

Land underneath and close to the Westway Planning Brief

December 2012



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Land underneath and close to the Westway - adopted 27 December 2012

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1.0 Introduction and Background

1.1 The Purpose of this document

1.1.1 The purpose of this Planning Brief is to provide site specific planning guidance for the future development of the land under and adjacent to the Westway Flyover. This land has the potential to deliver significant social and economic benefit and to bring about improvements to the physical environment.

1.1.2 The realisation of these benefits requires several issues to be addressed. The Brief provides a long term, comprehensive approach for the future development of the area over the next 20 years.

1.1.3 The Brief builds upon the policy requirements within the Core Strategy and provides a detailed framework to focus and co-ordinate future investment in the area. It also provides an opportunity to improve the physical environment by addressing issues of safety, security and connectivity as well as overcoming the ongoing negative impacts of the Flyover. The underlying aim is to utilise the space beneath the Westway and land adjacent to it for a more sustainable mix of uses and activities, which will benefit surrounding residents and the wider community.

1.1.4 This document supplements the policies of the Royal Borough of Kensington and Chelsea (RBKC) Core Strategy, which was adopted in December 2010, it will be adopted as a Supplementary Planning Document (SPD). Further information on the planning context is included in section 2, later in this document.

1.2 Background

- 1.2.1** The Core Strategy identifies the Westway as a key component for the future programme of regeneration in North Kensington. This Brief provides additional guidance to that provided in the Westway 'Place' of the Core Strategy to help secure the delivery of the objectives as set out in that document.
- 1.2.2** The Westway Flyover was constructed between 1964 and 1970 to relieve traffic congestion at Shepherd's Bush. The development was controversial as it cut a large swath through the urban fabric and resulted in the demolition of many properties and the severance of a number of roads. Despite the passage of time, the scars of this development have still not completely healed - it is hoped that this SPD will aid in creating a better environment and improve connectivity between communities to the north and the south of the flyover.
- 1.2.3** In 1971 the Westway Development Trust (then known as the North Kensington Amenity Trust), was established to help find some positive solutions to the use of the vacant land created by the road link. It was responsible for managing the strip of land underneath the Westway for the benefit of the local community as compensation for the damage and destruction caused by the road; and to hold the land in a trust so that local people would be actively involved in determining its use.
- 1.2.4** The Trust is a community-based organisation, which owns and manages an extensive portfolio of commercial properties and workspace for local charities. The Trust has produced a Business Plan for 2008-2013 and a Regeneration and Property Plan to 2020 that is underpinned by a strategy, which seeks to make better commercial use of some of its property in order to raise

funds to help pay for the community activities it supports on land under the Westway used by borough residents.

1.2.5 The broad aspirations of the Trust's property plans were incorporated into the adopted Core Strategy, in the form of a 'Place' chapter (Chapter 8) which was subject to public consultation as part of the Core Strategy process. Principally, the plan focuses on the consolidation of sport facilities at the western end, community activities, business and retail in the central stretch, and small units for business start-ups towards the east.

1.2.6 The Council's vision, as set out in the Core Strategy, is "for the Westway to no longer be an oppressive negative influence, but one which celebrates public art and creativity, using this and the land assets beneath the Flyover. The problems of community safety will be overcome, and improved pedestrian linkages will make the area under the Flyover into something wonderful."

1.2.7 The need for commercial development of land underneath the Westway Flyover has partly come about as a result of the constraints being placed upon public sector funding and the need to provide a secure future for existing community services. For the Trust to continue to generate the necessary funding to support local community based activities and facilities, it is recognised that there is a need to optimise the existing landholdings, to reduce the negative environmental effects associated with the motorway and enhance safety and security.

1.3 The Site

- 1.3.1** The land underneath the Flyover occupies around 9 ha (23 acres) of land and stretches across the Borough from the boundary with London Borough of Hammersmith and Fulham (LBHF) marked by the West London Line to the west, to the footbridge that leads to Westbourne Park underground station in the east.
- 1.3.2** The Westway runs across Golborne and Notting Barns Wards, and is close to neighbouring Colville Ward.
- 1.3.3** All of the land underneath the flyover is owned by Transport for London (TfL). However, the majority of the land is leased by the Trust together with a few distinct sites managed by the Royal Borough of Kensington and Chelsea. TfL retains covenants on all the land to enable access to the Westway Flyover for repairs and emergencies.

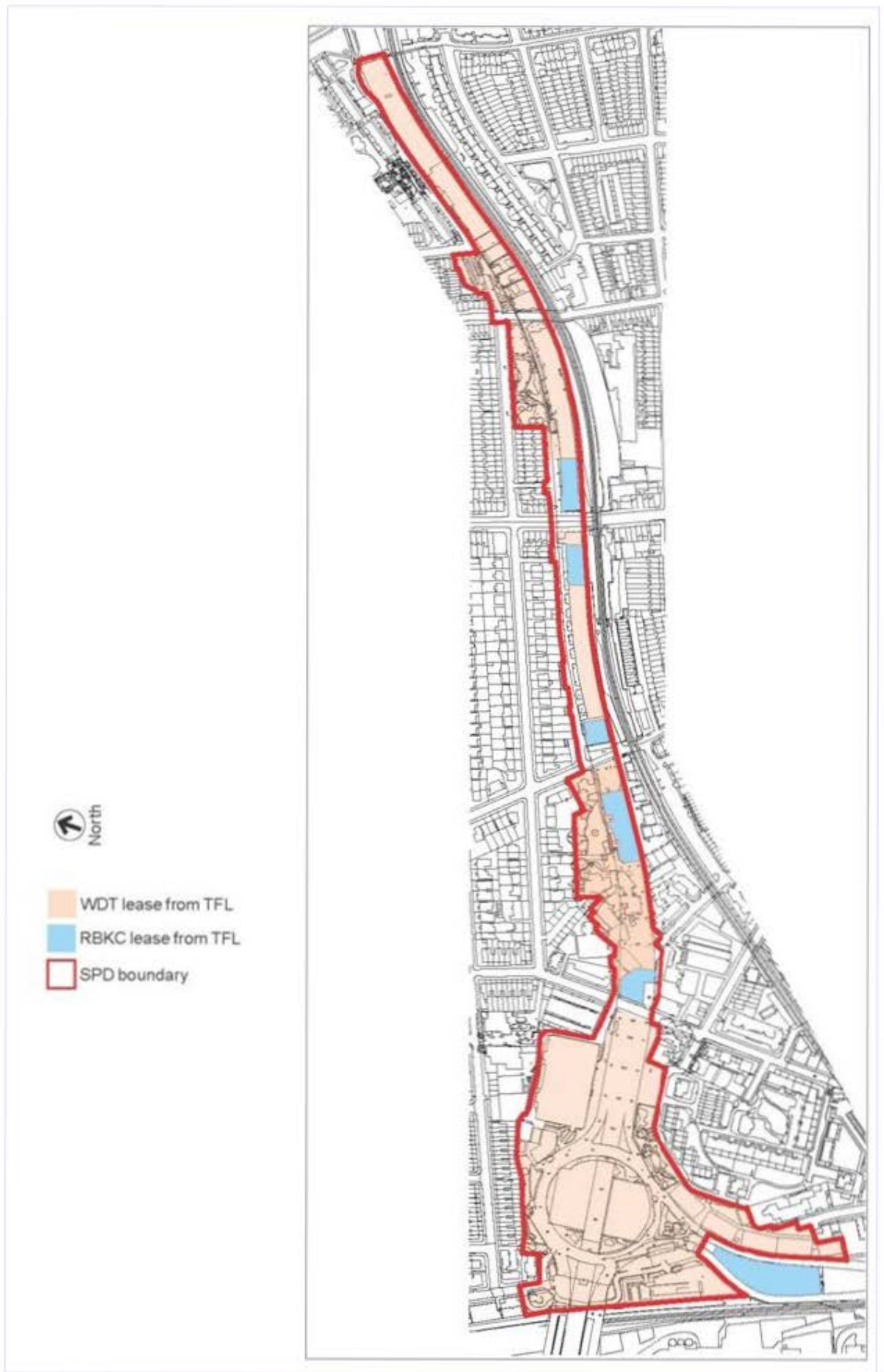


Figure 1 Land ownership and SPD Boundary

2.0 Planning Policy Context

2.1 Introduction

2.1.1 When planning applications are submitted for the area covered in this SPD, they will be assessed against the Development Plan for the Borough (comprising of the London Plan and the Core Strategy and saved policies within the Unitary Development Plan) and other relevant planning matters, which are known as material considerations.

2.1.2 In terms of material considerations, these include:

- National planning policy as contained within the National Planning Policy Framework;
- Other Supplementary Planning Documents as adopted by the Royal Borough.
- Other matters which may be regarded as relevant to the development. These matters do not need to be recorded in a policy document.

2.2 Regional Policy

2.2.1 The London Plan (adopted July 2011) provides the regional planning policy context for Kensington and Chelsea and together with the Core Strategy forms the Development Plan for the Royal Borough. As part of the London Plan an Opportunity Area has been designated by the Mayor at White City in the London Borough of Hammersmith and Fulham (LBHF) to the west of the SPD site area.

2.3 Local Policy

2.3.1 The Core Strategy was adopted on 8th December 2010. It underwent several stages of public consultation during its preparation, which began in 2004. It provides a high level suite of strategic policies and forms the principal document of the Borough's Local Development Framework.

2.3.2 Within the Core Strategy, the Westway has been identified as being an integral part of the wider North Kensington regeneration area. Policy CP3 ensures that opportunities for change in North Kensington deliver the widest possible regeneration benefits commensurate to the scale of development.

