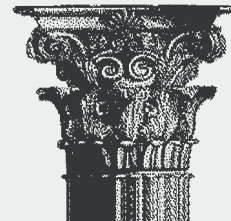


# The Pembridge Association NEWSLETTER



The Newsletter of the Conservation Society for the Pembridge Conservation Area

July 2008



10 Chepstow Place, W2 - The final proposed street elevation for the rebuilt property

## 10 Chepstow Place, W2

The long running saga of this property continues and a revised planning application went before the Council's Planning Application Committee in July.

The photomontage above shows the latest proposal for the street elevation and it is a tribute to the sophistication of computer image generation that we are now able to appreciate such proposals where they have to fit sensitively into the existing streets in the Pembridge Conservation Area.

Compare this with the existing house



10 Chepstow Place, W2 - as existing

[below left] which itself is rather incongruous in relation to its neighbours, having been rebuilt post war as a result of bomb damage.

The initial proposal of the architect [below right] was not exactly welcomed with open arms as a potential newcomer when the planning application first went out for consultation.

In fact, the drawing of the front elevation, that formed part of the original planning application, was such that it was almost impossible to visualise what it would look like when constructed.

It was as a result of pressure from the Pembridge Association that the Coun-



The original planning proposal

cil's Planning Department requested a better form of presentation for the proposal.

The modified proposal [below] prepared by the architect represented a great improvement but the Pembridge Association expressed its concern about the failure to provide a front garden wall to be more in sympathy with other properties in the terrace.

The architect then produced the final version [see left] which the Pembridge Association welcomed.

The street elevation is not the only contentious aspect of this application. There is also a proposal to construct a large underground basement in order to maximise the amount of accommodation on the site.

