



# Our first detailed designs

March 2024

EARLS  
COURT



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## Creating the place from day one

Earls Court has always been a unique part of the city. At the forefront of historic, economic and societal change – at its height, it contributed over £2bn annually to the UK economy. The new Earls Court needs to respond to the issues of today, celebrating the wonder of its history whilst leading the drive for future change.



# Listening

## Our approach

Since we acquired the site in 2019, we have worked collaboratively with the local community. It is a privilege and a responsibility to bring the wonder back to this site, opening it up, celebrating its history as a showcase, creating a better piece of city and addressing the climate emergency.

Our early activation has seen hundreds of jobs created on site, bringing entertainment, art, sports and community uses back. Throughout 2023, this activity generated £25.7m of additional local economic input. All of this underpins the work to create a new neighbourhood based on innovation, culture and nature, which stitches into, and benefits, existing communities. The first phase, shown in this exhibition, sets



The Earls Court Development Company team

the benchmark. It will begin to establish the place, opening up crucial links into the site through exemplary public realm.

It will create a new west side story, putting Earls Court back on the map; it will be a place for everyone with inclusivity and consideration of diverse wants and needs. Above all, we will be good ancestors, creating a place which is future proof, climate resilient and establishes standards of excellence in design.

## Who have we been talking to?

Over the last three months you've shared your thoughts and ideas on the plans we shared last November. We sent out a short survey, people have shared their views in person at Conversation Corner, and thousands of you have visited the website for more information.

Total engagement since consultation began in 2020:

137,976

website views

1,078

visitors to Conversation Corner since February 2023

1,475

people have made 2,495 contributions to our consultation since February 2023

13

workshops with teenagers, older people and those with disabilities

20

PRIP and safety panel meetings

29

local resident masterplan workshops

## 76% support for our masterplan

In November 2023, 76% responded to the survey to tell us they were happy or satisfied with the revised masterplan

We announced five changes to the masterplan we showed in February. Here is the feedback we received:

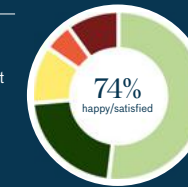
### More open space

89% of respondents said they were happy or satisfied with this. We heard in the Feb 2023 consultation that people wanted to see more green space. So we increased the overall amount by 20%, expanding the central Table Park, and announcing the ambition to deck over the West London Line at Old Brompton Road.



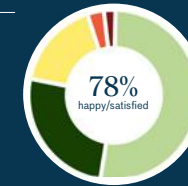
### Less density

74% of respondents said they were happy or satisfied with this. We reduced the volume of development by 10%, reduced heights overall (with just one building being taller) and removed a building entirely. This was supported generally though some respondents queried why we were reducing the number of planned homes.



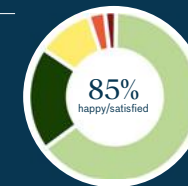
### A mature sense of place

78% of respondents said they were happy or satisfied with this. We've added three new culture venues and created three workspace clusters across the site.



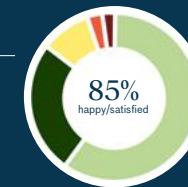
### Long-term infrastructure

85% of respondents said they were happy or satisfied with this. There's now more low cost, zero carbon infrastructure for the future in the masterplan.



### London streets for a new London neighbourhood

85% of respondents said they were happy or satisfied with this. The masterplan now contains wider streets and squares, more in keeping with the character of the surrounding built environment.



## Listening to you

### November 2019

Delancey and APG Joint Venture bought the site and established The Earls Court Development Company. West Kensington/Gibbs Green estates handed back to LBHF.



### Summer 2021

Interviews and workshops with key stakeholders



Series of pop-up engagement events asking what local residents wanted to see happen

### October 2021

Emerging 'guiding principles' launched – our first proposals for the site with feedback asked for



### December 2021

Launched our emerging vision and four key priorities for the site, held series of workshops and public meetings



### Summer 2022

'Conversation Corner' opened with an exhibition of our initial framework plan; kicked off our community masterplanning workshops, and launched the Public Realm Inclusivity Panel (PRIP)



### February 2023

Revealed our ambition to 'bring the wonder back to Earls Court' in a public exhibition at the new Conversation Corner venue, attracting hundreds of visitors and 1,000+ written responses



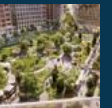
### November 2023

Responding to what we've heard: showing our updated masterplan, inviting feedback on the character areas and initial Phase One plans. Held series of area based resident workshops.



### Now: March 2024

Showing detailed proposals: Responding to feedback on detailed Phase One building designs and inviting feedback on our design code



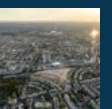
### Summer 2024

Planning application submitted: RBKC and LBHF will seek views through formal consultation on the planning applications to each respective borough



### 2025

Target planning application determination: Design and public consultation continues on Phase One buildings and landscapes



### 2026

Start construction of Phase One: Including infrastructure works



### 2030

Phase One construction completes and first residents and businesses move in; RBKC and LBHF will seek views through formal consultation on the planning applications to each respective borough





# Phase One: 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.

1	A new arrival at Warwick Square
2	Exhibition Gardens on the Table
3	Showcasing climate resilience in the Cascades
4	Beautiful buildings
5	A benchmark for high density living
6	Creating West London streets
7	Empress Place and the Boulevard
8	Destination play for all ages
9	The first cultural venue at Earls Court



## A new arrival at Warwick Square



1

The Flower Amphitheatre and buildings which curve into the site create a dramatic welcome from Earl's Court Station

New office buildings on Warwick Square. The building on the left is part of Phase One and the building on the right is in a later phase.

