommends that this should be the default position for the southern part of Exhibition Road, including the part in WCC. There is one longstanding ice cream van with a pitch in Imperial College Road in WCC, and this should continue. We may want to make an exception to this general rule in connection with events, but only if the both the food sold and the vehicle that sells it are both of a quality and aesthetic that suits Exhibition Road.

R 6/5 This paper proposes that, with the exception of the existing ice cream van pitch in Imperial College Road, there is a general presumption against mobile food retailing, unless it is associated with a temporary event and both the food sold and the vehicle that sells it are of a quality and aesthetic that suits Exhibition Road.

R6/6 This paper proposes that this section of Exhibition Road may be suitable for very occasional, very high quality markets, and the ERCG and its members might want to consider such a market as part of their programme of events.

R 6/7 This paper does not recommend that RBKC licence tables and chairs on the public highway in Exhibition Road between Imperial College Road and the Cromwell Road. The paper encourages WCC to apply the same policy to

---

<sup>5</sup> I define retail in this report as all premise based commercial activity including cafes, bars and restaurants

the section between the WCC boundary and Prince Consort Road.

**7. *Exhibition Road from Prince Consort Road to Kensington Gore***

- 7.1 This section of Exhibition Road is entirely within the WCC boundary and is primarily home to residents and embassies as well the Royal Geographical Society. Large numbers of visitors use this section of the road to visit the Albert Hall and Kensington Gardens and Hyde Park. The Royal Parks make a spectacular and appropriate conclusion to Exhibition Road at its northern end.
- 7.2 Other than as described in Section 5, this part of Exhibition Road does not easily lend itself to being a space for events.
- 7.3 Other than as described in Section 5, this part of Exhibition Road does not easily lend itself to being a suitable space for public art.
- 7.4 Other than as a minor part of a major event (see Section 5), this part of Exhibition Road does not seem to be appropriate as a place for retail activity.

**8. *Financial, Legal, Sustainability, Risk, Personnel and Equalities Implications***

*Financial implications*

- 8.1 The contents of this paper do not have any direct financial implications. Some proposals may influence future expenditure and income considerations.

*Legal implications*

- 8.2 The Director of Legal Services has considered the report and advises that the Council is entitled to formulate policies in relation to its functions provided that they are not so rigid as to preclude the exercise of discretion in any given case. In operating the policy the Council will need to have due regard to all relevant matters e.g. the public sector equality duty and comply with relevant legislation e.g. that relating to highways and street trading.

*Implications for sustainability*

- 8.4 There are no negative sustainability implications in the recommendations in this report.

### *Identification of risk*

- 8.5 All threats and opportunities identified for the proposals in this report have been considered. The recommendations of this report do not pose any significant risk to the Council's reputation or any aspects of its operations including: economic or financial, technological or IT, partnerships and legal through negligence, breaches or noncompliance with legislation and policy.

### *Personnel implications*

- 8.6 The proposals have no personnel implications.

### *Equality implications*

- 8.7 There are no specific equality implications in the recommendations set out in this report.

Tot Brill  
Executive Director for Transport, Environment and Leisure Services

---

## **FOR COMPLETION BY AUTHOR OF REPORT:**

**Date of first appearance in Forward Plan:** 12 August 2011

**Key decision reference identifier from Forward Plan:** 03605/11/T/A.

### **Background papers:**

Exhibition Road Future Use Discussion papers 1 and 2.

**Contact officer:** Tot Brill **Tel:** 020 7341 5101

**E-mail:** [tot.brill@rbkc.gov.uk](mailto:tot.brill@rbkc.gov.uk)

## **FOR COMPLETION BY GOVERNANCE SERVICES:**

**Report published on:** 6 October 2011

**Report circulated to:** OSC Public real on the 6 October 2011

Cleared by Finance (officer's initials)	MS
Cleared by Legal (officer's initials)	MC

# Appendix 1

## The future use of Exhibition Road south of the Cromwell Road.

### 1. Background

1.1 Following agreement at policy board we started a discussion about the future uses of the new public space around south Kensington tube station. We did this by

- A front page article in the April edition of Exhibition Road newsletter – distributed to 4,500 properties and posted on the intranets of the ERCG institutions
- Writing to Residents' Associations and other interested parties
- A new area on the website:  
[www.rbkc.gov.uk/yoursouthkensington](http://www.rbkc.gov.uk/yoursouthkensington)

1.2 We set up a dedicated email and most respondents replied in this way, but a small number (about 6) of residents phoned to give their views and an even smaller number (about 4) wrote to us.

### 2. Summary of responses

2.2 Most respondents gave their views for both areas: the paved square and Thurloe Street/Exhibition Road south of the Cromwell Road (Exhibition Road SCR). We asked what they wanted the new areas to feel like and what should be included or excluded. Most replies concentrated on individual likes and dislikes without giving an overall vision.

#### ***Paved square***

2.3 We had 44 responses – 30 residents, 12 workers, 2 visitors  
The most popular view on the feel of the place was (8 responses) wanting the area to be open/spacious or uncluttered

2.4 The most popular responses to things that respondents might want to see on the paved square were:

Item	No. of responses
Trees/plants/greenery	26
New stall for flower seller	12
Fountain/water feature	8
Sculpture/work of art	8
Seating	8
Market/stalls	5
Open air cafes	5
Bartok	3

Litter bins	3
Signs	3

2.5 The most unpopular items were:

<b>Item</b>	<b>No. of responses</b>
Seating	11
Entertainment	8
Market/stalls	7
Open air cafes	5
Art	3
Flower seller	2

2.6 Nine respondents wanted the area to be kept clear and/or were concerned that access to the station should remain unimpeded. Five respondents were concerned about the return of drunks and vagrants, a problem in this area in the past. The same respondents were against seating in the area as they thought seating would attract undesirable people.

### ***Thurloe Street/Exhibition Road SCR***

2.7 We had 45 responses – 28 residents, 13 workers, 3 visitors and 1 student. The most popular responses to things that respondents might want to see in this area were:

<b>Item</b>	<b>No. of responses</b>
Trees/plants/greenery	25
Open air cafes	22
Market/stalls	15
Exhibitions/art installations	8
Seating	4

2.8 The most unpopular items were:

<b>Item</b>	<b>No. of responses</b>
Entertainment/performers	15
Market/stalls	8
Open air cafes	7
Art	6



2.9 The most common comment was that the area was busy enough already and it should be kept clear of more obstructions. Six people commented that this was not Covent Garden and four more were concerned about more disruption to residents.

2.10 Appendix A shows a summary of responses from organisations. Some of the fuller responses have been included to give you a feel for the range of issues and approaches they raise. Appendix B gives you a sampler of individual responses.

### 3. **A Way Forward** ***The Paved Square***

3.1 We have a mandate for keeping this area as clear as possible (+8)<sup>6</sup>, without benches (-3), but with trees and other green planting (+25) and a more practical and appropriate kiosk for the flower seller (+10).

<sup>1</sup> The score is derived from the number of responses in favour of a proposal less the number opposed to it. So, if 8 responses were in favour of seating and 11 opposed to it we have a score of - 3

3.2 There was a mixed response to markets (-2), and cafes (0). Overall, the response to permanent public art was positive (+5) as was support for some kind of water feature.



### ***Proposal for the Paved Square***

- 3.3 I propose that we define the paved area as an open and uncluttered space. We will investigate locations for tree planting and explore the possibility of seasonal temporary planters, as long as they reflect the aesthetic of the space and meet the requirements of our streetscape policy.
- 3.4 We should investigate the possibility of commissioning a new and beautifully designed, functional kiosk for the flower seller (perhaps in partnership with the Royal College of Art or through competition). We have no budget for this in the Exhibition Road project, but the preliminary work will identify how such a kiosk might be funded.
- 3.5 We have no budget to commission permanent public art or a water feature, and these may conflict with tree and other planting.
- 3.6 I propose that we do not put benches on the paved square, nor agree any tables and chairs licences, though we may consider some modest incursions in future if the nature of the retail offer around the paved square changes. However, we should protect the diverse nature of the retail offer in south Kensington and would want to ensure that we keep a retail mix that benefits residents as well as visitors.
- 3.7 I do not think we should move the farmers' market from Bute Street to any of the areas around the tube station, and we should maintain the paved area as clear space. I do not recommend that we encourage busking or other forms of entertainment in the area, unless linked to an art installation or seasonal event.

### ***Proposal for Thurloe Street and Exhibition Road SCR***

- 3.8 The situation here is a little more complex. There are underground vulnerabilities we need to protect; deliveries and through traffic; and errant chauffeurs to deter as well as the wishes of residents and expectations of businesses to be recognised.
- 3.9 **Constraints.** We will bring a detailed plan to the meeting. Cellars and the pedestrian tunnel on the south side of Thurloe Street are only partly protected by the new bicycle docking station. Basements areas just beyond their retaining walls on the north side of Thurloe Street also need a modicum of protection. We need to ensure that cars waiting for late night patrons of Boujis do not park on the York Stone pavement at the western end of Thurloe Street, nor wait in the granite section where only loading and unloading will be allowed.

