

Opportunity Area Portrait

Earl's Court/West Kensington



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London's additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs' performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

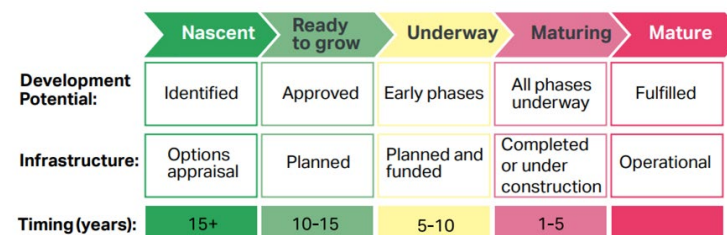
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

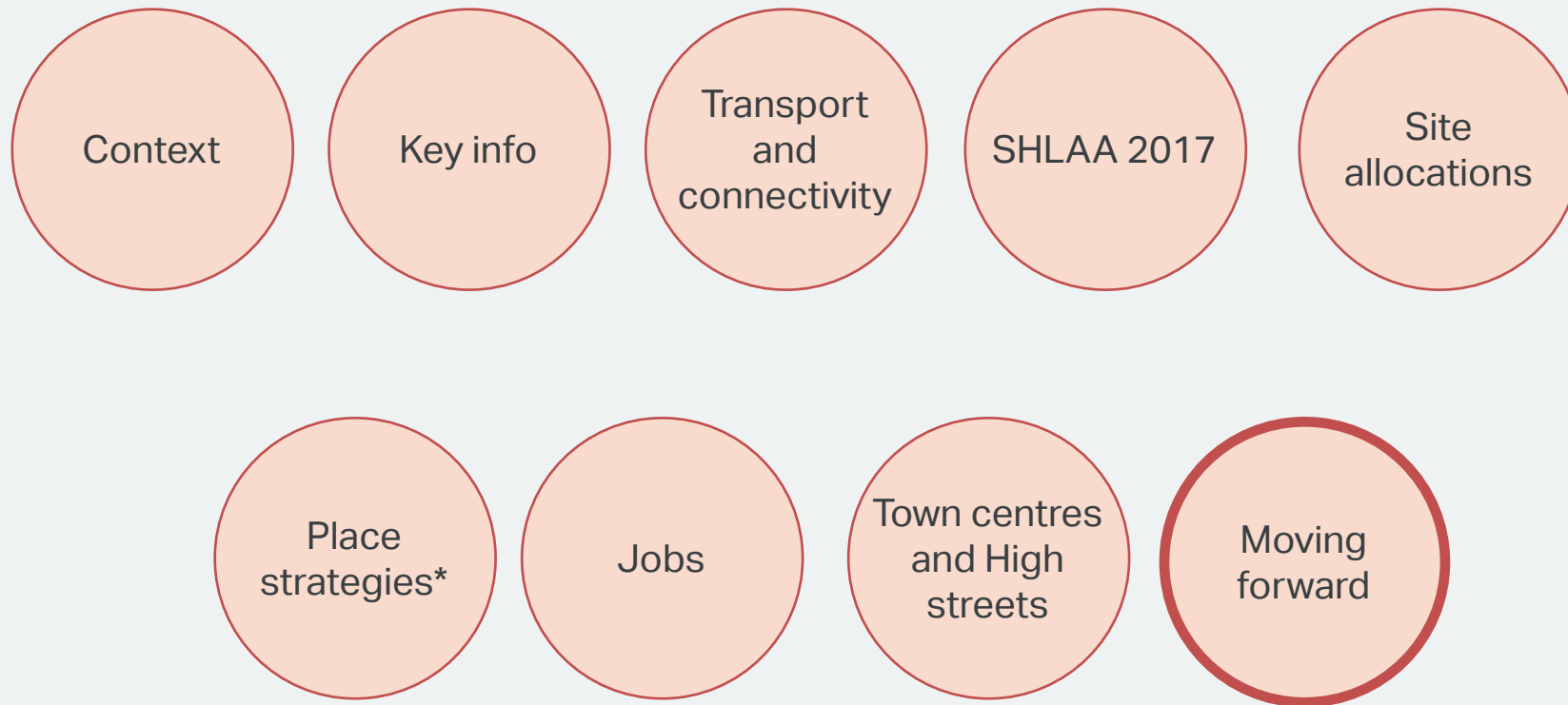


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

Earl's Court/West Kensington Context

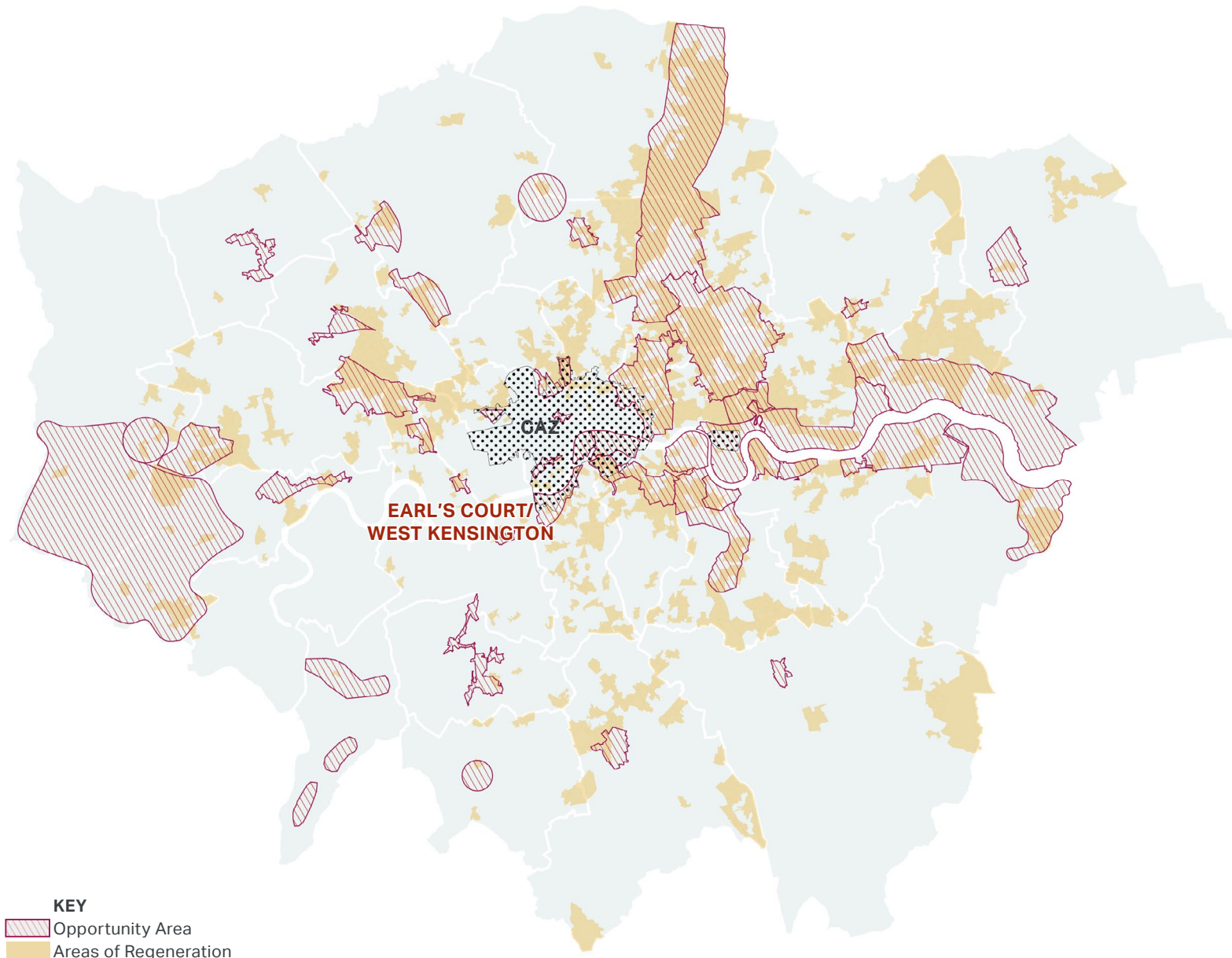
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddington (Underway)

The OA sits outside the CAZ.

