

EARLS COURT 

Design Code Revision 01

Hawkins\Brown
&
Studio Egret West
EC.PA.C-01
July 2025

The
Earls Court
Development
Company



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



As a panel of built environment experts, our peer review of the Earls Court Design Code aimed to ensure alignment with the National Model Design Code guidance and national best practice. The process has been highly collaborative with recommendations incorporated into this document. We will continue to monitor the delivery of the project and feel confident that this Design Code can become a benchmark for major brownfield developments in the future.

Matthew Carmona

Professor of Planning and Urban Design at The Bartlett School of Planning, University College London

Vicky Payne

Co-author of the National Model Design Code



Revision	Date	Description
P01	July 2024	Issued for Planning
P02	July 2025	Issued for Planning

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1. Introduction

[IN]

Introduction

This Design Code, Revision 1 has been prepared by Hawkins\Brown and Studio Egret West to replace the Design Code, Revision 0, dated July 2024. It has been updated to take account of amendments to the Proposed Development and respond to feedback in relation to comments received from the Royal Borough of Kensington and Chelsea (“RBKC”) and London Borough of Hammersmith and Fulham (“LBHF”).

In July 2024, two Hybrid Planning Applications were submitted, one to RBKC (Reference: PP/24/05187) and one to LBHF (Reference: 2024/01942/COMB) in relation to the redevelopment of land bounded by West Cromwell Road, Warwick Road, Philbeach Gardens, Eardley Crescent, Lillie Road, Old Brompton Road, the West London Railway Line (“WLL”), and 1 Cluny Mews in RBKC (the “RBKC Site”) and North End Road, Beaumont Avenue, West Cromwell Road, the WLL, land comprising the Empress State Building (“ESB”), Aisgill Avenue, the former Gibbs Green School properties fronting Gibbs Green Close, and properties fronting Dieppe Close (the ‘LBHF Site’) which straddle the boundary between the two boroughs (together forming “the Site”). The Proposed Development will form the new Earls Court Development. The Hybrid Planning Applications are submitted on behalf of Earls Court Partnership Limited (“ECPL”) (“The Applicant”).

The RBKC Hybrid Planning Application is formed of detailed development proposals in respect of Development 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 Planning Application is formed of detailed development proposals in respect of Development 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”.

Together the RBKC and LBHF Proposed Developments form the Earls Court Development which comprises the redevelopment of the Site.

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.

The Proposed Development is currently anticipated to be delivered in eight main phases and over an estimated programme of approximately 19 years. The eight main phases encompass the full build out of the Proposed Development. The indicative development programme is based on the assumption that planning permission is secured in 2025. Elements of infrastructure works are expected to commence prior to Q3 2025. Where applicable, separate applications have already been submitted or may be submitted for these works as described in chapter 5 and the Infrastructure Works section of the submitted Environmental Statement. The impacts of these works have been considered as part of the Environmental Impact Assessment ("EIA") and in and in relevant planning application documents for completeness and robustness.

Therefore, for the purpose of the indicative development programme, the Proposed Development works are anticipated to be undertaken over 13 years for the Early Phases (completion targeted for Q2 2037) and 19 years for the All Phases (completion Q2 2043). First residential occupation is likely to be in Q1, 2031.

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 design, 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.

This report considers each of these scenarios. For further information in relation to phasing and development scenarios, refer to the submitted Planning Statement and Environmental Statement.

Post Planning Application Submission Amendments and Response to Consultation Feedback

Since the submission of the Hybrid Planning Applications, consultation has been undertaken with LBHF, RBKC and relevant statutory and non-statutory consultees. As a result of the post-submission consultation feedback, amendments have been made to the Proposed Development.

These amendments can be summarised as follows:

- Amendments to Parameter Plans to reduce height of ECO3 by one storey, refine massing of WKO2 and other incidental modifications.
- Minor design updates to Development Plots within the RBKC Detailed Component (Plots ECO5 and ECO6) and LBHF Detailed Component (Plots WBO3, WBO4 and WBO5).
- Inclusion of additional and updated codes within the Design Code as outlined below
- Development Specification updates to reflect the above amendments.
- LBHF minimum residential unit number increased from 1,600 to 2,000 (proposed to be secured by an appropriately worded planning condition).

The purpose of this Design Code is to incorporate updates, which respond to key points of feedback that have been received. The updates can be summarised as follows:

- Amendments to reflect or clarify updates to Parameter Plans.
- Adjustments to provide clarity on design principles in the context of flexible land uses.
- Updates to enhance the articulation of built form in response to the townscape and heritage setting from key views.
- Enhancements to further define how active frontages and the public realm come together.
- Additions to ensure ecological corridors are enhanced and landscape respond to local character.
- Adjustments to clarify the approach to integrated planting and play space.
- Additions to further clarify the potential Cluny Mews pedestrian and cycle connection, including alternative provisions.
- Additions of design principles for a potential new square outside West Kensington Station.

Format of the Application

The Hybrid Planning Application includes a large number of documents and drawings including:

Control Documents (for approval)

The Control Documents are those seeking approval from the local authorities on the character, appearance, quality and quantum of development. These include the Development Specification, the Parameter Plans, and the Design Code. The Design Code has been written to be read in conjunction with these other Control Documents.

Supporting Documents (for information)

The Supporting Documents are not for approval and include the Design and Access Statement, as well as all supporting statements and technical assessments which form part of the Environmental Impact Assessment.

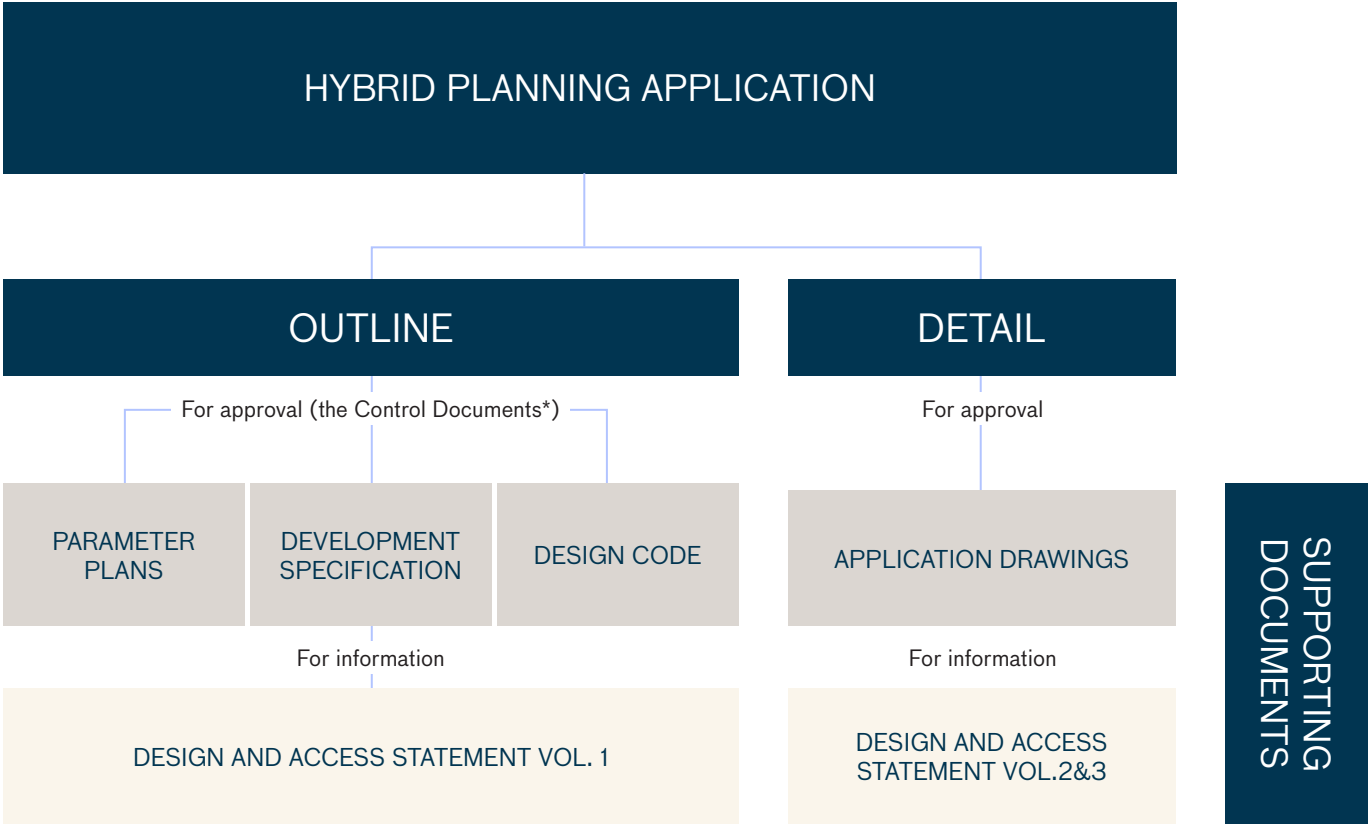
The Design and Access Statement describes how the design has been developed and how it has responded to considerations, public and stakeholder consultation and other inputs to develop the principles for land-use, amount, scale, layout, landscape and an overarching approach to character and appearance.

An Illustrative Masterplan (as described within the Design and Access Statement) has been developed to show one way in which the Parameter Plans and Design Code can be interpreted.

Detailed Component Documents

The Hybrid Planning Application also comprises further applications which are submitted as Detailed Component.

Information for these components are not covered as part of this Design Code explicitly, but the Detailed Component conforms with the relevant sitewide design guidance.



*Future RMAs will need to demonstrate compliance with the Control Documents.

NPPF and NMDC

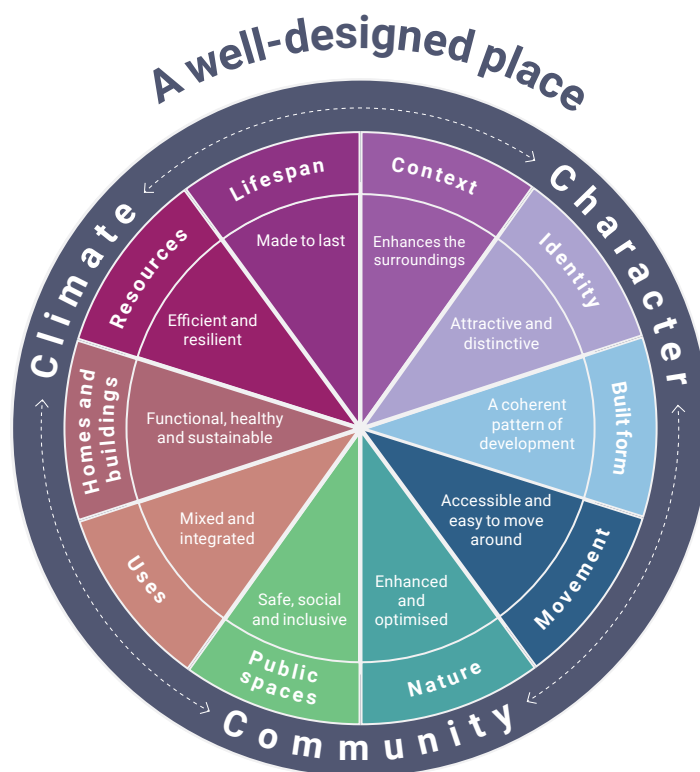
National Planning Policy Framework and National Model Design Code

The National Planning Policy Framework (NPPF) establishes the requirements and guidance for the assessment and production of design codes. It states that design codes should respond to local character and design context to produce frameworks for creating high-quality places. It also identifies that the production of the codes should be developed following an approach that is consistent with the principles as set out in the National Model Design Code.

The National Model Design Code (2021), develops more detailed guidance for the production of design codes. This proposal provides a specific response for the Earls

Court Development in this national policy context. It tailors a response that is most appropriate to the specific characteristics and opportunity, and balances a level of prescriptive control and degree of variety and change over time to deliver design quality over the long-term.

Central to the national policy guidance are the principles identified as the 10 Characteristics of Well Designed Places (National Design Guide). These characteristics define the key topics that should be considered in the production of design codes (where appropriate).



*The ten characteristics of well-designed places,
National Model Design Guide*

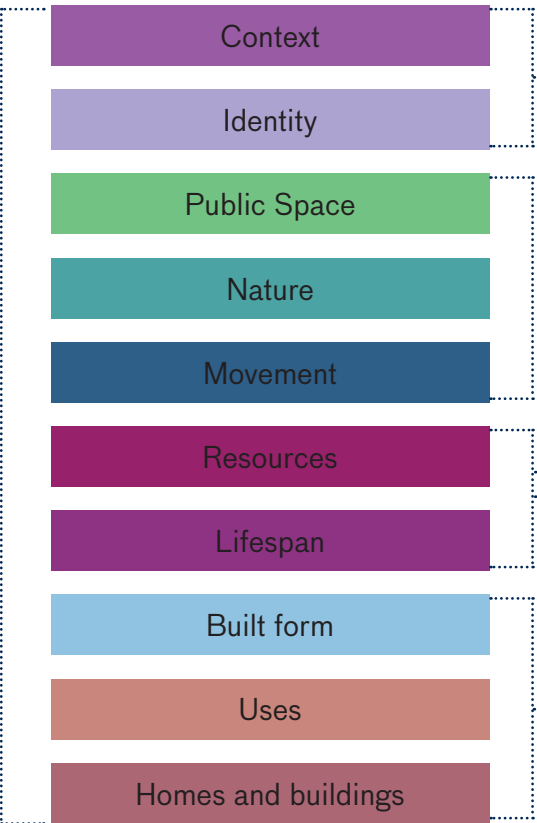
An Integrated Approach

The Design Code for the Earls Court Development has developed an integrated approach that reconciles the 10 Characteristics into three clearly defined sections: Vision, Landscape, Built form.

By distilling the characteristics in to these three central themes, this Design Code is able to succinctly emphasise the overarching vision for the Site as

a response to the existing context and identity of the place. It then develops specific design guidance for both Landscape and Built form (at both a comprehensive sitewide scale and in response to more local Character Area conditions) to maximise a clarity in the design priorities and usability of the design guidance (whilst still reflecting the full range of policy characteristics).

NMDC ‘10 Characteristics’



Earls Court Design Code key sections





Structure of the Document

The Design Code has been organised into the following chapters:

- Introduction (IN) - An introduction to the Hybrid Planning Application, related documents, and a guide to using the Design Code.
- Vision (VI) - A summary of the vision as described in the Design and Access Statement.
- Sitewide (SW) – Design codes applicable to all areas of the strategic

framework (both Landscape and Built form) to define coherent strategic design guidance and clarity of documentation.

- Character Areas (CA) - Design codes applicable to each specific area of the strategic framework (both Landscape and Built form) to reinforce specific characteristics, constraints and design aspirations of interpretation and control.

Chapter 1	IN	Introduction
Chapter 2	VI	Vision
Chapter 3	SW	Sitewide
Chapter 4	WB	West Brompton
Chapter 5	WC	Warwick Crescent
Chapter 6	TT	The Table
Chapter 7	EP	Empress Place
Chapter 8	AG	Aisgill Gardens
Chapter 9	LS	Lillie Sidings
Chapter 10	WK	West Kensington

How to Read the Design Code

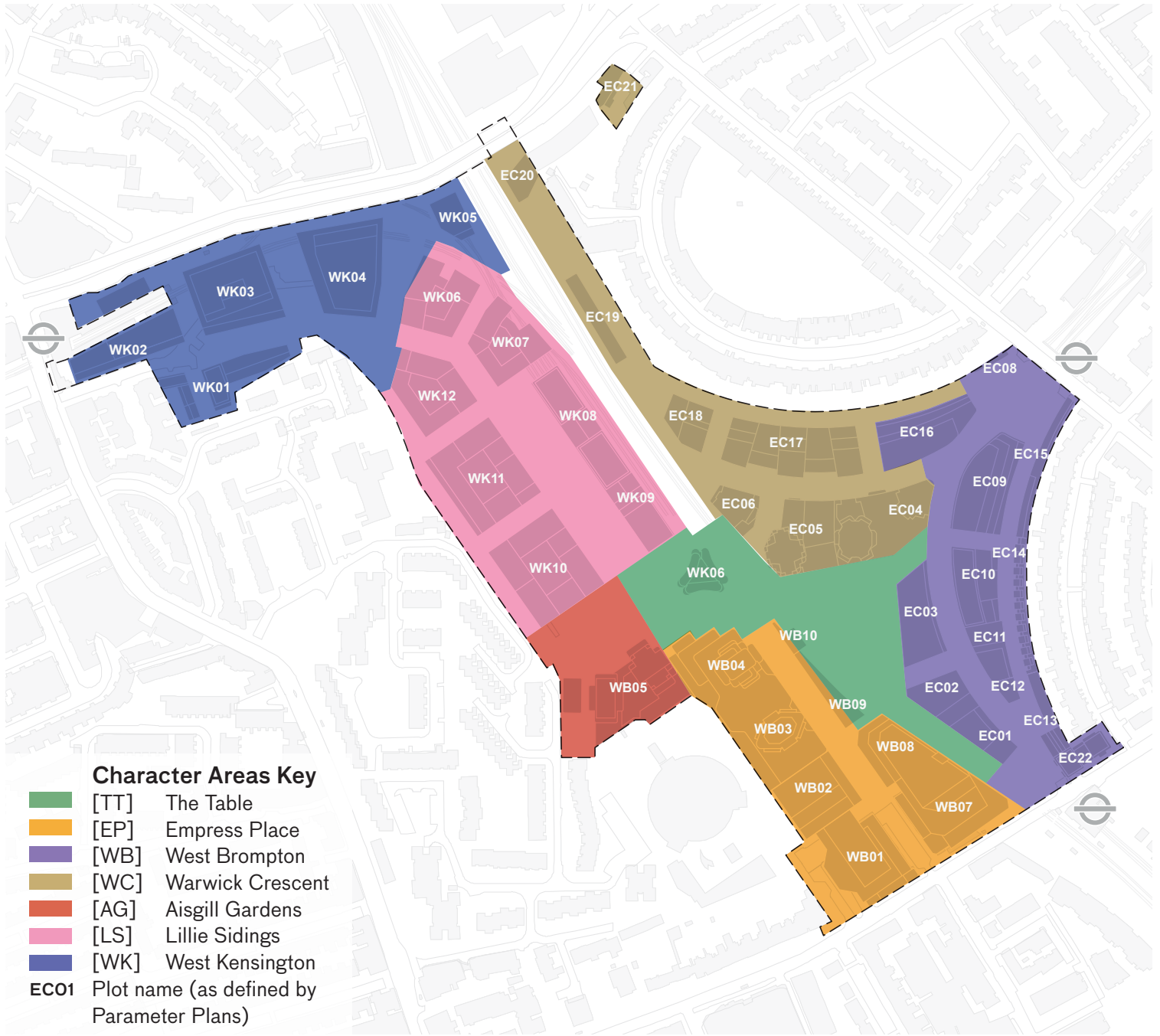
This Design Code is organised in to **Sitewide** and **Character Area** scales. This approach enables the document to provide design guidance that will ensure a coherence in strategic principles across the development as well as respond to distinctive design opportunities in response to more local conditions.

In order to use the Design Code in developing design responses for particular spaces or buildings within the development, it is therefore necessary to both read the Sitewide chapter and the relevant Character Area chapter (or chapters).

Sitewide codes apply to the whole Site and establish the general strategic principles and guidance that is relevant to all spaces, plots and buildings. These define the key principles for the development and provide guidance for both Landscape and Built form topics. These codes should be read first to understand the key principles for the development.

