

Design & Access  
Statement  
Volume 1: Outline  
Component  
Part 1 of 2

Hawkins\Brown  
&  
Studio Egret West  
EC.PA.08  
July 2024

# EARLS COURT

We are creating a place the world will watch with wonder,  
on London's iconic site of human ingenuity.

Through our masterplan, we will reimagine the  
very fabric of living, working and urban wellbeing  
for London and future spaces.

Attracting the world's most inventive,  
imaginative and extraordinary minds.

That place is Earls Court.

Our four place pillars underpin  
our vision and set the ambitions for  
the place we want to create.



Discover Wonder

## Foreword

After four years of deep consideration and collaboration with stakeholders and local people, The Earls Court Development Company (ECDC) is delighted to present the ambitious future plans for this iconic Site.

We formed in 2021 during the lockdown imposed by the first global pandemic in a century, an era which was both disruptive and formative, demanding that we reflect and reassess how we will be living in the future. There could be no more engaging mission for a team specifically assembled to design a place fit for the 22nd century.

As a team, ECDC shares a passion for transformational inner-city projects, and collectively have wide-ranging experiences from diverse international projects. Together, we are driven to fulfil the opportunities of this complex strategic site for London and rightfully put Earls Court as a place back on the global map.

Our intent from the very beginning, was to take a different approach to community involvement in shaping design. Setting up as a local business and being right next to Site everyday, working closely with both local authorities, the Mayor's office, local businesses and our neighbours has been fundamental in shaping our plans for the Site, which we believe are more relevant and exciting for it.

We have listened and taken huge inspiration from Earls Court's heritage, as a place that dared — to showcase, to entertain and celebrate the spectacular. A place that was so clearly cherished for being bold and brave, welcoming people from across the globe.

Our plans retain that innovative spirit that embraces future thinking — an approach we believe has become more important now than ever before. An approach that continues to drive us to create a global exemplar of sustainability.

We understand our responsibility to deliver much needed homes and employment opportunities for London. Critical to achieving these aims is creating a place with personality, a place that once again becomes a destination with a broad cultural appeal and is fully inclusive to all that come to experience it.

The masterplan has been created to prioritise urban wellbeing and includes a network of Exhibition Gardens that will be open and accessible for everyone to enjoy. We're creating a pedestrian-first environment alive with daytime and evening active uses. This generosity of open space is evident at key arrival points as well as the unique Table Park and Lillie Sidings.

Our commitment to create a better piece of city has been evidenced over the last three years as we have

welcomed over 500,000 people back onto Site to enjoy a programme of events that nod to the past and point to the future of Earls Court.

ECDC began with a mantra 'to make haste slowly' and ensure we took the time to both listen and appreciate the world of Earls Court, which helped to establish the early vision to bring the wonder back to Earls Court.

Now, after over four years of consideration, we are proud to present our hybrid planning submission to the authorities for determination — a key milestone to enable the future of Earls Court as a place, once again, to discover wonder.

**Rob Heasman**  
CEO  
The Earls Court  
Development Company

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Revision	Date	Description
PO1	July 2024	Issued for Planning



Aerial view looking west over the Earls Court Development

# 1 Introduction



# 1.1 Introduction

This Design and Access Statement has been prepared by Hawkins\Brown and Studio Egret West. It is submitted as part of two Hybrid Planning Applications, one submitted to the London Borough of Hammersmith and Fulham ('LBHF') and one submitted to the Royal Borough of Kensington and Chelsea ('RBKC').

The Hybrid Applications have been submitted on behalf of the Earls Court Partnership Limited ('ECPL'), ('The Applicant'). Together the RBKC and LBHF Proposed Developments form the Earls Court Development which comprises the redevelopment of the Site.

The Site, located within the wider Earls Court and West Kensington Opportunity Area (London Plan 2021) occupies an area of approximately 18 hectares (approximately 179,965sqm) and is located in both LBHF and RBKC, in West London.

The Site area associated with the RBKC Hybrid Application is 8 hectares (approximately 78,561sqm) and the Site area associated with the LBHF Hybrid Application is 10 hectares (approximately 101,395sqm).

The Earls Court Development will provide residential dwellings, purpose-built student accommodation, assisted living, workspace, culture, community, retail and leisure facilities alongside high quality public realm and open spaces. With an ambition to be a global exemplar of sustainable development, it will be a neighbourhood designed for all stages of life and a landscape-led development.



Aerial view of the Earls Court Site



# 1.2 An Extraordinary Opportunity

The Earls Court Development is part of the Earl’s Court and West Kensington Opportunity Area. The Opportunity Area is identified as having the potential to provide substantial numbers of new employment and housing, with a mixed and intensive use of land, assisted by good public transport accessibility.

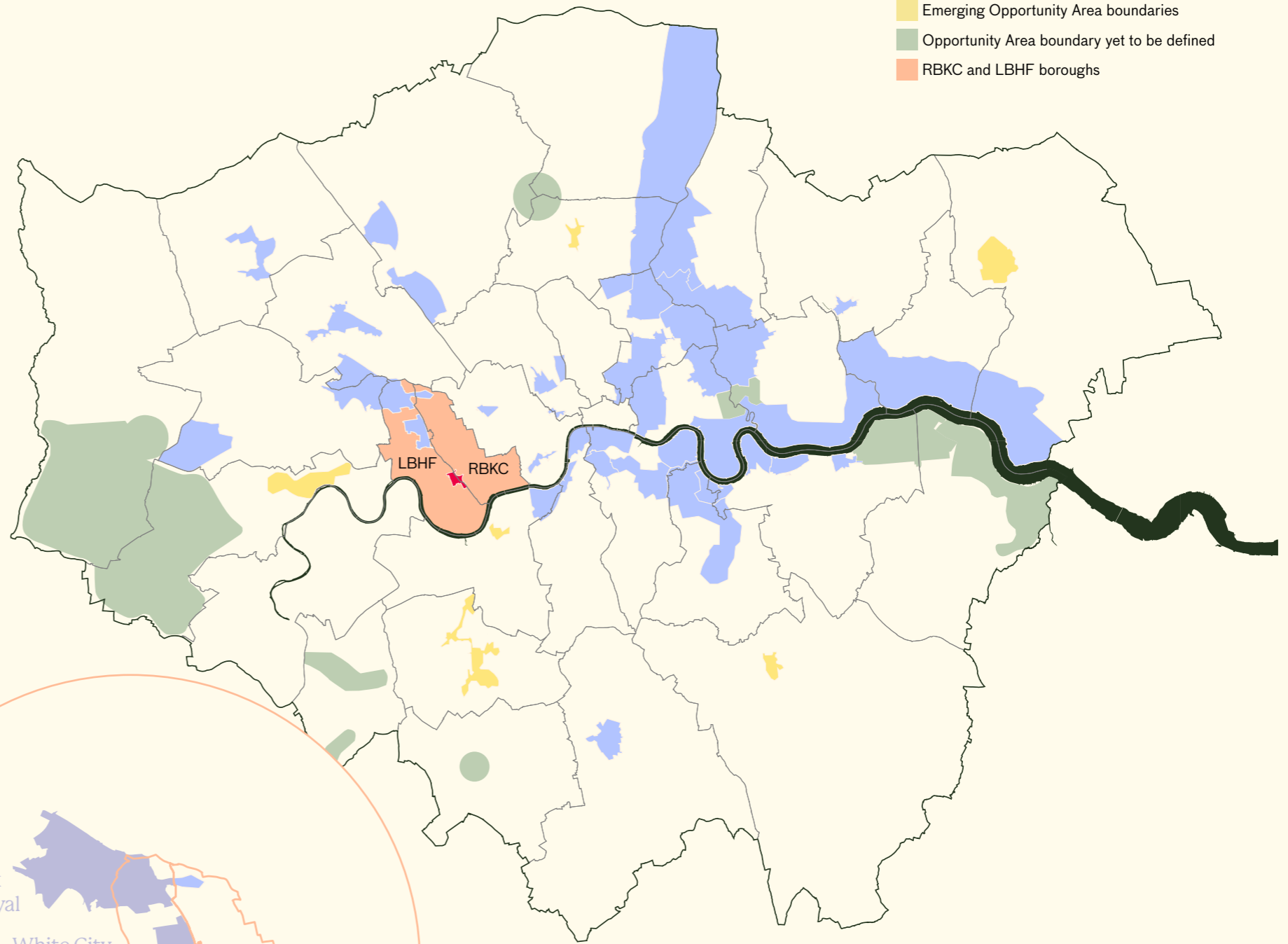
This designation signifies the Site’s crucial role in helping London to accommodate its growing population in sustainable, healthy and inclusive communities.

London has a finite supply of developable land and few opportunities are left to unlock development potential on such a considerable scale.

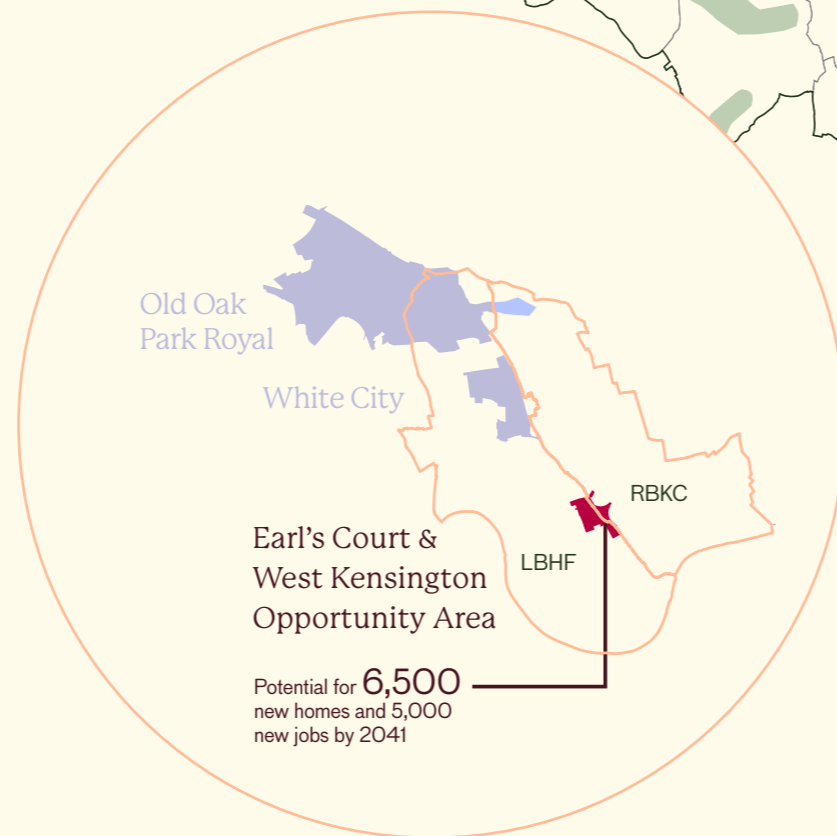
The Earl’s Court and West Kensington Opportunity Area is a 38 hectare area identified in the Mayor’s London Plan (London Plan 2021) with the potential to deliver 6,500 new homes and 5,000 new jobs by 2041.

The Earls Court Development covers c.18 hectares of the Opportunity Area and is one of the largest brownfield sites within central London. The Site has the potential to deliver homes and employment on a strategic scale, and to provide a truly inspiring new London district and destination.

- Earl’s Court and West Kensington Opportunity Area
- Other Opportunity Areas (adopted boundaries)
- Emerging Opportunity Area boundaries
- Opportunity Area boundary yet to be defined
- RBKC and LBHF boroughs



Map of London Opportunity Areas



The Earls Court Development has the potential to deliver strategic benefits for London and be a benchmark for sustainable growth—driven by high aspirations for social value, economic prosperity and growth, and environmental resilience defined by exemplary placemaking and a unique cultural identity.





## 1.3 A Team Embedded in the Local Community

**The  
Earls Court  
Development  
Company**

The Earls Court Development Company (ECDC) is responsible for driving the transformation of the c. 18 hectare, former Earls Court Exhibition Centres Site on behalf of the Earls Court Partnership Limited (ECPL).

ECPL, the Applicant, is a joint venture between Delancey (on behalf of its client funds) and the Dutch pension fund manager, APG and Transport for London (TfL) that was formed in December 2019.

Based on Site at Empress Place since late 2020, ECDC is a proud local business responsible for driving the transformation of the former Earls Court Exhibition Centres Site, Central London's largest cleared development opportunity.



The Earls Court Development Company (ECDC) Team



## 1.3 A Team Embedded in the Local Community

It has been important to work with local communities to understand the lived experiences, priorities and aspirations of those who live, work, and go to school in the area. Over the past four years, this careful listening has been central to the design evolution of the masterplan proposals for Earls Court.

The Earls Court Community Hub, staffed entirely by team members recruited from the local area, has allowed strong relationships to be established with its thousands of users. ECDC's approach to engagement has involved working with resident associations, local amenity groups, charities, businesses and people from around all sides of the Site and across both boroughs. Feedback and input received has proved invaluable to the Design Team who have over multiple iterations, amended and refined the proposals based on what was heard.



Images from ECDC's engagement programme



## 1.4 Opening Up the Site to Temporary Activations

ECDC took on the stewardship of a largely underused and forgotten Site, along with 66 derelict properties. This had contributed nothing to the local community since the closure and demolition of the Exhibition Centres in 2015.

From the outset, ECDC recognised the importance of embedding culture, creativity and collaboration through an early activation strategy.

Through the focus on reinstating Earls Court as a destination from day one, the illustrious history of sport, fun and spectacle has been brought back. Festivals, events, art, creative studios, community uses, jobs and training have seen over 675,000 people welcomed to the Site.

Everyday on average c. 2000 people live, work or are entertained in the spaces curated by ECDC. This is central to the commitment to transform this extraordinary Site, putting it back into economic use, delivering social impact and bringing the wonder back to Earls Court.

In 2022, ECDC's community investment programme generated £7.8 million of social value, £2.7 million of net additional expenditure as well as £2.1 million of additional Gross Value Added (GVA) within the local area.

In 2023, ECDC's community investment programme generated over £7.9 million of social value, £25.7 million of net additional expenditure as well as £11.9 million of additional GVA within the local area.



Earls Court Community Fund 2023 beneficiaries



## 1.4 Opening Up the Site to Temporary Activations



Summer of Art - public art activations  
July 2021 – ongoing

Partnerships with a variety of cultural partners including London Design Festival, Kensington and Chelsea Art Week and photographer Alison Jackson, have brought public art installations and exhibitions to Site.



The London Wonderground at Earls Court  
in partnership with Underbelly  
Summer 2021 & 2022

Over 160,000 people visited the free to enter festival across both summers to see a range of theatre, circus and comedy, alongside food stalls and fairground rides.



Lillie Road shops  
Summer 2021 – ongoing

The pop-up high street on Lillie Road is home to The Prince which hosts a line-up of London's most in demand street food brands and a huge pub garden, alongside a curated mix of independent retailers.



Guardianship homes  
Summer 2021 – ongoing

In partnership with LOWE Guardians, ECDC refurbished and brought homes on Empress Place and in Seven Stars, North End Road back into use at discounted rents for key workers and people on low incomes. The homes are at full occupation.



Empress Studios  
March 2022 – ongoing

In partnership with This is Projekt, ECDC turned six derelict Victorian townhouses on Empress Place into 46 affordable creative studios designed for the community.



Community Hub  
June 2022 – ongoing

A social haven for the community to enjoy, with a range of free activities alongside a serene garden managed by Hammersmith Community Gardens Association and supported by a resident-led gardening club. Each week hundreds of local residents take advantage of the range of classes and happenings at the Hub, which is also home to the 10th Fulham Scouts.



## 1.4 Opening Up the Site to Temporary Activations



The Lost Estate at the former Mannequin Factory  
July 2022 – current

A temporary visionary and immersive theatre experience that brings well known stories to life through world-class performances and themed dining.



Artist in Residence programme  
January 2023 – current

In partnership with the National Portrait Gallery, ECDC launched an Artist in Residence programme selecting twelve artists to work with the local community over a three year period to deliver portraits and community arts projects.



BBC Earth Experience  
March 2023 – January 2024

A world-first, ground breaking new experience narrated by Sir David Attenborough took visitors on an audio-visual experience featuring footage from the series Seven Worlds, One Planet. It was visited by over 375,000 people in 10 months.



Padel and Beach Rugby  
October 2023 – current

ECDC launched an outdoor Padel showcase court in collaboration with Padel Social Club. A city beach was also installed on Empress Space, programmed with free tag rugby tournaments and children's rugby coaching sessions. In spring 2024, the Padel Social Club expanded to a further four courts, a club house and bar, and wellness facilities.



Earls Court Skills Centre  
November 2023 – current

Together with Places for London and the Skills Centre, ECDC opened West London's newest cross-borough centre for future education. This will be a central point for training and enterprise throughout the lifetime of the project, working with community groups and future employers to upskill local people.

The existing structure has been repurposed and this autumn will be home to the first global immersive experience of 'Come Alive, The Greatest Showman Circus Spectacular'.



# 1.5 Listening to the Community

Over the past four years, ECDC has worked collaboratively with local residents, businesses, stakeholders and interest groups to understand their ambitions for the Earls Court masterplan. Recognising the Site holds a special place in the memories of local people, the vision and the masterplan have been shaped by working with the communities.

Through listening and engaging, as well as activities ranging from family fun-days to street stalls, exhibitions, workshops, door-knocking and sentiment surveys, thousands of people have given their views. A particular focus was on outreach to people whose voices are less often heard, and the Design Team worked through panels and forums to facilitate more in depth discussions. Out of workshops with young people, older people and those with disabilities, the Public Realm Inclusivity Panel (PRIP) was established.

Each iteration of the masterplan was publicly exhibited and staffed by members of ECDC and the wider Project Team, with thousands of residents attending in person or submitting feedback. The changes made following feedback were then tested through surveys with a high rate of return and 76% of respondents supporting the ongoing iteration of the masterplan.



Earls Court Project Rooms, ECDC Head Office

## Total engagement since 2020

	17,000+	unique visits to the Commonplace consultation microsite
	2,707	survey contributions from 1,518 respondents
	2,562	people emailed regular updates
	1,917	visitors to ECDC's exhibitions
	800+	hours of PRIP members' time spent with the Design Team over 25 PRIP and Safety Panel meetings and carrying out homework/research
	722	school children and young people taking part in workshops and programmes
	76%	of survey respondents expressed support for the masterplan exhibited in November 2023 to April 2024
	493	hours of the ECDC and Project Team members' time engaging residents and lesser heard groups over 39 walks and workshops
	50+	organised site tours for local residents, groups and stakeholders

► For more information on public engagement, refer to the Statement of Community Involvement (EC.PA.33) submitted as part of this planning application.



# 1.5 Listening to the Community



Summer 2020

Community open day held at Earls Court Project Rooms



Autumn 2021

Stakeholder tours leading to the development of the vision and emerging guiding principles



Spring 2022

Community masterplanning workshops begin



Spring 2023

Consultation on draft masterplan, including exhibition and survey as well as continuing PRIP and community masterplan workshops



Spring 2024

Outlining proposals on detailed Phase 1 building designs and inviting feedback on the approach to design coding

Continued PRIP, masterplan and area-based workshops with the local community



Spring 2020

Opinion polling research, interviews with stakeholders and residents survey



Summer 2021

Series of pop-up engagement events and family fun days in the local area



Winter 2021

Emerging vision launched to 'bring the wonder back' and four key priorities for the site

Exhibition held a survey on the priorities for the masterplan framework and workshops with young people, those with disabilities and older people



Summer 2022

Consultation on Framework Principles, exhibited at Conversation Corner

First meeting of the Public Realm Inclusivity Panel (PRIP)

Street stalls and pop-ups across the wider area and multiple community workshops with local residents and businesses



Winter 2023

Consultation on updated masterplan in response to feedback and inviting feedback on the Character Areas and initial Phase 1 design proposals

PRIP sub-group focusing on safety

Series of area based workshops with nearby neighbours

Doorstep engagement with neighbouring residents



# 1.6 Inclusive Design

A key initiative has been working in more depth through community workshops and stakeholder engagement to discuss a wider range of topics. This has involved putting people at the heart of the design process, celebrating and incorporating diversity and difference. The masterplan reflects the needs of different groups including older people, children, those with disabilities and carers.

This has included dedicated outreach to those whose voices are less often heard. Out of workshops with young people, older people and those with disabilities, the Public Realm Inclusivity Panel (PRIP) was established. This group of 15 people of varying backgrounds and abilities from the local area aged 15-80 has, and is continuing to play a key role in shaping the accessible, inclusive and ambitious proposals for the public spaces within the masterplan.

The PRIP has played a pivotal role in amplifying the voices of people typically excluded from the decision making process of development projects.

In its first 16 months, the panel served as a critical friend, contributing to the public realm design brief and reviewing the draft design proposals. As the panel members developed the skills to understand and engage with the complexity and the challenges of a masterplan, as well as the planning process, their work became more detailed.

Between November 2023 and June 2024, they worked in a more advisory capacity, reviewing and providing input on the Design Code for access and movement, street furniture, lighting, signage, materiality, and design and management elements around safety.

The work of the PRIP continues and ECDC is committed to working with the group through future detail design phases of the development.



“I wasn’t expecting to be listened to as much as we are, but I’ve seen how the things we’ve discussed on the panel have been considered and implemented into the design plans which is amazing.”

Niamh Faley  
PRIP member



“Having PRIP members in mind when making the case for inclusive design has been really impactful. It gives a face to the people we are designing for and a clear sense of purpose when we are weighing up design decisions.”

Laurence Neal, Design Manager  
The Earls Court Development Company



“I cannot overstate just how good the process has been and it is all down to the innovative and inclusive ways in which the sessions are being run; well done all.”

Floyd Wilson  
PRIP member



“The PRIP has enabled me to understand different concerns and issues with the way in which people use and experience streets than would be the case had we just been working with a group of built environment professionals.”

Justin Sherlock, Technical Director  
WSP



Photographs of the Public Realm Inclusivity Panel on Site and in workshops





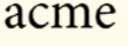


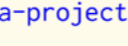

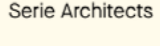
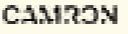














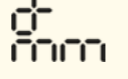

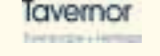
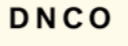










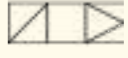
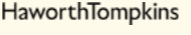


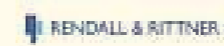
# 1.7 The Masterplan Team

The importance of the Earls Court Site as an Opportunity Area in London, together with the collective ambition for a new approach, resulted in an international competition for a masterplan architect.

Following over 50 expressions of interest, and a two-stage design competition, a masterplan architect team composed of Hawkins\Brown (HB) and Studio Egret West (SEW) was selected in early 2020.

The Danish landscape consultancy SLA was also appointed in 2022 and, together with SEW, further developed the vision for a landscape-led approach, whilst establishing the environmental aspirations and ensuring a welcoming place for all.

Alongside this core team, over 30 consultants have also been involved in preparing the Outline Component of the Hybrid Planning Applications. Throughout the evolution of the masterplan, members of the Design Team have been at the forefront of engagement alongside ECDC. They have staffed public events, attended workshops and have been present at the Conversation Corner drop-in space, allowing local residents the opportunity to engage with the Design Team, and give their views and suggestions directly.

	acme	ACME		iceni	Iceni Projects		RWDI
	a-project	a-project		JLL	JLL		Serie Architects Serie
	CAMRON	Camron		Kanda	Kanda		SHEPPARD ROBSON Sheppard Robson
	Cast	Cast		Knight Frank	Knight Frank		SOUND DIPLOMACY Sound Diplomacy
	Cityscape	Cityscape		leslie jones architecture	Leslie Jones		SPEIRS MAJOR Speirs and Major
	CROWN	Crown		LONDON COMMUNICATIONS AGENCY	LCA		SQW SQW
	DAVID BONNETT ASSOCIATES	David Bonnett Associates		MACCREANOR LAVINGTON	Maccreeanor Lavington		SMALL BACK ROOM Small Back Room
	dRMM	dRMM		MINDFOLIO	MindFolio		Tavernor Tavernor
	DNCO	DNCO		MONTAGU EVANS	Montagu Evans		Turner & Townsend Turner & Townsend
	FACTORY FIFTEEN	Factory Fifteen		Pilbrow & Partners	Pilbrow & Partners		Wordsearch Wordsearch
	GT	Gardiner & Theobald		Quod	Quod		WSP WSP
	gia	Gordon Ingram Associates		RAMBOLL	Ramboll		ZCD Architects ZCD Architects
	HaworthTompkins	Haworth Tompkins		REAL WORTH	Realworth		
	H. Hoare Lea	Hoare Lea		RENDALL & RITTNER	Rendall and Rittner		



Hawkins\Brown  
Lead consultant and masterplan architect



Studio Egret West  
Lead consultant, masterplan architect and landscape architect



SLA  
Landscape architect

# 1.8 The Planning Applications

## Two Hybrid Planning Applications

Whilst the masterplan has been developed for the Site as a whole, the administrative boundaries of the two local authorities bisect the Site. Separate Hybrid Applications are therefore submitted to each borough (in duplicate) and form the planning applications.

The RBKC Hybrid Application is formed of detailed development proposals in respect of plots ECO5 and ECO6 for which no matters are reserved (“RBKC Detailed Component”), and outline development proposals for the remainder of the RBKC Site, with all matters reserved (“RBKC Outline Component”). The RBKC Detailed Component and RBKC Outline Component together are referred to as the “RBKC Proposed Development”.

The LBHF Hybrid Application is formed of detailed development proposals in respect of plots WBO3, WBO4 and WBO5 for which no matters are reserved (“LBHF Detailed Component”), and outline development proposals for the remainder of the Site, with all matters reserved (“LBHF Outline Component”). LBHF Detailed Component and LBHF Outline Component together are referred to as the “LBHF Proposed Development”.

The Proposed Development is currently anticipated to be delivered in a number of phases over an estimated programme of approximately 19 years to completion.

No significant delay is anticipated between the phases. However, realising vacant possession of the Lillie Bridge Depot is complex and whilst an indicative programme has been agreed with London Underground Limited (LUL), it is subject to ongoing review, detailed preparation, and additional consents. It may change and could delay vacant possession beyond the timescales currently anticipated.

Due to the above, the Hybrid Planning Applications consider and assess two different scenarios. These are:

1. All Phases: comprising the entirety of the Proposed Development. This is currently anticipated for completion by 2043.
2. Early Phases: Phases 1-4 (the ‘Early Phases’) are completed, but the Depot remains operational and is delivered to a different programme from that currently anticipated in the All Phases scenario.

- ▶ For more information on the structure of the planning applications refer to the Planning Statement (EC.PA.04).
- ▶ For more information on phasing refer to the Design and Access Statement Volume 1: Outline Component / Phasing and Delivery (EC.PA.08).



Total area of 18 hectares, of which 10 hectares are in LBHF and 8 hectares in RBKC.

- Hybrid Application boundary
- Borough boundary
- Outline Component
- A RBKC Detailed Component (Plots ECO5/06)
- B LBHF Detailed Component (Plots WBO3/04/05)
- Development Zones

Extent of Outline and Detailed Components

# 1.8 The Planning Applications

## Structure of the application

The planning submissions are Hybrid Applications, meaning they contain both a Detailed Component and an Outline Component.

This is a standard approach for a masterplan of this scale—combining a comprehensive framework for development with a significant proportion of the Proposed Developed as a fully detailed application. This approach secures both a sitewide long-term vision and early detailed delivery on-site.

In addition to this masterplan Design and Access Statement (DAS), separate DAS' have been prepared for the Detailed Component in each borough.

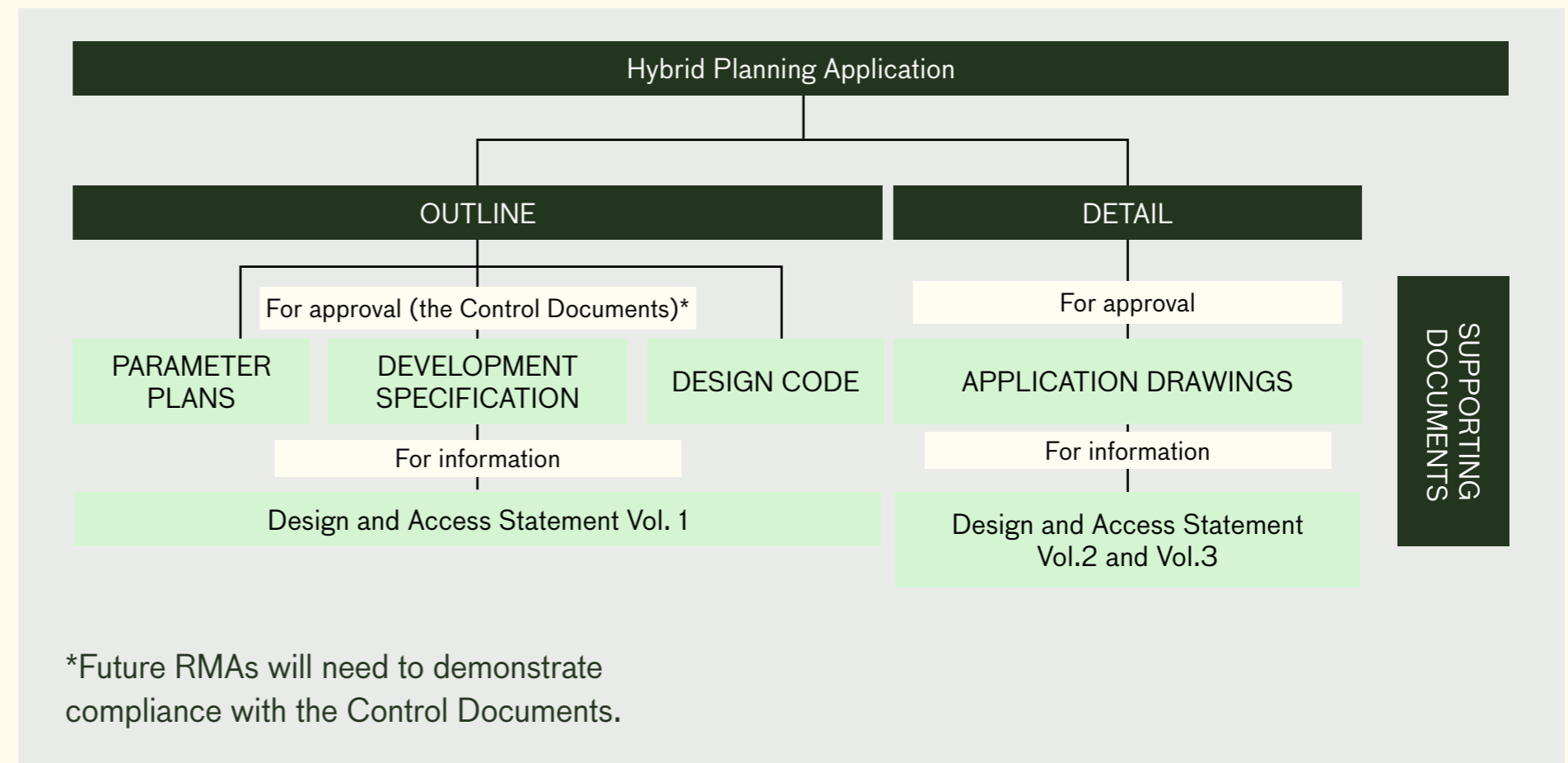
- ▶ For more information on how to read the application material refer to the Application User Guide (EC.PA.05).
- ▶ For more information on the structure of the planning applications refer to the Planning Statement (EC.PA.04).

## Outline Component

Outline proposals cover the extent of the Earls Court Site, excluding the Detailed Component. The Outline Component sets a robust Strategic Framework for development, but leaves room for flexibility so as not to overly constrain the delivery of future Development Plots. The Outline Component reserves all matters for future planning submissions known as applications for Reserved Matters Approvals (RMAs).

## Detailed Component

In contrast, the Detailed Component provides design certainty through detailed drawings that comply with the overarching principles established by the Control Documents. This has the added benefit of showcasing how the principles laid out in the Control Documents can be delivered successfully.



Flowchart showing the structure of the Hybrid Planning Applications



# 1.8 The Planning Applications

This Design and Access Statement (DAS) explains the rationale, evolution and masterplan framework for the Earls Court Development, communicating the scale of ambition and the robust design-led approach.

The purpose of this DAS is to communicate the sitewide framework strategies and character specific design responses. It demonstrates how these have evolved based on a detailed understanding of the Site's character and context in line with planning policy and the design-led approach.

This DAS includes an Illustrative Masterplan as one scenario that complies with the Control Documents. It also illustrates the identity of individual Character Areas and helps to demonstrate the effectiveness of the Design Code. Each design principle is explained, illustrated and cross-referenced to the relevant Control Document (Parameter Plans, Design Code and Development Specification).

The DAS is arranged into the following chapters which cover assessment, process, explanation and description of the proposals as follows:

Chapter 1: Introduction	Explains the context and purpose of the planning application, the role of the DAS, and presents the team behind the application.
Chapter 2: A Vision for Earls Court	Explains the vision for the Earls Court Site, establishing the opportunity, the core priorities and placemaking principles.
Chapter 3: Site Context and Analysis	Assesses the attributes of the physical, social, economic and site context which have guided the design proposals.
Chapter 4: Design Evolution & Engagement	Describes the collaborative process behind the evolution of the proposals. Captures how the ECDC team and the Design Team worked with the community and stakeholders.
Chapter 5: The Strategic Framework	Explains the design principles for the masterplan which underpin the Development Control Documents.
Chapter 6: The Illustrative Masterplan	Describes and illustrates one possible scenario of development within the parameters to communicate the vision. Informed and tested in-line with the Control Documents, it demonstrates design proposals for each Character Area.
Chapter 7: Spatial Strategies	Sets out additional technical supporting material, expanding on themes including landscape, access and infrastructure.
Chapter 8: Phasing and Delivery	Offers additional information about the delivery of the masterplan, temporary uses and proposed phasing of construction.
Chapter 9: Conclusion	Summarises the vision and ambition of the masterplan alongside the opportunity for London.

The Design and Access Statement (DAS) should be read in conjunction with the Design Code and Parameter Plans



Design and Access Statement (for information)

Design Code (for approval)

Parameter Plans (for approval)



# 1.9 Planning Policy Framework | National

## Achieving sustainable development

The National Planning Policy Framework (NPPF) (most recently updated in 2023) establishes the government’s planning policies for England.

The National Planning Practice Guidance (PPG) is an extensive online resource of detailed policy guidance provided by the Ministry of Housing, Communities and Local Government. Along with the National Planning Policy Framework (NPPF), the PPG sets out how the government envisages the day to day working of the planning system in England to operate.

At the heart of the NPPF is the presumption in favour of sustainable development, achieved through meeting the three ‘overarching aims’ set out in paragraph 8 of the NPPF.

- An **economic** objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.
- A **social** objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being.
- An **environmental** objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

National Planning Policy Framework - Key sections	
Section 2 (Achieving sustainable development)	At the heart of the Framework is a presumption in favour of sustainable development which means ‘approving development proposals that accord with an up-to-date development plan without delay’.
Section 5 (Delivering a sufficient supply of homes)	Sets out the objective of “significantly boosting the supply of homes”, including different sizes, types and tenures for different groups including those requiring affordable housing.
Section 6 (Building a strong, competitive economy)	Supports economic growth through the investment, expansion and adaptation of businesses.
Section 8 (Promoting healthy and safe communities)	Planning policies and decisions should aim to achieve healthy, inclusive and safe places and beautiful buildings.
Section 9 (Promoting sustainable transport)	Sets out that transport issues should be considered from an early stage. Significant developments should be focused on locations which are or can be made sustainable, by limiting the need to travel and offering a genuine choice of transport modes.
Section 11 (Making effective use of land)	Requires decisions to promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Paragraph 123 requires as much use as possible of previously-developed or ‘brownfield’ land.
Section 12 (Achieving well-designed and beautiful places)	Sets out that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.
Section 16 (Conserving and enhancing the historic environment)	Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.



# 1.9 Planning Policy Framework | Regional

## Delivering ‘Good Growth’

The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor’s vision for Good Growth.

The London Plan defines good growth as ‘growth that is socially and economically inclusive and environmentally sustainable’ which ‘underpins the whole of the London Plan and each policy.’ Furthermore it ‘is the way in which sustainable development in London is to be achieved’.

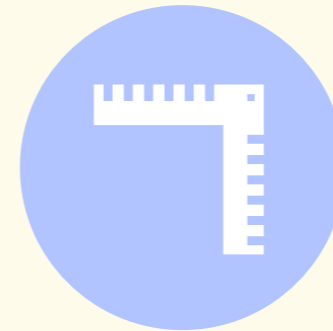


The London Plan’s ‘Chapter 1: Planning London’s Future - Good Growth’ objectives are set out in the following policies:



GG1

Building strong and inclusive communities



GG2

Making the best use of land



GG3

Creating a healthy city



GG4

Delivering the homes Londoners need



GG5

Growing a good economy



GG6

Increasing efficiency and resilience

### Key Policies that have informed the proposals are:

**Policy GG2** – sets out that to create successful sustainable mixed-use places that make the best use of land, those involved in planning and development must apply a design-led approach to determine the optimum development capacity of sites.

The Site is located within the wider Earl’s Court and West Kensington Opportunity Area. Policy GG2 requires that those involved in planning and development must enable the development of brownfield land, particularly in Opportunity Areas.

**Policy GG4** – states that to create a housing market that works better for all Londoners, those involved in planning and development must (Part A) ensure that more homes are delivered.

**Policy GG5** – sets out that to conserve and enhance London’s global economic competitiveness and ensure economic success is shared amongst all Londoners, those involved in planning and development must (Part B) seek to ensure that London’s economy diversifies and that the benefits of economic success are shared more equitably across London and (Part C) plan for sufficient employment and industrial space in the right locations to support economic development and regeneration.



# 1.9 Planning Policy Framework | Regional

## Design, characterisation and growth

Chapter 3 (Design) of the London Plan sets out how Good Growth is delivered through good design.

Policy D1 (London’s form, character and capacity for growth) sets out:

- The importance of understanding the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas’ capacity for growth.

Policy D2 (Infrastructure requirements for sustainable densities) sets out that the density of development proposals should:

- Consider, and be linked to, the provision of future planned levels of infrastructure rather than existing levels.
- Be proportionate to the site’s connectivity and accessibility by walking, cycling, and public transport to jobs and services (including both PTAL and access to local services).

Policy D3 (Optimising site capacity through the design-led approach) sets out that:

- Development must make the best use of land by following a design-led approach that optimises the capacity of sites, including sites within Opportunity Areas and subject to site allocations, such as at Earl’s Court.

- Higher density developments should generally be promoted in locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling.
- Requires consideration of design options to determine the most appropriate form of development that responds to a site’s context and capacity for growth, and existing and planned supporting infrastructure capacity.

Policy D4 (Delivering good design) sets out that:

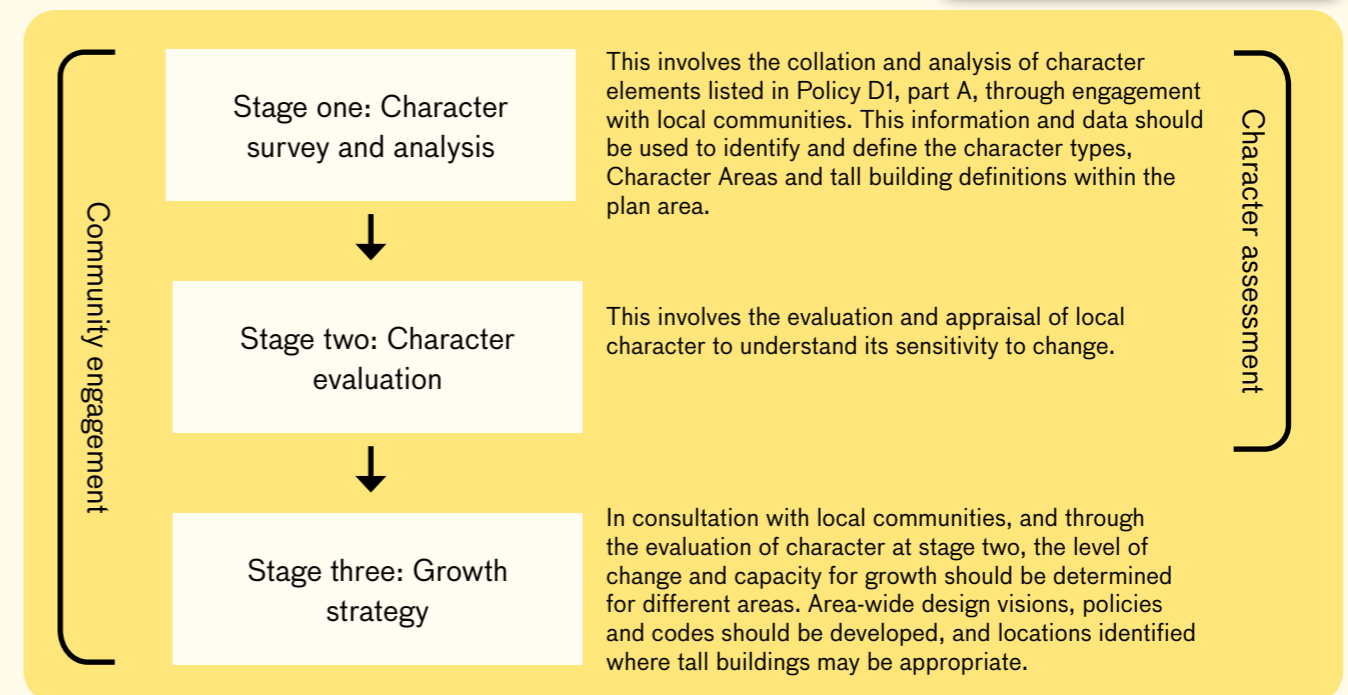
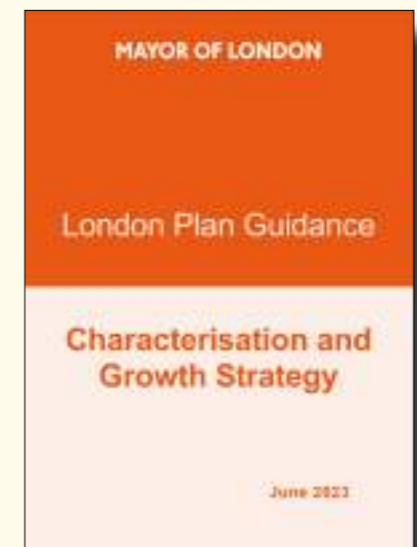
- Masterplans and Design Codes can be used to help bring forward development and ensure it delivers high quality design and place-making. It requires Design and Access Statements to be submitted with development proposals to demonstrate that the proposal meets the design requirements of the London Plan.

Policy D5 (Inclusive design) sets out that:

- Development proposals should achieve the highest standards of accessible and inclusive design.

The GLA’s Characterisation and Growth Strategy, London Plan Guidance (LPG) was adopted in June 2023. This guidance supports the objectives identified in Policy D1 and sets out the first step to a character-based, design-led approach to planning for development, and managing how a place changes over time.

The LPG sets out requirements for assessing an area’s characteristics and the steps for using this information to establish the capacity for growth to ensure sites are developed to an optimum capacity that is responsive to its context and infrastructure.



Stages of a character assessment and growth strategy, outlined in the Characterisation and Growth Strategy London Plan Guidance

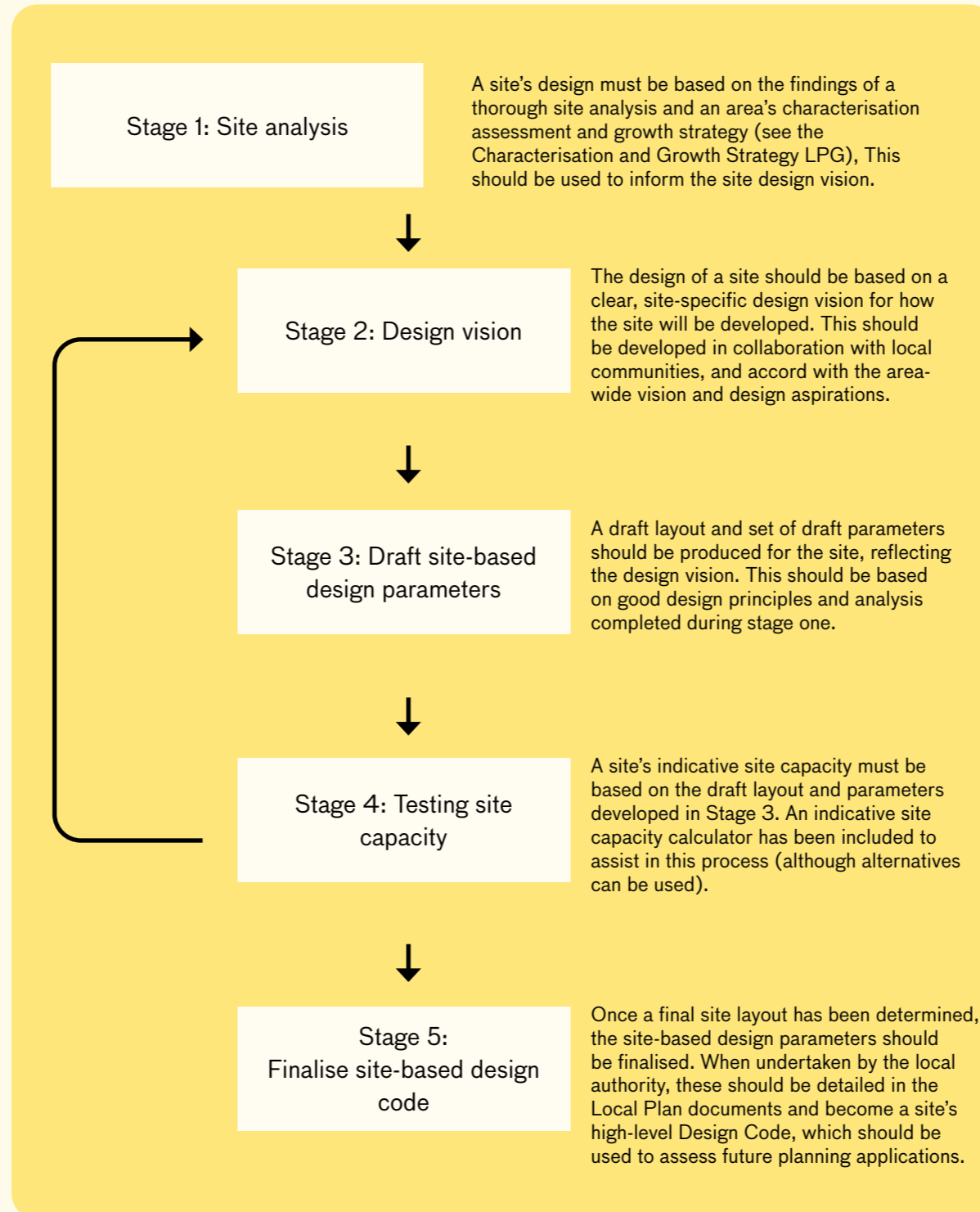
# 1.9 Planning Policy Framework | Regional

## The 'Design-led approach'

Good Growth across London requires development to optimise site capacity, rather than maximising density' (Optimising Site Capacity: a Design-led Approach LPG 2023).

- London Plan Policy D3 sets out that 'All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations'.
- The Optimising Site Capacity: A Design-led Approach LPG was adopted in 2023. This sets out how the design-led approach, set out in Policy D3 of the London Plan, should be used to determine the most appropriate form of development on a site.
- 'This means responding to the existing character and distinctiveness of the surrounding context and balancing the capacity for growth, need for increased housing supply, and key factors such as access by walking, cycling and public transport, alongside an improved quality of life for Londoners' (Optimising Site Capacity: A Design-Led Approach LPG).
- Optimising Site Capacity: A Design-Led Approach LPG sets out the five stages that form the design-led approach.

This Design and Access Statement sets out that the Earls Court Development has been informed by the design-led approach 'Stages of Assessment' identified by the LPG.



Five stages to the design-led approach, outlined in the Optimising Site Capacity: A Design-led Approach London Plan Guidance

## The five stages to the design-led approach

### Stage 1: Site analysis

- Chapter 3 provides an analysis of the Site and its surrounding context. It reflects findings from borough-wide characterisation assessments, as well as a more detailed analysis of the Site's opportunities and constraints.
- Chapter 3 analysis sets out the 'Capacity for Growth' at the Site and has informed the Earls Court Development vision, including the proposed approach to scale and character.

### Stage 2: Design vision

- Chapter 2 sets out the ECDC vision, which has been informed by the Site analysis set out in Chapter 3.
- Chapter 4 identifies the extensive community and stakeholder engagement, collaboration and design evolution undertaken to refine and ensure the appropriateness of the vision.

### Stage 3: Draft site-based design parameters

- Chapter 4 and 5 set out the design evolution of the proposals, framing principles that both reflect the vision and can provide the framework to bring it to life.

### Stage 4: Testing site capacity

- Chapter 4 sets out the rigorous testing of the Site's capacity, including 3D modelling that has been undertaken based on the draft layout and parameters developed in Stage 3.

### Stage 5: Finalise site-based Design Code

- Chapters 5 and 6 sets out the Strategic Framework and Illustrative Masterplan with a potential development scenario that complies with the now finalised sitewide based Control Documents.

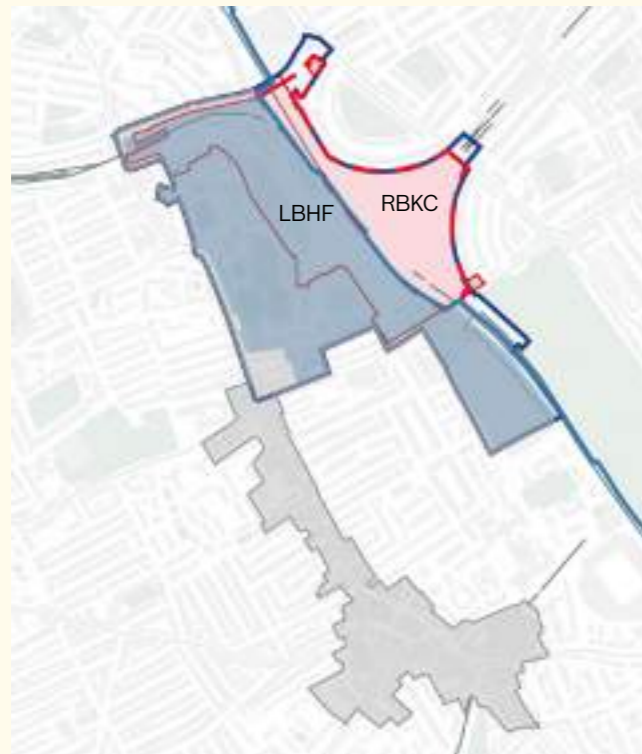




# 1.9 Planning Policy Framework | Local

## Meeting local need in LBHF and RBKC

The Development Plans identify the Site's potential to contribute a strategic quantum of homes and jobs for London.



Local Plan Site allocations

- Borough boundary
- GLA Earl's Court and West Kensington Opportunity Area
- LBHF Site allocation - Local Plan 2018
- Fulham Regeneration Area, LBHF Local Plan 2018
- RBKC Site allocation - Local Plan 2019
- RBKC Site allocation - Local Plan Review 2024
- The Earls Court Site

### LBHF Local Plan 2018

The LBHF Local Plan identifies the wider Earl's Court and West Kensington Opportunity Area (which the Site forms part of) as having the ability to deliver:

- 6,500 homes.
- 8,500 jobs.

\* the later 2021 London Plan sets figures as 6,500 indicative homes and 5,000 indicative jobs

- A rich mix of land uses, including housing, employment, hotels, leisure and associated facilities, retail and cultural facilities.
- Social, physical, environmental and transport infrastructure to support the needs of the area as a whole.
- Green corridors and public open spaces, including a centrally located local park of at least two hectares.

The LBHF Local Plan identifies the Site within the Fulham Regeneration Area, a substantial opportunity for regeneration with an indicative capacity for:

- 7,000 homes.
- 9,000 jobs.

### RBKC Local Plan 2019

The RBKC Local Plan identifies the opportunity for the Site to deliver (Policy CA4) the following:



LBHF Local Plan 2018



RBKC Local Plan 2019



RBKC Draft plan 2022



RBKC Placemaking SPD 2023

- A minimum of 900 (C3) homes
- A minimum of 10,000 sqm of office floor space.
- A range of retail and other non-residential uses as critical to serve the day-to-day needs of the new development.
- A significant cultural facility to retain Earl's Court's long-standing brand as a global cultural destination.
- Hospitality and leisure uses, social and community uses.
- On-site waste management facilities, and on-site renewable energy sources.

### RBKC New Local Plan Review 2024

The RBKC New Local Plan Review is an emerging policy document that updates the adopted Local Plan. It establishes the aspiration for an optimised residential-led mixed use development on the RBKC portion of the Site(Policy SA2), delivering:

- A minimum of 1,050 (C3) homes within the Borough.
- A minimum of 40,000 sqm non-residential floorspace, of which a minimum 20,000 sqm should be Class E(g) office, research and development or light industrial
- A significant world-class cultural facility
- Retail and other uses within Class E sufficient to serve the day-to-day needs of the new development and supplement existing facilities in the immediate area

- Other non-residential uses required to deliver a sustainable and balanced mixed-use development.
- Social and community uses to meet the needs of new residents and to improve health, social and cultural well-being for all sections of the community.
- A series of interlinked public green spaces to provide a place for people to rest, interact and play along with providing opportunities for potential SuDS and biodiversity benefits.
- A new public park to provide a focal point for the development to meet the needs of those who will visit, work and live in the new development.
- An on-site early-years education facility.

Both the existing and emerging RBKC Local Plan identifies the Site's potential to contribute a strategic quantum of homes and jobs for the area as part of a residential-led, mixed use development that is integrated with the surrounding neighbourhood and with culture at its heart, to restore the area's distinctive identity.

### RBKC - The Earl's Court Opportunity Area – Placemaking Framework, adopted in April 2023.

The framework focuses on setting the placemaking criteria (4 priorities) to shape the development of the Site so that it is delivered at the highest quality to meet the priorities of the council, local residents and businesses.

► For more information on local planning policy in relation to the Site refer to the Planning Statement (EC.PA.04).

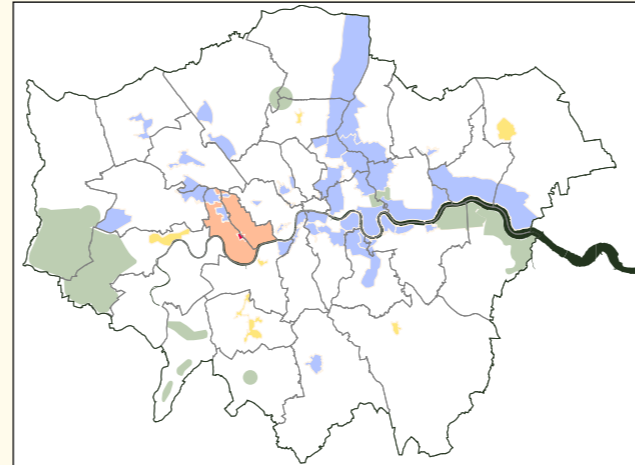


# 1.9 Planning Policy Framework | Local

## Plan-led approach to tall buildings

As set out in the London Plan (Policy D9), tall buildings can form part of a plan-led approach to facilitating development opportunities and managing future growth, contributing to new homes and economic growth.

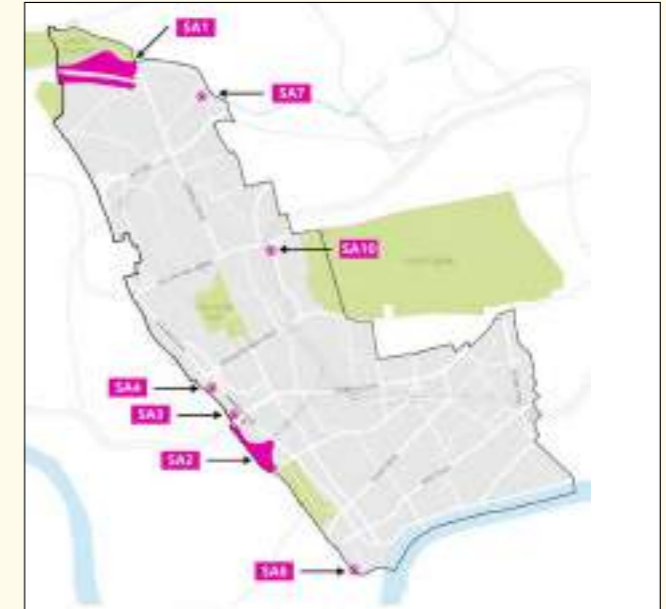
- Earl's Court and West Kensington Opportunity Area
- Other Opportunity Areas (adopted boundaries)
- Emerging Opportunity Area boundaries
- Opportunity Area boundary yet to be defined
- RBKC and LBHF boroughs



Map of London Opportunity Areas



Fulham Regeneration Area identified in the LBHF Local Plan



Suitable locations for tall buildings identified in the RBKC New Local Plan Review (identifying SA2 Earls Court Exhibition Centre Site allocation as a suitable location)

This particularly includes the following:

- Tall buildings can make optimal use of the capacity of sites that are well-connected by public transport and have good access to services and amenities.
- Tall buildings can help people navigate through the city by providing reference points and emphasising the hierarchy of a place such as its main centres of activity, and important street junctions and transport interchanges.
- Tall buildings that are of exemplary architectural quality, in the right place, can make a positive contribution to London's cityscape, and many tall buildings have become a valued part of London's identity.

The London Plan sets out that 'Tall buildings are generally those that are substantially taller than their surroundings and cause a significant change to the skyline. Boroughs should define what is a 'tall building' for specific localities, however this definition should not be less than 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey (The GLA threshold for referral under the Mayor of London Act 2028 is 30 metres). The LBHF Tall Buildings Background Paper (2016) sets out that tall buildings are 'those that are substantially taller than their neighbours and/or which significantly change the skyline'. The RBKC NLPR confirms that a tall building is defined as 30 metres or more at the subject Site.

London Plan Policy D9 (Part B – Locations) sets out that:

- Boroughs should determine if there are locations where tall buildings may be an appropriate form of development, subject to meeting the other requirements of the Plan. This process should include engagement with neighbouring boroughs that may be affected by tall building developments in identified locations.
- Any such locations and appropriate tall building heights should be identified on maps in Development Plans.
- Tall buildings should only be developed in locations that are identified as suitable in Development Plans.

Both the existing and emerging Development Plans for the Site (LBHF Local Plan Policy DC3 and RBKC NLPR Policies CD7 and SA2) set out that the principle of tall buildings in this location are acceptable.

This Design and Access Statement will demonstrate, in respect of the approach to tall buildings, that the Earls Court Development has adopted the design-led approach as required by London Plan Policy D3, the Optimising Site Capacity LPG (2023) and is informed by the Characterisation and Growth LPG (2023).

# 2 The Vision for Earls Court



## 2.1 A Global Legacy

For 150 years Earls Court has been known as a global showcase for innovation, entertainment and excitement. A place known for wonder. A source of entertainment, employment and excitement, the Earls Court Exhibition Centres were alive with activity.

It started when a cabbage patch was transformed into the America Fair, a grand exhibition that brought the Wild West to West London. In the following decades the Exhibition Centres welcomed thousands to global exhibitions and fairs, held seminal rock concerts and global events, and twice played host to events for the Olympic Games.



Historical events and activities that were held at the Exhibition Centres

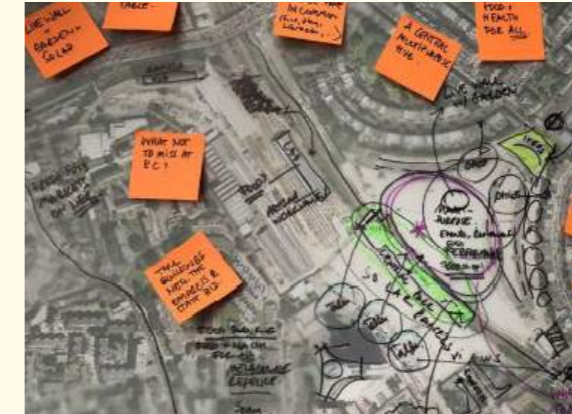


## 2.2 How the Vision Has Developed

The vision has been informed by the requirements of the Planning Policy Framework, alongside a detailed character assessment and growth strategy for the Site, following the approach set out by the Characterisation and Growth LPG (2023) and as demonstrated in Chapter 3 of this DAS.

Through early engagement, an understanding of what the Earls Court Site and its history meant to people was established. The days of Buffalo Bill and the Great Wheel at the World Fair Exhibitions, and Pink Floyd at the Exhibition Centres have passed but the legacy and memories of those times live on.

Through a series of collaborative workshops with local residents, community organisations and amenity groups, alongside round-tables with arts, cultural and stakeholder groups—hundreds of people have shared their stories, recollections of the past, thoughts of the present and hopes for the future.



Photographs from masterplan workshops



## 2.2 How the Vision Has Developed

The overwhelming feedback was clear — that Earls Court had been a place of excitement, spontaneity and diversity. The myriad of shows and concerts at the Exhibition Centres brought a buzz to the area that is greatly missed. As important were the skills and training opportunities and the economic impact which the Exhibition Centres had on the local area.

For younger people, for whom the Exhibition Centres had not been part of their past, the conversations focused on what the Site could become in future.

One word came up again and again — wonder.