- 3.10 The southern end of Exhibition Road will be the first introduction to single surface for many visitors arriving from the tube station. We need to ensure that it's easy to navigate and protect the pedestrian tunnel lanterns and the tunnel itself. Some traffic turns may need extra guidance for both motorists and pedestrians.
- 3.11 **Respondents.** As in the paved square, respondents favoured trees and green planting (+25), but here occasional markets (+7) and outdoor cafes (+15) also scored well, but public art was less popular than on the paved square (+2). Street entertainment was the least popular suggestion (-15).
- 3.12 I propose that we keep street furniture in this area to a minimum, with no benches (but lots of benches by the museums in Exhibition Road north of the Cromwell Road), and bollards and cycle racks used to protect vulnerable areas of the streetscape. We will bring a detailed proposal for the location of street furniture in Thurloe Street and Exhibition Road SCR to the next meeting of your policy board for your views before its formal agreement by the project team.
- 3.13 There are already plans to plant trees in Exhibition Road SCR, and I propose that we investigate the possibility of planting more at the entrance to Thurloe Street from Cromwell Place. The York stone paved area may be suitable for seasonal planters (as in para 3.3 above), that would also deter chauffeurs from driving across the pavement to be close to Boojis.
- 3.14 As described in para 3.5 we have no resources to fund public art in the project budgets. I propose that we do not consider Thurloe Street or Exhibition Road SCR suitable for either permanent public art, or a water feature, but that we do not rule out occasional temporary exhibitions of suitable public art, or fleeting and site specific works. This paper also proposes that we start a similar conversation about the future use of Exhibition Road north of the Cromwell Road (NCR) with the ERCG, residents, embassies and businesses. That work will lead to a definitive statement about the use of public art in Exhibition Road. If you agree we will start the second discussion in September this year, using the same format and methodology as the first discussion.
- 3.15 The discussion showed an appetite for some kind of regular or occasional markets in Thurloe Street or Exhibition Road SCR. While I do not think it would be a good idea to move Bute Street farmer's market to this location<sup>7</sup>, we should investigate what other markets might be feasible and add to the vitality of the area.. The York stone

---

<sup>7</sup> Bute Street market was set up to revitalise a slightly out of the way street. The market is now established, after some wavering, and seems to work where it is.

paved area of Thurloe Street may be a suitable location for such a market, as might be Exhibition Road south of the Cromwell Road

- 3.15 South Kensington estates have submitted a detailed proposal for managing tables and chairs in this area (Attached in Appendix One to this report). Some of the retailers on the south side of Thurloe Street have said that they expect to apply for tables and chairs licences, and are disappointed that the bicycle docking station may limit their opportunity to do so. In para 3.5 I suggested that we bring you a comprehensive policy paper on tables and chairs for the whole of the discussion area. That paper will explore whether or not there is any merit in the South Kensington Estates' proposals, whether we could consider tables and chairs a little removed from their parent retailer and the possible locations, sizes, hours of operation and conditions we might want to attach to licences.

#### **4. Next Steps**

- 4.1 If you agree, I will précis this paper, send it to the organisations who responded, publish the précis on the web and include it in the next Exhibition Road newsletter. I will devise a timetable for the reports and KDs that follow on from this paper and include that timetable in the information we publicise about the results of the discussion.

04 June 2010

## Residents' Associations and organisations

Organisation	Contact	Response
Brompton Association	Sophie Blain	Unravelling of one way system has transformed the area. Essentially a practical space and we should avoid benches, bollards and bins .Less is more. New imaginative kiosk for the flower stall. Recognition of Paxton's achievement. Keep small shops. Improvement of shop fronts.
Chelsea Society	Stuart Corbyn	Reminder sent - No response
Exhibition Road cultural Group	Paul Cutts	Need to develop strategy and public art policy with the ERCG. Area should reflect the intellectual and physical assets of members.
Kensington Society	Michael Bach	Reminder sent - No response
Knightsbridge Association	Carol Seymour-Newton	Less is more. Keep Thurloe Street free of clutter for pedestrians using station. Perhaps a Saturday food market. Paved square already has two flower stalls, Autoloo and cycle dock so just add a few trees.
Onslow Neighbourhood Association	Eva Skinner	Keep access to station clutter free. Provide good signage. Be careful about any art installation. Provide a few trees but not seating on paved square. Provide crossing in Pelham Street.
Pelham Residents Association	Louise Roele-Habar	Reminder sent - No response
Princes Gate Mews	Jane Whewell	Thurloe Street - already very crowded, do not obstruct pedestrians. Support trees, plants and relaxed atmosphere. No more cafes or food outlets. Entertainment and activities totally unacceptable. Temporary art/sculpture good. Paved square - Trees, plants and peaceful and tranquil.No events; entertainment; music; performances or cafes or seating. A proper flower kiosk.
Princes Gate; 71/72 Owners Association	Sally and James King	Reminder sent - No response
South Kensington & Queensgate RA	Caryl Harris	No art, water or tables and chairs on paved square just trees. Want pedestrian crossings sorted out.
Thurloe Owners and leaseholders	Helen Sasson	Paved square - planters, commission architect to design new flower stall and kiosk, sculpture suggest Paolozzi, fountain. Thurloe Street - dramatic exhibition e.g. Henry Moore, seek views of museums, Bartok to go opposite V&A.

# THE KNIGHTSBRIDGE ASSOCIATION

6 Montpelier Street, London SW7 1EZ  
Tel: 020 – 7823 9103 Fax: 020 – 7581 3130  
[www.knightsbridgeassociation.org.uk](http://www.knightsbridgeassociation.org.uk)

Shirley Long,  
Special Projects Manager,  
RBKC,  
Council Offices,  
37 Pembroke Road,  
London W8 6PW.

13<sup>th</sup> May 2010.

Dear Miss Long,

## **New Pedestrian areas at South Kensington – Phase 1, Exhibition Rd Project.**

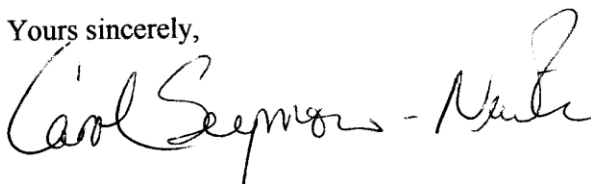
Thank you for asking us for suggestions as to how these spaces might be used.

Our committee feels strongly that less is more.

Thurloe Street needs to be kept free of clutter in order that the pedestrians who pour in and out of South Kensington Station can circulate with ease. Maybe it could accommodate a Saturday street market – preferably food, as other types of market tend to be tatty.

The Apron to the south of the station: Already there are two flower stalls side by side, a public WC and a cycle park. In our view the best solution would be a few trees, provided the services allow for this.

Yours sincerely,



Mrs. C. Seymour-Newton  
Hon. Secretary

## From ERCG

Thursday 20 May 2010

Dear Tot

### **South Kensington consultation on public spaces**

Many thanks for providing an opportunity to the rest of the ERCG membership to comment on the development around South Kensington, Thurloe Street and the southern end of Exhibition Road, and the future uses to which these new spaces might be put.

Travelling by tube to South Kensington station is the most popular method for most people to reach the Exhibition Road institutions. According to figures provided to ERCG last year by the Royal Borough, 70 per cent of our visitors use the underground for some or all of their journey. On completion of the road project by 2012 that figure is projected to increase to 75 per cent. With visitor numbers anticipated to grow by up to 40 per cent, 16m visits will be made to the Exhibition Road institutions by tube.

There is little if any sense, however, of having 'arrived' at one of the world's most significant cultural quarters when alighting at the station. Nor is there anything in the public realm currently that reflects the extraordinary intellectual and physical assets of the ERCG members that the majority of South Kensington passengers have come to experience.

We believe that there is a huge opportunity to change that, through developing a distinct cultural strategy and public art policy for the station area and Exhibition Road as an entity that reflects and is informed by the core output of the organisations based here. The board of the ERCG is prepared to invest in public art for the area, and to work in partnership with the local authorities, by commissioning interventions of outstanding international merit that would occupy the spaces on a temporary basis.

To that end, the definition of 'temporary' planning permission as being up to three years is seen as an obstacle. The majority of the membership is opposed to artworks being installed for more than six months, not least because the master plan for Exhibition Road was to create an open and uncluttered streetscape that could respond imaginatively to evolving patterns of use.

This is pertinent in the context of 2012, which will throw an unprecedented spotlight on the cultural riches of the area. Already, there are a number of competing projects vying for visibility on the street during the Olympic year – some proposed and developed by the council, some by different members of the ERCG and others from external parties. There is a concern that some proposals may not distinguish between true public space and the private land of the institutions, which is often opened to the public. At a time of economic contraction, many ERCG members will need to maximise commercial revenue from their own assets.

At the same time, the institutional members of ERCG regard it as essential that any true public spaces being developed – from the area outside the station to Exhibition Road itself –

reflect their intellectual, creative values and contents as well as their mission to promote education and learning to the broadest audiences.

Via the ERCG Programme Group – recently devised as a way of developing shared projects between the members – key thematic strands have been identified for collaborative public art projects that reflect the collective identity of the group. These included (a) the interface of arts and science (b) internationalism and (c) the green agenda, amongst others. Furthermore, the ERCG has led research into public art and several of its member institutions – including the V&A, Serpentine Gallery, Natural History and Science museums, Goethe-Institut, Royal Colleges of Art and Music – have international expertise in commissioning work.

The ERCG board has long been interested in developing carefully devised and agreed Terms of Reference with the local authorities for the use of the public spaces linking and adjacent to the institutions. Crafted in consultation with the institutional members of the ERCG, and other interested stakeholders, these would give a clear framework for advancing projects in the public realm and enable all of us to achieve our objectives.

It would help us engage with the broadest audiences and champion Exhibition Road as Britain's original (and still most popular) cultural quarter. It would promote the borough as a progressive authority that builds imaginatively on its unrivalled historical, artistic, scientific and intellectual heritage. In so doing, it would create a very real and contemporary legacy.

