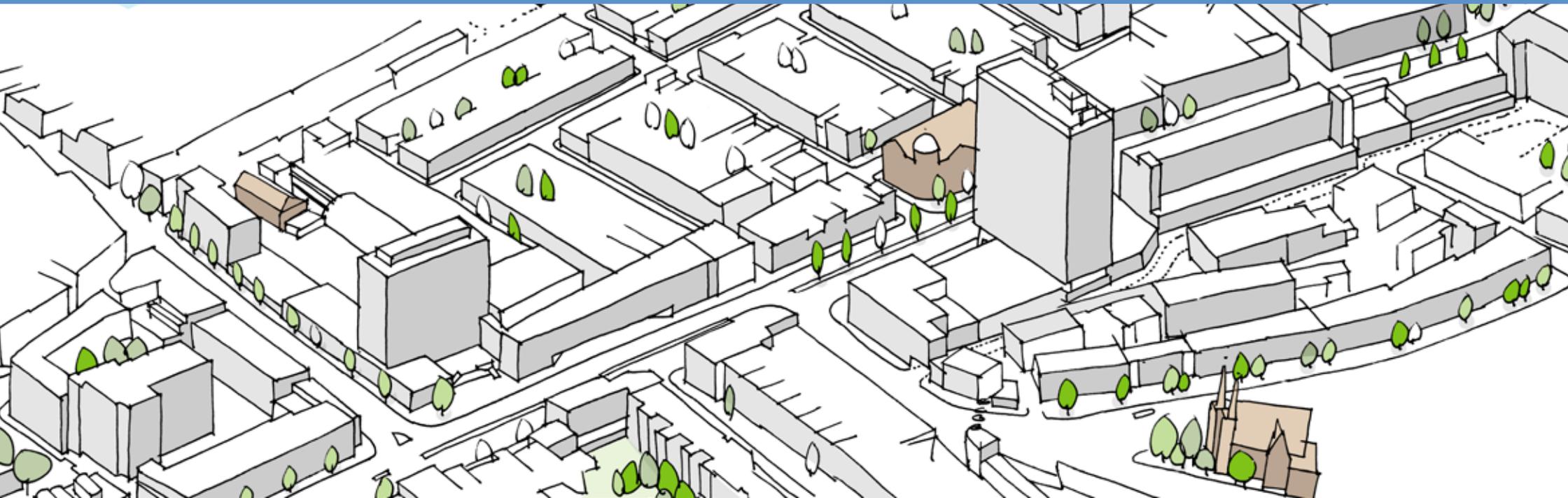


Notting Hill Gate

Supplementary Planning Document

May 2015



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Acknowledgements

Notting Hill Gate SPD

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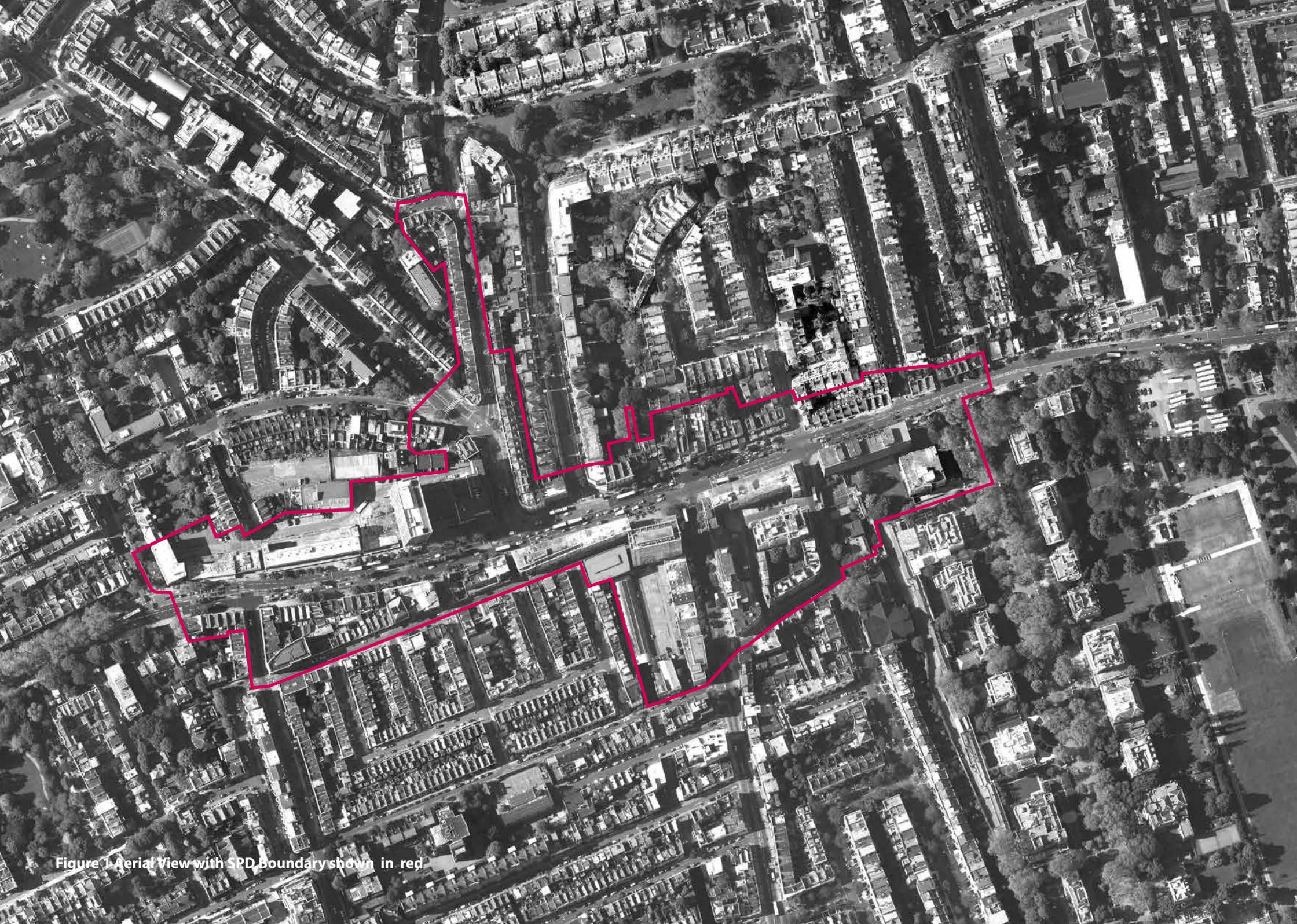


Figure 1 Aerial View with SPD boundary shown in red

1. The Vision for Notting Hill Gate

- 1.1 There is an opportunity to plan for change at Notting Hill Gate. Residents and businesses have expressed a desire for improvement and several landowners want to come forward with proposals that could improve this part of the Borough.
- 1.2 The Council's planning policies are set out in the Local Plan. Section 16 deals with Notting Hill Gate. Policy CP16 indicates the Council's wish to strengthen Notting Hill Gate's role as a district centre and seek new high quality architecture and public realm.
- 1.3 This Supplementary Planning Document (SPD) is supplementary to the Council's Local Plan. Its purpose is to:
- Promote high quality development
 - Ensure a coordinated approach to building form, land use and public realm proposals
 - Provide certainty in the planning and development process and facilitate redevelopment of key sites
 - Identify a number of public benefits that the development could deliver for the area that would be paid for by developer contributions
- 1.4 The SPD has been produced in light of evidence gathered in specialist studies and from discussions with local residents, businesses, landowners and Ward Councillors.
- 1.5 In the process of developing this SPD many different options have been investigated. A full set of evidence base documents and a detailed report of the public consultation results are available on the Council website alongside the SPD.
- 1.6 Three main objectives for Notting Hill Gate have emerged. These are the need to:
- Improve the streets and public spaces
 - Improve the buildings and architecture
 - Strengthen the identity of Notting Hill Gate
- 1.7 This SPD covers the area outlined in Figure 2. The boundary incorporates the majority of the retail area. It includes a number of sites which landowners would like to develop, and covers the extent of the public realm which could benefit from improvements.
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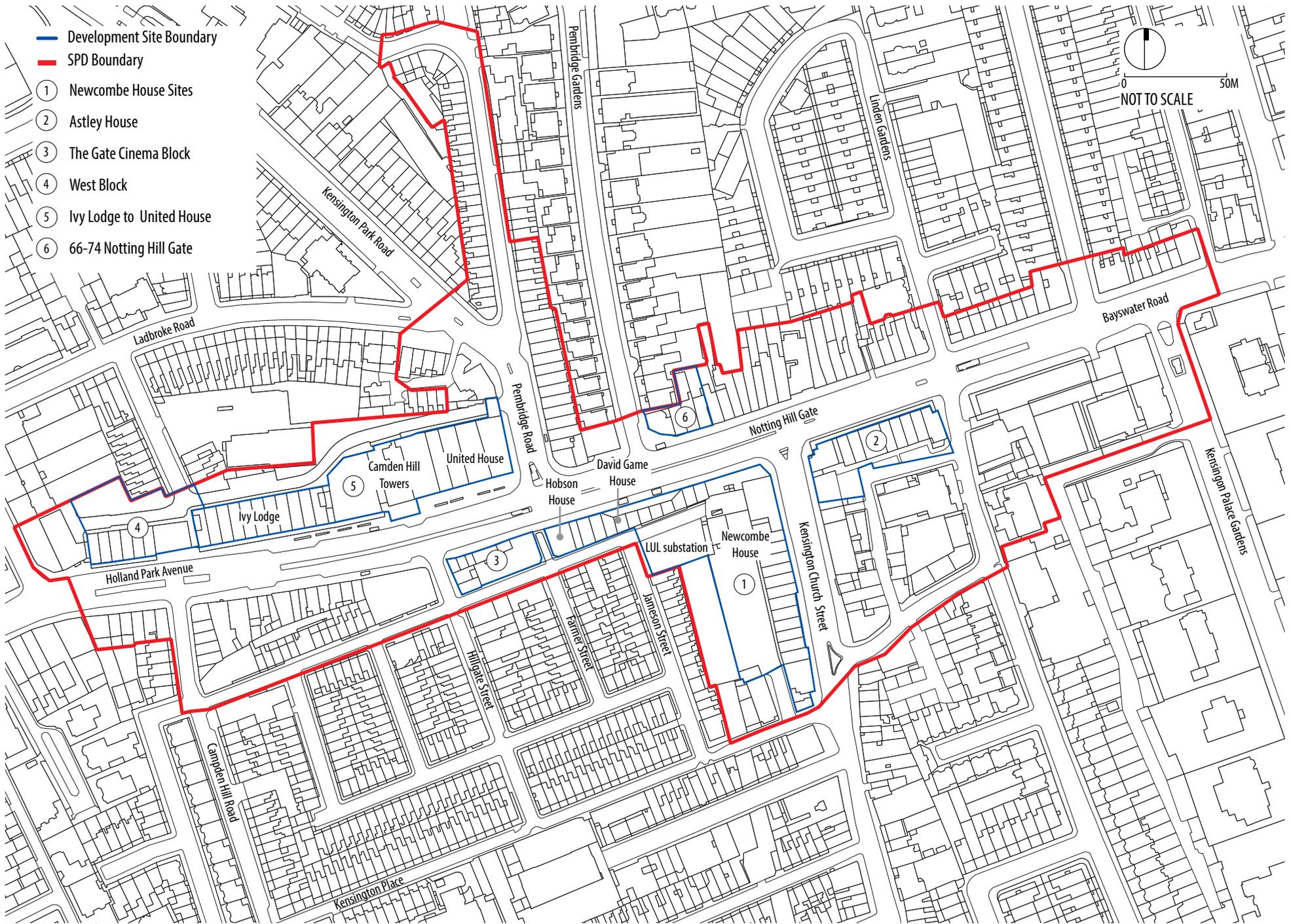


