

**Earl's Court and West Kensington Opportunity Area  
Supplementary Planning Document**

**Preliminary Consultation Report**

**January 2011**

# **Earl's Court West Kensington Opportunity Area Supplementary Planning Document**

## **Preliminary Consultation Report**

**January 2011**

1. Introduction .....	1
2. Method of Consultation .....	3
3. Consultation Objectives .....	5
4. Respondent Profile .....	6
4.1 Questionnaire Analysis .....	6
4.2 Summary .....	8
5. Housing .....	9
5.1 Questionnaire Analysis .....	9
5.2 Summary .....	10
5.3 Housing Comments .....	10
6. Traffic, Transport and Movement.....	12
6.1 Questionnaire Analysis .....	12
6.2 Summary .....	16
6.3 Traffic, Transport and Movement comments .....	16
7. Economic, Community and Leisure Facilities .....	18
7.1 Questionnaire Analysis .....	18
7.2 Summary .....	23
7.3 Economic, Community and Leisure Facility Comments.....	24
8. Urban Design and Architecture .....	26
8.1 Questionnaire Analysis .....	26
8.2 Summary .....	28
8.3 Urban Design and Architecture Comments .....	28
9. Environment and Public Health.....	30
9.1 Environment and Public Health Comments .....	30
10. General Comments .....	31

# 1. Introduction

## Overview

This report summarises the outcome of a consultation exercise carried out in October and November 2010 to assist with the formulation of the Earls Court West Kensington (ECWK) Opportunity Area (OA) Supplementary planning Document (SPD). The SPD is being prepared jointly by the London Borough of Hammersmith and Fulham (LBHF) and the Royal Borough of Kensington and Chelsea (RBKC) in partnership with the Greater London Authority (GLA). The overarching objective of the SPD is to bring together local and strategic policy and provide guidance for the master planning and development of the OA, whilst reflecting the aspirations of the local community.

## The Earls Court West Kensington Opportunity Area

The OA comprises 37.2 hectares of land split between LBHF and RBKC, incorporating land within the Earl's Court Ward (RBKC), the North End Ward (LBHF) and the Fulham Broadway Ward (LBHF). The OA boundary is defined by Warwick Road and the West London Line to the east, West Cromwell Rd (A4) to the north, North End Road to the west and Old Brompton Road/Lillie Road to the south. The Seagrave Road car park is a parcel of land within the OA situated south of Lillie Road bounded by Seagrave Road and the West London Line. 27.8 hectares of the site is contained within LBHF and the remaining 9.4 hectares is contained within RBKC comprising the Earl's Court 1 Exhibition Building site. The OA in the context of the surrounding area is shown in Figure 1 below.

## Existing Land Use

The OA features a range of land uses. The Earl's Court 1 and 2 Exhibition buildings and ancillary servicing areas dominate the eastern side of the OA, rising to a height equivalent to 18 stories and covering an area of 5.3 ha. The 33-storey Empress State building is situated immediately to the west of Earl's Court 2 and is the tallest building within the OA and is currently occupied by the Metropolitan Police. To the north of Earl's Court 2, the TfL Lillie Bridge Depot covers a substantial area of 7.3ha comprising marshalling yards, engineering workshops and Ashfield House; a 9-storey training facility that dominates the northern boundary of the OA along the A4.

The West Kensington and Gibbs Green Housing Estates lie to the west of the Earl's Court Exhibition Centre and the TfL Lillie Bridge Depot. The larger West Kensington Estate contains 604 properties and includes several tower blocks of 9, 10 and 11 storeys along with low rise flats, maisonettes and terraced houses. The smaller Gibbs Green Estate features 98 properties comprising 7 medium-rise blocks. Overall the estate accommodation is primarily low and medium density housing. There are also a number of smaller ancillary land uses within the OA.



**Figure 1: The Earls Court West Kensington Opportunity Area**

## **2. Method of Consultation**

### **Consultation Leaflet and Questionnaire**

In late October and early November 2010, a consultation leaflet and questionnaire entitled '*Earl's Court and West Kensington Opportunity Area Joint Planning Framework – consultation leaflet*' was distributed to nearly all addresses within a 650m radius of the boundary of the OA within both LBHF and RBKC. A copy of the leaflet and questionnaire is provided in Appendix 1, and the area the consultation leaflet was distributed to is shown in Figure 2 below.

Copies of the leaflet and questionnaire were also available from Wes Kensington and Fulham Broadway libraries and the Earl's Court Exhibition Centre. The questionnaire was also published on both LBHF's and RBKC's websites and the consultation was also advertised in a media release and newspaper article. A total of 35,000 leaflets were distributed.

### **Questionnaire Responses and Analysis**

1075 completed questionnaires were received by the return deadline of Friday 12<sup>th</sup> November 2010. The vast majority of questionnaires (95%) were received from residents living within or near the OA. Of the 1074 completed questionnaires, 163 (15%) were received online.

Questionnaire data was collated by Abacus Data Entry Ltd on behalf of LBHF and RBKC, and the statistical analysis of the data was carried out in Excel. The responses to the questions have been presented in pie-graph format and discussed, and the results summarised by topic area. Written 'free' comments have also been collated and categorised by topic area in Excel and comments appended. Where possible, free comments have been broadly grouped within topic areas to determine trends and overall opinions on specific issues (for example, housing comments have been grouped by those broadly in favour of affordable housing and those broadly opposed). 983 comments have been categorised in total.





**Figure 2: Consultation leaflet distribution area**

### **3. Consultation Objectives**

Public consultation is not a statutory requirement during the preliminary stages of drafting an SPD. However, public consultation at an early stage ensures key issues are identified and community aspirations are considered in the drafting of the SPD.

This consultation exercise therefore had three key objectives:

1. To introduce and inform the community on the potential redevelopment of the OA;
2. Identify the key issues affecting the OA and the surrounding area;
3. Identify what changes the community would like to see through redevelopment of the OA.

With respect to Objectives 2 and 3, the questionnaire sort to find out what aspects of the OA and surrounding area respondents 'like' or 'would change' in relation to four topics, namely:

- Housing;
- Traffic, transport and movement;
- Economic, community and leisure facilities; and
- Urban design and architecture.

A number of specific questions were asked on each topic. For example, with respect to housing, respondents were asked whether they 'like' or 'would change' the current sense of community, the quality of existing housing and the range of housing types.

NOTE: Although it was not made clear on the questionnaire whether respondents should tick or provide a written response in the boxes provided, all responses broadly correlated with a 'tick box' approach and all responses were recorded as such.

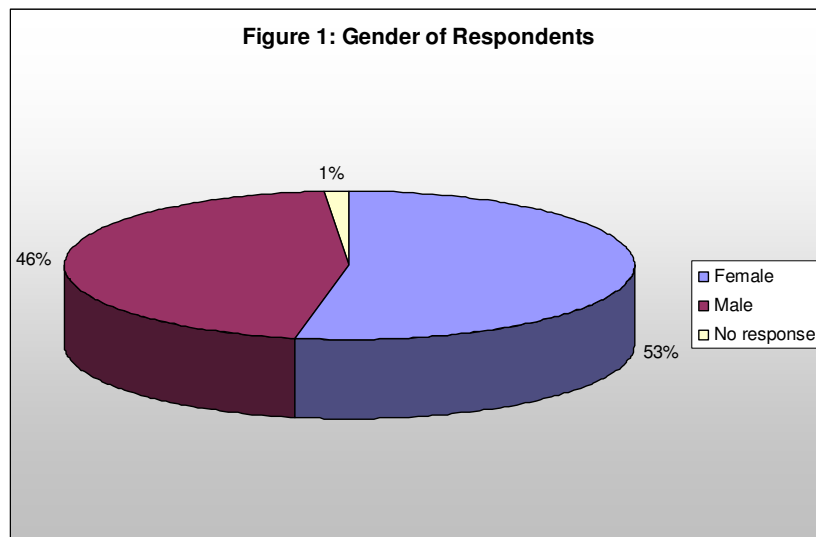
## 4. Respondent Profile

### 4.1 Questionnaire Analysis

The questionnaire asked respondents to provide demographic information, namely gender, age group, relationship to the OA (i.e. resident or otherwise) and physical health. These questions helped establish in broad terms the respondent profile.

#### 1. Gender

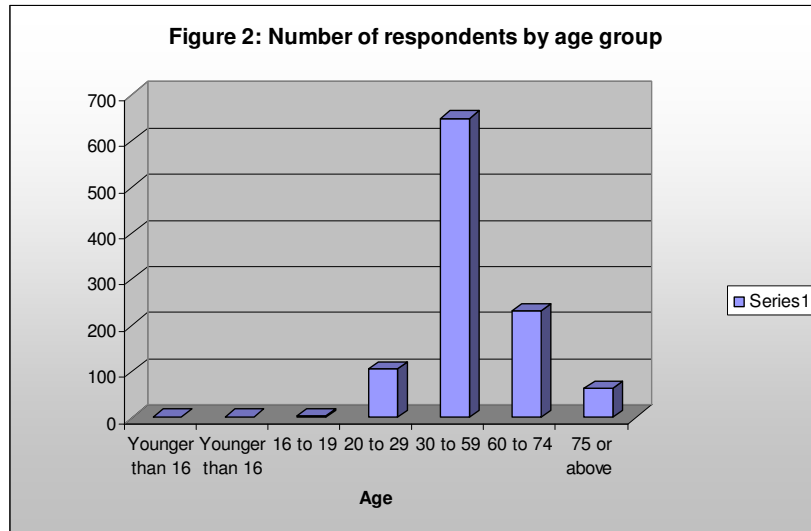
569 (53%) of the 1075 questionnaire respondents were female, and 490 (46%) of respondents were male. 1% of respondents did not specify their gender.





## 2. Age Group

The majority of respondents were in the 30 to 59 age group, with 650 (60%) in this group. The second largest was the 60 to 74 age group, with 232 (21%) in this group. The number of respondents within other age groups was insignificant by comparison.