Samenua Seshier, head of culture at RBKC, is meeting with the Serpentine's Sally Tallant and myself in the next few days to explore how we can make the Programme Group most effective and use it to resolve some of the competing tensions to do with projects in the public space through 2012 and beyond. We would hope to move towards drafting terms of reference (built on and integrated with the Royal Borough's existing strategies and current policy development work) that deliver the council's objectives and reflect the expectations of the other organisations in the ERCG membership – and for the terms of reference to be formally adopted thereafter.

The ERCG remains wholly supportive of the council's efforts to transform the public realm. We recognise that the Exhibition Road development provides a unique opportunity to reshape the cultural landscape and deliver enormous public benefit – and that the concept of the public realm and how to articulate it in a cultural context is an area of much contention.

We will do all we can to support the Royal Borough in realising its vision for the area and trust that the unique status of the ERCG members, and the knowledge and expertise contained therein, will be embedded in any public art strategy or policy development.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Paul Cutts', with a stylized, flowing script.

Paul Cutts

Chief Executive Exhibition Road Cultural Group

From Brompton Association

# Brompton Association

Ms. Tot Brill,  
Executive Director,  
Transport, Environment and Leisure Services,  
RBKC  
Town Hall,  
Hornton Street,  
London W8 7NX

May 27<sup>th</sup> 2010.

Dear Ms. Brill,

## USE OF PUBLIC SPACE AROUND SOUTH KENSINGTON

Thank you for asking for our views about how the newly created pedestrian space around the Tube Station at South Kensington might be used. You state there are many exciting opportunities and numerous possibilities. This may be so but the likelihood is that if the Council regards public space as an “exciting opportunity” rather than understanding its function as a public space there will be the temptation to clutter it up with art installations of various kinds.

The way in which the “Annunciation” sculpture was acquired by the Council and then dumped in Cromwell Place where it remained – in theory on a temporary basis – until its removal last year is a classic example of what we would not like to see.

It was particularly worrying that the Council then sought to relocate this work outside the V&A. Happily, due to local objection, there was a re-think on this, but we remain concerned that the Council is developing plans for the installation of public art in the area more widely which are unlikely, we suspect, to meet with local support. This, we feel, is a pity, not least because there are a considerable number of people living locally who are knowledgeable, sensitive and informed on the subject of contemporary art. There is also the expertise of individuals at the V&A and other institutions. We look forward to seeing the Council’s emerging arts policy in due course but feel it is a shame that our input was not sought at the outset.

The unravelling of the one-way system around South Kensington has transformed the sense of an area dominated by traffic to one where pedestrians and traffic now have logical routes, and most significantly pedestrians have adequate space to move about, get to the tube and queue for buses. It remains, however, essentially a practical space with most people moving through the area. Keeping the sense of space is thus important and the Council should resist the temptation – to which most local authorities succumb – to clutter it up with benches, bollards and bins. It is a



busy place and people need to be able to move about freely. It is not a formal space like a major square and needs a light touch. In view, it is a place where the guiding ethos should be “less is more”.

Because the area is a significant transport hub we do not feel that the spaces lend themselves to the kind of street activities that characterise Covent Garden Market.

When we published our booklet, *South Kensington: The Way Forward*, we showed a couple of trees planted on the new pedestrian space south of the station, the flower stall and a statue of Sir Joseph Paxton, architect of the Crystal Palace. Otherwise we showed the space left uncluttered. This is the kind of approach we would endorse.

There is clearly scope of an imaginative kiosk to house the popular flower stall. The present container style shed is an eyesore. Were funding to be made available it would be interesting to see a quality structure purpose designed for this. Architecturally interesting kiosks can act like sculpture in public spaces and create a focal point. There are quite a number of examples to which we could draw your attention if the Council was minded to pursue this. Piers Gough and Marks Barfield are just two architectural practices that have designed such structures to considerable acclaim.

South Kensington as we know it today exists because of the Great Exhibition. Prince Albert has his monument but we are not aware of any monument to the actual designer of the remarkable and innovative structure - which became an icon of the Victorian age admired all over the world - that housed it. We feel that Paxton should be commemorated in the area and where better than at South Kensington. As you may know, the station was originally intended as a terminus to serve the new cultural area. Despite later alteration, it is a historic station, being amongst one of the earliest in the world. Some recognition of this and of Paxton's towering achievement would, we think, be appropriate.

It is important that the Council remembers that South Kensington is the centre of a large residential neighbourhood and that it is crucially important that local amenity shops are retained. Their replacement with yet more cafes and restaurants would be a retrograde step. Keeping small shops in around the station is central to protecting the character of the area. Large shop units which would attract the multiples should be resisted. TfL ambitions to redevelop the tube station and the Thurloe Street terrace (as outlined in their Massing Study last year) would quite simply turn the area into another Fulham Broadway. This kind of thinking needs to be firmly resisted.

It is time the Council commissioned a study of the shop fronts both in the Sherrin arcade and along Thurloe Street in order to give encouragement to their proper reinstatement. Making the shopping experience attractive - and this is not just a question of goods on offer but of the appearance of the shops themselves - would add enormously to the way people experience the area. Improvement of the design of the shop fronts around South Kensington should be seen as important and in need of a strategy in just the same way as the Council is approaching the public space. In fact, shop fronts and public space should be considered together with the Council adopting an holistic approach to the public realm.

## Individuals. A sampler

I feel strongly that this area (the paved square) should be one of peace and tranquility - with trees/plants and NOT events/performances/music/entertainment.

The area is already very very busy, with heavy traffic and a high pedestrian throughput. An atmosphere of calm, with trees (that could in turn be lit at night eg. a silver birch would look very striking and beautiful at night) would be exactly what was needed. I feel strongly that this area should be one of peace and tranquillity - with trees/plants and NOT events/performances/music/entertainment - and certainly not cafés, of which there are already more than enough in the area. To add more fast food/cafes would not enhance the area, merely duplicate existing shops and increase problems of litter and late night hanging around of vagrants. There is also already a farmers market in Bute street, so there is no need for a further market in the area.

A proper flower stall kiosk would enhance the area.

The area is already very very busy, with heavy traffic and a high pedestrian throughput. An atmosphere of calm, with trees (that could in turn be lit at night eg. a silver birch would look very striking and beautiful at night) would be exactly what was needed in the area.

I would not want the space to be cluttered - again there is more than enough of that in the area. Seating would create a risk of litter and late night vagrant issues. However trees and planting would ensure the area was softened and attractive and welcoming

I love the idea of outside places to sit, It would be great to have an escape from all of the tourists somewhere! Trees and plants are essential to the feel of this area and I think that having transient art installations intermingled with nature would be one way to improve what is already here - temporary outdoor exhibitions could really emphasize the fact that this is a cultural Museum district

Let us not lower the feel of the area to just another town square, we should be proud of what South Kensington has to offer, not mask it with kitch artifice. Standardization of high streets is the plague that beleaguered London throughout the 90's and we need to move away from this. Each area should be kept unique and interesting on its own merits.

The daytime mood should not differ from the evening ambience. This a residential area and the amenities should not disturb or clash with the sense of peace and tranquility which should prevail and the routine of residents.

We should discourage nightclub users who are very noisy and disruptive and cause havoc. More local policing at night would be most welcome. We wish to discourage litter.

Yes, permanent cafes with table and chairs which are tastefully designed. Yes, trees and plants which are permanent and form part of a well AND simply conceived landscaping scheme and low maintenance. There is a newsagent in the underground so perhaps one is not necessary outside.

Clowns and Jugglers don't fit the ethos of Albertopolis: this is a museums and university quarter - and has the Lycee and several cultural instituts (Goethe etc) within its perameter.

Popular Scientific demonstrations that present the missions of the Science and Natural History Museums should be manifested on the street.

Let's leave this space as open as possible. The re-design has created such a nice open space. Maybe add benches for people to sit.

Trees and plants always welcome. Occasional quality market OK. Important to keep free flowing access and not block up the area.

I feel that the area would benefit from a continental feel. The museums attract people from all over the world and there is no space currently that invites a comfortable stop and or walk about. The morning sun is exceptional in this area and to be able to soak it up in a relaxed and sociable manner would be very appealing. This would also give the space a sense of community where locals can bump into each other without having to enter premises. I would not like to see street entertainment as this encourages the gawping tourist and makes a space redundant. I would really like to see a street kiosk doing newspapers as in France or Spain or flowers - in Westbourne Grove the flower shop really adds colour and theatre, cafes with tables and chairs outside would be more appealing than snack vans/kiosks and this continental feel could leave enough space for trees, plants. On the whole I would dedicate it to a regular neighbourhood things - leave out entertainments as noise clearing up etc are trouble, space of an occasional mini market may be good but should not drive the design. The evening should be pleasant, elegant and relaxed with comfortable eating and drinking with some family play space - think of the open spaces in the Madrid pedestrian streets of Calle Serrano and Ayala - stylish and well controlled

(We) would welcome the new look Exhibition Road to have an elegant atmosphere with Parisian style open air cafes, cobbled tree-lined streets, flower walks, permanent art installations, charming boutiques and delis in the style of Notting Hill. We would prefer for Exhibition Road not to hold live performers in the style of Covent Garden and Southbank and would prefer not to attract tourists with cheap souvenir shops. We would also prefer not to have high-street chains in the style of High Street Kensington. On the other hand, Farmers' Markets, Flower Markets and/or Antiques Markets once a week would be most welcome. Bute Street Farmers' Market on Saturday mornings has been a very welcome and colourful addition to the neighbourhood.