## Exhibition Gardens on the Table



2

Designed to bring destination play, culture and leisure around a central green public space

Cafes and restaurants at the base of ECO5. Part of the detailed planning application to RBKC.







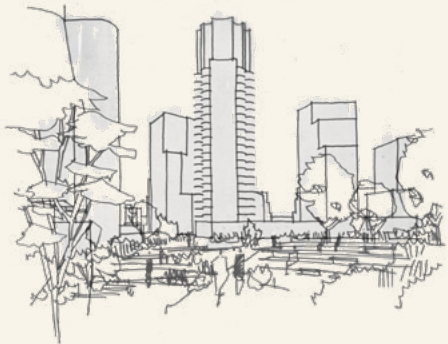
# Beautiful buildings



4

Circa 300 homes for sale targeting 35% affordable homes will be submitted in detail for planning in the Royal Borough of Kensington and Chelsea

New residential building (EC05) fronting the Table Park and Warwick Crescent. Part of the RBKC detailed planning application.



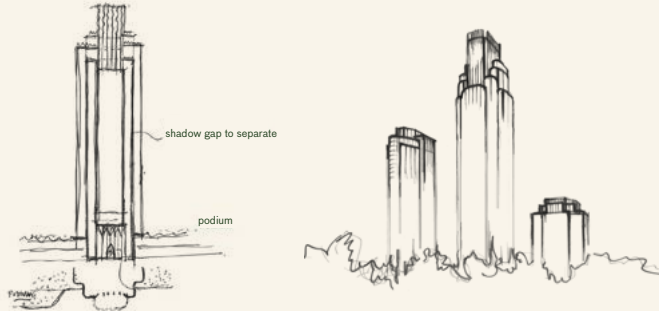
# A benchmark for high density living



5

Circa 470 homes for sale targeting 35% affordable homes and circa 680 student rooms will be submitted in detail for planning in the London Borough of Hammersmith and Fulham

Residential buildings including student living joined by a shared podium defining Empress Place. Buildings: WB03 (left) and WB04 (right). Part of the LBHF detailed planning application.



Concept sketches from the design team



# Creating West London streets



6

Empress Place becomes the bustling Boulevard with new shops, cafes, restaurants and culture venues

# Empress Place and the Boulevard



7

The first phase of a new north-south pedestrian route, connecting West Brompton and West Kensington stations

# Destination play for all ages



8

Integrated and dedicated playspaces will be provided at Aisgill Gardens and in the Table Park for all to enjoy

Playspace at Aisgill Gardens part of Phase One.

# The first cultural venue at Earls Court



9

A flexible venue which can accommodate 750 people standing or 400 seated on West Brompton Crescent

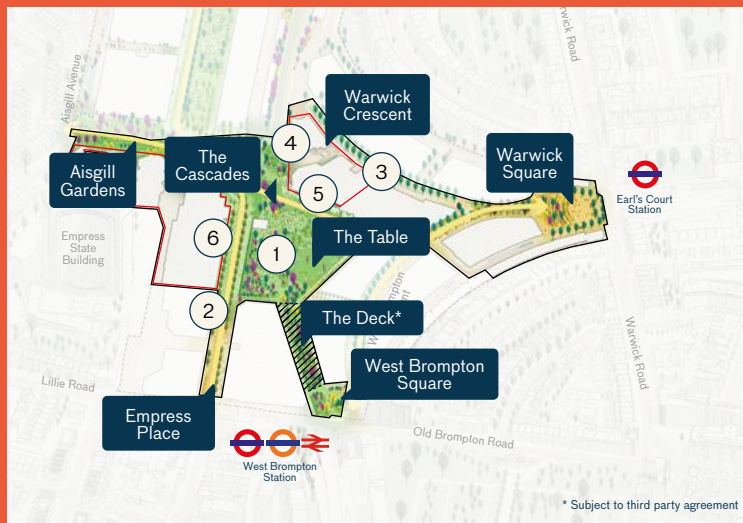
Cross section through the Phase One culture venue on West Brompton Crescent and Later Living homes.



# Phase One: 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.

Our first detailed buildings include:



- 1 Showcasing biodiversity, water and natural landscape  
On site logistics hub reducing traffic in wider area
- 2 Sustainable materials
- 3 Timelessness and longevity
- 4 An inclusive neighbourhood
- 5 & 6 High quality homes for today and the future



## 1 Showcasing biodiversity, water and natural landscape

Using lush and varied planting, with largely deciduous trees throughout to create shading and keep temperatures down



# Improving air quality around our site

Extensive new planting, minimal car use and clean air flow between buildings will help to improve this polluted part of London both within and beyond the site

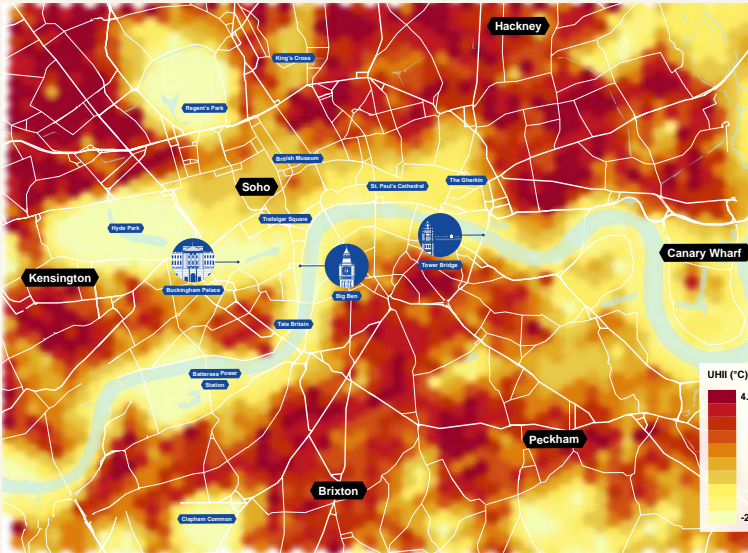


NO2 concentrations on site – baseline LAEI 2019 data



Potential improvements to air quality within the development and beyond to the local area

