

## Improving buildings and architecture

### Character

The Borough has a reputation for new development that maintains the high quality character of the historic townscape. But Notting Hill Gate is unlike any other street in the Borough.

The immediate surroundings – like so much of the Borough – are highly attractive historic environments, designated as conservation areas to protect their character. But the street itself is unattractive – the result of 1950s road widening.

Does this give an opportunity to do something different? The public feedback during 2009/2010 on the Core Strategy encouraged the Council to take a less constrained approach. Do you think the architecture could be more innovative and exciting?



Newcombe House



David Game House



Santander/ Foxtons,

### Poor quality shabby buildings – undermine the image of Notting Hill

The buildings at Notting Hill Gate are of a very different scale and character to the surrounding conservation areas. Notting Hill Gate was comprehensively redeveloped as part of a road widening scheme by the London County Council in the late 1950s, which also created the combined new station concourse for the District, Circle and Central lines beneath the road. At the time the surrounding area was quite run down and the quality of the development was not particularly high, and included tower blocks at Newcombe House and Campden Hill Towers that were characteristic of their time.



Demolition in the 1950s  
Image Barbara Denney - Notting Hill and Holland Park past



Hobson House

The redeveloped buildings in Notting Hill Gate have deteriorated and now look shabby and out of place in comparison to the surrounding residential areas, and visitors' image of Notting Hill.

Newcombe House has been identified as an eyesore by the Council. This means the Council supports its redevelopment. Redevelopment of Campden Hill Towers will not be possible because the individual flats are privately owned on very long leases.



Czech Embassy



Astley House



Campden Hill Towers

### Listed buildings

The buildings at Notting Hill Gate are of a very different scale and character to the surrounding conservation areas. There are a number of listed buildings within the town centre: the Coronet cinema with its distinctive cupola; the Gate cinema with its fine interior; and the District and Circle station.



Gate Cinema



Coronet Cinema

### Conservation areas

There are four conservation areas surrounding Notting Hill Gate, Ladbrooke and Pembroke to the north and Kensington and Kensington Palace to the south. Hillgate Village is a distinct character area within Kensington Conservation Area. Most of Notting Hill Gate itself is not in a conservation area.

The residential areas surrounding Notting Hill Gate were developed from the 1800s as estates, although most of the properties were sold off as individual freeholds soon after development. Generally substantial terraced and detached family homes were constructed, but Hillgate Village consists of smaller, artisans' housing.

Over time many of the properties were subdivided and by the 1950s most were flats or houses in multiple occupation, and the area had become quite run down.

However, from the 1970s this was one of the first parts of London to experience gentrification. The area became popular and properties were increasingly converted back into single residences. It is now part of the prime, and indeed super prime (£10m plus) London housing market.



Notting Hill Gate circa 1920



Hillgate Village



Character Area Plan



NOT TO SCALE

### Building heights

Pembroke Conservation Area to the north east is generally 4-5 storeys, while Hillgate Village to the south west is mainly 2 storeys, and there are some mansion blocks and larger public buildings in Kensington Mall and Kensington Park Road.

The 1950s redevelopment is mainly at 4-5 storeys, Ivy Lodge and the Czech Embassy are 6-8 storeys. It also introduced taller buildings. Newcombe House at 12 storeys and Campden Hill Tower at 18 storeys are district landmarks and rare examples of tall buildings in the Borough.

### Viability

If a land owner is going to invest in property, they must get a return to justify the investment. Land values are already very high in Notting Hill Gate, which reduces the opportunity for achieving value uplift. Public benefits – such as a new public realm, a new museum, or moving the tube entrances, will only happen if there is enough development to fund it.



District and Circle Line Station

# Improving buildings and architecture

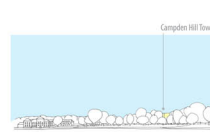
The area may look shabby, but there are very low vacancy rates for both offices and shops. Does the area need significant redevelopment? This option takes retaining the existing buildings as its starting point.



