

**LR47**  
**Statement of Community Involvement**  
**LCA**

## CONTENTS

1. Introduction .....	3
2. Consultation and feedback at-a-glance.....	5
3. The site & proposals.....	8
4. Approach to consultation .....	11
5. Consultation activities .....	15
6. Feedback received.....	34
7. Design response to feedback .....	57
9. Conclusion.....	66
Appendices.....	68

## 1. Introduction

This Statement of Community Involvement (SCI) is submitted on behalf of Mount Anvil and the Royal Borough of Kensington and Chelsea (hereafter ‘the Applicant’). It accompanies the planning application for the redevelopment of Lots Road, SW10 0RN (‘the Site’) within the Royal Borough of Kensington and Chelsea (‘RBKC’) and the London Borough of Hammersmith and Fulham (LBHF). The description of development (‘the Proposed Development’) is as follows:

*Detailed planning application for the demolition of existing buildings and structures and the comprehensive redevelopment to provide a mixed-use scheme comprising the erection of three new buildings forming five blocks ranging in height from 5 to 13 storeys. The development will deliver new homes, including affordable extra care homes, affordable general needs homes and market homes (Use Class C3), alongside non-residential floorspace including flexible commercial (Use Class E (a)(b)(f)(g), education and art gallery space (Use Class F1 a/b) and community space (Use Class F2). The scheme includes provision for a basement accommodating plant and cycle storage. Vehicular, pedestrian, and cycle access will be taken from Lots Road. The scheme will be car free except for disabled car parking spaces. Long stay and short stay cycle spaces will be provided. The application also includes associated infrastructure, hard and soft landscaping works, play space and communal open space. Proposals include and enhancements to the Chelsea Creek wall comprising the construction of new retaining structures, intertidal landscaping, and biodiversity improvements.*

This SCI demonstrates that a considered approach has been taken to consultation around the proposals with key stakeholders, local residents and community groups, as well as engagement with councillors and officers at both RBKC and LBHF.

The document outlines the pre-application public and stakeholder consultation strategy developed for this planning application, the activities and engagement that took place with key stakeholders and the local community, the comments that were received throughout the consultation period, and how the Applicant sought to address the feedback raised by amending the proposals ahead of submitting the planning application.

The Applicant sought to deliver a comprehensive and varied consultation to ensure the proposals were widely promoted to residents, and everyone with an interest had a chance to comment. This included workshops, drop-in consultation events, door knocking, attending community events, and Development Forums held by RBKC. A detailed communications and engagement strategy is provided later in the document.

The engagement activities detailed within this document were undertaken by the Applicant and core project team, including architects PRP, landscape architects BDP, planning consultants Rolfe Judd and community consultation specialists LCA (‘the project team’).



The consultation activities that have taken place are in accordance with RBKC’s updated Statement of Community Involvement (2020) and LBHF’s draft Statement of Community Involvement (2024) and reflect the principles for consultation in the National Planning Policy Framework (2024).



## 2. Consultation and Feedback at-a-glance

The Applicant's outreach to the local community has included:



**3,360+**

local addresses sent newsletters and  
flyers promoting the consultation



**11,845**

visitors to the consultation website



**204**

people attended consultation events



**145**

surveys completed



**28**

emails received



**22**

Meetings held with key stakeholders



**287,387**

accounts reached on social media



**177**

people on the project mailing list



### Topline results from surveys during the consultation:

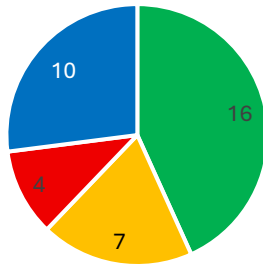
Throughout each phase of consultation, the Applicant asked consultees: “What do you think of our proposals for Lots Road South?” with options of ‘I support them’, ‘I support some parts but not others’, ‘I’m not sure yet’, and ‘I don’t support them’.

From October 2023 to March 2025, the level of support for the proposals for Lots Road South grew. In the final phase of consultation, 72% of respondents said they either support the proposals or support some parts but not others, and only 9% of respondents said they do not support the proposals.

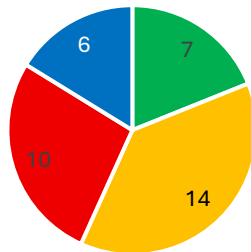
The results across these three phases are shown below.



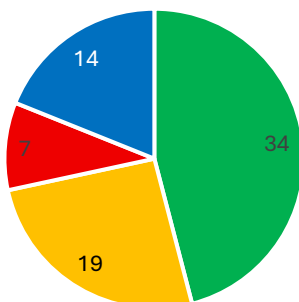
October 2023 - Sentiment



July 2024 - Sentiment



March 2025 - Sentiment



### 3. The site & proposals

## The site and its context

LCA is appointed by Mount Anvil (Lots Road) LLP (the ‘Applicant’) to prepare a Statement of Community Involvement to support the consideration of proposals to transform Lots Road South.

The application site measures 7,752 m<sup>2</sup> / (0.78) ha

The Local Planning Authorities are Royal Borough of Kensington and Chelsea (“RBKC”) and London Borough of Hammersmith and Fulham (“LBHF”) and the planning application is referable to the Mayor of London.

The Site sits on the boundary between Royal Borough of Kensington and Chelsea (“RBKC”) and London Borough of Hammersmith and Fulham (“LBHF”), with the authority boundary splitting the site on the north-west to south-east axis. 69% of the site is in RBKC (eastern part); 31% of site in LBHF (western part). The Site is owned by RBKC, and their land ownership extends across both boroughs.

The Site sits in the south-west corner of RBKC, where it meets the south east corner of LBHF. It is located on the south-western side of Lots Road between Chelsea Harbour and the King’s Road. The Site is located within Lots Road Employment Zone. It is immediately adjacent to the Lots Village Conservation Area and a small part of the Site in the south west corner is located in the Sands End Conservation Area.

The Site is well connected and accessible, with a PTAL rating of 3 and 4. It is within walking distance of Imperial Wharf overground station and Fulham Broadway and is served by frequent bus services.

The Site currently comprises the former two storey Lots Road Auction House and another two storey warehouse building accommodating Fairbank Studios, Access Self Storage and mixed retail. The Site also comprises a car pound which includes some temporary buildings, a salt store, and cabins which accommodate RBKC’s street sweeping and recycling service providers. An access road runs through the Site which provides access to RBKC’s highway’s depot to the north. Land in the north west corner of the Site forms part of this highway depot and is used for at grade parking and material storage. The application Site also includes the outside space of Heatherley School of Fine Art.

The surrounding area predominantly comprises residential dwellings, commercial uses and education uses. To the north of the Site is Heatherley School of Fine Art. To the east of the Site is Worlds End Studios, Chelsea Academy, the Lots Road Public House, as well as two residential buildings with ground floor commercial units. Further east of this is predominantly terraced housing. To the south of the site is Chelsea Creek, and beyond that the residential buildings of Chelsea Harbour, as well as the Design Centre. The West London Line sits directly to the west of the site boundary, with the Kings Road Park development site beyond.

The part of the site located in RBKC is allocated as Policy SA6 Lots Road South in RBKC’s New Local Plan Review (July 2024) and has long been considered for redevelopment. The part of the site located in LBHF is not allocated for any use.



## The proposals

The proposals for the site are to:

*Detailed planning application for the demolition of existing buildings and structures and the comprehensive redevelopment to provide a mixed-use scheme comprising the erection of three new buildings forming five blocks ranging in height from 5 to 13 storeys. The development will deliver new homes, including affordable extra care homes, affordable general needs homes and market homes (Use Class C3), alongside non-residential floorspace including flexible commercial (Use Class E (a)(b)(f)(g), education and art gallery space (Use Class F1 a/b) and community space (Use Class F2). The scheme includes provision for a basement accommodating plant and cycle storage. Vehicular, pedestrian, and cycle access will be taken from Lots Road. The scheme will be car free except for disabled car parking spaces. Long stay and short stay cycle spaces will be provided. The application also includes associated infrastructure, hard and soft landscaping works, play space and communal open space. Proposals include and enhancements to the Chelsea Creek wall comprising the construction of new retaining structures, intertidal landscaping, and biodiversity improvements.*



## 4. Approach to consultation

## Consultation objectives

LCA was appointed by the Applicant to lead a programme of consultation activities on the proposals. This was undertaken alongside consultation with planning officers and statutory consultees.

The objectives of the consultation were:

- A. To ensure that **all interested residents were consulted**, ensuring all were invited to events via promotional material and had the opportunity to shape the plans and give feedback.
- B. **To conduct a comprehensive consultation**, engaging with the residents living closest to the site across both boroughs, including through various resident and community organisations, as well as local stakeholders and businesses.
- C. **To explain clearly the aims behind the proposals** and exhibit the designs as they developed with as much detail as available at the time.
- D. **To be honest and transparent**, ensuring issues that are known to be of interest to residents already were discussed openly, including height and massing, traffic, and construction.
- E. **To provide opportunities for people to express their views** through various communications channels, including meetings, in-person exhibitions, paper feedback forms, a consultation website, social media ad campaigns, and phone and email correspondence.
- F. **To ensure the Applicant and consultant team engaged directly with the public**, reflecting how committed the team is to consultation, building relationships and understanding people's views.
- G. **To work closely with planning officers from both boroughs, local councillors and the Greater London Authority**, so that they are aware of the proposed development, key consultation activities and feedback from the community.

## Consultation phasing and strategy

Separate to the pre-application consultation detailed in this SCI, a period of engagement was undertaken by RBKC between March and November 2021 to understand local needs and opportunities that could be addressed by the council-owned site. Seven mapping workshops were held with local stakeholders and were designed to capture the aspirations and set the grounds for a shared vision for the future of the neighbourhood.

From this, RBKC created the Lots Road South Design Brief Supplementary Planning Document (SPD). The SPD provided more detailed guidance on policies in the Local Plan and forms the framework for which any future planning application relating to the site is determined.

As a result of this early engagement and published SPD, the Applicant considered how best to consult with the local community within the context of this previous consultation.



### Phase One – Summer 2023

The Applicant held its first round of engagement from May to July 2023. The first phase of this included a series of ‘Meet the Team’ events to allow local people to meet the Applicant following the recent announcement that they were selected by RBKC as its Development Partner for the site.

This was then followed by the launch of a project website and an invitation for local people to join the project team at its first community workshop. At this workshop, the Applicant provided an overview of the SPD and what it meant for the project when it came to shaping the designs for the site, as well as inviting them to share their thoughts on how the designs should be developed to respond to the SPD and the site’s context.

This was achieved through three distinct activities. The first included a short presentation from the project architects about the SPD and the site itself, before inviting attendees to share their thoughts as to the site’s opportunities and constraints. The next exercise saw attendees mapping out where they would ideally like to see various ground floor uses positioned across the site, with a set number of squares being given for each use but free reign on where these should be placed. The final activity involved Styrofoam blocks that were to all be used and placed across the site to demonstrate the preferred massing of the site, with attendees free to assign the height where on the site they thought best suited.

### Phase Two – Autumn 2023

Following the first phase of engagement and feedback from the attendees at the first workshop, the Applicant sought to reach a wider audience through drop-in exhibition events and a round of door-knocking. A full scheme masterplan was shown for the first time, including detail on the ground floor uses – taking feedback from phase one into consideration – public realm, and the proposed height and massing strategy. Attendees were asked to share their thoughts on the overall proposals as well as provide feedback on specific elements including landscaping and community space uses.

Further to this, RBKC, as one of the local authorities, held a first Development Forum within this phase of consultation. This invited residents and businesses across the borough to attend a presentation and Q&A session about the site and the developing proposals.

### Phase Three – Summer 2024

Following a period of time spent reviewing the proposals in detail with both RBKC and LBHF, the Applicant held a further phase of engagement on the updated designs. At the consultation events, it was explained that the Applicant had taken the last six months to meet with the local authorities to discuss and refine certain elements in response to feedback received.

A key topic covered within this phase of engagement was height and massing. The Applicant knew from earlier phases that this was an important area of interest for neighbours of the site. The design team put forward two different options for massing for people to vote on: one a more uniform approach with buildings at the same height, and the other a stepped design, showing variation in height between the blocks.

Other topics of focus during this phase included detail on the site’s open spaces and community uses, both of which had been increased since the previous consultation.



The consultation was open for eight weeks and was advertised more widely to include additional LBHF addresses.

#### Phase Four – Spring 2025

During this phase of engagement, the Applicant sought to share developed details about the proposals at a public exhibition. Key themes presented included the refined height and massing strategy, traffic and transport, details on housing, commercial spaces and the public realm. These have all been key areas of interest throughout the consultation and this phase of engagement ensured that local people and key stakeholders could understand the details of the scheme ahead of a planning application being submitted.

RBKC also held its second Development Forum during this phase, inviting people to join the council for a presentation about the site and proposals, and to ask questions of the council and project team.

#### Ongoing engagement

Between all phases, the Applicant has sought to engage with key stakeholders and provide updates to the local community through its website, mailing list emails and feedback reports from the previous phase of engagement.

#### Consultation timeline

- **Stakeholder engagement** – Spring 2023 to Summer 2025
- **Phase one** – Summer 2023: Meet the team events, Workshop
- **Phase two** – Autumn 2023: Public exhibition events, Door knocking, Development Forum
- **Phase three** – Summer 2024: Public exhibition events
- **Phase four** – Spring 2025: Public exhibition events, Development Forum

#### Reflecting on feedback

The Applicant has taken considerable time between each phase of engagement to consider feedback, develop the design in response to comments received, and continue pre-application meetings with both planning authorities; RBKC and LBHF.

The length of time between each phase of public consultation is reflective of the complexities of the site, changing viability conditions and ensuring the numerous land uses for the site can be fulfilled, all while ensuring it works for the two planning authorities and, crucially, the local communities around the site.

The Applicant has presented updates to the scheme at each stage of public consultation, each time reflecting how the public consultation feedback has shaped the scheme (and sharing this feedback publicly) and has continued to engage with local communities for further input. This is the result of a truly transparent pre-application consultation.



## 5. Consultation activities

This section details all the consultation activities undertaken in advance of planning submission.

The planning teams at the Royal Borough of Kensington and Chelsea, the London Borough of Hammersmith and Fulham, and the GLA have all been regularly consulted and involved in the design throughout the development of the scheme and have been kept up to date on the public consultation strategies and content.

The public engagement was undertaken in four distinct phases as set out below. The design team used feedback reports after each phase to reflect on the designs and made amendments to the proposals in response where appropriate.

#### High-level engagement programme:

- **Stakeholder engagement** – Spring 2023 to Summer 2025
- **Phase one** – Summer 2023: Meet the team events, Workshop
- **Phase two** – Autumn 2023: Public exhibition events, Door knocking, Development Forum
- **Phase three** – Summer 2024: Public exhibition events
- **Phase four** – Spring 2025: Public exhibition events, Development Forum

## Stakeholder engagement

The Applicant and its project team have regularly met with the site's key stakeholders throughout the consultation. A sample list of some of these meetings has been included below.

A full range of stakeholders, including local businesses and community groups, were communicated with at each phase of consultation. This communication invited stakeholders to join the Applicant and project team at its in-person consultation events and provided the opportunity to request a separate meeting or share feedback. The full list of stakeholders can be found in Appendix A.

Stakeholder	Meeting date
Lots Road Neighbourhood Forum	16 December 2024
	12 February 2025
	9 April 2025
Heatherley School of Fine Art	25 September 2024
	26 February 2025
	3 March 2025
	26 March 2025
	28 April 2025
Big Local	5 November 2024
	15 November 2024
	26 November 2024
	21 January 2025
	24 January 2025
	28 January 2025
	4 February 2025
	7 February 2025
	4 March 2025
	11 March 2025



	18 March 2025
	24 April 2025
Chelsea Academy	14 February 2025
	3 June 2025



Figure 1: Images from community events attended by the project team

## Phase one – Summer 2023

The first phase of public consultation took place in Summer 2023 – from late May to mid-July. This included a series of Meet the Team events hosted by the Applicant and a community workshop.

This phase of engagement included:

- Two drop-in ‘Meet the Team’ events held at World’s End Studios on 31 May and 6 June 2023.
- One workshop held at St John’s Church on 19 July 2023, with 11 attendees.
- A consultation website – [www.lotsroadsouth.co.uk](http://www.lotsroadsouth.co.uk) – with information about the project was launched on 5 July and was viewed 900 times over phase one.
- A flyer and newsletter issued to local residents and businesses, with the Meet the Team events promoted. It was sent to 2,179 addresses and another flyer promoting the workshop was sent to 3,360 addresses. The radius was agreed with planning officers.
- Two rounds of social media advertising for the events, reaching 53,729 people in total.

### A. STRATEGY

The first phase of engagement included events to announce the Applicant’s involvement in the project and invite local people to meet the development team. This was then followed up with a community workshop, ensuring that local people were involved with the design process from an early stage.

### B. STAKEHOLDER ENGAGEMENT

#### Stakeholder letters

An email was sent on 6 July 2023 to the key stakeholders for the site, the full list of which is shown in Appendix A.

The email introduced the Applicant and its project team to the site’s stakeholders and provided an update on the upcoming community workshop. The letter also directed stakeholders to the recently launched consultation website.



## C. PROMOTION

There were two separate rounds of promotion within Phase One – one to advertise the Meet the Team events and another to promote the consultation website and first workshop. All promotional activity has been detailed below.

### [Meet the Team](#)

#### **Flyer**

In May 2023, a flyer was distributed via door-to-door delivery to 2,179 addresses closest to the site. This flyer advertised the upcoming Meet the Team events and encouraged those interested to sign up for a specific slot. The flyer can be seen in Appendix B.

#### **Social media advertising**

For the Meet the Team events, the adverts ran from 1 to 6 June, and reached 13,045 people, with 626 link clicks. The advert took people through to the Applicant's website as there was not yet a dedicated project website.

### [Project launch and community workshop](#)

#### **Newsletter**

On 7 July 2023, a four-page newsletter was distributed to 3,360 local residential and business addresses. This outlined the Applicant's involvement with the site and its early commitments, and promoted the first workshop for people to attend. The newsletter directed people to a project website where they could also sign up for a mailing list to receive news and information digitally. The newsletter can be seen in Appendix C.

#### **Project website**

The project website, [www.lotsroadsouth.co.uk](http://www.lotsroadsouth.co.uk), was launched on 5 July, in line with the newsletter being issued to local residents. The website included information about the site, the Applicant's involvement, and how people could get involved with the consultation. A link was also shared to sign up to the project's mailing list.

#### **Social media advertising**

For the project launch and first workshop, social media adverts ran from 6 to 18 July and reached 40,684 people with 940 link clicks. For this ad set, viewers were directed to the recently launched consultation website to find out more and sign up to the mailing list.

#### **Stakeholder letters**

As detailed above, a letter was sent to the project's key stakeholders at launch to provide further information and invite them to attend the consultation events. A copy of this letter can be found in Appendix D.

## D. EVENTS

### **Meet the Team events**

The Applicant held two Meet the Team events in World's End Studios, directly opposite the site. The sessions were held over two days on the times below.



Date	Time
31 May 2023	10am - 6pm
6 June 2023	12pm - 8pm

At the event, the Applicant spoke to members of the local community and introduced themselves as the development partner for the site. Information about the previous RBKC-managed workshops and engagement for the site, as well as an overview of the Applicant more generally, was shared on a set of eight exhibition boards. These boards can be found in Appendix E.

## Community Workshop

Following the Meet the Team events, the Applicant held a community workshop on 19 July from 6.30pm to 8pm at St John's Church, Chelsea. The workshop was attended by 11 people.

Date	Time	Number of attendees
7 May 2023	6.30pm to 8pm	11



Figure 2: Images from community workshop

The workshop was the first public consultation session focused on the site, what needed to be delivered and early thinking on designs.

The session aimed to understand local people's thoughts on three key issues:

1. The site's constraints and opportunities
2. Where the ground floor uses should be positioned
3. How height and massing should be distributed across the site

This was achieved through three distinct activities. The first included a short presentation from the project architects about the SPD and the site itself, before inviting attendees to share their thoughts as to the site's opportunities and constraints. The next exercise saw attendees mapping out where they would ideally like to see various ground floor uses positioned across the site, with a set number of squares being given for each use but free reign on where these should be placed. The final activity involved Styrofoam blocks that were to all be used and placed across the site to demonstrate the preferred massing of the site, with attendees free to assign the height across the site where they thought best suited.

## E. Feedback

### Feedback collection

### [Meet the Team events](#)



While there was no formal method of feedback at the Meet the Team events, a detailed summary of the conversations was compiled.

#### [Workshop one](#)

Three activities were undertaken at the workshop and allowed attendees to feedback on three topics of interest. A detailed summary of the group discussion was compiled, and photographs were taken of how attendees mapped out where ground floor uses and height and massing should be distributed across the site.

#### [Email inbox and phone line](#)

The Applicant set up a dedicated phone number and email address for people to contact regarding the scheme. At all times before planning submission, the inbox and phone number were monitored to respond to anyone who got in touch. The promotional materials included the relevant details to contact the team with any questions or feedback.

The project team has responded to feedback or questions received via email and phone where appropriate and possible during this phase of consultation. In total, five emails have been replied to with substantive responses or answers to questions about the scheme.

Feedback from this phase of engagement is documented in Section 6.

#### **Feedback reporting**

Following the workshop, a feedback report was published on the project website and shared with workshop attendees and other interested parties via the mailing list.

A copy of the report can be found at Appendix F and the feedback shared at the session has been presented in Section 6.



## Phase two – Autumn 2023

The second phase of public consultation took place from 3 October 2023 and set out the proposed scheme in more detail as the design team had used the time following the first workshop to develop the early proposals for the site with consideration for the feedback from phase one. The consultation activities undertaken in phase two are set out below and detailed throughout this section.

This phase of engagement included:

- Letters to key stakeholders to introduce the second phase of consultation, which encouraged a series of meetings to be held between stakeholders and the project team
- A flyer was sent to 3,360 local residents and businesses, sent to the same agreed distribution area as used in phase one
- Door knocking of 162 properties on four neighbouring roads
- Social media adverts, seen 154,239 times and resulting in 2,047 link clicks
- Updates to the consultation website
- A public exhibition, held over two days, attended by 51 people
- A Development Forum held by RBKC

### A. STRATEGY

The second phase of engagement was held to provide local people with the opportunity to view the early designs for the site. This was the first time that any emerging designs for the site had been shown by the Applicant and local people were encouraged to share their thoughts.

This phase of engagement also saw RBKC hold its first Development Forum for the site, inviting people to join the council for a presentation about the site and proposals, and to ask questions of the council and project team.

### B. STAKEHOLDER ENGAGEMENT

#### Stakeholder letters

An email was sent on 19 September 2023 to key stakeholders for the site, the full list of which is shown in Appendix A.

The email included an overview of the first phase of engagement and invited them to attend the upcoming public consultation events.

### C. PROMOTION

#### Consultation website

The website was updated with the latest consultation information on 19 September 2023.

This update provided more information about the upcoming consultation events, and informed viewers that the materials from the events would be made available online immediately afterwards, as well as a digital survey for people to complete and share their thoughts.

#### Flyer

A 2-page A5 was distributed to 3,360 local business and residential addresses on 19 September 2023. The flyer invited people to two consultation events where they could view the emerging designs and share their feedback. The flyer also detailed the design brief and outlined what the Applicant was committed to delivering on the site.



The flyer can be viewed in Appendix G and its distribution area is shown below.



Figure 3: Flyer distribution area

### Social media advertising

To ensure the consultation was advertised more widely than just the closest addresses, the Applicant used social media advertising to promote the events and drive more survey completions.

The adverts reached a total of 152,846 accounts across Facebook and Instagram and resulted in 2,047 link clicks through to the consultation website.

RBKC's Communications Team also publicised the consultation on its own channels.

### Stakeholder letters

As detailed above, a letter was sent to the project's key stakeholders at launch, to provide further information and invite them to attend the consultation events.

### Door knocking

The Applicant and its project team carried out a door knocking exercise as part of this phase of engagement to ensure that we spoke to residents and businesses closest to the site. Over a four-hour period, 162 properties were called at along Uverdale Road, Upcerne Road, Tetcott Road and Burnaby Street (shown in Figure 3). In total, 42 conversations were had and where no one answered, a specially created A6 flyer/postcard was left with a QR code to the website to find out more about the site and consultation, this can be seen at Appendix I.



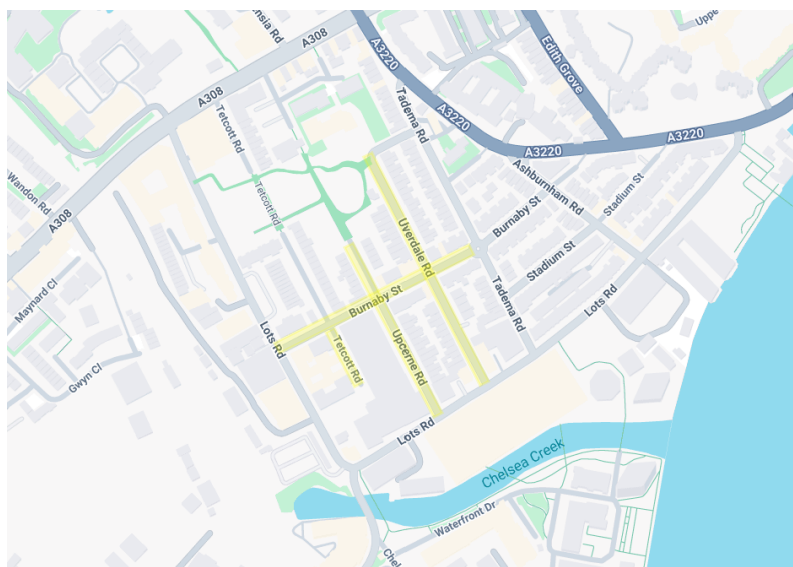


Figure 4: Map showing roads targeted by door knocking.

## D. CONSULTATION EVENTS

### In-person exhibitions

The public exhibition sessions in the second phase were held across two days at the times below. The exhibition was held at in an empty retail unit just north of the site, located at The Plaza, 535 King's Road.

Date	Time	Number of attendees
3 October 2023	4.30pm to 7.30pm	35
5 October 2023	8am to 11am	16
<b>Total</b>	<b>6 hours</b>	<b>51</b>



Figure 5: Images from consultation events

At the event, details of the emerging designs were displayed on a set of nine A0 and A1 sized exhibition boards. These boards provided a reminder of the consultation undertaken so far and an overview of the SPD, before detailing the emerging proposals. These boards are shown in Appendix J. After the exhibition, they were uploaded to the consultation website for the public to view online.

### Development Forum

As part of this phase of engagement, RBKC held a Development Forum regarding the site and proposals. This event was organised and hosted by RBKC and invited local people to watch a presentation about the site and proposals, before running a Q&A session whereby attendees could comment on the proposals.



## **E. FEEDBACK**

### **Feedback collection**

#### Feedback collected at in-person events

At the events, A4 feedback forms (shown in Appendix K) were available for attendees to leave their comments and share their details to sign up for the mailing list. Attendees at the session were also provided with A6 flyers with a QR code to take them to the website to complete the online survey at a time most convenient to them.

Feedback shared verbally was also noted and compiled at the end of both events to ensure this was captured and considered.

#### Feedback collected online

The questions from the feedback form were also published online for people to complete.

#### Feedback via email and phone

The project team has responded to feedback or questions received via email and phone where appropriate and possible during this phase of consultation. In total, seven emails have been replied to with substantive responses or answers to questions about the scheme. Feedback from this correspondence is documented in Section 6.

A total of 31 feedback forms were returned and seven emails received. A summary of all feedback received from feedback forms and verbal feedback at the sessions, is provided in Section 6.

### **Feedback reporting**

Following the close of the consultation, a feedback report was shared on the website and via the mailing list, detailing the consultation activities and a snapshot of the comments received.

The report can be seen in Appendix L.

## **F. AUCTION HOUSE UPDATE**

Following this phase of engagement, a newsletter was sent to local addresses to provide an update on the Lots Road Auction House and its intention to relocate off the site to a new location within the borough.

A copy of this newsletter can be found in Appendix M.



## Phase three – Summer 2024

The third phase of public consultation took place from 9 July 2024 and set out the proposed scheme in more detail as the project team had used the intervening period to develop the designs further in response to feedback from phase two. The consultation activities undertaken in phase three are set out below and detailed throughout this section.

This phase of engagement included:

- Letters to key stakeholders to introduce the next phase of consultation, and key stakeholder meetings were held during this phase
- A flyer was sent to 5,493 local residents and businesses, sent to a larger distribution area than the previous phase to capture more addresses across both boroughs.
- Social media adverts, seen by 486,422 people and resulting in 883 link clicks
- Updates to the consultation website
- A public exhibition, held over two days, attended by 69 people

### A. STRATEGY

The third phase of engagement was held following in-depth discussions with both RBKC and LBHF to align on the priorities and design for the site. This engagement phase invited local people to view the developed designs for the site and shared more detail of how the Applicant had responded to feedback from phase two.

A key topic covered within this phase of engagement was height and massing. The Applicant knew from earlier phases that this was a key area of interest for neighbours of the site. The design team put forward two different options for massing for people to vote on: one a more uniform approach with buildings equal in height, and the other a stepped design with buildings of varying height. The two options are shown in Figure 6 and Figure 7 below.



Figure 6: Stepped approach



Figure 7: Uniform approach

Other content during this phase included detail on the site's open spaces and community uses, both of which had been increased since the previous consultation.

### B. STAKEHOLDER ENGAGEMENT

#### Stakeholder letters

An update email was sent by post/email on 8 July 2024 to the key stakeholders for the site, the full list of which is shown in Appendix A.



The email included an update on the progress of the design work and offered a further briefing on the detailed proposals, as well as informing them of the dates of the public consultation events.

## C. PROMOTION

### Consultation website

The consultation website was updated with the latest information on 8 July 2024, at the same time that the stakeholder letters were issued – detailed above.

This update provided more information about the upcoming consultation events, and informed viewers that the materials from the events would be made available online following the in-person events, as well as a digital survey for people to complete and share their thoughts.

### Flyer

A 2-page A4 flyer was distributed to 5,493 local addresses on 9 July 2024. The radius had been expanded following phase two to increase the total number of addresses within each borough.

The flyer advertised the upcoming consultation events and detailed how people could get involved with the consultation. The flyer also outlined how the Applicant had incorporated feedback from phase two into the amended proposals.

The flyer can be viewed in Appendix N and its distribution area is shown below.



Figure 8: Flyer distribution area

### Social media advertising

The Applicant and its project team used social media to once again advertise the upcoming consultation events and drive more survey responses.

The adverts to promote the in-person consultation events had 108,566 impressions and 309 link clicks, while the survey adverts saw 377,856 impressions and 574 link clicks.



RBKC's Communications Team also publicised the consultation on its own channels.

### Stakeholder letters

As detailed above, a letter was sent to the project's key stakeholders at launch, to provide further information and invite them to attend the consultation events. A copy of the letter can be found in Appendix O.

## D. CONSULTATION EVENTS

### In-person exhibitions

The public exhibition sessions were held across two days at the times below. The chosen venue for this phase of engagement was the former Lots Road Auctions unit on the site itself, located at address 71 Lots Road.

Date	Time	Number of attendees
20 July 2024	12pm to 3pm	27
23 July 2024	4pm to 7.30pm	42
<b>Total</b>	6.5 hours	69

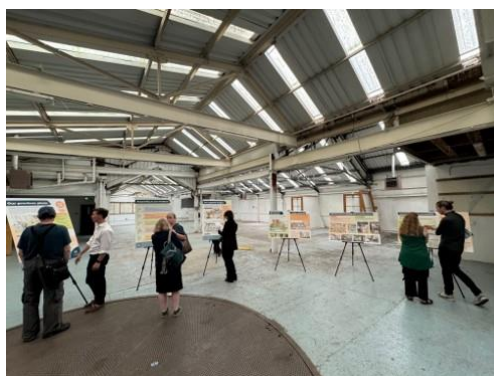


Figure 9: Images from consultation events

The information was displayed on a set of eleven A0 and A1 exhibition boards, setting out the detailed proposals and changes to the scheme since phase two. These boards are shown in Appendix P. After the exhibition, they were uploaded to the consultation website for the public to view online and download.

