

10<sup>th</sup> December 2009

The Executive Director of Planning and Borough Development  
f.a.o. The Policy Team  
The Royal Borough of Kensington and Chelsea  
Room 331  
The Town Hall  
Horton Street  
London W8 7NX

19 Maltings Place  
169 Tower Bridge Road  
London SE1 3JB  
Telephone  
020 7089 2121  
Facsimile  
020 7089 2120  
info@tibbalds.co.uk  
www.tibbalds.co.uk

Dear Penelope

**Proposed submission Core Strategy the Royal Borough Of Kensington & Chelsea with a focus on North Kensington**

**Submission of representations on behalf of the Westway Development Trust**

Further to our meeting of 30<sup>th</sup> December 2010 we submit on behalf of our client, the Westway Development Trust:

- The completed Representation Form
- A table containing our representation in relation to each para./ plan notation.
- A copy of a more up to date version of the presentation we gave you on the emerging spatial strategy.

We look forward to discussing the development of this strategy early in the new year. If in the meantime you require any further information please do not hesitate to contact us.

Yours sincerely

For Tibbalds Planning and Urban Design



**Jennifer Ross**

Director

jennifer.ross@tibbalds.co.uk

Direct dial: 020 7089 2131

Cc

Martyn Freeman

Westway Development Trust

*Principal*

**Andy Karski**

BA(Hons) MSc(Econ) FRTP

*Directors*

**Jane Dann**

BA MA(UD) DipArch MRTPI

**Jennifer Ross**

BA(Hons) MRTPI

**Sue Rowlands**

BA(Hons) DipArch  
MA(UD) RIBA MRTPI

**Hilary Satchwell**

BA(Hons) DipArch RIBA

*Associate*

**Katja Stille**

BA(Hons) DipArch MA(UD)

*Registered Company*  
**Tibbalds Planning and  
Urban Design Limited**

Registered in England  
Company number 4877097

**Proposed Submission Core Strategy for the Royal Borough of Kensington and Chelsea with a focus on North Kensington**

**Development Plan Document**

**Local Development Framework**

**Publication Stage Representation Form**

Please e-mail this form to: [planningpolicy@rbkc.gov.uk](mailto:planningpolicy@rbkc.gov.uk)

Alternatively send this form to:

Planning Services  
Policy Team  
Room 328  
The Town Hall  
Hornton Street  
London  
W8 7NX

For further information:

Visit our website at: <http://ldf-consult.rbkc.gov.uk>

Phone the LDF hotline on: 020 7361 3879

**Responses must be received no later than midday Thursday 10 December 2009**

**Personal Details**

Name: JENNIFER ROSS

Organisation: TIBBALDS PLANNING & URBAN DESIGN

Address: 19 MALTINGS PLACE, 169 TOWER BRIDGE ROAD  
LONDON, SE1 3JB

Phone: 0207 089 2131

E-mail: jennifer.ross@tibbalds.co.uk

To be "sound" a core strategy should be JUSTIFIED, EFFECTIVE and consistent with NATIONAL POLICY.

"Justified" means that the document must be:

- founded on a robust and credible evidence base
- the most appropriate strategy when considered against the reasonable alternatives

"Effective" means that the document must be:

- deliverable
- flexible
- able to be monitored

"Consistent with National Policy" means that it is consistent with government guidance contained within Planning Policy Guidance and Planning Policy Statements

Do you consider the core strategy to be legally compliant?

Yes

No

Do you consider the core strategy to be Sound?

*Please tick the appropriate box*

**If you have selected YES and you wish to support the legal compliance or soundness of the core strategy, please be as precise as possible when setting out your comments below**

Please make it clear which Paragraph number, Vision box number, Policy box number or Objective box number you are commenting on.

SEE ATTACHED

**Please attach additional pages as required**

**If you have selected NO do you consider the core strategy to be unsound because it is not.**

Justified

Effective

Consistent with national policy

*Please tick the appropriate box*

Please give details of why you consider the core strategy to be unsound or not legally compliant. Please be as precise as possible when setting out your comments below.

Please make it clear which Paragraph number, Vision box number, Policy box number or Objective box number you are commenting on.

