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 gas works 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. This site is allocated in this Local Plan as a strategic site (Chapter 20).

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 gas works 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.

Key issues and potential opportunities

5.2 Vision

CV5 Vision for Kensal in 2028

The gas works 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 Local Plan 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 Gas Works development should be an exemplar of environmentally responsive development, including a district energy source (e.g. a Combined Cooling, Heating and Power plant), facilities to manage waste arisings from the dwellings, and other buildings on site and other approaches as appropriate. The development must relate well to the canal, while preserving its character and its role in London’s ‘blue ribbon’ network. The canal can also be used for the transfer of construction materials in the development and demolition process, and for light freight (e.g. domestic waste and deliveries) once the development is in use. 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.

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. Maximising pedestrian and cycle access 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. 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.

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.

Diversity of Housing
5.3.5 Housing will form a significant component of any redevelopment of the gas works 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. 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. 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 gas works sites. 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.

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. 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. 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.

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.

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65 See Policy CH2: Housing Diversity, in the Diversity of Housing Chapter 35.
66 See Policy CK1: Social and Community Uses, in the Keeping Life Local Chapter 30.
67 See Policy CK2: Local Shopping Facilities in the Keeping Life Local Chapter 30 and Policy CF1: Location of New Shop Uses, in the Fostering Vitality Chapter 31.
68 See Keeping Life Local: Corporate or Partnership Actions 3, 5, 6, 8, 9 and 14. See also Policy CK3: Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local Chapter 30.
70 See Chapter 33 An Engaging Public Realm, Corporate and Partnership Actions 3, 4, 5, and 8.
5.3.13 The gas works site offers a rare opportunity within the borough to establish a mixed-use community with its own distinct identity, while being integrated into the surrounding townscape. A scheme achieving a high density development of high quality is desirable.

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.

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. 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. 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. 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.

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 designated to reflect the wider ambitions that the Council has for the Kensal gas works.

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

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22 See Policy CR2: Three Dimensional Street Form, in the An Engaging Public Realm Chapter 33 and Policy CL2: Design Quality in the Renewing the Legacy Chapter 34.
24 See Policy CF1: Location of New Shop Uses, in the Fostering Vitality Chapter 31.
25 See Fostering Vitality Chapter 31, Corporate or Partnership Action 3.
26 See Policy CF6: Creative and Cultural Businesses, in the Fostering Vitality Chapter 31.
27 See Policy CF5: Location of Business Uses, in the Fostering Vitality Chapter 31.
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 CP5 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.

Quantum of development

5.4.2 The Kensal Gas Works Strategic Site is allocated for upwards of 2,500 dwellings and a minimum of 12,000sq.m (130,000sq.ft) of non-residential floorspace, of which around 10,000sq.m (100,000sq.ft) 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 gas works 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 vision**: The focus of monitoring for Kensal must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision:

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?

5.4.7 **The priorities for action**: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the Plan that are monitored in the framework set out in Chapter 38.

5.4.8 **Development management**: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the Vision that can be controlled through development are accorded due weight—it is thus the vision rather than the policy that should be the focus of monitoring.

5.4.9 **Quantum of development**: this will be monitored through policy CP1—additional criteria are not required.

5.4.10 **Infrastructure**: this will be monitored through the Infrastructure Delivery Plan, from which the place-specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

5.4.11 **Future plans and documents**: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

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**Kensal Green Cemetery and Gasworks**
CV5 Vision for Kensal
Kensal Canalside Opportunity Area will have been transformed from a former gasworks and railway depot into a thriving, well-connected community. A new Crossrail station will minimise the need for private vehicle use, improve employment prospects in the north of the borough and make travelling to work easier. Residential-led development will have made the most of its canalside location, with dockside development and improved access to the waterway, and of the green setting provided by Kensal Green Cemetery. New connections will provide a link across the railway and westwards to Scrubs Lane and Old Oak Park Royal. The Treverton Estate will have been regenerated to provide new schools and will be an even more appealing place to live. Kensal Employment Zone will provide flexible workspace, and supporting uses that bring vitality, to allow small and medium sized businesses to flourish, building on the area’s existing strengths in the creative sector.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/
Key issues and potential opportunities
5.1 Introduction

5.1.1 Kensal lies to the very north of the borough, bordering the London Boroughs of Hammersmith and Fulham, Brent and the City of Westminster, and is adjacent to the Old Oak and Park Royal regeneration area.

5.2 Context

- The Great Western Main Line and the Grand Union Canal run east-west through the area. Together with the West London Line to the west, this has resulted in poor connectivity to the wider area. Ladbroke Grove is the primary north-south route through North Kensington and Kensal and carries a lot of traffic.
- The former Kensal Gasworks and the North Pole railway depot are designated as Kensal Canalside Opportunity Area in the London Plan. This 15.4 hectare site is the last remaining large brownfield site in the borough.
- The area has relatively poor public transport accessibility compared to the rest of the borough. The Crossrail 1 Elizabeth Line will run above ground in the existing rail corridor through Kensal Canalside. A Crossrail station here will improve accessibility, enhance employment prospects for local people and stimulate regeneration and growth in this part of the borough.
- To the east of Ladbroke Grove the area is mostly dominated by a mixture of employment land and postwar housing estates. It includes areas that are amongst the 10 percent most deprived in the country.
- The Kensal Employment Zone to the western end of Kensal Road is the largest of the three employment zones in the borough. It comprises mostly small offices and light industrial uses. Businesses located here are typically engaged in recording media, advertising, design, printing, publishing and communications. The employment zone is on the western fringe of the central London office market, and, like Paddington, benefits from a canal side location.
- Kensal Green Cemetery is a valued heritage asset and a Grade I Registered Park and Garden of Historic Interest. It is both an operational cemetery and a tranquil open space and contains several Grade I and II* listed buildings. Kensal House, built in the 1930s as an exemplar ‘urban village’ for the employees of the gasworks, is one of the few Modern Movement buildings in the borough to be Grade II* listed.
- The later phases of redevelopment of Wornington Green estate will reconnect the northern end of Portobello Road to Ladbroke Grove. New office and retail will be provided at this junction enhancing the vitality of the area.

5.3 Principles (Overarching Aims)

- Develop Kensal Canalside as a new community integrated within the wider area.
- Improve public transport accessibility and minimise the need for private car usage in the area.
- Deliver new residential-led development across the Kensal area.
- Investigate the improvement of existing Council tenants’ homes.
- Provide a network of high quality public spaces.
- Enhance the canalside environment as a destination for leisure and recreation uses, and as an attractive pedestrian and cycling route particularly to Old Oak Common.
- Preserve the special character of Kensal Green Cemetery.
• Support Kensal to continue to operate as a vibrant employment area, and create opportunities for innovative small and medium sized businesses.
• Protect ecological habitats and biodiversity.

5.4 Priorities (Objectives and actions to deliver the aims)

• Facilitate the release of the North Pole Depot from railway use.
• Support the delivery of a new Crossrail station.
• Provide an integrated public transport network.
• Provide a new road bridge across the railway line.
• Deliver a new road linking onto Mitre Way near Scrubs Lane in the London Borough of Hammersmith and Fulham.
• Relocate and upgrade the Sainsbury’s supermarket within the Kensal Canalside Opportunity Area.
• Establish a new neighbourhood centre in Kensal Canalside to meet the day-to-day needs of the immediate area.
• Provide new social and community facilities to support the new neighbourhood.
• Investigate opportunities to redevelop the Treverton Estate to provide high quality new homes.
• Provide a new enlarged primary school at Barlby Road and a new Special Educational Needs school.
• Deliver new, and enhance existing, green and civic spaces that help to improve the important green infrastructure corridor along the canal.
• Provide a range of new flexible workspaces.
• Support the function of the employment zone as a vital and valued asset for small and medium sized businesses and for the cultural and creative sector.
• Use the canal to transfer demolition and development materials, domestic waste and deliveries.

5.5 Delivery

• Road and rail infrastructure necessary for the site to be developed will be funded through development of the site.
• The Council is progressing a Development Service Agreement with Network Rail to establish how the station and associated track can be constructed.
• A Supplementary Planning Document for the Kensal Canalside Opportunity Area will be published in 2017.
• The Council will work closely with the Old Oak Park Royal Development Corporation to ensure that both developments are integrated and Kensal Canalside can act as the first phase of wider regeneration of this part of west London.
• The Council will work with landowners in the Kensal Canalside Opportunity Area to ensure comprehensive development of the site.
• The Council will work with Transport for London to deliver public transport improvements.

5.6 References

5.6.1 The Council and other bodies have produced the following documents that are relevant to development in and around Kensal:
5.6.2 Evidence and further background information supporting a Kensal Portobello Crossrail Station can be found on the Council’s website: https://www.rbkc.gov.uk/parking-transport-and-streets/getting-around/kensal-portobello-crossrail-station

5.6.3 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
5.7 Site Context

5.7.1 Kensal Canalside is the last remaining large brownfield site in the borough. It adjoins the Old Oak and Park Royal Opportunity Area to the west and has the potential to and act as a catalyst for the regeneration of the whole of this part of northwest central London as it will be developed before Old Oak and Park Royal.

5.7.2 The opportunity area consists of the former Kensal Gasworks north of the railway line and the North Pole railway depot to the south. Part of the northern site is now occupied by a Sainsbury's supermarket and petrol station. The site is bound by the Grand Union Canal and Kensal Green Cemetery to the north.

5.7.3 There is only one road access to the site north of the railway line and the junction with Ladbroke Grove is now at capacity. This severely constrains the development that can be accommodated on the site without significant transport improvements. Optimal development of the site can only be achieved with a new road bridge over the railway line, improving access, and a new Kensal Portobello Crossrail station, reducing the need for private car ownership. Building the new road bridge requires release of at least part of the North Pole railway depot to the south, which is currently designated for railway use.
Site Allocation

Policy CA1
Kensal Canalside Opportunity Area

The Council allocates development on the site to deliver, in terms of:

Land use allocation:
- a minimum of:
  - 2,500–3,500 new residential units;
  - 10,000sq.m of new offices;
  - 2,000sq.m of new non-residential floorspace, including social and community and local shopping facilities;
- a Crossrail station subject to approval by Crossrail Limited;
- the relocation and re-provision of the existing Sainsbury’s supermarket in a location which provides a better relationship with Ladbroke Grove;
- a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network;
- the provision of on-site waste management facilities to deal with the development’s waste arisings from the new uses of the site (including recycling facilities and/or anaerobic digestion);

Principles
- comprehensive development of the site in accordance with an urban design framework that will be set out in the Kensal Canalside Opportunity Area SPD;
- a high-density development with a high environmental standard in terms of construction, building materials, waste management and energy usage/retention and low levels of car dependency and ownership;
- improved infrastructure including a new road bridge over the railway, a new pedestrian and cycle bridge over the canal, new pedestrian and cycling links remodelling of the Ladbroke Grove junctions, and new roads/streets which connect the site into its surrounding context and other public transport links, including improved connections over both the railway lines and the canal;
- attractive, usable and flexible public realm providing an appropriate setting for mixed-use canal side development which features leisure, education and business uses as well as housing;
- the improvement and relocation of facilities currently provided by Canalside House and the Boathouse Centre on-site if relocation is required to achieve comprehensive redevelopment along the canal side and Ladbroke Grove;
- the retention of the area west of the gas holders for the provision of electricity infrastructure. Part of this site may also be required for a gas pressure reduction station, replacing the gas holders. Any buildings must be of a high architectural standard and in keeping with the overall redevelopment of the site;
- the ongoing access to, and respect for, the memorial site of the victims of the Paddington Ladbroke Grove rail disaster through a redevelopment which will maintain its dignity;

Infrastructure and Planning Obligations
Kensal Opportunity Area is zero rated for Borough CIL so the required infrastructure will be funded through s106 agreements, subject to pooling restrictions.

- a Crossrail station (subject to agreement in principle with Crossrail Limited meeting Network Rail’s design requirements);
- social and community facilities (including health, education and police) depending on the population change;
- affordable housing;
op. construction and maintenance of bridges over the canal and railway; a new road bridge across the railway line to provide a second emergency access to the site and accommodate additional traffic generated by development of the site and a pedestrian and cycle bridge over the canal;

pg. public realm and public spaces and improvements to little Wormwood Scrubs and Kensal Cemetery (subject to access through the cemetery and a linking bridge over the canal);

qr. improved transport infrastructure including better bus links and new roads and improvements to the junctions with Ladbroke Grove;

fs. landscaping and amenity improvements to the Grand Union Canal;

t. Combined Cooling, Heating and Power (CCHP) plant or similar to serve the new development and form part of a wider development in the future;

u. on-site waste management and on-site waste water treatment facilities, which could include recycling facilities and anaerobic digestion;

sv. other contributions as set out in the Planning obligations SPD and the site specific SPD relevant SPDs.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult/ti/LPPRDP/

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<tr>
<th>Site Information</th>
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<tr>
<td><strong>Site Address</strong></td>
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<tr>
<td>Western site - Kensal Gasworks, Canal Way</td>
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<tr>
<td>Central site - Former Kensal Green Gasworks, Canal Way</td>
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<tr>
<td>Eastern site - 2 Canal Way</td>
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<tr>
<td>Southern site - North Pole Railway Depot (east), Barlby Road</td>
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<tr>
<td>Canalside House - 383 Ladbroke Grove</td>
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<tr>
<td>Boathouse Centre - 1-16 Canal Close</td>
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<tr>
<td>The Water Tower, Canal Close</td>
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<tr>
<td><strong>Ward</strong></td>
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<td>Dalston</td>
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<tr>
<td><strong>Site Area</strong></td>
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<td>15.4 hectares</td>
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<td><strong>Site Owners</strong></td>
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<td>Western site - National Grid</td>
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<td>Central site – Ballymore</td>
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<td>Eastern site - Sainsbury’s</td>
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<td>Southern site - Department for Transport</td>
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<tr>
<td>Canalside House - Royal Borough of Kensington and Chelsea</td>
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<tr>
<td>Boathouse Centre - Catalyst Housing Limited</td>
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<tr>
<td>Water Tower - private individual</td>
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<td>Canal and towpath – British Waterways</td>
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| Current Uses |
| Western site - gas pressurisation head housing and two mothballed Gas Holders |
| Central site – vacant, temporarily being used as a Crossrail 1 construction site |
| Eastern site – retail and petrol station |
| Southern site – railway |
| Canalside House – affordable office space for voluntary and community associations |
| Boathouse Centre - leisure and residential |
| Water Tower – residential |

| Planning History |
| An application was submitted in 2006 for the central site for 790 residential units (negotiated to 730 units) and 14,895sq.m of non-residential uses. This application (PP/06/01619) was withdrawn in 2008 following a change of ownership. |

| Delivery agencies |
| The Royal Borough of Kensington and Chelsea, Greater London Authority (GLA) National Grid, Ballymore, Sainsbury’s, National Grid, Department for Transport, Transport for London, NHS Clinical Commissioning Group, British Waterways and other site owners.
<table>
<thead>
<tr>
<th><strong>Delivery milestones</strong></th>
<th><strong>Site development</strong></th>
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<tbody>
<tr>
<td></td>
<td>• 2017 Publish Supplementary Planning Document</td>
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<td>• 2022-2031 construction</td>
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<th><strong>Station</strong></th>
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<tbody>
<tr>
<td>• 2017 Network Rail GRIP 2 stage addressing detailed track planning for the station</td>
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<td>• 2022-23 construction of bridge and station</td>
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<tr>
<th><strong>Funding arrangements</strong></th>
<th>Private investment</th>
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<tr>
<th><strong>Planning guidance</strong></th>
<th>Kensal Canalside Opportunity Area SPD (2017)</th>
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<tr>
<th><strong>Site Constraints</strong></th>
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<tr>
<td>• The site is a former gasworks and therefore contaminated, partial decontamination of the central site has been undertaken.</td>
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<tr>
<td>• The development capacity of the site is constrained by the road junction onto Ladbroke Grove which provides the only access to the site.</td>
</tr>
<tr>
<td>• There is a Hazardous Substances Consent (HSC) covering a large area of the former Kensal Green Gasworks relating to the disused gas holders. While they remain in situ the gas holders have a Health and Safety consultation zone around them within which residential development is restricted.</td>
</tr>
<tr>
<td>• Kensal Green Cemetery is a Grade I Registered Park and Garden of Historic Interest and contains several Grade I and II* listed buildings. Kensal House is listed Grade II*. Views from the cemetery to the development will be particularly sensitive.</td>
</tr>
<tr>
<td>• The memorial to the victims of the Ladbroke Grove rail disaster is located on the site. The memorial must be respected and visitor access maintained.</td>
</tr>
<tr>
<td>• Borough Grade I and II Sites of Nature Conservation Importance and identified green corridors exist on site, notably along the railway and canal. There is also a Site of Nature Conservation of local importance.</td>
</tr>
<tr>
<td>• New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates.</td>
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<table>
<thead>
<tr>
<th><strong>Risks</strong></th>
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<tbody>
<tr>
<td>• Network Rail Development Services Agreement identifies that the station and/or additional track cannot be accommodated.</td>
</tr>
<tr>
<td>• Decommissioning of the gas holders is not brought forward in line with the proposed development phasing, delaying development on the site.</td>
</tr>
<tr>
<td>• The North Pole Depot (eastern end) is not released for development by the Department for Transport.</td>
</tr>
<tr>
<td>• The station and bridge need to be built at the same time as the High Speed 2 line and Crossrail station at Old Oak Common in order to take advantage of the line closures that will be required for this. If this window of opportunity is not taken costs will be prohibitive.</td>
</tr>
</tbody>
</table>
5.8 Site Context

5.8.1 The site is situated within the Dalgarno Ward in the northern part of the Royal Borough of Kensington and Chelsea. The site is approximately 2.2ha in area.

5.8.2 The site is bound to the north by Barlby Road, to the east by Ladbroke Grove and to the west by Exmoor Street. The southern boundary is defined by Bruce Close and properties on the northern side of Hewer Street. An internal road, Treverton Street, runs into the site from Ladbroke Grove, providing vehicular access. Treverton Street becomes pedestrianised at its exit on Exmoor Street and there is no vehicular route through the site.

5.8.3 Barlby Road Primary School occupies the northern portion of the site, with a frontage on Barlby Road. A small row of shops runs along Ladbroke Grove from its junction with Barlby Road.

5.8.4 The Council has decided to redevelop and enlarge Barlby School and provide a new school for special educational needs and is considering what opportunities there may be for improving existing homes and/or providing new ones.
Site Allocation

Policy CA2
Barlby-Treverton

The Council allocates development on the site to deliver, in terms of:

**Land use**
a. up to 500 new residential units (a net addition of up to 350 residential units), depending on the outcome of the options appraisals;
b. an enlarged replacement primary school;
c. a new school for special educational needs;
d. circa 700 sq m of commercial floor space along parts of Ladbroke Grove;

**Principles**
e. at least the same amount of social rented floor space will be provided as currently exists;
f. design principles will be established during the options study;
g. two new schools located in the north-west part of the site that can come forward independently of the residential units;

**Infrastructure and planning obligations**
h. re-provision of all social rented floorspace;
i. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs;
j. depending on the number of additional residents and workers generated by the development site specific mitigation requirements may also be sought.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)

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<tr>
<th>Site Information</th>
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<tbody>
<tr>
<td><strong>Site Address</strong> 319-339 Ladbroke Grove, Raymede and Treverton Towers, 5 Exmoor Street, 1-18 Burleigh House</td>
</tr>
<tr>
<td><strong>Ward</strong> Dalgarno</td>
</tr>
<tr>
<td><strong>Site Area</strong> 2.2 hectares</td>
</tr>
<tr>
<td><strong>Site Owners</strong> RBKC and various private interests</td>
</tr>
<tr>
<td><strong>Current Uses</strong> Residential, education, commercial</td>
</tr>
<tr>
<td><strong>Existing Permissions</strong> The Treverton Estate was originally granted permission in 1953. Since then planning permission PP/08/01319, was granted in 2008 for creation of a natural play area for under-fives north-east of Raymede Tower, on the Balfour of Burleigh &amp; Treverton housing estate.</td>
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<tr>
<th>Delivery</th>
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<tbody>
<tr>
<td><strong>Delivery agencies</strong> RBKC and private sector partner(s)</td>
</tr>
<tr>
<td><strong>Delivery milestones</strong> In the event that full or partial redevelopment is selected as the preferred option, delivery of residential units would not commence before 2022. The schools and residential units are likely to be delivered to different timescales.</td>
</tr>
<tr>
<td><strong>Funding arrangements</strong> The Council’s emerging preferred strategy to deliver and fund major estate regeneration schemes is via a joint venture arrangement with suitable private sector partner(s).</td>
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<thead>
<tr>
<th>Site Constraints</th>
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<tbody>
<tr>
<td>• The site is bordered by Oxford Gardens Conservation Area to the west and south. Located within this conservation area and opposite the site is the St</td>
</tr>
<tr>
<td><strong>Risks</strong></td>
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Charles Hospital. The main hospital building, nurses’ home and hospital lodge, gate, piers and railing are all Grade II listed.

- The Victorian terrace on the northern part of Ladbroke Grove is in private ownerships. Therefore the Council’s CPO powers may be required to obtain ownership of these properties to secure deliverability of the regeneration objectives.
- New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates.
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 There are two strategic site allocations in Golborne/Trellick. One is Wornington Green (Chapter 21), where the Kensington Housing Trust have been exploring ways to renew the estate, and planning permission, in outline for the whole estate, and in detail for phase one, nearest the Golborne road, was granted in March 2010. 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 other strategic site allocation is the Edenham site – the land adjacent to Trellick Tower (Chapter 22) – also provides opportunities for regeneration including new housing and extra care facilities.

6.2 Vision

CV6 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 Local Plan as a whole. The Strategic Objectives are not listed in the same
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.

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 listed the Cheltenham estate with Grade II status in 2012.

Key issues and potential opportunities
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 while preserving and enhancing the setting of the Grade II* listed Trellick Tower.

**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 inclusive for 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 southeast 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.

**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 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.

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.

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.

78 See Policy CL1, Context and Character; Policy CL2: Design Quality; and Policy CL4: Heritage Assets – Listed Buildings, Scheduled Ancient Monuments and Archeology in the Renewing the Legacy Chapter 34.

79 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.

80 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.

81 See Policy CF4, Street Markets in the Fostering Vitality Chapter 31.
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 Local Plan.

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 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.

**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 canalside environment.

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.

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**

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82 See Policy CH2, Housing Diversity in the Diversity of Housing Chapter 35.
83 See Policy CR1, Street Network; Policy CR2, Three-Dimensional Street Form; Policy CR3, Street and Outdoor Life; and policy CR4, Streetscape in the An Engaging Public Realm Chapter 33.
84 See Policy CR1, Street Network; and Policy CR3, Street and Outdoor Life in the An Engaging Public Realm Chapter 33.
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 redevelopment 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 A new pedestrian access will be provided 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 reconnected to Ladbroke Grove as part of the redevelopment of the Wornington Green estate.

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 redevelopment of the remainder of the site will also offer opportunities for low carbon development. 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 CP6 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

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85 See Policy CT1, Improving Alternatives to car use in the Better Travel Choices Chapter 32.
86 See Policy CE1, Climate Change; Policy CE5, Air Quality; and Policy CE6, Noise and Vibration in the Respecting Environmental limits Chapter 36.
6.4.2 Sixty residential units to be brought forward through private or RSL development within the land adjacent to Trellick Tower (Chapter 22). Additional leisure facilities could be accommodated within the area to meet local need, with B1 floor space provided as new studio workspace (up to 100 sq.m units, 1076 sq.ft). 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 floor space 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 2,500 sq.m (GEA) (27,000 sq.ft), replacement of open space at Athlone Gardens, including the ball court approximately 9,186 sq.m (GEA) (105,000 sq.ft) and tertiary education facilities. A1 to A5 Uses in the order of approximately 2,000 sq.m (21,000 sq.ft), 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 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.

**Monitoring**

6.4.6 The vision: The focus of monitoring for Golborne/Trellick must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision:

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?

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*The Council’s infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Local Plan.*
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?

6.4.7 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

6.4.8 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the Vision that can be controlled through development are accorded due weight – it is thus the Vision rather than the policy that should be the focus of monitoring.

6.4.9 Quantum of Development: this will be monitored through policy CP1 – additional criteria are not required.

6.4.10 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place-specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

6.4.11 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

**CV6: Vision for Golborne**

Regeneration of the Wornington Green estate will be complete providing the existing community with more homes, new shops, offices, social and community facilities and a new public square. The area’s historic street pattern will be reinstated and Portobello Road will be reconnected to Ladbroke Grove. The completed redevelopment of the site in front of Trellick Tower will reflect its status as the icon of the area. New housing will be a mix of sizes and tenures and all redeveloped areas will be capable of designation as conservation areas in the future. Public realm improvements that create a stronger sense of place will have been implemented in Golborne Road, Kensal Newtown and Meanwhile Gardens.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)
Key issues and potential opportunities
6.1 Introduction

6.1.1 Golborne is located in the north east of the borough, extending north from the Westway to the Grand Union Canal, which forms the borough boundary. The Paddington main line also runs through Golborne. These large infrastructure corridors mean the area is relatively isolated from its surroundings due to these physical and perceived barriers.

6.2 Context

- Trellick Tower, designed by Erno Goldfinger, is an architectural icon and landmark of the area. It is listed Grade II* and at 35 storeys is the tallest building in the borough. The neighbouring Cheltenham Estate is Grade II listed.
- Golborne Road provides the neighbourhood centre for the area. 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, and attracts people from across London.
- Beyond Golborne Road itself, the area is largely residential, with a high proportion of social rented housing. The Wornington Green Estate is being redeveloped to meet modern housing standards and providing new private housing alongside replacement of the existing social rented housing. Phase 1 is complete and phases 2 and 3 are due for completion by 2021. This development will restore the northern connection between Portobello Road and Ladbroke Grove.

6.3 Principles (Overarching Aims)

- Provide good open space and appropriate community facilities in any new development.
- Improve cycle and pedestrian links.
- Preserve the setting of the designated heritage assets.
- Provide high quality new housing.
- Enhance safety and permeability of the area.
- Enhance the canalside environment.
- Encourage activity in Golborne Road to extend northwards over the railway line.

6.4 Priorities (Objectives and actions to deliver the aims)

- Complete the redevelopment of Wornington Green.
- Reproduce Athlone Gardens and the Venture Centre.
- Provide improved library facilities.
- Improve the streetscape in Golborne Road to solve drainage problems.
- Encourage more market stalls in Golborne Road, particularly those dealing in vintage and second hand furniture, handmade crafts and collectables.
- Improve access to the Grand Union Canal towpath and integrate it into the network of local pedestrian routes.
- Maintain and enhance Meanwhile Gardens.
- Provide a new entrance to the rear of Westbourne Park Station.
- Reinstate the Victorian street pattern including the reconnection of Portobello Road to Wornington Road and Ladbroke Grove.
- Improve the Golborne Road/Elkstone Road junction.
- Improve Golborne Square.

6.5 Delivery

- Planning and design guidance has been prepared for the Wornington Green Estate and the land adjacent to Trellick Tower.
• Catalyst Housing Ltd are delivering regeneration of the Womrington Green Estate.
• The Council will work with Meanwhile Gardens Community Association to maintain and enhance the gardens.

6.6 References

6.6.1 The following documents are relevant to development in Golborne:

• Royal Borough of Kensington and Chelsea (RBKC), Womrington Green Planning Brief Supplementary Planning Document (SPD), 2009
• RBKC, Trellick-Edenham Planning Brief SPD, 2015

6.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
6.7 Site context

6.7.1 Worthington Green is a postwar housing estate constructed between 1964 and 1985 in predominantly large deck blocks, typical of public housing of the period. It was identified for regeneration because it failed to meet Decent Housing standards and is the first estate regeneration scheme in the borough. Planning permission for redevelopment of the Wornington Green Estate was granted in 2010 and phase one of the development is complete.

Site Allocation

Policy CA3
Wornington Green

The Council will require development on the site to deliver, in terms of:

Land use
a. a minimum of 538 affordable residential units;
b. a minimum of 150 private residential dwellings;
c. the replacement of an improved Athlone Gardens, measuring 9,186sq.m (GEA), including the area of the existing ball court;
d. the refurbishment or replacement of an improved Venture Centre and scope for its enlargement, including the provision of the existing community and leisure facilities currently provided;
e. A1 to A5 uses in the order of approximately 2,000sq.m, 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 with no one unit being over 400sq.m (GEA);
f. a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network;
g. replacement of the storage used by market traders in Munro Mews;

Principles

h. an integrated community, where current tenants who want to remain at Wornington Green will be guaranteed a new home on the new development and the vast majority of residents should only have to move once;
i. a phasing scheme to minimise disruption to residents and adjoining neighbours during the construction period;
j. a good quality open space at least half the size of Athlone Gardens (4,593sq.m) must be available for public use throughout the construction period;
k. the reconnection of Portobello Road and Wornington Road to Ladbroke Grove and the re-establishment of the traditional street pattern in the area;

Infrastructure and Planning Obligations

l. affordable housing;
m. a site management plan;
n. the reinstatement of an improved Athlone Gardens, Venture Centre and adventure playground;
o. play space and play equipment;
p. healthcare facilities;
q. education facilities;
r. construction training contribution;
s. neighbourhood policing facilities, should they be required;
t. mitigation for any negative transport impacts;
u. improvements to public transport arising from the development, including improvements to the bus infrastructure;
v. walking, cycling and public realm improvements;
w. arrangements for on-street residents’ permit-free parking;
x. sustainable development measures as set out in the Wornington Green Supplementary Planning Document;
y. public art; and
z. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning document.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

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<td><strong>Site Area</strong></td>
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<td><strong>Site Owners</strong></td>
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<td><strong>Current Uses</strong></td>
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Phase 2 will commence construction in 2017 and comprises 168 affordable rent units, 11 shared ownership units and 142 homes for private sale. Delivery will be complete by early 2021. Phase 3 is due for completion by 2023, this will include reinstatement of Athlone Gardens and the Venture Centre.
6.8 Site Context

6.8.1 The site encompasses the former Edenham Care Home and land adjoining Trellick Tower. Surrounding the site is the neighbouring Cheltenham estate, a mixed use block that fronts on to the northern end of Golborne Road, and the Golborne Road (North) neighbourhood shopping centre. The Edenham Care Home, previously on the site, was demolished in 2008, and it is currently being used as a temporary coach park.