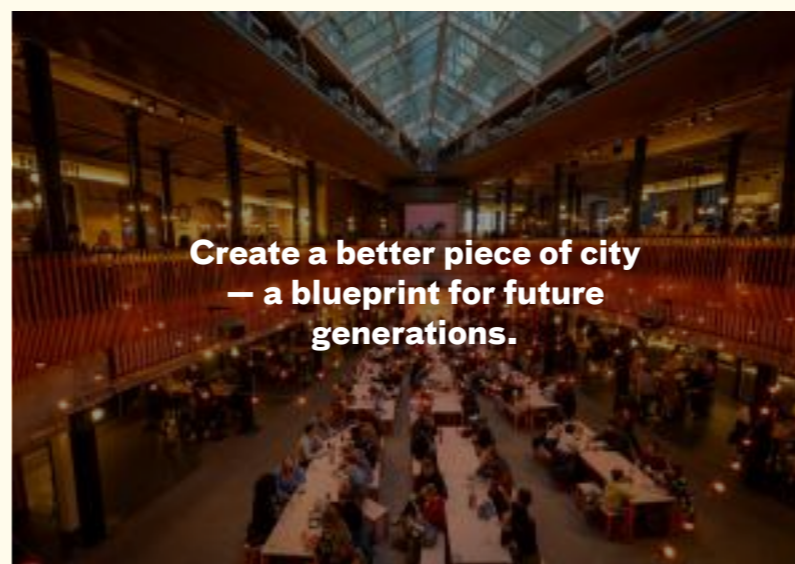
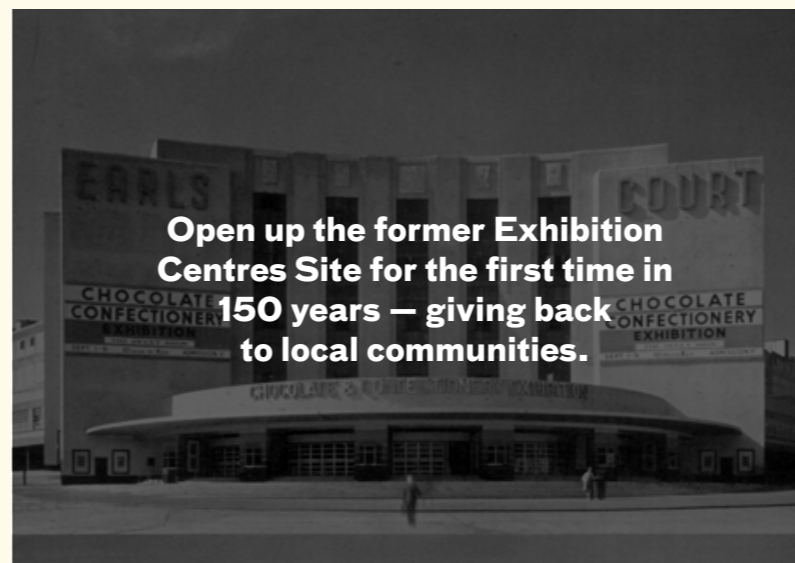
Community listening: Wonder emerges  
Responses gathered during the February and March 2022 masterplan workshops.  
Words have been scaled to be indicative of the level of importance given at the events.



## 2.3 The Vision: To Bring the Wonder Back

Reinstating the wonder Earls Court was known for will reflect its rich cultural heritage and the sense of excitement which so many experienced.

The vision to bring the wonder back is based on four priorities which emerged through early public consultation during 2021. These set out the ambition and helped shape the emerging masterplan approach.





## 2.4 The Four Place Pillars of Earls Court

Setting the standard for future urban development, Earls Court will re-emerge as London's place to discover wonder.

During consultation, the question 'why would you come here' was repeatedly asked. This led to the evolution of four place pillars which will create the identity for Earls Court. These formed a core part of the consultation material since early 2023 and underpin a unique proposition for the future development.

The vision evolved into a masterplan based around four place pillars:

### Nature

A celebration of nature and its ability to connect and revive



### Innovation

A showcase for climate and clean innovation and skills



### Culture

A cultural ecosystem for the future of talent



### Neighbourhood

An inspiring neighbourhood designed for all stages of life





## 2.4 The Four Place Pillars of Earls Court

A celebration of nature's ability to connect and revive

Nature presents untold benefits to the health and wellbeing of ourselves and our planet. Amplifying its presence and fostering better connections with nature is our golden thread - creating diverse and generous spaces to play, meet, relax and for sanctuary, whatever the season.

c. 20 acres of public realm and green space for all to enjoy	Over 1,000 new trees will be planted throughout the Site	Connecting biodiversity east-west and north-south for planting and wildlife
c. 2.75 acres of new play space for all ages	Climate resilient planting for all seasons in landscapes and buildings	Reusing water to irrigate, interact and cool
Accessible landscapes to navigate the 8 metre level change	Includes a c. 4.5 acre urban park at the centre	Improved air quality within and around the Site



Place Pillar axonometric: A network of Exhibition Gardens



View of the Cascades linking the Table Park, Empress Place, Aisgill Gardens and Lillie Sidings



## 2.4 The Four Place Pillars of Earls Court

A showcase for climate and clean innovation and skills

A new destination offering the scale, location and connectivity to create a home for a green economy, accelerating opportunities in a smart campus environment that supports start ups, scale ups and multi nationals to collaborate and tackle humanity's challenges.



Place Pillar axonometric: A network of innovation clusters



Section through Empress Place workspace buildings

Co-working space enabling start up and scale up businesses

Up to 2.5 million sq ft of workspace across three locations

Working with partners to equip the next generation with vital skills bringing c. 12,000 jobs

A sustainable development improving air quality and water management on the site

Bespoke lab / office / research and development space, to meet high demand

Zero carbon low cost energy provided by the 5th generation energy sharing network



## 2.4 The Four Place Pillars of Earls Court

A cultural ecosystem for the future of talent

Earls Court is synonymous with the power of culture, creativity and performance with a magnificent heritage of spectacle dating back to the 19th Century. The spirit of delight and discovery is re-emerging as the site once again is proudly stitched back into London's cultural map.



Place Pillar axonometric: A cultural ecosystem

10 acres of outdoor space which can be transformed and used for seasonal events

A carefully curated mix of c. 100 places to eat, drink or shop

A variety of flexible spaces of all sizes to produce, rehearse and create

3 main cultural venues, around which culture and creatives can cluster

Repurposing the existing Train Shed into an immersive food and cultural destination

A new flower amphitheatre at Warwick Square to celebrate the historic entrance from the east



View of a flexible music venue within Phase 1

## 2.4 The Four Place Pillars of Earls Court

An inspiring neighbourhood designed for all stages of life.

The future of city living, creating a new urban fabric, a place where people want to visit but also stay and grow, whether to live or work. Reflecting the brilliance of London, Earls Court will be inclusive and accessible, allowing families, communities, businesses and social connections to take root and thrive.

c. 4,000 new homes

Targeting 35% affordable homes across all tenures

Homes for sale, for rent, for older people, for students and for post-graduates

Up to 2 childcare facilities

A new Community Hub and 8,000 sq ft of additional community and healthcare facilities

c. 100 retail, dining and leisure spaces

Lively streets with local amenities for residents

An 850m long active boulevard (the length of Regent Street, from Piccadilly Circus to Oxford Circus)

Zero carbon, low cost energy for all homes



Place Pillar axonometric: An inspiring neighbourhood with a wide variety of housing types and tenures



Lillie Sidings Square will form the heart of the neighbourhood to the north of the development



## 2.5 A Commitment to Design Excellence

Building on the place pillars, ECDC has set out design principles to guide the development of the first buildings and deliver on a commitment to design excellence.

ECDC is focussed on enabling future trends and delivering a positive legacy. The Design Team's role is to design a solution for the Site which delivers a global exemplar of sustainable development.

The ambition is to create a place with personality which is accessible and welcome to all, a blueprint for future generations. This will be ensured by applying these design principles throughout the evolution of the development.

### A New West Side Story

To celebrate the heritage of a place that has always embraced the opportunity to be different and made a strategic contribution to the future of this great city through innovation and entertainment; creating a new destination which puts Earls Court confidently back on the map and changes perceptions of West London.

### Be Good Ancestors

Constantly thinking beyond today, working collaboratively to leave a better piece of city for existing and future communities, delivering the ambition to create the heritage of the future through exemplary design and sustainability.

### An Earls Court for Everyone

The opportunity, privilege and responsibility of designing this new neighbourhood, one with people at its heart. A neighbourhood that brings people together, where they feel welcome, safe and included, a sense that this is truly for everyone.



## 2.6 The Sustainable Development Charter

ECDC is committed to delivering an exemplar development at Earls Court, a blueprint for future living, creating a resilient masterplan, considering the future, through sustainability and exceptional design. This means delivering innovative buildings and spaces, enhancing the environment, producing economic benefits for the widest number of people, and creating significant social and economic value for the local area. The development aspires to have a positive sustainable impact not just within the Proposed Development but beyond the boundaries of the Site.

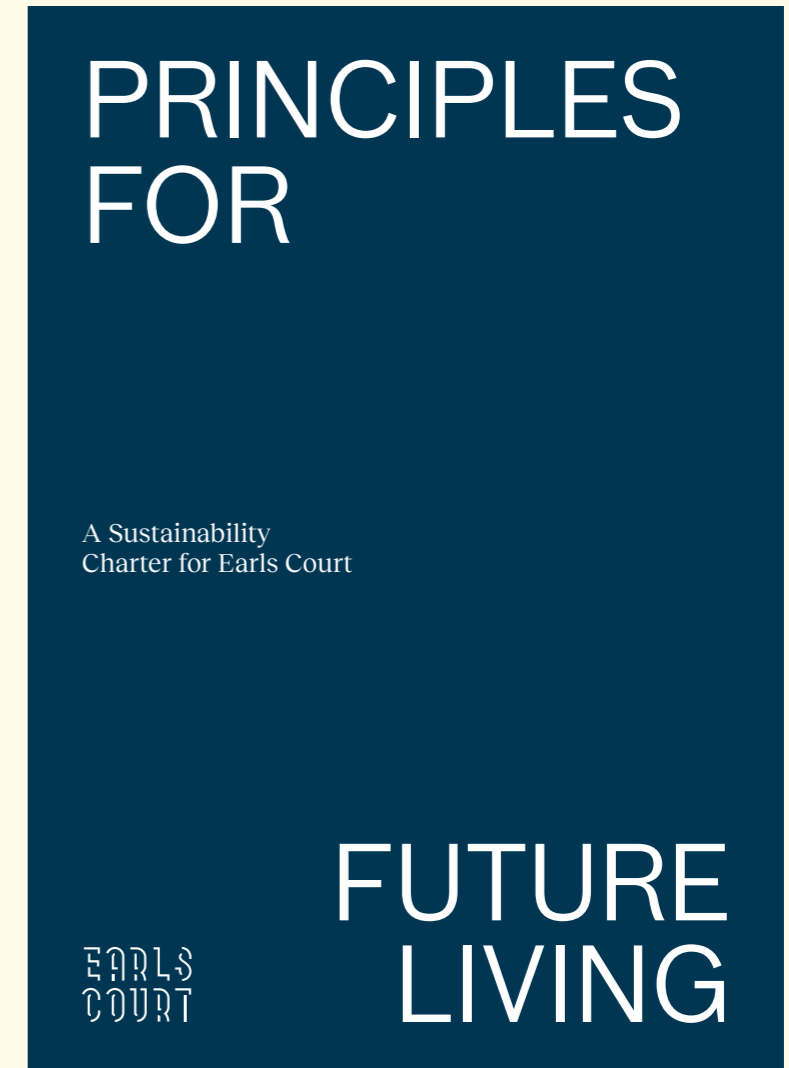
The focus on sustainability has run through and informed all aspects of the development proposals and processes. From day-one to in use, across ECDC's own internal operations to temporary uses, and the way in which the team works with all stakeholders – from suppliers and contractors, to tenants, occupiers, partners and neighbours. These are ECDC's principles for future living: to be people-centric and planet-conscious.

The Sustainable Development Charter (SDC), 'Principles for Future Living' sets out goals and objectives for three focus areas: social value, economic inclusion and environmental wellbeing. The goals underpin the vision and key priorities. Each goal has a clear set of metrics and targets that will allow measurement of performance and support continuous improvement, all with the aim of driving the best sustainable outcomes for all.

The purpose of the Charter is to:

- Show how ECDC intends to build a sustainable Earls Court from temporary activities through development and during occupancy.
- Provide the basis for the way ECDC will measure and report on progress.
- As a result, establish the means to improve performance year-on-year for the good of the Earls Court community.
- Provide a mechanism by which those who live, work, and visit Earls Court can assess the extent to which ECDC has delivered.

It is not intended to be a 'fixed' statement, but a Charter that will adapt and develop over time to suit the shifting programme of the development, and to better suit the changing needs of the communities and stakeholders.



The Sustainable Development Charter, 'Principles for Future Living'



## 2.6 The Sustainable Development Charter

### Social Value

The generation of social value is, and will continue to be, a core driver in everything ECDC does. In the context of Earls Court, social value is defined as ‘the importance that people (and society) place on changes to their lives caused by the actions and activities of ECDC.’ The social value created will be measured and reported on a regular basis. This measurement will be governed by the 11 OECD Dimensions of Wellbeing, and the guidelines set out for Social Return on Investment.

### Economic Inclusion

ECDC’s mission is to deliver the very highest standards of economic inclusivity, to involve and benefit the widest number of people and local communities in and around Earls Court who are directly and indirectly affected by the project throughout its lifetime. Economic inclusion will be achieved when the widest range of people benefit from the advantages created by the development. This commitment will apply during design and construction as well as in the longer-term; through post-occupation and operation.

### Environmental Wellbeing

ECDC’s aim is clear – to ensure impacts are climate positive, to respect and live within collective environmental limits, now and for tomorrow. One of the goals is to go beyond net zero carbon: simply put, to remove more carbon emissions from the atmosphere over the lifetime of the development than are emitted during the design, construction and operation of the scheme.

To ensure this is verifiable, ECDC will measure progress against independent and internationally recognised environmental assessment methodologies to evidence and validate the outcome. For a first step ECDC has signed up to the UN Race to Zero campaign, aligned with Science Based Targets to guide and validate this ambition.

- ▶ For more information on the sustainability strategy refer to Sustainability Strategy (EC.PA.21).
- ▶ For more information on sustainability within the Illustrative Masterplan refer to Design and Access Statement Volume 1: Outline Component / Spatial Strategies / Sustainability (EC.PA.08).
- ▶ For more information on the socials values of the project refer to Social Value Statement (EC.PA.45).

The goals are as follows:



A safe, inclusive and supportive place for everyone



Involving local people



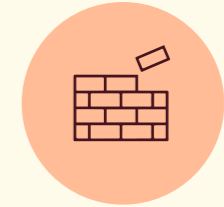
A wonderful place to live, work and visit



Maximise appropriate economic growth in the local area



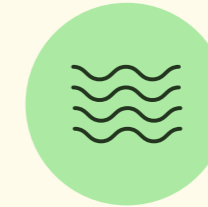
Provide access to economic opportunities for all



Create an affordable community



Beyond net zero carbon



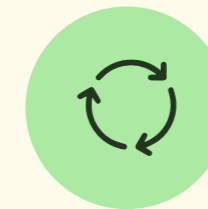
Water neutral



Celebrating and enhancing our natural environment



Delivering cleaner air



Circular resource use



Healthy living

# 3 Site Context and Analysis



# 3.1 The Opportunity

## Characterisation and capacity for growth assessment

A decade after the demolition of the Exhibition Centres, the Earls Court Site is a gap in the urban fabric of West London. The infrastructure that shaped it as well as its extraordinary legacy have helped inform the proposals for its future.

A thorough strategic and contextual analysis and technical understanding of the Site has informed the design-led response. This chapter summarises the key considerations that have informed the approach to the framework, following the process outlined in the Characterisation and Growth Strategy LPG (2023). This includes:

- Character survey and analysis of the wider area and the Site itself
- An evaluation and appraisal of local character to understand the Site's sensitivity to change
- Setting out the level of change and capacity for growth for the Site

Aerial view of the Earls Court Site from the north in September 2023





## 3.1 The Opportunity

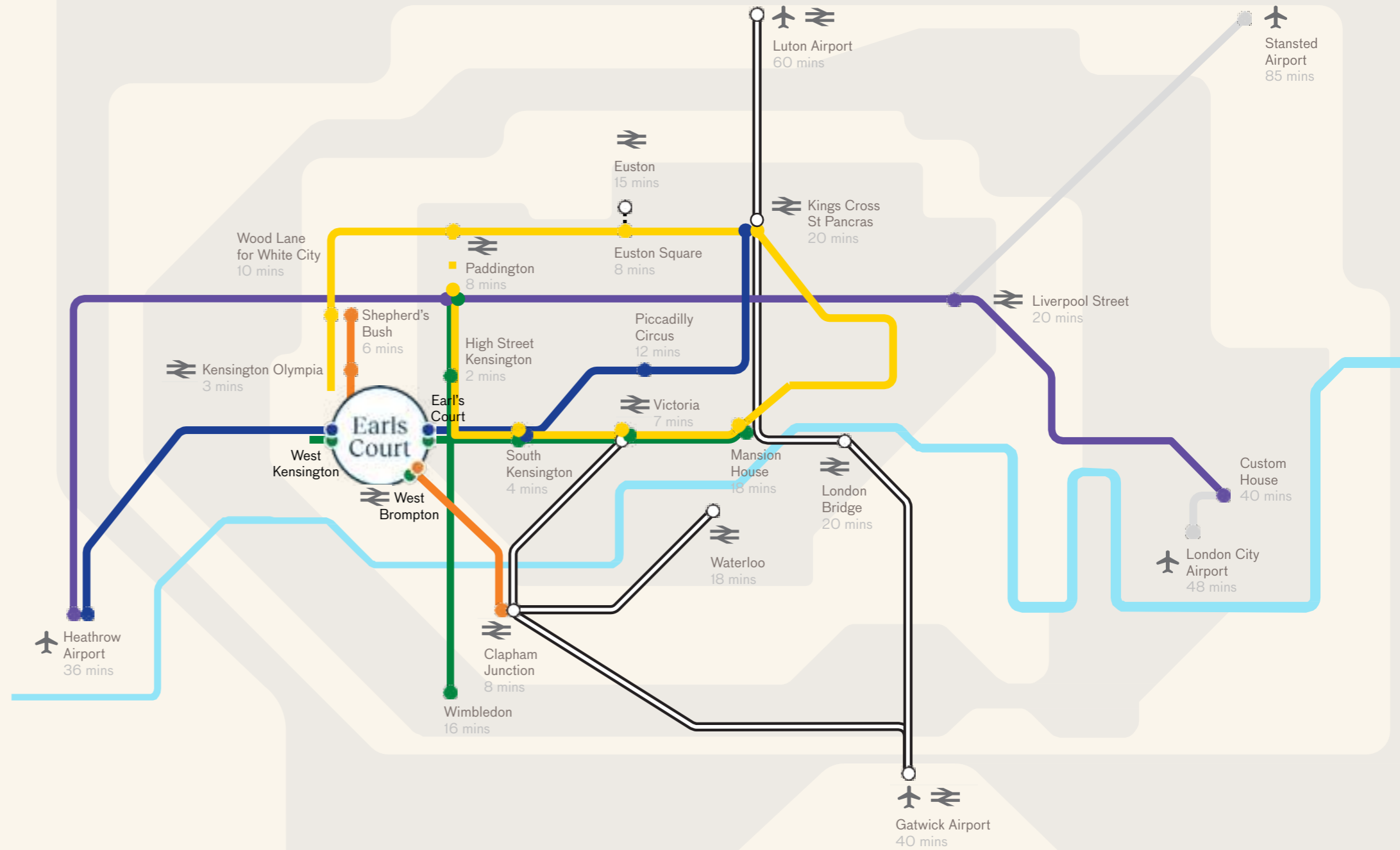
### A strategic brownfield opportunity for London

The Earls Court brownfield Site occupies a strategic location in London and the magnitude of the development opportunity reflects its role in delivering benefits for Londoners.

Straddling zones 1 and 2, the Site is highly connected with links to citywide hubs of culture, commerce, business and innovation.

Its location on the A4 makes it an important point along the M4 corridor, to Heathrow Airport, and the Thames Valley to the west.

To the east, it interfaces with London's hub of museums and culture and has direct links with the City.



Map of strategic connectivity



# 3.1 The Opportunity

## c. 18 hectares of developable area in West London

The LBHF and RBKC administrative boundary bisects the Site along a north-west / south-east axis from West Cromwell Road to Lillie Road.

The RBKC Site is bound to the north by West Cromwell Road, to the east by Warwick Road, Philbeach Gardens (including 1 Cluny Mews) and Eardley Crescent, to the south by Lillie Road and Old Brompton Road and to the west by the West London Railway Line (WLL).

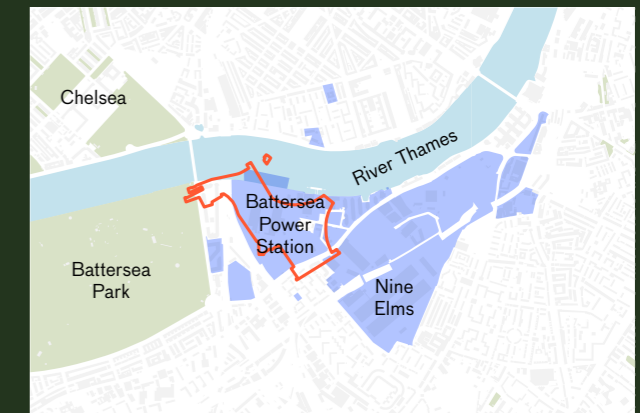
The LBHF Site is bound to the west by North End Road, Beaumont Avenue, the former Gibbs Green School, properties fronting Dieppe Close, to the north by West Cromwell Road, to the east by the West London Railway Line (WLL), to the south by Lillie Road and to the south-west by land comprising the Empress State Building and Aisgill Avenue.

The Site area associated with the RBKC Hybrid Planning Application is approximately 8 hectares (78,561sqm) and the Site area associated with the LBHF Hybrid Planning Application is approximately 10 hectares (101,395sqm).

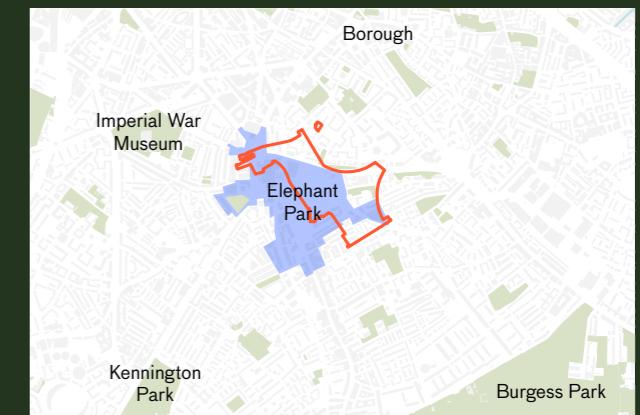


Plan of the Earls Court Site and key features

The scale of the Earls Court Site overlaid onto other major London site allocations and emerging schemes



Battersea and Nine Elms



Elephant Park



Canary Wharf

## 3.2 Site History

### An exceptional history

The Earls Court Site has always been a unique, complex and fascinating part of London. Throughout history, it has been at the forefront of economic and societal change.

Earls Court has evolved over the centuries as the growth of London expanded to the west.

From rural farmland and horticultural gardens, to the arrival of 19th century railway and underground lines, the Site became a showground for exhibitions, spectacle and innovation.

As the transport network expanded, residential areas developed around the Site. Despite this growth, the Site has been under a single ownership with a unified vision for the last 150 years, which has contributed to the enduring legacy and sense of wonder at Earls Court.

The following pages describe key stages in the evolution of the Site, from the medieval period to the demolition of the Exhibition Centres.



## 3.2 Site History

### Rural beginnings

From the medieval period through to the early 18th century, the Site was largely used as farmland, run and owned by aristocratic families.

The name 'Earl's Court' derives from the area's historic association with the Earls of Warwick. The area was primarily used for farming, with scattered hamlets and small villages. It was far removed from the densely populated centre of London. Until 1887, the farmland was attached to Earl's Court Manor, which consisted of a small cluster of buildings in a field called the Three Little Piglets.



The Earl's Court Farm was demolished in 1878 to make way for Earl's Court Underground station.

### A 'lost river', Counter's Creek, sets the course for changes to come

Counter's Creek was a natural watercourse running north-south through the Site. In 1828, it was transformed by Lord Kensington into a canal to ferry goods to and from the Thames. As railways gained in popularity, the canal was sold to railway entrepreneurs. In 1859, the West London Railway Line replaced the Kensington Canal and connected to the developing railway system south of the Thames at Clapham Junction.

The river has been culverted below Warwick Road and North End Road, but continues to inspire aspirations to reinstate water on the Site.



Map of London's lost rivers, Nicholas Barton, The Lost Rivers of London, 1962



Roque Map, 1746, with approximate Site boundary



Kensington Canal by William Cowen (1791-1864)

## 3.2 Site History

### A place shaped by 19th century transport

Mid-19th century industrialisation transformed the Earls Court Site and defined the extent of development around it. It would remain different from its immediate context thereafter.



Aerial view, 1928. The Train Shed can be seen extending the length of the Site to Empress Place. © Historic England

### The Metropolitan Railways, 1850-1870

By the late 1860s, the Metropolitan and District Railways had extended to Earls Court and the Site became an intricate confluence of tracks that severed it from its context and constrained development.

In 1870, the District Railway established Lillie Bridge Works, now known as Lillie Bridge Depot, and constructed a 400m long Train Shed some time between 1894 and 1912. Its length was later reduced, but it remains in use as a Transport for London (TfL) maintenance facility.

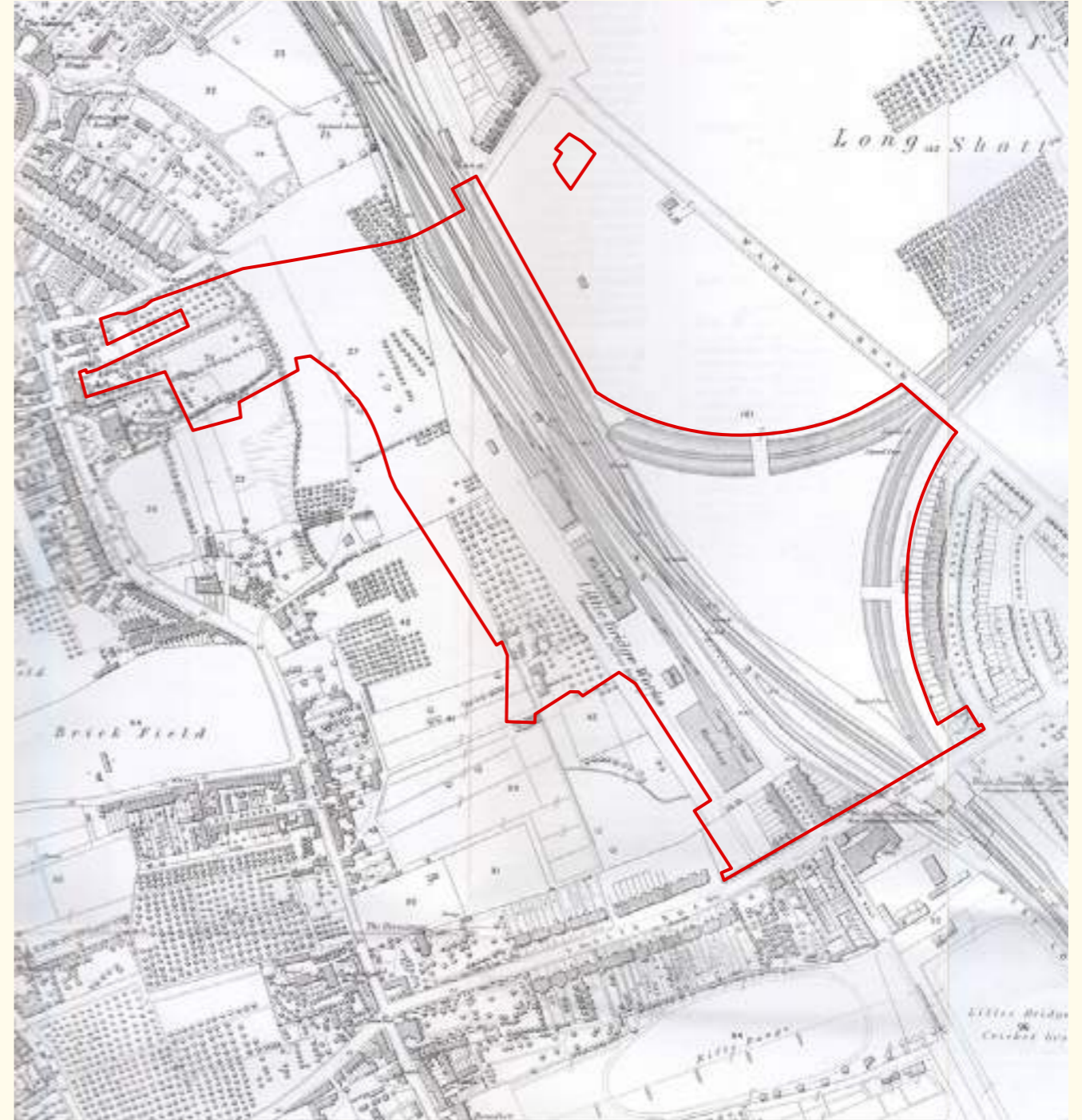
### The land became constrained by infrastructure

By the 1890s, the Piccadilly Line connected Earl's Court and West Kensington stations through the Site. The multiple competing railway companies built their tracks independently from one another, resulting in the remaining land forming an unusable 'waste ground' which was unfit for residential development.

### A new West London neighbourhood grew around the Site

The opening of Earl's Court station in 1871 facilitated easier access to central London, making the area more attractive for residential development.

Large estates began to be subdivided and sold, making way for terraced housing and mansion blocks. This transformed the area into a fashionable suburb for the middle and upper classes. Their popularity resulted in the dense fabric that now characterises West London.



OS Map 1871 with the Site boundary

## 3.2 Site History

### Emergence as Victorian Exhibition Grounds

A series of visionary owners brought entertainment to the Site through large scale public exhibitions, ushering in a new era of spectacle.

The idea to launch the Earls Court Exhibition Grounds is credited to the entrepreneurial spirit of John Robinson Whitley, whose desire to emulate the great exhibitions of Paris and London led him to a bold new concept, focused on showcasing one nation at a time. He negotiated with railway companies to lease him a vacant 24 acre area of land - then a cabbage patch - to establish his venture.

In 1887, he successfully launched the America Fair and its 'Wild West Show'. The success of his later exhibitions did not match early levels of enthusiasm but set the scene for the use of the Site in decades to come.

In 1894, Imre Kiralfy took over the Site and rebuilt the Exhibition Grounds in a Mughal Indian Style, to launch his Empire of India Exhibition. Under his ownership, spectacles became increasingly ambitious. The Empress Hall auditorium was constructed, able to seat 6,000 people. The notorious 300-foot Great Wheel was completed in 1895.

By 1905, Kiralfy looked to further expand his reach to new exhibition grounds at White City, prior to the Olympic Games in 1908.

### 1887-1908 Exhibitions and spectacle

The great exhibitions held at Earls Court were international events that showcased advancements in technology, industry, and culture, attracting visitors from around the world.

The Earls Court Exhibition of 1887 and the Franco-British Exhibition of 1908 not only celebrated innovation and progress but also served as platforms for cultural exchange, showcasing the arts, sciences, and industries of participating nations.



Empress Hall, 1937, on land now occupied by the Empress State Building © Historic England



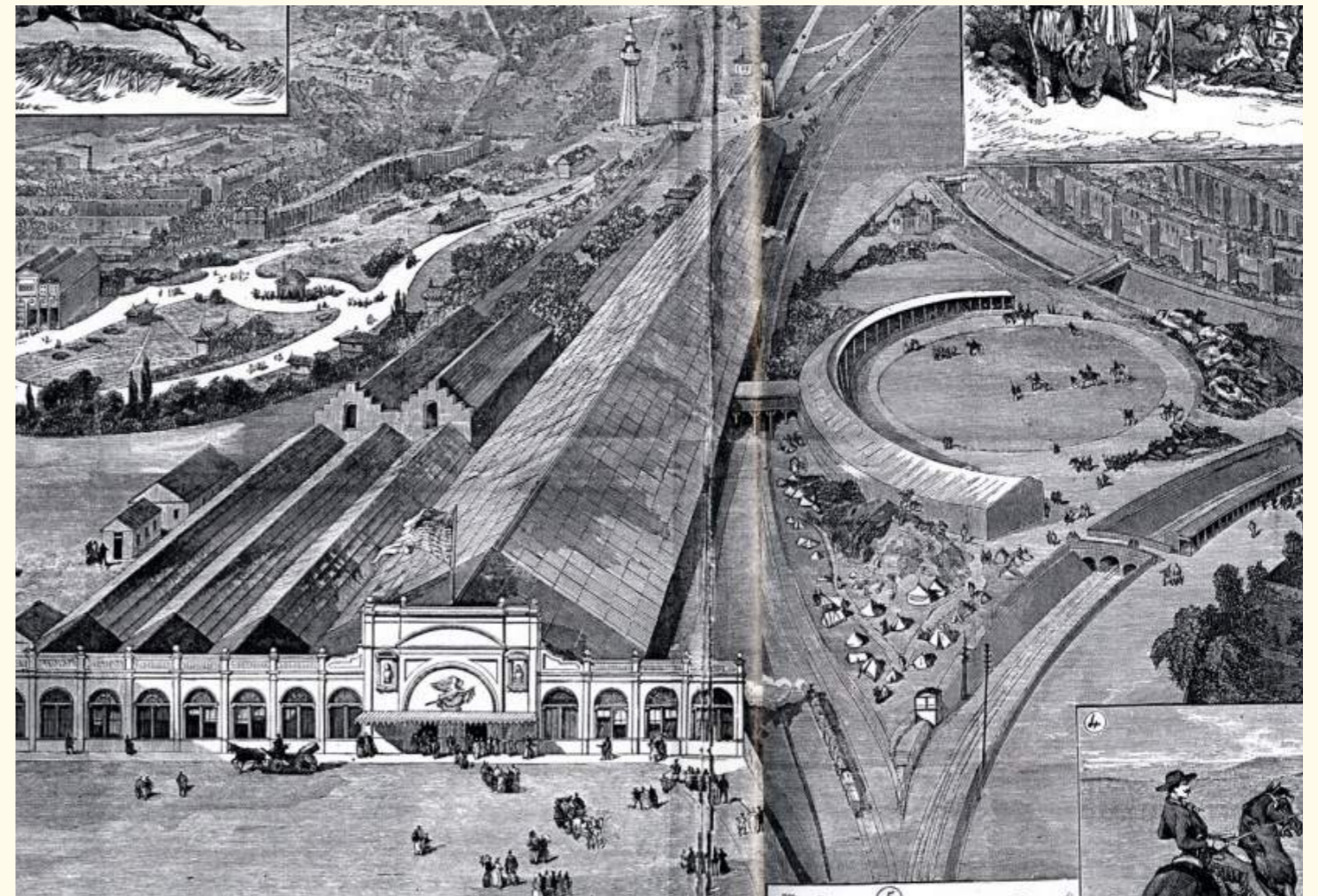
The Great Wheel, 1904, from Fenelon Road

### A celebration of nature and horticulture

Earls Court's legacy of wonder extends to its role in celebrating nature. From the late 19th to the early 20th centuries, Earls Court hosted horticultural exhibitions that provided a platform for gardeners, landscape designers, and horticulturists to showcase their work and share innovations in plant cultivation and garden design.



The Western Gardens and Great Wheel, 1904



America Exhibition at the Exhibition Grounds shown from the south Lillie Road entrance, 1887, extending over both LBHF and RBKC.

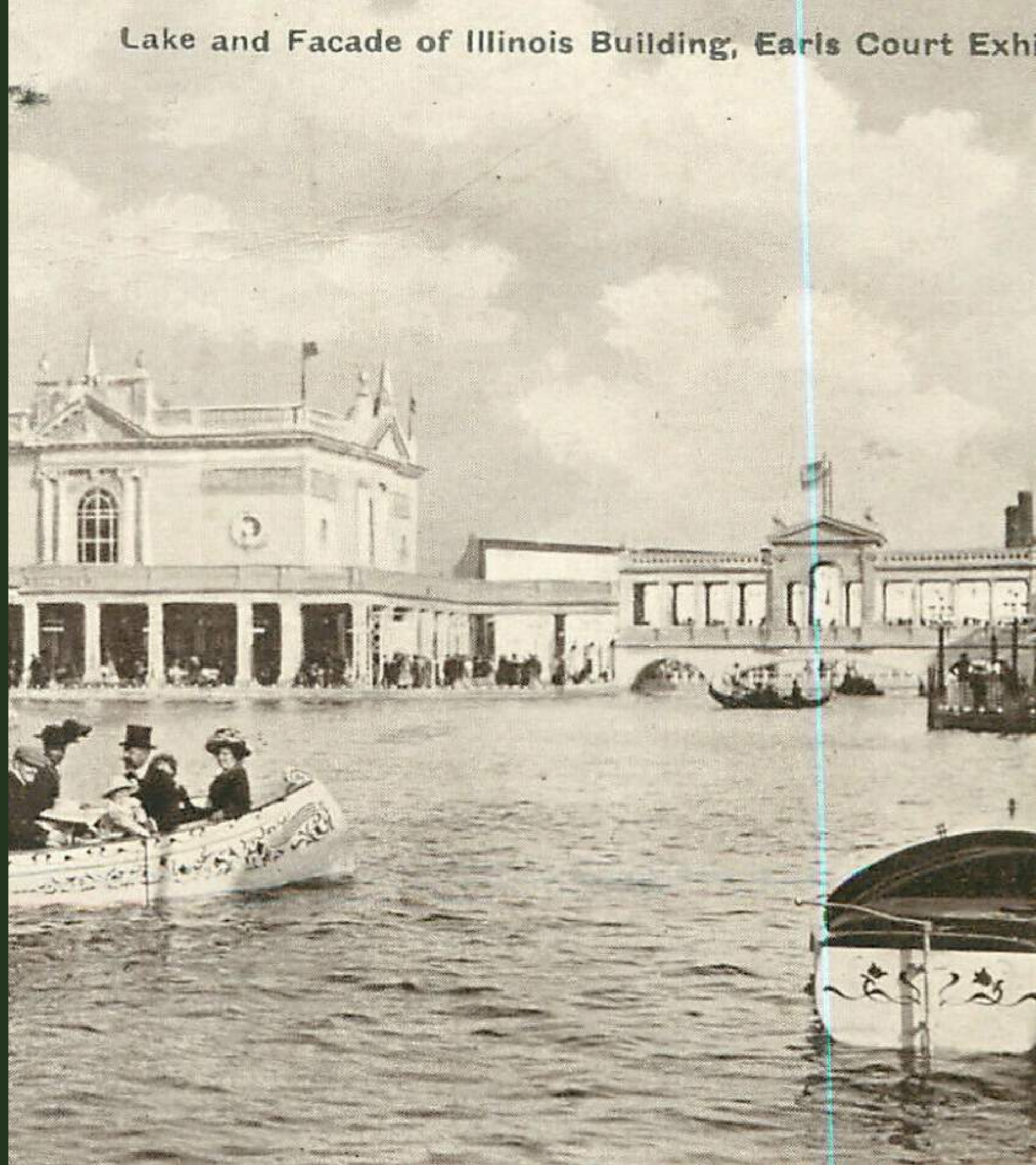
## 3.2 Site History

### A cultural pioneer in the context of Imperial Britain

Temporary structures such as the Great Wheel and a man-made lake were erected to host events and showcase some of the most pioneering inventions and achievements of the time. Arenas, grandstands, pleasure gardens, theatres and warehouses established the Site as a destination for discovery and delight.



Eastern bandstand and facade of the Illinois building at the Chicago Exhibition, c.1893



The man-made lake in front of the Illinois building at the Chicago Exhibition, c.1893



## 3.2 Site History

### The Exhibition Centres 1935-2015

The 20th century Exhibition Centres staged unforgettable events at a global scale and cemented the legacy remembered today.

Following a period of decline in the early 20th century, Earls Court re-emerged as a cultural destination through the construction of the permanent Exhibition Centres. Its reputation as an entertainment and innovation hub grew, attracting visitors from far and wide.

In 1935, following wartime decline, the Earls Court Exhibition Grounds were sold and in 1937, a new state-of-the-art Exhibition Centre was erected, with an ambition to rival the nearby Olympia Exhibition Hall. The architect, Howard C. Crane, maximised the triangular site with the biggest column-free indoor space in Europe. The building provided over 40,000 sqm of space spread across two levels. Shortly after its opening, the Exhibition Centre hosted the Chocolate and Confectionery Exhibition.

The Exhibition Centre, known as Earls Court One, soon became known as one of London and the UK's top exhibition venues. A large internal pool, 60m long and 30m wide, with a hydraulic-powered retractable floor, allowed the space to be used in a myriad ways, from boat exhibitions to performances.



The Ideal Home Show at Earls Court, 2011. This was held annually at Earls Court between 1978 and 2014, before moving to Olympia in 2015.

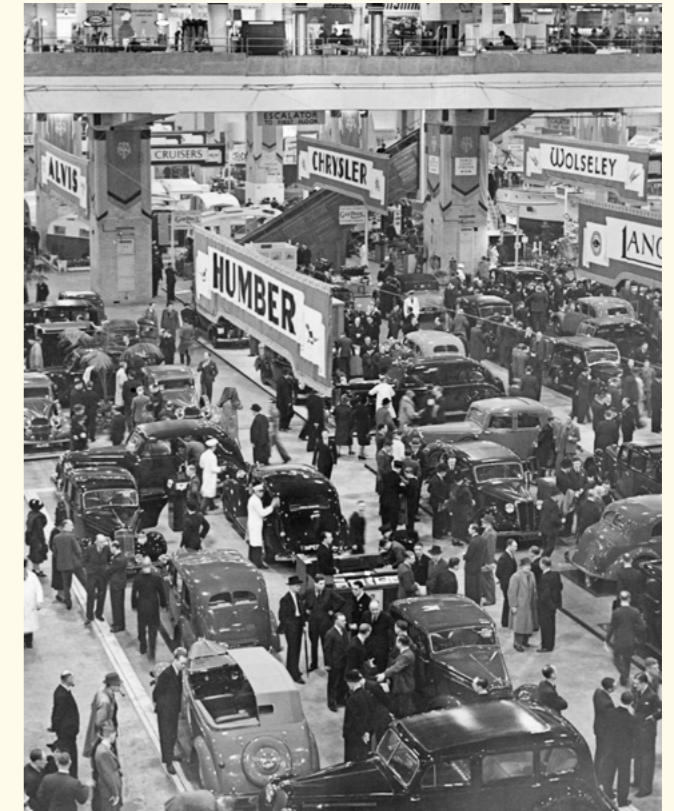
### Exhibitions showcasing innovation

Earls Court went on to host international exhibitions, showcasing innovations in technology, industry, and the arts. For many years it played host to the British Motor Show, where iconic cars were officially unveiled to the public, as well as the London Boat Show.

The venue became renowned for displaying new products, machinery and services across various industries, showcasing new ways of living and working to Londoners.



The Earls Court Boat Show, 1973. This ran annually from 1960 until 2003, and again in 2007 and 2008



British International Motor Show, which ran from 1937 to 1976



Earls Court Motor Exhibition, c. 1950s



EARLS

COURT

**BOAT SHOW '73**  
Presented by the Show and the Daily Express  
3-15 JANUARY  
HOLDING CENTRE

**BOAT SHOW '73**  
Presented by the Show and the Daily Express  
3-15 JANUARY  
HOLDING CENTRE

PRESENTED BY THE SHOW AND THE DAILY EXPRESS

INTERNATIONAL

PALMOUTH PACKET



## 3.2 Site History

The expansion of the Exhibition Centres made the venue suitable for larger events.

In 1985, part of the Lillie Bridge Depot land was sold to P&O who opted to expand the Exhibition Centre to include a large, barrel-roofed hall, connected to Earls Court One, to increase its capacity and make the venue more competitive nationally. The new venue added 17,000 sqm of column-free floorspace. The hall was opened by Diana, Princess of Wales on 17 October 1991.

Earls Court Two used the large Table structure spanning the West London Railway Line to extend into LBHF land. Its form contrasted the existing Art Deco Exhibition Centre, making it a landmark locally in its own right.

An iconic venue for music and sporting events

The Exhibition Centres hosted world-class concerts, theatrical performances and awards ceremonies - from David Bowie to the Rolling Stones, from the BRIT Awards to Take That.

Sporting competitions and events were also held at Earls Court, ranging from boxing matches to motor racing events. The Exhibition Centre was also used during the London Olympics, in 1948 for boxing, weightlifting, wrestling and gymnastics, and in 2012 for volleyball.



The Rolling Stones at Earls Court in 1976



David Bowie at Earls Court in 1978



Muhammad Ali at Earls Court in 1966



Volleyball at the 2012 London Olympics



## 3.2 Site History

### Remembering the scale and presence of the Exhibition Centres

Whilst the Exhibition Centres were demolished in 2015, the Site has been left with a legacy of innovation, difference and experimentation. Although they are gone, the Exhibition Centres have left a long-lasting impression on the Site.

In 2015, the Earls Court Exhibition Centres were demolished as part of the previous 2013 planning consent. The demolition had a large economic impact on the wider area, and was felt as a cultural loss by local residents and businesses alike.

Even though they are no longer there, the grand scale and importance of the Exhibition Centres have not been forgotten. Their recognisable rooflines and tall, wide entrances created a sense of excitement as crowds approached them in anticipation of a concert or an event. Their shape and proximity to residential streets were a careful response to the context and, despite their scale, they were considered anchors to the local community.

Today, all that physically remains on the Site is the existing deck structure spanning the West London Railway Line, known as the Table structure.



Aerial view of the Earls Court Exhibition Centres before demolition



View from West Cromwell Road of the former Exhibition Centres, with approximate heights Above Ordnance Datum (AOD)



View of Warwick Road Entrance ©Google Streetview



View of EC2 from Empress Place ©Google Streetview



## 3.2 Site History

### Planning history

The Site has an extensive planning history, including a previously consented masterplan in 2013 for a larger area.

2013 - Consent is granted for a scheme submitted by Capital and Counties



In 2013, plans to redevelop the Earls Court Site formed part of a consented Outline Planning Application with associated approvals for Reserved Matters Applications (RMAs) by Capital and Counties (Capco). The Site area was c. 32 hectares and included the West Kensington and Gibbs Green Estates.

2019 - The Earls Court Development Company (ECDC) is formed to drive the transformation of the Site



ECDC is responsible for the c. 18 hectares former Earls Court Exhibition Centre Site on behalf of the Earls Court Partnership Limited – a joint venture between Delancey (on behalf of its client funds) and the Dutch pension fund manager, APG and Transport for London (TfL).

2015 - The Exhibition Centres are demolished



As part of the previous planning consent, the Exhibition Centres were demolished. ©Keltbray

2024 - The new Hybrid Planning Applications are submitted for the Site by ECPL



Current Planning Application Site boundary



## 3.2 Site History

### The Site today

Years after the demolition of the Exhibition Centres, the history and legacy of the Earls Court Development Site continue to influence aspirations for what is to come.

The Site presents a significant opportunity to stitch into the context and legacy of the well-established neighbourhoods around it whilst also addressing modern-day challenges to help secure its future. The success of temporary uses, artwork and events in and around the Site have given a hint of what is to come, and how it can complement and add to the character of these communities.

The following pages analyse the local context in which the Site is being re-imagined and the role that the Earls Court Development plays in responding to that context.



Hoarding along Old Brompton Road



Hoardings on Old Brompton Road



West London Railway Line tracks with Underbelly festival in the background



Lillie Road frontage



Earls Court Beach at London Wonderground



Consultation event held at Warwick Road Apron



Panoramic view of the Site, looking north from the top of the Table structure

# 3.3 Local Context

## West London context

The Earls Court Development needs to respond to the issues of today, celebrating the wonder of the Site's history whilst leading the way for future change.

This section assesses the Site in the local context under the following themes:

- Wider London and West London context
- Retail, culture and workspace
- Public transport and cycling
- Parks, open space and play
- Built form and architectural character
- Socio-economic makeup and community infrastructure
- Heritage and townscape

Aerial photo looking north over the Site





# 3.3 Local Context

## Evolving density clusters around London

The Earls Court Site is situated within the broader landscape of new development emerging across London's Opportunity Areas. The Site does not fall within any strategic views defined by the London View Management Framework (LVMF).

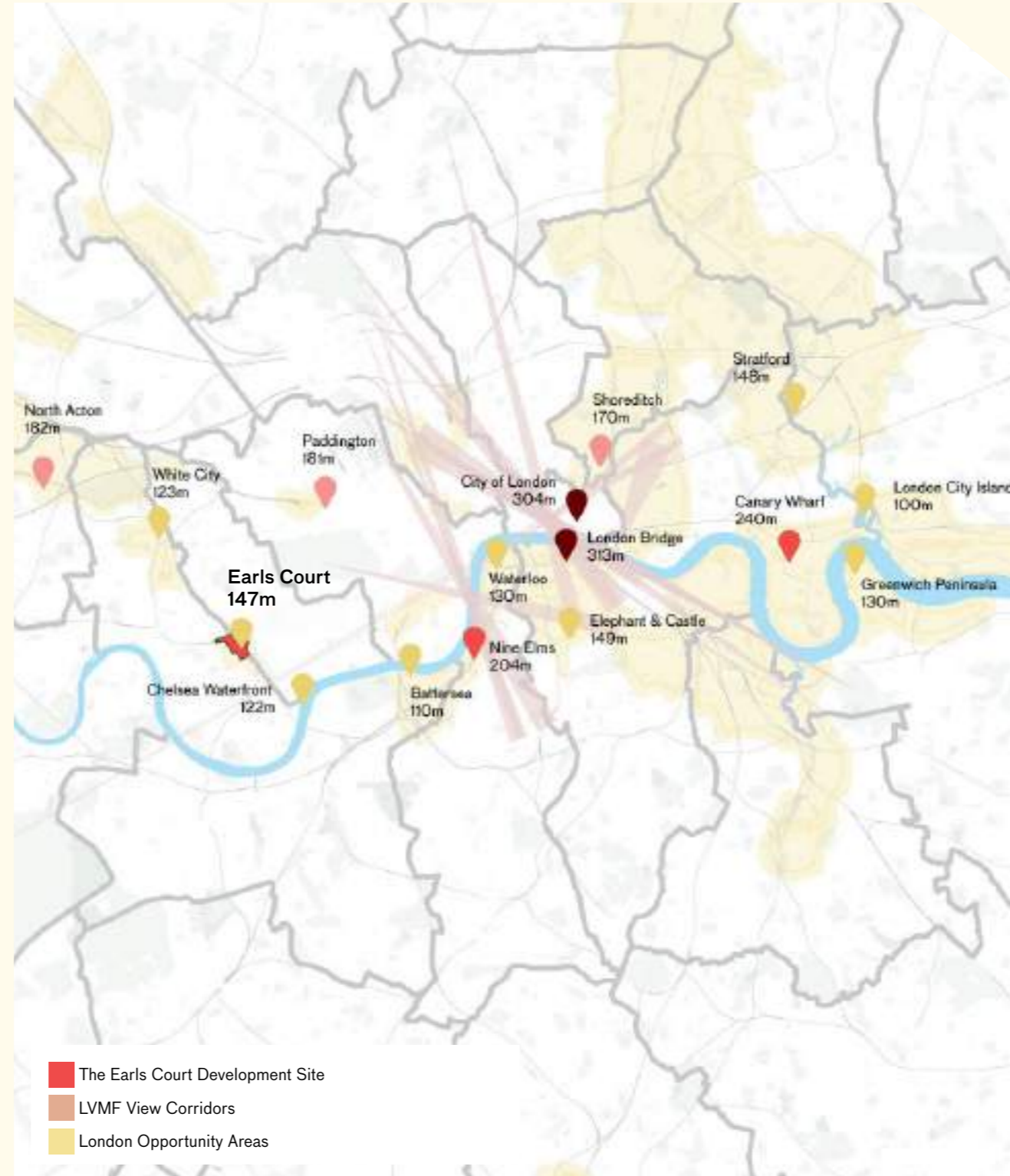
Policy GG2 and Policy D3 of the London Plan encourage the optimisation of Site capacity through a design-led approach, and Policy D9 recognises that tall buildings can form part of a plan-led approach to facilitating regeneration opportunities and managing future growth

The Earls Court Development is a key opportunity to deliver on these aspirations while being informed by a number of comparable schemes that have emerged across the city.

The well-established tall building clusters in the City of London and the area around London Bridge are examples of where buildings have shaped London's identifiable skyline.

New height clusters, such as those in Vauxhall, Nine Elms, and Battersea, have emerged within the context of low-scale buildings, creating a contrast to the surrounding context, except where they scale down to protect the prominence of Battersea Power Station.

These principles can also be found in West London, with the emergence of high-density, tall building developments adjacent to low-rise residential neighbourhoods at White City and Chelsea Waterfront.



Tall buildings mapped over London Opportunity Areas and LVMF view corridors. Heights shown are approximate AODs.

The Earls Court Development can optimise the use of this brownfield Site in line with strategic policies including GG2 and D3 of the London Plan.



City of London



Nine Elms



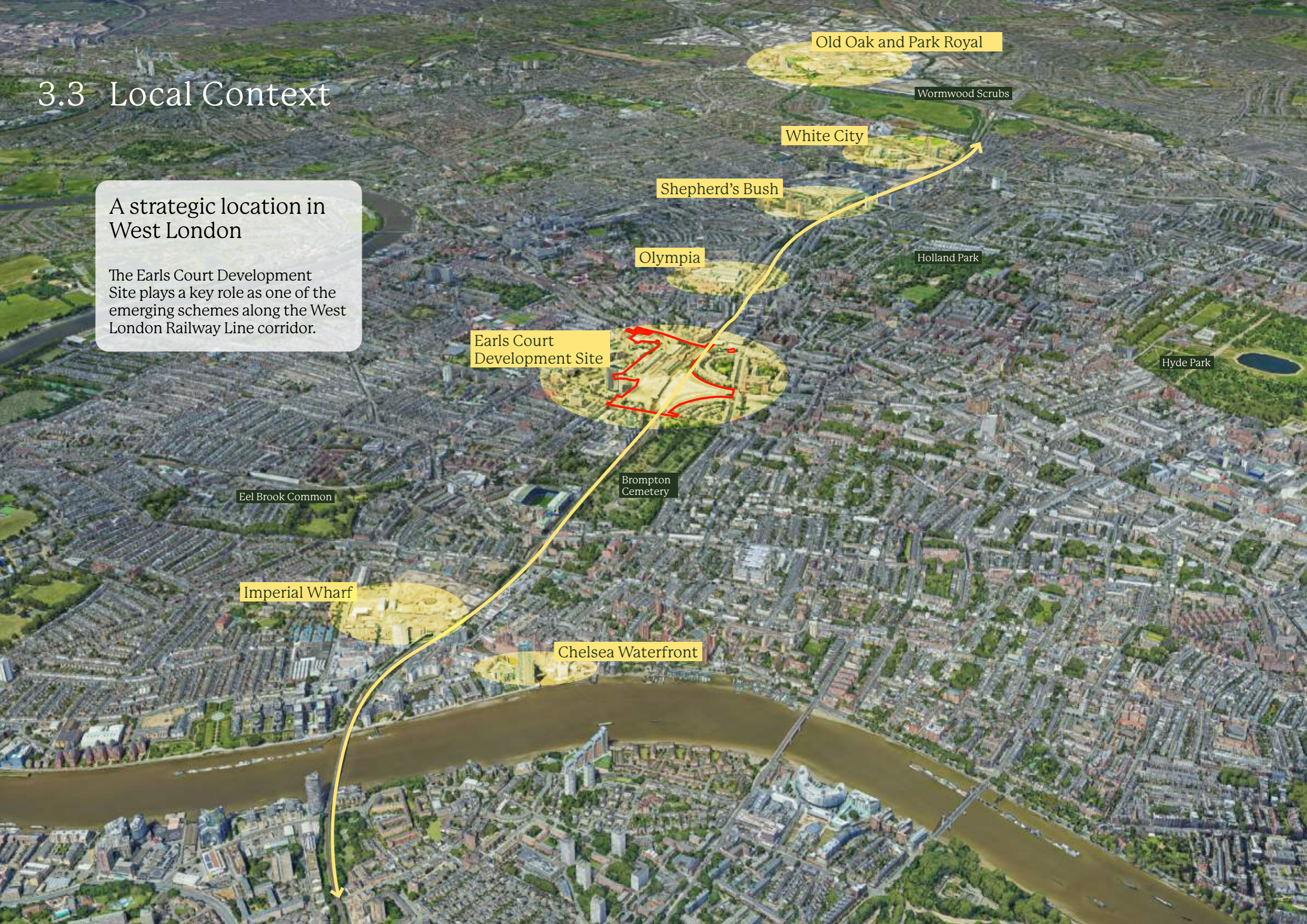
Chelsea Waterfront



### 3.3 Local Context

#### A strategic location in West London

The Earls Court Development Site plays a key role as one of the emerging schemes along the West London Railway Line corridor.



Eel Brook Common

Imperial Wharf

Chelsea Waterfront

Earls Court Development Site

Brompton Cemetery

Olympia

Shepherd's Bush

White City

Old Oak and Park Royal

Wormwood Scrubs

Holland Park

Hyde Park



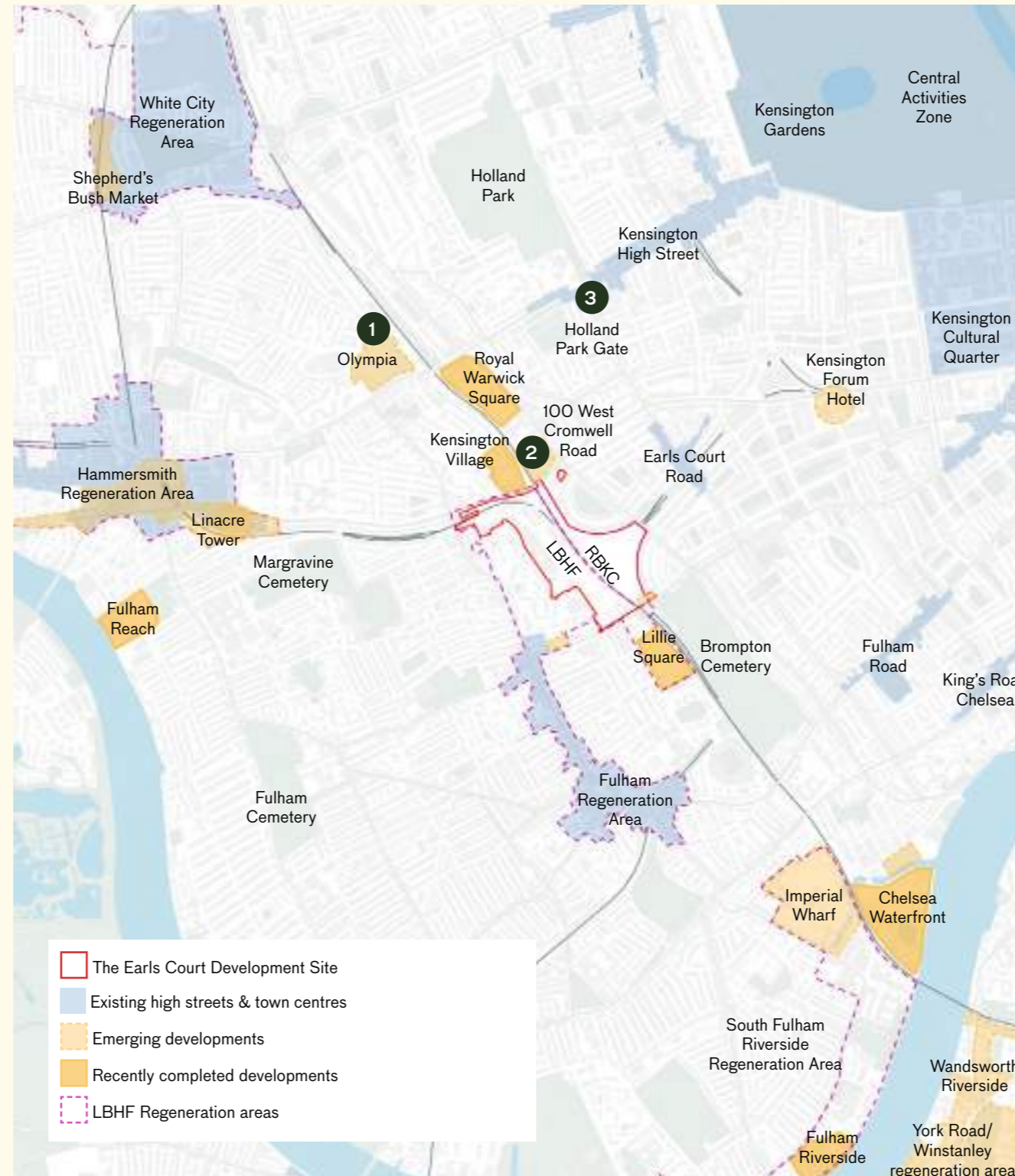
# 3.3 Local Context

## Emerging context

New developments around the Earls Court Development Site demonstrate various approaches to density optimisation in well connected brownfield sites. They establish precedents for the integration of contemporary building typologies within the local area and highlight the range and scale of transformation already under way.

Opportunity Areas and centrally located brownfield sites along the West London Railway Line respond to the GLA's Good Growth Principles, making best use of available land by delivering sustainable new homes and employment in high-density developments. This forms London's next wave of growth, introducing contemporary typologies to the local context.

A spine of dense residential development is emerging along the West London Railway Line corridor, characterised by contemporary proposals which each respond to the scale and character of their local context. These developments present an opportunity for the Earls Court Development Site to be a coherent addition to this growth by optimising density with complementary building typologies which are informed by their immediate context.



Map of emerging developments along the West London Railway Line growth corridor

The Earls Court Development Site can form a coherent addition to emerging development along the borough boundary growth corridor.



