

# Earls Court Masterplan

London Borough of Hammersmith & Fulham  
Application 2

## A Development Schedule

Prepared for EC Properties Ltd  
by WSP & Halcrow

June 2011





# MEMO



**To:** David Watkinson (GLA)  
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**From:** Craig Tabb (DP9)

**cc:** Anette Simpson (Capco)  
Matthew Gibbs (DP9)

**Date:** 27<sup>th</sup> April 2011

**Re:** Earls Court Site: Planning Applications and Development Options

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This memo provides clarity on the planning applications - and their associated development options - that are due to be submitted shortly by EC Properties Limited. It also provides details of the proposed quantum of development and breakdown of floorspace that is likely to form the basis of these planning applications.

## Planning Applications

EC Properties Limited is preparing two planning applications for the main Earls Court Site. These are:

- Planning Application 1: relates only to land within RBKC. The application is outline parameter based.
- Planning Application 2: relates almost entirely to land within LBHF, but also includes a small area of land within RBKC. The application is outline parameter based.

Refer to attached draft planning application red line boundaries.

A third standalone planning application is being prepared for the Seagrave Road Site.

## Development Options

The documents to be submitted in support of both planning applications consider and assess two development options:

- Site Wide Development Option: this option relates to the whole of the Earls Court Site. It results from the combination of Planning Applications 1 and 2.

- RBKC Only Development Option: this option relates to the scheme proposals within RBKC. It comprises the implementation of Planning Application 1 only.

The planning application documents will also assess relevant cumulative schemes – including Seagrave Road – alongside the above development options.

The planning application documents will not consider the implementation of Planning Application 2 as a self-standing development. This is not considered a feasible or realistic option due to the nature of the development proposals and the proposed development phasing.

It is envisaged that the implementation of development will be restricted to the above options through imposing suitable planning conditions and Section 106 clauses.

#### **Development Proposals – Floorspace and Unit Numbers according to Planning Applications**

##### **Planning Application 1**

##### **Proposed Floorspace by Land Use**

Land Use	Use Class	Maximum Floorspace	
		GIA (sqm)	GEA (sqm)
Residential	C3	139,198	143,503
Office	B1	15,295	15,850
Retail	A1-5	3,570	3,700
Hotel	C1	10,145	10,513
Leisure	D2	1,930	2,000
Medical	C2	-	-
Community / Culture	D1	531	550
<b>Sub-Total</b>		<b>170,669</b>	<b>176,116</b>
Ancillary (parking, plant etc.)	-	25,144	25,922
Stabling	Sui generis	-	-
<b>Total</b>		<b>195,813</b>	<b>202,038</b>

Application 1 seeks permission for a maximum level of residential floorspace of 143,503 sqm (GEA). This could accommodate up to 1,016 units depending on the precise mix of unit sizes.

The unit mix range proposed is as follows:

Unit Type	Proportion Range
1 person apt	2% - 5%
1 bed	20% - 35%
2 bed	30% - 40%
3 bed	20% - 25%
4 bed +	5% - 20%

##### **Planning Application 2**

##### **Proposed Floorspace by Land Use**

Land Use	Use Class	Maximum Floorspace	
		GIA (sqm)	GEA (sqm)
Residential	C3	595,526	613,944
Office	B1	101,098	104,765
Retail	A1-5	24,829	25,730
Hotel	C1	8,212	8,510
Leisure	D2	11,685	12,109
Medical	C2	11,278	11,687
Education / Community / Culture	D1	17,052	17,671
<b>Sub-Total</b>		<b>769,680</b>	<b>794,416</b>
Ancillary (parking, plant etc.)	-	134,093	138,240
Stabling	Sui generis	9,899	10,205
<b>Total</b>		<b>913,672</b>	<b>942,861</b>

##### **Residential**

Application 2 seeks permission of a maximum level of residential floorspace of 613,944 sqm (GEA). This could accommodate 5,759 units depending on the precise mix of unit sizes.

The unit mix range proposed is as follows:

Unit Type	Proportion Range
1 person apt	2% - 5%
1 bed	29% - 35%
2 bed	30% - 40%
3 bed	20% - 25%
4 bed +	5% - 10%

#### Development Proposals – Floorspace and Unit Numbers according to Development Options

##### Site Wide Development Option

##### Proposed Floorspace by Land Use

Land Use	Use Class	Maximum Floorspace	
		GIA (sqm)	GEA (sqm)
Residential	C3	734,724	757,447
Office	B1	116,394	120,615
Retail	A1-5	28,399	29,429
Hotel	C1	18,357	19,023
Leisure	D2	13,615	14,109
Medical	C2	11,278	11,687
Education / Community / Culture	D1	17,583	18,221
<b>Sub-Total</b>		<b>940,350</b>	<b>970,532</b>
Ancillary (parking, plant etc.)	-	159,237	164,162
Stabling	Sui generis	9,899	10,205
<b>Total</b>		<b>1,109,486</b>	<b>1,144,899</b>

The Development Option includes a maximum level of residential floorspace of 757,447 sqm (GEA). This could accommodate up to 6,775 units depending on the precise mix of unit sizes.

##### RBKC Only Development Option

##### Proposed Floorspace by Land Use

Land Use	Use Class	Maximum Floorspace	
		GIA (sqm)	GEA (sqm)
Residential	C3	139,198	143,503
Office	B1	15,295	15,850
Retail	A1-5	3,570	3,700
Hotel	C1	10,145	10,513
Leisure	D2	1,930	2,000
Medical	C2	-	-
Community / Culture	D1	531	550
<b>Sub-Total</b>			
Ancillary (parking, plant etc.)	-	25,144	25,922
Stabling	Sui generis	-	-
<b>Total</b>		<b>195,813</b>	<b>202,038</b>

##### Residential

The Development Option includes a maximum level of residential floorspace of 143,503 sqm (GEA). This could accommodate up to 1,016 units depending on the precise mix of unit sizes.

