

## Notting Hill Gate Draft SPD – consultation comments [2 The vision for Notting Hill Gate]

Document Section	Respondent name	Respondent company / organisation	Comment	Council response	Recommended change to draft SPD
2. 1 The vision for Notting Hill Gate	laure ghouila-Houri		I would like Notting Hill Gate to look like Westbourne Grove. Attractive eclectic and high end shops and restaurants and cafes. More trees and Greenery a Waitrose to replace Tesco would be welcome.	Desire for Notting Hill Gate to look like Westbourne Grove noted. However, this SPD is a planning document and planning has no control over the occupiers that choose to locate in Notting Hill Gate.	Noted. No Change.
2. 2 The vision for Notting Hill Gate	Michele Hillgarth		It is important the bohemian heritage aspects that currently are a part of Notting Hill Gate. There are too many tatty, cheap looking shops with very poor merchandise and appearances. Notting Hill Gate is an old part of London but has never got any landmark recognition from its historical background, and that should really be taken into consideration with the re-planning.	Concern to retain the bohemian heritage of Notting Hill Gate noted. However, this SPD is a planning document and planning has no control over the occupiers that choose to locate in Notting Hill Gate.	Noted. No Change.
2. 3 The vision for Notting Hill Gate	idea Mine Ltd (Malcolm gaskin)	idea Mine Ltd	Hi, hope the redevelopment architecturally reflects the Italianate style of Notting Hill and Kensington and not a dull modern bland version seen in places like Croydon. Get rid of the eyesore 50s 60s uglification and unite the	Hope redevelopment is not dull, modern, bland and instead reflects Italianate style of the Borough noted. The architectural style and quality of individual developments will be the subject of planning	Noted. No Change.

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			<p>borough architecturally. That is why the world comes to this area, for the Notting Hill look, not the Croydon look. I heard that the Museum brands may be housed in the Gate area. Brilliant. A cultural draw. This area has been a draw for the applied arts and crafts. The Museum could also link other nearby centres like this .like the New Design Museum in Holland Park, Leighton House, and the V&amp;A. It could also showcase some of the local designers like Pentagram, Pi3, Kelly Hoppen, Kath Kidson, Paul Smith and draw in more creative industries and balance out the influx of bankers and hedge funders.</p>	<p>applications and will be assessed against the relevant NPPF and London Plan Policies, the Core Strategy and the guidance of the SPD alongside the impact on the views set out in the Views study that accompanies the SPD.</p> <p>Support for Museum of Brands to locate in NHG, linking to other arts / cultural centres, showcase local designers and draw in more creative industries noted but there has not been much support for this idea overall so it will not be progressed.</p>	
2. 4 The vision for Notting Hill Gate	Tim O'Rourke		<p>The corner of Notting Hill Gate and Kensington Church Street by Waterstone's must rank as the windiest spot in the borough. This is cause by the height of Newcombe House. I would not want the height to be increased and would far prefer that it was reduced with the lost space replaced elsewhere in the development. In general, I am not</p>	<p>Wind modelling will be required as part of the assessment of the acceptability of any proposed building that is likely to impact on microclimatic conditions.</p>	Noted. No Change.

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			in favour of any increase in height and general density of development		
2. 5 The vision for Notting Hill Gate	Estelle Beverley Hilton		The problem is that there isn't a vision for Notting Hill Gate - only uninspiring reactions to pressure from developers. Before RBKC proceed any further they need to stop, and bring in a top quality architect group/planner to mastermind an overview of the whole area. We need to see several imaginative visions set out as models, and with computer generated images from the point of view of pedestrians. This is a huge and important scheme, which has to take into account the often conflicting needs of residents, traffic, shops, office workers, visitors etc. It MUST NOT be driven by the developers as it is now. The developers must respond to an intelligent, comprehensive overview for the whole, which is understood and broadly agreed by the residents and other users of the area.	The Policy Vision for Notting Hill Gate is set out in the Council's Core Strategy. The SPD builds on that vision and aims to provide a framework for development in NHG without being overly prescriptive. The Council has opted to produce an SPD to guide development and ensure that the needs of the local community are considered before planning applications are made, and has specifically integrated feedback from the public consultation into the body of the draft SPD. The decision to produce an SPD was driven by the fact that developers want to bring forward developments in the area, the content of the SPD has not been driven by them.	Noted. No Change.
2. 6 The vision for Notting Hill Gate	White		A heterogeneous bohemian heritage does not require to be enhanced by a new cultural centre	There has been a reasonable amount of objection to the idea of a new cultural attraction and this has been	Cultural attraction removed from the SPD.

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				removed from the SPD. However, the Coronet Cinema has recently been taken over by a new owner who the Council understands intends to re-open it as a theatre and cinema so the area will have a new cultural anchor.	
2. 7 The vision for Notting Hill Gate	Hogg		As a resident of the general area since 1970, I would greatly welcome much needed improvement to NHG. The vision is one with which I entirely concur. As I read the document, it seems that the first likely (and most welcome) development is of Newcombe House. General improvements to NHG in recent years, while welcome, have not gone far enough. In particular, the proposals for roadways and pedestrian crossings are especially necessary and should be given priority.	Support for improvement of NHG, vision and the redevelopment of Newcombe House noted.  Public realm improvements are a high priority for developer contributions, and following response to this consultation the Council is investigating the opportunity for a more ambitious public realm scheme.	Noted. No Change.
2. 8 The vision for Notting Hill Gate	The Kensington Society (Amanda Frame)	The Kensington Society	A Vision for Notting Hill Gate The vision that we have put together is Notting Hill Gate as a more user-friendly, better performing town centre with a stronger and positive sense of place and which retains its special character and	We believe the SPD concurs with desire for a better performing town centre and a new focus for community activity. However there has been little support for a new cultural attraction and this has	Cultural attraction removed from the SPD.