1. Olympia redevelopment © Pell Frischmann



2. 100 West Cromwell Road © John McAslan + Partners



3. Holland Park Gate © Lodha UK



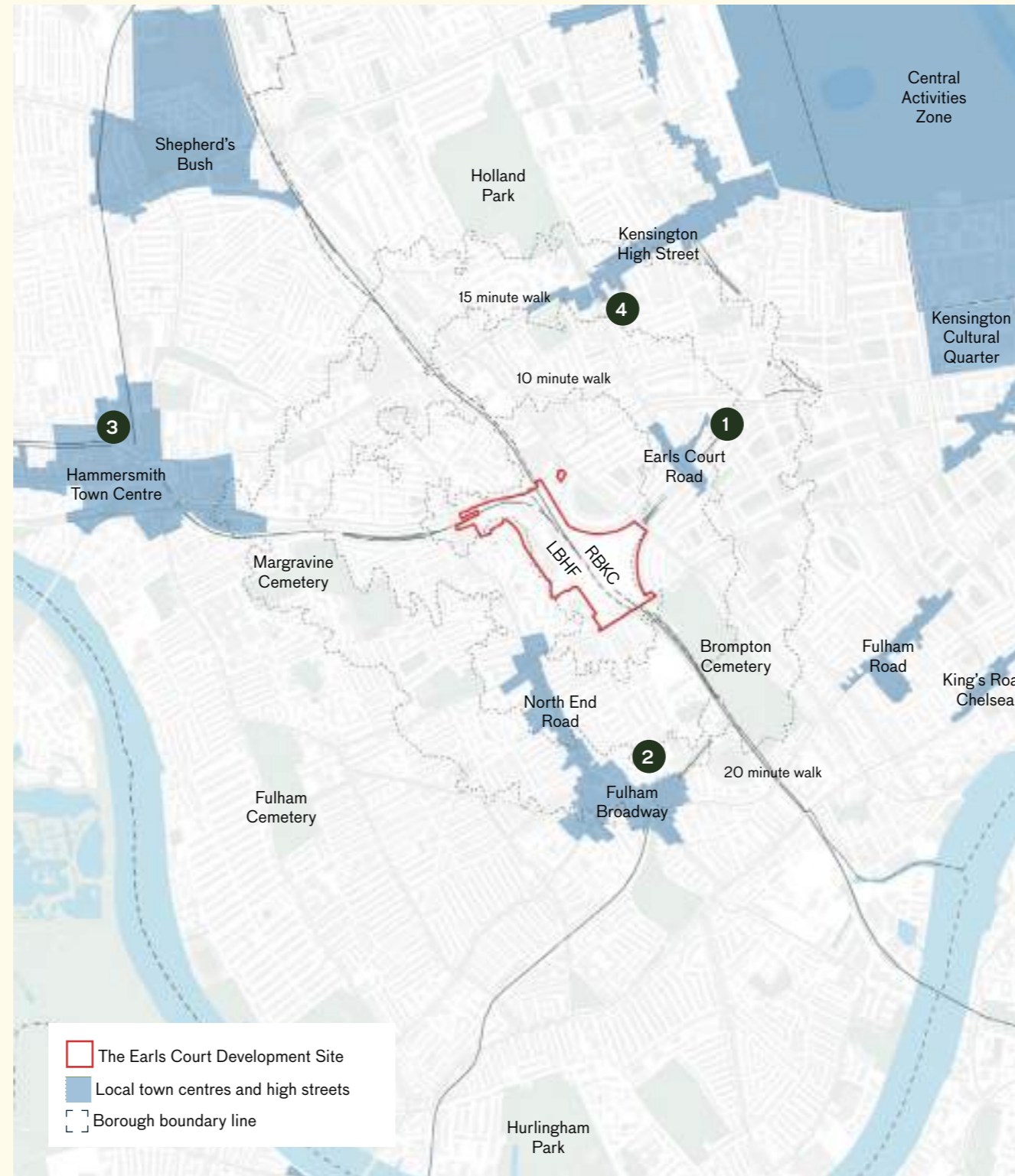
## 3.3 Local Context

### Connecting West London town centres

The Earls Court Site is located at the confluence between two boroughs and six wards within West London. This missing piece of urban fabric has the opportunity to create new connections and stitch into the rich tapestry of the area.

The Site presents an opportunity to create new local connections in all directions, allowing wider access to a variety of open spaces, town centres and high streets. Some of these opportunities are summarised below:

- The Site sits within walking distance of two vibrant local high streets, Earls Court Road to the east, and North End Road to the west.
- Further afield, the district centres of Hammersmith Town Centre, Fulham Broadway, and Kensington High Street provide more established amenity provision for the wider area.
- The Site presents an opportunity to open up new east-west and north-south connections that facilitate access to these local and district centres.



Map of local town centres and high streets around the Earls Court Development Site



1. Earls Court Road



2. North End Road and Fulham Broadway



3. King Street, Hammersmith Town Centre



4. Kensington High Street



# 3.3 Local Context

## Retail and culture

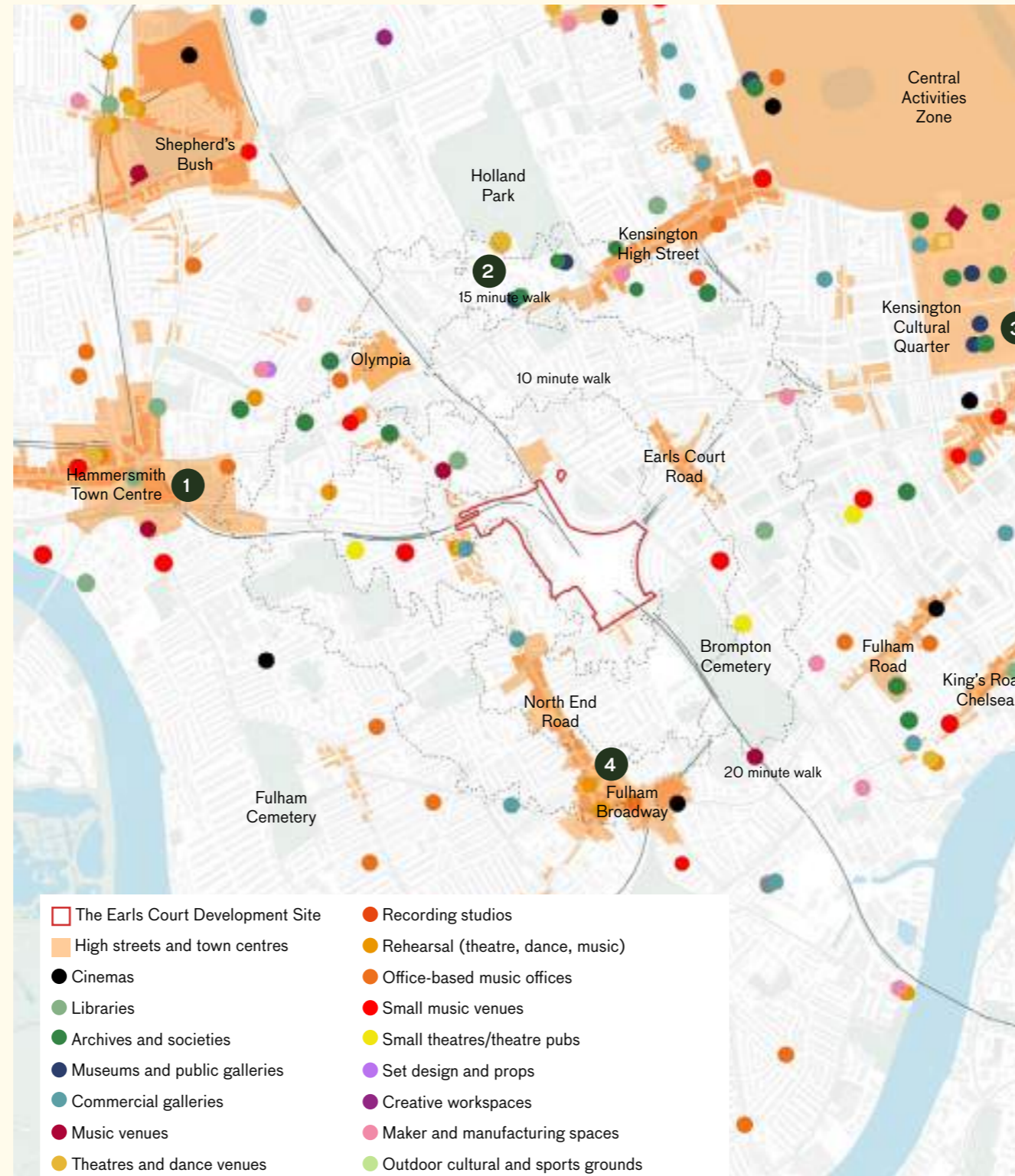
The Site is located at the centre of an existing ecosystem of retail centres, cultural venues and local amenities. The GLA Opportunity Area recognises the importance of the Site in contributing to this provision.

North End Road, Fulham Broadway and Earls Court Road all provide access to local shops, cafés and restaurants within a short distance. At a wider scale, the Site is also close to Hammersmith Town Centre, Shepherd's Bush, Chelsea and Kensington High Street.

A number of cultural venues are located on neighbouring high streets of North End Road, Hammersmith and Lillie Road. The Museum Quarter in South Kensington forms a cultural hub to the east.

Smaller venues and supporting service industries such as hotels remain locally despite the closure of the Exhibition Centres. A need to extend and support this existing network has been established in the Retail and Cultural Strategies.

- ▶ Refer to *Town Centre Impact Assessment (EC.PA.29)*.
- ▶ Refer to *Retail Strategy (EC.PA.30)*.
- ▶ Refer to *Cultural Strategy (EC.PA.31)*.



Map of cultural venues and retail centres around the Earls Court Development Site

There is an opportunity to complement the local cultural offer in line with the London Plan principles of 'Good Growth' and Policy HC5.



1. Lyric Square, Hammersmith



2. Design Museum, Kensington High Street



3. V&A Museum, part of the Museum Quarter



4. Fulham Broadway



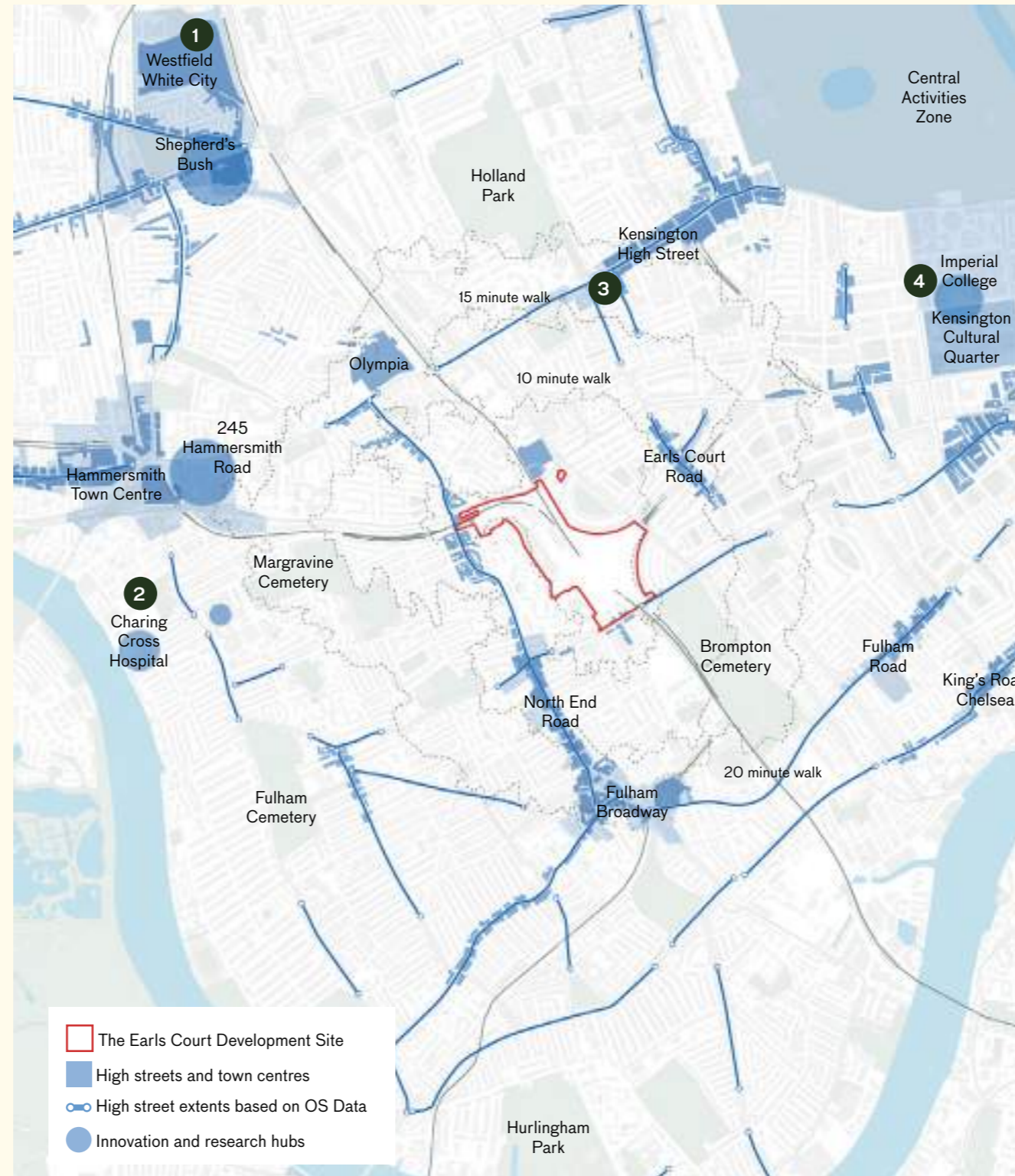
# 3.3 Local Context

## Workspace

The Opportunity Area, LBHF's Industrial Strategy and RBKC's New Local Plan Review (NLPR) identify Earls Court's potential to complement the local workspace and innovation network.

While LBHF and RBKC both have a good provision of affordable workspace, flexible workspace, accelerator space and co-working space, there is little of this within a 10-minute walk from the Site. This is likely to be because the area is predominantly residential and retail focused, and because the existing building typologies do not easily lend themselves to open and modern workspace schemes.

► Refer to Commercial Strategy (EC.PA.27).



Map of innovation and research hubs around the Earls Court Development Site

There is potential to deliver new commercial floorspace and affordable workspace to assist in delivering new jobs, and creating a vibrant place and inclusive community in line with London Plan Policies GG5, E1 and E3 and the Site Allocations.



1. White City



2. Charing Cross Hospital, Fulham Palace Road



3. The Kensington Building © Pilbrow & Partners



4. Imperial College London, Exhibition Road

# 3.3 Local Context

## Public transport

The Site is served by three London Underground stations and a number of bus routes. West Brompton station additionally offers access to Overground and National Rail services, providing a good range of local public transport options.

The majority of the Site has a 6a Public Transport Accessibility Level (PTAL) rating, indicating optimal public transport connectivity.

Parts of the Site have PTAL ratings of 2 and 3 (adjacent to the Lillie Bridge Depot), and 4 and 5 (next to North End Road and around West Kensington). This is due to the distance from the stations and current lack of pedestrian connectivity.

The stations located adjacent to the Site provide a range of public transport services that operate frequently.

► Refer to Transport Assessment (EC.PA.13).



Site PTAL rating



Site connectivity - TfL Underground, Overground, National Rail and TfL bus network

Policy GG2 of the London Plan states: 'To create successful sustainable mixed-use places that make the best use of land, those involved in planning and development must prioritise sites which are well-connected by existing or planned public transport'

### London Underground, Overground and National Rail

- Earls Court station operates District Line services and provides access to the Piccadilly Line.
- West Brompton offers access to the District Line and National Rail services and has direct access to the Southern Rail and London Overground network. Southern serves destinations such as Hemel Hempstead, Watford, Clapham Junction, and Croydon.
- West Kensington station offers access to the District Line, albeit with a different level of service compared to Earls Court.

### Step-free access

- Earls Court station has step-free access via lifts to Piccadilly line services and using mini-ramps to District Line trains.
- There is step-free access at West Brompton station via lifts to eastbound District line services and using additional ramps to board London Overground services.
- West Kensington station is not wheelchair accessible.

### Bus network

The Proposed Development will also benefit from the number of bus services operating near the Site with the Route 190 also featuring a terminating bus stop within the Lillie Road Bus Facility.



# 3.3 Local Context

## Cycle network

The Site has the opportunity to enhance and complete the local cycle network by creating links to key routes.

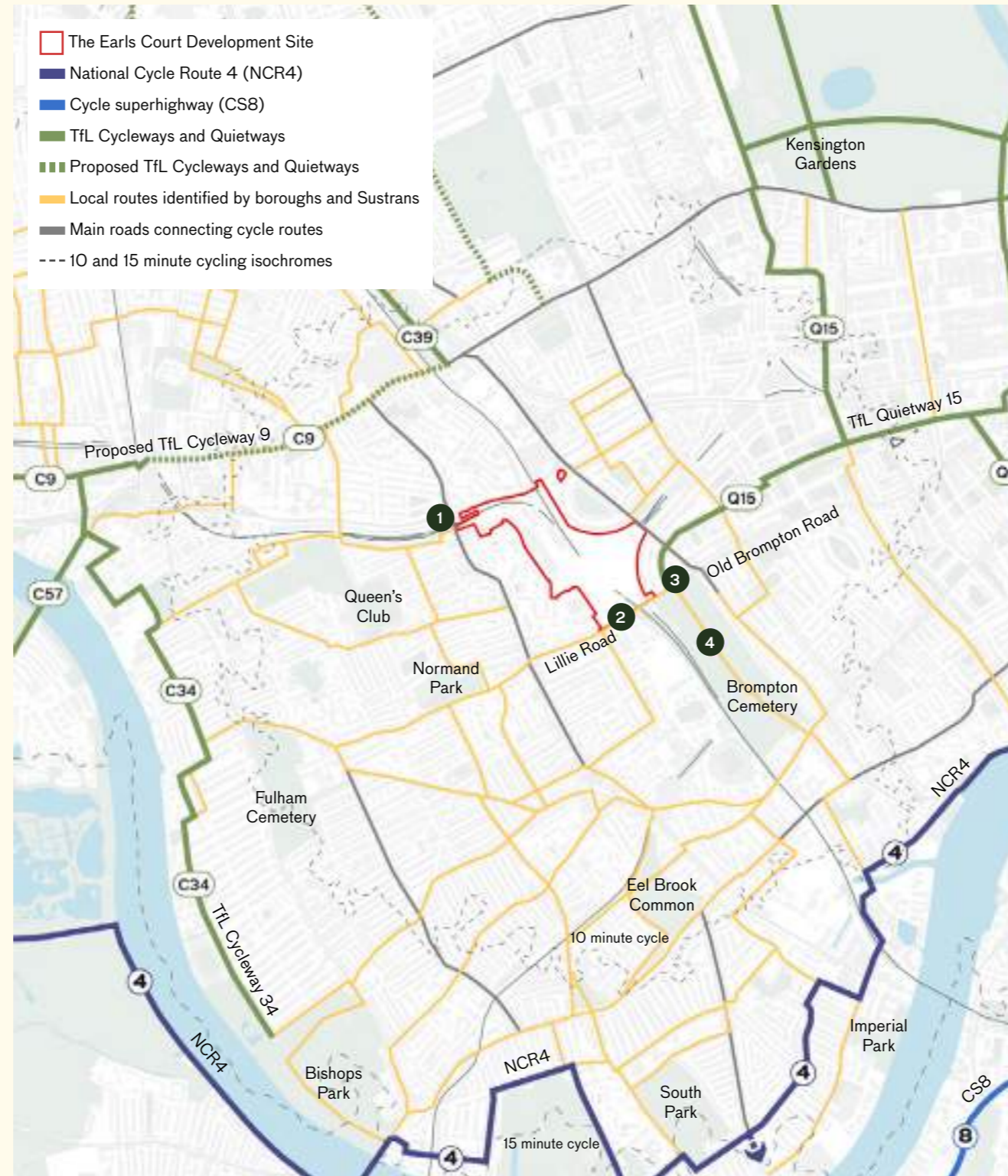
The Site can link into a number of key routes:

- Quietway 15 (Q15) – originating on Kempsford Gardens.
- Cycleway 39 (C39) – originating on Russell Road.
- Sustrans local routes along Warwick Road, Lillie Road and Old Brompton Road.

London’s Cycleways and the national cycle network currently provide established east-west connections within 15 minutes to the south of the Site, using the Cycle superhighway (CS8) and the National Cycle Route 4 (NCR4) along either side of the river.

There are opportunities to improve the cycling experience along the southern boundary of the Site and connect into the surrounding cycle network.

► Refer to Transport Assessment (EC.PA.13).



Site connectivity - Cycling routes

The Site has the potential to play an important role in the connectivity of the area assisting in extending, connecting and improving the local pedestrian and cycling networks in line with London Plan Policy T2 (Healthy Streets), LBHF Local Plan Policy T1 and RBKC Local Plan Policy CT1.



1. Junction to Baron’s Court Road, connecting to western cycle routes



2. Narrow cycle routes along Lillie Road



3. Cycle crossing at Old Brompton Road connecting to TfL Quietway 15



4. Brompton Cemetery’s central axis forms a key southern connection

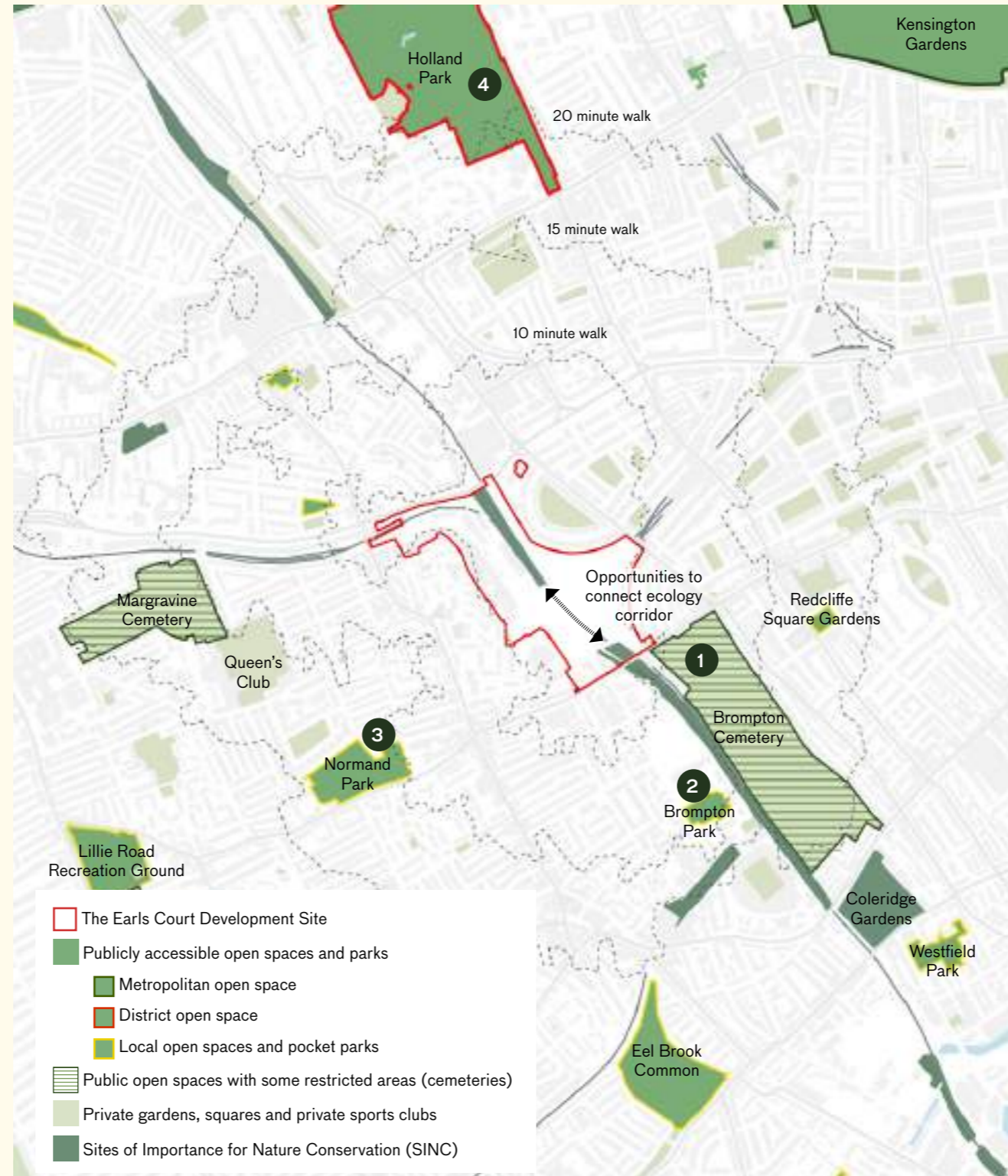
# 3.3 Local Context

## Parks and open space

The local area offers a wide variety of open spaces. However, there is a lack of publicly accessible, usable green space within the Site's immediate vicinity.

The local area is characterised by a patchwork of semi-private Victorian and Georgian squares and gardens as well as larger parks with varying amenity. Key spaces include:

- Normand Park located 10-15 minutes walk to the west offers a mix of recreational spaces, which are modest in contrast to Holland Park, a 20-minute walk north from the Site.
- Holland Park to the north offers a variety of public outdoor amenities, including sports areas, large wooded spaces, and children's facilities.
- Brompton Cemetery to the south is a Grade I listed public open space (including Grade II and II\* structures), one of London's Magnificent Seven Victorian cemeteries. It offers a contemplative setting that is popular with walkers and birdwatchers.
- Brompton Park to the south offers open space contrasting the neighbouring cemetery, including some small sports and play facilities.
- Local sites of ecological significance include the embankments of the West London Railway Line, which provide an important north-south biodiversity corridor stretching to the Thames.



Map of parks and open spaces around the Earls Court Development Site

There is opportunity to address the shortfall in the diversity of local open space that caters for everyone in line with the aspirations of London Plan Policy G4, LBHF Local Plan Policy OS1, RBKC Local Plan Policy CR5 and NLPR Policy GB16.



1. Brompton Cemetery (5 minute walk)



2. Brompton Park (10 minute walk)



3. Normand Park (10-15 minute walk)



4. Holland Park (20 minute walk)



# 3.3 Local Context

## Play provision

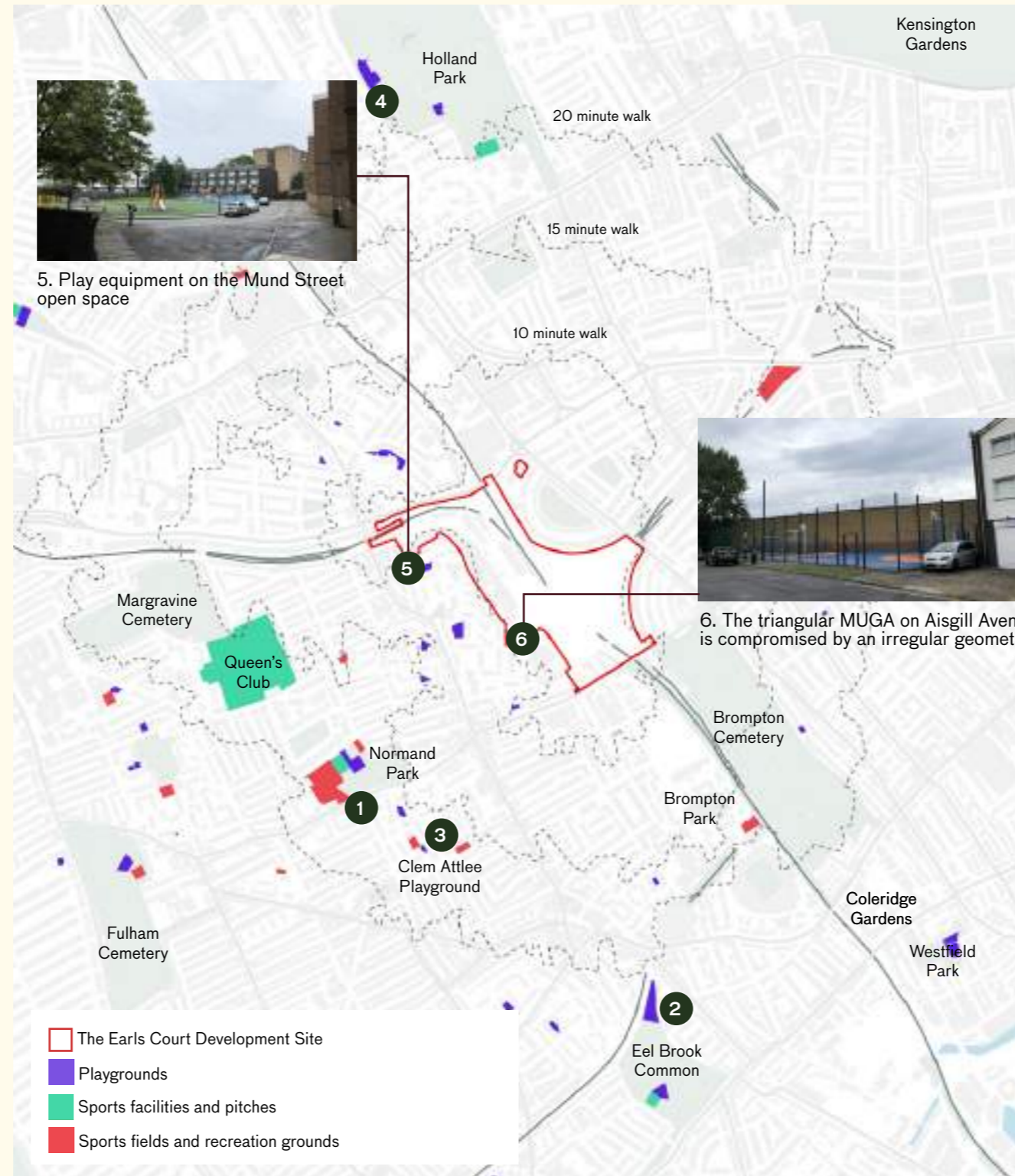
Play provision nearest the Site can be found in the West Kensington and Gibbs Green Estates and Normand Park. Play areas are small and cater primarily to younger children.

Whilst there are a variety of play areas within a 15-20 minute walk of the Site, there are few play areas within a 10 minute walk. Play areas closest to the Site are predominantly fixed play facilities contained within housing developments, rather than within parks and open spaces. These are not large enough to accommodate the anticipated increase in residents following development.

Notable play provisions within a 15-20 minute walk include the following:

- Normand Park provides contemporary play facilities for a variety of ages, a bowling green, an outdoor gym and a skate park.
- Eel Brook Common is a newly renovated park containing dedicated play facilities and a football pitch.
- The Clem Attlee playground is modest and has fixed play equipment for small children.
- The Holland Park Adventure Playground is a large, contemporary play area for multiple age groups.

The adjacent diagram identifies these facilities and the opportunity for the Site to positively contribute to the play provision for both existing and emerging communities.



Map of playgrounds, sports ground and pitches around the Earls Court Development Site

The Site can supplement the local play offer and bring play for all ages closer to nearby communities, in line with the aspirations of London Plan Policy S4.



1. Normand Park Playground (10-15 minute walk)



2. Eel Brook Common Football (20 minute walk)



3. Clem Attlee Playground (10-15 minute walk)



4. Holland Park Adventure Playground (20 minute walk)



White City

Hammersmith

Olympia

Holland Park

Hyde Park

West Kensington station

Queen's Club

Lillie Bridge Depot

Philbeach Gardens

Earls Court station

Earls Court Road

West Kensington and Gibbs Green Estates

LBHF

RBKC

Empress State Building

Eardley Crescent

Warwick Road

North End Road

Lillie Road

West Brompton station

Lillie Square

Brompton Cemetery

Seagrave Road

Aerial view looking north over the Site

## 3.3 Local Context

### Socio-economic makeup of the local area

Both boroughs have strong, established communities surrounding the Site. Some socio-economic challenges have been identified that could be addressed by the Earls Court Development.

An analysis of the local area around the Site has demonstrated several highly sensitive 'receptors,' or factors, relating to current socio-economic conditions. Whilst both boroughs face challenges, the area around the Site within the LBHF borough is in greater need of employment, new homes and more open space than RBKC, highlighting the economic divide between these two areas.

The Earls Court Development is an opportunity to improve the current challenges of the surrounding communities in both boroughs whilst creating a well-considered, long-term social infrastructure for its new residents that will provide employment, homes and social support for generations.

► Refer to Environmental Statement (EC.PA.12).

The factors identified as highly sensitive receptors includes:

Local economy:

- The LBHF part of the Site falls within the 10-20% most deprived areas in England.
- The RBKC part of the site sits adjacent to two areas that sit within the 20% most deprived areas in England.
- In January 2024, the unemployment rate in the LBHF part of the Site is higher than RBKC and slightly lower than wider London.

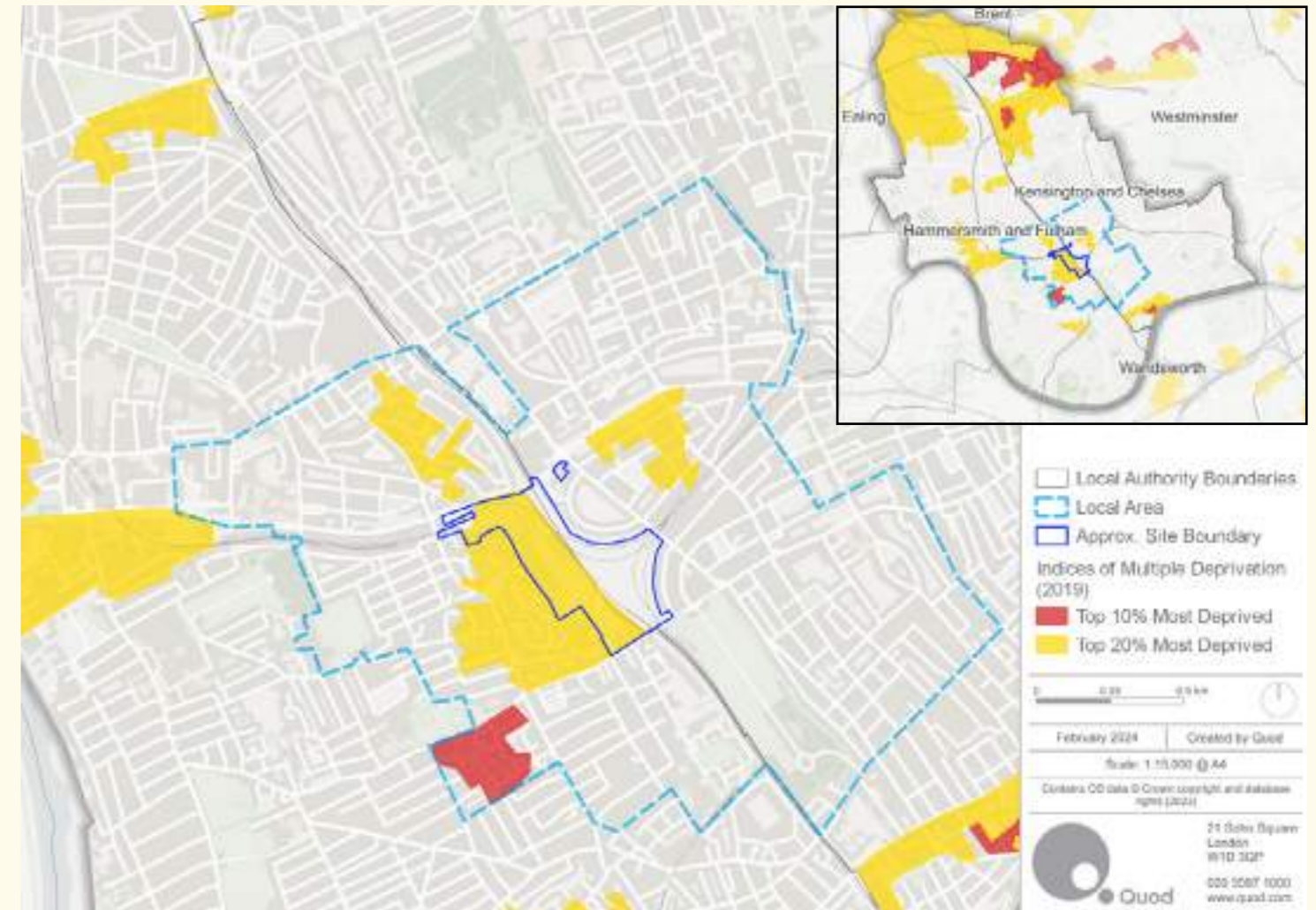
Delivery of housing:

- Whilst both LBHF and RBKC have made significant additions to their housing supply, they both have struggled to meet annual targets.

Open Space:

- LBHF's Parks and Open Space Strategy (2008) identifies a particular need along the boundary with Fulham and a lack of playspace suitable for children 0-12 years old.
- RBKC's open space audit identifies the Earl's Court ward as particularly deficient in access to public open space and identifies significant gaps in access to playspace in Abingdon and the Earl's Court wards.

Map of Indices of Multiple Deprivation at borough-wide scale, 2019



Map of Indices of Multiple Deprivation 2019



# 3.3 Local Context

## Social and community amenities

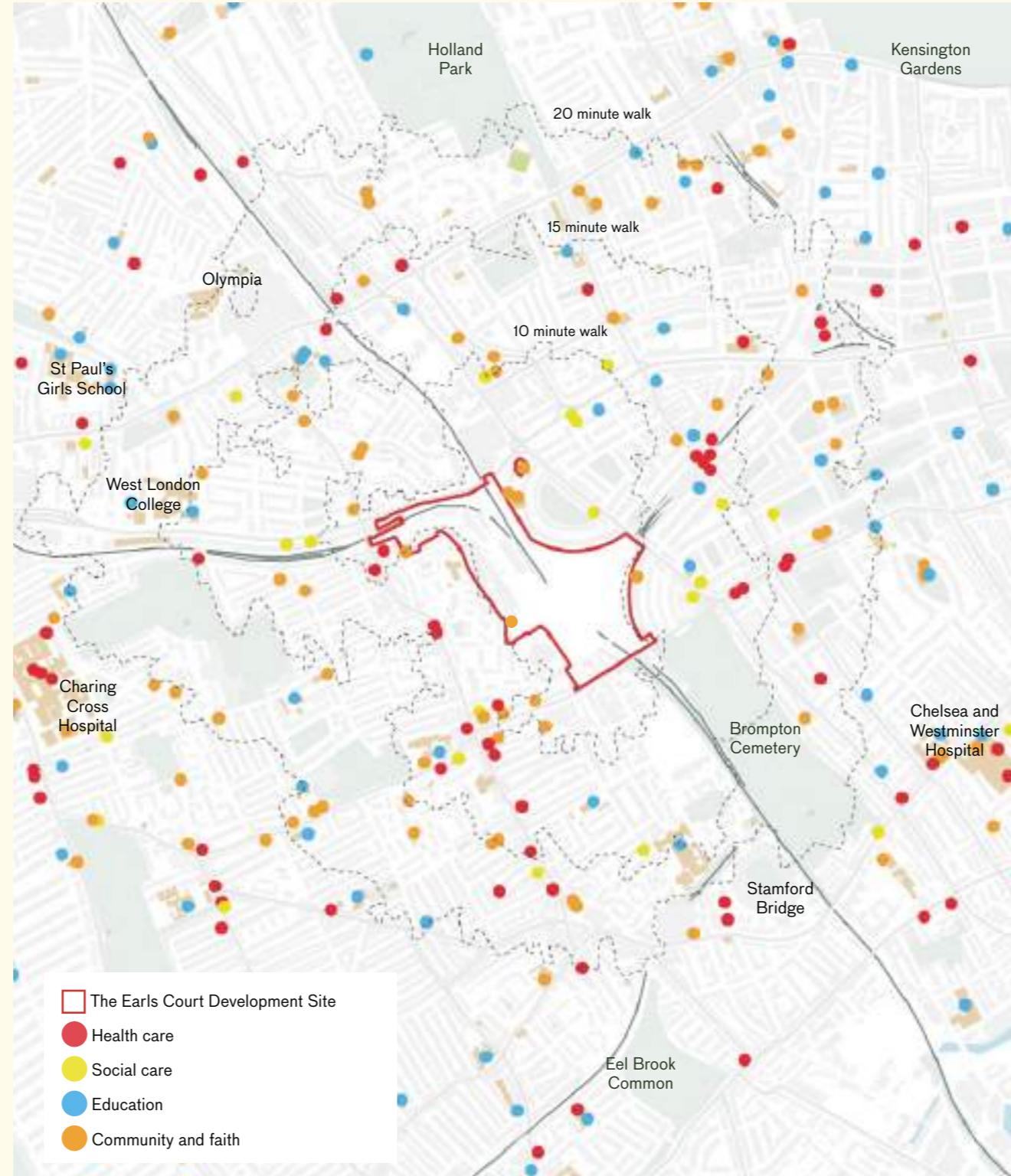
Existing amenities will be supported alongside new provision to meet the needs of new and existing communities.

Analysis suggests the existing provision of schools is adequate in the local area although secondary schools have the ability to accommodate higher numbers of pupils depending on changes in the local population.

There is an under provision of Early Years Centres in the area. The location of these Centres should be close to the areas of greatest need for childcare.

The Earls Court Development will need to accommodate flexibility for a variety of social and community uses, depending on the changing needs.

► Refer to Social Value Statement (EC.PA.45).

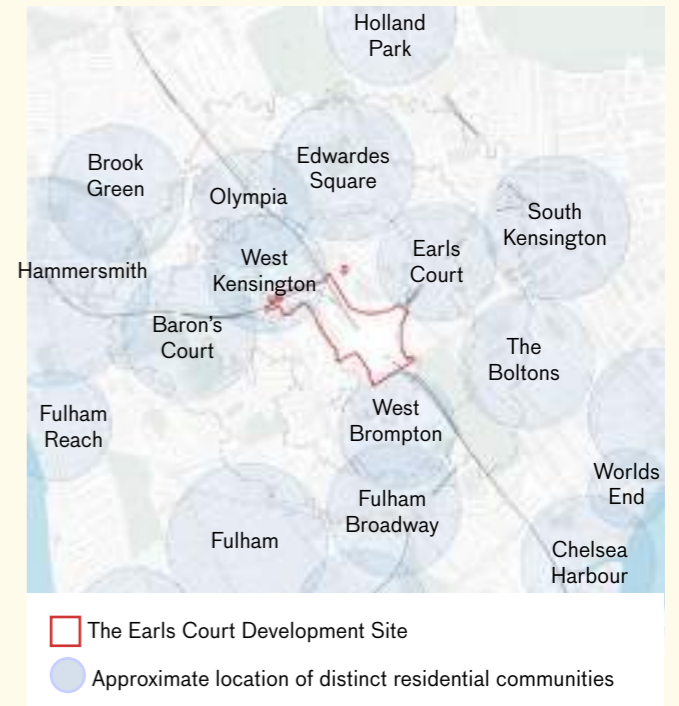


Map of social and community amenities around the Earls Court Development Site

There is an opportunity to complement and enhance the local social infrastructure offer in line with Policy GG1 and S1 of the London Plan, Policy CF1 of the LBHF Local Plan, and policies within Chapter 18 of the RBKC Local Plan and Chapter 7 of the NLPR, meeting the needs of the existing and new communities.

## Residential neighbourhoods

The local area is made up of a number of smaller residential communities, each with a distinct character. This is informed by the range of building typologies locally, access to social and community assets and the corresponding different socio-economic makeup of the wards.



Map of indicative residential neighbourhoods around the Earls Court Development Site

There is opportunity for the Proposed Development to demonstrate how the mix, of dwelling types, sizes and tenures meet strategic and local need and are appropriate to the location, in line with the London Plan and Local Plans.



# 3.3 Local Context

## Built form in the local area

The Site is surrounded by a variety of built form characters and streetscape typologies that reflect the rich architectural tapestry of West London.

A fine grain of Victorian housing forms the overarching building typology, with terraces and mews forming a distinct streetscape that varies from traditional homes to elaborate mansion blocks. Other built form characteristics of the adjacent context include:

- Post-war mid-century housing estates offer a contrasting typology that establishes a different street grain, material palette and open space character.
- More recent developments along the West London Railway Line occupy larger footprints and integrate taller elements.
- This diverse mix of styles, periods, and typologies lends a unique quality to the Site's context and offers many material and built form references to inform the proposals.

► Refer to Design and Access Statement Volume 1: Outline Component / Appendix (EC.PA.08).



The Earsl Court Development Site	Art Deco curved brick buildings
Historic pre-Victorian buildings	Post-war and low-rise development
Traditional Victorian terraced housing	Post-war tower typologies
Victorian mansion blocks	Late 20th century blocks
Victorian landmark buildings	Post-war landmark buildings
Typical high street terraces of mixed age and character	New developments (post-2000)

Outline map of indicative and predominant built form typologies around the Earsl Court Development Site, assessed via an initial desktop study

Defining an area's character is important in understanding its capacity for growth (London Plan Policy D1)



1. Philbeach Gardens Victorian terraces



2. Queen's Club Gardens mansion blocks



3. West Kensington and Gibbs Green Estates



4. Lillie Square, one of several new developments along the West London Railway Line



# 3.3 Local Context

## Local architectural character

The architectural variety of the surrounding neighbourhoods includes a range of styles and materials reflecting different periods of development.

These styles can be broken into three periods:

### 19th century development

- Mansion blocks feature a distinctive red brick elevation characterised by rhythm, symmetry, and the visual complexity of stone ornamentation and ironwork. The façades are richly detailed with decorative cornices, pilasters, and balconies, lending a sense of grandeur.
- Terraced houses in areas such as Philbeach Gardens showcase a Victorian architectural style using yellow or red brick, often with stucco or stone detailing. Their uniform and rhythmic appearance creates a cohesive streetscape.

### 20th century development

- In contrast, mid-century housing estates such as Clem Attlee Court, West Kensington and Gibbs Green Estates adopt simpler and more functional forms with little ornamentation. Concrete structural components and balcony railings contrast with the brickwork and emphasise a modernist aesthetic.

### 19th century development



Bramham Gardens



Barkston Gardens



Nevern Square



Philbeach Gardens

### 20th century development



West Kensington and Gibbs Green Estates



Ibis Earls Court



Clem Attlee Court



Empress State Building

- West of the Site, the Empress State Building represents the forward-looking spirit of mid-century modernist architecture. Completed in 1961 and designed by Stone, Toms & Partners it has since undergone various refurbishments and change of uses.

### 21st century development

- Emerging developments add another layer to the varied architectural context of Earls Court, often with contemporary interpretations of historic typologies.

### 21st century development



100 West Cromwell Road  
©John McAslan + Partners



Lillie Square



Royal Warwick Square

# 3.3 Local Context

## Local heritage context

The Site is adjacent to a number of conservation areas and historic assets that require a considered response.

The following heritage considerations are of particular significance:

- The Philbeach Conservation Area reflects the Victorian architectural and historical characteristics of this neighbourhood.
- Within it, the Grade I listed St Cuthbert's Church is a notable example of Gothic Revival architecture.
- Grade I listed Brompton Cemetery is one of London's 'Magnificent Seven' cemeteries. It was established in 1840 and designed by Benjamin Baud in a grand neoclassical style. Its history, architecture, and diverse flora and fauna make it a significant cultural, historical, and ecological site.
- Earl's Court and West Brompton stations both contain Grade II listed buildings opened in 1871 and 1869 respectively. They are emblematic of the Victorian architectural style, and are recognised for their architectural and historic interest.

► Refer to *Environmental Statement (EC.PA.12)*.



Map of conservation areas and statutory listed buildings around the Earls Court Development Site

The Earls Court Development should enhance and utilise the heritage assets and architectural features that contribute towards the local character, in line with Policy D3 and HC1 of the London Plan.



1. Grade I listed St Cuthbert's Church and Grade II listed Clergy House.



2. Grade I listed Brompton Cemetery, which includes Grade II\* and II listed structures.



3. Grade II listed Earls Court and West Brompton stations (1871 and 1869).

West Brompton is one of the first Underground stations in the world and retains its original booking hall. Earls Court station was the first to have escalators (from 1911).

- The Earls Court Development Site
- Conservation Areas
- Statutory listed park and gardens
- Statutory listed buildings

# 3.3 Local Context

The approach to scale and massing at the Site will need to take account of potential impacts upon strategic and local views in accordance with Policies D9, HC3 and HC4. The Site is not subject to strategic views defined by the LVMF.

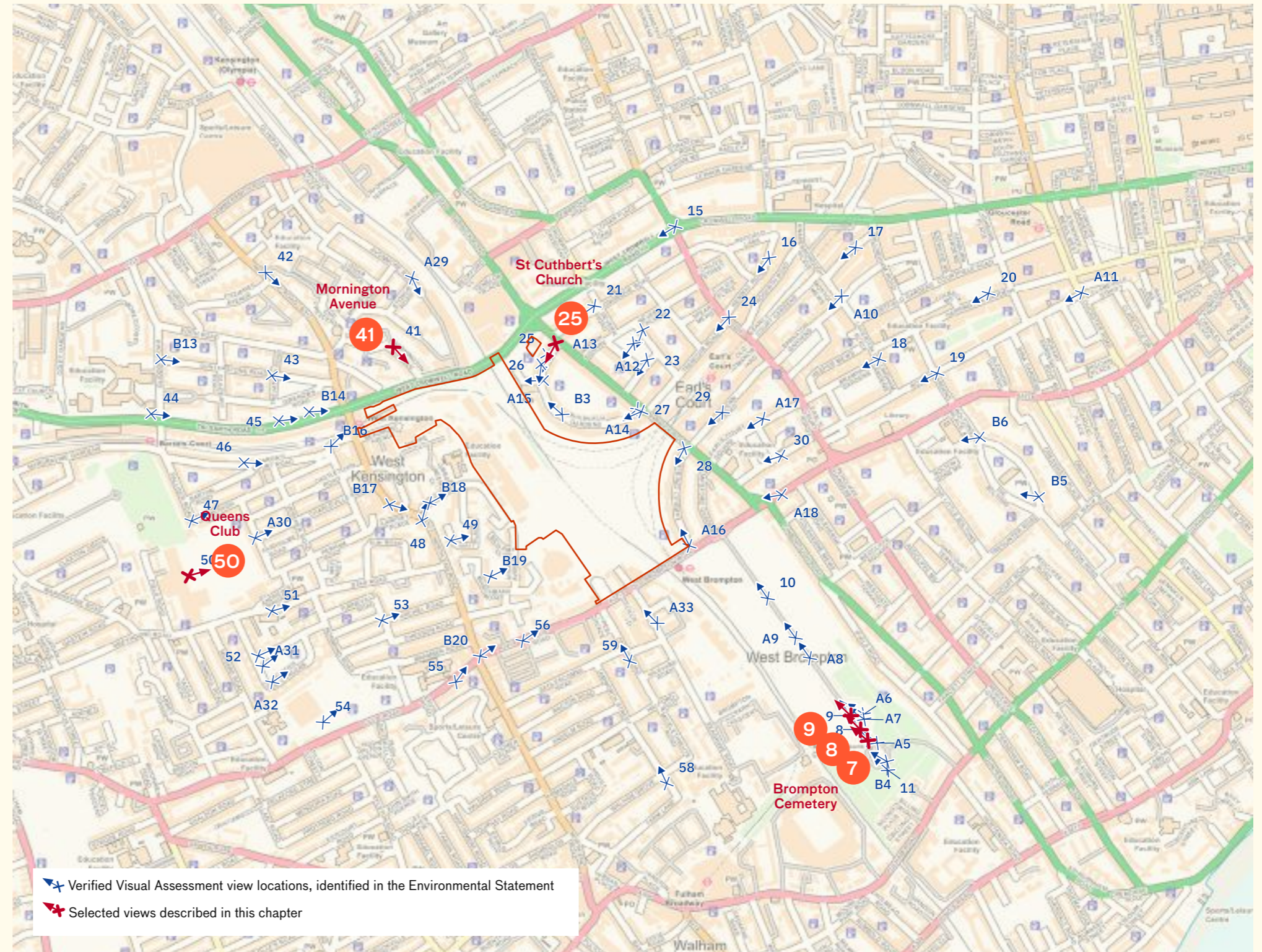
## Townscape views

A wide range of views have been identified at varying distances and locations around the Site to inform the townscape impacts of the Proposed Development.

Key townscape views, identified in local planning documents, have significantly influenced the massing and layout of the Proposed Development. These include views from Brompton Cemetery, Philbeach Gardens, Mornington Avenue, and the Queen’s Club. Detailed descriptions of these views are provided on the following pages.

The Site is not subject to strategic views defined by the London View Management Framework (LVMF). This is also set out on the following pages.

- ▶ Refer to Environmental Statement (EC.PA.12).
- ▶ Refer to Design and Access Statement Volume 1: Outline Component / Design Evolution & Engagement (EC.PA.08).



Local views that have informed the Townscape and Visual impact Assessment - Please refer to the Environmental Statement for a full map and schedule of views.



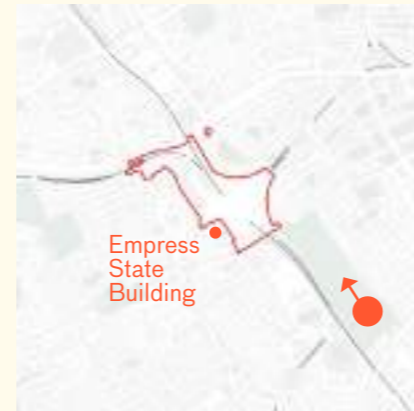


## 3.3 Local Context

### Key townscape views

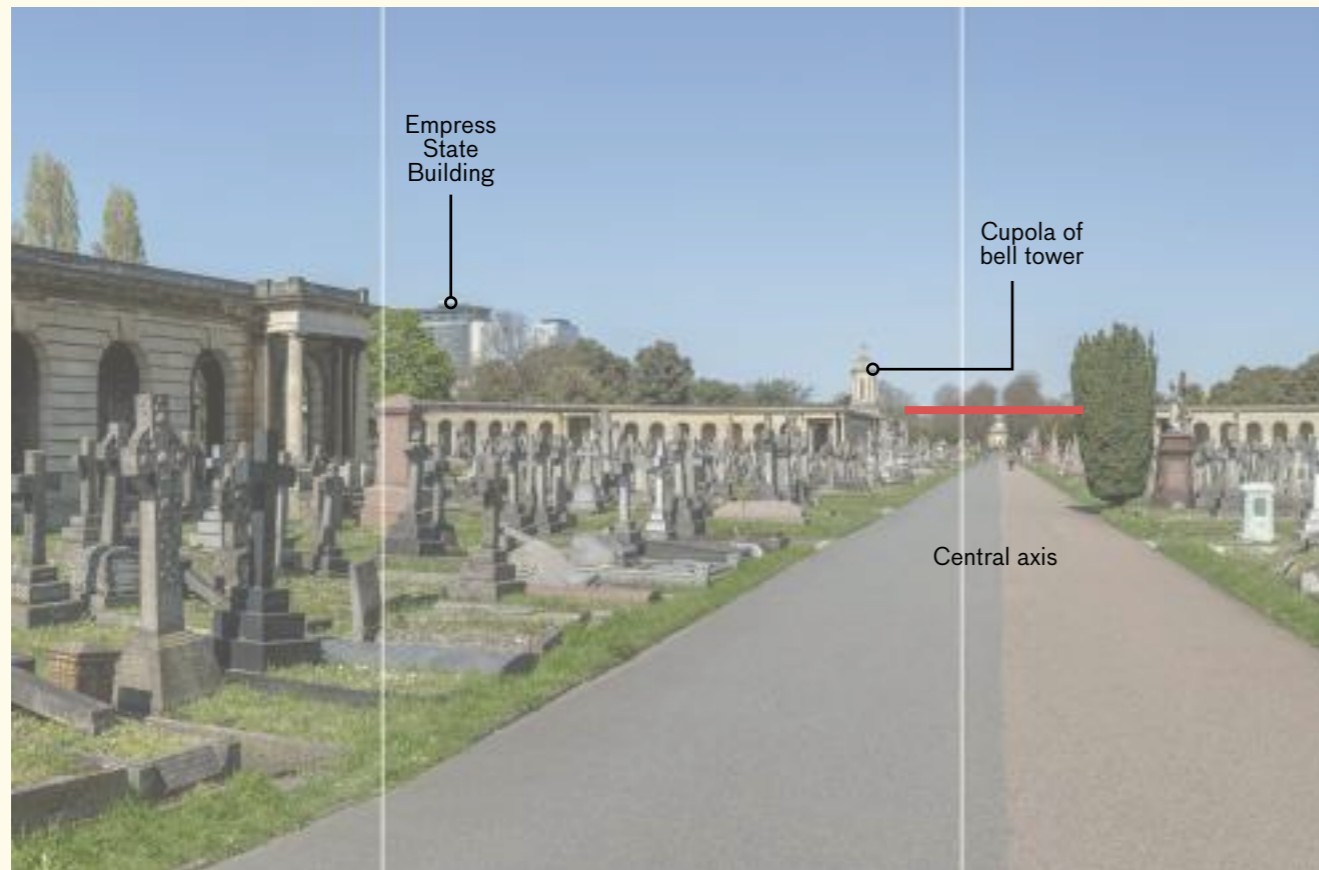
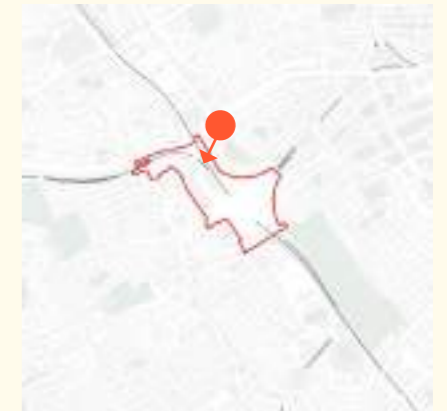
#### Views 07 to 09 Brompton Cemetery

In this dynamic view along the central axis of Brompton Cemetery, the bell tower with its cupola frames the perspective looking north. Development will need to maintain the prominence of the cupola by locating taller elements closer to the Empress State Building and stepping heights down towards the east. Buildings to the east and west of the cupola will need to appear peripheral to these axial views.



#### View 25 St Cuthbert's Church

The Grade I listed St Cuthbert's Church breaks the uniform height of the residential crescent and acts as an important local landmark. The legibility of the picturesque roofline of the church on the skyline should be maintained.



Dynamic view of Brompton Cemetery, looking north towards the cupola



View 25, St Cuthbert's Church

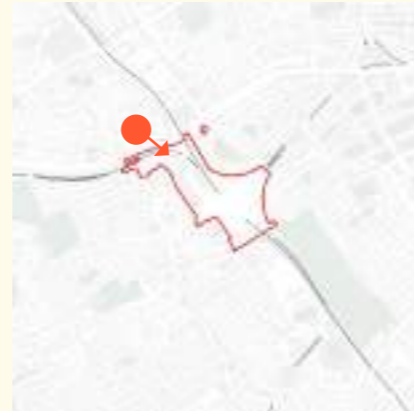


# 3.3 Local Context

## Key heritage views

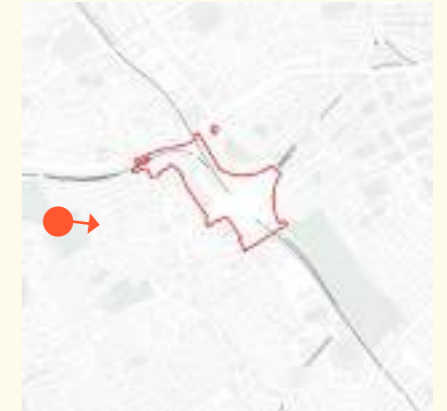
### View 41 Mornington Avenue

The view ends at Ashfield House, which contrasts with the smaller, historic buildings of the conservation area in the foreground. This highlights the presence of the A4, a key route into London from the west.



### View 50 Queens Club

This view consists of a residential datum that rises to the south with a taller apartment building and the Empress State Building beyond. The spire of St Andrews Fulham Fields Church is prominent in this view and the clear legibility of its spire on the skyline should be preserved.



View 41 - Mornington Avenue



View 50 - The Queens Club



## 3.3 Local Context

In line with London Plan Policy HC4, the Site does not have any strategic viewing corridors crossing it.

Development of this scale on the Earls Court Site would not impact any important views across the capital, which are protected by the London Plan under the London View Management Framework (LVMF).

The Site does not have any strategic viewing corridors crossing it.

The narrow viewing corridor of LVMF View from King Henry's Mound, Richmond (Assessment Point 9A.1), passes to the south of Earls Court.

At this scale there would be no impact on the skyline of Whitehall Court in the River Prospect from Blackfriars Bridge (Assessment Point 14A.1).



Map of LVMF viewing corridors across West and Central London

- The Earls Court Development Site
- LVMF View Corridors
- King Henry's Mound, Richmond



## 3.3 Local Context

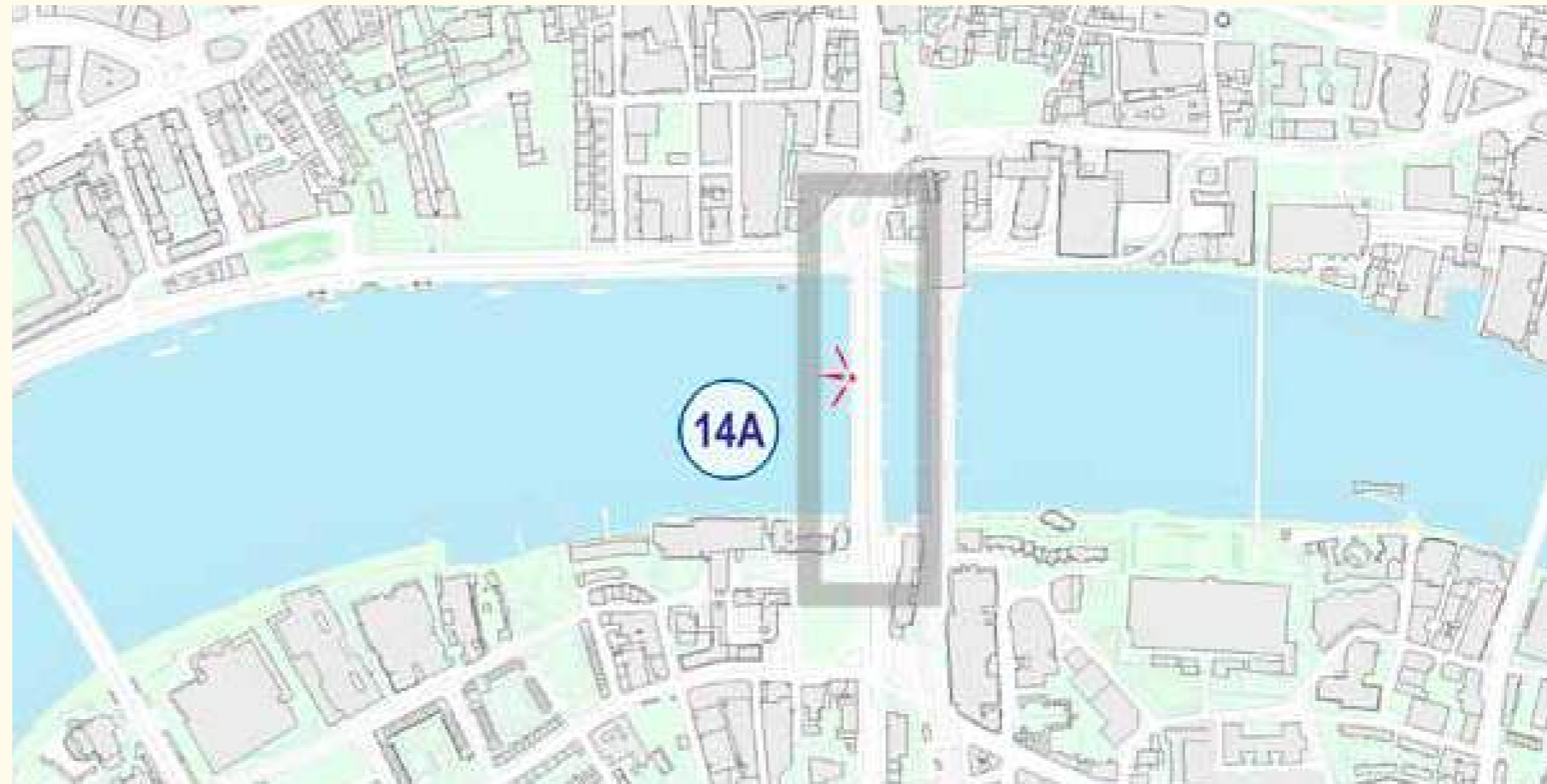
The panoramic River Prospect view upstream from Blackfriars Bridge has informed maximum building heights

The panoramic River Prospect view upstream from Blackfriars Bridge at Assessment Point 14A.1 has been used to assess the potential impact of tall development within the Earls Court Site.