SEE ATTACHED

**Please attach additional pages as required**

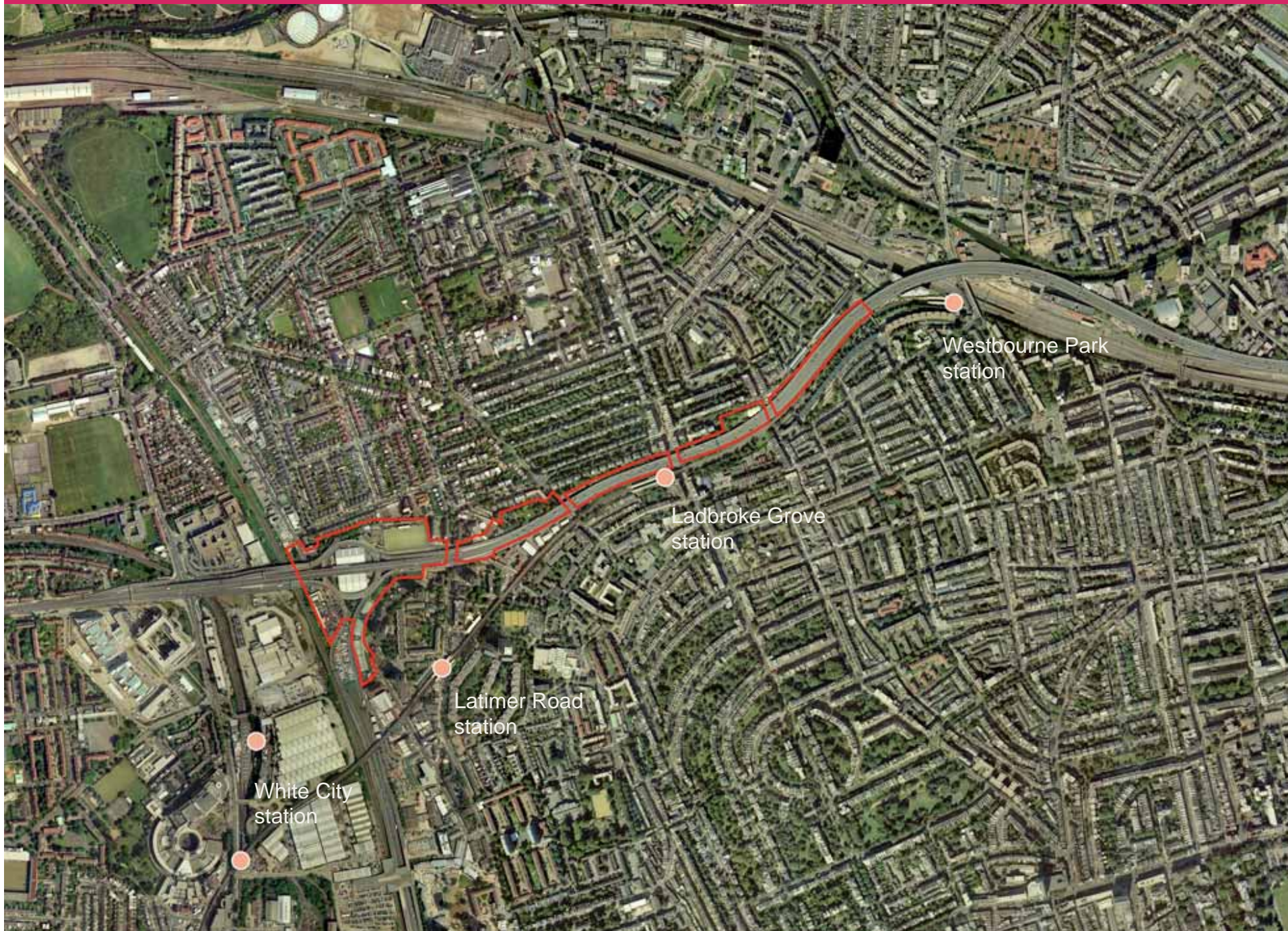


**Emerging Westway Spatial  
Strategy**  
Presentation to Trustees

02 -12-09

**Tibbalds**  
planning and urban design







# Position of the Trust

- Public funding will become more constrained in the future
- Trust will need to increasingly depend on its own resources

## **Two future scenarios:**

- Slow decline in existing services / facilities as costs rise faster than the existing income
- Taking a more proactive growth perspective and optimise the private sector development potential in order to fund community based facilities

# Work to date

- Representations to:
  - ‘Places, Part of the Core Strategy with focus on North Kensington’
  - ‘Draft Core Strategy with focus on North Kensington’
- Letter to RBKC (21 September 2009)
- Assessment of future potential for retail and employment uses under the Westway
- Preparation of draft spatial strategy
- Meeting with RBKC officers

# Places

- ① Westway
- ② Latimer
- ③ Portobello / Notting Hill
- ④ Goldborne / Trellick
- ⑤ Kensal
- ⑥ Notting Hill Gate



*Opportunity Areas as identified in the RBKC Draft Core Strategy*



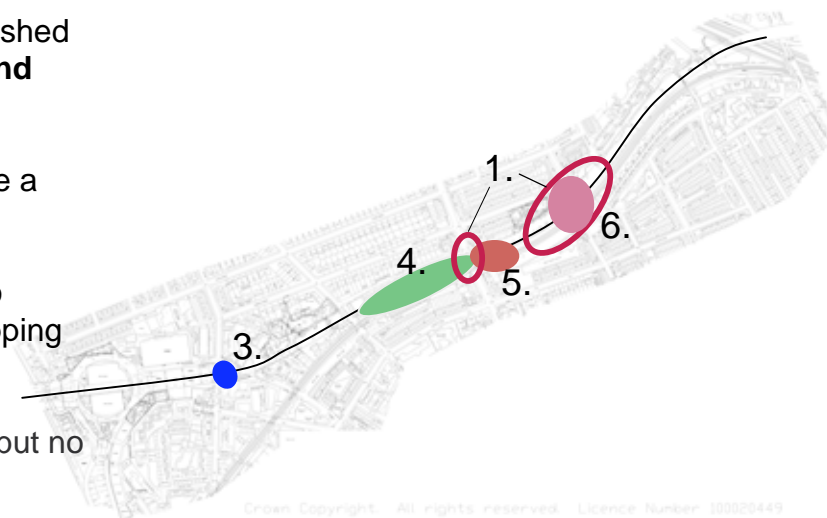
# RBKC Draft Core Strategy

- **Regeneration of North Kensington**
- Improve connection between Golborne Market and Portobello Market
- Draw visitors north up Portobello Road
- Improve pedestrian access to Westbourne Park underground station
- Enhance public realm underneath the Westway (including public art, lighting and hanging gardens)
- Improve access to Traveller's Site
- Further youth facilities, Primary Care facilities and supermarket on Bramley Road
- Possible relocation of North Kensington Sports Centre
- Retention of employment land on Latimer Road / Stable Way

