



STATEMENT OF COMMUNITY  
INVOLVEMENT

NEWCOMBE HOUSE  
**NOTTING HILL GATE**  
**LONDON W11 3LQ**

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MAY 2023

**Polity**  
ENGAGING LOCAL COMMUNITIES

## 1. Introduction and background

1.1 Polity Communications Ltd ('Polity') was appointed by Notting Hill Gate (KCS) Ltd ('NHG (KCS)'), a partnership between Beltane Asset Management ('Beltane') and Angelo Gordon to coordinate and implement pre-application community consultation and involvement relating to new proposals for the Newcombe House site ('the Site') at 43/45 Notting Hill Gate, London, 39-41 Notting Hill Gate and 161-237 Kensington Church Street (Odd), London, W11 3LQ. The red line boundary of the Site along with the extent of S278 Highway Works are shown in the plan below.



Site plan showing application red line boundary and extent of S278 Highway Works

- 1.2 Polity is a community involvement consultancy founded in 2004 which specialises in regeneration and the built environment and has worked on a number of similar projects at various locations nationwide.
- 1.3 We are very familiar with the Newcombe House site and the surrounding local community having advised the previous owners, Brockton Capital, who promoted a residential-led scheme (see below for further details).

- 1.4 We act as a third party facilitator, acting as a 'bridge' between applicants and the local community, using various face to face and digital communications methods to engage with and involve residents, civic groups, businesses, elected representatives and other relevant stakeholders.

### **Existing site, extant permission and local context**

- 1.5 The 0.52-hectare application site falls within the Campden ward and closely neighbours the Pembridge ward (north of Notting Hill Gate), both within the Royal Borough of Kensington and Chelsea.
- 1.6 Located at the junction of Notting Hill Gate and Kensington Church Street and within the designated boundaries of the RBKC's Notting Hill Gate Supplementary Planning Document (SPD, 2015), the site is currently occupied by buildings of varying heights ranging from two to 11-storeys with a large plant enclosure at roof level. The existing floorspace is 9,143 sq. m GIA incorporating former office, residential and retail/restaurant uses (some of the latter remaining operational in situ). There is also associated surface level car parking. The site is identified as suitable for regeneration by the SPD along with several other sites at Notting Hill Gate and is referred to as an 'eyesore' within the consolidated Local Plan.
- 1.7 No buildings on the site are statutorily listed although the site is situated near to several nationally listed buildings including the Grade II listed Notting Hill Gate underground station tunnel. There are also a few locally listed buildings near to the site.
- 1.8 The site is not located within a conservation area but adjoins several conservation areas including: the Kensington Conservation Area to the west; the Hillgate Conservation Area to the west; the Ladbrooke Conservation Area to the north-west; and the Pembridge Conservation Area to the north-east.





Newcombe House tower viewed from Notting Hill Gate



Existing view of Newcombe House Site from Kensington Church Street



- 1.9 In the latter part of 2022, the main 11-storey Newcombe House tower became vacant after the last office tenants moved out. It was no longer suitable for occupation. Steps were taken by NHG (KCS) to secure the building through the introduction of hoarding and internal and external works were undertaken to ensure that the buildings were safe as they had been subject to deterioration during the lengthy period where redevelopment was being taken forward. At ground floor level, a number of units have remained in use by various businesses whilst others are currently vacant.
- 1.10 The application site benefits from an extant planning permission which was obtained by the previous owners in June 2020 following a public inquiry and decision by the Secretary of State (ref. APP/G6100/V/19/3225884). Beltane and Angelo Gordon were not involved in any of the planning applications concerned.
- 1.11 In summary, the extant planning permission allows for:
- The demolition of all the buildings at the site;
  - The creation of six new buildings including a tower of up to 18 storeys on the corner of Notting Hill Gate and Kensington Church Street with the remaining buildings ranging in height from 3, 4, 5 and 7 storeys;
  - 55 new residential apartments;
  - Office and retail space;
  - Provision for a new health centre;
  - A public square with level access from Notting Hill Gate; and
  - Step-free and stair-free access to the Notting Hill Gate underground station.
- 1.12 Notting Hill Gate (NHG) is defined as a District Centre in the Local Plan and London Plan. It is located in the northern half of the borough – north of Kensington High Street and south of Portobello Road. According to information on the website of RBKC, the centre is the fifth largest in the borough, comprising 251 commercial units located predominantly on Notting Hill Gate and Kensington Church Street. It also acts as its name suggests, as the gateway to Portobello Road market. The Notting Hill Gate SPD notes that over 17 million people arrive or leave through Notting Hill Gate station each year, compared to 12 million at Kensington High Street. The high street was comprehensively redeveloped in the 1950s and is of a different scale and character to the surrounding residential areas.



Computer-generated view of extant permission viewed from Notting Hill Gate

- 1.13 NHG (KCS) and its design team fully considered the New Local Plan Review (approved by the Council in February 2023 and subject to an examination by an independent inspector in June and July 2023) which sets out the intended vision for Notting Hill.
  
- 1.14 NHG is seen rightly by the Council as one of the borough’s most distinctive district centres. It is regarded as having potential to build upon its long-standing reputation for the arts, culture and the evening economy. It is also viewed as a key employment area which will provide the premises needed by the types of agile business which will thrive in a post COVID-19 world. There are aspirations to improve the streetscape along Notting Hill Gate to make the area more accessible and attractive. Officers in RBKC’s place-shaping team are preparing a new masterplan for NHG. Outdated buildings are identified for refurbishment or redevelopment to improve the image of the area.



- 1.15 In order to formulate a new vision for improvements to NHG, a community working group has been established by the Royal Borough of Kensington and Chelsea and this is considering interventions like regular events/cultural activities, increased seating, better cycle friendliness, more green spaces and planting in the public realm, improved lighting and opportunities for the installation of public art. NHG (KCS) has indicated its willingness to ensure that the application site contributes positively to the wider vision for NHG and during the community involvement programme, the proposals have been revised to ensure that this key site is responsive and complementary to the aspirations for the District Centre.

### **The new approach to the site and its evolution during consultation**

- 1.16 Following the change of ownership of the site in the early part of 2022, NHG (KCS) decided that it would pursue a new approach to its long-awaited regeneration.
- 1.17 The new owners appointed leading architectural practice Squire and Partners to bring forward a proposal which was office-led rather than residential-led and also retained the existing tower structure.
- 1.18 Beltane have an excellent track record in bringing forward exactly the type of high quality, 'Grade A' central London office developments that are currently in demand and have a number of properties under construction. All their schemes to date have been built speculatively, that is without a lease agreed, and the proposals at Newcombe House are no exception. Therefore, Beltane must be confident in each scheme they invest in.
- 1.19 Beltane's specialist knowledge and intimate understanding of the central London office market leads them to a high level of confidence that Notting Hill Gate will prove a successful location for an office-led development. West London is considered an attractive location for headquarters buildings and for the creative industries sector. This is fully in line with the emerging Local Plan which sees NHG as a key employment area within the Royal Borough.
- 1.20 In broad terms, the new approach to the site encompassed three key elements which are described below.

## Element 1 – the Newcombe House tower

- 1.21 The first was to enshrine current best practice in sustainable development and construction by retaining the current Newcombe House tower and completely refurbishing it to provide office accommodation. Throughout the iterative design process and the various stages of the community involvement, the retained tower included an additional three-storeys to make it 15-storeys at its highest point, some three-storeys lower than the extant permission.
- 1.22 However, there were significant revisions made in response to feedback during the local consultation process on the architectural treatment of the Notting Hill Gate frontage. As shown below, the originally proposed seven-storey frontage building was removed and a vertical addition to the tower was introduced. The aesthetics of the revised tower were also changed, to respond to feedback that the new building could have a unique, less idiosyncratic design, reflecting its key location at Notting Hill Gate.



Initial design proposals presented for consultation (September 2022) with seven-storey frontage building





Revised design proposals presented for consultation (March 2023)

## Element 2 – the ground floor public realm

- 1.23 The second element of the proposals related to the ground floor public realm and associated uses. Initially, with the seven-storey frontage building, some 78% of the public realm on Notting Hill Gate was contained below an undercroft. There was also a 'covered street' running from Notting Hill Gate through to the southern end of the site at Newcombe Street.
- 1.24 Once again, there were significant changes in response to feedback received during the local consultation process, with the public square on Notting Hill Gate now substantially (71%) 'open to the sky'. The internal 'covered street' was removed and this allowed for a drawing back of the built form by 3 metres from the boundary with the underground line as it extends southwards adjacent to Jameson Street. It also led to increased space on Kensington Church Street to permit the introduction of a three-metre wide colonnade, increasing pedestrian space.



Initial design proposals (September 2022) for Notting Hill Gate public realm and 'internal street'



Revised design proposals (March 2023) for Notting Hill Gate public realm



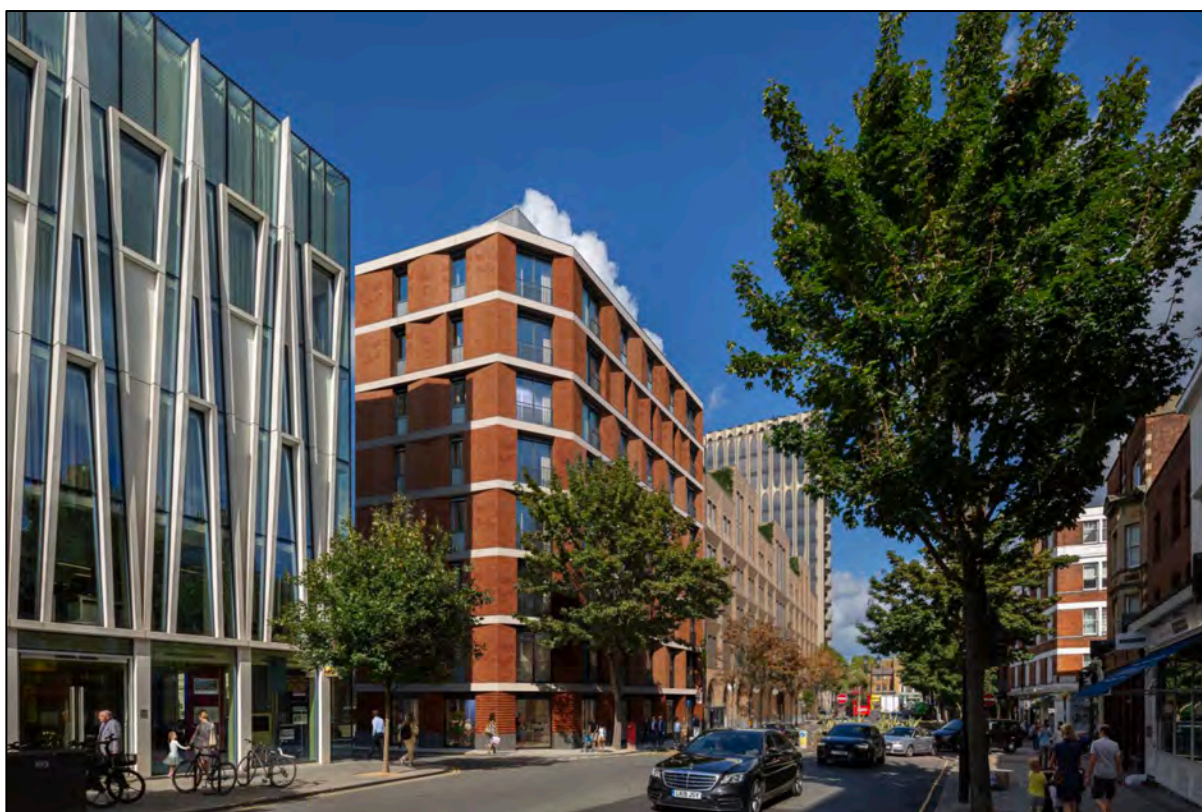
### Element 3 – Kensington Church Street and Newcombe House car park

1.25 The third and final broad element was the entirely new development part of the proposals. The proposed buildings here extend southwards along Kensington Church Street and on the existing surface level car park. A 'tiered' approach to the building on the car park was adopted from the outset and revisions made meant that this steps back some 21 to 27m from the nearest properties on the other side of the underground line in Jameson Street.

1.26 The proposed building heights along Kensington Church Street were consistent throughout the consultation programme and were set at primarily six-storeys until the corner with Kensington Place where an eight-storey building was indicated. The design of the six-storey element evolved in response to feedback with the introduction of less regularity in window apertures and a variation in the roof parapet to provide a less repetitive façade. The materiality was also changed in direct response to feedback.



Initial design proposals (September 2022) for Kensington Church Street buildings



Revised design proposals (March 2023) for Kensington Church Street buildings

- 1.27 There was significant community feedback received about housing a new doctor’s surgery in the eight-storey building and as a result, detailed discussions took place with the NHS to agree requirements. There was broad community support throughout the community involvement programme for the inclusion of new high quality affordable homes in this building as well.

### Description of development

- 1.28 The precise details of the proposed development at the site are set out in the Design and Access Statement and Planning Statement which form part of the combined sites planning submission and the formal description is:

*Commercial-led scheme comprising the refurbishment and extension of Newcombe Tower and the redevelopment of the remainder of the site, to deliver new retail at ground floor and commercial at the upper levels. Alongside, the delivery of new affordable housing, medical floorspace and a public square.*



- 1.29 The proposed development will be car-free (with some provision for people with disabilities in Newcombe Street adjacent to the proposed doctor's surgery) and will encourage sustainable transportation (use of public transport, walking and cycling). Servicing will be provided from within the site and also optimise nearby exiting on-street servicing bays.

### **Public benefits**

- 1.30 In broad terms, the vision for the Site seeks to offer a number of public benefits which are both expressed in design and socio-economic terms and may be summarised as:

- Renovation of eyesore in centre of Notting Hill Gate after many failed attempts;
- Retention and refurbishment of the existing tower, retaining embodied carbon;
- Net zero carbon emissions and highly sustainable new building;
- New public square to Notting Hill Gate open to the sky accessible 24/7 and managed by estate;
- Improved and safer pedestrian link to Uxbridge Street;
- Active uses at ground floor that support and strengthen the local area;
- high quality landscape proposal increasing wellness and biodiversity;
- Introduction of colonnade widening Kensington Church Street pavement;
- Off street and concealed servicing via Newcombe Street;
- High quality design introducing new and distinctive architecture carefully crafted for its location and context;
- Uplift in area for on-site socially rented affordable housing directed at local needs;
- Provision of on-site medical use designed in collaboration with the NHS;
- High profile and best in class new commercial hub for Notting Hill gate;
- Estimated £2.3 million per annum spent by office occupants supporting the local economy and high street;
- Occupants will act as catalysts for retail improvements along the high street;
- Section 106 and CIL payment contributions; and
- Certainty of deliverability of project by active and experienced developer underpinned by secured funding.

## 2. Community involvement programme – principles

### Guidance on involving the community in pre-application proposals

- 2.1 NHG (KCS) and its Design Team reviewed the Royal Borough of Kensington’s (‘RBKC’) Statement of Community Involvement (2020) and an Addendum (2021) to ensure that the Council’s expectations were met in terms of pre-application community involvement. Throughout the programme, key materials were shared with RBKC for appropriate review and input.
- 2.2 NHG (KCS) and its Design Team indicated to RBKC from the outset that they wished to respond positively to the key statements contained in Section 7 of RBKC’s SCI that:

*Applicants are expected to engage with the local community as part of the pre-application process. This provides an important opportunity for neighbours and local communities to raise any issues directly with the applicant and influence the proposals at an early stage, taking any comments received on board.*

And:

*Where pre-application consultation is undertaken, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues. This report should be submitted with any subsequent planning application.*

## **Approach followed**

- 2.3 The intended community involvement programme was shared in advance with KBKC officers and members as well as key community stakeholders. It was updated during the programme, although the key components and activities agreed at the outset and described below were all fully implemented.
- 2.4 RBKC officers also indicated at the outset of the applicant-led programme that they would also seek to undertake certain parallel pre-application activities which would be led by the Council. NHG (KCS) and its Design Team indicated that they would be very willing to collaborate with and input appropriately into these activities.
- 2.5 Our wide-ranging experience of designing and implementing pre-application community involvement programmes for major projects UK-wide has been of Local Planning Authorities largely relying on applicants to lead such programmes. LPA's have almost exclusively confined themselves to conducting statutory consultation on planning applications once they have been submitted.
- 2.6 Due to the potential for confusion around respective roles and duplication of information, Polity worked closely with RBKC officers to ensure that respective roles were understood and that the content and sequencing of the applicant-led and council-led activities minimised overlap. We also held periodic review meetings with RBKC officers to consider progress, the implementation of the programme and also key community feedback received.
- 2.7 At the final review meeting with RBKC officers we also considered levels of participation and whether the activities and 'twin-tracking' had been successful. It was concluded overall in broad terms that the programme had gone to plan and successfully achieved its objectives through the collaborative working that was followed throughout. We did observe that in the latter stages of both the applicant-led and council-led activities there was some fall-off in physical participation but that overall there was good and diverse community engagement (see below for quantification of this).



## National guidance

- 2.8 Outside of the local dimension, the programme was also conceived to recognise that increased emphasis has been placed at national level on early engagement in the planning process in order to allow feedback to be fully taken on board before planning applications are finalised.
- 2.9 This was a key guiding principle of the Localism Act (2011), and the importance of front-loaded community involvement is reinforced by the most recent iteration of the National Planning Policy Framework (July 2021), which states at paragraph 39:

*Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*

- 2.10 The importance of placing local communities at the heart of the planning system has also been emphasised by the Rt Hon Michael Gove MP, Secretary of State for Levelling Up, Housing & Communities in a letter to Members of Parliament in early December 2022, setting out further changes to the Levelling Up and Regeneration Bill as well as future updates to the National Planning Policy Framework.

## **Summary of key objectives of the community involvement programme**

2.11 The community involvement programme described below sought to be inclusive as possible of the local community. It was designed to meet the expectations of both RBKC and guidance issued at national level and employ a mix of traditional (face-to-face) and digital channels so that as many individuals, civic/resident groups, elected representatives and community/commercial organisations could:

- have access at an early stage to clear information about the proposals for Newcombe House and the design process leading to an eventual planning application;
- put forward their own ideas and feel confident that there is a process for listening to, recording and considering feedback;
- comment on the design and content of proposals (including potential contributions to social infrastructure and the socio-economic benefits of the proposal along with any priorities that should be accorded to these) prior to submission and receive appropriate responses from the design team;
- understand how the submitted planning application had responded to and evolved as a result of the diverse feedback received during the course of the programme.

2.12 The process followed, feedback received and the responses from NHG (KCS) and its Design Team are described in the following sections.

### **3. Community involvement programme – tactics**

3.1 As described above the various activities which formed the eventual community involvement programme were discussed and agreed with officers at RBKC in advance of implementation and there was ongoing contact throughout the programme to ensure that progress and results were communicated appropriately. Review meetings were held at the end of key stages to evaluate what had been learnt from feedback and how this had impacted on the design process.

3.2 The agreed programme was broadly divided into a series of stages.

#### **Stage 1: The Vision (Q2/Q3 2022)**

3.3 In our previous work at the Newcombe House site and in very similar circumstances elsewhere, we have found that at initial stage an open vision-based exercise works well in engaging community and political stakeholders. This helps identify 'big picture' issues.

3.4 This involved setting out the strengths and weaknesses of the existing site and suggesting potential new opportunities. It also allowed stakeholders to express their views on what they don't like and what they might like. We expected consensus amongst programme participants on certain issues and differences of opinion on others and this played out not only at this stage but also in the stages that followed. A local community rarely speaks with one voice.

3.5 At this stage we were careful to ensure that programme participants clearly understood that any proposals were not 'set in stone'. Visual materials and plans presented were preliminary and were not by any means finalised, although broad parameters were conveyed of the scale, height, massing and content/uses.

#### **Stage 2: Emerging Plans (Q3/Q4 2022)**

3.6 This involved revealing much more detailed emerging proposals where scale, height, massing, uses, public realm etc. are presented. The proposals were linked back to the feedback received at Stage 1. "You said, we responded".



- 3.7 The objective of this stage was to demonstrate to Stage 1 consultees and the wider community that initial feedback has been addressed either by revisions/refinements to the proposals or explaining why it has not been possible to address the initial feedback. This stage also sought to gather as much new feedback as possible on the more worked up emerging proposals and consider these in the ongoing design process.

### **Stage 3: Pre-Submission Proposals (Q1/Q2 2023)**

- 3.8 This was the final stage of community engagement and presented the intended application scheme close to the point of submission.
- 3.9 The objective was to demonstrate how plans have evolved or not evolved (with explanations as to why that is the case) to respond to Stage 2 feedback. Even at this late stage, the proposals were not finalised and were still evolving in direct response to feedback. Key stakeholders/consultees were also informed about the timetable for the application submission process and RBKC's post-submission statutory consultation.
- 3.10 Stage 3 concluded the applicant-led community involvement programme. Stage 4 (submission and statutory consultation) and Stage 5 (determination) offers further opportunities for the local community to input into the Newcombe House proposals, but this will be led by RBKC with potential for further dialogue between NHG (KCS) and the local authority. NHG (KCS) is also very willing to maintain dialogue or share information with any interested residents or stakeholders locally, particularly if there are matters which arise out of the detailed reports which form part of the planning submission.

### **Key events and activities in the programme**

- 3.11 The various face-to-face and online/virtual activities carried out during Stages 1 and 2 of the programme are set out in the table below which was shared and discussed at a meeting (31.10.22) with RBKC officers along with a systematic review of the feedback that was gathered.

Activity	Comments
Briefing of Campden and Pembridge ward members (9.6.22), held virtually.	Facilitated by RBKC. Presentation by Squire & Partners and Q&A/comments.
Residents Associations Forum (20.6.22), held at Newcombe House.	Facilitated by RBKC and attended by 22 representatives of RA's and ward councillors from both Campden and Pembridge wards. Presentation by Squire & Partners and Q&A/comments (see <b>Appendix A</b> ).
Briefing of Chair of Planning Committee & Lead Member for Planning, Place and Environment (13.7.22), held virtually.	Presentation by Squire & Partners and Q&A/comments.
Briefing of Campden and Pembridge ward members (5.9.22), held virtually.	Presentation by Squire & Partners and Q&A/comments.
Briefing of Chair of Planning Committee & Lead Member for Planning, Place and Environment (5.9.22), held virtually.	Presentation by Squire & Partners and Q&A/comments.
Briefing of neighbour (Pippa Pop-ins, Kensington Place, 13.9.22).	Meeting with owner to give overview of emerging plans and also visit internal and external space at nursery.
Development Forum (28.9.22) held at Essex Church, Palace Gardens Terrace.	Facilitated by RBKC and attended by around 100 residents and ward councillors from both Campden and Pembridge wards. Presentation (see <b>Appendix B</b> ) by Squire & Partner and Q&A/comments.
3RA Group Workshop (Hillgate Village RA, Campden Hill RA & Pembridge Association, 4.10.22), held at Newcombe House.	Presentation by Squire & Partners and Q&A/comments. Attended by 4 representatives (see <b>Appendix C</b> ).
Kensington Society Workshop (5.10.22), held at Newcombe House.	Presentation by Squire & Partners and Q&A/comments. Attended by 7 representatives (see <b>Appendix C</b> for presentation).
Distribution of community newsletter (6.10.22).	Delivered door to door to around 2,000 residential and business properties within an agreed catchment (see <b>Appendices D and E</b> ).
Launch of website <a href="http://www.newcombehouse.info">www.newcombehouse.info</a> (6.10.22).	Since launch until 31.10.22 Google Analytics showed 2,692 page impressions including 76 downloads of files (see <b>Appendix F</b> ).
Webinar (12.10.22).	On-screen presentation by Squire & Partners followed by Q&A via the Zoom chat facility. 15 online participants (see <b>Appendix C</b> ).
Two-day public exhibition at the Essex Church, Palace Gardens Terrace (18 & 19.10.22).	Display of boards, Q&As and feedback. Attended by 49 visitors over the two days (see <b>Appendix G</b> ).

Table 1: Activities and participation in Stages 1 & 2 of the programme – grey shading denotes led by RBKC, blue shading denotes led by the applicant

3.12 The various face-to-face and online/virtual activities carried out during Stage 3 of the programme are set out in the table below which was shared and discussed at a meeting (18.4.23) with RBKC officers along with a systematic review of the feedback that was gathered.



Activity	Comments
Briefing of Campden and Pembridge ward members (16.1.23), held at RBKC Town Hall.	Presentation by Squire & Partners and Q&A/comments. Attended by all 5 ward members (see <a href="#">Appendix H</a> ).
3RA Group Workshop (Hillgate Village RA, Campden Hill RA & Pembridge Association, 23.1.23), held at Newcombe House.	Presentation by Squire & Partners and Q&A/comments. Attended by 4 representatives (see <a href="#">Appendix H</a> ).
Kensington Society Workshop (23.1.23), held at Newcombe House.	Presentation by Squire & Partners and Q&A/comments. Attended by 6 representatives (see <a href="#">Appendix H</a> ).
Briefing of Chair of Planning Committee & Lead Member for Planning, Place and Environment (24.1.23), held virtually.	Presentation by Squire & Partners and Q&A/comments.
Distribution of community newsletter 2 (9.3.23).	Delivered door to door to around 2,000 residential and business properties (see <a href="#">Appendix I</a> ).
Update of website <a href="http://www.newcombehouse.info">www.newcombehouse.info</a> (9.3.23).	Since launch to 25.5.23 Google Analytics showed 11,109 page impressions by 1,464 users including 392 downloads of files (see <a href="#">Appendix F</a> ).
Briefing of Felicity Buchan MP (10.3.23), held virtually.	Not in programme but requested by her. Presentation by Squire & Partners and Q&A/comments.
Webinar 2 (16.3.23).	On-screen presentation by Squire & Partners followed by Q&A via the Zoom chat facility. 16 online participants (27 pre-registered - see <a href="#">Appendix J</a> ).
Residents' Associations Forum (20.3.23), held at Newcombe House.	Facilitated by RBKC and attended by 8 representatives of RA's and 5 ward councillors from both Campden and Pembridge wards. Presentation by Squire & Partners and Q&A/comments (see <a href="#">Appendix K</a> ).
One-day public exhibition at the Essex Church, Palace Gardens Terrace (21.3.23).	Display of boards, Q&As and feedback. Attended by 29 visitors (see <a href="#">Appendix L</a> ).
Development Forum (29.3.23) held at Essex Church, Palace Gardens Terrace.	Facilitated by RBKC and attended by around 60 residents and ward councillors from both Campden and Pembridge wards. Presentation by Squire & Partner and Q&A/comments (see <a href="#">Appendix K</a> ).
Briefing of Chair of Planning Committee & Lead Member for Planning, Place and Environment (22.5.23), held physically/virtually.	Presentation by Squire & Partners and Q&A/comments.
Briefing of Campden and Pembridge ward members (24.5.23), held at RBKC Town Hall.	Presentation by Squire & Partners and Q&A/comments.

Table 2: Activities and participation in Stage 3 of the programme – grey shading denotes led by RBKC, blue shading denotes led by the applicant

## Conclusions

- 3.13 The programme was discussed and agreed in advance with RBKC officers and combined direct and positive engagement with residents, civic groups, commercial neighbours and elected representatives. We established a key stakeholder list (see **Appendix M**) and took particular care to ensure that we provided information to the nearest residential neighbours.
- 3.14 We received a diverse range of comments and feedback through the physical and virtual channels which were deployed throughout the programme. Combined with the RBKC-led activities set out in the tables above, we believe that there was an extensive and successful reach of information to and engagement with the community in Notting Hill Gate. Whilst we did discover consensus in the community on a number of issues, there were differences of opinion on various issues related to design, materiality and uses which we have summarised in the feedback matrix in the following section.



Drop-in session 1 September 2022 (Stage 2)





Development Forum 1 September 2022 (Stage 2)



Drop-in session 2 March 2023 (Stage 3)



Development Forum 2 March 2023 (Stage 3)

3.15 Those most closely and consistently engaged throughout in the programme were from the '3RA' Group (comprising representatives of the Hillgate Village Residents' Association, Campden Hill Residents Association and the Pembridge Association) and the Kensington Society (which also included representatives from the Ladbrooke Association and the Cherry Trees Residential Amenities Association).

3.16 One neighbour which was approached on a few occasions without success was the Bethesda Church on Kensington Place/Newcombe Street. Contact was eventually established with the Church Committee and more recently with their party wall surveyor. A meeting is to be arranged.

3.17 The following section focuses on the key issues from the feedback received at the different stages of the community involvement programme and sets out the responses of NHG (KCS) and its Design Team.

## **4. Key issues emerging from the programme and responses to feedback**

- 4.1 The tables below show the key issues and comments raised during the community involvement programme. These were gathered from all of the activities and channels described in Section 3 above. We have separated out issues and comments made at the different stages of the programme. Stages 1 & 2 were transacted from June to December 2022, while Stage 3 was from January to mid-April 2023.
- 4.2 In line with the reporting suggested by the RBKC Statement of Community Involvement (see 2.2 above), the responses provided seek to demonstrate how the finalised proposals have been influenced by the community feedback received or explain why it is not possible to implement any suggestions received.
- 4.3 The Newcombe House proposals are a major project and during the course of the community involvement programme there were significant revisions made in response to feedback. In paragraphs 1.21 to 1.24 above we summarised the three key elements of the proposals and how these evolved through re-design and in some cases a fundamentally changed approach to the initial built form proposed and uses as well as the introduction of new aesthetics, design features, materiality and landscape treatment.
- 4.4 The tables seek to explain and clarify the design 'journey' that took place during the approximate 10-month community involvement programme. The Appendices to this document contain presentations giving time-specific snapshots of the detail of the iterative design process at each stage as it evolved and addressed feedback which was received from the local community as well as RBKC officers and advisory bodies such as the Quality Review Panel (QRP).
- 4.5 This Statement of Community Involvement necessarily focuses on community-based feedback rather than that received from RBKC officers, the QRP and statutory consultees (including the Greater London Authority). This is the approach we always follow, although we recognise that non-community based stakeholders are engaged in parallel in the pre-application process and always have a bearing on the finalised form and content of development proposals. Non-community based feedback is addressed separately in the Design and Access Statement.



## Stage 1 & 2 feedback and response

<b>Issue/comment</b>	<b>Commentary/response</b>
Step-free access to the Notting Hill Gate tube station.	Raised uniquely at this point by the Kensington Society and seen by them as a 'benefit' of the previous scheme that should be retained. Suggestions provided as to how this might be achieved in engineering terms. Not an issue we have encountered with the public generally. The inability of the new scheme to deliver this was explained.
Provision of GP's surgery/health facility.	The Kensington Society made it clear that this is a 'non-negotiable' and required element of the new scheme. Concern over future of existing surgeries if new space is not provided. The 3RA Group questioned the amalgamation of the currently separate doctors' surgeries as this would limit choice and lengthen travelling distances within the catchment. Practical issues around car parking also raised. Pembridge Villas Surgery stated that there was a clear case for provision and that the NHS CCG (now ICS) sees this as a 'priority case' . Outstanding issue with regard to the space that is to be provided, requiring further dialogue.
Need for offices in the post-COVID world.	Raised consistently during the programme. Beltane explained their commercial take on this and their experience elsewhere. High quality office ('Grade A') accommodation at Notting Hill Gate seen as attractive to a variety of end users. This is a commercial issue.
Residential provision.	No real commentary suggesting that there should be a greater or lesser residential component than suggested although questions were outstanding as to the exact number of units. Support for the proposed affordable re-provision and move towards larger units than those which previously existed at the site, addressing local need.

Issue/comment	Commentary/response
Public square/public realm/internal street.	Some respondents favoured the 'open air' public square approach of the previous scheme at the Site. Early concerns expressed around whether the 'internal street' would be 'light and airy'. Also questioned whether it would be 'inviting' and would have the feel of a 'passageway' (Kensington Society). As scheme has developed there was nevertheless a positive response to the proposed series of linked public spaces and the public square on Notting Hill Gate. The 'open air garden' that was introduced following initial feedback to address internal light issues was favourably received. The double height entrance off Notting Hill Gate was generally welcomed. Reassurances also sought on the slope of the internal street to ensure that it would be accessible to all.
Desire to see progress and regeneration	Supportive feedback via the website and from emails highlight the eyesore nature of the site and the stalled attempts at previous regeneration. Some feeling that this had 'gone on for too long'.
Uxbridge Street	Key issues raised here are around how this narrow street would function and relate to the rest of the public realm. Considered currently as somewhat of a 'canyon' and with potential for anti-social behaviour. Further details requested on uses, layout, landscaping. Suggestion from 3RA group that there could be measures to green the flank of the sub-station on Uxbridge Street.
Vision for 'internal street'.	Clear feedback from various sources that this should be curated with retail and restaurants that would create a special and unique place. Need to avoid replicating what is already available in Notting Hill Gate. Not a place for chains but independent operators. General view that there is a current lack of diversity of offer locally. Further work required by team to visualise/communicate how this new street/space would look and feel.
Strong desire for retention of 'Waterstones tree'	Scheme amended to allow for the retention of this. Reassurances sought on the future of the tree and whether it had sufficient space to thrive.

<b>Issue/comment</b>	<b>Commentary/response</b>
Could the Farmers' Market be incorporated?	The Farmers' Market remains a popular attraction locally. Suggestion from the Kensington Society that the public space is designed in such a way so that it can accommodate the Market. Feedback from residents in Kensington Place as well as local ward councillors suggest that it is operating well at the Fox Primary School. Dialogue with London Farmers' Markets ongoing to discuss whether new public spaces might be useable for them.
Greening/landscaping.	Measures shown to increase the green feel of the site both at street level and on roof terraces generally supported. Reassurances sought over a strong management regime to ensure that all landscaping is maintained to a high standard in the future.
Height of Newcombe House tower.	Some visitors the public exhibition did not want to see any additional height, but generally there has been limited commentary on this and a recognition that the proposed retention of the tower and the three storey addition is far preferable to the extant consent. Several comments received that the proposed scheme is 'much better' than the Brockton proposal and this was largely the feeling of visitors to the exhibition.
Notting Hill Gate frontage building.	Some commentary here that this building feels a little 'too corporate' and did not reflect the feel of Notting Hill Gate. Divided opinion over the covered element of the public square and a desire to see this as 'open' as possible.
Proposed new balconies on eastern flank of Newcombe House tower.	Little commentary but those that did comment thought that these would be a good addition to improve the current austere and blank façade.
Comparators of existing space, space in extant planning permission and proposed scheme.	Requested by the Kensington Society and was provided at Stage 3 of the programme.
Servicing of completed development	Not a great deal of commentary on this, with main interest coming from residents in Kensington Place wanting to understand how the access/servicing would work. Suggested that there should be restrictions on the hours of servicing to limit disturbance.



<b>Issue/comment</b>	<b>Commentary/response</b>
Height of buildings along Kensington Church Street and over existing car park.	The Kensington Society wanted to understand whether the increased height in comparison with the extant permission worked in daylight/sunlight and Rights of Light terms. Very limited commentary from residents on the terraced building over the existing car park except to support the way this was stepped back from the properties on Jameson Street. Visitors from Jameson Street at the exhibition wanted to understand the separation distances from the rear of their properties and seemed generally comfortable with them.
Public art.	Questions raised around what would happen to the existing public art and what new public art would be introduced. Considered an important element. Should be 'celebrated'.
Management of ground floor space.	Concern over historic anti-social behaviour in and around the site. Desire to see a strong and professional management plan and closed/gated access out of operational hours for the internal street. Further work required to develop the detail of the management plan.
Management of roof terraces.	Questions raised around maintenance of soft landscaping and suggestion of restrictions on use to limit noise/disturbance outside of normal Monday to Friday working hours.
Kensington Church Street elevation (excluding health centre/residential building).	The treatment of this with its arches, architectural details, materiality and permeability was welcomed by many and considered to be attractive. Some consider the building to be 'heavy' and favour a lighter materiality. Majority view appears to be supportive of the emerging approach.
Health centre/affordable building	Most commentary was supportive of the aesthetics of this building with only a few expressing the view that it was too high. The contrast with the rest of the Kensington Church Street elevation so that they read as separate building generally supported.
Use of glazing/potential light pollution/and visual impact of 'office clutter'.	Several comments received on the need to try and 'soften' the glazing, ensure lighting of the offices does not become intrusive and potential ways of concealing the internal offices from street views.

<b>Issue/comment</b>	<b>Commentary/response</b>
Roof plant.	Limited feedback but understandable view from a few respondents that this should be concealed as much as possible and acoustically shielded. Suggestion that plant could be moved on to the health centre/affordable housing building. Explained why this is not possible.
Importance of retaining bus stops on Kensington Church Street.	The proposals do not involve the relocation of these.
Daylight/sunlight impacts	Raised primarily by Jameson Street residents (i.e. at the webinar) who wanted to understand the effects/impacts of the new proposals on their properties. Offered to share technical information with them when available.
Desire to see environmentally sustainable/carbon neutral development.	Raised at webinar. Further work required to communicate environmental credentials of the proposals.
Public benefits of proposals.	There was some interrogation of the overall value of the public benefits associated with the emerging scheme. In this respect there was a need to communicate these holistically so that they are understood.

### Stage 3 feedback and response

Issue/comment	Commentary/response
Desire to see progress and regeneration.	Further supportive feedback via the website, meetings, drop-in session and from emails highlight the eyesore nature of the site and the stalled attempts at previous regeneration. Some feeling that this has 'gone on for too long' and a desire for closure and certainty of delivery. NHG (NCS) has indicated at consultation meetings and events that their desire is to get to work at the site and ensure timely delivery. NHG (NCS) has also publicly stated that they have the secured funds to achieve that ambition.
Uses – offices.	Need for offices in the post-COVID world raised consistently during the programme. Beltane have explained their commercial take on this and their experience elsewhere. High quality office accommodation at Notting Hill Gate seen as attractive to a variety of end users regardless of the recent challenges of the pandemic. In fact the changed world or work has increased the demand for 'Grade A' workplaces that offer the right space and associated facilities. This is a commercial issue and judgement made by an office provider with a substantial track record and understanding of the market.
Uses – residential.	Some questioning of the number of units to be provided and comparison with the extant permission. Some participants at the Development Forum 2 favoured a residential-led scheme at the site due to housing need in RBKC. Support for the proposed affordable re-provision due to perception of lack of delivery. Support for proposition that there should be a move towards larger units than those which previously existed at the site, focusing on quality/need rather than raw numbers of homes.



<b>Issue/comment</b>	<b>Analysis/commentary</b>
Uses – community.	<p>The Kensington Society has made it clear that a medical centre is a 'non-negotiable' and required benefit of the new scheme. Concern over future of existing surgeries if new space is not provided. Local ward councillors also support this provision. The 3RA Group question the amalgamation of the currently separate doctors' surgeries as this would limit choice and lengthen travelling distances within the catchment. Practical issues around car parking also raised by local ward member. Possibility of adding a third car parking space in Newcombe Street for 'blue badge' holders emerged as a possibility. Pembridge Villas Surgery has stated that there is a clear case for provision and that the NHS CCG (now ICS) sees this as a 'priority case'. Dialogue continued with NHS but space required has been broadly agreed.</p>
Uses – retail.	<p>Discussion here moved on following the decision to remove the internal street which had been questioned in terms of its practicality and attractiveness as a retail proposition during the earlier part of the consultation programme. Very little commentary regretting the loss of this. General support for retail uses at ground floor level on NHG and Kensington Church Street (KCS) although consistent commentary around the need to try and encourage independent/boutique outlets rather than chain stores and fast food. Many participants said that they would like to see the retention of the Waterstone's book store.</p>
Strong desire for retention of 'Waterstones tree'.	<p>Scheme originally amended at an early stage to allow for the retention of this. Removal of 7-storey NHG frontage building addressed concerns expressed earlier in the consultation programme on the future of the tree and whether it had sufficient space to thrive.</p>

<b>Issue/comment</b>	<b>Analysis/commentary</b>
Public realm – Notting Hill Gate.	Discussion also moved on here following the removal of the 7-storey frontage building on Notting Hill Gate (NHG) with its undercroft. Many welcomed the new 'open air' public space and the link through to Uxbridge Street. Differing views expressed on the design/landscaping of the public square, including whether the space might be 'too cluttered' with raised planters. Widening of the main NHG pavement welcomed along with the removal of the bike stands/seating. Questions raised about where the existing public art might feature and whether there should be some barriers/railings protecting pedestrians from the traffic on NHG. Feedback also received on the revealed blank side façade of David Game House, suggesting that landscaping or public art could feature to create interest/softening.
Public realm - Uxbridge Street.	Given earlier feedback, further visuals were provided to show how the street might look, including picking up on suggestions on 'greening' the sub-station wall. Concern expressed over whether planting might thrive given the available light. New treatment of link through to NHG public square introduced to open it up was broadly welcomed along with 24/7 access (no gates).
Greening/landscaping.	Support throughout for measures shown to increase the green feel of the site both at street level and on roof terraces. Reassurances sought as in the earlier stage of the programme on a strong management regime to ensure that all landscaping is maintained to a high standard in the future. Concern that green feel might be achieved at outset and then lost over time.
Management of ground floor space.	Concern over historic anti-social behaviour in and around the site. Desire to see a strong and professional management plan. Some concerns expressed that the proposed colonnades would attract rough sleepers. Reassurances given over the intention to have a suitable on-site management regime.

<b>Issue/comment</b>	<b>Analysis/commentary</b>
Public art.	Questions raised around what would happen to the existing public art and what new public art would be introduced. Considered an important element. Should be 'celebrated'. New visuals showed how public art might be incorporated within the new proposed colonnades.
Height/width/massing of Newcombe House tower.	Some visitors the first public exhibition did not want to see any additional height, but generally there has been limited commentary on this and a recognition that the proposed retention of the tower and the three-storey addition is far preferable to the extant consent. Further comments received that the proposed scheme is 'much better' than extant consent. The removal of the 7-storey NHG frontage building has led to the drawing back of the building, its vertical extension and consequent widening of the tower. This has led to some concerns being expressed by those residents located to the west of the site in terms of increased visual impact and daylight/sunlight impacts. Reassurances have been sought in terms of verified views of the revised tower in order to appreciate height, bulk and massing. Massing diagrams have been provided and further information will be provided in the Townscape and Visual Impact Assessment which will form part of the planning submission.
Aesthetics of tower.	Earlier feedback received included commentary that the retained tower and its 7-storey frontage building were 'too corporate' and were ubiquitous in design. This led to the presentation of a new approach to the facades of the remodelled tower. An earlier 'elliptical' concept presented to local ward members which was received positively was revised to be more rectilinear in response to the QRP. The feedback subsequently received was that the elliptical approach was more interesting and less ubiquitous, offering a much more distinctive and interesting building for NHG.
Proposed new balconies on eastern flank of Newcombe House tower.	There was divided opinion here over whether these should be coloured or not. Some felt that colour had been used enough in NHG and that the façade in question was not part of the NHG street frontage. Others wanted to see a bit more playfulness/adventure in the building and felt that colour would work.

<b>Issue/comment</b>	<b>Analysis/commentary</b>
Height of buildings along Kensington Church Street and over existing car park.	Although some feedback was received that the height of the buildings along KCS was too high, most participants in the programme appeared to be comfortable with the height and focused more on design and materiality. Changes that were made to break up the parapet of the main KCS building (i.e. excluding the medical centre/affordable block) were welcome. Residents of Jameson Street (southern end) present at the webinar expressed concern over daylight/sunlight impacts associated with the eight-storey medical centre/affordable block given its proposed height.
Introduction of colonnade along Kensington Church Street.	The introduction of the colonnade with its widening of the street was generally welcomed as feedback had been received during the consultation programme that KCS would benefit from increased space for pedestrians.
Aesthetics of Kensington Church Street elevation (excluding medical centre/affordable building).	The treatment of this with its new colonnade, arches, architectural details and revised fenestration was welcomed by many and considered to be attractive. During the earlier stage of the consultation programme, some feedback was received favour a lighter materiality. This was implemented and appeared to be generally well-received.
Aesthetics of medical centre/affordable building.	Further work was undertaken on the design and materiality of this building. There was a move to replicate the materiality and colour of the building opposite on Kensington Church Street and opinion was divided over this. The design approach which seeks to make this building read as separate and different to the rest of the KCS frontage seemed to be generally supported.
Management of roof terraces.	Questions were raised as they had been earlier in the programme around maintenance of soft landscaping and restrictions on use to limit noise/disturbance.
Use of glazing/potential light pollution/and visual impact of 'office clutter'.	Comments received previously in the consultation programme were repeated on received on the ensure lighting of the offices does not become intrusive and potential ways of concealing the internal office 'clutter' from street views.