Areas of Regeneration

The OA overlaps with areas of regeneration.

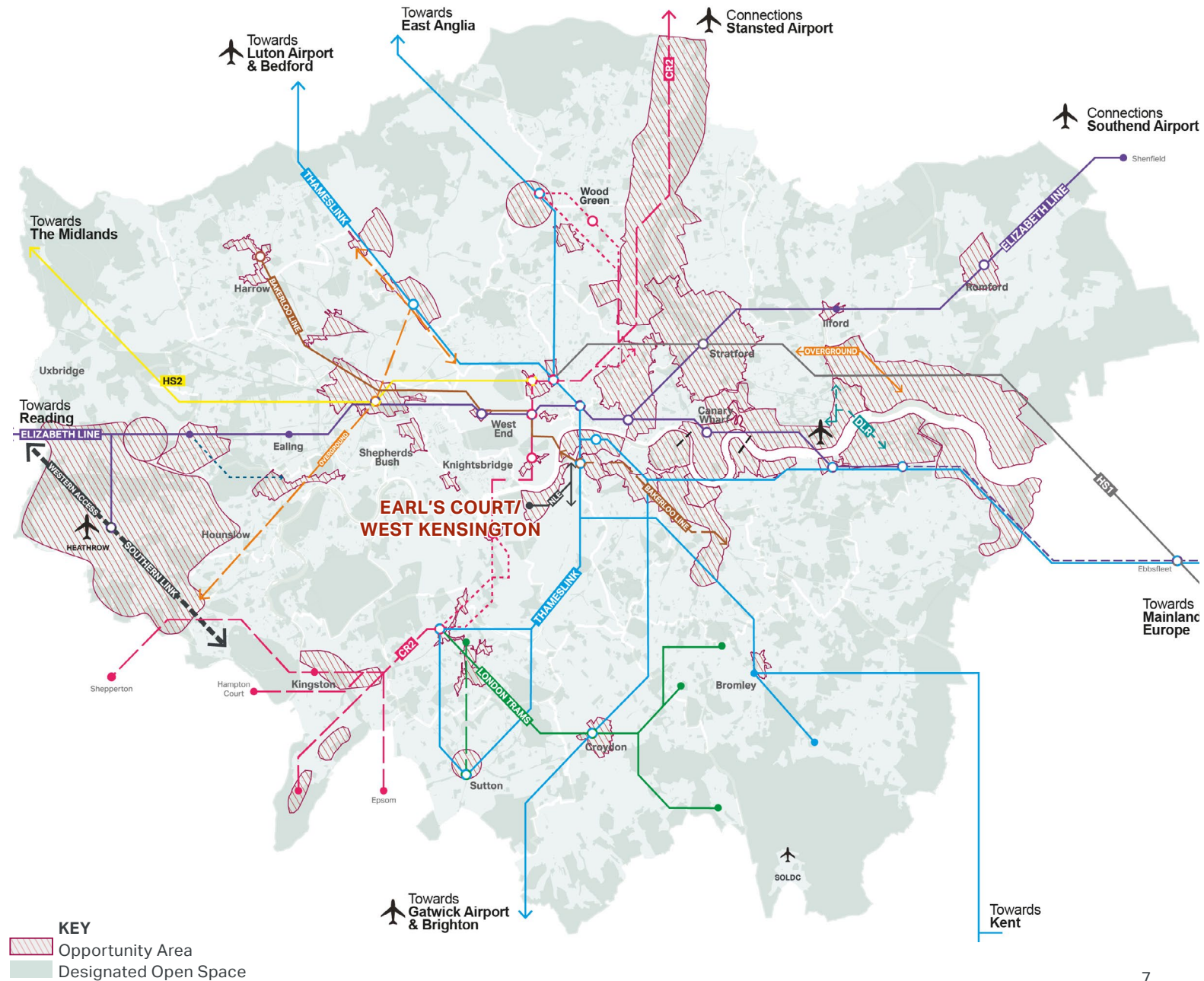


Source: Areas of Regeneration as per London Plan 2021

Earl's Court/West Kensington Context

Transport and Growth Corridors

- The OA sits within the Heathrow/Elizabeth Line West Growth Corridor.
- The Local Plan for Kensington and Chelsea was adopted in July 2024 safeguards land for an Elizabeth Line station. This is currently unfunded.
- The OA is served by the London Overground, Underground and National Rail.



