## EIA Quality Mark Case Study

### North Kensington Gate (South)

<table>
<thead>
<tr>
<th>Key Issues</th>
<th>Purpose of the project</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Built heritage and visual effects relating to a 22-storey building, adjacent to the St Mary’s Cemetery and Grand Union Canal Conservation Areas and nearby listed buildings.</td>
<td></td>
</tr>
<tr>
<td>- Surface water flooding ‘hotspots’ within the site.</td>
<td></td>
</tr>
<tr>
<td>- Considerations of schemes for cumulative assessment including the nearby Cargiant masterplan scheme, HS2 and Crossrail schemes.</td>
<td>- New residential-led development to provide an early contribution to the Old Oak and Park Royal Development Corporation’s (OPDC) wider masterplan aspirations for the Old Oak Common Opportunity Area (OOCOA).</td>
</tr>
<tr>
<td></td>
<td>- The scheme is one of the first projects to come forward within the OOCOA.</td>
</tr>
</tbody>
</table>

### Description of the project

- Client: Aurora Developments Ltd.
- 0.3-hectare site comprising eight existing storage / industrial units, located to the east of Scrubs Lane in the London Borough of Hammersmith and Fulham.
- Proposed demolition of existing buildings and the erection of a single building, comprising a tower that reaches a maximum height of 22 storeys, alongside an eight-storey and six-storey block.
- A total of 170 residential units, 33 car parking spaces, cycle parking, amenity space and landscaping.
- It is anticipated that the Development would be fully built-out over an approximate two-year period with commencement on-site in 2017.
EIA Learning Outcomes

Lessons learnt

- Proactive informal scoping discussions with the OPDC in advance of receipt of the scoping opinion helped achieve a ‘proportionate’ scope for the ES (daylight, sunlight, overshadowing, solar glare and waste were scoped out).
- Importance of consultation and early proactive design engagement with statutory consultees and stakeholders in respect of key sensitivities, such as the adjacent heritage landscape, helped in creating a sensitive design for the scheme that was supported by the planning authority.
- Early identification of key environmental issues provided an opportunity to ‘design out’ key constraints (e.g. flood risk, windy conditions) so that minimal environmental effects were identified during the EIA process.
- Proactive design engagement with the OPDC to ensure alignment with their emerging masterplan and helped to expedite the process.

Lessons learnt continued

- OPDC’s approach to ES review was to appoint independent technical consultants to review on their behalf. This process highlighted the importance of transparency in approach from the project outset and in providing sufficient justification for scoping out issues, which Quod had set as clear objectives. This facilitated a smooth review process post-submission of the application.

Contact details
Alistair Walker
Consultant
Quod
Ingeni Building
17 Broadwick Street
London
W1F 0AX

alistair.walker@quod.com
0207 858 1073

For access to more EIA case studies and hundreds of non-technical summaries of Environmental Statements visit:
https://www.iema.net/eia-quality-mark/eia-quality-mark-case-studies