

# B2

## WATERFRONTS

AIM: Enhance the special character of the Waterfront by expressing its qualities and creating interest



BUTTLERS WHARF



TYPICAL WATERFRONT RESIDENTIAL SCHEME (CANADA WATER)



BRINDLEY PLACE



LANDSCAPE SCHEME ALONG WATER WAY (LOCATION UNKNOWN)



BARGE

# B2

## WATERFRONTS

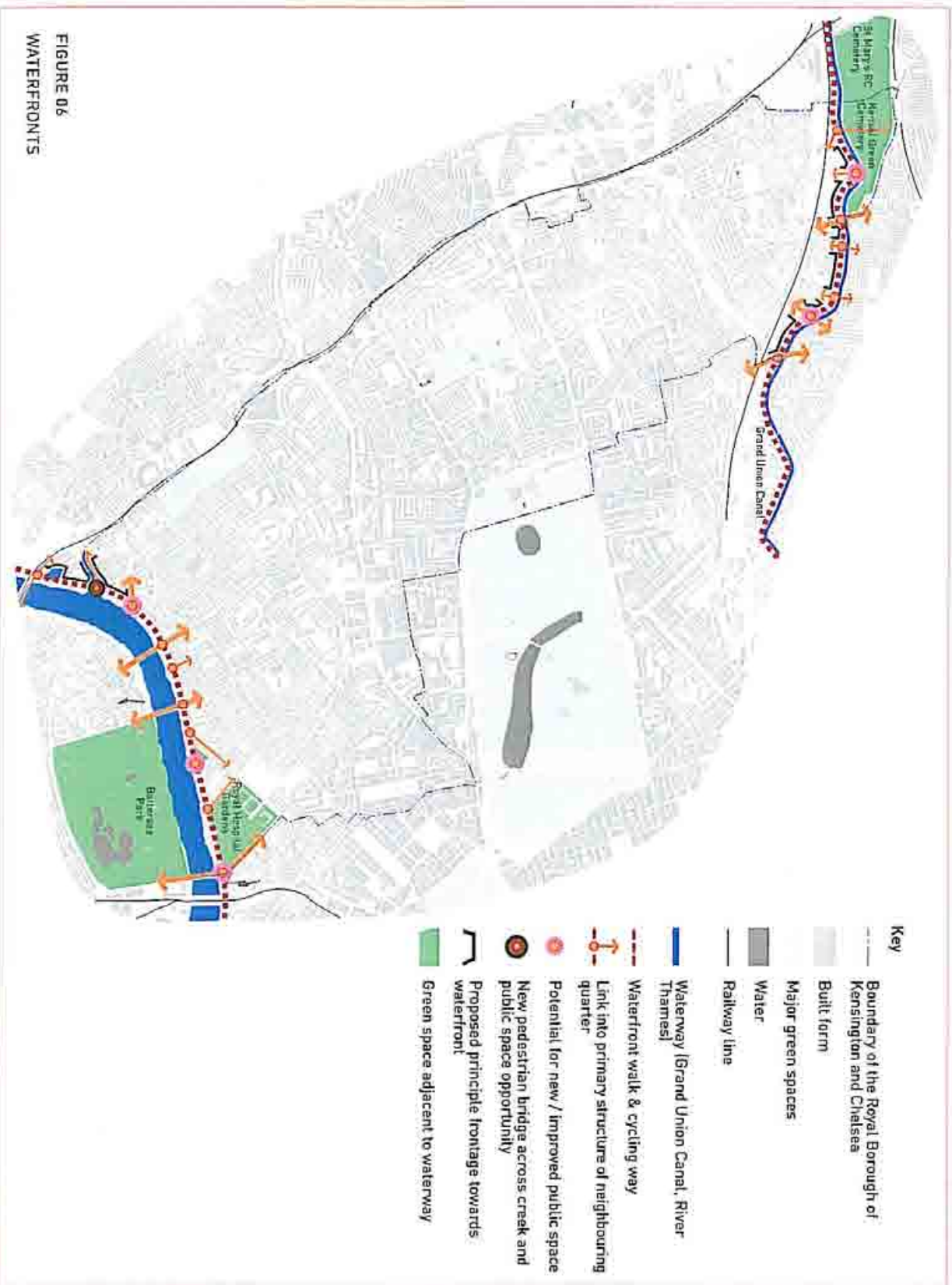


FIGURE 06  
WATERFRONTS

## CONTEXT

Although waterways are barriers, they are normally positively perceived. They have many inherent qualities that make them attractive elements within the urban fabric. Commonly they do not create visual barriers and they open up long views that assist orientation. With their quiet natural environment and varied wildlife, they offer amenities and recreational potential. Moving boats, moorings and associate activities animate the area and create interest.

As linear features, waterways intersect the urban fabric and are alternative and attractive ways to navigate. While boats and ferries commonly make use of this corridor, walking and cycling are equally important. Developments that come right to the edge of the waterway prohibit a continuous route. With redevelopment, opportunities can be created to provide continuous and integrated waterfront walkways.

Two barriers in the Borough are formed by waterways: the River Thames in the south and the Grand Union Canal Paddington Branch in the north. These also form the boundary with neighbouring boroughs.



# B2

## WATERFRONTS

# B2

## WATERFRONTS

URBAN DESIGN  
GUIDANCE

### URBAN DESIGN GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
CHARACTER	Enhance the special character of the waterway by expressing its qualities and creating interest	<ul style="list-style-type: none"><li>■ Provision should be made for typical water-based uses, such as houseboats moorings, ferry and other boat services</li><li>■ The natural environment and wildlife should be protected and enhanced</li><li>■ Easy access to the waterside should be created, and provided with amenities that invite people to stay, such as benches and attractive landscape treatment.</li><li>■ The visibility and perception of the waterway should be enhanced from neighbouring areas and crossing points, to create legible access routes</li></ul>
WATERFRONT WALKWAY	Create continuous and integrated, attractive and safe walking routes along the waterway	<ul style="list-style-type: none"><li>■ Existing waterfront walks should be joined up up to create a continuous, legible and publicly accessible route possibly on both sides of the waterway</li><li>■ Frequent links should be established to tie the walkway back into the route system of neighbouring areas, to encourage greater usage</li><li>■ A disability-friendly, high quality and well maintained public realm should be created</li><li>■ A sequence of different spaces should be developed, that express and respond to special situations along the waterway, i.e. moorings, curves, views, bridges, links</li></ul>

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>WATERFRONT WALKWAY</b></p>	<p>Create continuous and integrated, attractive and safe walking routes along the waterway</p>	<ul style="list-style-type: none"> <li>■ Appropriate lighting should be provided, especially below bridges, to create a well lit environment that enhances orientation and creates illuminated vistas</li> <li>■ Wherever possible, active frontages should be established towards the walk to create activity, which can spill out and assist overlooking and passive surveillance (windows of the principle rooms should overlook the walk).</li> <li>■ The area should be provided with active uses such as food and drink outlets that act as a destination and provide amenities</li> <li>■ An attractive and inviting waterfront walk with a dedicated design strategy should be developed</li> </ul>
<p><b>ADJACENT RE-DEVELOPMENT AND INTENSIFICATION</b></p>	<p>Promote developments that respond to the special environment and character of the waterfront and create defined and active frontages towards it</p>	<ul style="list-style-type: none"> <li>■ The redevelopment of areas with an adverse impact on the waterfront should be encouraged</li> <li>■ The setting of the waterway should be enhanced through good enclosure and the clear definition of space by building frontages</li> <li>■ New development should respond to the special environment and character of the waterfront and establish an appropriate relation with its immediate context in terms of scale and height</li> <li>■ Residential land uses should be encouraged and active frontages overlooking the waterway created. At ground level mixed use and residential uses could enhance active frontage. No ambiguous or leftover spaces should be permitted.</li> </ul>

# B2

## WATERFRONTS

### URBAN DESIGN GUIDANCE

#### SUPPORTING GUIDANCE

#### URBAN DESIGN GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
ADJACENT RE-DEVELOPMENT AND INTENSIFICATION	Promote developments that respond to the special environment and character of the waterfront and create defined and active frontages towards it	<ul style="list-style-type: none"> <li>Public realm should be of high quality and well-maintained.</li> <li>To assist legibility, the potential for special landmark developments that terminate long views along the waterway should be explored.</li> </ul>

#### SPECIFIC GUIDANCE

	BARRIER	OBJECTIVES
B2.1	River Thames	<ul style="list-style-type: none"> <li>Establish continuous Thames Riverwalk</li> <li>Enhance the existing walk and better integration into route network</li> <li>Potential to develop river frontage around Chelsea Power Station.</li> </ul>
B2.2	Grand Union Canal	<ul style="list-style-type: none"> <li>Enhance existing canal walk with better and more frequent integration into surrounding route network</li> <li>Opportunities to develop attractive canal frontage through redevelopment and conversion of existing buildings and comprehensive new developments on the gasholder site</li> </ul>

# B3

## MAJOR STREET CORRIDORS

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AIM: To reduce the impact of traffic on residential and commercial uses and improve the urban environment without adversely affecting traffic movement

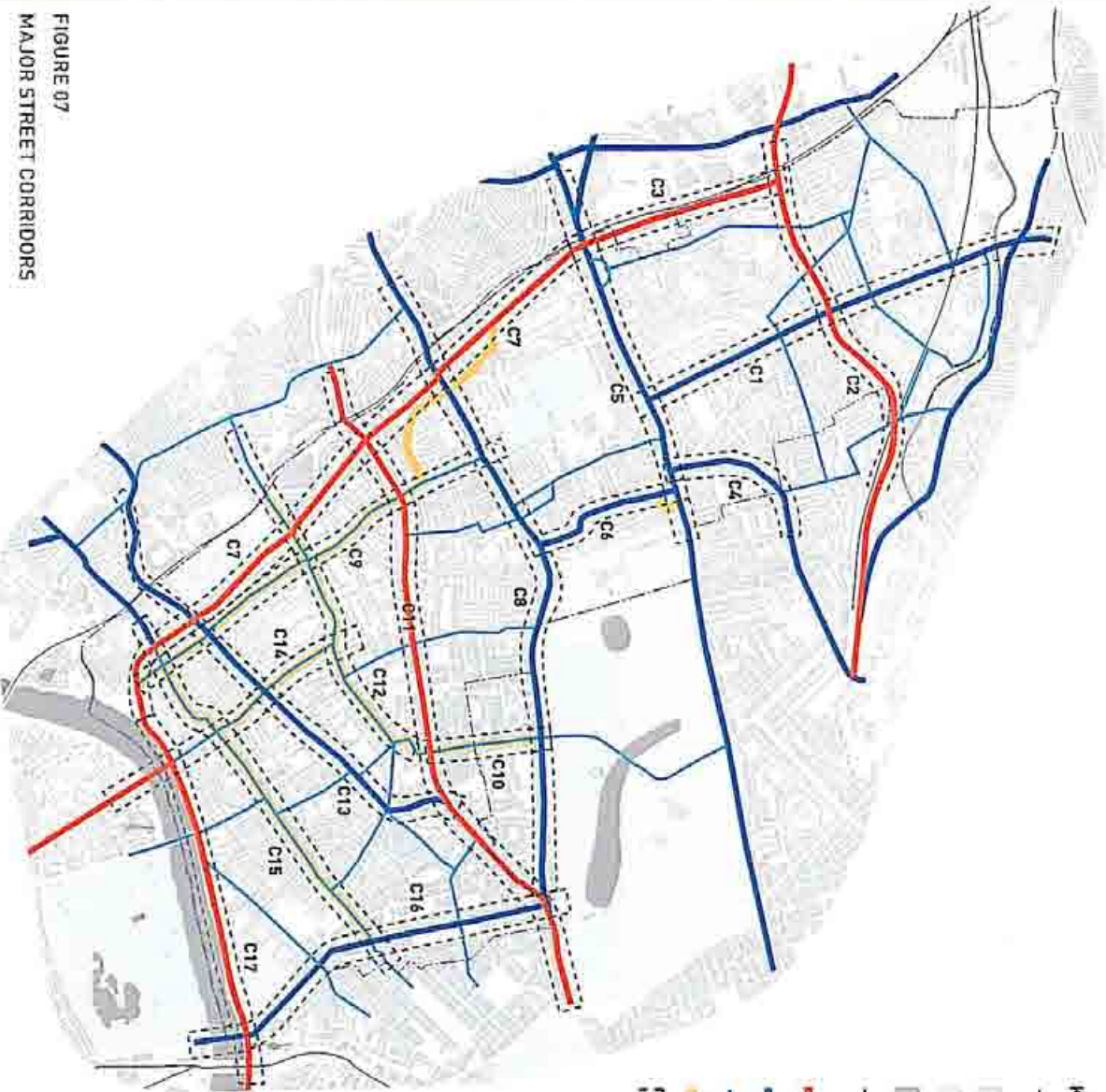


PRECEDENTS OF URBAN  
BOULEVARD SCHEMES



# B3

## MAJOR STREET CORRIDORS



### Key

- Boundary of the Royal Borough of Kensington and Chelsea
- Built form
- Major green spaces
- Waterways
- Railway line
- Strategic London road
- London distributor road
- Local distributor road
- Proposed change in road classification
- Corridor

### Character Corridors

- C1 Ladbroke Grove
- C2 Westway
- C3 West Cross Route
- C4 Farnbridge Road
- C5 Holland Park Avenue
- C6 Kensington Church Street
- C7 Holland Road & Warwick Road & Embury Road & Gunter Row & Cranmer Road Corridor
- C8 Earl's Court Road & Radcliffe Gardens & South Grove Corridor
- C9 Exhibition Road
- C10 Exhibition Road
- C11 Cromwell Road
- C12 Old Brompton Road
- C13 Fulham Road
- C14 Dayton Gardens & Brompton Street
- C15 King's Road
- C16 Pelham Street & Spang Avenue & Chelsea Bridge Road
- C17 Chelsea Embankment

FIGURE 07  
MAJOR STREET CORRIDORS



## CONTEXT

The Royal Borough is intersected by a number of strategic road corridors providing access to central London. These routes carry high volumes of traffic and have an adverse impact on their immediate surroundings.