Character Area codes then provide further specific guidance for particular spaces or plots in response to the particular character of an area of the Site. This guidance again develops with Landscape and Built form topics and enables more specific and distinctive design guidance. Codes at this level could include topics such as more specific landscape requirements, urban character properties, building typologies and material appearance or composition etc. In addition, Character Area guidance also enables the sitewide principles to be further developed in response to the immediate neighbouring context.

For an understanding of guidance for a Plot or an area of public realm, both the Sitewide and relevant Character Area chapter should be read (see diagram on opposite page for Character Area extents). For Plots and areas of public realm on the edge of a Character Area, the neighbouring Character Area should be read for context.

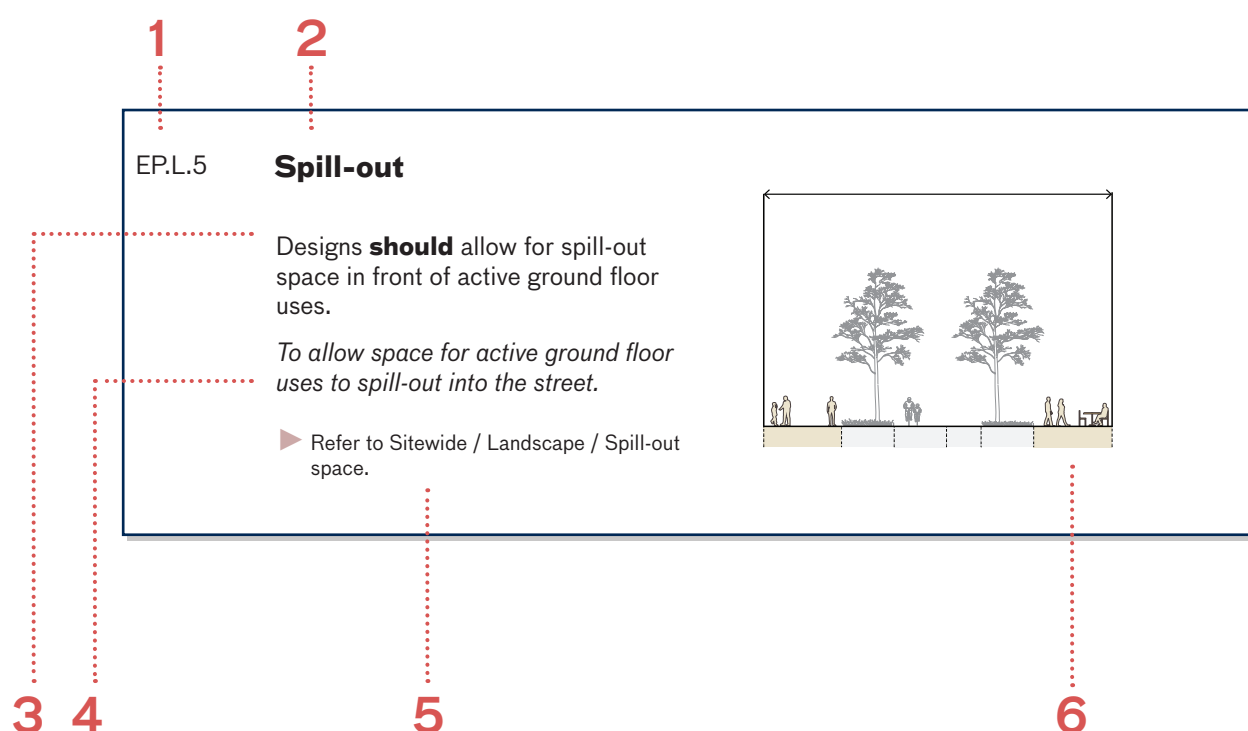


Earls Court Development Character Areas

How to Use the Design Codes

Codes are formed of 6 components that both articulate the specific approved guidance requirements as well as providing additional referencing information, rationale and illustrative material to support interpretation.

These components are identified below:



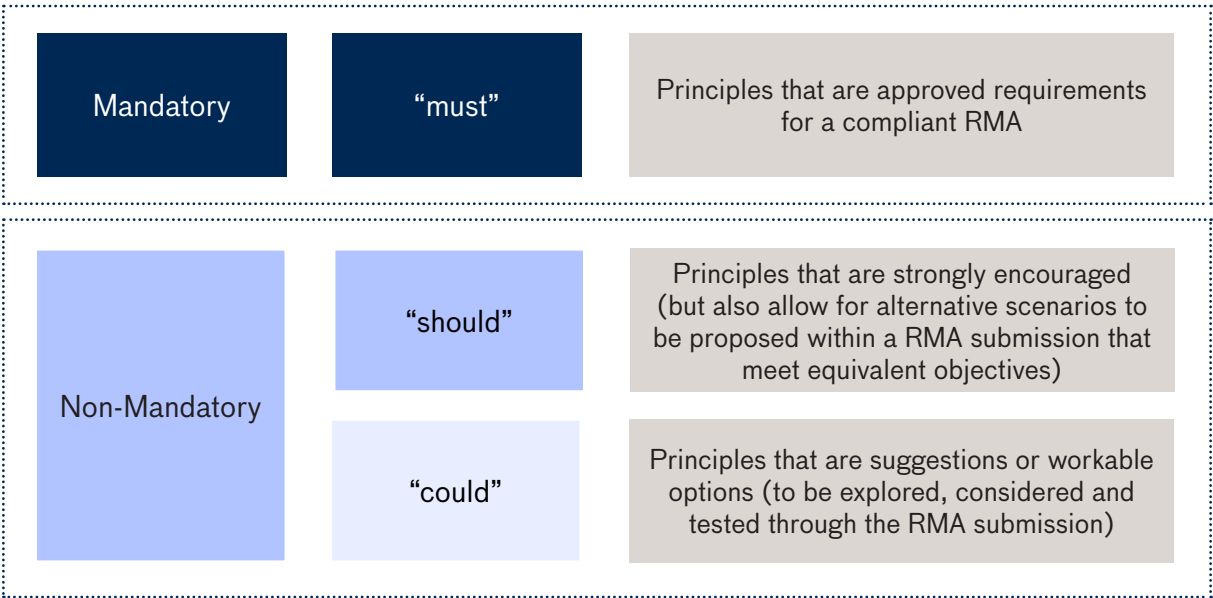
- 1 Reference**
Including
Chapter [EP] - Empress Place
Section [L] - Landscape
Number [5]
- 2 Title**
Summarising the key aspect of the code
- 3 Text**
with status identified in **bold**

- 4 Rationale** (provides a summary of the purpose of the principle, identified in *italic*)
- 5 Cross-reference** (cross-reference to other sections of the Design Code and other documents in the submission)
- 6 Supporting graphics** (a range of forms of illustrative material and corresponding caption that help interpret the code)

Terminology and Status

The Design Code adopts a consistent hierarchy of status throughout that is emphasised in bold letters for each code. This is a critical component of the guidance - identifying the strength of the design guidance, level of commitment and the implications for how designers respond and future RMAs are assessed.

The approach taken is through the use of “must”, “should” and “could” statements. The specific definition of the respective code status is described in the diagram below:



Approach to Design Code

The codes have been developed through close engagement with the relevant statutory bodies and technical consultant input to provide an effective basis for future design development. This process has ensured that they most accurately reflect the vision and ambition for the Earls Court Development.

The Design Code has considered four key strategic themes. These themes are set out below:

Access and inclusion

The ambition is for exemplary accessibility combined with social and economic inclusion to create a place that everyone, regardless of their age or disability, can enjoy and participate comfortably and independently.

Specialist access consultants David Bonnet Associates (DBA), have contributed to the Design Code to ensure that the Proposal's ambitions are captured in the Control Documents. In addition, the Public Realm Inclusivity Panel (PRIP) have contributed to the Design Code, ensuring a variety of perspectives are captured.

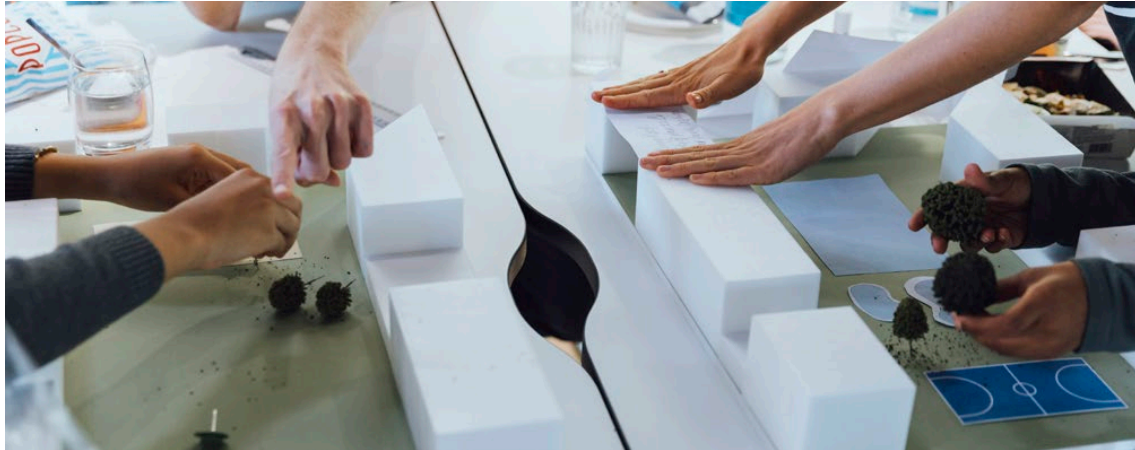
- ▶ Refer to Sitewide / Landscape / Inclusivity and Movement. Specific codes can also be found through relevant sections and spaces.
- ▶ Refer to Design and Access Statement: Masterplan (EC.PA.08) and other relevant documents.

Sustainability

Sustainability is central to the Earls Court Development, with an ambition to create a better piece of city for existing and future communities that are socially, economically and environmentally sustainable.

The Design Code's approach to sustainability establishes guidance and objectives emerging from the Sustainability Strategy to ensure that the documents remain relevant with changing policy and technology. Striking the balance between flexibility and commitment will foster creativity and innovation to allow the Earls Court Development to meet its ambition.

- ▶ Refer to Sitewide / Landscape / Sustainability. Specific codes can also be found through relevant sections and spaces.
- ▶ Refer to Sustainability Strategy (EC.PA.21), Environmental Statement (EC.PA.12) and other relevant documents.



Public Realm Inclusivity Panel (PRIP) workshop

Engagement

Extensive consultation has formed part of the design process. This has included a wide range of engagement with the public, Local Planning Authorities and other statutory bodies.

The Public Realm Inclusivity Panel (PRIP) have reviewed sections of the Design Code, providing detailed feedback to help ensure designs are 'people-first'. The PRIP focused on the public realm sections of the Sitewide, West Brompton and Aisgill Gardens chapters.

In addition to the PRIP, feedback from public consultation events has also been incorporated into the Design Code and Illustrative Masterplan.

- ▶ Refer to Statement of Community Involvement (EC.PA.43) and other relevant documents.

Stewardship

Long term stewardship will be critical for the delivery and maintenance of Earls Court Development.

Maintenance of landscape and the public realm will ensure that plants, trees and green spaces thrive and continue to contribute to local biodiversity. The Estate Management Strategy outlines how Earls Court will be a clean, safe and secure environment for all users into the future.

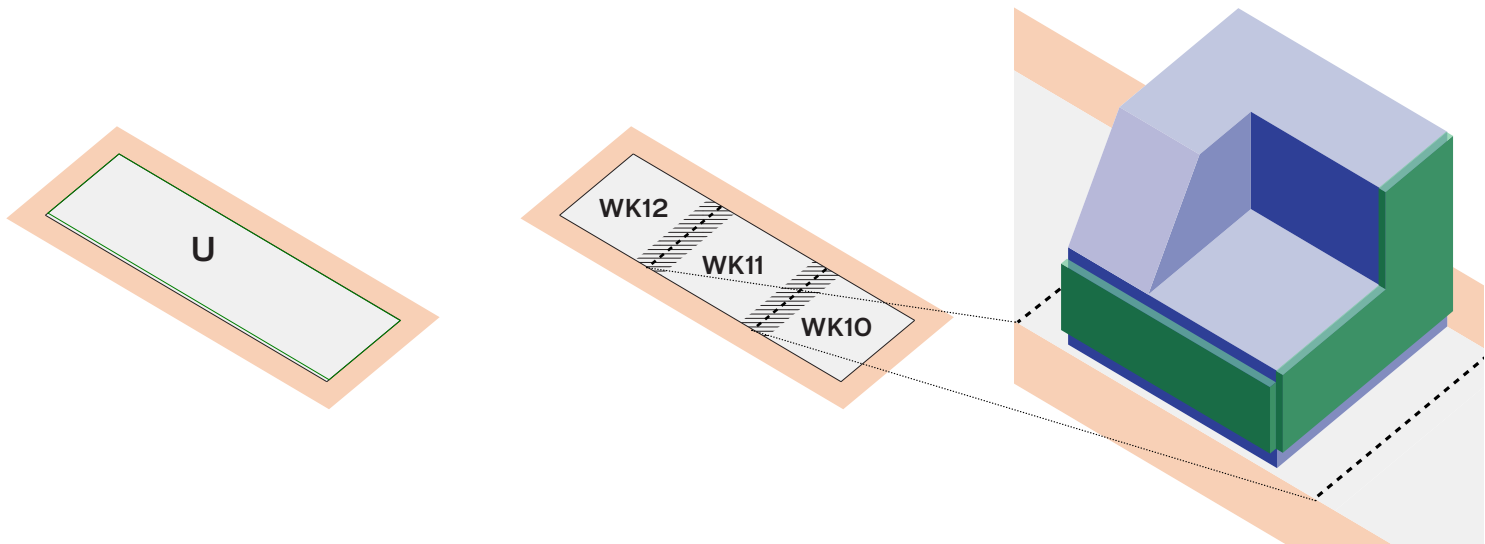
In addition to stewardship of the Site, the Control Documents, including the Design Code, establishes objectives and in some cases, processes to ensure that guidance remains relevant in the future.

- ▶ Refer to Estate Management Framework (EC.PA.35), Indicative Phasing Strategy (EC.PA.48), Temporary Uses Strategy (EC.PA.49) and other relevant documents.

User Guidance

The Control Documents guide different parts of the design, as outlined below. The user guidance diagrams below represent a reference for clarity and are not for approval. This is supported by the Illustrative Masterplan, which is used throughout the Design Code to assist with interpretation of the Design Code.

Parameter Plans



Public Realm, Development Zones and Maximum Building Lines

- Definition of the public realm and Development Zone boundaries and Limits of Deviation.
- Definition of Maximum Building Lines (Maximum building footprint).

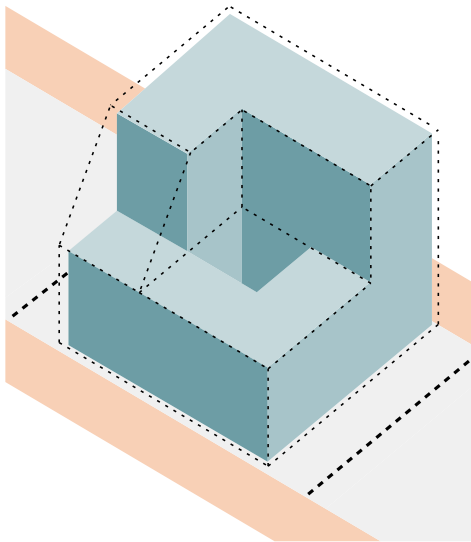
Plot Plan

- Break down of the Development Zones into smaller units of development (Plots).
- Introduction of public routes through Development Zones and Limits of Deviation for these routes.

Maximum heights

- Definition of the Maximum Heights for Development - with distinction between horizontal sloped planes - and resulting Maximum Envelope.
- Definition of areas where balconies can project beyond the Maximum Envelope.

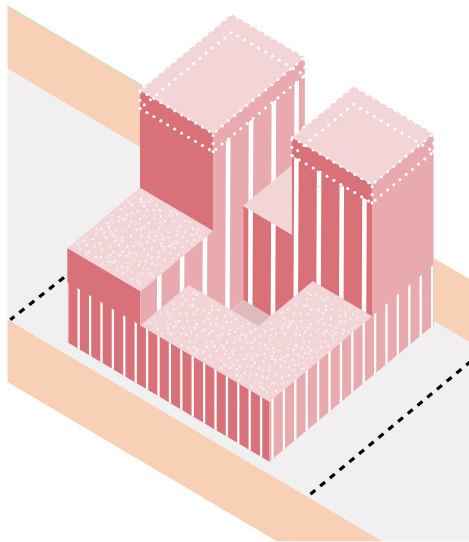
Development Specification



Quantum of Development

- Definition of the Maximum Quantum of Development per Development Zone and per Land use.
- The Quantum of Development has been informed by an Illustrative Masterplan and for specific areas, it includes the ability to combine uses in more than one way.

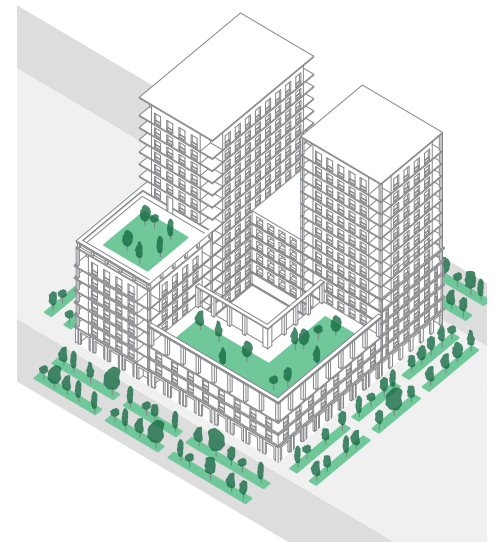
Design Code



Character, landscape and architectural expression and quality

- Consideration of a number of topics providing further definition and guidance to the detailed design and implementation of landscape and built form.
- Qualitative controls operate at both a Sitewide and Character Area scale - and range from mandatory requirements to design guidance.

Design and Access Statement



Illustrative Masterplan

- An illustration of one way in which the development could come forward following the Control Documents.

2. Vision

[VI]

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



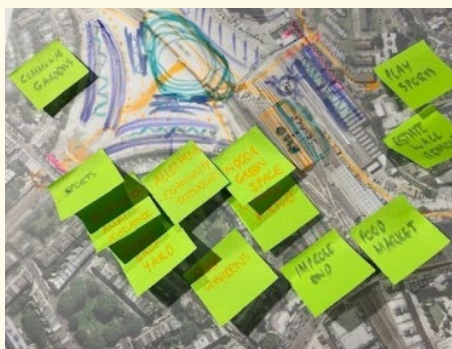
Historical events and activities that were held at the Exhibition Centres

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 the 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.

What was the Wonder?

electric
statement building
strobe lights
shared experiences
excitement
employment
young people
LGBTQIA+
atmosphere
grittiness
magnet
David Bowie
people
music
tribes
opportunities
spontaneity
ripple effect
buzz
boat shows
exhibitions
Princess Diana
diversity
vibe
nightlife
international
proud to call home
australians
unifying
dog shows
olympics
art deco
Soho of West London
global landmark
pride
community spirit
uniqueness
destination
Freddie Mercury

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.

