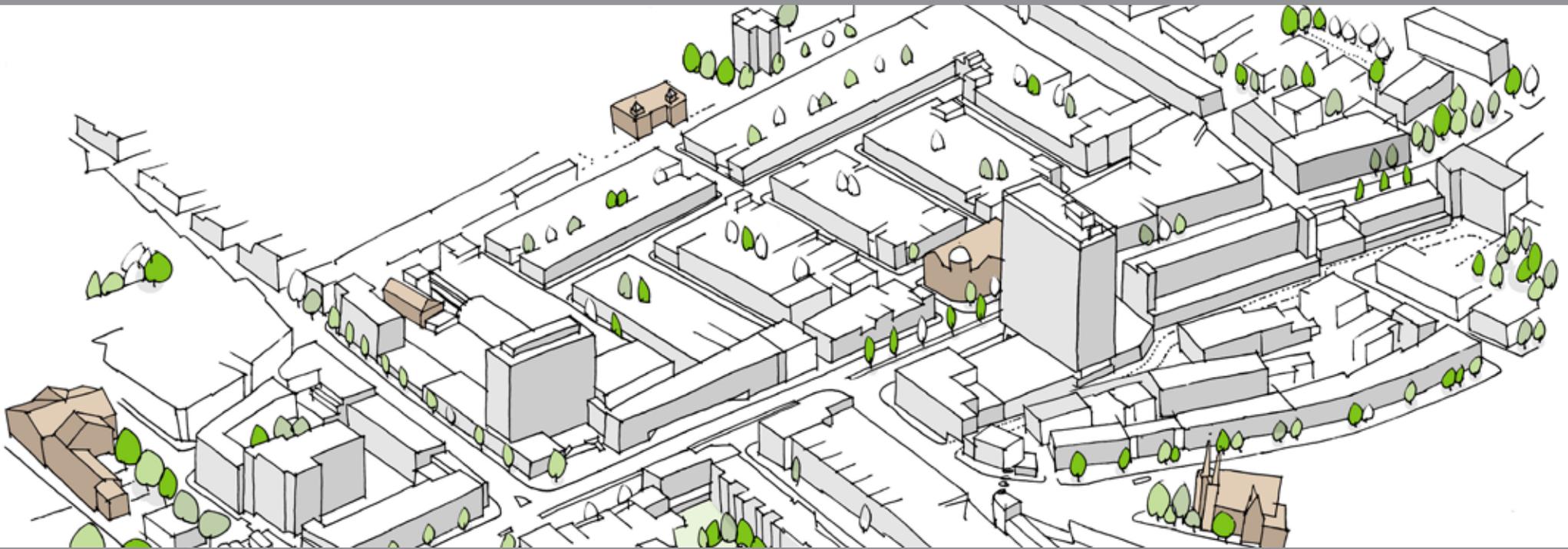


# Notting Hill Gate

Context Appraisal

November 2013



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

**Acknowledgements**

Notting Hill Gate SPD - Context Appraisal

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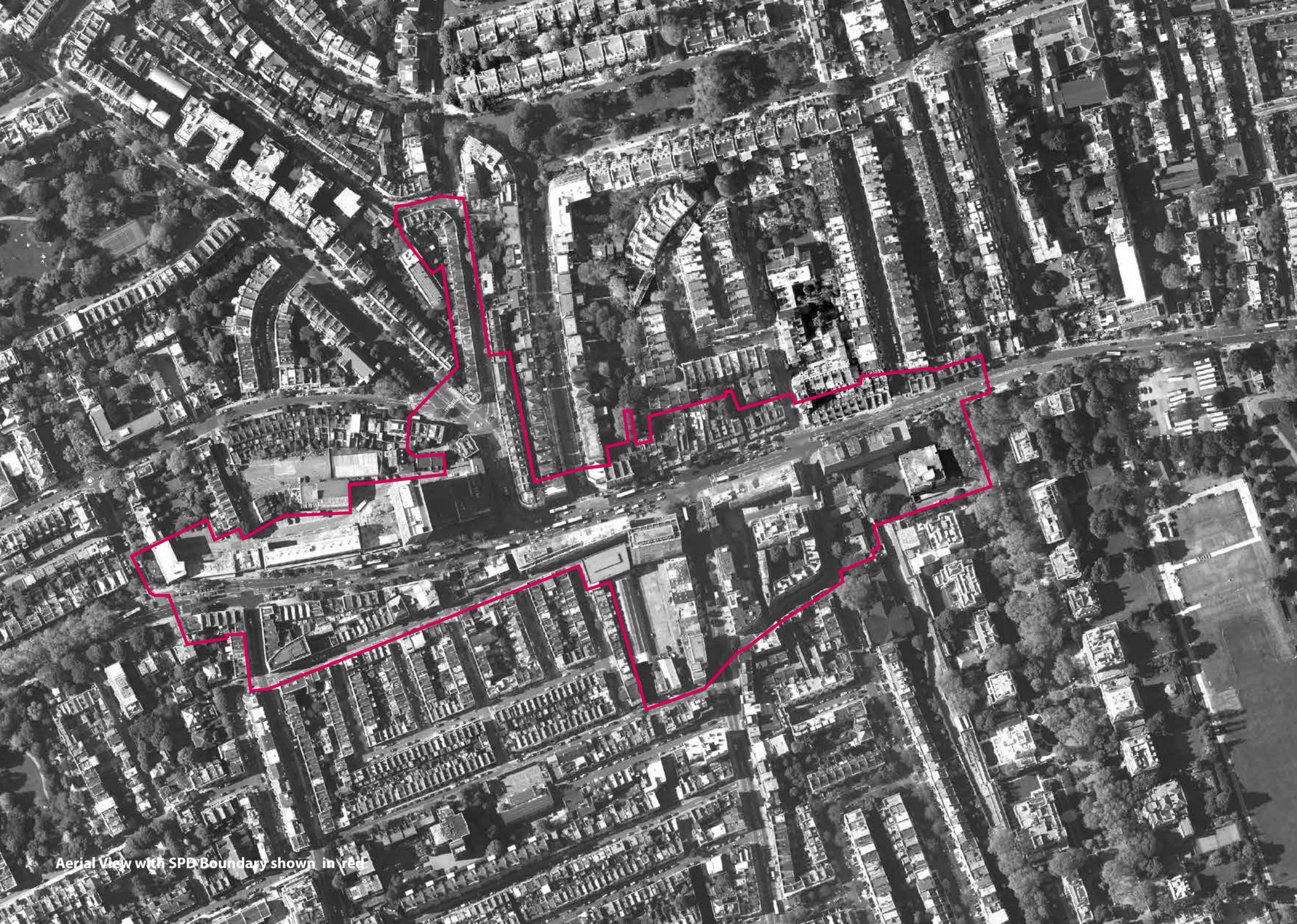
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Aerial View with SPD Boundary shown in red

# 1 Overview

## Introduction

This context appraisal will form part of the evidence base for a Supplementary Planning Document (SPD) for Notting Hill Gate.

The study area, shown on the opposite plan, extends from Ladbrooke Terrace in the west to Ossington Street (at the Borough boundary) in the east, and up Pembridge Road to the north, incorporating the junction with Kensington Park Road and the junction with Portobello Road. The area extends to Uxbridge Street to the south of Notting Hill Gate and The Mall, incorporating the Newcombe House site including the car park to the rear.

### Purpose of this document

Chapter 16 of the Council's Core Strategy (2010) recognises the potential to redevelop Notting Hill Gate and sets out a vision for the area.

This study looks at the area in more detail, using urban design analysis, to understand the existing characteristics and potential issues for Notting Hill Gate.

Much of the existing townscape was established as a result of planning permission granted in the late 1950's when road widening led to the redevelopment of a number of sites along Notting Hill Gate. In many cases, these buildings are considered to be of poor architectural quality. Key landowners are now bringing forward some of the sites for redevelopment which presents an opportunity to address some of the issues and redefine the townscape using strong urban design principles and much improved architectural quality.

## Methodology

To help group the relevant issues, this report is structured into three themes: historic context, function and form. This study brings together evidence from a number of sources including historic records, GIS mapping, site surveys and previous analysis as outlined by theme below:

### *Historic context*

The historic context has been appraised using historic maps, photographs and GIS mapping of heritage assets. Reference has been made to the relevant Conservation Area Proposal Statements.

### *Function*

Assessment of the functional townscape, including land use and movement, was undertaken using a combination of GIS mapping, site surveys / observation, and reference to previous studies. By their nature, site surveys are subject to the risk of human error. Every effort has been made to ensure that research has been carried out in a manner which is as consistent and objective as possible.

It is acknowledged that data referenced from previous studies may be outdated to some degree. However, empirical evidence suggests that the broad patterns remain the same therefore the information has been included as it is considered to be useful to inform the assessment.