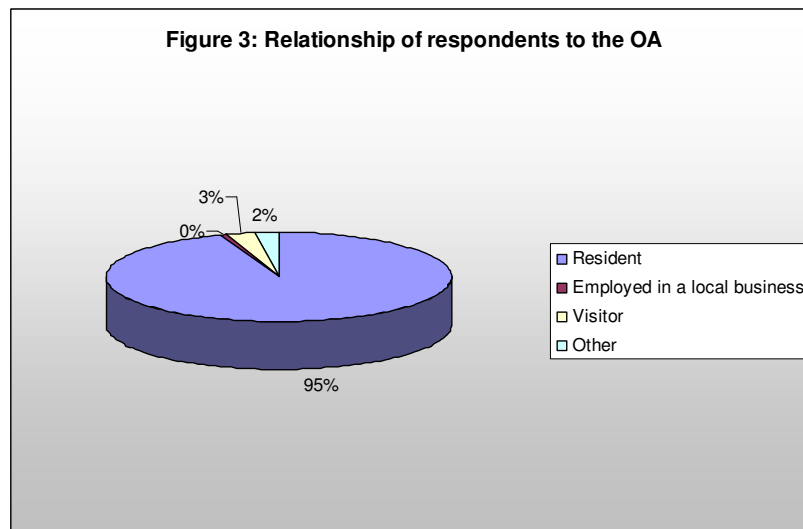


## 3. Relationship to the OA

Respondents were asked to state their relationship to the OA as:

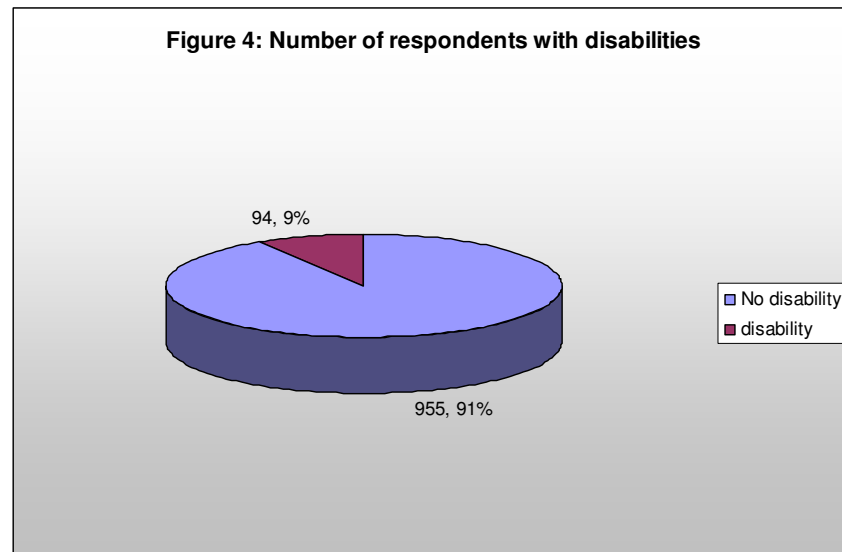
- a resident;
- a local business employee;
- a visitor; or
- other.

Of the 1075 respondents to the questionnaire, 994 (95%) identified themselves as residents (note: this does not refer to residents of the OA itself, but rather residents within the wider LBHF and RBKC distribution catchment). Of the remainder, only 29 of the respondents were visitors (2%) and only four respondents (<1%) identified themselves as employees of local businesses.



#### 4. Disabilities

A total of 955 respondents (91%) stated that they did not suffer from any disability, with 94 (9%) suffering from a disability.



#### 4.2 Summary

A small majority of the 1075 respondents were female, and the most represented age group in the survey was the 30 to 59 group followed by the 60 to 74 group, which collectively made up 81% of all respondents. Young people (younger than 16) were barely represented at all. The vast majority of respondents were residents (95%) and very few employees of local businesses responded. 9% of respondents have some form of disability although there was a significant non-response to this question amongst adults.

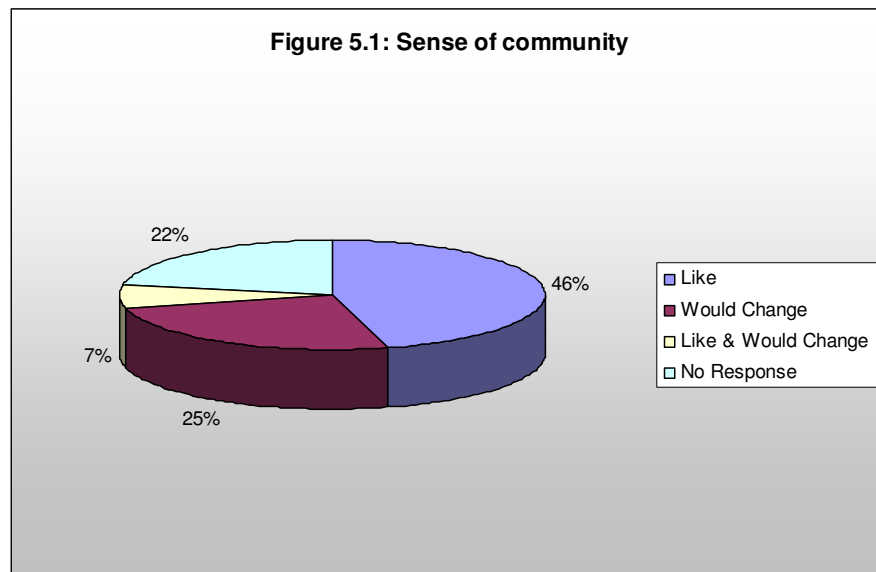
## 5. Housing

### 5.1 Questionnaire Analysis

Three specific questions were asked with respect to housing and the results are summarised below:

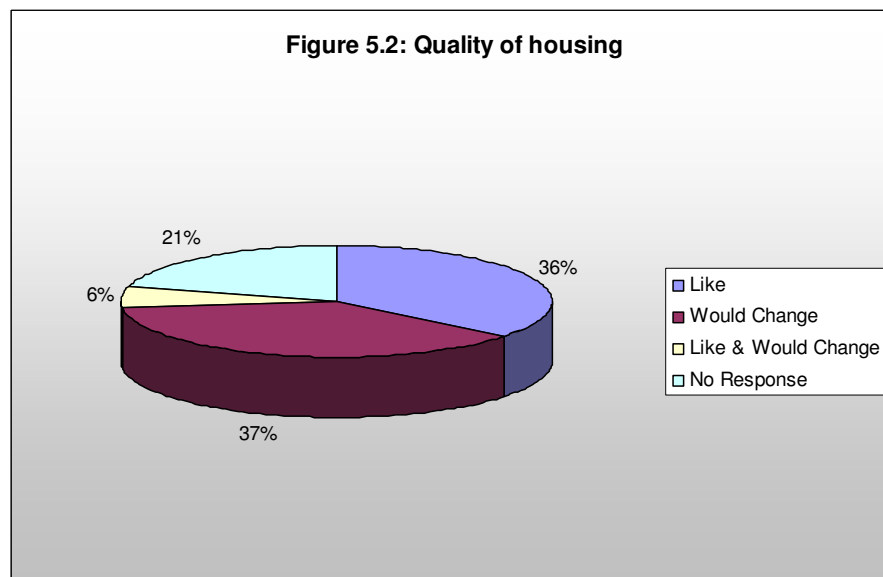
#### ***Q1a. Sense of Community***

Overall, 46% of respondents like the current sense of community in the area and 25% would like it changed. A further 29% either did not respond or provided responses in both boxes.



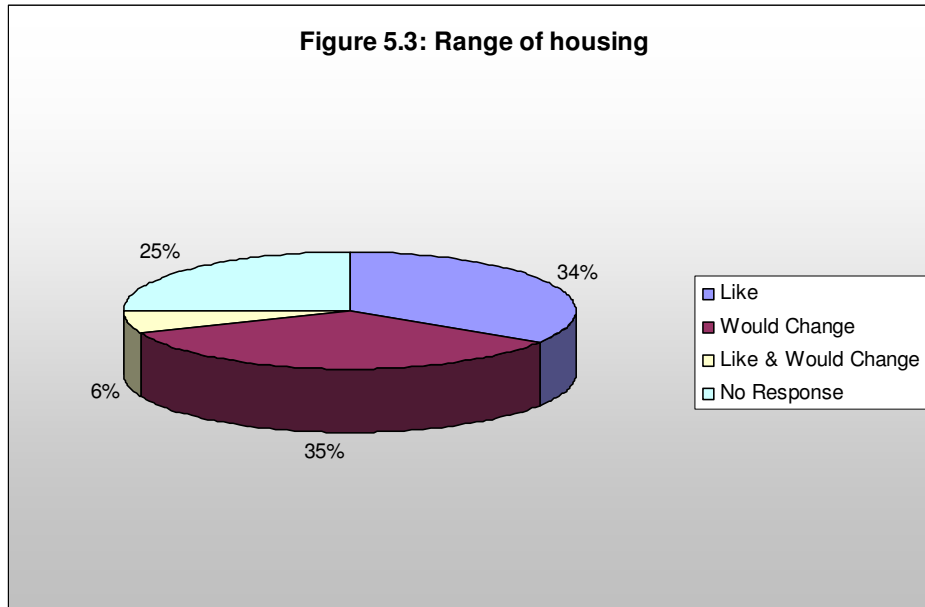
#### ***Q1b. Quality of Housing***

The number of respondents who like the quality of housing and would like it changed were fairly evenly split at 36% and 37% respectively. 29% either did not respond or provided responses in both boxes.



**Q1c. Range of Housing (range in terms of amount, size, type and affordability)**

Similar to Q1b with respect to the quality of housing, respondents who like and would change the quality of housing were fairly evenly split at 34% and 35% respectively. 31% either did not respond or provided responses in both boxes.



## 5.2 Summary

The strongest response to the three housing questions was with regard to Q1a (the current sense of community), with 46% of respondents stating they like the current sense of community in the area compared to 25% who would change the sense of community. Responses to questions regarding the quality and range of housing were less clear and there was no strong preference for change evident.

## 5.3 Housing Comments

A total of 72 comments were made referring solely to housing and these are set out in Appendix 1, although it should be noted that housing was referred to in many other comments which touched on several topics. The comments covered an array of issues and opinions on housing and overall there were no clear trends, however opinions both for and against affordable housing and on housing mix were prevalent. Specifically:

- 13 comments are broadly in favour of more affordable housing;
- 17 comments are broadly opposed to more affordable housing/housing estates;
- 9 comments are broadly in favour of more private housing;
- 3 comments are broadly opposed to more private housing;
- 5 comments are in favour of keeping the estates the way they are;
- 4 comments are in favour of maintaining the area's built heritage and existing housing;
- 6 comments are in favour of a better mix of housing;



- 5 comments refer to the need for better quality housing;
- 4 comments are opposed to any more housing in the area (although there were many other comments that touch on this in reference to redevelopment in general), and;
- 3 comments are in favour of more housing in general.