2.3.3 In view of the special challenges that are posed by the Westway Flyover it has been identified as a 'Place' in its own right in the Core Strategy. The Core Strategy aims to protect and promote the local distinctiveness of the 'Places' and improve their character, quality and the way they function.

2.3.4 Core Strategy 'Place' Policy CP8, which specifically relates to the Westway, states:

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

2.3.5 The guidance contained within this SPD will be a material consideration when future planning applications are determined. The SPD is also supplementary to Core Strategy Policies CP2: Places; CP3: North Kensington; CP8 Westway and CV8: Vision for Westway. The vision for the Westway should be borne in mind when any planning application is submitted for the area covered by this brief:

”To transform the Westway Flyover from an oppressive negative influence into one which celebrates public art and creativity, using this and the land-assets beneath the Flyover to overcome problems of community safety and improve pedestrian linkages to make the area under the Flyover into something wonderful.”

2.4 Summary of consultation to date

2.4.1 Before drafting this Brief, consultation with residents and other interested parties took place. This was primarily in the form of a ‘Westway Planning Brief – Issues and Principles’ leaflet which was published in November 2010. This established the issues and principles for four areas underneath and close to the Westway – Stable Way and the Sports Centre; Maxilla Walk and Malton Road; Thorpe Close/Portobello Road, and Acklam Road. Three drop in sessions and an evening workshop took place.

2.4.2 The initial consultation process gave rise to a number of key principles that have been incorporated in this SPD, including:

- An ongoing requirement to provide office space and facilities for existing and new community based charities/ services that are focussed upon the delivery of services/ support to local people.
- Providing for the particular needs and demands of young adults, including the retention/ re-provision of the existing Skate Park facilities;
- Maintaining a trading environment for the Portobello Market, which is important to local economic vitality, and providing improved market facilities;
- Providing new and replacement accommodation capable of meeting the needs of a wide range of small scale business users;

- Sustaining existing creative industries and providing new opportunities to cater for potential future demand;
- Consolidating and enhancing existing sports facilities;
- Improving the quality of the environment, safety and access; and
- Enhancing connections, particularly to White City and to the London Borough of Hammersmith and Fulham in general.

3.0 The Westway today

3.1 Issues and opportunities

3.1.1 In parallel with the public consultation exercise, the area was examined in terms of the issues it faces and the opportunities that exist to expand existing and introduce new uses and activities and encourage new investment and growth.

3.1.2 As a result of the initial consultation and further work, a number of area wide issues and opportunities have been identified, which may be summarised as follows:

3.1.3 Land use and buildings

- The area supports a diverse mix of existing land uses and facilities that perform an important role in terms of serving the social and community needs of the area. Opportunities exist through the introduction of new and the enhancement/ rationalisation of existing uses and facilities to better serve the needs of Borough residents.

- The area supports a number of existing land uses and functions that due to their location and proximity to other uses are not fulfilling their potential. There is an opportunity to improve the long-term sustainability of the area both through the relocation of certain land uses to more appropriate locations and/or through the redevelopment of existing sites and buildings to allow for the introduction of more appropriate and complimentary uses and functions.
- The established retail areas around Portobello Road and Ladbroke Road are identified as providing an opportunity to focus new retail and leisure activity.
- Demand for office space has historically been focussed on land associated with the more primary routes such as Portobello Road and Kensal Road. In terms of the future, demand is identified for low/ medium specification accommodation at affordable rents for local businesses.
- The area is perceived by potential business users as being unsafe, suffering from problems of access and availability of convenient parking.
- A number of existing buildings are reaching the end of their economic and design lives. There is an opportunity to improve the quality of the built environment through the replacement of poor quality, redundant buildings with new, robust and adaptable buildings of a higher architectural quality that respond to the opportunities and constraints presented by the location.
- The Council will also seek to improve the quality of the built environment by continuing to resist all forms of advertising clutter in the area, including advertisement towers - this is in line with the vision of the Westway as contained within the Core Strategy.

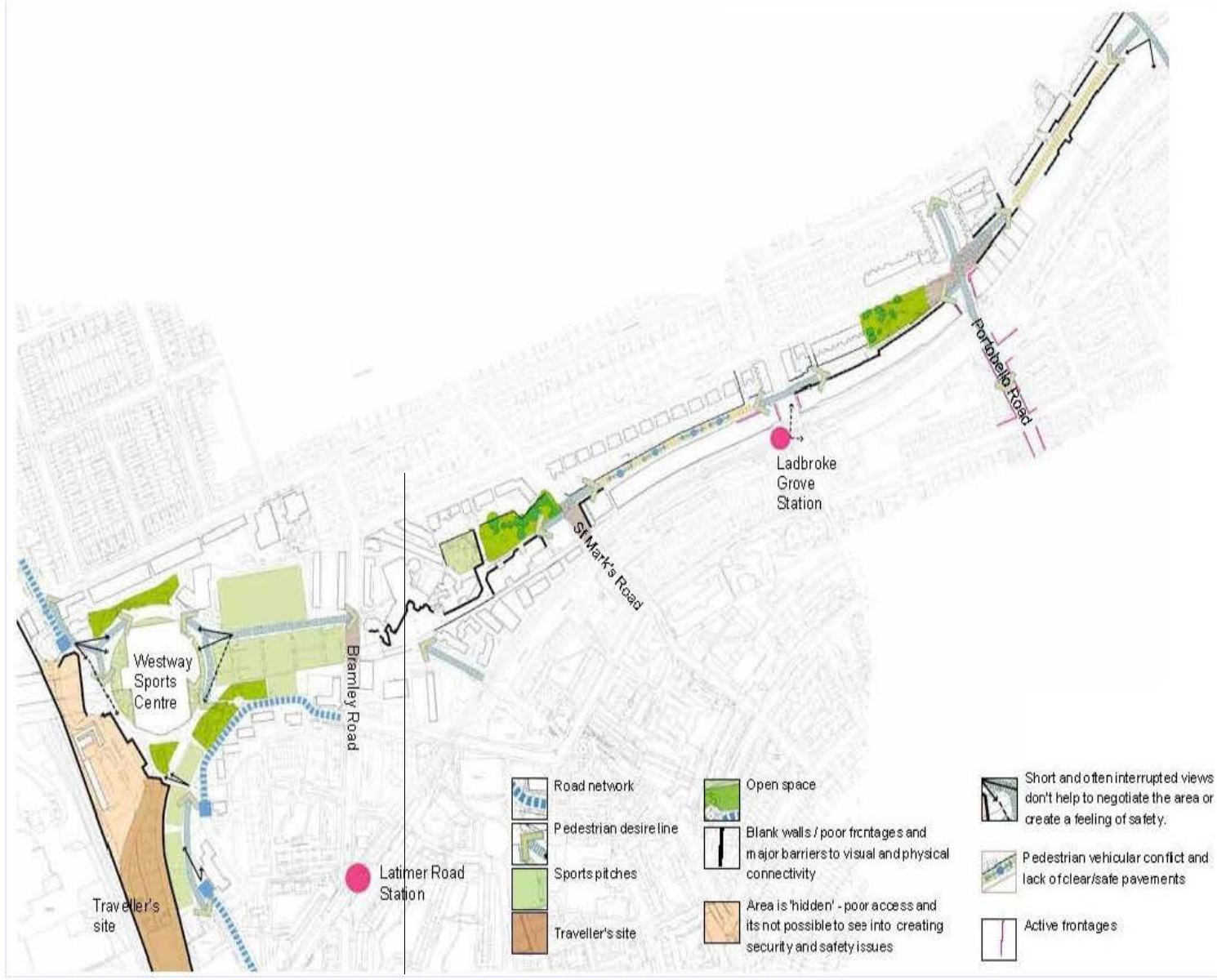
3.1.4 Open spaces and places

- The Westway runs east/west across the Borough connecting White City to Westbourne Grove and it has the potential to provide a far more significant role in terms of pedestrian and cycle movement. The environment under and adjacent to the Westway is, however of a poor quality. Whilst crime levels are relatively low the environment is not one that instils confidence, especially during the hours of darkness. There is an opportunity to straighten the route and to significantly enhance the quality, safety and legibility of the environment for pedestrian and cyclist moving into and through the area. A contribution towards funding for these works may be available through the forthcoming Community Infrastructure Levy (CIL). This is through a process of competitive bidding - CIL funding would not be available until 2014/15 at the earliest.
- The severance problems created at the time of the Westway's construction are ongoing. North/ south movement under the Westway is complicated and a number of the uses and activities under the Westway are not as well integrated into their surroundings as they might be. The opportunity exists to enhance these north/ south connections, create an environment which is easier to move through and to better integrate the uses and activities under the Westway into their surroundings.
- The area under the Westway and the adjacent land support a number of spaces, which serve the needs of a wide range of people. Whilst these spaces are well maintained they look tired, unexciting and are of a poor quality. The opportunity exists to upgrade the existing and create new spaces and routes for people to use and enjoy, whether they are moving into, through and around the area or because they wish to spend time there. In addition the nature of the environment under the Westway also provides an opportunity to

introduce bold designs using colour, lighting, planting and public art in order to make the area a more comfortable and inviting place to be and to move through.

