Welcome

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:

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

“We are creating a place which puts people at its heart; a new neighbourhood where everyone will feel welcome. We intend to deliver.”
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 go years**

**What this means in the masterplan:**
- A safe, accessible and welcoming new neighbourhood
- Enhancing key public transport links to West and North for local communities
- Creating safe places, where everyone feels welcome
- Key access routes and around the site
- Changing the face of urban areas
- Enhancing pedestrian and cycling routes

**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**

**What this means in the masterplan:**
- An inclusive blueprint for future generations
- An equitable approach that brings choice for people on different incomes and age groups
- Facilitating traceability and traceability in new and existing buildings
- Public Art installations
- Artist in Residence programme
- Community Hub open

**Action from the start:**
- Local business support
- Earls Court Futures Programme
- Green Future Fund
- Over £7m of social value in 2022
- £180K annual Community Fund
- £40K winter support programme

**Addressing the climate emergency**

**What this means in the masterplan:**
- Significant improvements to public spaces and buildings
- Over 1,000 trees to be planted
- Sustainable building materials
- Water conservation
- Public Realm Inclusivity Panel
- Council’s carbon neutral goal
- Smart technology to manage asset operations

**Action from the start:**
- BBC Earth Seven Worlds One Planet
- Open up Exhibition Centre site for the first time in go years
- 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 materials in temporary and permanent buildings

**A showground of world class ingenuity**

**What this means in the masterplan:**
- Celebrating its legacy and history
- 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
- Future enabled building technology
- A world class team of specialist designers and consultants

**Action you can see now:**
- Sounds of Earls Court Spotify playlist
- London Wonderground at Earls Court
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**All of the above can make a significant contribution to health and wellbeing in our city.**
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 often excluded from 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 works as a critical friend, testing ideas, raising concerns and ensuring that the designs meet the needs of all the local community.

The workshop sessions so far have helped shape the design process, giving people a voice and engaging with the complex challenges for representation needs to resolve.

They have also explored a ‘people-first’ approach, fostering a design that is both a everyday place and a special and exciting destination, that is inclusive, fully accessible, welcoming and embraces differences.

The panel is facilitated by ZCD Architects and Claire Edwards.
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 sit settling next to neighbouring buildings.
Our concept

The mix of uses on site will include new homes, workspace, cultural venues and community facilities to keep the area active in the day as well as at the evening.

Together with great open spaces, it’s what makes city life, and London in particular, so special.

This new piece of city will include spaces and places familiar to Londoners, with streets, squares and green spaces, including a park.
What we’ve learnt so far

The top asks and issues

This is a summary of the main issues 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!

Our conversations so far

- 600,000 people reached by social media posts since 2020
- 36,000 households receiving regular newsletters since 2020
- 1,800+ engaged in discussions since 2020
- 500+ responses across four Commonplace surveys since 2020
- 585 visitors to our family fun days since 2021
- 250+ attendees at 12 design workshops
- 250+ people attending site tours
- 26 local organisations helped in the first two years of the £360,000 Earls Court Community Fund
- 50+ people from under-represented groups shaping our thinking on inclusivity

The top asks and issues

- The last two years
- Listening and engaging
- Working closely with the local community
- Helping us understand what people would like to see here

The last two years

Listening and engaging

Working closely with the local community 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

Updating our ideas based on feedback to support the development of detailed plans for Phase One.

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. They 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.

When will you get to shape the plans further?

Autumn 2023

Showing detailed proposals

Sharing detailed proposals on the masterplan, including schemes, enabling works, and landscape and accessibility.

Winter 2023/24

Final scheme and technical details

Presentation of the final designs in preparation for planning submission.

Early 2024

Format planning application consultation

The consultation will start through planning applications to RBKC and LBHF. A revised masterplan will be put together for each respective borough.

When will you get to shape the plans further?

The community

We’ve spoken with over 1,800 people at events across 2021 and 2022, at local events, site tours, local markets, Tube stations and pop-ups to contribute to the 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 create the public realm.
You told us that air quality is a major concern in this part of London - and 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 carbon neutral.

You said that water won't be wasted at Earls Court. Our proposals seek to limit the need for fresh water use - including off-site manufacturing, wherever possible.

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

We want to retain existing structures on the site. We are exploring: Reusing existing structures – which means adapting the existing structures for reuse including: the Table structure over the former exhibition centre steps, and the train depots possibly including railway tracks.

