

Section 1

Spatial Strategy

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Chapter 1

Setting the Scene

1.1 Introduction

1.1.1 The Local Plan sets out the future development of the borough over the next 20 years. It looks ahead to 2028 and identifies where the main developments will take place, and how places within the borough will change – or be protected from change – over that period. It contains the Council’s planning policies.

1.1.2 The Local Plan forms part of the development plan. It is a development plan document. It has to go through an Examination in Public by an independent Government inspector before it can be adopted by the Council.

1.1.3 The London Plan, prepared by the Mayor of London, also forms part of the development plan.

1.1.4 The Council will keep the Local Plan up to date. Any reviews will be set out in the Local Development Scheme (LDS), updated annually. The current LDS can be viewed on the Council’s website.

1.1.5 The role of the development plan is to guide decision making on planning applications. When planning applications are received, they are assessed against the development plan to see whether planning permission should be granted or not. Section 38(6) of the Planning and Compulsory Purchase Act 2008 requires that “where in making any determination under the planning acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material consideration indicates otherwise”. This allows a common sense approach to the implementation of the plan. In limited situations we may have to refer applications to the Government as a ‘departure’ from the development plan.

1.1.6 The policies in the Local Plan follow the approach of the presumption in favour of sustainable development and show how it is expressed locally. The Council will ensure that planning applications that accord with policies in the Local Plan and the London Plan (and where relevant with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

1.1.7 The Local Plan is closely related to the Community Strategy, which is prepared by the Kensington and Chelsea Partnership. The

Community Strategy sets out the strategic vision for the borough and is linked into overarching regional strategies. It provides the vehicle for considering and deciding how to address cross-cutting issues such as the economic future of an area and social exclusion. The Local Plan takes this and explores what the implications are for the way the borough will develop.

1.1.8 But the Local Plan has a role beyond that of managing future development proposals. It looks at the borough as a whole, and all the many agencies that affect the way places change, and sets out shared visions for use by all agencies in deciding the future direction of places.

1.1.9 Thus, while the Local Plan forms part of the development plan and is therefore central in assessing planning applications, it also has a much wider application than ‘just’ planning. The technical phrase used is that the Local Plan should be the “spatial expression of the Community Strategy”, in other words, what is going to happen, when, and who will make it happen. It is the geographical expression of the Community Strategy, and as such is a corporate document guiding the future of the borough, as influenced by a whole range of services offered by the Council and its partners.

1.2 Policy framework

National legislation and guidance

1.2.1 The Local Plan is prepared within a hierarchical framework of planning policy for England. At the top of the hierarchy are the various Planning Acts, the National Planning Policy Framework (NPPF) issued by the Government in March 2012. Legislation requires local authorities to be consistent with the NPPF in preparation of their plans. What this means is that as a general rule of thumb we should follow national policy but if there are good reasons why it is not appropriate for us, we can prepare our own policy, so long as we can justify our different approach. The Local Plan takes account of government guidance as set out in the NPPF, particularly the requirement presumption in favour of sustainable development.

1.2.2 In exercising our function of the preparation of development plan documents, we have three statutory duties: to contribute to the achievement

of sustainable development; always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings, and the duty to co-operate with other authorities.

1.2.3 In addition, development plan documents (taken as a whole) must include policies designed to secure that the development and use of land contribute to the mitigation of, and adaptation to, climate change.

The London Plan

1.2.4 Below national policy sits the London Plan. This is prepared by the Mayor of London. Legislation requires us to be in 'general conformity' with the London Plan. This means that we should be in line with the London Plan, unless there are very strong circumstances to require a different approach. The London Plan forms part of the development plan for the borough and provides the spatial development strategy for Greater London.

1.2.5 The development plan for the borough comprises *The London Plan - The Spatial Development Strategy for Greater London* published in July 2011 and the adopted Local Plan and adopted neighbourhood plans.

1.2.6 The London Plan establishes the strategic planning framework for the Royal Borough and sets a housing target of 5,850 new homes by 2021 (585 net additional dwellings per annum). It also sets a target for affordable housing that 50 per cent of housing provision should be affordable. It also designates the hierarchy of the borough's town centres which includes international, district and local designations, and the Central Activities Zone (CAZ) which aims to strengthen the economic links between the borough and the West End. The London Plan highlights, amongst other specific strategic priorities, the need for a range of work spaces of different types, sizes and costs, and with regard to the built environment, the promotion of world class architecture and design.

1.2.7 In terms of integrating transport and development, the London Plan encourages patterns and forms of development that reduce the need to travel, especially by car, and seeks to improve public transport, walking and cycling capacity and accessibility.

Borough policies and strategies

1.2.11 The Local Strategic Partnership¹ prepares the Community Strategy. In preparing the Local Plan we have to ensure that the key spatial

planning objectives for the borough as set out in the Local Plan are in harmony with the Community Strategy priorities.

1.2.12 The Community Strategy is structured around eight themes; 'Environment and Transport', 'Culture, Arts and Leisure', 'Safer Communities', 'Health and Social Care', 'Homes and Housing', 'Community, Equality and Inclusivity', 'Achieving Potential' and 'Work and Business'. Under each theme, the Community Strategy sets the overall goal, a description of the position in the Royal Borough relevant to the theme and a set of specific aims and objectives. Each section also draws out the strategic policies (as of December 2008) which support the delivery of a particular aim. The Community Strategy notes that the LDF has continued to develop, and that, therefore, the relationship between the two documents will be updated in future versions.

1.2.13 The principal Community Strategy policies which are relevant to physical change in the borough include: protecting and enhancing the borough's residential and historic character, services and amenities, parks and open spaces; continuously seeking to improve the borough's streetscape; maintaining the borough's built environment and heritage and ensuring that new buildings enhance the townscape. However, there are many other aims that are also relevant including: the creation of safer communities, improving quality and access to local healthcare, promote energy efficiency and tackle the causes of climate change and the provision of quality housing across all tenures.

1.2.14 Section 3, Chapter 44, sets out the relationship between the Local Plan and the Community Strategy in more detail.

1.2.15 *The Royal Borough 2028*² - a long term look at the future of the borough has also informed the preparation of the Local Plan. The project developed views of 'probable', 'possible' and 'preferred' futures for the borough over the next 20 years and the outcome of the work included a Vision for 2028, built on a substantial evidence base, as well as a set of scenarios. The time horizons for the Local Plan and The Royal Borough 2028 have been aligned so that the Local Plan can be sensitive to the changes that will occur over the next 20 years and the two documents can feed from each other. A key part of the Local Plan is to set out contingencies for the future and to this end the 2028 project helps identify possible scenarios including the preferred future that the Council wishes to see.

1.3 The content of the Local Plan

What should be in a Local Plan?

1.3.1 A Local Plan sets out the key elements of the planning framework for the area. It outlines the long term vision for the area, and the broad locations for delivering housing and other strategic development needs such as employment, retail, leisure, community, essential public service, and transport development.

1.3.2 Local Plans should be aspirational but realistic. They should address the spatial implications of economic, social and environmental change.

1.3.3 The Local Plan sets out strategic objectives which show how the spatial vision and other Council spatial strategies, such as the Community Strategy, will be delivered. The strategic objectives explain how the key issues will be addressed within the lifespan of the Local Plan.

Structure of the Local Plan

1.3.4 The Local Plan for the Royal Borough is structured in three sections: the Spatial Strategy, the Delivery Strategy, and Supporting Information.

Spatial Strategy

1.3.5 This section sets out:

- The issues facing the borough, the 'Spatial Portrait' (Chapter 2: Issues and Patterns)
- The locally distinct vision for the borough, with supporting Strategic Objectives, (Chapter 3: Building on Success)
- Where development is planned in broad terms (Chapter 4: Spatial Strategy)
- How it will affect 14 key 'places' in the borough (Chapters 5-18). These 14 'places' represent the locations in the borough that will be undergoing considerable change, and all of our district, major and international town centres. The exception to these categories is the Westway, which is included as a key component of the regeneration of North Kensington.

Delivery Strategy

1.3.6 This section sets out:

- Allocations and Designations (Section 2A). Strategic Site Allocations are included in this Plan. The inclusion of these sites demonstrates deliverability of the strategy set out in the first section of the Plan.
- Policies and Actions (Section 2B). This contains the policies that will be used in

determining planning applications (Development Management), and other Corporate and Partner Actions that will deliver the objectives of the Plan.

- Infrastructure (Section 2C), This schedule will be regularly reviewed as part of the Infrastructure Delivery Plan and changes recorded in the Annual Monitoring Report. It is included here as an indicator of current known infrastructure requirements. The up-to-date table will be available on the Council's website.
- Monitoring, Risks and Contingencies (Section 2D), which sets out how the plan will be monitored, and what action will be taken if things do not work out as envisaged.

Supporting Information

1.3.7 This contains the Housing Trajectory and related information, the schedule setting out which policies will be replaced from the UDP, and importantly, a glossary.

Reading the Local Plan

1.3.8 The Local Plan is a lengthy document. The regulations and government guidance requires certain elements. However, we have chosen to include material beyond that required by the Government.

1.3.9 We have chosen to allocate strategic sites in this document. There are no plans to revise the Local Plan to include other sites in the borough. The vast majority of these additional sites are very small and allocation would therefore not be necessary. Development on such sites would be assessed on their own merits taking into account the relevant planning policies.

1.3.10 We have also chosen to include development management policies that are used to determine planning applications.

1.3.11 In addition, our approach to ensuring the plan is spatial – our 'places' – has required a level of detail that may not be required in other boroughs.

1.3.12 However, we consider that the length of the document is appropriate given the fact that we wish to give some detail as to how the strategic policies will be implemented. The Local Plan is a spatial plan which is concerned with 'place shaping' and delivery. The borough has a number of complex issues that requires effective policy mechanisms to ensure the Local Plan vision is implemented on a day to day basis.

Chapter 2

Issues and Patterns: Our Spatial Portrait

2.1 Introduction

2.1.1 For many people, the Royal Borough is seen as the best place to live in London. There are many factors that contribute to its success, but two are of particular importance, both of which derive from its location close to, but not in, central London.

2.1.2 First, the legacy of fine Georgian, Victorian and Edwardian streets and buildings, built as fashionable suburbs of central London. This built form is, by the standards of much of the twentieth century, both high density, and very high quality.

2.1.3 Second, the fine grained mix of uses gives the borough its character and vitality, which also means, because of the high density of population, that the vast majority of residents have local shops and services within a five minute walk of home, often interspersed within the residential neighbourhoods. But the borough also supports world class town centres, museums and hospitals that give the borough its international and national reputation. These attract large numbers of visitors from well beyond the borough boundary, reflecting the location close to, but not in, central London. The borough is anything but a 'residential suburb'. This mixture of uses adds so much to the quality of residents' lives.

2.1.4 This chapter sets out an analysis of different issues in the borough, to establish spatial patterns and common themes, to inform the shaping of the Vision and Strategic Objectives (See Chapter 3). It draws heavily on The Picture of Our Community (2005 and 2008), a companion guide to the Community Strategy. All details and maps have been drawn from this unless otherwise stated.

2.2 Analysis

Demographics

2.2.1 The population of the borough is about 180,000. This is expected to grow to over 200,000 over the next 20 years.

2.2.2 During that time, the population is expected to get older – but it is still projected that the vast majority of residents will be of working age, between 20 and 50.

2.2.3 However, the picture varies spatially. There are higher concentrations of under 16 year olds in the north and higher concentrations of the working age population in the wards of Queen's Gate and Earl's Court. The older population is more likely to

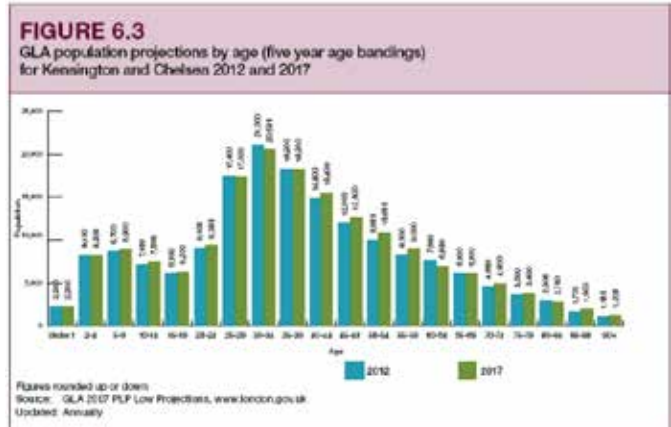
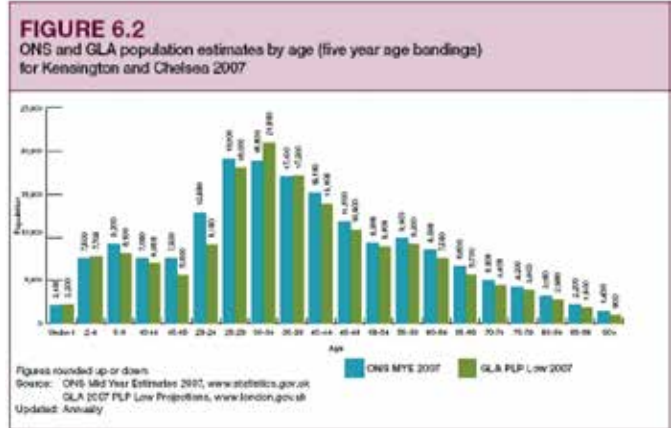
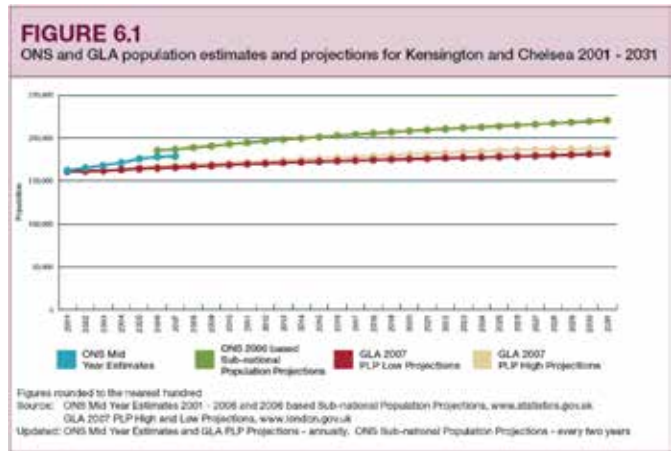
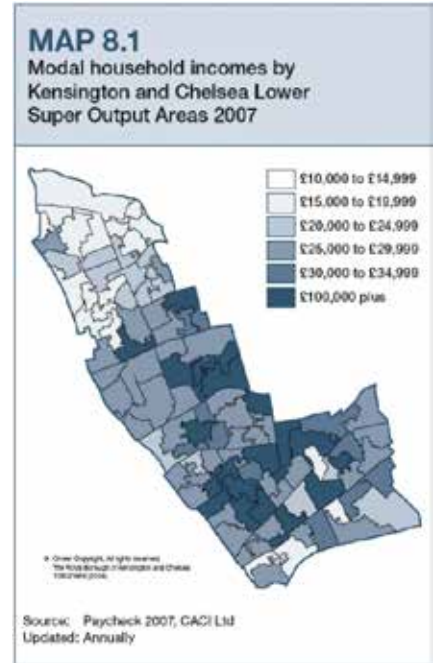
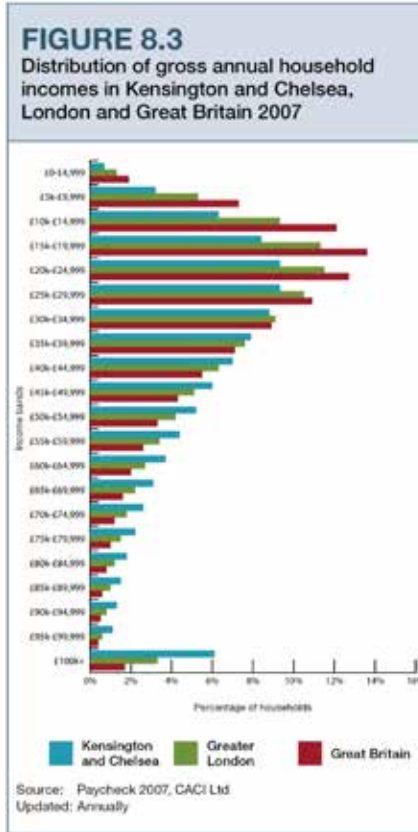
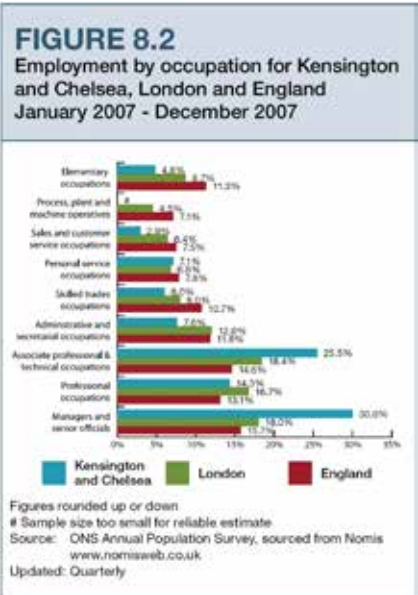
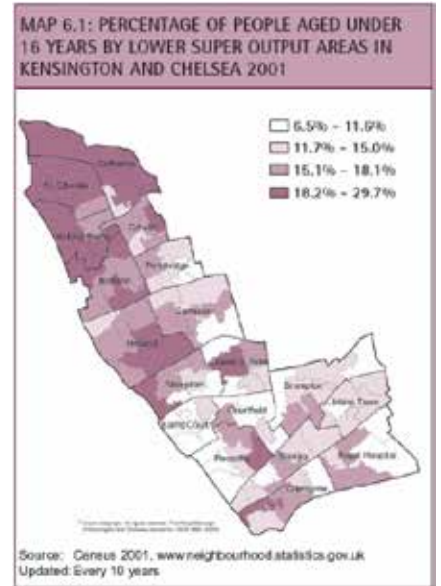
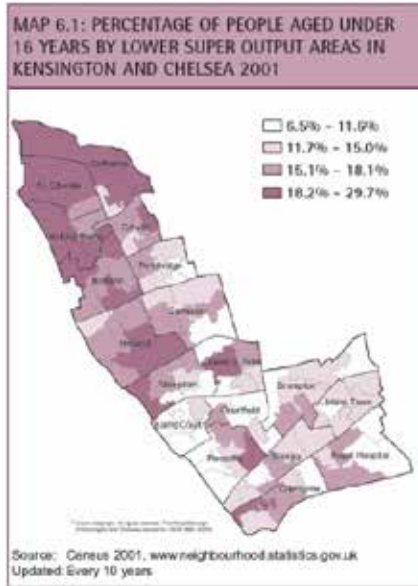
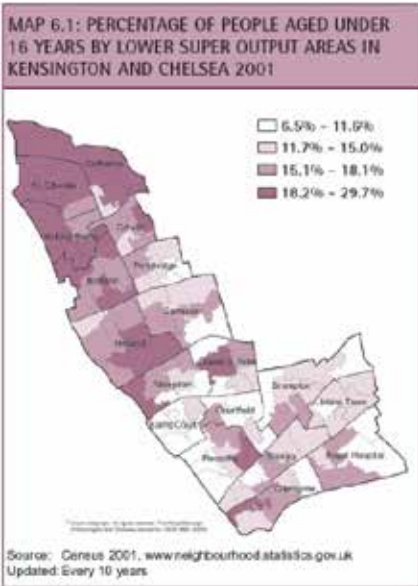


Figure numbers relate to 'A picture of our community'

be living in the far south.

2.2.4 In terms of place of birth, the borough is very diverse. Only just over half (55 per cent) of the population is born in the UK. The rest are made up of about 20 per cent from other parts of Europe, 6 per cent from Africa, nearly ten per cent from Asia, over 8 per cent from the Americas, and just over two per cent from Australasia. But, as with other statistics, this varies spatially.

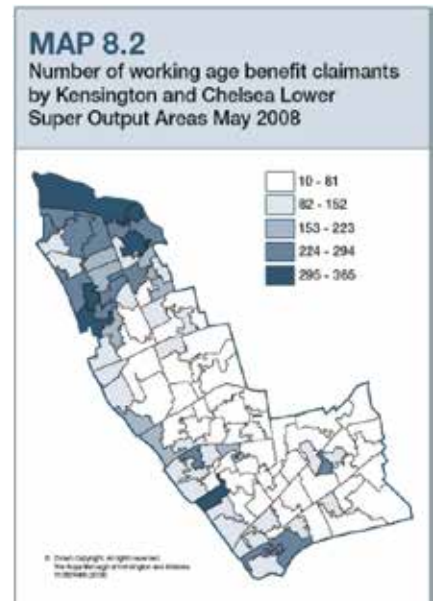


Income

2.2.5 Both Kensington and Chelsea are well known as exclusive areas in which to live. A disproportionate number of residents are from professional and managerial occupations, and, similarly, incomes are also higher than average. Nearly 40 per cent of borough residents possess a university degree.

2.2.6 However, when looked at spatially, it can be seen that household income varies considerably, with many residents in the north of the borough having income levels below £20,000 per annum, and, as might be expected, much higher levels of benefit claims. Unemployment in the Royal Borough is 5.5 per cent, which although being slightly higher than the national average (5.4 per cent), is under the London average of 6.8 per cent. However at 29.4 per cent, Economic Activity is higher than both the London and England averages at 25 per cent and 21.4 per cent respectively.

Figure numbers relate to 'A picture of our community'



Deprivation

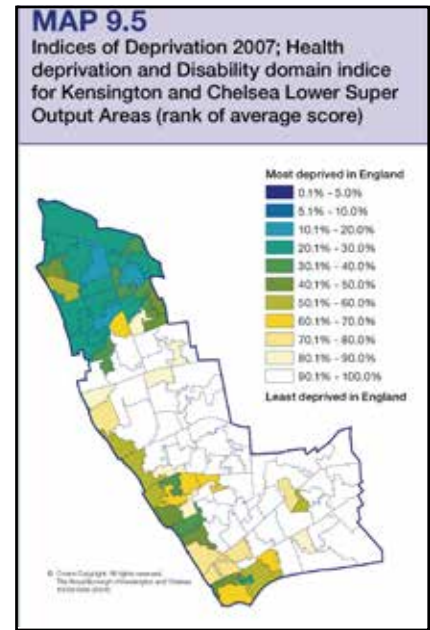
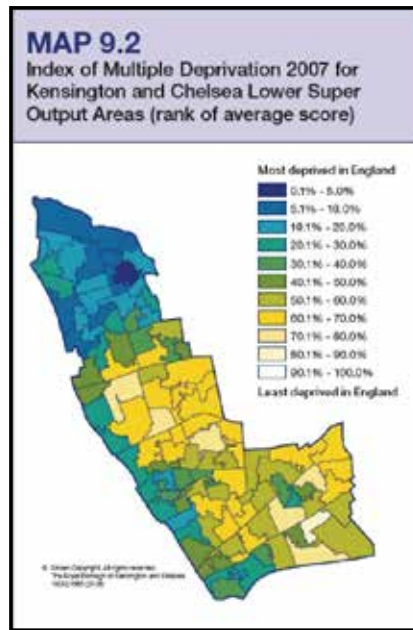
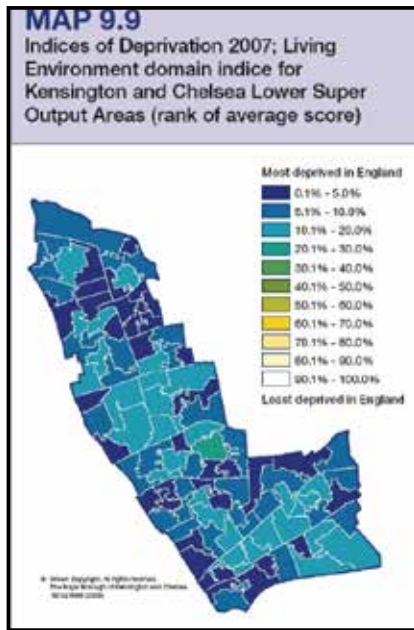


Figure numbers relate to 'A picture of our community'

2.2.7 The Index of Multiple Deprivation combines a number of factors such as income, employment, health and disability, education, housing, living environment and crime. The scores are ranked to compare the levels of deprivation nationally.

