

# Earls Court

## The urban design framework


ECDC Masterplan Workshop 2  
8<sup>th</sup> & 9<sup>th</sup> March 2022

Hawkins\Brown



The  
Earls Court  
Development  
Company



- 
- A background map of the Brompton and Earls Court area in London, showing streets like Cromwell Road, Brompton Road, and Earls Court Road. The map is overlaid with a dark blue semi-transparent layer.
1. Welcome
  2. Recap on workshop one
  3. Project parameters
  4. Urban design and landscape framework
  5. Approach to height
  6. Close



We have a bold and ambitious vision:



TO BRING THE WONDER BACK TO  
EARLS COURT



# The masterplan will be based on four priorities

## Priority One:

Open up the former Exhibition Centre site for the first time in **150 years** – giving back to local communities

## Priority Two:

A showground of world class ingenuity – celebrating its legacy and history

## Priority Three:

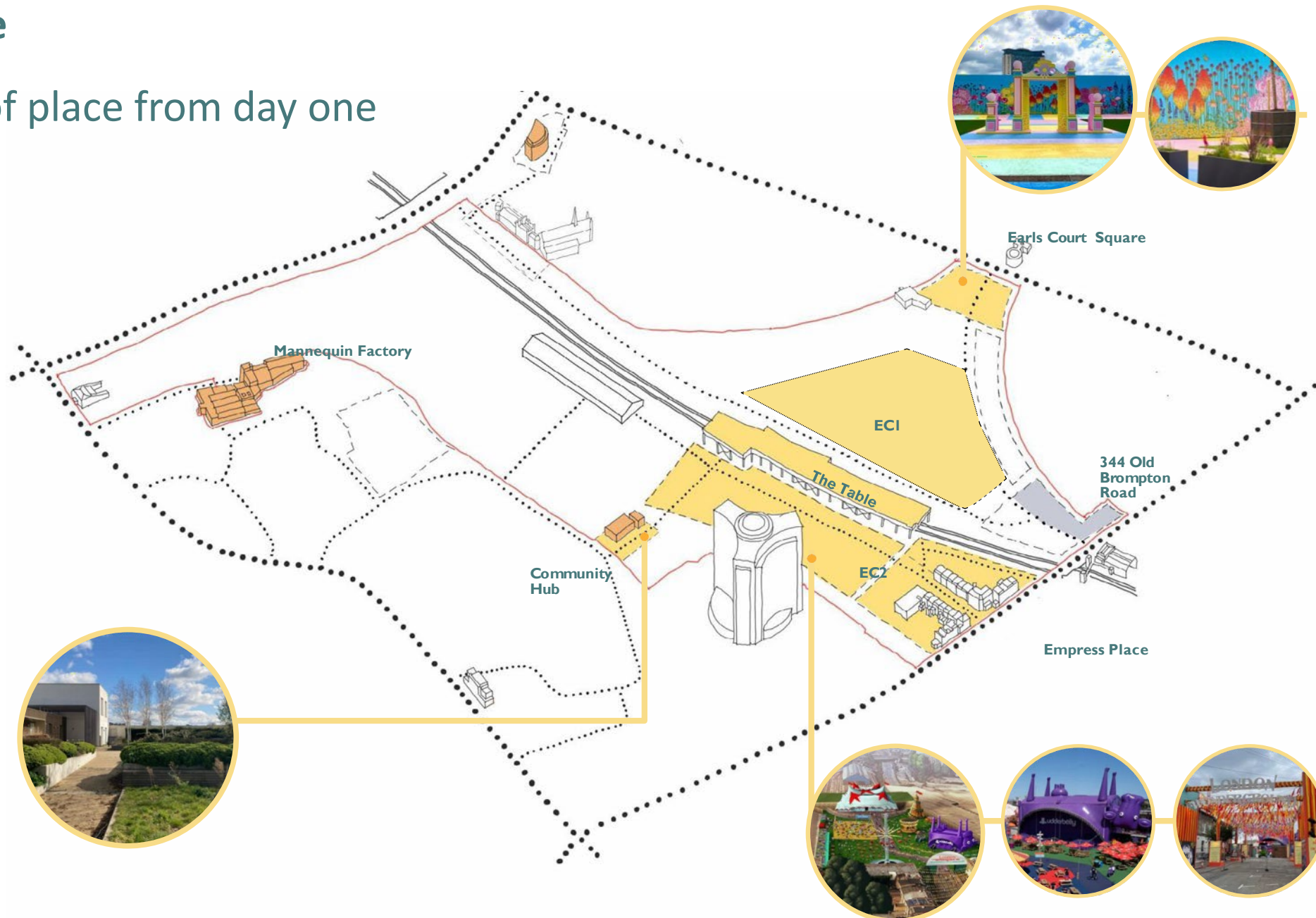
Create a better piece of city – a blueprint for future generations

