

BUILDING ON THE APPROVED MASTERPLAN

The approved masterplan for the 39 acre site by Rafael Viñoly will create a mixed-use sustainable development offering places to live, work, and shop as well as cultural and event spaces interspersed with community facilities, open space and the reuse of the Grade II* listed Power Station itself.

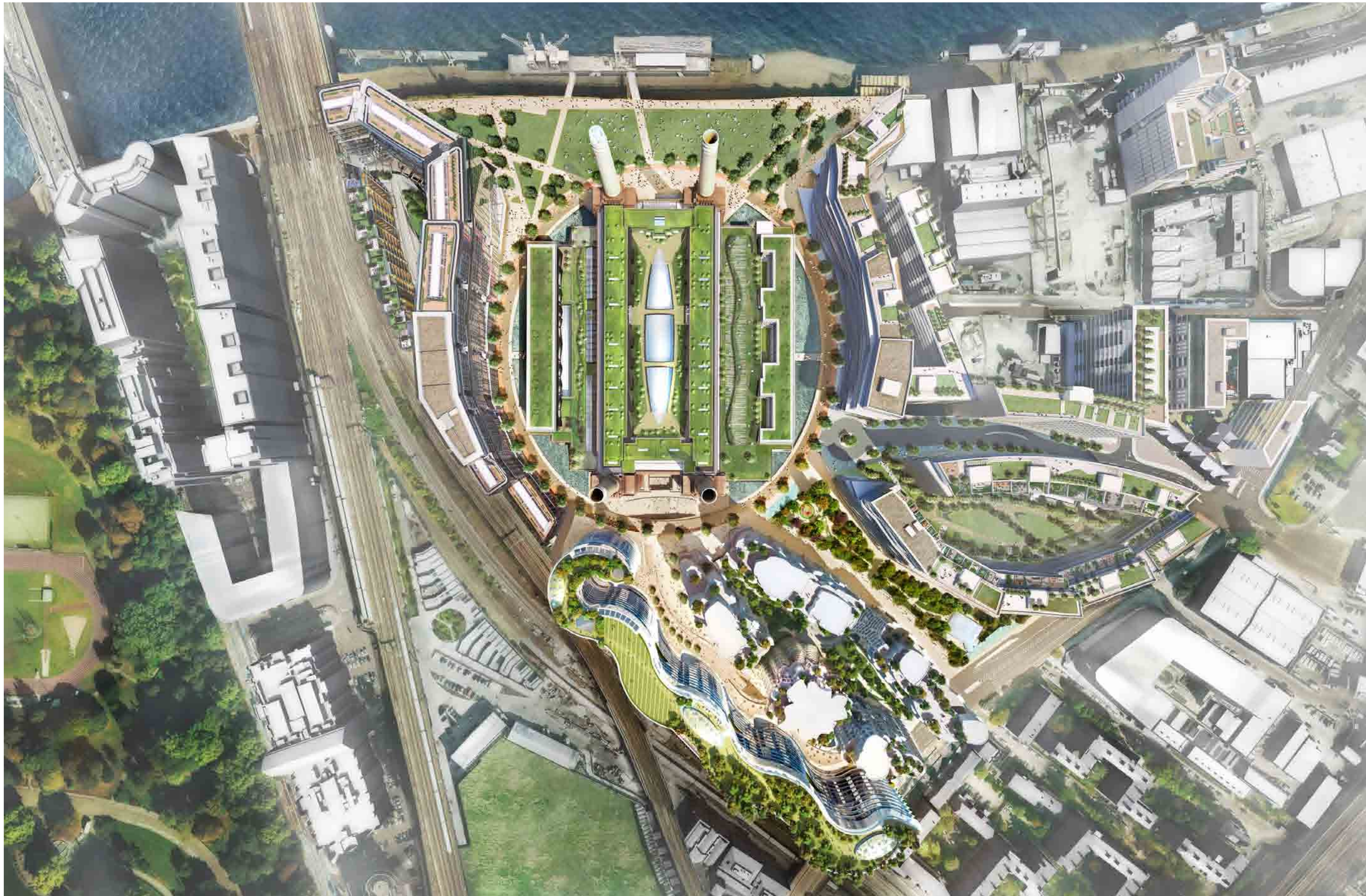
The masterplan permission set the massing parameters for Phase 3. Foster + Partners and Gehry Partners are now taking forward the detailed design of the buildings referred to in the masterplan as Development Zones O-1 and RS-4.

As well as the detailed design, we are seeking some changes to the parameters of the masterplan consent. These changes are an evolution of the approved masterplan and therefore only require a section 73 amendment application. This type of application is a means by which to amend a planning permission where changes are proposed which do not require an entirely new application.



Aerial view BPS Masterplan highlighting Phase 3

BUILDING ON THE APPROVED MASTERPLAN



**MASTERPLAN SHOWING
PHASE 3 PROPOSALS**

GEHRY PARTNERS



Frank Gehry

Gehry Partners is an architectural practice founded in 1962, and located in Los Angeles, California, with extensive international experience

in the design and construction of academic, cultural, residential and commercial projects. Every project is personally designed by Frank Gehry, assisted by a large team of senior partners and staff who carry this forward through technical development and construction administration. Designs are developed using physical models and then documented using Digital Project, a highly advanced three-dimensional computer modelling programme developed by Gehry Technologies for use in the architectural, engineering, and construction industry. The work of Gehry Partners has been featured widely in the international press and exhibited in major museums throughout the world. Notable built projects include: Guggenheim Museum Bilbao; Eight Spruce Street Residential Tower in New York City and Walt Disney Concert Hall in Los Angeles, California. The practice are currently working on Guggenheim Abu Dhabi; LUMA Foundation in Arles, France and Q-MOCA in Quanzhou, China.



Guggenheim Museum, Bilbao



Hotel at Marques de Riscal, Elciego



Walt Disney Concert Hall, Los Angeles



8 Spruce Street, New York

Gehry Partners, LLP

“GEHRY PARTNERS IS HONoured TO HAVE THIS WONDERFUL OPPORTUNITY TO COLLABORATE WITH OUR RESPECTED COLLEAGUES FOSTER & PARTNERS ON THIS SERIOUSLY IMPORTANT PROJECT FOR LONDON. OUR GOAL IS TO HELP CREATE A NEIGHBORHOOD AND A PLACE FOR PEOPLE TO LIVE THAT RESPECTS THE ICONIC BATTERSEA POWER STATION WHILE CONNECTING IT INTO THE BROADER FABRIC OF THE CITY. WE HOPE TO CREATE A DESIGN THAT IS UNIQUELY LONDON, THAT RESPECTS AND CELEBRATES THE HISTORICAL VERNACULAR OF THE CITY.”

FOSTER + PARTNERS



Grant Brooker, Design Director, Foster + Partners

Established as Foster Associates in 1967, the practice now known as Foster + Partners is an international studio for architecture, planning and design. Its work ranges in scale from one of the largest buildings on the planet, Beijing International airport, to its smallest commission, a range of door furniture. The scope of this work includes masterplans for cities, the design of buildings, interior and product design. There is also a strong interest in city planning and the infrastructure of communication.

Projects can be found on six continents throughout the world: Europe, North and South America, Africa, Asia and Australasia and the practice has project offices worldwide, with its main studio in Battersea, London.

Since its inception the practice has received more than 630 awards and citations for design excellence and has won over 100 national and international competitions.



Wembley Stadium



British Museum



Foster + Partners Battersea Office



GLA HQ



Swiss Re

Foster + Partners

“WE MOVED OUR OWN OFFICE TO WANDSWORTH ALMOST 25 YEARS AGO – THE BOROUGH IS VERY IMPORTANT TO US, SO WE WERE ABSOLUTELY DELIGHTED TO BE CHOSEN TO BE PART OF THIS INSPIRING REGENERATION PROJECT FOR THE BATTERSEA POWER STATION REDEVELOPMENT.”

PHASE 3 IN SUMMARY

Phase 3 will be one of the most exciting areas of the Battersea Power Station development. It will include the provision of The Electric Boulevard - a new pedestrianised high street which will be lined with shops and provide a gateway into the development with the new tube station at one end and the Power Station at the other.

This phase will comprise a series of buildings located either side of The Electric Boulevard, together with The Prospect which will provide a new public park, community hub and childrens play area.

Phase 3 is a unique collaboration of two international architectural practices. The Prospect and buildings to the east of The Electric Boulevard (zone RS-4) are being designed by Gehry Partners. Foster + Partners is designing The Electric Boulevard and buildings to the west (zone O-1). Also submitted for approval within this application is Town Square, designed by Wilkinson Eyre Architects, which is located at the northern end of The Electric Boulevard in front of the Power Station.