2.2.8 Part of the Golborne area of North Kensington falls within the top five per cent of one of the most deprived.

2.2.9 The deprivation in the north is long standing, dating back to the time the original Victorian development took place.

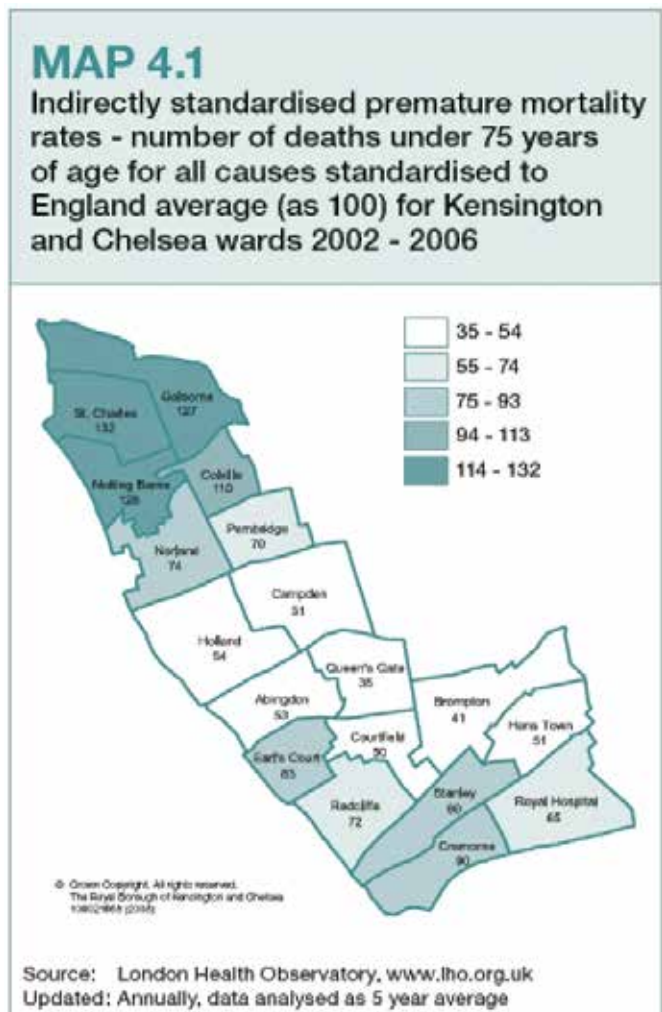
2.2.10 It might be a surprise to note that only one area of the borough is within the top ten per cent least deprived nationally. This is in large part due to the 'living environment' component of the index of multiple deprivation. This looks at factors such as air quality, on which the borough scores poorly.

Health

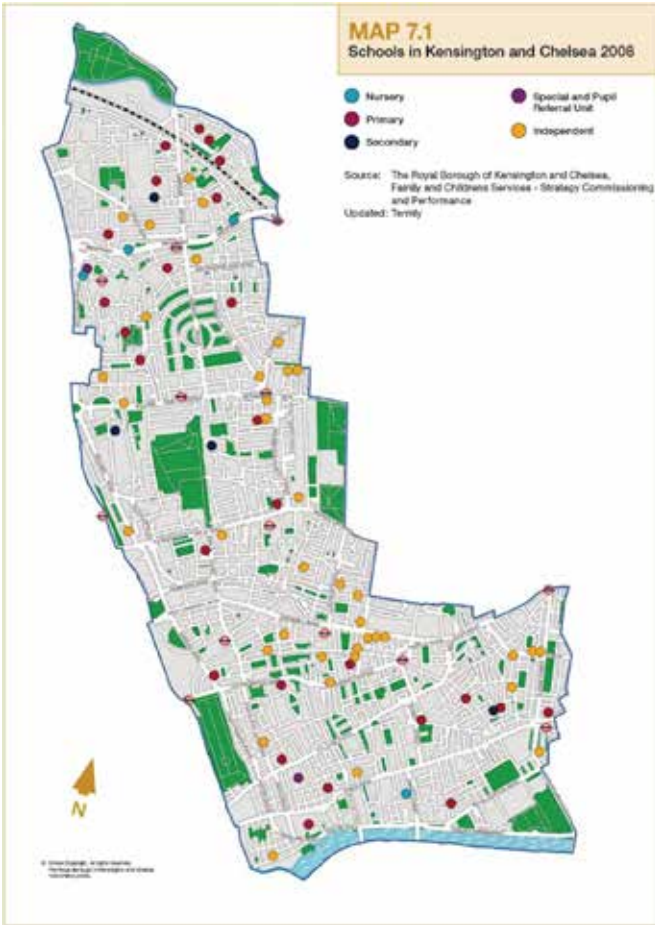
2.2.11 Life expectancy in Kensington and Chelsea is the highest in the country for females and third highest for males, at 87.2 years and 83.1 years respectively. This represents an average life expectancy of nearly 6 years more than the national average¹. But this statistic masks a significant difference across the borough. People living in the healthiest wards have an average life expectancy of over ten years more than those in the least healthy wards.

2.2.12 Access to General Practitioner surgeries is good across the borough, with nearly 85 per cent of the borough being within ten minutes walk of a GP.

2.2.13 The borough also has some high quality hospitals, including the Royal Marsden, and Chelsea and Westminster. These have a national role as well as serving local residents. Both are located in Chelsea. The north of the borough is served by St Charles Hospital, a local facility.



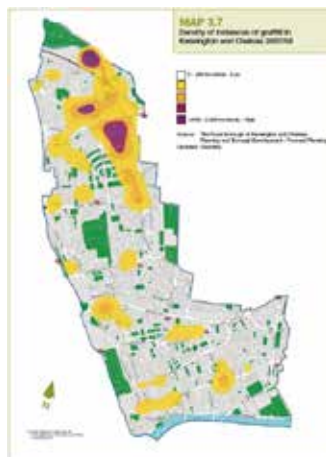
Education



2.2.14 The borough is well provided with primary schools, including many in the independent sector (see map 7.1). There is a state primary school within a ten minute walk of 93 per cent of the borough. There are however, insufficient state secondary schools to meet the demand. 23 per cent of our pupils are ‘exported’ to schools in other boroughs.

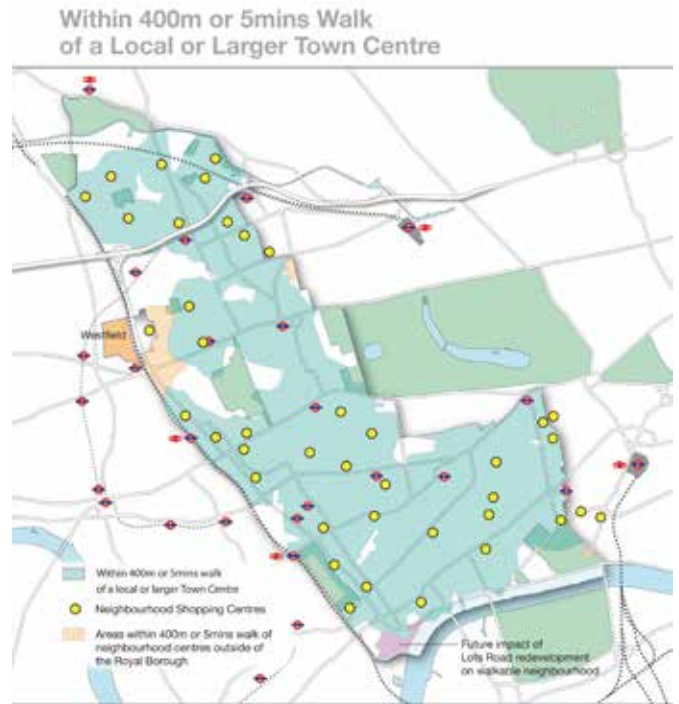
Crime

2.2.15 Different types of crime show different spatial patterns. Map 3.1 shows Total Notifiable Offences, with the highest number of offences in



Brompton ward. By contrast, possession of drugs, personal robbery and snatch offences are highest in Golborne and Colville wards. Residential burglaries are highest in St Charles and Redcliffe wards. Graffiti is most marked at the top end of Portobello Road by the Westway.

Shopping



2.2.16 Nearly 75 per cent of the borough is within a five minute walk of day-to-day shopping facilities. There are however, a number of areas which lie outside a five minute (400m or 440 yards) walk of local facilities. These are: the very south of the borough along the Thames, along the western boundary with the London Borough of Hammersmith and Fulham, and in the far north.

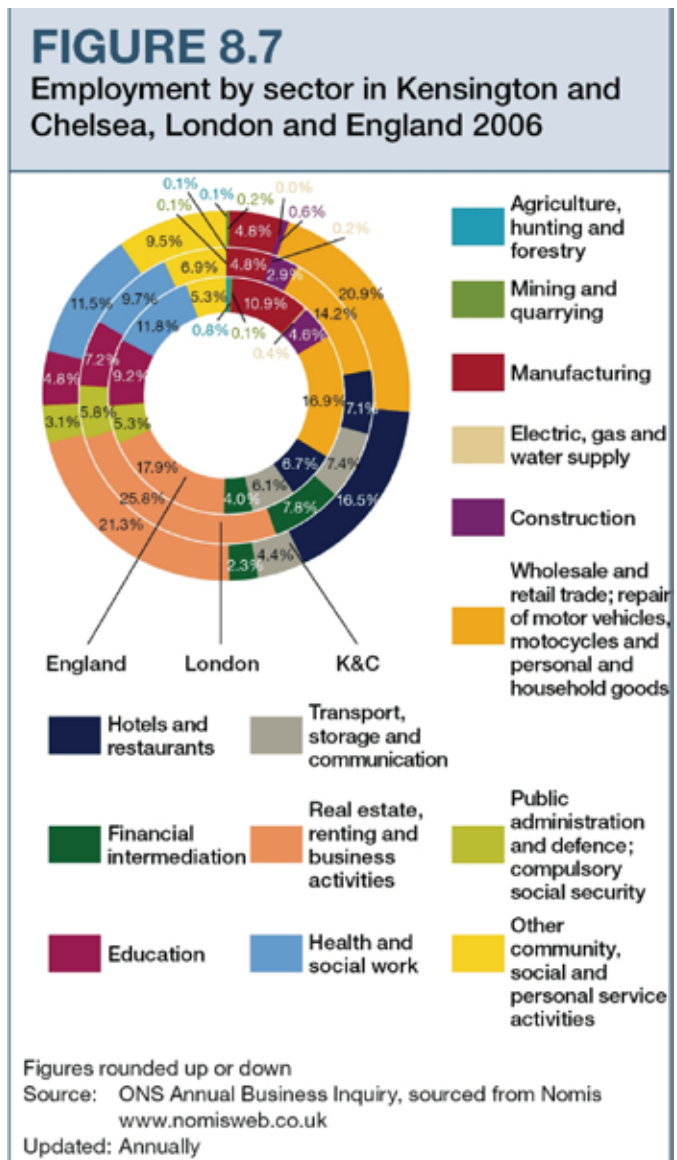
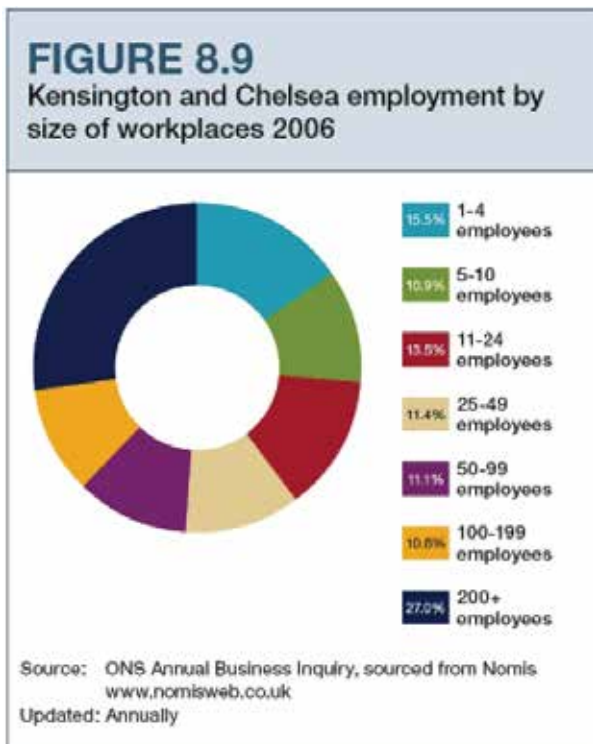
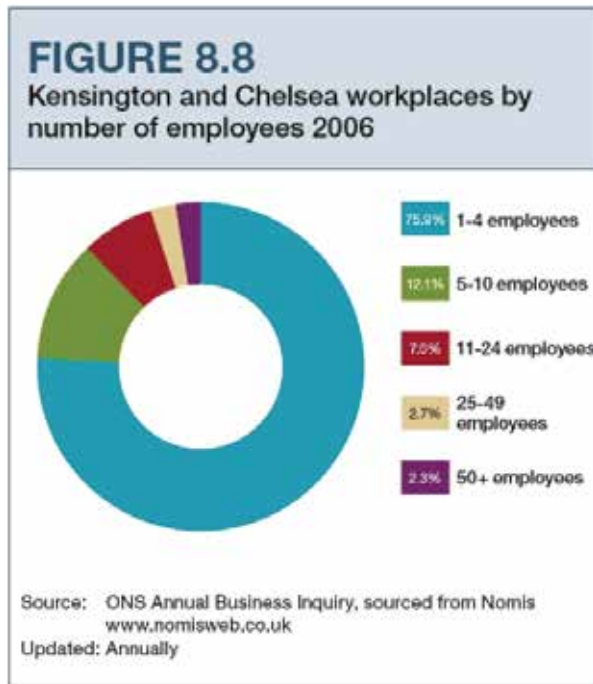
2.2.17 In addition to the Neighbourhood Centres, there are ten larger centres in the borough: Knightsbridge is an International Centre (and is also located in the GLA’s Central Activities Zone), Kensington High Street and King’s Road East are Major Centres, South Kensington, Notting Hill Gate, Brompton Cross, Fulham Road and King’s Road West are District Centres and Portobello Road and Westbourne Grove are Special District Centres. These centres attract people to the borough and serve a pan-London or greater function, but they also provide a valuable role in serving the day-to-day needs of local residents. The majority of larger centres are located in the south and east of the borough.

2.2.18 Retail is the number one reason why people visit the borough, topping the South Kensington museums for visitor numbers².

Employment

2.2.19 A large proportion of the jobs within the borough are within the service industry and are relatively low paid – the largest sectors for employment are retail, real estate/business activities and hotel/restaurants. This is in contrast to the occupations of the residents of the borough highlighted.

2.2.20 The borough has relatively few large employers. Instead, it has a wealth of small businesses. Over three quarters of businesses in the borough have under five employees, and these small businesses account for a sixth of the total number of jobs in the borough.

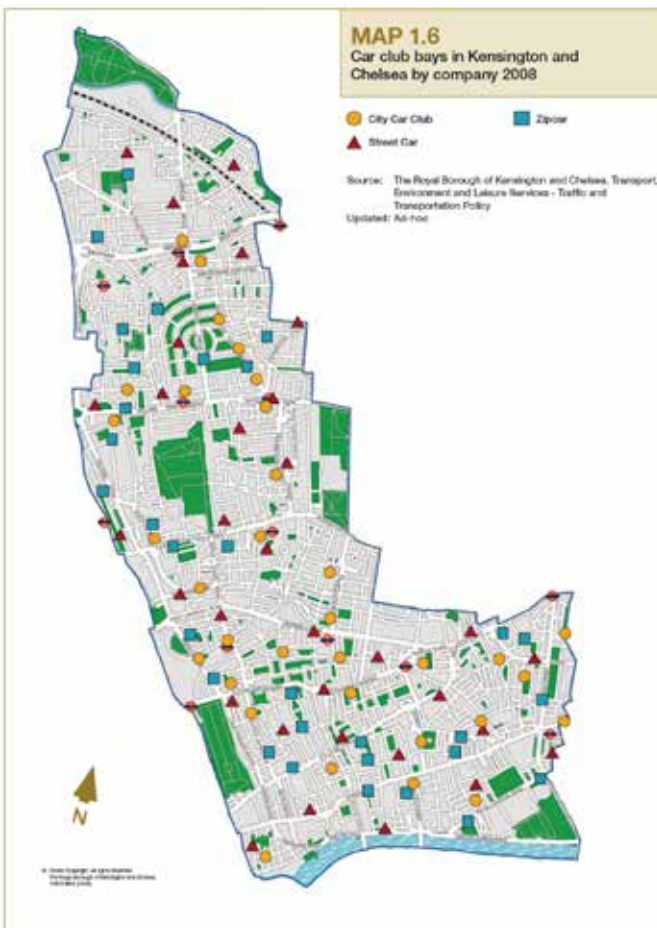


Transport

2.2.21 Car ownership is well below the national average. Fewer than 50 per cent of households own a car. Our residents walk and cycle more than the London average³, reflecting not only the lower car ownership, but also the availability of pleasant high quality quiet ‘side roads’ for many journeys.

2.2.22 Because of the shortage of on and off-street residential parking in the borough, the Council has encouraged car clubs.

2.2.23 The vast majority of the main roads run east-west through the borough, reflecting the borough’s location on the edge of, but not in central London, and the historical development of the borough as a series of suburbs primarily serving central London. There are no obvious north-south routes, beyond Ladbrooke Grove and Kensington Church Street. Holland Walk provides an attractive pedestrian north-south link through the middle of the borough, linking Holland Park Avenue and Kensington High Street.



High Street, there are a wealth of buses taking north-south routes. However, there are only three services that extend both north and south of Kensington High Street:

- The No. 70 from Acton passes down Ladbroke Grove and Portobello Road, through Kensington High Street and terminates at South Kensington.
- The No. 328 from Golders Green passes Westbourne Park, through Kensington High Street and Earl’s Court to Chelsea.
- The No. 452 from Kensal Rise passes along Ladbroke Grove, through Kensington High Street to Sloane Square and on to Wandsworth Road.

2.2.29 Looking at Public Transport Accessibility Levels as a whole (see map, Chapter 32), they vary from ‘excellent’ around Notting Hill Gate and South Kensington, to ‘poor’ or ‘very poor’ in the far south and north west of the borough.

2.2.24 The Underground network reflects this east-west geography, with the Central, Circle, District and Piccadilly lines together servicing central Kensington and northern Chelsea, and the Hammersmith and City line serving North Kensington. North-south movement on the Underground (apart from High Street Kensington to Notting Hill Gate) is not possible.

2.2.25 Figure 1.5 shows the numbers using the different Underground stations. South Kensington is the busiest station, and is one of the busiest on the Underground network as a whole.

2.2.26 North-south movement is facilitated by the West London line, running down the western boundary of the borough. There are existing stations at Olympia and West Brompton and a new station – Imperial Wharf – will shortly be opening to serve the far south west of the borough, in the London Borough of Hammersmith and Fulham. However, there is no station in North Kensington on this line.

2.2.27 There are no mainline rail termini in the borough. Paddington and Victoria lie a kilometre or so to the east, in the City of Westminster.

2.2.28 If a journey starts or ends at Kensington

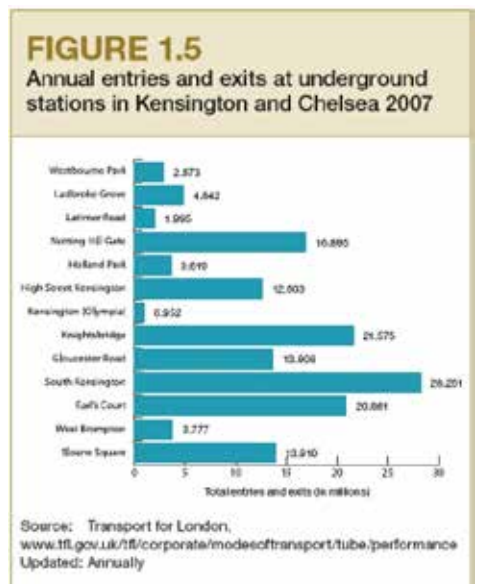
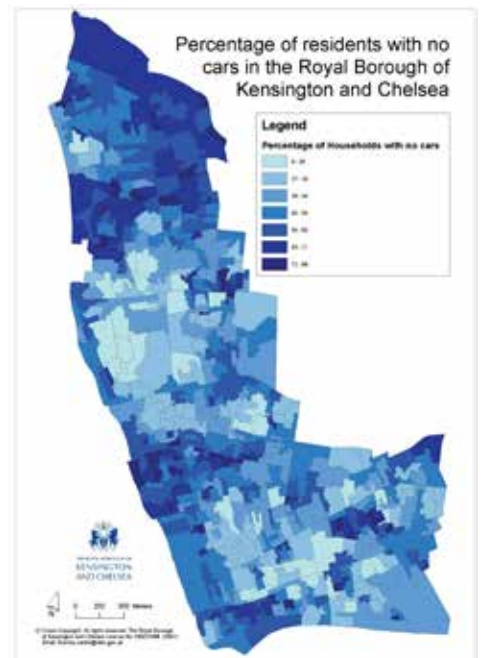


Figure numbers relate to 'A picture of our community'

Housing

2.2.30 Land prices in the Royal Borough are very high, resulting in the highest house prices in England. Figure 5.2 shows prices in the borough relative to those in London, and England and Wales as a whole. These show that demand for private sector housing in the borough is insatiable and, given the relatively little development land available, can never be met. For that reason, we need to make the best use of the sites that we have, while ensuring schemes fit into their surroundings. The recession in 2009/2010 will clearly have caused prices to fall somewhat, although this is relative to the life of the plan.

2.2.31 Map 5.1 shows the distribution of social rented homes. There is a clear concentration in the north, where most wards have less than 50 per cent owner occupation, and a third have less than 20 per cent owner occupation.