The view from this Assessment Point does not include a Protected Vista or a Protected Silhouette that would preclude the visibility of new development in any part of the view. Testing has been undertaken during the design development to establish if the Proposed Development is visible behind Whitehall Court from this view, and be assessed accordingly.



Panorama from Assessment Point 14A.1 Blackfriars Bridge: upstream – at the centre of the bridge



Location of Assessment Point on Blackfriars Bridge, looking west towards the Site

## 3.4 The Site

### A complex, three-dimensional puzzle

Existing infrastructure and buildings together with sensitive edge conditions inform the potential development of the current Site.

The following pages set out the existing physical attributes, constraints and opportunities of the Earls Court Site, including:

- Historic buildings and structures on the Site.
- Open rail lines, tunnels and apron structures that pose significant constraints to development.
- Site edges that vary in character, and limited access points.
- Air and noise pollution caused by the A4 and West London Railway Line.
- Limited biodiversity and interruptions in the local ecological network.
- Location of the Site in Flood Zone 3.



Aerial view looking south over the Site



# 3.4 The Site

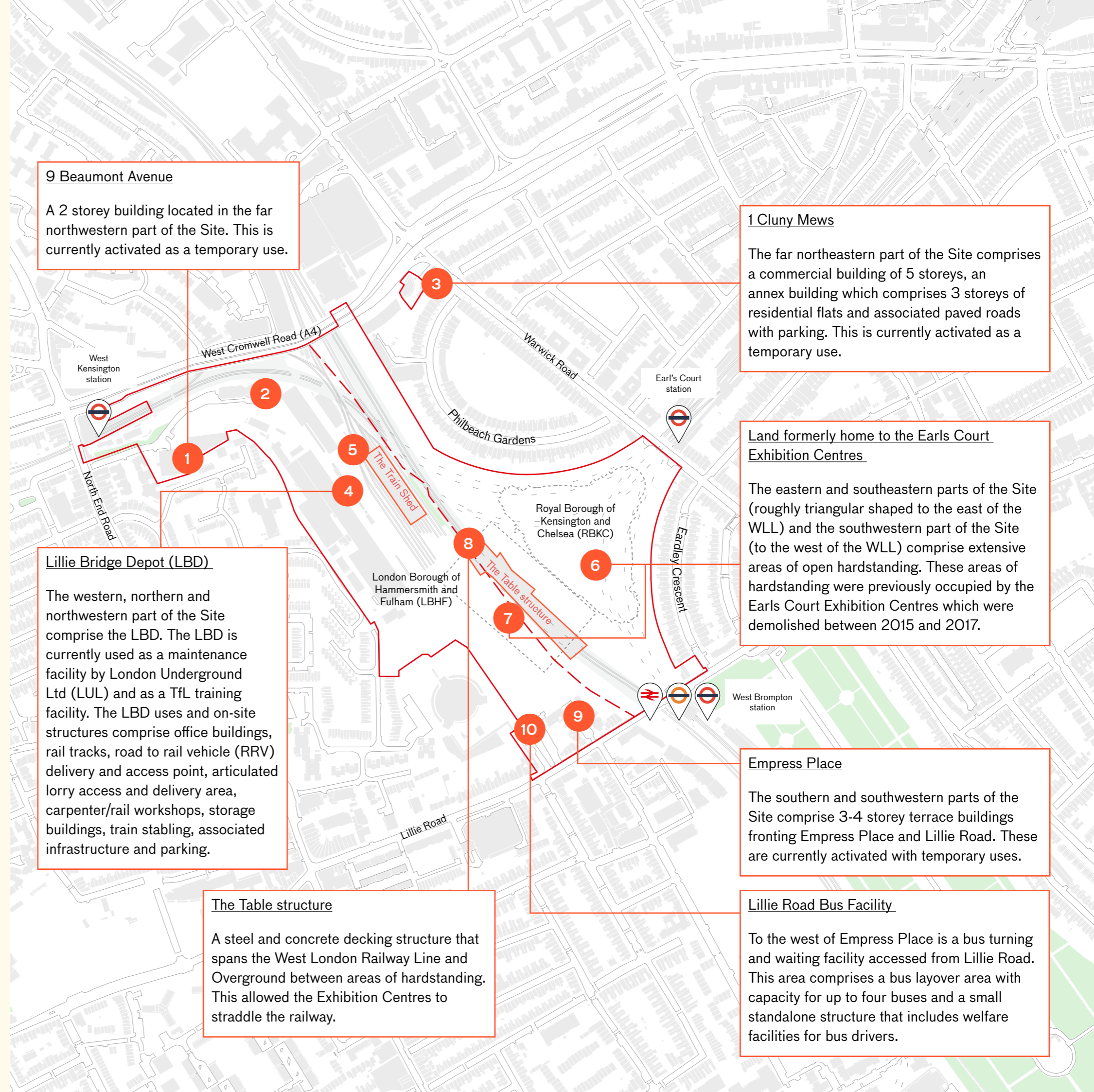
## Existing Site features

The historical evolution of the Site has brought with it railway infrastructure, the Lillie Bridge Depot, and remnants of the now demolished Exhibition Centres.

- The Earls Court Development Site
- 1 9 Beaumont Avenue
- 2 Ashfield House
- 3 1 Cluny Mews
- 4 Lillie Bridge Depot
- 5 The Train Shed
- 6 Site of former Exhibition Centre One
- 7 Site of former Exhibition Centre Two
- 8 The Table structure
- 9 Empress Place
- 10 Lillie Road Bus Facility
- Footprint of the former Exhibition Centres
- Railway tunnels



Aerial photo of the Site



**9 Beaumont Avenue**  
A 2 storey building located in the far northwestern part of the Site. This is currently activated as a temporary use.

**1 Cluny Mews**  
The far northeastern part of the Site comprises a commercial building of 5 storeys, an annex building which comprises 3 storeys of residential flats and associated paved roads with parking. This is currently activated as a temporary use.

**Land formerly home to the Earls Court Exhibition Centres**  
The eastern and southeastern parts of the Site (roughly triangular shaped to the east of the WLL) and the southwestern part of the Site (to the west of the WLL) comprise extensive areas of open hardstanding. These areas of hardstanding were previously occupied by the Earls Court Exhibition Centres which were demolished between 2015 and 2017.

**Lillie Bridge Depot (LBD)**  
The western, northern and northwestern part of the Site comprise the LBD. The LBD is currently used as a maintenance facility by London Underground Ltd (LUL) and as a TfL training facility. The LBD uses and on-site structures comprise office buildings, rail tracks, road to rail vehicle (RRV) delivery and access point, articulated lorry access and delivery area, carpenter/rail workshops, storage buildings, train stabling, associated infrastructure and parking.

**Empress Place**  
The southern and southwestern parts of the Site comprise 3-4 storey terrace buildings fronting Empress Place and Lillie Road. These are currently activated with temporary uses.

**The Table structure**  
A steel and concrete decking structure that spans the West London Railway Line and Overground between areas of hardstanding. This allowed the Exhibition Centres to straddle the railway.

**Lillie Road Bus Facility**  
To the west of Empress Place is a bus turning and waiting facility accessed from Lillie Road. This area comprises a bus layover area with capacity for up to four buses and a small standalone structure that includes welfare facilities for bus drivers.



## 3.4 The Site

### The Site today

The Site is largely vacant but some structures remain. The Table structure is the only significant remnant of the Exhibition Centres and bridges the West London Railway Line.

Some of the concourse structures that led up to Exhibition Centre One remain bordering Eardley Crescent and Philbeach Gardens. Other than this, the majority of the Site is formed of crushed concrete, created and levelled through the demolition process, exposing the tops of three of the four Underground tunnels.

The large structural deck ('the Table structure') over the West London Railway Line remains from the demolition of the centres in 2015. It is an encapsulated steel structure supporting a concrete slab and sits roughly 6-8m higher than ground level.



Key plan of Site



1. View looking east across the Table structure and District Line tunnels beyond



2. View looking north showing the western side of the Table structure



3. View looking east showing the tops of the District Line tunnels



4. View looking south along the Northern Access Road and West London Railway Line



5. View looking north from the road bridge at Lillie Road



6. Remaining steps of former Exhibition Centres entrance



7. Remaining structures adjacent to District Line tunnel



8. Remaining concourse structure adjacent to Eardley Crescent



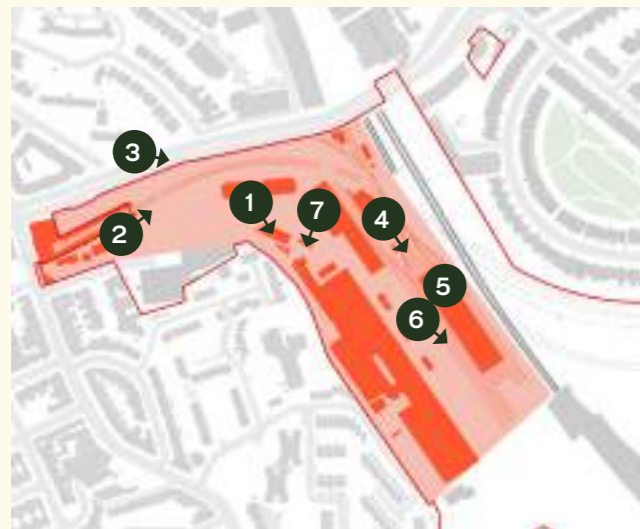
## 3.4 The Site

### Lillie Bridge Depot and the Train Shed

A number of TfL and rail assets currently support the maintenance and operations of the London Underground. The remaining portion of the original Train Shed reflects the industrial character of the Site.

Lillie Bridge Depot is occupied by industrial sheds and Ashfield House, a ten-storey brutalist office building that is visible from the A4 and surrounding streets.

The Train Shed is one of the oldest buildings on the Site, built between 1894 and 1912. It once measured 400m but was cut back in the 1940s to make way for Earls Court Two. Its northern gable and brick façades are still original.



Key plan of north-west part of the Site



1. View looking south over the Lillie Bridge Depot



2. View looking east below the A4 along the Underground train tracks



3. View of Ashfield House from West Cromwell Road



4. View of the northern gable of the Train Shed



5. Internal view of the Train Shed looking south

There is an opportunity to celebrate the industrial heritage of the Site, in response to Policy D3's guidance on Quality and Character.



6. View of the western facade of the Train Shed



7. Existing TfL operational building





## 3.4 The Site

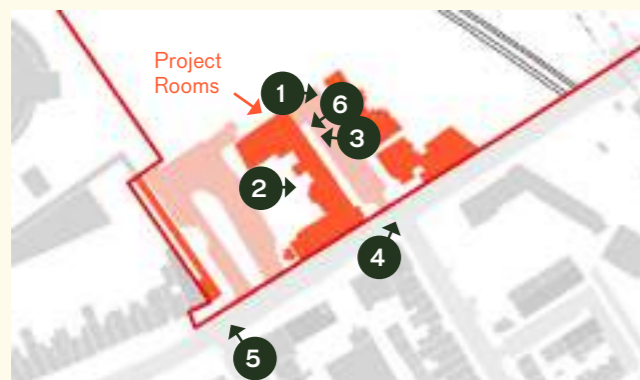
### Empress Place and the Lillie Road Bus Facility

Formerly an entrance to the Exhibition Grounds and Lillie Bridge Depot, this characterful Victorian street forms the southern access to the Site.

Empress Place features a cohesive collection of late Victorian terraced houses, characterised by ornate detailing, stucco façades and decorative elements typical of the period.

The Project Rooms building was purpose-built in 1907 by the Brompton & Piccadilly Railway Company and is where the Piccadilly Line was designed and engineered.

The Lillie Road Bus Facility includes two bus stops, layover spaces and staff facilities. It provides pedestrian and vehicular access to the Empress State Building. The former Metropolitan Police Heritage Centre has been transformed by ECDC into 'Conversation Corner' for public consultation. In the 1890s, this part of the Site was the main entrance to the Exhibition Grounds.



Key plan of south-west part of the Site



1. View of the eastern terraced houses on Empress Place



2. View to the rear of the Empress Place terraced houses



3. Empress State Building, with the 'Project Rooms' in the foreground



4. The Prince Pub, on the corner of Lillie Road and Empress Place



5. The former Metropolitan Police Heritage Centre, currently used as 'Conversation Corner'



6. View of the western terraced houses on Empress Place



## 3.4 The Site

### Warwick Road

To the east, Warwick Road serves as an important historic entrance to the Site.

Warwick Road is a busy access route leading to the A4, with a pedestrian exit from Earl's Court station forming a key arrival point. Noise and sound pollution along this edge affect existing residents and visitors.

This used to be the primary entrance to the Exhibition Centres. There is potential to capitalise on the previous sense of arrival here, and reinstate the primary entrance to the Site.

As part of the programme of temporary uses, ECDC has pulled back the hoarding line and recreated a public space on Warwick Road. A series of art installations, landscape interventions and public events have allowed it to be active once more.



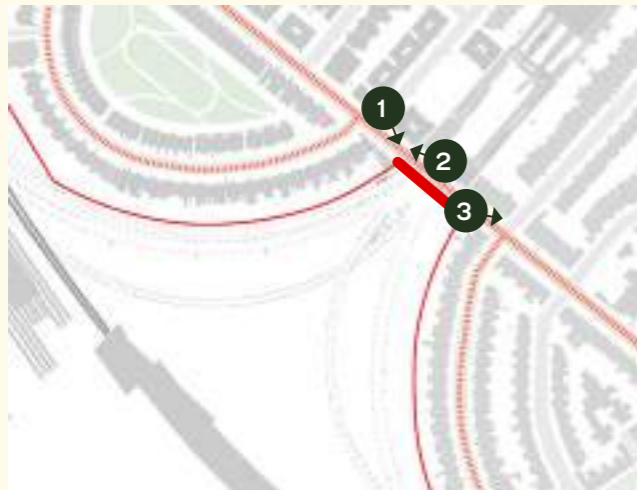
1. Warwick Road looking south



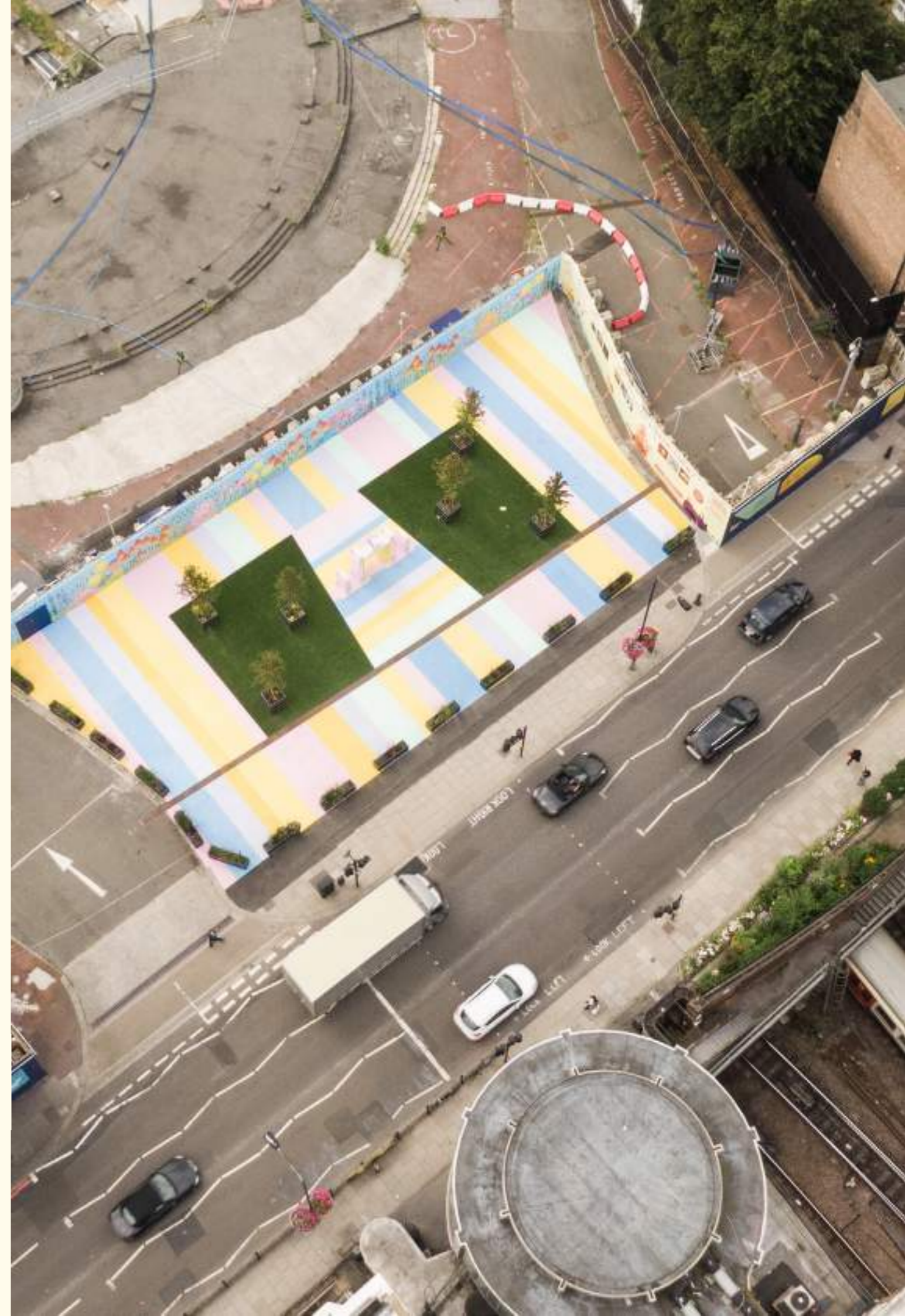
2. Warwick Road looking north



3. Warwick Road looking south to Penywern Road



Key plan of eastern part of the Site



Aerial View of the Warwick Road Apron and pedestrian crossing from Earl's Court station into the Site.



## 3.4 The Site

### The crescents

Philbeach Gardens and Eardley Crescent are Victorian residential streets that form part of the Philbeach Conservation Area to the east of the Site.

Both crescents feature late-Victorian terraced houses and Philbeach Gardens has a communal garden at its centre. The crescent shape of these streets is a distinctive urban form shaped by the railway lines which arrived in the 19th century. Many of the properties retain original architectural features, maintaining the historic character of the neighbourhood.



Key plan of eastern part of the Site



1. Philbeach Gardens



2. Eardley Crescent



3. St Cuthbert's Church along Philbeach Gardens



Aerial View, looking north at the boundary condition with houses along Philbeach Gardens.



## 3.4 The Site

### Lillie Road

The southern boundary of the Site is formed by Lillie Road, a street with a variety of building scales and typologies which culminates at West Brompton station.

Lillie Road serves as a vital link for both vehicles and pedestrians, connecting Fulham and South Kensington. The array of building uses and architectural periods has resulted in a diverse streetscape lacking a cohesive height or architectural style, and creating an indistinct edge condition. The vacant Site further exacerbates this and creates a gap in the streetscape.

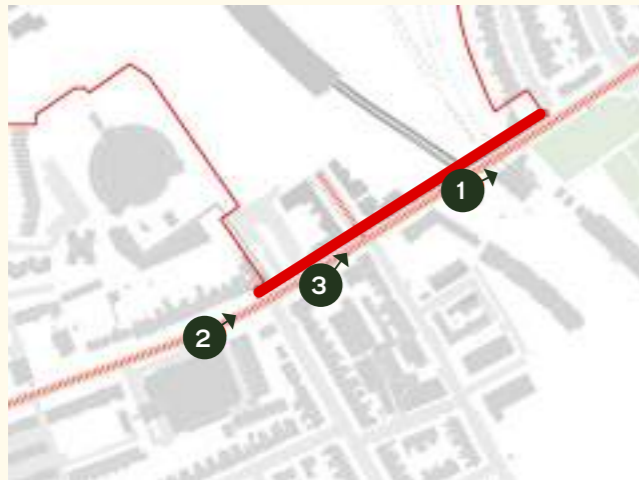
Pedestrians can currently view the entire extent of the Site from Lillie Bridge and access it via Empress Place. Developing this edge presents an opportunity to reintroduce a defined building line along Lillie Road.



1. Entrance to West Brompton station



2. View looking east along Lillie Road



Key plan of southern part of the Site



3. Retail frontage along Lillie Road and into Empress Place



Aerial View, looking north at Lillie Road and the Empress Place terraced houses within the Site.



## 3.4 The Site

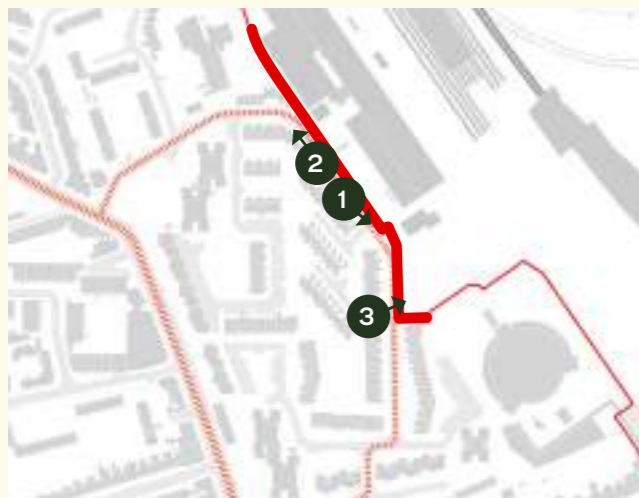
### The West Kensington and Gibbs Green Estates

The boundary with the Gibbs Green and West Kensington Estates consists of a walled edge and provides an opportunity to mediate between different urban scales.

A 3 metre high brick wall separates the Site from the Estates to the west. The wall is interrupted by an entrance gate into the ECDC run Community Hub which welcomes residents from the local area.

Low-rise and medium-rise residential blocks contrast with the Victorian street pattern found further west of North End Road.

The Empress State Building is a prominent feature that introduces a different scale and typology to the area.



Key plan of western part of the Site



1. Aisgill Avenue looking south



2. The boundary wall between West Kensington and Gibbs Green Estates, and the Site



3. The existing triangular MUGA on Aisgill Avenue



Aerial View, looking north-west towards West Kensington and Gibbs Green Estates. The Community Hub in the foreground was opened by ECDC in 2022.



## 3.4 The Site

### North End Road

The North End Road interfaces with the Site at West Kensington station and is accessed via the West Kensington and Gibbs Green Estates to the west.

North End Road is a bustling high street lined with a variety of shops, markets and eateries. It offers a mix of local businesses, including grocery stores, clothing shops and independent boutiques. The road is popular for its street market, which operates six days a week, providing fresh produce, household goods and street food. This shopping destination serves as a hub for the local community.

The Site is accessed along Beaumont Avenue to the north-west, which has a more residential scale.



Key plan of western part of the Site, highlighting North End Road



1. Beaumont Avenue



2. Beaumont Crescent, from North End Road looking east

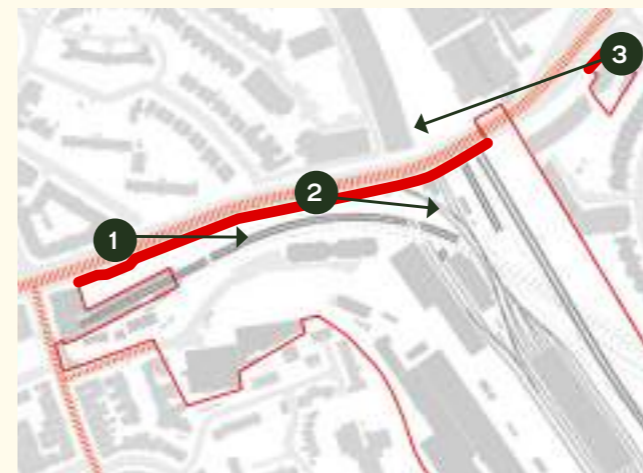


3. North End Road shops

### West Cromwell Road

The West Cromwell Road (A4) is a strategic arterial route that runs along the northern edge of the Site. It forms an important gateway to Earls Court but also creates a hostile divide from the areas to the north.

This major six-lane arterial route connects central London to Hammersmith Town Centre to the west, and beyond to the M4 motorway. Buildings along this edge typically consist of larger footprints, and are pulled back from the street to respond to the noise and air pollution. The Site here is also highly visible, as the level change allows people to see in from their vehicles.



Key plan of northern part of the Site



1. West Cromwell Road looking east



2. St Cuthbert's Church from West Cromwell Road



3. West Cromwell Road, looking west from 1 Cluny Mews



Bishop's Park

Margravine Cemetery

Hammersmith

Queen's Club

West Kensington station

North End Road

Empress State Building

West Kensington and Gibbs Green Estates

Lillie Road

Ashfield House

West Cromwell Road (A4)

Empress Place

LBHF

Lillie Bridge Depot

Lillie Square

West Brompton station

RBKC

Philbeach Gardens

Brompton Cemetery

Eardley Crescent

Earl's Court station

Warwick Road

Nevern Square

Old Brompton Road

Aerial view looking west over the Site

Earl's Court Square



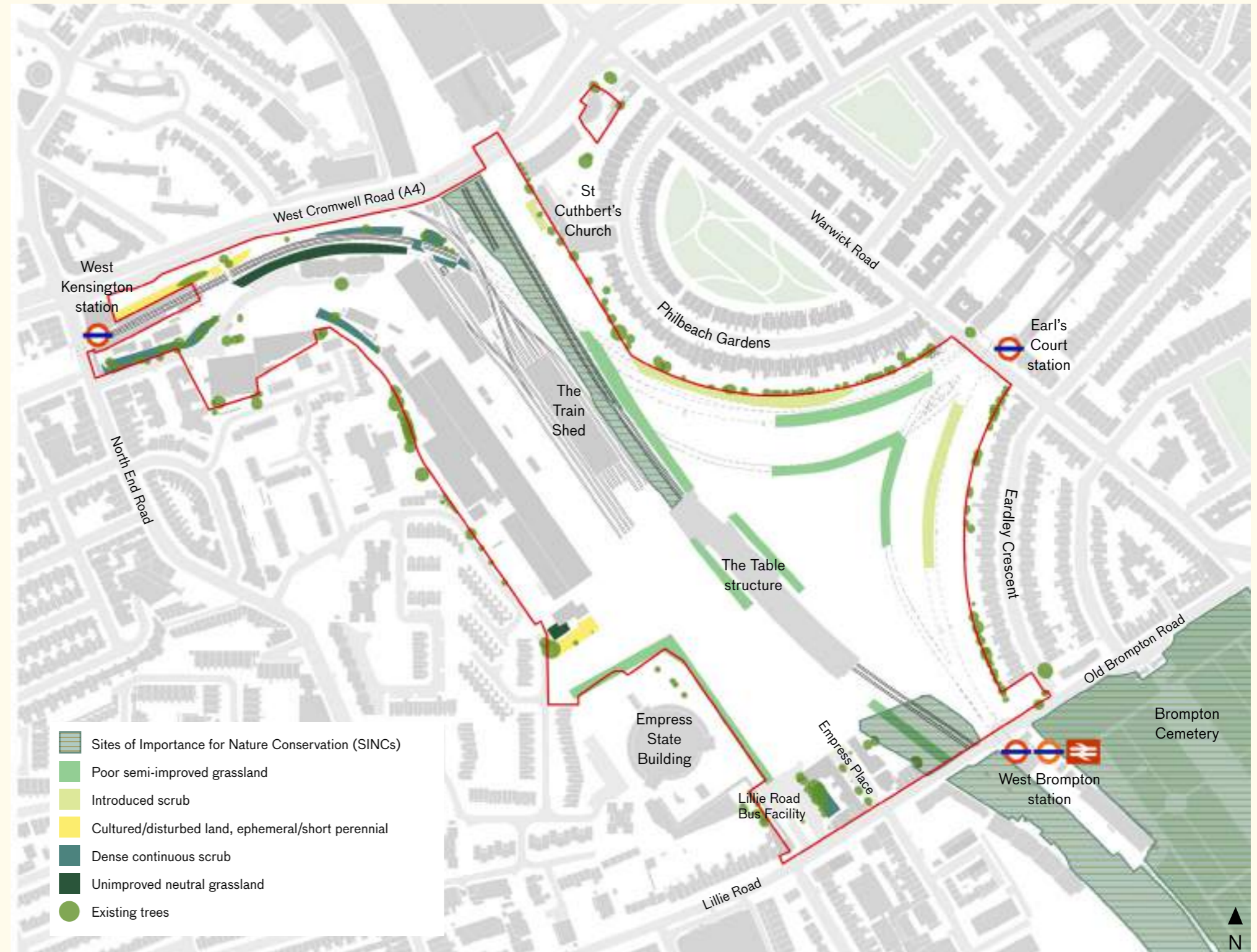
## 3.5 Site Analysis

### Existing habitats

The Earls Court Site is home to a limited number of habitats with some Sites of Importance for Nature Conservation (SINCs) along the West London Railway Line.

Existing habitats on the Site include:

- Poor semi-improved grassland and introduced scrub form the majority of the Site's habitats along the railway corridors and Site boundaries.
- Most trees are located along the shared boundaries with Philbeach Gardens and Eardley Crescent.
- The Brompton Cemetery SINC extends into the Site along the West London Railway Line. It is then interrupted and continues again north of the Table structure. There is an opportunity to connect the SINC and create a north-south ecological link through the Site.



Existing planting and habitats



# 3.5 Site Analysis

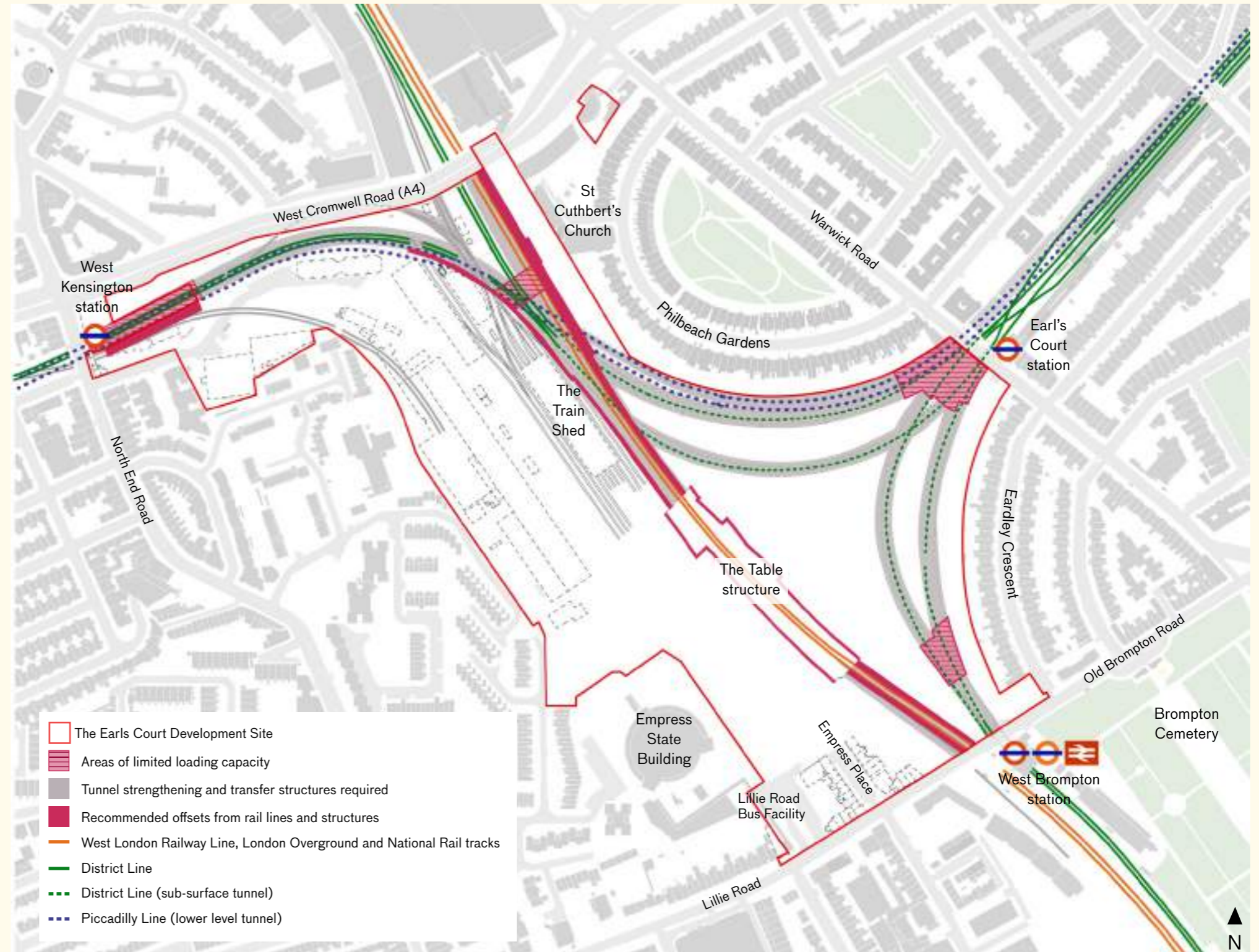
The complexity of the infrastructure at Earls Court drives the layout of the Proposed Development in a fundamental way.

## Below ground constraints

Rail infrastructure bisects the Site and London Underground District and Piccadilly Line tunnels create areas where loading capacity is highly constrained.

There are key considerations associated with development above or near railway assets and infrastructure. These include:

- The District and Piccadilly Line tunnels run along the Site's northern boundary and east of the Table. Building over them is subject to tunnel strengthening and transfer structures.
- Areas where tracks converge as they approach the stations are covered by large spanning bridging structures known as 'aprons'. Their loading capacity is limited, and the erection of new buildings above them would require extensive works or large transfer structures.
- Construction near rail lines and assets requires offsets that are subject to negotiation and agreement with Network Rail and/or TfL. Utility routes and connections may also require diversions prior to development.



Below ground constraints

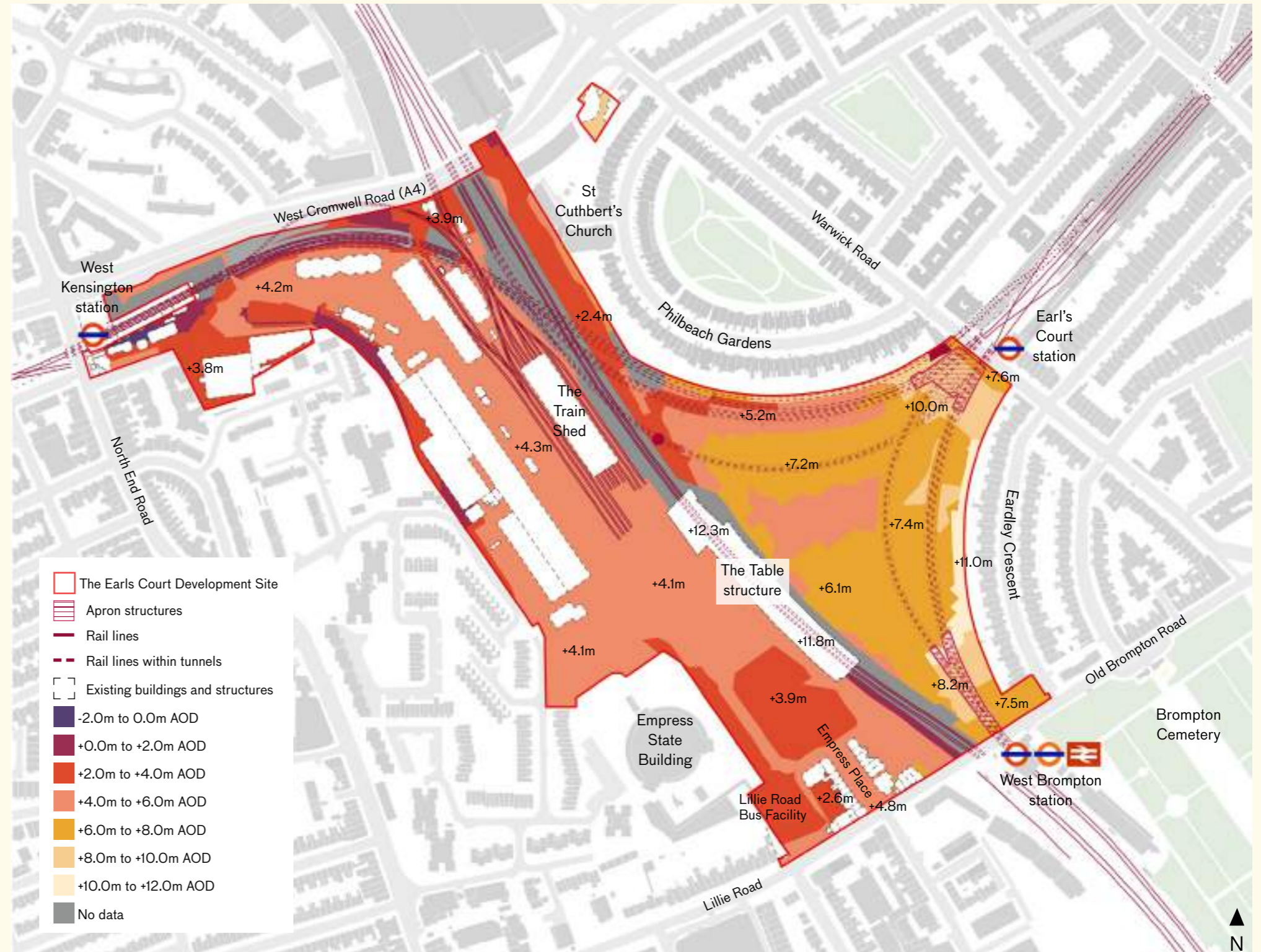
# 3.5 Site Analysis

## Site topography

Railway infrastructure creates considerable changes in levels across the Site.

Level changes on the Site are affected by the following:

- Rail infrastructure runs through the Site at different levels. Deep cuts and decking creates significant barriers to movement and bridging.
- The convergence of Underground lines results in apron structures above, close to Earl's Court and West Brompton stations. These cause the levels to rise to +10m and +8.2m.
- The Table structure, which decks over the West London Railway Line, rises up to 12.3m, forming a notable promontory at the heart of the Site.



Topographical diagram of Site levels in AOD

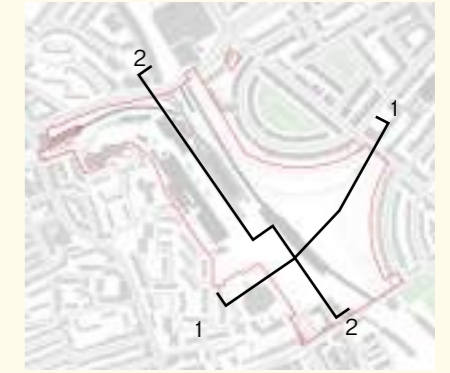


# 3.5 Site Analysis

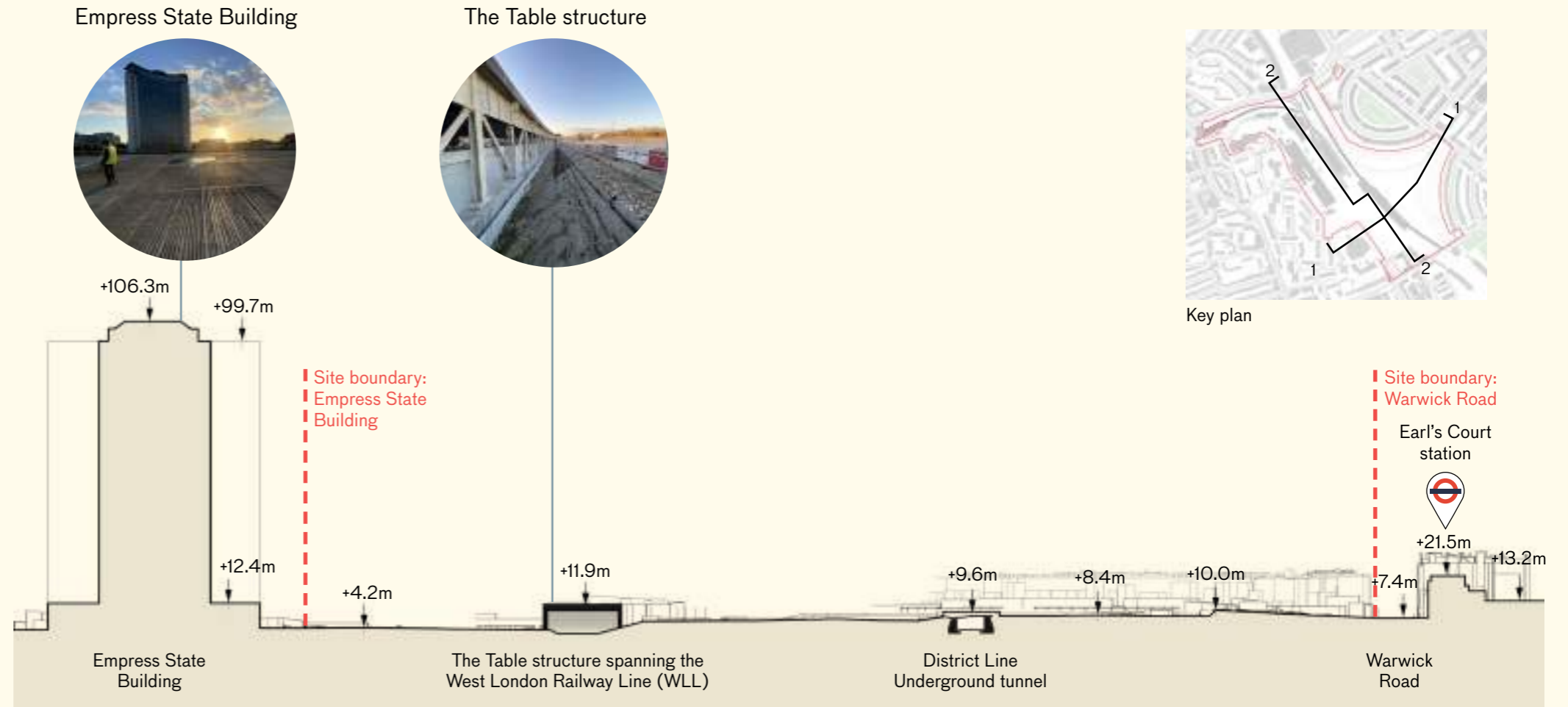
## Site topography

### Existing Site sections

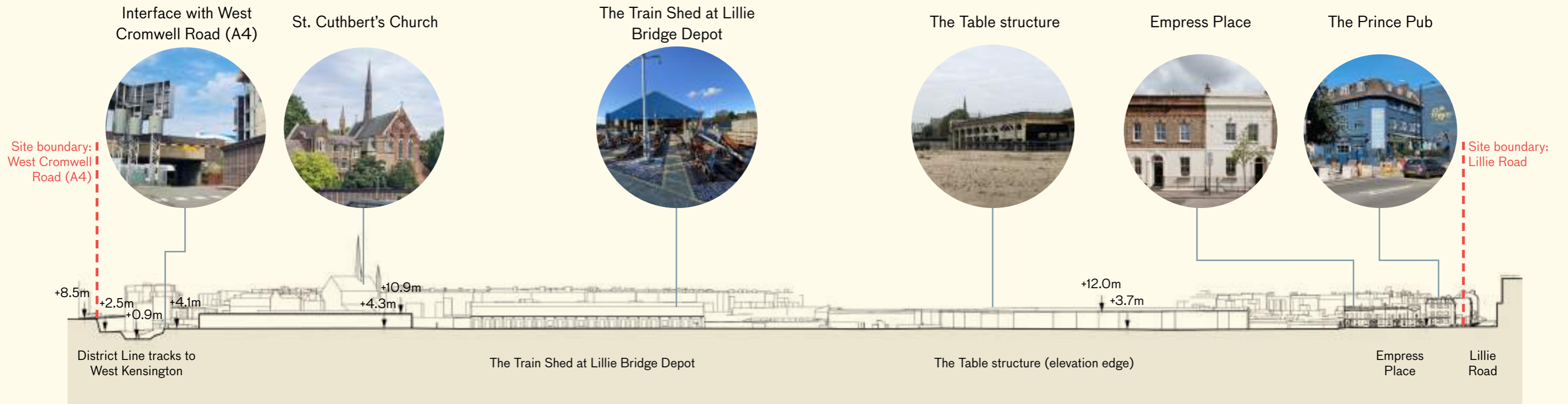
Sections 1 and 2 describe the existing Site levels and highlight notable features and aspects of the current condition to consider through design development.



Key plan



Section 1 - Empress State Building to Earl's Court station



Section 2 - West Cromwell Road (A4) to Empress Place

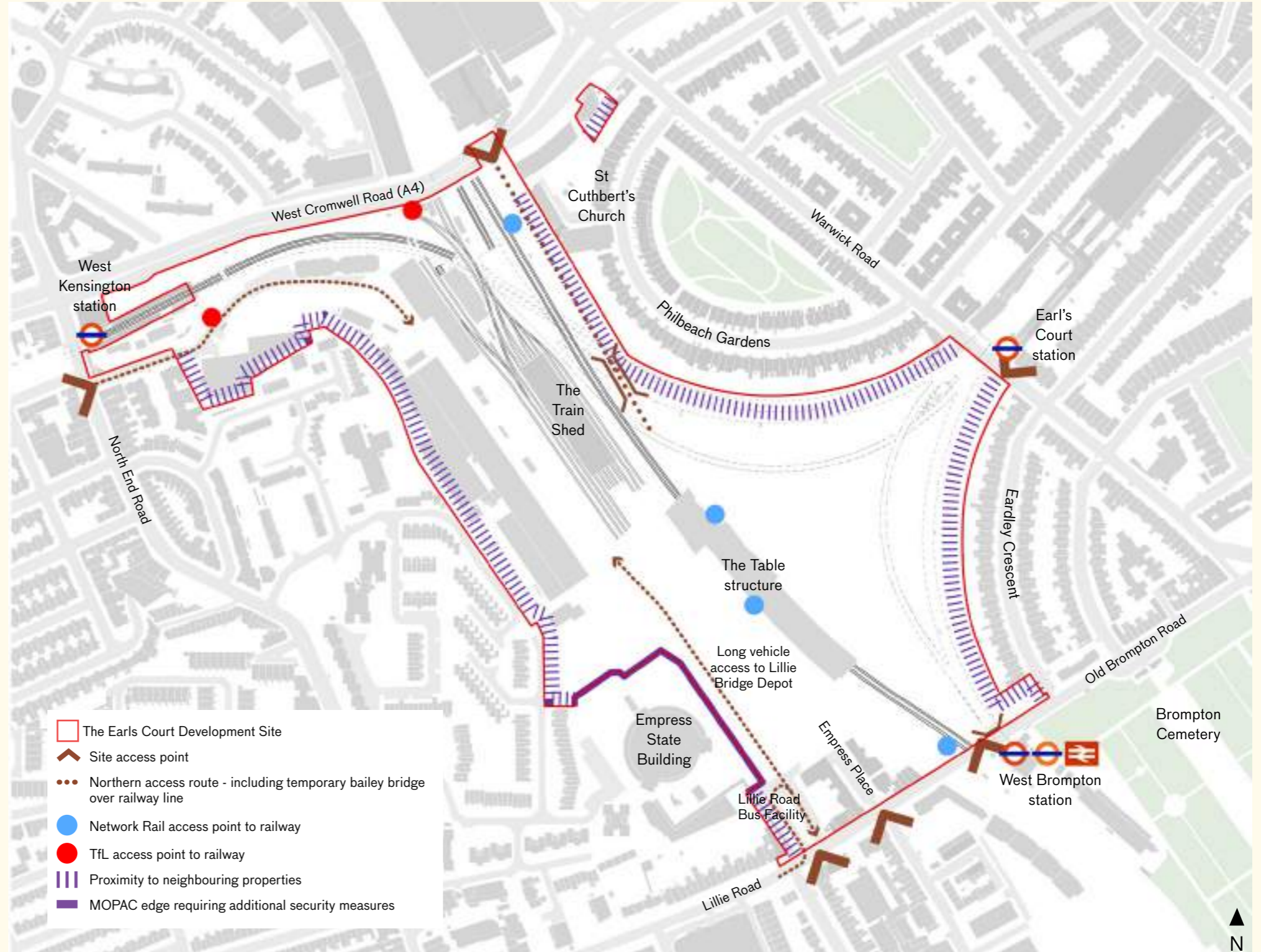
# 3.5 Site Analysis

## Above ground considerations

The approach to development will need to consider adjacent properties and address the access and security requirements associated with live rail facilities and the Empress State Building.

Above ground considerations relate to edge conditions and the safeguarding of access to key TfL assets. These include:

- Residential properties that are adjacent or in close proximity to the Site boundary require a considered and appropriate response in terms of built form and public realm.
- Development along the shared boundary with the Empress State Building is subject to the security requirements of the Mayor's Office for Policing and Crime (MOPAC), who occupy the building.
- Several access points to the TfL and Network Rail infrastructure will need to be retained and enabled.



Above ground constraints

# 3.5 Site Analysis

The approach to density at Earls Court needs to address environmental impacts established under Policies D9 and D13 of the London Plan.

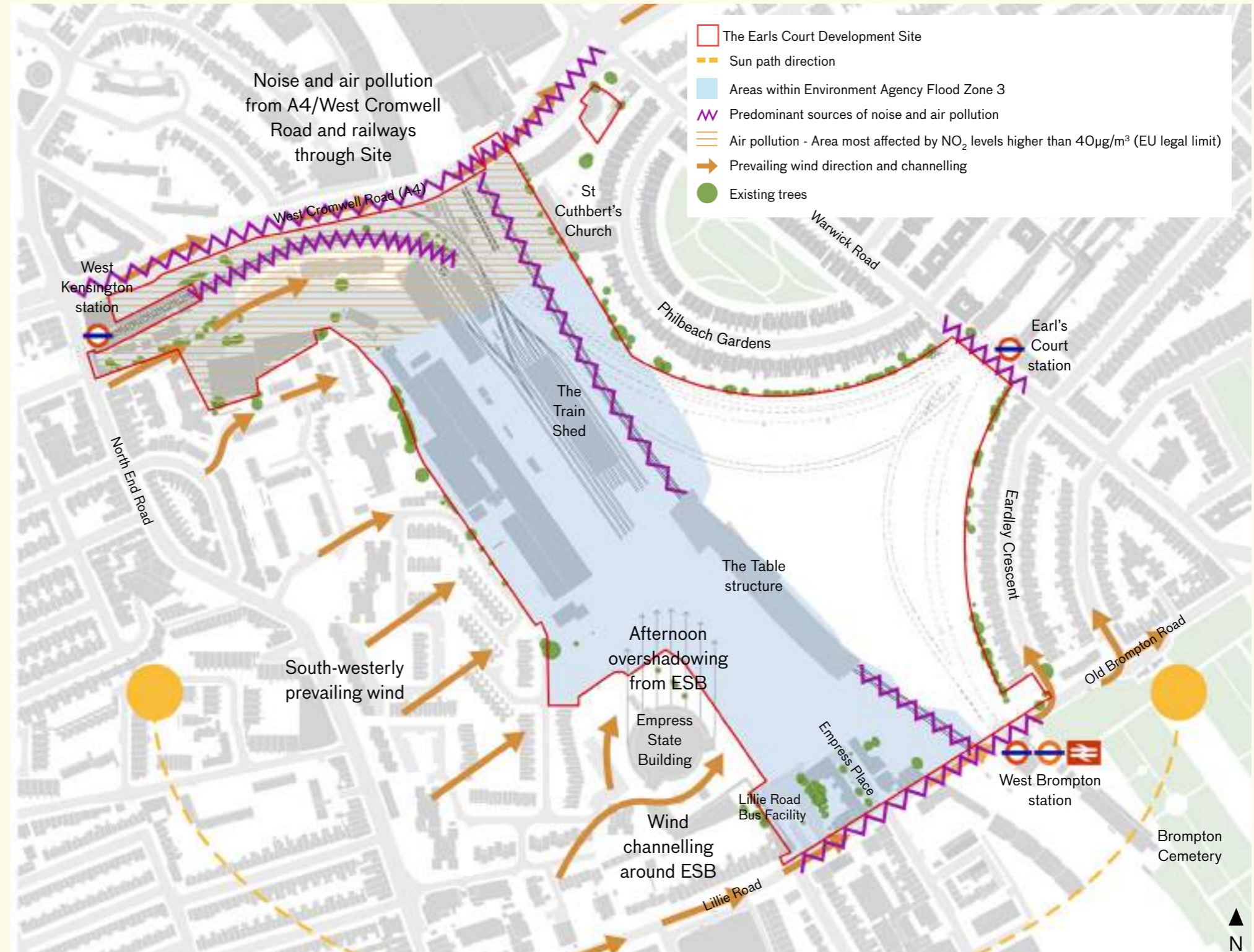
## Environmental considerations

There are a number of environmental factors, including air quality, noise, sunlight, overshadowing, wind and flood risk, which will impact the design response.

Key factors impacting the Site include:

- The A4 and West London Railway Line are major sources of noise and air pollution. The vacant Site allows the spread of pollution and contributes to dust in the air. There is a significant opportunity to enhance air quality and reduce noise pollution through the orientation of buildings and design of public spaces.
- The Empress State Building overshadows the Site considerably from the afternoon onwards. Wind channelling also occurs around the Empress State Building, resulting in higher winds and down draughts in this location.
- The Site partially falls within Environment Agency Flood Zone 3, creating a risk of localised flooding and surface water discharges into the sewer network. An integrated water management strategy based upon surface infiltration will minimise discharge to the sewer network and reduce the risk of localised flooding.

▶ Refer to Environmental Statement (EC.PA.12).



Environmental considerations

# 3.5 Site Analysis

## Air quality

The Site's air quality has been assessed as part of the wider analysis of key environmental indicators.

This considers the suitability of the Site for the proposed uses and the likely effects of both demolition, construction and the completed development.

The assessment has been undertaken in line with the relevant national, regional and local policies, guidance and regulations.

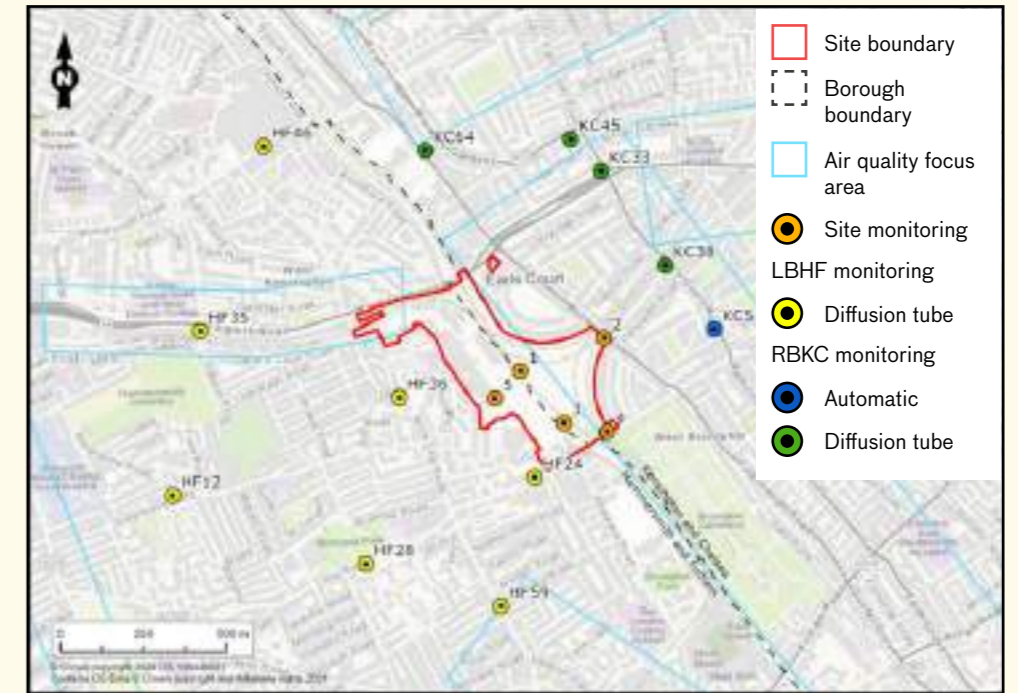
Key contextual factors include:

- The Site is located within the Ultra Low Emission Zone (ULEZ) which was launched in April 2019 and extended in August 2023.
- The north-west of the Site is located within a LBHF air quality focus area, and the east of the Site is located within a RBKC air quality focus area, indicating potential for high air pollutant concentrations in these areas.
- Potential emission sources have been identified and assessed in the context of existing air quality and the nature and location of receptors.

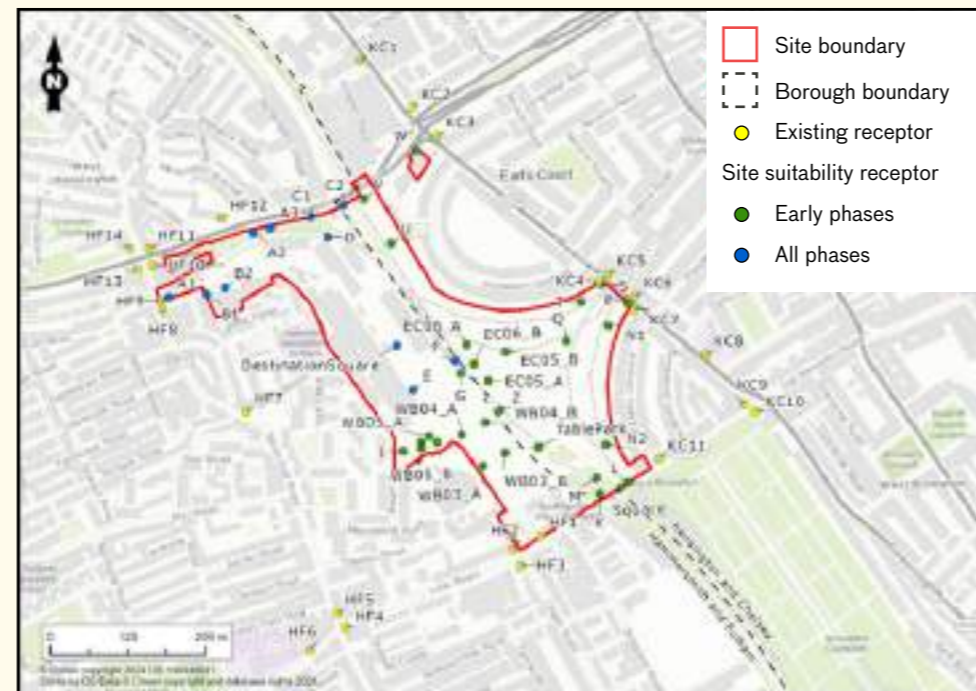
▶ Refer to *Environmental Statement / Vol. 1 Chapter 10 (EC.PA.12)*.



Air Quality study area



Air Quality monitoring locations



Human health sensitive receptors



Ecological sensitive receptors

# 3.5 Site Analysis

## Noise and vibration

The Site has been assessed for noise and vibration, considering the existing condition and possible impacts throughout construction and at completion.

The Site is subject to existing noise and vibration from the West London Railway Line, the London Underground, Heathrow flight path and surrounding road network, particularly from the A4 to the north. A baseline characterisation study based on transport data analysis and noise surveys (2021 and 2024) was developed to quantify the prevailing ambient and background noise levels during daytime and night-time periods.

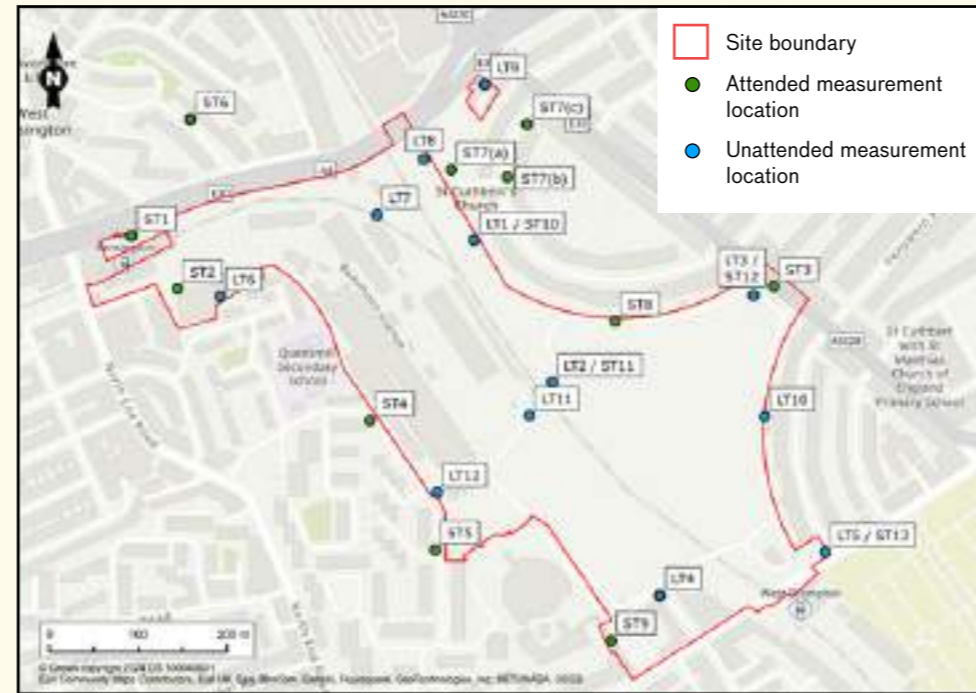
The assessment has considered:

- Effects due to changes in operational road traffic noise occurring on the local road network.
- Effects due to sound of an industrial and commercial nature (including noise from building services plant).
- Effects due to noise from commercial activity.
- Effects due to sound of an industrial nature.