Figure 2 Potential Development Sites

2. Understanding Notting Hill Gate

Summary

- 2.1 Notting Hill Gate is classified as a district centre in the Local Plan and the London Plan. It has considerable strengths, but also some weaknesses that need to be addressed. It is clear from consultation responses that any changes to Notting Hill Gate should be about improving the existing neighbourhood and its attractiveness to residents as well as to daytime users and visitors.
- 2.2 The area has a bohemian heritage. A rich mix of immigrants from around the world settled here and it attracted a lot of people from the creative and media sectors, which created a lively 'alternative' atmosphere. This lives on in venues like the Notting Hill Arts Club, the Gate Theatre and the area's art galleries, antiques, vintage clothing and secondhand shops. More recently the high quality houses, attractive environment, pleasant parks and good access to Heathrow have attracted many professional and business people.
- 2.3 Notting Hill Gate has excellent public transport services. The underground station is on the District, Circle and Central Lines and over 17 million people arrive or leave at Notting Hill Gate station each year. This compares to 12 million at Kensington High Street. The centre is also the focus of many bus routes heading north, south, east and west.
- 2.4 Many people pass through the centre going to and from work and visiting Portobello Road, making it more of a thoroughfare than a vibrant place to stop and spend time. The busy roads and high traffic levels are seen as a deterrent to shopping and lingering, for residents and visitors alike. This is exacerbated by the dominance and condition of the 1950s buildings.
- 2.5 The nature of the shops reflects Notting Hill Gate's function as a transport hub and a centre serving the day-to-day needs of local people. The centre is constrained by other retail centres nearby: Portobello Road; Westbourne Grove; Kensington High Street, Westfield Shopping Centre and Holland Park Avenue.

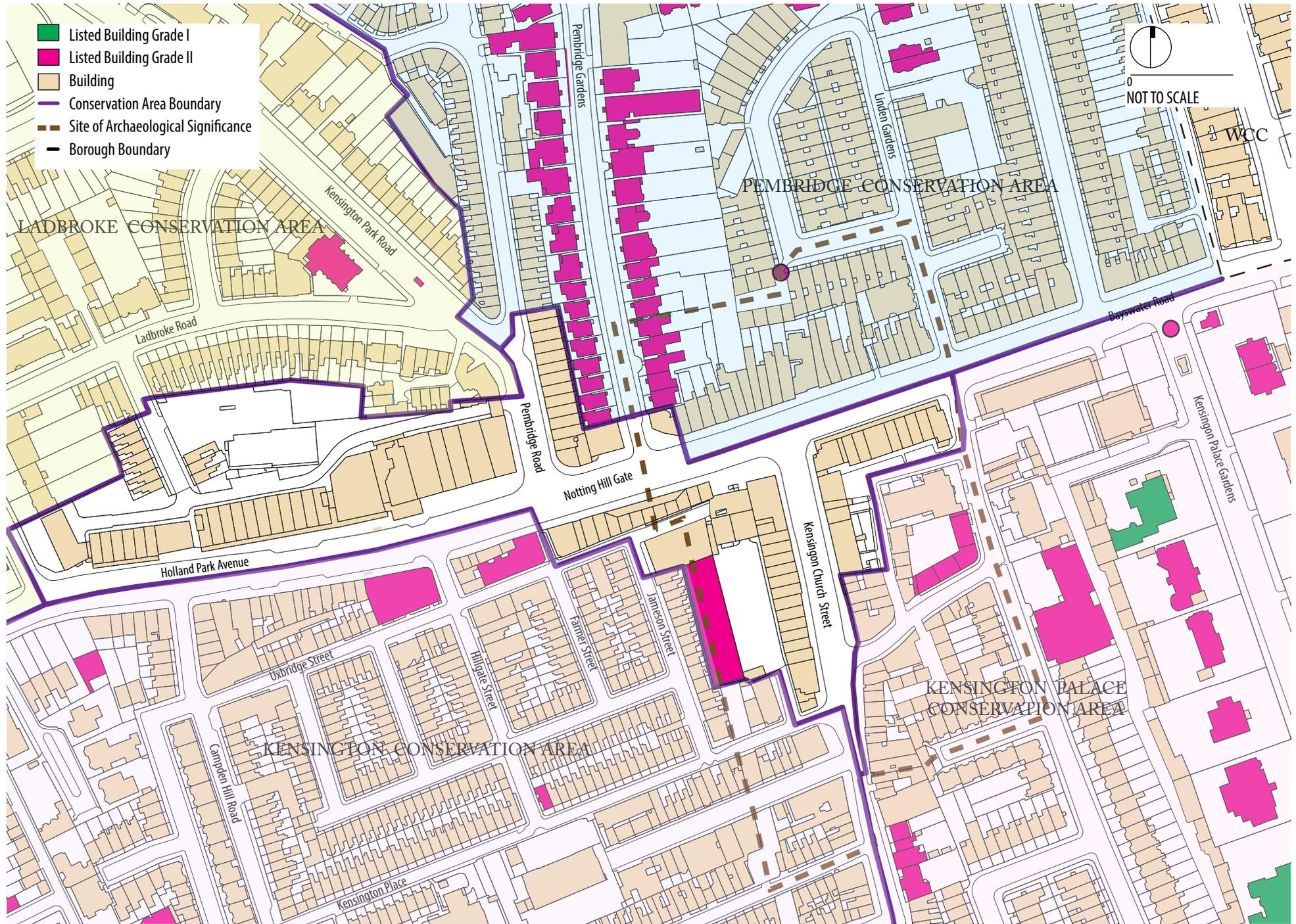


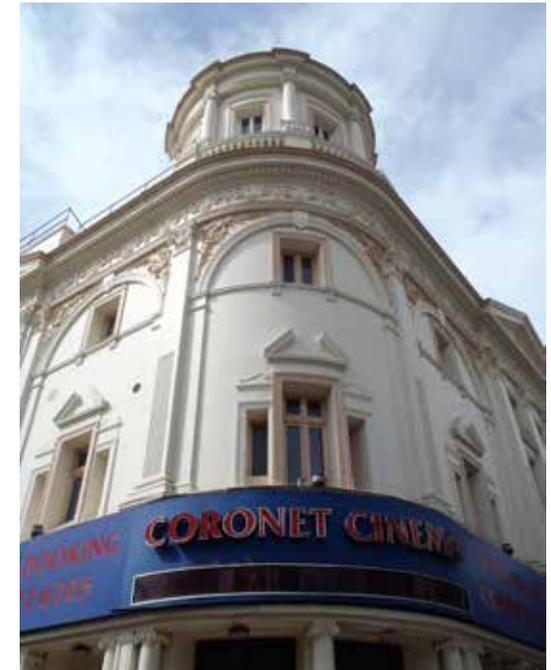
Figure 3: Heritage Asset Plan

The built environment

- 2.6 Much of the Notting Hill Gate that we see today is the product of comprehensive redevelopment in the 1950s as part of a road widening scheme by the London County Council. At the time, the surrounding area was quite run down and the quality of development was not particularly high. Now many of the 1950s buildings have deteriorated compared to the surrounding residential areas, which have improved since the 1970s.
- 2.7 Notting Hill Gate itself, when realigned and widened, lost the fine grain and strong sense of enclosure found in surrounding streets. The 1950s development is mainly at four to five storeys with Ivy Lodge and the Czech Embassy at six to eight storeys.
- 2.8 There are two taller buildings on Notting Hill Gate: Newcombe House at 12 storeys and Campden Hill Towers at 18 storeys. The hilltop location of these tall buildings has exacerbated the wind displacement effect caused by their height, creating at times a very windy microclimate at ground level. They also have an impact on a number of views including those from Hillgate Village and Kensington Gardens. It is not thought that Campden Hill Towers, in residential use, will come forward for redevelopment in the foreseeable future because of its lease structure. In the case of Newcombe House, townscape impact analysis and design development with landowners has demonstrated that although it is not attractive in its current form, it has less impact on the townscape from a number of viewpoints than might be expected.
- 2.9 In general, the surrounding urban fabric is dense and has a traditional street pattern. The residential areas surrounding Notting Hill Gate were developed from the 1800s as estates, although most of the properties were sold off as

individual freeholds soon after they were built. Generally substantial terraced and detached family homes were constructed, but Hillgate Village to the south of Notting Hill Gate consists of smaller homes.