The structure and character of these routes vary. Some parts of these routes are great streets with sufficient size and scale to accommodate substantial traffic movement without excessive harm to their character. In other parts infrastructure design, high traffic volumes and associated pollution has had an adverse effect on the character of the route and on adjacent buildings and activities. Such routes often cause severance between neighbourhoods.

The objective should be the creation of better streets which respond to transport needs yet are pleasant environments with active frontages. Many of the major streets in the Borough already combine the function of thoroughfare with high street (see Shopping Streets). Enhancement is needed to transform them into lively streets and as central spaces for the community, lined with active and viable uses.



# B3

MAJOR STREET  
CORRIDORS

# B3

## MAJOR STREET CORRIDORS

HERING PALM  
URBAN DESIGN  
BULLIVANCE

### PRINCIPAL GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
CHARACTER	<p>Improve the quality of the corridor and make it an attractive place to be especially for pedestrian.</p> <p>Reduce the severance created by the corridor. Emphasise and enhance the different character zones along the corridor.</p>	<ul style="list-style-type: none"> <li>■ Where high traffic volumes have an adverse effect on character and uses along the corridor, means of reducing traffic should be sought</li> <li>■ Pedestrian and cycleways and facilities should be enhanced where poor provision deters these modes of transport</li> <li>■ Connectivity between segregated neighbourhoods should be improved and better linkages established especially for pedestrians and cyclists</li> <li>■ The central function of the corridor should be maintained and enhanced by encouraging active uses with live frontages</li> <li>■ Corridors should be divided into character segments, and the particular attributes of different areas and edges should be expressed. This helps create local interest, assists orientation and legibility and enhances the distinctiveness of different areas</li> <li>■ The public realm should be improved with designs relating to and strengthening the local character</li> </ul>
TRANSPORT FUNCTION	<p>The design and distribution of space should balance strategic with local demands. Improve pedestrian and cycling conditions and provide measures to assist these modes.</p>	<ul style="list-style-type: none"> <li>■ The network should be rationalised and managed to reduce general and peak traffic volumes on key corridors. This can be helped by the introduction of the congestion charge extension, traffic management measures that divert or spread traffic onto other routes and the encouragement of the use of public transport, walking or cycling particularly for travelling within the district and into central London.</li> <li>■ Appropriately sized pavements should be provided, that correspond with the role of the route in the pedestrian network</li> </ul>

# B3

## MAJOR STREET CORRIDORS

### PRINCIPAL URBAN DESIGN GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>TRANSPORT FUNCTION</b></p>	<p>The design and distribution of space should balance strategic with local demands. Improve pedestrian and cycling conditions and provide measures to assist these modes.</p>	<ul style="list-style-type: none"> <li>■ Frequent safe crossing points should be provided for pedestrians, if necessary with toucan or signalised control. Pedestrian crossings should be direct and not inappropriately divert from the desire line.</li> <li>■ Continuous and direct cycling facilities could be provided along the route, ideally with cycle ways separated from the carriageway and footway.</li> </ul>
<p><b>TRANSPORT FUNCTION PUBLIC REALM DESIGN</b></p>	<p>Create a high quality design that relates to the local context and is robust, functional and elegant.</p>	<ul style="list-style-type: none"> <li>■ The public realm design should be of high quality and best practice. The selection of surface materials should relate to local character.</li> <li>■ The walking zone should be of sufficient width and free of street clutter.</li> <li>■ The greening of corridors should be explored where this does not contradict local character, to mitigate the adverse impact of traffic such as visual, noise and air pollution.</li> <li>■ Corridors need to be appropriately equipped with seating and other convenient facilities such as signage, litterbins and cycling racks.</li> </ul>
<p><b>FRONTAGES</b></p>	<p>Enhance frontage condition along corridors to support overlooking and animation of the street space</p>	<ul style="list-style-type: none"> <li>■ Encourage the creation of active frontages with openings and entrances oriented towards the street corridor to help security, surveillance and the animation of the corridor.</li> <li>■ At central places and intersections with important routes, uses should be encouraged that establish an active relationship with the public realm, act as destinations and reinforce the central function of the corridor for the surrounding neighbourhoods.</li> </ul>

# B3

## MAJOR STREET CORRIDORS

### PRINCIPAL URBAN DESIGN GUIDANCE

#### SPEEDY GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>LEGIBLE BOROUGH INITIATIVE</b>	Make the Royal Borough more legible and express its local distinctiveness	<ul style="list-style-type: none"> <li>Corridors and their destinations should be signposted</li> <li>Along the corridor, information including signs, badges and boards should be provided on local character areas and places of interest, especially at the edges of character areas. Clutter should be avoided.</li> </ul>

#### SPECIFIC GUIDANCE

CODE	CORRIDOR	OBJECTIVES
B3.1	Ladbroke Grove	<ul style="list-style-type: none"> <li>Character improvement to northern section of Ladbroke Grove and around Ladbroke Grove Station</li> <li>In these sections, establish better frontage conditions and an enhanced pedestrian environment</li> <li>Emphasise the different character zones the corridor passes through</li> </ul> <p>See also A1 Conservation areas, A2 Transformation areas, A3 Central Nodes, B1 Barriers, B2 Waterways, C1 Shopping Street, C3 Green Space Network, C4 Discovery Routes.</p>
B3.2	West Way	<ul style="list-style-type: none"> <li>Character improvement for areas along and below the Westway</li> <li>Explore opportunities for higher value developments along and below the Westway</li> <li>Open up a continuous surface route along/below the Westway</li> <li>Establish active frontages towards this surface route</li> </ul>



# B3

## MAJOR STREET CORRIDORS

### SPECIFIC GUIDANCE




CODE	CORRIDOR	OBJECTIVES
B3.2	West Way	<ul style="list-style-type: none"> <li>■ Reduce segregation and enhance cross linkages</li> <li>■ Mitigate the adverse impacts of corridor as noise, air and light pollution</li> </ul> <p>See also A1 Conservation areas, A2 Transformation areas, A3 Central Nodes, B1 Barriers, C1 Shopping Streets, C3 Green Space Network, C4 Discovery Routes.</p>
B3.3	West Cross Route	<ul style="list-style-type: none"> <li>■ Character improvements for areas along and below the West Cross Route</li> <li>■ Explore opportunities for higher value developments along and below the West Cross Route and its intersection with the Westway</li> <li>■ Explore the potential for realigning the corridor north of the Hammersmith and City Line crossing, combining the separate routes into a single corridor parallel to the railway. This would free up substantial development opportunities</li> <li>■ Open up continuous surface route along/below the West Cross Route</li> <li>■ Establish active frontages towards this surface route</li> <li>■ Reduce segregation and enhance cross linkages</li> <li>■ Mitigate the adverse impacts of the corridor as noise, air and light pollution</li> </ul> <p>See also A2 Transformation areas, B1 Barriers, C3 Green Space Network..</p>



# B3

## MAJOR STREET CORRIDORS

### SPECIFIC ILLUSTRATION

CODE	CORRIDOR	OBJECTIVES
B3.4	<p>Pembridge Road</p> 	<ul style="list-style-type: none"><li>Route serves as primary pedestrian access to Portobello Road from Notting Hill Tube Station. Improvement of pedestrian environment in this section with wider and safer footways, sufficient spill out space fronting the retail units and a quality public realm</li></ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets.</p>
B3.5	<p>Holland Park Avenue</p> 	<ul style="list-style-type: none"><li>Enhance the character of the route</li><li>Improve the public realm and pedestrian environment</li></ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C3 Green Space Network, C4 Discovery Routes.</p>
B3.6	<p>Kensington Church Street</p> 	<ul style="list-style-type: none"><li>Enhance the character of the route</li><li>Improvement to pedestrian environment, with sufficient footway sizes and better facilitation of pedestrian movement along and across the corridor</li></ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C3 Green Space Network</p>

CODE	CORRIDOR	OBJECTIVES
B3.7	Holland Road/ Warwick Road / Finborough Road/ Gunter Grove/ Cremorne Road Corridor	<ul style="list-style-type: none"> <li>■ Current proposals for the congestion charge extension show this corridor as forming part of the orbital route along the edge of the congestion charge zone. To make this work effectively, thought needs to be given as to how best to establish a sufficient sized transport corridor that accommodates sufficient traffic volumes in each direction, with appropriate footways and cycling facilities and a good environment for the uses either side.</li> <li>■ This would have implications for the other arm of the current gyratory following Addison Road, Warwick Gardens, Pembroke Road, Earls Court Road, Redcliffe Gardens, Edith Grove. The aim must be to relieve these and neighbouring areas from high traffic volumes and associated adverse impacts, achieve substantial character improvements in the Earls Court Road Corridor, and enhance the character and residential qualities of adjacent conservation areas. The potential for development contributions to help co-fund required works should be investigated.</li> <li>■ An appropriate solution to this corridor should be sought by a joint initiative of the GLA, TfL, RBKC and local stakeholders.</li> </ul> <p>See also A1 Conservation areas, A2 Transformation area, A3 Central Nodes, C1 Shopping Streets, C2 Major Visitor Attractions, C3 Green Space Network</p>



# B3



## MAJOR STREET CORRIDORS

### SPECIFIC GUIDANCE

# B3

## MAJOR STREET CORRIDORS

### SPRINKLE BLINDAGE

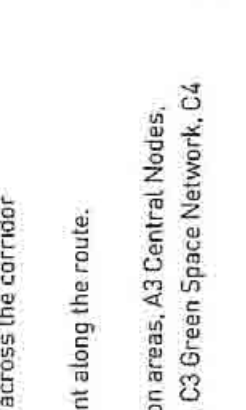


CODE	CORRIDOR	OBJECTIVES
B3.8	High Street Kensington 	<ul style="list-style-type: none"><li>Enhance the character of the western arm of Kensington High Street from Earls Court Road to Olympia Station</li><li>Extend the successful public realm improvement scheme towards the west.</li></ul> See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C3 Green Space Network
B3.9	Earl's Court Road/ Redcliffe Gardens/ Edith Grove Corridor 	<ul style="list-style-type: none"><li>Character improvement</li><li>Emphasise the different character zones the corridor passes through</li><li>Reduce the adverse impact of traffic, by changing the status of this route and potentially downgrading it, see B3.7</li><li>Improve the pedestrian environment, with sufficient footway sizes and better facilitation of pedestrian movement along and across the corridor</li></ul>
B3.10	Exhibition Road	<ul style="list-style-type: none"><li>Covered by the Exhibition Road project by RBKC, City of Westminster and the Mayor of London</li></ul> See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C2 Major Visitor Attractions, C3 Green Space Network
B3.11	Cromwell Road	<ul style="list-style-type: none"><li>Extend A4 Green Corridor project from Earls Court Road to Knightsbridge</li><li>Enhance and emphasise the different character zones along the corridor</li><li>Reduce the adverse impact of traffic onto surrounding uses and the environment</li></ul>