# Retail study

## The Retail Group

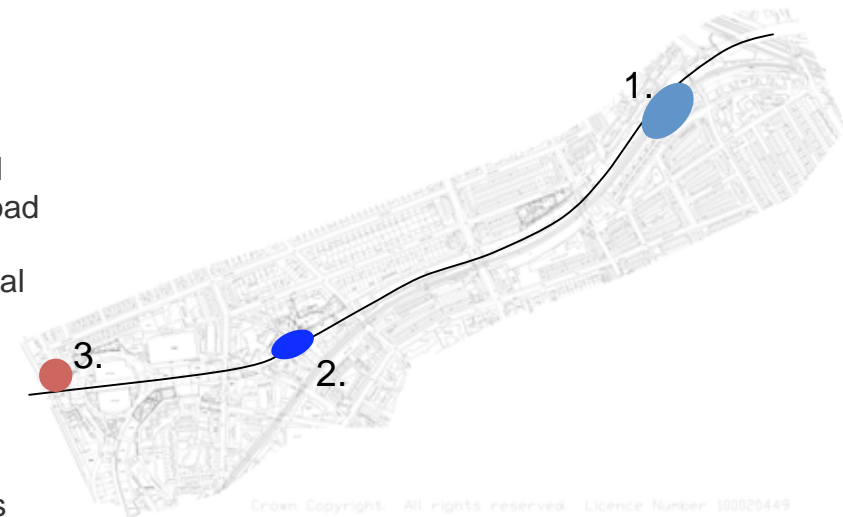
1. Primary retail opportunity are at the junctions with established flow/access routes - focused around **Portobello Road and additional 'hot spot' at Ladbroke Grove**
2. Retail offer away from the primary retail zone needs to be a clear '**destination**'
3. **Unsuccessful retail location on Bramley Road** due to limited footfall and poor visibility, planned extensive shopping around Latimer Road station will cater for local needs
4. Malton Road has opportunity to sustain additional retail, but no physical space
5. Established convenience goods need in north of Borough (2,882 sqm by 2015) and significant **opportunity for smaller supporting food store**, e.g Sainsbury Local, Waitrose, Tesco Metro or M&S simply Food in convenient location - **Ladbroke Grove Station**
6. **Primary retail zone around Portobello** - non-traditional, non-mainstream retail with leisure appeal supported by good quality catering and further convenience goods offer for local residents and visitors