- 2.10 Pembridge Conservation Area to the north-east is generally built of four to five storeys, while Hillgate Village to the south is mainly two storeys, and there are some mansion blocks and larger buildings in Kensington Mall and midway down Kensington Park Road.
- 2.11 There are a number of listed buildings within the SPD area: the Coronet Cinema with its distinctive cupola; the Gate Cinema with its fine interior and the District and Circle Line Station. These are shown in Figure 4, along with other listed buildings in the area.
- 2.12 Much of the SPD area is not in a conservation area, but it is surrounded by four conservation areas: Pembridge, Ladbroke, Kensington and Kensington Gardens. A comprehensive commentary can be found in the Conservation Area Proposal Statements. There is a designated Site of Archaeological Importance in Notting Hill Gate which will require liaison with English Heritage and any necessary archaeological investigations prior to development of sites within this area.
- 2.13 Notting Hill Gate has many individual public art installations which have been introduced over a number of years, as a result of the work of the Notting Hill Improvements Group (NHIG). Although the public art installations in Notting Hill Gate reflect the local community, or were produced by local artists, these were created and installed as individual items rather than part of a cohesive strategy that contributes to the identity of the place. Existing works divide public opinion.



The Coronet Cinema



Historic view of Notting Hill Gate

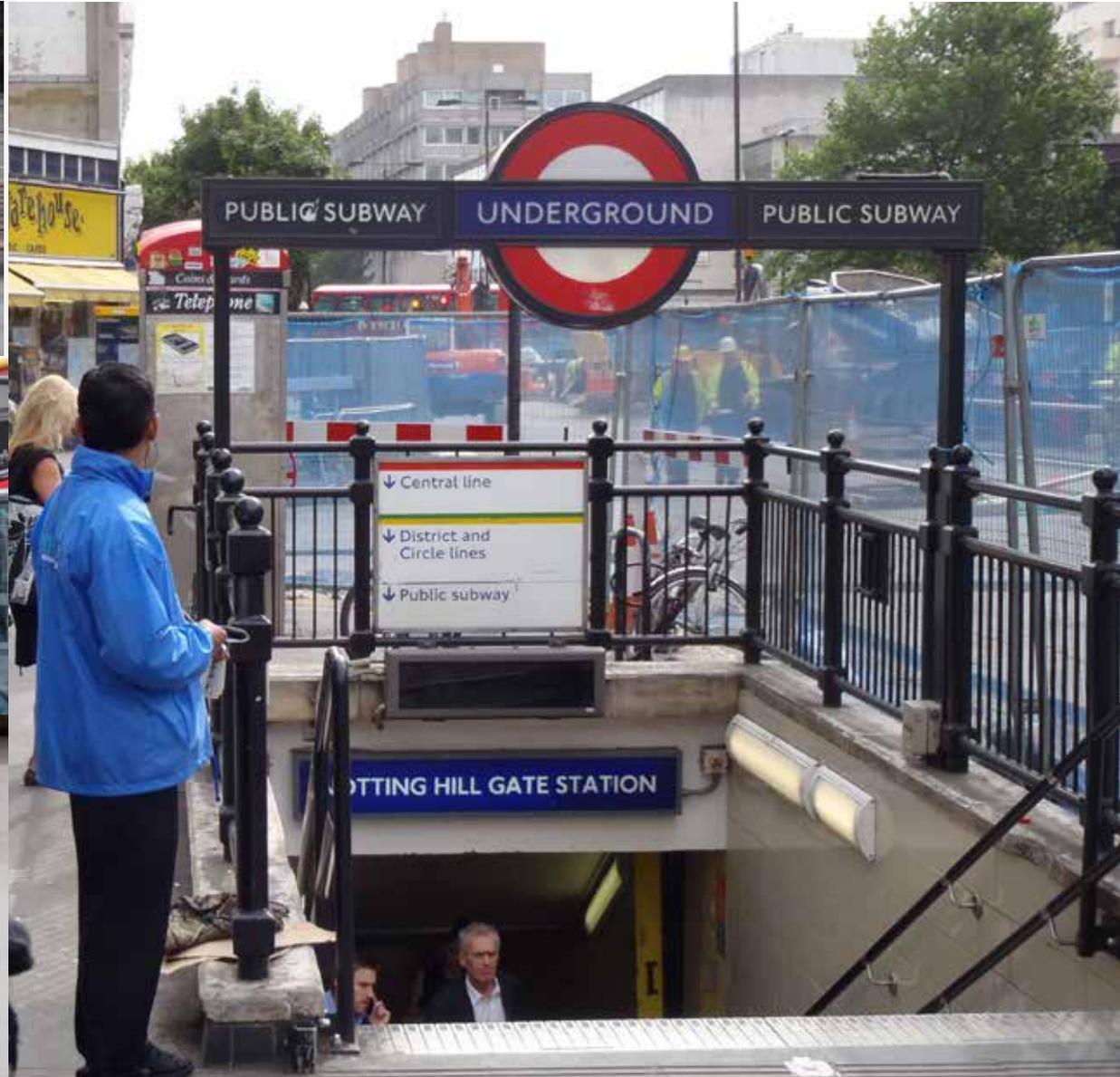


Shops, offices and other uses

- 2.14 The Notting Hill Gate shopping centre primarily serves local needs. The supermarkets, pharmacies, delicatessens, hardware shops and the post office meet day-to-day requirements. Shops also meet the needs of office workers and those visiting or passing through the area.
- 2.15 Notting Hill Gate has plenty of small retail units and lots of independent shops. In particular there are clusters of antiques shops and galleries in Kensington Church Street, and boutiques and vintage fashion shops on the route to Portobello Road. Analysis of rateable values in the centre suggests that there are plenty of affordable retail units.
- 2.16 There are very few multiple fashion retailers in Notting Hill Gate. This is because fashion retailers are comprehensively represented in other centres close by, and means that Notting Hill Gate is unlikely to attract many more fashion chain stores.
- 2.17 There is a cluster of very high quality local shops nearby in Holland Park Avenue providing immediate competition for more up market neighbourhood shops.
- 2.18 The mix of shops cannot be controlled through the Planning framework and the area does not have one landowner who is able to control the mix of shops, restaurants and cafés in the way that has transformed places like Marylebone High Street. However, the three main landlords could agree to work together to manage the overall selection of businesses in the area.
- 2.19 The Saturday Farmers' Market is extremely popular (footfall averages 1500 per Saturday) as a source of food shopping and contact with food producers. It also offers a community meeting place, and the market's customers provide extra business for local shops and cafés. Its current location in the car park of Newcombe House may be required for redevelopment. Opportunities to relocate the market have been investigated but at the time of adoption of this document no suitable alternative site has been identified.
- 2.20 There is an evening economy with several cafés and restaurants and three clubs but there are not many day-into-evening attractions. Some local residents have expressed a wish for public lavatories and a need for community events.
- 2.21 Shop vacancy levels are low. The Council's Retail Needs Assessment shows little, or no, identified need for additional comparison retail floorspace so redevelopment is unlikely to result in many additional retail units. However, to make the centre more viable there may be an opportunity to encourage retail consolidation by allowing remodelling of retail units for office entrance foyers.
- 2.22 Within the SPD boundary, the majority of the office space is located in Newcombe House. Astley House and David Game House also have offices above ground floor. Small elements of office space are also distributed throughout Notting Hill Gate usually on upper floors, providing a variety of office types in the area, for example in United House and the Book Warehouse building.
- 2.23 Office vacancy rates are also low in Notting Hill Gate, which suggests that, although ageing, the existing building stock is still in demand. Office rent levels are relatively low given the property values in the area, because of the condition of the stock. The centre's excellent public transport services make it an ideal location for offices. Rents are lower than central London and there is a range of different types of offices from 1950s purpose built, to older mews type and premises above and behind shops. The area is particularly attractive to businesses in the creative and media sector. However, the area is not a prime office location, and therefore returns are lower than the West End. This places constraints on redevelopment and refurbishment options.
- 2.24 Many of the retail units are subject to long leases. Some redevelopment options are therefore unlikely to come forward until around 2020. Newcombe House, on the other hand, is in office use, has fewer lease complications, and the owners are actively looking to redevelop.
- 2.25 It is clear the messy, more affordable and colourful vitality that makes Notting Hill Gate different to other nearby neighbourhoods is an important part of its identity, as is the area's history, culture and the people who live, work and study here. Visitors' expectations are based on the film 'Notting Hill' and the international reputation of Portobello Market. Residents have identified the opportunity to build on the area's bohemian heritage, and the need to 'keep it weird' rather than mainstream.