The following comments are a snapshot of those made in relation to housing (the comments are numbered as they appear in Appendix 2):

*H1 “Any redevelopment should take into account all communities in the area and be a mix of social housing and private sector developments”*

*H9 “More modern, safe and affordable housing”*

*H49 “I do not think council housing should form part of the development”*

*H52 “Less housing estates and more private residential housing”*

*H58 “Careful integration of public/social housing and private housing to avoid crime hot spots”*

*H71 “Not enough affordable housing for families, redress the balance of those who are in over-crowded accommodation”*

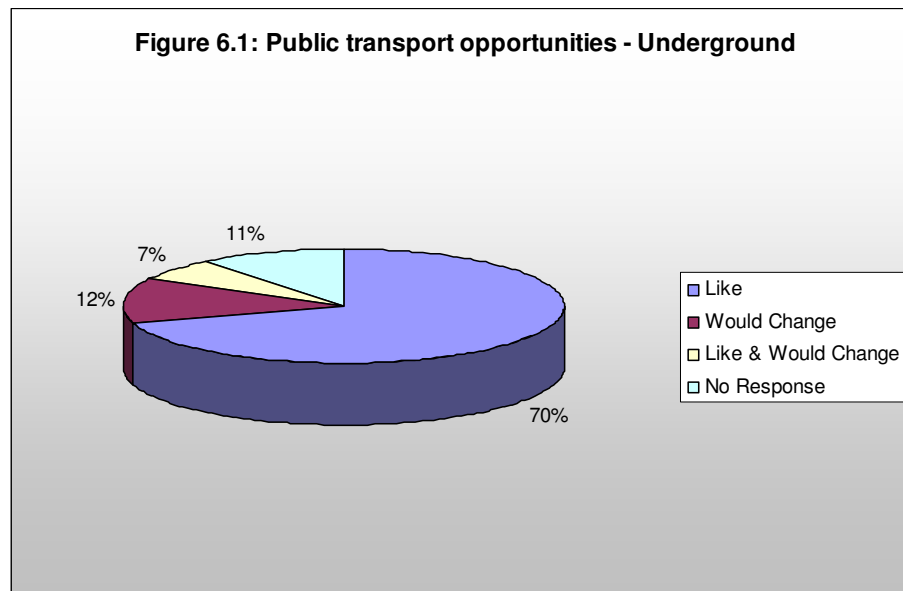
## 6. Traffic, Transport and Movement

### 6.1 Questionnaire Analysis

Traffic and transport were identified early on as particularly topical issues with respect to redevelopment of the OA, and therefore seven questions were asked in total to better understand the issues. The results are summarised below:

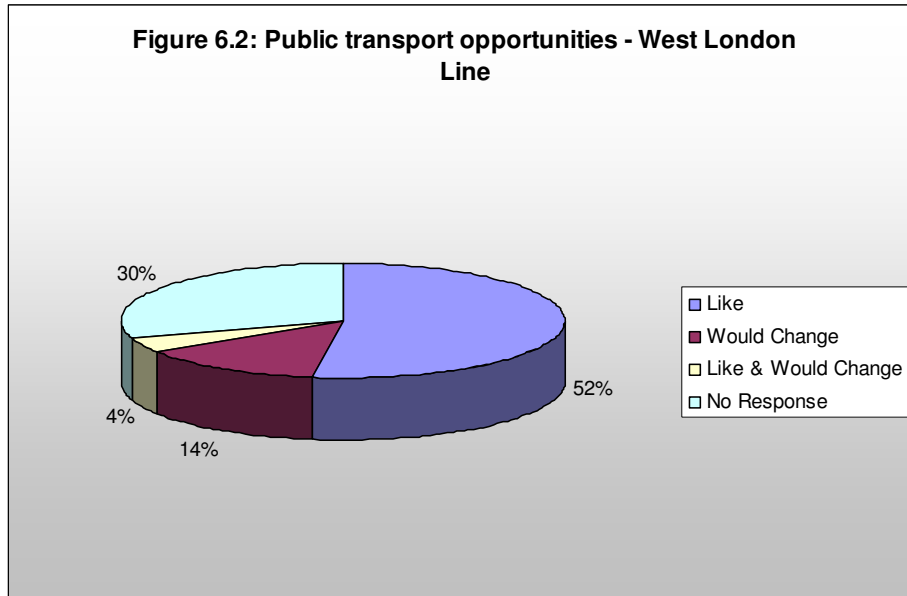
#### ***Q2d. Public Transport Opportunities – Underground***

A large majority of respondents (70%) like the current opportunities for accessing London Underground services as a result of three London Underground Stations located within the immediate area; Earl's Court, West Kensington and West Brompton Stations. Collectively they serve the District Line (three branches) and the Piccadilly Line. 18% either did not respond or provided responses in both boxes.



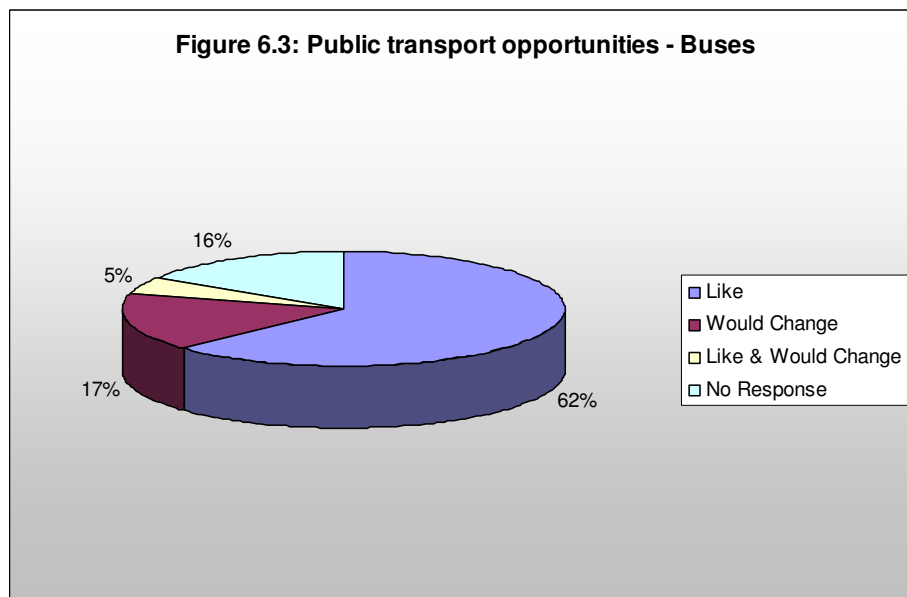
### **Q2e. Public Transport Opportunities – West London Line**

Similar to the response to London Underground services, the majority of respondents (52%) like the current opportunities for accessing West London Line services given the close proximity to West Brompton Station which serves both the West London Line and District Line. 34% either did not respond or provided responses in both boxes.



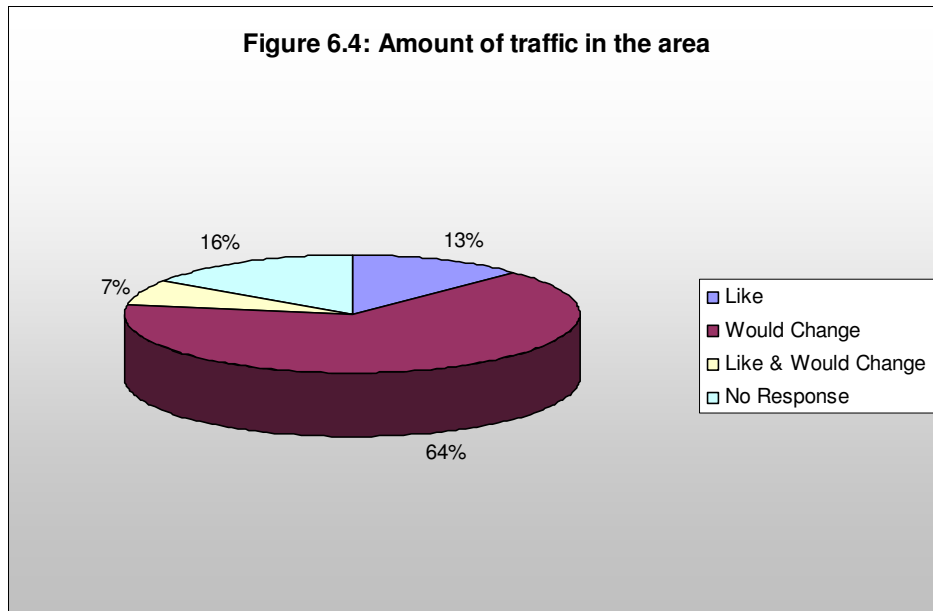
### **Q2f. Public Transport Opportunities – Buses**

The majority of respondents (62%) like the current opportunities for accessing bus services within the area given the many high frequency bus and night bus services. 17% of respondents would like change to bus provision and 21% either did not respond or provided responses in both boxes.



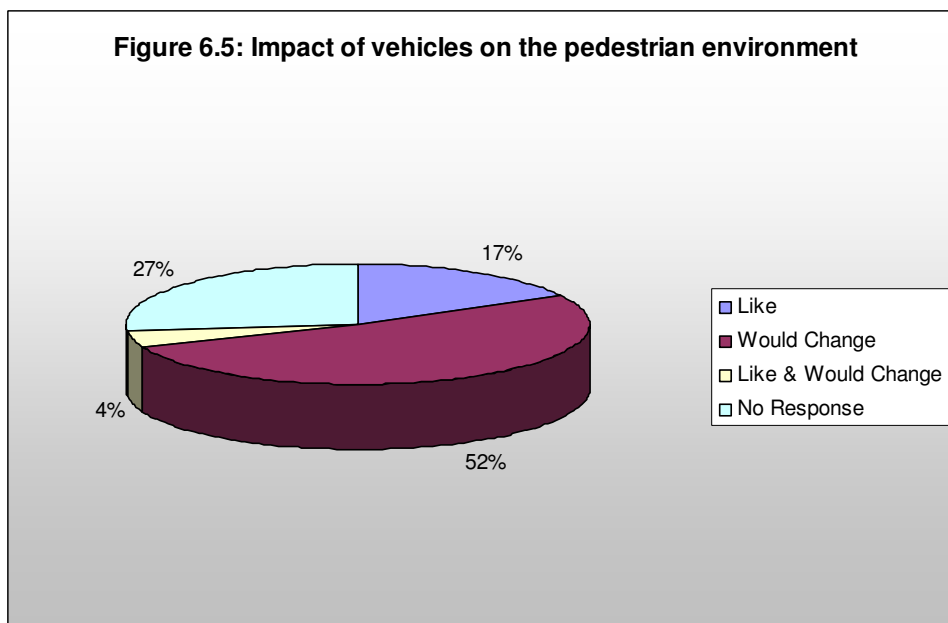
### ***Q2g. Amount of Traffic in the Area***

A large majority of respondents (64%) stated they would change the amount of traffic in the area, with only 13% of respondents liking the current amount of traffic in the area. This suggests resident displeasure at high traffic volumes on the surrounding highway network and the resultant congestion and delays. It may also reflect both perceived and actual safety issues on the highway network along with environmental and amenity concerns, particularly with respect to air quality. 23% either did not respond or provided responses in both boxes.