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			builds on its strengths in its retail, entertainment and cultural offer. Notting Hill Gate could benefit greatly from a new focus for community activity – something that will develop the attraction for local people to come back. In addition the public realm needs to change from being an unfriendly thoroughfare to Central London to a friendly and attractive place.	been removed from the SPD However, the Coronet Cinema has recently been taken over by a new operator who intends to re-open it as a theatre and cinema so the area will have a new cultural anchor.  The SPD puts particular emphasis on improving the public realm.	
2. 9 The vision for Notting Hill Gate	The Kensington Society (Amanda Frame)	The Kensington Society	Transforming the Public Realm The Society considers that there is need for a more ambitious programme of public realm improvements paid for TfL and RBKC (Parking Reserve Account), rather than any of the developers. It would include parts of Kensington Church Street and Pembridge Road. Town centre management The town centre management initiative at Notting Hill Gate should cover Notting Hill Gate plus Pembridge Road to the beginning of Portobello Road and Kensington Church Street as far as Bedford Gardens. Notting Hill Gate District Centre will need a town centre partnership to steer the centre through a period of major transition.	Support for more ambitious public realm improvements noted. The SPD outlines the intention to explore more ambitious public realm proposals which may require additional funding from the Council and TfL, however, developer contributions will also still be sought.  References to town centre management have been removed from the document because the Council could not require developer to appoint a town centre manager.	Noted. Reference to Town Centre Manager removed from the SPD.
2 .10 The vision for Notting Hill Gate	St Helens	St Helens	Importance of the SPD We	This comment is a repeat	Noted.

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	Residents Association (Henry Peterson)	Residents Association	welcome the preparation of the SPD albeit there is a real risk that this document will emerge too late in the day to have sufficient influence on the determination of imminent planning applications from developers of the key sites in the area. The consultation period for the draft SPD has taken place over Christmas and New Year, a difficult time for residents groups to get together and develop a collective view. The current draft includes proposals for use of S106 funding which involve clear choices and trade-offs - particularly for the Newcombe House site. Funding for the proposed cultural hub has to be weighed against acceptance of increased building height, or the alternative of an attractive public square and reconfigured public realm within this development as suggested by the Kensington Society. A short second phase of consultation, with the costs and viability of these alternatives established more precisely, would be invaluable. We support the suggestion of the Kensington Society that the final SPD should frame redevelopment of Notting Hill Gate as an exercise in two	from Section 1 (Intro).	

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			<p>phases, the first to cover the development sites on which planning applications are imminent (Newcombe House and the Book Warehouse) and the second to cover the remaining area. We also see merit in a master plan exercise which would set the context for further development, while recognising the constraints of the landholdings being in several different ownerships. Through a more extended SPD process, every effort should be made to ensure that developers work to an agreed set of objectives, and that the allocation of S106 contributions reflects a set of priorities and trade-offs which gains widespread support. We do not feel that this is yet the case with the content of the present draft SPD.</p>		
2. 11 The vision for Notting Hill Gate	St Helens Residents Association (Henry Peterson)	St Helens Residents Association	<p>Character of Notting Hill Gate The council needs to be clear as to whose voices should be listened to, in shaping the future character of NHG – local residents, the wider constituency of Londoners, or tourists and visitors from outside London and abroad? We would argue strongly that the council should listen</p>	The Council has specifically integrated feedback from the public consultation into the body of the draft SPD.	Noted. No Change.

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			<p>primarily to local people. The Gate currently has a unique mix of good and less good qualities, the product of its history as much as market forces. Consultation responses have stressed that the area has some characteristics (variously described as 'bohemian' or 'weirdness') which should not be lost through bland commercial redevelopment. The future of Notting Hill Gate needs some bespoke solutions which play into its present character and qualities. It will otherwise risk losing its attraction to visitors from abroad as well as from the rest of the UK. There are risks of development in NHG being driven by the maximisation of commercial and residential floor space within a part of London that (by inner London standards) has yet to attain peak values. High end retailing combined by high value residential redevelopment will continue to drain and local feel from the area, especially if (as elsewhere in the borough) new residential units are sold offshore and severely under-occupied. Affordable housing should feature more prominently in the SPD, and the council should be seeking to</p>	<p>The Council acknowledges this risk and has carried out viability work to determine the potential scale of development in NHG.</p> <p>Concern about apartments being sold to people who would not live there is acknowledged in 5.29 of the SPD but the Council has no power to control if property is occupied.</p> <p>The level of affordable</p>	<p>Noted.</p> <p>Noted</p> <p>No Change.</p>