Housing and quality of life

- 2.26 Many of the residential areas surrounding Notting Hill Gate are part of the prime central London housing market.
- 2.27 Just over 30,000 people live within 800 metres of the main Notting Hill Gate thoroughfare. Amongst these people there is a very high proportion of working age adults and a substantial proportion of working age people living alone. There is a relatively low proportion of families with dependent children. There is a balance between home ownership and private rental, and a lower proportion of social rented housing. Health and life expectancy are good.
- 2.28 There is a degree of petty crime concentrated around the tube station entrances. Some of the smaller spaces have become places for anti-social behaviour associated with on-street drinking. These include the space at Kensington Temple, and the Farmer Street link.



Transport

- 2.29 Notting Hill Gate underground station provides access to the Circle, District and Central lines. Together with a network of bus services this gives Notting Hill Gate the highest level of access to public transport in the Borough and provides residents, workers and visitors to the area multiple options for travel without a car.
- 2.30 The underground station lacks step free access and the entrances are located in the centre of the pavements. This has resulted in the need for an undercroft on the southern side of Notting Hill Gate, and forces pedestrians to take an indirect route, through queues for ATM machines, on the northern side.
- 2.31 The east-west route through Notting Hill Gate is part of the Strategic Road Network carrying traffic between central London and the west. This is an historic route into central London, through Oxford Street to St Paul's Cathedral.
- 2.32 Notting Hill Gate is also on the main north-south route for the Borough, making it the focus for bus routes. As a result the section of Notting Hill Gate between Kensington Church Street and Pembridge Road carries both east-west and north-south traffic, making it congested, and traffic dominates the area.
- 2.33 The 1950s road widening project straightened the road and introduced divided highways, pedestrian crossings and guard rails designed to allow traffic to flow more freely. The carriageway of Notting Hill Gate is a six lane highway which, depending on the time of day, can be congested or have rapidly moving traffic.
- 2.34 The narrow road lanes, along with limited cycle parking, make Notting Hill Gate an unfriendly environment for cyclists, although advanced stop lines are provided at some of the junctions. Docking stations for the Barclays Cycle Hire Scheme are located on Pembridge Villas and Pembridge Gardens and a number of cycle stands are provided throughout the district centre.

Public realm

- 2.35 The street environment is not as good as it might be: the quality of the materials is generally low and the street furniture lacks coherence. The pavements are too narrow given the high footfall and can be overcrowded, particularly at weekends. It is difficult for pedestrians to cross the road because they have to wait half way at crossings, and guard rails prevent crossing at other locations.
- 2.36 The pavements are heavily crowded on Saturdays on the northern side of Notting Hill Gate, around the underground station entrances and the bus stop on the eastern side of Pembridge Road, as this forms the route to Portobello Road. This can lead to pedestrians spilling onto the road at busy times. Congestion also occurs around the bus stops on Kensington Church Street and around the underground station entrances on both sides of the street.
- 2.37 Portobello Road is a major tourist destination and many thousands of people arrive at Notting Hill Gate not knowing how to get to the market. The Legible London wayfinding system has been introduced recently but makeshift signs are still installed on Saturdays, indicating this has not solved the problem.
- 2.38 The western side of Pembridge Road is double kerbed; this cannot be removed because the land slopes eastwards and there are basements underneath the pavement level.
- 2.39 Although Notting Hill Gate is near Kensington Gardens and Holland Park, it lacks a public space that could be the focus of community activity. The public space to the north side of Newcombe House is overshadowed and subject to wind turbulence created by the building. This is compounded by an unused raised piazza above which creates a blank edge to the space in front of Newcombe House. The public space next to Campden Hill Towers also suffers from a poor microclimate. Residents have expressed a desire for a public space to linger, with sunshine that is sheltered from winds.

- 2.40 In common with much of inner London, air quality in Notting Hill Gate is poor.
- 2.41 There is scope for more tree planting. There are also a number of neglected areas around the centre, particularly behind buildings, that could be improved, such as Uxbridge Street, and rear servicing areas.

Parking and servicing

- 2.42 On-street parking is limited and occupancy is high. There are 49 parking bays within the SPD area, and a further 52 in side roads in the immediate vicinity.
- 2.43 Deliveries to shops and businesses are currently made through a mix of on-street and off-street servicing. However, the off-street areas are very constrained and the largest vehicles still have to service on-street, particularly for Newcombe House and David Game House. The off-street service areas are unattractive environments, and, as a result of being designed solely to accommodate servicing, there is little scope to mix residential or retail uses. There are examples within the Borough, like Duke of York Square, where well managed servicing takes place off street (within privately maintained public realm) without compromising high quality mixed use environments.



Newcombe House, rear service yard and pedestrian access to Notting Hill Gate

- ① Newcombe House Sites
- ② Astley House
- ③ The Gate Cinema Block
- ④ West Block
- ⑤ Ivy Lodge to United House
- ⑥ 66-74 Notting Hill Gate (Book warehouse)
- ⑦ David Game House and Hobson House

NOT TO SCALE

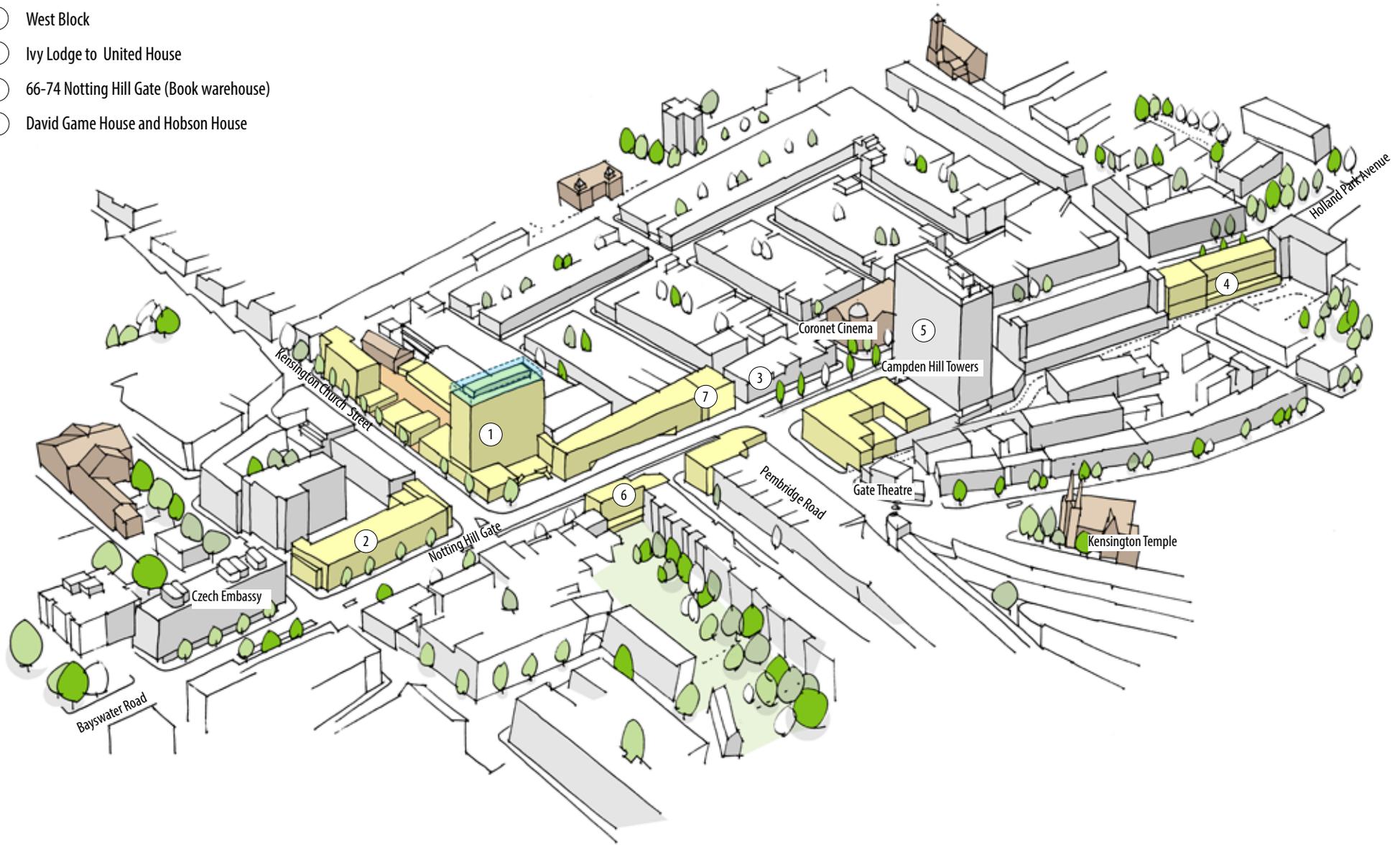


Figure 3: Sketch of Notting Hill Gate Proposals

3. Development Guidelines: General Points

- 3.1 The Council would like the area over time to have more attractive buildings, more pleasant pavements and public spaces, a good and balanced range of shopping facilities including retailers that meet day-to-day needs, a thriving office community and an adequate range of social and community uses to meet local needs. This will be a gradual process and will largely be achieved through development and redevelopment.

Shopping

- 3.2 Shopping centres tend to evolve over time according to market demand and the Council does not have powers to control the range of retail offerings in the centre, which is influenced by its large local population, its transport links and its transient visitors. There is scope for better coordination and promotion of the centre by retailers and owners.
- 3.3 If possible the Saturday morning Farmers' Market will be relocated within Notting Hill Gate. Investigation has shown that the only feasible locations are as part of redevelopment of Newcombe House, West Mall behind Astley House; the car park behind Marks and Spencer and the service yard behind the units between Tesco and Marks and Spencer. These locations are being investigated with the landowners and the operators of the Market. Other options near Kensington High Street are also being considered.

