



Refurbish, Refresh, Re-think

What do you think should happen to Notting Hill Gate?

There is an opportunity to plan for major changes in Notting Hill Gate. The Council is preparing a development brief for the area and that will be used to assess any planning applications that come forward. This is your chance to say which ideas are the most important, and whether there are other ambitions that we should plan for at this stage.

This leaflet explains the main issues and options and provides details of how to give your views. **Between Tuesday 10 and Thursday 19 September 2013** there are opportunities to drop into an exhibition to share ideas or join a workshop for a chance to look at the area using a scale model.

POP IN to the POP UP exhibition at Astley House, Third Floor, 33 Notting Hill Gate, W11 3JQ

(The entrance is next to Barclays bank on Notting Hill Gate) on:

Tuesday 10 September 10am-2pm, with a workshop at 11am - 12pm

Thursday 12 September 3-7pm

Saturday 14 September 11am-4pm, with a workshop at 2-3pm

Monday 16 September 10am-2pm

Wednesday 18 September 3-7pm, with a workshop at 6-7pm

Thursday 19 September 10am-2pm

Workshops will be run alongside the exhibition to give you a chance to test your ideas for change in the town centre. No need to book, just pop in.



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



Ambitions for Notting Hill Gate:

There are three key issues to address in looking at the future of Notting Hill Gate:

- Strengthening the identity of the town centre
- Improving the streets and public spaces
- Improving the buildings and architecture.



1 Strengthening the identity of the town centre

Notting Hill Gate has lots of independent shops, particularly along Kensington Church Street and Pembridge Road, it is a popular office location and has cinemas, clubs and a theatre. However, lots of visitors pass through to Portobello Market, making the centre more of a thoroughfare than a vibrant place to stop and spend some quality time. The options are:

A. Refurbish:

- retain offices and shops in refurbished buildings
- encourage landowners to improve the selection of shops and cafes
- encourage promotion of the local evening economy.

B. Refresh: Refurbish, plus

- re-provide or increase office space
- relocate the Saturday Farmers' Market if necessary
- allow some shops to become foyers for refurbished offices above
- ensure that any new housing includes affordable homes.

C. Re-think: Refurbish + Refresh, plus

- accommodate a dynamic new museum or art gallery to attract residents and visitors to linger in the centre. The Council is currently organising a competition to see if a museum or gallery would be interested in locating here.



2 Improving the streets and public spaces

Previous redevelopment and road widening allowed traffic to flow more freely but made the area less people-friendly. Crossing the roads is difficult, the street is uninspiring, signage to Portobello Road is inadequate and underground entrances emerge onto already busy pavements. The options are:

A. Refurbish:

- remove pedestrian guardrails and street clutter
- make the area more welcoming for visitors by improving signage and way-finding.

B. Refresh: Refurbish, plus

- improve pedestrian crossings
- reduce the impact of traffic and widen pavements
- reposition bus stops to reduce pavement crowding.

C. Re-think: Refurbish + Refresh, plus

- redesign Notting Hill Gate underground station entrances
- create a clearly identified route to Portobello Road
- radically redesign the street to give more space and priority to pedestrians and cyclists.

Refurbish, Refresh or Re-think?

For each of these issues, should we:

- **Refurbish** which would not make very significant changes, but would enhance the area today
- **Refresh** which would involve some changes big and small, or
- **Re-think** the area involving more radical and longer term changes?



3 Improving the buildings and architecture

The 1950s development, including the two tower blocks, is characteristic of the architecture of the time. Many of these buildings have deteriorated.

A. Refurbish:

- refurbish buildings within the centre

B. Refresh: Refurbish, plus

- redevelop some buildings including a mid-height tower at Newcombe House

C. Re-think: Refurbish + Refresh, plus

- redevelop some sites to transform the centre with a number of taller buildings, including a tall, slender building at Newcombe House.



Summary of Preferred Approaches

Please complete these questions and send this tear-off section, to the FREEPOST address provided overleaf.

1 To strengthen the town centre's identity, which option is your preferred approach:

Refurbish

Refresh

Re-think?

2 To improve the streets and public spaces, which option is your preferred approach:

Refurbish

Refresh

Re-think?

3 To improve the buildings and architecture, which option is your preferred approach:

Refurbish

Refresh

Re-think?

Please add your postcode:

Are there other things that we should consider?

Unable to come along?

If you want to be involved but none of the times is convenient, visit the webpage www.rbkc.org.uk/nottinghillgate to view the exhibition online.

This leaflet contains the main points that the Council wants to review in this consultation, and this has been sent to households within 800m of Notting Hill Gate centre. Please return your completed questionnaire either to the exhibition or post it to the FREEPOST address below. The closing date to receive your response is **Friday 20 September 2013**.

Information from this document can be made available in alternative formats and in different languages. If you require further assistance, please contact: neighbourhood.planning@rbkc.gov.uk

Next Steps

Following this first stage of consultation the Council will review all comments and feedback, and will produce a development brief. There will be formal consultation later in the year, when there will be further opportunities to comment on the document, either in writing via the Council's website or at a consultation meeting. Details will be provided nearer the time on the planning consultations page of the Council's website www.rbkc.gov.uk/consultations.

We also anticipate the first developer's planning application will be submitted towards the end of the year, and the Council will be expected to make a decision on it within 13 weeks. Details of planning applications can also be viewed on the Council's website.

**Business Reply
Licence Number
RSLC-CACS-HYXZ**

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