6.8.2 Residential-led development is regarded as the most suitable use for the site. At around 80 residential units per hectare, the site allocation takes account of London Plan ‘designs on London’ policies, and Table 4B1. This estimation may well be found to be conservative. However, with the iconic Trellick Tower adjacent, it is important that the final capacity of the site is established through a careful design process, which could constrain development. While additional residential units may well be able to be accommodated, it would not be prudent to allocate the site for additional units without detailed designs to confirm the acceptability and an understanding and appreciation of the local social, historical and physical context, and impact on the adjoining site of importance for local nature conservation. The grade II* listed status of Trellick Tower could prove a constraint on development in the area.

6.8.3 The location of a destination use, such as a leisure facility, could improve the vitality of the neighbourhood shopping facility at Golborne Road (North). Employment uses in the form of studio workspace would also be appropriate on the site, as part of a mixed use development. However, neither of these are requirements of the development.
**Site Allocation**

**Policy CA34**  
**Land Adjacent to Trellick Tower**

The Council will require development on the site to deliver, in terms of:

Land use allocation:  
a. a minimum of 60 residential units; to fund regeneration;  
b. improvements to social and community facilities and housing;

Principles:  

c. the restoration of a suitable setting for the designated heritage assets including the Grade II* listed Trellick Tower;

**Infrastructure and Planning Obligations:**  
d. additional social and community uses, including health provision to be included as part of any redevelopment;  
e. other contributions may be required, as identified in the Planning Obligations and the site specific supplementary planning documents.

d. improvements to the public realm and open spaces around the site;  
e. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)

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**Site Information**

**Site Address**  
Land to the rear of 7-19 Golborne Road and land to the rear of 1-13 Edenham Way

**Ward**  
Golborne

**Site Area**  
0.77 hectares

**Site Owners**  
Royal Borough of Kensington and Chelsea (RBKC)

**Current Uses**  
Site of former Care Home (class C2) - currently being used as a temporary coach park. Garages/parking area and multi use games area; social and community uses.

**Planning History**  
No previous permissions

**Delivery**

**Delivery agencies**  
RBKC and potentially a private developer and/or registered social landlord (RSL)

**Delivery milestones**  
Delivered by the end of 2021

**Funding arrangements**  
RBKC, private investment

**Planning guidance**  
Trellick-Edenham Planning Brief SPD (adopted 2015)

**Site Constraints**

- Trellick Tower is Grade II* listed. Cheltenham Estate is Grade II listed
- Meanwhile Gardens adjoining the site is a site for local nature conservation
- The part of the site immediately in front of Trellick Tower is sunken below ground level
- New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates.
| **Risks** | No risks have been identified for this site |
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.

**Key issues and potential opportunities**
8.1.13 There are no strategic site allocations within Westway place contained in the Local Plan.

8.2 Vision

CV8 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 Local Plan 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, 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.

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.

\[88\] 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.

\[89\] See Policy CR1, Street Network; Policy CR3, Street and Outdoor Life; and Policy CR4, Streetscape, in the An Engaging Public Realm, Chapter 33.
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\(^9\).

**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 to 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\(^9\).

**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 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.

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

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\(^9\) 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 An Engaging Public Realm, Chapter 33.

\(^9\) See Policy CT1, Improving Alternatives to Car Use, in the Better Travel Choices, Chapter 32.
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\textsuperscript{92}.

**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\textsuperscript{93}.

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\textsuperscript{94}.

**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 than 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\textsuperscript{95}.

**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\textsuperscript{96}.

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\textsuperscript{92} 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.
\textsuperscript{93} See Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local, Chapter 30.
\textsuperscript{94} See Policy CK1, Social and Community Uses; and Policy CK2, Local Shopping Facilities, in the Keeping Life Local, Chapter 30.
\textsuperscript{95} See Policy CE1, Climate Change; Policy CE5, Air Quality; and Policy CE6, Noise and Vibration, in the Respecting Environmental Limits, Chapter 36.
\textsuperscript{96} See Policy CH2, Housing Diversity, in the Diversity of Housing, Chapter 35.
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 CP8 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 1000sq.m or 10,800sq.ft) 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 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 Local Plan 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 Vision: The focus of monitoring for Westway must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision:

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?

8.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

8.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

8.4.8 Quantum of development: this will be monitored through policy CP1 – additional criteria are not required.

8.4.9 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

8.4.10 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

Westway Stables Riding School
Chapter 9 Latimer [previously Chapter 9]

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 nineteenth 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 postwar 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 where 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 largescale 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 everincreasing 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 Underground 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.

9.1.6 There is a specific opportunity in relation to the existing site of the leisure centre. This Local Plan allocates the leisure centre site as the site of the much needed new school in the north of the borough (see Chapter 23). Preliminary work undertaken in the summer of 2009 indicated that the school could be accommodated without compromising the existing leisure centre.

9.1.7 Other specific opportunities to realise the vision (see below) have not been identified in this Local Plan. They will be identified through subsequent planning documents focusing only on the Latimer area.

9.2 Vision

CV9 Vision for Latimer in 2028

Latimer will have been rebuilt, in a phased way, to a new street pattern, guaranteeing all existing tenants the opportunity of a new home as well as creating capacity for new residents to move to the area. It will be a place that focuses on the provision of high quality services through excellent architecture and urban design. It will provide accessible, safe 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. The area will be better served by public transport, and 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 Local Plan 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;
- reconfiguration of the area to establish good street connectivity by reinstating a traditional street pattern;
- 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.

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. 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 1,800 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.

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97 See Policy CR1, Street Network, in the An Engaging Public Realm, Chapter 33. See also An Engaging Public Realm, Corporate and Partnership Action 1.
98 See Policy CR1, Street Network, and CR2, l Three-Dimensional Street Form, in the An Engaging Public Realm, Chapter 33.
99 See Policy CR5, Parks, Gardens, Open Spaces and Waterways in the An Engaging Public Realm, Chapter 33.
100 This will take the form of either an Area Action Plan or as a Supplementary Planning Document.
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.¹⁰¹

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 neighbourhood centre is needed to allow residents to have the shops and services they need within a short walk.¹⁰² Good open space and community facilities will also be expected in any new development.¹⁰³

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.¹⁰⁴ 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 academy.¹⁰⁵ 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.¹⁰⁶

**Key Issues and Potential Opportunities**

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¹⁰¹ The new housing for the existing tenants will be of a type which would meet their housing needs. See Policy CH2, Housing Diversity, in the Diversity of Housing, Chapter 35. See also Diversity of Housing, Corporate and Partnership Action 2.

¹⁰² See Policy CF1, Location of New Shop Uses, in the Fostering Vitality, Chapter 31. See also Fostering Vitality, Corporate and Partnership Action 3.

¹⁰³ See Policy CK1, Social and Community Uses, in the Keeping Life Local Chapter 30, and Policy CR5, Parks, Gardens, Open Spaces and Waterways, in the An Engaging Public Realm, Chapter 33.

¹⁰⁴ See Keeping Life Local, Corporate and Partnership Actions 4, 8 and 9.

¹⁰⁵ See the Kensington Leisure Centre Strategic Site Allocation.

¹⁰⁶ See Policy CK1, Social and Community Uses, in the Keeping Life Local, Chapter 30. See also An Engaging Public Realm, Corporate and Partnership Action 8.
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. See Policy CF5, Location of Business Uses, in the Fostering Vitality, Chapter 31.

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

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

9.3.18 Improvements to pedestrian links over the West Cross Route and West London line 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. See Policy CR2, Three-Dimensional Street Form, in the An Engaging Public Realm, Chapter 33.
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. 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.

Policy CP9 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 Kensington Leisure Centre as a strategic site (Chapter 23). The allocation is for a new academy (with a floor area no less than 6,000sq.m or 64,600sq.ft), 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 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 line 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

[113] See infrastructure schedule in Section 2C, Chapter 37.
9.4.4 The Council will prepare a masterplan to form part of the LDF to explore the potential for the area.

Monitoring

9.4.5 The vision: The focus of monitoring for Latimer must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. Has redevelopment of Latimer area occurred in a way which significantly improves the area’s legibility?
2. Have pedestrian and cycle links been improved in the area, in particular across the railway to the White City area?
3. Have visual improvements been made to existing road and rail viaducts?
4. Has the provision/quality of open space in the area been improved?
5. Has a new local centre been delivered in the Latimer area?
6. Has a new academy been delivered in the area?
7. Has the sports centre been redeveloped, with an improvement in the facilities available?

9.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

9.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the Vision that can be controlled through development are accorded due weight – it is thus the Vision rather than the policy that should be the focus of monitoring.

9.4.8 Quantum of development: this will be monitored through policy CP1 – additional criteria are not required.

9.4.9 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

9.4.10 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

Latimer transport links and local Shopping
**CV7 Vision for Latimer**

Latimer will have been regenerated to become an even more appealing place to live and work with new homes and public spaces. It will be a place that focuses on the provision of high-quality services. Excellent architecture and urban design will provide accessible, and adaptable spaces that are valued and used by the local community.

The area underneath the Westway flyover will have been revitalised through the creation of safe, well-used spaces. Better connected pedestrian and cycle routes will have allowed the business and residential community to benefit from improved links to White City. More shops, cafes and other facilities will have opened making Latimer a more lively place to live and work. More businesses, particularly in research, creative and media will have chosen to locate here, spurred by opening of the Imperial White City Campus.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)
Key Issues and Potential Opportunities
7.1 Introduction

7.1.1 Latimer is located to the north west of the borough adjacent to the London Borough of Hammersmith and Fulham. The West London railway line forms the borough boundary which reduces connections between the two boroughs.

7.2 Context

- The area is made up of large housing estates, characterised by built forms that largely ignored the long-standing patterns of finely-grained buildings, streets and spaces that remain in the surrounding area. Post-war development was dominated by the construction of the Westway flyover and West Cross Route in the 1960s. This has led to poor connectivity and a sense of isolation in the area. The Westway also creates significant noise and air pollution.
- The retail area close to Latimer Road Tube Station is designated a neighbourhood shopping area reflecting the role these shops have in meeting the day-to-day needs of local people.
- The area is well served by a wide range of sports facilities including the Kensington Sports Centre and Westway Sports Centre. Kensington Academy and the redeveloped Leisure Centre opened in 2015.
- The Silchester East and West estates have been identified by the Council as a potential regeneration opportunity and the Council has consulted residents on a series of concept masterplans. Further testing of options is being undertaken and those options will be consulted upon. Peabody has redeveloped their landholding in Silchester as More West.
- The southern part of the Latimer Road/Freston Road Employment Zone has changed significantly in recent years with the development of several large new office blocks providing headquarters for businesses such as Monsoon and Talk Talk. The northern part has retained much of its original character with a small number of motor trade and storage uses located alongside a range of creative and media related businesses.
- Imperial West, Imperial College’s new White City campus, is being constructed immediately to the west of Latimer in the London Borough of Hammersmith and Fulham. When fully developed in 2030, 12,000 people will work on the campus and 36,000 on the wider sites, which will create demand for new local facilities such as shops and cafes.
- Currently Imperial College is housing 7000 sq.m of business space in on the campus site. These buildings are scheduled for demolition by 2025 as the new Campus is developed, which is likely to create further demand for open workspace in the Latimer Road/Freston Road Employment Zone.
- The St Quintin and Woodlands Neighbourhood Plan sets out a framework of policies for the designated neighbourhood area and promotes Westway Circus as potential location for a new station on the West London Line.

7.3 Principles (Overarching Aims)

- Seek opportunities to provide new housing, including affordable housing, to meet the Borough’s housing needs.
- Provide good quality, safe and useable open space and establish good street connectivity as part of any redevelopment.
- Support uses like shops and cafes that will provide for the needs of workers and residents.
- Retain the focus on sport at the western end of the Westway.
- Improve pedestrian and cycle links across the area and address community safety issues.
- Improve the townscape and open spaces in order to make this part of Kensington more attractive.
7.4 Priorities (Objectives and actions to deliver the aims)

- Improve existing Council tenants’ homes in Silchester East and West.
- Improve the public realm under the Westway.
- Improve the area around the entrance to the new pedestrian and cycle underpass link to White City and access to Westway Travellers’ Site.
- Reinstate a traditional street pattern where possible.
- Support the growth and development of the Latimer Road/Freston Road Employment Zone as a thriving centre for a range of businesses.
- Support retail and leisure uses at street level such as cafes, gyms and crèches in Latimer Road/Freston Road Employment Zone.
- Improve the appearance of the rail and road viaducts.
- Work with Transport for London to encourages new retail and commercial uses within the railway arches.

7.5 Delivery

- The Council is investigating the case for regeneration of the Silchester East and West Estates.
- If redevelopment is the preferred option the Council will seek to work with residents, landowners and other stakeholders to develop a comprehensive masterplan to explore the potential of the area.
- St Quintin and Woodlands Neighbourhood Plan allocates a site within the neighbourhood area for residential development and sets out how residential development above Units 1-14 Latimer Road could come forward while preserving employment use on the ground and any mezzanine floors.
- The new pedestrian and cycle underpass under the West London Line is being delivered as part of the s106 agreement for Imperial West.
- The Council and Westway Trust will seek GLA Regeneration Funds for public realm improvements underneath the Westway and the provision of free wireless internet access.

7.6 References

7.6.1 The Council and other bodies have produced the following documents that are relevant to the Latimer area:

- Royal Borough of Kensington and Chelsea (RBKC), *Land underneath and close to the Westway Planning Brief (SPD)*, 2012
- RBKC, *Oxford Gardens St Quintin Conservation Area Proposals Statement*, to be revised 2017
- *St Quintin and Woodlands Neighbourhood Plan* has passed referendum and will be made (adopted) by the Council in due course

7.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
Site Allocation CA5: Silchester Estates

7.7 Site Context

7.7.1 The Silchester Estates site allocation includes Silchester East, Silchester West, Bramley House and Kingsdown Close. The area has clearly defined physical boundaries: the Westway to the north, the railway running diagonally from the northeast to the southern site boundary, which is formed by the More West development. The Westway Sports Centre wraps around the site to the west and north.

7.7.2 The site has relatively poor connectivity. Though served by Latimer Road Tube Station, the area is of PTAL level 3, lower than much of the rest of the borough. Bramley Road provides access to the north and south, while Silchester Road links the site to the east. There is no access to the west. More locally, within and around the site, legibility and permeability is challenged by the irregular street pattern and contemporary built forms.

7.7.3 The site has good access to sports, schools and community facilities, but lacks a clearly defined neighbourhood centre.

7.7.4 The Council is conducting a study on land and properties in Council ownership and the wider area. This is to understand the potential to improve the area as a whole and establish if other nearby landlords, social and private, are interested in partnering with the Council to build new homes. The study will also look at opportunities for creating employment through new retail and office space, for new social and community spaces, and ways to improve the townscape and open spaces in order to make this part of the Borough more attractive. The study is due for completion in mid 2017. The Council currently does not have any development proposals.
Site Allocation

Policy CA5
Silchester Estates

The Council allocates development on the site to deliver, in terms of:

Land use
a. up to 1,400 residential units (a net addition of up to 850 additional residential units), depending on the outcome of investigation of the options appraisal;

Principles
b. if the decision is made to proceed with redevelopment, rather than infill / refurbishment or continued maintenance, then the Council will seek to work with other landowners and other stakeholders in the area to develop a comprehensive masterplan for the whole area;
c. at least the same amount of social rented floor space will be provided as currently exists;
d. design principles will be established during the options study, which will include reinstating a more traditional street pattern and improving the legibility of the local environment;

Infrastructure and Planning Obligations
e. the re-provision of the existing social rented floorspace;
f. open space;
g. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs;
h. supporting community facilities.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

Site Information

Site Address

<table>
<thead>
<tr>
<th>RBKC land-holdings</th>
<th>Non-RBKC land-holdings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-45 Bramley House, 2-9,10-15,16-21 and 22-27 Darfield Way</td>
<td>The Latymer Community Church</td>
</tr>
<tr>
<td>1-80 Frinstead House</td>
<td>19 and 21A Silchester Road</td>
</tr>
<tr>
<td>1-20 Kingsnorth House</td>
<td>1-12 Arthur Court, Bridge Close</td>
</tr>
<tr>
<td>1-80 Markland House</td>
<td>1-11 Charlotte Mews, 1-14 Colvin House</td>
</tr>
<tr>
<td>2-42, 14-24, 26-36, 38-48 evens and 29-41 odds Shalfleet Drive</td>
<td>1-24 Goodrich Court, 63,67,69,71,73,75,77 and 79 Bramley Road</td>
</tr>
<tr>
<td>13-21A Silchester Road</td>
<td>80-90 Wayneflete Square</td>
</tr>
<tr>
<td>1-11, 12-17, 43-49, 50-56,57-63 and 64-76 Wayneflete Square</td>
<td>Yard north-east end of Silchester Road</td>
</tr>
<tr>
<td>1-80 Whitstable House and office adjoining, yard south each end of Silchester Road.</td>
<td>54 Blechynden Street</td>
</tr>
<tr>
<td>Bugsies supermarket and the Pig and Whistle Pub</td>
<td></td>
</tr>
<tr>
<td><strong>Ward</strong></td>
<td>Notting Dale</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------</td>
</tr>
<tr>
<td><strong>Site Area</strong></td>
<td>6.3 hectares</td>
</tr>
<tr>
<td><strong>Site Owners</strong></td>
<td>Royal Borough of Kensington and Chelsea - Silchester Estates, Catalyst Housing Limited – Bridge Close, Octavia Housing Association – Colvin House, Notting Hill Housing Trust - Charlotte Mews, Bramley Road, Wayneflete Square, Windsor Court, L&amp;Q Housing Association - Goodrich Court, Private ownership – Jack’s Garage, Latymer Christian Care Centre in Bramley Road, Charlotte Mews</td>
</tr>
<tr>
<td><strong>Current Uses</strong></td>
<td>Residential</td>
</tr>
<tr>
<td><strong>Existing Permissions</strong></td>
<td>TP/92/0243 for redevelopment of Arthur Court, 40 Silchester Road to build 12 residential units and one 3-storey and one 4-storey building was approved 12/02/1992, PP/05/02747</td>
</tr>
<tr>
<td><strong>Delivery agencies</strong></td>
<td>Royal Borough of Kensington and Chelsea, and possibly development partner</td>
</tr>
<tr>
<td><strong>Delivery milestones</strong></td>
<td>In the event that full or partial redevelopment is selected as the preferred option delivery would not commence before 2022.</td>
</tr>
<tr>
<td><strong>Funding arrangements</strong></td>
<td>The Council’s emerging preferred strategy to deliver and fund major estate regeneration schemes is via a joint venture arrangement with suitable private sector partner(s).</td>
</tr>
</tbody>
</table>
| **Site Constraints** | • The St Anne’s Nursery School and Children’s Centre, formerly known as Latimer Road School, the Harrow Club and 189 Freston Road are Grade II listed  
• New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates. |
| **Risks** | The case for regeneration is deemed unacceptable. |
Chapter 10

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 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 recognised in the Local Plan as a neighbourhood shopping centre. The quality of the town centre is severely disrupted 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.

10.1.3 There are five 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 a new school that will also be used as a community facility. The sites are allocated as the Warwick Road considered in Chapter 25.

10.1.4 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 a poor pedestrian environment.

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

10.1.6 There are at present no obvious ways to get from the Exhibition Centre to the neighbourhood centre with the underground station separating rather than connecting these two parts of Earl’s Court.

10.1.7 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 is planned before this date. After 2012, however, the landowners plan to redevelop the site. It is allocated as a strategic site in this Local Plan, see chapter 26. 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 Opportunity Area, designated in the draft London Plan 2009. 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.
10.1.8 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). Investigations have been made regarding the possible transfer of Brompton Cemetery to the Council.

10.2 Vision

CV10 Vision for Earl’s Court in 2028
The western edge of the borough will be reintegrated with the Earl’s Court Neighbourhood Centre so that the centre is able to blossom, offering an attractive ‘urban village’ environment which local residents can enjoy. Crucial to this is reducing the impact of the one-way system on residential amenity, the pedestrian environment and public transport users, preferably by returning the one-way system to two-way working or other significant environmental improvements. The function of the centre will be reinforced by improved links to the Exhibition Centre, which should be developed for mixed uses with a significant convention, exhibition or cultural use. Earl’s Court site will therefore retain its important London-wide role as a distinctive cultural brand, but also 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 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, marking the arrival of the A4 in Central London.

Key Issues and Potential Opportunities
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 Local Plan 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 one-way system to two-way working, as part of the redevelopment of the Exhibition Centre site. 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 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.

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

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 Earl’s Court and West Kensington Opportunity Area. The Council will work in partnership with these organisations to overcome transport constraints on the development, while safeguarding the operational railway.

10.3.5 The Council will also consider the potential for improved interchange from the West London Line to the Underground network.

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.

10.3.7 The redevelopment of the Earl’s Court and West Kensington Opportunity Area provides an opportunity to create a legacy for the future. It also offers the potential for regeneration of both North End Road, located within the London Borough of Hammersmith and Fulham, and Earl’s Court Neighbourhood 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 must retain its long-standing brand as an important cultural destination. This may be in the form of an international convention centre within the existing Earl’s Court or Olympia complexes. If it is located at Olympia (in the same ownership as Earl’s Court Exhibition Centre), then a significant cultural facility that is at least a national destination should be provided within the Earl’s Court and West Kensington Opportunity Area, to continue the long-standing Earl’s Court brand of a 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.

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.

Keeping Life Local

10.3.10 Earl’s Court Neighbourhood 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.

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

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

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

118 See Policy CL1, Context and Character and Policy CL4, Heritage 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.

119 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 Exhibition Centre Strategic Site Allocation, Chapter 26.

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

121 See Corporate or Partnership Action 1, in the Keeping Life Local, Chapter 30.
facilities will be provided as part of the developments on the Earl’s Court and West Kensington Opportunity Area, 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 Neighbourhood Centre. 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 centre in this location, which includes retail provision supporting the day to day needs of the development and other acceptable town centre uses identified in policy CA7. The size and function of the centre will be confirmed through the joint planning brief, having regard to the up-to-date evidence. The extent to which there is scope for a larger centre within the Opportunity Area will depend on a detailed analysis of retail and leisure need, taking account of the vitality and viability of existing centres (both in this and within neighbouring boroughs) both at the time of the development and in the longer term.

10.3.11 Facilitating the connection of any redevelopment of the Earl’s Court and West Kensington Opportunity Area to the Earl’s Court Neighbourhood 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 sites. In addition, the Earl’s Court and West Kensington Opportunity Area may deliver a minimum of 2,000 new dwellings. Establishing the exact development capacity is subject to further detailed work relating to design and transport capacity.

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.

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.

10.3.15 Returning 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. There are also plans to transform the environment in West Cromwell Road, introducing avenues of trees, and bringing significant improvements to the pedestrian environment in Warwick Road.

122 See Policy CK1, Social and Community uses, and Corporate and 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.
123 See Policy CF1, Location of New Shops, in the Fostering Vitality, Chapter 31.
124 See Policy CH1, Housing Targets, Policy CH2, Housing Diversity, and Policy CH3, Protection of Residential Uses, in the Diversity of Housing, Chapter 35.
125 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.
126 See Corporate and Partnership Action 3, in the Better Travel Choices Chapter 32, and Corporate or Partnership Action 1 in the An Engaging Public Realm, Chapter 33.
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. The Earl’s Court and West Kensington Opportunity Area will also provide publicly accessible open space with play facilities for new residents, addressing existing deficiencies.\(^{127}\)

Respecting Environmental Limits

10.3.17—Air quality is a concern in the area due to pollution from traffic. The redevelopment of the Earl’s Court and West Kensington Opportunity Area provide opportunities for low or carbon neutral developments and to establish a district heat and energy source.\(^{128}\)

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 CP10 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. The Council will resist development proposals which prejudice the opportunities for wider regeneration of the area and compromise delivery of the vision.

Quantum of development

10.4.2 There are two strategic site allocations in this place: Earl’s Court Exhibition Centre and the Warwick Road sites. Earl’s Court Exhibition Centre Strategic site is allocated for a minimum of 500 dwellings and a minimum of 10,000sq.m of office floorspace. The Council will also support a new centre in the Earl’s Court and West Kensington Opportunity Area, with retail provision 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. The Warwick Road sites are allocated for 1,600 homes overall. Within the Royal Borough, therefore, the Earl’s Court is expected to deliver a minimum 2,100 homes during the lifetime of this plan.

Infrastructure needs

10.4.3 The following infrastructure is specifically required to deliver the vision for Earl’s Court:

- affordable housing as part of residential requirement;

\(^{127}\) See Policy C1, Infrastructure Delivery and Planning Obligations in the Policies and Actions Chapter 29, Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34, and Policy CK1, Social and Community Uses, in the Keeping Life Local, Chapter 30.

\(^{128}\) See Policy CE1, Climate Change, and the Corporate and Partnership Actions 1 and 4 in the Respecting Environmental Limits, Chapter 36.

\(^{129}\) The Council’s infrastructure requirements are set out in the Infrastructure Schedule Chapter 37 of this Local Plan.
- Social and community facilities provided as part of the development;
- Investigating and contributing to returning the Earl’s Court one-way system to two-way working;
- possible expansion of Abingdon Health Centre to accommodate growth;
- 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 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 vision: The focus of monitoring for Earl’s Court must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. Has development investigated and contributed to returning the one-way system to two-way working?
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 Exhibition Centre strategic site and 1,600 from development on Warwick Road?
3. Has a significant convention, exhibition or cultural use 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?
6. Has development delivered the social and community facilities identified through the SPD?

10.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

10.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight — it is thus the vision rather than the policy that should be the focus of monitoring.

10.4.8 Quantum of development: this will be monitored through policy CP1 — additional criteria are not required.

10.4.9 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place-specific infrastructure has been drawn for inclusion in this place chapter. Additional monitoring criteria are not therefore required.

10.4.10 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
CV8 Vision for Earl's Court

By 2028, the former exhibition centre will be transformed into a vibrant new urban village, which reflects the crescents and squares nearby and links to a strengthened Earl’s Court District Centre and wider development sites in the London Borough of Hammersmith and Fulham. A new cultural offer, drawing upon the legacy of the Exhibition Centre will add to the activity and interest of the area and attract visitors from across the capital. Steps will have been taken to humanise the area’s streetscape with improvements to Cromwell Road, Warwick Road and Earl’s Court Road. Although physically separate from Earl’s Court new residential-led development along Warwick Road will further reinforce the new urban quarter. A linear park will provide a pedestrian route through the western Warwick Road sites linking to the Lost River Park on the Earl’s Court development to the south. The park will also improve east-west connections across the barrier of the railway line. The area will continue to offer a wide range of residential accommodation and will provide community infrastructure to support local life.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPRDP/
Key Issues and Opportunities
8.1 Introduction

8.1.1 Earl’s Court lies to the west of the borough, bordering the London Borough of Hammersmith and Fulham, adjacent to the West London line. It is largely residential in character with a range of different property types and tenure.

8.2 Site Context

- Earl’s Court Road District Centre, 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 and visitors. Businesses in the centre have suffered as footfall has reduced with the closure of the Earl’s Court Exhibition Centre.
- The area is well served by public transport. It is one of the main Underground interchanges in the borough and well connected by bus. West Brompton Station provides an interchange with the West London line. However, provision for cyclists remains poor.
- The Earl’s Court one-way system stretches from Shepherd’s Bush in the north to Chelsea Embankment in the south. It degrades the residential environment of Warwick Road and disrupts the quality of the town centre on Earl’s Court Road.
- Earl’s Court itself lacks public open space, although Brompton Cemetery just to the south is one of the largest green spaces in the borough at 16.5 hectares.
- A new urban quarter will be built in the Earl’s Court and West Kensington Opportunity Area, which straddles the border between Kensington and Chelsea and Hammersmith and Fulham. The whole site has outline planning permission that will be brought forward in phases over 20 years. Once built out, the former Exhibition Centre site in Kensington and Chelsea will act as a gateway to a new residential area and high street beyond.
- A series of large sites along Warwick Road have come forward for development in recent years. Most of these now have planning permission and the first, the former Charles House site, is complete. This development provides new retail floorspace, a new primary school as well as over 500 new homes.
- The Council has identified the opportunity to redevelop two sites in its ownership on the eastern side of Warwick Road.

8.3 Principles (Overarching Aims)

- Create a new urban quarter within the Earl’s Court and West Kensington Opportunity Area providing jobs, homes and community facilities.
- Support the existing Earl’s Court District Centre, helping it to establish a new identity following the closure of the Exhibition Centre.
- Ensure good connections between Earl’s Court District Centre and the new urban quarter.
- Ensure a new public open space is provided within the Opportunity Area to serve the needs of the new residents and occupiers of the development.
- Ensure that the new centre within the Opportunity Area serves the day-to-day needs of the development and is of a scale that does not have an unacceptable impact on the vitality and viability of the existing centres in Kensington and Chelsea.
- Ensure development within Opportunity Area is low carbon or carbon neutral.
- Improve the pedestrian environment around Cromwell Road, Warwick Road and Earl’s Court Road to make it more pleasant for pedestrians and residents.
- Improve provision for cyclists travelling east-west and north-south.
- Protect the Green Corridor designated along the West London railway line.
8.4 Priorities (Objectives and actions to deliver the aims)

- Provide a replacement cultural destination within the Earl’s Court and West Kensington Opportunity Area.
- Deliver a new cycling Quietway providing an east-west route across Earl’s Court.
- Deliver a north-south pedestrian route running parallel to Warwick Road and potentially extending up to Kensington High Street.
- Deck over the Transport for London depot and West London line to allow for good connections and increased public open space.
- Establish a district heat and energy source within the Earl’s Court and West Kensington Opportunity Area.
- Improve the Warwick Road tube entrance to Earl’s Court Station to provide a suitable gateway to the new urban quarter.
- Investigate returning the one-way road system to two-way working.

8.5 Delivery

- The outline planning permission sets out how the masterplan for the Opportunity Area will be delivered.
- The Council will work in partnership with Transport for London and the Greater London Authority (GLA) to overcome transport constraints on the future development of the Opportunity Area.
- The Council recognises the importance of the Earl’s Court District Centre to cater for local needs and will work with local business groups to improve it and make connections to the new centre in the Opportunity Area.

8.6 References

8.6.1 The Council and other bodies have produced the following documents that are relevant to this place:

- RBKC, *Warwick Road Planning Brief SPD*, 2008
- Green Infrastructure and Open Environments: The All London Green Grid, pp.125-6
- RBKC, *Nevern Square and Philbeach Conservation Area Proposal Statement*, to be updated in 2017

8.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
8.7 Site Context

8.7.1 This site allocation relates to the part of part of Earl’s Court and West Kensington Opportunity Area within the Royal Borough. A Joint Opportunity Area Supplementary Planning Document has been produced and the site has outline planning permission. Within the Royal Borough planning permission has been granted for a mixed-use development which includes up to 930 residential units including affordable housing, a CHP plant, up to 10,132 sq.m Class B1, 3,414 sq.m retail, 7,381 sq.m hotel and 6,067 sq.m of education, culture, community and leisure floorspace. The permission has been implemented and will take some 15 years to complete.

