

WRITTEN STATEMENT
OF
CAPITAL & COUNTIES
ON BEHALF OF
EARLS COURT & OLYMPIA GROUP

This Written Statement is submitted by Capital & Counties (C&C), on behalf of Earls Court & Olympia Group (EC&O Group), with regard to issues associated with the Earls Court Strategic Site that will be discussed at the Examination in Public of the Royal Borough of Kensington & Chelsea Core Strategy. C&C is in discussion with the Council about the issues and topics discussed in this Statement. It is hoped that a Statement of Common Ground can be reached in relation to a number of these prior to the start of the Examination.

1.0 Introduction

- 1.1 This Written Statement is submitted by Capital & Counties (C&C), on behalf of Earls Court & Olympia Group (EC&O Group), with regard to the Earls Court Strategic Site which forms part of the Earls Court Regeneration Area and Earls Court & West Kensington Opportunity Area.
- 1.2 C&C has submitted representations at all stages of Core Strategy preparation. The representations promote the large scale development potential of the Earls Court Regeneration Area which forms the majority part of the Earls Court & West Kensington Opportunity Area in the draft Replacement London Plan (draft RLP). The representations are supported by a suite of key topic related evidence base documents (refer to Appendix 1).
- 1.3 The Council has incorporated a limited number of changes in response to C&C's representations as the Core Strategy has evolved. However, the draft Core Strategy as it stands requires further amendment to ensure it is sound and, in particular, to ensure it provides an effective basis for development proposals to come forward at the Earls Court Strategic Site.
- 1.4 It is important that the Earls Court Strategic Site is considered in the context of its allocation as part of a new London Plan Opportunity Area. Policy associated with Opportunity Areas – both in the adopted and draft London Plan – clearly seeks to intensify development and optimise density and the draft RBKC Core Strategy in its treatment of the Earls Court Strategic Site falls short of doing that.
- 1.5 Importantly, the draft RLP is being produced in parallel to the RBKC Core Strategy. Given the Earls Court Strategic Site is part of an Opportunity Area in the draft RLP, C&C has also made significant representations to the draft RLP.

- 1.6 The draft RLP will be publicly examined from July to October 2010. The Replacement London Plan's Inspector's Report is anticipated in early 2011. The examination will consider issues associated with the development potential of the Earls Court & West Kensington Opportunity Area and this is clearly likely to have a bearing on the Vision for Earls Court, Priorities for Action and Delivery as set out in Chapter 10 of the Core Strategy. In the ordinary course of events, the London Plan examination would inform the Core Strategy. As it is, the draft London Plan and Core Strategy are out of synch. Chapter 10 of the Core Strategy, must thus be appropriately flexibly and effectively worded so as not to risk non-compliance with the London Plan in due course. This accords with PPS12 in any event.

2.0 Response to Matters Questions

Question 1:

Chapter 4 advises that place shaping requires that different plans and programmes from across the Council and its partners are integrated. Do the policies for places give a clear framework on which to base future actions?

- 2.1 C&C has no specific comment to make, subject to proposed changes to the Chapter being taken on board, for the reasons explained in answer to Questions 4 and 5.

Question 2:

Each chapter in the "Places" section considers the area against the strategic objectives but offers a single policy which is not separately monitored. Rather each Place has a monitoring section, and policies involved in delivering the vision are highlighted in footnotes. Is the Plan sufficiently clear on how the policy for each Place will realise the Vision? and

Question 3:

Infrastructure that would help deliver the Vision is identified for each Place within the Place Chapter and output indicators are provided in the monitoring section. Is the relationship between infrastructure needs, output indicators and monitoring actions necessary, clearly explained?

- 2.2 C&C agree with the general format of the Chapter as it avoids undue repetition with other parts of the overall document. The monitoring section clearly explains the outputs that will be used to gauge progress of against policy CP10. C&C propose the following changes (shown in bold underlined text) to items listed in para 10.4.6 of the monitoring section, to be consistent with the changes sought elsewhere in the chapter. The reasons for these changes are explained in response to questions 4 and 5 below.

1. Has development investigated and contributed to returning the one-way system to two-way working~~been unravelling~~ **should it be deemed feasible and the necessary approvals have been obtained?**

2. Has development delivered a minimum of 2,100 **2,600** new homes in the Earl's Court 'Place', with a minimum of 500 **1,000** homes from the Earl's Court Strategic Site and 1,600 from development on Warwick Road?