<b>Issue/comment</b>	<b>Analysis/commentary</b>
Roof plant.	A lot more feedback received at Stage 3 of the programme with neighbouring residents wanting further reassurance on concealment and acoustic shielding. Further work undertaken to ensure that plant located at roof level is as unobtrusive as possible.
Daylight/sunlight impacts.	Raised primarily by the Hillgate Village RA and Jameson Street residents (at webinar 2) who wanted to understand the effects/impacts of the new proposals on their properties. Offered to share technical information with them when available and brief individual residents on a one-to-one basis if they request it. Overshadowing diagrams were also shared with key stakeholders.
Comparators of existing space, space in extant planning permission and proposed scheme.	These had been requested earlier in the consultation process and were provided at various Stage 3 consultation activities.
Servicing of completed development.	There was more commentary on this at Stage 3, with main interest coming from residents in Kensington Place and Jameson Street wanting to understand how the access/servicing would work. Residents appeared reassured by the covered nature of the service yard accessed off Newcombe Street. Suggested that there should be restrictions on the hours of servicing to limit disturbance.
Step-free access to the Notting Hill Gate tube station.	Raised by the Kensington Society and seen by them as an important benefit of the extant permission which they would still wish to see implemented. Also raised by Felicity Buchan MP in the wider context of her constituency-wide campaign to get step-free access (e.g. at Ladbrooke Grove and South Kensington tube stations). Not raised by the public generally, although some feedback about the drawbacks associated with the previous step-free access which was for only one platform. The inability of the new scheme in engineering terms to deliver this has been explained. Ongoing discussions outside of the community involvement programme with Transport for London on this matter.
Demolition and Construction Management.	Steps were taken during Stage 3 to set out the plans here in terms of access and management of demolition and construction activities both in relation to the potential implementation of the extant permission and the proposed scheme. This was done via a dedicated webinar and through provision of information at the drop-in session.

<b>Issue/comment</b>	<b>Analysis/commentary</b>
<p>Could the Farmers' Market be incorporated?</p>	<p>The Farmers' Market remains a popular attraction locally. Suggestion from the Kensington Society that the public space is designed in such a way so that it can accommodate the Market and some questioning around whether the NHG public square could accommodate this. The new NHG public square treatment does lend itself to temporary stalls or performance space. Feedback from residents in Kensington Place and local ward members suggest that the Farmers' Market is operating well at the Fox Primary School and that servicing of the market on the NHG public square would be problematical. With its new home, the Farmers' Market continues to be a part of local life and has not been lost following the non-availability of the Newcombe House car park.</p>
<p>Public benefits of proposals.</p>	<p>There has been some interrogation of the overall value of the public benefits associated with the emerging scheme, particularly by the Kensington Society. Efforts were made at the Development Forum to quantify the range of socio-economic benefits associated with the proposed office-led regeneration of the site. Many participants in the consultation programme recognise that there could be substantial and lasting benefits.</p>

## 5. Conclusions

- 5.1 The community involvement programme for the emerging proposals at the Newcombe house site was conceived with best practice in mind and with the objective of meeting the expectations of the Royal Borough of Kensington and Chelsea as set out in its Statement of Community Involvement. RBKC officers were fully consulted on the programme prior to its implementation in terms of content, targeting and timing and review meetings were held during the implementation period to assess outcomes and feedback.
- 5.2 The programme employed both virtual communications channels as well as face-to-face engagement including a website, design workshops with civic groups, two webinars, two public Development Forums led by the Council, briefings of members of the Council and two drop-in sessions held at a well-known and accessible venue close to the Site. All of these activities were publicised through the door-to-door distribution of two community newsletters to a catchment agreed with RBKC as well as through contacts with identified stakeholders and civic groups who also publicised the programme through their own communications channels.
- 5.3 All of the comments received during the programme (which extended over an approximate 10-month period) have all been systematically reviewed by KCS (NHG) and its design team and responses to the key issues raised have been set out in this document. They are also described in the documentation that forms the planning submission, particularly in the Design and Access Statement and the Planning Statement.
- 5.4 We received an extensive and diverse range of comments which covered key issues such as height, bulk, massing, uses, the planning policy designation of the site, sustainability, transportation, access and connectivity, parking, servicing, quality of public realm, cycle routes, landscaping, quality/tenure of the residential accommodation, health provision, roof plant, noise, existing tree protection, space for and safety of pedestrians, preferred retail occupiers, public art, overshadowing and daylight/sunlight, relationship with neighbours, amenity space, detailing, façade treatment, materiality, public benefits and construction management.

- 5.5 The extensive nature of the community involvement programme, the various opportunities that were given to participate in direct dialogue and the steps that were taken to gather as much feedback as possible were generally appreciated by the residents, civic groups stakeholders and elected members who were engaged.
- 5.6 From our perspective, it was very important to ensure that the people, businesses and organisations that form the fabric of the local community at Notting Hill Gate were able to have real and meaningful opportunities to be informed about the new proposals, interrogate them, give their views and also see that there was a clear response from the applicant. The importance of getting this right was heightened by the previous adversarial planning situation at the Site.
- 5.6 In comparison with recent major projects in which we have been involved, the revisions made to the proposals in response to local feedback were some of the most substantial we have observed. NHG (KCS) and its Design Team were committed to working closely with the local community and were as responsive as possible, bearing in mind that on a number of issues the community expressed eclectic and sometimes differing views.
- 5.7 Key changes made during the pre-application consultation included:
- Retention of tree on corner of Notting Hill Gate and Kensington Church Street;
  - Removal of massing fronting onto Notting Hill Gate;
  - Creation of significant new public realm space on Notting Hill gates, open to the sky and accessible 24/7;
  - Widening of tower to northern elevation;
  - Improved connection through to Uxbridge street;
  - Omission of central covered street;
  - Widening of Kingston Church Street pavement through creation of colonnade
  - Reduction and sculpting of massing to Kensington Church St building and in particular the elevation facing Hillgate village;
  - Landscaping, biodiversity, sustainability, energy, carbon calculations and thermal performance evolutions to maximise green credentials of building to make it best in class;
  - increase in affordable building to maximise provision and to include medical use; and
  - evolution of design to all three buildings.





- 5.7 KCS (NHG), its Design Team and Polity would like to express their thanks to local people, civic groups and businesses which participated in the community involvement programme, giving significant amounts of their time. The feedback received was very helpful in the iterative pre-application design process and has informed the final planning submission. We would also like to thank RBKC officers for their assistance with and collaboration in the community involvement programme.
- 5.8 NCS (NHG) and its Design Team are also very willing to maintain dialogue with residents, civic groups, local businesses and other community-based groups during the period leading up to the determination of the planning application. If there are questions or clarification required on any aspects of the submission scheme including those arising from its more technical reports, they would be happy to assist. The project website will remain live throughout the period to determination and will be updated as appropriate with the submission material in an accessible format as requested by local ward councillors at the final review meeting held in May 2023.



**APPENDIX A:** Initial presentation to Residents Associations Forum (June 2022)



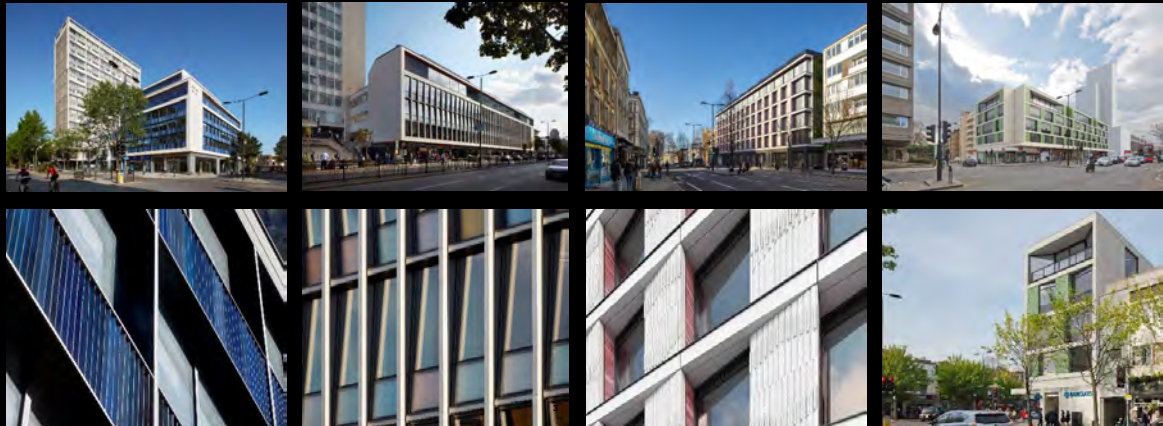
# SQUIRE & PARTNERS

## Newcombe House

20<sup>th</sup> June 2022

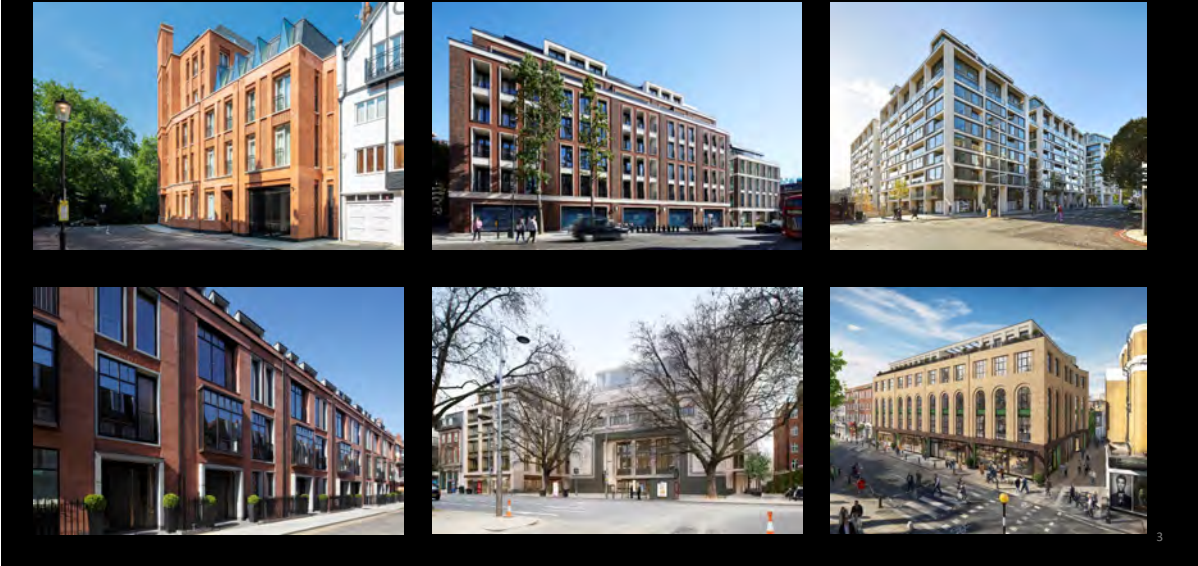
### Squire and Partners Notting Hill Gate Buildings

Squire and Partners designed four buildings on Notting Hill Gate and completed two



2

Squire and Partners K&C Buildings



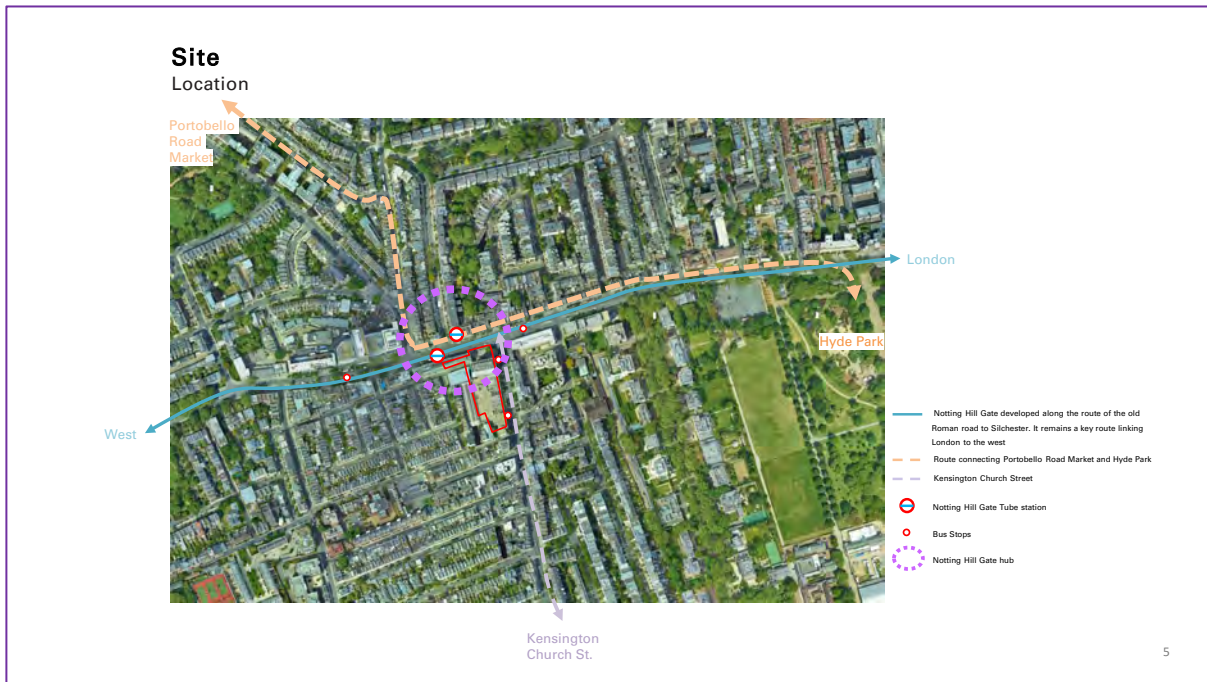
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Squire and Partners London Buildings

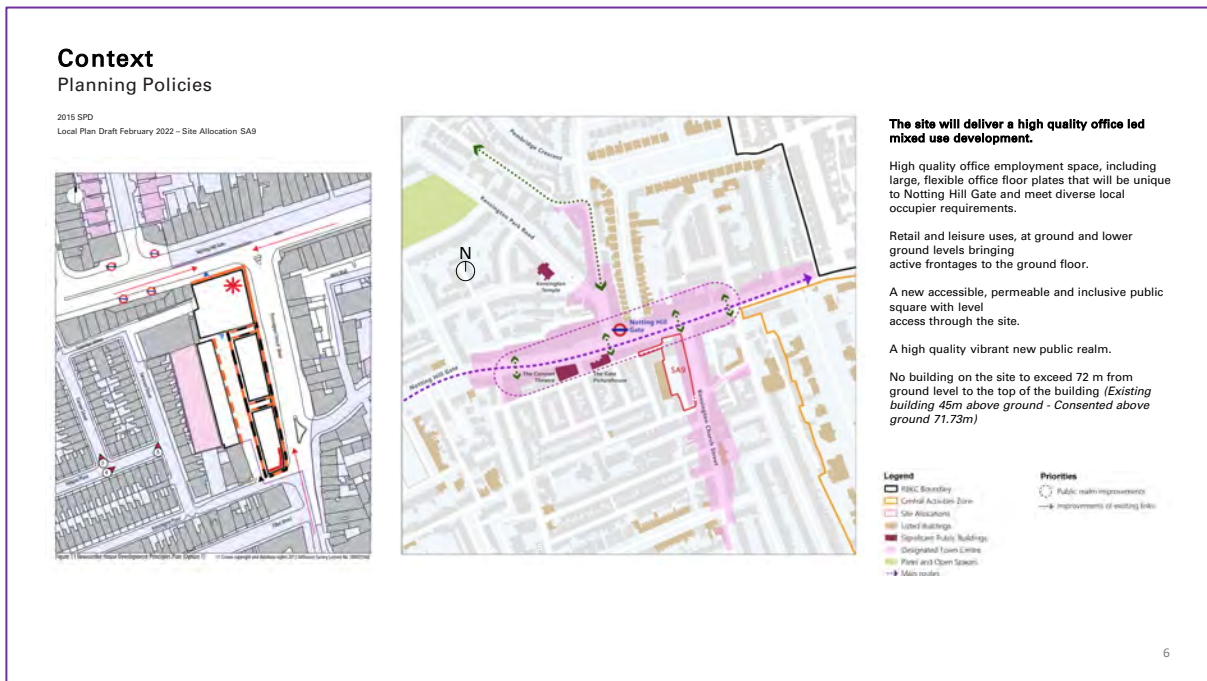


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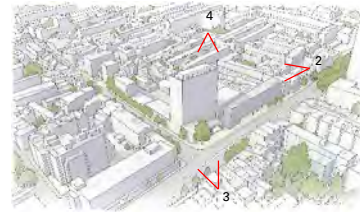


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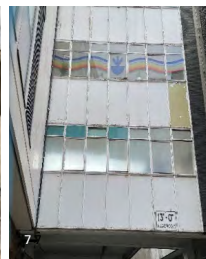
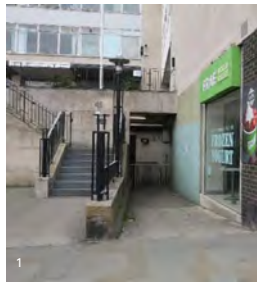
**Site**  
Existing



7

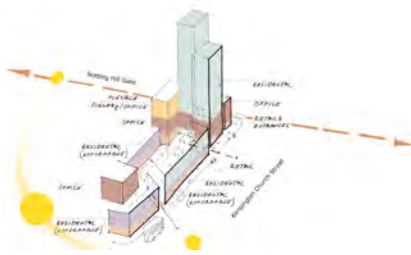
**Site**  
Newcombe House existing photos

- Images illustrate the following:
- A poor quality architecture
  - Poor street interface
  - No permeability across site
  - No level access to tower





### Consented schemes



Consented Height

- Corner Building G+17/13
- 66-74 Notting Hill Gate
- Notting Hill Gate District Centre
- NHG G+3
- WPB3 G+6
- David Game House
- WPB1 G+2
- New Public Square
- Grade II Listed LUL Station
- WPB2 - Cube G+2

Note - Model illustrates massing of planning consented schemes for David Game House, Ashley House, 66-74 Notting Hill Gate & 145 Kensington Church Street.



GIA Call In July 2018 - Diagram of revised building height illustrated in blue. Photo of 1:1000 model. Aerial view looking North-East. Info provided by photographer: Focal Length 47mm.

### Site Opportunities

Constraints and Opportunities on the Site

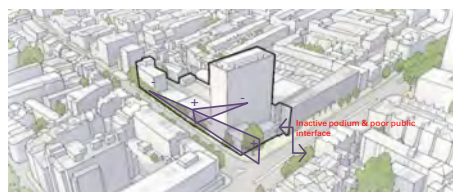
Sunlight Daylight



Notting Hill Gate underground station & LUL



NHG Street frontage



## Site Design principles

Building Cladding and alignments

Gateway



Opportunity for public space / destination hub



Introduce permeability across the site

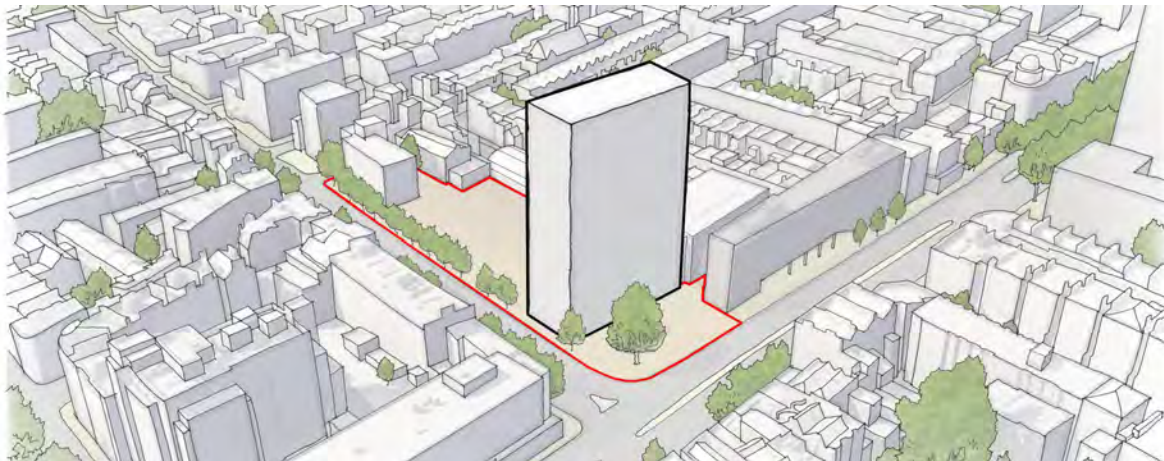


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## Proposals

Retention of tower

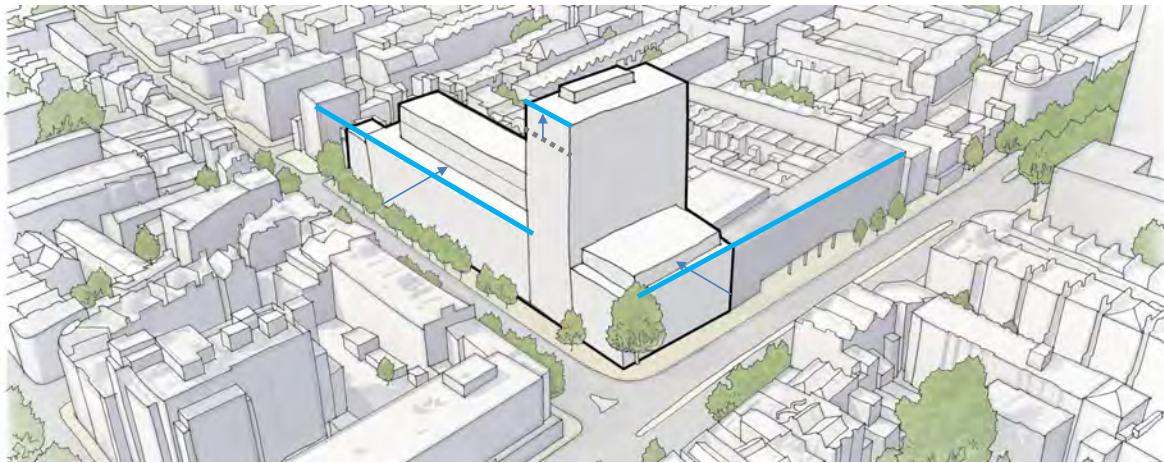
Retain tower skeleton



12



**Proposals**  
 Massing – Ken Church St  
 Additional setback floors



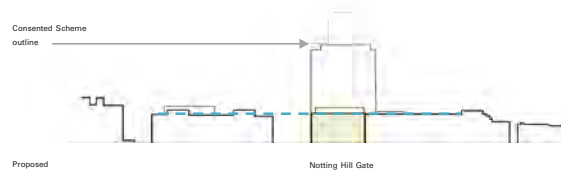
**Proposals**  
 Analysis

Elevation and height study to Notting Hill Gate



- Existing**
- Scale of the podium and ground floor building to NHG is not in keeping with the neighbouring buildings

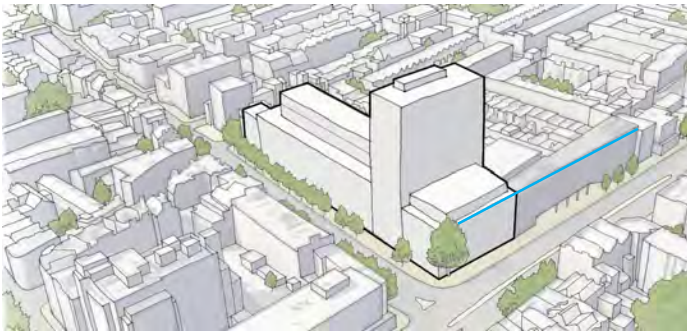
- Proposed**
- Height of the proposed massing on NHG is derived from the immediate context.
  - Enhance Street frontage & presence on the highstreet



## Proposals

### Massing

Introduce massing with height relationship to neighboring buildings



15

## Proposals

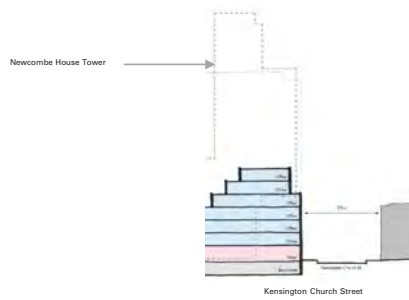
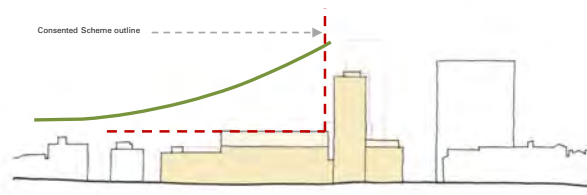
### Analysis

Elevation and height study to Kensington Church Street



**Proposed**

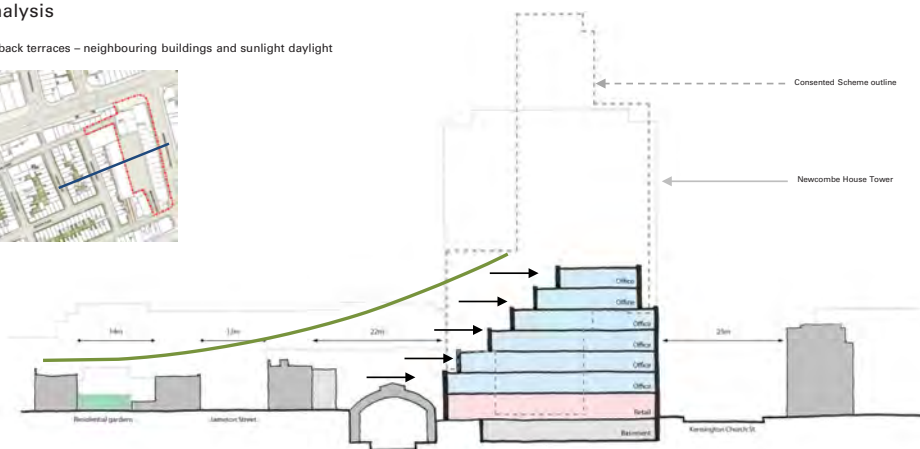
- The proposed massing decreases in height from NWG down KCS, in keeping with the scale of the adjacent buildings.
- Set back levels have been introduced to help maintain the proportions of the streetscape.



16

**Site Analysis**

Set back terraces – neighbouring buildings and sunlight daylight

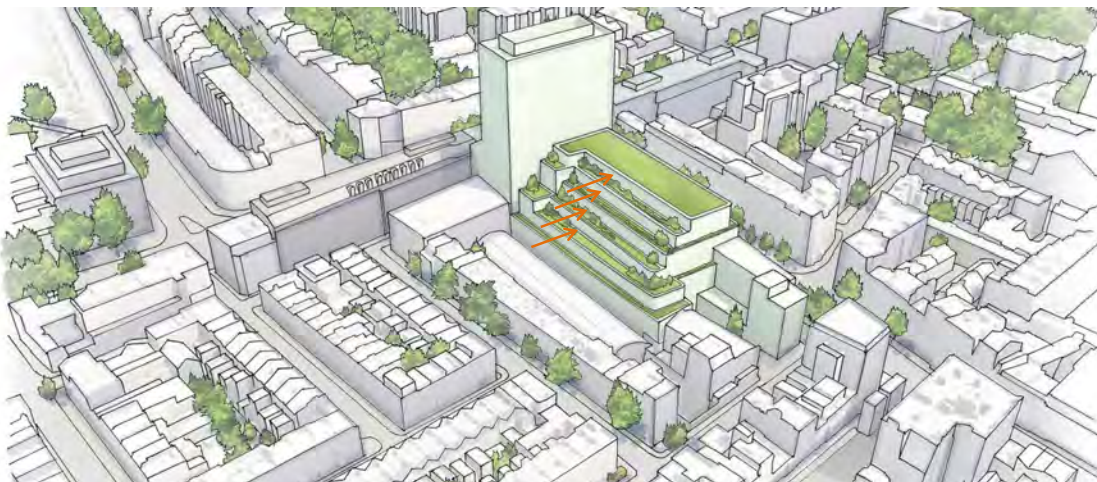


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**Site**

Massing – Rear of Ken Church St

Set back terraces – neighbouring buildings and sunlight daylight



18



### Site Massing

Enhanced greening & biodiversity

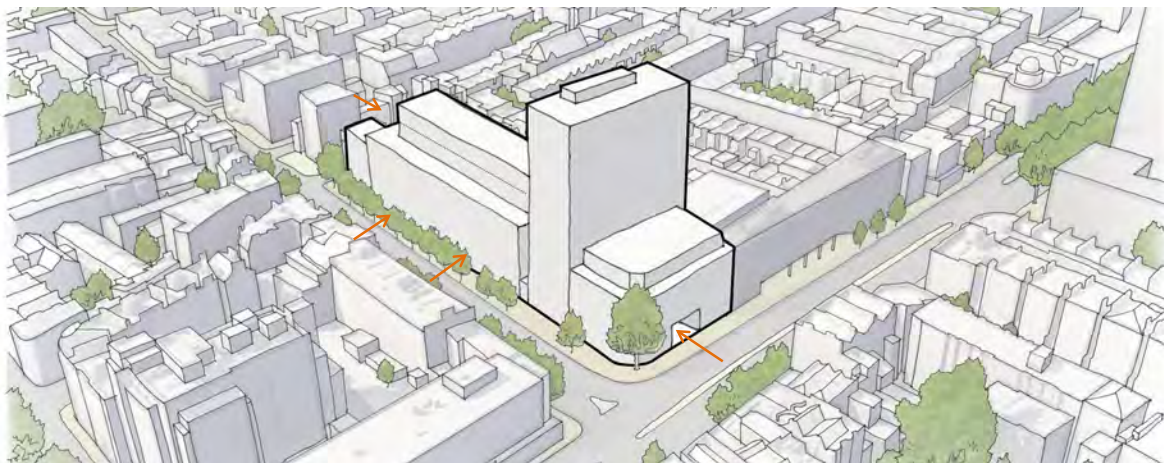


19

### Proposals

Ground Floor permeability

Access & activation

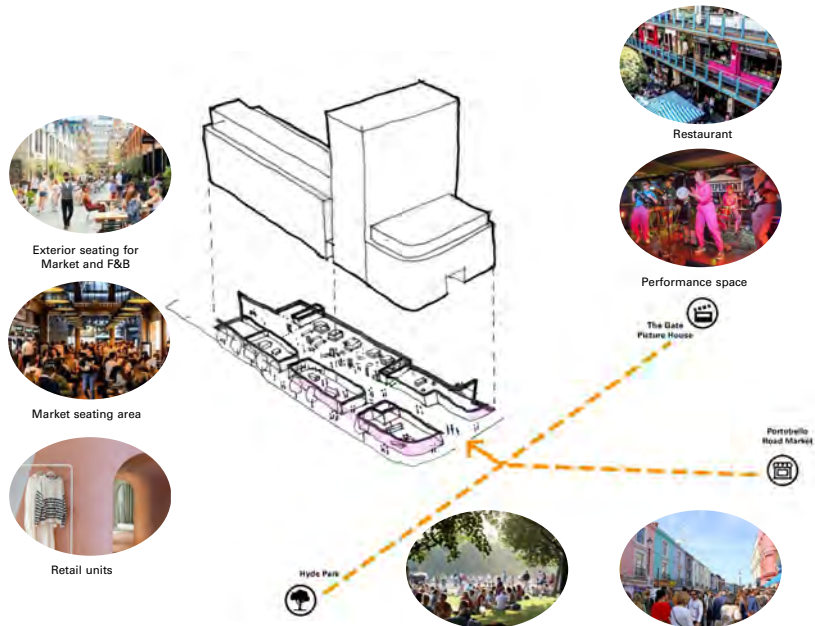


20



### Ground floor Multi-purpose Space

Ground Floor activation from retail & commercial offering



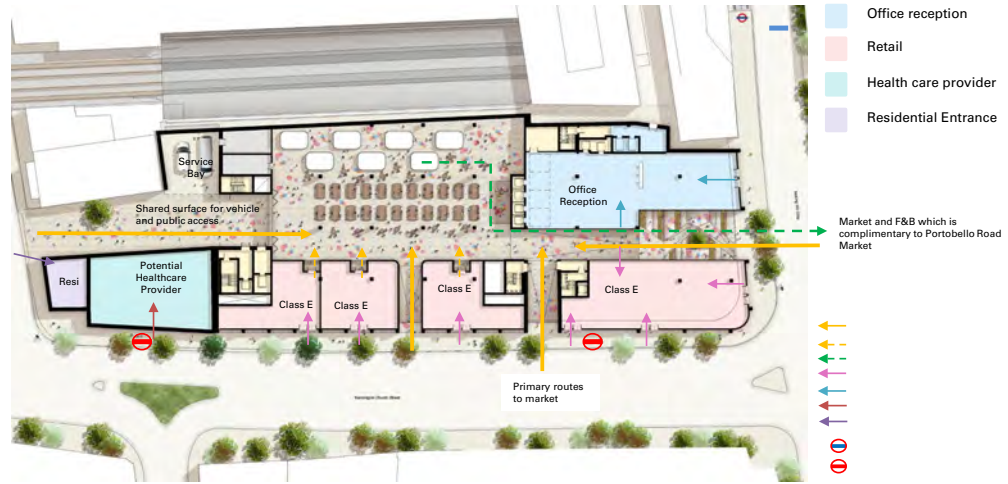
### Proposal Multi-purpose Space

Vibrancy & variety



**Proposal**  
Ground Floor Plan

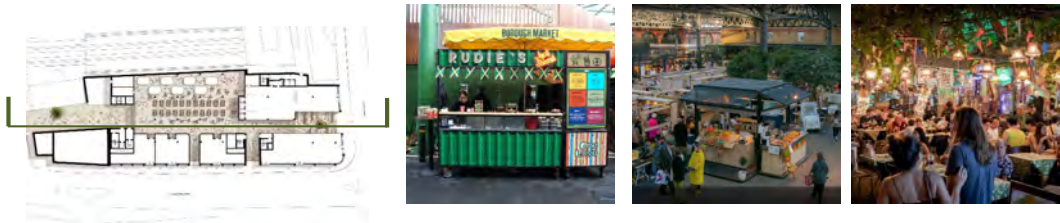
Multi-purpose space, retail and office reception



23

**Proposal**  
Ground Floor Plan

Multi-purpose space : Access + Connections



24

### Proposal Ground Floor Plan

Multi-purpose space – Precedents



Market Hall: Canary Wharf



Pavilion Road, RBKC



Saint Michael, Madrid



Chelsea Market, NY

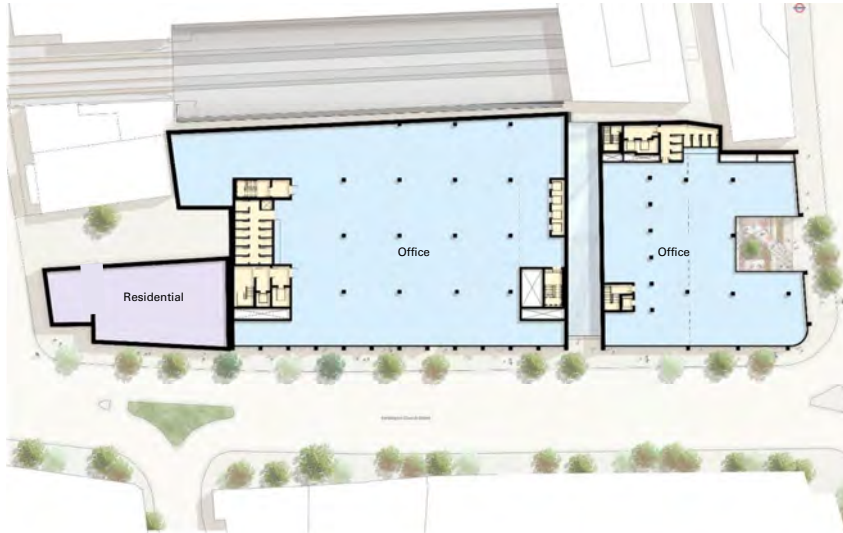
### Proposal Ground Floor Plan

Illustrative view – Market and F&B





**Proposal**  
First Floor Plan



27

**Proposal**  
Sixth Floor Plan



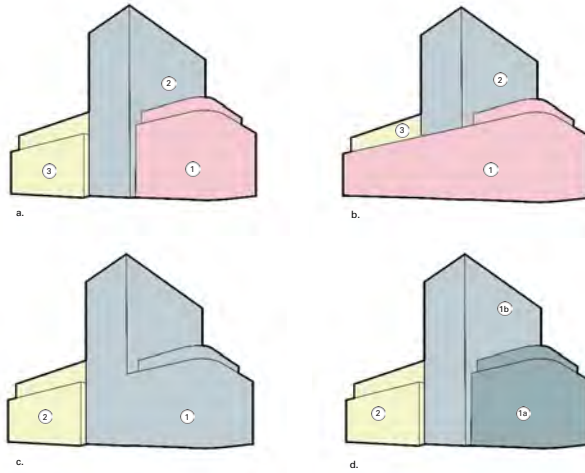
28



## Design Development

### Building elements

Notting Hill Gate Frontage + Tower + Kensington Church Road



Building character options:

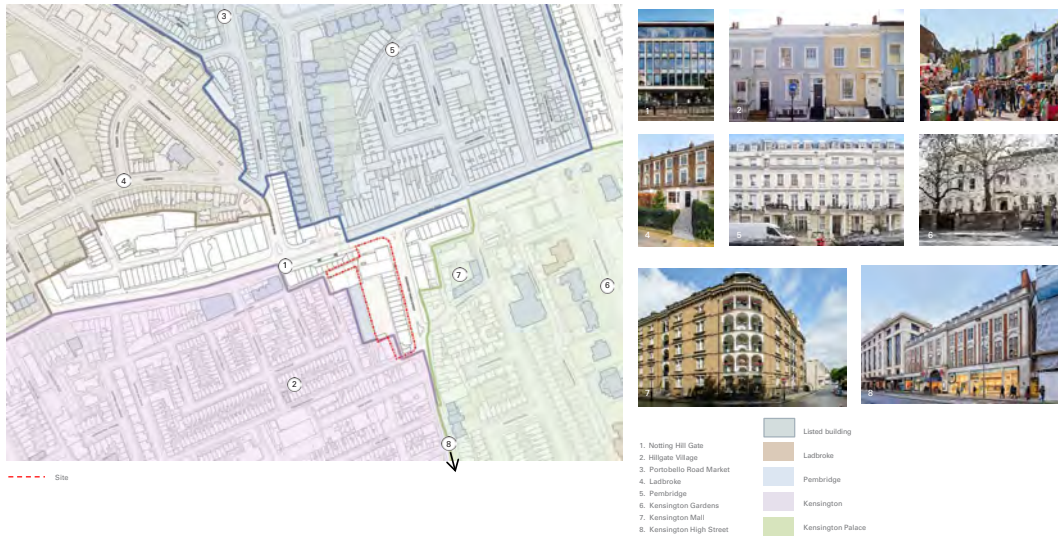
- Three different characters buildings for Notting Hill Gate Frontage, Tower and Kensington Church Road
- One podium building and two taller elements
- One building character for Tower and Notting Hill Gate frontage building and a different one for the Kensington Church Street building
- Two similar characters for the tower new façade and Notting hill gate frontage building and a different one for the Kensington Church Street building

29

## Site

### Local character areas

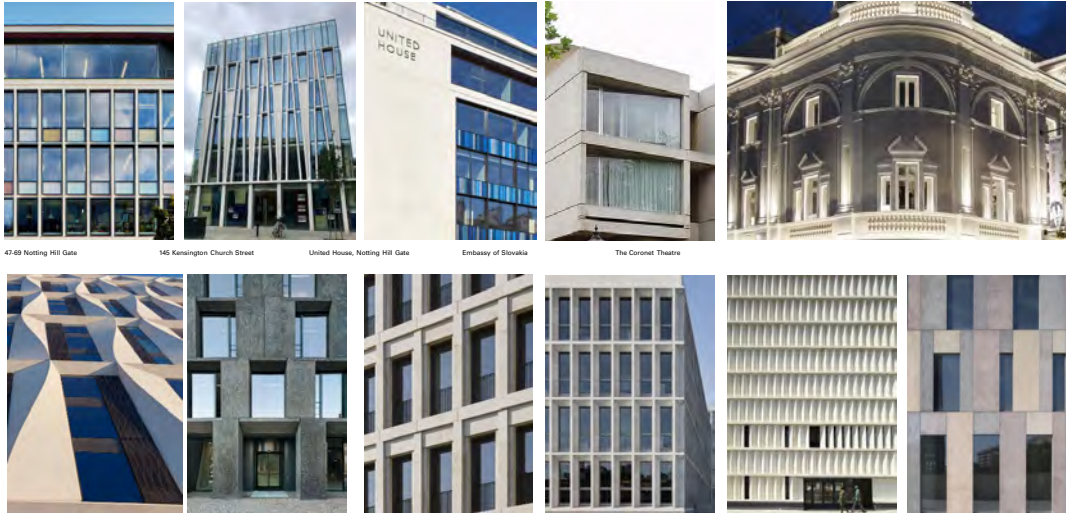
The conservation areas reflect the very specific character of the surrounding areas



30

## Design Development

Building elements – Buildings 1 and 1a



47-69 Notting Hill Gate

145 Kensington Church Street

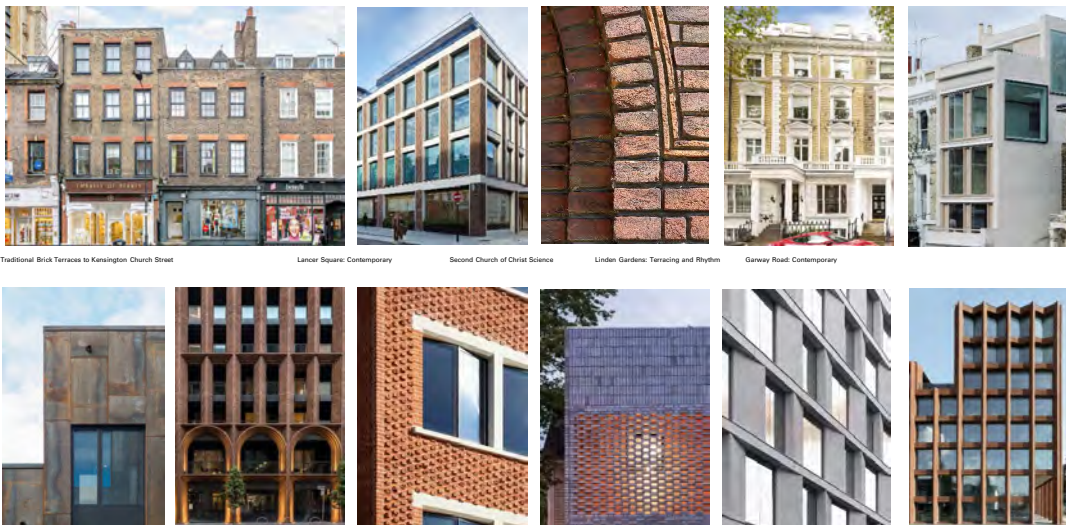
United House, Notting Hill Gate

Embassy of Slovakia

The Coronet Theatre

## Design Development

Building elements – Building 2



Traditional Brick Terraces to Kensington Church Street

Lancer Square: Contemporary

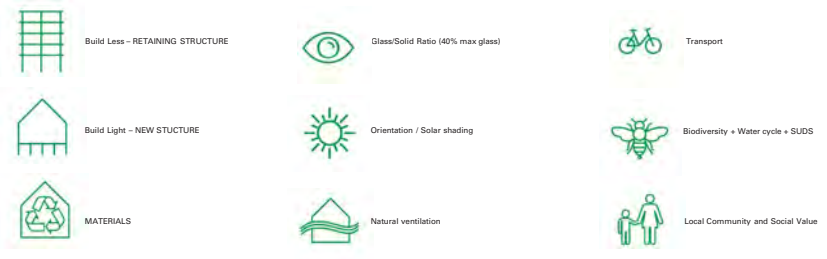
Second Church of Christ Science

Linden Gardens: Terracing and Rhythm

Garway Road: Contemporary

## Site Whole Life Carbon & Environmental Design

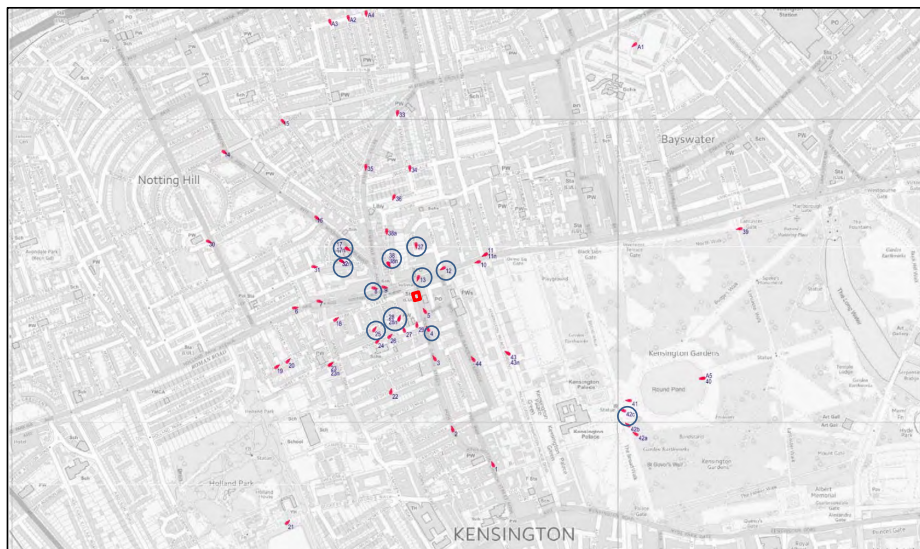
Key elements to influence the design



## Views

Relevant matched views have been included in this presentation;  
4, 8, 12, 13, 17, 25, 28, 32, 37, 38, 42c & 43

