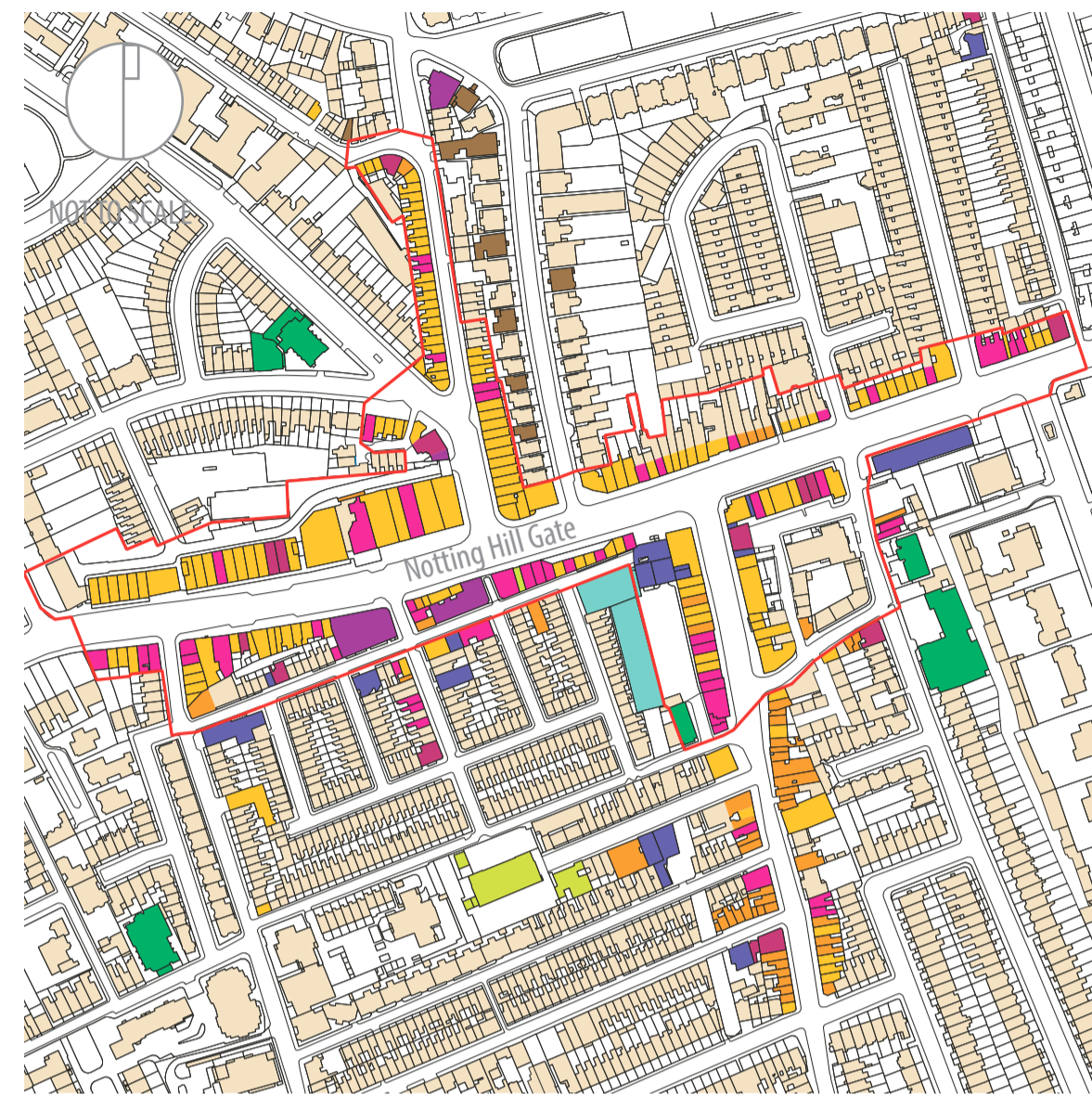


Strengthening the identity of the town centre



Notting Hill Gate has lots of independent shops, particularly along Kensington Church Street and Pembridge Road, it is a popular office location and has cinemas, clubs, cafes and restaurants, and a theatre.

However lots of people pass through the centre going to Portobello Market making it more of a thoroughfare than a vibrant place to stop and spend time.