## Appendix 2

### **Revised Proposals for the Future Use of Exhibition Road North of the Cromwell Road**

#### **1 Introduction**

- 1.1 Last year we considered a report on the first stage of the discussion about the future of Exhibition Road. That report looked at the stretch of road south of the Cromwell Road and the area around south Kensington tube station.
- 1.2 This report on the second stage of the discussion considers the length of Exhibition Road north of the Cromwell Road.
- 1.3 Following further discussion with the Exhibition Road Community Involvement group and local Residents' Association the report makes final proposals for the future use of Exhibition Road north of the Cromwell Road.

#### **2 Background**

- 2.1 Last year we asked residents, businesses and other interested parties about how they wanted to see Exhibition Road, north of the Cromwell Road, used in future.

We did this by

- A front page article in the October edition of the Exhibition Road newsletter – distributed to 4,500 properties and posted on the intranets of the ERCG institutions
  - Writing to Residents' Associations and other interested parties
  - A new area on the website  
[www.rbkc.gov.uk/yourexhibitionroad](http://www.rbkc.gov.uk/yourexhibitionroad)
- 2.2 We asked what ambience the road should have during the day and in the evening, what people would like to see in the road and what they would not want to see.

### **3 Responses to the discussion**

3.1 We had 93 initial responses to the discussion:

- 57 individual residents
- 20 individual workers in the area
- 1 visitor
- 1 student
- 7 residents' associations
- 7 institutions or organisations

3.2 This is a low response level, and should not be considered indicative of a more universal response. A low response might be indicative that most people do not have strong views about this matter. However, the answers we did receive give us an idea of the spread of different views, and this may help us in making decisions about how the road develops in the future.

3.3 Some respondents sent more than one response and these have been combined into one record.

3.4 The responses to this second discussion are less conclusive and more polarised than were the responses to the first discussion. For instance; 20 of the individual respondents wanted the road to feel fun, or vibrant or buzzy; while 18 wanted it to feel quiet and peaceful. The organisational responses are equally polarised; the residents' associations did not want to see any commercial activity on the road; but the institutions wanted to see commercial opportunities that made the experience of visiting the road more enjoyable.

3.5 The following comments are a reasonably balanced selection of the views expressed by individual respondents in the discussion. The full set is attached as Appendix 1.

Individual local residents wanted Exhibition Road by day to feel:

- Easy to navigate and walk,
- Relaxed, arty, buzzy,
- Cultural, busy, buzzy
- Uncluttered, simple, a place to get from A to B
- Pedestrian safe, elegant, family friendly
- Quiet, peaceful

3.6 And at night:

- Relaxed, modern lights (Blade runner)
- Cool, safe, calm but with life sometimes
- Intellectual, educational entertainment
- Buzzy, keep shopper/tourists in area after museums close
- Exclusive, elegant, safe, nice new restaurants
- Peace and quiet

- 3.7 Individual local residents wrote that they would like to see:
- The road closed for weekly markets, music festivals, dance parties
  - Up market events, temporary markets
  - The road closed once or twice a year for events or festivals
  - Restaurants, cafes, seating, cycle parking, exhibitions, shows linked to institutions
  - Cafes, cycle parking, public art, greenery, independent outlets
  - The road as it was before
  - Nothing
  - Trees and residents' parking
- 3.8 And did not want to see:
- Noise, cars
  - Shops, markets, stalls, loud music, alcohol, coach parking
  - Street clutter
  - Homeless people, students hanging out, touristy
  - Murals, noisy display, loud music, commercial advertising, parties, disruptive events
  - Cars, commercialisation
  - Pubs, shops, places to smoke shisha
  - Pop up shops, junk, festivals, restaurants, cafes, ice cream vans
- 3.9 Individual local workers wanted Exhibition Road by day to feel:
- Family friendly
  - Lively, vibrant, family atmosphere, cultural hub, café culture linked to museums
  - Relaxed, buzzy, exciting, European café culture, things going on
- 3.10 And at night:
- More adult focused, quirky, café culture
  - Fun, café, Covent Garden but linked to museums
  - Well lit
- 3.11 Individual local workers wanted to see:
- Restaurants, cafes, seating, cycle parking, exhibitions, shows linked to institutions
  - Cafes, cycle parking, good signage to all institutions, Christmas markets, seating, public art, banners, publicity for institutions, good disabled and family access
  - Places to stop, eat and reflect, temporary exhibitions, encourage the road to be a destination
  - Cafes, bars linked to museums, temporary events and exhibitions, festivals, a lively mix that reflects the surrounding institutions

- 3.12 And didn't want to see:
- Too much traffic, too little greenery, fast food outlets, tourist tat
  - Big high street brands
  - Litter, bad art, inaccessible entrances to museums
- 3.5 Nine residents wrote that they did not want the area to resemble Covent Garden and one worker said that wanted it to be like Covent Garden.

#### **4. Organisational responses to the discussion**

- 4.1 Westminster City Council sent a useful contribution and they will (rightly) decide if any proposals are suitable for the WCC section of road. They will want to protect residential amenity and will not support clusters of retail uses. But they would welcome carefully managed events linked to institutions especially if they showcased less well known institutions. WCC have no objection to temporary programmes of sculpture in the road.
- 4.2 The Exhibition Road Cultural Group (ERCG) representing the collective view of the institutions in the area wanted to see better general facilities such as eating and drinking points. ERCG wanted the institutions to offer street based facilities to improve the visitor experience. They felt that any public art programmes should reflect the ambitions of ERCG and be led by its members. They would like to see Exhibition Road promoted as an experience zone in 2012.
- 4.3 The 5 individual institutions who responded wanted to see their activity and the activities of other institutions reflected in activity in the road. They wanted their institutions to spill into the road with variously: cafes, promotions, art and festivals. A summary of their responses is attached as Appendix 2
- 4.4 Seven of the 12 local residents' associations and resident interest groups we contacted responded to the discussion. Two of the groups felt that the council should give more weight to the views of residents than we give to those of institutions, visitors or workers. All the Residents' Associations promote the area as a residential place, and 2 of the 7 characterise its residential qualities as elegant and peaceful.
- 4.5 On the whole, the residents' associations do not want to see increased activity in the road or anything that will adversely affect residents, such as events, road closures, coach parking or public art. They are in favour of trees. Their views run a spectrum from:

*Any activities should be sympathetic to institutions. Emphasis should change along the road. Area near museums for pedestrians enjoying the space and diverse activities going on. No food or street vendors. Further north activities should diminish and distinguish with major cultural exhibits. Sculpture such as Henry Moore may be suitable where people could engage on way to park without activities disturbing residents. OK for few annual events such as Music day.*

to:

*We want nothing on street just peace and quiet. No noise or disruption day or evening*

- 4.6 After further discussion at the Exhibition Road Community Involvement Group local Resident's Associations were asked to comment on the first draft. A summary of their comments is attached as Appendix Four. Included in these are a number of individual resident responses.
- 4.7 The majority of the comments on the first draft are about the weighting of resident views as against local workers or visitors; or the weighting of Resident's Association views versus the views of institutions. Residents and Residents' Associations feel strongly that their views should carry more weight than those of other respondents.
- 4.8 I find this a little puzzling as there is no weighting suggested in the report. The nearest the report gets to weighting responses is the counting of individual responses, including residents, workers and visitors (see section 5 below). Since the two tables (Appendix Three and 5.2 below) show a preference for (on the whole) those things also promoted by the Resident's Associations I do not believe that they promote a skewed view. The full spectrum of opinion is set out in the report to inform the Council's decision making, and there is no suggestion in the report that the recommendations flow slavishly from the most popular responses.
- 4.9 The other main concern of the Residents' Associations in this second discussion concerns events on the road and a proper concern for the effect that events might have on residents living on and around Exhibition Road. Many of these are rightly the concern of the licensing and other permissions that will be associated with



events. I have modified the recommendations to take account of these comments.

## **5. Scoring the responses**

- 5.1 As with the report on the discussion south of the Cromwell road I have scored all the responses to give a positive or negative score. A low score does not necessarily mean that few respondents referred to a particular topic. It could mean that there were a lot of references to a particular topic, but the numbers of those pro and anti it were relatively evenly balanced. For example: we received 20 positive references to cafes on Exhibition Road, and 19 negative references (respondents saying that they didn't want any cafes on Exhibition Road), giving cafes a positive score of +1.
- 5.2 The tables below show positive and negative scores over 5. The full list of references is attached as Appendix 3.

Table One

Things that respondents want to see in Exhibition Road

Item	Score
Seating	+16
Less traffic and more facilities for pedestrians	+14
Art and sculpture	+12
Trees	+11
Events/activities/objects linked to museums	+11
Direction Signs	+8
Nothing	+7
Bicycle facilities	+6

Table Two

Things that respondents do not want to see in Exhibition Road

Item	Score
Shops and Kiosks	-17
Fast food vans	-12
Making Exhibition Road like Covent Garden	-9
Markets	-8
Litter	-6

## 6 Proposals

6.1 These proposals consider:

- The whole road running north from the **Cromwell Road to Kensington Gore/Kensington Road**
- The southern part of the road, from the **Cromwell Road to Prince Consort Road** contains the museums, Imperial College and the Goethe Institute, and is largely dominated by institutions.
- The northern part of the road, from **Prince Consort Road to Kensington Gore/Kensington Road** contains residential properties and embassies, but also some significant institutions.

6.2 The boundary between the RBKC and WCC is at Imperial College Road and the most northerly of the Princes Gate Mews streets. The road south of Imperial College Road is in RBKC and the stretch north of Imperial College Road in WCC.