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			<p>meet its targets for affordable housing as part of the developments rather than off-site. If the Gate becomes an increasingly exclusive high-value residential area, it will continue to lose much of its character. There are risks with the current draft SPF of the council imposing a 'vision' of Notting Hill that does not reflect what local residents and regular visitors want. The outcome of the present consultation exercise needs to demonstrate that the council is in serious 'listening' mode and willing to reconsider some elements of the present proposals.</p>	<p>housing provision will be determined at planning application stage as the subject of detailed viability testing.</p>	
2. 12 The vision for Notting Hill Gate	St Helens Residents Association (Henry Peterson)	St Helens Residents Association	<p>Town Centre Manager We support the use of a £300k of S106 funds to support a Town Manager post. The range of independent shops in Notting Hill Gate, such as Tyler's Home store, Video City and the antique shops in Kensington Church Street are much valued. While the council has no direct control over retail uses, a Town Centre manager could help to bring together developers and landlords and to influence the choice of retail tenants in ways</p>	<p>Support for use of a £300k of developer contributions for a Town Manager post noted. Unfortunately this cannot be required through CIL or s106 and so references to the opportunity to appoint a Town Centre Manager have been removed.</p>	<p>Noted. Reference to town centre manager removed from the SPD.</p>

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			that will ensure all local character is not lost.		
2. 13 The vision for Notting Hill Gate	Sumiko Roberts		Notting Hill Gate as always been one of the land marks in London. Although some buildings and shops do not look attractive, I believe they are part of the character of the area. New buildings will make this part f the city look exactly like any other high streets.	Concern noted. The architectural style and quality of individual developments will be the subject of planning applications.	Noted.
2. 14 The vision for Notting Hill Gate	Forsters LLP, on behalf of the Notting Hill Arts Club.		1. The Club welcomes regeneration and endorses the principles set out in the draft SPD. However, there is no doubt that without sufficient protection under the planning system, its business would be threatened by any redevelopment of Astley House. The Club strongly requests, therefore, that its concerns are reflected in a revised SPD which addresses these issues head o, for the benefit of the Club, the local area and the Borough.	Concern noted the Council has changed the SPD to ensure existing uses and activities are not compromised.	Changes as per Council response.
2. 15 The vision for Notting Hill Gate	Forsters LLP, on behalf of the Notting Hill Arts Club.		Addition information supplied with comments: Document entitled - 'An Introduction to the Notting Hill Arts Club'.	No comment to make	
2. 16 The vision for Notting Hill Gate	W. M. and D. L. Gabitass		To sum up, Notting Hill Gate badly needs improvement and we	Appreciation of the Council's willingness to seek and	Removed reference to taller buildings in the SPD.

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			<p>appreciate the Council's willingness to seek and incorporate residents' views in their planning stance. Our view is strongly that it is improvement Notting Hill Gate needs and not a major redevelopment that risks completing the destruction wrought in the 1950s/60s. Nor does it need the attempt to graft an artificial "destination" on its character, which best develops out of its residents.</p>	<p>incorporate residents' views noted.</p> <p>The Council has made changes to the SPD to remove references to taller buildings.</p> <p>The Coronet Cinema has recently been taken over by a new owner the Council understands who intends to re-open it as a theatre and cinema, so the area will have a new cultural anchor and references to the opportunity to create a cultural destination have been removed.</p>	<p>Reference to a cultural attraction removed from the SPD.</p>
2. 17 The vision for Notting Hill Gate	Estelle Beverley Hilton		<p>2. THE VISION FOR NOTTING HILL GATE The problem is that there isn't a vision for Notting Hill Gate - only uninspiring responses to pressure from developers. Before RBKC proceed any further they need to stop, and bring in a top quality architectural group/planner to mastermind an overview of the whole area. We need to see several imaginative visions set out as models, and with computer generated images from the point of view of pedestrians. This is a huge and</p>	<p>Repeat of a previous comment above.</p>	<p>Removed reference to taller buildings in the SPD. Reference to a cultural attraction removed from the SPD.</p>

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			important scheme, which has to take into account the often conflicting interests of residents, shops, office workers, traffic, and visitors. It must not be driven by developers. They must respond to the overall vision, agreed in principle by most of the users.		
2. 18 The vision for Notting Hill Gate	Norland Conservation Society (Georgiana Lebus)	Norland Conservation Society	Clearly there has been an immense amount of time and thought invested in the thinking and the consultation to date. I do, though, have some concerns. These include that the Council's development strategy may be driven by considerations that will not necessarily inform the best long-term, sustainable outcome for this historic and important area. The dilemma of how to refresh, enhance and reinvigorate the built and surrounding environment of this area that borders a variety of some of London's most, historic architecture and public spaces, offering a high quality of life for residents of the neighbourhood while making it attractive and accessible to visitors and tourists as a destination and liveable and overall retaining its inclusive, quirky, unique, bohemian and lively spirit of place is not easily	Concerns about the dilemma involved in regenerating Notting Hill Gate noted and support for the Kensington	

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			<p>resolved. Comments</p> <p>1. General - The essential elements I wholeheartedly support a proposal which will improve the area, not lose what we love about Notting Hill Gate as well as gain much-needed public improvements. I also agree that the public realm, the range and mix of uses and occupancy of the buildings, whether commercial, amenity, retail or residential will heavily inform and be critical to the character of the area. And that vehicular and pedestrian access and movement are key considerations. And clearly a significant amount of the funding for the wider benefits will result in one form or another from the development or redevelopment of the three sites in question. But this will only be successful if based on a master plan for the entire area .The re-think option would seem to demand this. I understand the Kensington Society is proposing that the strategy should be developed in 2 phases - one for the immediate development of the discrete entity around Newcombe house and the other for the master plan. I do not know the detail but believe that a</p>	<p>Society proposals. However, it would not be appropriate for the Council to develop a master plan for the whole area because most of it is unlikely to be redeveloped.</p> <p>The Policy Vision is set out in the Council's Core Strategy. The SPD builds on that vision and aims to provide a framework for development in NHG without being overly prescriptive. The Council has opted to produce an SPD to guide development and ensure that the needs of the local community are considered and has specifically integrated feedback from the public consultation into the body of the draft SPD.</p> <p>We intend to revisit the plans for the public realm to investigate a more ambitious scheme that would help to unify/draw together individual developments and the existing buildings in NHG.</p>	Noted