Bringing the wonder back

cycling
innovation
connectivity
open spaces
local businesses
leisure
gardening
music
multi-layered
markets
diverse
multiple uses
architecture
food
e-sports
experiences
performance
shows
pop-ups
sustainable
trees
highline
cultural hub
exhibitions
people
lido
green
welcoming
playful
skatepark
discovery
public realm
adaptable
swings
car-free
arts
pedestrianised
theatre space

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

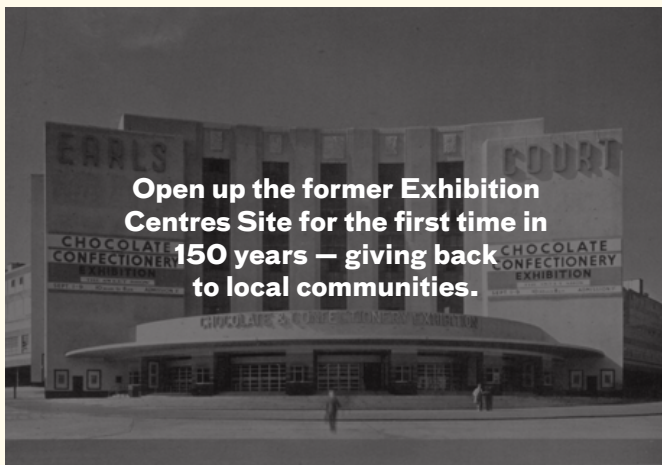
Reinstating the wonder Earls Court was known for will reflect its rich cultural heritage and the sense of excitement which so many experienced.

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.





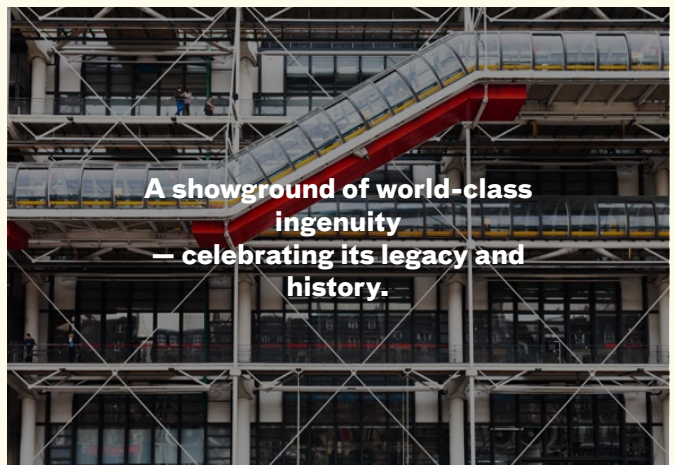
Priority 1



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



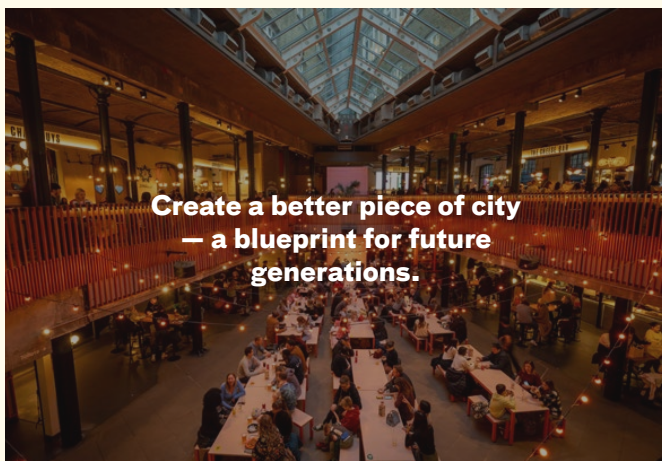
Priority 2



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



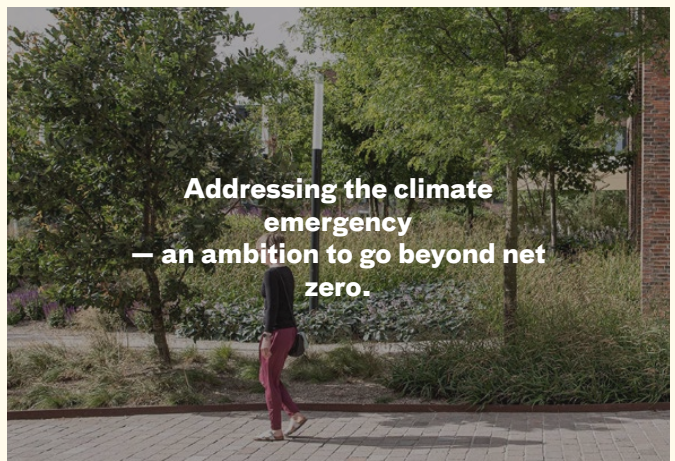
Priority 3



Create a better piece of city
— a blueprint for future
generations.



Priority 4



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



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.

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



Place Pillar axonometric: A network of Exhibition Gardens



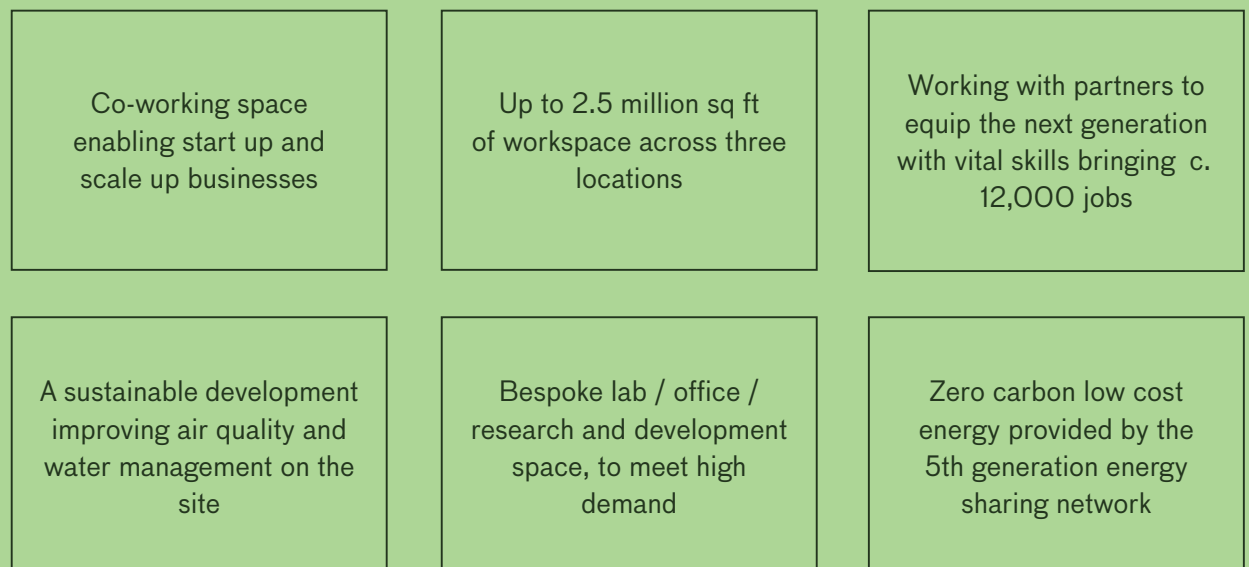
View of the Cascades linking the Table Park, Empress Place, Aisgill Gardens and Lillie Sidings



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



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.

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

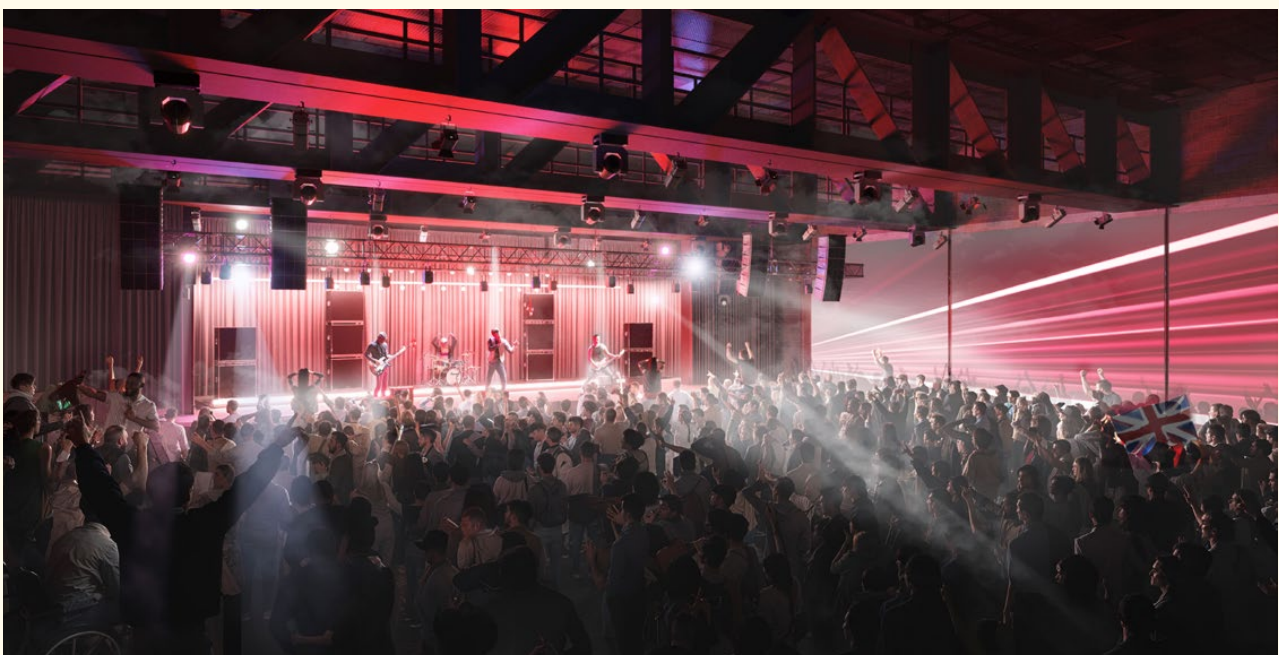
3 main cultural venues, around which culture and creatives can cluster

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



Place Pillar axonometric: A cultural ecosystem

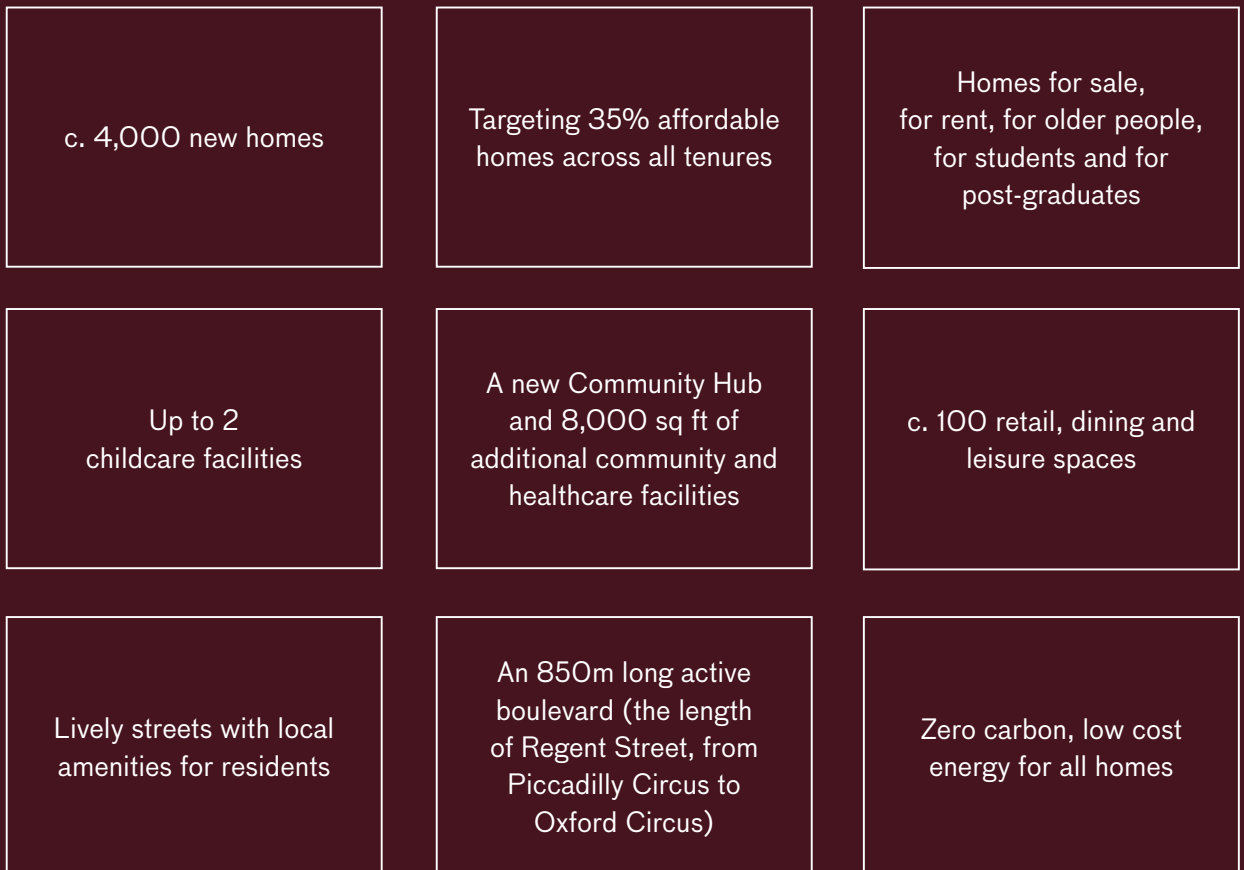


View of a flexible music venue within Phase 1

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.





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 meanwhile 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 meanwhile 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.

PRINCIPLES FOR

A Sustainability
Charter for Earls Court

EARLS
COURT

FUTURE LIVING

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).*

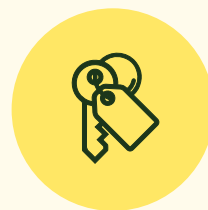
The goals are as follows:



A safe, inclusive and supportive place for everyone



Involving local people



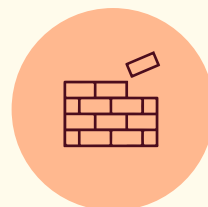
A wonderful place to live, work and visit



Maximise appropriate economic growth in the local area



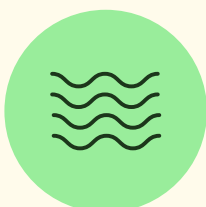
Provide access to economic opportunities for all



Create an affordable community



Beyond net zero carbon



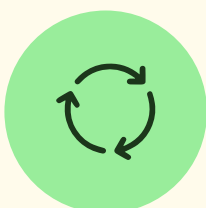
Water neutral



Celebrating and enhancing our natural environment



Delivering cleaner air



Circular resource use



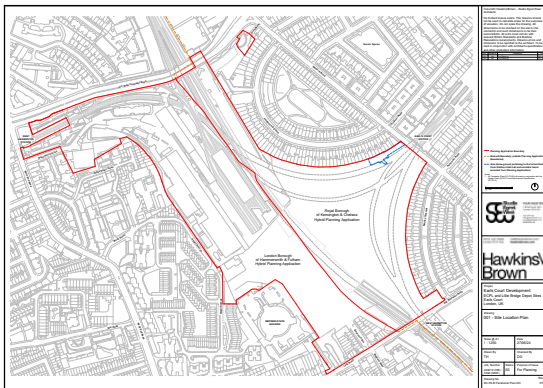
Healthy living

3. Sitewide [SW]

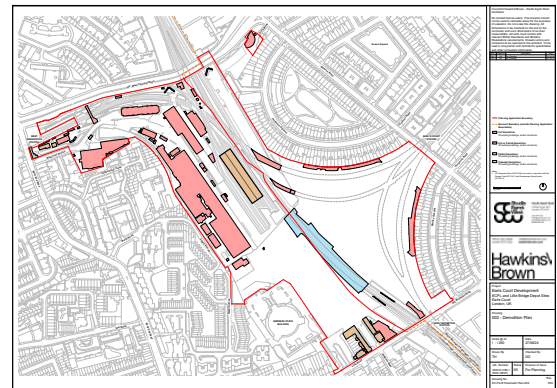
Parameter Plans

The Design Code should be read in conjunction with the Parameter Plans and the Development Specification as the full suite of Control Documents.

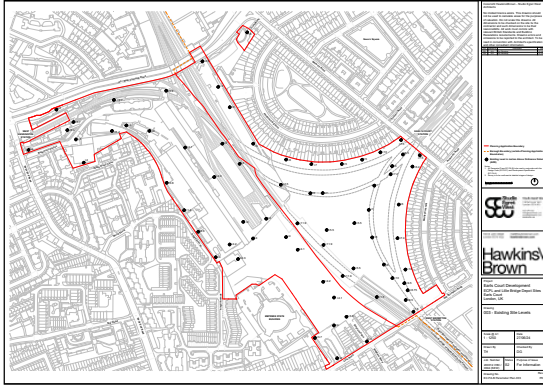
In order to guide the interpretation of the Parameter Plans, this chapter sets out a number of detail codes devised to clarify the rationale behind key parameters and principles.



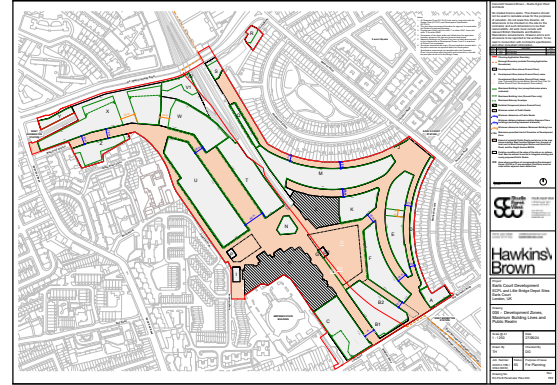
001 - Site Location Plan



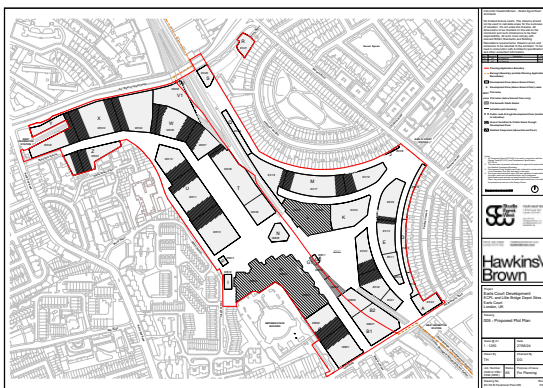
002 - Demolition Plan



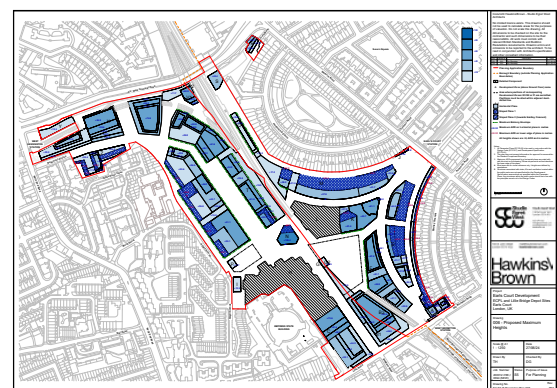
003 - Existing Site Levels



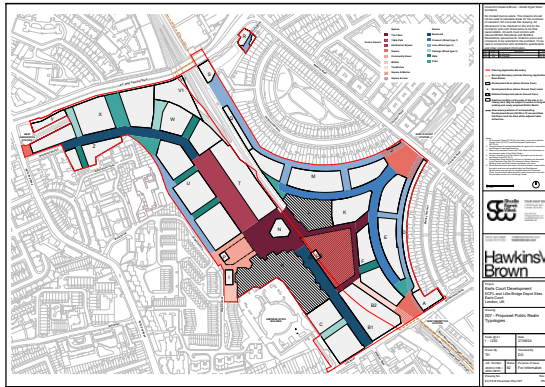
004 - Development Zones, Maximum Building Lines and Public Realm