Site Allocation

Policy CA76
Earl’s Court Exhibition Centre
Allocation for Earl’s Court Exhibition Centre

The Council allocates development on the site to deliver, in terms of:

Land use allocation:
  a. a minimum of 500 900 homes within the Royal Borough; which could be increased, in particular if (b) to (e) are provided within LBHF as part of the masterplanning process conducted in the preparation of the SPD
  b. a minimum of 10,000sq.m of office floor space;
c. retail and other uses within the A class of the Use Classes Order 1987 (as amended) to serve the day-to-day needs of the new development;

d. a significant cultural facility to retain Earl’s Court’s long standing brand as an important cultural destination, located on the area of the Opportunity Area nearest to public transport accessibility;

e. other non-residential uses required to deliver a sustainable and balanced mixed-use development, such as hotel and leisure uses;

f. social and community uses;

g. on-site waste management facilities to handle waste arising from the new uses of the site (including recycling facilities and/or anaerobic digestion), which may be provided within LBHF but must benefit development in the Royal Borough;

h. low or carbon neutral developments and a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network; which may be provided within LBHF as part of the masterplanning process conducted in the preparation of the SPD but must benefit development in the Royal Borough;

Principles:

i. a new urban quarter which links well with its surroundings, especially to the west and east;

j. a design of the road network and connections with the surrounding area that significantly improves residential amenity, the pedestrian environment and public transport access in the area of the one-way system, and does not have an unacceptable impact on traffic congestion;

k. an open urban square, fronting onto Warwick Road, with land uses that provide positive active edges to the building frontages;

Infrastructure and Planning Obligations:

l. social and community facilities;

m. additional new public open space, including considering opportunities to create biodiversity;

n. securing highway contributions including the investigation, in consultation with TfL and the boroughs, into returning the Earl’s Court one-way system two way working; implementation of those measures identified during the investigation commensurate to the development proposal; and significant improvements to quality of residential amenity, the pedestrian environment and public transport access in the area of the Earl’s Court one-way system;

o. improvements to Tube, bus and rail access, including interchange from the West London line to the Underground network and the extension of bus services into the site;

p. to contribute to step-free access at West Brompton Station, measures to increase the capacity of the West London line and improvements to its interchange with the Underground network, particularly at Earl’s Court, if feasible;

pq. improved pedestrian links from and through the site and the surrounding area to public transport facilities and improved cycle links to enhance north/south cycle accessibility;

gr. affordable housing as part of residential requirement;

rs. education facilities;

l. a cultural facility;

su. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning document.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

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<tr>
<td><strong>Site Owners</strong></td>
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<td><strong>Current Uses</strong></td>
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<td><strong>Planning History</strong></td>
</tr>
<tr>
<td><strong>Delivery agencies</strong></td>
</tr>
</tbody>
</table>
| **Delivery milestones** | 2012: grant planning permission  
2013: start implementation on site  
2023: completion |
| **Funding arrangements** | Mainly private investment |
| **Planning guidance** | Earl’s Court and West Kensington Opportunity Area Joint Supplementary Planning Document (adopted 2012) |
| **Site Constraints** |  
• Brompton Cemetery is designated Grade I on English Heritage’s Register of Parks and Gardens is adjacent to the site  
• Philbeach Gardens Conservation Area surrounds the site to the east. |
8.8 Site Context

8.8.1 Physically separated from Earl’s Court by the Cromwell Road these sites lie on the western boundary of the borough bordering the London Borough of Hammersmith and Fulham, adjacent to the West London line.

8.8.2 Originally five sites in Warwick Road were allocated for a total of 1,550 residential units, including former Charles House to the north fronting onto Kensington High Street which has now been developed. Planning permission has been given for 1,178 homes to date. The site allocations also included the provision of a primary school (completed 2016), on site public open space, community sports hall and swimming pool and funding for a number of streetscape improvements to Warwick Road and West Cromwell Road.

8.8.3 The sites that were originally occupied by the Territorial Army, the Empress Telephone Exchange and Homebase have planning permission and the latter two are already under development.
Site Allocation

Policy CA 57
Warwick Road Sites

The Council allocates development on the site to deliver, in terms of:

Land use allocation:
- a. 1,550 a minimum of 1,219 total combined residential units across all five-four sites:
  - i. 500 residential units on the Charles House site
  - ii. 250 281 residential units on the Former Territorial Army site;
  - iii. a minimum of 150 158 residential units on the Former Empress Telephone Exchange;
  - iv. a minimum of 300-330 residential units on the former Homebase site;
  - v. a minimum of 350-450 residential units on the 100/100A West Cromwell Road site;
- b. On the northern four three sites:
  - i. a primary school on-site, and
  - ii. on-site public open space, including outdoor play space;
- c. On the 100/100A West Cromwell Road site: leisure, social and community uses (Class D1), provision of car parking and open amenity space;

Principles:
- ed. sufficient non-residential uses on the northern four sites to provide active frontages to the ground floor of Warwick Road;
- fe. the four-three northern sites to be developed to a single masterplan;

Infrastructure and Planning Obligations:
- gf. affordable housing as part of residential development on all the sites to ensure a mixed and balanced community;
- hg. social and community facilities;
- ih. community sports hall and swimming pool;
- ii. health facilities;
- ik. crèche and education facilities;
- il. landscape improvements to the West Cromwell Road in connection with 100/100A West Cromwell Road site;
- jm. streetscape improvements to Warwick Road in connection to all development sites;
- jn. pedestrian and cycle improvements;
- on. floorspace for Safer Neighbourhoods unit, if required;
- po. a contribution to investigate and implement measures to return the Earl’s Court one-way system to two-way working

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

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<tr>
<td>Former Homebase, 195 Warwick Road</td>
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<td>100 and 100a West Cromwell Road</td>
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<td></td>
<td>• Former Homebase – St Edwards/Prudential Assurance Company Limited</td>
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<td></td>
<td>• 100 and 100A West Cromwell Road - Tesco Stores Limited, Notting Hill Housing Trust and RBKC</td>
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<td>• Former Territorial Army site - vacant</td>
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<td>• Former Empress Telephone Exchange – under development</td>
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<tr>
<td></td>
<td>• Former Homebase – under development</td>
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<tr>
<td></td>
<td>• 100 and 100a West Cromwell Road - retail food store - Tesco (Class A1) and residential (Class C3)</td>
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<tr>
<td></td>
<td>• Former Territorial Army site has planning consent for 281 residential unit (PP/08/00218)</td>
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<td></td>
<td>• Former Empress Telephone Exchange has consent for 158 residential units (PP/08/01214)</td>
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<tr>
<td></td>
<td>• Former Homebase has consent for 330 units (PP/10/02817)</td>
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<td></td>
<td>• 100 West Cromwell Road has no extant permission as an individual site. It formed part of a wider site for which outline planning permission was granted in 1996 for the redevelopment of the greater ‘Fenelon Place’ site to provide a three phase development. Phases one and three have been implemented and comprise the existing Tesco store with housing above and the Kensington Westside residential development respectively. Phase two was for an office building (14,864 square metres) and has not been implemented. The phase two site is now known as the 100 West Cromwell Road site. (TP/93/0434)</td>
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<td>Delivery milestones</td>
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</tr>
<tr>
<td></td>
<td>• Former Territorial Army site – not known</td>
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<tr>
<td></td>
<td>• Former Empress Telephone Exchange – delivery by Q3 2020</td>
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<tr>
<td></td>
<td>• Former Homebase – delivery by Q2 2022</td>
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<td></td>
<td>• 100 and 100a West Cromwell Road - retail food store - Tesco (Class A1) and residential (Class C3) – delivery from 2021</td>
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<td>Funding arrangements</td>
<td>Private investment</td>
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<td>Planning guidance</td>
<td>Warwick Road Planning Brief SPD</td>
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<td>Site Constraints</td>
<td>• New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates.</td>
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</table>
Site Allocation CA8: Warwick Road Estate

8.9 Site Context

8.9.1 The Warwick Road estate is located on the eastern side of Warwick Road. It is bisected by Pembroke Road which divides the estate into two distinct blocks: Broadwood Terrace (north) and Chesterton Square (south). It currently accommodates residential units, depot facilities, offices and a small nursery.

8.9.2 The surrounding townscape is varied. Along the eastern side of Warwick Road, to the north and south of the site, are two and three storey Victorian houses. The west side of Warwick Road is quite different in scale, a mix of large retail and commercial units, and new residential blocks reaching 8-10 storeys. Further to the east the area is more residential, in the form of mansion blocks and townhouses, and prevailing building heights more consistent, more typical of the borough’s townscape.

8.9.3 The existing buildings on the site are of a large scale, with long blank frontages to Warwick Road and Pembroke Road. Both north and south sites extend into the urban block, away from the principal roads bounding them. Large parts of the sites are in close proximity to the rears of surrounding residential properties.

8.9.4 The Council owns the site and is reviewing the requirement for the operational services currently using the Pembroke Road Depots. As part of that review the Council is considering wider strategic benefits that could be achieved through an infill, partial or full redevelopment of the building which could include new housing on the site and improving Pembroke Road by introducing new shops and businesses. This will be measured against a continued maintenance strategy of the existing buildings. It is anticipated that following a
consultation period a recommendation will be made in 2017.

Site Allocation

Policy CA8
Warwick Road Estate

The Council allocates development on the site to deliver, in terms of:

Land use
a. up to 350 residential units (a net addition of up to 230 units) depending on the outcome of the options appraisals;
b. circa 1,900 sq m of re-provided B1 office space, and ground floor commercial (A1, A2, A3 uses);
c. re-provision of a depot with ancillary office (so far as this is required to meet the Royal Borough’s operational requirements);

Principles
d. re-provision of a depot on part of the site (so far as this is required to meet the Royal Borough’s operational requirements);

Infrastructure and Planning Obligations
e. re-provision of the existing social rented floorspace;
f. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs;
g. the nursery (within Class D1) either retained in situ or relocated on the site.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

Site Information

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<td>Ward</td>
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<td>Site Owners</td>
<td>Royal Borough of Kensington and Chelsea and other leaseholders</td>
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<td>Current Uses</td>
<td>Residential, highways depot, offices, nursery</td>
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</table>
| Planning History | • TP84/0881 (1988) - Central Depot, Warwick Road - Change of use from Council workshop to light industrial  
• TP828/30/12 (1966) - Central Depot, Warwick Road - Development of nos. 112-148 Warwick Road and the Borough Council Depot to comprise 72 residential units and development of nos. 102,104 and the Furniture Depositories, Warwick Road as a Borough Council Depot as an extension to the existing depot adjoining, to provide 144 residential units. |

Delivery

<table>
<thead>
<tr>
<th>Delivery agencies</th>
<th>Royal Borough of Kensington and Chelsea</th>
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Delivery milestones
Options appraisal 2017  
If the estate is redeveloped delivery would not commence before 2019 and is likely to take five years to complete.

Funding arrangements
The Council’s emerging preferred strategy to deliver and fund major estate regeneration schemes is via a joint venture arrangement with suitable private sector partner(s).

Planning guidance
None
| **Site Constraints** | • Requirement for depot to remain in part of the site  
• New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates. |
| **Risks** | • A certificate of immunity from listing was issued by English Heritage in May 2015 for the residential buildings on Chesterton Square. It is valid for five years.  
• The case for development on the site is deemed unacceptable |
Chapter 18.9  Lots Road/World’s End [previously Chapter 18]

18.1 Introduction

18.1.1 The area is characterised by a vibrant mix of uses, including social and private housing, retail and light industry.

18.1.2 Lots Road is severed from surrounding areas by the River Thames to the south and the railway line to the west. The high volume of traffic acts as a barrier for pedestrians further adding to the perception that it is isolated. Therefore, connections are vital to the wider area.

18.1.3 The World’s End Estate contains 742 residential units, parades of shops, a theatre and a nursery.

18.1.4 The Lots Road Employment Zone lie to the west of the Place. This in an area containing a cluster of antiques and art-related firms focused on the Bonhams and Lots Road auction houses, as well as designers and business services typically associated with the creative industries. The south of the area contains the decommissioned Lots Road Power Station. A planning application was approved on appeal by the Secretary of State in 2006. This cross-boundary mixed-use development will include retail, businesses and over 400 new dwellings in the borough and over 380 new dwellings, car and cycle parking, children’s playspace, and works to Chelsea Creek and Chelsea Basin in the London Borough of Hammersmith and Fulham. Implementation of this permission has yet to commence. The late-Victorian housing stock, together with Chelsea Wharf, other smaller employment spaces, and the Heatherley School of Fine Art contribute to the character and ‘industrial’ feel of this diverse area. It is not currently designated as a conservation area.

18.1.5 The new Chelsea Academy on the western corner of Lots Road is now open. The Academy is a Church of England Secondary School specialising in the sciences and catering for 810 eleven to sixteen year olds, with a sixth form for an additional 250 students.

18.1.6 A much needed overland train station opened in September 2009 in the Chelsea Harbour area (Imperial Wharf Station on the West London Line) in the London Borough of Hammersmith and Fulham. There is potential for a pedestrian and cycle bridge to be built either within or alongside the existing Cremorne railway bridge that would link North Battersea with Imperial Wharf station. The Council will welcome the construction of this pedestrian bridge.

18.1.7 This is an area which is currently undergoing significant change and will continue to change in the future due to the Chelsea Academy and Lots Road Power Station development.

18.1.8 There are no strategic site allocations within Lots Road/World’s End Place contained in the Local Plan.

18.2 Vision

CV18 Vision for Lots Road/World’s End in 2028
The opening of the new secondary school will bring people into the area. By 2028, improvements to the built and natural environment will transform the area into a place people choose to visit. Investigating the designation of a conservation area in the Lots Road area is an important part of this.

\[\text{See Policy CT1, Improving alternatives to car use, in the Better Travel Choices, Chapter 32.}\]
The Lots Road Power Station site development will play a vital role in improving the vitality of the area by providing a mixture of uses including housing, new neighbourhood centre, offices, and social and community facilities including mooring facilities. Better pedestrian links from Lots Road to the World’s End shops will help overcome the isolation with the wider townscape of Lots Road and reintegrate World’s End. Connectivity to the riverside will be supported by completing the Thames Path and the use of the Cremorne railway bridge by pedestrians and cyclists.

18.3 Priorities for actions

18.3.1 The priorities for action for Lots Road/World’s End have been set out under the Strategic Objectives for the Local Plan 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

18.3.2 The Council recognises the importance of conserving the industrial character of the Lots Road area, which is enhanced by the listed pumping station, Lots Road Power Station, its late Victorian housing stock, and traditional corner shops, public houses and cafés. There is a need to preserve and maintain the existing built environment by assessing the case for it to be made a conservation area\(^1\). There is also a need for high quality design standards throughout the area\(^2\).

Key issues and potential opportunities

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\(^1\) See Corporate and Partnership Action 3, in the Renewing the Legacy, Chapter 34.
\(^2\) See Policy CL1, Context and Character, in the Renewing the Legacy, Chapter 34.
18.3.3 The World’s End estate was built as a set piece, and conceived as a fortress. It is a landmark series of buildings. While many people do not like its appearance and its dominating presence, the design integrity must nonetheless be respected.

An Engaging Public Realm

18.3.4 The World’s End estate needs to be improved to make it visually and physically pleasing for residents and visitors. Reducing its poor legibility and the fear of crime is also necessary; this will be achieved by increasing its links with King’s Road and opening up the World’s End Place. Reconfiguring the layout of the estate will not be easy, but opportunities may present themselves to better integrate the estate with its surroundings and to make better use of the parking facilities underneath it.

18.3.5 Streetscape improvements have already been made in the Lots Road area, with further improvements to be implemented following the completion of the Chelsea Academy, partially funded through s106 contributions\textsuperscript{133}.

18.3.6 Existing green open space will be protected and consideration will be given to the creation of new open space when possible. Westfield Park has been upgraded recently\textsuperscript{134}, it is a

\textsuperscript{133} See Policy C1, Infrastructure Delivery and Planning Obligations, in Policies and Actions Chapter 29, and Policy CR1, Street Network, in the An Engaging Public Realm, Chapter 33.

\textsuperscript{134} See Corporate or Partnership Action 9 in the An Engaging Public Realm, Chapter 33.
local park well loved by residents and provides a valuable open space in the Lots Road area. Cremorne Gardens provides another valuable open space in the area\textsuperscript{135}.

**Keeping Life Local**

18.3.7 Some of the shops along the King’s Road, by the World’s End estate are not fulfilling their potential. Investment is needed to maintain local shops by improving shop frontages, and providing a more inviting environment for local residents\textsuperscript{136}. The local residents would also benefit from a thriving, higher-quality supermarket and other community facilities such as health facilities.

18.3.8 The one-way system presents a significant barrier to accessing the shops from Lots Road. Pedestrian facilities are therefore needed\textsuperscript{137}. The inclusion of retail and social and community uses in the redevelopment of the Lots Road Power Station site could assist in meeting the day-to-day needs of residents of this part of the borough\textsuperscript{138}.

18.3.9 The opening of the Chelsea Academy in 2010 brings an important local facility into the area.

**Diversity of Housing**

18.3.10 The area offers a diverse range of housing. Further housing will be provided as part of the Lots Road Power Station scheme\textsuperscript{139}.

**Better Travel Choices**

18.3.11 The opening of the new train station in the area will significantly improve travel choices, including pedestrian and cycling links along and across the Thames, but further improvements are needed\textsuperscript{140}. The Council will support enhanced pedestrian, cyclist and bus links in the area and will seek to secure benefits from the Chelsea-Hackney line, including potential interchanges onto the West London line at Imperial Wharf\textsuperscript{141}. The one-way system with a high volume of heavy traffic and poor pedestrian crossings makes for a poor pedestrian environment\textsuperscript{142}. The Council will work to returning the one-way system to two-way working. The Council will seek to secure the improvements of the Thames Path\textsuperscript{143}. Existing gaps will be closed as development opportunities come forward. River transport will be supported including commuter links to the City and the West End\textsuperscript{144}.

**Respecting Environmental Limits**

18.3.12 The river frontage is a unique feature that needs to be maximised. The biodiversity potential of Chelsea Creek should be exploited. The Creek could also be used as a recreational waterway providing physical access to the Thames and connecting the Royal Borough to

\textsuperscript{135} See Policy CR5, Parks, Gardens, Open Spaces and Waterways, in the An Engaging Public Realm, Chapter 33.

\textsuperscript{136} See Corporate or Partnership Actions 1 and 6, in Keeping Life Local, Chapter 30.

\textsuperscript{137} See Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local, Chapter 30.

\textsuperscript{138} See Policy CK1, Social and Community Uses, in the Keeping Life Local, Chapter 30.

\textsuperscript{139} See Policy CH1, Housing Targets, and Policy CH3, Protection of Residential Uses, in Diversity of Housing, Chapter 35.

\textsuperscript{140} See Policy CT1, Improving alternatives to car use, in the Better Travel Choices, Chapter 32.

\textsuperscript{141} See Policy CT2, New and enhanced rail infrastructure, and Corporate or Partnership Action 2, in Better Travel Choices, Chapter 32.

\textsuperscript{142} See Corporate and Partnership Action 3, in the Better Travel Choices, Chapter 32.

\textsuperscript{143} See Corporate and Partnership Action 10, in the An Engaging Public Realm, Chapter 33.

\textsuperscript{144} See Policy CT1, Improving alternatives to car use, in the Better Travel Choices, Chapter 32.
the London Borough of Hammersmith and Fulham. If opportunities arise as redevelopment takes place, the Council will explore the possibility of expanding the opening of the Creek to the north using it as a green corridor and providing pedestrian bridges. However, any development in this area should consider the potential flood risk from the River Thames.

18.3.13 Air quality is affected by busy roads. 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 safeguarded Cremorne Wharf will be preserved for waste management purposes, and could be reactivated for river cargo handling purposes. The use of Cremorne Wharf for waste management purposes generate a high volume of lorry movements.

Fostering Vitality

18.3.14 The Lots Road Employment Zone has less of an industrial feel to the area than the other two employment zones within the borough. This zone is currently dominated by antiques, art-related firms and creative industries, but there has been a recent emergence of interior design and business services into the area reinforced by the Design Centre. This eclectic mix offers a unique character to the area which the Council supports and will protect. The employment zone will continue to cater for small business and light industry.

18.4 Delivery

Development management

18.4.1 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 Lots Road/World’s End 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 Lots Road/World’s End is required.

Policy CP18 Lots Road/World’s End
The Council will maintain, protect and enhance the character of the area by supporting better local shopping facilities, social and community uses, small cultural and creative uses and requiring improvements to connectivity and integration within the place, the wider area, and the river.

Quantum of development

18.4.2 Permission for the redevelopment of Lots Road Power Station was granted in 2006 for:

- Shops (A1): 1,198sq.m (12,900sq.ft)
- Financial and Professional Services (A2): 82sq.m (883sq.ft)
- Food and Drink (A3): 528sq.m (5,700sq.ft)
- Non-Residential Institutions (D1): 877sq.m (9,500sq.ft)
- Business (B1): 4,904sq.m (43,000sq.ft)
- Housing: 420 dwellings, including 166 affordable units
- Open Space

145 See Policy CR5, Parks, Gardens, Open Spaces and Waterways, in the An Engaging Public Realm, Chapter 33.
146 See Policy CE2, Flooding, and Corporate and Partnership Action 6 in the Respecting Environmental Limits, Chapter 36.
147 See Policy CE3, Waste, in the Respecting Environmental Limits, Chapter 36.
148 See Policy CF5, Location of Business Uses, in the Fostering Vitality, Chapter 31.
18.4.3 A secondary school catering for 810 pupils is being built.

**Infrastructure needs**

18.4.4 The following infrastructure is specifically required to deliver the vision for Lots Road/World’s End:

- The provision of a river path;
- Provision of a new Chelsea-Hackney line station and interchange to the West London line at Imperial Wharf station.

**Future plans and documents**

18.4.5 We are currently in the implementation phase as there is a large amount of development planned for this area including both the secondary school and the redevelopment of the power station. There is a need for the area to settle after the implementation of these projects takes place. No plans are in preparation.

18.4.6 The possible designation of a conservation area in the Lots Road area will be investigated.

**Monitoring**

18.4.7 The vision: The focus of monitoring for Lots Road/World’s End must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. What benefits have both the secondary school and the redevelopment of Lots Road Power Station brought to the wider area?
2. Has a conservation area in Lots Road been designated?
3. Have better pedestrian links from Lots Road to the World’s End shops been delivered?
4. Has connectivity to the riverside been improved?

18.4.8 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

18.4.9 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

18.4.10 Quantum of development: this will be monitored through policy CP1 – additional criteria are not required.

18.4.11 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

18.4.12 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

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149 The Council’s infrastructure requirements are set out in the Infrastructure Schedule Chapter 37 of this Local Plan.
CV9 Vision for Lots Road/World’s End

By 2028, improvements to the built and natural environment will have transformed the area. The Lots Road Power Station development will have provided new housing, a new neighbourhood centre, offices, social and community facilities and mooring facilities. The Employment Zone will continue to function as a centre for innovation focusing particularly on art, architecture, antiques and interior design. Better pedestrian links from Lots Road to the World’s End shops and to Imperial Wharf in the London Borough of Hammersmith and Fulham will have overcome the isolation of Lots Road and World’s End. Connectivity to the riverside will have been enhanced by completing this section of the Thames Path and extending the use of the Cremorne railway bridge for pedestrians and cyclists.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/
9.1 Introduction

Lots Road is in the south west corner of the borough. It is a former industrial area originally centred on the riverside wharves and later the power station, which is surrounded by late-Victorian workers’ housing.
### 9.2 Context

- The area is characterised by a vibrant mix of uses, including social and private housing, retail and light industry. The late-Victorian housing stock, together with the former warehouses of Chelsea Wharf, other smaller employment spaces, and the Heatherley School of Fine Art contribute to the character and 'industrial' feel of this diverse area. The World’s End estate contains 742 residential units, parades of shops, a theatre and a nursery. It was built as a set piece and conceived as a fortress.
- The Lots Road / World’s End place is currently undergoing significant change. A planning application was approved on appeal by the Secretary of State in 2006 for the decommissioned Lots Road Power Station. It includes retail, businesses and over 380 new dwellings, children’s playspace, and works to Chelsea Creek and Chelsea Basin in the London Borough of Hammersmith and Fulham. This scheme has been implemented and construction is in progress. Further change is expected nearby at the former Imperial Gas Works site across the boundary with Hammersmith and Fulham, which is likely to be comprehensively redeveloped in a residential-led scheme.
- Lots Road is severed from surrounding areas by the River Thames to the south and the railway line to the west. The high volume of vehicular traffic associated with the one-way system acts as a barrier for pedestrians further adding to the perception that the area is isolated. Improving connections to the wider area is therefore vital.
- The Lots Road Employment Zone contains a cluster of antiques and art-related firms focused on the Bonhams and Lots Road auction houses, as well as designers and business services typically associated with the creative industries. There has been a recent emergence of interior design and business services in the area reinforced by the Design Centre nearby in the London Borough of Hammersmith and Fulham.
- Cremorne Wharf is currently being used as a tunnelling site for the Thames Tideway Tunnel and may in future be used as a site for Counters Creek storm relief sewer project, which is due to continue beyond 2022.

### 9.3 Principles (Overarching Aims)

- Protect the eclectic mix of uses and character of the area.
- Improve the connectivity within the area, neighbouring areas and the wider city.
- Maximise the benefits of the area’s riverside location.
- Protect and improve existing green open space and create new open space where possible.
- Support small business and light industrial uses within Lots Road Employment Zone.
- Support the biodiversity potential of Chelsea Creek.

### 9.4 Priorities (Objectives and actions to deliver the aims)

- Support the antiques, furniture and design cluster in Lots Road.
- Extend and improve the Thames Path.
- Support initiatives that encourage river transport.
- Return the one-way road system to two-way working.
- Improve cross boundary pedestrian and cycle links to Hammersmith and Fulham.
- Support proposals for a new foot and cycle bridge crossing the River Thames adjacent to the south side of the Cremorne Railway Bridge in Hammersmith and Fulham.
- Extend the Transport for London cycle hire scheme to Lots Road.
- Create a new bus route from Fulham Riverside to Central London serving Lots Road and World’s End.
- Better integrate the World’s End estate with its surroundings, while respecting its design integrity.
- Provide affordable older people’s housing
9.5 Delivery

- The Lots Road Power Station scheme will deliver enhanced bus connections and extend the cycle hire scheme to the Lots Road Area.
- The Council will continue to lobby the Mayor of London for the removal of Cremorne Wharf’s safeguarded status within the London Plan to allow its redevelopment in the longer term.

9.6 References

9.6.1 The Council and other bodies have produced the following documents that are relevant to the Lots Road area:

- Royal Borough of Kensington and Chelsea (RBKC), *Lots Village Conservation Area Appraisal*, 2015
- RBKC, *The College of St Mark and St John Conservation Area Appraisal*, to be revised 2017

9.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
9.7 Site Context

9.7.1 This site lies on the southern boundary of the borough, between Lots Road and the Thames. It is not a site allocation it is a planning permission which was granted on appeal by the Secretary of State in 2006. This is an important site which will play a significant role in meeting the borough’s housing target so it has been included for information purposes.

Planning Permission

Policy CA9
Lots Road Power Station

Permission was granted in 2006 for:

a. Shops (A1): 1,198sq.m
b. Financial and professional services (A2): 82sq.m
c. Food and drink (A3): 528sq.m
d. Non-residential institutions (D1): 877sq.m
e. Business (B1): 4,904sq.m
f. Housing: 420 dwellings, including 166 affordable units
g. Open space

Infrastructure and Planning Obligations:

The permission includes:

h. Contribution towards parking facilities, bus stops, river bus services, and travel plans
i. Improvements to Chelsea Harbour Pier
l. Road junction improvements
k. Cycle and pedestrian improvements
i. Streetscape improvements
m. Community facilities
n. Contribution towards improvements to Westfield Park
o. Affordable housing provision
p. Works and maintenance of Chelsea Creek
q. Adherence to design quality standards

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)

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<tr>
<th>Site Information</th>
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<tr>
<td><strong>Site Address</strong></td>
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<td><strong>Ward</strong></td>
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<td><strong>Site Area</strong></td>
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<tr>
<td><strong>Site Owners</strong></td>
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<td><strong>Current Uses</strong></td>
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<td><strong>Planning History</strong></td>
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<td><strong>Delivery agencies</strong></td>
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<td><strong>Delivery milestones</strong></td>
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<td><strong>Funding arrangements</strong></td>
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</tbody>
</table>
9.8 **Site Context**

9.8.1 The site is situated on the south western side of Lots Road between Chelsea Harbour and the King’s Road and is currently occupied by a vehicle pound and two warehouse buildings.

9.8.2 The site is owned by the Council and the Council's ownership extends beyond the borough boundary into the London Borough of Hammersmith and Fulham. The larger part and existing buildings are within the Royal Borough of Kensington and Chelsea.

9.8.3 The vehicle pound occupies the southern portion of the site, with access from Lots Road. The existing buildings on the site are two-storey warehouse buildings facing Lots Road, used principally as auction rooms.

9.8.4 This stretch of Lots Road is a boundary between predominantly business and retail on the west side and a residential area on the east side. The area supports a mix of uses including retail, office and residential accommodation. The south end of Lots Road sees the beginning of Chelsea Harbour; to the west of the site is the access road to the depot and railway lines. On the opposite side of Lots Road from the site are a variety of building uses, including residential, office, retail and education.

