

Schedule of Responses to the Draft Earl's Court Shopfront Design Guide SPD

REF	Name	Comment	Response
1	Lorenzo Martinengo	Strongly supportive to implement the guidelines as part of general improvement of the road, which has great potential that has been neglected for years	Noted
2	Morgan Harris Architects Ltd (Guy Morgan-Harris)	Very good document, thoroughly supported. Please do share with other local authorities. You can integrate roller shutters into the shopfront. I designed such a system for 14-24 Norland Road many years ago, when we removed 1950's-1990's shopfronts with a restored Victorian set of shopfronts - really much in alignment with your document. Please do let me know if you would like me to share the details of the designs implemented as I still have these. Good luck with all!	Noted with thanks - Officers contacted respondent for more information
3	375 Portobello Road Residents' Compact (Ms Jones)	It all looks great but I would like to see an additional requirement that shop fronts display the property number visibly on the fascia.	Noted and agreed - the suggestion in 5.3 to include the property number could be strengthened in the design guide.
4	Laura Saunders	This design guide seems to be very well done and important work! I hope it can be implemented. Laura, Trebovir Road SW5	Noted
5	Munna Banerji	I think it is a very good idea and should help to smarten up the area and encourage smarter businesses to come to Earl's Court.	Noted
6	Sandra Yarwood	Fully support this great initiative.	Noted
7	Michael Browning	I think it's brilliant. It deals very practically and reasonably with the existing buildings and fascias and sets out a clear guide for future businesses. My main question is whether and how it can be implemented in practice for existing businesses, and whether it can be enforced for changes/new businesses. As it involves a fair bit of capital expense for the businesses, some form of encouragement, whether financial or publicity-driven might need to be put in place.	The SPD, if adopted, would be a material consideration in determining applications for new shopfronts and advertisements and would be publicised locally and to head offices of chain businesses operating in the area. However, it would not enable the Council to require businesses to make changes to their shopfronts to comply with the guide. The guidance would support any other proactive initiatives the Council may wish to undertake to improve shopfronts in this District Centre.

8	George Hedley Rokos	<p>Briefly, based on the the Leyton photos, omissions from the guide could adversely affect results.:</p> <p>It would be good if you could control fascia colour - Blackwells stands out (not in a good way)</p> <p>I find the bitty small advertisements in the travel agent even more problematical han the original large photo (restric proportion of area blocked rather than individual sizes?)</p> <p>The ads on the bus shelter also changed for the worse</p> <p>Positives include: coherence, safety, and mostly less tacky</p>	<p>The design code in 1.4 states that 'Only two or three colours should be used on any single shopfront; to create a harmonious appearance within the streetscape and clearly identifiable shop.' This would include the fascia.</p> <p>In 7.1 it states that 'Shopfront windows should be unobscured by large posters or adverts so that there is a view in from the street. There should be no LCD display screens. The glazing should be free of excessive signage or stickers.'</p> <p>The particular advertisements installed on the bus shelter cannot be controlled by the Council.</p>
9	Laure de Preux Gallone	It's fantastic and will have a wonderful visual impact on our neighbourhood!	Noted
10	Pierre Galeon	No a very good step in the right direction and long overdue	Noted
11	Anais Lombard	<p>I think it's a wonderful idea. It's not very complicated to make things looking nicer and more appealing and it's great that the council of giving strong clear guidance to shops. I'm just wondering if you will help financially existing small independent shops to make these changes?</p> <p>Or if it's the landlord's responsibility it will be passed on by raising rents, meaning shops will raise their prices or just move out to make room for another Starbucks or Joe & the juice.</p>	<p>The SPD, if adopted, would be a material consideration in determining applications for new shopfronts and advertisements and would be publicised locally and to head offices of chain businesses operating in the area. However, it would not enable the Council to require businesses to make changes to their shopfronts to comply with the guide. The guidance would support any other proactive initiatives the Council may wish to undertake to improve shopfronts in this District Centre.</p>
12	Virginie Charles- Dear	<p>As a local resident, I fully support the approach taken in the Earl's Court Shopfront Design Guide. While I understand that improving shopfronts will add some costs for local businesses, I believe the overall effect will be very positive. Attractive, well-designed streetscapes will attract more locals and tourists to our high street, giving an impression of quality and safety—and helping Earl's Court become a destination shopping area. This investment in our community's appearance will pay off b</p>	Noted

