

Welcome



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Like a jigsaw missing its final piece, this is Central London’s most significant redevelopment opportunity. The site’s illustrious past is a source of inspiration for us as we look towards the future.

Based around the corner on Empress Place, we have been able to get to know our communities well and understand the experiences of people who live, work and go to school here. Over the past two years this careful listening has informed and shaped the draft masterplan we are presenting today.

We want to reinstate the ‘wonder’ Earls Court was known for; reflecting the rich cultural heritage and sense of experience which so many experienced. We’ll create many new homes for all incomes and stages of life, thousands of jobs to open up opportunity, arts and culture throughout, and we’ll bring nature back with beautiful green spaces, parks and tree-lined streets which put people rather than cars first.

Our aim is to be a global exemplar of responsible, sustainable development, putting health, wellbeing and social connections at the forefront of everything we do; and we have a bold ambition to go beyond net-zero, making a tangible difference to the climate crisis.

We’ve already started to bring excitement, enterprise and jobs to the site – and there’s much more to come. Above all, we are focusing on creating a plan which is deliverable – and we want to know what you think.

Rob Heasman, Chief Executive Officer, The Earls Court Development Company



Our vision

We are presenting our draft proposals to bring the wonder back to Earls Court and respond to the priorities you have told us about.

Our vision was shaped through a series of community workshops, walks and conversations in and around the site. We heard how the site’s history of events, attractions, performance, music and spectacle has left a legacy of wonder.

We are creating a place which puts people at its heart; a new neighbourhood where everyone will feel welcome. We intend to deliver:

An east-west route opening up the site

Reintroducing nature boosting biodiversity

A park at the heart of the site

£348 million in Social Value created by the project as a whole

A £1.2 billion+ impact annually on the UK economy

Cultural programmes attracting and nurturing talent

Around 4,500 new homes with a third being affordable

World-class architecture and landscape design

Improving public transport infrastructure

Performance and community venues

A network of streets, squares and gardens

15,000 jobs in a range of workspaces



Bringing the wonder back

Delivering on our priorities

We developed four priorities after hundreds of conversations to understand what people wanted to see delivered here. Below, we set out how our proposals will help achieve those priorities:

The site will benefit from £6.5 billion private sector investment to bring forward new plans which will deliver an exceptional package of benefits to the local area and the London economy.

Open up the former Exhibition Centre site for the first time in 150 years

Giving back to local communities

What this means in the masterplan:

- | A safe, accessible and welcoming new neighbourhood
- | Introducing landscape-led East to West and North to South connections
- | An inclusive central park at the heart
- | Creating inviting, safe and healthy streets locally
- | Linking to existing High Streets and Centres
- | Easy access into and around the site
- | Quieter routes, prioritised for people not cars

Action you can see now:

- | Derelict buildings put back into beneficial use: *Empress Place, Seven Stars, Mannequin Factory, Lille Road Shops, Pop-Up and Gallery*
- | Public Art installations
- | Artist in Residence programme
- | Community Hub open
- | Business engagement

A showground of world class ingenuity

Celebrating its legacy and history

What this means in the masterplan:

- | Celebration of industrial and cultural heritage
- | Re-use of existing buildings and structures
- | Exploring green tech, research and development opportunities
- | Incubator and growth spaces for new business talent to flourish
- | Potential links with educational institutions
- | Future enabled building technology
- | Embracing modern methods of construction
- | A world class team of specialist designers and consultants
- | Ability to meet and exceed design standards

Action you can see now:

- | Open House site tours
- | Sounds of Earls Court Spotify playlist
- | London Wonderground at Earls Court
- | The Lost Estate immersive theatre experience
- | New Skills Centre to open on site this spring

Create a better piece of city

An inclusive blueprint for future generations

What this means in the masterplan:

- | An inclusive place for everyone to experience and enjoy
- | An equitable approach that brings choice for people on different incomes & age groups
- | Flexibility to encourage innovation and enable change as times move on
- | Diversity in scale, character, operators, products, services and occupiers
- | Resilience to ensure that the project can prevail through turbulent times

Action from the start:

- | Local business support
- | Earls Court Futures Programme
- | Over £7m of social value in 2022
- | £180K annual Community Fund
- | £40K winter support programme
- | Public Realm Inclusivity Panel

Addressing the climate emergency

An ambition to go beyond net-zero

What this means in the masterplan:

- | Significant Improvement of public access to nature
- | Over 1,000 trees to be planted
- | Low carbon energy sharing network
- | Use of sustainable building materials
- | Innovations that help to improve air quality
- | Responsible management of water resources
- | Exploring solar and low carbon energy sources
- | Zero emission travel
- | Prioritising pedestrians and cycling
- | Smart technology to manage estate operations

Action from the start:

- | BBC Earth Seven Worlds One Planet opens 30 March 2023
- | Implementation of Sustainable Development Charter
- | Signatory to the internationally recognised Race to Net Zero commitment
- | Research projects on site seeking to minimise air pollution
- | Seeking low embodied carbon construction trails in temporary and permanent buildings

All of the above can make a significant contribution to health & wellbeing in our city

Inclusive design



The Public Realm Inclusivity Panel (PRIP) are a diverse group of people from the local area, aged 15 and up, who have a range of lived experiences, requirements and support needs, including people with disabilities, young people, older people and carers.

The panel was set up to give a voice to local people who are not usually included in the process of creating development projects.

The PRIP meets once a month and works closely with the design team. Using a creative approach, the panel acts as a critical friend, inputting into the design brief and testing proposals as they are developed.



The workshop sessions so far have helped develop the skills of the group so they understand and engage with the complex challenges the masterplan needs to resolve.

They have also explored a 'people-first' approach to thinking about the site and how it will deliver better spaces for people in the short, medium and long term.

Working together, our intention is to co-create somewhere that is both an everyday place and a special and exciting destination. It will be inclusive, fully accessible, welcoming and a place that embraces differences.

The panel is facilitated by ZCD Architects and Ciron Edwards.



At a recent PRIP workshop, the group created collages to share their ideas for Warwick Road Square, which will be a public space at the entrance into our site opposite Earl's Court station.

Learn about how these helped us shape the early designs for this space.



Learn more about our PRIP and how it's helped shape our plans!

Building up the layers



01 | Retaining existing structures

Our starting point has been to retain key structures – recognising the importance of embodied carbon – working with what is here and embracing the site's heritage.



02 | New routes opening up the site

We will create new routes into and across the site, with public spaces at the entrances.



03 | A park at the heart

A new public park at the heart of the site, the centrepiece of a network of green and open spaces.



04 | Tree-lined streets and squares

Tree-lined streets will prioritise people and nature – with no through roads for private cars.



05 | A place with soul

The ground floor uses will enhance the character of the streets, with homes, workspaces, shops, and community, leisure and cultural uses, creating a mix of active and quieter spaces.



06 | A new neighbourhood

The proposed buildings are shaped in response to key views and their setting next to neighbouring buildings.

What we've learnt so far

The top asks and issues

This is a summary of the key themes and asks which have emerged over our two years of engagement. The ranking is based on how often the issue came up and the variety of people or groups who raised it.



Our conversations so far

Over the past two years, thousands of you have spoken to us about your priorities for Earls Court - at community events, at Conversation Corner, through site tours, and more!

600,000 people reached by social media posts since 2020

36,000 households receiving regular newsletters

1,800+ engaged in discussions since 2020

250+ attendees at 12 design workshops

26 local organisations helped in the first two years of the £360,000 Earls Court Community Fund

250+ people attending site tours

585 visitors to our family fun days since 2021

500+ responses across four Commonplace surveys since 2020

50+ people from under-represented groups shaping our thinking on inclusivity



The community

We've spoken with over 1,800 people at events across 2021 and 2022, site tours, summer fun days, local markets, Tube stations and pop-ups to contribute to this masterplan.



Workshops

Over 200 residents and representatives from local groups have attended our workshops to dig into the detail, discuss the big topics and help lead the architects to this point.



Public Realm Inclusivity Panel (PRIP)

A diverse group of local people, aged 15 and up, who have a range of lived experiences, requirements and support needs. The PRIP meets regularly with our design team to co-create the public realm.



When will you get to shape the plans further?

The last two years

Listening and engaging

Working closely with the local community and our two local boroughs to understand what people would like to see here

Today - April

Masterplan exhibition

Showing our full masterplan for the first time for feedback

Summer 2023

Responding to what we've heard

Updates to the masterplan, landscape design and further development of detailed plans for Phase One

Autumn 2023

Showing detailed proposals

Sharing detailed landscape and building designs including community facilities, transport and accessibility

Winter 2023/24

Final scheme and technical details

Presentation of the final designs in preparation for planning submission

Early 2024

Formal planning application consultation

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

Planning application process

We will submit separate planning applications to RBKC and LBHF. Planning officers will consider these applications in the context of statutory consultation and third party representations and will then make recommendations to their respective Planning Committees as to whether planning permission should be granted.

The elected Councillors who sit on the Planning Committees will consider the applications and resolve whether to grant planning permission. These resolutions will be subject to sign off from the Mayor of London and completion of a legal agreement which will bind us to delivery of the public benefits including affordable housing.

At the forefront of sustainability

We have committed to deliver an exemplar sustainable development and help address the climate emergency.