Areas closest to the highest noise and vibration sources such as the West London Railway Line will need to consider additional mitigation measures.

▶ Refer to *Design and Access Statement Volume 1: Outline Component / Spatial Strategies (EC.PA.08)*.

▶ Refer to *Environmental Statement / Vol. 1 Chapter 11 (EC.PA.12)*.



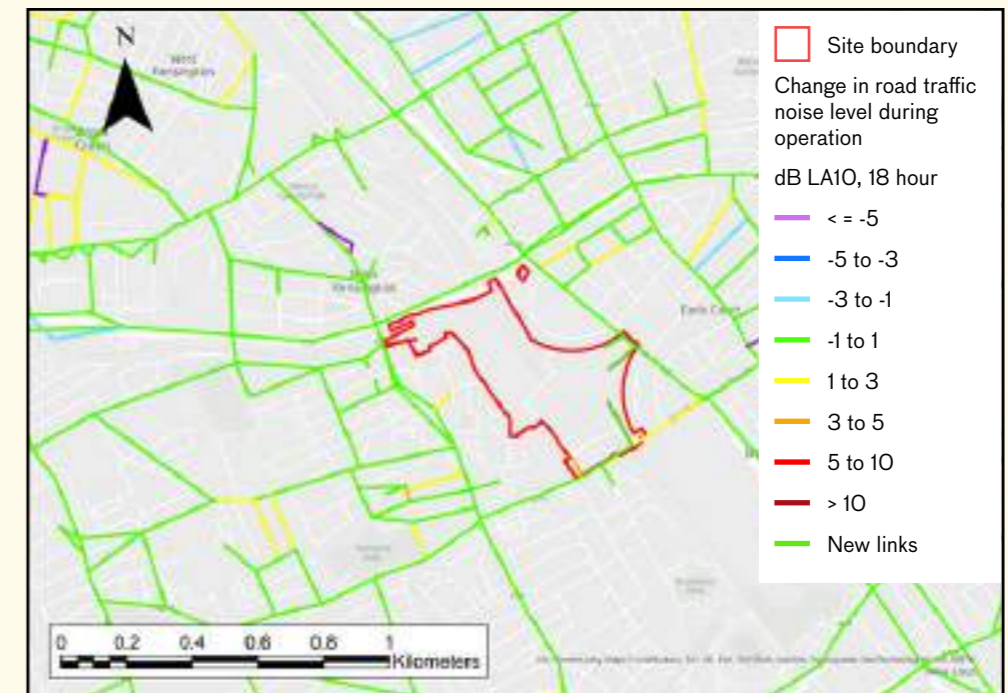
Baseline noise survey measurement locations



Vibration survey measurement locations



Existing noise and vibration sensitive receptor groupings



Example testing of road traffic noise change

# 3.5 Site Analysis

## Water Resources

To establish the suitability for development, and to evaluate potential approaches to Water Resources, a comprehensive Flood Risk Assessment (FRA) has been carried out.

The Site sits partially within Flood Zones 2 and 3, largely contained in LBHF land. This has been considered throughout design development, implementing sitewide strategies such as increased planting and Sustainable Drainage Systems (SuDS) to absorb water run-off and reduce localised flooding.

The appraisal process has combined desktop studies and on-site investigations including topographical surveys, utilities and drainage surveys, and geotechnical site investigations.

The assessment has considered:

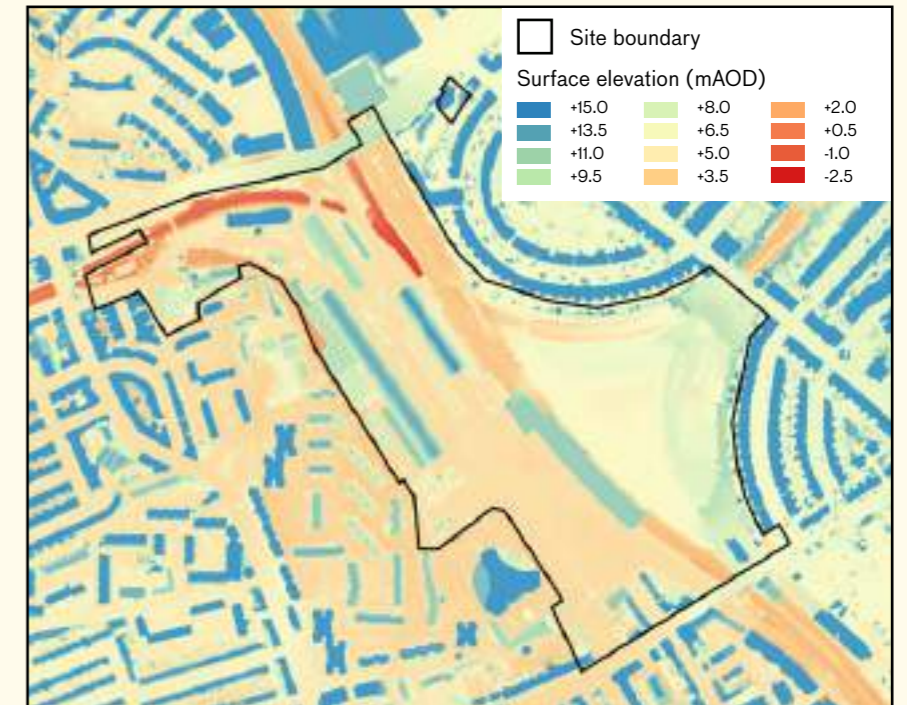
- The site levels and topography.
- The existing geological and hydro-geological conditions and any existing watercourses and sewers.
- The baseline flood risk to the Site and study area (with reference to GOV.UK’s online Long-Term Flood Maps and ‘Flood Map for Planning’ services).



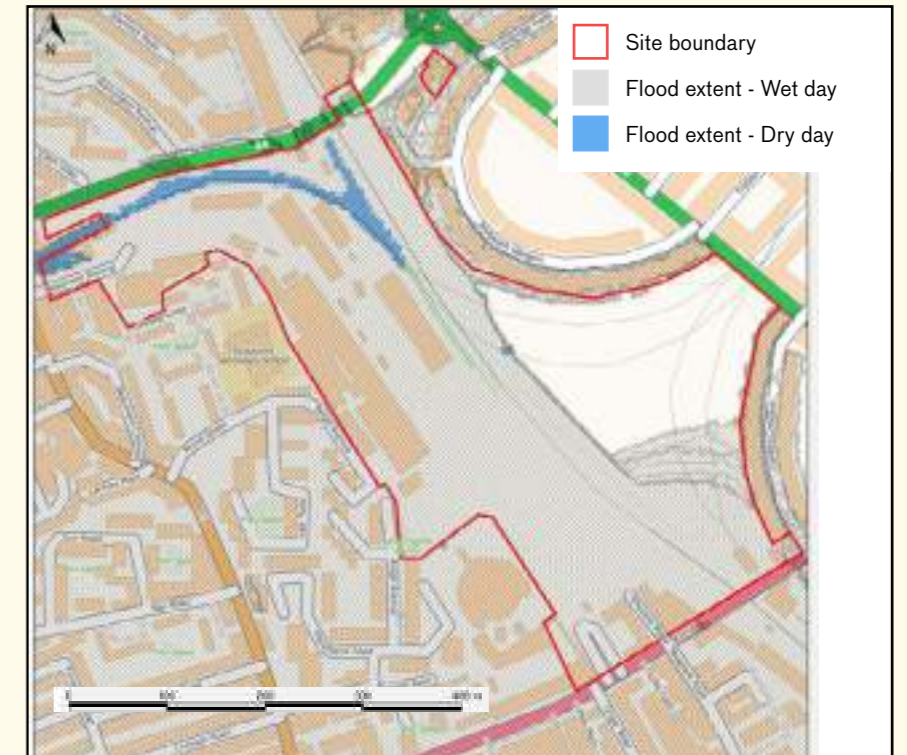
Risk of flooding from rivers and the sea

▶ Refer to Environmental Statement / Vol. 1 Chapter 14 (EC.PA.12).

▶ Refer to Environmental Statement / Vol. 3 Appendix 14 (EC.PA.12).



Existing ground levels compiled from EA LiDAR data



Extract from gov.uk ‘long term flood risk information’ showing extent of flooding (reservoirs)





# 3.6 Conclusion

## Character Evaluation Summary

An appraisal of the evidence and information collated has been utilised to determine the current quality of the Site and its sensitivity to change based on four key indicators, in line with the design-led approach and the Characterisation and Growth LPG:

- Heritage value - This relates to the coherence and extent of the historic environment, and can be split into evidential, historical, aesthetic and communal value.
- Environmental value - This relates to the coherence, quality and extent of the local environment, people’s sensory experience of a place, and its natural assets.
- Social value - This relates to the tangible and less tangible cultural and social characteristics and landscape that contribute to a sense of place.
- Economic value - This relates to the scale and diversity of economic activity and businesses in an area.

Assessment in line with the indicators identified in the Characterisation and Growth Strategy LPG – Stage 2 Step 1 and Step 2

### Heritage value

#### Surrounding area: High value

- Close proximity to Grade I and II listed assets, including St Cuthbert’s Church, Earl’s Court and West Brompton Underground stations and Brompton Cemetery.
- Adjacent to Philbeach, Brompton Cemetery and Olympia and Avonmore Conservation Areas and the north western corner of the Site is within the Barons Court Conservation Area.
- Not affecting any protected viewing corridor. Long-range LVMF view from Blackfriars Bridge has informed the height of the tallest building.
- Key townscape views transect the site including from Queens Club, Brompton Cemetery, Philbeach Gardens and Mornington Avenue. This has informed the placement of tall buildings.
- The surrounding area is incredibly varied in terms of architectural period, style, material and detail. The historic urban grain is apparent in the local area, particularly to the east. To the west this is fractured by more modern developments.

#### The Site: Low value

- The Site contains no statutory or locally listed assets, and has been largely vacant since the demolition of the Earls Court Exhibition Centres in 2015.
- The Train Shed at Lillie Bridge Depot has been identified as having some historic value. It is the oldest building on the Site and retains many of its original features.
- The Site contrasts the existing use, scale and grain of the surrounding area, and has done so since the inception of the Exhibition Grounds in the mid-1800s. It does not form part of the existing urban grain or architectural language of the surrounding context.
- Limited recognisable remnants of the former Exhibition Centres remain on the Site, other than structural components such as the front steps, portions of the concourse and the Table structure which decks over the West London Railway Line.

### Environmental value

#### Surrounding area: Moderate value

- The local area contains a range of green spaces, parks and gardens, mature street trees and other rich and varied biodiversity. However many of these spaces are small semi-private gardens, lacking public amenity areas and play space. There is also a noticeable difference in character of open spaces between the boroughs.
- Brompton Cemetery is the most significant green open space in the Site’s immediate vicinity, and is a registered park and garden with rich and varied biodiversity.
- A number of smaller local open spaces and pocket parks are within walking distance, however larger district open spaces and areas of Metropolitan Open Land are all 20 to 30 minutes walk away. Public access and play features are also limited within local green spaces, limiting use and variety.
- An existing ecological corridor connects north to south from the Thames to Brompton Cemetery, forming a significant habitat corridor for plants and wildlife along the former Counter’s Creek.

#### The Site: Low value

- The Site is of low ecological value, containing limited existing green open space. Trees and planting are contained to gardens along the edges, behind the terraced buildings at Empress Place, within the Community Hub and along verges of the railway lines.
- Some Sites of Importance for Nature Conservation (SINCs) extend along the West London Railway Line into the Site, but are separated by the Table structure. Potential for local improvements through the Site would unlock wider ecological connections.
- The Site is bound by busy roads on all sides. The A4 and West London Railway Line are major sources of noise and air pollution. The vacant Site allows the spread of pollution and contributes to dust in the air locally.



# 3.6 Conclusion

## Character Evaluation Summary

Assessment in line with the indicators identified in the Characterisation and Growth Strategy LPG – Stage 2 Step 1 and Step 2

### Social value

#### Surrounding area: Moderate value

- The local area is well served with a range of small and medium-sized cultural venues, located along neighbouring high streets. The need to extend and support this local network has been established in the Retail and Cultural Strategies. Larger venues are located further afield towards the Museum Quarter, Kensington Olympia and Hammersmith Town Centre.
- Local social infrastructure provision has been assessed in the Social Value Statement. There is a good level of local community assets, with an adequate provision of schools. An underprovision of Early Years Centres has been identified in the local area.
- An underprovision of access to leisure, sport and play facilities within open spaces has been identified, which is noted in Section 3.3 of this chapter.
- The local area has a well developed street network with good pedestrian routes and access to public transport nodes. The Site in its current form however creates severance and limits local connectivity. Opportunities to improve local pedestrian and cycle connections has been identified
- The Site sits between two local high streets, Earls Court Road to the east, and North End Road to the west, providing a range of retail and workspace offers. The need for additional services to complement local employment and economics has been established in the Retail Strategy.
- The Site borders six wards, each with unique socio-economic characteristics. An analysis of the local area has demonstrated several highly sensitive 'receptors,' indicating current socio-economic conditions. While both boroughs are displaying these 'receptors', the area around the Site within LBHF is in particular need of employment, new homes and open space, highlighting the economic divide between the two boroughs.
- As identified in the London Plan, there is a city-wide need for more homes, which has led to borough-specific targets. Of the last ten years, LBHF has met its target in five of those years and has had targets increased to deliver housing in strategic locations. RBKC has met its target in two of those years.

#### The Site: Low value

- The unique legacy of the former Exhibition Centres fosters a sense of identity to the Site and the local area.
- The Site is currently largely vacant and closed to neighbouring communities, limiting access across it and opportunities for integration into the surrounding area.
- Spaces including 9 Beaumont Avenue and the Community Hub provide community services locally, as part of a wider programme of temporary uses activating the Site.

### Economic value

#### Surrounding area: Moderate value

- The Site is close to two vibrant high streets, providing a localised economy. North End Road particularly hosts a weekly market and events throughout the year and is supported by Fulham Broadway and Stamford Bridge Football Stadium. Earls Court Road provides a diverse range of shops and supports a night-time economy.
- Further afield, Hammersmith Town Centre and Shepherds Bush host numerous cultural venues to the west and north. The Site is also within walking distance of the Kensington Cultural Quarter and Central Activities Zone to the east, providing access to museums and educational institutions.
- The Site is well-connected to further shopping hubs, along Kensington High Street and Westfield in White City
- The Site is well-connected to strategic locations within London, connecting Strategic Industrial Land at Old Oak and Park Royal to growth sites at Battersea and Clapham Junction, and on to Heathrow.

#### The Site: Low value

- The Site itself is largely vacant so offers limited economic value to the surrounding area. The TfL Lillie Bridge Depot however provides an employment facility within the local area, hosting workshops and training facilities.



## 3.6 Conclusion

### Initial growth strategy

The Characterisation and Growth Strategy LPG (Para 4.2) requires that findings from the Site character assessment and evaluation are used to identify a strategy for change in which the suitable level of change for the Site is defined.

The LPG sets out that the Site can be categorised into one of the three scales of change: conserve, enhance or transform.

- **Conserve:** areas that have a high-quality, well-established and coherent character that is sensitive to change
- **Enhance:** areas that have a medium-quality, mixed character that would benefit from sensitive improvement through intervention
- **Transform:** areas that have a low-quality, poorly defined character and/or where an opportunity exists to establish a new coherent character by enhancing positive elements

Assessment in line with Stage 3 process identified in the Characterisation and Growth Strategy LPG.

Based on the evaluation of character and the conclusions of the sensitivity assessment, the Site is considered to represent a **Transform** area. This is defined in the LPG as areas 'that have a low quality development of ill-defined character and where an opportunity exists to establish a newly coherent character' as follows:

- New development should both enhance positive elements, where they exist, and improve the physical character through placemaking to create attractive new places.
- The new character should reflect the area-wide vision, which may be significantly different from the existing character. It should not result in car-dependent, sprawl-type development – indeed, there are important opportunities to change such developments that currently exist.
- Transform areas should intensify land use when accommodating change – and it is vital that the approach to higher-density development reflects good urban design principles.
- Transform areas will not necessarily be locations where tall buildings may be appropriate. Where an area includes heritage assets, or is within the setting of heritage assets, this does not exclude it as a transform area.

The completion of this process and conclusion that the Site represents a **Transform** area has also allowed for an assessment of the 'Capacity for Growth' at the Site (as identified in the Characterisation and Growth Strategy LPG – Paragraph 4.3):

#### Capacity for growth

- Site benefits from an excellent PTAL and connectivity
- Site is located within an Opportunity Area
- Site is allocated for development within the Development Plan
- Site is currently not optimising its potential with low economic, social and environmental values
- Site has potential to assist in addressing socio-economic challenges in the area
- Environmental constraints have been identified and can be addressed through sensitive development
- Site has a high sensitivity to change (positive potential)
- Site is identified as a **Transform** area
- Site can support tall buildings in line with the plan-led approach;
- Site is of a scale where it can both respect surrounding context and create its own in terms of scale and mass

#### Evaluation: extensive capacity for growth

## 3.6 Conclusion

Extensive analysis of the Site’s context established a clear understanding of its constraints and opportunities. This process has informed the vision and design proposals for the Earls Court Development.

As required by London Plan Policies D1, D3 and D4, the Earls Court Development has employed the design-led approach and been informed by the guidance contained within the Characterisation and Growth Strategy LPG and Optimising Site Capacity LPG (2023). The approach adopted involved:

- Undertaking extensive analysis of the Site’s context and character.
- Evaluating and appraising the Site character and sensitivity to change.
- Identifying the Site as a **‘Transform’** area.
- Setting out an initial ‘Growth Strategy’ demonstrating extensive capacity for growth.
- Understanding and responding to sensitivities.

### The Earls Court Development needs to:

Strategically, deliver on the ambitions of the London Plan and the Development Plans for LBHF and RBKC.



Locally, create a piece of city that opens up this brownfield site for the first time in 150 years, reinstating its legacy of wonder, and delivering significant benefits for the local communities.



At the Site level, optimise land use by adopting innovative responses to Site constraints, prioritising landscape and nature at the heart of the scheme.



In line with the NPPF, London Plan and both LBHF and RBKC Local plans, the Earls Court Development has the potential to transform the Site to deliver Sustainable Development and Good Growth by adhering to the following design principles:

- Making the best use of land and optimising the use of this brownfield, well connected Site, to provide new homes and jobs (London Plan GG2 and D3).
- Employing the Design-led approach to ensure the capacity of the Site is optimised whilst ensuring development is contextual and embraces local character (London Plan Policy D1 and D3).
- Applying a considered approach to land intensification, using an impact-tested and plan-led strategy for taller buildings (London Plan D4 and D9).

In response to the Site Character assessment, the Earls Court Development has the potential, by adopting innovative responses, to positively respond to both the Site’s constraints and opportunities. At a local level, this includes:

- Enhancing connectivity and permeability for the surrounding area.
- Taking a sensitive and considered approach to edge conditions and neighbouring properties informed by daylight/sunlight analysis.
- Being sensitive to existing heritage assets in the surrounding context.
- Not impacting upon any LVMF view.
- Delivering much needed new homes, including affordable homes.
- Delivering new retail and commercial uses and jobs.
- Delivering new cultural and leisure opportunities for the area.

At a Site level, this includes:

- Prioritising landscape and nature at the heart of the development delivering new public spaces and play opportunities.
- Exploring opportunities to retain and transform existing structures where possible.
- Harnessing level changes and areas where loading is limited to deliver a varied public realm.
- Responding to underground constraints in the detailed layout of the development.
- Responding to environmental factors through good design principles.

The Earls Court Development has the potential to deliver on the ambitions of the London Plan and the Development Plans for LBHF and RBKC by transforming the Site to deliver benefits for the local community.

# 4 Design Evolution & Engagement



## 4.1 Introduction

### Design evolution process

This chapter demonstrates the extensive design iteration process over the last four years as a response to public consultation and stakeholder engagement.

The evolution of the Strategic Framework and Illustrative Masterplan have been informed by principles established during this period, in line with the 'Design-led approach' outlined in the Optimising Site Capacity: A Design-led Approach LPG.

There has been an extensive and collaborative process throughout with a variety of statutory bodies, community groups and local stakeholders which has extended beyond traditional engagement.


The design evolution is described in three stages:

- Stage 1: Framing priorities
- Stage 2: Design development
- Stage 3: Refining the masterplan


For each stage, this chapter summarises key engagement events as follows:

- Public engagement
- Local Authority and statutory body engagement


The design response is summarised through four spatial measures that assess the success of key moves:

 Nature and open space


How the destination park and green spaces evolved.

 Movement and hierarchy

How key routes and the movement strategy were formalised.

 Uses and clusters

How the mix of residential, commercial, cultural and workspace uses is distributed.

 Built form and townscape

How character, typologies and densities were tested to respond to the context.

Workshop with the PRIP held at  
Earls Court Project Rooms





## 4.1 Introduction

### A collaborative process

The design evolution is the outcome of an iterative journey, informed by a broad range of stakeholders, and shaped by extensive conversations held with community groups.

At the point of acquisition in 2019, the West Kensington and Gibbs Green Estates were given back to the London Borough of Hammersmith & Fulham (LBHF). A new team, led by The Earls Court Development Company (ECDC) was established in 2020, adopting a fresh approach to bringing forward proposals for the Earls Court Site.

In 2020, the COVID-19 pandemic brought new priorities to the fore and a deep rethink of what it means to live and work in an urban setting. Additionally, there was a growing frustration in the community at the lack of progress on the Site. These factors compelled ECDC to prioritise honest dialogue, community collaboration and the opening up of the Site.

ECDC implemented an extensive and broad community outreach and engagement programme across both LBHF and RBKC. Through this process, and over a four year period, the vision, priorities and place pillars of the masterplan were developed and refined.

### Local Authorities and statutory bodies

The Hybrid Planning Application spans the jurisdiction of two Local Authorities, LBHF and RBKC.

Pre-application meetings were held with RBKC, LBHF, the Greater London Authority (GLA) and Transport for London (TfL) over the past four years, allowing officers to collaboratively engage in shaping the proposals. Meetings with LBHF and RBKC were held monthly or fortnightly, and during intense periods increased to weekly workshops. Other meetings included:

- Joint LBHF and RBKC meetings on technical topics, held in addition when appropriate.
- Borough meetings including the GLA on a monthly basis.
- Monthly transport meetings attended by both boroughs, the GLA and TfL.

Meetings covered a range of topics, which are set out in the Planning Statement.

The emerging proposals were presented to the Local Authorities' Design Review Panels. In addition, as the scale of the Site makes the Planning Application referable to the GLA, a London Review Panel was set up to examine and assess the proposals. The Design Teams presented evolving proposals to the following review panels over the four years:

- GLA's London Review Panel (LRP) x6 meetings
- RBKC's Quality Review Panel (QRP) x5 meetings
- LBHF's Design Review Panel (DRP) x5 meetings

- LBHF's Inclusive Design Review Panel (IDRP) x4 meetings

Emerging proposals were also presented to Historic England's London Advisory Committee in September 2023. Early engagement addressed the vision and aspirations for the Site. As the layout evolved, detailed proposals and the emerging Design Code were also presented.

Engagement with statutory consultees and stakeholders has also informed the design process and has included:

- Royal Parks
- Health and Safety Executive
- Network Rail
- London Underground Limited
- Secured by Design
- Thames Water
- National Air Traffic Services
- Mayor's Office for Policing and Crime (MOPAC)

► *Refer to the Planning Statement (EC.PA.04).*

### Public consultation and engagement

ECDC and the Design Team involved the local community in the masterplanning process from the outset. Open dialogue, engagement and consultation through a variety of forms and methods has continued throughout, ensuring that the masterplan responds to local feedback and aspirations.

The engagement strategy sought to reach all segments of the community, including those typically under-represented in the planning process. This inclusive approach has informed a considered response in the development of the proposal. A range of activities has been undertaken, including:

- Community masterplan and themed workshops
- Specific area focused resident workshops
- Consultation exhibitions
- Surveys (written and online)
- Public Webinars (online)
- Drop in events
- Regular tours of the Site for the public and local amenity groups
- Engagement with local primary and secondary schools and youth clubs

► *Refer to the Statement of Community Involvement (EC.PA.33).*



## 4.1 Introduction

### Beyond traditional engagement

As part of ECDC's priority to invite meaningful feedback, a wide variety of bespoke platforms and accessible strategies were developed to engage with the community.

Over 100 online, in-person, and hybrid consultation events, activities and exhibitions were held across the local area and on the Site throughout development of the proposals. ECDC has been keen to reach seldom-heard voices. Involving young people, older people, people with disabilities and those from diverse backgrounds in the process has ensured broad representation and a genuine listening process.

#### Conversation Corner

Between 2020 and 2021, the community's input informed the vision and masterplan guiding principles. A dedicated consultation hub, Conversation Corner, was opened in 2022 to serve as a permanent space to display emerging designs and prompt community feedback.

Following its success in 2022, Conversation Corner moved to a larger venue in 2023 and continued to showcase the emerging proposals through exhibition boards, models, animations,

visual aids and brochures. Staffed by members of the ECDC and the wider Project Team, it proved instrumental in encouraging thousands of local residents to drop in and engage with the proposals.

#### Community Hub

In 2022, ECDC opened a new Community Hub adjacent to the Site on Aisgill Avenue. Beyond its community functions, the Hub hosts pop-up events both during and outside consultation periods to gather local feedback and direct people to Conversation Corner for more detailed conversations.



1:500 Illustrative model at Conversation Corner





## 4.1 Introduction

In order to engage meaningfully with the local community, ECDC created a host of consultation opportunities for people to input and shape the emerging proposals. These are outlined below:

### Public Realm Inclusivity Panel (PRIP)

Formed out of an initial series of workshops with dozens of young people, older people and those with disabilities, since July 2022 the PRIP has met monthly with the Design Team to shape proposals for public space across the Site.

Members of ECDC and the Design Team have to date spent almost 200 hours working directly with the PRIP and safety panel members, in workshops and Site visits.

### Community masterplan workshops

From March 2022 onwards, 18 collaborative workshops were held, focusing on eight different topics such as:

- What was the wonder?
- The emerging masterplan framework
- Future living, working and playing
- Culture
- Architectural design and context
- Beauty
- Being inclusive

Due to high demand, each workshop in the initial series was run twice, followed by additional workshops on the Phase 1 designs as well as transport and movement. These workshops were open to everyone and attended by a diverse range of voices and representatives from across the local area.

### Focused resident workshops

These workshops included local residents and provided a focus on specific aspects of each of the Site's western, southern, and eastern edges. Each session, run separately, allowed residents to engage in more detailed discussions with the Design Team about how the emerging proposals could meet specific local needs and requests.

### Earls Court Future Programme

This allowed 81 young people, aged 16 to 21, to take part in fun, engaging, activity-based development and employability workshops to improve confidence, communication and skills. They were also invited to give feedback on plans and took part in a design challenge, pitching innovative ideas such as 'The Night Garden' directly to the ECDC team. A number of the programme participants became ECDC Ambassadors, supporting the running of consultation events with the wider team.

Community masterplan workshop





## 4.1 Introduction

### Young City Makers

In partnership with Open City and as part of the Young City Makers challenge, Design Team members led workshops and site visits during 2023 and 2024.

Several of the consultant practices volunteered to work with 11 primary schools across LBHF and RBKC. The objective was to encourage the students to think creatively and explore ideas for the future of Earls Court.

Over 600 students participated, culminating in an open exhibition each year showcasing models and drawings. Prizes were awarded to teams that demonstrated exceptional skills and innovative ideas.



First Place for Modelmaking - Larmer & Sacred Heart Primary School working with ACME, 2023



# 4.1 Introduction

## Overview of design evolution stages

The design evolution of the masterplan can be summarised in three stages. This timeline captures the sequence of design milestones and engagement events that have shaped the evolving proposals.

### Stage 1: Framing priorities

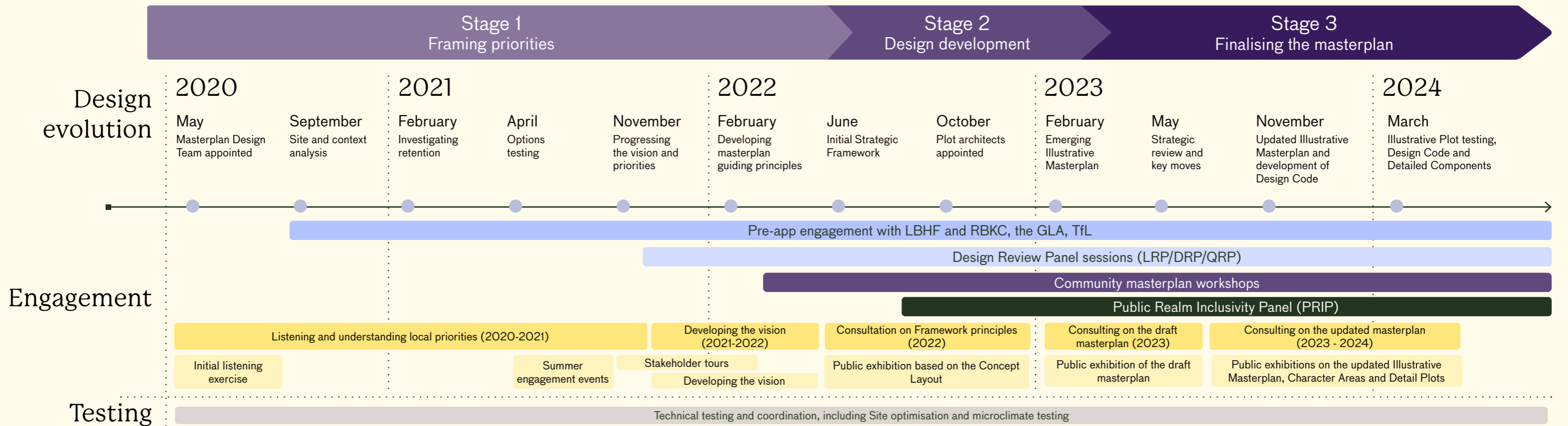
Stage 1 was focused on the Site and context analysis, investigating retention, options testing, and the development of the brief. Principles that underpin the project were developed iteratively through engagement events and community masterplanning workshops, as well as through pre-application meetings with the Local Authorities and statutory bodies. These led to the formulation of the vision, masterplan guiding principles, and key priorities for the Site.

### Stage 2: Design development

Stage 2 formalised the principles of the masterplan into a concept layout that was shared with the public for the first time in Summer 2022. Engagement continued to feed into the emerging design. The Public Realm Inclusivity Panel was launched, and Conversation Corner opened to help shape the emerging designs. Plot architects were appointed for the Phase 1 detail designs and a more evolved masterplan, including proposed Character Areas, was presented to the public in February 2023.

### Stage 3: Finalising the masterplan

In Stage 3, the Character Areas were refined and plot designs were integrated into the wider Illustrative Masterplan. These were shown again to the public in November 2023, and March 2024. More detailed pre-application meetings and regular Design Review Panels took place during this time.





May 2020 - June 2022

## 4.2 Stage 1: Framing Priorities

### Public engagement

Early listening and extensive conversations helped define the vision and key priorities to bring back the wonder to Earls Court, open up the Site, create a showground of ingenuity, and a better piece of city.

#### Initial listening exercise

March 2020 - July 2020

A number of initiatives were undertaken at this stage to better understand local sentiment. Global placemaking consultancy Wordsearch Place conducted a series of interviews with various stakeholders and community representatives. Communication agency Comres undertook opinion polling among local residents. ECDC held introductory stakeholder meetings, a community open morning, and workshops. Feedback during this stage revealed top local priorities to be open green space and planting, followed by cultural facilities, places to eat and drink, and improved walking and cycling routes.

#### Summer fun days

August 2021

Three family-oriented outdoor events were held at Warwick Road Apron and Mund Street Green to collect community feedback in a fun and relaxed setting. These included outdoor games, live music and children-oriented events.

These events were an opportunity to showcase emerging masterplan guiding principles for the Site. An online survey helped ECDC and the

Design Team understand local priorities and inform the community about the Site's potential. Open green space continued to feature as a key priority, along with housing, leisure, and retail. Connectivity was also highlighted as a crucial local issue.

#### Stakeholder tours

September 2021 - May 2022

Given that many had not seen the Site since the Exhibition Centres were demolished, various local community and amenity groups were invited to visit the 'Table structure' (the deck covering the West London Railway Line). This allowed people to experience panoramic views of the Site, understand the complex level changes, and see the benefits of improved local connections. The groups were then asked to comment on the eight masterplan guiding principles, which were established through collected local feedback.

#### Developing the vision, online and in-person activities

November 2021 - May 2022

During this period, ECDC worked with placemaking consultant MindFolio to help establish a vision for the Site in line with stakeholder and community feedback. Four in-person events, a webinar, and an online survey introduced ECDC's vision and four key priorities, refined from the initial eight masterplan guiding principles. Feedback showed strong support for the vision "To bring the wonder back," emphasising the desire for new open green spaces, improved east-west connections, and the inclusion of cultural activities such as creative art, food, music, and theatre.



Summer fun day at Warwick Road Apron

## 4.2 Stage 1: Framing Priorities

### Focused group sessions

October 2021 - June 2022

Within this phase of engagement, ZCD Architects was appointed by ECDC to facilitate and lead workshops with older people, young people, those with a range of access needs and parents of children with severe disabilities. The sessions focused on understanding people’s lived experiences of the local area through mapping exercises which helped shape the emerging public realm and landscape brief. The groups discussed and defined a range of activities and uses that could be hosted within the park, places and open spaces.

This process led directly to the establishment of the Public Realm Inclusivity Panel, with a number of the PRIP members coming directly from the groups that were engaged.

### Community masterplan workshops

February 2022 - May 2022

From February 2022, a series of monthly community masterplan workshops were held to gather aspirations for the Site. An average of 30 people attended each session, including local residents and business owners.

Led by Kanda/Iceni as a facilitator and attended by ECDC and the Design Team, the workshops focused on different themes such as the future of living, working, culture and public space. Guest speakers were invited to provoke the discussion and break out groups carried out focused tasks around annotating plans and defining spatial priorities.

The first set of workshops asked what ‘wonder’ meant to people, what it could mean for the Site and what success could look like. At the workshops, participants reiterated support for the vision and emphasised improving east-west connections to Earl’s Court station and creating new employment opportunities. Key feedback prioritised more green space, better connectivity, and the retention of historic buildings and structures.



Community workshop 2022



Masterplan workshop participation, March 2022



May 2020 - June 2022

## 4.2 Stage 1: Framing Priorities

### Local Authority and stakeholder engagement

Initial meetings held between 2020 and the summer of 2022 invited feedback and early thoughts from the Local Authorities and key stakeholders.

#### Early pre-application engagement with RBKC and LBHF

September 2020 - June 2022

Initial pre-application meetings with RBKC and LBHF introduced ECDC and the Design Team, provided an overview of the early aspirations for the Site and encouraged the officers to share their views for future development.

Separate pre-application meetings were held with RBKC and LBHF. These were focused on the evolving vision alongside the massing principles, heritage considerations, open space delivery, the land use mix, and cultural offer.

#### Engagement with the GLA

October 2020 - June 2022

Initial pre-application meetings with the GLA focused on strategic matters and the key design principles. These meetings expanded into joint meetings with the two boroughs in attendance. Discussions focused on the evolving land use mix, the building heights strategy and the open space quantum.

#### Transport for London (TfL)

November 2021 - June 2022

Engagement with TfL established early principles for movement through the Site, maintenance of rail lines, and options for improving the setting of the Lillie Road Bus Facility as well as the approach to stations. Engagement also confirmed the requirements for access to TfL assets throughout earlier construction phases to maintain operations.

#### London Review Panel (LRP) meetings

15 December 2021 / 25 May 2022

In 2021 and 2022, the GLA's London Review Panel (LRP), consisting of Mayoral Design Advocates (MDA's), convened to review progress on the emerging 'masterplan guiding principles'. The LRP expressed broad support for the emerging principles and encouraged a unified approach to the Site that reflected a borough-blind design response. The design-led approach and the aspiration to provide a wide variety of uses, extensive green open space and a variety of cultural venues across the Site, were supported.

#### Mayor's Office for Policing and Crime (MOPAC)

October 2020 - November 2021

Engagement with the Mayor's Office for Policing and Crime (MOPAC), the occupiers of the Empress State Building, helped establish security constraints associated with any proposals alongside the south-western boundary of the Site. Their feedback informed a considered approach to access from the Lillie Road Bus Facility.

Four priorities emerged, centred around a vision 'to bring the wonder back to Earls Court'.



1. Open up the former Exhibition Centres Site for the first time in 150 years - giving back to local communities.



2. A showground of world-class ingenuity - celebrating its legacy and history.



3. Create a better piece of city - a blueprint for future generations.



4. Addressing the climate emergency - an ambition to go beyond net zero.

# 4.2 Stage 1: Framing Priorities

Eight emerging ‘masterplan guiding principles’ started to shape the layout of the masterplan.

Over the course of Stage 1, The Earls Court Development Company (ECDC) and the Design Team formulated a set of eight masterplan guiding principles. These principles helped to underpin the masterplan design process and formed the basis of emerging proposals. The principles were discussed and developed alongside conversations with the Local Authorities and the GLA.



1. Create an exceptional place that maximises benefits for all



5. The most connected place, open and accessible, helping to make city life more equitable



2. Amplify nature, our emotional hero, our golden thread



6. A continued heritage of world-class ingenuity for Earls Court, London and the UK



3. A blended use environment, spaces working hard to deliver economic, social and environmental responsibility



7. Welcome and surprise, bringing back the Earls Court wonder



4. A resilient Strategic Framework that can adapt to future needs and deliver principles of a circular economy



8. Creating a sense of place from day one, living our values

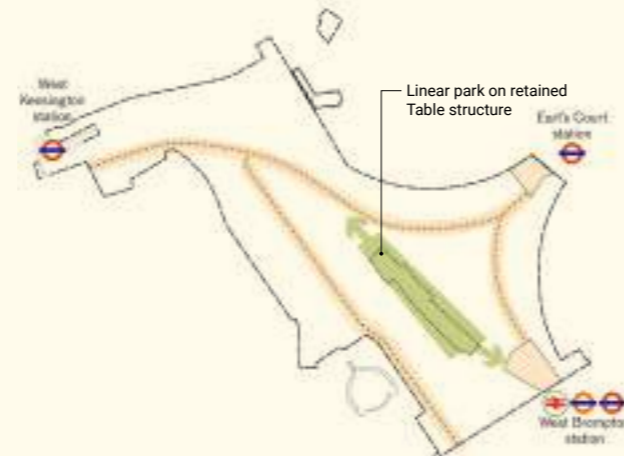
# 4.2 Stage 1: Framing Priorities

## Nature and open space

During this period of design evolution, the ambition for a landscape-led approach was established. A network of public open green space were embedded along key routes.

Early engagement highlighted the significance of public open space, and initial design studies began to identify the components of the early public realm strategy, as follows:

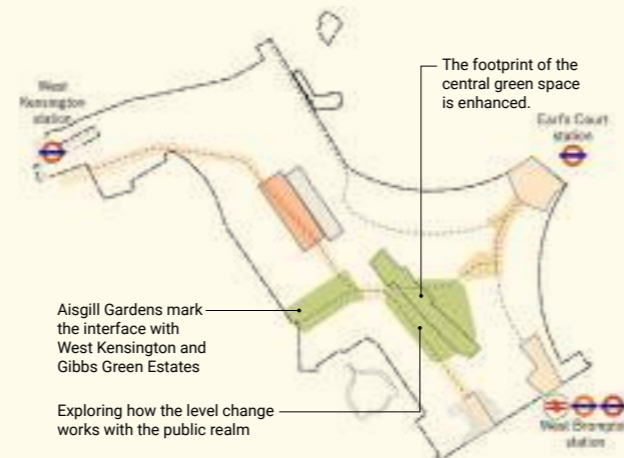
- Threshold squares emerged as important gateway moments that open up the Site and address air quality and microclimate at key entrances.
- The proposal for green space above the reused Table structure evolved from a linear park into a focal green space at the heart of the scheme, known as the 'Table Park'.
- Early aspirations to retain and reuse structures where possible were well received by the local community. The proposed transformation of the Train Shed at Lillie Bridge Depot inspired the proposal to create Lillie Sidings Square.
- The importance of creating an inviting interface with the West Kensington and Gibbs Green Estates influenced the creation of a community-focused green at Aisgill Gardens.



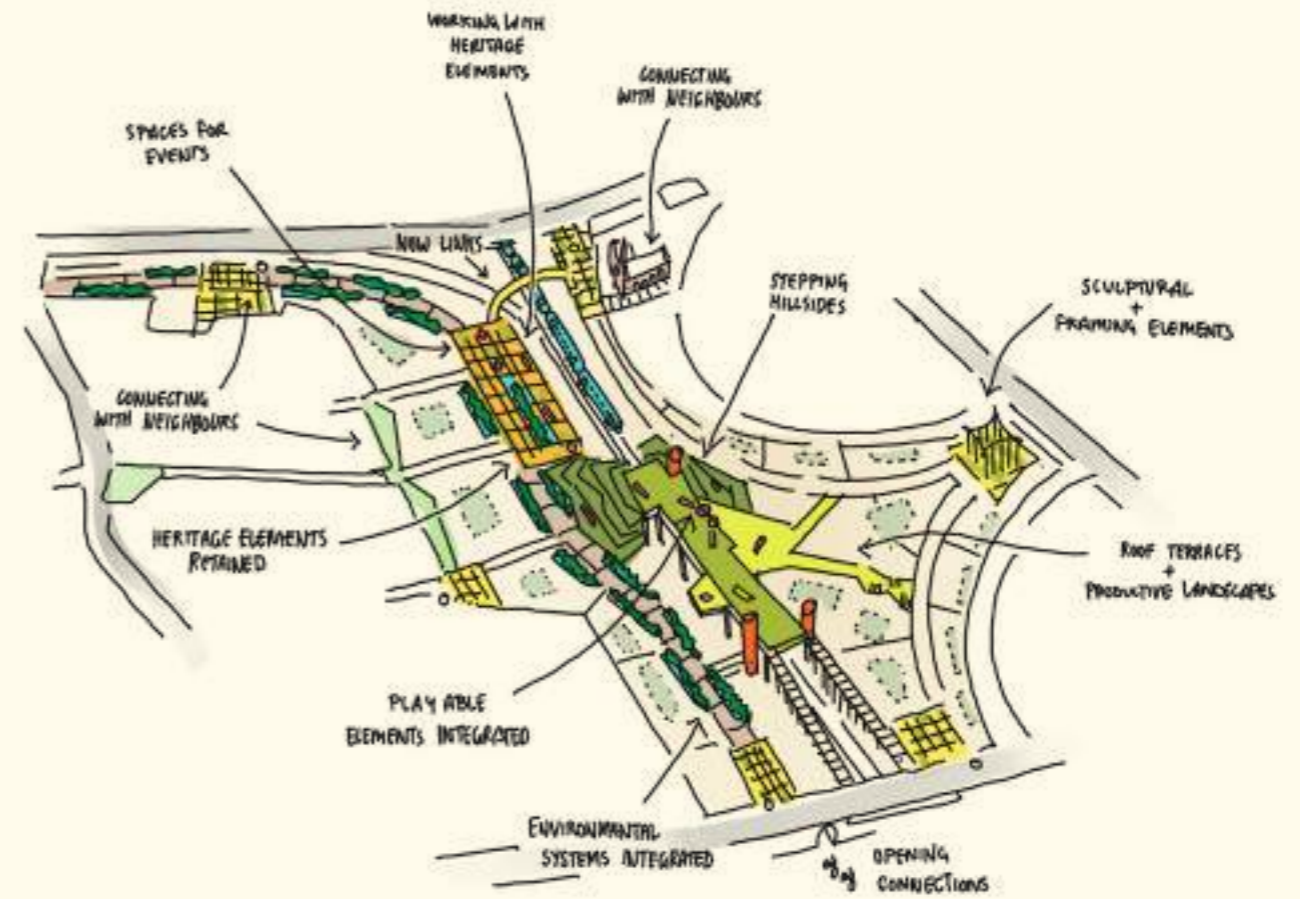
Public feedback identified two key routes, and the desire for a central green open space.



Further options testing explored ways to maximise the green space, addressing opportunities to create a square next to the Train Shed.



The threshold squares marking entrances were refined and Aisgill Gardens became a vital interface with the community of the West Kensington and Gibbs Green Estates.



Sketch exploration of the public realm framework and ways to harness landscape to navigate the Site's levels



Early concept sketch showing the potential reuse of the Train Shed and the creation of Lillie Sidings Square



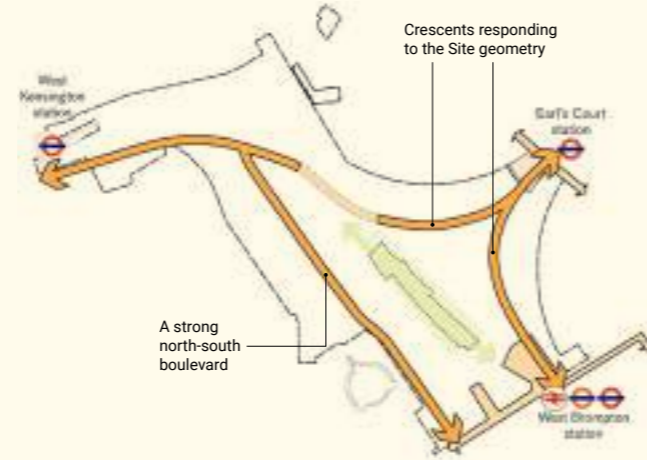
# 4.2 Stage 1: Framing Priorities

## Movement and hierarchy

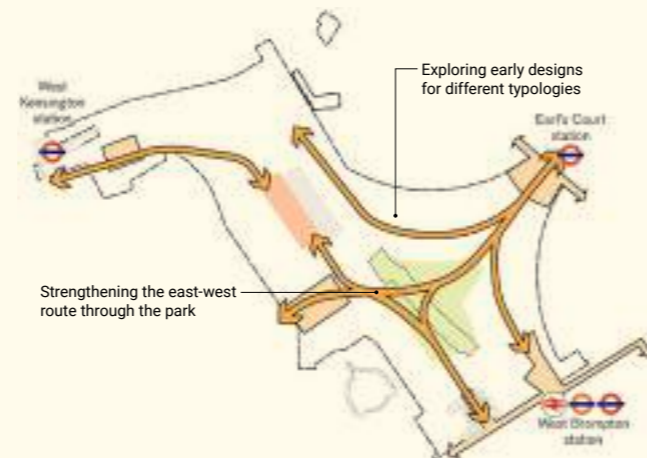
Engagement feedback highlighted the desire for an east-west and north-south public route to be provided through the Site.

Early engagement helped establish the importance of weaving the Site into its context. Hundreds of conversations were held with local residents around all edges of the Site and beyond, and key priorities emerged, including:

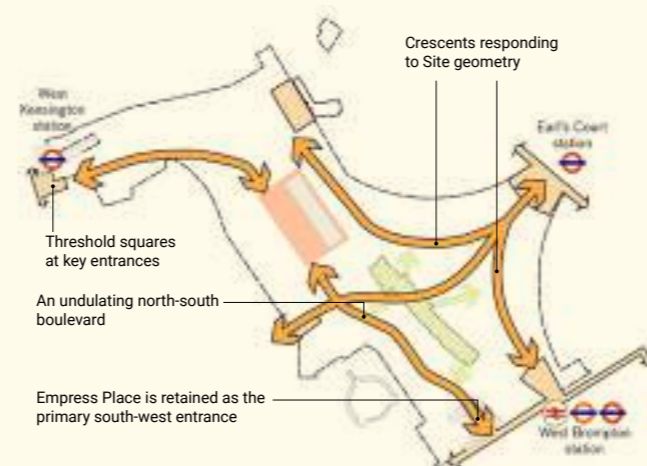
- The creation of a clear east-west connection between Earl's Court station and the West Kensington and Gibbs Green Estates.
- Connectivity along a north-south axis from West Kensington station, through Empress Place to Lillie Road and West Brompton station.
- Enabling movement across different levels and over the Table, which became a core feature of the Proposed Development in later stages.



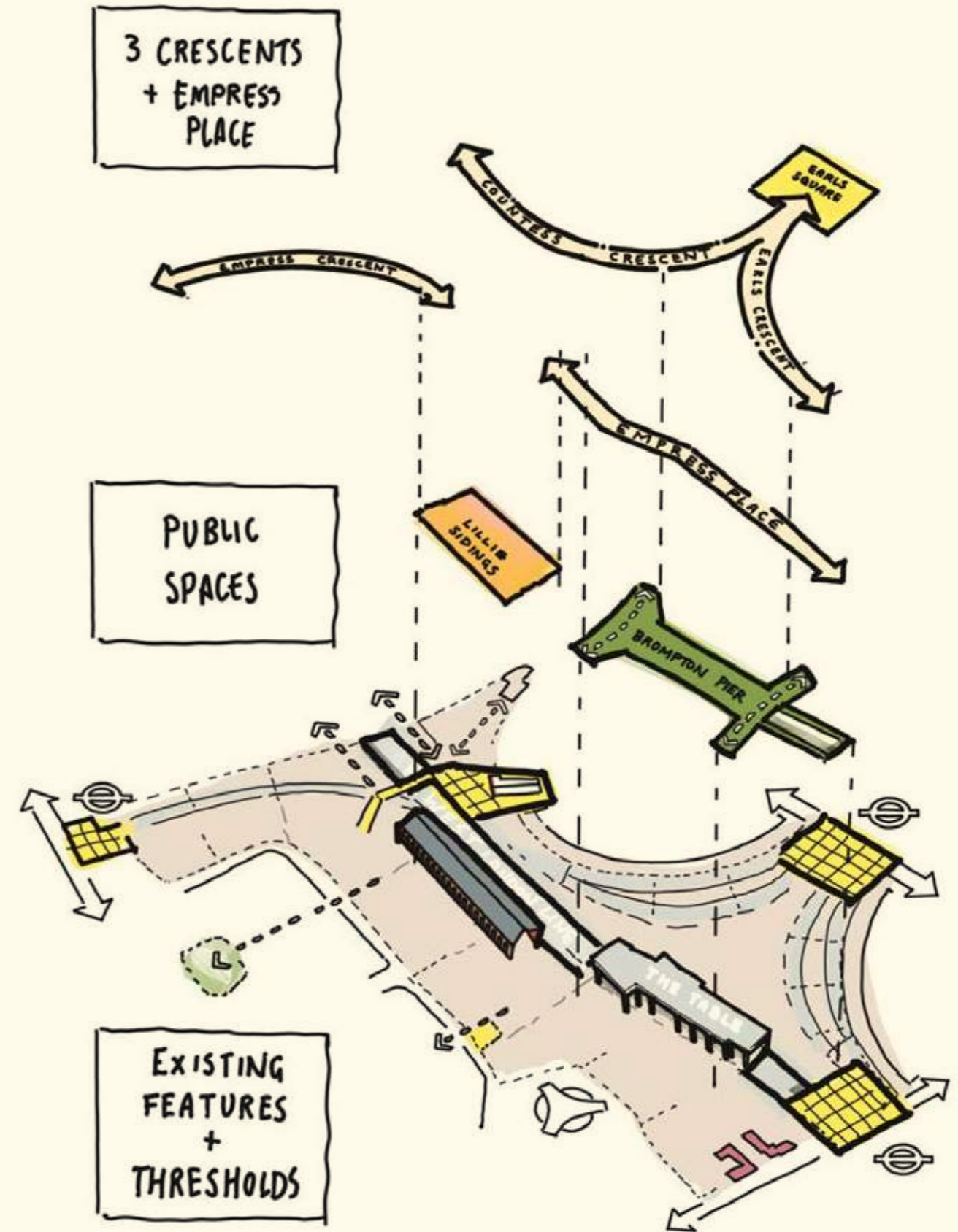
The movement strategy prioritised the crescents and north-south route.



The east-west link over the Table structure emerged as a fundamental new connection.



Lillie Sidings Square became a focal point on the north-south axis.



Conceptual diagram showing the public realm structure of the emerging concept layout

# 4.2 Stage 1: Framing Priorities

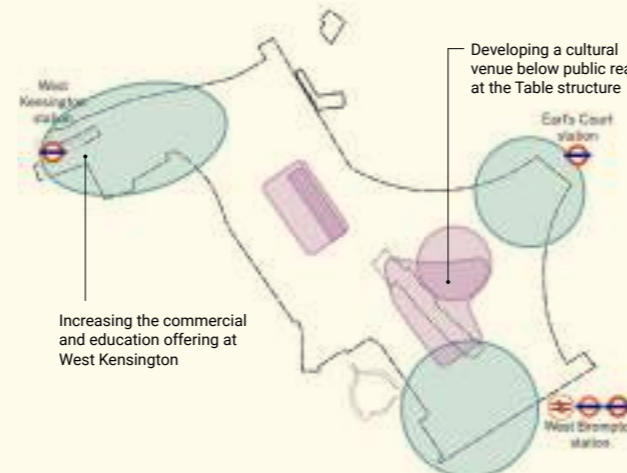
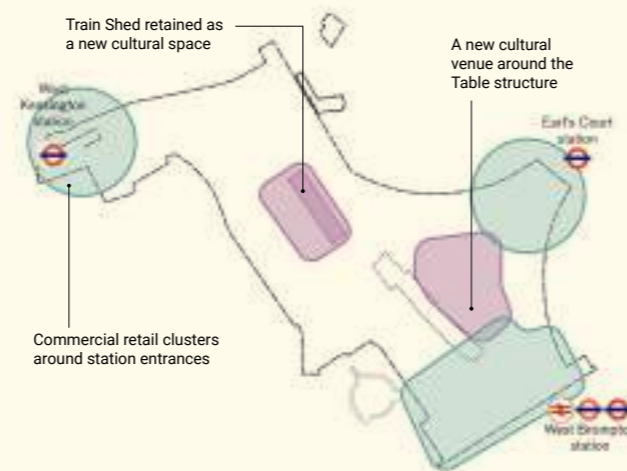
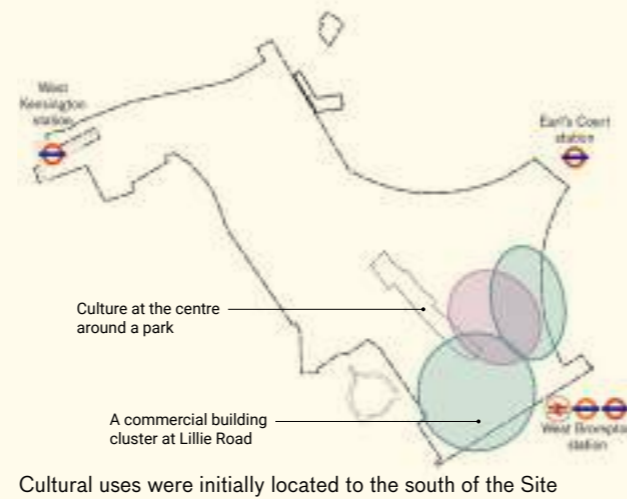
## ■ Uses and clusters

In tandem with public engagement, early design studies explored the location and size of cultural venues, and the nature of the workspace offer.

The community's interest in seeing culture revived at Earls Court was backed by planning officers and led to an audit by the Design Team of the existing cultural provision in West London. Collaborating with the cultural consultant, Sound Diplomacy, discussions were held with local cultural groups and stakeholders, resulting in the exploration of different cultural venue locations and sizes.

The following design evolution took place:

- An indoor / outdoor venue associated with the Table structure, featuring a sunken amphitheatre.
- The repurposing of the Train Shed at Lillie Bridge Depot and its transformation into a hub for culture, leisure and food.
- Early exploration on establishing a variety of residential typologies and tenures for the Site.
- Commercial clusters emerging near the stations to maximise access to public transport.



Illustrative sketch of the potential repurposing of the Train Shed into a cultural and food destination



Sketches illustrating the potential to integrate a cultural venue under the landscape and to the east of the Table

# 4.2 Stage 1: Framing Priorities

## ■ Built form and townscape

Following extensive contextual analysis of the Site and its surroundings, a stepped approach to built form emerged.

The approach to height evolved as a response to engagement with the community and Local Authorities, as follows:

- Different massing arrangements were tested on the Site to meet the brief.
- The principle of stepping up heights incrementally from sensitive edges was tested through extensive technical analysis.
- Townscape and heritage consultants identified principle-defining views and heritage assets. The Design Team used these insights to test the impacts of massing options.

Two locations were identified as being most appropriate for taller buildings.

- A primary cluster for height was established east of the Empress State Building (ESB), the height of which was used as a benchmark.
- A second cluster emerged along the A4 where the opportunity as a gateway into London enabled a bolder response to height.



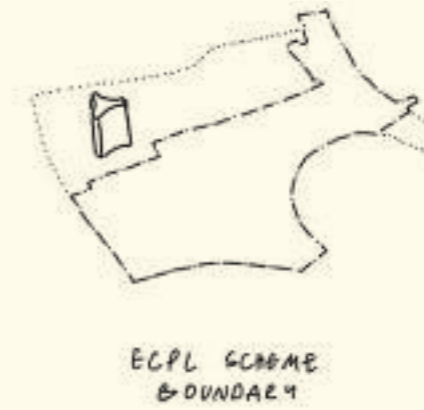
The principle of stepping heights was formalised



Heights shifted towards the Empress State Building



Two height clusters emerged, near the Empress State Building, and along the A4 corridor



Concept sketch of two tall building clusters and tapering heights, comparing the extant consent height diagram with the emerging approach resulting from new Site extents

The approach to density evolved in response to new Site extent and the sensitive edge conditions. In comparison to the existing consent, the reduced Site boundary, now excluding the West Kensington and Gibbs Green Estates, shifted mass westward and into the heart of the Site.

# 4.2 Stage 1: Framing Priorities

## Built form and townscape

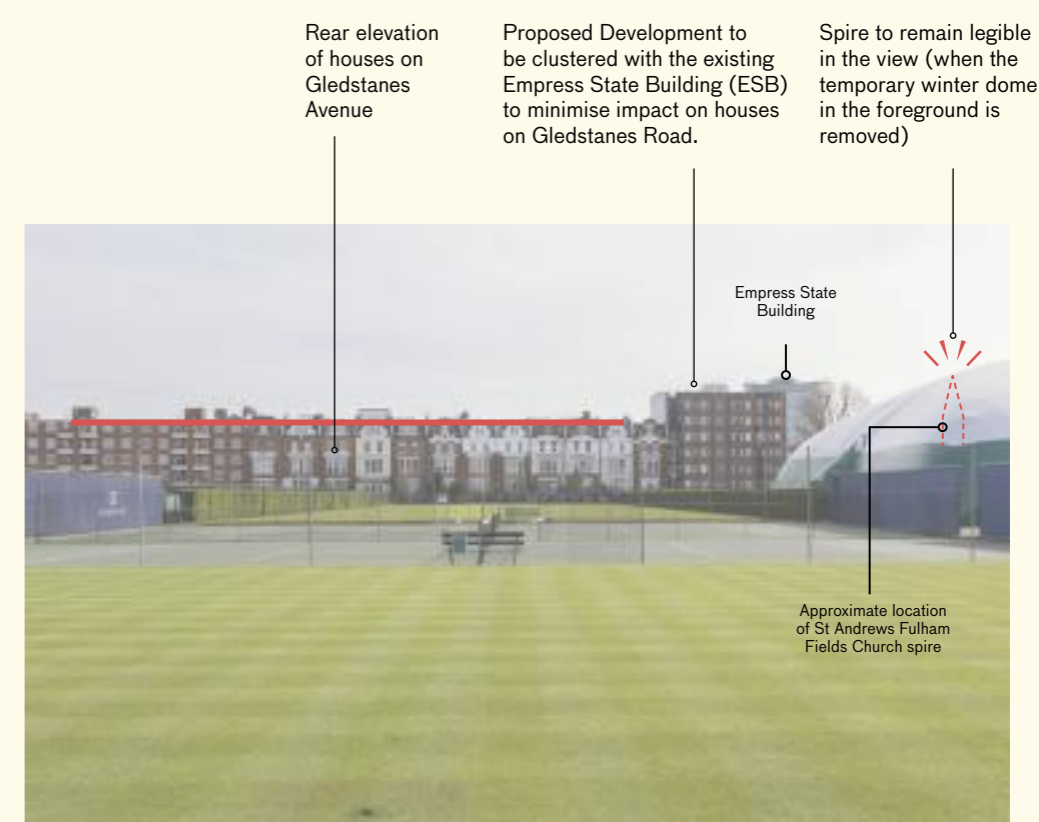
Key townscape views were defined to inform massing principles.

During Stage 1, the Design Team identified a series of key principle-defining views that were used throughout the course of the project to assess townscape impacts of emerging proposals. This page presents early principles associated with the Brompton Cemetery, Philbeach Gardens, Queens Club and Mornington Crescent views.



View from Mornington Crescent - principles

Proposed Development should break up the massing terminating the view and respond the shoulder heights of the existing foreground



View from Queen's Club - principles

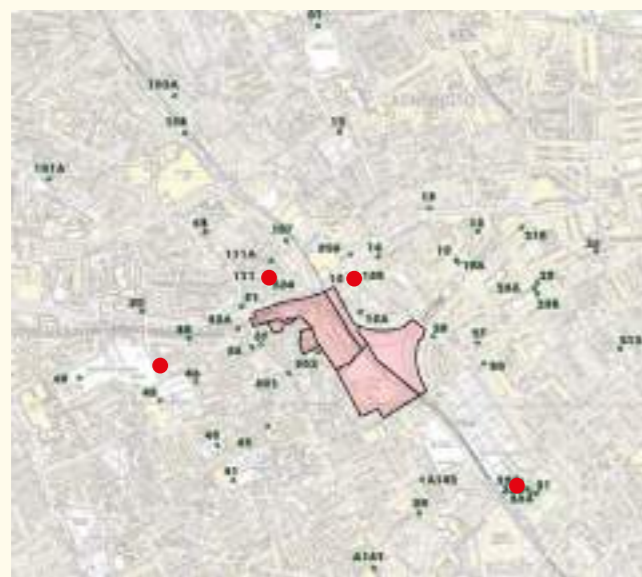
Rear elevation of houses on Gledstanes Avenue

Proposed Development to be clustered with the existing Empress State Building (ESB) to minimise impact on houses on Gledstanes Road.

