White City

Opportunity Area Planning Framework

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Acknowledgements

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Mayor’s Foreword
by Boris Johnson, Mayor of London

On a recent walk around White City I was struck by the huge potential of the area.

Once a part of London’s Olympic history, the home of greyhound racing and more recently BBC Television Centre, the area has known and seen great change over the years. Previous generations of town planners and engineers have left their mark and not always in a positive way. The great urban highways that sever the landscape are a reminder of an era when everything took second place to the needs of motorists. And through all of this time people made their homes in the area in the post-war great estates, and shown their resilience and adaptability with the Westway Trust and West London Community Riding Centre providing excellent sporting and social facilities in the shadow of the motorway. These community efforts are to be applauded and I will look to developers to contribute to their ongoing success.

London’s population is growing and so is its economy. The London Plan identifies Opportunity Areas across the capital which have the potential to accommodate substantial numbers of new jobs and homes. White City is such an area, with a unique set of challenges and opportunities.

Together with Hammersmith & Fulham Council and Transport for London, we have looked at where we can make changes for the better. We have given you the opportunity for you to give us your views, and have spoken to major landowners and developers in the area to understand their plans for the future. I present the White City Opportunity Area Planning Framework that seeks to guide future development of the area.

The Framework builds on the area’s rich heritage, which has influenced its character, and proposes exciting new green spaces, bridges to surrounding communities, thousands of new homes including much-needed affordable housing for families, and an inspiring new hub for creative industries, leisure, media and innovation anchored by some of the world’s greatest institutions including the BBC and Imperial College London. And it is being realised with development already underway.

The Leader at Hammersmith and Fulham Council, Councillor Nicholas Botterill, is keen to realise the potential of White City as much as I am, and I look forward to continued working together on one of the most exciting areas within West London.

Boris Johnson,
Mayor of London
Leader’s foreword
by Nicholas Botterill, Leader, Hammersmith & Fulham Council

Hammersmith & Fulham Council is an ambitious local authority, striving to offer all our residents the best opportunities. This White City Opportunity Area Planning Framework (WCOAPF) is intended to help turn aspirations into reality.

Although this is a technical planning document, it is in fact much more. Together with existing development plan policies, the WCOAPF has the potential to improve the prospects of thousands of local people by creating significant housing and job opportunities, whilst delivering tangible benefits to the local neighbourhood. In times of austerity, it is absolutely vital that local authorities do their bit to stimulate their economies by attracting inward investment. This document sets out a framework to do just that, by providing guidance on how development should come forward on land to the east of Wood Lane and north of the existing Westfield Shopping Centre.

The regeneration of White City is already being realised, with much progress in the area since the release of the first draft WCOAPF and adoption of the Core Strategy. Westfield has received outline planning permission for a £1bn scheme to build up to 1,522 homes and expand the shopping centre, providing £20million in community benefits. Furthermore, Imperial College London has begun construction on the former BBC site, creating 3,150 jobs and delivering £8million in community benefits. Helical Bar/Aviva secured a resolution to grant planning permission for a mixed use scheme on the Dairy Crest site however this site has more recently been acquired by Imperial College London who want to expand their educational campus as part of a mixed development scheme. Stanhope/BBC have submitted their planning application to redevelop TV Centre and St James have acquired the former M&S site. We are encouraged that this demonstrates the growing interest and investment that developers and landowners are prepared to undertake to deliver the future vision for White City.

Hammersmith and Fulham is a borough of opportunity, where the council works hard to ensure that residents have access to some of the best schools and jobs and are able to buy a home. I am enjoying working with the Mayor of London on what is one of the biggest opportunities yet for this borough.

The WCOAPF dovetails with Team White City and the Neighbourhood Community Budget Pilot, through which the council, local people and organisations in the area are developing better and more effective ways of working together.

We are determined to make the most of this once-in-a-generation chance to realise the potential of White City and look forward to working with you as plans come forward.

Cllr Nicholas Botterill,
Leader, Hammersmith & Fulham Council
Vision for the wider White City Opportunity Area

White City – World City

White City will be a vibrant and creative place with a stimulating and high quality environment where people will want to live, work, shop and spend their leisure time.

Anchored by world leading institutions including the BBC and Imperial College London, and with one of London’s best retail offers at Westfield in a reinvigorated and metropolitan town centre, the area will become a renowned hub for creative industries and innovation. Many creative, media and entertainment companies together with bio-tech and high-tech start-ups will be attracted to the area, where cutting edge business and academic research will be linked with schools and colleges to inspire young people, providing opportunities for training and skills development in the community. The area will contribute to meeting local employment and community needs, with a high proportion of new jobs filled by local people.