Key Views ○





**View 4: Kensington Church Street / Opp edge St - Existing**



**View 4: Kensington Church Street / Opp edge St - Consented**



**View 4: Kensington Church Street / Opp edge St - Proposed**



**View 8: NHG / Jamie O Restaurant - Existing**





**View 8: NHG / Jamie O Restaurant - Consented**



**View 8: NHG / Jamie O Restaurant - Proposed**





**View 12: NHG Linden Gardens - Proposed**



**View 13: Bays Post Office - Existing**





**View 13: Bays Post Office - Consented**



**View 13: Bays Post Office - Proposed**





**View 17: Ken Park Road Ken Temple - Existing**



**View 17: Ken Park Road Ken Temple - Proposed**



**View 25: Hillgate Place / Hillgate Street - Existing**



**View 25: Hillgate Place / Hillgate Street - Consented**



**View 25: Hillgate Place / Hillgate Street - Proposed**



**View 28:1 Hillgate Place - Existing**





**View 28:1 Hillgate Place - Existing**



**View 28:1 Hillgate Place - Consented**





**View 28:1 Hillgate Place - Proposed**



**View 32: Labroke Road - Existing**



**View 32: Labroke Road - Proposed**



**View 32: Labroke Road - Consented**



**View 37: Linden Gardens West - Consented**



**View 37: Linden Gardens West - Proposed**





**View 37: Linden Gardens West - Existing**



**View 38: 6 Pambridge Gardens - Consented**





**View 38: 6 Pembridge Gardens - Existing**



**View 38: 6 Pembridge Gardens - Proposed**





**APPENDIX B:** Presentation made to Development Forum (September 2022)



# SQUIRE & PARTNERS

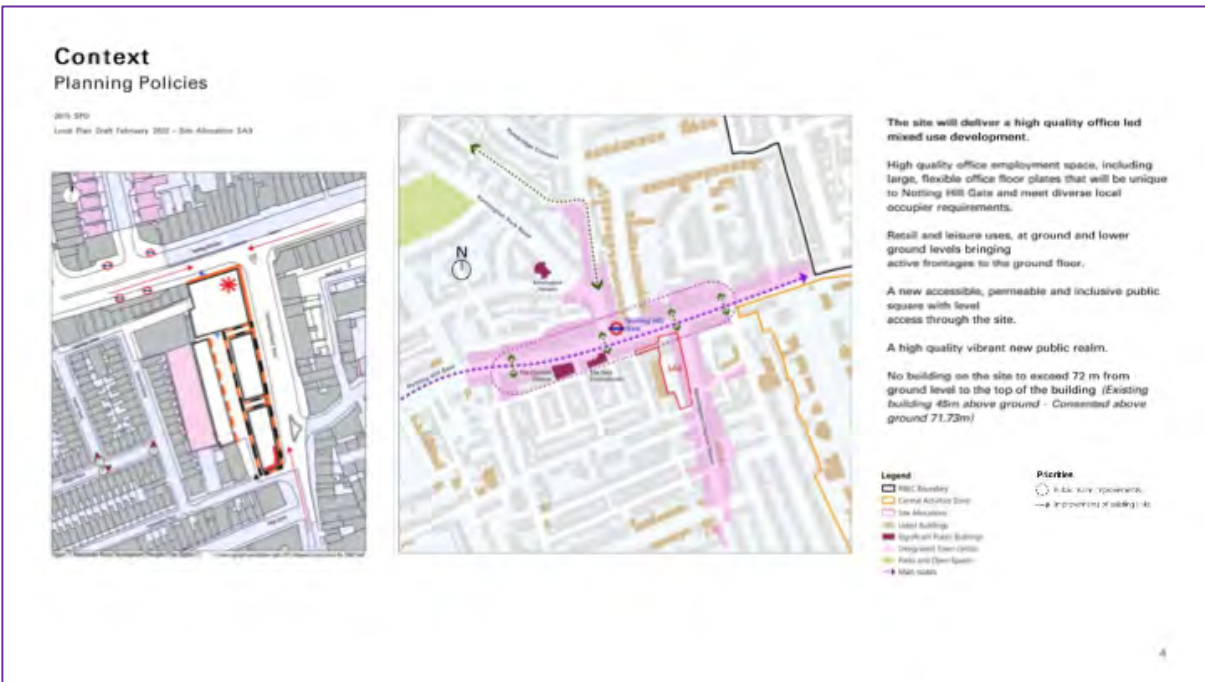
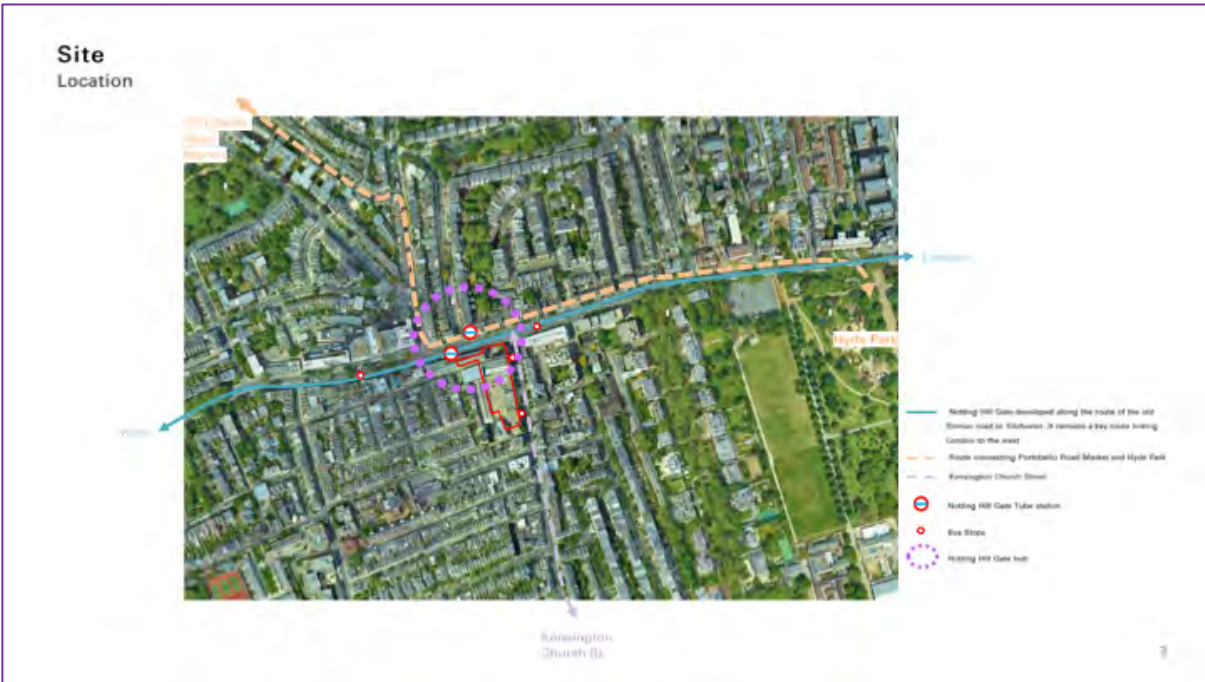
## Newcombe House

Development Forum 1

28<sup>th</sup> September 2022

Site

2





**Site**  
Existing



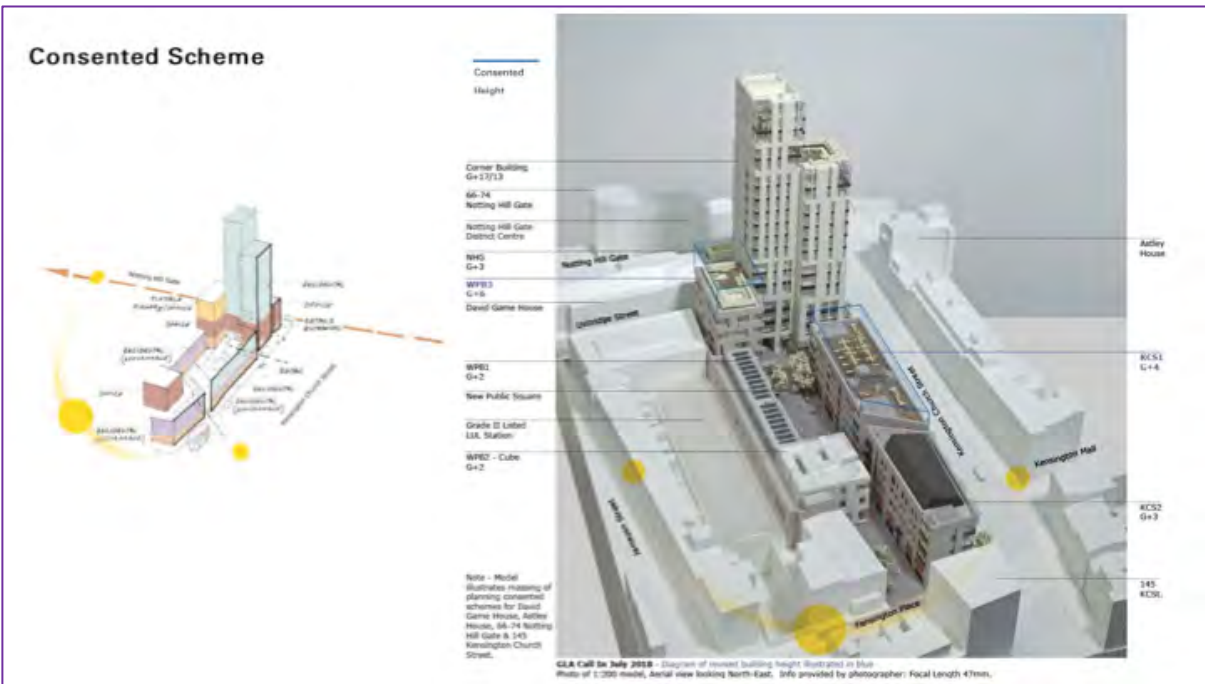
5

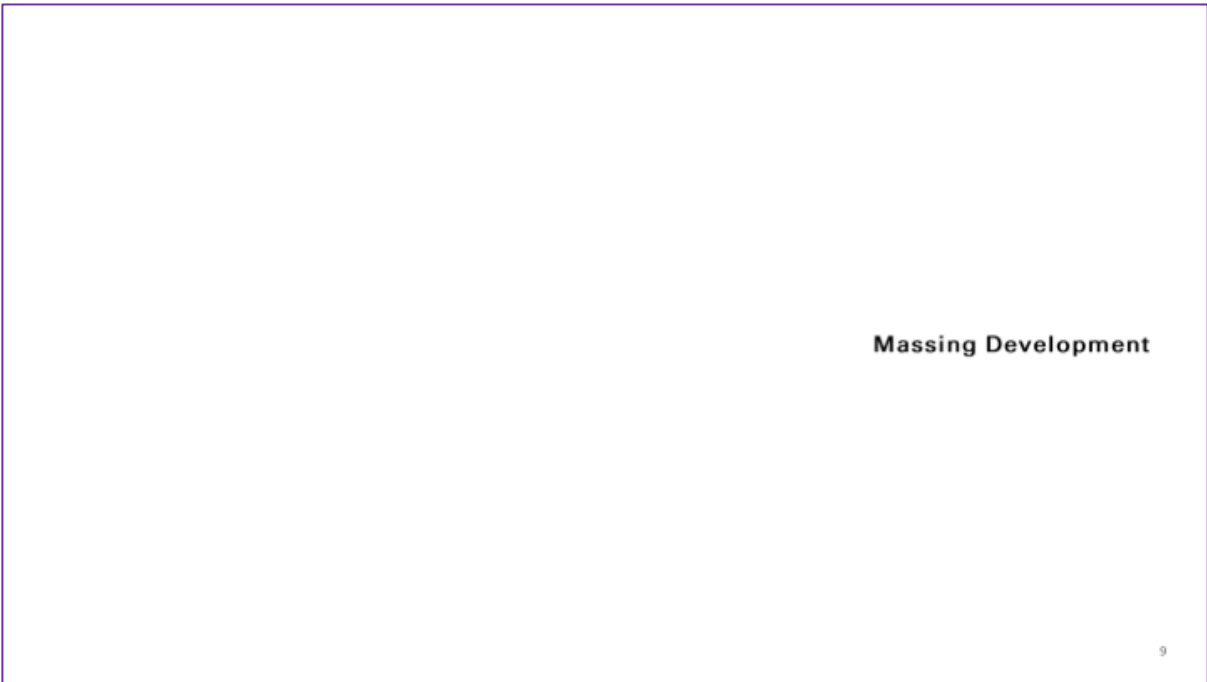
**Site**  
Newcombe House existing photos

- Images illustrate the following:
- A poor quality architecture
  - Poor street interface
  - No permeability across site
  - No level access to tower



6







### Massing Development

#### Initial Massing & Consultation Feedback Design Response



Initial Massing

○ Number of storeys



Design Responses

- A** Reduced massing to FMG to retain tree and create further public realm onto the Site
- B** Additional height to Tower to improve proportion
- C** Reduce KCS Building by 1 office storey. Increase Notting Hill gate building by 1 storey
- D** Demolish & rebuild Affordable Housing
- E** Creation of Public Realm

11

### Massing Development

#### Revised Proposal



- Number of storeys
- Increased permeability and connection at GF
- ↪ Massing responds to retained tree whilst positively responding to local townscape by celebrating the Site's corner condition
- Axial point to street corner and massing

12





### Massing Development

Stepped Terracing & Local Precedents

Local Precedents of staggered massing



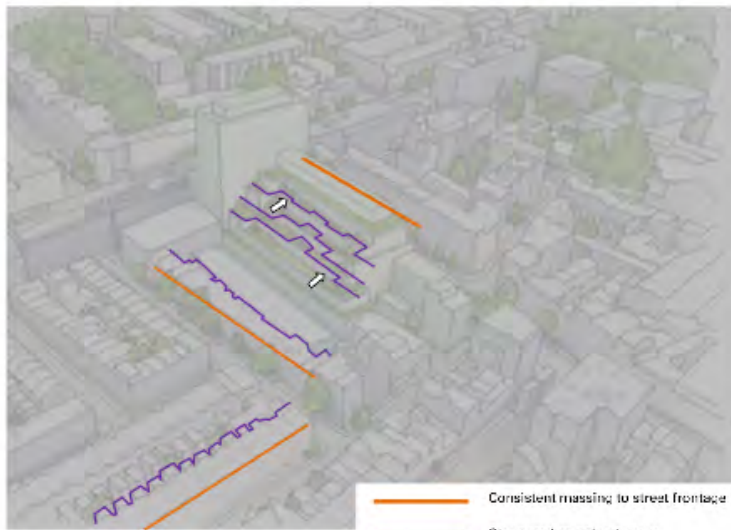
Jameson Street



Kensington Place



Clerkenwell Street



15

### Proposed Massing



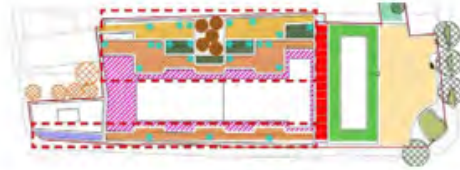
16





## Landscaping to terraces – Mitigating Overlooking

Overlooking Design Considerations



19

## Design Development

Local character areas

The conservation areas reflect the very specific character of the surrounding areas



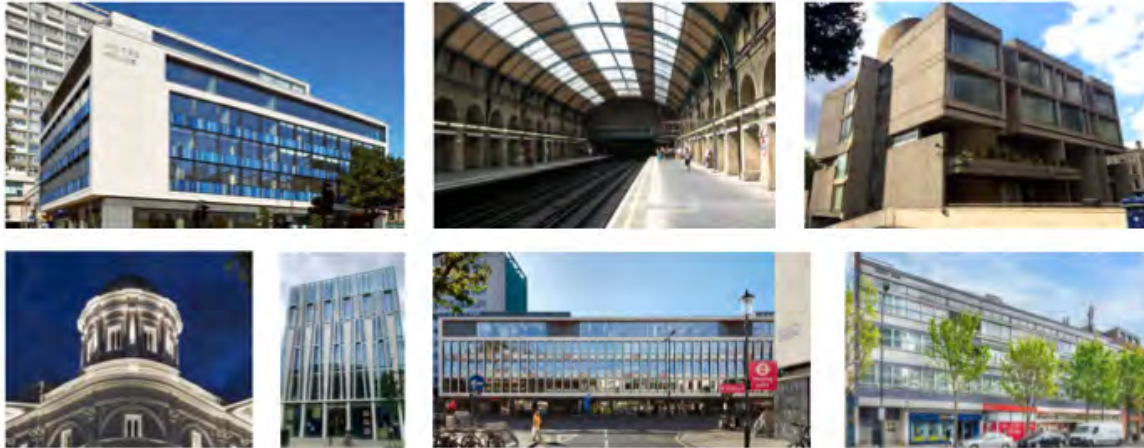
- 1. Notting Hill Gate
- 2. Winton Place
- 3. Portico (Conservation Area)
- 4. Ladbroke
- 5. Notting Hill
- 6. Kensington (Conservation Area)
- 7. Kensington
- 8. Kensington

20



## Design Development

Local character – Architectural elements – Notting Hill Gate



21

## Design Development

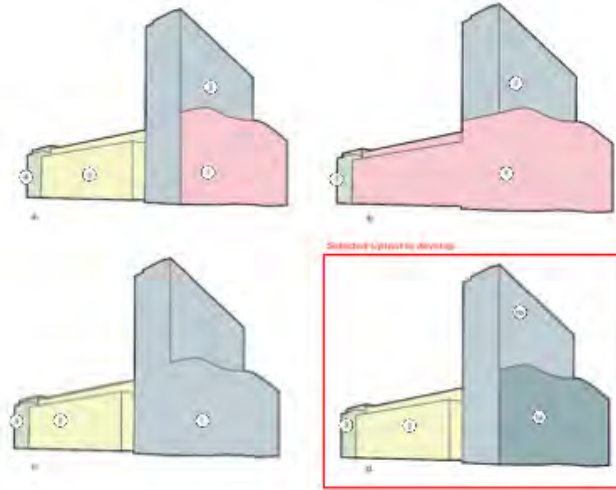
Local character – Architectural elements – Conservation Areas



22

## Design Development

### Building Elements



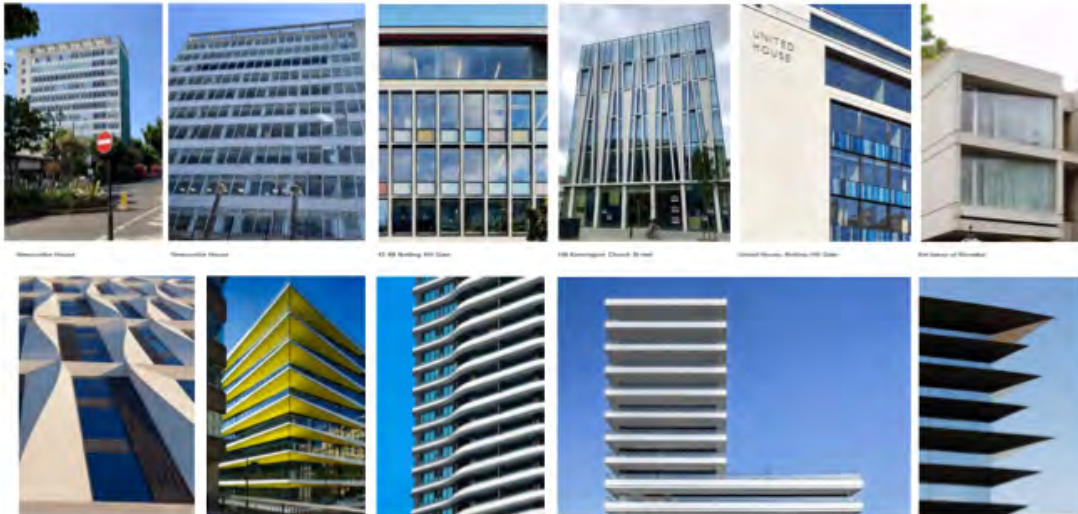
#### Building character options:

- a. Four different characters buildings for Notting Hill Gate Frontage, Tower, Kensington Church Road Building and Affordable Building
- b. One podium building and two taller elements
- c. One building character for Tower and Notting Hill Gate Frontage building and a different one for the Kensington Church Street building and Affordable Building
- d. Two similar characters for the tower new facade and Notting Hill gate frontage building and a different one for the Kensington Church Street building and Affordable Building

77

## Design Development

### Building elements – Buildings 1 and 1a



24

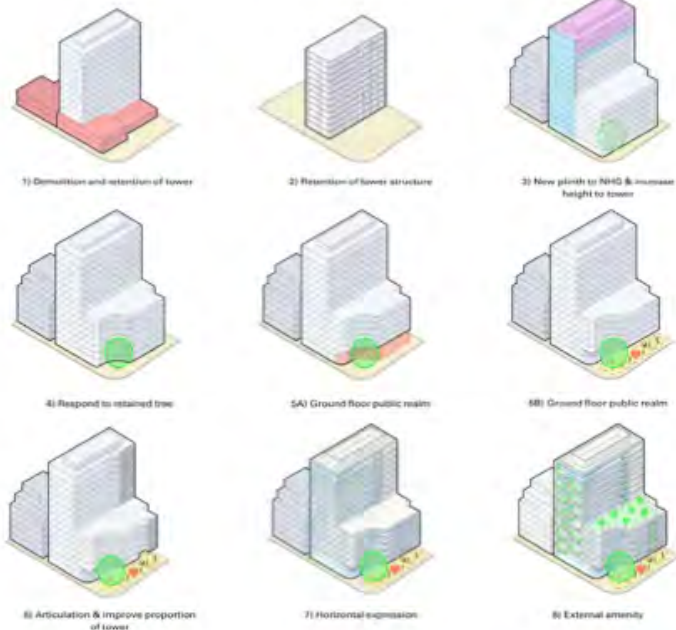
## Design Development

### Building elements – Buildings 1 and 1a: Architectural Sequencing

Pre-App 2 Design Response:

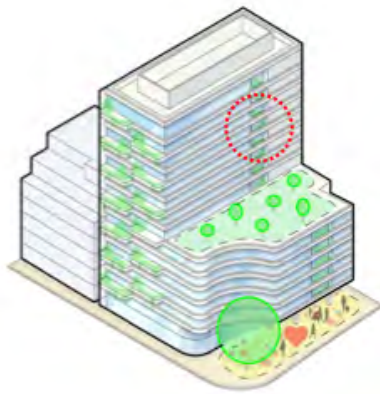
Improvement in massing with the following moves:

- Responding to corner condition and retained tree to K25 / M4C.
- Tower proportion improved by defining the office floor plate and vertical core arrangement within the facade articulation, and
- Provision of external amenity with projecting balconies and inset terraces to improve massing and proportion to site.



## Design Development

### Building 1: Illustrative Bay Study

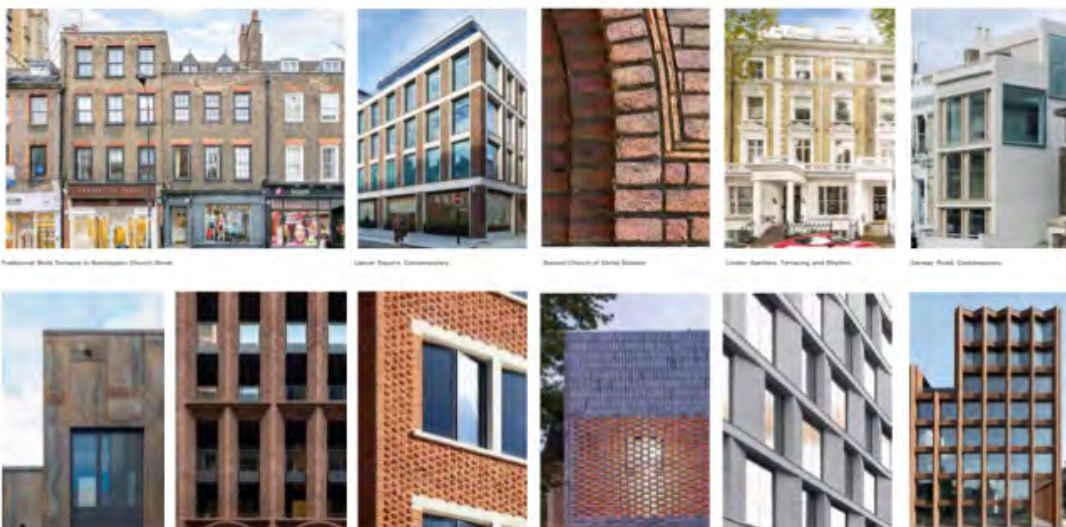


26



## Design Development

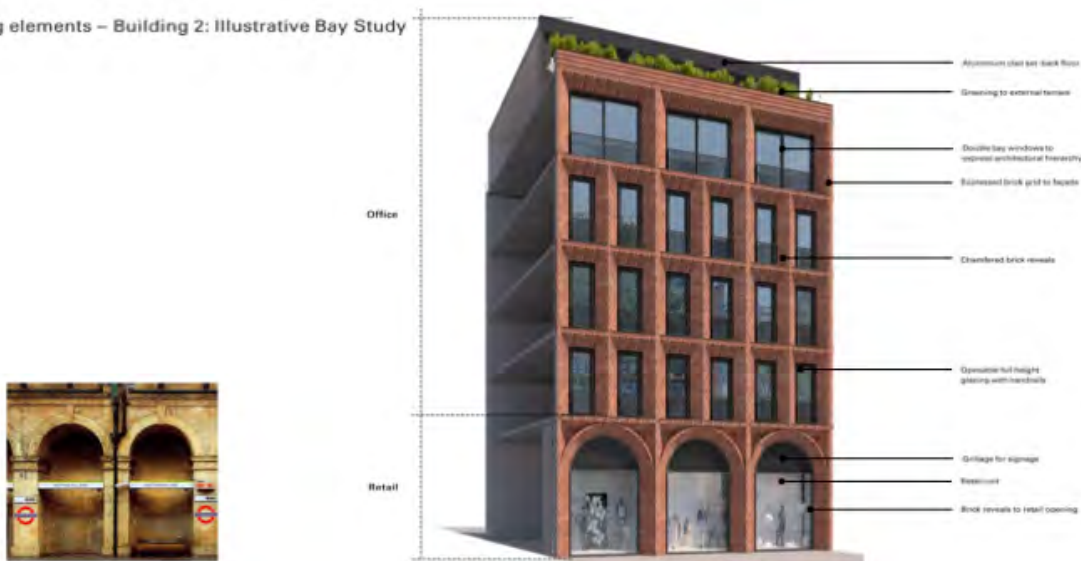
### Building elements – Buildings 2 and 3



27

## Design Development

### Building elements – Building 2: Illustrative Bay Study



28



## Design Development

Building elements – Building 2: Illustrative Bay Study



Ground Floor Detailed Study



Typical Floor Detailed Study



Upper Floors Detailed Study

29

## Design Development

Building elements – Building 3: Proposed Bay Study

Affordable Housing

Potential Medical Floorspace



30

## Design Development

Building elements – Building 3: Proposed Bay Study



Second Floor Detailed Study



Typical Floor Detailed Study



Upper Floor Detailed Study

31

## Design Development

Illustrative Architectural Proposal from NHC



32





**Design Development**

Illustrative Massing from Hillgate Place



35

**Ground Floor Public Realm Development**

36



### Ground Floor Public Realm Development Initial Proposal

**Comments received:**

- Strong case to retain existing tree to corner of F-G/KCS.
- Deliver a more generous public realm to the NHS frontage to draw 'footfall' into the site.
- Introduce external amenity to market, for natural light and ventilation.
- Shared space for pedestrian use to Newcombe Street with better outdoor public space on either side of the internal street.

- Office
- Retail & Crown Street
- Medical reception
- Residential Entrance



77

### Ground Floor Public Realm Development Initial Proposal & Consultation Feedback Design Response

**Design Responses:**

- Increased fixed retail provision to improve efficient use of space and formation of internal street.
- Existing tree to NHS / KCS corner retained.
- Proposed building footprint reduced to NHS to create public realm to the entrance of the Site.
- Sequencing of landscaped publicly accessible spaces developed to improve pedestrian experience and movement through Site, incl. Uxbridge Street and Newcombe Street.
- Introduction of a lightwell into the plan to create an external courtyard to the market.
- Shared space for pedestrian use to Newcombe Street with better outdoor public space on either side of the internal street.
- Opening of entrances onto KCS to improve physical and visual access into the Site and market.

- Existing tree retained
- External courtyard introduced
- Improved publicly accessible areas with landscaping and greening
- Additional Retail provision
- Increased street opening on KCS
- Pedestrian access linked to greening and public realm











### Landscape Concept

Public Realm - Urban Ecology Strategy

Urban Ecology Strategy

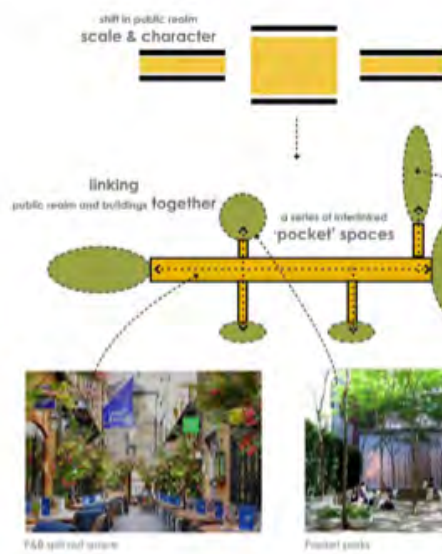
Urban Ecology Strategy

44



## Landscape Concept

Public Realm - Spatial Strategy



Inspired by the traditional culture and the sense of discovery that characterise Notting Hill, the public realm of Newcombe House is designed to a series of interconnected green spaces, multi-diversified character and functionality. These new public areas will play a major role in successfully connecting the proposed development with the surrounding neighbourhood.



F&B spill out space

Pocket parks

Street level and a new public realm destination

45

## Landscape Concept

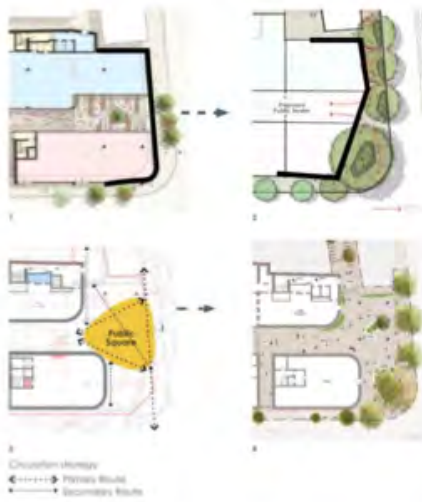
Public Realm - Green pocket spaces and links



46

### Landscape Concept

Public Realm - Public Square



### Landscape Concept

Public Realm - Public Square Landscaping



### Landscape Concept Public Realm - Pocket Garden

- A group of three private gardens adjacent to a public courtyard sitting area
- Open with a public feature corner or sitting area and private development adjacent to a public space



49

### Landscape Concept Public Realm - Uxbridge Street

- A high grade outdoor public pedestrian to engage with the landscape street entrance
- As much as possible the outdoor seating for new trees and also provide the setting for benches and street furniture.
- An entrance point set to welcoming and set the proposed public realm within the local neighbourhood



50



### Landscape Concept Public Realm - Newcombe Street



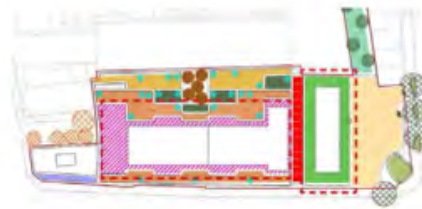
- A traditional boarder paving connects to the Newcombe gateway with the landscape
- Using permeable paved materials (permeable) to the surface, enhance and through into the underground
- Systems can be used for water holding and all the components can be used under the same programme



51

### Landscape Concept Ecology - Green Roofs

- Biodiverse green roofs are designed to create a wide range of different habitats, and are based on the following principles:
- Depth of substrate varies between 100/200mm
  - Mix of seeds and plug plants (mainly native species mix)
  - Lightweight
  - Low maintenance



52



## Community involvement – your say

### APPLICANT-LED

- Website launch – w/c 3.10.22
- Community newsletter – w/c 3.10.22
- Webinars – w/c 10.10.22 & 21.11.22
- Public exhibitions – w/c 17.10.22 & 28.11.22
- Workshops with residents' associations/civic groups – by arrangement, first scheduled for 4/5.10.22

### COUNCIL-LED

- Residents' associations/civic groups forum – early November 2022
- Development Forum 2 - tbc

## Timeline and contacts

### Provisional timeline (subject to change)

- Planning application submission – Q1 2023
- Planning determination – Q3/4 2023
- Start on site – Q1 2024
- Completion of development – Q1 2026

### Contact Us



[martin@polityuk.com](mailto:martin@polityuk.com)



0800 246 5890

55

## Q&A's

## Your Questions...

56





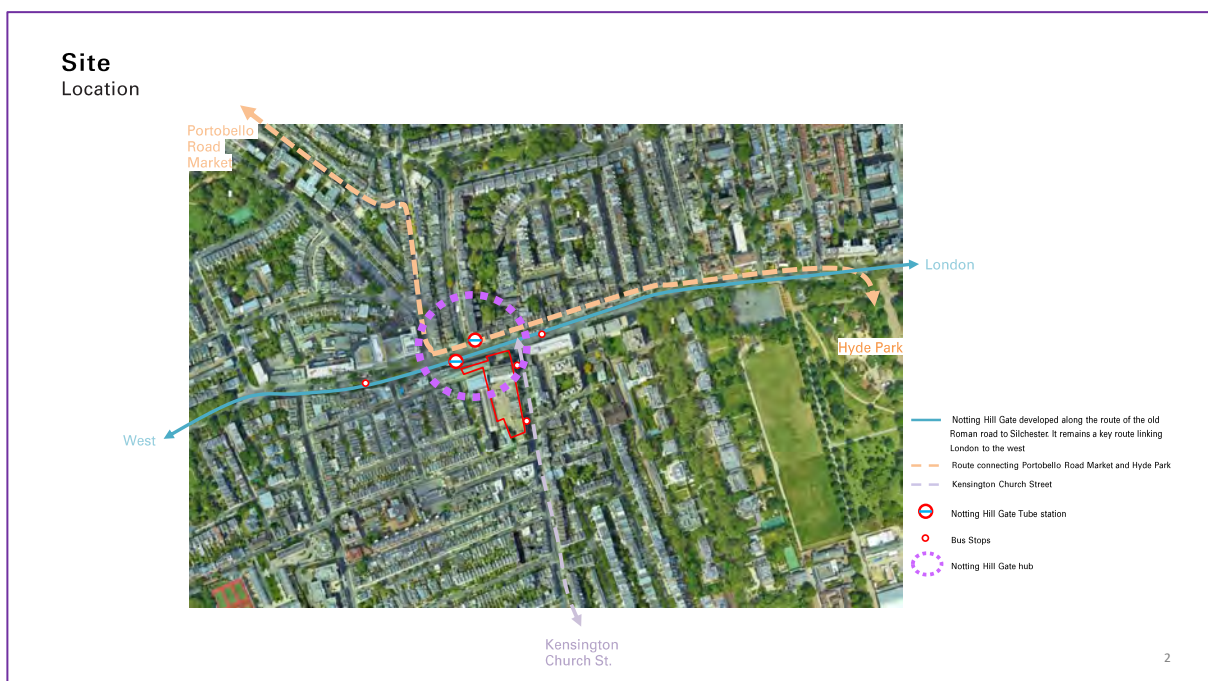
**APPENDIX C:** Presentation made to 3RA and Kensington Society (October 2022)

# SQUIRE & PARTNERS

## Newcombe House

3RA Group Workshop

4<sup>th</sup> October 2022



## Context Planning Policies

2015 SPD  
Local Plan Draft February 2022 – Site Allocation S49



The site will deliver a high quality office led mixed use development.

High quality office employment space, including large, flexible office floor plates that will be unique to Notting Hill Gate and meet diverse local occupier requirements.

Retail and leisure uses, at ground and lower ground levels bringing active frontages to the ground floor.

A new accessible, permeable and inclusive public square with level access through the site.

A high quality vibrant new public realm.

No building on the site to exceed 72 m from ground level to the top of the building (Existing building 45m above ground - Consented above ground 71.73m)

- |  |   |
|--|---|
| <b>Legend</b>  | <b>Priorities</b>   |
| <ul style="list-style-type: none"> <li>Black outline: BAC Boundary</li> <li>Yellow outline: Central Activities Zone</li> <li>Blue outline: City Extensions</li> <li>Green outline: Local Allocations</li> <li>Red outline: Significant Public Buildings</li> <li>Pink outline: Designated Town Centre</li> <li>Green area: Parks and Open Space</li> <li>Black arrow: Access routes</li> </ul> | <ul style="list-style-type: none"> <li>Blue circle: Public realm improvements</li> <li>Red arrow: Improvements of existing links</li> </ul> |

3

## Site Existing



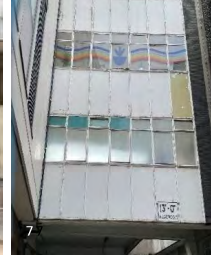
4

## Site

### Newcombe House existing photos

Images illustrate the following:

- A poor quality architecture
- Poor street interface
- No permeability across site
- No level access to tower



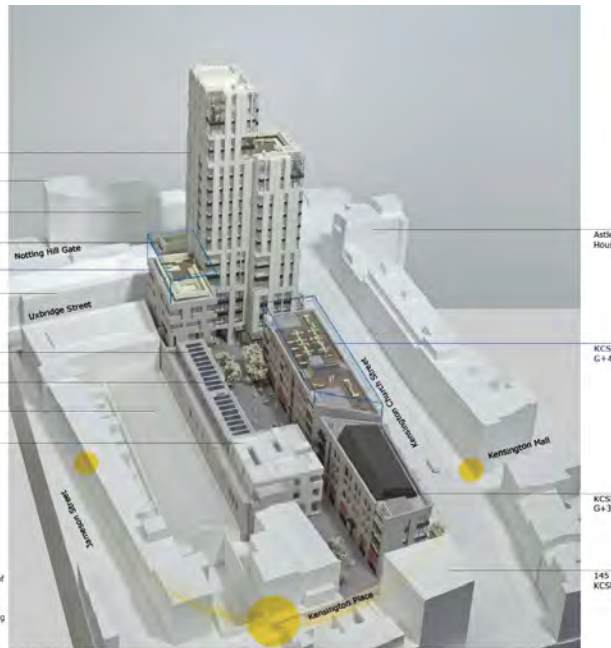
## Consented Scheme



Consented Height

- Corner Building G+17/13
- 66-74 Notting Hill Gate
- Notting Hill Gate District Centre
- NHG G+3
- WPB3 G+6
- David Game House
- WPB1 G+2
- New Public Square
- Grade II Listed LUL Station
- WPB2 - Cube G+2

Note - Model illustrates massing of planning consented schemes for David Game House, Attley House, 66-74 Notting Hill Gate & 145 Kensington Church Street.



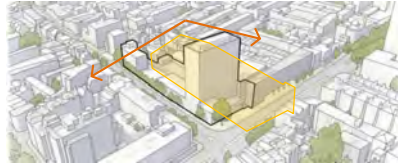
GLA Call In July 2018 - Diagram of revised building height illustrated in blue. Photo of 1:200 model. Aerial view looking North-East. Info provided by photoaapher: Focal Length 47mm.



