A new vision for Earl’s Court

March 2023
For 150 years Earls Court has been known as a global showcase for innovation, entertainment and achievement. Internationally renowned, it was a source of national and local pride, supporting jobs and investment and helping local business to thrive.
Bring the wonder back

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

02 A showground of world class ingenuity

03 Create a better piece of city

04 Addressing the climate emergency
The top asks and issues

**Rank one**
- Publicly available green space
- Improve connections
- Talent development opportunities
- Intergenerational housing and working
- Car access
- Improve safety
- Traffic management
- More community facilities

**Rank two**
- Urgency
- Crossings
- Exhibition / performance / rehearsal space
- Reassurance on overlooking
- Deliver accessibility
- Clarity on affordable housing
- Improve offer for food and drink
- Success of Underbelly festival

**Rank three**
- Improve air quality around the site
- Architectural identity
- Encourage international appeal
- Provision of sports facilities / classes
- Deliver a food market
- A world class cultural offer
- Children's play space / adventure playground
- Concerns around high-density
Sustainable through and through
### Exemplary sustainable development

#### Social Value
- A wonderful place to live, work and visit
- Involving local people
- A safe, inclusive and supportive place for everyone

#### Environmental Wellbeing
- Beyond net zero carbon
- Celebrating and enhancing our natural environment
- Water neutral
- Delivering cleaner air
- Healthy living
- Circular resource use

#### Economic Inclusion
- Maximise appropriate economic growth in the local area
- Provide access to economic opportunities for all
- Create an affordable community
The design concept
Building up the layers

01 | Our starting point has been to retain key structures on the site, to work with what is here and embrace the site’s heritage.

02 | We will create new routes into and across the site, with public spaces at the entrances.
Building up the layers

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

04 | Tree-lined streets will prioritise people and nature.
Building up the layers

05 | 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 | The proposed buildings are shaped in response to key views and their setting next to neighbouring buildings.
Parks, squares & gardens
The Table Park
A landscape led approach
Culture on your doorstep
Our approach

Places to perform

Places to create

Places to exhibit and show

Places to welcome and surprise

Places to tie communities together
Destination Earls Court

We are exploring a new theatre venue, suitable for shows, music, exhibitions, events and much more, including promoting the development of local talent.
A fantastic place to live
Homes for all

Mansion blocks
Mews & Town houses
Tower Blocks
Courtyard Blocks
Linear courtyard block cluster

Homes for sale
Homes for rent
Student housing
Homes for later living
A place that fosters community

- A community centre
- Heath facilities
- Shops and services
- Play spaces
- Places to relax
- Great places to eat drink and enjoy
- Well connected

The Earls Court Development Company
Evolving our designs
Informing our approach to building heights

**Transition**

Here we are proposing low rise buildings including townhouses at the edge of the site, 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.

**Extend**

From low and mid-rise buildings at the edges, we will slowly step up into larger mansion blocks and mixed-use buildings. Here you can see how we propose to keep the 2-3 storey, residential character of Empress Place and slowly step up as we enter the site.

**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.
Informing our approach to building heights

- Great connections
- Improved sunlight and daylight
- Good pedestrian environment
- Around 35% open space
- Sensitive to neighbours
- Lots of variety in the kind of homes
Current masterplan building height ranges

- **0–5 Storeys**
  (Approx. 0 – 23m above ground level)

- **6–12 Storeys**
  (Approx. 23m – 36m above ground level)

- **13–20 Storeys**
  (Approx. 36m – 67m above ground level)

- **21–30 Storeys**
  (Approx. 67m – 100m above ground level)

- **31–34 Storeys**
  (Approx. 100m – 110m above ground level)

- **35–38 Storeys**
  (Approx. 110m – 125m above ground level)
A commitment
to make it happen
Delivery in Phase One

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**.
- **2 million sq. ft of development** in **Phase One** – that’s 2.5 times the size of Buckingham Palace.
We are creating a place which puts people at its heart, a new neighbourhood where everyone will feel welcome. It will include:

- 15,000 jobs in a range of workspaces
- Around 4,500 new homes with a third being affordable
- Reintroducing nature boosting biodiversity
- An east-west route opening up the site
- A park at the heart of the site
- Cultural programmes attracting and nurturing talent
- Performance and community venues
- Improving public transport infrastructure
- A £348 million in Social Value created by the project as a whole
- A network of streets, squares and gardens
- World-class architecture and landscape design
- A £1.2billion+ impact annually on the UK economy
Next Steps

Our proposals will be available for everyone to view at Conversation Corner on Lillie Road. The exhibition will be open from 23rd Feb – 1st April at the following times:

• **Weds**: 12-4pm
• **Thurs & Fri**: 3-7pm
• **Saturday**: 11-3pm

You can also find us:

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