3. Has ~~ve~~ a significant convention, exhibition or cultural / **destination** use ~~s~~, that is at least a national destination, been retained in Earl's Court?
4. Have streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road been implemented?
5. Has the **redevelopment of the Earl's Court and West Kensington Opportunity Area established ~~been connected to a~~ district heat and energy network ~~or enabled for connection~~ in the Earl's Court area** ~~source been delivered, and is there additional heat and energy being provided by the redevelopment?~~

Question 4:

Some Places also have a Strategic Site Allocation. Is the relationship between the Vision for the Place and the Strategic Allocation always clearly articulated?

- 2.3 Chapter 10 Earls Court makes reference to the allocation for the Earls Court Strategic Site. In order to ensure consistency between these two parts of the Core Strategy C&C have made representations suggesting amendments to the wording as set out in the following sections. A full mark-up of text changes to Chapter 10 is attached at Appendix 1.
- 2.4 C&C propose the following text changes (shown in bold underlined text) to 10.2 Vision:

“By ~~unravelling~~~~returning~~ **improving** the one-way system ~~to two-way working,~~ ~~reducing the traffic flow,~~ and improving the pedestrian environment, the western edge of the Borough will be reintegrated and Earl's Court ~~Neighbourhood~~~~town-e~~ **Centre** will be able to blossom, offering an attractive 'urban-village' environment which local residents can enjoy.

The function of the ~~town~~ centre will be reinforced by **improved links** ~~a new good direct connection~~ to the ~~current~~ Exhibition Centre, which should be developed for **a** mixed **of** uses with a significant ~~convention, exhibition or cultural~~ / **destination** use that **contributes to** is at least a national destination at its heart. Earl's Court ~~'s~~ site will therefore retain its important ~~function~~ London-wide **role as a distinctive cultural brand, but also and will be transformed into a new vibrant urban quarter ~~and town centre as part of a major housing and mixed use scheme including office, leisure, hotel, retail and community facility uses.~~ New residential-led mixed use development along Warwick Road will further reinforce this urban quarter, which will include new open space and a new school.**

The area will continue to offer a wide range ~~of types~~ of residential accommodation and will include community infrastructure to support local life. Streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road will transform the environment, making it more pleasant for pedestrians and residents, ~~and~~**marking** the arrival of the A4 in Central London.”

- 2.5 The Places chapter recognises the proposed designation of the Earls Court and West Kensington Opportunity Area in the draft Replacement London Plan and the

consequential allocation of the Earls Court Strategic Site as a new vibrant urban quarter.

- 2.6 The Strategic Site will come forward for mixed use development (as stated in the Vision) although, its redevelopment will be residential lead and this should be reinforced in the wording of the Vision. It is clear from C&C's evidence base that the Strategic Site can make an important and substantial contribution to meeting the Borough's housing targets and that the current minimum homes target for the Site should be increased (refer to paragraph 2.10 below). This is consistent with the requirement in PPS3 for efficient use of residential land and strategic guidance promoting growth and high density development in Opportunity Areas.
- 2.7 The Vision refers to provision of a significant convention, exhibition or cultural use of at least a national destination at the heart of the site. It is important that the Core Strategy provides clarity and scope to enable a destination use / facility on the site that would meet the aspiration of the Vision. The current text is too prescriptive and C&C are concerned that it could curtail opportunities to meet this part of the Vision. The nature of a future cultural use at Earls Court has been a key theme of C&C's representations and discussions with RBKC planning officers. It is agreed with officers that the qualitative credentials of the destination use will be key and are likely to be the principal determinant of the form of an acceptable use that would fulfill this requirement. To be robust, further flexibility needs to be incorporated in to the wording, as proposed in C&C's representations, and as set out above in the amendments to the Vision and below in the proposed changes to paragraph 10.3.8.
- 2.8 The Vision should refer to the potential provision of a Centre on part of the wider Earls Court & West Kensington Opportunity Area. C&C representations and evidence base documents, namely the Retail and Leisure Assessment, propose a town centre designation within the Earls Court & West Kensington Opportunity Area. There is a large amount of evidence to support this which will be discussed under Matter 6 and Matter 7.
- 2.9 C&C support the provision of a new centre as part of the Vision for Earls Court. However, it is considered premature, in advance of draft RLP examination, for the RBKC Core Strategy to prescribe the order of centre that should come forward. The Vision should be amended so as to reflect the potential for a new centre, but to leave the definition of that centre to the draft RLP.
- 2.10 The land use allocations within the "Place" are set out in 10.4.2. The minimum housing figures envisaged for the Strategic Site and across the wider Opportunity Area significantly underestimate the development potential of these land holdings and should be increased. C&C's representations to the draft London Plan make clear that the Opportunity Area can provide significantly more than the minimum of 2,000 new homes currently indicated in the draft RLP (and referred to in the RBKC Draft Core Strategy text), with a minimum of 8,000 new homes justified with an extensive evidence base. In a similar vein, the C&C representations to the RBKC draft Core Strategy make clear that a minimum of 1,000 new homes rather than 500 new homes should be allocated for the Earls Court Strategic Site as part of the Opportunity Area. More detail is set out in the C&C representations and evidence base. This is largely considered to be a topic for discussion in respect of the Earls Court Strategic Site discussion as part of Matter 6. The Written Statement submitted for Matter 6 by C&C