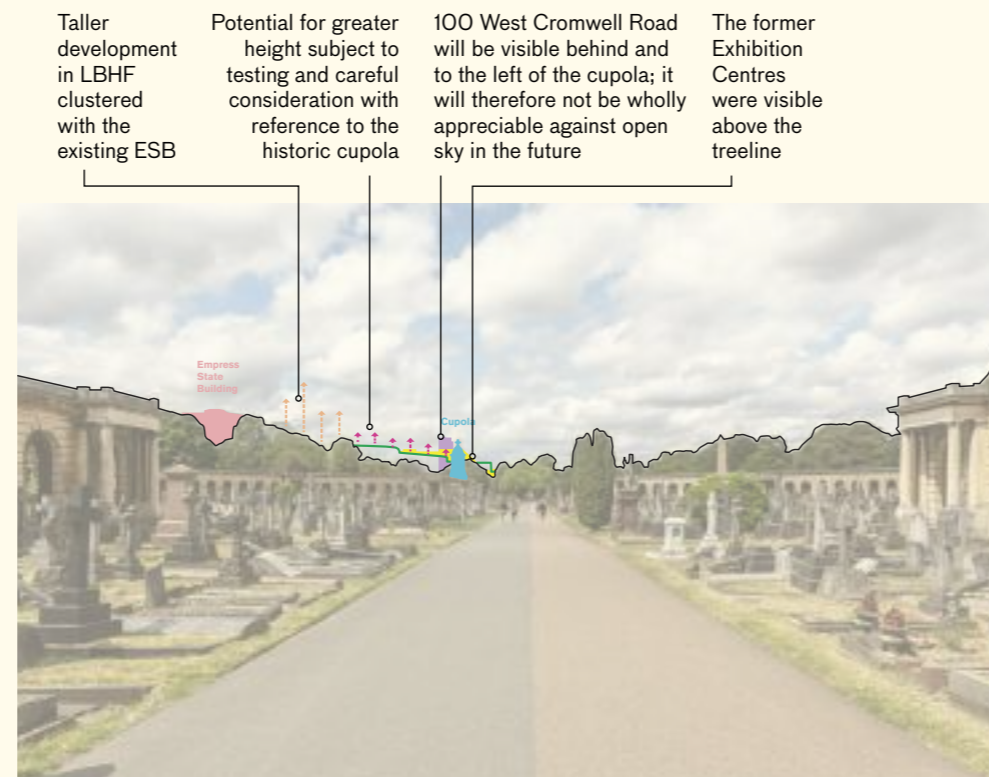
Spire to remain legible in the view (when the temporary winter dome in the foreground is removed)

Empress State Building

Approximate location of St Andrews Fulham Fields Church spire



Map of townscape views across LBHF and RBKC



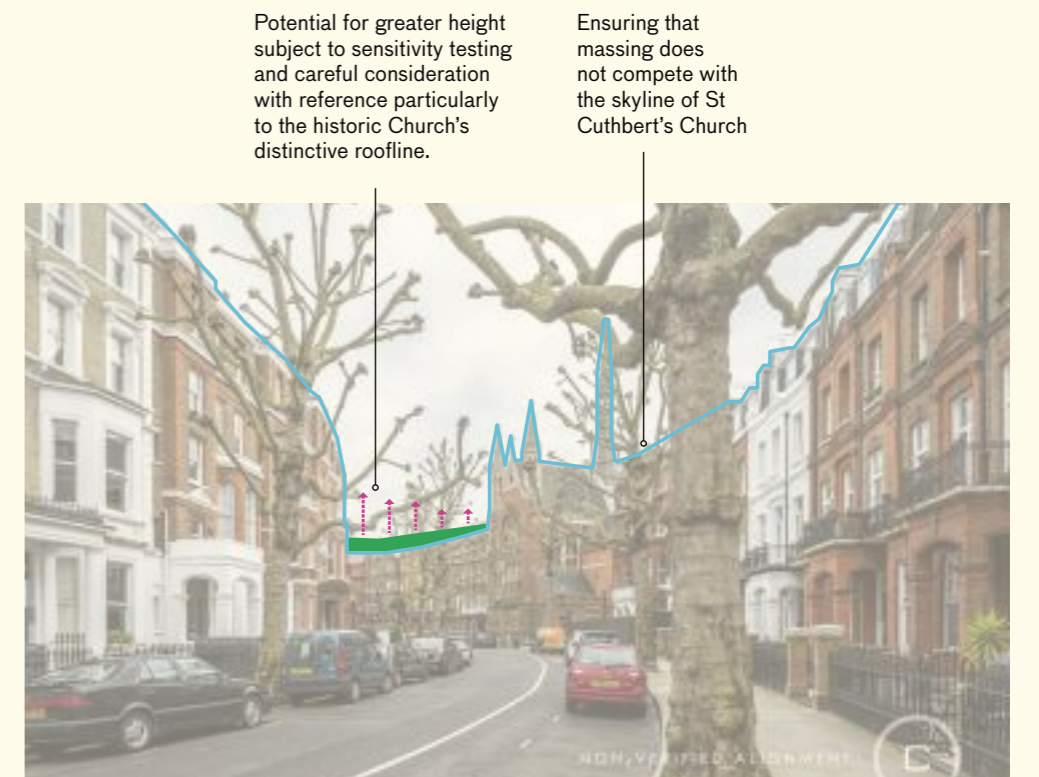
View from Brompton Cemetery - principles

Taller development in LBHF clustered with the existing ESB

Potential for greater height subject to testing and careful consideration with reference to the historic cupola

100 West Cromwell Road will be visible behind and to the left of the cupola; it will therefore not be wholly appreciable against open sky in the future

The former Exhibition Centres were visible above the treeline



View of St Cuthbert's Church - principles

Potential for greater height subject to sensitivity testing and careful consideration with reference particularly to the historic Church's distinctive roofline.

Ensuring that massing does not compete with the skyline of St Cuthbert's Church



# 4.2 Stage 1: Framing Priorities

## Built form and townscape

A design-led approach to built form distribution emerged from the Design Team’s contextual analysis and was informed by policy and stakeholder engagement.

Influenced by the townscape impact, local context, policy, and stakeholder engagement, the Stage 1 process included a thorough and focused evaluation of scale and massing across the Site. This process led to the six principles illustrated on this page. These guided the evolution during the next stages of design.

Respond to primary heritage receptors



Respond to sensitive edge conditions



Create a central cluster



Frame the northern gateway



Mark important destinations



A stepped approach





## 4.2 Stage 1: Framing Priorities

### Built form and townscape

The testing of building typologies resulted in the following architectural approach to the Site:

- EXTEND: new buildings that respond to the height and context of existing neighbouring buildings.
- TRANSITION: buildings of differing heights that provide a stepped transition between the lower-rise and taller buildings on the Site.
- REINVENT: re-purpose existing structures on the Site and introduce taller buildings with a distinct architectural language into the heart of the Site.
- EMPRESS STATE AREA: a group of taller buildings near the Empress State Building.
- A4 AREA: a group of taller buildings near the West Cromwell Road.



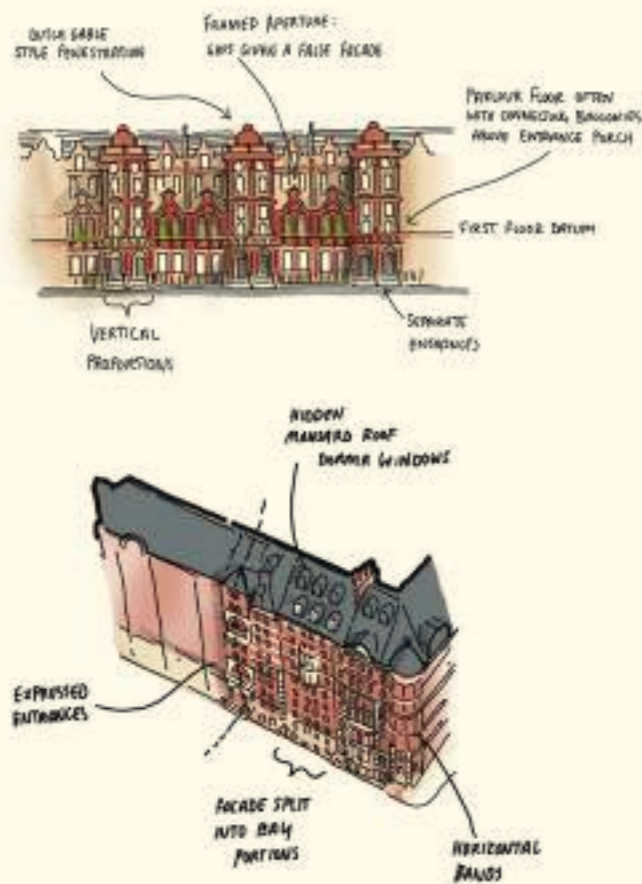
Diagram outlining the approach to stepped heights across the Site

# 4.2 Stage 1: Framing Priorities

## Built form and townscape

Learning from local architecture in LBHF and RBKC informed the approach to contextual typologies.

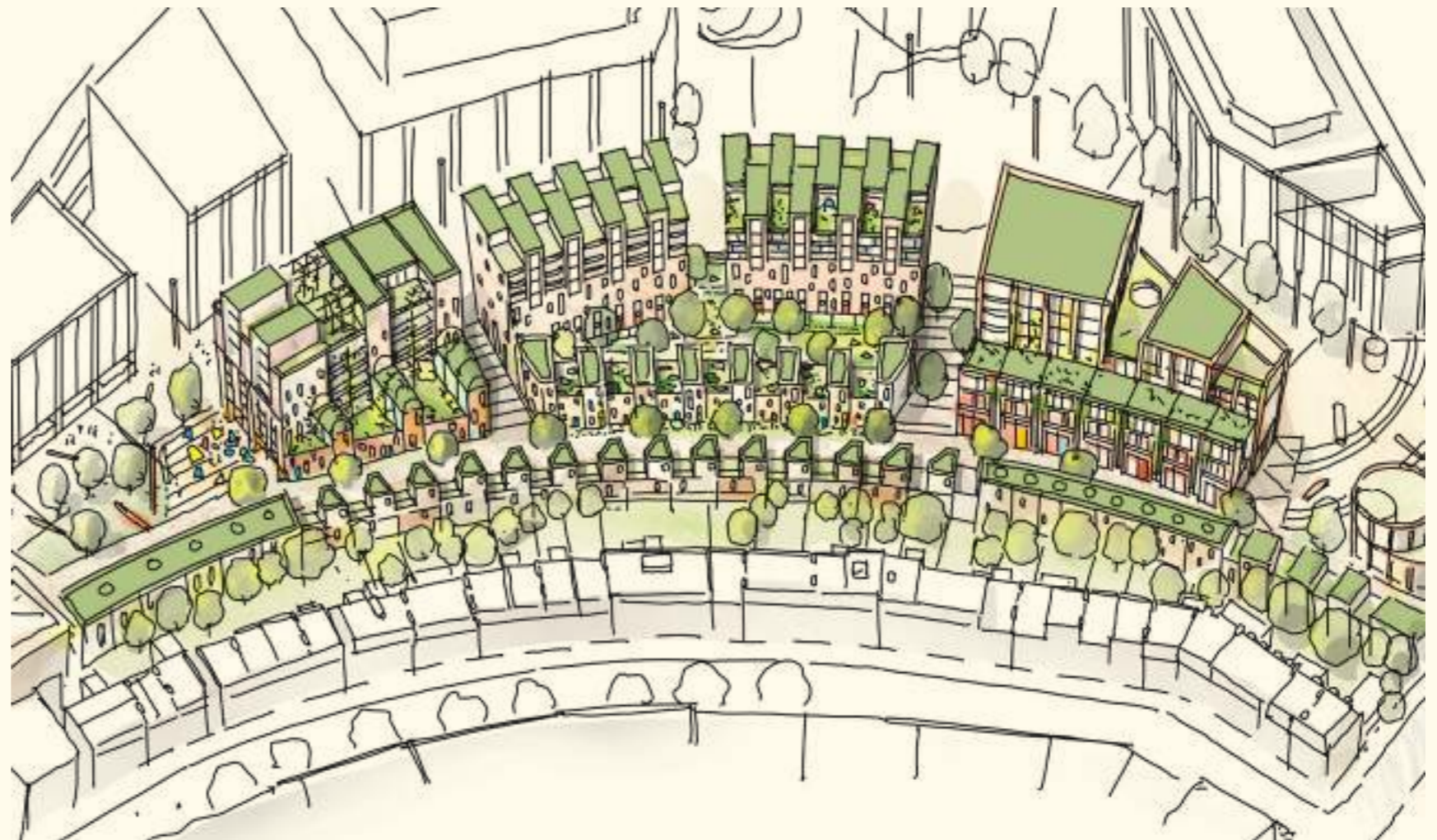
The following sketches demonstrate some of the extensive analysis carried out of existing building typologies and architectural character, to inform the approach across different parts of the Site.



Examples of process sketches capturing key features of local building typologies, such as the mansion block and terrace houses.



Illustrative sketch of the plots framing the central open space



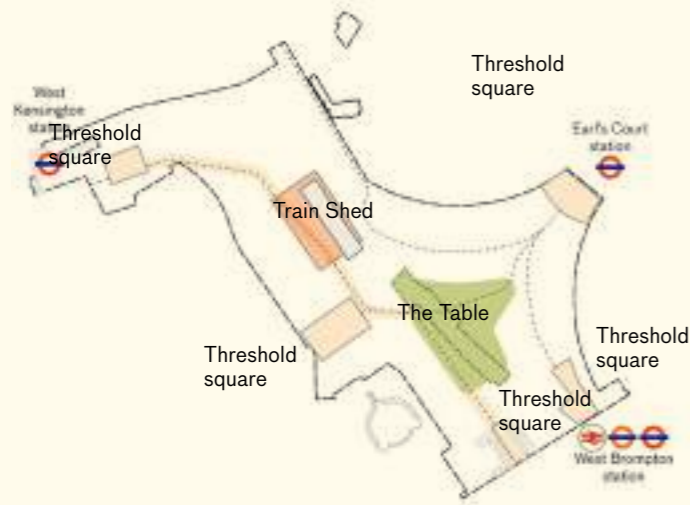
Illustrative sketch of the plots adjacent to Eardley Crescent

# 4.2 Stage 1: Framing Priorities

## Summary of design evolution

The masterplan guiding principles and priorities were established collaboratively, in response to early engagement feedback, resulting in key moves summarised below.

### Nature & open space



Early public consultations and meetings with planning officers and the GLA highlighted the need for well-considered public open space, with landscape arranged to encourage community gathering and flexible uses. This resulted in the following:

- A Table Park that uses the retained Table structure to create a publicly accessible level change.
- The repurposed Train Shed and the creation of Lillie Sidings Square to create anchors north of the Table.
- Threshold squares to mark the entrances into the Site, creating a key role in inviting people in and improving air quality.
- Aisgill Gardens as a vital interface with the West Kensington and Gibbs Green Estates.

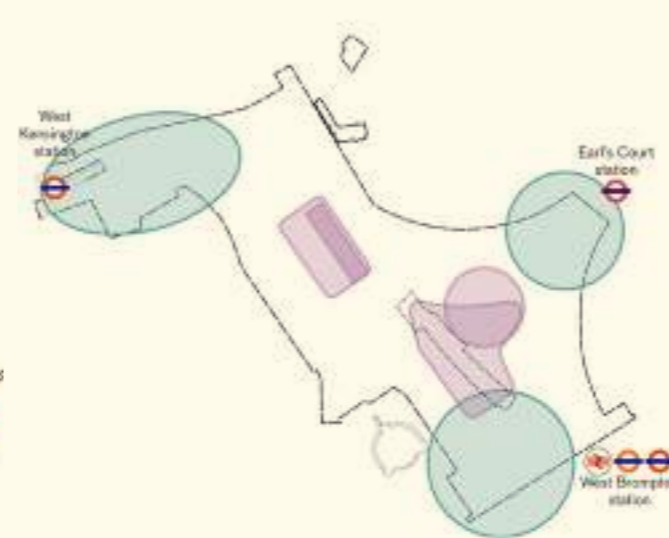
### Movement & hierarchy



There was a clear interest from local residents and planning officers to create a north-south and east-west connection that would stitch into neighbouring communities and link to transport hubs. This resulted in the following:

- A primary north-south connection between Empress Place and West Kensington station.
- An east-west connection that navigated the levels and linked Earl's Court station to Aisgill Avenue.
- The retention of the Table structure to enable movement across the Site and over the West London Railway Line.
- A pedestrian-focused public realm.
- A peripheral street network for vehicular movement and servicing that enables a car-free public realm within key open spaces of the Site.

### Uses & clusters



The vision to bring back the wonder, alongside policy support for a provision of culture and commercial uses on the Site, led to the following:

- Two cultural venues located adjacent to the Table and Lillie Sidings Square.
- Three workplace clusters established key gateways next to the stations.
- Early development of the location and type of housing mix.
- Exploring variation of housing typologies across the Site.

### Built form & townscape



Contextual and technical analysis influenced the emerging approach to the distribution of different building typologies across the Site as follows:

- A stepped approach from the sensitive neighbouring context informing the distribution of built form.
- A variety of building typologies based on local and technical analysis.
- Two clusters of taller buildings emerged, framing the Table and along West Cromwell Road.
- Alternative massing and height distribution studies, balancing density and open space, in response to microclimate testing and townscape views.





May 2020 - June 2022

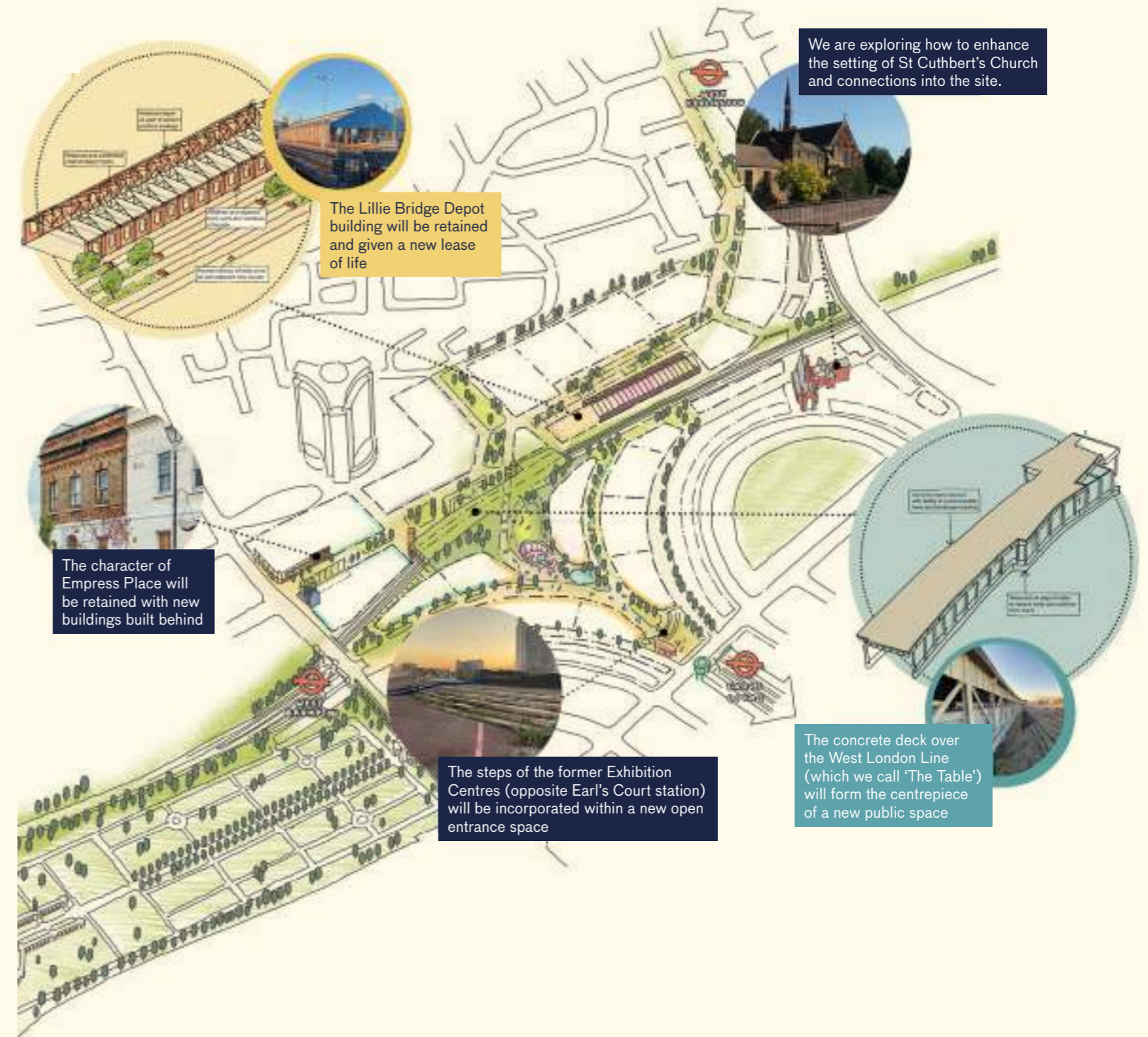
# 4.2 Stage 1: Framing Priorities

## Stage 1 Summary

This stage culminated in the production of the Strategic Framework layout that marked the start of Stage 2, and formed the basis of public engagement in the summer of 2022.



June 2022 framework diagram capturing the landscape-led approach



Illustrative sketch of the emerging proposals, showing an ecological link across the Site



June 2022 - February 2023

## 4.3 Stage 2: Design Development

### Public engagement

The primary focus during this period was consulting on the initial Strategic Framework for the Site. This was the first time the emerging proposals were shared with the public, and feedback informed development going forward.

#### Consultation on initial Framework layout

June 2022 - October 2022

The first public consultation exhibition of the Strategic Framework took place in Conversation Corner, initially located in a retail unit on Lillie Road and staffed by ECDC and the Design Team. The exhibition invited the public to see the emerging conceptual layout for the Site and ensure that the priorities identified in the first period of engagement had been addressed.

ECDC also ran pop-up events, activities and a mobile exhibition to reach the community. 31 events were undertaken in June and July 2022 at various locations such as North End Road market and local stations, culminating in 754 conversations and 1,500 copies of exhibition materials given to members of the public.



One of the exhibition boards presented within Conversation Corner, June 2022

Themes that emerged from the consultation exhibition, surveys and community masterplan workshops:

- 1 Make a place for everyone with green open spaces to enjoy
- 2 Create spaces for culture to reflect the Site's heritage
- 3 Support jobs and investment lacking since the Exhibition Centres closed
- 4 Tell us more about building heights and how you will approach this



June 2022 - February 2023

## 4.3 Stage 2: Design Development

### Community masterplan workshops June 2022 - December 2022

The ongoing workshops, facilitated by Kanda, focused on specific themes with guest speakers to provoke more in-depth conversations and continued to feed into emerging designs. Key outcomes included:

- Discussion on how the history of the Site could influence a new culture offering and included proposals by cultural consultant, Sound Diplomacy.
- Desire for a refined cultural strategy that evoked wonder and brought a range of cultural uses into buildings and the landscape.
- A discussion on green space.
- Approach to height clusters.
- Excitement at the prospect of something happening on the Site.

### Meetings with groups and societies Ongoing throughout all stages

Throughout this period, ECDC and the Design Team regularly met groups representing local residents such as The Earl's Court Society, The Friends of Brompton Cemetery, The Fulham Society, The Earl's Court Area Action Group, The Hammersmith Society and The Kensington Society.

The team also met with local business groups such as The Earls Court Business Forum, Kensington, Chelsea & Westminster Chambers of Commerce, West London Chambers, Fulham BID and others to share the latest proposals,

gather feedback directly and answer questions. Members of the team also attended group committee meetings and organised multiple visits to the Site.

### Public Realm Inclusivity Panel (PRIP) July 2022 onwards

ECDC wanted to create a welcoming and inclusive forum where diverse and seldom-heard voices could participate in the design process. ECDC decided to bring these voices, needs and wishes together to inform the design of the public spaces.

In July 2022, an open invitation was made for applicants to join a new community-led panel which would help to shape the public open spaces on the Site. The Public Realm Inclusivity Panel (PRIP) is formed from a diverse group of local people with a wide range of lived experiences, requirements and support needs.

The PRIP serves as a community review panel working closely with the Design Team to help develop the built form and public realm proposals. The group met on a monthly basis and helped to create the brief for the public realm through collaborative discussion, modelmaking and design exercises. PRIP panel members have expressed the need for a public realm that is:

- An everyday place and an exciting destination.
- Inclusive, fully accessible and works well for people with disabilities, young people, older people and carers.
- Welcoming and embraces difference.

Photos of the Public Realm Inclusivity Panel (PRIP) workshops





It is not easy to include everyone. Nature sometimes might not work with disability. So I created a series of separate spaces:

- The Table [on site] would be used as a multi-use open space for people to sit or enjoy concerts and plays.
- A space for cyclists, skateboarders, and younger people to climb.
- A communal garden for people to share fruit and vegetables, with accessible routes for people with disabilities.
- Quiet spaces for people prone to sensory overload.

Nadine

Examples of outputs produced during PRIP workshops

# 4.3 Stage 2: Design Development

## Local Authority and Statutory Body engagement

As the Design Team engaged with the Local Authorities and the GLA, key aspirations for both placemaking and the 'look and feel' of buildings and open spaces emerged, taking cues from local and London context, as well as more global examples of great places.

## RBKC Draft Placemaking Framework Workshops

From May to August 2022, ECDC was invited to input into RBKC's emerging Placemaking Framework. This was an opportunity to align priorities for the Earls Court Site, focusing on public open space principles and spatial hierarchy.

Workshops were held to discuss themes that stemmed from community conversations: 'landscape-led', 'culture and character', as well as 'sustainability and use'.

Four placemaking priorities emerged for RBKC as identified in the Placemaking Framework, including aspirations to be: 'Public realm first', an 'Exemplar of environmental sustainability', a 'Part of the city', and contain a 'Varied and rich urban life'.



RBKC's Placemaking Framework for the Earl's Court Opportunity Area.



RBKC's consultation process gathering feedback from groups and individuals familiar with the local area.



Key priorities that underpin the Placemaking Framework.

## RBKC Pre-application meetings

Key topics explored with case officers included:

### Public realm network

- Refining the definition of a landscape-led approach to the Site and the scheme.
- Establishing a clear public realm strategy that creates places and connects into and across the Site.

### Neighbourhood structure

- Developing a strategy for the network of streets and spaces within RBKC.
- Establishing busy vs. quiet zones within the neighbourhood, informing the roles and hierarchy of spaces.
- Identifying familiar street typologies in scale and type locally and city-wide.

### Landscape character

- Reframing key concepts of the landscape - creating a mosaic of interconnected open spaces and journeys across the Site.
- Learning from London squares to develop initial concepts for Warwick and West Brompton squares.

### Environmental sustainability

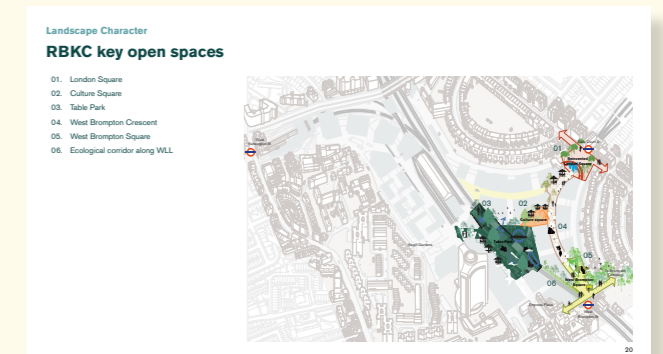
- Discussing exemplar ways to go above and beyond policy targets, and setting them out in a 'sustainability charter'.
- Exploring how an energy strategy could be developed for the Site; considering how energy could be harnessed, shared and potentially connected beyond the Site.



Placemaking Framework Priority 1: Public Realm First



The hierarchy of open spaces



Open spaces and landscape character

# 4.3 Stage 2: Design Development

## LBHF Pre-application meetings

Key topics explored with case officers included:

### Character of key public spaces

- Establishing the 'creative boulevard', which links commercial innovation clusters at Empress Place and West Kensington with a legible route and continuous active Ground Floor uses.
- Ongoing development of the Table Park edge area, incorporating level changes and activating the route using pavilions along it.
- Exploring connections to Mund Street and Aisgill Avenue, and developing Aisgill Gardens as destination play space.

### Uses and the commercial strategy

- Developing the commercial strategy, exploring industry partnerships as well as research and innovation clusters within concept plans.
- Articulating the housing mix and early ideas to create variety of typologies and tenures.

### Massing and articulation of buildings

- Exploring the distribution of heights and open spaces alongside aspiration for world-class culture and innovation.
- Testing the approach to tall buildings against the principles set out in Stage 1.
- Testing the approach to massing and height distribution - balancing density, open space, microclimate and townscape.
- Considering and testing London and European placemaking examples.



LBHF Innovation and economic growth vision



Plan optioneering on the 'Creative Boulevard'



Visioning for the activation of the Table Edge



Exploring activation of edge conditions and key routes

## GLA Pre-application meetings

Key topics explored with case officers included:

### A Landscape-led approach

- Creating a connected network of spaces.
- Developing an approach to ecological corridors and considering the provision of less programmed spaces.
- Integrating play within the landscape.

### Character of key public spaces

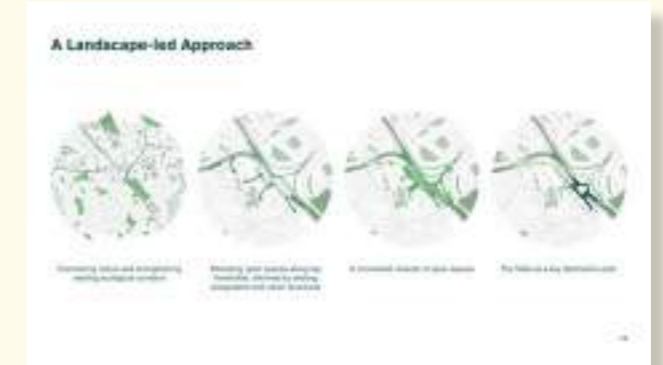
- Developing clearer hierarchy of routes and spaces.
- Establishing a varied landscape character and mix of uses activating the public realm.
- Using pavilions to activate the Table Park edge.
- Framing the 'creative boulevard' as a street.

### Height and massing strategy

- Establishing and refining the approach to two height clusters.
- Exploring feedback for more variation and bolder forms for taller buildings.
- Continuing discussion and refinement of taller buildings in relation to townscape views.
- Ongoing discussion and development of overall height strategy; legibility around open spaces and approach to edge conditions.

### Sustainability strategy

- Developing the sustainability approach, including a 5th generation energy sharing network (a low-temperature ambient loop).



Stitching in the landscape-led approach



Exploring mix of uses and public realm



Evolution of height and massing

# 4.3 Stage 2: Design Development

## Optimising Site Capacity

LBHF and GLA Pre-application meeting on Site Optimisation July 2022

The emerging masterplan was presented in the context of Good Growth aspirations for site optimisation set out in the London Plan 2021, with an emphasis on policies D3 and D9 (an overview is included within Chapter 1 of this document).

Key topics explored with officers included:

- Establishing the policy context for density and tall buildings.
- Setting the Site within the emerging context for density clusters in London.
- Outlining the townscape assessment process employed at Earls Court, and highlighting the absence of strategic view corridors impacting heights on the Site.
- Establishing key height principles and articulating the rationale for tall building clusters.
- Presenting the iterative process of density testing, typology testing, and design development involved in achieving optimum capacity at Earls Court. This process is outlined on the following pages of this section.

## RBKC Quality Review Panels

17 November 2022 / 2 February 2023

Two RBKC Quality Review Panel meetings were held to review the emerging masterplan layout. Panel members commended the aspiration to bring the wonder back to Earls Court and to go beyond net zero, deliver a destination green space, and embrace a landscape-led approach. The panel encouraged the team to increase the scale of the central park in conjunction with a rich mix of landscape areas to support a range of activities.

## Leadership meetings

With both boroughs

The LBHF leadership team reviewed emerging proposals including a blend of London and European-inspired streetscapes, inclusive spaces and exemplary sustainable high rise buildings. The leadership encouraged uses that complement existing innovation clusters in the borough and alignment with LBHF's Industrial Strategy.

Discussions with the RBKC leadership team focused on the priorities from the borough for open space, culture and housing within the Site. A diverse housing mix and balanced distribution of open space were discussed with both boroughs.

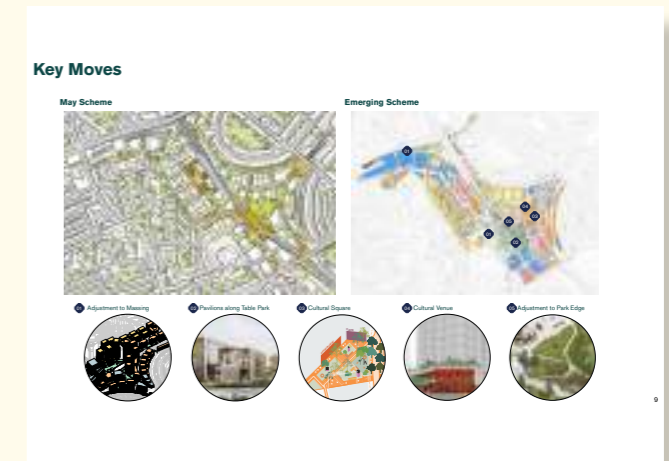
## London Review Panel

18th January 2023

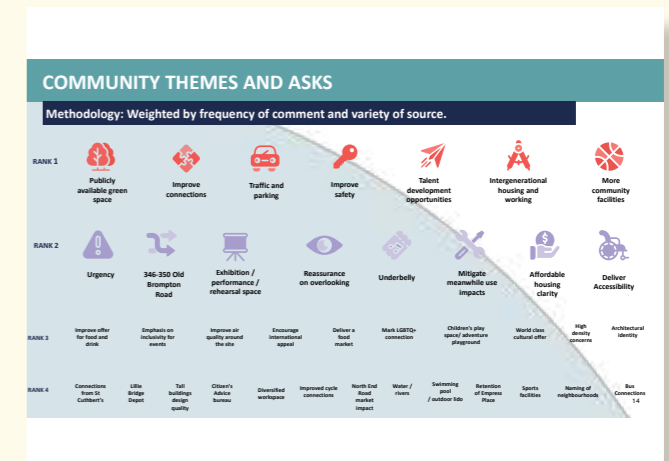
Key topics explored with panel members included:

- Explaining the process of community engagement.
- Establishing the sustainability ambitions of the masterplan
- The development of a connected network of spaces and routes, including the strengthening of the ecological corridor.
- Distributing community amenities and recreational facilities throughout the landscape and into the park.
- Activating the Table Edge with further development of pavilions
- Presenting the approach to heights and height clusters.

The panel was supportive of the approach to community engagement and sustainability. Panel members encouraged further characterisation of routes and spaces, and clarity on ground-floor activation. The approach to heights was supported, and variations in massing encouraged, underpinned by microclimatic evaluation.



Key moves in response to previous feedback and engagement



Community themes and asks



Network of streets and open spaces

# 4.3 Stage 2: Design Development

## An appropriate Site for tall buildings

As set out in the London Plan (Policy D9), tall buildings can form part of a plan-led approach to facilitating regeneration opportunities and managing future growth, contributing to new homes and economic growth.

The London Plan identifies the potential contribution of tall buildings, particularly:

- Tall buildings can make optimal use of the capacity of sites which are well connected by public transport and have good access to services and amenities.
- Tall buildings can help people navigate through the city by providing reference points and emphasising the hierarchy of a place such as its main centres of activity, and important street junctions and transport interchanges.
- Tall buildings that are of exemplary architectural quality, in the right place, can make a positive contribution to London's cityscape, and many tall buildings have become a valued part of London's identity.

Both the existing and emerging Development Plans for the Site (LBHF Local Plan Policy DC3 and RBKC emerging Local Plan Review Policy CD7) set out that the principle of tall buildings in this location are acceptable.

This Site has consequently been identified as a site that is suitable in principle for tall buildings. During the pre-application process, emerging proposals for tall buildings have been rigorously tested using the Policy D9 alongside the more recent London Planning Guidance (LPGs) as a guide to inform wider site optimisation and decision making in order to develop a design-led analysis and response.

The principle of tall buildings being included in the Proposed Development has been supported by RBKC, LBHF and GLA officers throughout pre-application discussions, which have then focussed on the potential number, height and location of tall buildings across the Site.

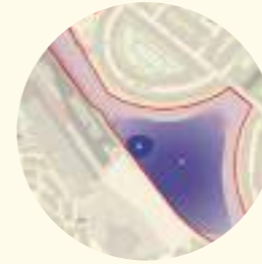
The adjacent summary identifies the context that makes Earls Court particularly appropriate in principle for tall buildings.

### Opportunity Area



- Earl's Court and West Kensington Opportunity Area designation
- Tall buildings can optimise the capacity of the Site
- Ability to deliver tall buildings that have no impact upon LVMF views
- Site character analysis identified the Site is not optimising its potential in its current form

### Site Allocation



- Earl's Court Site allocations for RBKC and LBHF support the principle of tall buildings
- Identified as Site for a significant mixed-use development and tall buildings can optimise the capacity of the Site
- Can assist with placemaking including legibility and wayfinding

### Connectivity



- Public transport connections and strategic connection hub
- PTAL 6 - Excellent

### Extant consent



- Established density and residential quantum of existing consent
- Taller cluster and dense mid-rise principles established

### Existing height



- Former Exhibition Centres and Empress State Building height and scale



# 4.3 Stage 2: Design Development

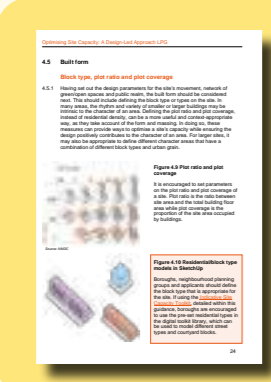
## Building typologies

Reflecting the approach as set out in Optimising Site Capacity: A Design-Led Approach LPG, the emerging building typologies are the result of a rigorous design-led process.

This process explored the residential quality, density and environmental performance of a range of building typologies.

This informed the adoption of a hybrid approach across the Site. Building scale and typology were adjusted to respond to the context and create streets and open spaces that complement the existing and emerging built form.

As described in both the London Plan and the LPG, it is helpful to consider different building typologies in terms of plot ratio, plot coverage and Dwellings per Hectare (dph). This gives a rounded impression of the balance of floorspace and public realm.



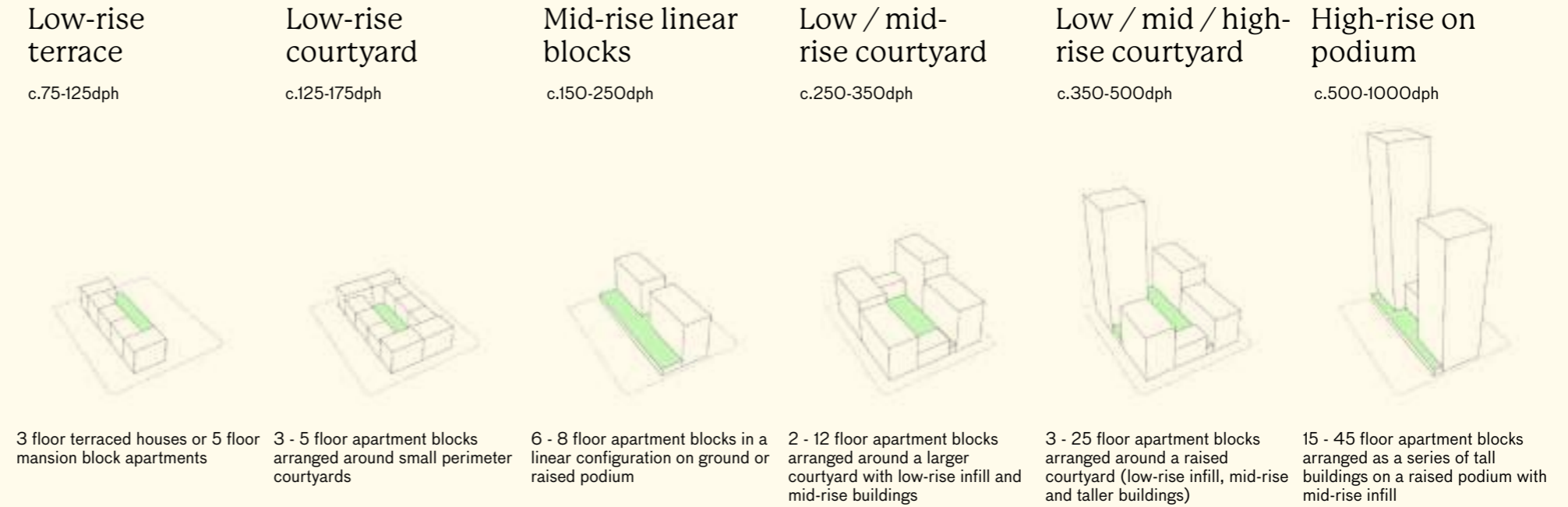
**4.5 Built form**  
Block type, plot ratio and plot coverage  
Having set out the design parameters for the site's residential context, a range of alternative typologies and block types were explored to ensure the site is optimised for the highest quality of residential development. The design process explored a range of typologies, including low-rise terraced houses, low-rise courtyard blocks, mid-rise linear blocks, low-rise courtyard blocks, low-rise courtyard blocks with taller buildings, and high-rise podium blocks. The design process explored a range of typologies, including low-rise terraced houses, low-rise courtyard blocks, mid-rise linear blocks, low-rise courtyard blocks, low-rise courtyard blocks with taller buildings, and high-rise podium blocks.

**Figure 4.10 Residential typology**  
The design process explored a range of typologies, including low-rise terraced houses, low-rise courtyard blocks, mid-rise linear blocks, low-rise courtyard blocks, low-rise courtyard blocks with taller buildings, and high-rise podium blocks.

'Boroughs, neighbourhood planning groups and applicants should define the block type that is appropriate for the site.'

Optimising Site Capacity: A Design-Led Approach LPG

## The typology-testing process



c.100m / c.32 floor Empress State Building

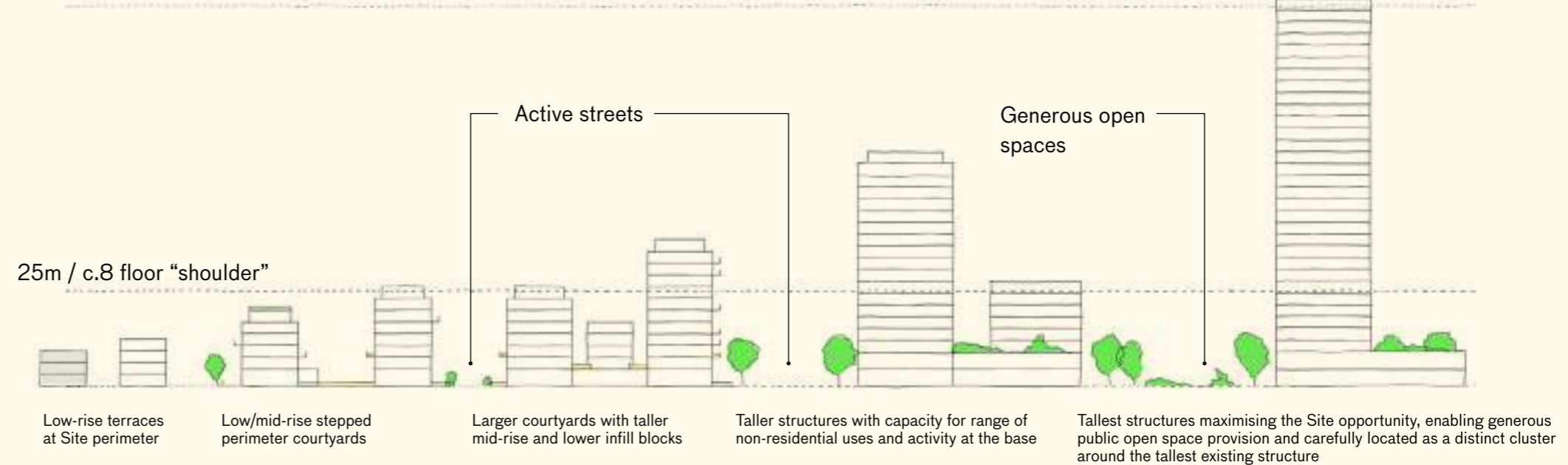


Illustration of the typology-testing exercise carried out in Stage 2.

# 4.3 Stage 2: Design Development

## Capacity for growth

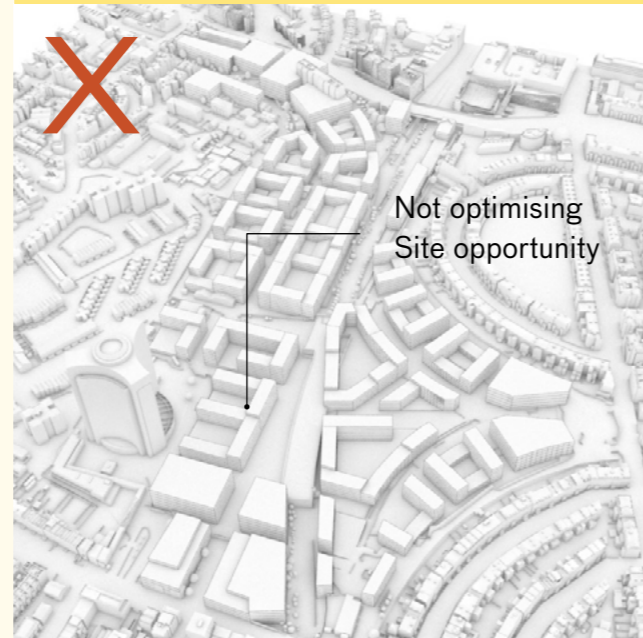
A series of design-led massing studies explored how building typologies could respond to the principles set out in the London Plan Policy D1, D3 and D4, including their impact on the surrounding community.

Key findings of this process were as follows:

- A low/mid-rise residential typology across the Site would not optimise the residential opportunity, would provide a limited spatial variety of buildings and would limit the opportunity to deliver generous open space and a mixture of uses that would create a successful place.
- A consistent tall building typology that simply distributed high-rise development across the Site would similarly limit spatial variety but also introduce potential townscape impacts and microclimate issues.
- A denser mid-rise development might increase floorspace, but would still limit open space opportunity and potentially create sunlight/daylight issues, privacy concerns, amenity constraints.

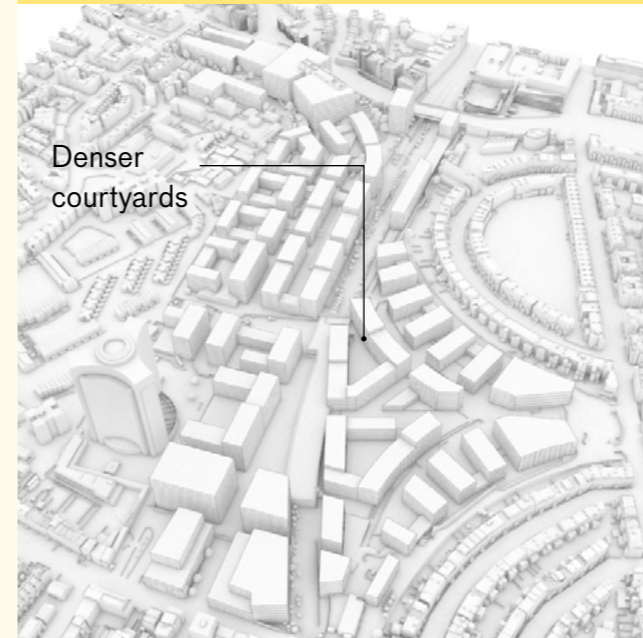
After much rigorous testing and consultation, the most successful approach was one which created a stepped approach to the massing — stepping up from the lower edges towards the middle of the Site, and up to a cluster of taller buildings.

2-6 floor courtyard typology in low/mid-rise courtyard configuration



- Familiar scale to neighbouring existing context
- Responding to sensitive edges
- Not maximising use of Site and range of possible uses
- Limited generosity of public realm

2-10 floor courtyard typology in taller low/mid-rise courtyard configuration (deeper plan)



- Moderate scale of buildings in relation to neighbouring context
- Not maximising use of Site / range of possible uses and limited generosity of public realm
- Potential for adjacency / amenity / sunlight / daylight issues with denser courtyards

2-12 floor courtyard typology in taller low/mid-rise courtyard configuration (increased height)

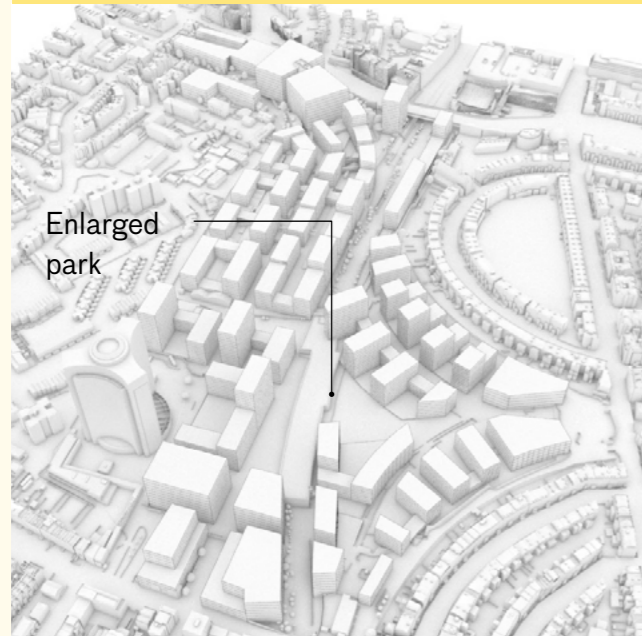


- Moderate scale of buildings in relation to neighbouring context - increasing density but still respecting local sensitivities
- Not maximising use of Site / range of possible uses and limited generosity of public realm
- Potential for adjacency / amenity / sunlight / daylight issues with denser courtyards



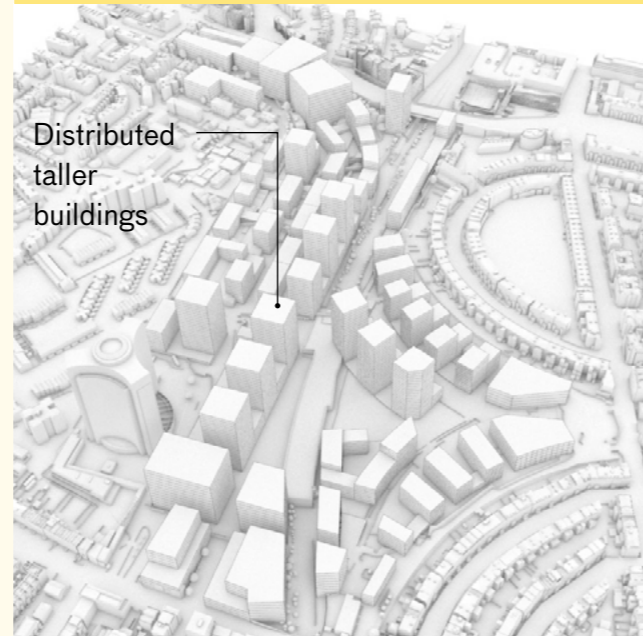
# 4.3 Stage 2: Design Development

2-15 floor courtyard typology in taller low/mid-rise courtyard configuration (increased park)



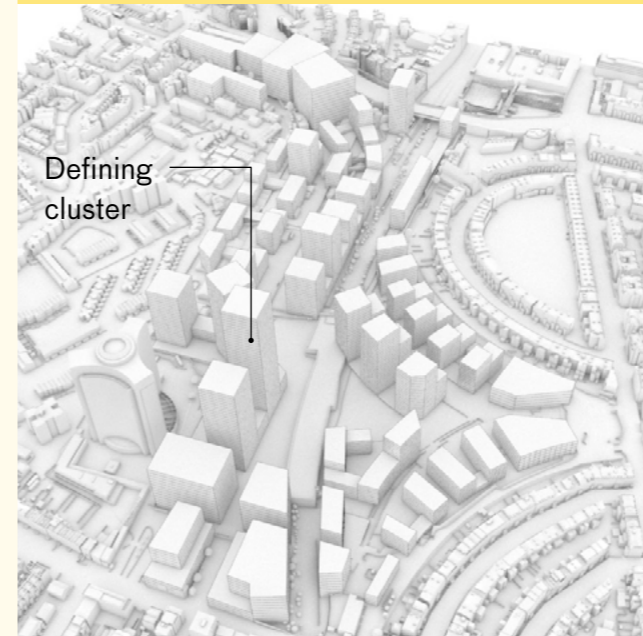
- Moderate scale of buildings
- Increasing scale but still respecting local sensitivities and enlarging public realm
- **Not maximising use of Site and range of possible uses**
- **Potential for adjacency / amenity / sunlight / daylight issues with denser courtyards**

2-20 floor varied typology in low/mid-rise courtyard configuration (with taller buildings)



- Varied building typologies - enhancing spatial diversity and residential mix / range of uses
- Increasing scale but still respecting local sensitivities at edges and enlarging public realm
- **Townscape impact of uniform distribution of taller building height across Site**

2-10/20/30/40 floor varied building configurations (clustered taller buildings)



- Varied building typologies - enhancing spatial diversity and residential mix / range of uses
- Refining scale distribution and still respecting local sensitivities and generous public realm
- Clustering tall buildings adjacent to existing height
- **Detailed townscape considerations required**

2-10/20/30/40 floor varied building configurations (tall buildings and landmark)



- Varied building typologies - enhancing spatial diversity and residential mix / range of uses
- Refining scale distribution and still respecting local sensitivities and generous public realm
- Clustering tall buildings adjacent to existing height and creating landmark focus
- Responding to townscape considerations

Design testing



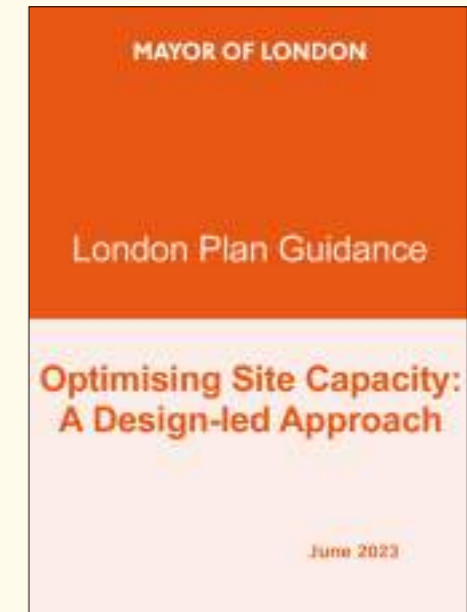
# 4.3 Stage 2: Design Development

## Optimising the Site

In summary, the Site is optimised for capacity and quality by creating a clear cluster of tall buildings, complemented by a variety of typologies.

This enhances both the spatial diversity and residential mix of the Site, whilst respecting local sensitivities, townscape considerations and creating a generous public open space.

Optimising Site Capacity: A Design-Led Approach LPG



Consent

Testing density scenarios

Emerging framework



# 4.3 Stage 2: Design Development

## Testing emerging proposals: microclimate

The approach to scale and massing evolved through the testing of key environmental criteria to assess the optimum balance of height distribution, public realm provision, pedestrian comfort and residential quality, including:

### Proportion of open space

With a landscape-led focus, the optimisation of the public realm and open space was tested and balanced against the location of built form and height.

### Sunlight within the public realm

The built form was tested and shaped to achieve the best configurations of buildings to enhance the sunlight to public open spaces.

### Daylight potential on façades

The arrangement and proximity of buildings was tested and refined to enhance daylight potential on façades.

### Wind comfort within the public realm

Options testing considered pedestrian comfort factors including wind intensity.

► Refer to the Environmental Statement (EC. PA.12).

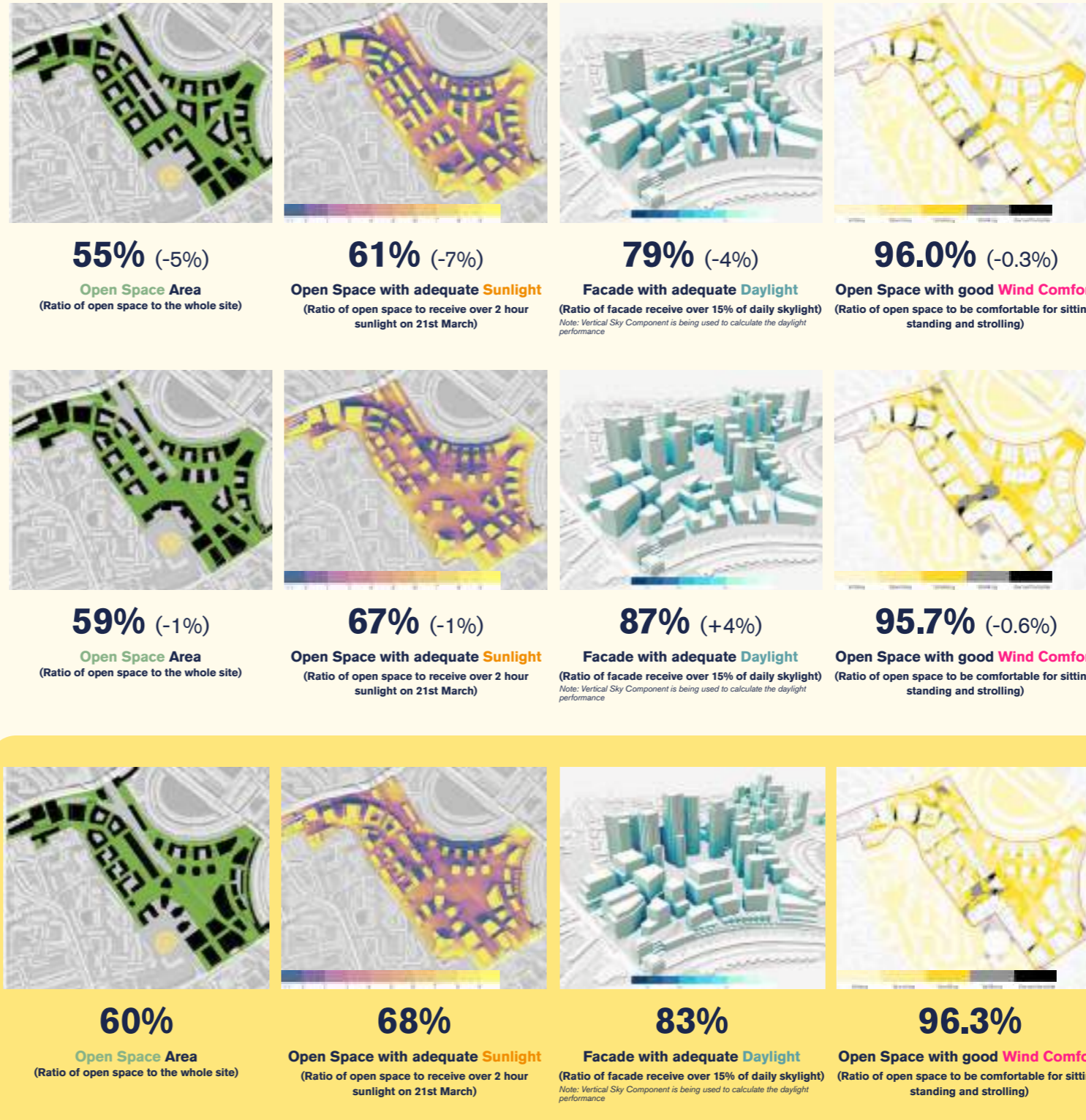


Illustration of the microclimate testing process carried out in Stage 2

# 4.3 Stage 2: Design Development

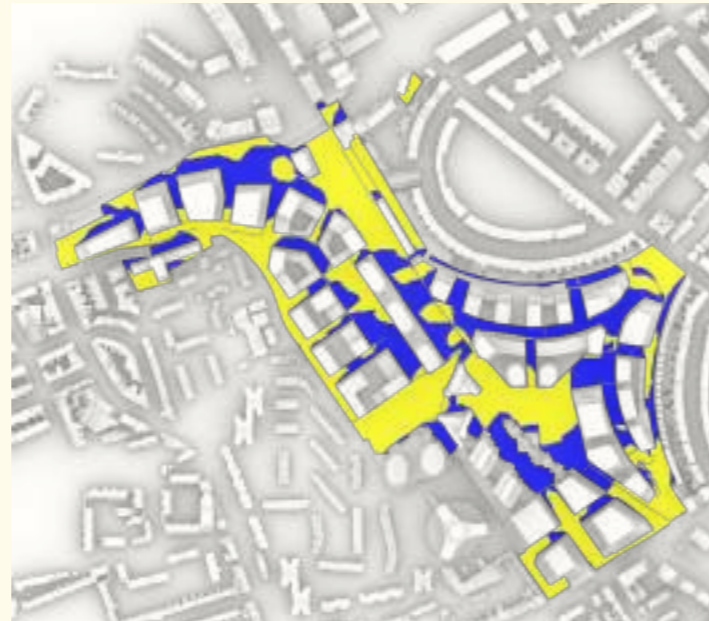
## Testing emerging proposals: sunlight and wind

Further evaluation of massing options tested during this period resulted in a preferred option at the end of Stage 2. Key environmental considerations such as sunlight and wind comfort were refined to achieve:

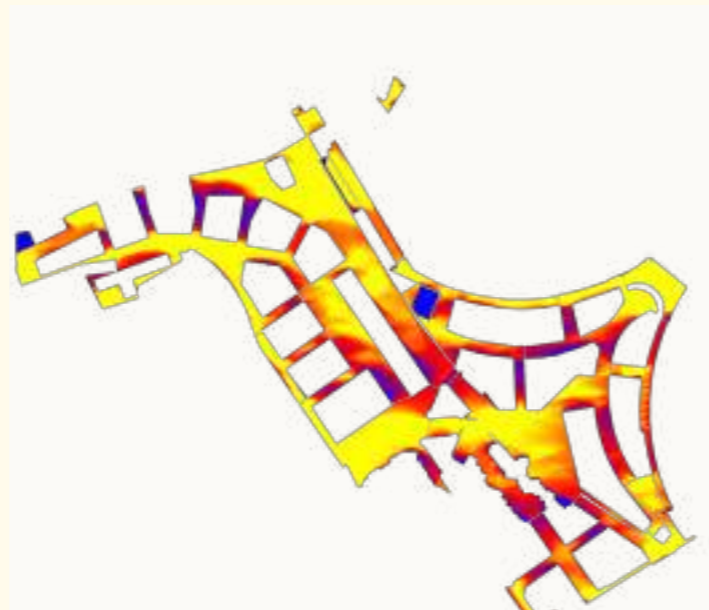
- The optimal proportion and distribution of public open space across the Site.
- The best possible sunlight exposure and overshadowing results of key public open space through the year (Spring and Autumn equinox in line with BRE guidelines).
- Good microclimate conditions with comfort levels predominantly meeting sitting or strolling conditions throughout the year.