9.8.5 Prevailing building heights in this part of Lots Road are two and three storeys, with buildings directly adjacent to the site being low rise commercial warehouse buildings, and a short three storey residential terrace at the junction with Chelsea Harbour Drive. This increases further east towards Lots Road Power Station.
**Site Allocation**

**Policy CA10**
**Site at Lots Road**

**A mixed use development to include residential and employment floorspace**

The Council allocates development on the portion of the site within the Royal Borough to deliver, in terms of:

**Land use**
- a. a minimum of 120 residential units, including extra care units;
- b. commercial floorspace;

**Principles**
- c. active street frontages to Lots Road;
- d. re-provision of existing commercial floorspace;
- e. development that respects the setting of the Lots Village Conservation Area;
- f. development of a scale and density that is appropriate to its surroundings;

**Infrastructure and Planning Obligations**
- g. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council's Regulation 123 List and other relevant Local Plan policies and SPDs.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)

**Site Information**

<table>
<thead>
<tr>
<th>Site Address</th>
<th>Crown Wharf 63, 65/69 &amp; 71/73 Lots Road, SW10 0RN</th>
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</thead>
<tbody>
<tr>
<td>Ward</td>
<td>Chelsea Riverside</td>
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<tr>
<td>Site Area</td>
<td>Royal Borough of Kensington and Chelsea land: 0.49 Ha (4856sqm); including Hammersmith &amp; Fulham: 0.74 Ha (7404sqm)</td>
</tr>
<tr>
<td>Site Owners</td>
<td>Royal Borough of Kensington and Chelsea</td>
</tr>
<tr>
<td>Current Uses</td>
<td>Vehicle pound, studio workspace, commercial auction rooms, self storage</td>
</tr>
<tr>
<td>Planning History</td>
<td>71-73 Lots Road An application was submitted in 2008 for the demolition of the existing buildings and erection of a new building for re-housing the auction rooms and provision of B1 business/office space. It was withdrawn in December 2008 A previous application (PP/06/00940) for a similar scheme for the demolition of existing buildings and erection of new 7 storey building comprising auction rooms and business accommodation was refused and a subsequent written representations appeal was dismissed on 16 May 2007 (PINS Ref: APP/K5600/A/07/2035974).</td>
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<td>Delivery milestones</td>
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<tr>
<td><strong>Funding arrangements</strong></td>
<td>Royal Borough of Kensington and Chelsea</td>
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</tbody>
</table>
| **Site Constraints**    | - The site lies within Flood risk Zones 2 and 3  
- The site is within the Lots Road Employment Zone  
- The site is adjacent to the Lots Village Conservation Area  
- The site is directly adjacent to The River Thames and tidal tributaries Site of Nature Conservation Importance, which is of Metropolitan Importance  
- The site abuts the Thames Policy Area  
- New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates. |
| **Risks**               | The site straddles the boundary with the London Borough of Hammersmith and Fulham (LBHF). Delay due to both Councils failing to agree comprehensive development of the site. |
Chapter 7 10  Portobello Road / Notting Hill Gate  
[previously Chapters 7 and 16]

7.1 Introduction

7.1.1 Portobello Road and Notting Hill are internationally known for their ‘bohemian’ character, a character which derives from the eclectic mix of local shopping, bookshops, antiques and other second-hand goods. 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.

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

7.1.3 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).

7.1.4 Portobello Road is an internationally celebrated cultural asset and tourist destination, but only for, at most, two days of the week. The antiques and flea markets attract very high footfall to the road on Friday and during the weekend\(^\text{150}\). For most of the week, therefore, 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 per cent of the total retail floorspace within the centre is occupied by multiple retailers (compared with 60-80 per cent in the major centres in the borough)\(^\text{151}\). 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\(^\text{152}\).

\(^{150}\) RBKC, The study of the visitor economy, 2009
\(^{151}\) GLA, London-wide Town Centre Health Checks, January 2007
\(^{152}\) RBKC, Response to Call for Evidence on Traditional Retail Markets, 2009
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.

7.1.9 There are no strategic site allocations within Portobello/Notting Hill place contained in the Local Plan.

7.2 Vision

CV7 Vision for Portobello/Notting Hill in 2028
Portobello Road will remain a jewel in London’s shopping crown, a place of world-class antiques hunting alongside shops meeting the day-to-day needs of local people, above all, a place which has not been overrun by 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 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. As Special District Centres, Portobello Road and Westbourne Grove will both remain internationally known vibrant retail areas. Westbourne Grove will retain its difference from Portobello Road and its position as a specialist shopping destination providing high end fashion retailing. 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.

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 Local Plan 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.

Keeping Life Local and Fostering Vitality

7.3.2 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) 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.

7.3.3 In particular the Council will work with stakeholders to increase the provision of banks in the northern end of the Portobello Road town centre.

153 See Policy CK3, Walkable Neighbourhoods and Neighbourhood Facilities, in the Keeping Life Local Chapter 30.
7.3.4 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.\textsuperscript{154}

7.3.5 The Council will work with arcade owners, retailers, market traders, residents and other stakeholders to promote the Portobello/Notting Hill area.\textsuperscript{155} 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.\textsuperscript{156}

7.3.6 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.\textsuperscript{157} 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.\textsuperscript{158}

7.3.7 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.\textsuperscript{159} These initiatives will include the provision of electricity points in this part of Portobello Road to make life easier for market traders and their customers.

7.3.8 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.

7.3.9 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.

Key issues and potential opportunities

\textsuperscript{154} See Policy CF3, Street Markets, in the Fostering Vitality 31. See also Fostering Vitality Chapter 31, Corporate and Partnership Action No.10.
\textsuperscript{155} See Fostering Vitality Chapter 31, Corporate and Partnership Action No.1.
\textsuperscript{156} See Policy CR1, Street Network, in An Engaging Public Realm Chapter 33.
\textsuperscript{157} See Fostering Vitality Chapter 31, Corporate and Partnership Actions No. 8 and 10.
\textsuperscript{158} See Policy CF4, Street Markets, in Fostering Vitality Chapter 31.
\textsuperscript{159} 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
7.3.10 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.

7.3.11 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.160

7.3.12 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.161.

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160 See Fostering Vitality Chapter 31, Corporate and Partnership Action No.1.
161 See Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality Chapter 31.
7.3.13 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'\(^\text{162}\).

7.3.14 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’\(^\text{163}\).

7.3.15 The Council endorses initiatives by which it can take a proactive 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\(^\text{164}\), 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.

7.3.16 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\(^\text{165}\).

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 twenty first 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\(^\text{166}\).

An Engaging Public Realm

7.3.18 The Council seeks the removal of all nonessential 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\(^\text{167}\).

7.3.19 The Council will re-open 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.

\(^\text{162}\) See Fostering Vitality Chapter 31, Corporate and Partnership Action No.3

\(^\text{163}\) See Policy CF2, Retail Development within Town Centres, in the Fostering Vitality Chapter 31.

\(^\text{164}\) See Policy CF2, Retail Development within Town Centres, in the Fostering Vitality Chapter 31.

\(^\text{165}\) See Policy CF3, Diversity of Uses within Town Centres, in the Fostering Vitality Chapter 31.

\(^\text{166}\) See Policy CL2: Design Quality in the Renewing the Legacy Chapter 34.

\(^\text{167}\) See Policy CR4, Streetscape, in An Engaging Public Realm Chapter 33.
7.3.21 As an internationally-renowned tourist attraction, Portobello Road draws in huge numbers of pedestrians. 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.

**Diversity of Housing**

7.3.22 The Council supports initiatives to bring the vacant properties above shops back into residential use, 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.

**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 it 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.

**Policy CP7 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 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.

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168 See Policy CT1, Improving alternatives to car use, in the Better Travel Choices Chapter 32.
169 See Better Travel Choices Chapter 32, Corporate and Partnership Action No.5.
170 See Diversity of Housing Chapter 35, Corporate and Partnership Option Action No.3.
171 See Policy CH1, Housing Targets, in the Diversity of Housing Chapter 35.
172 See infrastructure schedule in Section 2C.
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 vision: The focus of monitoring for Portobello/Notting Hill must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision:

1. Number of independent retailers.
2. No of antiques arcades and antique shops.
3. No of shops serving the day-to-day needs of residents.
4. Number of regularly occupied market pitches.
5. Length of active market.
6. Have initiatives to support market been delivered?
7. Has the Council continued to lobby the Government to give antiques arcades better protection?
8. Where suitable schemes have come forward, have any affordable shops been provided?
9. Has a bank been provided in the centre?
10. Has wayfinding in the area been improved?
11. Has a town centre action plan for Portobello Road been written, and when it has, have the recommendations within it been implemented?

7.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

7.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

7.4.8 Quantum of development: this will be monitored through policy CP1 – additional criteria are not required.

7.4.9 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this place chapter. Additional monitoring criteria are not therefore required.

7.4.10 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
CV10 Vision for Portobello Road/Notting Hill Gate

Portobello Road and Golborne Road will continue to be vibrant and distinctive street markets serving local residents and attracting visitors from across the world. Portobello market will remain a centre for the UK wholesale antiques trade, an inspiration for designers and a seed-bed for new entrepreneurs. The link between Portobello and Golborne markets will have been strengthened and links between Ladbroke Grove and Portobello Market will also be improved. Kensal Portobello Crossrail station will provide a valuable new transport links to the area and Notting Hill Gate will be a welcoming gateway to Portobello Road. More attractive buildings and public spaces, a good and balanced range of shopping facilities including retailers that meet day-to-day needs will have been delivered. It will remain an important location for cultural activities and office employment within the borough.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/
Key issues and opportunities
10.1 Introduction

10.1.1 Notting Hill Gate, in the north east of the borough, developed along the route of the old Roman road to Silchester and remains a key route linking London to the west. It has excellent public transport links and acts as the gateway to Portobello Road market to the north.

10.2 Context

- Pembridge Road and Kensington Church Street form one of only a few north-south routes in the Borough. This increases traffic on the section of Notting Hill Gate between the two junctions leading to congestion, particularly as the route is heavily used by buses. As such, this stretch is often dominated by traffic at the expense of a comfortable pedestrian environment.
- Notting Hill Gate is an important district centre in itself serving local retail needs. Its excellent transport links make it a good location for office and business uses particularly in the creative and media sector. Notting Hill Gate was comprehensively redeveloped in the 1950s and is of a completely different scale and character to the surrounding residential areas. Many of the buildings have now deteriorated. Together with the vehicle dominance, this does not form an very attractive or welcoming arrival point to Portobello Road.
- The area has a long-standing reputation for arts and culture. A number of arts and cultural venues are located in the area, including the Gate Theatre, the Gate Cinema and the Coronet Cinema and Theatre.
- Portobello Road Market famous for antiques, is one of the most visited attractions in London. It started in 1865 as a herb and horse trading centre, and celebrated its 150th anniversary in 2015.
- Property prices in the area have increased dramatically. This has altered the demographics of the area and led to significant changes in the types of shops and is a regrettable erosion of the unique character of Portobello Road. However, only 25 per cent of the total retail floorspace within the centre is occupied by multiple retailers (compared with 60-80 per cent in the major centres in the borough).
- North of the Westway the market dissipates, and the lack of active frontages here discourages visitors from continuing to Golborne Road. To encourage more street trading in this section in-ground electricity points have been installed between Acklam Road and Golborne Road and the wall has been used successfully for a range of ‘Portobello Wall’ arts projects.
- In contrast to the market streets, 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 such as the nearby Westfield London.
- The Westway Trust, set up in partnership with the Council, manages the space underneath this part of the motorway for a variety of retail and community uses.

10.3 Principles (Overarching Aims)

- Protect unique character of Portobello Road market and ensure it continues to function successfully as a market.
- Support the specialist and individual retail functions of Notting Hill Gate, Westbourne Grove, All Saints Road and Portobello Road.
- Reduce the vehicle dominance of Notting Hill Gate.
- Improve legibility in the area.
- Improve connections between Golborne and Portobello markets.
10.4 Priorities (Objectives and actions to deliver the aims)

- Improve links between Portobello Road, Golborne Road and Thorpe Close markets.
- Enhance the public realm underneath the Westway to create safe and attractive routes.
- Redevelop a number of sites identified in the Notting Hill Gate Supplementary Planning Document, including one of the tower blocks, Newcombe House.
- Improve the public realm and junctions around Notting Hill Gate station.
- Enhance wayfinding to Portobello Road from Notting Hill Gate.
- Support a new pop-up market in Thorpe Close.
- Provide free wireless internet access in Portobello Road, Golborne Road and Notting Hill Gate.
- Develop bespoke shopfront guidelines for Portobello Road.
- Protect new small retail units from amalgamation.
- Protect existing launderettes.

10.5 Delivery

- The Council manages the borough’s street markets. The Markets Development Officer organises an annual programme of events to promote the markets and attract shoppers.
- The Council will work with the Portobello and Golborne Management Committee and the Markets Streets Action Group to ensure the continued success of the markets.
- The Council’s Arts and Culture Service supports the Portobello Wall arts projects.
- The Council will work with The Westway Trust who have consulted on ideas for redevelopment of their estate immediately around Portobello Road and has been awarded GLA High Street funding for pop-up market stalls in Thorpe Close.
- The Council and Westway Trust will seek GLA Regeneration Funding for public realm improvement underneath the Westway and the provision of free wireless internet access.

10.6 References

10.6.1 The Council and other bodies have produced the following documents that are relevant to this place:

- Royal Borough of Kensington and Chelsea (RBKC), Notting Hill Gate Supplementary Planning Document (SPD), 2015
- RBKC, Land underneath and close to the Westway SPD, 2012

10.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
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 Yorkstone 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 was extended to Hammersmith via Paddington in December 2009.

11.1.9 The Grade II* Listed 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. To that end it is included as a Strategic Site Allocation within this Local Plan (Chapter 24). A planning application was received in 2009 which included modifications to the building for the Design Museum, with enabling residential
development also on the site. The Council is minded to grant permission subject to a s.106 agreement.

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.

Key issues and potential opportunities
11.2 Vision

CV11 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. Reuse 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 Local Plan 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.

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 primary retail frontages.

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.

11.3.5 The Council will work to establish a new public institutional use for the Commonwealth Institute. It will also require the retention of a high quality cinema on the Odeon site.

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.

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173 See Corporate and Partner Action 1, in the Fostering Vitality, Chapter 31.
174 See Policy CF 5, Location of Business Uses in the Fostering Vitality, Chapter 31.
175 See Policy CF 2, Retail Development within Town Centres and Policy CF 3, Diversity of Uses within Town Centres, in the Fostering Vitality Chapter 31.
176 See Policy CK 1, Social and Community Uses, in the 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.
177 See Policy CK 1, Social and Community Uses, in the Keeping Life Local, Chapter 30.
178 See Policy CK 1, Social and Community Uses and Policy CK 2, Local Shopping Facilities, in the Keeping Life Local, Chapter 30.
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.

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. The Design Museum is actively interested in moving to this site, and the Council fully supports this initiative.

11.3.9 The Council also supports proposals to improve visitor facilities at Kensington Palace.

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.

11.3.11 High Street Kensington underground station is not inclusive for all 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.

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.

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.

179 See Policy CK1, Social and Community Uses, in the 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.

180 This paragraph will be updated in line with events.

181 See Policy CL3, Heritage Assets and Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34.

182 See Policy CL1, Context and Character and Policy CL2: Design Quality in the Renewing the Legacy, Chapter 34, Policy CF2, Retail Development within Town Centres, Policy CF3, Diversity of uses within Town Centres, and Policy CF3, Hotels in the Fostering Vitality, Chapter 31.

183 See Policy CT1, Improving Alternatives to Car Use and Corporate and Partner Actions 1, in the Better Travel Choices, Chapter 32.

184 See Policy CR4, Streetscape and Corporate and Partner Actions 1, in the An Engaging Public Realm, Chapter 33.

185 See Policy CK1, Social and Community Uses in the 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.
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 step-free 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 step-free access\textsuperscript{186}. 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\textsuperscript{187}.

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\textsuperscript{188}.

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\textsuperscript{189}.

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

i. 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.

\textsuperscript{186} See Policy CT1, Improving Alternatives to Car Use and Corporate and Partner Action 1, in the Better Travel Choices, Chapter 32.

\textsuperscript{187} See Corporate and Partner Action 1, in the Fostering Vitality, Chapter 31.

\textsuperscript{188} See Policy CH1, Housing Targets, Policy CH2, Housing Diversity, in the Diversity of Housing, Chapter 35 and Policy CF3, Diversity of Uses within Town Centres, in the Fostering Vitality, Chapter 31.

\textsuperscript{189} See Policy CE5, Air Quality, in the Respecting Environmental Limits, Chapter 36.
**Policy CP11 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 ensure it is inclusive for all.

**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 4,200sq.m (approximately 45,000sq. ft). These sites will be brought forward for development as market opportunities arise.

**Infrastructure needs**

11.5.4 The following infrastructure 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.

**Monitoring**

11.5.6 The vision: The focus of monitoring for Kensington High Street must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

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?

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190 See Infrastructure Schedule in Section 2C.
191 See Corporate and Partner Action 1, in the Fostering Vitality, Chapter 31.
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?

11.5.7 **The priorities for action**: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

11.5.8 **Development management**: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

11.5.9 **Quantum of development**: this will be monitored through policy CP1 – additional criteria are not required.

11.5.10 **Infrastructure**: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

11.5.11 **Future plans and documents**: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

*Kensington High Street*
**CV11 Vision for Kensington High Street**

By 2028, Kensington’s High Street will have maintained its distinct offer from Westfield, Knightsbridge and King’s Road. The centre will have continued its long tradition of serving residents, workers and visitors. It will provide a good range of food and other convenience retailing and remain a destination for fashion and certain niche markets, as well as remaining an important office hub. The Design Museum will have acted as a catalyst, building on the existing attractions of Kensington Palace, Leighton House, Linley Sambourne House, Holland Park Opera, Kensington Gardens and Holland Park to establish a locally and internationally recognised cultural centre. The new museum, located in the former Commonwealth Institute, will anchor the western end drawing people and new businesses further down the High Street.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)
Key issues and potential opportunities
11.1 Introduction

11.1.1 Kensington High Street runs from east to west through the centre of the borough. It is the focus of the local community providing public and community services such as the town hall, library, post office, pharmacies and banks as well as attracting visitors from outside the borough. The centre and surrounding side streets offer a wide range of cafes, bars and restaurants these make an important contribution to the vitality of the area.

11.2 Context

- Kensington High Street is designated as a major centre in the London Plan. It has been one of London’s top retail streets for the last 100 years and like many town centres Kensington High Street has seen significant retail change. Once the biggest concentration of department stores outside Oxford Street, these have now been replaced by more mainstream chain stores. A unique cluster of bespoke travel agents and outdoor leisure shops has developed and the world's largest Whole Foods Market opened in 2007. Kensington Church Street retains a cluster of antique shops.
- Kensington High Street is the borough’s largest town centre office location providing a range of accommodation from drop-in desk space and small offices above shops to large footplate offices in the former department stores. The music industry and newspaper journalism have focused on this location. Approximately 14,000 people work in the area.
- Kensington High Street is an important cultural centre. Bookended by Kensington Gardens and Holland Park it features attractions such as Kensington Palace, Leighton House, Linley Sambourne House, Opera Holland Park and the Design Museum, which will open in November 2016. The Design Museum expects to attract more than 600,000 visitors a year.
- There are a number of hotels on and around Kensington High Street accommodating the many visitors that make an important contribution to the vitality and viability of the area.
- Kensington High Street is a wide roadway that has benefited from comprehensive public realm improvements that have gained international acclaim. However, north-south cycling movements across Kensington High Street are not easy to make.

11.3 Principles (Overarching Aims)

- Support and promote the cultural attractions and history of the area to residents and visitors.
- Improve wayfinding to nearby attractions and areas of interest.
- Build on the existing retail strengths of the centre.
- Encourage new offices in the area to grow the media industry cluster.
- Reduce street clutter on and around Kensington High Street.

11.4 Priorities (Objectives and actions to deliver the aims)

- Provide new signage for the Design Museum.
- Deliver step-free access at High Street Kensington Station.
- Redevelop Lancer Square, Heythrop College campus and the former Odeon Cinema and Post Office sorting office.
- Enhance the streetscape in Kensington High Street between Edwardes Square and Warwick Gardens.
- Improve shopfronts and public realm at the eastern end of the High Street.
- Enhance public spaces in and around the High Street including in front of the former Odeon Cinema, the former Vestry Hall, the spaces off Kensington Church Walk, in front of St Mary Abbots and within Lancer Square.
• Pedestrian improvements to the junction with Kensington Church Street.
• Provide crossings in the central and eastern sections of the street.

11.5 Delivery

• The Council will work in partnership with the Design Museum, the area’s other cultural attractions, businesses and residents to deliver its Cultural Placemaking Strategy in Kensington High Street. It will ensure that residents, visitors and workers are aware of the cultural and leisure facilities available and an integrated programme of events and activities is provided.
• As part of the Cultural Placemaking Strategy, the Council will also develop a community, visitor and business engagement plan, and a volunteering and outreach programme.
• The Council will work with Transport for London to deliver step-free access to the underground station platforms, supported through section 106 agreements and CIL.
• Working with local communities Neighbourhood CIL could be targeted at improving signage and enhancing public spaces around Kensington High Street.
• The Kensington Business Forum, originally established by the Council, brings businesses in the area together to deliver local initiatives.
• The former Odeon Cinema and Post Office sorting office site has planning permission to provide new homes, social and community facilities, workspace and new high quality cinema facilities.
• Heythrop College, part of London University, closes in 2018 and the Council has produced planning guidance setting out the parameters for redevelopment of this site.

11.6 References

11.6.1 The Council and other bodies have produced the following documents that are relevant to the area:

• Royal Borough of Kensington and Chelsea (RBKC), Heythrop College Supplementary Planning Document (SPD), 2016
• Historic England, Royal Borough of Kensington and Chelsea Archaeological Priority Areas Appraisal, 2016
• RBKC, Kensington Court Conservation Area Appraisal, 2016
• RBKC, Kensington Conservation Area Proposals Statement, to be revised 2017
• RBKC, Kensington Palace Conservation Area Proposals Statement, to be revised 2017
• Futurecity and BOP Consulting, Cultural Placemaking in the Royal Borough of Kensington and Chelsea, 2012

11.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
14.1 Introduction

14.1.1 Knightsbridge is the Royal Borough’s largest town centre, and one of only two ‘international centres’ designated within the London Plan (the other being the West End which has a very different character that Knightsbridge does not seek to emulate). This designation reflects the concentration of flagship stores of many international fashion houses in the northern part of Sloane Street, as well as the presence of two of Britain’s most prestigious department stores: Harrods, which is the single largest tourist attraction in the borough, and Harvey Nichols.

14.1.2 The centre is part of London’s Central Activities Zone (CAZ) reflecting how the worldclass shops and hotels in Knightsbridge contribute to London’s role as a world city. 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). It includes the streets that make up the International Centre. The centre is based around Sloane Street and Brompton Road (see blue shaded area on the Knightsbridge map) and is surrounded by residential areas. While most of the centre lies within Kensington and Chelsea, it straddles the boundary with the City of Westminster.

14.1.3 All of the major footfall generators, the Tube station entrances, Harrods, and Harvey Nichols, are located on the south side of Brompton Road. This concentration, together with the barrier presented by heavy traffic along Brompton Road and a significant level change across the road west of Harrods, combine to make this a one-sided shopping street in terms of footfall.

14.1.4 Despite its location within the CAZ and its designation as an International Centre, one only has to walk a few metres from the busy commercial frontages to be in wholly residential streets, characterised by mansion blocks and high-quality terraces of houses.

14.1.5 Knightsbridge thus treads a fine line between the needs of a commercial centre to retain its international competitive position, and those of residents.

14.1.6 Thus, while the centre’s main function is in serving an international catchment, it also has an important role meeting the day-to-day shopping needs of local people and those visiting or working in the centre. These more local needs tend to be served by the shops in the western part of the centre, west of Beauchamp Place.

14.1.7 There are no strategic site allocations within Knightsbridge Place contained in the Local Plan.

14.2 Vision

CV14 Vision for Knightsbridge in 2028
Knightsbridge will continue to enjoy its role as the Royal Borough’s national and international shopping destination and home to some of the most exclusive shopping in London. It will also continue its role as an important residential quarter and a service centre for residents in both Kensington and Chelsea and Westminster.

14.3 Priorities for action
14.3.1 The priorities for action for Knightsbridge have been set out under the Strategic Objectives for the Local Plan 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**

14.3.2 As a thriving International Centre there is an opportunity to create more retail floorspace, be this by the intensification of retail uses within the centre or by the expansion of the centre itself. There are, however, few opportunities within the main shopping area. Expansion into the residential areas would not be acceptable. The ground floor of the Park Tower Hotel might change to retail use. There is also the potential to intensify retail uses within the block behind Knightsbridge Underground station and the fire station site might make a suitable retail site at ground floor level.

14.3.3 Beauchamp Place appears to have lost some of its attraction in recent years and there is an opportunity to market and develop the street as a unique part of the Knightsbridge offer.

14.3.4 As a highly accessible area with excellent links to the West End, Knightsbridge has developed as a location for high-quality hotels. The Council will continue to support this role and promote the area to visitors.

**Key issues and potential opportunities**

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

193 See Corporate or Partner Actions 1, in the Fostering Vitality, Chapter 31.

194 See Policy CF8, Hotels, and Corporate or Partner Actions 1, in the Fostering Vitality, Chapter 31.
14.3.5 The Council does not welcome hotels in the residential areas, although more hotels may be acceptable in the shopping area.\(^{195}\)

**Keeping Life Local**

14.3.6 The Council will support the role that the centre to the west of Harrods plays in meeting the day-to-day shopping needs of residents.\(^{196}\)

14.3.7 Redevelopment of the multi-storey car park in Pavilion Road provides the possibility for the provision of appropriate uses to support the needs of local people, with social and community or neighbourhood facilities on the ground floor fronting onto the existing hotel service area, with residential above. This would need to be carefully designed to protect existing residential amenity.\(^{197}\)

**An Engaging Public Realm**

14.3.8 As one of the principal routes into Central London, Brompton Road is dominated by heavy traffic. This is not conducive to an attractive shopping environment, although there are opportunities to improve crossings and reduce ‘pedestrian penning’. While the Council notes that both the volume of traffic and change in levels between each side of the road will limit the scope for significant improvements, it will encourage Transport for London to explore initiatives to improve the public realm, to re-balance pedestrian footfall between the north and south of the street and make the environment more comfortable so people are encouraged to stay and shop for longer.\(^{198}\)

14.3.9 Streetscape improvements are scheduled for Hans Crescent and also for the junction of Hans Road and Basil Street.

14.3.10 Improving pedestrian links between Knightsbridge, Hyde Park and Belgravia will also be investigated.\(^{199}\)

14.3.11 While the high-level pavements on the north side of Brompton Road may deter pedestrians from crossing, they protect people from traffic and are home to a series of cafés with outside seating. These are valuable assets.\(^{200}\)

14.3.12 The Council will continue to work in partnership with the City of Westminster to achieve a shared vision for the area. The possibility of implementing public realm improvements in Montpelier Street to provide space for market stalls and events will be investigated.\(^{201}\)

**Renewing the Legacy**

14.3.13 Harrods is unique, both as a shopping experience and as a building. The Grade II* listed building visually dominates much of the northeastern part of the centre. The Council will

\(^{195}\) See Policy Policy CF8, Hotels, in the Fostering Vitality, Chapter 31.
\(^{196}\) See Policy CK2, Local Shopping Facilities, in the Keeping Life Local, Chapter 30.
\(^{197}\) See Policy CK2, Local Shopping Facilities, in the Keeping Life Local, Chapter 30 and Policy CH3 Protection of Residential uses, in the Diversity of Housing, Chapter 35.
\(^{198}\) See Policy CR 4, Streetscape and Corporate or Partner Action 1, in the An Engaging Public Realm, Chapter 33.
\(^{199}\) See Policy CR 4, Streetscape and Corporate or Partner Action 1, in the An Engaging Public Realm, Chapter 33.
\(^{200}\) See Policy CR3, Street and Outdoor Life, in the An Engaging Public Realm, Chapter 33.
\(^{201}\) See Policy CR3, Street and Outdoor Life and Corporate and Partner Actions 15, in the An Engaging Public Realm, Chapter 33.
uphold its duties to protect the special architectural and historical interest of the listed building.\footnote{202}

14.3.14—Most of the area is covered by conservation areas and there are numerous listed buildings reflecting the architectural quality and village character of the surrounding residential area. The Council will continue to preserve or enhance the character and appearance of these areas, building on its strong reputation in maintaining the quality of its historic environments.\footnote{203}

**Better Travel Choices**

14.3.15—The centre is well served by public transport. Knightsbridge station lies at the northeastern corner, and South Kensington Station is only 500 metres (550 yards) from the western end of the centre. Numerous buses converge on the centre from all directions. The centre is however dominated by heavy traffic.

14.3.16—The Council will support provision of a pedestrian crossing phase for the crossing at the top of Sloane Street. The Council will also encourage Transport for London to explore initiatives for improving the walking environment and how to encourage people to walk further west along the Brompton Road.\footnote{204}

**Diversity of Housing**

14.3.17—The terraces and mansion blocks of Knightsbridge and Hans Town are of the highest quality.

14.3.18—A diversity of housing is important and schemes which deliver additional affordable housing in the area will be welcomed, providing this is not at the expense of the vitality of the centre.\footnote{205}

**Respecting Environmental Limits**

14.3.19—Brompton Road is one of the main routes into Central London and experiences a level of pollution that one would expect with the movement of so many cars. The Council will support initiatives which reflect the borough's designation as an Air Quality Management Area to reduce this pollution.\footnote{206}

14.4——Delivery

**Development management**

14.4.1—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 Knightsbridge 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 Knightsbridge is required.

\footnote{202 See Policy CL2: Design Quality and Policy CL3: Heritage Assets, in the Renewing the Legacy, Chapter 34.}
\footnote{203 See Policy CL2: Design Quality and Policy CL3: Heritage Assets in the Renewing the Legacy, Chapter 34 and CH3: Protection of Residential uses, in the Diversity of Housing, Chapter 35.}
\footnote{204 See Policy CT1, Improving Alternatives to Car Use and Corporate and Partnership Action 3, in the Better Travel Choices, Chapter 32.}
\footnote{205 See Policy CH1, Housing Targets and Policy CH2, Housing Diversity, in the Diversity of Housing, Chapter 35 and Policy CF3, Diversity of uses within Town Centres in the Fostering Vitality, Chapter 31.}
\footnote{206 See Policy CE5, Air Quality, in the Respecting Environmental Limits, Chapter 36.}
Policy CP14 Knightsbridge

The Council will ensure the continued success of Knightsbridge as the Royal Borough’s international shopping destination, and as an important residential quarter and service centre for residents, by resisting proposals which are aimed at mass tourism and supporting proposals likely to favour independent and high end retail and to maintain the area’s high residential quality of life.

Quantum of development

14.4.2 There are no strategic allocations for Knightsbridge.

14.4.3 Four potential development sites have been identified. These are shown on the Key Issues and Potential Opportunities map. The site behind Knightsbridge station, the fire station and the ground floor of the Park Tower Hotel would be suitable for comparison retailing. The ground floor footprint of these sites is approximately 7,500sq.m (80,000sq.ft). The multi-story car park in Pavilion Road would be suitable for provision of appropriate uses to support the needs of local people, with social and community or neighbourhood facilities on the ground floor and residential above. The ground floor footprint of this site is approximately 1,500sq.m (16,000sq.ft). These sites will be brought forward for development as market opportunities arise.