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			master plan embracing the macro vision for the whole area is essential to its long-term success		
2. 19 The vision for Notting Hill Gate	Penelope Laughton		I welcome the opportunity to consider the above document, the principal aim of which is 'improving the neighbourhood and its attractiveness to residents as well as to daytime users and visitors.' (2.5, p7)	Support noted.	Noted
2. 20 The vision for Notting Hill Gate	Alan and Diane Goslar		Flowing from the above, we strongly feel that the only option to use is the "refurbish" one. Actually, since talking to other residents at the opportunity to view plans at Waterstones a couple of days ago we know we are not the only people having the views that the option to go for is the refurbish one. The local residents, as well as local businesses, feel very strongly about the uniqueness of Notting Hill Gate and do not want it destroyed as some of the suggestions in the planning document would most certainly do.	Support the refurbish option and concern about to destroying the uniqueness of NHG noted the Council has amended the SPD to remove references to tall buildings.	Reference to tall buildings removed from SPD.
2. 21 The vision for Notting Hill Gate	Sally Young		In general, please may I say that as a resident of over twenty years' standing, in a first-floor, not-grand flat, that the low-rise housing/city-scape is most	View that low rise townscape is appealing and residents are fortunate to live in diverse architecture rather than Canary Wharf / the City	

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			<p>appealing. I work both in Soho (Oxford Circus on a daily basis, rooflines climbing upwards even in the Soho Conservation area) and to the north of Westbourne Grove (a mix of high-cost retail units and public housing), and consider myself fortunate to be in diverse architecture - as opposed to a high-rise environment such as Canary Wharf. I know the 'City' (e.g. Bank, Cornhill and so on) well and they are not really where most people choose to live.</p> <p>Please remember that Notting Hill Gate is a residential area. It is the residents who make up the base of the community, not the stream of tourists who come to Portobello Road. Most of us residents do not need additional cultural spaces, the Borough is full of them; they are not necessary to our quality of life. If it could be recognised that this is like a town high street (even though we have Kensington High Street to the south), we do not need to compete for footfall. If visitors come, it is to see a different, interesting area which is peopled by those who live there. A residential area also comprises pedestrians, motorists and</p>	<p>noted. The SPD has been amended to remove references to tall buildings.</p> <p>The Coronet Cinema has recently been taken over by a new owner who the Council understands intends to re-open it as a theatre and cinema so the area will have a new cultural anchor and references to the opportunity to establish a new cultural attraction have been removed from the SPD.</p> <p>In relation to the cultural attraction the text of the SPD has been amended as shown in the next column.</p>	<p>Reference to tall buildings removed from SPD</p> <p>Reference to cultural attraction removed</p> <p>Noted</p>

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			<p>cyclists. Please do not over-emphasise one group over another - however 'green' that might seem. It was a very helpful group of people who were present at the consultation this evening at Waterstones, but the young man to whom I spoke, and who was involved in transport, naturally did not live here. When he suggested (kindly) that I could use the tube instead of whizzing between Chelsea and Kensington to do shopping at weekends, he understood that it took time - but I forgot to say that most weekends a great deal of the underground system is closed for engineering works. Until the happy day when that changes, and I appreciate that that is out of your control and very, very difficult to achieve indeed, some of us will still revert to the motorcar. I hope indeed that these remarks will be taken in the constructive spirit in which they are offered. I look forward to the results.</p>	<p>Concerns about not prioritising pedestrians, motorists or cyclists noted. However, London's population is increasing and this is likely to continue. For London to continue to grow and remain a 'liveable' city the emphasis must switch from the private car to pedestrians, cyclists and improved public transport.</p>	
2. 22 The vision for Notting Hill Gate	CHRA (David White)	CHRA	<p>The first message that comes across loud and clear from our members is that should be no Cultural Centre. The other concerns are the lack of disabled access to the Circle line at NHG</p>	<p>Clear message from members of CHRA that there should be no cultural centre noted. The Coronet Cinema has recently been taken over by a new owner who the</p>	<p>Reference to cultural attraction removed from SPD</p>



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			<p>station and strong objections to the proposed excessive height of Newcombe House. Tyler's Home Care is always mentioned and it acts as a proxy for the desire to keep local shops and services and that NHG should not become a "clone" high street. Members are very disappointed to see for instance that Boots has now opened a satellite shop next to "Eat"- Calder's are probably none too happy about this! The other major desire is that there should be a National Health GP surgery in NHG. Campden Hill Residents Association(CHRA) being affiliated to the Kensington Society(KS) and have discussed the SPD with KS such that KS's formal response should be seen as being fully supported by CHRA</p>	<p>Council understands intends to re-open it as a theatre and cinema so the area will have a new cultural anchor and references to the opportunity to establish a new cultural attraction have been removed from the SPD.</p> <p>Concern about step free access to the tube station noted. The Council is continuing to investigate how this might be achieved in an affordable manner with TfL. The SPD has been amended to reflect this.</p> <p>Desire to keep local shops, and that NHG should not become a 'clone' high street noted.</p> <p>Planning has no control over the occupiers that choose to locate in Notting Hill Gate.</p> <p>Objections to the proposed height of Newcome House as excessive noted. The Council has amended the SPD to remove references to tall buildings.</p>	