13	Lynn Richardson	This is an excellent initiative. Improving the streetscape will be good for the businesses operating and for the local community overall. Business should welcome this initiative. It would be good to aim to get the freeholders and leaseholders of the premises to work together to as a team along the road to raise the standards of the shop fronts - which I think will be to everyone's benefit.	Noted
14	Raja Al-Khatib	Very clear	Noted
15	Tom Brown	In general, I support the draft Guide with its objective of improving the built and retail environment in Earl's Court Road. I commend in particular a ban on exterior shutters; their proliferation in many other High Streets leads to their decline. A ban on LCD displays is unrealistic in 2025, counterproductive & will deter entrepreneurial retailers who see them as standard advertising of their trade, visible from passing traffic. The aim here is not to create a Victorian theme park!	Noted and agreed. The guidance cannot ban LCD displays but section 7.1 of the design code does indeed guide against their use. This is to 'avoid a cluttered appearance, because being able to see into and out of shopfront windows makes an important contribution to the activity and character of the street and encourages customers to enter a shop'.
16	Royal Borough of Kensington and Chelsea (Lloyd North)	I support this proposal and the overall aim to standardise shopfronts in Earl's Court and the efforts to improve the area, preserving the historic buildings.	Noted
17	Florence Cunningham	[No comment made]	-
18	Ani Khatri	I think this is one of the most important and central pieces of rejuvenating earls court and the high street. I am strongly in support of this. another project that needs to be under taken is earls court road which needs complete repavement and the pavement needs repaving to smarten up the entire area. Again I very strongly support the shoptfront design - please also ensure unsightly cables are clipped or hid away as part of this process.	Noted. Project 5 of the Earl's Court Road Local Action Plan is 'Pavement improvements'; the Council will work with TfL to investigate the repair and replacement wherever possible of existing concrete pavement surfacing with high-quality stone. Please note this is subject to funding. Officers agree that the problem of unsightly cables would fall within this guide and agree to include guidance on this.
19	Philippe de Limburg Stirum	It's an excellent and highly needed initiative.	Noted
20	faiza cochrane-janselme	I'm happy	Noted

21	Aino Grapin	I agree with the design guide. These businesses may be reluctant because of the initial investment, but it will bring them more business eventually. I like the idea of a small farmers market (Hogarth or where the bus stop / wide pavement is). This pavement is completely empty: why not plant some small trees there (shade, aesthetics). The unoccupied bank is a real eye sore: relet? More terraces south of the station and no need for the bench south of Barkston, it encourages ASB.	Project 19 of the Earl's Court Road Local Action Plan is a market feasibility exercise for Hogarth Road. This is being explored. Opportunities to plant trees are being sought via Projects 6 & 7 Pavement widening but there are significant underground utilities which mean this is challenging to achieve. Five new street trees have been planted on Hogarth Road as part of the streetscape improvement scheme. The Council cannot control the leases of private property such as the former Lloyds Bank. Businesses can apply for a pavement licence from the Council to put tables and chairs outside their cafe or restaurant; the Council recognises the positive contribution that outdoor hospitality makes to enlivening our streets and creating attractive and successful places for residents and visitors to enjoy. A bench located on the eastern side of Earl's Court Road outside number 195-197 was recently removed due to complaints of anti-social behaviour (ASB); this may be the bench referred to by the respondent.
22	Virginia Coronado	[No comment made]	-
23	Susan Bicknell	Excellent plan but further thought should be given to the colours etc. of the shopfronts	The design code in 1.4 states that 'Only two or three colours should be used on any single shopfront; to create a harmonious appearance within the streetscape and clearly identifiable shop.' To be more prescriptive is likely to be impractical due to businesses often having strong brand colour identities.
24	Richard Oxland	I support this 100%. The design guide looks great and I hope the shops on Earls Court Road conform ASAP.	Noted