In total , Phase 3 will provide 1,310 residential homes - 103 of which will be affordable, a 167 room hotel overlooking Town Square, 33,470sqm of retail and restaurant space, a 1500sqm community hub, leisure space and 1,349 car parking spaces to serve the whole development.



Phase 3 plan model



Consented Masterplan



Phase 3 model showing Masterplan amendments

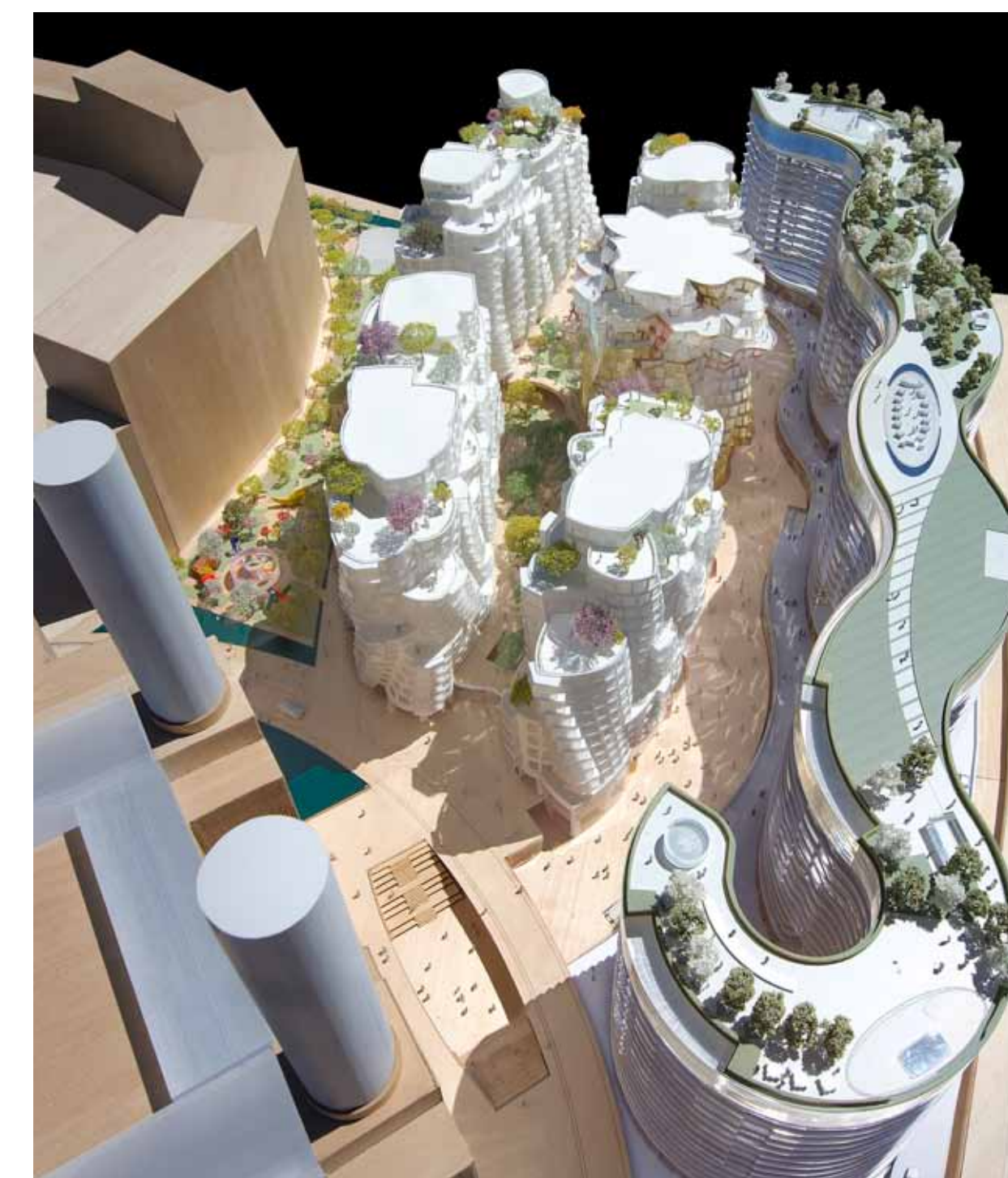
THE SKYLINE

DEVELOPMENT ZONE 0-1

The Skyline building evolved out of a desire to create a dynamic and exciting new 21st Century High Street for London.

The sinuous building responds to the environmental conditions of the site and has created a building that shelters the street from the wind and maximises daylight and sunlight into it.

The wave-like form responds to the composition of The Flower and Prospect Place opposite, creating a series of exciting spaces along The Electric Boulevard for markets, events and street theatre. The street features a wide range of uses including a hotel, shops, cafés and restaurants, a gym, as well as private and affordable housing.



Model view of The Skyline looking south



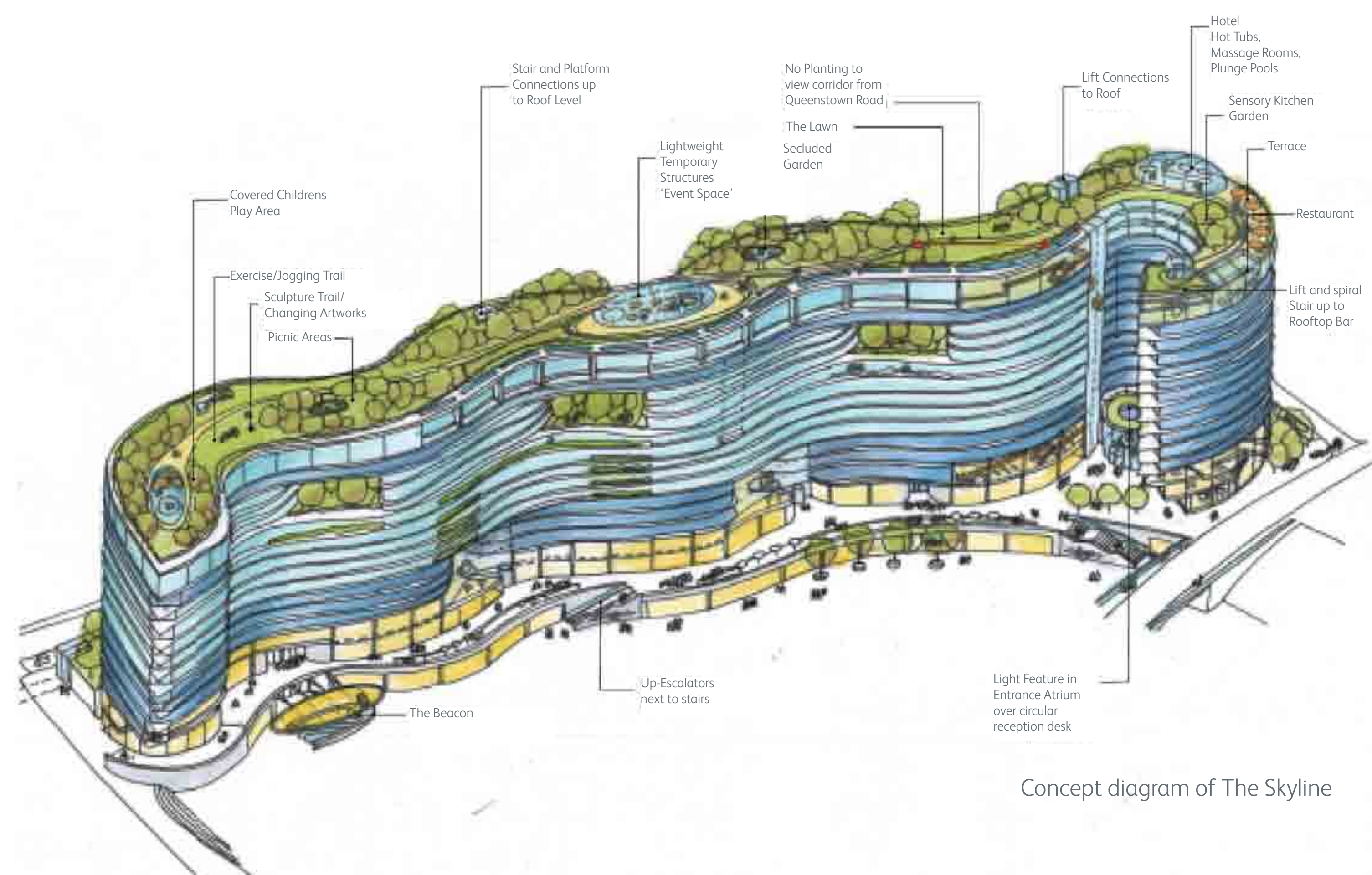
The Skyline from The Electric Boulevard



Plan of The Skyline



The Skyline looking north towards Battersea Power Station



THE SKYLINE

DEVELOPMENT ZONE 0-1

The Skyline will primarily be a residential building and will include 103 affordable homes with a mix of 1-bed, 2-bed and 3-bed apartments which are being delivered in Phase 3 rather than Phase 4 or 5.