## E. FEEDBACK

### Feedback collection

#### Feedback collected at in-person events

At the events, A4 feedback forms (shown in Appendix Q) were available for attendees to leave their comments and share their details to sign up for the mailing list. There was also a visual voting box at the events for people to drop a token into the relevant box to cast their vote on the two massing options presented.

Feedback shared verbally was also noted and compiled at the end of both events to ensure this was captured and taken onboard.



### Visual voting

One key output of this consultation was to allow local people to vote on two height and massing options. The information and images for both options were presented on one of the consultation boards, and feedback was collected via voting boxes at the events, and the same question was also asked on the feedback form both in person at events and online.

### Feedback collected online

The feedback form was also published online for people to complete digitally.

### Feedback via email and phone

In the third phase, the project team received seven emails with substantive responses or questions about the scheme. Feedback from this correspondence is documented in Section 6.

A total of 40 feedback forms were returned and seven emails received. A summary of all feedback received from feedback forms and verbal feedback at the sessions, is provided in Section 6.

### **Feedback reporting**

Following the close of the consultation on 8 September, a feedback report was shared on the website and via the mailing list, detailing the consultation activities and a snapshot of the comments received.

The report can be seen in Appendix R.



## Phase four – Spring 2025

The fourth and final phase of pre-application consultation took place from 12 March 2025. This period of engagement saw the Applicant present its updated and now well developed designs to the local community and key stakeholders, seeking further feedback ahead of finalising their proposals and submitting a planning application.

This phase of consultation included:

- Letters to key stakeholders to introduce the upcoming phase of consultation, which led to a series of one-to-one meetings being held between stakeholders and the project team
- A flyer sent to 5,535 local residents and businesses inviting them to the consultation, sent to the same agreed distribution area as used in phase three (with new build completions accounting for the slight increase in numbers)
- Social media adverts promoting the consultation, seen 150,010 times and leading to 1,957 click throughs to the consultation website
- Updates to the consultation website
- A public exhibition, held over two days, attended by 73 people
- A second Development Forum held by the Royal Borough of Kensington and Chelsea.

### A. STRATEGY

During this phase of engagement, the Applicant sought to share developed details about the proposals, including the refined height and massing strategy, traffic and transport, details on the homes, the commercial spaces and the public realm. These have all been key areas of interest throughout the consultation and this phase of consultation ensured that local people and stakeholders could understand these areas of the scheme in more detail, and how they'd been influenced by feedback received to date ahead of a planning application being submitted.

RBKC also held its second Development Forum during this phase, inviting people to join the council for a presentation about the site and proposals, and to ask questions of the council and project team.

### B. STAKEHOLDER ENGAGEMENT

#### Stakeholder letters

An email was issued on 12 March 2025 to the key stakeholders for the site, the full list of which is shown in Appendix A.

The email provided an update on the consultation for Lots Road South and invited stakeholders to join the Applicant at its upcoming events to learn more about the detailed designs.

### C. PROMOTION

#### Consultation website

The consultation website was updated to share details of the upcoming consultation. Following the consultation events, the website was updated to host the latest consultation materials and a digital version of the survey for people to complete up until the consultation closed on 18 April 2025.

#### Flyer

A flyer was distributed to c.5,500 residential and businesses addresses nearby to the site within both LBHF and RBKC. This detailed the exhibition events and how people could get involved in the



consultation, as well as providing an overview of the changes that had been made to the proposals following the previous round of consultation and the feedback received.

A copy of the flyer can be seen in Appendix S and its distribution area is shown below.



Figure 10: Flyer distribution area

### Social media advertising

The Applicant used social media advertising to promote the consultation events and drive survey responses.

The social media advertising in this phase targeted postcodes around the site using a new Meta function. The postcodes were SW10 0, SQ10 9, SW6 2, and reached 23,820 accounts with 1,957 clicks through to the consultation website. Copies of the adverts can be seen in Appendix T.

RBKC's Communications Team also publicised the consultation on its own channels.

### Stakeholder letters

As detailed above, a letter was sent to the project's key stakeholders at launch, to provide further information and invite them to attend the consultation events. A copy of the letter can be found in Appendix U.

## D. CONSULTATION EVENTS

### In-person exhibitions

The public exhibition sessions in this phase were held across two days at the times below. The events were held at the former Lots Road Auctions unit on the site itself, 71 Lots Road.



Date	Time	Number of attendees
26 March 2025	4pm to 8pm	48
29 March 2025	10am to 2pm	25
<b>Total</b>	8 hours	73



Figure 11: Images from consultation events

The revised proposals were displayed on a set of 12 A1 and A0 exhibition boards, setting out the refined proposals and details about the height and massing strategy, traffic and transport, and public realm. These boards are shown in Appendix V. After the exhibition events, they were uploaded to the consultation website for the public to view online and download.

The feedback from the exhibition, both verbal and written from the feedback forms, is summarised in Section 6 of this document.

## Development Forum

As part of this phase of engagement, RBKC held a further Development Forum regarding the site and proposals. This event was organised and hosted by RBKC and invited local people to watch a presentation about the site and proposals, before running a Q&A session whereby attendees can comment on the proposals. The project team was in attendance to answer questions about the scheme alongside RBKC.

## E. FEEDBACK

### Feedback collection

#### Feedback collected at in-person events

At the events, A4 feedback forms (shown in Appendix W) were available for attendees to leave their comments and share their details to sign up for the mailing list.

Feedback shared verbally was also noted and compiled at the end of both events to ensure this was captured and taken onboard.

#### Feedback collected online

The feedback form was also published online for people to complete.

#### Feedback via email and phone

In the fourth phase the project team received nine emails regarding the scheme, with questions or substantive feedback about the proposals. Feedback from this correspondence is documented in Section 6.



A total of 74 feedback forms were returned and nine emails received. A summary of all feedback received from feedback forms and verbal feedback at the sessions, is provided in Section 6.

### **Feedback reporting**

Following the close of the consultation on 18 April 2025, a feedback report was published on the website and shared via the mailing list, detailing the consultation activities and a snapshot of the comments received.

This can be found in Appendix X.



## Ongoing engagement

Following the submission of the application, the Applicant endeavours to continue its engagement and consultation with the local community.

The Applicant will also develop a Construction Working Group (CWG) to ensure local residents and businesses are kept informed about construction and are able to share their feedback on matters.



## 6. Feedback received

The following section outlines the feedback that the Applicant and its project team received during all four phases of consultation. This has been separated into the relevant phases at which it was shared.

## Phase one feedback

Following the first phase of consultation, all written and verbal comments received were analysed and fed back to the project team to inform the designs for the site. In addition, any questions asked were responded to by the team.

While there was no formal method of capturing feedback at the Meet the Team events, the workshop included three activities and allowed attendees to feedback on three topics of interest. A summary of this feedback is detailed below.

### 1. Site considerations







As part of a group discussion at the workshop, attendees were asked to share what they thought the site's constraints and opportunities were.

People mentioned that the proposals should be sensitive to:

- Lots Road being narrow and congested
- Existing local nightclubs and noise
- Any neighbouring windows in terms of overlooking and impact on daylight
- The conservation area
- Overlooking recreation space at the Academy
- An increase in population and the impact this could have on local amenity and services

### 2. Ground floor layout

For task two, attendees were asked to map out where they would like to see the ground floor uses positioned on the site. Attendees were given coloured tiles, the numbers of each presenting the land uses required, and asked to place these on a map. The squares represented:

	Workspaces / residential entrances
	Extra care / community centre
	Open space
	Retail / cafe
	Auction House
	Support space (e.g. bin stores, cycle parking)



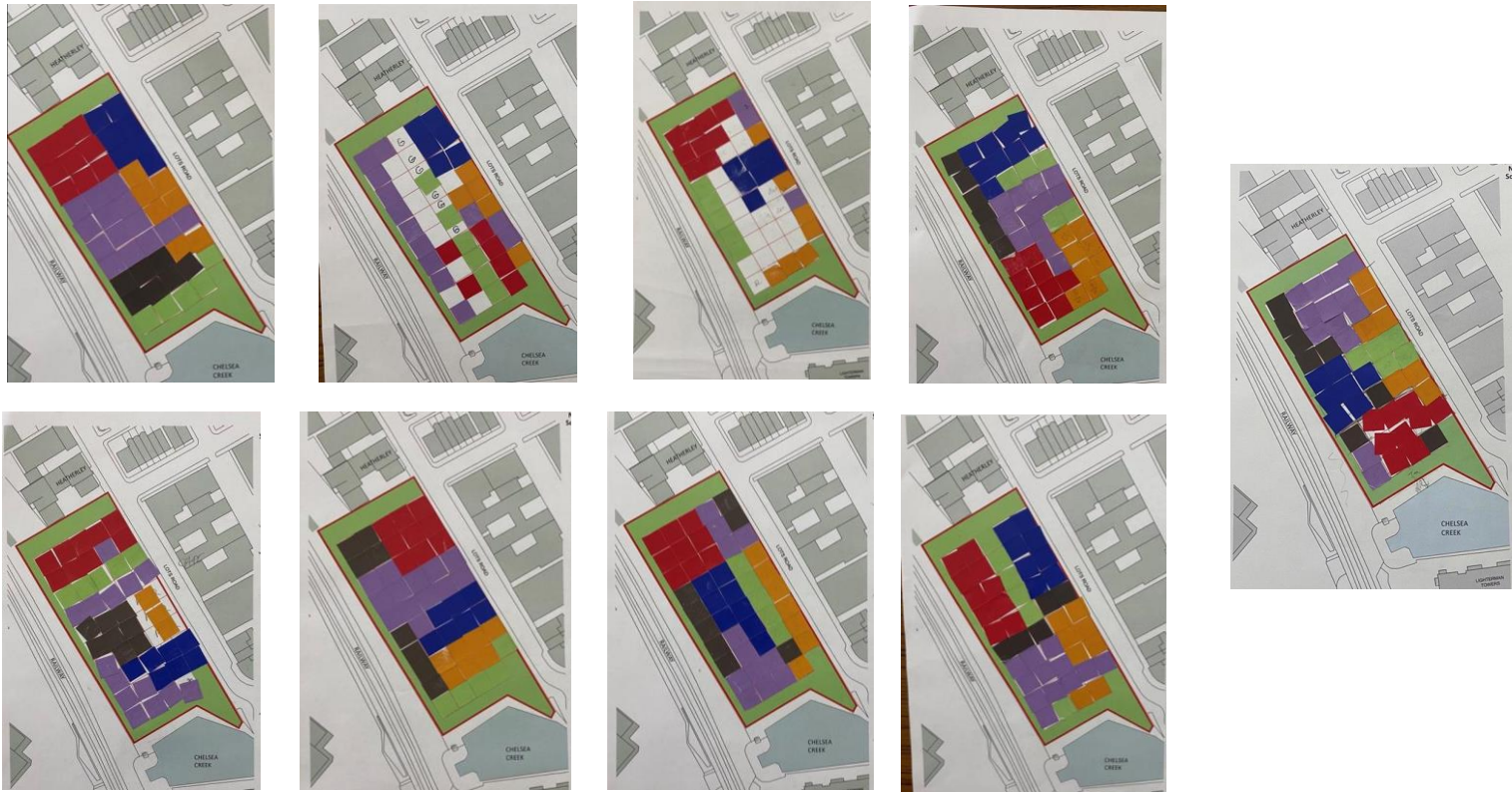


Figure 12: Images from community workshop activity

While there were varying opinions on where each use should go, common themes did emerge:

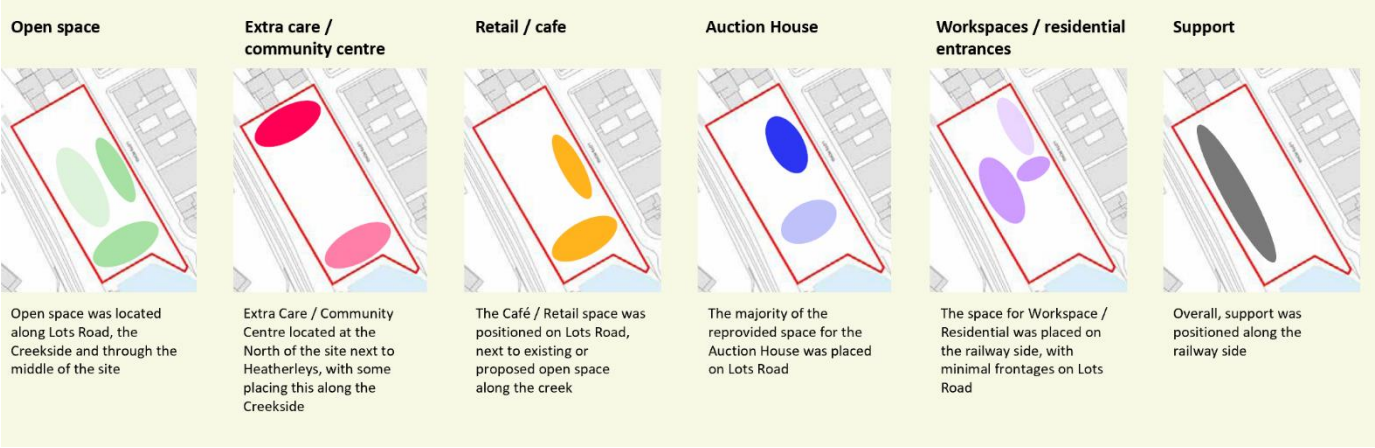


Figure 13: Image of collated feedback themes

### 3. Height and massing

Attendees were asked to place blocks on a model to show how they thought height and massing should be distributed across the site. Images showing where attendees placed these blocks can be seen below:



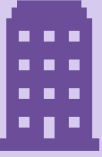




Figure 14: Images showing how workshop attendees think height and massing should be distributed



Analysis of this feedback showed that most people preferred height to be positioned away from Lots Road, with taller buildings primarily positioned along the railway and some along the Creek.

#### 4. Verbal feedback

Verbal feedback fed back to the project team at the 'Meet the Team' event and workshop is summarised below:

Theme	Feedback
<b>Height and density</b> 	<ul style="list-style-type: none"> <li>The proposals should be sensitive to the conservation area and height of the three-storey buildings across the road.</li> <li>Concerns about any height on this site with references to 'canyonisation'</li> <li>Height should be positioned to the back of the site to help ensure that it is sensitive to Heatherly School of Fine Art and does not impact on its light.</li> <li>There are too many different land uses proposed here.</li> </ul>
<b>Homes</b> 	<ul style="list-style-type: none"> <li>Questions on why private homes are needed to help fund the proposals and why this cannot be funded by the council.</li> <li>The extra care provision should be separate from the rest of the proposals with access to green space.</li> <li>Request for the homes to be sold locally rather than overseas.</li> </ul>
<b>Engagement</b> 	<ul style="list-style-type: none"> <li>Concerns that the community's feedback will not be meaningfully considered but an appreciation that the Applicant is undertaking early engagement and is committed to consultation.</li> <li>More time is needed at events for Q&amp;A with the project team.</li> <li>Future events should be held in a more convenient location (closer to the site) and with better acoustics.</li> </ul>
<b>Public space</b>	<ul style="list-style-type: none"> <li>It would be good to see a pedestrian link between Chelsea Harbour and the Kings Road</li> </ul>



	<ul style="list-style-type: none"> <li>• The proposals should have more green and open space.</li> <li>• Create a new cycle link under the railway.</li> <li>• A good opportunity to unlock the creek and create a new green route.</li> <li>• Important to consider how security is managed in any new open spaces or routes.</li> </ul>
<p><b>Construction</b></p> 	<ul style="list-style-type: none"> <li>• Questions about how it would be possible to build on a tight site on Lots Road</li> <li>• Concerns about the cumulative impact of lots of construction in the local area</li> </ul>

## Phase two feedback

Following the second phase of consultation, all written and verbal feedback was analysed and fed back to the project team via a formal feedback report.

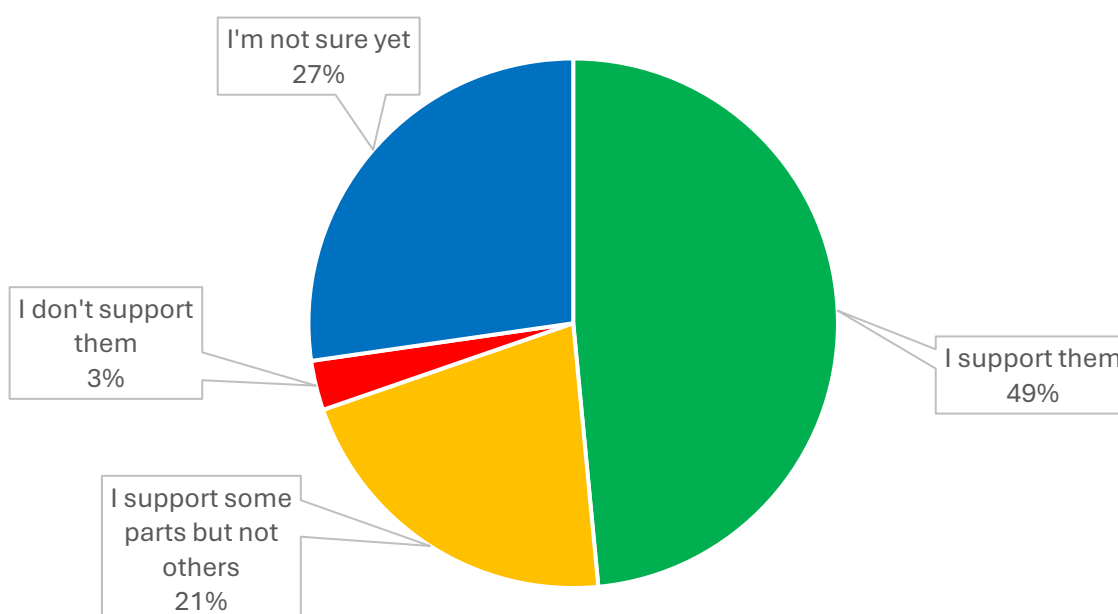
In the second phase of consultation, feedback was received via four main channels including conversations with attendees at events, a feedback form, emails from residents and verbal feedback from the door-knocking exercise.

### Survey results

The survey in the second phase of consultation was available to complete online or by hand at the two public exhibition events. A total of 33 people completed the survey.

The survey in the second phase featured eight questions. These questions and the answers given to each are detailed below.

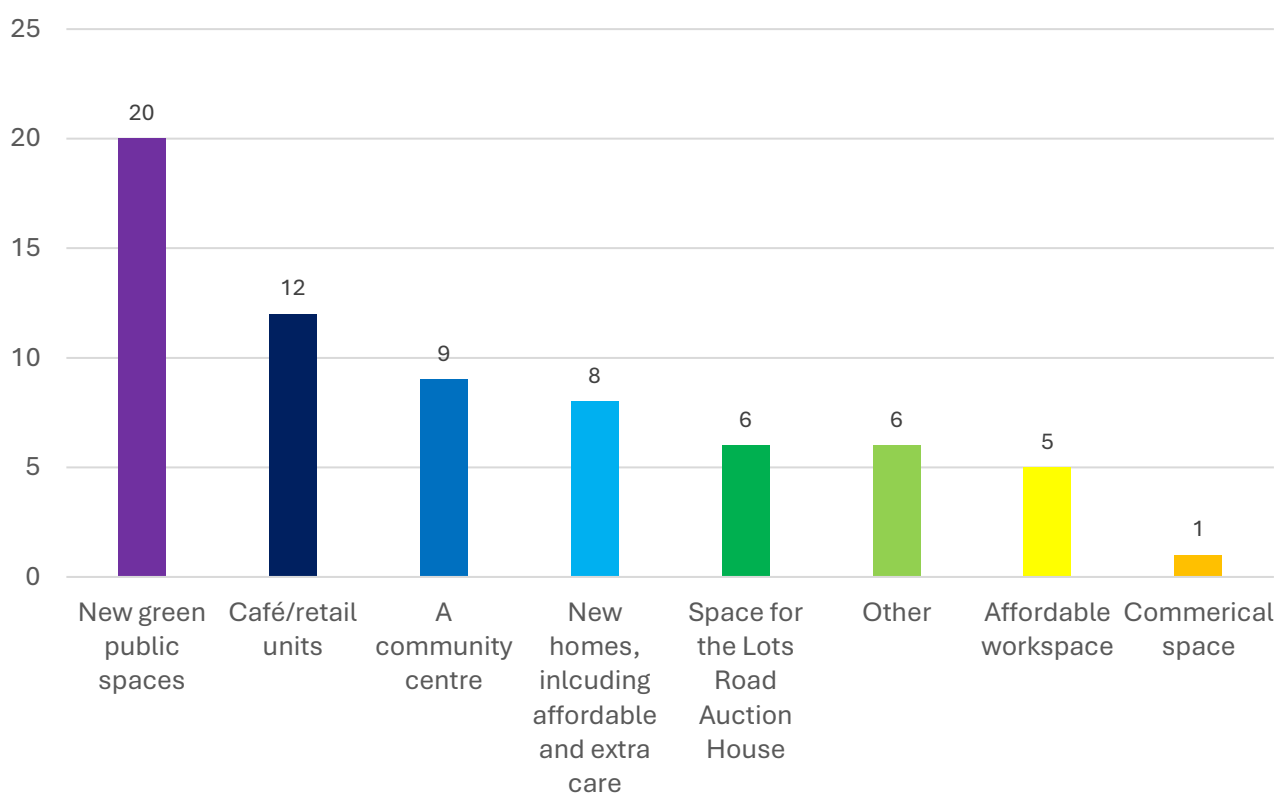
#### 1. What do you think of our proposals for Lots Road South?



Of those in support, comments related to:	Those who were not sure raised the following comments:
<ul style="list-style-type: none"> <li>• “Great vision for expanding the local area. Opening new opportunities for the working and living population.”</li> <li>• “It supports our re-entry to the road whilst improving the look and feel of the area making it more of a destination.”</li> <li>• “Overall, wonderful proposals.”</li> <li>• “Work in progress. Consultation is good.”</li> </ul>	<ul style="list-style-type: none"> <li>• “The buildings are too high at 15 storeys. The road is extremely narrow, and the additional people and car traffic will cause congestion.”</li> <li>• “It will be good for the area, a market would especially be good. But traffic will be a problem within H&amp;F no go areas for drivers so people may be reluctant to visit.”</li> </ul>
<b>People were not in support for the following reasons:</b>	
<ul style="list-style-type: none"> <li>• “Far too large even larger and denser than SPD which was not agreed by residents. Too large a percentage of private housing...50% of social housing sounds good but will probably be 10% of space.”</li> </ul>	

## 2. What are you most excited to see brought forward at Lots Road South?

Respondents were most excited to see new green public spaces, café/retail and a community centre.



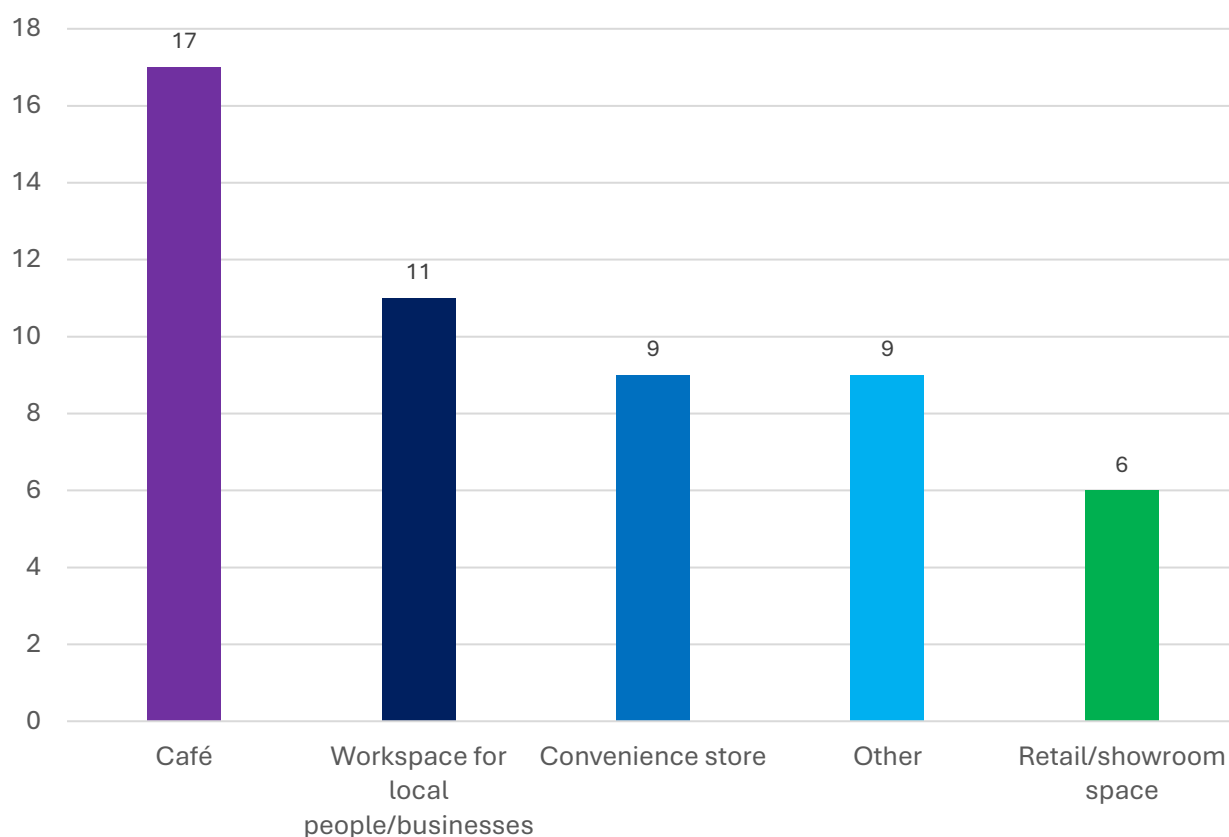
Sample of ‘other’ responses:



- “Clearly not excited but keen for extra-care housing and affordable workspaces. No to private rent housing”.
- “Redev of car pound. Cleaning up the creek. New green areas. Widening of the pavements to allow for more trees.”
- “Markets, food outlets, lifestyle stores, off-street (away from cars) f&b options.”

### 3. We’re proposing to deliver flexible commercial space on the ground floor. What type of occupier would you like to see here?

Respondents were most keen to see a café. The next most popular choice was workspaces for local people, followed by a convenience store. There were also nine comments shared through the ‘Other field’.



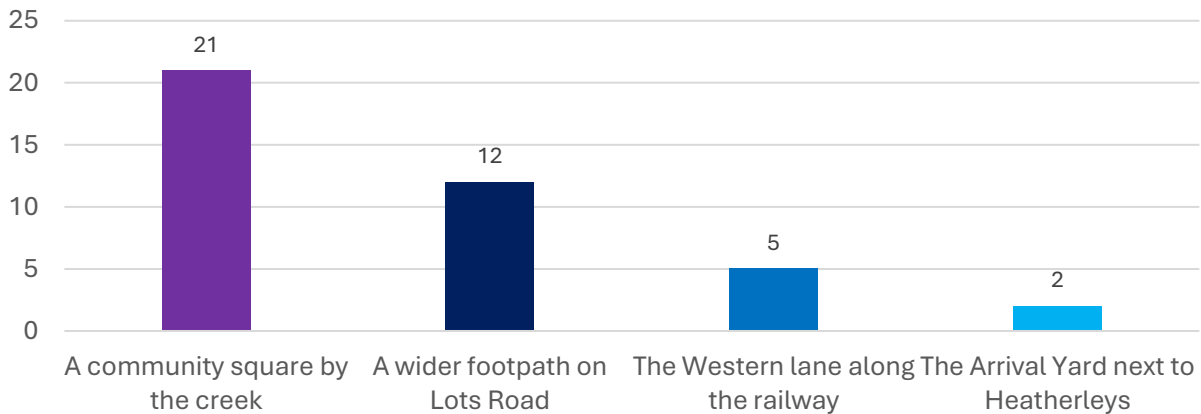
Sample of ‘other’ responses:

- “Auction House”
- “Anything that creates jobs and makes for footfall for local facilities and cafes”
- “Markets”
- “Food court, smaller f&b stores”
- “A climate change centre for the community”
- “Sports activities for kids teams, 14-16”



**4. We've proposed new landscaped areas across the development for the community to enjoy. Which of these spaces sounds best to you? Please explain why.**

A community square was the most popular option, selected 21 times, followed by a desire to see a wider footpath on Lots Road.



Respondents were asked to share their reasoning. A sample of answers can be found below:

- “We need more green spaces in London”
- “Please add in green space with grass. The closest grass is Westfield Park.”
- “All sounds great”
- “It would be good to see all of these. Community square next to the Creek would be a real asset. As much space between Heatherley and the development please.”

**5. We know it is important that the buildings we create reflect the character and the architecture of the local area. Are there any buildings or public spaces nearby that you like?**

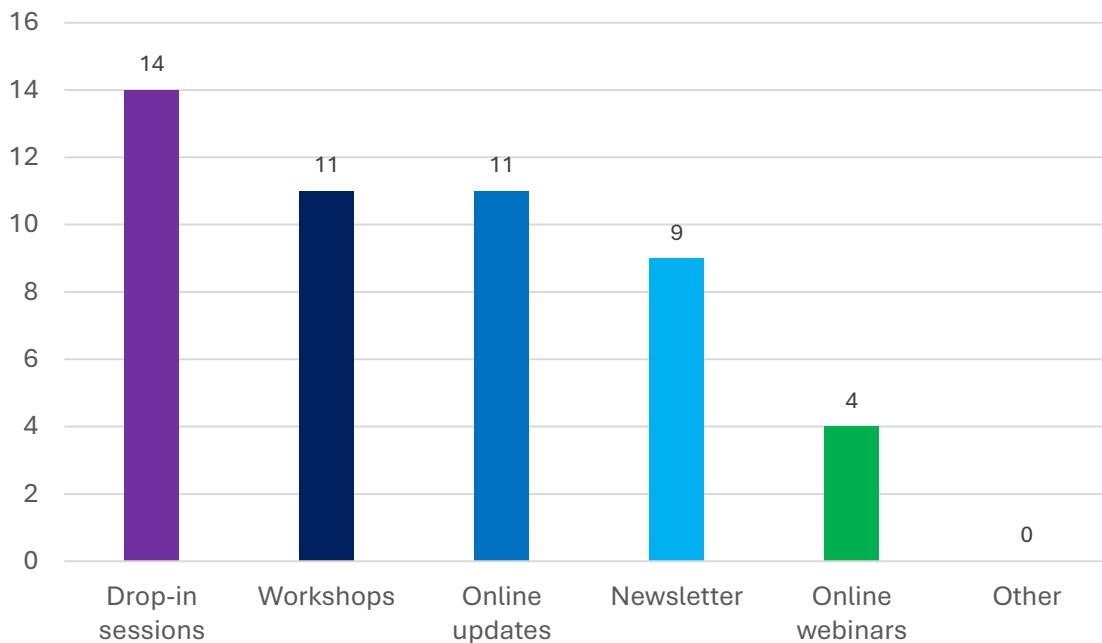
This question was an open box allowing respondents to answer however they wished. Respondents mentioned the following buildings:

- Power Station
- Lots Road Pub
- The Chelsea Ram
- Furniture and Arts Building
- Auction House
- World's End Studios

**6. How would you like us to engage with you moving forward?**

Most respondents said they would like to engage through drop-in sessions moving forward. The next most popular options were workshops and online updates. No other suggestions were given.





**7. Is there a particular part of our emerging proposals or designs that you would like us to focus on at the next set of events? Such as the homes, public spaces, construction plan or something else?**

This question was an open box answer. The most popular responses included:

- Public spaces
- Construction plan
- Homes
- The whole project

**8. Do you have any further comments about our emerging proposals?**

22 respondents shared further comments.