This has given rise to concern by the neighbours on either side, at Nos 8 & 12

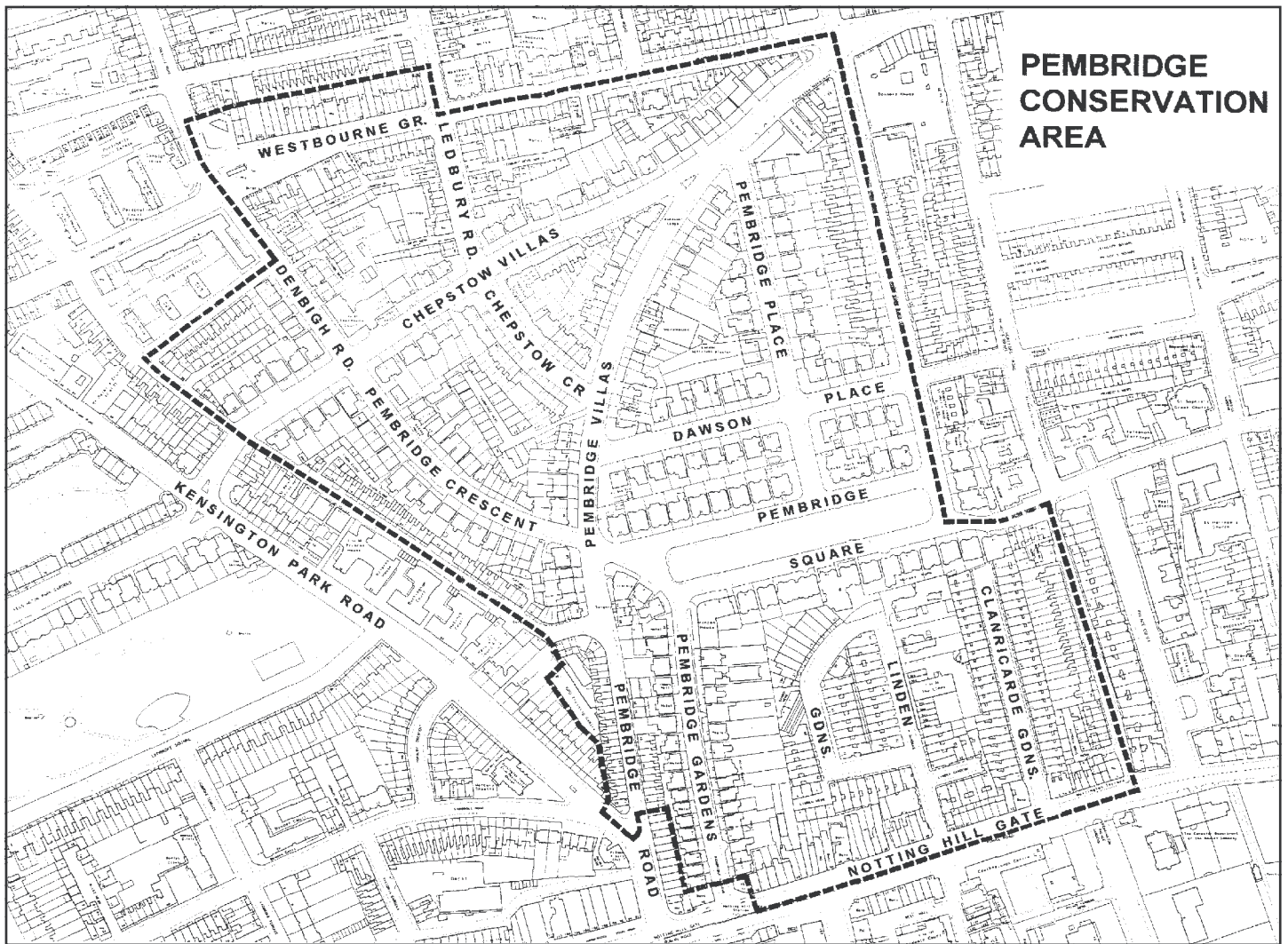


The modified planning proposal

[continued on the next page]

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## PEMBRIDGE CONSERVATION AREA

Chepstow Place, as to the likely effect on the stability of their own properties. The Council referred this aspect to the structural engineers, who currently advise it on underground constructions, and they have indicated that the engineering proposals appear to be acceptable so long as they are carried out competently.

Concern has also been expressed by the immediate neighbours about the rear elevation which, although not seen from the street, has given rise to objections on grounds of overlooking and reduction of daylight and sunlight.

When the Planning Applications Committee considered the latest proposals in July the scheme was referred back to the applicant for possible modification as a response to the latter objections.

The history of this application is a good example of how pressure from the Pembridge Association, on conservation grounds, and the local residents who were personally affected, led to a much more detailed consideration of the design with modified proposals that would respect the character of the Pembridge Conservation Area.

### From the Chairman's Desk

The Pembridge Conservation Area [see the map above] has not to date been the subject of as many planning applications as its adjoining sister conservation areas of Ladbrooke and Norland and to that extent it has not overwhelmed the voluntary resources of the Pembridge Association in monitoring and responding to each new planning application.

We must be eternally grateful for the time that our Planning Secretary, Roy Griffiths, dedicates to his task of ensuring that the members of the Pembridge Association committee are kept up to date with all the planning applications that could affect the character of our local conservation area.

Among active conservation areas in the Borough we are fairly unique in having very few committee meetings, in fact recently only one each year to formally approve the annual accounts and one to deal with the annual garden party, as our main business, that is dealing with planning matters, is something that we

now handle via E-mail communication between our committee members. This means that any contentious planning applications are often the subject of extensive consultation, backwards and forwards, with all members of the committee on E-mail taking part as and when necessary rather than having to rely on monthly meetings. With so many people these days having a busy lifestyle it was often difficult previously to find dates for meetings that all members of the committee could make.

As well as dealing with the routine planning applications we are now faced with extra effort needed to respond to the Council's Local Development Framework (LDF) consultation (this will eventually take over from the current Unitary Development Plan (UDP) as the policy by which all planning applications are evaluated), the North Kensington Action Plan consultation and now the Council's Master Plan for Notting Hill Gate which is currently being finalised for consideration by the Council's Notting Hill Gate Advisory Group.

**David Campion**  
Chairman

## Planning Report

### 30 Ledbury Road

The refurbished building at No. 30 Ledbury was the subject of a planning appeal against the refusal of the Council to allow the first floor to be used for retail purposes. The Pembridge Association felt strongly that retail use should not be allowed at first floor level as this is not typical of this street where almost exclusively the first floors are in residential use.



