

# Chapter 5 Kensal

## 5.1 Introduction

**5.1.1** Kensal lies at the extreme north of the Borough, adjacent to the London Boroughs of Hammersmith and Fulham, Brent and the City of Westminster.

**5.1.2** By comparison to the rest of the Borough, the area has relatively poor public transport accessibility. There are regular bus services along Ladbroke Grove and Ladbroke Grove Underground station is within ten minutes walk of the majority of the Kensal Area.

**5.1.3** The area is divided by the main line Paddington railway and the Grand Union Canal, which forms part of the northern borough boundary. Both of these transport corridors act as significant 'barriers' to movement through the area. The only crossing points over both 'barriers' are Ladbroke Grove and the Great Western Road.

**5.1.4** The east of Kensal is mostly dominated by a mixture of employment land and postwar housing estates. The cluster of employment uses on the western end of Kensal Road provides the most significant local employment opportunity within the area. Canalot Studios on Kensal Road is an example of a development where a high demand for small light industrial units exists.

**5.1.5** Kensal Green Cemetery to the north is a valued asset. It is both an operational cemetery and a tranquil open space which contains several Grade I and II\* listed buildings. This heritage asset has recently been upgraded to the status of a Grade I Registered Park and Garden of Historic Interest. Kensal House on the Ladbroke Grove frontage is one of few Modern Movement buildings in the Borough to be listed Grade II\*.

**5.1.6** The western part of the Kensal 'Place', has significant development potential through the redevelopment of the Kensal Gasworks sites, amounting to some 17 hectares (40 acres). Together, these sites are not dissimilar in size to that of Paddington Basin development in the neighbouring City of Westminster.

**5.1.7** From 2017, Crossrail will be using the tracks which run through the site. No Crossrail station is provided for at Kensal in the Crossrail Act, but the tracks have been 'plain-lined' which enables a Crossrail station to be developed on the

site. A new Crossrail station is the Council's clear ambition for the site because of the considerable benefits it will have for north of the Borough (and beyond) in terms of stimulating regeneration and growth.

**5.1.8** Owing to the barriers surrounding the main sites to the north of the railway line, there is a risk that development could be inward looking. The Council considers that there is no benefit in developing the sites in this manner. The purpose of identifying the potential for significant development on these sites is to deliver wider regeneration benefits to the north of the Borough as a whole. Improving connectivity to the sites through bridges over the railway is critical. The Crossrail station is also considered as being central to this wider regeneration agenda, and would serve North Kensington as a whole, not just the Gasworks sites.

**5.1.9** However, if a Crossrail station cannot be delivered, the area still has considerable redevelopment potential and significant improvements to transport accessibility could be made by developing routes out of the site to the north and south.

**5.1.10** The large scale regeneration of Kensal has been acknowledged by the GLA who will designate Kensal as an Opportunity Area in the next iteration of the London Plan. Details of the nature of development expected are set out in Chapter 26 and will be detailed further in a future Supplementary Planning Document.



Kensal Green Cemetery



## 5.2 Vision

### CV 5

#### Vision for Kensal in 2028

The Gasworks sites will have realised their potential and developed into a thriving and valued community in North Kensington. Along with residential development, there will be job creation and regeneration benefits which will be enhanced by a Crossrail station. Kensal will connect North Kensington with Central London and beyond. Well-connected, high density, mixed-use and environmentally responsive developments will have populated the sites. Better use will have been made of the canal and its towpath and over new 2,500 dwellings, with offices and a range of community facilities will have been delivered. The area will also have been knitted into the surrounding urban fabric and the development, taken as a whole, will have provided a successful precedent for the remainder of the Borough. Development in the employment zone will support its function as a vital and valued asset for small and medium industries and the cultural and creative sector in particular.

## 5.3 Priorities for Actions

**5.3.1** The priorities for action for Kensal have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

## Respecting Environmental Limits

**5.3.2** The Kensal Gasworks development<sup>(19)</sup> should be an exemplar of environmentally responsive development, including a district energy source (for example, a Combined Cooling, Heating and Power plant<sup>(20)</sup>), facilities to manage waste arisings from the dwellings, and other buildings on site and other approaches as appropriate<sup>(21)</sup>. The development must relate well to the canal, whilst preserving its character and its role in London's 'blue ribbon' network<sup>(22)</sup>. The canal can also be used for the transfer of construction materials in the development and demolition process, and for light freight (for example, domestic waste and deliveries) once the development is in use<sup>(23)</sup>. Protection and enhancement of the area's biodiversity is also vital to the area's character. To ensure this is implemented, the use of new green spaces and waterways will be carefully managed so as to balance flora and fauna with human interaction<sup>(24)</sup>.

## Better Travel Choices

**5.3.3** It is the Council's clear aspiration to establish a Crossrail station in Kensal. The Council is working with the landowners, the GLA and Crossrail Ltd to ensure that this is realised<sup>(25)</sup>. Maximising pedestrian and cycle access<sup>(26)</sup> will require bridges over the railway and canal. Minimising the need for private car usage to the site will be essential and encouraging an integrated public transport network is central to this<sup>(27)</sup>. Gaining vehicular access to the west onto Mitre Way near Scrubs Lane in the London Borough of Hammersmith and Fulham may be an option. If used by buses, this could significantly improve public transport accessibility in the area<sup>(28)</sup>.

19 As referred to in the Strategic Sites Allocations Chapter 19.

20 See Respecting Environmental Limits, Chapter 36, Corporate and Partnership Actions 4 and 5.

21 See Policy CE1: Climate Change and Policy CE3: Waste, in the Respecting Environmental Limits Chapter 36.

22 See An Engaging Public Realm, Chapter 33, Corporate and Partnership Action 12 and Respecting Environmental Limits, Chapter 36, Corporate and Partnership Action 12.

23 Subject to feasibility testing.

24 See Policy CE4: Biodiversity, in the Respecting Environmental Limits Chapter 36.

25 See Policy CT2: New and Enhanced Rail Infrastructure and Corporate and Partnership Actions 1, 2 and 8, in the Better Travel Choices Chapter 32.

26 See Better Travel Choices Chapter 32, Corporate and Partnership Actions 3, 5 and 7.

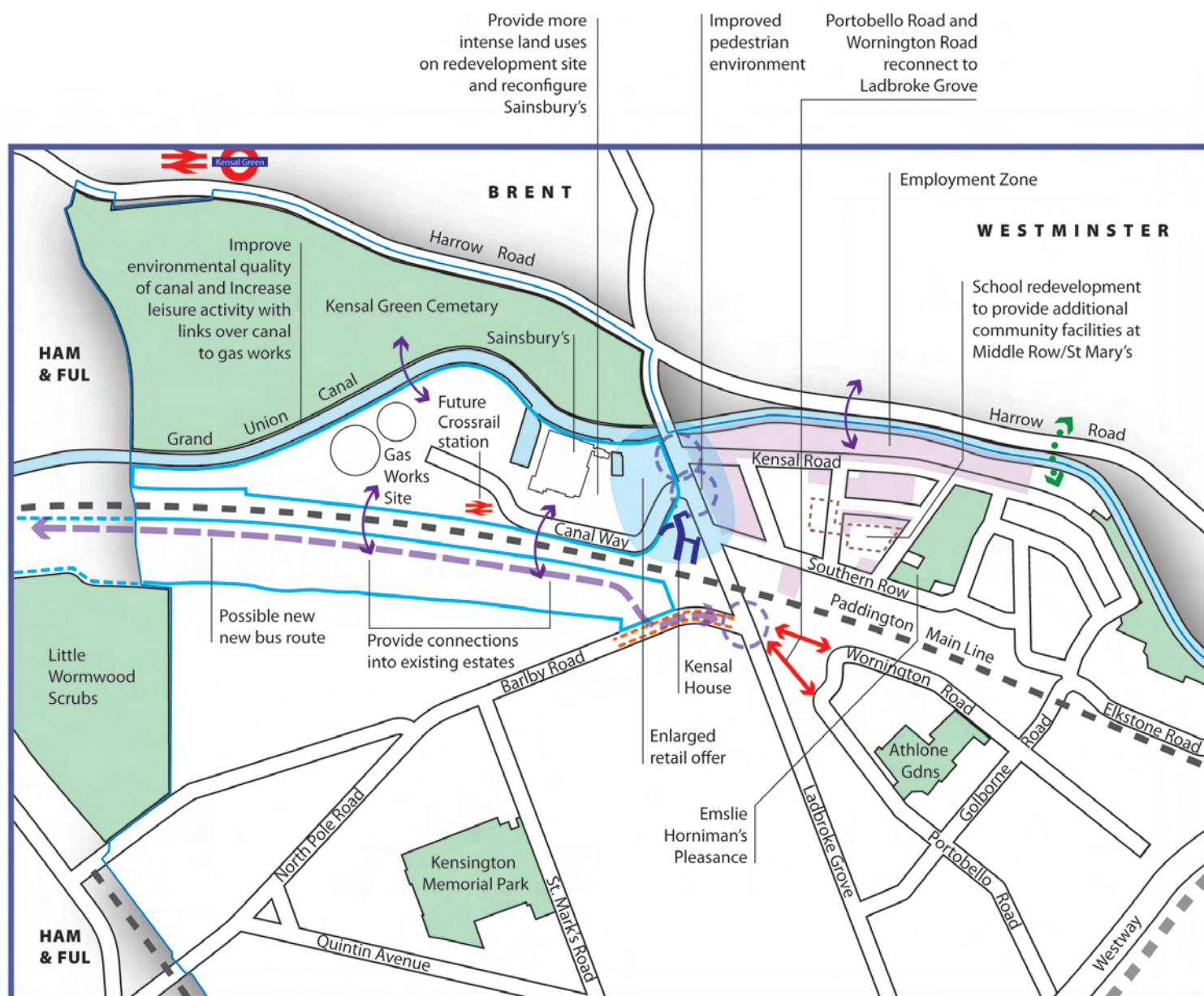
27 See Policy CT1: Improving alternatives to Car Use, in the Better Travel Choices Chapter 32.

28 See Better Travel Choices Chapter 32, Corporate and Partnership Actions 3, 5 and 9.



# 05 KENSAL

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	Improve linkages/relationship		Main line railway
	Improve pedestrian access		Other Railway
	Grade I and II* listed buildings		Public Open Space
	Employment Uses		Strategic development sites, allocated in the Core Strategy
	Designated Shopping Centre		Traffic/Highway changes to improve pedestrian environment



**5.3.4** A Crossrail station has the potential to unlock the regeneration of this part of London and bring the cultural, entertainment and employment opportunities of our capital city within easy reach of both the new and existing communities in North Kensington.

The Department for Transport has published a White Paper on the High Speed 2 railway system which would link London to the North. A hub at Old Oak Common in neighbouring Hammersmith and Fulham is included as part of this.<sup>(29)</sup>.

## Diversity of Housing

**5.3.5** Housing will form a significant component of any redevelopment of the Gasworks site. Development in this location has the potential to be significant and will be expected to act as a catalyst to major regeneration in North Kensington.

**5.3.6** A mix of sizes and tenures will be expected to create a balanced and mixed community<sup>(30)</sup>. Included within this mix, might be the potential to cater for some of the Borough's student population.

**5.3.7** Residential moorings are characteristic of this part of the Grand Union Canal. These moorings are an asset and where appropriate, the number of moorings should be increased.

## Keeping Life Local

**5.3.8** The Council will address local retail and social and community needs in Kensal, especially around Ladbroke Grove<sup>(31)</sup>. Kensal is one of two places in the Borough that has been identified as having a deficiency in local shopping provision. A Neighbourhood Shopping Centre may be needed depending on the scale of any future development on the Gasworks sites<sup>(32)</sup>. A new primary school as well as police and health facilities will also be desirable to ensure that the needs of the community are delivered locally<sup>(33)</sup>.

**5.3.9** The Council will continue to work with service providers to improve education facilities as part of the Middle Row/St Mary's school redevelopment, and encourage the introduction of community facilities on the site.

## An Engaging Public Realm

**5.3.10** Connections between the Kensal site (as Identified in 'Strategic Sites') and the wider Kensal area should be improved, particularly as part of the Wornington Green Estate redevelopment via Portobello Road<sup>(34)</sup>. This would aid vitality and accessibility to Kensal's improved retail offer. As part of this, the creation of linkages from the northern end of Portobello Road directly onto Ladbroke Grove should be examined.

**5.3.11** Quality open space that forms part of the built environment helps create a more desirable and vibrant townscape. This is epitomised by Emslie Horniman's Pleasance on Kensal Road<sup>(35)</sup>. Potential may exist for community gardens and micro-allotments as part of future redevelopment. Improved access to Little Wormwood Scrubs would also be welcomed as this would improve the pedestrian environment. The canal and its towpath must also become an attractive and integral part of the urban fabric<sup>(36)</sup>.

**5.3.12** The Council will also continue to work with the City of Westminster Council to explore how connectivity between the two boroughs can be improved. Further linkages would be of benefit to residents of both boroughs, if developed correctly, to ensure maximum accessibility.

**5.3.13** The Gasworks site offers a rare opportunity within the Borough to establish a mixed-use community with its own distinct identity, whilst being integrated into the surrounding townscape. A scheme achieving a high density development, of high quality is desirable<sup>(37)</sup>.

29 [\(High Speed Rail White Paper – Department for Transport, March 2010\)](#)

30 See Policy CH2: Housing, in the Diversity of Housing Chapter 35.

31 See Policy CK1: Social and Community Uses, in the Keeping Life Local Chapter 30.

32 See Policy CK2: Local Shopping Facilities and Policy CF1: Location of New Shop Uses, in the Keeping Life Local Chapter 30.

33 See Keeping Life Local, Corporate and Partnership Actions 3, 5, 6, 8, 9 and 14. See also Policy CK3: Walkable Neighbourhoods & Neighbourhood Facilities, in the Keeping Life Local Chapter 30

34 See Policy CR1: Street Network, in the An Engaging Public Realm Chapter 33.

35 See Engaging Public Realm, Corporate and Partnership Actions 3, 4, 5, and 8.

36 See Policy CR5: Park, Gardens, Open Space and Waterways and Policy CR6: Trees and Landscaping, in the An Engaging Public Realm Chapter 33.

37 See Policy CR2: Three-Dimensional Street Form and Policy CL2: New Buildings, Extensions and Modifications to Existing Buildings, in the An Engaging Public Realm Chapter 33.



## Renewing the Legacy

**5.3.14** The Council will continue to preserve and enhance the Kensal Green Cemetery Conservation Area, listed buildings and their settings<sup>(38)</sup>.

## Fostering Vitality

**5.3.15** The Sainsbury's supermarket is the only major food store in North Kensington, and any redevelopment would need to provide similar or better facilities<sup>(39)</sup>. Sainsbury's is currently a single-storey building with surface parking which fronts Canal Way/Ladbroke Grove. By relocating Sainsbury's within the site there is potential to intensify the land use and provide a better relationship with the canal, as well as Ladbroke Grove. It would also extend the retail offer to support the needs of the local community and future residents<sup>(40)</sup>. The canal should also realise its potential as a destination for leisure and recreation uses.

**5.3.16** The Kensal Employment Zone is the largest of the three employment zones in the Borough. This employment zone comprises mostly small offices and light industrial firms engaged in media, design, printing, publishing and communications. A cluster of firms engaged in the creative and cultural industries, such as recording media, advertising, visual arts and crafts are also located here and these strengths should be expanded upon<sup>(41)</sup>. A range of new employment opportunities will be expected as part of the redevelopment. The employment zone is a valuable asset to the Kensal area providing an important contribution to the area's vitality and will continue to cater for small businesses and light industries<sup>(42)</sup>.

**5.3.17** The boundary of the eastern section of the Kensal Employment Zone corresponds to that within the former Unitary Development Plan. The western section has however been de-designated to reflect the wider ambitions that the Council has for the Kensal Gasworks.

**5.3.18** There are currently two gas holders on site. However, these are due to be decommissioned post 2016, which will require extensive land decontamination.

**5.3.19** A large area located to the west of Kensal and north of Little Wormwood Scrubs is designated as an employment zone within the London Borough of Hammersmith and Fulham. The Council will work with Hammersmith and Fulham Council to provide a joint plan for the area north of Little Wormwood Scrubs and should Hammersmith and Fulham consider releasing this employment zone for other uses, this Council would support its re-designation for housing uses.

**5.3.20** The Council considers that there is an opportunity to connect Notting Hill Gate with Kensal along the Portobello Road, stimulating footfall in the north of Portobello Road and Golborne Road in particular. This could be driven by a potential new Crossrail station at Kensal and by the reconnection of the Portobello Road with Ladbroke Grove as part of the renewal of the Wornington Green Estate.

## 5.4 Delivery

### Development Management

**5.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Kensal guides that decision making process but, to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Kensal is required.

### Policy CP 5

#### Kensal

The Council will ensure the long term regeneration of Kensal by requiring development to positively contribute to the regeneration and environmental sustainability of the area, and resisting development which prejudices long term regeneration opportunities and which undermines the role of the employment zone.

38 See Policy CL1: Context and Character, Policy CL3: Historic Environment, Policy CL4: Historic Assets and Corporate and Partnership Actions 3 and 6, in the Renewing the Legacy Chapter 34.

39 See Policy CF1: Location of New Shop Uses, in the Fostering Vitality Chapter 31.

40 See Fostering Vitality Chapter 31, Corporate and Partnership Action 3.

41 See Policy CF6: Creative and Cultural Uses, in the Fostering Vitality Chapter 31.

42 See Policy CF5: Location of Business Uses, in the Fostering Vitality Chapter 31.



## Quantum of Development

**5.4.2** The Kensal Gasworks Strategic Site is allocated for upwards of 2,500 dwellings and a minimum of 12,000m<sup>2</sup> (130,000ft<sup>2</sup>) of non-residential floorspace, of which around 10,000m<sup>2</sup> (100,000ft<sup>2</sup>) will be offices with the remainder in town centre uses and social and community uses to support the creation of a new neighbourhood centre. In addition to this figure, the existing Sainsbury's supermarket will be reprovided. This would be brought forward through the private development of the strategic development site, identified in section 2a of this document.

## Infrastructure Needs

**5.4.3** The following infrastructure is specifically required to deliver the vision for Kensal:

- Crossrail Station;
- contribution to social and community uses;
- affordable housing;
- construction and maintenance of bridges over the canal and railway;
- improvements to Little Wormwood Scrubs, Kensal Green Cemetery (subject to access through the cemetery and linking bridge over the canal) and other public open spaces;
- street trees;
- public art;
- improved transport infrastructure including better bus links;
- landscaping and amenity improvements to the Grand Union Canal;
- enhanced pedestrian links towards Notting Hill Gate via Portobello Road.

**5.4.4** Further information can be found in the infrastructure table in Section 2c of this document.

## Future Plans and Documents

**5.4.5** The Council will draft a Supplementary Planning Document for the Kensal Gasworks Sites and surrounding area (specifically Kensal Green Cemetery and Little Wormwood Scrubs), this will be written in conjunction with the relevant landowners and the GLA following the formal adoption of the site as an Opportunity Area.

## Monitoring

**5.4.6** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Kensal are monitored in accordance with the output indicators identified in Chapter 38.

**5.4.7** In addition, the following output indicators will be used to monitor the delivery of the vision for the Kensal Place:

1. Has redevelopment of Kensal area occurred in a way which significantly improves the area's relationship with the surrounding townscape?
2. Has a Crossrail station been established in Kensal?
3. Has the canal been bridged to improve access to Kensal Green Cemetery?
4. Has accessibility to Little Wormwood Scrubs improved?
5. Has the canal become a more vibrant and usable resource?
6. Has a link been established between Kensal and Notting Hill via Portobello Road?
7. Has the Kensal Employment Zone been protected and consolidated?
8. Has a new neighbourhood shopping centre been delivered in the Kensal area?
9. Has pedestrian access to Sainsbury's supermarket and uses improved?