3.1.5 Access

- The area has a Public Transport Accessibility Level (PTAL) of between 3 (Moderate) and 4 (Good). For a definition of PTAL see the glossary at the end. The area is served by a number of buses together with Stations on the Circle Line and Hammersmith and City Line. The legibility of routes to these stations is, however not straightforward and wayfinding is currently difficult. The opportunity exists to clarify the key access routes, introduce signage and improved lighting to and from existing stations and bus stops.
- Vehicular access to the various uses and activities that occupy land and buildings under the Westway is also problematic due to the lack of routes adjacent to the Westway. This places constraints on existing servicing and refuse collection. This document sets out how existing land uses can be reorganised to improve access and servicing arrangements into and through the area and overcome some problems of vehicular/ pedestrian conflict.
- Delivery
These improvements will be achieved in part through value released by facilitating land use changes. However, it is unlikely that this will release funding for all the improvements identified. Improvements will be sought from opportunities arising at White City, and will be included in the Infrastructure Development Plan (IDP) for potential funding through CIL, although this is dependent on a competitive bidding process. Such funding would not be available until 2014/15 at the earliest.



Sports Centre, walls create visual and physical barriers



Maxilla Walk, indirect pedestrian route



Thorpe Close, tiered buildings and public realm

Figure 2 Issues and Opportunities

4.0 A Development Framework

4.0.1 Based on comments received from the initial consultation and the various issues and opportunities identified in the previous section, an area wide framework has been developed for the land under the Westway. It is intended that the framework will be used by the Council to address specific issues affecting the area and as a means to guide and coordinate future public and private investment in the regeneration of the area.

4.0.2 The Council estimates that, based on the component parts of the framework the area has the potential to deliver in excess of 13,000sqm of new mixed retail, community, sport and employment floorspace and that this new floorspace has the potential to generate up to 335 additional new jobs.

4.0.3 The delivery of this new floorspace will involve both the redevelopment of land and buildings that are currently vacant and those that are currently occupied by a number of existing uses and activities. A number of these existing uses and activities serve the needs of the existing community. As part of the framework the Council wish to ensure that some of these existing uses are retained either on site or, where appropriate are relocated. In addition the Council wish to ensure that the opportunity is taken as part of any redevelopment/ relocation strategy to ensure the activities meet a specific community requirement.

4.0.4 In view of this situation the framework, as set out below, identifies those existing uses and activities the Council will want to see either retained in situ or relocated to an alternative site either within the site brief area or where appropriate to an alternative location in the vicinity.

4.0.5 The proposed framework covers all of the land under the Westway. However, in order to explain the component parts of the strategy it has been broken down into five distinct zones or character areas, namely:

- The Westway Sports Centre and Stable Way
- Maxilla Walk
- Malton Road
- Thorpe Close and Portobello Road
- Acklam Road

4.0.6 Figure 3 defines each of these zones or areas. For each the framework describes the Council's vision for the future development of the area. Each vision is supported by an urban design framework plan and a series of land use, movement and public realm principles to help guide the future development of each area.

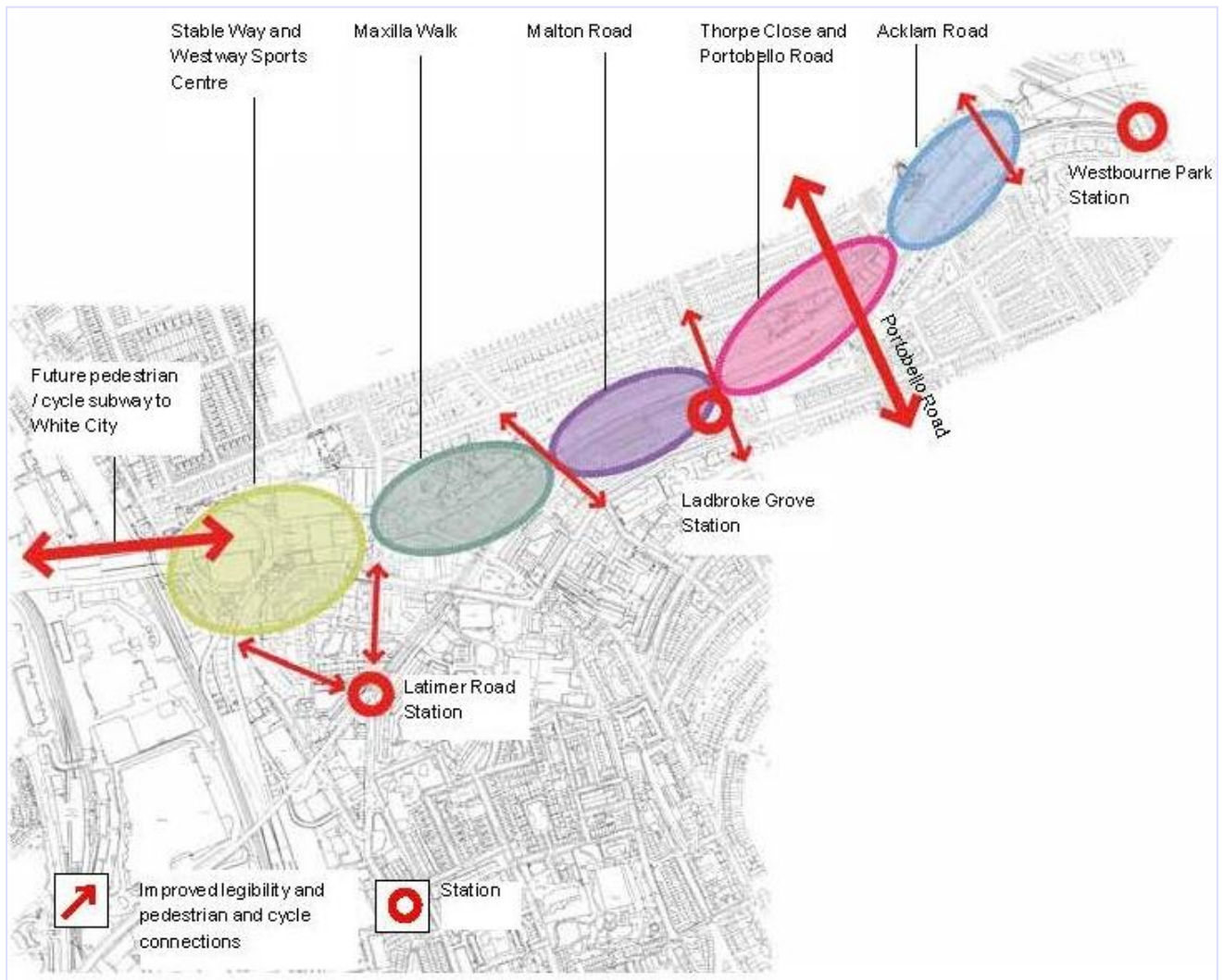


Figure 3 Character Areas

4.1 Westway Sports Centre and Stable Way

4.1.1 The existing situation: This is the most western part of the Westway corridor. An area that supports a number of sport and leisure uses, including:

- A Lawn Tennis Association (LTA) accredited by the High Performance Tennis Centre. It provides 8 indoor acrylic courts, 2 outdoor floodlit Canadian clay courts and 2 synthetic grass courts.
- Six x 3G football pitches, one 11-a-side pitch, 3 x 5-a-side, 1 x 6-a-side, 1 x 8-a-side and 2 x multi-use games areas (MUGAs).

- A climbing centre comprising climbing walls up to 14.5 metres high.
- Stables and an associated riding arena.

4.1.2 The Westway Sports Centre (WSC) is run and maintained by the Westway Development Trust.

4.1.3 The area also supports some 3,000sqm of light industrial floorspace (Class B1c¹) that has largely reached the end of its economic and design life and represents a poor environment. This light industrial floorspace is accessed via Stable Way. The route also provides access to an existing Traveller's site situated to the south of the area.

4.1.4 Issues and influences: In terms of the future of the area the following issues and influences have been identified:

- The White City Opportunity Area is located to the west in the London Borough of Hammersmith and Fulham. An opportunity exists to create a new pedestrian and cycle connection to the proposed new shopping, employment and recreational facilities to the west. It will also allow the residents of Hammersmith and Fulham to access the Westway Sports Centre and make use of the facilities.
- The existing light industrial units have reached the end of their useful design and economic life and the sites would benefit from redevelopment for additional sport and leisure uses that are more compatible with the existing sports centre function of the area.

• ¹The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Class B1 includes- (a) Offices (other than those that fall within A2), (b) research and development of products and processes, (c) light industry appropriate in a residential area.

- The arrangement of the existing stables and arena on separate sides of Stable Way is far from ideal as this gives rise to pedestrian/ vehicle conflict and safety.
- The sports centre, whilst being a major facility currently has poor overall accessibility. In addition north-south movement is difficult and way finding through the area is not clearly defined.
- Access into and through the area via Stable Way could be significantly enhanced, together with pedestrian and vehicular access to the Traveller's site.
- Conflicts currently exist between the sporting activities and motorway safety. The opportunity exists to introduce netting and fencing as part of a comprehensive strategy to improve the public realm associated with the Sports Centre.