Infrastructure needs

14.4.4 The following infrastructure that would help to deliver the vision for Knightsbridge has been identified: public realm improvements to rebalance pedestrian footfall between north and south sides of Brompton Road and encourage people to spend longer shopping; provision of a pedestrian crossing phase for the crossing at the top of Sloane Street.

Future plans and documents

14.4.5 The following plans and documents will be brought forward for Knightsbridge: Knightsbridge 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.

Monitoring

14.4.6 The vision: The focus of monitoring for Knightsbridge must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. Has Knightsbridge retained its position as an International Centre and home to some of the most exclusive shopping in London?
2. Has Knightsbridge retained its identity as an important residential quarter and a service centre for residents?
3. Has the ground floor of the Park Tower Hotel been redeveloped for retail use?
4. Has retail use of the block behind Knightsbridge station been intensified? Has Beauchamp Place regained its position as a unique part of the Knightsbridge offer?
5. Have any new hotels been developed in the shopping area?
6. Has the area been promoted to visitors?
7. Has Transport for London explored initiatives to improve the public realm on Brompton Road?

207 See Infrastructure Schedule, Chapter 37.
208 See Corporate or Partner Action 1, in the Fostering Vitality, Chapter 31.
10. Have streetscape improvements to Hans Crescent and the junction of Hans Road and Basil Street been implemented?
11. Have improvements to pedestrian links between Knightsbridge, Hyde Park and Belgravia been investigated?
12. Has the Council, working in partnership with the City of Westminster, achieved a shared vision for the area and has the opportunity for improvements to Montpelier Street been investigated?
13. Has a pedestrian crossing phase been introduced for the crossing at the top of Sloane Street?
14. Have Transport for London explored initiatives for improving the walking environment and encouraging people to walk further west along Brompton Road?

14.4.7 **The priorities for action:** a separate monitoring framework has not been established for these. Instead, cross references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

14.4.8 **Development management:** this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

14.4.9 **Quantum of development:** this will be monitored through policy CP1 – additional criteria are not required.

14.4.10 **Infrastructure:** this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

14.4.11 **Future plans and documents:** progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
CV12 Vision for Knightsbridge

By 2028, Knightsbridge will have maintained its role as one of London’s most exclusive national and international shopping destinations, drawing visitors from across the world. It will also continue its role as an important residential quarter and a service centre for residents in both Kensington and Chelsea and Westminster. These two functions will exist together harmoniously and the public realm will have been improved to reflect both roles.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/
Key issues and opportunities
12.1 Introduction

12.1.1 Knightsbridge is the borough’s largest town centre. While most of the centre lies within Kensington and Chelsea, it straddles the boundary with the City of Westminster.

12.2 Context

- Knightsbridge is designated an international shopping centre in the London Plan. This reflects the concentration of flagship stores of many international fashion houses and department stores, most notably Harrods, which is the single largest tourist attraction in the borough, and Harvey Nichols.
- The centre is part of London’s Central Activities Zone (CAZ) reflecting how the world-class shops and hotels in Knightsbridge contribute to London’s role as a world city.
- All of the major footfall generators, are located on the south side of Brompton Road. This, along with the barrier presented by heavy traffic along Brompton Road, and a significant change in level across the road west of Harrods, combines to make this a one-sided shopping street.
- The area experiences very heavy traffic flows and high levels of air pollution as it is one of London’s main arterial Red Routes.
- The centre is surrounded by residential streets. The proximity of residential streets means there can be a conflict between the local and the international role of the centre, particularly in relation to the night time economy.
- The needs of local residents tend to be served by the shops in the western part of the centre, west of Beauchamp Place.
- Many public realm improvements have been made in the area including to the junction of Hans Road and Basil Street. Hans Crescent has been pedestrianised and provides a new underground station entrance improving the experience of arriving in Knightsbridge.
- Pavilion Road Car Park has been identified as a development opportunity and a planning application has been received for residential development.

12.3 Principles (Overarching Aims)

- Protect the international reputation of Knightsbridge town centre.
- Reduce traffic domination of the area and air pollution.
- Improve links and wayfinding between Knightsbridge, Hyde Park and the Exhibition Road Museums.

12.4 Priorities (Objectives and actions to deliver the aims)

- Provide step free access to Knightsbridge Tube station.
- Improve signage and wayfinding without introducing unnecessary street clutter.
- Enhance the streetscape from Knightsbridge to Sloane Square and to Brompton Cross.
- Retain a social and community use in the former fire station, which was vacated in 2014.
- Expand retail provision in the north part of Pavilion Road near Basil Street.

12.5 Delivery

- The building above the western tube station entrance on Sloane Street has been the subject of a planning application that will widen the pavement on the southern side of Brompton Road.
- The Council is investigating the potential to deliver streetscape improvements in Sloane Street.
12.6 References

12.6.1 The Council and other bodies have produced the following documents that are relevant to the Knightsbridge area:

- Royal Borough of Kensington and Chelsea (RBKC), *Hans Town Conservation Area Proposal Statement*, to be revised 2017

12.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website
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.

12.1.6 There are no strategic site allocations within South Kensington place contained in the Local Plan.

12.2 Vision

CV12 Vision for South Kensington in 2028

Prince Albert’s vision of a wide range of worldclass 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.

12.3 Priorities for action

12.3.1 The priorities for action for South Kensington have been set out under the strategic objectives for the Local Plan 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 wayfinding clearer for visitors.

Key issues and potential opportunities

See Corporate and Partnership Action 13, in the An Engaging Public Realm, Chapter 33.
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.

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.

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.

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.

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

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210 See Policy CF9, South Kensington Strategic Cultural Area, in the Fostering Vitality, Chapter 31 and Corporate and Partnership Action 10, in the An Engaging Public Realm, Chapter 33.
211 See Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality, Chapter 31.
212 See Policy CF3, Diversity of uses within Town Centres and Corporate and Partnership Action 4, in the Fostering Vitality, Chapter 31.
step-free access and improvements to the pedestrian tunnel to the museums would also be desirable. 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.

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 ten 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.

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.

Diversity of Housing

12.3.12 The area surrounding the Exhibition Road institutions is residential in character. There is also residential use over the shops in the area around the London Underground Station. Balancing residential amenity and the issues associated with the large volume of visitors is not straightforward. 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.

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.

214 See Policy CT1, Improving Alternatives to Car Use and Corporate and Partner Action 1, in the Better Travel Choices, Chapter 32.
215 See Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality, Chapter 31.
216 See Corporate and Partnership Action 10, in the An Engaging Public Realm, Chapter 33.
218 See Policy CL5, Amenity, in the Renewing the Legacy, Chapter 34.
219 See Policy CH1, Housing Targets, Policy CH2, Housing Diversity in the Diversity of Housing, Chapter 35 and Policy CF3, Diversity of uses within Town Centres, in the Fostering Vitality, Chapter 31.
220 See Policy CE5, Air Quality, in the Respecting Environmental Limits, Chapter 36.
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.

Policy CP12 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 step-free access at South Kensington station 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 3,000sq.m (32,000sq.ft). These sites will be brought forward for development as market opportunities arise.

Infrastructure needs

12.4.4 The following infrastructure\(^{221}\) 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 pedestrian environment around South Kensington station;
- modernisation of South Kensington station to provide step-free access;
- 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

\(^{221}\) See Infrastructure Schedule in Section 2C, Chapter 37
12.4.6 **The vision:** The focus of monitoring for South Kensington must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

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?

12.4.7 **The priorities for action:** a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

12.4.8 **Development management:** this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

12.4.9 **Quantum of development:** this will be monitored through policy CP1 – additional criteria are not required.

12.4.10 **Infrastructure:** this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

12.4.11 **Future plans and documents:** progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
**CV13 Vision for South Kensington**

South Kensington will remain a premier public cultural destination – the home of science, arts and inspiration, and a district town centre, recognising that on occasions reconciling these two roles can be challenging but a balance will have been struck. All the great institutions have, or are developing, alternative sites and the Council will act to ensure they continue to regard South Kensington as their natural ‘home’ in order to protect and enhance this extraordinary cluster of institutions.

**Consultation:** Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/)
Key issues and opportunities
13.1 Introduction

13.1.1 South Kensington is located in the centre of the borough and extends into the City of Westminster to the north. It forms the principal cultural focal point in the borough with thousands of visitors arriving every day to visit the museums. However, it is also a residential quarter with valued local facilities and services.

13.2 Context

- Originally the vision of Prince Albert, Queen Victoria’s husband, the land was purchased with part of the proceeds of the Great Exhibition of 1851. ‘Albertopolis’ became the world’s first designed cultural and educational destination and has been the blueprint for all subsequent centres of this kind.
- It is home to three international museums; the Victoria and Albert Museum, the Natural History Museum and the Science Museum, education institutions such as Imperial College, and the Royal Colleges of Art and Music and cultural institutions such as the Polish Club, Goethe Institute and Ismaili Centre. The museums receive 12 million visitors a year and Imperial College has a student population of over 13,000 and employs over 6,000 staff.
- South Kensington hosts a diverse range of land uses in addition to the large scale cultural and educational institutions and is a valued and established creative district. There are a number of office uses, largely characterised by smaller premises on the upper floors of commercial properties. The area also features numerous hotels, embassies and consulates and a concentration of French institutions, including the Consulate and the French Lycée, that serve the significant number French citizens living in London.
- The retail area south of Cromwell Road has many small shops that give it a village character much valued by local residents. There is a cluster of shops focusing on interior design, fashion and galleries in Brompton Road and Brompton Cross that have synergies with the Victoria and Albert Museum.
- The surrounding residential area 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.
- High quality public realm improvements to Exhibition Road and Thurloe Street have greatly improved the experience for users and the setting for the area’s world-class cultural institutions.
- South Kensington underground station acts as a gateway to the area but fails to provide an appropriate sense of arrival for a major cultural destination. The station now struggles to accommodate the number of passengers using it daily. It lacks step-free access and the pedestrian tunnels to the museums are in need of refurbishment.

13.3 Principles (Overarching Aims)

- Create a better sense of arrival to South Kensington to reflect its status as a cultural destination.
- Support the strategic cultural quarter as a place for high-quality, innovative and inspiring events, installations and activities.
- Support the institutions to adapt and change to provide the facilities and accommodation that will enable them to continue to compete internationally.
- Maintain a high quality public realm to ensure the area is accessible and attractive to residents and visitors.
- Maintain the function of a local town centre.
- Preserve the residential and historic character of the area.
13.4 Priorities (Objectives and actions to deliver the aims)

- Improve facilities at South Kensington Station to provide a better sense of arrival.
- Provide step-free access at South Kensington Station.
- Refurbish the pedestrian tunnels linking the station and the museums.
- Improve the Yalta Memorial Garden.
- Re-landscape the Museum Lane area.
- Restore the listed station arcade and the block to the south of Thurloe Street, retaining shop fronts and entrances to the flats above.
- Improve access and entrances to the museums.
- Provide a new public square within the Natural History Museum grounds at Cromwell Road/Exhibition Road.
- Deliver new cycling Quietways.

13.5 Delivery

- The Council will develop cultural place-making initiatives to promote the institutions to visitors and residents, installing public art and ensuring an integrated planning policy approach with Westminster City Council.
- Transport for London are progressing proposals to upgrade the station including new escalators to the Piccadilly Line and providing step free access. Planning applications are likely to be submitted from 2017.
- The Council is working with Transport for London to improve the flow of traffic on south side of South Kensington station and make crossing easier for pedestrians by changing the signal arrangements.
- The Council will work with the institutions to achieve a suitable balance reconciling the institutions’ need to promote themselves and draw attention to particular exhibitions or sponsors by using their exterior facades and the need to conserve the listed buildings.
- The V&A and the Natural History Museum are improving access to their sites by building new entrances onto Exhibition Road.
- South Kensington will be at the heart of the Council’s Cycle Quietway programme, with routes to the south, west and north.

13.6 References

13.6.1 The Council and other bodies have produced the following documents that are relevant to this place:

- Royal Borough of Kensington and Chelsea (RBKC), *Thurloe Estate and Smith’s Charity Conservation Area Appraisal*, 2016
- RBKC, *Queen’s Gate Conservation Area Proposal Statement*, to be revised in 2017

13.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
13.7 Site Context

13.7.1 The site occupies a prominent location in South Kensington. It has excellent public transport accessibility and is close to institutions of national and international importance.

13.7.2 The site sits on the corner of Harrington Road and Queen’s Gate to the north and west, Reece Mews to the east; the southern site boundary is bordered by the Church of St Augustine. It was previously occupied by a stuccoed terrace on Queen’s Gate; fire damage in the late 1980s led to the building being demolished. The site is currently used a car park with access from Harrington Road adjacent to the entrance to Reece Mews.

13.7.3 The townscape of Queen’s Gate characterised by grand stuccoed terraces with prevailing building heights around the site are of five and six storeys, the site now presents a gap in this otherwise uniform townscape. The site has remained undeveloped and has been used as a temporary car park for a number of years. The Council is keen to see this prime South Kensington site redeveloped to provide much needed housing in the borough.
Site Allocation

Policy CA11
Harrington Road

A residential-led development which could include some commercial floorspace

The Council allocates development on the site to deliver, in terms of:

Land use
a. a minimum of 50 residential units;

Principles
b. active street frontages to Harrington Road and Queen’s Gate;
c. an appropriate setting for the adjacent listed St Augustine’s Church;
d. development that positively contributes to the character and appearance of the Queen’s Gate Conservation Area;
e. development of a scale and density that is appropriate to its surroundings;

Infrastructure and Planning Obligations
f. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/

Site Information

<table>
<thead>
<tr>
<th>Site Address</th>
<th>117A Queen's Gate, 39-49 Harrington Road and 2 Reece Mews, LONDON SW7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward</td>
<td>Courtfield</td>
</tr>
<tr>
<td>Site Area</td>
<td>0.21 Ha</td>
</tr>
<tr>
<td>Site Owners</td>
<td>The Government of the Islamic Republic of Iran</td>
</tr>
<tr>
<td>Current Uses</td>
<td>Temporary use a car park (75 spaces)</td>
</tr>
<tr>
<td>Planning History</td>
<td>Use as a car park</td>
</tr>
<tr>
<td></td>
<td>The site was acquired in 1974 by the then Iranian Government, now the Government of the Islamic Republic of Iran, the current owner. The site has been used as a public car park since as early as 1985. A more permanent redevelopment scheme has always remained the ultimate long term intention for the site. Between 1985 and 1994, nine temporary permissions were granted for the use of the application site as a public car park for 45-50 cars; with this use ceasing in 1996. The site remained vacant from 1996 until 2000 at which time the site resumed use as a car park without planning consent. Planning permission was granted at appeal for the temporary use of the site as a car park in November 2001 (PP/00/00639). Since then, the temporary planning permission has been renewed seven times, most recently in September 2016 (PP/16/04254). The Council has continued to grant planning permission for the temporary use of the site as a car park due to a lack of progress with proposals for the long term redevelopment of the site.</td>
</tr>
</tbody>
</table>

Iranian Embassy and Cultural Centre
Planning permissions for redevelopment proposals by the owners were granted in 1975, 1982, 1991 and 2000. A material start was made on the 1991 permission for 33 flats, a diplomatic/cultural centre and a basement car park for 34 cars served off Harrington Road and this permission remains extant. All others have lapsed including the 2000 permission for a cultural centre, 20 flats and car parking.

The most recent application (PP/10/00153) proposed the 'erection of new building comprising basement, ground and five upper floors for use as an embassy and cultural exhibition centre for the Islamic Republic of Iran in London'. This was registered on 26 May 2010. the application was withdrawn by the Council on 27 December 2012.

<table>
<thead>
<tr>
<th><strong>Delivery</strong></th>
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<tr>
<td><strong>Delivery agencies</strong></td>
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<td><strong>Delivery milestones</strong></td>
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<td><strong>Funding arrangements</strong></td>
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<table>
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<tr>
<th><strong>Site Constraints</strong></th>
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<tbody>
<tr>
<td>• The western part on the site lies within the Queen’s Gate Conservation Area</td>
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<tr>
<td>• The Grade II* listed Church of St Augustine lies directly south of and adjacent to the site</td>
</tr>
<tr>
<td>• New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates</td>
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<table>
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<tr>
<th><strong>Risks</strong></th>
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<tbody>
<tr>
<td>The site is not brought forward for development</td>
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</tbody>
</table>
Chapter 13  Brompton Cross [to be deleted]

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, cafes 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 400 metres (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.

13.1.8  There are no strategic site allocations within Brompton Cross place contained in the Local Plan.

13.2  Vision

CV13 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 Local Plan 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

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.\(^{222}\)

Key issues and potential opportunities

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

\(^{222}\) See Policy CF1, Location of New Shop Uses, Policy CF2, Retail Development within Town Centres, Policy CF3, Diversity of uses within Town Centre, Policy CF5, Location of Business Uses, CF9, South Kensington Strategic Cultural Area, in the Fostering Vitality, Chapter 31.
land along the underground cutting in Pelham Street. These sites have the potential for retail use at street level\textsuperscript{223}.

**Renewing the Legacy**

13.3.4 The Michelin building is, in many ways, why Brompton Cross is so special. While ‘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\textsuperscript{224}.

**An Engaging Public Realm**

13.3.7 While 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\textsuperscript{225}.

**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\textsuperscript{226}. This will also be considered as part of the redevelopment of the station\textsuperscript{227}.

**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\textsuperscript{228}.

**Diversity of Housing**

13.3.11 The Council will protect existing residential uses above shops along 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\textsuperscript{229}.

\textsuperscript{223} See Policy CF5, Location of Business Uses, in the Fostering Vitality, Chapter 31.

\textsuperscript{224} See Corporate and Partnership Action 3, in the Renewing the Legacy, Chapter 34. See also Policy CL1, Context and Character, Policy CL2: Design Quality, Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34.

\textsuperscript{225} 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.

\textsuperscript{226} See Corporate and Partnership Action 1, in the Better Travel Choices, Chapter 32.

\textsuperscript{227} See Policy CT1, Improving alternatives to car use, in the Better Travel Choices, Chapter 32.

\textsuperscript{228} 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.

\textsuperscript{229} See Policy CH2, Housing Diversity in Diversity of Housing, Chapter 35.
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 and encourage proposals to reduce exposure to air pollution and where possible improve air quality.

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 CP13 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 4,500sq.m (48,500sq.ft). 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 is specifically required to deliver the vision for Brompton Cross:

- step-free 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

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231. See Policy CE1, Climate Change, Policy CE5, Air Quality, in the Respecting Environmental Limits Chapter 36.
232. The Council’s infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Local Plan.
13.4.5 The vision: The focus of monitoring for Brompton Cross must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

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. Given the width of the road, has the opportunity for further sculptural features been taken?

13.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

13.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight—it is thus the vision rather than the policy that should be the focus of monitoring.

13.4.8 Quantum of Development: this will be monitored through policy CP1—additional criteria are not required.

13.4.9 Infrastructure: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

13.4.10 Future plans and documents: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
Chapter 15 King’s Road/Sloane Square/King’s Road [previously Chapter 15]

15.1 Introduction

15.1.1 The King’s Road remains one of the borough’s most vibrant fashion shopping centres. In its heyday in the sixties it was the street in which to shop, a position it retained into the eighties. Since then the road has evolved and, although iconic shops like Vivienne Westwood’s World’s End remain, the number of independent boutiques has declined. Some 70 per cent of all retail floorspace in the eastern part of the centre and 40 per cent to the west is now occupied by multiple retailers.

15.1.2 However, the nature of its shops means that the King’s Road has not slipped into being ‘just another’ high street. It remains a shopping destination that is still greatly valued for its diversity, which attracts visitors from across the Capital. The eastern part of the centre is anchored by Peter Jones at Sloane Square. It is also characterised by a number of upmarket international chains running up Sloane Street, many of which have only a few outlets in this country. This concentration on Sloane Street has developed as a result of a concerted effort by Cadogan Estates since the beginning of the nineties. The western end of the centre is again different in character, containing a healthy mix of specialist retailers, including a significant furniture and design element.

15.1.3 While the primary function of the King’s Road is as a centre for comparison shopping, it contains other attractions and points of interest: the Royal Court Theatre on Sloane Square; Cadogan Hall, (home of the Royal Philharmonic Orchestra); the Blue Bird Restaurant; the Saatchi Gallery in the Duke of York’s development; and the Chelsea Old Town Hall Registry Office, where so many famous couples have married and have been photographed on its steps. The King’s Road also plays a role as a centre where residents can fulfil their everyday shopping needs.

15.1.4 Within the London Plan, the King’s Road is divided into two closely-related linear shopping areas. The King’s Road (East) Major Centre is separated from the King’s Road (West) District Centre by a short break in the retail frontage between Sydney Street and Old Church Street on the north side and Oakley Street and Glebe Place on the south side. Although this break may discourage some shoppers from visiting the entire shopping street, the King’s Road does, in many ways, function as one.

15.1.5 The King’s Road includes listed terraces of shops, the high quality open space of the Duke of York’s Square, and isolated gems such as the Blue Bird and Peter Jones on Sloane Square. Its distinctive architectural character, however, owes as much to the relationship between the main shopping street and its surroundings as it does to the street itself. It is the side views, the vistas, the opening up of one side of the street by a garden square, an open space or a terrace, which creates the variety and the distinctiveness that contributes to the overall attractiveness of the street and which enhance the visitor experience. As a busy intersection Sloane Square has particular problems and could be radically improved.

15.1.6 The King’s Road contains many restaurants, cafés, pubs and bars which contribute to area’s character, to its diversity and to its vitality. The Council does however recognise that the concentration of these uses within the centre, and not allowing their spread into the residential areas adjoining the centre, are important factors in ensuring that the amenity of the surrounding residential areas is protected. The Council also recognises that a ‘critical mass’ of shops required to attract visitors into the King’s Road must be maintained.
Blue Bird Restaurant

Key issues and potential opportunities
Extension to the Royal Court Theatre

15.1.7 The King’s Road is served by Sloane Square Underground Station in the east, with numerous buses providing access along the street. The bus routes do however peel off north and south, up Sydney Street and down Beaufort Street, and it is inevitable that pedestrian numbers fall off towards the west.

15.1.8 There are no strategic site allocations within King’s Road/Sloane Square Place contained in the Local Plan.

15.2 Vision

CV15 Vision for King’s Road/Sloane Square in 2028
The King’s Road will not simply be like any other ‘successful’ high street. It will remain one of London’s most iconic and vibrant shopping streets, containing a lively and diverse mix of shops, restaurants, and world-class cultural attractions. It will remain a place where one can shop in both independent boutiques and multiples: a place to enjoy, to promenade, a place which meets the day-to-day needs of our residents: and a place to experience some of the best theatre, concert and gallery events that London has to offer.

15.3 Priorities for actions

15.3.1 The priorities for action for King’s Road/ Sloane Square have been set out under the Strategic Objectives for the Local Plan 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

15.3.2 The Council will work in partnership with retailers, landlords, residents and other stakeholders to build awareness of the entire King’s Road offer to encourage more visitors
to shop the full length of the road from Sloane Square in the east to World’s End in the west.

15.3.3 Multiple retailers have an important role to play, and will always form the spine of a town centre such as the King’s Road. However, to maintain the unique retail heritage of the King’s Road, the Council will endorse particular initiatives which support the independent or the local and which promote the King’s Road as a centre which offers more than the standard range of shops. The Council recognises that there is a particular opportunity to build upon the King’s Road’s unique retail heritage and support and encourage independent boutiques.

15.3.4 In particular, the Council will require both small and ‘affordable’ shop units to be provided by way of s106 agreements linked to appropriate new large-scale retail development in, or at the edge of, these centres. The Council will also consider how the shops it owns as part of the World’s End Estate, and currently managed under the Neighbourhood Shopping policy, could contribute to the establishment of new independent boutiques as well as continuing to meet the day-to-day shopping needs of local residents.

15.3.5 The Council’s Retail Needs Assessment suggests that the amount of comparison retail floorspace should expand in the south of the borough to meet future needs.

15.3.6 The King’s Road is not surrounded by empty sites suitable for new retail development. Indeed one of the strengths of the centre, something which gives it a distinct character, is the high-quality terraces of houses which surround it. The Council will therefore look to accommodate as much of this additional shopping floorspace as possible within the King’s Road (East) and (West) centres. This is likely to take the form of redevelopment of some sites, the reoccupation of vacant units and by the extension of shopping floorspace into basements and upper floors. The Sloane Square Underground Station site is the exception in that it is a significant site within the centres that has been identified as having the potential for redevelopment.

15.3.7 The majority of extensions are, however, likely to be small in scale, and the Council recognises that it may be necessary to expand the centre to include sites currently abutting or very close to the existing retail area. The Council has identified 250 King’s Road (Blocks A and B); the Sydney Street car park; the Chelsea Farmers’ Market; 125-155 Sydney Street, and the office building 102 Sydney Street as edge-of-centre sites which have the potential to include a significant amount of retail use at street level. Some supporting town centre uses may also be suitable.

15.3.8 The Council will support the King’s Road as a suitable location for new offices, where this is not at the expense of primary shopping function of the centre.

15.3.9 The Council has not yet been able to assess the impact that the opening of the Saatchi Gallery in autumn 2008 has had upon the King’s Road. The Council does however

-- See Corporate and Partnership Action 1, in the Fostering Vitality, Chapter 31.
-- See Corporate and Partnership Action 2, in the Fostering Vitality, Chapter 31.
-- 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.
-- See Policy CF2, Retail Development within Town Centres, in the Fostering Vitality, Chapter 31
-- RBKC, Retail and Leisure Needs Study Nathaniel Lichfield and Partners, 2008.
-- See Policy CF1, Location of New Shop Uses within Town Centres, in the Fostering Vitality, Chapter 31
-- See Policy CF5, Location of Business Uses, in the Fostering Vitality, Chapter 31.
recognise that the many thousands of visitors could affect the character of the retail offer. This will be closely monitored. The Council believes new cultural institutions will add to the richness and vitality of the centre.

**Better Travel Choices**

15.3.10 It is essential that the public transport infrastructure serving the King’s Road is supported as the ease of access to the centre is central to the King’s Road remaining competitive and amongst the top retail destinations in London.

15.3.11 The Council will work with Transport for London and Crossrail Ltd to establish new underground stations on the King’s Road as part of the planned Crossrail 2 (Chelsea-Hackney line). The Council would support the principle of a new interchange in the existing Sloane Square Underground Station as well as new stations near the Chelsea Old Town Hall, and near, or at, Imperial Wharf. These stations would not be expected to open until after 2025. These stations would improve public transport accessibility to the Fulham Road area as well as helping draw visitors west along the King’s Road. The Council does however recognise that the provision of new stations/interchanges on the Chelsea-Hackney line would have significant impacts upon the King’s Road and surrounding residential areas. These impacts would need to be fully understood and found acceptable before any new stations were agreed.

15.3.12 Some people feel that a shuttle bus running along the King’s Road would be beneficial. However, given the number of existing buses which already run along the road, this may only add to congestion. The Council will explore the better marketing of bus services to visitors to aid their visit. This will include links to nearby stations, including the Imperial Wharf station on the West London line.

**Keeping Life Local**

15.3.13 In common with many of the borough’s other higher order centres, the King’s Road plays an important role in serving the day-to-day shopping needs of the residents of the area. The Council will support initiatives intended to maintain a variety of shops and other services which help meet these needs. In particular the Council will support the provision of a new bank in the western part of the King’s Road, as well as a GP’s Surgery. Given their need, these uses may be appropriate within the primary as well as secondary frontages of the centre.

15.3.14 The Council recognises the particular role that the Chelsea Old Town Hall facilities (including the library and assembly rooms) and the sports centre play in allowing community life in Chelsea to flourish.

**An Engaging Public Realm**

15.3.15 The King’s Road offers a high-quality, laid back, street environment. However if the town centre is to remain one of London’s key shopping areas, the enhancement and maintenance of the public realm is essential. Public realm is, however, about more than just streetscape; it is about maintaining the existing contrast of the bustling commercial street with the quiet green spaces or residential squares leading directly from it. Any

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240 See Corporate and Partnership Action 2, in the Better Travel Choices, Chapter 32.
241 See Policy CT2, New and Enhanced Rail Infrastructure, in the Better Travel Choices, Chapter 32.
242 See Policy CF3, Diversity of Uses within Town Centres in the Fostering Vitality, Chapter 31.
development in and around the King’s Road should support this balance and build upon the King’s Road’s ambiance as a place to promenade.\textsuperscript{243}

Renewing the Legacy

15.3.16—Any development within the King’s Road must recognise both the quality of its buildings, and the distinct relationship that the main shopping street has to its surroundings. Exceptional architectural and design quality is expected as it will assist the King’s Road in remaining the iconic street that it is.\textsuperscript{244}

Diversity of Housing

15.3.17—The Council supports initiatives to bring vacant properties above shops back into residential use, where this is not at the expense of existing town centre uses. This supports both the vitality of the King’s Road by maintaining activity after the shops close and helps diversify the borough’s housing stock.\textsuperscript{245} Two teaching hospitals lie within, or close to, the area, the Chelsea and Westminster and the Royal Brompton. The Council, therefore, recognises that it must consider the housing needs of the associated key workers and students.

Respecting Environmental Limits

15.3.18—The King’s Road is a busy route into and out of Central London and experiences a high level of pollution as the result of the movement of so many vehicles. The Council will seek to support initiatives which reflect the borough’s designation as an Air Quality Management Area to reduce this pollution.

15.4 Changes to the town centre boundary

15.4.1—The boundaries of the King’s Road (East) and (West) centres largely follow those shown within the 2002 Unitary Development Plan. The boundary has been amended to include the ‘town centre use’ developments that have taken place since the designation of the centres — namely at the Duke of York’s, Symons Street/Pavilion Road and College House/Lightfoot Hall. The boundaries are shown on the extracts to the Proposals Map.

15.4.2—The units within the Duke of York’s Square itself (and not having a King’s Road frontage) have been designated as lying within secondary retail frontage. While these units greatly contribute to the function of the centre, the introduction of some non-shop town centre uses will not jeopardise the essential shopping function of the ‘core’ of the centre. On the contrary, the introduction of some A3 café and other non-shop uses could enhance the benefits available to the centre associated with the large numbers of visitors attracted to the adjoining Saatchi Gallery. The units fronting the King’s Road have been designated as lying within the primary retail frontage.

15.4.3—The units in Symonds Street and Lightfoot Hall have been designated as secondary retail frontage. Both sites clearly function as parts of the centre, but both lie in areas which contain higher proportions of non-shop town centre uses. Furthermore both sites adjoin the ‘non-core’ areas of the Council’s Unitary Development Plan.