The Skyline is crowned by a continuous garden that stretches the entire length and width of the building and will offer unprecedented views towards the Power Station, the River Thames and across London.

The landscape will celebrate the four seasons, and could include a series of distinct recreational spaces such as children's play spaces and areas for temporary residential and hotel events.



Skyline Garden in summer



Aerial view of The Skyline looking south



Skyline Garden in autumn and winter



Design concept for residential lobby

RESIDENTIAL

The residential apartments within Phase 3 will be designed by two of the world's most renowned architects, Gehry Partners and Foster + Partners.

This unique architectural collaboration will provide 1,310 new homes, including a mix of studios, 1-beds, 2-beds, 3-beds, 4-beds and penthouses.

Approximately half of the new homes will be situated within Foster + Partners Skyline and half within Prospect Place designed by Gehry Partners.

103 affordable homes are now being delivered earlier than originally anticipated, within Phase 3 instead of Phase 4 or 5. They will be situated in the Skyline building, and will include a mix of 1-bed, 2-bed and 3-bed apartments.

In addition to the public areas of Phase 3, residents will also have access to residential amenity spaces within the new roof garden on top of the Skyline and within the shared gardens of Prospect Place.

All homes will also benefit from private amenity spaces, including winter gardens, balconies, terraces and gardens.



Model view of Phase 3 showing The Skyline (left) and Prospect Place (right)



Concept for residential street and drop off area on The Skyline



Indicative residential terrace

THE HOTEL



Skyline Hotel restaurant

A key component of the Skyline building is the provision of a new hotel. The new hotel has been located at the northern most part of the building within the 'hook' of the Skyline building. This location allows the hotel to occupy a prime position adjacent to the Power Station with a triple height entrance lobby overlooking the new Town Square.

The hotel is entered into at the upper level of The Electric Boulevard and

includes 167 rooms over 13 levels around the front and back of the hook.

The hotel amenity spaces will be located on the top two levels and will include a panoramic restaurant offering unprecedented views of the Power Station and across London. The hotel will be an extraordinary place to spend the night in London.



Concept design for hotel lobby

THE ELECTRIC BOULEVARD

The Electric Boulevard will be a great new high street for London, designed to rank alongside Regent Street, Bond Street, Marylebone High Street, and Brompton Road.

Extending more than 200m in length, and featuring two levels of shops, cafés and restaurants, The Electric Boulevard provides the primary entrance into the Power Station site, welcoming neighbours from the south and visitors arriving via the new Northern Line Extension.

The proposals are a significant design evolution of the consented Masterplan, which took a mall-like approach, with a uniform appearance, retail balconies and escalators. Instead, The Electric Boulevard is designed as a traditional urban street with the sinuous form of The Skyline and Prospect Place creating a series of individual spaces along the route to the Power Station for temporary public events.

Terraces on the upper level to the west look out towards The Flower and provide seating areas that relate to the adjacent cafés, bars and restaurants.



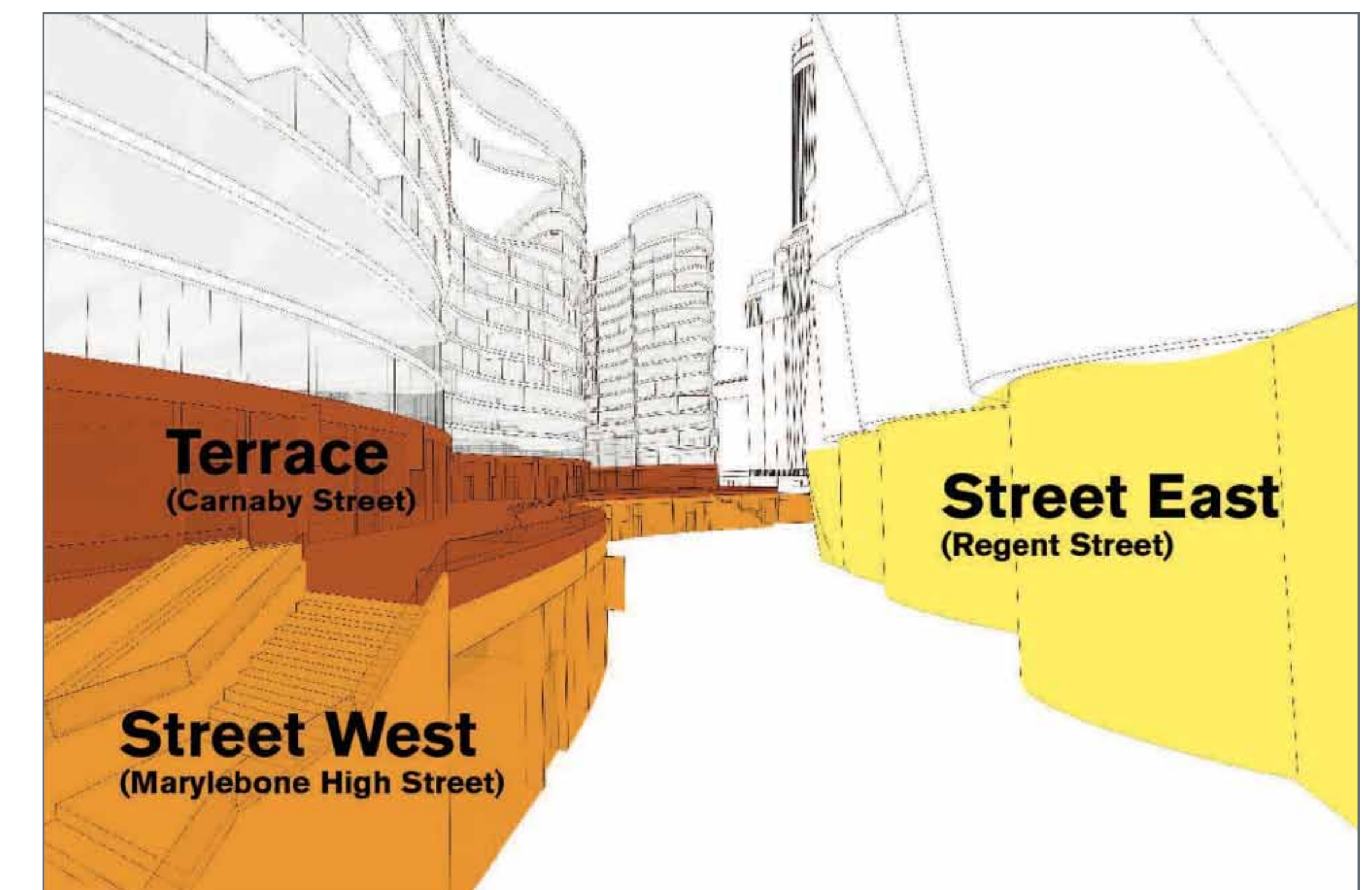
The Electric Boulevard looking south



Consented Masterplan High Street upper level



Consented Masterplan High Street lower level



Precedent London High Streets



Regent Street



Marylebone High Street



Carnaby Street

PROSPECT PLACE

DEVELOPMENT ZONE RS-4

Prospect Place, designed by Gehry Partners, develops the two residential blocks envisaged in the consented Viñoly Masterplan (Zone RS-4) into a neighbourhood of five highly distinctive buildings, which have more of a sense of openness and give better access to daylight.

The facades feature a diversity of materials and sculptural forms punctuated by projecting winter gardens. These create a residential feel and personalise each building, providing residents with a strong collective identity, which will foster community and generate a strong sense of place.

The new buildings are designed to frame and enhance the Power Station views from Battersea Park Road and from within the new development itself. Tall architectural elements at the northern end of Prospect Place relate in scale to the wash towers of the Power Station and define Town Square - a great new urban space for London. Similar features to the south act as a gateway, and welcome the public into The Electric Boulevard.



Prospect Park and Prospect Place



Prospect Place from The Electric Boulevard



Detail Prospect Place

PROSPECT PLACE

DEVELOPMENT ZONE RS-4

The centrepiece of Prospect Place is The Flower, an exuberant signature building located on The Electric Boulevard between Battersea Park Road and the Power Station. The Flower will feature a façade created from different shades of metal cladding, beginning with soft shades at street level and blooming into a multicoloured crown at the top.