Our ambition to go beyond net zero supports our people-centric approach. It will significantly enhance the environment, reducing carbon impact, whilst delivering a future-proofed, resilient and ecologically diverse place in the heart of London.

To inform and guide this mission our Sustainable Development Charter sets out a plan to ensure the delivery of sustainable buildings, landscapes and places in this development. The Charter is grouped around three key thematic of Social value, Environmental wellbeing and Economic inclusion and will deliver the following objectives:

Social Value

Environmental Wellbeing

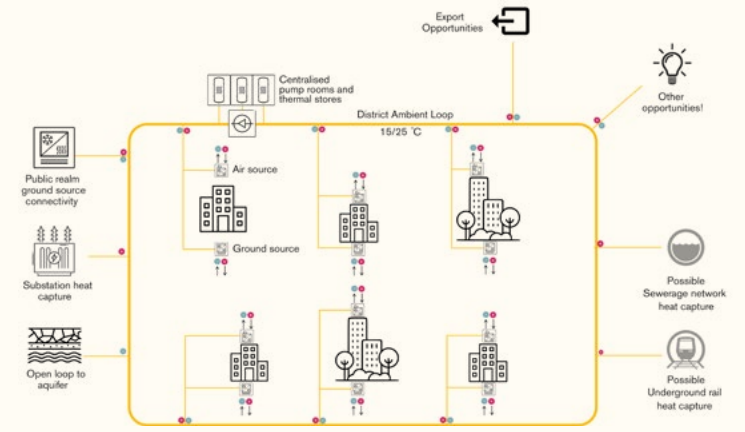
Economic Inclusion

<p>A safe, inclusive and supportive place for everyone</p>	<p>Beyond net zero carbon</p>	<p>Delivering cleaner air</p>	<p>Maximise appropriate economic growth in the local area</p>
<p>Involving local people</p>	<p>Celebrating and enhancing our natural environment</p>	<p>Healthy living</p>	<p>Provide access to economic opportunities for all</p>
<p>A wonderful place to live, work and visit</p>	<p>Water neutral</p>	<p>Circular resource use</p>	<p>Create an affordable community</p>

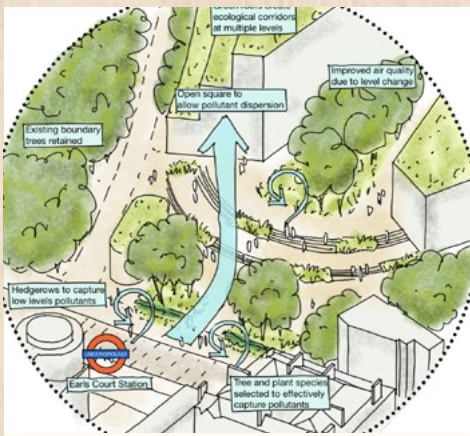
Next generation heat network

At Earls Court we are designing one of the UK's largest combustion-free major mixed-use developments. It will feature an energy sharing network capturing heat from the air and ground, allowing this to be distributed to everyone on-site.

The network will deliver reductions in energy use by recovering waste heat and will deliver net zero carbon in operation as well as providing lower energy costs, safeguarding against volatility in the energy market. We are also exploring the potential for energy sharing beyond our site boundary, supporting our neighbours on their decarbonisation journeys.

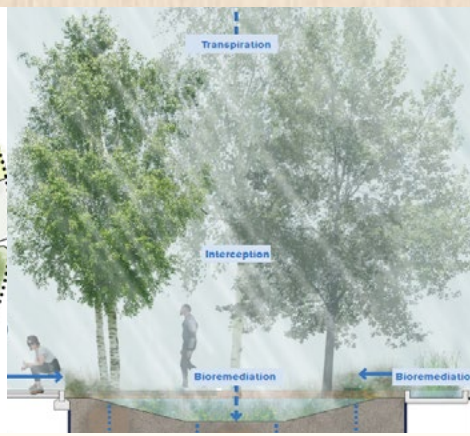


<p>#1 One of the UK's largest zero carbon energy sharing networks</p>	<p>0% Zero operational carbon</p>	<p>CO₂+ Enables a carbon positive energy strategy</p>	<p>30% Reduction in site wide energy consumption compared to current building regulations</p>
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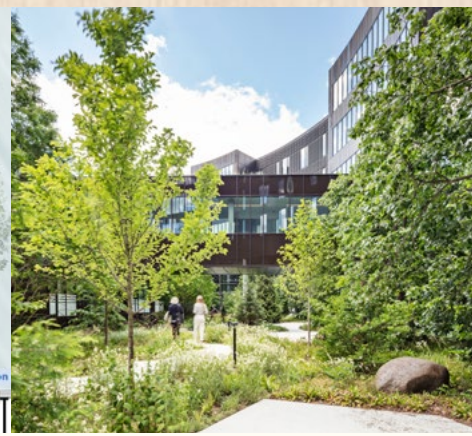
Improving air quality

Buildings and landscapes are designed to encourage air to move through the site, reducing areas where air is stagnant and pollutants can collect.



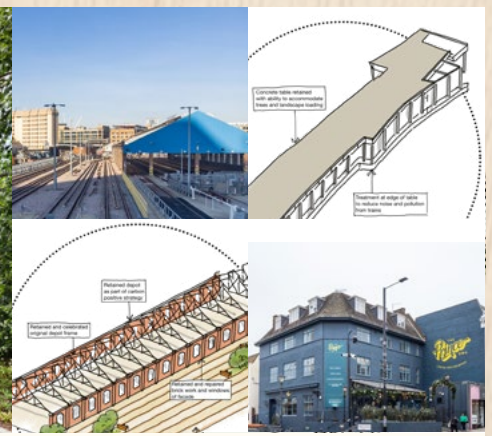
Reducing flooding through rainwater management

We are looking into rainwater harvesting and reuse across the masterplan. This coupled with rain gardens and swales will help manage the risk of flooding across the site.



Biodiverse and ecologically rich landscapes

With a holistic ecosystem approach the masterplan is aiming to achieve a net gain in biodiversity and ecology across the site. This will have an emphasis on diverse and natural habitats.



Reusing existing structures

We want to retain existing structures on the site for reuse including: the Table structure over the West London Line, buildings at Empress Place, the former exhibition centre steps, and the train depot possibly including railway tracks.



Community feedback

You told us that air quality is a major concern in this part of London - and you want our development to help make the air of Earls Court cleaner. We have committed that there will be **no pollutant emissions on our site and we aim to be combustion free.**



Community feedback

During the summer drought, many people wanted reassurance that water won't be wasted at Earls Court. Our proposals seek to limit the need for fresh water use - through a combination of water capture, storage, use, and on-site generation.



Community feedback

You told us that you are worried about flooding, given recent floods in central London. Our proposals have been designed to absorb water safely, through soft landscaping and nature-led solutions.

To meet the climate crisis head on, we must be ambitious. At Earls Court, we are exploring:

- A next generation heating network** - which means energy generated by our site could help heat the wider neighbourhood.
- A nature-led design** to transform an ecologically sparse site into a biodiverse ecosystem with thriving plant and natural life.
- Prioritising active-travel** with fully accessible, landscapes designed to promote walking and cycling with low traffic streets.
- An all-electric energy strategy** with no fossil fuels burned on site.
- Rainwater and grey water recycling** to reduce water waste.
- Using nature as a flood defence** through planting, green roofs, and more.
- Consolidated logistics to reduce vehicles on site**, and in the surrounding neighbourhood improving air quality and lowering emissions.
- Highly sustainable construction** to reduce emissions, for example by using Modern Methods of Construction, including off-site manufacturing, wherever possible.

Parks, squares and gardens

The number one ask we've heard is to provide a range of green and open spaces for all to enjoy. With this in mind we are taking a landscape-led approach to the design.

At the heart of the site will be a public park, connected through and beyond the site by a network of greened public spaces which integrate biodiversity, water, play and leisure.

Environmental wellbeing is a priority, using planting to improve local air quality, welcoming nature to the site and using the landscape to address flooding and other future climate issues.

Key benefits

- Only 40% of the land has buildings on it, so we can genuinely prioritise the streetscape and public open spaces.
- A quarter of the site is dedicated to fully accessible new squares, gardens and the park.
- The park itself is located at the heart of the site, larger than Trafalgar Square.
- A further fifth of the site will be used for beautiful new tree-lined streets where people can also spend time as well as connecting to the major public spaces.