25	nicholas chamberlin	please ensure that ugly illuminated signs are not allowed to distract from the architectural impact of the terraced buildings. Especially signs relating to fast food outlets or gambling joints. We long-term residents are appalled at the idea that Earls Court is becoming a dump for 24/7 activities - like an old-fashioned Soho in the sixties and seventies. It is a principally residential area and should remain so rather than an all night kitchen.	The shopfront design guide cannot control the use of shops/units. It does include guidance relating to illumination in section 8 of the design code.
26	Gaetano Santaniello	Appears to be a very thorough document which should help improve the appearance of our high street, which is currently very sad and neglected	Noted
27	Christopher Nourse	[No comment made]	-
28	Susan Watson	I like it very much, it is very attractive. However some of the lettering for businesses shown as the existing condition are not compliant with the guide - are overly large in font and gaudy, e.g. JoJos, KFC (with the picture of the "Colonel", also not compliant with other buildings), etc. however there is no suggestion that these comply, despite comments about this issue with other stores.	Noted and agreed. The shop by shop guidance will be reviewed for such instances where the lettering is too large for the fascia.
29	Annet Tamminga	i m very supportive	Noted
30	LB Barnet (Joe Mari)	[No comment made]	-
31	Federica Lowndes Marques Leitao	I approve and support the proposed Design Guide to address the unsightly and haphazard current street aesthetics. More benches on the side walks would also be welcome.	Noted; street furniture is not included in this guide but the comment will be noted and considered as part of wider Local Action Plan considerations for Earl's Court Road. Problems with anti-social behaviour have led to benches on Earl's Court Road being removed in the past.
32	Councillor - RBKC (Linda Wade)	I think that the Shopfront Design Guide is a good start, but without the officer manpower to enforce and inform, it is hard to see how this initiative is going to work.	See below
33	Councillor - RBKC (Linda Wade)	Andrea Level and I started this project before COVID, and were delighted when Nadia and her team took the project forward, and this also marked the start of the creation of a photographic archive to	The Growth and Delivery Team is alerted to any new application for shopfronts or advertisement consent in Earl's Court ward and provides

		<p>document the character and details of the street frontage. What was clear was that Earl's Court Road had a really “good bones”, with an intact Victorian parade, but a parade that through poor planning and lack of enforcement suffered from badly designed replacement shop fronts and defaced by poor signage.</p> <p>We considered that through good design, using the mantra: improve, enhance, and restore that there was the potential to create a streetscape that could form the basis of real placemaking to support the development of a new identity for Earl’s Court Road as part of the complimentary strategy to the one being developed on site.</p> <p>What is key is how this is enforced, as at the last meeting with Nadia Robinson of this group, she said that they had a reduced staff force and would not be able to do the outreach to make this policy effective and enforced and indicated that we should make the approaches to business – which is too late by the time they are changing their shop fronts on a Saturday afternoon.</p> <p>To be truly joined up and make best use of the work to date, any application for planning or licensing should trigger an immediate response from the council for a meeting with the applicant and in the case of changes to shop fronts conducted over the weekend that this is something that the CREST council team can investigate at the time. Otherwise, there has been a lot of work that will ultimately collect dust rather than support its aim of improving Earl’s Court and making it a special place for residents, businesses and visitors.</p> <p>Everyone wants a good high street, and through good design and effective enforcement it could be transformed into something special.</p>	<p>observations/comments to the case officer.</p> <p>The guide provides the information a new tenant/owner would need and so this can be shared easily by ward members and the general public including local residents' associations when they become aware of a change of ownership or tenancy. The guide would replace the more bespoke meetings that officers were conducting during the development of the document to give new tenants design guidance. In addition, the SPD, if adopted, will be publicised locally, to head offices of chains and local commercial estate agents.</p>
34	Councillor - RBKC (Hamish Adourian)	I’m generally happy with the design guidelines set out, but I think the document organisation needs to be changed a bit to make it clear that it is a permanent document, and not something temporary.	Noted and agreed re strengthening reference to this document being a material planning consideration, further information about the snapshot in time of the