## Site

### Analysis and drivers

Sunlight  
Daylight



Gateway



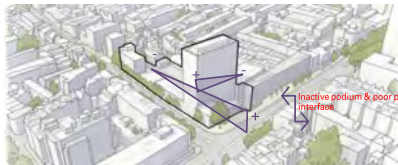
Notting Hill  
Gate  
underground  
station &  
LUL



Opportunity  
for public  
space /  
destination  
hub



NHG  
Street  
frontage  
Activation  
and level  
change



Introduce  
permeability  
across the  
site



Inactive podium & poor public  
interface

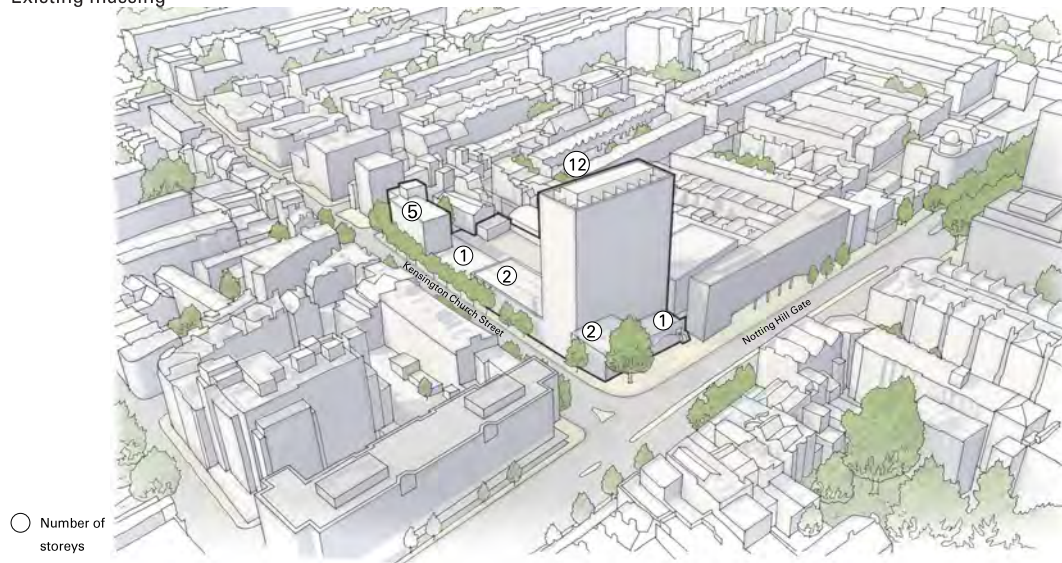
7

## Massing Development

8

### Massing Development

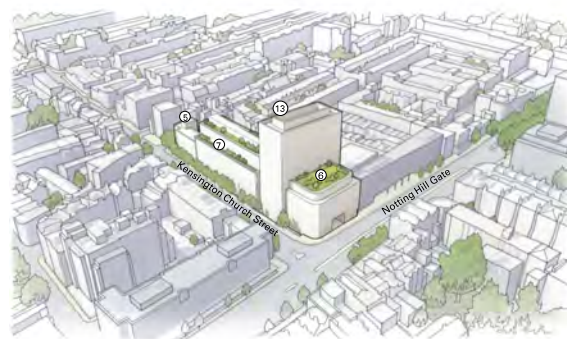
Existing massing



○ Number of storeys

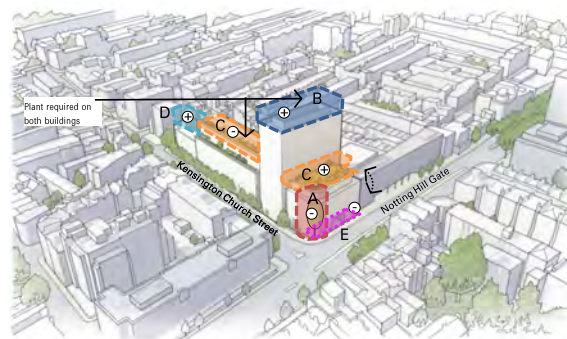
### Massing Development

Initial Massing & Consultation Feedback Design Response



Initial Massing

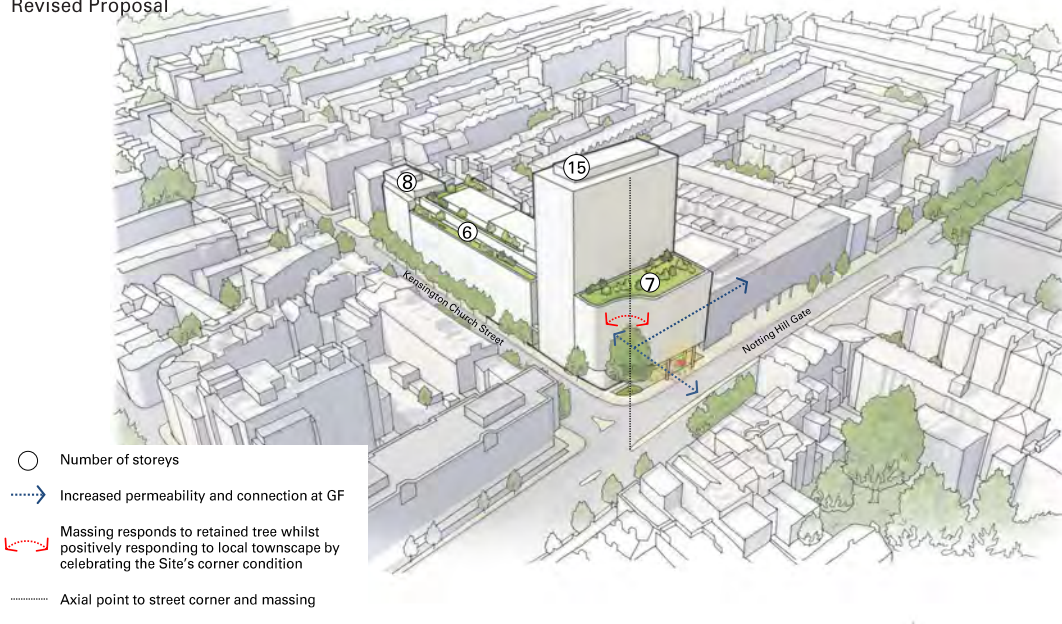
○ Number of Storeys



Design Responses

- A** Reduced massing to NHG to retain tree and create further public realm onto the Site
- B** Additional height to Tower to improve proportion
- C** Reduce KCS Building by 1 office storey. Increase Notting Hill gate building by 1 storey
- D** Demolish & rebuild Affordable Housing
- E** Creation of Public Realm

### Massing Development Revised Proposal



11

### Massing Development: Rear Elevation Initial Massing & Consultation Feedback: Design Response



12



## Massing Development

### Stepped Terracing & Local Precedents

Local Precedents of staggered massing



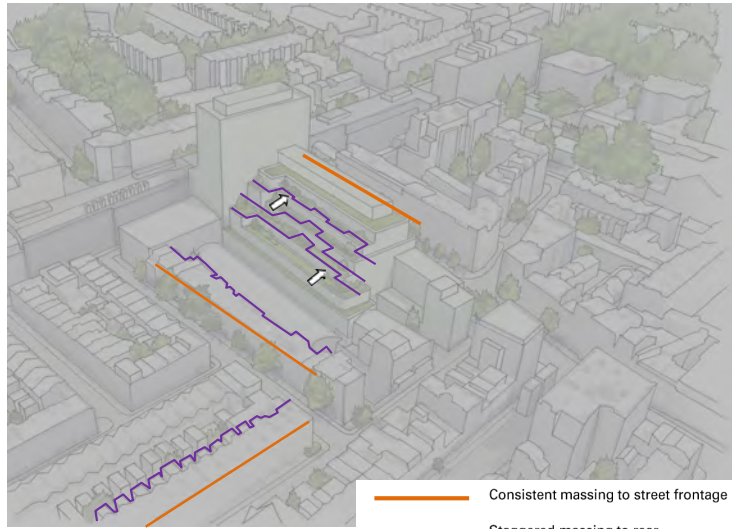
Jameson Street



Kensington Place



Clanricarde Street



13

## Proposed Massing



○ Number of storeys

14



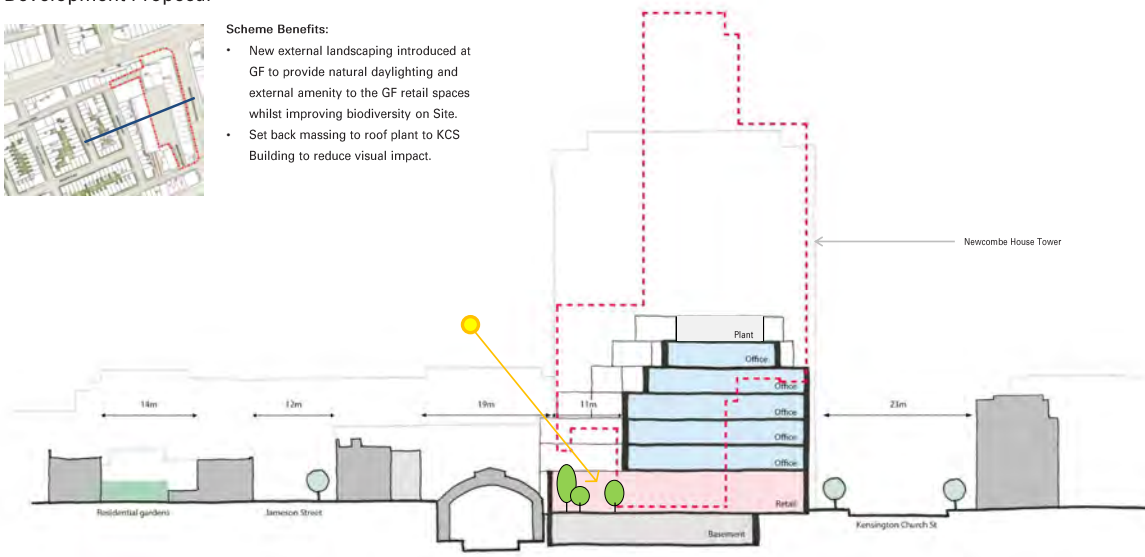
## Massing Development

### Development Proposal



#### Scheme Benefits:

- New external landscaping introduced at GF to provide natural daylighting and external amenity to the GF retail spaces whilst improving biodiversity on Site.
- Set back massing to roof plant to KCS Building to reduce visual impact.



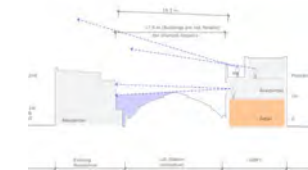
## Massing Development

### Overlooking Design Considerations

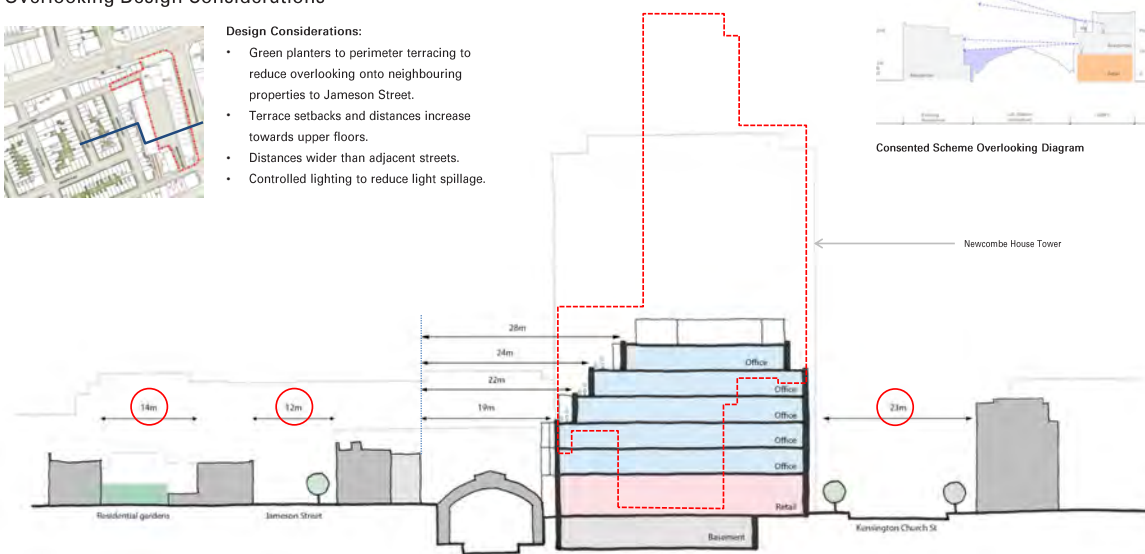


#### Design Considerations:

- Green planters to perimeter terracing to reduce overlooking onto neighbouring properties to Jameson Street.
- Terrace setbacks and distances increase towards upper floors.
- Distances wider than adjacent streets.
- Controlled lighting to reduce light spillage.

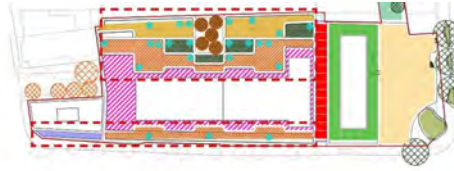


Consented Scheme Overlooking Diagram



## Landscaping to terraces – Mitigating Overlooking

Overlooking Design Considerations

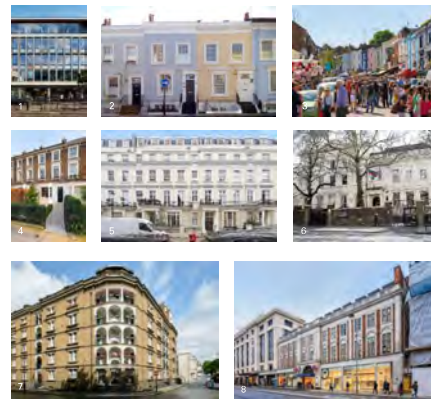
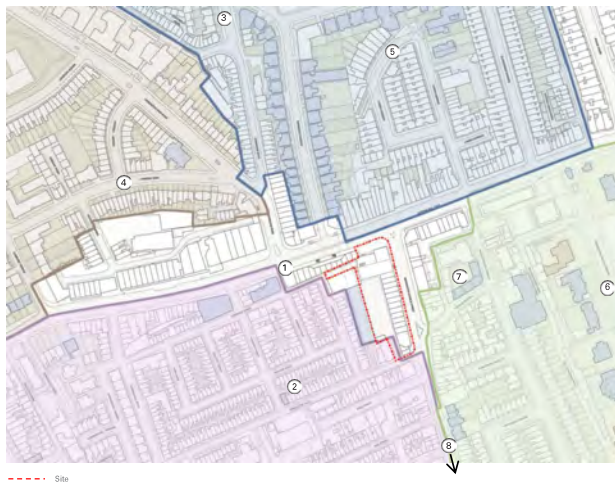


17

## Design Development

### Local character areas

The conservation areas reflect the very specific character of the surrounding areas

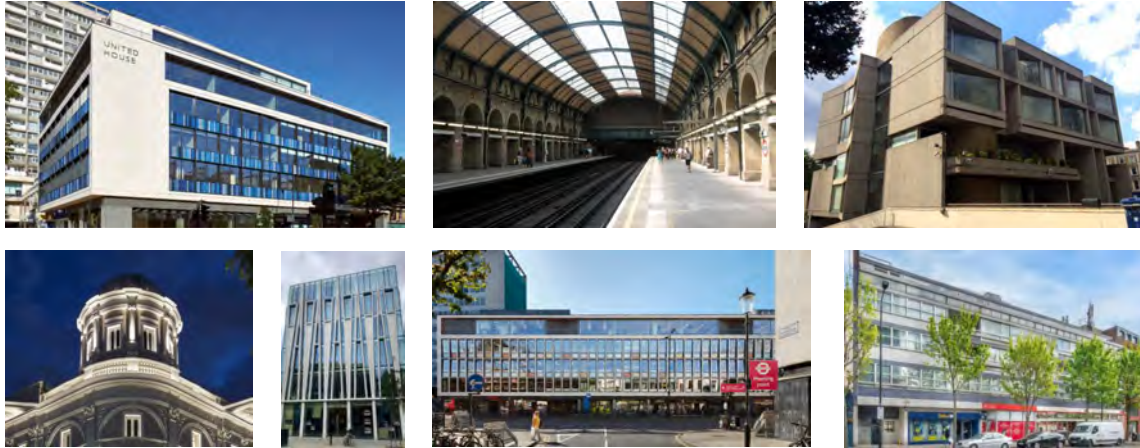


- 1. Notting Hill Gate
  - 2. Hillgate Village
  - 3. Portobello Road Market
  - 4. Ladbrooke
  - 5. Pembroke
  - 6. Kensington Gardens
  - 7. Kensington Mall
  - 8. Kensington High Street
- Listed building
  - Ladbrooke
  - Pembroke
  - Kensington
  - Kensington Palace

18

## Design Development

Local character – Architectural elements – Notting Hill Gate



19

## Design Development

Local character – Architectural elements – Conservation Areas

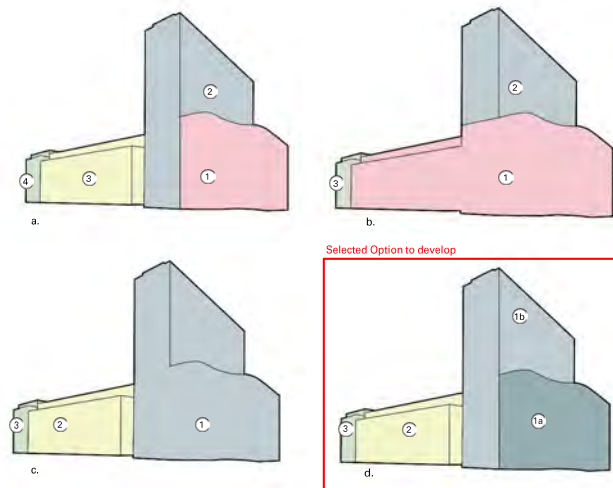


20



## Design Development

### Building Elements



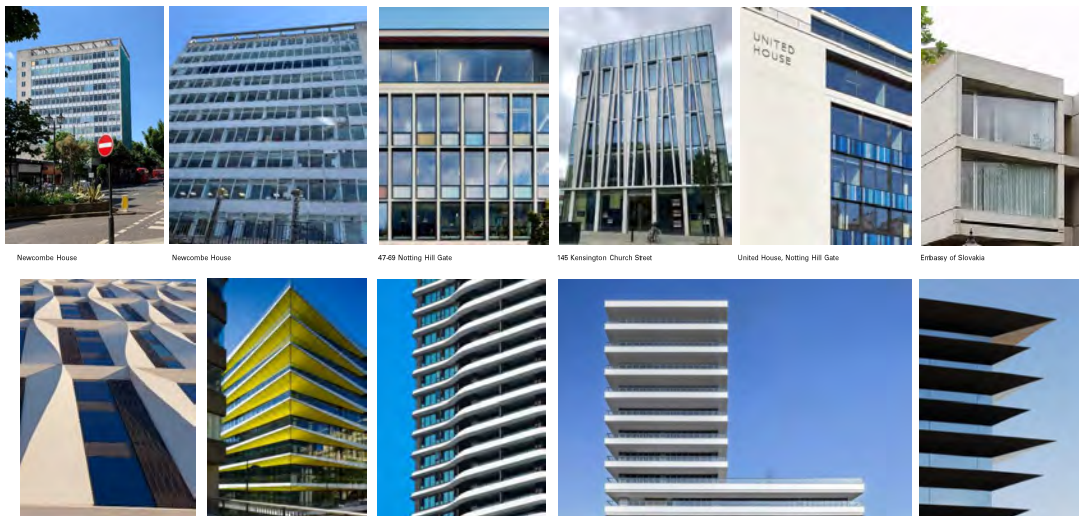
Building character options:

- a. Four different characters buildings for Notting Hill Gate Frontage, Tower, Kensington Church Road Building and Affordable Building
- b. One podium building and two taller elements
- c. One building character for Tower and Notting Hill Gate frontage building and a different one for the Kensington Church Street building and Affordable Building
- d. Two similar characters for the tower new facade and Notting hill gate frontage building and a different one for the Kensington Church Street building and Affordable Building

21

## Design Development

### Building elements – Buildings 1 and 1a



22

## Design Development

### Building elements – Buildings 1 and 1a: Architectural Sequencing

Pre-App 2 Design Response:

Improvement to massing with the following moves:

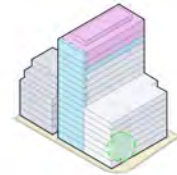
- Responding to corner condition and retained tree to KCS / NHG.
- Tower proportion improved by defining the office floor plate and vertical core arrangement within the façade articulation, and
- Provision of external amenity with projecting balconies and inset terraces to improve massing and proportion to site.



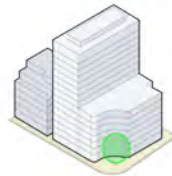
1) Demolition and retention of tower



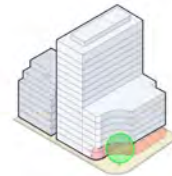
2) Retention of tower structure



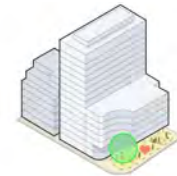
3) New plinth to NHG & increase height to tower



4) Respond to retained tree



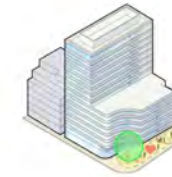
5A) Ground floor public realm



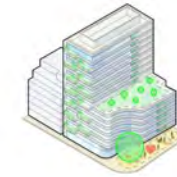
5B) Ground floor public realm



6) Articulation & improve proportion of tower



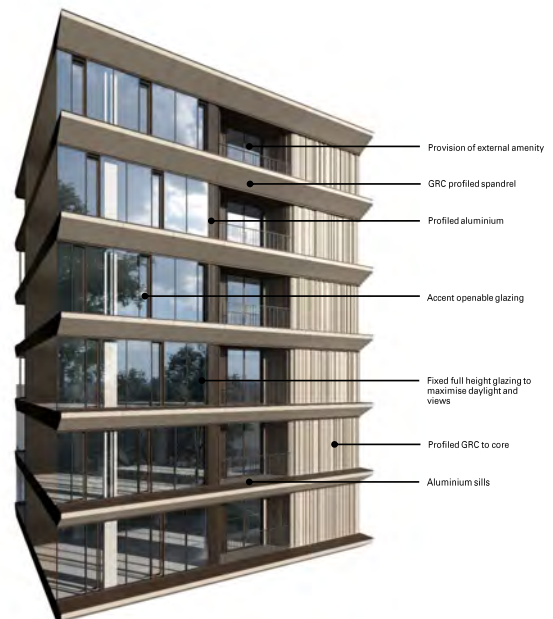
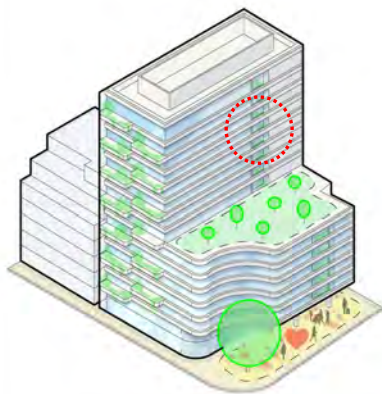
7) Horizontal expression



8) External amenity

## Design Development

### Building 1: Illustrative Bay Study



24

## Design Development

Building elements – Buildings 2 and 3



Traditional Brick Terrace to Kensington Church Street



Lancer Square: Contemporary



Second Church of Christ Science



Linden Gardens: Terracing and Rhythm



Gunway Road: Contemporary



25

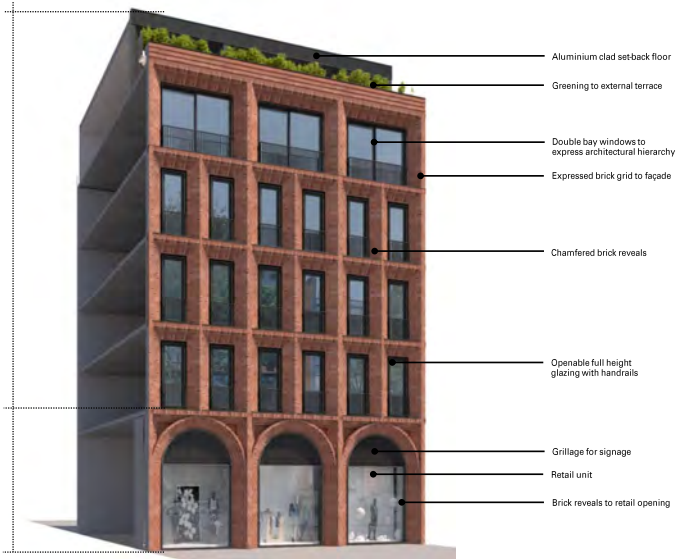
## Design Development

Building elements – Building 2: Illustrative Bay Study



Office

Retail



26



## Design Development

Building elements – Building 2: Illustrative Bay Study



Ground Floor Detailed Study



Typical Floor Detailed Study

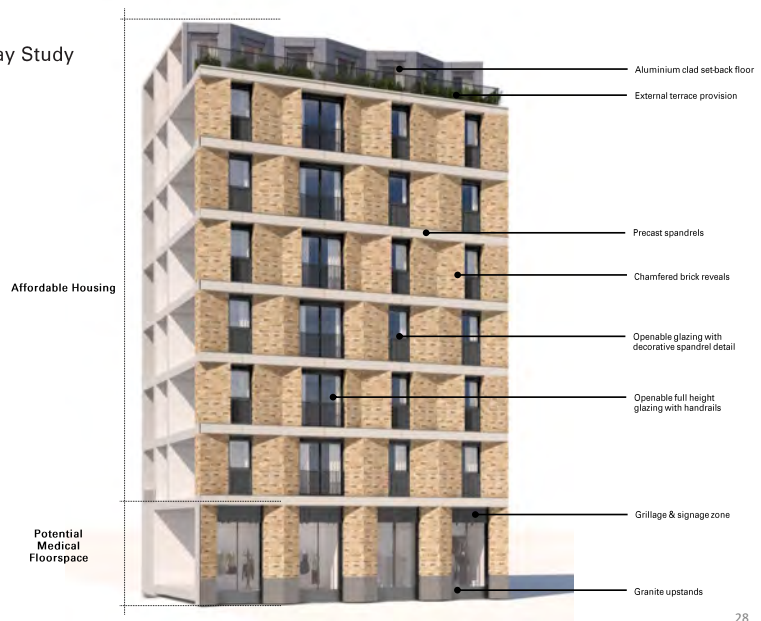


Upper Floors Detailed Study

27

## Design Development

Building elements – Building 3: Proposed Bay Study



28

## Design Development

Building elements – Building 3: Proposed Bay Study



Ground Floor Detailed Study



Typical Floor Detailed Study



Upper Floors Detailed Study

29

## Design Development

Illustrative Architectural Proposal from NHG



30



### Design Development

Illustrative Architectural Proposal from KCS



31

### Design Development

Illustrative Massing from Hillgate Place



32



## Ground Floor Public Realm Development

33

## Ground Floor Public Realm Development

### Initial Proposal

**Comments received:**

- Strong case to retain existing tree to corner of NHG/KCS.
- Deliver a more generous public realm to the NHG frontage to draw footfall into the site.
- Introduce external amenity to market for natural light and ventilation.
- Shared space for pedestrian use to Newcombe Street with better outdoor public space on either side of the internal street.

-  Office
-  Retail & Covered Street
-  Medical floorspace
-  Residential Entrance



34

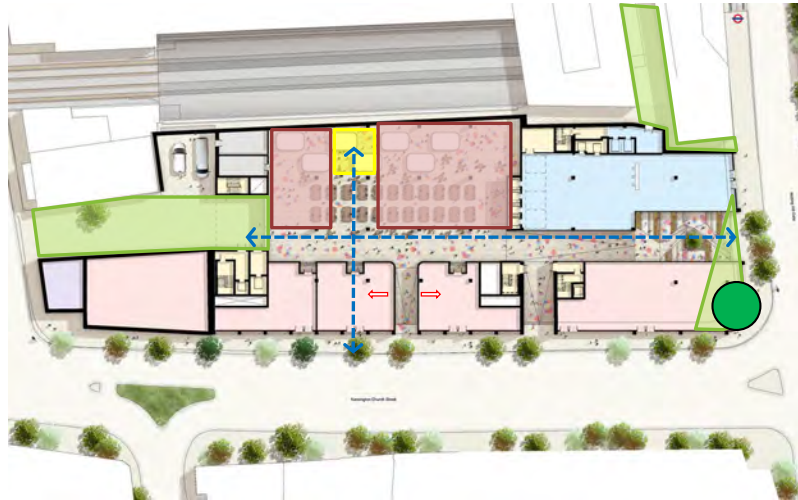
## Ground Floor Public Realm Development

### Initial Proposal & Consultation Feedback Design Response

#### Design Responses:

- Increased fixed retail provision to improve efficient use of space and formation of internal street.
- Existing tree to NHG / KCS corner retained.
- Proposed building footprint reduced to NHG to create public realm to the entrance of the Site.
- Sequencing of landscaped publicly accessible spaces developed to improve pedestrian experience and movement through Site, incl. Uxbridge Street and Newcombe Street.
- Introduction of a lightwell into the plan to create an external courtyard to the market.
- Shared space for pedestrian use to Newcombe Street with better outdoor public space on either side of the internal street.
- Opening of entrances onto KCS to improve physical and visual access into the Site and market.

- Existing tree retained
- External courtyard introduced
- Improved publicly accessible spaces with landscaping and greening
- Additional Retail provision
- Increased street opening on KCS
- Pedestrian access linked to greening and public realm



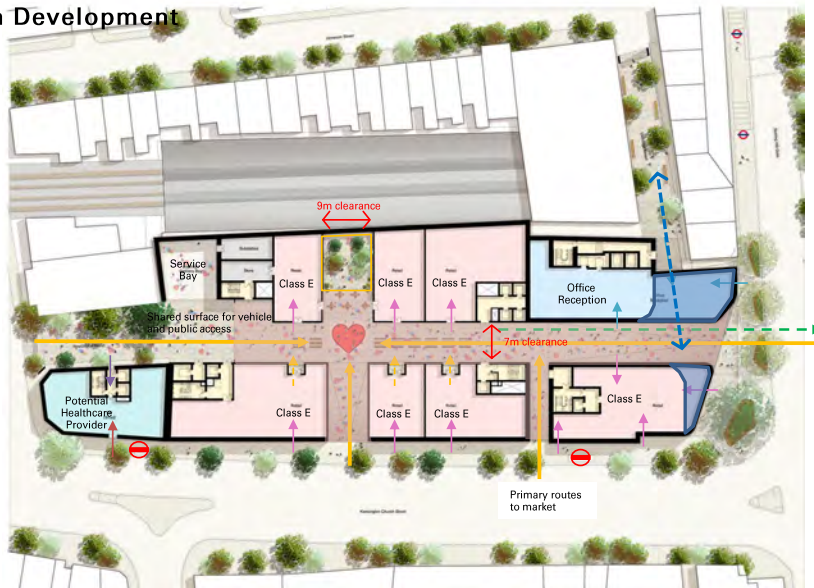
## Ground Floor Public Realm Development

### Development Proposal

Kingly Court Street Width Precedent

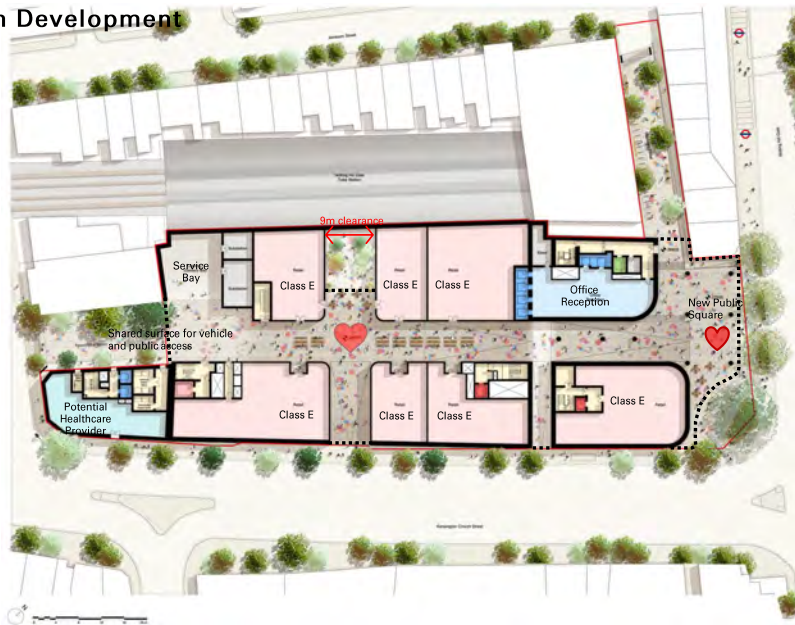


- Office
- Retail & Covered Street
- Medical floorspace
- Courtyard
- Primary Public Access Route
- Secondary Public Access Route
- Connection with Portobello Road Market
- Retail Access
- Office Access
- Potential healthcare Access
- Affordable Residential Access
- Public Transport Points
- Tube Station
- Bus Stop



### Ground Floor Public Realm Development Revised Proposal

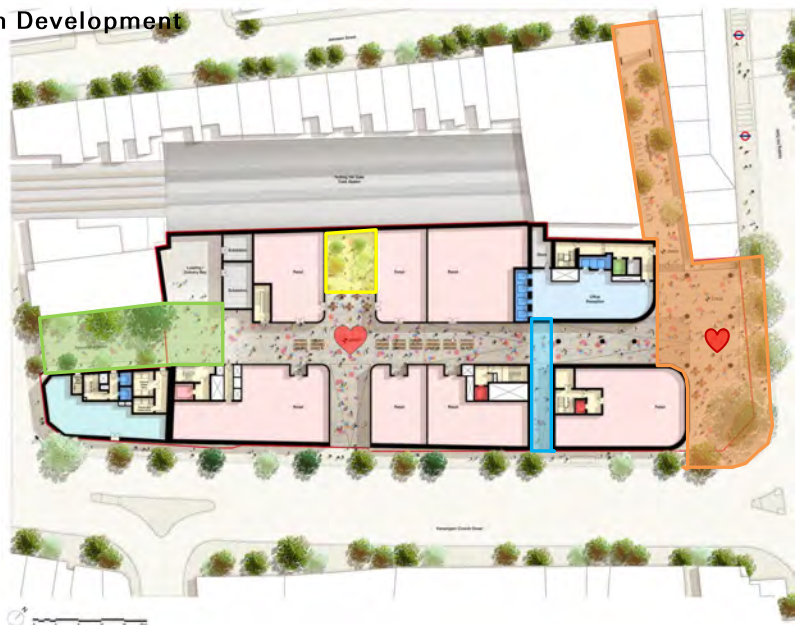
- Office
- Retail & Covered Street
- Medical floorspace
- Primary Public Access Route
- Secondary Public Access Route
- Connection with Portobello Road Market
- Retail Access
- Office Access
- Potential healthcare Access
- Affordable Residential Access
- Public Transport Points
- Tube Station
- Bus Stop



37

### Ground Floor Public Realm Development External Amenity & Light Provision

- Streetscape improvements to Newcombe Street
- Internal Garden
- 3m wide rooflight separating Tower and new build
- Public Square to NHG and public realm improvements to Uxbridge Street



38



Illustrative View to NHG Entrance



39

Illustrative View into Internal Street from KCS



40

## Landscape Concept

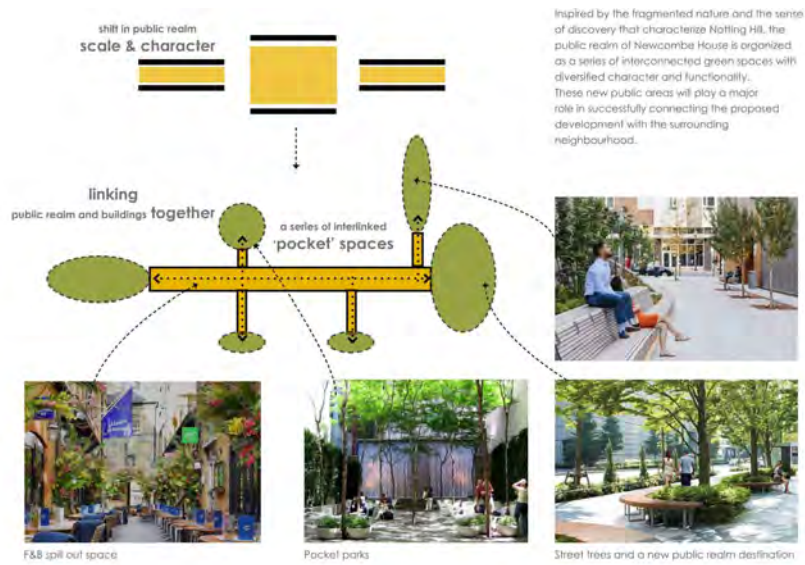
Public Realm - Urban Ecology Strategy



41

## Landscape Concept

Public Realm - Spatial Strategy



42



### Landscape Concept

Public Realm - Green pocket spaces and links



43

### Landscape Concept

Public Realm - Public Square



Circulation strategy  
 ◀-----▶ Primary Route  
 -----▶ Secondary Route





### Landscape Concept

Public Realm - Public Square Landscaping



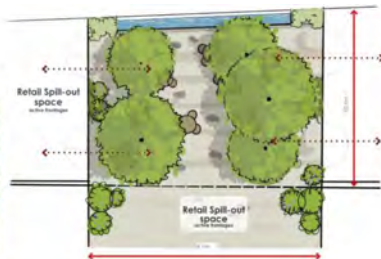
45

### Landscape Concept

Public Realm - Pocket Garden



- A grove of trees provides gentle shade to a public outdoor living area
- Green walls and water features provide a strong visual and acoustic experience as well as a vertical back drop to the public space



46

### Landscape Concept Public Realm - Uxbridge Street



- A high grade surface invites pedestrians to engage with the Uxbridge Street entrance
- Sculptural pots provide the required soil volume for new trees and also provide the setting for benches and street furniture.
- An entrance portal act as way-finding and set the proposed public realm within the local neighbourhood.



47

### Landscape Concept Public Realm - Newcombe Street



- A generous paved surface connects the Newcombe gateway with the southern neighbourhood
- Heavy processed street trees invite pedestrians to the southern entrance and through into the proposed design
- Entrance portals act as way-finding and set the proposed public realm within the local neighbourhood



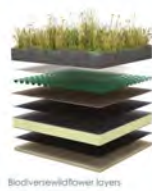
48

## Landscape Concept

### Ecology - Green Roofs

Biodiverse green roofs are designed to create a wide range of different habitats, and are based on the following principles:

- Depth of substrate varies between 100/200mm
- Mix of seeds and plug plants (mainly native species mix)
- Lightweight
- Low maintenance



Illustrative View into Internal Street from KCS





## Community involvement – your say

### APPLICANT-LED

- Website launch – w/c 3.10.22
- Community newsletter – w/c 3.10.22
- Webinars – w/c 10.10.22 & 21.11.22
- Public exhibitions – w/c 17.10.22 & 28.11.22
- Workshops with residents' associations/civic groups – by arrangement, first scheduled for 4/5.10.22

### COUNCIL-LED

- Residents' associations/civic groups forum – early November 2022
- Development Forum 2 - tbc

51

## Timeline and contacts

### Provisional timeline (subject to change)

- Planning application submission – Q1 2023
- Planning determination – Q3/4 2023
- Start on site – Q1 2024
- Completion of development – Q1 2026

### Contact Us



[martin@polityuk.com](mailto:martin@polityuk.com)



0800 246 5890

52



**Q&A's**

**Your Questions...**

53



**APPENDIX D:** Community newsletter 1 (October 2022)



# COMMUNITY NEWSLETTER NEWCOMBE HOUSE, NOTTING HILL GATE

This newsletter provides residents, businesses and local organisations with information on new proposals to redevelop the Newcombe House site and explains how you can have your say on the draft proposals.

OCTOBER 2022

## EARLIER THIS YEAR, JOINT PARTNERS BELTANE AND ANGELO GORDON ACQUIRED THE ENTIRE SITE FROM ITS PREVIOUS OWNERS.

The site was purchased with the benefit of an existing valid planning permission which allows for:

- The demolition of all the buildings at the site;
- The creation of six new buildings including a tower of up to 18 storeys on the corner of Notting Hill Gate and Kensington Church Street with the remaining buildings ranging in height from 3, 4, 5 and 7 storeys;
- 55 new residential apartments;
- Office and retail space;
- Provision for a new health centre; and
- A public square with level access from Notting Hill Gate.

Since acquiring the site, the new owners have appointed leading architects Squire and Partners to completely re-think the approach for its regeneration. Overleaf, you can read about the key elements of the new approach and we have also launched a new website – [www.newcombehouse.info](http://www.newcombehouse.info) – where you can find out more about the latest draft proposals.

Beltane and Angelo Gordon are committed to extensive pre-application dialogue on their emerging proposals and positively invite feedback from the local community to help inform the final content of the intended planning application.

Dialogue has already started with local Residents' Associations and recently a public Development Forum was organised by Kensington & Chelsea Council at which the emerging plans were presented and discussed with around 100 local residents. Beltane and Angelo Gordon are creating further opportunities for the local community to have its say and we very much hope that you can join the activities we have planned.



VISUAL OF EXISTING PERMISSION FROM NOTTING HILL GATE

## YOUR SAY ON THE FUTURE OF THE NEWCOMBE HOUSE SITE – TWO WAYS TO GET INVOLVED!

**1 Live presentation (Webinar)** to be held on **Wednesday 12th October** at 6.30 pm via Zoom. It's very simple to join in. Enter [polityuk.co/nhg](http://polityuk.co/nhg) in your browser and you'll be taken to registration. You'll need to have the Zoom app on your computer, tablet or smart device – please go to [zoom.us/download](https://zoom.us/download) if you do not already have this. You can also register by scanning the QR code below by using the camera on your mobile device.

**2 Public exhibition** to be held on **Tuesday October 18th** and **Wednesday October 19th** between 2pm and 7pm (both days) at the Essex Church, 112 Palace Gardens Terrace, Notting Hill, London W8 4RT.



SITE LOCATION AND BOUNDARY

Find out more at [www.newcombehouse.info](http://www.newcombehouse.info) or call us (free of charge) on **0800 246 5890**

## A NEW APPROACH

You can see much more detail and visuals at [www.newcombehouse.info](http://www.newcombehouse.info) but rather than build out the existing planning permission at the site, Beltane and Angelo Gordon are adopting a new approach which has three broad elements:

### Key element 1: Retention of Newcombe House tower

The existing Newcombe House tower would be retained and completely refurbished to provide office accommodation. The latest draft concepts involve an additional three storeys to the tower to make it 15-storeys, some three-storeys lower than the permitted scheme.

A new, lower seven-storey building would be created on the frontage of Notting Hill Gate which would also include offices with retail on the corner of Kensington Church Street. One of the early changes in response to community feedback is the drawing back of this building to create a public square and the retention of the 'Waterstones tree' which would otherwise be lost under the existing planning permission.

### Key element 2: Ground floor public space and covered street

Public access at street level is proposed underneath the Notting Hill Gate frontage building and leads to a new covered street offering shops and restaurants as well as seating and an outdoor garden. The proposed new public square on Notting Hill Gate can also be accessed via Uxbridge Street where new landscaping, cycle bays and seating could feature.

Again, recent responses to early feedback from the local community have resulted in the creation of significant new daylight sources into the covered street from the introduction of the outdoor garden adjacent to the underground line and glazing in the gap between proposed buildings.

### Key element 3: Kensington Church Street and the existing Newcombe House surface car park

This is the entirely new development part of the proposals. The proposed buildings here extend southwards along Kensington Church Street and on the existing surface level car park. There is a 'tiered' approach to the building on the car park so that its steps back from the nearest properties on the other side of the underground line in Jameson Street.

The proposed uses are retail at ground level with offices above, emphasising the commercial-led nature of the emerging scheme.

The proposed building height along Kensington Church Street is primarily six-storeys until the corner with Kensington Place where an eight-storey building is currently indicated. This latter building could accommodate space for a health centre (currently under discussion with the NHS) and replacement affordable homes for those which previously existed at the site.



