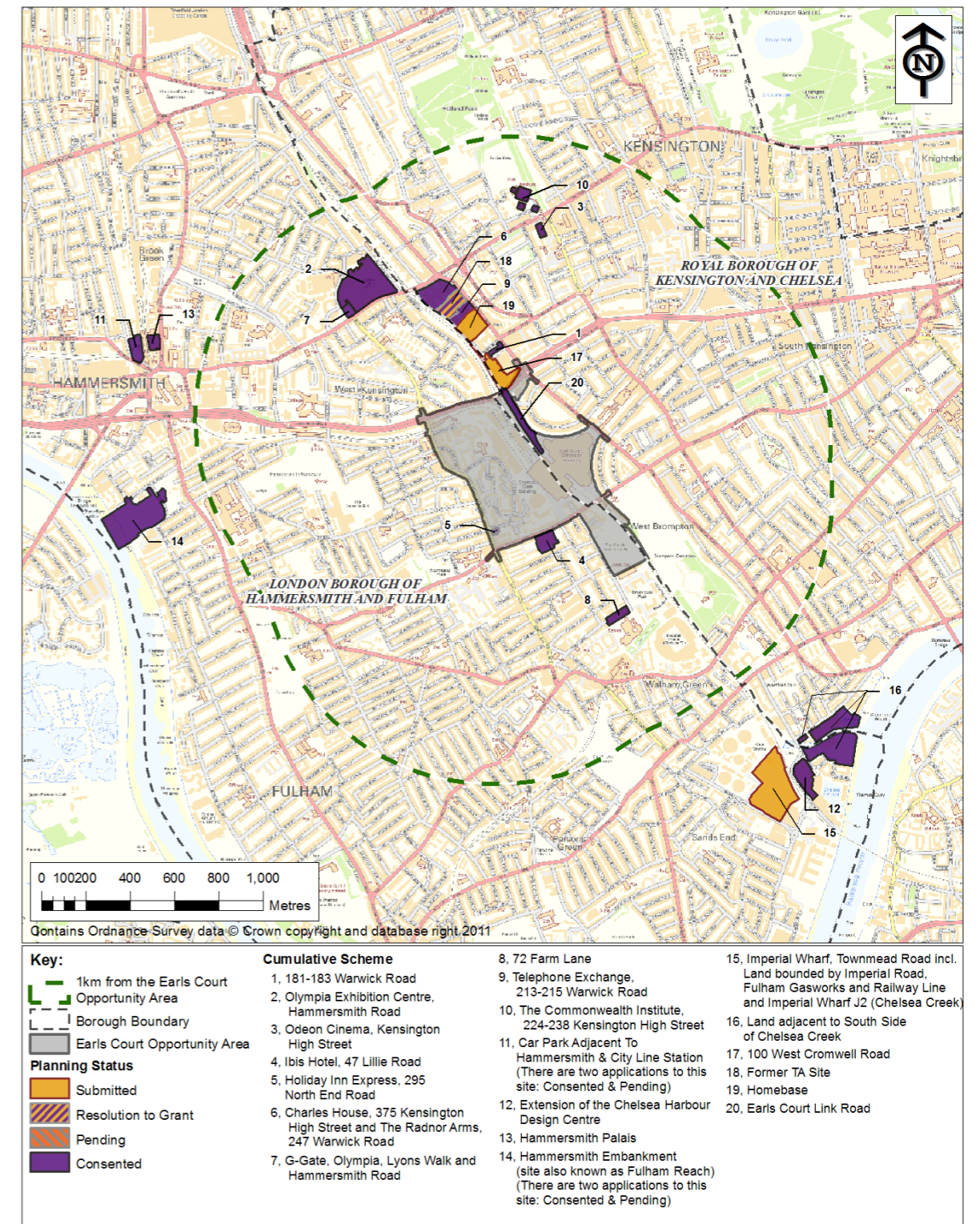


# Appendix E, Annex 5 Socio Economics: Development Option (Site Wide)

Ref	Scheme	Description
1	181-183 Warwick Road	Mixed use development
2	Olympia Exhibition Centre, Hammersmith Road, W14	Exhibition space
3	Odeon Cinema, Kensington High Street	New cinema and residential units
4	Ibis Hotel, 47 Lillie Road, SW6	New hotel
5	The Holiday Inn Express, 295 Express North End Road	New hotel
6	Charles House, 375 Kensington High Street & The Radnor Arms, 247 Warwick Road, London, W14	Residential development and primary school
7	G-Gate, Olympia, Corner of Lyons Walk and Hammersmith Road	Mixed use apartment-hotel and retail
8	72 Farm Lane, London, SW6 1QA	Residential development
9	Telephone Exchange, 213-215 Warwick Road	Mixed use development
10	The Commonwealth Institute, 224-238 Kensington High Street	Mixed use development
11	Car Park Adjacent To Hammersmith & City Line Station	Commercial and retail floorspace, and library
12	Extension to Chelsea Harbour Design Centre	Exhibition space
13	Hammersmith Palais	Student accommodation with community floorspace
14	Hammersmith Embankment	Mixed use development, residential with commercial floorspace, community space and gym
15	Imperial Wharf, Townmead Road	Mixed use development with health and fitness
16	Land bounded by Imperial Road, Fulham Gasworks and Railway Line and Imperial Wharf J2 (Chelsea Creek)	Mixed use development
17	100 West Cromwell road	Residential
18	Former TA Site 245 Warwick Road	Mixed use development
19	Homebase 195 Warwick Road	Mixed use development
20	Earls Court Road Link	Link road with associated facilities

Figure E-16 Consented Schemes Within the Vicinity of Development Option (Site Wide)



Source: URS

# Appendix E, Annex 5 Socio Economics: Development Option (Site Wide)

## **The Earls Court Development Proposals PLUS Other Cumulative Schemes within the Vicinity**

- E.304** Taken together, the twenty other schemes (not including Seagrave Road Site) in the vicinity of the Development Option (RBKC) will deliver a significant number of dwellings, a range of floorspace use classes, amenity functions, and social infrastructure. Proposals include, approximately:
- 10,315 dwellings could come forward;
  - 420 student rooms, 590 aparthotel units, and 365 hotel bedrooms;
  - 165,000 sq m of commercial floorspace, and 43,500 sq m of retail floorspace;
  - 16,900 sq m of leisure space;
  - 11,600 sq m of exhibition floorspace; and
  - Provision of two new primary schools one of which being a two FE with two FE nursery; an integrated health care of 11,680 sq m providing GP and dental practitioners; a hospital; gym and fitness centres; community space; and significant contributions of child playspace and publicly accessible space with hard and soft landscaping.
- E.305** This scenario represents a greater scale of development in the locality. Investment and regeneration benefits, and potential demand for social infrastructure, would increase accordingly. If based on the same ratio of dwellings to estimated population of Development Option (Site Wide), this scenario could see a new population of 19,016 people. There would be the potential for benefits arising from synergies between the different schemes, for example in terms of increased demand for commercial uses and a joined up local strategy for provision of community facilities. Joint-working between landowners/ developers and service providers will be key to this process.
- E.306** The baseline information reveals that there is no capacity in any area of social infrastructure, and in many cases there is a significant social infrastructure deficit. Consequently, the Earls Court Development Proposals (Development Option (Site Wide)) plus consented schemes will not be able to utilise any spare social infrastructure capacity within the surrounding area. While the consented schemes offer elements of new infrastructure, such as the new primary school within the Warwick Road development (see scheme #6 in Table E-42), there will be no significant available social infrastructure capacity that will benefit the Development Option (Site Wide). As such, the cumulative impacts of the consented schemes have little effect on Development Option (Site Wide).

