

White City World City: Opportunity Area Planning Framework  
Public Consultation – April 2011

**White City - World City**

**Opportunity Area Planning Framework  
Public Consultation  
April 2011**

**Mayor of London**

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## How to comment on this document

We are asking for comments on this draft Opportunity Area Planning Framework (hereafter referred to as OAPF) which sets out the framework against which any potential redevelopment of the White City Area (hereafter referred to as the Opportunity Area or OA) would be assessed.

Please send any comments:

- by email to: [WhiteCityOAPFconsultation@lbhf.gov.uk](mailto:WhiteCityOAPFconsultation@lbhf.gov.uk); and
- by post to:

The White City Opportunity Area Project Team  
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London, W6 9JU

Please submit your comments by **5pm Friday 10 June 2011** and make it clear in your written comments which chapter, page, table, or paragraph you are commenting on.

Copies of the draft OAPF will be available for reference at the following locations:

- The London Borough of Hammersmith and Fulham's (hereafter referred to as LBHF) and Greater London Authority's (hereafter referred to as GLA) websites ([www.lbhf.gov.uk/whitecityOAPF](http://www.lbhf.gov.uk/whitecityOAPF), [www.london.gov.uk](http://www.london.gov.uk));
- The Duty Planner Office, First Floor, Hammersmith Town Hall Extension, King Street, Hammersmith, London, W6 9JU (9am to 5pm Monday to Thursday, 9am to 1.00pm Friday);
- Greater London Authority, City Hall, The Queens Walk, More London, London SE1 2AA (Monday to Friday 9am to 5pm).
- Shepherd's Bush Library  
Westfield London, 6 Wood Lane, Shepherd's Bush, W12 0HQ (Sunday 11am to 5pm, Monday to Friday 10am to 8pm, Saturday 10am to 5pm)
- Hammersmith Library, Shepherds Bush Road, London, W6 7AT (Sunday 11am to 5pm, Monday to Thursday 10am to 8pm, Friday 10am to 5pm and Saturday 10am to 5pm);
- Askew Road Library, 87/91 Askew Road, London W12 9AS (Sunday closed, Monday 10am to 5pm, Tuesday 10am to 7pm, Wednesday 10am to 5pm, Thursday 10am to 7pm, Friday 10am to 5pm, Saturday 10am to 5pm)
- The White City Community Centre, India Way, White City, W12 7QT (Office/Service Opening Times 9.30am to 9.00pm Monday to Friday, Saturday 11.30am to 4.00pm)

Please note that we will also publish and make available for public inspection copies of representations once consultation has completed.

All comments received within the consultation period will be considered in the preparation of the revised draft OAPF, which will be published for a further round of consultation in Autumn 2011. A statement will be prepared summarising the main issues raised in the consultation and how these issues have informed the revised draft OAPF. If you would like more information please call 0208 753 3347 for LBHF enquiries or 0207 983 4804 for GLA enquiries.

This document will be made available in large copy print, audio cassette, Braille, or languages other than English upon request. If you require the document in one of these formats, please see the contact details above.

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**White City**  
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## **Mayor's foreword**

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.

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. And we have spoken to the major landowners and developers in the area to better understand their plans for the future. This has led to the publication of this draft 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.

Now it is your opportunity to give us your views on an exciting vision for the future of White City, one where new homes, jobs, trees and green spaces will create tremendous opportunities for the communities that live there today and in the future.

I look forward to continued joint working as we work to address the major issues for White City, particularly the delivery of transport and public realm improvements and the major development proposals that will transform the Opportunity Area in the coming years.

Boris Johnson, Mayor of London

## **Leader's foreword**

This council always seeks to put our residents first by providing high quality, value for money services at the lowest possible cost to the council taxpayer. That will always be the thing that drives Hammersmith & Fulham Council, but we are ambitious to deliver more.

We want this borough to provide our residents with a hand up to new job and housing opportunities. We want you to have a choice over what kind of home you want to provide for your family and we want your children to have access to the very best schools so that they can get on in life.

In short, we want H&F to become a 'Borough of Opportunity' for our residents and the White City Opportunity Area Planning Framework (WCOAPF) gives us a once-in-a-generation chance to turn aspiration into reality in White City.

The Opportunity Area Planning Framework (OAPF) may come across in part as a technical planning document, but what shines through is the sheer potential to change the lives of thousands of people by providing better housing and job opportunities, whilst delivering real tangible improvements to the local neighbourhood.

I know that far too many families in the area do not believe that they have housing choice and access to good employment opportunities. We have the chance to address that by creating thousands of new homes, many of which will be affordable to people on low and middle incomes, and by creating thousands of new jobs.

We know that the OAPF is important to London's economic growth, but it can only be delivered with the help of local people. This is your community, your neighbourhood and your full involvement will be vital if we are to realise that potential.

I look forward to hearing your views on the OAPF.

Cllr Stephen Greenhalgh, 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 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. New housing will have been provided in ways that reflect the best of the surrounding established residential neighbourhoods in areas such as Ladbroke Grove and Holland Park. 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.

Housing estates within the Opportunity Area will have been regenerated with residents benefiting from new local job opportunities and greater housing choice. 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 there will be at least the same amount of social rented housing as there is today. Many of the estates' existing residents, especially those suffering from inadequate conditions like overcrowding, will have been able to move into better, more suitable homes in the local area or to remain in an improved environment.