Offices

- 3.4 It is well known that a successful office location needs a good range of nearby shopping facilities, but equally helps to sustain local shops and services. Local business space is an essential part of a vibrant mixed use area and can act as an integral part of a sustainable development pattern by reducing the need to travel. Through its Core Strategy policies, and through the exemption it has gained from permitted development rights, the Council aims to retain and grow its business floorspace. The area will be enhanced as an office location by retaining or increasing overall office floorspace in the centre and resisting its

loss; by permitting the remodelling of some ground floor retail units in Astley House to provide modern entrance foyers for refurbished offices; and by conserving and fostering further development of the creative cluster at Notting Hill Gate by encouraging development of at least one 'business hub' providing flexible office space ranging from set down space to a small office units, with some shared facilities like a café and conference rooms. Experience elsewhere suggests this should be at least 1,100 sqm.

Housing

- 3.5 The Council's policy for the provision of affordable housing is set out in Policy CH2 of the Core Strategy. Affordable housing is normally to be provided on site. In broad terms, 50% of the additional floor area is expected to be affordable, or, if that is not viable, then the maximum reasonable amount, assessed on the basis of a financial viability study submitted with the planning application. The mix of size of homes is to be agreed with the Council.

Social and community facilities

- 3.6 The Council supports the provision of new social and community facilities in accordance with Policy CK1 of the Core Strategy. There is an existing requirement for a new primary healthcare centre in the area. The Council will seek the opportunity for provision of a new primary healthcare centre of circa 1,000 sqm GIA in Notting Hill Gate.

Public art

- 3.7 The Council's Policy on public art is set out in Policy CR 4 of the Core Strategy. Public art will be an integral part of the redevelopment of Notting Hill Gate. Developers are encouraged to seek advice from an advisor on public art. All public art proposals will be presented to the Council's Public Art Panel before they are commissioned. This approach will help to ensure that public art contributes to the identity of Notting Hill Gate and remains relevant.

Visual impact

- 3.8 The Council will expect any substantial proposals to be accompanied by verified views, based on the views identified and described in the views study which supports this SPD (see the evidence base documents), to demonstrate their visual impact. Where a scheme has a specific impact not covered by the identified views, further verified views will be sought.
- 3.9 The night time appearance of buildings must be considered and a balance struck between the positive impact of lighting features and enhancing security at ground level, and the energy used and light pollution created.

Construction impact

- 3.10 As part of the conditions attached to any planning permission for a significant development within this SPD area, the Council will require a construction management statement which sets out how the developer will mitigate the impact of the development on local people and businesses. Development must also adhere to the guidance set out in the Council's Transport and Streets SPD.

Water and waste water

- 3.11 Developers should liaise with Thames Water to ensure that development proposals are aligned with any water and wastewater infrastructure upgrades required to support demand in order to avoid adverse impacts such as sewer flooding or low/no water pressure.



Figure 4: Sketch of Public Realm Proposals

4. Development Proposals

The public realm

- 4.1 One of the priorities for Notting Hill Gate is to improve the public realm. An indicative design for a new public realm is shown on Figure 4. The package of measures has been modelled in conjunction with Transport for London to ensure that it would not have any unacceptable impact on traffic flows and car parking. Further design development will be required and the proposals will need to be thoroughly assessed before implementation.
- 4.2 The main features are:
 - Removing street furniture, guard rails and other street clutter that creates obstructions for pedestrians
 - Removing one lane of traffic in Notting Hill Gate in both directions between Kensington Church Street and Pembridge Road to allow wider footways
 - Introducing straight across crossings, with an all green phase for pedestrians where all the vehicular traffic stops
 - Reducing the junction of Notting Hill Gate with Kensington Church Street from four lanes to three creating a wider footway on the west side, helping to reduce pedestrian congestion around the bus stops
 - Relieving a major pedestrian pinch point by increasing the footway width on Pembridge Road and removing the southbound bus stop, relocating it in place of car parking on Notting Hill Gate
 - Removing six off-peak pay and display bays on Notting Hill Gate to facilitate the removal of the traffic lanes and moving the bus stop, replacing them with standard pay and display parking in the immediate vicinity
 - Redesigning the mini roundabout at the junction of Pembridge Road and Kensington Park Road to provide wider footways
- Providing wider nearside lanes giving cyclists more space on the carriageway and introducing advanced cycle stop lines to help cyclists at the junctions
- Providing more cycle parking
- Extending pedestrian wayfinding
- 4.3 These improvements would include repaving with high quality natural stone materials such as York stone and granite and a detailed landscape planting plan.
- 4.4 Where off-street servicing exists, redevelopment must include the ability to service off-street. Proposals must set out how servicing will be managed, through the use of servicing management plans, to ensure that no greater burden is placed on Notting Hill Gate than currently exists, and that servicing does not compromise environmental quality.
- 4.5 The opportunity should be taken to reduce the need for servicing traffic to pass through residential areas to the rear of Notting Hill Gate.
- 4.6 The Council will further investigate the potential for other measures, which might include the possibility of creating an Oxford Circus style crossing at the junction of Notting Hill Gate and Pembridge Road that allows diagonal crossing, as well as straight across. The possibility of closing Pembridge Road between Kensington Park Road and Portobello Road on Saturdays and ways of creating a cycle network in the area will also be investigated. This work will be taken forward separately from the SPD.
- 4.7 It may be possible as part of the Newcombe House redevelopment to include privately owned, publicly accessible space (see below).
- 4.8 Proposals will where possible promote step free access and inclusive design that addresses the needs of everyone regardless of age or ability.
- 4.9 The scheme tested in Figure 4 has been costed at around £3million for the capital costs and would primarily have to be funded through development, although funding from other sources may also be required. The detailed design that may emerge will be informed by further modelling and undertaken in full consultation with local residents, land owners and TfL. Public realm improvements are included in the Council's Regulation 123 Community Infrastructure list.
- 4.10 Individual developments will also have the opportunity to improve areas of public realm. Astley House has a parking area to the rear: this could be improved visually by planting trees, which would also benefit nearby residents. The service yard behind Campden Hill Towers could also be improved. Uxbridge Street, particularly at the eastern end, could be improved, along with the far northern end of Farmer Street. The southern pedestrian link from Victoria Gardens, near Marks and Spencer, would also benefit from improvement – particularly by making it wider.



Overcrowding between Portobello Road Market and Notting Hill Gate

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View

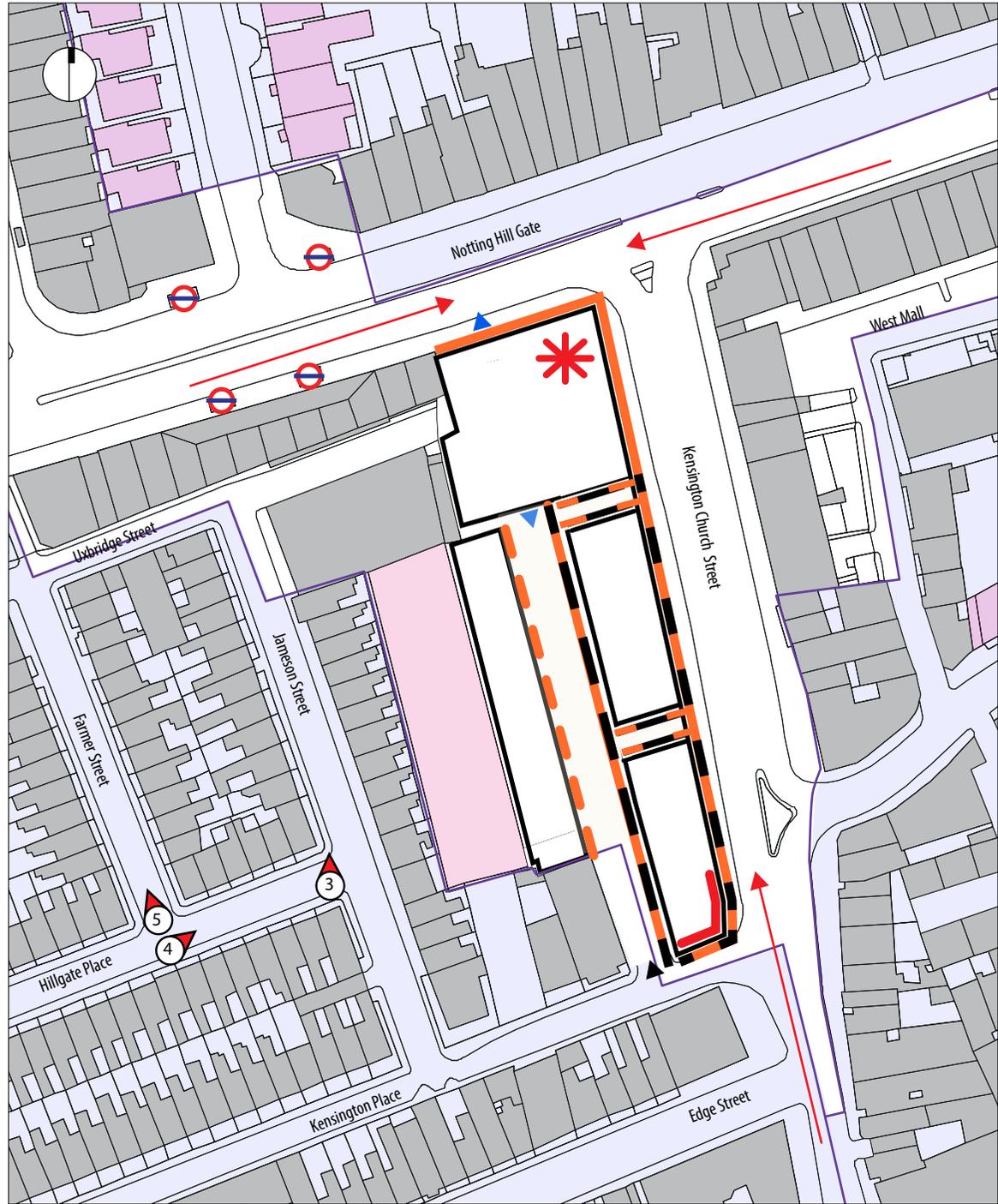


Figure 11 Newcombe House Development Principles Plan (Option 1) © Crown copyright and database rights 2013 Ordnance Survey Licence No. 100021668