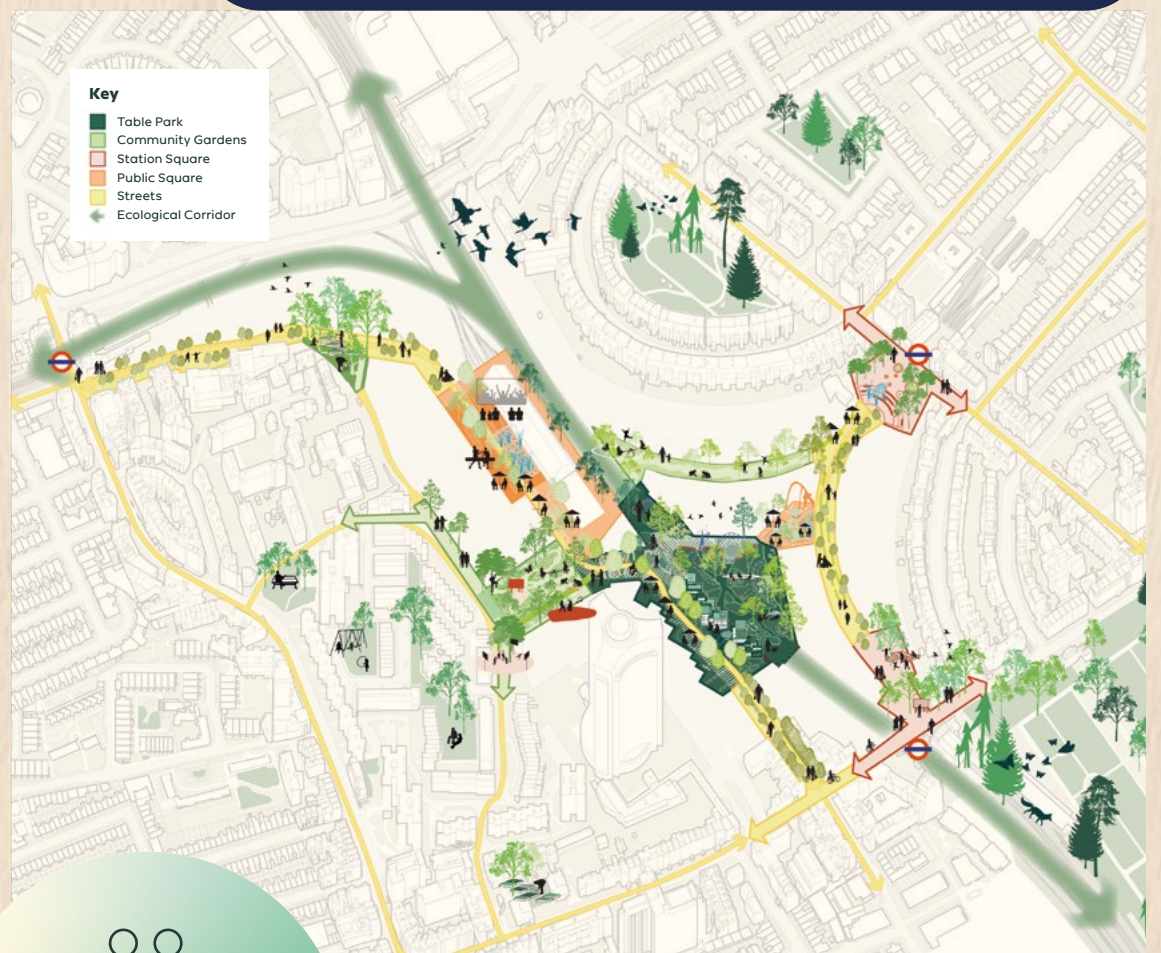
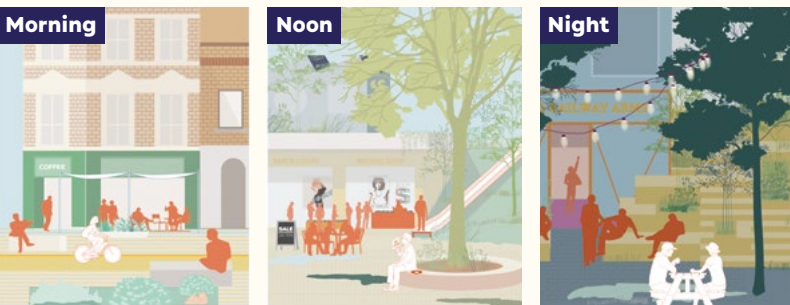
PRIP design thoughts on the overall 'feel' of the public spaces

Our panel members thought that the 'feel' of the public spaces should be:

- Welcoming, embracing, tolerant, not segregated.
- Respectful of differing needs, such as providing a variety of seating options throughout and being aware that some people are sensitive to noise and colour.
- Avoid stereotyping by age or mobility.
- Free to use, with affordable food and drink.
- Conversational places and places of activity.
- Green – allowing people to directly connect with nature and wildlife.

Welcoming at all times throughout the day and night

Public spaces will be designed and managed so that everyone feels safe, with 'eyes on the street' provided through bustling cafes, shops, offices and other uses fronting on to parks and squares.



Community feedback

The public spaces should feel safe to use. We've designed them to be vibrant morning, noon, and night – this natural surveillance will help make the area feel more secure.

Table Park*

At the heart of the site will sit a new park.

This new city park bridges the rail lines, bringing together the two sides of the site in a shared space for everyone.

The richly biodiverse gardens of woodland, aromatic plants, open lawn and meadow, connected by accessible paths, will be inclusive places for everyone, young and old. A focal point of leisure, play and relaxation for all age groups, at all times of the year.

The park will be a local destination, connecting those who live, work and visit to leisure and culture across the site through a network of inter-connected public spaces.

*These are our working titles and we will be engaging locally to explore how the new streets, places and buildings could be named.



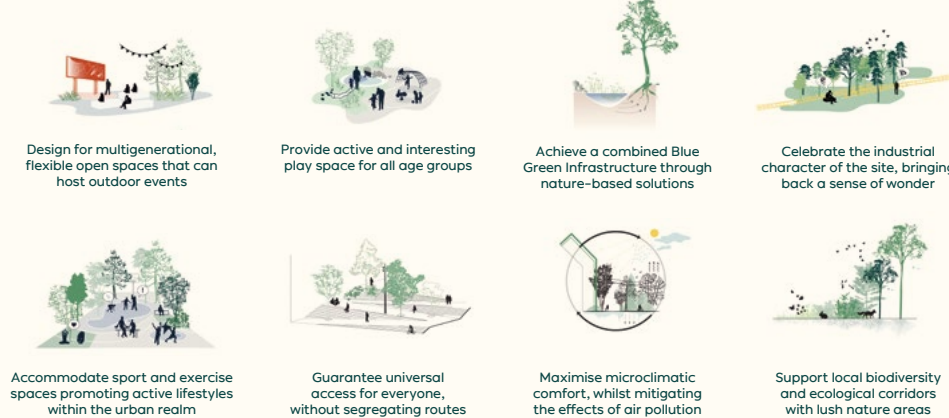
PRIP design thoughts on the Table Park

PRIP members felt the Table Park should provide:

- A range of spaces and experiences, and ways to approach and access the park.
- Routes between different levels which are genuinely accessible and shared by all. Every option should be explored: ramps, lifts and escalators, as well as fun journeys with slides, zip wires or boulders to climb.
- Outdoor shelters, from rain and sun, where people can hang out and eat.
- A way to get up high and experience views and excitement – a giant swing, helter skelter or fairground ride.
- Well-lit routes that work in all weathers.
- Seating along routes for people to sit and rest.
- Sensory activities.
- A place to walk your dogs.

Landscape design principles

Our landscape architects, the Copenhagen based SLA, bring a wealth of expertise and have set out the following principles for landscape design.



Design for multigenerational, flexible open spaces that can host outdoor events

Provide active and interesting play space for all age groups

Achieve a combined Blue Green Infrastructure through nature-based solutions

Celebrate the industrial character of the site, bringing back a sense of wonder

Accommodate sport and exercise spaces promoting active lifestyles within the urban realm

Guarantee universal access for everyone, without segregating routes

Maximise microclimatic comfort, whilst mitigating the effects of air pollution

Support local biodiversity and ecological corridors with lush nature areas



The Train Shed Square*

Outside the repurposed Train Shed, home to a mix of restaurants, cafes and food markets, will be a new city square. This will be a thriving space with outdoor dining, green spaces, water and play space.

*These are our working titles and we will be engaging locally to explore how the new streets, places and buildings could be named.



Community feedback

People wanted to be able to walk or cycle across the site, especially between the Tube stations.



Warwick Road Square*

Opposite Earl's Court station, this new square will retain and celebrate the steps to the Exhibition Centres. It will become a new but familiar West London public space and a key connection point through to Earl's Court Road.

*These are our working titles and we will be engaging locally to explore how the new streets, places and buildings could be named.



PRIP design thoughts on Warwick Road Square

Our panel members thought that the new square on Warwick Road could:

- | Have a more formal character.
- | Be adaptable, allowing for seasonal events.
- | Become a focal point where people come together to meet friends and enjoy community activities.
- | Varied, blending urban elements with nature as well as quiet spaces and seating.
- | Feature water, such as pools and fountains.



Empress Place

As a key entrance to the park and wider site, we will be maintaining much of the historic character of the existing buildings and retaining The Prince pub building which will be given a new lease of life. This part of the site will provide workspace, an active street bustling with life, with glimpses up to the new park.



Community feedback

As much of the site as possible should be accessible green and open space.



Scan here and answer Q1 to tell us what you think of these proposals

Culture on your doorstep

Culture has been the beating heart of Earls Court for over 150 years, with an illustrious heritage known around the world.

We want to create a place which sees the glorious history of performance brought to life on the site with Earls Court as a destination for culture, experiences and entertainment.