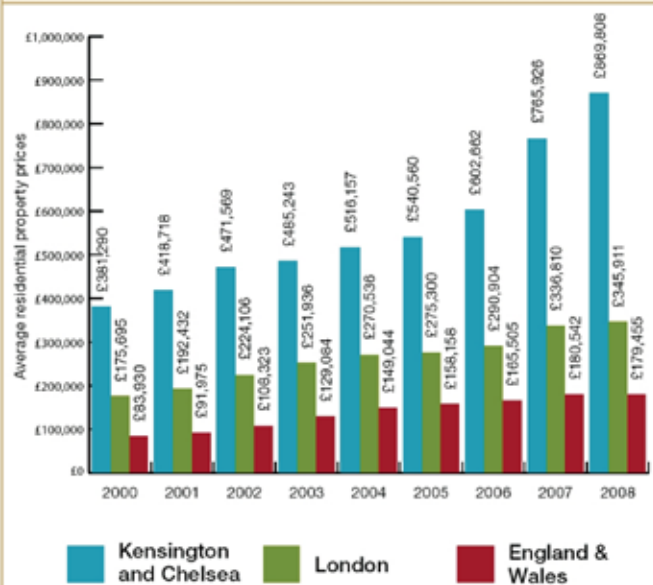
2.2.32 Owner occupation is low across the borough as a whole. The private rental sector is unusually large. This reflects both the traditional role that the borough has played in the London housing market – a place to rent a flat when people arrive in London, as well as the particular demographic structure with 80 per cent of households being one or two person households. Linked to this, it is estimated that 20 per cent of the population of the borough change every year.

2.2.33 There are 86,116 residential dwellings in the borough (2009) of which over 80 per cent are in the form of flats⁴. Across all tenures about 70 per cent of the housing stock comprises of homes with one or two bedrooms, the vast majority of these being flats. However, in terms of market housing the majority of demand (measured against supply) is for family units of three or more bedrooms⁵.

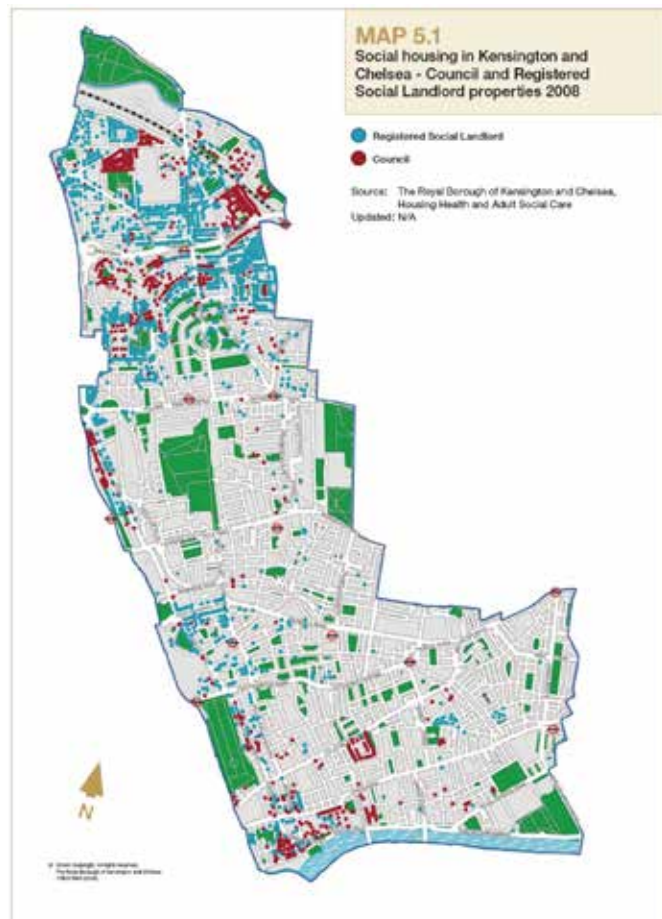
2.2.34 The current house building target, set by the London Plan, is 3,500 houses to 2016/17. Annualised to 350 a year. The nature of sites within the borough is such that there are many small sites and very few larger sites. House building rates, when reported on an annual basis, thus have peaks and troughs. A study of the capacity of the borough has just been completed as part of a London-wide study⁶. It indicates that there will be greater capacity over the next 20 years than previously projected, because of the larger sites now identified in the borough. The target in the next London Plan will increase as a result.

2.2.35 As with many boroughs, a key issue with housing is the state of the finances in the Housing

FIGURE 5.2
Average residential property prices in Kensington and Chelsea, London and England and Wales 2000 - 2008*



*Data illustrated for the 1st of June each year
Source: Land Registry House Price Index, www.landregistry.gov.uk
Updated: Monthly



Revenue Account. This is the account for the maintenance of Council-owned housing within the borough and there are clear restrictions in law about cross subsidising this account with other Council revenue streams. The Housing Revenue Account is projected to be in deficit in the future, and different options to address this issue are being assessed through the Council's Housing Stock Options Review. One of the options being explored is housing estate renewal – where existing social rented homes are rebuilt, funded in part or in whole by additional private sector housing at an increased density.

Built environment

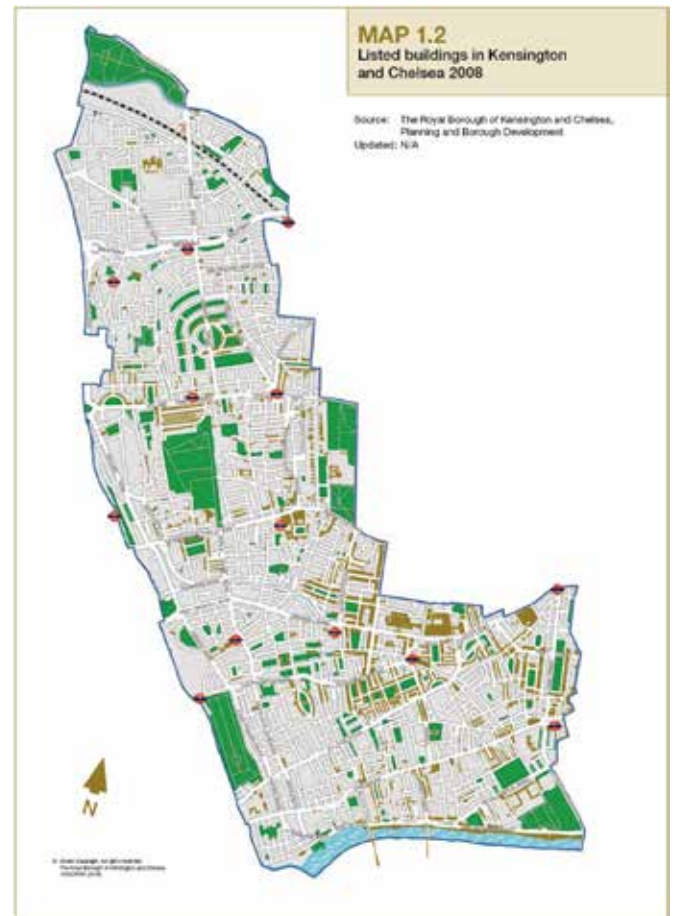
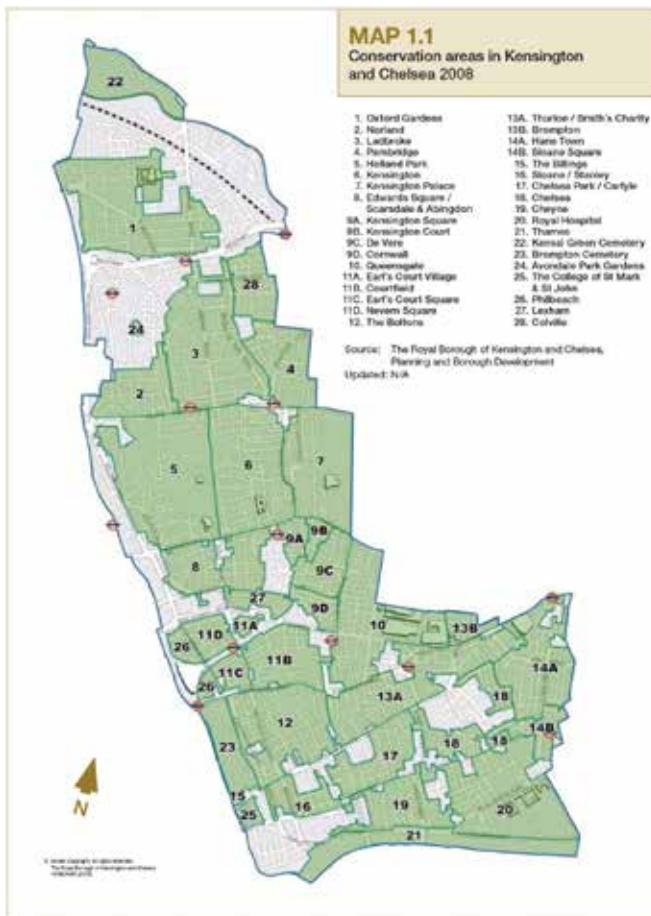
2.2.36 For 300 years, Kensington and Chelsea has been one of the most desirable places to live in London, ever since a private country house was acquired by the Monarchs, William and Mary, and adapted for Royal residence by Sir Christopher Wren in the 1700s. Kensington can claim a pre-eminent position in the hierarchy of the Victorian metropolis, not only as the home to Queen Victoria in her early days, but also because of the lasting legacy of houses, churches, museums and other public buildings which arose during her reign. As a consequence Kensington and Chelsea grew throughout the nineteenth century to provide homes for the newly wealthy middle and upper classes.

2.2.37 This period of growth has left us with a legacy of Georgian and Victorian terraces laid out in a network of streets, often including garden squares, of the highest quality. The Edwardian period saw a shift away from town houses to the mansion block, allowing buildings to be slightly taller and thus, as we see today, higher density. The same principles of street-based architecture with the town house endured with the mansion block. The two principal building types are combined in a rich mix where neither one nor the other predominates over very large areas.

2.2.38A Another important characteristic that is also part of this legacy is the interspersal of small scale studios, shops, pubs and other mixed uses within the residential areas. This adds vitality and variety to the street scene – mixed uses are not confined only to town centres or employment zones in the borough.

2.2.38 This legacy provides a built environment that is one of the finest in the Country with over 4,000 listed buildings in the borough and over 70 per cent of the borough being within a conservation area, including some of metropolitan importance such as the Thames, Royal Hospital and South Kensington Museums conservation areas.

2.2.39 However, away from the borough's



traditional central belt, there are many examples of twentieth century estate developments. These have a varying degree of success. Erno Goldfinger's Trelick Tower for example, is a much loved icon. However, certain estates (such as Lancaster West and Silchester in the Latimer area, and the World's End Estate in the south west) have become isolated from the rest of the borough with residents often being deficient of local facilities.

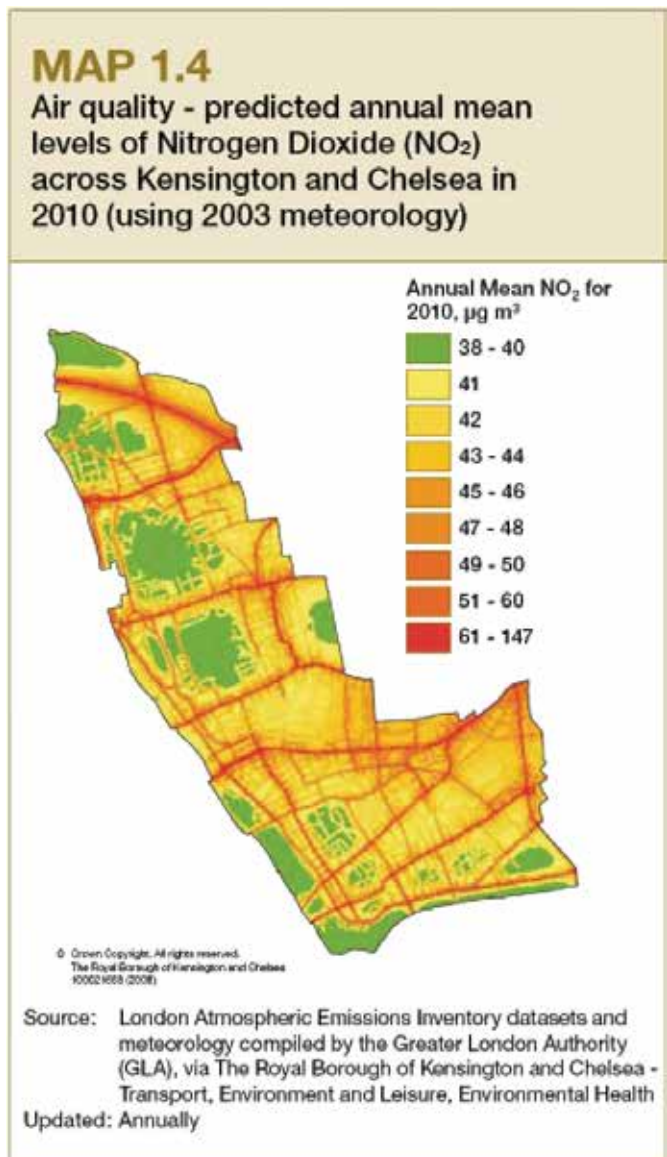
2.2.40 The Georgian legacy in the borough has left us with a tremendous number of garden squares. These are communal spaces enjoyed by the surrounding properties, but their construction has also resulted in a lack of public open and playable space in some parts the borough. This however, is counter-balanced somewhat by Holland Park and Kensington Gardens which act as the borough's primary public open spaces.

Natural environment



2.2.41 The whole borough is designated as an Air Quality Management Area. The primary sources of air pollution are vehicular traffic and diesel trains. The main railway line out of Paddington is a principal source of air pollution in the north of the borough, but a number of the borough's roads also produce significant air pollution, such as the Cromwell Road and the Earl's Court one-way system.

2.2.42 Potential flooding from the River Thames



would affect areas along the embankment, but most of the borough is not under threat⁷. There have however, been two events of sewer flooding caused by the Counters Creek combined sewer and storm water drain, which runs down the western boundary with the London Borough of Hammersmith and Fulham. This has insufficient capacity in extreme storm events⁸.

2.2.43 In terms of carbon dioxide emissions, in 2006 the borough's per capita emissions of 8.21 tonnes per annum was close to the national average of 8.78 tonnes, and above the London average of 6.6 tonnes of CO₂⁹.

Waste

2.2.44 Nearly all of the borough's waste is transported by barge from Wandsworth by the Western Riverside Waste Authority. Just under 28 per cent of our household waste is recycled, which is below the London average of 35 per cent¹⁰.

2.3 Spatial patterns and common issues

Key characteristics

2.3.1 The most obvious conclusion that can be drawn from examining the characteristics that have been outlined is that the borough is hugely successful. It has a high quality built environment, a number of places that are international or national destinations and a highly educated population with high income levels. To an extent, the issues and challenges are the result of the borough being the victim of its own success – property prices being the prime example of that. There is no risk however, that the Council is complacent. It is not a matter of simply maintaining excellence, but seeking continual improvement.

2.3.2 It should also be noted that the borough is predominantly residential. It has important town centres, but none of the ‘core’ commercial activities associated with mainline stations or the centre of London. Behind the roads with heavy traffic travelling in and out of central London, much of the borough is tranquil, with high levels of residential amenity. Many people would say that Kensington and Chelsea are the best places in which to live in London.

Broad spatial patterns

2.3.3 In terms of spatial patterns, there is one overwhelming pattern – the differentials between the north and the rest of the borough. This is shown in a whole range of characteristics, from the distribution of social rented housing, through the index of deprivation, differences in health and life expectancy, to the distribution of conservation areas and car clubs, income and age profiles. The north of the borough is a persistent area of deprivation which extends into the neighbouring London Boroughs of Brent, Hammersmith and Fulham, and into the City of Westminster.

2.3.4 A less pronounced spatial cluster is the principal town centres and destinations of national and international reputation. Most of these are in the south and east of the borough. Visitors to the borough are attracted to these places. They are important both for jobs and for the quality of life that they give to residents.

Strategic issues

2.3.5 One of the principal issues that the borough faces is the value of land and property, stimulated by the insatiable appetite for residential accommodation. A key feature of the borough is the quality of life that is provided by the rich mix of land uses, closely mixed within the residential areas. Protect-

ing other land uses on a finely grained basis is thus a vital issue to be addressed by the strategy.

2.3.6 This is important at two levels. There is the local level of day to day living – shops, GPs, schools and other social and community facilities. Without these day to day facilities at a local level, the borough would become a residential dormitory without a sense of community. Keeping Central London ‘at bay’ and allowing ‘normal’ residential community activities to flourish, was a key issue identified in the consultation in the preparation of the Local Plan. It is also clear that a new academy for the communities of North Kensington is needed.

2.3.7 The second level is that of the vitality of town centres – many of which are important to the long term success of the borough – as well as cultural activities and employment. The number of visitors from outside the borough that support these activities means that the facilities available to residents is much richer, and enhances their quality of life. Consultation during the preparation of the Local Plan also identified this as an important issue, with a particular emphasis of enabling people who live in the borough to work here, especially in finding premises for small businesses.

2.3.8 Housing provision was also identified as an important element in the public consultation. The borough can never meet the pent up demand for housing. Even if there were capacity for significant new development, it would be unlikely to have any obvious impact on the overall price of houses. Land prices mean that achieving Intermediate housing¹¹ is a particular challenge.

2.3.9 There is also pressure for ‘exclusive’ (in other words gated) communities to meet a particular part of the Kensington and Chelsea market. This however, would have wider long term impacts, resulting in a more divided society.

2.3.10 While the price and number of houses is an important characteristic, the principal issue that the strategy can take steps to address is to ensure that as much social rented housing is provided from the new stock as possible. New housing also needs to be provided in a way which achieves diversity at a local level, with different types of housing integrated with one another.

2.3.11 Another key issue is the predominance of the main transport infrastructure running east-west and the difficulty of moving north-south. There is also an issue in North Kensington, where rail infrastructure has created significant barriers to movement, but

brings no access benefits because of the lack of local stations.

2.3.12 Compared with other parts of London, the borough might be considered to be well served by public transport. However, within the borough there are large differences. Much of the centre and south of the borough has high levels of public transport accessibility (PTAL). This is due to the original pattern of the underground and bus networks and the density of development and network of local centres reflects this. However, large parts of North Kensington and parts of South West Chelsea have relatively poor public transport accessibility.

2.3.13 Vehicular traffic also has a significant impact on our street environments, both in terms of its effect on the quality of the pedestrian and cycling environment, but also in terms of air quality. Measures to improve other travel choices so that car dependency is reduced is thus an important issue to be addressed in the strategy, and one reflected in public consultation.

2.3.14 The built environment is central to the identity and success of the borough. Passing this legacy to future generations is thus an important issue the strategy must address. But so too is ensuring new developments are of equivalent quality.

2.3.15 One strong characteristic of the built environment of the borough is the structure and quality of the street environment. For such a high density area, the borough is remarkably green, with a significant contribution made by garden squares and street trees. There is limited public open space, but the borough's tradition of communal external space, such as garden squares, compensates for this. Maintaining the quality of the public realm, including repairing the street network in areas that have become fragmented, is important.

2.3.16 The preservation and enhancement of the historic environment, achieving high quality new developments and having a high quality streetscape are all very high priorities for our residents. This is reflected not only in the comments from the earlier consultation drafts of the Local Plan, but in the number and level of activity of the residents' amenity societies.

2.3.17 Another important issue to emerge from the consultation was concern for the overall environmental footprint of the borough. The carbon emissions of the borough are among London's highest, our air quality is poor, and we have complex issues

to resolve regarding flooding. Bringing our activities within the limits of the environment is the final strategic issue to be addressed in the Local Plan.

2.3.18 These broad spatial patterns and strategic issues are summarised at the beginning of the next chapter, and underpin the Vision and Strategic Objectives of the Local Plan.

Conclusions

2.3.19 It can be seen that the key characteristics and broad spatial patterns present four components that must drive the direction of the Local Plan:

- That the borough is, by and large, successful in many aspects, but we must not be complacent, and must continue to build on that success across the borough.
- That North Kensington has a unique set of issues that require an integrated approach to its regeneration.
- That there are many places within the borough that have national and international reputations relating to culture and retail, which need to be enhanced. Spatially, the main destinations tend to cluster in the south and east of the borough.
- That the borough is largely residential, and a place where there is a high demand for housing. Arguably, the borough is the best place to live in London, and maintaining that 'market position' is important. Central to that market position is a high quality of life.

2.3.20 In addition, five strategic issues have been identified which need to be addressed if the four components above are to be successfully tackled:

- Protecting local uses and those that are important to the vitality of the borough from potential loss to the higher values commanded by residential land uses.
- Improving travel choices to reduce car dependency, including getting better access onto the existing rail infrastructure.
- Protecting the high quality historic environment and ensuring new developments are of equivalent quality, so that we pass on a legacy to future generations, including quality within the public realm.
- Providing for new residential development in a way which diversifies tenure patterns and house sizes.
- Reducing the environmental impacts of everyday activities in the borough to better fit within environmental limits.

Chapter 3

Building on Success: Our Vision and Strategic Objectives

3.1 Introduction

3.1.1 Chapter 2 explored the issues and patterns of the borough, and identified key characteristics, broad spatial patterns and strategic issues that the Local Plan should address. These are summarised here.

Key characteristics

3.1.2 Two key characteristics were identified in Chapter 2.

3.1.3 That the borough is, by and large, successful in many aspects, but we must not be complacent and must continue to build on that success across the borough.

3.1.4 That the borough is largely residential, and a place where there is a high demand for housing. Arguably, the borough is the best place to live in London, and maintaining that 'market position' is important. Central to that market position is a high quality of life.

Broad spatial patterns

3.1.5 In looking at broad spatial patterns, it was identified that:

- North Kensington has a unique set of issues that require an integrated approach to its regeneration to secure better transport, better housing and better social infrastructure which will together have a positive influence on deprivation and both physical and mental health.
- There are many places within the borough that have national and international reputations relating to culture and retail, which need to be enhanced. Spatially, the main destinations tend to cluster in the south and east of the borough.

Strategic issues

3.1.6 Chapter 2 also considered what were the strategic issues that would need to be addressed to underpin the borough's continued success. Five were identified:

- Protecting local uses and those that are important to the vitality of the borough from potential loss to the higher values commanded by residential land uses.
- Improving travel choices to reduce car dependency, including getting better access onto the existing rail infrastructure.
- Protecting the high quality historic environment and ensuring new developments are of equivalent quality, so that we pass on a legacy to future generations, including quality within the public realm.
- Providing for new residential development in a way which diversifies tenure patterns and house sizes.
- Reducing the environmental impacts of everyday activities in the borough to better fit within environmental limits.

3.1.7 These key characteristics, broad spatial patterns, and strategic issues underpin the vision that has been developed for the borough.

3.2 Vision

3.2.1 The vision for the Royal Borough is set out on the following page.

CV 1

Vision for the Royal Borough: Building on Success

Our vision for Kensington and Chelsea over the next 20 years is to build on success. To further develop the strong and varied sense of place of the borough, we will, in partnership with other organisations, and importantly with our residents:

Stimulate regeneration in North Kensington through the provision of better transport, better housing and better facilities, aiding better health.

By 2028 regeneration in North Kensington will have resulted in significantly improved transport, including a new Crossrail station at Kensal, better links to Hammersmith and Fulham across the West London line and improved north-south bus links overcoming the generally lower levels of accessibility in the north. 2-3000 new homes will have been built, both private market and affordable, addressing the serious shortfall in housing need, and helping to diversify supply.