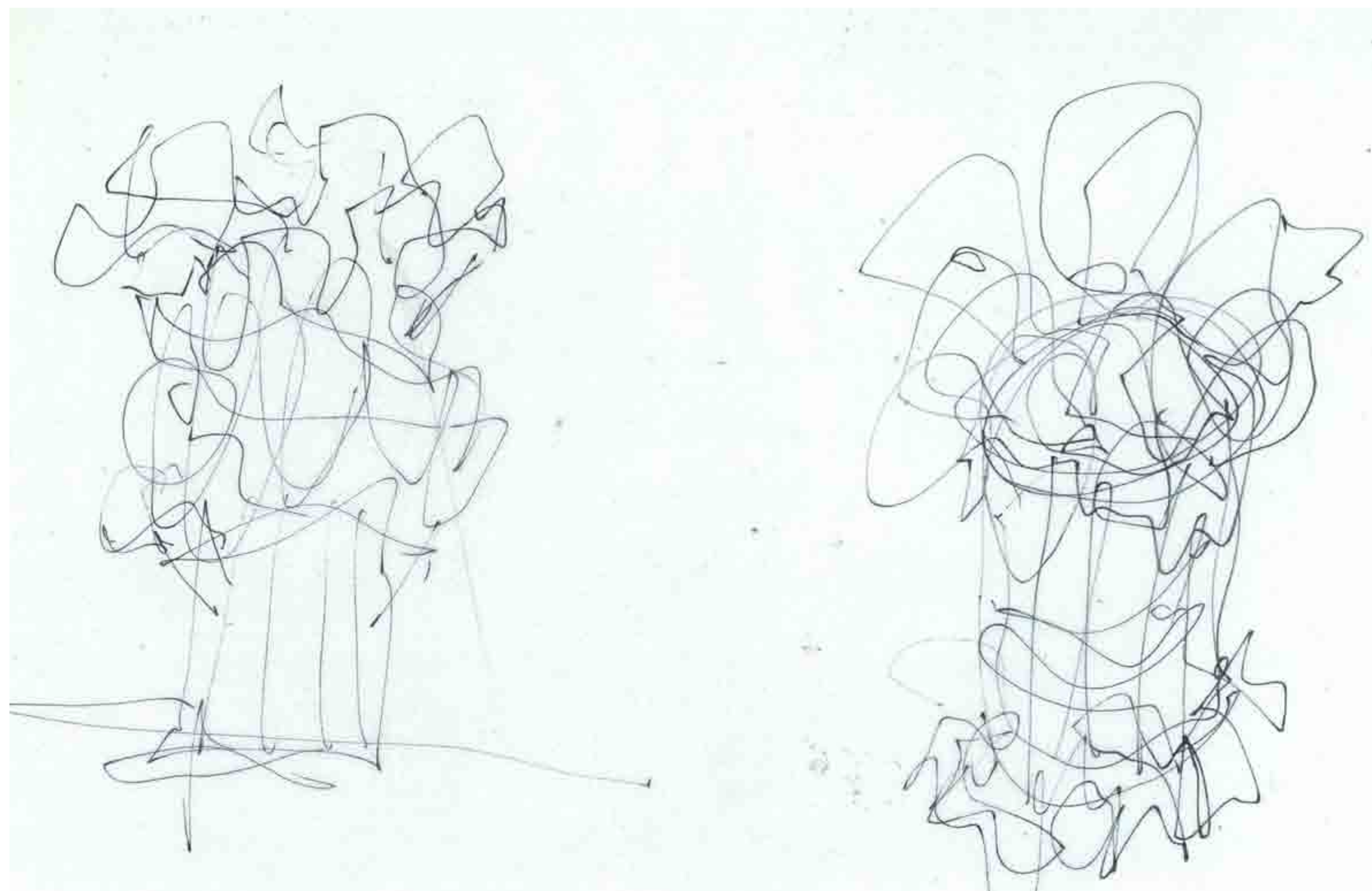
A pedestrian passage will rise from The Electric Boulevard, past The Flower, into a small scale courtyard and then out onto The Prospect. This intimate street is intended as a found space rather than a main thoroughfare and will be home to

small shops and a drop-off area for The Flower and residents of Prospect Place.

The four sister buildings to The Flower will feature white facades reminiscent of traditional grand terrace housing in London. Using white as a colour will reflect light down into the street and courtyard spaces between the buildings, illuminating the ground level.



Prospect Place looking north from Battersea Park Road



Initial design sketches The Flower by Frank Gehry



Prospect Place from The Electric Boulevard

THE PROSPECT

The Prospect has been redesigned from the consented Masterplan to address comments from local residents and Wandsworth Council. Instead of a large body of water, Gehry Partners have created a public open space for the surrounding neighbourhood - providing vistas of the Power Station from Battersea Park Road, and inviting pathways under tree canopies that lead into the heart of the project.

Water features are retained at either end of The Prospect connected by a narrow stream of water. To the south is a new Community Hub, and to the north a magical playground designed to engage children's imagination and encourage active play.

Potentially this area could be populated with a menagerie of sculptural animals by Frank Gehry, made in different sizes, colours and materials and accessible for children to climb on and ride - sculptures for playing with, rather than precious objects in a museum.



Prospect Park looking north from Battersea Park Road



Consented Masterplan The Prospect



Urban leisure space by Gehry Partners



Childrens' play area within The Prospect



Sculptural animals by Frank Gehry

COMMUNITY HUB

Providing a space for the wider local community to come together is also at the top of our list. Culture is about creativity but it is also about nurturing and supporting local people.

Often a library serves as the meeting space and backdrop for this, yet the reality is many libraries are either no longer fit for purpose or having to shut their doors due to funding cuts.

Our ambition is to deliver an inspiring and innovative 15,000 sq ft civic building, designed by world renowned Frank Gehry. This building will be multi-dimensional as not only a venue for knowledge, with space for exhibitions, lectures, meetings, screening rooms, and job training in the library cafe but also a place where communities of shared interest can come together for performances in the multi-purpose theatre space or meet up in the tool lending library/bike repair shop.

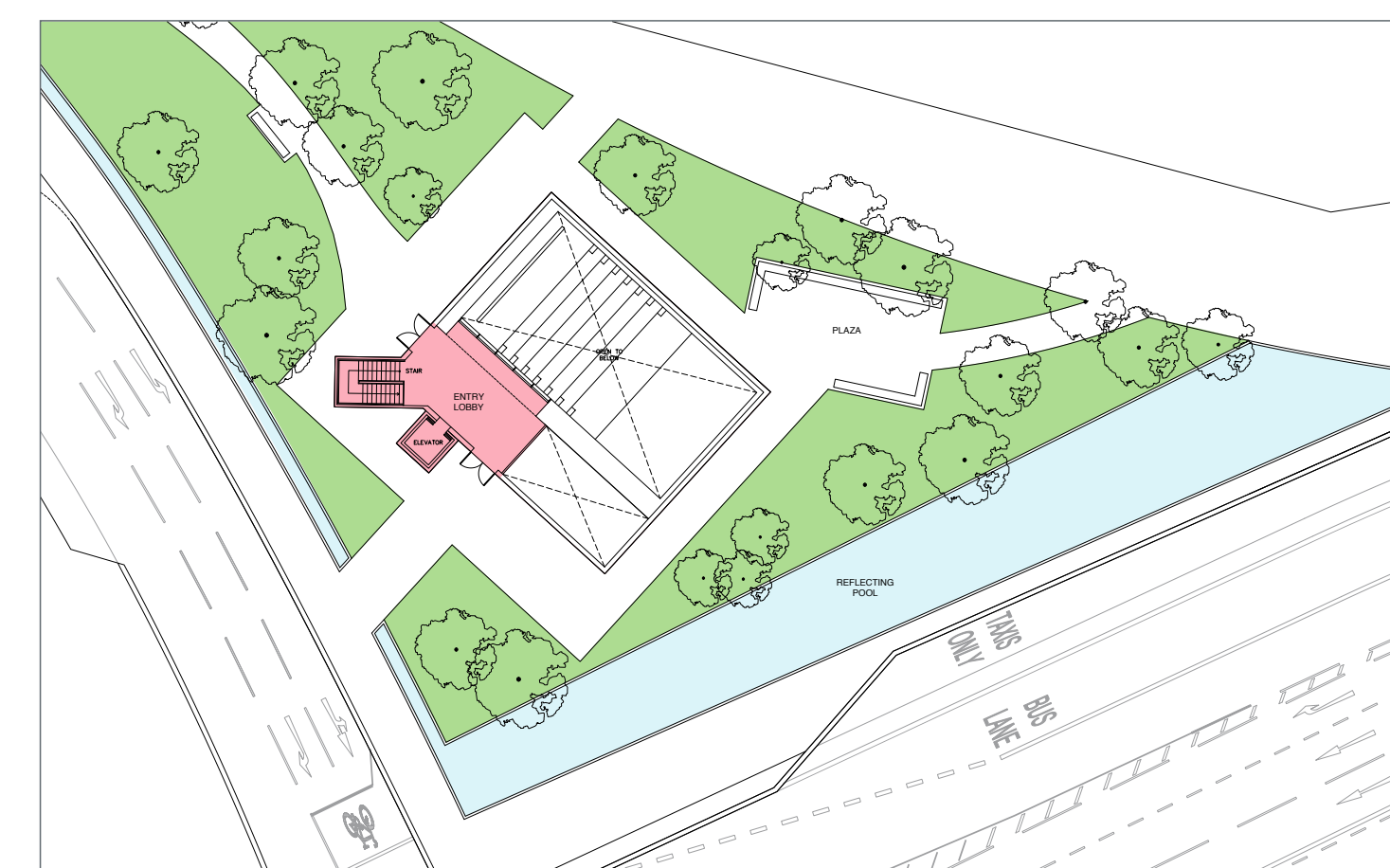
This building embodies the wider cultural strategy as it is both a physical space to host creativity but also is a platform where creativity can come together and flourish.