ILLUSTRATIVE VIEW FROM NOTTING HILL GATE



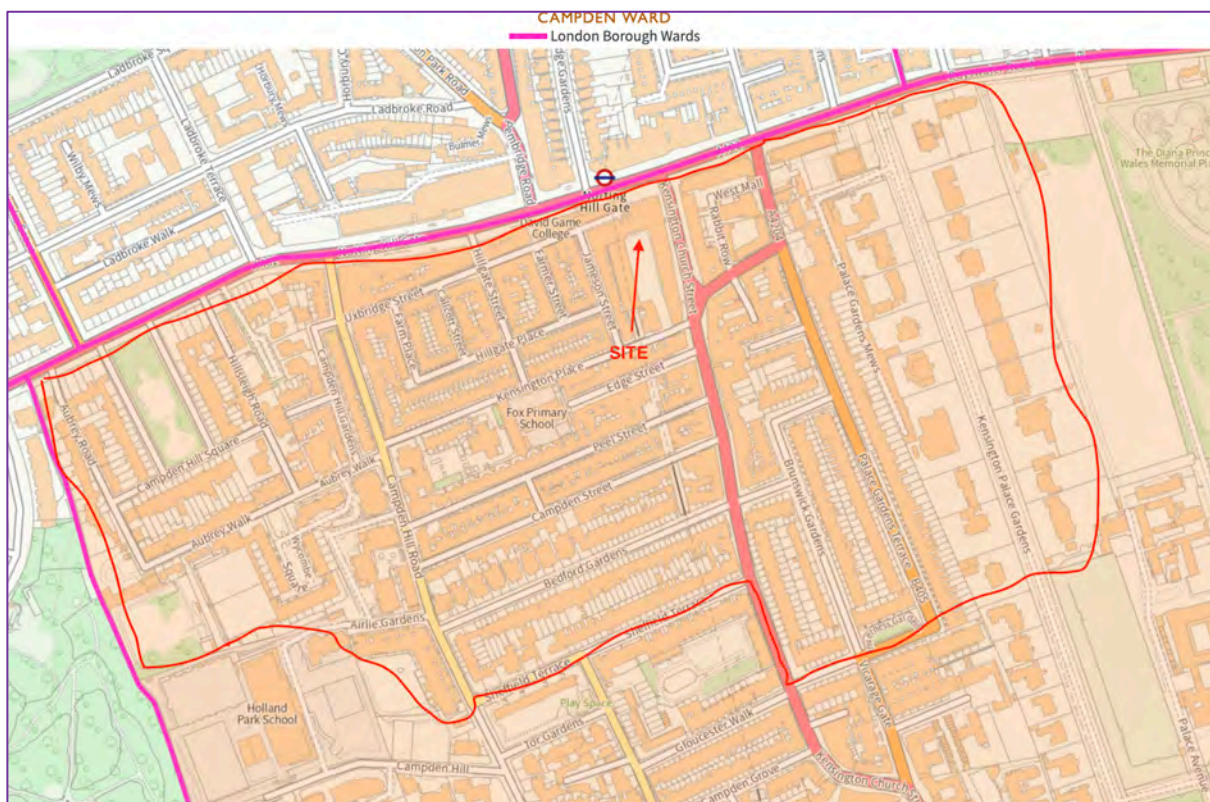
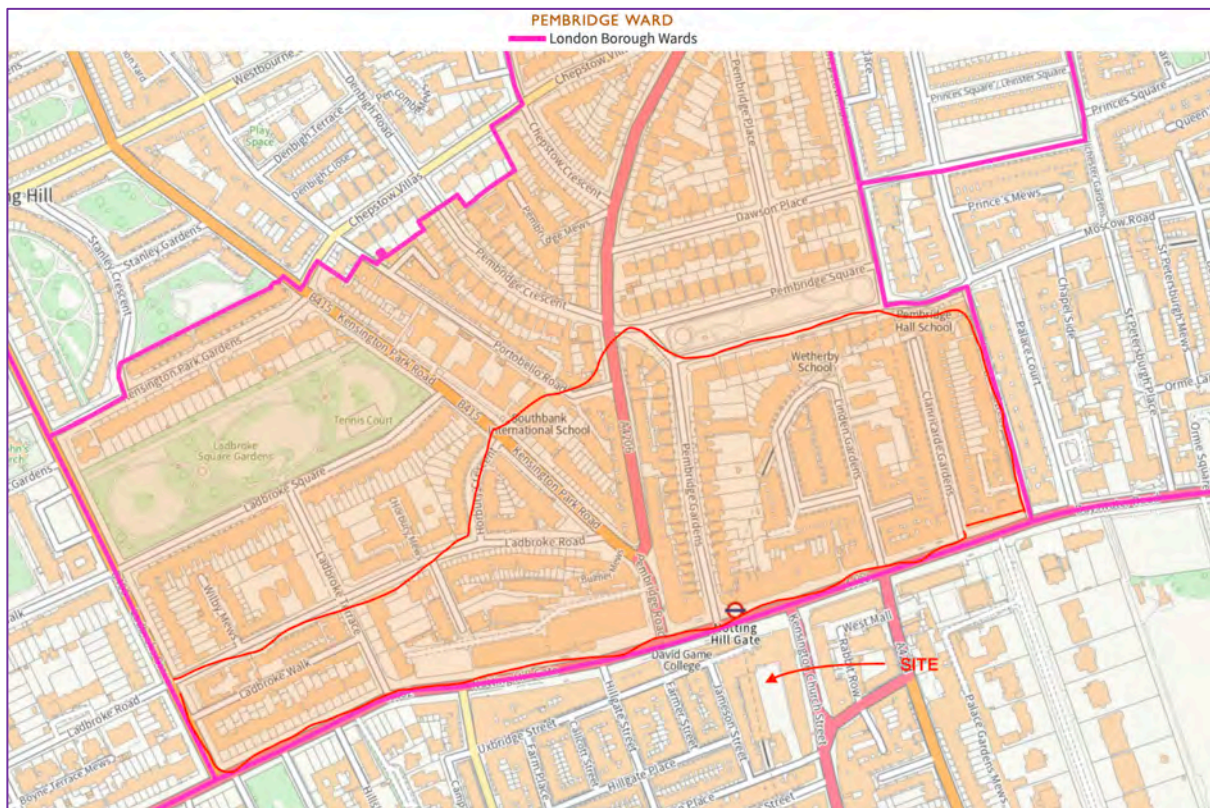
ILLUSTRATIVE VIEW FROM KENSINGTON CHURCH STREET

Find out more at [www.newcombehouse.info](http://www.newcombehouse.info) or call us (free of charge) on **0800 246 5890**



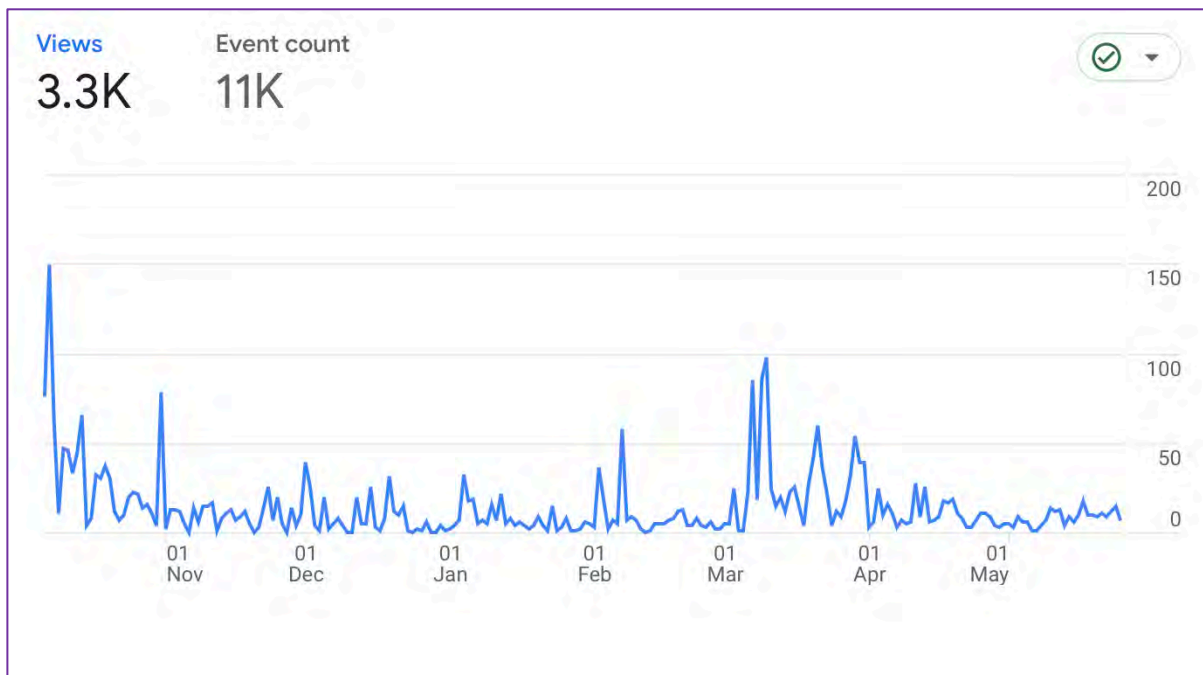
**APPENDIX E:** Catchment for distribution of community newsletters







**APPENDIX F:** Website analytics (6.10.22 to 4.5.23)







**APPENDIX G:** Display boards shown at drop-in session 1 (October 2022)

# NEWCOMBE HOUSE, NOTTING HILL GATE

## OVERVIEW

**EARLIER THIS YEAR, JOINT PARTNERS BELTANE AND ANGELO GORDON ACQUIRED THE NEWCOMBE HOUSE SITE FROM ITS PREVIOUS OWNERS AND THEY ARE NOW BRINGING FORWARD NEW PROPOSALS FOR ITS REGENERATION.**

As can be seen from the boundary plan, the site comprises the 12-storey Newcombe House tower, ground floor shops on Notting Hill Gate and Kensington Church Street, and the former bedsit accommodation for rough sleepers known as Royston Court on the corner of Kensington Church Street and Kensington Place.

The site also includes the surface car park to the rear of Newcombe House with the London Underground line on its boundary as well as the section of Uxbridge Street that extends westwards from the junction with Jameson Street.

The site benefits from a valid planning permission which was obtained by the previous owners in June 2020 following a public inquiry and a decision by the Secretary of State. Beltane and Angelo Gordon were not involved in any of the planning applications concerned.

The currently approved scheme allows for the demolition of all buildings at the site, the construction of a tower of up to 18 storeys and a residential-led approach. The computer-generated images of this are shown opposite.

Beltane and Angelo Gordon have a different vision for this key Notting Hill Gate site. They have appointed leading architects Squire and Partners to design a new office-led proposal. As new owners, they are committed to carrying out early-stage local community consultation to help shape an eventual planning application to the Royal Borough of Kensington and Chelsea.

### YOUR QUESTIONS AND FEEDBACK

We would be pleased to answer any questions and would be very grateful for your feedback.

We encourage you to visit our dedicated website, [www.newcombehouse.info](http://www.newcombehouse.info) where you will find more information, an easy way to send us your comments online or ask us any questions.

You can also call us free of charge if you would like to talk to us direct on **0800 246 5890**.



[www.newcombehouse.info](http://www.newcombehouse.info)
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**0800 246 5890**

# NEWCOMBE HOUSE, NOTTING HILL GATE

## CONTEXT

THE CURRENT BUILDINGS HAVE AN OUTDATED 1960S TOWN CENTRE DESIGN AND HAVE BECOME DEGRADED OVER TIME. THE OVERALL FEEL IS ONE OF NEGLECT WHICH UNDERMINES THE VIBRANCY AND POTENTIAL OF NOTTING HILL GATE. THERE ARE SEVERAL EXISTING NEGATIVE FEATURES WHICH CAN BE ADDRESSED THROUGH SENSITIVE AND INNOVATIVE DESIGN.

**These include:**

- Poor quality architecture;
- Poor relationship to the surrounding streets;
- Lack of pedestrian permeability through the site;
- No level access to the tower; and
- Concealed spaces that attract anti-social behaviour.

The regeneration of this key site has been a long-held desire of the Royal Borough of Kensington and Chelsea. The need for a positive intervention has also been recognised for many years by local community-based bodies like the Notting Hill Gate Improvements Group.

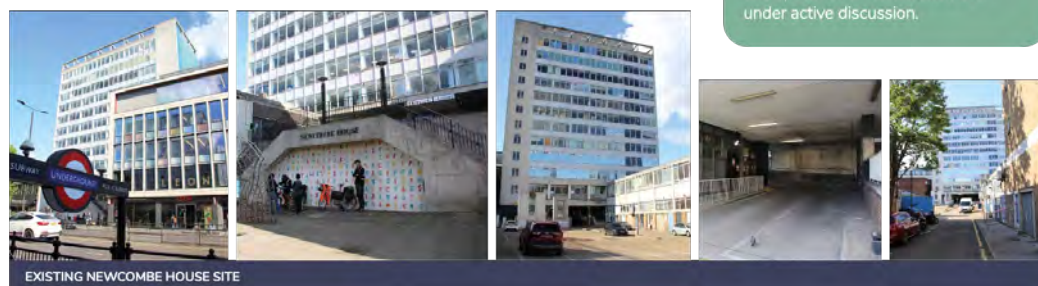
**Key aspirations in the emerging Local Plan (Policy SA9) for the site are:**

- Provision of a high quality office-led mixed use development;
- High quality office employment space with large flexible floor plates unique to Notting Hill Gate;
- New retail and leisure uses to animate the street level;
- An accessible and permeable public square with level access through the site; and
- High quality, vibrant public realm.

Unfortunately, it has been difficult to find a commercially viable solution. The new approach is based on responding to the Council's aspirations yet importantly at the same time ensuring delivery so that another 'false dawn' for the site can be avoided.

The current economic climate provides new challenges and it is very important to both Beltane and Angelo Gordon that the delivery of community benefits are both maximised and realistic within the very real financial and physical constraints that are faced by the new approach.

The regeneration of the entire site in a way which addresses its long-standing deficiencies will be a major gain for the area. In addition, other community benefits such as the provision of new affordable homes and space for a health centre are under active discussion.



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# NEWCOMBE HOUSE, NOTTING HILL GATE

## DESIGN DEVELOPMENT

**THE DESIGN TEAM, LED BY SQUIRE AND PARTNERS HAS UNDERTAKEN AN EXTENSIVE ANALYSIS OF THE CHARACTER OF THE LOCAL AREA BEARING IN MIND THE MORE MODERN ARCHITECTURE FOUND ON NOTTING HILL GATE ITSELF ALONG WITH THAT FOUND WITHIN THE FOUR NEARBY CONSERVATION AREAS.**

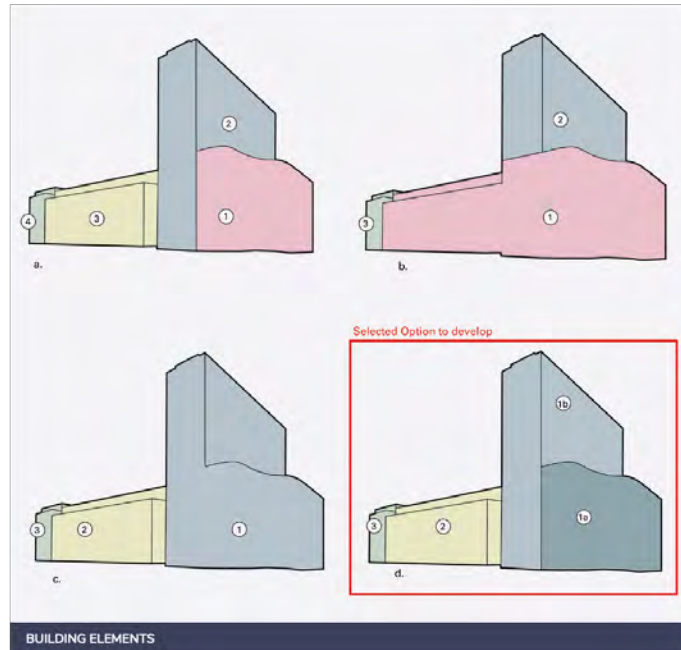
There is no singular character found in the locality and the Newcombe House site has become increasingly out of step with the more recent development and refurbishment of buildings that have taken place on Notting Hill Gate and Kensington Church Street.

Four distinct building character options have been explored, all based on retaining the existing Newcombe House tower, rather than demolishing it as proposed in the agreed planning permission for the site.

The first option (shown as a. in the diagram opposite) considered was to create four different character buildings for the Notting Hill Gate frontage, the tower, Kensington Church Street and the proposed affordable homes.

The second option (shown as b.) envisaged one combined podium building and two taller elements including the retained tower and the affordable building.

The third option (c.) was for one building character for the tower and Notting Hill Gate frontage building and two further



variants for Kensington Church Street and the affordable building.

The fourth and final option (d.) and the preferred approach of the Design Team, is to create two similar building characters for the tower and Notting Hill Gate frontage building

and two further variants for Kensington Church Street and the affordable building.

This is now reflected in the consultation proposals and the latest visuals of how the redeveloped Newcombe House site might look.



EXAMPLES OF LOCAL CHARACTER

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# NEWCOMBE HOUSE, NOTTING HILL GATE

## KEY DESIGN ELEMENT 1

### RETENTION OF THE EXISTING TOWER



ILLUSTRATIVE VIEW FROM NOTTING HILL GATE

The most important part of the new approach is the retention and re-use of the existing Newcombe House tower which would be completely refurbished to provide office accommodation. The latest draft concepts involve the addition of three storeys to the tower to make it 15-storeys, some 8.73 metres higher than the existing tower yet some three-storeys (around 17 metres) lower than the permitted scheme.

The existing lower buildings at the base of the tower as well as the staircase on Notting Hill Gate are proposed to be removed, leaving the tower structure. This then creates the opportunity for the construction of a complementary new lower seven-storey building on the frontage of Notting Hill Gate which would also include offices with retail on the corner of Kensington Church Street.

One of the early changes here has been the drawing back of this frontage building to create a generous public square and the retention of the 'Waterstones tree' which would otherwise be lost under the existing planning permission.

The retained tower would have entirely new façades which will transform the outdated 1960's architecture. Projecting balconies on its Kensington Church Street flank are also introduced to provide new amenity spaces for office users.

A garden is also proposed on the roof of the lower building. At street level on Notting Hill Gate, the new public square is created in front of and under the lower building, positively inviting pedestrians through into a new internal street extending southwards through the entire length of the site.



ILLUSTRATIVE BAY STUDY

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# NEWCOMBE HOUSE, NOTTING HILL GATE

## KEY DESIGN ELEMENT 2

### GROUND FLOOR PUBLIC SPACE AND COVERED STREET

Public access at street level is proposed underneath the Notting Hill Gate frontage building and this leads to a new seven-metres wide covered street that could offer shops and restaurants as well as seating and a nine-metres wide outdoor garden. The proposed new public square on Notting Hill Gate can also be accessed via Uxbridge Street where new landscaping, cycle bays and seating could feature.

Beltane and Angelo Gordon are committed to curating the retail and restaurant uses in the internal street so that a unique and distinct destination is created. The objective is to attract independent operators rather than chains to provide a new and special place to visit and enjoy at Notting Hill Gate. Discussions will take place with the Farmers' Market to explore whether it can be accommodated within the new public spaces on its usual Saturday opening.

Recent responses to early feedback have resulted in the creation of significant new daylight sources into the covered street by the introduction of the outdoor garden which has been created by a 'cut out' of the building form adjacent to the Underground line and a glazed three-metres wide roof light between the retained tower and the new buildings to the south.

The area of the proposed publicly accessible open space in its different locations exceeds that provided in the existing planning permission and includes seating as well as extensive greening through new planting. The intention is to create a series of linked and sequenced managed public spaces that positively attract footfall and pedestrian journeys via the various access points off Notting Hill Gate, Kensington Church Street, Uxbridge Street and Kensington Place/Newcombe Street.



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# NEWCOMBE HOUSE, NOTTING HILL GATE

## KEY DESIGN ELEMENT 3

### KENSINGTON CHURCH STREET AND THE EXISTING NEWCOMBE HOUSE SURFACE CAR PARK

**This is the entirely new development part of the emerging proposals. The proposed buildings here extend southwards along Kensington Church Street and on the existing surface level car park.**



ILLUSTRATIVE VIEW FROM KENSINGTON CHURCH STREET

The proposed building height along Kensington Church Street is primarily six-storeys until the corner with Kensington Place where an eight-storey building is currently indicated. This latter building could accommodate space for a health centre (currently under discussion with the NHS) and replacement affordable homes for those which previously existed at the site.

There is an opportunity to provide more space for affordable housing than before with unit sizes that more adequately meet local housing need.

The illustrative bay studies for the six-storey Kensington Church Street frontage building and the eight-storey affordable housing building show how these read separately in terms of design and materiality.

There is a 'tiered' approach to the building on the car park so that it steps back. This stepping back is to ensure that the amenity of existing properties on Jameson Street is protected. The outdoor terraces accessible to the office users will be landscaped and configured in such a way as to minimise overlooking and the separation distances range from 19 to 28 metres to the rear of the properties on Jameson Street.

The proposed uses are retail at ground level with offices above, emphasising the commercial-led nature of the emerging scheme. The street level frontage of Kensington Church is punctuated by two generously proportioned pedestrian access points, adding to the permeability of the ground floor public spaces and positively inviting people into the covered street.

There is a further shared pedestrian/servicing access via the existing Newcombe Street off Kensington Place. The intended service bay reached by this access will be covered to minimise any noise.

The covered street accesses via Notting Hill Gate, Kensington Church Street and Newcombe Street are proposed to be managed with access gates that will be closed during certain times to ensure security. The precise timings are yet to be decided.



ILLUSTRATIVE BAY STUDY - NEW AFFORDABLE HOUSING



ILLUSTRATIVE BAY STUDY - KENSINGTON CHURCH STREET



ILLUSTRATIVE VIEW TO INTERNAL STREET

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 0800 246 5890

# NEWCOMBE HOUSE, NOTTING HILL GATE

## SUMMARY AND TIMELINE

**THE EMERGING PROPOSALS BY BELTANE AND ANGELO GORDON SEEK TO ACHIEVE THE LONG-HELD AMBITION OF THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA TO REGENERATE THE NEWCOMBE HOUSE SITE.**

Importantly, the consultation scheme has been conceived to be deliverable and to address key weaknesses with both the current site and the approved planning permission. The benefits of the new approach may be summarised as:

- A focus on deliverability, ensuring that this recognised eyesore site is finally revitalised after many long years of trying to realise its regeneration;
- High quality design, introducing new and distinctive architecture;
- A shift to an on office-led proposal with associated retail and restaurant uses which aim to underpin the commercial status of Notting Hill Gate;
- The retention and refurbishment of the existing tower with a lower building height than is currently permitted;
- Permeability through the site;
- A series of interconnected green public spaces and a new public square on Notting Hill Gate;
- A new internal street with curated shops and restaurants to create a unique destination;
- The creation of several hundred new jobs in the completed scheme with the associated spending power of the office population feeding into the local economy;
- The provision of new, high quality affordable homes meeting local needs; and
- The potential to provide space for a new health centre serving patients in the local area.



ILLUSTRATIVE MASSING FROM HILLGATE PLACE

### INDICATIVE TIMELINE (subject to change)

Here's our current best guess at the timeline for the development. It is subject to change as there may be issues that arise during any of the stages below that might delay the programme.

- **June 2022 to 1st Quarter 2023**  
Pre-application community involvement ensuring that local people, organisations and businesses are informed about the emerging plans and have varied opportunities to give their feedback either in person or virtually.
- **Q1 2023**  
Planning application submission.
- **Q1 2023**  
Statutory consultation by Council begins.
- **Q3/4 2023**  
Planning determination.
- **Q1 2024**  
Start on site.
- **Q1 2026**  
Completion of development.

### WHAT HAPPENS NEXT?

We're keen to receive further feedback on the proposals before finalising and submitting a planning application to the Royal Borough of Kensington and Chelsea (RBKC). We expect to make a planning application in the first quarter of 2023 and will organise further events and activities prior to doing so, enabling local people and organisations to understand any further changes in response to feedback.

You can leave your feedback by visiting our website at [www.newcombehouse.info](http://www.newcombehouse.info) or you can email us at [contact@newcombehouse.info](mailto:contact@newcombehouse.info)

If it's easier, you can talk to us free of charge on **0800 246 5890** and give us your views.

We will set out all of the community feedback received and the responses of Beltane and Angelo Gordon in a detailed report which will form part of the planning application.

RBKC will carry out its own separate formal consultation on the planning application after it has been submitted and individuals and organisations can make representations as part of that process.

[www.newcombehouse.info](http://www.newcombehouse.info)
[contact@newcombehouse.info](mailto:contact@newcombehouse.info)
**0800 246 5890**



**APPENDIX H:** Presentation made to ward members and civic groups (January 2023)





# SQUIRE & PARTNERS

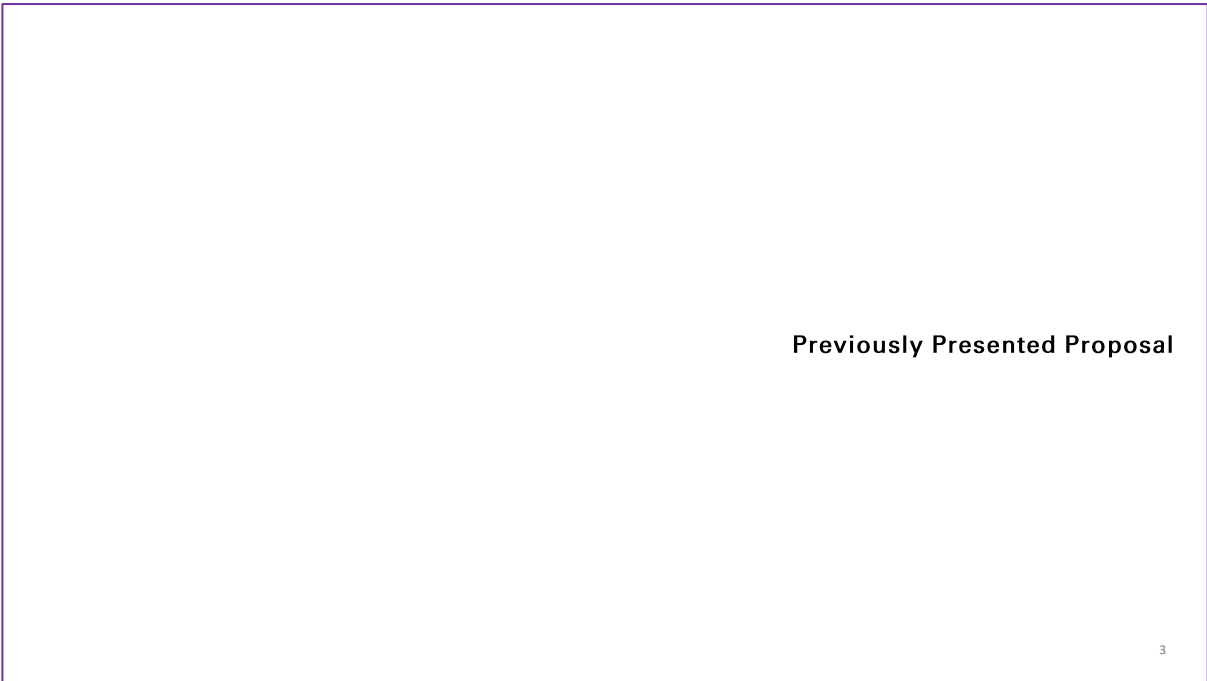
## Newcombe House

Kensington Society Update Presentation

23<sup>rd</sup> January 2023

### Content

- Introductions
- Previously Presented Proposal
- Consultation Feedback Summary
- Response to Consultation Comments: Massing & Public Realm
- Response to Consultation Comments: Design



**Previously Presented Proposal**  
 Illustrative Architectural Proposal from Notting Hill Gate



5

**Previously Presented Proposal**  
 Internal Street



View 1: View from Notting Hill Gate into new square and internal street beyond



View 2: View from Kensington Church Street into the internal street beyond



b



## Consultation Feedback Summary

### Scale, height and massing

- Site is overdeveloped with a focus on the massing fronting NHG.
- Building footprint pushed to the boundary of every perimeter.
- Massing along KCS is unsuccessful - alleviate unbroken horizontal seen from Hillgate Village.
- Affordable building could accept additional height to differentiate between KCS building.
- Insufficient space for retained tree to grow.

### Public realm and landscape design

- Public realm onto NHG does not constitute a square that is open to the sky.
- Undercroft is out of character with the surrounding area.
- Concerned scheme turns back on KCS and not convinced indoor street will be successful.
- Will double fronted retail units be successful?
- Management strategy of Public Realm including Uxbridge Street.
- Sufficient space to retain existing tree to NHG/KCS.
- Step free access – exhaust all options to safeguard provision.

7

## Consultation Feedback Summary

### Plan, layout and use

- Inadequate medical use at GF and provision of 20 affordable homes.
- Encourages early engagement with NHS on 650sqm medical use.
- Deep floor plates to KCS office floors (1<sup>st</sup> – 3<sup>rd</sup>) – daylight and ventilation strategy.
- Central light well would be more beneficial to bring daylight and natural ventilation through the office spaces and ground
- Consideration to provide space for the farmers' market.

### Architecture and materiality

- Architectural heritage of Newcombe House should inform elements of the design.
- A vertical architectural expression to the tower to help it read as a tower as opposed to the horizontal expression.
- Tower feels too 'corporate' and should reflect more of NHG.
- Massing diagram to be resolved prior to architectural concept to NHG.
- Shared materiality and tone between the 3 blocks.
- Arches to KCS GF are out of character.
- 'Lighter' architectural approach to KCS facade

8

## Consultation Response

Massing & Public Realm

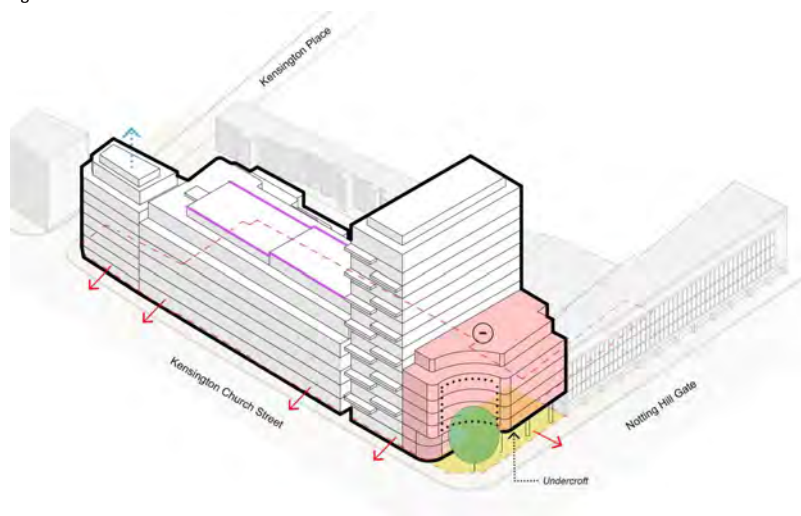
9

### Massing Development

Design Response: Removal of Massing to NHG

**Consultation comments:**

- 'Dominant massing' to NHG
- Re-establish key connection to Newcombe House tower.
- Massing pushed to every perimeter boundary.
- 'Breathing space' required between tower massing and NHG.
- Further thought given to quality of the public realm.
- Create more breathing space around the retained tree.
- Undercroft to NHG is 'out of character with the surrounding townscape and local character'.
- Provision of a large 'open-air' space that is permeable and accessible from NHG.
- Opportunity for further greening.



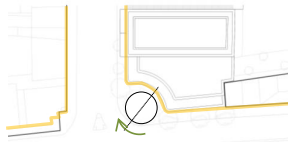
10

## Massing Development

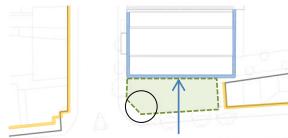
### Design Response: Tower Extension

Consultation comments responded to:

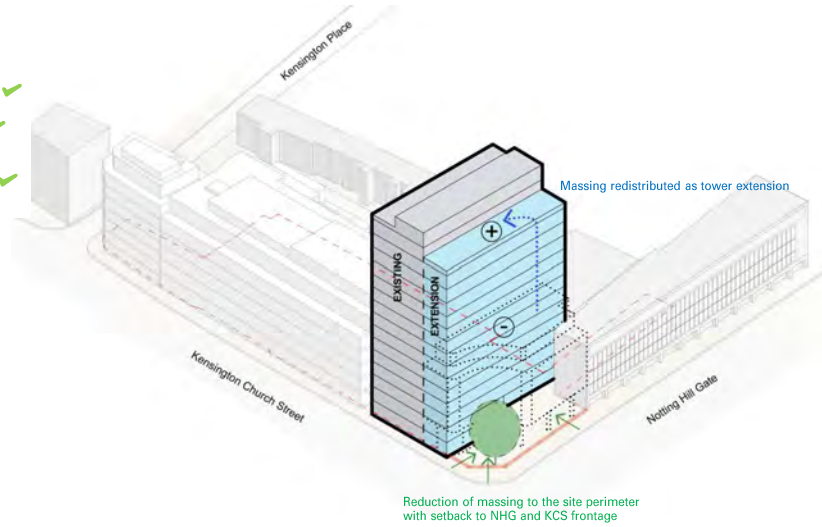
- Omission of 'dominant massing' to NHG ✓
- Re-establish key connection to Newcombe House tower. ✓
- Massing no longer pushed to every perimeter boundary. ✓
- 'Breathing space' created between tower massing and NHG. ✓



PreApp5 Massing Proposal: Continuous street frontage



Revised Massing Proposal: Frontage recessed from NHG



11

## Massing Development

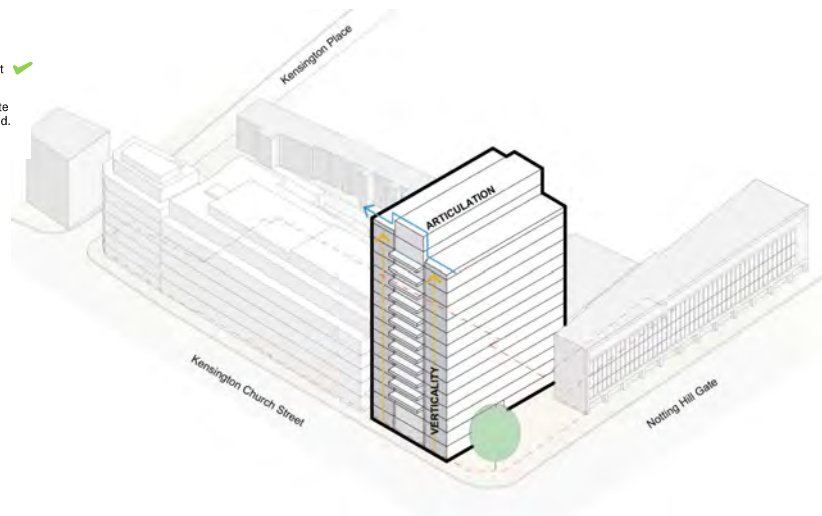
### Design Response: Tower Design

Consultation comments responded to:

- Vertical emphasis to the façade for a more elegant tower design. ✓
- Stepped massing articulates the building silhouette and is derived from the existing 60's structural grid.



Tower Typical Floor Plan with extension



12

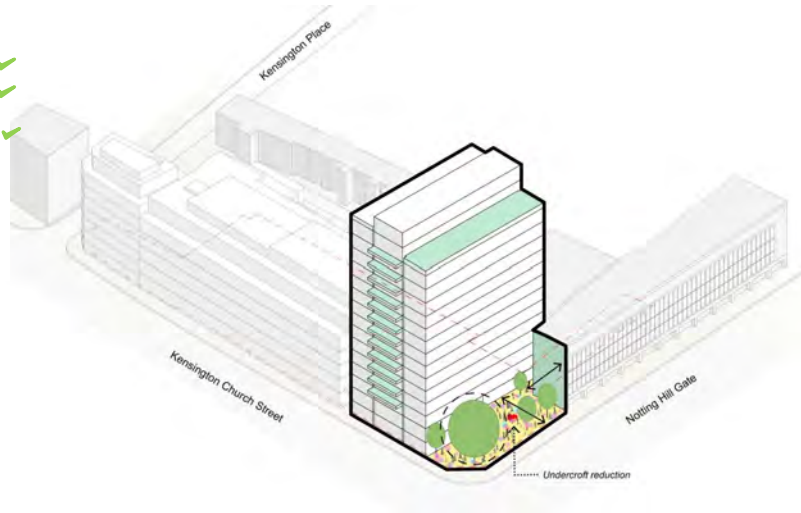


## Massing Development

Design Response: Public Realm

Consultation comments responded to:

- Further thought given to quality of the public realm. ✓
- Create more breathing space around the retained tree. ✓
- Reduction of the undercroft, which the panel felt was out of character with the surrounding townscape and local character. ✓
- Provision of a large 'open-air' space that is permeable and accessible from NHG. ✓
- Opportunity for further greening. ✓



13

## Public Realm Design Development

Public Realm Comparison to NHG / KCS Corner

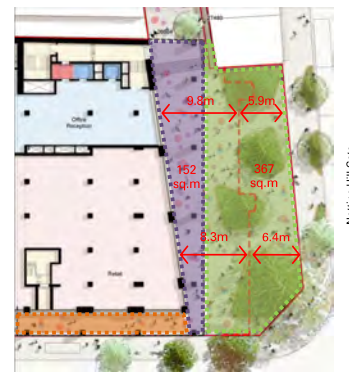


Existing GF Plan



Previous GF Plan Proposal

22% Open to Sky  
78% Covered



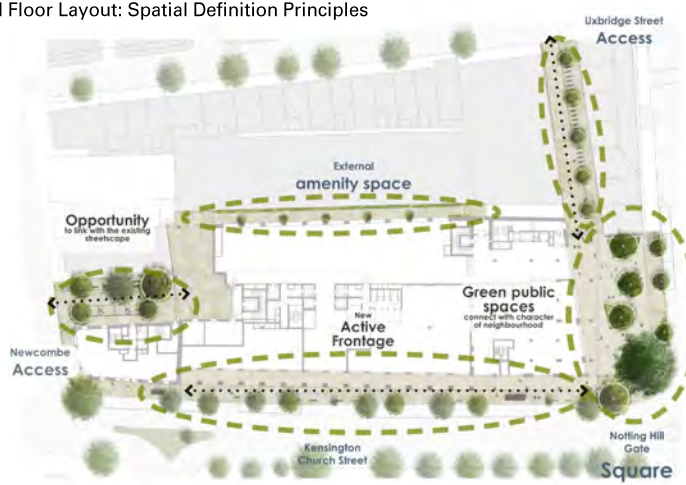
Proposed GF Plan

71% Open to Sky  
29% Covered  
Under KCS Colonnade

14

## The Proposal

### Ground Floor Layout: Spatial Definition Principles

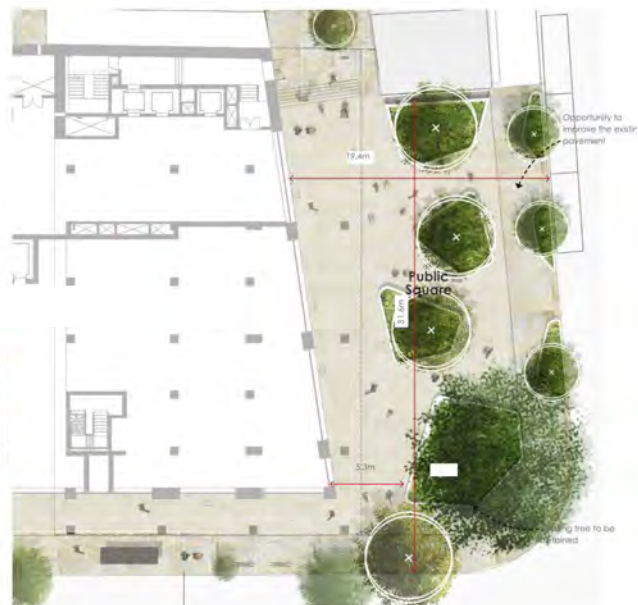


15

## The Proposal

### Notting Hill Gate Square

- A new public square will connect the new development with the surrounding neighbourhood.
- A series of raised planters have been arranged to respond to the foreseen pedestrian desired walking routes. The planters also define a key theatrical central square and provide ample seating that will benefit from a sheltered environment.
- Newly proposed street trees improve the pedestrian experience along Notting Hill Gate and contribute to the overall character of the street.
- Ample sitting areas provide the opportunity to relax under the shade of trees and have lunch outdoors.
- Understorey planting further enhance the new green character of the street front.



16

## Public Realm Design Development

Public Square Design



17

## The Proposal

Ground Floor Layout: Uxbridge Street

- A high grade surface invites pedestrians to engage with the Uxbridge Street entrance
- Sculptural pots provide the required soil volume for new trees and also provide the setting for benches and street furniture.



18



## The Proposal

### Ground Floor Layout: Uxbridge Street

- A continuous shared surface connects the Newcombe entrance with the southern neighbourhood
- Newly proposed street trees invite pedestrians to the southern entrance



19

## Massing Development

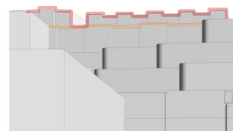
### Design Response: KCS

Consultation comments responded to:

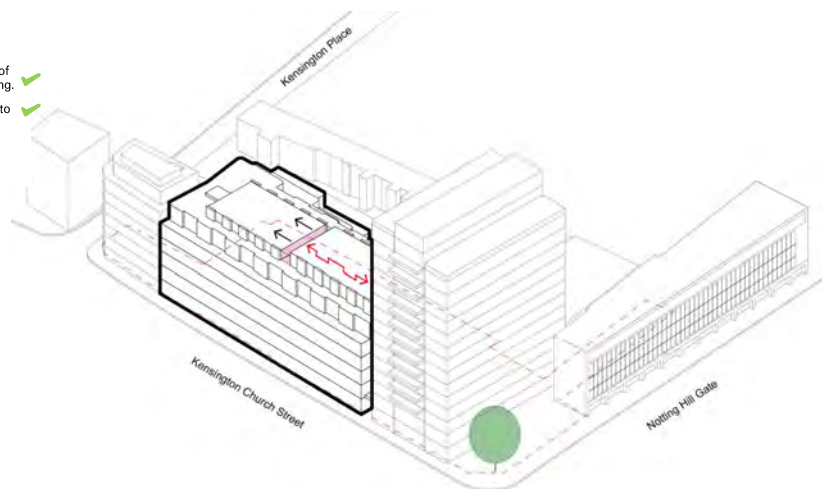
- Exploration into introducing a break within the roof plant enclosure to separate the continuous massing. ✓
- Explore architectural articulation of 4<sup>th</sup> floor level to break up the single parapet line. ✓



PreApp5 Massing



Revised Massing



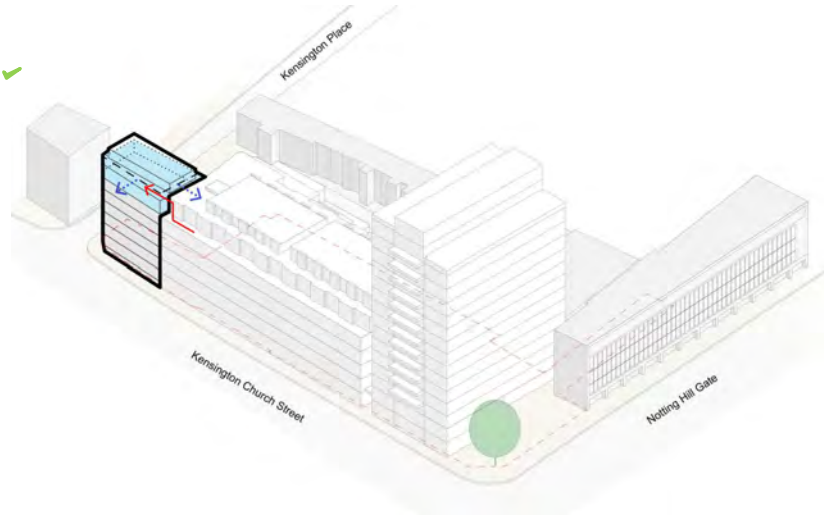
20

### Massing Development

Design Response: Affordable

Consultation comments responded to:

- Set-back omitted to Affordable Block to increase massing distinction with the KCS building. ✓



21

### Massing Development

Design Response: Revised Massing



22

## Layout Development

### Open Space Redistribution

#### Consultation design responses:

Internal street removed with area redistributed:

- To provide a colonnade at ground floor along KCS and recess the building footprint from the public highway.
- Offset the massing at G-2<sup>nd</sup> floor levels 3m from the NHG station boundary.
- A more efficient and effective ground floor plan suitable for office and retail uses.
- The office floor plate is centralised within the KCS plan and therefore improves daylight and ventilation depths within the floorplan and negates the issue of daylight to the internal street.

This design evolution of the plan significantly reduces the building edge the perimeter of the site and improving the pedestrian experience along a congested KCS.



Pre-App 5 / QRP 2 GF Plan



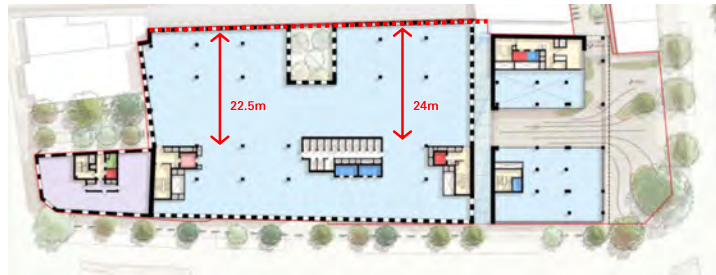
Revised GF Plan Proposal

## Layout Development

### Reduced floorplate & improved core / efficiency

#### Consultation design responses:

- Reduced massing along the full perimeter to the NHG LUL aspect of the site.
- Relocation and centralised core configuration to the KCS building.
- Lightwell removed to accommodate centralised core design.
- Reduced depth of office floorplate with centralised core improves ventilation and daylighting.