Portobello Dock



# Chapter 6 Golborne/Trellick

## 6.1 Introduction

**6.1.1** Golborne Road connects at its southern end to Portobello Road and Ladbroke Grove via Chesterton Road. Further north, the area is cut in two by the main railway line from Paddington that runs east-west through the area, and the Hammersmith and City Line. Beyond the railway, the main landmark in the area is the Grade II\* listed Trellick Tower. Most people visiting the area stay in the southern part of the road, as there is no 'destination' to draw people over the railway bridge, and there is no convenient bridge link across the Grand Union Canal to connect Golborne Road to Harrow Road in the neighbouring City of Westminster. The Grand Union Canal therefore provides a very clear 'boundary' to the north of the area. The Golborne and Trellick area is relatively isolated from its surroundings due to the physical and perceived barriers represented by the Grand Union Canal in the north and the Westway Flyover in the south.

**6.1.2** The Golborne and Trellick area is regarded by its residents as the 'Mini London of London'. Diversity is considered by most to be central to its identity. The area is an eclectic and interesting urban environment, heavily influenced by the large local Spanish, Portuguese and Moroccan communities.

**6.1.3** There is a strong sense of community amongst the retailers in Golborne Road, and Golborne Road Market is seen as an integral part of the Portobello Road Market offer to the south. The Golborne Road Market provides for the local community through the selling of hot food, fruit and vegetables, as well as antiques and bric-a-brac, which also attracts people from across London, particularly at weekends.

**6.1.4** Beyond Golborne Road itself, the area is largely residential, with a high proportion of social rented housing.

**6.1.5** At Wornington Green, the Kensington Housing Trust are exploring ways to renew the Estate. The need for renewal is driven by a number of factors. Amongst these are the Government's Decent Homes agenda which means that the 538

homes on the Wornington Green Estate will need to be brought up to 'decent homes' standards by 2014.

**6.1.6** The Edenham site, located next to Trellick, also provides opportunities for regeneration including new housing and extra care facilities.

## 6.2 Vision

### CV 6

#### Vision for Golborne / Trellick in 2028

Golborne and Trellick will have maintained a strong mixed community and Trellick Tower will remain the icon of the area. The Golborne Road Market and retailers will be thriving, serving both local people and other Londoners. The Portobello Road and Golborne Road Markets will have gained strength from each other, but will remain distinct in nature. New housing will be a mix of sizes and tenures. The Grand Union Canal will be seen as a destination rather than a barrier.

## 6.3 Priorities for Action

**6.3.1** The priorities for action for Golborne/Trellick have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

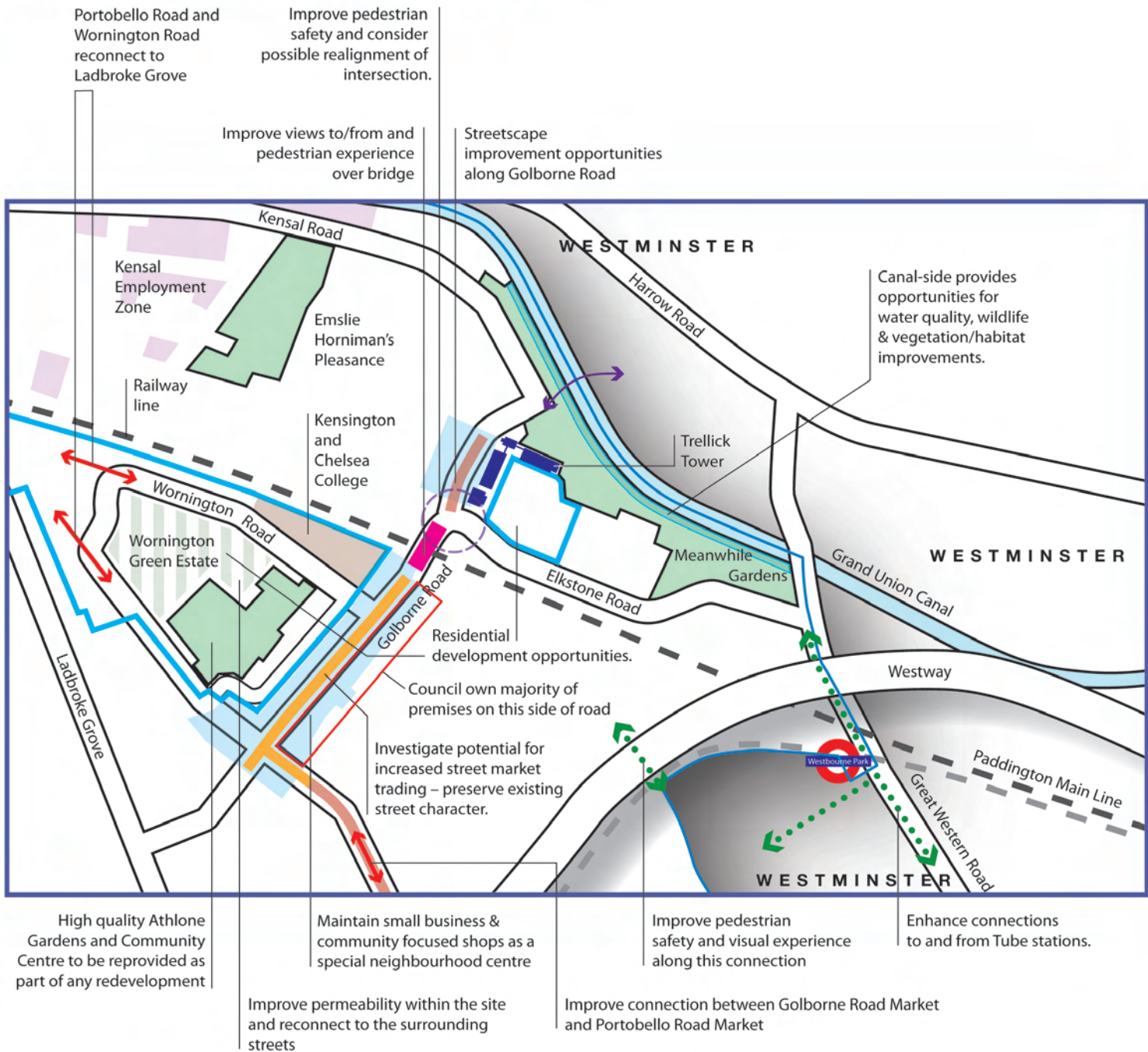
### Renewing the Legacy

**6.3.2** Trellick Tower is an exemplar of high-rise housing development. It stands 35 storeys high and is the tallest building in the Borough. It contains 217 flats, of which 34 flats have been purchased under the 'Right to Buy' initiative, but most remain as social rented accommodation. It was designed by Erno Goldfinger, is listed Grade II\*, and has become the icon of the area. It is owned by the Council. Its maintenance costs are very high, and careful planning is required by the Council to fulfil the duty to preserve the special architectural character and historic interest of the building.



# 06 GOLBORNE and TRELICK

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	Create new link		Main line railway
	Improve linkages/relationship		Other Railway
	Improve pedestrian access		Public Realm Improvements
	Grade I and II* listed buildings		Improve permeability
	Employment Uses		Public Open Space
	Designated Shopping Centre		Strategic development sites, allocated in the Core Strategy



**6.3.3** The Cheltenham Estate, to the east of the tower, was also designed by Goldfinger and built by the London County Council at the same time. After making a careful assessment, the Council has concluded it should not be designated a conservation area. English Heritage has yet to make a decision regarding the potential listing of the Estate.

**6.3.4** The Council envisages the Golborne and Trellick area developing in a way which maintains and enhances its function of a neighbourhood centre whilst preserving and enhancing the setting of the Grade II\* listed Trellick Tower<sup>(43)</sup>.

## Keeping Life Local

**6.3.5** This area benefits from a diverse range of community facilities, such as the Venture Centre, Muslim Cultural Heritage Centre, Kensal Library and a doctors' surgery. The Council will support improvements to social and community uses as a result of any new major development, particularly in making facilities accessible to all.

**6.3.6** There is also a range of local schools, and Kensington and Chelsea College is also located here. The Council owns 35 shops on the south-east side of Golborne Road. These are managed under the Neighbourhood Shopping Policy to support independent retailers that provide for the local population. The Council will support uses that allow local people to access local services that cater for their needs now and in the future, particularly for health provision<sup>(44)</sup>.

## Fostering Vitality

**6.3.7** The market breathes life into this area and has a unique character, which differs from the Portobello Road Market. It is currently separated from the Portobello Road Market by a 300m (328 yard) section of Portobello Road that is flanked by blank walls which significantly reduce the number of pedestrians that walk up to Golborne Road. Different ways to enliven this stretch of road, which 'close the gap' are being explored. These initiatives ~~may~~**will** include the provision of electricity points in this part of Portobello Road for use by market

traders and their customers. A well designed scheme of street lighting could also prove useful in the creation of a visual linkage between the two centres, a linkage which could further encourage visitors to continue north. Other possible initiatives to inject more life into the area could include the development of a speciality market in this area or the use of the blank wall opposite the Spanish School as an ever-changing 'Art Wall' or outdoor exhibition space for artists. Collaboration with the Spanish School will be encouraged<sup>(45)</sup>.

**6.3.8** The Council will support initiatives which will help unify the Portobello Road and Golborne Road markets and which will draw visitors north up the Portobello Road, past the Spanish School, to Golborne Road<sup>(46)</sup>.

**6.3.9** The Council considers 'closing the gap' as an important aspect of its initiative to try to increase footfall in the area, drawing people north from Notting Hill Gate, past a 'renewed' Wornington Green Estate up to Ladbroke Grove and a possible new Crossrail station in the Kensal area. The area would also benefit from wayfinding from Harrow Road, Ladbroke Grove and the underground stations.

**6.3.10** The Council will work with retailers to help them move with the times and take advantage of the opportunities presented by the changing tastes, lifestyles and requirements of the local community.

**6.3.11** The Kensal Employment Zone lies to the west of Trellick Tower, and provides small flexible workspaces. This employment use will be protected and consolidated as part of the Core Strategy.

**6.3.12** Locating a destination use – such as a leisure facility on the Edenham site, might also encourage footfall and stimulate trade along the Golborne Road.

## Diversity of Housing

**6.3.13** The method by which the Government funds social housing and the ongoing need for capital investment means that the Council is carrying out a review of various housing stock

43 See Policy CL1, Context and Character; Policy CL2, New Buildings, Extensions and Modifications to Existing Buildings; and Policy CL4, Historic Assets in the Renewing the Legacy Chapter 34.

44 See Policy CK1, Social and Community Uses; Policy CK2, Local Shopping Facilities; and Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities in the Keeping Life Local Chapter 30.

45 See Policy CF1, Location of New Shop Uses; Policy CF2, Retail Development within Town Centres; Policy CF4, Street Markets; Policy CF5, Location of Business Uses; Policy CF6, Creative and Cultural Businesses; Policy CF7, Arts and Culture Uses in the Fostering Vitality Chapter 31.

46 See Policy CF4, Street Markets in the Fostering Vitality Chapter 31.



options. One way of raising funds to provide good quality homes for existing tenants is through the provision of additional private housing on existing Council owned housing estates. Before making any long term investment decisions, the Council is examining what this might mean in practice with smaller re-development proposals, one of which includes the Edenham site at the base of Trellick Tower. The Council will prepare a brief for this site in 2010.

**6.3.14** Housing renewal is also being undertaken at Wornington Green, which lies to the north west of Golborne Road. The renewal would be part funded by the provision of new private housing alongside the replacement of the existing social rented housing. The Council has prepared supplementary planning guidance to ensure that the redevelopment is attractive, functional and easily managed for future generations to enjoy. The re-provision of affordable housing complying with 'Lifetime Homes' standards is a driving force for the redevelopment<sup>(47)</sup>.

## An Engaging Public Realm

**6.3.15** There are two parks in the area: Athlone Gardens and Meanwhile Gardens, which are considered to be valued amenities to local residents. Athlone Gardens may be relocated as part of the redevelopment of the Wornington Green Estate, but the replacement will be on the same scale and of better quality than the existing park. The Council will support the maintenance and enhancement of Meanwhile Gardens and the canal side environment<sup>(48)</sup>.

**6.3.16** The bridge over the Paddington main line is visually unattractive and acts as a break in Golborne Road. This will be cosmetically improved.

**6.3.17** A range of measures will be employed to address the blank façade north of the Portobello Road Market to attract shoppers to the Golborne Road and better wayfinding will be provided between the two markets<sup>(49)</sup>.

**6.3.18** A focal point could be created at the north end of Golborne Road, perhaps in the form of a new square, which can be designed to act as a meeting point for visitors and local residents.

**6.3.19** Any changes to the main part of Golborne Road need to take the requirements of the market as a driver.

## Better Travel Choices

**6.3.20** Better access could be created to the Grand Union Canal to open and integrate it into the network of local pedestrian routes. This will involve improving community safety along the tow path by increasing its use, and permeability of the area.

**6.3.21** Additionally, improved use of the canal, where feasible, for the transfer of construction materials in the re-development process, and for light freight (e.g. domestic waste and deliveries) once the development is in use, will enhance accessibility.

**6.3.22** A new footbridge linking Golborne Road to Harrow Road, north of the Grand Union Canal, would assist in creating a pleasant walking route through Golborne Road, and could be part of a wider link with the rest of the Borough.

**6.3.23** Pedestrian access will be improved to the rear of Westbourne Park underground station. This will greatly improve access to public transport services in the area.

**6.3.24** Portobello Road will be re-connected to Ladbroke Grove as part of the re-development of the Wornington Green Estate<sup>(50)</sup>.

## Respecting Environment Limits

**6.3.25** Development on the Edenham site will need to protect existing biodiversity and attract new biodiversity, especially through opportunities to extend or link existing Green Corridors with the Grand Union Canal. The Council will encourage proposals and design solutions which improve air quality and reduce noise, particularly as a result of the Westway Flyover and the Paddington main line.

**6.3.26** Refurbishing Trellick Tower is considered a sustainable re-use of an existing building. However, the re-development of the remainder of

47 See Policy CH2, Housing Diversity in the Diversity of Housing Chapter 35.

48 See Policy CR1, Street Network; Policy CR2, Three-Dimensional Street Form; Policy CR3, Street and Outdoor Life; and policy CR4, Streetscape in the Engaging Public Realm Chapter 33.

49 See Policy CR1, Street Network; and Policy CR3, Street and Outdoor Life in the Engaging Public Realm Chapter 33.

50 See Policy CT1, Improving Alternatives to car use in the Better Travel Choices Chapter 32.



the site will also offer opportunities for low carbon development<sup>(51)</sup>. Any major development along the Blue Ribbon Network must be accompanied by a safety and risk assessment, while all development should consider the natural forces of the canal in development e.g. flooding, erosion.

## 6.4 Delivery

### Development Management

**6.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Golborne/Trellick guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Golborne/Trellick is required.

#### Policy CP 6

##### Golborne/Trellick

The Council will ensure the long-term regeneration of Golborne/Trellick by requiring development to positively contribute to the regeneration of the area, and resisting development which prejudices long-term regeneration. Proposals which increase footfall that would aid the viability of the market will be supported.

### Quantum of Development

**6.4.2** 60 residential units to be brought forward through private or RSL development within the land adjacent to Trellick Tower (see Chapter 22). Additional leisure facilities could be accommodated within the area to meet local need, with B1 floorspace provided as new studio workspace (up to 100m<sup>2</sup> units, 1076ft<sup>2</sup>). Additional social and community uses, in particular facilities for general practitioners and the Primary Care Trust, will form part of the redevelopment, providing a level of floorspace required by the end user.

**6.4.3** Wornington Green Estate redevelopment (see Chapter 21 for site allocation) will comprise a minimum of 538 affordable residential units and 150 private dwellings, subject to detailed design and viability considerations. Additional development through replacement of the Venture Centre, including the Adventure Playground 2,500m<sup>2</sup> (GEA) (27,000ft<sup>2</sup>), replacement of open space at Athlone Gardens, including the Ball Court approximately 9,186m<sup>2</sup> (GEA) (105,000ft<sup>2</sup>) and tertiary education facilities. A1 to A5 Uses in the order of approximately 2,000m<sup>2</sup> (21,000ft<sup>2</sup>), providing these animate the street frontage, extend the retail offer along Portobello Road and help reconnect the link from Portobello Road and/or Wornington Road to Ladbroke Grove. Provision of CCHP to serve the estate, and which can in future be adapted to serve a wider area, will also form part of the development.

### Infrastructure Needs

**6.4.4** The following infrastructure<sup>(52)</sup> is specifically required to deliver the vision for Golborne and Trellick:

- Primary Care facilities;
- bridge over Grand Union Canal, close to Trellick Tower, to improve existing, and connect Golborne and Harrow Roads;
- improved access to public transport, e.g. Westbourne Park Station entrance;
- affordable housing, the reinstatement of Athlone Gardens and the Venture Centre, community facilities, CCHP and public transport improvements to be provided within Wornington Green Estate development to enable the development to proceed.

### Future Plans and Documents

**6.4.5** In addition to the SPD for Wornington Green Estate, the Edenham site will also be the subject of a further SPD to guide development at this location. Initiatives to support enhancements at Golborne Road Market and the wider area will also be used to inform the future development of the Golborne/Trellick as a place.

51 See Policy CE1, Climate Change; Policy CE5, Air Quality; and Policy CE6, Noise and Vibration in the Respecting Environmental limits Chapter 36.

52 The Council's infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Core Strategy.



## Monitoring

**6.4.6** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Golborne and Trellick are monitored in accordance with the output indicators identified in Chapter 38.

**6.4.7** In addition, the following output indicators will be used to monitor the delivery of the vision for the Golborne and Trellick Place:

1. Has Trellick Tower been preserved and enhanced through refurbishment?
2. Have the homes in Wornington Green Estate been brought up to the 'decent homes' standard by 2014?
3. Has the 'gap' between Golborne Road Market and Portobello Market, been closed, through initiatives, enlivenment or location of a destination use?
4. Has the Kensal Employment Zone been protected and consolidated?
5. Has Athlone Gardens been replaced as part of redevelopment, and Meanwhile Gardens been maintained?
6. Has the Golborne Road bridge over the Paddington main line been cosmetically improved?
7. Has a new footbridge linking to Harrow Road been created?
8. Has pedestrian access to the rear of Westbourne Park station been improved?
9. Has the district heat and energy source been delivered, and is there additional heat and energy being provided by the redevelopment?



Golborne Road looking towards Trellick Tower



# Chapter 7

## Portobello/Notting Hill

### 7.1 Introduction

**7.1.1** This area consists of two quite different characters of retail trading: Portobello Road and Westbourne Grove. Internationally the two areas are known as 'Notting Hill'. Golborne Road, which lies some 300 metres to the north of the Portobello Road centre, is also an integral part of this area. However, given its own distinct identity it has its own *Place* and its own vision. (Chapter 6.)

**7.1.2** Portobello Road and Notting Hill are internationally known for their “bohemian” character. This character has been eroded since its height in the early 1970s, with dramatic increases in property prices, particularly since the 1990s, resulting in changing demographics and changes in the types of shops in the area. However, the community remains vibrant and people are passionate about maintaining the character and the diversity of the area.

**7.1.3** Portobello Road offers a unique retail experience that combines a strong tradition of street markets, antique trading, vintage and ‘edgy’ fashion, and local shopping.

**7.1.4** Portobello Road is an internationally celebrated cultural asset and tourist destination. The antiques and flea markets attract very high footfall to the road on Friday and during the weekend<sup>(53)</sup>, but for the remainder of the week the centre primarily serves local needs. There is concern that the unique character of the street is being lost to ‘clone’ retailers, however, only 18% of the total retail floorspace within the centre is occupied by *multiple retailers* (compared with 60-80% in the major centres in the Borough)<sup>(54)</sup>. The fact that footfall is only high for part of the week probably makes the Portobello Road less attractive to multiple retailers.

