

A commitment to make it happen

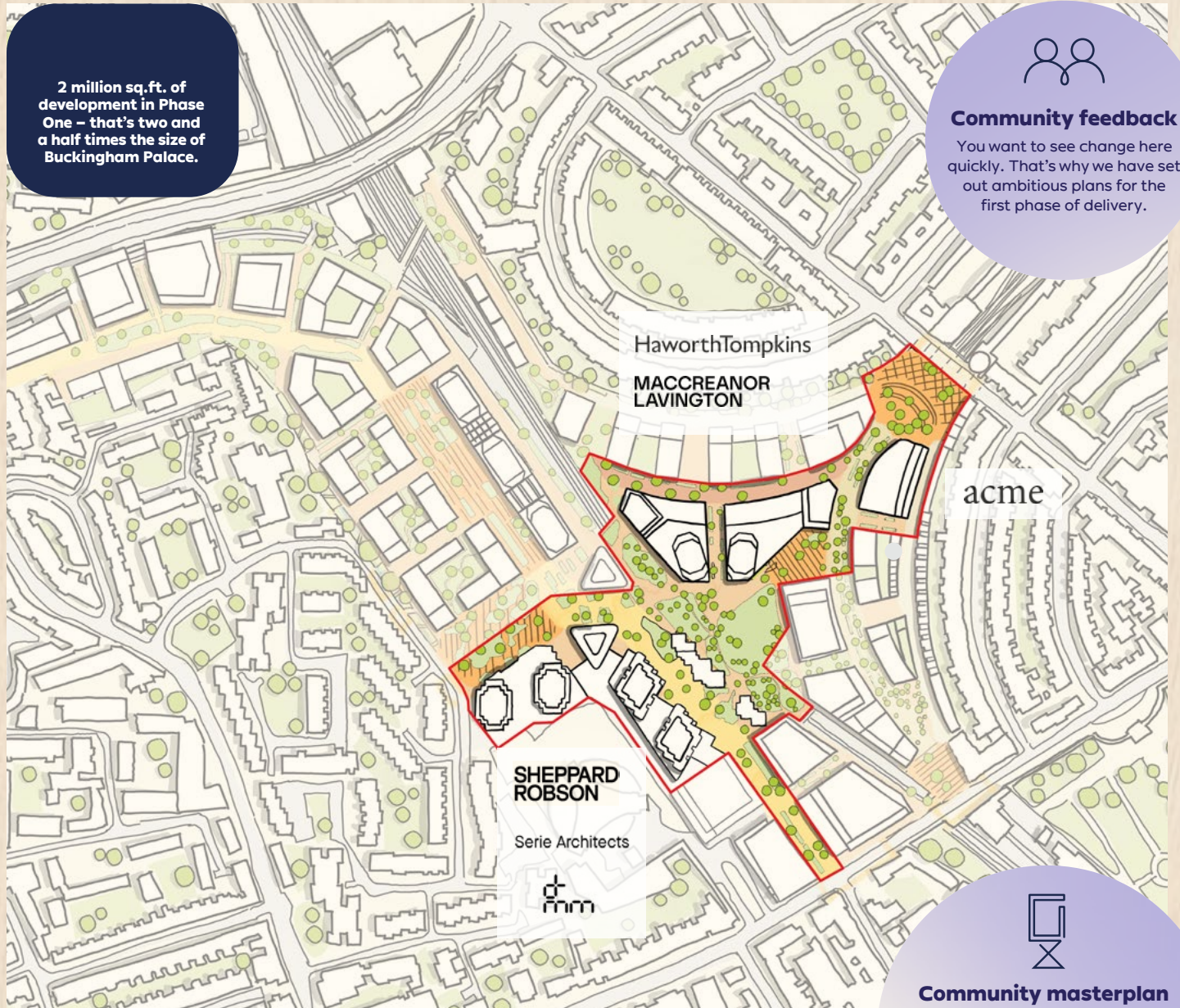
We want to see this site returned to its rightful place as a destination for London.

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.



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.