### ***Q2h. Impact of Vehicles on the Pedestrian Environment***

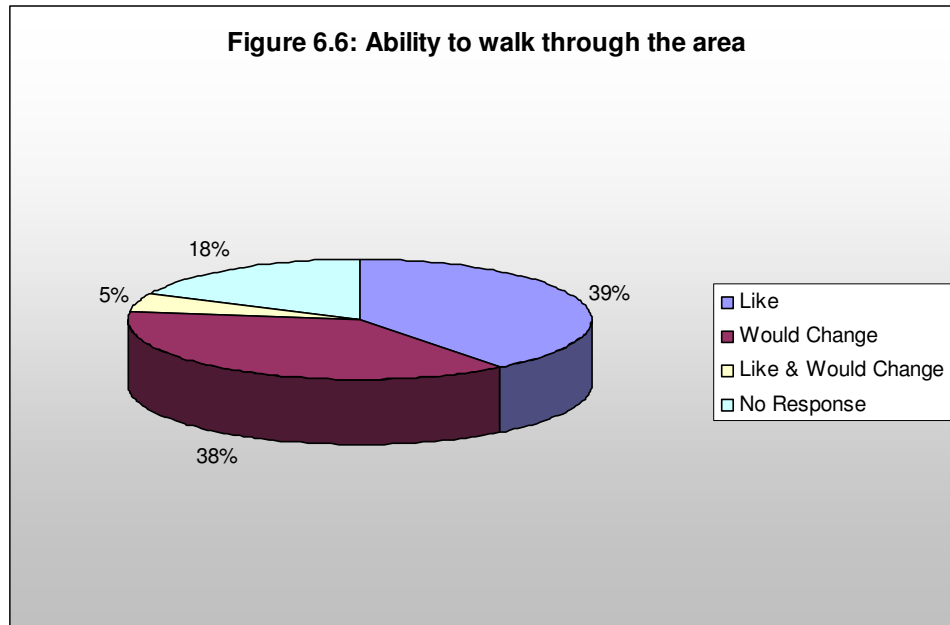
Similar to Q2g above, a majority of respondents (52%) stated they would change the impact of vehicles on the pedestrian environment, with only 17% of respondents liking the current vehicle impact on the pedestrian environment in the area. This suggests further concerns at the impact of the high traffic volumes on the surrounding highway network. 31% either did not respond or provided responses in both boxes.





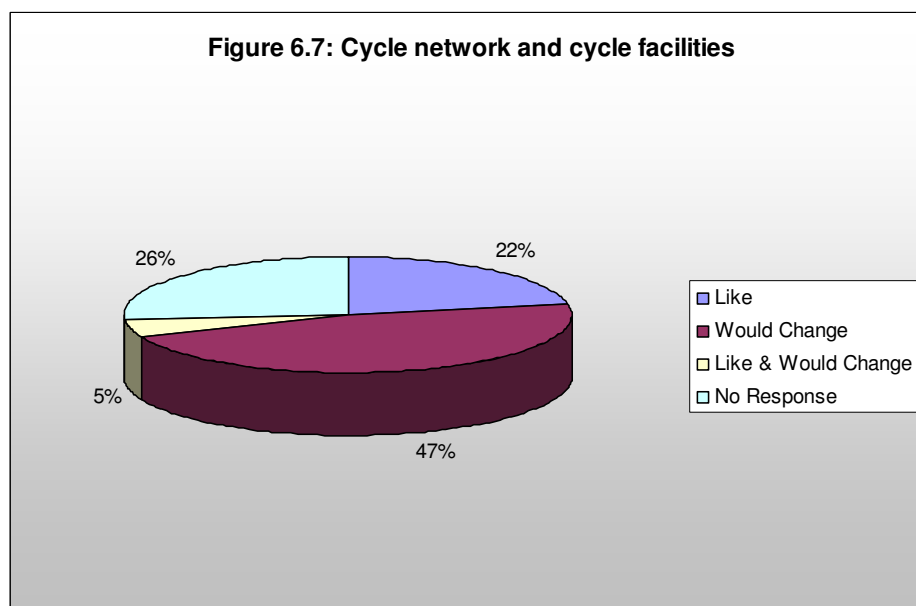
### **Q2i. Ability to Walk Through the Area**

Respondents were evenly split in terms of liking and wanting to change the ability to walk through the area (39% and 38% respectively). Although the bulk of the OA is inaccessible and impermeable to pedestrians, there is a well connected footway network on the surrounding highway network. This includes numerous signalised and other formal at-grade crossing facilities. 21% either did not respond or provided responses in both boxes.



### **Q2j. Cycle Network and Cycle Facilities**

A little less than half of respondents (47%) would change the current cycle network and cycle facilities, which suggests a reasonably high degree of dissatisfaction with current cycling infrastructure. Only 22% of respondents like current cycle provision in the area and 31% either did not respond or provided responses in both boxes.



## 6.2 Summary

Residents clearly place high value on current opportunities to access London Underground services, West London Line services and bus services throughout the area, with the majority of respondents to these questions liking current opportunities for access.

There is considerable dissatisfaction however at the amount of traffic in the area along with the impact of vehicles on the pedestrian environment, with 64% and 52% of respondents respectively wanting change in this respect. 47% of respondents would also like the cycle network and cycling facilities changed, although only 39% want change in terms of being able to walk through the area.

## 6.3 Traffic, Transport and Movement comments

A total of 215 comments were received with respect to traffic, transport and movement and these are set out Appendix 3. 148 comments were received with respect to roads and traffic, 27 with respect to public transport, 29 with respect to cycling, and 11 with respect to parking.

In keeping with the questionnaire response summarised above, many comments expressed strong views about the current state of the roads, the high volume of traffic, and the impact of traffic on the area. The large number of comments coupled with the questionnaire response on this topic was one of the more conclusive findings of the consultation. Specifically:

- 122 comments are critical of the amount of traffic in the area/referred to the area being too congested/highlighted the need to reduce traffic/the need to address traffic congestion/change traffic routes;
- 19 comments refer to the impact of traffic on pedestrian and cyclist safety/need to make roads safer/dangerous nature of roads/dangerous driving;
- 17 comments are critical of the London Underground service in the area/overcrowded trains/overcrowded stations/poor access to stations/highlight the need to upgrade the London Underground service and improve stations;
- 25 comments are critical of the provisions for cyclists in the area/highlight the need to improve cycling facilities and cycle lanes;
- 8 comments are critical of the bus service in the area/highlight the need to improve the bus service.

The following comments are a snapshot of those made in relation to transport, traffic and movement (the comments are numbered as they appear in Appendix 3):

Parking:

*P5 "Ensure all new developments have off-street parking. Increase residents parking provision"*

*P9 "Traffic is exceptionally heavy especially when events are on at Earls Court, Olympia, and Queens Club Tennis. Little parking facilities"*

## Public Transport:

*PT8 "The area is very central and well served by the tubes and busses"*

*PT17 "The development must create a transport hub: an interchange at Earls Court between West London Line, Piccadilly and District Lines"*

*PT13 "Bus connections to central are poor, could use better services to Westminster..."*

*PT24 "The Underground cannot support more commuters. It is already near impossible to get on the train at rush hour. This must be solved".*

## Cycling:

*C3 "A comprehensive cycle lane system should also be incorporated"*

*C15 "Better and safer cycling"*

## Roads and traffic:

*R4 "There is a pressing need to rethink Earls Court one-way system as it cannot cope with the existing volume of traffic so how is it going to cope with increased cars as a result of this massive development?"*

*R16 "I hate the traffic on Warwick Road and Earls Court Road..."*

*R52 "The amount of traffic is one of the biggest issues in the area. I am concerned that further development will result in more cars".*

*R76 "The local roads are quite dangerous with the traffic"*

*R94 "Traffic is just awful"*

*R103 "Traffic is the overwhelming issue in this part of town"*

*R104 "North End Market creates immense traffic problems"*

*R111 "The entire area is subject to gridlock during exhibitions and football matches. A consultation should be held using residential input to combat this".*

*R132 "If you do one thing, please tackle the traffic problems..."*

*R144 "As a resident I worry about years of building works and disrupted traffic and then an increase in traffic with the new development"*

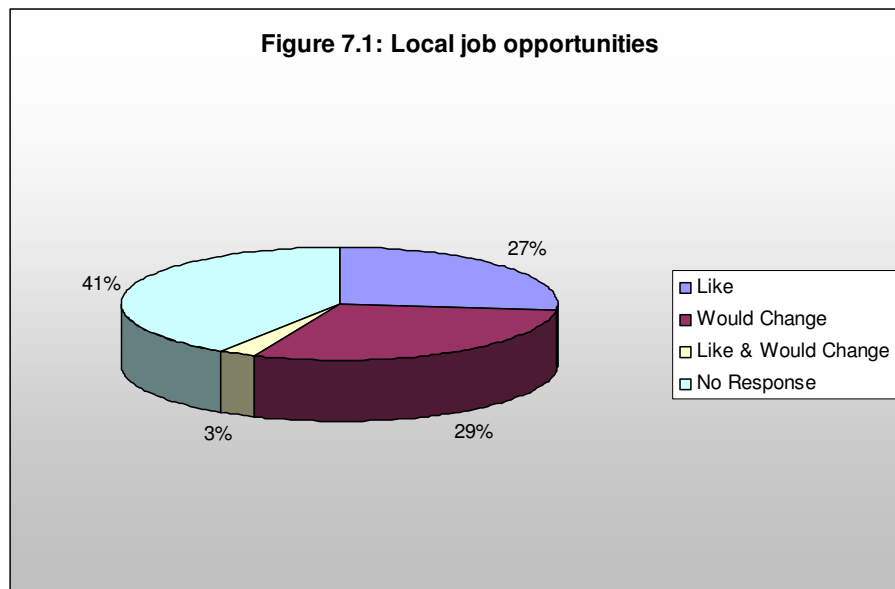
## 7. Economic, Community and Leisure Facilities