Previous Proposals: TYP floor plan

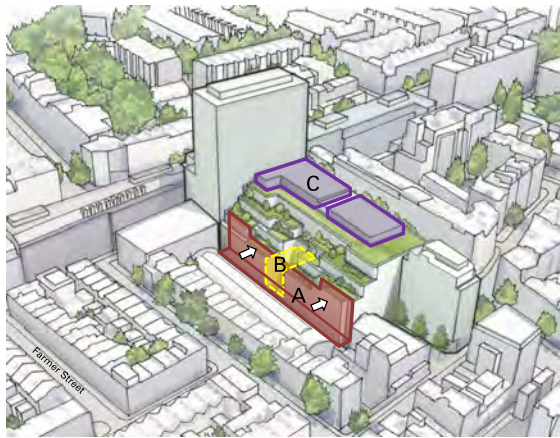


Revised TYP Plan Proposal



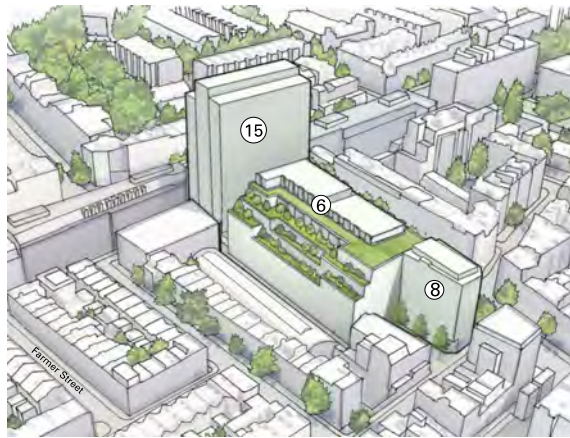
### Design Development

Previous Massing: Design Response



- A** 3m offset from NHG station boundary wall to ground – 3<sup>rd</sup> floor level
- B** Lightwell removed to accommodate centralised core design
- C** Introducing a break within the roof plant enclosure

Revised Massing



○ Number of storeys

25

### Design Development

Illustrative KCS Massing from Hillgate Place



Previous Massing

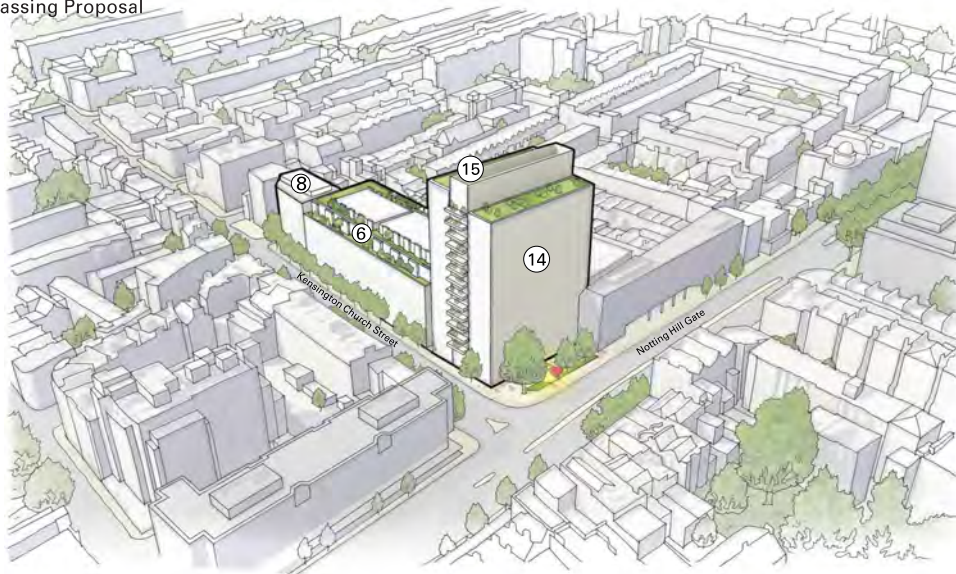


Revised Massing

26

### The Proposal

Revised Massing Proposal



○ Number of storeys

27

### The Proposal

Ground Floor Layout



28

**The Proposal**  
Typical Floor Layout



29

**The Proposal**  
14<sup>th</sup> Floor Layout



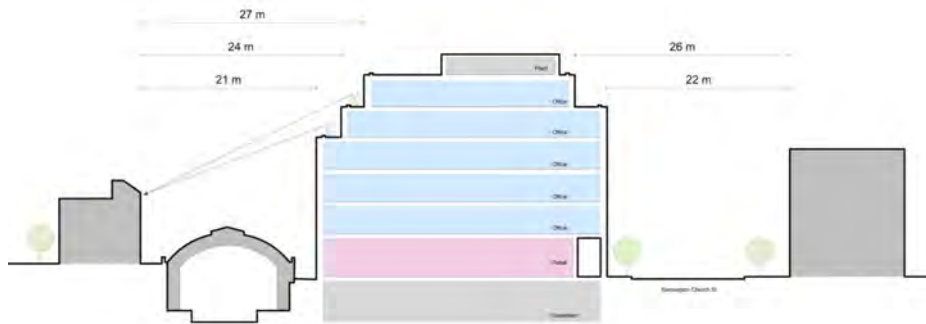
30



## The Proposal Section & Overlooking

### Design Considerations:

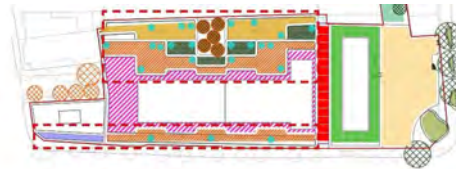
- Green planters to perimeter terracing to reduce overlooking onto neighbouring properties to Jameson Street.
- Terrace setbacks and distances increase towards upper floors.
- Distances wider than adjacent streets.
- Controlled lighting to reduce light spillage.



31

## Landscaping to terraces – Mitigating Overlooking

### Overlooking Design Considerations



32

### Townscape Views

View 12: Notting Hill Gate / Linden Gardens - Existing

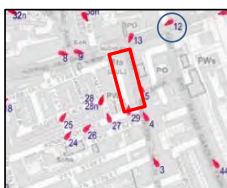


View 12: NHG Linden Gardens - Consented



### Townscape Views

View 12: Notting Hill Gate / Linden Gardens – Pre-App 5 / QRP 2 Massing



### Townscape Views

View 12: Notting Hill Gate / Linden Gardens – Revised Massing





### Townscape Views

View 8: Notting Hill Gate / United House - Existing



View 8: NHG / Jamie O Restaurant - Consented



### Townscape Views

View 8: Notting Hill Gate / United House – Pre-App 5 / QRP2 Massing



### Townscape Views

View 8: Notting Hill Gate / United House – Revised Massing



### Townscape Views

View 13: Notting Hill Gate / Bays Post Office - Existing



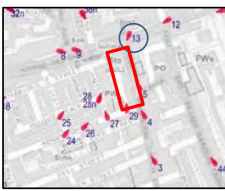
View 13: Bays Post Office - Consented





### Townscape Views

View 13: Notting Hill Gate / Bays Post Office – Pre-App 5 / QRP2 Massing



### Townscape Views

View 13: Notting Hill Gate / Bays Post Office – Revised Massing



## Consultation Response

Design

45

### Massing Development

Illustrative Architectural Proposal from NHG  
Previous Proposal



46

## Consultation Summary Comments

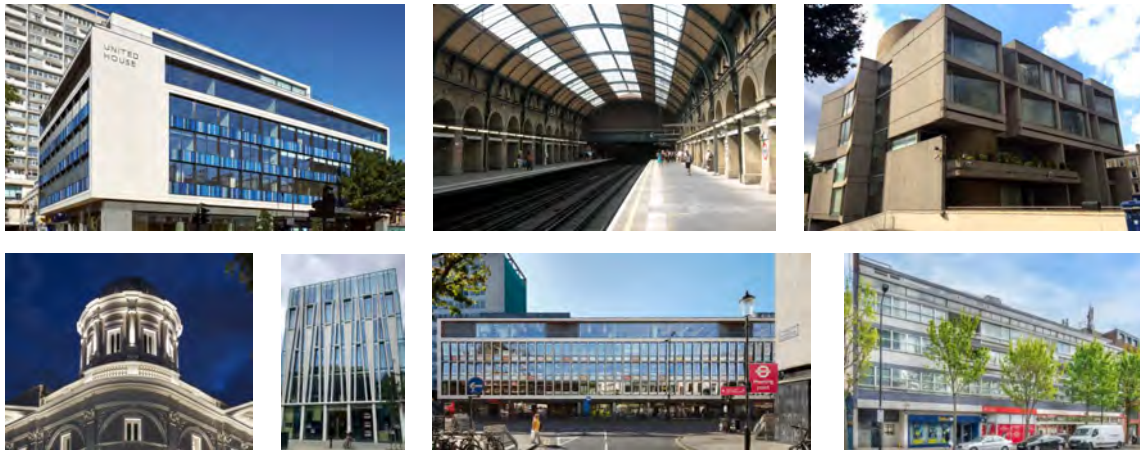
### Architecture and materiality

- Architectural heritage of Newcombe House should inform elements of the design
- A vertical architectural expression to the tower to help it read as a tower as opposed to the horizontal expression
- Massing diagram to be resolved prior to architectural concept to NHG.
- Shared materiality and tone between the 3 blocks.
- Arches to KCS GF are out of character.

47

## Architectural Development

Local character – Architectural elements – Notting Hill Gate



48



### Architectural Development



Existing Tower



Façade Development

49

### Design Development

#### Architectural Language Exploration



50

## Design Development

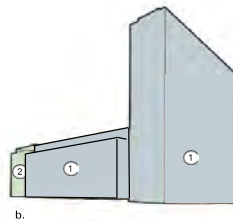
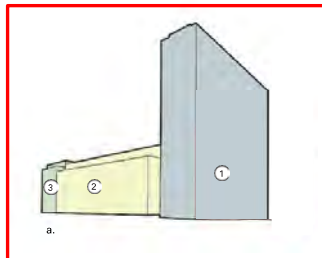
Previously Presented



51

## Design Development

Building Elements



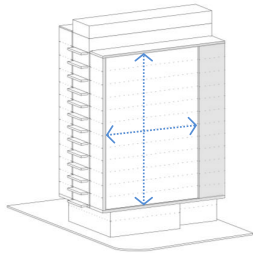
Building character options:

- a. Three different characters buildings for Newcombe Tower, Kensington Church Street Building and Affordable Building
- b. Tower and Kensington Church Street Building to have similar character and Affordable Building to have a separate character.

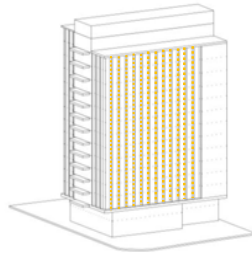
52

## Architectural Development

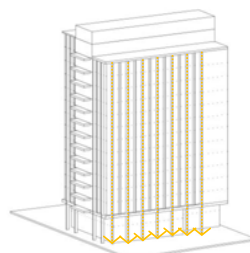
### Tower Façade Concept Development



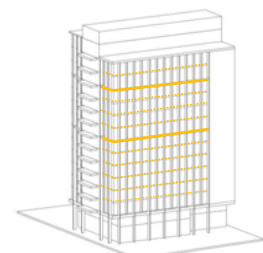
1. Establishing Proportion with the Fibonacci sequence



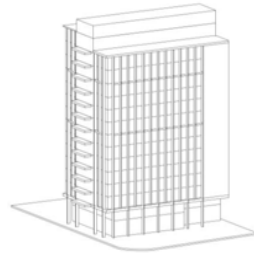
2. Principle vertical grid



3. Extension of grid to base



4. Secondary horizontal grid



53

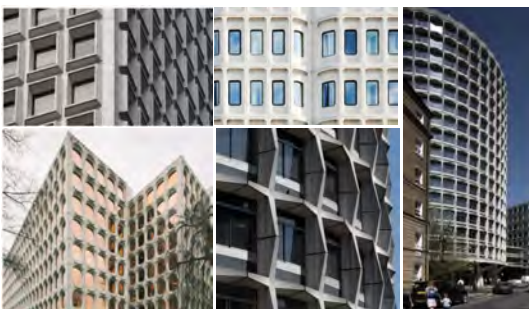
## Design Development

### Tower Façade Concept Development

Materiality & Historical context: 19<sup>th</sup> C. Notting Hill Gate Kilns vs. 21<sup>st</sup> C. Contemporary Precedents



1960's Geometry & Modular Design Inspiration



1960's Geometry & Modular Design Inspiration

54





55

### Architectural Development Tower Façade

Please note that this is an indicative image and subject to change and develop.



56

**Architectural Development**  
Building elements – Buildings 2 and 3



Traditional Brick Terraces to Kensington Church Street



Lincor Square: Contemporary



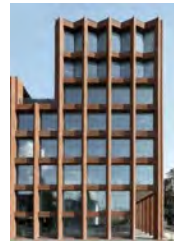
Second Church of Christ Science



Linden Gardens: Terracing and Rhythm



Garway Road: Contemporary



57

**Architectural Development**  
Building elements – KCS Building: Design Development



58

## Design Development

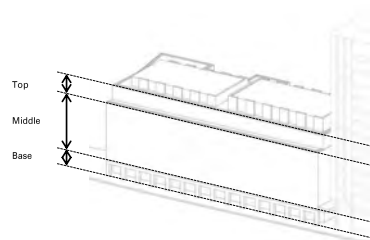
Previously Presented



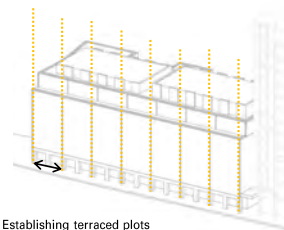
59

## Architectural Development

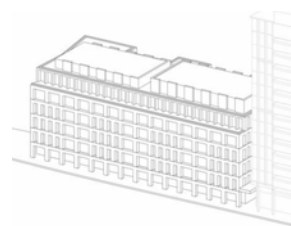
KCS Façade Concept Development



1. Horizontal hierarchy



2. Establishing terraced plots



3. Variation of apertures to lighten façade aesthetic



4. Articulated frontage to break continuous parapet line

60



## Architectural Development

Building elements – KCS Building: Design Development



61

## Architectural Development

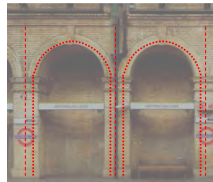
Building elements – KCS Building: Design Proposal

**Consultation design responses:**

- Arches to GF removed with colonnade introduced along KCS.
- Horizontal massing revised into incorporate vertical hierarchy to reduce singular visual mass.
- Variation to window apertures to reduce repetition to KCS elevation.
- Referring to existing context of KCS with variation in roof parapet.



Traditional Brick Terraces to Kensington Church Street: Punched hole and facade rhythm & Stepped Roofscape



Arched openings to Notting Hill Gate Tube Station



Hillgate Village: Repeated bays



62

### Architectural Development

Building elements – Affordable Building: Design Proposal



63

### Architectural Development

Illustrative View from Notting Hill Gate



64

**Architectural Development**  
Illustrative View from Notting Hill Gate



65

**Architectural Development**  
Illustrative View from Notting Hill Gate



66





**APPENDIX I:** Community newsletter 2 (March 2023)

# COMMUNITY NEWSLETTER NEWCOMBE HOUSE, NOTTING HILL GATE

This second newsletter provides residents, businesses and local organisations with updated information on the new proposals to redevelop the Newcombe House site and explains how you can have your say.

ISSUE NO. 2,  
MARCH 2023

OVER THE PAST 8 MONTHS, JOINT PARTNERS BELTANE AND ANGELO GORDON HAVE UNDERTAKEN EXTENSIVE COMMUNITY CONSULTATION ON THE FUTURE OF NEWCOMBE HOUSE, WHICH THEY ACQUIRED IN THE EARLY PART OF 2022.

The new owners decided that they did not want to pursue the existing valid planning permission to demolish all the buildings at the site and construct a new residential-led development. They appointed leading architects Squire and Partners to completely re-think the approach based on a commercial-led development including offices and retail at ground floor level. This would retain the main Newcombe House tower and introduce new buildings on Kensington Church Street and the Newcombe House car park.

### Community involvement

Through the use of a dedicated website, [www.newcombehouse.info](http://www.newcombehouse.info), a webinar, workshops with the principal residents' associations and a two-day public drop-in session, the initial plans for the site were presented in the last quarter of 2022. Extensive and detailed feedback was received from the local community and this has informed revisions and improvements to the emerging proposals.

The next and final stage of the pre-application dialogue is for Beltane and Angelo Gordon to share the revised proposals with the local community. They will explain how they have changed in response to feedback to date and invite further input prior to the finalisation of a planning application to the Council.

We very much hope that you will be able to join the activities we have planned, as the local community's input to date has been very valuable in finally realising the long-awaited regeneration of this important site.



VISUAL OF EXISTING PERMISSION FROM NOTTING HILL GATE

## REVISED PROPOSALS FOR THE NEWCOMBE HOUSE SITE – TWO WAYS TO GET INVOLVED!

### 1 Live presentation (Webinar) to be held on

Thursday 16th March at 6.30pm via Zoom. It's very simple to join in. Simply scan the QR code (right) by using the camera on your mobile device or click the webinar registration button on our website [www.newcombehouse.info](http://www.newcombehouse.info). You'll need to have the Zoom app on your computer, tablet or smart device – please go to [zoom.us/download](https://zoom.us/download) if you do not already have this.



### 2 Public exhibition to be held on Tuesday 21st March between 2pm and 7pm at the Essex Church, 112 Palace Gardens Terrace, Notting Hill, London W8 4RT.



INITIAL ILLUSTRATIVE VIEW FROM NOTTING HILL GATE, NOW CHANGED

Find out more at [www.newcombehouse.info](http://www.newcombehouse.info) or call us (free of charge) on **0800 246 5890**

## LATEST REVISIONS

You can see much more detail and visuals at [www.newcombehouse.info](http://www.newcombehouse.info) where the latest revisions are explained. You can also view the initial proposals presented last year to understand how the design and content has changed during pre-application consultation.

### Key element 1:

#### Retention of Newcombe House tower

The existing Newcombe House tower would be retained and completely refurbished to provide office accommodation.

The latest revisions remain as previous - an additional three-storeys to make it 15-storeys, some three-storeys lower than the permitted scheme.

It was clear from community feedback that there was a desire to see an 'open-air' space on the Notting Hill Gate frontage around the retained 'Waterstones tree' which would allow it to thrive. This has resulted in the complete removal of the previously proposed seven-storey frontage building and its undercroft. This now results in a 'drawn back' and more elegant tower design with a new look vertical expression as shown in the visual below.

### Key element 2:

#### Ground floor public space and covered street

With the changes to the tower, the public square on Notting Hill Gate will now be 71% open to the sky whilst before it was only 22%. Greater opportunity to green the square is also now possible, something which many people told us they favoured. There is also a wider and better connection to Uxbridge Street.

A lot of feedback was received about the practicalities and attractiveness of the proposed internal covered retail street accessed under the tower. It has been decided to remove this from the proposals. This allows the building footprint to be drawn back a further 3m from the boundary with the underground line. It also provides space for a new covered colonnade stretching along Kensington Church

Street and offering more space for pedestrians, something many people told us they would like to see included. The proposed arches were broadly supported and these are retained in the proposed colonnade.

### Key element 3:

#### Kensington Church Street and the existing Newcombe House surface car park

This is the entirely new development part of the proposals. The proposed buildings here extend southwards along Kensington Church Street and on the existing surface level car park. There is a 'tiered' approach to the building on the car park and the latest changes mean that this steps back some 21 to 27m from the nearest properties on the other side of the underground line in Jameson Street. This is wider than adjacent streets and similar to the building to building width of Kensington Church Street

The proposed uses remain retail at ground level the length of the new colonnade with offices above.

The proposed building heights along Kensington Church Street are unchanged at primarily six-storeys until the corner with Kensington Place where an eight-storey building is currently indicated. The design of the six storey element has evolved to introduce less regularity in window apertures and a variations in the roof parapet to provide a less repetitive façade. There was significant community feedback received about housing a new doctor's surgery in the eight-storey building and further detailed discussions have taken place with the NHS to agree requirements. There was broad community support for the inclusion of new high quality affordable homes in this building as well.



PROPOSED REVISED VIEW FROM NOTTING HILL GATE



PROPOSED REVISED VIEW FROM KENSINGTON CHURCH STREET

Find out more at [www.newcombehouse.info](http://www.newcombehouse.info) or call us (free of charge) on **0800 246 5890**





**APPENDIX J:** Presentation at webinar 2 (March 2023)



# SQUIRE & PARTNERS

## Newcombe House

Webinar Presentation

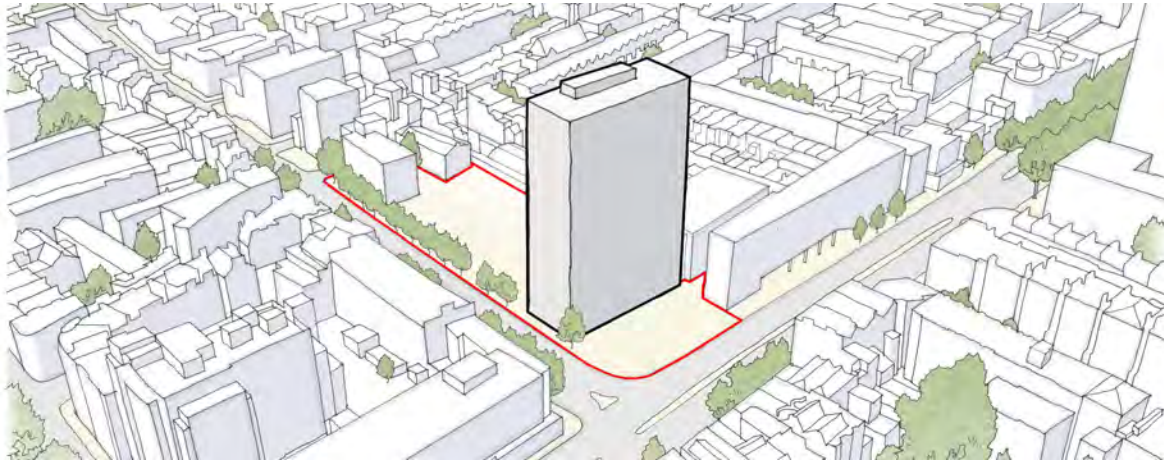
16 March 2023

Scheme evolution following 9 months of consultation

2

### Fundamental for embodied carbon

Retain tower skeleton



3

### Evolutions of proposal over 9 Months of Consultation

Massing



Design



Plan



4



## Summary of key changes as result of consultation

### Key Changes through consultation

- Retention of tree on corner
- Removal of massing fronting onto Notting Hill Gate
- Creation of significant new public realm space on Notting Hill Gate. Open to Sky, accessible 24/7
- Widening of Tower to Northern elevation.
- Improved connection through to Uxbridge Street.
- Omission of central covered street.
- Widening of Ken Church St pavement through creation of colonnade.
- Reduction and sculpting of massing to Ken Church Street building and in particular elevation facing Hillgate Village.
- Evolution and design to all 3 buildings.
- Landscaping, bio-diversity, sustainability, energy, carbon calculations and thermal performance evolutions to maximise green credentials of building. Will be best in class.
- Increase in affordable building to maximise provision and to include medical use.

5

Current Proposal

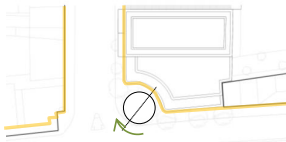
6

## Massing Development

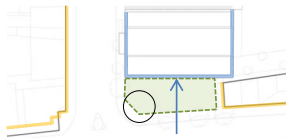
### Design Response: Tower Extension

Comments responded to:

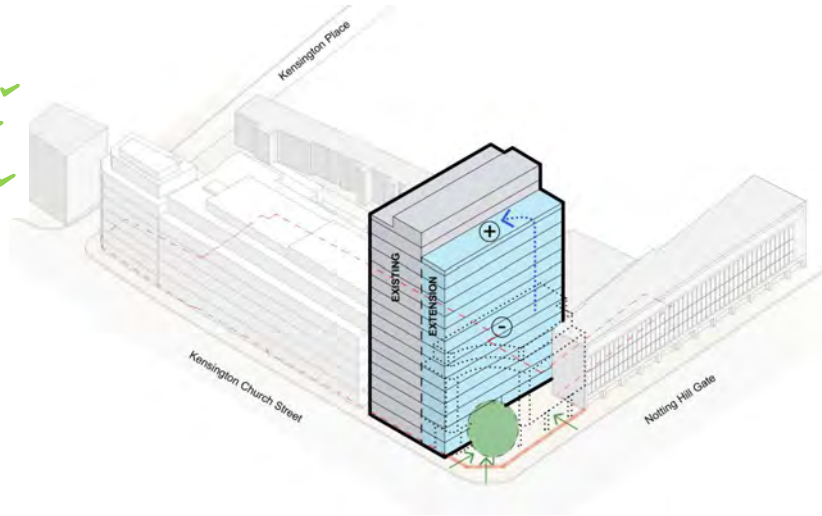
- Omission of 'dominant massing' to NHG ✓
- Re-establish key connection to Newcombe House tower. ✓
- Massing no longer pushed to every perimeter boundary. ✓
- 'Breathing space' created between tower massing and NHG. ✓



QRP 2 Massing Proposal: Continuous street frontage



Revised Massing Proposal: Frontage recessed from NHG



7

## Massing Development

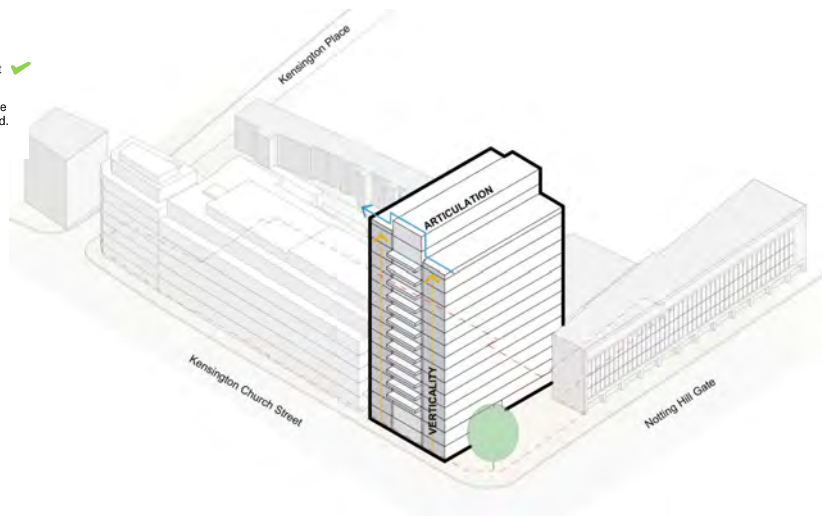
### Design Response: Tower Design

Comments responded to:

- Vertical emphasis to the façade for a more elegant tower design. ✓
- Stepped massing articulates the building silhouette and is derived from the existing 60's structural grid.



Tower Typical Floor Plan with extension



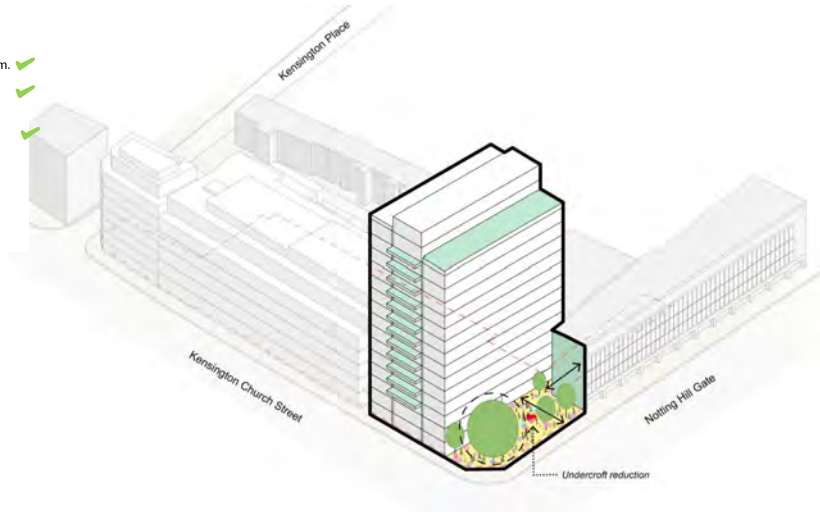
8

## Massing Development

### Design Response: Public Realm

Comments responded to:

- Further thought given to quality of the public realm. ✓
- Create more breathing space around the retained tree. ✓
- Reduction of the undercroft. ✓
- Provision of a large 'open-air' space that is permeable and accessible from NHG. ✓
- Opportunity for further greening. ✓



9

## Massing Development

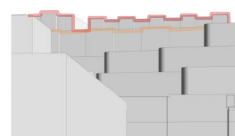
### Design Response: KCS

Comments responded to:

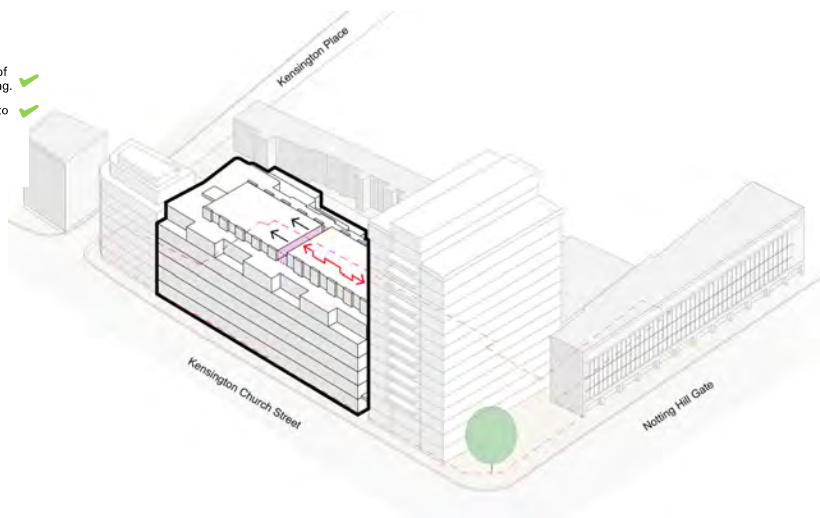
- Exploration into introducing a break within the roof plant enclosure to separate the continuous massing. ✓
- Explore architectural articulation of 4<sup>th</sup> floor level to break up the single parapet line. ✓



Previous Massing



Revised Massing

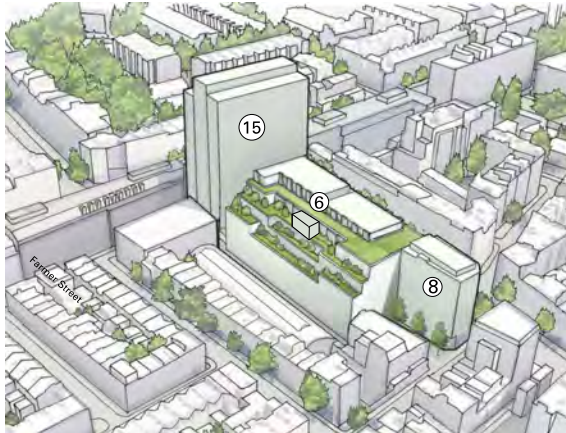


10



## Design Development

### Revised Massing



○ Number of storeys



11

## Landscaping to terraces – Mitigating Overlooking

### Overlooking Design Considerations



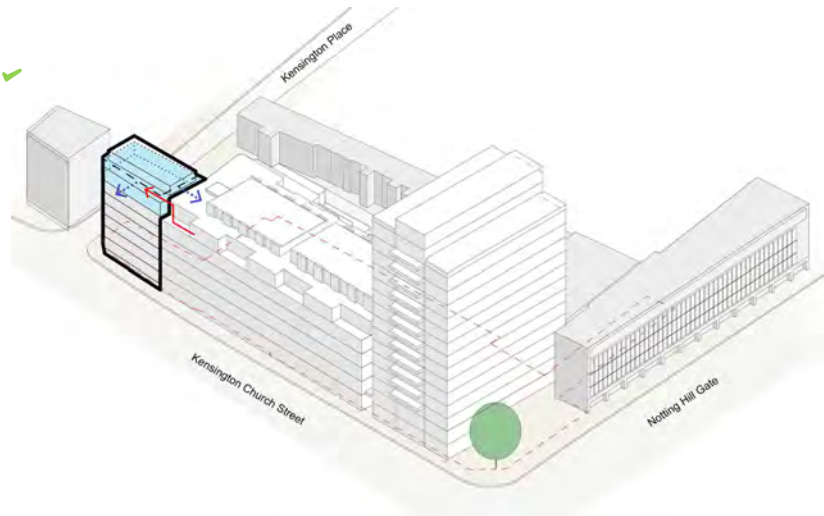
12

### Massing Development

Design Response: Affordable

Comments responded to:

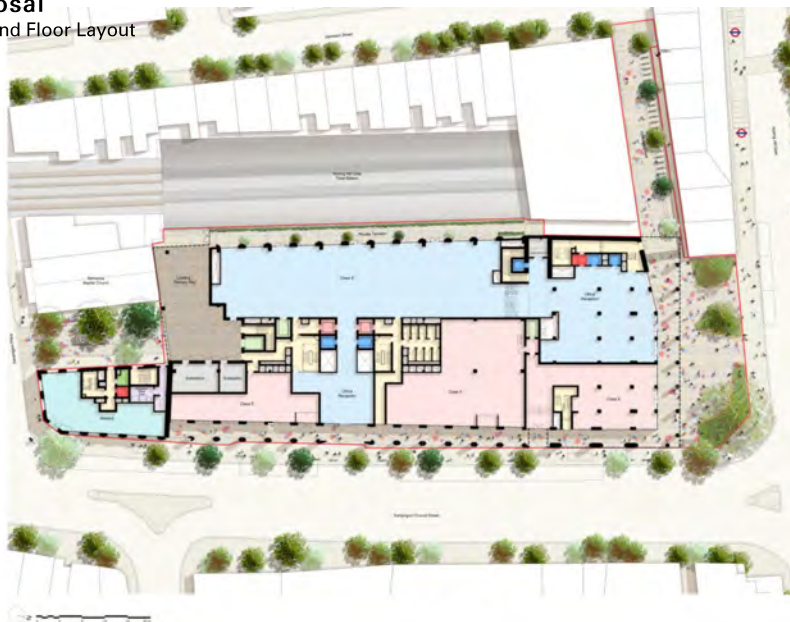
- Set-back omitted to Affordable Block to increase massing distinction with the KCS building. ✓



13

### The Proposal

Revised Ground Floor Layout



14

**Landscape Masterplan**  
Masterplan Design Principles

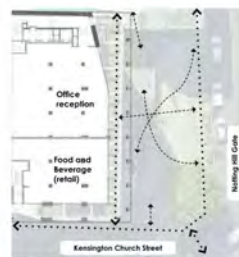
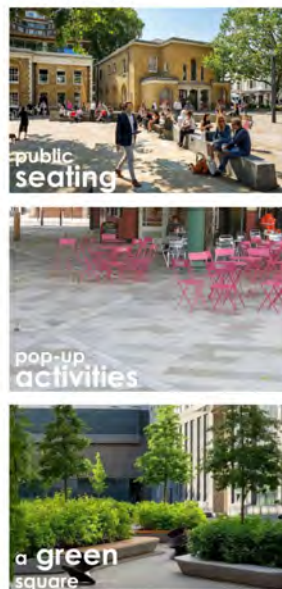
The Newcombe House Development knits together a series of external spaces that aim to create public open space for both those visiting the building and the general community.

- 1 Notting Hill Gate Square**
  - Key space that become an identifier for commuters arriving at the station
  - Public seating and amenity
  - Flexible space for pop-up activities and spill out from food and beverage
  - Integration of trees and planting in raised planters
- 2 Uxbridge Street Access**
  - New pedestrian connection and public realm
  - Tree planting in pots and greening to soften building facades
  - Bicycle racks to support green mobility
- 3 Kensington Church Street**
  - Extension of the public walkway to relieve pedestrian congestion
- 4 Newcombe Street Access**
  - Pedestrian friendly shared zone
  - New tree planting to create a green avenue
  - Service vehicle access only
- 5 Northern External Amenity Space**
  - Spillout, usable space for office workers
  - Continuous green wall proposed to buffer the tube station partition wall
  - New tree planting in pots



**Site Analysis**

Notting Hill Gate Square



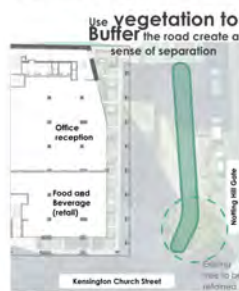
Circulation strategy  
 - - - - - Primary Route  
 - - - - - Secondary Route



Spatial hierarchy and subdivision



Program



Vegetation strategy



**Public Realm Design Strategy**  
**Notting Hill Gate Square - Detail Plan**

ANDYSTURGEON DESIGN

1. Raised Planters (450mm high) with seating edges
2. Flexible, public open space with potential for pop-up activities
3. Office reception entrance 'separated' from main public realm space
4. Raised platform deck with integrated tree planting
5. Variation in paving used to delineate movement zones and public open space
6. Opportunity to relocate the existing Carnival Elephant sculpture
7. Feature paving banding, enhancing movement lines and connecting to the built form

Feature lighting

Raised decking/  
planters

Light poles

17

**Public Realm Design Strategy**  
**Notting Hill Gate Square - Perspective**

ANDYSTURGEON DESIGN

18

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



19

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



20

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



Key Plan

21

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



Key Plan

22



**Public Realm Design Strategy**

**Uxbridge Street - Detail Plan**



- 1 A high grade surface invites pedestrians to engage with the Uxbridge Street entrance
- 2 Pavement banding creates interest and helps tie together Uxbridge Street and Notting Hill Square where the treatment continues
- 3 Bike stand provision has been maximized to deliver a true pedestrian space
- 4 Sculptural pots provide the required soil volume for new trees and also provide the setting for benches and street furniture
- 5 Green wall proposed to southern wall of Uxbridge Street to soften and provide interest to the facade



23

**Public Realm Design Strategy**

**Uxbridge Street**



Existing site conditions



24

**Public Realm Design Strategy**  
**Newcombe Access - Detail Plan**



The proposed layout explores the opportunity to upgrade the existing Newcombe Street. It has been conceived to achieve 2 main objectives: to transform the road into a pedestrian friendly streetscape and to maximize tree planting.

- 1 2 blue badge car parking bays are proposed and moved to the opposite side of the road to maximize pavement width.
- 2 Bike stand provision has been maximised to deliver a true pedestrian space and encourage sustainable transport, with the exception of service/delivery vehicles.
- 3 A change in pavement defines the shared zone and helps slow traffic.
- 4 A new line of compact/courtnor trees adds a strong avenue character to this entrance.



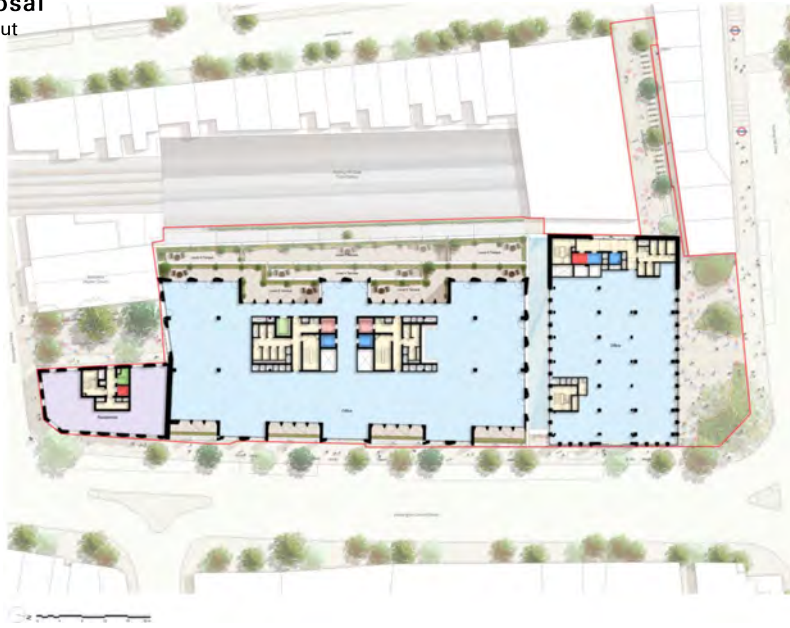
25

**The Proposal**  
**2<sup>nd</sup> Floor Layout**



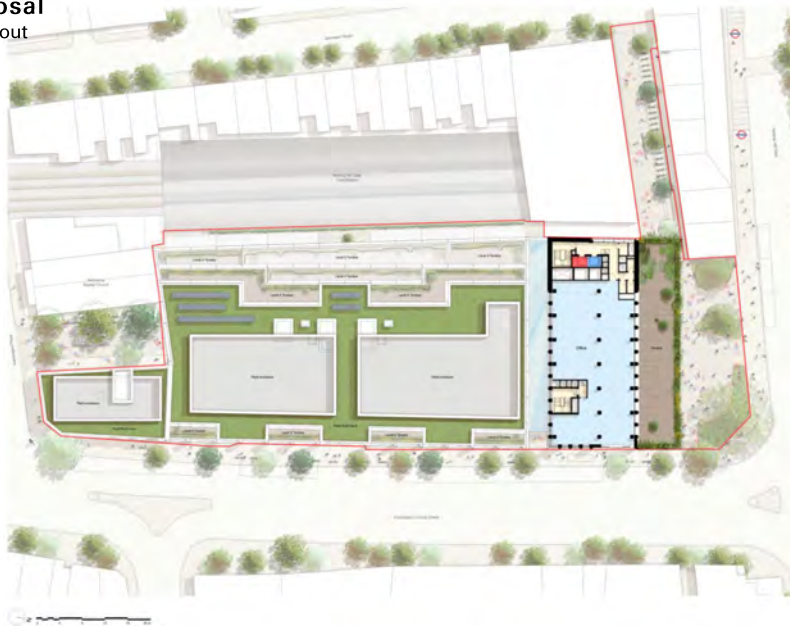
26

**The Proposal**  
5<sup>th</sup> Floor Layout



27

**The Proposal**  
14<sup>th</sup> Floor Layout



28



### The Proposal

Basement 1 L<sub>2</sub>



### Architectural Development

Local character – Architectural elements – Notting Hill Gate



### Architectural Development



Façade Development

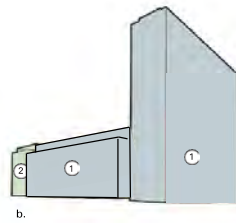
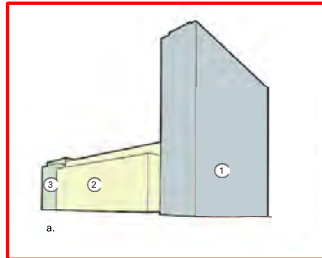
### Design Development

#### Architectural Language Exploration



## Design Development

### Building Elements



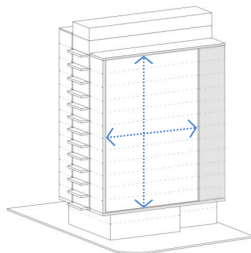
Building character options:

- a. Three different characters buildings for Newcombe Tower, Kensington Church Street Building and Affordable Building
- b. Tower and Kensington Church Street Building to have similar character and Affordable Building to have a separate character.