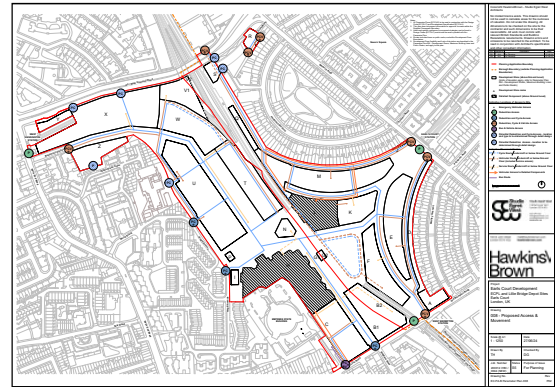
005 - Proposed Plot Plan



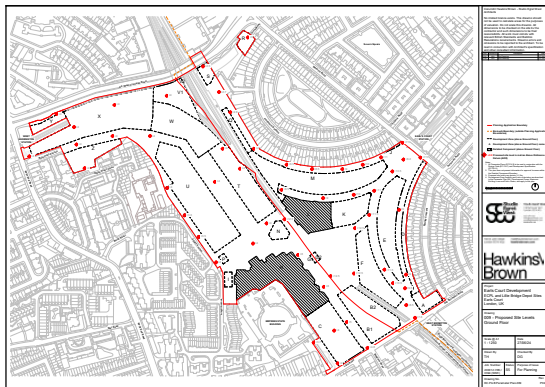
006 - Proposed Maximum Heights



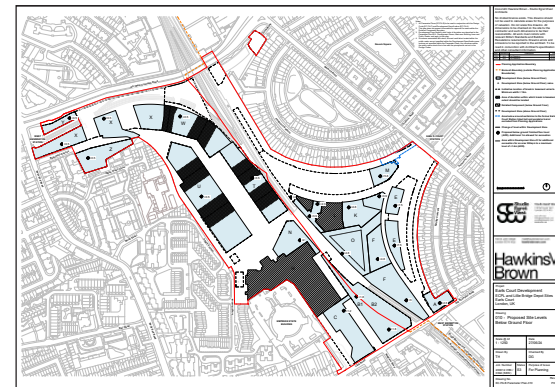
007 - Proposed Public Realm Typologies



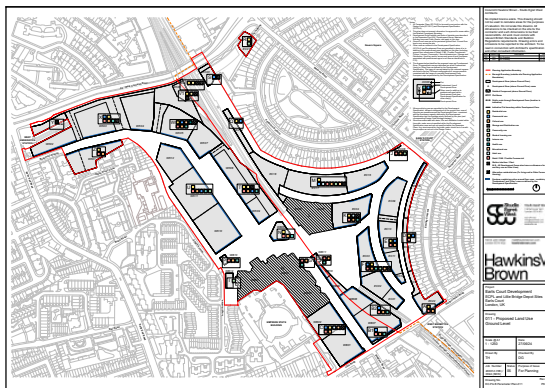
008 - Proposed Access & Movement



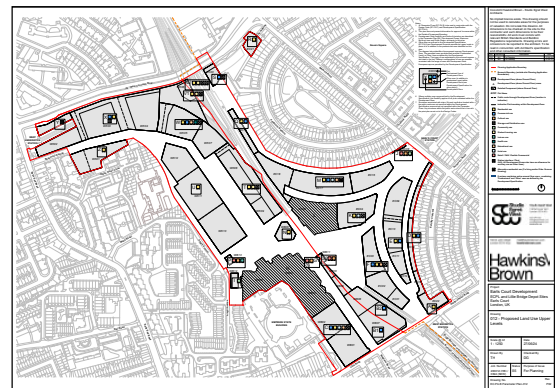
009 - Proposed Site Levels Ground Floor



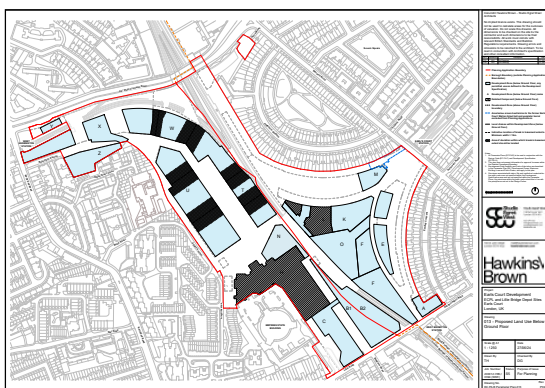
010 - Proposed Site Levels Below Ground Floor



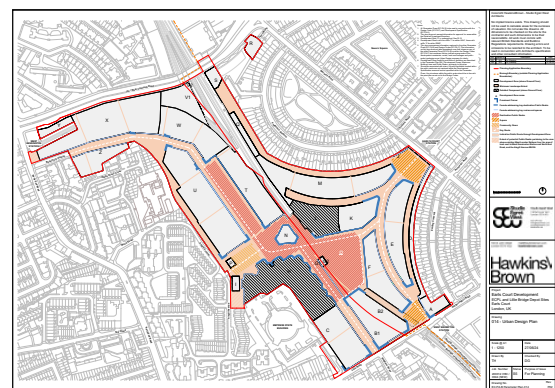
011 - Proposed Land Use Ground Level



012 - Proposed Land Use Upper Levels



013 - Proposed Land Use Below Ground Floor

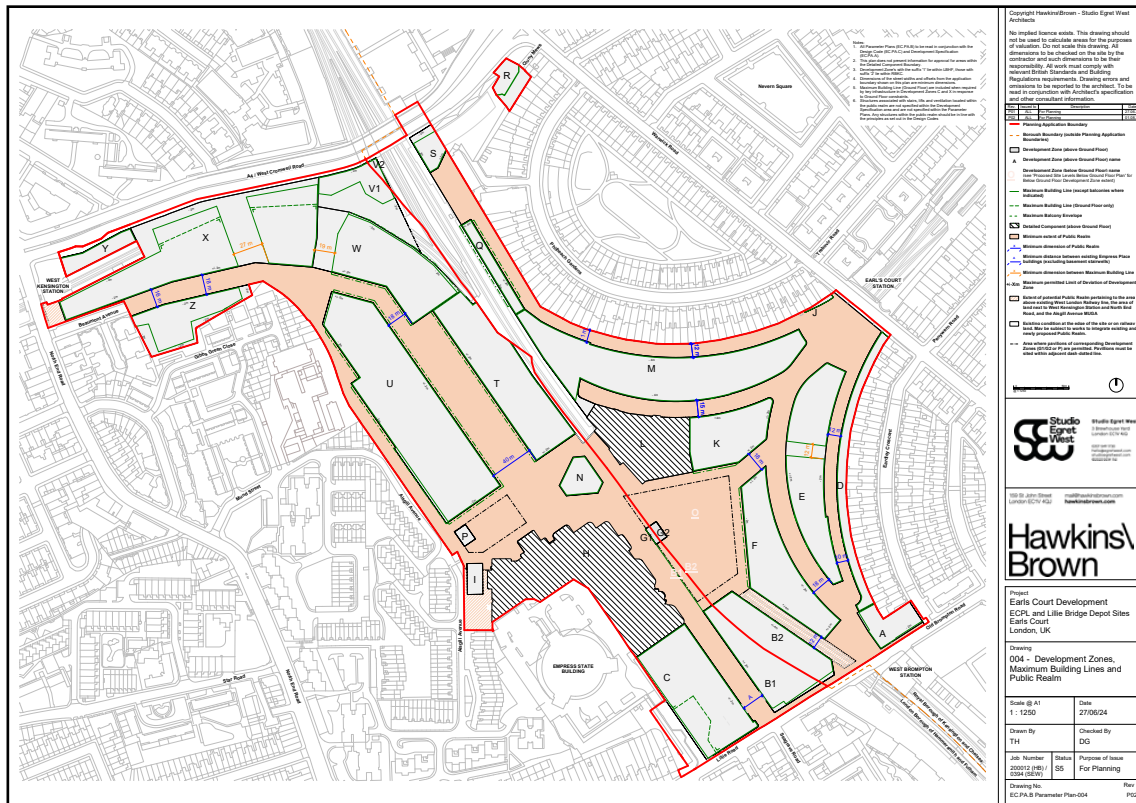


014 - Urban Design Plan

Development Zones, Maximum Building Lines and Public Realm

The proposed Development Zones, Maximum Building Lines and Public Realm Parameter Plan sets out the maximum extent of development,

guiding the siting and alignment of built development against a minimum extent of public realm provision.

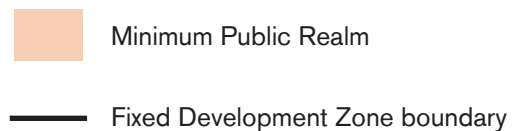
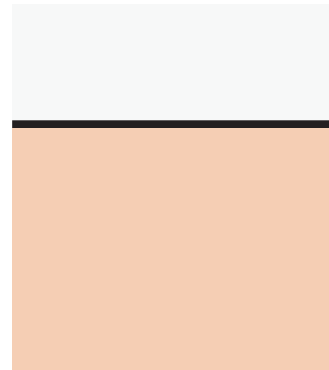


Development Zones, Maximum Building Lines and Public Realm Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.1 **Minimum public realm extent**

The minimum extent of the public realm is shown on the Parameter Plan. Development **must** deliver at least the minimum extent of public realm.

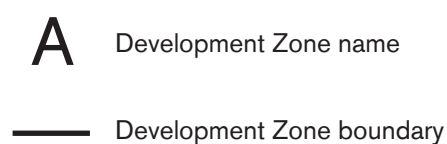
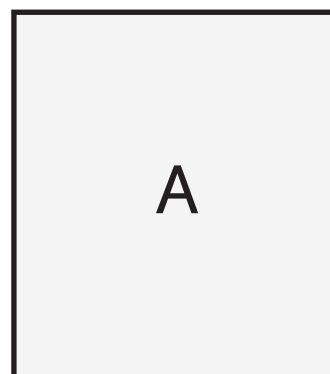
To ensure the minimum public realm quantum is delivered within the Planning Application Boundary.



SW.P.2 **Development Zones**

Development Zones define the area for built development. Development **must** sit within Development Zones except where otherwise indicated on the Parameter Plan.

To respond to existing Site conditions, and constraints and to safeguard the minimum public realm provision across the Site.

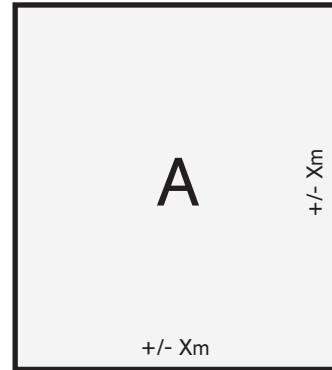


SW.P.3

Fixed Development Zone boundaries

Development Zone boundaries are fixed and **must** not deviate from their shown location, except if they are annotated with a limit of deviation.

To respond to Site conditions such as infrastructure and property boundaries, and proposed public realm.



 Flexible Development Zone line
 Fixed Development Zone line

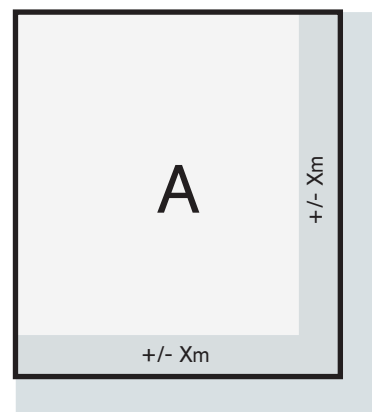
SW.P.4



Flexible Development Zone boundaries

Development Zone boundaries annotated with a limit of deviation (+ outward / - inward) are flexible and **could** shift parallel from the shown location by up to the distance indicated.

Shifted Development Zone boundaries must remain within the Planning Application boundaries.

To adapt to potentially unforeseen site conditions.



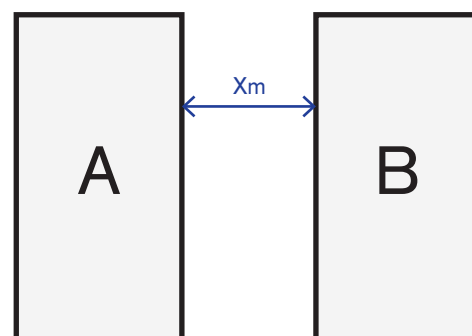
 Flexible Development Zone line
 Limit of deviation

SW.P.5 Public realm minimum widths

Minimum dimensions of the Public Realm **must** be maintained as annotated on the Parameter Plan. This is shown between two Development Zone boundaries in blue.

If they are not identified on this Parameter Plan, additional information can be found in this Design Code in the section Sitewide / Landscape / Inclusivity and Movement.

To safeguard the movement network, ensuring sufficient space is available to accommodate the movement network.



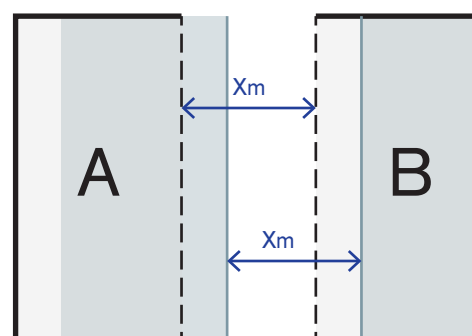
$\longleftrightarrow X_m$ Minimum width of Public Realm
 — Development Zone boundary

SW.P.6 Maintaining minimum public realm widths

Minimum dimensions of the Public Realm **must** be maintained as annotated on the Parameter Plan. Where flexible Development Zone boundaries are relocated, the boundaries of adjacent Development Zones must move in parallel to preserve this minimum.

If they are not identified on this Parameter Plan, additional information can be found in this Design Code in the section Sitewide / Landscape / Inclusivity and Movement.

To safeguard the movement network, ensuring sufficient space is available to accommodate the movement network.



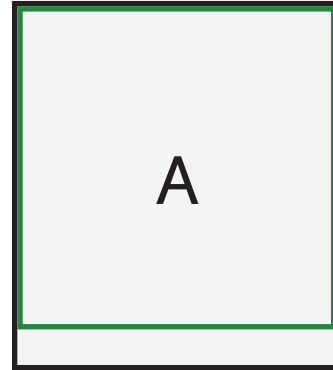
$\longleftrightarrow X_m$ Minimum width of Public Realm
 - - Flexible Development Zone boundary
 — Relocated Development Zone boundary

SW.P.7 Maximum Building Line

The Maximum Building Line defines the area within which buildings **must** sit above ground. This is aligned with the Development Zone boundary in most, but not all, cases. When they coincide, the Maximum Building Line is shown within the Development Zone boundary.

Built form can be set back from this maximum building line (provided this is consistent with other design guidance regarding building alignment and street character) and this boundary describes the maximum condition within which buildings can be located.

To define the maximum extent of the built form.

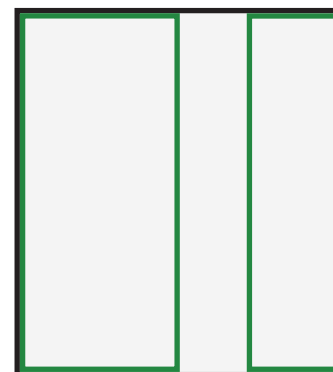


- Development Zone boundary
- Maximum Building Line

SW.P.8 Areas between Maximum Building Lines

Where more than one Maximum Building Line is shown within a Development Zone, this defines the area within which development **must** sit, and breaks in the massing are required.

To safeguard routes through development in relation to existing buildings.

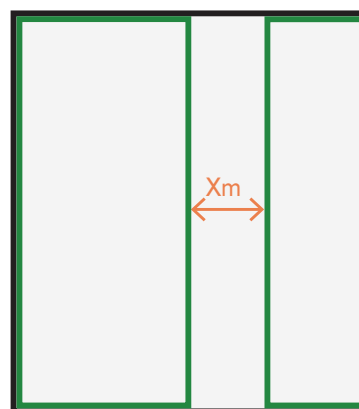


- Development Zone boundary
- Maximum Building Line

SW.P.9 Minimum widths of public realm

Minimum distances between maximum building lines are shown in orange and **must** be maintained as annotated on the Parameter Plan.

To safeguard routes through development in relation to existing buildings.



- Development Zone boundary
- Maximum Building Line
- X_m Minimum width of Public Realm

SW.P.10 Maximum Building Line (Ground Floor)

The Maximum Building Line (Ground Floor) defines the area within which development **must** sit at Ground Floor only.

This Ground Floor condition only applies to Development Zones C and X in response to Ground Floor constraints.

To address specific conditions affecting development at ground level only, such as key infrastructure.



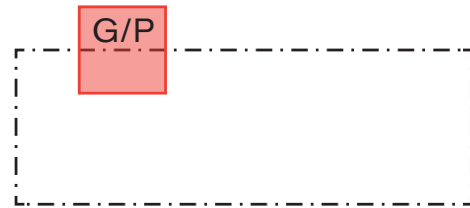
- Development Zone line/ Maximum Building Line
- Maximum Building Line (Ground floor)
- Internal face of Maximum Building Line (Ground floor)

SW.P.11


Flexibility for Pavilion location on Development Zones G and P

Development Zones G and P **must** be located within the area shown on the Parameter Plan.

To provide flexibility for the situation of a Pavilion with the landscape design.



----- Flexibility for Pavilion location on Development Zones G and P

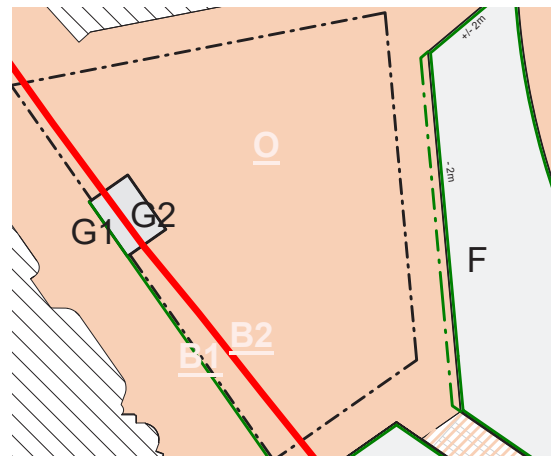
 Development Zone G/P (Refer to Development Zones and Public Realm Parameter Plan)

SW.P.12

Development Zone G and Borough boundary

The location of Development Zone G **could** result in it straddling the borough boundary, or sitting entirely within the Royal Borough of Kensington and Chelsea.

To assist the reading of the Parameter Plan.



Public realm 

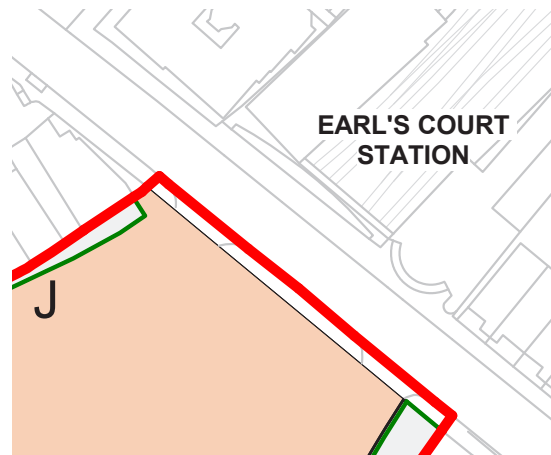
Zone of deviation -----

SW.P.13

Existing edge condition

Areas shown with no colour (white) on the Parameter Plan consist of existing public realm. Design **must** integrate the existing and proposed public realm.

To ensure a gentle transition between existing and new public realm.

