

# Case study London, Earls Court Urban masterplan



A

**A**  
Sketch illustrating masterplan components including Four Villages, High Street, Broadway and Lost River Park  
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**B**  
**Strategic design recommendations**  
addressing key issues around the site in terms of linkages, land use and landscape

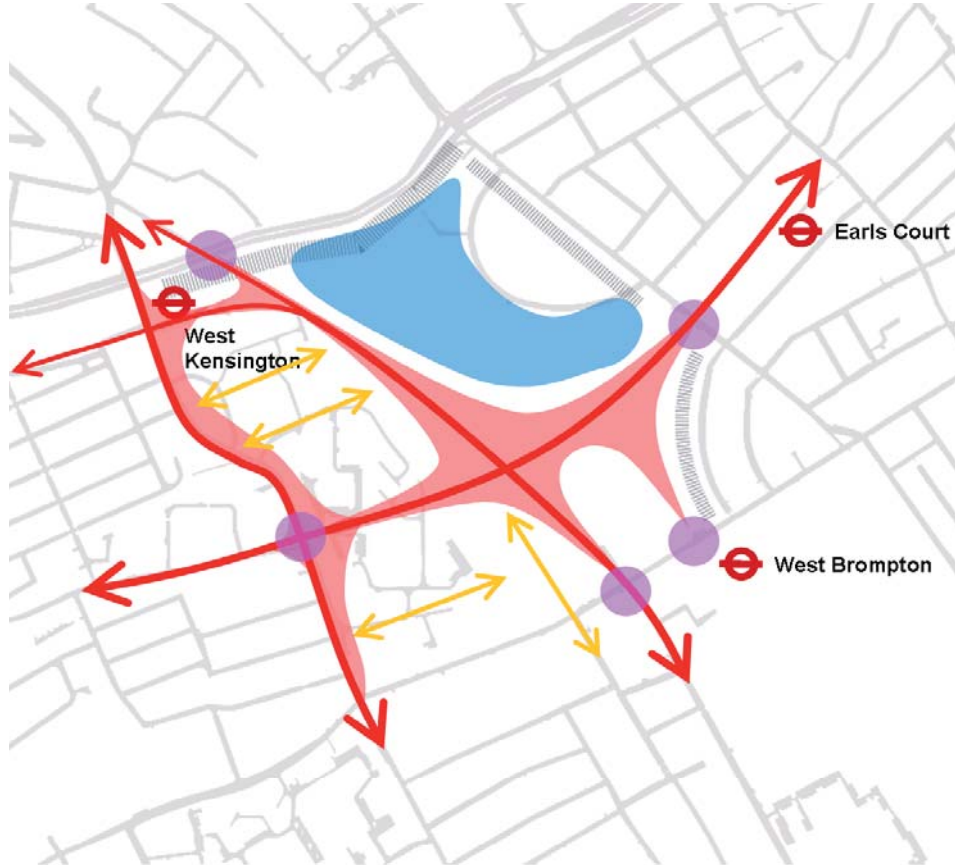
**Client**  
Capital & Counties

**Duration**  
2010 - ongoing

**Professional team**  
Terry Farrell and Partners  
Patel Taylor

**Our role**  
Strategic urban design advisor

**Key features**  
Urban baseline study  
Design review  
Development option evaluation



B

**The opportunity**  
Capital & Counties is developing the Earls Court Regeneration Area (ECRA) masterplan in partnership with the London Borough of Hammersmith and Fulham (LBHF) and Transport for London (TfL). Terry Farrell Architects were appointed to lead a multidisciplinary team in order to deliver a unique proposal and secure planning permission for the site.

Although the site is strategically located and close to important transport nodes, it is constrained by traffic dominated infrastructure and poor public quality realm. Space Syntax was appointed to carry out an urban baseline study and a spatial layout design review in order to provide the team with an in-depth understanding of key opportunities and constraints related pedestrian use, strategic layout and land use distribution in order to ensure the success of the development as a new London hub.



C



D



E



F

**C Spatial accessibility model of the proposed scheme** demonstrating how the proposed scheme embeds into its local context through internal routes connected to key streets surrounding the site

**D Urban blocksize analysis for the existing** highlighting the site as a large urban block which reduces permeability

**E Landscape map** illustrate the quality of the public realm

**F Final masterplan sketch**  
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### Our contribution

Using spatial modelling techniques and on-site surveys, the existing site conditions and the proposed scheme have been assessed according to the following five themes:

**Location:** relationships with a wider context, social and economic infrastructure in the area

**Linkages:** key gateways, public transport links

**Layout:** accessibility, walkability, permeability within/around the site

**Land use:** key attractors, area characters

**Landscape:** quality of public realm, activity potential

### The outcome

The urban baseline study identified opportunities and constraints of the development site. As a result a series of key evidence-based spatial layout and land use strategy were implemented in the masterplan.

Working in a collaborative environment, the outcomes were communicated with the design team through a series of design workshops and presented at stakeholder meetings. The findings were instrumental in the design process and at stakeholder meetings by providing an objective evaluation of the proposal and the design rationale.