Site 1: Newcombe House

- 4.11 This site includes Newcombe House and Kensington Church Street. The site has an important part to play in the future of Notting Hill Gate. However, there are significant constraints. Rights to light place a constraint on increasing the height along Kensington Church Street. The connecting interchange tunnel between the District and Circle, and Central lines has the effect of setting back any substantial structure from the Notting Hill Gate frontage on the corner of Kensington Church Street, although cantilevering or a lightweight structure are possibilities.
- 4.12 There are two possible options for the large building at Newcombe House: the refurbishment of the existing structure or its redevelopment.
- 4.13 The Council has looked into a range of options for the scale and height of this building. Although it is referred to in the Local Plan as an eyesore the policy relating to eyesores was removed in the partial review of the Local Plan adopted in January 2015. Recent work has demonstrated that although taller and more bulky than most of the surrounding buildings its location, set back from Notting Hill Gate, and its orientation mean that it does not have as much impact on views in the area than even a slightly differently configured building would have. In particular, it is not especially prominent when viewed from the sensitive small scale streets of Hillgate Village or the important vistas in Kensington Gardens, although it has more of an impact seen from the north, from which it presents its widest frontage.
- 4.14 Moreover, the building contains useful office floorspace, which it is the Council's policy to retain.
- 4.15 Consequently a refurbishment and potential re-cladding of the existing building is considered to be an appropriate option for the site.
- 4.16 Alternatively, a redevelopment to a different plan form might be acceptable. In such a case the Council will seek a building with a less bulky profile than the current block. There may be an opportunity to move the building towards Notting Hill Gate slightly although the underground structures are recognised as a constraint.
- 4.17 The Council may entertain a modest increase in height over the existing building where a scheme is proposing significant benefits to Notting Hill Gate and delivers an architecturally excellent building, provided this does not have a harmful impact on the views mentioned above.
- 4.18 On the part of the Newcombe House site between Kensington Church Street and the listed Underground Station train shed, there is scope for a publicly accessible space in the form of a courtyard or partial square with access from Notting Hill Gate and Kensington Church Street. Vehicle servicing will need to be integrated into the design.
- 4.19 If the tall part of the building is not to be moved forward from its current position, schemes should seek to provide an improved public space on the corner of Notting Hill Gate and Kensington Church Street. One option would be a glazed conservatory or winter garden.
- 4.20 The tall part of the building could contain offices or residential or both, and the courtyard could be fronted by business, retail or residential space, but however configured, the Council's objective is to retain the same quantity of business floorspace
- in the overall development as currently exists on site, in accordance with the Core Strategy. New private homes may be appropriate and the Council will seek the maximum reasonable amount of affordable homes subject to viability.
- 4.21 Opportunities to provide step-free access to the station concourse and the District and Circle Lines should be investigated. There may also be an opportunity to relocate the staircase that currently sits within the footpath to within the ground floor. Whether redevelopment or refurbishment are pursued, schemes should provide improved public space on either the Notting Hill Gate frontage and/or the area to the rear of Newcombe House.
- 4.22 Active frontages should be provided to the main streets and to the courtyard. There should be an improved link between the courtyard and Notting Hill Gate. Careful attention needs to be paid to the microclimate.
- 4.23 Development must preserve or enhance the heritage significance of the special architectural or historic interest of surrounding listed buildings and conservation areas.



View looking south along Kensington Church Street from Newcombe House

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View
-  Maximum Building Storey

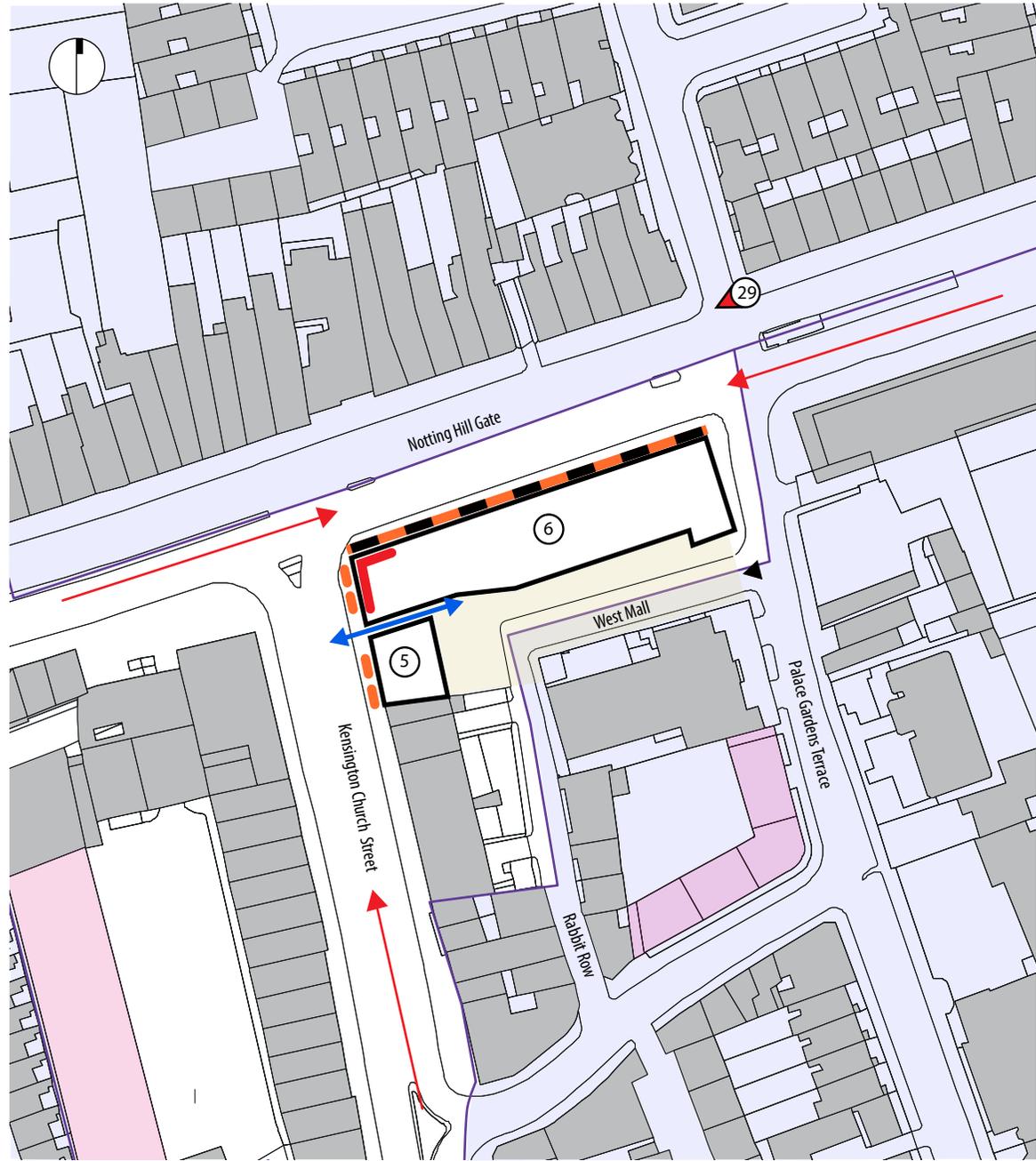


Figure 13 Astley House Development Principles Plan

Site 2: Astley House

- 4.24 Either the redevelopment or the refurbishment of Astley House may be acceptable. The Council understands that refurbishment is a more likely option. It will therefore consider the addition of two extra storeys of residential floorspace to facilitate refurbishment. This could enable improvements to the internal office space, bringing it up to modern requirements. There may be scope for the introduction of a business hub with a ground floor entrance, and improvements to the appearance of the building.
- 4.25 The design should ensure that existing uses and activities are not compromised and office floorspace is maintained at current levels. The office space may be refurbished, which may include the insertion of different cores and entrances.
- 4.26 The external appearance of the building should be improved, including the corner on to Kensington Church Street, and public realm enhancements should be carried out to the rear. There may be scope for the provision of a ground floor entrance for a business hub provided adequate continuity is maintained in the retail frontage.



Astley House

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View



Figure 14 The Gate Cinema Development Principles Plan

Site 3: The Gate Cinema

- 4.27 This block lies within a conservation area and includes the listed Gate Cinema and some unlisted buildings which make a positive contribution to the historic character of the area.
- 4.28 The site forms an edge to Hillgate Village. There is scope to improve the appearance and impact on the streetscene. The Council will seek improvements to the public realm, an integrated approach to public art and a better relationship between the ground floor and the public realm in Uxbridge Street. It will encourage the listed cinema to be retained as a cinema.