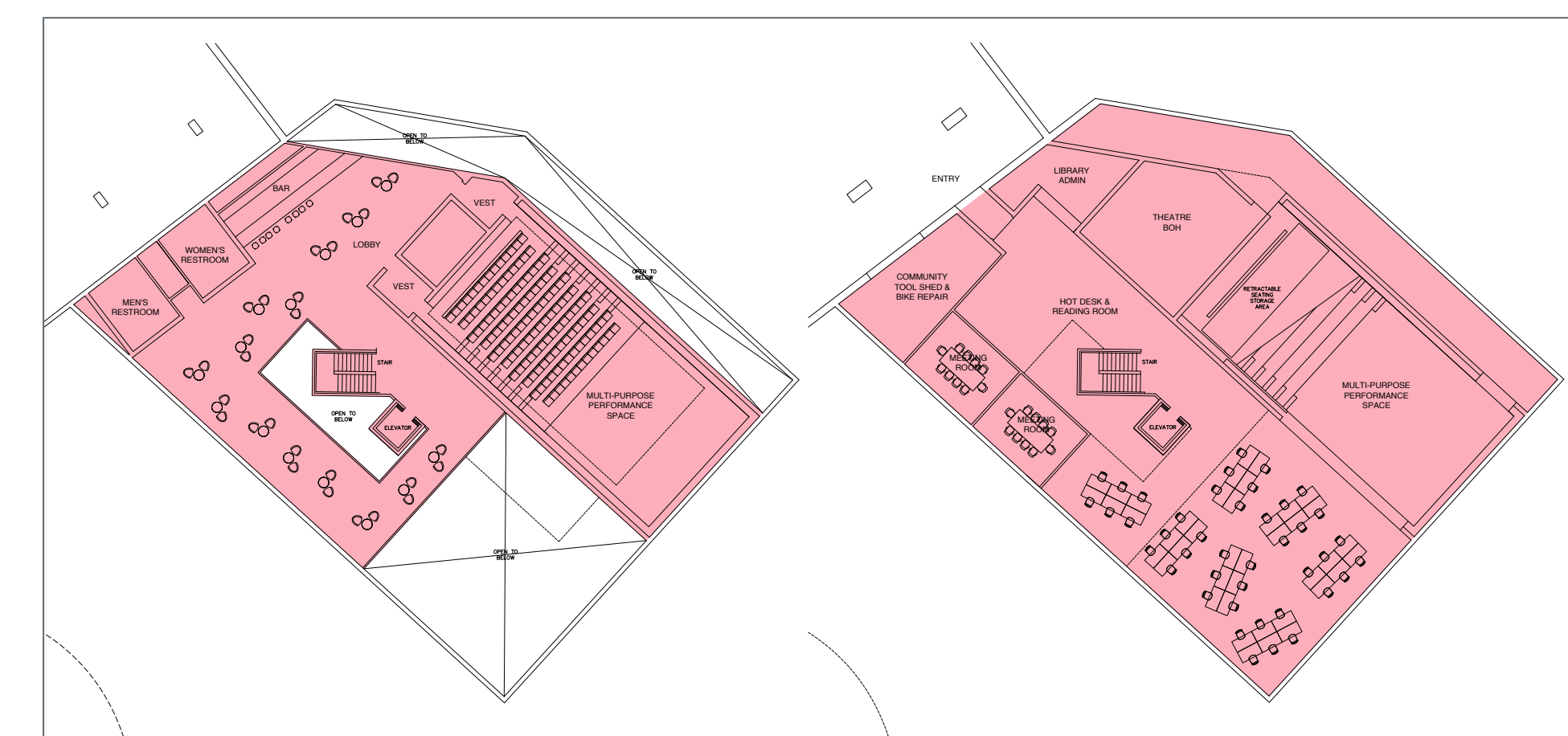
View of the Prospect with Community Hub in the foreground



Precedent images of Danish Community Centre by Gehry Partners



Community Hub Indicative Ground Floor Plan



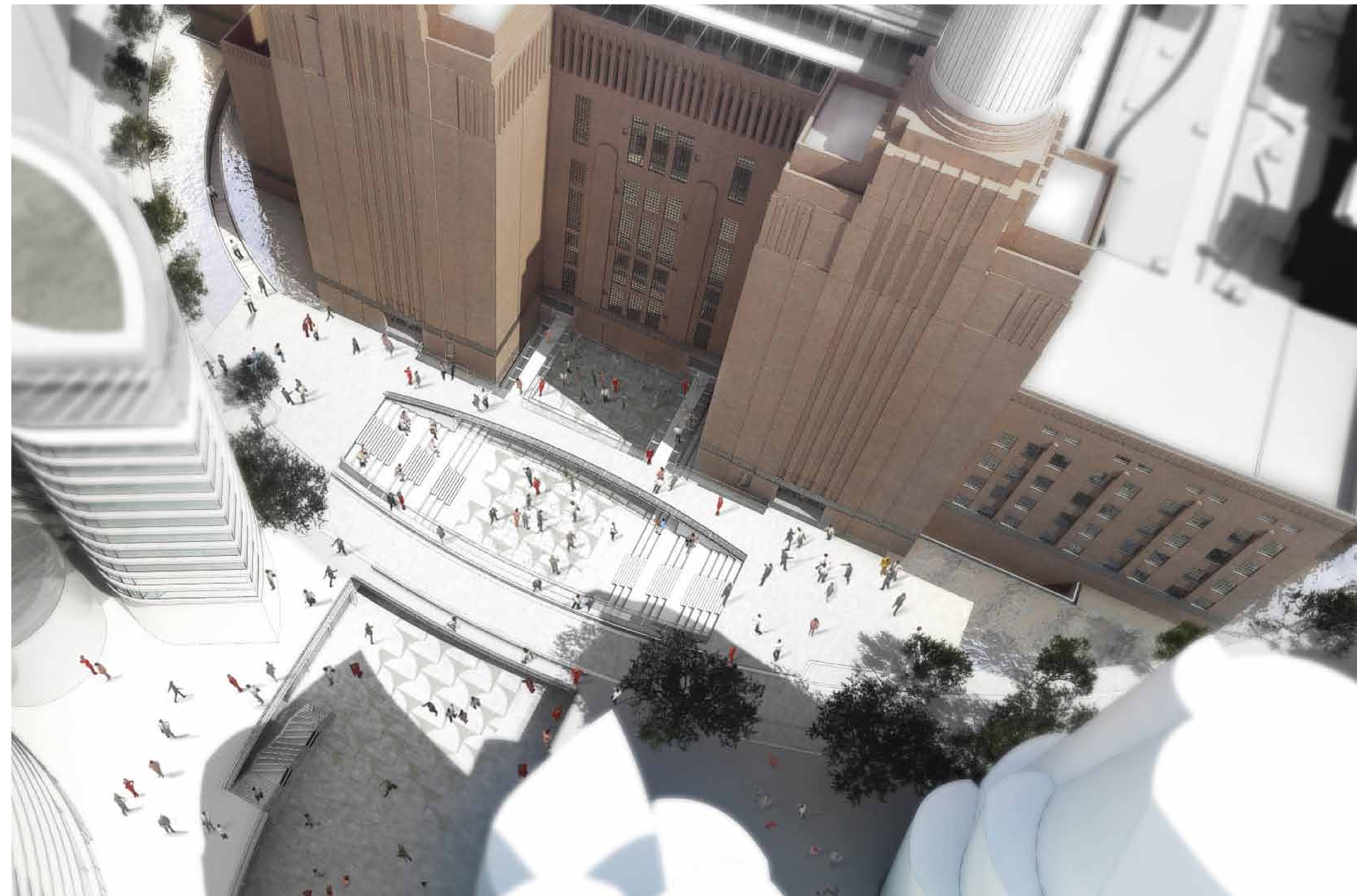
Community Hub Indicative Lower Floor plans

TOWN SQUARE

Town Square is a major civic space, similar in size to Paternoster Square next to St Paul's Cathedral, from which the drama and scale of the Power Station can be admired.

The square is designed as a two level flexible public space; at lower ground visitors walk under an elegant bridge, to arrive into Town Square with the drama of the Power Station as its backdrop. The square is flanked by a series of auditorium style bleacher steps and terraces creating seating to enable gatherings and temporary events.