summarises the key arguments in support of a revised minimum homes allocation. The main strands of the case are, as follows:

- Earls Court is a Strategic Site forming part of an Opportunity Area;
- Earls Court being ready, willing and able to deliver well over 1,000 new homes;
- Earls Court is able to make a very significant contribution towards the Borough's residential targets and requirements. Particularly important given the Borough is clearly struggling to deliver its housing trajectory without a huge over-reliance on windfalls.
- The Council's Statement of Common Ground with LBHF (which is unduly restrictive), confirms that the Earls Court Strategic Site can achieve significantly more than 500 homes whilst also delivering other non-residential uses.

2.11 The current requirement to provide a minimum of 10,000 sqm offices on the Strategic Site has not been justified in the Core Strategy or in any relevant evidence. Demand for this quantum of offices in this location is only expected to materialise if it forms part of a more significant commercial core for the Earls Court Regeneration Area, as explained in C&C's evidence base. It is accepted in discussions with officers that the non residential uses referred to in Policy CA7(e) are predicated on the Strategic Site coming forward as part of a masterplan for the Earls Court Regeneration Area. Consequently, some of the non residential uses may end up being located within the LBHF part of the wider site. This is reflected in the Statement of Common Ground between the two boroughs.

2.12 This context should be clarified in chapter 10. The text should also explain that the scope and scale of non residential uses would need to be reviewed should a comprehensive scheme be promoted for the Strategic Site independent from the rest of the Earls Court Regeneration Area.

2.13 The following changes are therefore proposed to section 10.3 "Priorities for Action".

(a) Better Travel Choices

2.14 C&C is proposing changes to the text in relation to the one-way system as set out in its representations. Both the GLA and TfL has made clear in its representations that no funding is allocated and no work has been undertaken to investigate the feasibility and viability of such a proposal. Also, there has been very little support from the local community during public consultation to the idea of two-way working. The Statement of Common Ground between RBKC and LBHF confirms that returning the system to two-way working is not necessarily a pre-requisite and this should be reflected more accurately in the text. It is important that the Core Strategy wording acknowledges other measures may offer more practicable and deliverable ways that the environmental and public realm improvements sought by the Borough could be achieved to ensure that the Vision remains deliverable.

10.3.2 The priority is **the improving of** ~~returning the unravelling of~~ the one-way system ~~to two-way working,~~ as part of the redevelopment of the Exhibition Centre site . The on-site road pattern and connections resulting from the redevelopment must be designed with regard to **seeking to**

significantly improve traffic circulation in the surrounding area, and on primary routes in the London Borough of Hammersmith and Fulham and the Royal Borough, such that it enables the investigation of and contributes to returning delivery of the unravelling of the Earl's Court One-Way System to two-way working, for which initial feasibility work has already been undertaken. No funding for this project is at present allocated by Transport for London. The Royal Borough will therefore work in partnership with Transport for London amongst others regarding its potential scope and delivery subject to feasibility and necessary approvals.

(b) Renewing the legacy and fostering vitality

2.15 C&C's position with respect to providing an alternative cultural/ destination facility on the site is explained above. The proposed text changes to this part of the Core Strategy are as follows:

10.3.6 Most of the area falls within conservation areas and there are a number of listed buildings, including Earl's Court Station and St. Cuthbert's Church in Philbeach Gardens (Grade II*). Maintaining this legacy is crucial important to the future success of Earl's Court

10.3.7 The redevelopment of the wider Earl's Court ~~and West Kensington Opportunity and North Fulham Regeneration~~ Area provides an opportunity to create a legacy for the future . It also offers the potential for regeneration of both North End Road, located within the London Borough of Hammersmith and Fulham, and ~~of~~ Earl's Court Neighbourhood local eCentre in the Royal Borough.