# B3

## MAJOR STREET CORRIDORS



### STRATEGIC ALIGNMENT


CODE	CORRIDOR	OBJECTIVES
<p><b>B3.11</b></p>	<p>Cromwell Road</p> 	<ul style="list-style-type: none"> <li>■ Improve the pedestrian environment, with sufficient footway sizes and better facilitation of pedestrian movement along and across the corridor</li> <li>■ Encourage frontage development/ improvement along the route.</li> </ul> <p>See also A1 Conservation areas, A2 Transformation areas, A3 Central Nodes, C1 Shopping Streets, C2 Major Visitor Attractions, C3 Green Space Network, C4 Discovery Routes</p>
<p><b>B3.12</b></p>	<p>Old Brompton Road</p> 	<ul style="list-style-type: none"> <li>■ Enhance the character of the route</li> <li>■ Improve the pedestrian environment, with sufficient footway sizes and better provision for pedestrian movement along and across the corridor</li> </ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C2 Major Visitor Attractions, C3 Green Space Network, C4 Discovery Routes</p>
<p><b>B3.13</b></p>	<p>Fulham Road</p> 	<ul style="list-style-type: none"> <li>■ Enhance the character of this route</li> <li>■ Improve the pedestrian environment, with sufficient footway sizes and better provision for pedestrian movement along and across the corridor</li> </ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C2 Major Visitor Attractions, C3 Green Space Network, C4 Discovery Routes</p>

# B3

## MAJOR STREET CORRIDORS

### SPECIFIC GUIDANCE

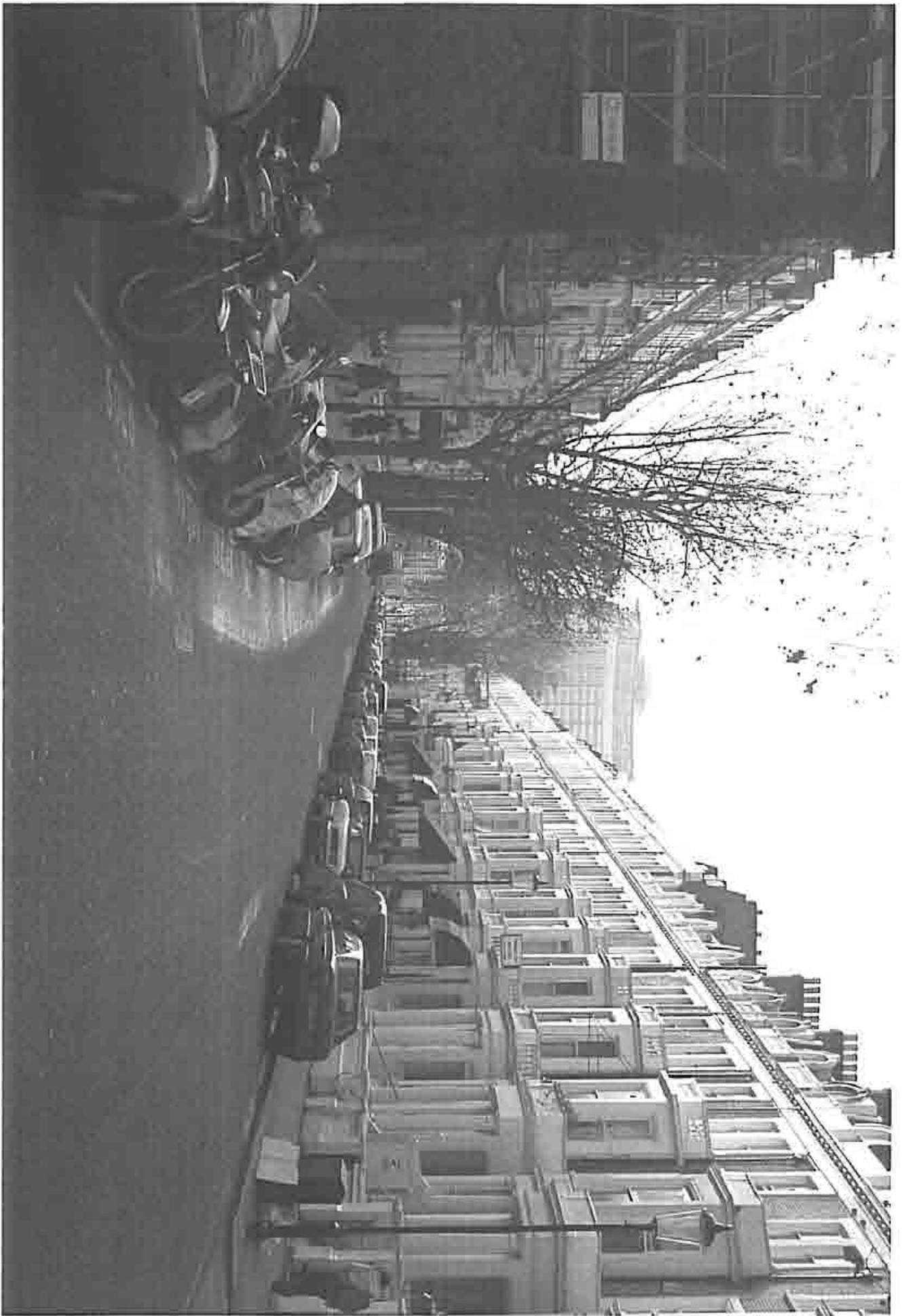
CORRIDOR	OBJECTIVES
<p><b>B3.14</b></p> <p>Drayton Gardens / Beaufort Street</p> 	<ul style="list-style-type: none"> <li>■ Enhance the character of this route</li> <li>■ Improve the pedestrian environment, with sufficient footway sizes and appropriate provision for pedestrian movement along and across the corridor</li> </ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C4 Discovery Routes</p>
<p><b>B3.15</b></p> <p>King's Road</p> 	<ul style="list-style-type: none"> <li>■ Character enhancement of the corridor west of Beaufort Street – frontage improvement and improvement to pedestrian environment</li> <li>■ Street covered in detail in C1 Shopping Streets</li> </ul> <p>See also A1 Conservation areas, A2 Transformation areas, A3 Central Nodes, C1 Shopping Streets, C3 Green Space Network, C4 Discovery Routes</p>
<p><b>B3.16</b></p> <p>Pelham Street / Sloane Avenue / Chelsea Bridge Road</p>	<ul style="list-style-type: none"> <li>■ Enhance the character of this route</li> <li>■ Enhance and emphasise the different character zones along the corridor</li> <li>■ Enhance the pedestrian environment, with sufficient footway sizes and appropriate provision for pedestrian movement along and across the corridor</li> </ul> <p>See also A1 Conservation areas, A3 Central Nodes, C1 Shopping Streets, C3 Green Space Network</p>

CORRIDOR	OBJECTIVES
<p>B3.17 Chelsea Embankment</p> 	<ul style="list-style-type: none"> <li>■ In current proposals, this corridor forms part of the orbital route along the edge of the proposed extension to the congestion charge zone. This may increase traffic volumes. The steps required to create and strong, attractive route for all users combined with a good environment should be investigated.</li> <li>■ Enhance and increase the number of pedestrian crossing facilities to improve access to the waterfront walk from approaching streets, and in particular the approaching routes of the green chain and discovery route network.</li> <li>■ Mitigate the impact of traffic on the waterfront walk.</li> <li>■ Improve cycling facilities with continuous cycle ways along the road.</li> </ul> <p>See also A1 Conservation areas, B2 Waterfronts, C3 Green Space Network, C4 Discovery Routes</p>

# B3

## MAJOR STREET CORRIDORS

### SPECIFIC GUIDANCE



# C1

## SHOPPING STREETS & PRECINCTS

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AIM: Enhance shopping streets, strengthen their special character and make them distinct and attractive.



KENSINGTON HIGH STREET



EARL'S COURT STATION



PORTOBELLO ROAD

DUKE OF YORK SQUARE



# C1

## SHOPPING STREETS & PRECINCTS

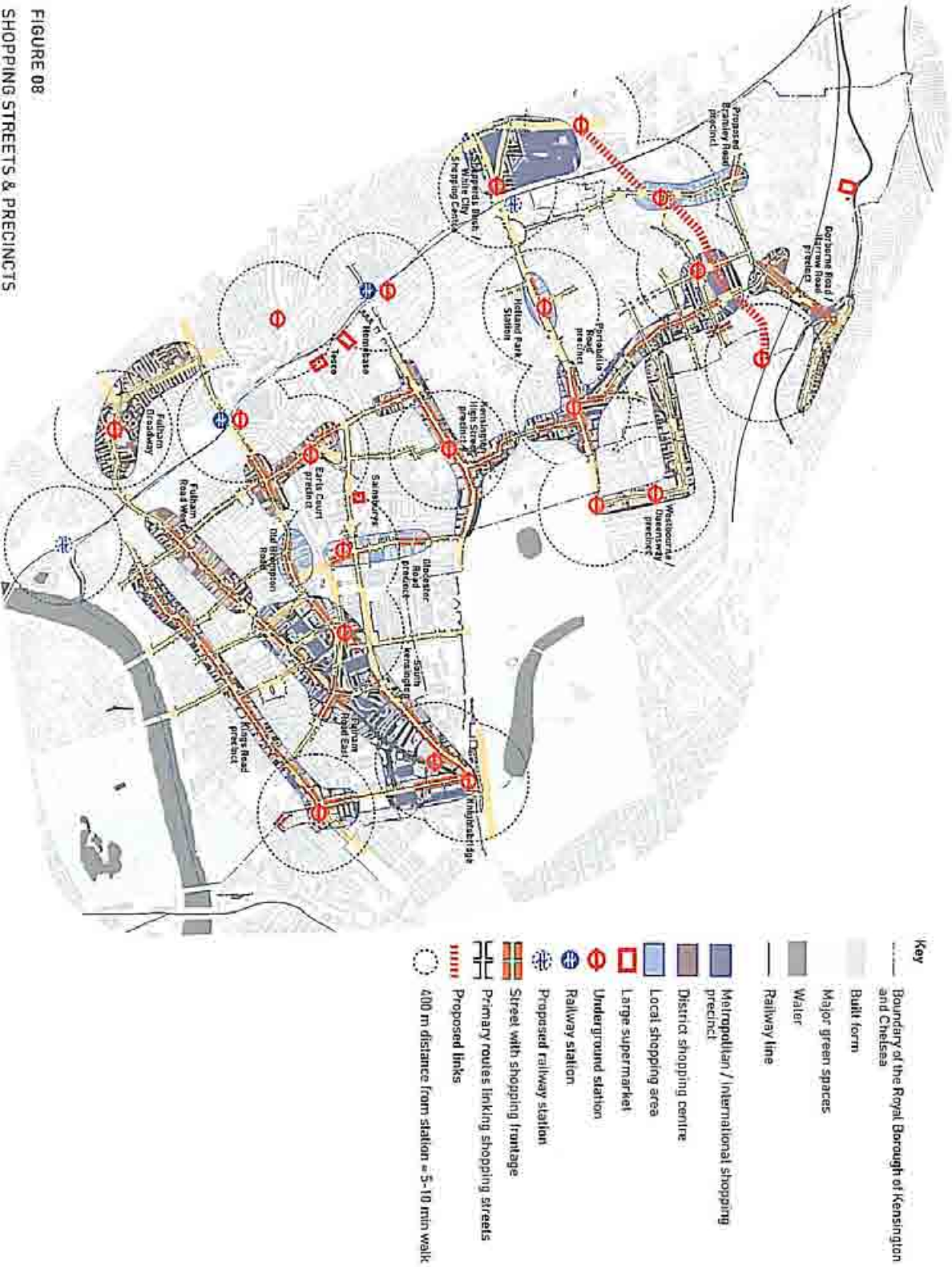


FIGURE 08  
SHOPPING STREETS & PRECINCTS

## CONTEXT

The Royal Borough of Kensington and Chelsea is home to a number of shopping streets with local, metropolitan and even international reach. These offer a wide variety of different shopping experiences across the entire spectrum, and include famous areas, such as Knightsbridge, Sloane Square, Kings Road, Kensington High Street and Portobello Road. These places also are linked with the identity of the Royal Borough and its rise as an important visitor destination.

Most of the shopping precincts in the Royal Borough evolved from local centres located along historic routes. Nowadays some these routes play also an important role in the strategic route network, and the road corridor function conflicts with the shopping use. Shopping areas depend on their walking accessibility. With shopping streets commonly consisting of retail uses on either side of a highway, the ease of crossing has a significant impact on their performance and success. There is evidence that the public realm improvement scheme in Kensington High Street, with its more convenient crossing facilities, has led to a notable improvement in the health of the previously disadvantaged north side of the street and has improved the overall performance of the shopping precinct.