The area to the north of Westfield and including the former BBC television centre will become a new urban quarter with an enlarged, mixed community, through housing-led, mixed use development and refurbishment of some existing buildings. There will be a substantial increase in the number of homes for sale and rent at a range of prices and affordability, providing a local ladder of affordable housing opportunity, supported by new leisure, green space, schools and community facilities.

The existing community will expand over a wider area on both sides of Wood Lane, with a more varied, balanced and sustainable socio-economic mix. All existing residents will be able to continue living in the area, and will be benefitting from new local job opportunities. Many of the estates’ existing residents, especially those suffering from inadequate conditions like over-crowding, will have been able to move into better, more suitable homes in the local area or to remain in and benefit from an improved environment.

The economic health of the historic Shepherds Bush Town Centre will be revived. It will be a thriving destination in its own right, with an invigorated market, theatre, refurbished common and focus on entertainment, leisure and other town centre attractions.

The Opportunity Area will be fully integrated within the wider local area. The area will be a model of high quality urban design, sustainable architecture and construction situated within a first class, permeable and inclusive public realm to encourage walking and cycling. Many people will choose to both live and work in the area, reducing the need for commuting and demand on the public transport and road network. The majority of new trips in and out of the area will be made by public transport, walking and cycling, to avoid adding to road congestion.

Outstanding environmental performance will be achieved by the use of low and zero carbon technologies, including renewable energy sources, a district heat network and combined heat and power.
Key Objectives

Key objectives for achieving the vision for the OA are as follows:

1. Provide mixed use commercial development:
   - Encourage offices, hotels and flexible workspaces to shape and continue the growth of the economic sector.
   - Capitalise on existing activities in the area and encourage spaces that can offer creative, media, bio-medical research and development industries that build on the presence of the BBC, Imperial College London, Westfield and Hammersmith Hospital.

2. Reinforce and connect with the town centre:
   - Provide opportunities for the extension of town centre activities northwards to better connect the Westfield Development with the area to the north.
   - Improve the public realm to provide north-south connections to and from the town centre.

3. Creation of new housing and opportunities:
   - Capacity for approximately 4,500 new homes in White City East together with additional student housing.
   - Encourage a broad range of tenures, house sizes and affordability, including housing that is affordable to young families, middle income earners who cannot afford to buy on the open market and key workers and households who are neither wealthy nor able to qualify for access to affordable rented.
   - Explore opportunities for the regeneration of the estates if financial viability and funding improves and if developments can afford to provide sufficient amounts of social rented housing.

4. Maximise Connectivity:
   - Provide pedestrian and cycling connections under and over major transport infrastructure.
   - Provide road access and circulation on key development sites.
   - Respond to the increases in population with transport infrastructure improvements.

5. Create high quality public realm and open space:
   - Ensure the provision for a large public open space, White City Green to be at the heart of the new mixed-use area.
   - Encourage other smaller areas of open space that reflect the existing nearby urban context that enhances local identity and contributes to secure, healthy and accessible environments.
   - Provide a network of routes that improve permeability and connectivity between areas of open space, community, transport facilities, homes and jobs.

6. Increase employment opportunities
   - Increase capacity for 10,000 new jobs to be provided across the OA and improve access to training initiatives and apprenticeships.

7. Provide social and community facilities
   - Ensure sufficient access to a range of schools, health, leisure and community facilities to support the increased population and benefit local people where possible.

8. Provide innovative sustainable, energy solutions
   - Explore the potential for a district energy masterplan that could be shared between major landowners and link with nearby areas.
   - Explore opportunities for shared and co-ordinated approaches to waste and freight.
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The Greater London Authority and the London Borough of Hammersmith & Fulham are jointly preparing a Planning Framework for the White City Opportunity Area (WCOA) in partnership with Transport for London (TfL). This public consultation draft has been developed on the basis of many discussions with local landowners, local stakeholders, English Heritage and the Royal Borough of Kensington and Chelsea.

The White City Opportunity Area Planning Framework (WCOAPF) provides guidance on environmental, social, design and economic objectives that are set out in National, London and local policies that apply to development within the Opportunity Area (OA): that is, in particular, the National Planning Policy Framework, London Plan (November 2011), London Borough of Hammersmith & Fulham’s Unitary Development Plan (as amended September 2007 and 2011), London Borough of Hammersmith & Fulham Core Strategy (October 2011), the London Borough of Hammersmith and Fulham emerging Development Management Document (anticipated to be adopted before this OAPF), the Mayor’s Transport Strategy and the Borough’s Local Transport Plan. The OAPF also has regard to the London Plan Revised Early Minor Alterations (June 2012).