10.3.8 Key to the long-term success of the area is the redevelopment of the Exhibition Centre. ~~Earl's Court, however, must retain its long standing brandrole as an important cultural destination. This may be in the form of an International Convention Centre within the existing Earl's Court or and Olympia complexes. If it is located at Olympia (in the same ownership as Earl's Court Exhibition Centre), then a~~ However, a significant cultural / destination facility use that is at least a national destination should be provided within the wider Earl's Court and West Kensington Opportunity Area, site to continue the long standing Earl's Court brand of a tradition of some form of national public cultural destination in this location. It is expected that this will be located within the most public transport accessible part of the Opportunity Area this will be in the locus of Earl's Court

(c) Keeping life local

2.16 C&C propose that the potential for retail development comprising either a District or Major centre, subject to the total quantum of development eventually achieved, on the Strategic Site should be considered as part of the wider Earls Court Regeneration Area, explained in C&C evidence base and summarised in the Statement for Matter 7. The following changes are proposed, therefore, to the Council's additional text inserted after para 10.3.10:

The area of Earl's Court and West Kensington Opportunity Area is currently deficient of access to neighbourhood or higher order shopping facilities. The Council will therefore support a new neighbourhood centre in this location,

supporting the day to day needs of the development. However, this new centre must not compete with other existing centres.

(d) Diversity of housing

2.17 As explained above, the minimum housing allocation in the CS significantly underestimates the capacity of the Strategic Site. C&C propose the following text changes:

10.3.12 Earl's Court must retain the diversity of housing tenure, which it currently enjoys. Residential development in Earl's Court must deliver a mix of housing to reflect local and boroughwide need. There are significant new housing projects at 100 West Cromwell Road alongside Tesco, and further north in Warwick Road. Guidelines have been prepared for the Warwick Road ~~se~~ sites. In addition, ~~over~~ the Earl's Court and West Kensington Opportunity Area and North Fulham Regeneration Area ~~it~~ may deliver a minimum of ~~be possible to achieve over~~ 2,000 new dwellings. Establishing the exact development capacity is subject to ~~dependant on~~ further detailed work relating to design and transport capacity ~~ation~~ accessibility and masterplanning, including work undertaken at the London Plan Review level in relation to the Opportunity Area and the Planning Framework Document for the wider Earls Court area being prepared.

(e) An engaging public realm

2.18 C&C's proposed changes to the one way system text also apply to paragraph 10.3.15.

10.3.15 ~~Returning~~ Unravelling Improving the one-way system ~~to two-way working~~ is central to improving the public realm and the Council will support work to study the feasibility of reinstatement of two-way working and significant enhancements to the streetscape. Improvements have been made to the street environment in many of the streets surrounding the Earl's Court ~~One-way~~ ~~System~~. ~~However, There~~ are also plans to transform the environment in West Cromwell Road, introducing avenues of trees, and bringing significant improvements to the pedestrian ~~experience and to improve the pedestrian~~ environment in Warwick Road

(f) Respecting environmental limits

2.19 C&C has no comment to make on this point

Question 5:

The vision for Earls Court includes returning the one-way system to two-way working, but the Chapter advises that no funding is at present allocated. Should the Vision allow flexibility for an alternative scenario?

2.20 For the reasons explained above, there is significant uncertainty at present regarding the ability to achieve two-way working and indeed, whether it would be beneficial for the wider network. In C&C's view, the Vision places too much weight on this proposal, in so far as prescribing a specific solution as a priority. If it can not be delivered, this aspect of the Vision is undermined. C&C is committed to working with TfL, the Borough and others to investigate the feasibility of alternatives to the existing

one-way system and ways in which it could be improved but the approval and implementation of any measures are not within the company's control. Flexibility needs to be introduced so it is clear from the outset that alternatives to two-way working may prove to be the preferred and optimum solution, thus ensuring the Vision is robust.

- 2.21 The above comments are covered by C&C's proposed changes to chapter 10, as set out on the attached mark up, and as set out below.

