

THE FUTURE OF KING'S WALK SHOPPING CENTRE

COMMUNITY NEWSLETTER – JUNE 2020

Dear Resident,

I hope you and your families are well during this difficult period. I am writing on behalf of Crosstree Real Estate Partners, who are the new owners of the King's Walk Shopping Centre. We bought King's Walk at the end of 2019 and have since been pursuing opportunities to improve this stretch of the King's Road which we believe currently contributes little to the vibrancy or character of the area.

Since January 2020 we have been engaging with residents to understand aspirations and hopefully you will have received a flyer through your door or completed one of the online questionnaires. We received over 1,500 responses during our first phase of consultation and have used this to develop our proposals.

We had hoped to be holding a face-to-face exhibition to share our updated proposals with the local community but unfortunately we are unable to do so given the current restrictions due to Covid-19.

We have created a purpose-built virtual exhibition which provides you with information, and the opportunity to feedback on our updated proposals. You can view the exhibition at www.KingsWalkChelsea.co.uk.

We want to be able to engage with as many of you as possible so please get in touch if you would like to talk to the Crosstree team, have any feedback, or if you would like to view the exhibition materials in hard copy.

Yours faithfully,

Matt Mason and the Crosstree team



Matt Mason



James Clark



Safi Zakaria



Marion Dillion

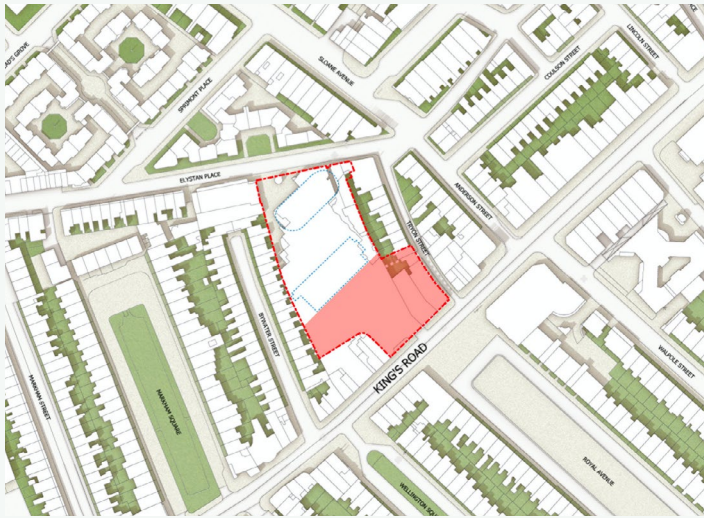


King's Walk shopping centre entrance on King's Road.



The proposed new facade to King's Walk.

THE SITE



The site with the area of development shaded in red.

The King's Walk shopping centre faces King's Road and is bordered by Tryon and Bywater Street and backs onto Elystan Place. The site includes the buildings currently occupied by Ghost and Muji as well as the residential Ranelagh House buildings to the rear. Ranelagh House will not form a part of the redevelopment proposals, but we are continuing to engage with the residents who live there to answer their questions about the evolving plans.

We believe the site is badly in need of modernisation and that our proposals will create a vibrant building befitting the King's Road. In our early online engagement few voters said they regularly visited the shopping centre. In meetings with residents and local amenity groups there has been a consensus that King's Walk can be dramatically improved to meet the needs of the whole community.

52% of voters only visit the shopping centre monthly. 24% of voters had never been.



Chelsea residents had a low average rating of the shopping centre: 37%



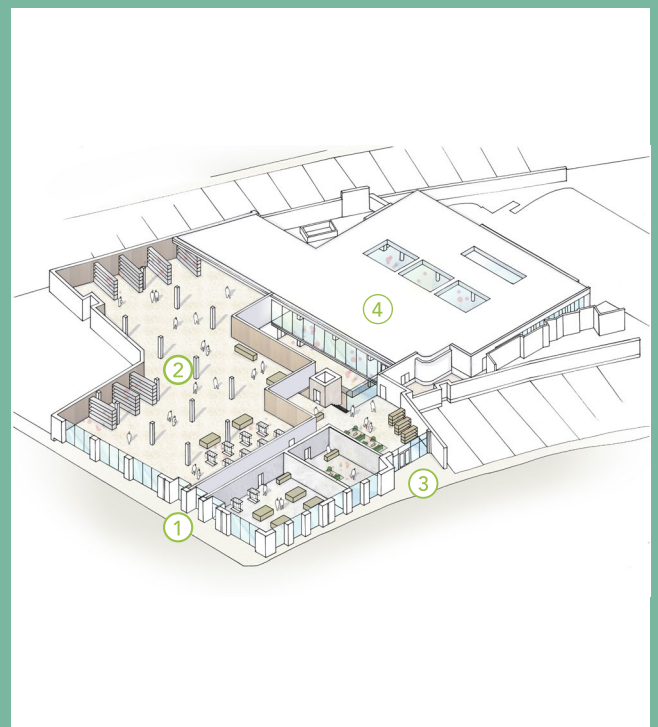
92% of all votes support the use of architecture that takes inspiration from local and traditional architecture