View 6 Hillgate Place



View 2 Kensington Church Street



View 35 Kensington Gardens



View 31 Bayswater Road

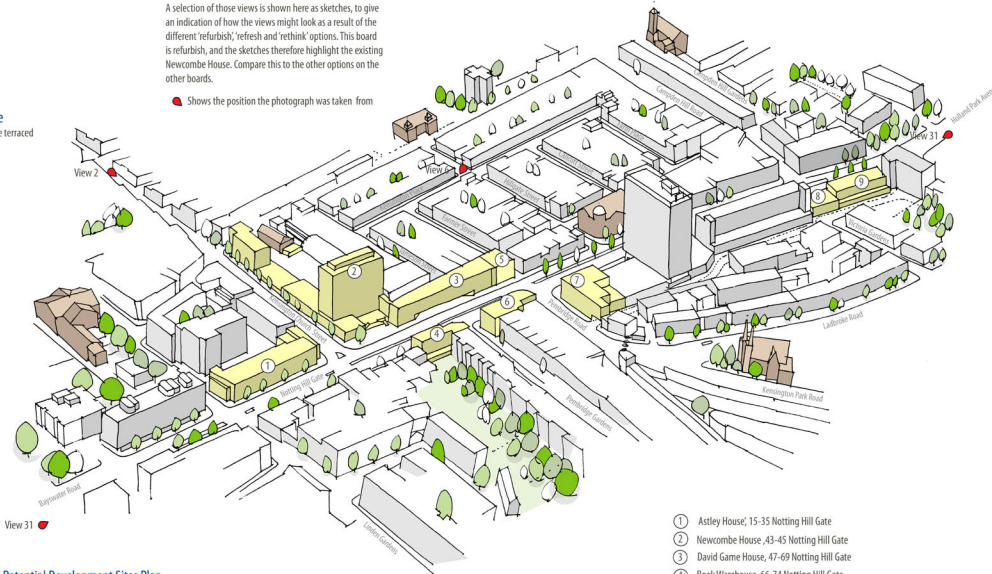


View 15 Holland Park Avenue

## Views

A photographic survey has been undertaken, identifying nearly 40 views which would need to be considered in assessing the impact of any future development on the surrounding area, including conservation areas and listed buildings. These can be seen in the views analysis document on the Council's website. A selection of those views is shown here as sketches, to give an indication of how the views might look as a result of the different 'refurbish', 'refresh and 'rethink' options. This board is refurbish, and the sketches therefore highlight the existing Newcombe House. Compare this to the other options on the other boards.

Shows the position the photograph was taken from



View 31

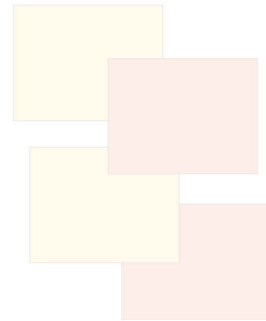


Potential Development Sites Plan  
(Refurbished buildings in yellow)

# refurbish

## Comments

What do you think?  
What do you like and dislike about these ideas?  
Is there anything else you think should be considered?



- 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

# Improving buildings and architecture

'Rights of light' may constrain building heights. This option assumes a development form that broadly fits within that constraint.



