

# THE FUTURE OF KING'S WALK

## Welcome to our listening exercise



View on Kings Road looking north-west towards site.

Crosstree Real Estate Partners purchased the King's Walk shopping centre in December 2019, and is currently exploring proposals that would improve this stretch of the King's Road, which currently contributes little to the vibrancy or character of the area.

We would like to hear your thoughts on the future of the shopping centre site and how you feel we can improve this section of the King's Road.

This listening exercise is the first opportunity to view our proposals, ask us questions and share your feedback with us. We will host further consultation events showing more detailed proposals later in the year before a planning application is submitted to the Royal Borough of Kensington & Chelsea.

### Crosstree

Crosstree Real Estate Partners LLP was founded in 2011 to invest in property-related assets with a focus on the UK market. Crosstree has invested in high-profile London property sites and has been involved in successfully implementing a number of development schemes in Westminster (One Berkeley Street), Islington (The Bower Development), Camden (Standard Hotel) and Greenwich (The O2).

### Squire and Partners

Squire and Partners are an award-winning architectural practice who have been designing buildings on key sites in London for over 35 years. They have previously worked in Kensington and Chelsea, Soho, Mayfair and Notting Hill. Local projects include the redeveloped Chelsea Barracks and Lancer Square in Kensington.



One Berkeley Street, Westminster.



20 Golden Square, Westminster.



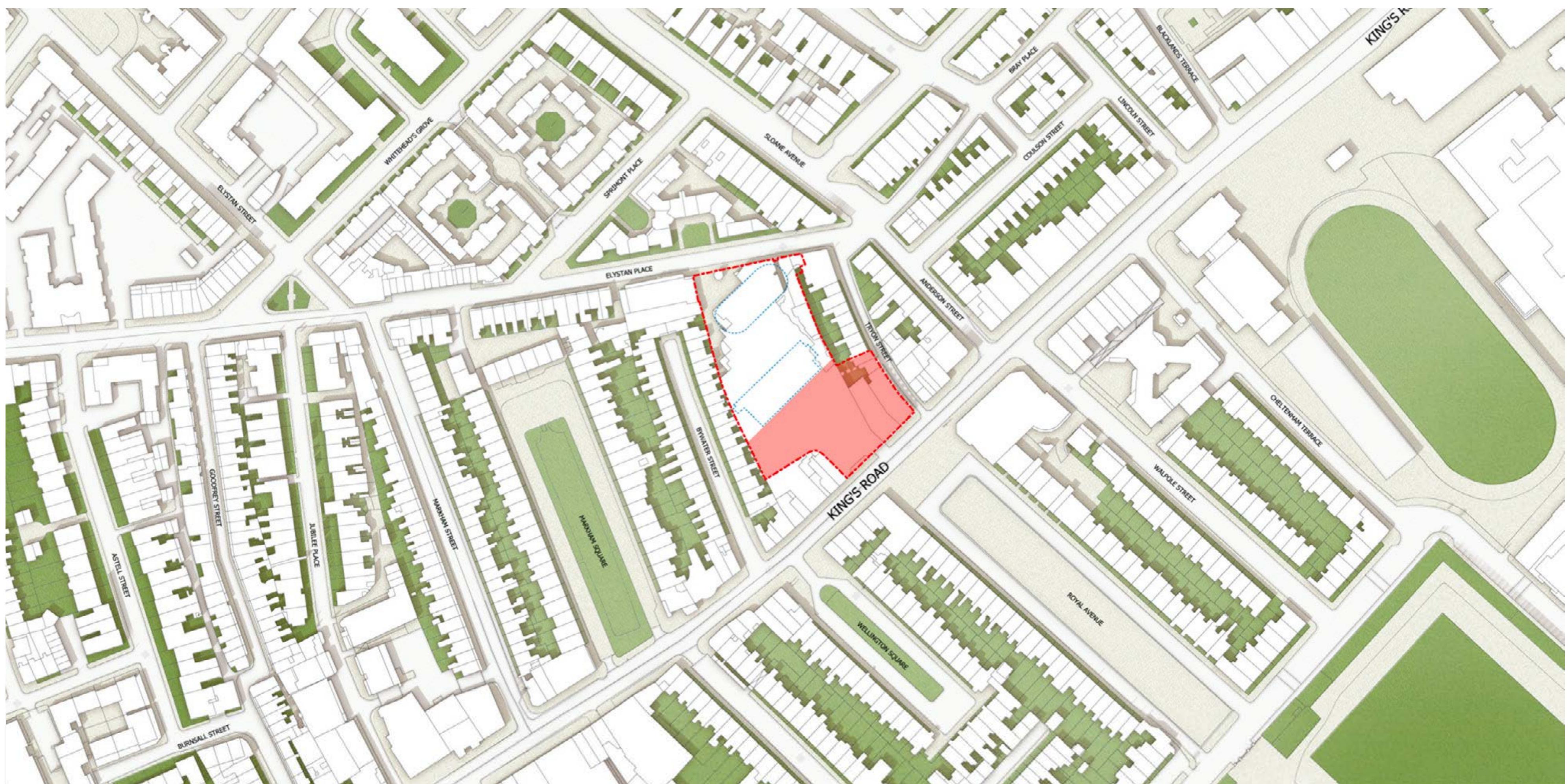
Lancer Square, RBKC.