10.2 Vision

By ~~unravelling~~~~returning~~ **improving** the one-way system ~~to two-way working,~~ reducing the traffic flow, and improving the pedestrian environment, the western edge of the Borough will be reintegrated and Earl's Court ~~Neighbourhood~~~~town-e~~ **Centre** will be able to blossom, offering an attractive 'urban-village' environment which local residents can enjoy.

- 2.22 This in turn follows into the suggested text changes regarding the one way system at paragraph 10.3.2 as proposed below:

10.3.2 The priority is **the improving of** ~~returning the unravelling of~~ the one-way system ~~to two-way working,~~ as part of the redevelopment of the Exhibition Centre site . The on-site road pattern and connections resulting from the redevelopment must be designed with regard to **seeking to significantly improve** traffic circulation in the surrounding area, and on primary routes in the London Borough of Hammersmith and Fulham and the Royal Borough, such that it enables the ~~investigation of and contributes to returning delivery of the unravelling of~~ the Earl's Court ~~One-way~~ **System to two-way working**, for which initial feasibility work has already been undertaken. No funding for this project is at present allocated by Transport for London. The Royal Borough will therefore work in partnership with Transport for London amongst others regarding its **potential scope and delivery subject to feasibility and necessary approvals.**

Question 6:

Should there be a separate "Place" for the Thames area?

- 2.23 C&C has no comment to make on this question.

Question 7 - Earls Court:

Has consideration been given to the sustainability of the local residential community?

- 2.24 As far as this question applies to the changes proposed in C&C's representations, relevant consideration has been given in the amendments proposed to the Sustainability Appraisal submitted with the representations.

Should there be a reference to the importance of the Warwick Road corridor?

- 2.25 C&C has no comment to make on this question.

Does the Vision ignore affordable housing and associated infrastructure?

2.26 No additional changes are required. The Vision and associated text in Diversity of Housing and Infrastructure Needs provide sufficient reference to expectations for development to deliver a mix of housing to reflect local need and associated infrastructure. These obligations will also be sought through application of the development management policies when assessing planning applications.

Is the proposal for a new shopping centre at Latimer Road Station unsound?

2.27 C&C has no comment to make on this question.

Should there be reference to improved transport and community safety?

2.28 No additional changes are required. The Vision refers to pedestrian improvements sought as part of environmental and public realm enhancements associated with streetscape and transport improvements. Implications for pedestrian safety will be inherent when assessing proposals against this part of the Vision. Other aspects of community safety will be addressed through design considerations in relation to specific scheme proposals.

Chapter 10 Earl's Court

10.1 Introduction

10.1.1 Earl's Court has a 'village' feel. That does not mean that it has medieval roots, it is largely Victorian. It has a strong sense of place, and the largely residential environment is supported by a good mix of 'day-to-day' uses. But it also contains the Earl's Court Exhibition Centre, one of London's top music, exhibition and conference venues. So Earl's Court, like so many places in Kensington and Chelsea, fulfils both a local and a London-wide role as a distinctive cultural brand.

10.1.2 Earl's Court Neighbourhood Town Centre, on Earl's Court Road by the eastern entrance to the underground station, provides a range of shops, restaurants, cafés and pubs, primarily meeting the needs of people that live in the area. Its important local role ~~is will be~~ recognised in the Core Strategy revised edition of the London Plan where it is likely to be classified as a Neighbourhood Shopping Centre. The quality of the town centre is severely disrupted shattered by the one-way south-bound traffic, which forms part of the Earl's Court ~~One-Wway Ssystem~~, stretching from Shepherd's Bush in the north to Chelsea Embankment in the south. The one-way system travels north up Warwick Road, and degrades the residential environment of that street. The Cromwell Road also acts as a significant barrier to pedestrians.

There are 5 sites along the west of Warwick Road and north of Cromwell Road where significant change is planned. This is likely to be in the form of a mixed use development, with increased provision of open space and education facilities. The sites are allocated as a Strategic Site, considered in Chapter 25.

10.1.3 Earl's Court is well served by public transport. It is one of the main underground interchanges in the Borough. West Brompton Station provides an interchange with the West London Line. The area is also well served by buses, although using buses can be confusing because of the one-way system. The one-way system also creates makes for a poor pedestrian environment.

10.1.4 Earl's Court is largely residential, with a range of different property types. It has a relatively high concentration of private-rented

houses and ~~of~~ social housing, which are well integrated with the private housing stock.