# Development Potential study

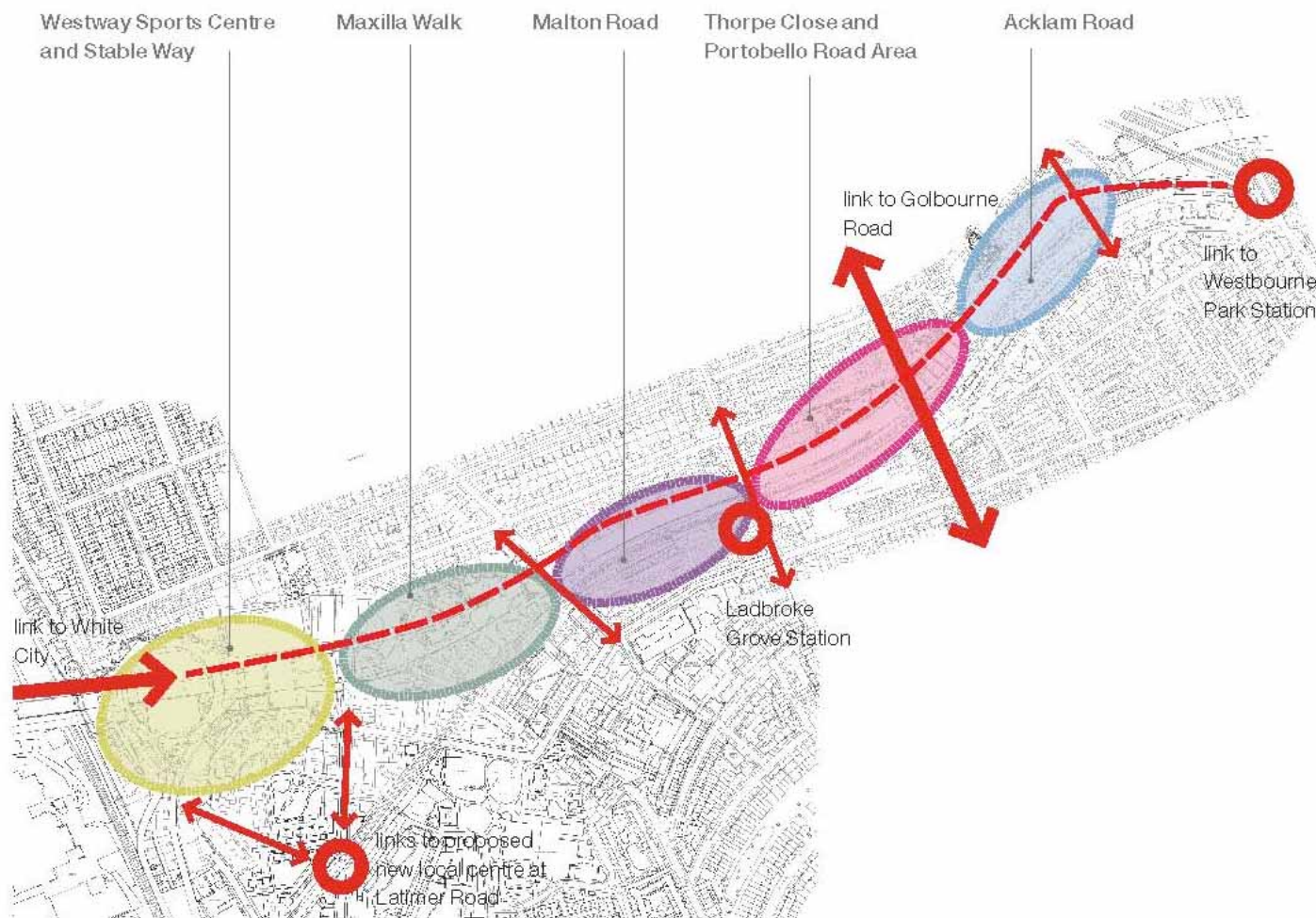
GVA Grimley

- Demand is from local businesses and community users for medium / low specification accommodation at affordable rents
- Demand for office in the vicinity of the Trust's land is focused along prominent roads such as Portobello Road and Kensal Road
- Particular concern of potential occupiers are perceived / actual safety, availability of car parking spaces
- Most viable development on each site is for B1c / B2 / B8
  1. Acklam Road: B1c industrial units (approx. 2,000 sqm)
  2. Maxilla Site: B1a (approx. 1,500 sqm) or B1c/B2/B8 uses (approx. 840 sqm) *(note: in terms of viability the development needs to achieve a yield of at least 8.25% in order to break even)*
  3. Latimer Road: B1a (approx. 670 sqm) or B1c / B2 / B8 (approx. 500 sqm) *(note: in terms of viability a yield of 10% would lead to a loss)*



