



Royal Borough of Kensington and Chelsea

Notting Hill Gate District Centre Framework

Final Report

Vision and Implementation Plan

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DEVELOPMENT.

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ROYAL BOROUGH OF
KENSINGTON AND CHELSEA

NOTTING HILL GATE
DISTRICT CENTRE FRAMEWORK

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CONTENTS

INTRODUCTION	5
PART 1 A VISION FOR NOTTING HILL GATE DISTRICT CENTRE	
1.0 SUMMARY OF ISSUES AND OPPORTUNITIES.....	8
2.0 A VISION FOR NOTTING HILL GATE DISTRICT CENTRE	10
3.0 THE DISTRICT CENTRE FRAMEWORK	12
PART 2 IMPLEMENTATION STRATEGY	
4.0 DELIVERY OPTIONS.....	28
5.0 IMPLEMENTATION STRATEGY	51
APPENDICES	
A PUBLIC SPACE PROVISION ANALYSIS	63
B BUILDING HEIGHT TESTING	71
C STREET LAYOUT & PUBLIC REALM OPTIONS.....	79
D COST & VIABILITY APPRAISAL.....	87
E BUILDING SCHEDULES	93
F PUBLIC CONSULTATION	101



Introduction

The Royal Borough of Kensington and Chelsea (RBKC) commissioned Urban Initiatives to prepare a Framework for Notting Hill Gate District Centre. This Framework will be used as supporting evidence during the preparation of the Local Development Framework. This is not a statement of planning policy for the Royal Borough.

This Framework for Notting Hill Gate District Centre consists of two distinct parts. The first part of the document sets out the vision and framework to guide the regeneration of this important district centre in the Royal Borough of Kensington and Chelsea.

The vision was established in joint working with the Planning Department of the Royal Borough and informed by consultation with representatives of the community and stakeholders.

For ease of reference and to avoid confusion, the following definitions apply when discussing the area:

- Notting Hill Gate is the old Roman Road;
- Notting Hill Gate District Centre is the road and buildings which make up the district centre; and
- Notting Hill is the surrounding residential areas.

The framework sets out a spatial concept for Notting Hill Gate District Centre. It identifies potential development sites; sets out proposed massing, heights and frontages of development; and includes a concept design for public realm improvements and improved entrances to the underground station. This is supported by detailed guidance on issues such as the mix and density of uses; building heights; scale; frontages and interface of development; public realm and public spaces; and transport and movement.

The second part of this document considers the implementation of the vision and framework. This vision may take many years to implement. However, there are several elements of the framework which can be implemented in the short term, with the remainder of the elements being implemented in the medium to longer term. For this reason the study area was divided into a core and peripheral area.

Metro Shopping Fund, a major landowner in the area, currently has plans to redevelop part of its estate, and these sites have been included in the core area. A number of development options were developed for the core area. A cost and value appraisal was undertaken for several of these options, and compared to the Metro Shopping Fund proposal. The appraisal will inform discussions between the Council and landowners. Furthermore, it informs the implementation plan which identifies actions for

delivering the vision over the next five, ten and twenty years.

A series of urban design and transport options were also explored which can be found in Appendix A, B and C of this report. Assumptions and detail of the cost and value appraisal can be found in Appendix D. The associated building schedule for the framework and development options are included in Appendix E. A summary of issues raised during the community and stakeholder consultation are included in Appendix F. The baseline and analysis stage of this work is documented in a separate report, titled Baseline Report: Identifying Issues and Opportunities.



PART 1

A Vision for Notting Hill Gate District Centre

- /1 Summary of Issues and Opportunities
- /2 A Vision for Notting Hill Gate District Centre
- /3 The District Centre Framework

/1

Summary of Issues and Opportunities

Notting Hill Gate District Centre has the advantage of being easily accessible by tube, bus and road. It has a wealth of visitor attractions in the adjacent areas and has an existing local user base. In addition a diverse set of visitors arrive in significant volumes at the weekends.

There are cultural amenities, such as the cinemas and a theatre, and evidence of public art along Notting Hill Gate, all of which can be further enhanced. However, the image of the centre is negatively impacted by a fragmented street scene and incoherent townscape. The retail offer is also skewed and fails to benefit from and provide opportunities for up-market retail.

Notting Hill Gate District Centre needs a strong physical identity that appropriately reflects its role and importance as a district centre, transport hub and gateway.

Large volumes of pedestrian traffic emerge from the tube station and disperse into a poor pedestrian environment, along congested and cluttered footways. Pedestrians are also unable to easily cross Notting Hill Gate due to inadequate pedestrian crossings and proliferation of railings.

There is also a lack of high quality gathering and resting spaces for locals and visitors. Notting Hill Gate District Centre is also used by pedestrians as a through-movement space to other nearby destinations and amenities, such as Portobello Road. The positive benefit of the large footfall emerging from the tube and passing through the area is reduced because



Overcrowding at a bus stop on Pembridge Road

of the footway congestion. With the creation of an attractive and inviting pedestrian environment and public realm, including a spill out space or new square, there is an opportunity to increase the time visitors spend in the centre and increase the use of the local retail and cultural amenities.

A summary of the main issues is outlined below:

Land Uses

Notting Hill Gate District Centre is predominantly retail on the ground floor with office and education uses above. The existing retail offer does not reflect the importance of Notting Hill Gate as a District Shopping Centre and gateway destination. An upgrade in its retail offer would attract a wider audience and better provide for the surrounding residential area. There are some residential units located in Campden Hill Tower and in a number of other buildings in the District Centre. There is also an opportunity to make the most of existing cultural facilities such as the Gate and Coronet cinemas, the theatre and Notting Hill Library.



Blank façades and lack of active frontage

Pedestrian Amenities

Notting Hill Gate District Centre lacks quality public space for locals and visitors, and the pedestrian environment is a poor quality. Footways are congested and cluttered and there is a lack of safe crossing points. The street therefore acts as a barrier to pedestrian movement. An opportunity exists to expand the existing public art by upgrading public spaces and finding more appropriate locations for art, which would be a coherent addition to the streetscape and pedestrian environment.

There are also several back-to-front conflicts in the Notting Hill Gate District Centre, where rear service areas are exposed and impact negatively on pedestrian movement and residential amenity.

Image

The street scene in the centre is fragmented with a variety of architectural styles and heights in close proximity to each other. The mixed building heights also add to an inadequate sense of enclosure along the streets and the townscape is incoherent and unclear, particularly along Notting Hill Gate. A consistent



Buildings in need of renovation and repair

approach to heights would help clarify the image of the area.

The area also lacks a clear identity and sense of place - a consistent approach to architecture, streetscape furniture and tree planting could help to provide a distinctive image to Notting Hill Gate District Centre.

The existing 1950's/ 60's landmark towers of Campden Hill Tower and Newcombe House help legibility, yet their townscape character and poor state of repair negatively affects the image of the centre and the existing public art requires upgrading and better placement.

Vehicular traffic

The existing quality of the centre is blighted by large traffic volumes traveling through the area. While it may be difficult to reduce traffic levels, their adverse impacts can be reduced through public realm improvements. There are also opportunities to rebalance the needs of other modes of transport, specifically pedestrians, and to reallocate space to the footways through the removal of pay and display bays and the realignment of the footpaths.



Traffic on Notting Hill Gate

Public Transport

Notting Hill Gate District Centre is very well served by public transport. The Central, District and Circle underground lines interchange at Notting Hill Gate and an opportunity exists to improve the modal interchange. The tube station in particular deals with large volumes of footfall, especially when Portobello Market is open. In addition to this, the district centre is also very well served by buses with ten different bus services operating in the centre.

However, the access and waiting environment in the underground and at the bus stops must be improved, especially where it conflicts with pedestrian movement on the footways.

Walking

The walking environment in the centre is unattractive despite the high footfall and the quality of crossing facilities is inadequate. Guardrails, bollards and bus stops clutter the street scene and act as barriers to pedestrian movement. Increasing the footway width to relieve footway congestion and increasing the number



Overcrowding on footways

and quality of crossing opportunities would help to improve the pedestrian environment,

Property Market Context

Residential property prices in the centre, and in particular within Notting Hill, are relatively high.

Although it comprises of a number of office buildings, the centre is not an established office location by comparison to established office areas in the West End, Hammersmith, Paddington and Knightsbridge. The Council's Employment Land Availability Study, January 2007, however, identifies the centre as a major office location in the Royal Borough, and states that there is an undersupply of business premises in the borough compared to future demand.

A range of retail units are provided, as well as and two historic cinemas, several bars, restaurants and clubs. Yet they fail to benefit from the buying power of surrounding affluent areas.

/2

A Vision for Notting Hill Gate

A vision for the future of Notting Hill Gate District Centre has been developed, which has been informed by the Issues and Opportunities analysis and discussions with various stakeholders and community representatives.



Example of a new community square (Concert Square, Liverpool) that is animated by bar and restaurant uses



Example of a public square (Showbourg Plein, Rotterdam) where the provision of benches invites people to stay, rest, watch and enjoy the space

The vision for Notting Hill Gate is to:

- *Provide a vibrant and lively mixed-use centre catering for locals and visitors alike, while enhancing the arts, cultural and bohemian character of the surrounding area;*
- *Encourage exceptional architectural quality, which helps to create a regionally distinctive identity with a high quality, pedestrian friendly public realm;*
- *Provide a convenient and accessible public transport interchange to better cater for the large volumes of pedestrian traffic; and*
- *Provide a place with a distinct townscape and a unique character, where people like to stay, and which is easy to understand and move through.*



Example of a new tube entrance (Buchanan Street, Glasgow)



Example of coherent public realm and lighting



Example of a coherent high quality public realm (Kensington High Street)

Important to the success and revitalisation of the centre are the following three objectives:

- **To enhance the pedestrian environment**

This should be achieved by widening narrow footways, removing clutter and creating quality public spaces as focal and 'breathing' spaces. Development should provide active frontages that overlook and animate the street space at the front and the rear of buildings. An enhanced streetscape design should overcome the severance of Notting Hill Gate, provide improved pedestrian crossings and provide a high quality and coherent public realm.

- **To enhance the mix of uses**

The retail offer should be enhanced and include up-market uses, such as a new food hall, independent shops and niche retail, while aiming to retain local businesses that are typical of the centre, such as family-run specialist stores, independent retailers or record shops. The mix of uses should also include provision for arts, cultural and community facilities, and make provision for significant office accommodation.

It is also important to enhance the mix of residential uses within the centre, including market and affordable homes. This may be achieved through appropriate higher density development, but should not compromise the office and community provision within the centre. In this regard, the appropriate mix of uses should be delivered through the appropriate physical form of any development.

- **To improve the image of the centre and create a sense of place**

This should be achieved by enhancing and repairing the current built environment providing clear and well-defined streets and spaces.

Infill or redevelopment should be fine grain and compact. Its height should relate to the hierarchy of the centre within the borough, define the street, offer enclosure and continuity and establish a coherent streetscape. New development must be of exceptional architectural quality and appropriate form, emphasising key locations and gateways. This would help to improve the image and perception of Notting Hill Gate District Centre, providing a townscape which is easily navigable and promoting a greater sense of place.

The District Centre Framework

3.1 Concept plan

The vision has been translated into a spatial concept for Notting Hill Gate District Centre. The spatial concept includes a number of important elements:

- Reinforcing the existing urban structure**
 The general arrangement of development aims to strengthen and, where required, repair the existing urban structure. Streets should be appropriately enclosed with the street width and height of buildings appropriately responding to the role of the street in the urban structure. Streets should also be appropriately reconnected to open up views and improve pedestrian access into and out of the centre.
- Turning servicing streets into animated back-streets**
 Service streets to the rear of United House, David Game House and Astley House should incorporate active frontages and ground floor uses (such as retail, studio and workshop spaces) and entrances to the upper units, while still accommodating service functions. This will improve the quality of the residential areas; increase footfall; improve natural surveillance on these currently underused spaces; and minimise opportunities for anti-social behaviour.

- Emphasising the centre and gateways at Notting Hill Gate**

Despite their current appearance Campden Hill Tower and Newcombe House serve as local and district landmarks. Both towers serve as 'book-ends', marking the extent of the centre of Notting Hill Gate and signifying its importance as a district node within the Royal Borough of Kensington and Chelsea. However, due to their condition, appearance, bulk and massing the towers have a negative impact on the image of Notting Hill Gate District Centre.

In the short to medium term it will not be possible to remove Campden Hill Tower due to existing long term residential leases. However, recladding the tower may enhance the external appearance and help mitigate these impacts. This recladding might be funded by increasing the height of the tower by 2 or 3 storeys and provide the opportunity for some exceptional architectural design that enhances the identity of the centre.

There is an opportunity to reclad Newcombe House Tower or replace it with new development that better addresses the corner with Kensington Church Street. With exceptional architecture, a distinct form and perhaps greater height this would create an appropriate gateway into the District Centre. However, replacing the tower with a building of a consistent height of approximately 6 storeys, plus 2 additional storeys set back and less visible from the street, is also a suitable townscape solution.

Several other buildings in the centre also offer opportunities for smaller scale landmarks. These buildings are the focal points of vistas into the centre, with Hobson House being visible down Pembridge Road, David Game House being visible down Pembridge Gardens and the RBS/ Foxton's building being visible up Jameson Street (if David Game House was developed to form a new pedestrian link). These buildings offer the opportunity to highlight these important local nodes, possibly through an increased height or contemporary architectural design and features. The Council should encourage the owners of these sites to work in partnership with other stakeholders to prepare detailed design and development briefs for these individual sites. These briefs must be prepared in accordance with planning policy and be consistent with this vision and framework.



Concept plan for Notting Hill Gate District Centre



A quality public realm enhances the image of a place

- **Enhancing the public realm**

The public realm in the centre requires a step change, through considerable street scene improvements and improvements to the pedestrian experience. Removal of clutter from the walkways and a widening of footways will enable pedestrians to move more easily to, from and around the centre. The implementation of frequent and direct pedestrian crossing facilities will overcome the severance currently caused by the road. These measures, together with a coherent and high quality public realm treatment, will significantly enhance the pedestrian environment, encourage people to spend longer in the area and substantially enhance the image of the centre.



A public space as the focus for activity

- **Creating a new public space**

There is an opportunity to establish a new town square at Notting Hill Gate that takes advantage of the southerly aspect on the corner of Notting Hill Gate and Pembridge Road. It would act as a focal point for the community and as a meeting and resting space for visitors and locals alike. The space would be enclosed by active retail frontages; used for regular street markets or events; and provide an opportunity to relocate the entrances to the underground station into an area where congestion will be greatly reduced. The square will play a crucial role in establishing a new identity for the centre. However, this new square will be subject to financial viability testing and may only come forward as part of a linked planning application for the redevelopment of United House.



Example of a new covered entrance to the sub-way system

- **Providing better entrances into the Underground Station**

The redevelopment of large parts of the centre offers the opportunity to move the existing entrances into the underground network away from busy footways and preferably into the ground floor of buildings. This will free up pedestrian space and relieve congestion, and also create better passenger facilities. A new tunnel may also provide a new entrance into the proposed new square. The space will act as an attractive entrance for visitors to Portobello Road and locals, while attracting people into the centre.



Potential for a food hall



Opportunity for up-market retail



Opportunity for a variety of restaurants and cafes

3.2 Mix and density of uses

The 1950's/ 60's development at Notting Hill Gate aimed to provide a good mix of uses including office accommodation, residential uses and retail at ground floor level. The centre has, however, failed to benefit from the uplift in values of the surrounding areas and at present its overall image is tired. A number of cultural institutions can be found in the centre, namely the Gate and Coronet Cinemas and the Gate Theatre. The centre also functions as an active nightlife destination with a number of bars, restaurants and clubs.

Retail Uses

The lack of an attractive retail offer makes Notting Hill Gate a transient place, where people move through rather than being encouraged to stay. In addition the lack of up-market retail and restaurants, that one would expect to find in a district centre with such an affluent hinterland, means that this demand is inappropriately served. This may result in potential spend being diverted to other competing centres.

The enhancement of the physical environment needs to go hand in hand with the provision of an enhanced retail offer that gives people a reason and attraction to stay longer and spend time in the centre.

Retail should serve a wide range of interests including local residents, the working population and visitors to the centre and nearby Portobello Market. The typical high street retailers should be complemented by a variety of smaller up-market comparison shops or niche retail, such as those found on Marlybone High Street. Independent businesses should be strongly encouraged, as they bring uniqueness to the retail offer in the centre. This will need to be accompanied by a variety of high quality food outlets, including small cafes, restaurants and bars. Eating and drinking outlets should make use of outside pavements, especially where south or west facing pavements are wide enough not to impact on pedestrian movement. However, outside seating areas should be managed so that they contribute to an active and lively street scene.

There is a real opportunity to bring a food hall or up-market supermarket to Notting Hill Gate. This would strengthen its role as a centre for surrounding communities and add an anchor store that would generate significant footfall to increase the vitality and viability of other uses.

With the regeneration of the centre there is a danger that valuable existing retail provision may be lost. During our consultation exercises local residents were particularly concerned about the disappearance of family-run specialist shops, including record shops, specialist food shops and other convenience shops that offer local facilities and contribute to the special character of the centre. Where possible these independent retailers should be retained, particularly if they have a history of being located in the centre and contribute to its special character. The Council is currently looking into the possibility of 'affordable shop units' to be provided as part of some new retail development, in a similar way to affordable housing.



Opportunity for enhancement and expansion of existing cinemas

Cultural and Community Uses

It is important to build on the cultural 'Bohemian' legacy of the centre and expand its arts and culture uses. The cinemas and theatre should be retained and their use should be enhanced. This will reinforce the role of Notting Hill Gate as a local leisure and cultural destination and support its evening economy.

This 'Bohemian', arts and cultural character of the centre may be enhanced through the provision of studio space, small workshop areas, exhibition space and galleries. The existing market is a valuable community asset, which may be enhanced for the sale and exhibition of local arts. The listed Coronet Cinema should also be enhanced and possibly restored, as it is one of very few historic buildings in the centre.



Potential to enhance community facilities at the centre

Where the centre expands into the back streets opportunities should be sought to provide workshop or gallery spaces. Values will be lower there, and these uses generate welcome interest and footfall that will help to animate these streets.

The opportunity also exists to move Notting Hill Library from Pembridge Road to a new location in the upper floors of the centre to strengthen it as a place for the community.



A place for independent, knowledge based or creative offices

Employment Uses

Notting Hill Gate District Centre is an important office location providing small to medium sized office accommodation. Newcombe House is one of the largest single office buildings in any one of the borough's town centres. This contributes to the activity in the centre during weekdays and supports local cafes and retail.

The Council's Employment Land Availability Study states that there is an under supply of business premises in the borough compared to future potential demand.

Given its exceptional public transport accessibility and the general under provision of employment in the Royal Borough, there are significant benefits to retaining office provision in the centre. This may include the provision of office space for creative industries, such as design professions or media companies, which would be consistent with the vision. However, the loss of office space may be considered where new employment in retail or leisure uses is created, or other significant benefits to the community are provided.



Residential uses above retail

Residential Uses

The current residential provision in the centre, predominantly found in Campden Hill Tower, is mixed across the tenancy spectrum. There is a risk, however, that some people, including young families, the elderly and key workers, are priced out of the area. This would result in a less cohesive community and the loss of social diversity and vitality. Given the up-market residential profile and land values of surrounding areas it is important that new development provides an acceptable element of on-site affordable housing provision. However, the extent of the provision would need to be weighted against other public benefits that may be sought. Owing to the financial viability of the scheme, a provision of 25-35% of affordable housing may be considered. The affordable element should include a mix of socially rented and shared equity. It is also acknowledged that an element of market housing will need to be provided to ensure that the scheme is financial viable. This market housing might result in the loss of some office space. However, this would help to achieve other community benefits.



High density urban living

Density

Notting Hill Gate District Centre has the highest PTAL rating in the Royal Borough. In order to achieve sustainable development densities should be higher in areas that are particularly well served by public transport. Current development densities in the centre are therefore considered low when compared to areas of similar public transport accessibility.

Any new development in Notting Hill Gate District Centre should therefore aim to increase overall density. As the centre is surrounded by conservation areas and some sites are adjacent to existing low rise housing this increase in density will need to be achieved through more compact development and slight changes in height.



Notting Hill Gate has the highest PTAL rating in the Borough



New development to relate should low rise terraces directly south of Notting Hill Gate



Victorian buildings at the south side of Notting Hill Gate set a precedent for a coherent building height



Precedent for five storey urban residential development with consistent building height and additional set back floor

3.3 Building heights

General Height

The height of buildings in the District Centre varies significantly. It includes single storey shop front extensions, two to four storey Georgian and Victorian terraces, and one to six storey modernist 1960's development. The centre also has two 'tower blocks; which are each taller than 12 storeys.

New development must be sensitive to the existing context. It needs to appropriately relate to or mediate towards the height of neighbouring Georgian or Victorian buildings, take account of conservation area designations and their policies, and consider overshadowing, overlooking, privacy and right of light issues.

Along Notting Hill Gate the northern end of Kensington Church Street and the southern end of Pembridge Road the objective is to create continuity in building heights and a greater degree of enclosure. As a principle, a general building shoulder height (the sheer height above the building line) should be five storeys.

This will provide gives an appropriate enclosure to the streets. This benchmark height may be modified up or down by one or two storeys. Upward modification may be acceptable to give particular emphasis to development at an important street corner, such as the Foxton's/RBS site, and downward modification may be required to mediate the impact on adjacent development.

Any additional storeys above the shoulder height should be set back from the building line. This helps to create a variety of rooflines and an interesting roofscape, while retaining a human scale.

Building heights at back streets and mews courts will usually be lower, in the range of two to four storeys, and must respond to the height, width and scale of the surrounding character. Buildings heights must be designed in accordance with the Council's Building Heights Supplementary Planning Document.

Landmarks

Landmarks are buildings or parts of building that are special and stand out from their surroundings. This can be by virtue of their increased height or, indeed, their outstanding architecture. Buildings of this quality help people to memorise places within the city. They form part of the mental map of an area and assist orientation and way-finding. Furthermore they may contribute to a particular character of a place or signify a particular function.

Generally, a distinction can be made between local landmarks and district landmarks. Local landmarks have only a limited local impact, while district landmarks are usually of significantly greater height than their surrounding context and will be visible from further away. In either case, the Council should encourage the owners of these sites to work in partnership with other stakeholders to prepare detailed design and development briefs for these individual sites. These briefs must be prepared in accordance with planning policy and be consistent with this vision and framework.



Precedent for a local landmark building with special architecture and an increase in height to mark a street corner

Local Landmarks

Two particular locations are identified in the District Centre that would benefit from a local landmark. The first is the site of Hobson House that could be redeveloped as an appropriate termination of the vista down Pembridge Road. The second site is situated across the road between the junctions with Pembridge Road and Pembridge Gardens (RBS / Foxtons Building), where there is an opportunity to develop a new gateway building. In both cases, it is unlikely that a building with increased height by more than one or two storeys will be acceptable due to the impact on the neighbouring context. A building of bespoke architecture should, however, be explored when bringing either of these sites forward for development.

District Landmarks

Campden Hill Tower and Newcombe House, at eighteen and fifteen storeys respectively, are district landmarks that can be seen from various points in the Royal Borough and beyond. They give a sense of orientation and arrival, and mark the extent of the centre at Notting Hill Gate. However, due to their large floor plates, bulky

form, repetitive façade and tired overall look, both buildings do not contribute to, but significantly detract from, the image of the District Centre.

Due to long residential leases the removal of Campden Hill Tower is not considered a realistic or viable option in the medium to longer term. However, the external appearance of the tower should be enhanced to make a positive contribution to the image of the centre. This should include a creative refurbishment of the façade and could be assisted by a partial redevelopment of its ground floors and top floors.

There is an opportunity to replace Newcombe House as its owner is currently considering the vacation and refurbishment of the tower. The precedent for a tall building exists in this location, but its impact on Notting Hill Gate and the surrounding townscape is wholly detrimental. This precedent of the existing tower, therefore, is not one which should be followed.

A variety of options for buildings in this corner, and their relationship with Campden Hill Tower, have been tested as part of this study. These are included in Appendix B of this report. The assessment concludes that a tower of 18 to 22 storeys would complement Campden Hill Tower. This would create a pair of strongly related towers that would give the centre a distinct image and provide a focal point on the skyline, thus improving legibility. However, such a tall structure would not be acceptable in the context of the surrounding conservation areas. A medium rise redevelopment at this site with a typical height of five to six storeys with a corner element of increased height by two to three storeys is considered a very different but perfectly reasonable alternative solution in terms of the contribution to the townscape of the centre. This alternative will result in a more acceptable scale of development with less impact on the surrounding properties and will be more characteristic of development in the Royal Borough. The aim should be

that any replacement buildings should be of such a high architectural quality, as a local landmark, that these emphasise the junction with Kensington Church Street.

The financial viability of these alternative approaches are set out in Chapter 5 of this report. Both approaches may be viable. However, this will depend on the proposed land uses, the proportion of affordable housing and the community benefits to the wider area.