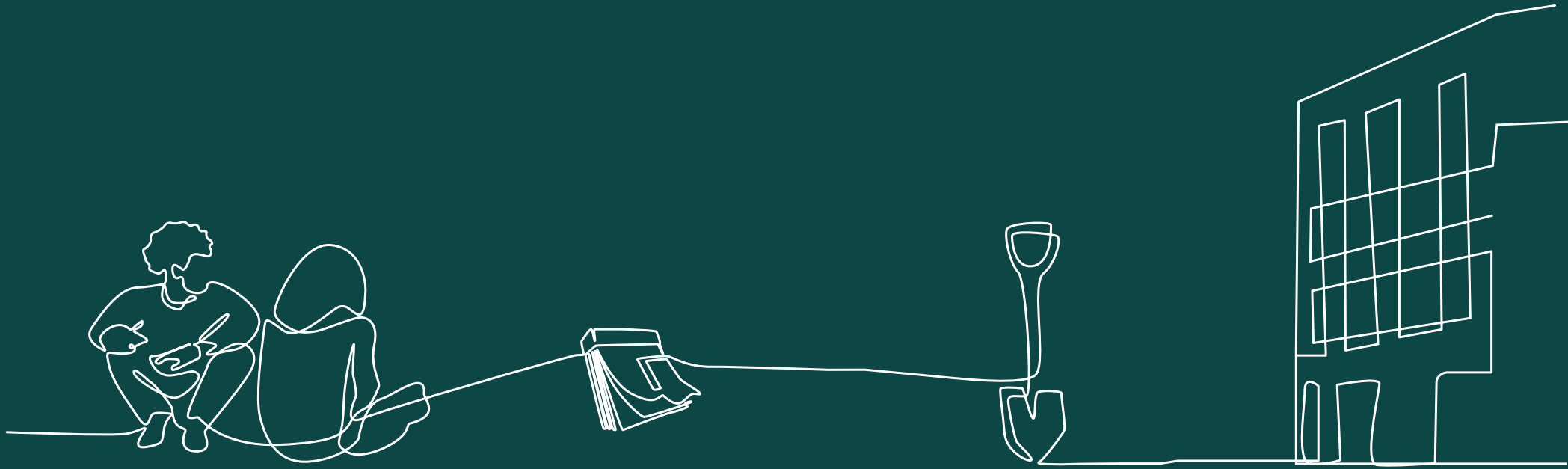
## Priority Four:

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

# Activating the site

Creating a sense of place from day one





# Defining the Brief



# Extant Consent Summary

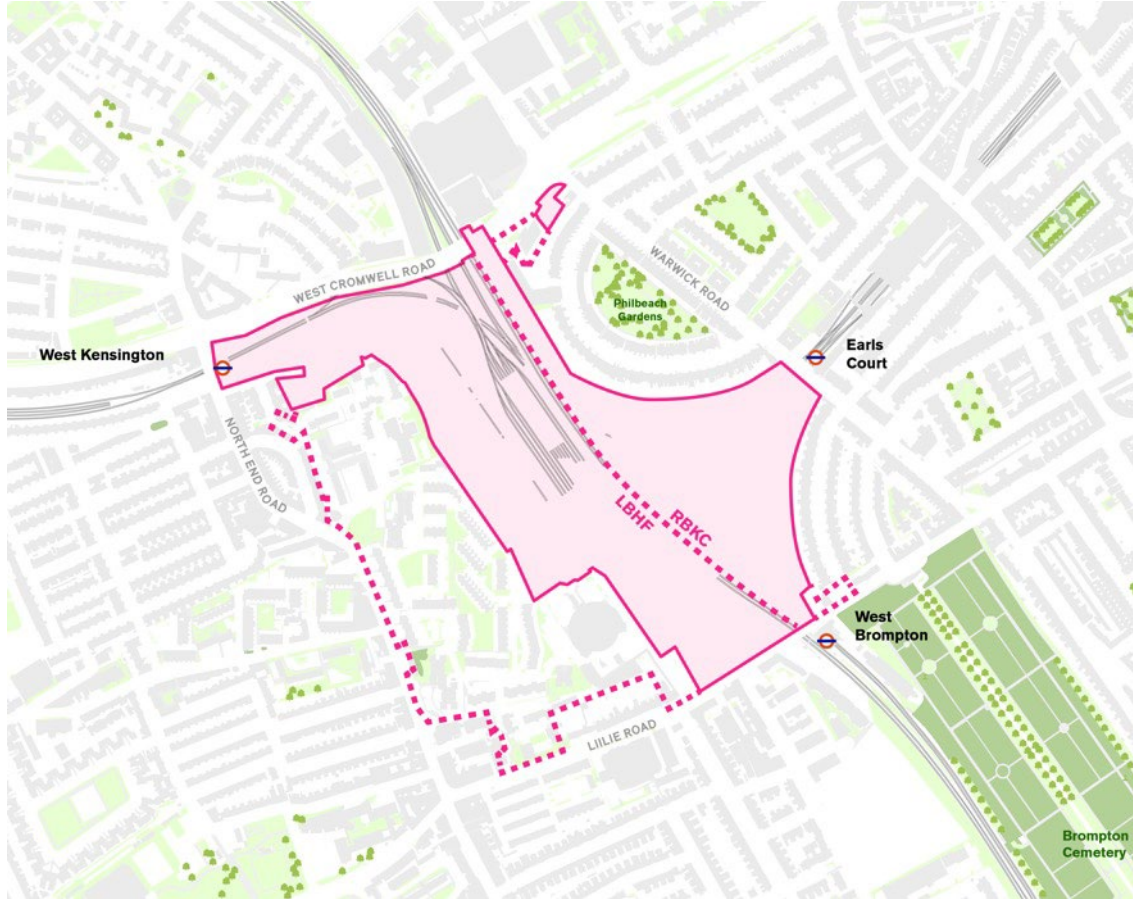
Permission granted November 2013, demolition started December 2014  
includes estates land that has now been handed back





# New Proposition Summary

Estates handed back – site area down from 28 hectares to 17.4 hectares  
(62% of previous site area)





## Extant Consent



6,775 new homes



10,000 new jobs



3 hectares of open  
space



over 4,100 car  
parking spaces



740 affordable homes  
(on top of 760 replacement social  
rent) – 11%



significant upfront  
infrastructure –  
decking over



very limited  
retention of built  
fabric



small scale  
cultural uses

delivery tied to development on estates and Lillie Bridge Depot



# New Proposition



around 4,500 new homes (a pro rata increase of 350)



12,000-15,000 new jobs  
(a pro rata increase of 5,800-8,800)



significantly more public space



car free, except disabled parking



around 1,500 potential affordable homes with a mix of tenures including low cost rent  
(a pro rata increase of over 1,000)