15.4.4—The Chelsea Old Town Hall and Chelsea Sports Centre have been included as secondary retail frontages of the King’s Road (East) Major Centre, as they are civic uses which significantly contribute to the non-shop draw of the centre.

\textsuperscript{243} See Policy CR3, Street and Outdoor Life, Policy CR4, Streetscape, and Policy CR5 Parks, Gardens, Open Spaces and Waterways, in the An Engaging Public Realm, Chapter 33

\textsuperscript{244} See Policy CL2: Design Quality in the Renewing the Legacy, Chapter 34

\textsuperscript{245} See Corporate and Partnership Action 3, in the Diversity of Housing, Chapter 35.
15.5 Delivery

Development management

15.5.1 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 King’s Road/Sloane Square 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 King’s Road/Sloane Square is required.

Policy CP15 King’s Road/Sloane Square
The Council will ensure King’s Road and Sloane Square remains one of London’s iconic and vibrant shopping streets by supporting proposals likely to favour independent retailers and small up market chains, supporting cultural facilities and promoting improvement to the public realm to better reflect its international reputation.

Quantum of development

15.5.2 There are no strategic allocations within the King’s Road Place. The Council has however identified No. 250 King’s Road (Blocks A and B); the Sydney Street car park; the Chelsea Farmer’s Market, 125-155 Sydney Street and 102 Sydney Street as edge-of-centre sites which combined have a ground area of 6,400sq.m (69,000sq.ft) and therefore have the potential to include significant amounts of retail use at street level.

Infrastructure needs

15.5.3 The following infrastructure that would help to deliver the vision for the King’s Road has been identified:

- increased medical provision in south-west Chelsea
- the provision of affordable shops to encourage new independent boutiques
- new Underground station on the King’s Road as part of the Chelsea-Hackney line
- new bank on the King’s Road in south-west Chelsea

Future plans and documents

15.5.4 The King’s Road Town Centre Action Plan identifying the priorities and timescales for actions to support the commercial viability of the centre. This will not form a document within the LDF, being taken forward by the Council’s Town Centre Initiatives Manager.

Monitoring

15.5.5 The vision: The focus of monitoring for King’s Road/Sloane Square must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. Have the number of independent boutiques increased within the centre?
2. Where suitable schemes have come forward, have any affordable shops been provided?
3. Have any new stations been provided within the centre as part of the planned Crossrail 2 (Chelsea-Hackney Line)?
4. Has the provision of local medical facilities been improved in the south west of the centre?

246 See Infrastructure Schedule in Section 2C, Chapter 37.
5. Has a town centre action plan for the King’s Road been written, and when it has, have the recommended actions within it been implemented?

15.5.6 **The priorities for action:** a separate monitoring framework has not been established for these. Instead, cross-references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

15.5.7 **Development management:** this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

15.5.8 **Quantum of development:** this will be monitored through policy CP1 – additional criteria are not required.

15.5.9 **Infrastructure:** this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

15.5.10 **Future plans and documents:** progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

Peter Jones Department Store from the Royal Court Theatre
The rich iconic brand and history of King's Road will have been consolidated to ensure it remains one of London’s most vibrant shopping streets, containing a lively and diverse mix of shops, restaurants, and world-class cultural attractions. It will continue to be a place where one can shop in both independent boutiques and chain stores; a place to enjoy, to promenade, a place which meets the day-to-day needs of local people; and a place to experience some of the best theatre, concert, museum and gallery events that London has to offer. Work will have commenced on a new Crossrail 2 station that will provide Chelsea with extra underground capacity that will be required in this part of the network, help to maintain the vitality and viability of the area’s businesses, reduce traffic congestion along the King’s Road and improve air quality.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDP/
Key Issues and opportunities
14.1 Introduction

14.1.1 Located in the south of the borough, the King's Road is one of the London's most vibrant shopping centres. It has evolved since its renown in the sixties, but is still an iconic and valued destination.

14.2 Context

- In the London Plan the King's Road is divided into two closely-related linear shopping areas; King's Road (East) Major Centre and King's Road (West) District Centre. The two centres are separated by a short break in the retail frontage between Sydney Street and Old Church Street on the north side and Oakley Street and Glebe Place on the south side.
- King's Road (East) Major Centre is anchored by Peter Jones department store at Sloane Square and the Duke of York Square development. This part of the King's Road is characterised by upmarket international chains and multiple retailers.
- The King's Road (West) District Centre is different in character, containing a healthy mix of specialist retailers, including a significant furniture and design element. The District Centre is poorly served by public transport, as many bus routes peel off north and south, up Sydney Street and down Beaufort Street. Pedestrian footfall is therefore significantly lower in King's Road (West).
- King's Road is not simply a shopping area but has a vibrant cultural offer with attractions such as the Royal Court, Cadogan Hall, (home of the Royal Philharmonic Orchestra), the Saatchi Gallery, Chelsea Hospital (home of the Chelsea Pensioners and the annual Chelsea Flower Show), the National Army Museum and Chelsea Physic Garden.
- The King's Road has many restaurants, cafés, pubs and bars which contribute to area’s character.
- Two teaching hospitals lie within the area, the Chelsea and Westminster and the Royal Brompton. The Royal Brompton Hospital with the Royal Marsden and the Imperial Cancer Research Institute form an internationally recognised centre of excellence in the treatment of heart and lung disease.

14.3 Principles (Overarching Aims)

- Maintain King’s Road’s distinctive character in the face of a changing retail environment and a changing local catchment by supporting the function of the two town centres.
- Improve the public transport accessibility of the King’s Road to boost the viability of King’s Road (West) District Centre by increasing pedestrian footfall towards the western end, whilst also reducing travel times for residents, tourists and workers to and from the King’s Road.
- Support medical institutions to modernise and meet the needs of their patients to ensure that the King’s Road remains a recognised centre for medical research and treatment.
- Protect the amenity of the surrounding residential area.
- Maintain a high quality public realm.

14.4 Priorities (Objectives and actions to deliver the aims)

- Support the delivery of a Crossrail 2 station.
- Modernise the Royal Brompton Hospital through redevelopment of the main hospital site.
- Develop the Chelsea Farmers’ Market site for mixed use including replacement retail to help facilitate links between King’s Road (East) and King’s Road (West) centres, and create a new public square.
• Support cultural place-making initiatives to increase awareness of the King’s Road’s unique history, atmosphere and attractions among visitors and residents.
• Refurbish Sloane Square Tube station.
• Redevelop Thamesbrook Nursing Home as an extra care centre.

14.5 Delivery

• Transport for London has safeguarded the Crossrail 2 route through Chelsea and will bring forward a Crossrail 2 Bill to obtain powers to build the line. The earliest date for submission of the Bill to Parliament is 2017. Construction could not start until the early 2020s and a King’s Road Crossrail 2 station could not open before 2030.
• The Council will work with important landowners in the area and key institutions to meet the priorities for the King’s Road.
• Transport for London will complete refurbishment of Sloane Square Station in 2017.

14.6 References

14.6.1 The Council and other bodies have produced the following documents:

• Royal Borough of Kensington and Chelsea (RBKC), Chelsea Conservation Area Appraisal, 2016
• RBKC, Royal Hospital Conservation Area Appraisal, 2016
• RBKC, Sloane Square Conservation Area Proposal Statement, to be revised 2017
• RBKC, Cheyne Conservation Area Proposal Statement, to be revised 2016
• RBKC, Chelsea Park/Carlyle Conservation Area Proposal Statement, to be revised 2017
• Historic England, Royal Borough of Kensington and Chelsea Archaeological Priority Areas Appraisal, 2016

14.6.2 Please note further documents may be produced after publication of this plan so it is important to also check the Council’s website.
14.7 Site Context

14.7.1 This site lies on Sydney Street, a busy street connecting the King’s Road and Fulham Road. The site is situated close to the junction with the King’s Road and is well located for public amenity and transport hubs, as well as sports, leisure and retail facilities.

14.7.2 The site forms part of a large urban block defined on two of its edges by Sydney Street and Britten Street. The site is surrounded by conservation areas, thought is not located within one itself. Dovehouse Green, an ancient burial ground, adjoins the southwest boundary.

14.7.3 The site itself is occupied by a collection of chalets and kiosks containing a variety of small shops, cafes and restaurants to the south. The northern part is occupied by a garden centre and includes a covered showroom facing onto Sydney Street and the area behind 117-123 Sydney Street which has a frontage on Britten Street.

14.7.4 The Royal Brompton & Harefield NHS Foundation Trust are seeking to redevelop this site to provide a high quality residential-led development.
Site Allocation

Policy CA12
Chelsea Farmers’ Market

The Council allocates development on the site to deliver, in terms of:

Land use
a. a minimum of 50 residential units;
b. retail units at ground level facing 151 Sydney Street;
c. the creation of a new public square facing 151 Sydney Street and linking to Dovehouse Green;

Principles
d. residential-led mixed use development;
e. provision of active retail frontages facing onto the new public square;

Infrastructure and Planning Obligations
f. development will be liable to make planning contributions in accordance with the CIL Regulations, the Council’s Regulation 123 List and other relevant Local Plan policies and SPDs;
g. provision of a new public square.

Consultation: Please provide your comments on the Draft Policies, supporting text and any options and alternatives (set out in respective Policy Formulation Reports) by completing the Consultation Response Form at [https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDYP/](https://planningconsult.rbkc.gov.uk/consult.ti/LPPRDYP/)

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<th>Site Information</th>
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<td><strong>Site Address</strong></td>
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<td><strong>Ward</strong></td>
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<td><strong>Site Area</strong></td>
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<td><strong>Site Owners</strong></td>
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<td><strong>Current Uses</strong></td>
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<tr>
<td><strong>Planning History</strong></td>
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<tr>
<td>Planning permission was originally granted for the use of the site as a Farmers’ Market and Garden Centre in 1986 for a limited period. This has been renewed on 5 separate occasions.</td>
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<td>In March 2005 planning permission (PP/05/00023) was granted for the replacement of two single storey retail units in similar style, construction and materials to existing units.</td>
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<td>Two retrospective planning applications were submitted in April 2016 for the continued use of the Chelsea Farmers’ Market (PP/16/02375) and Chelsea Gardner (PP/16/02377) for a further period of 5 years up until 2021. Permission was granted for application PP/16/02375 on 27/07/2016 and PP/16/02377 on 25/08/2016.</td>
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<td><strong>Delivery agencies</strong></td>
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<td><strong>Funding arrangements</strong></td>
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<td><strong>Site Constraints</strong></td>
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<td>The Grade I listed St Luke’s church is adjacent to the site</td>
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<tr>
<td>Dovehouse Green is an ancient burial ground adjacent to the site</td>
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<tr>
<td>Part of the site is within the Royal Hospital Conservation Area, and it is surrounded by the Chelsea, Chelsea Park/Carlyle and Cheyne Conservation Areas</td>
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<td>Risks</td>
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| - The Strategic View of St Paul's Cathedral (King Henry VIII’s Mound to St Paul’s Cathedral) runs through the site  
- New development needs to address surface water to reduce the peak flow into the combined sewer network such that surface water discharge into the network is restricted to greenfield run-off rates.  
- The site has been identified as a construction site for Crossrail 2 |
Chapter 16–Notting Hill Gate [moved into new Chapter 10]

16.1 Introduction

16.1.1 Until 1864, Notting Hill Gate was the site of a turnpike toll gate on the old Roman road between London and the West. It is still one of the main vehicular routes into London. Much of the current retail centre received planning permission in 1957–58, using land left over from the road widening to ease traffic congestion, which also resulted in combining the Central and District line stations into a new station concourse under the road. The surrounding area, including some of the shops, consists of a high-quality Victorian townscape.

16.1.2 The centre once had a ‘bohemian’ character. However, apart from being a gateway to Portobello Road, the only remnants of this past are the antique shops along Kensington Church Street, boutiques along Pembridge Road, the Coronet and the Gate cinemas and the Gate Theatre.

16.1.3 The centre has always had a retail function, although it has struggled to find its identity against strong competition from the high-quality local shops along Holland Park Avenue and the wider Notting Hill retail offer. The centre benefits from a good mix of uses, including retail throughout, a valued Saturday Farmers’ Market, offices in Newcombe House, Astley House and United House, residential units in Campden Hill Towers and cultural uses, including two cinemas and a theatre. There are also currently some educational uses in the upper floors of David Game House. The Notting Hill Gate library is located a fair distance to the north of the centre, along Pembridge Road, and it may benefit from better integration within the centre.

16.1.4 The centre is increasingly dominated by a proliferation of poor-quality fast food outlets, bureaux de change and estate agents, which have a negative effect on the centre. It is widely accepted that the place lacks a clear function and identity, especially as a centre with high-quality local shops and restaurants, which cater for the local community.

16.1.5 Many of the buildings that received planning permission in 1957-58 are tired and unattractive. Other buildings like the Coronet Cinema are of a noticeable architectural quality, but have not been well maintained. There is a variety of architectural styles, building heights and no consistency to the street frontage with many blank walls along the street. There are two tower blocks: Newcombe House, a 12 storey office block, and Campden Hill Towers, an 18 storey residential block. Their architectural form, together with that of United House, Hobson House, Astley House and David Game House, negatively impact on the character of Notting Hill Gate and the wider area. Newcombe House is identified as an ‘eyesore’ in the Local Plan. The shopfronts are also generally of poor quality, with few helping to create a distinctive identity.

16.1.6 The area around the junction of Notting Hill Gate and Kensington Church Street is designated as a Site of Archaeological Importance.

16.1.7 Notting Hill Gate has excellent public transport accessibility, with many bus routes and the Central, Circle and District lines, providing an important public transport interchange. The centre is within Public Transport Accessibility Level (PTAL) 6a, as shown on the PTAL map in Chapter 32. It also has very high traffic volumes. There is guard railing down the central reservation, stopping pedestrians from crossing and making it feel like a dual carriageway.

See Policy CL2: Design Quality, in the Renewing the Legacy, Chapter 34.
Pedestrian movement is further frustrated by the location of the station entrances within the pavement reducing pedestrian space, the lack of pedestrian crossings, and a general proliferation of street clutter.

16.1.8 At the base of Newcombe House there is a small square, with a further ‘piazza’ at first floor level. There is wide agreement that these are not quality spaces. The street level space is essentially a wider pavement, the upper level is difficult to access and both have blank frontages. The height and orientation of Newcombe House overshadows these spaces and causes wind funnelling that makes them uncomfortable. Public art has been installed by the Notting Hill Gate Improvements Group.

16.1.9 Notting Hill Gate station is one of the main gateways to Portobello Road, but the pavements are narrow and cannot accommodate the number of visitors, especially on Fridays and Saturdays. There is no sense of arrival for visitors and no signage or clear wayfinding to Portobello Road.

16.1.10 Many of the issues facing Notting Hill Gate will need to be resolved through close working between the Council, landowners and other interested stakeholders, which may or may not be conducted through the planning process.
Key issues and Potential opportunities
16.1.11 There are no strategic site allocations within Notting Hill Gate place contained in the Local Plan.

16.2 Vision

CV16 Vision for Notting Hill Gate in 2028

Notting Hill Gate will be significantly strengthened as a District Shopping Centre, with improved shops and restaurants that reflect the needs of the local catchment. Boutiques and premium-quality retailers will become a feature of the area, as they are in Kensington Church Street and Pembridge Road. The centre will continue to be a major office location. Notting Hill has a long-standing reputation for arts and culture; Notting Hill Gate will capitalise on this in developing the arts and cultural offer. The street will become more pedestrian friendly, with improved crossing facilities, fewer barriers, less street clutter, reduced vehicle impacts and station entrances relocated within buildings. All development will be of the most exceptional design and architectural quality, creating a ‘wow factor’ that excites and
delights residents and visitors. Pedestrian links to Portobello Road Special District Centre will also be enhanced through good design, legibility and clear wayfinding.

16.3 — Priorities for actions

16.3.1 — The priorities for action for Notting Hill Gate have been set out under the Strategic Objectives for the Local Plan 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

16.3.2 — In order to deliver the vision of a significantly strengthened District Shopping Centre, the Council will work with landowners and other interested stakeholders to establish high-quality shops and restaurants which meet the needs of the local catchment and are not already over subscribed in the centre. The Council will carefully monitor the proportion of food and drink uses, particularly hot-food takeaways, estate agents and bureaux de change in the centre.

16.3.3 — The Council will generally discourage applications for new hot-food takeaways, estate agents and bureaux de change, as these are already over subscribed within the centre and do not cater for the local catchment. While the Council will support improving the quality of existing restaurants in the centre, new restaurants will only be supported where they do not breach the criteria set out within policy CF3 (diversity of shops within town centres). The Council will also use Conditions and Article 4 Directions to carefully control permitted changes of use within this and other uses classes. This position will be regularly reviewed and updated as necessary.

16.3.4 — As one of the areas of highest accessibility within the borough, the centre’s role as a major office location continues to be important. It offers a range of office accommodation, including both larger offices and smaller office space more suitable to business start-ups. The Council will also protect the existing arts and cultural uses, and where possible, encourage the provision of additional arts and cultural uses in new development.

16.3.5 — The centre is also suitable for hotels that assist in maintaining the vitality of Notting Hill Gate and do not result in a loss of A1 (shops).

16.3.6 — The Council will also require any future major retail or mixed use development in Notting Hill Gate to deliver a mix of unit sizes, having regard to the size (and depth) of the street block and retailer requirements, and where appropriate provide ‘affordable shops’.

Renewing the Legacy

16.3.7 — Redevelopment within Notting Hill Gate presents the Council with the opportunity to correct the mistakes of the postwar period, and create a new distinctive identity of lasting value to future generations.
16.3.8 Exceptional architectural and design quality will complement a significantly strengthened revitalised retail offer, drawing on innovative and modern approaches to create ‘iconic’ buildings and open space. Iconic does not necessarily mean tall, as Barkers in Kensington High Street demonstrates. Building heights will need to respect the character and appearance of adjoining conservation areas. The Council will work closely with land owners to bring this about.

16.3.9 As an eyesore, the Council will adopt flexible planning standards to bring about the redevelopment of Newcombe House as a catalyst for the regeneration of the wider area.

16.3.10 The Council will encourage the refurbishment of the Georgian properties along the northeastern side of Notting Hill Gate, and explore opportunities to improve their Victorian shopfronts and/or create wider pavements.

16.3.11 The Council will also seek the full restoration of the Grade II listed Coronet Cinema.

16.3.12 Applications for development proposals within the Site of Archaeological Importance are advised to have pre-application discussions with the Greater London Authority Advisory Service (GLAAS).

An Engaging Public Realm and Better Travel Choices

16.3.13 Improving the pedestrian environment by reducing vehicle dominance is a priority for Notting Hill Gate. A comprehensive package of proposals to reconfigure and update the public realm to the highest standards is needed, which will also contribute to creating an ‘iconic’ identity for the area.

16.3.14 The pedestrian environment may be significantly enhanced through the removal of street clutter, including the central guard railings; the relocation of the station entrances; narrowing vehicle lanes; widening pavements and central reservations; providing more informal and formal crossing facilities; improving wayfinding to Portobello Road; and a significantly improved or possibly relocated open space.

16.3.15 To significantly increase pavement capacity, the Council will work with partners to explore the relocation of the station entrances so they no longer block the pavements and provide a separate exit for visitors to Portobello Road. This will be achieved through contributions received from major development and working in partnership with London Underground and Transport for London.

Keeping Life Local

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256 See Policy CL1, Context and Character and Policy CL2, Design Quality, in the Renewing the Legacy, Chapter 34 and the draft Building Heights Supplementary Planning Document and the Notting Hill Gate District Centre Framework, 2009.
257 See Corporate and Partnership Actions No.1 and 9, in the Renewing the Legacy, Chapter 34.
258 See Policy CL2, Design Quality, in the Renewing the Legacy, Chapter 34.
259 See Policy CL2, Design Quality and Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34.
260 See Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34.
261 See Policy CL4, Heritage Assets, in the Renewing the Legacy, Chapter 34.
262 See Policy CT1, Improving Alternatives to Car Use, in the Better Travel Choices, Chapter 32.
263 See Policy CT1, Improving Alternatives to Car Use, in the Better Travel Choices, Chapter 32; Policy CR2, Three-Dimensional Street Form and CR4, Streetscape, in the An Engaging Public Realm, Chapter 33.
264 See Policy CR4, Streetscape, in the An Engaging Public Realm, Chapter 33.
265 See Policy C1, Infrastructure Planning and Delivery Obligations, in the Policies and Actions, Chapter 29.
266 See Corporate and Partnership Action No.1, in the An Engaging Public Realm, Chapter 33.
Notting Hill Gate will be enhanced and significantly improved as a District Centre for local people. Provision of a new food store could encourage greater local use of the centre, although servicing must be satisfactorily resolved. The Council will also support the relocation of the Notting Hill Gate library to a site within the centre, possibly on the first or second floor level overlooking a new or improved public space.

Diversity of Housing

Town centre living can improve the vibrancy and vitality of retail centres. The Council will protect the existing residential provision in Notting Hill Gate. There is also some opportunity for new residential uses on the upper floors above commercial floorspace.

The Council also acknowledges that refurbishment is the only viable option for improving Campden Hill Towers.

Respecting Environmental Limits

The Council will encourage proposals and design solutions which improve air quality and reduce noise along Notting Hill Gate. Major redevelopment of the centre will also offer an opportunity for a low pollution strategy and district heat and energy source, which will be especially efficient as energy loads can be shared between the mix of uses. This district heat source might be located in the basement of Newcombe House. The Council will also encourage the planting of street trees and living roofs, which will seek to meet the green infrastructure requirements in the centre.

Delivery

Development management

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 Notting Hill Gate 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 Notting Hill Gate is required.

Policy CP16 Notting Hill Gate

The Council will require development to strengthen Notting Hill Gate’s role as a District Centre by supporting high trip generating uses; improving retail and restaurant provision including some anchor retail to serve the local catchment; and deliver new distinctive identity through high quality architecture and design of the public realm. The Council will also resist development which prejudices opportunities for wider regeneration of the area and compromises delivery of the vision.

Quantum of development

See Policy CK2, Local Shopping Facilities, in Keeping Life Local, Chapter 30.
See Policy CF1, Location of New Shop Uses, in Keeping Life Local, Chapter 30.
See Policy CK1, Social and Community Uses, in Keeping Life Local, Chapter 30.
See Policy CH3, Protection of ResidentialUses, in the Diversity of Housing, Chapter 35.
See Policy CH2, Design Quality, in the Renewing the Legacy, Chapter 34.
See Policy CE5, Air Quality and CE6, Noise and Vibration, in the Respecting Environmental Limits, Chapter 36.
See Policy CE1, Climate Change and Corporate and Partnership Actions 4 and 5, in the Respecting Environmental Limits, Chapter 36.
16.4.2 The centre covers a site area of approximately 13,200sq.m (139,000sq.ft) and predominantly consists of five sites (United House; Foxtons/RBS; David Game House; Newcombe House, including the Kensington Church Street frontage; and Astley House), which have been identified as opportunities for redevelopment. However, there are no site specific allocations within Notting Hill Gate.

16.4.3 This provides an opportunity for improved retail, better arrangement of the public realm and mixed uses on the upper floors.

16.4.4 These development opportunities would be brought forward as market opportunities arise.

Infrastructure needs

16.4.5 The following infrastructure is specifically required to deliver the vision for Notting Hill Gate: creation of enhanced pedestrian links to Portobello Road Special District Centre through good design, legibility and clear wayfinding; improved pedestrian flows through the relocation of the Tube entrances; the provision of affordable shops to enhance Notting Hill Gate as a District Shopping Centre; the provision of a CCHP network, or similar, to deliver cooling, heat and energy in an environmentally friendly way; green infrastructure in the form of street trees and living roofs/walls.

Future plans and documents

16.4.6 The Council will prepare a supplementary planning document for Notting Hill Gate in due course.

Monitoring

16.4.7 The vision: The focus of monitoring for Notting Hill Gate must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. What benefits has major development, including the redevelopment of Newcombe House, brought to the wider area?
2. What opportunities exist to further enhance the Georgian shops, and Victorian frontages, along the north of Notting Hill Gate?
3. Has the Coronet Cinema been restored?
4. In which ways has major development contributed to an improved pedestrian environment with reduced vehicle dominance? What effect have these measures had on pedestrian movement (and congestion)?
5. Has a new food store been delivered, and is this used by local people?
6. Has the library been relocated to within the Centre?
7. Has the district heat and energy source been delivered, and is there additional heat and energy being provided by the redevelopment?

16.4.8 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

16.4.9 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through development are accorded due weight – it is thus the vision rather than the policy that should be the focus of monitoring.

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274 The Council’s infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Local Plan.
16.4.10 **Quantum of development**: this will be monitored through policy CP1 — additional criteria are not required.

16.4.11 **Infrastructure**: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

16.4.12 **Future plans and documents**: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.
Chapter 17—Fulham Road [to be deleted]

17.1 Introduction

17.1.1 Fulham Road Town Centre is a ‘district centre’ serving a predominantly local market. Owing to its vibrant nightlife in the 1960s, it became known as ‘funset strip’ or ‘the beach’ in one area. This reputation continues today, but many residents dislike these names.

17.1.2 Fulham Road offers a good mix of convenience and lower-order comparison shopping with a high number of small independent specialist retailers, including a cluster of furniture, DIY, hardware and homewares stores. There is a large number of high quality restaurants, bars and nightclubs that contribute to the centre’s vibrant nightlife. There are also some tensions with the surrounding residential area. The centre also contains several smaller format supermarkets and a cinema.

17.1.3 The Chelsea and Westminster Hospital is located on the south side of Fulham Road. It was built with shop units on the ground floor facing the street and the Council recognises footfall created by the hospital plays an important role in maintaining the vitality of these shops.

17.1.4 The buildings along Fulham Road are mostly well maintained with some examples of high quality shopfronts. However, the street’s overall appearance is somewhat ‘tired’. There are only small sections of the Fulham Road frontage included in The Boltons and Sloane/Stanley Conservation Areas. In contrast, the majority of the surrounding streets are contained within the conservation areas.

17.1.5 The volume of traffic along the Fulham Road significantly impacts on the pedestrian environment. Pavements in some places are narrow and cluttered. This restricts pedestrian movement. At the western end where the one way system crosses Fulham Road, pedestrian movement is very difficult and the quality of the public realm is poor. The area is served by a number of bus routes, but there is no Underground station.

17.1.6 The public realm immediately outside the hospital also needs to be improved.

17.1.7 Chelsea Football Club’s Stamford Bridge Stadium is on the Fulham Road, in the neighbouring London Borough of Hammersmith and Fulham. On match days traffic congestion can be an issue, with pedestrian congestion also creating a problem as people from the restaurants and bars overflow onto the pavement.

17.1.8 There are no strategic site allocations within Fulham Road place contained in the Local Plan.

17.2 Vision

CV17 Vision for Fulham Road in 2028
Fulham Road will continue to be a centre providing for the daily needs of local people, while also offering a variety of high quality specialist shopping. The proportion of food and drink uses, together with their hours of operation, will be carefully managed to ensure a complimentary environment with the retail uses and surrounding residential area. The appearance of the centre will be enhanced through improvements to shop fronts. Pedestrian and cycle links to the north and south will be improved. The Council will support the hospital’s role in contributing to the centre’s vitality.

17.3 Priorities for action

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225 The London Plan sets out a hierarchy/classification of centres across London, there are 160 district centres within London

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249
17.3.1 The priorities for action for Fulham Road have been set out under the Strategic Objectives for the Local Plan 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.

**Keeping Life Local**

17.3.2 Fulham Road Town Centre provides local shops and community services, such as health care to local residents, workers and students. The Council recognises the importance of this district centre in catering for local needs and will work towards reinvigorating these facilities and services. The Council acknowledges the contribution that the Chelsea and Westminster Hospital plays in delivering health care, to both local and Londonwide residents alike.\(^{276}\)

**An Engaging Public Realm**

17.3.3 The Council will continue to maintain the public realm to a very high standard. The Council will also work in partnership with the hospital to bring about significant improvements along Fulham Road by continuing to encourage the removal of street clutter.\(^{277}\)

**Key Issues and Potential Opportunities**

17.3.4 The Brompton Cemetery is located at the western end of Fulham Road. Investigations have been made regarding the possible transfer of the management of Brompton Cemetery to

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\(^{276}\) See Policy CK1, Social and Community Uses, in the Keeping Life Local, Chapter 30 and Policy CF7, Arts and Cultural Uses, in the Fostering Vitality, Chapter 31.

\(^{277}\) See Corporate and Partnership Action 1, in the An Engaging Public Realm, Chapter 33.
the Council. The cemetery is the resting place for a large number of well-known writers, explorers, musicians and scientists. Better use of this space for passive recreational purposes will be explored while still protecting the historic character of the cemetery.

Better Travel Choices

17.3.5 The Council will continue to work with partners to explore opportunities to unravel the Earl’s Court one-way system and improve pedestrian crossings over Fulham Road and the side roads.

17.3.6 The Council will work with Transport for London and Crossrail Ltd to establish a new Underground station on the King’s Road as part of the planned Chelsea-Hackney line. The Chelsea-Hackney line is not expected to be open before 2025. The planned station near the Chelsea Old Town Hall in the King’s Road will improve public transport accessibility to the Fulham Road area. Improved pedestrian links to train and underground stations will be encouraged.

Fostering Vitality

17.3.7 The existing retail and restaurant offer contributes to the character of the centre. This must be balanced against the primary function of the centre to provide for local residents’ shopping needs and with the amenity of the surrounding residential areas. The proportion of food and drink uses, together with their hours of operation, will be carefully managed to ensure that residential amenity is maintained. Assessing food and drink uses will be done individually and cumulatively.

Renewing the Legacy

17.3.8 The Council will encourage uptake of shopfront improvement grants throughout the centre.

Diversity of Housing

17.3.9 The Council will protect existing residential uses above shops along Fulham Road, and encourage further residential uses of upper floors, where this is not at the expense of existing town centre uses.