### 7.1 Questionnaire Analysis

Ten specific questions were asked with respect to economic, community and leisure facilities in the surrounding area, and the results are summarised below:

#### ***Q3k. Local Job Opportunities***

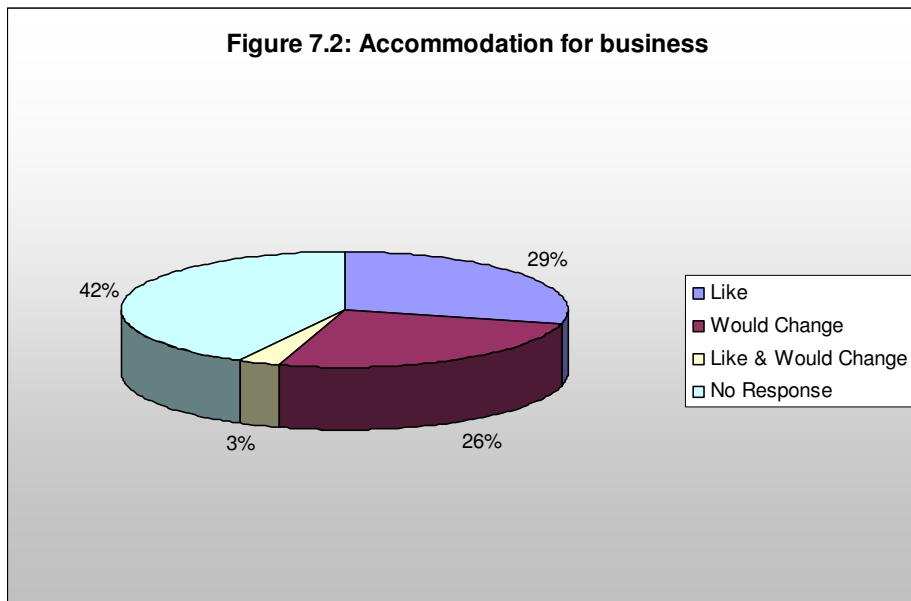
The number of respondents who like and would change current local job opportunities was fairly evenly split at 27% and 29% respectively. A large number of respondents (44%) either did not respond or provided responses in both boxes to this question meaning there was no clear outcome.





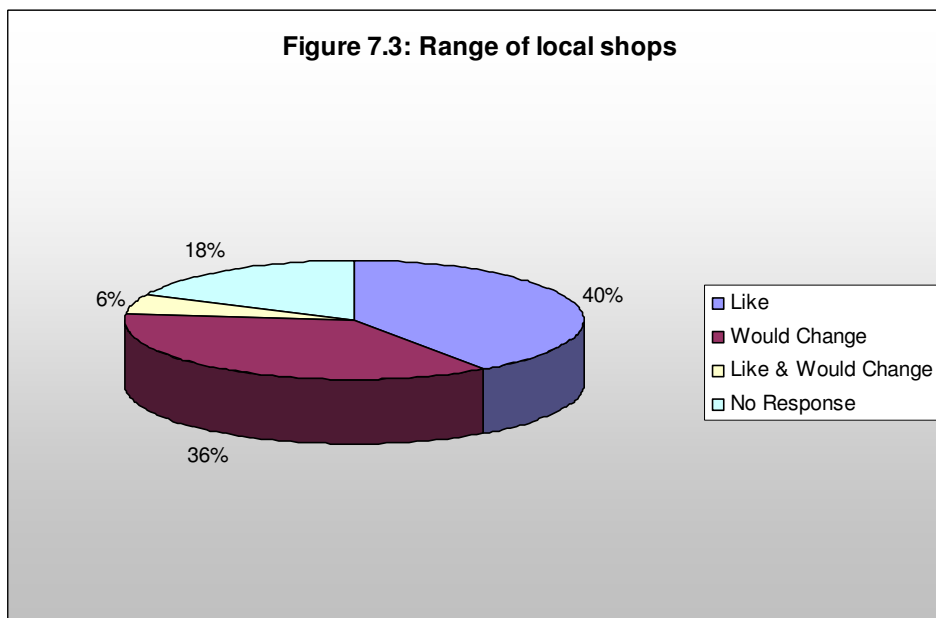
### **Q3l. Accommodation for Business**

The number of respondents who like and who would change current accommodation for business in the area was fairly evenly spilt (29% and 26% respectively). Similar to the response to Q3k, a large number of respondents (45%) either did not respond or provided responses in both boxes to this question meaning there was no clear outcome.



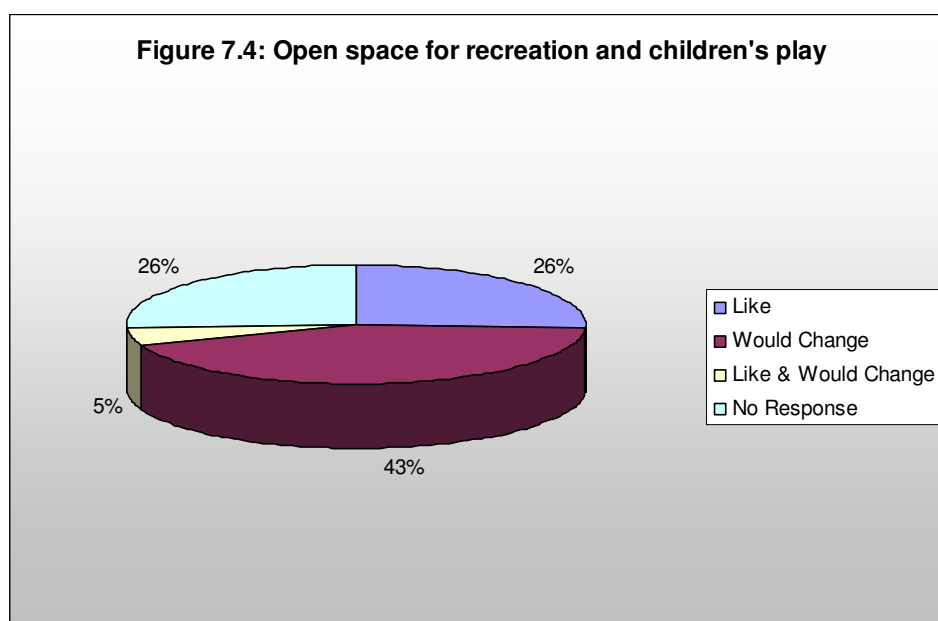
### **Q3m. Range of Local Shops**

40% of respondents like the current range of local shops showing a reasonable degree of satisfaction with this aspect, although a similar number (36%) would like change. 24% either did not respond or provided responses in both boxes.



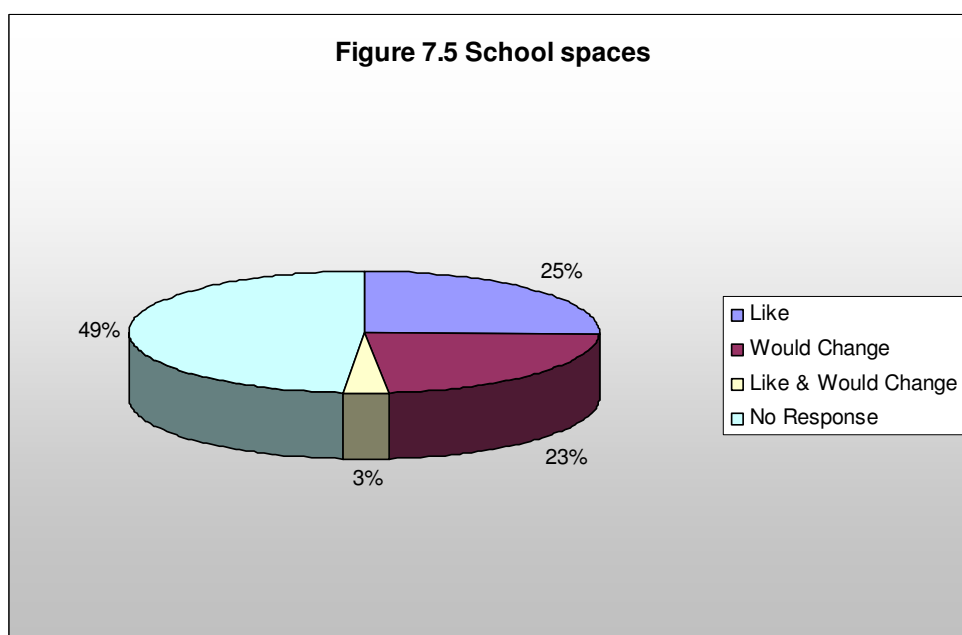
### **Q3n. Open Space for Recreation and Children's Play**

A large number of respondents (43%) would like change and improvement in terms of open space for recreation and children's play, with only a quarter of respondents (26%) liking the current level of provision. 31% either did not respond to this question or provided responses in both boxes.



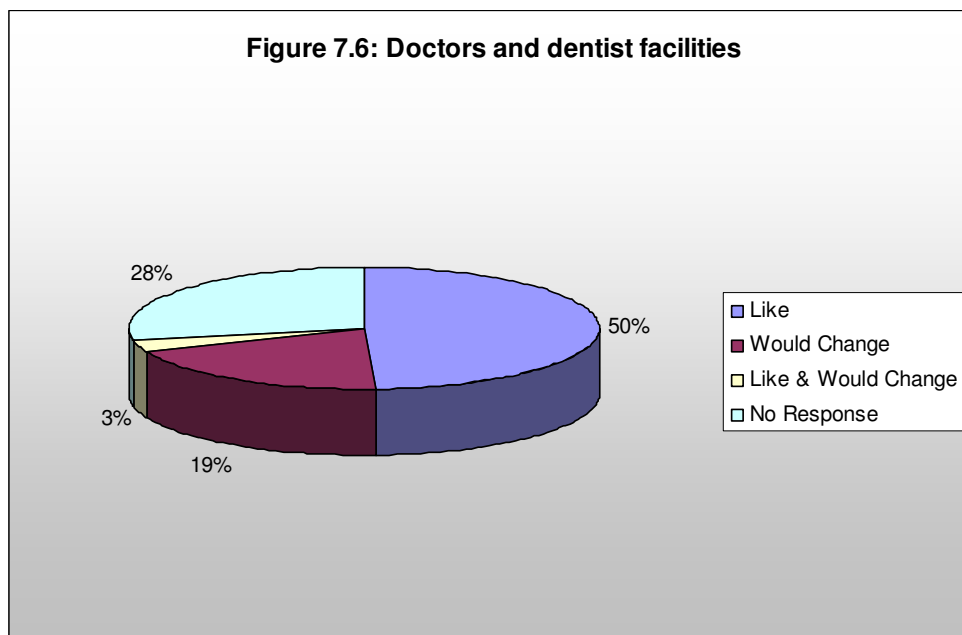
### **Q3o. School Spaces**

The number of respondents who like and who would change current provision of school spaces in the area was fairly evenly split (25% and 23% respectively). The majority of respondents provided either no response to this question or filled in both boxes (52%) meaning there was no clear outcome.