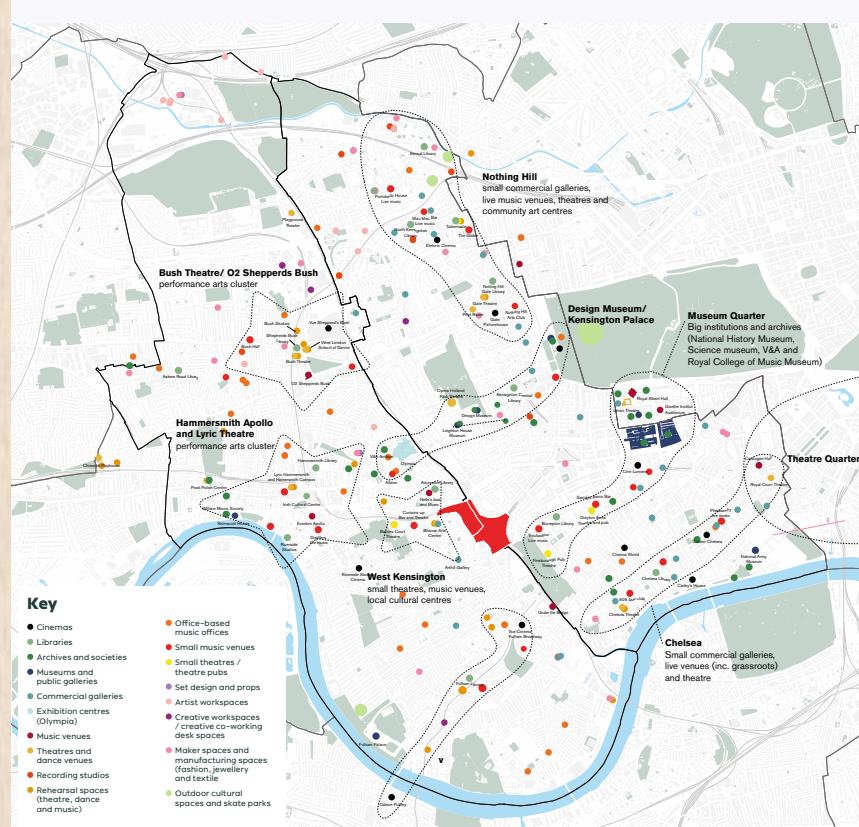
We will provide a range of venues that are diverse and inclusive, to welcome people of all ages and backgrounds.



The Train Shed

The existing train shed to the north of the site will be repurposed to accommodate cultural events, markets and food. Perfect for informal gatherings, this will also be an opportunity for smaller events and cultural activations.

Local cultural venues



Places to perform

We are looking at a range of spaces for live music, comedy and shows, supporting the fantastic cultural heritage of the area.

Places to create

We want to support the next generation of talent by giving people the space to not only participate in culture but to create it.

We will incorporate places such as recording studios, makers' space and co-working spaces, as well as offering skills and training opportunities in the creative industries on the site.

Places to exhibit and show

There is scope to include a gallery space for different forms of art, in addition to incorporating public art within the open spaces.

Places to welcome and surprise

The extensive network of outside spaces gives scope for culture to thrive, through live events, impromptu rehearsals, busking and small performances.

Places to tie communities together

Building on the success of the Community Hub, our purpose built facility, which will front onto the new Aisgill Gardens, will bring together a unique mix of cultural, community and leisure activities, events and services for the local community.

What would you like to see more of?

We want to know what you think of this draft masterplan and giving your feedback couldn't be easier:

- Visit our survey at [ECDC.Commonplace.is](https://ecdc.commonplace.is)
- Email us at info@earlscourdevco.com

Next steps

Our proposals will be available for everyone to view at the new and improved Conversation Corner, which has moved into a larger space on Lillie Road (opposite Hotel Lily).

Conversation Corner will be open from Thursday 23 February – Saturday 1 April, at the following times:

- Wednesday: 12pm – 4pm
- Thursday and Friday: 3pm – 7pm
- Saturday: 11am – 3pm

You can also find us:

- Hosting two online webinars.
- Popping up at local town centres, markets and tube stations.
- Continuing our masterplanning workshops and Public Realm Inclusivity Panels.

Please visit [our website](#) and follow us on social media. You can also call us on 0330 333 1510.



Scan here and answer Q3 to tell us what you think of these proposals



Destination Earls Court

We are exploring a new flexible venue suitable for theatre, music, exhibitions, events and much more, including promoting the development of local talent.



Community feedback

You told us that you wanted to be able to see live performances at Earls Court again, bringing back the culture and wonder which this neighbourhood is known for.



Masterplanning workshop feedback

Attendees wanted us to deliver a world class cultural offer that complements existing markets, businesses and events.



Key

- Cultural spaces
- ▨ Opportunity for smaller cultural spaces

A fantastic place to live

This will be a place where all feel welcome, whether you live here, work here, play here or are visiting. Our ambition is for this to be truly transformative, an exemplar of sustainable city living.

Sustainability underpins our ethos; the design of buildings and the spaces in-between will support and enhance environmental wellbeing and our push towards being climate-positive.

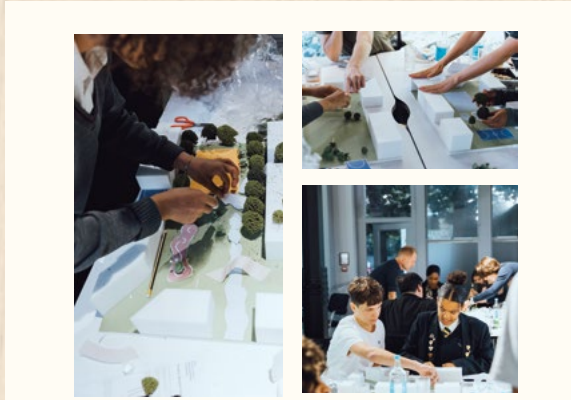
Our approach to the mix of homes, cultural and leisure facilities, employment and training opportunities will focus on improved social and economic wellbeing for those who live or work in and around the development.

This will be a fantastic place to live – an iconic site reimaged for the future.

A place that fosters a community

We will build homes for rent, for sale (including shared ownership), for students and for older people. These will cater for local need and we are targeting 35% being affordable across all tenures.

All our homes will be extremely energy-efficient, linked in to a site-wide heating and cooling network, will meet or exceed housing space standards and at least 10% will be specifically designed to be suitable for wheelchair users.



How the Public Realm Inclusivity Panel helped shape Aisgill Gardens

Our panel members created models that described how people would use the square and the different experiences they could have.

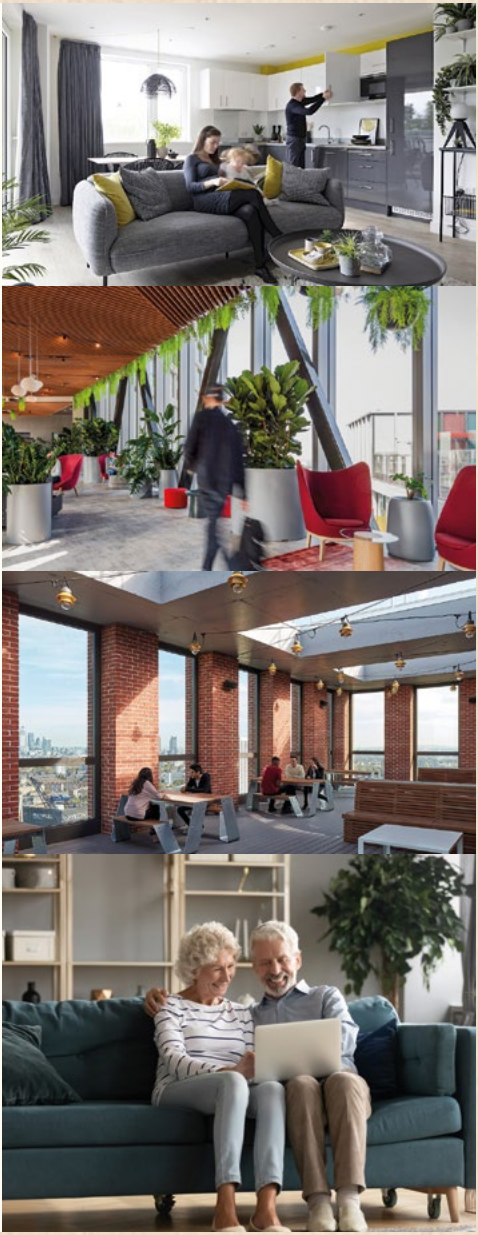
Have a look at these models – some are on display at this exhibition.

Homes for sale
Around one third of the homes we build will be for sale across a mix of different types – townhouses, maisonettes, and apartments – all with their own outdoor space such as a balcony or terrace.

Homes for rent
Fully serviced apartment buildings with private outdoor spaces and shared facilities, these will be ideal for anyone who enjoys the convenience of renting a modern and professionally-managed apartment.

Student housing
High quality and professionally managed. These will help meet the need in London for new student bed spaces and help to make this a truly multi-generational community.

Homes for later living
In addition to all the homes being accessible, we will be delivering specialist housing, with a range of support or care provision.



Approximately 4,500 new homes – around a third of which will be affordable.

Community feedback
You were clear that accessibility was absolutely essential. All new homes will be inclusive and designed to be easily adapted for people with disabilities.

In June 2022, we opened a new Community Hub on Aisgill Avenue. Since opening, the Hub has hosted a series of free events and activities for the local community.

Drop by and say hello to our community team who are based at the Hub.

Masterplanning workshop feedback
Workshop attendees wanted to see intergenerational housing, with homes provided for people at all stages of life.