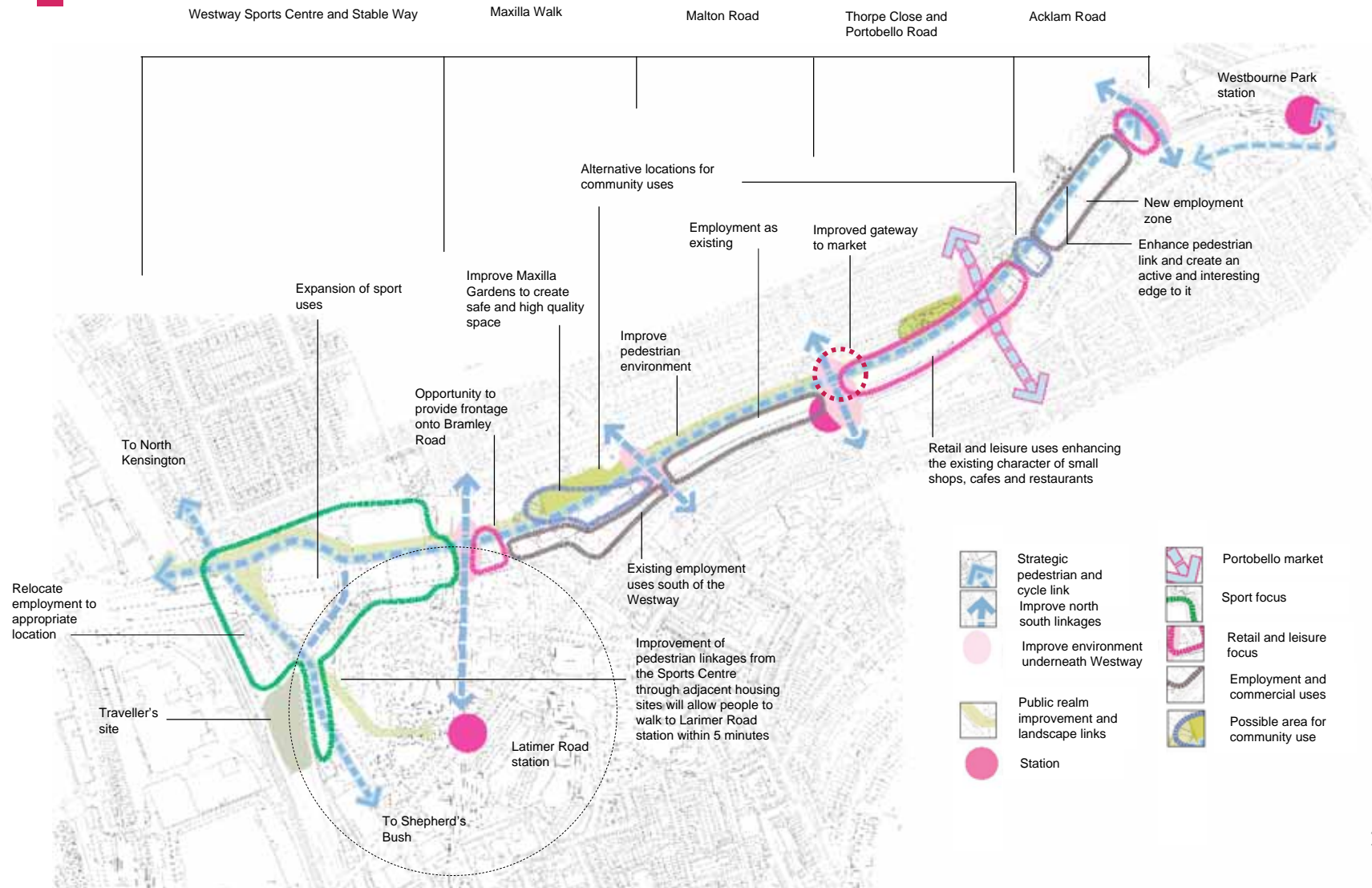


# Westway Character areas



Westway Character Areas

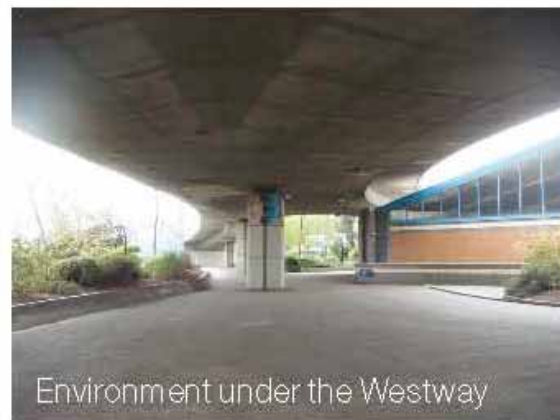
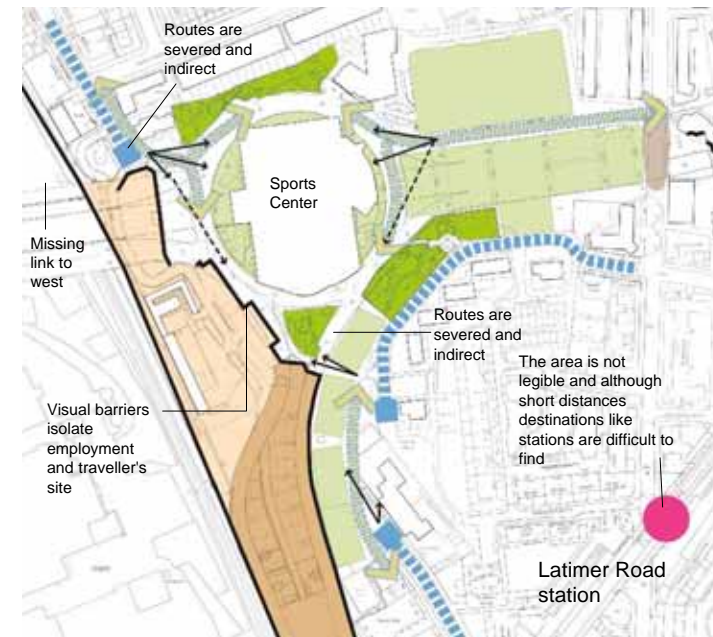
# Westway Spatial Strategy



## Westway Sports Centre and Stable Way

### Issues

- Existing employment area is isolated and suffers from problems of security, safety and vandalism
- Poor accessibility, due to severance of road system
- Visual barriers and lack of views along desire lines makes the area difficult to move through and enhances the feeling of being unsafe
- Poor access to traveller's site





