Investing in Olympia’s future

This brochure has been produced to update you on our proposals to maintain and enhance Olympia and also to invite you to an exhibition of our Phase Two Improvement Proposals.

Earls Court & Olympia Group Limited is committed to ensuring that Olympia sustains its position as a world-class venue into the future.

The vision is to enhance the exhibition centre whilst upgrading the estate and creating a more attractive, efficient and economically sustainable exhibition venue.

We also plan to improve the public realm and support the local economy by attracting new investment and creating job opportunities. The first phase of the improvements to Olympia was to upgrade Olympia West (formerly West Hall) and Olympia Central (formerly Olympia 2) whilst respecting their heritage. The internal spaces are now easier to access and utilise and the experience of the customers and neighbours has been improved.

We have been developing our proposals for the second phase of the improvement programme and these will focus on:
1. The G-Gate site
2. The Grand Hall entrance
3. Olympia Way
4. The multi-storey car park
5. The Maclise Road car park site

There is an outline of the proposals for each scheme in this brochure and more detailed information will be available at the public exhibition in the Apex Room of Olympia Exhibition Centre, located above Pizza Express on the corner of Hammersmith Road and Olympia Way.

Exhibition dates
Thursday 9th May 2013
14.00 – 20.00
Saturday 11th May 2013
10.00 – 16.00
Phase One

Improvements so far

Phase One of the improvement works to Olympia focused on improving existing buildings and facilities.

We were granted planning permission by the London Borough of Hammersmith & Fulham on 16/12/10 for the reconstruction of Olympia West and on the 14/11/11 for the refurbishment of Olympia Central.

Olympia Central

The refurbishment of the listed building has created enhanced conference facilities and a new service marshalling yard at ground level. This has increased efficiency and reduced the impact on surrounding streets and on our neighbours.

The enhanced Olympia Central opened to the public in September 2012.

Olympia West

The reconstruction of Olympia West has created a fully flexible, accessible and integrated exhibition space and a new dedicated visitors’ entrance which opened in December 2011.
Planning consent was granted in January 2010 to build an ‘apart-hotel’ on this site which was not connected to the venue. We are proposing a new hotel scheme which will physically connect to Olympia Central.

The materials proposed for the façade are in keeping with the surrounding area. The height of the proposed hotel along Hammersmith Road complements the existing art deco Olympia Central building and the scale of surrounding buildings.

**Phase Two**

**1 G-Gate site**

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![Consented Image]

![Proposed Image]
Summary of our proposal:

- Redevelopment of the site to provide a new 250 bedroom hotel of 7 and 9 storeys at the junction of Hammersmith Road and Lyons Walk
- Taxi drop-off, servicing for the hotel, and the retention of a servicing area for the Olympia Exhibition Centre
- Provision of a physical link from the hotel to Olympia Central and Olympia West
- Restaurant, bar and conference/meeting rooms within the hotel
Phase Two
2 Grand Hall entrance

We are proposing a new entrance to the Grand Hall that will enhance the façade as well as improve the visitor experience.

This will involve demolishing the existing entrance building to the Grand Hall on Olympia Way along with the security office and external staircase. They will be replaced by a high quality single storey glass entrance pavilion. This will be accompanied by some external refurbishment of the Grand Hall façade.
We are proposing environmental improvements to Olympia Way to enhance its appearance including:

- A shared surface road for vehicles and pedestrians
- New lighting
- Retention of existing trees with new landscaping
- A new cycle lane
We propose to add parking on the roof and to infill part of the elevation looking onto Maclise Road which will increase the capacity by 128 parking spaces.

This will accommodate the parking displaced by the redevelopment of the surface car park on Maclise Road. The external treatment to the infill will be sympathetic to the existing building.
We are proposing a residential development on the site of the existing Maclise Road car park. In developing our proposal we have taken on board comments from the community about the previous planning application for this site. We believe that we have produced a scheme which is in keeping with the surrounding area whilst making best use of the site.

We intend to replace the car park by providing a single level basement car park at the southern end (near the existing entrance to the site) as well as enhancing the capacity of the multi-storey car park on Maclise Road.
Summary of our proposal:

- 87 residential units comprising:
  - Two 4-storey buildings providing a total of 44 apartments
  - A terrace of 15 × 4-storey and 10 × 3-storey town houses
  - A separate mews of 18 × 2 storey houses
  - A new single level basement at the southern end of the site to replace the existing operational parking. This will accommodate approximately 90 cars or 55 light goods vehicles

- Retention and enhancement of the woodland area located at the northern end of the site
- Landscaping and tree planting to enhance the green corridor
- The proposed buildings will respond to the residential context
- A new ‘street’ will be created that follows the alignment of Sinclair Road and Russell Gardens Mews
EC&O is very proud of its long-standing relationship with local residents and this brochure forms part of the consultation process with you about our proposals.

Prior to the submission of the Phase One proposals to the London Borough of Hammersmith & Fulham, we undertook extensive consultation with local residents, businesses, amenity and interest groups.

We remain committed to working with the local community as we develop our Phase Two proposals.

We will be holding a public exhibition in the Apex Room of Olympia Exhibition Centre, located above Pizza Express on the corner of Hammersmith Road and Olympia Way.

We are proposing to submit the Phase Two proposals in a series of planning applications to the councils by the middle of the year. The London Borough of Hammersmith & Fulham and the Royal Borough of Kensington & Chelsea will then consult you as part of the statutory consultation process.

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Further information

If you would like any further information about the Phase Two proposals, or about Olympia generally, you can find details on www.olympia.co.uk

Alternatively, you can contact
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