30 Ledbury Road

The Planning Inspector apparently saw no reason not to allow the first floor to be used for commercial purposes and this does of course call into question the role of the planning inspectorate. Why is it that a civil servant can overrule the decisions of a democratically elected authority?

### 34 Pembridge Gardens

Construction work is now well in hand to convert what was previously a useful



34 Pembridge Gardens

hotel for visitors into private residential accommodation. It is now symptomatic that residential values are so high that they provide a better financial return than offices and hotels.

### 85 Linden Gardens

The retrospective application to allow the demolition of the existing stair housing and its replacement with a new stair housing at main roof level was refused by the Council.

The Pembridge Association strongly opposed the application because of the complete incompatibility of the stairhousing with the skyline architecture of the terrace and surrounding buildings. An enforcement order was served in January 2007 which had to be complied with within 6 months unless there was an appeal against it. An appeal was made and the Planning Inspector allowed the appeal.

### 15 & 17 Pembridge Gardens

Subsequent to the Council approving the plans for the return of both these substantial houses, which had been used as hostels for very many years, for conversion back to single-family residences, the work has been progressing over the last year.



15-17 Pembridge Gardens

### 33 Chepstow Villas

As reported in the 2007 Newsletter, the Association objected strongly to the proposal to add an additional storey to the front elevation of this property as the addition of the extra storey would have meant the loss of a two-storey villa from a group of four, creating a three-storey house which would be architec-

turally inferior to the present one and incompatible with surrounding houses. The Council subsequently refused that planning application and a new one has now been submitted.



33 Chepstow Vilas on the right

The new application has abandoned the idea of building an additional floor by raising the front wall and is proposing to deal with this by creating a mansard roof that is set back slightly from the existing front parapet wall. The Association is also objecting to this proposal.

### 6 Chepstow Crescent

An application was strongly opposed by the Pembridge Association, which would have involved the construction of a 2-level basement at this property extending from the front to the rear boundaries. It was felt that this was a total overdevelopment and could potentially affect the stability of the adjoining properties. The application was refused by the Council and no planning appeal was lodged; however a new application for a single level basement was submitted and the Council felt that it had inadequate ground to refuse this and therefore granted permission.

### 23 Dawson Place

The construction work to totally rebuild this property is almost complete. The Pembridge Association will be very concerned if there are departures from the approved plans that represented an improvement to the elevational treatment with the aim of returning the design to its original appearance.

Planning permission was refused by the Council to provide a pavement crossover and park a car in the front garden.

### 6,7,& 9 Denbigh Close

Planning permission was granted, following a previous refusal, for the conversion of these three mews cottages [see right] from part storage and part residential to full residential. This follows the pattern of change in this quiet private mews from mixed commercial/residential to full residential in what are now much in demand properties as private family accommodation.

### 54 Chepstow Villas

An application to construct an additional basement and convert the whole property into single family accommodation has recently been granted in spite of concern by the adjoining owners.

It was not so long ago that the Council refused permission but lost on appeal for the use of the basement for trading



6,7 & 8 Denbigh Close on the right

had been a problem with the previous conversion work in the basement, that lead to compensation being paid for damage to the adjoining building, so the fears of affected residents were well justified.

basement could have on the trees in the garden of the Dawson Place property that backs on to this site. The Council is concerned about any suggestion that the deep excavation should take place under the Listed Building instead.

### 25/26 Pembridge Square

The planning application submitted on behalf of Chris Rokos to convert the twin properties into a single family residence, with a glazed link between them and a deep basement to contain a high diving pool, is still being considered by the Council's Planning Department. One of the issues is the effect that the deep

As far as the Pembridge Conservation Area is concerned the previous hotel had become an eyesore as a result of the failure of the previous owner to maintain the building in a proper state of repair; the proposed restoration of the external elevation to Pembridge Square is clearly to be much welcomed.

**Roy Griffiths**  
*Planning Secretary*



54 Chepstow Villas

in connection with the commercial use of the adjacent premises in Portobello Road.