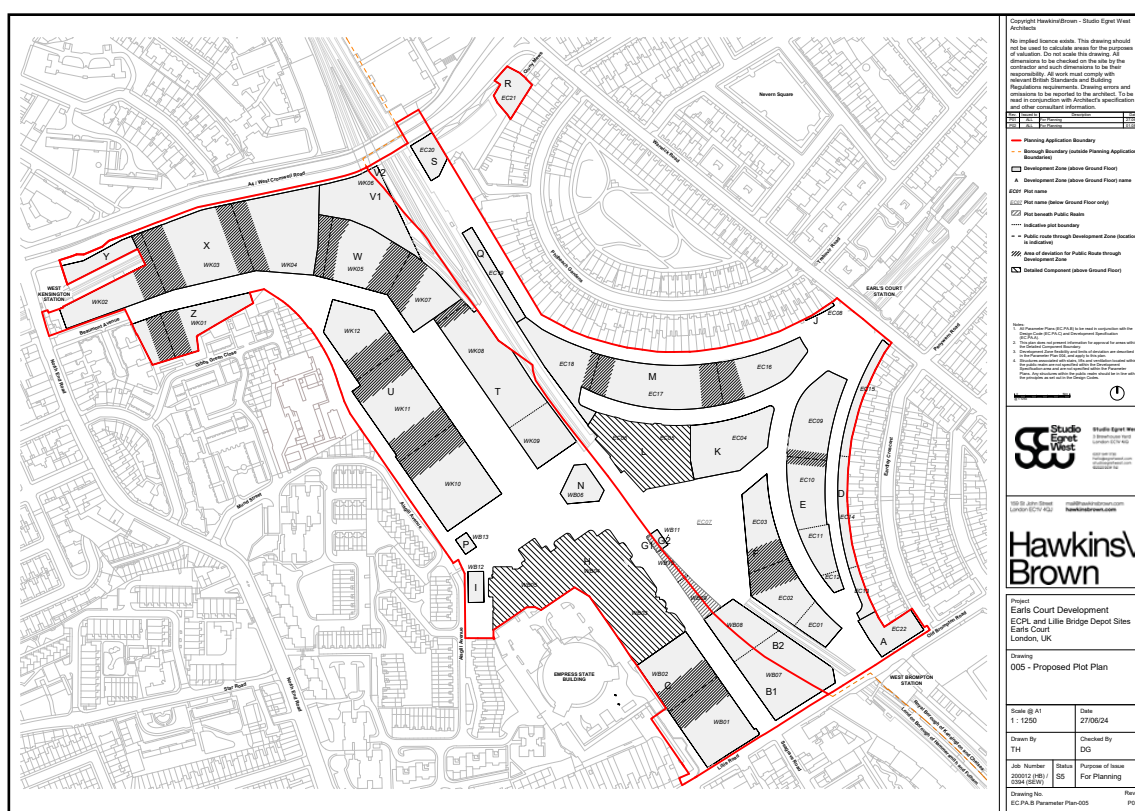


Existing edge condition where no development is permitted



Proposed Plot Parameter Plan

The Proposed Plot Parameter Plan identifies the Development Plots within Development Zones, and the public routes through them.



Proposed Plot Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.14 **Plots**

Plots break down Development Zones and are defined through public routes within Development Zones or Plot boundaries.

Information for the use of the Parameter Plan.



- Development Zone boundary
- - - Indicative location of public route
- Indicative location of Plot boundary

SW.P.15 **Public routes within Development Zones**

Where indicated - with a dashed line within a hatched area - a public route within Development Zones **must** be provided.

To create smaller parcels of development and a balanced movement network across the Site.



- - - Indicative public route
- ////// Zone for public route
- █ Proposed public route

SW.P.16

Location of public routes within Development Zones

Public routes **must** be located within the hatched zones shown on the Parameter Plan. The locations of public routes shown on the Parameter Plan are indicative.

To define a balanced movement network across the Site.



- - - - Indicative public route
- ////// Zone for public route
- Proposed public route

SW.P.17

Additional public routes within Development Zones

Additional public routes **could** be located within the Development Zone, but only when a route has been provided in the indicated location.

To define a balanced movement network across the Site.



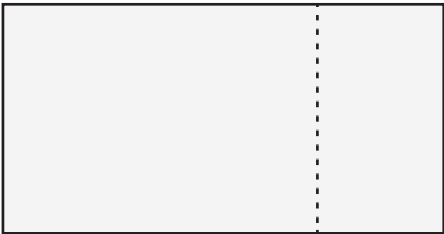
- - - - Indicative public route
- ////// Zone for public route
- Proposed public route

SW.P.18

Plot boundary within Development Zones

Plot boundaries occur where indicated with a dotted line. The locations shown on the Parameter Plan are indicative.

Information for the use of the Parameter Plan.



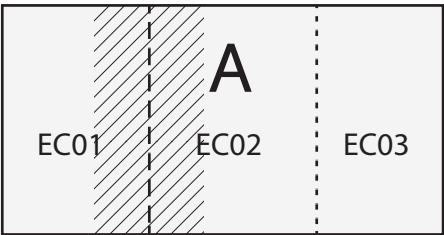
- Development Zone boundary
- Indicative location of plot boundary

SW.P.19

Plot name

Plot names are shown with a four character code comprising of two letters followed by two numbers. For example this could be EC01. These are referenced in relation to Verified Views.

Information for the use of the Parameter Plan.



- A

Development Zone name
- EC01

Plot name
- Development Zone boundary
- Indicative location of public route
- Indicative location of Plot boundary

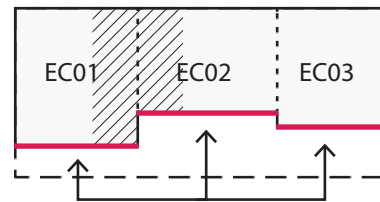
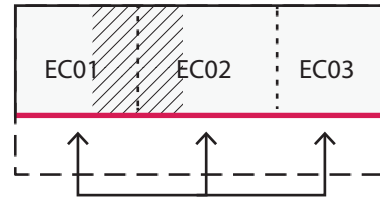
SW.P.20


Plot alignment


Plot boundaries along key areas of public realm **must** keep alignment (see diagram for reference). In the event of one of the Plot boundaries being adjusted following the Limits of Deviation set out by the Development Zones, Maximum Building Lines and Public Realm Parameter Plan, the adjacent Plot boundaries must follow this re-alignment.

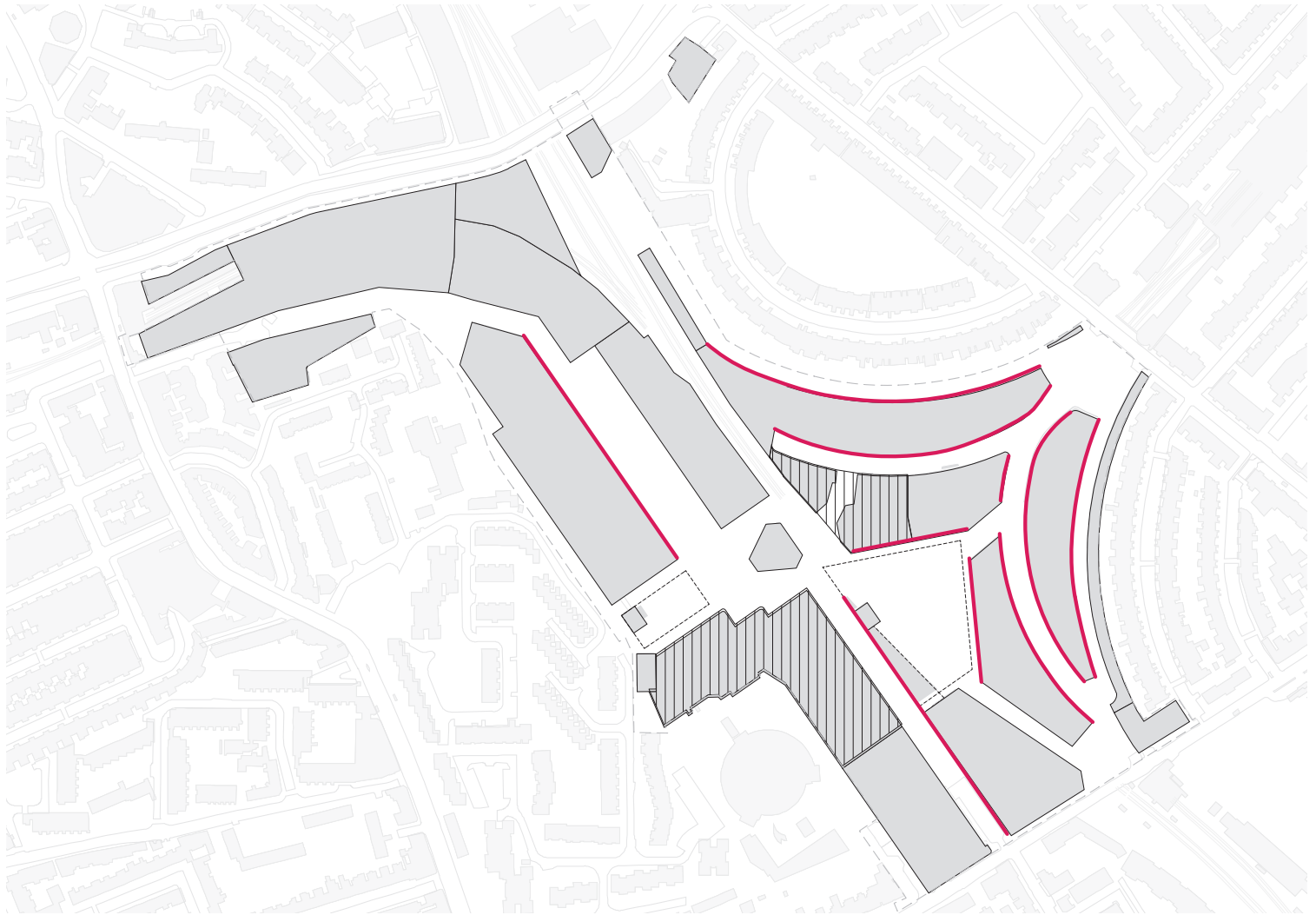
Where existing building retention is prioritised at Empress Place, adjacent plot alignment must be determined by the existing building frontage.

To define clear public realm edges.



 Plot boundary that must be re-aligned (see control diagram)

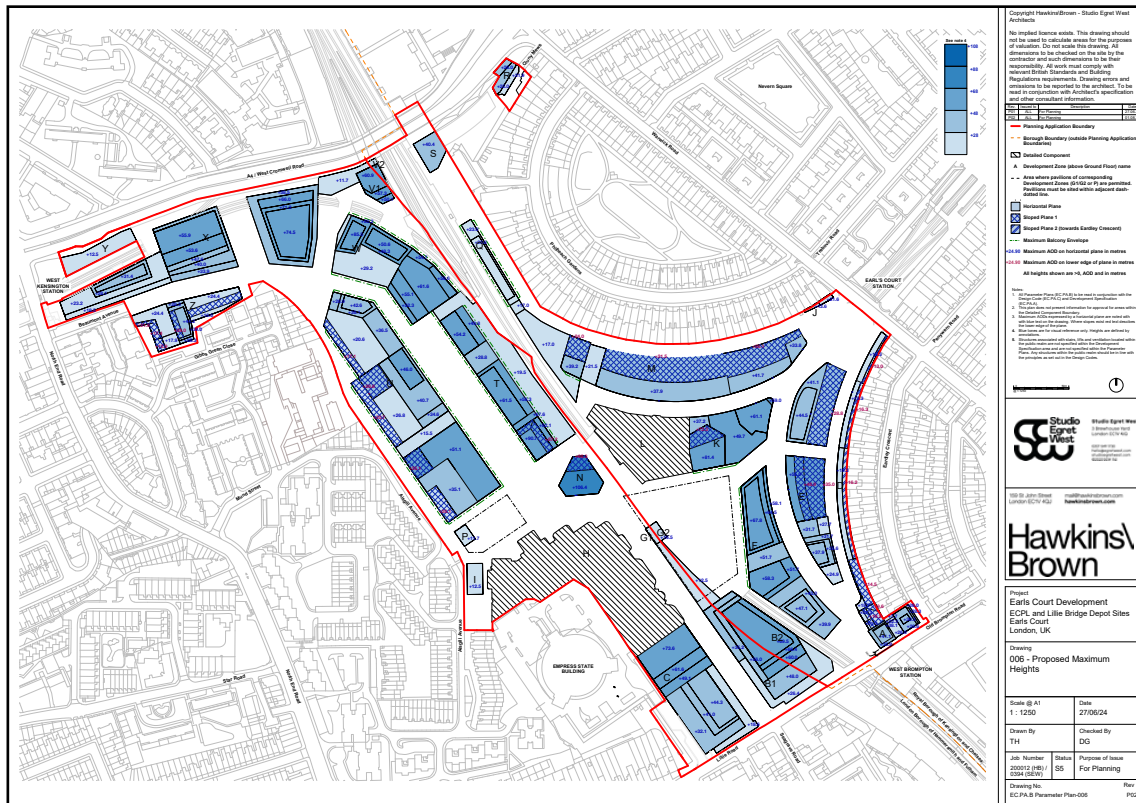
 Re-alignment



Areas where Development Zones must be re-aligned if adjusted following the level of deviation set out in the Development Zones, Maximum Building Lines and Public Realm Parameter Plan.

Proposed Maximum Heights

The Proposed Maximum Heights Parameter Plan defines the Maximum Envelope within which development is permitted.

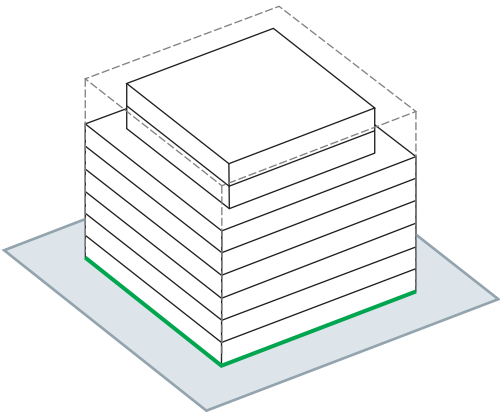


Proposed Maximum Heights Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.21 **Maximum heights**

The Maximum Building Heights are set as a vertical extrusion of the Maximum Building Line, not the Development Zone boundary.

Information for the use of the Parameter Plan.

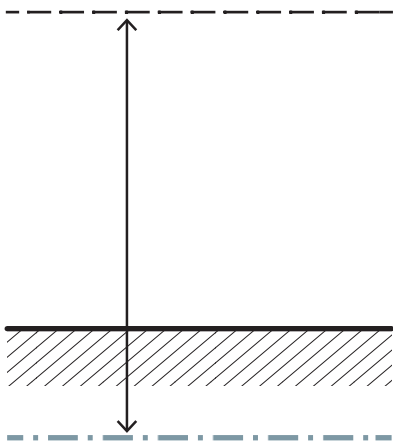


- Development Zone boundary
- Maximum Building Line
- Maximum Building Height (AOD)

SW.P.22 **Maximum height defined as by AOD (Above Ordnance Datum)**

The Maximum Building Heights are set as distances Above Ordnance Datum (AOD), the mean sea level defined by the Ordnance Survey as Ordnance Datum Newlyn. They are NOT set according to the local ground level.

Information for the use of the Parameter Plan.



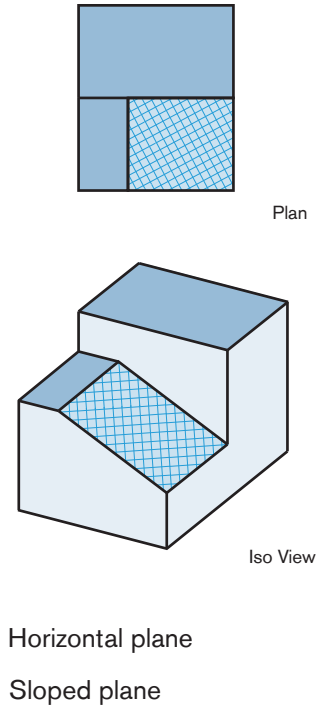
- - - Maximum Building Height (AOD)
- /// Ground Level
- . - Ordnance Datum Newlyn

SW.P.23

Maximum Envelope

The Maximum Building Heights define the Maximum Envelope through a series of horizontal and sloped planes. Sloped planes provide flexibility within the parameter to step down massing.

Information for the use of the Parameter Plan.



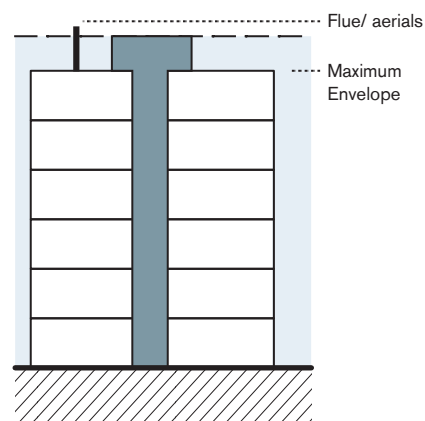
SW.P.24

Permanent features in relation to Maximum Envelope

Elements such as communications aerials and flues **could** extend beyond the Maximum Envelope.

To limit the impact on surrounding buildings and townscape.

- ▶ Refer to Sitewide / Built form / Impacts on heritage and townscape.



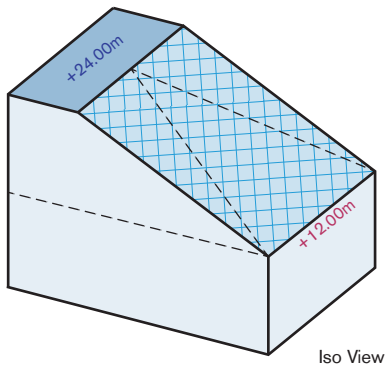
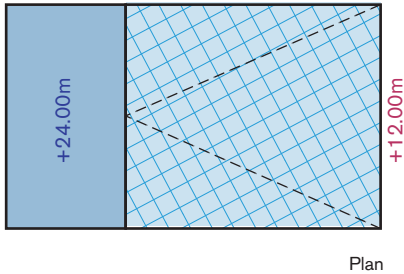
Permanent features and the maximum envelope

Interpreting a sloped Maximum Building Envelope

Where the Parameter Plan indicates a slope, the slope is established through a straight line connecting the indicated AODs. Maximum Building Heights are expressed with blue and red text on the drawing. Shades of blue are only for illustrative visual reference.

Information for the use of the Parameter Plan.

- Refer to the following codes to understand how the massing should come forward within the slopes.



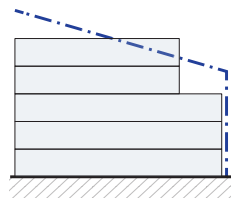
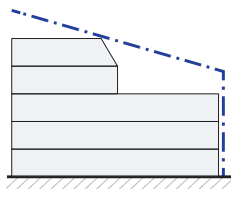
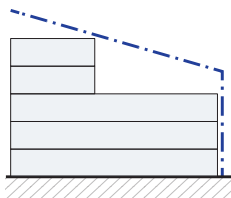
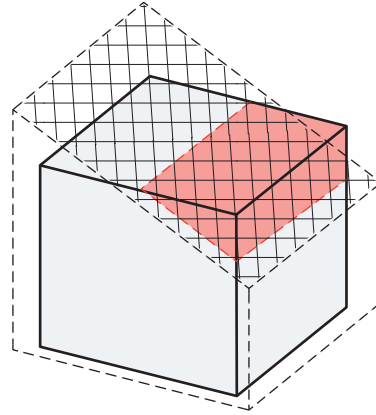
- +XXm Maximum AOD on flat plane
- +XXm Maximum AOD on edge of slope
- Height range
- Sloped plane 1

SW.P.26

Projecting beyond the sloped Maximum Envelope

Where a Maximum Envelope is sloped, the built form **must** not project beyond the sloped envelope. With exclusions as defined by the code 'Permanent Features in relation to Maximum Envelope'.