6.3 The southern part of the road could be described as characterised by the large national museums and cultural institutions, and the northern part by residential property and embassies. This simple division should not ignore residents in Exhibition Road and roads close to it in the southern part, and significant cultural institutions in the northern part.

6.4 The road layout on either side of the junction with Prince Consort Road is different. To the north of the junction, Exhibition Road has two lanes of traffic either side of the centre of the road with parallel parking bays on both sides of the road.

6.5 To the south of the junction, all moving traffic runs east of the centre line of the road. The space west of the centre of the road includes car parking bays, bicycle stands and benches, but is spacious enough to allow consideration of other occasional uses.

6.6 This paper sets out our policy, or principled view, of the future use of Exhibition Road, we will, of course be subject to statutory process. For example; though we might have a policy based objection to permanent public art on the road, we cannot in law prevent people from applying for planning applications for art they want to install on the road, nor can we fetter the discretion of the planning committee. But, we can object to the granting of planning permission and this policy is a marker that we will do so. These proposals are, of course, made subject to their approval by WCC for those areas of the road within their jurisdiction. Once you have

agreed them I will forward them to colleagues in WCC for their consideration.

***Proposals for the whole length of Exhibition Road (Cromwell Road to Kensington Gore)***

*Intent*

- 6.7 Exhibition Road is a single surface, elegant setting for its international and national institutions. The road is designed to be accessible for all road users and features a distinctive chequered granite street design with the single surface running from South Kensington Station to Hyde Park the full width of the road from building to building. Tall, sleek street lighting masts complement the grand buildings of Exhibition Road and provide a safe and welcoming nocturnal environment for residents and visitors. There will be a significant drop in traffic on Exhibition Road and a 20mph speed limit. Drivers will know that pedestrians have priority. The design for the road includes parking for residents, embassies, cyclists and visitors, including disabled visitors; seating; trees and a rigorous operational cleaning regime.

*Events*

- 6.8 Exhibition Road will be the largest single surface public space in London. But it is also a working road, with embassies, major national and international institutions and residents' homes. There is demand from event organisers in London to find a better central London space for events than Trafalgar Square, and Exhibition Road could easily become a regular home to major events. But this would be to deny its complex nature and the way in which we hope it will be used. While we should not be totally prescriptive about marking singular events in our national life, I do not propose that the whole length of Exhibition Road should host events on a regular basis whether or not they require road closures. Any event on the whole length of Exhibition Road would, of course require the agreement of both RBKC and WCC, as will this or any other policy decision on events on the whole length of the road.
- 6.9 **I recommend** that both RBKC and WCC do not support applications to hold events on the whole length of Exhibition Road on more than one occasion in any two year period. In addition, an event would only be considered suitable for the whole of Exhibition Road if it marked an event of London wide, national or international significance. Examples of such events might be Coronations; events to accompany international sporting festivals or Royal Jubilees. It is not the intention of this paper that these events should happen every two years, rather that events on Exhibition Road to mark happenings of wider significance cannot take place more than once in any two year period. I anticipate

there may well be lengthy periods when no significant occurrence takes place to merit the organisation of an event. After 2012 these rare major events should be no longer in duration than 3 consecutive days (2 evenings).

- 6.10 All events must be subject to the proper regulation of both WCC and RBKC and must take into consideration the views of local councillors, local residents, businesses and institutions. In particular the views of residents about acceptable noise levels, access, rubbish clearance and timings must be considered by the proper authorities. All events should be the subject of a de-brief report to both WCC and RBKC, to inform the better management of future events.

#### *Art*

- 6.11 The design of Exhibition Road is uncluttered and simple. The dynamic of the diagonal design unites both sides of the road and creates a unique space. While the right public art can add to a public space, creating markers, ideas, interactions, dignity or irreverence Exhibition Road is designed to stand in its own right, as a comprehensive piece of urban public space. Such a space does not seem to be appropriate for individual permanent works of public sculpture, and indeed the sheer scale of Exhibition Road makes it hard for any single piece to have impact on the space, but the road may make an interesting exhibition space for public art in an urban setting.
- 6.12 This country's outdoor galleries of public art are largely in rural settings, but much art is permanently installed in urban settings. There may be merit in hosting temporary exhibitions of public art in Exhibition Road, curated appropriately, to explore and promote contemporary public art practice and the work of artists working in the public sphere.
- 6.13 **I recommend** that Exhibition Road is promoted as a place for a biennial contemporary public art exhibition and that the two councils (WCC and RBKC) with the advice of the Exhibition Road Cultural Group (ERCG) agree a joint process for encouraging and selecting potential curators of exhibitions in Exhibition Road. No such exhibition should last for more than 3 months between September of one year and the March of the following year and will be curated, installed, promoted and removed at no cost to the public purse (unless curated by WCC or RBKC) and only by agreement and with the proper permissions of WCC and RBKC. If the ERCG or one of the two hosting Councils wish to be considered as a potential curating body, they should be excluded from the

selection process on that occasion because of the conflict of interest.

## ***Proposals for the southern half of Exhibition Road (Cromwell Road to Prince Consort Road)***

### *Intent*

- 6.14 The intent (paragraph 6.7 above) for the whole of Exhibition Road applies equally to its southern half. Additionally, the southern half of Exhibition Road is home to significant cultural institutions and to Imperial College. Over 11 million visitors each year pass through Exhibition Road on their way to one or more of the museums, concert venues and other institutions. The design of Exhibition Road will create a fitting setting for these buildings of national and international significance as well as making a space for human interactions. The southern part of Exhibition Road could be described as a public space where the intellectual content of the institutions flows into the public space. The design is mindful of residents who live in the streets adjacent to Exhibition Road as well as the many workers in the institutions and the need to service the institutions.

### *Events<sup>8</sup>*

- 6.15 The southern part of Exhibition Road is a place where visitors may want to linger, meet, rest, anticipate and share their experience of the cultural institutions. It would be appropriate, in the southern part of Exhibition Road, to allow occasional free public events linked to exhibitions, events in the institutions, or to the ideas and intellectual ethos of the institutions. It is possible to close the southern part of the road and divert traffic to Queen's Gate, but this should only be countenanced on a very restricted basis, as it inconveniences residents. The pedestrian portions of Exhibition Road are wide enough to accommodate most possible events and event organisers should be encouraged to use these spaces rather than seek to close the road.
- 6.16 **I recommend** that the ERCG act as a co-ordinating body for proposals from the institutions for events. The ERCG should encourage well managed proposals and filter those not likely to meet the exacting standards we will require for events in the southern part of Exhibition Road. The ERCG should make an annual event programme proposal to RBKC, for agreement, no later than six months before the first event in the programme. That programme should contain no more than 6 events in any one year (exclusive of any event described in 6.9) and no more than 1 road closure in any one year (exclusive of any road closure associated with a major event as described in 6.9). No single event should last longer than 3 days (two evenings) and no more than

---

<sup>8</sup> Event is defined for this report only as a free public outdoor entertainment which requires some licensing intervention on the part of the relevant local authority. Such an event has an identifiable organiser who holds public liability insurance.

50% of the events should last for more than 1 day<sup>9</sup>. All events must be linked to and owned by one or more of the member organisations of ERCG, or by the ERCG itself. All events will be at no cost to RBKC or WCC. All events must be subject to the proper regulation of both RBKC (and WCC if appropriate), and must take into consideration the views of local residents, businesses and institutions. In particular the views of local councillors and residents about acceptable noise levels, access, rubbish clearance and timings must be considered by the proper authorities. Events should not restrict access to their homes for the residents of Exhibition Road or the residents of those streets where access is only from Exhibition Road. I recommend that the ERCG create an event programming sub-committee of ERCG members and local resident representatives to help inform the programme of events. The final decision on the acceptability or not of each annual programme will lie with the appropriate Cabinet Member in RBKC (in consultation with their equivalent in WCC if appropriate). I recommend that ERCG prepare an annual report on the success, or otherwise, of the annual programmes to ensure decisions about the future of the programme.

- 6.17 **I do not recommend** that RBKC or WCC should allow buskers or street entertainers on this stretch of Exhibition Road, other than as part of an entertainment linked to events (see 6.16 above)

*Art*

- 6.18 Given the recommendation for contemporary public art exhibitions in Exhibition Road at 6.13 above, it would be prudent not to allow other public art in the southern part of Exhibition Road either on a temporary or permanent basis. However, we would not want to exclude art linked to or part of events described in 6.16 and 6.9.

- 6.19 **I recommend that**, other than art works linked to events (see 6.16 and 6.9) and the recommendations in 6.13, neither RBKC or WCC support applications for isolated works of public art in the southern part of Exhibition Road. This should include both permanent and temporary works of art.

*Retail*

- 6.20 Residents, institutions and visitors hold different views on the value of and need for retail<sup>10</sup> in the southern part of Exhibition Road. I think it right that the Council promote Exhibition Road south of the Cromwell Road and the Brompton Quarter as the primary retail hub for the area. The new road design may

---

<sup>9</sup> This would give an absolute maximum of 12 days in 365 when events could take place.