It will be of a high quality design, well integrated into its context, overcoming some of the barriers to movement by which the north of the borough is characterised.

Better facilities will have been provided by the building of a new academy to serve the communities of North Kensington to address the serious shortage of secondary school places in the borough, helping to make life more local for residents. The deficiency in local shopping will have been addressed with new town centres at Kensal and Latimer and the Earl's Court Opportunity Area.

The unique character of Golborne and Portobello Roads will have flourished, including the antiques and street market, adding to the vitality of the area. Jobs will be readily available as the employment zones will have been protected from encroaching residential development and be thriving centres for small businesses and the cultural industries sector.

The north of the borough will be at the heart of environmental sustainability including a combined heat and power network extending from the hubs at the major new developments at Kensal, Latimer and Wornington Green.

Enhance the reputation of our national and international destinations – Knightsbridge, Portobello Road, South Kensington, the King's Road, Kensington High Street, and Earl's Court – by supporting and encouraging retail and cultural activities in particular.

In the borough as a whole our reputation as a national and international destination will have been further enhanced. The borough will have avoided becoming little more than a residential suburb, with a flourishing and rich variety of retail and cultural activities adding so much to the quality of life of the residents.

Our top retail destinations of Knightsbridge, King's Road, Kensington High Street and Portobello will have been maintained and enhanced.

Opportunities to expand retail floorspace in Knightsbridge, King's Road, Fulham Road and South Kensington will have been taken up.

Earl's Court will remain an important cultural destination, as well as providing offices, at least 2000 new homes within the borough and a new town centre to address local shopping deficiency within the Opportunity Area.

Exhibition Road in South Kensington will be providing a first class experience to visitors to the national institutions, and have set a new standard nationally of streetscape design.

The Royal Marsden and Brompton hospitals will continue to further their international reputation for delivering world class health care, education and research activities.

Uphold our residential quality of life so that we remain the best place in which to live in London, through cherishing quality in the built environment, acting on environmental issues and facilitating local living, including through strengthening neighbourhood centres and maintaining and updating social infrastructure.

Our residential quality of life will be improved for everyone and we will remain the best place to live in London with our network of local neighbourhood centres offering a wide range of everyday services within easy walking distance, our glorious built heritage protected and improved, the removal of eyesores, and new buildings of exceptional design quality.

New homes will have further diversified housing tenure, and provide high standards of environmental performance.

The waste we produce will be re-used, recycled or disposed of in or very near to the borough. Sustainable Urban Drainage systems will be commonplace throughout the borough, reducing the risk of flood events, especially in the west of the borough when combined with the upgrading of Counters Creek sewer and storm drain.

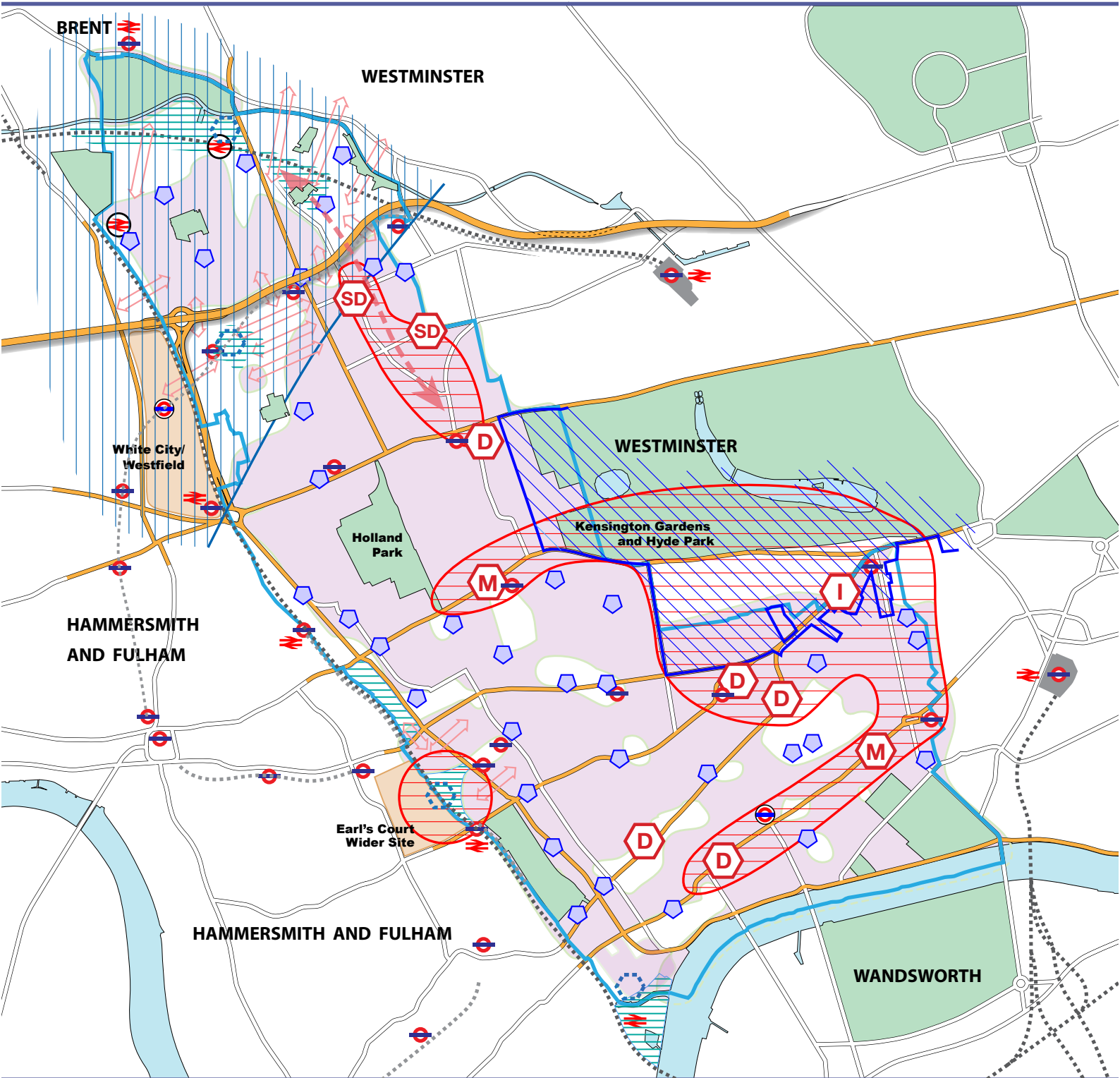
Green links will help to improve biodiversity and air quality and noise levels will have been significantly improved.



Chelsea Hospital

KEY DIAGRAM

- | | | | | | | |
|--|--|---|---|---|---|--|
|  | Regeneration |  | Neighbourhood Centre |  |  | New stations |
|  | Areas with particular National or International Reputation |  | Possible New Centre |  |  | Metropolitan Open Land/Cemeteries |
|  | Conservation Areas (largely residential) |  |  |  |  | Kensal Notting Hill Gate Connection |
|  | Central Activity Zone |  |  |  |  | Thames and Grand Union Canal showing bridges |
| | |  | Better connections and legibility needed |  |  | Broad locations of development |



3.3 Strategic objectives

3.3.1 To deliver this vision, strategic objectives are needed to guide decisions of spatial planning. These objectives could be set around the ‘end state’ of the vision, which could be summarised as: “we will build on success, by stimulating regeneration in North Kensington; enhancing the reputation of our national and international destinations; and upholding residential quality of life so that the borough remains the best place to live in London”. This contains three clear, linked, components: continued success built on regeneration, reputation and residential quality of life. These are the desired outcomes of the plan.

3.3.2 However, these do not necessarily translate into useful strategic objectives to deliver the vision. In setting strategic objectives, it is important that they are focused, directional, and articulate ‘how’ matters facing a decision maker can be resolved.

3.3.3 For each of the three components, there are a wide range of issues to be addressed, as indicated in the vision statement itself. These issues are also shared. Thus the attractiveness of the borough as a place to live, and the very high housing need, is an issue in regeneration and quality of life. The resulting residential land values being able to out compete other land uses has a knock on effect on local, social and community, uses - fundamental to residential quality of life, and those that bring vitality to our destinations of national and international importance. Overcoming existing transport issues is important in regenerating North Kensington, but is also an important component in residential quality of life. The quality of the built environment and public realm we pass on is fundamental to regeneration, but also to our national and international reputation, and to our residents’ quality of life. Issues such as flooding and climate change are also cross cutting.

3.3.4 At an early stage of the preparation of this plan, when North Kensington had its own section, many readers interpreted this to mean that the rest of the plan did not apply to North Kensington. Similar problems may arise if the plan’s objectives are too closely focused on geographical areas of the borough.

3.3.5 By contrast, the underpinning issues can more readily be shaped into directional statements of intent, which can directly guide decision making. Table 3.1 shows the relationship between the issues and the strategic objectives.

Strategic objectives

- To keep life local
- To foster vitality
- To offer better travel choices
- To maintain and extend our engaging public realm
- To renew our legacy
- To achieve a diversity of housing
- To respect environmental limits

3.3.6 We have taken great care to ensure that the strategic objectives are not simple ‘topic’ statements. Instead, the headline encapsulates the strategic issue for the borough. In this way, we believe we have avoided the risk of them being bland, anywhere statements. For example, we do not have a theme ‘transport’, but ‘better travel choices’ – ensuring sustainable modes are easy and convenient. It is ‘diversity of housing’ that matters most, not just ‘housing’.

3.3.7 It would be possible for a decision maker to take the vision, and the titles of the strategic objectives, and use that alone as a guide. The way that the issues translate into strategic objectives, and relate to topic areas, is shown in Table 3.1 below.

3.3.8 Each strategic objective ‘headline’ is given further explanatory text to encapsulate in a nutshell the Council’s ambitions for the borough. These follow the table overleaf.

Table 3.1 : Issues and Strategic Objectives

The issue...	... Expanded and translated into...	... a Strategic Objective...	... addressing these topics
Protecting local uses and those that are important to the vitality of the Borough from potential loss to the higher values commanded by residential land uses.	Loss of social, community and local uses to residential, and the difficulty of land for new 'local' uses being made available.	To keep life local.	social and community uses, local shopping facilities, 'walkable neighbourhoods'.
	Loss of the range of uses that bring vitality to the Borough - shops, arts and cultural uses, offices and so forth, also as above from the pressure from residential land values.	To foster vitality.	town centres, retail, arts and culture, creative industry and business.
Improving travel choices to reduce car dependency, including getting better access onto the existing rail infrastructure.	The difficulty of moving north-south in the Borough, and the lack of access onto existing rail infrastructure in the north of the Borough, along with the continued need to reduce car dependency.	To offer better travel choices.	public transport, walking and cycling, parking.
Protecting the high quality historic environment and ensuring new developments are of equivalent quality so that we pass on a legacy to future generations, including quality within the public realm.	The need to ensure that the public realm - the space between our buildings, and our green spaces - matches in quality of so much of the architecture of the Borough.	To maintain and extend our engaging public realm.	sense of place, attractive streets, parks and outdoor spaces.
	The need to protect the built heritage passed down to us and to ensure new developments are equally valued by our successors.	To renew our legacy.	quality design, conservation and enhancement.
Providing for new residential development in a way which diversifies tenure patterns and house sizes.	The demand for housing of all types and the current concentrations of housing tenures.	To achieve a diversity of housing.	affordable and market housing, estate renewal.
Reducing the environmental impacts of everyday activities in the Borough to better fit within environmental limits.	Issues relating to our use of natural resources and the impact upon the planet's systems.	To respect environmental limits.	climate change, waste, flooding, biodiversity, air quality and noise.

Strategic Objective One: Keeping Life Local

Social and community uses, local shopping facilities, 'walkable neighbourhoods'

Our local case

3.3.9 In spite of the recession which started in 2008/9, residential land values will continue to out-compete those 'local' borough functions which are essential for a successful residential neighbourhood – the local shops and community facilities that are often interspersed within the residential environment, and the borough or London wide, or in some cases international facilities, such as our hospitals. One of our strategic priorities therefore is to protect and promote functions that otherwise might be lost to residential use.

CO 1 Strategic objective for Keeping Life Local

Our strategic objective to keep life local is for strong, effective local centres, for social and community facilities to be widely available, and for neighbourhood functions, including neighbourhood shopping facilities, to be easily accessible, so that residential communities can flourish.

Strategic Objective Two: Fostering Vitality

Town centres, retail, arts and culture, creative industry and business

Our local case

3.3.10 We have a finely grained mix of uses such as shops, businesses, arts and cultural facilities, some of which are world class. These uses have benefited from the borough's high residential density and from visitors to the borough. These uses have been under pressure from residential development, and there is a risk that they could decline to such an extent that it will be detrimental to the collective quality of life of the borough.

CO 2 Strategic objective for Fostering Vitality

Our strategic objective to foster vitality is that the quality of life of our predominantly residential borough is enhanced by a wide variety of cultural, creative and commercial uses which can significantly contribute to the well-being of residents and to the capital's role as a world city.

Strategic Objective Three: Better Travel Choices

Public transport, walking and cycling, parking

Our local case

3.3.11 We have one of the lowest rates of car ownership nationally, but many of our streets are still dominated by parking and vehicular traffic. By making it easier to live without a car, we can improve resident's quality of life and opportunities for physical fitness through walking and cycling, as well as improving the local built environment and reducing our environmental impact.

CO 3 Strategic objective for Better Travel Choices

Our strategic objective for better travel choices is that walking, cycling and public transport are safe, easy and attractive, and preferred by our residents to private car ownership and use.

Strategic Objective Four: An Engaging Public Realm

Sense of place, attractive streets, parks and outdoor spaces

Our local case

3.3.12 Kensington and Chelsea is distinguished by a high quality network of streets, squares and public spaces. The public realm is widely recognised and valued for providing the setting for our rich architectural heritage. This is a strategic matter for the Royal Borough, being central to our success as an attractive place to live, work and visit.

CO 4 Strategic objective for An Engaging Public Realm

Our strategic objective for an engaging public realm is to endow a strong local sense of place by maintaining and extending our excellent public realm to all parts of the borough.

Strategic Objective Five: Renewing the Legacy

Quality design, conservation and enhancement

Our local case

3.3.13 We have inherited a remarkable historic townscape and a large number of historic buildings. The exceptional visual quality of our built environment is matched by the finely grained mix of uses, underpinning our success as a highly desirable place in which to live, work and invest. Over 4,000 buildings are listed and there are over 100 garden squares. Conservation areas cover more than 70 per cent of the borough. The Royal Borough is known for its legacy of Georgian, Victorian and Edwardian architecture but there are also a number of twentieth century buildings which continue the legacy of high quality design. Our listed buildings and conservation areas contribute immensely to local distinctiveness both within the borough and to London as a whole.

CO 5 Strategic objective for Renewing the Legacy

Our strategic objective to renew the legacy is not simply to ensure no diminution in the excellence we have inherited, but to pass to the next generation a borough that is better than today, of the highest quality and inclusive for all, by taking great care to maintain, conserve and enhance the glorious built heritage we have inherited and to ensure that where new development takes place it enhances the borough.

Strategic Objective Six: Diversity of Housing

Affordable and market housing, estate renewal

Our local case

3.3.14 House prices in the Royal Borough are among the highest in the country. Affordability is therefore a significant issue, especially with 'part ownership' schemes. Demand for all types of housing is insatiable. However many houses we build, we cannot begin to satisfy demand, either for private sale or 'affordable' homes¹.

CO 6 Strategic objective for Diversity of Housing

Our strategic objective to have a diversity of housing is that at a local level it will cater for a variety of housing needs of borough residents, and is built for adaptability and to a high quality.

Strategic Objective Seven: Respecting Environmental Limits

Climate change, waste, flooding, biodiversity, air quality and noise

Our local case

3.3.15 We have to play our part in reducing the impact of human activities on the global and local environment. This will require changes to the way we live, modifications to our existing buildings, and environmentally aware design for our new buildings.

CO 7 Strategic objective for Respecting Environmental Limits

Our strategic objective to respect environmental limits is to contribute to the mitigation of, and adaption to, climate change, significantly reduce carbon dioxide emissions, maintain low and further reduce car use, carefully manage flood risk and waste, protect and attract biodiversity, improve air quality, and reduce and control noise within the borough.

Chapter 4

Delivering Success: Our Spatial Strategy

4.1 Introduction

4.1.1 'Spatial' is a relatively new word within planning. There is still confusion about what it means. At its most basic, it means what, when, where and how. Critical to this is the 'where', the 'geography', because in working out the 'where' it is necessary to bear in mind how different policies interact. Thus spatial also involves the integration of initiatives and policies and the work of different partners. This integration is essential in order to 'shape places', and to make sure that policy decisions of different public agencies as well as private investment through development, add up to more than the sum of their parts. In turn, integration requires clarity on delivery - who is responsible for delivering what, when, and how. This results in a locally distinctive approach, tailor-made for the specific locality. A spatial plan, must, therefore, contain all these four elements.

4.1.2 In this document, delivery is set out in the second section, the Delivery Strategy. This contains Strategic Site Allocations (Section 2A), Policies and Actions (Section 2B), Infrastructure (Section 2C), and Monitoring, Contingencies and Risks (Section 2D).

4.1.3 It is this first section of the plan, the Spatial Strategy, that sets the scene for a locally distinctive, geographic and integrated approach. The spatial strategy comprises three parts: The Vision (in detail in the last chapter) which sets out the locally distinctive approach; the Broad Quanta of Development which sets out the geography of the plan, what will happen where, and the Place Profiles which integrate the strategic objectives of the plan in 14 places in the borough.

4.2 Vision

4.2.1 The vision is set out in Chapter 3. It is useful here to summarise its main thrust: it identifies that to remain successful the borough must stimulate regeneration in the north of the borough and enhance the reputation of the national and international destinations of the borough. Both of these have a clear spatial dimension, as shown on the key diagram. A third element is the need to uphold the residential quality of life which applies across the whole borough.

4.2.2 This sets a high level, locally distinct, approach, shown on the Key Diagram in Chapter 3.

4.3 Broad quanta of development

4.3.1 This section sets out geographically how much housing, retail, employment and infrastructure is expected in different parts of the borough, and when it is likely to come forward.

4.3.2 The London Plan (March 2015) sets out the amount of housing that each borough is expected to provide between 2015 and 2025. For Kensington and Chelsea the target is 733 units per year, based upon the ten year target of 7,330 net additional units. This ambitious target is based on evidence of the housing capacity in the borough¹, which forms the basis of the London Plan target. Most of the identified capacity is from the designated strategic sites.




4.3.3 A revised SHLAA is currently being prepared and the housing capacity of the borough will be reviewed accordingly. It is expected that the revised SHLAA will show a reduction in opportunities for new housing as work on most of the strategic sites will already be underway.


4.3.4 The agreed affordable housing target in the adopted London Plan is 2,000 units for the borough (200 units per year), to be provided over a ten year period. The target is derived by taking account of the overall annual housing target of 585 units, estimated affordable housing delivery on site allocations, and the typical affordable housing delivery rate as a proportion of overall housing together with the objective of increasing affordable housing in the borough to meet local needs². The justification for the affordable housing target is set out in Section 3: Supporting Information. Housing growth will increase demand for some services and infrastructure. This is set out elsewhere in this plan.


4.3.5 Delivery will be closely monitored to manage the supply of land to deliver the housing requirements over the next five years of the housing trajectory. The Housing Trajectory 2013 (Chapter 40.1) shows the annual requirement for dwellings judged against the target, and further information on the delivery from strategic sites is provided in chapter 40.2. Combined, these sites account for over 5,400 dwellings, in excess of 90 per cent of the borough overall ten year target. In common with other inner-London boroughs, there is therefore, a necessary reliance on a relatively small supply of housing from windfall sites. These

QUANTUM OF DEVELOPMENT

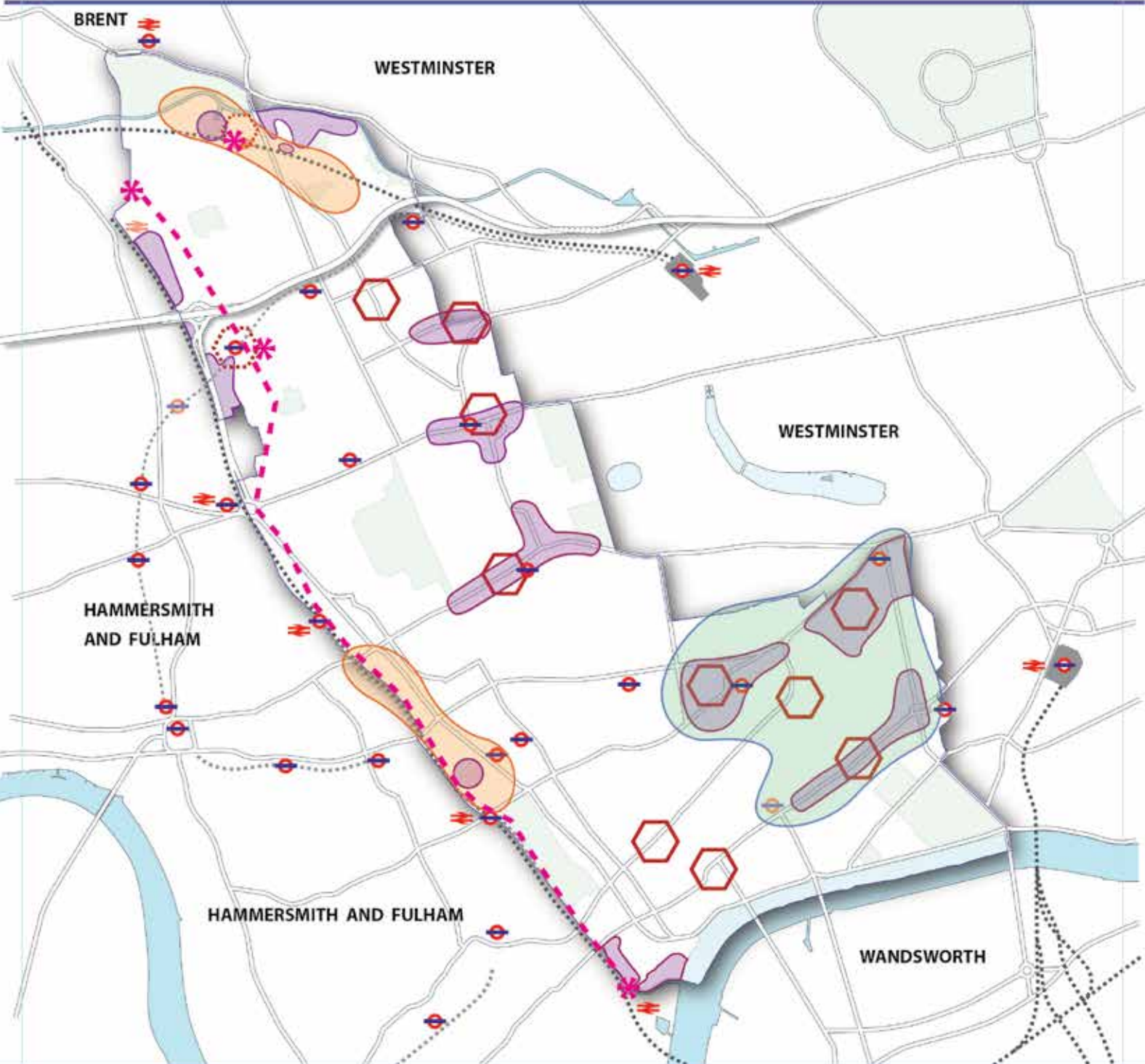
Broad Locations

-  Broad locations of main existing and proposed employment uses
-  Broad locations of significant new housing
-  Location of town centres with scope for possible expansion

 Town Centres (excluding neighbourhood centres)

 Possible new centre

 Main strategic infrastructure investment



have, historically, provided an important supply of housing for the borough, and based on monitoring of past trends will allow annual targets to be exceeded. Contingency plans exist (Chapter 39) so that, in the event that monitoring identifies possible risks to delivery, the Council has a strategy to address the risk.