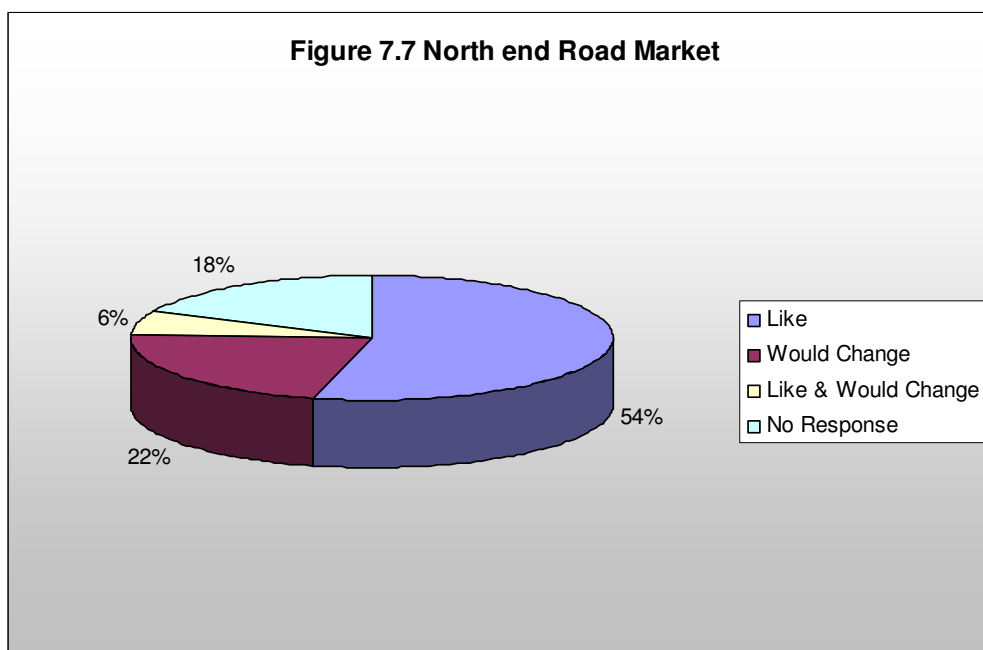
### ***Q3p. Doctors and Dentist Facilities***

50% of respondents like the current provision of doctors and dental facilities and only 19% want change in this respect. This response reflects good overall access to health care facilities in the area. 31% either did not respond to this question or provided responses in both boxes.



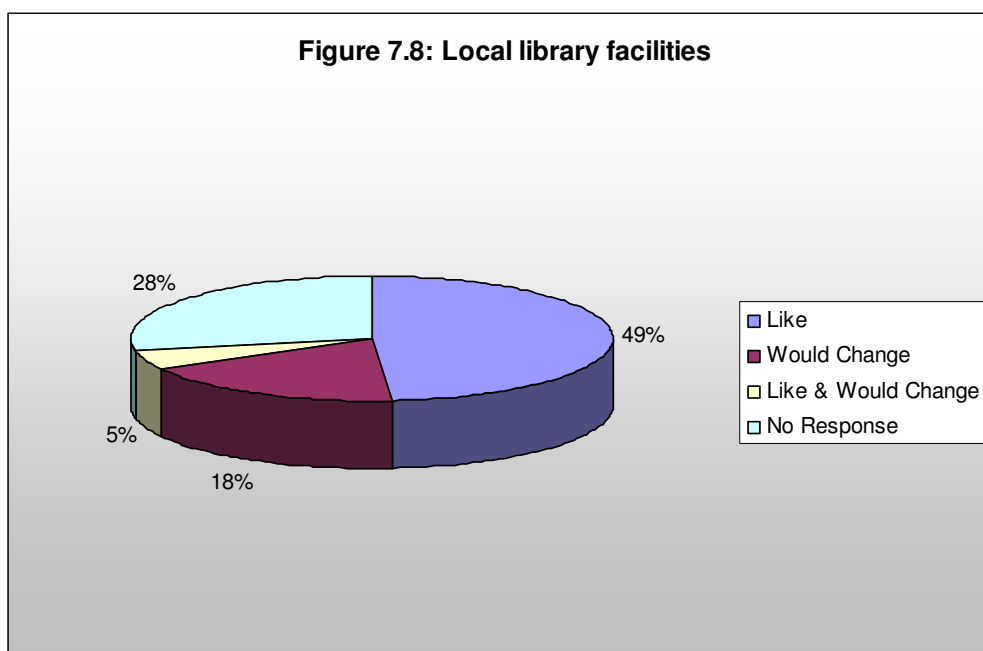
### ***Q3q. North End Road Market***

A majority of respondents (54%) like the North End Road Market indicating it is a highly valued component of the area's retail offer. 22% of respondents would like to see the North End Market changed and 24% either did not respond to this question or provided responses in both boxes.



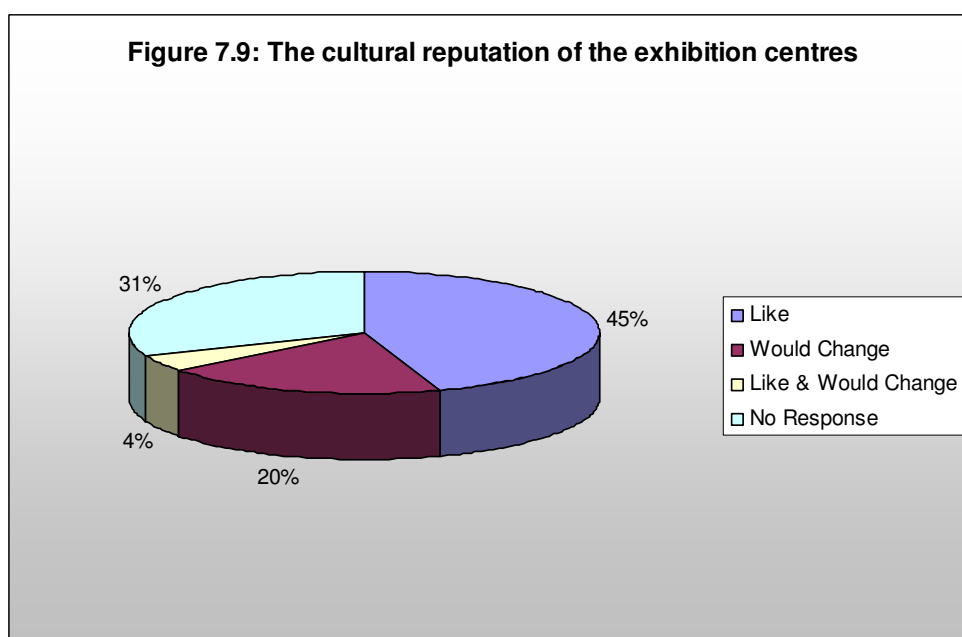
### **Q3r. Local Library Facilities**

A large number of respondents like local library facilities (49%) and only 18% would like to see change to this service, showing that existing libraries are well valued in the area. 33% either did not respond to this question or provided responses in both boxes.



### **Q3s. The Cultural Reputation of the Exhibition Centres**

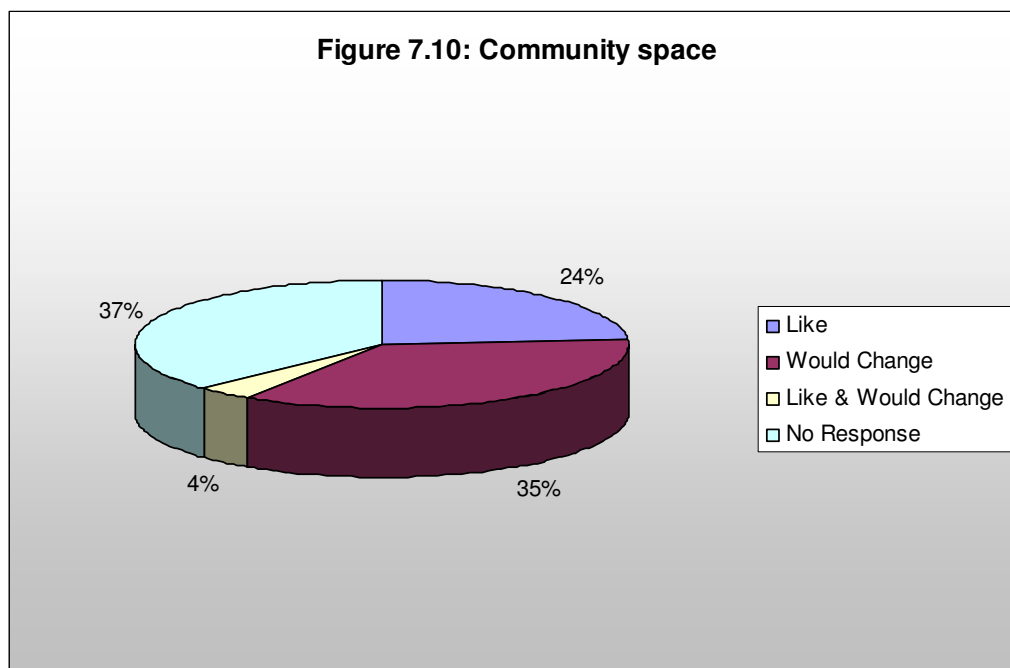
45% of respondents like the reputation of the Earls Court Exhibition Centres indicating that they are valued in the area, with only 20% wanting change with regard to the reputation of the Exhibition Centres. 33% either did not respond to this question or provided responses in both boxes.





### Q3t. Community Space

A large number of respondents (41%) either did not respond to this question or provided responses in both boxes. However, 35% of respondents would like change with respect to community space indicating a degree of dissatisfaction with current provision. Only 24% like the current level of community space in the area.



## 7.2 Summary

A number of trends are evident in the response to questions on economic, community and leisure facilities and services in the area, and existing services and facilities appear to be highly valued. This is particularly the case with respect to local libraries and health and dental facilities, with 49% and 50% respectively liking the current provision of services.