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				<p>The Council supports provision of a new health facility, as stated in Section of the SPD.</p> <p>Support for Kensington Society submission noted.</p>	Noted
2. 23 The vision for Notting Hill Gate	Gerald Eve LLP (Samuel Palmer)	Gerald Eve LLP	<p>We write on behalf of our client, Notting Hill Estate General Partner Limited (NHEGPL), in order to make comments in respect of the 'Draft Notting Hill Gate SPD (November 2013)' which is currently out for consultation. Notting Hill Estate General Partner Limited NHEGPL have the largest landholding within the boundary of the defined SPD area comprising Astley House, David Game House, West Block and Ivy Lodge to United House. They have a vested interest in long term stewardship of their landholdings through close collaboration with the Royal Borough. The broad objectives of the NHEGPL can be summarised as follows:</p> <ul style="list-style-type: none"> <li>· Ensuring that the buildings meet the expectations and requirements of occupiers and</li> </ul>	No comment to make.	Noted

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			<p>can serve the character of the area;</p> <ul style="list-style-type: none"> <li>· Seeking to enhance the physical appearance of the buildings and create an attractive urban environment where opportunities arise;</li> <li>· Maintaining an appropriate balance of uses that will contribute to the character of the area. Against this background, our client is particularly interested in the draft SPD as it will clearly have a direct effect on its landholdings which form a major part of the study area. We have reviewed the SPD in full and make the following comments and suggestions.</li> </ul>		
2. 24 The vision for Notting Hill Gate	Mr. Roome		<p>I have lived in W11 for 35 years I know NHG well. Below is "gloss", with references to some contents, after a: attending Urban Initiatives' Presentations and some NHG liaison Group MEETINGS. B: attending the September 2013 Astley House consultations three times, each time with a different local RIBA architect. C: Physically visiting the most recent new buildings of the presently named NHG sites developers. D: Taking advantage of a visit here in November 2013</p>	Noted the SPD has been amended.	Noted

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			<p>by Rahul Mehotra, Professor of Urban Design and Planning at Harvard, with whom for 30 years I have shared an interest in urban design and civic living. 2.6. Black culture did not reach NHG from Colville Ward. NHG in the "Absolute Beginners" era was, inter alia, jive and coffee bars, side-street pubs, raffish lodgers, Iris and Polish landladies - alongside the W8 "blazer brigade" which continues to his day. See the Ken Russell documentary on Linden Gardens c.1960.</p>		
2. 25 The vision for Notting Hill Gate	Mr. Roome		<p>2.7 Every aspect of development must play to the strength of NHG being a major (indeed metropolitan) transport hub. This in itself, as a precondition that should be made undisplaceable, reduces to a minimum, preferably to extinction, development amounting to absentee owned empty market residential; further, therefore, no high rise towers which amount to such a non-use. 2. One recalls Urban Initiatives' excellent presentation on "slowing". Further: whether NHG should be considered in isolation, or in conjunction with Notting Hill/ Bayswater/ W8, never really felt</p>	<p>The Council acknowledges NHG's strength as a transport hub and is aware of the issue of 'buy to leave'. However, Planning cannot control private residential property purchases. Proposals for residential development will be assessed against the Council's Core Strategy and Housing Policy.</p> <p>The SPD deals with NHG itself but acknowledges its place within the wider area, particularly the surrounding residential areas.</p>	No change

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			settled at the formulation of the Core Strategy.		
2. 26 The vision for Notting Hill Gate	Savills (Matt Richards (Representations on NHG SPD on behalf of Stranton Property	Savills	<p>The Vision for Notting Hill Gate Comment: Policy CV16 and CP16 respectively set a clear vision for the strengthening of Notting Hill Gate, which is welcomed. The SPD should be a document that explores realistic but progressive methods of achieving this vision, however for reasons explained later in our representations, it is considered that the SPD will fail to achieve this vision, and in turn dilutes the overall goals for Notting Hill Gate up to 2026, failing to meet the aims of the Core Strategy (2010). Suggestion: The SPD should be more progressive but not unrealistic in its approach, setting goals which will ensure that viable development can be brought forward that can assist in delivering the visions for Notting Hill Gate's regeneration.</p> <p>Comment: The previous document by Urban Initiatives (Notting Hill Gate District Centre Framework) provided 'key principles' which amounted to some visions that are still apposite:</p> <ul style="list-style-type: none"> <li>• Provide a vibrant and lively</li> </ul>	<p>The Council has refined the Core Strategy vision for Notting Hill Gate through the SPD process, including the Urban Initiatives work. The Council has investigated alternative options for NHG and has refined these through discussions with stakeholders, consultation and specialist reports.</p> <p>The key principles from the Urban Initiatives Report referred to have been reviewed and the Council considers they are reflected in the SPD.</p>	Noted

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			<p>mixed-use centre catering for locals and visitors alike, while enhancing the arts, cultural and bohemian character of the surrounding area;</p> <ul style="list-style-type: none"> <li>• Encourage exceptional architectural quality, which helps to create a regionally distinctive identity with a high quality, pedestrian friendly public realm;</li> <li>• Provide a convenient and accessible public transport interchange to better cater for the large volumes of pedestrian traffic; and</li> <li>• Provide a place with a distinct townscape and a unique character, where people like to stay, and which is easy to understand and move through.</li> </ul> <p>It is a great pity that the ambition of that earlier document could not be extended into this.</p> <p>Suggestion: That the previous visions be reinstated in the SPD.  Comment: Paragraph 1.3 states the purpose of the SPD is to promote high quality development. This should be consistent with the NPPF and state that sustainable development should be promoted, which includes making efficient use of land. Suggestion: There are no references to the</p>	<p>The purpose of the SPD is to supplement local and national policy and therefore tries not to repeat it. The Council does not consider it necessary to make an explicit reference to sustainable development.</p>	<p>No change</p>