To meet the climate crisis head on, we must be ambitious. At Earls Court, we are exploring: Zero operational carbon – which means using zero carbon energy generated by our site could help heat the wider neighbourhood.

A nature-led design – which means transforming an ecologically sparse site into a biodiverse ecosystem with thriving plant and natural life.

Reducing flooding through rainwater management. We are looking into rainwater harvesting and water recycling to reduce water waste.

Improving air quality. Buildings are designed to absorb pollutants and reduce risk of air being stagnant and encourage air to move through the site, improving air quality and reducing areas where air is stagnant.

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 energy sharing beyond our site boundary, supporting our neighbours on their decarbonisation journeys.

Community feedback

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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 green 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.

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 smells.
- Socially diverse by age and ability.
- 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.

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 for leisure, play and relaxation for all age groups, at all times of the year.

The park will be a local destination, connecting by foot and by car and will be accessible and accessible to all age groups, at all times of the year.

*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, from more to approach and access the park.
- Routes between different areas which are genuinely accessible and visible to all.
- Every path should be able to explore ramps, lifts and escalators, and as far as is practicable, provide a choice of alternative routes.
- Outdoor shelters, from rain and sun, where people can hang out and interact.
- 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.

Only 40% of the land has buildings on it, so we can genuinely prioritise the landscape 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 ride and walk trees and all connecting to the major public spaces.
Warwick Road Square*

Outside the repurposed Train Shed, home to a mix of restaurants, cafes and food markets, this new square will retain and celebrate the steps to the Exhibition Centres. It will become a new focal point for the site and a key connection point through to Earl’s Court Road. People wanted to be able to walk or cycle across the site, especially between the Tube stations. PRP 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 socialise and enjoy community activities.
- Blend green urban elements with nature and open spaces and seating.
- Feature water, such as pools and fountains.

The Train Shed Square*

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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.

back here and scan this QR code to see what you think of our proposals.
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.

**Local cultural venues**

Chiswick Playhouse
Fulham Palace
Eventim Apollo
Bar and Theatre
Bush Theatre/ O2 Shepherds Bush
American Jazz Club
Union Theatre
Bush Hall
Mau Mau Bar
Bonnie Prince Charlie
The Globe
Luzia
Posk Polish Centre
Irish Cultural Centre
Royal Festival Hall
Kensal Library
Kensington Palace
Campden Hill Library
Royal Albert Hall
St Mark’s Church Arrow
Theatre Royal Drury Lane
Riverside Studios
Riverside Theatre
National Gallery
Science museum, V&A and Design Museum
Science museum, V&A
V&A Archive
Science museum, V&A
Royal College of Music Museum)
Science museum, V&A
National History Museum,
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National History Museum,
We are exploring a new flexible venue suitable for theatre, music, exhibitions, events and much more, including promoting the development of local talent.

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

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

**Destination Earls Court**
Key
- Cultural spaces
- Opportunity for smaller cultural spaces
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.

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 reimagined for the future.

Approximately 1,000 new homes, people a total of 35%.

A fantastic place to live
Community feedback

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

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 Fulham Broadway 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.

Tell us what you want on site

We want to know what public services and amenities are already well-supplied here and what we will need more of to cater for the new homes and communities.

What would you like to see?

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
Email us at info@earlscourtdevco.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.
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.

A creative boulevard

This new street will be a creative boulevard to foster innovation on site by making space for research and development, alongside arts, performance and music.

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

Along this new boulevard, there will be a mix of curators housed in 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 workspaces for start-ups, small businesses and community organisations.
- A £100m boost for the local area each year — the amount estimated to be spent by those living and working here.

Talent and opportunity

Masterplanning workshop feedback

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

**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.

**Places to work**
Workspace clustered near the three well-connected stations. Suitable for international companies, small businesses and individual creators.

**Company headquarters**
These could be larger office buildings or existing space for established, successful and growing businesses.

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

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

**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 art and culture spaces as well.
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.

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.

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 spaces 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
Email us at info@earlscourtdevco.com

Next steps

Our proposals will be available to explore over the next few months. We promise to listen to feedback and go back to the drawing board if necessary.

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 call us on 0330 333 1510.

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.
Our approach

This is one of the most important Opportunity Zones in London, a place where we can deliver key transformational change. It has major infrastructure challenges including the re-routing and future-proofing of transport links through the site. As an Opportunity Zone, with the advantage of three tube stations and surrounding rail networks, we look to maximise the potential of the site, including a target of 35% affordable homes, within open space, cultural uses, community uses and employment opportunities. Our approach seeks to deliver this in new ways, on open spaces that can be used by all, in a landmark building that will be a lasting architectural achievement.