North End Road Market is clearly a highly valued part of the area's retail offer with 54% of respondents liking it in its current form.

Respondents appear less satisfied with the current provision of community space and open space for recreation and children's play, with 43% and 35% respectively wanting change.

Attitudes towards local job opportunities and business accommodation appear ambivalent with no clear outcome in response to these questions. This was also the case with respect to school spaces.

The cultural reputation of Exhibition Centres is clearly valued in the area, and only 20% wanting to see change in terms of their reputation.

Overall, there was a large 'no response' to questions in this section.

### 7.3 Economic, Community and Leisure Facility Comments

202 comments were received with respect to economic, community and leisure facilities and these are set out in Appendix 4. Of these, 89 comments were received on social and community issues, 65 with respect to retail, 20 with respect to safety, 12 with respect to crime, 8 with respect to leisure facilities and 6 with respect to jobs.

Many comments highlight the current lack of open space and green space and the need for greater provision. Many comments also refer to the area's retail offer, and it is clear that although the North End Road market is valued there is also a strong desire for it to be upgraded. Specifically:

- 68 comments refer to the lack of open space/ green space/play space in the area, and/or the need for more of this type of space;
- 32 comments refer to the lack of community facilities/cultural facilities/indoor leisure facilities/swimming pools/gyms in the area and/or the need for more of these types of facilities;
- 23 comments support more/better/upgraded shops;
- 19 comments support the regeneration/upgrading of North End Road Market/highlighted its rundown state;
- 4 comments support keeping North End Market the way it is;
- 11 comments support protecting/promotion of local and independent local shops;
- 9 comments oppose establishment of more chain stores in the area;
- 9 comments support establishment of more chain stores in the area;
- 8 comments support more recreational facilities such as shops/bars/cafes/restaurants and cinemas;
- 6 comments refer to the need for more schools and educational facilities.

The following comments are a snapshot of those made in relation to economic, community and leisure facilities (the comments are numbered as they appear in Appendix 4):

Green Space, Open Space and Community facilities:

*SC6 "The area needs more green space not more urban development"*

*SC15 "More green spaces, libraries and children's activity areas"*

*SC18 "More open spaces needed"*

*SC29 "More community areas"*

*SC49 "More sports facilities"*

*SC61 "There is a major need for better open spaces, which are well designed, where people can gather, and where community events, fairs and concerts can be held"*

*SC84 "Plant more trees!"*

Safety

*S9 "The whole area seems unsafe, dirty and not appealing"*

*S10 "Street health & safety at night around residential areas needs improving"*

*S12 "Make the environment safe and brightly lit at night to reduce crime"*

## Jobs

*J1 "Local job opportunities for residents"*

## Retail

*R14 "we love the atmosphere of North End Road Market"*

*R11 North End Road Market – would like to see it better organised more like a farmers market"*

*R53 "North End Road market looks run down and needs a revamp"*

*R27 "Support small businesses (shops) and look for inspiration from Marylebone High Street!"*

*R37 "More focus on 'Village Centre' attracting good small retail to encourage community feel"*

*R50 "No major High St stores other than Tesco local etc. No clothes shops! No travel agents"*

*R61 "More big brand names and shopping centre"*

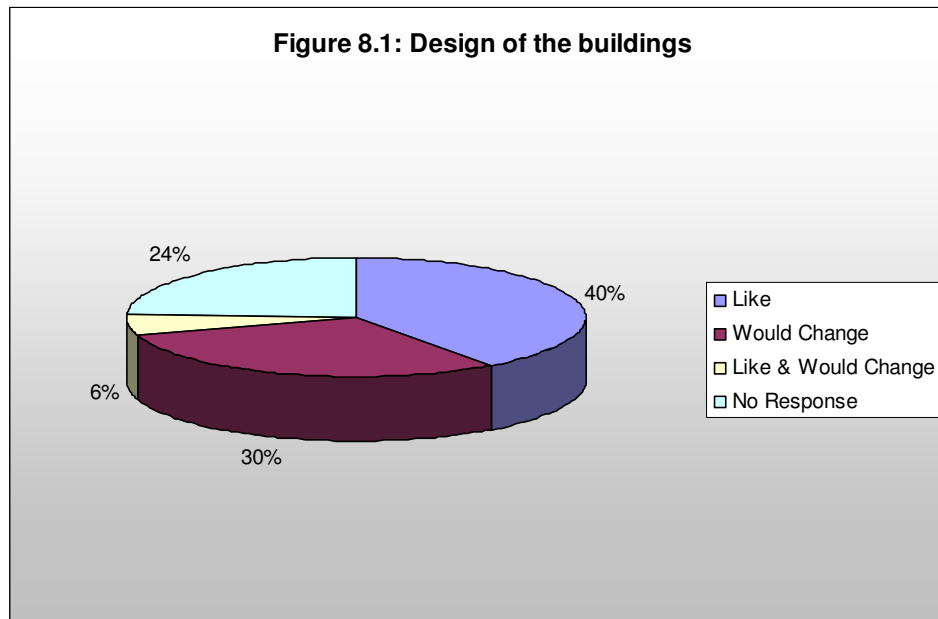
## 8. Urban Design and Architecture

### 8.1 Questionnaire Analysis

Five questions were asked with respect to urban design and architecture and the results are summarised below:

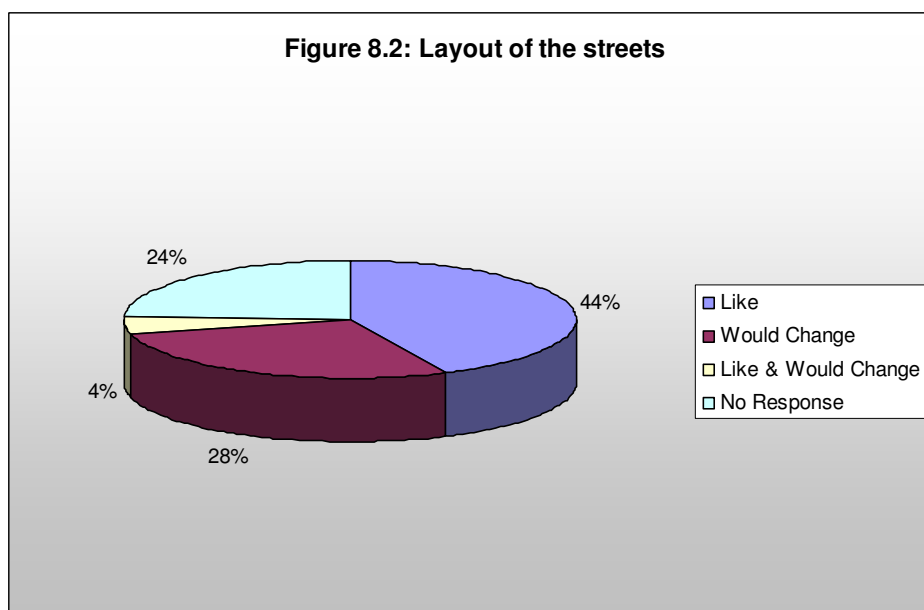
#### ***Q4u. Design of the Buildings***

A reasonably high number of respondents (40%) like the current design of buildings in the area and only 30% would like change in this respect. 30% either did not respond or provided responses in both boxes.



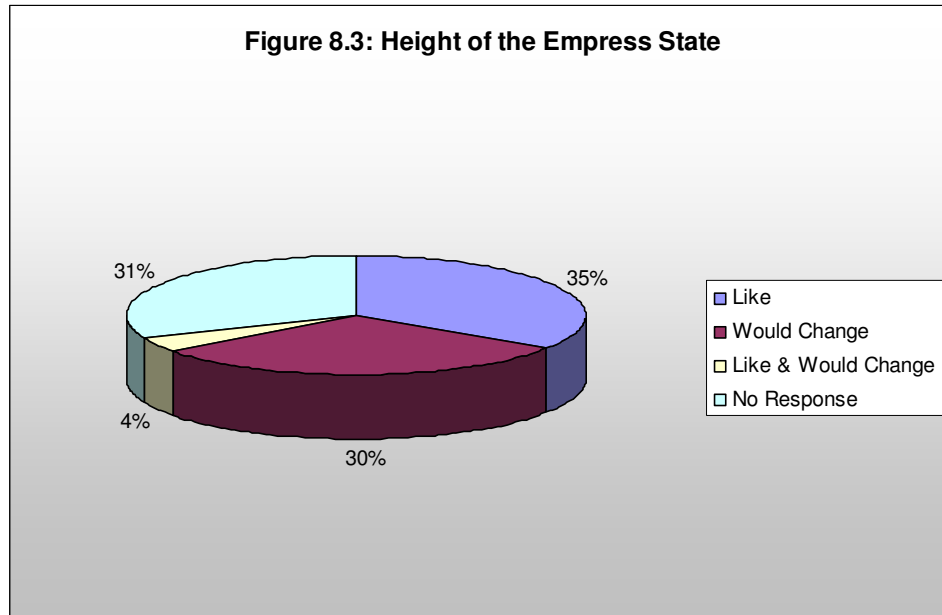
#### ***Q4v. Layout of the Streets***

A large number of respondents (44%) like the current layout of streets in the area, although there are very few streets within the actual OA. Only 28% of respondents would like change with regard to street layout. 28% either did not respond to this question or provided responses in both boxes.



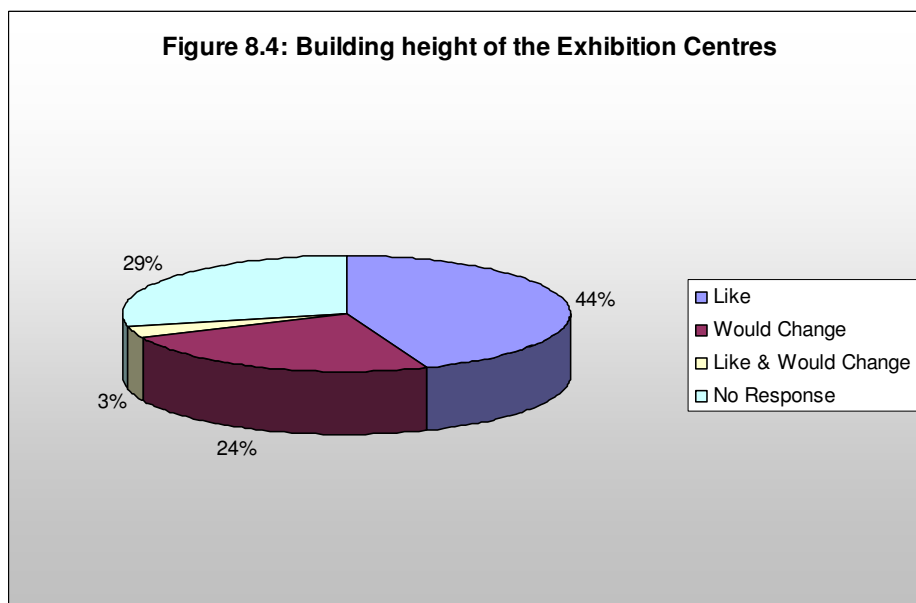
#### ***Q4w. Building Height of the Empress State***

Response to this question was very mixed overall with a fairly even split between those who currently like the current building height (35%) and those who would like it changed (30%). 35% either did not respond to this question or provided responses in both boxes, and overall there was no clear outcome.