<sup>10</sup> I define retail in this report as all premise based commercial activity including cafes, bars and restaurants

encourage the major museums to open up underused entrances to Exhibition Road but RBKC would not want to see tables and chairs on the pedestrian parts of the road (other than when associated with events – see 6.16 and 6.9)

- 6.21 It is not RBKC's practice to allow mobile food retailing (ice cream or fast food vans) in the Royal Borough. This should be the default position for the southern part of Exhibition Road, including the part in WCC. We may want to make an exception to this rule in connection with events, but only if the both the food sold and the vehicle that sells it are both of a quality and aesthetic that suits Exhibition Road.
- 6.22 This section of Exhibition Road may be suitable for very occasional, very high quality markets, and the ERCG and its members may want to consider such a market as part of their programme of events.
- 6.23` **I do not recommend** that RBKC permit tables and chairs on the public highway in Exhibition Road between Imperial College Road and the Cromwell Road. I encourage WCC to apply the same policy to the section between the WCC boundary and Prince Consort Road.
- 6.24 **I do not recommend** that RBKC change its practice in respect of fast food and ice cream vans. However, we may want to consider allowing, on a short term and temporary basis only, and only in connection with events, hot and cold food or ice cream sales where both the food and the vehicle and/or staff selling it are commensurate with the quality and high aesthetic standards we associate with Exhibition Road. I encourage WCC to apply the same policy to the section between the WCC boundary and Prince Consort Road
- 6.25 **I do not recommend** that RBKC permit street markets in this section of Exhibition Road. However we may support a very occasional very high quality retail market if it is linked to one or more of the institutions and forms part of the ERCG promoted programme of events. I encourage WCC to apply the same policy to the section between the WCC boundary and Prince Consort Road

***Proposals for the northern half of Exhibition Road (Prince Consort Road to Kensington Gore)***

*Intent*

- 6.26 The intent for the whole of Exhibition Road (paragraph 6.7) applies equally to its northern half. Additionally, this section of



Exhibition Road is primarily home to residents and embassies as well the Royal Geographical Society. Large numbers of visitors use this section of the road to visit the Albert Hall and Kensington Gardens and Hyde Park. The Royal Parks make a spectacular and appropriate conclusion to Exhibition Road at its northern end.

*Events*

6.27 Other than as described in 6.9 above, this section of Exhibition Road does not easily lend itself to being a separate space for events.

6.28 **I encourage** WCC to support this aspect of the Exhibition Road policy.

*Art*

6.27 Other than as described in 6.13 above, this section of Exhibition Road does not easily lend itself to being a separate space for public art.

6.29 **I encourage** WCC to support this aspect of the Exhibition Road policy

*Retail*

6.30 Other than as a minor part of a major event (see 6.9 above), this section of Exhibition Road does not seem to be appropriate as a place for retail activity.

6.31 **I encourage** WCC to support this aspect of the Exhibition Road policy

## Individual responses

### Ambience daytime

Family friendly

Relaxed, arty, buzzy,

Cafes, public seating with chess tables, pedestrianised  
Easy to navigate and walk, good quality pop-up cafes and pop-up shops

Busy, cultural, not shabby

Easily accessible

Uncluttered, simple, a place to get from A to B

Elegant, vibrant, un-hurried

Relaxed, not like Old Brompton Road

Pedestrian safe, elegant, family friendly  
Relaxed, attractive. Residential area

### Evening

Bright, open

Cafes, evening lighting

Keep clear

No restaurants

Uncluttered, simple, a place to get from A to B

Cool, safe, calm but with life sometimes

Relaxed

Pedestrian safe

Safe, peaceful

### would like to see

Cafes, more bikes, festivals

Public art, cafes, no traffic areas, markets

Quiet enjoyment, cafes, heated awnings

Close road for weekly market, music festivals, dance parties

Art, culture

Fewer people at rush hour

Seating (but no tramps) cycle racks, direction signs

Quality. Seating, trees, seasonal market, farmers' market, exhibitions from museums

Seating, permanent art works, trees, flowers

Direction signs, seating, cycle racks, art/sculpture, occasional event/festival related to museums

Works completed

### do not want to see

Cars

Lots of cars

Noise, cars

Permanent cafes, burger vans, litter

High street shops, dining

Anything that prevents easy access to tube

Outdoor cafes, murals, temporary art, projections, exhibitions, performances, shops, events, festivals, markets, Covent Garden

Burger/ice cream vans, coaches, stark empty dessert

Cafes, fast food outlets, shops

Outdoor cafes, markets, shops

Festivals, parties, music, alcohol

Relaxed, elegant, leafy, clean, pleasant. Residential area	Relaxed, elegant, leafy, clean, pleasant	Residents' parking, seating, occasional events run by institutions, public art	Shops, markets, stalls, loud music, alcohol, coach parking
Elegant, quiet, residential	Elegant, quiet	Road for Residents	Cafes, shops, kiosks, festival, markets, seating
Elegant, Residential	Residential	Resident friendly Cycle racks, seating, direction signs	kiosks, shops, cafes, markets, events
Residential, as it was	Residential		Cafes ,markets, shops, events Piazza style, markets, events, festivals, exhibitions, performances, litter, crime, congestion
Elegant, open to traffic and pedestrians	Elegant, open to traffic and pedestrians	Direction signs	
Quiet, reasonable traffic	Quiet, reasonable traffic	Reasonable traffic (not diverted into Residential streets)	Piazza, playground
Quiet, peaceful Calm, obstacle free, peaceful, bright, elegant	Quiet, peaceful Relaxed, modern lights (Blade runner)	Civilised crossroads, lit facades	Cafes, shops, events, festivals, markets, art, projections, exhibitions, performances Noise, markets, carnivals, parades Events, crowds, noise pollution, litter, cheap eateries, souvenir shops not fresh or edgy. Like Leicester Square
secluded, tranquil, retain character, village feel, exclusive	Village feel	Quality restaurants/cafes Cycle lane, temporary exhibitions from RCA, evening concerts from RCM	Street vendors, market , Covent Garden
Intellectual, educational entertainment, minimalist style	Intellectual, educational entertainment	Flaunt the buildings and light	Anything from Covent Garden New paving, cafes, fast food outlets
Keep as was Keep as was		As it was As it was	Drunks as South Kensington

Place to linger, something to give place an identity		Cafes, restaurants, art works, Innovative events, nice shops, pedestrian priorities	Vehicle priorities
Quiet	Quiet	Nothing	Traffic. People
Quiet, easy access for residents	Quiet	Outdoor cafes, dignified events, wardens, attract well behaved and set standards	Bars, nightclubs, outside cinema Covent Garden, events
Busy, happy, relaxed		Public art, fountains, statement pieces working with surrounding buildings	
Relaxed, open, making use of outdoor space	Buzzy, keep shopper/tourists in area after museums close	Temporary events, markets. Make area a 'go-to' place	Street clutter
Continental piazza feel	Safe, accessible used by lots of different sorts of people	Cafes, cycle parking, public art, greenery, independent outlets	Cars, too many shops, corporate branding
Relaxed, exclusive, elegant, village like	Exclusive, elegant, safe, nice new restaurants	Trees, nicer restaurants around station (like Westbourne Grove)	Homeless people, students hanging out, touristy
More space for vehicles	Only reduce road space after 8pm	Occasional weekend only events	Loss of road space Road closures
Elegant, charming			Festivals, coffee shops, pop up shops, cafes any resemblance to Oxford Street
Cultural, residential, elegant, clean	Quiet, peaceful	Trees, seating, residents' parking, less traffic and coaches	Any commercial or trade activity including museums, music, anything to attract crowds
Elegant, residential, quiet		Flowers, trees, statues, art	Festivals, shops, markets, events, more cycles
Elegant, vibrant, lively, safe			
Outdoor cafes	Outdoor cafes	Art, statues	Too many cars, vans and buses

Thoroughfare	Thoroughfare	Leave as main road	Cafes, entertainment, Council's proposals
Uncluttered	Uncluttered	Trees, seating, litter bins, direction signs	Cafes, events, festivals, road closures, food outlets, shops, markets
Peace and quiet			Businesses, events
Peace and quiet	Peace and quiet	Trees, Residents' parking	Noise, activity, shops, cafes, events, restaurants, kiosks
Business as usual, vital road running north/south			
		Better litter collection, police/security patrols during summer, drinking fountains	Food vans, litter
Thoroughfare not a stage			Entertainment, food stalls, cafes, events, festivals, markets, exhibitions, artwork
quiet, orderly entrance and exits from museums, Residential	Peace and quiet	Parking for residents and visitors	Exhibitions, pop up shops, cafes
Residential area, peace and quiet			Covent Garden
		Seating, occasional temporary cultural events exhibitions, performances	Murals, noisy display, loud music, commercial advertising, parties, disruptive events
Quiet, relaxing, safe for children relaxed, quiet, gentle a bridge from Cromwell road to Kensington Gardens	Family friendly		
	Sympathetic lighting, a street for strolling with seating	Cultural, visual exhibitions, book market	Covent Garden, buskers, hustlers, food vendors
Elegant, green, relaxed promenade	Projections, pop up activities, nothing permanent	Up market events, temporary markets	Permanent exhibitions, monuments, more cycle parking
Peace and quiet, residential			Covent garden style
As it was			Markets, entertainment, events