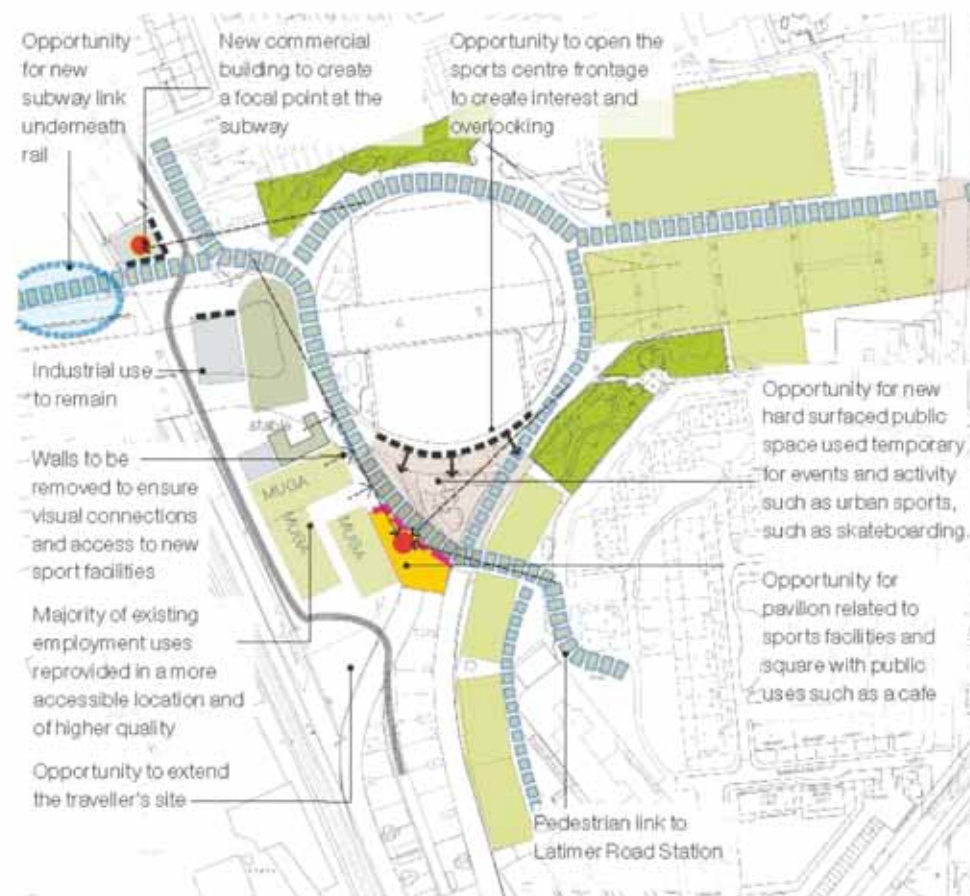
## Westway Sports Centre and Stable Way

### Opportunities

- Relocate North Kensington Leisure Centre
- Relocate employment uses to more appropriate location
- Improve access and expansion of traveller's site
- Improve linkages into and through the area
- Establish pedestrian link to west underneath rail tracks

### Moving forward:

- Brief for relocated leisure centre
- Develop strategy for relocating employment uses
- Discussions with LBH&F regarding:securing subway link



## Maxilla Walk and Malton Road

### Issues

- Poor environment for Maxilla Nursery
- Existing pedestrian route is indirect and enclosed by blank walls and high fences creating safety and security issues
- Maxilla Gardens are poorly integrated into surroundings and do not contribute as positively as they could
- Kingsdown Close is poorly connected
- Retail on Bramley Road is failing
- Certain uses and siting of such uses do not optimise the potential of the area
- Existing uses / buildings do not integrate well with their surroundings
- Pedestrian / vehicle conflict on Malton Road

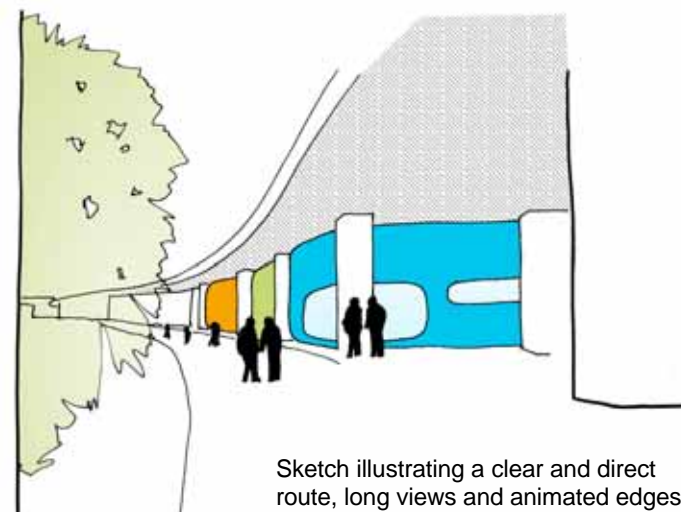


## Maxilla Walk and Malton Road

### Opportunities

Comprehensive re-planning involving:

- Relocation of the Maxilla Nursery
- Removal of inappropriate use and creation of more viable development sites
- Realignment of the pedestrian route to improve safety and security
- Reorganisation of and better integration of Maxilla Gardens
- Connection of Kingsdown Close to Bramley Road
- Improvement of vehicular access
- Improvement of pedestrian environment on Malton Road and reduce conflict
- Improve relationship of uses underneath Westway and surrounding uses