Everything you need, in your neighbourhood

Places to relax

Enjoy nature, grab a coffee or meal, or catch up with friends.

Play spaces

Across the site and suitable for all ages.

Health facilities

Where you can access a variety of health and wellbeing services.

Great places to eat, drink and enjoy

Cafes to grab a bite to eat, restaurants with seating spilling out into the park and bars to while away an evening.

Shops and services

For residents, neighbours and visitors. Everything from convenience to brands and local shopping streets.

Well connected

Investment to local public transport including improvements to your local stations, cycle routes and more.

A community centre

For groups to meet, cultural activities with space for health and wellbeing, and to provide a welcoming place for the community to come together.



Aisgill Community Gardens

This space will include a playground for children of all ages and much, much more.



Warwick Crescent

Connecting Earl's Court Station to West Brompton Station, this green street will bubble over with life and activity. Shops, cafes, and restaurants, will be busy morning to evening and the crescent will be a new route for pedestrians and cyclists.



A bird's eye view of the new masterplan

This computer generated image shows what our current working masterplan could look like when finished, viewed from above.



Community feedback

You told us that new community facilities and spaces should be a priority – building on the success of our Community Hub.



Scan here and answer Q5 to tell us what you think of these proposals

Tell us what you want on site

We're working with local authorities to assess what public services and amenities are already well-supplied here and what we will need more of to service the new homes and communities.

What would you like to see?

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Talent and opportunity

At its peak the Exhibition Centres contributed about £2bn a year to the national economy and supported local shops, bars, restaurants, hotels and businesses.

Our plans will bring a diverse range of jobs for around 15,000 people. It will be a place where talent is nurtured and developed. Seeding sustainability throughout all we do, this will be an emerging hub for bio-diversity and climate tech research and development. We want to attract businesses which have a role in transforming our future by responding to the climate crisis.



Masterplanning workshop feedback

Attendees wanted Earls Court to recover its international appeal and become a global economic hub.



A creative boulevard

This new street will tie together our ambition to foster innovation on site by making space for research and development, alongside space for arts, performance, and music.

The Creative Boulevard will connect West Kensington station in the north and Empress Place in the south, running through the new Train Shed Square. It will link new public spaces with shops, restaurants and bars, and residential areas, providing space to live, work and play.

Along this new boulevard, there will be a mix of workplaces from smaller affordable spaces through to large offices and headquarters, as well as a range of cultural venues.

Key benefits

We will create:

-  Around **15,000 jobs** across a range of sectors and skills.
-  A further **2,000 construction jobs per year** during the build.
-  **Skills and training** opportunities for local people of all ages.
-  Affordable and **low cost workspace** for start-ups, scale-ups, SMEs, charities, and community organisations.
-  A **£100m boost** for the local area each year - the amount estimated to be spent by those living and working here.

Workspace

The best and most sustainable places welcome diversity. For employment this means providing different types of workspace to attract a wide range of companies - from start-ups and creatives, to large and well-known names. Our offer could include the following:



Community feedback
You told us that it's not all about office jobs. Locals wanted to see more bars, restaurants, venues, community spaces, leisure spaces and education spaces as well.

Places to work

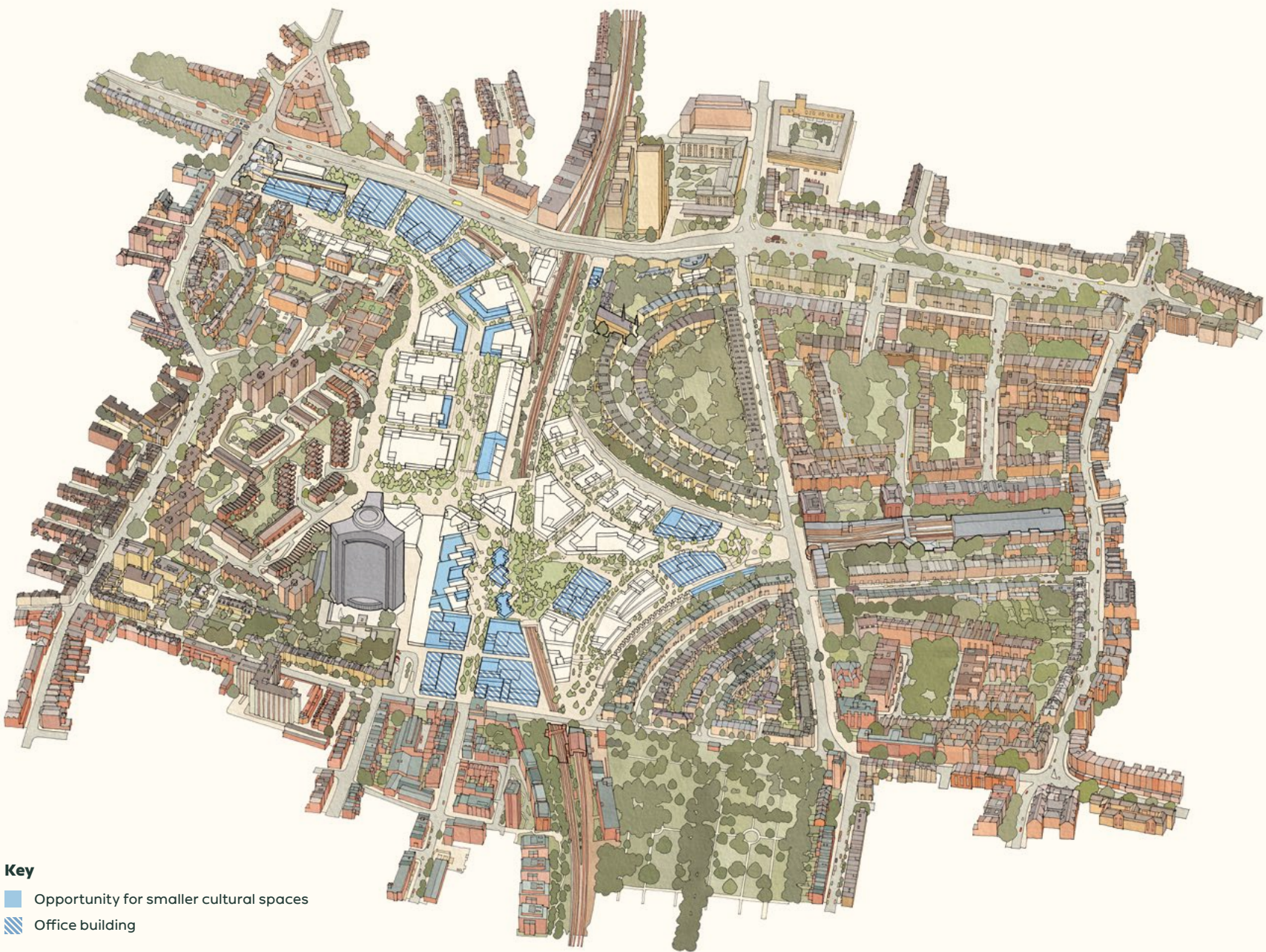
Workspace clustered near the three well-connected stations. Suitable for international companies, small businesses and individual creatives.

Places to create

Workshops, studios, and rehearsal space for local start-ups and creative businesses to use.

Places to eat and drink

Restaurants and bars spilling out onto the park and along the new streets.



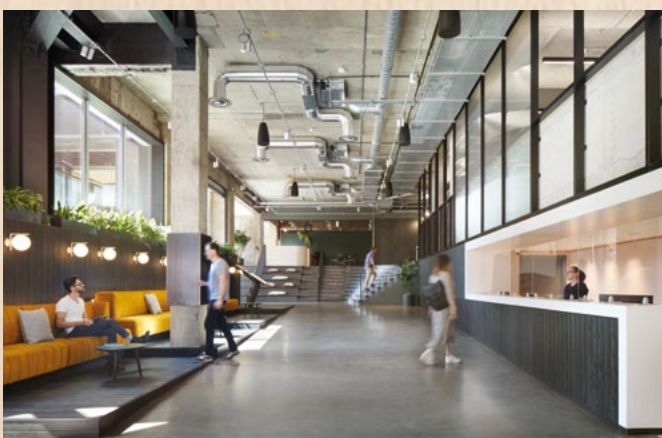
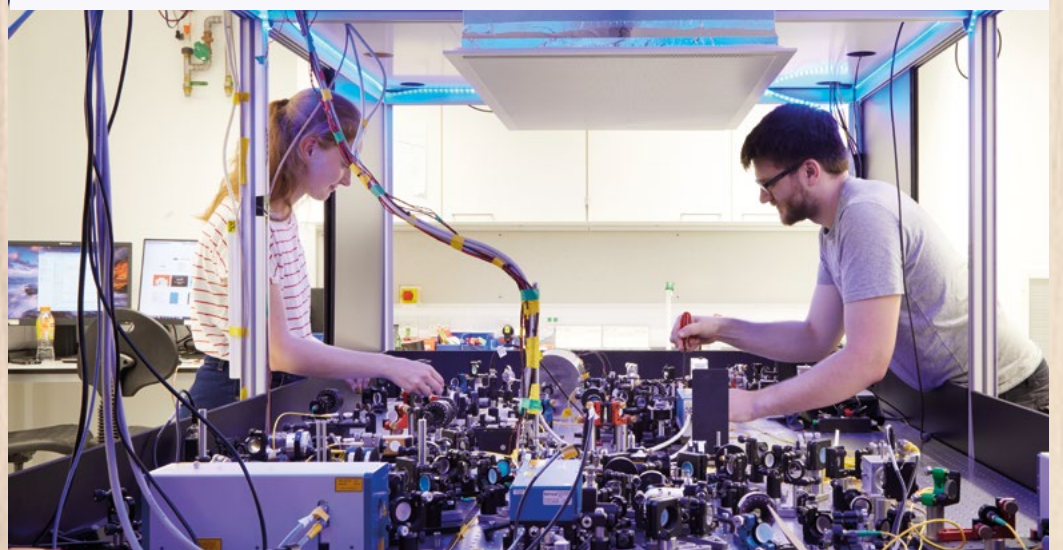
Modern logistics

Using the level changes on the site to make use of basement and below ground spaces for last mile logistics or other suitable uses.