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			NPPF, and the promotion of sustainable development. Reference should be made to paragraphs 60 and 65 for example.		
2. 27 The vision for Notting Hill Gate	Gerald Eve LLP (Samuel Palmer)	Gerald Eve LLP	Attached documents: SCOTT ENTERPRISE - property development and consultancy. Notting Hill Gate Proposals, 23 Jan '14 Ensure Proposals have "wow" factor. Drawing A: 'The builder, January 15, 1898. C19th view of NHG. Drawing B: 'Coronet Theatre, Notting Hill Gate, The Architect, Oct 27th 1899'. Drawing C: C20th photograph 'Save the Coronet'. Drawing D: 14.01.96 Plan and Views Public Lavatory at Notting Hill Gate. 'ECO HALO' A Notting Hill Gate Improvements Group planning approval for two landmark sculptures.	No comment to make	Noted
2. 28 The vision for Notting Hill Gate	Way West Press (Tim Burke)	NHIG	THE VISION FOR NOTTING HILL GATE SPD is an opportunity to erase Notting Hill Gate? Recent past as a "non-place" blighted by multiple architectural eyesores. SPD is a good starting point but does not go far enough. What is required is a Master Plan, developed by a master-planner. There is a	The SPD aims to provide a framework for development in NHG without being overly prescriptive. It would not be appropriate for the Council to produce an architect-driven master plan for the area as it is not in Council ownership and there is a real danger that such a masterplan would	Reference to tall buildings removed from SPD

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			<p>piecemeal approach that overly relies on the goodwill of developers and fails future generations. There is little sense of RBKC ambition to federate landowners around a common vision. It appears to be laissez-faire, "hope for the best" approach with no sense of direction: SPD overly focuses on Newcombe House. Wider improvements that could be made to the greater Notting Hill Gate area might be missed. Some of the more ambitious options in the SPD turned out upon scrutiny to be non-options. For instance Option 2 for Newcombe House, which would go some way towards reconnecting the Gate with its conservation area hinterland by allowing the reinstatement of the historic connection with Jameson Street, would involve the Council taking a "more proactive role" (6.5, p39 of the SPD) by acquiring selected sites to deal with rights to light issues. However conversations with the Council have clarified that this is not an approach that the Council is prepared to take. Why then present options in the SPD that the Council has no intention of supporting The SPD</p>	<p>raise aspirations that cannot be delivered. The SPD focuses on sites that are likely to come forward for development.</p> <p>Newcombe House option 2 is now considered unlikely to come forward and has been removed from the SPD.</p> <p>The SPD has been amended to remove references to tall buildings.</p> <p>4.22 Refers to Core Strategy policies CR2 and CL2 which set out borough-wide requirements for design quality.</p>	



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			vision offers little evidence of political direction, little understanding of the unique opportunity for change which now arises and demonstrates no ambition to promote world class architectural and design principles.		
2. 29 The vision for Notting Hill Gate	Way West Press (Tim Burke)	NHIG	CONCLUSION. The Notting Hill Gate Improvements wishes to thank all those who have worked and contributed to the SPD process, every contribution has generated much practical thought. The Group confirms that the SPD is the best opportunity for Notting Hill Gate for a generation. We hope our conclusions will find merit. The Notting Hill Gate Improvements Groups concludes that the final SPD needs to be much more expansive. Than this current draft. And that a much more worthy (architect driven) „Master-Plan? For Notting Hill should now be generated and supported by a proactive Council. The Group reiterates that there is an overall lack of „bold imagination,? No wow factor in the SPD as drafted. We ask that its timid, low scale, almost suburban vision of Notting Hill be admonished. All our	Thanks to those involved in the SPD process noted.  Concern about lack of bold imagination and ‘wow’ factor noted. The SPD aims to provide a framework for development in NHG without being overly prescriptive. It would not be appropriate for the Council to produce an architect-driven master plan for the area as it is not in Council ownership and there is a real danger that such a masterplan would raise aspirations that cannot be delivered. The SPD focuses on sites that are likely to come forward for development.	Noted. No change

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			<p>ambitions must be the generation of best architecture, generation of more office and residential space, and the greatest public realm possible, nothing less. If the SPD is to bring Notting Hill Gate into the 21st century there needs to be total-spatial public realm improvements for all users of Notting Hill, local and beyond, to enjoy. Notting Hill Gate must become a world class urban quarter it rightly deserves to be. It is now imperative that an architect such as Terry Farrell, or a planner such as Lovejoy Associates, or a public realm visionary such as Thomas Heatherwick be commissioned to be a single imaginative voice, a signature visionary that'll transform Notting Hill Gate- Such a person, when must be engaged expediently. To minimise disruption for businesses &amp; residents, the now well overdue redevelopment of Notting Hill Gate must be clearly outlined in three sequential „build? Phases: 1/ Newcombe House. 2/ The Public Realm. 3/ West Block and Campden Hill Towers. One of London's greatest regeneration opportunities is within our collective grasp- it must be</p>		