The Council is currently consulting on its policy for basement extensions in the light of the Arup Report which it commissioned. This suggested that such basement extensions do not necessarily cause problems with the water table and such constructions are not likely to affect adjoining properties so long as proper structural advice is followed and experienced contractors are used.

The Council follows the Environment Agency's advice as to whether specific parts of the Borough are within areas likely to be flooded and it would have difficulty sustaining a planning refusal if properties are not on the Environment Agency list. In the case of No 54 there

25/26 Pembridge Square



## Notting Hill Gate Master Plan

The Notting Hill Gate Improvements Group has been beavering away since 1993 to try to improve the character of Notting Hill Gate but it has not had the resources to sponsor any major redevelopment proposals.

The Council has recently decided to commission a "master plan" for the whole of Notting Hill Gate in the light of Land Securities considering the refurbishment or redevelopment of Newcombe House. These views show what we have now; what might we have in future?



*NewcombeHouse*



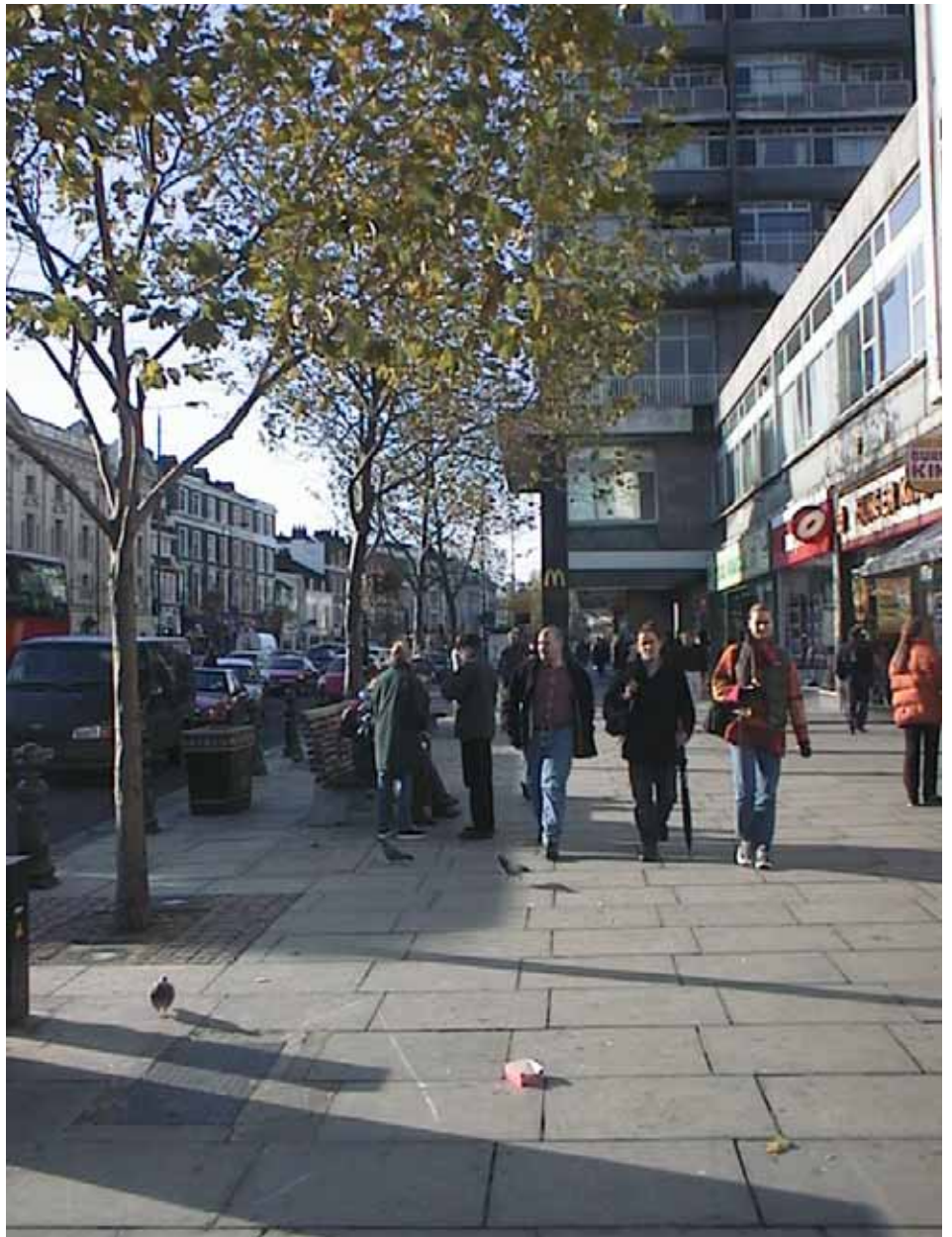
*Astley House/David Game House*



*Campden Hill Towers*



*The Coronet Cinema (above) and the Pembridge Piazza (below)*



## The changing face of life in Ledbury Mews North



I feel as if I have lived in the area forever, but its only been since 1982, when I started to work in the Virgin offices in Vernon Yard and fell in love with W11. We lived for many years in Ladbrooke Grove, until one day in 1992 something fateful happened. For a few months we had been thinking of moving to a larger flat, and while on a mission to find some item or other, I found myself in Needham Rd (where I'd never actually been before) and while mooching, something possessed me to go into a small estate agent- Anthony Hill.

There I asked the burning question -do you have any inexpensive local mews properties for sale? This hopeless question had previously always been met with guffaws and raised eyebrows by the ever helpful popular estate agents. But for some reason I summoned up the courage to be embarrassed yet again and got the reply I thought I'd never hear - yes !

Out came the architect's plans (already approved) for a small development in Ledbury Mews North and - more to the point – it was the right money.

I didn't even know where LMN was, but armed with directions, and joined by my husband, we walked round the corner, through the entrance tunnel and into the mews. This was 16 years ago and LMN, at that time, was a very different place.