Research and development

Specialist companies need specialist office and research space, which could be centred around a new campus for start-ups.



Company headquarters

These would be larger office buildings providing space for established, successful and growing businesses.

Jobs for the future

We've already started training and education schemes for the community through programmes at our Community Hub, Skills Centre, Earls Court Future Programme, and the Underbelly Training Academy.

These programmes will continue benefiting the community and creating a legacy for Earls Court even before anything is built.



Underbelly Training Academy

Dozens of local young people learnt the business of putting on live events with our partners Underbelly in summer 2021 and 2022.



Earls Court Future Leaders Programme

Last summer, we launched our Earls Court Future Programme, an outreach initiative designed to develop key employability skills in young people aged 15-21 in the boroughs of Hammersmith & Fulham and Kensington & Chelsea. Over two phases in August and November 2022, 75 young people learned key skills such as networking, public speaking and team working, all whilst getting more involved in their local community. We will continue the programme this year, starting our next phase in the spring.



Skills Centre

Our Skills Centre will be relocated to the bottom of Empress Place in spring 2023, expanding the offer from construction to a range of other training opportunities. This will be a one stop shop for jobs and skills throughout the future of the site.



Educational space

Flexible spaces for education and training for institutions and the whole community.



Co-working spaces

Flexible spaces for freelancers, start-ups and small to medium sized companies who can collaborate and network across shared facilities.

What jobs are you interested in?

We want to create space where companies can thrive in and jobs the whole community wants. What companies or types of jobs would you like to see here?

What would you like to see more of?

We want to know what you think of this draft masterplan and giving your feedback couldn't be easier:

- Visit our survey at [ECDC.Commonplace.is](https://www.ecdc-commonplace.is)
- Email us at info@earls courtdevco.com

Next steps

Our proposals will be available for everyone to view at the new and improved Conversation Corner, which has moved into a larger space on Lillie Road (opposite Hotel Lily).

Conversation Corner will be open from Thursday 23 February – Saturday 1 April, at the following times:

- Wednesday: 12pm – 4pm
- Thursday and Friday: 3pm – 7pm
- Saturday: 11am – 3pm

You can also find us:

- Hosting two online webinars.
- Popping up at local town centres, markets and tube stations.
- Continuing our masterplanning workshops and Public Realm Inclusivity Panels.

Please visit [our website](#) and follow us on social media. You can also call us on 0330 333 1510.



Community feedback

We heard from lots of you that talent development and training opportunities for young people were important to you.

Building on the success of our existing programmes, we will offer training opportunities to local people to ensure they are ready to take advantage of the new jobs on site.



Scan here and answer Q4 to tell us what you think of these proposals



PRIP discussions

For employment to be inclusive there needs to be a proactive approach to raising awareness and preparing local people to take advantage of the opportunity. In work, people need to feel valued, and be visible but not feel on show.

Genuine not tokenistic employment for people with different needs.

Evolving our designs

Our approach

This is one of the most important Opportunity Areas in London, a place where we can deliver truly transformative change. It has major infrastructure challenges, including live railways and tube lines going through the site. It also has a unique chance to create something special.

As an Opportunity Area, with the advantage of three tube stations bordering the site, there is a policy expectation and ability to deliver significant development. We believe this site can provide homes (including a target of 35% affordable homes), ample open space, cultural uses, community uses and employment opportunities including affordable workspace. Above all, this can and should be a sustainable development, one which goes beyond net zero from construction through to occupation.

Achieving all of this requires a certain amount of development to make the project work. Over the last two years, the team have explored a number of ways to develop the site, delivering on priorities and aspirations. Our draft proposals set out an approach which we believe is the best response to this, bringing exceptional, destination architecture with well-designed tall buildings set within a varied layout where sensitive edges are respected, open space is maximised and there is something for everyone to enjoy.

We have assessed the success of these different approaches against the following points with expert input guiding our design process:






-  **Open space** - is enough open and green space being provided?
-  **Sensitivity to neighbours and heritage** - is the design respectful to those living in homes on our site boundary? Are we respecting heritage buildings and spaces around the site?
-  **Connections** - How effectively does the design open the site up and allow people to get through and across?
-  **Pedestrian environment** - Will the development be pleasant for those using public spaces?
-  **Sunlight and daylight** - Will it ensure good daylight and sunlight throughout the site, and preserve light for our neighbours?
-  **Variety in building types** - Is the design of exemplary architectural quality, including a variety of building types from town houses, low and mid rise blocks through to taller buildings

01 A uniform approach to height

Initially we tested mid-rise courtyard buildings, with heights of around 12 floors across the site.

This approach caused a number of issues including streets with very little daylight, a lack of public open space and it didn't respond well to existing neighbouring buildings.



-  Only 5% open space
-  Insensitive to our neighbours
-  Poor connections across the site
-  Poor pedestrian environment
-  Poor sunlight and daylight
-  No variety in the buildings

02 A mix of mid-rise and taller buildings

Next, we explored opening up the heart of the scheme with a much larger open space.

Alongside this we created a clearer network of streets and spaces across the site.

To do this, we had to start introducing some taller buildings, alongside the 12 floor courtyard blocks.



-  Around 25% open space
-  Insensitive to neighbours
-  Good connections
-  Better pedestrian environment
-  Improved sunlight and daylight
-  Some variety in the types of homes



The former exhibition centres (now demolished) were a dominant landmark defining Earl's Court.

03 A greater variety in building heights

Building on the improved outcomes of the second approach we began to introduce greater variety of scale in response to existing neighbouring buildings.

This meant putting lower-rise buildings, at the edges such as townhouses, and clustering taller buildings where it was considered most appropriate - such as around the 31 storey Empress State Building and the A4.

This approach provides the most open space and good streets through the site, while still delivering the required amount of homes and workspace.



-  One quarter of the site is dedicated to fully accessible new squares, gardens and the park
-  Sensitive to neighbours
-  Great connections
-  Good pedestrian environment
-  Improved sunlight and daylight
-  Lots of variety in the kind of homes