10.1.5 There ~~are is~~ at present no obvious ways to get from the Exhibition Centre to the ~~NeighbourhoodTown~~ Centre with the underground station separating rather than connecting these two parts of Earl's Court.

10.1.6 Earl's Court Exhibition Centre plays a very important role locally and on a London-wide basis. The Exhibition Centre will be hosting the 2012 Olympic volleyball tournament and, apart from some sensitive improvements to access and servicing, no major ~~redevelopmentchanges are is~~ planned before this date. After 2012, however, the landowners plan to redevelop the site. The Earl's Court Exhibition Centre Site extends into the neighbouring London Borough of Hammersmith and Fulham where it forms part of the Earl's Court and, West Kensington and North Fulham Regeneration Opportunity Area, designated in the draft London Plan 2009 and where the preferred option is for a phased redevelopment, based on West Kensington and Gibbs Green estates, over 20 years. The two boroughs, Mayor of London and the landowners have been in discussions regarding a comprehensive regeneration and improvement scheme. The landowners will work with the planning authorities of both boroughs, Mayor of London, key local stakeholders and the local community to establish how this can be achieved.

10.1.7 Earl's Court lacks public open space, although the Brompton Cemetery is just to the south. This is one of the largest green spaces in the Borough at 16.5 hectares (40.8 acres). ~~The Council is working with the Royal Parks to take over the ownership of the cemetery. Investigations have been made regarding the possible transfer of Brompton Cemetery to the Council.~~

10.2 Vision

Vision for Earl's Court in 2028

By ~~unravellingreturning~~ improving the one-way system to two-way working, reducing the traffic flow, and improving the pedestrian environment, the western edge of the Borough will be reintegrated and Earl's Court ~~Neighbourhoodtown e~~ Centre will be able to blossom, offering an attractive 'urban-village' environment which local residents can enjoy.

The function of the ~~town~~ centre will be reinforced by ~~improved links a new good direct connection~~ to the ~~current~~ Exhibition Centre, which should be developed for ~~a~~ mixed ~~of~~ uses with a significant convention, exhibition or cultural / **destination** use that **contributes to** ~~is at least a national destination at its heart.~~ Earl's Court ~~'s~~ site will therefore retain its important ~~function~~ London-wide **role as a distinctive cultural brand, but also and will be** transformed into a new vibrant urban quarter **and town centre as part of a major housing and mixed use scheme including office, leisure, hotel, retail and community facility uses.** **New residential-led mixed use development along Warwick Road will further reinforce this urban quarter, which will include new open space and a new school.** The area will continue to offer a wide range of ~~types~~ of residential accommodation and will include community infrastructure to support local life. Streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road will transform the environment, making it more pleasant for pedestrians and residents, ~~and~~ marking the arrival of the A4 in Central London.

10.3 Priorities for Actions

10.3.1 The priorities for action for Earl's Court have been set out under the Strategic Objectives for the Core Strategy as a whole. The Strategic Objectives are not listed in the same order for each place, instead they have been listed in order of importance for delivering the vision for each place.

Better Travel Choices

10.3.2 The priority is **the improving of returning the unravelling of** the one-way system **to two-way working,** as part of the redevelopment of the Exhibition Centre site. The on-site road pattern and connections resulting from the redevelopment must be designed with regard to **seeking to** significantly improve traffic circulation in the surrounding area, and on primary routes in the London Borough of Hammersmith and Fulham and the Royal Borough, such that it enables the **investigation of and contributes to returning delivery of the unravelling of** the Earl's Court ~~One-way~~ **System to two-way working,** for which initial feasibility work has already been undertaken. No funding for this project is at present allocated by Transport for London. The Royal Borough

will therefore work in partnership with Transport for London amongst others regarding its **potential scope and delivery subject to feasibility and necessary approvals.**

10.3.3 Pedestrian movement across West Cromwell Road will be improved, particularly at the junction with Warwick Road, as well as improvements to the pedestrian environment on Warwick Road north of West Cromwell Road.

10.3.4 Transport for London and the Greater London Authority (GLA) are partners in the planning and delivery of the future development in the ~~wider~~ Earl's Court **and West Kensington Opportunity Area site.** The Council will work in partnership with these ~~organisations~~ to overcome transport constraints on the development, **while** safeguarding the operational railway.