**7.1.5** On Fridays and Saturdays the Portobello Road street market divides into three main sections: antiques and bric-a-brac in the south; new goods and fruit and vegetables in the centre; and a flea market in the north. During the week only the central section of the market operates. This is in contrast to the Golborne Road Market to

the north, seen by the local community as being an extension of Portobello Road Market. It operates on all days of the week, other than Sundays and Thursday afternoons.

**7.1.6** The Portobello Road antiques trade is an integral part of the heritage of the centre and a major draw for visitors. The market stalls, individual shops and large subdivided antique arcades dominate the southern part of the centre. This trade, however, is currently experiencing some difficulties. There is some evidence that the bona fide antiques traders are unable to pay the higher rents being sought by some landlords who are, as a result, converting shops and arcades to other retail uses. Increasing rents, and rates, are not just affecting the antique trade, many of the smaller independent shops which serve the day-to-day needs of the area's residents are also struggling.

**7.1.7** The number of the traditional fruit and vegetable stalls is also in decline as fewer young people see it as an attractive career option<sup>(55)</sup>.

**7.1.8** By contrast Westbourne Grove has gradually changed from antiques and local food shops to a cluster of some of the most up-market fashion retail in London. This cluster offers a pleasant shopping environment that provides a real alternative to London's larger retail centres and shopping malls like Westfield London.

### 7.2 Vision

#### CV 7

#### Vision for Portobello/Notting Hill in 2028

As Special District Centres, Portobello Road and Westbourne Grove will both remain internationally known vibrant retail areas. By improving pedestrian links between Portobello Road, Westbourne Grove, All Saints Road and Golborne Road, the area as a whole will be strengthened, while the qualities of the very different individual centres will be maintained.

Portobello Road will remain a jewel in London's shopping crown, a place of world class antiques hunting, of cutting edge fashion, and a place which has not been overrun by

53 RBKC, The study of the visitor economy, 2009.

54 GLA, London-wide Town Centre Health Checks, January 2007.

55 RBKC, Response to Call for Evidence on Traditional Retail Markets, 2009.



identikit multiples. The centre will maintain the rich variety of shops with a predominance now so rare in London, of independent retailers offering 'something different'. The existing antiques arcades are a key ingredient of this variety.

Portobello Road's strengths: its international antiques trade and the diversity of the retail offer, including vibrant small shops offering personal service, will continue to be built upon. Its less glamorous role as the provider of the range of shops and services essential to support of the day-to-day needs of its 'village minded' local community is no less important and will be maintained.

Running the length of the Portobello Road, the street market, with its antiques, fashion, crafts, and fruit and vegetables will act as both a key driver to achieve this vision and an opportunity to strengthen the existing close links with the Golborne Road Special Neighbourhood Centre to the north.

Portobello Road is, however, more than a shopping street, it will continue to be the international antiques market, and an inspiration for designers and a seed-bed for new entrepreneurs.

Westbourne Grove will retain its difference from Portobello Road and its position as a specialist shopping destination providing high end fashion retailing.

## Fostering Vitality

**7.3.2** The Council will work with arcade owners, retailers, market traders, residents and other stakeholders to promote the Portobello/Notting Hill area<sup>(56)</sup>. In particular there is an opportunity to make tourists aware of the full extent of the unique Portobello/ Notting Hill retail offer. This will be achieved through marketing and by improving linkages through the area<sup>(57)</sup>.

**7.3.3** The Council views the Portobello Road street market as a major asset which makes the centre the vital shopping street that it is. The antiques, bric-a-brac, fashion and crafts attract visitors of all ages from across the Capital. The Council will work with other stakeholders to take a proactive role in revitalising all elements of both the Portobello Road and Golborne Road street markets and ensuring that they have a sustainable long-term future. The Council will promote the markets as an opportunity for local entrepreneurs and will encourage school leavers to consider market trading as a career option<sup>(58)</sup>. The Council will also work to help the markets move with the times and take advantage of the opportunities presented by the changing tastes, lifestyles and requirements of the local community<sup>(59)</sup>.

**7.3.4** The Council will support initiatives which will help unify the Portobello Road and Golborne Road markets and which will draw visitors north up the Portobello Road, past the Spanish School up to Golborne Road<sup>(60)</sup>. These initiatives **may will** include the provision of electricity points in this part of Portobello Road to make life easier for market traders and their customers.

**7.3.5** A well-designed scheme of street lighting could also prove useful in the creation of a visual linkage between the two centres, a linkage which could further encourage visitors to continue north. Other possible initiatives to inject more life into the area could include the development of a speciality market in this area or the use of the blank wall opposite the Spanish School as an ever-changing 'Art Wall' or outdoor exhibition space for artists.

## 7.3 Priorities for Action

**7.3.1** The priorities for action for Portobello/Notting Hill have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

56 See Fostering Vitality Chapter 31, Corporate and Partnership Action No.1.

57 See Policy CR1, Street Network, in An Engaging Public Realm Chapter 33.

58 See Fostering Vitality Chapter 31, Corporate and Partnership Actions No. 8 and 10.

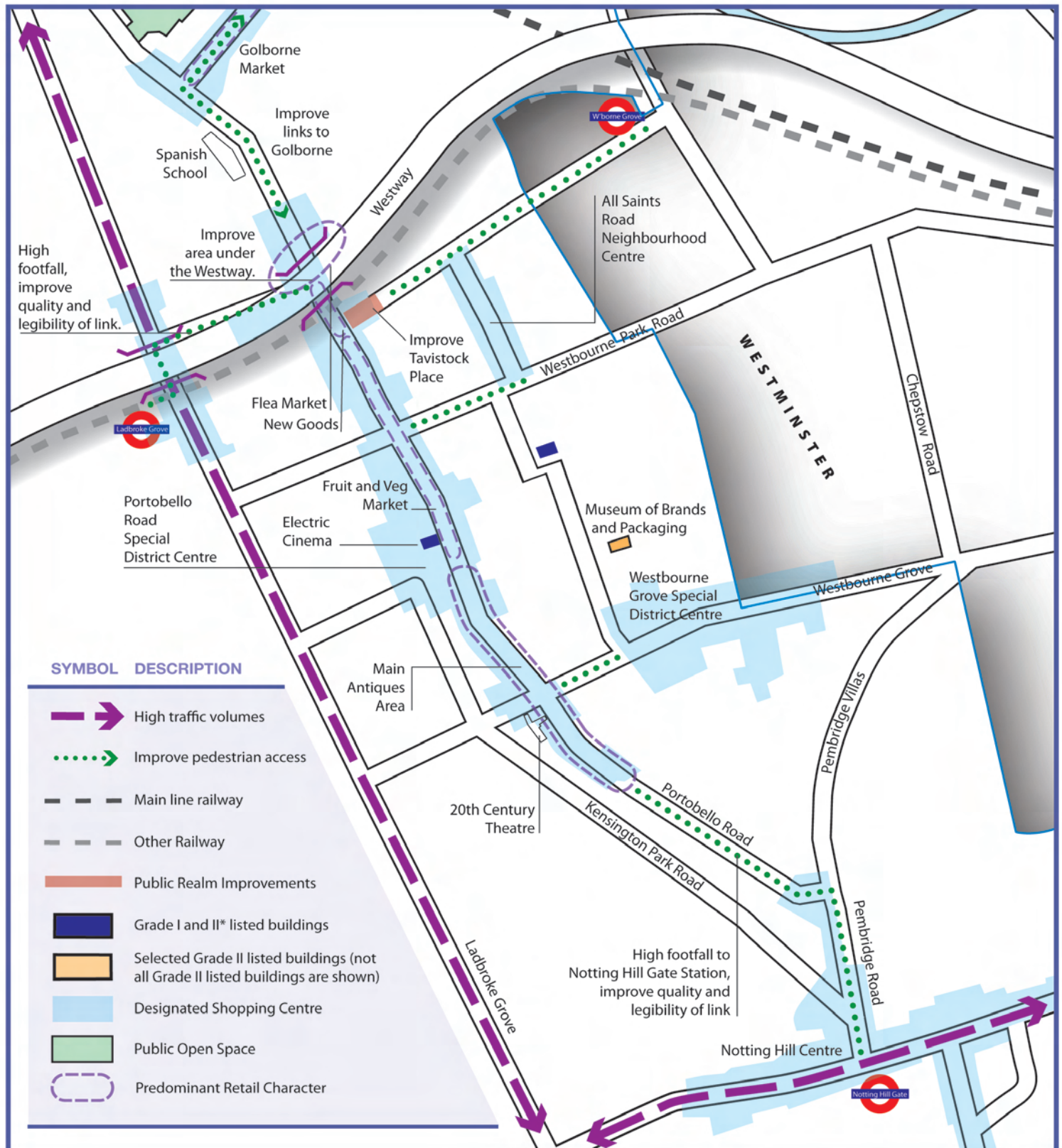
59 See Policy CF4, Street Markets, in Fostering Vitality Chapter 31.

60 See Policy CR1, Street Network, in An Engaging Public Realm Chapter 33. See also Policy CR3, Street and Outdoor Life, in An Engaging Public Realm Chapter 33 and CR4, Streetscape in An Engaging Public Realm Chapter 33



# 07 PORTOBELLO/NOTTING HILL

## Key Issues and Potential Opportunities





**7.3.6** This initiative will assist the Council's ambition to try to draw people north from Notting Hill Gate, past a 'renewed' Wornington Green, right up to Ladbroke Grove and a possible new Crossrail station in the Kensal area.

**7.3.7** The Council will use its planning powers to the full in protecting the special retail character of the centres, but the Council cannot use planning controls to specifically protect individual shops or a type of retailer. So, for example, permission is not required for a unit occupied by an antiques dealership, (be this an individual shop or part of an arcade), to be occupied by another type of 'shop'. It is the land owners who have the ultimate say as to whom they are willing to let their properties.

**7.3.8** The Council will continue to work with landlords to promote the diverse retail mix characteristic of the area, be this the antiques trade, the independent retailers or the local convenience store<sup>(61)</sup>.

**7.3.9** The Council can, however, use planning powers to resist shops changing to other non-shop uses, uses such as estate agents or restaurants. For this purpose, the Council will extend the primary retail frontage of the Portobello Road shopping centre to include the southern end of the Centre. The loss of any retail floorspace at ground floor level within this primary frontage will be resisted. This will assist in the protection of the highly-valued antique arcades from the transition to non-shop uses<sup>(62)</sup>.

**7.3.10** The Council will continue to lobby the Government to change the law to give local planning authorities the opportunity to offer the antique arcades better protection and to resist the loss of the small units most suitable for the independent retailer or the 'local shop'<sup>(63)</sup>.

**7.3.11** In order to maintain a supply of the type of units most suitable for the smaller independent retailer, the Council will resist the amalgamation of small shops into larger units within the Portobello Road wherever this is possible. The Council will also require any future large-scale retail

developments in the Portobello Road, were this seen to be appropriate, to include a mix of unit sizes, and where appropriate, 'affordable shops'<sup>(64)</sup>.

**7.3.12** The Council endorses initiatives by which it can take a pro-active role in enhancing the long-term retail health of Portobello Road. Improving links between Portobello Road and surrounding retail areas is important. Where opportunities arise, the Council will support the provision of more small retail units at ground floor level of the Portobello Road town centre<sup>(65)</sup>, particularly where these would help maintain the retail continuity of the street and support the needs of independent retailers. The Council will also look for opportunities to increase its own property portfolio, for it is only as a landowner that the Council can directly influence the nature of the shops on the Portobello Road. All shops owned by the Council are managed under the Council's Neighbourhood Shopping Policy, a scheme which allows us to provide affordable accommodation for independent retailers.

**7.3.13** Westbourne Grove is dependent on maintaining a high proportion of shops within it if it is to retain its position as a specialist shopping designation providing high end fashion retailing. The entire centre has therefore been designated as primary retail frontage<sup>(66)</sup>.

## Keeping Life Local

**7.3.14** Portobello Road in particular provides local shops and community services (such as health care) to local residents. The Council recognises the importance of this role and will work towards improving it. The initiatives set out within Fostering Vitality (Chapter 31) section to assist independent retailers are as relevant for the local shopkeeper (or service provider) as they are for the independent retailer. Both require the same thing, a unit which is affordable.

**7.3.15** In particular the Council will work with stakeholders to increase the provision of banks in the northern end of the Portobello Road town centre<sup>(67)</sup>.

61 See Fostering Vitality Chapter 31, Corporate and Partnership Action No.1.

62 See Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality Chapter 31.

63 See Fostering Vitality Chapter 31, Corporate and Partnership Action No.3

64 See Policy CF2, Retail Development within Town Centres, in the Fostering Vitality Chapter 31.

65 See Policy CF2, Retail Development within Town Centres, in the Fostering Vitality Chapter 31.

66 See Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality Chapter 31.

67 See Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local Chapter 30.



**7.3.16** The Council recognises the valuable role that the fruit and vegetable stalls play in meeting the day-to-day needs of local people and will continue to support this sector<sup>(68)</sup>.

## Renewing the Legacy

**7.3.17** The physical environments of Portobello Road and of Westbourne Grove are crucial to their character and their success. Designated conservation areas cover almost all of Portobello Road, Westbourne Grove and the surrounding area. Maintaining this historic fabric and ensuring that the limited opportunities for new development reinforce this character is essential. But so too is realising that this historic environment is a working retail street in the 21<sup>st</sup> century. New shopfronts, be these of a traditional or a modern design, must be of the highest quality and reflect the character of the shopping street. Shopfront grants are available from the Council to help achieve this aim<sup>(69)</sup>.

## An Engaging Public Realm

**7.3.18** The Council seeks the removal of all non-essential street furniture throughout much of the Borough. It does however, recognise that wayfinding is required within the Portobello Road to assist the many thousands of visitors<sup>(70)</sup>.

**7.3.19** The Council ~~is conducting a feasibility study to investigate the viability and cost of will~~ re-opening the Talbot Road underground WC.

## Better Travel Choices

**7.3.20** The area is served by three underground stations and good bus services. However, pedestrian routes and wayfinding from the stations and to neighbouring town centres is not as effective as it could be and will be improved.

**7.3.21** As an internationally-renowned tourist attraction, Portobello Road draws in huge numbers of pedestrians<sup>(71)</sup>. As a result pedestrians dominate the area on market days and vehicle traffic is light and slow moving. The Council will

continue to assess the need for improvements to the pedestrian environment to ensure it remains an attractive and vibrant area<sup>(72)</sup>.

## Diversity of Housing

**7.3.22** The Council supports initiatives to bring the vacant properties above shops back into residential use<sup>(73)</sup> ~~where this is not at the expense of existing town centre uses~~, to maintain activity after the shops and markets close. There are also high quality established residential areas immediately behind the street. These areas will continue to be supported<sup>(74)</sup>.

## Respecting Environmental Limits

**7.3.23** Much of the interest of the retail offer of the Portobello Road is derived from the fact that it is based on reused and recycled goods, be this exquisite antiques or vintage clothes. The Council supports initiatives to maintain this character and for Portobello Road to become one of the 'greenest' shopping streets in the country.

## 7.4 Delivery

### Development Management

**7.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30 – 36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Portobello/Notting Hill guides that decision making process, but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Portobello/Notting Hill is required.

68 See Policy CF3, Street Markets, in the Fostering Vitality 31. See also Fostering Vitality Chapter 31, Corporate and Partnership Action No.10.

69 See Policy CL2, New Buildings, Extensions and Modifications to Existing Buildings, in the Renewing the Legacy Chapter 34.

70 See Policy CR4, Streetscape, in An Engaging Public Realm Chapter 33.

71 See Policy CT1, Improving alternatives to car use, in the Better Travel Choices Chapter 32.

72 See Better Travel Choices Chapter 32, Corporate and Partnership Action No.5.

73 See Diversity of Housing Chapter 35, Corporate and Partnership Option Action No. 3.

74 See Policy CH1, Housing Targets, in the Diversity of Housing Chapter 35.



## Policy CP 7

### Portobello/Notting Hill

The Council will ensure the long term success of Portobello Road, with its antiques and street market, and Notting Hill as unique local and international centres by promoting their retail character and supporting small format retail units, more suitable for independent businesses and antiques arcades, and by improving wayfinding and access.

## Quantum of Development

**7.4.2** There are no strategic allocations within the Portobello/Notting Hill place.

## Infrastructure needs

**7.4.3** The following infrastructure<sup>(75)</sup> that would help deliver the vision for Portobello Road/Notting Hill has been identified:

- the provision of affordable shops, to enhance the distinct character of the Portobello Road centre and support the units most suitable for the independent retailer and for shops that can meet the day-to-day needs of residents of the area;
- pedestrian improvements to ensure the area remains attractive, vibrant and legible, and in particular to enhance the links between the Portobello Road and the surrounding centre;
- improvements to help close the gap between the Portobello Road Centre and Golborne;
- enhanced pedestrian links to Notting Hill Gate and Westbourne Grove.

## Future plans and documents

**7.4.4** Portobello Road Town Centre Action Plan identifying the priorities and timescale for actions to support the commercial vitality of the centre. This will not form a document within the LDF, being taken forward by the Council's Town Centre Initiatives Manager.

## Monitoring

**7.4.5** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Portobello/Notting Hill will be monitored in accordance with the output indicators identified in the Monitoring chapter.

**7.4.6** In addition, the following output indicators will be used to monitor the delivery of the vision for Portobello/Notting Hill:

- Number of independent retailers.
- Number of antiques arcades and antique shops.
- Number of shops serving the day-to-day needs of residents.
- Number of regularly occupied market pitches.
- Length of active market.
- Have initiatives to support market been delivered?
- Has the Council continued to lobby government to give antiques arcades better protection?
- Where suitable schemes have come forward, have any affordable shops been provided?
- Has a bank been provided in the centre?
- Has wayfinding in the area been improved?
- Has a town centre action plan for Portobello Road been written, and when it has, have the recommendations within it been implemented?



Portobello Road

75 See infrastructure schedule in Section 2c.



# Chapter 8 Westway

## 8.1 Introduction

**8.1.1** The Westway flyover was constructed between 1964 and 1970 to relieve congestion at Shepherd's Bush. It also resulted in a reduction in traffic on Ladbroke Grove.

**8.1.2** The trauma caused by the creation of this urban motorway flyover is still evident today, despite the passage of time. People still feel angry about the lack of consultation, and the compensation received for property purchase was not generous. The flyover has not been assimilated into the urban fabric, but still remains an alien imposition and gives rise to a number of physical and environmental problems.

**8.1.3** At Portobello Road the presence of the Westway Flyover provides a false signal to visitors to the area that the Portobello Road 'ends' at this point. The proposed installation of electricity points for the market pitches in the stretch of the Portobello Road north of the Westway could help to overcome this. The underside of the Westway has recently been painted white at Portobello Road, to help to improve the feel of the area. But more could be done here to enhance the quality of the environment and better integrate the area into its surroundings through the introduction of new uses and investment in the public realm, public art and lighting, which would help to turn the Westway from a 'liability' into an 'asset'.

**8.1.4** The oppressive atmosphere created by the flyover also affects the other roads and paths. At Ladbroke Grove, investment in public art has made a considerable difference in changing the ambiance. Similar approaches are needed at Bramley Road and St Mark's Road.

**8.1.5** Vehicles using the flyover produce a significant amount of noise and air pollution, which is detrimental to the residential amenity of the surrounding area. Pedestrians using the walking route north under the Westway can be sprayed with water from the road above as water spills over the barriers. There are a high number of illuminated advertising hoardings in the area, some excessively large and free standing, others attached to the sides of buildings. These advertising hoardings have a negative impact on the character of the Borough, as viewed from the Westway.