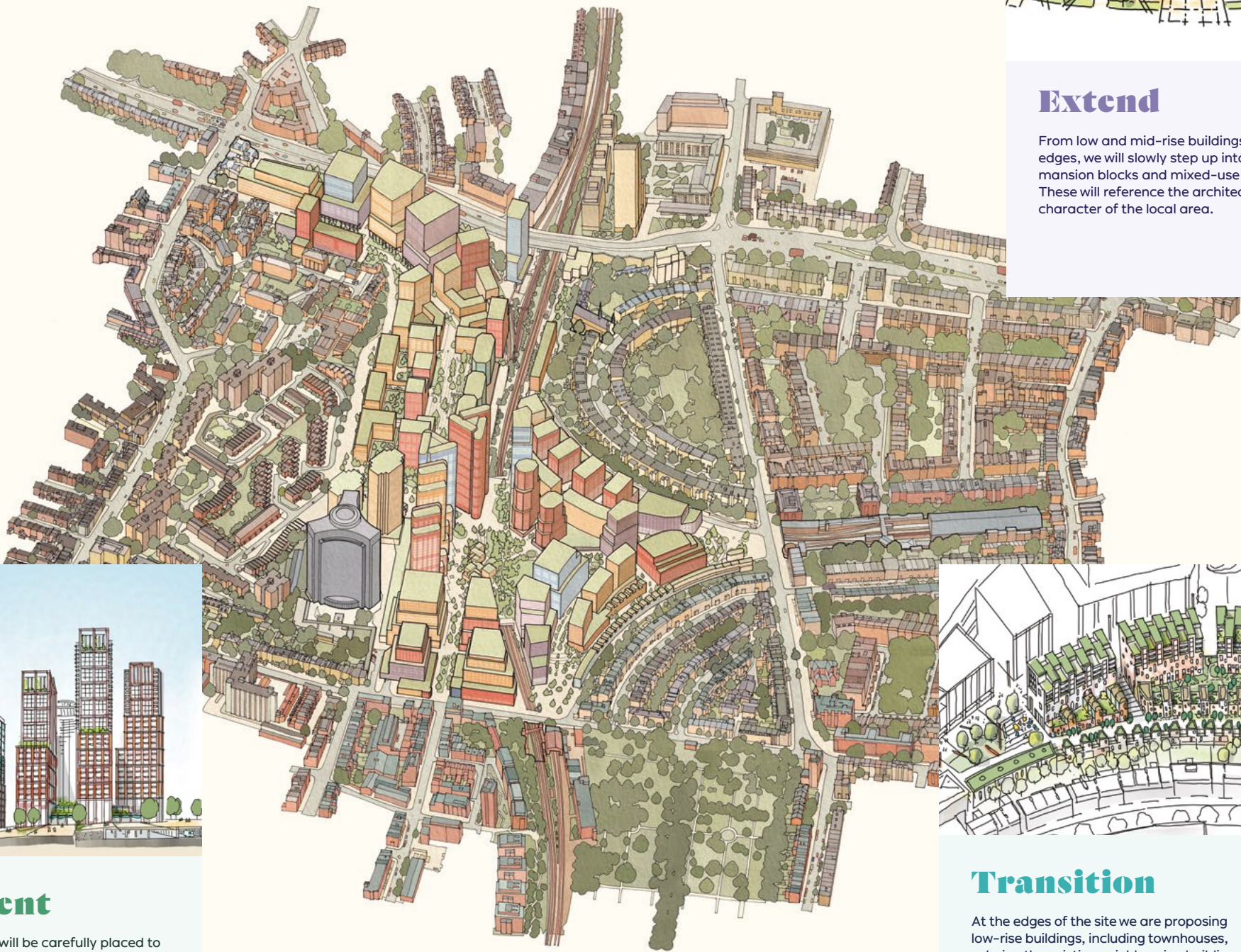
Current working masterplan

Three key principles underpin the masterplan's design approach: to transition at the edges, extend slowly and reinvent towards the center of the site.



Extend

From low and mid-rise buildings at the edges, we will slowly step up into larger mansion blocks and mixed-use buildings. These will reference the architectural character of the local area.



Reinvent

Taller buildings will be carefully placed to transition from mid-rise blocks to taller buildings towards the centre of the site. These are located around the existing 31 storey Empress State Building and also next to West Cromwell Road/A4.



Transition

At the edges of the site we are proposing low-rise buildings, including townhouses, echoing the existing neighbouring buildings which are typical of West London. These will then give way to low and mid-rise mansion blocks, stepping up gradually to minimise impact on our neighbours.

Informing our approach to building heights



This diagram illustrates our current approach to building heights across the site. It shows areas at the edges of the site where we **transition** through low-rise blocks and townhouses. From this we then **extend** the scale through mid-rise courtyard blocks.

Adjacent to the 31 storey Empress State Building and West Cromwell Road/A4 we then **reinvent** through taller buildings.

Current masterplan building height ranges



- | | |
|---|---|
| 0 - 5 storeys
approx up to 23m above ground level | 21 - 30 storeys
approx 67m to 100m above ground level |
| 6 - 12 storeys
approx 23m to 36m above ground level | 31 - 34 storeys
approx 100m to 110m above ground level |
| 13 - 20 storeys
approx 36m to 67m above ground level | 35-38 storeys
approx 110m - 125m above ground level |

A commitment to make it happen

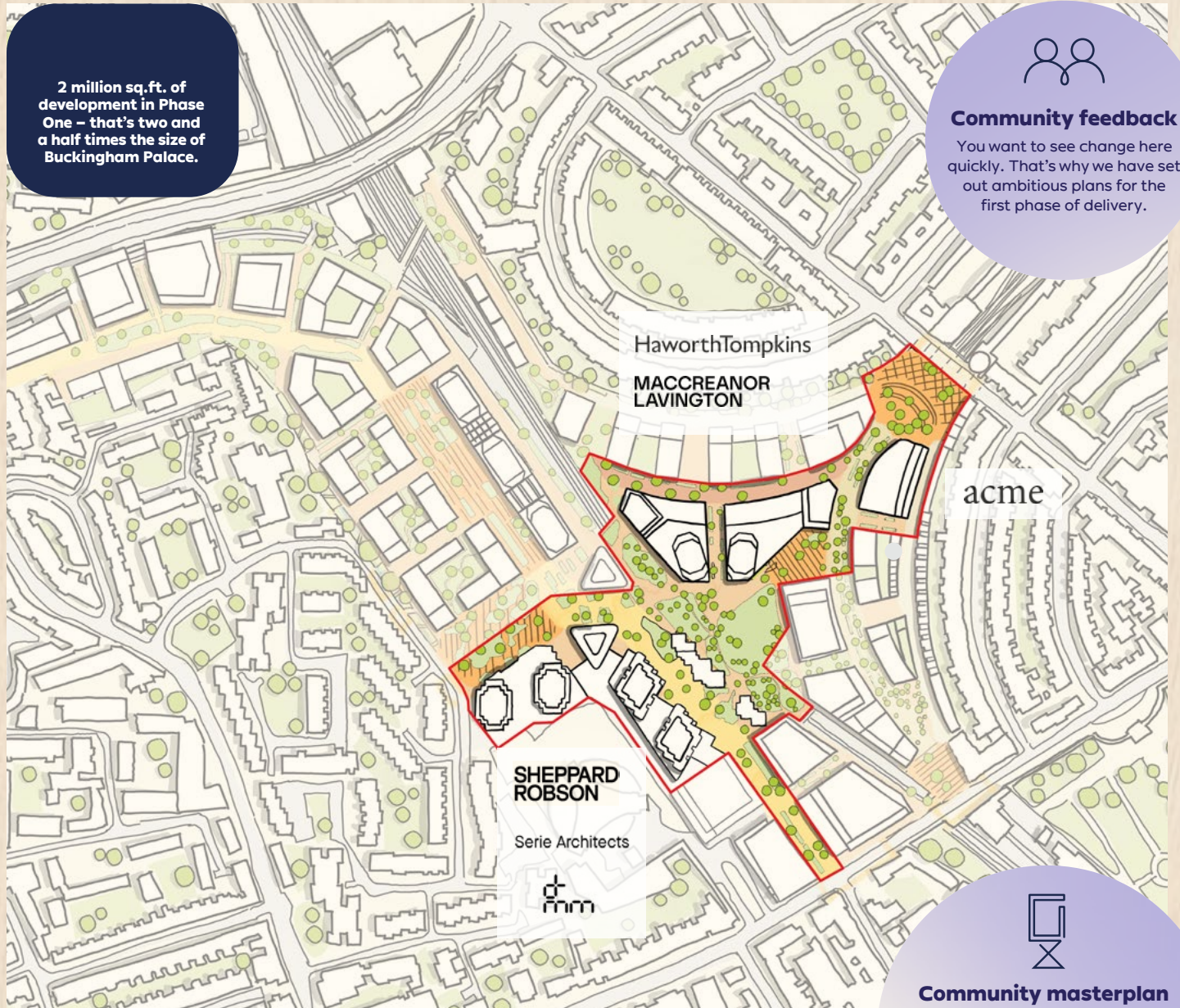
We want to see this site returned to its rightful place as a destination for London.

We want to bring the wonder back and we want local people to enjoy the benefits we can bring as soon as possible.

That's why we are being ambitious about our first phase of development, which will include all of the following:

-  **The new park** at the heart of the site.
-  Other **public spaces** including the entrance square opposite Earl's Court station.
-  **New routes** east to west and south including the start of the Creative Boulevard.
-  **The first 1,300 new homes** with a third targeted to be **affordable**.
-  At least one **office building**.
-  **New shops, cafes, bars and restaurants**.
-  **Early cultural uses and community space**.

To make this happen, we have appointed specialist architects for specific buildings, so that we can be advancing this design alongside the work on the masterplan itself. Subject to securing planning permission, we could be ready to start building on site in 2025.




Community feedback
You want to see change here quickly. That's why we have set out ambitious plans for the first phase of delivery.


Community masterplan workshop feedback
Workshop attendees from the local community wanted ECDC to continue with their successful programme of meanwhile uses and early activation.

A world class design team

We are proud to be working with a diverse team of exceptional architects. This includes three practices who have been awarded the renowned Stirling Prize by the Royal Institute of British Architects for Excellence in Architecture.

Our masterplan architects:

Hawkins Brown and Studio Egret West (HBSEW) are jointly developing the masterplan and place-making ambition for Earls Court. HBSEW are a multi-faceted team of award winning architects, urban designers and landscape architects from two of the UK's leading masterplanning practices. Their place-centred approach is culturally aware, informed by research and rooted in experience. The masterplan for Earls Court is landscape-led, bringing public realm and nature based systems to the fore.

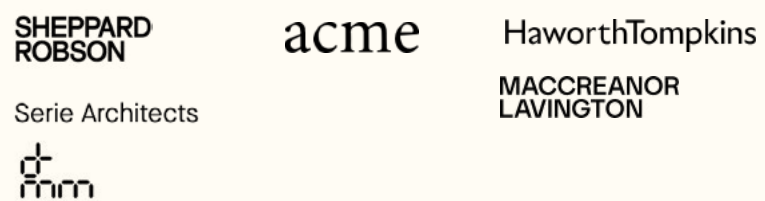
SLA, an internationally renowned nature-based design studio, are bringing a nature-based, landscape-led vision to the heart of the public realm at Earls Court. Our ambition for the public spaces on site is to give back to and improve the quality of life for residents, visitors, and businesses not only within the site, but also from the surrounding community.

Our phase one architects:

Sheppard Robson with Serie Architects and dRMM, will deliver the first phase in Hammersmith & Fulham, creating a strong relationship with the neighbouring West Kensington and Gibbs Green Estates and the Empress State building.