# Improving London’s heat island effect



Over 1,000 trees will be planted and together with water re-use and green roofs, the effects of temperature increases can be reduced

<https://www.arup.com/perspectives/publications/research/section/urban-heat-snapshot>

# Sustainable materials



2

Prioritising the use of low embodied carbon materials and construction methods; embracing new technologies and materials throughout the lifetime of the development

# Timelessness and longevity



3

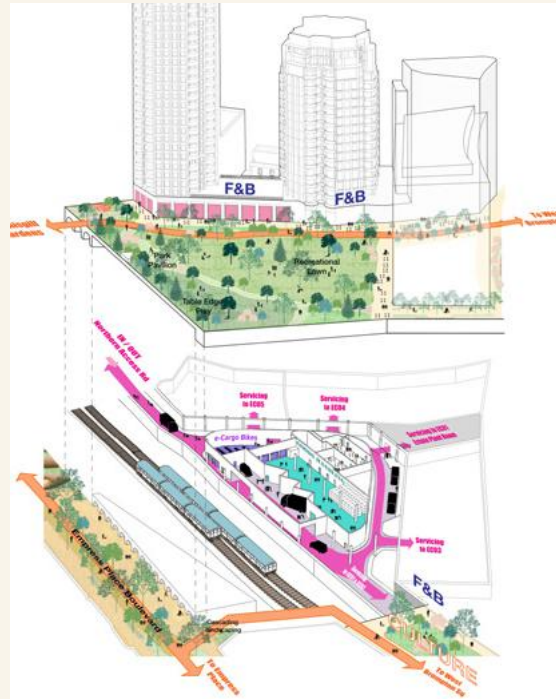
Creating the heritage of the future through exemplary design



## On site logistics hub reducing traffic in wider area

1

A last mile logistics centre in the basement below the Table Park is being designed to process delivery of 8,300 parcels a day. It will remove 1,000s of vehicles a year from the surrounding 5km neighbourhood and help improve air quality.



Last mile logistics hub under the Table Park

## Low cost, low carbon energy network

All buildings will be served by one of the UK's largest zero operational carbon ambient loops. This will embrace new technologies to reuse energy, minimise heating costs and look to export energy beyond our red line.



Example utility cupboard connected to the energy sharing network.



Images courtesy of Duijpoint



Individual buildings are connected to the energy network allowing us to move energy and heat between buildings.

## An inclusive neighbourhood



Residential entrances on Warwick Crescent. Part of the detailed planning application to RBKC.

4

All buildings are set within beautifully landscaped public space with access to excellent play space, meeting spaces, retail, culture and leisure amenity

## High quality homes for today and the future

5 6

Designed to respond to changing environmental conditions, all homes will optimise views and daylight whilst minimising overheating and energy use



5. Balconies for the Warwick Crescent residential buildings inspired by opera boxes



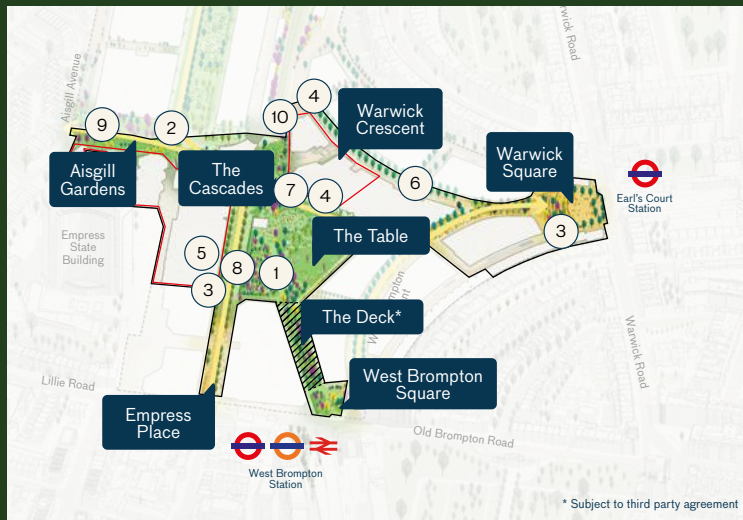
6. Balconies on the Empress Place residential buildings maximise views of West London



# Phase One: An Earls Court for Everyone

We have the opportunity, the privilege and the 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.