Vertical rhythm of existing façades

3.4 Built form, frontages and interface

This Framework aims to reinforce the typical character and urban form of the Royal Borough of Kensington and Chelsea which was neglected by the 1950's/ 60's modernist development at Notting Hill Gate with its large scale, uniform and monolithic built form. New development should extend and enhance the historic block pattern with a fine urban grain, frequent block subdivision and a massing and scale that relates to neighbouring existing development.

New buildings should be of exceptional quality and architecture. Facades of buildings with larger floor plates should be vertically subdivided to relate to the typical pattern of facades in the area. Facades should express a vertical emphasis and establish a lively rhythm along streets to tie in with the character of the existing Georgian and Victorian development.



Existing shop fronts provide overlooking and animation to Pembridge Road

Large projecting balconies onto Notting Hill Gate or Kensington Church Street are inappropriate as they may undermine the character of the area, be subject to excessive noise and air pollution, and be visually unattractive.

In some areas of the centre, particularly in the back streets, street spaces have suffered from poor enclosure and inadequate frontages, being lined by lifeless building fronts or blank walls. In these areas the urban fabric needs repair, and a positive streetscape should be established.

A clear definition of the street space is paramount. New development should adhere to a common building line normally at the back of footway, establish or reinforce a continuity of frontage and provide definition and enclosure to the street space and public realm. Development needs to turn corners and terraced development will be the prevalent building form.



Opportunity to establish a fine grain of development with active ground floor uses

Buildings should always have their fronts and main entrances oriented towards the street to ensure the overlooking and passive surveillance of street spaces. Blank walls towards the public realm should be avoided. Ground floor uses should have an active relationship and interface with the outside street space. Entrances to upper floor uses should be located between ground floor retail units on the main streets or within the service streets.

There should be a clear distinction between private and public spaces. Where buildings step back from the building line, the resulting space should be usable and attractive and have a clear function. Ambiguous or left over space should not be permitted.



Attractive new entrance to the underground in Glasgow



High quality paving, arcades and a special tube entrance characterise this public space, Place Collette, in Paris



Public art contributes to the character and identity of this public space in Manchester

3.5 Public realm and public spaces

Public Realm

An important function of the public realm is to provide pedestrian movement space. The public realm also assumes an important social function as it enables a multitude of other activities. The pattern of activities in an urban environment impacts on its character and identity. Successful urban places are characterised by a vibrancy and buzz, and provide spaces that allow for movement, rest, reflection and activity. These include fast and slow movement, window-shopping, waiting, meeting and gathering.

The centre currently suffers from too little pavement space for the footfall the area experiences, particularly during rush hours and on market days when people arrive to go to Portobello Road Market. There are a number of bottlenecks particularly around entrances to the underground station and bus stops, where pavements are cluttered or particularly narrow, which results in congestion and overcrowding. These areas offer limited space for pedestrian movement

and other activities are discouraged. During the rush hour in particular, people aim to 'get out of the crowd' and leave the area rather than being encouraged to stay.

The successful regeneration of Notting Hill Gate requires a substantially enhanced pedestrian environment including the removal of bottlenecks, the widening of pavements and provision of sufficient space for a variety of activities.

Key problem areas are around the entrances to the underground station. These entrances are located in the footways and block continuous pedestrian movement. People are diverted through a dark and uninviting undercroft on the southern side and a convoluted and usually congested environment on the northern side, where waiting people and ATMs add to the problem. The potential for redevelopment of adjacent sites offers the opportunity to reconfigure the entrances to the underground station by including stairs and potentially a lift into the existing subway tunnel within the ground floor of a building. This is a common solution for central London underground

stations. It allows for uncongested pavements and for continuous building lines at the back of footways. Neighbouring ground floor retail units will also benefit from a relief in congestion outside.

There is an opportunity to disperse crowds further away from the northern exit by providing a new entrance west of Pembridge Road on the northern side of Notting Hill Gate. This could be a more convenient route for visitors to Portobello Market and to the west of Notting Hill Gate. This will also relieve congestion on the eastern footway at Pembridge Road. A new subway might connect this entrance with the existing subway, where there is an opportunity for retail units extending into the basements with entrances from lower and street level. The feasibility of such a tunnel, in terms of any diversion of utilities and disruption during construction, would need to be investigated through further discussions with utility suppliers and Transport for London / London Underground.



Grand Parade in Cork: Coherent high quality public realm treatment transformed the image of this street

High quality public realm design and materials are essential in ensuring that Notting Hill Gate District Centre will become an attractive place with a lasting appeal to many people. A consistent palette of quality materials, street furniture and lighting along Notting Hill Gate, Kensington Church Street and Pembridge Road will ensure a coherent image.

The layout of the public realm and streets is considered in the following section (3.6) in more detail.

Public Space

Public spaces are special areas within the public realm that offer additional space for rest, reflection, interaction and movement. As people spend social and leisure time there, they develop a personal affinity and give meaning to a public space, which makes it a place. The identity of such a place radiates outwards and can become the dominant image for a wider area. For example, the Duke of York Square on Kings Road has given this section of Kings Road the quality of a place rather than a high street.



Grand Parade Cork: Natural stone blocks offer informal seating and mark the limits of parking bays

Notting Hill Gate District Centre does not have a public space that exerts these qualities. The existing space outside of Newcombe House fails, as it is very small, overshadowed and traffic dominated. It lacks active frontages and an inspiring or useful design.

There is the potential to create a new public space at the site of United House when this block is redeveloped. Such a space would create a focal place for the community. It would provide amenities for people that live, work, shop and study in the area, and offer a breathing, meeting and orientation space for visitors. People would be attracted to stay longer in the centre and the space will sit at the heart of a rejuvenated Notting Hill Gate.

The adjacent new building could include exhibition spaces and a community café. Local arts groups should be supported and be invited to get involved in the improvement of the public realm and provision of public art. Festivals and events held at the Square or in the community centre could further enhance the role of the centre as a focus for arts and culture. The space could become home to regular market activities



Water fountains are a great feature to stimulate interest and invite people to stay in a public space

such as a farmers, food and flower markets, or festivals, which would add meaning to the centre and create a visitor attraction in its own right.

The design of the public space needs to be special and stand out from the public realm treatment of surrounding streets. It requires careful design that provides seating areas and focal objects that offer interest; considers sun orientation and shelters from the elements; and tackles the visual and noise impact of traffic. Surrounding uses should provide animation and overlook the space by attracting footfall, activate its edge and offer outdoor seating areas. The space could be integrated into the wider town centre, and specifically link the north and the south of Notting Hill Gate, through the provision of a raised 'table' junction.

The feasibility of such a space has to be considered early on as it may require external funding or cross subsidisation by other development in the centre.



Attractive new public realm (Buchanan Street Glasgow)

3.6 Transport and movement

Improvements to the public realm in the centre will need to tie in with a workable transport and movement solution. As part of this study a number of street layouts and public realm options were considered. These were based on the streetscape work previously undertaken by consultants for the Royal Borough. A series of options were developed with varying degrees of improvements to the pedestrian environment. However, these improvements to the pedestrian environment will have an impact on vehicular capacity along Notting Hill Gate, Kensington Church Street and Pembridge Road. These options are presented in more detail in Appendix C.

In parallel to this framework, the Council is also considering options for improvements to traffic and movement patterns in the District Centre. This appraisal puts forward several alternative options for improvements to the traffic and movement networks.

Suggested approach

As part of this framework a street layout is suggested that aims to balance vehicle capacity and pedestrian needs. This framework proposes an option that would further enhance the function, movement and pedestrian environment in and around the centre. These suggested improvements should be considered and further explored in the ongoing work by the Council's consultants.

While the following recommendations best meet the overall objectives set out in Chapter 2, a decision about the final option to be adopted by the Council will need to be informed by further network testing and modelling to fully understand the implications.

The suggested approach for the movement network in and around the centre will result in significant benefits for pedestrian movements with some minimal impacts on vehicular capacity at key locations. This approach includes modifications to the kerb alignments, resulting in wider footways; design of pedestrian crossing facilities including the improvement of existing facilities and the creation of additional crossings; and relocation of a bus stand, servicing and parking bays.

1. Streetscene

Overall improvements to the streetscene are envisaged with the removal of pedestrian guardrails. A clear 'furniture zone' should be created so that an uncluttered pedestrian movement space along the footway can be achieved. All existing street furniture should be replaced and new furniture should be well coordinated and contribute to the centre's distinct character. This will also help to create visual continuity between new and refurbished items. In this regard, street furniture would provide a neutral backdrop to the surrounding buildings.

A consistent surface treatment for the whole extent of the town centre is proposed. Materials used should be consistent with the Royal Borough of Kensington and Chelsea Streetscape Guide.

A raised table at the junction of Notting Hill Gate and Pembridge Road is proposed. This treatment should integrate with the possible new public space created adjacent to this junction. This will enhance pedestrian crossing movement (at grade), create a gateway feature and contribute to a high quality public realm without impact on vehicle capacity.

2. Highway Alignment

Notting Hill Gate should be reduced to two lanes in each direction along its entire length between Campden Hill Road and Linden Garden. The only exception to that would be a short left-turn lane on the western approach of its junction with Pembridge Road and a right-turn lane on the western approach of its junction with Linden Gardens. Kensington Church Street should be narrowed to 3 lanes of traffic northbound and no modification to lane configurations are proposed to any of the other side roads.

The central reserve should be widened to 3metres east of Kensington Church Street and west of Pembridge Road to facilitate planting and cycle parking. The pedestrian guardrail and kerbs should be removed so that the median can function as an informal pedestrian crossing facility. The median strip, in between Pembridge Road and Kensington Church Street, should be removed in order to provide additional footway space in this section where the highest footfall occurs. With high quality crossing facilities proposed on either side of this section a median strip is less crucial. However, the proposed removal of the median strip can only be brought forward in conjunction with the new crossing facility across Notting Hill Gate at the junction with Pembridge Road. Should this crossing not be achieved

then a median strip would bring significant benefits to pedestrians. A reduced width of 1.5metres would then be proposed, allowing for footway widening while still facilitating informal crossing movements.

Any detailed proposals for improvements to the highway alignment will be subject to further traffic modelling and should be prepared in partnership with Transport for London.

3. Footway Widening

As mentioned above, footway widening can be achieved on the northern side of Notting Hill Gate between Pembridge Road and Kensington Church Street and on Kensington Church Street due to the potential reduction of lanes. Furthermore, a reduced width of the central reserve between Pembridge Road and Kensington Church Street would enable further footway widening either on the northern or southern sides of Notting Hill Gate.

Relocating the bus stop from the eastern side of Pembridge Road onto Notting Hill Gate would result in an increase to the footway space on the eastern side of Pembridge Road. This proposal has been tested and is shown to be achievable without any impacts on traffic flows.

4. Pedestrian Crossing Facilities

The suggested approach proposes straight across pedestrian crossing facilities, wherever possible, at all existing and proposed traffic junctions. The provision of such a facility across Campden Hill Road is crucial as this is a key desire line crossing a busy distributor road. This facility has implications for vehicular traffic and initial testing, has indicated that this crossing could only be achieved if the right turn from Campden Hill Road is banned. There are concerns that this might result in traffic using adjacent residential streets and may encourage rat-running. However, a more detailed network analysis, along with testing of



Traffic congestion at Notting Hill Gate

potential traffic management measures, is required to fully understand the impacts of this proposal.

Similarly, testing has shown that improvements to the crossing facilities at the junction of Notting Hill Gate and Pembridge Road would result in vehicle delay and reduced junction capacity. However, this is the heart of the town centre and therefore high quality pedestrian facilities are crucial and straight across facilities on all arms are proposed.

In contrast to the above, new and improved crossing facilities at the junction of Notting Hill Gate with Kensington Church Street and Notting Hill Gate with Linden Gardens are expected to be achievable without any impact on vehicular capacity. Similarly the new signalised crossing facilities at the Pembridge Road junction with Kensington Park Road have been tested and they are considered to operate within capacity.

5. Pedestrian Environment

General improvements to the street scene, footway widening and improved crossing facilities as outlined

above would contribute to a greatly improved pedestrian environment. The proposed public square and increase in amenity space would further improve the quality of the pedestrian environment.

6. Public Transport Improvements

Every public transport user arriving or departing from Notting Hill Gate District Centre ultimately walks. The improvements outlined in this section will result in more direct routes to bus stops and tube stations and improved walking environments. Passengers waiting at facilities will also contribute to overall activity in the centre.

One of the key issues identified in the baseline work is the unusual peaks of pedestrians exiting the tube station, which results in severe footway congestion. The creation of additional tube entrances and exits into the possible public square and into the ground floor of buildings, such as David Game House and at the Foxton's/RBS building, may contribute to spreading these high pedestrian flows more evenly. Furthermore, the widening of the footway would contribute to relieving pedestrian congestion around the underground stations. The interchange relationship between bus and tube would also be improved as the additional entrances reduce the distances between bus and tube facilities.

No modifications to the current bus operation are proposed, but as outlined above, the bus stop on the eastern side of Pembridge Road should be relocated onto Notting Hill Gate, which will increase footway space and potentially reduce pedestrian congestion in this area.

7. Cycle Improvements

Improvements to cycling in the area will mainly focus on the provision of cycle parking facilities proposed on the median strip.

Advanced cycle stop lines should also be provided on all junctions to facilitate cycle movement along

and across Notting Hill Gate. It is not proposed to introduce advisory or obligatory cycle lanes, cyclists will mix with general traffic.

8. Pembridge Road – partial closure

The above improvements may achieve significant benefits to pedestrian movement in the area. However, a major step change could be achieved by banning general traffic from Pembridge Road between Notting Hill Gate and Kensington Park Road. This would result in a highly attractive public transport interchange and an improved waiting environment, but it would also result in a significant north-south traffic redistribution. Without formal network testing, no predictions on the impact of this proposal can be made. Although, it is expected that this ban would result in an overall reduction of traffic along Notting Hill Gate and some of the improvements outlined above would be more easily achievable on the back of this ban as a 'bigger move'. In particular, the outlined improvements to pedestrian crossing facilities at the junction of Notting Hill Gate and Pembridge Road would be achievable if general traffic is banned from turning into/out of Pembridge Road.

9. Kensington Church Street gyratory

There may be opportunities to remove the gyratory at Kensington Church Street / Palace Gardens Terrace and reinstate the two-way operation. Following discussion with Royal Borough of Kensington and Chelsea it is understood that this would not be achievable without significantly reducing capacity and considerably adding to vehicle delay and queuing. The suggested approach brings significant benefits to pedestrian movements as straight across facilities are provided on all arms. However, this may not be achievable with the present one-way gyratory.

Similarly, improvements to Pembridge Road would bring more far reaching benefits to pedestrians and the centre as a whole. If the option of removing general traffic from Pembridge Road is brought forward this could have a significant impact on traffic flows in the whole area. In particular north-south traffic might be displaced to routes further away and, as such, the pressure of the junction of Notting Hill Gate with Kensington Church Street is likely to be relieved. As a consequence there might be scope to look at a two-way operation of the gyratory if combined with a bus-only section of Pembridge Road.

Conclusion

Public realm improvements at Notting Hill Gate will significantly benefit the centre. Wider footways and better crossing facilities will enhance the pedestrian and shopping environment and help to overcome the severance created by the road. A coherent and quality public realm treatment is important for achieving a step change in the image of the centre.

However, all proposals presented in this section will inevitably involve changes to current provision and capacity for traffic. The table opposite broadly summarises the advantages and disadvantages of the different options with an indication of the likely impact.

In order to progress proposals with more certainty, a more detailed transport assessment will be required to fully understand the impact of the proposed changes to the highways and junction layouts.

The suggested approach outlined in this framework should be considered and further explored in the ongoing work by the Council's consultants.

Comparison of Options			
	Base Options	Suggested approach	Suggested approach with Pembridge Road closed to general traffic
	Impact on walking environment		
Relieve footway congestion	+	+	++
Improve quality of crossing facilities		+	++
Improve quantity of crossing facilities		+	++
Removal of barriers & enhanced streetscene	+	++	++
	Impact on general motor traffic		
Expected impact on local - junction capacity/congestion		-	+
Expected impact on highway network in surrounding area		-	--
Expected reduction of traffic flows in town centre			+
Impact on public transport		-	+

The closure of Pembridge Road would be expected to result in a step change in quality for the whole area of the town centre. However, the potential negative impact on the wider network could outweigh these benefits. No reliable predictions can be made as to the consequences without testing the impacts in an area wide model, but the potential advantages of the proposal to Notting Hill Gate are such that testing should be undertaken.

It should be noted that some of the more fundamental improvements proposed in this section may impact on vehicular capacity, bus capacity and journey times, and may result in some queuing and delays.



PART 2

Implementation Strategy

/4 Delivery Options

/5 Implementation Strategy

/4

Delivery Options

4.1 Option development

As with many complex urban masterplanning projects delivery of the vision is a challenging task that is best facilitated by a consensus driven approach with the cooperation of various parties, including both the private and public sectors. Delivery may take many years with some developments being delivered early and others at a later stage. The development industry and processes in ten or twenty year's time may be substantially different from today. Plans for the centre need to take account of this and allow sufficient flexibility for longer term proposals, while being clear and specific in relation to projects that are likely to be realised in the immediate future.

The Metro Shopping Fund is a major landowner in the Notting Hill Gate District Centre. It owns significant sites in the centre, including the 1950's/ 60's developments that have contributed to the negative image of the centre. The Metro Shopping Fund has already prepared proposals for some of their sites, which they are currently discussing with the Council. These landholdings are critical to the success of the regeneration of the centre. Their successful redevelopment could bring about significant improvements to the centre, change its image, act as catalyst for further development, and contribute to significant streetscape improvements.

For the purposes of developing options, the centre is split into two areas, the core area and the peripheral area. The core area focuses on sites that have the potential to be redeveloped in the short to medium term and are considered to have the greatest impact on the regeneration of the centre. The peripheral area includes land outside the core area that has a lesser impact on regeneration and is less likely to come forward for development in the near future due to fragmented ownership, long leases or conservation concerns.

Core area

Six options have been developed for the core area, which vary in their urban form, height and mix of uses. These six options are summarised as follows:

- **Option 1** (Base Case / MSF Scheme): Refurbish Newcombe House Tower, David Game House and Astley House; and redevelop remainder of Newcombe House site to a low to medium height (approx. 5 storeys). No proposals for the north of Notting Hill Gate. (Financial viability appraisal for the land to the south of Notting Hill Gate contained in Chapter 5)
- **Option 2:** Refurbish Newcombe House & Campden Hill Towers and redevelop remainder of core area to a low to medium height (approx. 6 storeys). (Financial viability appraisal for land to the south of Notting Hill Gate contained in Chapter 5).
- **Option 3:** Refurbish Campden Hill Tower and redevelop remainder of core area to a low to medium height (approx. 6 storeys) with a new tower at Newcombe House (17 Storeys). (Financial viability appraisal for land to the south of Notting Hill Gate contained in Chapter 5).

- **Option 4:**
Refurbish Campden Hill Tower and redevelop remainder of core area to a low to medium height (approx. 6 storeys) with a new tower at Astley House. (Financial viability appraisal not conducted as scheme not supported by RBKC).
- **Option 5:**
Refurbish Campden Hill Tower and redevelop remainder of core area to a consistent low to medium height of approx. 8 storeys.
- **Option 6:**
Refurbish Campden Hill Tower and David Game House; and redevelop remainder of core area to a consistent low to medium height. (Financial viability appraisal for land to the south of Notting Hill Gate contained in Chapter 5).

Peripheral area

Two possible development scenarios have been developed for the peripheral area. One focuses on repair and infill development, and the other envisages the comprehensive redevelopment of several important sites to the north of Notting Hill Gate. As the area consists of sites with varying landowners, which will come forward for redevelopment at various times, a mix of both options may also be considered.

The core area and peripheral area options are outlined in greater detail on the following pages. The indicative building schedules are included in Appendix F. In some instances the suggested heights are written as x+y, where x is the suggested height flush with the ground floor building line and y is any additional storeys that may be accommodated as long as they are set back from the ground floor building line.

4.2 Core area options

Option 1 (Base Case / MSF Scheme)

Refurbish Newcombe House Tower, David Game House and Astley House and redevelop remainder of Newcombe House site to a low to medium height (approx. 5 storeys). No proposals for the north of Notting Hill Gate.

Option 1 presents a minimum intervention proposal. It includes the refurbishment of Astley House, David Game House and Newcombe House tower and the redevelopment of the remainder of the Newcombe House site.

The proposal does not propose any changes to the entrances into the underground station or to the development north of Notting Hill Gate.



With permission from Land Securities Ltd

Option 1 (Base Case / MSF Scheme)

Building Name	Code	Proposal	Indicative Height
Astley House	E1	Groundfloor: Retention of current retailers in situ. Upper Floors: Refurbishment and change to affordable housing.	4 (as existing)
Newcombe House Tower	D3-3	Refurbishment and recladding upper floors of Newcombe House Tower for private residential, with the provision for 1+2 additional floors.	16+2
Kensington Church Street block, carpark and Newcombe House piazza and open space	D3-1	Redevelopment for retail, office and private residential, with new supermarket. Servicing and parking in the basement.	4+1
David Game House	D3-2	Groundfloor: Retention of current retailers in situ; Upper Floors: Refurbishment and change to affordable housing.	4 (as existing)
Hobson House	D1	No change	
United House	A5/A6/A7	No change	
Foxtons / RBS site	B1	No change	



Option 1

Option 2

Refurbish Newcombe House and Campden Hill Towers and redevelop remainder of the core area to a low to medium height (approx. 6 storeys).

Option 2 proposes the refurbishment of Newcombe House, and the redevelopment of the remainder of the Newcombe House site, Astley House, David Game House and Hobson House to a medium height. As proposed by the framework this option establishes new frontage lines and moves the entrances to the underground station out of footways into buildings.

A new public space is proposed at the junction of Notting Hill Gate with Pembridge Road at the site of United House. The space includes a new entrance into a subway leading to the underground station. New medium rise development is proposed to define and animate the eastern and northern edge of the space. The refurbishment of Campden Hill Tower is proposed.



Option 2			
Building/ Site Name	Code	Proposal	Indicative Height
Astley House	E1	Redevelopment with retail on ground floor and a mix of office and residential above.	5+1
Newcombe House Tower	D3-3	Refurbishment and recladding of Newcombe House Tower with offices on lower floors and private residential on upper floors.	17
Kensington Church Street block, car park, Newcombe House piazza and open space.	D3-1	Redevelopment with servicing and parking in basements, retail on ground floor and a mix of office and residential above. Build over existing piazza and square, with opportunity to relocate square to north of Notting Hill Gate.	5+1
David Game House and Hobson House	D1, D3-2	Redevelopment with retail on ground floor, integrated tube entrance and offices above.	5+1 (+2)
United House	A5	Redevelopment with servicing and parking in the basement, retail on ground and first floor, residential above; Enhancement to exterior of Campden Hill Tower.	5+1
United House	A6	Redevelopment with servicing and parking in the basement extending below the proposed square, a mix of retail and community facilities on the ground and first floors and a mix of residential and/or community facilities above.	5+1
New square	A7	Proposal for a new public space with new subway access to the tube station and a car park below.	0
Foxtons / RBS site	B1	Redevelopment with retail in basement and on ground floor (additional retail frontage at basement level towards subway), commercial above; the current tube entrance in the footway is moved and integrated within the development.	5+1



Option 2

Option 3

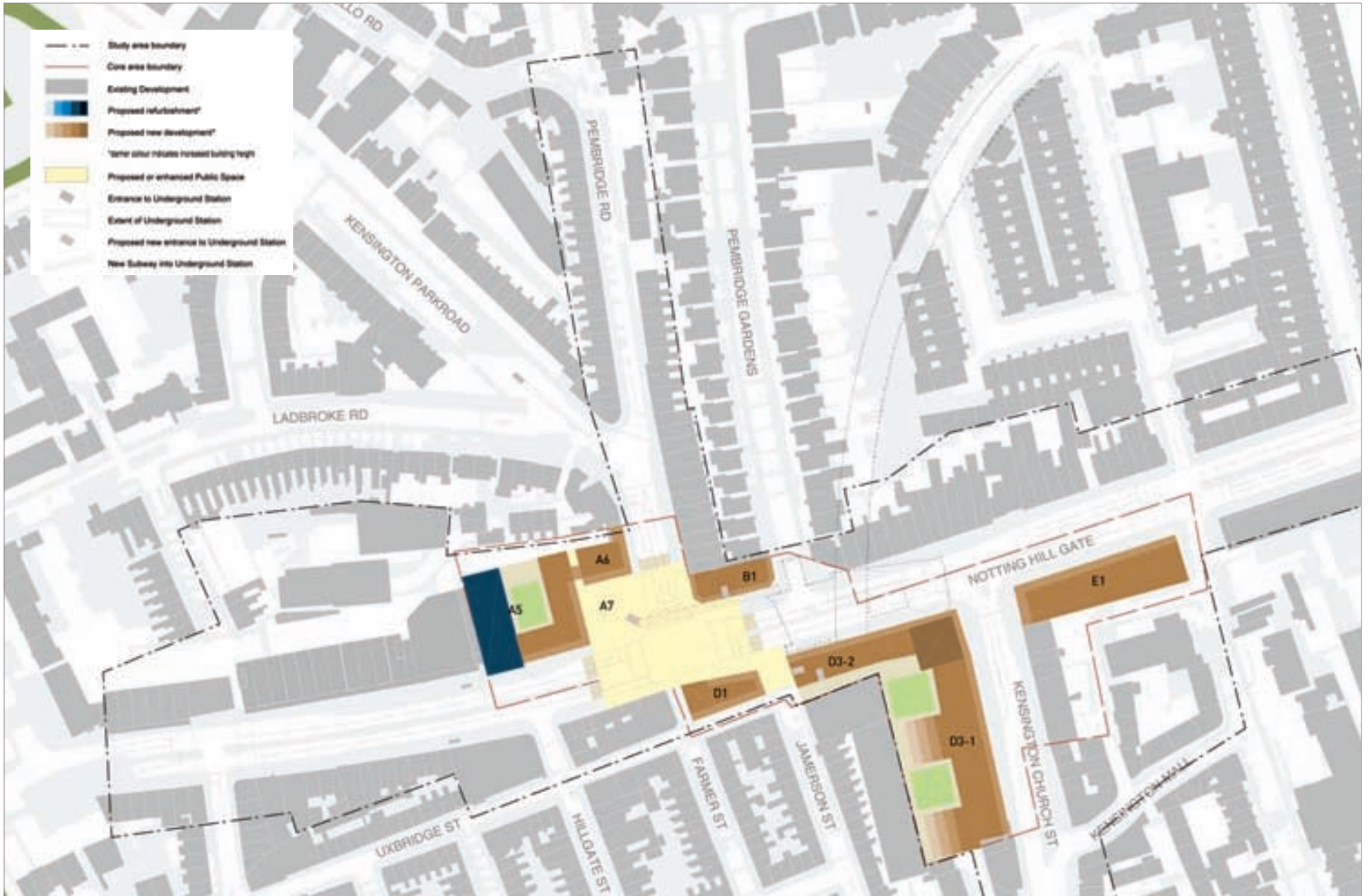
Refurbish Campden Hill Tower and redevelop remainder of the core area to a low to medium height (approx. 6 storeys) with a new tower at Newcombe House.