		<p>The sections showing existing shops on Earl's Court Road and the suggested treatment is incredibly helpful. However, given the turnover in some parts of the high street, it may become out of date very quickly and I fear it would give the impression in a year or two that the document itself is no longer in effect, or merely an old set of guidelines.</p> <p>I would clearly label that section as an appendix and add a narrative explaining that these are a snapshots of shopfronts as they existed in, say, February 2025 (for example) and has been provided to help with understanding as to what to do and what not to do.</p> <p>I think the language at the start of the document also needs to be strengthened to make it clear that this is a material planning consideration. This is currently mentioned, but is a bit hidden.</p> <p>As discussed previously, once adopted, we need a campaign of publicity for this SPD.</p>	<p>shop by shop guidance.</p> <p>The SPD, if adopted, will be publicised locally, to head offices of chains and local commercial estate agents.</p>
35	Natural England	Natural England does not have any specific comments on the Earl's Court Shopfront Design Guide Supplementary Planning Document for Kensington and Chelsea RBC.	Noted
36	Historic England	<p>Thank you for consulting us on the draft Shopfront Design Guidance for Earls Court Road. Please note that the online form does not allow me to cut and paste the following advice without truncating the text and altering the formatting.</p> <p>Historic England supports the intention to produce clear guidance for the enhancement of this bustling local high street as a whole and building on its strong architectural legacy. We do however have a number of observations which we hope you will find helpful in completing the document.</p>	<p>Noted and agreed re showing the Conservation Areas and Listed Buildings on the plans, signposting to information on how to apply for planning permission and listed building consent.</p> <p>An important principle for this document is to support businesses to make changes that will improve the look of the street and therefore keeping the guide to relatively simple and effective guidance is key.</p> <p>Providing information about historic awnings is likely to be difficult to implement and energy efficiency measures are likely to be beyond the demise of the</p>

		<p>The document is clearly intended as a practical guide and, as such, is well illustrated and written in clear legible terms. However, the area covered includes two designated heritage assets, comprising Earls Court Station, and no.161 ECR, and falls largely within three conservation areas, Earls Court Square, Courtfields, and Neverne Square. While we support the intention to ensure a consistent quality within the design of shopfronts, it would be helpful to illustrate those areas covered by conservation area and designated heritage assets. If you have not engaged closely with the Royal Borough's conservation officers, we would strongly advise you to do so. You may also find the following advice helpful in this respect.</p> <p>https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/</p> <p>We would also recommend summarising the planning requirements and the requirements for listed building consent, planning permission, advertising consent, and building regulations; mentioning the potential for enforcement if unauthorised works are carried out. This can be achieved through links to other council guidance notes (note. although comprehensive historically the borough's conservation appraisal documents do not set out policy or guidance).</p> <p>10. Awnings. It is common for historic awnings to be designed to detract into part of the upper entablature. However, It may be undesirable to present this as a general option due to the greater complexity in design but this could potentially be considered acceptable if appropriately detailed (This design is shown in some of the historic illustrations included within the document)</p> <p>11. Security shutters. It would be sensible to include that internal jewellers/letterbox grills are the best option for internal security</p>	<p>business. The Council has other guidance on energy efficiency.</p> <p>Regarding security shutters, there is a not a large number of these in Earl's Court Road and therefore providing guidance may result in a proliferation.</p>
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37	Southwark Council	I can confirm that Southwark Council have reviewed the associated consultation documents in question and we do not propose any comments.	Noted