It was an active light engineering based working mews, littered with used cars in various states of dismemberment and the brutal overspill from one of the very active units, Tavistock Rebores, assorted engine parts littering every square inch of the cobbled ground. Sparks and aggressive grinding noises emanated from every opening. The overwhelming smells of welding flux and engine oil filled the air!

The section of the mews that the plans

related to was quite clearly all a squat and there was a man living in an ancient Citroen covered by a tarpaulin in front of the squats.

We looked at each other in horror but, in the blink of a mad eye (or two) both agreed, this was where we wanted to be!!

To cut a long story short, we met the architect on site that same day, liked him, and got involved in much more. Office space was on the plans so we decided to consolidate and move our business too!

Within a relatively painlessly short time we were in and meeting the resident neighbours. We (all 7 of us) decided to form a residents' association and I was elected to be chairman.

The best thing about living and working in a mews quickly became apparent; we were in a small community and we were all physically affected by each other's actions. Everything each of us did impacted directly on our neighbours' quality of life. Mews life is very intimate and the old adage 'you live life at the mercy of your neighbours' is never more relevant than in a mews.

Firstly we had to sort the rubbish collection points out, non-existent until then. As I have described, it was a very different mews back then, but immediately evolving. We had various emerging pop stars, who came as virtual unknowns and left as celebrities, living upside down lives and making daytime noises in the middle of the night and for some reason always getting their exotic cars stolen, alongside a constant turnover of small businesses starting out in tiny office units in the mews.

Gradually the garages, engineering and automotive units disappeared and morphed into larger small businesses who just wanted to be tucked away in that location and two of them are still there.

Alongside this mews evolution ran the Westbourne Grove gentrification, starting with the Tourquoise Island transformation from Portaloo eyesore to architectural icon. L'Artiste Assoffee changed into to Paul Smith HQ, Lalbag to Succa, Texaco to Joseph, and the list goes on.

We now have in the mews 3 families with 6 children between them. Life is much quieter but still changing. Who knows what's next!

**Vicky Butler**

## Garden Party July 2007

The annual garden party is the primary social event for the Association when both existing members and potential new members can meet each other in the attractive and informal surroundings of the well kept Pembridge Square Garden.

The weather behaved itself and a most enjoyable time was had by all those who attended.