**8.1.6** In 1971 the Westway Development Trust was established, charged with delivering community based facilities within the area underneath the flyover (some 9ha or 23 acres), and stretching across the Borough from the West London Line in the west to Westbourne Park Underground Station in the east.

**8.1.7** The Trust owns and manages the Westway Sports Centre and Portobello Green Fitness Club, as well as an extensive portfolio of commercial property and workspace for local charities. The Trust is primarily involved in urban regeneration, education, arts and sports development, with a focus on access for those most in need. The remit of the community development work of the Trust is Borough-wide, and not restricted to the area around the Westway.

**8.1.8** As a community based regeneration organisation, the Trust aims to work in partnership with the local voluntary, public and private sectors. The Trust also provides project and support grants to local community organisations and education and training grants to local individuals.

**8.1.9** The Trust has produced a Business Plan for 2008-2013 and a Regeneration and Property Plan to 2020. These documents, revised in the light of the changed economic circumstances, set out the way in which the Trust aspires to make better commercial use of some of its property in order to raise funds to put into its community activities.

**8.1.10** In broad terms, the plans focus on consolidating the sports facilities at the western end, business and retail in the central stretch, and small units for business start-ups towards the east, which would be of particular benefit for cultural related activities.

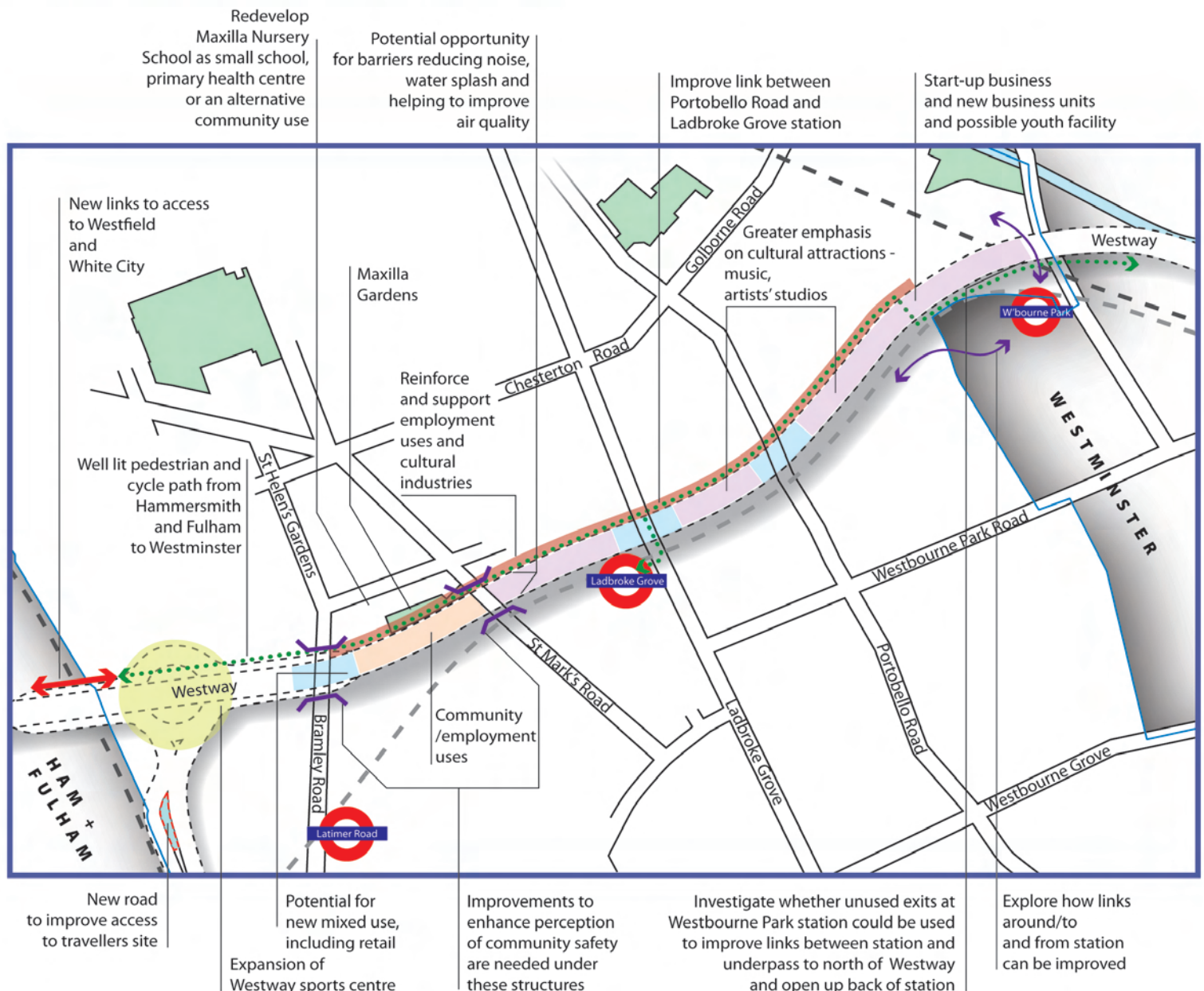
**8.1.11** An improved cycle and pedestrian path is also part of the plan, running along the length of the Westway linking Westminster with Hammersmith and Fulham. It would involve a new underpass under the West London Line to provide more convenient access to the development proposed at White City.

**8.1.12** The Council supports the charitable and community activities under the Westway and the Trust's ambition of using its property portfolio to subsidise these, while ensuring that this is not to the detriment of the wider interests of the area.



# 08 WESTWAY

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	Create new link		Main line railway
	Improve linkages/relationship		Other Railway
	Improve pedestrian access		Public Realm Improvements
	Employment Uses		Public Open Space
	Designated Shopping Centre		Community Uses



## 8.2 Vision

### CV 8

#### Vision for Westway in 2028

The Westway Flyover will no longer be an oppressive negative influence, but one which celebrates public art and creativity, using this and the land assets beneath the Flyover. Problems of community safety have been overcome, and improved pedestrian linkages have made the area under the Flyover into something wonderful.

## 8.3 Priorities for Action

**8.3.1** The priorities for action for Westway have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

### Renewing the Legacy and An Engaging Public Realm

**8.3.2** The legacy of the Westway is a hostile one to its 'host' neighbourhood. Ideally it would be removed, but it is recognised this is not a realistic proposition. Change therefore needs to be made in other ways. Through local development opportunities putting the right use in the right place (see Fostering Vitality below), securing appropriate contributions and planning obligations<sup>(76)</sup>, and creating a fund for community safety and public art improvements, this legacy can be mitigated, if not fully overcome.

**8.3.3** For example, the engineering structure of the Westway needs to be celebrated, with lighting and public art; there may be a role for 'hanging gardens'; the pathway alongside the units under

the Westway could be significantly improved as a piece of public art in its own right, along with better lighting and other community safety measures<sup>(77)</sup>.

**8.3.4** The existing gardens at Maxilla and Portobello Green are well liked and should be kept, but the overall safety of the area needs improving.

**8.3.5** High level advertisements have been erected by the Westway Trust at the Westway Roundabout. The Council refused advertisement consent, which was granted on appeal. The erection of the advertisements has had a negative impact on the wider area. The Council will continue to oppose advertisements which have a negative impact on the area and take all opportunities to have the existing hoardings removed.

**8.3.6** Improved wayfinding is needed, to and from the stations and Portobello Road Market<sup>(78)</sup>.

### Better Travel Choices

**8.3.7** The creation of a new underpass under the Westway will allow the footpath and cyclepath that runs alongside the units under the Westway to be extended across the West London Line to connect with White City. This will need to take full account of public safety impact and should be provided as part of the development at White City and Latimer. Similar means to overcome the rail and road barriers for cycle access to Westminster also need to be found.

**8.3.8** There are stations at Ladbroke Grove and Westbourne Park and opening up the back entrance at Westbourne Grove would be beneficial. Both stations are expected to be made step-free by 2015. Extending cycle and pedestrian links to these stations will also be promoted<sup>(79)</sup>.

### Fostering Vitality

**8.3.9** The land uses under the Westway are crucial to the area's success. They are also a way in which the Westway Development Trust can raise funds to cross-subsidise its charitable and

76 s106 Planning Obligations may be used to help mitigate the specific impact of a development where it would generate additional needs e.g. on community infrastructure. Standard charges are calculations and measurements of the level of contribution likely to be sought by a local planning authority towards infrastructure necessitated by new development. The Government has encouraged the use of formulae and standard charges, and pooling of contributions, where appropriate.

77 See Policy CR1, Street Network; Policy CR3, Street and Outdoor Life; and Policy CR4, Streetscape in the Engaging Public Realm Chapter 33.

78 See Policy CL1, Context and Character in the Renewing the Legacy Chapter 34; Policy CR1, Street Network; Policy CR2, Three-Dimensional Street Form; Policy CR3, Street and Outdoor Life; and Policy CR4, Streetscape in the Engaging Public Realm Chapter 33.

79 See Policy CT1, Improving Alternatives to Car Use in the Better Travel Choices Chapter 32.



community activities, but the Council will continue to refuse planning permission or advertisement consent for any land usage such as illuminated advertising hoardings, which damage the built environment **even further**.

**8.3.10** The western end of the Westway will retain its focus on sports. There are retail and commercial letting opportunities in the central stretch. There is scope for a new supermarket **or other uses that provide an active street frontage** where Bramley Road passes under the Westway. There is scope to improve the frontages to align them with the street. At St Mark's Road, an appropriate use is harder to identify as the site is smaller, but it must have windows and actively overlook the street to improve perceived community safety. The balance between commercial and community uses needs to be carefully addressed.

**8.3.11** At Ladbroke Grove a licensed use is far from ideal, because of the potentially intimidating effect it has on the area in the evening. However, this is a prime site for the Westway Trust. The Trust might like to consider an alternative use that does not have the same negative effect on the area.

**8.3.12** The eastern end of the Westway should offer small commercial start-up workshop units. Signage and visibility of these units needs to be improved, so that local people know what services are available locally. The skate park adds to the vitality of the area, but does not tend to serve local children. There would therefore be scope for this to become small business workshop space in the future, which could help to foster the development of the existing cultural industries cluster in the north of the Borough.

**8.3.13** The Council will support initiatives to help unify the Portobello Road and Golborne Road markets and which will draw visitors north up the Portobello Road to Golborne Road. The Council is undertaking a feasibility study to assess what actions should be taken to assist in this ambition. These actions may include the provision of electricity points in this part of Portobello Road to make life easier for market traders and their customers. It may also include injecting more life into the area with the use of the blank wall as an

ever changing outdoor exhibition space for young artists, although at present it is not clear how this might be delivered<sup>(80)</sup>.

## Keeping Life Local

**8.3.14** The Westway Trust supports a range of local voluntary organisations, thus helping to enable the continued financial health of the Trust is an important part of keeping life local.

**8.3.15** ~~The Trust has gained planning permission for a school where the Maxilla Nursery is, and other community uses would also be appropriate for this site. The Trust has gained planning permission for a school where the Maxilla Nursery is, and a health centre would be another desirable use for this site~~<sup>(81)</sup>.

**8.3.16** Further youth facilities are required, but the location and funding for these is not clear. It is important that facilities are provided for all ages.

**8.3.17** A new secondary school will be provided in the north of the Borough. Providing good safe pedestrian and cycle access under the Westway for school pupils further raises the importance of overcoming the community safety issues of the Westway<sup>(82)</sup>.

## Respecting Environmental Limits

**8.3.18** Poor air quality from the pollution from vehicular traffic on the Westway is an issue. This is more serious for the houses a little way from the Westway, rather the land adjacent to the units under the Westway, as the structure acts as a protective barrier. However, the entire Borough is an Air Quality Management Area, and therefore all development proposals must have regard to the Council's Air Quality Management Plan.

**8.3.19** The Council will also campaign for the use of barriers and low noise road surfacing along the Westway to help mitigate noise from vehicles and reduce splashing rainwater onto pedestrians passing beneath the Flyover<sup>(83)</sup>.

80 See Policy CF5, Location of Business Uses; Policy CF6, Creative and Cultural Businesses; and Policy CF7, Arts and Culture Uses in the Fostering Vitality Chapter 31.

81 See Policy CK3, Walkable neighbourhoods and Neighbourhood Facilities in the Keeping Life Local Chapter 30.

82 See Policy CK1, Social and Community Uses; and Policy CK2, Local Shopping Facilities in the Keeping Life Local Chapter 30.

83 See Policy CE1, Climate Change; Policy CE5, Air Quality; and Policy CE6, Noise and Vibration in the Respecting Environmental Limits Chapter 36.



## Diversity of Housing

**8.3.20** The Westway cuts through some Victorian residential areas, which include a mix of family housing and conversions to smaller units. To the west, the land south of the Westway is predominantly post war social rented housing estates. Improving the perception of community safety in relation to the Westway is therefore important for the better functioning of these residential areas.

**8.3.21** The Westway Travellers' site is accessed from under the Westway Roundabout, near the Westway Sports Centre. This site has been used as a gypsy and travellers site for many years. Improving access to the site is a current ambition of the Council. The Council is also committed to exploring options to provide additional gypsy and travellers pitches in this area<sup>(84)</sup>.



Westway Stables Riding School

## 8.4 Delivery

### Development Management

**8.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Westway guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Westway is required.

#### Policy CP 8

##### Westway

The Council will ensure the negative impacts of the Westway are ameliorated by requiring development to include appropriate measures to improve the quality of the environment.

### Quantum of Development

**8.4.2** There are no strategic site allocations within the Westway. A site (Maxilla Nursery School) has been identified as a potential redevelopment site for a small school or primary healthcare facility. A new road, to improve access to the Westway Travellers' site, and a site on Bramley Road which has potential for a small supermarket (less than 1000m<sup>2</sup> or 10,800ft<sup>2</sup>) provide additional development opportunities. The land along and under the Westway itself offers a number of opportunities for community use developments, and business opportunities.

### Infrastructure Needs

**8.4.3** The following infrastructure is specifically required to deliver the vision for the Westway:

- lighting and public art along the Westway, including hanging gardens, and environmental improvements;
- Primary Care facilities;
- improved access to Westway Travellers' Site, including additional pitches if need is identified

84 See Policy CH2, Housing Diversity in the Diversity of Housing Chapter 35.



at London Plan level, and brought forward through relevant DPD.

## Future Plans and Documents

**8.4.4** An SPD will be prepared for the Westway, developing the Core Strategy requirements further and continuing to take account of the aspirations of the Westway Development Trust, and those of the local community.

## Monitoring

**8.4.5** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for the Westway are monitored in accordance with the output indicators identified in Chapter 38.

**8.4.6** In addition, the following output indicators will be used to monitor the delivery of the vision for the Westway:

1. Has the 'gap' in activity in Portobello Road beyond the Westway been closed, through initiatives such as public art, wayfinding and environmental improvements?
2. Have improvements at Bramley Road and St Mark's Road been made through public art?
3. Has an improved cycle and pedestrian path running the length of the Westway been created?
4. Have community safety problems been overcome?
5. Have Maxilla Gardens and Portobello Green been maintained and improved?
6. Have access to Ladbroke Grove and Westbourne Park stations been improved?
7. Has necessary enforcement action been taken against advertisement hoardings, which have a negative impact on the area, on the Westway?
8. Have cultural industries taken advantage of small business workshop space provided to the eastern end of the Westway?
9. Has access to the Westway Travellers' site been improved, and options to provide additional gypsy and travellers pitches been explored?



Westway Flyover



# Chapter 9 Latimer

## 9.1 Introduction

**9.1.1** The area, once known as Brickfields, dates back to the early 1780s showing that the locality was an industrial area for brick making, pottery and raising pigs. These uses remained until the late 19th century.

**9.1.2** Post-war development was dominated by the construction of the Westway Flyover and West Cross Route in the 1960s. This led to poor connections and a sense of isolation making residents feel unsafe to walk through the area.

**9.1.3** The area is now made up of large post-war housing estates, which were the products of well-intentioned comprehensive redevelopment schemes that sought to provide instant improvements in housing standards for many hundreds of local residents. These housing estates were characterised by contemporary built forms that largely ignored the long-standing patterns of finely-grained buildings, streets and spaces and imposed a new hierarchy based around large-scale buildings. Streets were blocked off, footpaths were moved above ground level and open space segregated into off-street parking, grassed plots and tarmac playpens. Buildings lost their close connection with the public realm, losing the traditional relationship between homes and the street. The construction quality of these buildings is also questionable and has given rise to ever-increasing maintenance expenses.

**9.1.4** The area is poorly served in terms of amenities. There are no local shopping centres within the Latimer area and only a small selection of convenience shops next to the Latimer Road Station. On the other hand, the area is served by a wide range of sports facilities. The Council runs the Kensington Sports Centre and the Westway Development Trust runs the Westway Sports Centre. Both of them provide a number of different facilities for the local residents to use.

**9.1.5** The opportunity now exists to tackle past mistakes, reinvent the traditional urban street pattern, and build a better quality environment in Latimer.

## 9.2 Vision

### CV 9

#### Vision for Latimer in 2028

Latimer will have been rebuilt, in a phased way, to a new street pattern. It will be a place that focuses on the provision of high-quality services through excellent architecture and urban design. It will provide accessible and adaptable spaces that are valued and used by the local community. New development, including a new neighbourhood shopping centre, will be located around Latimer Road Station. There will be clear links to Ladbroke Grove and White City. A community sports centre with a swimming pool will be retained in the area and a new academy will be established.

## 9.3 Priorities for Action

**9.3.1** The priorities for action for Latimer have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

### Renewing the Legacy and an Engaging Public Realm

**9.3.2** Post-war redevelopments removed the traditional street pattern. The streets in the area are very confusing, with no direct or clear links within the area from Latimer/Bramley Road to Ladbroke Grove, Kensington Sports Centre or the Westway Sports Centre.