- Residential
- Retail
- Retail Specialist Retail
- Restaurant / Cafe
- Pub / Bar
- Office
- Education
- Faith
- Hotel
- Transport
- SPD Boundary

Shops

Notting Hill Gate does not have a strong identity as a shopping centre. This is because there are many successful centres nearby with Portobello Road and Westbourne Grove to the north, Kensington High Street to the south and Westfield shopping centre to the west. The centre is small in relation to its neighbours and generally it serves the day to day needs of visitors, office workers and residents rather than attracting shoppers from further afield. This local competition means Notting Hill Gate is unlikely to attract more fashion chain stores.

There are vibrant clusters of antiques shops and galleries in Kensington Church Street, boutiques and vintage fashion shops on the route to Portobello Road, and a Saturday Farmers' Market and some independent retailers, serving day to day needs, that are highly valued by local people.

The Council has considered the need to provide 'affordable' shops to encourage smaller independent retailers to trade in the area. But evidence suggests there are a lot of independent retailers in Notting Hill Gate and there are many small shop units which are rented at 'affordable' levels.



Portobello Market

Visitors

Portobello Saturday Market has become one of the capital's major tourist attractions. Although it is a local market during the week footfall in Portobello Road is estimated at 100,000-150,000 on Saturdays, depending on the weather, and over 17 million people arrive or leave at Notting Hill Gate tube station each year. These people could be encouraged to spend time in Notting Hill Gate, as well as visiting Portobello Market, if there was an appropriate attraction.



Ladbrooke Road

High quality residential areas

Notting Hill Gate is surrounded by conservation areas with high property values. Proximity to central London, good public transport and the elegant housing stock initially made the area popular with people working in the media and creative sectors, and more recently bankers and City workers.