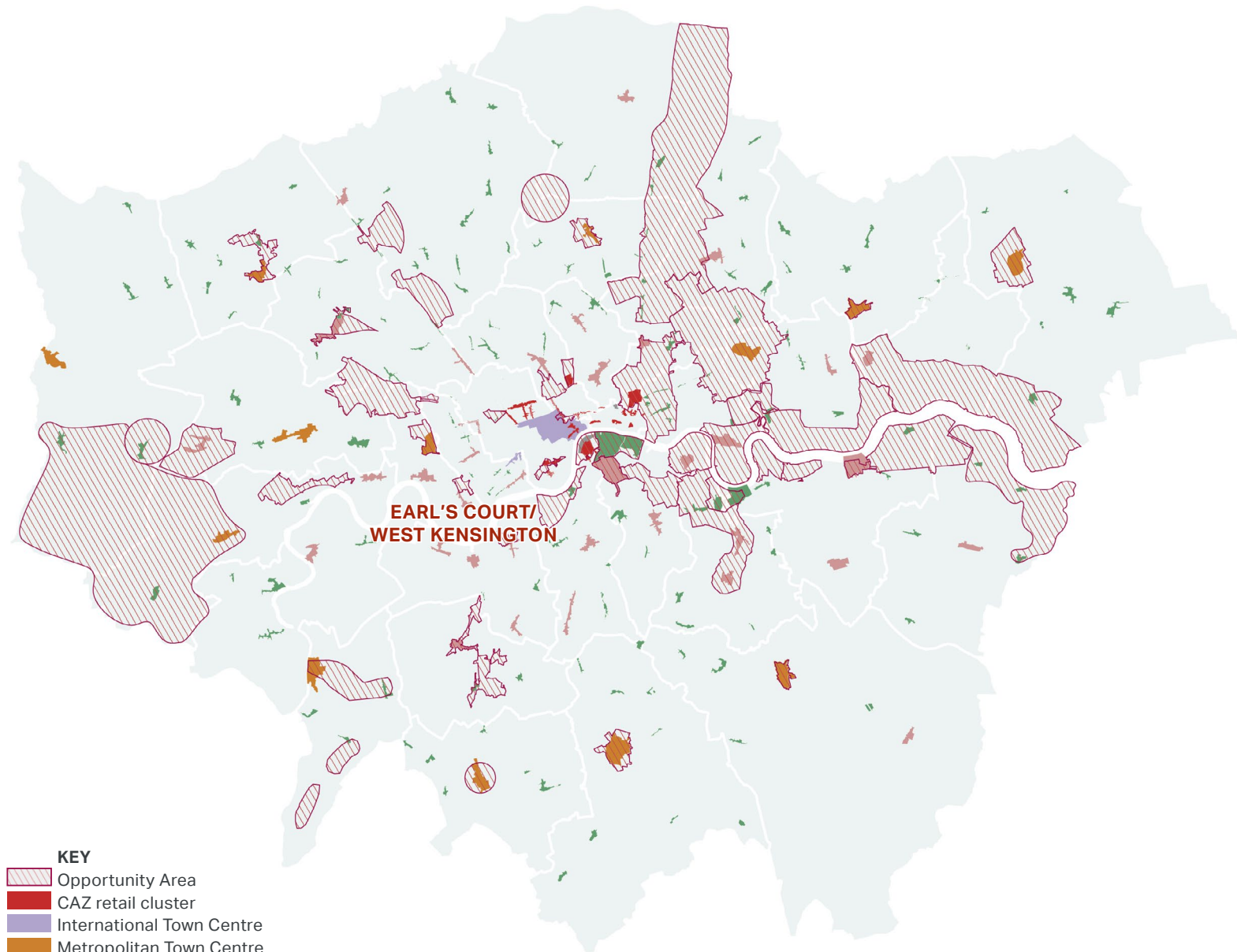
Earl's Court/West Kensington

Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

No Metropolitan Town Centres within the OA.

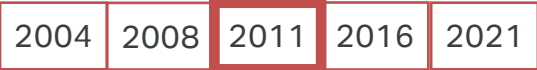


Source: Planning Data Map

Earl's Court/West Kensington

Key info

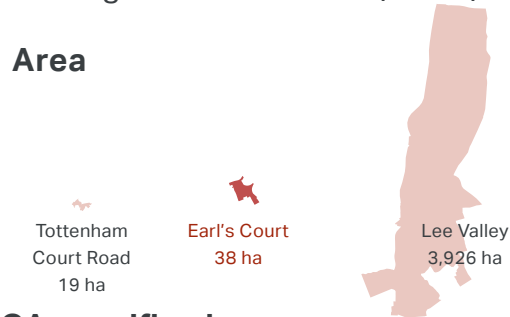
London Plan Designation Year



Borough

LB Hammersmith and Fulham, RB Kensington and Chelsea (RBKC)

Area



OA specific plans

Earl's Court Placemaking Framework Supplementary Planning Document (2023)**

Local Plan status

Adopted (H&F), Adopted in 2024 (RBKC)

Growth Corridor

Heathrow/Elizabeth Line West

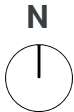
Housing Delivery Test 2023

None (H&F), Presumption (RBKC)

OA status (London Plan 2021)



London Plan 2021 capacities by 2041



Source: Google Earth

KEY
Opportunity Area

*Note that the LESD (2021) increased the capacity to 10,500 new jobs
**Note that this is an RKBC document and only applies to the RBKC part of the site

Earl's Court/West Kensington

Transport and connectivity

- Well served by existing public transport facilities which are in close proximity.
- OA presents an opportunity to 'stitch' the historic character of the conservation areas to the east to the modernist housing estates and more varied built environment to the west through contextual massing, network of new streets and open spaces, and programming.



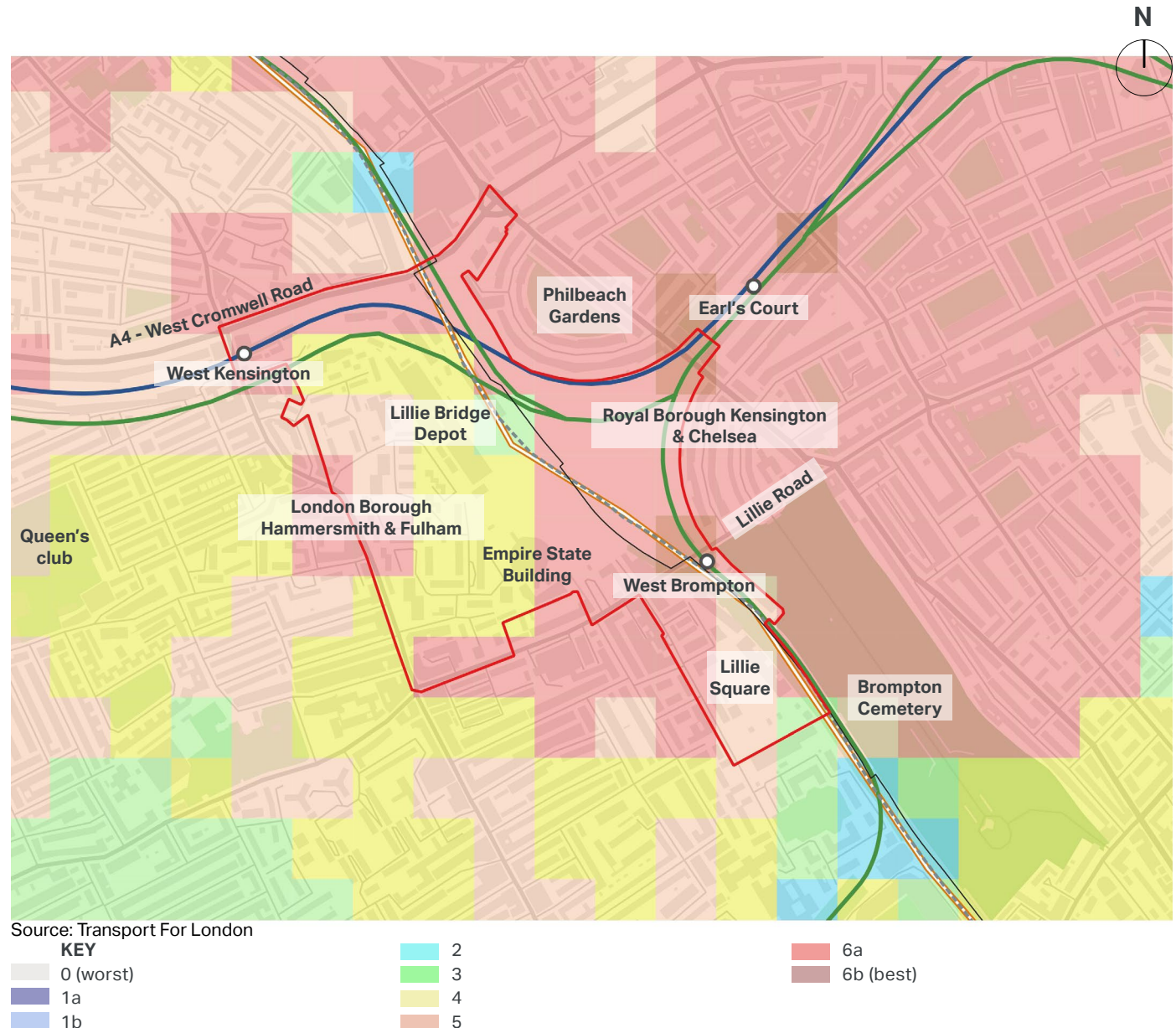
KEY	
	Opportunity Area
	Green Belt
	Metropolitan Open Land
	Other Open Space
	Station
	National rail
	District line
	Piccadilly line
	Overground



