



THE SITE OF HABITAT, Waitrose and the cinema at 196-222 King's Road is on the road to a revamp after Cadogan submitted a planning application to the council for extensive redevelopment of the site.

The application, submitted after a lengthy and extensive consultation with local residents and businesses in parallel to discussions with planning officers at the Royal Borough of Kensington and Chelsea, retains all existing uses of the buildings, including the public house and the cinema.

Cadogan said the principal aim of the landmark development – incorporating retail, office, cinema, public house, roof top restaurant, affordable and market residential with landscaped courtyard – is to reinforce the vitality of the shopping on this part of the King's Road.

Cadogan added that it will apply a careful and deliberate tenant selection approach when letting the space, including shops, to ensure an interesting and vital mix of suppliers. Chief executive Hugh Seaborn said this approach in Cadogan's existing portfolio has resulted in "independent retailers being favoured over high street multiples, and the best fit taking priority over financial considerations."

More than 1,600 people attended the local

consultation, which involved 23 events over a 13 month period. Input from locals proved vital to shaping development proposals, including the retention of the original Gaumont Palace Theatre façade which houses the existing Habitat store; the provision of small independent shops on Chelsea Manor Street; and the relocation of the new pub closer to the corner of Chelsea Manor Street.

Local residents also provided clear support for a cinema within the scheme, and Cadogan delayed submission of the planning application to allow time for a redesign to accommodate the local desire for at least one larger auditorium and screen.

"The proposals in the planning application reflect our aim of ensuring large scale development schemes contribute to the area and take active account of local hopes and concerns," Seaborn added. "We were delighted to have agreed a partnership with Everyman cinemas who have extensive experience in running highly successful local cinemas in London including in Belsize Park and Hampstead. We are also delighted that our development proposals will include the rare opportunity of providing onsite affordable housing."