Sample of responses:

- “Always great to see the area develop”
- “From what I can see they’re very balanced”
- “Would be nice to see more about the project. Would be great to have more kids - teen clubs. Sports related as it is lack of it in the area. Can be outdoor and indoor. Tennis courts, basketball, hockey, or some other”
- “I have concerns about building heights and issues with noise and security from the open spaces. The unsecured open spaces at the back of Lighterman Towers have caused issues and similar problems should be considered here.”






**Verbal feedback**

The public exhibition in the second phase was attended by 51 people, held over two days. The Applicant and project team had discussions with many residents about the details of the proposals



during these events. They also undertook door knocking in the Lots Triangle area, where they spoke to 44 households.

Feedback from all these sources is summarised below:

Theme	Feedback
<b>Height</b> 	Some concerns about the overall height of the scheme were raised, particularly in regard to overlooking.
<b>Housing tenure</b> 	Contrasting feedback was received on affordable housing. One resident said that they doubted the 50% affordable would be equivalent floorspace to the other residential units; another resident felt that the affordable percentage should be reduced in order to reduce the overall height of the scheme. Two residents said that they liked the affordable and social housing 'very much'.
<b>Green space</b> 	Green space, planting and trees were priorities for some residents. There was some opposition to using this space for markets and events. One resident felt that hard landscape should be minimal and to think about drainage- porosity and changing climate. Two residents want quiet reflective space and trees, like the Creek.
<b>Community space</b> 	Some people called for the community space to be larger given the size of the development. Others also mentioned more provision for young people is needed as they do not have enough space locally – particularly teenagers.
<b>Traffic</b> 	Some people want to see a better crossing at the junction of Lots Road adjacent to the pub as it feels dangerous. Others mentioned not wanting metered car parking for construction traffic use.

## Phase three feedback

Following the third phase of consultation, all written and verbal feedback was analysed and fed back to the project team via a formal feedback report.

In the third phase of consultation, feedback was received via three main channels including conversations with attendees at events, a feedback form and emails from residents.

### Survey results

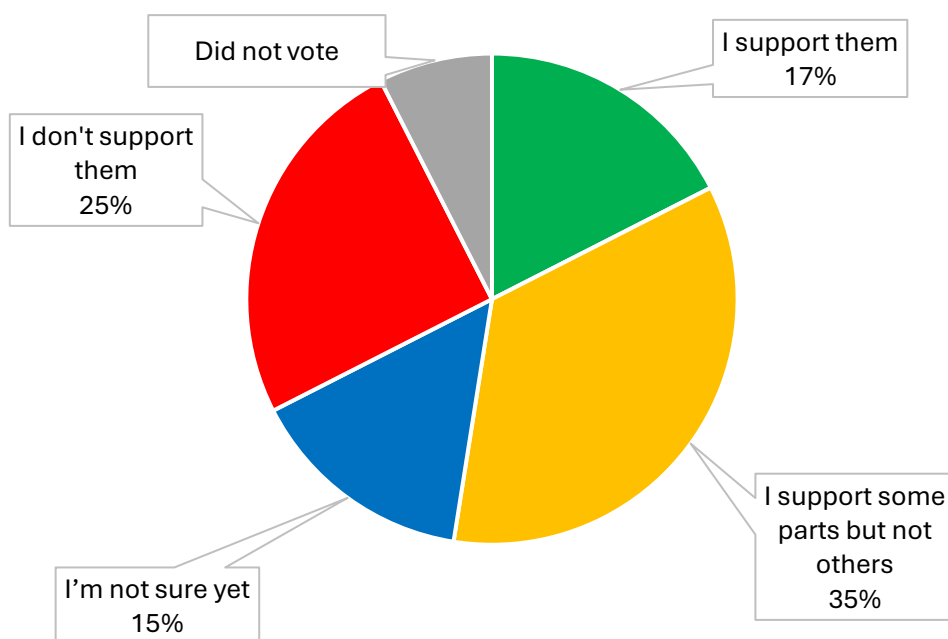
The survey in the third phase of consultation was available to complete online or by hand at the two public exhibition events. A total of 40 people completed the survey.

The survey in the second phase featured five key questions. These have been shared below alongside the answers given.

#### 1. What do you think of our proposals for Lots Road South? Please explain why.



Respondents were asked to tick one of four boxes to summarise what they thought of the overall proposals for Lots Road South. 17% of respondents were supportive of the proposals, a further 35% were supportive of some parts but not others, 15% were not sure yet, 25% did not support them and 8% did not vote.



Twenty-eight respondents provided feedback to explain their level of support. A sample of comments from each group is provided below.

I support them 17% (7)	I support some parts but not others 35% (14)
<p>"We think It will be good for the area."</p> <p>"I like the new proposal, the brick is particularly attractive. With the change of government planning needs to move on swiftly, hopefully spring 2026 will be the latest start time. Good luck."</p> <p>"You've done the best you can."</p> <p>"An excellent presentation and thorough explanation from the attentive staff."</p> <p>"It would be very exciting to the area to have something fresh which brings an area which is primarily residential (with a few office blocks) something which has a bit more life to it."</p>	<p>"No proposals satisfy all so it's always a compromise. This one broadly fits the bill."</p> <p>"I support reducing (15-11-8) heights but not equal height blocks (12-12-12) otherwise I support plans, very pleased with increase in green spaces and public amenities."</p> <p>"It is really needed, but I am concerned if green spaces are accessible 24-7 it will attract undesirables, unhoused etc. I think the plan is generally ok."</p> <p>"There is a housing crisis – more homes are needed. what routes will the vehicles use? Will this increase traffic?"</p>
I am not sure yet 15% (6)	I don't support them 25% (10)



<p>“We'd rather have less development, but the current scheme makes the best of the various criteria set by RBKC. We require maximum greenery and trees please.”</p> <p>“Development is needed but it should suit needs of area and be sensitive to the character”</p> <p>“The effect on local traffic which can be horrible at times”</p> <p>“The children's play area seems dangerously close to the road.”</p>	<p>“There are too many sides involved - two councils and the developers. The site is too small for each side to get what they want without this being a terrible problem for the local community.”</p> <p>“Too high. Overdevelopment” “Impact on conservation area.” “adding to transport stressors.”</p> <p>“The proposed cycle route will not work with the Council’s plans for further up towards Kings Road. It will end beyond the new development making it redundant.”</p> <p>“Massive nuisance to the local area. Residents in the harbour avenue area will be massively affected by roadblocks, unsightly construction and tall buildings.”</p>
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## 2. We’ve made a number of changes to the design, which we think improves the scheme. What do you think of these changes?

Respondents were asked what they thought about the changes that have been made to the scheme since October 2023, rating each change from ‘strongly against’ to ‘strongly support’. There were 121 ‘Support’ or ‘Strongly support’ votes. There were 35 ‘Against’ or ‘Strongly against’ votes.

	Strongly against	Against	Not sure / indifferent	Support	Strongly support	Did not respond
The new community square	1	3	4	13	15	4
The new routes into and through the site	1	4	8	11	10	6
The new location for the Community Centre	2	2	12	9	10	5
The new location for the Extra Care housing	3	1	11	8	10	7
The new location, design and amount of commercial space	2	5	13	8	7	5
The new design and amount of homes, including Extra Care housing	4	7	5	7	13	4



3. We have updated the height and mass of the buildings in the scheme. We have presented our current approach and an alternative approach. Which of the two approaches do you prefer and why?

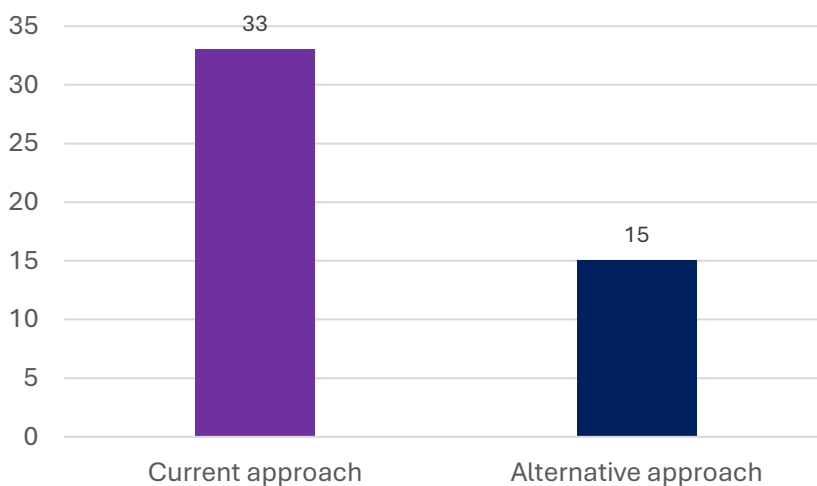


Figure 15: Aerial view sketch of proposed height and massing – current approach



Figure 16: Aerial view sketch of proposed height and massing – alternative approach



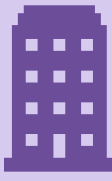

Respondents were asked to vote on whether they preferred the ‘Current approach’ to height and massing, or the ‘Alternative approach’. Most respondents preferred the Current Approach. *Please note numbers include survey responses and in-person ballot box votes.*



Survey respondents were asked to explain their answer, with thirty-one people providing a comment. Fifteen people voted in the ballot box at the events.

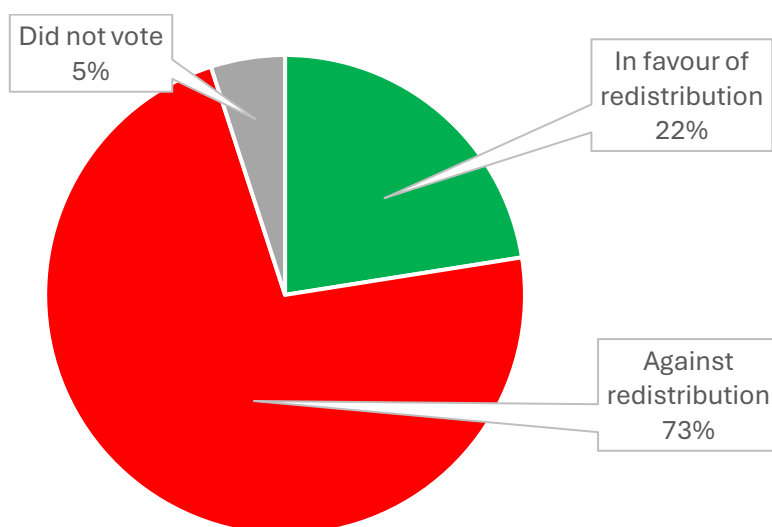


A summary of the thirty-one explanations given can be found in the table below:

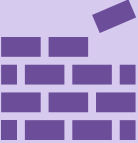


Theme	Feedback
<b>Design and architecture</b> 	<b>Twelve</b> respondents gave <b>design and architecture</b> as the reason they <b>favoured the current approach</b> , with people feeling that staggered heights were more visually <i>attractive</i> or <i>appealing</i> .
<b>Views from Lots Road</b> 	<b>Three</b> respondents cited <b>views</b> from Lots Road and near Heatherley School of Fine Art as the reason they <b>preferred the current approach</b> . Some mentioned that the alternative approach would be <i>overwhelming</i> or <i>oppressive</i> .
<b>Height and overshadowing</b> 	Of those who voted for the alternative approach, <b>four</b> cited <b>height</b> , all noting that they felt <b>15 storeys is too high</b> . <b>Three</b> were <b>concerned about overshadowing</b> from the proposed 15 storeys so would prefer to see lower heights.
<b>Did not vote for either</b> 	<b>Three</b> respondents who did not vote on either approach thought that <b>height was a concern</b> with both options.

**4. The proposed buildings on Lots Road are five storeys. Would you like to see some of the homes from the taller buildings on the western part of the site redistributed to be placed on top of the five storey buildings along Lots Road instead? Please explain why.**

40 people responded to this question. Most respondents were against homes being redistributed in this way.

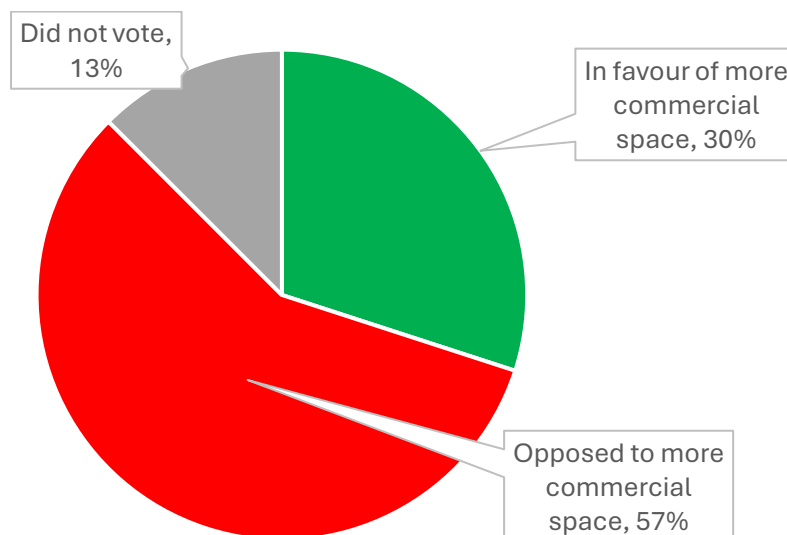


Thirty comments were received, explaining why the respondent was in favour of, or opposed to, redistribution:

Theme	Feedback
<b>Character</b> 	Eight people mentioned that a redistribution would disrupt the character of Lots Road. Four comments stated the need to ensure the massing on Lots Road remains as small as possible.
<b>Height</b> 	Three respondents who voted to redistribute the homes thought that spreading the height across the site is preferable to avoid a 15-storey building. Two respondents thought that it would be better to have more height on Lots Road.
<b>Vote against redistribution</b> 	Of those that did not want to see the heights redistributed, <b>10 people</b> mentioned that they would like to see the <b>height as low as possible on Lots Road</b> , ensuring that there is no unwanted <b>canyonisation</b> effect.





**5. The amount of commercial space in the scheme has been reduced from 5,000 square metres (including the community centre) to 1,500 square metres. Would you like to see more commercial added to the scheme, in addition to the current number of homes? Please explain why.**

This question received 40 responses. Of those that voted, **most were opposed to providing more development to enable more commercial space**



Thirty-two comments were received, explaining the respondent's preference for whether or not they would like to see more commercial space added to the scheme, in addition to the homes.






Theme	Feedback
<b>Already adequate commercial space</b> 	Nine respondents felt that there was already adequate commercial space in the area and that this was often left vacant.
<b>More commercial space</b> 	Five respondents wanted to see more commercial space, noting that it was important to attract more businesses to the area.
<b>Too much housing in the scheme</b> 	Three people commented that there was too much housing in the scheme. Two of these favoured adding more commercial space to the proposals, with another being against it.
<b>Other</b> 	Two respondents felt that there was already an overdevelopment of the site, and two mentioned the employment zone designation. One person that did not vote commented on the community benefits of cafes and local restaurants and another stated that if parking was included there could be more commercial.



### Verbal feedback

The public exhibition in the third phase was attended by 69 people, held over two days. The Applicant and the project team had discussions with many residents about the details of the proposals during these events. The Applicant also met with key stakeholders to discuss the proposals. Written feedback continued to be sent in via the project inbox during this time.

Feedback from all these sources is summarised below:

Theme	Feedback
<b>The need</b> 	A few questions were raised about the need for the mixed-used development to be brought forward on this site. One comment was made that they would rather see it left as it is.
<b>Design</b> 	Generally, people were in favour of the design and the new approach with routes through the site/between the buildings. One comment was made that the scheme looked much better in October 2023.
<b>The Creek</b> 	There were several questions about the Creek and whether there are plans to enhance it. Suggestions were made as to whether it could be intentionally flooded to fill it, as it has been nearby in Hammersmith and Fulham.



<b>Housing tenure</b> 	Questions were shared about the tenure of homes, particularly the affordable elements and whether these would be social housing.
<b>Ground floor uses</b> 	A lot of people asked about the Auction House and whether they would return to the site. No concerns were raised about Lots Road Auctions not returning in the same capacity.

## Phase four feedback

Following the fourth phase of consultation, all written and verbal feedback was analysed and fed back to the project team via a formal feedback report.

In the fourth phase of consultation, feedback was received via three main channels including conversations with attendees at events, a feedback form and emails from residents.

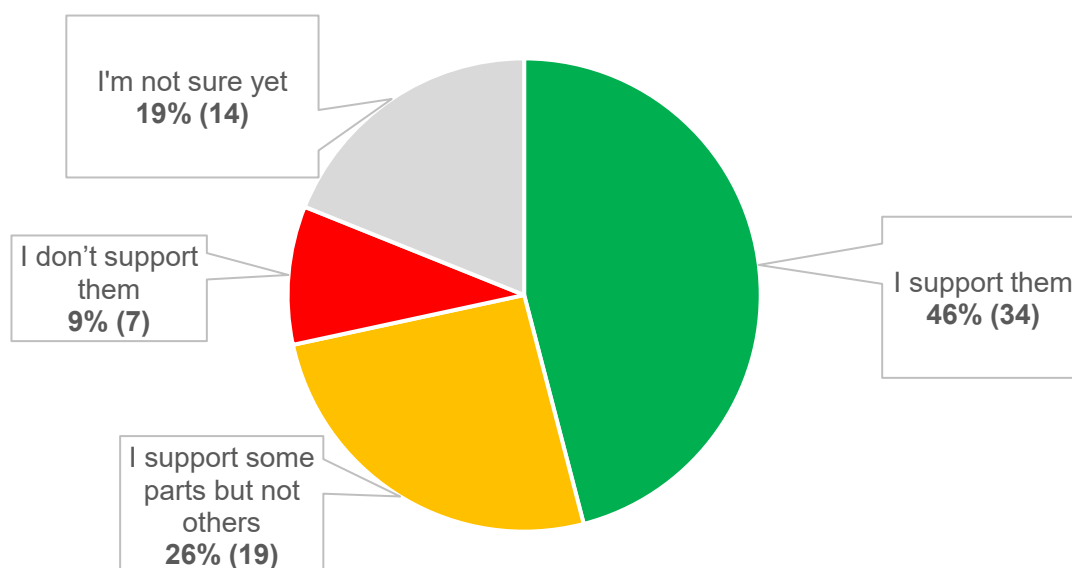
### Survey results

The survey in the fourth phase of consultation was available to complete online or by hand at the two public exhibition events. A total of 74 people completed the survey.

The survey in this phase featured six key questions:

#### 1. What do you think of our proposals for Lots Road South?

This question received 74 responses. Overall, 46% (34) of respondents were supportive of the proposals, a further 26% (19) were supportive of some parts but not others, 19% (14) were not sure yet, and 9% (7) did not support them.



Respondents were asked to expand on why they liked, did not like or were not sure of their thoughts on the proposals. A summary of responses has been shared below:

I support them 46% (34)	I support some parts but not others 26% (19)
<p>“...The blocks should be taller to maximise housing opportunities, as well as a Care Home on site.”</p> <p>“It [the site] needs new life”</p> <p>“...a space for athletic activities for young people would also be welcome (open space)”</p> <p>“Bring more such proposals in the south of the borough”</p> <p>“I am very supportive of the proposed scheme. This section of the road has looked tired for a number of years, so the development will have a positive impact”</p>	<p>“The overwhelming feeling is you have done a good job but RBKC need to lower the expectations, it’s too high”</p> <p>“Too many social rental properties in the area” /</p> <p>“Too much focus on affordable”</p> <p>“The public and commercial spaces are too small.”</p> <p>“I’m pleased.. the outdoor community will be open to all tenure and local residents.”</p>
I am not sure yet 19% (14)	I don’t support them 9% (7)
<p>“‘Mood’ boards can be misleading.”</p> <p>“They are better than the H&amp;F towers. Pleased they will hopefully look as good as in plans”</p> <p>“The real problem of this new building is the traffic who will be largely disturbed our roads”</p>	<p>“The proposed development does not match the character of the neighbourhood.”</p> <p>“The buildings are too high and the development is too dense.”</p>

## 2. We’ve made a number of changes to the design. What do you think of these changes?

Respondents were asked what they thought about the changes that have been made to the scheme since July 2024, rating each change from ‘strongly against’ to ‘strongly support’. A tabular breakdown summarising the results has been included below.

There were 265 ‘Support’ or ‘Strongly support’ votes, with these being the most popular categories for all but one change. There were 60 ‘Against’ or ‘Strongly against’ votes.

	Strongly against	Against	Not sure / indifferent	Support	Strongly support	Did not respond
Reduced the height of Block A by two storeys, reducing the total number of homes	6	3	10	16	37	2
Increased the height of Block C by one storey, increasing the number of affordable homes overall	13	8	12	20	17	4
Relocated the play space from Creek Corner into the Community Square	3	3	18	24	19	7
Increased the total amount of ground floor commercial space from 1,500 to 2,000sqm	5	5	23	22	14	5
Increased the size of the Community Centre from 120 to 200sqm	2	5	14	27	24	2
Introduced 550sqm of Social Investment (Affordable) Employment Space as part of the wider commercial offering	4	3	19	20	25	3

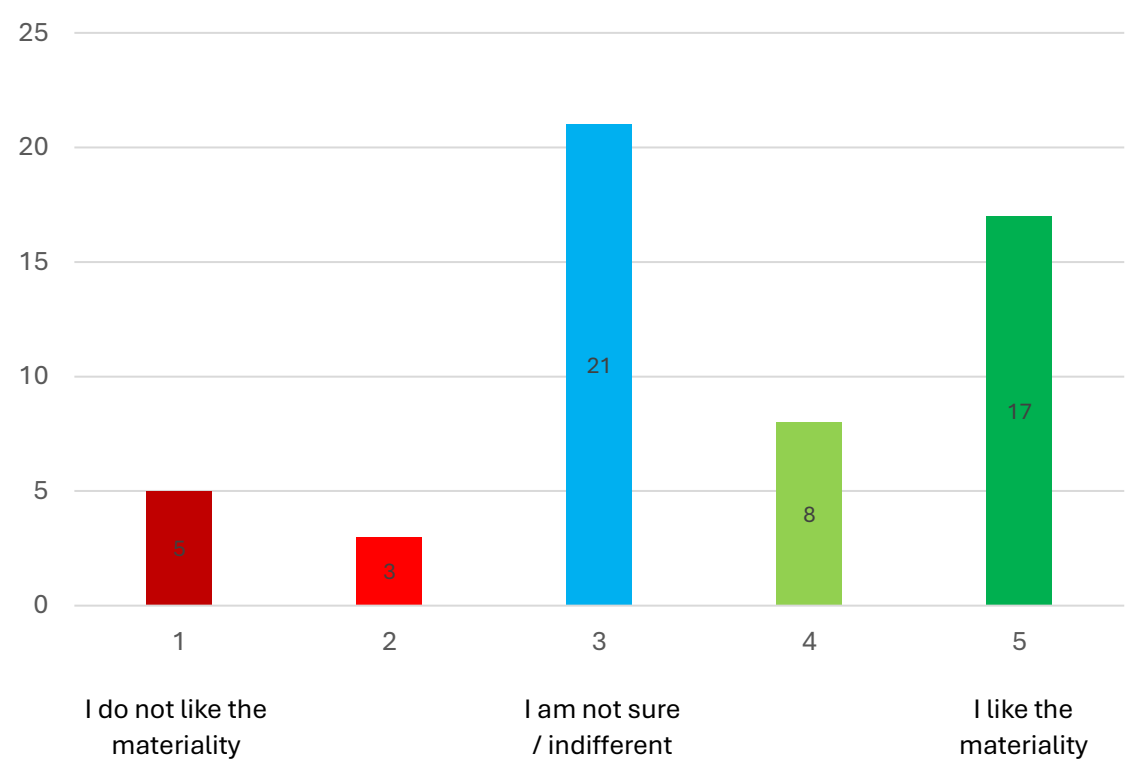


**3. We've shared details of the emerging design and materiality of all blocks in the scheme.  
What do you think about these designs?**

Respondents were asked what they thought about the emerging design and materiality for the proposed buildings, voting on a scale from 1 to 5, with 5 being most in favour of the proposed materiality.


This question received 54 responses, meaning 20 people did not vote.

Most respondents were not sure or indifferent or liked the materiality, with three times more people liking the materiality than disliking it.



**4. In addition to the Community Centre, our proposals include 1,800sqm of commercial space along the ground floor. What type of uses would you like to see in these units?**

Sixty-one respondents answered this question and in general the sentiment was that the units should be well suited to the area and be of use to the whole community, as well as being affordable for local businesses to make use of. This question was an open box, meaning respondents could answer with any suggestions they had.

Theme	Feedback
<b>Café</b> 	<b>17 people</b> said they would like to see a café use within the proposed commercial space, with some respondents commenting that they would like this to be independently run.








<b>Independent commercial units</b> 	In general, <b>15 people</b> said they wanted to see the commercial units independently run.
<b>Supermarket</b> 	<b>13 people</b> said they would like to see a supermarket here – with <b>three of these</b> wanting to see a large chain store, and <b>six</b> preferring a small convenience store.
<b>Community facilities</b> 	<b>11 people</b> said they would like to see community facilities, such as a gym/fitness centre, a centre with activities for older people, office spaces, local arts and craft stores, and a nursery.
<b>Retail</b> 	<b>10 people</b> said they would like to see retail units introduced in the commercial space, with suggestions ranging from a florist to a newsagent, or the return of the Auction House.
<b>Restaurant/bar</b> 	<b>7 people</b> said they would like a restaurant/bar in the commercial space, commenting they would like to see uses that bring life to the area.
<b>Medical services</b> 	<b>5 people</b> said they would like to see the space used for medical services, such as a GP surgery or pharmacy.
<b>Won't be used</b> 	<b>4 people</b> said they don't think the commercial spaces would be used.
<b>Against</b> 	<b>1 person</b> used this as an opportunity to say they are against the proposals in general.

## 5. How would you like to see the new Community Centre used?




Forty-eight people responded to this question. This question was an open comment box where most shared the view that this space should be used for the community and offer events that bring everyone together.






Theme	Feedback
<b>Education</b> 	<b>12 people</b> said they would like to use the community centre for educational activities such as lectures, workshops or adult education.
<b>Local community need</b> 	<b>9 people</b> said they want the community centre to serve local community need. <b>One person</b> said priority should be given to Lots Village residents, whilst another said it shouldn't be taken over by "special interest groups".
<b>Young people</b> 	<b>9 people</b> said they would like the community centre to serve young people, whether that be classes for children or a youth club.
<b>Older people</b> 	<b>6 people</b> said they would like to see activities for older people, while a further <b>6 people</b> said they would like the community centre to provide the opportunity for people to socialise and come together.
<b>Sport</b> 	<b>5 people</b> said they would like to use the space for sport, with suggestions of fitness classes, dance or indoor games.

## 6. Do you have any further comments about our updated proposals for Lots Road South?

Forty-seven respondents took the opportunity to provide additional comments here, which have been categorised below.

Theme	Feedback
<b>Housing tenure</b> 	<b>10 people</b> mentioned housing tenures – with <b>3 people</b> wanting to see affordable homes for local people and 3 questions about housing allocation. <b>3 people</b> said they would like to live in the new development, and <b>1 person</b> wanted to see a care home delivered.
<b>Local infrastructure</b> 	<b>9 people</b> raised concerns about the impact on local infrastructure. This included concerns about traffic both during construction and from new residents, in addition to the capacity of GP surgeries and schools.
<b>Positive feedback</b> 	<b>8 people</b> took the opportunity to leave positive feedback about the scheme, with <b>three people</b> commenting that they'd like construction to start as soon as possible. There were also comments that the site has looked "tired for years".






<b>Height and massing</b> 	<b>6 people</b> raised concerns about height and massing, with <b>two people</b> commenting that they want the buildings to be “classy”, not “ugly”.
<b>Amenities</b> 	<b>4 people</b> mentioned amenities they would like to see introduced including a cinema, restaurant, café and leisure space.
<b>Engagement</b> 	<b>4 people</b> said they want to see continued engagement about the project, with <b>1 person</b> suggesting leaflet updates.
<b>Negative comment</b> 	<b>3 people</b> took the opportunity to leave negative comments about the scheme in general.

### Verbal feedback

The public exhibition in the third phase was attended by 73 people over two days. The Applicant and the project team had discussions with many residents about the details of the proposals during these events. The Applicant also met with key stakeholders including the Lots Road Neighbourhood Forum to discuss the proposals. Feedback continued to be shared via email and phone.

Feedback from all these sources is summarised below:

Theme	Feedback
<b>Façade</b> 	General sentiment towards the façade included wanting to see this blend in with the surroundings, with people describing that they like how the Chelsea Academy blends in. Some said they are wary of vibrant colour and have mixed feelings on coloured commercial facades. Positive comments were made around the brick window surrounds, glazed brick, tops of buildings and texture on points of interest.
<b>Height</b> 	Questions around the height of buildings and why so many homes need to be built. Some suggested heights are inconsistent with the surrounding area. Some concerns, particularly from residents of Lighterman Towers, were raised about overlooking and the impact on privacy.
<b>Daylight/sunlight</b> 	Concerns around the impact of daylight/sunlight going into residents' homes, particularly in Lighterman Towers. Some residents acknowledged they do not currently get direct sunlight, but any building will make homes even darker.
<b>Commercial units</b>	Mixed feedback regarding the commercial units with some people feeling there is too much being provided and others feeling it is too little. Some





people said they would like to see a chain supermarket in the units, while others said they want to see independent units.





## 7. Design response to feedback

Following each phase of consultation, all feedback received was reported to the design team for review and consideration. This informed the design process and resulted in a number of changes being made in response to community feedback.

## Phase one – Response to feedback

The feedback from the first phase of consultation, set out in Section 6, focused on three specific areas of the site and designs: the constraints and opportunities of the site, the ground floor layout, and the massing strategy.

The feedback from this phase of engagement was reflected in the emerging designs for the site that were shown in phase two and has been detailed below.

Summary of feedback	Applicant response
<b>Impact on daylight / sunlight</b>  	<p>We have noted these concerns at this early stage and are committed to undertaking detailed studies on daylight/sunlight, microclimate and wind effects to ensure the building's impact is minimised as far as possible.</p>
<b>Making the road too congested / canyonisation</b>  	<p>In order to deliver all of these benefits here and meet the Council's objectives for the site, we will need to include some taller buildings and we do think this site is appropriate for this given the surrounding context and planning policy.</p> <p>The London Plan sets out a comprehensive series of visual, functional, and environmental criteria that all tall buildings must be assessed against. This is a balancing act, and we understand that for some people this is a really important consideration.</p> <p>Following a clear preference shown in the modelling task at our workshops, we have developed our proposals to ensure smaller buildings are positioned along Lots Road, with taller buildings then located to the south of the site, closer to the Creek and train tracks.</p>
<b>Ground floor uses</b>	<p>The feedback gathered during the first phase of engagement has been used to develop the ground floor use placement in the emerging designs for the site.</p>





The materials shown in the second phase of consultation highlighted where each use would be placed, and how this related to the feedback people shared in phase one.

#### Height and massing



A key priority of this scheme is to situate height where it will have the lowest impact on the local area and best complement the existing area.

The taller elements will be located away from Lots Road and closer to the railway line where they will have the lowest impact, on daylight and overlooking, on site neighbours. This was also the most commonly suggested location for height at our first workshop.


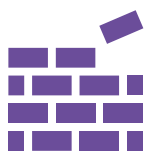

Following feedback, we have also developed our proposals to ensure that any height is stepped back from the Heatherley School of Fine Art.



## Phase two – Response to feedback

The feedback from the second phase of consultation, set out in Section 6, was considered in the developed designs for the site and subsequently presented during the third phase of engagement.

The following table outlines the key concerns raised, with further detail covered in Section 6, and the Applicant's response.