Shopping streets are primary pedestrian corridors, linking principal destinations. These streets are generally wide, and should have generous well-maintained pavements, designed to allow for efficient and pleasant pedestrian movement.

Accessibility by public transport has a strong impact on the intensity and type of retail use present in the shopping area. In the Royal Borough, the majority of these shopping streets coincide with, or commence at, central nodes. Bus routes that pass along the shopping street can assist its performance, but generally the activity of the centre decreases when further away from frequent public transport services such as a tube station or a major bus corridor, and the type of use change. This is especially apparent along Kings Road and Fulham Road where the character of the road varies considerably, with comparison retail with international brands at one end and local retail and neighbourhood uses at the other.

Shopping precincts are visitor destinations in their own right and offer a leisure and social experience. The enjoyment of these places can be enhanced by the creation of an attractive, interesting and diverse environment, which provides complementary facilities and amenities. Successful indoor shopping centres provide a variety of public spaces and "plazas", where people can sit, rest and enjoy. Outdoor shopping

# C1

## SHOPPING STREETS & PRECINCTS

# C1

## SHOPPING STREETS & PRECINCTS

streets similarly should enhance their attractiveness and competitive advantage with the provision of attractive public spaces. These can provide a role as stopover places along the route, with varying character, amenities and supporting uses such as food and drink outlets and outdoor dining.

With a distinct character, complemented by appropriate amenities and potential elements that create interest such as water features and public art, shopping streets can become destinations in their own right, display a positive identity and act as local landmarks. A rhythm of different spaces along a shopping street can enhance the legibility of the street by breaking it into comprehensible segments. These places may also mark the start and end points of the street, or the intersection with important cross routes. The Duke of York's Square off Kings Road is a successful example of such a space. Currently, however, there are few such spaces in the Royal Borough's shopping streets.





## GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
CHARACTER	Maintain and enhance the distinctive character and improve attractiveness and walkability of the shopping street	<ul style="list-style-type: none"> <li>■ The function and attractiveness of the shopping street should be enhanced</li> <li>■ The differences in character of different street sections should be stressed</li> <li>■ There should be an integrated pedestrian environment, with frequent amenities and crossings</li> </ul>
LEGIBLE BOROUGH INITIATIVE	Make Royal Borough more legible by providing information about shopping streets, places of interest and key routes.	<ul style="list-style-type: none"> <li>■ Information should be provided about the shopping area, with key uses, available public transport provision and places of interest. Clutter should be avoided.</li> <li>■ Routes to nearby central nodes, other shopping streets or places of interest should be signposted or expressed.</li> </ul>
SCALE: HEIGHT AND MASSING	Maintain and enhance the typical variation in scale of developments along street sections to strengthen local character and coherency	<ul style="list-style-type: none"> <li>■ The scale of development, and the variation in scale, should take its cue from adjoining developments, to relate sensitively to the existing streetscape.</li> <li>■ Extreme contrast in scale compared with its context should be avoided.</li> <li>■ Extensive overshadowing of the shopping street should be avoided.</li> <li>■ Developments should avoid breaking the continuity of the street.</li> <li>■ Taller buildings should preferably sit at corners or special places. Specific guidance on higher building enclosed in the tall building section of this study.</li> </ul>

# C1

## SHOPPING STREETS & PRECINCTS

URBAN DESIGN  
SUBSTRATUM

# C1

## SHOPPING STREETS & PRECINCTS

URBAN DESIGN  
TABLE 4.1.1

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
LAND USE	Maintain and enhance the distinct mix of land uses, encourage active uses above shops.	<ul style="list-style-type: none"> <li>■ A mix of retail and supporting uses should be maintained and enhanced throughout the specific character segments of the street and diversity should be encouraged.</li> <li>■ Active uses above shops, such as commercial or residential uses, should be promoted with careful consideration given to issues such as noise, entrance location, servicing and parking facilities.</li> </ul>
FRONTAGES	Maintain and enhance continuous and active frontages with a great variety of shop fronts	<ul style="list-style-type: none"> <li>■ In the interest of maintaining the character of the streets the typical height of shop fronts should be maintained by any future developments</li> <li>■ Some canopies may be considered where a development promotes outdoor/pavement café type uses, but the form and character of these elements will require detailed consideration</li> <li>■ Entrances to uses above shops should be located at street level in front.</li> </ul>
STREET DESIGN	<p>Make shopping streets attractive places for all users.</p> <p>Balance space in requirements of motorised transport against the needs of pedestrians and cyclists.</p>	<ul style="list-style-type: none"> <li>■ Pavement width should be maximised, and carriageway should be reduced to the minimum acceptable dimension</li> <li>■ Formal pedestrian crossings should be frequent, direct and follow desire lines.</li> <li>■ A dedicated refuge area in the centre of the road with a surface treatment distinct from the carriageway can assist informal crossing activities and should be provided when space is available.</li> <li>■ Most guard railings are unnecessary and should be removed</li> </ul>

# C1

## SHOPPING STREETS & PRECINCTS

1000-10-10000  
 1000-10-10000

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>STREET DESIGN</b></p> <p>Make shopping streets attractive places for all users.</p> <p>Balance space requirements of motorised transport against the needs of pedestrians and cyclists.</p>	<ul style="list-style-type: none"> <li>■ Wherever possible additional space for cyclists should be provided, segregated or clearly marked on street. In regular distances along the street, at public spaces and near underground stations, bicycle parking facilities should be provided.</li> <li>■ Short term car parking may benefit the viability of shops and contribute to a lively street scene. Parking activities slow general traffic movement down, which makes it easier for pedestrian to cross. However, uninterrupted lines of parked cars reduce visibility for pedestrian especially for children and elderly, which increases the risk for crossing streets. Parking could be located in off-street bays in smaller groups interrupted by yellow lines for easier crossing.</li> <li>■ Car parking or servicing bays should not preclude the establishment of sufficient sized footways.</li> </ul>	<ul style="list-style-type: none"> <li>■ Public transport provision should be enhanced with better services and attractive stations and stops</li> <li>■ Legible and signed routes should be created to nearby public transport nodes</li> <li>■ An attractive environment should be provided for walking and cycling</li> <li>■ Traffic management possibilities should be explored to reduce non-destination vehicular traffic on shopping streets, such as re-routing transit traffic, reducing capacity, restricting access, effecting temporary closures in peak periods.</li> </ul>
<p><b>ACCESS</b></p> <p>Public transport, walking and cycling should be encouraged as principle modes to approach shopping streets</p>		


# C1

## SHOPPING STREETS & PRECINCTS

GENERAL PURPOSE  
BROADLY

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
ACCESS	Public transport, walking and cycling should be encouraged as principle modes to approach shopping streets	<ul style="list-style-type: none"> <li>Car parking should be managed and regulated with early interception and guidance to dedicated underground or multi storey car parks in the interior of urban blocks. Signage clutter should be avoided.</li> </ul>
PUBLIC SPACE	Create attractive public spaces along the shopping street to enhance amenity provision	<ul style="list-style-type: none"> <li>The potential for creating diverse and attractive public spaces as rest areas along shopping streets should be explored, providing them with different characters, appropriate amenities and supporting uses such as cafés, restaurants and leisure uses</li> <li>Spill out uses such as sitting-out terraces should be encouraged, together with elements that evoke interest e.g., water features and public art, to animate the space</li> <li>Spaces should be located at interchanges with important cross routes</li> <li>A distinct identity should be fostered by enhancing particular qualities and character of each place, and by expressing key buildings and elements of interest.</li> </ul>
PUBLIC REALM	Create a high quality and coherent public realm treatment	<ul style="list-style-type: none"> <li>There should be coherent and high quality public realm treatment throughout the shopping area, including appropriate facilities and amenities</li> <li>Interesting and inviting public realm design should be created that allows for meeting, waiting, lingering and sitting out, possibly including an animating focus such as a water feature, public art or special lighting</li> </ul>

**SPECIFIC GUIDANCE**

CODE	SHOPPING PRECINCT	OBJECTIVES
C1.1	<p>Portobello Road</p> 	<ul style="list-style-type: none"> <li>■ Enhance distinctive character</li> <li>■ Improve the linkage from Notting Hill Gate to Portobello Road with wider and more attractive footways</li> <li>■ Improve the linkage from Ladbrooke Grove Station to Portobello Road</li> <li>■ For the central part of Portobello Road, explore the opportunity for restricting vehicle access for residents and local businesses only</li> <li>■ Enhance the public realm – explore the opportunity to establish shared surface street, with a continuous pavement surface which is designed for efficient and enjoyable pedestrian movement.</li> <li>■ Retain and enhance provision with market stalls, prohibit on-street parking in parts of the street where market stalls occupy the street space to enhance character.</li> <li>■ The street link between Raddington Road and Golborne Road is unattractive and of adverse character – encourage the development of active frontages and where appropriate shop front development.</li> <li>■ Explore the creation of a number of public spaces at key places along Portobello Road</li> </ul>

# C1

## SHOPPING STREETS & PRECINCTS

2025  
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# C1

## SHOPPING STREETS & PRECINCTS

Economic  
Influence

CODE	SHOPPING PRECINCT	OBJECTIVES
C1.2	Kensington High Street precinct	<ul style="list-style-type: none"><li>■ Implemented showcase project – best practice example</li><li>■ Development opportunity at intersection of Kensington High Street with Earls Court Road (including Commonwealth Institute) to create welcoming gateway that announces the entry into the precinct</li><li>■ Create an attractive public space north of Earls Court Road junction which is enclosed on three sides by active frontages and establishes a better setting for the entrance into Holland Park and Holland Walk</li></ul>
C1.3	Knightsbridge/South Kensington/ Fulham Road East precinct	<ul style="list-style-type: none"><li>■ Consolidate the various principal shopping streets into a coherent precinct with legible and attractive routes between them</li><li>■ Encourage shop frontage development (or cafe/restaurant uses) along these routes</li><li>■ Create an appropriate street design along the principal shopping routes</li><li>■ Explore the establishment of public spaces/squares at key places</li><li>■ Develop a high quality and coherent public realm throughout the precinct.</li></ul>

**CODE** SHOPPING PRECINCT

C.1.4 Kings Road precinct

**OBJECTIVES**

- Enhance the character and retain the scale and grain of the street
- Opportunity for redevelopment and improvement along western end of street
- Create better formal and informal crossing arrangements
- Create attractive public spaces at key places along the street with facilities to sit, relax and active edges providing with food and drink uses
- Improve public transport provision to the western end of the street, and explore the potential for bus interchange at the crossing with Beaufort Street
- Explore measures to reduce overall traffic volumes on the street and consider temporary closure for the street in peak shopping times i.e. at weekends and public holidays to increase pedestrian flows and improve pedestrian amenity, safety and shopping experience.
- Sign and create legible and attractive walking links to the river path, Thames crossings and neighbouring shopping precincts and nodes



# C1

## SHOPPING STREETS & PRECINCTS

URBAN  
SOLUTIONS

# C1

## SHOPPING STREETS & PRECINCTS

STRATEGY

CONTRIBUTOR

	SHOPPING PRECINCT	OBJECTIVES
C1.5	Harrow Road / Golborne Road precinct	<ul style="list-style-type: none"><li>■ Create a legible and attractive link across the canal that connects the north end of Golborne Road with Harrow Road. This combines the two shopping streets and draws the currently poor performing Golborne Road section adjacent to the Trelick Tower into the heart of the precinct. This would improve the performance of the street and significantly enhance retail provision in Kensal Town.</li><li>■ Along Golborne Road, maximise pavement width, design footways for efficient and enjoyable pedestrian movements, retain on-street parking and allow these bays to be used by stalls on market days, improve crossing facilities with refuge areas in the centre</li><li>■ Improve public realm throughout</li><li>■ Encourage the retention and resist the loss of typical neighbourhood retail uses</li></ul>
C1.6	Earls Court Road precinct	<ul style="list-style-type: none"><li>■ Enhance the character and retain the scale and grain of the street</li><li>■ Maximise the pavement width and design footways for efficient and enjoyable pedestrian movement</li><li>■ Explore measures to reduce overall traffic volumes</li><li>■ Create better formal and informal crossing arrangements</li><li>■ Create an attractive public space outside/opposite Earls Court Tube Station exit</li></ul>