**9.3.3** Achieving a new network of streets will require proactive planning so that the development is not carried out in a piecemeal fashion. It will need to include:

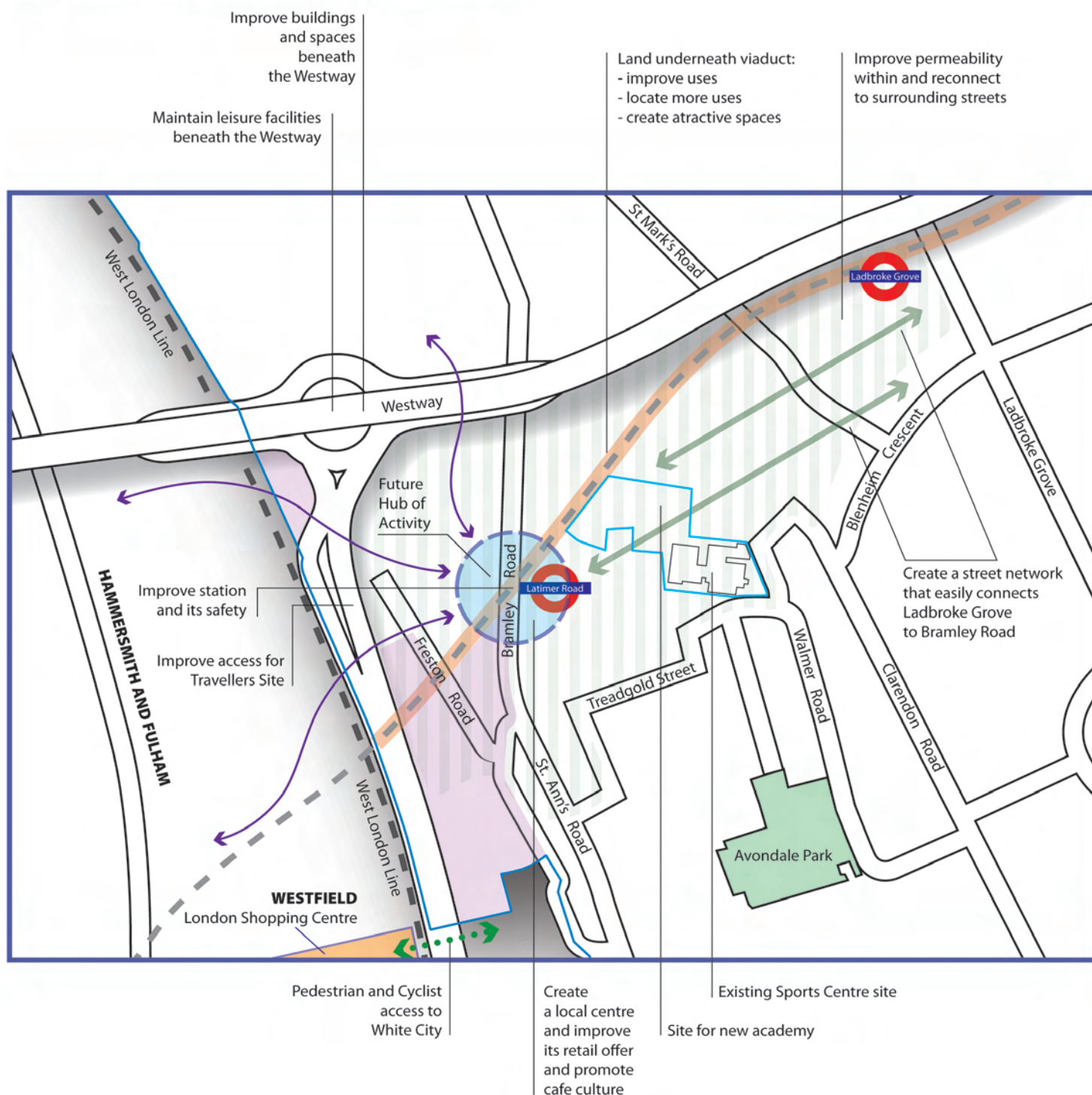
- improved connectivity within the area to Ladbroke Grove, under the Westway to the north and into White City<sup>(85)</sup>;

85 See Policy CR1, Street Network, within An Engaging Public Realm Chapter 33. See also An Engaging Public Realm, Corporate and Partnership Action 1.



# 09 LATIMER

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

↔ Improve linkages/relationship

Employment Uses

Designated Shopping Centre

Main line railway

Other Railway

Public Realm Improvements

Improve permeability

Public Open Space

Strategic development sites, allocated in the Core Strategy



- reconfiguration of the area to establish good street connectivity by reinstating a traditional street pattern<sup>(86)</sup>;
- visual improvements to the rail and road viaducts to make them more attractive.

**9.3.4** The Council will also use this opportunity to improve the provision of accessible public open space in the area<sup>(87)</sup>.

**9.3.5** The Council has undertaken some initial feasibility work to test the implications of a long term redevelopment of the area. This has shown that a long term plan can deliver significant benefits in terms of the way the area works over a 20 year period, but is challenging financially especially in the early years. The Council will therefore continue to explore the potential for the area via a planning framework and masterplan<sup>(88)</sup>. This would be prepared with the active involvement of local people.

**9.3.6** While this long-term planning is being undertaken, regeneration will be initiated in the area of the Freston Road garages, where consent for affordable residential units has previously been granted. This phase is intended to produce a minimum of 63 units of affordable housing and a new children's centre, in line with the s106 agreement requirement here. But the potential to create additional housing here, along with improved public space and facilities will be explored too.

**9.3.7** In carrying out this initial phase care will be taken to ensure long term opportunities are not prejudiced.

## Diversity of Housing

**9.3.8** There are more than 1800 homes within the area, many of which are in Council ownership. The Council's freehold ownership extends to approximately 1,700 residential units (of which approximately 340 are leasehold), leisure facilities, operational and commercial properties.

**9.3.9** The way the Government funds social housing and the ongoing need for capital investment means that the Council is carrying out a review of various housing options. One way of raising funds to provide good-quality homes for existing tenants is through the provision of additional private housing on existing Council-owned housing estates<sup>(89)</sup>.

**9.3.10** A specific development proposal exists for the Freston Road Garage Area. This is linked to the planning permission that was granted in 2008 for Holland Park School, and to comply with that planning permission has to be built by 2014. It will provide 63 affordable units. The Council will be working with Housing Associations to deliver this development, and will be ensuring that in delivering these houses, opportunities are taken in the surrounding area to improve the area and the way it functions.

## Keeping Life Local

**9.3.11** There are few local shops in the area. A new local shopping centre is needed to allow residents to have the shops and services they need within a short walk<sup>(90)</sup>. Good open space and community facilities will also be expected in any new development<sup>(91)</sup>.

**9.3.12** There is only one secondary school in the north of the borough and it largely serves the Catholic community. The majority of secondary age pupils are obliged to leave the area either travelling south to the heavily over-subscribed Holland Park School or to other schools in Westminster or Hammersmith and Fulham. The Council believes a new academy of the highest academic standards, needs to be provided in North Kensington<sup>(92)</sup>. The Council has identified the site in the heart of the Latimer area, between Grenfell Tower and Lancaster Road, next to the Hammersmith and City Line and the sports centre, as the site for the

86 See Policy CR1, Street Network, and CR2 Three-Dimensional Street Form within An Engaging Public Realm Chapter 33.

87 See Policy CR5, Parks, Gardens, Open Spaces and Waterways within An Engaging Public Realm Chapter 33.

88 This will take the form of either an Area Action Plan or as a Supplementary Planning Document.

89 See Policy CH2 Housing Diversity within Diversity of Housing Chapter 35. See also Diversity of Housing, Corporate and Partnership Action 2.

90 See Policy CF1 Location of New Shop Uses within Fostering Vitality Chapter 31. See also Fostering Vitality, Corporate and Partnership Action 3.

91 See Policy CK1 Social and Community Uses within Keeping Life Local Chapter 30, and Policy CR5, Parks, Gardens, Open Spaces and Waterways within An Engaging Public Realm Chapter 33.

92 See Keeping Life Local, Corporate and Partnership Actions 4, 8 and 9.



academy<sup>(93)</sup>. Preliminary feasibility work has been undertaken, and a bid is being prepared to the Government for funding.

**9.3.13** The area also has one of the Council's two sports centres, as well as the Westway Sports Centre. As part of the proposed redevelopment of the Kensington Sports Centre there is an option to expand the existing Westway Sports Centre by bringing both leisure facilities together. This option would retain the sport and recreation offer in the area. The Council is committed to ensuring that the existing sports facilities in the area are not degraded. This commitment includes the continued provision of a swimming pool, whether this be retained in situ or re-provided elsewhere in the vicinity<sup>(94)</sup>.

## Fostering Vitality

**9.3.14** Some of the estates in this area have proved that underutilised areas can be reused positively. Baseline business studios have a number of units located in former garages of the Lancaster West Estate. The Council supports mixed uses of this nature, but will ensure that such uses do not impact adversely on the residential amenity and character of the estate<sup>(95)</sup>.

**9.3.15** The Monsoon and TalkTalk organisations have recently completed purpose-built headquarters in Freston Road. This has changed the nature of the area, and provides a greater stimulus for local shopping.

**9.3.16** The Freston Road/Latimer Employment Zone has retained much of its original industrial character with a small number of motor trade and storage uses located alongside a range of media related uses. As much of the Borough is residential, the Employment Zone offers low-cost, flexible space for small businesses and light industrial uses for residents. The Council will continue to protect the Freston Road/Latimer Road Employment Zone for these low-cost uses<sup>(96)</sup>.

## Better Travel Choices

**9.3.17** This part of the Borough is poorly served by public transport compared to other parts of the Borough. The Hammersmith and City Line has lower frequencies than most other lines, but this is about to be upgraded. The Council will work with Transport for London to mitigate the impacts of these additional trains on nearby dwellings<sup>(97)</sup>.

**9.3.18** Improvements to pedestrian links over the West Cross Route and West London Line<sup>(98)</sup> could greatly improve access to the public transport network by opening up the underground and bus services to the west. Estate renewal would result in a legible, accessible and attractive environment for pedestrians by reintroducing a street pattern more typical of the Borough<sup>(99)</sup>.

## Respecting Environmental Limits

**9.3.19** Air quality, dust and noise are significant issues in this part of the Borough because of the Westway Flyover and the West Cross route. There will be opportunities to establish district energy sources and other technology which significantly reduces demand on finite resources<sup>(100)</sup>. Further to this, the Council supports initiatives set out in the Air Quality Action Plan and encourages proposals and design solutions which will improve air quality through low emission strategies.

## 9.4 Delivery

### Development Management

**9.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weight different policies against one another in a particular case. The Vision set out for Latimer guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Latimer is required.

93 See the North Kensington Sports Centre strategic site allocation.

94 See Policy CK1 Social and Community Uses within Keeping Life Local Chapter 30. See also An Engaging Public Realm, Corporate and Partnership Action 8.

95 See Policy CF5 Location of Business Uses within Fostering Vitality Chapter 31.

96 See Policy CF5 Location of Business Uses within Fostering Vitality Chapter 31.

97 See Better Travel Choices, Corporate and Partnership Actions 1 and 2.

98 See Better Travel Choices, Corporate and Partnership Action 3.

99 See Policy CR2, Three-Dimensional Street Form within An Engaging Public Realm Chapter 33.

100 See Respecting Environmental Limits, Corporate and Partnership Action 4.



## Policy CP 9

### Latimer

The Council will ensure the long term regeneration of Latimer by requiring development to positively contribute to the regeneration of the area, and resisting development which prejudices long term regeneration opportunities and which undermines the role of the employment zone.

## Quantum of Development

**9.4.2** The Council has allocated the North Kensington Sports Centre as a Strategic Site (Chapter 23). The allocation is for a new academy (with a floor area no less than 6,000m<sup>2</sup> or 64,600ft<sup>2</sup>), the retention of the existing sports centre, or its relocation within the vicinity; external recreation facilities; and element of residential development depending on the layout of the site, and the incorporation of Combined Cooling Heat and Power network. In addition, the Freston Road Garage Site will deliver 63 affordable residential units.

## Infrastructure needs

**9.4.3** The following infrastructure<sup>(101)</sup> that would help deliver the vision for Latimer has been identified:

- a new academy serving the north of the Borough to address the under supply of school places;
- the academy will have its own sports facilities, including external sports pitches;
- provision of a public sports centre (be this retained in situ or relocated), which offers equivalent sports facilities to the existing centre, including a swimming pool;
- upgrading of the Hammersmith and City Lines to improve public transport provision in the area;
- improvements to pedestrian links over the West Cross Route and West London Line to improve access to the public transport network;
- co-ordinating of health premises to better align service provision.

## Future plans and documents

**9.4.4** The Council will prepare a masterplan and Area Action Plan to explore the potential for the area.

## Monitoring

**9.4.5** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for the Latimer Place will be monitored in accordance with the output indicators identified in the Monitoring chapter.

**9.4.6** In addition, the following output indicators will be used to monitor the delivery of the vision for Latimer:

- Has redevelopment of Latimer area occurred in a way which significantly improves the area's legibility?
- Have pedestrian and cycle links been improved in the area, in particular across the railway to the White City area?
- Have visual improvements been made to existing road and rail viaducts?
- Has the provision/ quality of open space in the area been improved?
- Has a new neighbourhood shopping centre been delivered in the Latimer area?
- Has a new academy been delivered in the area?
- Has the sports centre been redeveloped, with an improvement in the facilities available?

101 See infrastructure schedule in Section 2c.



# Chapter 10 Earl's Court

## 10.1 Introduction

**10.1.1** Earl's Court has a 'village' feel. That does not mean that it has medieval roots, it is largely Victorian. It has a strong sense of place, and the largely residential environment is supported by a good mix of 'day-to-day' uses. But it also contains the Earl's Court Exhibition Centre, one of London's top music, exhibition and conference venues. So Earl's Court, like so many places in Kensington and Chelsea, fulfils both a local and a London-wide role as a distinctive cultural brand.

**10.1.2** Earl's Court ~~Neighbourhood Town~~ Centre, on Earl's Court Road by the eastern entrance to the underground station, provides a range of shops, restaurants, cafés and pubs, primarily meeting the needs of people that live in the area. Its important local role ~~is will be~~ recognised in the Core Strategy revised edition of the London Plan where it is likely to be classified as a Neighbourhood Shopping Centre. The quality of the town centre is ~~severely disrupted shattered~~ by the one-way south-bound traffic, which forms part of the Earl's Court ~~One-Way~~ System, stretching from Shepherd's Bush in the north to Chelsea Embankment in the south. The one-way system travels north up Warwick Road, and degrades the residential environment of that street. The Cromwell Road also acts as a significant barrier to pedestrians.

There are 5 sites along the west of Warwick Road and north of Cromwell Road where significant change is planned. This is likely to be in the form of a mixed use development, with increased provision of open space and education facilities. The sites are allocated as a Strategic Site, considered in Chapter 25.

**10.1.3** Earl's Court is well served by public transport. It is one of the main underground interchanges in the Borough. West Brompton Station provides an interchange with the West London Line. The area is also well served by buses, although using buses can be confusing because of the one-way system. The one-way system also ~~creates makes for~~ a poor pedestrian environment.

**10.1.4** Earl's Court is largely residential, with a range of different property types. It has a relatively high concentration of private-rented ~~houses~~ and of social housing, which are well integrated with the private housing stock.

**10.1.5** There ~~are is~~ at present no obvious ways to get from the Exhibition Centre to the ~~Neighbourhood Town~~ Centre with the underground station separating rather than connecting these two parts of Earl's Court.

**10.1.6** Earl's Court Exhibition Centre plays a very important role locally and on a London-wide basis. The Exhibition Centre will be hosting the 2012 Olympic volleyball tournament and, apart from some sensitive improvements to access and servicing, no major ~~redevelopment changes are is~~ planned before this date. After 2012, however, the landowners plan to redevelop the site. The Earl's Court Exhibition Centre Site extends into the neighbouring London Borough of Hammersmith and Fulham where it forms part of the Earl's Court ~~and~~ West Kensington ~~and North Fulham~~ Regeneration Opportunity Area, designated in the draft London Plan 2009 and where the preferred option is for a phased redevelopment, based on West Kensington and Gibbs Green estates, over 20 years. The two boroughs, Mayor of London and the landowners have been in discussions regarding a comprehensive regeneration and improvement scheme. The landowners will work with the planning authorities of both boroughs, Mayor of London, key local stakeholders and the local community to establish how this can be achieved.

**10.1.7** Earl's Court lacks public open space, although the Brompton Cemetery is just to the south. This is one of the largest green spaces in the Borough at 16.5 hectares (40.8 acres). ~~The Council is working with the Royal Parks to take over the ownership of the cemetery. Investigations have been made regarding the possible transfer of Brompton Cemetery to the Council.~~



## 10.2 Vision

### Vision for Earl's Court in 2028

By ~~unravelling~~returning the one-way system to two-way working, reducing the traffic flow, and improving the pedestrian environment, the western edge of the Borough will be reintegrated and Earl's Court ~~Neighbourhood~~town-cCentre will be able to blossom, offering an attractive 'urban-village' environment which local residents can enjoy. The function of the ~~town~~ centre will be reinforced by improved links a new good direct connection to the ~~current~~ Exhibition Centre, which should be developed for mixed uses with a significant convention, exhibition or cultural use that is at least a national destination at its heart. Earl's Court site will therefore retain its important ~~function~~ London-wide role as a distinctive cultural brand, but also and will be transformed into a new vibrant urban quarter. New residential-led mixed use development along Warwick Road will further reinforce this urban quarter, which will include new open space and a new school.

The area will continue to offer a wide range ~~of~~ types of residential accommodation and will include community infrastructure to support local life. Streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road will transform the environment, making it more pleasant for pedestrians and residents, ~~and~~ marking the arrival of the A4 in Central London.

## 10.3 Priorities for Actions

**10.3.1** The priorities for action for Earl's Court have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

## Better Travel Choices

**10.3.2** The priority is returning the unravelling of the one-way system to two-way working, as part of the redevelopment of the Exhibition Centre site<sup>(102)</sup>. The on-site road pattern and connections resulting from the redevelopment must be designed with regard to significantly improving traffic circulation in the surrounding area, and on primary routes in the London Borough of Hammersmith and Fulham and the Royal Borough, such that it enables the investigation of and contributes to returning delivery of the unravelling of the Earl's Court ~~One-way~~ System to two-way working, for which initial feasibility work has already been undertaken. No funding for this project is at present allocated by Transport for London. The Royal Borough will therefore work in partnership with Transport for London amongst others regarding its delivery.

**10.3.3** Pedestrian movement across West Cromwell Road will be improved, particularly at the junction with Warwick Road, as well as improvements to the pedestrian environment on Warwick Road north of West Cromwell Road<sup>(103)</sup>.

**10.3.4** Transport for London and the Greater London Authority (GLA) are partners in the planning and delivery of the future development in the wider Earl's Court and West Kensington Opportunity Area site. The Council will work in partnership with these organisations ~~m~~ to overcome transport constraints on the development, while safeguarding the operational railway.

**10.3.5** The Council will also consider the potential for improved accessibility from the West London Line to the underground network<sup>(104)</sup>.

## Renewing the Legacy and Fostering Vitality

**10.3.6** Most of the area falls within conservation areas and there are a number of listed buildings, including Earl's Court Station and St. Cuthbert's Church in Philbeach Gardens (Grade II\*). Maintaining this legacy is crucial to the future success of Earl's Court<sup>(105)</sup>.

102 See Corporate or Partnership Action 4, in the Better Travel Choices Chapter 32.

103 See Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local Chapter 30. See also Corporate or Partnership Actions 1 and 2, in the Better Travel Choices Chapter 32.

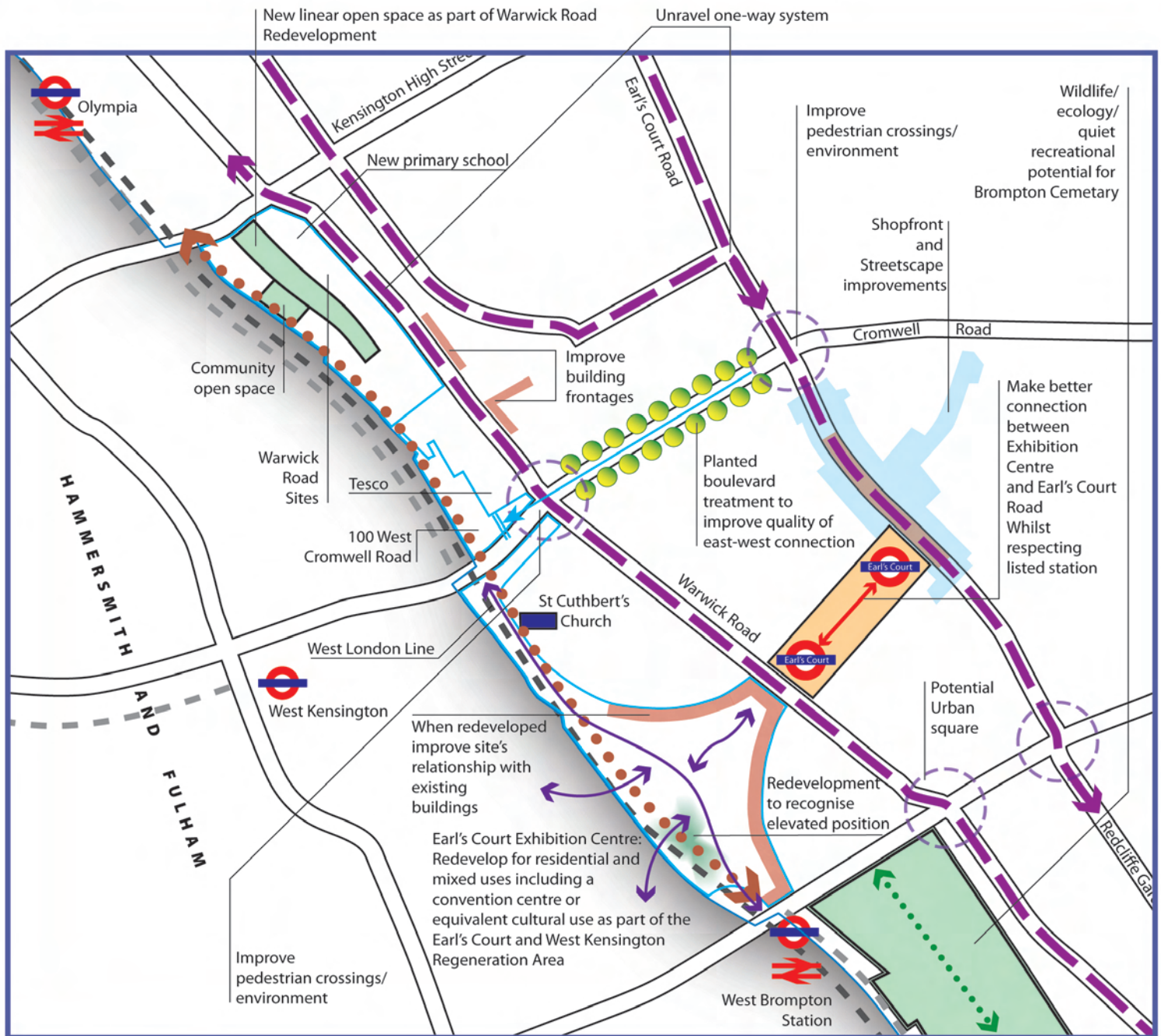
104 See Policy CT1, Improving alternatives for car use, and Policy CT2: New and Enhanced Rail Infrastructure, in the Better Travel Choices Chapter 32.