Sketch illustrating a clear and direct route, long views and animated edges





## Maxilla Walk and Malton Road

### Emerging Strategy Option 1 (as planning approval)

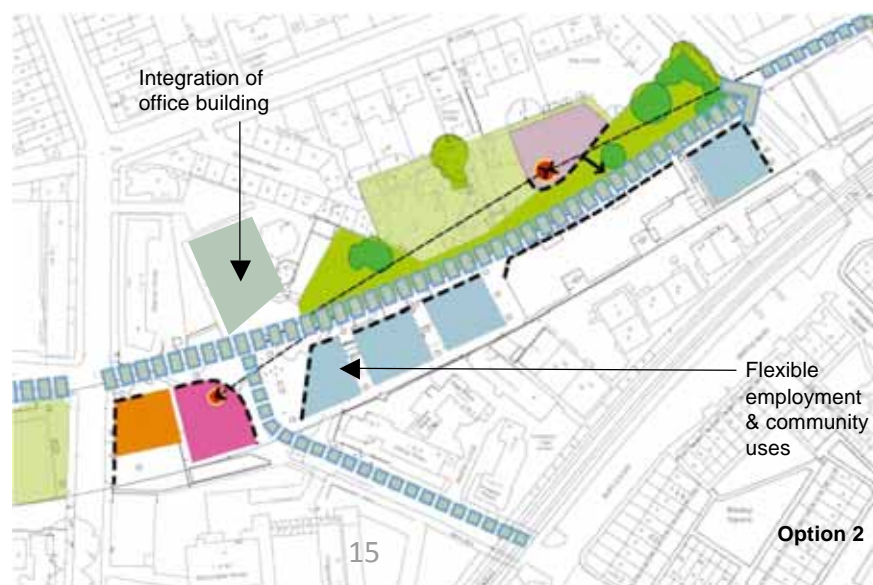
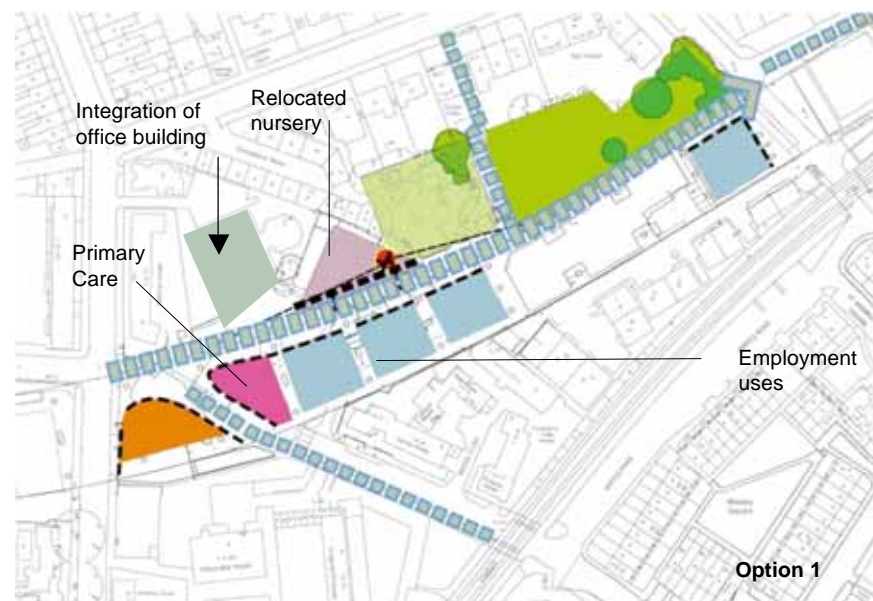
- Relocation of Nursery
- Introduce employment uses
- Realign pedestrian route

### Emerging Strategy Option 2

- Reorganise Maxilla Gardens to create larger space of better quality
- Creating more viable sites

### Moving forward

- Discussion with RBK&C to develop brief for the area
- Representations to LDF
- Develop public realm strategy
- Maxilla Walk represents the most likely area for location of new public funded projects and flexibility will be key to this



## Thorpe Close

### Issues

- Lack of legibility - the market is not visible from Ladbroke Grove station
- Outside market days Thorpe Close attracts little activity
- Underused space and lost opportunities along Thorpe Close
- Tired looking public realm and buildings
- Poor integration of open space



## Thorpe Close

### Opportunities

- Create distinct gateway at junction Thorpe Close / Ladbrooke Grove (canopy to add memorable feature and relate to other end of Thorpe Close)
- Improve animation on Thorpe Close with retail / leisure / employment use - flexible spaces
- Improve public realm quality of existing spaces and integration with the existing open space





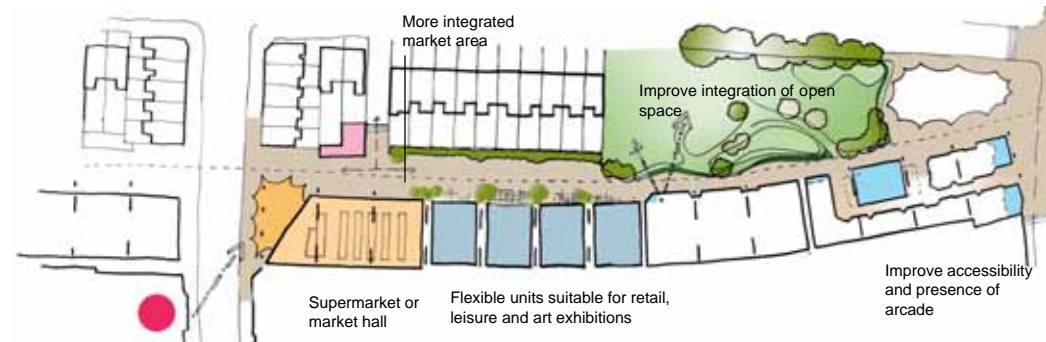
## Thorpe Close

### Emerging Strategy

- Possible supermarket or new market hall on Ladbroke Road
- Flexible use allocation on Thorpe Close with stronger retail frontage
- Improved pedestrian environment and better integration with the existing open space
- Reorganise existing retail and improve access and integration with public realm
- Improve presence and access into existing retail arcade
- Integrate retail and pedestrian areas with a more planned market area

### Moving forward

- Discussions with RBK&C
- Develop brief for supermarket and mixed use units
- Develop strategy for public realm



Sketch of market gateway / canopy and supermarket



Flexible space can be inhabited by a changing and varied mix of uses (I.e Truman Brewery)



Sections of existing arcade replaced by glazing

## Portobello Road

### Issues

- Extend market activity to Golborne
- Improve retail offer and strengthen emphasis on cultural attractions, music and artists studios
- Improve public realm quality of existing spaces and relationship to open space