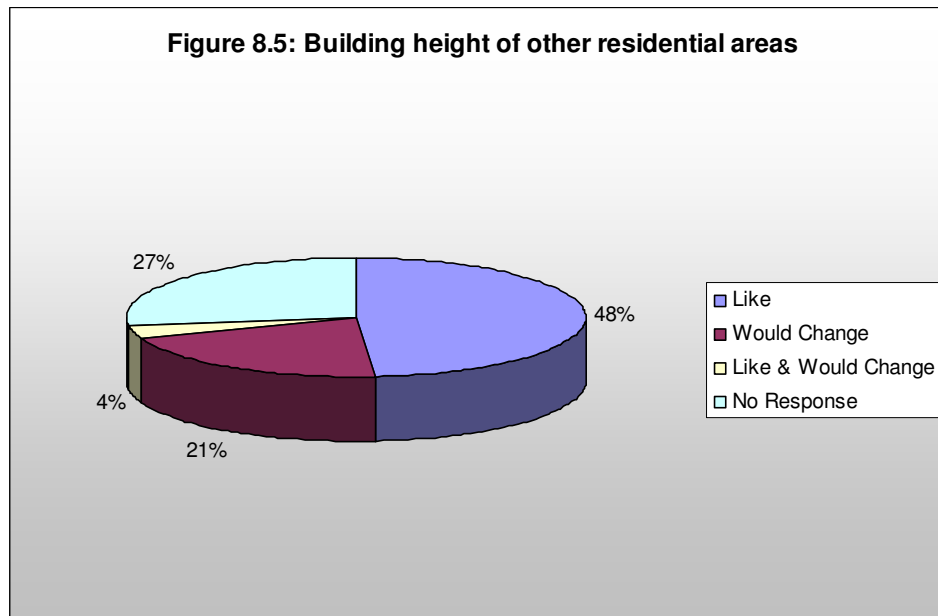
#### ***Q4x. Building Height of the Exhibition Centres***

A large number of respondents (44%) like the current height of the Exhibition Centre buildings, with only 24% wanting change in this respect.



#### **Q4y. Building Height of other Residential Areas**

A large number of respondents (48%) like the height of residential buildings in the area with only 21% wanting change in this respect. 31% either did not respond to this question or provided responses in both boxes.



## **8.2 Summary**

Overall, respondents generally like the current built environment, including both existing buildings (40%) and the street layout (44%), although a fair proportion would also like change to the built environment and street layout (30% and 28% respectively).

With regard to the height of existing buildings, there was a very mixed response with respect to the height of the Empress State Building, by far the tallest building within the area. Overall, there was no clear outcome. There was a more favourable response with respect to the height of the Exhibition Centre Buildings, with 44% liking the current height. Although varied in terms of height, respondents largely expressed satisfaction with the height of residential buildings within the surrounding area.

## **8.3 Urban Design and Architecture Comments**

A total of 193 comments were received with respect to urban design and architecture and these are set out in Appendix 5. 107 comments were received with respect to urban design, 75 with respect to the Earls Court Exhibition Centre and 10 with respect to the Empress State Building.

Many comments express opposition to more tall buildings in the area. The Earls Court Exhibition Centre is clearly valued with many comments both acknowledging its value and stating a desire for it to be retained. The small number of comments made with respect to the Empress State Building were largely in favour of it being retained. Specifically:

- 38 comments express broad opposition to high rise buildings/support low-rise buildings;
- 4 comments broadly support high rise buildings;

- 15 comments express opposition to high density development/support low density development;

The following comments are a snapshot of those made in relation to urban design and architecture (the comments are numbered as they appear in Appendix 5):

#### Building height and density

*UD5 "One of the nicest things about living in Fulham is the fact it is on a human scale with few very tall buildings"*

*UD12 "Any building on the Exhibition Centre site should be of similar height to other residential buildings in the area"*

*UD21 "I do not see a need for any changes but would prefer a low height development if inevitable. I do not like the height of the Exhibition Centre Building..."*

*UD25 "...I like the masterplan and would be happy to have Earl's Court redeveloped"*

*UD46 "No to high buildings. This makes people feel small. No good"*

*UD36 "Don't allow any new taller buildings!"*

*UD94 "Keep new developments low in height to fit in with existing village/town character of Earl's Court"*

*UD95 "Please ensure that the design and build is of very high quality, be different. Create something that is memorable, quality"*

*UD86 "I think the area should be developed as a town within a town., including leisure and cultural facilities"*

*UD105 "Imperative not to overdevelop this area and overcrowd"*

#### Earls Court Exhibition Centre:

*EC16 "It would be a tragedy to lose the world-famous exhibition facility at Earls Court"*

*EC28 "The Earls Court One building has great aesthetic qualities, both in itself and in the context of its locale and environment"*

*EC54 "I love the Exhibition Centre (I live right beside it in Eardley Cres)"*

*EC38 "I would like the façade of the Exhibition centre retained!"*

*EC74 "The Exhibition Centre and Empress State Buildings are iconic and should not, on any account, be demolished to be replaced by a template development that mimics all those that lie lifeless along the Thames..."*

*EC75 "The Exhibition Centre is damaging to the quality of the environment of adjacent streets, and any redevelopment should substantially reduce the height of construction on the site"*

## 9. Environment and Public Health

### 9.1 Environment and Public Health Comments

Although there were no specific questions with regard to the environment and public health (aside from Q3n with respect to open space), there were many comments received on these and other related topics, and these have been set out in Appendix 6. A total of 26 comments were received with respect to public health, 14 with respect to pollution and construction impacts, 9 with respect to air quality, 6 with respect to green design, 5 with respect to run down environment, 5 with respect to waste, 2 with respect to water and 1 with respect to wildlife.

Most comments refer to the run down state of the area and various poor environmental aspects, and the need for these to be addressed in any redevelopment. Specifically:

- 9 comments express concern at the current poor air quality/need to improve air quality in the area;
- 11 comments express concern with regard to construction impacts;
- 30 comments highlight the rundown state of the area/general dirtiness and untidiness/need to clean up the area/dog fouling
- 3 comments express concern with regard to noise.

The following comments are a snapshot of those made in relation to environment and public health (the comments are numbered as they appear in Appendix 6):

*PC7 "Careful consideration needs to be given to the disturbance which will be caused to residents whose properties adjoin the area. Particularly during the demolition of the site"*

*GD1 "the sustainable home standard must be the highest Ecohome rating code level 6..."*

*AQ5 "Air quality is very poor"*

*AQ8 "Pay attention to air quality"*

*PH18 "The general West Ken Area seems quite grotty and could do with a big clean up"*

*GD5 "Please consider as much as possible integrating green spaces, renewable energy and other environmentally aware elements in the design as this project progresses"*

*GD6 "Biodiversity is clinging by its fingertips. The area represents a very precious green corridor along Counters Creek..."*

*RD1 "Much of the area is very run down and grubby..."*

*WL1 "There should be provisions for wildlife"*

*WL2 "Environmental issues should include promoting bio-diversity by providing more habitat for birds, bats and insects"*



## 10. General Comments

242 general comments were received that either related to different topics to those surveyed or referred to several topics at once, and these have been set out in Appendix 7. 139 comments were received with respect to the case for redevelopment, 53 with respect to consultation and the questionnaire, 39 with respect to general or 'other' issues, 7 with respect to density and 3 with respect to the Chelsea Football Club.

There were many strong views expressed both for and against the proposed redevelopment of the OA, and overall a small majority of the comments broadly favour redevelopment. Many of the comments with respect to consultation are critical of the questionnaire and the confusing nature of the questions. Overall the general comments are extremely varied with many not specifically relevant to the OA. In terms of the case for redevelopment and the consultation approach:

- 69 comments broadly favour redevelopment/acknowledge the area needs redeveloping/view redevelopment as positive;
- 55 comments broadly oppose redevelopment/want the area left alone/see no benefit in redevelopment;
- 48 comments refer to the poor design of the questionnaire/confusing nature of questions/poorly carried out consultation;
- 5 comments are cynical of consultation in general.

The following comments are a snapshot of those made in relation to the case for redevelopment and consultation (the comments are numbered as they appear in Appendix 7):

The case for redevelopment:

*CD2 "If this is for a high end residential project it might be good for the area..."*

*CD15 "I do not agree with the demolition of our West Kensington Housing estate. You did not ask us if we agree or not!..."*

*CD18 "I am not happy for redevelopment of this scale to go on an already congested area!"*

*CD43 "I hope any re-development of the area strengthens the sense of community and creates an environment that encourages positive interaction between all those that live and work there"*

*CD47 "The area is an eyesore in what could be a lovely residential area with parks & attractive housing/cultural area"*

*CD71 "I strongly support the redevelopment of the Council Estate as it is an eye-sore and a no go area due to anti-social behaviour"*

*CD73 "I think this is really exciting. My thoughts are this needs some serious thought. This area was always meant to be smart and I think the area needs a big clean up..."*

*CD91 "I do not wish to vacate my home of 30 years. No development needed"*

*CD97 "Keep your hands off of my home"*

*CD101 "I am not opposed to redevelopment per say (to the contrary) though I have seen too many consultations in London that result in dire town planning. Croydon is a prime example..."*

*CD110 "I would hope that changes could be made without affecting the character, history, and originality of this area, and surrounding areas"*

Consultation:

*C3 "This is a bit of a daft form as it only gives tiny spaces to comment and does not allow for full proper comments"*

*C11 "this is not a particularly good consultation exercise, leaving hardly any room for comments"*

*C15 "We found this form very difficult to complete"*

*C19 "If you really wanted comments of value you should have left more space for them"*

*C27 "Questions much to general to be useful, massive variation throughout the area"*