Safe for families, cultured, café society	Vibrant, safe, creative	Cafes linked to museums, temporary public art, festivals involving all arts centres	Lots of street furniture
Cafes linked to intuitions with outdoor tables, museums using the space	Sophisticated, cosmopolitan environment	Cultural events, art, music, expanding work of museums, pop up exhibitions	More cycle racks, cars, tatty market stalls, gift shops
Lively, exciting, safe, family friendly, accessible, brings the institutions to life	Lots of facilities for people to enjoy, around the clock, café culture, great cultural destination day and night	Museums using the road, cycle parking, art, cultural activities, trees, events in museums gardens bleeding onto street	Litter, bad art, inaccessible entrances to museums
Lively, vibrant, family atmosphere, cultural hub, café culture linked to museums	buzzy, exciting	Cafes, bars linked to museums, temporary events and exhibitions, festivals, a lively mix that reflects the surrounding institutions	
buzzy, family friendly, inclusive, cultural hub, exciting activity	Cool but not too exclusive, vibrant, safe	Space for pushchairs including in/outside cafes and restaurants, accessible, green spaces, plants, outside cafes and bars, seating	Litter, too many crowds
Family friendly,, buzzy, vibrant, cultural centre	Life, build on late night runs at Albert Hall and museums	Cafes provide by organisations not commercial entities, seating, exhibitions, music, involve artists like South Bank and the Tate	
Safe, promote staying in the area	Promote staying in the area, outdoor eating	Reflect the culture in the area, refreshments, seating	
Buzzy, like Brompton Road without the traffic	Outdoor cafes, outdoor cinema	Outdoor cafes, events, wardens, attract well behaved	Public art, installations
Safe, fun, reduced traffic, piazza feel	Well lit	People, vehicles, art, direction signs, information	Too much traffic
Peace and quiet			Covent Garden, cafes, entertainment, stalls, festivals, events

Family friendly, relaxed, informative, entertaining	Cafes linked to museums, outside seating	Temporary exhibitions, artists	Traffic. People
Family friendly, buzzy, vibrant, exciting	Café culture, as daytime but more adult focus	Places to stop, eat and reflect, temporary exhibitions, encourage as a destination	Anything gimmicky
Quiet, relaxed	Quiet with space for performers poetry to acrobats	Temporary art, installations, projections, good signage, seating	Pop up shops, franchises, piped music
Buzzy, café culture	Buzzy, café culture, music, nice lighting	good food markets Cafes, seating	Souvenir kiosks
Family friendly, buzzy, vibrant, enticing, cultural	More adult focused, quirky, café culture	Large temporary exhibition, volunteers/helpers on street engaging with public about institutions' collections	Empty spaces, dirty areas
Relaxed, buzzy, exciting, European café culture, things going on	Well lit, safe, exciting food and drink outside in summer, artistic lighting	Cafes, cycle parking, good signage to all institutions, Christmas markets, seating, public art, banners, publicity for institutions, good disabled and family access	Coaches, parking, weak signage
Cultural, busy, buzzy	Leisurely, relaxed	Seating, temporary art, artists, cafes	Cars, commercialisation
Inspiring, relaxed, dynamic	Animated, diverse offerings, late openings of cultural institutions	Small shops, food places, weekly farmers' market	Big high street brands
	Nothing	A road	Anything
Buzzy but a centre of learning and exploration of arts and sciences	Cool, lots of on-street activity, access to buildings for 'something different' for example the Science Museums' sleep overs	Intelligent, sustainable green landscaping, seating, Temporary installations and projects, fun things to do all year, discreet retail	Too much traffic, too little greenery, fast food outlets, tourist tat
Simple, quiet	Simple, quiet	Trees	Road closure
	Cosmopolitan atmosphere	Cafes, restaurants	Pubs, shops, places to smoke shisha
Good access for traffic	Good access for traffic	Better vehicle access, coach parking	Road closures, parking suspensions

Fun, café, Covent Garden but linked to museums

Fun, café, Covent Garden but linked to museums

Restaurants, cafes, seating, cycle parking, exhibitions, shows linked to institutions

too loud music, too many shops/markets

Nice area it is not a 'public space'

Closed once or twice a year for events or festivals

Cafes, outdoor tables and chairs. Covent Garden

Elegant emulate Paris

Cleansing regime, trees, imaginative lighting

Pop up shops, junk, festivals, restaurants, cafes, ice cream vans



## Organisations

- 1 Will decide if any proposals are suitable for WCC section of road. Residential amenity will be protected. Clusters of retail uses would not be supported. Carefully managed events linked to institutions welcomed to showcase less well known institutions. No objection to temporary programme of sculpture but permanent would need careful consideration.
- 2 Market as an Experience zone for 2012. Any public art programmes should reflect ambitions of ERCG and be led by its members. Work should be temporary to allow for change and more opportunities. Better general facilities such as eating and drinking points. Institutions should offer street based facilities to improve visitor experience and increase income.
- 3 Welcomes a place everyone can enjoy vibrating with culture bring temporary art and music installations and even festivals. An enjoyable and relaxed feel that is edgy and family friendly at the same time. Outdoor cafes linked to museums.
- 4 Would like kiosks, cycle hire, cycle parking, signage, seating, busking stations, artwork, trees in pots, all to be able to be dismantled for festivals. Would not like coach parking, a bus stop or anything else in front of College entrance.

- 5 Would love to see the arts, science and education elements of area more visible outdoors. New outdoor experiences. Temporary public art works and more trees. Good if road closed for events such as Music day. General ambience more lively than now day and evenings.
- 6 Would like to see international arts, culture and education. Include drop off points for people with disabilities, temporary international art, book shops, international food outlets. Would not want fast food, bars, nightclubs, street entertainment. Not a second rate Covent Garden.
- 7 Supports development of road to celebrate institutions and support visitors. Want step free access at South Kensington. Interested in creative and commercial opportunities including extending opening hours, contribution to a public programme and offering catering facilities.

## **Residents' Associations and Amenity Societies**

- 1 Residential area. Exhibition Road is grandiose plan that will adversely affect residents. No outside eating facilities. No performances or exhibitions. Concerns over cleansing.

- 2 Daytime - elegant, graceful, spacious and open suited to busy thoroughfare and residential area. Not edgy, buzzy or commercial. Nighttime - quiet, peaceful. Would like to see space for residents to go about their business without being held up by crowds, sculptures/statues in context, sufficient residents parking, trees, planters signposts, cycle parking. Would not want to be a shopping mall, commercial area or entertainment venue or like Covent garden. No shops, cafes or temporary markets. Elegant views/panoramas should not be spoiled. Nothing to encourage vagrancy or street drinking. No projections, exhibitions, performances, events or festivals., Road should not be closed at any time. No coach parking

- 3 Points still to be addressed:- coach drop off, collection and parking, bus routes, entry treatments to distinguish space, safe zone operation, improvement of tunnel, residents' parking, impact of large scale events, plans for Olympics and Queen's jubilee, displaced traffic. Concerned that road will be closed or disrupted by events, festivals, cafes or markets.

4 Concerned Council plans to make busy hub with lots of events - threat to residential amenity. Residents' views should be given greater weight than visitors. Not Trafalgar square or Covent Garden - is residential. Events will cut off residents of Princes Gate Mews. Not consulted on Cass Foundation arrangements, concerned about unsuitable pieces being displayed for sale. Concerned about more commercial activity. Do not want food outlets or pop up shops, cafes or markets. More activity will bring litter, noise and nuisance. Road should remain a normal street and not become a nighttime destination.

5 In favour of tree planting. Road should be elegant so no eateries, stalls, public entertainment, van vendors or advertisements. Road should be quiet so vehemently against music and activities. Oppose murals, graffiti and mess. Agree with Brompton Society that extra weight should be given to residents' views.

6 Any activities should be sympathetic to institutions. Emphasis should change along the road. Area near museums for pedestrians enjoying the space and diverse activities going on. No food or street vendors. Further north activities should diminish and distinguish with major cultural exhibits. Sculptures such as Henry Moore. Area where people could engage on way to park without activities disturbing residents. Ok for few annual events such as Music day.

7 Want nothing on street just peace and quiet. No noise or disruption day or any evening

## Scored individual responses

### Things that respondents want to see in Exhibition Road

Item	Score
Seating	+16
Less traffic and facilities for pedestrians	+14
Art and sculpture	+12
Trees	+11
Events/activities/objects linked to museums	+11
Direction Signs	+8
Nothing	+7
Bicycle facilities	+6
Outdoor exhibitions and Installations	+5
Culture	+4
Residents' parking	+4
Lighting and lit facades	+3
Cafes	+1
Bars	+1
Better access	+1
Litter bins	+1
Coach parking	+1
Dance parties	+1
Drinking fountains	+1
Fountains	+1
Heated awnings	+1
More like Southbank	+1
The work finished	+1

## Things that respondents do not want to see in Exhibition Road

Item	Score
Shops and Kiosks	-17
Fast food vans	-12
Being like Covent Garden	-9
Markets	-8
Litter	-6
Performances and entertainment	-5
Noise	-5
People	-5
Road closures	-5
Events and festivals	-4
Music	-4
Commercialisation or trading activity	-4
Coaches	-3
Murals	-2
Alcohol	-2
A piazza	-2
Street clutter	-2
Advertising/corporate branding	-2
Bars and nightclubs	-2
Crime	-1
Congestion	-1
Drunks	-1
A playground	-1
Like Oxford Street	-1
Like Leicester Square	-1
Homeless people	-1
Students	-1
A street cinema	-1