Option 3 proposes the complete redevelopment of the Newcombe House site with a new tower on the western corner of Kensington Church Street and Notting Hill Gate. It also includes the redevelopment of Astley House, David Game House and Hobson House to a medium height. As proposed by the framework this option establishes new frontage lines and moves the entrances to the underground station out of footways into buildings.

A new public space is proposed at the junction of Notting Hill Gate with Pembridge Road at the site of United House. The space includes a new entrance into a subway leading to the underground station. New medium rise development is proposed to define and animate the eastern and northern edge of the space. The refurbishment of Campden Hill Tower is proposed.



Option 3			
Building/ Site Name	Code	Proposal	Indicative Height
Astley House	E1	Redevelopment with retail on ground floor and a mix of office and residential above.	5+1
Newcombe House Tower, Kensington Church Street Block and car park, Newcombe House piazza and open space.	D3-1,	Redevelopment with servicing and parking in basements, retail on ground floor and residential above, including a residential tower at the street corner of Kensington Church Street with Notting Hill Gate. Build over existing piazza and square, with opportunity to relocate square to north of Notting Hill Gate.	5+1 (tower 17)
David Game House and Hobson House	D1; D3-2	Redevelopment with retail on ground floor, integrated tube entrance and offices above.	5+1
United House	A5	Redevelopment with servicing and parking in the basement, retail in ground and first floor, residential above; Enhancement to exterior of Campden Hill Tower.	5+1
United House	A6	Redevelopment with servicing and parking in the basement extending below the proposed square, a mix of retail and community facilities on the ground and first floors and a mix of residential and/or community facilities above.	5+1
New square	A7	Proposal for a new public space with new subway access to the tube station and a car park below.	0
Foxtons / RBS site	B1	Redevelopment with retail in basement and ground floor (additional retail frontage at basement level towards subway), commercial above; the current tube entrance in the footway is moved and integrated within the development.	5+1



Option 3

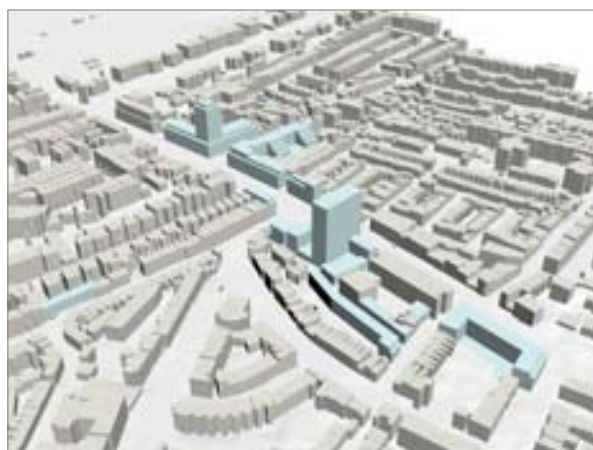
Option 4

Refurbish Campden Hill Tower and redevelop remainder of the core area to a low to medium height (approx. 6 storeys) with a new tower at Astley House.

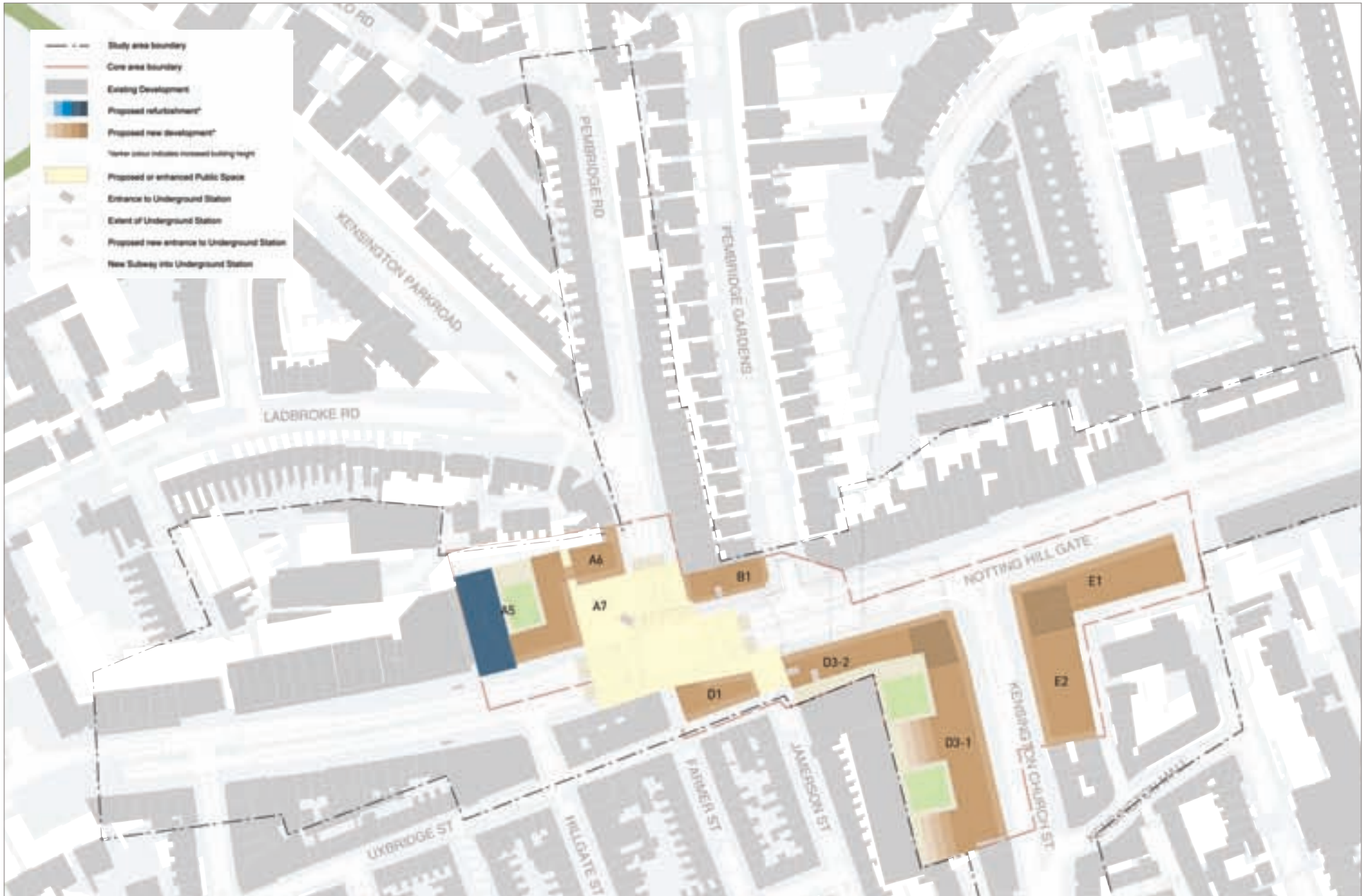
Option 4 proposes the removal of Newcombe House Tower and the complete redevelopment of the Newcombe House site to a coherent medium height.

A new residential tower is proposed on the eastern corner of Kensington Church Street as part of the redevelopment of Astley House site. The redevelopment of the Post Office building on Kensington Church Street is also included in this option to allow development to better integrate with the tower.

A new public space is proposed at the junction of Notting Hill Gate with Pembridge Road at the site of United House. The space includes an entrance into a subway leading into the underground station. New medium rise development is proposed to define and animate the eastern and northern edge of the space. The refurbishment of Campden Hill Tower is proposed.



Option 4			
Building/ Site Name	Code	Proposal	Indicative Height
Astley House	E1	Redevelopment with servicing and parking in the basement, retail on ground floor and a mix of office and residential above including a new residential tower at the eastern corner of Kensington Church Street and Notting Hill Gate.	5+1 (tower 17)
Post Office Site	E2	Redevelopment with servicing and parking in the basement, retail on ground floor and residential above.	5+1
Newcombe House Tower, Kensington Church Street Block and car park, Newcombe House piazza and open space.	D3-1	Redevelopment with servicing and parking in basements, retail on ground floor and residential above. Build over existing piazza and square, with opportunity to relocate square to north of Notting Hill Gate.	5+1
David Game House and Hobson House	D1; D3-2	Redevelopment with retail on ground floor, integrated tube entrance and offices above.	5+1
United House	A5	Redevelopment with servicing and parking in the basement, retail on ground and first floors, residential above; enhancement to exterior of Campden Hill Tower.	5+1
United House	A6	Redevelopment with servicing and parking in the basement extending below the proposed square, a mix of retail and community facilities on the ground and first floors and a mix of residential and/or community facilities above.	5+1
New square	A7	Proposal for a new public space with new subway access to the tube station and a car park below.	0
Foxtons / RBS site	B1	Redevelopment with retail in basement and on ground floor (additional retail frontage at basement level towards subway), commercial above; the current tube entrance in the footway is moved and integrated within the development.	5+1



Option 4

Option 5

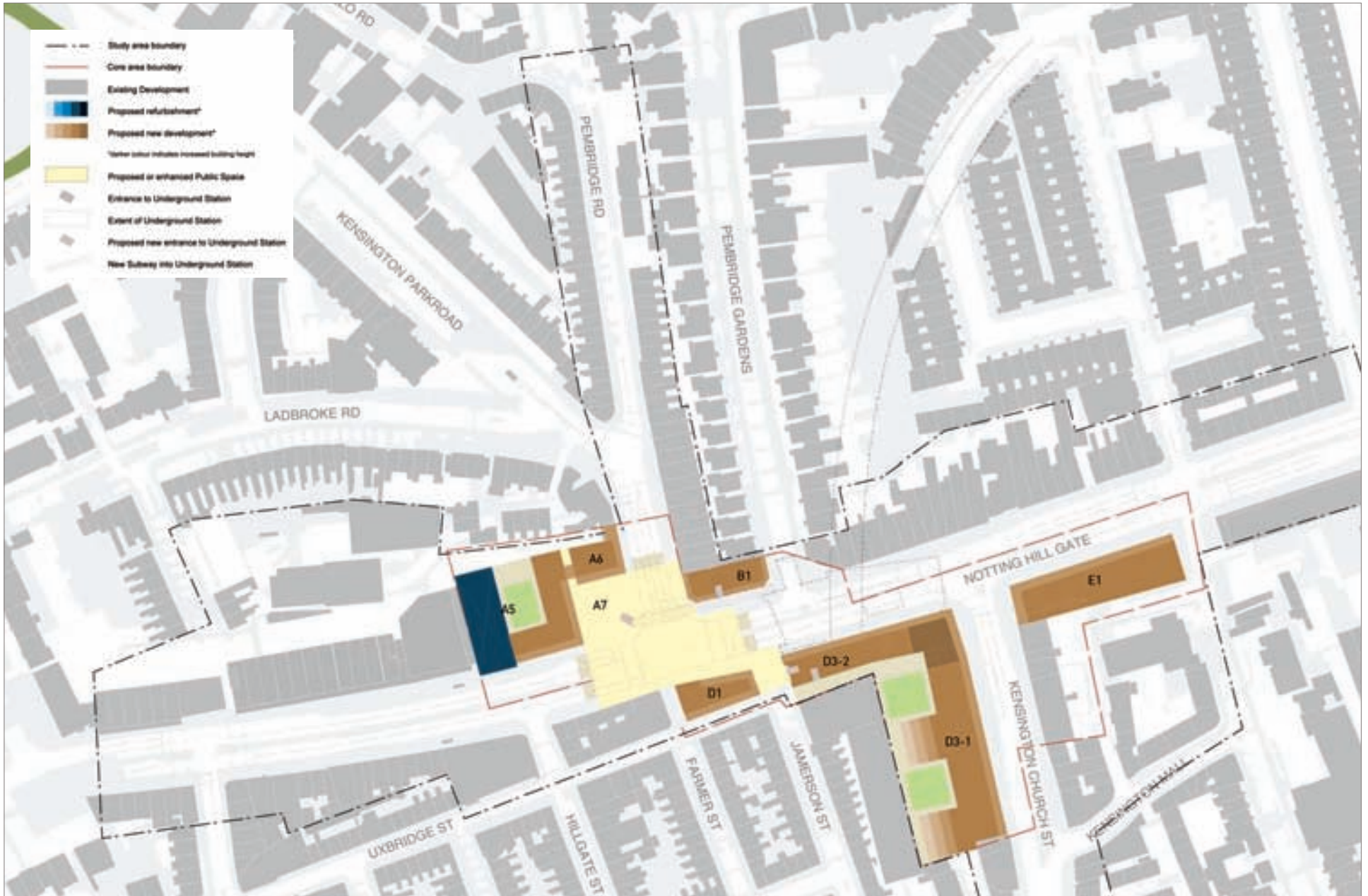
Refurbish Campden Hill Tower and redevelop remainder of the core area to a consistent low to medium height of approx. 8 storeys.

Option 5 proposes the complete redevelopment of the Newcombe House site, Astley House, David Game House and Hobson House to a medium height of up to eight storeys. As proposed by the framework this option establishes new frontage lines and moves the entrances to the underground station out of footways into buildings.

A new public space is proposed at the junction of Notting Hill Gate with Pembridge Road at the site of United House. The space includes a new entrance into a subway leading to the underground station. New medium rise development is proposed to define and animate the eastern and northern edge of the space. The refurbishment of Campden Hill Tower is proposed.



Option 5			
Building/ Site Name	Code	Proposal	Indicative Height
Astley House	E1	Redevelopment with retail on ground floor and a mix of office and residential above.	6+2
Newcombe House Tower, Kensington Church Street Block and car park, Newcombe House piazza and open space	D3-1	Redevelopment with servicing and parking in basements, retail on ground floor and residential above, built to a constant height without any towers. Build over existing piazza and square, with opportunity to relocate square to north of Notting Hill Gate.	6+2
David Game House and Hobson House	D1; D3-2	Redevelopment with retail on ground floor, integrated tube entrance and offices above.	6+2
United House	A5	Redevelopment with servicing and parking in the basement, retail on ground and first floors, residential above; enhancement to exterior of Campden Hill Tower.	5+1
United House	A6	Redevelopment with servicing and parking in the basement extending below the proposed square, a mix of retail and community facilities on the ground and first floors and a mix of residential and/or community facilities above.	5+1
New square	A7	Proposal for a new public space with new subway access to the tube station and a car park below.	0
Foxtons / RBS site	B1	Redevelopment with retail in basement and on ground floor (additional retail frontage at basement level towards subway), commercial above; the current tube entrance in the footway is moved and integrated within the development.	5+1



Option 5

Option 6

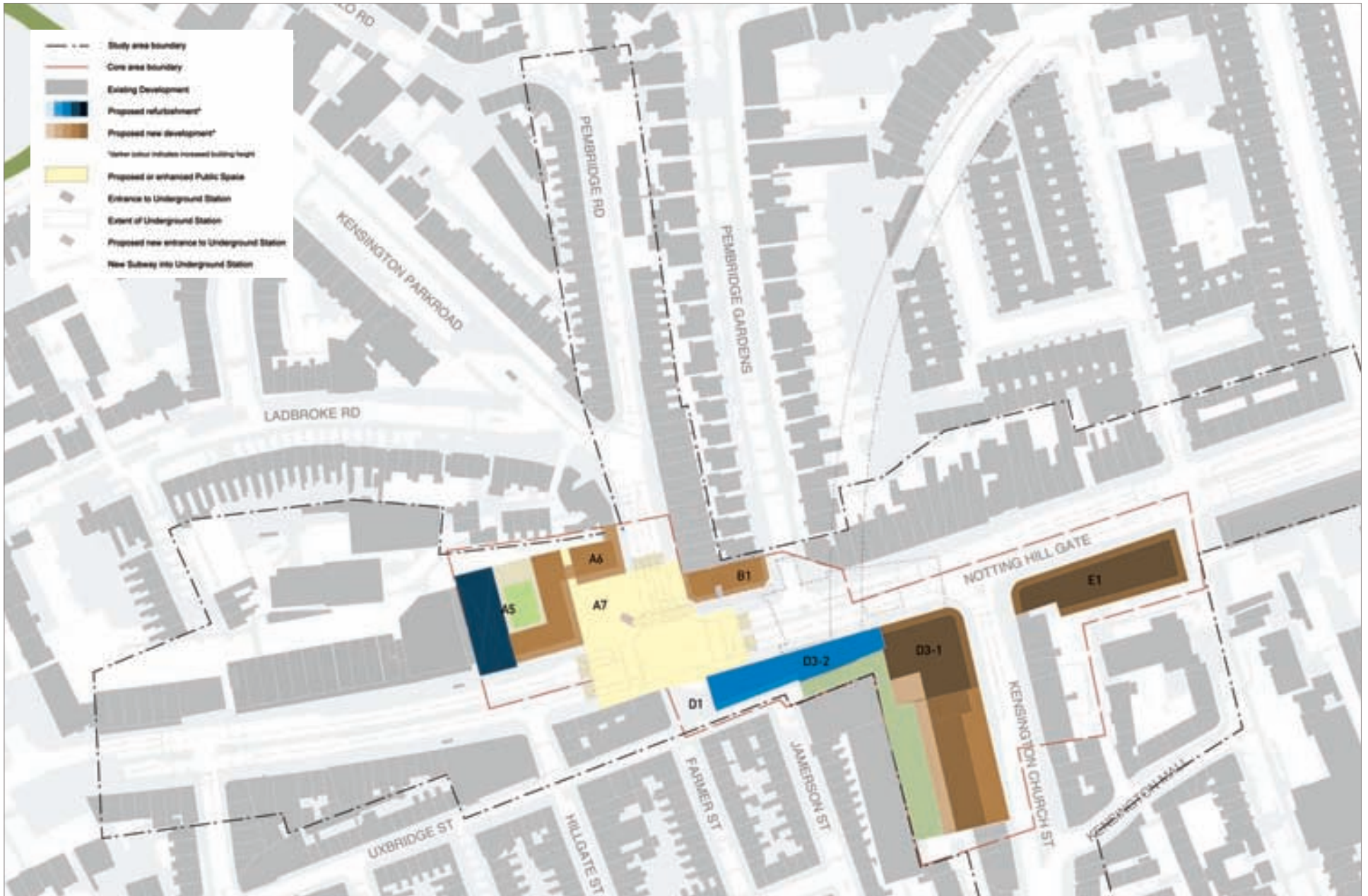
Refurbish Campden Hill Tower and David Game House and redevelop remainder of the core area to a consistent low to medium height.

Option 6 is a variation to Option 5 in that it considers the refurbishment instead of the re-development of David Game House and Hobson House. This includes the re-establishment of the historic building line on Notting Hill Gate, the integration of the entrance to the underground station into the groundfloor of David Game House and the provision of a double height pedestrian link with Jameson Street next to the station entrance.

Option 6 further proposes the complete redevelopment of Newcombe House site and Astley House to a medium height. It establishes new frontage lines and moves the entrances to the underground station on the northern side of Notting Hill Gate out of footways into buildings.

A new public space is proposed at the junction of Notting Hill Gate with Pembridge Road at the site of United House. The space includes a new entrance into a subway leading to the underground station. New medium rise development is proposed to define and animate the eastern and northern edge of the space. The refurbishment of Campden Hill Tower is proposed.

Option 6			
Building/ Site Name	Code	Proposal	Indicative Height
Astley House	E1	Redevelopment with retail on ground floor and part first floor and residential above.	5+2
Newcombe House Tower, Kensington Church Street Block and car park, Newcombe House piazza and open space	D3-1	Redevelopment with servicing and parking in basements, retail on ground floor and residential above, built to a constant height without any towers. Build over existing piazza and square, with opportunity to relocate square to north of Notting Hill Gate.	6+2 (corner) 4+1 (on Kensington Church Street)
David Game House and Hobson House	D1; D3-2	Refurbishment with retail on ground floor, return to historic building line, integrated tube entrance and residential above.	4
United House	A5	Redevelopment with servicing and parking in the basement, retail on ground and first floors, residential above; enhancement to exterior of Campden Hill Tower.	5+1
United House	A6	Redevelopment with servicing and parking in the basement extending below the proposed square, a mix of retail and community facilities on the ground and first floors and a mix of residential and/or community facilities above.	5+1
New square	A7	Proposal for a new public space with new subway access to the tube station and a car park below.	0
Foxtons / RBS site	B1	Redevelopment with retail in basement and on ground floor (additional retail frontage at basement level towards subway), commercial above; the current tube entrance in the footway is moved and integrated within the development.	5+1



Option 6

Summary

Options 2, 3, 4 and 5 meet the objectives set out in the vision. Option 6 also fulfills the objectives of the vision with the limitation that it provides only a small amount of office space. This may compromise the mixed use / office function of the centre.

Option 3 and Options 5/6 offer a significantly improved (although different) outcome in terms of their contribution to the townscape, legibility and skyline of the Notting Hill Gate District Centre.

Option 1 does not meet the objectives of the vision for following reasons:

- the refurbished Newcombe House fails to provide a significant enhancement to the townscape and sufficiently define this important street corner;
- the public space north of Newcombe House is limited in size and affected by traffic and overshadowing;

- the development does not propose to integrate the underground station and also fails to provide associated improvements to the public realm and pedestrian environment, including the removal of clutter
- the refurbishment of Astley House and David Game House in their current envelope fails to enhance and enclose Notting Hill Gate;
- the exclusion of United House means that there is no longer the opportunity to deliver a new and improved public space on the north of Notting Hill Gate and the opportunity to bring the centre forward in a comprehensive fashion will be lost;
- the refurbishment does not take advantage of the opportunities available for improving buildings considered by some to be eyesores and does not take advantage of the opportunities available for highlighting landmark sites and/or features;

- the proposal would be for a significant amount of residential accommodation, which would compromise the mixed use / office function of the centre; and
- the proposal does not take advantage of the opportunities available to regenerate the wider area.

The table below compares the floor areas proposed in each option in the centre. A building schedule for each option is included in Appendix E.

It should be noted that Option 1 focuses exclusively on Metro Shopping Fund land, and does not include proposals for the north of Notting Hill Gate, and also excludes the Foxtons / RBS Bank site and the Post Office site.

A value and cost appraisal has been undertaken for a subset of land in ownership of the Metro Shopping Fund for Options 2, 3 and 6. These have been compared with the value and cost appraisal for Option 1. A summary of the appraisal is included in Section 5.