Our guest of honour was the Deputy Mayor of the Royal Borough of Kensington & Chelsea, Cllr Judith Blakeman.

Towards the end of the evening we held the traditional raffle, to raise funds for the Association, with quality prizes most generously donated by the following local businesses:

<b>Baywood Chemists</b>	Accessories
<b>Chalmers &amp; Gray</b>	£25 Voucher
<b>Carluccio's</b>	Hamper
<b>Fresh &amp; Wild</b>	Hamper
<b>Lanna</b>	Jewellery
<b>Mr Christians</b>	Hamper
<b>Tea Palace</b>	Tea for Two
<b>Tylers Homecare</b>	Jug & glasses
<b>Wall</b>	£35 Voucher
<b>Wild at Heart</b>	Flowers
<b>Anonymous</b>	Mozart Operas

We were indebted to Julia Campion for her persistence in persuading local businesses that it would be to their credit to provide contributions for the raffle. It is indeed sad that due to her untimely death last November she will not be here to help with this in 2008.

We were also very appreciative of Elizabeth Shaw's work in organising the event and by members of the committee and their friends who helped by manning the entrance and membership tables and the bar.

Not least, our thanks are due to the Pembridge Square Garden Committee for allowing us to hold the event in their garden again. We have always been very careful to ensure that we leave the garden in the state in which we found it and that no damage is caused.

We look forward to holding our annual garden party in the Square again this year. We always try to keep the ticket prices as low as possible bearing in mind the need to avoid any loss to the charitable funds of the Association. The date has to be chosen to avoid Wimbledon and it also needs to be before too many people depart for their summer holidays.



## The Association's Web Site & Blog

The Pembridge Association Website provides the means for publicising the work of the Association and for recording information that is accessible to a wider public with an interest in conservation matters. The web site may be accessed on the Internet using the following URL:

**[www.pembridgeassociation.org](http://www.pembridgeassociation.org)**

The Association is keen to encourage the further development of its website with contributions from local residents who have any historical information that may be of general interest to others.

The Association puts its annual Newsletters on its website so that they are readily accessible to anyone who has missed an issue. The Newsletters also form a useful historical archive of matters relating to the conservation area.

### Pembridge Association Blog

The Association now also has a Weblog (Blog) which can be accessed from the menu on its website. This provides links to the planning information on the Council's website with a single click that avoids having to enter search criteria on the RBKC site itself. This means that any time you use one of these links you will see all current planning applications that have not yet been decided; another link

lets you see all planning decisions that have been taken in the current year.

It is now also possible to access scanned copies of planning application drawings which can be downloaded in the form of Adobe Acrobat pdf files. The benefit of this is that if you are unable to visit the Council's Planning Information Office, to see the original drawings submitted, you can view applications on your own computer at home.

If you prefer to do so you can go directly on to the Council's own website at:

**[www.rbkc.gov.uk](http://www.rbkc.gov.uk)**

and obtain a wider range of information that may be of interest to you. This link is also provided from the Association's Blog.

The Council has been judged by the Society of Council IT Managers, for several years running, as having one of the top twenty local authority websites in the country.

### Key Decisions

The Council operates a procedure whereby decisions that are to be made by its Leader and his nine Cabinet Members are covered by a Forward Plan which sets out the Key Decisions that will be required. These are published on its website so as to allow public scrutiny and any objections to be made before the relevant decisions are formally taken.

You can subscribe to the Council's E-mail Notification Service via:

**[www.rbkc.gov.uk/emailnotification](http://www.rbkc.gov.uk/emailnotification)**

and be automatically sent details of Key Decisions and other available information; this includes a wide range of planning information that can be selected by Ward, Conservation Area, Street or Postal District. You can also get details of all premises licensing applications and decisions.

### The Local Development Framework

The Council is in the process of developing its *Local Development Framework* which will eventually take over from its *Unitary Development Plan* as the basis for setting out the strategic policies by which planning applications will be assessed.

A description of the LDF process appears on the Council's website and anyone wishing to find out more information about this is recommended to visit the website to check on progress.