Chelsea Barracks, RBKC.

# The existing site

The King's Walk shopping centre occupies a prime position on the King's Road opposite the Royal Avenue, which ends at the historically significant Royal Hospital.



Site boundary.

The King's Walk Shopping Centre site faces the King's Road and is bounded by Tryon and Bywater Street and backs onto Elystan Place.

In addition to the shopping centre this site includes the buildings currently occupied by retailers Ghost and Muji, as well as the residential Ranelagh House buildings to the rear.

## Ranelagh House

While we are in discussions with Ranelagh House residents about wider improvements, the residential buildings themselves will not form part of any future redevelopment proposals.

## The King's Walk shopping centre

The site was originally built for factory use and was later converted by J Sainsbury to be a flagship retail store which was opened to the public in May 1966.



Site boundary.



# The current 1960's building

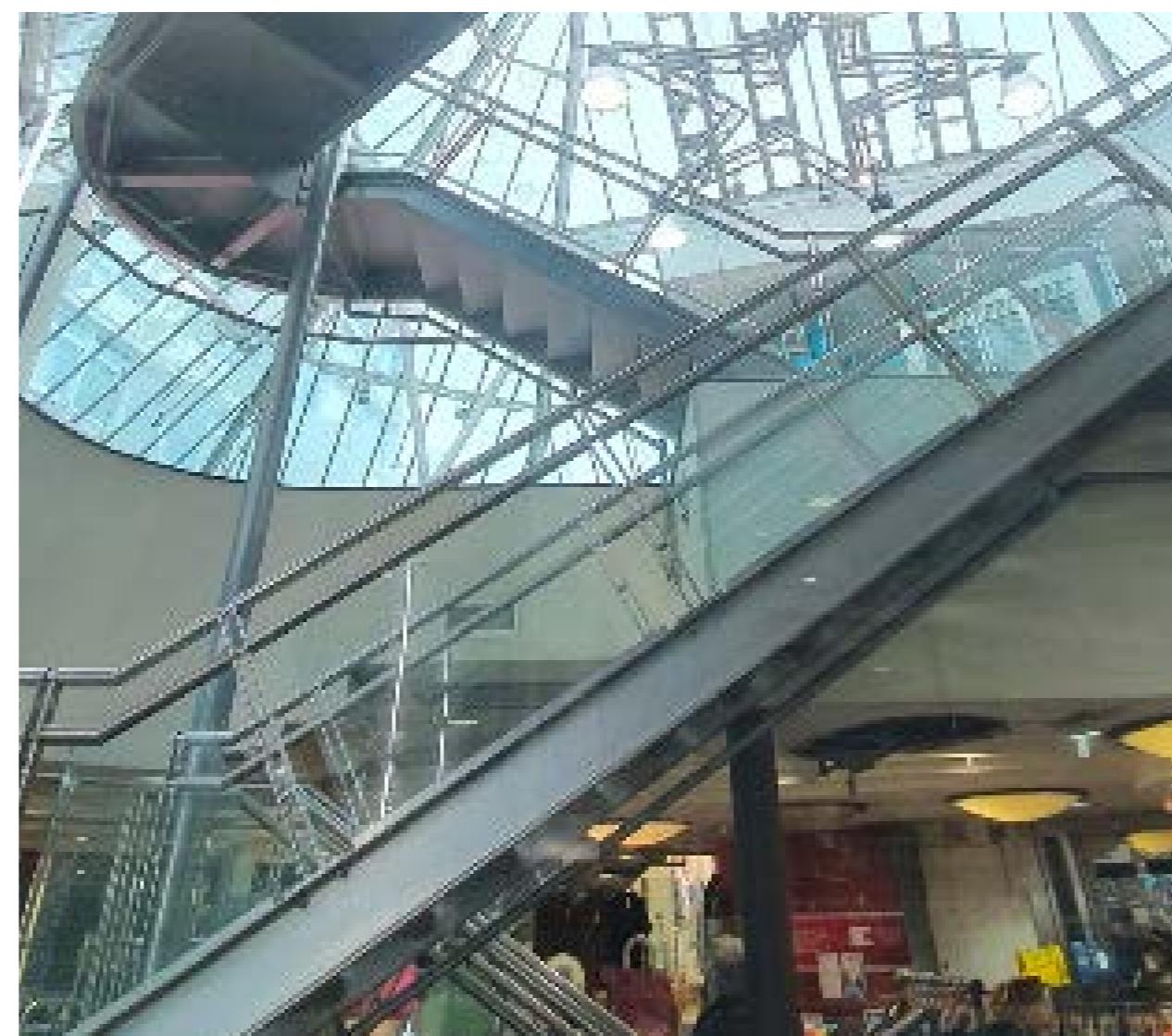
The current shopping centre is outdated, unattractive and detracts from the character of the area, not least as it is unable to support the type of quality retail offer that local residents should expect from the King's Road.

The external appearance of the existing shopping centre fronting the King's Road is out of keeping with the rest of the street and provides an underwhelming visual bookend to Royal Avenue and the Royal Hospital, one of the area's most notable architectural elements.

The site sits within a prime London location along the King's Road, but currently does not contribute to the unique and vibrant retail, leisure or office spaces for residents, workers and visitors elsewhere on King's Road. The centre was not specifically designed for the type of retailers that currently occupy the spaces. This can be seen through the following issues:



Empty retail units throughout the centre reflects the lack of interest from other retailers in wanting to relocate here.



A confusing layout for visitors with no clear or obvious route through and around the centre.