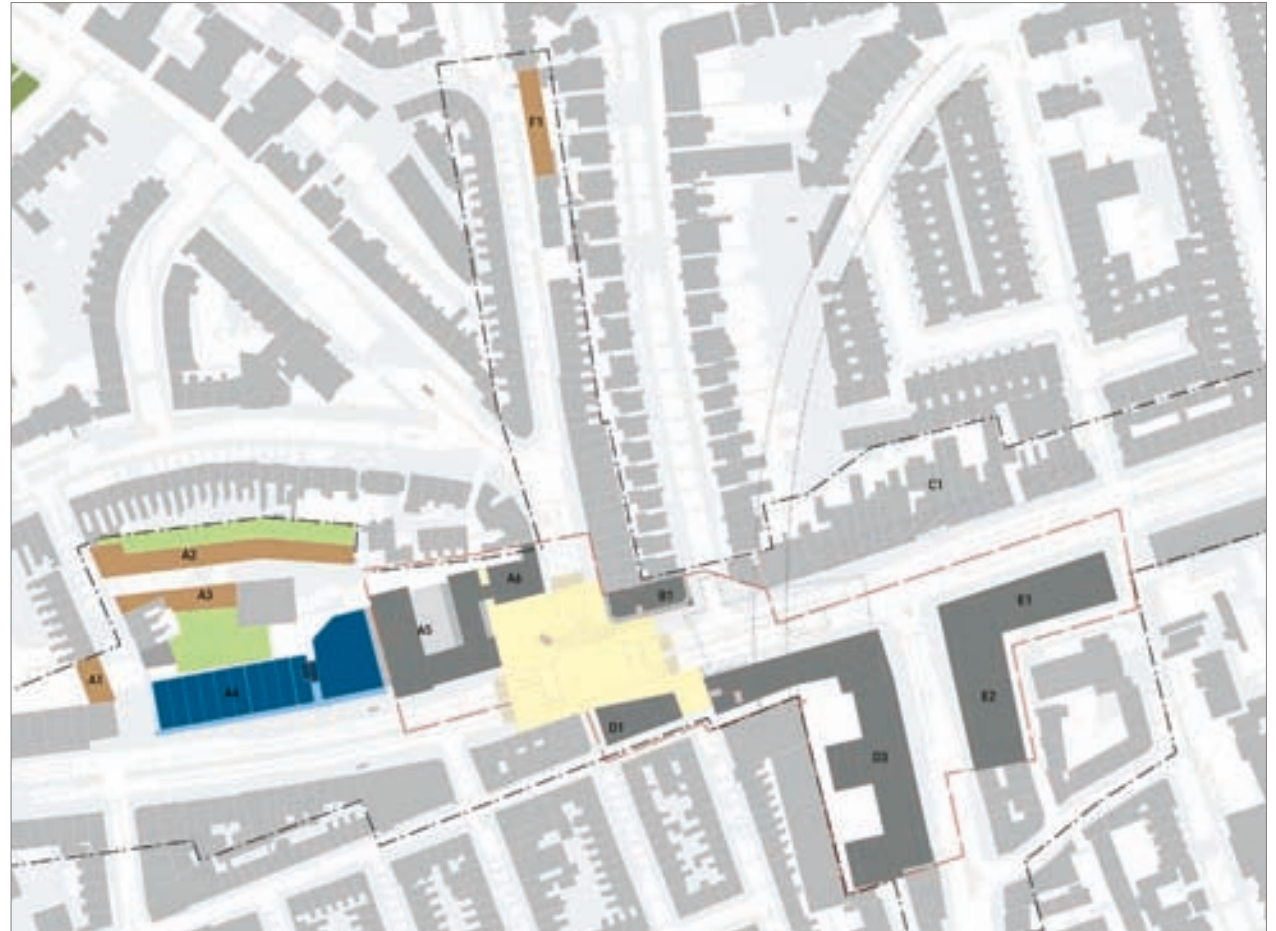
Options Summary						
Total Summary (core area)	Option 1: Base Case (South of Notting Hill Gate only)	Option 2	Options 3	Option 4	Option 5	Option 6
Total GFA (m2)	26,020	54,226	54,101	63,081	61,606	47,041
Retail (m2)	6,530	10,738	11,031	11,548	11,315	10,596
Offices (m2)	650	9,784	7,805	7,976	8,049	2,903
Residential (m2)	15,660	19,981	21,542	27,365	27,166	23,384
Residential (units)	126	235	253	322	320	262
Community Use (m2)	0	1,375	1,375	1,375	1,375	1,375
Integration of tube entrances in buildings	No	Yes	Yes	Yes	Yes	Yes

4.3 Peripheral Area Options

Two Options were prepared for this area.

Option A

Option A includes the redevelopment of the EDF site (A2 and A3), the gating of service yards to the back of Campden Hill Towers (A4 and A5), and infill development at Victoria Gardens (A1). Further infill development is proposed at Pembridge Road (F1) and enhancement to the shop fronts on the north side of Notting Hill Gate (east) including the potential for extension by one storey (C1).



Peripheral Area - Option A



Option B

Option B proposes the comprehensive redevelopment of the buildings to the west of Campden Hill Towers including MSF landholdings (A4) and the EDF site (A1-A5). The comprehensive redevelopment of the north side of Notting Hill Gate (east) is proposed replacing the existing buildings and projected shop fronts (at C1-C4) with new development of a compact urban form. Infill development at Pembridge Road (F1) is also proposed.



Peripheral Area - Option B



4.4 Option assessment - urban design

Criteria	Core Area Options						Peripheral Area Options	
	1	2	3	4	5	6	A	B
1) Enhance pedestrian environment								
Creates a new quality public space	•	•••	•••	•••	•••	•••	n/a	n/a
Contributes to an enhanced and coherent public realm	•	••	••	••	••	••	•	••
Removes tube station entrances out of footways	-	•••	•••	•••	•••	•••	n/a	n/a
Provides active frontages towards the public realm	••	••	••	••	••	••	••	••
Addresses back-to front conflicts	•	••	••	••	••	••	••	•••
2) Enhance mix of uses and increase density								
Increases density	•	•••	•••	•••	•••	••	••	•••
Provides with a balanced mix of residential and office uses	•	•••	•••	•••	•••	•	•	••
Provides an enhanced retail offer including up-market and niche retail and a food hall	•••	•••	•••	•••	•••	•••	•	••
Provides for arts and cultural uses and creative industries	-	•••	•••	•••	•••	•••	•	•••
Provides a focus for the community (community facilities / library)	-	•••	•••	•••	•••	•••	n/a	n/a

Criteria	Core Area Options						Peripheral Area Options	
	1	2	3	4	5	6	A	B
3) Improve the image and create a sense of place								
Creates clear defined streets and spaces	••	•••	•••	•••	•••	•••	••	•••
Provides sufficient street enclosure	••	•••	•••	•••	•••	••	•	•••
Provides landmarks in appropriate locations	•	•	•••	•	•••	•••	n/a	n/a
Enhances the historic context	••	••	••	••	••	••	••	•
Establishes a coherent townscape	•	••	•••	•••	•••	•••	•	•••
SUMMARY								
Sum	18	38	41	39	41	37	16	27
Summary	•	••	•••	•••	•••	••	••	•••

In the urban design assessment options 3 and 5 clearly outperform all other core area options, while option 1 significantly underperforms.

The peripheral option B outperforms option A.

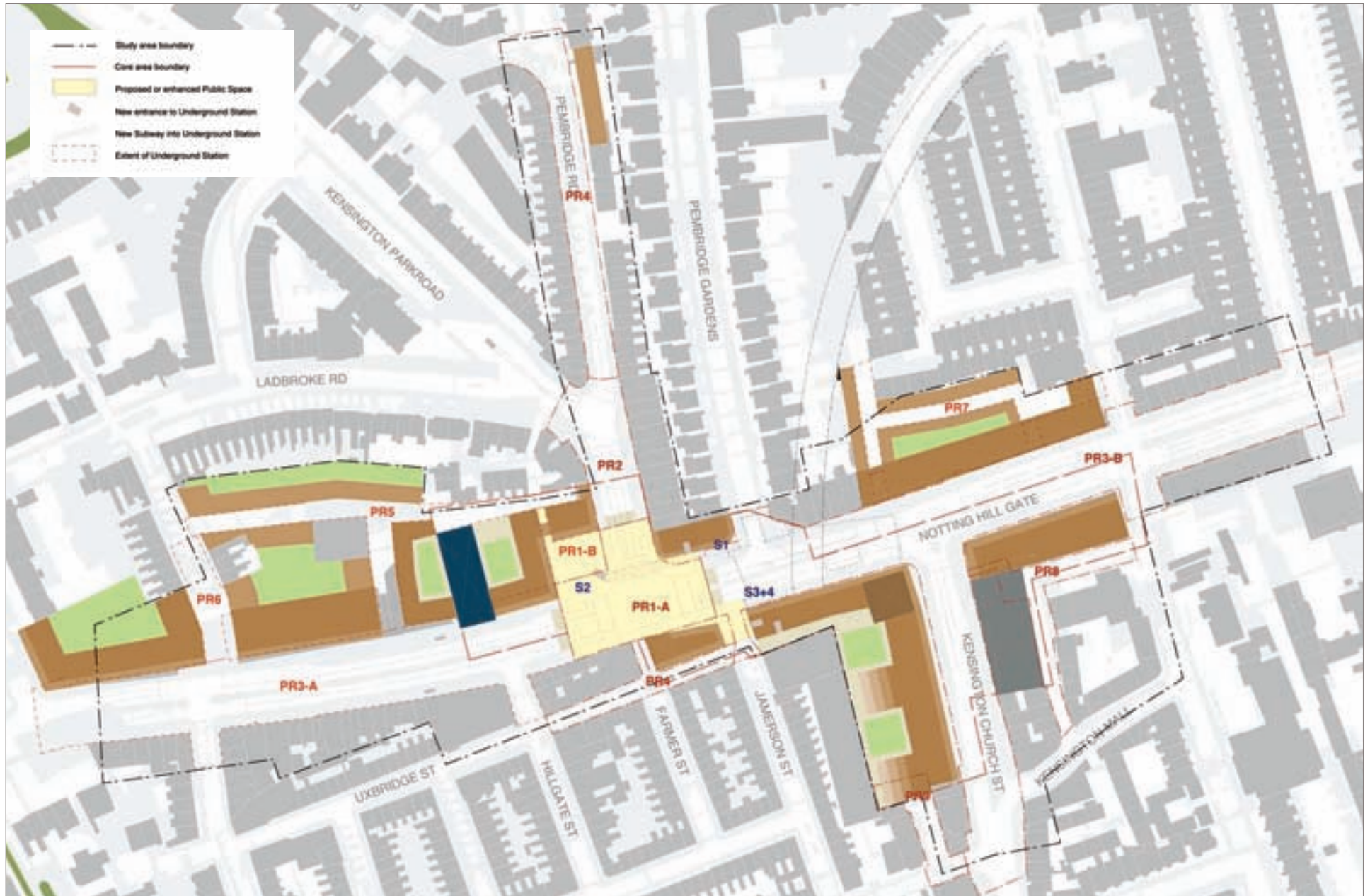
4.5 Public realm and infrastructure works

A concept design and outline specification has been prepared for the proposed public realm improvements and the new entrances to the underground station.

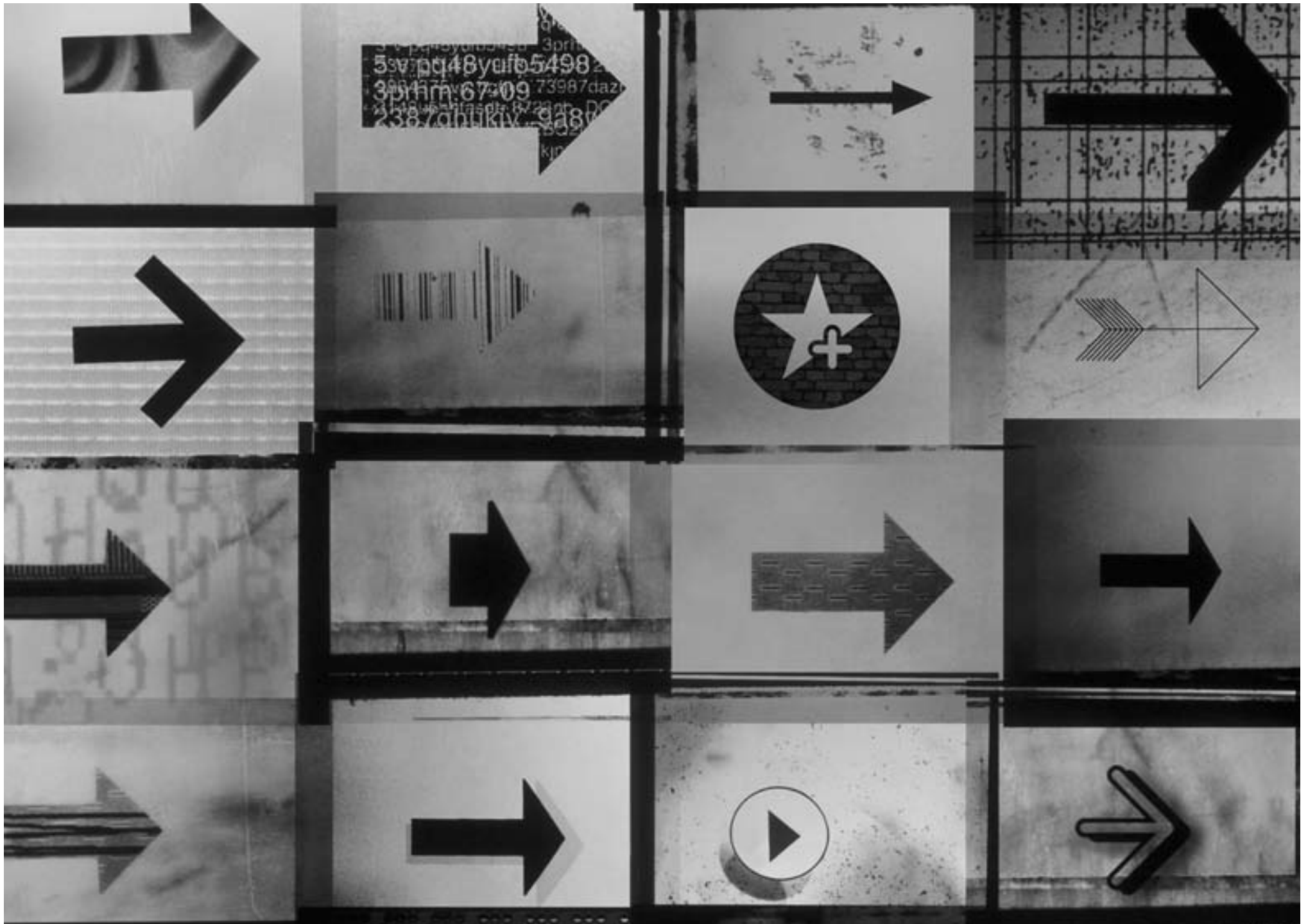
This is to assist outline costing of the proposals. Area codes are identified in the public realm plan overleaf.

Additional Subway Entrances & Tunnels		
	Subway Entrance and Tunnel Area (sqm)	Description
S1	40	Extension to pedestrian subway, new entrance into pedestrian subway including stairs and a lift to TfL requirements integrated in new building B1, quality materials and finishes, modular glass panels to close unit at night, lighting and signage; removal of existing subway exit.
S2	155	Extension to pedestrian subway and new entrance unit with access stairs to TfL requirements; Lighting, signage and lockable doors.
S3 and S4	92	Extension to pedestrian subway, new entrance into pedestrian subway including stairs and a lift to TfL requirements integrated in David Game House (D3-2), quality materials and finishes, modular glass panels to close unit at night, lighting and signage; Removal of existing subway exit.
TOTAL	287	

Public Realm Areas		
	Area (sqm)	Description
PR1-A	2,254	Highway re-alignment with raised table, traffic signals, layout as shown; pedestrian footways with high quality specification, ie. natural stone paving flags and high quality street lighting and furniture including seating, bollards, cycle stands and refuse bins. Street trees
PR1-B	453	New public plaza above underground carpark. High quality materials, quality street furniture, street trees, water or public art features, feature lighting.
PR2	1,521	Highway re-alignment, new traffic signals, layout as shown; pedestrian footways with high quality specification, ie. natural stone paving flags and high quality street lighting and furniture including seating, bollards, cycle stands and refuse bins. Street trees at intervals.
PR3-A	6,983	Highway re-alignment, new traffic signals, layout as shown; pedestrian footways with high quality specification, ie. natural stone paving flags and high quality street lighting and furniture including seating, bollards, cycle stands and refuse bins. Street trees at intervals.
PR3-B	11,429	Highway re-alignment, new traffic signals at junctions, layout as shown; pedestrian footways with high quality specification, ie. natural stone paving flags and high quality street lighting and furniture including seating, bollards, cycle stands and refuse bins. Street trees
PR4	2,761	Upgraded road surface. New high quality granite paving or similar on pedestrian north-south street.
PR5	1,805	New shared surface streets made of cobble or similar surface treatment. New street furniture such as bollards and lighting.
PR6	632	Upgraded street for vehicular and pedestrian traffic and new street furniture such as bollards and lighting.
PR7	1,238	New shared surface streets made of cobble or similar surface treatment. New street furniture such as bollards and lighting.
PR8	1,086	New shared surface streets made of cobble or similar surface treatment. New street furniture such as bollards and lighting.
PR9	668	New shared surface streets surfaced in granite sets or similar. New street furniture such as bollards and lighting.
TOTAL	30,830	



Framework Plan identifying public realm areas and new entrances to underground station



/5

Implementation Strategy

5.1 Introduction

The preceding chapters of this report set out the approach and methodology in assessing how Notting Hill Gate’s visual appearance, public realm, transport interchanges and highways could be improved. These are presented as a number of options for the core and peripheral areas (Section 4).

This section of the report contains a financial viability appraisal of Core Area Options 1, 2, 3 and 6 and considers how these options might be delivered. This will provide a better understanding of the economic implications of each scheme and help to determine the extent of public realm, transport interchange and highway improvements to be delivered as part of the scheme.

We have appraised Option 1 (base case), being the scheme presented to us by the Metro Shopping Fund (MSF), a joint venture partnership between Land Securities and Delancey, who owns a number of buildings in the Notting Hill Gate District Centre. The purpose of appraising the MSF Scheme (Option 1) is not to determine whether it is an appropriate form of development, but to establish the base line input figures for the financial appraisal model, including assumptions made with regards to the costs of obtaining vacant possession, development costs, end values and appropriate levels of profit. We have set out a detailed list of the assumptions in Appendix D.

MSF has excluded from its scheme United House, a retail and office building it owns on the northern side of Notting Hill Gate. We understand that this is because of the need to acquire a number of medium term retail leases. To extend the building upwards, we believe that it may also be necessary to acquire a number of residential units within Campden Hill Towers because of the need to overcome rights of light and day light issues.

However, the Core Area Options 2 to 6 include proposals to redevelop United House to create a new public square surrounded by retail, community and residential uses.

The financial viability of these proposals at United House are appraised as follows:

Appraisal United House site (Option 2 - 6)							
Upper Floor Use	Total Receipts (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
Private Resi & Community	34.5	21	15.5	19.6	-21.6	24	0
<ul style="list-style-type: none"> Loss = £21.6m (excluding developer’s profit) Affordable Housing = 0% of all residential units New Retail = 2,000 sq m gross New Community = 1,500 sq m gross 							

On its own the redevelopment of the United House site, despite not providing any affordable housing, shows a significant loss for the following reasons:

- substantial costs of obtaining vacant possession;
- substantial loss of income by not proposing retail floorspace on this important site;
- A value is not attributed to the community accommodation; and
- the potential profit from developing on the existing square has not been taken into account.

Therefore we have not included the redevelopment of United House within the appraisals of Core Area Options 2, 3 and 6. The appraisals only take account of the landholdings to the south of Notting Hill Gate and do not consider the potential financial gains if the entire MSF landholders come forward for development at the same time. As such we can assess the viability of the rest of the scheme and then determine whether excess profits can subsidise the predicted loss from redeveloping the United House site.

It should also be noted that we have estimated the cost of obtaining vacant possession using a worst case scenario. That is, we have assumed that the units would need to be compulsory purchased, that they could not be relocated and would therefore have to be extinguished. If, however, the tenants could be relocated, or if development could be phased to coincide with lease expiries, the viability of this aspect of the scheme could be significantly improved.

The improvements that could be made to the public realm, transport interchange and highways identified by Urban Initiatives have been costed by Turner & Townsend. These costs have not been considered in the appraisal, but as an appendix. This is to facilitate the assessment of the viability of the options without

the complications of the differing costs and priorities for these improvements.

In most cases, not all of the benefits / public realm improvements will be possible, especially in schemes which are less financially viable, and here a compromise will need to be reached. This compromise should be facilitated by the Council through extensive community involvement and a list of priorities should be drawn up.

The costs should be read in conjunction with the plan and schedule in Section 4.5 and can be summarised as follows:

Indicative public realm costs	
Public Realm 1 A/B	£ 1,800,000
Public Realm 2	£ 880,000
Public Realm 3 A/B	£ 9,890,000
Public Realm 4	£ 330,000
Public Realm 5	£ 740,000
Public Realm 6	£ 240,000
Public Realm 7	£ 490,000
Public Realm 8	£ 360,000
Subway / Entrances	£ 10,500,000
Total	£ 25,230,000

Please note that these costs are exclusive of contingency, professional fees, finance, profit etc. The total cost could, therefore, be in the region of £40m.

To improve the visual appearance of Campden Hill Tower it could be re-clad. We have not seen copies of the residential leases and we do not therefore know if there is a sinking fund or if the cost can be met through the service charge. We have not made any allowance within any of our appraisals for these works.

5.2 Option 1 (Base Case / MSF Scheme)

Refurbish Newcombe House Tower, David Game House and Astley House and redevelop the remainder of Newcombe House site to a low to medium height (approx. 5 storeys). No proposals for the north of Notting Hill Gate.

MSF has been in discussion with Royal Borough of Kensington & Chelsea (RBKC) about preparing a planning application for the refurbishment and redevelopment of part of its estate. The current proposals is summarised in the table to the right.

The financial appraisal of Option 1 (MSF Scheme) as shown in the table to the right demonstrates that the profit for the scheme is approximately £19m, which equates to a profit on cost of 20%. This would generally be considered an acceptable level of profit for a developer for a scheme of this nature. The scheme delivers 126 apartments of which 40% (by unit number) are affordable, with 600square metres gross office space. With a 20% profit on cost, there is very little excess profit to contribute towards the public realm, transport interchange or highways improvements, or cross subsidise the potential open space at United House.

The level of profit for this scheme suggested to us that our inputs to the financial model were acceptable, since MSF would be unlikely to consider a scheme that did not deliver an acceptable level of profit.

Building schedule for Option 1

	Building Name	Option	Floor	Use
E1	Astley House	Refurbish	Ground 1st to 4th	Retain Existing Retail Affordable Residential
D3-1 Rear	Newcombe House (KCS Elevation)	Redevelop	Basements Ground 1st 2nd – 4th	Parking, storage and services Supermarket, retail and servicing Offices and Private Residential Private Residential
D3-1 Front	Newcombe House (NHG Elevation)	Refurbish	Basements Ground 1st – upwards	Parking, storage and services Retail and servicing Private residential
D3-2	David Game House	Refurbish	Ground – 1st 2nd – 6th	Retain Existing Retail Affordable Residential

Financial Appraisal for Option 1

	Upper Floor Uses	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Affordable	7.1	9.9	1.5	4.9	-9.2	0	34
D3-1	Private	100.9	27.5	2.7	39.6	31.1	76	0
D3-2	Affordable	3.3	3.5	0	2.9	-3.1	0	16
Total		111.3	40.9	4.2	47.4	18.8	76	50

- Profit of £19m = 20% profit on all costs
- Affordable Housing = 40% of all residential units
- New Retail = 2,350 sq m gross
- New Offices = 600 sq m gross

5.3 Option 2

Refurbish Newcombe House Tower and redevelop the remainder of core area to the south of Notting Hill Gate to a low to medium height (approx. 6 storeys) (Financial appraisal of land to the south of NHG only).

Urban Initiative's masterplan for Core Area Option 2 proposes redevelopment of Astley House (E1), part of Newcombe House (D3-1) and David Game House (D1 & D3-2). This option also includes developing over the piazza and open space on Notting Hill Gate. It is proposed that the Newcombe House tower (D3-3) is refurbished. Our assumptions of the mix of uses within those buildings are set out in the table to the right.

The purpose of this mix is to achieve a balance of private and affordable housing, to provide retail accommodation at ground floor level and to retain some employment accommodation. We have also tried to ensure that not too many uses are provided within individual buildings as this can affect viability and delivery.

We have financially appraised this option to assess its profitability and deliverability. Rather than appraise the options as a whole with, say, 40% affordable housing across the scheme, we have financially appraised each building separately so that we can assess the viability of individual buildings and so that we can change the use of individual buildings to assess the impact on the viability of the option as a whole.

Building schedule for Option 2

Building No	Building Name	Option	Floor	Use
E1	Astley House	Redevelop	Basement Ground 1st – 5th	Parking and Servicing Retail Affordable Residential
D3-1 Rear	Newcombe House (KCS Elevation)	Redevelop	Basements Ground 1st 2nd – 4th	Parking, storage and services Supermarket, retail and servicing Offices and Private Residential Private Residential
D3-1 Front	Newcombe House (NHG Elevation)	Refurbish	Basements Ground 1st – upwards	Parking, storage and services Retail and servicing Private Residential
D1, D3-2	David Game House, Hobson House	Redevelop	Ground – 1st 2nd – 6th	Retail Affordable Residential

Financial Appraisal for Option 2 (Scenario A)

	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Affordable	29.1	20.5	3.7	18.1	-13.2	0	65
D3	Private & 4,000 sq m GEA Offices	139.1	27.5	3.5	53.7	54.4	127	0
D1, D3-2	Affordable	11.2	18.5	8.1	6.1	-21.5	0	17
Total		179.4	66.5	15.3	77.9	19.7	127	82
<ul style="list-style-type: none"> Profit of £19.7m = 12% profit on all costs. Affordable Housing = 39% of all residential units New Retail = 5,000 sq m gross New Offices = 4,000 sq m gross 								

The financial appraisal of Option 2 Scenario A shows a profit on cost of 12%. This would probably be insufficient for a developer to proceed with this option.