Earl's Court/West Kensington

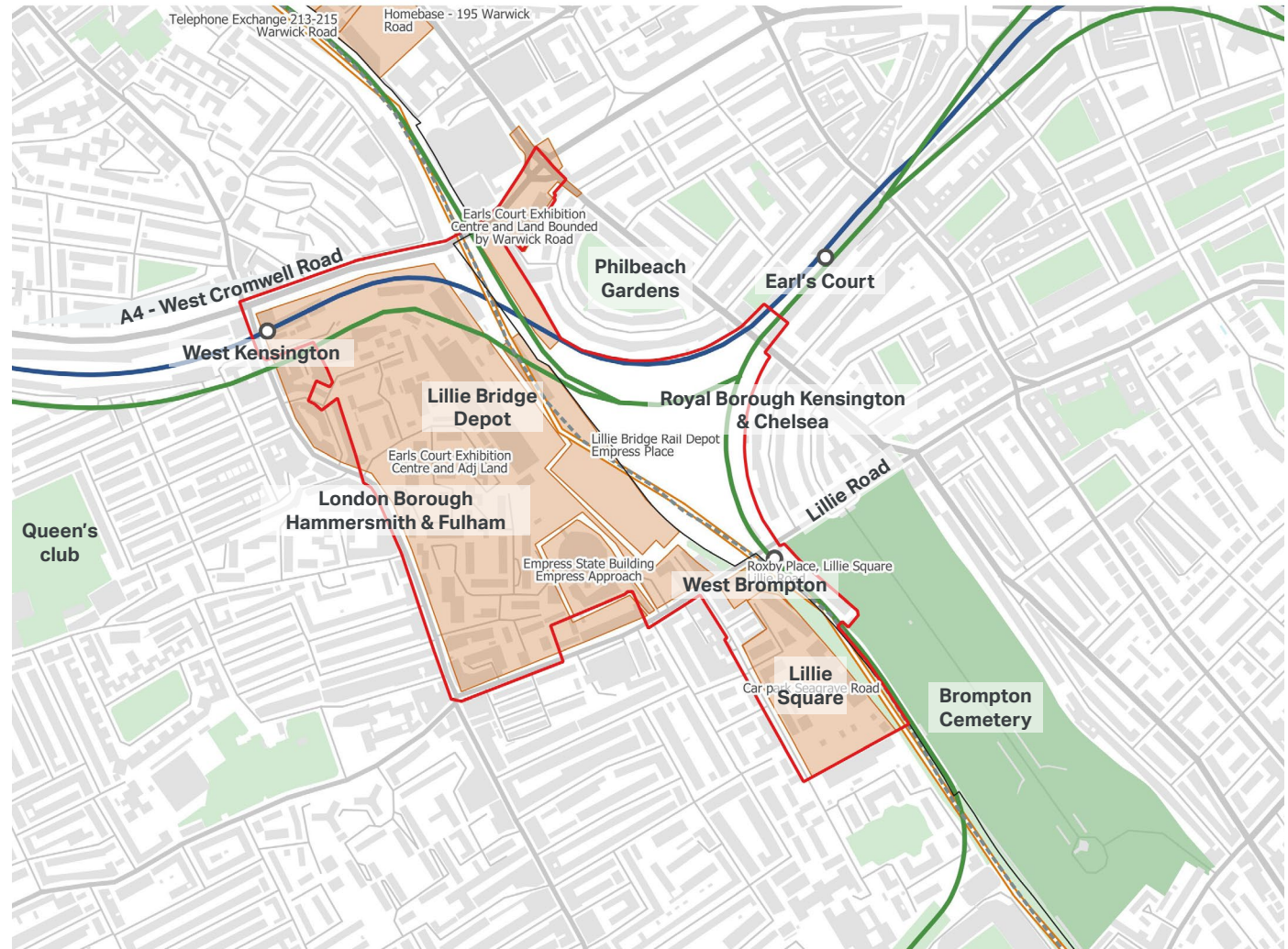
Transport and connectivity: PTAL 2031



- High PTAL - a very well connected Opportunity Area.



Earl's Court/West Kensington

SHLAA 2017: Approvals and allocations



- KEY**
-  Opportunity Area
 -  Approvals and Allocations (SHLAA, 2017)

Earl's Court/West Kensington

Site allocations: Local Plans

- Hammersmith and Fulham Local Plan was adopted in 2018.
 - ① Earl's Court Opportunity Area, including Lillie Square site to the south.
- Kensington and Chelsea Local Plan was adopted in July 2024.
 - ② Across the borough, **SA2: Earl's Court** is identified as one of the two key areas to accommodate growth is (note that the other one is also an OA; SA1: Kensal Canalside).

The Plan mentions that there are other parts of the borough where change is envisaged, but it will not involve the quantum of good growth of these two areas.



KEY
[Red outline] Opportunity Area
[Pink shading] Site Allocations - H&F Local Plan, RBKC Local Plan

Earl's Court/West Kensington

Site allocations: Local Plans

③ Lillie Square:

- Phase 1 launched in March 2014
- The affordable tenure is 200 shared ownership.
- Phase 1 (Blocks A,B,G,H) is complete: 237 private.
- Phase 2 (Block C) is complete: 186 private.
- Phase 3 (Blocks D,E,F,J) has not started: 185 private, 200 affordable