Summary of top feedback theme	Applicant response
<b>Public realm</b> 	<p>By reducing the overall floorspace of the scheme by 12%, we have been able to introduce a new community square and more pedestrian routes through the site, opening it up and drawing the community in.</p> <p>To further enliven the public realm and open space, we have reduced the amount of commercial space, removed a 9-storey building close to the creek and reduced the amount of podium space.</p> <p>This allows us to not only increase public open space but reduce the overall amount of development on the site.</p>
<b>Design and character</b> 	<p>Respondents were keen that the new buildings suited the character of Lots Road and the surrounding area.</p> <p>Throughout the design development, the project team has ensured that the architecture and materials of the building reference the character of the area and vary the form along Lots Road.</p>
<b>Height</b> 	<p>We have been working to refine the height and massing strategy for the site as a result of our ongoing consultation.</p> <p>Since phase one, we have reduced the heights of some building elements, for example we have removed altogether an 8-storey building that previously fronted onto the creek, and we have reduced a 9-storey link between two of the proposed buildings to 6-storeys.</p> <p>We believe the tallest building responds appropriately to the surrounding context and enables us to provide the rest of the homes in smaller blocks. Following the second phase of consultation, we considered the height and massing and have developed two options that we will present to the public at consultation. This includes a more uniform approach to building heights (of 12 storeys) on the western</p>





	part of the site, as well as the existing staggered approach to height which we have been discussing and evolving to date.
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## Phase three – Response to feedback

The feedback from the third phase of consultation, set out in Section 6, was considered when updating the designs for the site.

The following table outlines the key concerns raised, with further detail covered in Section 6, and the Applicant's response.

Summary of common feedback theme	Applicant response
<p><b>Public realm, including community square, play space and the western route</b></p> 	<p>The scheme will deliver a variety of publicly accessible routes and spaces for the community to enjoy, including a larger community square by the Creekside and play space for children.</p> <p>We have positively responded to the main piece of public feedback we have received which was to introduce more publicly accessible open space at the site. To do this, we have needed to reduce the amount of commercial space in the scheme as a large amount was previously located at ground floor and first floor on top of where the new square is located.</p> <p>The western route has been improved by adding more frontage activity along the space, such as entrances and shop windows and a more intricate paving style.</p> <p>In response to feedback, we have also moved the proposed play space from the corner of Lots Road to within the central square space. The space on the corner will now be open for everyone to enjoy.</p> <p>There are a range of public open spaces proposed on site and we have endeavored to respond to feedback where possible to provide spaces that the whole community can benefit from.</p>
<p><b>Transport</b></p> 	<p>Our proposals are for a car-free development, with residents and visitors encouraged to travel using public transport, or by foot or bicycle.</p> <p>As the auction house has relocated, there will be fewer commercial vehicles coming to and from the site. The council car pound and yard will also relocate.</p> <p>As a result, our proposals will see an overall decrease in the number of vehicle journeys to the</p>





	<p>site due to its changing uses. At present there are around 400 vehicle trips per day and we expect this to decrease considerably.</p> <p>The site is very well connected to the extended network of pedestrian routes and facilities in Kensington and Chelsea, including local supermarkets and key transport interchanges such as Imperial Wharf and Fulham Broadway stations.</p> <p>Travelling by underground and overground rail is envisaged to be the most popular method of transport due to the proximity to the District Line, London Overground and National Rail. There are also several bus stops within close proximity to the site.</p>
<p><b>Height and massing</b></p> 	<p>In July 2024, we presented two design options to the local community – one that delivered a standardised approach to heights, with all three buildings along the railway set at 12 storeys, and another option that varied the form with heights from 15 at the tallest element, 11 and 8 storeys. The majority of respondents told us that they would prefer to see a variation in heights, and we have since been developing our proposals based on this feedback.</p> <p>Earlier plans already removed massing and whole proposed blocks to minimise the impact of development across the site. Since the previous designs, the tallest block has reduced by 2 storeys, and the affordable housing block has grown by one to provide more affordable homes.</p> <p>We believe the tallest building responds appropriately to the surrounding context and enables us to provide the rest of the homes in smaller blocks. Public feedback has been consistent in suggesting that the best place for height is at the south of the site, next to the train tracks and the creek.</p>




## Phase four – Response to feedback

The feedback from the fourth phase of consultation, set out in Section 6, was considered and reflected in the final proposals for the site. Ahead of the submission of a planning application, the Applicant, where possible, reflected on this feedback and made amends to the designs.

The following table outlines the key concerns raised, with further detail covered in Section 6, and the Applicant's response.

Summary of common feedback theme	Applicant response
<p><b>Commercial space and community centre uses</b></p> 	<p>During the fourth phase of engagement, we heard a range of suggestions for how people would like to see the commercial space and community centre used.</p> <p>The Applicant and its project team has designed the space flexibly to accommodate a range of uses. We will keep these suggestions in mind when it comes to procuring an end user for the commercial spaces and ensure that the comments are passed onto RKBC regarding the community centre as they will be managing the space.</p>
<p><b>Transport</b></p> 	<p>Our proposals are for a car-free development, with residents and visitors encouraged to travel using public transport, or by foot or bicycle.</p> <p>As the auction house has relocated, there will be fewer commercial vehicles coming to and from the site. The council car pound and yard will also relocate.</p> <p>As a result, our proposals will see an overall decrease in the number of vehicle journeys to the site due to its changing uses. At present there are around 400 vehicle trips per day and we expect this to decrease considerably.</p> <p>The site is very well connected to the extended network of pedestrian routes and facilities in Kensington and Chelsea, including local supermarkets and key transport interchanges such as Imperial Wharf and Fulham Broadway stations.</p> <p>Travelling by underground and overground rail is envisaged to be the most popular method of transport due to the proximity to the District Line, London Overground and National Rail. There are</p>



	also several bus stops within close proximity to the site.
<p><b>Height and massing</b></p> 	<p>We understand this is a key area of feedback and have worked to develop appropriate height and massing with the tallest buildings located near the railway in the south west corner of the site, and the lowest buildings located along Lots Road. We also know that residents would like to see variation in building heights, therefore the buildings will vary in form, with 13, 11 and 9 storeys along the western edge.</p> <p>Since the start of our consultation, we have also reduced the height of Block A by two storeys and introduced an additional 'step' in the building to improve its appearance. Since July 2023 we have also increased the height of Block C by a single storey to increase the number of affordable homes.</p>



## 9. Conclusion

As demonstrated within this document, the Applicant has undertaken a comprehensive programme of consultation for its proposals for Lots Road South. Alongside pre-application discussions with RBKC and LBHF, and the GLA, the Applicant and its project team has held a number of meetings with the site's neighbours, key stakeholders, the local community and interest groups through four phases of public consultation.

Across the four phases of consultation, the Applicant has employed a range of digital and physical consultation methods, including co-design workshop activities, face-to-face consultation events, visual voting and online meetings. The project website was kept updated with the latest information on the scheme throughout and included a dedicated email address and phone number for people to contact the Applicant and project team. Virtual and in-person meetings and in-person exhibitions were held at a range of different dates and times to ensure everyone had a chance to participate in the consultation.

The consultation was well advertised with a mix of digital and physical promotion, including flyers distributed to c.3,360+ addresses, letters to 75 stakeholders, social media advertising reaching 287,387, and emails to the mailing list of 177 people. Those who were not confident using the internet were sent a flyer on the proposals via the post and were able to give feedback over the phone, in written form or at the in-person public exhibition if they preferred.

Overall, the feedback received shows that local residents and stakeholders generally support the principle of the site being developed and given a new lease of life, but they have specific priorities for its uses and design. Throughout the consultation, the Applicant sought to gather meaningful feedback on key design issues, such as height, massing and public realm. As a result of the feedback received, the design team has prioritised creating safe, accessible public realm, improving the area around the creek, and ensuring the buildings along Lots Road remain as low rise as possible. The Applicant has sought to balance the priorities of the community alongside ensuring the proposals deliver the new homes and other objectives set out in the planning policy related to the site.

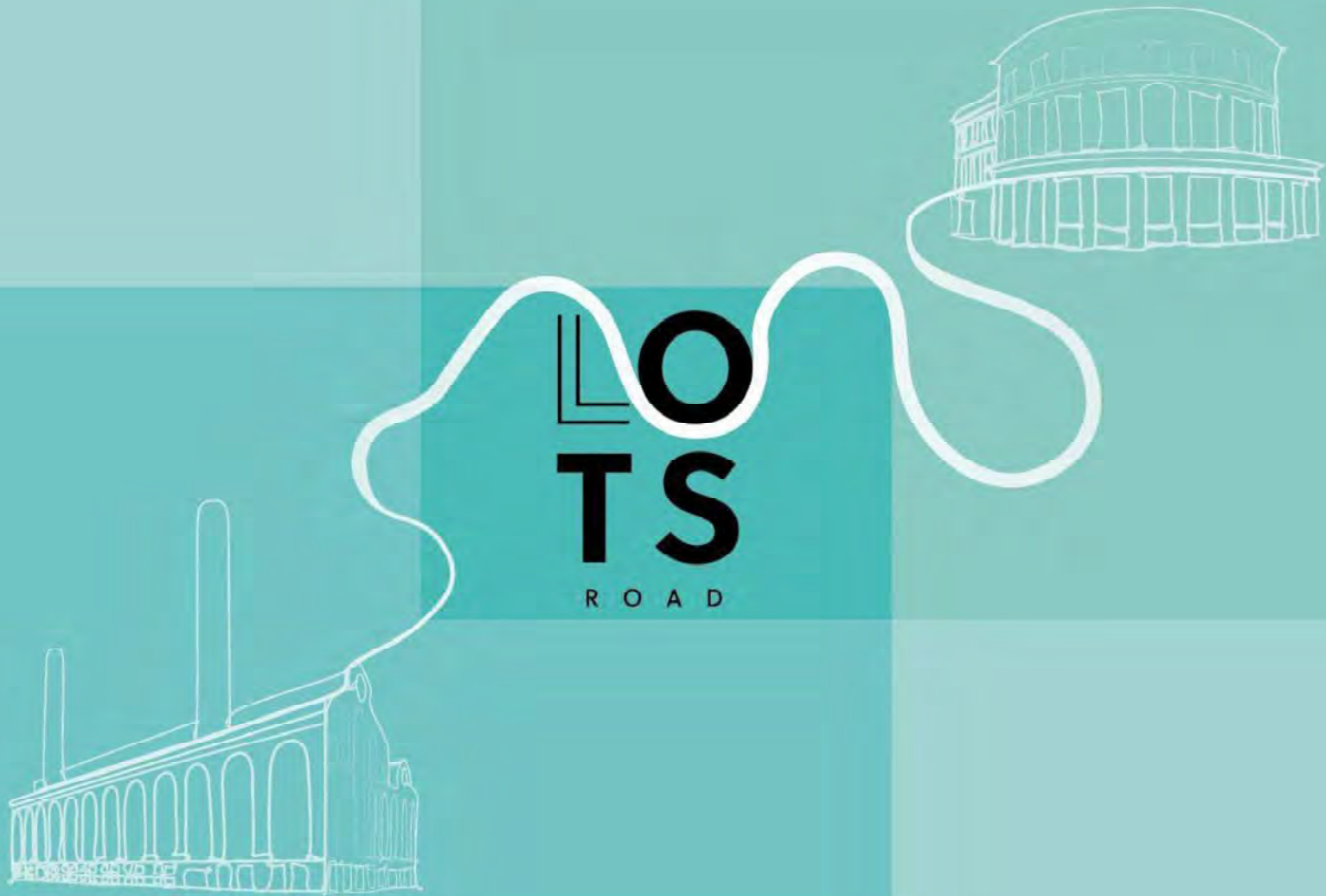
The Applicant used sentiment tracking across phases two, three and four of consultation, and saw an uplift in the amount of people that either supported the proposals in full or supported some parts but not others. Compared to the 2024 consultation, in 2025 there was a 29% increase in support for the proposals, and a 16% decrease in those that do not support the proposals.

Following each phase of consultation, the Applicant has made considerable efforts to refine the scheme and ensure that the feedback shared is taken onboard and reflected where possible in the designs. They have also published summary reports on the feedback received after each phase of consultation, demonstrating a very considered and transparent approach to local engagement.

The Applicant has committed to maintaining close engagement with the local community after the application has been submitted and throughout the planning and construction process. This will include the establishment of a Construction Working Group (CWG) to manage construction and ensure the community are kept updated on the progress of the scheme.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.





**LR47**  
**Statement of Community Involvement**  
**LCA**

# Appendices

**Appendix A:** Stakeholder list

**Appendix B:** Flyer - Phase One

**Appendix C:** Newsletter – Phase One

**Appendix D:** Stakeholder letter – Phase One

**Appendix E:** Meet the Team event boards – Phase One

**Appendix F:** Feedback report – Phase One

**Appendix G:** Flyer – Phase Two

**Appendix H:** Stakeholder letter – Phase Two

**Appendix I:** A6 handout – Phase Two

**Appendix J:** Exhibition boards – Phase Two

**Appendix K:** Feedback form – Phase Two

**Appendix L:** Feedback report – Phase Two

**Appendix M:** Auction House update newsletter – Phase Two

**Appendix N:** Flyer – Phase Three

**Appendix O:** Stakeholder Letter – Phase Three

**Appendix P:** Exhibition boards – Phase Three

**Appendix Q:** Feedback form – Phase Three

**Appendix R:** Feedback report – Phase Three

**Appendix S:** Flyer – Phase Four

**Appendix T:** Social media adverts – Phase Four

**Appendix U:** Stakeholder letter – Phase Four

**Appendix V:** Exhibition boards – Phase Four

**Appendix W:** Feedback form – Phase Four

**Appendix X:** Feedback report – Phase Four



## Appendix A: Stakeholder list

\*Political stakeholders updated in Autumn 2024

Type	Name	Role
<b>POLITICAL STAKEHOLDERS</b>	Cllr Elizabeth Campbell	Leader of Royal Borough of Kensington and Chelsea
	Cllr Emma Will	Lead Member for Culture, Leisure and Community Safety at Royal Borough of Kensington and Chelsea
	Cllr Kim Taylor-Smith	Deputy Leader and Lead Member for Employment, Culture and Economy at Royal Borough of Kensington and Chelsea
	Cllr Cem Kemahli	Lead Member for Planning and Public Realm at Royal Borough of Kensington and Chelsea
	Cllr Sof McVeigh	Lead Member for Housing Management, Housing Safety and Building New Homes at Royal Borough of Kensington and Chelsea
	Cllr Laura Burns	Ward councillor for Chelsea Riverside
	Cllr Gerard Hargreaves	Ward councillor for Chelsea Riverside
	Cllr Sonia Zvedeniuk	Ward councillor for Chelsea Riverside
	Cllr Jose Afonso	Ward councillor for Parsons Green and Sandford
	Cllr Adrian Pascu-Tulbure	Ward councillor for Parsons Green and Sandford
	Ben Coleman MP	Member of Parliament for Chelsea and Fulham
	James Small-Edwards AM	Assembly member for Hammersmith and Fulham, Kensington and Chelsea and City of Westminster
<b>COMMUNITY GROUPS</b>	RKC Citizen Panel members	
	Chelsea Reach Boat Owners Association	
	Cheyne Walk Trust	
	Lots Village Chelsea Association of Residents and Businesses	
	World's End Estate Residents Association	
	Cornwall Mansions	
	The Chelse Society	
	Big Local	
	Chelse Theatre	
	Cremorne Watersports Centre	
	Flashpoint Centre	
	Brompton Cemetery	
<b>BUSINESSES</b>	Heatherley School of Fine Art	
	Chelsea Academy	
	WeStart (Butterfly Project)	



	RBKC and LBHF Youth Councils	
	Hatchwell Antiques	
	Phoenix Trading Company	
	Vittorio Ragone	
	Robert Langford	
	MAB	
	Fameed Khalique	
	Coach House	
	Crucial Trading	
	Ed Butcher	
	River Thames Moorings	
	Morley College	
	Vestalia Chilton, Kensington and Chelsea Art Week	
	Nicholas Zervoglos Architects	
	Stefania Rinaldi	
	Tom Faulkner Handmade Furniture	
	Lots Road Pub	
	Chelsea Yacht and Boat Company	
	Ashburnham Community School	
	Design Centre Chelsea Harbour	
	606 Club	
	Kensington, Chelsea and Westminster Chamber of Commerce	
	Chelsea Muslim Community	
	RBKC – City Living Local Life	
	Lots Road Group – Portrait Painters	
	Kensington and Chelsea Social Council	
	Anthony Redmile	
	Nordic Style London	
	Rebecca Scott	
	Robert Spurway	
	Ventique	
	Objet Lux	
	Christopher Moore	
	Ian Mankin	
	Bert & May	
	Kitchen Therapy	
	The Chelsea Ram	
	Lots Larder Kitchen	
	Access Self Storage	
	Riviere	
	Martin & Co	
	Entourage Collection	
	Elena Von	
	Shiraz	
	Exotikka of India	



# Lots Road South: Come and meet the team!



**Mount Anvil** is delighted to have been appointed by Kensington and Chelsea Council as development partner on the **Lots Road South site**.

We'd like to invite members of the community to **come and meet our team** and discuss how you'd like to be involved as we develop plans for the site.

These will be one-to-one meetings so please contact Sola to book your preferred time:

**Email:**

sestefanos@mountanvil.com

**Telephone:** 07551 578 523

## When:

**Wednesday 31st May**

10am - 6pm

**Tuesday 6th June**

10am - 6pm

## Where:

Worlds End Studios

132-134 Lots Road

London

SW10 0RJ



**Mount Anvil,**  
better London living



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA





Image of the Lots Road Auction House

# Get involved

## Help shape Lots Road South

### Delivering for the Lots Road community and the Council

At the beginning of this year, Mount Anvil was selected by Kensington and Chelsea Council as development partner for Lots Road South. We, Mount Anvil, are incredibly proud to have been entrusted with this important area of Lots Road, and over the next few months will be working hard to create a design which delivers on the aspirations of both the Council and the wider community.

We're right at the beginning of this journey, and in May this year started by hosting two meet the team events to introduce ourselves, speak to local neighbours and hear how people would like to be involved with the project.

**We want as many people as possible to be a part of this process and will be sharing regular newsletters like this one to keep you informed. This first update includes some background information about the project and what the Council would like this site to deliver, as well as how we're planning to engage with local people.**

It also includes information about a first workshop which we will be hosting with our newly appointed lead architect – PRP – later this month. We hope you find it helpful and are able to join us.



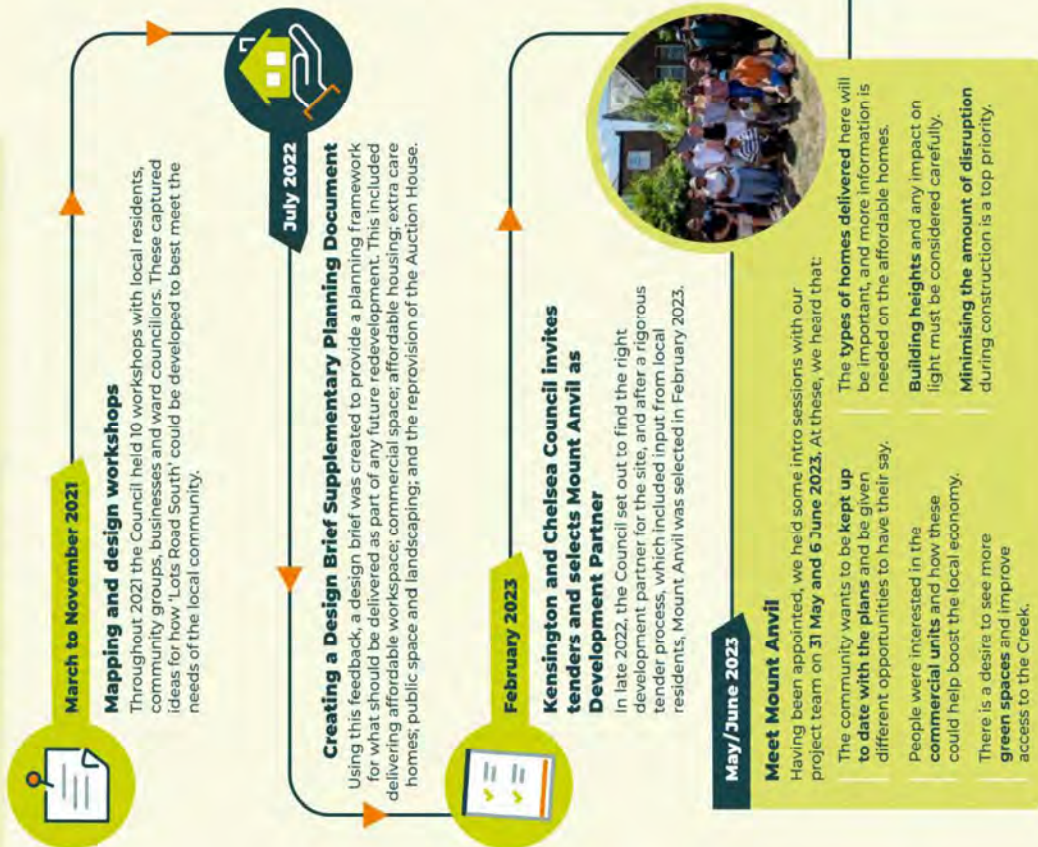
Image of Lots Road South site on the left, with the Lots Road pub on the right

**Interested in getting involved and attending our workshops?** Sign up to our mailing list – flip to the back page to find out how!



## Consulting on 'Lots Road South'

Before Mount Anvil was brought on board, Kensington and Chelsea Council consulted with the local community on its vision for the site and wider Lots Road area. Take a look at the timeline below to see what's happened so far and for a preview of what's to come.



## About Mount Anvil and why we were selected



We don't like to think of ourselves as a typical developer, but instead a company invested in long-term change and in becoming custodians of places. We've been doing this and delivering exceptionally designed and sustainable places in London for 31 years and counting. We collaborate with residents and communities to ensure we're building an outstanding place that residents are proud to call home. We respond to feedback in an open and honest way, and build relationships that last well beyond construction and opening. We care deeply about the legacy we leave in London – we're in it for the long term.

But don't take our word for it. At our project with Catalyst Housing, Friary Park Estate in Acton, the chair of the Residents' Steering Group, Cecilia Ardegebe, said:

**"Catalyst and Mount Anvil have ensured our views are heard and we feel they have really listened to us. The regeneration will deliver real benefits to the residents of Friary Park."**

This is the approach we take throughout the lifecycle of a project – from consultation to construction. We commit to doing things in the right way, communicating with people clearly, listening and responding to feedback and creating amazing spaces and communities.

## What's to come

### July 2023 to Spring 2024 Workshop sessions

Starting from July, we'll be holding a series of workshops alongside our architects. These sessions will be open to all and act as a forum where local people can talk directly to us in a really interactive way to shape the designs.

Each workshop will have a different theme, and we'll share all the feedback we get on our website [LotsRoadSouth.co.uk](https://www.lotsroadsouth.co.uk) and in future newsletters.

If you'd like to get involved, please register your interest with us using the details on the **next page!**

### Summer and Winter 2023 Public consultation sessions

Alongside these workshops, we plan to hold two public consultation drop-in sessions in the autumn and winter of this year. These will include public events about our plans and lots of images on how the designs are progressing. We'll advertise these widely and they'll be another opportunity for people to share their feedback. We'll post all our materials and feedback surveys online and in hard copy on request so everyone who wants to can be involved.

## Our early commitments for Lots Road South

We're still at a very early stage in our design process, but we want to be clear from the outset that we'll be respecting the Council's brief which was shaped by local residents. We're committed to delivering:

- 01 Space for the Lots Road Auction House** to enable them to have the opportunity to come back to a new facility on the site
- 02 A new community space** which meets local needs
- 03 Affordable workspace** to support local businesses
- 04 Commercial space which complements the existing character** to keep this site a vibrant part of Lots Road
- 05 65 extra care homes for social rent** for Kensington and Chelsea residents
- 06 New homes, including additional affordable homes** for social rent and key workers
- 07 New connections and public spaces** which prioritise people not cars



# Get involved – sign up to join our first workshop

We want to hear from you about the future of the Lots Road South site and are setting up regular workshops for those who want to get into the detail and work with the architect team.

Join us at our first workshop where we'll be looking at the design brief we've been given by the Council and discussing how we might go about achieving it.

## When:

Wednesday 19 July,  
6.30 to 8pm



## Where:

St John's Church, Chelsea, 461-463  
King's Road, Chelsea, London, SW10 0LU  
Just off World's End Place, less than  
10 minutes' walk from the site

## What are the workshops?

We'll host regular workshop sessions throughout 2023 and into early 2024. These sessions will be collaborative with members of the community working with project architects PRP on specific themes.

We'll use the feedback that we receive to shape the design of the scheme.



## How can I sign up?

To sign up, please scan the QR code, visit our website,  
or email us at [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)  
and we'll get you added to our invite list!



## Meet Sola – your Community Engagement Manager

"Hi I'm Sola, Community Engagement Manager at Mount Anvil, and I'll be your day-to-day contact for the Lots Road South project. I'm really looking forward to meeting you all and learning about your neighbourhood! Get in touch if you have any questions or want to meet up to discuss the project"



## Contact us

Please get in touch:

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07551 578523

📍 [LotsRoadSouth.co.uk](https://www.LotsRoadSouth.co.uk)



## Appendix D: Stakeholder letter – Phase One

Dear XX,

### RE: Lots Road South Consultation

I hope this email finds you well.

I wanted to introduce myself on behalf of Mount Anvil, who has recently been appointed by Kensington and Chelsea Council to bring forward development proposals for the Lots Road South site.

We are today launching our first phase of consultation with the local community and would like to invite you to take part and share your feedback with us.

We have created a dedicated project website, [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk), where you will be able to find all of the latest information about our plans as they develop as well as a bit more background about the site. We are also sending a community newsletter to neighbours, which will be landing on doorsteps over the next few days.

Our first design workshop is also taking place on 19th July between 6.30-8pm. Sign up to our [mailing list on the website or just reply to this email](#) to register your interest or read on for more information below.

### The story so far

Kensington and Chelsea Council, which own the site, has been considering the future of Lots Road South for several years and recently selected Mount Anvil as its development partner after a competitive tender process.

The Council held mapping workshops in early 2021 with local stakeholders, including residents' associations, local businesses and ward councillors, to capture feedback and ideas for how the Lots Road South site could be developed to best suit the local area and its community. Following this, a series of design workshops were held, which led to the creation of the Lots Road South Design Brief.

This Design Brief formed part of the tender process through which we were appointed as development partner in early 2023.

We are incredibly proud to have been entrusted with this important piece of the local area, and over the next few months will be working hard to create a design which delivers for both the Council and the Lots Road community.

### Get involved with our consultation

Following our initial 'Meet the Team' events last month, this first phase of consultation marks the beginning of our design development process with local people. We want to hear from you about your thoughts for the future of the Lots Road South site and are keen to encourage as many people as possible to take part.

We will be setting up regular design workshops, open to all, and personally inviting everyone who was involved with previous consultations undertaken by Kensington and Chelsea Council. We will also be holding lots of other events, exhibitions and community days and offering a number of different ways to take part, including online via our website over the coming months.



**Our first workshop will be held on Wednesday 19<sup>th</sup> July between 6.30-8pm**, where we'll be looking at the design brief we've been given by the Council, which sets out what the project needs to deliver, and together discussing how we might go about achieving this.

**To sign up simply reply to this email.**

We'll be meeting regularly until we submit our planning application, which we are presently targeting for Spring 2024, and would be delighted if you could make it.

If you have any questions in the meantime or would like to set up a separate meeting with us, please do let us know.

Many thanks,



# Lots Road

## The story so far

**Kensington and Chelsea Council selected Mount Anvil as its development partner for Lots Road South in February 2023 and in May 2023 we exchanged contracts to proceed with the development partnership.**






Mount Anvil will lead the design process, submit a planning application and, if planning permission is granted, deliver the Lots Road South project. We will be providing extra care homes, affordable workspace and a community space back to Kensington and Chelsea Council.

### Community Engagement

Mount Anvil will be picking up where Kensington and Chelsea Council left off and continuing engagement with the community to develop specific plans for the site.

- Kensington and Chelsea Council has previously consulted the community through **mapping workshops and design workshops** in 2021/2022 and your views have fed into the adopted Lots Road Design Brief Supplementary Planning Document (SPD) which sets out the vision for the site.
- The Mount Anvil team **met some of the community in October 2022** as part of the bid selection process and your views fed into our selection...thank you!

**The design brief sets out the vision for the site and outlines the requirement to specifically deliver:**

-  65 extra care social rent homes
-  Reprovision of the Lots Road Auction House
-  C.5,000sqm commercial floorspace including community use and affordable workspace
-  A mix of private and affordable homes
-  Improvements to Chelsea Creek, landscaping and public realm



Aerial view of Lots Road South site

### The story so far



**MOU  
NTA  
NVIL**

**KENSINGTON  
AND CHELSEA**



# Lots Road

## Meet your project team



**Sola Estefanos**

Community Engagement Manager

Sola will be organising events with the community and is your day to day contact.



**Nicola Bale**

Senior Development Manager

Nicola manages the project day to day, ensuring we're incorporating your feedback into our design vision.



**Emma Foster**

Senior Design & Development Director

Emma is our design and development specialist, ensuring we're creating an outstanding place.



**Marcus Bate**

Partnerships, Communities and Sustainability Director

Marcus is responsible for our partner and community engagement, ensuring you are involved in the process.



**Alun Tomas**

Delivery Director

Alun will oversee the construction of the project.



**John Kelly**

Logistics Manager

John will be on the street during construction making sure it's safe and ensuring you can get on with your day.

### Supported by:

**PRP**

Architect

**BDP.**

Landscape Architect

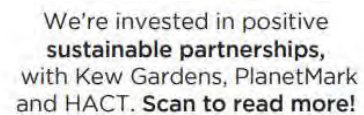
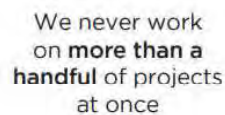
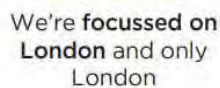
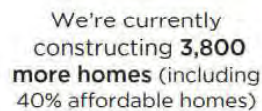
**ROLFE JUDD**

Planning Consultants



# Who we are

As an integrated developer contractor, we build the projects that we get planning permission for, and our work is always in partnership with housing associations and local authorities.



- We were thrilled to be named Developer of the Year at the 2023 RESI Awards, following being awarded Housebuilder of the Year at the Building Awards 2020.
- Our approach to building safety is underpinned by our culture. We won the RoSPA Gold Award in 2022 for health and safety, as well as winning Considerate Constructors' awards on every one of our projects.



# Mount Anvil

## Some of our recent projects



### Barnsbury Estate, LB Islington

914 homes, including 425 social rent affordable, 700sqm community space, 2 new parks and multi-use games area. Planning permission granted in 2022.

#### Working with the community we:

- Partnered with London Lions Basketball team, working with local young people to design a replacement community basketball court.
- Held monthly Estate Transformation events.
- Held design working groups – influencing architecture and Canalside landscape design.



### Hampstead Manor, LB Camden

156 homes within converted Grade II Listed Buildings and new buildings within Conservation Area. Completed in 2019.

#### Working with the community we:

- Set up Neighbourhood Forum working groups.
- Created the Hampstead School of Art design sculpture trail.
- Involved the community in the design of landscaped garden.



### Keybridge School, LB Lambeth

125 homes and a new primary school building. Completed in 2021.

#### Working with the community we:

- Developed our approach to demolition from a number of options.
- Co-designed the school and community spaces.



### Queens Wharf, London Borough of Hammersmith and Fulham

156 homes and 8,633sqm theatre and arts facility adjacent to Grade II\* Listed Hammersmith Bridge. Completed in 2018.

#### Working with the community we:

- Used feedback to shape our construction management plan to reduce disruption.
- Set up dedicated cycle routes for safe access.