However, to improve the viability of the scheme and to ensure a contribution from the developer towards the public realm, transport interchange and highways improvements, the new office accommodation could be replaced with housing or the percentage of affordable housing across the scheme could be reduced.

In Option 2 (Scenario B) we have made the same assumptions as in Scenario A, except that both Astley House (E1) and David Game House (D1 & D3-2) are developed for private residential on the upper floors, with no affordable housing allocation.

Financial Appraisal for Option 2 (Scenario B)								
	Upper Floor Use	Total Receipts (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Private	63.6	20.5	3.7	20.6	18.8	65	0
D3-1	Private & 4,000 sq m GEA Offices	139.1	27.5	3.5	53.7	54.4	127	0
D1, D3-2	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		222.8	66.5	15.3	81.2	59.7	209	0
<ul style="list-style-type: none"> • Profit of £59.7m = 37% profit on all costs • Affordable Housing = 0% of all residential units • New retail = 5,000 sq m gross • New Offices = 4,000 sq m gross 								

In Option 2 (Scenario B), there is no affordable housing. However, there is a profit of £59.7m, which reflects a profit on cost of 37%. If a profit of, say, 20% were deemed acceptable this would equate to £32.6m. There is, therefore, an amount of approximately £27m remaining, which could be used for some of the public realm, transport interchange and highways improvements, and cross subsidising the provision of open space at United House. However, if the lack of affordable housing is acceptable to the Council, it would need to negotiate the terms of this option with other public sector bodies and MSF.

Appendix D sets out a number of other scenarios for Option 2 which suggests alternative uses for the buildings or alternative affordable to private housing ratios.

5.4 Option 3

Redevelop core area to the south of Notting Hill Gate to a low to medium height (approx. 6 storeys) with a new tower at Newcombe House (17 Storeys). (Financial appraisal of land to the south of NHG only).

Urban Initiative's masterplan for Core Area Option 3 proposes the redevelopment of Astley House (E1), Newcombe House (D3-1) and David Game House (D1 & D3-2). For our base financial appraisal of this option, we have assumed a mix of uses within those buildings as set out in the table to the right.

Again, the purpose of this mix is to achieve a balance of private and affordable housing, to provide retail accommodation at ground floor level and to retain some employment accommodation. We have also tried to ensure that not too many uses are provided within individual buildings as this can affect viability and delivery.

As with Option 2, we have financially appraised each building separately so that we can assess the viability of individual buildings and so that we can change the use of individual buildings to assess the impact on the viability of the option as a whole.

Building schedule for Option 3				
Building No	Building Name	Option	Floor	Use
E1	Astley House	Redevelop	Basement Ground 1st to 5th	Parking and Servicing Retail Residential
D3-1 Rear	Newcombe House (KCS Elevation)	Redevelop	Basements Ground 1st 2nd – 4th	Parking, storage and services Supermarket, retail and servicing Offices and Residential Residential
D3-1 Front	Newcombe House (NHG Elevation)	Redevelop	Basements Ground 1st – upwards	Parking, storage and services Retail and servicing Residential
D3-2, D1	David Game House Hobson House	Redevelop	Ground – 1st 2nd – 6th	Retail Offices

Financial Appraisal for Option 3 (Scenario A)								
	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Affordable	29.1	20.5	3.7	18.1	-13.2	0	65
D3-1	Private & 4,000 sq m GEA Offices	135.8	27.5	3.5	49.3	55.5	120	0
D3-2, D1	Affordable	11.2	18.5	8.1	6.1	-21.5	0	17
Total		176.1	66.5	15.3	73.5	20.8	120	82
<ul style="list-style-type: none"> • Profit of £20.8m = 13% profit on all costs. • Affordable Housing = 41% of all residential units • New Retail = 5,000 sq m gross • New Offices = 4,000 sq m gross 								

The financial appraisal of Option 3 Scenario A shows a profit on cost of 13%. This would probably be insufficient for a developer to proceed with this option.

To improve the viability of the scheme and to ensure a contribution from the developer towards the public realm, transport interchange and highways improvements, the new office accommodation could be replaced with housing or the percentage of affordable housing across the scheme could be reduced.

In Option 3 (Scenario B), we have made the same assumptions as before except that both Astley House (E1) and David Game House (D1) are developed for private residential on the upper floors with no affordable housing allocation.

Financial Appraisal for Option 3 (Scenario B)								
	Upper Floor Use	Total Receipts (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/ Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Private	63.6	20.5	3.7	20.6	18.8	65	0
D3-1	Private & 4,000 sq m GEA Offices	135.8	27.5	3.5	49.3	55.5	120	0
D3-2. D1	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		219.5	66.5	15.3	76.8	60.8	202	0
<ul style="list-style-type: none"> • Profit of £60.8m = 38% profit on all costs • Affordable Housing = 0% of all residential units • New retail = 5,000 sq m gross • New Offices = 4,000 sq m gross 								

In Option 3 (Scenario B), the profit of £60.8m reflects a profit on cost of 38%. If a profit of, say, 20% were deemed acceptable this would equate to £31.7m. There is, therefore, an amount of approximately £29m remaining, which could be used for some of the public realm, transport interchange and highways improvements, and/or cross subsidising proposals for open space at United House. If the lack of affordable housing provision was acceptable to the Council, it would need to negotiate the terms of this option with other public sector bodies and MSF.

Appendix D sets out a number of other scenarios for Option 3 which suggest alternative uses for the buildings or alternative affordable to private housing ratios.

5.5 Option 6

Redevelop core area to the south of Notting Hill Gate to a consistent low to medium height of approx. 8 storeys. (Financial appraisal of land to the south of NHG only).

Urban Initiative's masterplan for Option 6 proposes the refurbishment of David Game House (D3-2). The front of Newcombe House (D3-1) will be redeveloped for a medium rise building. The rear of Newcombe House (D3-1) and Astley House (E1) will also be redeveloped. It is also proposed that the southern tube entrance is relocated into David Game House, the historic building line is re-established, and Hobson House is refurbished (D1).

Building schedule for Option 6				
Building No	Building Name	Option	Floor	Use
E1	Astley House	Redevelop	Basement Ground 1st to 5th	Parking and Servicing Retail Residential
D3-1 Rear	Newcombe House (KCS Elevation)	Redevelop	Basements Ground 1st 2nd – 4th	Parking, storage and services Supermarket, retail and servicing Offices and Residential Residential
D3-1 Front	Newcombe House (NHG Elevation)	Redevelop	Basements Ground 1st – upwards	Services Retail and servicing Residential
D3-2, D1	David Game House, Hobson House	Refurbish	Ground – 1st 2nd – 6th	Retail Offices

Financial Appraisal for Option 6 (Scenario A)								
	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Residential with 50% affordable	50.8	20.5	3.7	21.7	4.9	37	37
D3-1 Rear	Residential with 50% affordable	35.4	0	3.5	23.7	8.2	22	22
D3-1 Front	900 sqm offices	42.6	27.5	0	17	-1.9	34	34
D3-2	Residential with 50% affordable	9.7	3.5	3	3.8	-0.6	10	10
Total		138.5	51.5	10.2	66.2	10.6	103	103
<ul style="list-style-type: none"> • Profit of £10.6m = 8% profit on all costs. • Affordable Housing = 50% of all residential units by area and number • New Retail = 4,200 sq m gross • New Offices = 900 sq m gross 								

For the appraisal of Option 6 (Scenario A) we have assumed 50% affordable housing (70% Social Rented; 30% Shared Ownership).

This scenario shows a profit on cost of 8%, which would be insufficient for a developer to proceed with this option. To improve the viability of the scheme and to ensure a contribution from the developer towards the public realm, transport interchange and highways costs, the percentage of affordable housing across the scheme could be reduced.

Financial Appraisal for Option 6 (Scenario B)								
	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Residential with 30% affordable	58.7	20.5	3.7	22.3	12.2	52	22
D3-1 Rear	Residential with 30% affordable 900 sqm offices	40.2	0	3.5	24.2	12.5	31	13
D3-1 Front		50	27.5	0	17.6	4.9	48	21
D3-2	Residential with 30% affordable	11.9	3.5	3	4	1.4	14	6
Total		160.8	51.5	10.2	68.1	31	145	62
<ul style="list-style-type: none"> • Profit of £31 m = 24% profit on all costs • Affordable Housing = 30% of all residential units by area and number • New Retail = 4,200 sq m gross • New Offices = 900 sq m gross 								

In Option 6 (Scenario B) we have made the same assumptions as before except that we have assumed only 30% affordable housing (70% Social Rent; 30% Shared Ownership).

Option 6 (Scenario B), there is only 30% affordable housing. The profit of £31m reflects a profit on cost of 24%. If a profit of, say, 20% were deemed acceptable this would equate to £26m. There is, therefore, an exceptional profit of approximately £5m to undertake some of the public realm, transport interchange and highways works or help to cross subsidise the redevelopment of United House.

5.6 Implementation

The success of implementing the vision depends on being able to bring forward sites for development in a coordinated and phased manner. This may also result in significant savings as this would reduce the cost of taking vacant possession, as development would come forward when the existing leases expire. The following section sets out how the implementation of the vision might best be approached in the short (5 years); medium (10 to 15 years) and long term.

5 Year Implementation Programme

We understand from MSF that vacant possession of Newcombe House has nearly been secured. Therefore, once a viable scheme has secured planning permission, construction could commence.

Similarly, we understand that vacant possession of the upper floors of Astley House and David Game house have also nearly been secured. Therefore, if planning permission was obtained for a viable scheme for the refurbishment of the upper floors of these properties, construction could commence in the short term.

It should be noted, however, that in the current market MSF may choose to postpone commencement of construction until the economic outlook improves. There is therefore no guarantee that even if planning permission was secured, delivery would be achieved within a 5 year timeframe.

Core Area Options 2 to 5 propose redeveloping David Game House and incorporating the new underground entrance into a new building. The MSF option proposes refurbishing the upper floors for residential use whilst keeping the ground floor retailers in situ. It may be possible to incorporate a new underground entrance into the ground floor of this building in at least one of the existing retail units, as explored in Option 6.

If vacant possession of the retail accommodation is required for any of the options, it will be necessary to negotiate with existing tenants or consider a Compulsory Purchase Order (CPO), which could have a significant impact on the timescale for delivery.

It should be noted that the timescale for delivery could be further affected by negotiations with London Underground / Transport for London / Greater London Authority etc, and their programme for station improvements, especially with regards to the realignment of the entrances into the underground station.

The landowners of the RBS / Foxtons site (B1) are also considering the future development potential of this site in the short term. The Council should ensure that any future development of these sites is conducted in accordance with this vision and framework, in partnership with the various landowners and a planning / design brief should be prepared which sets out how the proposed scheme will meet the vision and framework for the district centre.

10 Year Implementation Programme

Options 2, 3, 4 and 5 for Astley House and David Game House are based upon sound urban design principles. However, both options require the demolition of both buildings and thus vacant possession would be required.

The ground floors of both these properties are let to a number of tenants on a range of leases and hence these are valuable assets. Because most of the retail units are let on long leases, the cost of obtaining vacant possession would be significant. If vacant possession of the retail accommodation is required, it will be necessary to negotiate with existing tenants or consider a Compulsory Purchase Order (CPO), which could have a significant impact on the timescale for delivery.

Because of the difficulty and cost of trying to negotiate the surrender of so many leases, we would anticipate that without a CPO, the redevelopment of these buildings is unlikely to happen within a 5 year timetable. Furthermore, the financial viability of redeveloping these buildings will improve significantly once all the leases have expired in approximately 15 years time. This may result in a saving of approximately £15m, of which a significant percentage could be used for some of the public realm, transport interchange and highways improvements, and/or cross subsidising proposals for open space at United House.

The cost of securing vacant possession also means that MSF has not included Hobson House (83 – 85 Notting Hill Gate)(D1) within its proposals. There are 4 residential units in Hobson House, of which the long leaseholds are owned by individual tenants. If the owners of these interests are not prepared to sell, a CPO may also be required.

At United House (A5/A6/A7), WH Smith has protected its tenancy and could obtain a new lease (for up to 15 years) and Boots has a lease which does not expire until 2023. If vacant possession of these buildings is required, it will be necessary to negotiate with existing tenants or consider a Compulsory Purchase Order (CPO), which could have a significant impact on the timescale for delivery.

The financial viability of redeveloping United House will be significantly better once the leases expire. However, this may not be until 2023. If the existing retailers (and in particular WH Smith and Boots) could be relocated elsewhere within Notting Hill Gate, a financially viable option for redeveloping United House could be brought forward, particularly if it could be cross-subsidised by the earlier redevelopment of the MSF estate on the southern side of Notting Hill Gate. This would also help to realise the vision of providing a new public square at this location, relocating the Underground entrances and other public realm improvements.

Long Term Implementation Programme

The masterplan options developed for the peripheral area identify opportunities for the long term improvement and redevelopment of properties and sites within the peripheral areas of Notting Hill Gate.

Some sites, such as Campden Hill Tower, are constrained by the need to acquire a significant number of residential interests, the leases of which do not expire until 2057. Other proposals, such as those for the north side of Notting Hill Gate and immediately to the east of Pembridge Gardens, require assembly of a number of different sites which we understand are in fragmented ownership.

A clear and robust planning framework will help landowners/ developers to identify opportunities, prepare acquisition and site assembly strategies and manage their estates so that potential redevelopment opportunities can be brought forward at an appropriate time. The recommendations of this framework should therefore be implemented as and when the opportunities arise.

5.7 Conclusions of the implementation strategy

MSF has developed an option that is, subject to receiving planning permission, deliverable and financially viable. However, this option fails to deliver the townscape improvements which are crucial to delivering this framework. In addition to this, there is little excess profit to contribute towards the public realm, transport interchange or highway improvements, and/or cross subsidise proposals for a new public square near United House.

The financial viability of core area Options 2 and 3 are marginal, with approximately 40% affordable housing. Again, this makes little allowance for public realm, transport interchange or highways improvements, and/or the ability to cross subsidise proposals for a new public square near United House.

To improve the viability of these options and to contribute towards the public realm, transport interchange or highways improvements, and/or to cross subsidise proposals for a new square near United House, the amount of office accommodation and/or the percentage of affordable housing could be reduced.

The MSF option requires the ground floor retail in Astley House and David Game House to be left in situ whilst the upper floors are stripped back to the frame, re-clad and refurbished for affordable housing. Although vacant possession of a number of units is still required for the MSF Scheme (Option 1) to be possible, MSF is in negotiations with the tenants and is confident that agreements can be reached.

Options 2, 3, 4 and 5 for Astley House and David Game House require demolition of both buildings and thus vacant possession would be required. If this can not be achieved through negotiation, the Council will need to consider the option of Compulsory Purchase Order powers. The redevelopment of David Game House and the RBS / Foxton's site enables the underground entrance to be realigned which improves the public realm and pedestrian movement along Notting Hill Gate. There are significant arguments in favour of the treatment of these areas.

We estimate the cost of acquiring vacant possession of David Game House and Hobson House to be in excess of £8m and this has a significant impact on the viability of these options. Therefore, RBKC may wish to explore the opportunity to redevelop Newcombe House whilst retaining David Game House and Hobson House and incorporating a new underground entrance into existing retail units within David Game House as proposed by Option 6. The opportunity to relocate the Underground entrances into a redeveloped RBS / Foxton's building should be explored further with any future development opportunities of these sites.

Similarly, whilst we recognise the arguments for the proposals for United House (92 – 106 Notting Hill Gate) in options 2 to 6, we estimate that it would cost in excess of £15m to obtain vacant possession. RBKC may wish to consider linking the longer term redevelopment of this site with any short term planning applications for MSF's landholdings on the south of Notting Hill Gate. In this regard, any additional profit generated by reducing the office accommodation and/or affordable housing provided in a scheme on the south of Notting Hill Gate should be used to subsidise redevelopment of the United House.

Of the four appraised options, Options 3 and 6 appear to be the more financially attractive.

If the Council requires the public realm, transport interchange and highways improvements, and/or the cross subsidy of proposals for United House to be met from the developers/ landowners, it will need to determine who is to undertake the works, which developers/ landowners should contribute to the costs (and when) and, potentially, how much affordable housing/ community/ employment accommodation is provided so that schemes are financially viable and deliverable.

We would therefore recommend that we explore with the Council its preference and priorities for affordable housing, office provision, and/or improvements to the public realm, transportation and highway.

APPENDIX A:
PUBLIC SPACE PROVISION
ANALYSIS

Public space provision analysis

The baseline issues analysis identified that the current open space to the north of Newcombe House was not being used to its full potential. This was mainly as a result of its location being overshadowed by the tower, its cluttered appearance and the fact that it consists of several blank frontages. In addition to this, the piazza and open space are poorly connected.

This framework proposes relocating the open space to the north west junction of Notting Hill Gate and Pembridge Road, where the existing wide pavement can be better used as a civic space for market stalls, seats and the relocation of the underground entrance. This relocated underground entrance will help relieve the dangerous congestion on the north eastern junction of Notting Hill Gate and Pembridge Road, and create a direct route up to Portobello Road.

Several alternative options for the location of the public space were explored. These options are shown and discussed below:

Public Space Option 1: Existing situation;

Public Space Option 2: A new improved public space in its current location at the south west junction of Notting Hill Gate and Kensington Church Street;

Public Space Option 3: A new public space south of Notting Hill Gate at the junction with Pembridge Villas;

Public Space Option 4: A new public space south of Notting Hill Gate at the junction with Pembridge Road;

Public Space Option 5: New and improved public space on the north west junction of Notting Hill Gate and Pembridge Road.

Based on these options three sketch designs were developed to explore and test different sizes and configurations of the new town square. The preferred Public Square Option 5 has been included in the framework.

Public Space Option 1:

Existing situation

The existing public space at the south west junction of Notting Hill Gate and Kensington Church Street (to the north of Newcombe House) suffers from;

- extensive overshadowing by the tower,
- lack of a clear definition,
- poor animation by surrounding uses,
- limited size,
- a poor and uninspiring design, and
- the impact of traffic.



Public Space Option 2:

A new improved public space in its current location at the south west junction of Notting Hill Gate and Kensington Church Street

There is potential for improvements to the design of the space. New uses in surrounding buildings could also be configured to better animate the space. However, there are location disadvantages which will continue to affect the space, including

- limited size,
- overshadowing by development, and
- the impact of traffic.



Public Space Option 3:

A new public space south of Notting Hill Gate at the junction with Pembridge Gardens

This would be a pocket space off the main road with sufficient enclosure by new development to its east and west. It opens access to Jameson Street and Uxbridge Street and will be further animated by a new entrance to the underground station in the square.

The space, however, would be affected by overshadowing, its south side lacks animation (Electrical Substation) and its size is limited.

The development of the space requires the redevelopment of David Game House and Hobson House.



Public Space Option 4:

A new public space south of Notting Hill Gate at the junction with Pembridge Road

This would be a good sized public space providing for a variety of activities. Three sides of the space could be animated by active uses. It provides a new setting and spill out space for the Coronet Cinema. It also opens up Uxbridge Street and gives development a presence at Notting Hill Gate. A new entrance to the underground station could be located in the space.

The space, however, performs less well in terms of its enclosure and also weakens the definition and enclosure of Notting Hill Gate. It requires the removal of David Game House and Hobson House, and may result in a net-loss of development space.



Public Space Option 5:

New and improved public space on the north west junction of Notting Hill Gate and Pembridge Road

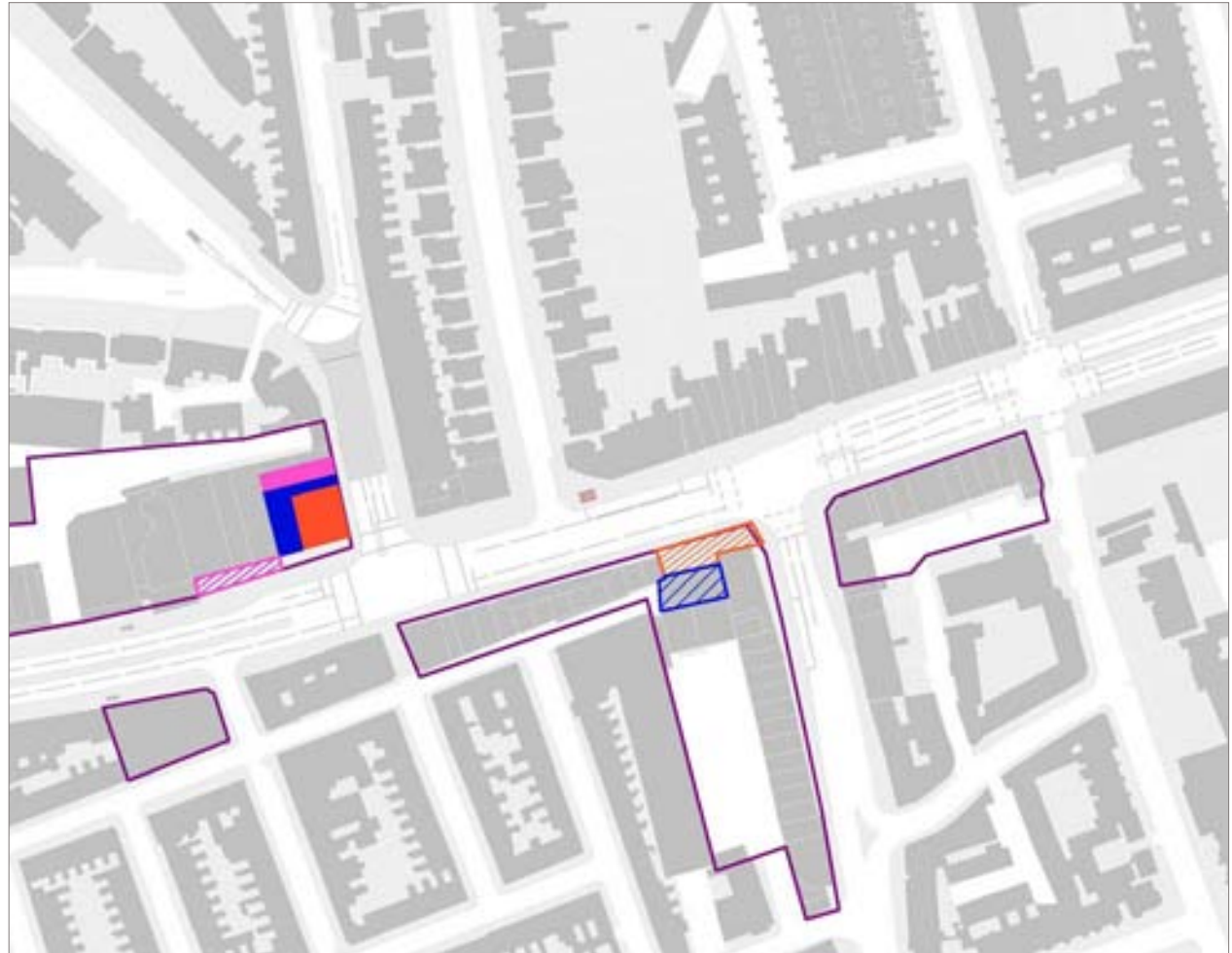
The space marks the heart of Notting Hill Gate centre. Its northern and western edge would be animated by active uses in new developments. With a new entrance into the underground station at its southeastern corner it would become a gateway to Portobello Road. The space could be a real focus for the community with the possibility of a community facility such as the library being located at the square. It is south facing and of sufficient size to allow for a variety of activities.

Although the space requires the redevelopment of United House, there is opportunity for a net-increase of development at the site.









Re-distribution of public space

The analysis of Public Space Option 1 highlights the inadequacy of existing open space provision in the Notting Hill Gate District Centre. The following plan shows how the amount of existing open space can be re-distributed and consolidated within the centre to create a single space of appropriate size and orientation, to be successful and accommodate a new underground station entrance, seats and some market stalls.



Re-distributed public open space

- | | |
|---|---|
|  Additional plinth entry area at Newcombe House (216 sqm) |  Existing street level plaza north of Newcombe House (264 sqm) |
|  216 sqm area in proposed new square location |  264 sqm area in proposed new square location |
|  Footway in front of Campden Hill Towers which will be built in proposed development (133 sqm) | Land Securities/ Metro Shopping Fund Ownership |
|  133 sqm area in proposed new square location | |

Options 5 - Various public space designs

Three sketch designs were developed to explore and test different sizes and configurations of a new town square north of Notting Hill Gate (Option 5). Option 5 is the preferred public space arrangement included in the framework.

The options all provide active frontages onto the square at ground level and space for outdoor terrace seating. A new underground exit that opens onto the space is also provided, this exit will link the square to the existing train station and platforms via a new pedestrian tunnel, where retail units can be provided at basement level, especially below the existing RBS / Foxton's sites.