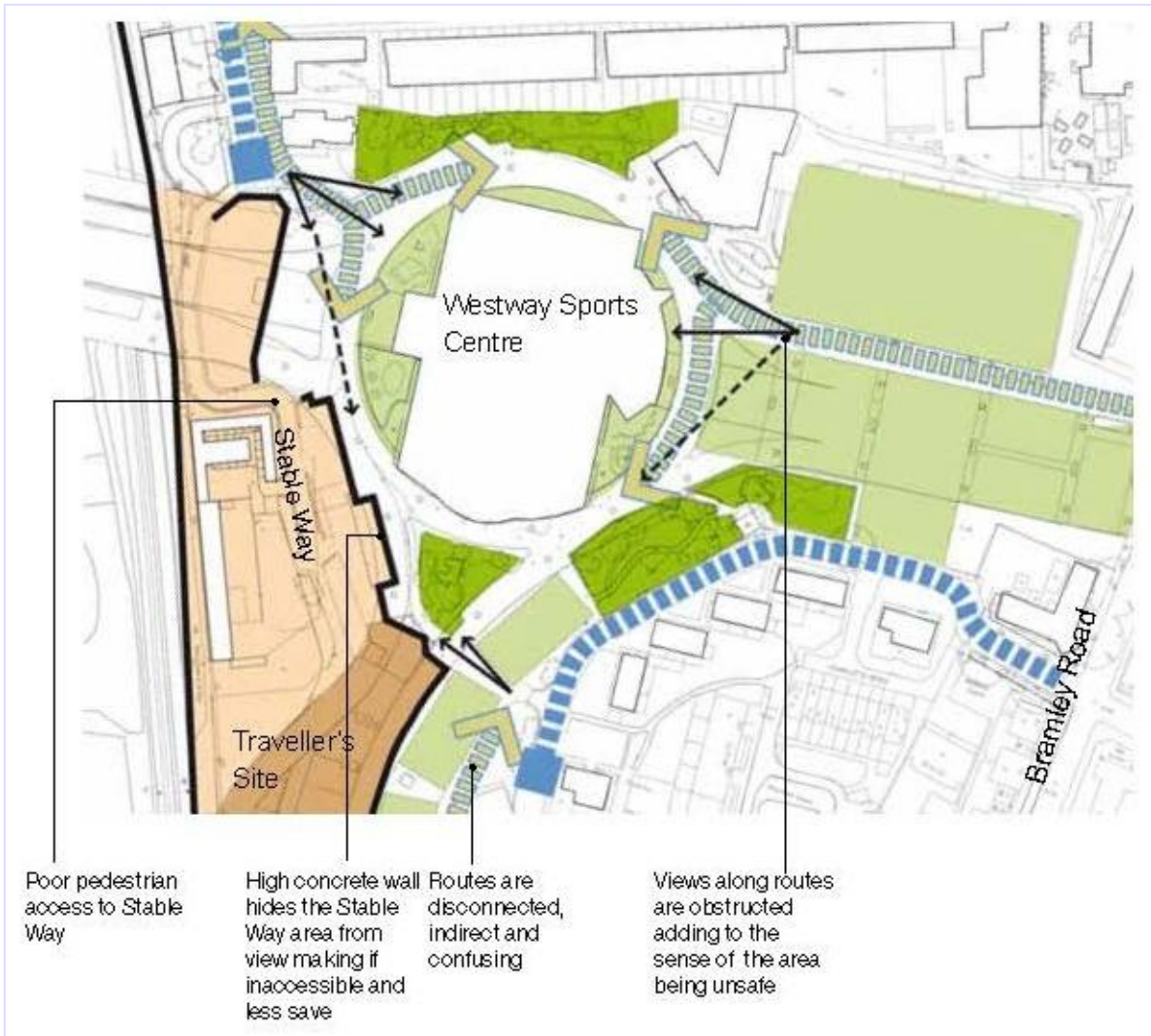


Figure 4 Stable Way and Westway Sports Centre - Issues

4.1.5 The vision: The Westway Sports Centre will remain the focus for sport and recreation activities in the area. These will be accessible to residents of both Kensington and Chelsea and

Hammersmith and Fulham. The existing light industrial units will be redeveloped and replaced with new sports facilities. To compensate for the loss of this employment space on Stable Way, the Brief proposes the creation of higher quality employment space (Class B1²) at Acklam Road and Malton Road and possibly under the Westway to the east of Bramley Road.

4.1.6 A new pedestrian and cycle underpass under the West London Rail Line will create a new access to the west. Stable Way will be upgraded and will provide improved access into and through the area and to the Traveller's site, in particular.

4.1.7 The public realm will be enhanced. Pedestrian routes will be improved and new signage will be introduced, together with new lighting and planting.

4.1.8 Figure 5 sets down the spatial framework for the area. The strategy includes for:

4.1.9 Land use:

- Provision for new sports facilities in place of the existing industrial uses.
- The consolidation of the stables and pony track would create a better and more convenient riding facility within Stable Way. If an alternative location for the stables/ arena is found in the area, then the land would be able to be used for other sport facilities. However, funding opportunities to retain the stables should be

² ^{2*}The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Class B1 includes- (a) Offices (other than those that fall within A2), (b) research and development of products and processes, (c) light industry appropriate in a residential area.

explored as it is preferable that they are retained in their current location. It may be possible that some of the land could serve as an alternative location for the skateboarding facilities currently located at Acklam Road.

- Introduction of ancillary sports facilities such as changing rooms, a café and a new sports pavilion.

4.1.10 Public realm and movement:

- Creation of a sense of arrival at the Sports Centre by making better use of the space underneath the Westway fronting Bramley Road, or this could be achieved through new buildings such as a new reception area or retail facilities. Alternatively if it is retained as sport facilities, investment in new signage, lighting and painting of the underside of the Westway Flyover would help to change the perception of the area.
- Provision of a new underpass under the West London Rail line. This will create a new pedestrian/cycle route connecting to shopping, employment and recreational facilities in the White City Opportunity Area in London Borough of Hammersmith and Fulham and will provide the Westway Sports Centre with a new source of customers. The London Borough of Hammersmith and Fulham and the Greater London Authority (GLA) support the proposal. The draft GLA Opportunity Area Planning Framework for White City reflects the requirement for a new east-west link as proposed in this document. This link is to be secured through the redevelopment of the White City sites through the section 106 process³.

³ These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990. Such obligations can (i) restrict the development or use of land in any specified way; (ii) require specified operations or activities to be carried out in, on, under or over the land; (iii) require the land to be used in any specified way; or (iv) require a sum or sums to be paid to the Council (or the Greater London Authority) on a specified date or dates or periodically. References to s106 "agreements" in this SPD equally refer to "unilateral undertakings" provided under s106 of the Town & Country Planning Act 1990.

- Improved vehicular access to the Travellers' site by straightening the existing road to remove the current 'dog leg'. The environment either side of the road link could also be improved with a safer pedestrian environment and appropriate lighting. Whilst the Traveller's site itself is not included within the scope of this Brief, improving accessibility to the site and the surrounding environment is a key aim of the Council.
- Introduction of a dedicated pedestrian and cycle link to improve north-south connectivity. This route could be part of the existing vehicular link to the Travellers' site, but would then continue as a dedicated pedestrian/cycle link to Freston Road.

All areas of the underside of the structure of the Westway that are open to the public view could be painted as part of a public art project, for example, a Giant Fresco. Funding for this may be available from the Council's public art budget, depending on priorities at the time of application, but some funding may also be possible through the Community Infrastructure Levy (CIL) through a process of competitive bidding.

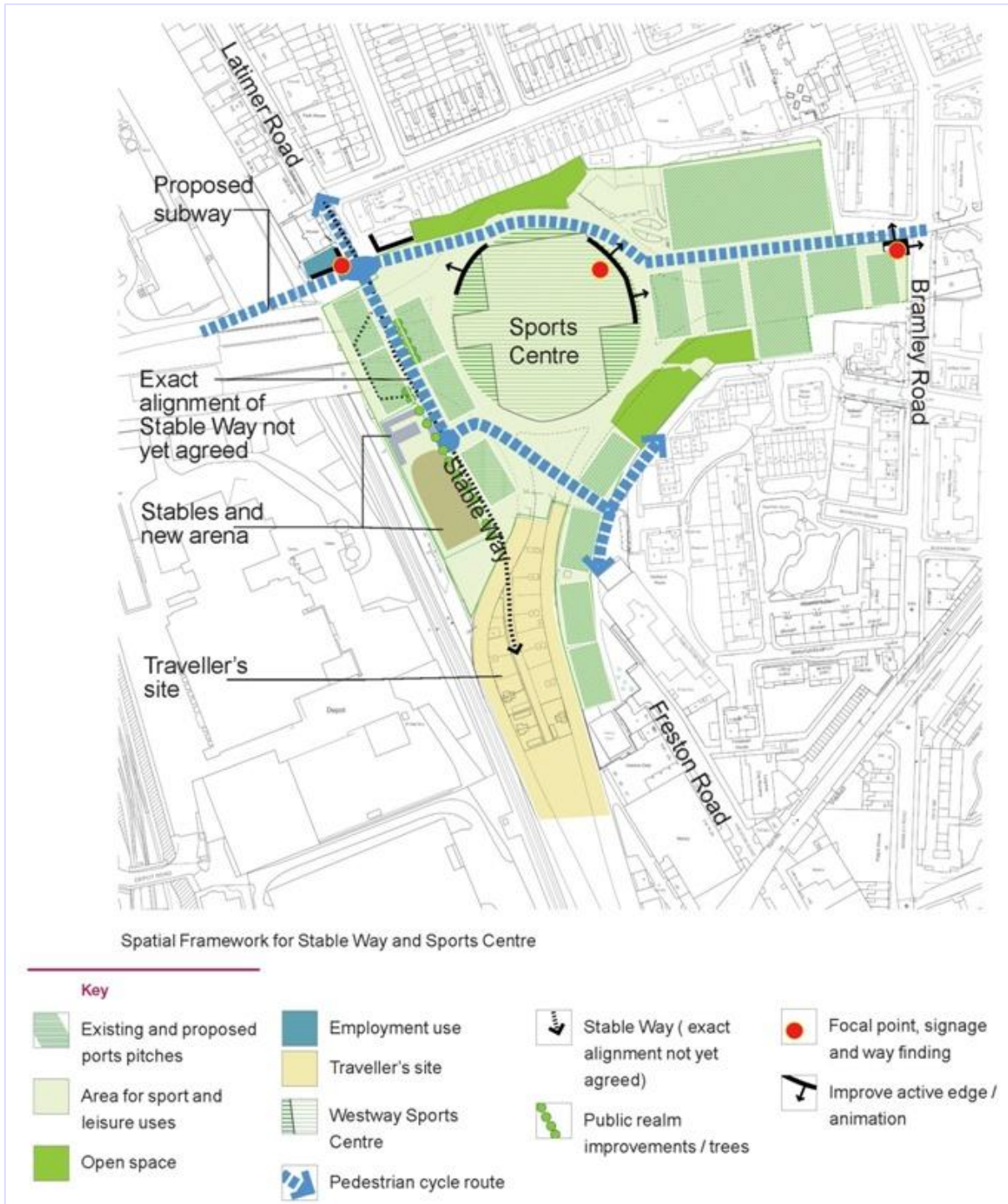


Figure 5 Stable Way and Westway Sports Centre - Development Framework

4.2 Maxilla Walk

4.2.1 The existing situation: This stretches from Bramley Road to St Mark's Road. The area supports a series of existing community related facilities, including an existing nursery school and Maxilla Gardens, one of two parks in the area.