To ensure visibility, townscape and microclimate requirements are met.

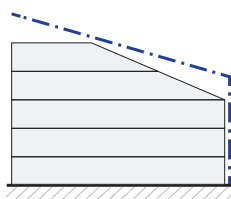
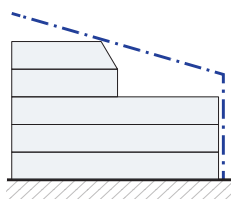
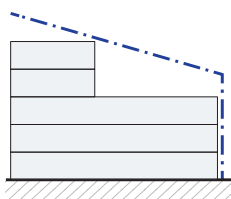
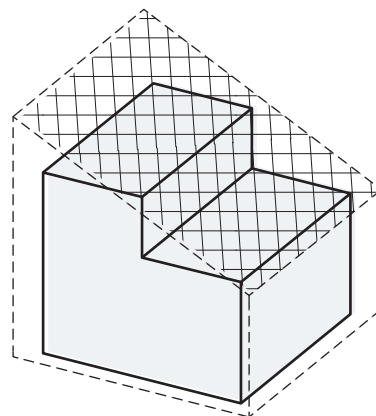


SW.P.27

Massing articulation within sloped Maximum Envelope

Where a Maximum Envelope is sloped, the built form **should** predominantly adopt an articulated massing of orthogonal planes.

To ensure the composition of the massing of the buildings forms a coherent whole.

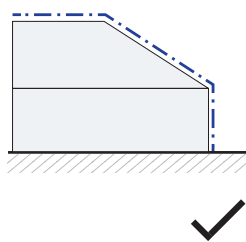


SW.P.28

Stepped massing adjacent to Eardley Crescent

The built form within the Maximum Envelope of Development Zone B **could** be sloped towards Eardley Crescent.

To address the grain created by existing buildings and mitigate impact of new buildings.



SW.P.29

Balconies projecting beyond the Maximum Envelope

Balconies **must** not project beyond the Maximum Envelope, except where indicated on the diagram below.

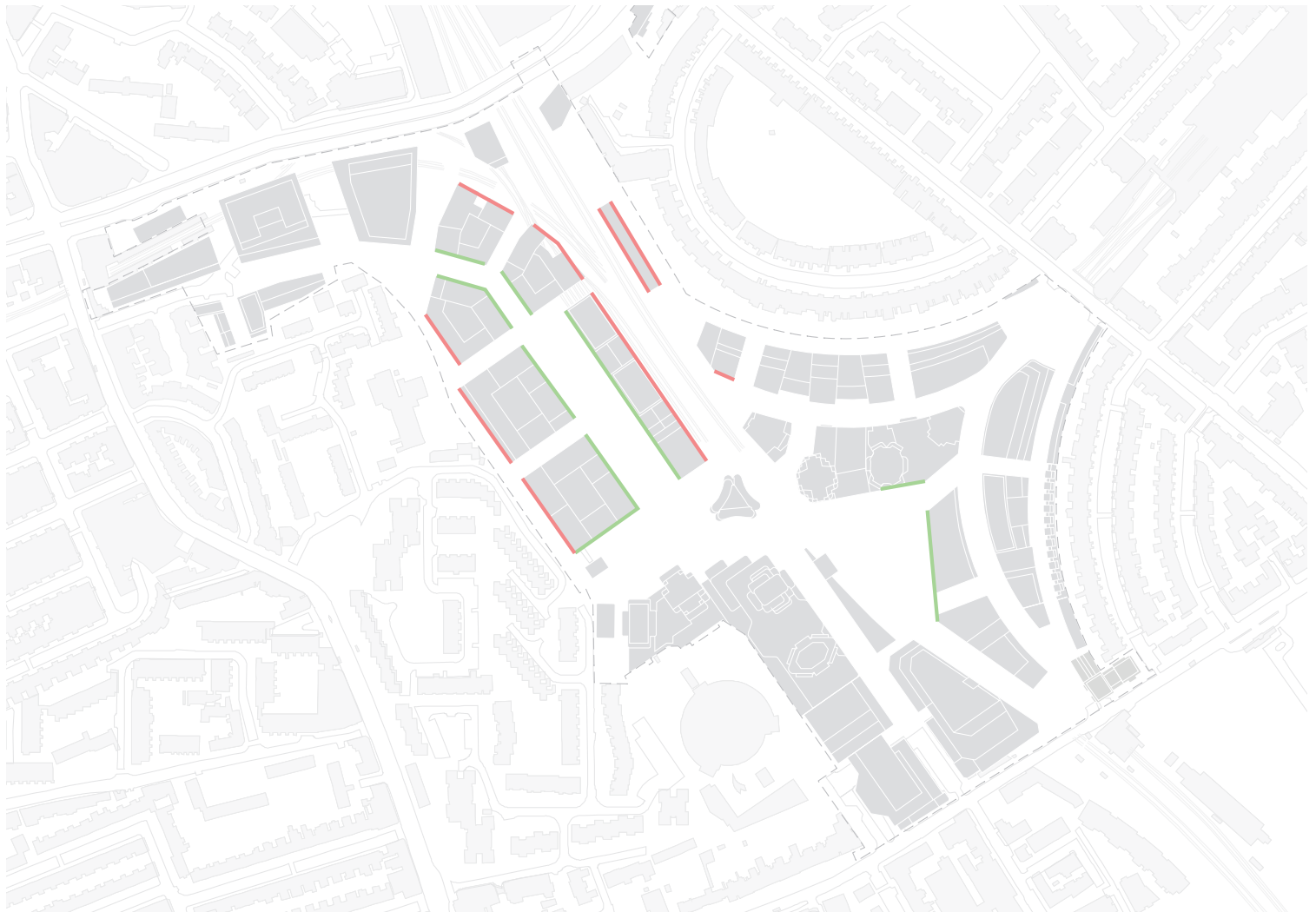


Balconies **could** project beyond the Maximum Parameter Envelope up to 2m

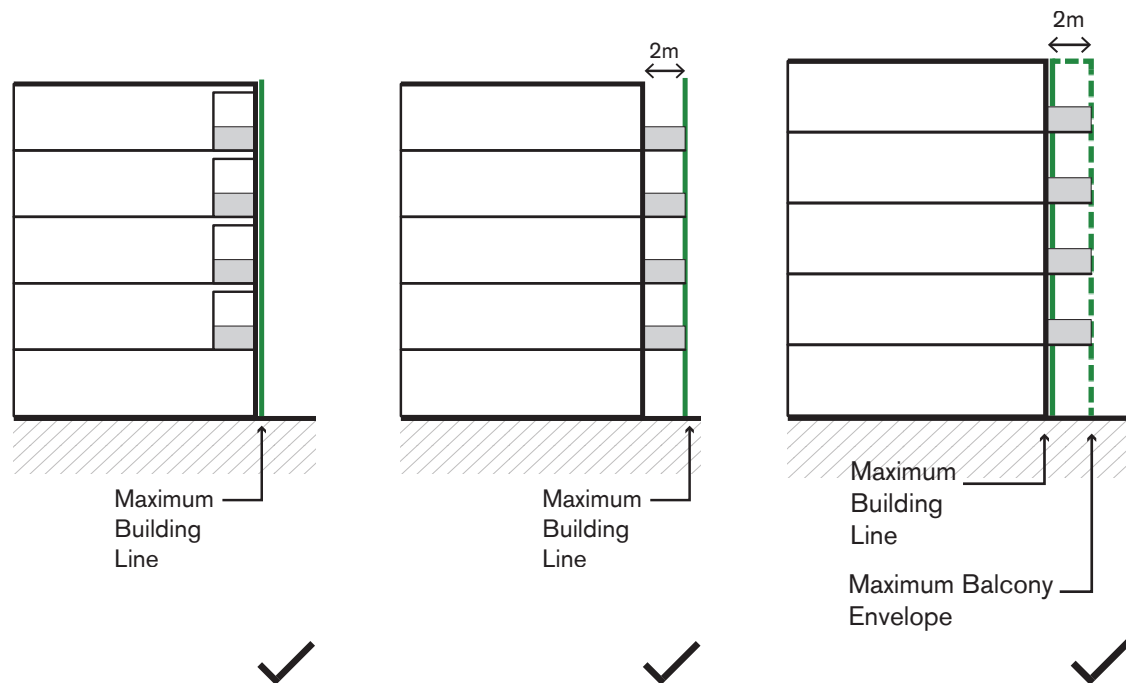


Balconies **could** project beyond the Maximum Parameter Envelope up to 2m, limited to 3.4m below Maximum Parameter Height.

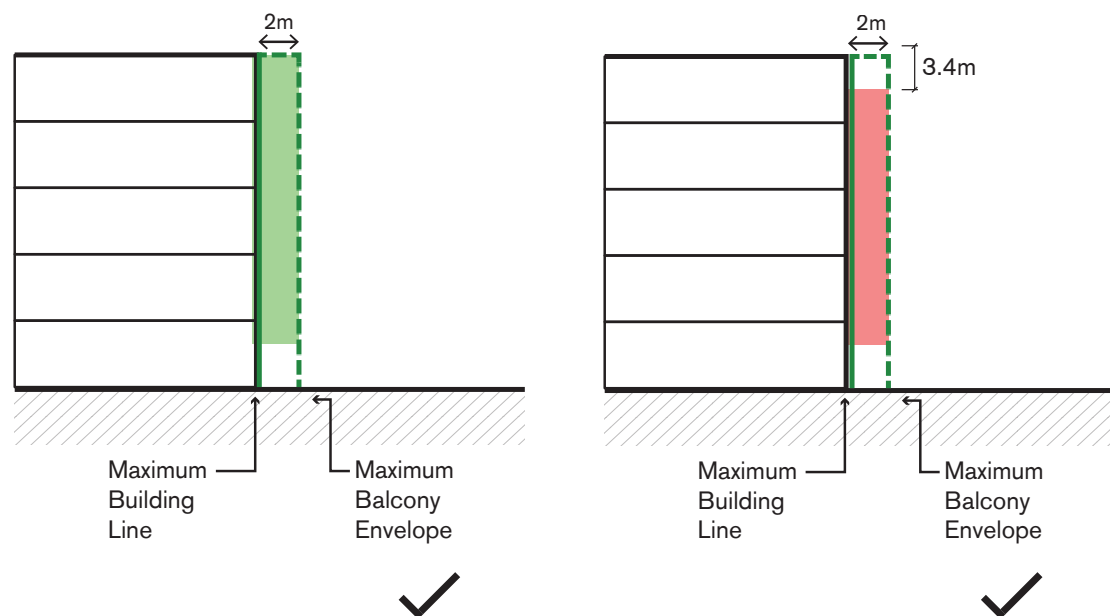
To define a clear permissible limit for the oversailing of the public realm.



Control diagram is illustrative, refer to Proposed Maximum Heights Parameter Plan.



The diagrams illustrate the different balcony conditions including within, and beyond, the Maximum Parameter Envelope.



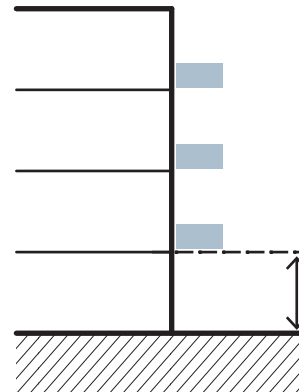
The diagrams illustrate the specific conditions where balconies project beyond the Maximum Parameter Envelope.

SW.P.30

Balcony minimum height from ground over public realm

Projecting balconies oversailing public realm **should** be at a sufficient height measured from the ground to the underside of soffit.

To avoid headroom conflict at the ground level and provide privacy to residents.



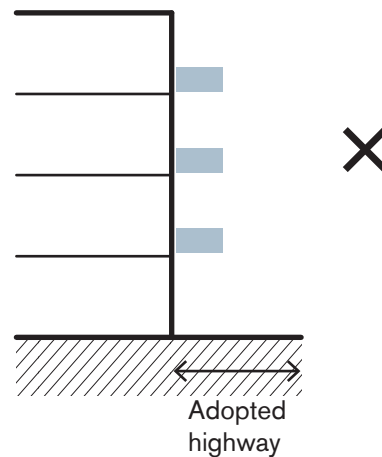
Balconies above public realm

SW.P.31

Balconies over adopted highway

Projecting balconies **must** not oversail any part of adopted highways.

To avoid creating conflicts with passage and use of adopted highways.



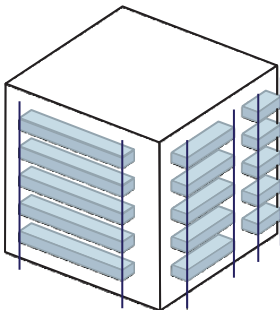
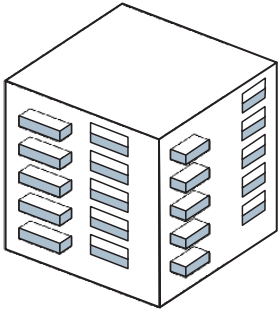
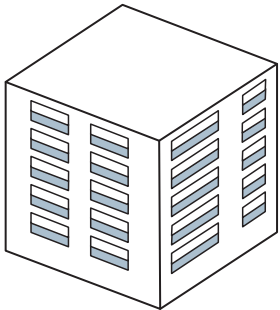
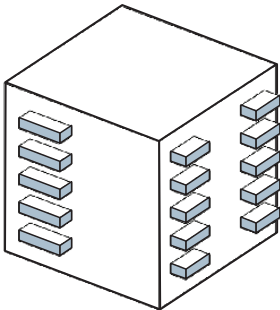
Balconies above adopted highways

SW.P.32

Ancillary Building Structures subordinate to building lines

The grouping and detailing of Ancillary Building Structures **should** be subordinate to a building’s predominant mass, and not distract from it.

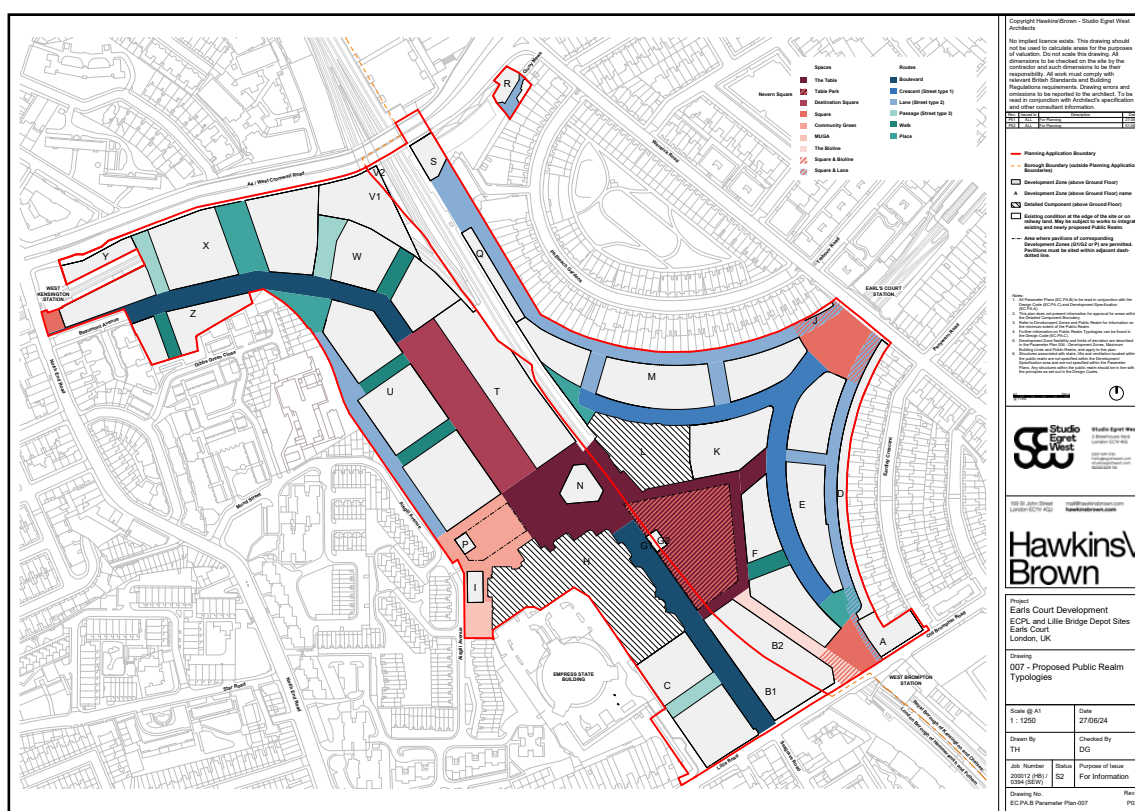
To ensure that the public realm is enclosed by the predominant face of buildings and not by Ancillary Building Structures.



Examples of acceptable and unacceptable Ancillary Building Structures

Proposed Public Realm Typologies

The Proposed Public Realm
Typologies Parameter Plan defines
the location of public realm typologies
across the Site.



Proposed Public Realm Typologies Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.33 Public realm typologies

The public realm typologies in the Proposed Public Realm Typologies Plan are defined in the Design Code.

Information for the use of the Parameter Plan.

- Refer to Sitewide / Landscape / Inclusivity and movement.



SW.P.34 Public realm typology mix

Public realm typologies overlap in some locations.

Information for the use of the Parameter Plan.

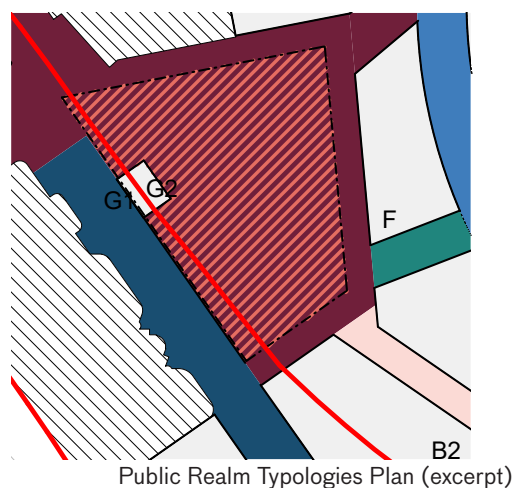
- Refer to Sitewide / Landscape / Spaces and routes.