4.3.6 In broad spatial terms, half of this housing will be located in the north of the borough, and half in the Earl's Court Exhibition Centre site area, on the western borough boundary. The housing in the north is expected to be spread evenly over the plan period. The redevelopment of Wornington Green will take place up to about 2020, with the first phase completed in 2015. Planning consent for this redevelopment was granted in March 2010. At Kensal, phase one is expected to commence in 2018. In the Earl's Court Exhibition Centre site area, the vast majority is expected in the first half of the plan period. All the Warwick Road sites have planning permission, and it is expected that these sites will be built out in the next ten years. The Council resolved, subject to s106 agreement, to grant planning permission for the redevelopment of the Earl's Court Exhibition Centre site in November 2012. The whole development will take many years, but it is expected that the part of the site within the borough will be towards the beginning of the phasing programme, in 2014.

4.3.7 In terms of business uses, the Employment Land and Premises Study shows there is a forecast demand of just short of 70,000 sq.m (750,000 sq.ft) of net additional space in the plan period. Of this, just over 45,000 sq.m (484,000 sq.ft) is in the pipeline in existing permissions. If office demand is phased evenly over the plan period, this level of building will meet office demand until 2017. That leaves approximately 20-25,000 sq.m (269,000 sq.ft) of office floorspace to be provided for. Much of this is to be located at Kensal and on the Earl's Court Exhibition Centre site. Further work may reveal that there is a greater capacity for office uses in these locations. There is, however, no provision in the plan (nor does the Council wish there to be) to require office provision to be provided strictly in line with a periodic phasing: it is not desirable to close off opportunities for the provision of business uses early in the plan period simply because of a theoretical phasing approach.

4.3.8 The Retail Needs Assessment identifies a need for just over 25,000 sq.m (269,000 sq.ft) (gross) of comparison retail floorspace to 2015 for the south of the borough. Very little of this is

forecast to be required in the centre and north of the borough. A proportion of this would be accommodated by making better use of existing premises and sites and filling vacant units. In terms of new sites, there are no large sites for retail development identified in the plan that could be regarded as 'strategic'. It is thus not appropriate for them to be allocated in the Local Plan. However, in Knightsbridge, South Kensington, Brompton Cross and the King's Road a number of smaller sites have been identified (not allocated) with the potential for ground floor retail in the place profiles (see below). In total, the combined site area amounts to about 21,000 sq.m (210,000 sq.ft). It is therefore envisaged that the identified demand can be accommodated within or immediately adjacent to existing centres. Floor area forecasts are not included in the plan for the period beyond 2015, because of the uncertainty of such projections.

4.3.9 Turning to infrastructure, the Council is planning for a Crossrail station at Kensal, which would transform accessibility in the north of the borough, as well as unlock significant development potential on the Kensal gas works sites. Crossrail is timetabled to open in 2017. A new academy to serve the communities of North Kensington will be built in the north of the borough to open during 2014. Planning permission was granted in 2012. Thames Water is planning to undertake a major upgrade of the Counters Creek sewer (which runs along the western borough boundary), to resolve current flooding issues, although this will not start construction until 2015, and is likely to be a three year programme. However, much of the work is taking place in neighbouring boroughs. In the interim Thames Water are fitting 'flip valves' to vulnerable properties. In addition, work is planned to the Thames Tunnel to address London-wide infrastructure needs, with construction taking place between 2013 and 2020, although there is insufficient detail at present to know when the work will be undertaken in the Royal Borough. A new area of public open space is to be provided in the Earl's Court area as part of the Warwick Road developments which are likely to be built out in the next 5-10 years. The Council has also undertaken a radical redesign of Exhibition Road. It is also the ambition of the Council to return the Earl's Court one-way system to two-way working. However, further detailed work will identify the extent and timescales to which this can be achieved. A great deal of smaller infrastructure is required, and is set out elsewhere in Chapter 37.

Policy CP 1

Core Policy: Quanta of Development

The Council will provide:

1. a minimum of 585 net additional dwellings a year based on the overall housing target of 5,850 net additional units; of which a minimum of 200 units a year will be affordable;
2. 60,000sq.m of office floorspace to 2028;
3. 26,150sq.m of comparison retail floorspace to 2015 in the south of the borough;
4. infrastructure as set out in the infrastructure plan, including through developer contributions.

To deliver this the Council has, in this document:

- a. allocated strategic sites with the capacity for a minimum of 5300 dwellings;
- b. allocated in the strategic sites of Kensal and Earl's Court Exhibition Centre a minimum of 20,000sq.m business floorspace to meet identified unmet demand above the existing permissions;
- c. identified in the south of the borough sufficient small sites with the potential for retail development to demonstrate identified retail needs of the borough can be met;
- d. set out current infrastructure requirements, to be updated as part of the regular infrastructure plan review process.

a regeneration area in the London Plan³, and has been a persistent area of deprivation, in part since its original construction in the Victorian period. There are unique combinations of opportunities which provide real potential for change.

4.4.4 Looking at the history of the development of North Kensington, it can be seen that most of its development took place in a 20 year period at the end of the nineteenth century. The area was transformed into a close network of streets, predominantly for the less well off of London.

4.4.5 A hundred years later, in the period to 2028, there is again potential for significant change in North Kensington. By bringing together different opportunities such that they add up to more than the sum of their parts, there is the potential to address many of the indices that mark North Kensington out from the rest of the borough.

4.4.6 There is a significant redevelopment opportunity at Kensal. The combined sites have an area of nearly 18 hectares (40 acres). To put this in perspective, it is the size of Paddington Basin, or half the size of King's Cross. A key part of the redevelopment would be the provision of bridges over the railway to allow the redevelopment to integrate with the wider St Charles area.

4.4.7 With the inclusion of a Crossrail station there is scope for a development of 2,500 houses and other mixed uses, to provide jobs in business and retail for local people. Kensal is an Opportunity Area in the London Plan. The redevelopment at Kensal would have regeneration effects well beyond the site itself. The Crossrail station would act as a magnet for the north of the borough, creating a pedestrian connection to Notting Hill Gate Underground Station, down the length of Portobello Road.

4.4.8 Many of the specific areas needing attention in North Kensington are the social housing estates built in the post-war period, often replacing Victorian terraced housing that was no longer regarded as offering quality housing. These estates were typical of their period. They used new forms of housing as social experiments – such as deck access and linked walkways – which have since been shown to have failed.

4.4.9 The investigated estate renewal, where the existing social rented housing is re-provided through funding from additional private housing on the estate. Viability is crucial.

4.4.10 Estate renewal is underway at Wornington

4.4 A particular focus on North Kensington

4.4.1 As the vision identifies, our spatial strategy is built around three core components: the stimulation of regeneration of North Kensington, the enhancement of the reputation of our national and international destinations, and the upholding of our residential quality of life, so that we remain the best place to live in London.

4.4.2 But one of these is regarded as of such importance that the whole plan is titled The Local Plan for the Royal Borough of Kensington and Chelsea with a focus on North Kensington. This section sets out why North Kensington is of such importance.

4.4.3 The key diagram in Chapter 3.1 shows the area regarded as North Kensington. It falls within



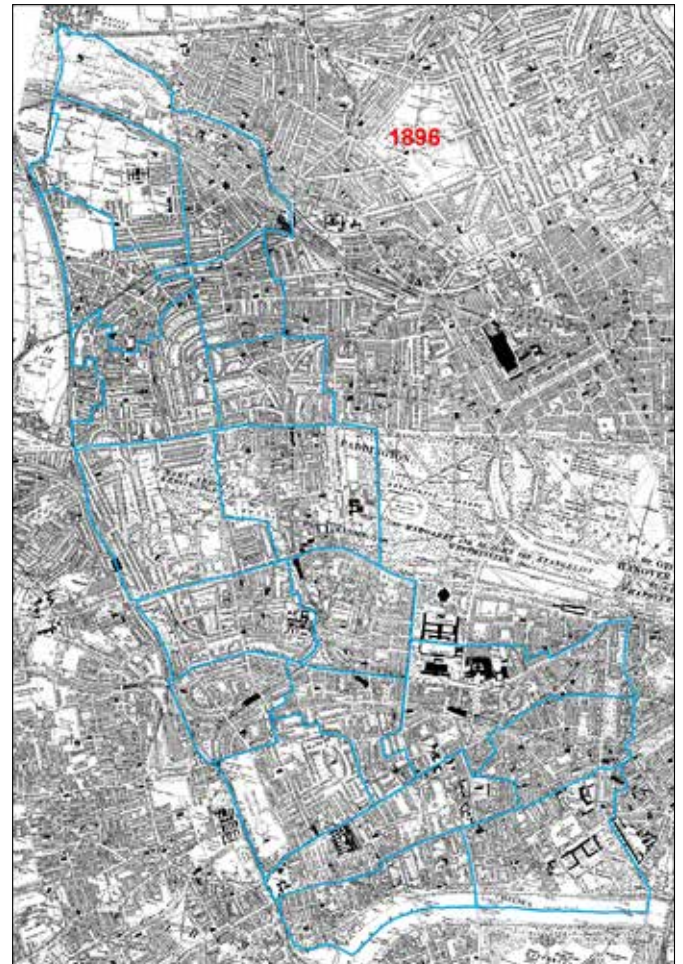
OS Plan from 1874 and 1882

Green, which is an estate owned by Kensington Housing Trust, just south of the Paddington mainline. A planning application for the redevelopment of the estate in a number of phases has been granted and phase one is under construction. In addition to the provision of new social rented accommodation and market housing, the redevelopment will reconnect Portobello Road to Ladbrooke Grove at the Barlby Road junction.

4.4.11 While Wornington Green is the only estate allocated in this plan for renewal, there has been active consideration of the potential of estate renewal in Latimer.

4.4.12 There is the potential to reconnect the street pattern that has been completely destroyed by the post-war redevelopments. This will allow the Latimer Road Underground Station to be a better focal point. The area is currently without a local centre, and the masterplanning proposals will address this deficiency.

4.4.13 Housing estate renewal is, however, a complex and difficult thing to achieve without destroying the very communities it is intending to assist. North Kensington has a very strong sense of community, both as a whole, and within individual areas. Main-

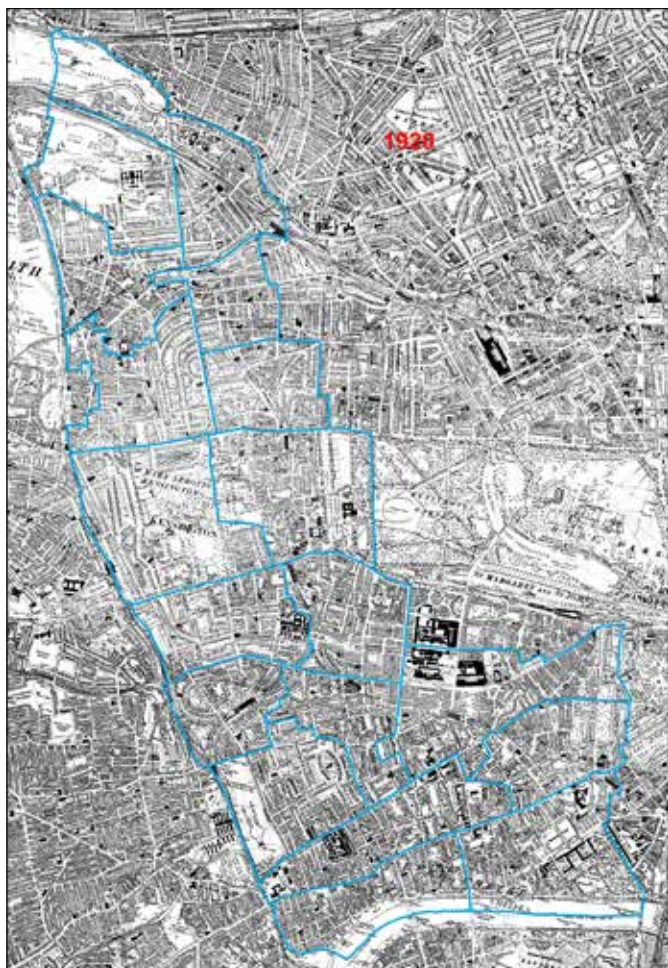


OS Plan dated 1896

taining that sense of community and making sure people are able to influence plans as more concrete proposals emerge, is essential in making any regeneration of North Kensington a success. That is not to say that estate renewal is a phenomenon that will only take place in the north of the borough. The Council owns housing estates across the borough, which may or may not be subject to renewal in due course. However, in North Kensington, estate renewal is seen as part of a wider package of regeneration measures to impact upon the area as a whole.

4.4.14 The Council has an ambitious secondary school building programme. The first two, Chelsea Academy and Holland Park are now open. The third is planned for the north of the borough. The Kensington Leisure Centre site is allocated for a new academy, along with a leisure centre. Planning permission was granted in 2012, with the school opening in 2014.

4.4.15 Existing secondary education in North Kensington serves the Catholic community. This new academy will mean that those pupils who currently have to travel out of the borough to school will be able to go to school locally. This has a significant impact on educational achievement.



OS Plan dated 1920

Pupils who travel out of borough have a noticeably lower GCSE score.

4.4.16 The Primary Care Trust is in the process of renewing St Charles Hospital to provide improved health facilities, including improving the dental service⁴. The Primary Care Trust have identified the existing provision in the Golborne/Trellick area as substandard, and the infrastructure plan has highlighted this as a priority area for action.

4.4.17 The Council has also initiated a worklessness programme to tackle the long standing low levels of economic activity.

4.4.18 Portobello Road market is home to one of London's most iconic markets. It provides for a rich mix of antique, clothing and fresh produce stalls. Golborne Road Market provides a more traditional local function by nature of its stalls but still has a London-wide appeal.

4.4.19 As can be seen, the range of active programmes goes well beyond that of traditional land-use planning, to provide an integrated programme of activities affecting the spatial area of North Kensington.

Policy CP 2

North Kensington

The Council will ensure opportunities for change in North Kensington deliver the widest possible regeneration benefits commensurate with the scale of the development.

4.5 Places

4.5.1 The 'place' profiles provide the integrating function of the spatial strategy. They take the 'what', 'when', 'where' and 'how', and bring these together to show, through a vision, how that place will develop over the lifetime of the plan. There are fourteen places identified (see diagram). The borough comprises many more places than these. The places mainly relate to the two spatial themes of the vision for the borough (CV1): the regeneration of North Kensington, and enhancing the reputation of those places in the borough with a national or international reputation – by and large our town centres.

4.5.2 There are some exceptions to these two groups. We have also included other places where either significant change is planned, or which are town centres not otherwise picked up in the spatial categories of the vision. We have also included the Westway because of its particular negative impacts, which need to be addressed as part of the programme of regeneration in North Kensington.

4.5.3 Within most of the places listed above as areas of change we have identified significant sites for redevelopment. These are called the strategic sites, and they are allocated in this plan (Section 2A, Chapters 20-26) for specific uses. The table below shows which places also have a strategic site allocation.

4.5.4 Place shaping is at the centre of spatial planning. Place shaping requires that different plans and programmes from across the Council and its partners are integrated. It is not enough, therefore, to allocate specific development sites, nor to set out 'generic' policies to guide development across the borough. Each place as a whole needs to be considered, in terms of development management and in terms of the actions of other bodies, both public and private, that have a bearing on the future quality of the place. A clear vision is therefore required of how different places are to evolve in the future, to give a clear framework for future actions, both of the local

planning authority, other parts of the Council, our partners, and private land owners and which might also inform the actions of private land owners and residents. This is the function of the 'place' profiles.

4.5.5 Each place profile starts with an introduction that sets out the basic issues, and a vision to guide the future evolution of that place. Future actions by the Council and its partners are then set out under Priorities for Action. These are grouped under the strategic objectives of the plan as a whole. Footnotes are used to show where the policies are in the plan that will implement these actions.

4.5.6 The last section of each 'place' profile is Development, Infrastructure and Monitoring. A policy to guide development management decisions is provided. However, as is stated above, it is the Vision and Priorities for Action that are seen as providing the framework to guide future decisions relating to the place. The 'place' policy is included in order to ensure that the place shaping role of the development management function can be given due weight in relation to the application of the policies in the plan, particularly with regard to the generic development management policies in Section 2B, Chapters 30-36.

4.5.7 An indication of the likely quantum of development is given in each place. In many places, potential development opportunities in addition to the strategic sites are identified, but these are small, and thus to allocate them would be inappropriate in a Local Plan. They must not be confused with allocations. Strategic site allocations are included in this plan in Section 2B.

4.5.8 The specific infrastructure known at this stage is identified, future planning documents that are seen as necessary to the delivery of the vision are also set out, and criteria on which the delivery of the vision will be monitored are included at the very end of each place profile.

Policy CP 3

Places

The Council will protect, promote and enhance the local distinctiveness and economic success of the Places of the borough, and improve their character and quality and the way they function.

Quality

4.5.9 The third part of the vision identifies how quality is fundamental to the success of the borough. As well as its location, it is the exceptionally high quality of the townscape, and the finely grained mixed uses of the borough, that underpins the borough's attractiveness as a place to live.

Policy CP4

Quality

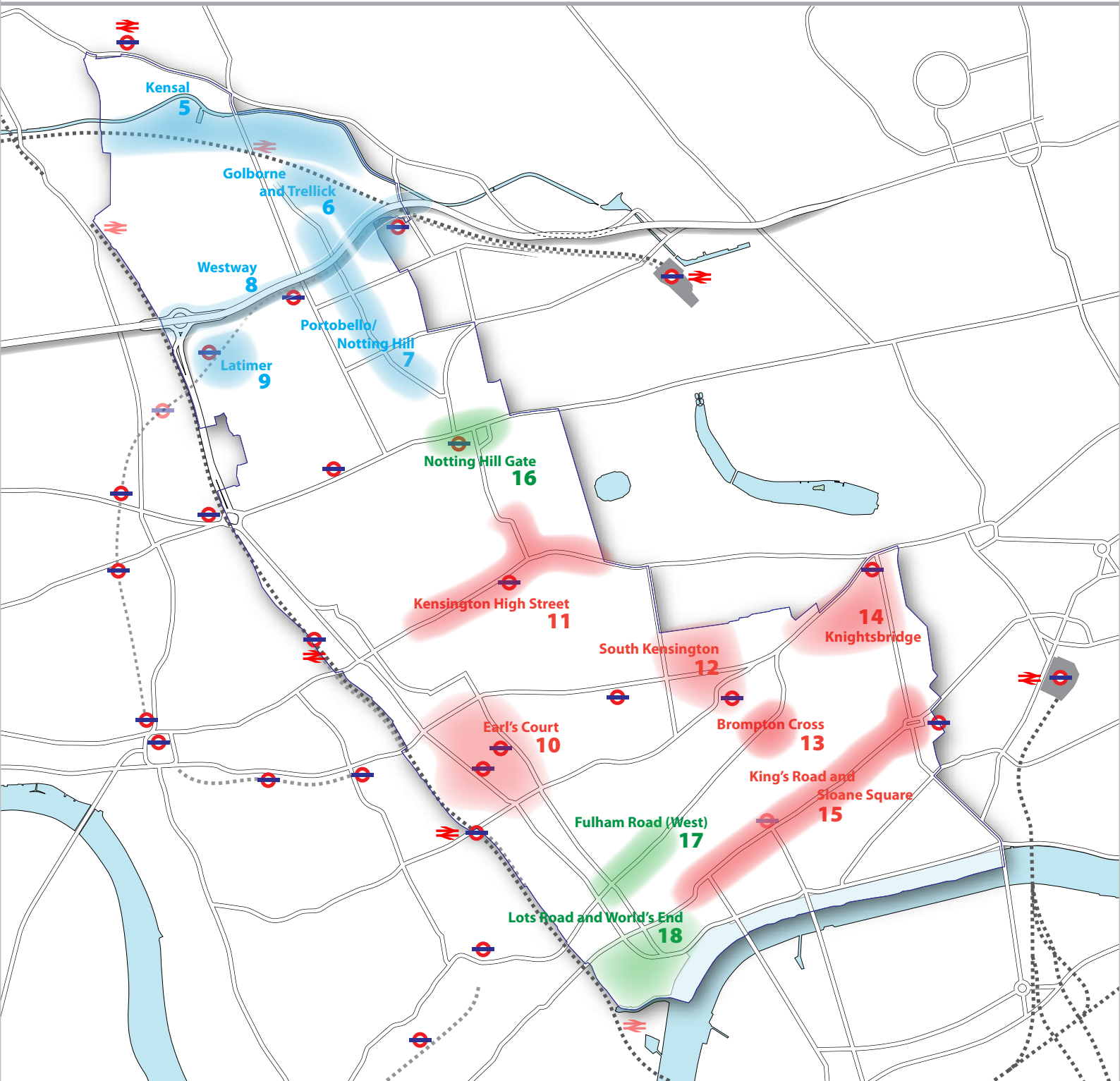
The Council will safeguard the existing high quality townscape and finely grained mix of uses to uphold the residential quality of life.

Chapter	Place	Spatial themes within the Borough Vision	Area of change or Town Centre?	Strategic Sites
5	Kensal	North Kensington Regeneration	Area of Change	Kensal Gasworks (Chapter 20) (also referred to as Kensal Canalside in the London Plan Annex 1 - list of opportunity areas)
6	Golborne/Trellick	North Kensington Regeneration	Area of Change	Wornington Green (Chapter 21) Land adjacent to Trellick Tower (Chapter 22)
7	Portobello	North Kensington Regeneration	Town Centre	No strategic sites
8	Westway	North Kensington Regeneration	Neither - the exception to rule	No strategic sites
9	Latimer	North Kensington Regeneration	Area of Change	Kensington Leisure Centre (Chapter 23)
10	Kensington High Street	Place with National or International Reputation	Town Centre	Commonwealth Institute (Chapter 24)
11	Earl's Court	Place with National or International Reputation	Both an Area of Change and a Town Centre	Warwick Road (Chapter 25) Earl's Court Exhibition Centre (Chapter 26)
12	Knightsbridge	Place with National or International Reputation	Town Centre	No strategic sites
13	Brompton Cross	Place with National or International Reputation	Town Centre	No strategic sites
14	South Kensington	Place with National or International Reputation	Town Centre	No strategic sites
15	King's Road / Sloane Square	Place with National or International Reputation	Town Centre	No strategic sites
16	Notting Hill Gate	Other	Town Centre	No strategic sites
17	Fulham Road	Other	Town Centre	No strategic sites
18	Lots Road/World's End	Other	Area of Change	No strategic sites

PLACES

Showing their numbers and general areas in the context of the Borough

- Places in the North Kensington Regeneration Area
- Places with a particular national or international reputation
- Other Places



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.