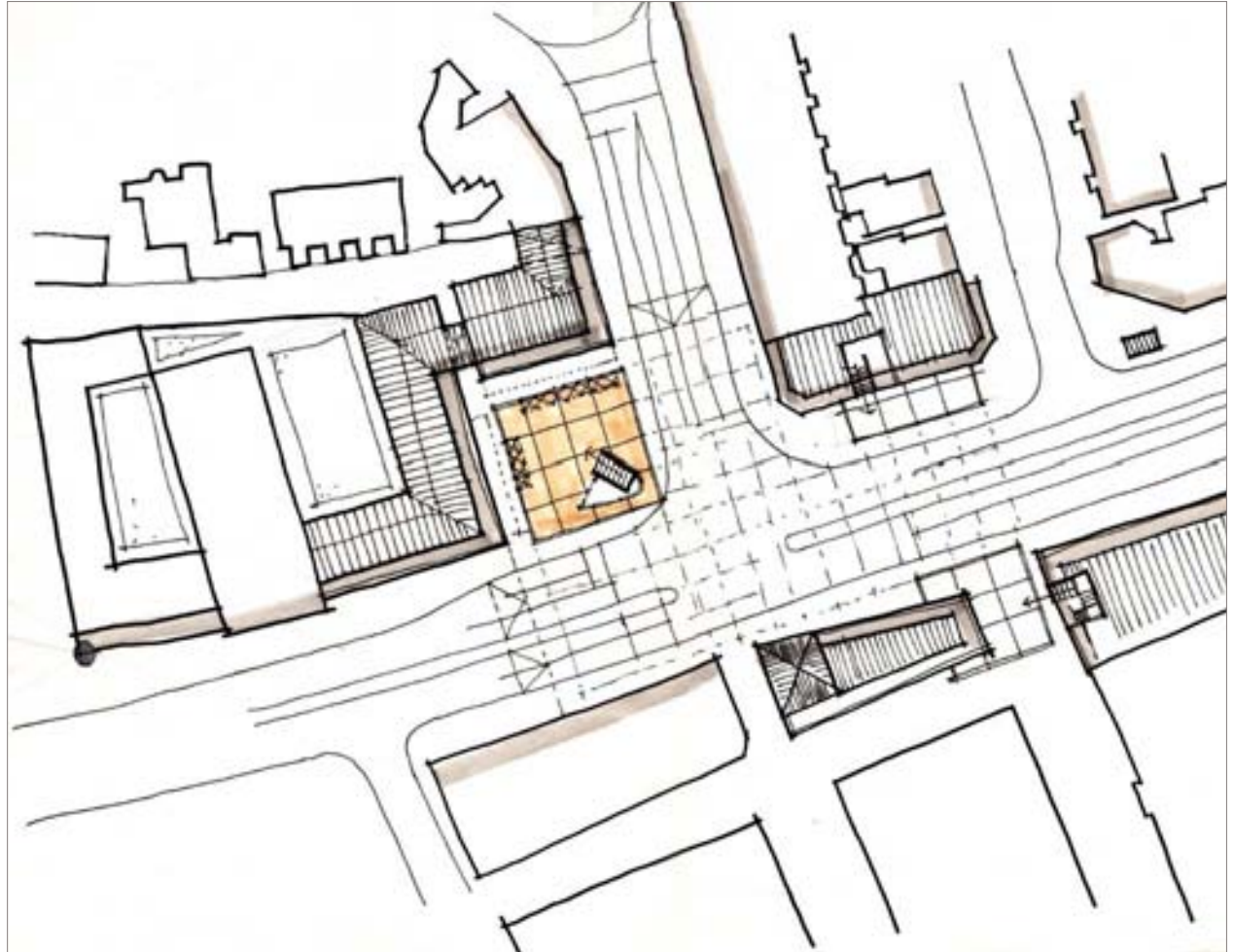
Ground lighting will guide visitors away from the underground entrance and give direction to nearby attractions and building mounted lighting will de-clutter the space at ground level.

Flexible market stands are also shown, which allow for the existing Farmers Market during the week and smaller flower/newspaper stalls at weekends when larger pedestrian flows emerge from the underground.

Floor level electricity points will be required in the design of the square.

Public Space Option 5 (Scenario A)

This option provides active frontages at ground level with outdoor terrace seating and a diagonal underground exit facing into the square with a newspaper or flower stand built into the back of the underground entry, reducing the impact of the passing traffic. A mews lane is provided to the rear of the northern most building facing onto the square allowing delivery vehicle access to the retail units. A pedestrian passage leads to the mews lane, where active ground floor uses and entrances to upper levels will be provided.

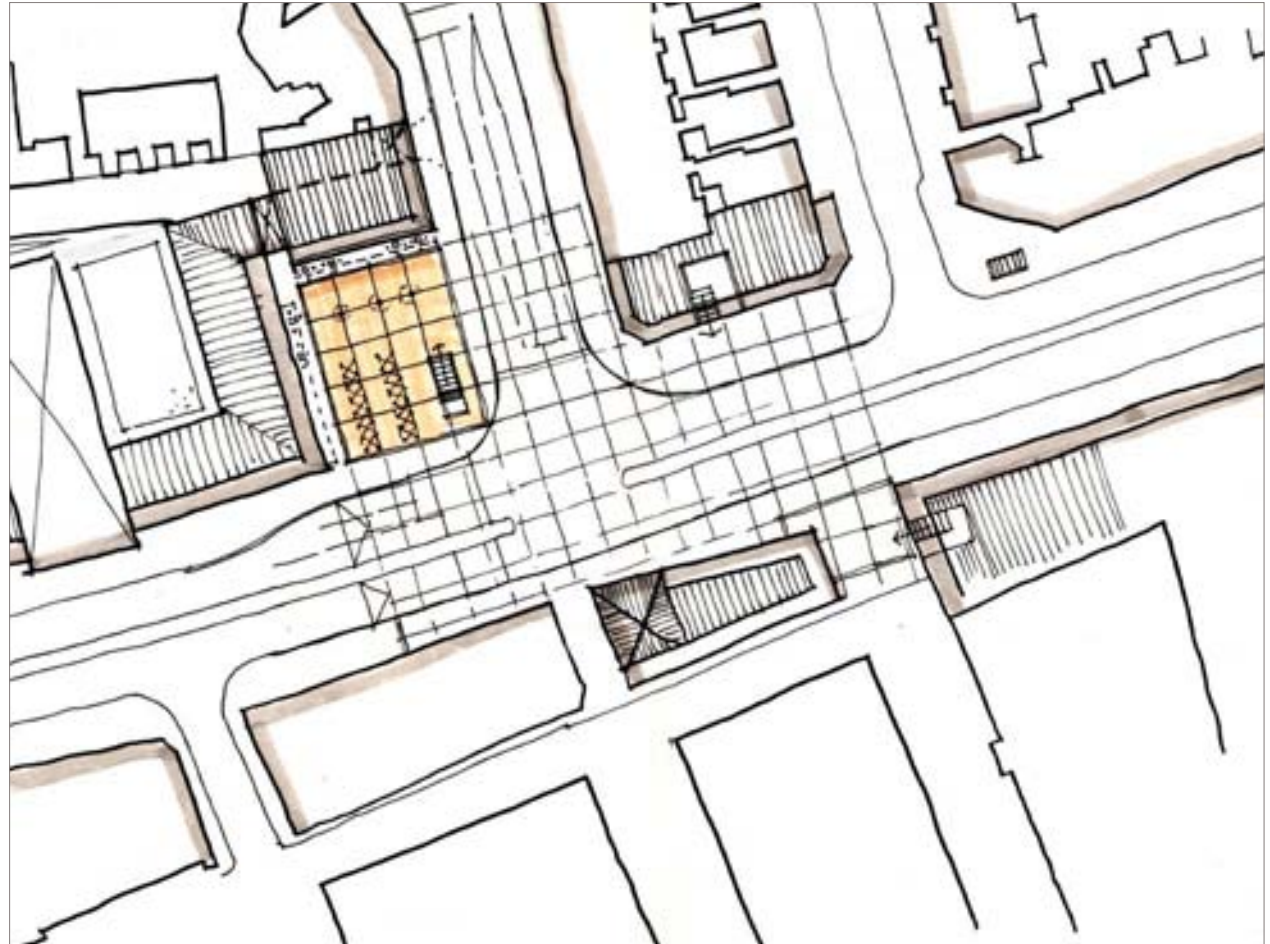


Public Space Option 5 (Scenario A)

Public Space Option 5 (Scenario B)

This option is configured similarly to Scenario A, also providing active frontage at ground level with outdoor terrace seating. However, the square is a larger rectangular space with a underground exit facing north and the flexible market stalls shown in a north-south configuration. The space is larger due to the reduced footprint of the northern-most building, which faces onto the square, which would have floors extending over the mews lane to the rear.

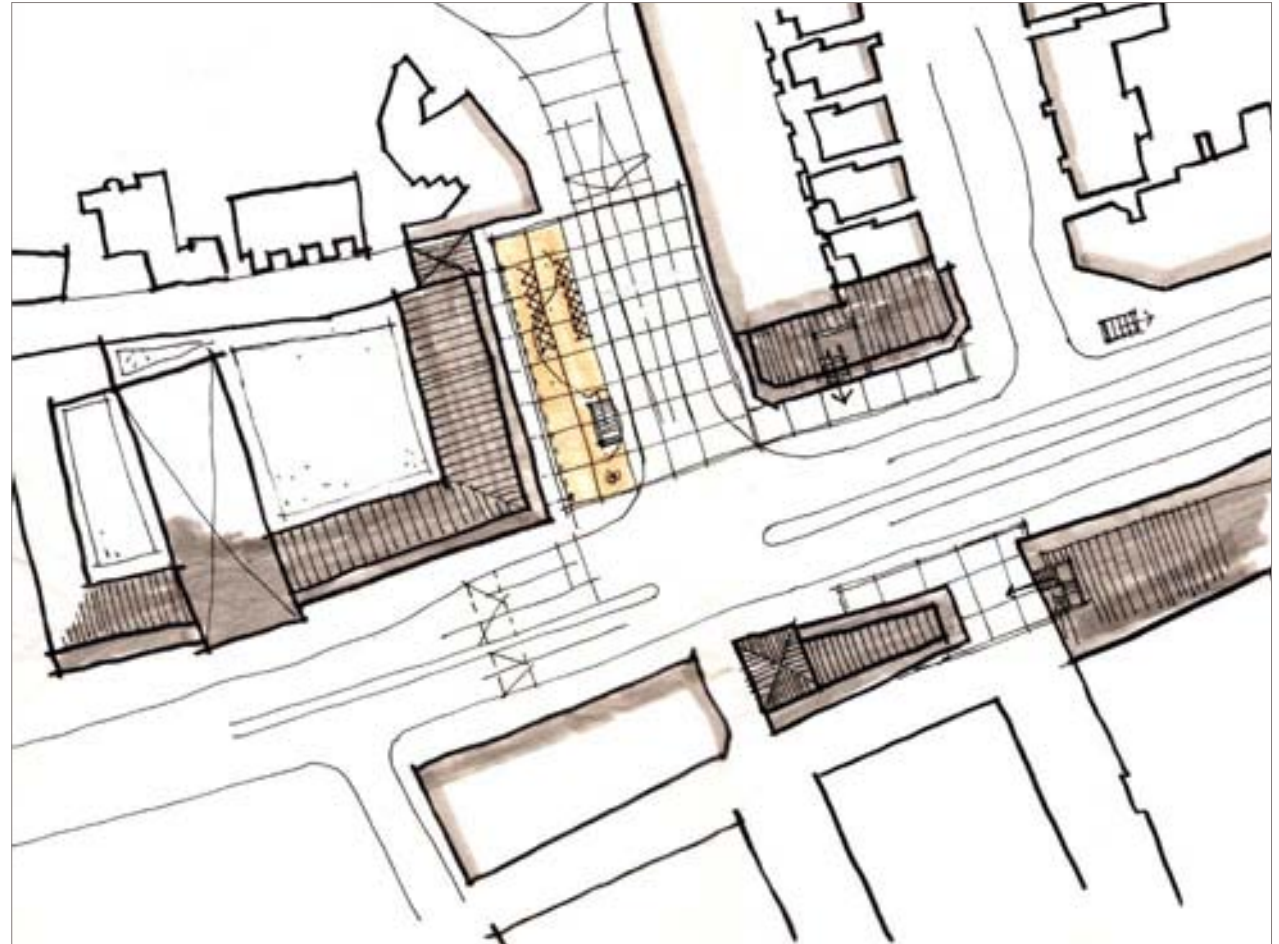
Water fountains are shown on the north end of the space. It is envisaged that these fountains could be flush at ground level allowing them to be turned off when large crowds are using the space. A pedestrian access also leads to the mews lane from the north-west corner of the space.



Public Space Option 5 (Scenario B)

Public Space Option 5 (Scenario C)

This option provides a linear space, which is effectively a wider north-south footway onto Pembridge Road. A new underground entrance is also provided and provision for market stalls. This option is the least successful and relies on the ability and willingness of the adjoining (pub) building to the north to renovate its side façade to provide an active frontage onto the space. Access to the mews lane is across the north end of the space reducing use of this area.



Public Space Option 5 (Scenario C)

APPENDIX B:
BUILDING HEIGHTS
TESTING

RBKC Options

In the tender brief the Council specified four options that should be tested in terms of their urban design and delivery implications. These are the following:

1. Removal of the two towers - Newcombe House and Campden Hill Towers;
2. Removal of Newcombe House and retention of Campden Hill Tower;
3. Accept a cluster of tall buildings with removal of existing buildings;
4. Accept the current 1960's form and humanise it.

At the start of the project a preliminary analysis of these options discounted the first and third as unlikely to be deliverable. While the removal of Newcombe House is in principle possible, the removal of Campden Hill Towers is not considered a viable option as the tower contains 80-90 flats with leases that do not expire until 2057. The cost of obtaining vacant possession makes any replacement development unfeasible.

However, the second and fourth options have been further explored as part of this masterplanning process.

The following section explores the landmark opportunities and impacts of the various building heights suggested in this study and discussed in Section 4 of this framework.

Landmark Options

A number of options were developed exploring the location and height of a potential landmark development that would complement Campden Hill Tower. All options are modelled on retaining Campden Hill Tower and consistent with the options discussed in Section 4 of this framework. These options include:

Option 1 - Retain Newcombe House and redevelop remainder of the Newcombe House site to medium height;

Option 2 - Retain Newcombe House and wrap with new development that defines the corner of Kensington Church Street and Notting Hill Gate;

Option 3 - Replace Newcombe House with a more slender tower of 17 storeys at the corner of Kensington Church Street and Notting Hill Gate (west side);

Option 4 - Remove Newcombe House and erect a more slender tower of 17 storeys at the corner of Kensington Church Street and Notting Hill Gate (east side - Astley House); and

Option 5+6 - Removal of Newcombe House Tower and create defined street corners with a consistent height of 6 + 2 storeys.

These options were assessed using 3D modelling from a number of different views including district views and local views. The assessment concluded that both Options 2 and 5 would provide acceptable solutions. The modelling results are included on the following pages.

Option 2, with the form, slenderness and height of its tower establishes an appropriate response to Campden Hill Tower. It creates an interesting and unique skyline at Notting Hill Gate characterised by two high-points that clearly relate to each other. The proposed tower also dominates vistas along routes that approach Notting Hill Gate, including Kensington Park Road and Kensington Church Street and helps way finding and orientation. When travelling along Notting Hill Gate both towers clearly mark the heart of the centre and help to create a legible townscape.

Option 5 retains Campden Hill Tower as the only landmark in Notting Hill Gate and repairs the urban fabric with development of consistent height. Given that the primary focus is on Campden Hill Tower this option would benefit from the enhancement of the external appearance of this building.

Option	Campden Hill Towers	Newcombe House	Astley House
1	Retain and refurbish	Retain and refurbish	Retain and refurbish
2	Retain and refurbish	Retain and refurbish	Retain and refurbish
3	Retain and refurbish	Replace with slender tower of 17 storeys	Retain and refurbish
4	Retain and refurbish	Remove tower / increase the corner to 8 storeys	Tower of 17 storeys
5+6	Retain and refurbish	6 storey plus + 2 storey setback	6 storey plus + 2 storey setback

[A] District View from Serpentine Bridge, Hyde Park



Option 1 (+)



Option 2 (+)



Option 3 (++)



Option 4 (++)



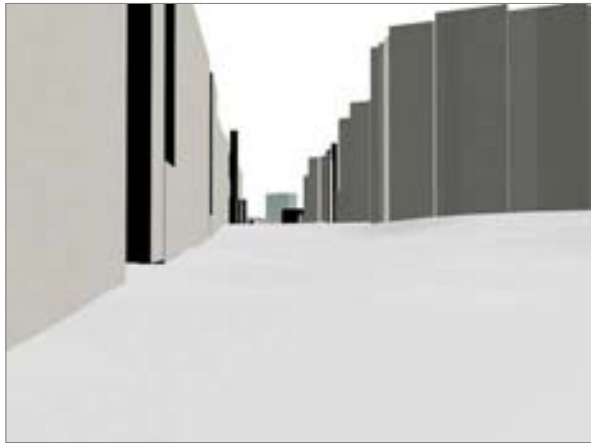
Option 5 (+)

These images simulate the long view from Serpentine Bridge in Hyde Park towards the Notting Hill Gate District Centre.

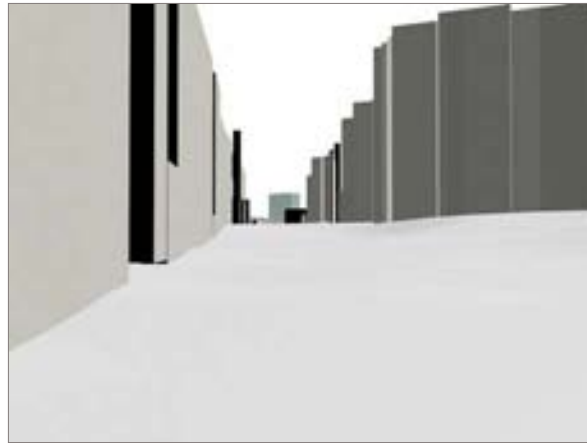
This is a district view, and in all options the location of the centre is clearly marked at the skyline by its taller buildings.

The architecture, form and slenderness of the proposed new tower in Options 3 and 4 could lend the centre a greater degree of distinctiveness when seen from far away. This would make it more recognisable and contribute to its image.

(B) Long View from Kensington Park Road



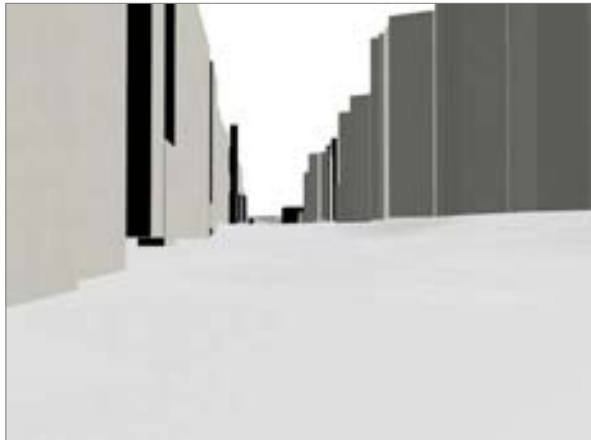
Option 1 (-)



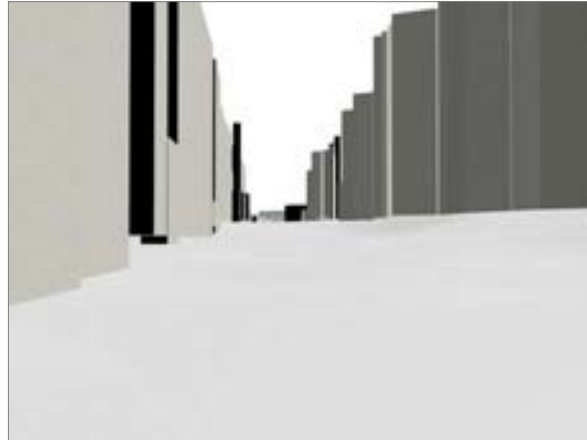
Option 2 (-)



Option 3 (+++)



Option 4 (0)



Option 5 (0)

These images simulate the long view from Kensington Park Road (approximately at the junction with Stanley Gardens).

In Options 1 and 2 Newcombe House Tower can be seen at the end of this street. Its limited height and bulk make it a poor termination of this vista.

In Option 3 a new tower at the Newcombe House site ends the vista along Kensington Park Road. As such, it clearly marks the centre and helps way finding as one moves through the area.

Options 4 and 5 are neutral as no tall structure can be seen.

(C) Long View from Kensington Church Street



Option 1 (-)



Option 2 (-)



Option 3 (+++)



Option 4 (0)



Option 5 (0)

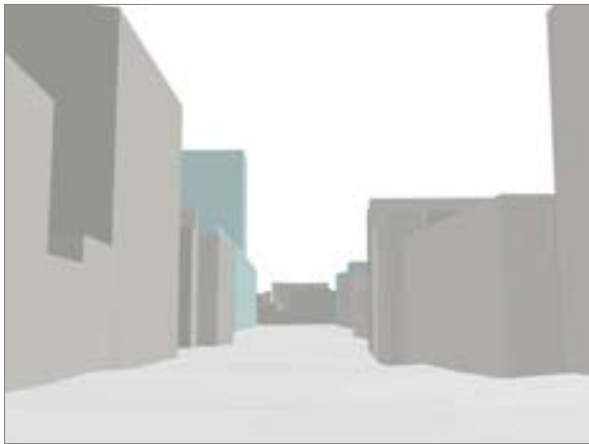
These images simulate the long view from Kensington Church Street (approximately at the junction with Camden House Chambers).

In Options 1 and 2 Newcombe House Tower can be seen at the end of this street. Its limited height and bulk make it a poor termination of this vista.

Equally to view B the proposed new tower at the Newcombe House site in Option 3 ends the vista along Kensington Church Street. As such, it clearly marks the centre and helps way finding as one moves through the area.

Options 4 and 5 are neutral as no tall structure can be seen.

(D) Local View from Kensington Church Street



Option 1 (+)



Option 2 (+)



Option 3 (+++)



Option 4 (+++)



Option 5 (0)

These images simulate the local view from Kensington Church Street (approximately at the junction with Peel Street) when approaching the centre.

In Options 1 and Option 2 Newcombe House Tower can be seen at the end of this street. As a taller block it stands out and emphasises the street corner with Noting Hill Gate. However, due to its setback, bulky form and lack of slenderness, it does not stand out sufficiently to be perceived as a notable landmark.

In both Options 3 and 4, the proposed tower, respectively on the western and eastern side of Kensington Church Street, has a strong presence, marks the street corner with Noting Hill Gate and clearly emphasises the district centre.

Option 5 is neutral, which shows the positive contribution this proposal makes to the setting of the adjacent conservation areas

(E) Local View from Holland Park Avenue



Option 1 (-)



Option 2 (-)



Option 3 (+++)



Option 4 (++)



Option 5 (++)

These images simulate the local view from Holland Park Avenue (approximately at the junction with Ladbroke Terrace).

Campden Hill Tower dominates this view in all Options and clearly marks the centre.

Newcombe House Tower in Options 1 and 2 can just be seen above the roof line of the buildings to the southside of Notting Hill Gate. However, in both Options the building does not stand out sufficiently to perform as a landmark in this view.

In Options 3 and 4, the proposed tower provides a dominant focus in the view along Notting Hill Gate. The juxtaposition of the two towers clearly emphasises the centre. Option 4 is weaker in this regard as the two towers are further away from each other.

In Option 5 Campden Hill Tower is the only landmark that marks Notting Hill Gate District Centre, but the removal of Newcombe House significantly restores the townscape and respects the setting of the surrounding conservation areas

(F) District View from Notting Hill Gate East



Option 1 (-)



Option 2 (-)



Option 3 (+++)



Option 4 (++)



Option 5 (++)

These images simulate the local view from Notting Hill Gate East (approximately at the junction with Clanricarde Gardens).

Campden Hill Tower has a strong presence in this view marking the centre.

In Options 1 and 2 a glimpse of Newcombe House Tower can just be seen above the roof line of the buildings onto the southside of Notting Hill Gate. However, in both Options the building does not stand out sufficiently to perform as a landmark in this view.

In Options 3 and 4, the proposed tower has a prominent position in the view along Notting Hill Gate. The juxtaposition of the two towers clearly emphasises the centre. Option 4 again is weaker in this regard as the two towers are further away from each other and the tower at Astley House seems higher than at Newcombe House.

In Option 5 Campden Hill Tower is the only landmark that marks Notting Hill Gate district centre.

APPENDIX C:
STREET LAYOUT AND
PUBLIC REALM OPTIONS

Street layout and public realm options

Following the transport vision and objectives set out in Chapter 2, a series of options have been developed that seek to provide more detailed recommendations for:

- Improving the pedestrian environment;
- Rebalancing the needs of all modes; and
- Enhancing the streetscene.