④ SA3: 100/100A West Cromwell Road

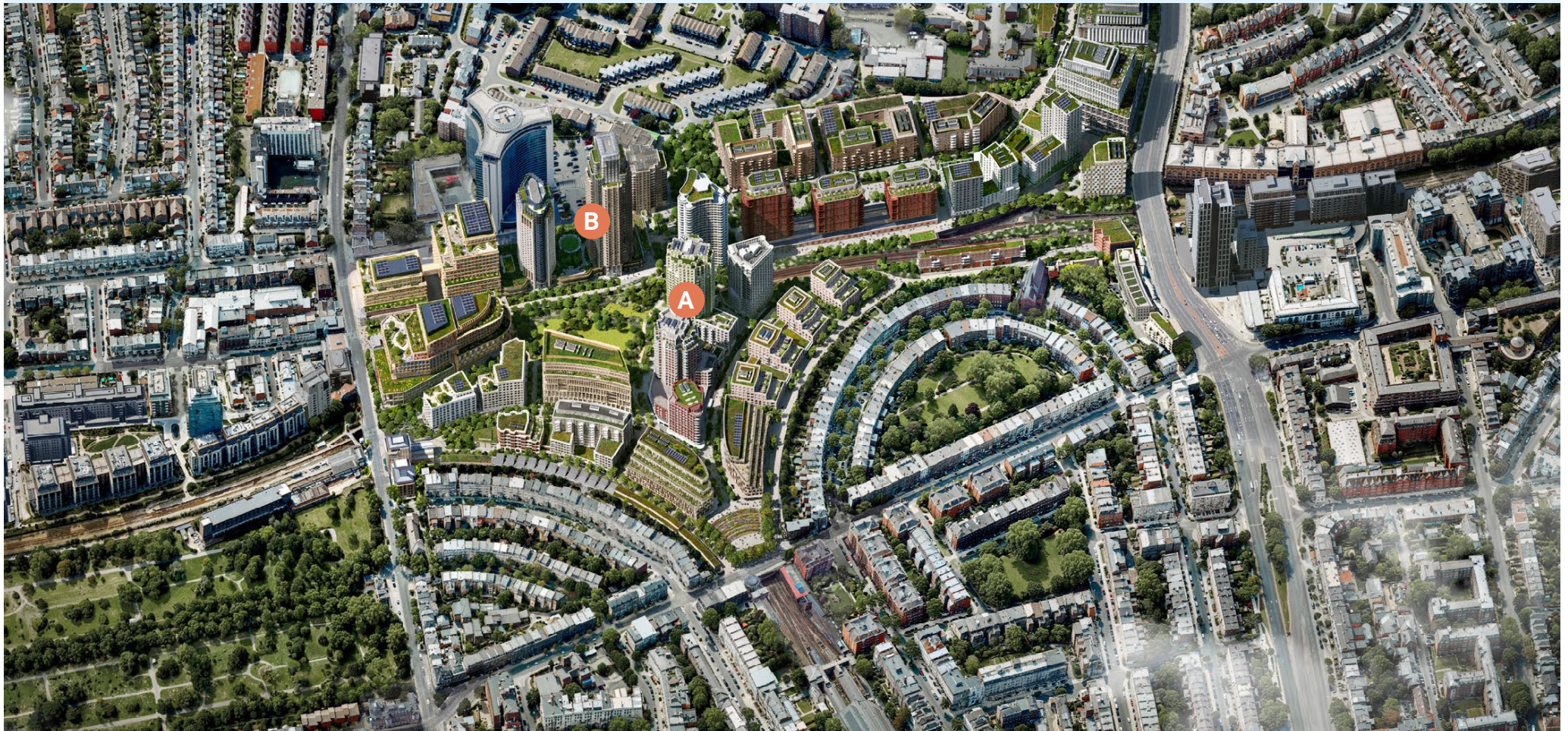
- Planning permission (PP/19/00781) granted in June 2020 for a mixed-use development which includes partial demolition of existing structures and erection of 8 buildings up to a maximum 29 storeys to provide 462 residential units (C3) including 186 affordable homes, a public leisure centre including a gym and swimming pool, commercial/retail floorspace.



Earl's Court/West Kensington

Development activity: [Masterplan](#)

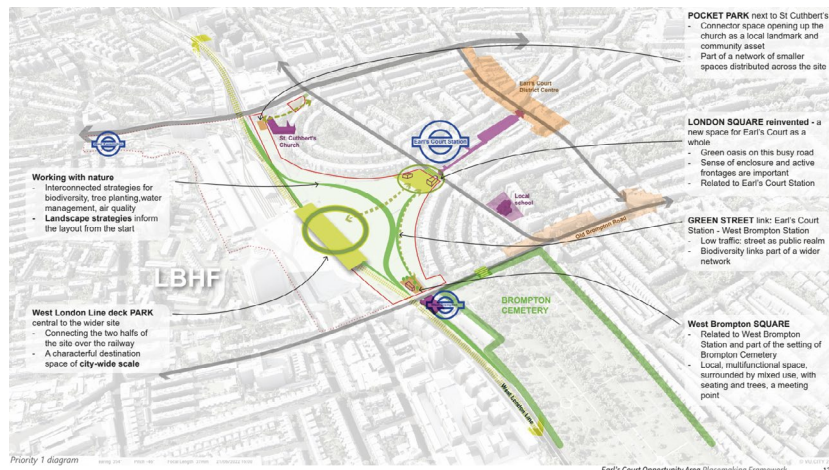
- The Earls Court Development Company (ECDC) submitted the Hawkins\Brown and Studio Egret West-designed masterplan application at the end of July 2024 and was published/validated in September 2024.
- Two Hybrid Planning Applications; outline for the whole site and two detailed components:
 - A** RBKC Detailed Component (Plots EC05/06),
 - B** LBHF Detailed Component (Plots WB03/04/05).



Earl's Court/West Kensington

Place strategies: Placemaking Vision (2023)

- The placemaking vision was adopted by RBKC in 2023 and focuses predominantly on the RKBC part of the Opportunity Area but considers and takes into account broader strategic objectives across the whole OA.
- The vision presented for the OA is to become:
- **A lively, new urban quarter of cultural, employment and residential uses** that is innovative, sustainable and integrated with the surrounding neighbourhood.
- **A significant cultural facility of world class renown** that restores a distinctive identity to the area and attract a variety of uses to make Earl's Court a vibrant destination, and would in turn enhance the wider neighbourhood, including the Earl's Court Road District Centre should be included.
- **A high quality public realm network** made of streets and open spaces, including a public park, should serve the needs of the local community and be green and inclusive.



Priority 1 Public realm first		1.1 Landscape before buildings 1.2 Working with natural systems and the inherited landscape 1.3 Open space for everyone
Priority 2 Exemplar of environmental sustainability		2.1 Vision for sustainability 2.2 Strategies for managing environmental impacts
Priority 3 Part of the city		3.1 Completing Earl's Court 3.2 Convenient and appealing connections 3.3 Sensitive integration
Priority 4 Varied and rich urban life		4.1 A place for people to settle 4.2 The value of active uses 4.3 Putting Earl's Court back on London's cultural map