10.3.5 The Council will also consider the potential for improved accessibility from the West London Line to the underground network

Renewing the Legacy and Fostering Vitality

10.3.6 Most of the area falls within conservation areas and there are a number of listed buildings, including Earl's Court Station and St. Cuthbert's Church in Philbeach Gardens (Grade II*). Maintaining this legacy is crucial **important** to the future success of Earl's Court

10.3.7 The redevelopment of the ~~wider~~ Earl's Court **and West Kensington Opportunity and North Fulham Regeneration** Area provides an opportunity to create a legacy for the future. It also offers the potential for regeneration of both North End Road, located within the London Borough of Hammersmith and Fulham, and of Earl's Court **Neighbourhood local eCentre** in the Royal Borough.

10.3.8 Key to the long-term success of the area is the redevelopment of the Exhibition Centre. Earl's Court, ~~however,~~ must retain its long standing ~~brandrole~~ as an important cultural destination. This may be in the form of an International Convention Centre within the existing Earl's Court ~~or and~~ Olympia complexes. If it is located at Olympia (in the same ownership as Earl's Court Exhibition Centre), then a **However, a** significant cultural / **destination** facility use that is at least a national destination should be provided

~~within the wider Earl's Court and West Kensington Opportunity Area, site to continue the long standing Earl's Court brand of a tradition of some form of national public cultural destination in this location. It is expected that this will be located within the most public transport accessible part of the Opportunity Area this will be in the locus of Earl's Court~~

10.3.9 There is a heavy concentration of hotels in Earl's Court. Following the Olympics, some of these existing hotels could be converted into residential accommodation

Keeping Life Local

10.3.10 Earl's Court ~~Town~~ Neighbourhood Centre provides local shops and community services to residents, such as health care and a post office. The Council recognises the importance of this shopping centre to cater for local needs and will work to improve it . Community facilities will be provided as part of the developments at 100 West Cromwell Road and the Warwick Road sites, including a new primary school at the northern end of Warwick Road. The Council will support the Primary Care Trust's ambition for better health facilities within the Earl's Court ~~Town~~ Neighbourhood Centre

The area of Earl's Court and West Kensington Opportunity Area is currently deficient of access to neighbourhood or higher order shopping facilities. The Council will therefore support a new neighbourhood centre in this location, supporting the day to day needs of the development. However, this new centre must not compete with other existing centres.

10.3.11 Facilitating the connection of any redevelopment of the ~~wider Earl's Court and West Kensington Opportunity Area site~~ to the Earl's Court ~~Neighbourhood Town~~ Centre is important in realising the regenerative potential of the scheme.

Diversity of Housing

10.3.12 Earl's Court must retain the diversity of housing tenure, which it currently enjoys. Residential development in Earl's Court must deliver a mix of housing to reflect local and boroughwide need. There are significant new housing projects at 100 West Cromwell Road alongside Tesco, and further north in Warwick Road. Guidelines have been prepared for the Warwick Road ~~se~~ sites. In addition, ~~over~~ the

Earl's Court ~~and~~ West Kensington Opportunity Area and North Fulham Regeneration Area it may ~~deliver a minimum of~~ be possible to achieve over 2 ~~8,000~~ new dwellings.

Establishing the exact development capacity is ~~subject to dependant on~~ further detailed work relating to design and transport ~~capacity ation~~ accessibility and masterplanning, including work undertaken at the London Plan Review level in relation to the Opportunity Area and the Planning Framework Document for the wider Earls Court area being prepared.

An Engaging Public Realm

10.3.13 Earl's Court Road is in need of improvement, including new shop frontages, better building maintenance and a reduction and rationalisation of street clutter.

Chapter 10 Earl's Court

10.3.14 The sites located in Warwick Road will have an important role in providing public open space, an improved streetscape and community facilities

10.3.15 Returning Unravelling Improving the one-way system ~~to two-way working~~ is central to improving the public realm and the Council will support work to study the feasibility of reinstatement of two-way working and significant enhancements to the streetscape. Improvements have been made to the street environment in many of the streets surrounding the Earl's Court ~~One-way System~~. ~~However, There~~ are also plans to transform the environment in West Cromwell Road, introducing avenues of trees, and bringing significant improvements to the pedestrian ~~experience and to improve the pedestrian~~ environment in Warwick Road

10.3.16 Brompton Cemetery, which is a Grade I Registered Park and Garden of Historic interest, is open to the public for wider quiet recreational use and provides a good pedestrian link from Brompton Road to the Fulham Road. There will be further provision of public open space as part of the Warwick Road development. ~~Moreover,~~ ~~†The wider Earl's Court and West Kensington Opportunity Area site~~ will also provide publicly accessible open space with and play ~~facilities space to provide~~ for new residents, and addressing existing deficiencies through playable open space and facilities.