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			seized with gusto.		
2. 30 The vision for Notting Hill Gate	Way West Press (Tim Burke)	NHIG	Addition material submitted: 'Notting Hill Improvements Group 2013 proposal for the reimagining of the above-ground entrances to Notting Hill Gate underground, London.	No comment to make.	Noted
2. 31 The vision for Notting Hill Gate	David Marshall		<p>Looking back now one can see that since 1996, in planning terms, absolutely nothing has happened at Notting Hill Gate. The last 20 years or so has been completely wasted and I am sorry to say that the efforts of the Royal Borough, be it in the planning department, cabinet ministers, councillors, I don't know who, has been totally frittered away. We now reach a situation where a supplementary planning document full of issues and contradictions, full of opinions of so many different people, from all walks of life, are in effect totally dodging the main issue which is as follows:</p> <ol style="list-style-type: none"> <li>1. We need to put Notting Hill Gate back on the map.</li> <li>2. We need to make it a positive, exciting and progressive place in terms of property, building and development.</li> <li>3. Some of the most positive and progressive</li> </ol>	<p>The Council has planning powers and has taken a proactive approach to redevelopment of Notting Hill Gate, but it has no control over whether landowners choose to bring forward development.</p> <p>The SPD sets out the issues and contradictions that need to be resolved in the area and in particular acknowledges the views of the public. The Council considers the SPD does reflect the aim to put NHG back on the map and make it a positive and interesting place and that it tackles the main issues. However, it would not be appropriate for the Council to produce an architect-driven master plan for the area as it is not in Council ownership and there is a real danger that</p>	Noted.

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			<p>people live, work and have huge interest in the area and they will respond a hundredfold if the council and planners would be so bold as to take the main issues of Notting Hill Gate by the scruff of the neck.</p> <p>4. We need a master plan with a master person, big and strong enough to take the various developers in hand and make them realise that an awful lot of good will come from them working collectively for the common good of Notting Hill Gate. In doing this their own investments will only increase in value.</p> <p>5. We need 180 car spaces - encourage electric cars.</p> <p>6. We need North side developed to accommodate two big shops - each 25,000s.F.</p> <p>7. We need access ramps for bicycles, prams, skateboards.</p>	<p>such a masterplan would raise aspirations that cannot be delivered.</p> <p>The need for access ramps for bikes, prams and skateboards and car parking would be examined as part of the public realm improvement scheme.</p>	
2. 32 The vision for Notting Hill Gate	David Marshall		<p>**Attached to submitted comments - letter to John Scott at Scott Enterprise regarding NHIG Meeting 29/11/06 from David Marshall**. The other paperwork attached to the letter, I will simply enclose now, to press home to all concerned in the Council how very seriously some of us have been working to try and get some</p>	Noted.	Noted. No change

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			<p>ideas into the head of the council planners and then in turn to support us in discussions and negotiations with all the developers. We found working with the present developers very interesting and we feel sure that given the right lead by your council, the right inducement to create more space which they can become the owners of, could bring about extremely positive results. We can't stress too much the need to bring in a master-planner who can stage manage the concepts are wishing to develop. This stage management could be done extremely quickly, not over weeks and months but over days and weeks and with the thought that at least by April 30th positive ideas could come out and within weeks a collection of inspirational ideas from all concerned, which can be shared with all the different types of communities who want Notting Hill Gate to be a really exciting place to work, live in and visit.</p>	<p>It would not be appropriate for the Council to produce an architect-driven master plan for the area as it is not in Council ownership and there is a real danger that such a masterplan would raise aspirations that cannot be delivered. The SPD, in contrast, builds on the Core Strategy vision and aims to provide a framework for development in NHG without being overly prescriptive.</p>	
2. 33 The vision for Notting Hill Gate	GVA (Fred Drabble)	GVA	<p>2. The Vision for Notting Hill Gate Project Background 2.1 The vision for Notting Hill Gate is set out in the Borough's adopted Core Strategy document</p>	<p>The SPD builds on the Core Strategy vision and aims to provide a framework for development in NHG without being overly prescriptive.</p>	Noted. No change

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			<p>and is therefore not the subject of this consultation. Nevertheless, we note our support for the vision and seek that it remains at the heart of the SPD, shaping guidance for the area. The SPD should be positively prepared and consistent with the adopted vision, ensuring that proposals can be viably and feasibly brought forward in the short to medium term.</p> <p>2.2 As major landowners in the area, we are committed to assisting with the delivery of the vision for Notting Hill Gate. This has been demonstrated throughout the pre-application discussions with Officers and has resulted in pre-application plans that include the provision of high quality flexible office space; a new residential community; high quality independent retailers; a new cultural offer; and a new high quality public realm. Critically, our proposals seek to assist in providing Notting Hill Gate with a 'function and identity', as sought by the overall vision.</p> <p>Understanding Notting Hill Gate</p> <p>2.3 When describing the existing situation at Notting Hill Gate, Paragraph 2.8 makes reference to the "dominance and condition</p>	<p>The SPD tries not to repeat the Core Strategy, and it is likely that the eyesore policy will be removed as part of the Core Strategy review.</p>	

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			<p>of the 1950s /1960s buildings, many of which were identified as unattractive during public consultation". However, there is no reference to Newcombe House being an identified 'eyesore', as is set out in the adopted Core Strategy. Given that the SPD should provide supplementary guidance to the adopted development plan, we consider it appropriate that adopted terminology should be included when describing the setting of the SPD. We therefore request that a reference to this designation is included within Paragraph 2.8 and one of the Council's main objectives is clearly outlined - the replacement of Newcombe House with a building of higher architectural quality. Recommendation : An additional sentence should be added to the end of Paragraph 2.8 stating: "Newcombe House, a 12-storey office block, which is designated an 'eyesore' in the Core Strategy, characterises some of these harmful qualities and therefore the Council will encourage its redevelopment within the plan period."</p>		
2. 34 The vision for Notting Hill Gate	GVA (Fred	GVA	**Additional documents supplied:	Noted.	n/a