## CIG Responses to the draft report

Brompton Association	<p>Disappointed at the way responses analysed. Questions were leading and aimed at encouraging more activity - in particular more commercial activity.</p> <p>Views of residents should be given greater weight than others. Presenting representations from associations as a single response is misleading.</p> <p>Comment about response from the Thurloe Owners and Leaseholders Association being drafted by Toby Anstruther.</p> <p>Exhibition Road is an important north/south route for traffic and provides essential access for local residents.</p> <p>Should not be used as a commercial space for selling sculpture via the Cass Foundation or any other agency.</p> <p>Residents are extremely concerned about expanding outdoor catering. Wholly opposed to new cafe at Museum Lane.</p> <p>Will the ERCG annual events programme be available for public consultation?</p> <p>Report contains nothing about events not causing a nuisance to residents in terms of noise, light pollution, litter, hours of operation, setting up, clearing up and street cleansing etc. The interests of residents are deliberately being marginalised.</p> <p>Report does not provide an adequate framework for events because it does not provide sufficient protection for local residents</p> <p>Paper is seriously flawed and requires fundamental revision.</p>
Prince's Gate mews	<p>Document should include a proposal for a light touch review after one year</p> <p>Views of workers in the area should not be given the same weight as that of residents and residents associations should be given greater weighting to reflect the numbers of residents they represent.</p> <p>Include a limit of no more than 3 days upon the duration of a 'whole road' event.</p> <p>Set time limits so that setting up and dismantling for events is not allowed between 10pm and 8am on any day and that all events must be set up and dismantled within a period of no longer that 24 hours (7 days in the case of a whole length of the road event ).</p> <p>Cleaning up after events as well as the events themselves should be at no cost to RBKC or WCC.</p> <p>Report should set out constraints on the events to prevent damage to residents' amenity. Make clear that impacts such as heavily amplified music/open air tannoy systems/open air cinema/large flashing/rotating lights are not acceptable and noise becomes increasingly unacceptable after 6pm. Limit the sale of alcohol. Nothing should obstruct pavements or prevent residents' gaining access to and parking near their homes</p> <p>Residents must always be involved in programming discussions and represented on any and all bodies that guide the choice of events or that submit an annual event programme to the Council.</p> <p>Wants to know how the Council intends to prevent applications for "Temporary Event Licenses" .</p> <p>Access must be maintained for residents, their visitors, tradesmen and deliveries.</p>

	<p>Needs an explicit reference to the need to be careful about arranging events / avoid obstructing the pavements at times of peak visitor flow to the Museums</p> <p>Strongly objects to café at Museum Lane</p>
Knightsbridge Association	<p>Absolute maximum of a special event every two years. If the first event creates problems need to reconsider any ongoing programme.</p> <p>Responses from Associations are under-weighted. Suggest redrafting noting that the Association responses represent a larger number of contributors.</p> <p>Paragraphs 3.5 &amp; 3.6 are an over - simple summary which is misleading.</p> <p>Cafes only supported by museums and visitors. No need for the museums to provide more cafe spaces on lawns adjacent to the Science Museum.</p> <p>Maximum of three days for any special event to avoid disruption to local activities and traffic. All special events should end by 11PM each night, to ensure that the crowds disperse before midnight. Heavily amplified music, bright light shows or allowing unlimited consumption of alcohol should not be permitted. Important that proper arrangements for cleaning up are made after events.</p> <p>Special events may create serious public transport problems. If the public transport system cannot cope with "special events" without inconvenience and potential risk to visitors, they should not be held.</p> <p>Wants analysis of the numbers likely to visit the first special event, together with the number which would come in any case, be carried out to check the capacity of the public transport systems and identify any potential road crossing or pedestrian danger points.</p>
Pelham Residents' Association	<p>Strongly support the points made by Prince's Gate Mews Association and Brompton Association on the process adopted by RBKC to arrive at the draft Report</p> <p>Views summed up in the residents letter (3). Residents, through their associations, should be represented on the committee(s) that make decisions on any events. That same committee should be able to monitor the events to ensure that they do not exceed their remit.</p>
Kensington Society	<p>Map should be provided. Natural divide is at Imperial College Road not Prince Consort as in report.</p> <p>Concerned about the ability of the Council to control the "quality" of the on-street attractions.</p> <p>Needs an SPD on public art. Not clear how planning permission will work with two boroughs controlling portions of the road</p> <p>Opposed to the road becoming a commercial opportunity zone. Needs to be clear and defined requirements, particularly with regard to extent, intensity and duration.</p> <p>Opposed to commercial use for temporary art.</p> <p>Strongly opposed biennial contemporary public art exhibition. It is conflict with the local galleries and museums and is open to commercialisation. Also opposed to any activity which is not free to the public.</p> <p>Strongly opposed to closing the southern part of the road and diverting traffic via Prince Consort Road or Imperial College Road to Queen's Gate</p> <p>The whole point of having the wide pavements was to allow their use by pedestrians and not an opportunity for</p>



	<p>commercialisation. Need plan of areas where proposed exhibitions could take place.</p> <p>Need to know what type of events will be considered, give examples. The installation and de-installation time must be considered. What about the loss of the residents parking ?</p> <p>Disagree with the loss of permanent public art just so the contemporary public art exhibitions can happen.</p> <p>Strongly disagree with using "open spaces adjacent to the road" for cafes.</p> <p>No mobile food retailing.</p> <p>Concerned about any retail market linked to NHM.</p> <p>As long as South Kensington Station has only stair access and the area already overtaxed, disagree with the use of a public road as an events venue.</p> <p>Endorses statement by Kinightsbridge Association</p>
Onslow Neighbourhood Association	<p>Do NOT agree that there could be short term and temporary sales of hot food or ice cream in connection with events. The Museums already have their own refreshment and toilet facilities and should not be allowed to emerge onto the Public Highway, nor onto Museum Lane.</p> <p>Free drinking water fountains should be installed along the length of Exhibition Road.</p> <p>Do NOT agree with occasional retail markets linked to events or institutions.</p> <p>Any event should finish (including clearing up) by 10.00 pm on Sunday - Thursday and 11.00 pm Friday- Saturday.</p> <p>Associations represent a considerable number of Council Taxpaying residents. RBKC does not really think that the residents' opinions, as expressed through the Association's representations, are as important as other voices. 'Work in Area' responses mostly conform to a set response, designed to prevent residents dominate the responses so RBKC should not pay any attention to them.</p>
Resident of Princes Gate 1	<p>Major events should be limited to a maximum of two days.</p> <p>Report should have guidance on what sorts of events won't be suitable eg. very noisy events should be avoided.</p> <p>Should ensure that events will not obstruct use of the pavements and that there won't be noise disturbance and obstructions to residents' visitors and deliveries.</p> <p>No cafes or kiosks should be allowed outside the curtilage of the actual buildings on Exhibition Road north of Cromwell Road. Against cafe at Museum. Museum has no regard for residents.</p> <p>Report must state how the Council will control 'Temporary Events'</p>
Resident 2	<p>Particularly anxious that workers have been given the same weighting as residents.</p> <p>Should put small Cherry trees and Amelanchiers outside the Natural History and Science Museums.</p> <p>Ensure same number of residents' parking spaces as before works.</p>
2 residents of Pelham Place 3	<p>Give more weight to the views of residents and their associations than others. Responses by associations should be ranked according to the number people/families that they represent.</p> <p>Workers in the area will want more street-life that is 'well lit' at night because they hope that their business will flourish</p> <p>Don't want 'increased activity in the road or anything that will adversely affect residents, such as events, road closures, coach parking or public art', especially in the evening. Particularly worried about relaxed, modern lights</p>

	<p>(Blade runner).</p> <p>Not a 'new' Covent Garden area that attracts an evening culture, including crime and a day-time 'high street' visitor that is out of keep with the area. Keep a place of elegance, quietness, intellect, learning, an 'oasis' within the hustle and bustle. Festivals and evening events are a great worry. The museums have a lot of space within their premises to promote cultural events.</p> <p>Peace and quiet is one of the major attractions of the area.</p>
Resident 4	<p>Workers should not be given the same weight as residents</p> <p>There should be a strict limit to the number of events allowed each year, in addition to a maximum duration (including setting up and dismantling), especially for 'whole road' events. Very concerned about the disruption to residents in terms of noise, and also access to their homes and parking;</p> <p>Essential that residents should be involved in event and programming discussions</p> <p>Additional entrances to the museums should be in keeping with the aesthetic of the existing buildings and should minimise any impact on residents' houses;</p> <p>The document should clearly state that open-air cafés would not be allowed unless within the curtilage of existing buildings (NOT on pedestrian parts of the road).</p>
Resident 5	<p>Exhibition Road is not designed to be an events arena. It is residential.</p> <p>The only events to be held along Exhibition Road should be ones connected with a national event; such events could only be held once every two years and noise, hours and duration restrictions would apply. The event would not last longer than one/two days.</p> <p>The proposal for 6 events every year is unacceptable and inappropriate in a residential area.</p> <p>We have removed the traffic to create an open, desirable space to limit congestion and we are immediately trying to fill it with tacky exhibitions and events. someone has been employed to put events on exhibition road and we have lost site of the objective</p> <p>No exceptions to the rule about mobile food retailing.</p> <p>The report demonstrates little or no empathy with residents</p>
Resident of Gloucester Road 6	<p>Events should be severely limited by number, with careful consultation with the museums and residents. Strongly oppose more cafes bringing more clutter and litter.</p> <p>Does not want to attract thousands of extra people to the neighbourhood. The large resident population is concerned about the quality of life on the Road - with the problems of increased noise, and foot and motor traffic. South Kensington Station would not cope with more crowds.</p> <p>Wants local residents on the Exhibition Road Cultural Group.</p> <p>The Museum Quarter should be a dignified and harmonious public space.</p>
Resident of Cromwell Road 7	<p>Concerns about the number and type of proposed functions in Exhibition Road.</p> <p>Residents' views are not weighted</p> <p>Wants a resident representative to be included on all committees assessing the proposed event programme and a detailed review every few months to assess what does and does not work</p>

	Event enforcement must be strict, both for the event itself and the time allowed to clear up after. It seems foolhardy to draw yet more visitors to the area, and then block the road with events.
--	---