# Our focus

## on communities



A Barnsbury resident event with the London Lions



One of our monthly resident design group meetings underway



Our Alun Thomas taking a resident steering group on a tour of Keybridge, in Lambeth



Councillors Holland, Jarnecki & Anyanwu at a tour of our completed Wyvil Primary School, Lambeth



Residents moving into their new homes at Friary Park



Our Crystal celebrating Eid with Newlon residents at Barnsbury, Islington



James doing a spot of volunteering as part of our engagement with Barnard Park Adventure Playground, a stakeholder adjacent to our Barnsbury scheme, Islington



A community consultation event for our St John's Hill scheme in Clapham



# Your feedback

so far

**We've heard various themes of feedback from the workshops held by Kensington and Chelsea Council regarding the Lots Road South development.**

From this, we know that the following areas are important to you:



## **A vibrant community**

- New development needs to contribute to a **sense of community**
- Extra care homes should have **access to adjacent outdoor space/garden**, perhaps near Heatherley's
- Must create an **appealing offer for businesses** – an attractive area, practical facilities



## **Safety and security**

- **Designing out crime:** Areas should be clear, with no hidden parts that would encourage antisocial behaviour
- "Clear views should be maintained so that **neighbours, commercial and domestic, can see entrances**"



## **A mix of uses**

- **Diversity of activities** along the street frontage is essential
- Should **feel like a community** for people living in the site and be inviting for people walking past
- **Opportunities** for employment to be varied – workshops, cafes, shops
- Importance of **affordable commercial space**



## **Public space**

- Public access to the **creek**
- Provide **community space**



## **Preserving the character of the area**

- Ensuring that Lots Road is **brought to life with ground floor uses**
- **Lots Triangle** - maintaining the Employment Zone
- Auction house has clear character

**And we want to hear more...**



# Our commitments

## to you



1. We'll listen and learn from you



3. We'll invest in the Lots Road community



5. You'll help us to shape a design that protects the character of Lots Road

2. You'll feel safe for the duration of the project and we'll minimise disruption



4. We'll do what we say we'll do



6. We'll create a high quality place, environment and buildings



# Help shape

## our consultation

SHARE YOUR  
FEEDBACK USING  
THE POST-IT  
NOTES

How would you like to be involved?

What would you like to see in the new community space?

What parts of the Lots Road character would you like to see in a new development?

When is the best time to hold events?

What do you like most about the area? What would you like to see improved?

What sort of uses would you like to see in the commercial spaces?

What kind of affordable housing would you like to see?

What would you like to see in the public spaces?

Do you have any other comments?

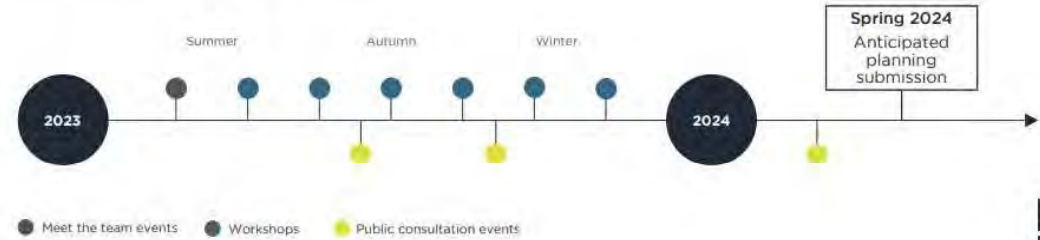
**Keep in touch**

✉ [sestefanos@mountanvil.com](mailto:sestefanos@mountanvil.com)

☎ 07551578523

🌐 [mountanvil.com](http://mountanvil.com)

### Consultation programme:





# Event overview

## The workshop and activities

We held our first community workshop on Wednesday 19 July from 6:30-8pm at St John's Church, Chelsea.

Thank you to everyone that joined us, we want to use these sessions to hear from local people about how we can best deliver the proposals for Lots Road South. We want to ensure that we bring forward a development that works within the Council's design brief, but also works for the local community too.

At our first workshop session, we wanted to understand local people's thoughts on:

- The site's constraints and opportunities
- Where the ground floor uses should be positioned
- How height and massing should be distributed across the site.

We asked attendees to take part in three short tasks to help us understand these key things, and we've produced the following summary of the activities.



# The team

The event was hosted by the project team, including:



Development partner



Sola Estefanos  
Community Engagement Manager



Nicola Bale  
Senior Development Manager



Marcus Bate  
Partnerships, Communities and Sustainability Director



Alun Thomas  
Delivery Director



Emma Foster  
Senior Design and Development Director



John Kelly  
Logistics Manager



Gavin Hudrich  
Head of Mixed Use



Craig Sheach  
Partner



Isla Cubitt  
Associate



Shannan Kamalaneson  
Architectural Assistant



Local authority and landowners



Martin Mortimer  
Lots Road Project Team



Alexander Anrude  
Lots Road Project Team



Michelle McNally  
Lots Road Project Team



# 1. Site considerations

As part of a group discussion, we asked people to share what they thought the site's constraints and opportunities were.







People mentioned that our proposals should be sensitive to:

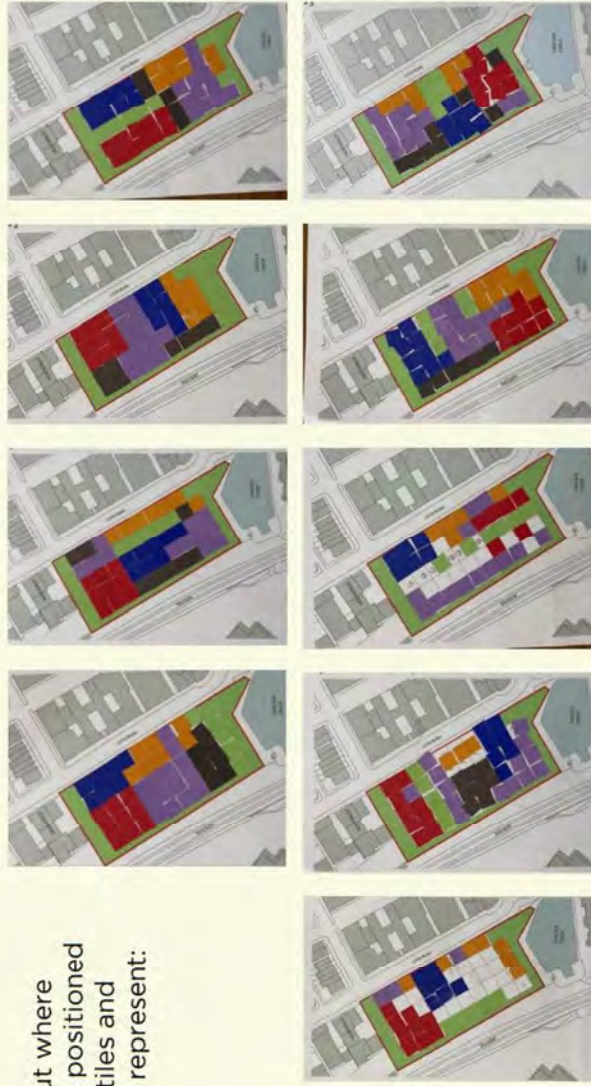
- Lots of Road being narrow and congested
- Existing local nightclubs and noise
- Any neighbouring windows and impact on daylight
- The conservation area
- Overlooking recreation space at the Academy
- An increase in population and the impact this could have on local amenity and services



## 2. Ground floor layout

For task two, we asked attendees to map out where they would like to see the ground floor uses positioned on the site. Attendees were given coloured tiles and asked to place these on a map. The squares represent:

-  Workspaces / residential entrances
-  Extra care / community centre
-  Open space
-  Retail / café
-  Auction House
-  Support space (e.g. bin stores, cycle parking)



## 2. Ground floor layout

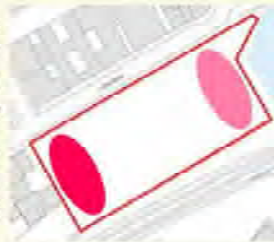
Our initial analysis of this task found that while there were varying opinions on where each use should go, some common themes did emerge.

### Open space



Open space was located along Lots Road, the Creekside and through the middle of the site

### Extra care / community centre



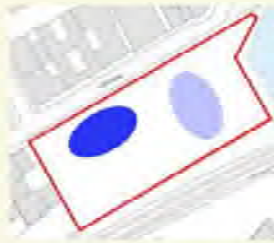
Extra Care / Community Centre located at the North of the site next to Heatherleys, with some placing this along the Creekside

### Retail / cafe



The Café / Retail space was positioned on Lots Road, next to existing or proposed open space along the creek

### Auction House



The majority of the reprovided space for the Auction House was placed on Lots Road

### Workspaces / residential entrances



The space for Workspace / Residential was placed on the railway side, with minimal frontages on Lots Road

### Support

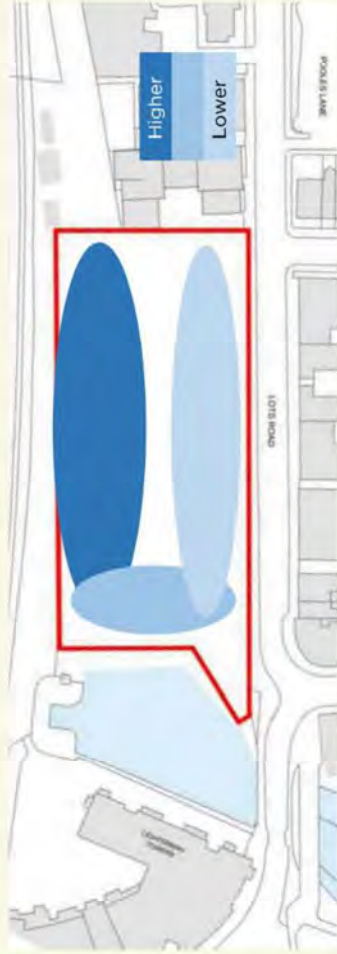


Overall, support was positioned along the railway side



### 3. Height and massing

We asked attendees to place blocks on a model to show how they thought the height and massing should be distributed.



The above diagram shows the analysis of our third task, with height mostly positioned along the railway and some along the Creek.

The exercise showed that most people preferred height to be positioned away from Lots Road.



# Other feedback

## Height and density

- The proposals should be sensitive to the conservation area and height of the three-storey buildings across the road.
- Concerns about any height on this site with references to 'canyonisation'
- Height should be positioned to the back of the site to help ensure that it is sensitive to Heatherly School of Fine Art and does not impact on its light.
- There are too many uses proposed here.

## Homes

- Clarification on why private homes are needed to help fund the proposals and why this cannot be funded by the council.
- The extra care provision should be separate from the rest of the proposals with access to green space.
- Request for the homes to be sold locally rather than overseas.

## Engagement

- Concerns that the community's feedback will not be meaningfully considered.
- More time is needed at events for Q&A with the project team.
- Future events should be held in a more convenient location (closer to the site) and with better acoustics.

## Public space

- It would be good to see a pedestrian link between Chelsea Harbour and the Kings Road
- The proposals should have more green and open space.
- Create a new cycle link under the railway.
- A good opportunity to unlock the creek and create a new green route.
- Important to consider how security is managed in any new open spaces or routes.



# Thank you

## Next steps

We're working to integrate your feedback, where possible, to develop our designs.

We're aiming to present our early proposals after the summer and will be in touch in due course to share more detail about our next phase of engagement.

If you have any questions in the meantime, please contact Sola:



07551 578523



[LotsRoadSouth.co.uk](mailto:LotsRoadSouth.co.uk)



[lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)





Image of the Lots Road Auction House

# Lots Road South

## See our early designs

**Mount Anvil and Kensington and Chelsea Council are developing a design for Lots Road South which delivers for both the borough and local communities.**

Following our Meet the Team events in May and first design workshop in July, we've been using the valuable feedback that we received from the local community to help develop our early designs. We're now launching a public consultation so that we can share our emerging plans and hear your feedback.

Attend one of our drop-in events in **The Plaza, 535 King's Road (entrance on Lots Road):**

**Tuesday 3 October from 4.30pm to 7.30pm**  
**Thursday 5 October from 8am to 11am**

If you're unable to make it, our project website **lotsroadsouth.co.uk** will be updated with all of the information from the events including a digital survey where you can share your feedback.



**MOUNT ANVIL**

  
THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA





## Our design brief

**We're working to a brief that has been set by the Council and was shaped by their workshops with the community in 2021. We're committed to delivering:**



**Space for the Lots Road Auction House** to enable them to come back to a new facility on the site



**65 extra care homes for social rent** for Kensington and Chelsea residents



A new **community space** which meets local needs



New homes, including **affordable homes**



**Affordable workspace** to support local businesses



More open and **green public space**



Commercial space which **complements the existing character** to keep this site a vibrant part of Lots Road



### Get in touch

Sign up to our mailing list to receive the latest updates directly to your inbox, including how you can attend our next workshop. Scan the QR code to join!

### Contact Sola, your Community Engagement Manager

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07551 578523

➡ [LotsRoadSouth.co.uk](https://LotsRoadSouth.co.uk)



## Appendix H: Stakeholder letter – Phase Two

Dear XX,

### RE: Lots Road South Consultation – Public drop-in events

I hope this email finds you well.

I am writing with an update on our public consultation for Lots Road South. As you are aware, our first phase of consultation began in May where we held our Meet the Team events for the community to come and meet the project team.

We have since held our first workshop in July, where attendees examined the brief given to Mount Anvil by the Council and explored ways that this brief could be met. We used 3D and 2D models to experiment with different options for the new building and the location of various uses at ground floor on the site.

We have created a summary of feedback from this event, which can be read on our website [here](#).

This feedback, along with feedback we've heard at our meet the team event in May/June 2023 has been crucial as we have started design work for the site and, as a result, we are now pleased to be able to show the emerging proposals.

### Join us at our public drop-in events to learn more

- Tuesday 3 October 2023, 3pm – 7:30pm
- Thursday 5 October 2023, 8am – 11am

These drop-ins will be held in The Plaza, 535 King's Road (entrance on Lots Road) and will be open to all, providing residents with the opportunity to learn more, ask questions and provide feedback on the proposals and early designs.

We will be holding further workshops and events over the coming months. Our project website, [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk), will continue to be updated with all the latest information about our plans as they develop. We will also continue to send update newsletters to neighbouring residents and businesses, and the latest newsletter has been attached to this email.

We would also like to offer you a meeting and project briefing either online or in person to discuss the proposals with the team before the public drop-in dates. If this is something you would be interested in, please reply to this email / email [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com) and we can arrange a suitable time.

If you have any questions in the meantime, please do let us know by emailing the above address.

Kind regards




# Help us shape Lots Road





Aerial image of the site and surrounding area


- 

**Space for the Auction House** to return to the site
- 

A **community centre** to meet local needs
- 

**Commercial space**, including affordable workspace
- 

A **café/retail unit** on the Creekside
- 

**New homes**, including affordable homes and extra care housing
- 

**New public space for the community to enjoy**, including opening up the Creek



**Mount Anvil and Kensington and Chelsea Council are developing a design for Lots Road South which delivers for both the borough and local communities.**

We are committed to working with the local community and we want as many people as possible to be part of our consultation.

We'll be holding a range of events, from workshops to drop-in sessions and will be regularly updating our website with information about the project.



**Get in touch**

To find out more, share your feedback or ask questions:

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

📍 [LotsRoadSouth.co.uk](http://LotsRoadSouth.co.uk) ☎ 07551 578523



Find out more and get involved



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA





Aerial image of the site and surrounding area

# Lots Road South

## Welcome

Thank you for visiting this exhibition. Find out more information about our emerging proposals for Lots Road South, including how we've shaped our early designs using feedback from the local community and key stakeholders.

You can ask questions of the project team and share your feedback with us:

- ▶ Talk to a member of the project team
- ▶ Complete a feedback form
- ▶ Take part in the interactive elements of our boards
- ▶ Email us at [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

## About the site

The Lots Road South site is located in the south west of Lots Village, bounded by the Chelsea Creek to the south and the railway line to the west.

It's home to the much-loved Lots Road Auction House and local show rooms, as well as a car compound and the Council's highway service depot.

The highway service will be moving to a consolidated depot to the north of the site, with the car compound relocating elsewhere in the borough.

We will be providing space for the Auction House in our proposals to ensure that they remain on site.

We know that this is a really important site which has an active community that really cares about the character and future of the area.

Mount Anvil is incredibly proud to have been entrusted with this development alongside Kensington and Chelsea Council. We want to take this opportunity to deliver something at Lots Road South that provides benefits to residents of all ages and backgrounds, and transforms the site into a focal place for the community.



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AND CHELSEA



# The story so far

## Mount Anvil was selected by Kensington and Chelsea Council as development partner for Lots Road South at the beginning of 2023.

Before Mount Anvil was brought on board, Kensington and Chelsea Council consulted with the local community on its vision for the site and wider Lots Road area. This has informed the approach to the emerging proposals. Take a look at the timeline below to see what's happened so far and a preview of what's to come.

### Your feedback so far

We've really valued speaking to the local communities of Lots Road over the past few months. We've heard a range of different views and have looked to reflect these in the emerging proposals that we're presenting today.

The key feedback that we heard at the workshop related to:

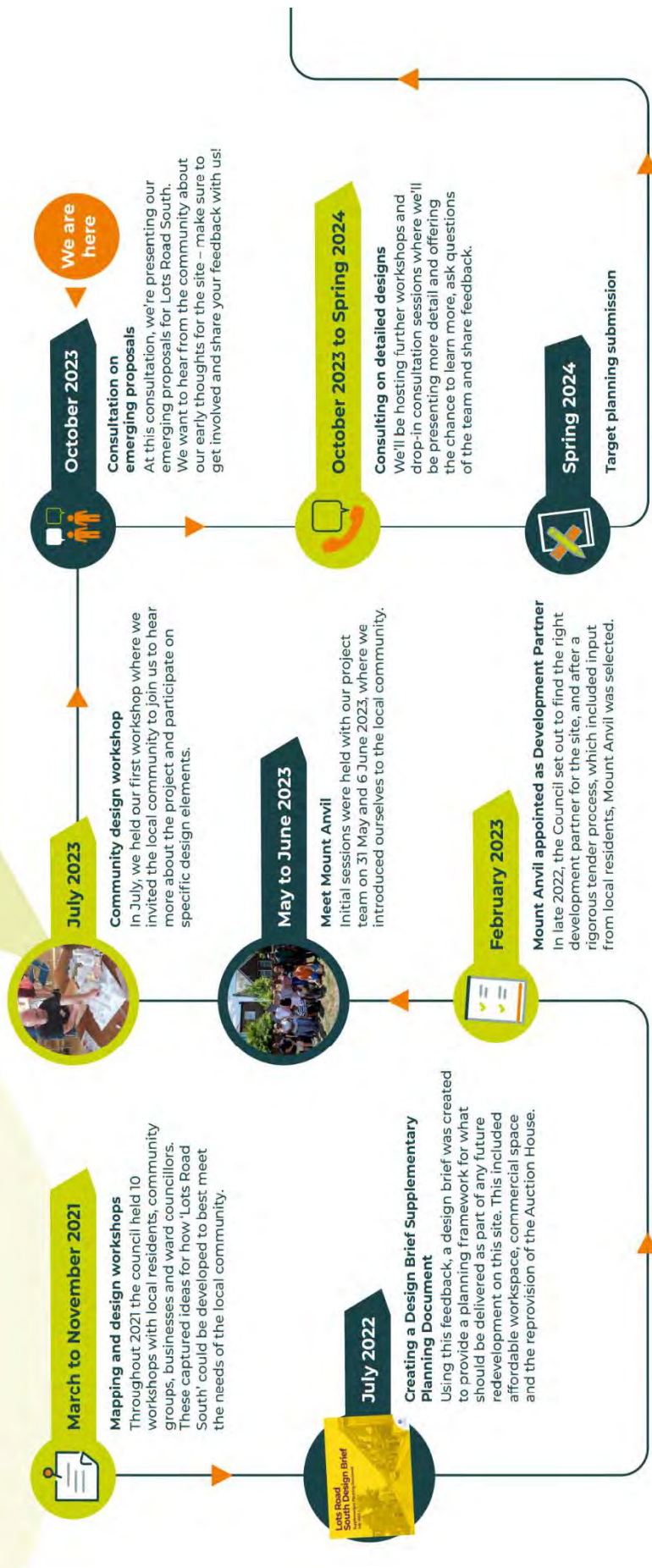
- ▲ Height and density
- ▲ New homes
- ▲ Consultation approach
- ▲ Public spaces

More detail of these can be found on each board, or you can view the full feedback report at this event or on our website – scan the QR code to read more.



### Get involved

Make sure to stay up to date with our consultation by signing up to our mailing list. Scan the QR code to join and get all the latest updates.





# Development principles and our proposals

## Development principles

The site is located in both the Royal Borough of Kensington and Chelsea and the London Borough of Hammersmith and Fulham which means both local authority planning policies apply across the relevant parts of the site.

**What is the local planning policy here?**

The overall site is allocated in Kensington and Chelsea Council's Local Plan to deliver employment space, new homes, affordable extra care homes and improved public realm around the Creek.

**From planning policy to design principles**

Following consultation with local groups and residents in 2021-2022, Kensington and Chelsea Council created and adopted a specific Supplementary Planning Document (SPD) for this site. This was shaped by local feedback and sets out a clear design brief and series of principles for any future development to follow.

**The full SPD can be viewed by scanning the QR code, but includes:**

<b>Extra Care</b>	<b>Character</b>	<b>Height</b>	<b>Community space</b>
Locate the extra care use in an optimal location for future residents following the principles of Design for Dementia	Ensuring the architecture and materials reference the character of the area	The development should locate taller buildings away from Lots Road to more suitable parts of the site	Space to allow for a wide range of activities including meetings, celebrations, training, and events
<b>Employment zone identity</b>	<b>Landscaping</b>	<b>Commercial activity</b>	<b>Light to Heatherley School of Fine Art</b>
The character of the development should be led by the employment use, with the commercial space suited to meet the needs of the end user	Creating attractive, welcoming outdoor space which makes a feature of the Creek	Create business opportunities on Lots Road with variety of commercial uses at ground floor	Ensure the development does not compromise the quality of the light to or overlook Heatherley's east facing windows



Aerial and surrounding context of Lots Road South

## Our proposals

**New employment spaces,** including approximately:

- 1,125sq.m. for the **Auction House** to return to the site
- 120sq.m. **community centre** to meet local needs
- 700sq.m. **affordable workspace** to support local businesses
- 160sq.m. **cafe / retail** on the Creekside
- 1,800sq.m. **flexible commercial space** which could be workspace / retail showroom space

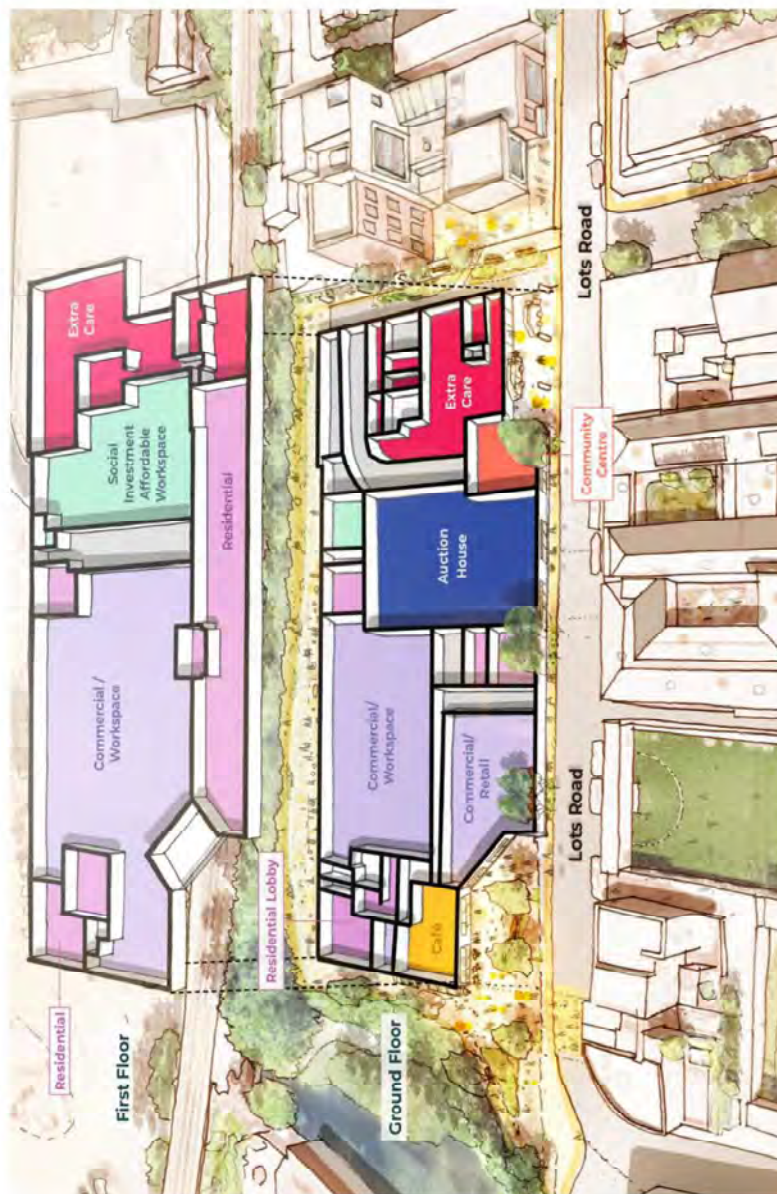
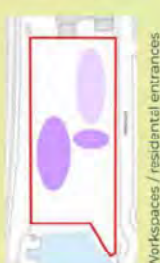
Around **260 new homes**, including 50% affordable housing, which includes 65 social rent extra care housing

**New public space** for the community to enjoy, including opening up the Creek

# Contributing to Lots Road's employment offering

## Our approach to the ground floor

Attendees at workshop 1 shared where they would like to see ground floor uses positioned on the site. While there were some varying thoughts on where each use should go, they were generally placed in the following areas:



# Greener and more welcoming public spaces

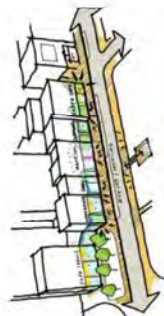
Our landscape approach is guided by a set of clear design principles which we've set out below. Together, these create a much more welcoming environment, with new open spaces that have their own distinct character.



Maximise the creek edge



Create a sense of arrival on Lots Road opposite the pub



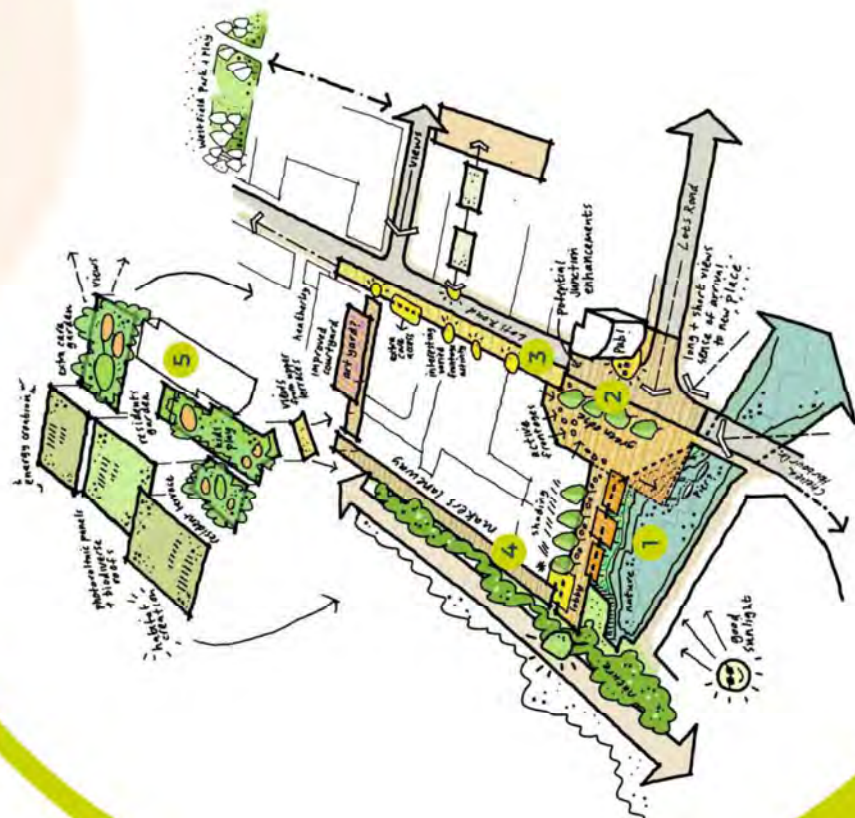
Promote a vibrant street



Establish a green route along the western edge



Create a green and playful heart to the scheme providing amenity space for all residents



## You said

There should be more green and open space across the site, as well as unlocking the creek. **FF**

Landscape architect BDP has sketched out some early ideas for the landscaping on the site, including a new community square by the Creek fronted by a café.



# Creating new public space on Chelsea Creek

The development of Lots Road South offers an excellent opportunity to open up Chelsea Creek for the community to enjoy.

We'd love to hear any ideas you have for this space. We're open to exploring different types of landscaping and community activities. We want to shape this part of the site so that it best suits the people that will walk by and enjoy it.

Place a sticky dot next to the images that you like the most and share any further ideas with us by writing on a post-it note!

**What type of landscaping would you like to see here?**

Soft landscaping



Hard landscaping



Somewhere in between



**What activities would you like to see?**

Play space



Grow gardens



Markets and events space



Other



# Delivering a variety of homes for local people

An important part of our brief for this site is the delivery of much-needed homes, including affordable homes.

Our current proposals are to provide:

- Around 260 homes
- 50% affordable homes (including 65 social rent extra care housing)
- 50% homes for private sale

## Extra care housing



We will be providing 65 affordable extra care dwellings within the development for residents of the borough, which the Council will manage.

Extra care housing provides a home for life, offering a variety of levels of care and providing an environment for residents to live independently. Residents have their own apartment and there are also a variety of facilities including communal dining, activity rooms, hairdresser/therapy room and outdoor gardens.



## Extra care housing workshops

We're holding workshops with existing extra care housing providers and residents. From our conversations so far, the following key themes have emerged:

- Safety and security within the building
  - The use of communal amenities including lounge, dining room, hairdressers, and treatment room
  - Garden access, seating, shading and gardening opportunities
  - The design of their apartment including accessibility in the kitchen and shower rooms
- Feedback from the ongoing focus groups will be incorporated into the designs for the extra care, communal and outdoor spaces at Lots Road.

You said

Why does there need to be private homes delivered here? Can't it just be extra care homes and the community spaces? "



The development aims to provide a range of benefits to the community and the wider borough and will need to include private homes for sale in order to deliver these. The provision of homes is also included within the Council's development brief for the site.

You said

You should ensure that there are separate, private green spaces for extra care residents. "



Our plans include provision of private green space for extra care residents and will be designed with their needs and safety in mind. We've held focus groups with existing extra care providers to ensure that our proposals best suit service users. We've heard how important the outside spaces are for residents and how they like to garden - this is something we will be incorporating.





# Our approach to height and design

You said

“Any height, if any at all, should be placed next to the railway line, and step back on Lots Road.”

With this feedback in mind, we have developed early missing proposals which have placed the height in the southwest corner and kept it low along Lots Road.

## Your feedback

At our first community workshop, we talked together about the early designs for the site previously presented by the Council and asked attendees to position blocks on a model to show how they would go about arranging height and massing here.