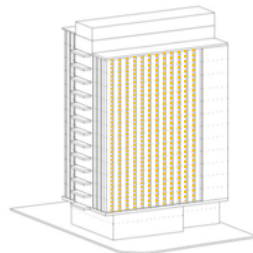
33

## Architectural Development

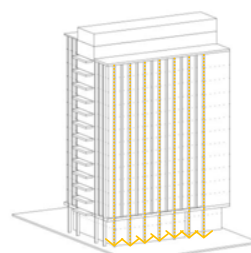
### Tower Façade Concept Development



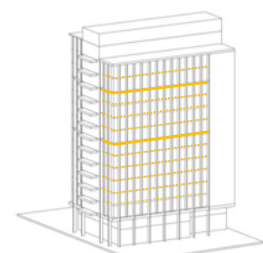
1. Establishing Proportion with the Golden Ratio 1.618



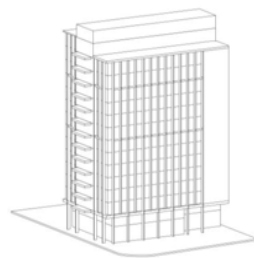
2. Principle vertical grid



3. Extension of grid to base



4. Secondary horizontal grid



34



### Previously Presented Tower Design

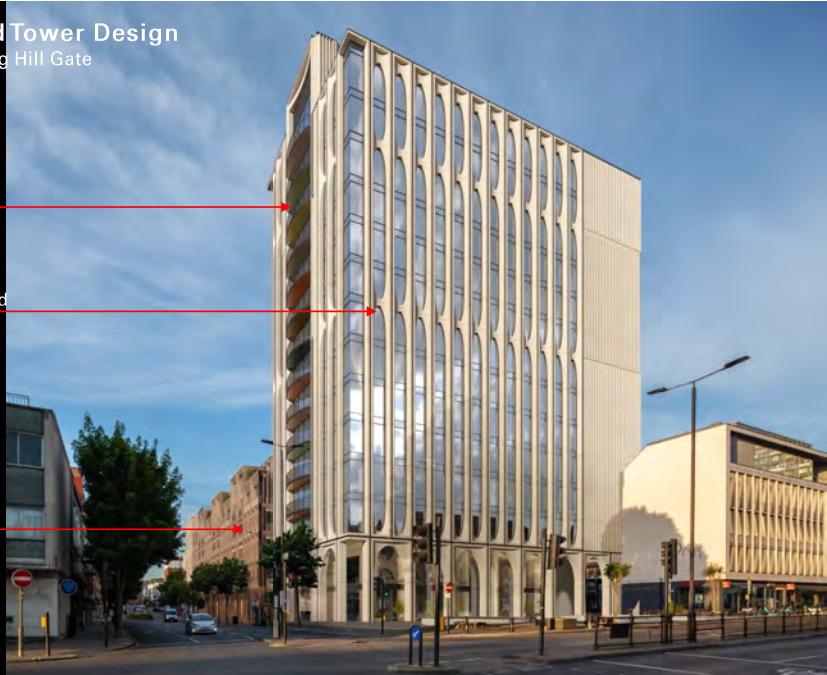
Illustrative View from Notting Hill Gate

Consultation Comments:

Review Balcony design  
Remove colour

Elipical windows too strong and  
out of context  
Review for simpler/calmer  
design

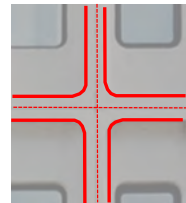
Review brick colours



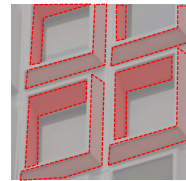
35

### Developed Tower Design

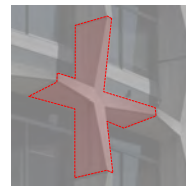
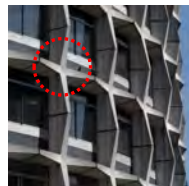
Exploration of Junctions Precedents



Complimentary contrast between  
curvature and angled geometry



Profile articulation and façade depth

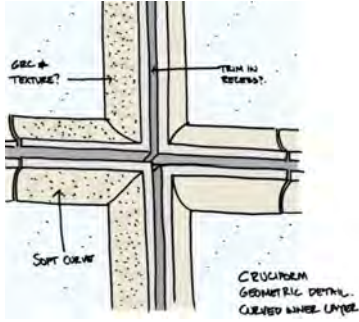


Expressed joints between modules

36

### Developed Tower Design

Proposed Module development



37

### Proposed Scheme

Illustrative View from Notting Hill Gate



38

**Proposed Scheme**  
Illustrative View from Notting Hill Gate



39

**Previously Presented Tower Design**  
Illustrative View from East



40



**Revised East Elevation Tower Design & Reduced Balconies**  
 Illustrative View from East



41

**Architectural Development**  
 Building elements – Buildings 2 and 3



Traditional Brick Terraces to Kensington Church Street



Lincor Square: Contemporary



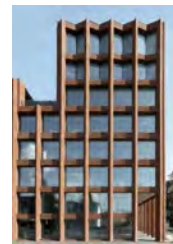
Second Church of Christ Science



Linden Gardens: Terracing and Rhythm



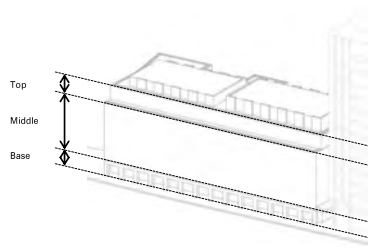
Garway Road: Contemporary



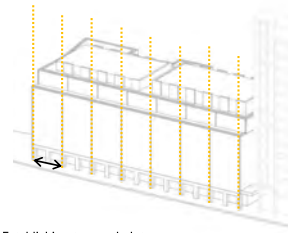
42

## Architectural Development

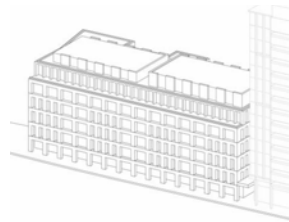
### KCS Façade Concept Development



1. Horizontal hierarchy



2. Establishing terraced plots



3. Variation of apertures to lighten façade aesthetic

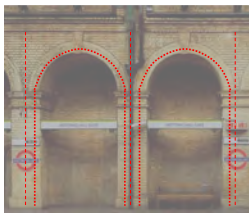


4. Articulated frontage to break continuous parapet line

43

## Architectural Development

### Context Precedents



Arched openings to Notting Hill Gate Tube Station



Hillgate Village: Brick Tone



Traditional Brick Terraces to Kensington Church Street: Punched hole & Stepped Roofscape

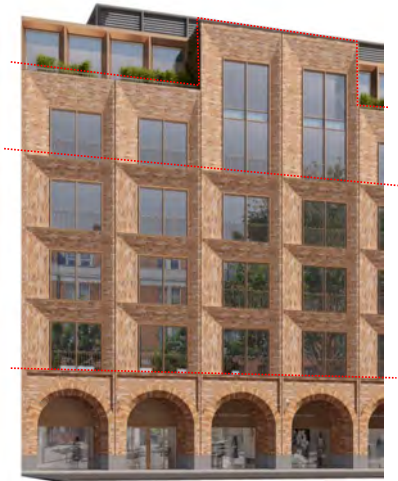


Notting Hill: Brick Tone



14

**Architectural Development**  
KCS Building: Design Proposal Details



Top - plain



Middle - refined



Base - strong

45

**Architectural Development**  
KCS Building: Revised Design Proposal



46



## Architectural Development

Building elements – Affordable Building: Brick colour and context

Local Residential Building precedents on prominent street corners to KCS



188-176 Kensington Church Street



172 Kensington Church Street



141 Kensington Church Street



47

## Proposed Scheme

Illustrative View from Kensington Church St



48

**Proposed Scheme**  
Illustrative View

Location Plan

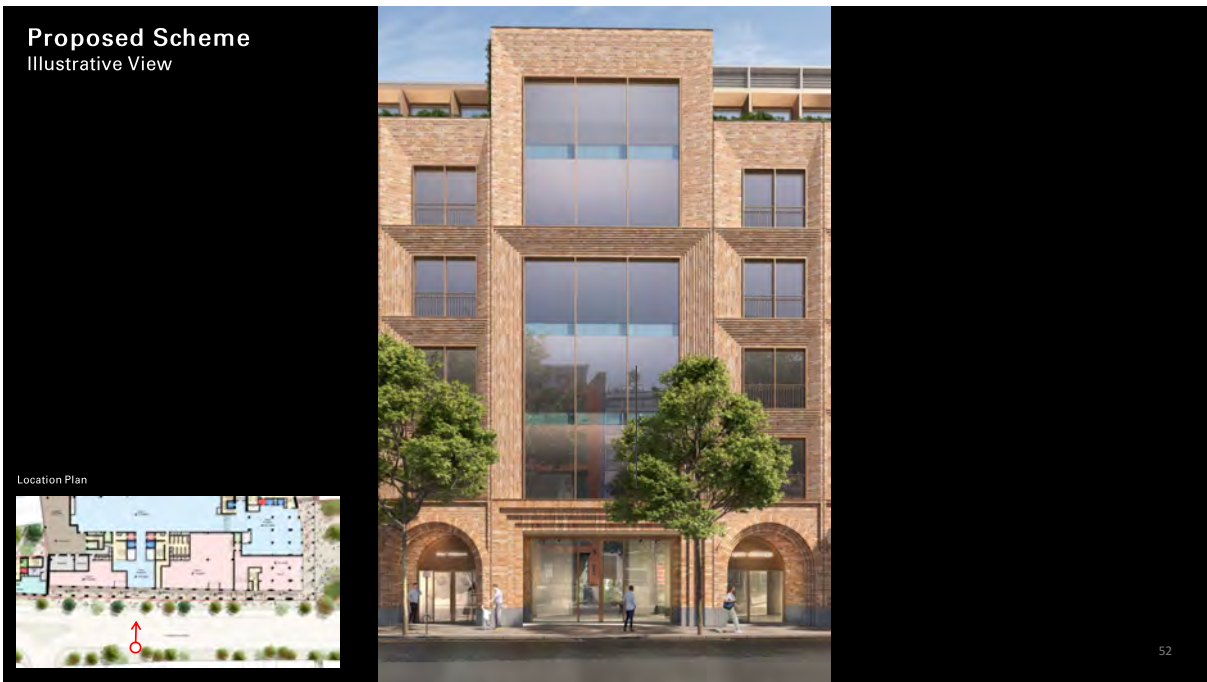


**Proposed Scheme**  
Illustrative View

Location Plan



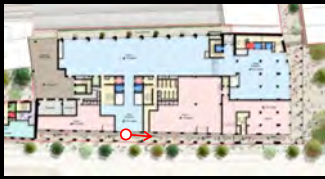






**Proposed Scheme**  
Illustrative View

Location Plan



53

**Proposed Scheme**  
Illustrative View

Location Plan



54

**Architectural Development**  
Proposed View from Hillgate Place



55

**Proposed Scheme**  
Illustrative View from Notting Hill Gate



56

## Community consultation

polity

**Led by the Council:**

- Development Forums – September 2022 & March 29<sup>th</sup> 2023.
- Residents' Associations Forums – June 2022 & March 20<sup>th</sup> 2023.
- Briefings of ward councilors and senior members – three sessions of each.

**Led by the applicants:**

- Website – launched October 2022 and updated continuously.
- Community newsletters – October 2022 & March 2023.
- Public exhibitions – October 2022 & March 21<sup>st</sup> 2023.
- Public webinars – October 2022, January 2023 (Demolition Management Plan) and March 16<sup>th</sup> 2023.
- Workshop sessions with key Residents' Associations – October 2022 and January 2023 & continuous dialogue.

## Timeline

polity

**June 2022 to 1st Quarter 2023**

pre-application community involvement ensuring that local groups, organisations and neighbours are informed about the emerging plans and have useful opportunities to give their feedback either in person or virtually.

- **Planning application submission**  
Q3 2023
- **Statutory consultation by Council begins**  
Q7 2023
- **Planning determination**  
Q4 2023
- **Start on site**  
Q1 2024
- **Completion of development**  
Q1 2026





**APPENDIX K:** Presentation to Residents Associations Forum (March 2023) & Development Forum 2 (March 2023)

# SQUIRE & PARTNERS

## Newcombe House

Development Forum

29 March 2023

### EXISTING BUILDING

- NEGATIVE CONTRIBUTION TO TOWNSCAPE.
- BUILDING UNSAFE WITH ELEMENTS OF CLADDING FALLING OFF.
- UNOCCUPIABLE SO SOMETHING HAS TO HAPPEN SOMETIME SOON.
- EXISTING AFFORDABLE RESIDENTIAL UNITS ARE NOT FIT FOR PURPOSE AND VACANT.
- GAS FIRED BOILER CONTRIBUTING TO LOCAL CO2 EMISSIONS.
- POOR STREET INTERFACE AND POOR-QUALITY PUBLIC REALM.
- LACK OF BIODIVERSITY AND GREENING ON SITE.
- NO LEVEL ACCESS TO TOWER.
- EXISTING CONSENT PROPOSED A CHP HEAT NETWORK - NO LONGER COMPLIES WITH THE DECARBONIZED GRID.



### SUMMARY OF DESIGN-LED BENEFITS

- RENOVATION OF EYESORE IN CENTRE OF NOTTING HILL AFTER MANY FAILED ATTEMPTS.
- RETENTION AND REFURBISHMENT OF THE EXISTING TOWER – RETAINING EMBODIED CARBON.
- NET ZERO CARBON EMISSIONS AND HIGHLY SUSTAINABLE NEW BUILDING.
- NEW PUBLIC SQUARE TO NHG OPEN TO THE SKY ACCESSIBLE 24/7. MANAGED BY ESTATE.
- IMPROVED & SAFER PEDESTRIAN LINK TO UXBRIDGE STREET.
- ACTIVE USES AT GROUND FLOOR THAT SUPPORT & STRENGTHEN LOCAL AREA.
- HIGH QUALITY LANDSCAPE PROPOSAL INCREASING WELLNESS AND BIO-DIVERSITY.
- INTRODUCTION OF COLONNADE WIDENING KENSINGTON CHURCH STREET PAVEMENT.
- OFF STREET SERVICING VIA NEWCOMBE STREET.
- HIGH-QUALITY DESIGN – INTRODUCING NEW & DISTINCTIVE ARCHITECTURE – CAREFULLY CRAFTED.



3

### SUMMARY OF SOCIO-ECONOMIC BENEFITS

- UPLIFT IN AREA FOR ONSITE SOCIAL RENTED AFFORDABLE HOUSING DIRECTED AT LOCAL NEEDS.
- PROVISION OF ONSITE MEDICAL USE (800sq.m) DESIGNED IN COLLABORATION WITH THE NHS.
- A HIGH PROFILE AND BEST IN CLASS NEW COMMERCIAL HUB FOR NOTTING HILL GATE.
- ESTIMATED £2.3M P/A SPEND BY OFFICE OCCUPANTS, SUPPORTING THE LOCAL ECONOMY/HIGH ST.
- OCCUPANTS WILL ACT AS CATALYST FOR RETAIL IMPROVEMENTS ALONG STREET
- S106 AND CIL PAYMENT CONTRIBUTIONS.
- CERTAINTY OF DELIVERABILITY OF PROJECT BY ACTIVE AND EXPERIENCED DEVELOPER UNDERPINNED BY SECURED FUNDING.



4



## SCHEME EVOLUTION

5

### Evolutions of Proposal

Development over 9 months of consultation

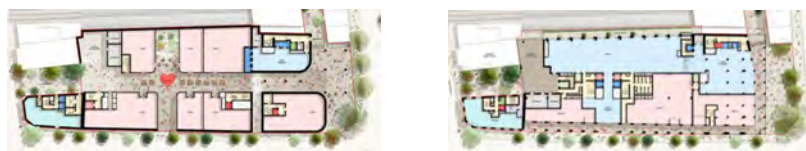
Massing



Design



Plan



6

## Evolutions of Proposal

Summary of key changes as a result of consultation

### Key Changes through consultation

- Retention of tree on corner
- Removal of massing fronting onto Notting Hill Gate
- Creation of significant new public realm space on Notting Hill Gate. Open to Sky, accessible 24/7
- Widening of Tower to Northern elevation.
- Improved connection through to Uxbridge Street.
- Omission of central covered street.
- Widening of Ken Church St pavement through creation of colonnade.
- Reduction and sculpting of massing to Ken Church Street building and in particular elevation facing Hillgate Village.
- Landscaping, bio-diversity, sustainability, energy, carbon calculations and thermal performance evolutions to maximise green credentials of building. Will be best in class.
- Increase in affordable building to maximise provision and to include medical use.
- Evolution of design to all 3 buildings
  
- Area Uplift
- Uplift of 6,717m<sup>2</sup> of GEA in comparison to consented scheme

7

PROPOSAL

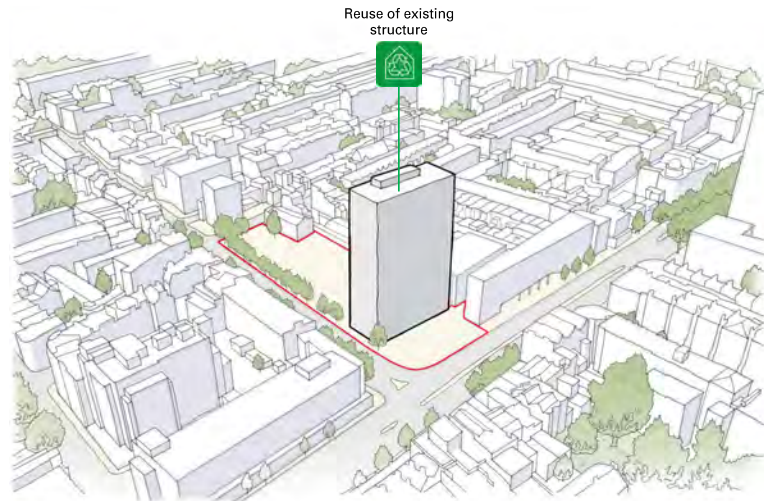
8

## Proposed Scheme

### Retention of the existing tower structure

**Design Considerations:**

- Estimated to save approximately 1,324.632 kgCO2 of embodied carbon emissions.
- Reduction in the extent of ground works.



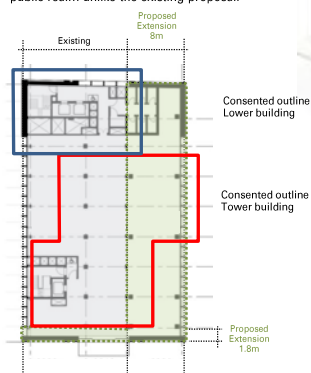
9

## Proposed Scheme

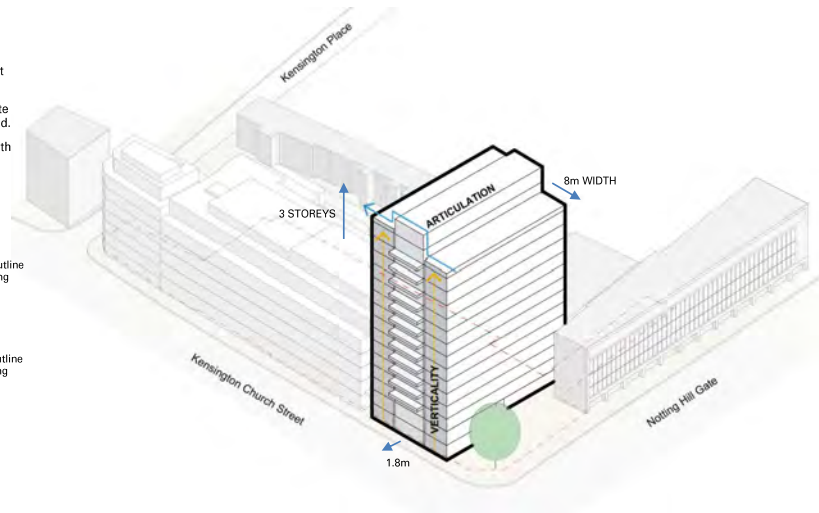
### Design Response: Tower Massing

**Design Considerations:**

- Vertical emphasis to the façade for a more elegant tower design.
- Stepped massing articulates the building silhouette and is derived from the existing 60's structural grid.
- Tower terminates at ground level and interacts with public realm unlike the existing proposal.



Tower Typical Floor Plan with extension



10

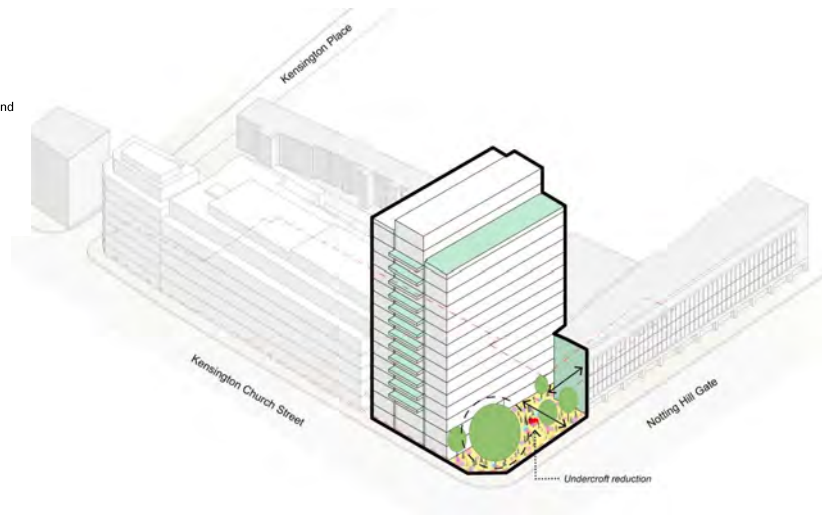


## Proposed Scheme

### Public Realm

**Design Considerations:**

- Creation of larger and improved public space on Notting Hill Gate.
- Open to sky and fully accessible 24/7. Managed and maintained by landlord.
- Flexible space that can be used for variety of functions.
- Retain existing tree and ensure room for growth.
- Opportunity for further greening to wall of David Game House.



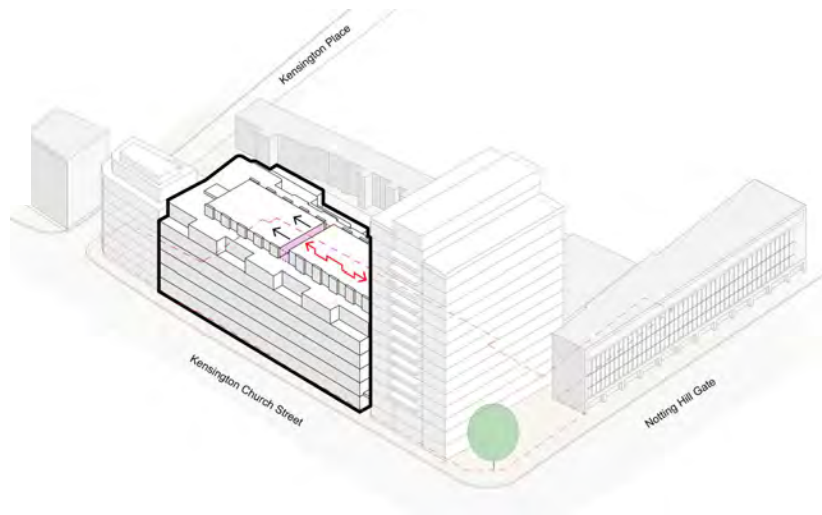
11

## Proposed Scheme

### KCS Building - front massing

**Design Considerations:**

- Breaking of massing at roof plan level.
- Breaking of continuous parapet at 4<sup>th</sup> floor level.
- Colonnade introduced at ground floor.
- Stepped massing to rear.



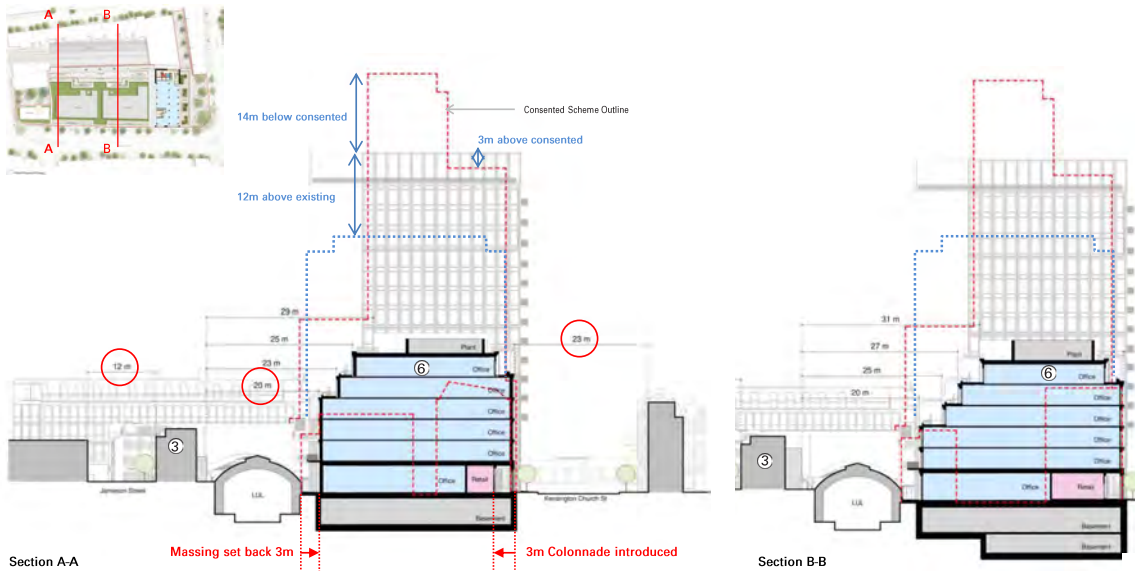
12

**Proposed Scheme**  
KCS Building - Rear massing



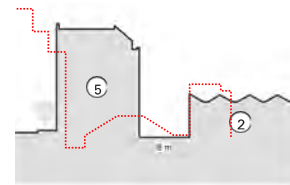
○ Number of storeys

**Proposed Scheme**  
Overlooking Design Considerations

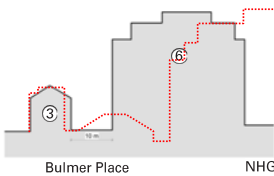


### Proposed Scheme

Relationships in local area



NHG Uxbridge Street

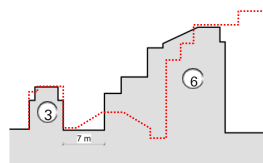


Bulmer Place NHG

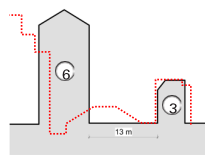


### Proposed Scheme

Relationships in local area



Rabbit Row KCS



Peel Street





## Proposed Scheme – Mitigating Overlooking

Overlooking Design Considerations



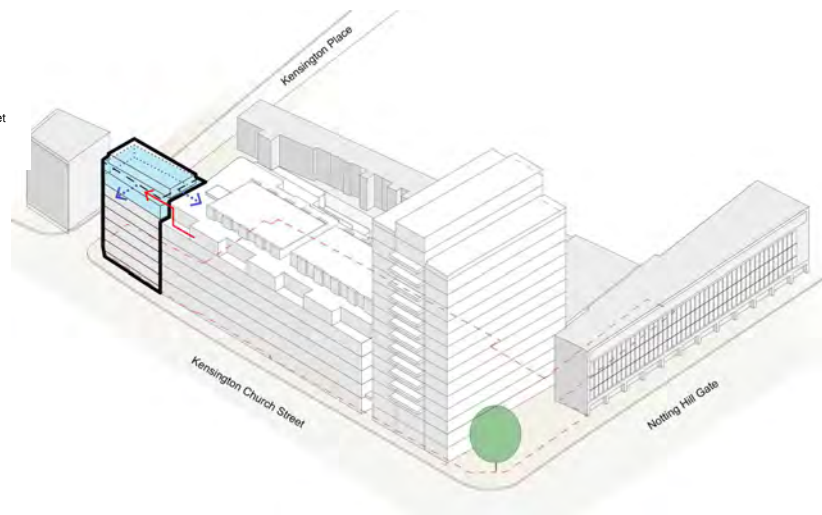
17

## Proposed Scheme

Design Response: Affordable

Design Considerations:

- Uplift in affordable residential area.
- Provision of medical use to G-3<sup>rd</sup> floor levels.
- One storey taller than linear block to break parapet and bookend development.



18

## Public Realm Design Development

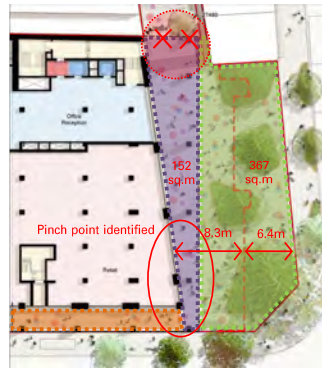
### Improving Tower Colonnade Relationship



Existing GF Plan – 191 sq.m



Implication: Potential pinch point



Kensington Church Street

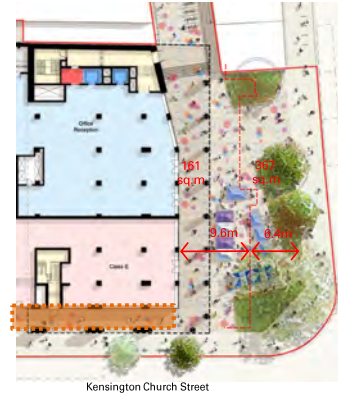
Previously Presented GF Plan

71% Open to Sky  
29% Covered  
Total area to NHG: 519 sq.m

Solution: GF façade further set back and aligned with tower façade. Office access centred on tower façade

Columns omitted to improve visual connectivity to NHG square.

Landscape design to NHG square reviewed to improve



Kensington Church Street

Proposed GF Plan

70% Open to Sky  
30% Covered  
Total area to NHG: 528 sq.m

19

## Proposed Scheme

### Ground Floor Design

#### Benefits:

- Colonnade introduced along KCS to widen public highway to improve pedestrian experience.
- Active GF frontage to support High Street
- Improvements to public realm including Uxbridge Street and Newcombe Street.
- New public square proposed to base of Newcombe Tower with level access and increased greening.
- Removal of street furniture clutter to NHG to widen pavement for pedestrian access

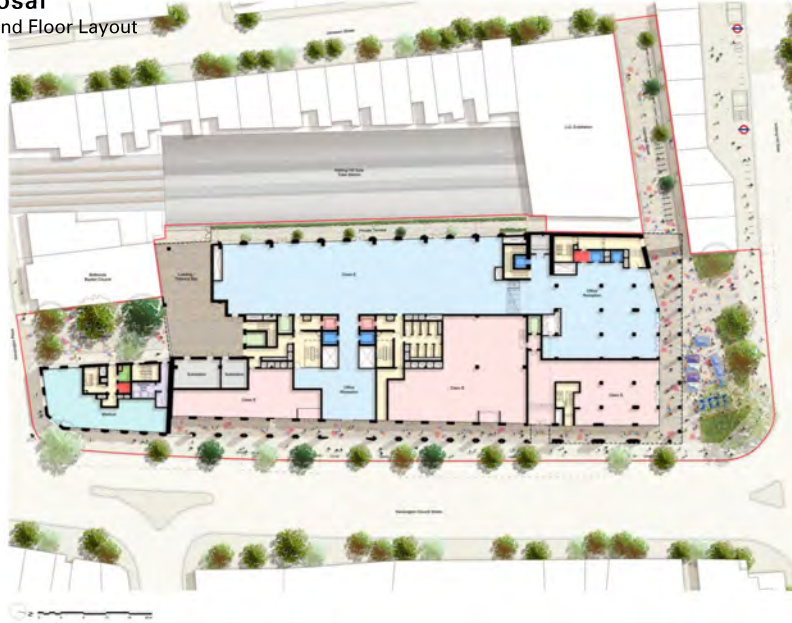
#### Key:

- ⊕ Improvement to public realm
- ⊖ Bus stop
- ⊖ London Underground
- 🚲 Long stay cycle store / facilities
- 🚲 Short stay cycle store
- ➡ Improved connectivity
- ⋯ Central line
- ⋯ Circle line
- ⋯ District line
- ↔ Activation at ground



## The Proposal

### Revised Ground Floor Layout



21

## Landscape Masterplan

### Masterplan Design Principles



The Newcombe House Development knits together a series of external spaces that aim to create public open space for both those visiting the building and the general community.

- 1 Notting Hill Gate Square**
  - Key space that become an identifier for commuters arriving at the station
  - Public seating and amenity
  - Flexible space for pop-up activities and spill out from food and beverage
  - Integration of trees and planting in raised planters
- 2 Uxbridge Street Access**
  - New pedestrian connection and public realm
  - Tree planting in pots and greening to soften building facades
  - Bicycle racks to support green mobility
- 3 Kensington Church Street**
  - Extension of the public walkway to relieve pedestrian congestion
- 4 Newcombe Street Access**
  - Pedestrian friendly shared zones
  - New tree planting to create a green avenue
  - Service vehicle access only
- 5 Northern External Amenity Space**
  - Soft, usable space for office workers
  - Continuous green wall proposed to buffer the tube station partition wall
  - New tree planting in pots



22



### Site Analysis

#### Notting Hill Gate Square

public seating

pop-up activities

a green square

Office reception

Food and Beverage (retail)

Kenington Church Street

Notting Hill Gate

Circulation strategy

Primary Route

Secondary Route

Views to green space from office

Flexible open space

Kenington Church Street

Notting Hill Gate

Office reception

Food and Beverage (retail)

Kenington Church Street

Notting Hill Gate

smaller intimate quieter areas

Spatial hierarchy and subdivision

Use vegetation to Buffer the road create a sense of separation

Kenington Church Street

Notting Hill Gate

Program

Vegetation strategy

23

### Public Realm Design Strategy

#### Notting Hill Gate Square - Detail Plan

1. Raised Planters (450mm high) with seating edges
2. Flexible, public open space with potential for pop-up activities
3. Office reception entrance, 'separated' from main public realm space
4. Raised platform deck with integrated tree planting
5. Variation in paving used to delineate movement zones and public open space
6. Opportunity to relocate the existing Carisval Elephant sculpture
7. Feature paving boarding, enhancing movement lines and connecting to the built form

Office Reception

Kenington Church Street

Notting Hill Gate

Feature lighting

Raised decking/planters

Light poles

Railings to pavement edge to be considered.

24

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



25

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



26

Public Realm Design Strategy  
Notting Hill Gate Square - Perspective



Key Plan

Proposed Scheme  
Illustrative View



Location Plan





**Proposed Scheme**  
Illustrative View

Location Plan



**Proposed Scheme**  
Illustrative View

Location Plan



**Public Realm Design Strategy**  
**Uxbridge Street - Detail Plan**

ANDYSTURGEON DESIGN

- 1 A high grade surface invites pedestrians to engage with the Uxbridge Street entrance
- 2 Pavement banding creates interest and helps tie together Uxbridge Street and Notting Hill Square where the treatment continues
- 3 Bike stand provision has been maximized to deliver a true pedestrian space
- 4 Sculptural pots provide the required soil volume for new trees and also provide the setting for benches and street furniture
- 5 Green wall proposed to southern wall of Uxbridge Street to soften and provide interest to the facade

Key Plan

31

**Architectural Development**  
**Proposed View from Uxbridge Street**

Existing Site Condition

Location Plan



### Public Realm Design Strategy

#### Newcombe Access - Detail Plan

ANDYSTURGEONDESIGN

The proposed layout explores the opportunity to upgrade the existing Newcombe Street. It has been conceived to achieve 2 main objectives: To transform the road into a pedestrian friendly streetscape and to maximize tree planting.

- 1 2 blue badge car parking bays are proposed and moved to the opposite side of the road to maximize pavement width.
- 2 Bike stand provision has been maximized to deliver a true pedestrian space and encourage sustainable transport, with the exception of services/delivery vehicles.
- 3 A change in pavement defines the shared zone and helps slow traffic.
- 4 A new line of compact/columnar trees adds a strong avenue character to the entrance.

Alternative

### Architectural Development

#### Proposed View from Newcombe Street

Existing Site Condition

Location Plan



### Public Realm Design Strategy

#### Proposed Trees and Climbers

Climate resiliency played an important role in the selection of the trees and plant species. Largely we have selected trees species capable to cope with dryer summers and hotter temperatures. The RHS climate resiliency guide has been largely used to inform our choices.

At ground floor, exposure and spatial availability are the other parameters that we have considered for the tree choices. Metasequoia will gently filter light allowing for an overall bright public realm and allow understorey vegetation to thrive.

**Legend**

- *Quercus heterophyllus*
- *Platanus x hispanica*
- *Metasequoia glyptostroboides*
- *Pyrus calleryana* 'Chanticleer'
- *Hedera helix*

● *Quercus heterophyllus*
● *Platanus x hispanica*
● *Metasequoia glyptostroboides*
● *Pyrus calleryana* 'Chanticleer'
● *Hedera helix*

35

### The Proposal

#### 2<sup>nd</sup> Floor Layout

36

**The Proposal**  
5<sup>th</sup> Floor Layout



37

**The Proposal**  
14<sup>th</sup> Floor Layout



38

### The Proposal

Basement 1 Layout



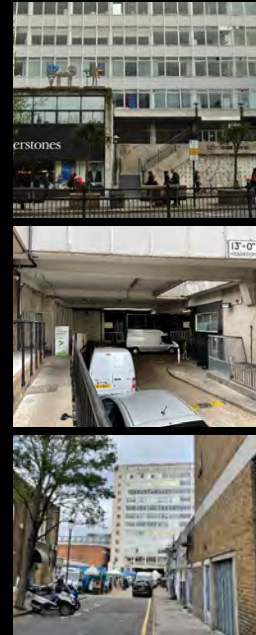
### Architectural Development

Local character – Architectural elements – Notting Hill Gate



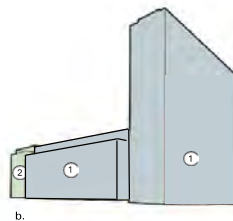
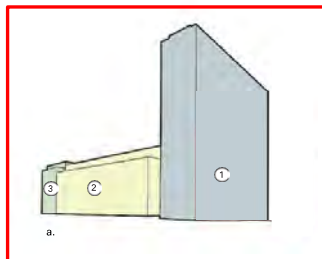


## Architectural Development



## Design Development

### Building Elements

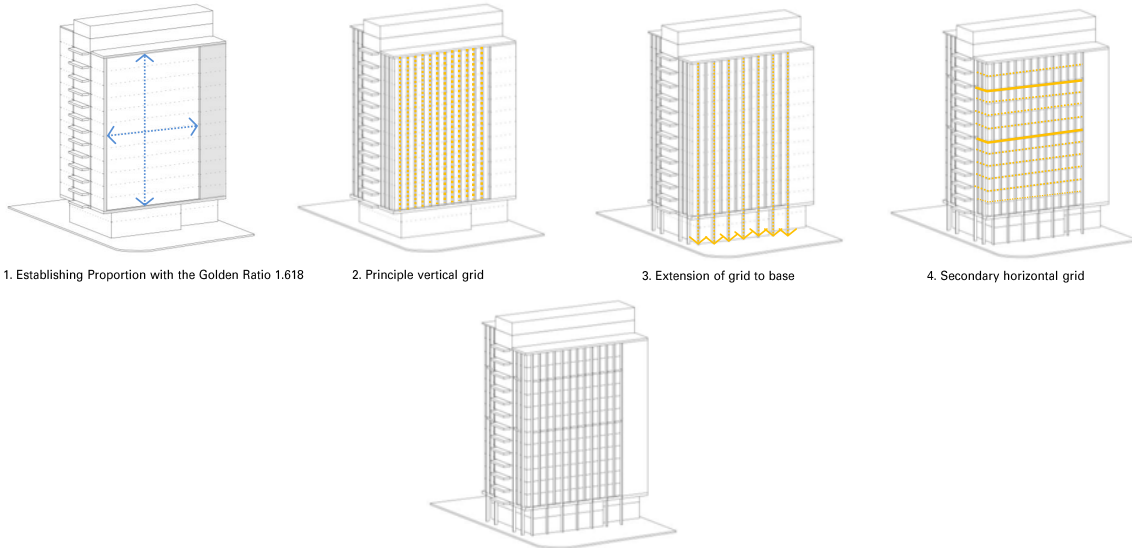


Building character options:

- a. Three different characters buildings for Newcombe Tower, Kensington Church Street Building and Affordable Building
- b. Tower and Kensington Church Street Building to have similar character and Affordable Building to have a separate character.