105 See Policy CL1, Context and Character, and Policy CL4, Historic Assets, in the Renewing the Legacy Chapter 34.



# 10 EARL'S COURT

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	Create new link		High traffic volumes		Improve cycle access
	Improve linkages/relationship		Improve pedestrian access		Vista
	Grade I and II* listed buildings		Main line railway		Public Open Space
	Selected Grade II Listed Buildings (not all Grade II listed buildings are shown)		Other Railway		Strategic development sites, allocated in the Core Strategy
	Designated Shopping Centre		Public Realm Improvements		



**10.3.7** The redevelopment of the Earl's Court and West Kensington Opportunity and North Fulham Regeneration Area provides an opportunity to create a legacy for the future<sup>(106)</sup>. It also offers the potential for regeneration of both North End Road, located within the London Borough of Hammersmith and Fulham, and ~~of~~ Earl's Court Neighbourhood local Centre in the Royal Borough.

**10.3.8** Key to the long-term success of the area is the redevelopment of the Exhibition Centre. Earl's Court, ~~however~~, must retain its long standing ~~brand~~ role as an important cultural destination. This may be in the form of an International Convention Centre within the existing Earl's Court ~~or and~~ Olympia complexes. If it is located at Olympia (in the same ownership as Earl's Court Exhibition Centre), then a significant cultural facility use that is at least a national destination should be provided within the wider Earl's Court and West Kensington Opportunity Area, site to continue the long standing Earl's Court brand of a tradition of some form of national public cultural destination in this location. It is expected that this will be located within the most public transport accessible part of the Opportunity Area this will be in the locus of Earl's Court<sup>(107)</sup>.

**10.3.9** There is a heavy concentration of hotels in Earl's Court. Following the Olympics, some of these existing hotels could be converted into residential accommodation<sup>(108)</sup>.

## Keeping Life Local

**10.3.10** Earl's Court Neighbourhood Town Centre provides local shops and community services to residents, such as health care and a post office. The Council recognises the importance of this shopping centre to cater for local needs and will work to improve it<sup>(109)</sup>. Community facilities will be provided as part of the developments at 100 West Cromwell Road and the Warwick Road sites, including a new primary school at the northern end of Warwick Road. The Council will support the

Primary Care Trust's ambition for better health facilities within the Earl's Court Town Neighbourhood Centre<sup>(110)</sup>.

The area of Earl's Court and West Kensington Opportunity Area is currently deficient of access to neighbourhood or higher order shopping facilities. The Council will therefore support a new neighbourhood centre in this location, supporting the day to day needs of the development.<sup>(111)</sup> However, this new centre must not compete with other existing centres.

**10.3.11** Facilitating the connection of any redevelopment of the ~~wider~~ Earl's Court and West Kensington Opportunity Area site to the Earl's Court Neighbourhood Town Centre is important in realising the regenerative potential of the scheme.

## Diversity of Housing

**10.3.12** Earl's Court must retain the diversity of housing tenure, which it currently enjoys. Residential development in Earl's Court must deliver a mix of housing to reflect local and boroughwide need. There are significant new housing projects at 100 West Cromwell Road alongside Tesco, and further north in Warwick Road. Guidelines have been prepared for the Warwick Road se sites. In addition, ~~over~~ the Earl's Court and West Kensington Opportunity Area and North Fulham Regeneration Area it may deliver a minimum of be possible to achieve over 2,000 new dwellings. Establishing the exact development capacity is subject to dependant on further detailed work relating to design and transport capacity ation accessibility<sup>(112)</sup>.

## An Engaging Public Realm

**10.3.13** Earl's Court Road is in need of improvement, including new shop frontages, better building maintenance and a reduction and rationalisation of street clutter.

106 See Policy CL1, Context and Character and Policy CL4, Historic Assets in Renewing the Legacy Chapter 34, and Policy CR1, Street Network, and Policy CR2, Three-Dimensional Street Form, in the An Engaging Public Realm Chapter 33.

107 See Policy: CF7: Arts and Cultural Uses, in the Fostering Vitality Chapter 31 and Policy CK1, Social and Community uses, in the Keeping Life Local Chapter 30. See also the Earl's Court Strategic Site Allocation Chapter 26.

108 See Policy CF8, Hotels, in the Fostering Vitality Chapter 31.

109 See Corporate or Partnership Action 1 in the Keeping Life Local Chapter 30.

110 See Policy CK1, Social and Community uses, and Corporate or Partnership Action 6, in the Keeping Life Local Chapter 30. See also Policy CF2, Retail Development within Town Centres and Policy CF3, Diversity of uses within Town Centres in the Fostering Vitality Chapter 31.

111 See Policy CF1, Location of New Shops

112 See Policy CH1, Housing Targets, Policy CH2, Housing Diversity, and Policy CH3, Protection of Residential Uses, in the Diversity of Housing Chapter 35.



**10.3.14** The sites located in Warwick Road will have an important role in providing public open space, an improved streetscape and community facilities<sup>(113)</sup>.

**10.3.15** ~~Returning Unravelling~~ the one-way system ~~to two-way working~~ is central to improving the public realm and the Council will support the reinstatement of two-way working and significant enhancements to the streetscape. Improvements have been made to the street environment in many of the streets surrounding the Earl's Court ~~One-way System~~. ~~However, there are also plans to transform the environment in West Cromwell Road, introducing avenues of trees, and bringing significant improvements to the pedestrian experience and to improve the pedestrian environment in Warwick Road~~<sup>(114)</sup>.

**10.3.16** Brompton Cemetery, which is a Grade I Registered Park and Garden of Historic interest, is open to the public for wider quiet recreational use and provides a good pedestrian link from Brompton Road to the Fulham Road. There will be further provision of public open space as part of the Warwick Road development. ~~Moreover, the wider Earl's Court and West Kensington Opportunity Area site will also provide publicly accessible open space with and play facilities space to provide for new residents, and addressing existing deficiencies~~<sup>(115)</sup> ~~through playable open space and facilities~~.

## Respecting Environmental Limits

**10.3.17** Air quality is a concern in the area due to pollution from traffic. The redevelopment of ~~Earl's Court Exhibition Centre and the wider Earl's Court and West Kensington Opportunity Area site~~ provide opportunities for low or carbon neutral developments and to establish a district heat and energy source<sup>(116)</sup>.

## 10.4 Delivery

### Development Management

**10.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Earl's Court guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Earl's Court is required.

#### Policy CP 10

##### Earl's Court

The Council will ensure an attractive 'urban-village' environment in Earl's Court by supporting improvements to the public realm, pedestrian environment and open space and resisting proposals which prejudice the realisation of the full potential of opportunities in the area.

### Quantum of Development

**10.4.2** There are two Strategic ~~Site~~ allocations in this place: Earl's Court and Warwick Road sites. Earl's Court ~~Strategic Site~~ is allocated for ~~a minimum of 500 dwellings and a minimum of 10,000m<sup>2</sup> of office floorspace with retail capacity (A class uses) to meet the local needs of the development. The Council will also support a new neighbourhood centre in the Earl's Court and West Kensington Opportunity Area, to serve the day-to-day needs of the development.~~ It is part of a wider site including land in the London Borough of Hammersmith and Fulham, where a further 1,500 homes may be built, giving 2,000 across the ~~Earl's Court and West Kensington Opportunity Area wider Earl's Court Site~~. The Warwick Road sites are

113 See Policy C1, Infrastructure Delivery, and Planning Obligations in the Policies and Actions Chapter 29, and Policy CK1, Social and Community Uses, in the Keeping Life Local Chapter 30. See also Policy CR1, Street Network, in the An Engaging Public Realm Chapter 33.

114 See Corporate or Partnership Action 3, in the Better Travel Choices Chapter 32, and Corporate or Partnership Action 1 in the An Engaging Public Realm Chapter 33.

115 See Policy C1, Infrastructure Delivery and Planning Obligations in the Policies and Actions Chapter 29, Policy CL4, Historic Assets in the Renewing the Legacy Chapter 34, and Policy CK1, Social and Community Uses, in the Keeping Life Local Chapter 30.

116 See Policy CE1, Climate Change, and the Corporate or Partnership Actions 1 and 4 in the Respecting Environmental Limits Chapter 36.



allocated for 1,6700 homes overall. Within the Royal Borough, therefore, the Earl's Court 'place' area is expected to deliver a minimum 2,1200 homes during the lifetime of this plan.

## Infrastructure Needs

**10.4.3** The following infrastructure<sup>(117)</sup> is specifically required to deliver the vision for Earl's Court:

- affordable housing as part of residential requirement;
- community facilities provided as part of 100 West Cromwell Road development;
- Investigating and contributing to returning unravelling the Earl's Court ~~One-Way~~ system to two-way working;
- possible expansion of Abingdon Health Centre to accommodate growth;
- ~~potential for~~ improved public transport and pedestrian interchange;
- additional new public open space, including considering opportunities to create biodiversity.

## Future Plans and Documents

**10.4.4** A joint Supplementary Planning Document for the ~~wider~~ Earl's Court and West Kensington Opportunity Area will be prepared by the London Borough of Hammersmith and Fulham and the Royal Borough, with involvement from the GLA.

This SPD will confirm the exact quantum of development and distribution of land uses across the entire site.

## Monitoring

**10.4.5** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Earl's Court are monitored in accordance with the output indicators identified in Chapter 38.

**10.4.6** In addition, the following output indicators will be used to monitor the delivery of the vision for Earl's Court:

1. Has development investigated and contributed to returning the one-way system to two-way working ~~been unravelled~~?
2. Has development delivered a minimum of 2,100 new homes in the Earl's Court 'Place', with a minimum of 500 homes from the Earl's Court Strategic Site and 1,600 from development on Warwick Road?
3. Has a significant convention, exhibition or cultural use, that is at least a national destination, been retained in Earl's Court?
4. Have streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road been implemented?
5. Has the redevelopment of the Earl's Court and West Kensington Opportunity Area established a district heat and energy network in the Earl's Court area ~~source been delivered~~; and is there additional heat and energy being provided by the redevelopment?



Earl's Court Exhibition Centre

117 The Council's infrastructure requirements are set out in the Infrastructure Schedule Chapter 37 of this Core Strategy.



# Chapter 11 Kensington High Street

## 11.1 Introduction

**11.1.1** Kensington High Street has been one of London's top retail streets for the last 100 years. The centre lost some of its original *raison d'être* as the biggest concentration of department stores outside Oxford Street with the closure of Pontings and Derry and Tom's in the early 1970s, and more recently Barker's. In the seventies Derry and Tom's became the home of the legendary Biba emporium (once described as 'the most beautiful store in the world'), making Kensington High Street a fashion destination. With the closure of Biba in the mid seventies, this role was continued by Hyper Hyper in the eighties and Kensington Market, which survived until comparatively recently, and remains reflected today in the cluster of young fashion shops in the eastern end of the centre.

**11.1.2** At its western end there is a highly unusual cluster of bespoke travel agents and outdoor leisure shops that attracts destination shoppers. However, other shops, such as hardware, are not well represented. Women's fashion also remains strong, and the centre is anchored by Whole Foods Market and Marks and Spencer in the eastern end. The side streets contain many bars, pubs and restaurants.

**11.1.3** Kensington Church Street and the surrounding side streets are home to fashion retailers, antique shops, cafés and delicatessens. Many of these shops are independently-owned rather than chain stores.

**11.1.4** With the opening of Westfield London in 2008, Kensington High Street was identified as the most likely of our centres to suffer. The street is a long one, and it is difficult to maintain retail vitality along its full length. The High Street performs more strongly in the summer because of visitor attractions and events.

**11.1.5** As well as being a major shopping destination, Kensington High Street also serves a large, densely-developed residential community that can walk into the centre.

**11.1.6** The centre has a significant amount of office floorspace with the Associated Newspaper Group located in the upper floors of the old Barker's

building, Kensington Town Hall adjacent to the High Street, as well as Sony and Warners and other smaller offices.

**11.1.7** The centre has benefited from comprehensive public realm improvements, that have gained international acclaim. This has put in place high-quality, York-stone paving, created a central reservation bike park and removed street clutter, particularly guard railing. These improvements have made crossing the street much easier, the pedestrian environment more comfortable and encouraged higher footfall on the northern side of the street (previously footfall was heavily concentrated on the southern side).

**11.1.8** Despite the public realm improvements, people still perceive traffic congestion and the irregularity of the District and Circle Lines to be issues. High Street Kensington Station is a major public transport interchange and the High Street is also served by a large number of buses. The Circle Line service is due to be extended to Hammersmith via Paddington in December 2009.

**11.1.9** The Commonwealth Institute building is at the western end of the centre. A high-quality public institutional use could help to enhance the attractiveness of the High Street and attract more visitors.

**11.1.10** The Odeon cinema is opposite the Commonwealth Institute. Maintaining a high-quality cinema in this location is essential.

**11.1.11** The eastern end of the Kensington High Street runs to the south of Kensington Gardens. The London Plan considers that both the Royal Park and the area immediately to the west (an area which contains a number of embassies) to form part of the 'agglomeration of vitally important activities that define London's role as a world city'. As such it has been included within the Central Activities Zone (CAZ). The London Plan offers an 'indicative boundary' for the CAZ and notes that this should be refined by the local planning authority. The detailed boundary is confirmed within the Proposals Map in Section 2a, Chapter 28.



## 11.2 Vision

### CV 11

#### Vision for Kensington High Street in 2028

Kensington High Street will have redefined its role to ensure that it distinguishes its offer from Westfield, Knightsbridge and King's Road. The centre will have continued its long tradition as Kensington's High Street, serving residents, workers and visitors. It will continue to provide a good range of food and other convenience retailing and remain a destination for fashion and certain niche markets. Ease of pedestrian movement will be central to this success. Re-use of the former Commonwealth Institute for a significant public institution will have attracted increased visitor numbers and developed a further niche retail cluster at the western end of the High Street. The cinema will have been maintained.

## 11.3 Priorities for Action

**11.3.1** The priorities for action for Kensington High Street have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

### Fostering Vitality

**11.3.2** The Council will work with retailers, landlords, residents and other stakeholders to build upon and market the existing strengths of the centre: the young fashion cluster, bespoke travel and outdoor leisure goods, and independent retail in Kensington Church Street. In particular there is an opportunity to publicise the retail offer and other attractions of the area - Kensington Palace, Leighton House, Linley Sambourne House, Holland Park Opera, Kensington Gardens and Holland Park

- to visitors staying in hotels near the centre, to encourage them to visit or to stay longer particularly during the summer<sup>(118)</sup>.

**11.3.3** Due to its high public transport accessibility, Kensington High Street will be a preferred location for large-scale offices. New office developments, both large and small, would be particularly welcome on upper floors, particularly to grow the media industry in the centre. The Council supports offices rather than homes above shops in **coreprimary** retail frontages<sup>(119)</sup>.

**11.3.4** In order to support the key shopping role of the centre, the loss of shops will be rigorously assessed to ensure the necessary flexibility does not undermine the vitality of the centre<sup>(120)</sup>.

**11.3.5** The Council will work to establish a new public institutional use for the Commonwealth Institute<sup>(121)</sup>. It will also require the retention of a high-quality cinema on the Odeon site<sup>(122)</sup>.

### Keeping Life Local

**11.3.6** The Council supports the centre continuing to offer a wide range of convenience retailing, with particular emphasis on food retailing, from specialist delicatessens to supermarkets, and services like the library, for local residents, workers and visitors<sup>(123)</sup>.

### Renewing the Legacy

**11.3.7** There are a number of listed buildings in and adjacent to the centre: the former Vestry Hall/Library, the 'Art Deco' former department stores (Derry and Toms (Grade II\*) and Barkers), St Mary Abbots Church, at the Kensington Church Street junction; the former Commonwealth Institute (Grade II\*), and Kensington Palace and Holland House (both Grade I) at either end of the High Street. Most of the High Street also falls within designated conservation areas, and just to the rear of the Barkers building lies Kensington Square, one of the first Garden Squares in London.

118 See Corporate and Partner Action 1 within Fostering Vitality chapter 31.

119 See Policy CF 5: Location of Business Uses within Fostering Vitality chapter 31.

120 See Policy CF2: Retail Development within Town Centres and Policy CF3: Diversity of Uses within Town Centres within Fostering Vitality Chapter 31.

121 See Policy CK1: Social and Community Uses within Keeping Life Local chapter 30, the former Commonwealth Institute Strategic Site Allocation within Section 2a Allocations and Designations and the Tent in the Park Adopted SPD.