Improvements to the pedestrian environment and movement patterns will inevitably impact on vehicular capacity along Notting Hill Gate and therefore a series of options have been developed with varying impacts on vehicular movement and capacity. These options are discussed in detail below.

Each option has been appraised to assess the potential impact of that option against the following criteria:

Improved walking environment

- Relieving footway congestion
- Improving quality of crossing facilities
- Improving quantity of crossing facilities
- Removal of barriers and enhancing the street scene

Rebalancing the needs of all modes

- Expected impact in junction capacity
- Expected impact on network distribution
- Expected impact on public transport

The impact of the option on the criteria above is assessed according to whether it makes a positive (+), negative (-) or neutral (0) impact.



Duke of York Square – Precedent for an attractive new public square in the Royal Borough

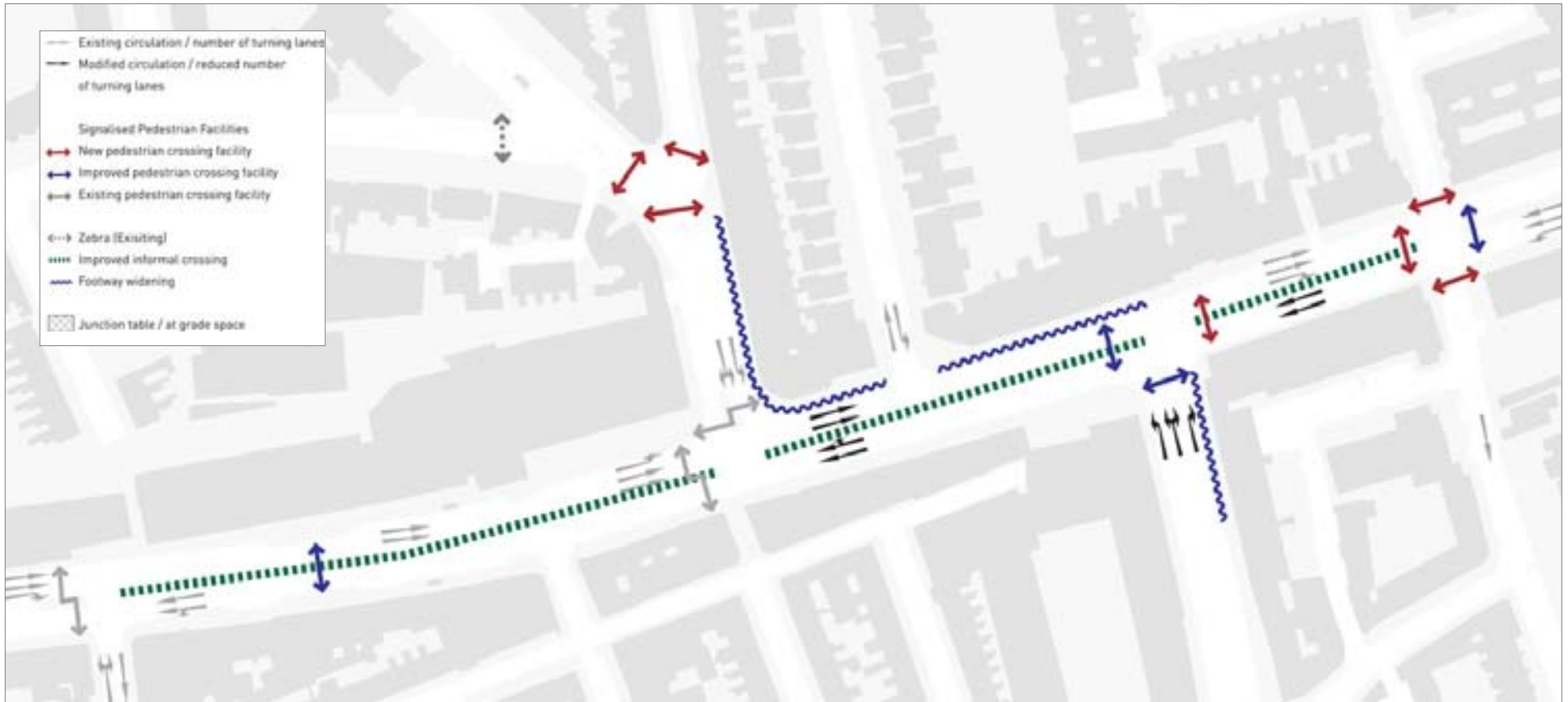
Recommendations

In accordance with the appraisals hereafter, the following options are recommended for further testing and consideration:

- Campden Hill Junction – Option C: Additional pedestrian facility across Campden Hill requiring right-turn ban Campden Hill and left-turn ban from Campden Hill.
- Pembridge Road Junction – Option C: Table and additional pedestrian crossing facility and reduction of lanes on junction approach.
- Pembridge Road – Option D: Bus only along Pembridge Road.

- Median Strip – Option B: 3m wide median on approaches, but no median strip between Pembridge Road and Kensington Church Street and footway widening instead – only in combination with formal crossing facility (Pembridge Road Option D).

It is worthwhile noting that significant further research / modelling is required to determine the impact of any changes to the road network on the current network of the centre and the surrounding area.



Base Option

1. The 'Base Option'

This option presents a 'capacity neutral approach' and while some improvements for pedestrians are achieved, it compromises movement along desire lines at key locations. It therefore does not achieve the step change required for achieving a highly attractive pedestrian and town centre environment.

2 Alternative Options

Alternative options have been developed for the following locations: Campden Hill Junction, Pembridge Road junction, Pembridge Road, and the median strip. These options include some elements of the proposals put forward by the council's consultants, although initial testing suggests that these alternatives will inevitably have some impact on traffic capacity.

The options focus on improving the number and quality of pedestrian crossing facilities, the extent to which the footway could be widened, and the provision of informal crossing facilities.

The options have been developed as a modular system allowing a combination of the various elements to be delivered.

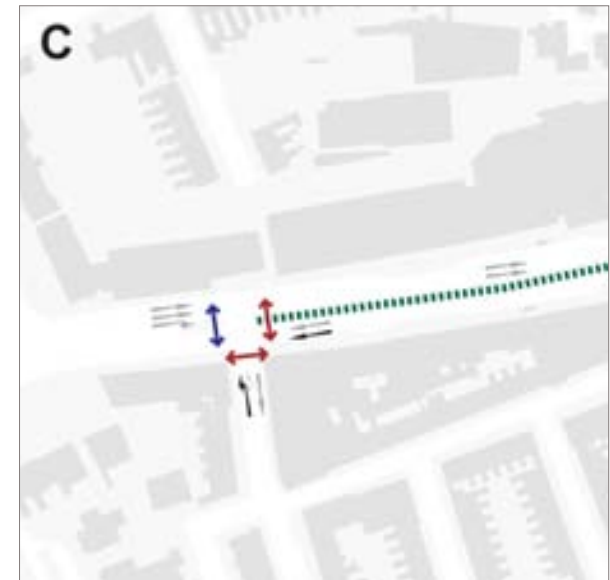
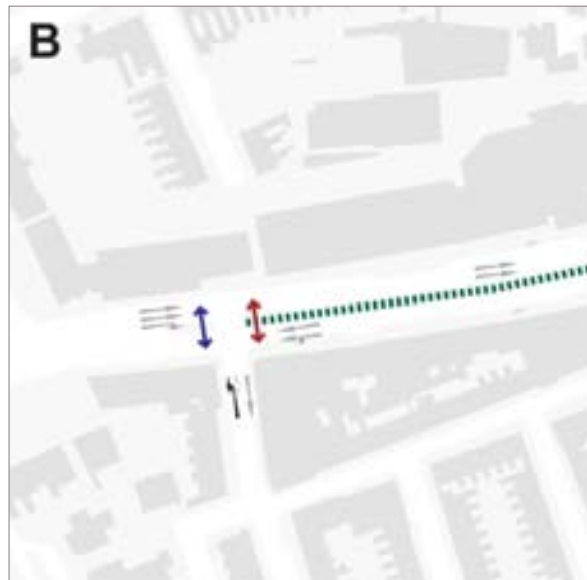
Campden Hill Junction

- Option A (Base Case): straight-across pelican crossing
- Option B: Additional pedestrian facility across Notting Hill Gate requiring a right-turn ban Campden Hill
- Option C: Additional pedestrian facility across Campden Hill requiring right-turn ban Campden Hill and left-turn ban from Campden Hill



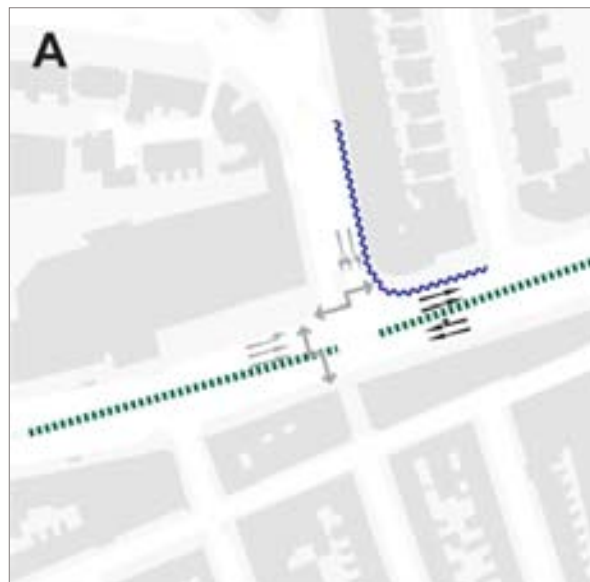
Campden Hill Junction

Appraisal Campden Hill Junction			
	A	B	C
Improved walking environment	+	++	+++
Relieve footway congestion	0	0	0
Improve quality of crossing facilities	+	++	+++
Improve quantity of crossing facilities	0	0	+++
Removal of barriers & Enhance streetscene	+++	+++	+++
Rebalancing the needs of all modes	0	--	-
Expected impact on junction capacity	0	-	---
Expected impact on network distribution	0	--	---
Impact on public transport	0	0	0



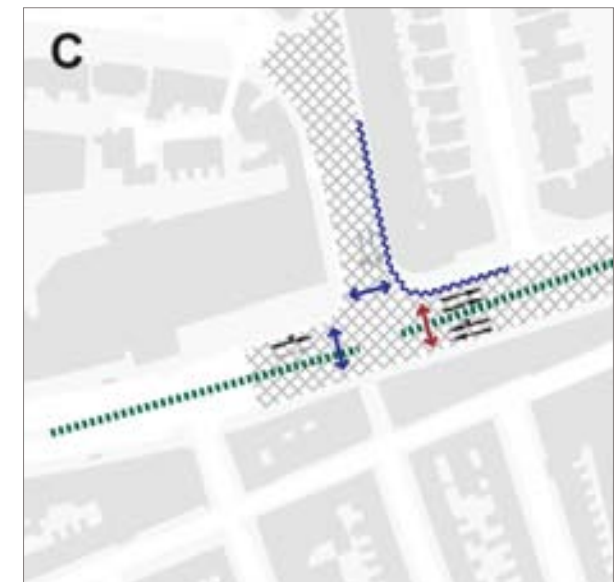
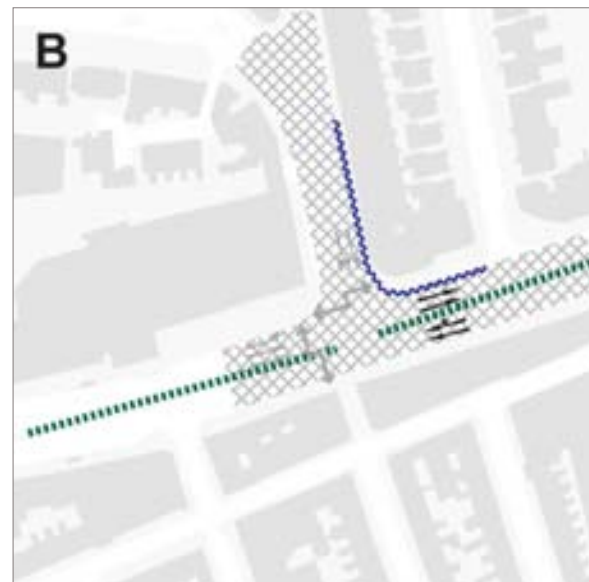
Pembridge Road Junction

- Option A (Base Case): Reduction to two lanes
- Option B: Table/at grade junction
- Option C: Table and additional pedestrian crossing facility and reduction of lanes on junction approach



Pembridge Road Junction

Appraisal Pembridge Road Junction			
	A	B	C
Improved walking environment	+	++	+++
Relieve footway congestion	++	++	++
Improve quality of crossing facilities	0	0	+++
Improve quantity of crossing facilities	0	0	+++
Removal of barriers & Enhance streetscene	+	+++	+++
Rebalancing the needs of all modes	0	0	--
Expected impact on junction capacity	0	0	---
Expected impact on network distribution	0	0	0
Impact on public transport	0	0	0



Pembridge Road

- Option A (Base Case): Removal of bus stop to widen footway
- Option B: One-way circulation (Pembridge Road northbound and Pembridge Gardens southbound)
- Option C: Reduction of lanes along Pembridge Road, possibly combined with banned turning movements
- Option D: Bus only along Pembridge Road



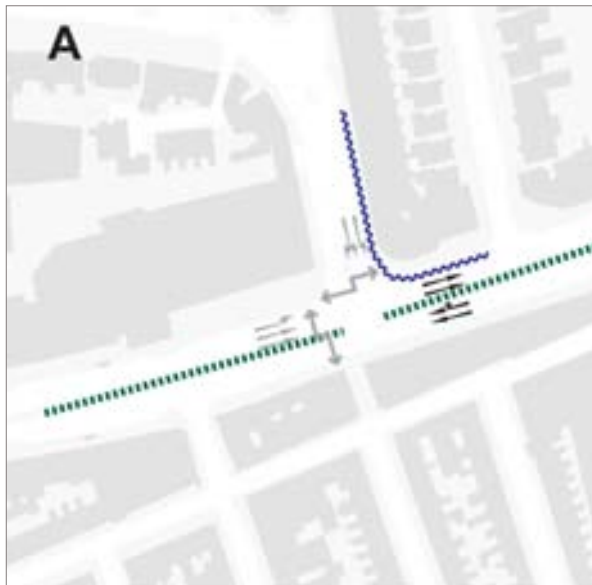
Appraisal Pembridge Road				
	A	B	C	D
Improved walking environment	+	++	++	+++
Relieve footway congestion	+	+++	++	+++
Improve quality of crossing facilities	0	0	0	0
Improve quantity of crossing facilities	0	0	0	0
Removal of barriers & Enhance streetscene	+	++	++	+++
Rebalancing the needs of all modes	0	--	--	--
Expected impact on junction capacity	0	0	--	0
Expected impact on network distribution	0	--	--	---
Impact on public transport	0	--	0	+++



Pembridge Road

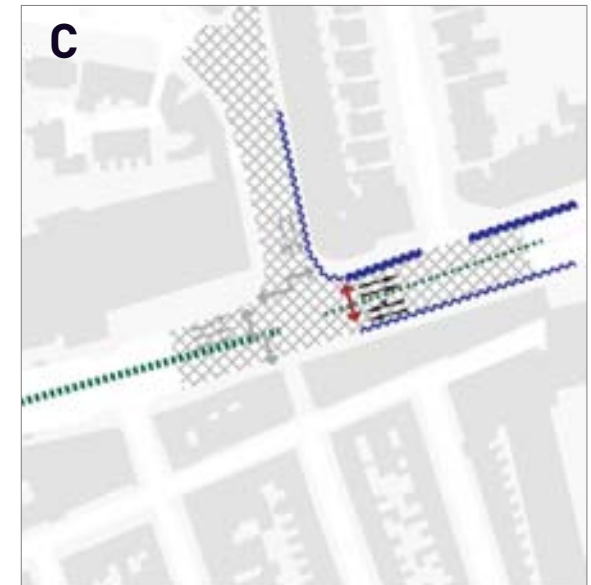
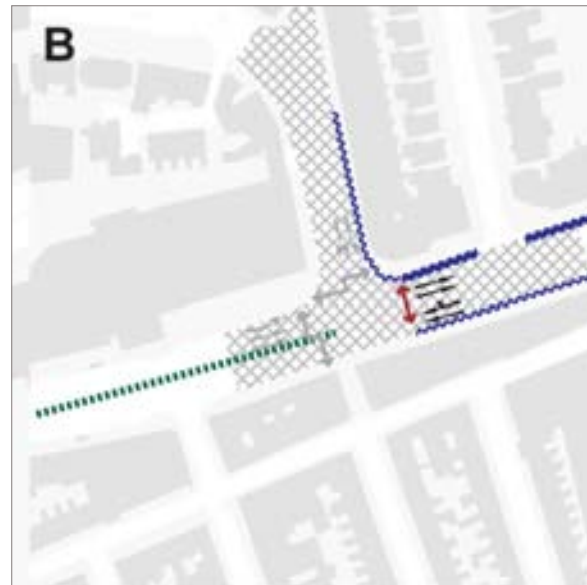
Median Strip

- Option A (Base Case): Median strip of 3m
- Option B: 3m wide median on approaches, but no median strip between Pembridge Road and Kensington Church Street and footway widening instead – only in combination with formal crossing facility (Pembridge Road Option D)
- Option C: 3m wide median on approaches, but reduced median to minimum width (1.5m) and widening of footways



Median Strip

Median Strip Appraisal			
	A	B	C
Improved walking environment	++	++	+++
Relieve footway congestion	0	+++	++
Improve quality of crossing facilities	+++	0	++
Improve quantity of crossing facilities	+++	0	+++
Removal of barriers & Enhance streetscene	+++	+++	+++
Rebalancing the needs of all modes	0	0	0
Expected impact on junction capacity	0	0	0
Expected impact on network distribution	0	0	0
Impact on public transport	0	0	0



APPENDIX D: COST AND VIABILITY APPRAISAL

Assumptions

In developing appraisals for each option, Urban Delivery where provided with gross external floor areas by Urban Initiatives.

We have undertaken our appraisals using ProDev Software. This is an industry accepted package used to appraise property development scenarios.

Cost information has been supplied by Turner & Townsend.

A tenancy schedule for its estate was provided by MSF. We have based our estimates for obtaining vacant possession on this schedule.

MSF agreed that the most appropriate way to assess the residual land value component of the appraisals was to use the existing site values. We therefore made our own assessments of site value with reference to the tenancy schedule. Please note that these estimates are not valuations and therefore are outside the ambit of the Appraisal and Valuation manual published by the Royal Institution of Chartered Surveyors.

We have also undertaken our own property market research and discussed these with MSF to establish sales values, profit levels, etc. These are set out in the table opposite.

Value and Cost Assumptions	Values
Private residential sale values (floors 1 – 11)	£10,225 psm
Private residential sale values (floors 12+)	£13,455 psm
Private basement car parking sale values	£30,000 per space
Un-refurbished office rental values	£253 psm
Refurbished or new office rental values	£296 psm
New community accommodation (Ground Floor)	£1,884 psm ITZA
New community accommodation (Upper Floors)	£296 psm
Supermarket	£269 psm overall
Retail	
Astley House – Notting Hill Gate	£1,238 psm ITZA
Newcombe House – Kensington Church St	£807 psm ITZA
Newcombe House – Notting Hill Gate	£1,507 psm ITZA
David Game House – Notting Hill Gate	£1,507 psm ITZA
92 – 106 Notting Hill Gate	£1,884 psm ITZA
Storage	£108 psm overall
We have allowed for a 10% premium for units with a double frontage	
We have valued first floor retail at 1/12 ITZA	
Office refurbishment cost (on lease expiry)	£753 psm
The value of the Socially Rented stock equates to £70,000 per unit plus £25,000 Housing Association Grant per tenant	
The value of the Shared Ownership stock equates to 50% of the Market Value (MV) per unit plus £15,000 Housing Association Grant per tenant	
The value of affordable basement car parking is 50% of the MV	

Please note the following assumptions which have also been made:

- Planning permission for the proposed schemes has been granted
- Vacant possession of the properties can be obtained by June 2010 through negotiation at the cost estimated by Urban Delivery
- Construction will commence after June 2010
- On obtaining vacant possession, demolition will take place
- In appraising options that include an element of affordable housing, 70% of the affordable housing accommodation is for Socially Rented and 30% is for Shared Ownership
- Unless otherwise advised, the average private unit size is 72.5 sq m net
- Unless otherwise advised, the average affordable unit size is 72.5 sq m net
- The average number of tenants per unit is 3
- The net: gross ratio's for private residential, affordable residential, retail, office and community uses is 80%
- Section 106 or section 278 contributions are yet to be negotiated, but will be done so as a percentage of the available profit
- Finance debt 6.5%
- Finance accrual 4%
- Preliminaries 10%
- Contingency. 10%
- Professional Fees. 12%

The way in which developers assess profit varies. Some might look at profit on cost, others profit on

revenue and others on intend rate of return (IRR). Some might consider all three. The amount of profit required should reflect the level of risk. A developer might therefore require a higher percentage profit for a scheme with a larger office element than for a scheme with a larger proportion of residential. However, for the purposes of our analysis, we have assumed that an acceptable profit is 20% profit on costs.

It will also be necessary to acquire a number of residential units within Campden Hill Tower to realign the windows so that new building A5 can be built at the heights proposed by UI. However, we have assumed on cost for this as the acquisition cost, stamp duty, legal fees and realignment and refurbishment cost of each unit equates to the price that the unit is subsequently sold for. However, it should be noted that if the necessary units cannot be acquired through negotiation, they will either have to be acquired through a CPO or building A5 will need to be redesigned to reflect the retention of these units.

It is proposed that Campden Hill Tower is re-clad. We have not seen copies of the residential leases and we do not therefore know if there is a sinking fund or if the cost can be met through the service charge. We have not made any allowance within any of our appraisals for these works.

In estimating the costs of obtaining vacant possession, we have assumed a date of June 2010, by when vacant possession will be required.

For leases which expire (or have a landlord's break) at or before that date, we have assumed that MSF will successfully oppose the granting of a new lease and tenants will be entitled to statutory compensation.

For leases which expire before the end of 2011, we have assumed that MSF will successfully negotiate with the tenants to obtain vacant possession on payment of the statutory compensation that they would have been entitled to on their lease expiry/ break date and between 6 months and 1 year rent as further compensation.

For leases that expire after 2011, we have assumed that it will be necessary to acquire all interests in accordance with Compulsory Purchase principles. However, we have assumed a 'worse case' scenario, in which it has not been possible to relocate tenants. We have therefore estimated the cost of extinguishing business interests as follows:

Occupier	Store Size	Cost of Extinguishment
Local/ Regional Occupier	Less than 1,000 sq ft	£100,000
Local/ Regional Occupier	1,000 – 4,999 sq ft	£250,000
Local/ Regional Occupier	5,000 +	£500,000
National Occupier	Less than 1,000 sq ft	£500,000
National Occupier	1,000 – 4,999 sq ft	£1,000,000
National Occupier	5,000 +	£5,000,000
Restaurant		£1,000,000

In addition to the above, tenants will also be entitled to compensation which reflects the value of their lease (including any premium), occupier or home loss compensation, disbursement compensation and reasonable professional fees.

Sensitivity Analysis

In addition to the scenarios included in Section 5 the following scenarios were also tested.

Option 2 Scenario C

In Option 2 Scenario C below, we have included affordable housing within Astley House (E1), but there is no further affordable housing and there are no offices. The profit of £44m reflects a profit on cost of 27%. If a profit of, say, 20% were deemed acceptable this would equate to £32m. There is, therefore, an exceptional profit of £12m. Whilst this option might not be acceptable because of the loss of employment space and only 26% affordable housing, the exceptional profit may be used to undertake some of the public realm, transport interchange and highways works or help to cross subsidise the redevelopment of United House.

Option 2 Scenario D

In Option 2 Scenario D below, there is no affordable housing and no offices. However, the profit of £76m reflects a profit on cost of 46%. If a profit of, say, 20% were deemed acceptable this would equate to £33m. There is, therefore, an exceptional profit of £43m. Again, whilst this option might not be acceptable because of the loss of employment space and no affordable housing, the exceptional profit may be used to undertake some of the public realm, transport interchange and highways works or help to cross subsidise the redevelopment of United House.

Option 3 Scenario C

Financial Appraisal for Option 2 (Scenario C)

	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Affordable	29.1	20.5	3.7	18.1	-13.2	0	65
D3	Private	157.3	27.5	3.5	55.4	70.9	171	0
D1, D3-2	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		206.5	66.5	15.3	80.4	44.2	188	65
<ul style="list-style-type: none"> • Profit of £44.2m = 27% profit on all costs. • Affordable Housing = 26% of all residential units • New Retail = 5,000 sq m gross • New Offices = 0,000 sq m gross 								

Financial Appraisal for Option 2 (Scenario D)

	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Private	63.6	20.5	3.7	20.6	18.8	65	0
D3	Private	157.3	27.5	3.5	55.4	70.9	171	0
D1, D3-2	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		241	66.5	15.3	82.9	76.2	253	0
<ul style="list-style-type: none"> • Profit of £76.2m = 46% profit on all costs. • Affordable Housing = 0% of all residential units • New Retail = 5,000 sq m gross • New Offices = 0,000 sq m gross 								

In Option 3 Scenario C below, we have included affordable housing within Astley House (E1), but there is no further affordable housing and there are no offices. The profit of £40m reflects a profit on cost of 25%. If a profit of, say, 20% were deemed acceptable this would equate to £33m. There is, therefore, an exceptional profit of £7m. Whilst this option might not be acceptable because of the loss of employment space and only 26% affordable housing, the exceptional profit may be used to undertake some of the public realm, transport interchange and highways works or help to cross subsidise the redevelopment of United House.