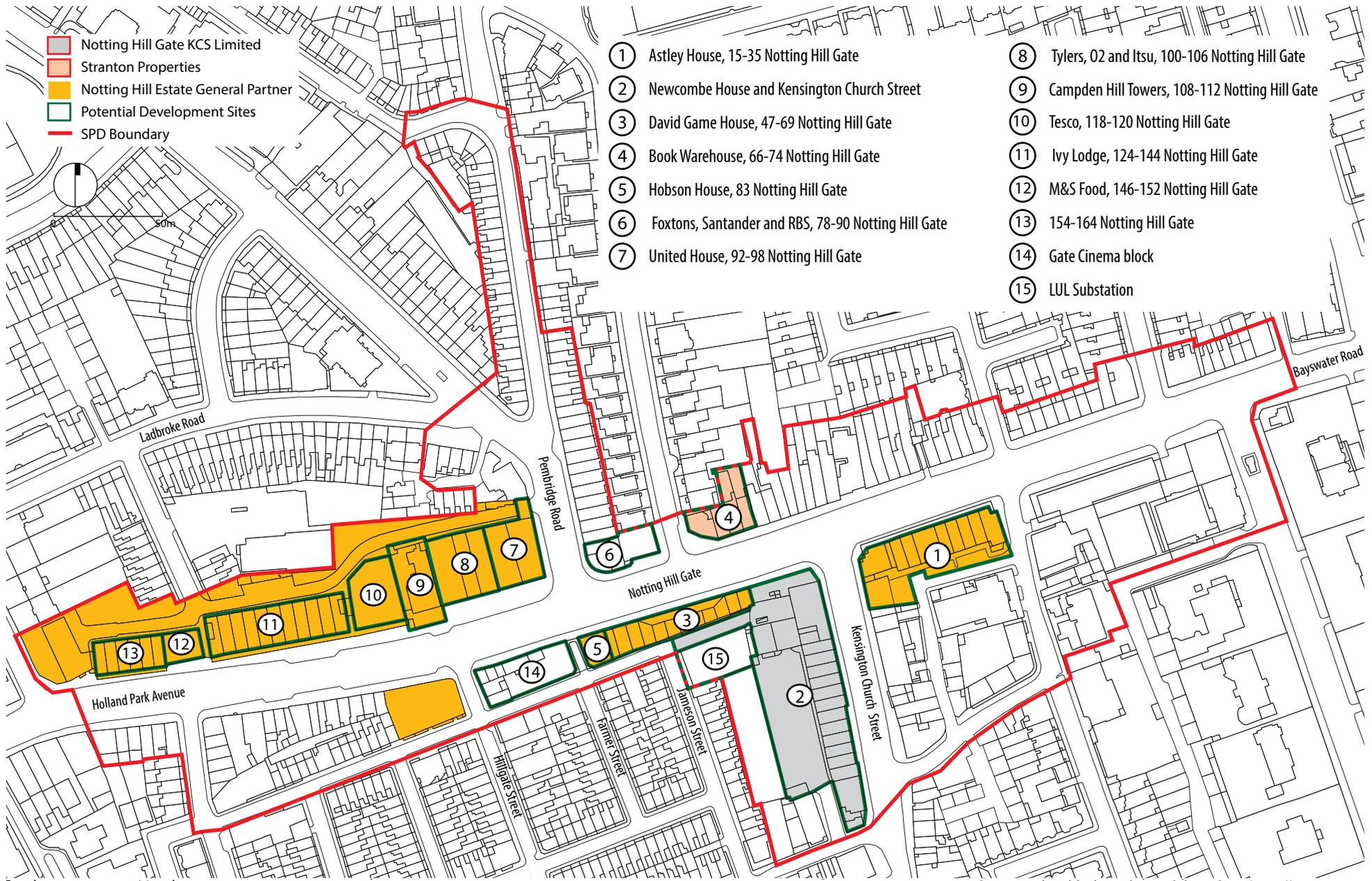
### *Form*

GIS mapping and visual assessment were used to build up an understanding of the urban form. This section in particular is supplemented by the views study which documents an in depth visual assessment of the townscape.

The appraisal of these themes has led to the identification of key issues for each theme which any future policy, guidance, or development proposals will need to address. The assessment will be considered alongside other evidence studies to develop guidance as part of the SPD for Notting Hill Gate.



Postcard of Newcombe Piazza, 1998 (credit: Andrew Williamson)



Development opportunities plan

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## Potential development opportunities

A number of sites within Notting Hill Gate District Centre have come forward for potential redevelopment or intervention (see plan opposite). With the exception of 66-74 NHG, which partially falls within Pembridge Conservation Area and the Gate Cinema which lies within the Kensington Conservation Area. The majority of these are located on post war redevelopment sites where buildings have fallen into a poor state of repair or become dated. They come under the ownership of a number of landowners (see plan).

The degree of intervention on each of these sites varies and long leases or multiple leaseholders in some of the buildings may prevent full scale redevelopment.

① Astley House, 15-35 Notting Hill Gate



② Newcombe House and Kensington Church Street



③ David Game House, 47-69 Notting Hill Gate



④ Book Warehouse, 66-74 Notting Hill Gate



⑤ Hobson House, 83 Notting Hill Gate



⑦ United House, 92-98 Notting Hill Gate



⑨ Campden Hill Towers, 108-112 Notting Hill Gate



⑥ Foxtons, Santander and RBS, 78-90 Notting Hill Gate



⑧ Tylers, O2 and Itsu, 100-106 Notting Hill Gate



⑩ Tesco, 118-120 Notting Hill Gate



11 Ivy Lodge, 124-144 Notting Hill Gate



12 M&S Food, 146-152 Notting Hill Gate



13 154-164 Notting Hill Gate



14 Gate Cinema block



15 LUL Substation, Uxbridge Street