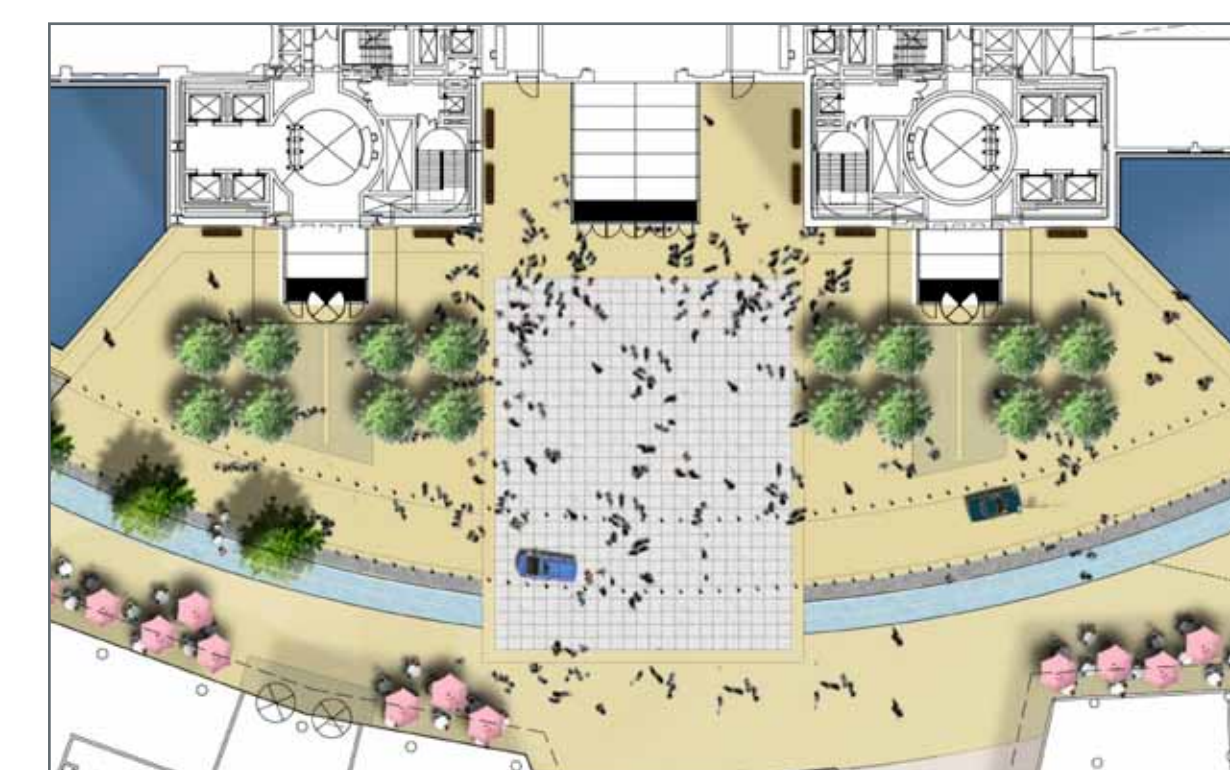
Visitors passing through Town Square enter the public areas of the Power Station walking in through the middle of the Boiler House. At the upper level visitors access the Power Station via two bridges whilst residents access their homes through entrances at the base of the wash towers.



Aerial view Town Square



Town Square approved Masterplan



Plan of Town Square approved Masterplan

EMPLOYMENT

HISTORY

Since it ceased electricity generation over 30 years ago, Battersea Power Station has effectively had no permanent jobs or employment – except those related to the regeneration project - on site.

NOW

Since 2012 the original project team, located on site, have grown from 8 to over 100. There are now also approximately 300 construction workers turning up each day to deliver the first phases of the development.

THE FUTURE

The regeneration of this site will deliver a significant boost in the number of permanent jobs in the local area, creating over 14,000 new jobs.

There will be a great diversity in the types of jobs available on site, from retailers to cleaners, event organisers to office workers and chefs to florists. These will provide new opportunities for both current and future local residents.

Examples of types of jobs in Phase 1 could include:

- Restaurant and bar staff
- Fitness trainers (gym)
- Cleaners
- Surveyors
- Events organisers
- Retailers
- Independent traders
- Security
- Maintenance and ground staff
- Concierge

The scale of development at Battersea Power Station means that the jobs will become available over a long period, as each phase of the development nears completion and recruitment starts.

Employment space in the early phases (showing the % of food & beverage)

Phase 1 – Total Area – 99,385 Sq Ft – Opening late 2016 (70% F&B)

Phase 2 – Total area – 452,152 Sq Ft – Opening late 2018 (19% F&B)

Phase 3 – Total area – 324,048 Sq Ft - Opening mid 2019 (25% F&B)

Total employment floor space in Phase 1, Phase 2 and Phase 3 is 875,585 Sq Ft

The Battersea Power Station shareholders are proud to be investing in the local area and will support employment and job delivery in the local community.

BPS – PREDICTED JOBS OPPORTUNITIES

Envisaged projected employment for retail, restaurant/cafés/bars, leisure, event & community space - not including 1.6m sq ft office space

	Permanent Roles	Seasonal/Part time roles	Indirect Jobs	F&B roles
BPS (estimated employment figures) (875,000 sqft)	2,500	400	750	500
BPS Estate Management Company	400		100	

Anticipated Employee Entry Level

	Full Time	Trainee/Graduate	Part Time/Seasonal	Indirect Jobs
Retail	2250	250	400	500
Restaurant/Cafes/Bars	450	50	50	200
Event/Conference	250	50	100*	50
Limited Service Hotel**	6	2		8
Large/Full Service hotel**	70	10	20	50

* This will vary dependent on the events timetable throughout each year.

** Information obtained from Hotel/Leisure Services Management



NEW CONNECTIONS

The approved masterplan site will provide a range of new connections for pedestrians and cyclists within the Vauxhall Nine Elms Battersea (VNEB) Opportunity Area significantly increasing connectivity and permeability.

Within the approved masterplan site numerous new pedestrian connections between Battersea Park Road and the river front park will be created. Connections to the riverside will also be provided through the landscaped areas of the development, including routes via Pump House Lane, The Prospect and adjacent to the railway lines. These routes have been

designed to maximise garden and parkland spaces.

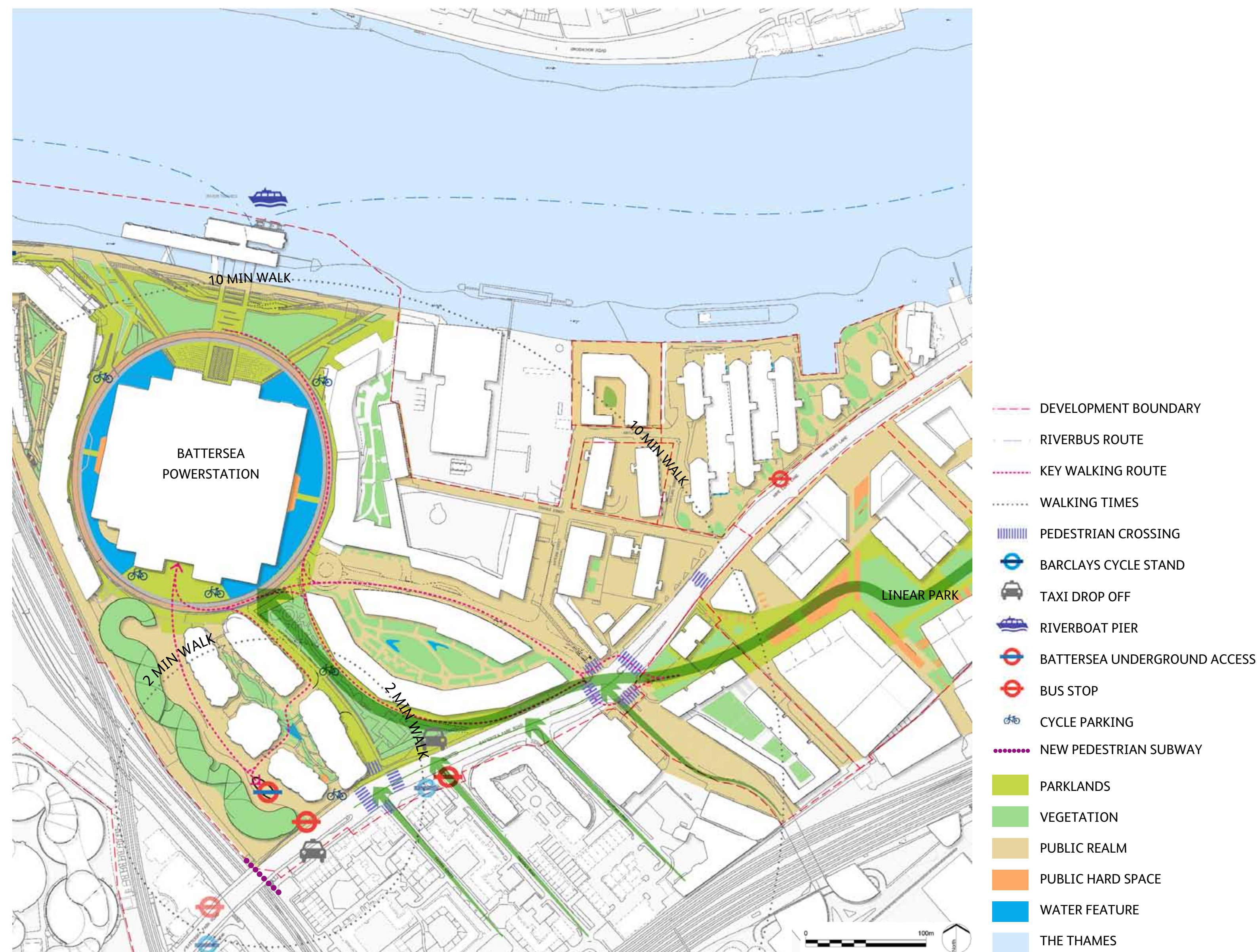
Permeability within buildings has also been considered, including a new link created through Prospect Place (RS-4) connecting The Electric Boulevard with The Prospect.