The Gate Cinema

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View
-  Maximum Building Storey

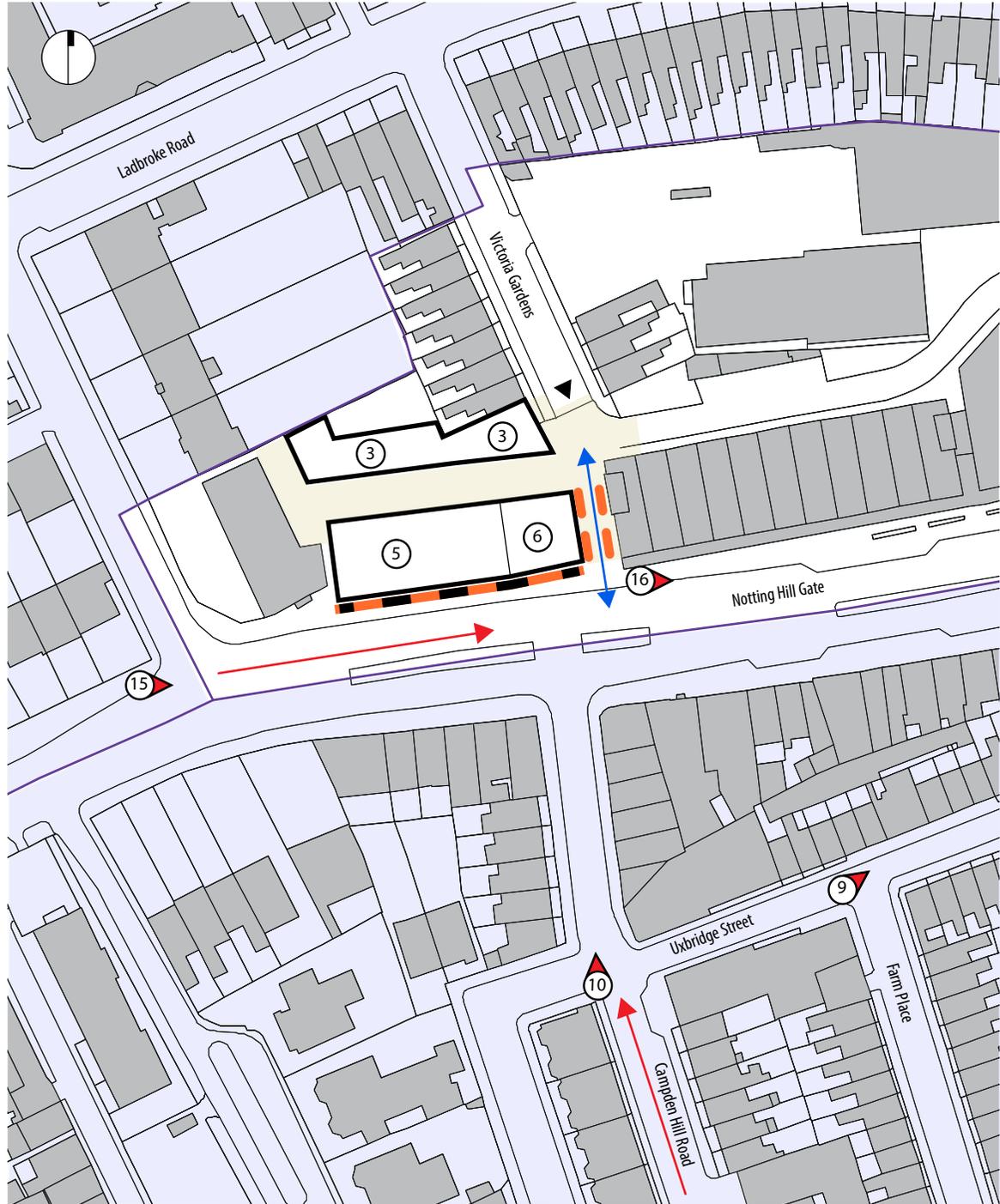


Figure 15 West Block Development Principles Plan

Site 4: West block

- 4.29 There is scope to increase the height of this low rise block to approximately 5 storeys, with the possibility of a setback top storey, to be more in line with the neighbouring buildings. Any redevelopment of this plot should take the opportunity to improve links with Victoria Gardens to improve the integration with surrounding townscape. In order to bring forward the full benefits to the townscape layout, this site will require redevelopment rather than refurbishment.
- 4.30 The area to the rear is a service road used for servicing and associated parking for units on Notting Hill Gate. Subject to the integration of a comprehensive servicing scheme for the service road, there is scope here for residential development.
- 4.31 The Council seeks improvement and widening of the pedestrian link to Victoria Gardens to improve pedestrian safety in this cut through, particularly across the current service road.



West block



Car Park to the rear of West block



Pedestrian link from Victoria Gardens to Notting Hill Gate

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View
-  Maximum Building Storey

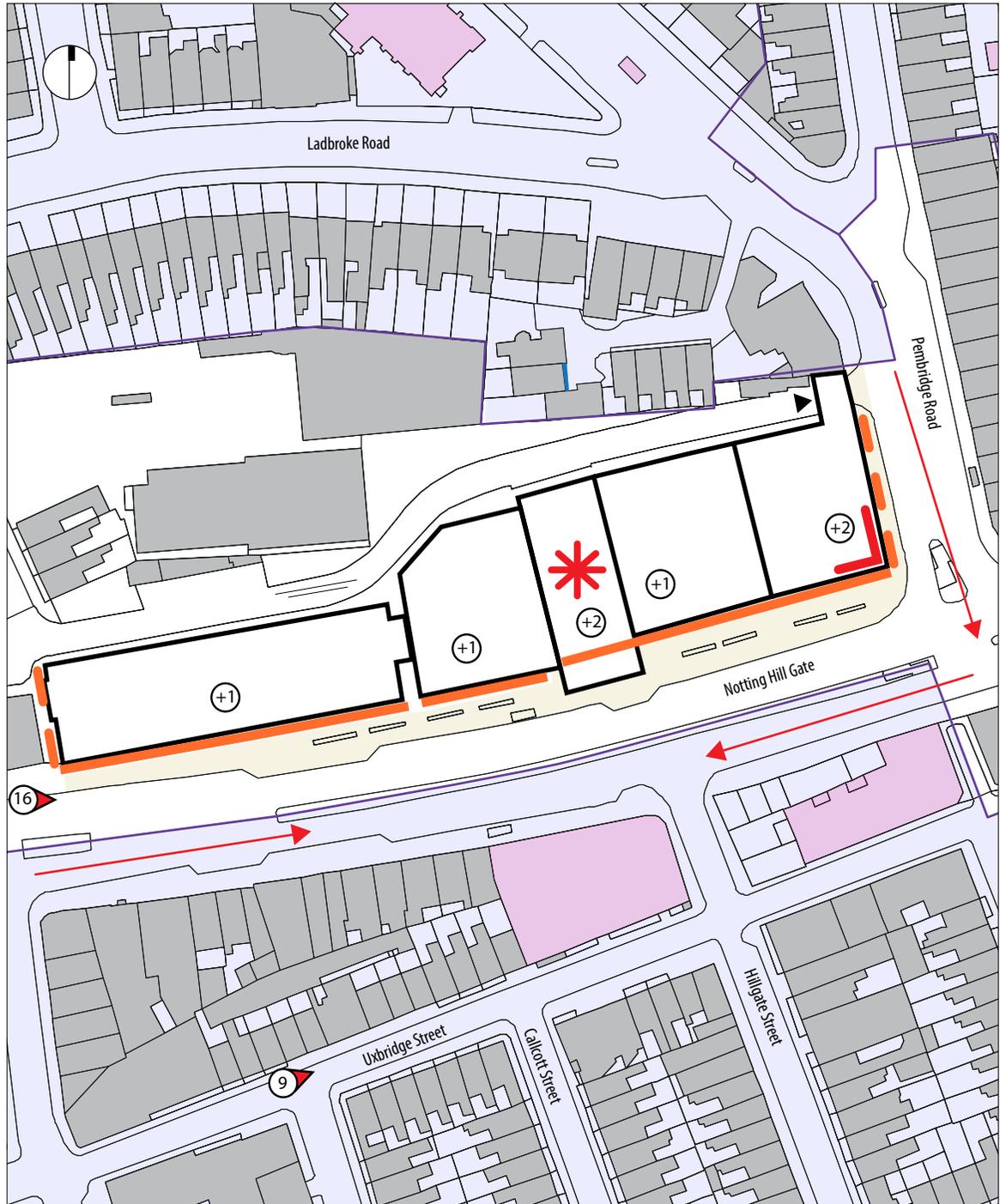


Figure 16 Ivy Lodge to United House Development Principles Plan © Crown copyright and database rights 2013 Ordnance Survey Licence No. 100021668

Site 5: Ivy Lodge to United House

- 4.32 It is unlikely that this block can be redeveloped but there are opportunities to provide useful additional floorspace and improve the external appearance of the buildings and the service yard to the rear.
- 4.33 The Council will consider the introduction of modern double height shop fronts and a mezzanine level similar to surrounding units.
- 4.34 Two additional storeys will be considered above United House for office or residential use.
- 4.35 An additional residential storey will be considered above Ivy Lodge.