The impact of soft landscape did not form part of the testing at this stage as landscape integration typically improves pedestrian comfort level which is retested during later design stages.

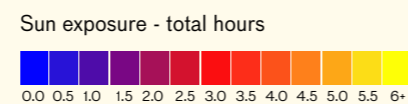
Illustrative Masterplan:  
Sunlight hours on ground



February 2023: Sunlight in the public realm - Spring



February 2023: Sunlight in the public realm - Summer



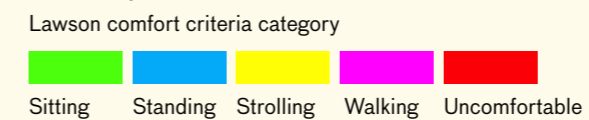
Illustrative Masterplan:  
Wind testing



February 2023: Pedestrian comfort wind testing - Spring



February 2023: Pedestrian comfort wind testing - Summer





# 4.3 Stage 2: Design Development

## Testing emerging proposals: townscape

Extensive testing of the parameter envelope (defined by the maximum permitted building heights of the parameter plans), as well as the Illustrative Masterplan, was undertaken in response to key townscape views and heritage assets.

Views for testing and assessing the proposals were established and interrogated with each borough as well as with Historic England. Key mitigation measures undertaken during the design development period are illustrated here using two of the key RBKC views. They included the following considerations:

### Philbeach Gardens (RBKC)

- Refining of height and massing in response to stakeholder feedback.
- Lowering buildings adjacent to Lillie Sidings Square, WKO8 and WKO9, to reduce the height of the Proposed Development seen adjacent to the Church of St Cuthbert from Philbeach Gardens.

### Brompton Cemetery (RBKC)

- Clustering taller buildings further to the west and lowering the height of the tallest buildings.
- Lowering buildings seen beyond the bell tower on the west arcade to reduce the potential for proposals interacting with the silhouette of the bell tower.

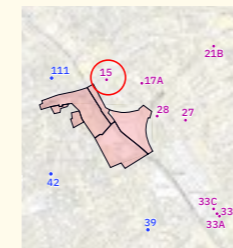
WKO8 WKO9



Plot Key



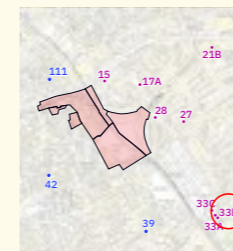
Philbeach Gardens - Summer 2022 illustrative massing



Philbeach Gardens - February 2023 illustrative massing



Brompton Cemetery - Summer 2022 illustrative massing



Brompton Cemetery - February 2023 illustrative massing

\*The consented 100 West Cromwell development has been implemented and is part of the cumulative assessment.



June 2022 - February 2023

# 4.3 Stage 2: Design Development

## Testing emerging proposals: townscape

Key mitigation measures undertaken during the design development period are illustrated here using two of the key LBHF views. They included the following considerations:

### Queen's Club (LBHF)

The height and massing of the proposal were refined in response to stakeholder feedback. This involved:

- Modifying the emphasis of visible clusters to one primary cluster around the existing Empress State Building, with the second cluster to the north clearly subservient.
- Exploring overall height reduction.
- Exploring a flatter, more gradual stepping in the height profile of the taller building cluster.
- Emphasising the slender profile of some of the taller buildings.

### Mornington Avenue (LBHF)

- Reducing the height of the commercial building cluster at West Kensington.
- Reducing overall height while creating larger more flexible commercial floorplates, which terminate the view along Mornington Avenue, ensuring a meaningful break between plots WK03 and WK04.



The Queen's Club



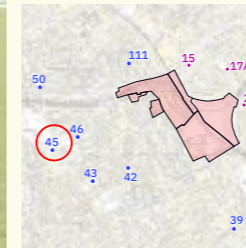
Mornington Avenue



Plot Key



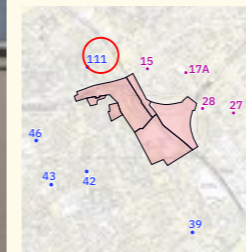
The Queen's Club - Summer 2022 illustrative massing



The Queen's Club - February 2023 illustrative massing



Mornington Avenue - Summer 2022 illustrative massing



Mornington Avenue - February 2023 illustrative massing

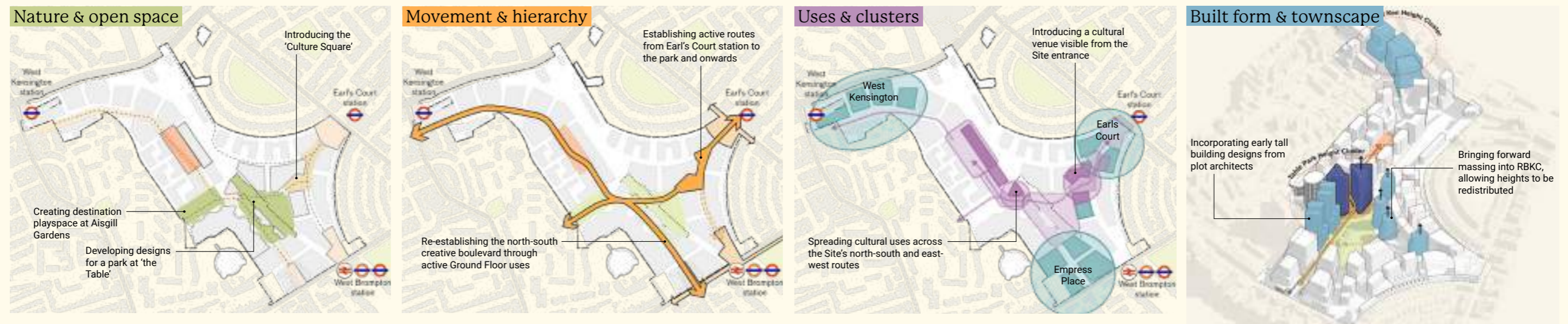
\*The consented 100 West Cromwell development has been implemented and is part of the cumulative assessment.



# 4.3 Stage 2: Design Development

## Design response

The Strategic Framework evolved through various iterations, influenced by continuous stakeholder engagement and an ongoing process of technical testing.



A network of contiguous and connected open spaces continued to define the public realm strategy through:

- The ongoing development of an inclusive public realm network including the Table Park, the level changes between the Table Park and Aisgill Gardens, and the Table Edge activating Empress Place Boulevard.
- The development of Aisgill Gardens as a focal community space and key connector to the Estates. The PRIP played a key role in defining the brief for this space.
- Greater refinement of inclusive and diverse open spaces, as well as the ecology and biodiversity strategy.

The key routes that bisect the Site were supported and their function and character were refined as follows:

- The north-south boulevard became a key route enlivened by the Table Edge and Lillie Sidings Square.
- The east-west route took shape as the Design Team iterated approaches to the level change.
- The street hierarchy was refined to support a car-free inner network with vehicular movement limited to peripheral routes.

Culture and workplace principles established in the previous stage were further developed as follows:

- Cultural venues were located at the base of buildings visible along key routes, as well as within the Train Shed.
- Discussions with the boroughs and input from the commercial consultants informed the scale and nature of the three commercial clusters.

Ongoing discussions with the public and input from the Local Authorities and the GLA led to a thorough density optimisation exercise. Key activities included:

- Balancing height distribution across both boroughs.
- Creating a triangular 'Pivot' building, forming a tall building landmark.
- Conducting massing and height distribution studies, balancing density and open space, in response to townscape and heritage analysis and views testing.
- Detail plot architects brought more specificity to the design of tall buildings and Ground Floor uses along key public spaces.



June 2022 - February 2023

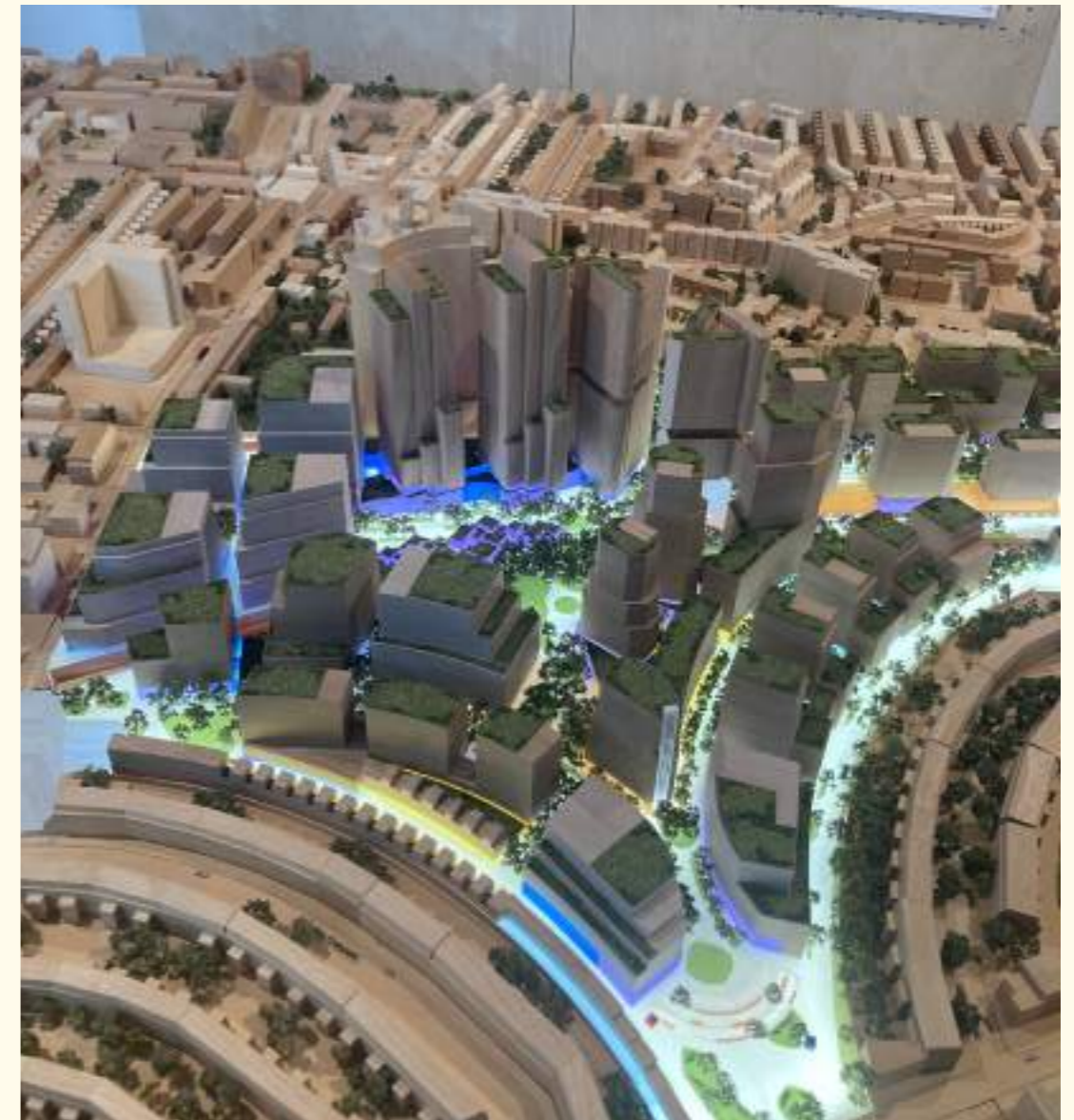
## 4.3 Stage 2: Design Development

### Stage 2 Summary

This stage culminated in the production of an emerging Illustrative Masterplan layout that formed the basis of public engagement from February 2023.



February 2023 Illustrative Masterplan Drawing



February 2023 Illustrative Masterplan Model



February 2023 - June 2024

## 4.4 Stage 3: Finalising the Masterplan

### Public engagement

The Illustrative Masterplan and designs for the first Detail Plots were presented in greater detail during consultation periods. Feedback validated the key decisions and informed the specifics of the Strategic Framework and Control Documents.

Consultation and engagement feedback informed a series of moves undertaken to reduce density, improve daylight, and mitigate townscape impact. Focus shifted to developing the character of sub-areas, leading to seven distinct Character Areas which transition and blend seamlessly to form one cohesive neighbourhood.

#### Consultation on draft Illustrative Masterplan and Strategic Framework February 2023 - May 2023

The emerging Illustrative Masterplan was shown in more detail within a larger Conversation Corner exhibition space created at the former Metropolitan Police Heritage Centre on Lillie Road. In summary:

- 70% of people expressed satisfaction with the vision and its four priorities.
- Many were glad to see progress on the Site.

- Many prioritised provision of open green spaces and acknowledged the local area lacks publicly accessible green space.
- Support for accessible London streets prioritising pedestrians and cyclists - most supported reduced car use and requested more information on routes and connections.
- Desire for high quality design with general support for emerging proposals.
- Building heights were often a concern, but many respondents supported the proposed balance of heights, affordable housing and green space.

Over the course of this exhibition, 374 survey responses were collected, in addition to further community masterplan workshops and ongoing PRIP meetings.

#### Community masterplan workshops April 2023 - May 2023

Workshops continued to interrogate key drivers of the masterplan design. The first workshop on 'Beauty' asked participants to define what makes beautiful architecture, including the importance of well designed tall buildings.

The second workshop on 'Belonging' was an opportunity for the PRIP to present their priorities and workshop urban design strategies that could enhance a sense of inclusion in the masterplan. Participants identified themes such as creating a familiar and social environment, encouraging a genuine and affordable mix of uses, providing effective management and a sense of security, and creating a ground-level human experience.

#### Focused sessions with residents July 2023 - May 2024

A series of resident workshops were held specifically to address how the edges of the masterplan should respond to the well-established neighbourhoods around the Site boundary. This included meetings with the residents of West Kensington, Philbeach Gardens, Eardley Crescent and areas to the south of the Site. The meeting agendas covered the proposed approach to the edge conditions, including the stepping of heights and character of the place.

#### Community detail workshops April 2024 - May 2024

In Spring 2024, two more community workshops took place, with a focus on the Phase 1 proposals where the Design Teams presented the latest exhibition information and showed some of the proposed materials that would be used on the buildings. How the masterplan will address transport and movement, including how the PRIP has shaped this was discussed in the final pre-submission workshop, which included representatives from local cycling, walking and public transport user groups.





February 2023 - June 2024

# 4.4 Stage 3: Finalising the Masterplan

## Public engagement (continued)

### November 2023 Consultation on the updated Illustrative Masterplan

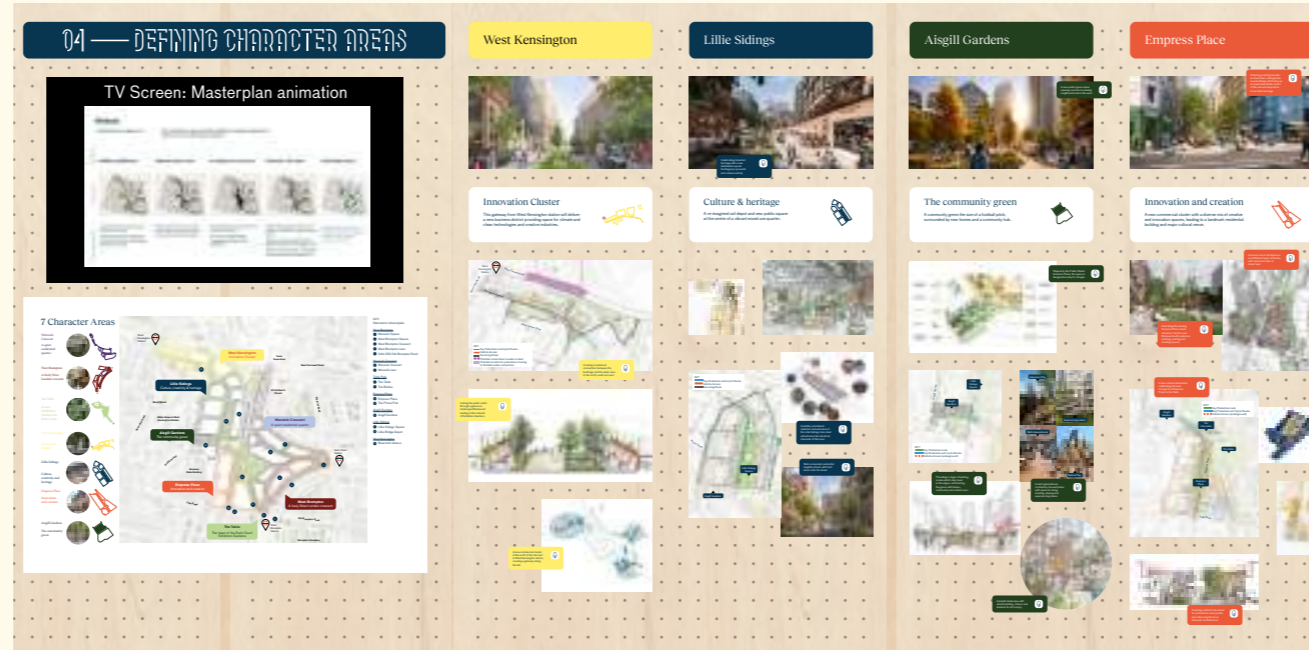
The updated consultation exhibition showed the amended Illustrative Masterplan, presenting five key design moves (the 'big moves') developed in response to previous public and Local Authority feedback. ECDC shared four place pillars which create an identity and purpose for the Earls Court Development. Information was also shown on the Character Areas, emerging Design Code and initial designs for the Phase 1 part of the masterplan.

Over 600 individuals shared their views, assessing the 'big moves' and offering feedback on the proposed Character Areas. The majority of responses were positive with 76% of respondents stating they were 'happy' or 'satisfied' with the principles of the masterplan. Specific feedback was gathered on preferred uses within the public realm and for the buildings.

### March 2024 Consultation on Phase 1 and Detailed Plots

Responding to requests for more detail on Phase 1 designs, as well as additional detail on how the Design Code reflects the Illustrative Masterplan, the exhibition was revised and reopened in March 2024. A series of neighbouring area based workshops were held, with local residents invited by post to attend. Questions and concerns expressed were addressed directly by the Design Teams, with input resulting in design changes including the approach to the Cluny Mews Plot.

► Refer to *Statement of Community Involvement / Design Code (EC.PA.33)*.



Conversation Corner exhibition material



# 4.4 Stage 3: Finalising the Masterplan

## Local Authority and Statutory Body engagement

During this stage, stakeholder engagement intensified and informed the refinement of proposals with a focus on landscape, massing, sustainability and character.

### Pre-application meetings

The focus shifted to Parameter Plans, the Design Code and the Illustrative Masterplan design for the Outline Components. Designs for the Detail Components evolved following the appointment of Plot architects. Key topics included:

#### Character Areas

- Meetings held with each borough on Character Areas invited officers to examine emerging proposals and agree the place-shaping principles.

#### Design Code and Parameter Plans

- Regular pre-application meetings allowed planning officers early input into the Control Documents.
- Intensive Design Code workshops we held to cover each Character Area and related code.

#### Phase 1 Detailed Components

- Detailed Components were discussed in parallel with the development of the Design Code and Parameter Plans.

#### Outline Components

- Iterative testing informed the development of the Design Code.
- Helped evidence that the Design Code is achieving the aspirations set out in the vision and Illustrative Masterplan.

RBKC Pre-application meetings  
Key topics explored with case officers included:

#### The character of key public open spaces

- Warwick Square - establishing the Exhibition Centres steps as an inclusive and welcoming entrance.
- West Brompton Square - creating a local and multifunctional square that reinforces wider ecological connections.

#### The refinement of the Table Character Area

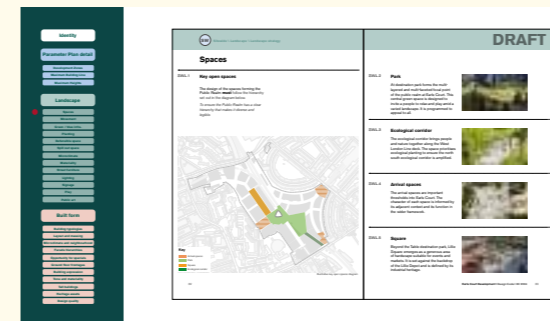
- Rationalising the programming of the Table Park to allow for fewer routes, more flexible open spaces and wider vistas.
- Establishing the principles of sitewide ecological corridors and exploring the integration of the Bioline.
- Developing and agreeing guiding principles for built form character onto the Table through key views and illustrations.

#### The massing and articulation of buildings

- Ongoing microclimate testing of the refined massing against key assessment criteria.
- Translating agreed built form and public realm principles into the Design Code to capture the extensive testing and design process.

#### The potential connection to Cluny Mews

- Enabling an accessible pedestrian link from St Cuthbert's Lane into Cluny Mews, to be provided through land outside of the Site.
- Establishing an approach to the landscape and built form that enhances the setting of St Cuthbert's Church.



Development of the Design Code through iterative workshops of the Illustrative Masterplan



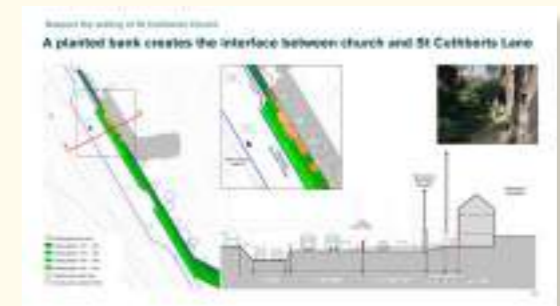
Development of the Warwick Square Flower Amphitheatre concept



Refinement of the Table design principles, zoning, ecology which translated into the Design Code



Illustrative plot testing and development of Detailed Components building on the principles of the Strategic Framework



Testing of illustrative plot designs building on the principles of the Strategic Framework

# 4.4 Stage 3: Finalising the Masterplan

## Local Authority and Statutory Body engagement

LBHF Pre-application meetings  
Key topics explored with case officers included:

### Character Areas and the public realm

- Ongoing refinement of Ground Floor uses and public realm along the boulevard and wider open space network.
- Agreeing an approach to the edge of the Table Park that frames Empress Place Boulevard with active frontages below the Table Park.
- Extending Empress Place to create a carefully-defined and familiar street character.
- Agreeing uses along primary routes that complement the existing high street offer on North End Road.
- Developing street sections to establish a clear hierarchy of street characters.
- Agreeing and incorporating principles established by the PRIP to foster inclusivity and access for all.

### Level Changes Across the Site

- Extensive iteration and design reviews established the Cascades as a destination public realm celebrating water management and sustainability, while navigating the complex level change.

### Massing and articulation of buildings

- Altering the skyline composition of the central tall building cluster to increase the height of WBO4 and lower the remaining tall buildings in the cluster to be similar in height to the Empress State Building.

### Existing buildings and retention

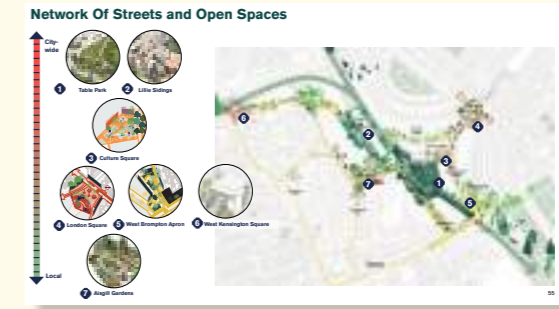
- Options for the retention of existing building fabric were explored extensively.
- A key focus for the illustrative Plot testing along Empress Place was integrating the existing façades with new built form.
- The studies revealed that many options could be explored as part of a future RMA, which informed the Design Code. The principles established safeguarding flexibility on the level of future retention while protecting the integrity of any retained façade character.

### Edges and connections to and from the Estates

- Exploring ways to address the boundary with Aisgill Avenue, from the retention of the existing wall to its replacement with a linear landscape. Positive feedback was received on establishing an open public realm approach that connects and stitches in with the adjacent Estates.
- Exploring the opportunity to reconfigure the existing MUGA to provide a more rational and usable space for all.
- Creating an opportunity to stitch West Kensington Boulevard into Gibbs Green Estate through a potential pedestrian link. Built form and public realm were reconfigured to enable this potential future connection, which is contingent on LBHF land outside of the Site.



Networks of culture and employment across the Site



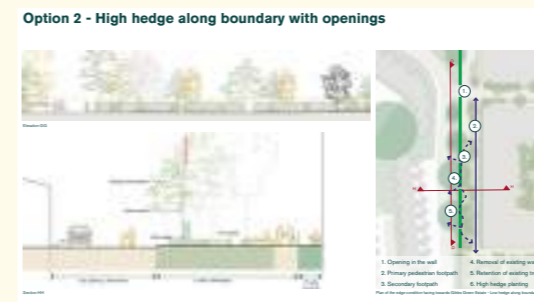
Networks of streets and spaces within a landscape-led framework



Developing the principles of the Cascades to navigate the level change



Testing options for integrating existing and new buildings



Exploring options for the boundary condition along Aisgill Avenue



Creating a more legible skyline with a single landmark building



## 4.4 Stage 3: Finalising the Masterplan

### Design Review Panels

During this stage, engagement with the Design Review Panels continued with increasing focus on refinement of the proposals.

The process culminated in final design reviews held in late spring 2024, which included comprehensive material on the Design Codes and Illustrative Masterplan together with the designs of Detailed Components.

#### RBKC Quality Review Panels (QRP)

The design reviews held during this stage informed the ongoing refinement of proposals in RBKC. The QRP supported the general direction of the emerging scheme on landscape, cultural strategy, sustainability, the evolving plot designs as well as the height and massing strategy. Feedback included to:

- Reduce the intensity of programming of the Table Park as a destination space.
- Reduce density through exploration of the microclimatic impacts of the buildings.
- Continue exploring the integration of the Bioline to extend the ecological corridor and enhance connectivity.
- Continue testing microclimate across the scheme. It was accepted that final detail will from part of the submission.
- Create a robust Design Code to embed principles of distinct Character Areas.

#### LBHF Design Review Panels (DRP)

The design reviews held during this stage informed the ongoing refinement of emerging proposals in LBHF. The DRP supported the general direction of the scheme on landscape, cultural strategy, sustainability, the evolving plot designs as well as the height and massing strategy. Feedback included:

- Reinforcing the importance of the Table Park as a key central space and agreed with rationalising the programming of the space.
- Encouraged the character development of key routes and spaces as part of the Exhibition Garden approach.
- Welcomed the design evolution, reduction in height and massing, and the potential to deck over the West London Railway Line.
- Supported the framing of Empress Place Boulevard with a clearly defined edge along the Table Park.
- Commended the approach to resolving the level change with the Cascades and its integration within the public realm.

#### LBHF Inclusive Design Review Panels (IDRP)

The IDRP praised the team's efforts to integrate inclusivity into the design and requested more information on public realm detail and building interfaces. Feedback included:

- Further detailed design of ramps and lifts to resolve the level changes around the Site.
- Review of Detailed Plot proposals and response to access within the buildings
- Encouragement for the provision of more resting places throughout the proposals and agreeing that more information will come forward in the detailed design proposals.

#### GLA London Review Panel (LRP)

The updated masterplan was presented three times to the LRP and covered the 'big moves', refinements to the Character Areas and Phase 1 designs. The panel supported the scheme and commended the thoroughness of the proposals and evolution of the Design Code. Feedback included:

- Positive response to a vibrant, mixed-use neighbourhood with an ambitious public realm and movement network.
- Commended overall approach to landscape design including the approach to the Cascades level change.
- Commended the reduction in density addressed before the November 2023 consultation.
- Supported the revised approach to massing and height distribution, with a single landmark building.
- Supported the development of three cultural anchors and three innovation clusters.

#### Historic England's London Advisory Committee (LAC)

Three meetings with Historic England took place during this stage, including a presentation to the LAC in September 2023. Feedback included:

- A welcomed quantum reduction and clearer legibility of the skyline with a single landmark building.
- A request for further exploration of massing reduction and concerns about levels of impact.
- A suggestion that some buildings coalesced in key townscape views, prompting a need to further refine the massing. This led to key principles being added to the Design Code, that specifically addressed the legibility of buildings in key townscape views.

### Strategic Authority

#### Pre-applications with the GLA

Monthly pre-application meetings allowed the GLA to review the progress of the masterplan, Detailed Plot designs, as well as the Design Code. Key feedback included:

- Supported the reduction in density and increased size of the Table Park and possible introduction of the Bioline.
- Welcomed the refinement to the height strategy and articulation of a single, clearly legible landmark building for the Site.
- Supported the Exhibition Gardens approach and characterisation across the masterplan.
- Welcomed the hybrid approach to the masterplan, which provided detail on the tallest buildings demonstrating how exceptional design could be delivered.
- Expressed strong support for the cultural strategy, and encouraged ECDC to carefully consider flexibility and engage with potential operators early to understand demand.
- Expressed support for the approach to the Design Code.



February 2023 - June 2024

# 4.4 Stage 3: Finalising the Masterplan

## Five big moves

Changes to the Illustrative Masterplan between February and November 2023 can be summarised through 'five big moves': increasing open space, reducing density, infrastructure commitments, and enhancing both the sense of place and the character of public spaces.

The moves were informed by engagement with the boroughs and the public and were shown in the consultation exhibition, pre-application meetings and design review panels.

### 20% more open space



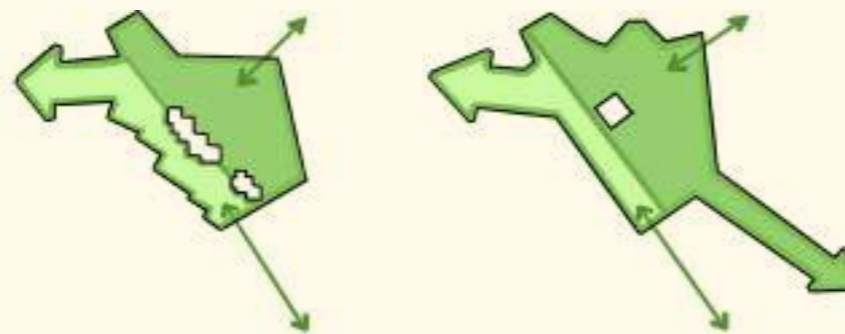
Overlay of increased open space between the consultation and emerging scheme

## 1. 20% more open space

Open space was the most important element raised by people during consultation. The Design Team worked to increase this by over 20% in the revised masterplan by:

- Moving buildings back on the Table Park, the Cascades and at Lillie Sidings Square.
- Proposing a new pedestrian and ecological link from West Brompton station to the Table Park (subject to Network Rail agreement).

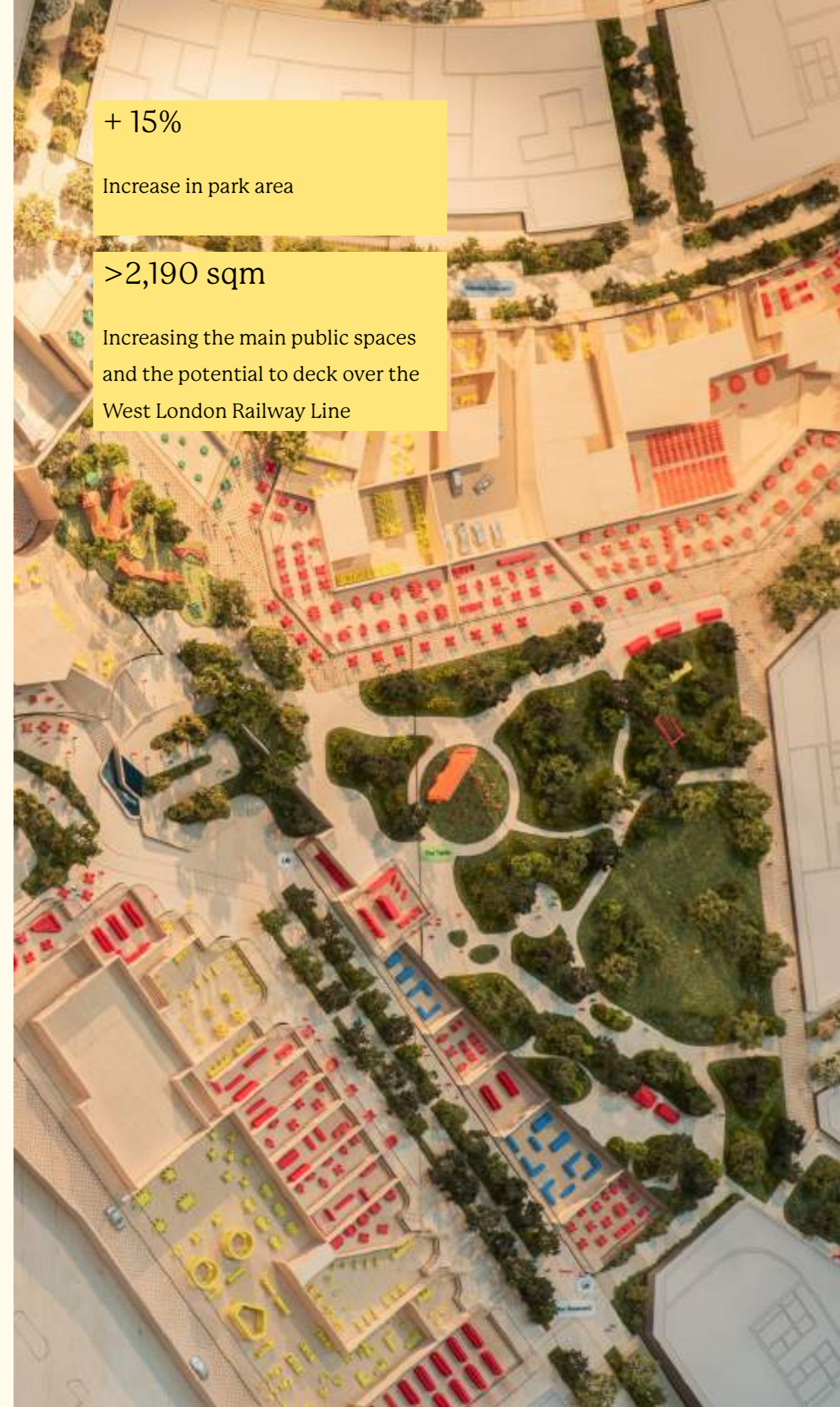
### A more generous park



February Scheme

November Scheme

Consultation model reflecting the five big moves



+ 15%  
Increase in park area

>2,190 sqm  
Increasing the main public spaces and the potential to deck over the West London Railway Line



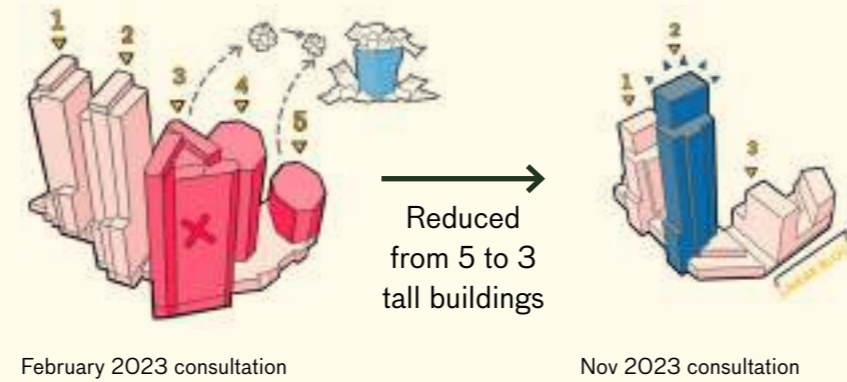


# 4.4 Stage 3: Finalising the Masterplan

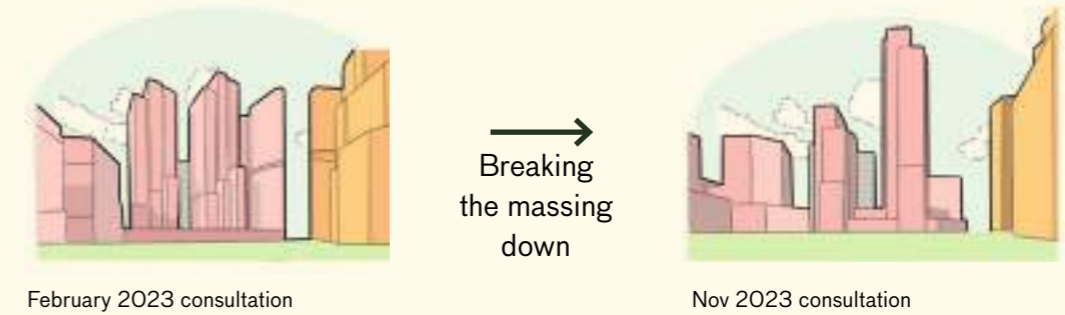
## 2. Reducing density

In response to engagement feedback, the total amount of development was reduced by 10%. This included the removal of one of the taller buildings as well as reducing three others to be of similar height to the Empress State Building. One strategically located building was increased in height to clearly define a landmark for the Site.

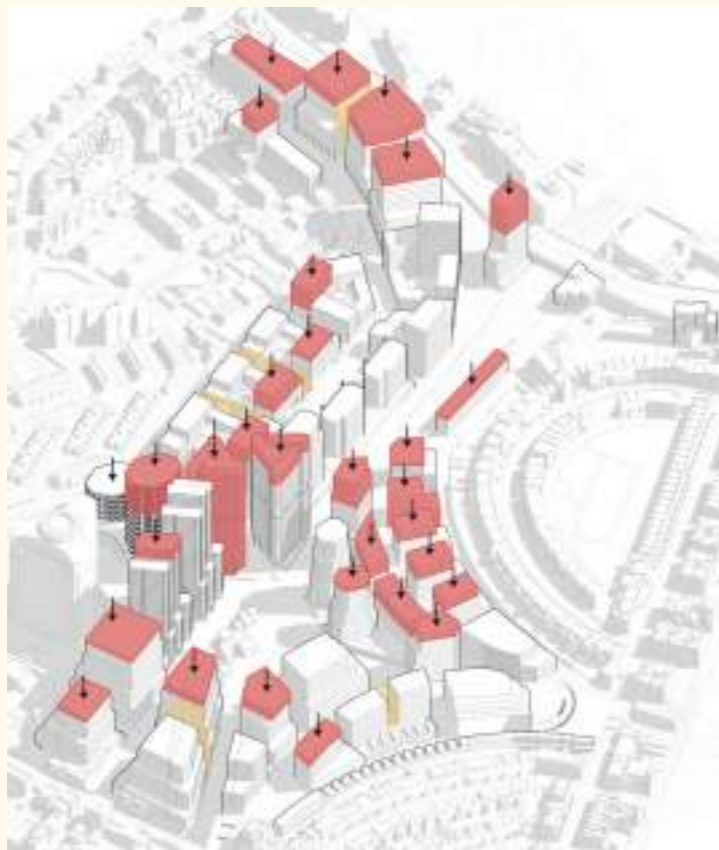
### Fewer tall buildings and one landmark building



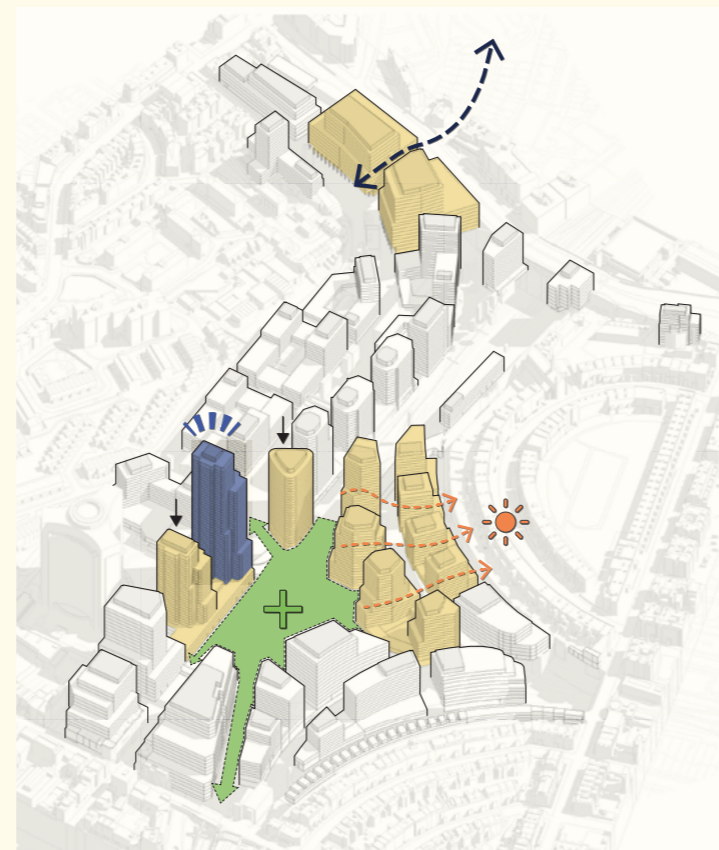
### Clearer reading of skyline



## 10% less development

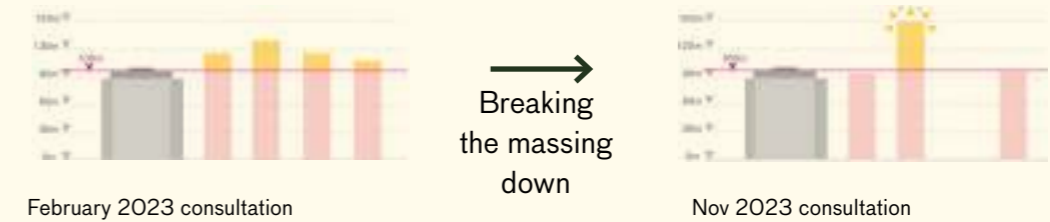


February 2023 consultation scheme with building storeys removed



Nov 2023 consultation scheme with massing reductions and one landmark tower

### A single landmark building of exceptional quality

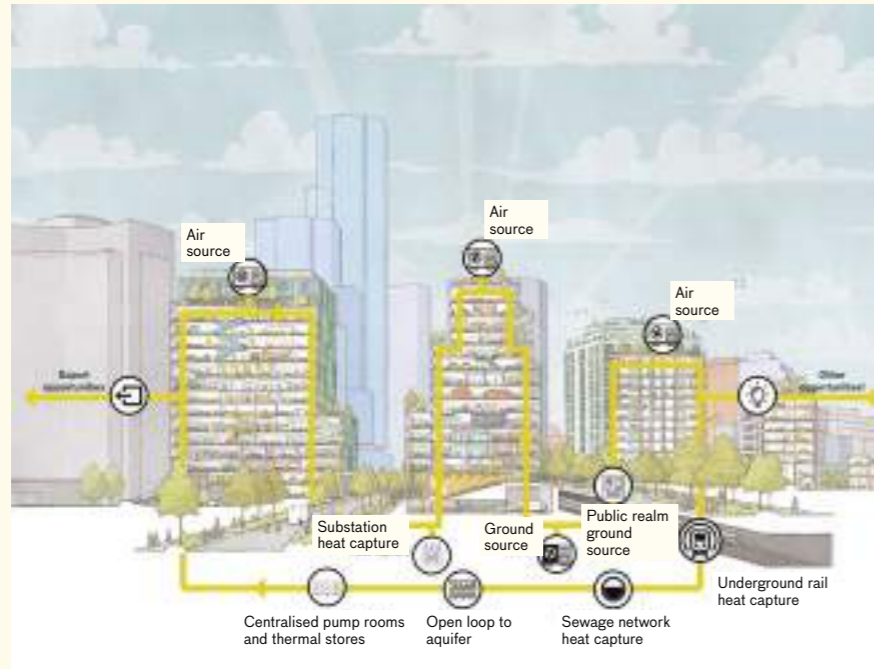


### Emerging scheme in figures

10% of buildings are over 20 storeys	1 Building notably taller than the Empress State Building
-46,450 m <sup>2</sup> (500k sq ft) Reduction in overall GEA	650,000 m <sup>2</sup> (7m sqft) Approximate total GEA

# 4.4 Stage 3: Finalising the Masterplan

## 3. Infrastructure for long-term sustainability



On-Site energy sharing network

ECDC committed to a strategy to distribute energy around the development using a low temperature, ambient loop network that will deliver zero operational carbon from the outset. Starting with air and ground source heat pumps and solar panels, the system is designed to allow for the addition of new technologies and low or zero carbon energy sources as they become available. By planning for future innovation within the present framework, the strategy safeguards low carbon aspirations of the development, whilst delivering energy security.

Homes will be designed to Passivhaus principles – the most sustainable housing standard – using high levels of insulation, air tightness and energy saving technology.

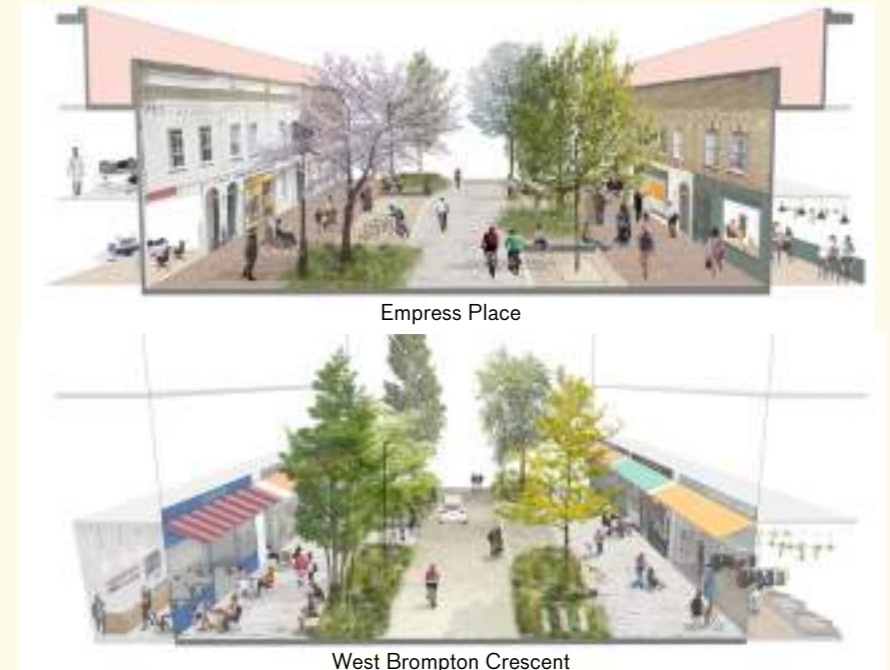
## 4. Maturing a sense of place



Layering of existing and new buildings on Empress Place

The evolution of the place pillars helped to layer in a mix of uses and spaces which bring the masterplan to life. Throughout this process ECDC defined a strategy to attract creativity and innovation to Earls Court through a variety of cultural spaces, as well as three innovation clusters targeted at clean and climate technology industries, attracting new jobs and opportunities. This layering of the public realm and uses influenced the development of distinct Character Areas within the masterplan which provide a deeper sense of purpose and place to the emerging masterplan proposals and Strategic Framework.

## 5. Creating London streets



Sections through Empress Place and West Brompton Crescent

The character of the local context was analysed to determine what makes streets in RBKC and LBHF feel familiar, which informed the approach to street typologies and character within the masterplan. Through testing and refining, the Illustrative Masterplan responded to this analysis and identified the key aspects of contemporary streets, lanes, crescents and larger public open spaces that feel local and recognisable. This included considerations for the car-free public realm and landscape-led spaces within the masterplan.



# 4.4 Stage 3: Finalising the Masterplan

## Refining emerging proposals: microclimate

The refinement of the scheme from February onwards, including reducing density, opening up gaps between buildings and increasing open space, resulted in improved impacts on the microclimatic testing and a preferred scheme at the end of Stage 3.

This testing process helped identify the optimum balance between the public realm provision, pedestrian comfort, residential quality as well as massing and height distribution. Key adjustments compared to the February 2023 scheme included:

- A significant reduction in overall quantum, re-distribution of massing, and the removal of one of the taller buildings improving sunlight exposure in all of the key public open spaces.
- Reduction in building height along existing residential edges as well as increased distances between taller buildings improving the daylight/sunlight to neighbouring properties.
- Creating wider gaps between taller buildings around the Cascades improving pedestrian comfort conditions further.

► Refer to the Environmental Statement (EC. PA.12).

### Illustrative Masterplan: Overshadowing assessment



February 2023



June 2024: Sunlight in the public realm - Spring

Sun hours on ground  

 < 2 > 2



February 2023



June 2024: Sunlight in the public realm - Summer

Sun exposure - total hours  

 0.0 0.5 1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0 5.5 6+

# 4.4 Stage 3: Finalising the Masterplan

## Refining emerging proposals: microclimate

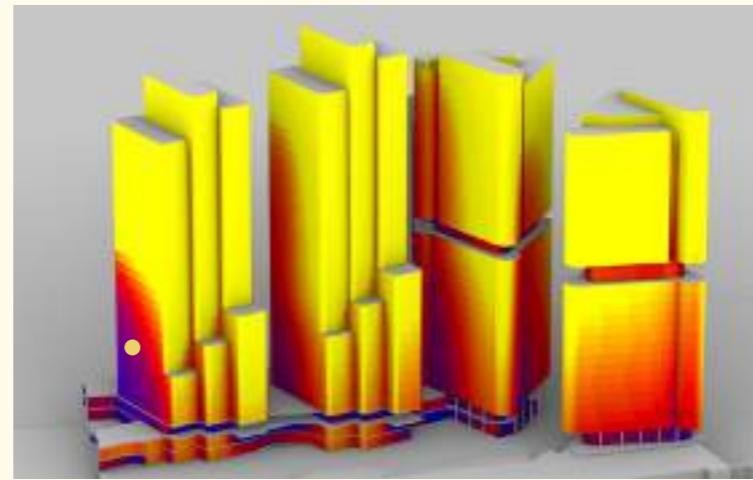
Ongoing daylight potential assessments on façades of residential typologies were undertaken and informed a number of key adjustments at this stage.

This testing process helped to improve the amount of daylight on façades within the masterplan, refining the placement and geometries of residential buildings. Key adjustments compared to the February 2023 scheme included:

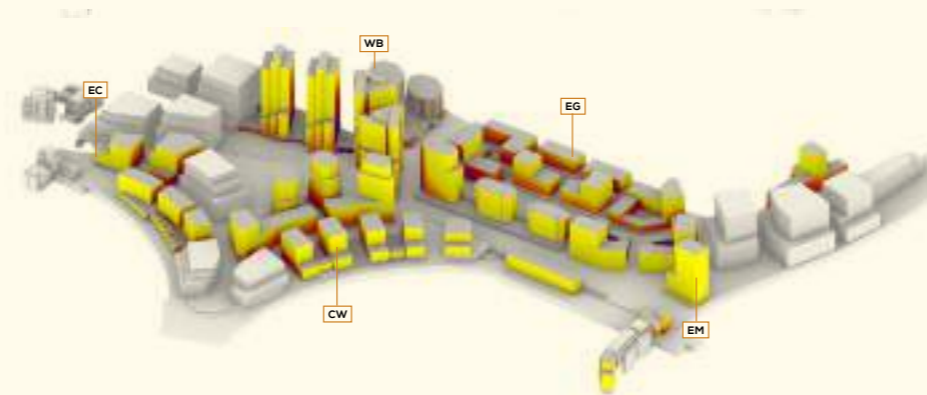
- Reducing the number of tall buildings in the building cluster adjacent to the Empress State Building and Table Park, increasing daylight potential onto façades.
- Widening gaps between buildings and establishing slimmer building profiles, creating better internal building layouts with more potential for daylight.
- Re-orienting buildings to increase the amount of sun penetrating through building clusters, increasing the amount of daylight and sunlight casting onto the Table Park.

► Refer to the Environmental Statement (EC. PA.12).

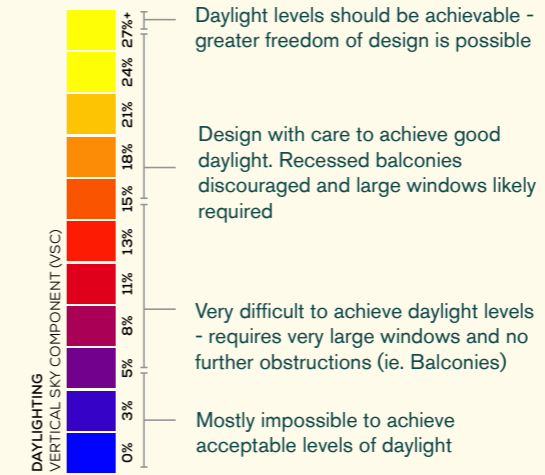
### Illustrative Masterplan: Daylight on façades assessment



February 2023: Daylight on façades assessment on the cluster of tall buildings adjacent to the Table Park



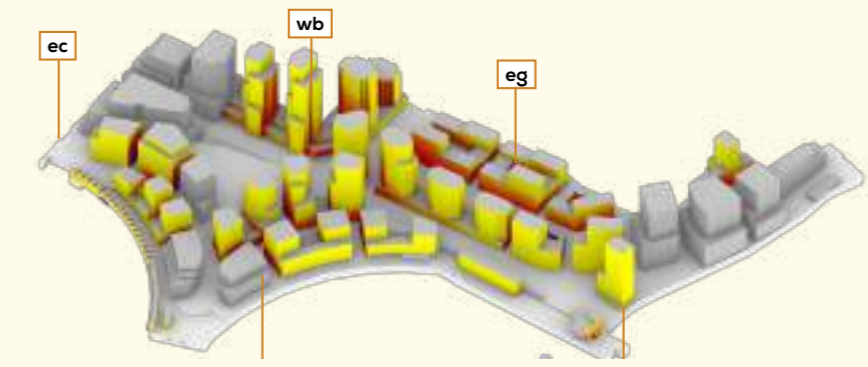
February 2023: Daylight potential assessment across the masterplan



Daylighting Vertical Sky Component (VSC) Guidance



September 2023: Daylight on façades assessment on the cluster of tall buildings adjacent to the Table Park



September 2023: Daylight potential assessment across the masterplan



# 4.4 Stage 3: Finalising the Masterplan

## Refining emerging proposals: townscape

Refinement of the Proposed Maximum Height Envelope and the Illustrative Masterplan was undertaken in response to key townscape views, alongside discussions with the Local Authorities and Historic England.

Illustrative designs articulating potential architectural treatment were tested on key views to inform the design principles that have been captured in the Design Code. Key mitigation measures undertaken during Stage 3 that are of relevance to the townscape and visual assessments are illustrated here using two of the key RBKC views.

### Philbeach Gardens (RBKC)

- Articulating the massing of WK08 and 09 to respond to the setting of St Cuthbert's Church.
- Creating a distinguishable visual difference from the existing buildings in the foreground.

### Brompton Cemetery (RBKC)

- Refining the skyline composition of the central tall building cluster by increasing the height of WBO4 and lowering the remaining tall buildings to create a stronger singular focal point and mitigate plateauing and coalescence of the taller buildings.

▶ Refer to the Environmental Statement (EC, PA.12).

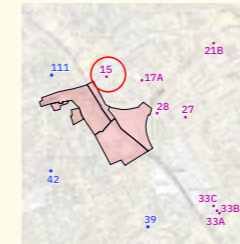
WK08 WK09



Plot Key



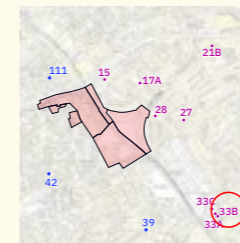
Philbeach Gardens - February 2023 illustrative massing



Philbeach Gardens - June 2024 verified view



Brompton Cemetery - February 2023 illustrative massing



Brompton Cemetery - June 2024 verified view

Verified views show Detailed Components along with illustrative Plot testing of Outline Components inside Maximum Parameter Envelope.

\*The consented 100 West Cromwell development has been implemented and is part of the cumulative assessment.

# 4.4 Stage 3: Finalising the Masterplan

## Refining emerging proposals: townscape

Key mitigation measures undertaken during Stage 3 that are of relevance to the townscape and visual assessments are illustrated here using two of the key LBHF views. They included the following considerations:

### Queen's Club (LBHF)

- Altering the skyline composition of the central tall building cluster to increase the height of WBO4 and lower the remaining tall buildings in the cluster to be similar in height to the Empress State Building.
- Creating a stronger singular focal point on the skyline of the cluster and mitigate coalescence of the tall buildings in a number of views.
- Redesigning the top of WBO4 to create a stronger more distinctive focal point on the skyline seen from all directions.

### Mornington Avenue (LBHF)

- Reducing the number of plots from three to two along West Cromwell Road, creating WKO3 and WKO4. This allows a larger gap to be created between plots that breaks up the massing along West Cromwell Road, reduces the visual impact on conservation areas to the north of the Site and creates visual permeability at the northern end of the masterplan.
- Articulating massing, architectural expression and materiality to respond to existing buildings in the foreground.

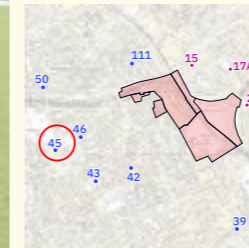
► Refer to the Environmental Statement (EC, PA.12).



Plot Key



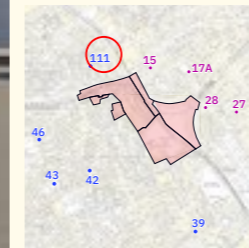
The Queen's Club - February 2023 illustrative massing



The Queen's Club - June 2024 verified view



Mornington Avenue - February 2023 illustrative massing



Mornington Avenue - June 2024 verified view

Verified views show Detailed Components along with illustrative Plot testing of Outline Components inside Maximum Parameter Envelope

\*The consented 100 West Cromwell development has been implemented and is part of the cumulative assessment.

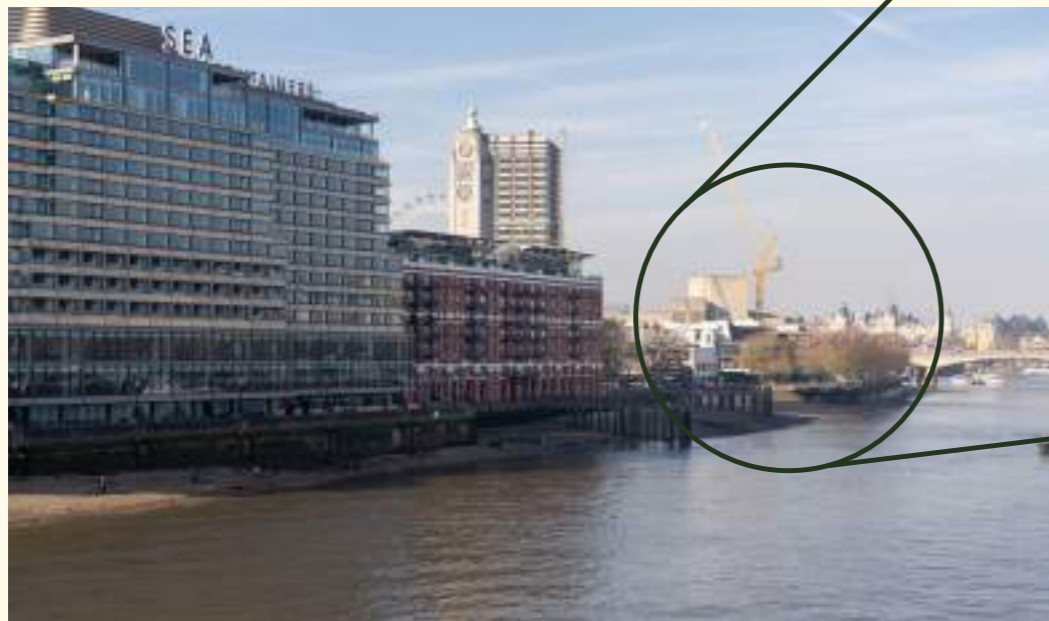


# 4.4 Stage 3: Finalising the Masterplan

## Refining emerging proposals: townscape

The view from the centre of Blackfriars Bridge is a designated River Prospect within the London View Management Framework (LVMF).

The height of the Proposed Development has been limited to avoid rising above the roofline of the Grade II\* listed Whitehall Court in the backdrop of the view from the LVMF Assessment Point. This view has established the maximum height of development on the Site.



View from 14 River Prospect: Blackfriars Bridge



Dotted line indicates silhouette of Proposed Development, which is not visible behind Whitehall Court

# 4.4 Stage 3: Finalising the Masterplan

## Design response summary

The Illustrative Masterplan was refined through a deepening level of engagement, and in line with the aspirations set out by the place pillars.



The public realm strategy became more ambitious in response to engagement and microclimate testing. Key moves included:

- 20% increase in green space. Buildings were pulled back from the Table Park and the Cascades
- Designing the Cascades to create a picturesque transition between Aisgill Gardens and the Table Park.
- Exploring the possibility of decking over the West London Railway Line as a potential pedestrian and ecological link (subject to third party agreements).
- Extending the footprint of Lillie Sidings Square.
- Straightening the edges to Empress Place Boulevard to create a clearly defined north/south street.

Street character was enhanced and influenced by a fast-paced frequency of meetings with the local authorities. Key moves included:

- Creating streetscapes that referenced local and London-wide streets.
- Refining the character of the crescents and lanes to distinguish the seven Character Areas.
- Clarifying the movement network to demonstrate the potential of a vehicle-free inner scheme.
- Reinforcing the West Brompton Crescent as an important local retail street.
- Introducing a small element of visitor parking to respond to local residents' suggestions and a desire to see local tradespeople and small businesses supported.

The sense of place matured through a thorough refinement of non-residential uses in response to borough comments. Key moves included:

- A cultural strategy that explored the potential of a series of three flexible venues.
- A large cultural venue identified along the southern edge of the Table.
- Three innovation clusters targeting clean and climate tech industries.

The reduction in density allowed the scheme to respond to engagement and address the requirements of London Plan Policies D3 and D9 through:

- A 10% reduction in overall floor area and removal of one of the tall buildings alongside the creation of a single landmark building.
- More daylight and sunlight penetrated between buildings and onto the public realm.
- More legible skyline and clearer hierarchy between the tall buildings framing the Table Park.
- Improved approach and response to townscape and heritage and the legibility of heights across the masterplan.
- Increased daylighting and opportunities for dual-aspect homes. Massing lowered and orientated to optimise daylight and views out.





February 2023 - June 2024

## 4.4 Stage 3: Finalising the Masterplan

### Design response summary

This stage culminated in the Illustrative Masterplan presented in this Design and Access Statement, and which represents one scenario that complies with the Control Documents and captures the identity and character of the place.