# C1

## SHOPPING STREETS & PRECINCTS



SHOPPING PRECINCT	OBJECTIVES
C.1.6 Earls Court Road precinct	<ul style="list-style-type: none"> <li>■ Create and signpost legible and attractive walking links to Earls Court Exhibition Centre, Kensington High Street, Gloucester Road and Fulham Road</li> </ul>
C1.7 Fulham Road West	<ul style="list-style-type: none"> <li>■ Retain the scale and grain of the street</li> <li>■ Maximise the pavement width and design footways for efficient and enjoyable pedestrian movement</li> <li>■ Create better formal and informal crossing arrangements</li> <li>■ Create and signpost legible and attractive walking links to neighbouring precincts</li> </ul>
C1.8 Bramley Road precinct (not in UDP)	<ul style="list-style-type: none"> <li>■ Bramley Road (opportunity area) should be transformed into a local high street to enhance neighbourhood retail provision in north Kensington and create a new local centre between Latimer Road Tube Station and St Quintin Avenue</li> <li>■ Maximise the pavement width and design footways for efficient and enjoyable pedestrian movement</li> <li>■ Create better formal and informal crossing arrangements</li> <li>■ Create and signpost legible and attractive walking links to neighbouring precincts particular White City and Ladbroke Grove</li> </ul>

# C1

## SHOPPING STREETS & PRECINCTS

THE  
CITY  
OF  
GLoucester

	SHOPPING PRECINCT	OBJECTIVES
C1.9	Holland Park precinct	<ul style="list-style-type: none"><li>■ Enhance the character and retain the scale and grain of the street</li><li>■ Create legible and attractive walking links to neighbouring precincts</li></ul>
C1.10	Gloucester Road precinct	<ul style="list-style-type: none"><li>■ Enhance the character and retain the scale and grain of the street</li><li>■ Enhance walking links to neighbouring precincts</li></ul>
C1.11	Old Brompton Road precinct	<ul style="list-style-type: none"><li>■ Enhance the character and retain the scale and grain of the street</li><li>■ Enhance walking links to neighbouring precincts</li></ul>

AIM: Enhance the character of the attraction, create inviting environments that make visitors stay and explore the Royal Borough and mitigate adverse impacts for local residents



EXAMPLES OF SITTING-OUT TERRACES OF CAFES AND RESTAURANTS



# C2

## MAJOR VISITOR ATTRACTIONS

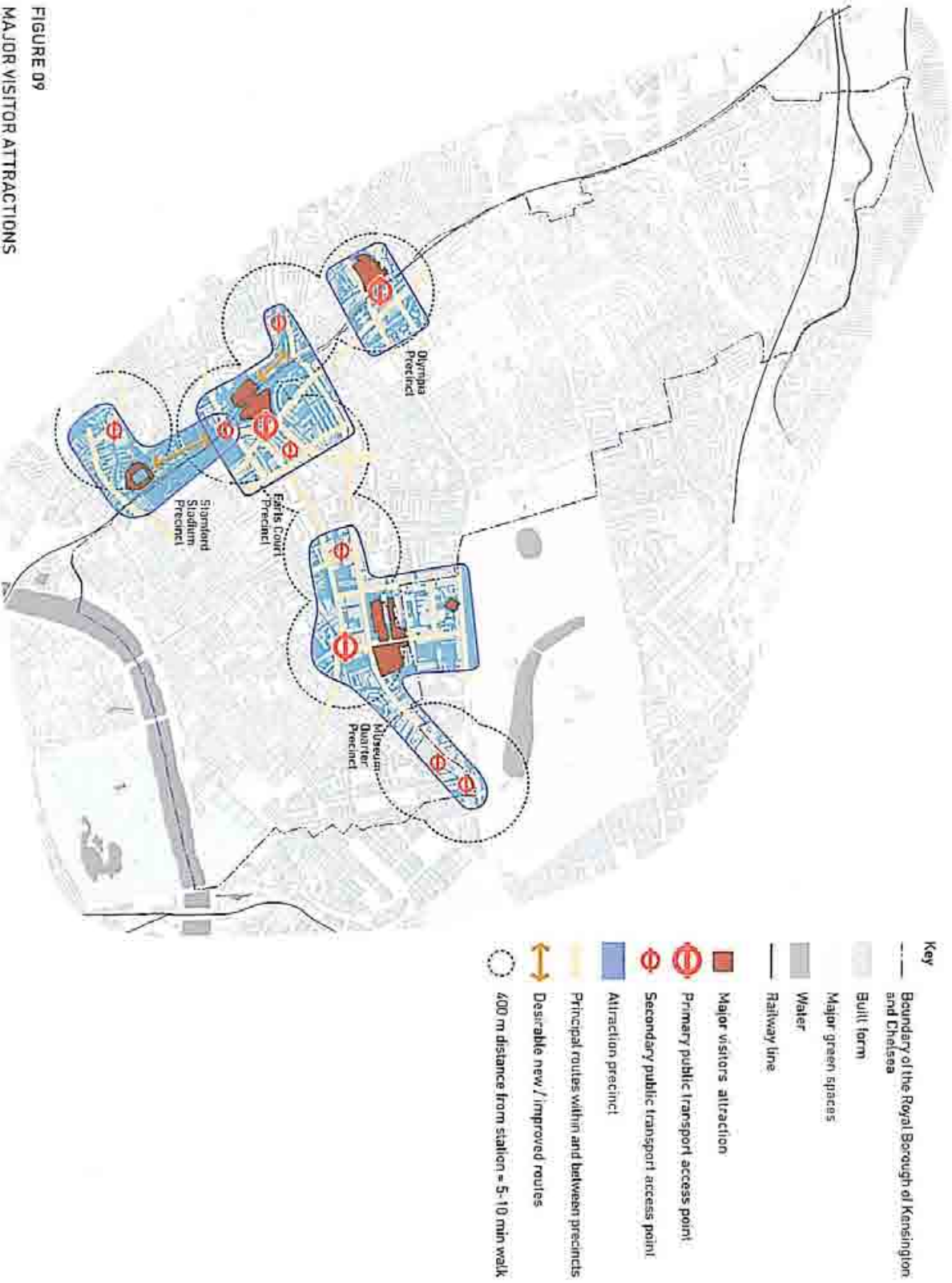


FIGURE 09  
MAJOR VISITOR ATTRACTIONS

## CONTEXT

Major visitor attractions are special uses that attract significant numbers of visitors especially from outside the Royal Borough. The Royal Borough has a number of visitor destinations of metropolitan and international importance. These include renowned museums clustering near South Kensington Tube Station (the V&A Museum, the Natural History Museum and the Science Museum), the Earls Court and Olympia Exhibition Centres and the Stamford Bridge Stadium. The latter three are situated along the border with Hammersmith and Fulham and only part of the Earls Court Exhibition Centre is actually located within the Borough. However, all three have an impact on both Boroughs.

Attractions can play an important role for the local economy. At present, however, visitors mostly tend to arrive, directly approach the venue and leave straight afterwards. This reduces negative impacts, but also minimises positive benefits. With the creation of an attractive and inviting environment surrounding the venue and along approach routes, there is opportunity to offer a more holistic ("day out") experience for visitors and increase the time spent in the Borough. For the exhibition centres, which in recent years have been subject to increased competition from, for example, the Excel Exhibition Centre, this could be beneficial and improve their competitive advantage.

The operation of the attraction and related activities affects the surrounding neighbourhoods and may

cause nuisance to local residents. Movement patterns associated with arrival and departure to and from the attraction can result in peak-time congestion and overcrowding on approach routes, stations and transport networks. Beside crowd management and the provision of appropriate designed and equipped spaces, peak time impact can also be softened through the provision of complementary uses and attractions that make people come earlier or stay longer.

All major visitor attractions in the Borough are accommodated in large-scale building complexes. They have largely internalised uses, so that apart from their entrances, they offer few active frontages and do little to animate the streets in the surrounding area. Potential development within or adjacent to these attractions should be geared to establish an active relationship with the street to mitigate these effects.

With the exception of the stadium, all the attractions are housed in historic purpose-built buildings of great architectural expression. These developments embody a symbolic value and stand as special landmarks in the city. People visiting these buildings for an event, exhibition or gathering often link the experience of the main attraction with the space in which it is situated. Memories of the attraction become intermingled with the remembrance of the venue, so that people retain a strong emotional attachment to the buildings.

## C2

### MAJOR VISITOR ATTRACTIONS



# C2

## MAJOR VISITOR ATTRACTIONS

### URBAN DESIGN GUIDANCE

#### GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
CHARACTER	Enhance the character of the attraction and make it a positive and memorable experience, reduce negative impact on surrounding neighbourhoods, make people stay longer	<ul style="list-style-type: none"> <li>■ The attractiveness of the venue should be enhanced</li> <li>■ An inviting environment should be created around the venue and along the approach routes from public transport nodes and major car parks, to make the whole visit a positive experience</li> <li>■ Visitor flows should be managed to soften peak time traffic</li> <li>■ The venue should be visibly expressed, for example through special lighting or by emphasising the particular urban setting</li> <li>■ The venue should establish and define the identity of the surrounding precinct</li> <li>■ The attractiveness of the venue should be used to drive change and improvement in the wider area.</li> <li>■ Measures should be taken to mitigate the adverse impacts of the venue and associated activities on local residents and businesses.</li> </ul>
LEGIBLE BOROUGH INITIATIVE	Make the Borough more legible by providing information about the attraction precinct and key routes.	<ul style="list-style-type: none"> <li>■ Information should be provided about the venue, attraction precinct, public transport provision and places of interest</li> <li>■ The approach routes to central nodes, other attraction precincts or places of interest should be signposted. Clutter should be avoided.</li> </ul>
LAND USE	Create complementary mix of land uses to encourage longer stay	<ul style="list-style-type: none"> <li>■ Land uses should be encouraged that complement the specific venue use and animate areas outside the operating times of the attraction, such as convenient retail, food and drink uses and other attractions that diversify the offer</li> </ul>

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>TRANSPORT</b></p>	<p>Manage access to attractions to reduce negative impacts on the surrounding environment and encourage the use of public transport, walking and cycling</p>	<ul style="list-style-type: none"> <li>■ Car parking should be managed, regulated and priced, with early interception and guidance to dedicated visitor car parks</li> <li>■ Public transport provision should be enhanced with better services and attractive stations and stops</li> <li>■ Greater use of public transport should be encouraged by, for example combined ticketing or price offers</li> <li>■ The use of alternative stations or stops for arrival/departure should be encouraged to disperse crowds</li> <li>■ There should be greater provision for safe walking and cycling</li> </ul>
<p><b>APPROACH ROUTES</b></p>	<p>Create attractive and legible approach routes</p>	<ul style="list-style-type: none"> <li>■ Attractive and legible walking routes should be created from nearby public transport nodes and visitor car parks to the entrance space of the attraction. These routes need to be of sufficient capacity to accommodate peak time flows, and should provide an attractive, overlooked and safe environment</li> <li>■ Such routes should be integrated into the wider route network and should link to other areas of interest in the surrounding area, such as shopping streets and green spaces</li> <li>■ Encouragement should be given to the use of alternative approach routes, through design measures, information and signage</li> <li>■ Attractive cycle access should be provided to the attraction and there should be appropriate and safe facilities for cycle parking</li> </ul>

# C2

MAJOR VISITOR  
ATTRACTIONS


URBAN DESIGN  
GUIDANCE

SPECIFIC  
GUIDANCE

## GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>PUBLIC REALM AND PUBLIC SPACE</b>	Create a high quality and coherent public realm and attractive public spaces	<ul style="list-style-type: none"> <li>There should be coherent and high quality public realm treatment throughout the attraction precinct, including appropriate facilities and amenities</li> <li>Public space design should be used to indicate approach routes</li> <li>Interesting and inviting public spaces should be created fronting the attraction, that allow for meeting, waiting, lingering and sitting out, possibly including an animating feature such as a water feature, public art and special lighting</li> </ul>

## SPECIFIC GUIDANCE

CODE	SHOPPING PRECINCT	OBJECTIVES
C2.1	Museum Quarter 	<ul style="list-style-type: none"> <li>Undertake character improvements</li> <li>Extend the Exhibition Road public realm improvement project to include the area around South Kensington Station</li> <li>Establish walking routes to Gloucester Road Station, Knightsbridge Station, Royal Albert Hall, Hyde Park, High Street Kensington</li> <li>Encourage complementary land uses, particularly around South Kensington Station</li> <li>Create and/or improve public spaces outside the entrance to the museums</li> <li>Explore the creation of public space outside South Kensington Station</li> </ul>