SW.P.35 Minimum size of Table Park

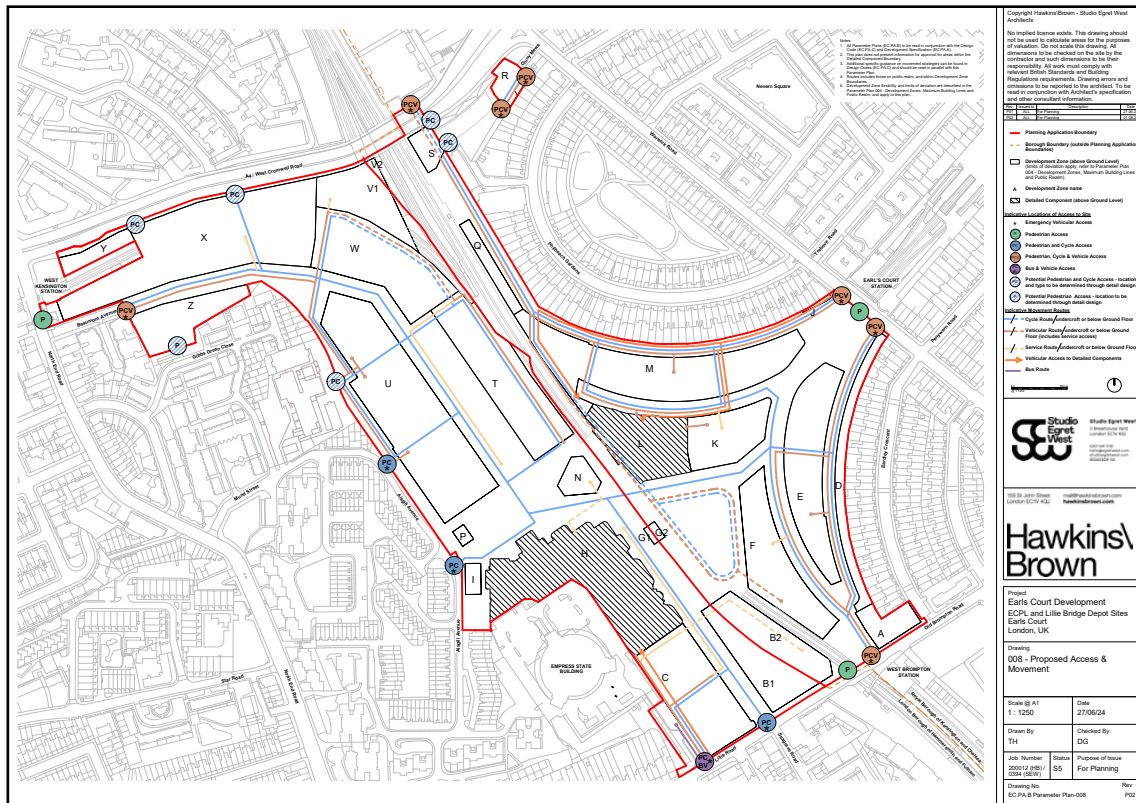
Design **must** achieve the minimum extents of the Table Park as shown on the Parameter Plan.

To ensure a minimum provision of a park in the public realm.



Proposed Access & Movement

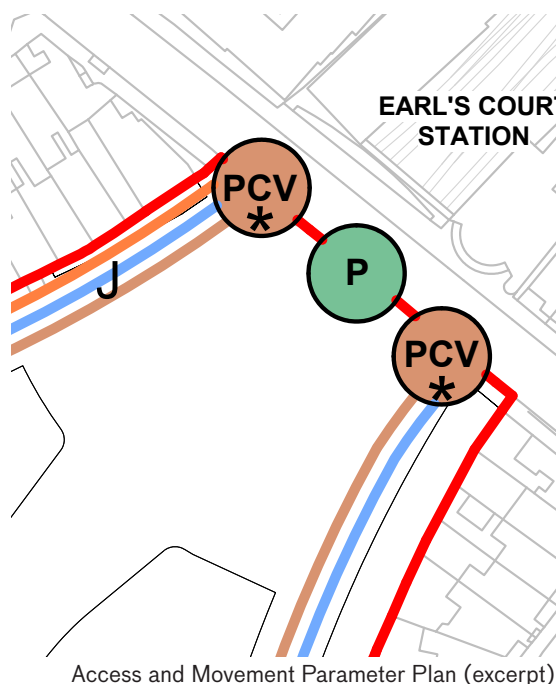
The Proposed Access and Movement Parameter Plan shows the access points between the existing and proposed movement network. Key routes are shown within the Planning Application Boundary.



SW.P.36 **Location of access**

Locations of access points into the Site are illustrated with a coloured circle. Their location is indicative only.

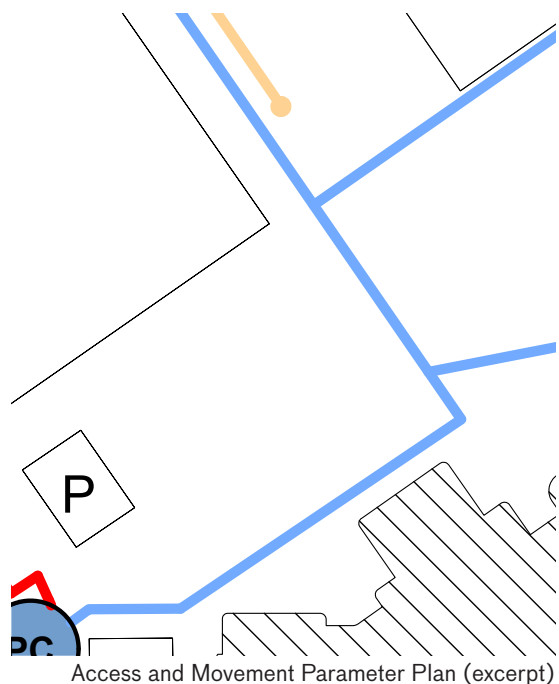
Information for the use of the Parameter Plan.



SW.P.37 **Location of routes within the Site**

The location of movement routes within the Site is indicative only.

Information for the use of the Parameter Plan.



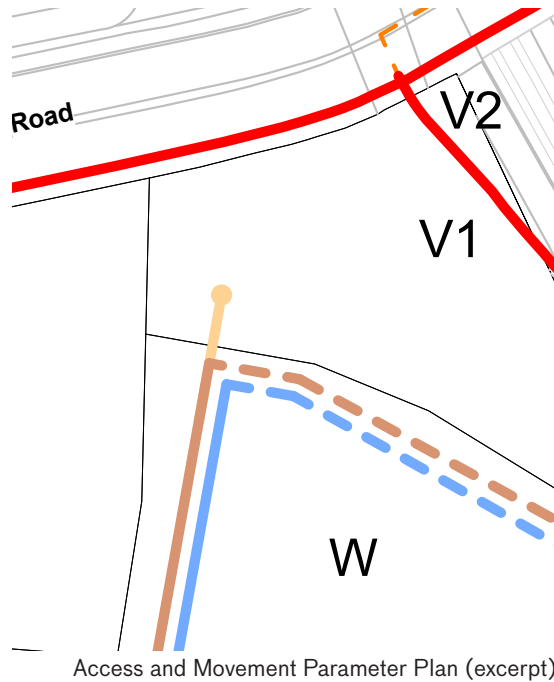
SW.P.38

Service routes

Vehicle routes can also accommodate servicing routes. Where Service route is shown, only service vehicles are permitted.

Information for the use of the Parameter Plan.

- Cycle route/undercroft or below Ground Floor
- Vehicular route/undercroft or below Ground Floor (including service access)
- Service route/undercroft or below Ground Floor



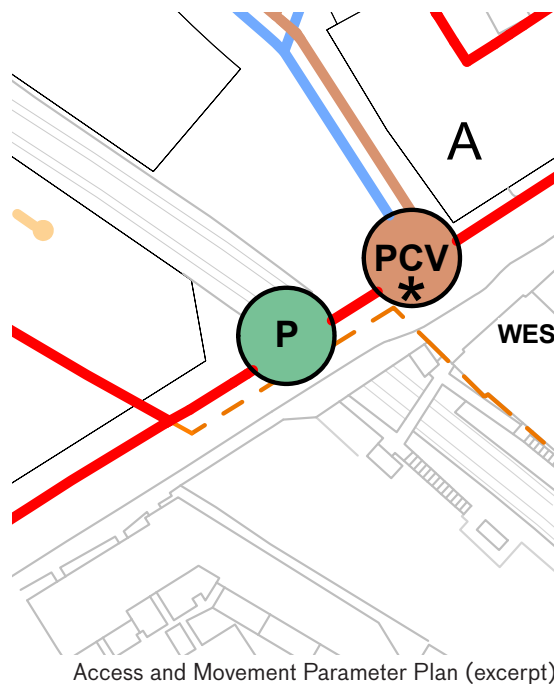
SW.P.39

Pedestrian routes

Pedestrian access routes are not shown within the Planning Application Boundary.

Information for the use of the Parameter Plan.

- ▶ Refer to Sitewide / Landscape / Inclusivity and movement.

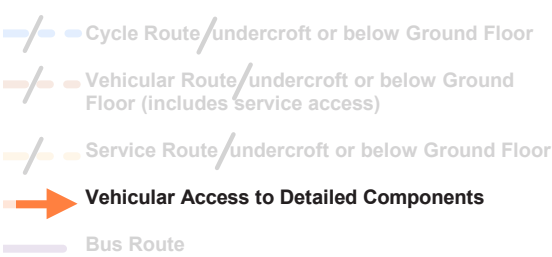


SW.P.40

Vehicular access to Detailed Components

Where shown on the Parameter Plan, vehicular access to the Detailed Components **must** be provided. This is shown up to the Detailed Component boundary, routes are not shown within Detailed Component boundaries. Further detail can be found in the Detailed Component of the Planning Application.

To ensure access to the Detailed Component of the Planning Application.

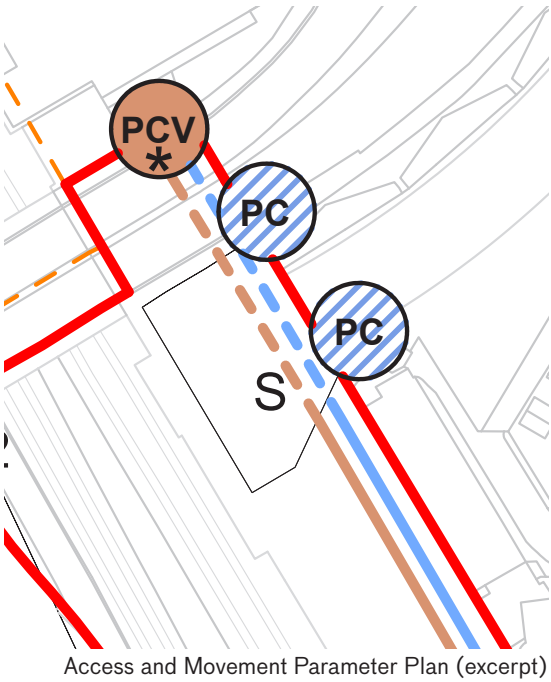
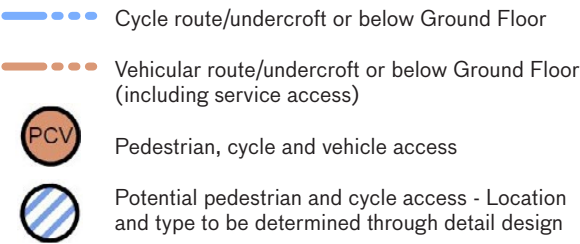


SW.P.41

Cluny Mews

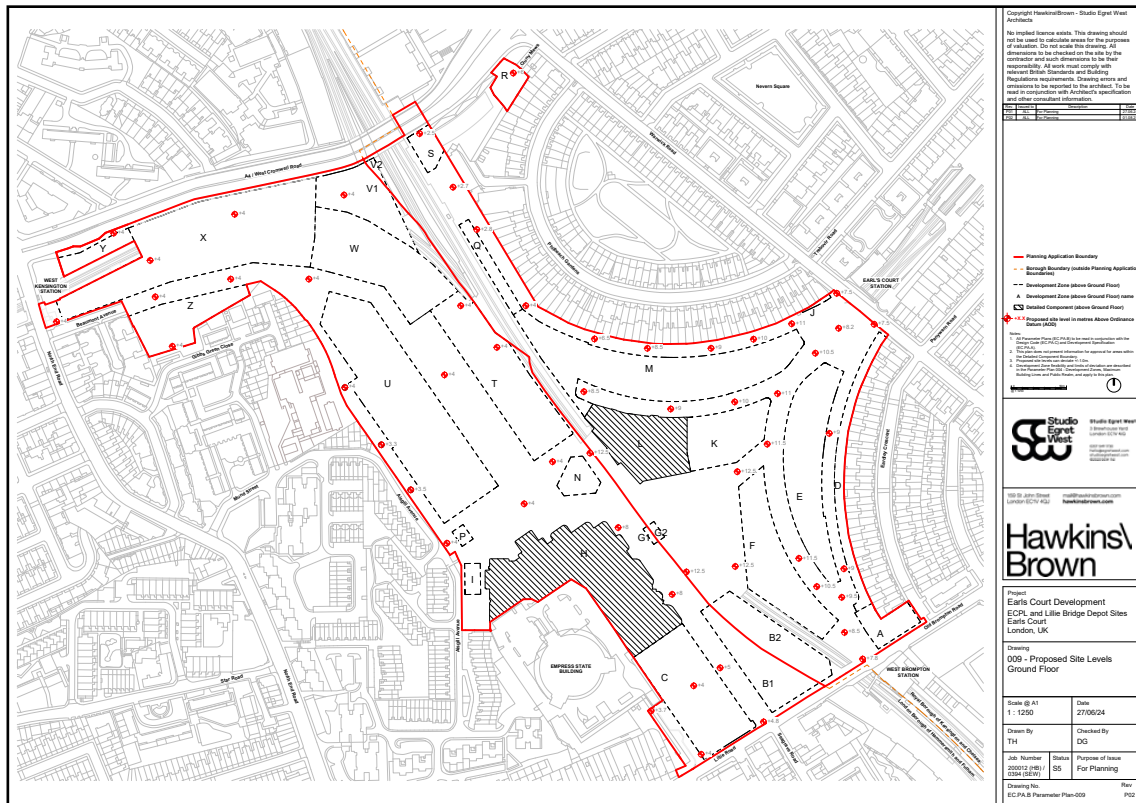
Design **should** include enhanced and/or focussed consultation with residential neighbours and/or St Cuthbert's Church.

To pursue a connection between St Cuthbert's Lane and Cluny Mews.



Proposed Site Levels Ground Floor

The Proposed Site Levels Ground Floor Parameter Plan indicates proposed Site levels within the public realm.



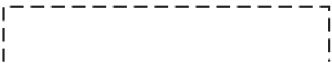
Proposed Site Levels Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.42

Proposed Site levels in the public realm

Spot levels indicate Proposed Ground Finished Floor Levels (AOD) of the public realm, within a tolerance of +/- 1m.

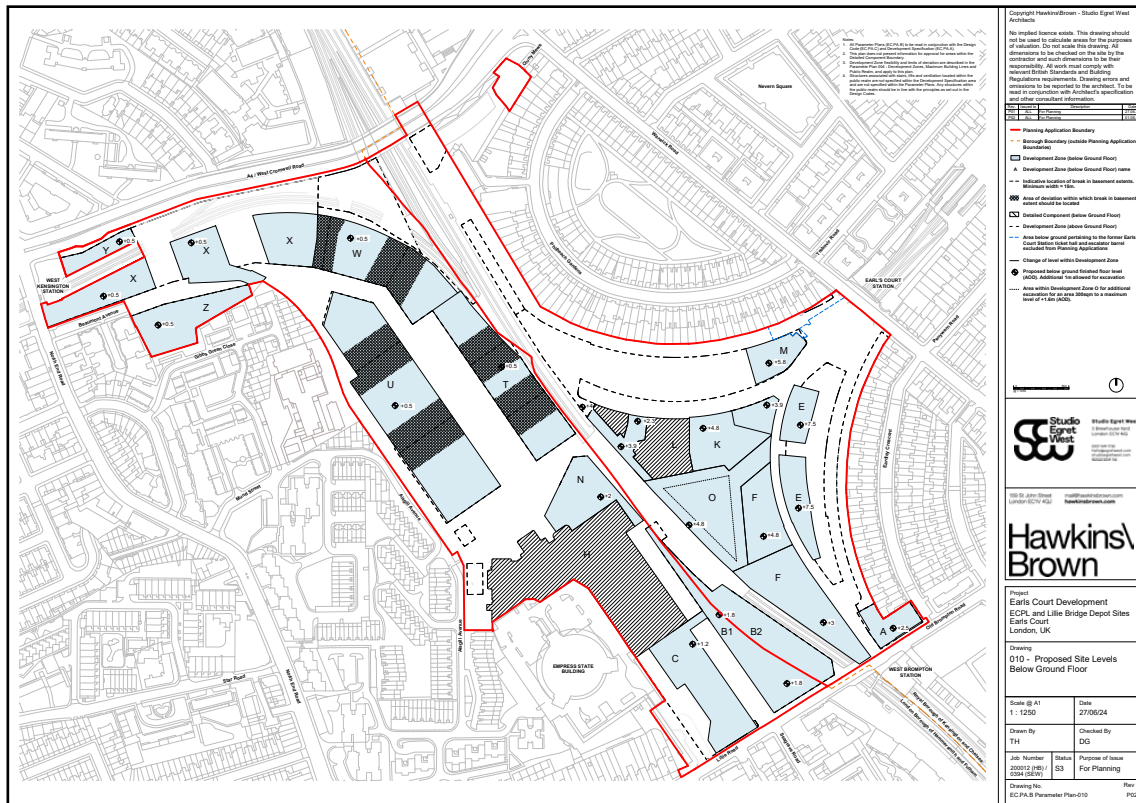
Information for the use of the Parameter Plan.



 +X Proposed site level

Proposed Site Levels Below Ground Floor

The Proposed Site Levels Below Ground Floor Parameter Plan indicates proposed Site levels below Ground Floor, Development Zones at lower ground level and possible areas of basement.



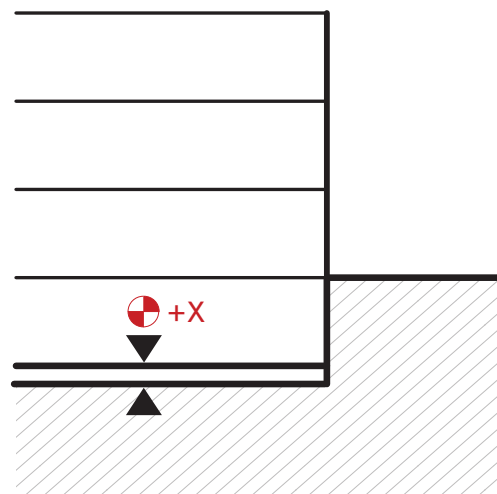
Proposed Site Levels Below Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.43


Indicated level of Lower Ground and possible areas of basement

In the event of basement or lower Ground Floor development being provided within a Development Zone, then the spot levels indicated **must** be interpreted as Finished Floor Level (FFL). A further 1m of slab build up will exist below this level. Below Ground levels are fixed and no limit of deviation is possible.

Information for the use of the Parameter Plan.



Maximum excavation level
= 1m below FFL

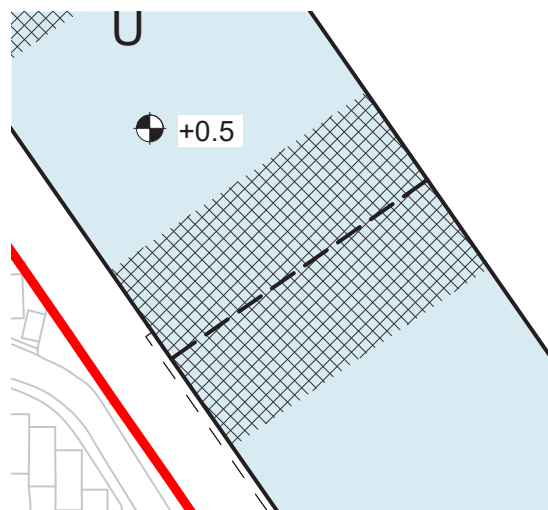
 +X Proposed site level
(Finished floor level/FFL)

SW.P.44

Indicative break in Development Zone below Ground Floor

Where indicated, development at below Ground Floor level **must** provide breaks. This break must leave a distance of at least 15m where indicated with a dashed line, and within the hatched zone.

To safeguard environmental conditions, such as water infiltration.