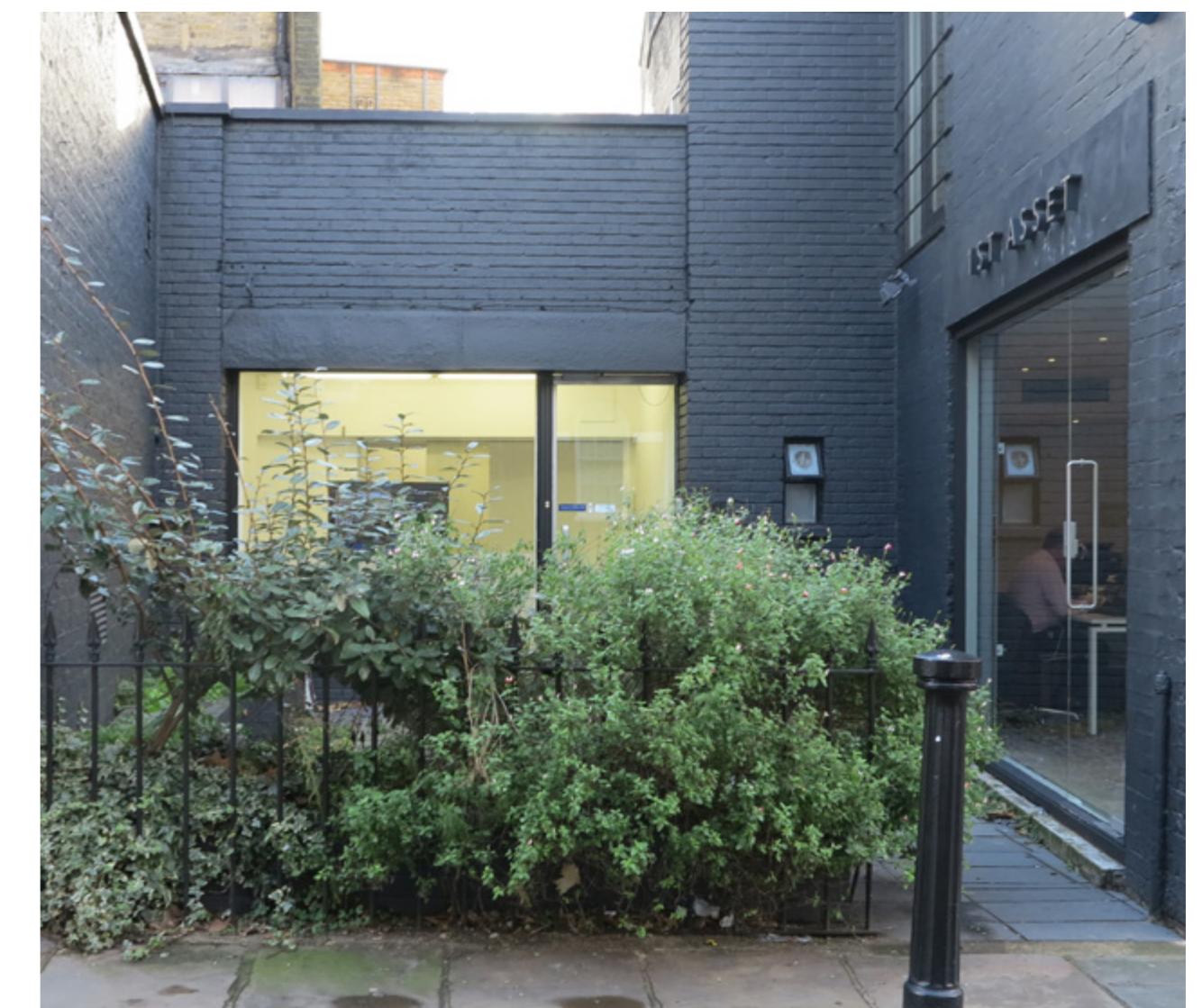
When it was converted from a Sainsbury's supermarket, King's Walk incorporated an outdoor courtyard creating deep reset retail units with no visual connection to the King's Road



Current layout provides insufficient servicing for retailers, leading to delivery vehicles having to park on the King's Road.



Lack of high street frontage means there is no visual engagement between people on the King's Road and the retail offer. The building is not visually suitable for its prominent location at the end of Royal Avenue.



Current entrance to Tryon Street is unattractive and not appealing for residents or visitors.

There is now a valuable and important opportunity to enable change and improvements that will serve to ensure the site has a sustainable and vibrant long-term future.

# A vision for the site

We have appointed architects Squire and Partners, to create a building which is architecturally sympathetic to its surroundings and to explore a mix of different uses to better meet the needs of local people in this important and prominent location.

Redeveloping the site creates the opportunity to vastly improve the retail and office space in this area of the King's Road by rationalising and modernising an existing site.

With the shopping centre struggling in its current form we are exploring a mix of complementary uses in addition to retail to ensure the site remains sustainable and vibrant in the long-term in its town centre location including:



## Retail

We believe there is the opportunity to vastly improve the retail offer. With the needs and wants of the King's Road community in mind we aim to improve the quality of the overall floorspace.

## Office space

Modern workspace, including co-working space to support new jobs and draw increased footfall into the retail spaces.