Our first detailed buildings include:



- |   |   |    |   |
|---|---|----|---|
| 1 | The Table Park at the heart of Phase One          | 7  | Eating, drinking, dining on the Table   |
| 2 | High quality homes facing onto Aisgill Gardens    | 8  | The bustling Boulevard                  |
| 3 | The first office building with flexible workspace | 9  | A new Community Hub on Aisgill Avenue   |
| 4 | Entrances to homes from Warwick Crescent          | 10 | A nursery at the north end of the Table |
| 5 | Shops along Empress Place Boulevard               |    |   |
| 6 | Later Living entrance along Warwick Crescent      |    |   |



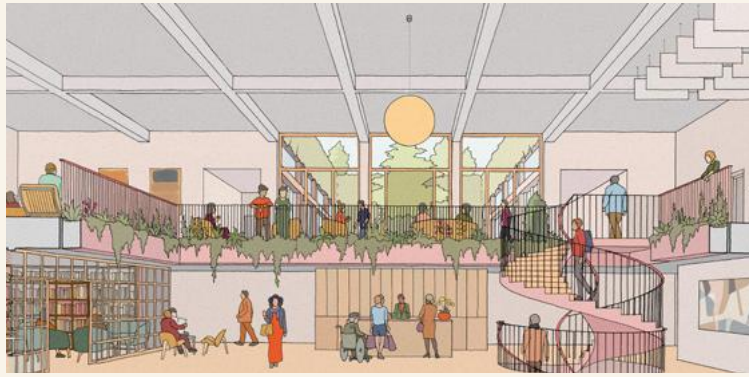
## 1 The Table Park at the heart of Phase One

The size of three football pitches and created collaboratively to deliver generous, safe and inclusive green space for all



## Homes for all generations

Phase One will deliver over 1,000 homes for rent and to buy, for students, workers, families and later living



Later Living communal spaces



Student homes and communal spaces



Homes for sale and rent

## High quality homes facing onto Aisgill Gardens



Entrances to homes in WBO5 facing Aisgill Gardens. Part of the detailed planning application to LBHF.

2

Affordable homes addressing local needs, with best in class playspace on the doorstep and easy access to all the site has to offer

## The first office building with flexible workspace



3

Testing low carbon materials is at the forefront of sustainable office design, including timber structures

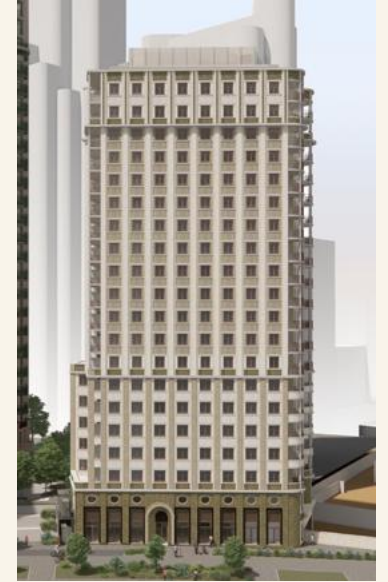
## Entrances to homes from Warwick Crescent

4

A welcoming, pedestrian focused street provides entrances to circa 300 new homes targeting 35% affordable homes



EC06 residential on Warwick Crescent. Part of the detailed planning application to RBKC.



## Shops along Empress Place Boulevard



Entrance to WBO3 with food stores, shops and cafes on the Boulevard. Part of the detailed planning application to LBHF.

5

Set within a beautiful environment designed around pedestrians, the Boulevard will serve local needs



## Later Living entrance along Warwick Crescent



6

Close to Earl's Court station, a multi-generational neighbourhood is provided – Later Living homes are purpose built homes for older residents

## Eating, drinking, dining on the Table



Cafes and restaurants at the base of ECO5. Part of the detailed planning application to RBKC.

7

Destination restaurant and cafes on the south facing promenade

## A new Community Hub on Aisgill Avenue



9

Following public feedback, we will be providing a permanent home for our existing hub with potential cafe, flexible spaces and a Community Hub

## The bustling Boulevard

8

When complete it will be the length of Regents Street with entrances to homes, leisure, cafes and shops



Entrance to WBO4 with shops and cafes on the Boulevard. Part of the detailed planning application to LBHF.

## A nursery at the north end of the Table



10

Providing early years childcare in a circa 3,000 sq ft nursery



# Access for construction

To find out more please visit [earlscourtdevco.com](http://earlscourtdevco.com) or scan this QR code:



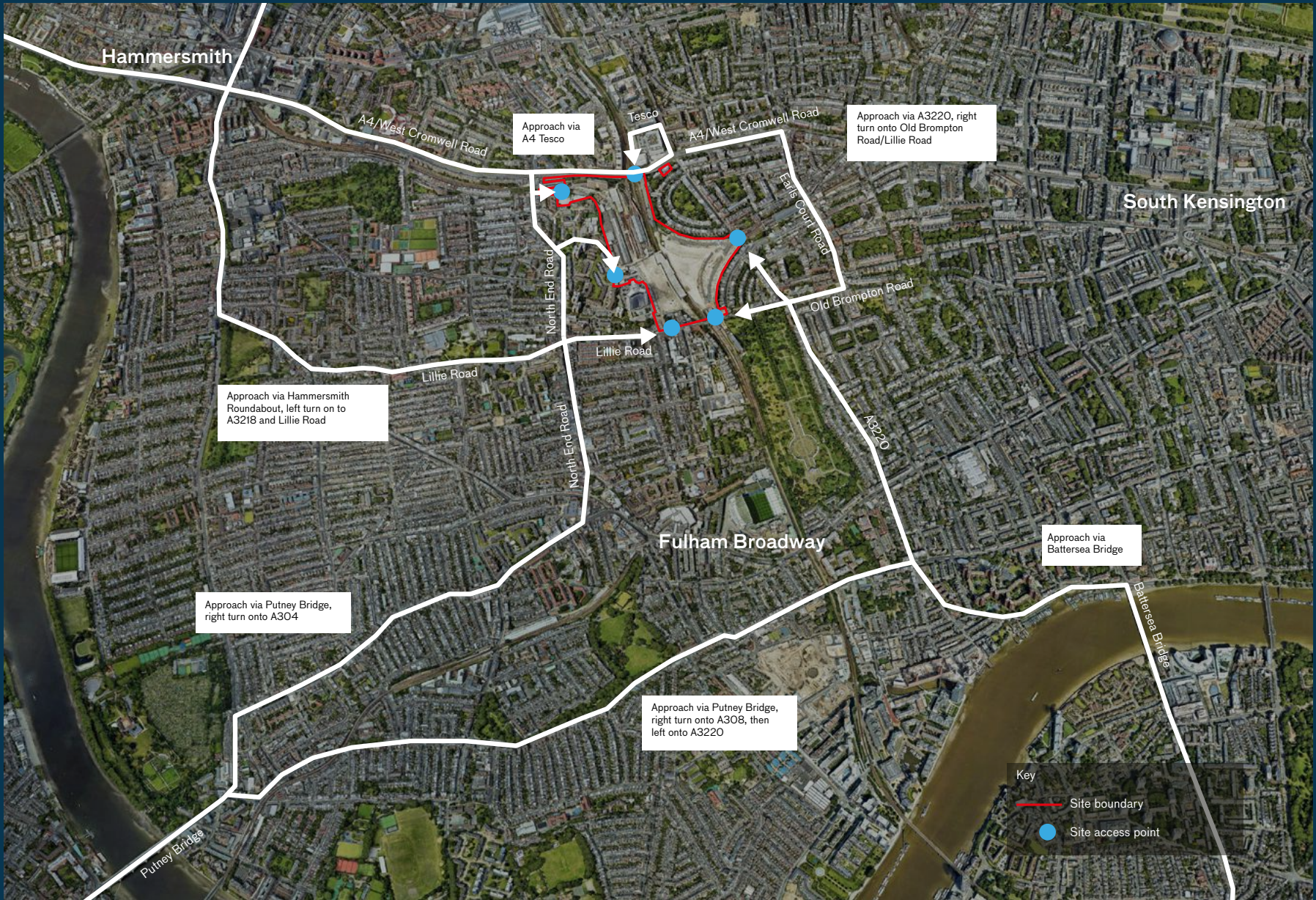
We are committed to delivering the build of the development considerably and respectfully. The diagram here sets out the access routes we propose to use for the first phase.

As we build out, some routes will become constrained with further access locations on the western edge of the site being utilised.

Our preferred routes are subject to agreement by both local authorities via our Construction Management Plan which will be submitted along with our planning application in summer 2024.

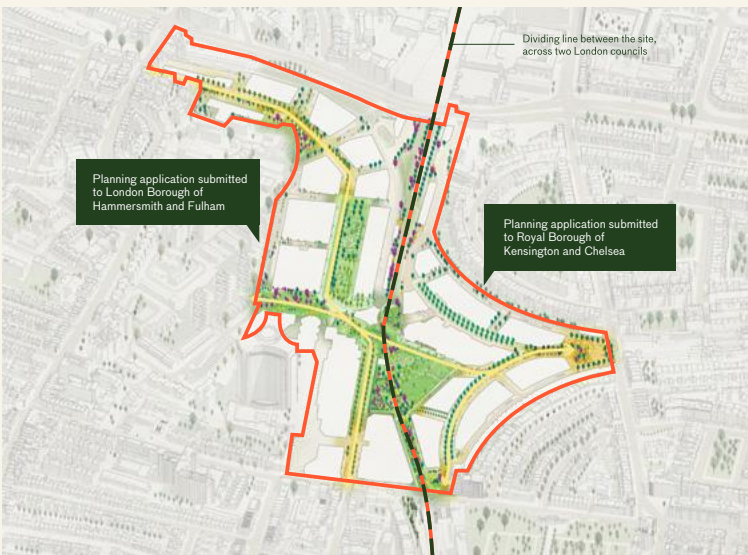
Before this we are engaging with residents, businesses and other local stakeholders, setting out our proposals and inviting feedback.

A planned construction liaison group will allow us to maintain a regular dialogue with our neighbours as works progress.



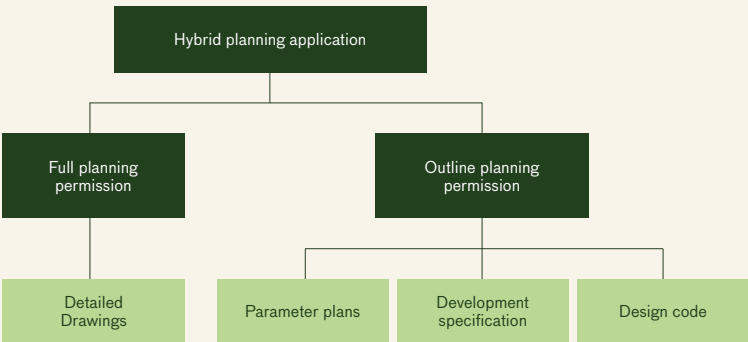


# Planning application



We will be submitting two duplicate hybrid planning applications – one to LBHF and one to RBKC.

## What is a hybrid planning application?



A hybrid planning application seeks full planning permission for some elements of a site and outline planning permission for the remainder. The full, or 'detailed' element is supported by detailed plans, drawings and images so it is clear what will be built.

The outline element is supported by three Control Documents which establish a robust framework for future phases.

The detailed design of buildings within future phases is submitted after approval of the hybrid planning application as a 'Reserved Matters Application'. The Reserved Matters Application must comply with the Control Documents.

## Where have hybrid planning applications been used?



The Phoenix, Lewes



Bath Quays North, Bath

Hybrid planning applications are a commonly used approach for larger multi phased developments which have longer construction programmes. They are not limited to large urban sites but are also tried and tested in sensitive historic locations such as Bath and Lewes.