4.2.2 The area also contains a number of small retail units, situated adjacent to Bramley Road; Bramley's Big Adventure Playground Centre, a commercial bikeworks tenancy; the Maxilla Social Club; a building occupied by Kensington and Chelsea College and other vacant land.

4.2.3 Issues and influences: In terms of the future of the area, the following issues and influences have been identified:

- A number of the existing buildings are of a poor quality and are reaching the end of their design life. The siting of these buildings also block the pedestrian and cycle route that otherwise runs to the north of the Westway forcing the route to 'dogleg' to the south side, creating poor site lines and a perception of reduced safety.
- The existing façade of Kensington and Chelsea College building, which overlooks part of the Maxilla Park, presents an opportunity for improvement so that it becomes more animated and can interact, to a greater degree, with the public open space opposite.
- There are number of parking and congestion problems associated with the existing nursery drop-off/ pick-up.
- The existing office building situated to the north of Maxilla Social Club could be better integrated into the land underneath Westway and access to the building could be significantly enhanced.

- The existing Bramley Road shops are poorly located and suffer from problems of poor access. The temporary nature of the buildings and the harsh nature of the environment in this location further undermine the desirability of this location.
- There is a poor and uninviting pedestrian link between Kingsdown Close and Bramley Road which does not contribute to the connectivity of the area.
- The east/ west pedestrian route running along the south side of Maxilla Walk before passing underneath the Westway through to Maxilla Gardens is indirect, is not overlooked and gives rise to potential safety issues.
- Maxilla Gardens is an important open space. The opportunity exists to better integrate it into the area, improve its quality and the levels of surveillance.



Figure 6 Maxilla Walk - Issues

4.2.4 The vision: Maxilla will be a focus for social and community uses and activities. Access and movement for pedestrians and cyclists into and through the area will be significantly enhanced. The existing public realm, including the existing greenspaces will be improved and will be better integrated into the area.

4.2.5 Figure 7 sets down the spatial framework for the area. The framework includes for:

4.2.6 Land use:

- Redevelopment and relocation of the former nursery school building, Maxilla Social Club and Bramley's Big Adventure Playground centre to allow for the introduction of a new pedestrian and cycle route along the north of the Westway and to allow the replacement building to better engage with the existing open green spaces. Make much more efficient use of the land by constructing units under the Westway with access from the north. These new units could accommodate the Maxilla Social Club and Bramleys Big Adventure which would be removed to allow for the continuation of the pedestrian and cycle route along the north side of the Westway, along with some or all of the existing uses and other community uses, giving rise to the potential for additional floorspace. There may also be scope for additional employment floorspace at first floor level if this is feasible.
- The possible relocation of the existing retail units and redevelopment for retail or alternative uses. As part of any redevelopment the opportunity would also be taken to enhance the existing public realm in the vicinity of any new buildings ensuring a positive pedestrian and cycle link from Kingsdown Close to Bramley Road.
- Introduction of new social, community and education facilities beneath the Westway, including a possible extension to the existing college. All new development will have active frontages onto the new pedestrian and cycle route to the north of the Westway in order to maximise overlooking.
- Improvements to the facade of the existing College building, overlooking Maxilla Gardens, to provide a more active frontage

overlooking the public open space, as part of any planning application that may come forward on the property in the future.

- The introduction of a viable new use into the empty bay fronting St. Mark's Road. This might include new employment and/or a community use.
- The promotion of a potential new entrance into the existing office building from Maxilla Walk.
- All new units created under the Westway at this location should be carefully designed to ensure that there is an acceptable relationship with adjoining residential properties in terms of amenity.

4.2.7 Public realm and movement:

- The realignment to the north of the Westway of the existing pedestrian route to create a safer and more direct route that is animated and overlooked by new uses.
- The re-establishment of a pedestrian and cycle connection between Kingsdown Close and Bramley Road. This would improve the layout of the area, as well as access, safety and surveillance.
- Improvements to the existing gardens with the retention of existing mature trees to create a more integrated and vibrant open space, which may be used by college staff and students as well as local residents.
- The introduction of improvements to the junction of Maxilla Walk with St Mark's Road and the provision of new lighting and public art to add interest to the street.

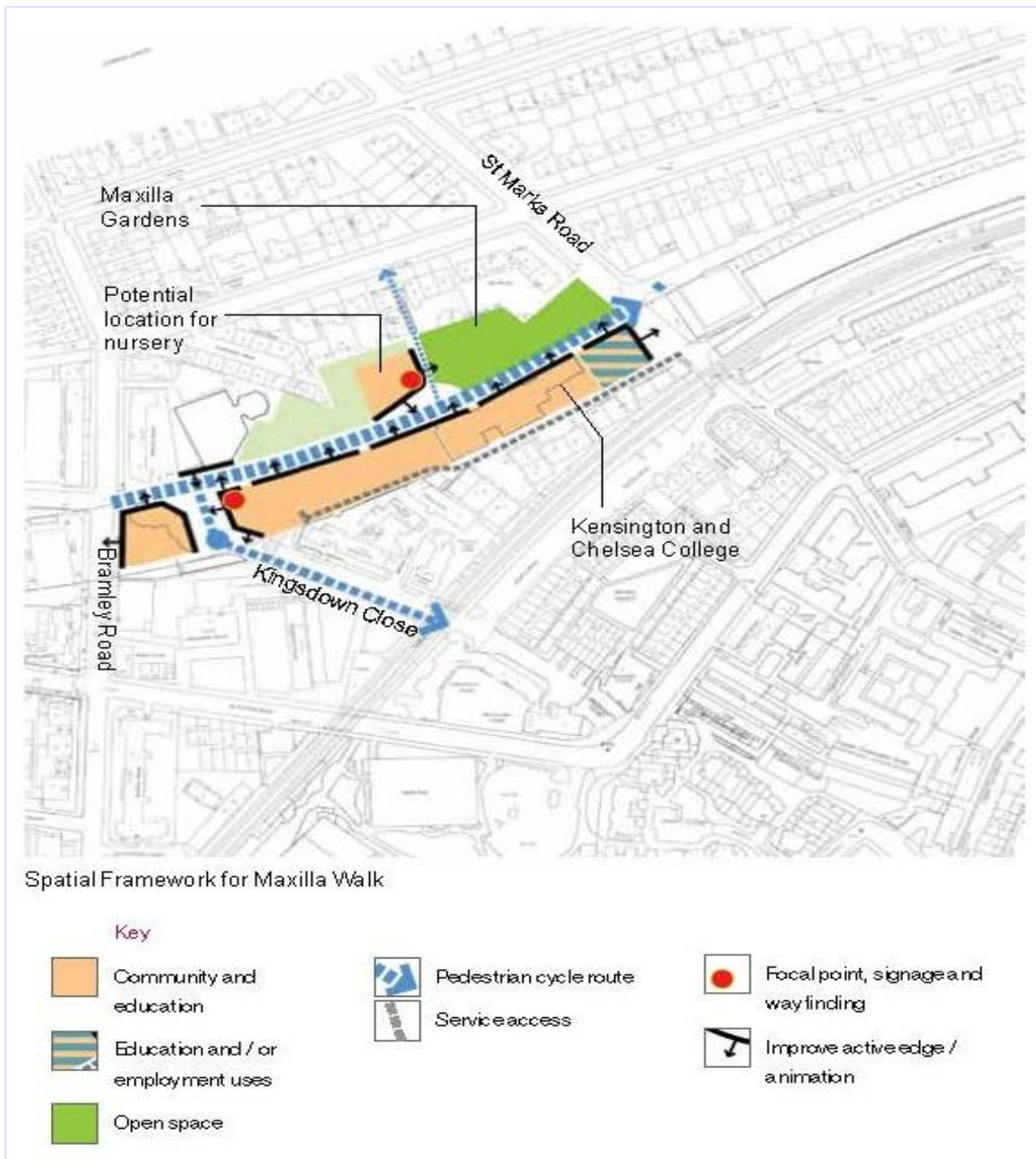


Figure 7 Maxilla Walk - Development Framework

4.3 Malton Road

4.3.1 The existing situation: Malton Road comprises a number of light industrial employment uses located between St Mark's Road and Ladbroke Grove. At the eastern end there is a vacant unit (2-4 Malton Road) previously occupied by Elderly Persons Integrated Care Services (EPICS). In addition, the land fronting onto Ladbroke Grove (163-165 Ladbroke Grove), which was previously occupied by a bar has been replaced with a small supermarket, which serves the needs of the local population.