## Our early designs

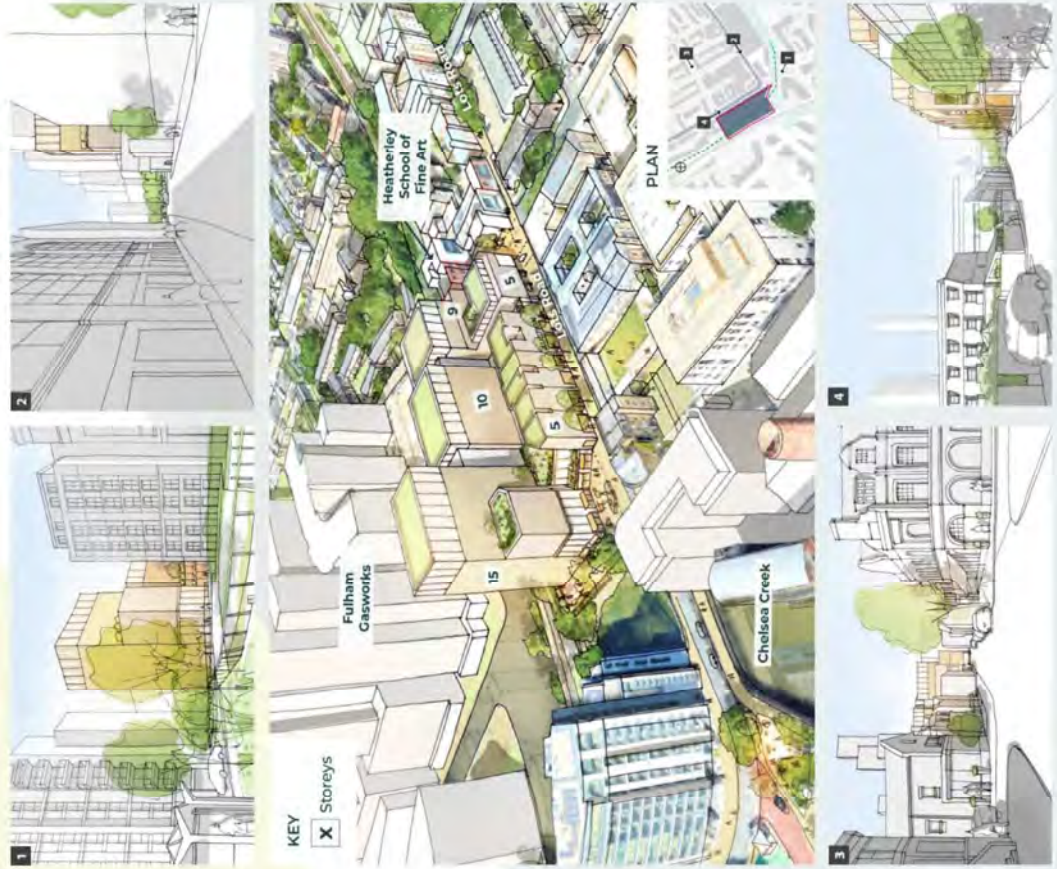
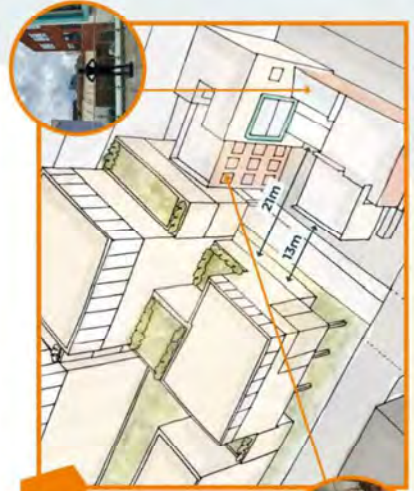
As a result of this feedback and our research into the local area, we have developed our proposals:

- 01** Lower buildings positioned along Lots Road which are respectful of neighbouring properties.
- 02** Buildings pushed back from the southeast corner to create new public realm.
- 03** Lower buildings which also step back from the Heatherley School of Fine Art.
- 04** Taller buildings positioned along the railway line, stepping up in height to the southwest corner.

## Respecting light to Heatherley School of Fine Art

We've surveyed the local context and will ensure that the designs are respectful to neighbouring buildings and impact on daylight/sunlight is minimised.

A particular priority is ensuring that the development does not compromise the quality of light to Heatherley School of Fine Art. As such, we have set the building away from the boundary and will position windows to avoid overlooking.



# Next steps

Thank you for taking the time to review the emerging proposals for Lots Road South. We'll now be considering your feedback and questions that we've heard during this consultation and will be working with our teams to further develop our proposals. We're aiming to share more detailed designs later this year.

We will also be holding our second design workshop soon, so please speak to a member of the team or sign up online if you're interested in taking part.



Sign up to our mailing list

## You said

"I'd prefer to just see the proposals as they are and then share comments and ask questions, rather than a workshop session."

We've heard that people like to engage with consultations in different ways, and to ensure that we get as many people involved as possible in our consultation, we'll be hosting a range of events and ensuring that all information can be accessed digitally as well as in-person.

You can also fill in our feedback form and let us know how you'd prefer to engage.

## Timeline



## Leave your feedback

We want as many people as possible to get involved with our consultation and share their feedback on our proposals. You can let us know your thoughts in a number of ways:

- ▶ Talk to the team
- ▶ Fill out a feedback form

- ▶ Contact Sola, Community Engagement Manager:

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07551 578523



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# Lots Road Feedback Form

Name ..... Phone .....

Email ..... Post code .....

☐ I agree to be contacted about the proposals for Lots Road South.

London Communications Agency (LCA) is our community engagement specialists and is supporting us on our community consultation for this project. As part of this, LCA will be the controller of your personal information. For more information on how LCA will use your personal information, please visit: [londoncommunications.co.uk/privacy-policy](https://londoncommunications.co.uk/privacy-policy)

**Q1. What do you think of our proposals for Lots Road South?**

- ☐ I strongly support them      ☐ I support some parts  
☐ I'm not sure yet      ☐ I don't support them

**Let us know why you think that**

.....  
.....  
.....

**Q2. What are you most excited to see brought forward at Lots Road South?**

- ☐ Space for the Auction House      ☐ A community centre      ☐ Commercial space  
☐ New homes, including affordable and extra care housing      ☐ Café / retail unit  
☐ New green, public spaces      ☐ Other (please specify)

.....

**Q3. We're proposing to deliver flexible commercial space on the ground floor.  
What type of occupier would you like to see here?**

- ☐ Café    ☐ Retail / showroom space      ☐ Convenience store  
☐ Workspace for local people/businesses      ☐ Other (please specify)

.....  
.....



**Q4. We've proposed new landscaped areas across the development for the community to enjoy. Which of these spaces sounds best to you?**

- |  |  |
|--|--|
| <input type="checkbox"/> A community square by the Creek | <input type="checkbox"/> Create the western lane along the railway |
| <input type="checkbox"/> Wider footpath on Lots Road     | <input type="checkbox"/> The arrival yard next to Heatherleys      |

**Let us know why**

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**Q5. We know it's important that the buildings we create reflect the character and architecture of the local area. Are there any buildings or public spaces nearby that you like?**

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**Q6. How would you like us to engage with you moving forward?**

- |   |                                      |   |
|---|--------------------------------------|---|
| <input type="checkbox"/> Drop-in sessions | <input type="checkbox"/> Workshops   | <input type="checkbox"/> Online updates |
| <input type="checkbox"/> Online webinars  | <input type="checkbox"/> Newsletters | <input type="checkbox"/> Other          |

**Q7. Is there a particular part of our emerging proposals or designs that you'd like us to focus on at the next set of events? Such as the homes, public spaces, construction plan or something else?**

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**Q8. Do you have any further comments about our emerging proposals?**

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**Contact Sola, your Community Engagement Manager**

 [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

 07551 578523

 [LotsRoadSouth.co.uk](https://www.LotsRoadSouth.co.uk)





# OVERVIEW

## EVENTS SUMMARY

Two drop-in events were held in a unit in The Plaza, 535 King's Road:

- Tuesday 3 October 2023, 4:30pm – 7:30pm, with a stakeholder preview session from 3pm
- Thursday 5 October 2023, 8am – 11am



## NUMBERS AT A GLANCE



100% positive rating of the events



51 people visited our two public exhibitions



31 people completed our survey



1,403 people visited the consultation website a total of 2,139 times



154,239 impressions of our social media adverts



# PROMOTING THE CONSULTATION

## FLYER

A flyer promoting the consultation was distributed to c. 3,000 addresses around the site on 20 September 2023



## WEBSITE

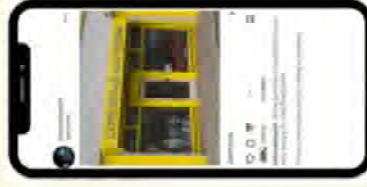
The website was visited 2,139 times by a total of 1,403 people during Phase 2.

This included 1,039 views via social media.



## SOCIAL MEDIA

Social media advertising was used to launch the consultation, promote the events and drive feedback responses.



# FEEDBACK CHANNELS

Feedback was received via four main channels:



Conversations  
with attendees at  
events



Feedback forms



Emails from  
residents



Verbal feedback  
from door-  
knocking exercise



# SUMMARY OF FEEDBACK

Four key themes were identified from all the feedback received.



## Public realm

Specific comments:

- Many respondents were keen to see a new community square by the creek
- There were also several mentions about the need for more green and open space



## Character

Specific comments:

- Respondents were keen that the new buildings suited the character of Lots Road and the surrounding area



## Height

Specific comments:

- A couple of respondents were concerned that the proposed buildings were too tall, particularly in relation to other local buildings



## Design

Specific comments:

- Residents wanted to see architecture and materiality that was sympathetic to existing local buildings
- There were conflicting opinions on the use of brick





# OVERALL PROPOSALS

We asked people what they thought of the overall proposals for Lots Road South, and what they were most excited to see brought forward here.



70% of respondents were either in support of the proposals, or some parts of it



27% of respondents were not sure yet



3% of respondents did not support the proposals

Respondents were most excited to see:



New green public spaces



Café / retail



A community centre





# GROUND FLOOR USES

We're proposing to deliver flexible commercial space on the ground floor, so we asked people what type of occupier they would like to see here.

Respondents were keen to see:



Workspace for local people / businesses



Café



Retail / showroom space



Convenience store





# LANDSCAPING

People were most keen to see the following landscaped spaces:



A community square by the creek



A wider footpath on Lots Road



The Western Lane along the railway



Respondents were asked their thoughts on the type of landscaping to be used in the community square off Lots Road, and what activities they would use this space for.

Respondents were most keen to see soft landscaping, or somewhere in between hard and soft.



Most respondents voted to see markets and events space, with many others voting for grow gardens.





# ARCHITECTURAL DESIGN

We know it is important that the buildings we create reflect the character and architecture of the local area, so we asked if there any buildings or public spaces nearby that people liked.

Respondents mentioned the following buildings:



Power Station



Lots Road Pub



The Chelsea Ram



Furniture and Arts Building



Auction House



World's End Studios



9



# FUTURE ENGAGEMENT

People were asked how they would like to be engaged on the proposals going forward, and what topics they would like us to focus on at the next set of events.

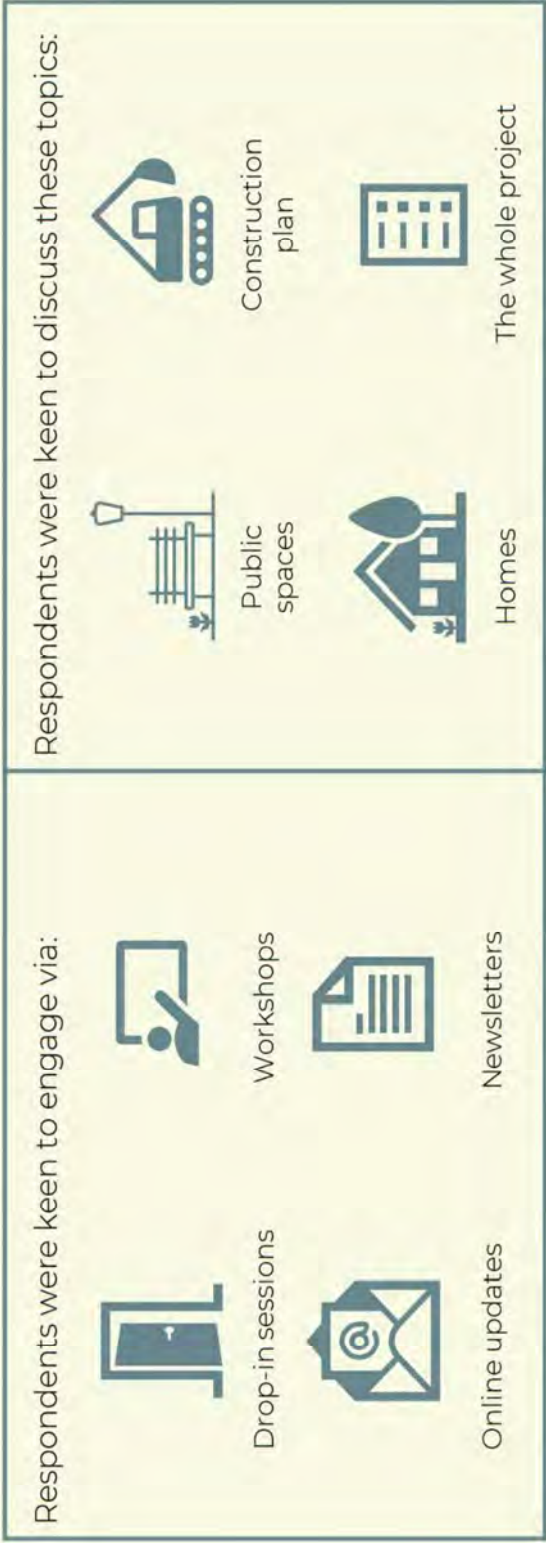




Image from our Nature Connectedness Day with Royal Botanical Gardens, Kew

# Lots Road South

## Spring 2024

**Since Kensington and Chelsea Council and Mount Anvil last spoke to members of the Lots Road community in the Autumn of 2023, we've been busy incorporating your feedback and progressing proposals to develop Lots Road South.**

Whilst we continue to work collaboratively to develop a design which delivers for both the borough and the communities of Lots Road, there has also been plenty of fantastic work carried out in the local community.

For all the latest information, visit our website: [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk)

## Consultation to-date - a recap

Full details are available here: [lotsroadsouth.co.uk/phase-2-consultation-so-far/](https://lotsroadsouth.co.uk/phase-2-consultation-so-far/)



We are on-track to return to the Lots Road Community, to share our latest design proposals before the school summer holidays.

**We'll be communicating in due course how, where and when you're able to participate in the conversation.**



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## Lots Road Auction House

**Lots Road Auctions have announced that they will be relocating to The Piper Building in Hammersmith and Fulham from March.**

The Auction House is currently located on the Lots Road South site which is a key site within the Council's wider improvement plans for the Lots Road area, and forms part of the Council's New Homes Delivery Programme. The site will deliver significant improvements including new homes, flexible commercial uses, employment space and community uses as well as improve green spaces.

Mount Anvil have been working with Lots Road Auctions to ensure that the opportunity is maintained for them to return to Lots Road once the scheme is finished.

Lots Road Auctions have informed us that they remain committed to returning to Lots Road and having a presence when the new Lots Road South development is completed.

Read more from the Auction House themselves, here: [lotsroad.com/wearemoving](https://lotsroad.com/wearemoving)



## Nature Connectedness Day

During the recent half term we, along with our development partners Mount Anvil, hosted a Nature Connectedness Day in Cremorne Gardens along with Royal Botanical Gardens, Kew. Our day in nature was aimed to remind our community of the beauty and benefit of the natural world.

Families enjoyed hands-on activities and a chance to reconnect with nature's wonders through guided workshop sessions.

Read more about it here: [rbkc.gov.uk/newsroom/kids-connect-nature-free-half-term-event](https://rbkc.gov.uk/newsroom/kids-connect-nature-free-half-term-event)



## Get in touch

Sign up to our mailing list to receive the latest updates directly to your inbox. We'll keep you posted on our next consultation dates and how you can get involved. Scan the QR code to join!



## Contact Sola, your Community Engagement Manager

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07551 578523

📍 [LotsRoadSouth.co.uk](https://LotsRoadSouth.co.uk)





# Lots Road South

## Summer 2024: See our new designs

**Mount Anvil and Kensington and Chelsea Council have been developing proposals for the redevelopment of the Lots Road South site, which will deliver benefits for the borough and local communities.**

Following consultation events in October 2023 and the Development Forum in December 2023, we've been using the valuable feedback to help develop the designs. We can now share the updated plans and would like to invite you to give us your feedback.

Attend one of our drop-in events at  
**71 Lots Road** (former Lots Road Auctions unit)

**Saturday 20 July from 12 – 3pm**

**Tuesday 23 July from 4 – 7.30pm**

We will use feedback from these events and come back with updated plans in the autumn.

If you are unable to come to either event, you can visit [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk) to see the new designs and answer a short survey, which will remain open until Sunday 8 September.



Turn over to  
find out more



**MOUNT  
ANVIL**



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA





## How we've incorporated your feedback

### You said

- 01 Provide more publicly accessible open space
- 02 You'd like to see a new community square by the Creek
- 03 Improve access to and through the site
- 04 Ensure new buildings reflect the character of Lots Road and consider height and massing
- 05 Retain commercial space on Lots Road

### We have

- 01 Increased the amount of publicly accessible open space
- 02 Created a new community square by Chelsea Creek
- 03 Introduced new routes through the site, creating more space between buildings
- 04 Developed the design of the buildings facing Lots Road and explored two options for the buildings on the western part of the site that we'd like your feedback on
- 05 Ensured commercial space fronts onto Lots Road and activates the ground floor around the new square

The updated plans continue to provide new homes and affordable homes including 65 Extra Care homes for Kensington and Chelsea residents.

They also include commercial spaces on Lots Road, with room for the Auction House to return and have a presence on Lots Road in the future, and an indoor space for the community to enjoy.

### Get in touch

Sign up to our mailing list to receive the latest updates directly to your inbox, including how you can attend our next event. Scan the QR code to join!



**Contact Andrew, your new Resident Engagement Manager**

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07769 936728

➡ [LotsRoadSouth.co.uk](http://LotsRoadSouth.co.uk)



## Appendix O: Stakeholder Letter – Phase Three

Dear XX,

### **RE: Lots Road South – Get involved with our consultation**

I hope you are keeping well.

I am writing to provide an update on the Lots Road South development site. Following two rounds of consultation in 2023, we are now launching a third phase to present our updated proposals to the local community; showing how we have taken feedback onboard and to get your thoughts on the plans.

Our upcoming drop-in events will provide the opportunity to learn more, ask questions and provide feedback. We will use the feedback from these events and come back with updated plans in the autumn.

### **Join us at our public drop-in events to learn more**

Our events will be held at 71 Lots Road, the former Lots Road Auctions unit, on:

- Saturday 20 July, 12pm to 3pm
- Tuesday 23 July, 4pm to 7.30pm

More information can be found in the attached flyer that has today been distributed to local addresses.

If you're unable to make these dates, our project website, [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk), will continue to be updated with all the latest information about our plans as they develop, with the materials from these events being shared on Wednesday 23 July for you to find out more. You'll also be able to share your thoughts with us via an online survey until the consultation closes on Sunday 8 September 2024.

We do hope you can join us at our events. If you have any questions in the meantime, please do let us know by emailing at this address, or phoning 07769 936728.

Kind regards,





## Welcome

Thank you for visiting this exhibition. Find out more about our developing proposals for Lots Road South and see how we have changed the design following feedback from the community and stakeholders.

At this event, you can share feedback by:

- ▶ Talking to a member of the project team
- ▶ Completing a feedback form

You can also get in touch with us by emailing [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

## About the site

The Lots Road South site is located in the south west of Lots Village, bounded by the Chelsea Creek to the south and the railway line to the west.

The site currently houses local show rooms, Access Self Store and Fairbank Studios, as well as a car compound and the Council's highway service depot. It was also home to Lots Road Auctions.

Lots Road Auctions has now moved off the site into a facility that they felt better suited their growing needs. We will be providing space for the Auction House in our proposals to enable them to return to Lots Road in the future if they wish to.

The highway service will be moving to a consolidated depot to the north of the site, with the car compound relocating elsewhere. We propose to deliver commercial units at ground floor suitable for local show rooms and studio space.

This is a really important site surrounded by an active community that really cares about the character and future of the area.

Mount Anvil is incredibly proud to have been entrusted with this development by Kensington and Chelsea Council. We want to take this opportunity to deliver a transformative scheme at Lots Road South that provides benefits to the whole community.



# The story so far

**Mount Anvil was selected by Kensington and Chelsea Council as its development partner for Lots Road South at the beginning of 2023.**

Before Mount Anvil was brought on board, Kensington and Chelsea Council consulted with the local community on its vision for the site and wider Lots Road area. This has informed the approach to our proposals. Take a look at the timeline below to see what's happened so far and a preview of what's to come.

## Get involved

Make sure to stay up to date with our consultation by signing up to our mailing list. Scan the QR code to join and get all the latest updates.



**December 2023**

**Kensington and Chelsea hosted a Development Forum to present the proposals to the community**  
At this stage of consultation, community members got to ask questions of our project team and to share their feedback about how the proposed development option should be improved, including views on two alternative ground floor options.

**July 2024**

**Consultation on updated proposals**  
At this stage of consultation, we're presenting an update on the design that was previously presented in October and December 2023, and seeking feedback from the local community.

**We are here**

**Autumn/ Winter 2024**

**Consultation on detailed designs, including another Development Forum, hosted by Kensington and Chelsea Council.**

**Spring 2025**

**Target planning submission.**

**October 2023**

**Consultation on emerging proposals**  
At this consultation, we presented our emerging proposals for Lots Road South. It was helpful to hear the community's thoughts on our early designs for the site and we have considered this feedback over the last eight months.

**July 2023**

**Community design workshop**  
In July, we held our first workshop where we invited the local community to join us to hear more about the project and participate on specific design elements, inputting on site constraints, layout of land uses and locations for taller buildings.

**May to June 2023**

**Meet Mount Anvil**  
Initial sessions were held with our project team on 31 May and 6 June 2023, where we introduced ourselves to the local community.

**February 2023**

**Mount Anvil appointed as Development Partner**  
In late 2022, the Council set out to find the right development partner for the site, and after a rigorous tender process, which included input from local residents, Mount Anvil was selected.

**March to November 2021**

**Mapping and design workshops**  
Throughout 2021 the Council held 10 workshops with local residents, community groups, businesses and ward councillors. These captured ideas for how 'Lots Road South' could be developed to best meet the needs of the local community.

**July 2022**

**Creating a Design Brief Supplementary Planning Document**

Using this feedback, a design brief was created to provide a planning framework for what should look to be delivered as part of any future redevelopment on this site. This included, for example, extra care housing, commercial space and space for the community.



# Our previous plans

In October 2023, we presented our emerging proposals for Lots Road South.

The image below shows the previous scheme's illustrative design, including publicly accessible open space concentrated in the south of the site, and private open space for occupants of the buildings located on a raised garden above the first floor. You can also find more information about our early designs by scanning the QR code.



Scan to view  
our previous  
consultation  
materials



## These proposals delivered:

- ▶ 2,576 sqm of publicly accessible open space
- ▶ 215 m of active ground floor frontages around the site, including cafés and commercial space
- ▶ 4,880 sqm of commercial space
- ▶ 120 sqm community centre
- ▶ 260 homes in total, including 65 affordable extra care homes, 65 additional affordable homes and 130 open market homes
- ▶ 32,047 sqm of internal floorspace

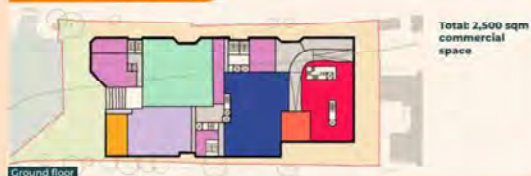
## October 2023 proposal



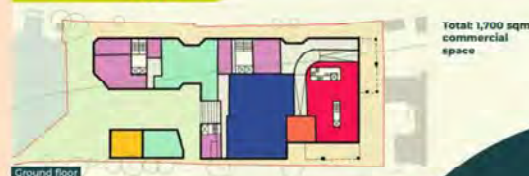
## Alternative ground floor options – December 2023

Following our consultation in October, Kensington and Chelsea Council hosted a Development Forum where we asked for feedback on two alternative options for the ground floor. The options presented showed aspects of the project in different locations across the ground floor, and we were keen to hear what parts of this people did or did not like.

### Alternative option 1



### Alternative option 2



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# Responding to your feedback

We've heard a variety of feedback since we started engaging with the local community in mid-2023. This page outlines how we have responded to this feedback in our updated designs.

“

You said

You'd like to see a new community square by the Creek



We have

## Created a new community square by the creek

The previous design focused the provision of publicly accessible open space in the south east corner of the site, with the majority of the remaining ground floor taken up by buildings.

The new designs introduce a publicly accessible square fronting onto the creek for the whole community to enjoy. We have done this by removing the eight-storey residential block fronting the creek, and removing the southern half of the two-storey podium, which formerly contained commercial space.

“

You said

Improve access to and through the site



We have

## Introduced new routes through the site, and created more space between buildings, making the site more permeable

Our proposals will see the site opened up to use by the public for the first time in many years. This will include a new route through the site along the creek to a pedestrian route along the railway line. A new east to west route has also been introduced midway through the site connecting Lots Road with the western route via the new courtyard. We will also be improving the street scene along Lots Road, by widening the pavement and creating an enhanced pedestrian experience.

“

You said

You'd like to see more publicly accessible open space



We have

## Increased the amount of publicly accessible open space

Our previous proposals saw the open space cover 38% of the site, which has been increased to 43%. This has enabled us to deliver a new community square and introduce two new routes through the site, helping to provide 337 sqm more open space (the equivalent of 1.3 tennis courts) for the community to enjoy.

“

You said

Ensure new buildings reflect the character of Lots Road and consider height and massing



We have

## Considered the design of the buildings

We have reconsidered the design of the buildings and have reduced the massing. The new buildings have 3,842 sqm Gross Internal Area less than the previous proposals, which is a 12% reduction in floorspace. We have also ensured that they capture the character of the local area – reflecting locally used colours, materials and industrial character. We are also showing two approaches for heights and massing across the site at this exhibition.



“

You said

Retain commercial space on Lots Road



We have

## Ensured commercial space fronts onto Lots Road and brings activity to the ground floor

Lots Road now has a longer stretch of commercial frontages because the community centre and Extra Care entrances have been relocated from Lots Road to the new square. The café also has an improved outlook onto the Creek. Commercial frontages onto the new community square will help to make it a vibrant space.

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# Our updated designs

Following our consultation last year, we have updated our designs to ensure that the scheme responds to your feedback and delivers the key benefits required by Kensington and Chelsea Council, the owners of the site.



Our updated proposals will deliver:

- ▶ **2,913 sqm of publicly accessible open space**, 337 sqm more than previous
- ▶ **324 m of ground floor frontages around the site**, including cafés and commercial space
- ▶ **1,380 sqm of commercial space**
- ▶ **120 sqm community centre**
- ▶ **282 homes in total**, including 38% affordable housing by habitable room (65 affordable extra care dwellings and 40 additional affordable homes) and 177 open market homes
- ▶ **28,205 sqm internal floorspace**, which is 12% smaller than the previous proposals



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# Open spaces for the community

We heard your feedback that you wanted to see more publicly accessible open space, a community square and more routes through the site.

The updated designs include 337 square metres more open space than the previous scheme (equivalent to an extra 1.3 tennis courts) and provide a variety of publicly accessible routes and spaces for the community to enjoy, including a larger community square by the creekside and play space for children. The landscaping is a mixture of hard and soft landscaping which responds to feedback we received at the last consultation.



These images of similar projects show the types of landscaping, planting and play areas that will be included in the new, larger public spaces across the scheme.



# Creating a vibrant site

The new design provides a space between two of the buildings, allowing for two new routes in and out of the site. The reduction of space on the first floor podium also enables us to deliver a large community square.

The increase in the quantity and quality of the open space, new routes through the site and different active uses arranged around the ground floor will see the whole site become a vibrant part of Lots Village.

The new café and a community centre are accessed from the courtyard, taking advantage of sunlight and drawing visitors into the site. New businesses will move into the commercial units fronting onto Lots Road and around the courtyard helping to create activity and vibrancy.

Residents will come and go from their homes via the entrances located around the courtyard and off Lots Road, creating further activity throughout the day.



## Lots Road Auctions

Lots Road Auctions has recently relocated to new premises in Fulham. They remain interested in returning to have a presence on Lots Road, albeit in a smaller format. We are committed to providing a suitable space for this. We'll be designing all commercial space flexibly to meet the needs of a wide range of businesses now and in the future. Their reduced requirements are one of the reasons that the total amount of commercial floorspace has reduced.



# Delivering extra care housing and community spaces

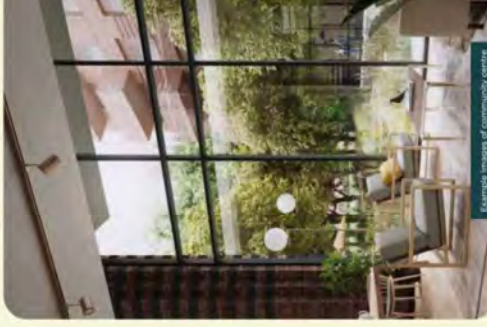
## Extra care housing

The new proposals relocate the Extra Care homes into the heart of the scheme around the new community square, moving from their previously proposed location in the north edge of the site.

This provides residents with an improved connection to the square and the creek. The new location is also better connected to all the other uses in the scheme promoting inclusivity.

Extra care housing provides a home for life, offering a variety of levels of care and providing an environment for residents to live independently. Residents have their own apartment and there are also a variety of facilities including communal dining, activity rooms, hairdresser/therapy room and outdoor gardens.

### Extra Care: Indicative communal space layout



Example images of community centre

## A new community centre

We have also relocated the community centre to the middle of the site, with an outlook onto the courtyard so that users can enjoy the views of the new public space and Chelsea Creek.

It is also south facing so will received plenty of natural light. The space will be 120 square metres, and will be managed by Kensington and Chelsea Council.



Activity Room



Dining Cafe



Lobby seating



Lounge



# Approach to height and massing

## Current approach

In the updated designs for Lots Road South, we have further developed the height and massing of the buildings towards the west of the site, along the railway line. These buildings now stand at 15, 11 and 8 storeys.

## Compared to previous massing, we have:

- ▶ Reduced the podium from 2 storeys to 1 storey high.
- ▶ Reduced the size of the podium to create a public square facing the Creek.
- ▶ Removed the nine storey part of the building next to the Creek, opening up the public realm and allowing more light in.
- ▶ Retained the building near the Creek as a marker in the southwest corner of the site, keeping height in this location – a preference from previous feedback.
- ▶ Separated this south western building from the rest of the scheme allowing for a new route and emphasising its distinctiveness.
- ▶ Created a transition in massing heights from the tall buildings under construction on the other side of the railway, stepping down to the lower buildings at Lots Road and beyond.
- ▶ A variety in heights promotes interest and improves daylight to surrounding buildings.
- ▶ The different requirements for each housing type can be catered efficiently.



Diagram showing building heights around the site.



Aerial view sketch of proposed height and massing - current approach



Section drawing showing current approach within the local context, including Kings Road Park in the background - current approach



Location of types of homes - current approach

## Key

- Open market homes for sale
- Extra care affordable housing
- Additional affordable housing
- Commercial

## Alternative approach

During our last consultation, we heard feedback that some people would like to see the tallest building reduced in height. We have therefore been working internally to explore some different designs, including a more uniform group of 12 storey buildings at the western edge of the site.

These alternative proposals require all three buildings to be connected, as well as increasing the height of two of the buildings along the railway. While allowing us to deliver everything we need to for this site, including extra care housing and new homes, this option presents challenges, such as how to successfully arrange and manage the different types of homes



Aerial view sketch of proposed height and massing - alternative approach



Section drawing showing alternative approach within the local context, including Kings Road Park in the background - alternative approach



Location of types of homes - alternative approach



# Comparison of views



## Current approach



## Alternative approach



# Comparison of views

## Current approach



## Alternative approach



# Next steps

**Thank you for taking the time to review our updated proposals for Lots Road South.**

Don't forget to share your feedback with us – you can complete our survey at our events or online from Wednesday 24 July until Sunday 8 September. We'll use this feedback to update our proposals before coming back with updated plans in the autumn.



Visit our website



Sign up to our mailing list

## Timeline



## Leave your feedback

We want as many people as possible to get involved with our consultation and share their feedback on our proposals. You can let us know your thoughts in a number of ways:

- ▶ Talk to the team
- ▶ Fill out a feedback form

- ▶ Contact Andrew Addo,  
Resident Engagement Manager:

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07769 936728



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# Lots Road Feedback Form

Name .....

Email .....

Phone ..... Post code .....

☐ I agree to be contacted about the proposals for Lots Road South.