utilising site level changes efficiently and economically



intention to retain the Table, Empress Place and Lillie Bridge Depot



a cultural destination and comprehensive programme of meanwhile uses



# Key site constraints

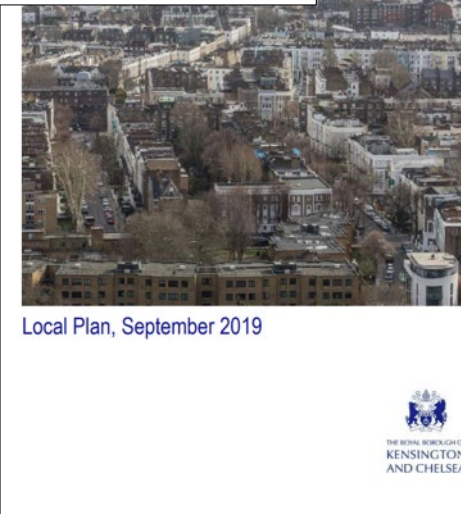
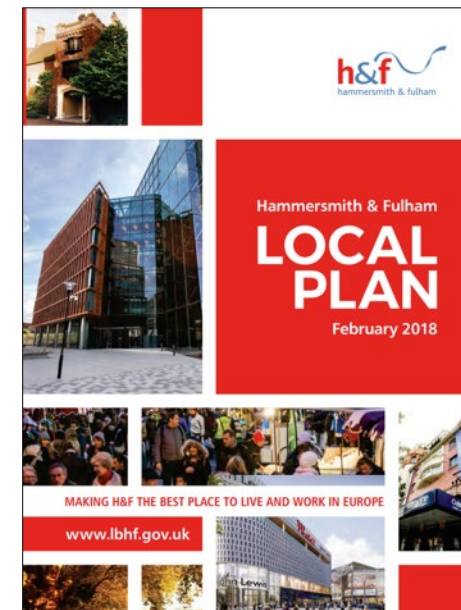
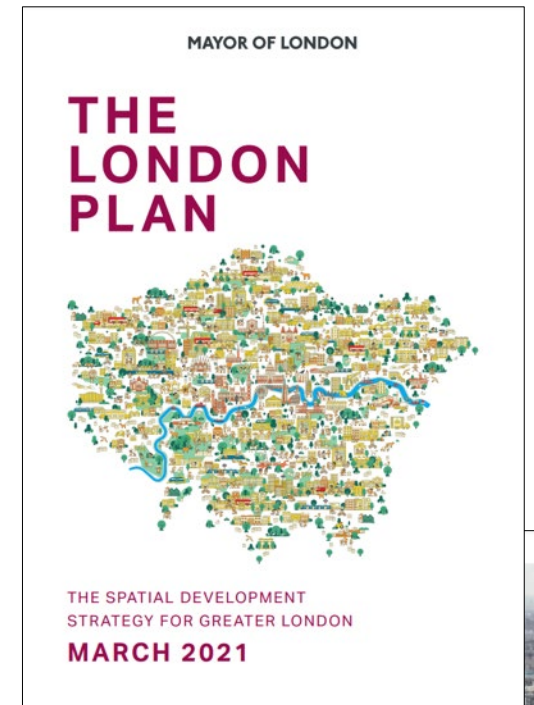
- Existing buildings
- No build zones
- West London Line
- Existing deck (the "Table")
- Proposed support structure in WLL land (extant consent)
- Areas of restricted buildability over railway lines and underground tunnels
- Borough boundary





# Planning Policy Requirements

- The Site forms one part of the Earl's Court & West Kensington Opportunity Area, which has a minimum target of 6,500 homes and 5,000 jobs across LBHF and RBKC.
- Both RBKC and LBHF seek the delivery of a new Urban Quarter with new retail, leisure, hotels and social infrastructure (educational facilities etc.) and community uses.
- RBKC Emerging Local Plan - delivery of a world class cultural offer to draw on the legacy of the former Exhibition Centre
- The delivery of new workspace and employment uses including statutory requirement for long-term affordable workspace:
  - RBKC: emerging policy, a minimum of 40,000sqm of non-residential floorspace
  - LBHF: recognition of a potential for 9,500 jobs in the Opportunity Area
- LBHF's Industrial Strategy - supports growth in tech, creative businesses and investment in local skills
- Delivery of new homes including statutory requirement for affordable homes:
  - RBKC: a emerging policy, a minimum of 1,050 homes
  - LBHF: potential for 6,500 homes in the Opportunity Area
- Delivery of new public open space and public realm:
  - Provision of green corridors, public open spaces and a park of at least 2 hectares
  - A new street network through the Site with pedestrian and cycle links and a new public square
- Delivery of infrastructure works
- An exemplar of sustainable development (RBKC emerging policy)