From the approved masterplan site new connections will also be created with other developments in the VNEB area. As part of the highway works relating to the masterplan two signalised pedestrian junctions on Battersea Park Road will be created, the existing Kirtling Street junction will be remodelled and

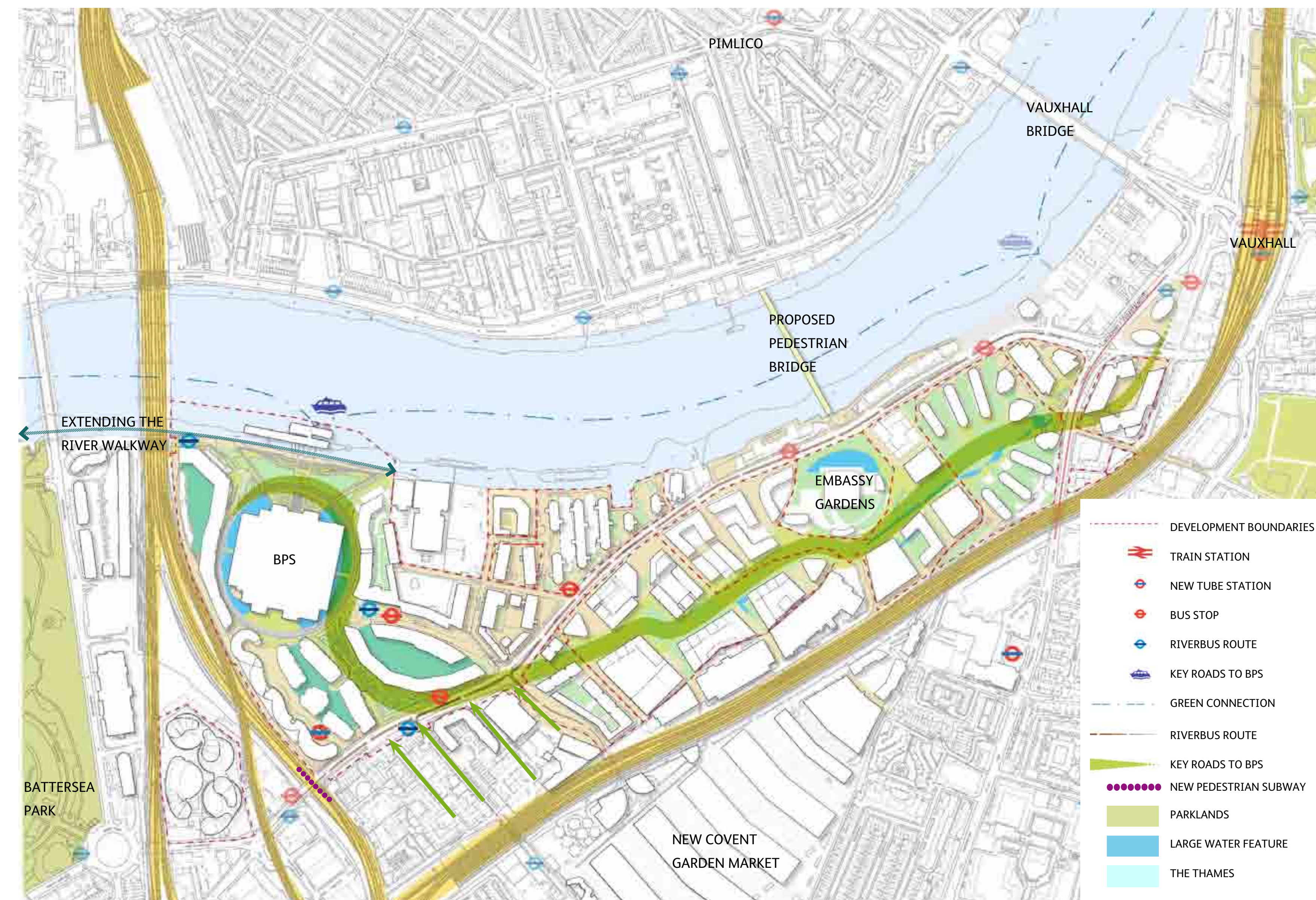
pedestrian links improved whilst a new signalised junction will be created at The Prospect opposite Savona Street. This new junction will provide a landscaped connection to the Linear Park to the east.

ORIGIN - DESTINATION	DISTANCE	AVERAGE WALKING TIME
NLE STATION - POWER STATION	250M	3 MINUTES
THE PROSPECT - NLE STATION	200M	1 MINUTE
THE PROSPECT - RIVERSIDE	350M	4 MINUTES
NLE STATION - RIVERSIDE	400M	5 MINUTES
NLE STATION - BATTERSEA PARK STATION	400M	5 MINUTES
POWER STATION - BATTERSEA PARK	400M	5 MINUTES
NLE STATION - VNEB LINEAR PARK	600M	7 MINUTES

Isochrone table of walking distances



Landscape and transport connections to local area



New connections to Battersea Power Station development within the Nine Elms Opportunity Area

LOCAL TRANSPORT

We are not seeking permission for the Northern Line Extension (NLE) with the Phase 3 application which is subject to a separate Transport and Works Act Order (TWAo) application.

New stations will be created at Nine Elms and Battersea Power Station. The new tube station will be situated at the southern end of The Electric Boulevard. Entry and exit to the tube will be made via a set of three escalators which will face southwards towards Battersea Park Road. Lift access will also be provided from platform level to The Electric Boulevard.

We are not seeking planning permission for the detailed design of the new tube station. However, Foster + Partners have come up with some conceptual designs of how the station might look to put it in context with the new high street.

