

STATEMENT OF CONSULTATION

1. Status and purpose of consultation statement

- 1.1. This Consultation Statement is prepared in accordance with Regulation 17(1) of the Town and Country Planning (Local Development) (England) Regulations 2004. It identifies who has been consulted during the preparation of the draft SPD, how they were consulted, a summary of the main issues raised and explains how those issues have been addressed in the preparation of the Draft Notting Hill Gate Supplementary Planning Document (SPD).

2. Name of Supplementary Planning Document (SPD)

- 2.1. Draft Notting Hill Gate Supplementary Planning Document

3. Purpose of the SPD

- 3.1. There is an opportunity to plan for significant changes at Notting Hill Gate because several landowners want to come forward with proposals that have the potential to transform this part of the Borough.
- 3.2. The Council sets out its policies, which are the starting point for considering planning applications, in the Core Strategy. The draft Supplementary Planning Document (SPD) clarifies these existing policies and their application to Notting Hill Gate. It provides additional guidance for assessing planning applications around three main themes –public realm, buildings and identity. It also outlines development guidance specific to individual sites. This guidance is not intended to eliminate or constrain other approaches for achieving the objectives of the Core Strategy and SPD.
- 3.3. The purpose of the SPD is to:
 - promote high quality development
 - ensure a coordinated approach to building form, land use and public realm proposals
 - provide certainty in the planning and development process and facilitate redevelopment of key sites
 - identify a number of public benefits that the development could deliver for the area that would be paid for by the developers via s106 contributions

4. Those consulted in connection with the preparation of the SPD

- 4.1. The following statutory consultees were consulted as part of the SA scoping report - English Heritage, Natural England, Environment Agency.
- 4.2. The Council has met with and sought input from other external stakeholders in relation to specific issues and sites:
 - NHS – requirements for a health surgery
 - TfL – public realm improvements, tube station improvements
 - London Farmers' Markets – relocation of the farmers' market
 - Landowners – sites contained within the SPD

- English Heritage – main issues in general and the Views Study in particular

4.3. See below for details of the public consultation

Notting Hill Gate Liaison Group (from May 2012)

4.4. As one of the first steps in producing this SPD the Council set up the Notting Hill Gate Liaison Group, a dedicated group made up of representatives from local residents' groups, businesses, Ward Councillors and landowners. This group has met periodically since May 2012. It is chaired by the Cabinet Member for Planning Policy.

Early workshops (late 2012 – early 2013)

4.5. The Council also held some introductory public workshops to identify the key issues for Notting Hill Gate. Summaries of these workshops can be seen at www.rbkc.gov.uk/nottinghillgate

4.6.

Issues and options consultation (September 2013)

4.7. This identified three key issues for Notting Hill Gate that had emerged from research and earlier consultation:

- Improving the streets and public spaces
- Improving the buildings and architecture
- Strengthening the identity of Notting Hill Gate as a place

4.8. For each of these issues three possible levels of intervention were identified:

- Refurbishing that would not make very significant changes but would enhance the area as it is today
- Refreshing that would involve some changes big and small
- Rethinking the area that would involve more radical and longer term changes. These changes are cumulative so refresh includes much of refurbish, and rethink includes much of refresh and refurbish.

4.9. The consultation consisted of a leaflet, an exhibition and workshop discussion sessions.

4.10. The leaflet was sent to over 12,000 households within 800m of Notting Hill Gate centre, shortly before the exhibition opened. This allowed residents to respond directly to questions on issues, either using a detachable Freepost form by return post or in person at the exhibition. The leaflet can be seen at www.rbkc.gov.uk/nottinghillgate

4.11. The exhibition was held over six days from 10-19 September 2013 at Astley House, Notting Hill Gate to encourage visitors to discuss their ideas in person. The exhibition was launched on Monday 9th September with an evening preview for the Notting Hill Gate Liaison Group, and then opened to the wider public. The exhibition boards can be seen on the web page above.

4.12. The three workshops were held at different times to encourage a range of people to examine the issues in detail. Notes of these workshops can be found on the webpage above. The material used at these events was also available whenever the exhibition was open. The workshop sessions were split into three groups with discussion

around the content of the exhibition boards – streets and spaces (public realm), buildings and architecture (built form) and identity.

- 4.13. Public realm – discussions around the key issues with the public realm, thoughts on the sketch scheme shown on the ‘Refresh’ board, and ideas about whether more radical options should be explored;
- 4.14. Built Form – participants were able to look at a 1:500 scale model and adapt the development sites to identify which buildings were liked and disliked and to explore different possibilities for height and massing; and
- 4.15. Identity – discussions explored what people see as the image and function of Notting Hill Gate now and in the future;
- 4.16. Around 270 people attended the consultation exhibition and at the end of the consultation period, 578 responses were received to the leaflet questions (171 online and 407 by post and by hand), some of which included letters giving more detailed comments. This total is 4.7% of the leaflets dispatched or handed out at the exhibition.
- 4.17. All of these responses have been compiled into a Consultation Summary Report, also available on the webpage above. The overall findings showed more people were in favour of the re-think options. The detailed responses are discussed in chapters 3, 4 and 5 of the SPD.

5. Summary of main issues raised and how they have been addressed in the SPD

- 5.1. This list is not exhaustive - full summaries of the consultations are available on the website. Below are some of the main issues and how / where they have been addressed in the SPD.

Issue	How addressed	SPD reference
Tall buildings	Additional testing of a mid rise model for the Newcombe House site.	Section 6, site 1
Public realm improvements - desire for a more radical approach, concern about alleviating congestion on the route to Portobello Market and improving road safety for pedestrians and cyclists	Investigating more innovative public realm improvements.	Section 3
Housing – buy to leave issue	Issue highlighted – encourage landowners to address this.	Section 5
Maintaining an appropriate mix of shops for local people	Proposing a Town Centre Manager.	Section 5
Concern about the farmers market being displaced	Investigating possible new locations.	Section 5
Provision of public space	Investigated options for the location of	Section 3 and

	new public space. Publicly accessible space could be accommodated on the Newcombe House site.	Section 6, site 1
Who would the cultural occupier be – the need for it to be relevant to local people	Council to assess the level of interest for a new cultural facility that would be suitable for the area.	Section 5
Concern about disruption caused by large scale construction	Reiterates the need for construction management plans, making reference to the Transport SPD.	Section 4
Residents / businesses may be priced out of the area	Encourage inclusion of businesses hubs to accommodate for smaller / creative businesses. Provision of affordable housing.	Section 5