Option 3 Scenario D

In Option 3 Scenario D below, there is no affordable housing and no offices. However, the profit of £72m reflects a profit on cost of 44%. If a profit of, say, 20% were deemed acceptable this would equate to £33m. There is, therefore, an exceptional profit of £39m. Again, whilst this option might not be acceptable because of the loss of employment space and no affordable housing, the exceptional profit may be used to undertake some of the public realm, transport interchange and highways works or help to cross subsidise the redevelopment of United House.

Financial Appraisal for Option 3 (Scenario C)								
	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Affordable	29.1	20.5	3.7	18.1	-13.2	0	65
D3	Private	153.9	27.5	3.5	56.1	66.8	164	0
D1, D3-2	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		203.1	66.5	15.3	81.1	40.1	181	65
<ul style="list-style-type: none"> • Profit of £40.1m = 25% profit on all costs. • Affordable Housing = 26% of all residential units • New Retail = 5,000 sq m gross • New Offices = 0,000 sq m gross 								

Financial Appraisal for Option 3 (Scenario D)								
	Upper Floor Use	Total Receipt (£m)	Existing Site Value (£m)	Cost of Obtaining VP (£m)	Total Construction Costs (£m)	Profit/Loss (£m)	Private Housing (units)	Affordable Housing (units)
E1	Private	63.6	20.5	3.7	20.6	18.8	65	0
D3	Private	153.9	27.5	3.5	56.1	66.8	164	0
D1, D3-2	Private	20.1	18.5	8.1	6.9	-13.5	17	0
Total		237.6	66.5	15.3	83.6	72.1	246	0
<ul style="list-style-type: none"> • Profit of £72.1m = 44% profit on all costs. • Affordable Housing = 0% of all residential units • New Retail = 5,000 sq m gross • New Offices = 0,000 sq m gross 								

APPENDIX E: BUILDING SCHEDULES

Core Area Options

Option	Option 1- Base Case	Option 2	Options 3	Option 4	Option 5	Option 6
Outline Description	Proposal by Land Securities: Refurbish Newcombe House Tower, redevelop remainder of site, refurbish David Game House and Astley House	Refurbish Newcombe House Tower, redevelop remaining sites	Redevelop Newcombe House site with new tower, redevelop other sites	Redevelop Newcombe House site to a coherent height, redevelop other sites including new tower on Astley House site, and Post Office site	Redevelop Newcombe House site and other sites to a coherent height	As option 5 - except for refurbishment of David Game and Hobson House, amended layout and uses on the MSF areas;
Assumptions						
Required Sites	Metro Shopping Fund	Metro Shopping Fund	Metro Shopping Fund	Metro Shopping Fund	Metro Shopping Fund	Metro Shopping Fund
		Foxtons / RBS site	Foxtons / RBS site	Foxtons / RBS site	Foxtons / RBS site	Foxtons / RSB site
Space allowance for new square	No	Yes	Yes	Yes	Yes	Yes
Space allowance for new tube entrances	No	Yes	Yes	Yes	Yes	Yes
Proposals						
Newcombe House						
Code(s)	D3 -1, D3 -3	D3 -1, D3 -3	D3 -1	D3 -1	D3 -1	D3 -1
Intervention	Refurbish Tower Redevelop remainder of site	Refurbish Tower Redevelop remainder of site	Redevelop	Redevelop	Redevelop	Refurbish David Game House Redevelop remainder of site
General Height	4+1	5+1	5+1	5+1 (+2 at corner)	6+2 (+3 at corner)	6+2 at corner, 4+1 on Kensington Church Street
Tower Height	16+2	17	17	none	none	none
Total GFA (including basements)	18,580	24,118	23,993	20,727	24,502	17,917
Retail	3,320	3,986	4,279	3,698	3,903	3,445
Offices	650	5,306	0	0	0	979
Residential (m2)	11,430	7,986	12,874	10,189	13,760	10,203
Residential (units)	76	94	151	120	162	113

Option	Option 1- Base Case	Option 2	Options 3	Option 4	Option 5	Option 6
David Game House and Hobson House						
Code	D3-2, D1	D3-2, D1	D3-2, D1	D3-2, D1	D3-2, D1	D3-2, D1
Intervention	Refurbish	Redevelop	Redevelop	Redevelop	Redevelop	Refurbish (D3-2 No intervention - excluded (D1)
General Height	4	5+1	5+1	5+1	6+2	4
Total GFA (including basements)	2,820	5,487	5,487	5,487	6,372	3,049
Retail	1,240	1,338	1,338	1,338	1,390	1,212
Offices	0	2,554	1,729	1,729	1,729	0
Residential (m2)	1,580	1,401	2,227	2,227	3,060	1,765
Residential (units)	16	16	26	26	36	20
Infrastructure (Tube entrance)	0	194	194	194	194	72

Option	Option 1- Base Case	Option 2	Options 3	Option 4	Option 5	Option 6
Astley House						
Code	E1	E1	E1	E1	E1	E1
Intervention	Refurbishment	Redevelopment	Redevelopment	Redevelopment, including pub and post office	Redevelopment	Redevelopment
General Height	4	5+1	5+1	5+1	6+2	5+2
Tower Height	none	none	none	17	none	none
Total GFA (including basements)	4,620	8,404	8,404	15,379	11,864	9,858
Retail	1,970	1,236	1,236	1,533	1,236	1,761
Offices	0	0	4,152	4,323	2,472	0
Residential (m2)	2,650	5,932	1,780	6,457	5,684	6,754
Residential (units)	34	70	21	76	67	74
United House						
Code	n/a	A5, A6, A7	A5, A6, A7	A5, A6, A7	A5, A6, A7	A5, A6, A7
Intervention	no intervention	redevelopment	redevelopment	redevelopment	redevelopment	redevelopment
General Height	n/a	5+1, 4+1	5+1, 4+1	5+1, 4+1	5+1, 4+1	5+1, 4+1
Total GFA (including basements)	0	13,566	13,566	13,566	13,566	13,566
Retail	0	3,569	3,569	3,569	3,569	3,569
Offices	0	0	0	0	0	0
Residential (m2)	0	4,662	4,662	4,662	4,662	4,662
Residential (units)	0	55	55	55	55	55
Community Use	0	1,375	1,375	1,375	1,375	1,375

Option	Option 1- Base Case	Option 2	Options 3	Option 4	Option 5	Option 6
Foxtons + RSB site						
Code	n/a	B1	B1	B1	B1	B1
Intervention	no intervention	redevelopment	redevelopment	redevelopment	redevelopment	redevelopment
General Height	n/a	5+1	5+1	5+1	5+1	5+1
Total GFA (including basements)	0	2,651	2,651	2,651	2,651	2,651
Retail	0	609	609	609	609	609
Offices	0	1,924	1,924	1,924	1,924	1,924
Residential (m2)	0	0	0	0	0	0
Residential (units)	0	0	0	0	0	0
Infrastructure (Tube entrance)	0	118	118	118	118	118
Post Office Site						
Code	n/a	n/a	n/a	E2	n/a	n/a
Intervention	no intervention	no intervention	no intervention	redevelopment	no intervention	no intervention
General Height	n/a	n/a	n/a	5+1	n/a	n/a
Total GFA (including basements)	0	0	0	5,270	0	0
Retail	0	0	0	800	0	0
Offices	0	0	0	0	0	0
Residential (m2)	0	0	0	3,830	0	0
Residential (units)	0	0	0	45	0	0
Infrastructure (Tube entrance)	0	0	0	0	0	0

Option	Option 1- Base Case	Option 2	Options 3	Option 4	Option 5	Option 6
MSF Area Summary	D1,D3,E1	A5, A6, D1, D3, E1	A5, A6, D1, D3, E1	A5, A6, D1, D3, E1	A5, A6, D1, D3, E1	A5, A6, D1, D3, E1
Total GFA (including basements)	26,020	51,575	51,450	55,160	56,304	44,390
Retail	6,530	10,129	10,422	10,138	10,097	9,987
Offices	650	7,860	5,881	6,052	4,201	979
Residential (m2)	15,660	19,981	21,542	23,535	27,166	23,384
Residential (units)	126	235	253	277	320	262
Community Use	0	1,375	1,375	1,375	1,375	1,375
Infrastructure (Tube entrance)	0	312	312	312	312	190
Total Summary						
Total GFA (including basements)	26,020	54,226	54,101	63,081	58,955	47,041
Retail	6,530	10,738	11,031	11,548	10,706	10,596
Offices	650	9,784	7,805	7,976	6,125	2,903
Residential (m2)	15,660	19,981	21,542	27,365	27,166	23,384
Residential (units)	126	235	253	322	320	262
Community Use	0	1,375	1,375	1,375	1,375	1,375
Infrastructure (Tube entrance)	0	312	312	312	312	190

Peripheral Area Options

Peripheral Area - Option A Summary Building Schedule

PLOT CODE	DEV. AREA	G.F.A.	LAND USE MIX						PARKING PROVISION
			RESIDENTIAL M2	UNITS	COMMERCIAL M2	RETAIL	COMMUNITY	OTHER 1 + 2	
A1 - new infill	0	634	634	7	0	0	0	0	0
A2	0	3,188	3,188	38	0	0	0	0	0
A3 - new infill	0	2,495	2,495	29	0	0	0	0	0
C1 - added shop front	0	838	0	0	0	838	0	0	0
F1	0	984	722	8	0	262	0	0	0
Total	0	8,139	7,039	83	0	1,100	0	0	0

Note: A4 and A5 (podium) are retained/ refurbished.

**Peripheral Area - Option B
Summary Building Schedule**

PLOT CODE	DEV. AREA	G.F.A.	LAND USE MIX						PARKING PROVISION
			RESIDENTIAL M2	UNITS	COMMERCIAL M2	RETAIL	COMMUNITY	OTHER 1 + 2	
A1 - new	0	8,590	7,408	87	0	1,182	0	0	0
A2 - new	0	3,188	3,188	38	0	0	0	0	0
A3 - infill	0	2,492	2,492	29	0	0	0	0	0
A4 - new	0	8,421	6,120	72	0	2,301	0	0	0
C1 - new	0	8,216	6,534	77	0	1,682	0	0	100
C2	0	1,353	1,353	16	0	0	0	0	0
C3	0	1,101	1,101	13	0	0	0	0	0
C4	0	774	774	9	0	0	0	0	0
F1	0	0	0	0	0	0	0	0	0
Total	0	34,135	28,970	341	0	5,165	0	0	100

APPENDIX F:
PUBLIC CONSULTATION

Public Consultation Event, 21st February 2008

Local Development Framework workshop discussions involving Notting Hill Gate were held on the 21st of February 2008.

Summary of issues and comments

- Loss of quality, choice, control;
- Cloned high street;
- Notting Hill needs a central meeting square;
- Notting Hill needs a tourist centre and better washing, nappy changing facilities;
- Notting Hill needs parking for small buses for elderly and disable people;
- Notting Hill needs shops for small businesses;
- Estate agents verses the world – offices, restaurants and service units;
- Restaurants verses the world – offices, retail and service units;
- White City verses the world – Notting Hill Gate, Kensington High Street;
- Do something to aid small shops – reduce rates for under RV of £40,000 and free parking permits for those in High Street Kensington;
- Loss of character;
- Loss of amenity;
- Loss of diversity;
- Poor quality of shopping experience;
- Enforcement of planning – stop other uses – estate agents, coffee shops, bureau de change etc, which ruins the ambience of this very place;
- Retention of small retail units;
- Retail profile is bland, 'mono' the same as any home counties high street, bar retro shops (which connect Notting Hill Gate with Portobello Road – for as long as that street lasts);
- High rents producing clone town and becoming a lifeless ghetto like Mayfair;
- Small independent family run shops;
- Stop clone high street make more like Marylebone Village;
- Demand/insist inclusion of essential housing in all developments – Council controlled;
- Redevelopment of Borvis House site and shops at top end of Kensington Church Street – why not move them to some of the main road sites instead of food/drink outlets;
- Closure of small shops;
- Keeping farmers markets;
- Protect the individual businesses over chains especially sandwich and coffee shops (too many);
- Too many restaurants in Notting Hill Gate;
- Too many estate agents;
- A better range of shops;
- Keeping life local – preserve small shops. Discourage house agents;
- A number of the public reported that he came here 60 years ago. Notting Hill Gate has deteriorated a great deal. Something can still be saved. For example, development proposed on the west side of Church Street, here there are still many valuable small shops. Can the council force the developers to preserve these small shops? Can it do nothing to stop the proliferation of housing agents moving in?
- Quality of the Environment;
- Organic cooperation between large landlords (EDF, Land Securities and RBKC);
- Notting Hill has no central focus;

- Notting Hill as a centre is wasted;
- Disabled people and old people 4 hr parking for buses from North Kensington;
- How to pressure the character in the modern, prosperity environment;
- Toilets – reopen in Notting Hill Gate Station;
- Farmers market preservation and central place;
- Movement conflict;
- Lack of meeting space;
- Public open space – Newcombe Piazza must be preserved enhanced and enlarged;
- Notting Hill Gate, is it a boundary too far – should it be separate from North Kensington (without the past reference);
- Piazza is needed;
- Fully restore Coronet Cinema only Grade II listed building in Notting Hill Gate;
- Ephemeral/temporary/purely necessary uses: transport, some but little retail, access to residential – BUT scurry, scurry to avoid Notting Hill Gate;
- Motor traffic canyon plus quick-run into/out of tube. What a dismal major metropolitan public transport/London gateway node.
- Notting Hill Gate, Uxbridge Road, Oxford – where now is the sense of arrival/departure/Gateway on a hill? What a waste;
- Transport – communication from north to south;
- Lack of toilet facilities – what about the pop-up type as being installed in Leicester Square;
- Renew/Restore the toilet facilities in the underground station;

- Notting Hill needs for the Councillors to use more power to getting the cooperation of big and small people – business landlords;
- Major urban development threatens long term sustainability of Notting Hill Gate. Closing offices for residential;
- Concern about future development plans, particularly between Gate and Coronet Cinemas;
- Street lighting – isn't changing over to green lighting;
- Lack of sense of place;
- Land securities likely to bale out. 1960's buildings best demolished but are adaptable: chance to honeycomb with socio-economic diversity, with appropriate densities;
- Little or no community identification in locality – no "hi" factor and this has spread to Kensington Church Street;
- No sense of varied, useful demographics. Not a residential area at all. Linden Gardens etc, rendered ghettos physically. W8 ossifying socio-economically;
- Unhappy mish-mash of small-scale late 18C brick, larger 19C, early 20C, 1960's – not architecturally cohesive, or interestingly disparate;
- Interconnectedness: how to reconnect with Portobello; how to contrast with Westfield; how to link with 'slow' retail in Church Street. Despite the scurry, scurry in the Gate;
- Blighted dead areas deaden both potential and present interconnectedness – EDF site, back of Newcombe House etc. CONTRAST – Regents Quarter and Kings Cross.

Anti Social behaviour

- Presence of PCSOs with reference to schoolchildren;

Concentration of Buses

- I love the buses (74, 328, C1 & C3);
- Too many buses on Ladbroke Grove and into Notting Hill Gate;
- Buses too noisy (can they be silenced?);
- Lack of buses in the west part of North Kensington;
- Crowded bus stops;
- A bench seat outside York house at the bus stop.

Lack of pavement space

- Congestion on footpaths;
- Control of crowds around Notting Hill Gate station on Saturdays/Sundays;
- Increase space for pedestrians – very tight especially on Saturdays.

Too much vehicle traffic

- Not enough pedestrian crossing points;
- Too much traffic in Notting Hill Gate.

More facilities needed

- Cycle racks –please can we have more?
- Lack of a 'gathering' space or 'town square';
- Lack of open space and a (nice) sitting area;
- Improvements by Notting Hill preservation trust are great (benches, trees, pavements).

Buildings in poor state of repair

- Some buildings require repair/ new signage/ tider frontages;
- Are new developments fitted with solar panels or otherwise environmentally controlled;
- Are new developments forced by the Council to install carbon reducing measures?
- Lack of landmark buildings which show you your way;
- Encouraging contemporary architecture;
- sustainable community – please don't destroy its delicate balance.

Recreation

- Recreation/open space opportunities limited;
- Recreation for youth.

Housing

- Empty crumbling buildings in Walmer Road – unloved, unoccupied and used as rubbish dumps (including Council owned garage);
- Latimer Road station is a mess;
- Lack of affordable housing;
- Overdevelopment – scale of (ie. Subterreanean development);
- Gas works site development has been under consideration for years. Peabody Trust has produced a good looking plan with ecology garden.

Estates

- Pave to bring peace;
- Priorities;
- Multicultural.

Transport and Connectivity

- Cycling and pedestrian, problem with accessibility/ connectivity – barriers and 'dead zones', westway, canal, top of Portobello Road.
- Congestion vehicular/pedestrian;
- Transport from north to south and visa versa;
- Transport: North/South access;
- Road barriers;
- Parking for two-wheelers (scooters, motorbikes);
- Crossrail plus when transit is working its convenient to get around London – over ground network and ability to use Oyster a big plus.

Education

- Secondary school.

Recommendations and Suggestions

Sustainability

- A sustainable socio-economically and demographically mixed community: a locality created.

Redevelopment – Planning Gain

- We must create planning gain to motivate 2 big landlords – EDF and Land Securities;
- Do not disturb any of the existing buildings – fill in space;
- Regeneration/redevelopment/quality retail;
- I want to build high level piazza now. Down the centre of Notting Hill over the road;
- High level piazza;
- Let us think what is possible. We can fill and create a series of high and low level piazzas now;
- Restore the coronet.

New public space

- New public square/meeting place;
- Increase public open space in front of waterstones and enhance it. Piazza with elephant sculpture should be increased;

Green the Gate

1. Problem is that the main non-local thoroughfare to the west. The solution – elevate the public realm (like Kings Cross);
2. Achievements by Notting Hill Gate of mini piazza (waterstones) PLUS TREES! Not to be lost to be maintained in new form of public realm;
3. Green the Gate – recladding green architecture all the buildings;
4. If no regeneration mini change;
5. No demolition.

Visions not categorised

- Top top quality development at Newcombe House.
- Iconic/Wow factor;
- Tower block and new shopping and farmers markets;
- Creation of a gateway to London – at top of hill – sense of arrival, sense of departure. Recognition of this place part London. Once created, will last as a metaphor;
- Creation of a label – identity/destination value. 'Lets go to Notting Hill Gate' – no one says that;
- Major transport node utilised not wasted: look at creation of Regent's Quarter, Kings Cross – Employment, living, densities, life, enjoyment.;
- Improve sense of community – pride in place.
- Notting Hill Gate;
- At least one iconic shop – like Havey Nichols;
- Landmark across 'Gate' or 'Arch';
- Keep name;
- More small independent shops which are useful and induce friendly conviviality.

New Piazza

- Vibrant street life – terrace cafes;
- A new high quality town centre (like Duke of York square);
- Decent open space that is usable and attractive.

Improved Retail

- Good spread of useful shops;
- Tyler's;
- Useful shops – not just mobile phones and sandwiches;
- Replace the single storey 'retro-shops' with a lovely façade;
- Bookshops, cinemas and maybe more cultural facilities, arts, theatre, galleries;
- Too many at present – bureau de change; estate agents, coffee shops, eating places.

More prominent and attractive market

- A more visible farmers market (like in Hammersmith);
- Market in a more beautiful place;
- A better site – more attractive for farmers markets.

Small scale buildings

- No more tall buildings to cause canyons – and certainly not in glass;
- More buildings of the quality and type of the Notting Hill Gate gardens;
- Small scale, fine-grain: a real alternative to White City – appealing, intriguing, imaginative.

Iconic new architecture – place making

- A sense of connection to the parks – wayfinding;
- Some good tall buildings;
- An iconic centre piece – but not a 'shard of glass';
- Post war buildings on the south side could be bettered;
- [cool new] high quality modern architecture.

Resolving congestion

- A solution to the river of traffic through Notting Hill Gate;
- Fewer lorries and buses;
- Better pedestrian circulation and less vehicular traffic;
- Less traffic – underground car parks;
- The buses going underground.

Green Transport

- Green transport;
- Trams to replace buses;
- Transport and air quality – hopefully by then transport will be all 'green', quiet, pollution free, smaller so Notting Hill Gate will be less congested and polluted;
- A destination rather than a transport interchange;
- More Trees.

Pedestrian Priority

- Eliminate the one-way system to shorten distances for interchanges and make transit connections more legible;
- Notting Hill Gate should be less of a throughway – more priority for pedestrians;
- Southside pavement wider;
- Better pedestrian permeability across Notting Hill Gate (north – south).

Stakeholder workshop, March 20th 2008

A stakeholder workshop was held on Thursday, March the 20th (4 pm) in the Council Chambers at Kensington and Chelsea Town Hall. The meeting was chaired by Councillor David Champion. Attendees included members of the Notting Hill Gate Improvements Group, officers from the Planning Department of the Council and representatives of the Metro Shopping Fund.

Urban Initiatives presented the baseline analysis and the vision for Notting Hill Gate. This was followed by a question and answers session. Concerns, comments and suggestions raised in this session have been summarised below.

Land uses

Retail

- Concern about the loss of the current mix of retail, including family run local shops, which contributes to the special character of Notting Hill Gate;
- Concern about the proliferation of coffee shops, estate agents and Bureaux de change that drive other local and niche shops out of the market;
- Wish for more local shops, Olympic Electronics, Tylers and the fish monger were named as examples;
- Wish for family run, independent and useful shops, where you 'are known when you come in' – desire for face to face economies;
- Retain and expand the farmers market at a central location to add to variety and colour of the retail provision;
- A change in the area was noted as less younger people (20 to 35 year old) appear to frequent the shop of one attendee (presumably music store);
- Suggestion of a balanced retail provision that is sustainable and offers something for every one - 'not too much of one thing';
- Notting Hill Gate in this context should be different from Westbourne Grove, White City and Kensington High Street;
- Consider day and night time functions of Notting Hill Gate – at present there is a vibrant night life;
- It was suggested that the council should buy some shop units and to offer it to local businesses slightly below the market rent, to help vibrancy and have shops that are patronised by locals;
- Concern that the typical grain and variety of small shops is lost.

Residential

- Concern of the development of 'residential enclaves' and 'gated high class community' (EDF site), which would be missed opportunity;
- Concern about speculative development with only short term interest in the area;
- Concern about residential schemes with many 'absentee residents' that fail to integrate with and contribute to the community;
- Provision of social and affordable housing is important to have a balanced community and to retain the special character and cultural legacy of the area.

Offices

- Newcombe House is occupied by 'happy local business units', which serve local employment. Plans by the land owner to transform these units into residential uses indicate that these units are perceived as commercially not attractive;
- Concern was raised about the loss of small scale and local employment opportunities in the Borough that also contributes to the special character of Notting Hill Gate;
- Retention of diversity is key;
- Explore the concept of 'affordable business spaces' similar to affordable housing, to retain alternative businesses / smaller offices in the area.

Arts and Culture

- The emphasis of the vision to enhance arts and cultures at Notting Hill Gate was welcomed;
- Places for young artists and entrepreneurs needed;
- Public art is important;
- Other suggestions included:
 - Renewing the legacy and restore the grade II listed Coronet Cinema;
 - Provide with a public art and artistic centre;
 - Helo-idea – light installation; and
 - Attract West-London presence of the National Film Theatre or an Arts School into Notting Hill Gate, possibly onto the (former) EDF site.

Other

- Proposal to be mindful of the EDF long term requirement for the sub-station.

Public Realm and Public Space

- Notting Hill Gate is the product of a 1960s road widening scheme, it was inquired if a radical transformation including a tighter road and more pedestrian space have been investigated;
- A central open space and focus is needed (reference to 'Newcombe Plaza') to create a town square with a strong sense of place and centre;
- Improvements to the public realm and a better enforcement of quality and appropriate use of space by the Council:
- Suggestion to turn Pembridge Road into a pedestrian street on Saturdays to allow more space for pedestrian access to Portobello Road;
- Urban Form'
- Need for an iconic redevelopment of Newcombe House with a "wow-factor", create a distinct landmark to 'be proud off' – similar to Barkers on High Street Ken.

Delivery

Land Securities

- Land securities is in the process of de-merging;
- the business interest for the land holdings at Notting Hill Gate will be in the retail division;
- A representation from Land Securities, stressed that urban development usually includes a mix of uses and that uses other than retail will be considered;
- Proposals have to be viable and make commercial sense for Land Securities;
- The framework has to be worked up in consultation with Land Securities and other stakeholders;
- Concern was raised that Land Securities have only a short-term interest in the area and will sell their retail stock and move on

Framework Plan

- Plan need to look at the entire area and not only Land Securities landholdings.