Earl's Court/West Kensington

Place strategies: Engagement

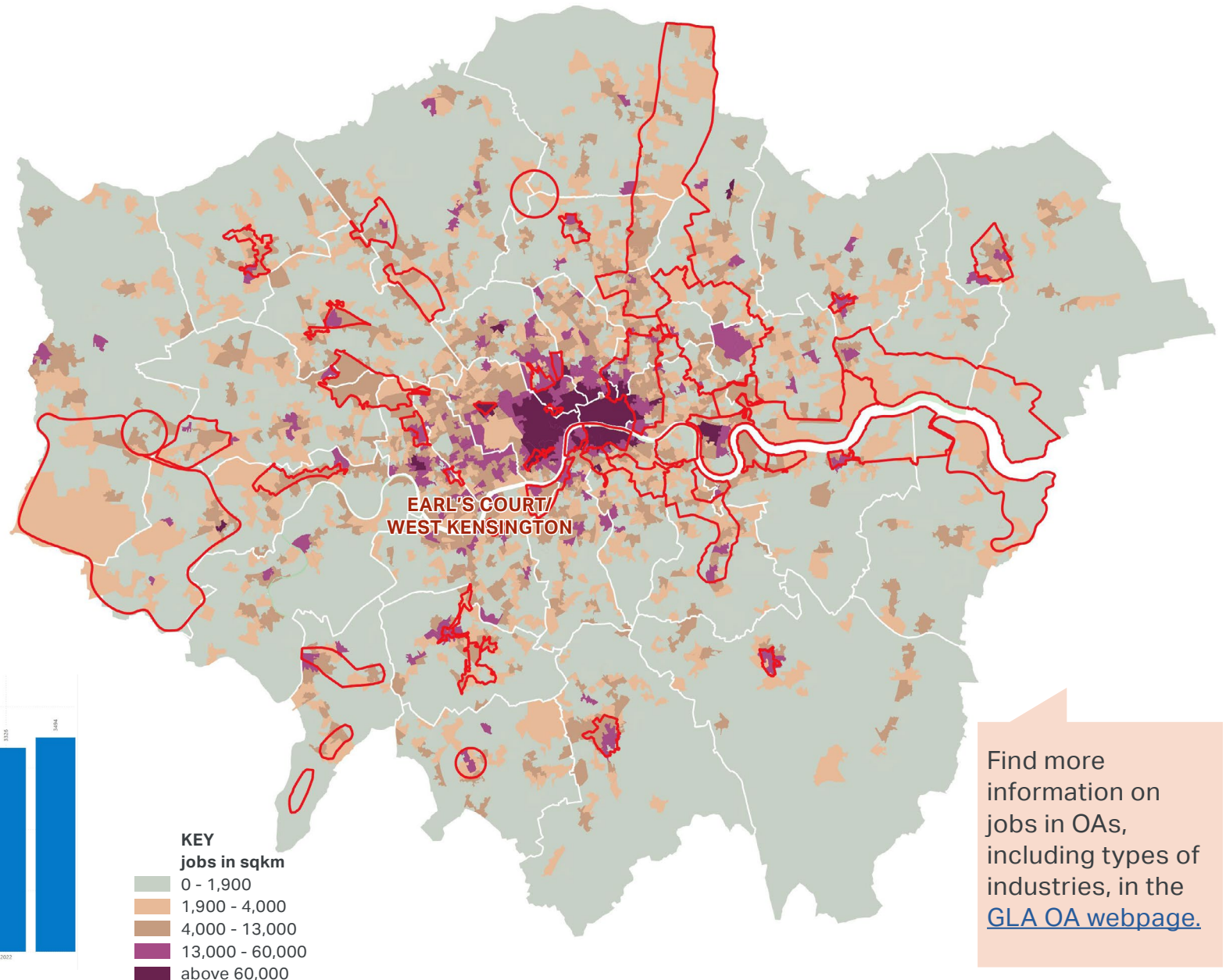
- ECDC set up The Public Realm Inclusivity Panel (PRIP) - a diverse group of people from the local area, aged 15+, who have a range of lived experiences and support needs to give a voice to local people who are not usually included in the process of creating development projects.
- The PRIP worked closely with the design team for 12 months to shape the detailed proposals for the outdoor spaces.
- Other engagement processes that started in 2020 include;
 - Initial listening exercise
 - The 'Conversation Corner'
 - Site walkarounds
 - Workshops with stakeholders and local organisations
 - Summer family fun day events in 2021



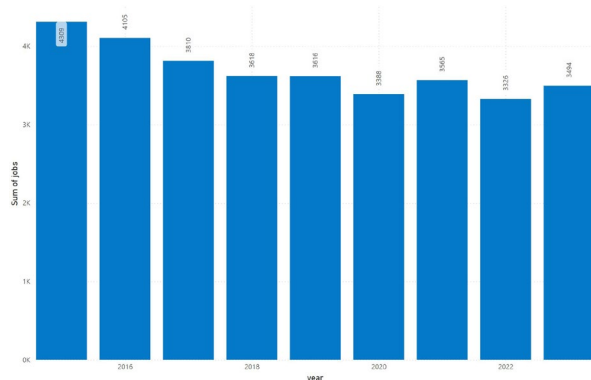
Source: Design & Access Statement, Volume 1: Outline Component. Hawkins\Brown & Studio Egret West

Earl's Court/West Kensington Jobs

- Consistent trend in jobs with jobs gradually returning to pre-Covid 19 levels of 2019.
- In 2023, there were 3,494 jobs in the OA.



Jobs by year in the OA



Source: Census, Business Register

Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

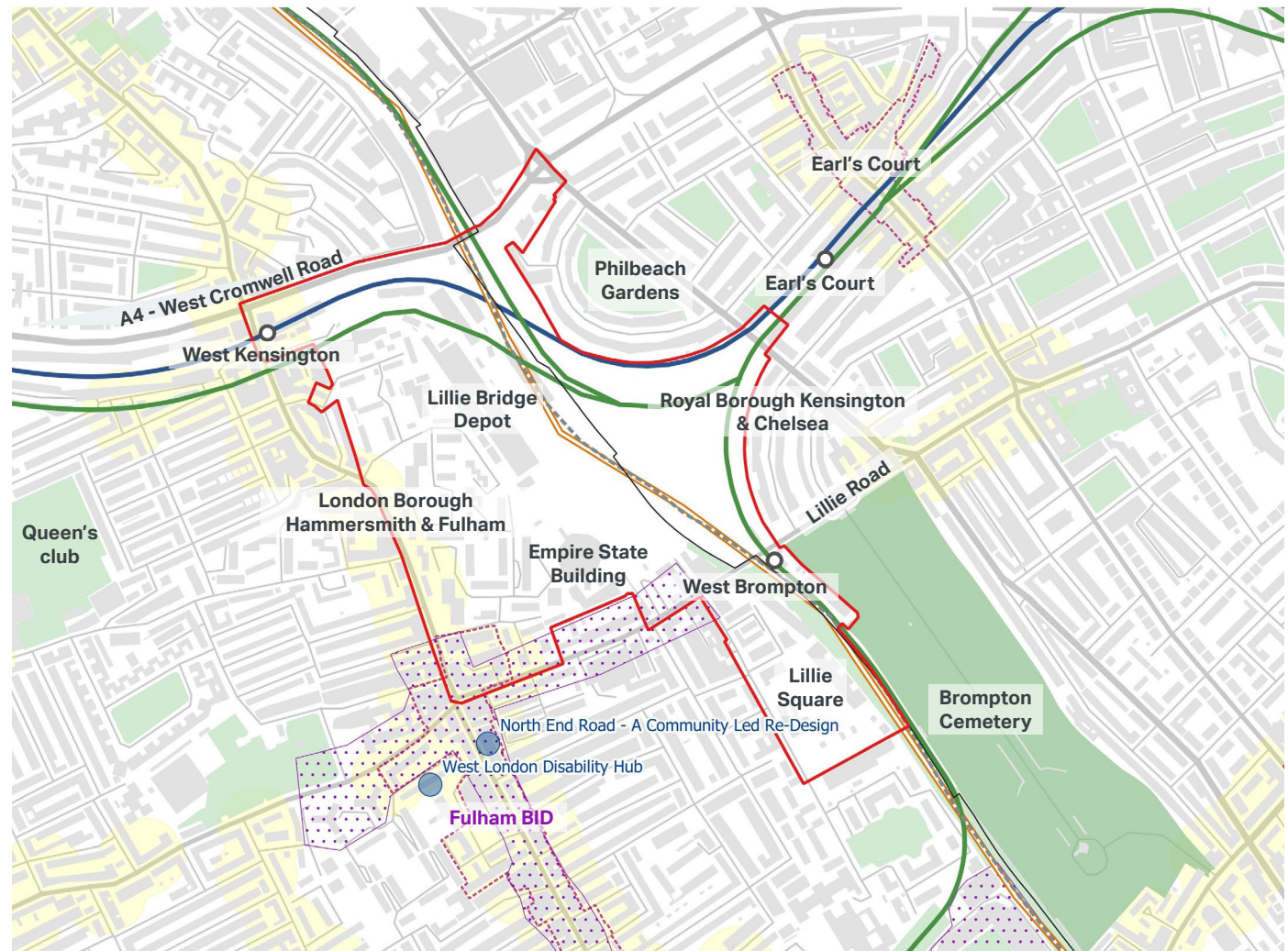
Earl's Court/West Kensington Town Centres and High Streets