London Communications Agency (LCA) is our community engagement specialists and is supporting us on our community consultation for this project. As part of this, LCA will be the controller of your personal information. For more information on how LCA will use your personal information, please visit: [londoncommunications.co.uk/privacy-policy](https://londoncommunications.co.uk/privacy-policy)

**Q1. We've made a number of changes to the design, which we think improves the scheme. What do you think of these changes?**

**Strongly against** **Strongly support**

1 2 3 4 5

The new community square ☐ ..... ☐

1 2 3 4 5

The new routes into and through the site ☐ ..... ☐

1 2 3 4 5

The new location for the community centre ☐ ..... ☐

1 2 3 4 5

The new location for the Extra Care housing ☐ ..... ☐

1 2 3 4 5

The new location, design and amount of commercial space ☐ ..... ☐

1 2 3 4 5

The new design and amount of homes, including Extra Care housing ☐ ..... ☐



**Q2. We have updated the height and mass of the buildings in the scheme. We have presented our current approach and an alternative approach. Which of the two approaches do you prefer and why?**

☐ **Current approach** (15, 11 and 8 storeys) with a single 6 storey building linking the 11 and 8 storey elements.

☐ **Alternative approach** (12, 12 and 12 storeys) with two 9 storey buildings linking the three 12 storey elements.

**Q3. The proposed buildings on Lots Road are five storeys. Would you like to see some of the homes from the taller buildings on the western part of the site redistributed to be placed on top of the five storey buildings along Lots Road instead? Please explain why.**

☐ Yes

☐ No

**Q4. The amount of commercial space in the scheme has been reduced from 5,000 square metres (including the community centre) to 1,500 square metres. Would you like to see more commercial added to the scheme, in addition to the current number of homes? Please explain why.**

☐ Yes

☐ No

**Q5. Do you have any further comments on our proposals?**

**Q6. What do you think of our proposals for Lots Road South? Please explain why.**

☐ I support them

☐ I'm not sure yet

☐ I support some parts but not others

☐ I don't support them

**Contact Andrew Addo, your new Resident Engagement Manager**

✉ lotsroadcommunity@mountanvil.com

☎ 07769 936728

📍 LotsRoadSouth.co.uk



# Lots Road South

## Phase 3 Feedback Summary

Autumn 2024



The image shows an aerial view of a city street, likely Lots Road South, with a red outline marking a specific site. The site is located on the right side of the street, adjacent to a large building. The surrounding area is densely built up with various residential and commercial buildings. The red outline is labeled 'SITE' in red text.



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# OVERVIEW

The third phase of consultation was held over a period of **seven weeks**, between 20 July and 8 September 2024. The consultation covered changes made to the scheme since November 2023, including:



An updated ground floor plan with a reorganised arrangement of uses;



An updated landscape plan, with buildings arranged around a new publicly accessible courtyard;



Changes to the amount of commercial space;



Changes to the amount of housing, including affordable housing; and



Two different approaches for height and massing i.e. the Current Approach and an Alternative Approach.



# OVERVIEW

## EVENTS SUMMARY

Two drop-in events were held in the former Lots Road Auctions unit at 71 Lots Road:

- Saturday 20 July 2024, 12pm – 3pm
- Tuesday 23 July 2024, 4pm – 7,30pm



## NUMBERS AT A GLANCE



**69 people** visited our two public exhibitions



**40 people** have completed our survey (18 at the events and 22 online)



**15 people** voted on the height and massing approaches using a ballot box at the events.



**1,534 people** visited the consultation website a total of **2,423 times**



**152,846** accounts reached through our social media adverts



**3 additional meetings held** with key stakeholders (The Lots Road Neighbourhood Forum, Heatherley School of Fine Art and residents of Lighterman Towers)



# PROMOTING THE CONSULTATION

## FLYER

A flyer promoting the consultation was distributed to c. **5,500** addresses around the site on 9 July 2024



## WEBSITE

**1,534** people have viewed the consultation website since consultation launch.

**659** people have clicked on the survey page.

**22** people have completed the survey online.



## SOCIAL MEDIA

Used to **promote the events, drive online traffic** to the consultation website and **push survey responses**.

**152,846** accounts have been reached through paid social media advertising, with a further **3,303** impressions on organic posts on RBKC owned accounts (X, Instagram, Facebook, Nextdoor)



# FEEDBACK CHANNELS

Feedback has been received via six channels to date:



Conversations  
at events



Paper survey at  
events



Online survey



Ballot box votes at  
events

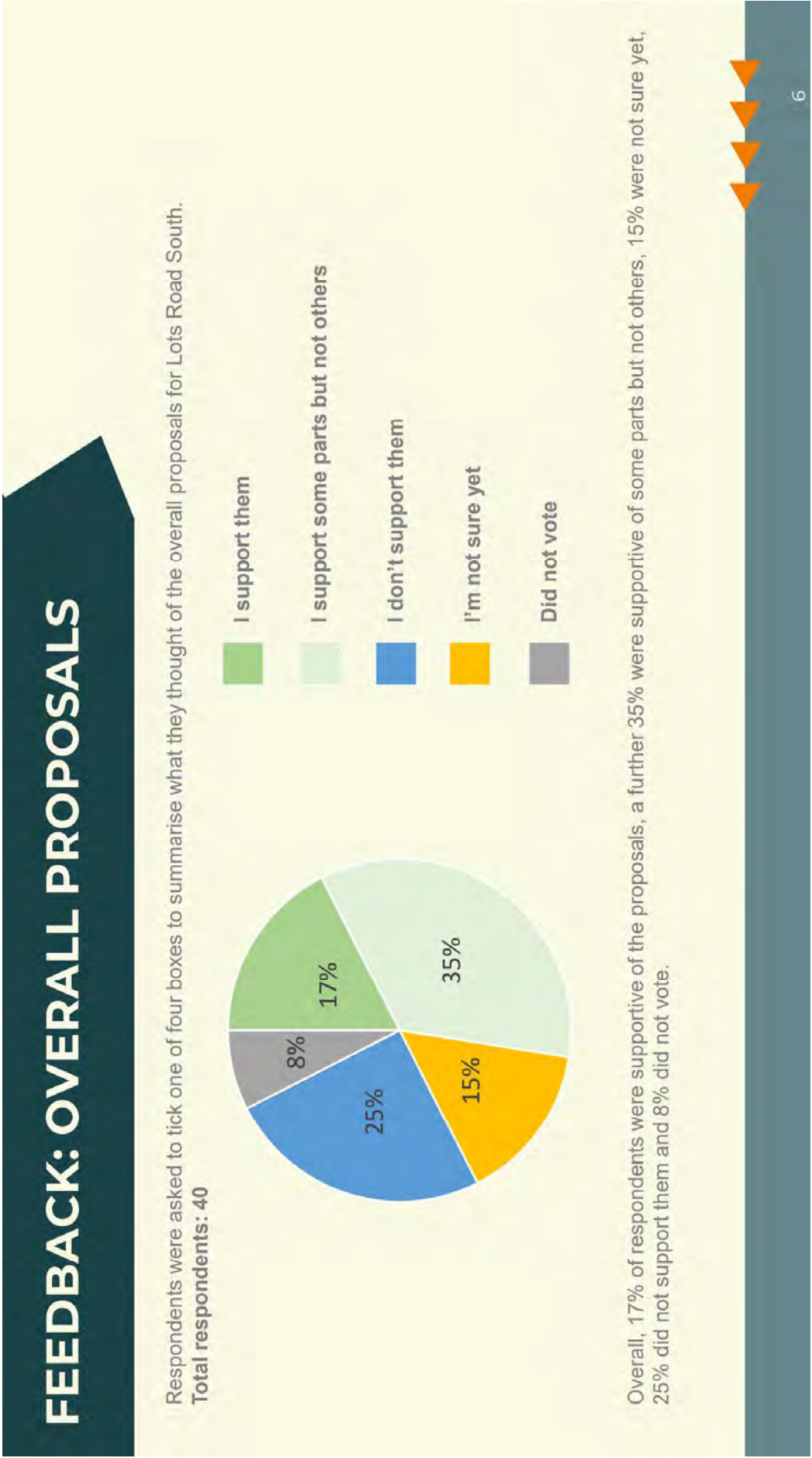


Emails from  
respondents



Stakeholder  
meetings







# FEEDBACK: OVERALL PROPOSALS

Twenty-eight respondents provided feedback to explain their level of support. A sample of comments from each group is provided below.

I support them (7 people)	I support some parts but not others (14 people)
<p>"We think it will be good for the area."</p> <p>"I like the new proposal, the brick is particularly attractive. With the change of government planning needs to move on swiftly, hopefully spring 2026 will be the latest start time. Good luck."</p> <p>"You've done the best you can." "An excellent presentation and thorough explanation from the attentive staff."</p> <p>"It would be very exciting to the area to have something fresh which brings an area which is primarily residential (with a few office blocks) something which has a bit more life to it."</p>	<p>"No proposals satisfy all so it's always a compromise. This one broadly fits the bill."</p> <p>"I support reducing (15-11-8) heights but not equal height blocks (12-12-12) otherwise I support plans, very pleased with increase in green spaces and public amenities."</p> <p>"It is really needed, but I am concerned if green spaces are accessible 24-7 it will attract undesirables, unhoused etc. I think the plan is generally ok."</p> <p>"There is a housing crisis – more homes are needed. what routes will the vehicles use? Will this increase traffic?"</p>
I'm not sure yet (6 people)	I don't support them (10 people)
<p>"We'd rather have less development, but the current scheme makes the best of the various criteria set by RBKC. We require maximum greenery and trees please."</p> <p>"Development is needed but it should suit needs of area and be sensitive to the character"</p> <p>"The effect on local traffic which can be horrible at times"</p> <p>"The children's play area seems dangerously close to the road."</p>	<p>"There are too many sides involved - two councils and the developers. The site is too small for each side to get what they want without this being a terrible problem for the local community."</p> <p>"Too high. Overdevelopment" "Impact on conservation area." "adding to transport stressors."</p> <p>"The proposed cycle route will not work with the Council's plans for further up towards Kings Road. It will end beyond the new development making it redundant."</p> <p>"Massive nuisance to the local area. Residents in the harbour avenue area will be massively affected by roadblocks, unsightly construction and tall buildings."</p>



# FEEDBACK: CHANGES TO THE SCHEME

Respondents were asked what they thought about the changes that have been made to the scheme since October 2023, rating each change from **'strongly against'** to **'strongly support'**. A tabular breakdown summarising the results has been included below. Click [here](#) to view the consultation boards presented in October 2023.

There were **121 'Support'** or **'Strongly support'** votes. There were **35 'Against'** or **'Strongly against'** votes.

Key changes to Scheme since October 2023	Strongly against	Against	Not sure / indifferent	Support	Strongly support	Did not respond
The new community square	1	3	4	13	15	4
The new routes into and through the site	1	4	8	11	10	6
The new location for the Community Centre	2	2	12	9	10	5
The new location for the Extra Care housing	3	1	11	8	10	7
The new location, design and amount of commercial space	2	5	13	8	7	5
The new design and amount of homes, including Extra Care housing	4	7	5	7	13	4





# FEEDBACK: MASSING APPROACH

Respondents were asked to vote on whether they preferred the 'Current approach' to height and massing, or the 'Alternative approach'.

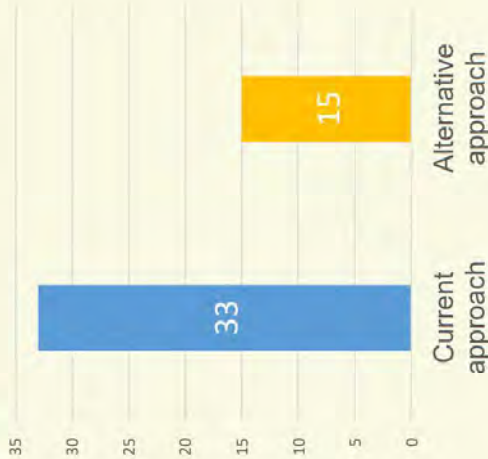
Most respondents preferred the **Current Approach**.



**Current approach** (15, 11 and 8 storeys)

**Most cited reasons for vote**

- Preferred the variety in design and architecture
- Felt there was less impact in key views
- Felt the three 12 storey buildings in the Alternative Approach were overwhelming



**Alternative approach** (12, 12 and 12 storeys)

**Most cited reasons for vote**

- Felt 15 storeys on the tallest block in the Current Approach was too tall
- Had concern the Current Approach would result in over shadowing

*Vote numbers include in person feedback forms, in person ballot box votes and online survey responses.*

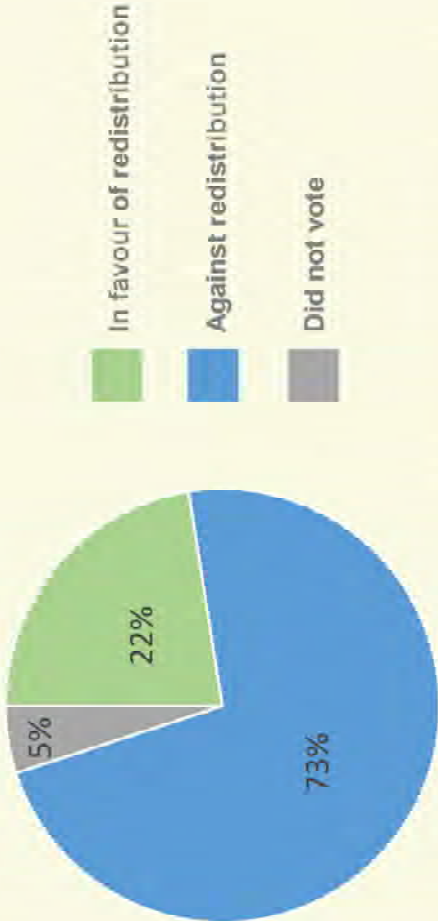


# FEEDBACK: HOME DISTRIBUTION

Respondents were asked whether they would like to see some of the homes from the taller buildings on the western part of the site redistributed to be placed on top of the proposed five storey buildings along Lots Road instead.

Most respondents were **against** homes being redistributed in this way.

Total respondents: 40



### Most cited reasons for vote

- Felt it was preferable to redistribute homes onto Lots Road to spread buildings heights across the site more
- Felt it was preferable to have more height on Lots Road.

### Most cited reasons for vote

- Felt redistribution of homes onto Lots Road would disrupt the character of the street.
- Would not like to see heights on Lots Road increased.

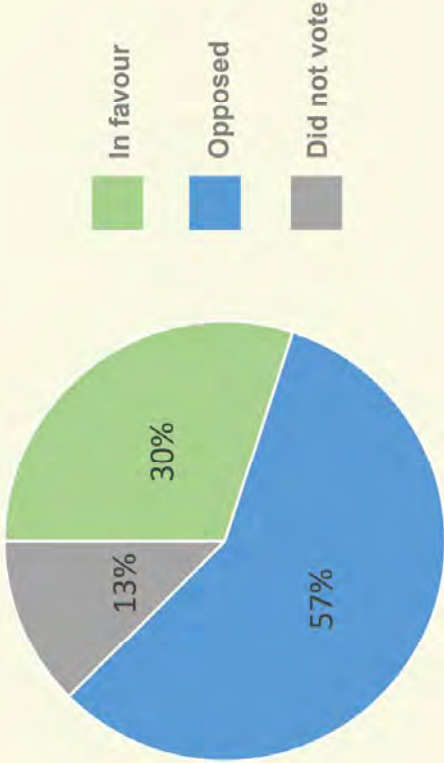


# FEEDBACK: COMMERCIAL SPACE

Respondents were asked whether they would like to see more commercial space added to the scheme, in addition to the current number of homes.

Of those that voted, **most were opposed** to providing more development to enable more commercial space.

Total respondents: 40



- Most cited reasons for vote in favour**
  - Felt it was important to attract more businesses to the area
  - Noted the Employment Zone designation
- Most cited reasons for vote 'opposed'**
  - Felt there is already adequate commercial space in the local area, some noted there was already some existing vacancy too.
  - Would not like to see additional development added to the site.



# FEEDBACK: OTHER COMMENTS

Most conversations at the two in-person consultation events were positive about the updated scheme, with only a few negative conversations. Below is a summary of some of the verbal feedback shared at the events.

- **Community Square:** People were positive about the introduction of the square and were happy to see more green, public space included. Some residents from Lighterman Tower raised concerns about the potential for anti-social behaviour in the evenings, and were interested in how this would be mitigated.
- **Play space:** Largely viewed positively, albeit with some questions as to whether it was best placed between the creek and road, and whether it was really needed on site given proximity of other local place spaces. The Lots Road Neighbourhood Forum suggested that provision for play facilities could be considered off-site within the wider strategy for the Lots Road area.
- **Traffic, servicing and public transport:** Lots of people, including the Lots Road Neighbourhood Forum had questions on parking, servicing, drop-offs, road crossings, bus services and the impact on the local highway network. As a result of the extent of queries on transport related items, this is an area that we will cover in more detail at the next consultation.
- **Public Realm & Western route:** Most people welcomed the opening up of the site and the increased quantity of public amenity. Some people felt that the Western Route was not needed and thought this should not be promoted as a space for people to make use of but rather be for servicing, the Lots Road Neighbourhood Forum in particular, had reservations about the proposed design of the Western Route.



## FEEDBACK: OTHER COMMENTS

- **Height & Massing** – More people liked the Current Approach to height and massing than the Alternative Approach. A handful of people and the Lots Road Neighbourhood Forum thought that both approaches provided too much height on the site, however the Forum noted heights that step down to Heatherley's would improve visual amenity. Five residents from Lighterman Tower thought that the building heights should be rearranged, with the 15-storey building relocated next to Heatherley's (School of Fine Art) and the 8-storey building adjacent to the Creek. Heatherley's were in favour of the Current Approach.
- **Commercial** – Most people did not have a preference for more commercial in the scheme, however, the Lots Road Neighbourhood Forum wish to see more materially more commercial space, in place of residential. Some residents of Lighterman Tower expressed that they would like the café opening hours to be limited to mitigate disturbance at night.
- **Housing** – Most attendees understood the need for housing, including affordable housing. They also appreciated that the market housing was needed to support the projects viability and deliverability. A small number said they would prefer not to see affordable housing in this location. The Lots Road Neighbourhood Forum think the site is too small for the proposed 282 homes.
- **Construction/timescales** – Some people asked for more information on construction, timescales, how we'll liaise with neighbours and impacts on neighbouring properties. As a result, we will be providing further information on this as part of the next consultation.
- **Design** – We received a lot of interest from visitors and local groups about the detailed design of the buildings including materials, colours, roof(s) and balconies.
- **Creek** – A few comments were shared about the Creek and the desire to see this space and access to it improved.



## NEXT STEPS

We are considering all the feedback we have received. We will be continuing to develop and refine the proposals for Lots Road South and will look to present our updated proposals in the **Spring 2025**.





Image of the site from Lots Road

# Lots Road South

## Spring 2025: see our updated proposals

**Mount Anvil and Kensington and Chelsea Council have been developing proposals for the redevelopment of the Lots Road South site, which will deliver benefits for the local communities.**

Following two public consultations in 2023 and another over summer 2024, we've been using the feedback to further develop the designs. We can now share the updated plans and would like to invite you to give us more of your valuable feedback.

We are hosting two more drop-in events at **71 Lots Road** (former Lots Road Auction House).

**Wednesday 26 March from 4pm – 8pm**  
**Saturday 29 March from 10am – 2pm**

We will be collating all of your feedback and will show how this has shaped our proposals ahead of submitting our application in the summer.

If you are unable to come to either event, you can visit [lotsroadsouth.co.uk](https://lotsroadsouth.co.uk) to see the new designs and answer a short survey, which will be open from 31 March until 18 April.



The map shows the location of the site and venue. The site is marked with an orange rectangle and labeled 'The site'. The venue is marked with a yellow pin and labeled 'The venue'. The map includes labels for King's Rd, Lots Rd, and Burnaby St.

**Turn over to find out more** 

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## What to expect at this event: our updated proposals



### Previously you were interested in:

- 01 The approach to building heights and massing.
- 02 The landscape plans, including the location of play space.
- 03 How the type and amount of commercial space could serve local people and businesses.
- 04 The parking, delivery and servicing strategy and potential impacts on the local highway.
- 05 The different types of homes in the scheme, including the affordable Extra Care element and other affordable homes.

### At this event we will show you:

- 01 Our updated building heights and massing design, including a reduction in the height of the tallest building.
- 02 A refined landscape plan and more details on the different spaces, and a new play space strategy.
- 03 Updated plans for the community centre and commercial units and details of potential occupiers. We've increased the floorspace of these elements by 33%.
- 04 Details on the parking, delivery and servicing strategy, including the number of vehicle trips generated by the proposals in comparison to the existing site.
- 05 More details on all the homes in the scheme, including the Extra Care building. We've increased the amount of affordable homes to benefit local people.

**Our plans continue to provide much-needed new housing, including affordable homes and 65 extra care homes for Kensington and Chelsea residents.**

**The plans also continue to provide a new publicly accessible creekside square and new community centre, as well as ground floor units suitable for a variety of uses to add to the vibrancy of Lots Road.**

### Get in touch

Sign up to our mailing list to receive the latest updates directly to your inbox, including how you can attend our next event. Scan the QR code to join!



### Contact Andrew, your new Resident Engagement Manager

✉ [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

☎ 07769 936728

📍 [LotsRoadSouth.co.uk](http://LotsRoadSouth.co.uk)



## Appendix T: Social media adverts – Phase Four



## **Appendix U:** Stakeholder letter – Phase Four

Dear XX,

### **RE: Lots Road South – Get involved with our consultation**

I hope you are keeping well.

I am writing to provide an update on the Lots Road South development site – a development being brought forward by Mount Anvil and Kensington and Chelsea Council to deliver benefits for the borough and local communities.

You might be aware that we published a Feedback Summary Report from our 2024 Consultation recently, sharing how the feedback that we received had shaped changes made to the proposals. More information about this and our consultation so far can be found at [www.lotsroadsouth.co.uk](http://www.lotsroadsouth.co.uk).

After hosting multiple consultation rounds for the project in recent years, we are now launching our next round of consultation to present our updated proposals to the local community – showing how we have taken valuable feedback received to date onboard – and we would welcome your thoughts on the revised plans.

Our upcoming drop-in events will provide the opportunity to learn more, ask questions and provide feedback. We will be collating all of your feedback and will show how this has shaped our proposals ahead of submitting our application in the summer.

### **Join us at our public drop-in events to learn more**

Our events will be held at 71 Lots Road, the former Lots Road Auctions unit, on:

- Wednesday 26 March from 4pm to 8pm
- Saturday 29 March from 10am to 2pm

More information can be found in the attached flyer that will be distributed to local addresses tomorrow.

If you're unable to make these dates, our project website [lotsroadsouth.co.uk](http://lotsroadsouth.co.uk), will continue to be updated with all the latest information about our plans as they develop, with the materials from these events being shared on Monday 31 March for you to find out more. You'll also be able to share your thoughts with us via an online survey until the consultation closes on 18 April.

We do hope you can join us at our events. If you have any questions in the meantime, please do let us know by emailing at this address, or phoning 07769 936728.

Kind regards,





### Welcome

**Thank you for visiting this exhibition. Find out more about our more detailed design proposals for Lots Road South and see how we have changed the design following feedback from the community and stakeholders.**

At this event, you can share feedback by:

- ▶ Talking to a member of the project team
- ▶ Completing a feedback form

You can also get in touch with us by emailing [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

Lots Road Auctions has now moved off the site into a facility that they felt better suited their growing needs. We will be providing space for the Auction House in our proposals to enable them to return to Lots Road in the future if they wish to.

The highway service will be moving to a consolidated depot to the north of the site, with the car compound relocating elsewhere. We propose to deliver commercial units at ground floor suitable for a range of commercial employment, retail and community uses.

### About the site

The Lots Road South site is located in the south west of Lots Village, bounded by the Chelsea Creek to the south and the railway line to the west.

The site currently houses local show rooms, Access Self Store and Fairbank Studios, as well as a car compound and the Council's highway service depot. It was also home to Lots Road Auctions.



Aerial image of the site and surrounding area

**Mount Anvil is incredibly proud to have been entrusted with this development by Kensington and Chelsea Council. We want to take this opportunity to deliver a transformative scheme at Lots Road South that provides benefits to the whole community.**



# The story so far

**Mount Anvil was selected by Kensington and Chelsea Council as its development partner for Lots Road South at the beginning of 2023.**

Before Mount Anvil was brought on board, Kensington and Chelsea Council consulted with the local community on its vision for the site and wider Lots Road area. This has informed the approach to our proposals. Take a look at the timeline below to see what's happened so far and a preview of what's to come.

## Get involved

Make sure to stay up to date with our consultation by signing up to our mailing list. Scan the QR code to join and get all the latest updates.



**October 2023**

### Consultation on emerging proposals

At this consultation, we presented our emerging proposals for Lots Road South. It was helpful to hear the community's thoughts on our early designs for the site and we used this to inform design development between November 2023 and July 2024.

**December 2023**

**Kensington and Chelsea hosted a Development Forum to present the proposals to the community**  
At this stage of consultation, community members got to ask questions of our project team and to share their feedback about how the proposed development should be improved, including views on two alternative ground floor options.

**March to November 2021**

### Mapping and design workshops

Throughout 2021 the Council held 10 workshops with local residents, community groups, businesses and ward councillors. These captured ideas for how 'Lots Road South' could be developed to best meet the needs of the local community.

**July 2023**

### Community design workshop

In July, we held our first workshop where we invited the local community to join us to hear more about the project and participate on specific design elements, inputting on site constraints, layout of land uses and locations for taller buildings.

**May to June 2023**

### Meet Mount Anvil

Initial sessions were held with our project team on 31 May and 6 June 2023, where we introduced ourselves to the local community.

**July 2022**

### Creating a Design Brief Supplementary Planning Document

Using this feedback, a design brief was created to provide a planning framework for what should look to be delivered as part of any future redevelopment on this site. This included, for example, extra care housing, commercial space and space for the community.

**February 2023**

**Mount Anvil appointed as Development Partner**  
In late 2022, the Council set out to find the right development partner for the site, and after a rigorous tender process, which included input from local residents, Mount Anvil was selected.

**July to September 2024**

### Consultation on developing proposals

We presented a substantially amended scheme, which introduced a new community square and new routes through the site, reflecting your feedback from 2023. We also consulted on two alternative approaches to height and massing.

**Spring 2025**

### Consulting on our updated designs

At this stage, we're presenting our updated designs and asking for feedback from the local community ahead of submitting a planning application in the summer.

**We are here**

**Summer 2025**

### Target planning application submission.

**Spring 2026**

**Target start on site, subject to planning permission.**

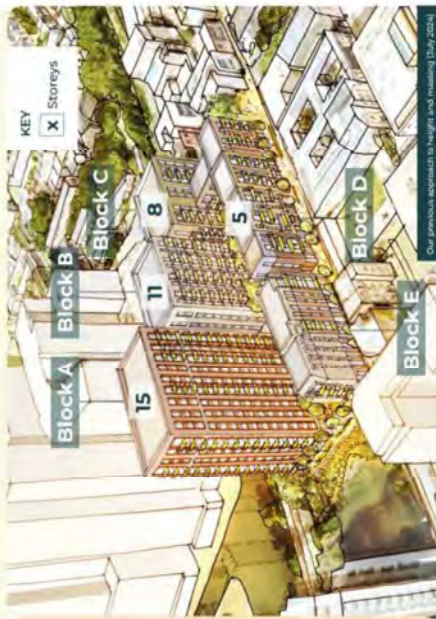


# Our previous designs

In July 2024, we presented our proposals to the local community, showing how your feedback had been incorporated.

## Our previous proposals included:

- 2,913sqm of publicly accessible open space
- 324m of ground floor frontages around the site
- 1,380sqm of commercial space
- 120sqm community centre
- 282 homes in total, including 65 affordable extra care, 40 additional affordable homes and 177 open market homes
- Tallest building at 15-storeys



## Responding to your feedback

At our last round of consultation, we spoke to 69 people at our in-person events and received 40 responses to our survey. This page summarises what we heard and what we have done to respond to your feedback in our updated designs.

### You said:

You'd prefer the Western Blocks (A, B and C) to have variety rather than uniform height. Some of you thought the tallest block (A) was too tall, others thought it was ok.

### We have:

Retained variety in the heights of the Western Blocks, and reduced the height of the tallest block (A) by two storeys.  
You can find more details of our approach on **Board 5: Height & Massing**

You'd like to see more details on the design and materiality of the blocks. You'd like to see inset balconies for the blocks on Lots Road (D and E).

Provided more details of the proposed design, materiality and palette of all blocks. We've redesigned Blocks D and E to feature more inset balconies too.  
You can find more details on the 'look and feel' of the scheme on **Board 6: Materiality**

You liked the new community square and routes through the site, but you'd like us to reconsider the use of Creek Corner and relocate the play space away from the road.

Developed the design of the new community square and routes through the site, relocated the play spaces away from the road, and repositioned Creek Corner as a space for all ages.  
You can find more details on our landscaping strategy on **Board 7 and 8: Landscape & Public Realm**

You'd like more information on how we've responded to your feedback and servicing strategies and how these will affect Lots Road.

Provided further detail on how the design promotes and supports sustainable, healthy travel choices. We have also provided details of how parking, deliveries and servicing is proposed to work.  
You can find details on our transport strategy on **Board 9: Transport**

You welcomed the Extra Care building's relocation into the heart of the scheme. You were interested in finding out more about how it would be funded and other types of housing in the scheme.

Retained the Extra Care in the heart of the scheme, developing its design and improving its relationship with other parts of the scheme.  
Increased the number of affordable homes from 40 to 52, 43% of the housing is now affordable (by habitable room).  
You can find more details on our approach to affordable housing on **Board 10: New homes**

You'd like the commercial units to add to the vitality of Lots Road, providing more services and businesses to serve the local community.  
Some of you thought more commercial spaces would be needed, but others thought there was already enough.

Introduced 500sqm more commercial space into the scheme including a larger community centre.  
All units are flexible to suit a range of occupiers e.g. shops, cafes, showrooms, and workshops. 550sqm will be Social Investment (Affordable) Employment Space for smaller businesses, start-ups or creatives, which is over 25% of the total proposed commercial space.  
You can find more details on **Board 11: Creating a vibrant site**



# Lots Road South: The proposals at a glance

Our proposals for Lots Road South will turn an underused site into a vibrant space for residents and the local community to use and enjoy.

Overall, our proposals would deliver:

## New homes

- ▶ 277 sustainable, high quality homes
- ▶ 160 for sale on the open market
- ▶ 65 extra care social rent homes
- ▶ 52 other social rent homes



## Landscaped areas and new routes

- ▶ 2,798sqm of publicly accessible open space (equivalent to 10 tennis courts)
- ▶ A new green community square
- ▶ New play spaces for children
- ▶ Improvements to the creek side environment
- ▶ Safeguarding of the western route



## Sustainability

- ▶ 45 new trees
- ▶ 10% improvement in biodiversity
- ▶ Sustainable energy systems including photovoltaics and air source heat pumps.
- ▶ Sustainable urban drainage systems
- ▶ A total of 400 bicycle spaces, with 22 in the public realm to promote sustainable travel patterns



## Community and commercial space

2,000sqm of commercial space including:

- ▶ A new 200sqm community centre
- ▶ 1,250 sqm of new units for local traders and businesses
- ▶ 550sqm of Social Investment (Affordable) Employment Space, which is over 25% of the total proposed commercial space
- ▶ 327m of ground floor active frontage



# Height and massing

Our proposals continue to provide a transition in building heights between the tall buildings under construction at Kings Road Park, and the lower buildings on Lots Road.

Based on previous feedback, we have retained the following key principles in our designs:

- ▶ The tallest building is located in the south west corner of the site
- ▶ A variety of heights for the buildings along the western edge
- ▶ The lowest buildings located along Lots Road

We've also made the following changes based on your feedback:

- ▶ Reduced the height of Block A by two storeys (from 15 to 13) and introduced an additional 'step' in the building to improve its appearance
- ▶ Increased the height of Block C by a single storey (from 8 to 9), to increase the number of affordable homes.