42

### Architectural Development Tower Façade Concept Development

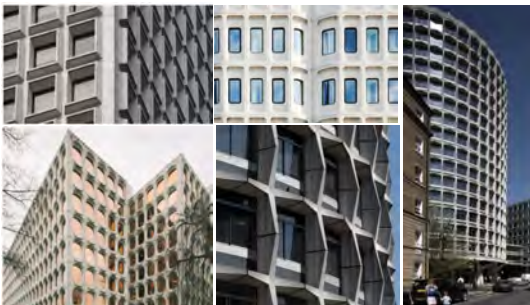


### Architectural Development Tower Façade Concept Development

Existing Newcombe House Façade Grid & Module Design



Geometry & Modular Design Inspiration



Proposed Newcombe House Tower Bay Study

**Previously Presented Tower Design**  
Illustrative View from Notting Hill Gate



45

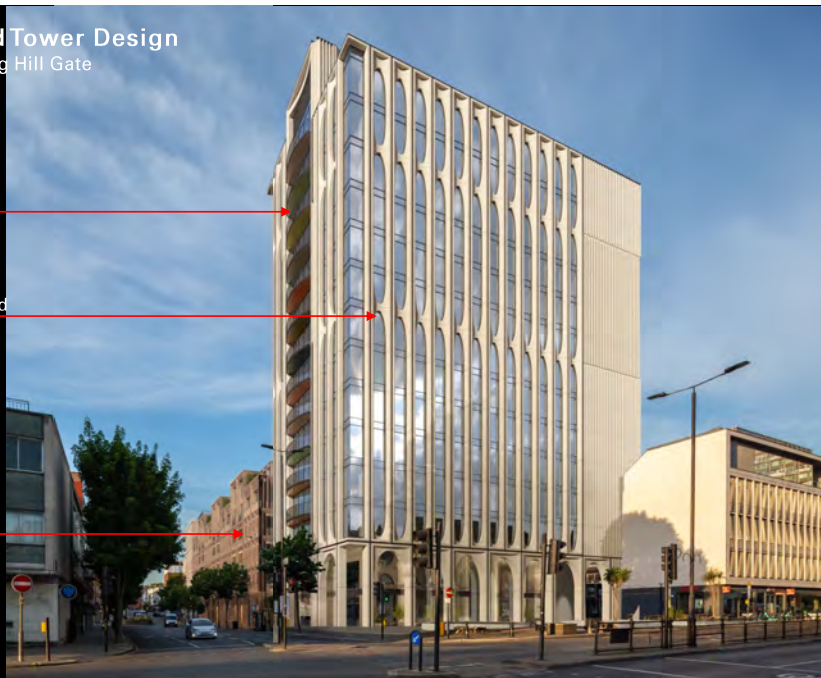
**Previously Presented Tower Design**  
Illustrative View from Notting Hill Gate

Consultation Comments:

Review Balcony design  
Remove colour

Elipical windows too strong and  
out of context  
Review for simpler/calmer  
design

Review brick colours

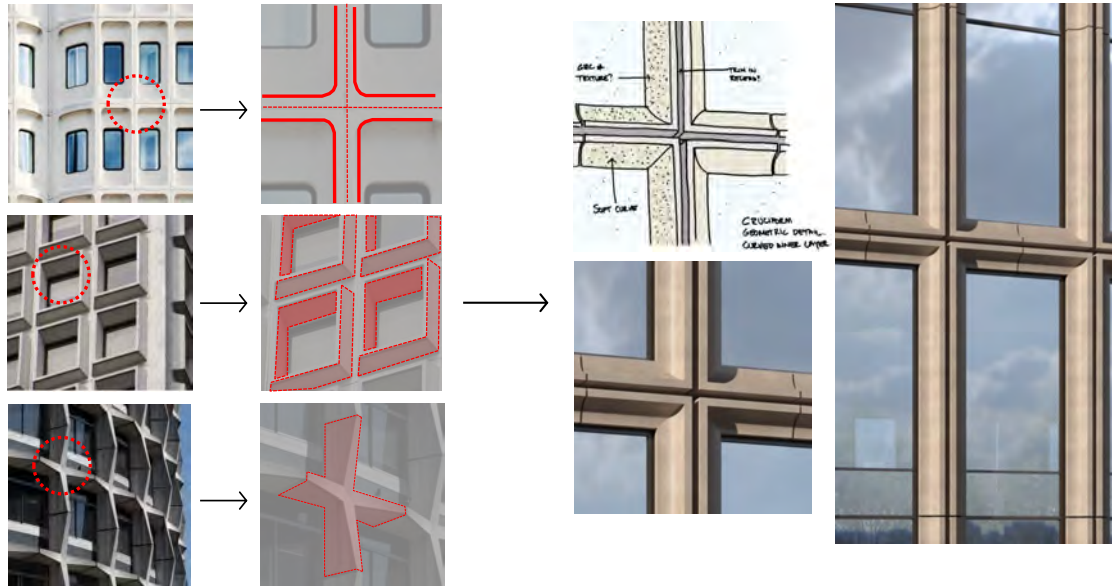


46



### Developed Tower Design

Exploration of Junctions Precedents



47

### Proposed Scheme

Illustrative View from Notting Hill Gate



48

**Alternative Tower Design**  
Illustrative View from Notting Hill Gate



49

**Alternative Tower Design**  
Illustrative View from Notting Hill Gate



50

## Architectural Development

Building elements – Buildings 2 and 3



Traditional Brick Terrace to Kensington Church Street



Lancor Square Contemporary



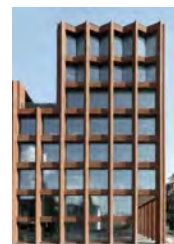
Second Church of Christ Science



Linden Gardens Terracing and Rhythm



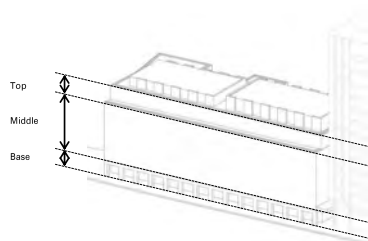
Garway Road Contemporary



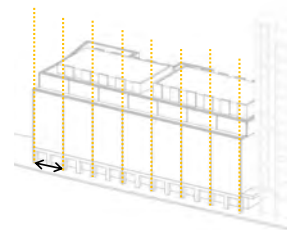
51

## Architectural Development

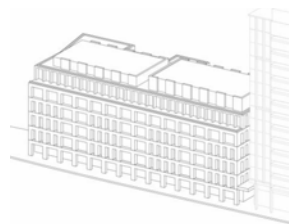
KCS Façade Concept Development



1. Horizontal hierarchy



2. Establishing terraced plots



3. Variation of apertures to lighten façade aesthetic



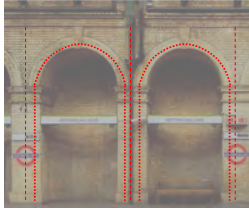
4. Articulated frontage to break continuous parapet line

52



## Architectural Development

### Context Precedents



Arched openings to Notting Hill Gate Tube Station



Hillgate Village: Brick Tone



Traditional Brick Terraces to Kensington Church Street: Punched hole & Stepped Roofscape



Notting Hill: Brick Tone



33

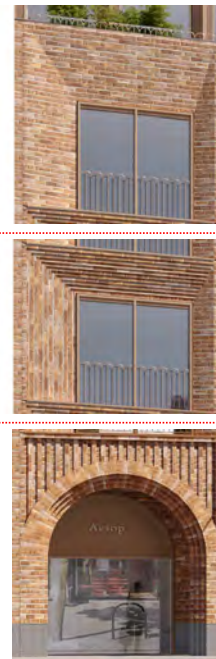
## Architectural Development

### KCS Building: Design Proposal



54

**Architectural Development**  
KCS Building: Design Proposal Details



TOP - Plain

MIDDLE - Refined

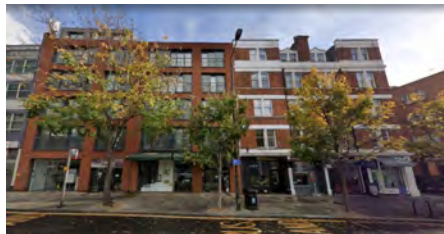
BASE - Strong

55

**Architectural Development**

Building elements – Affordable Building: Brick colour and context

Local Residential Building precedents on prominent street corners to KCS



188-176 Kensington Church Street



172 Kensington Church Street

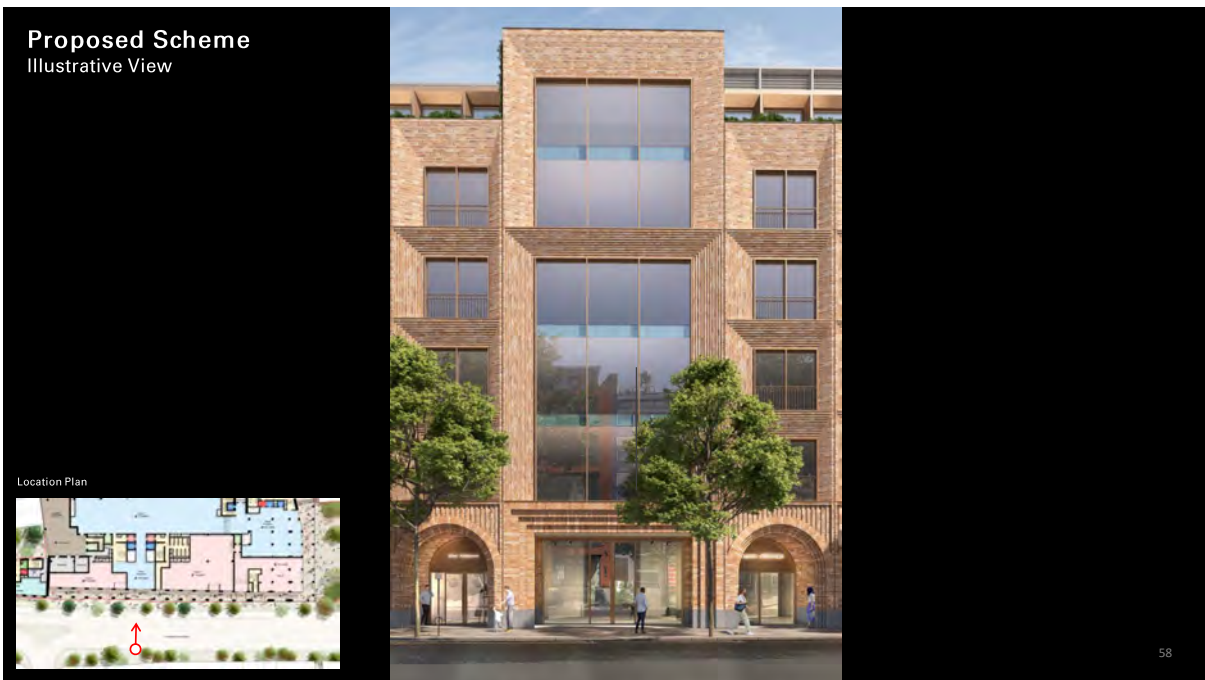
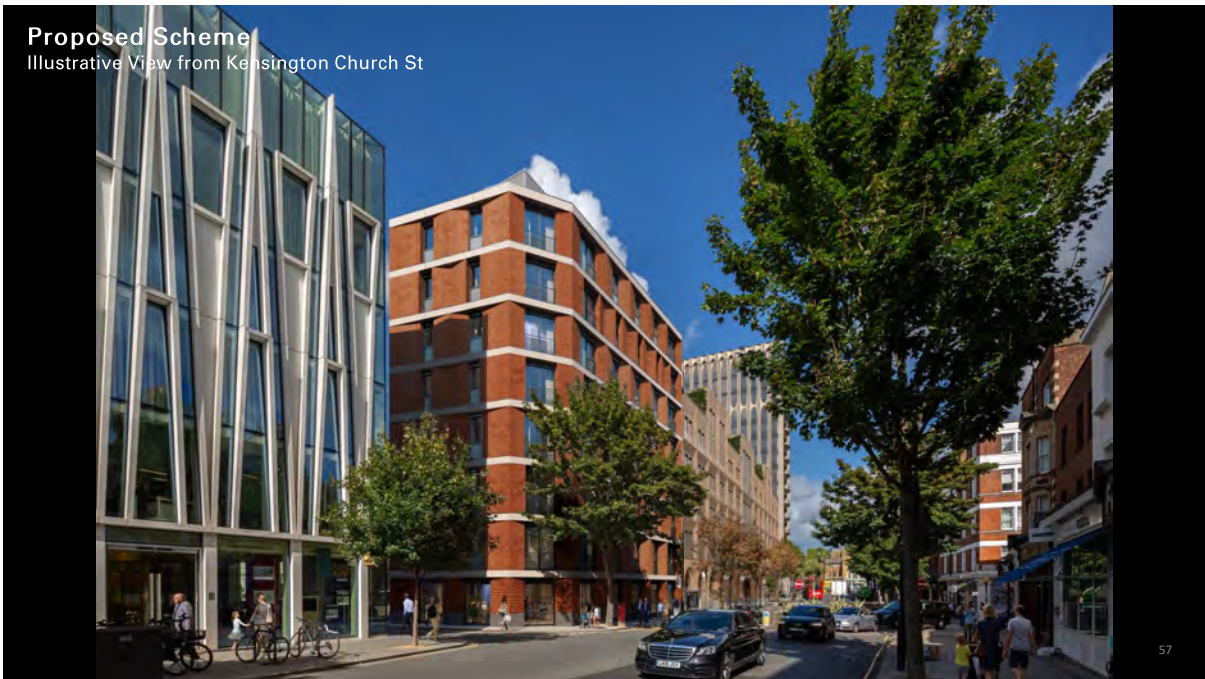


141 Kensington Church Street

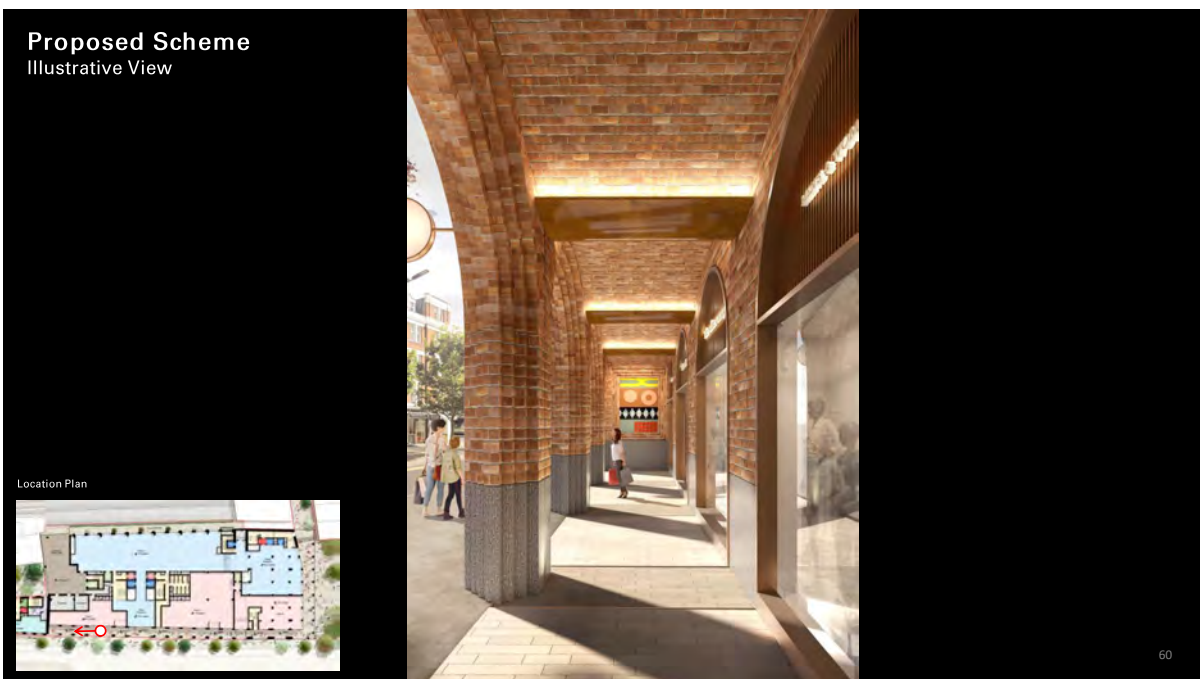
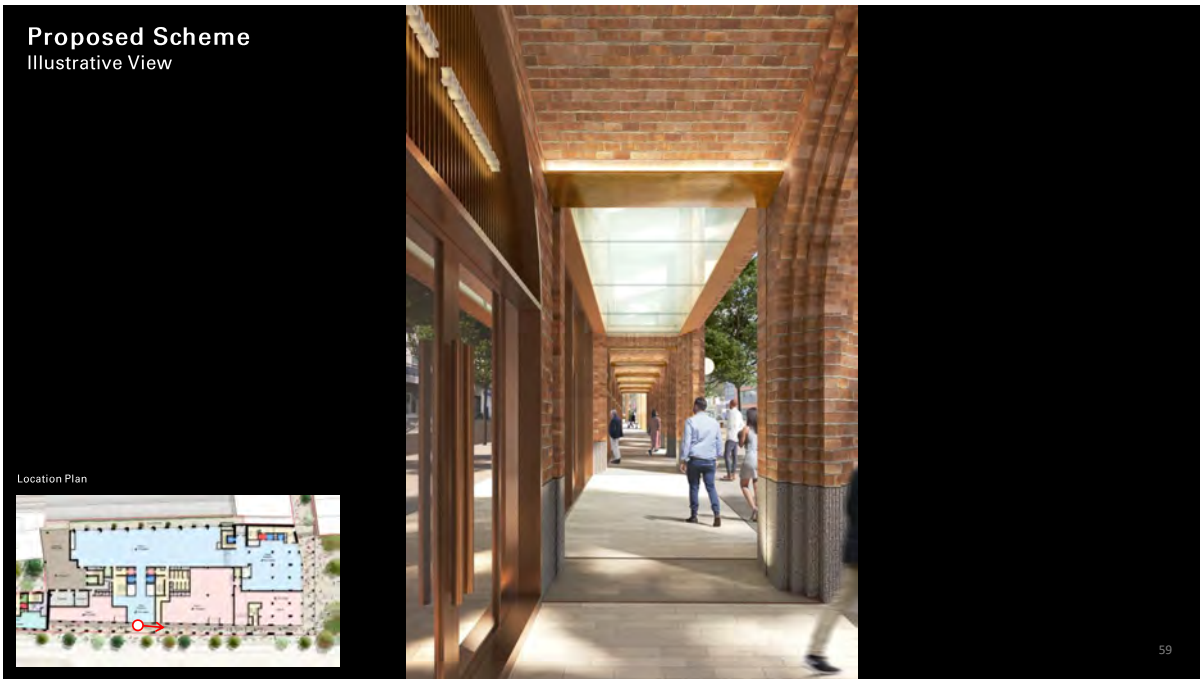


56







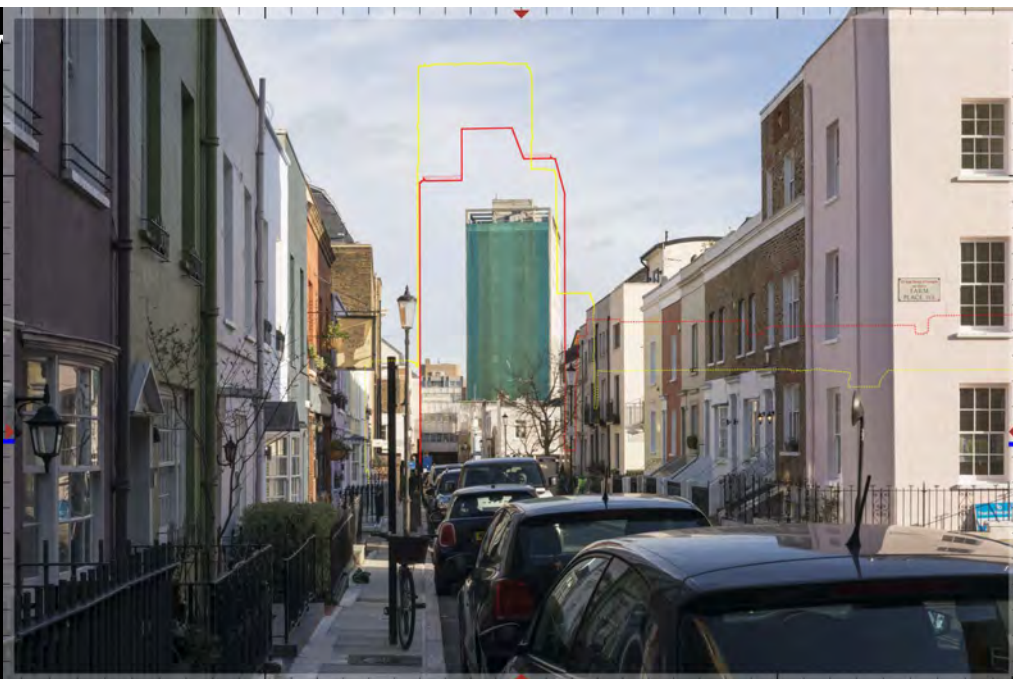


**Proposed Scheme**  
Hillgate Place



**COMPARATIVE VIEWS**

**Wireline View**  
Uxbridge St



**Wireline Views**  
Notting Hill Gate/  
Ossington St





**Wireline Views**  
Notting Hill Gate/  
Linden Gardens



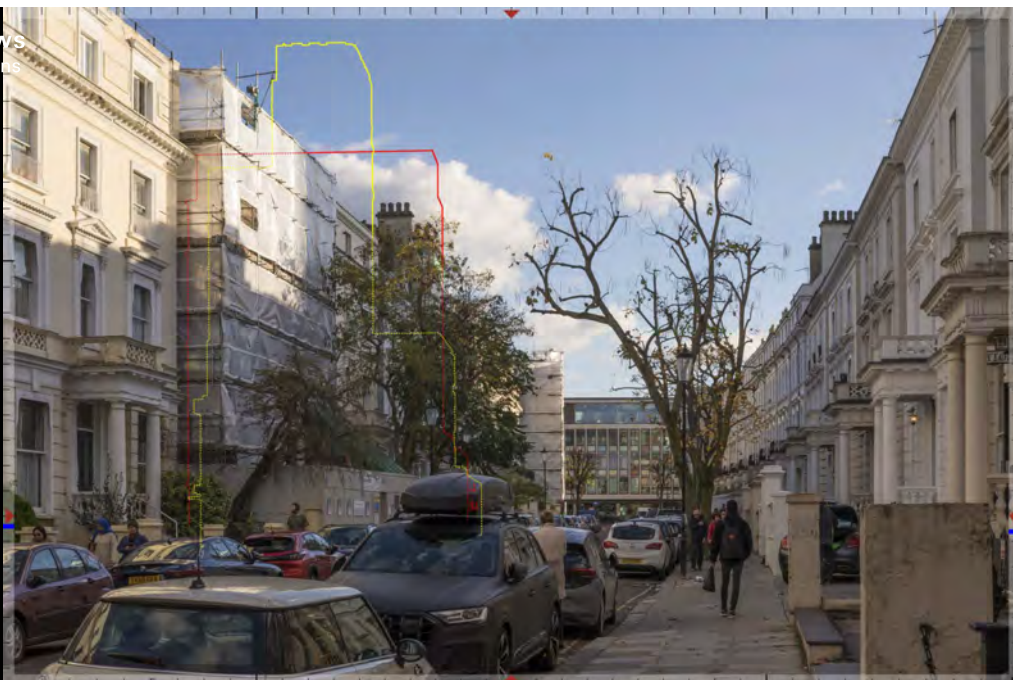
**Wireline View**  
Notting Hill Gate/  
Ladbroke Terrace



**Wireline View**  
Notting Hill Gate/  
Camden Hill Rd



**Wireline Views**  
Pembroke Gardens





**Wireline Views**  
Linden Gardens

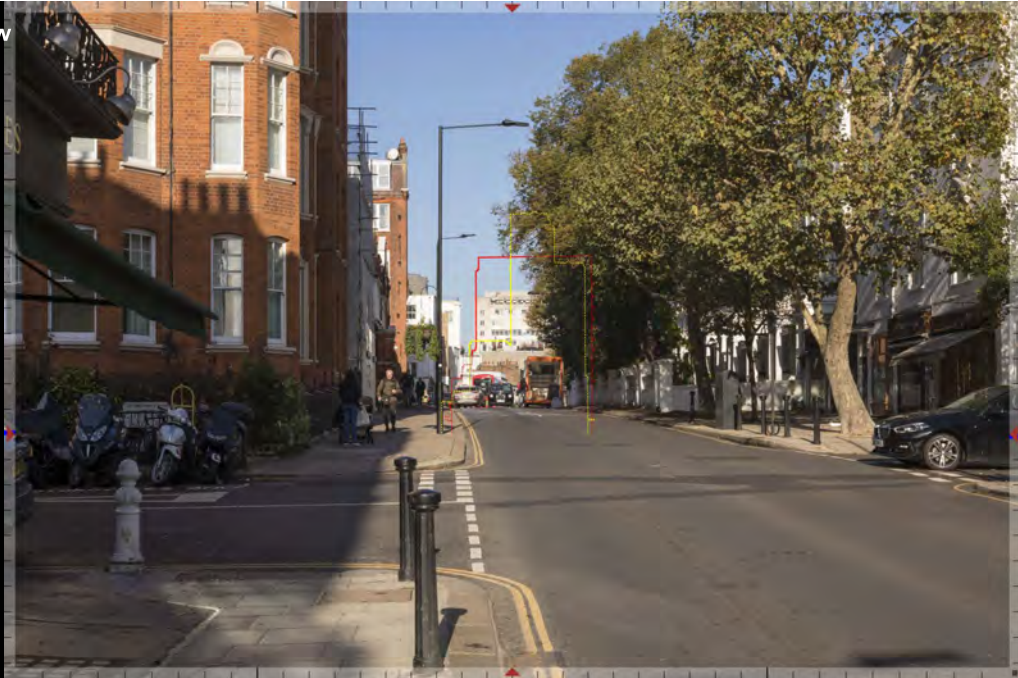


**Wireline Views**  
Kensington Church St  
Campden St





**Wireline View**  
Ken Church St/  
Gloucester walk



**Wireline View**  
Kensington Church  
Dukes Lane



### Overshadowing Diagram – 9am

Equinox – 20 March – 23 September



### Overshadowing Diagram – 12pm

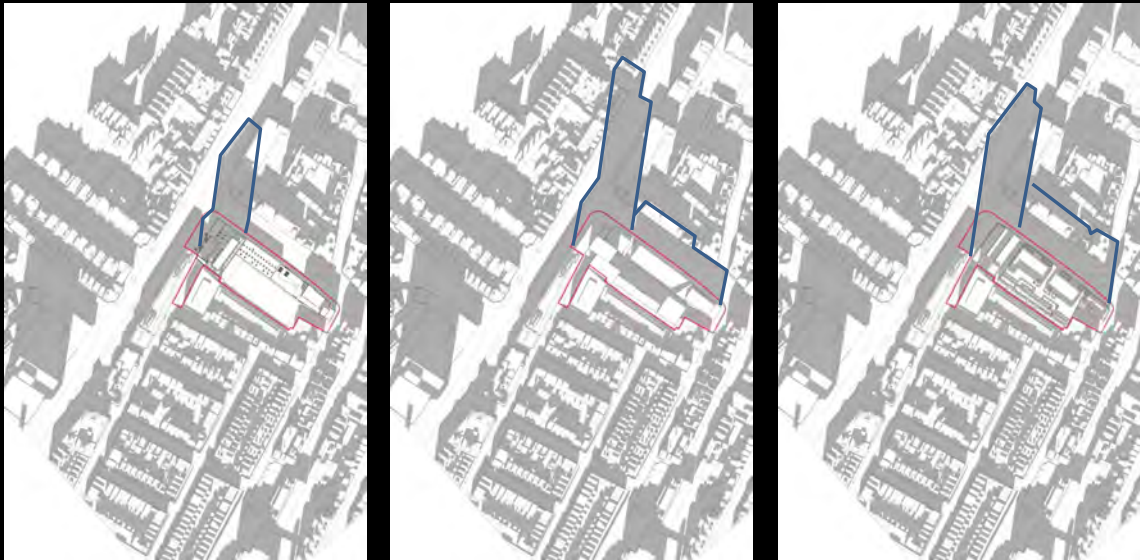
Equinox – 20 March – 23 September





### Overshadowing Diagram – 3pm

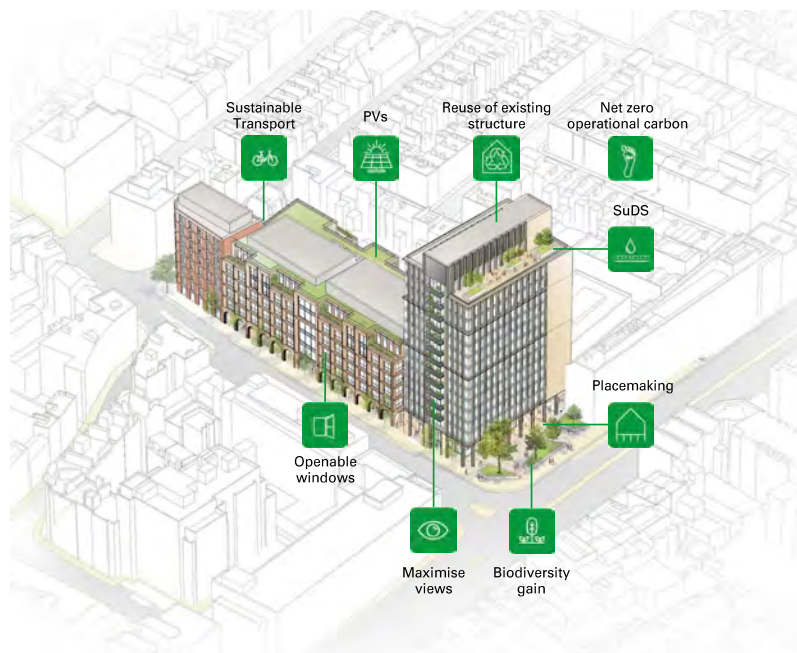
Equinox – 20 March – 23 September



### Sustainable Design Strategies

**Benefits:**

- The Office, Retail and medical centre units are targeting a BREEAM New Construction Version 6 Excellent Rating Active GF frontage to support High Street.
- Uplift in Biodiversity gain of +148%.
- All electric solution proposed for MEP strategy including the provision of PV panels.
- Blue Roofs and SuDs employed to reduce surface water run off.





### SUMMARY OF DESIGN-LED BENEFITS

- RENOVATION OF EYESORE IN CENTRE OF NOTTING HILL AFTER MANY FAILED ATTEMPTS.
- RETENTION AND REFURBISHMENT OF THE EXISTING TOWER – RETAINING EMBODIED CARBON.
- NET ZERO CARBON EMISSIONS AND HIGHLY SUSTAINABLE NEW BUILDING.
- NEW PUBLIC SQUARE TO NHG OPEN TO THE SKY ACCESSIBLE 24/7. MANAGED BY ESTATE.
- IMPROVED & SAFER PEDESTRIAN LINK TO UXBRIDGE STREET.
- ACTIVE USES AT GROUND FLOOR THAT SUPPORT & STRENGTHEN LOCAL AREA.
- HIGH QUALITY LANDSCAPE PROPOSAL INCREASING WELLNESS AND BIO-DIVERSITY.
- INTRODUCTION OF COLONNADE WIDENING KENSINGTON CHURCH STREET PAVEMENT.
- OFF STREET SERVICING VIA NEWCOMBE STREET.
- HIGH-QUALITY DESIGN – INTRODUCING NEW & DISTINCTIVE ARCHITECTURE – CAREFULLY CRAFTED.



77

### SUMMARY OF SOCIO-ECONOMIC BENEFITS

- UPLIFT IN AREA FOR ONSITE SOCIAL RENTED AFFORDABLE HOUSING DIRECTED AT LOCAL NEEDS.
- PROVISION OF ONSITE MEDICAL USE (800sq.m) DESIGNED IN COLLABORATION WITH THE NHS.
- A HIGH PROFILE AND BEST IN CLASS NEW COMMERCIAL HUB FOR NOTTING HILL GATE.
- ESTIMATED £2.3M P/A SPEND BY OFFICE OCCUPANTS, SUPPORTING THE LOCAL ECONOMY/HIGH ST.
- OCCUPANTS WILL ACT AS CATALYST FOR RETAIL IMPROVEMENTS ALONG STREET
- S106 AND CIL PAYMENT CONTRIBUTIONS.
- CERTAINTY OF DELIVERABILITY OF PROJECT BY ACTIVE AND EXPERIENCED DEVELOPER UNDERPINNED BY SECURED FUNDING.



78



polity

**Led by the Council:**

- **Development Forums** – September 2022 & March 29<sup>th</sup> 2023.
- **Residents' Associations Forums** – June 2022 & March 20<sup>th</sup> 2023.
- **Briefings of ward councilors and senior members** – three sessions of each.

**Led by the applicants:**

- **Website** – launched October 2022 and updated continuously.
- **Community newsletters** – October 2022 & March 2023.
- **Public exhibitions** – October 2022 & March 21<sup>st</sup> 2023.
- **Public webinars** – October 2022, January 2023 (Demolition Management Plan) and March 16<sup>th</sup> 2023.
- **Workshop sessions with key Residents' Associations** – October 2022 and January 2023 & continuous dialogue.

# Timeline

polity









**APPENDIX L:** Display boards shown at drop-in session 2 (March 2023)

# NEWCOMBE HOUSE, NOTTING HILL GATE

## OVERVIEW

### LAST YEAR, JOINT PARTNERS BELTANE AND ANGELO GORDON ACQUIRED THE NEWCOMBE HOUSE SITE FROM ITS PREVIOUS OWNERS AND THEY CONSULTED ON NEW PROPOSALS FOR ITS REGENERATION.

As can be seen from the boundary plan, the site comprises the 12-storey Newcombe House tower, ground floor shops on Notting Hill Gate and Kensington Church Street, and the former bedsit accommodation for rough sleepers known as Royston Court on the corner of Kensington Church Street and Kensington Place.

The site also includes the surface car park to the rear of Newcombe House with the London Underground line on its boundary as well as the section of Uxbridge Street that extends westwards from the junction with Jameson Street.

The site benefits from a valid planning permission which was obtained by the previous owners in June 2020 following a public inquiry and a decision by the Secretary of State. Beltane and Angelo Gordon were not involved in any of the planning applications concerned.

The currently approved scheme allows for the demolition of all buildings at the site, the construction of a tower of up to 18 storeys and a residential-led approach. The computer-generated images of this are shown opposite.

Beltane and Angelo Gordon have a different vision for this key Notting Hill Gate site. They have appointed leading architects Squire and Partners to design a new office-led proposal. Following local consultation over the past nine months on the initial ideas for the site, the proposal has been revised in direct response to local feedback. You can see the key changes described in this presentation.

### YOUR QUESTIONS AND FEEDBACK

We would be pleased to answer any questions and would be very grateful for your feedback on the latest proposal.

We encourage you to visit our dedicated website, [www.newcombehouse.info](http://www.newcombehouse.info) where you will find more information, an easy way to send us your comments online or ask us any questions.

You can also call us free of charge if you would like to talk to us direct on **0800 246 5890**.



[www.newcombehouse.info](http://www.newcombehouse.info)
[contact@newcombehouse.info](mailto:contact@newcombehouse.info)
**0800 246 5890**



# NEWCOMBE HOUSE, NOTTING HILL GATE

## YOUR FEEDBACK

**VARIOUS PRE-APPLICATION ACTIVITIES AND EVENTS HAVE BEEN ORGANISED OVER THE PAST NINE MONTHS AND WE ARE GRATEFUL THAT SO MANY PEOPLE AND ORGANISATIONS HAVE TAKEN THE TIME TO GIVE US THEIR VIEWS.**

Two community newsletters have been circulated widely, live interactive presentations (webinars) held, a dedicated website launched and updated throughout, two public exhibitions have taken place and design workshops organised with representatives of the principal residents' associations.



**Retention of the Waterstone's tree with space to thrive would be welcome.**

The tree will be kept, and the revised proposals have increased the space around it.

**A widened pedestrian route should be provided along Kensington Church Street.**

A colonnade has been introduced to widen the pedestrian route.

**The proposed arches on Kensington Church Street are an attractive feature. Materials used should complement existing buildings.**

Further work has been undertaken on the arches and they have been incorporated into a new colonnade. Revised materials have been suggested.

**A 24/7 accessible public square open to the sky is preferred. The undercroft should not be so extensive.**

A major change to the Notting Hill frontage has been made to provide this new public square.

**Would like to see a 'green' aspect to Notting Hill Gate.**

Further work by award-winning landscape architects has addressed this and integration with other Notting Hill Gate public realm initiatives can be achieved.

**Uxbridge Street should feel safe and inviting.**

Further work by award-winning landscape architects has addressed this through landscaping and lighting.

**The proposed 'internal retail street' running under the building does not look like a practical or attractive idea.**

This has been removed from the proposal.

**Could the proposed 7-storey building on the frontage of Notting Hill Gate be reconsidered?**

This has been removed and replaced with a widening of the tower and a vertical extension.

**The proposed building on the Newcombe House car park should be sensitive to Hillgate Village.**

Further work has been undertaken on the 'stepped back' tiers to reduce the massing and ensure adequate separation distances. The building footprint has been drawn back a further 3 metres from the boundary with the railway line.

**Plant should be concealed and any noise generated should be minimised.**

This has been fully taken on board.

**There should be discussions with the NHS to provide a new surgery as part of the proposal.**

Discussions have progressed with the NHS and space has been allocated in the end building on Kensington Church Street.

[www.newcombehouse.info](http://www.newcombehouse.info)
[contact@newcombehouse.info](mailto:contact@newcombehouse.info)
 0800 246 5890

# NEWCOMBE HOUSE, NOTTING HILL GATE

## RETENTION OF THE EXISTING TOWER



REVISED ILLUSTRATIVE VIEW FROM NOTTING HILL GATE

**THE MOST IMPORTANT PART OF THE NEW APPROACH IS THE RETENTION AND RE-USE OF THE EXISTING NEWCOMBE HOUSE TOWER WHICH WOULD BE COMPLETELY REFURBISHED TO PROVIDE OFFICE ACCOMMODATION.**

The revised proposal maintains the addition of three storeys to the tower to make it 15-storeys, some 12 metres higher than the existing tower yet some three-storeys (around 14 metres) lower than the permitted scheme.

The existing lower buildings at the base of the tower as well as the staircase on Notting Hill Gate are proposed to be removed, leaving the tower structure. The previous consultation proposal last year showed a new lower seven-storey building on the frontage of Notting Hill Gate. This has now been removed to respond to the desire expressed during consultation for a new and larger 'open to the sky' public square on Notting Hill Gate.

The latest proposal now adds an additional vertical element to the tower meaning that the tower is widened without introducing any additional height. The previous seven-storey frontage building had a significant undercroft and in the latest proposal, this has been considerably drawn back. The access under the building to the formerly proposed 'internal street' has also been removed.

The retained tower will have entirely new façades which will transform the outdated 1960's architecture. These have been revised to achieve a vertical expression and although contemporary in design, they aim to be complementary with the 1950's buildings along Notting Hill Gate. The projecting balconies on its Kensington Church Street flank are also retained in the revised proposal but reduced in size and the previous use of colour in these has been removed in direct response to local feedback.



ILLUSTRATIVE VIEW FROM NOTTING HILL GATE OF INITIAL CONSULTATION PROPOSAL



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# NEWCOMBE HOUSE, NOTTING HILL GATE

## GROUND FLOOR PUBLIC SPACE

**THERE HAS BEEN A MAJOR CHANGE TO THE PROPOSALS WITH THE REMOVAL IN ITS ENTIRETY OF THE INTERNAL COVERED STREET WHICH WAS ORIGINALLY INTENDED TO EXTEND UNDER THE BUILDING AND INCLUDE SHOPS AND RESTAURANTS. THIS IS IN DIRECT RESPONSE TO FEEDBACK RECEIVED DURING CONSULTATION.**

The removal of this previous element allows the building footprint to be drawn back from the boundaries of the site, and a new three metre wide landscaped private terrace at ground floor level adjacent to the railway line has now been incorporated.

As a result of the new approach with the retained Newcombe House tower and the removal of the former 7-storey frontage building with its undercroft, the public realm on Notting Hill Gate has been transformed into a 24/7 accessible open to the sky public square. Previously this space was 78% covered by the frontage building, whereas now it is 70% open to the sky.

The drawing back of the proposed building footprint on Notting Hill Gate also creates more space around the 'Waterstones tree', which would have been felled under the approved planning permission at the site. Local consultation revealed that this is seen



ILLUSTRATIVE VIEW OF PROPOSED NEW PUBLIC SQUARE

as an important green landmark that should be retained and allowed to thrive.

Access to the upgraded public square on Notting Hill Gate from Uxbridge Street has also been improved where further work on new landscaping, cycle bays and seating has been undertaken by internationally renowned landscape and garden designer Andy Sturgeon. The three-times Best in Show winner at the Chelsea Flower Show has also produced further ideas for

the main public square and the smaller space at the Newcombe Street access off Kensington Place.

The intention is to create a series of linked and sequenced managed public spaces that positively attract footfall and pedestrian journeys via the various access points off Notting Hill Gate, Kensington Church Street, Uxbridge Street and Kensington Place/ Newcombe Street.



ILLUSTRATIVE VIEW OF MAIN OFFICE ENTRANCE OFF NEW PUBLIC SQUARE



ILLUSTRATIVE VIEW OF COLONNADE EXTENDING ALONG NOTTING HILL GATE FRONTAGE



ILLUSTRATIVE VIEW OF REVISED PROPOSALS FOR UXBRIDGE STREET

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# NEWCOMBE HOUSE, NOTTING HILL GATE

## KENSINGTON CHURCH STREET

**THIS IS THE ENTIRELY NEW DEVELOPMENT PART OF THE EMERGING PROPOSALS. THE PROPOSED BUILDINGS HERE EXTEND SOUTHWARDS ALONG KENSINGTON CHURCH STREET AND ON THE EXISTING SURFACE LEVEL CAR PARK TO THE REAR OF THE NEWCOMBE HOUSE TOWER.**

At the commencement of public consultation, the proposed building height along Kensington Church Street was primarily seven-storeys, but this has been lowered to six-storeys until the corner with Kensington Place where an eight-storey building is proposed. The top of the new six-storey building has been revised to break up the previous continuous parapet line.

The proposed uses remain retail at ground level with offices above, emphasising the commercial-led nature of the emerging scheme. The street level frontage of Kensington Church now features an arched colonnade, offering a widened pedestrian route which many local people said they favoured during earlier consultation. The materials proposed for the Kensington Church Street buildings have also been revisited to provide a more 'biscuit' colour, reflecting brick found locally.



ILLUSTRATIVE VIEW FROM KENSINGTON CHURCH STREET

The latest change to corner building is that a set-back at the top has been removed to respond to consultation feedback on maximising space for new affordable

homes. Further dialogue has also taken place with the NHS around the provision of a new doctors' surgery in this building and the required space has been agreed.



REVISED DESIGN PROPOSAL FOR SIX-STOREY BUILDING ON KENSINGTON CHURCH STREET



ILLUSTRATIVE VIEW OF MAIN OFFICE ENTRANCE ON KENSINGTON CHURCH STREET



ILLUSTRATIVE VIEW OF KENSINGTON CHURCH STREET COLONNADE

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# NEWCOMBE HOUSE, NOTTING HILL GATE

## THE EXISTING NEWCOMBE HOUSE SURFACE CAR PARK



ILLUSTRATIVE VIEW FROM NEWCOMBE STREET

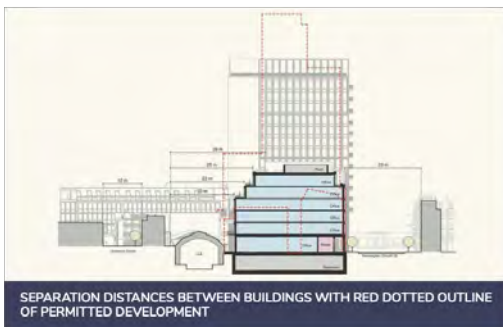
**THERE IS A 'TIERED' APPROACH TO THE BUILDING ON THE CAR PARK SO THAT ITS STEPS BACK FROM ITS NEAREST NEIGHBOURS.**

This stepping back is to ensure that the amenity of existing properties on Jameson Street is protected. A proposed cut out of the western elevation previously introduced to allow light into the now removed 'internal street' no longer features.

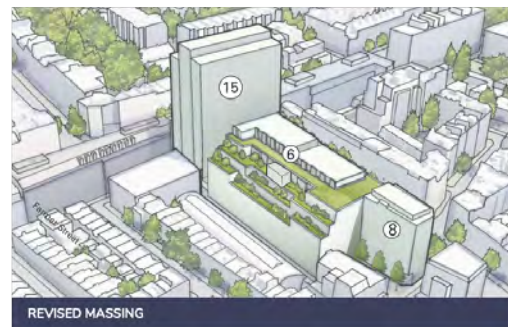
The building has also been repositioned a further three metres away from the western boundary with the underground line.

This now gives separation distances between 21 to 27 metres between the rear of the buildings on Jameson Street and the closest points of the proposed building and its tiered outdoor terraces. The terraces will be landscaped and configured in such a way as to minimise overlooking and the roof plant has been broken up to minimise visual impact.

There is a shared pedestrian/servicing access via the existing Newcombe Street off Kensington Place. Improvements here include new landscaping and resurfacing to create a much more attractive street. The intended service bay reached by this access will be covered to minimise any noise.



SEPARATION DISTANCES BETWEEN BUILDINGS WITH RED DOTTED OUTLINE OF PERMITTED DEVELOPMENT



REVISED MASSING



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# NEWCOMBE HOUSE, NOTTING HILL GATE

## SUMMARY AND TIMELINE

### THE REVISED PROPOSALS BY BELTANE AND ANGELO GORDON SEEK TO RESPOND TO KEY CONSULTATION FEEDBACK AND ACHIEVE THE LONG-HELD AMBITION OF THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA TO REGENERATE THE NEWCOMBE HOUSE SITE.

Importantly, the revised scheme has been conceived to be deliverable and to address key weaknesses with both the current site and the approved planning permission. The benefits of the new approach may be summarised as:

- A focus on deliverability, ensuring that this recognised eyesore site is finally revitalised after many long years of trying to realise its regeneration;
- High quality design, introducing new and distinctive architecture;
- A shift to an on office-led proposal with associated retail and restaurant uses which aim to underpin the commercial status of Notting Hill Gate;
- The retention and refurbishment of the existing tower with a lower building height than is currently permitted;
- A new public square on Notting Hill Gate, open to the sky and an improved link via Uxbridge Street;
- Introduction of a new colonnade and widened route along Kensington Church Street to improve pedestrian accessibility and experience;
- The creation of several hundred new jobs in the completed scheme with the associated spending power of the office population feeding into the local economy;
- The provision of new, high quality affordable homes meeting local needs; and
- Inclusion of space for a new health centre serving patients in the local area.



ILLUSTRATIVE VIEW FROM HILLGATE PLACE

### INDICATIVE TIMELINE (subject to change)

Here's our current best guess at the timeline for the development. It is subject to change as there may be issues that arise during any of the stages below that might delay the programme.

- **June 2022 to 1st Quarter 2023**  
Pre-application community involvement ensuring that local people, organisations and businesses are informed about the emerging plans and have varied opportunities to give their feedback either in person or virtually.
- **Q2 2023**  
Planning application submission.
- **Q2 2023**  
Statutory consultation by Council begins.
- **Q3/4 2023**  
Planning determination.
- **Q1 2024**  
Start on site.
- **Q1 2026**  
Completion of development.

### WHAT HAPPENS NEXT?

We're keen to receive final feedback on the proposals before submitting a planning application to the Royal Borough of Kensington and Chelsea (RBKC). We expect to make a planning application in the second quarter of 2023

You can leave your feedback by visiting our website at [www.newcombehouse.info](http://www.newcombehouse.info) or you can email us at [contact@newcombehouse.info](mailto:contact@newcombehouse.info)

If it's easier, you can talk to us free of charge on **0800 246 5890** and give us your views.

We will set out all of the community feedback received and the responses of Beltane and Angelo Gordon in a detailed report which will form part of the planning application.

RBKC will carry out its own separate formal consultation on the planning application after it has been submitted and individuals and organisations can make representations as part of that process.

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