## Leisure space

We are looking at how we could incorporate an appropriate, high-quality health and wellbeing use to King's Walk which would provide a benefit for the local community and others.

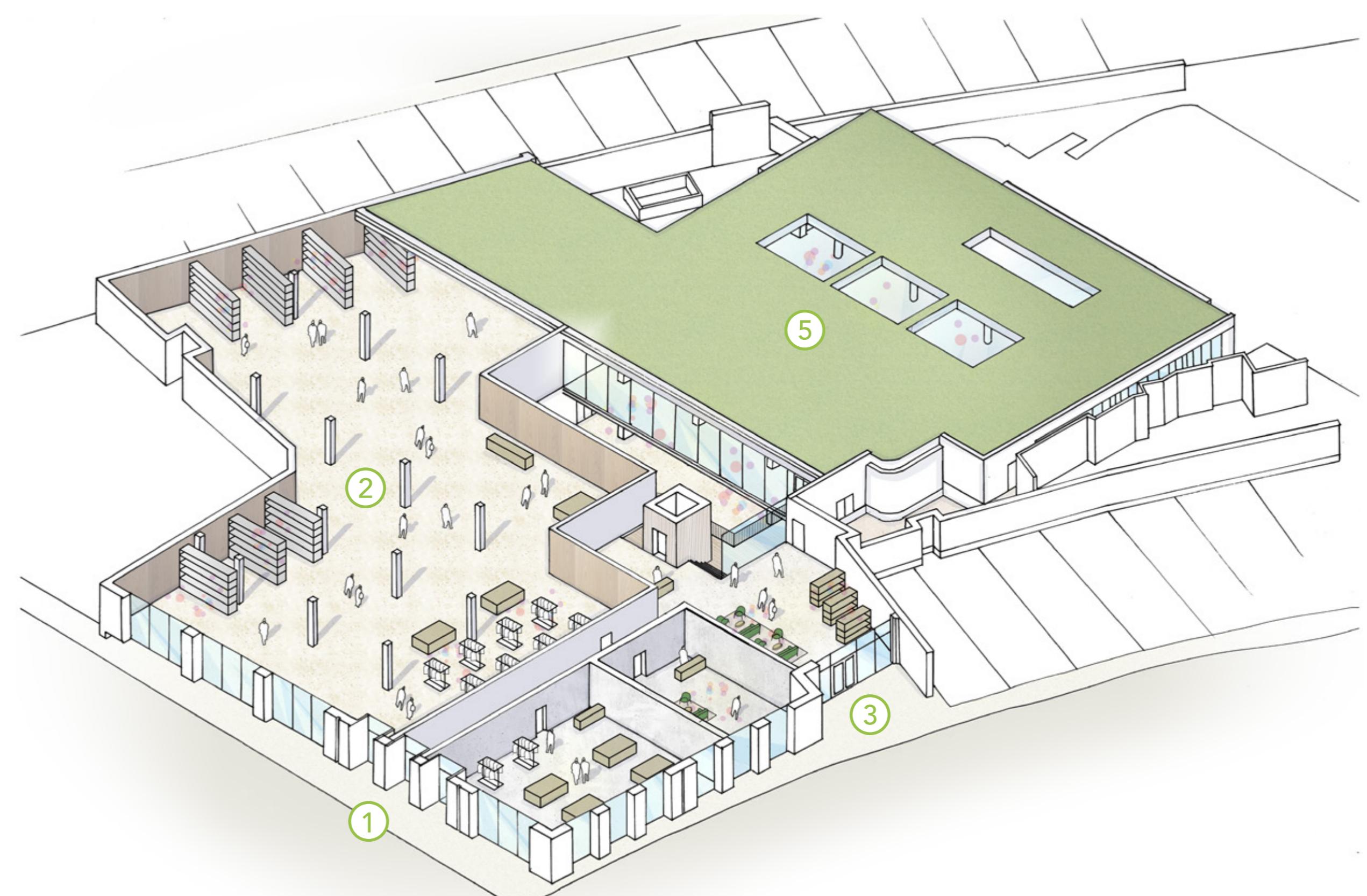
# Early design concepts

While we are currently at the very early stage of the design process, we are seeking to significantly improve the King's Walk site by focusing building work on the front part of the site to minimise construction impacts to residents and neighbours. The Ranelagh House buildings will not form part of any redevelopment proposals.