Respecting Environmental Limits

17.3.10 Air quality, from the volume of traffic, is a particular concern. The Council will support initiatives set out in the Air Quality Action Plan and will encourage proposals and design solutions which improve air quality through low emission strategies. There is also the

278 See Policy CR2, Three-dimensional Street Form; Policy CR3, Street and Outdoor Life; Policy CR4, Streetscape, in the An Engaging Public Realm, Chapter 33.
279 See Corporate and Partnership Action 1, in the Better Travel Choices, Chapter 32.
280 See Policy CT1, Improving alternatives to car use, in the Better Travel Choices, Chapter 32.
281 See Policy CF1, Location of New Shop Uses; Policy CF2, Retail Development within Town Centres; Policy CF3, Diversity of Uses within Town Centres; Policy CF5, Location of Business Uses, in the Fostering Vitality, Chapter 31.
282 See Policy CL1, Context and Character; Policy CL2, Design Quality to existing buildings; Policy CL4, Heritage Assets in Renewing the Legacy, Chapter 34.
283 See Policy CH2, Housing Diversity, in the Diversity of Housing, Chapter 35.
284 See Corporate and Partnership Action 16, in the Respecting Environmental Limits, Chapter 36.
potential for a green link to be created through the Brompton Cemetery to the King’s Road.285

17.4 Delivery

Development management

17.4.1 Development Management Policies to implication 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 Fulham Road 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 Fulham Road is required.

Policy CP 17 Fulham Road

The Council will ensure the local retail and residential character of Fulham Road is maintained by limiting new food and drink uses.

Quantum of development

17.4.2 There are no site allocations within the Fulham Road Place. Any development opportunities brought forward will be dictated as market opportunities arise.

Infrastructure needs

17.4.3 The following infrastructure286 is specifically required to deliver the vision for Fulham Road: improvements to shop fronts; new pedestrian and cycle links in Brompton Cemetery.

Future plans and documents

17.4.4 There are no future plans or documents for Fulham Road.

Monitoring

17.4.5 The vision: The focus of monitoring for Fulham Road must be the extent to which the vision has, or has not, been achieved. The following output indicators will be used to monitor the vision.

1. The number of shopfront improvements carried out;
2. The number of new pedestrian and cycle links established in and to Brompton Cemetery;
3. The number of food and drink uses within the town centre;
4. Has any development or redevelopment occurred to the hospital?

17.4.6 The priorities for action: a separate monitoring framework has not been established for these. Instead, cross references are made through footnotes to policies and actions elsewhere within the plan that are monitored in the framework set out in Chapter 38.

17.4.7 Development management: this policy is not separately monitored. The policy is a mechanism to ensure that those aspects of the vision that can be controlled through

285 See Policy CE1, Climate Change; Policy CE5, Air Quality; Policy CE6, Noise and Vibration, in the Respecting Environmental Limits, Chapter36.

286 The Council’s infrastructure requirements are set out in the Infrastructure Schedule in Chapter 37 of this Local Plan.
development are accorded due weight—it is thus the vision rather than the policy that should be the focus of monitoring.

17.4.8 **Quantum of development**: this will be monitored through policy CP1—additional criteria are not required.

17.4.9 **Infrastructure**: this will be monitored through the Infrastructure Delivery Plan, from which the place specific infrastructure has been drawn for inclusion in this Place chapter. Additional monitoring criteria are not therefore required.

17.4.10 **Future plans and documents**: progress on the preparation of these documents will be recorded in the Council’s Annual Monitoring Report, published in the autumn of each year.

The Brompton Hospital, Fulham
# Section 2 Delivery Strategy

## Chapter 19—Strategic Sites Allocations

[Table moved to Chapter 4 and combined with Places table]

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<td>Wombling Green Land adjacent to Trellick Tower</td>
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<td>7</td>
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<td>Westway</td>
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<td>11</td>
<td>Earl's Court</td>
<td>Warwick Road Earl's Court Exhibition Centre</td>
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<td>12</td>
<td>Knightsbridge</td>
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<td>King's Road / Sloane Square</td>
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<td>16</td>
<td>Notting Hill Gate</td>
<td>No strategic sites</td>
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<tr>
<td>17</td>
<td>Fulham Road</td>
<td>No strategic sites</td>
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<td>18</td>
<td>Lots Road/World's End</td>
<td>No strategic sites</td>
</tr>
</tbody>
</table>
STRATEGIC SITES

1. Kensal
2. Womington Green
3. Land adjacent to Trellick Tower
4. North Kensington Sports Centre
5. Commonwealth Institute
6. Warwick Road (5 sites)
7. Earl's Court
8. Lots Road Power Station (permission granted)
Chapter 20 Kensal Gasworks [moved into Chapter 5] (sites north and south of the railway)

20.1 Introduction

20.1.1 There are eight sites (including the canal towpath) which make up the Kensal gas works site. Seven of these sites lie to the north of the railway: the west site (the current gas holders site itself), the central site (currently vacant), the east site (Sainsbury’s supermarket), Canalside House, the Water Tower, the Boathouse Centre and the canal towpath. To the south of the railway lies the south site (the North Pole railway depot). These sites have been combined into a single strategic site due to their regeneration potential.

20.1.2 The sites are located in the far north of the borough and are situated to the west of Ladbroke Grove. The site as a whole is bisected by the Great Western Railway and the tracks will also form part of the Crossrail network in the future.

20.1.3 The site shares the western boundary with the London Borough of Hammersmith and Fulham and is very close to the London Borough of Brent and the City of Westminster. This makes the site extremely important in the strategic development of the wider area.

20.1.4 Kensal gas works is located in the Kensal Place, Chapter 5. Particular attention is drawn to the vision for Kensal (section 5.2), and the Priorities for Action (section 5.3), which consider the wider Kensal area beyond this specific strategic site allocation. In the Priorities for Action section, the actions are set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for Kensal: Respecting
Environmental Limits, Better Travel Choices, Diversity of Housing, Keeping Life Local, An Engaging Public Realm, Renewing the Legacy and Fostering Vitality. Why this site is of strategic significance to the borough.

20.1.5 Kensal represents a significant opportunity to act as a catalyst, not only for the regeneration of the north of the borough but also for north/west-central London as a whole.

20.1.6 A new Crossrail station, which will provide a high speed link to the West End, The City and Canary Wharf will dramatically enhance accessibility and create the opportunity to develop homes and jobs.

20.2 Allocation

20.2.1 This site has considerable potential. This is reflected by the GLA who have designated Kensal as an Opportunity Area in the revised London Plan.

20.2.2 The Council considers the site to have the capacity for upwards of 2,500 new dwellings and also has potential for at least 10,000sq.m of offices or other B1 uses. It is also important to cater for the needs of the community and therefore a quantum of in excess of 2,000sq.m of non-residential floorspace, including social and community facilities is likely to be necessary to provide for local needs. The site would also reprovide the existing Sainsbury’s supermarket, which may be able to be expanded. This should provide a better relationship with Ladbroke Grove and would form the hub of a new town centre which would be needed to meet the local needs of new residents as well as providing a better facility for the existing community. The sites have the potential to deliver a high-density development which meets a high standard of environmental sustainability.

20.2.3 While a Crossrail station in Kensal is not provided for by the Crossrail Act, the railway tracks have been ‘plain lined’ to allow for a station to be built in this location. Further work is currently being undertaken but there would seem to be no technical reasons why this cannot be achieved. It is most likely to provide the ‘turnback’ facility which is currently planned for Paddington New Yard. This could be provided at Kensal, allowing simultaneous use as a station. Any additional costs incurred in this would fall to the developers of the site.

20.2.4 As the majority of this site only has a moderate public transport accessibility level, additional improvements to bus services will also be required so as to provide better links with the rest of the borough and indeed with neighbouring Hammersmith and Fulham and increase this rating to PTAL4. By doing this, greater densities can be achieved on site as well as allowing more employment opportunities on site.

20.2.5 Access to the site is limited to a single entrance on Ladbroke Grove, therefore the development is also likely to require substantially improved infrastructure including new roads, new public transport nodes and links over the railway lines. The London Borough of Hammersmith and Fulham would be a partner in improving access to the west. The development should also look to reduce residential car parking on site to the minimum number of spaces necessary, thereby easing access on, off and through the site.

20.2.6 Improved connections over both the railway lines and the canal which currently isolate the site will be necessary to knit the site into its surrounding context, aid permeability, create a legible street network and make best use of the site’s assets and open spaces. A responsive public realm around the canal side will be necessary as high quality spaces can

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287 The revised London Plan was published for consultation on 12th October 2009
288 Kensal Canalside Pre-feasibility Study, 2009
289 London Plan Map 2A.3
help stimulate healthy and more engaged communities. This should also utilise the invaluable and unique resource provided by the currently underused canal to attract leisure, education and business uses to provide an vibrant and responsive canalside environment.

20.2.7 The facilities currently provided by Canalside House, the Boathouse Centre and the water tower are extremely valuable to north Kensington and these uses must form part of the development. However, their accommodation (especially in the case of Canalside House) is in need of upgrading and therefore, could be reprovided elsewhere on the site in improved accommodation in order to facilitate a comprehensive redevelopment and efficient use of land.

20.2.8 On-site waste treatment facilities will be required as part of the development to handle waste arising from the new uses of the site (this could include recycling facilities and anaerobic digestion). This facilities will help towards the borough’s waste apportionment figure set out in the London Plan. Development must also achieve a high environmental standard in terms of construction, building materials, waste management and energy usage/retention and low levels of car use.

20.2.9 Further to this, the Sustainability Appraisal notes that there is a potential flood risk on site and was sequentially tested to examine the risk. The site subsequently passed the sequential test as required by former Planning Policy Statement 25 Development and Flood Risk. Land contamination issues also exist on site, however work is ongoing to mitigate this on the Central site.

20.2.10 The memorial site of the victims of the Paddington rail disaster has been included in the strategic site. This is to ensure that the redevelopment will not disadvantage visitors to the memorial in the future.

20.2.11 The development has the potential to become an exemplar of sustainable urban development and is encouraged in the Prefeasibility Study which states that development should balance social benefit and economic value without environmental harm to bring benefit to all. Central to this will be a Combined Cooling, Heating and Power (CCHP) plant or similar to serve the new development with the potential to form part of a wider network in future. To ensure a truly environmentally responsive redevelopment, use of sustainable building materials and techniques are also required. Borough Grade I and II Sites of Nature Conservation Importance and identified green corridors exist on site, notably along the railway and by the canal. Development should therefore be carefully managed. Ways to create biodiversity should also be considered.

20.2.12 National Grid, who own the gas holders, have informed the Council that they are looking to remove them by 2017 at the earliest. The gas holders site will therefore be in the second phase of the development. The Health and Safety Executive require that, while in situ, the gas holder have a ‘consultation zone’ around them in which residential development is not permitted. Further to this, National Grid will require the land to the west of the gas holders for essential electricity infrastructure network.

20.2.13 British Rail Residuary Board (BRB) may use the current depot site for the railway uses until 2018 for the building and testing of new inter-city express trains and, like the gas holders, may only become available for development in the phase two. However, the use of the land by BRB will be subject to consultation.

Policy CA1 Kensal Gasworks
Allocation for Kensal Gasworks

290 Planning Policy Guidance 17: Planning for open space, sport and recreation
291 Kevin Murray Associates, 2009
The Council allocates development on the site to deliver, in terms of:

**Land use allocation:**

a. upwards of:
   i. 2,500 new dwellings;
   ii. 10,000 sq.m of new offices;
   iii. 2,000 sq.m of new non-residential floorspace, including social and community and local shopping facilities;

b. a Crossrail station, subject to approval by Crossrail Limited;

c. the relocation and rep rovision of the existing Sainsbury’s supermarket in a location which provides a better relationship with Ladbroke Grove;

d. a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network;

e. the provision of on-site waste management facilities to deal with the development’s waste arisings from the new uses of the site (including recycling facilities and/or anaerobic digestion);

**Principles:**

f. a high-density development with a high environmental standard in terms of construction, building materials, waste management and energy usage/retention and low levels of car dependency and ownership;

g. improved infrastructure including new pedestrian and cycling links, new roads which connect the site into its surrounding context and other public transport links, including improved connections over both the railway lines and the canal;

h. a usable, vibrant and responsive public realm around a mixed-use canalside which as well as residential, attracts leisure, education and business uses;

i. the improvement and relocation of the facilities currently provided by Canalside House and the Boathouse Centre on-site if relocation of these facilities is required to achieve a comprehensive redevelopment along the canalside and Ladbroke Grove;

j. the retention of the area west of the gas holders for the provision of electricity infrastructure. Part of this site may also be required for a gas pressure reduction station, replacing the gas holders. Any buildings must be of a high architectural standard and in keeping with the overall redevelopment of the site;

k. the ongoing access to the memorial site of the victims of the Paddington rail disaster through a redevelopment which will maintain its dignity;

**Infrastructure and planning obligations:**

l. a Crossrail station (subject to agreement in principle and detail with Crossrail Limited);

m. social and community uses (including health, education and police);

n. affordable housing;

o. construction and maintenance of bridges over the canal and railway;

p. improvements to Little Wormwood Scrubs and Kensal Green Cemetery (subject to access through the cemetery and linking bridge over the canal);

q. improved transport infrastructure including better bus links and new roads;

r. landscaping and amenity improvements to the Grand Union Canal;

s. other contributions as set out in the Planning Obligations SPD and the site specific SPD.

**20.3 Delivery milestones**

**Risks**

20.3.1 The following risks will need to be taken into consideration:

[292] See chapter 39, where contingencies are set out
• Crossrail unable to deliver a station at Kensal, either as a turn back or as a full station.
• Gas works is retained as part of the gas infrastructure beyond 2017 and does not come forward for development, reducing development capacity and also impacting on the potential of adjacent site because of the safety cordon requirements.
• North Pole Depot (eastern end) is not released for redevelopment.

Related site-specific supplementary planning documents or Area Action Plans planned or prepared

20.3.2 A supplementary planning document for the site will be produced293.

Delivery agencies

20.3.3 The Royal Borough of Kensington and Chelsea, Greater London Authority (GLA), Ballymore, Sainsbury’s, National Grid, British Rail Board (Residuary), Crossrail Limited, Network Rail, Transport for London, NHS Kensington and Chelsea, British Waterways and other site owners.

Projected delivery milestones

20.3.4 Kensal gas works will be a phased development so as to align with various milestones on site.

2009: Scope planning framework and enter into planning performance agreement with landowners
2009-2011: Prepare and adopt planning framework

20.3.5 Phase 1 (central and eastern Sites, the Boathouse Centre, Canalside House and the water tower):

2010-2011: Assess and grant planning permission (eastern and central sites)
2011/2012: Commence work on site
2017: Crossrail open and phase complete

20.3.6 Phase 2 (southern and western sites):

2017-18: Grant planning permission for southern and western sites
2018: Decommissioning of gas holders and commencing decontamination as necessary
2019: Start work on site
2023: Phase complete

Funding arrangements

20.3.7 Primarily private development

20.4 Site information

Site address

20.4.1 The addresses for each of the sites are:

• Kensal Gas works, Canal Way (west site);
• The Former Kensal Green Gasworks site, Canal Way (central site)
• 2 Canal Way (east site)

293 See 20.3.4 for milestones
- Former North Pole Railway Depot, Barlby Road with the site extending into the London Borough of Hammersmith and Fulham (south site)
- 383 Ladbroke Grove (Canalside House)
- 1-16 Canal Close (The Boathouse Centre)
- The Water Tower, Canal Close

Wards

20.4.2 Golborne and St Charles

Site area

20.4.3 The combined site area is 16.65 hectares (41.14 acres).

Site owners

20.4.4 The current site owners are:

- Western site – National Grid
- Central site – Ballymore
- Purple hatched area within the Central site (illustrated on the Site Plan) – Network Rail
- Eastern site – Sainsbury’s
- Southern site – British Rail Board (Residuary)
- Canalside House – Royal Borough of Kensington and Chelsea
- The Boathouse Centre – Royal Borough of Kensington and Chelsea
- Water tower – private ownership
- Canal and towpath – British Waterways

Current uses

20.4.5 The current uses of the site are:

- Western site – gas storage holders
- Central site – vacant brownfield land
- Eastern site – Sainsbury’s retail
- North Pole Depot – vacant, former North Pole Depot rail maintenance depot
- Canalside House – office and community space
- The Boathouse Centre – residential and community and sports facilities
- The Water tower – redundant

Existing permissions

20.4.6 Planning permission has only been granted for the water tower site. However an application was submitted in 2006 for the central site for 790 residential units (negotiated to 730 units) and 14,895sq.m (160,330sq.ft) of non-residential uses. This application was subsequently withdrawn in December 2008 (following a change of ownership of the site).

20.4.7 The permission for the water tower was for its conversion into a residential dwelling. This was granted in 2007 but is yet to be implemented.

Kensal Gasworks site from the Grand Union Canal
Chapter 21—Wornington Green [moved into Chapter 6]

21.1 Introduction

21.1.1 Wornington Green estate is a postwar estate that is located in the north-east of the borough. It is located in Golborne Ward, which is the most deprived ward in the borough.

21.1.2 The estate currently contains 538 flats and houses, which are all socially rented, accommodating approximately 1,700 residents. These were constructed between 1964 and 1985 in predominantly large deck blocks, typical of public housing of the period. There is also a well used community centre (Venture Centre) and public park (Althone Gardens).

21.1.3 Wornington Green is located in the Golborne/Trellick Place, Chapter 6. Particular attention is drawn to the Vision for Golborne/Trellick (see section 6.2), and the priorities for action (section 6.3), which consider the wider Golborne/Trellick area beyond this specific site allocation. In the Priorities for Action section, the actions are set out under the heading of Strategic Objectives of the plan as a whole, but in the order of priority regarded as appropriate for Golborne/Trellick: Renewing the Legacy, Keeping Life Local, Fostering Vitality, Diversity of Housing, An Engaging Public Realm, Better Travel Choices and Respecting Environmental Limits.

Why the site is of strategic importance to the borough
21.1.4 The site is of strategic importance to the borough because of its size and the disruption that will be caused to local residents of the estate and to the surrounding area. In addition it will reconnect Portobello Road to Ladbroke Grove at the Barlby Road junction. This will make a significant improvement to pedestrian movement along Portobello Road, stimulating the northern end of Portobello Road and its market, and also helping Golborne Road and its market. Outline planning permission was granted on 30 March 2010 with all details submitted for phase 1 and all details reserved for phase 2-5.

21.1.5 It is also the first estate renewal scheme in the borough, and because of its potential to achieve significant shift in the diversity of housing is of strategic importance.

21.2 Allocation

21.2.1 The current housing in the estate fails to meet Decent Homes standards. Kensington Housing Trust, who own the site, have expressed a strong preference to redevelop the estate, using receipts from additional private housing and a potential grant from the Homes and Communities Agency to fund the reprovision of the social rented homes. A planning application for the redevelopment of the estate was granted in March 2010, subject to there being no Direction by the Mayor of London, planning conditions and signing of the necessary s106 agreements.

21.2.2 The estate currently contains 538 social housing units. The number of market housing required to help fund the redevelopment of the estate is dependent on the grant from the Homes and Communities Agency and therefore currently unknown. Therefore a minimum allocation of 150 market housing units has been proposed. This will result in a density of approximately 130 dwellings per hectare. However, initial urban design studies suggest that the site is able to accommodate higher densities through efficient design and housing provision that meets current need, without the loss of existing community facilities or a negative impact on residential amenity or design quality.

21.2.3 The Council, through its Overview and Scrutiny Committee, assessed the case for total redevelopment of the estate and concluded this is the only financially viable option. On this basis, the Council as land owner, has also agreed to facilitate the redevelopment of the estate by making available some of its assets to help phase construction.

21.2.4 Given the number of residents living on the estate and the limited amount of space to phase development, the redevelopment is likely to cause some disruption during the construction. To minimise this disruption, and to ensure that residents are kept together and only have to move once, the Council has agreed to allow part of Athlone Gardens to be used to phase development.

21.2.5 The site contains community and leisure facilities, which are all Council owned, including Athlone Gardens, a ball court and the Venture Centre with its adventure playground, IT training facilities and several meeting rooms and halls. Many of these facilities are not only used by the residents of the estate, but the wider community.

21.2.6 It is the Council’s intention that the retail uses along Portobello Road are extended north to provide convenience shopping and local services to the area and animate this frontage. The Council also intends to reinstate the Victorian street pattern, including the reconnection of Portobello Road to Wornington Road and Ladbroke Grove.

21.2.7 There are approximately 20 market storage lockups in Munro Mews.

21.2.8 Several other buildings, such as the Kensington and Chelsea College, are also located within the site allocation but are not programmed for redevelopment unless this is beneficial to the wider community and sufficient funding is identified.
21.2.9 The scale of development and the mix of uses is also a good opportunity for the provision of a Combined Cooling, Heating and Power plant, which would form the starting point of a district heat and energy network in the area.

21.2.10 The site passed the sequential test required in accordance with former Planning Policy Statement 25: Development and Flood Risk.
Land use allocation:
a. a minimum of 538 affordable dwelling units;
b. a minimum of 150 private dwellings;
c. the replacement of an improved Athlone Gardens, measuring 9,186sq.m (GEA), including the area of the existing ball court;
d. the refurbishment or replacement of an improved Venture Centre and scope for its enlargement, including the provision of the existing community and leisure facilities currently provided;
e. A1 to A5 uses in the order of approximately 2,000sq.m, 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 with no one unit being over 400sq.m (GEA);
f. a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network;
g. replacement of the storage used by market traders in Munro Mews;

Principles:
h. an integrated community, where current tenants who want to remain at Wornington Green will be guaranteed a new home on the new development and the vast majority of residents should only have to move once;
i. a phasing scheme to minimise disruption to residents and adjoining neighbours during the construction period;
j. a good quality open space at least half the size of Athlone Gardens (4,593sq.m) must be available for public use throughout the construction period;
k. the reconnection of Portobello Road and Wornington Road to Ladbroke Grove and the re-establishment of the traditional street pattern in the area;

Infrastructure and Planning Obligations:
l. affordable housing;
m. a site management plan;
n. the reinstatement of an improved Athlone Gardens, Venture Centre and adventure playground;
o. play space and play equipment;
p. healthcare facilities;
q. education facilities;
r. construction training contribution;
s. neighbourhood policing facilities, should they be required;
t. mitigation for any negative transport impacts;
u. improvements to public transport arising from the development, including improvements to the bus infrastructure;
v. walking, cycling and public realm improvements;
w. arrangements for on-street residents’ permit-free parking;
x. sustainable development measures as set out in the Wornington Green Supplementary Planning Document;
y. public art; and
z. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning document.

21.3 Delivery

Risks

21.3.1 The following risk will need to be taken into consideration:

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294 See chapter 39, where contingencies are set out
Funding—Phase 1 is dependent on achieving Homes and Communities Agency (HCA) funding. Discussions are currently taking place and this is not regarded as a high risk.

Related site-specific Supplementary Planning Documents or Area Action Plans planned or prepared

21.3.2 The Wornington Green Supplementary Planning Document was adopted in November 2009.

Delivery agencies

21.3.3 The Royal Borough of Kensington and Chelsea, Kensington Housing Trust, Catalyst Housing Group, NHS Kensington and Chelsea, Homes and Communities Agency, and possibly private housing developers in later phases of development.

Delivery milestones

21.3.4 The delivery milestones are:

2009: Supplementary planning document consultation and adoption
2009: Planning performance agreement signed with KHT
2009: KHT planning application submitted
2010: Planning application determined
2010: HCA funding secured
2010: Site works begin
2015: Completion of phase 1
2021: Phases 2 and 3 completed

Funding arrangements

21.3.5 Kensington Housing Trust/Catalyst Housing Group, Homes and Communities Agency and possibly a private housing developer.

Site Information

Site address

21.4.1 Wornington Green Estate, Wornington Road

Ward

21.4.2 Golborne

Site area

21.4.3 The site area is 5.3 hectares (13.1 acres).

Site owners

21.4.4 Kensington Housing Trust (KHT) own the vast majority of the site. The Royal Borough of Kensington and Chelsea own Athlone Gardens, the freehold to the Venture Centre and the storage units in Munro Mews. Several other landowners include Kensington and Chelsea College and the Opendoor Friendship Centre.

Current uses
21.4.5—Residential use with associated open space, education and community uses.

Existing permissions

21.4.6—In March 2010, the Council resolved subject to there being no Direction to the contrary by the Mayor of London to grant outline planning permission for Phase 1 (all details submitted) and Phases 2-5 (all matters reserved) subject to conditions and the prior completion of a s106 Planning Obligation (PP/09/02786).

Wornington Green estate
Chapter 22—Land adjacent to Trellick Tower

[MOVED INTO CHAPTER 6]

22.1 Introduction

22.1.1 The site encompasses the former Edenham Care Home and land adjoining Trellick Tower, which is located in the north-east of the borough and is situated in Golborne Ward.

22.1.2 This site is located in the Golborne/Trellick Place, Chapter 5. Particular attention is drawn to the Vision for Golborne/Trellick (see section 6.2), and the Priorities for Action (section 6.3) which consider the wider Golborne/Trellick area beyond this specific strategic site allocation. In the Priorities for Action section, the actions are set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for the Land Adjacent to Trellick Tower: Renewing the Legacy; Keeping Life Local; Fostering Vitality; Diversity of Housing; An Engaging Public Realm; Better Travel Choices; and Respecting Environmental Limits.

Why the site is of strategic importance to the borough

22.1.3 Trellick Tower is a Grade II* listed building and is an iconic historic building within the borough, which is in need of costly restoration. Its maintenance and enhancement is crucial to the Renewing the Legacy Strategic Objective of the Local Plan, and therefore the development of the surrounding land is considered vital in funding the restoration. Failure to allocate the site will result in a delay in the implementation of the restoration of Trellick Tower.
22.2 Allocation

22.2.1 The Edenham site is adjacent to Trellick Tower and the Cheltenham estate, both of which are residential areas. A mixed use block that fronts on to the northern end of Golborne Road, at the Golborne Road (North) neighbourhood shopping centre, also abuts the site.

22.2.2 Residential development with mixed uses is regarded as the most suitable use for the site to achieve the strategic aim of renovating Trellick Tower. At around 80 dwellings per hectare, the site allocation takes account of London Plan ‘designs on London’ policies, and Table 4B1.

22.2.3 This estimation may well be found to be conservative. However, with the iconic Trellick Tower adjacent, it is important that the final capacity of the site is established through a careful design process, which could constrain development. While additional dwellings may well be able to be accommodated, it would not be prudent to allocate the site for additional dwellings without detailed designs to confirm the acceptability and an understanding and appreciation of the local social, historical and physical context, and impact on the adjoining site of importance for local nature conservation. The grade II* listed status of Trellick Tower could prove a constraint on development in the area.

22.2.4 NHS Kensington and Chelsea - the PCT - is in need of a new facility in the area, to replace some existing doctor’s surgeries that no longer meet modern standards that primarily serve the Kensal area. This site is seen as ideal to locate this facility.

22.2.5 The location of a destination use, such as a leisure facility, could improve the vitality of the neighbourhood shopping facility at Golborne Road (North). Employment uses in the form of studio workspace would also be appropriate on the site, as part of a mixed use development. However, neither of these are requirements of the development.

22.2.6 Both the additional and existing residential population of the area will benefit from the restoration of Trellick Tower, and the new mix of uses, which will be accessed locally. These are central to both Fostering Vitality and Keeping Life Local strategic objectives. New uses (e.g. health facility) provide the necessary infrastructure for the existing and future local community, promoting social inclusion and an enhanced community environment.

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**Policy CA3 Land Adjacent to Trellick Tower**

**Allocation for Land Adjacent to Trellick Tower**

The Council will require development on the site to deliver, in terms of:

**Land use allocation:**
- a minimum of 60 residential units to fund regeneration;
- improvements to social and community facilities and housing;

**Principles:**
- the restoration of the Grade II* listed Trellick Tower;

**Infrastructure and Planning Obligations:**
- additional social and community uses, including health provision to be included as part of any redevelopment;
- other contributions may be required, as identified in the Planning Obligations and the site specific supplementary planning documents.

It would be possible to establish a trust fund to ensure that the profits from redevelopment are reinvested in the restoration of Trellick Tower and/or other social, community and regeneration benefits.
22.3 Delivery

Risks

22.3.1 No high risks have been identified for the delivery of this site.\footnote{See chapter 39, where contingencies are set out.}

Related site-specific Supplementary Planning Documents or Area Action Plans planned or prepared

22.3.2 Brief planned for 2010

Delivery agencies

22.3.3 Royal Borough Kensington and Chelsea (RBKC) and potentially a private developer and/or registered social landlord (RSL). Possibly NHS Kensington and Chelsea if a health facility was included

Delivery milestones

22.3.4 Within the first five years of the Plan, 2010–2015

Funding arrangements

22.3.5 RBKC, private investment, Homes and Communities Agency

22.4 Site Information

Site Address

22.4.1 The Land adjoining Trellick Tower, defined as the land to the rear of 7-19 Golborne Road and the land to the rear of 1-13 Edenham Way

Ward
22.4.2 Golborne

**Site Area**

22.4.3 The site area is 0.77 hectares (1.9 acres)

**Site Owners**

22.4.4 Royal Borough of Kensington and Chelsea

**Current Uses**

22.4.5 Site of former Care Home (class C2), garages/parking area and multi use games area

**Existing Permissions**

22.4.6 None
23.1 Introduction

23.1.1 The Kensington Leisure Centre is located in the north west of the borough, to the south of the Westway. It is located in the Latimer Place, Chapter 9. Particular attention is drawn to the Vision for Latimer (see section 9.2), and the Priorities for Action (section 9.3), which consider the wider Kensington Leisure Centre area beyond this specific strategic site allocation. In the Priorities for Action section, the allocations are set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for Latimer: Renewing the Legacy and An Engaging Public Realm; Diversity of Housing; Keeping Life Local; Fostering Vitality; Better Travel Choices; and Respecting Environmental Limits.

Why the site is of strategic importance to the borough

23.1.2 It is a strategic site because it has been identified to accommodate the new academy in the north of the borough. The site is also currently an important sports and leisure facility in this part of the borough.

23.2 Allocation

23.2.1 There is only one secondary school in the north of the borough and it largely serves the Catholic community. The majority of secondary school age pupils are obliged to travel south to the heavily over-subscribed Holland Park School or to schools in neighbouring boroughs.
The Council is resolving this deficiency through the provision of a new academy, agreed by the Minister for Education, to be potentially funded through 'Building Schools for the Future' grants or other sources of funding.

23.2.2 The site already contains a very popular sports centre, including adult and junior swimming pools, dance and sports halls, a gym and café, ball courts and play areas which are used by the local community. The Council has yet to decide whether this sports centre should be refurbished in situ or relocated elsewhere on site to facilitate the design of the new academy. If refurbished, extensive internal remodelling would be advantageous. However, the replacement of the facility is more desirable in the long-term.

23.2.3 Any sports facilities needed by the academy will be additional to the existing sports provision. The academy would provide the external sports facilities, which will need to be made available to the community. The public and academy sports facilities could be provided next to one another and linked, making the academy facilities more easily accessible by the community out of hours and aiding the management of both facilities.