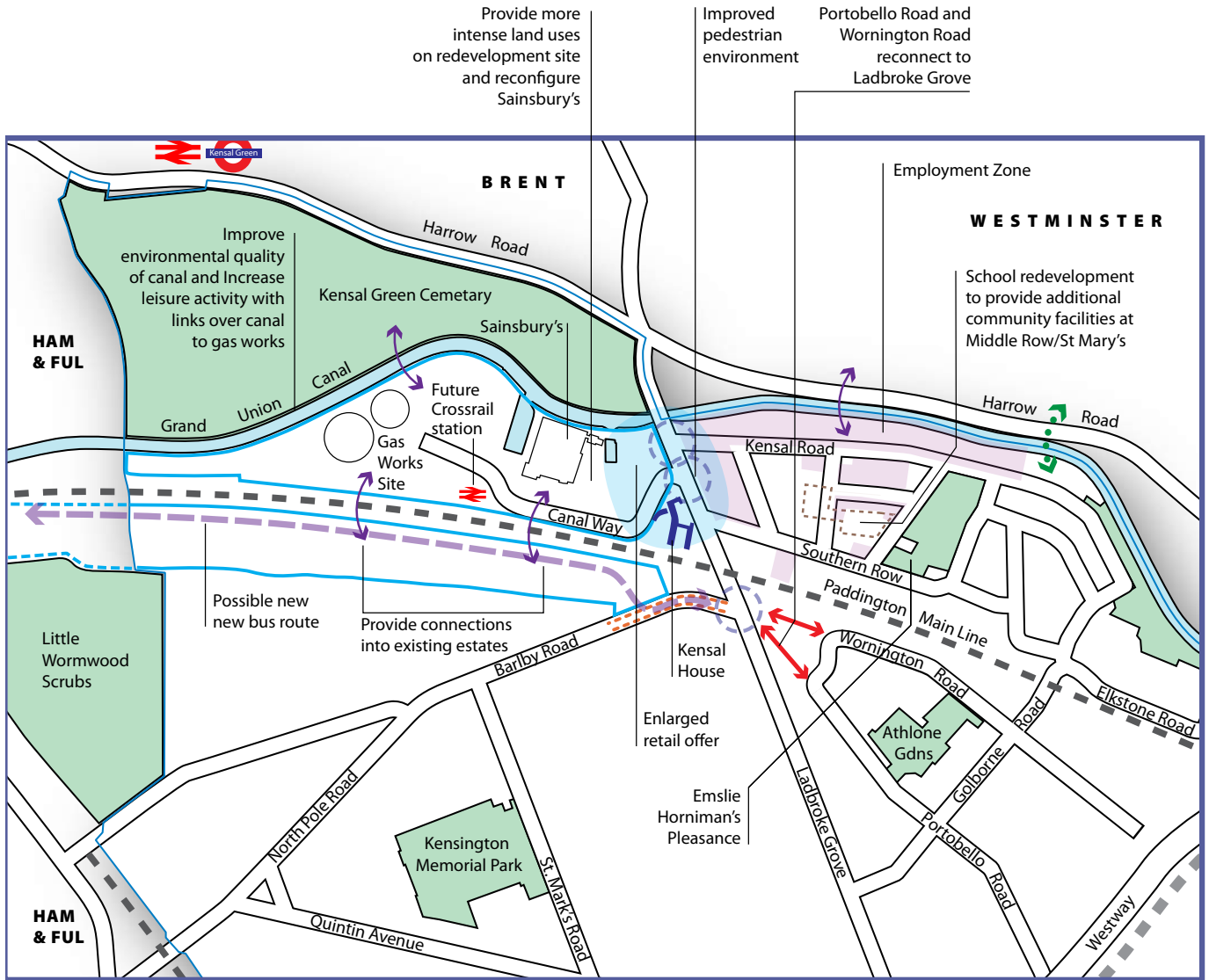
5.1.8 Owing to the barriers surrounding the main sites to the north of the railway line, there is a risk that development could be inward looking. The Council considers that there is no benefit in developing the sites in this manner. The purpose of identifying the potential for significant development 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



SYMBOL DESCRIPTION

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

5.2 Vision

CV 5

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 development¹ should be an exemplar of environmentally responsive development, including a district energy source (e.g. a Combined Cooling, Heating and Power plant²), facilities to manage waste arisings from the dwellings, and other buildings on site and other approaches as appropriate³. The development must relate well to the canal, while preserving its character and its role in London's 'blue ribbon' network⁴. 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 use⁵. 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 interaction⁶.

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 realised⁷. Maximising pedestrian and cycle access⁸ 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 this⁹. 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 area¹⁰.

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 this¹¹.

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 community¹². 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 Grove¹³. 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 sites¹⁴. 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 locally¹⁵.

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 Road¹⁶. 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 Ladbrooke 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 Road¹⁷. 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 fabric¹⁸.

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

5.3.13 The 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 desirable¹⁹.

Renewing the Legacy

5.3.14 The Council will continue to preserve and enhance the Kensal Green Cemetery Conservation Area, listed buildings and their settings²⁰.

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 facilities²¹. Sainsbury's is currently a single-

storey building with surface parking which fronts Canal Way/Ladbrooke 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 Ladbrooke Grove. It would also extend the retail offer to support the needs of the local community and future residents²². 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 upon²³. 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 industries²⁴.

5.3.17 The boundary of the eastern section of the Kensal Employment Zone corresponds to that within the former Unitary Development Plan. The western section has however been de-designated to reflect the wider ambitions that the Council has for the Kensal 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 by the reconnection of the Portobello Road with Ladbrooke Grove as part of the renewal of the Wornington Green estate.

5.4 Delivery

Development management

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

Policy CP 5

Kensal

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

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.



Kensal Green Cemetery and Gasworks

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 Hammer-smith 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 Worn-

ington 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

CV 6

Vision for Golborne/Trellick in 2028

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

6.3 Priorities for action

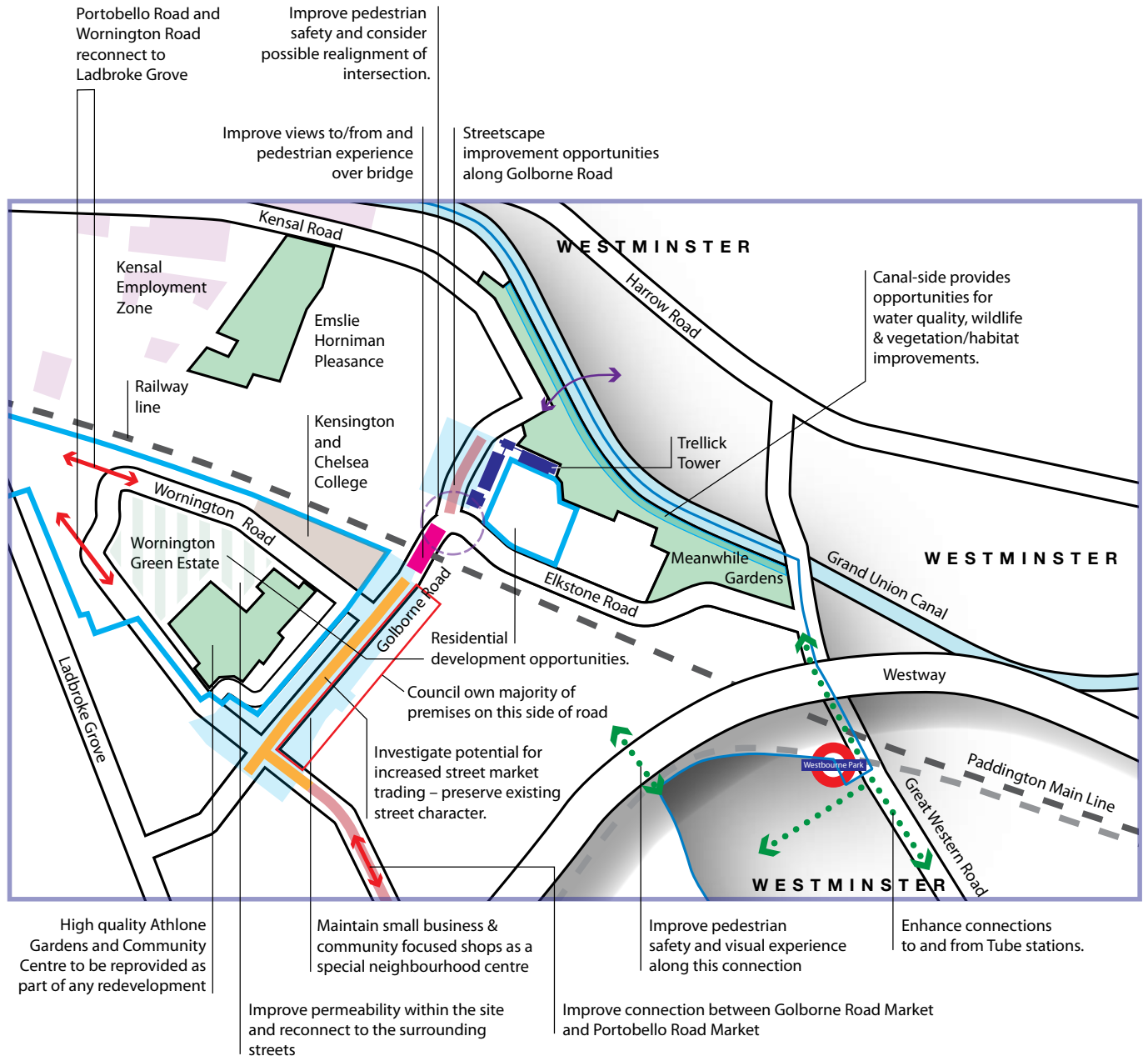
6.3.1 The priorities for action for Golborne/Trellick have been set out under the Strategic Objectives for the Local Plan as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

Renewing the Legacy

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

Key issues and potential opportunities



SYMBOL DESCRIPTION

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

has concluded it should not be designated a conservation area. English Heritage listed the Cheltenham estate with Grade II status in 2012.

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 Tower¹.

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 south-east side of Golborne Road. These are managed under the neighbourhood shopping policy to support independent retailers that provide for the local population. The Council will support uses that allow local people to access local services that cater for their needs now and in the future, particularly for health provision².

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 encouraged³.

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 Road⁴.

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

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

6.3.11 The Kensal Employment Zone lies to the west of Trellick Tower, and provides small flexible workspaces. This employment use will be protected and consolidated as part of the 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 redevelopment⁵.

An Engaging Public Realm

6.3.15 There are two parks in the area: Athlone Gardens and Meanwhile Gardens, which are con-

sidered 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 environment⁶.

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 markets⁷.

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

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

Better Travel Choices

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

6.3.21 Additionally, improved use of the canal, where feasible, for the transfer of construction materials in the 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 estate⁸.

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 development⁹. Any major development along the Blue Ribbon Network must be accompanied by a safety and risk assessment, while all development should consider the natural forces of the canal in development e.g. flooding, erosion.

6.4 Delivery

Development management

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

Policy CP 6 Golborne/Trellick

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

Quantum of development

6.4.2 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 floorspace provided as new studio workspace (up to 100sq.m units, 1076sq.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 floorspace required by the end user.

6.4.3 Wornington Green estate redevelopment (see Chapter 21 for site allocation) will comprise a minimum of 538 affordable residential units and 150 private dwellings, subject to detailed design and viability considerations. Additional development through replacement of the Venture Centre, including the adventure playground 2,500sq.m (GEA) (27,000sq.ft), replacement of open space at Athlone Gardens, including the ball court approximately 9,186sq.m (GEA) (105,000sq.ft) and tertiary education facilities. A1 to A5 Uses in the order of approximately 2,000sq.m (21,000sq.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 Ladbrooke 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 infrastructure¹⁰ 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?

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.

Chapter 7

Portobello/Notting Hill

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 weekend¹. 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)². 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 option³.

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

CV 7

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 centre⁴.

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 sector⁵.

7.3.5 The Council will work with arcade owners, retailers, market traders, residents and other stakeholders to promote the Portobello/Notting Hill area⁶. 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 area⁷.

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 option⁸. 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 community⁹.

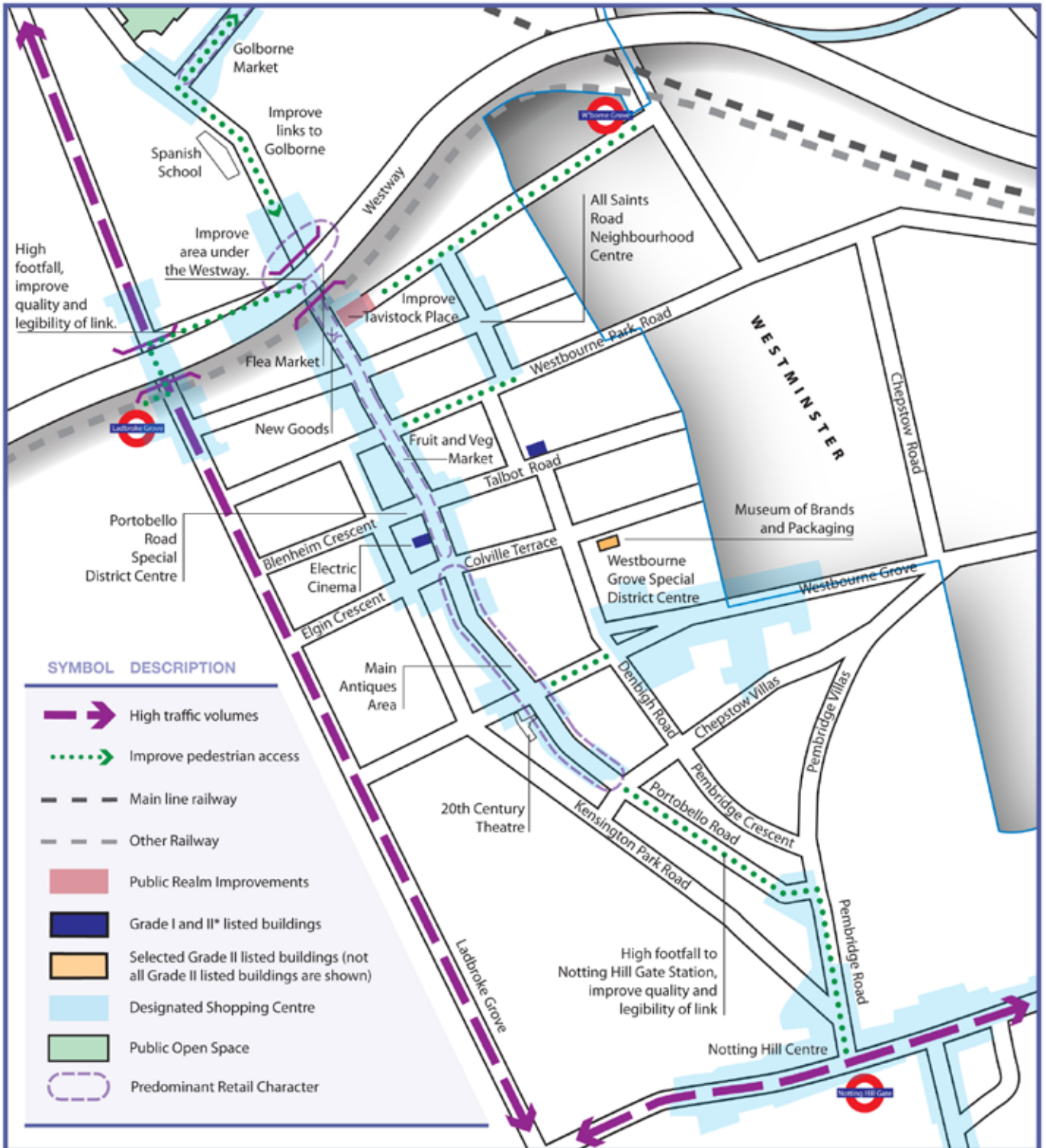
7.3.7 The Council will support initiatives which will help unify the Portobello Road and Golborne Road markets and which will draw visitors north up the Portobello Road, past the Spanish School up to Golborne Road¹⁰. These initiatives will include the provision of electricity points in this part of Portobello 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.

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

Key issues and potential opportunities



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 store¹¹.

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 uses¹².

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'¹³.

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'¹⁴.

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 centre¹⁵, 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 frontage¹⁶.



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 aim¹⁷.

An Engaging Public Realm

7.3.18 The Council seeks the removal of all non-essential street furniture throughout much of the borough. It does however, recognise that wayfinding is required within the Portobello Road to assist the many thousands of visitors¹⁸.

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.

7.3.21 As an internationally-renowned tourist attraction, Portobello Road draws in huge numbers of pedestrians¹⁹. 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 area²⁰.

Diversity of Housing

7.3.22 The Council supports initiatives to bring the vacant properties above shops back into residential use²¹ 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 supported²².

Respecting Environmental Limits

7.3.23 Much of the interest of the retail offer of the Portobello Road is derived from the fact that it is based on reused and recycled goods, be this exquisite antiques or vintage clothes. The Council

supports initiatives to maintain this character and for Portobello Road to become one of the 'greenest' shopping streets in the country.

7.4 Delivery

Development management

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

Policy CP 7

Portobello/Notting Hill

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

Quantum of development

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

Infrastructure needs

7.4.3 The following infrastructure²³ that would help deliver the vision for Portobello Road/Notting Hill has been identified: the provision of affordable shops, to enhance the distinct character of the Portobello Road centre and support the units most suitable for the independent retailer and for shops that can meet the day-to-day needs of residents of the area; pedestrian improvements to ensure the area remains attractive, vibrant and legible, and in particular to enhance the links between the Portobello Road and the surrounding centre; improvements to help close the gap between the Portobello Road Centre and Golborne; enhanced pedestrian links to Notting Hill Gate and Westbourne Grove.

Future plans and documents

7.4.4 Portobello Road Town Centre Action Plan identifying the priorities and timescale for actions to support the commercial vitality of the centre. This will not form a document within the LDF,

being taken forward by the Council's Town Centre Initiatives Manager.

Monitoring

7.4.5 The 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.

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.

8.1.13 There are no strategic site allocations within Westway place contained in the Local Plan.

8.2 Vision

CV 8

Vision for Westway in 2028

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

8.3 Priorities for action

8.3.1 The priorities for action for Westway have been set out under the Strategic Objectives for the 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 obligations¹, 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 measures².

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

8.3.5 High level advertisements have been erected by the Westway Trust at the Westway roundabout. The Council refused advertisement consent, which was granted on appeal. The erection of the advertisements has had a negative impact on the wider area. The Council will continue to oppose advertisements which have a negative impact on the

area and take all opportunities to have the existing hoardings removed.

8.3.6 Improved wayfinding is needed, to and from the stations and Portobello Road market³.

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 Ladbrooke 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 promoted⁴.

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

8.3.12 The eastern end of the Westway should

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

8.3.13 The Council will support initiatives to help unify the Portobello Road and Golborne Road markets and which will draw visitors north up the Portobello Road to Golborne Road. The Council is undertaking a feasibility study to assess what actions should be taken to assist in this ambition. These actions may include the provision of electricity points in this part of Portobello Road to make life easier for market traders and their customers. It may also include injecting more life into the area with the use of the blank wall as an ever changing outdoor exhibition space for young artists, although at present it is not clear how this might be delivered⁵.

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 site⁶.

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 Westway⁷.

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 Flyover⁸.

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 area⁹.

8.4 Delivery

Development management

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

Policy CP 8

Westway

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

Quantum of development

8.4.2 There are no strategic site allocations within the Westway. A site (Maxilla Nursery School) has been identified as a potential redevelopment site for a small school or primary healthcare facility. A new road, to improve access to the Westway Travellers' site, and a site on Bramley Road which has potential for a small supermarket (less than 1000sq.m or 10,800sq.ft) provide additional devel-

opment 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

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

9.1.4 The area is poorly served in terms of amenities. There are no local shopping centres within the Latimer area and only a small selection of convenience shops next to the Latimer Road 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

CV 9

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 Ladbrooke 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 Ladbrooke 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 City¹;
- reconfiguration of the area to establish good street connectivity by reinstating a traditional street pattern²;
- 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 area³.

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 masterplan⁴. 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.

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 estates⁵.

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 walk⁶. Good open space and community facilities will also be expected in any new development⁷.

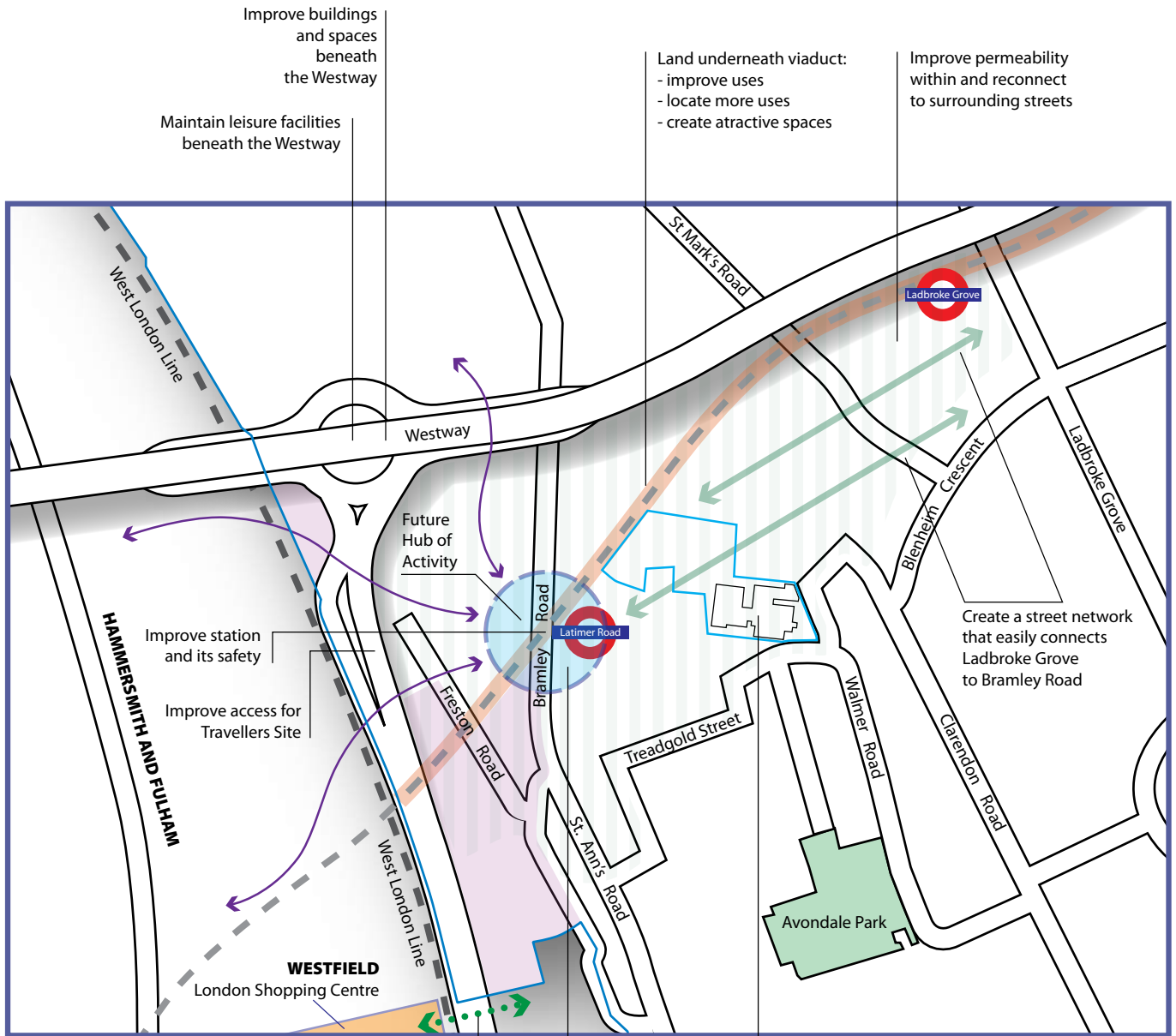
9.3.12 There is only one secondary school in the north of the borough and it largely serves the Catholic community. The majority of secondary age pupils are obliged to leave the area either travelling south to the heavily over-subscribed Holland Park School or to other schools in Westminster or Hammersmith and Fulham. The Council believes a new academy of the highest academic standards, needs to be provided in North Kensington⁸. 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 academy⁹. 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 vicinity¹⁰.