4.3.2 The area provides an important pedestrian connection to Ladbroke Grove and the underground station.

4.3.3 Issues and influences: In terms of the future of the area the following issues and influences have been identified:

- Conflicts exist between pedestrians and cyclists moving east-west through the area and the activities and vehicles associated with operation of the existing employment uses. However, given the constraints in terms of industrial activity, parking and the number of vehicle crossovers there is no easy solution to the problem.
- Malton Road is not overlooked, which gives rise to issues of safety and security for pedestrians particularly after dark.
- The junction with St Mark's Road at the western end of Malton Road is characterised by blank walls and a poor quality environment, including problems of fly-tipping.
- Pedestrian access through to Ladbroke Grove is currently constrained by the presence of a flank extension on 163- 165

Ladbroke Grove. This makes the entrance to Malton Road uninviting.



Figure 8 Malton Road - Issues

4.3.4 The Vision: Malton Road will continue to be a successful location for a range of light industrial and office uses. Where opportunities exist, the environment will be improved.

4.3.5 The existing EPICs centre at 2-4 Malton Road will be refurbished and the consolidated for social and community functions with

Council administrative office space and the link to Ladbroke Grove will be strengthened.

4.3.6 The improvement of the pedestrian environment in Malton Road with the possibility of a better defined pedestrian route.

4.3.7 The link to Ladbroke Grove will be enhanced and made more accessible for pedestrians and cyclists.

4.3.8 Figure 9 sets down the spatial framework for the area. The strategy includes for:

4.3.9 Land use:

- Retention and consolidation of existing business activity.
- Refurbishment of the former EPICS centre at 2-4 Malton Road to provide for social and community use and Council administrative office space. However, in the longer term, if facilities can be re-provided elsewhere in the vicinity, to allow for the provision of modern office or light industrial space (Class B1), should planning permission for change of use be sought.

4.3.10 Public realm and movement:

- The opportunity to designate Malton Road as a shared surface will be explored. This will remove the need for pavements and pedestrians, cyclists and vehicles will share the road space. Vehicle numbers are low and speeds are generally slow. If this proves to be unrealistic for financial reasons then the possibility of providing a better defined pedestrian route will be investigated together with the funding opportunities that may be available.

- There is scope in Malton Road itself to provide new lighting and when opportunities arise, other public realm enhancements.
- The creation of a defined entrance to Malton Road at the junction with Ladbroke Grove which is more pedestrian friendly and the removal of the flank extension to 163-165 Ladbroke Grove through negotiation with Sainsbury's linked to any refurbishment of the EPICS building.

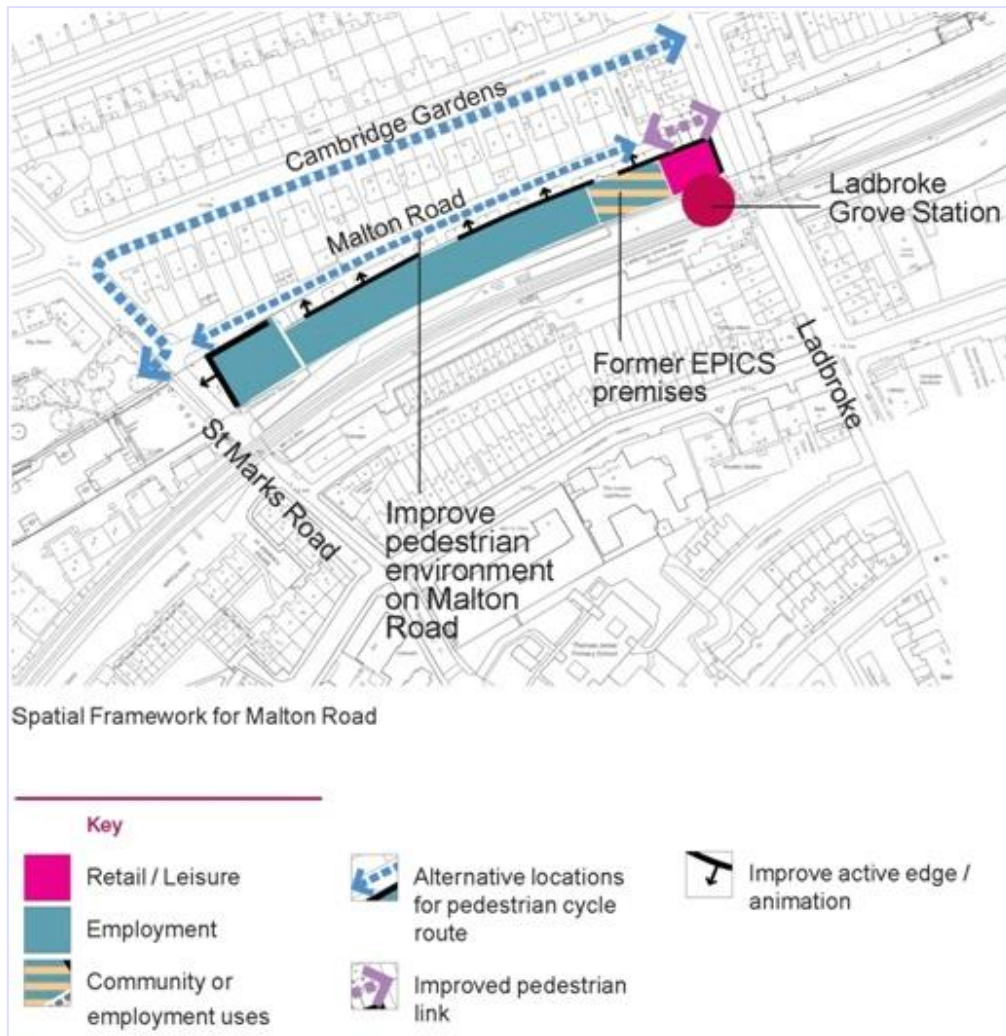


Figure 9 Malton Road - Development Framework

4.4 Thorpe Close

4.4.1 The existing situation: This is the most active of the five character areas. It stretches from Ladbroke Grove to Portobello Road. Due to the prominence of Portobello Market, it is particularly busy at weekends. The area attracts 80,000 visitors a week from all around the world. During the week, the area is quieter and is used mainly by local people.

4.4.2 Issues and influences: In terms of the future of the area, the following issues and influences have been identified:

- A number of the existing buildings under the Westway are of a poor quality, are not sufficiently flexible to accommodate alternative uses and are in need of replacement.
- Portobello Market is not visible and there is a lack of signposting from the station.
- The existing arcade, located at the junction of Portobello Road is inward looking and not prominent or inviting to visitors.
- At the corner of Portobello Road, there are a number of issues associated with the operation of the market. These issues include lack of market storage, poor way finding and car parking.
- The open space situated at the western end of Thorpe Close is dominated by parked cars. This gives rise to conflicts with pedestrians and cyclists.
- The open spaces and places that comprise the public realm are looking tired and do not reflect the vibrancy of the location. In addition, there are problems of congestion on Market days and there is an opportunity to better integrate and utilise the existing spaces that are currently underused in the vicinity of the main east-west pedestrian thoroughfare.



Figure 10 Thorpe Close and Portobello Road - Issues

4.4.3 The Vision: Portobello Green will continue to be a focus for the arts, cultural, administrative office and retail activity. Existing poor quality buildings will be replaced with new high quality floorspace that is capable of accommodating a wide range of new uses and activities.

4.4.4 Opportunities to populate underused sites with a range of temporary uses and activities such as art installations, pop-up cinemas and exhibitions will be encouraged.

4.4.5 The enhancement of the Market will be promoted opportunities will be taken within the street environment to support outdoor life, inclusive to all, adding to their attractiveness and vitality, by improving wayfinding and ensuring the long term success of Portobello Market.

4.4.6 The introduction of bold and innovative design solutions for the built form and public realm will be actively encouraged in response to the vibrancy and history of the area. It could be part of a larger fresco which could run the length of the Westway.

4.4.7 Figure 11 sets down the spatial framework for the area. The framework includes for:

4.4.8 Land use:

- The replacement of the existing buildings on Thorpe Close with new high quality, flexible buildings that make the best use of the space available and which introduce an active frontage to the public realm. The provision of retail uses at ground floor and office uses at first floor level will be supported. It is, however recognised that there might be some physical constraints to delivering a two-storey development in this location. Whilst the existing buildings are two storeys tall, any redevelopment may not be able to achieve this as a result of stricter guidelines by Transport for London in relation to the flyover's maintenance and current building regulation requirements.

- Support retail use on the ground floor fronting Ladbroke Grove. Should the Westway Information Centre no longer require the frontage, encouraging a change to the form of the building, would be strongly supported with the introduction of a chamfered corner to strengthen the east-west pedestrian route.
- The retention of social and community floorspace which provides a direct service to the public as opposed to administrative offices. Relocation of this floorspace in the vicinity, including the Maxilla Walk area, will be considered on its own merits.
- Provision of a greater street presence to the existing arcade by introducing improved access from Thorpe Close and through creation of shop openings fronting onto Thorpe Close.

4.4.9 Public realm and movement:

- Enhancement of the pedestrian environment to ensure it remains an attractive and dynamic area whilst at the same time enhancing activity around Portobello Market. This is an area that attracts a substantial amount of visitors, with the market extending into Thorpe Close at the weekends. There is a need to improve pedestrian movement in Thorpe Close. The amount of on-street car parking could be reduced, with the exception of disabled car parking.
- Introduction of measures to improve way finding.