23.2.4 Any public sector funding may need to be supplemented with funding from enabling residential development. However, the amount of enabling residential development will be dependent on the capacity and design of this site and therefore does not form part of the allocation.

23.2.5 The site significantly restricts links between Grenfell Road and Lancaster Road, which results in poor legibility in the area and makes the existing sports centre difficult to locate. Reinventing the traditional street pattern through the site would help to resolve this.

23.2.6 The site lies at the heart of the Latimer area, which has been identified for a wider masterplan exercise and subsequent Area Action Plan. The site has also passed the sequential test prepared in accordance with former Planning Policy Statement 25: Development and Flood Risk. Development proposals will also need to take account of potential land contamination.

Policy CA4 Kensington Leisure Centre
Allocation for the Kensington Leisure Centre
The Council will require development on the site to deliver, in terms of:

Land use allocation:
a. a new academy with a minimum gross internal floor area of 10,000sq.m, including its own internal sports facilities to deliver the national curriculum but excluding external sports pitches;
b. a refurbished or relocated sports centre on site, with equivalent sports facilities to the existing centre, including a swimming pool and other facilities identified through a demand assessment, built in a way that is flexible for the future;
c. open space in the form of external sports facilities for the school, which should be shared with the sports centre;
d. a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network;

Principles:
a. green turf, planting and landscaping at the external sports facilities to contribute to the visual amenity of the surrounding properties;
f. improvements to the legibility and permeability of the street network in the area, through a new road connecting Grenfell Road and Lancaster Road;

Infrastructure and Planning Obligations:
22.3 Delivery

Risks

23.3.1 The following risk will need to be taken into consideration: The academy will be part funded by the ‘Building Schools for the Future’.

Related site specific supplementary planning documents or Area Action Plans planned or prepared

23.3.2 A supplementary planning document will be prepared for the Kensington Leisure Centre site for adoption by December 2010. An Area Action Plan will be prepared for the wider Latimer area between 2010 and 2012.

Delivery agency

23.3.3 RBKC, Private Developer(s), Greater London Authority and Westway Development Trust.

Delivery milestones

23.3.4 A bid to ‘Building Schools for the Future’ will be made shortly, with a planning application to be submitted in 2010-11. The academy is likely to be completed by 2014 and fully utilised by 2018. The extent to which the existing sports centre will be renovated or replaced will be resolved as part of the detailed site design and related funding arrangements for the academy.

Funding arrangements

23.3.5 RBKC, ‘Building Schools for the Future’ funding 2011-12 or other public sector investment, possibly some enabling residential development and private investment.

23.4 Site Information

Site address

23.4.1 Kensington Leisure Centre and adjoining land, Walmer Road (including the area next to Grenfell Tower)

Ward

23.4.2 Notting Barns

Site area

23.4.3 1.9 hectares (4.7 acres)

Site owners

23.4.4 Royal Borough of Kensington and Chelsea

Current uses

See chapter 39, where contingencies are set out.
23.4.5 Sports and leisure centre (Class D1: Nonresidential Institution), including dance, gym and sports halls, large and small swimming pools, café, football pitches, car parking and incidental open space

Existing Permissions

23.4.6 None

Kensington Leisure Centre
Chapter 24 The Former Commonwealth Institute
[to be deleted]

24.1 Introduction

24.1.1 The former Commonwealth Institute site lies at the western end of the Kensington High Street “major town centre”, immediately to the south of Holland Park. It falls within the Kensington High Street Place, Chapter 11.

24.1.2 The former Commonwealth Institute site is located in the Kensington High Street Place, Chapter 11. Particular attention is drawn to the Vision for Kensington High Street (section 11.2), and the Priorities for Action (section 11.3), which consider the wider Kensington High Street area beyond this specific strategic site allocation. In the Priorities for Action section, the actions are set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for the Kensington High Street Place: Fostering Vitality, Keeping Life Local, Renewing the Legacy, an Engaging Public Realm, Better Travel Choices, Diversity of Housing and Respecting Environmental Limits.

Why the site is of strategic importance to the borough

24.1.3 This site has been allocated as a strategic site despite its relatively small size, given the potential that it has in assisting in achieving the vision for the Kensington High Street Place. The re-use of the site as a major trip-generating exhibition space could help anchor the

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*The London Plan classifies London’s town centres into five levels. Kensington High Street is one of thirty-five major centres, classed as an “important shopping and service centre.”*
The former Commonwealth Institute building is a Grade II* listed building, built in the post war period. It is located at the western end of Kensington High Street’s designated town centre. The site backs onto Holland Park, a park also listed as Grade II in the Register of Parks and Gardens of Historic Interest as well as being designated Metropolitan Open Land, and a Site of Nature Conservation Importance. It lies within and is surrounded by conservation areas. There are also a number of trees which occupy the site all of which are protected by Tree Preservation Orders.

The ‘tent’, the main building, is set 45 degrees to the High Street. It has a hyperbolic paraboloid roof, covered in copper. To the west on a north-south alignment, there are two wings of administrative accommodation.

The concept of the original building was as a ‘tent in the park’, although for a variety of reasons, this concept was not fully realised. It was built on land that formed part of Holland Park at the time.

The Commonwealth Institute vacated the building in the 1990s. Since then it has had occasional exhibition use, but has essentially been vacant. It is now on the buildings at risk register.

Because of the building’s location relative to Kensington High Street, re-using the building for a high trip generating public institutional arts or cultural use, preferably an ‘exhibition’ use would have significant regeneration benefits for Kensington High Street.

Alterations to the interior of the building will almost certainly be required to adapt it to a new user, as the existing interior was a bespoke design for the static Commonwealth exhibition, such adaptations being balanced against the need to preserve the special architectural and historic interest of the building.

It is possible that the new user can fund necessary adaptations without development on the site. Development in such close proximity to the listed building, and within the setting of Holland Park and various conservation areas would be against policy. However, it is possible that ‘enabling’ development may be required to secure the future of the tent building.

An application for the re-use of the ‘tent’ building which includes enabling development is currently pending decision (see Delivery Milestones below).

Policy CA5 Allocation for the former Commonwealth Institute
The Council allocates development on the site to deliver, in terms of:

Land use allocation:
a. 9,300 sq.m (net) of exhibition or assembly and leisure floorspace within the ‘tent’ building;
b. the re-use of the Commonwealth Institute as a high trip-generating public institutional use;

Principles:
c. the preservation of the ‘tent’ building now and in the future;
d. include the creation of an active public space on High Street Kensington frontage;
e. the development should positively relate the ‘tent’ to Kensington High Street, while integrating with and enhancing the parkland setting;

**Infrastructure and Planning Obligations:**
f. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning document.

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24.3 Delivery

Risks

24.3.1 No risks have been identified for the delivery of the site\(^{298}\).

Related site-specific supplementary planning documents or Area Action Plans planned or prepared

24.3.2 The ‘Tent in the Park’ Supplementary Planning Document (SPD) was adopted in June 2009.

Delivery agency

24.3.3 Site owners

\(^{298}\) See chapter 39, where contingencies are set out
Delivery milestones

24.3.4 A major planning application was submitted to the Council in April 2009 for the refurbishment and alteration of the property (including removal of the administration building and extension of the basement) for D1 (non-residential institution), retail, restaurant and café, office, storage and ancillary uses; the erection of two residential buildings and one mixed use building containing 62 residential units, retail and ancillary D1 uses together with basement storage, car, motorcycle and cycle parking, and cinema, fitness centre, swimming pool and spa facilities; works of hard and soft landscaping; removal and replacement of trees; installation of plant and machinery; vehicle access arrangements; and associated works. The Council’s Major Development Committee has resolved to grant this application subject to the signing of a s106 agreement and the approval of various statutory bodies.

24.3.5 If this planning application was considered acceptable the refurbishment of the ten building is likely to take place between 2010 and 2012.

Funding arrangements

24.3.6 Private investment

24.4 Site Information

Site address

24.4.1 Commonwealth Institute, 250 Kensington High Street, London W8

Ward

24.4.2 Holland

Site area

24.4.3 1.37 hectares (3.4 acres)

Site owners

24.4.4 Chelsfield plc and the Ilchester Estate

Current uses

24.4.5 Vacant exhibition space (Class D1)

Existing permissions

24.4.6 Planning permission (and listed building consent) was granted at the end of 2009, subject to the signing of the necessary s106 agreements, for refurbishment and alteration of the property (including removal of the administration building and extension of the basement) for D1 (nonresidential institution), retail, restaurant and café, office, storage and ancillary uses; the erection of two residential buildings and one mixed use building containing 62 residential units, retail and ancillary D1 uses together with basement storage, car, motorcycle and cycle parking, and cinema, fitness centre, swimming pool and spa facilities; works of hard and soft landscaping; removal and replacement of trees; installation of plant and machinery; vehicle access arrangements; and associated works.

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281 This section will be kept under review, and updated accordingly.
Chapter 25  Warwick Road [moved into Chapter 8]  
(5 sites including 100 West Cromwell Road)

25.1 Introduction

25.1.1 These sites lie on the western boundary of the borough, bordering the London Borough of Hammersmith and Fulham, adjacent to the West London line. There are five sites in total: Charles House, the former Territorial Army Site, Empress Telephone Exchange, Homebase and, further to the south, 100 West Cromwell Road. Three of the sites have planning permission and another has an agreed outline planning permission.

25.1.2 Warwick Road is located in the Earl’s Court Place, Chapter 10. Particular attention is drawn to the Vision for Earl’s Court Place (see section 10.2), and the Priorities for Action (section 10.3), which consider the wider Earl’s Court area beyond the specific site allocation. In the Priorities for Action section, the actions are set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for the Earl’s Court Place: Better Travel Choices, Renewing the Legacy and Fostering Vitality, Keeping Life Local, Diversity of Housing, an Engaging Public Realm and Respecting Environmental Limits.

Why the site is of strategic importance to the borough

25.1.3 The sites will meet a significant proportion of the housing target in the borough by creating a high-quality residential environment with an opportunity for a coordinated sustainable
development and related infrastructure, including the provision of associated community facilities. The design of the development will incorporate high standard architecture and will need to consider community safety.

25.2 Allocation

25.2.1 A primarily residential development with mix-use will ensure that the borough’s housing targets are met. Non-residential floorspace is needed to service the proposed residential accommodation with an active frontage to Warwick Road.

25.2.2 Warwick Road presents a physical barrier to pedestrians due to the one-way system and the lack of good pedestrian facilities, which needs improvements. One hundred West Cromwell Road is constrained by the existing podium adjacent to the Tesco Store. There is need to integrate the developments within its wider residential urban context, and to provide new public open space, private garden space and children’s play facilities that gives a focus and sense of place. Public realm improvements, including street tree planting and new pavements are required on the Warwick Road frontage in addition to the internal access roads.

25.2.3 There is considerable and growing demand for primary school places in the central part of the borough and therefore a new primary school should be provided on-site. Residential institutions (Class C2) could also be provided, but are not a requirement. In view of the scale of development, it is likely to generate the need for additional police services in the area. A Safer Neighbourhood Police Base is therefore sought as part of the development. The floor area should be located at ground floor level and be at least 125sq.m. The size of the allocation is in line with the size and scale of the developments envisaged.

25.2.4 There is potential for contaminated land which would need to be taken into account, along with the flood risk of the site. The site passed the sequential test as required by former Planning Policy Statement 25: Development and Flood Risk.

Policy CA6 Warwick Road
Allocation for the Warwick Road Sites
The Council allocates development on the site to deliver, in terms of:

**Land use allocation:**

a. 1,550 total combined residential units across all five sites, with a minimum of:
   i. 500 residential units on the Charles House site;
   ii. 250 residential units on the Former Territorial Army site;
   iii. a minimum of 150 residential units on the Empress Telephone Exchange site;
   iv. a minimum of 300 residential units on the Homebase site;
   v. a minimum of 350 residential units on the 100 West Cromwell Road site;

b. On the northern four sites:
   i. a primary school on-site, and
   ii. on-site public open space, including outdoor play space;

c. On the 100 West Cromwell Road site leisure, social and community uses (Class D1), provision of car parking and open amenity space;

**Principles:**

e. sufficient non-residential uses on the northern four sites to provide active frontages to the ground floor of Warwick Road;

f. four northern sites to be developed to a single masterplan;
Infrastructure and Planning Obligations:

g. affordable housing as part of residential development on all the sites to ensure a mixed and balanced community;
h. social and community facilities;
i. community sports hall and swimming pool;
j. health facilities;
k. crèche and education facilities;
l. landscape improvements to the West Cromwell Road in connection with 100 West Cromwell Road site;
m. streetscape improvements to Warwick Road in connection to all development sites;
n. pedestrian and cycle improvements;
o. floorspace for Safer Neighbourhoods unit;
p. a contribution to investigate and implement measures to return the Earl’s Court one-way system to two-way working;
q. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning documents.

25.3 Delivery

Risks

25.3.1 The risk identified for the delivery of this site is the reduction in housing provision, and the possibility the borough may not meet its housing targets, due primarily to the 2008-2009 recession.\(^2\)

Related site specific supplementary planning documents or Area Action Plans planned or prepared

25.3.2 The related documents are 100 West Cromwell Road Planning and Design SPD (to be adopted late 2009) and Warwick Road SPD (adopted January 2008).

Delivery agency

25.3.3 Private developers/site owners

Delivery milestones

25.3.4 The delivery milestones will vary depending on each site. Consent has been granted at the Empress Telephone Exchange site. The applications at the Former Territorial Army, Charles House and 100 West Cromwell Road are pending determination. Land ownership issues and the current recession are delaying implementation at the moment but are expected them to be implemented within the next five years. The implementation of the remaining sites is expected within five to ten years. The different timescales for the site could affect the coordination of the infrastructure provision.

Funding arrangements

25.3.5 Private investment

25.4 Site Information

Site address

25.4.1 There are five sites in all:

\(^2\) See chapter 39, where contingencies are set out.
• Charles House, 375 Kensington High Street, and Radnor Arms, 247 Warwick Road
• Former Territorial Army site, 245 Warwick Road
• Empress Telephone Exchange, 213-215 Warwick Road
• Homebase, 195 Warwick Road
• 100 West Cromwell Road

Ward

25.4.2 Abingdon

Site area

25.4.3 The total combined area is 5.84 hectares (14.43 acres)

• Charles House: 1.54 hectares (3.8 acres)
• Former TA Site: 0.81 hectares (2 acres)
• Empress Telephone Exchange: 0.60 hectares (1.48 acres)
• Homebase: 1.12 hectares (2.77 acres)
• 100 West Cromwell Road: 1.77 hectares (4.37 acres)

Site owners

25.4.4 The current site owners are:

• Charles House - Prudential Assurance Company Limited
• Former TA Site - Embassy Development Limited and Russian Federation
• Empress Telephone Exchange - British Telecommunications plc
• Homebase - Prudential Assurance Company Limited
• 100 West Cromwell Road - Tesco Stores Limited, Notting Hill Housing Trust and RBKC

Current uses

25.4.5 The current site uses are:

• Charles House - offices (class B1)
• Former TA site - vacant
• Empress Telephone Exchange - telephone exchange
• Homebase - retail warehouse (class A1)
• 100 West Cromwell Road - retail food store - Tesco (Class A1) and residential (Class C3)

Existing permissions

25.4.6 The existing permissions are:

Charles House: outline planning permission is pending for the redevelopment of the site to provide class C3 (residential use) consisting of 467 market units and 63 affordable housing units, a one-form entry primary school of up to 4,800sq.m (43,000sq.ft), 461sq.m (5,000sq.ft) of commercial floorspace in either class A1 (shops), class A2 (financial and professional services), class A3 (café/restaurant) and/or class A4 (drinking establishment) together with public open space forming part of a linear park.

Former Territorial Army (TA) Site: planning permission is pending for the redevelopment of the site to provide class C3 (residential use) comprising 174 market units and 81
affordable units, 481sq.m (5,200sq.ft) of floorspace to be used in either class D1 (social and community use), class A1 (shops), class A2 (financial and professional services) or class A3 (restaurant and cafés), together with public open space forming part of a linear park.

Empress Telephone Exchange: planning permission has been granted for the redevelopment of the site to provide class C3 (residential use) comprising 99 market units and 59 affordable units, 542sq.m (5,800sq.ft) of floorspace to be used in either class D1 (social and community use), Class A1 (shops), class A2 (financial and professional services) or class A3 (restaurant and cafés), together with public open space forming part of a linear park.

Homebase: A planning application is yet to be submitted for this site. Homebase is operating from this site.

100 West Cromwell Road: Application submitted for a scheme for 367 residential units with crèche, health and fitness centre and community sports hall, which is yet to be determined. Revisions submitted to the above proposal, but with a reduction to 347 residential units (the subject of a separate application), which is yet to be determined. Outline planning permission was granted in 1996 for the redevelopment of the greater ‘Fenelon Place’ site to provide a three phase development. Phases one and three have been implemented and comprise the existing Tesco store with housing above and the Kensington Westside residential development respectively phase two was for an office building (14,864 square metres) and has not been implemented. The phase two site is now known as the 100 West Cromwell Road site.
Chapter 26—Earl’s Court Exhibition Centre

[moved into Chapter 8]

26.1—Introduction

26.1.1—This site lies on the western boundary of the borough, bordering the London Borough of Hammersmith and Fulham, adjacent to the West London line.

26.1.2—Earl’s Court Exhibition Centre site is located in the Earl’s Court Place, Chapter 10. Particular attention is drawn to the Vision for Earl’s Court (see section 10.2), and the Priorities for Action (section 10.3), which consider the wider Earl’s Court area beyond this specific strategic site allocation. In the Priorities for Action section, the actions are set out under the heading of Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for Earl’s Court Place: Better Travel Choices, Renewing the Legacy and Fostering Vitality, Keeping Life Local, Diversity of Housing, an Engaging Public Realm and Respecting Environmental Limits.

Why the site is of strategic importance to the borough

26.1.3—The site is of strategic importance because of its size and its current pan-London function as an exhibition centre, which contributes to the distinctive Earl’s Court cultural brand. The aim of this site is to provide a mixed-use development which will include residential, employment and other uses. The Earl’s Court Strategic Site falls within the Earl’s Court and West Kensington Opportunity Area, as designated in the draft London Plan 2009. The Opportunity Area also includes part of the Earl’s Court, West Kensington and North Fulham Regeneration Area, which is identified in the London Borough of Hammersmith and
Fulham’s Core Strategy. A scheme for the whole Opportunity Area would need to be agreed with both boroughs.

26.2 Allocation

26.2.1 It is clear that the site has considerable potential. The draft London Plan indicates that the Earl’s Court and West Kensington Opportunity Area has the potential to provide over 2,000 dwellings and approximately 7,000 jobs. The draft London Plan further states that “the potential for a strategic leisure, cultural and visitor attraction and strategically significant offices should be explored together with retail, hotels and supporting social infrastructure”. Within the Royal Borough it is anticipated the scheme will be residential-led, as the strategic site can comfortably accommodate over 500 new homes. The full development capacity and exact disposition of uses across the Opportunity Area should be considered as part of the spatial planning for the Opportunity Area, through the joint supplementary planning document (SPD). This SPD will be prepared and adopted by both boroughs, and be capable of being adopted by the GLA as an Opportunity Area Planning Framework.

26.2.2 By bringing together this site, a comprehensive mixed-use scheme can be achieved on the Earl’s Court and West Kensington Opportunity Area, to provide housing, employment, hotels, leisure, offices, health and social and community facilities, with shops for day-to-day needs of the development and complement the existing neighbouring centres. The area of the strategic site is outside 400 metres or five minutes walk of a neighbourhood or higher order centre. The Council will therefore support the establishment of a new centre within the Earl’s Court and West Kensington Opportunity Area, with new retail provision to serve the day-to-day needs of the development and of a scale that does not have an unacceptable impact on the vitality and viability of existing centres in RBKC and LBHF. New public open space will also be required to improve accessibility to open space in this location.

26.2.3 Key to the long term success of the area is the redevelopment of the Exhibition Centre. Earl’s Court has a long-standing role as an important cultural destination of London, which contributes to the distinctive Earl’s Court ‘brand’. A new significant cultural facility is required. However, if that facility is located at Olympia (in the London Borough of Hammersmith and Fulham) which is in the same ownership as Earl’s Court Exhibition Centre, and it is likely to be refurbished and extended to accommodate some of the cultural, conference and exhibition uses at Earl’s Court then a significant cultural facility should also be retained in the Earl’s Court and West Kensington Opportunity Area to continue the long standing Earl’s Court brand. It is expected this will be located within the most public transport accessible part of the Opportunity Area. The exact location of any cultural or destination uses or attractions will be determined through the supplementary planning document to be prepared jointly by the Royal Borough and the London Borough of Hammersmith and Fulham and the Greater London Authority.

26.2.4 The on-site road pattern and connections 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 investigates and contributes to returning the 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.

26.2.5 It will be necessary to deck over the TfL depot and West London line in multiple locations to allow for good connections. There may also be scope to build over the railway to increase the development capacity of the site. While the accessibility of the site is high, with good Tube and rail networks, the quantity of development of different land uses, the capacity of these networks and the road network to absorb further growth, and the identification of
deliverable improvements in the transport infrastructure needs considerable further research, in the context of a full Transport Assessment.

26.2.6 Transport for London and the Greater London Authority (GLA) are partners in the planning and delivery of the future development in the Earl’s Court and West Kensington Opportunity Area. The Council will work in partnership with them to overcome transport constraints on the development, while safeguarding the operational railway.

26.2.7 The redevelopment of the Earl’s Court and West Kensington Opportunity Area provides an opportunity to create a legacy for the future. It also offers the potential for regeneration of both North End Road, located within the London Borough of Hammersmith and Fulham, and Earl’s Court neighbourhood centre in the Royal Borough. A comprehensive mixed-use scheme should be carefully planned to ensure this potential is achieved.

26.2.8 High-density development is appropriate for this highly-accessible location, but high density does not necessarily means high rise, which can cause significant adverse effects on existing residential areas through overshadowing and microclimatic changes. The London Borough of Hammersmith and Fulham’s Core Strategy Options 2009 states that tall buildings may be appropriate in the Earls Court/North End regeneration area, subject to detailed justification.

26.2.9 On-site waste management facilities will be required as part of the development to handle waste arising from the new uses of the site (this could include recycling facilities and anaerobic digestion). This facility will help towards the borough’s waste apportionment figure set out in the London Plan.

26.2.10 The scale of development and the mix of uses is also a good opportunity for the provision of low or carbon neutral developments and the establishment of a district heat and energy source.

26.2.11 A grade I Registered Park and Garden of Historic Interest has been identified to the south west of the site and therefore development round this site should be carefully managed. Part of the strategic site is also designated as a Site of Nature Conservation Importance (Grade I), which forms part of the Green Corridor designated along the West London railway line.

26.2.12 Flood risk of this site was considered as it is located in Flood Risk Zones 2 and 3. The site passed the sequential test as required by former Planning Policy Statement 25: Development and Flood Risk.

Policy CA7 Earl’s Court Exhibition Centre Allocation for Earl’s Court Exhibition Centre
The Council allocates development on the site to deliver, in terms of:

Land use allocation:

a. a minimum of 500 homes within the Royal Borough, which could be increased, in particular if (b) to (e) below are provided within LBHF as part of the masterplanning process conducted in the preparation of the SPD;
b. a minimum of 10,000sq.m (108,000sq.ft) of office floor space;
c. retail and other uses within the class of the Use Classes Order 1987 (as amended) to serve the day-to-day needs of the new development;
d. a significant cultural facility to retain Earl’s Court’s long-standing brand as an important cultural destination, located on the area of the Opportunity Area nearest to public transport accessibility;
e. other non-residential uses required to deliver a sustainable and balanced mixed-use development, such as hotel and leisure uses;
f. social and community uses;
g. on-site waste management facilities to handle waste arising from the new uses of the site (including recycling facilities and/or anaerobic digestion), which may be provided within LBHF as part of the masterplanning process conducted in the preparation of the SPD but must benefit development in the Royal Borough;

h. low or carbon neutral developments and a Combined Cooling, Heating and Power (CCHP) plant or similar, of a suitable size to serve the site with the potential to contribute to the heat and energy demand of the wider community as part of a district heat and energy network, which may be provided within LBHF as part of the masterplanning process conducted in the preparation of the SPD but must benefit development in the Royal Borough;

Principles:

i. a new urban quarter which links well with its surroundings, especially to the west and east;

j. a design of the road network and connections with the surrounding area that significantly improves residential amenity, the pedestrian environment and public transport access in the area of the one-way system, and does not have an unacceptable impact on traffic congestion;

k. an open urban square, fronting onto Warwick Road, with land uses that provide positive active edges to the building frontages;

Infrastructure and Planning Obligations:

l. social and community facilities;

m. additional new public open space, including considering opportunities to create biodiversity;

n. securing highway contributions including the investigation, in consultation with TfL and the boroughs, into returning the Earl's Court one-way system two-way working; implementation of those measures identified during the investigation commensurate to the development proposal; and significant improvements to quality of residential amenity, the pedestrian environment and public transport access in the area of the Earl's Court one-way system;

o. improvements to Tube, bus and rail access, including interchange from the West London line to the Underground network and the extension of bus services into the site;

p. improved pedestrian links from and through the site and the surrounding area to public transport facilities and improved cycle links to enhance north/south cycle accessibility;

q. affordable housing as part of residential requirement;

r. education facilities;

s. other contributions as identified in the Planning Obligations Supplementary Planning Document and site specific supplementary planning document.

26.3 Delivery

Risks

26.3.1 There is a risk that the Earl's Court brand is lost if no exhibition centre, convention centre or cultural use is included in the redevelopment. There is also a risk that redevelopment does not investigate, nor contribute to, returning the one-way system to two-way working. There is also a risk that the SPD is not adopted in advance of a planning application being submitted for the Strategic Site. If this risk is realised, the planning application will be considered in accordance with policy CA7 and any material planning considerations, which may include up to date evidence and viability being prepared for the SPD and a planning application.

Related site-specific supplementary planning documents or area action plans planned or prepared

26.3.2 A joint supplementary planning document will be produced working in partnership with the London Borough of Hammersmith and Fulham and the GLA. This document will provide a

301 See chapter 39, where contingencies are set out.
framework for a coordinated and phased development of the Earl’s Court and West Kensington Opportunity Area and may include some other land in Hammersmith and Fulham, and may fulfil the role of any Opportunity Area Planning Framework.

Delivery agency

26.3.3 — Capital and Counties Plc. Other delivery agencies unknown at this stage.

Delivery milestones

26.3.4 — The delivery milestones are:

- **2009**: agree scope and arrangements for preparation of a supplementary planning document with the London Borough of Hammersmith and Fulham
- **2009-2011**: preparation of the supplementary planning document
- **2012**: grant planning permission
- **2013**: start implementation on site
- **2023**: completion

Funding arrangements

26.3.5 — Mainly private investment

Site Information

Site address

26.4.1 — The sites’ addresses are:

- Earl’s Court Exhibition Centre, Warwick Road
- Land in Cluny Mews
- Land located between the railway line and the rear of Philbeach Gardens
- The site extends into the neighbouring borough of Hammersmith and Fulham

Ward

26.4.2 — Earl’s Court

Site area

26.4.3 — The strategic site area is 7.43 hectares (18.36 acres). The Earl’s Court and West Kensington Opportunity Area extends into the London Borough of Hammersmith and Fulham and covers an area of approximately 31 hectares (76 acres).

Site owners

26.4.4 — Earl’s Court Limited and Transport for London (the Exhibition Centre site), Clear Channel and Empress Limited (Cluny Mews). The Earl’s Court and West Kensington Opportunity Area which extends into the London Borough of Hammersmith and Fulham includes further ownerships including Transport for London, Network Rail and the London Borough of Hammersmith and Fulham.

Current uses

26.4.5 — Within the Royal Borough of Kensington and Chelsea: Exhibition Centre and associated ancillary uses (D1), and offices (Class B1).
26.4.6 The remainder of the Earl’s Court and West Kensington Opportunity Area includes a range of other uses such as Exhibition Centre and associated ancillary uses (D1), residential (C3), offices (B1) and shops (A1) amongst others.

Existing permissions

26.4.7 None. The Earl’s Court One Exhibition Centre has a Certificate of Immunity from Listing which expires in 2012.
27.1 Introduction

27.1.1 This site is not a strategic site allocation. There is a live planning permission which expires in 2011. However, we recognise that this is an important site which will play a significant role in meeting the borough’s housing target and on this basis, the site has been included for information purposes.

27.1.2 The site lies on the southern boundary of the borough, between Lots Road and the Thames. Lots Road Power Station is located in the Lots Road/World’s End Place, Chapter 18. Particular attention is drawn to the Vision for Lots Road/World’s End (section 18.2), and the Priorities for Action (section 18.3), which consider the Lots Road/World’s End area beyond the specific strategic site allocation. In the Priorities for Action section, the actions set out under the heading of the Strategic Objectives of the Plan as a whole, but in the order of priority regarded as appropriate for Lots Road/World’s End Place: Renewing the Legacy; an Engaging Public Realm; Keeping Life Local; Diversity of Housing; Better Travel Choices; Respecting Environmental Limits and Fostering Vitality.

27.2 Delivery

Related site specific supplementary planning documents or area action plans planned or prepared

27.2.1 None
Delivery agency

27.2.2 Private developers

Delivery milestones

27.2.3 The delivery milestones are:

- 2006: Permission granted
- 2009-2011: Start implementation on site, otherwise the planning permission expires
- 2015: Completion

Funding arrangements

27.2.4 Private investment

27.3 Site Information

Site address

27.3.1 The site address is 55 Lots Road

Ward

27.3.2 Cremorne

Site area

27.3.3 The site area is 1.77 ha (4.37 acres)

Site owner

27.3.4 Hutchison Whampoa Ltd

Current uses

27.3.5 Vacant power station

Existing permissions

27.3.6 Permission was granted in 2006 for:

- Shops (A1): 1,198sq.m (12,900sq.ft)
- Financial and professional services (A2): 82sq.m (883sq.ft)
- Food and drink (A3): 528sq.m (5,700sq.ft)
- Non-residential institutions (D1): 877sq.m (9,500sq.ft)
- Business (B1): 4,904sq.m (43,000sq.ft)
- Housing: 420 dwellings, including 166 affordable units
- Open space

Known site specific s106 requirements (if not provided as part of the development)

27.3.7 As for existing permission, which includes:

- Contribution towards parking facilities, bus stops, riverbus services, and travel plans
- Improvements to Chelsea Harbour Pier
- Road junction improvements
- Cycle and pedestrian improvements
- Streetscape improvements
- Community facilities
- Contribution towards improvements to Westfield Park
- Affordable housing provision
- Works and maintenance of Chelsea Creek
- Adherence to design quality standards