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 estate¹¹.

Key issues and potential opportunities



SYMBOL DESCRIPTION

	Improve linkages/relationship		Public Realm Improvements
	Employment Uses		Improve permeability
	Designated Shopping Centre		Public Open Space
	Main line railway		Strategic development sites, allocated in the Core Strategy
	Other Railway		

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 uses¹².

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 dwellings¹³.

9.3.18 Improvements to pedestrian links over the West Cross Route and West London line¹⁴ 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 borough¹⁵.

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 resources¹⁶. 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 mak-

ing 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 CP 9

Latimer

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

Quantum of development

9.4.2 The Council has allocated the 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 infrastructure¹⁷ 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

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

Chapter 10

Earl's Court

10.1 Introduction

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

10.1.2 Earl's Court Neighbourhood 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.

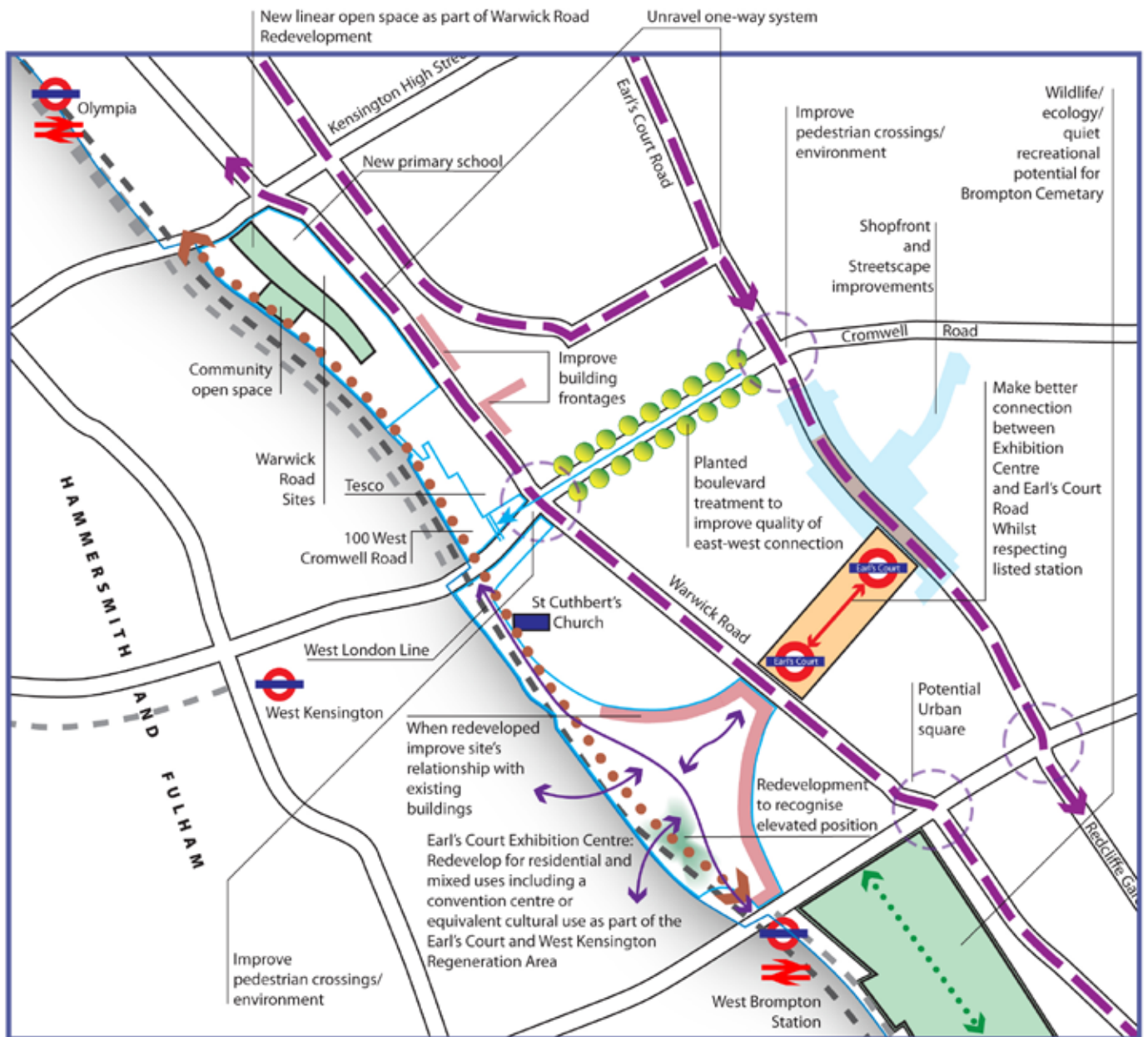
10.2 Vision

CV 10

Vision for Earl's Court in 2028

The western edge of the borough will be re-integrated 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

Key Issues and Potential Opportunities



SYMBOL DESCRIPTION

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

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.

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 site¹. 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.

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 Road².

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 network³.

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 Court⁴.

10.3.7 The redevelopment of the Earl's Court and West Kensington Opportunity Area provides an opportunity to create a legacy for the future⁵. 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 Area⁶.

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 accommodation⁷.

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 it⁸. Community 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 Pri-

mary Care Trust's ambition for better health facilities within the Earl's Court Neighbourhood Centre⁹. 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 CA7¹⁰. 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 capacity¹¹.

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 facilities¹².

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 Road¹³.

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 deficiencies¹⁴.

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 source¹⁵.

10.4 Delivery

Development management

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

Policy CP 10

Earl's Court

The Council will ensure an attractive 'urban-village' environment in Earl's Court by supporting improvements to the public realm, pedestrian environment and open space. 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 infrastructure¹⁶ is specifically required to deliver the vision for Earl's Court:

- affordable housing as part of residential requirement;
- 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.



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).

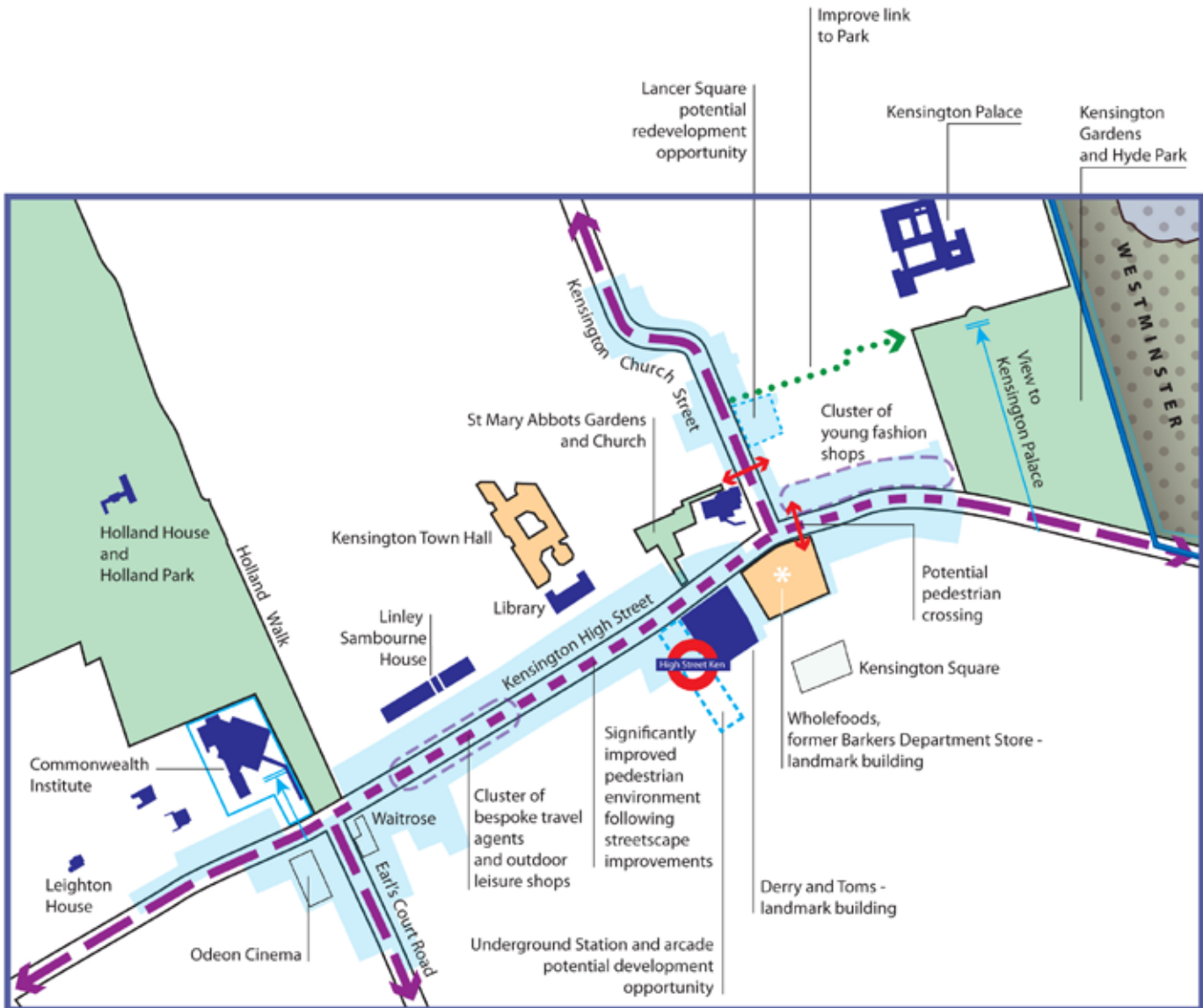
11.1.8 Despite the public realm improvements, people still perceive traffic congestion and the irregularity of the District and Circle lines to be issues. High Street Kensington Station is a major public transport interchange and the High Street is also served by a large number of buses. The Circle line 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



SYMBOL DESCRIPTION

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

11.2 Vision

CV 11

Vision for Kensington High Street in 2028

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

11.3 Priorities for action

11.3.1 The priorities for action for Kensington High Street have been set out under the strategic objectives for the 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 summer¹.

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 frontages².

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 centre³.

11.3.5 The Council will work to establish a new public institutional use for the Commonwealth Institute⁴. It will also require the retention of a high-quality cinema on the Odeon site⁵.

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 visitors⁶.

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 Street⁷. The Design Museum is actively interested in moving to this site, and the Council fully supports this initiative⁸.

11.3.9 The Council also supports proposals to improve visitor facilities at Kensington Palace⁹.

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 site¹⁰.

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 retained¹¹.

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 Street¹².

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 frontage¹³.

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 access¹⁴. 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 Road¹⁵.

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 centre¹⁶.

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 Area¹⁷.

11.4 Changes to the Town Centre Boundary

11.4.1 The boundary of the Kensington High Street centre largely follows that as shown within the Unitary Development Plan. The only exception is to the west of the centre, where the northern part of the Commonwealth Institute Local Centre has been

subsumed into the 'secondary' frontages of the Major Centre. This section contains the Odeon Cinema and post office, as well as other shops which function as part of the centre. The nature of uses, with a high proportion of non-shop town centre uses would make a 'primary' frontage designation inappropriate.

11.5 Delivery

Development management

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

Policy CP 11

Kensington High Street

The Council will ensure the continued success of the High Street as a high quality shopping street serving residents, workers and visitors by paying close regard to the need to enhance the character of the area, support existing retail niches, attract new trip generating uses and 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 infrastructure¹⁸ 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 LDF¹⁹.

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?

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

Chapter 12

South Kensington

12.1 Introduction

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

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

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

12.1.4 In contrast to the large institutions along Exhibition Road, the retail area south of Cromwell Road has many small shops that give it a village character. There is also a cluster of design-related shops in Brompton Road, Brompton Cross and the surrounding side streets, that have synergies with the Victoria and Albert Museum.

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

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

12.2 Vision

CV 12

Vision for South Kensington in 2028

Prince Albert's vision of a wide range of world-class institutions connecting the science and art of the past, present and future will have been taken forward to reflect how our interpretation of culture is ever richer, embracing more of our everyday lives - entertainment, eating and drinking, and even shopping. South Kensington will continue to develop across this spectrum of cultural activity to remain a local, national and internationally-significant destination.

The spirit of social connectivity, so powerfully expressed in the soon to be completed public realm of Exhibition Road, will be developed throughout South Kensington through innovative public realm proposals, generous public spaces, unique retailing and cultural experiences. All the facilities developed for residents and visitors alike will be connected to create an inspiring, memorable and thoroughly contemporary re-evocation of the original Victorian vision.

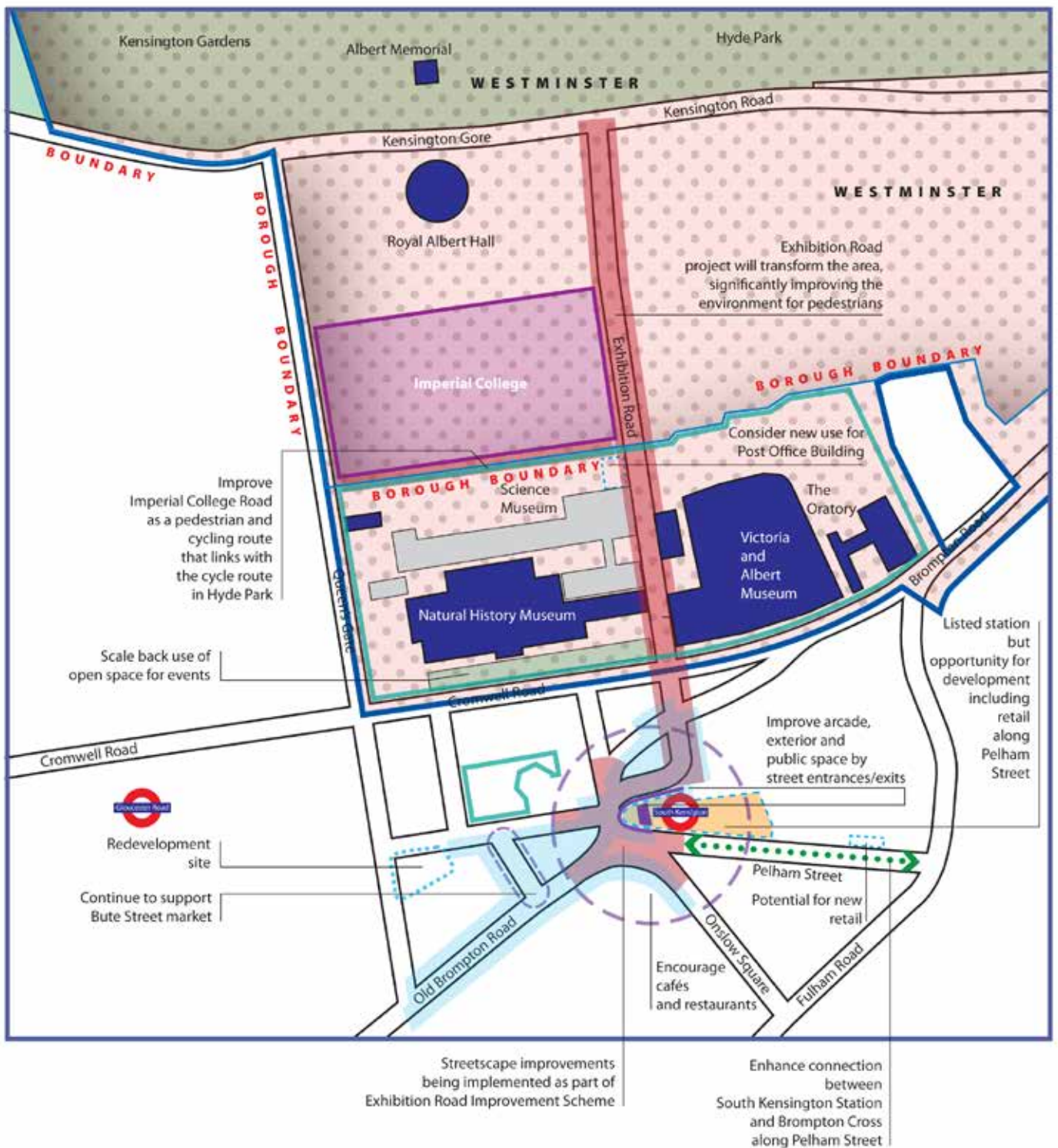
12.3 Priorities for action

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

Key issues and potential opportunities



SYMBOL DESCRIPTION

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

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 visitors¹.

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 found².

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 buildings³.

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 upon⁴.

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 uses⁵.

Better Travel Choices

12.3.9 The Council recognises South Kensington station requires modernisation to cope with the huge numbers of visitors, students and workers who use it daily. The station is Grade II Listed, but within this conservation constraint an appropriate and sympathetically-designed development could be introduced at and over the station. This must include provision of step-free access and improvements to the pedestrian tunnel to the museums would also be desirable⁶. This development could include the reintroduction of retail units along the north side of Pelham Street that would encourage footfall towards the designed 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 them⁷.

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 scheme⁸.

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 markets⁹.

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 resi-

dential amenity and the issues associated with the large volume of visitors is not straightforward¹⁰. 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 centre¹¹.

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 quality¹².

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 CP 12 South Kensington

The Council will ensure the continued success of South Kensington as a premier public cultural destination, and as a local shopping centre, by securing good quality public open spaces and 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 infrastructure¹³ that would help to deliver the vision for South Kensington has been identified:

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

Future plans and documents

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

Monitoring

12.4.6 The 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.



Victoria and Albert Museum



Chapter 13

Brompton Cross

13.1 Introduction

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

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

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

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

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

13.1.6 Fulham Road carries high volumes of traffic, but pedestrian movement is not unduly hindered by this as the pedestrian crossings are well

placed. However, the overall quality of pedestrian environment could be improved, particularly at the road junctions.

13.1.7 The nearest Underground station is South Kensington, which is approximately 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

CV 13

Vision for Brompton Cross in 2028

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

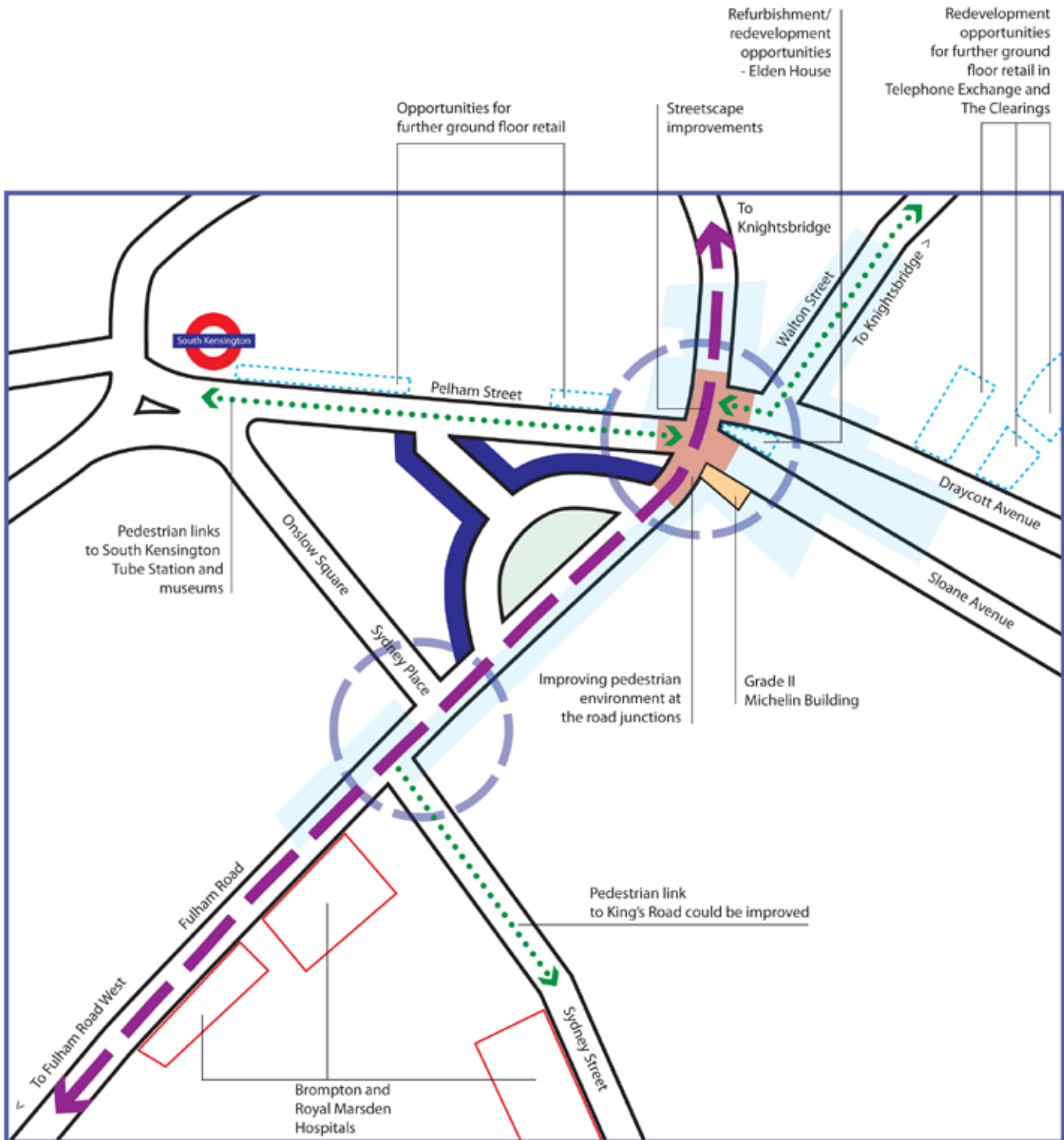
13.3 Priorities for action

13.3.1 The priorities for action for Brompton Cross have been set out under the strategic objectives for the 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 protected¹.