Market is not connected to Golborne



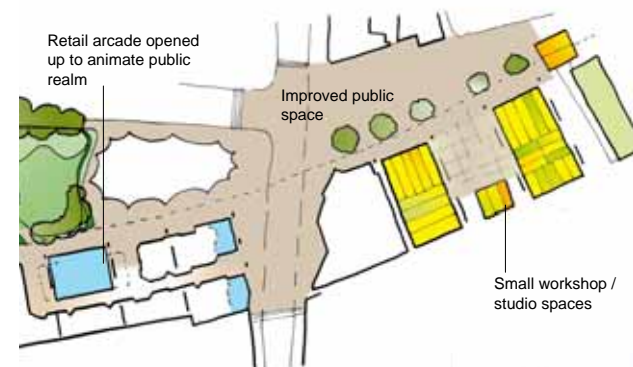
## Portobello Road

### Emerging Strategy

- Create high quality space at junction Thorpe Close / Portobello Road creating as focal point and encourage people to move northwards
- Improve retail and employment offer and strengthen emphasis on cultural attractions, music and artists studios
- Improve public realm quality of existing spaces and relationship to open space, better integrated weekend market
- Improve existing retail
- Better provision for market infrastructure

### Moving forward

- Discussion with RBK&C in relation to retail and employment brief
- Consider possible integration of Youth Facility (black box and multipurpose outdoor space)



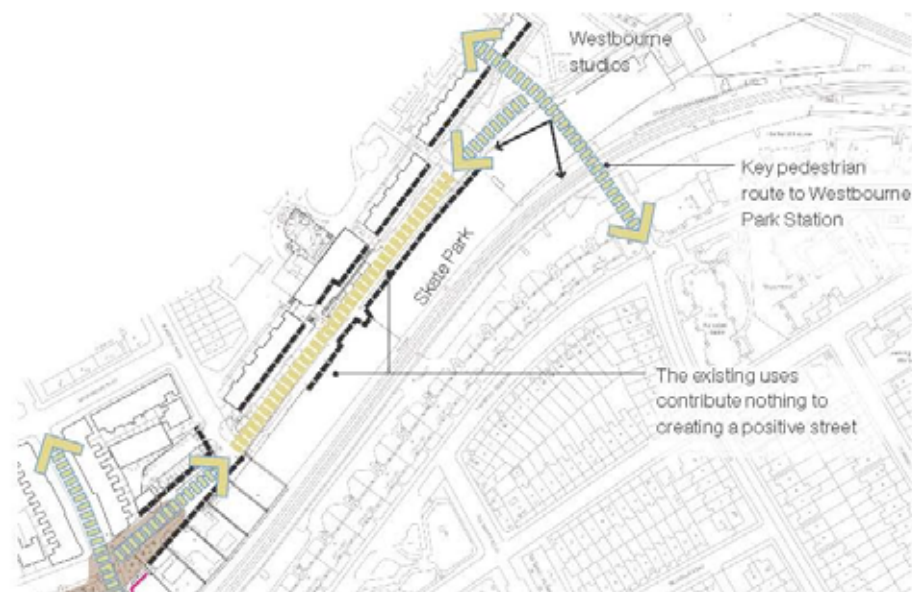
Visualisation of development east of Portobello



## Acklam Road

### Issues

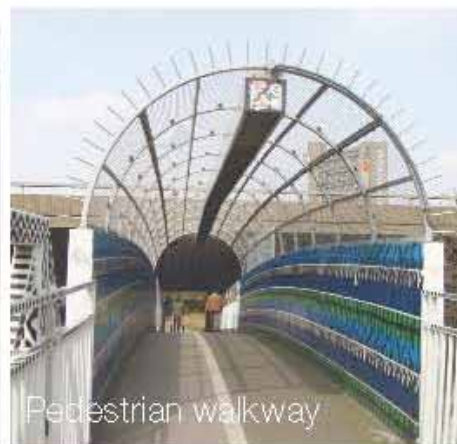
- Uses along Acklam Road provide little animation or overlooking
- Walkway across rail and under Westway provides important link
- Links to north are indirect and not clearly legible
- Skateboard Park contributes little to public realm and doesn't benefit local youth



Acklam Road



Skate park



Pedestrian walkway

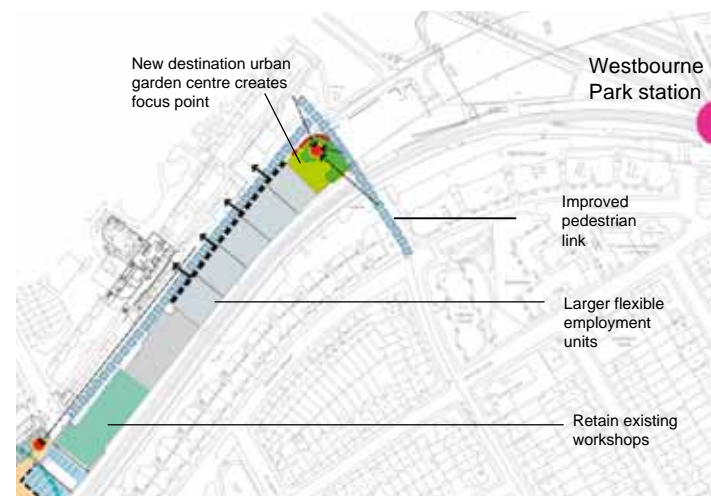


Housing to the north of Acklam Road

## Acklam Road

### Emerging Strategy

- Create new destination (for example garden centre) at the eastern end, adjacent to footbridge)
- Expand existing workshop and employment offer with larger units (B1c)
- Replace skate park with a black box Youth Facility targeted at local youth (alternative location)



# Next steps

- Establishing a working partnership
- Developing the spatial strategy
- Putting in place appropriate planning framework:  
LDF Core Strategy / SPD / LDO