# C2

## MAJOR VISITOR ATTRACTIONS

### SPECIFIC GUIDANCE

CODE	SHOPPING/PRECINCT	OBJECTIVES
C2.1	Museum Quarter	<ul style="list-style-type: none"> <li>Undertake public realm improvements throughout the precinct, especially along Cromwell Road</li> </ul>
C2.2	Earls Court	<ul style="list-style-type: none"> <li>Undertake character improvements</li> <li>Enhance the function of the exhibition centre and explore development opportunities</li> <li>Establish walking routes from the exhibition centre to Earls Court Station (especially the east entrance), West Brompton and West Kensington, and also links to the museum precinct, Kensington High Street, Olympia and Stamford Bridge Stadium</li> <li>Encourage complementary land uses, particularly in the immediate vicinity of the Exhibition Centre and along key routes</li> <li>Enhance public spaces outside the exhibition centre and create a legible public link across the exhibition centre site, linking the Warwick Road frontage with Old Brompton Road</li> <li>Undertake public realm improvements throughout the precinct, especially along Warwick Road and Earls Court Road</li> </ul>
C2.3	Olympia	<ul style="list-style-type: none"> <li>Undertake character improvements</li> <li>Enhance the function of the exhibition centre and explore development opportunities</li> <li>Better integrate the exhibition centre with Olympia Station, including station improvement</li> </ul>



# C2

MAJOR VISITOR  
ATTRACTIONS

SPECIFIC  
GUIDANCE

CODE	SHOPPING PRECINCT	OBJECTIVES
C2.3	Olympia	<ul style="list-style-type: none"><li>Establish walking routes from the exhibition centre to Kensington High Street, Earls Court, Shepherds Bush and Hammersmith</li><li>Encourage complementary land uses, particularly in the immediate vicinity of the Exhibition Centre and along key routes</li><li>Improve the interface with surrounding streets</li><li>Clarify the entrance with a new entrance space linked with the station</li><li>Undertake public realm improvements throughout the precinct, especially along Kensington High Street and Hammersmith Road</li></ul>
C2.4	Stamford Bridge Stadium	<ul style="list-style-type: none"><li>Undertake character improvements</li><li>Explore development opportunities</li><li>Establish attractive walking routes from the stadium to Earls Court Station, West Brompton Station and Fulham Broadway Station, also to the shopping areas of Fulham Road and Kings Road, Shepherds Bush and Hammersmith</li><li>Encourage complementary land uses, particularly in the direct vicinity of the stadium and along key routes</li><li>Public realm improvements</li></ul>

# C3

## GREEN SPACE NETWORK

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AIM: Improve the provision of public open space by enhancing the function of green spaces and creating green chains linking existing spaces



EXAMPLES BEST PRACTICE  
EUROPEAN GREEN SPACES AND GREEN WALKING ROUTES



# C3

## GREEN SPACE NETWORK

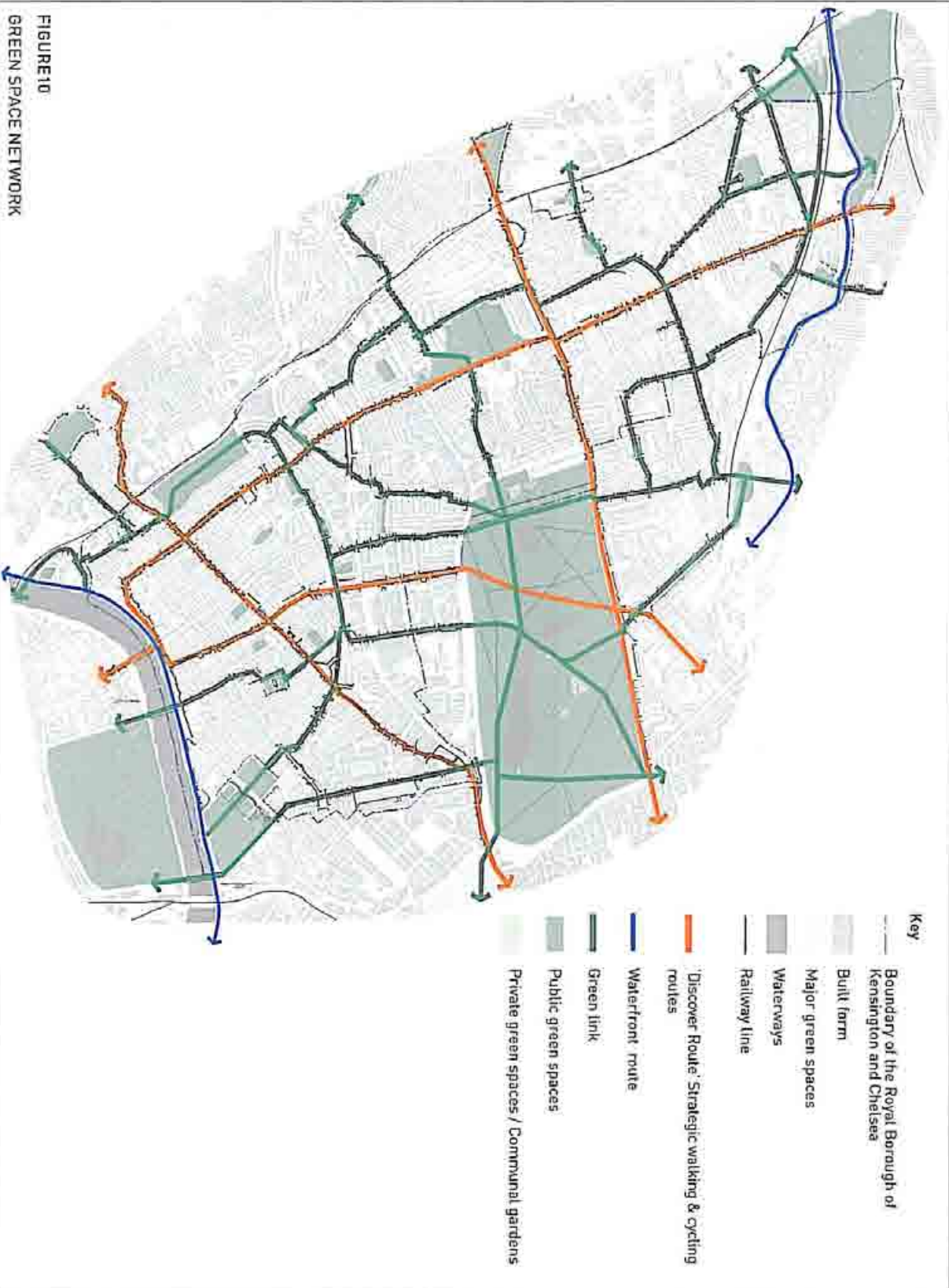


FIGURE 10  
GREEN SPACE NETWORK

## C1.1 Major Parks and Green Spaces

Successful parks and green spaces are of enormous benefit to an area. They reinforce the sense of place, increase land values and improve the quality of life. Unsuccessful spaces can depress an area and help ruin it.

Successful parks and green spaces provide a variety of amenities, recreation and leisure opportunities for the community. They also have important ecological functions including the potential for sustainable drainage, more pleasant microclimates, air filtration, better air quality and enhanced biodiversity. As local biospheres they provide for local plants and wildlife to flourish. Larger green spaces are important structuring elements in the city. As open spaces, they break the urban fabric, determine the character and identity of areas and are important landmarks for orientation.

Open spaces within the Royal Borough range from large parks within and just beyond its boundaries, to communal and private gardens, burial grounds, neighbourhood green spaces and other open spaces. The UDP recognises that the Royal Borough suffers from a shortage of public open space. Many of the communal garden spaces and garden squares in Notting Hill, South Kensington and Chelsea are in private ownership and not open to the general public. Although they contribute to visual amenity,

atmosphere and character they do not provide leisure and recreational spaces for the wider community and therefore do not lessen the deficiency of open space.

Green spaces should be of high quality design and provide a range of different spaces and facilities for people of different ages and interests. Routes into and through green spaces should be legible and integrated into the main route network.





GREENSPACE  
NETWORK

URBAN DESIGN  
GUIDANCE

## GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>CHARACTER AND DISTINCTIVENESS</b>	Enhance the distinct character of the green space and offer a friendly, enjoyable and inclusive environment	<ul style="list-style-type: none"><li>Green spaces should be interesting and stimulating places, that provide for a variety of different leisure activities for people of both sexes, different ages and backgrounds</li><li>They should be distinct and memorable spaces that recognise and express their particular location, history, size, form and context</li><li>They should exhibit high quality landscape design and hard surface treatment</li><li>They should promote and reflect the identity and culture of a local community. Involving local people in the design process will help to achieve this.</li></ul>
<b>AMENITIES AND FACILITIES</b>	Provide with appropriate amenities and facilities that respond to local needs and contemporary lifestyle requirements	<ul style="list-style-type: none"><li>Not every space can accommodate all facilities - It is important that a balance is found that satisfies the general recreation needs of the community and caters for specific leisure demands including formal sports facilities</li><li>All green spaces of appropriate size should provide facilities for local people with a limited mobility radius, especially the young and the elderly. This may include playgrounds with attractive facilities for very young and young children (1-12 years), hard surface spaces with informal sports and seating facilities, and walking routes that link different places of interest such as water, natural or landscape features, playgrounds and eating and drinking facilities.</li></ul>

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>AMENITIES AND FACILITIES</b></p>	<p>Provide with appropriate amenities and facilities that respond to local needs and contemporary lifestyle requirements</p>	<ul style="list-style-type: none"> <li>■ Where available space is scarce, land should be capable of use for a variety of individual, group or social activities at different times of the day</li> <li>■ The open space network should deliver adequate formal open-air sports facilities across the wider urban area.</li> <li>■ Refreshment facilities within larger green spaces can provide a welcome amenity for visitors. However they need to be able to attract sufficient numbers of people to be viable. Such facilities might be located on well used routes at the edge of the park, with sitting-out terraces ("the pub at the park")</li> <li>■ Open spaces should be provided with public convenience facilities</li> <li>■ Some green spaces are open only during daylight hours. This reduces the effective time they can be used and, for significant parts of the year, denies a significant proportion of the workforce the enjoyment of these spaces during the working week. Changing life style patterns and flexible working arrangements mean that people are willing to use green spaces longer, in particular during the evening. Longer opening times should be considered,</li> </ul>
<p><b>ROUTES</b></p>	<p>Provide a variety of integrated, legible and attractive routes</p>	<ul style="list-style-type: none"> <li>■ The location of entrances into green spaces should be reviewed. They should be frequent, and at obvious locations, for example at corners or where approaching streets meet the green space</li> </ul>





GREEN SPACE  
NETWORK

URBAN DESIGN  
GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>ROUTES</b>	Provide a variety of integrated, legible and attractive routes	<ul style="list-style-type: none"><li>■ Very large green spaces may act as barriers. A number of direct and legible primary routes that broadly follow desire lines should be established across the open space</li><li>■ Key routes across the larger spaces could be kept open longer or throughout the night to reduce the severance and lack of connectivity between neighbouring quarters. They would need to be provided with appropriate lighting and active and passive surveillance</li><li>■ A network of secondary routes should offer a variety of different ways to pass through the green space, offer opportunities for circular leisure walks and include jogging routes and horse riding tracks</li><li>■ The provision of cycle ways in many green spaces is poor, and cycles are often prohibited. This is unfortunate given the growth in urban cycling and the fact that cycling is a preferred method of travelling to open space. Larger green spaces need to be adapted to these changing patterns and appropriate cycleways and facilities should be provided, particular along key routes which link into the surrounding network of routes</li></ul>
<b>DESIGN</b>	High quality hard surface and landscape design that is diverse, functional and safe and caters for the ecological function of the green space	<ul style="list-style-type: none"><li>■ Space should be designed to allow for choice and play. The design of the public realm should reflect a balance between the need to manage risks associated with more stimulating environment and the need to create different types of space that allow for different types kinds of behaviour and demands.</li><li>■ Some uses can be integrated whilst others will require separation, like the quieter green spaces that enable people to contemplate and relax.</li></ul>



ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>DESIGN</b></p> <p>High quality hard surface and landscape design that is diverse, functional and safe and caters for the ecological function of the green space.</p>		<ul style="list-style-type: none"> <li>■ Intermingling many uses should create a degree of passive supervision and social control, which makes green spaces feel safer</li> <li>■ Frequent seating should be provided along major routes and attractive places which offer a particular view onto other people's activities or a water, natural or landscape feature. Seating should avoid areas with adverse environmental conditions such as dark, windy or noisy spots</li> <li>■ Larger green spaces should offer a variety of different landscape experiences, with different degrees of openness, vegetation, topographical and water features, and with seasonal changes built into the design.</li> <li>■ Biodiversity should be encouraged where appropriate. The protection and management of existing areas of valuable biodiversity should be the priority.</li> </ul>
<p><b>EDGES</b></p> <p>Create clear defined, interesting and overlooked edges to the green space</p>		<ul style="list-style-type: none"> <li>■ The edges of green spaces should be clearly defined. Ideally they should be surrounded by a public path or street and offer frequent entrances, which help to animate the edges.</li> <li>■ The edge to the green space can be indicated by boundaries such as fences or low walls; planting, such as hedges or trees; water features; changes in surface treatment or the design and orientation of buildings. Edge treatments should have variety, emphasise and frame views into or out of the space towards important structures, features or vistas, and shield the space from adverse environmental.</li> <li>■ Offer views or glimpses in, but avoid complete screening out.</li> </ul>