Our early thinking is that the proposals would be centred around the following five core elements:

## ① A more sympathetic frontage to the King's Road & Royal Avenue

New facades will provide visitors to the King's Road and residents on Royal Avenue with a more appropriate view in the context of their historical surroundings.



## ② A more efficient layout to support a range of complementary uses

We are currently exploring a moderate increase in height along the King's Road with a building of similar scale and style to other local buildings. This will enable the new building to support a mix of different uses across larger and more flexible floorspaces whilst blending with the local architecture.



## ③ Creating better access for residents and users

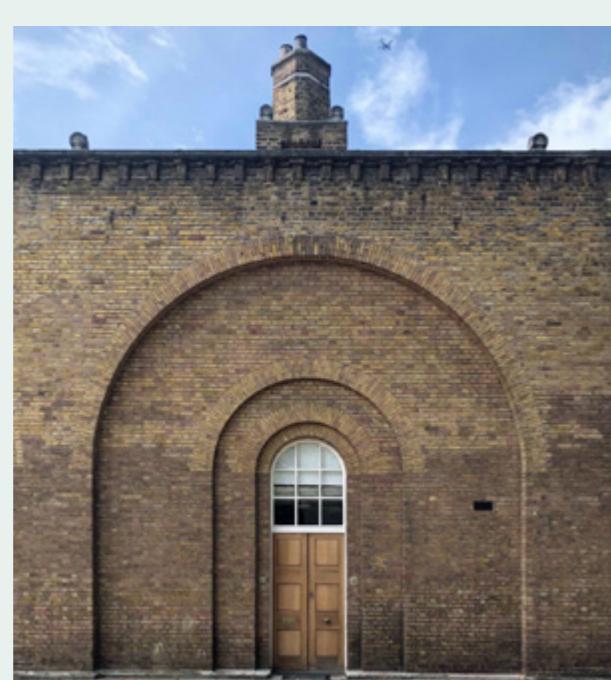
The proposals will increase the building's connection to the neighbourhood with improved entrances and exits on King's Road and Tryon street.

## ④ High quality materials

That are in keeping with the character of the local area with inspiration taken from other retail units along the King's Road, Royal Hospital and Duke of York Square.

## Local influences

Squires and Partners have taken inspiration from local buildings and designs to influence the early designs King's Walk.



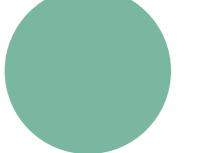
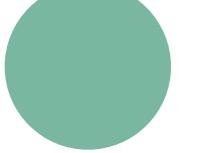
## ⑤ An improved outlook for Ranelagh Court

We will work with residents in order to best explore how we can improve their open space and outlook as a part of these works. Early options include a green wall, or shared community garden but this will be driven by engagement with Ranelagh House residents from the beginning.

# NEXT STEPS

We would like to hear your views on our early plans before we hold a further public exhibition in spring 2020.

You can share your views by:

-  Filling in a comments card
-  Online feedback form: [www.kingswalkchelsea.co.uk](http://www.kingswalkchelsea.co.uk)
-  Email: [kingswalk@londoncommunications.co.uk](mailto:kingswalk@londoncommunications.co.uk)
-  Freephone: 0800 307 7642

-  **MARCH 2020**  
First exhibition  
Online polling at [GiveMyView.com/KingsWalk](http://GiveMyView.com/KingsWalk)
-  **SPRING 2020**  
Second exhibition  
Online polling at [GiveMyView.com/KingsWalk](http://GiveMyView.com/KingsWalk)
-  **SUMMER 2020**  
Planning application submitted
-  **2021**  
**Construction begins**  
(subject to planning permission)