Palace Gardens Terrace



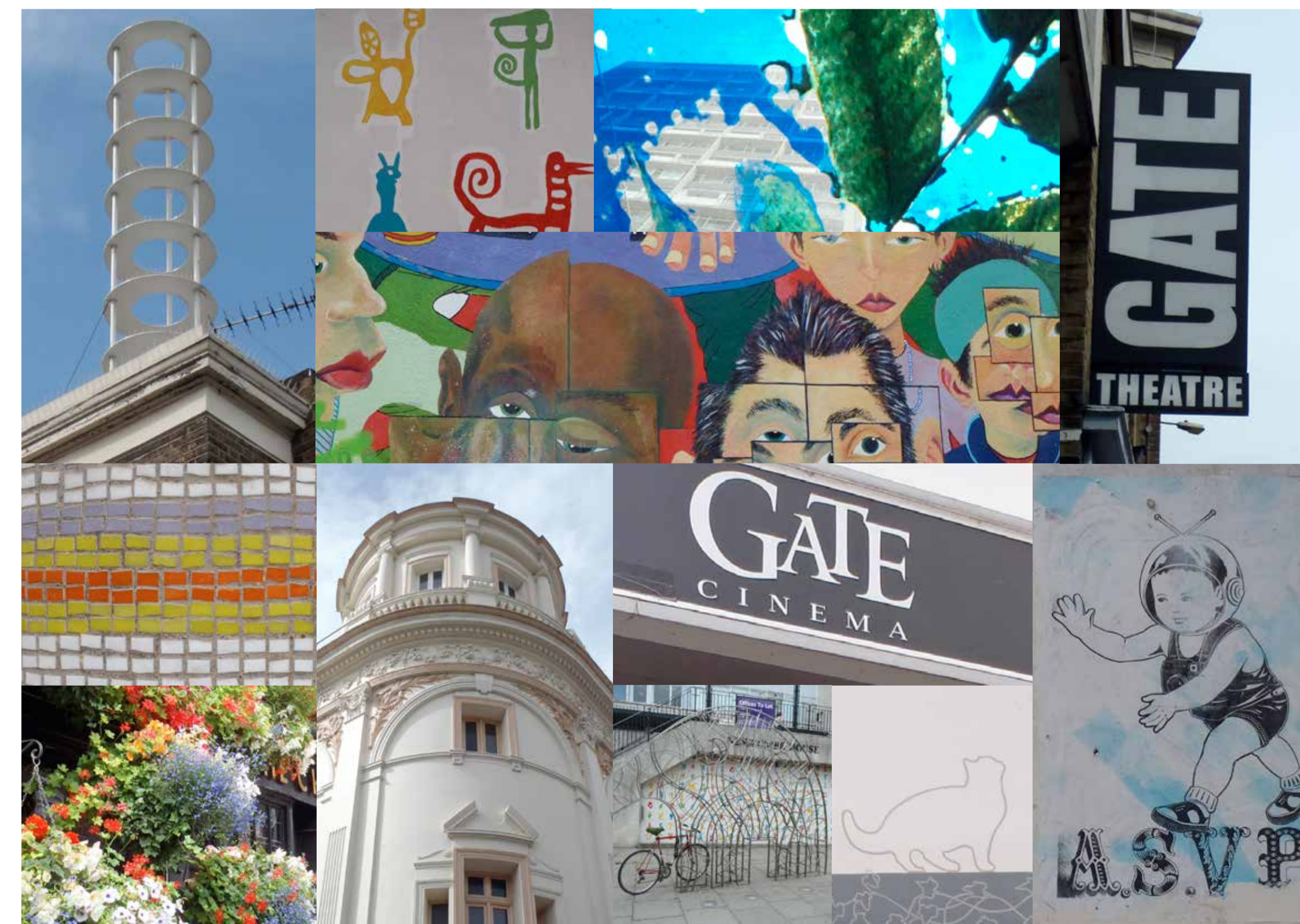
Hillgate Village

Offices

The centre's excellent public transport services make it an ideal location for offices, and office workers contribute to the area by spending money in shops and other businesses, helping to keep them viable.

There is a range of different types of offices in Notting Hill Gate from large open plan offices, to smaller offices in older buildings, and cheaper accommodation above or behind shops. The 1950s office buildings are coming to the end of their serviceable life and do not meet the needs of modern occupiers very well. Despite this, there are very low vacancy rates and a cluster of businesses in the creative sector, particularly media and fashion, has developed. These businesses tend to need smaller office space, ranging from individual desks to small offices, on flexible terms so they can expand or contract easily. Nowadays this kind of space is often provided as a business hub, which also offers some shared facilities like conference rooms.

A study of the office market revealed that there is demand for a wide range of size and style of offices. Increasingly office buildings require an attractive ground floor entrance foyer.



Cultural heritage and the evening economy

The Gate and Coronet cinemas and the Gate Theatre make Notting Hill Gate a focus for cultural activities and it has a thriving evening economy, with many cafes and restaurants and three clubs. This is a real strength that could be built upon by providing another venue, like a museum or a gallery, to attract visitors and encourage local people to linger in the area.

Public art

Public art can help to bring out the unique identity of an area. Notting Hill Gate has a number of existing public art features, reflecting its arts and cultural heritage. Now that there is potential for large scale change, there may be an opportunity to introduce art which has greater impact. This could involve incorporating art into the buildings to create something really unique.

Strengthening the identity of the town centre



Retain offices and shops in any buildings that are refurbished

If the 1950s buildings in Notting Hill Gate are refurbished it may be important to retain shops and offices rather than allowing more housing because they are important for the vitality and identity of the centre.