Key issues and potential opportunities



SYMBOL DESCRIPTION

High traffic volumes

Improve pedestrian access

Vista

Grade I and II* listed buildings

Selected Grade II Listed Buildings (not all Grade II listed buildings are shown)

Designated Shopping Centre

Public Realm Improvements

Public Open Space

Private green spaces (not all private green spaces are shown)

Potential development sites

13.3.3 The Council will look to accommodate retail growth within the existing Brompton Cross centre. Where necessary, the Council will look to expand the centre to include sites currently abutting or very close to the existing retail area, such as the Clearings and telephone exchange sites in Draycott Avenue, the London Underground Offices and the land along the underground cutting in Pelham Street. These sites have the potential for retail use at street level².

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 investigated³.

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 roads⁴.

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 Station⁵. This will also be considered as part of the redevelopment of the station⁶.

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 function⁷.

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 uses⁸.

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 Plan⁹ and encourage proposals to reduce exposure to air pollution and where possible improve air quality¹⁰.

13.4 Delivery

Development management

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

Policy CP 13

Brompton Cross

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

Quantum of development

13.4.2 There are no site allocations within Brompton Cross. However, there are redevelopment opportunities in Pelham Street, with the potential for ground floor retail. These sites are considered in the South Kensington Place Chapter 12. There is also the potential for mixed-use development, with retail at ground floor level, at the telephone exchange and the Clearings sites. The area of these sites is approximately 4,500sq.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 infrastructure¹¹ 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

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.

Michelin Building



Chapter 14

Knightsbridge

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 world-class 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

CV 14

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.

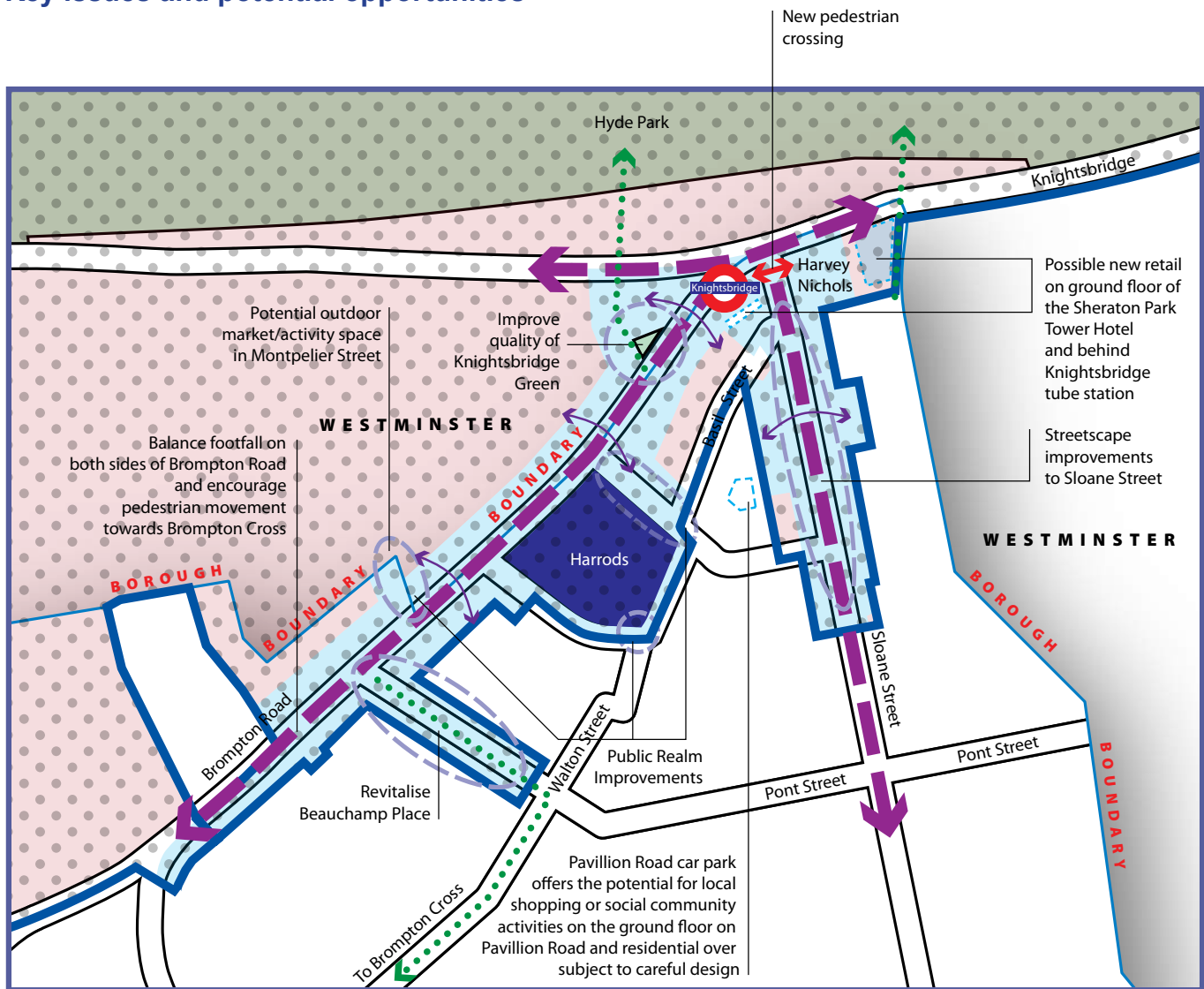
Fostering Vitality

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 level¹.

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 offer².

14.3.4 As a highly-accessible area with excellent links to the West End, Knightsbridge has

Key issues and potential opportunities



SYMBOL DESCRIPTION

	Create new link		Grade I and II* listed buildings
	Improve linkages/relationship		Designated Shopping Centre
	High traffic volumes		Public Open Space
	Improve pedestrian access		Potential development sites
	Vista		Central Activities Zone

developed as a location for high-quality hotels. The Council will continue to support this role and promote the area to visitors³.

14.3.5 The Council does not welcome hotels in the residential areas, although more hotels may be acceptable in the shopping area⁴.

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 residents⁵.

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 amenity⁶.

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 longer⁷.

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 investigated⁸.

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 assets⁹.

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 investigated¹⁰.

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 north-eastern part of the centre. The Council will uphold its duties to protect the special architectural and historical interest of the listed building¹¹.

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 environments¹².

Better Travel Choices

14.3.15 The centre is well served by public transport. Knightsbridge station lies at the north-eastern 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 Road¹³.

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 centre¹⁴.

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 pollution¹⁵.

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.

Policy CP 14 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 infrastructure¹⁶ 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 LDF¹⁷.

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?
5. Has Beauchamp Place regained its position as a unique part of the Knightsbridge offer?
6. Have any new hotels been developed in the shopping area?
7. Has the area been promoted to visitors?
8. Has the multi-storey car park in Pavilion Road been redeveloped?
9. Has Transport for London explored initiatives to improve the public realm on Brompton Road?
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.



Statue of Cardinal John Newman outside the Brompton Oratory

Harrods, Knightsbridge

Chapter 15

King's Road/Sloane Square

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.

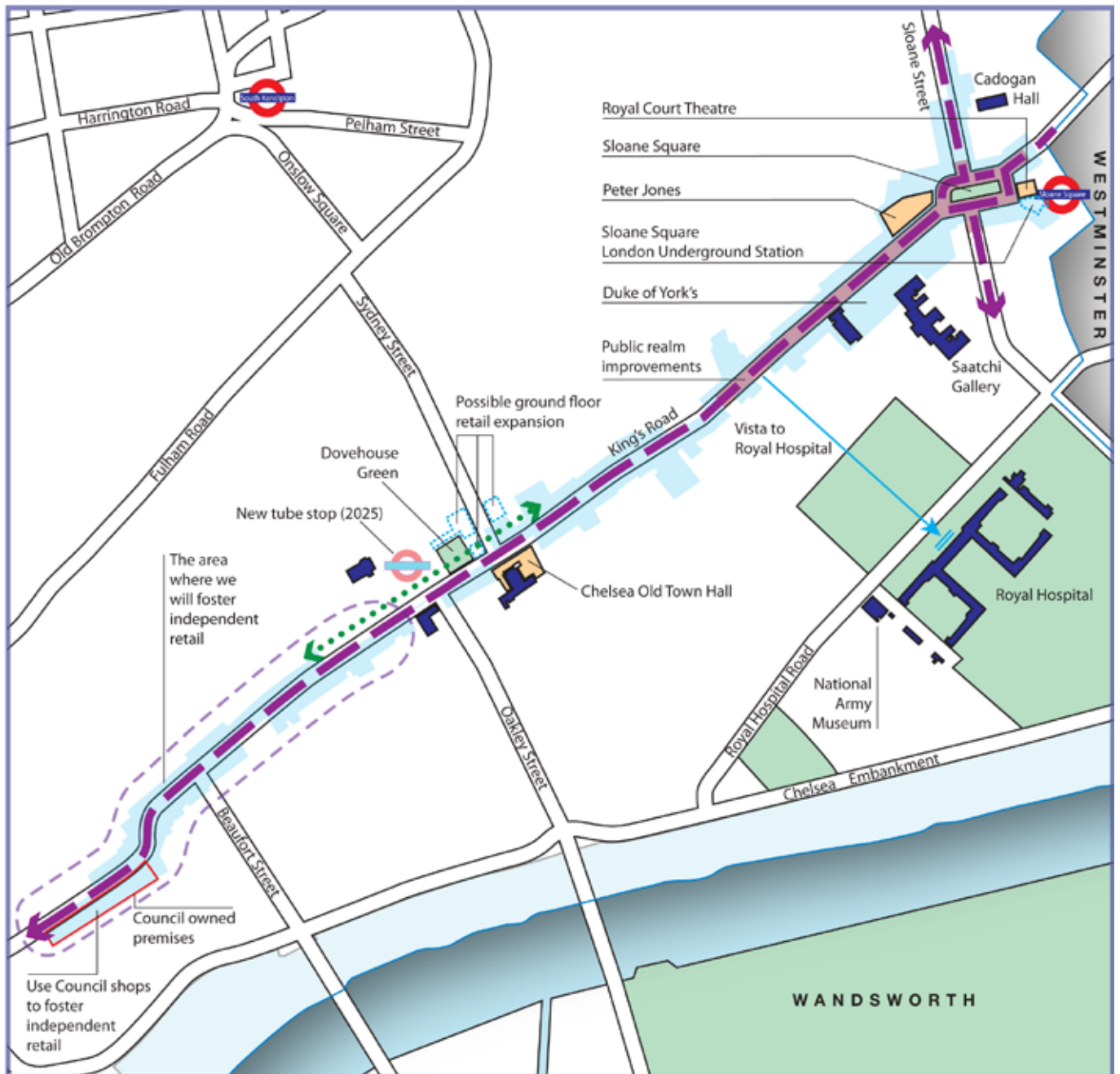
15.1.5 The King's Road includes listed terraces of shops, the high quality open space of the Duke of York's Square, and isolated gems such as the Blue Bird and Peter Jones on Sloane Square. Its distinctive architectural character, however, owes as much to the relationship between the main shopping street 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



SYMBOL DESCRIPTION

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



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

CV 15

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 west¹.

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 shops². 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 agreements³ linked to appropriate new large-scale retail development in, or at the edge, of these centre⁴. 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 Assessment⁵ 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 centres uses may also be suitable⁶.

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 centre⁷.

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 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)⁸. 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 areas⁹. 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 centre¹⁰.

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 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 promenade¹¹.

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 is¹².

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 stock¹³. 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.

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 CP 15

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 infrastructure¹⁴ 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?
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

Chapter 16

Notting Hill Gate

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 Plan¹. 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.

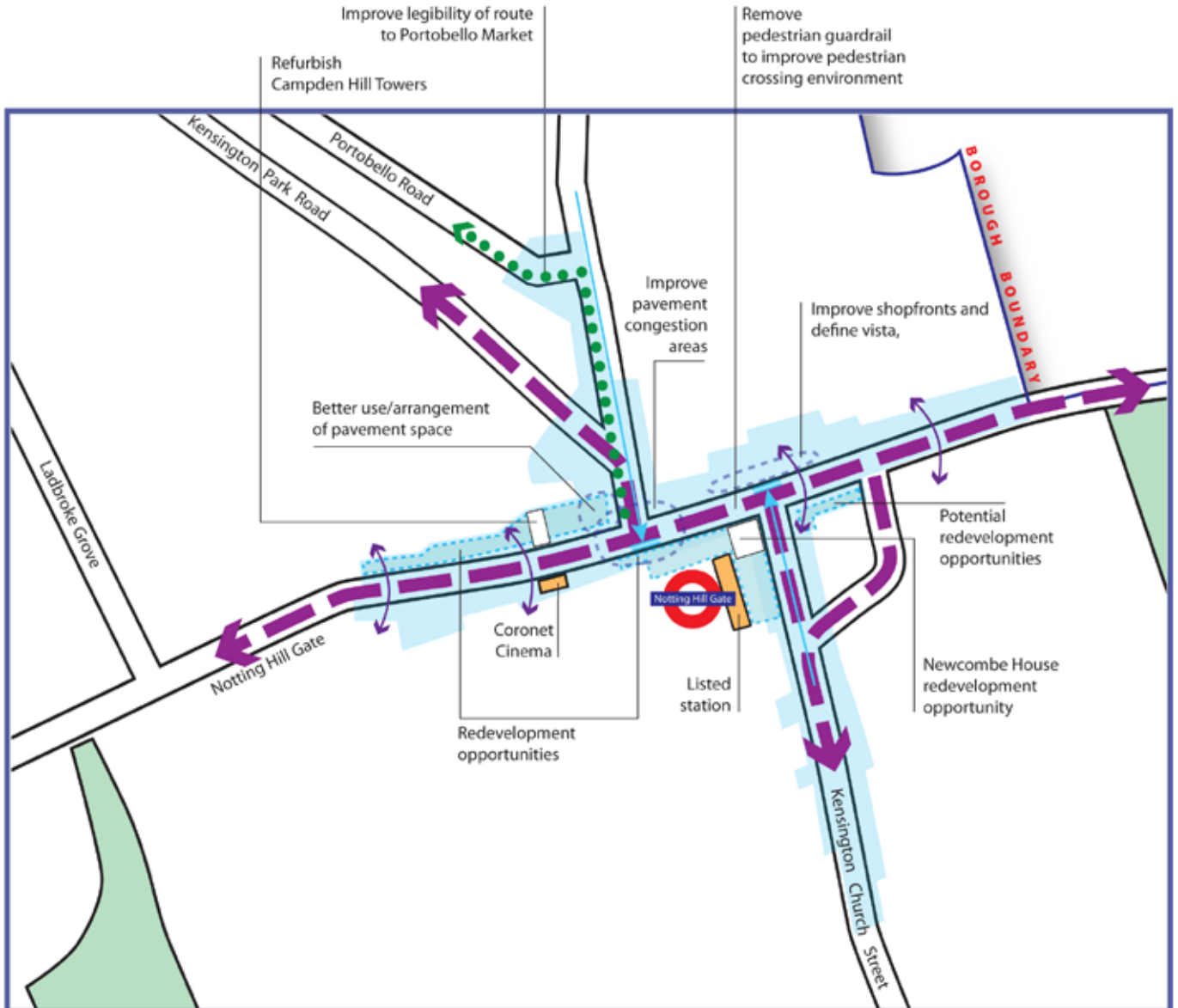
16.1.7 Notting Hill Gate has excellent public transport accessibility, with many bus routes and the Central, Circle and District lines, providing an important public transport interchange. The centre is within Public Transport Accessibility Level (PTAL) 6a, as shown on the PTAL map in Chapter 32. It 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. 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



SYMBOL	DESCRIPTION
	Improve linkages/relationship
	High traffic volumes
	Improve pedestrian access
	Vista
	Selected Grade II listed buildings (not all Grade II listed buildings are shown)
	Designated Shopping Centre
	Public Open Space
	Potential development sites



Notting Hill Gate looking west towards the Coronet Theatre

16.1.11 There are no strategic site allocations within Notting Hill Gate place contained in the Local Plan.

16.2 Vision

CV 16

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 centre². The Council will carefully monitor the proportion of food and drink uses, particularly hot-food takeaways, estate agents and bureaux de change in the centre³.

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 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 classes⁴. 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-ups⁵. 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 development⁶.

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)⁷.

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'⁸.

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 generations⁹.

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 areas¹⁰. The Council will work closely with land owners to bring this about¹¹.

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 area¹².

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 pavements¹³.

16.3.11 The Council will also seek the full restoration of the Grade II listed Coronet Cinema¹⁴.

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)¹⁵.

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 Gate¹⁶. 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 space¹⁷.

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 Road¹⁸. This will be achieved through contributions received from major development¹⁹ and working in partnership with London Underground and Transport for London²⁰.

Keeping Life Local

16.3.16 Notting Hill Gate will be enhanced and significantly improved as a District Centre for local people²¹. Provision of a new food store could encourage greater local use of the centre, although servicing must be satisfactorily resolved²². 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 space²³.

Diversity of Housing

16.3.17 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 floorspace²⁴.

16.3.18 The Council also acknowledges that refurbishment is the only viable option for improving Campden Hill Towers²⁵.

Respecting Environmental Limits

16.3.19 The Council will encourage proposals and design solutions which improve air quality and reduce noise along Notting Hill Gate²⁶. 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 House²⁷. 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.

16.4 Delivery

Development management

16.4.1 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 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 CP 16

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

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 infrastructure²⁸ 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.

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.



David Game House and Newcombe House

Chapter 17

Fulham Road

17.1 Introduction

17.1.1 Fulham Road Town Centre is a ‘district centre’¹ 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/Stamford 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

CV 17

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

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 London-wide residents alike².


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


Key issues and potential opportunities


SYMBOL DESCRIPTION


 Improve linkages/relationship

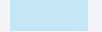
 High traffic volumes


 Improve pedestrian access

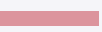
 Improve cycle access


 Grade I and II* listed buildings

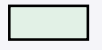
 Selected Grade II listed buildings (not all Grade II listed buildings are shown)

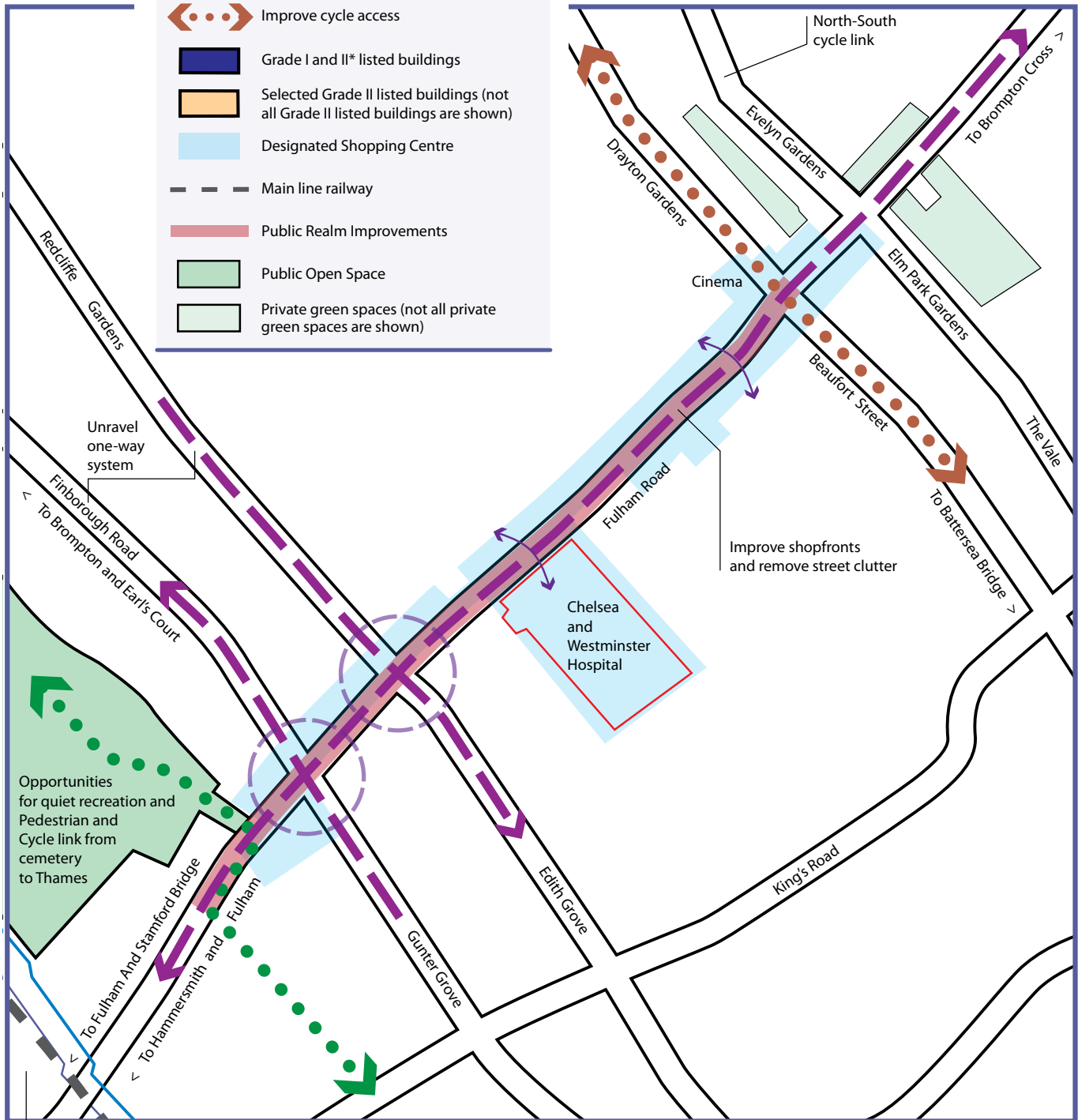
 Designated Shopping Centre

 Main line railway

 Public Realm Improvements

 Public Open Space

 Private green spaces (not all private green spaces are shown)



**HAMMERSMITH
and FULHAM**

street clutter³.

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 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 cemetery⁴.

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 line⁵. 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 encouraged⁶.

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 maintained⁷. Assessing food and drink uses will be done individually and cumulatively.

Renewing the Legacy

17.3.8 The Council will encourage uptake of shop-front improvement grants throughout the centre⁸.

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 uses⁹.

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 strategies¹⁰. There is also the potential for a green link to be created through the Brompton Cemetery to the King's Road¹¹.

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 infrastructure¹² 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 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 Road



Chapter 18

Lots Road/World's End

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 is 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 Bat-

tersea with Imperial Wharf station. The Council will welcome the construction of this pedestrian bridge¹.

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

CV 18

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. 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 Vic-

torian 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 area². There is also a need for high quality design standards throughout the area³.

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 contributions⁴.

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 recently⁵, it is a 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 area⁶.

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 residents⁷. 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 needed⁸. 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 borough⁹.

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 scheme¹⁰.

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 needed¹¹. 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 Wharf¹². The one-way system with a high volume of heavy traffic and poor pedestrian crossings makes for a poor pedestrian environment¹³. 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 Path¹⁴. Existing gaps will be closed as development opportunities come forward. River transport will be supported including commuter links to the City and the West End¹⁵.

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 the London Borough of Hammersmith and Fulham¹⁶. 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 Thames¹⁷.

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 purposes¹⁸. The use of Cremorne Wharf for waste management purposes could 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 industry¹⁹.

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 CP 18

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

18.4.3 A secondary school catering for 810 pupils is being built.

Infrastructure needs

18.4.4 The following infrastructure²⁰ 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.

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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.