Respecting Environmental Limits

10.3.17 Air quality is a concern in the area due to pollution from traffic. The redevelopment of ~~Earl's Court Exhibition Centre and the wider Earl's Court and West Kensington Opportunity Area site~~ provide opportunities for low or carbon neutral developments and to establish a district heat and energy source

10.4 Delivery

Development Management

10.4.1 Development Management Policies to implement the actions identified above are found in Chapters 30-36, and referenced by footnotes in the text above. However, in making a planning decision, it is often necessary to weigh different policies against one another in a particular case. The Vision set out for Earl's Court guides that decision making process but to ensure the place shaping role is given due weight within the planning process, a place shaping policy for Earl's Court is required.

Policy CP 10

Earl's Court The Council will ensure an attractive 'urban-village' environment in Earl's Court by supporting improvements to the public realm, pedestrian environment and open space and resisting proposals which prejudice the realisation of the full potential of opportunities in the area.

Quantum of Development

10.4.2 There are two Strategic Site allocations in this place: Earl's Court and Warwick Road sites. Earl's Court Strategic Site is allocated for a minimum of 500 1,000 dwellings (assuming redevelopment to predominantly residential use and subject to further capacity testing) and a minimum of 10,000m² of office non-residential floorspace with potential commercial, office, retail, hotel and leisure uses. ~~with retail capacity (A class uses) to meet the local needs of the development. The Council will also support a new neighbourhood centre in the Earl's Court and West Kensington Opportunity Area, to serve the day-to-day needs of the development.~~ be informed by the masterplanning process It is part of a wider site including land in the London Borough of

Hammersmith and Fulham, where a further ~~1,500~~ 7,000 – 9,000 homes may be built, giving around 8,000 – 10,000 ~~2,000~~ across the Earl's Court and West Kensington Opportunity Area wider Earl's Court Site. The Warwick Road sites are allocated for 1,6700 homes overall. Within the Royal Borough, therefore, the Earl's Court 'place' area is expected to deliver a minimum 2,1200 2,600 homes during the lifetime of this plan.

Infrastructure Needs

10.4.3 The following infrastructure is specifically required to deliver the vision for Earl's Court:

- affordable housing as part of residential requirement;
- community facilities provided as part of 100 West Cromwell Road development;
- Investigating and contributing to returning unravelling the Earl's Court ~~One-Way~~ system to two-way working subject to feasibility and necessary approvals;
- possible expansion of Abingdon Health Centre to accommodate growth;
- ~~potential for~~ improved public transport and pedestrian interchange;
- additional new public open space, including considering opportunities to create
- biodiversity.

Future Plans and Documents

10.4.4 A joint Supplementary Planning Document for the ~~wider~~ Earl's Court and West Kensington Opportunity Area will be prepared by the London Borough of Hammersmith and Fulham and the Royal Borough, with involvement from the GLA. This SPD will confirm the exact quantum of development and distribution of land uses across the entire site and the potential for a town centre designation.

Monitoring

10.4.5 The policies highlighted in footnotes under each 'Priorities for Actions' to deliver the vision for Earl's Court are monitored in accordance with the output indicators identified in Chapter 38.

10.4.6 In addition, the following output indicators will be used to monitor the delivery of the vision for Earl's Court:

1. Has development investigated and contributed to returning the one-way system to two-way working~~been unravelled~~ **should it be deemed feasible and the necessary approvals have been obtained?**

2. Has development delivered a minimum of 2,100 **2,600** new homes in the Earl's Court 'Place', with a minimum of 500 **1,000** homes from the Earl's Court Strategic Site and 1,600 from development on Warwick Road?

3. Has ~~ve~~ a significant ~~convention, exhibition or cultural~~ / **destination** ~~use~~s, that is at least a ~~national destination~~, been retained in Earl's Court?

4. Have streetscape and pedestrian improvements to Cromwell Road, Warwick Road and Earl's Court Road been implemented?

5. Has the redevelopment of the Earl's Court and West Kensington Opportunity Area ~~established~~ **been connected to** a district heat and energy network **or enabled for connection** in the Earl's Court area~~source been delivered,~~ and is there additional heat and energy being provided by the redevelopment?