Newcombe House



David Game House



Waterstones



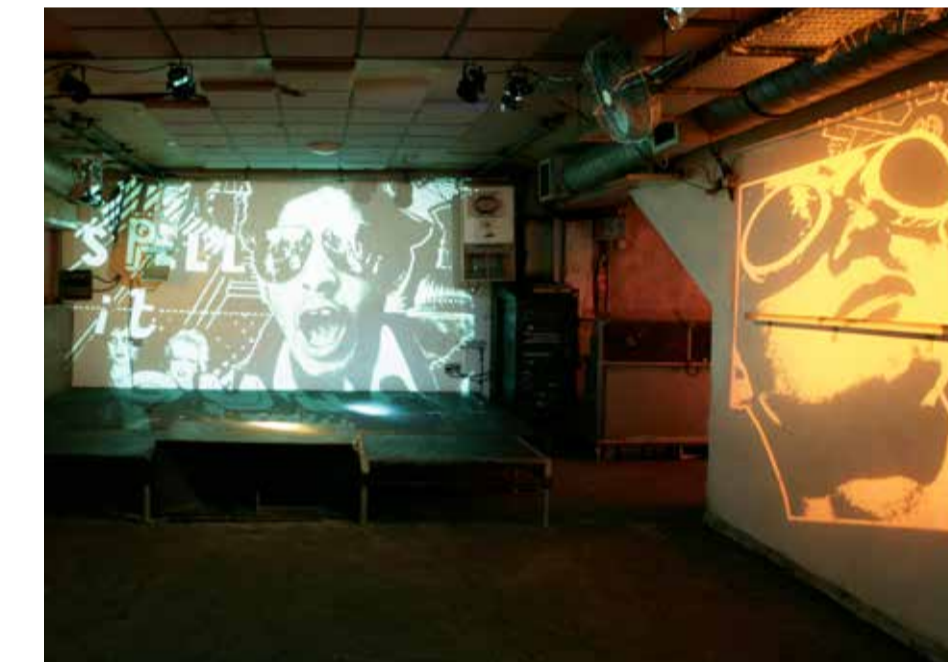
Astley House



Gate Theatre



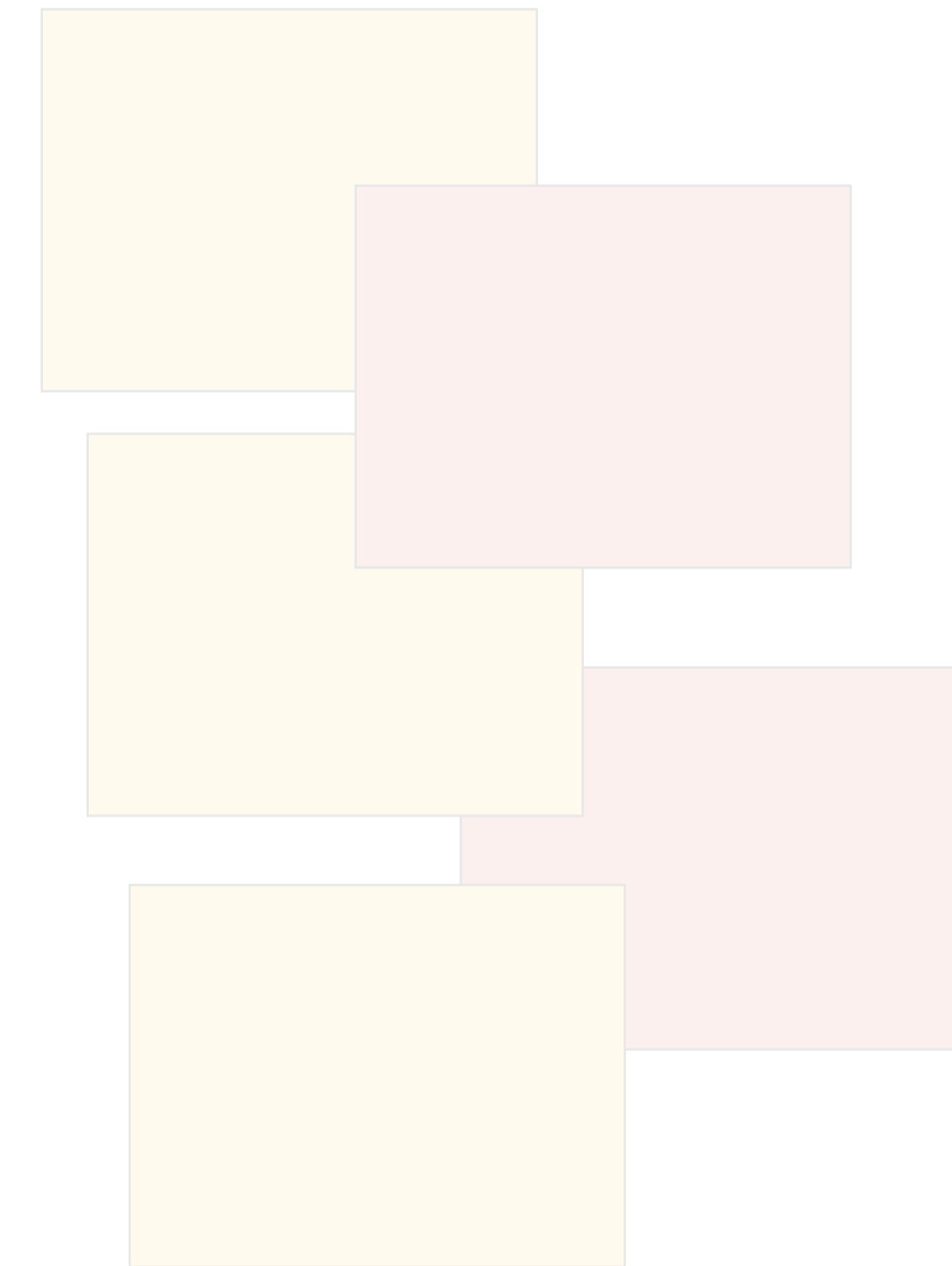
the blagclub



Arts Club (Image Dave Swindells)