**David Campion**

# COMMITTEE 2008/9

## CHAIRMAN

Cllr David Campion 13 Rodney House  
12/13 Pembridge Crescent, W11 3DY

## HON TREASURER

Mr. Bruno Giorgi 28 Pembridge Square, W2 4DS

## HON. SECRETARY - Planning

Mr Roy Griffiths 14 Denbigh Road, W11 2SN

## HON SECRETARY - Membership

[Position vacant] [Being handled by the Chairman]

## EXECUTIVE COMMITTEE

Mrs Vicky Butler 2B Ledbury Mews North, W11 2AF  
Miss Rosemary Buttar 1 Chepstow Villas, W11 3EE  
Cllr. Barbara Campbell 25 Pembridge Gardens, W2 4EB  
Mr. William Clarke 13 Pembridge Gardens, W2 4EA  
Mrs Sally Dixon-Brown 2 Chepstow Villas, W11 3RB  
Miss Sally Heilbut 17 Pembridge Crescent, W11 7DX  
Mr. Dori Schmetterling 11a Dawson Place, W2 4TD  
Dr Elizabeth Shaw 25 The Limes, Linden Gardens, W2 4ET  
Cllr. Doreen Weatherhead 15 Clanricarde Gardens, W2 4JJ  
Ms Jan Brown 60 Chepstow Villas, W11 2QX

The election of the Officers and the Committee took place at the Annual General Meeting on 20th February 2008.

## THE AIMS OF THE PEMBRIDGE ASSOCIATION

1. To encourage and promote high standards of architecture and town planning in the Pembridge Conservation Area,
2. To stimulate and promote public interest and care for the beauty, history and character of the neighbourhood,
3. To encourage the preservation, conservation, development and improvement of features of general public amenity or historic interest within or affecting the neighbourhood.

These aims are pursued by charitable means only and the Association has no affiliation with any political party.

Our job is to show that conservation is important, and to provide a channel for the views of the community. To do this effectively we need your active support.

Membership is open to all those who are interested in the aims of the Pembridge Association. Anyone who is interested in becoming more closely involved with the work of the Association should initially make contact with the Chairman and will be welcome to attend a Committee Meeting.

We much prefer annual subscriptions to be paid by bank standing order as this helps to minimise the effort in renewing subscriptions each year!

*If you have a point of view you would like to express about Conservation matters or issues raised in the Newsletter, write to the Chairman whose name and address is shown at the top left of this page.*

## GARDEN PARTY

The Pembridge Association will be holding its Annual Summer Garden Party in Pembridge Square Garden on Saturday 19th July 2008 from 6pm - 8pm .

This is an opportunity for local residents to come and meet their neighbours, to learn about the Pembridge Association and join as Members in order to support the aims of the Association as set out above.

Entrance is from the gate on the north side of Pembridge Square which faces Pembridge Place.

There is an entrance charge to defray the cost of the food and a glass of wine, and there will be a raffle to raise funds for the work of the Association.

The Guest of Honour will be the Mayor of the Royal Borough of Kensington and Chelsea  
Cllr The Hon Joanna Gardner

*Newsletter was edited and the art work was set up by David Campion using Aldus InDesign 2.0.1*

## SUBSCRIPTIONS

If you would like to support the Pembridge Association please complete this Banker's Order Form and send it to the Hon. Treasurer:

c/o 13 Rodney House, 12/13 Pembridge Crescent, W11 3DY

If you would prefer to pay your subscription by cheque, or charity voucher, please complete the name and address section below and send this form with your remittance (payable to "The Pembridge Association") to the above address. A Gift Aid Form is also available by request to the same address.

To: The Manager .....Bank/Building Society

Address: .....

Sort Code: ..... - ..... - .....

Please pay £ ..... ( ..... pounds) to "The Pembridge Association" at NatWest Bank, 46 Notting Hill Gate, London W11  
Account No: 51098067 (Sort Code 60-15-33)  
with the first payment made immediately  
and annually thereafter until cancelled on ..... (Date).

Signature: ..... Date: .....

Name: ..... Account No: .....  
(BLOCK CAPITALS)

Address: .....

The minimum subscription is £3, the average paid is £10; and, some Members subscribe £20, £50 and even £100 to support our activities.