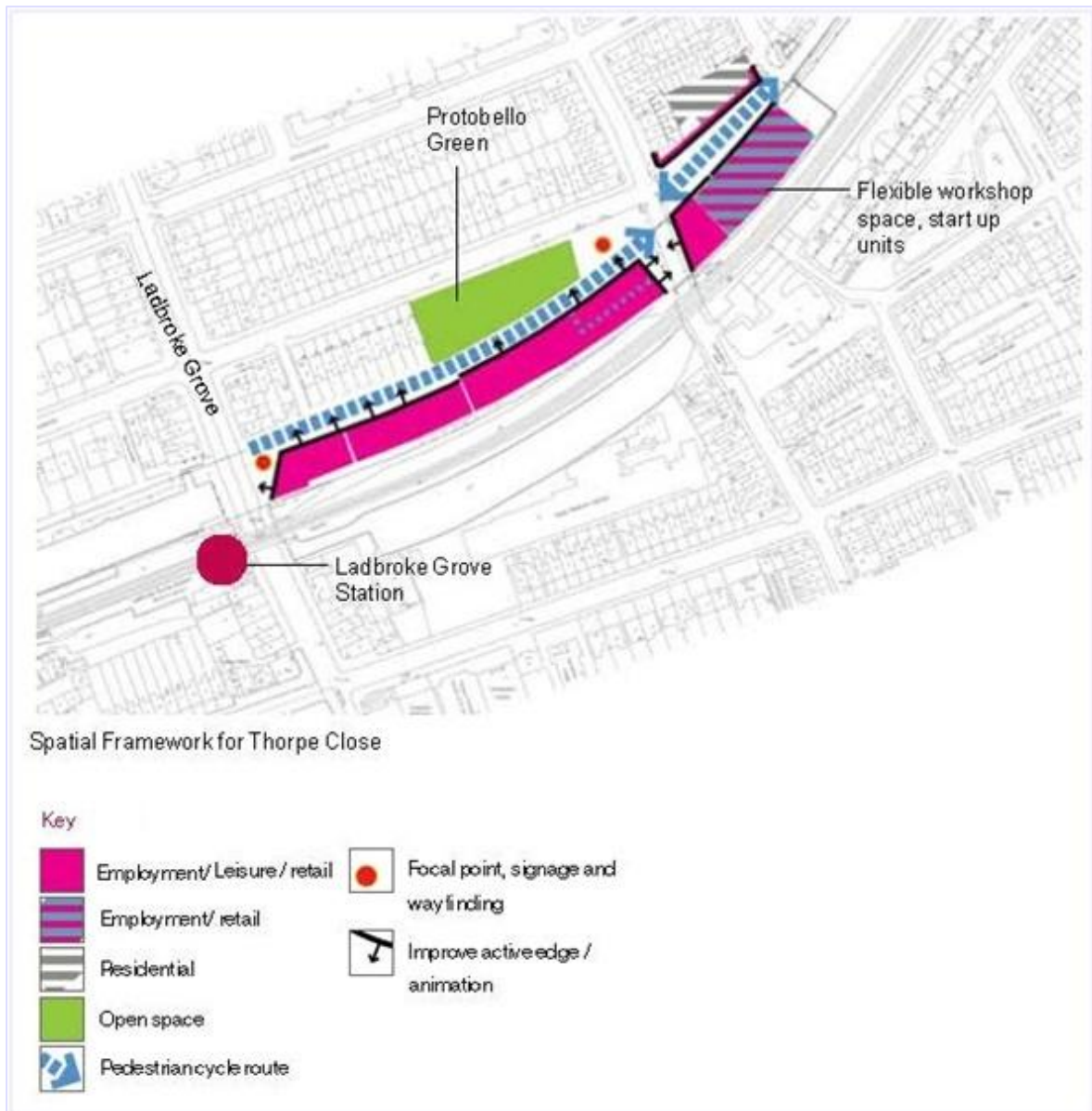


Figure 11 Thorpe Close and Portobello Road - Development Framework

4.5 Acklam Road

4.5.1 The existing situation: This area is to the east of Portobello Road at the eastern end of the Westway corridor. The area supports an existing commercial, fee-paying skate park (Bay66); two vehicle depots used by the Council and the Westway Development Trust; a nightclub and a small amount of workspace.

4.5.2 Access is afforded from Acklam Road via foot/cycle/road along the northern edge, and a footbridge link provides access to Westbourne Park Station.

4.5.3 Other uses in the vicinity of the site include existing residential fronting onto Acklam Road, Westbourne Studios and the Acklam Road employment area.

4.5.4 Issues and influences: In terms of the future of the area the following issues and influences have been identified:

- The existing depots and skate-park present blank frontages to the public realm and do not contribute to quality and experience of the public realm in this location.
- The skatepark has attracted recent investment from Nike.
- The increased height of the elevated Westway in this area and its orientation means that it is possible to accommodate two-storey commercial workspaces and hence create an opportunity to generate new employment activity.
- The initial consultation indicated strong support for the skateboarding facility which serves the needs of young people. If moved from the current location, alternative provision would have to be agreed.
- There are a number of other vacant and underused sites, which provide additional opportunities to introduce new workshop, retail and residential land uses.

- The pedestrian environment and public realm, including the existing Acklam Bridge link and the links to the existing Muslim Cultural Heritage Centre are poorly defined and not overlooked.
- The vehicle depots are visually unattractive and represent an opportunity for redevelopment if an alternative location can be found.

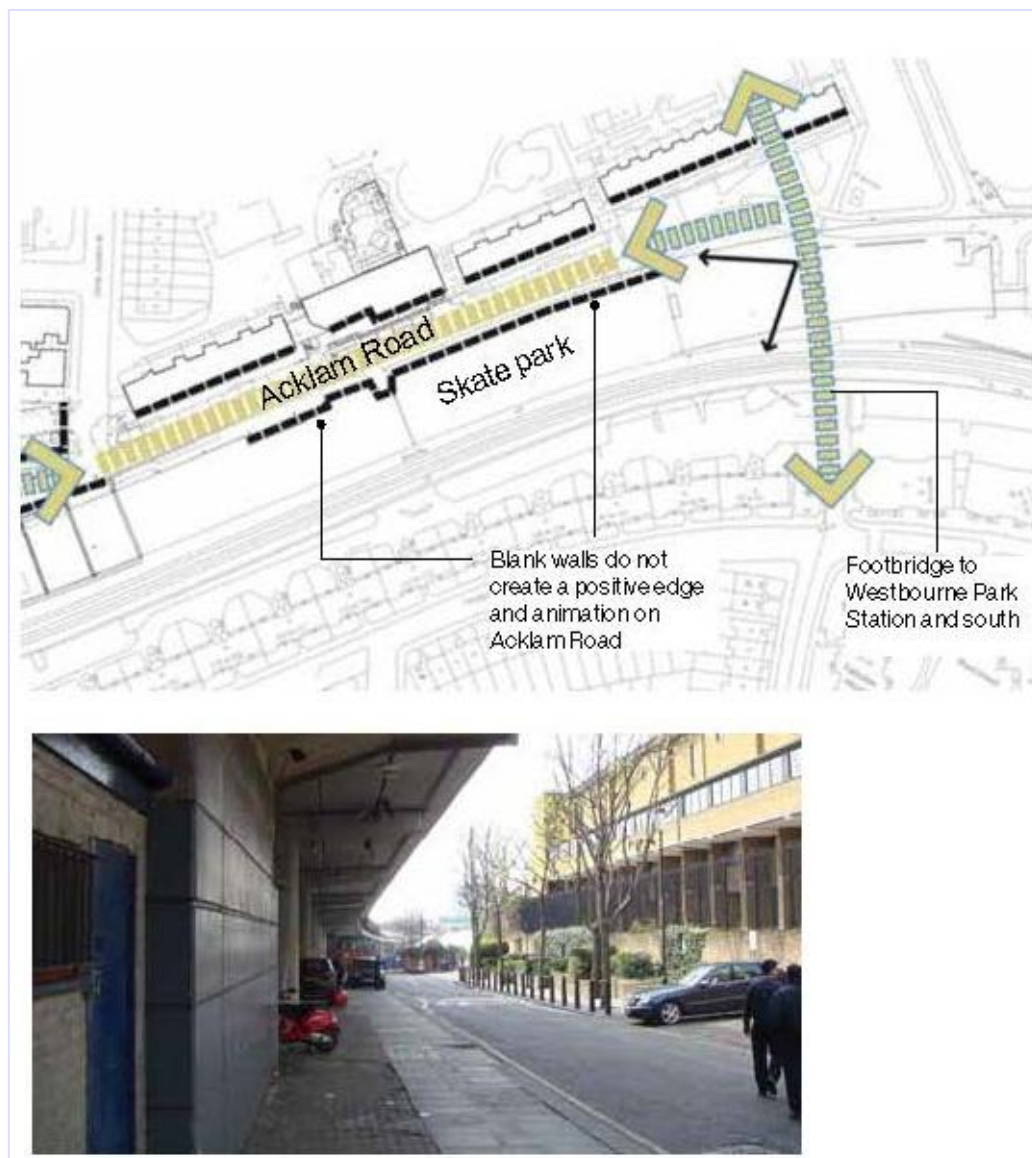


Figure 12 Acklam Road - Issues

4.5.5 The Vision: Artists, local businesses and existing market traders will have the opportunity to move into a range of existing and new studio, workshop and employment units. The provision will allow for small start-up businesses and creative industries to stay in the area and continue to generate employment activity.

4.5.6 The environment associated with Acklam Road itself and the existing footbridge across the railway will be enhanced through the introduction of new active uses and through the use of lighting.

4.5.7 New signage and environmental improvements will be introduced in order to improve pedestrian routes, particularly from Westbourne Station. Pedestrian crossing points will be clearly defined and conflicts between the car and the pedestrian will be managed through the use of hard and soft landscaping. Funding for some of these works may be eligible through the Community Infrastructure Levy (CIL) through a competitive bidding process.