ACME will be responsible for a signature office building at the key entrance to the site on Warwick Road in Kensington & Chelsea. This will re-create a sense of arrival from Earl's Court Station.

Haworth Tompkins and Maccreanor Lavington will collaborate to bring forward the first homes within Kensington & Chelsea and a significant cultural offer located in the heart of the site.



Activity from day one

We know that people are frustrated that so little has happened on site for so many years, and we are proud that we started to bring the wonder back to Earls Court as soon as we had control of it.

We've done this by delivering a whole range of active uses on site, creating a programme of over 60 community projects, and investing directly in the local area. We'll continue to do this over the coming months and years as the development takes shape.

Culture



The BBC Earth Experience, featuring Seven Planets, One World, will be a major visitor attraction, opening March 2023.

In partnership with Earls Court Youth Club, Global Street Art and the National Portrait Gallery we created a set of living wall hoardings around the site which celebrate local history and culture.



In summer 2022, we were delighted to collaborate with leading architect Sam Jacob and London Design Festival on 20 Things Around Earls Court, a curated journey put together by Sam that highlights design elements through Earls Court.

The Lost Estate opened at the former Mannequin Factory in winter 2022. The production tells the greatest stories ever told through a fusion of immersive sets, world-class performances, themed food and drink. It also gives back to the local community, with free tickets, job opportunities and co-working space for local creatives.

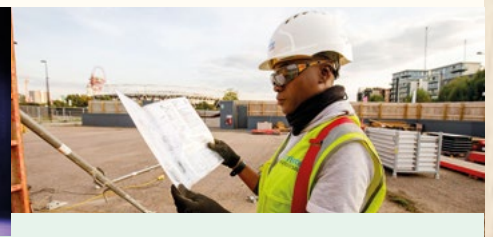


In summer 2021 and 2022 we brought Underbelly festival to the site, bringing performance and activity back again to Earls Court with almost 160,000 people attending across both summers.



The free open air cinema and urban beach ran through summer 2021 and 2022.

Skills and employment



Hundreds of jobs were created across Underbelly festival and the Underbelly Training Academy, which ran in partnership with the Lyric Hammersmith in both 2021 and 2022, upskilling dozens of young people.

We host the Transport for London's Skills Centre on site. The current TfL Skills Centre will be relocated from the north of the site down to the bottom of Empress Place, on Empress Space and relaunched as a cross-borough Earls Court Skills Centre. The Skills Centre will be the central point for training and enterprise for the new Earls Court throughout the lifetime of the project, working with community groups and future employers to upskill local people.



Working with This is Projekt, we turned six derelict Victorian Townhouses on Empress Place into 46 studios for creatives and innovators.



We curate and manage these shops on Lillie Road to ensure there is a diverse mix of shops and eateries in the area. The Pop Up is a free, temporary retail space that aims to support and grow new local businesses.

Community



Our Earls Court Community Fund has given out £360,000 over two years supporting 27 charities and community organisations, to support thousands of people.



We opened a new public art space opposite Earls Court Tube station, hosting a range of art installations and events over the last two years, including partnering with Kensington + Chelsea Festival.



47 residents now live in the refurbished homes on Empress Place and Seven Stars. Local children's charity Solidarity Sports made the ground floor their new home in 2022.



Since opening the Community Hub in June 2022, hundreds of local people have enjoyed a range of activities such as morning 'snack and chat' sessions or evening bingo, exercise classes like Zumba and yoga, homework clubs for local kids, scouts and more.

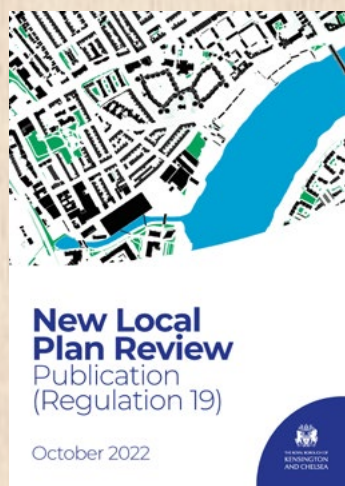
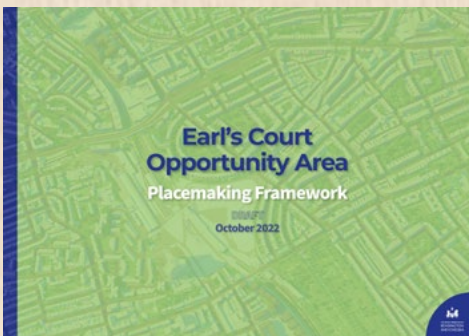
Delivering for London

Our designs have been shaped by thousands of conversations, pieces of feedback and workshops with the local community over the last two years. They also need to respond to planning policies.

At a London level, planning policies are set by the Mayor of London and the Greater London Authority. At local level, they are set by our home boroughs of Kensington & Chelsea and Hammersmith & Fulham.

All three authorities identify the site as a designated 'Opportunity Area' for major development, suitable for taller buildings, and a place for both new homes and new jobs.

There are a range of other policies also in place to ensure that any future development best delivers for local residents and for London.



Our planning applications

This is a hugely ambitious plan and will be delivered over a number of years. So **we are planning a flexible framework, not a fixed masterplan**, enabling us to be agile and respond to how the needs of people and businesses change.

We will submit planning applications to both the London Borough of Hammersmith & Fulham and the Royal Borough of Kensington and Chelsea at the end of 2023. These will establish the key parameters of the development, with more details in some areas, for example for those buildings and spaces which we want to deliver early.

All of the documents submitted will be public and each Council will then run their own public consultation before then determining the application.

Project timeline

2019

Winter: the Earls Court Partnership Limited purchased the site and established The Earls Court Development Company (ECDC) to guide the redevelopment of the site
Ownership of the Gibbs Green and West Kensington Estates returned to Hammersmith & Fulham Council

2020

Spring – Summer: Phase 1 engagement began with ECDC listening to the community to better understand the area and develop its ambitions for Earls Court

Summer: Hawkins Brown and Studio Egret West appointed as masterplanning architects to develop a plan for the site, no longer including the estates

2021

Spring: The Earls Court Community Fund launches

Summer: Underbelly's London Wonderground Festival and the K+C Festival hosted on site

Summer: ECDC opens new Community Hub on Aisgill Avenue

Autumn – Winter: Phases 2 and 3 – Early consultation to shape the framework and future plans

Late 2021 – Early 2022: Phase 4 – developing the vision and our priorities for the Earls Court site

2022

Summer: Phase 5 – Early concept designs and emerging framework plans

Autumn: Phase 6 – Building the details of the masterplan with the local community

Autumn: Phase 1 architects and landscape architects appointed

2023

We are here

Today: Phase 7 – Developing the designs of the masterplan

Spring: Phase 8 – Masterplan is launched to public for feedback. BBC Earth Experience opens on site

Summer: Phase 9 – Responding to what we've heard – updates to the masterplan and further development of detailed plans for Phase 1

Autumn: Phase 10 – Sharing detailed proposals – detailed landscape and building designs including community facilities, transport and accessibility

Winter: Phase 11 – Final scheme and technical details – presentation of the final designs in preparation for planning submission

2024

Planning applications target determination

Reserved Matters applications are to be progressed

Construction of residential development on Old Brompton Road to begin

2025

Construction to commence on the first masterplan phase including the new Table Park

2028

First residents to move into new homes on the site; office tenants take occupation, park and east-west route open

2028 – 2045

Masterplan built out in phases.
Current build programme is 20 years



Thank you

What you have seen is the result of over two years of hard work and engagement with the community. It is also just the beginning.

We will be consulting on these plans throughout 2023, with further exhibitions and opportunities to comment directly to both local councils once planning applications are submitted.

Thank you to everyone who has taken the time to learn more about our plans – and thank you to the thousands of people who have spoken with us already and helped shape the draft masterplan presented here.

Tell us what you think

We want to know what you think of this draft masterplan and giving your feedback couldn't be easier:

 Visit our survey at [ECDC.Commonplace.is](https://www.ecdc.commonplace.is) or scan this QR code

 Email us at info@earlscourtdevco.com



Please visit our website and follow us on social media

    @earlscourtdevco

[earlscourtdevco.com](https://www.earlscourtdevco.com)
0330 333 1510



About ECDC




Formed in 2020, we are a proud local business responsible for driving the transformation of the former Earls Court Exhibition Centres site, Central London's most significant redevelopment opportunity. Our commitment to 'bring the wonder back to Earls Court' is unwavering. We believe in starting local and aiming global, as we look to reinstate Earls Court as a world renowned destination for entertainment, innovation and excitement.

We are focused on enabling future trends and delivering a positive legacy, but the future starts now and from day one we have prioritised delivering benefits to local communities. Our role is to find the optimal solution for the site which delivers for its neighbours, London and ultimately the world as an exemplary sustainable development. We are committed to having honest conversations, sharing the facts and explaining the trade-offs along the way. The end goal is not a planning application, it is a place with personality which is accessible and welcome to all, a blueprint for future generations.

**The
Earls Court
Development
Company**

Next steps

This exhibition is here until the end of April. In addition we are:

-  Hosting two online webinars.
-  Popping up at local town centres, markets and Tube stations.
-  Continuing our masterplanning workshops and Public Realm Inclusivity Panels.