# What does success look like?



**Placemaking**



**Health & Wellbeing**



**Sustainability**



**Culture**



**Innovation Hub**



**Heritage**



**Open Space & Public Realm**



**Community/Social Value**



**Transport**



**Architecture**



**Mixed-Use Destination**



**Commercial**



**Residential**



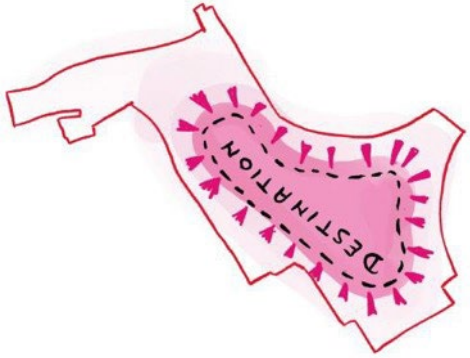
**Retail, Leisure, F&B**





# Urban design framework

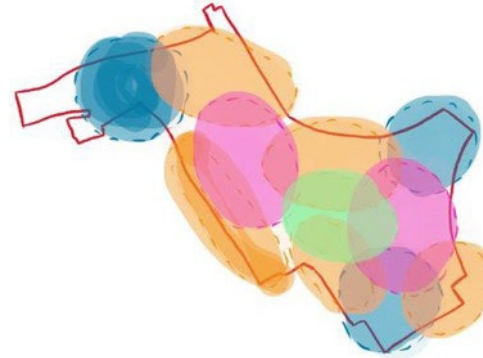
# Eight guiding principles underpin the ambition



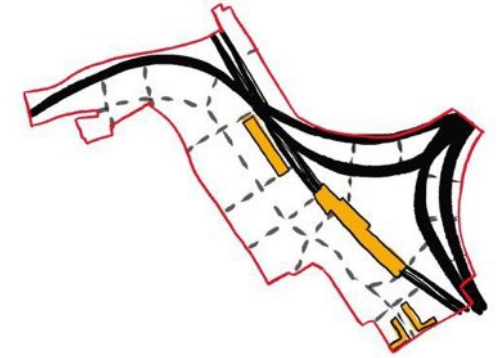
Create an exceptional place that embeds economic, social and environmental responsibility.



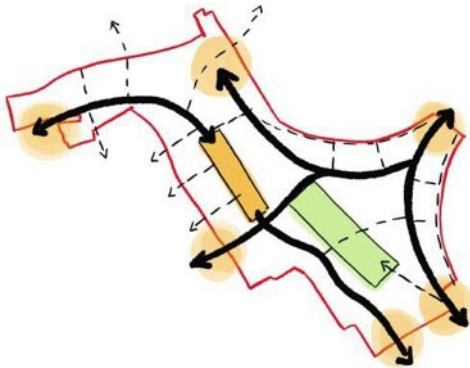
Amplify nature, our emotional hero, our golden thread.



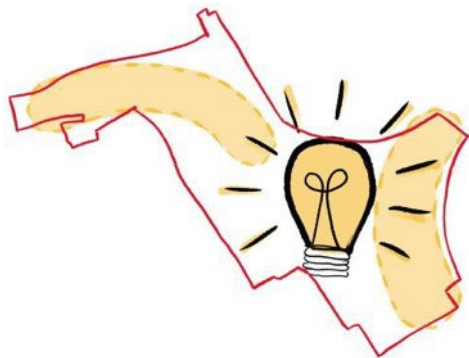
A blended use environment, spaces working hard to deliver principles of a circular economy.