View 6 Hillgate Place



View 2 Kensington Church Street



View 35 Kensington Gardens



View 31 Bayswater Road

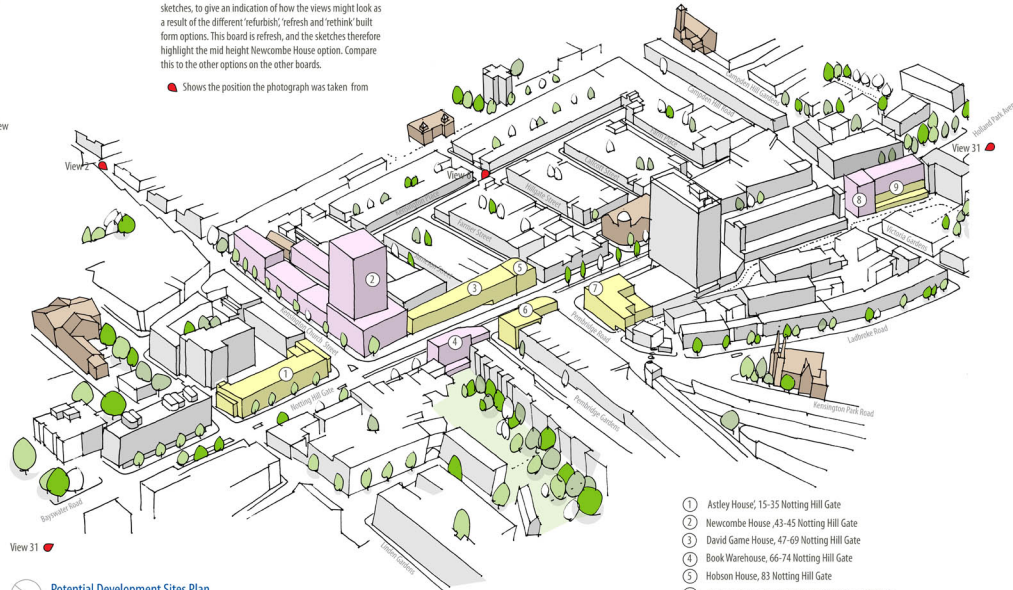
# refresh

- 1 Astley House, 15-35 Notting Hill Gate  
Reformat the building so that offices can have their own front doors, in place of some of the ground floor retail.
- 2 Newcombe House, 43-45 Notting Hill Gate  
Redevelop as a mid-rise tower, set back from the corner so the foundations avoid the interchange tunnel underneath. Accept the constraint of rights of light constraint and redevelop the Kensington Church Street frontage to only 3 or 4 storeys.
- 3 David Game House, 47-69 Notting Hill Gate  
Refurbish.
- 4 Book Warehouse, 66-70 Notting Hill Gate  
Redevelop with a few additional storeys.
- 5 Foxton's Santander and RBS  
Redevelop with a few additional storeys.
- 6 M&S Food, 154-164 Notting Hill Gate  
This is low building that can take additional height.
- 7 West Block, 146-152 Notting Hill Gate  
Given the width of the street, this building could be a few storeys higher.

## Views

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Shows the position the photograph was taken from



View 15 Holland Park Avenue

## Rights of light

Rights to light are separate from Planning Law. The protection of rights to light in England and Wales is enshrined under common law, adverse possession or by the Prescription Act 1832. They apply to anyone who has had uninterrupted light for 20 years and allow the owner of a building the right to maintain the level of light that their building receives, unless financially compensated.

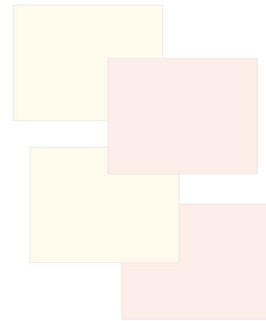


Potential Development Sites Plan  
(Refurbished buildings in yellow, new buildings in pink)

- 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
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- 8 M&S Food, 154-164 Notting Hill Gate
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## Comments

What do you think?  
What do you like and dislike about these ideas?  
Is there anything else you think should be considered?



# Improving buildings and architecture

There are many opportunities to add additional floorspace. The street is wide, but many of the buildings are, relatively, not that high. As a general rule, the wider the street, the higher buildings can be.

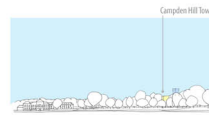
Where do you think additional floorspace would be acceptable?  
 In what combination?  
 What public benefits would you expect in return (if any)?