Canada Water, London



Kings Road Park, London

## What are the outline planning application 'control documents'?



Parameter Plans control the future layout of the site. They define the height of buildings, the location of public realm, access to and within the site, and uses which can happen within buildings.

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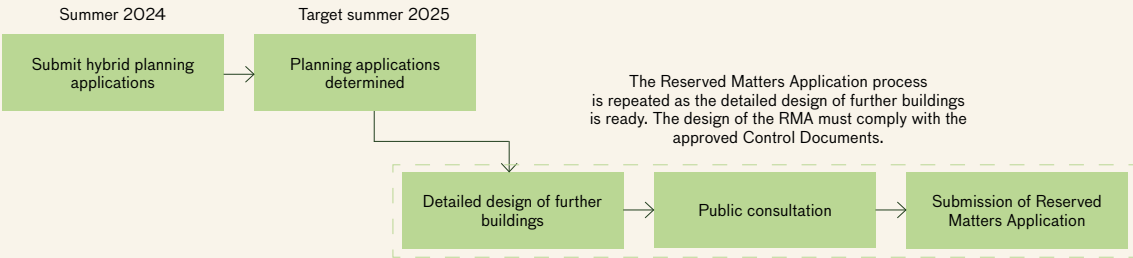
The Development Specification describes the range of uses which can happen in buildings, the quantity of development (e.g. number of homes, amount of office space, retail and culture etc.), and sets an overall maximum amount of floorspace.

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The design code is the guidance which sets design principles for the site ensuring a coherent approach to public realm and architectural quality.

## Next steps for planning





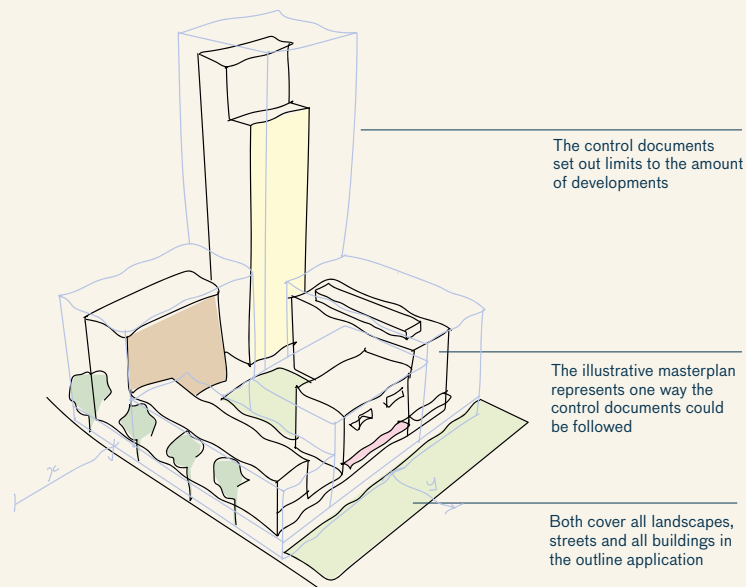
# What is a design code?

## How do design codes work?

Mandatory	Must	Principles that are approved requirements
Non-mandatory	Should	Principles that are strongly encouraged (but also allow for alternative scenarios to be proposed)
	Could	Principles that are suggestions or workable options (to be explored, considered and tested)

Design codes are effectively a rule book for future design work to follow. They typically include mandatory and non-mandatory principles – indicating whether the code must be followed or whether it is encouraged guidance or suggestions.

## Illustrative masterplan

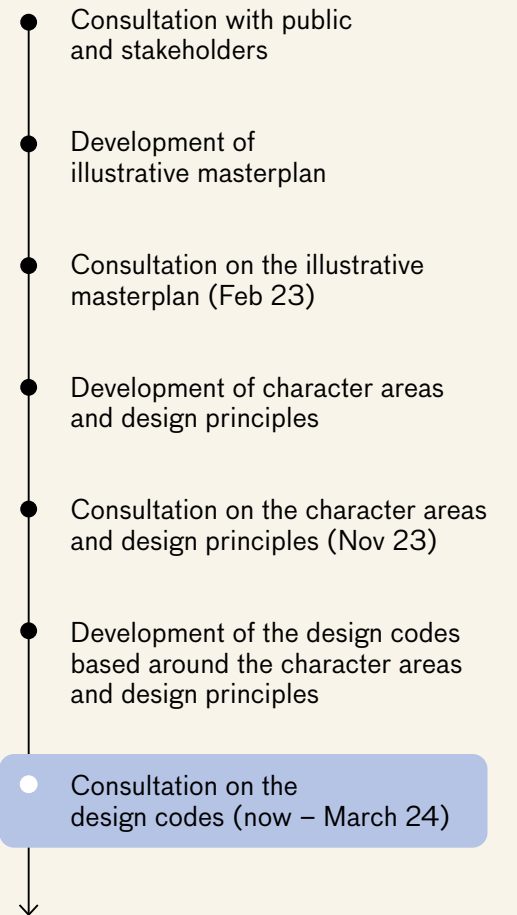


The illustrative masterplan represents one way in which the control documents could be interpreted and has been used to thoroughly test proposals in terms of environmental, social, economic and transport impacts.

## How has consultation shaped the design codes?

Public consultation has informed the development of the illustrative masterplan throughout, which in turn is the basis of the design code. The key topics and priorities of the full range of discussions are reflected in the resulting principles of the code.

## Diagram showing sequence of consultation informing design codes





# What do the design codes cover?

The design codes cover the seven character areas forming the masterplan as well as sitewide codes for the landscape and built form.