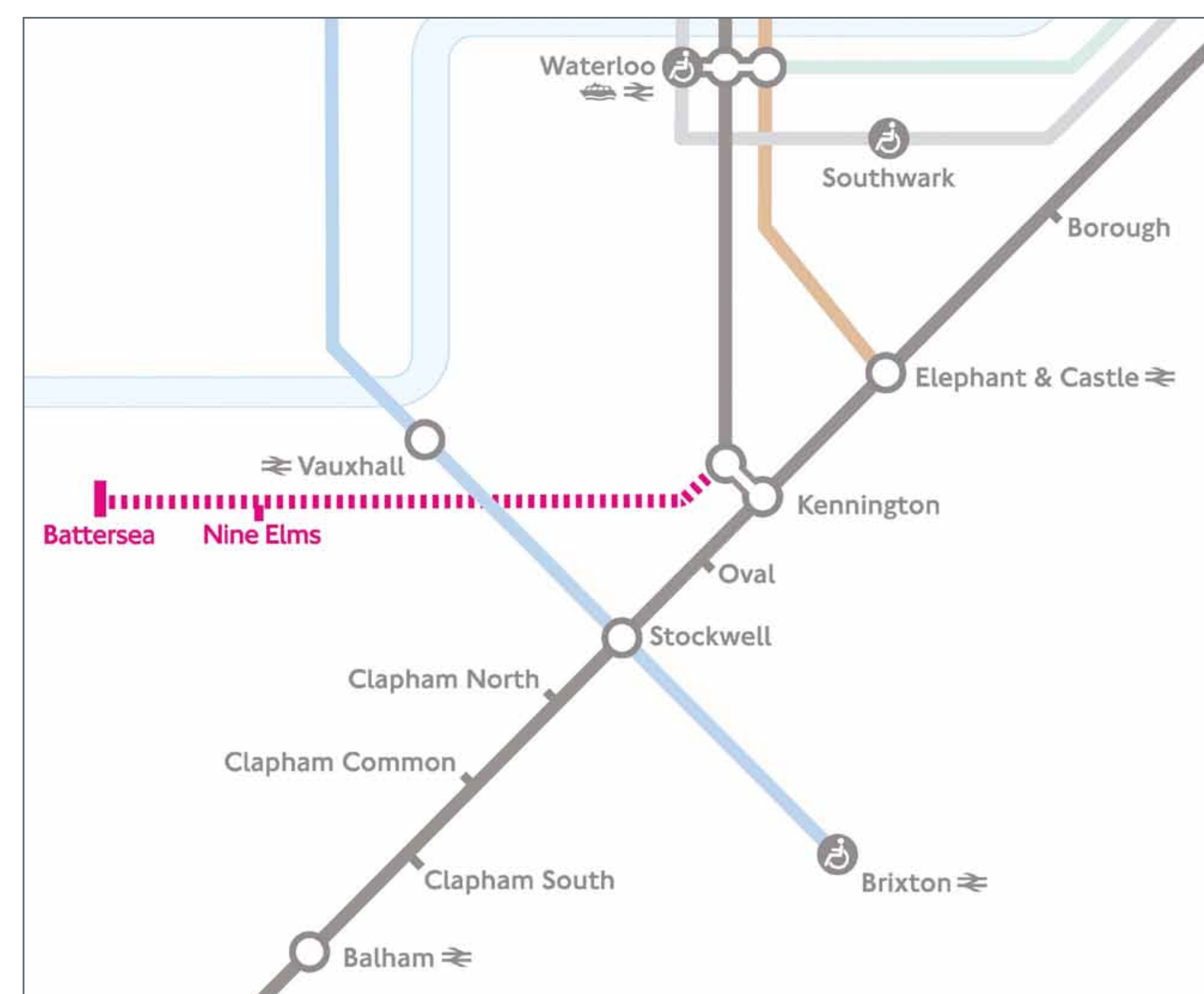
The detailed design of the new tube station will be applied for later once the Transport and Works Act Order has been granted.

When exiting the tube onto Battersea Park Road pedestrians will be able to walk west towards Battersea Park Station or Queenstown Road, or east

towards Vauxhall. The route to the east will connect with the Linear Park which is being created within the wider Vauxhall Nine Elms Battersea (VNEB) Opportunity Area.

As part of the works for the Power Station a new road layout will be implemented providing widened pedestrian footways. Two signal-operated pedestrian crossings will be provided at the remodelled Kirtling Street junction and a new junction at The Prospect allowing pedestrians and cyclists to cross Battersea Park Road/Nine Elms Lane safely.

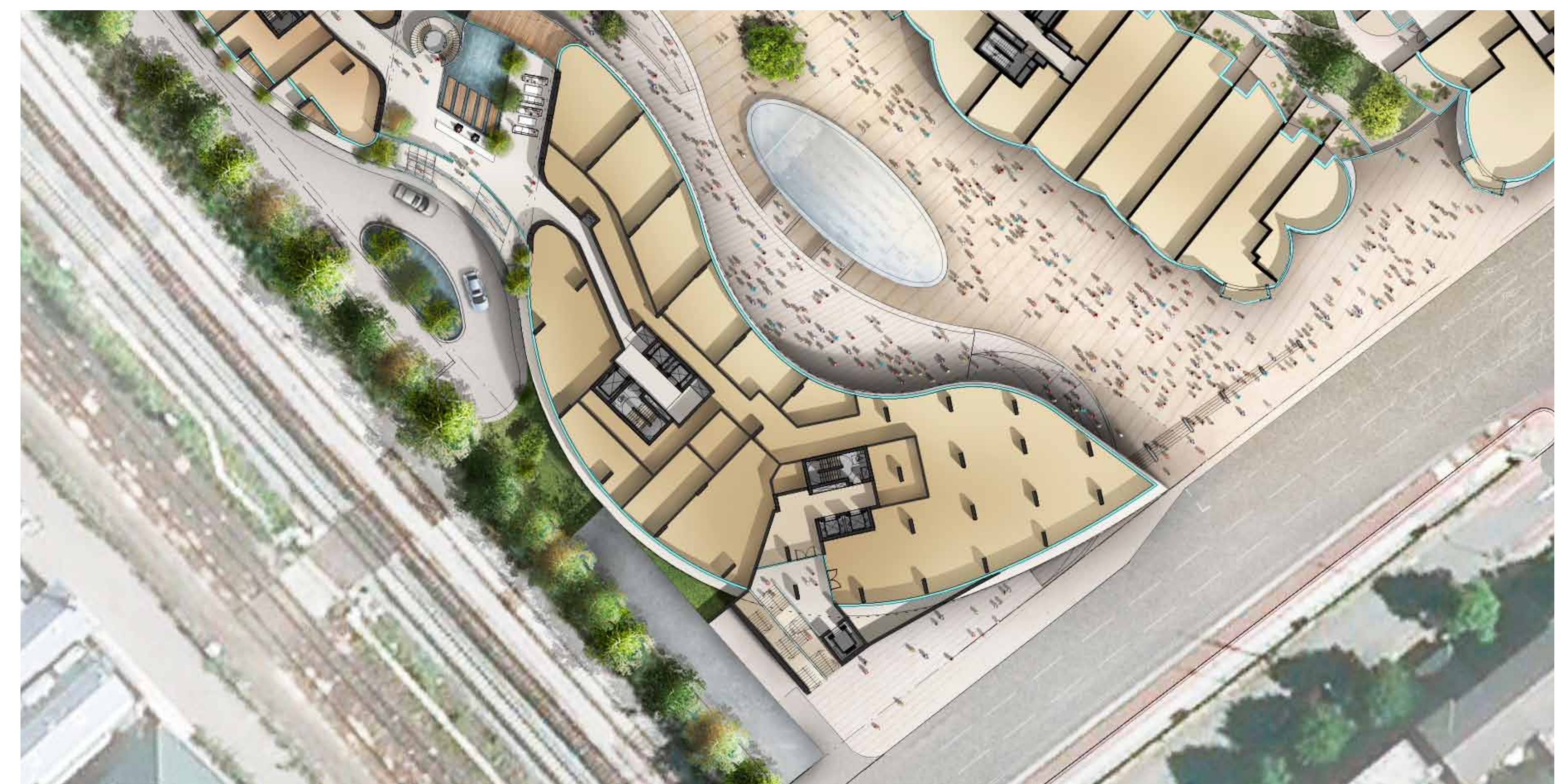
Bus stops in each direction will be located on Battersea Park Road close to the entrance/exit to the tube station to ensure a simple and convenient interchange between buses and the underground.



Proposed Northern Line underground extension



Concept design for planned NLE entrance



General indication of NLE station entrance location

BATTERSEA CONNECTED

THE NORTHERN LINE EXTENSION (NLE), PROVIDING STATIONS AT NINE ELMS AND BATTERSEA POWER STATION, CREATES A NEW FOCUS FOR TRANSPORT WITHIN NINE ELMS, AND LINKS BATTERSEA AND NINE ELMS WITH THE CITY AND THE WEST END IN APPROXIMATELY 15 MINUTES.

Update on Northern Line Extension

A Public Inquiry to consider a Transport and Works Act Order (TWAO) application to extend the Northern line has now ended. A report is being prepared which will be submitted to the Secretary of State for Transport with recommendations. A decision is expected in Autumn 2014 with new stations at Nine Elms and Battersea being opened as early as 2020.

The NLE and the Battersea Power Station scheme are fundamentally connected and critical to the wider regeneration of Nine Elms. The Power Station is key to the NLE because the business rates generated by the development provide a significant funding contribution for the cost of delivering the NLE. The delivery of the NLE will be in tandem with the delivery of the restored Power Station, The Electric Boulevard and Prospect Park.

Car Parking

- The approved site wide car parking is based upon agreed parking ratios with TfL and LBW in the original consent.
- For the Phase 3 application we are proposing increasing the site wide provision of retail parking

by 346 spaces. This increase reflects the need to ensure a viable retail offer.

- The additional spaces will only generate a further 40 trips in the AM peak and 130 in the PM peak, the impact of which will be fully assessed in the planning application.
- The car parking forms just one part of a wider sustainable transport package, which includes a focus on enhanced pedestrian and cycle provision, river bus services, the NLE, additional bus services and a new riverside walk way.

Cycle Parking

- Around 2,900 cycling spaces will be provided as part of Phase Three.
- Two TfL Cycle Hire docking stations will be located on site providing an additional 50 bikes.

River

- A new Jetty will be built at the Power Station site and it is anticipated that new river bus services will commence linking the Power Station with other landing stages on the River Thames.