June 2024 Illustrative Masterplan Drawing



June 2024 Illustrative Masterplan Model



## 4.5 Conclusion

### The journey in numbers

From 2019 to now, ECDC and the Design Team have undertaken an ambitious process of engagement to shape the Earls Court Development. These are some key figures relating to the people, groups and authorities who have been consulted with:

c. 200

pre-application meetings with LBHF, RBKC, the GLA and TfL

116

days of exhibitions

76%

people surveyed said they were 'happy' or 'satisfied' with the latest version of the masterplan shown

16 +

Design Review Panels, including LBHF, RBKC, and the GLA

2,562

people signed up for email updates on the proposals

722

young people directly involved in educational programmes

12

Statutory consultees

2,707

comments received from over 1,518 unique survey respondents

25

Public Realm Inclusivity Panel and Safety Panel meetings

50+

Site tours for members of the public and local groups

1,917

people visited Conversation Corner and pop-up exhibitions

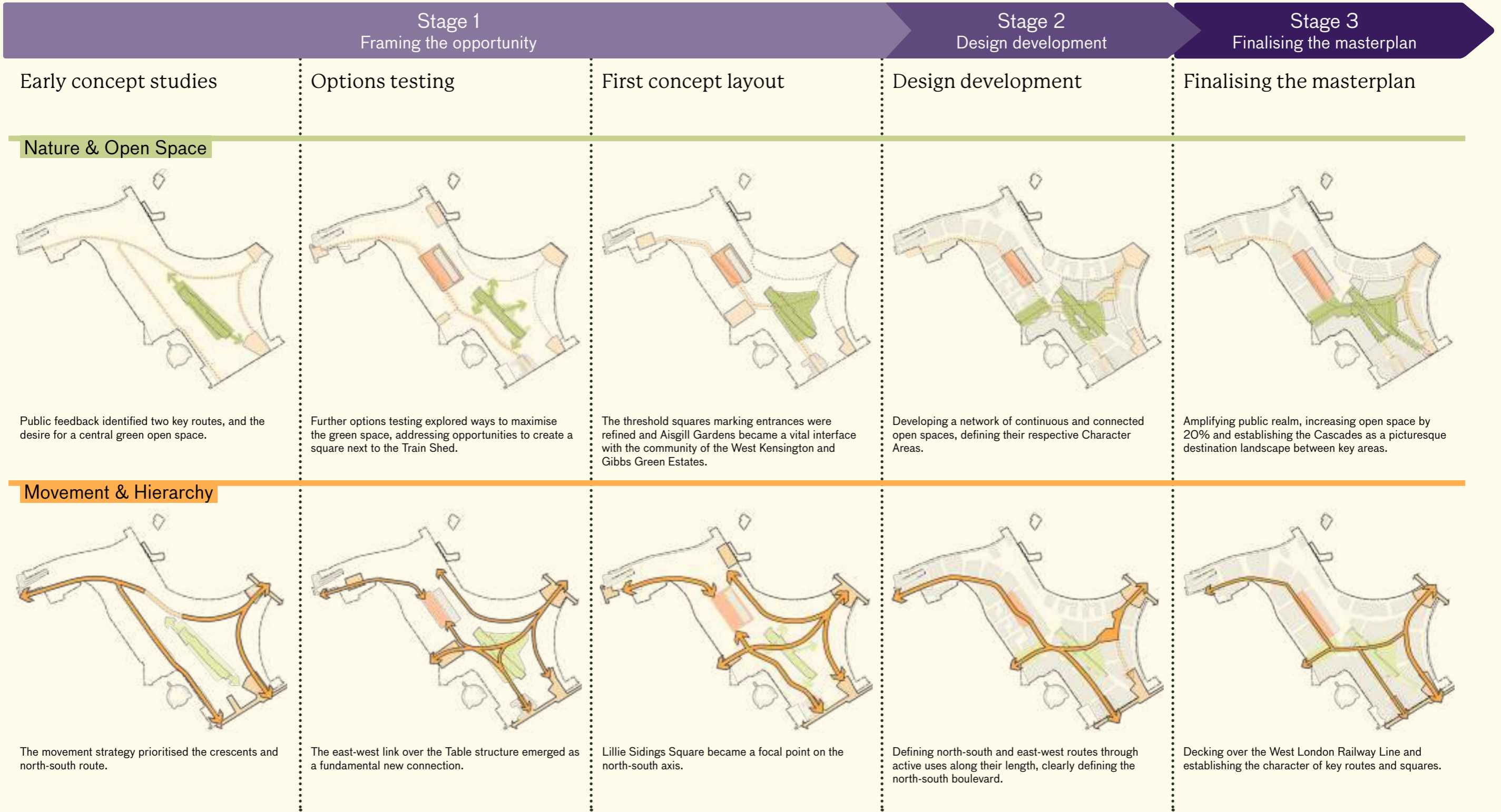
27

community masterplan and focused resident workshops



# 4.5 Conclusion

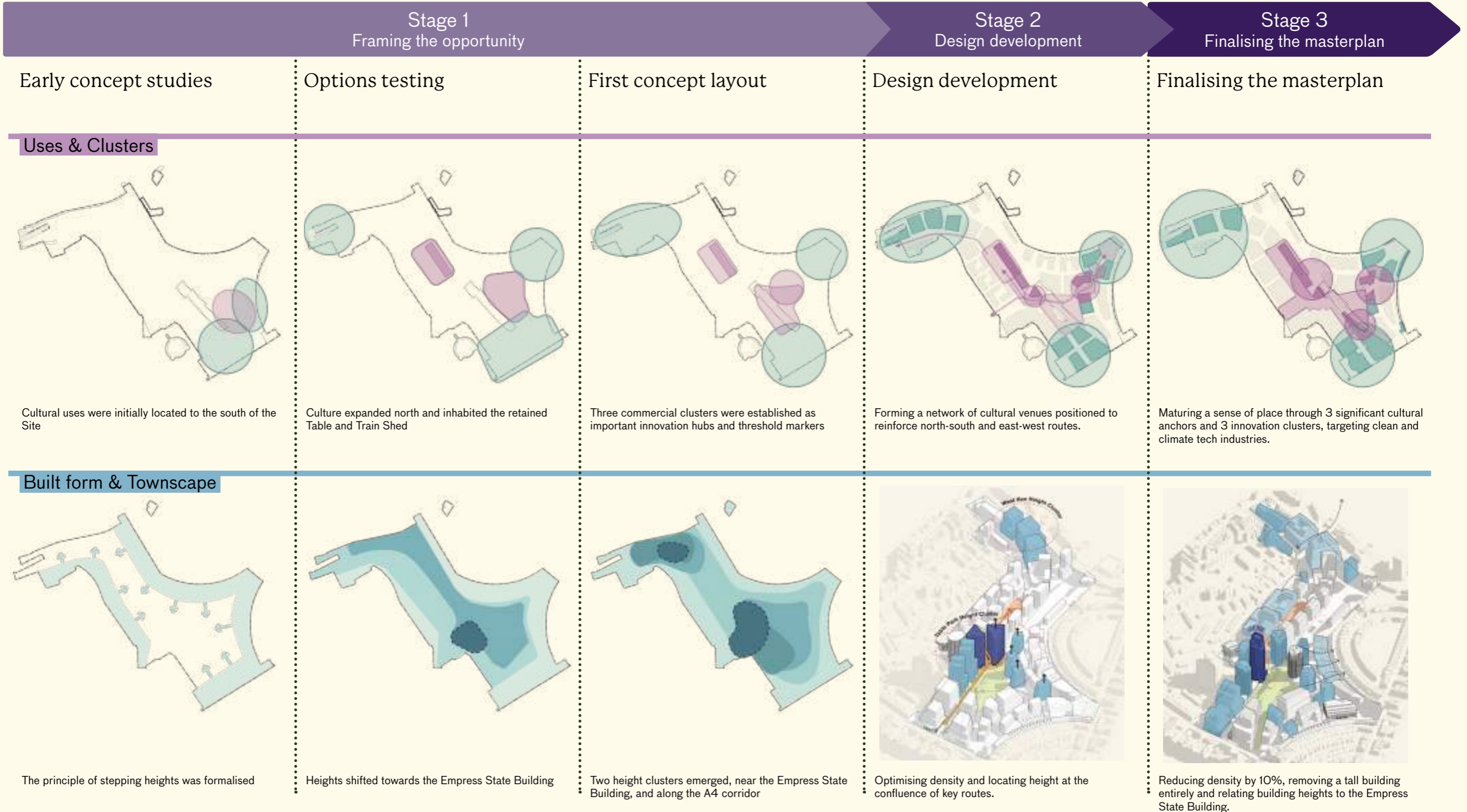
## The journey in design moves





# 4.5 Conclusion

## The journey in design moves





# 4.5 Conclusion

## The journey in outputs

During the design evolution of the project, the Proposed Development has been shaped through intensive, iterative testing and analysis of microclimate, townscape, heritage, and daylight/sunlight, along with stakeholder feedback.

The engagement and testing process shaped the refinement of the Illustrative Masterplan including the Detailed Components that are part of the Hybrid Application. This process informed the development of the Control Documents that form the basis for the Environmental Impact Assessment (EIA).

The Proposed Maximum Height envelope and Detailed Components have been tested throughout the design process, and refined to address townscape views and neighbouring context. The Illustrative Masterplan, including illustrative plot testing provided additional detail on the likely proposals that could come forward within the Proposed Maximum Height envelope. These principles have been embedded within the Design Code using a selection of key views that add specificity to the framework and provide clear guidelines.

The design development of the project has culminated in the production of the Control Documents, which provide specific guidance for future RMAs. They address the volume, location, legibility, articulation, layering, and materiality of design elements, offering direction on how to respond to the specific context and conditions of the Site and deliver the vision for Earls Court.



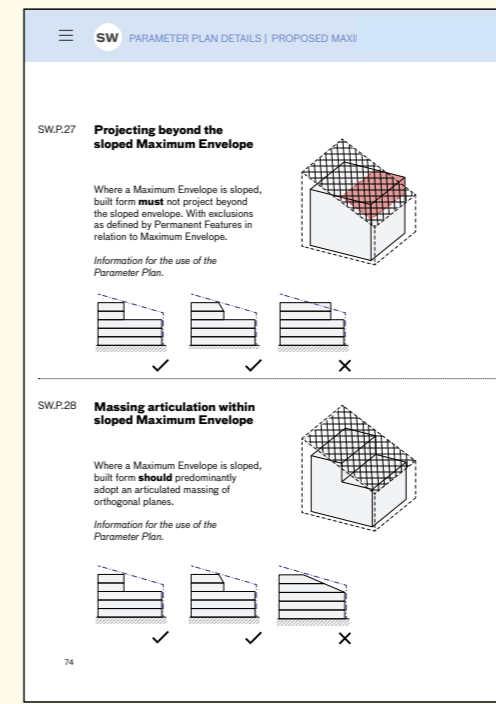
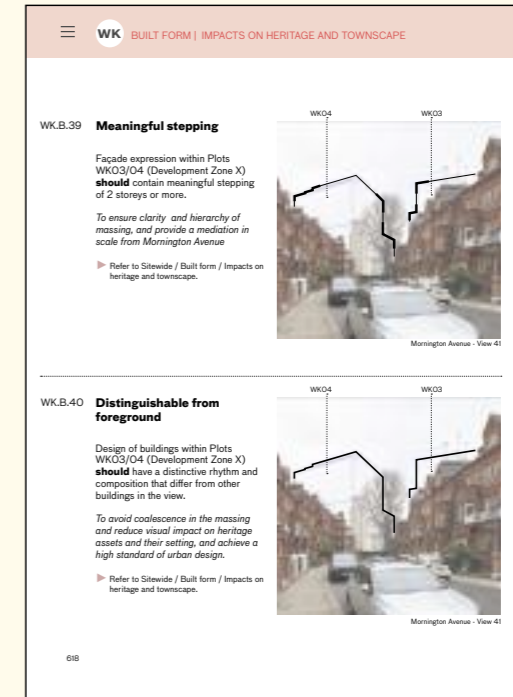
Maximum envelope



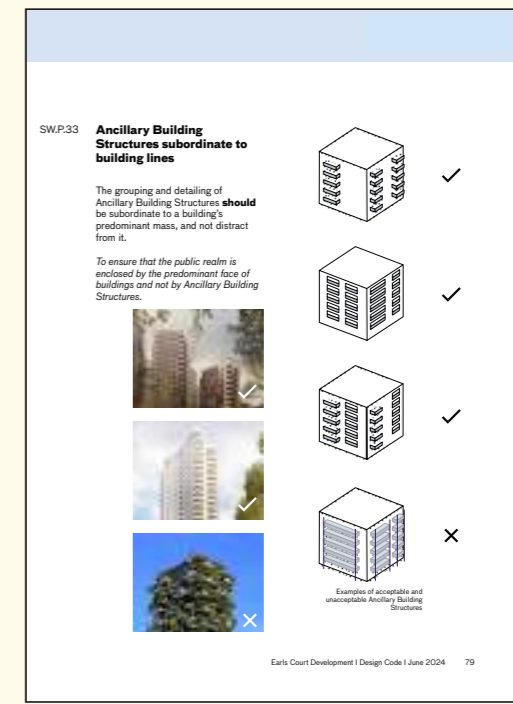
Illustrative massing



Extracts of Built form Design Code outlining design principles for key views



Extracts of Sitewide Design Code outlining articulation of built form





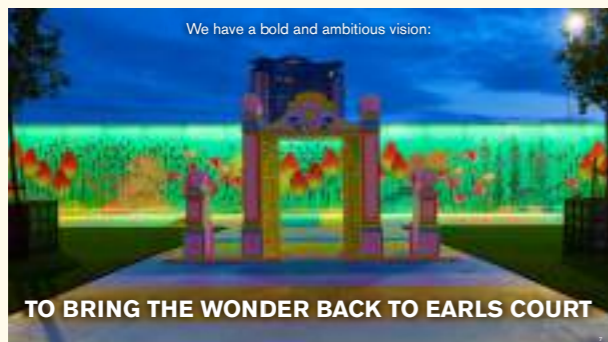
# 4.5 Conclusion

## The journey to the vision

The Illustrative Masterplan and Strategic Framework proposals have evolved in tandem with stakeholder engagement and the refinement of priorities defined for the Site. The vision for Earls Court embeds the aspirations expressed over the course of the design process.

## Vision

Through consultation with the public, Local Authorities, and statutory bodies, ECDC formulated a vision statement, 'To bring the wonder back to Earls Court'



## Priorities

Four 'priorities' were developed as part of the original Site response, brief, and preliminary consultation.

They helped shape and guide early design studies, and develop an understanding of the opportunity and uniqueness of the place.



1. Open up the former Exhibition Centres Site for the first time in 150 years - giving back to local communities.



2. A showground of world-class ingenuity - celebrating its legacy and history.



3. Create a better piece of city - a blueprint for future generations.



4. Addressing the climate emergency - an ambition to go beyond net zero.

## Masterplan Guiding Principles

8 masterplan 'guiding principles' emerged from the engagement process and captured the Design Team's response to the many conversations and shared aspirations for the site.



1. Create an exceptional place that maximises benefits for all



2. Amplify nature, our emotional hero, our golden thread



3. A blended use environment, spaces working hard to deliver economic, social and environmental responsibility



4. A resilient Strategic Framework that can adapt to future needs and deliver principles of a circular economy



5. The most connected place, open and accessible, helping to make city life more equitable



6. A continued heritage of world-class ingenuity for Earls Court, London and the UK



7. Welcome and surprise, bringing back the Earls Court wonder



8. Creating a sense of place from day one, living our values

## Place Pillars

Four 'place pillars' form the culmination of the engagement and design development process.

They underpin the vision and set the ambitions for the place ECDC wants to create.

### Nature

A celebration of nature and its ability to connect and revive

### Innovation

A showcase for climate and clean innovation and skills

### Culture

A cultural ecosystem for the future of talent

### Neighbourhood

An inspiring neighbourhood designed for all stages of life

# 5 The Strategic Framework



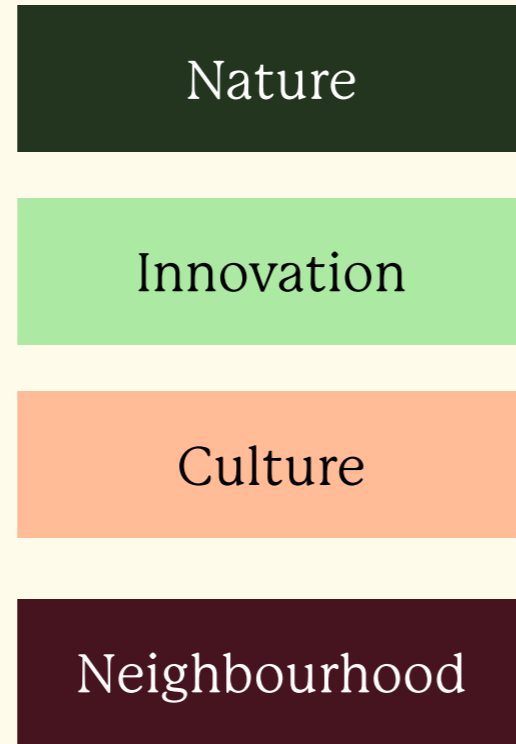
# 5.1 Introduction

## A Strategic Framework that embeds the vision for the Earls Court Site

Consultation and engagement established a clear set of priorities for the Design Team to respond to. This informed the urban design framework for the Site which embeds the place pillars of nature, innovation, culture and neighbourhood.

This chapter describes the spatial layers that create a flexible spatial framework, able to adapt to future needs and deliver an exemplary piece of city over time. The Strategic Framework forms the basis of the Illustrative Masterplan and guides how future Development Plots and public realm will be delivered.

The place pillars deliver the priorities established in consultation...

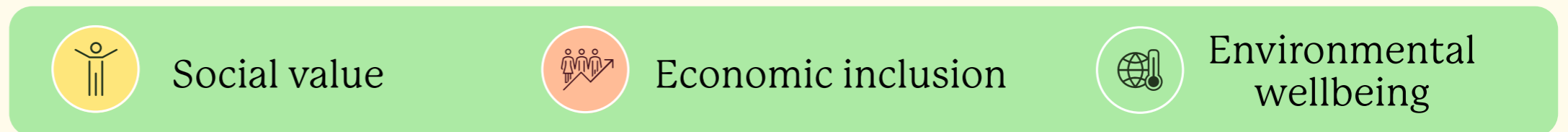


...to create an embedded place through spatial layers...

The spatial layers address the complexity of the Site and reflect the diverse local character in which it is located. They convey approaches to transforming a brownfield site dominated by infrastructure into an inclusive, sustainable and rich mosaic of spaces and activities. These key moves are described further in this chapter and include:

- Turning constraints into opportunities
- Opening up the Site
- Stitching the Site into its context
- A destination landscape
- A varied public realm network
- Flexible Development Zones
- Embedding the place pillars
- A stepped approach to the edges
- A layered approach to scale
- A range of typologies and architectural variety
- Seven Character Areas

...and underpinned by the approach to sustainability.



The project's approach to sustainability is set out in the Earls Court Sustainable Development Charter (SDC). Goals from this document will be referenced throughout this chapter, demonstrating how each spatial layer embeds sustainability.



# 5.1 Introduction

## Key considerations for the Strategic Framework

Earls Court is brownfield land, centrally located within Zone 1 and exceptionally well connected by the existing public transport network. These attributes position the Site as an appropriate place for significant growth in new homes, employment opportunities and lifestyle activities.

This is supported by the London Plan's Good Growth Policies GG1-GG6 and Policy D3 (The Optimising Site Capacity: A Design-led Approach). Policy D9 (Tall Buildings) recognises the role tall buildings can play in the optimisation of sites and has guided the approach to distribution of massing and height.

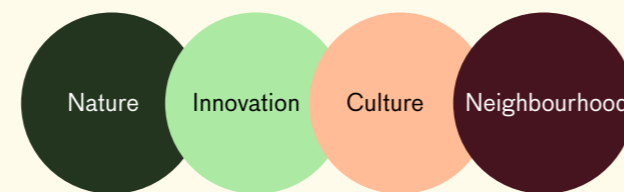
The Local Plans in both boroughs identify the Site as a location to deliver significant numbers of homes and jobs as part of the Earl's Court and West Kensington Opportunity Area.

## Optimising development capacity within the Earl's Court and West Kensington Opportunity Area



- The Site is located within the Opportunity Area designation, setting a clear brief for the delivery of homes and jobs.
- A process of design-led site optimisation has arrived at a scheme that makes the best use of the land to deliver homes, economic growth and the framework for a strong and inclusive community.

## Delivering a mix of uses to create a vibrant and resilient place



- Earls Court will be a place for everyone, where all generations and abilities will have access to homes, jobs, amenities, culture and leisure activities.
- As a microcosm of London, the balance of uses will bring the place to life throughout the week, day and night.

## Making the most of proximity to public transport



- Three TfL stations border the Site, providing exceptional connectivity.
- London Plan Policy D3 promotes higher density developments in locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling.

## A sensitive response to heritage and townscape considerations



- The Site has no London View Management Framework (LVMF) constraints and has been recognised in both boroughs' Local Plans as an appropriate location for tall buildings.
- Aligned with London Plan Policy D9, the local and wider context has been carefully analysed to sensitively craft the skyline of the development, establishing and locating height where it is appropriate.

## Addressing the climate emergency



- Sustainability was established as a priority from the outset, and every move within the Strategic Framework is underpinned by a commitment to deliver long term economic, social and environmental sustainability.
- The relevant goals from the project's Sustainable Development Charter are embedded throughout the Strategic Framework chapter.

## Driven by environmental analysis



- Achieving optimal conditions appropriate to the intended uses with respect to wind, daylight, sunlight and thermal comfort has driven the locations and form of buildings and public open spaces within the Strategic Framework.
- This process has been iterative and continuous throughout design development.



# 5.2 Spatial Layers | Layout

## Turning constraints into opportunities

Working with what is left on the Site, addressing the level changes and embracing its heritage, inspired a series of key decisions that have anchored the Strategic Framework. The complexity of existing infrastructure, together with opportunities offered by retained structures, help to organise the Strategic Framework.

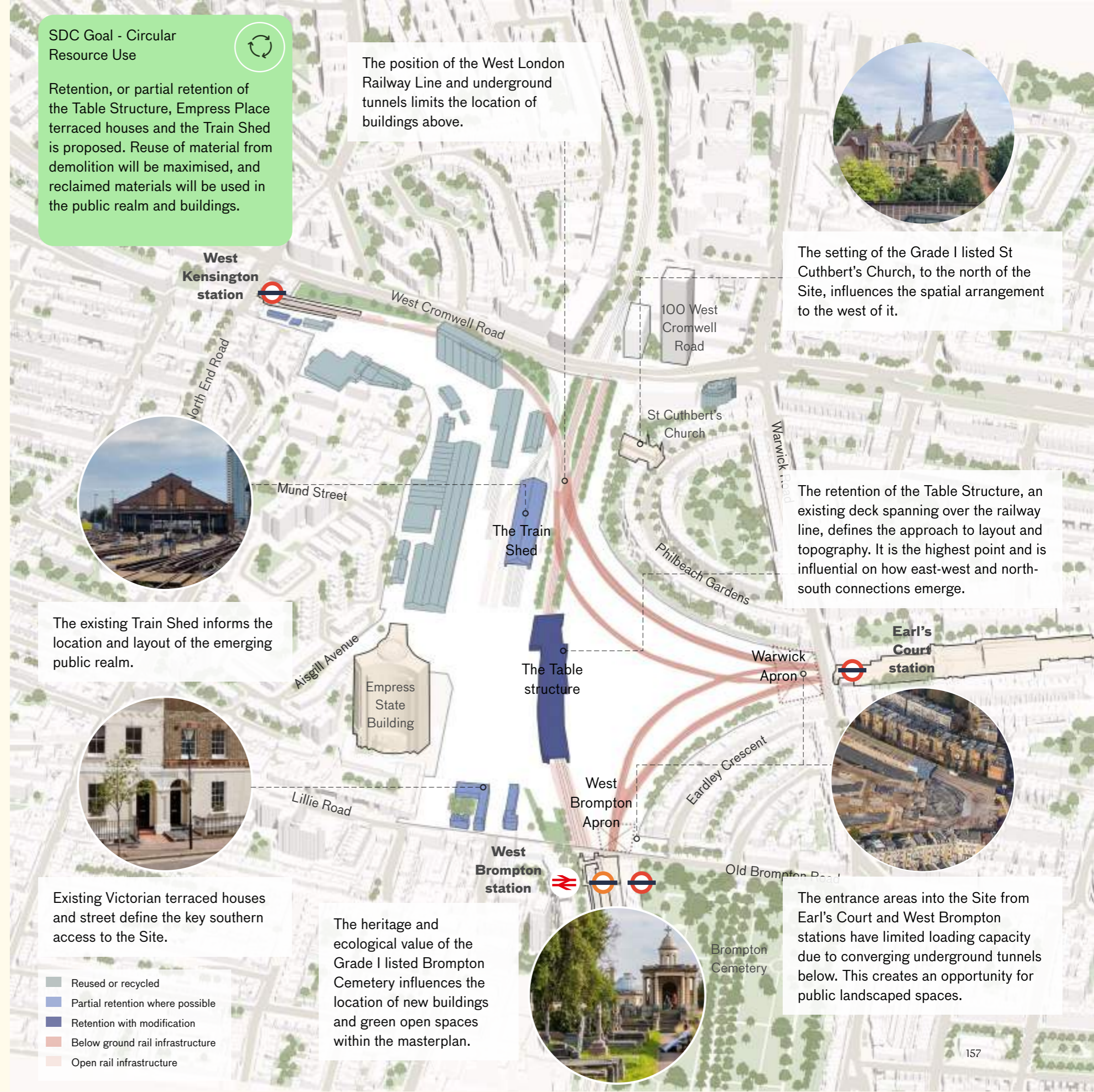
Early concept principle:



A resilient framework that can adapt to future needs and deliver principles of a circular economy.

Place Pillar:

Innovation



**SDC Goal - Circular Resource Use**  
Retention, or partial retention of the Table Structure, Empress Place terraced houses and the Train Shed is proposed. Reuse of material from demolition will be maximised, and reclaimed materials will be used in the public realm and buildings.

The position of the West London Railway Line and underground tunnels limits the location of buildings above.



The setting of the Grade I listed St Cuthbert's Church, to the north of the Site, influences the spatial arrangement to the west of it.



The existing Train Shed informs the location and layout of the emerging public realm.

The retention of the Table Structure, an existing deck spanning over the railway line, defines the approach to layout and topography. It is the highest point and is influential on how east-west and north-south connections emerge.



Existing Victorian terraced houses and street define the key southern access to the Site.

The heritage and ecological value of the Grade I listed Brompton Cemetery influences the location of new buildings and green open spaces within the masterplan.



The entrance areas into the Site from Earl's Court and West Brompton stations have limited loading capacity due to converging underground tunnels below. This creates an opportunity for public landscaped spaces.

- Reused or recycled
- Partial retention where possible
- Retention with modification
- Below ground rail infrastructure
- Open rail infrastructure



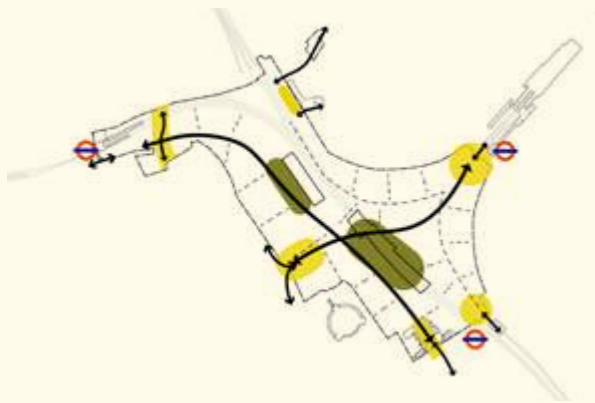


# 5.2 Spatial Layers | Layout

## Opening up the Site

In line with one of the priorities established by the consultation process, two new routes open the Site for unrestricted public access for the first time in 150 years. These routes reconnect neighbouring communities and extend walking, cycling, and public transport networks.

Early concept principle:



The most connected place, open and accessible, helping to make city life more equitable.

Place Pillar:

Neighbourhood



West Kensington station

Two new routes offer vital connections through the Site, enabling public access between stations and neighbourhoods for the first time in the Site's history.

A new east-west route links the existing communities with Earl's Court station in Zone 1. It crosses the West London Railway Line using the retained Table Structure, helping to negotiate the level change through landscape.



Gibbs Green Estate

West Kensington Estate



Earl's Court station

A new north-south route connects two existing streets: Empress Place in the south and Beaumont Avenue in the north. This connection provides access through the Site from Lillie Road to North End Road and connects West Brompton and West Kensington stations.

SDC Goal - A safe, inclusive and supportive place for everyone The routes across the Site will connect neighbouring communities bringing increased opportunities for social interaction and facilitating better access to transport and amenities.



West Brompton station

Brompton Cemetery

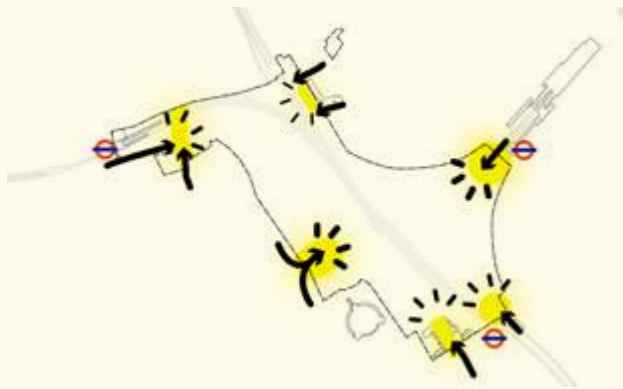


# 5.2 Spatial Layers | Layout

## Stitching the Site into its context

Welcoming public spaces are located at the entrances to the Site, integrating into the wider area and inviting people in.

Early concept principle:



Welcome and surprise, bringing back the Earls Court wonder.

Place Pillar:

Neighbourhood



West Kensington Boulevard extends the existing Beaumont Avenue, and forms the north-west entry point. It invites people into the Site from North End Road and connects to West Kensington station.

SDC Goal - Delivering cleaner air  
Intensely landscaped spaces at the Site's interfaces with the surrounding road network will trap pollutants to clean and improve air quality.

Warwick Square is a new space in front of Earl's Court station. Reminiscent of the entrance space in front of the Exhibition Centres, it welcomes visitors in from the east.

Aisgill Gardens is a generous community-focused space, offering a shared place where new and existing residents can come together.

Empress Place forms the southern access into the Site, extending the character of this existing street.

West Brompton Square is a new public space in front of the station. It provides a moment of breathing space and respite along Lillie Road and offers an opportunity to connect with the biodiversity of Brompton Cemetery.

SDC Goal - A safe, inclusive and supportive place for everyone  
Generous open spaces at the Site's edges welcome neighbouring communities to the development providing spaces to play and relax.



# 5.2 Spatial Layers | Layout

## A destination landscape

Publicly accessible green open space forms the centrepiece of the Site and is distributed around the retained Table Structure and Train Shed. A contiguous sequence of intensively planted landscaped spaces are located at the confluence of the two main routes.

Early concept principle:



Amplify nature, our emotional hero, our golden thread.

Place Pillar:



**SDC Goal - Healthy living**  
Green spaces will inspire activity and microclimate conditions have been considered to nurture wellbeing. There will be access to play and leisure activities for all ages.



**SDC Goal - Celebrating and enhancing our natural environment**  
The spatial moves result in a generous network of landscaped public open spaces connected throughout the Site. The central landscape will be a place for the people to connect with nature. It is also key to strengthening connections to the ecological corridors north and south of the Site.



Lillie Sidings Square is a new destination public space adjacent to the retained Train Shed, referencing the railway heritage of this area of the Site.

The level changes required to cross the rail lines present opportunities for unique features in the public realm, such as cascading water, steps and slopes.

**SDC Goal - A wonderful place to live, work and visit**  
The destination landscape creates a green and accessible open space for everyone. The tapestry of spaces embrace the Site's topography and are an opportunity for biodiversity to flourish, for diverse landscape characters to evolve and for people to enjoy.



The Table Park is a generous open space at the confluence of the key routes. It reuses the existing concrete deck to bridge across the rail tracks and elevates the central landscape creating playful level changes at the edges.

The Bioline mitigates potential habitat loss by introducing a large area of biodiverse habitat. Delivery of this area of public realm is subject to third party approvals.

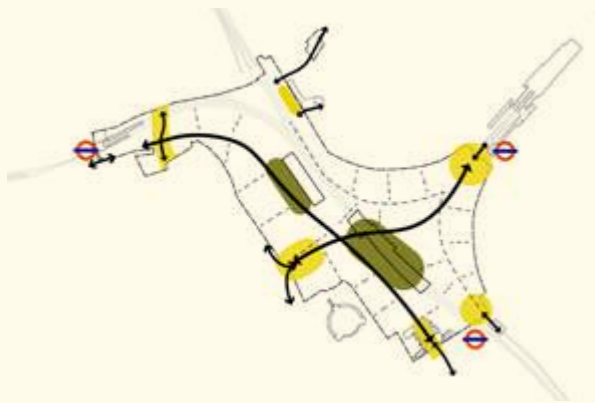


# 5.2 Spatial Layers | Layout

## A varied public realm network

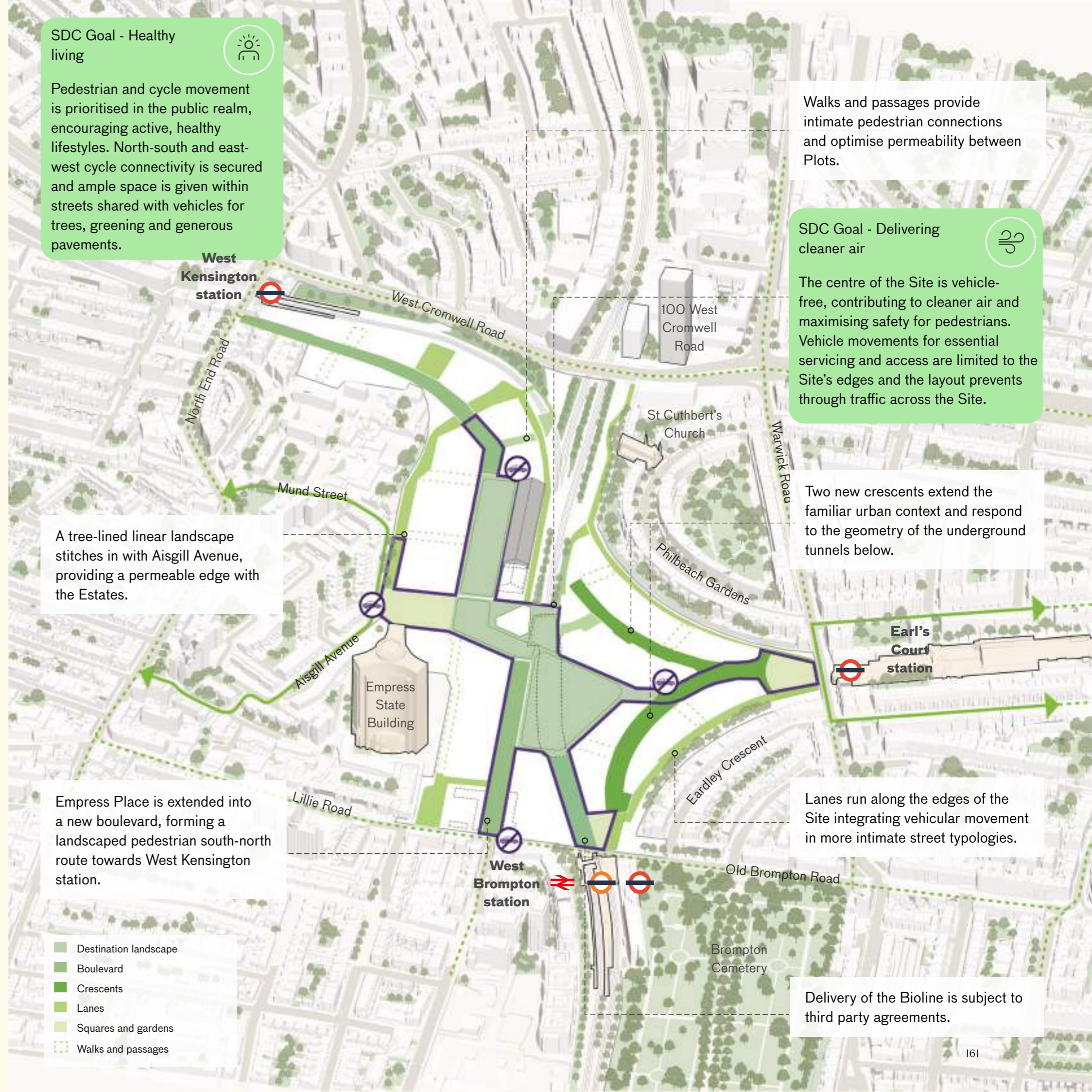
Tree-lined streets prioritise people and nature, whilst limiting vehicular access to where it is essential. A range of street types reflect the characteristics found in the local area.

Early concept principle:



The most connected place, open and accessible, helping to make city life more equitable.

Place Pillar:



**SDC Goal - Healthy living**  
Pedestrian and cycle movement is prioritised in the public realm, encouraging active, healthy lifestyles. North-south and east-west cycle connectivity is secured and ample space is given within streets shared with vehicles for trees, greening and generous pavements.



Walks and passages provide intimate pedestrian connections and optimise permeability between Plots.

**SDC Goal - Delivering cleaner air**  
The centre of the Site is vehicle-free, contributing to cleaner air and maximising safety for pedestrians. Vehicle movements for essential servicing and access are limited to the Site's edges and the layout prevents through traffic across the Site.



A tree-lined linear landscape stitches in with Aisgill Avenue, providing a permeable edge with the Estates.

Two new crescents extend the familiar urban context and respond to the geometry of the underground tunnels below.

Empress Place is extended into a new boulevard, forming a landscaped pedestrian south-north route towards West Kensington station.

Lanes run along the edges of the Site integrating vehicular movement in more intimate street typologies.

Delivery of the Bioline is subject to third party agreements.

- Destination landscape
- Boulevard
- Crescents
- Lanes
- Squares and gardens
- Walks and passages



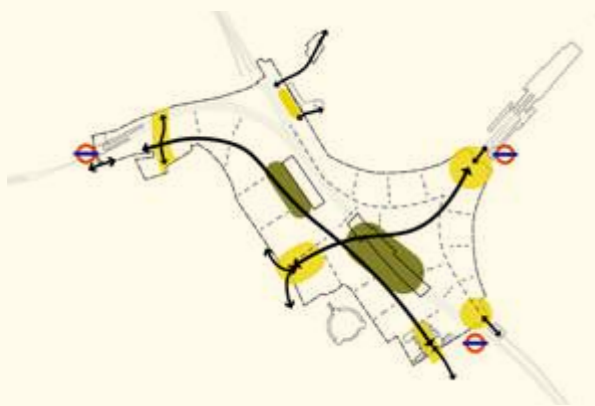
# 5.2 Spatial Layers | Layout

## Flexible Development Zones

The landscape-led design process has resulted in a varied public realm network which defines the zones available for development. These Development Zones allow for a rich variety of uses and building typologies and are further broken down into a series of flexible Plots.

▶ Refer to Parameter Plans / Parameter Plan - Public Realm, Development Zones and Maximum Building Lines (EC.PA.B).

Early concept principle:



The most connected place, open and accessible, helping to make city life more equitable.

Place Pillar:

Neighbourhood



SDC Goal - A wonderful place to live, work and visit  
The Plot structure can accommodate a mix of uses, creating diverse opportunities and a wide range of homes, workplaces, cultural and leisure activities for the new and existing communities.

Grouping building Plots into Development Zones allows for flexibility to adapt to future change.

SDC Goal - Celebrating and enhancing our natural environment  
The framework has prioritised the scale and location of public green spaces, which have consequently determined the plot structure.

- Detailed Plots
- Outline Development Zones
- Public realm network

Delivery of the Bioline is subject to third party agreement.



# 5.2 Spatial Layers | Uses

## Embedding the place pillars

The place pillars underpin ECDC’s vision and create the identity of Earls Court.

### Nature

*A celebration of nature and its ability to connect and revive*

The Strategic Framework establishes the fundamental features of the landscape-led masterplan, supporting an open, accessible, and biodiverse network of public spaces through:

- A contiguous landscape that puts people and nature first.
- Amplifying key routes and connections with biodiversity.
- A destination landscape that forms the centrepiece of the Proposed Development.



### Innovation

*A showcase for climate and clean innovation and skills*

The Strategic Framework identifies three workspace and innovation clusters within the Proposed Development, and embeds core sustainability moves that respond to the ambition for the Site to address the climate emergency through:

- Three workplace clusters with a focus on innovation and clean tech.
- An ecosystem of commercial spaces that supports businesses at various stages of their growth, embedding economic prosperity.
- Sustainability informs every facet of the Development and supports innovative approaches to addressing Site constraints.





# 5.2 Spatial Layers | Uses

## Embedding the place pillars

### Culture

*A cultural ecosystem for the future of talent*

The Strategic Framework defines the layering of Ground Floor uses and cultural anchors that together form the fabric of culture at Earls Court through:

- Three cultural anchors that invite a range of cultural showcase and expression.
- An ecosystem of shops, retail, cafés, restaurants and community uses that activate the ground level frontages.
- The aspiration to re-purpose existing structures reflecting the ambition to embed the Site's heritage and legacy within the proposals.

### Neighbourhood

*An inspiring neighbourhood designed for all stages of life*

The Strategic Framework establishes the typologies and characters that will enrich this new neighbourhood, embracing diversity and people of all lifestyles and backgrounds.

- Seven Character Areas, each with their own personality, offering something for everyone.
- A variety of typologies and architectural styles to accommodate different types of homes for all ages and levels of affordability.
- A carefully composed plot structure and a varied public realm network that responds to the local context.





## 5.2 Spatial Layers | Uses Outline Component

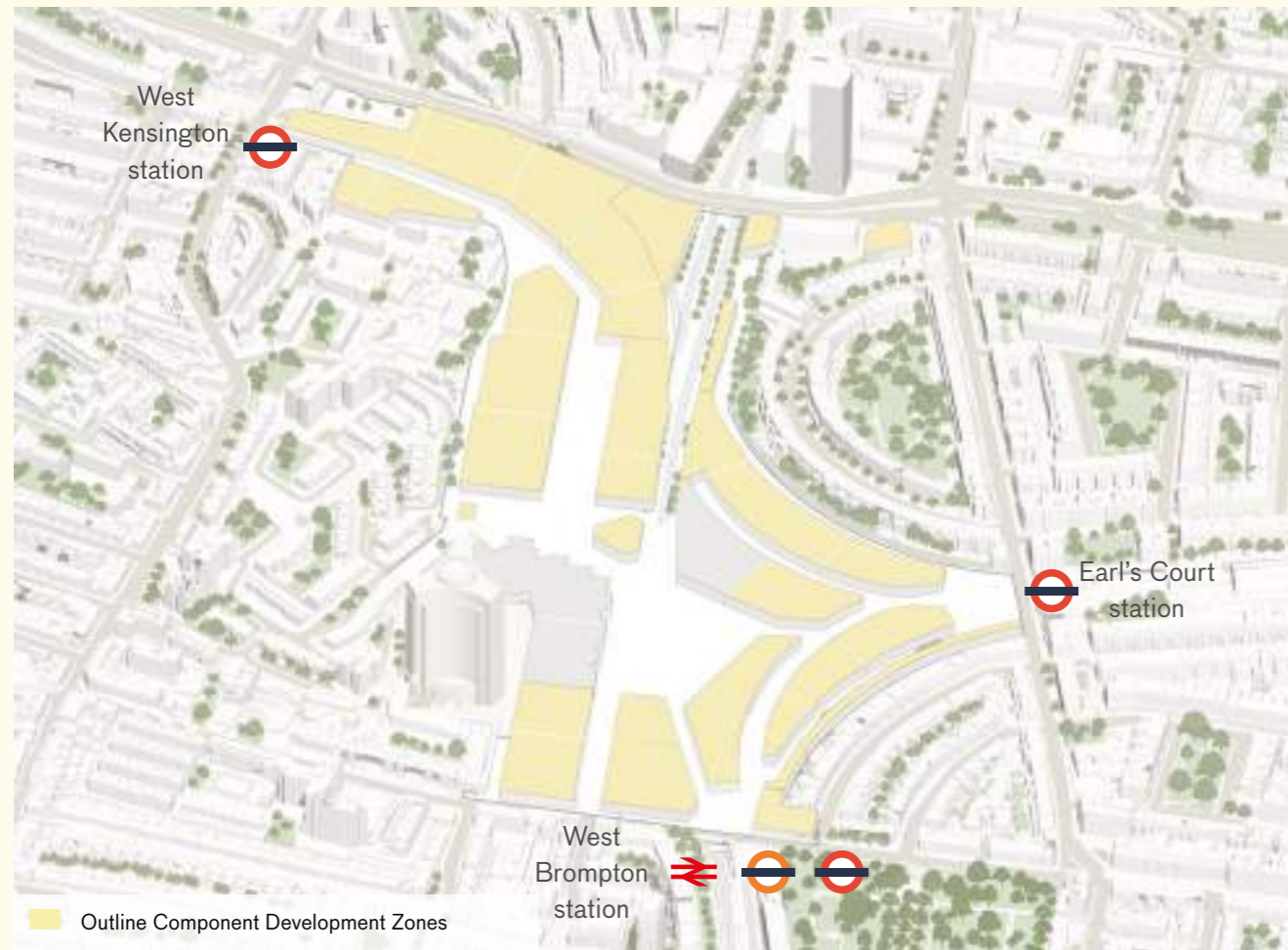
### Maximum floorspace

Flexibility to bring forward different uses is built into the Hybrid Planning Applications within the Outline Component.

- The Outline Component is submitted as a series of Development Zones (A-Z).
- These zones are defined by the Parameter Plans which are the approved drawings of the Outline Component.
- The Parameter Plans are informed by the

Illustrative Masterplan and the sitewide strategies and provide a set of controlling plans for subsequent Applications for Reserved Matters Approval (RMA).

- The Parameter Plans define the key principles of the masterplan - permitted land uses, plot extent and height, public realm provision, site access etc. - and are read alongside the other Control Documents (the Design Code and Development Specification).



Outline Component maximum floorspace		
Land Use	Maximum floorspace (GEA sqm)	Indicative no. (up to)
Residential (C3)	365,000	c. 3,100 homes
Student (SG)	40,000	c. 800 beds
Co-Living (SG)	50,000	c. 1,000 homes
Hotel (C1)	32,000	c. 400 keys
Office / R&D (E(g))	270,000	-
Education (F1(a))	45,000	-
Hospital / Later Living (C2)	75,000	c. 300 homes
Retail / F&B / Flexible Commercial (E(a))/(b)/(c)/SG)	22,000	-
Leisure (E(d)/SG)	10,000	-
Culture (F/SG)	9,000	-
Storage and Distribution (B8)	16,000	-
Community / Social Infrastructure (F/E(e)/(f)/(g))	3,000	-
Ancillary	48,000	-
Outline Component not to exceed cap	577,000	-

Maximum development floorspace of Outline Component



# 5.2 Spatial Layers | Scale

## A stepped approach to the edges

The plot structure allows for a varied approach to building typologies, informed by the uses prioritised in different parts of the Site. Environmental and townscape technical analysis has been undertaken to determine optimum building forms and to craft a sensitive response to the existing context. Building heights are carefully distributed to assist with wayfinding and create great places.

- Separation distances from neighbouring properties are maximised.
- Building heights step down towards more sensitive edges to provide an appropriate response to neighbouring properties.
- Townhouses and small workspaces are located behind Eardley Crescent to extend the local scale.
- Massing terraces downwards towards Philbeach Gardens.
- Taller buildings are located at the centre of the Site, adjacent to large open spaces or along prominent edges.

Early concept principle:



Create an exceptional place that maximises benefits for all.

Place Pillar:

Neighbourhood

This design-led approach, has been informed by both functional and environmental impact considerations (including in respect of wind, air movement, noise, daylight and sunlight penetration), balanced with the need to optimise capacity as required by the NPPF (noting this is a brownfield site, located within an Opportunity Area and benefiting from Site Allocations), London Plan Policy D3, Policy D9 (Part C2 and C3), LBHF Local Plan Policy DC3, emerging RBKC Local Plan Policy CD7 and the RBKC Earls Court Framework SPD (including Priority 3.1.)



- |||| Sensitive context
- Low to mid-rise buildings around Site edges
- Taller buildings at the centre of the Site or along prominent edges



## 5.2 Spatial Layers | Scale

### A layered approach to scale

A clear hierarchy of building typologies with a landmark taller building at the centre creates a legible and distinctive contribution to both the local and city skyline.

The Proposed Development has evolved based on a detailed understanding of townscape, heritage and visual impact in long-range, mid-range and immediate views, including taking account of any cumulative impact.

Building heights extend from the neighbouring scale and then transition to medium heights, with taller buildings located at the centre of the Site or along prominent edges.

The landmark building visibly extends beyond other tall buildings, including the neighbouring Empress State Building. Taller buildings are strategically positioned in response to wayfinding and frame the main public spaces and routes.

Guidance is provided in the Design Code responding to key townscape and heritage considerations for future Applications for Reserved Matters Approval (RMA) for the Outline Component.

Place Pillar:

Neighbourhood

The Development proposals have evolved in line with Part C1 and C4 of London Plan Policy D9, LBHF Local Plan Policy DC3 and RBKC Local Plan Policy CD7.

A number of the proposed tall buildings form part of the Detailed Component of the Hybrid Planning Applications, intentionally providing full architectural details to both demonstrate design quality in response to policy expectations (including London Plan Policies D4 and D9C) and to justify the appropriateness of the masterplan approach to scale and heights.



Refer to Townscape Built Heritage and Visual Assessment within the Environmental Statement (EC.PA.12), Design Code (EC.PA.C), Design and Access Statement Volume 2: RBKC Detailed Component (EC.RBKC.02) and Design and Access Statement Volume 3: LBHF Detailed Component (EC.LBHF.02)

- Extend
- Transition
- Reinvent
- Landmark building
- Key views



## 5.2 Spatial Layers | Typologies

### A range of typologies and architectural variety

A layered approach to height, informed by a response to local context and land use distribution, results in a variety of building typologies across the Site.

The contextual character and building typologies have informed a series of principles set out in the Design Code. These provide guidance such as architectural expression or hierarchy to ensure that the Proposed Development is coherent within the local area.

► Refer to the Design Code / Built Form Sections (EC.P.A.C).

Early concept principle:



A blended use environment, with spaces working hard to deliver economic, social and environmental responsibility.

Place Pillar:

Neighbourhood



- Mid-scale block
- Smaller-scale
- Large footprint
- Standalone
- Pivot
- Common base
- Perimeter block
- Transition block
- Pavilion

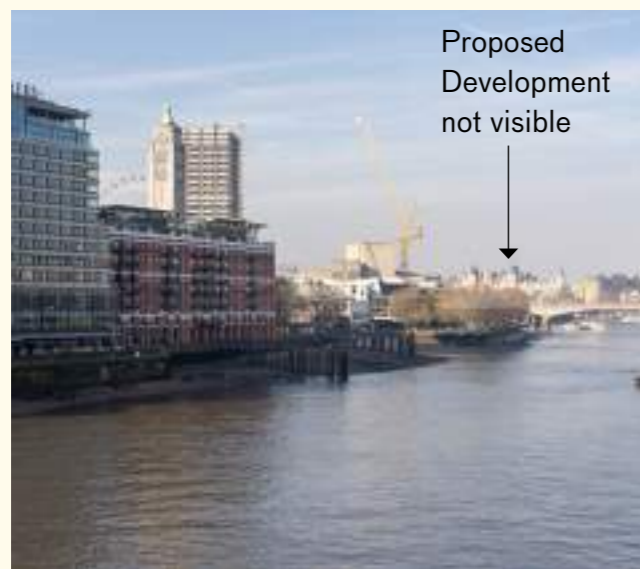
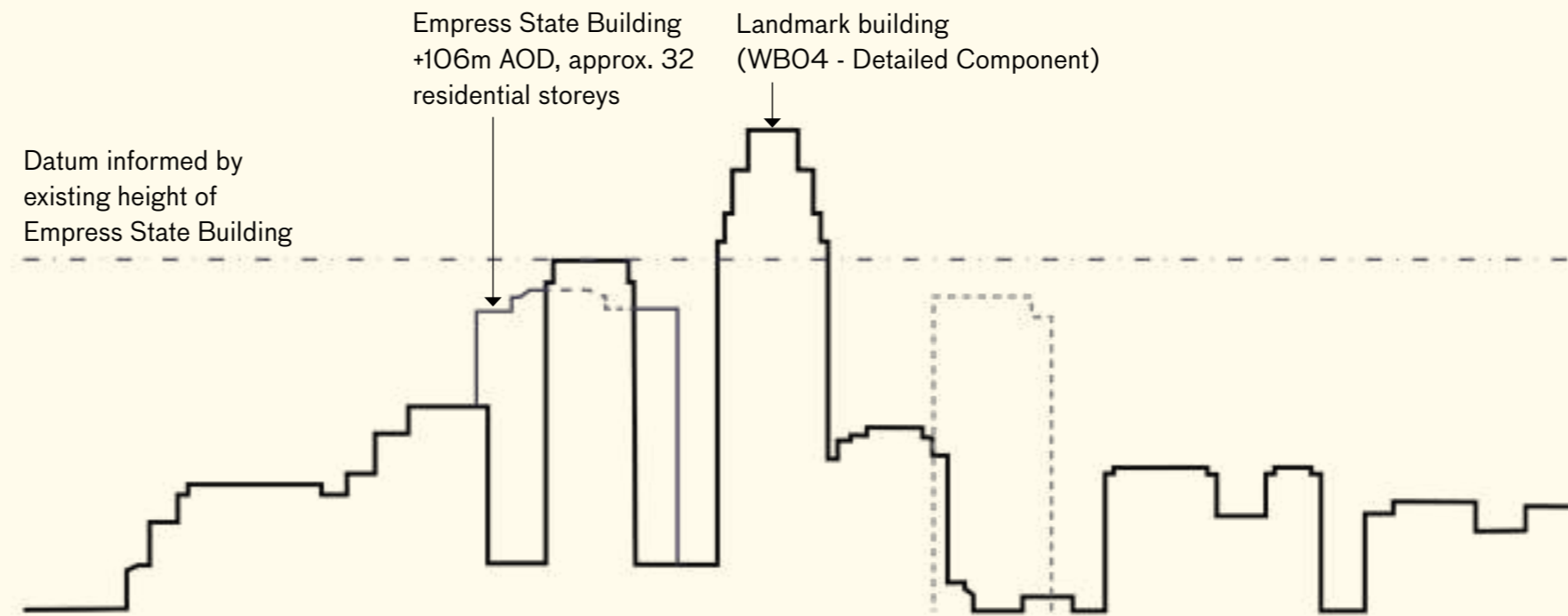




## 5.2 Spatial Layers | Townscape

### Tall buildings

The tallest buildings within the masterplan are clustered in the centre of the Site and have been informed by the following townscape views:



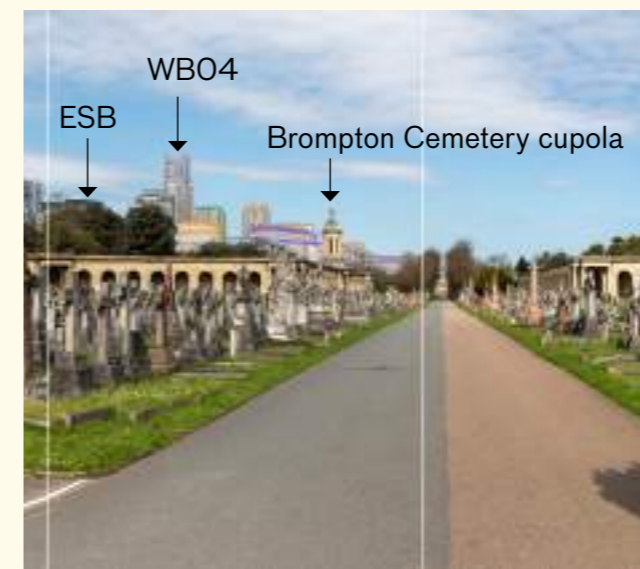
View from Blackfriars Bridge

The maximum height of the tallest building, WBO4, is limited by the London View Management Framework (LVMF) River Prospect from Assessment Point 14.1 on Blackfriars Bridge, in which the Proposed Development would not be visible.



View from Queen's Club

Height is distributed to maintain the datum of the roofline, rising to the south towards the Empress State Building (ESB), and the existing residential building in the mid ground. The tall building cluster adjacent to West Cromwell Road rises above this datum but it is distinct and positioned away from the southern cluster.



View from Brompton Cemetery

Tall buildings are located to the west to protect the axial experience of Brompton Cemetery and the skyline behind the cupola. The existing tree line at the terminus of the view is also maintained.



View from the Thames Path west of Hammersmith Bridge

The heights of lower tall buildings in the central cluster have been shaped to integrate the existing Empress State Building (ESB), allowing WBO4 to read as a singular focal point in views from all directions, and create an attractive cluster on the skyline.



## 5.2 Spatial Layers | Character

### Seven Character Areas

The Earls Court Development is one neighbourhood composed of seven Character Areas, which seamlessly transition throughout the Site. The Character Areas are organised around key public spaces and connecting routes relating back to the surrounding neighbourhoods.

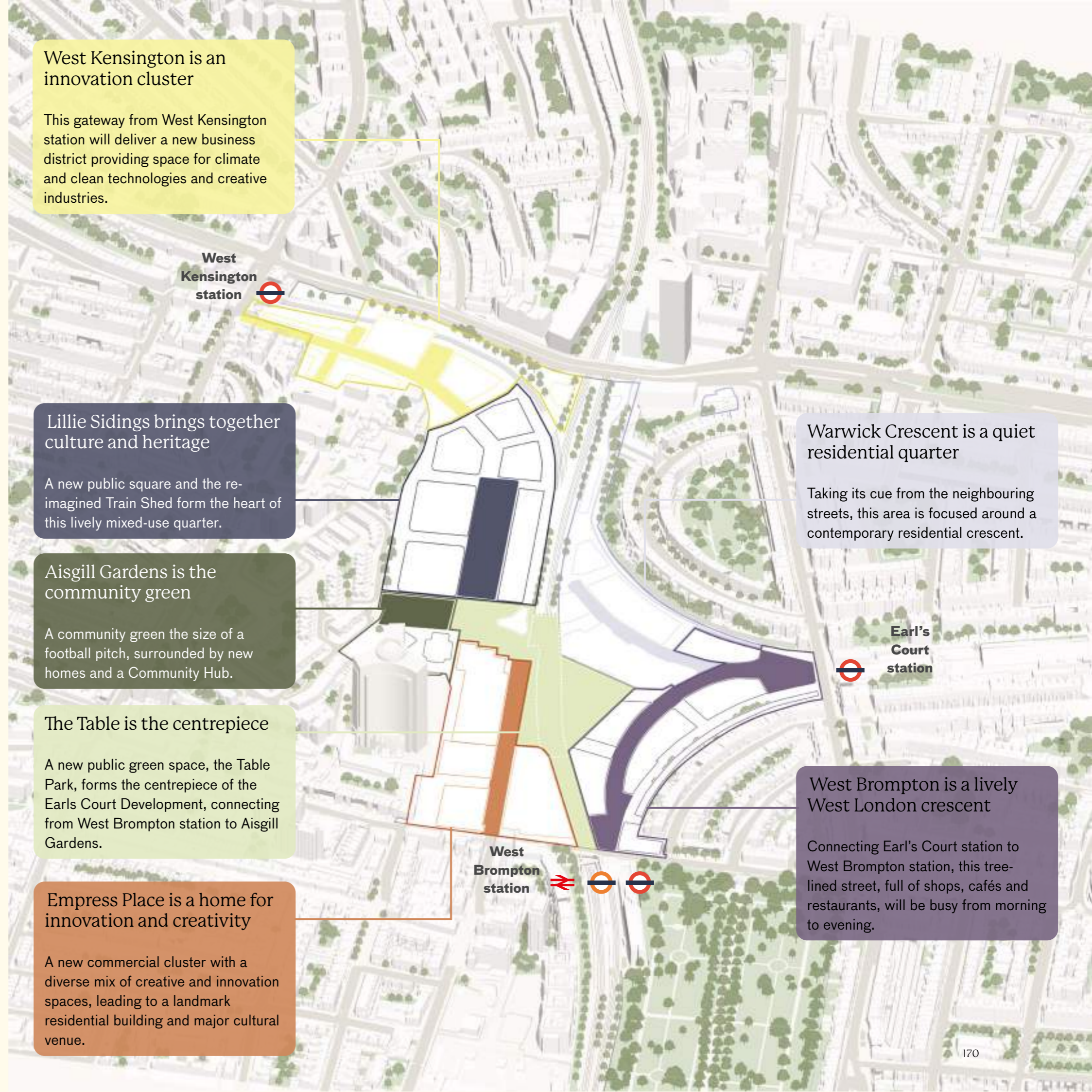
Early concept principle:



Create an exceptional place that maximises benefits for all.

Place Pillar:

Neighbourhood



West Kensington is an innovation cluster

This gateway from West Kensington station will deliver a new business district providing space for climate and clean technologies and creative industries.

West Kensington station

Lillie Sidings brings together culture and heritage

A new public square and the re-imagined Train Shed form the heart of this lively mixed-use quarter.

Aisgill Gardens is the community green

A community green the size of a football pitch, surrounded by new homes and a Community Hub.

The Table is the centrepiece

A new public green space, the Table Park, forms the centrepiece of the Earls Court Development, connecting from West Brompton station to Aisgill Gardens.

Empress Place is a home for innovation and creativity

A new commercial cluster with a diverse mix of creative and innovation spaces, leading to a landmark residential building and major cultural venue.

West Brompton station

Warwick Crescent is a quiet residential quarter

Taking its cue from the neighbouring streets, this area is focused around a contemporary residential crescent.

Earl's Court station

West Brompton is a lively West London crescent

Connecting Earl's Court station to West Brompton station, this tree-lined street, full of shops, cafés and restaurants, will be busy from morning to evening.



## 5.3 Summary

The Strategic Framework underpins the Parameter Plans and Design Code documents. It establishes a series of spatial layers that embed the aspirations established through the engagement process. Careful consideration of sustainability and the place pillars results in a robust masterplan.

The Strategic Framework is...