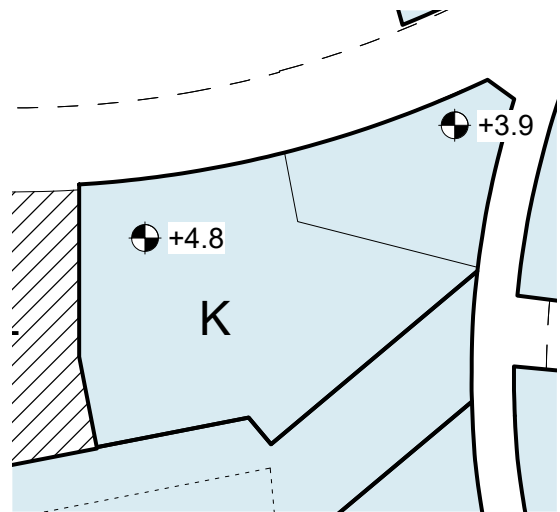
Breaks in below Ground Floor Development Zones

SW.P.45

Change in level

A thin black line within a Development Zone indicates a change in the Finished Floor Level (FFL), such as shown in Development Zone K.

Information for the use of the Parameter Plan.



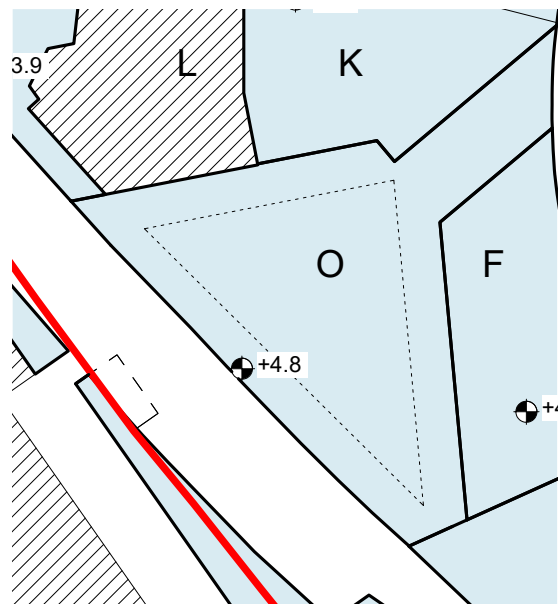
Change in level below Ground Floor

SW.P.46

Development Zone O

Development Zone O is located below Ground Floor, and appears only on the Below Ground Floor Parameter Plans.

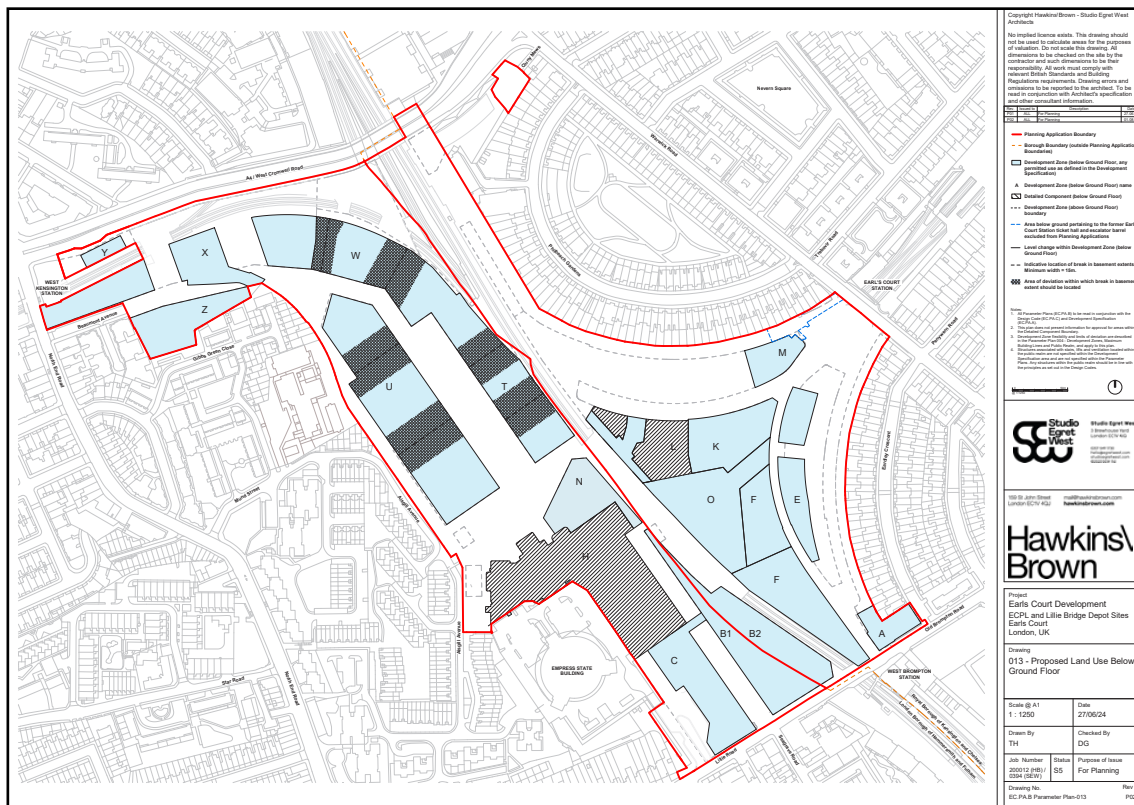
Information for the use of the Parameter Plan.



Development Zone O below Ground Floor

Proposed Land Use Below Ground Floor

The Proposed Land Use Below Ground Floor Parameter Plan indicates land use below Ground Floor.



Proposed Land Use Below Ground Floor Parameter Plan
This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

SW.P.47 **Development Zone below public realm**

Development Zones B1 and B2 include the section highlighted. This sits beneath the public realm, and beneath the indicated location of Development Zone G.

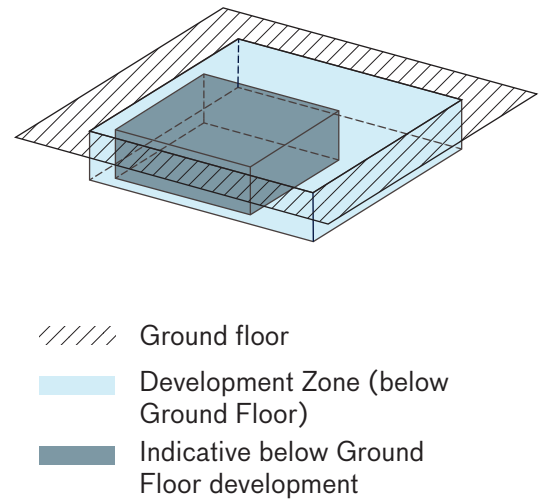
Information for the use of the Parameter Plan.



SW.P.48 **Quantum of below ground development**

The Parameter Plan indicates the areas where below Ground Floor development is allowed. However, the maximum extent of below Ground Floor development is smaller than the footprint shown and the quantum of development is controlled by the Development Specification.

Information for the use of the Parameter Plan.



SW.P.49 **‘Any permitted use’**

When specified as ‘any permitted use’, further information is included in detail in the Development Specification. This document defines the maximum quantum per use per Development Zone.

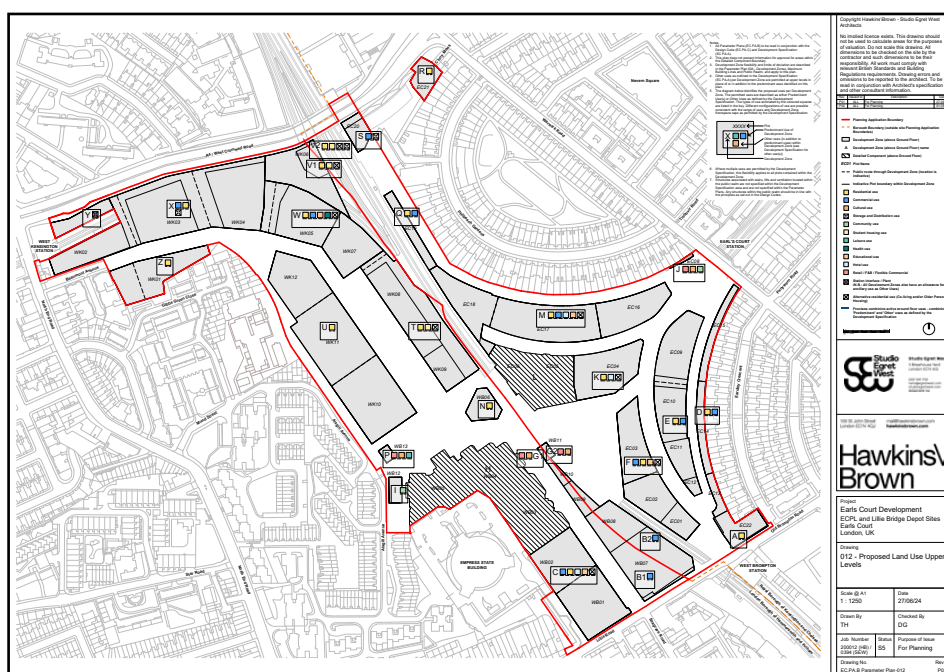
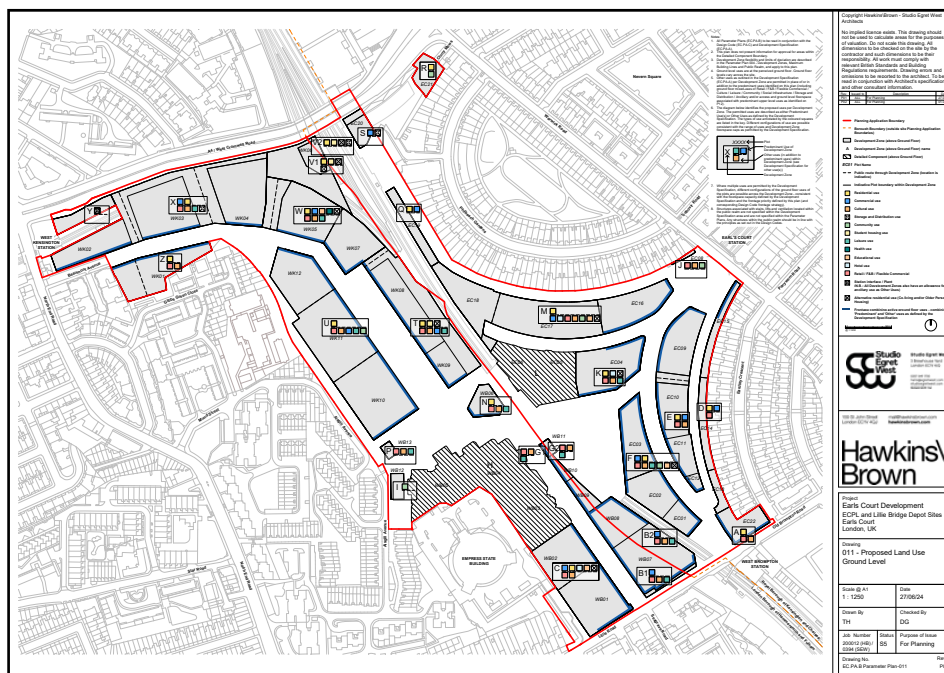
Information for the use of the Parameter Plan.

- Planning Application Boundary
- Borough Boundary (outside Planning Application Boundaries)
- Development Zone (below Ground Floor, any permitted use as defined in the Development Specification)**
- Development Zone (below Ground Floor) name
- Detailed Component (below Ground Floor)
- Development Zone (above Ground Floor) boundary
- Area below ground pertaining to the former Earls Court Station ticket hall and escalator barrel



Proposed Land Use Ground Level and Upper Levels

The Proposed Ground Floor and Upper Levels Land Use Parameter Plans indicate the predominant land use within Development Zone boundaries.



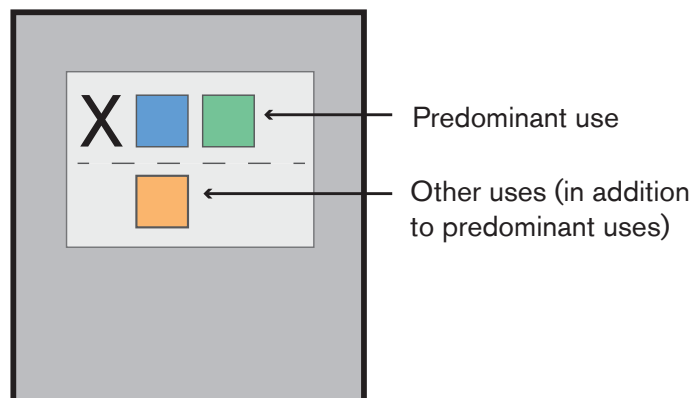
Proposed Lane Use Ground Floor (top) and Upper Levels (bottom) Parameter Plans
 These images are for illustration purposes only.
 Please refer to updated, full scale Parameter Plan drawings.

SW.P.50

Predominant Use(s) and Other Uses

Areas of coloured fill on the top line of the Parameter Plan call out identify the envisaged predominant uses of the Development Zone.

Areas of coloured fill on the bottom line identify the envisaged other uses to be considered in addition to predominant uses.



Information for the use of the Parameter Plan

- Refer to Development Specification (EC.PA.A) with specific reference to the terminology as defined by Section 4.

SW.P.51

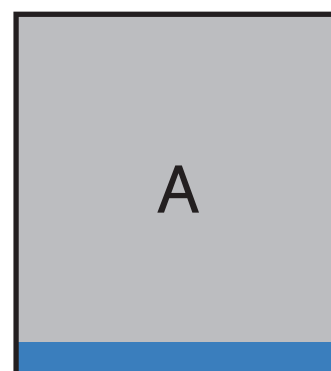
Other permitted uses along frontages at Ground Floor

Where indicated with a single thick line, active uses must be prioritised at ground level drawn from the range of uses and floorspace capacity permitted by the Development Specification for this Development Zone.

An “active frontage” refers to buildings that have ground (and sometimes upper) floors with windows and doors facing onto the street, creating interest and activity. Related uses might include shops, cafés, community and cultural uses, commercial premises or services but can also include residential uses and providing access to upper levels.

Where the frontage is not highlighted with a single thick line, these areas are envisaged to be less active and/or areas that provide ancillary space / access for upper levels.

To animate the public realm and reinforce the character of the place.



- Frontages prioritising active ground floor uses - combining 'Predominant' and 'Other' uses as defined by the Development Specification

- Refer to Development Specification (EC.PA.A).

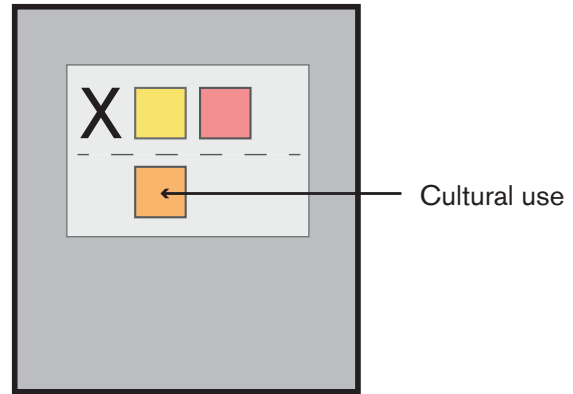
SW.P.52

Cultural uses

Where indicated within the list of 'Other Uses' in Development Zones B1, B2, K and T, Culture use **must** be provided. This may be in combination with other uses.

To ensure alignment with the Cultural Strategy.

▶ Refer to Development Specification (EC.PA.A).



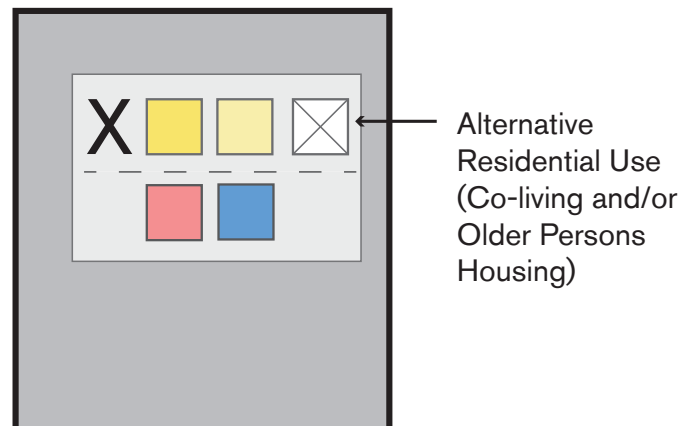
SW.P.53

Flexibility for residential predominant uses

Residential uses **could** also incorporate alternative residential uses of Older Persons Housing and/or Co-Living where permitted by the Development Specification use allocation.

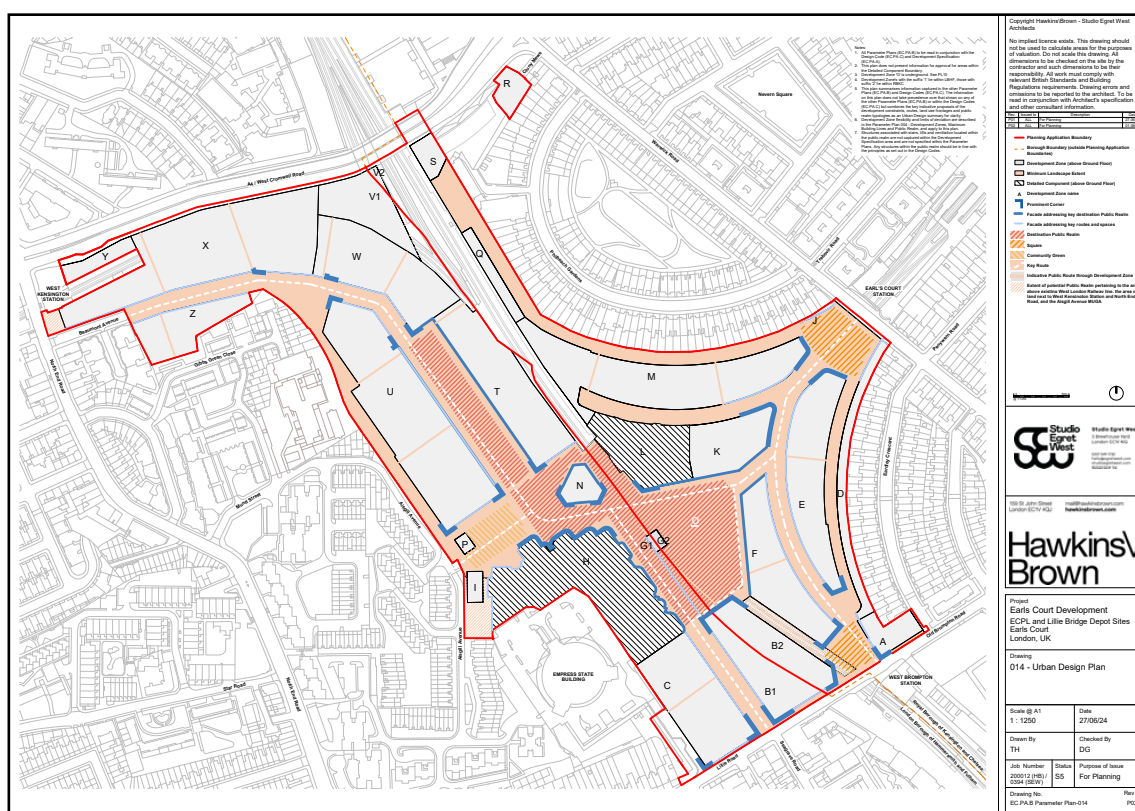
Information for the use of the Parameter Plan.

▶ Refer to Development Specification (EC.PA.A).



Urban Design Plan

The Urban Design Plan indicates different routes, areas of public realm and open space as well as key urban design principles (as described by Sitewide landscape and built form codes).



Urban Design Plan.

This image is for illustration purposes only.
Please refer to updated, full scale Parameter Plan drawings.

