Welcome to the Earls Court & West Brompton Village Exhibition

This exhibition specifically looks at the first phase of the Earls Court Masterplan.

Following the planning consent from both The Royal Borough of Kensington & Chelsea and The London Borough of Hammersmith & Fulham, we have been concentrating our efforts on detailed design proposals for two elements of the Earls Court Masterplan – Earls Court and West Brompton Village.

This exhibition explains the planning context to clarify what we will be submitting and covers specific places and key locations, providing details of buildings and materials used as well as the open space and public realm. These details are aspects of the Reserved Matters Application that we intend to submit to the councils shortly after the exhibition. We would like to make sure that you are fully informed so that you can contribute to the statutory consultation process (the councils will advise on details of this following our submission).

Please note that this exhibition does not cover the issues of demolition and construction. These are very important issues and we recognise the priority that they have for many residents, which is why we are going to deal with them through a separate and dedicated consultation process in 2014.

As with all our public events, we are very interested in what you think about our proposals. We have produced a Response Form and ask that you take a few minutes to complete one. If you would prefer, a member of the team can assist in completing the form. There is also the opportunity to see the exhibition boards and send us your views via the website www.myearlscourt.com

Thank you for coming to visit us.
The consented Earls Court Masterplan sets the planning and design framework for future detailed Reserved Matters Applications across both the Royal Borough of Kensington & Chelsea (RBKC) and the London Borough of Hammersmith & Fulham (LBHF).

The outline planning permissions set the following development framework (“parameters”):
- Amount of overall development by land use
- Amount of public space
- The identification of development plots and their maximum height parameters
- A detailed set of Design Guidelines
- The transport framework for the Earls Court Masterplan including the new entrances in and out of the site and capacity increases to the surrounding Underground and rail stations
- A Section 106 Agreement that sets out the developer’s obligations to improve transport infrastructure and provide new community facilities in the local area

What is a Reserved Matters Application?

Reserved Matters Applications seek approval for detailed design including landscaping, scale of buildings, layout and appearance. They must comply with the Parameter Plans, Design Guidelines and Planning Conditions from the consented outline planning permission.

What am I about to see?

This exhibition covers the Reserved Matters Application which we will submit to RBKC and LBHF for the first phase of development (marked with a red line on the map).

It also covers a new Detailed Planning Application for an area known as West Brompton Village (marked with a blue line on the map).

Architectural sketches, computer generated images (CGIs) and documents covering the detailed design are on display as well as more detailed plans which address specific issues. Please ask a member of the team if you are interested in any particular aspect.

The exhibition also includes information on a separate, stand-alone, Detailed Planning Application for the Empress State Building (marked with an orange line on the map). Capital & Counties Properties PLC will shortly be applying to LBHF to change the use of the Empress State Building from offices to residential.
West Brompton Square

Opposite West Brompton station you’ll find a new tree-lined London square surrounded by neighbourhood shops and cafés. With seasonal planting, an expansive lawn and water features, it will be the heart of the new West Brompton village.
Lost River Park South

Ascend the steps at the far end of West Brompton Square and you’ll enter the Lost River Park, beautifully landscaped by RHS Chelsea Flower Show gold medallist Andy Sturgeon. The park opens into a new garden lined with elegant restaurants and cafes where visitors and residents can dine in the park.
Lost River Park North

Moving north, formal planting makes way for a more informal landscape with meandering paths which offer opportunities for children’s play and quiet contemplation.
The High Street and Circus

The dramatic curves and symmetrical façade of The Circus frame Exhibition Square and herald the entrance to the High Street. Independent retail, leisure and cultural uses create an intimate and welcoming new destination for the area.
Broadway

This classic, tree-lined boulevard recalls the great metropolitan developments of the 19th century. A pair of grand, statement buildings will stand at the intersection with The High Street creating a gateway for this first major phase of the development.
# Facts and figures

## Earls Court and West Brompton Village

<table>
<thead>
<tr>
<th>Feature</th>
<th>Number/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New homes</td>
<td>1,350</td>
</tr>
<tr>
<td>Shops</td>
<td>23</td>
</tr>
<tr>
<td>Boris bikes</td>
<td>25</td>
</tr>
<tr>
<td>Electric charging points</td>
<td>141</td>
</tr>
<tr>
<td>Cycle parking spaces</td>
<td>1,658</td>
</tr>
<tr>
<td>Cycle parking spaces</td>
<td>1,658</td>
</tr>
<tr>
<td>Lost River Park</td>
<td>3.35 acres</td>
</tr>
<tr>
<td>New trees</td>
<td>450</td>
</tr>
<tr>
<td>New community space</td>
<td>320 sq m</td>
</tr>
<tr>
<td>West Brompton Station improvements</td>
<td>£3.8m</td>
</tr>
</tbody>
</table>

