

## Town Centre Identity

### Now

Businesses and facilities	Function	Image
<p><b>Theatre and Cinemas</b>            Coronet            Gate Cinema, Independent Arts cinema            Cinema cheap nights            Theatre, Gate Theatre don't promote themselves locally very well – should do more. Too small needs more space and inaccessible if you can't climb stairs            Theatre and cinemas</p> <p><b>Farmers' Market</b>            Farmers' Market x 3, was in Fox School playground</p> <p><b>Pubs and clubs</b>            Real pubs- Ladbroke Arms, Windsor Castle and Churchill Arms            Swan Pub            Clubs, The Arts Club / Gate / Blag            Too many late night venues – Arts Club – why does the Tex Mex have a licence until 2.00am?</p> <p><b>Shopping</b>            Too many mobile phone shops, estate agents, chain cafes and sandwich bars            Too many Pizza and coffee places, mobile phone shops            Independent quirky shops            Banks            Convenient shopping            Shops providing basics for local people but many like WH Smith have gone, no butcher or baker</p>	<p><b>Gateway</b>            People just come through Notting Hill Gate            Gateway to Portobello – disappointing need to hold on to visitors to Portobello            Gateway to Portobello            It's really a gateway            Transit to Portobello</p> <p><b>Shopping and business</b>            People don't come here to shop            Small businesses – antithesis of Westfield            Pembridge Road – boho, Kensington Church Street more up market, Notting Hill Gate chain stores            Sliver and antiques</p> <p><b>Tourists</b>            Confused tourists            Notting Hill the film – makes tourists explore the area</p> <p><b>Night life</b>            Bohemian character – night clubs, buzzy nightlife</p>	<p><b>Image</b>            Getting nicer            Individual coloured houses            History – people who lived and worked here            A Tesco carrier bag blowing in the wind (from wind tunnel effect)            Identity of the area being eroded by bankers - property values            Architectural diversity            60s building are bland            Not cohesive            Lacking a visual identity            Tatt – scruffy            Very busy – no identity just shabby            The Gate theatre and cinema is the identity            People who visit come to see the atmosphere            residents and workers create            Portobello Road x2 – Notting Hill -Richard Curtis</p>

<p>Jamie Oliver x2 – the only new thing – who is it for? Not the community. Tinted glass out of character  Tylers x3 – keep, essential, hardware, stationery and haberdashery  Video City x2 – the first and possibly the last in the country  Pharmacy x2 Bootsx2, Calder  Estate Agents x2  Why are there so many nail shops – they don't need store frontage (could be upstairs)  Flea Market  Post Office</p> <p><b>Cafes and restaurants</b>  Cafes and restaurants  Cafes  Shabby chain restaurants  Too many Pizza and coffee places,  Get rid of McDonalds  Miss Costas restaurant  Evening economy</p> <p>Hotels</p>	<p>Restaurants and cafes not active on the gate – they are in the side streets</p> <p><b>Transport</b>  Tubes / buses – fantastic</p> <p><b>Residential</b>  Wonderful residential area hidden behind a road junction  Surrounded by quiet residential roads  Very expensive unoccupied houses not contributing to the area  People who live round here</p>	<p><b>Other Comments</b>  People don't pay rents based on rateable values  Very busy – can we cope with more?  Love it despite the architecture  Polluted – much worse since congestion charge removed  People coming home from the city – getting them to stop  Losing local facilities like GP surgery</p>
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## Future