Ivy Lodge



Tylers hardware shop



United House



Campden Hill Towers

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View
-  Maximum Building Storey

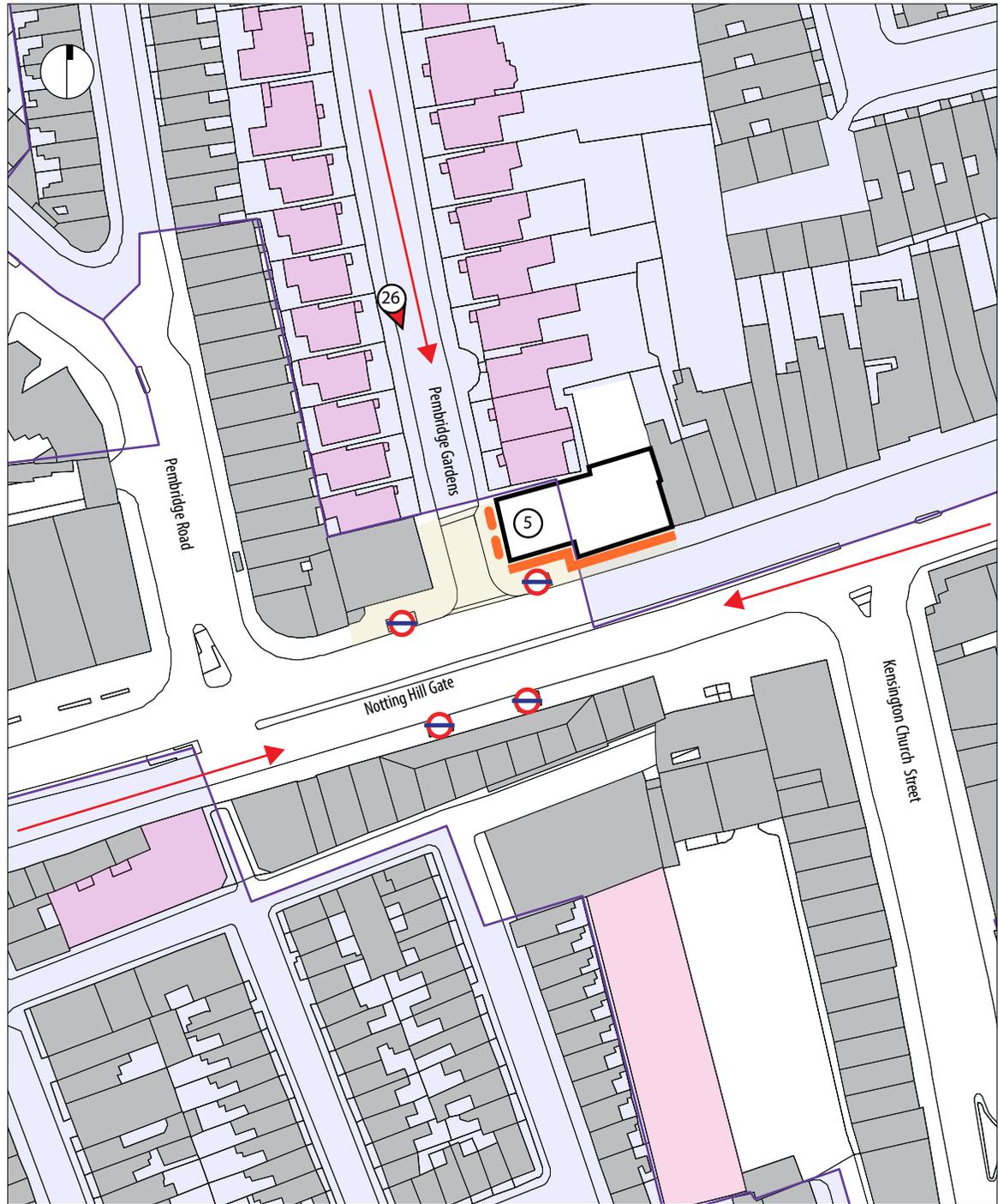


Figure 17 66-74 Notting Hill Gate Development Principles Plan

Site 6: 66-74 Notting Hill Gate (Book Warehouse site)

- 4.36 There is scope to redevelop the corner building (No.72-74) at the junction of Notting Hill Gate / Pembridge Gardens, which is unlisted and outside a conservation area. The whole site is adjacent to listed buildings in Pembridge Gardens which are also in Pembridge Conservation Area. It is therefore a sensitive location and will require a design solution that preserves or enhances the character of appearance of the conservation area and the setting of the listed buildings.
- 4.37 In any redevelopment, the ground floor should remain in retail use and the building line and height should reflect the form on the opposite side of Pembridge Gardens (existing RBS building), subject to adequate relocation of the tube stairs which currently sit within the footpath.
- 4.38 The scale of any new development will need to respect the site's sensitive location. It is likely that an additional storey would be acceptable on the corner site.
- 4.39 The investigation of step-free access to the underground station concourse would be welcomed. There may be an opportunity to relocate the staircase that currently sits within the footpath to within the ground floor of No.72-74.



66-74 Notting Hill Gate

-  Building Line
-  Retail Frontage
-  Mixed Use Town Centre Frontage
-  Active Residential Frontage
-  Public Realm Improvements
-  Grade II Listed Building
-  Conservation Area Boundary
-  Landmark Building
-  Corner Building
-  Vehicle Access
-  Pedestrian Access
-  Sight Line
-  LUL Entrance
-  Verified View
-  Maximum Building Storey

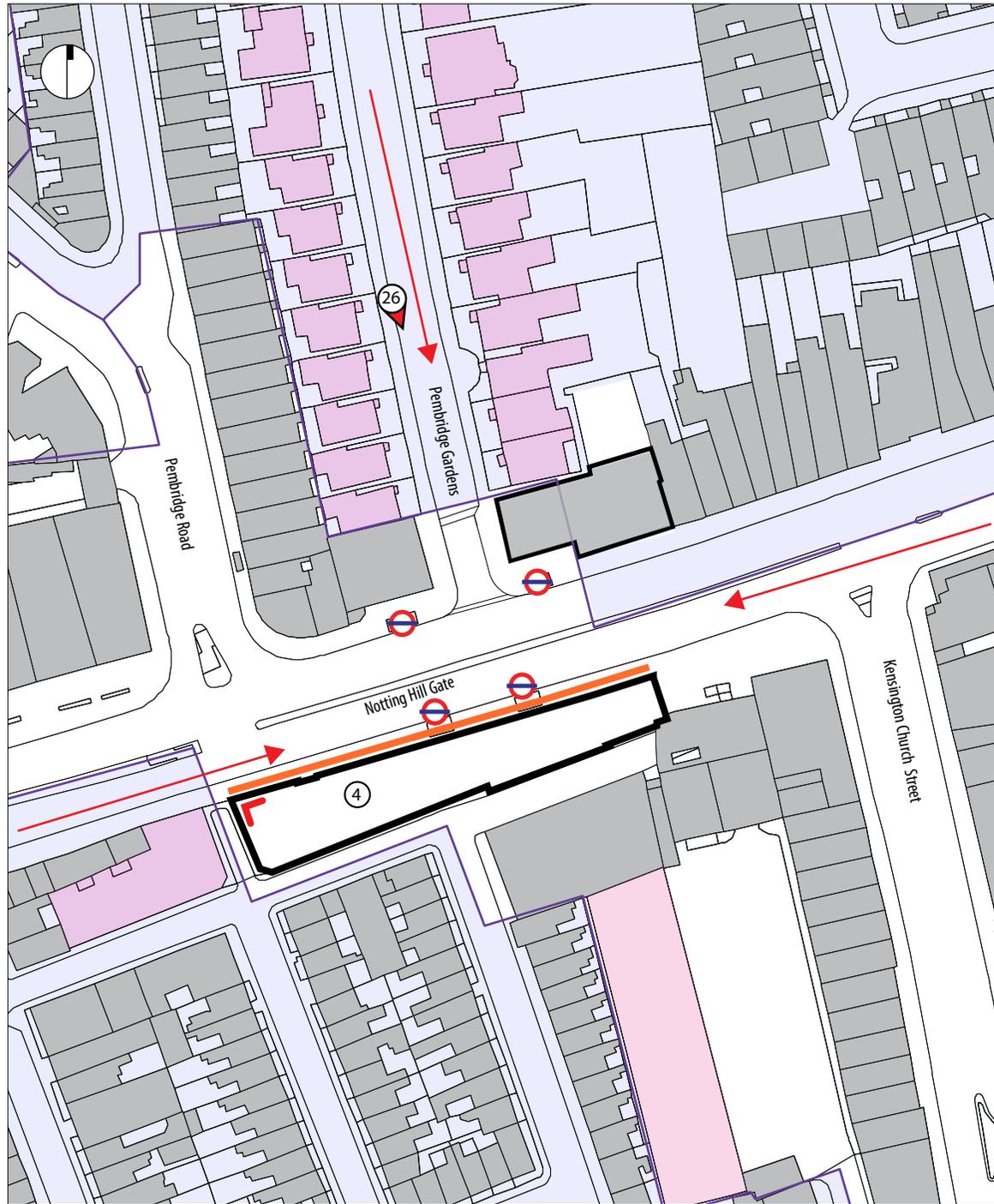


Figure 18 David Game House and Hobson House Development Principles Plan

Site 7: David Game House and Hobson House

- 4.40 Either refurbishment or redevelopment of David Game House would be supported.
- 4.41 An additional set back storey may be acceptable, if well designed, but careful consideration will need to be given to the amenity of the properties in Uxbridge and Jameson Road to the rear and RBS Building opposite.
- 4.42 Investigation of the opportunity to provide step-free access to the station concourse would be welcomed. The ground floor building line could come forward to remove the undercroft, and incorporate the tube stairs, if a new accessible station entrance is provided.
- 4.43 Although the upper floors of David Game House are currently occupied by David Game College this is a personal permission and if the college were to vacate these premises the use would revert to office. This floorspace should be maintained at its current or extended level of provision. The ground floor should remain in retail use.
- 4.44 A calm and ordered design for the rear elevation is required, with all plant located within the building envelope or discreetly positioned at roof level.
- 4.45 The designs should incorporate replacement public art, which could enliven the highly visible flanks.
- 4.46 A comprehensive scheme that includes both David Game and Hobson House is encouraged.



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