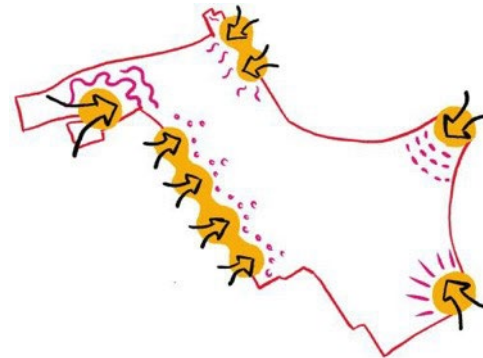
A resilient masterplan; adaptable to future needs, maximising benefit for all.



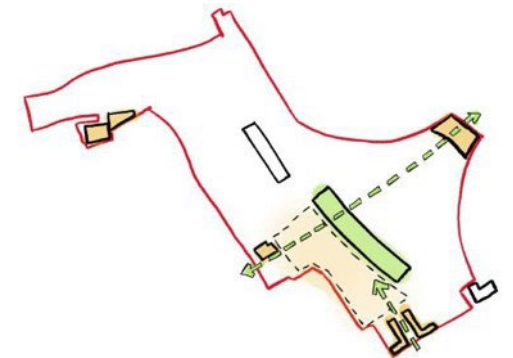
The most connected place, open and accessible helping to make city life more equitable.



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



Welcome and surprise – bringing back the Earls Court 'wow factor'.



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



# A masterplan, generous in nature



## The Park

A public park that sits at the centre of the site over the two borough boundaries, connecting east and west.



## The Square

A public square celebrating the site's history as a railway yard and providing a setting for the Lillie Depot building.



## Threshold Squares

A generous square is located at each arrival point into the site.

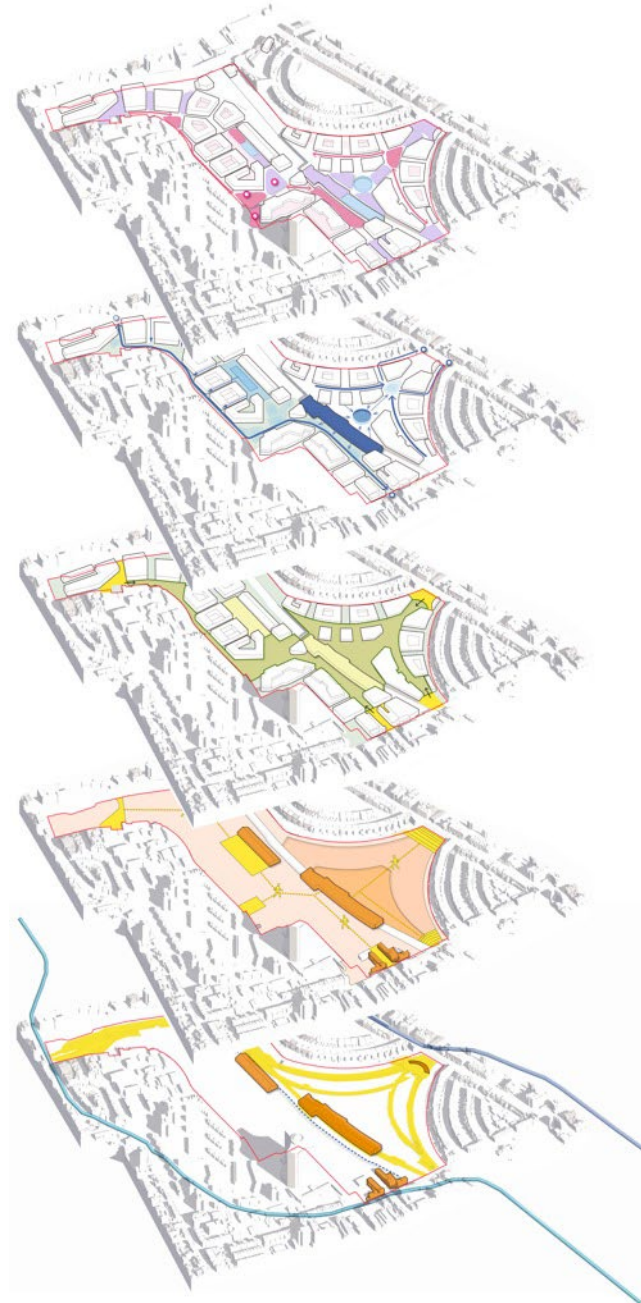


## The Crescents & Routes

Three crescents and a route connect all edges of the site. Each will be developed with a different character appropriate to its setting and surrounding building uses.