KEY

- Open market homes
- Extra care affordable housing
- Additional affordable housing



Diagram showing how the proposed blocks relate to neighbouring buildings



01

Updated Block A design from Spring 2025



01

Previous Block A design from Summer 2024

## Views of updated designs



02

King's Road Park Development



03

King's Road Park Development in background



04



05

King's Road Park Development in background



06

King's Road Park Development in background



# Materiality

In previous rounds of consultation, the community told us that they value the character of the local area, so we've considered the local building styles and materials, and the Lots Road SPD, in developing our proposals.

The buildings along Lots Road, Block D and E, are designed so they can be read as a terrace of different buildings. The design is inspired by both the calm streets of terraced housing in the local area, and the eclectic, vibrant buildings on Lots Road itself.

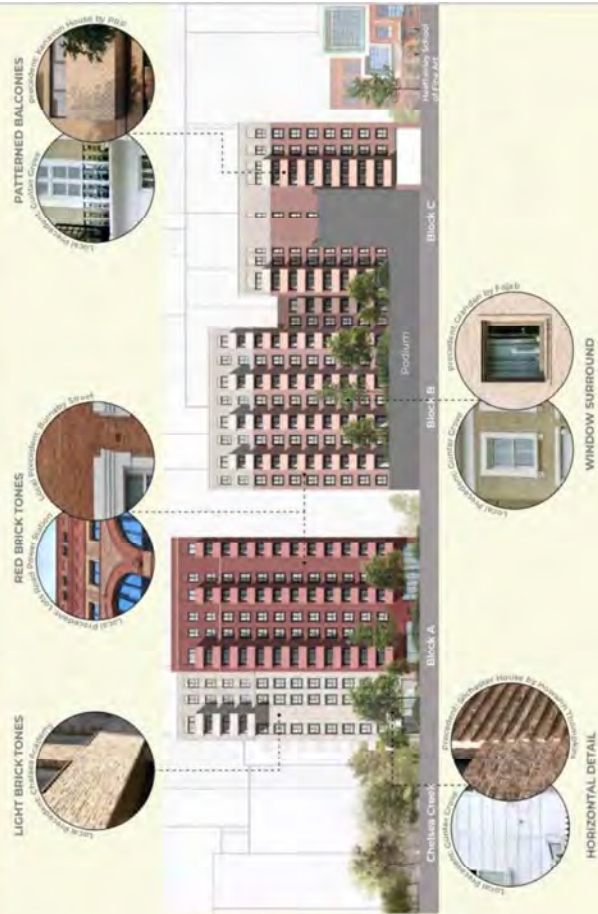
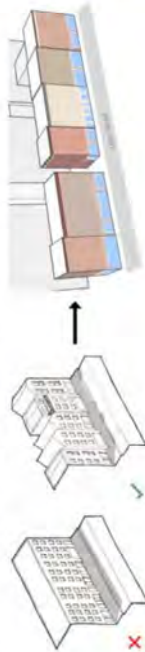
The palette is a modern twist on the light coloured bricks, with splashes of colour and varying textures, that draw on locally distinct buildings like Worlds End Studios, the Furniture and Arts buildings and the former Lots Road Auction House.

The proposed buildings along the railway, Blocks A, B and C, take inspiration from the area's industrial heritage and buildings like the Power Station. These buildings typically have a more robust appearance, characterised by regular window grids. The material palette for these western blocks incorporates various shades of red brick complemented by a lighter brick.

The materiality and colour palette is a work in progress and we would welcome your feedback to enhance this further.

An SPD provides more detailed guidance on policies in the Local Plan and forms part of the framework for which any proposals are assessed. An SPD is a material planning consideration in the decision-making process.

The SPD outlines a desire to see a varied terraced design along Lots Road. Our designs incorporate this advice with a variety of materials and roof lines proposed along the road.



# Landscaping across the site

In summer 2024, the community welcomed our landscaping proposals, particularly the community square and new routes we'd introduced into the heart of the scheme.

Our refined design builds on this foundation, aiming to create vibrant, inclusive, multi-use spaces for both the public and residents of the development.

The areas are principally designed for people to move through, rest, socialise and play but the areas on the north and west edges are also designed to accommodate the vehicle movements required to service the site, which in turn reduces servicing from Lots Road.

The masterplan includes six Character Areas, which you can read about on the following board.

## Key developments since our last consultation

The play space has been moved from Creek Corner to the Community Square, following the community's feedback that they'd prefer play space moved away from the road to a safer location, and for Creek Corner to be redesigned as a space for all.

The Western Route has been updated to make it a more pedestrian friendly space. The Western Route remains capable of stitching into a wider strategic route connecting up to King Road in the future.

At the north end, the Social Investment Employment Space now fronts onto the route, increasing its liveliness.

At the south end, the route now invites pedestrians to Chelsea Creek via the Community Square, and cyclists via Lots Road.

## Overall, the landscaping proposals will deliver



45 new trees



365sqm of play space



2,798sqm of publicly accessible open space



10% net gain in biodiversity



The following diagrams show the levels of sunlight on the ground in and around the proposed development at different times of the year. The diagrams demonstrate that the key landscaped areas, including the courtyard and creek side, will benefit from good sunlight levels year around.



# Landscape in detail

Find out more about the different landscape zones below to understand how they look, feel and function.



## Community Square

This square is the heart of the scheme, benefitting from lots of light and views over the creek. The mix of hard and soft landscaping provides an emphasis on green planting and play whilst also providing space to circulate and access the new homes, commercial units and community centre.



## Lots Road

Lots Road will be made more accessible and inviting through the widening of the pavement on Lots Road that runs alongside the site, improving connectivity and pedestrian flow. The trees along Lots Road will be retained too. This new and improved environment will help the commercial units thrive too, contributing to the vitality of Lots Road.



## Resident Garden

A green verdant space for all residents to enjoy. South facing to maximise sunlight and views of the creek. Areas for adults to relax and for children to play safely plus a dedicated terrace for the Extra Care with growing beds and a pergola for shade.



## Waterfront

A pedestrianised spill-out space from the flexible commercial units, with a mix of hard and soft landscaping.



## Western Route

Our plans will safeguard the long term opportunity to deliver a route along the railway, from Chelsea Creek to King's Road. Our latest designs will see a 327m of active frontages with high quality hard landscaping to enable safe and easy movements by foot, cycle or wheelchair.



## Creek Corner

A soft green area with space to rest and views of the creek. A small copse of trees provides greenery and shelter, whilst enhancing biodiversity on the creek's edge. This space also provides an access route into the site and the waterfront area.



# Transport

Transport, delivery and servicing strategies, have been key areas of interest at past consultations, and lots of people have asked us how the scheme is anticipated to affect the local highway. We're now able to show you the details of how this will work.

## The scheme is designed to:

- ▶ Support sustainable and healthy travel habits
- ▶ Prioritise pedestrians and cyclists
- ▶ Be car parking free, except for 8 blue badge spaces
- ▶ Reduce the number of vehicle trips on the local highway
- ▶ Reduce the time vehicles spend loading/unloading on Lots Road

## Supporting sustainable travel

The scheme is designed to encourage sustainable and healthy travel choices including public transport, walking and cycling.

- ▶ 1 minute walk from the nearest bus stop
- ▶ 5 minute walk to Imperial Wharf station
- ▶ 13 minute walk to Fulham Broadway station
- ▶ Approximately 400 cycle spaces will be provided on site in secure stores.

The southern part of the site is fully pedestrianised with no vehicles permitted. The rest of the site, including the western route, is designed as a shared surface - pedestrians have priority here but certain vehicles will be allowed to move one-way at slow speeds. Varying surfaces will clearly define spaces and paths to keep pedestrians safe.

Planning policies restrict car parking in new residential schemes to be for blue badge holders only. Our scheme provides eight blue badge spaces with access and egress from the northern end. Residents of the scheme will not be granted permits to park on local streets by the Council.

Some visitors of the scheme may drive to the site. Our parking surveys demonstrate there is spare existing parking capacity in the surrounding streets to accommodate them.

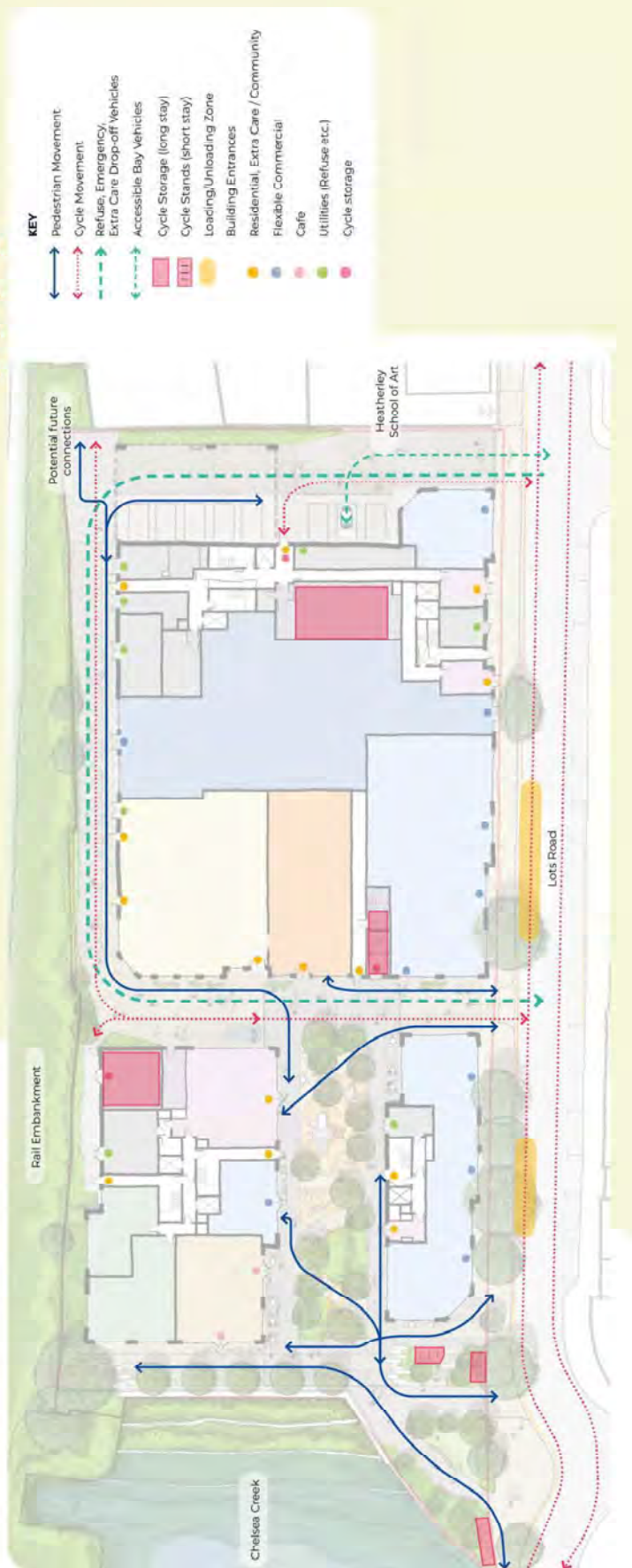
## Servicing and resident drop-off

The delivery and servicing strategy is designed to prevent congestion on Lots Road.

Currently, loading and unloading is permitted along a 94.8 metre stretch of single yellow line in front of the site. Our proposals reduce that to just 32 metres. The proposed sections of single yellow line minimise pinch points on Lots Road, helping to facilitate two way movement flow.

Our strategy will see some vehicles move around the site in a one-way loop, as part of a planned and managed system to (1) collect refuse from dedicated stores, (2) service essential infrastructure, the community centre, and commercial units in Block A (3) provide pick-up and drop-off for the Extra Care building (4) accommodate the emergency services.

Compared to the existing site when the auction house was operating, we expect there to be a significant reduction in the vehicle trips associated with the site, especially in terms of larger goods vehicles.



# New homes

## Delivering affordable housing for local people

We've increased affordable housing in the scheme from 38% by habitable room (Summer 2024), to 43% by habitable room. All affordable homes in the scheme are now Social Rent, which is the most affordable type of housing. To increase the affordable housing we've added a storey to Block C, which contains affordable homes, and removed two storeys from Block A, which contains open market housing.

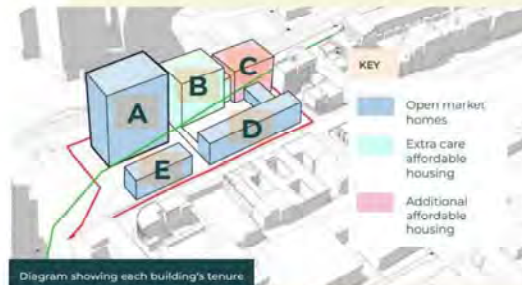
### Overall, the proposals will now deliver:

- ▶ 117 social rent affordable homes
  - ▶ 65 will be Extra Care Social Rent homes
  - ▶ 52 will be additional Social Rent homes
- ▶ A mixture of 1-bed, 2-bed and family sized 3-bed homes

### Who will the homes be for?

Affordable homes will be available to residents on the housing register of both Kensington & Chelsea and Hammersmith and Fulham councils.

Social Rents for 2024-2025 are capped at £188 a week for 1-beds, £199 per week for 2-beds and £210 a week for 3-beds.



All residents across the site will have access to the shared podium garden.

The entrance for the Extra Care affordable housing fronts onto the Community Square, and the entrance for the additional affordable housing is on Lots Road.

## Extra Care Housing

At previous consultations, we heard that you liked the location of the Extra Care building, in the heart of the scheme, next to the Community Square, so we've retained it in this location.

We've introduced a drop-off area right outside the building's entrance to make it safe and easy for residents to come and go.

Residents of the Extra Care building will each have their own apartment but also benefit from a shared communal lounge and activities room overlooking the podium garden. This will help to instill a sense of independent living in a social and supportive environment.

The building will be staffed and Extra Care residents will have access to both planned and unplanned care to meet their specific needs.



# Creating a vibrant site

The latest consultation feedback showed us that while some of you were happy with the proposed commercial space, others wanted to see an increase in the amount of space provided as well as more facilities for local people.

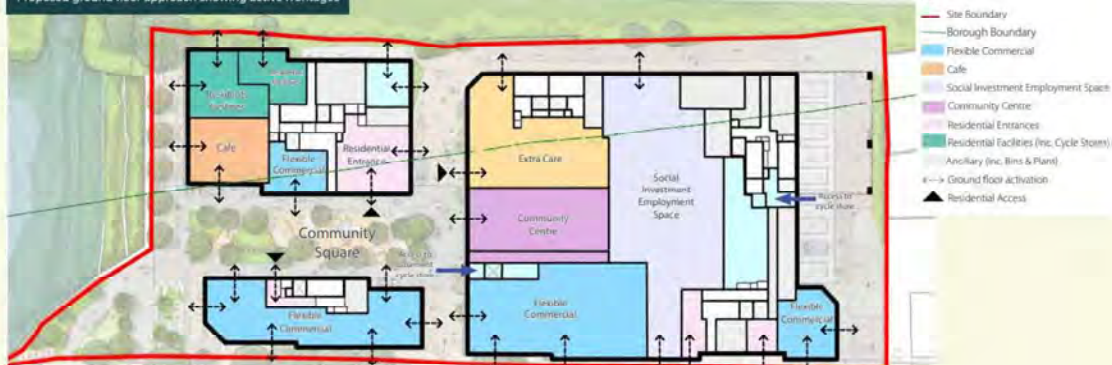
## Taking this onboard, we have:

- ▶ Increased the commercial space **from 1,500 to 2,000sqm** without making the scheme larger
- ▶ Nearly **doubled the size of the community centre** to 200sqm, which now includes space for a potential community cafe
- ▶ Ensured a large amount of active frontages, totaling 327m
- ▶ Designed flexible units to suit a range of occupiers e.g. shops, cafes, showrooms, workspaces
- ▶ Committed that 550sqm shall be Social Investment (Affordable) Employment Space, which is over 25% of all total commercial floorspace



Sketch of community square looking at Community Centre and other building entrances

Proposed ground floor approach showing active frontages



# Next steps

Thank you for taking the time to review our updated proposals for Lots Road South.

Don't forget to share your feedback with us – you can complete our survey at our events or online from Monday 31 March until Friday 18 April. We will consider all the feedback received as we prepare to submit the planning application in the summer.



Visit our website



Sign up to our mailing list

## Timeline



## Leave your feedback

We want as many people as possible to get involved with our consultation and share their feedback on our proposals. You can let us know your thoughts in a number of ways:

- Talk to the team
- Fill out a feedback form



Contact Andrew Addo,  
Resident Engagement Manager:

[lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

07769 936728

**MOUNTANVIL**



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



# Lots Road Feedback Form

Name  Post code

Email

☐ I agree to be contacted about the proposals for Lots Road South.

LCA is collecting feedback for the Lots Road consultation in line with the terms of the LCA Privacy Policy <https://thisislca.com/consultation-privacy-policy/>. Please tick to confirm that you are happy for your feedback to be captured for the purpose of the consultation.

**Q1. What best describes your connection to the area?**

☐ Local resident

☐ Work in the area

☐ Visitor

If other please specify

**Q2. Are you a member of any local groups i.e. resident groups, tenant and leaseholder association?**

## The proposals

**Q3. We've made a number of changes to the design. What do you think of these changes?**

	Strongly against	1	2	3	4	Strongly support
Reduced the height of Block A by two storeys, reducing the total number of homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased the height of Block C by one storey, increasing the number of affordable homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocated the play space from Creek Corner into the Community Square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased the total amount of ground floor commercial space from 1,500 to 2,000 sqm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased the size of the Community Centre from 120 to 200 sqm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduced 550 sqm of Social Investment (Affordable) Employment Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Q4. We've shared details of the emerging design and materiality of all blocks in the scheme. What do you think about these designs?**

☐

☐

☐

☐

☐

I like the materiality

I am not sure / indifferent

I do not like the materiality

**Q5. In addition to the Community Centre, our proposals include 1,800 sqm of commercial space along the ground floor. What type of uses would you like to see in these units?**

**Q6. How would you like to see the new Community Centre used?**

**Q7. What do you think of our proposals for Lots Road South?**

☐ I support them

☐ I'm not sure yet


☐ I support some parts but not others


☐ I don't support them

**Q8. Do you have any further comments about our updated proposals for Lots Road South?**

**Contact Andrew Addo, your Resident Engagement Manager**

 [lotsroadcommunity@mountanvil.com](mailto:lotsroadcommunity@mountanvil.com)

 07769 936728

 [LotsRoadSouth.co.uk](https://LotsRoadSouth.co.uk)













# OVERVIEW

This phase of consultation took place between 26 March 2025 and 18 April 2025. The consultation covered changes made to the scheme since July 2024, including:

-  Reducing the height of Block A by two storeys to 13, reducing the total number of homes from 282 to 277;
-  Increasing the height of Block C by one storey to 9, increasing the amount of affordable housing from 38% to 43%;
-  Relocating the play space from Creek Corner into the Community Square;
-  Increasing the total amount of ground floor commercial space from 1,500sqm to 2,000sqm;
-  Increasing the size of the community centre from 120sqm to 200sqm; and
-  Introducing 550sqm of Social Investment (Affordable) Employment Space as part of the wider commercial offering.





# OVERVIEW

## EVENTS SUMMARY

Two public exhibition drop-in events were held in the former Lots Road Auctions unit at 71 Lots Road:

- Wednesday 26 March 2025, 4pm-8pm
- Saturday 29 March 2025, 10am-2pm

RBKC also held its Development Forum at Chelsea Academy (opposite the site) on:

- Wednesday 2 April 2025, 6pm-8pm



## NUMBERS AT A GLANCE



73 people visited our two public exhibitions.



74 people have completed our survey, in person at events or online.



2,340 people visited the consultation website a total of 3,565 times from 26 March to 18 April.



23,820 accounts reached through our social media adverts.



Additional meetings held with Heatherley School of Fine Art, Lots Road Neighbourhood Forum and The Big Local at World's End Estate.



# PROMOTING THE CONSULTATION

## FLYER

A flyer promoting the consultation was distributed to c. **5,500** addresses in both RBKC and LBHF around the site on 13 March 2025.



## WEBSITE/ MAILING LIST

The **project website** was updated to promote the consultation

Emails were sent to **177**

people/organisations on our mailing list.

**2,340** people have viewed the consultation website since the launch of this phase. **797** people have clicked on the survey page. **39** people have completed the survey online.



## SOCIAL MEDIA

Used to **promote the events**, drive traffic to the consultation website and **push survey responses**.


**23,820** accounts have been reached through paid social media advertising with **150,010** ads seen and **1,957** link clicks through to the consultation website.






# FEEDBACK CHANNELS


Feedback has been received via **five channels**:




Conversations at events




Surveys completed at events




Online survey



Emails from respondents



Discussions at stakeholder meetings

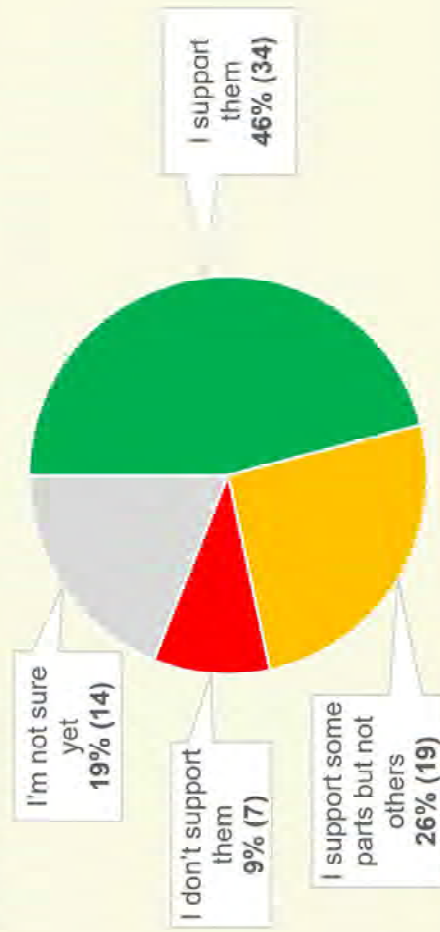


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# FEEDBACK: OVERALL PROPOSALS

Respondents who completed the surveys (online or via paper surveys at events) were asked to tick one of four boxes to summarise what they thought of the overall proposals for Lots Road South.

Total respondents: 74



Overall, 46% (34) of respondents were supportive of the proposals, a further 26% (19) were supportive of some parts but not others, 19% (14) were not sure yet, and 9% (7) did not support them.





# FEEDBACK: OVERALL PROPOSALS

Respondents were asked to expand on why they liked, did not like or were not sure of their thoughts on the proposals. A summary of responses has been shared below:

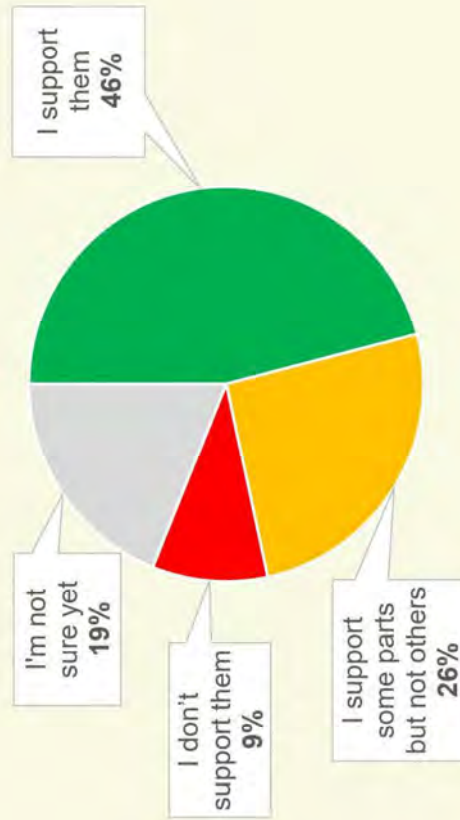
I support them 46% (34)	I support some parts but not others 26% (19)
"The development is about housing and so the blocks should be taller to maximise housing opportunities"	"The overwhelming feeling is you have done a good job but RBKC need to lower the expectations, it's too high"
"It [the site] needs new life"	"Too many social rental properties in the area" / "Too much focus on affordable"
"A space for athletic activities for young people would also be welcome (open space)"	"The public and commercial spaces are too small."
"Bring more such proposals in the south of the borough"	"I'm pleased that the outdoor community will be open to all tenure and local residents."
"I am very supportive of the proposed scheme. This section of the road has looked tired for a number of years, so the development will have a positive impact"	
I am not sure yet 19% (14)	I don't support them 9% (7)
"Mood' boards can be misleading."	"The proposed development does not match the character of the neighbourhood."
"They are better than the H&F towers. Pleased they will hopefully look as good as in plans"	"The buildings are too high and the development is too dense."
"The real problem of this new building is the traffic who will be largely disturbed our roads"	"A better use of the area would be further park space"



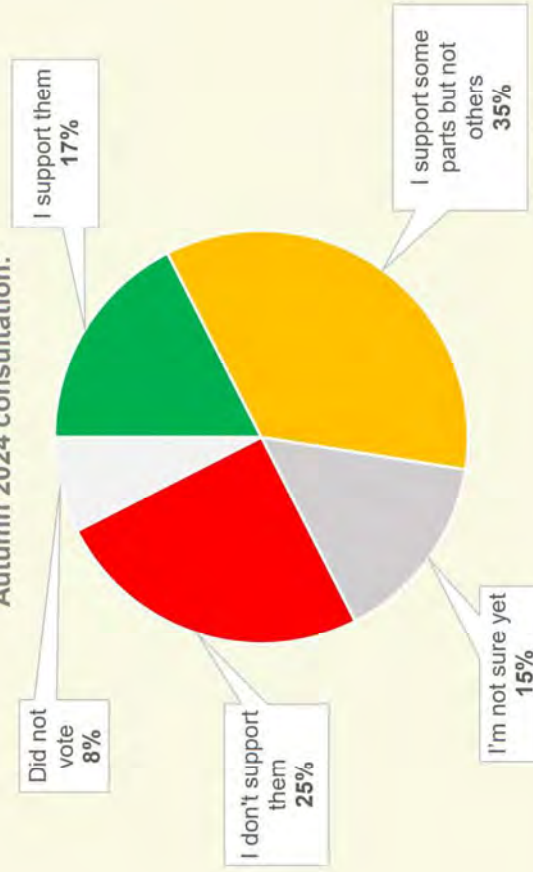
# FEEDBACK: 2025 vs 2024

Compared to the previous consultation in 2024, the feedback demonstrates an increased level of engagement with, and support for, the project. The 74 responses is an 85% increase on the 40 received in 2024. In terms of the sentiment of these responses, there is a **29% increase in support** for the proposals and a **16% decrease in those that do not support** the proposals.

Spring 2025 consultation:



Autumn 2024 consultation:



## FEEDBACK: CHANGES TO THE SCHEME

Respondents were asked what they thought about the changes that have been made to the scheme since July 2024, rating each change from 'strongly against' to 'strongly support'. A tabular breakdown summarising the results has been included below.

There were **265 'Support' or 'Strongly support'** votes, with these being the most popular categories for all but one change. There were **60 'Against' or 'Strongly against'** votes.

	Strongly against	Against	Not sure / Indifferent	Support	Strongly support	Did not respond
Reduced the height of Block A by two storeys, reducing the total number of homes	6	3	10	16	37	2
Increased the height of Block C by one storey, increasing the number of affordable homes overall	13	8	12	20	17	4
Relocated the play space from Creek Corner into the Community Square	3	3	18	24	19	7
Increased the total amount of ground floor commercial space from 1,500 to 2,000sqm	5	5	23	22	14	5
Increased the size of the Community Centre from 120 to 200sqm	2	5	14	27	24	2
Introduced 550sqm of Social Investment (Affordable) Employment Space as part of the wider commercial offering	4	3	19	20	25	3



## FEEDBACK: DESIGN AND MATERIALITY

Respondents were asked what they thought about the emerging design and materiality for the proposed buildings, voting on a scale from 1 to 5, with 5 being most in favour.

This question received 54 responses, meaning 20 people did not vote.

**Most respondents were not sure or indifferent, or liked the materiality. Three times more people liked the materiality than disliked it.**





# FEEDBACK: COMMERCIAL SPACE

Respondents were asked what type of uses they would like to see in the ground floor commercial space.

61 respondents answered this question and in general the sentiment was that the units should be well suited to the area and be of use to the whole community.



**19 people** said they would like to see retail units introduced in the commercial space, with suggestions ranging from a florist to a bakery to a newsagents to artisan traders.



**17 people** said they would like to see a café use within the proposed commercial space.



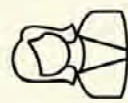
In general, **15 people** said they wanted to see the commercial units occupied by independent shops, traders or businesses.



**13 people** said they would like to see a supermarket here – with **three of these** wanting to see a large chain store, and **six** preferring a small convenience store.



## FEEDBACK: COMMERCIAL SPACE, CONT.



**9 people** responded that they would like to see the units used for offices, business units, or space for makers and creative industries.



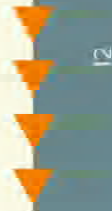
**7 people** said they would like a restaurant/bar in the commercial space, commenting they would like to see uses that bring life to the area.



**5 people** said they would like to see the space used for medical services, such as a GP surgery or pharmacy.



**3 people** said they would like to see community facilities, such as a day centre for over 50s, or a creche, nursery, or for education.





## FEEDBACK: COMMUNITY CENTRE

Respondents were asked how they would like to see the proposed new 200sqm community centre used.

**48 people** responded to this question. Most shared the view that this space should be used for the community and offer events that bring everyone together.



**12 people** said they would like to use the community centre for educational activities such as lectures, workshops or adult education.



**9 people** said they want the community centre to serve local community need. **One person** said priority should be given to Lots Village residents, whilst another said it shouldn't be taken over by "special interest groups".



**9 people** said they would like the community centre to serve young people, whether that be classes for children or a youth club.



**6 people** said they would like to see activities for older people, while a further **6 people** said they would like the community centre to provide the opportunity for people to socialise and come together.



**5 people** said they would like to use the space for sport, with suggestions of fitness classes, dance or indoor games.





## FEEDBACK: FURTHER COMMENTS

Respondents were asked if they had any further comments about the proposals for Lots Road South.

**47 respondents** took the opportunity to provide additional comments here. There were also a number of conversations had at the in-person events that have also been reflected on the following slides.



**10 people** mentioned housing tenures, with **3 people** wanting to see affordable homes for local people and **3** questions about housing allocation. **3 people** said they would like to live in the new development, and **1 person** wanted to see a care home delivered. This comment was echoed by a representative of Lots Village Chelsea. The Lots Road Neighbourhood Forum welcomed the provision of 65 extra care social rent homes.



**9 people** raised concerns about the impact on local infrastructure. This included concerns about the potential impact on the highway network of construction vehicles and servicing/ deliveries in the completed scheme, in addition to the capacity of GP surgeries and schools. Concerns about these matters were also raised by the Lots Road Neighbourhood Forum.



**8 people** took the opportunity to leave more positive feedback about the scheme, with **3 people** commenting that they'd like construction to start as soon as possible. There were also comments that the site has looked "tired for years".



## FEEDBACK: FURTHER COMMENTS CONT.



**6 people** mentioned height, massing and design. **2 people** commented that they want the buildings to be "classy". Concerns about the height were raised by 3 residents of Lighterman Towers. A representative of Lots Village Chelsea mentioned the height and façade not being in-keeping with the local context. The Lots Road Neighbourhood Forum stated they remain opposed to the overall height and size of the development, that they supported the attempts to pick up accents from the Conservation Area but that design of the Lots Road blocks should be looked at again.



**4 people** mentioned commercial amenities they would like to see introduced including a cinema, restaurant, café and leisure space. The Lots Road Neighbourhood Forum stated they welcome the provision of affordable workspace and the community centre and would like to see further details of how these will operate. However, they continue to object to the level of commercial space proposed.



**4 people** said they want to see continued engagement about the project.





## NEXT STEPS

Thank you to everyone who has engaged with our consultation.

We will now be updating our proposals ahead of submitting a planning application in the summer.