Comments

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



Encourage the landowners in Notting Hill Gate to work together to manage their individual lettings to achieve a mix of shops, cafes and restaurants that best meets the requirements of residents, workers and visitors (as has been achieved in places like Marylebone High Street)



Promote the area to visitors and residents, and particularly encourage joint promotion of the theatre, cinemas, clubs, bars and restaurants to strengthen the local evening economy



Gate Cinema



Coronet Theatre

Strengthening the identity of the town centre



Drylands, High Street Kensington

Re-provide, or increase office provision, as part of redevelopment of Newcombe House

The Council has a policy to retain offices. Earlier this year the Council was given an exemption from the new government policy to allow offices to be converted to residential use. This is due to the high demand for the office space in the borough.

The office market assessment carried out for Notting Hill Gate has reiterated the need to retain and even increase office space.



Refurbish offices above Astley House. Allow some shops to become entrances for these refurbished offices

Research has shown that demand is for flexible space suitable for creative industries as well as large floorplate offices. There may be an opportunity to encourage further development of the cluster of creative businesses in Notting Hill Gate by providing a business hub with shared facilities like conference rooms and a ground floor entrance from the street.



Wormington Green

Ensure any new housing includes affordable homes

Redevelopment gives an opportunity to provide new housing. Affordable homes would include a combination of social rented, affordable rented (no more than 80% of local market rent) and intermediate housing (e.g. shared equity).

Farmer's Market

Farmers' Market

The Saturday Farmers' market held in the car park of Newcombe house might need to be relocated if this building is redeveloped. Should it be retained? If so, where do you think it should go
behind Astley House if the service yard was redesigned
behind Campden Hill Towers, again if the service yard was redesigned
in front of Boots where the pavement is wide?

Somewhere else?



Farmers market

Place a sticker on your preferred location



Comments

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

Strengthening the identity of the town centre

Build on Notting Hill Gate's identity as a cultural centre

Build on Notting Hill Gate's identity as a cultural centre by accommodating a museum or gallery that can attract visitors in its own right. This would encourage visitors to Portobello Market to spend time in Notting Hill Gate and provide a new facility for local people, who we know participate in cultural activities more than people almost anywhere else in London.

Together with the Design Museum, relocating shortly to the former Commonwealth Institute in Kensington High Street, a new museum or gallery would add to the critical mass of cultural attractions in the area.

The Council commissioned a study to see if introducing a new cultural attraction would be viable. The report concluded Notting Hill Gate scores well on many of the factors that make a successful creative district and examined through case studies what sort of cultural facilities might be appropriate.

The report concluded that a museum or gallery would be the best fit for the opportunity that exists at Notting Hill Gate. The Council is currently organising a competition to see if a museum or gallery would be interested in locating in Notting Hill Gate.



Case Studies

These case studies were used to explore the type of cultural facility that might be appropriate for Notting Hill Gate. In particular, the Fashion and Textile Museum, Arts Depot and to some extent the Design Museum give some ideas for what might work well here.



Fashion and Textile Museum

Fashion and Textile Museum

Founded in 2003 by Zandra Rhodes, the Fashion and Textile Museum promotes the work of British designers. It has strong links to creative businesses nearby and has been a major catalyst in Bermondsey's creative revitalisation. The building's bold design attracts attention and has become a local landmark. Zandra Rhodes received no public funding to establish the venue.

Arts Depot

Multi-purpose cultural centre with performance and visual arts spaces located in North Finchley. Worth £12.5m, it is the largest cultural venue in London funded through contributions as part of a planning application.



Arts Depot



Design Museum

Design Museum

Museum of product, industrial, graphic, fashion and architectural design located at Butler's Wharf, Shad Thames. The original museum helped to anchor the regeneration of Butler's Wharf, their new location in the Commonwealth Institute building, is likely to have a similar effect in Kensington High Street. Both incarnations are financially supported by residential development and private donations.

Galleria

98 residential apartments and 50 artists' studios built by a residential developer and a charity in response to Southwark Council's vision for economic and cultural development.



Galleria

Peckham Space

Purpose-built art gallery on Peckham Square next to Will Alsop's Peckham Library. It has had a massive impact on Peckham's perception, cementing its development as a cultural quarter. There is an energetic programme to involve local communities with local organisations.



Peckham Space

rethink



Comments

What do you think?

What do you like and dislike about these ideas?

Is there anything else you think should be considered?

