# EIA Quality Mark
## Case Study

### Earls Court - Outline Planning Applications and Listed Building Consent

<table>
<thead>
<tr>
<th>Key Issues</th>
<th>Purpose of the Project</th>
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<tbody>
<tr>
<td>Regional policy driver for the redevelopment of this strategic Brownfield site within one of London’s Opportunity Areas (OA).</td>
<td>Post London 2012 Olympic Games, the Earls Court One and Two Exhibition Centres become redundant. The site becomes a reservoir of Brownfield land, identified in London planning policy as an OA, having significant capacity to accommodate new housing, commercial development and other uses with the potential for improvements to public transport accessibility.</td>
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<td>The need for the relocation of existing on site residents as a result of redevelopment.</td>
<td>- Regeneration of dated 1960s housing estates of Gibbs Green and West Kensington.</td>
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<td>The need for social and economic regeneration in a deprived area of London.</td>
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<td>Multi-phased development - length of build programme and introduction of new sensitive receptors as build out progresses.</td>
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<td>Stakeholder engagement and community consultation.</td>
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<td>Deconstruction of significant existing structures - Earls Court One and Two Exhibition Centres.</td>
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<td>Development over existing London Underground and Network Rail infrastructure.</td>
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<td>Proximity of adjacent residential properties.</td>
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### Description of the Project
- The 23 hectare Earls Court site spans the Royal Borough of Kensington and Chelsea (RBKC) and the London Borough of Hammersmith and Fulham (LBHF).
- The scheme includes 1,144,899 square metres (m²) gross external area (GEA) of office and retail space, 6,775 residential units, hotels, restaurants and leisure areas, a private hospital, community / education / health and culture spaces.
- Multi phased development (6 phases) over 20 years.
Lessons Learnt

- The importance of understanding the planning strategy and how it informs the form and content of the EIA, particularly in relation to the assessment of cumulative impacts.

- Importance of EIA project management teams understanding of the content of outline planning applications. The need to explain clearly within the Environmental Statement (ES) what is being sought for detailed approval (in this case 'means of access' and 'amount of development') and what is reserved for detailed approval at a later date (i.e. outline approval of 'scale', 'layout', 'appearance' and 'landscaping'); and from this, defining the development 'parameters' assessed by the EIA.

- Importance of identifying the linkages between the commitments made in the ES and those detailed within the Design Guidelines which accompanied the outline design and for which planning approval was sought.

- The benefits of detailed EIA scoping with the LBHF and the RBKC (and other consultees), through submission of a formal EIA Scoping Report and through a programme of scoping and EIA consultation meetings.

- The requirement to assess off-site receptors (e.g. neighbouring residential gardens) in addition to new on-site receptors as part of the wind tunnel testing.

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- The need to factor phasing into the EIA technical studies. The requirement to agree a phasing strategy for outline approval with the Applicant, at an early stage in the EIA programme.

- The need to understand the linkages to other related, but stand alone, planning applications, particularly in relation to the assessment of socio-economic impacts (e.g. housing re-location impacts).

- Requirement to link the social offering of the scheme with the objectives of the OA planning framework as well as development demand.

- Importance of integrating the public in the design evolution process, particularly in relation to the re-provision of new homes for existing on-site residents.

- The importance of clearly defining how the 'Illustrative Masterplan' for the scheme has been incorporated into the EIA technical studies. The Illustrative Masterplan, which is representative of the end development (but which is not sought for outline approval), coupled with the phasing strategy, allowed for a comprehensive analysis of the sequence of deconstruction and construction activities and the impacts likely to arise at each phase of the deconstruction and construction programme.

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