## The sitewide landscape design codes cover:

The layout of spaces and street types	Principles for hard and soft landscaping	Planting strategies
How people move across the site	Play spaces	Anything else related to the design of the outdoor space
Connections to what is already there	Public art	Street furniture
Biodiversity		

## The sitewide built-form design codes cover:

The range of building types	The look and feel of key building facades	Approaches to scale, building line and frontage
Building articulation principles i.e. guidance on the three dimensional detailing of any external walls	General architectural expression and material principles	Townscape considerations



# Character areas

The character area design codes set out how we want buildings and landscapes in the outline planning application to look and feel. These build on consultation feedback and present emerging illustrative design work. We use these designs to test that our design codes work and that we can deliver on our vision.

The character area design codes cover:



# The Table

## The heart of Earls Court Exhibition Gardens

A new urban park, larger than Trafalgar Square, is at the heart of our masterplan.

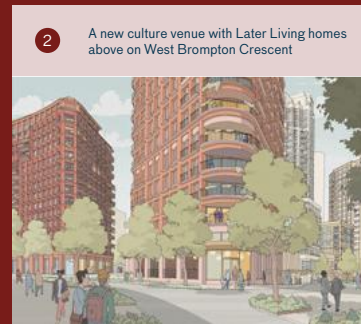
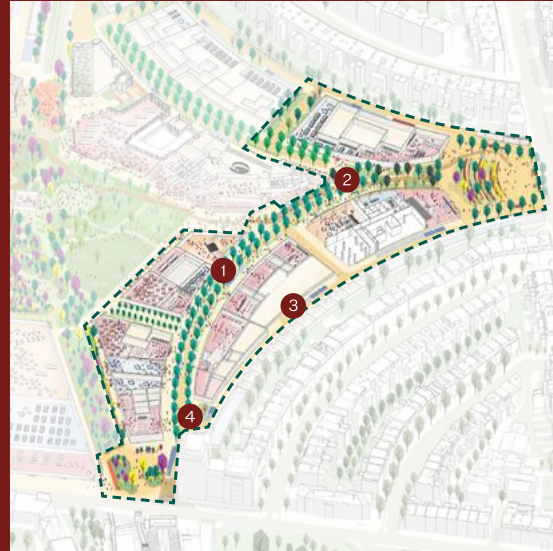




# West Brompton

## A lively West London crescent

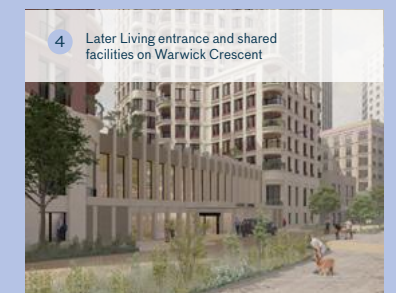
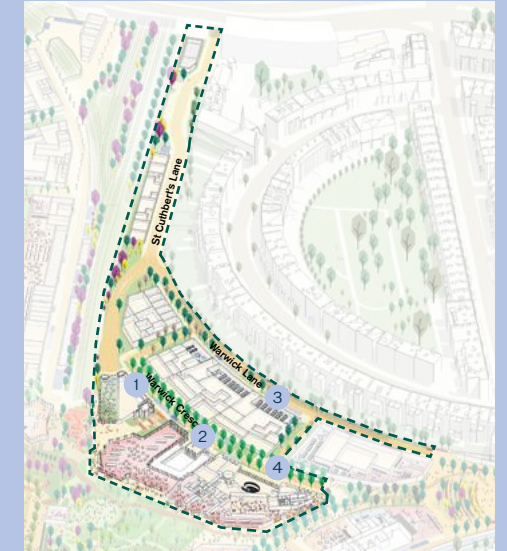
Connecting Earl's Court station to West Brompton station, this tree-lined street full of shops, cafes and restaurants, will be busy from morning to evening.



# Warwick Crescent

## A quiet residential quarter

Taking its cue from the neighbouring streets, this area is focused around a contemporary residential crescent.

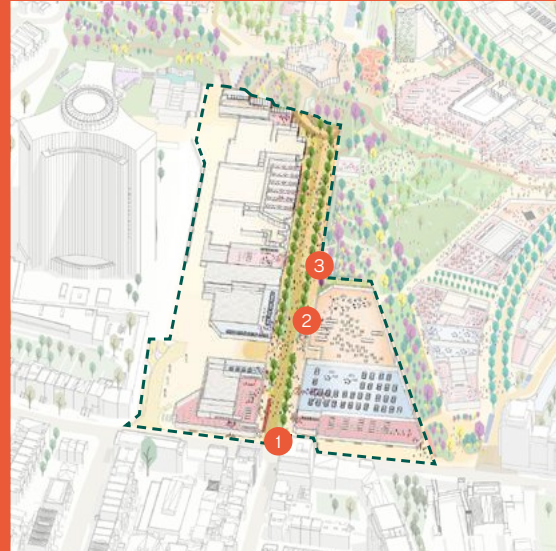




# Empress Place

## Innovation and creation

A new commercial cluster with a diverse mix of creative and innovation spaces, leading to a landmark residential building and major cultural venue.