## **The Earls Court Development Proposals PLUS Seagrave Road Development Proposals PLUS Other Cumulative Schemes within the Vicinity**

- E.307** The proposed scheme at the Seagrave Road site will add considerably to the scale of development within the surrounding area. Proposals are for 808 dwellings ranging from one bedroom flats to four bed houses and penthouses. Initial modelling estimates that there could be 1,460 new residents at the Seagrave Road proposed development including 280 children aged 0 to 15, as well as approximately 38 direct jobs on site during the operational stage<sup>52</sup> and 1,739 direct jobs at the construction stage<sup>53</sup>.
- E.308** Under this scenario a total approximately 11,120 dwellings could come forward, as well as:
- 420 student rooms, 590 aparthotel units, 365 hotel bedrooms;
  - 165,000 sq m of commercial floorspace, and 43,500 sq m of retail floorspace;
  - 16,900 sq m of leisure space
  - 11,600 sq m of exhibition floorspace; and

<sup>52</sup> Deduced by applying relevant English Partnerships Densities Guide Ref. E-19 to the proposed gym, café and reception/concierge floorspace of 878 sq GEA, 216 sq m, and 158 sq m NIA respectively (based on the developer's accommodation schedule June 2011).

<sup>53</sup> Estimated by applying the average gross output per London-based construction worker (£132,259) (Ref. E-25) to the estimated total construction costs (£230 million).

- Provision of two new primary schools one of which being a two FE with two FE nursery; an integrated health care of 11,680 sq m providing GP and dental practitioners; a hospital; gym and fitness centres; community space; and significant contributions of child playspace and publicly accessible space with hard and soft landscaping.
- E.309** Under this scenario the regeneration potential of the EKWKO as identified in the draft replacement London Plan (2010) would be maximised. The cumulative impact would be greater than the scenario described above (The Earls Court Development Proposals PLUS Other Consented Schemes Within The Vicinity) and, if based on the same ratio of dwellings to estimated population of Development Option (Site Wide), could see a new population of approximately 20,500 people. A new urban quarter would be created with a high quality environment and distinctive character. Job creation and inward investment would have potential catalytic impacts for West London, contributing the success of the A4 'western wedge' commercial corridor and of London as a worked city. The scale of development in this locality implies considerable demand for community facilities and services. However there are opportunities for synergies between the different schemes and a joined up local strategy for provision of community facilities, resulting in benefits for existing local people as well as catering for new residents. Joint-working between landowners/ developers and service providers will be key to ensuring such synergies are successfully exploited.
- E.310** The baseline information reveals that there is no capacity in any area of social infrastructure, and in many cases there is a significant social infrastructure deficit. Consequently, the Earls Court Development Proposals (Development Option (Site Wide)) plus Seagrave Road Development Proposals and consented schemes will not be able to utilise any spare social infrastructure capacity within the surrounding area. While the consented schemes offer elements of new infrastructure, such as the new primary school within the Warwick Road development (see scheme #6 in Table E-42), there will be no significant available social infrastructure capacity that will benefit the Development Option (Site Wide). As such, the cumulative impacts of the consented schemes have little effect on Development Option (Site Wide).
- E.311** In light of the lack of existing capacity in social infrastructure, Development Option (Site Wide)'s proposals have been planned so that the social infrastructure requirements arising from the Seagrave Road's Development Proposals' resident population will be sufficiently met. The Applicant has developed an integrated strategy for social infrastructure provision across the Development Option (Site Wide) site and Seagrave Road site.

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# Appendix E, Annex 5 Socio Economics: Development Option (Site Wide)

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## Annex 6: Gibbs Green & West Kensington Housing Estates - Social Impact Assessment

**Planning Application 1 - RBKC**  
**Environmental Statement**  
Volume III

**Appendix Pending**

**Planning Application 1 - RBKC  
Environmental Statement  
Volume III**