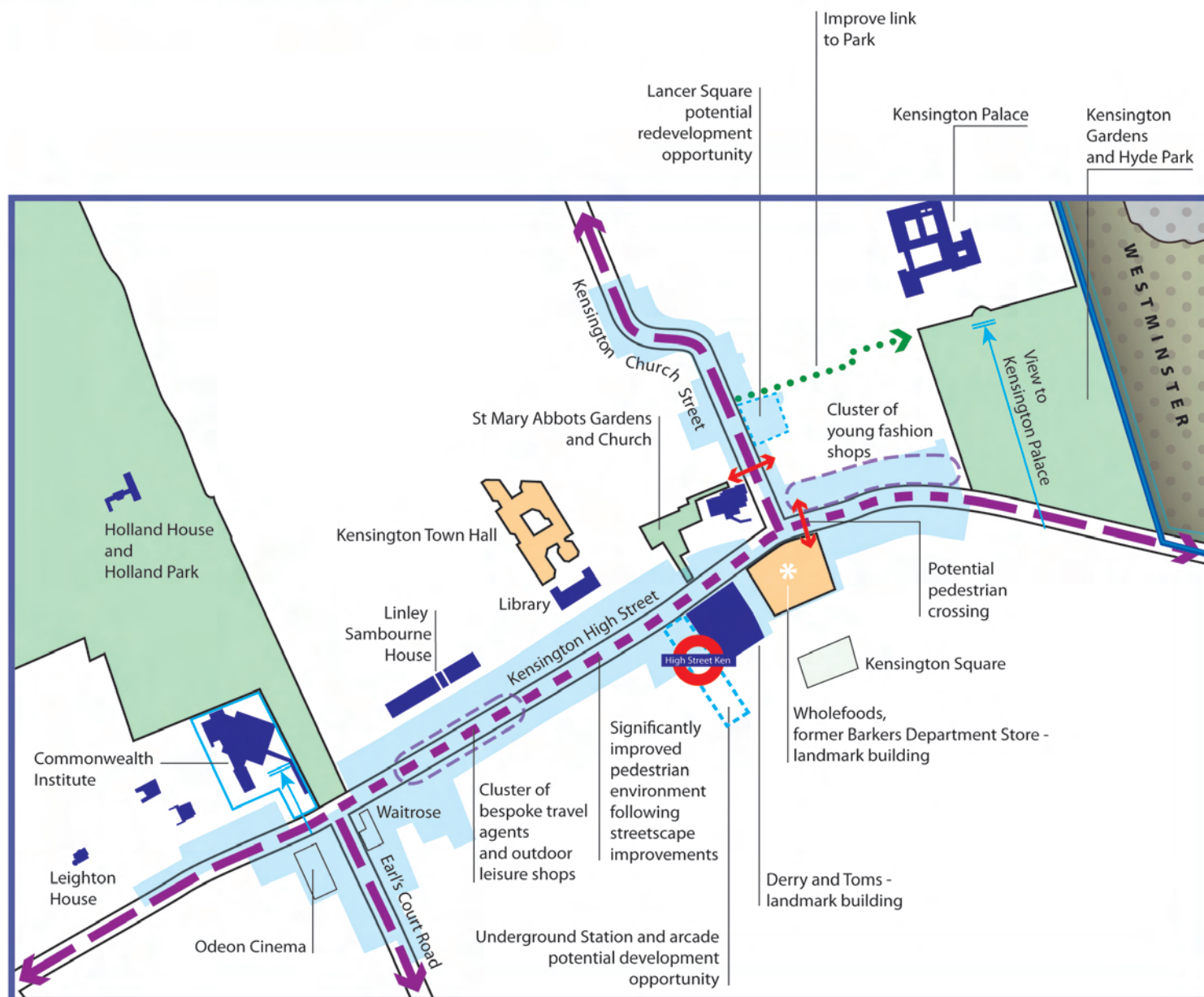
122 See Policy CK1: Social and Community Uses within Keeping Life Local chapter 30.

123 See Policy CK1: Social and Community Uses and Policy CK2: Local Shopping Facilities within Keeping Life Local chapter 30.



# 11 KENSINGTON HIGH STREET

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	Create new link		Designated Shopping Centre
	High traffic volumes		Public Open Space
	Improve pedestrian access		Private green spaces (not all private green spaces are shown)
	Vista		Strategic development sites, allocated in the Core Strategy
	Grade I and II* listed buildings		Potential development sites
	Selected Grade II listed buildings (not all Grade II listed buildings are shown)		Central Activities Zone



**11.3.8** The versatility of our built heritage is shown by the way the department stores have been remodelled to meet current retailing requirements. Similarly, the former Commonwealth Institute can be adapted to a new public institutional use that can anchor the west end of the High Street<sup>(124)</sup>. The Design Museum is actively interested in moving to this site, and the Council fully supports this initiative<sup>(125)</sup>.

**11.3.9** The Council also supports proposals to improve visitor facilities at Kensington Palace<sup>(126)</sup>.

**11.3.10** Lancer Square, Kensington Church Street, was redeveloped in the eighties but the square is not a particularly successful public space so the Council would support redevelopment of this site<sup>(127)</sup>.

**11.3.11** Access to High Street Kensington underground station is poor as it does not allow step free access. The station is not listed, and thus represents a potential redevelopment opportunity, although the arcade will be retained<sup>(128)</sup>.

## An Engaging Public Realm

**11.3.12** Significant investment has already been made in streetscape and pedestrian improvements, and the scheme has been praised as a beacon of good design in the public realm. However, there remains an opportunity to improve the southern end of Kensington Church Street, and to improve the pedestrian crossings on Kensington Church Street and the east end of the High Street<sup>(129)</sup>.

**11.3.13** There is a cluster of three open spaces behind St Mary Abbot's Church, north of the High Street, that provides a small green oasis for workers and shoppers.

**11.3.14** The Commonwealth Institute and the space in front of it makes a welcome contrast to the High Street. To bring the Commonwealth Institute back into use enabling development might be required, which could include development on the frontage<sup>(130)</sup>.

## Better Travel Choices

**11.3.15** Since the significant public realm improvements to the High Street, cycling has increased in popularity.

**11.3.16** The design of High Street Kensington Station is such that there is no disabled access and the capacity of stairways to the platforms is often not sufficient to meet demand, which can cause delay and safety problems. The Council supports refurbishment of the station to improve safety and provide stepfree access<sup>(131)</sup>. The High Street is very well served by a range of bus routes but there is a need to improve visitor information on bus routes, particularly to Notting Hill Gate for Portobello Road<sup>(132)</sup>.

## Diversity of Housing

**11.3.17** The centre is surrounded by some of the most prestigious housing in the Borough, including Kensington Square, one of the oldest squares in London.

**11.3.18** Providing a diversity of housing is important and schemes which would deliver additional affordable housing would be welcomed as long as this was not at the expense of the vitality of the centre<sup>(133)</sup>.

124 See Policy CK1: Social and Community Uses within Keeping Life Local Chapter 30, the former Commonwealth Institute Strategic Site Allocation within Section 2a Allocations, and Designations and The Tent in the Park Adopted SPD.

125 This paragraph will be updated in line with events.

126 See Policy CL3: Historic Environment and Policy CL4: Historic Assets within Renewing the Legacy chapter 34.

127 See Policy CL1: Context and Character and Policy CL2: New Buildings and Modifications to Existing Buildings within Renewing the Legacy chapter 34, Policy CF2: Retail Development within Town Centres, Policy CF3: Diversity of uses within Town Centres, and Policy CF8: Hotels within Fostering Vitality chapter 31.

128 See Policy CT1: Improving Alternatives to Car Use and Corporate and Partner Actions 1 within Better Travel Choices chapter 32.

129 See Policy CR4: Streetscape and Corporate and Partner Actions 1 within An Engaging Public Realm chapter 33

130 See Policy CK1: Social and Community Uses within Keeping Life Local Chapter 30, the former Commonwealth Institute Strategic Site Allocation within Section 2a Allocations and Designations and the Tent in the Park Adopted SPD.

131 See Policy CT1: Improving Alternatives to Car Use and Corporate and Partner Action 1 within Better Travel Choices chapter 32.

132 See Corporate and Partner Action 1 within Fostering Vitality chapter 31.

133 See Policy CH1: Housing Targets, Policy CH2: Housing Diversity within Diversity of Housing chapter 35 and Policy CF3: Diversity of Uses within Town Centres within Fostering Vitality chapter 31.



## Respecting Environmental Limits

**11.3.19** Kensington High Street is a busy road and it experiences a high level of pollution due to high traffic flows. The Council will support initiatives to improve air quality to reflect the Borough's designation as an Air Quality Management Area<sup>(134)</sup>.

## 11.4 Changes to the Town Centre Boundary

**11.4.1** The boundary of the Kensington High Street centre largely follows that as shown within the Unitary Development Plan. The only exception is to the west of the centre, where the northern part of the Commonwealth Institute Local Centre has been subsumed into the 'secondary' frontages of the Major Centre. This section contains the Odeon Cinema and post office, as well as other shops which function as part of the centre. The nature of uses, with a high proportion of non-shop town centre uses would make a 'primary' frontage designation inappropriate.

## 11.5 Delivery

### Development Management

**11.5.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weight different policies against one another in a particular case. The Vision set out for Kensington High Street guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Kensington High Street is required.

### Policy CP 11

#### Kensington High Street

The Council will ensure the continued success of the High Street as a high quality shopping street serving residents, workers and visitors by paying close regard to the need to enhance

the character of the area, support existing retail niches, attract new trip generating uses and improve access to the centre.

## Quantum of development

**11.5.2** There is one strategic allocation for Kensington High Street, the former Commonwealth Institute. A detailed map and the proposed allocation and site potential are given in Section 2a Allocations and Designations Chapter 24. This sets out that the site should be retained for a public institutional use with potential for some enabling development.

**11.5.3** Two potential development sites have been identified which are shown on the Key Issues and Potential Opportunities map. Lancer Square and Kensington High Street station would both be suitable for retail use on the ground floor with other appropriate town centre uses on upper floors. The ground floor footprint of these sites is approximately 4,200m<sup>2</sup> (approximately 45,000sq ft). These sites will be brought forward for development as market opportunities arise.

## Infrastructure needs

**11.5.4** The following infrastructure<sup>(135)</sup> that would help to deliver the vision for Kensington High Street has been identified:

- refurbishment of High Street Kensington station to provide step free access and increase the capacity of the platforms;
- improvements to the southern end of Kensington Church Street and the pedestrian crossings on Kensington Church Street and the east end of the High Street.

## Future plans and documents

**11.5.5** The following plan and document will be brought forward for Kensington High Street:

- Kensington High Street Town Centre Action Plan identifying the priorities and timescale for actions to support the commercial vitality of the centre. This is being brought forward by the Council's Town Centre Initiatives Manager and will not form a document within the LDF<sup>(136)</sup>.

<sup>134</sup> See Policy CE5: Air Quality within Respecting Environmental Limits chapter 36.

<sup>135</sup> See Infrastructure Schedule in Section 2c.

<sup>136</sup> See Corporate and Partner Action 1 within Fostering Vitality chapter 31.



## Monitoring

**11.5.6** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Kensington High Street will be monitored in accordance with the output indicators identified in the Monitoring chapter 38.

**11.5.7** In addition, the following output indicators will be used to monitor the delivery of the vision for Kensington High Street:

1. Has the role of Kensington High Street been redefined to ensure it distinguishes its offer from Westfield, Knightsbridge and King's Road?
2. Has a new public institutional use been found for the former Commonwealth Institute?
3. Has the cinema been retained?
4. Have visitor facilities at Kensington Palace been improved?
5. Have Lancer Square and Kensington High Street station been redeveloped?
6. Have improvements been made to the southern end of Kensington Church Street and the pedestrian crossing on Kensington Church Street and the east end of the High Street?
7. Has visitor information on bus routes been improved?



High Street Kensington



# Chapter 12 South Kensington

## 12.1 Introduction

**12.1.1** South Kensington is the site of the world's first 'designed' cultural and educational destination and has been the blueprint for all subsequent centres of this kind. It was originally the vision of Prince Albert, Queen Victoria's husband, and the land was purchased with part of the proceeds of the Great Exhibition of 1851. It extends into the City of Westminster and contains the Victoria and Albert Museum and the Natural History Museum (both of which have Grade I listed buildings), the Science Museum, Imperial College London, the Royal College of Music and the Royal Albert Hall, as well as a number of smaller institutions and archives. It constitutes an Area of Metropolitan Importance in conservation terms, and is part of the Central Activity Zone (CAZ) in the London Plan. The detailed boundary of the CAZ is confirmed within the Proposals Map in section 2a (Chapter 28).

**12.1.2** South Kensington receives 12 million visitors a year, with the museums being by far the largest free attraction in the capital. In addition to the museums, Imperial College has a student population of over 13,000 and employs over 6,000 staff. Most visitors travel to the area by public transport and (unless they use the underground tunnel access) have to find their way with little direction, and negotiate the very heavy traffic of the Cromwell Road, to reach the museums. The area is now a victim of its own success as the number of visitors at peak school holiday times fills the pavements beyond capacity. The Council is implementing a plan to transform Exhibition Road to overcome these issues.

**12.1.3** Exhibition Road is set within a largely residential area that also features numerous hotels, embassies and consulates. Of particular note is the concentration of French institutions, including the Consulate and the French Lycée, that serve the 200,000 to 300,000 French citizens living in London (making London the seventh largest French conurbation in terms of its French population in the world).

**12.1.4** In contrast to the large institutions along Exhibition Road, the retail area south of Cromwell Road has many small shops that give it a village character. There is also a cluster of design-related

shops in Brompton Road, Brompton Cross and the surrounding side streets, that have synergies with the Victoria and Albert Museum.

**12.1.5** The surrounding area is residential in character and includes some of the best Georgian architecture in the Borough. The buildings around Thurloe Square and Alexander Square are listed, as are many of the houses in the surrounding streets. The Council is committed to preserving this residential and historic character.

## 12.2 Vision

### CV 12

#### Vision for South Kensington in 2028

Prince Albert's vision of a wide range of world-class institutions connecting the science and art of the past, present and future will have been taken forward to reflect how our interpretation of culture is ever richer, embracing more of our everyday lives - entertainment, eating and drinking, and even shopping. South Kensington will continue to develop across this spectrum of cultural activity to remain a local, national and internationally-significant destination. The spirit of social connectivity, so powerfully expressed in the soon to be completed public realm of Exhibition Road, will be developed throughout South Kensington through innovative public realm proposals, generous public spaces, unique retailing and cultural experiences. All the facilities developed for residents and visitors alike will be connected to create an inspiring, memorable and thoroughly contemporary re-evocation of the original Victorian vision.

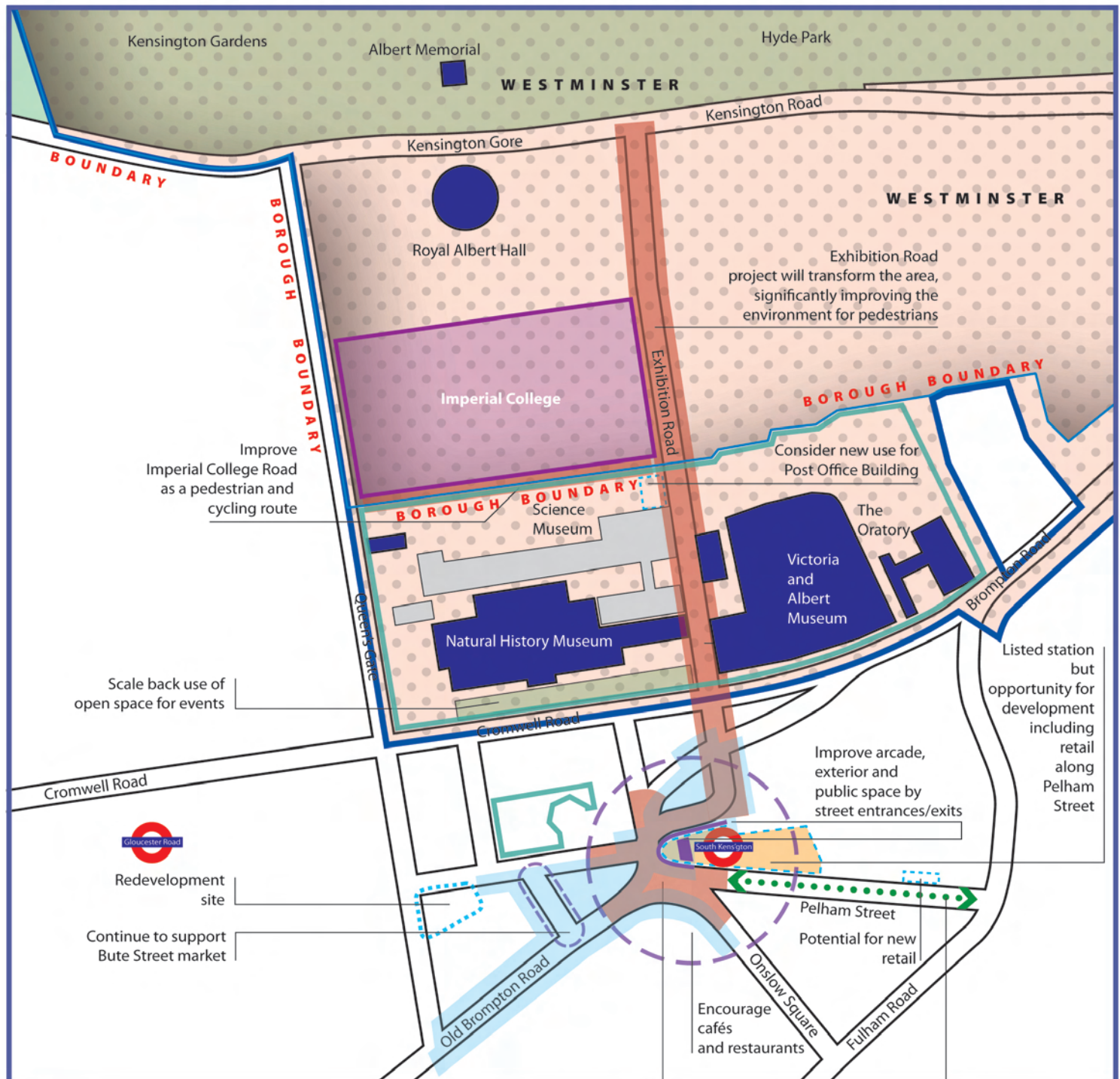


# 12 SOUTH KENSINGTON

## Key Issues and Potential Opportunities

### SYMBOL DESCRIPTION

.....➔	Improve pedestrian access	Public Realm Improvements	Designated Shopping Centre
■	Grade I and II* listed buildings	Public Open Space	Central Activities Zone
■	Selected Grade II Listed Buildings (not all Grade II listed buildings are shown)	Potential development sites	South Kensington Cultural Area





## 12.3 Priorities for Action

**12.3.1** The priorities for action for South Kensington have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

### An Engaging Public Realm

**12.3.2** The Council will deliver the Exhibition Road Project, in partnership with the City of Westminster and the Mayor of London, that will enhance connections from the underground station through to Hyde Park. This project will give greater emphasis to the needs of pedestrians by transforming Exhibition Road from a conventional street into one paved in granite as a single surface. The pedestrian link from South Kensington Station along Thurloe Street to Exhibition Road will be improved to make way-finding clearer for visitors<sup>(137)</sup>.

**12.3.3** The area outside the Natural History Museum next to Exhibition Road and Cromwell Road is used as an event space. However, it needs better management so that its primary purpose remains a publicly accessible open space providing essential 'breathing space' for visitors. The Natural History Museum is preparing a Grounds Strategy that will set out a long term vision and management plan to review the use of this area and the wider museum grounds. Any use of this space must respect the setting of the Grade I Listed Natural History Museum. Additional locations for temporary exhibitions need to be found<sup>(138)</sup>.

**12.3.4** Imperial College Road has the potential to be a pleasant boulevard and an alternative pedestrian and cycling route. The Post Office site, on the corner with Exhibition Road, could contribute to opening up and better integrating the boulevard.

## Renewing the Legacy

**12.3.5** The Council will designate this area as the South Kensington Strategic Cultural Area and, working with the City of Westminster, will look to extend the area to include the Royal Albert Hall. The Council will also investigate designation of the area as a World Heritage Site in recognition of its outstanding universal value as a visitor destination and as the first 'designed' cultural area. All development in this area should respect views, skylines, vistas and the precinct character of the Grade I listed museum buildings<sup>(139)</sup>.

### Fostering Vitality

**12.3.6** Imperial College is located within both the Royal Borough of Kensington and Chelsea and the City of Westminster. It is an institution which creates both jobs and economic growth. People working and studying at the university are important for creating vitality and sustaining the viability of local shops and services in the Borough.

**12.3.7** The Council recognises there is an opportunity to develop further the retail/ restaurant/ café precinct around South Kensington Station to serve the needs of visitors and residents. Some of the cafés and shops already have an international feel and this is a strength that could be built upon<sup>(140)</sup>.

**12.3.8** South Kensington Estates is seeking to improve the Thurloe Street / Thurloe Place triangle. The Council will work with the Estate to provide high quality convenience and restaurant uses<sup>(141)</sup>.