<b>Businesses and facilities</b>	<b>Function</b>	<b>Image</b>
<p>Could do with critical mass (just a bit more) some shops could convert to restaurants            Keep offices and shops            Nothing additional            Integrate Fox school into the centre</p> <p><b>Shops</b>            Shops should improve            Could afford to lose some shops            The extended shop fronts on older buildings need to be demolished            Specialist food            Wine shop (big, well stocked and offers tastings but not pretentious)            Scruffy shops are important            Not about the shops            Tourists want bric-a-brac shopping            Book shop that stays open late</p> <p><b>Cafes and Restaurants</b>            Cafe            Independent coffee/ tea shop</p> <p><b>Theatre and Cinemas</b>            The Gate needs rehearsal space            More theatre – turn the Coronet back into a theatre            The Gate gets missed – deliberately obscure productions</p> <p><b>Offices</b></p>	<p><b>Gateway</b>            Build a gateway / signpost (fingerpost ) to London</p> <p><b>Shopping</b>            Local shopping centre – hardware, supermarket, Farmers’ Market (the heart of the community), Boots and M&amp;S Food, GP surgery, Waterstones, fish shop and butcher            Shops for local people – one stop shop like Ginger Pig</p> <p><b>Cafes and restaurants</b>            Pavement Society – make wider pavements and space off pavements for independent coffee shops</p> <p><b>Residential</b>            Don’t want luxury flats where no one lives            Affordable housing</p>	<p>Make it fashionable and trendy but not a dump            Build on bohemian Notting Hill            Up market Camden            Capitalise on local talent – buskers (locals)            Make Notting Hill Gate more like people expect of Notting Hill            Celebrate the history of the area – racecourse, gateway to London, piggeries and potteries, clay pits, Pub at Hobson House, Park and royal Palace (barracks)            Have ‘meeters and greeters’ – photo opportunity for tourists            Reinstate the toll gate in some form – perhaps as elaborate gate to public lavatories where the receipt is souvenir toll ticket.            Show the history of the toll gate – instead of rubbish public art            Needs a name like Fitzrovia - Notting Hill Arts Village / Quarter – helps tourists</p>

<p>Media Centre would suit the area – small businesses / young people  Small office space needed not expensive flats  Don't price out creative businesses  Flexible office space</p> <p><b>Culture</b>  Cultural hub good – small version of Lyric Hammersmith  Museum or Art Gallery  Gallery x2  Gallery could feature amateur art and have a restaurant like in St Peter's Church  Warehouse style art galleries with a different exhibition on each floor, always changing – would be good for residents  Gallery could be used as performance space as well  Art gallery – temporary exhibition space for craft / design / fine art as an outlet for the creative businesses, with a cafe  Gallery needs to be visible  A public gallery would attract private ones  Museum would be good to keep visitors and make it more interesting – something that is relevant to the area immigration, like Anthropology museum Quay de Bramley, Paris, Brands Museum, Gallery, TV or film – links to Richard Curtis  Museum of Brands would be good idea – combines trendy design and history  Museum – not too small  Performance area  Concert venue  Like the Tabernacle 5x15 talks  Somewhere to meet neighbours – community space</p>	<p><b>Evening Economy</b>  Nightlife – West end is overcrowded and the hotels are here and in Kensington High Street and Paddington in easy reach  Maintaining local services  Develop trade 5.00pm to 10pm not later  Extend Portobello tourist area to Notting Hill Gate – grow organically not like Westfield</p>	<p>All new buildings to be green buildings – vertical garden – green graffiti and street planting  Gate – welcoming but not a place in its self  Outlandish fashion – not normal  Regain or celebrate bohemian heritage  Keep Notting Hill weird (like Austin Texas) Arts Club  Low rent – seedy not too smart, like Kensington Market was  Like Bermondsey – White Cube gallery attracted up market restaurants and eclectic independent shops not typical High Street  Keep local convenience stores.  21<sup>st</sup> Quarter of London – night economy, banks/ High Street for the area north to Kensal, Central line  Counter culture  Halo visual identity  Luxury market  Community retail</p> <p><b>Other comments</b></p>
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<p><b>Open space</b> Piazza for farmers' market and other community activities Open space</p> <p><b>Farmers' Market</b> Farmers' Market Farmers' market very popular with locals need to keep, but need to improve the passageway Must keep Farmers' Market in piazza behind re-build Newcombe House, or put it in a small street like Bute Street (suggest Uxbridge Street)</p> <p><b>Other</b> Car park behind Boots (underground) Community Hall Lavatories Local services</p>		<p>Prevent the takeover of the smart young people Needs subsidy Don't move the bus stop, don't move the guard rails – children will try to cross, don't reduce the lanes because it's a difficult interchange.</p>
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