- Opportunity to connect communities and high street east - west.
- Opportunity for the OA to become a destination (exhibition centre legacy).
- Outline application prioritises green spaces at the heart of the masterplan.



Place Pillar axonometric: A cultural ecosystem

Source: Design & Access Statement, Volume 1: Outline Component. Hawkins\Brown & Studio Egret West



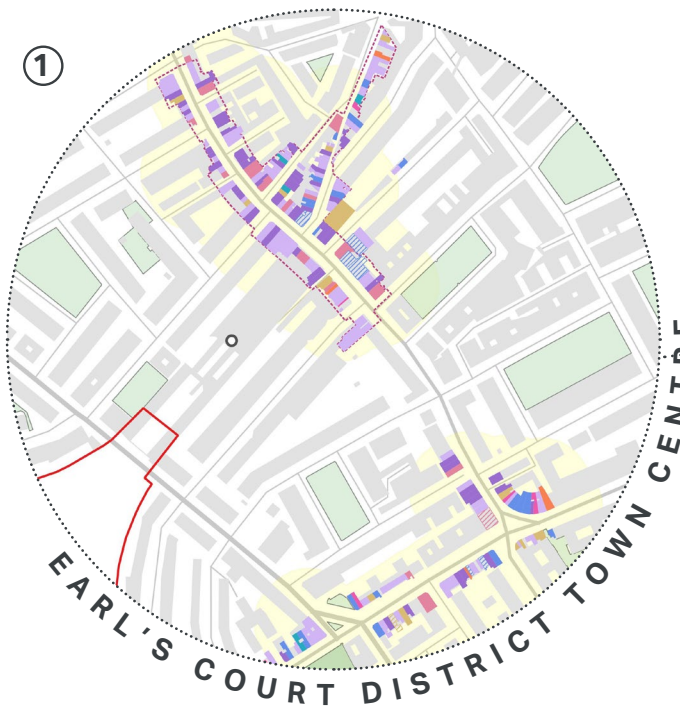
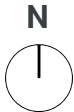
KEY

- Town Centre
- High street
- Business Improvement District (BID)
- Good Growth Funded project (Round 1 to 3)



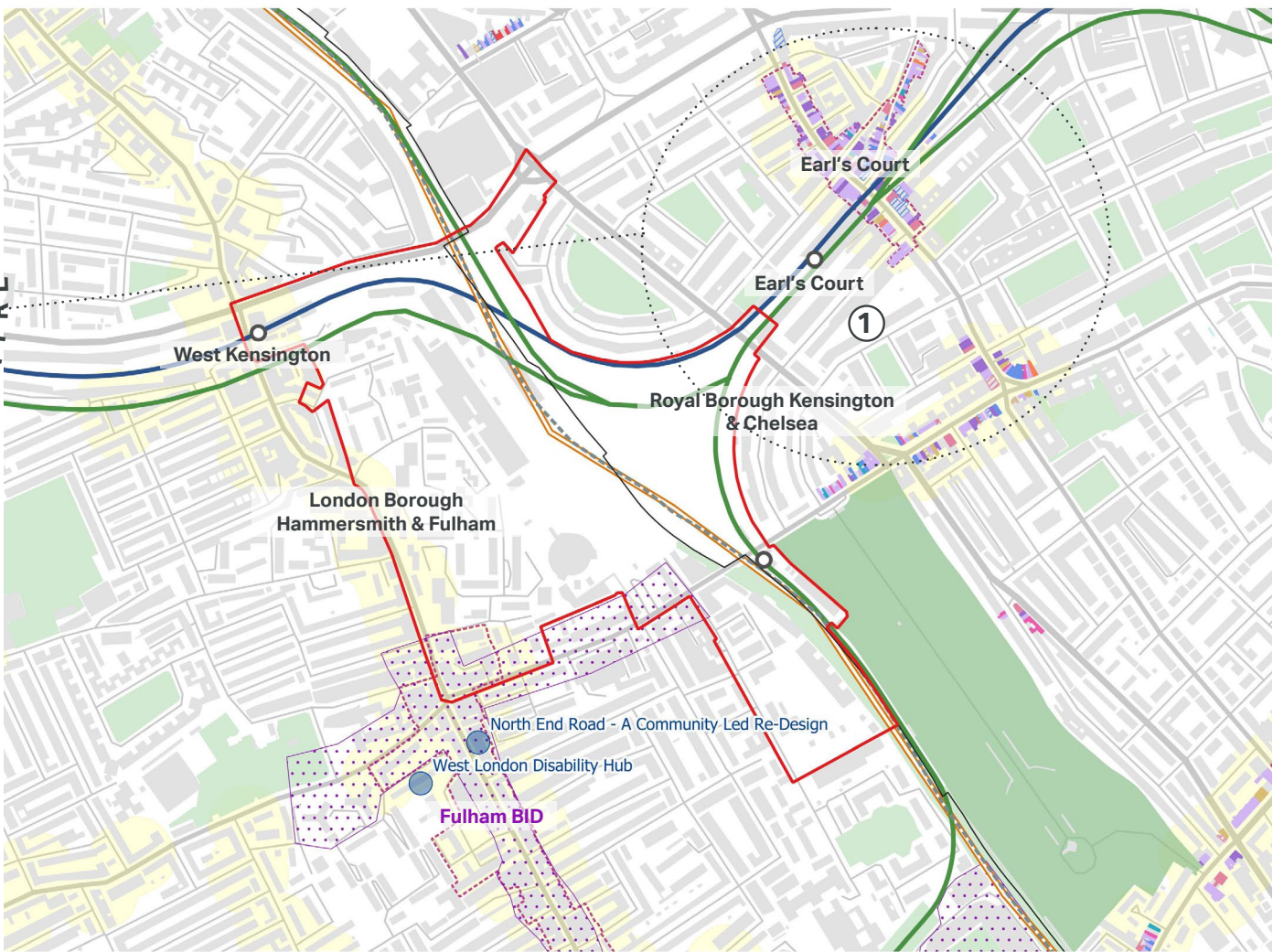
Earl's Court/West Kensington

Land uses - Earl's Court Town Centre



- KEY**
- Opportunity Area
 - Residential: Dwelling Houses (C3)
 - Commercial Activity: Shops (E(a))
 - Commercial Activity: Restaurant and Cafe (E(b))
 - Commercial Activity: Financial and Professional Services
 - Commercial Activity: Indoor Sport, Recreation or Fitness
 - Medical or Health Services (E(e))
 - Creche Day Nursery or Day Centre (E(f))
 - Business (E(g))
 - Sui Generis (Others)
 - Unclassified
 - Vacant: Financial and Professional Service
 - Vacant: Medical or Health Services (E(e))
 - Vacant: Sui Generis (Others)

