

Who is the applicant?

St William Homes LLP ('St William') is part of the Berkeley Group.

St William own the land known as Kensal Green Gasworks.

What are St William's planning applications?

St William submitted two planning applications to Royal Borough of Kensington and Chelsea ('RBKC') in June 2025.

The 'St William Development Planning Application' is a hybrid application containing detailed and outline components.

The 'St William Development Planning Application' proposes new homes in 6 blocks ranging in heights from 11 – 31 storeys. The application includes the works to remediate the site and remove the existing former gas infrastructure on site as well as the delivery of new landscaping and access improvements.

The 'Canal Way Works Planning Application' is a separate detailed planning application for upgrades to the existing Canal Way road and the existing Canal Way Ladbroke Grove junction.

The two planning application boundaries are identified on the submitted 'Site Location Plan'.

How many homes are St William proposing?

The St William Development Planning Application seeks detailed planning permission for two of the six blocks containing 241 new homes; and outline planning permission for the remaining 4 blocks proposing up to 48,658 sqm GEA of residential floorspace, and up to 890 sqm GEA of non-residential floorspace. . This means final details including the exact number of homes to be delivered in the outline component is determined via future reserved matters applications.

The submitted 'Planning Application Strategy Parameter Plan' shows the detailed and outline components of the St William Development Planning Application.

The St William Development Planning Application includes an Illustrative Masterplan as one example of how the St William site might be developed, resulting in 794 homes. The planning application also includes a 'Maximum Provision' scenario delivering 891 homes to ensure the reasonable worst case impacts are assessed.

How are these planning applications different to the Ballymore Sainsbury's planning application?

The St William Development Planning Application relates to a different piece of land in the Kensal Canalside Opportunity Area and is for the St William land ownership only.

St William have worked closely with Ballymore and Sainsbury's to ensure that the two proposed developments can be delivered simultaneously. This is the ambition of St William, Ballymore and Sainsbury's.

In the event that the St William Development Planning Application is delivered before the Ballymore and Sainsbury's proposals then St William will also deliver the Canal Way Works Planning Application to ensure an improved access to the St William site is provided. The Canal Way Works will be removed as soon as Ballymore and Sainsbury's deliver a new access road on their sites.

If Ballymore and Sainsbury's deliver the new road infrastructure that is part of their live planning application, then the St William Canal Way Works will not be required at all.

The St William Development Planning Application refers to the 'Masterplan Scenario' as the scenario where the St William site is delivered alongside the Ballymore and Sainsbury's site, which remains the intention of the developers.

The 'Standalone Scenario' is where the St William site is to be delivered before Ballymore and Sainsbury's, and whilst not preferable, has to be considered as the Ballymore and Sainsbury's land and developments are outside of the control of St William.

Where can I view planning application documents?

The application reference numbers are as follows:

- St William Development Planning Application - PP/25/03535
- Canal Way Works Planning Application - PP/25/03536

The application documents can be viewed on RBKC's website using the reference numbers above.