### Better Travel Choices

**12.3.9** The Council recognises South Kensington station requires modernisation to cope with the huge numbers of visitors, students and workers who use it daily. The station is Grade II Listed, but within this conservation constraint an appropriate and sympathetically-designed development could be introduced at and over the station. This must include provision of step-free access and improvements to the pedestrian tunnel to the

137 See Corporate or Partnership Action 13 in An Engaging Public Realm chapter 33.

138 See Policy CR3: Street and Outdoor Life, Policy CR5: Parks, Gardens, Open Spaces and Waterways and Corporate or Partner Action 14 within An Engaging Public Realm chapter 33.

139 See Policy CF9: South Kensington Strategic Cultural Area within Fostering Vitality chapter 31 and Corporate and Partner Action 10 in An Engaging Public Realm chapter 33.

140 See Policy CF3: Diversity of uses within Town Centres within Fostering Vitality chapter 31.

141 See Policy CF3: Diversity of uses within Town Centres and Corporate and Partner Action 4 within Fostering Vitality chapter 31.



museums would also be desirable<sup>(142)</sup>. This development could include the reintroduction of retail units along the north side of Pelham Street that would encourage footfall towards the design-led retail offer at Brompton Cross and further on to Knightsbridge. The Council will also support the conversion of offices to retail at ground floor level on the north side of Pelham Street. Any development must complement neighbouring buildings and not dominate them<sup>(143)</sup>.

**12.3.10** South Kensington is a major public transport interchange served by the Circle, District and Piccadilly Lines and a large number of buses. However, the northern parts of Exhibition Road are a long walk (some 10 minutes) from South Kensington Station. Through marketing, the network could be better promoted to tourists. For example the No. 70 passes through Kensington to Portobello Road. The Council is improving the pedestrian environment around South Kensington Station, calming the traffic and making crossing easier, as part of the Exhibition Road scheme<sup>(144)</sup>.

## Keeping Life Local

**12.3.11** Provided it remains viable, the Council will continue to support the Saturday Farmers' market in Bute Street to meet local demand and enhance the attraction of the small shops in the street. There is also an opportunity to host occasional week-day continental markets<sup>(145)</sup>.

## Diversity of Housing

**12.3.12** The area surrounding the Exhibition Road institutions is residential in character, but residential development (excluding student accommodation) between Queen's Gate and Exhibition Road north of Cromwell Road is not considered appropriate. The Council supports Imperial College and acknowledges the need for students to have accommodation close to its facilities.

**12.3.13** Outside of the area between Queen's Gate and Exhibition Road north of Cromwell Road, providing a diversity of housing is important and schemes which would deliver additional affordable housing would be welcomed as long as this was not at the expense of the vitality of the centre<sup>(146)</sup>.

## Respecting Environmental Limits

**12.3.14** Air quality is a significant issue in this part of the Borough because of high traffic levels on Cromwell Road and Brompton Road. The Council will support initiatives set out in the Air Quality Action Plan and encourage proposals and design solutions which will improve air quality through low emission strategies. The Exhibition Road Project may bring localised improvements to air quality<sup>(147)</sup>.

## 12.4 Delivery

### Development Management

**12.4.1** Development management policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for South Kensington guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for South Kensington is required.



Victoria and  
Albert Museum

142 See Policy CT1: Improving Alternatives to Car Use and Corporate and Partner Action 1 within Better Travel Choices chapter 32.

143 See Policy CF3: Diversity of uses within Town Centres within Fostering Vitality chapter 31.

144 See Corporate and Partner Action 10 in An Engaging Public Realm chapter 33.

145 See Policy CK2: Local Shopping Facilities within Keeping Life Local chapter 30, Policy CF3: Diversity of Uses within Town Centres and Policy CF4 Street Markets and Corporate or Partner Action 10 within Fostering Vitality chapter 31, and Policy CR3: Street and Outdoor Life within An Engaging Public Realm chapter 33.

146 See Policy CH1: Housing Targets, Policy CH2: Housing Diversity within Diversity of Housing chapter 35 and Policy CF3: Diversity of uses within Town Centres within Fostering Vitality chapter 31.

147 See Policy CE5: Air Quality within Respecting Environmental Limits chapter 36.



## Policy CP 12

### South Kensington

The Council will ensure the continued success of South Kensington as a premier public cultural destination, and as a local shopping centre, by securing good quality public open spaces and significantly improving accessibility to cater for the very large number of visitors the area receives, and supporting proposals to uplift the quality of the retail offer, especially proposals likely to favour local and niche markets.

## Quantum of development

**12.4.2** There are no strategic allocations for South Kensington.

**12.4.3** Four potential development sites have been identified. These are shown on the Key Issues and Potential Opportunities map. One site, the former Iranian Embassy, would be for Embassy or Consulate use. South Kensington Station could have retail development at ground floor including along Pelham Street with office and or residential development above. The office building on the northern side of Pelham Street also has potential for new retail development on the ground floor. The Post Office Building on the western side of Exhibition Road could be suitable for a retail or restaurant/café use. The ground floor footprint of the station site, the office site on Pelham Street and of the post office building is approximately 3,000m<sup>2</sup> (32,000 ft<sup>2</sup>). These sites will be brought forward for development as market opportunities arise.

## Infrastructure needs

**12.4.4** The following infrastructure<sup>(148)</sup> that would help to deliver the vision for South Kensington has been identified:

- expansion of medical services to address identified under provision;
- public realm improvements to provide a single surface for Exhibition Road and improve the the pedestrian environment around South Kensington station;

- modernisation of South Kensington station to provide step-free access **and**
- Improvements to the pedestrian tunnel.

## Future plans and documents

**12.4.5** There are no future plans or document in the pipeline for South Kensington. The Council is implementing the Exhibition Road scheme, and preparing further plans before this is completed would not be appropriate. However, the Council is investigating World Heritage Site designation.

## Monitoring

**12.4.6** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for South Kensington will be monitored in accordance with the output indicators identified in the Monitoring Chapter, Chapter 38.

**12.4.7** In addition, the following output indicators will be used to monitor the delivery of the vision for South Kensington:

1. Has South Kensington retained its position as a local, national and internationally significant destination?
2. Has the Exhibition Road Project been delivered?
3. Has the Natural History Museum's Grounds Strategy resolved the use of the museum's grounds for events and temporary exhibitions?
4. Has the Post Office building been redeveloped?
5. Has the former Iranian Embassy site been redeveloped?
6. Has South Kensington station been redeveloped?
7. Have ground floor offices on the north side of Pelham Street been converted to retail?
8. Has the South Kensington public transport network been promoted to tourists?
9. Has the Bute Street market been supported by the Council and has the opportunity to host occasional week-day markets been investigated?

148 See Infrastructure Schedule in Section 2c



# Chapter 13 Brompton Cross

## 13.1 Introduction

**13.1.1** The centre of Brompton Cross is focused around the junction of Fulham Road, Pelham Street, Brompton Road, Draycott Avenue and Sloane Avenue, with the well-known Michelin Building located at its hub. The retail area extends out along these streets, especially to the west along Fulham Road. The area is referred to as Fulham Road East in the London Plan.

**13.1.2** The centre was once very well known for its home furnishing and interior design stores, of which several still exist, including the Conran Shop. More recently, several specialist international designer fashion stores have located here, which add to the high quality reputation of the centre. The vibrancy of the centre lies with the boutique nature of stores and it has an interior design, fashion and gallery focus. However, one large site within the centre has been vacant for several years, which creates a gap in the retail activity along the street. This has a negative impact on the overall appearance and function of the centre. There is a higher than average number of restaurants, cafés and takeaways. The high quality of these strengthens the vibrancy and vitality of the centre.

**13.1.3** The centre is located in close proximity to a cluster of internationally renowned hospitals and health research establishments, including the Royal Marsden Hospital and Royal Brompton Hospital.

**13.1.4** The buildings in the area are generally very attractive with some of exceptional quality, such as the Michelin Building, which now houses the Conran Shop and restaurant. However, there are also some examples of poorer quality buildings, which do not make the most of the location and character of the area. Examples of these buildings include the Telephone Exchange, the Clearings and Elden House.

**13.1.5** The radial nature of the roads helps create a successful compact centre, which is easy to move around and navigate. The centre has recently benefited from significant public realm improvements, with the removal of guard railings and improvements to pedestrian crossing facilities. The materials and condition of the paving are of very high quality.

**13.1.6** Fulham Road carries high volumes of traffic, but pedestrian movement is not unduly hindered by this as the pedestrian crossings are well placed. However, the overall quality of pedestrian environment could be improved, particularly at the road junctions.

**13.1.7** The nearest Underground station is South Kensington, which is approximately 400m (450 yards) to the northwest along Pelham Street. The pedestrian route between the Brompton Cross and the Underground station is not obvious, with blank frontages and little way-marking. Pelham Street is a mix of residential on the south side, and offices (London Underground Ltd) on the north side, however, both sides of the street have long stretches of blank walls.

## 13.2 Vision

### CV 13

#### Vision for Brompton Cross in 2028

Brompton Cross will remain a high quality specialist boutique retail centre with international appeal and will have a stronger sense of identity as a place. The centre will be enhanced by development which reflects its high quality character and it will have benefited from improved pedestrian links to South Kensington Underground Station, the Museums, and Knightsbridge. The return of long-term vacant retail units to retail use will have been achieved. The hospitals to the west, which provide health care and medical research of both national and international significance will have been maintained and improved.

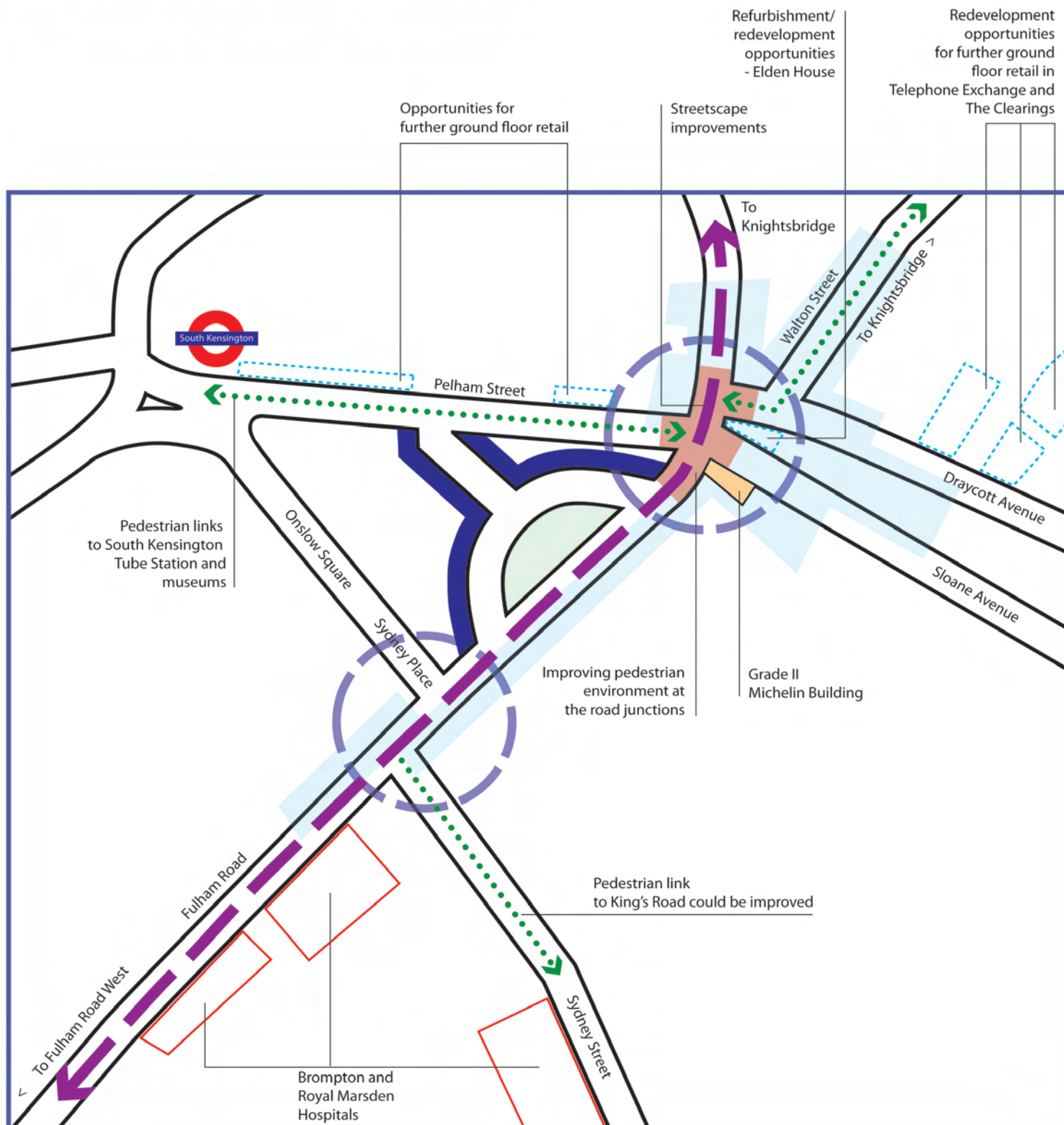
## 13.3 Priorities for Action

**13.3.1** The priorities for action for Brompton Cross have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.



# 13 BROMPTON CROSS

## Key Issues and Potential Opportunities



### SYMBOL DESCRIPTION

	High traffic volumes		Selected Grade II Listed Buildings (not all Grade II listed buildings are shown)		Designated Shopping Centre
	Improve pedestrian access		Designated Shopping Centre		Private green spaces (not all private green spaces are shown)
	Vista		Public Realm Improvements		Public Open Space
	Grade I and II* listed buildings		Public Open Space		Potential development sites



## Fostering Vitality

**13.3.2** The Council will support the specialist boutique designer retail offer within the centre, particularly small-sized units. The existing gastronomic uses will also be protected<sup>(149)</sup>.

**13.3.3** The Council will look to accommodate retail growth within the existing Brompton Cross centre. Where necessary, the Council will look to expand the centre to include sites currently abutting or very close to the existing retail area, such as the Clearings and Telephone Exchange sites in Draycott Avenue, the London Underground Offices and the land along the underground cutting in Pelham Street. These sites have the potential for retail use at street level<sup>(150)</sup>.

## Renewing the Legacy

**13.3.4** The Michelin Building is, in many ways, why Brompton Cross is so special. Whilst 'only' Grade II listed, it is of great local significance, and establishes the sense of identity for Brompton Cross. Pelham Crescent is listed Grade II\*, and contains a crescent shaped garden square that adds to the quality public realm of the area.

**13.3.5** By contrast, Elden House which sits next to the Michelin Building, is an example of poor 1970s 'standard' design. Its replacement with a building more appropriate to its context would be welcome.

**13.3.6** To the south, the housing development at Ixworth Place may hold greater historic value than currently acknowledged. Its conservation status will be investigated<sup>(151)</sup>.

## An Engaging Public Realm

**13.3.7** Whilst significant improvements have been made to the public realm in the area, the Council will continue to investigate improvements, particularly to pedestrian environment at the road junctions. There may also be further scope for sculptural features given the width of the roads<sup>(152)</sup>.

## Better Travel Choices

**13.3.8** The Council will work with land owners and Transport for London to improve pedestrian links along Pelham Street to South Kensington Underground Station<sup>(153)</sup>. This will also be considered as part of the redevelopment of the station<sup>(154)</sup>.

## Keeping Life Local

**13.3.9** The Council will seek to deliver a food store on the Clearings site, which will better provide for the day-to-day needs of local people.

**13.3.10** The hospitals in the area, including The Royal Marsden and Royal Brompton Hospitals, will be supported as they provide both a local as well as a national and international health care function<sup>(155)</sup>.

## Diversity of Housing

**13.3.11** The Council will protect existing residential uses above shops along [Fulham Road West Brompton Cross](#), and encourage further residential uses of upper floors to ensure the local housing needs are met [where this is not at the expense of existing town centre uses](#)<sup>(156)</sup>.

## Respecting Environmental Limits

**13.3.12** The air quality is poor due to the high volume of traffic on Fulham Road and other main roads in the area. The Council will support initiatives set out in the Air Quality Action Plan<sup>(157)</sup>.

149 See Policy CF1: Location of New Shop Uses, Policy CF2: Retail Development within Town Centres, Policy CF3: Diversity of Town Centre Uses, Policy CF5: Location of Business Uses, CF9: South Kensington Strategic Cultural Area in the Fostering Vitality Chapter 31.

150 See Policy CF5: Location of Business Uses in the Fostering Vitality Chapter 31.

151 See Corporate and Partnership Action 3 in the Renewing the Legacy Chapter 34. See also Policy CL1: Context and Character, Policy CL2: New Buildings, Extensions and Modifications to existing buildings, Policy CL4: Historic Assets in the Renewing the Legacy Chapter 34.

152 See Corporate and Partnership Action 1 in the Engaging Public Realm Chapter 33. See also Policy CR2: Three-dimensional Street Form, Policy CR4: Streetscape in the Engaging Public Realm Chapter 33.

153 See Corporate and Partnership Action 1 in the Better Travel Choices Chapter 32.

154 See Policy CT1: Improving alternatives to car use in the Better Travel Choices Chapter 32.

155 See Policy CK1: Social and Community Uses, Policy CK2: Local Shopping Facilities, Policy CK3 Walkable Neighbourhoods and Neighbourhood Facilities in the Keeping Life Local Chapter 30.

156 Policy CH2: Housing Diversity in Diversity of Housing Chapter 35

157 See Corporate and Partnership Action 16 in the Respecting Environmental Limits Chapter



and encourage proposals to reduce exposure to air pollution and where possible improve air quality (158).

## 13.4 Delivery

### Development Management

**13.4.1** Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weight different policies against one another in a particular case. The Vision set out for Brompton Cross guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Brompton Cross is required.

#### Policy CP 13

##### Brompton Cross

The Council will ensure Brompton Cross has a stronger sense of identity by supporting small format retail units to protect and promote the high quality specialist boutique retail nature of the centre and improve the pedestrian links between South Kensington Underground station and the Museums.

### Quantum of Development

**13.4.2** There are no site allocations within Brompton Cross. However, there are redevelopment opportunities in Pelham Street, with the potential for ground floor retail. These sites are considered in the South Kensington Place Chapter 12. There is also the potential for mixed-use development, with retail at ground floor level, at the Telephone Exchange and the Clearings sites. The area of these sites is approximately 4,500 m<sup>2</sup> (48,500 ft<sup>2</sup>). Any development opportunities brought forward will be dictated as market opportunities arise. Elden House has been identified as a site which has redevelopment opportunities but, as the ground floor is already in a retail use, has little opportunity for further retail expansion.

### Infrastructure Needs

**13.4.3** The following infrastructure<sup>(159)</sup> is specifically required to deliver the vision for Brompton Cross:

- improved access to South Kensington underground station, to be delivered through redevelopment at and near the station;
- public realm improvements including a central sculptural feature.

### Future Plans and Documents

**13.4.4** A Supplementary Planning Document will be prepared for the 'Clearings' site.

### Monitoring

**13.4.5** The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Brompton Cross are monitored in accordance with the output indicators identified in Chapter 38.

**13.4.6** In addition, the following output indicators will be used to monitor the vision for Brompton Cross:

1. The number of independent or small-scale retailers within the town centre.
2. The number of shopfront improvements carried out.
3. Are the hospitals still thriving international healthcare institutions?
4. Has there been any development or redevelopment of the ground floor units along Pelham Street?
5. Has there been any redevelopment of the Telephone Exchange, Elden House or The Clearings?
6. The number of schemes to improve existing pedestrian links to South Kensington Underground Station, the Museums and Knightsbridge.
7. The number of long-term vacant units within the town centre.
8. ~~Is there a central sculptural feature?~~ Given the width of the road, has the opportunity for further sculptural features been taken?

158 See Policy CE1: Climate Change, Policy CE5: Air Quality in the Respecting Environmental Limits chapter 36.

159 The Council's infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Core Strategy.