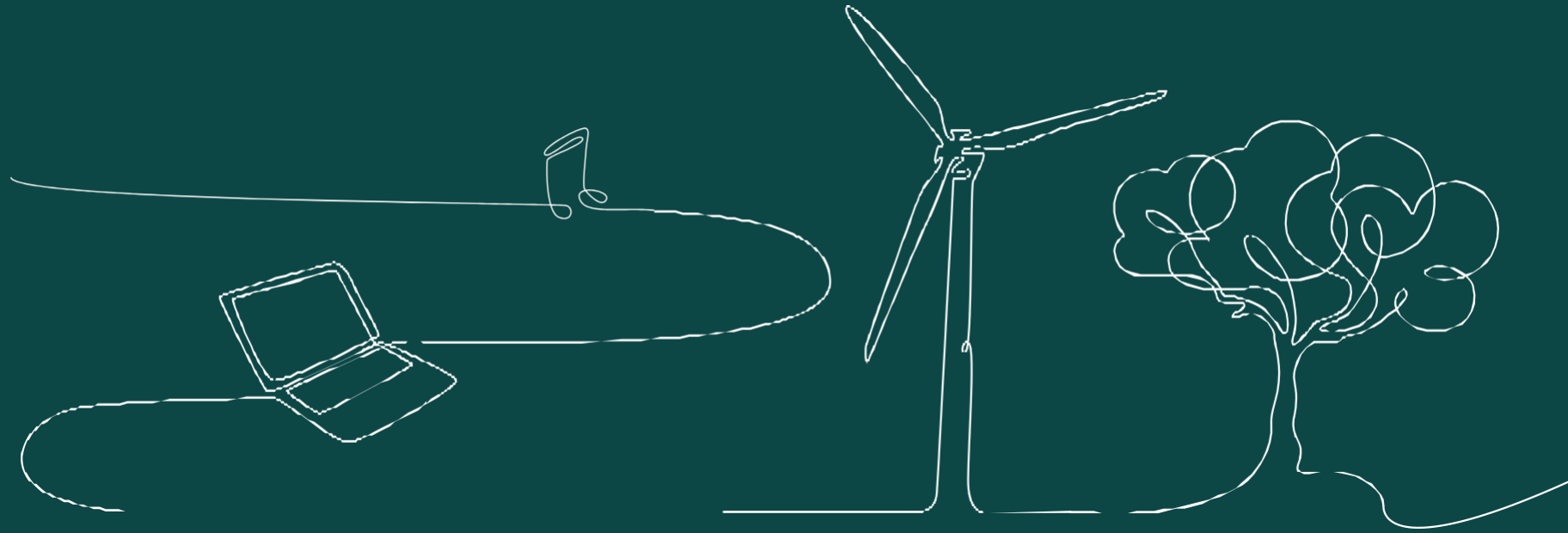


# Five Layers that Underpin the Masterplan



1. Re-use and celebrate existing features for Carbon positive strategy
2. Clear thresholds and squares connect to retained features
3. Connect Framework through amplified nature
4. Embed Blue infrastructure for climate resilience
5. Animate with Activity and community uses





# Approach to building height

# The former exhibition centres





A sensitive approach to height,  
acknowledging the scale and character of  
neighbouring areas



# Key height considerations

We have considered the following for the development of massing considerations and the evaluation of scale and location of tall buildings on the Earls Court site as follows:

- Scale of the site
- No London View Management Framework issues
- Buildability constraints
- Clustering with existing tall buildings
- Potential impacts on the character of the surrounding environment
- Effects on daylight, sunlight and wind
- Considered approach to the impact on heritage assets

## Hierarchy of building heights zones being investigated

- Taller Buildings
- Lower Buildings







Thank you.

The  
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