4.5.8 Figure 13 sets down the spatial framework for the area. The strategy includes for:

4.5.9 Land use:

- The existing skate park (Bay 66) is a valued land use for many people in London and beyond. Alternative provision must be agreed before a change of use of its premises would be permitted. If alternative provision is agreed within the Borough it is anticipated that this would be of at least an equivalent standard to the current facility.
- New and higher quality employment space could be provided at Acklam Road in the space vacated by the existing skate-park, or

the depot. This is likely to be office / light industrial use (Class B1) that will be in keeping with the character of the existing employment uses and studios located further east in Acklam Road. The height of the Westway in this location provides an opportunity to consider larger, naturally lit employment spaces that would broaden the range of units on offer in the area and would provide the opportunity for existing smaller business to grow and become more established within the area. This will offset the loss of B1(c) at the Sports Centre Area.

- In design terms these units will reflect the strong creative identity of the area and will provide an opportunity for existing market traders to transform their businesses into a permanent position, should they wish to do so.
- Introduction of small kiosk units to animate the northern frontage of Acklam Walk. The design and the extent of new commercial activities in this area would need to be carefully considered so that the market area is not reduced in size and its operation is not compromised.
- The redevelopment Norfolk Mews car park site. Residential or office uses would be welcomed in this location providing ground floor retail units are included as part of any redevelopment.
- Provision of additional secure and convenient storage space for market stalls as shown on figure 13.

4.5.10 Public realm and movement:

- Creation of a safe and animated pedestrian/cycle link between Portobello Road and Westbourne Park Underground station. This could be achieved through additional tree planting; increasing the

pavement width; amenity lighting to illuminate the footbridge and the pedestrian crossing being clearly defined. All these improvements may be eligible for CIL funding subject to a process of competitive bidding.

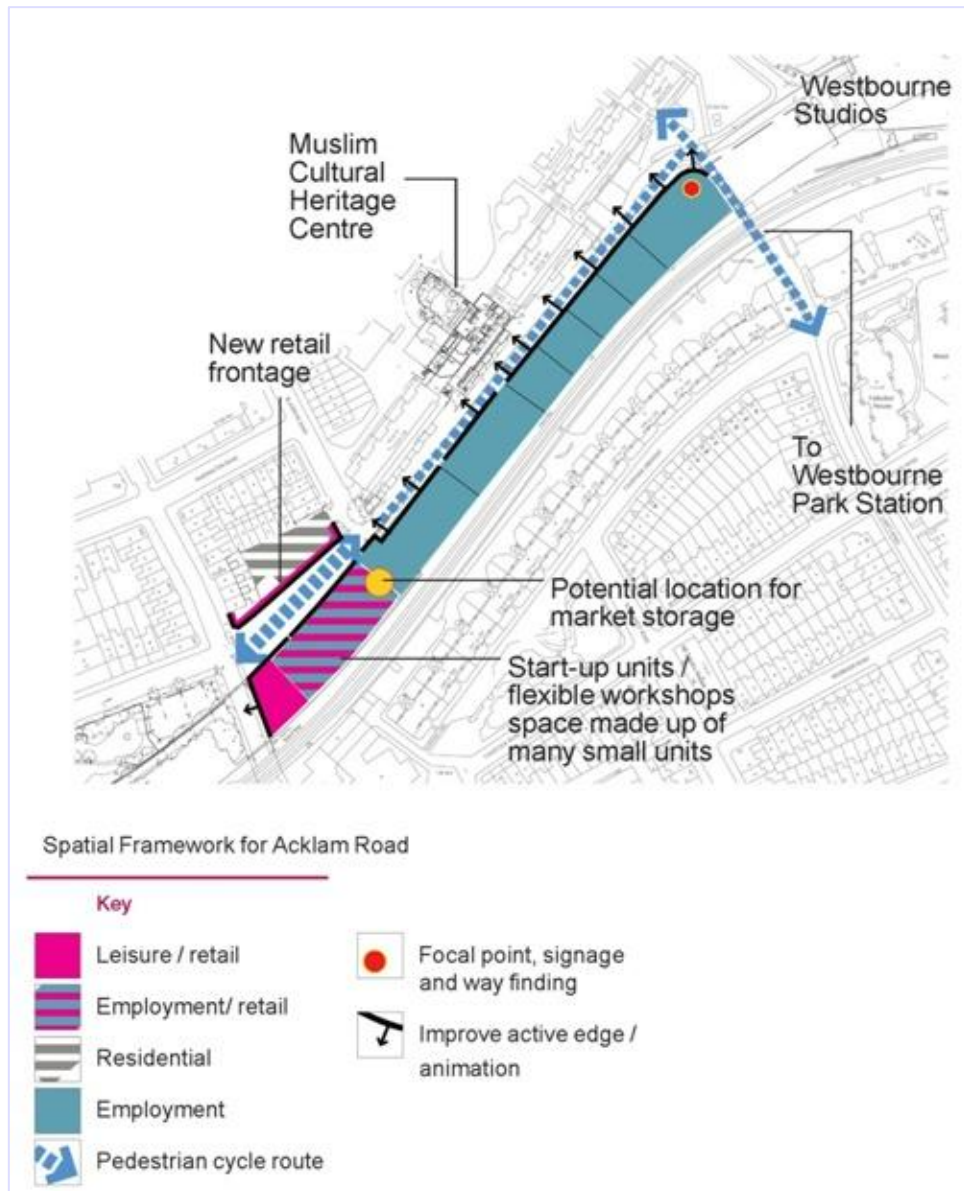


Figure 13 Acklam Road - Development Framework

5.0 Implementation and delivery

5.1 The framework advanced in this Planning Brief provides an opportunity to deliver significant amounts of new development

that has the potential to generate new jobs, diversify and expand existing retail provision and enhance existing and provide new uses and facilities that will serve the needs of the local community.

5.2 The component parts of the strategy will be delivered on land controlled by both the Westway Development Trust and the Royal Borough of Kensington and Chelsea. It is envisaged that both parties will work together to encourage the private sector to deliver these more commercial elements of the strategy. It is envisaged that funding generated from the more commercial elements of the strategy could be used to cross subsidise the delivery of the non- income generating elements of the strategy.

5.3 In addition there are a number of large developments coming forward north and south of the Westway and within Hammersmith and Fulham. These will generate funding that under the Council's Planning Obligations SPD (2010) allows for contributions towards:

- Improved leisure and recreation facilities;
- Improved open and play space;
- Streetscape, street lighting improvements including lighting the underside of bridges;
- Environmental improvements to the pedestrian route and the Westway structure adjacent to it, including public art;
- Affordable employment, commercial and retail space;
- Contributions towards public art and supporting creative industries;
- Provision of youth facilities; and
- Other contributions as required.

5.4 The SPD provides the framework to direct funds as appropriate towards the delivery of a number of the component parts of this strategy, including:

- The provision of improved leisure and recreational facilities at the Westway Sports Centre;
- The provision of improved play facilities and open space enhancements at Maxilla Gardens;
- Streetscape, street lighting improvements at Stable Way and where streets pass under the Westway Flyover;
- Environmental improvements including public art along the whole of the length of the Westway, in particular the pedestrian/ cycle route along the northern edge.
- Affordable employment, commercial and retail space at Thorpe Close, Portobello Road and Acklam;
- A contribution towards regeneration initiatives and employment/ training schemes at Maxilla, Acklam and Portobello Road;
- Provision of Youth facilities at Maxilla and Acklam Road; and
- Other contributions in the form of a new pedestrian/ cycle underpass linking to the LB Hammersmith and Fulham.

5.5 The above list is not exhaustive and there may be other requirements that arise as the regeneration process continues. In 2014 the current system of s106 planning contributions will be largely superseded by the introduction of the Community Infrastructure Levy (CIL). Funding for many of the improvements mentioned in this SPD may be eligible through CIL. However, the process is subject to competitive bidding and any contributions secured through this process would not be available until 2014/15 at the earliest. Projects should ideally be included on the Infrastructure Delivery Plan which is being produced in conjunction with the CIL process.

5.6 The Council will request that the Westway Trust explores the possibility of obtaining a financial contribution from national funding bodies responsible for equestrian sport as part of providing a better equestrian facility in Stable Way, or if this is not possible that external funding is used to provide a better alternative facility in the locality. It is also requested that the Westway Trust continues to work positively with Nike on the skate park.

5.6 The Council will work with the Westway Development Trust and their developer partners to help secure the comprehensive and co-ordinated delivery of the various social, economic and environmental benefits proposed by this Planning Brief.

Appendix

Planning Documents

The Council's Core Strategy can be found on the Planning Policy website by using the following link:

<http://www.rbkc.gov.uk/planningandconservation/planningpolicy/corestrategy.aspx>

The London Plan (Spatial Development Strategy for Greater London 2011) can be found on the GLA website by using the following link:

<http://www.london.gov.uk/priorities/planning/londonplan>

Other Supplementary Planning Documents (SPDs) which may have relevance to this Planning and Design Brief include the following:

- Designing Out Crime SPD (2008)
- Transport SPD (2008)
- Noise SPD (2009)
- Air Quality SPD (2009)
- S106 Planning Obligations SPD (2010)
- Trees and Development SPD (2010)
- Access Design Guide SPD (2010)
- Shopfront Design Guide SPD (2011)

Glossary

The Public Transport Accessibility Level (PTAL) provides a methodology for assessing the relative ease of access of a location to the public transport network. It is published in the form of a map by the GLA. PTAL 1 is 'very poor' with PTAL 6 being 'excellent.'