

# Welcome



## Refurbish, refresh, rethink ... ...what should happen to Notting Hill Gate?

There is an opportunity to plan for major changes in Notting Hill Gate because several landowners want to come forward with proposals that have the potential to transform this part of the Borough.

The Council is preparing a development brief for the area 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.

## Ambitions for Notting Hill Gate

A vision for Notting Hill Gate is set out in the Council's Core Strategy (2010). This is the starting point for deciding planning applications. The development brief will provide more detail.

The Council has had early discussions with people from the local community by holding introductory workshops and has set up a dedicated liaison group made up of representatives from local residents' groups, businesses, ward Councillors and landowners. From these discussions, the key issues that have emerged are:

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

This consultation is looking in greater detail at these issues and the possible options for improving Notting Hill Gate. For each of the issues, options to refurbish, refresh or rethink the area have been identified.

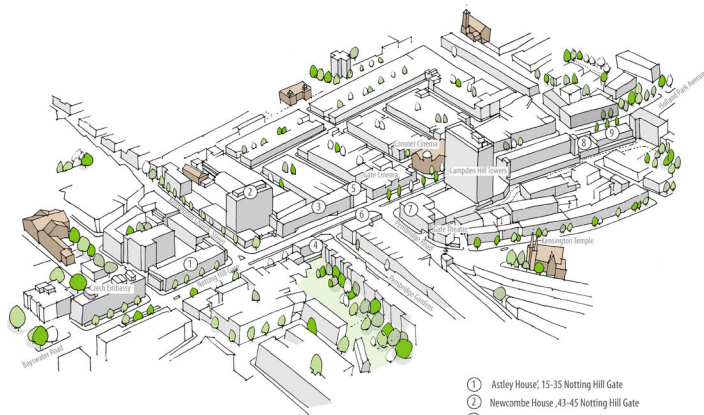
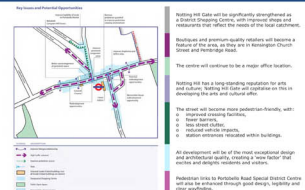
- Refurbishing would not make very significant changes, but would enhance the area as it is today
- Refreshing would involve some changes big and small
- Re-thinking the area would involve more radical and longer term changes

The issues and options have been grouped in this way to make it easier to obtain useful feedback on these initial ideas. In reality, many of the issues are interconnected and the final solution may need to take elements from each of the different options. For this reason, there are a number of different ways to give your views, including a short questionnaire, space for general comments, a prioritising exercise and workshop discussions so that the Council will have enough information to make a balanced assessment of all the feedback it receives.

We are asking you to help us to help us to identify which options are the most important.

And to identify other options...

### Vision for Notting Hill Gate in 2028 (RBKC Core Strategy)



NOT TO SCALE

View of Notting Hill Gate from the north east

- 1 Astley House, 15-35 Notting Hill Gate
- 2 Newcombe House, 43-45 Notting Hill Gate
- 3 David Game House, 47-69 Notting Hill Gate
- 4 Book Warehouse, 66-74 Notting Hill Gate
- 5 Hobson House, 83 Notting Hill Gate
- 6 Foxton's Santander and RBS, 78-90 Notting Hill Gate
- 7 United House, 92-98 Notting Hill Gate
- 8 M&S Food, 154-164 Notting Hill Gate
- 9 West Block, 146-152 Notting Hill Gate

### Evidence base

Preliminary work has included the preparation of the following studies:

- Public Realm Feasibility Study
- Tube Entrances Feasibility Study
- Views Photo Survey
- Context Appraisal
- Scoping Study for a New Cultural Facility
- Summary of Retail Evidence
- Office Market Assessment
- Development Viability Study

These are available online at [www.rbkc.gov.uk/nottinghillgate](http://www.rbkc.gov.uk/nottinghillgate).