Evolving our designs

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 especially for our neighbours?
Variety in building type - 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 open public space and it didn’t respond well to existing neighbouring 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 mid-rise courtyard blocks.

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 recent pulling together of buildings, all the way back to the A4, created a landmark ‘ribbon’ building that was both visually and contextually appropriate – such as around the 31 storey Empress State Building and the A4.

This approach enabled the new open space and buildings to be achieved while still delivering the required amount of homes and workspace.
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 from low-rise blocks to taller buildings. From the edges, we then extend through mid-rise blocks, stepping up gradually to minimise impact on our neighbours.

Current masterplan building height ranges

<table>
<thead>
<tr>
<th>Storeys</th>
<th>Approx Height Above Ground Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 5</td>
<td>approx up to 23m above ground level</td>
</tr>
<tr>
<td>6 - 12</td>
<td>approx 23m to 36m above ground level</td>
</tr>
<tr>
<td>13 - 20</td>
<td>approx 36m to 67m above ground level</td>
</tr>
<tr>
<td>21 - 30</td>
<td>approx 67m to 100m above ground level</td>
</tr>
<tr>
<td>31 - 34</td>
<td>approx 100m to 110m above ground level</td>
</tr>
<tr>
<td>35 - 38</td>
<td>approx 110m to 125m above ground level</td>
</tr>
</tbody>
</table>

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

Taller buildings will be carefully placed to transition from mid-rise blocks to taller buildings, creating the scale through larger mansion blocks and mixed-use buildings. These will reference the architectural character of the local area.

Transition

At the edges of the site, we are proposing low-rise buildings, including townhouses, to echo the typical low-rise nature of the surrounding streets. These will then transition into mid-rise blocks, stepping up gradually to minimise impact on our neighbours.

Reinvent

Taller buildings will be carefully placed to transition from mid-rise blocks to taller buildings, creating the scale through larger mansion blocks and mixed-use buildings. These will reference the architectural character of the local area.

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 from low-rise blocks to taller buildings. From the edges, we then extend through mid-rise blocks, stepping up gradually to minimise impact on our neighbours.
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.
- 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 reviewing the design work side by side with the work on the masterplan itself. Subject to securing planning permission, we could be ready to start building on site in 2025.

A commitment to make it happen

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 one 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 public realm to the heart of the site. 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.

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

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


draft community masterplan

2 million sq.ft. of development in Phase One – that's two and a half times the size of Buckingham Palace.
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.

**Activity from day one**

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

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

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

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.

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.

Hundreds of local young people have gained critical life skills through the Underbelly Training Academy, which ran in partnership with the Lyric Hammersmith in both 2021 and 2022.

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

**Culture**

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

The lost exhibition opened on the former Marlenborough Hotel site in 2022. The free exhibition was on show throughout the summer months and included the first exhibition to be held in London’s new Lyric Hammersmith. It also gave back to the local community, with the venue hosting a range of events and cultural activities.

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

**Skills and employment**

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

**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.

The BBC Earth Experience, featuring Seven Planets, One World, will be a major visitor attraction, opening March 2023.
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 a 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 places to create new homes and new jobs. There are strings 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 complex 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.

The aim of the plan is to bring the site back into community ownership in London 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 to come later, for example for the spaces and buildings which we want to deliver early. All of the documents will be in the public and each Council will then run their own public consultation before then determining the application.

We are here

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

2020
Spring: Summer: Phase 1 engagement began with ECDC engaging to the community to better understand the area and develop its vision for Earls Court
Summer: Hawkins Brown and Studio Egret West appointed as masterplanning architects to develop a vision for the site – this began including the estates

2021
Spring: The Earls Court Community Panel relaunched Summer: Underbelly’s London Wonderground Festival and K+C Festival hosted on site
Summer: ECDC opens new Community Hub on Aisgill Avenue

2022
Spring: Phase 1 – Baby concept designs and emerging masterplan designs
Autumn: Phase 2 – Building the details of the masterplan with the local community
Autumn: Phase 3: architects and landscape architects appointed

2023
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

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 west–east route open

2028 – 2045
Masterplan built out in phases. Current build programme is 20 years

Delivering for London
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 or scan this QR code.

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:

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Please visit our website and follow us on social media.

@earlscourtdevco
earlscourtdevco.com
0330 333 1510

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.

Thank you

Email us at info@earlscourtdevco.com

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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