View 6 Hillgate Place



View 2 Kensington Church Street



View 35 Kensington Gardens



View 31 Bayswater Road

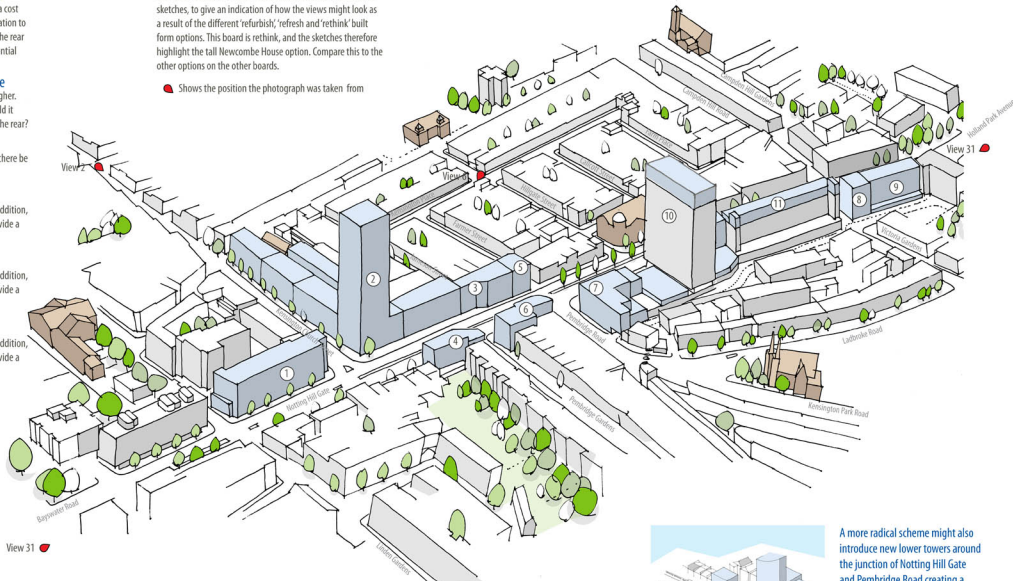
rethink

- 1 **Astley House, 15-35 Notting Hill Gate**  
Given the width of the street, this building could be a few storeys higher. In addition, could there be a taller thin building on the corner?
- 2 **Newcombe House, 43-45 Notting Hill Gate**  
Redevelop a tall slender tower on the corner, assuming a cost effective solution can be found to the foundations in relation to the interchange tunnel underneath. Would the land to the rear could be used best to add to the retail mix, or as a residential mix?
- 3 **David Game House, 47-69 Notting Hill Gate**  
Given the width of the street, this building could be a higher. But it is very narrow, which makes it difficult to use. Could it extend at 1st floor and above over the service access to the rear?
- 4 **Book Warehouse, 66-70 Notting Hill Gate**  
Would a few additional storeys be acceptable? Or could there be a taller thin building on this site?

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Shows the position the photograph was taken from



View 15 Holland Park Avenue

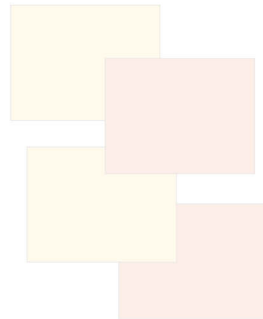
- 5 **Hobson House, 83 Notting Hill Gate**  
This building could all take a few additional storeys. In addition, would a cluster of tall thin buildings at this junction provide a novel and interesting streetscape? See inset.
- 6 **Foxton's Santander and RBS**  
This building could all take a few additional storeys. In addition, would a cluster of tall thin buildings at this junction provide a novel and interesting streetscape? See inset.
- 7 **United House, 92-98 Notting Hill Gate**  
This building could all take a few additional storeys. In addition, would a cluster of tall thin buildings at this junction provide a novel and interesting streetscape? See inset.
- 8 **M&S Food, 154-164 Notting Hill Gate**  
This is low building that can take additional height.
- 9 **West Block, 146-152 Notting Hill Gate**  
Given the width of the street, this building could be a few storeys higher.
- 10 **Camden Hill Towers**  
Is there scope for an additional penthouse? Is there scope to accommodate another storey over the units occupied by Tesco and Tylers on either side of the Tower?
- 11 **Ivy Lodge**  
Given the width of the street, could this building take a few additional storeys if set back from the building frontage?

Potential Development Sites Plan  
 (New buildings in blue)



## Comments

What do you think?  
 What do you like and dislike about these ideas?  
 Is there anything else you think should be considered?



A more radical scheme might also introduce new lower towers around the junction of Notting Hill Gate and Penbridge Road creating a new focus for Notting Hill Gate and perhaps a new entrance to the tube station.