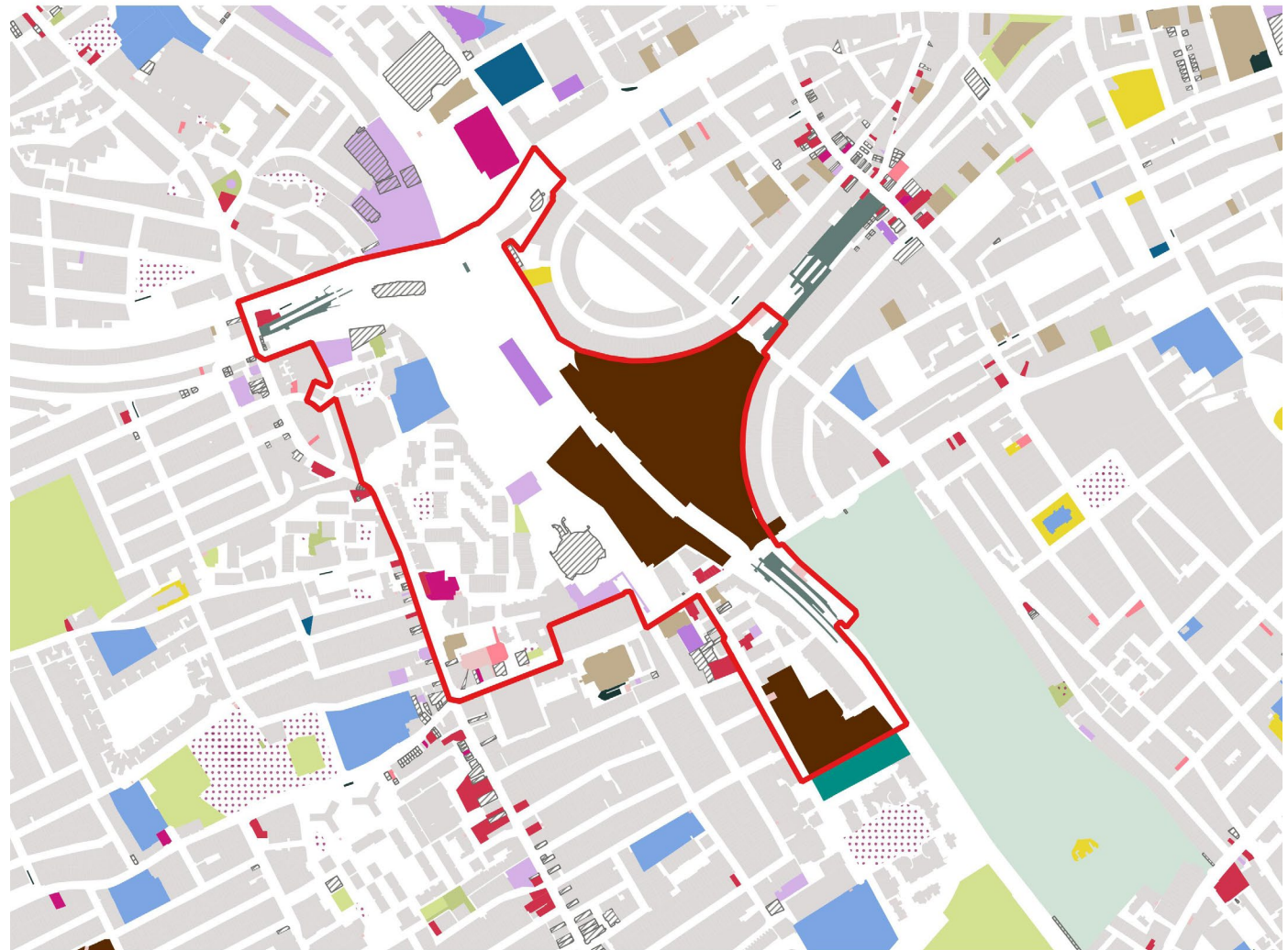
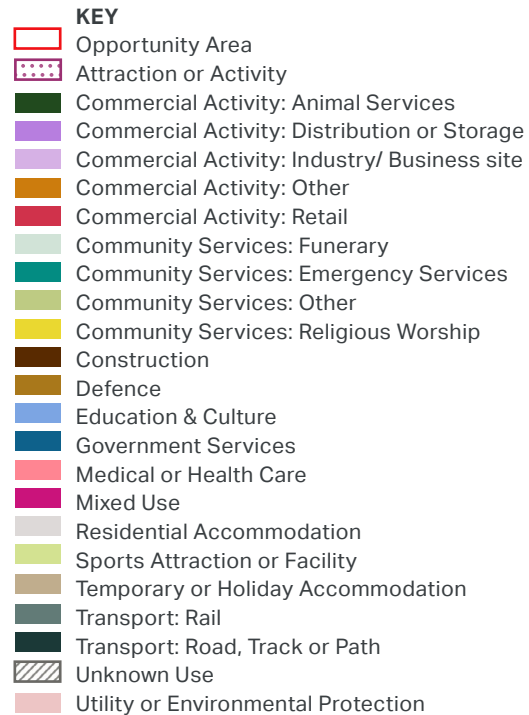
Source: RBKC Town Centre Survey (2024) - Shop Survey



- Town Centre
- High street
- Business Improvement District (BID)
- Good Growth Funded project (Round 1 to 3)

Earl's Court/West Kensington

Land uses



Source: OSNGB, City Intelligence Unit (GLA)

Earl's Court/West Kensington

Moving forward

Delivery

- Earl's Court plays a key role as one of the emerging schemes along the **West London Railway Line corridor**.
- Delivery of homes and jobs dependent on decision for the **recently submitted outline application**.
- The outline application targets the delivery of **4,000 new homes** (35 per cent affordable).
- [Opportunity London Investment Prospectus \(2025\)](#) features the Earl's Court scheme as one of 20 live opportunities. Earl's Court Partnership Limited (ECPL) is seeking a long-term aligned Institutional Capital partner to deliver Earls Court Phase One.

Economy

- 12,000 new jobs are estimated in the outline application.
- Reinstating its position as a destination for innovation and discovery, including three new anchor **cultural venues**.

Open space/ connections

- Key to the vision for the OA is the delivery of a 4.5 acre **park at the heart of the masterplan**.
- The OA presents an opportunity to **open up new east-west and north-south connections** that facilitate access to surrounding local and district centres.

Engagement

- **Public Realm Inclusivity Panel** (exemplar of considering marginalised groups, in particular disabled users)
- Temporary uses opening up the site.

Proposition

- No change in the status of the OA - it can remain as 'Ready to Grow'.
- **Opportunity:** The OA contains one of the largest brownfield sites within central London, with a potential to deliver 4,000 homes and employment at a strategic scale providing a new urban quarter with innovation and cultural offer at its heart.