OUR UPDATED PROPOSALS

Our proposals are centred around the following five core elements:

- 1. A more sympathetic frontage to the King's Road and Royal Avenue:** New facades will provide 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 proposing new larger high-quality retail units with office space above and a flexible health club and/or medical wellness facility in the rear and lower floors.
- 3. Creating better access for residents and users:** These proposals will increase the building's connection to the neighbourhood with improved entrances and exits on the King's Road and Tryon Street.
- 4. An improved outlook for Ranelagh House:** We are working closely with our neighbours in Ranelagh House to explore how best to improve their open space and outlook including a green garden wall to the rear of King's Walk
- 5. High Quality materials:** In keeping with the character of the area and inspired by local architecture, such as Royal Hospital and Duke of York Square.



A diagram showing the proposed ground floor.

A redeveloped King's Walk will include high-quality retail, office space and a flexible health club and/or medical wellness facility to the rear.

This new façade will create a building in keeping with the traditional architectural style of the area, creating a visual bookend to the Royal Avenue and inspired by the Royal Hospital. This style of architecture was a popular suggestion from our early consultation activities. The new building has been designed to ensure it fits within the context of other buildings on King's Road, with an additional storey above the height of the existing building set back and not visible from the road.



Our proposals will increase the number of shop windows along King's Road and create large retail units to attract high quality retailers befitting the area. We have built in flexibility to the design to support a range of different retailers.



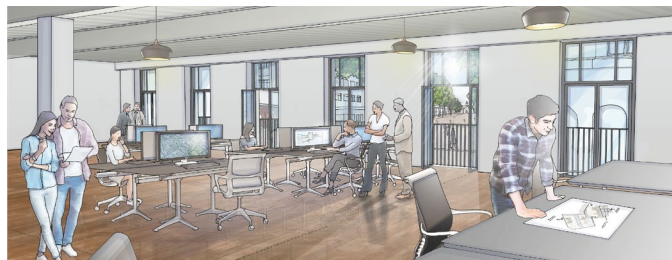
A new approach to Tryon Street will prioritise pedestrians and create an improved entrance for office and healthclub or medical wellness facility users. The design of the Tryon Street side of the building has been modified to incorporate a gentle curve and fewer retail windows following feedback on the evolving designs.



A new flexible health club and/or medical wellness facility will be accessible off Tryon Street via an improved entrance, set back from the street. An appropriate health and wellbeing operator of this space was supported by the majority of people in feedback received to date.



Our proposals include three storeys of office space above the retail, with a further storey set back and not visible from the King's Road. Office space is needed in the area and has been supported by planning officers in the Council, as well as some residents' groups. Office space will create a building that is vibrant during the day, but remains peaceful and quiet for neighbouring residents at night.



A new rear façade will create a green garden wall inspired by the Chelsea Flower Show. This wall will contain a state-of-the-art irrigation system, will improve local air quality and dampen sound for residents living nearby.



NEXT STEPS AND GETTING IN TOUCH



If you would like more information on the future of King's Walk and our updated proposals please visit our purpose-built online public exhibition at www.KingsWalkChelsea.co.uk

As part of our planning application we have developed a full Construction Traffic Management Plan including safety, pavements, access to Ranelagh and Mitre House and construction vehicles. For full information please visit our virtual public exhibition via the website details above, or call the freephone number.

We would like to hear your feedback on our plans before submitting a planning application in Summer 2020. Please get in touch if you would like a hard copy of the information displayed in the virtual public exhibition, or if you would like to speak to a member of the Crosstree Team.

PROPOSED TIMELINE

March–May 2020

Listening exercise
Online questionnaire at GiveMyView.com/KingsWalk

June 2020

Second phase of consultation
Virtual exhibition
Online questionnaire at GiveMyView.com/KingsWalk

Summer 2020

Planning application submitted

2021

Construction begins

2023

Construction ends

You can share your views by:



Email:
kingswalk@londoncommunications.co.uk



Phone:
0800 307 7642



Online feedback form:
[Click here to submit feedback](#)



Online questionnaire:
GiveMyView.com/KingsWalk