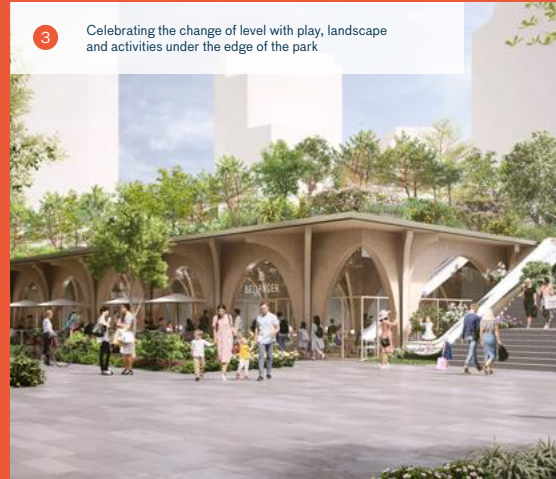
1 Existing Empress Place buildings retained to define the character of the street



2 Heading up onto the Boulevard: a lively street with cafes, restaurants, shops and culture venues



3 Celebrating the change of level with play, landscape and activities under the edge of the park



# Aisgill Gardens

## The community green

A community green the size of a football pitch, surrounded by new homes and the Community Hub.



1 Playspace and natural play at Aisgill Gardens for all times of the year



2 Permanent home for the Community Hub facing Aisgill Gardens

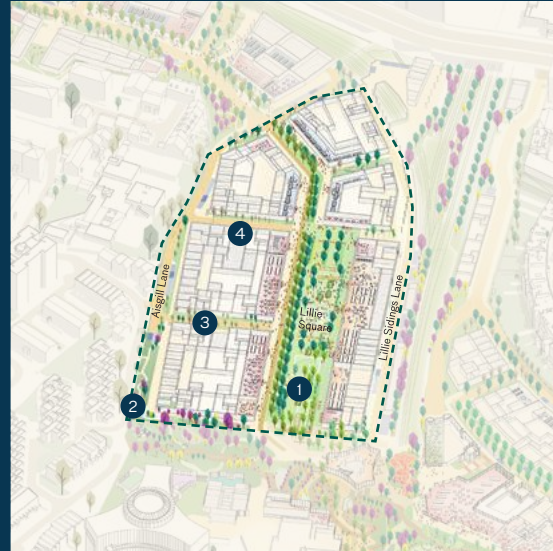




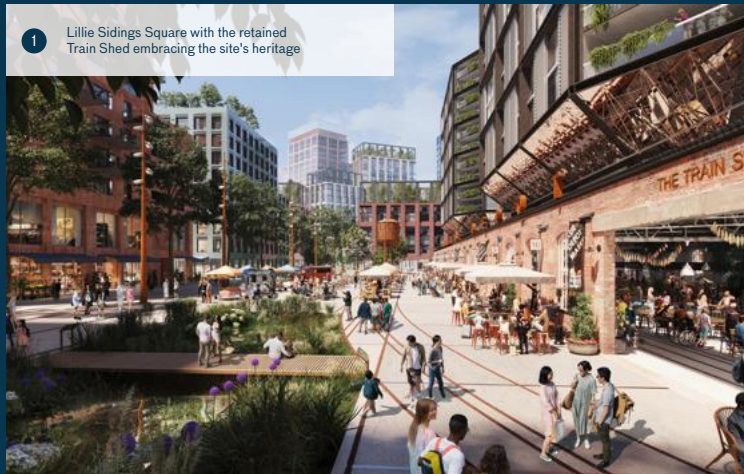
# Lillie Sidings

## Culture and heritage

A re-imagined rail depot and new public square at the centre of a vibrant mixed use quarter.



1 Lillie Sidings Square with the retained Train Shed embracing the site's heritage



2 Aisgill Avenue with new landscaping and the avenue of trees reinstated



3 Front doors to homes on Aisgill Avenue



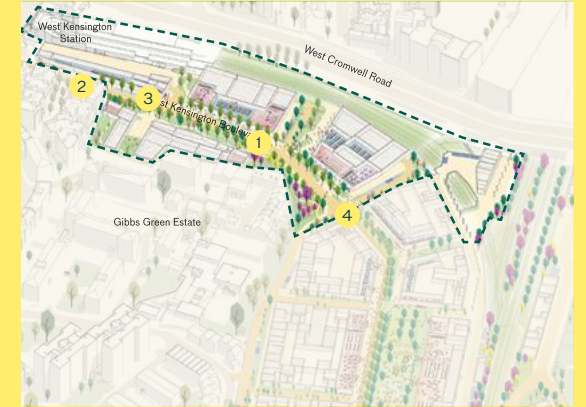
4 Side street linking Lillie Sidings Square to Aisgill Avenue



# West Kensington

## Innovation cluster

This gateway from West Kensington station will deliver a new business district providing space for climate and clean technologies and creative industries.



1 West Kensington Boulevard defines the innovation cluster



3 Residential buildings and a new pedestrian link from Beaumont Avenue to Gibbs Green Close



2 Existing homes set the character along Beaumont Avenue



4 West Kensington Boulevard office buildings and green street





# Give your feedback

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## Tell us what you think

We are asking about the following topics and you can answer as many as you like:

- Character areas and how we are creating the place
- Emerging details on things like Phase One designs and community space
- Open space and landscaping

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## It's really easy to give your feedback



Scan to fill in our survey on your phone, email us at [info@earlscourtdevco.com](mailto:info@earlscourtdevco.com) or visit our consultation space at Conversation Corner – Lillie Road SW6 (opposite Hotel Lily).

# Get in touch

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## If you have any questions about the project, you can get in touch by:

Emailing us at: [info@earlscourtdevco.com](mailto:info@earlscourtdevco.com)

Calling us on: 0330 333 1510

Visiting our website: [earlscourtdevco.com](http://earlscourtdevco.com)

Or visit Conversation Corner on Lillie Road, please check our website for opening times.

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## Interested in living at Earls Court?

Please get in touch via [living@earlscourtdevco.com](mailto:living@earlscourtdevco.com)



@earlscourtdevco



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The  
Earls Court  
Development  
Company