# C3

GREEN SPACE NETWORK

URBAN DESIGN GUIDANCE

SPECIFIC GUIDANCE

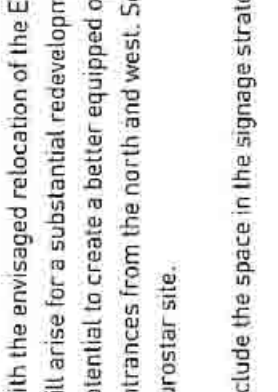
## GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>EDGES</b>	Create clear defined, interesting and overlooked edges to the green space	<ul style="list-style-type: none"> <li>Active frontages help to enliven and supervise the space. Ground floor uses should address the space and support the spilling out of activity. Often the provision of well located, sunny, serviced, sitting out terraces proves very attractive and creates a social atmosphere. These can be sited to take advantage of interesting views or to provide shelter from negative environmental impacts such as strong winds</li> </ul>
<b>LEGIBLE BOROUGH INITIATIVE</b>	Make Borough more legible by providing information about the green space, its facilities, attractions and key routes.	<ul style="list-style-type: none"> <li>Information should be provided about the green space, its history, facilities, amenities and places of interest</li> <li>Key routes across the green space, links with places of interests and special trail routes should be signposted</li> </ul>

## SPECIFIC GUIDANCE

Larger parks have wide catchment areas. This report therefore also considers spaces located just outside the Royal Borough boundaries. Recommended improvements would need to be subject to cross border initiatives. Due the strategic nature of this framework, specific recommendations will only be given for key spaces within the reach of the Royal Borough. Other spaces are addressed by the general guidance above. The Royal Borough is currently preparing a 10-year park strategy.

CODE	GREEN SPACE	OBJECTIVES
<b>C3.1.1</b>	Kensal Green Cemetery 	<ul style="list-style-type: none"> <li>Character enhancement</li> <li>Enhance the recreation potential of the cemetery</li> </ul>

CODE	GREEN SPACE	OBJECTIVES
C3.1.1	Kensal Green Cemetery (cont.)	<ul style="list-style-type: none"> <li>■ Provide the cemetery with better public access into the green space from Ladbroke Grove and the canal side, facilitating a new north south link between Harrow Road/ Kensal Green and the gasholder site.</li> <li>■ Have longer opening times (Ladbroke Road Gate)</li> <li>■ Preserve character and provide historic info (signage).</li> </ul>
C3.1.2	Little Wormwood Scrubs Recreation Ground (Hammersmith and Fulham) 	<ul style="list-style-type: none"> <li>■ Enhance the character and improve the provision of facilities and amenities.</li> <li>■ With the envisaged relocation of the Eurostar servicing depot, the opportunity will arise for a substantial redevelopment near the Recreation Ground, with the potential to create a better equipped open space with active edges and additional entrances from the north and west. See also Transformation area Gasholder/ Eurostar site.</li> <li>■ Include the space in the signage strategy</li> </ul>
C3.1.3	Holland Park	<ul style="list-style-type: none"> <li>■ Character Enhancement</li> <li>■ The majority of the park is enclosed by private properties with edges formed by the boundaries of private gardens. New development at the edge must create active frontages onto the park</li> <li>■ Create better integration and mutual overlooking, with more frequent links and a new principal entrance at the northern end of Holland Park</li> <li>■ Review the park's facilities, especially the northern section, which offers opportunities for multipurpose leisure and recreational provision.</li> </ul>

# C3

## GREEN SPACE NETWORK

GREEN SPACE  
NETWORK

CODE	GREEN SPACE	OBJECTIVES
C3.1.3	Holland Park	<ul style="list-style-type: none"><li>■ Create a dedicated east-west bicycle route across the park to improve connectivity as part of green-chain network (see following)</li><li>■ Explore overall longer opening times for the park, especially for the major east-west cross route</li><li>■ Review the potential for the multipurpose use of the sports field in the southern part of the park</li><li>■ Include the park in the signage strategy</li></ul>
C3.1.4	Kensington Gardens / Hyde Park	<ul style="list-style-type: none"><li>■ Explore overall longer opening times for the park, and especially for major east-west and north-south cross routes</li><li>■ Improve or create dedicated cycle lanes along major routes, especially east-west</li><li>■ Include the park in the signage strategy</li></ul>
C3.1.5	Brompton Cemetery	<ul style="list-style-type: none"><li>■ Enhance the character to emphasise the openness and public accessibility of the cemetery</li><li>■ Include the cemetery in the signage strategy</li><li>■ Improve legibility for the central north-south route</li></ul>



CODE	GREEN SPACE	OBJECTIVES
C3.1.6	Royal Hospital Gardens	<ul style="list-style-type: none"> <li>■ Enhance the character to emphasise the openness and public accessibility of the Gardens</li> <li>■ Review the facilities within the park</li> <li>■ Better integrate the park into the surrounding street network with more entrance points from the surrounding streets</li> <li>■ Explore overall longer opening times for the gardens</li> </ul>
C3.1.7	Baitersea Park	<ul style="list-style-type: none"> <li>■ Improve the character of the park and its level of amenities</li> </ul>



GREEN SPACE  
NETWORK

SPECIFIC  
GUIDANCE

# C3

## GREEN SPACE NETWORK

### C3.2 Green chains

The Royal Borough's UDP seeks to identify "green chains" to link open land together. "These will provide extended walkways based on existing rights of way, linking the Royal Borough's public open space and serving as a leisure and recreation resource."

The Urban Design Strategy identifies a number of strategic routes that link the green spaces of the Royal Borough with each other and other green spaces in neighbouring constituencies. The routes are based on the existing street network. Routes aim to be direct, to avoid major transport corridors and to pass through areas that are already of a green character, with tree planting or garden squares. The provision of these routes within the Royal Borough could be part of a London wide network of continuous walking and cycle routes, with other boroughs joining the initiative.

The aims of these routes are:

- to enhance the available leisure and recreation space in the Royal Borough and attract uses that are usually associated with green spaces, such as leisure walking or jogging, to start or take place outside the formal green spaces;
- to make routes into parks more legible and attractive by leading to key entrances;
- to serve as conduits for wildlife;
- to create a greener image for the Borough.



EXAMPLE OF  
LINEAR PARK STRIP (EUROPE)

## GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>CHARACTER</b></p>	<p>Create legible and coherent routes with a green character</p>	<ul style="list-style-type: none"> <li>■ The green character of the streets of the green chain should be enhanced with continuous tree planting or other landscaping measures</li> <li>■ Routes should be clearly recognisable and inviting for leisure activities such as walking or jogging.</li> <li>■ The green chain should be provided with seating and other facilities for the enjoyment of particular places of interest along the route.</li> </ul>
<p><b>ROUTES</b></p>	<p>Create continuous and convenient routes with appropriate facilities</p>	<ul style="list-style-type: none"> <li>■ Routes need to be continuous. At intersections with other streets, appropriate and direct crossing facilities should be established, such as side road entry treatment, toucan or signalised crossings and tabled crossings. All crossing should be designed, emphasise continuity and follow desire lines.</li> <li>■ Route design can differ between streets and should respond to context. For example, this could include attractive footways on either side of a street, or a designated walking route located in the centre or on one side of a street.</li> <li>■ Between major intersections, on continuous streets, the position and design of the route should be consistent.</li> <li>■ The footway that accommodates the route should where practical be wider, to emphasise its special function and provide sufficient space for efficient and enjoyable pedestrian movement.</li> <li>■ Establishing a green chain route may require the narrowing of roads or the removal of on street parking.</li> </ul>



GREEN SPACE  
NETWORK

URBAN DESIGN  
GUIDANCE



GREEN SPACE  
NETWORK

URBAN DESIGN  
GUIDANCE

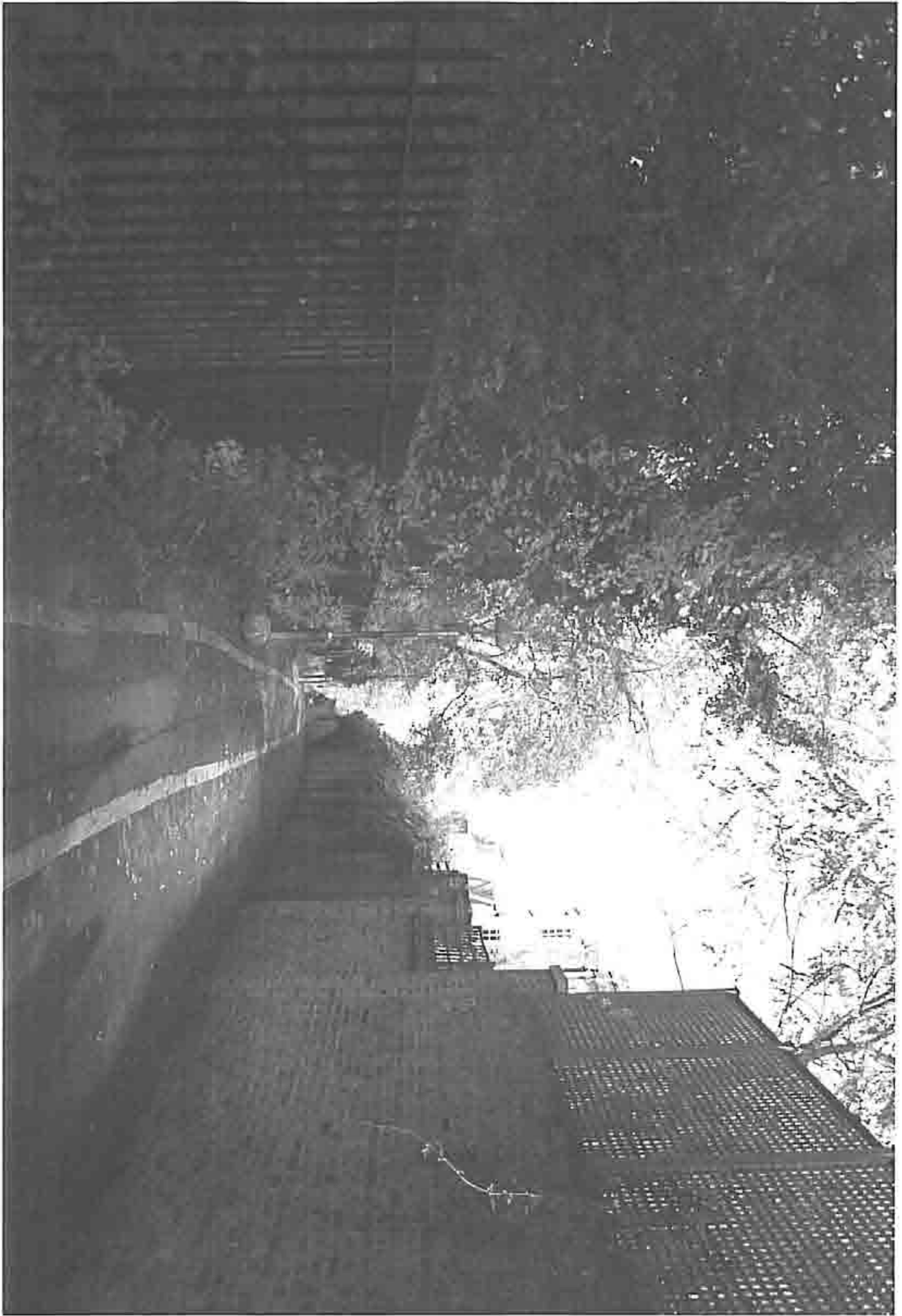
ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>ROUTES</b>	Create continuous and convenient routes with appropriate facilities	<ul style="list-style-type: none"><li>■ "Green chains" should also provide for continuous and well equipped cycle routes. Cycle ways on minor roads can be non-segregated but should be signed and segregated on major streets. Traffic management should ensure that cyclists can conveniently cycle along the entire route in both directions.</li></ul>
<b>PUBLIC REALM DESIGN</b>	Create a high quality design that emphasises the green character and is robust, functional and elegant	<ul style="list-style-type: none"><li>■ Principally a well designed footway is divided into three zones: the central walking zone, in front of buildings a threshold zone, on the street side a third "planting" zone. This arrangement should form the basis for the design of green chains, although appropriate modification such as an additional planting zone between the walking zone and the privacy threshold, can enhance the green character of the route</li><li>■ Frequent seating should be provided along the route, particularly at attractive places or sites of interest. Seating should avoid areas with adverse environmental conditions such as dark, noisy or windy spots.</li><li>■ Routes need to be equipped with convenient facilities such as signage, litterbins and cycle parking.</li><li>■ The walking zone could be hard surfaced with materials selected from a limited palette of materials sympathetic to the local context.</li><li>■ For the planting zone, and if appropriate the threshold zone, softer surface materials could be specified, such as hoggin or resin bound gravel, to emphasise the green character of the route</li></ul>





ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<b>PUBLIC REALM DESIGN</b>	Create a high quality design that emphasises the green character and is robust, functional and elegant	<ul style="list-style-type: none"> <li>■ Continuous tree planting along the route should be inspired to, with a choice of clear stem trees that relate to the scale and character of the street</li> <li>■ Lighting along the routes should emphasise its special role and character</li> </ul>
<b>FRONTAGES</b>	Frontages to enhance animation and over/looking of "green chains"	<ul style="list-style-type: none"> <li>■ Active frontages should be encouraged, with openings and entrances oriented towards the route to help enliven and supervise it</li> <li>■ At particular places "spill-out" frontages, such as terraces associated with refreshment facilities, can help enliven the route and create a welcome stop-over point</li> </ul>
<b>LEGIBLE BOROUGH INITIATIVE</b>	Make Borough more legible by providing with legible "green chains".	<ul style="list-style-type: none"> <li>■ Green chains should be signposted to and from destinations, both near and far</li> <li>■ Each green chain should have a specific and easy recognisable character. The use of a single surface treatment, the inlay of a continuous band of special material or colour, or the repetition of lighting elements, trees or public furniture, could assist in creating a unique character.</li> <li>■ Places where the route changes direction should receive particular attention to make them legible</li> </ul>

A national network of green chains is proposed to connect neighbourhood spaces and parks with each other. Each route should be targeted by a public realm improvement scheme, prepared following a review of the proposed route, a character assessment of the areas along it, and a degree of community involvement. The entire route should ideally be implemented as a single project.



AIM: Emphasise and express the diversity of the borough and encourage people to explore their neighbourhood.



PRECEDENTS OF PUBLIC ART EMPHASISING LOCAL CULTURE AND HISTORY AS LANDMARK OBJECTS ALONG WALKING ROUTE



# C4

## DISCOVERY ROUTES

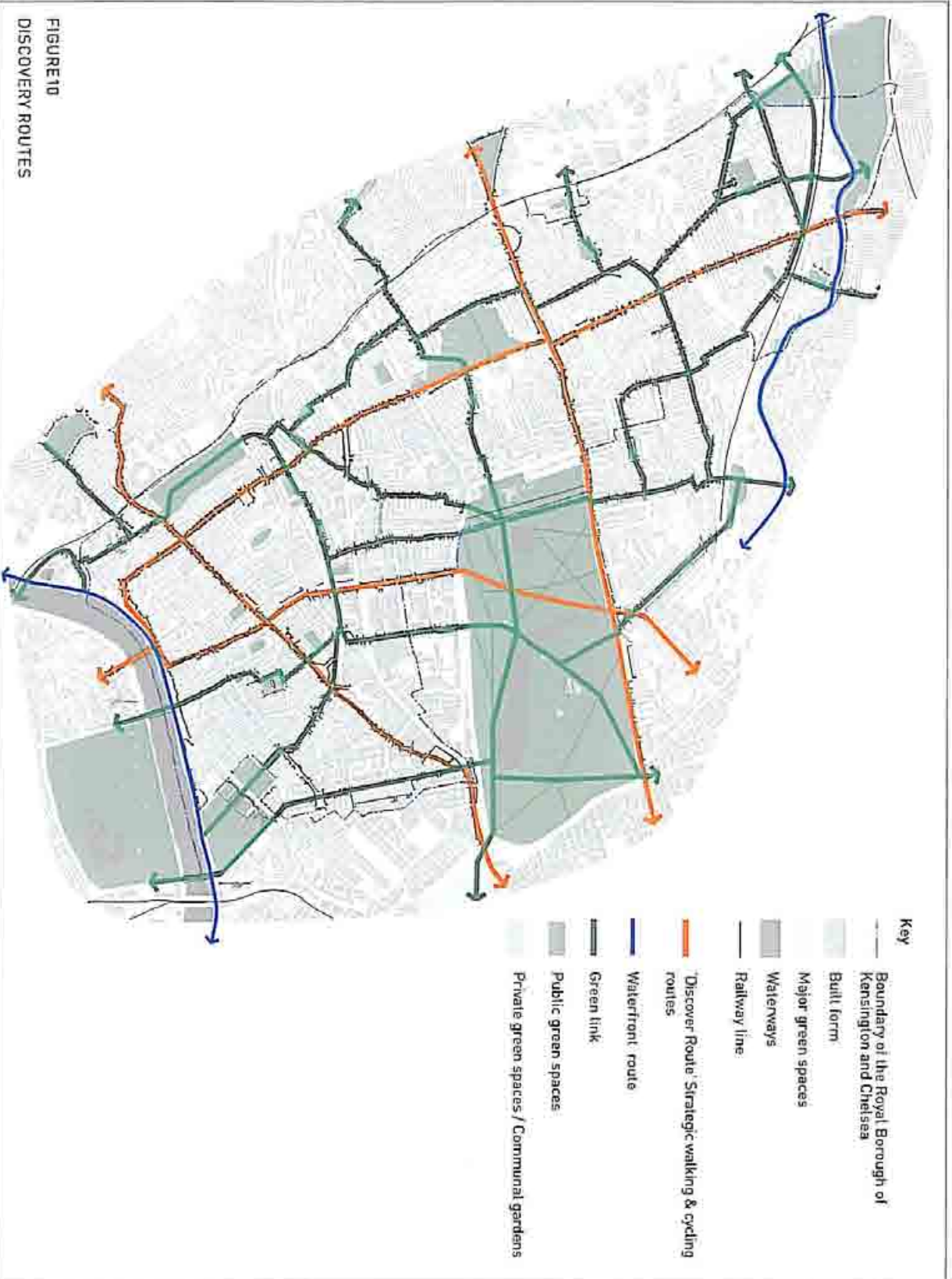


FIGURE 10  
DISCOVERY ROUTES

## CONTEXT

The urban design analysis highlighted the lack of continuous cross-borough routes, particularly north-south. This makes it difficult to experience the different parts of the Royal Borough as part of an entity, does not foster a sense of belonging and impinges on legibility.

The establishment of dedicated "discovery routes" could form key elements of a Legible Borough Initiative. These would follow some of the oldest routes, pass through areas with different characters and offer a rich and varied cross section of the Borough. They would invite exploration, lead to places of interest, explain local history and foster local identity. Along these routes there would be opportunities to accommodate pieces of public art.

"Discovery routes" in some aspects are similar to "green chains", as they follow existing streets and are emphasised through particular design elements. Similarly, they should provide an attractive walking environment and facilitate cycling. However, their primary aim is to show and emphasise the different character areas they pass through. The experience of the entire street space between building frontages is important. Edges and breaks between areas of

different character or urban form require particular expression.

The following four routes are identified in the Borough:

C4.1 – Ladbroke Grove / Holland Walk / Earls Court

Road / Redcliffe Gardens / Edith Grove

C4.2 – Queens Gate / Onslow Gardens / Salwood Terrace / Old Church Street

C4.3 – Holland Park Avenue / Notting Hill Gate

C4.4 – Fulham Road / Walton Street / Basil Street

These key routes can form the base structure or starting points for the establishment of local discovery circuits exploring places of interest within a neighbourhood that may be conceived and established with the help of the local community. Furthermore, these key routes should relate to Kensington and Chelsea's historic walks.

# C4

## DISCOVERY ROUTES

### URBAN DESIGN GUIDANCE

#### GUIDANCE

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
CHARACTER	Create legible and continuous routes that explore the different character zones it passes through	<ul style="list-style-type: none"><li>▪ The local character along these routes should be enhanced</li><li>▪ Routes should be clearly recognisable, invite walking, and offer seating and other amenities, particularly around places of interest</li><li>▪ Signage, badges and boards along the route should give information about the area and key sites</li></ul>
ROUTES	Create continuous and convenient routes with appropriate facilities	<ul style="list-style-type: none"><li>▪ Routes need to be continuous. At intersections with other streets, appropriate and direct crossing facilities should be established, such as side road entry treatment, loucan or signalised crossings and tabled crossings. All crossing should be designed, emphasise continuity and follow desire lines.</li><li>▪ Route design should be clearly recognisable and relate to local context.</li><li>▪ The footway that accommodates the route could be of greater width to emphasise its special role and should provide sufficient space for efficient and enjoyable pedestrian movement.</li><li>▪ The establishment of such a route may require the narrowing of roads or the removal of on street parking and a holistic approach should ensure that traffic needs are not adversely affected.</li></ul>

ASPECT	URBAN DESIGN ASPIRATIONS	GUIDANCE
<p><b>PUBLIC REALM DESIGN</b></p>	<p>Create a high quality design that relates to the local context and is robust, functional and elegant.</p>	<ul style="list-style-type: none"> <li>■ A "discovery route" will pass through character areas with different types of streets and the design of the route should integrate into the typical street layout.</li> <li>■ The public realm design should be of high quality and surface materials should relate to local character</li> <li>■ The walking zone should be of sufficient width and free of street clutter.</li> <li>■ Routes need to be appropriately equipped with seating and other convenient facilities such as signage, litterbins, and cycling racks.</li> </ul>
<p><b>FRONTAGES</b></p>	<p>Frontages to enhance animation and overlooking of "green chains"</p>	<ul style="list-style-type: none"> <li>■ Active frontages should be created with openings and entrances oriented towards the route to help enliven and supervise it.</li> <li>■ At appropriate places, "spill-out" frontages, consisting of a ground floor use with an active relation towards the public realm, can help enliven the route and create a welcome stop-over point, with sitting-out terraces and refreshments.</li> </ul>
<p><b>LEGIBLE BOROUGH INITIATIVE</b></p>	<p>Make Royal Borough more legible and express its local distinctiveness</p>	<ul style="list-style-type: none"> <li>■ "Discovery routes" should be signposted to and from destinations near and far. Cluttering of signpost should be avoided.</li> <li>■ Along the route, information including signs, badges and boards should be provided about local areas and features of interest, particularly at the edges of character areas. At this cluttering should be avoided.</li> <li>■ Special elements should be provided to make the route legible. This might be achieved through special inlays in the pavement or the repetition of distinct elements, such as lighting beams along the route.</li> </ul>

# C4

## DISCOVERY ROUTES

### URBAN DESIGN GUIDANCE





## IMPLEMENTATION

The scope for large-scale redevelopment or major infrastructure projects in most of the Royal Borough is limited. It is realistic to assume that most changes to the urban structure and built form will come along gradually and on a piecemeal and project-oriented basis. In some areas, however, there will be scope for more fundamental change in which the streetscape and public realm over a wider area will be determined by major developments.

Broadly, it is suggested that the following approach is adopted. [THESE HEADINGS ARE FOR DISCUSSION WITH THE BOROUGH COUNCIL, WITH THE AIM OF JOINTLY DEVELOPING AN IMPLEMENTATION STRATEGY]

- (1) Use or develop this strategy to formulate a set of urban design proposals at a range of scales, with broad costs and timescales
  - (2) Establish priorities between these proposals. Prioritisation will be influenced by the potential availability of funding
  - (3) Identify potential development sites on the relevant route, corridor, edge or character area
  - (4) Incorporate the prioritised urban design projects into the LDF with a core policy, which highlights that contributions will be sought towards identified urban design projects
  - (5) Develop the urban design projects through SPD relating to the policy in the core strategy, specifying the nature of the contributions sought through planning obligations
  - (5) In the site allocation development plan document, and where AAPs are to be used to control significant change over whole precincts, the nature and level of contribution should be specified.
- [FURTHER WORK IS REQUIRED TO DISCUSS WITH GOL AND PINS THE APPROPRIATE LEVEL OF DETAIL REQUIRED IN THE CORE STRATEGY, SITE ALLOCATION DOCUMENT, AAP AND SPD]