## Earls Court Masterplan

<table>
<thead>
<tr>
<th>Feature</th>
<th>Number/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>New jobs</td>
<td>10,000</td>
</tr>
<tr>
<td>Contribution to training and skills initiatives</td>
<td>£8m</td>
</tr>
<tr>
<td>New homes</td>
<td>7,500</td>
</tr>
<tr>
<td>Affordable homes</td>
<td>1,500</td>
</tr>
<tr>
<td>Open space – a district of squares</td>
<td>37 acres</td>
</tr>
<tr>
<td>Investment in a brand new primary school, community, leisure and health facilities, cultural space and money towards a cultural fund for the area</td>
<td>£36m</td>
</tr>
<tr>
<td>Retail space</td>
<td>26,732 sq m</td>
</tr>
<tr>
<td>Improvements to tube stations</td>
<td>£38.2m</td>
</tr>
<tr>
<td>Investment in bus service enhancements and bus stops</td>
<td>£5.5m</td>
</tr>
<tr>
<td>Investment in cycle hire hubs, parking spaces and lanes</td>
<td>£1m</td>
</tr>
</tbody>
</table>
The Empress State Building

History

The Empress State Building was built between 1958 and 1961 on the site of the former Empress Hall and ice rink as a commercial building. It was briefly the tallest commercial building in London until Millbank Tower was built in 1962.

Between 2001 and 2003, Land Securities (the then owners) refurbished the building, creating a new façade whilst improving the interior and adding three floors to the top of the building.

In 2008, Capco bought a 50% share in the Empress State Building.

In 2012, the Terry Farrell masterplan for Earls Court proposed the regeneration of the area around the Empress State Building including the removal of buildings immediately to the south, as well as the creation of a new High Street and Broadway that will run to the north and east of the building. The masterplan was the subject of outline planning applications submitted to the Royal Borough of Kensington & Chelsea and the London Borough of Hammersmith & Fulham in 2011. Permission was received in November 2013.

In 2013, Capco became the full owners of the building.

The Mayor’s Office for Policing and Crime (MOPAC) has an existing lease on behalf of the Metropolitan Police Service (MPS) which comes to an end in 2019.

This has led to Capco conducting a review of the building’s future use, a study into its future commercial potential and a subsequent decision to apply for a change of use from commercial to residential.
The Empress State Building
The proposal

To change the use of the Empress State Building from offices to residential following the departure of the Metropolitan Police Service.

To modify and improve the external elevations of the building.

To fully integrate the Empress State Building into the wider Masterplan and in particular into the High Street and the Broadway.

The scheme proposes:
• 340 homes – from 1 to 4 bedroom apartments, of which 10% have the ability to become fully accessible homes
• Improvements to the façade of the existing building to reflect the change of use
• To maintain and not increase the height of the existing building, with any additional plant located within the building
• Internal amenity facilities for residents, including children’s play areas
• Car parking ratio of 0.6 as agreed for the Earls Court masterplan – 211 car parking spaces within the basement area, including 37 spaces for blue badge holders
• 468 cycle parking and 21 motorcycle spaces
• A new retail unit to complement the High Street

The planning application applies solely to the Empress State Building.
The new Empress State Building will look similar to how it does today. The materials and design of the facades is intended to create a residential feel and to complement the existing Portland Stone. Dark bronze and mid-grey metal frame doors and casement windows will be used with external feature grilles with a dark bronze anodised finish.

A range of external balconies are proposed, including:
- “Juliet” balconies for the lower floors to maximise daylight
- Planted balconies for the mid floors, some off-set, to maximise sunlight
- A combination of balconies and double height glazed panels for the upper floors

On the southern elevation there will be continuous balconies, which at the lower levels will be contained to create winter gardens.

The upper 3 floors are set back and are predominantly glazed with the current “Brise Soleil” being retained.

What happens next?
- The Empress State Limited Partnership, a group undertaking of Capco, aims to submit a planning application for the scheme to the London Borough of Hammersmith & Fulham shortly
- The Council will then be in touch with local residents to explain how comments on the planning application can be submitted
- Subject to the consultation process with local residents, we anticipate that the council will make a decision on the planning application in early 2014