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	Drabble)		GVA APPENDICES. From: Georgina Church - Planning Development and Regeneration at GVA= 1. 2 Disks labelled as: 'Notting Hill Gate SPD Representation January 2014'. 2. 2 bound documents: 'Notting Hill Gate SPD Representation on behalf of Notting Hill Gate KCS Limited' January 2014' from GVA.		
2. 35 The vision for Notting Hill Gate	A concerned resident		Generally I feel the plan as envisaged to date is lacking in vision, timid, and unlikely to attract high quality development or planning gain for the community. If we are intent on improving Notting Hill Gate then the Planning must be much more adventurous and creative - and that means exciting the developers who have to create the vision behind the plan. Whether we like it or not the plan must 'give' enough to developers. If you give more you get more.	Noted. The SPD builds on the Core Strategy vision and aims to provide a framework for development in NHG without being overly prescriptive.	Noted
2. 36 The vision for Notting Hill Gate	H M Fox		2 The vision for Notting Hill Gate Paragraphs 2.6 and 2.7 In addition to the immigrant and artistic communities which "make a lively 'alternative 'atmosphere", the plan should take account of the professional people-architects, doctors, lawyers,	Noted. The Council has received a good response from consultation at various stages of the process and we believe that the SPD incorporates the views of local people.	Noted



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			government, commercial, and academic,- who by reason of good access to parks and transport to Heathrow Airport and the City have chosen to make their homes with their families in this area. I and my family have occupied a private house built in 1825 with internal staircase reshaped in 1929 for the last 60 years which is immediately adjacent to the west boundary of the NHG area included in the present proposals.	The SPD has been amended to refer to the professional people- architects, doctors, lawyers, government, commercial, and academic,- who by reason of good access to parks and transport to Heathrow Airport and the City have chosen to make their homes with their families in this area, as requested.	SPD amended as per Council response
2. 37 The vision for Notting Hill Gate	Architects Appraisal Panel AAP (Alfred Munkenbeck)	Architects Appraisal Panel AAP	New residential could generate enough profits to pay for considerable enhancements to the public realm whilst still respecting the surrounding built context.	Various built form options have been investigated and the SPD has been amended.	Built forms amended in SPD
2. 38 The vision for Notting Hill Gate	Bernard Doherty		The location is what I should call scruffy and does little credit to the surrounding expensive residential properties.	Noted.	Noted
2. 39 The vision for Notting Hill Gate	Roger Laschelles		There is also some need for a good 3-star hotel. Maybe more businesses would open in NHG if the business rates were not so high? We seem to have too many business types in Ken High St and not enough in NHG. A shop selling and repairing shoes could be of interest? What about a	Noted  Business rates are determined by the rents businesses agree to pay. Planning is not able to control the occupiers that choose to locate in Notting Hill Gate.	Noted

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			confectionary and a fruit and veg shop? Come to think of it what about a classified shop index? Like a classified telephone directory: Shop type Name Address above all you need imagination.	The Council does provide a detailed map of the shops in the area with links to their websites – see <a href="http://www.rbkc.gov.uk/visit">www.rbkc.gov.uk/visit</a>	
2. 40 The vision for Notting Hill Gate	Alastair Coutts		Where possible, ensure redevelopment is carefully staged so that disruption is minimised and Notting Hill Gate's will not be diminished by undue temporary loss of amenity.	Construction method statement will be required as part of the conditions attached to planning permission for a significant development. This will set out how the impact of the development on local people and businesses will be mitigated.	Noted
2. 41 The vision for Notting Hill Gate	Architects Appraisal Panel AAP (Paul Williams)	Architects Appraisal Panel AAP	The Panel supports the production of guidelines to improve Notting Hill Gate, stressing the importance of setting the planning and architectural agenda for the area, rather than reacting to individual development proposals. The guidelines should address the character, built form, transport and the public realm. The AAP identifies the public realm as critical to the success of the area and to any proposal to transform the area or, if needed, redefine its identity. However, it is disappointing that there is no	The Council will continue to investigate more ambitious proposals for the public realm.	Noted

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			strong appetite for anything more ambitious.		
2. 42 The vision for Notting Hill Gate	Knox-Peebles		I am sorry the area for improvement does not include the large site next to Victoria Gardens	We think this comment refers to the site which already has planning permission for mews houses and construction has commenced, which is why it was not included within the SPD boundary.	No change
2. 43 The vision for Notting Hill Gate	Jeffrey Manton		Support vision for better environment in terms of small retail useful to local community and similar to Marylebone High Street. But note residents comments are against taller buildings of large retail spaces - that is not the vision they overwhelmingly envisage as consultation shows. The 'Winter Garden' is an open glass large-scale retail space by another name. That is not a shared vision and will only re-create the nature of the existing area and not the 'farmer's markets' and Marylebone High Street feel envisaged.	Support for Marylebone High Street type retail and Farmers' Market noted.  The SPD has been amended to remove references to taller buildings.  The winter garden was suggested as a possible solution to the lack of public space and how this could be provided within development.	Noted.  References to tall buildings removed from SPD  Noted