The area may incorporate a brand new football stadium with community sports facilities, replacing the cramped and outdated ground at Loftus Road, should Queens Park Rangers Football Club come forward with acceptable and compatible proposals that facilitate regeneration of the existing housing estates in ways which benefit existing residents.

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.

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## Executive summary

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) sets out the strategic policy framework for development within the Opportunity Area (OA), articulates the key policy directions established in *Planning for a Better London* (July 2008), *London Plan Consolidated with Alterations since 2004* (February 2008), *Consolidated draft replacement London Plan*, (December 2010), London Borough of Hammersmith & Fulham's *Unitary Development Plan* (as amended September 2007) and London Borough of Hammersmith & Fulham *Local Development Framework Submission Core Strategy* (February 2011). It also sets out the process by which the WCOAPF will achieve maximum planning weight in decision-making.

The report is built on an evidence-based evaluation of existing conditions in the OA. Much of this detail is in the appendix, which includes analysis of:

- the socio-economic conditions in the OA including anticipated demographic change and current indices of multiple deprivation, such as income, employment, health and disability, education skills and training, and crime and disorder
- the existing social infrastructure in and around the OA, including nurseries, schools, health centres, pharmacies, community centres and libraries, and spatial gaps in coverage for existing communities.
- the built and heritage context including historic background, heritage assets, built and urban form. The existing character areas of the OA are defined to help inform the scale and form of future physical interventions
- the condition and extent of existing transport infrastructure, in terms of pedestrian, bicycle, bus, tube and train networks, and strategic highways, including that in connection with the Westfield shopping centre development.

Delivering the 15-20 year vision will require a comprehensive approach to planning and regeneration that harnesses all significant development opportunities in the OA for the social, economic and physical benefit of the whole area. This is vital to reduce the concentrations of deprivation, reduce social and economic polarisation, encourage social mobility, and capture opportunities to significantly regenerate the local housing estates whilst supporting the community and existing residents in healthy homes and a high quality environment with greater access to local jobs.

The OAPF sets out a strategic overview of the preferred approach to future development in the eastern part of the OA (White City East). The framework anticipates that development in White City East could bring social and economic benefits to the western part of the OA (White City West), which largely comprises local council estates – the White City, Wood Lane and Batman Close estates, by increasing choice in housing, jobs and local facilities. The OAPF does not include specific proposals for the estates, and there will be a comprehensive process of

community engagement to determine exactly how those living on the estates could best benefit from regeneration of the wider OA.

The land-use strategy for White City East supports medium and high density housing as part of a mixed-use development. Wood Lane, the areas around the LUL Hammersmith & City Line viaduct and the A40/Westway become the focal point for offices for creative, bio-tech, medical and media industries, along with academic institutions and a range of community and leisure facilities.

The potential expansion of the metropolitan town centre in the area south of the Hammersmith & City Line viaduct is identified as an opportunity for provision of retail, housing and major leisure uses. Along with commercial offices, the area north of the viaduct will feature new, high quality residential developments which build on the legacy and tradition of surrounding areas, with mixed tenure housing for all sizes of households and generous public and private amenity spaces. New schools, health, leisure, cultural and community facilities will also be provided, and this framework establishes areas of search for such facilities. Development and provision of supporting physical and social infrastructure will have to be phased over many years.

The urban design strategy sets out a series of key principles and design parameters to ensure that individual schemes coming forward achieve the highest levels of design quality in delivering high quality housing, liveable streets and lifetime neighbourhoods. The strategy sets out strategic interventions in terms of new public realm and improving connections including the creation of physical links across the OA and into neighbouring areas to overcome road and rail barriers.

The framework supports the delivery of a major public space, the ‘White City Green’ at the centre of the commercial and creative hub, the introduction of several north-south routes and shared and private local amenity spaces to support the density of development proposed. A building height strategy elaborates the appropriate range of building heights and types across the OA, with an emphasis on West London building types such as modern mansion blocks of 6-9 storeys and terraces of 4-6 storeys, and also identifies the potential for a limited number of taller buildings along the Westway/A40 and around the creative and commercial hub.

A development capacity study has analysed the spatial implications of various growth scenarios in the east of the OA in terms of their potential to deliver a high quality place, as well as impact on social infrastructure, the local environment, open space and transport networks. The preferred option for White City East, subject to meeting the parameters set out in the urban design strategy, provides for 4,500 new homes of different types (including family houses), an additional 1,260 student units, and 320,000 square metres of floorspace for commercial office, retail, community and leisure uses that could potentially result in 10,000 new jobs.

TfL has undertaken a strategic transport study to understand the impact of growth on the transport network on the basis of the growth scenarios explored in the development capacity study. The transport study sought to understand whether the existing network could handle the proposed growth. In cases where the existing network would be affected, the transport strategy proposes transport interventions including new roads, improvements to key junctions, and new east-west connections to support and mitigate the impact of development.

The planning framework also sets out the approach to both mitigation of and adaptation to climate change in the OA. The LDA has undertaken an energy master plan which proposes the establishment of a district heating network throughout the OA. The waste strategy identifies opportunities to increase recycling rates and minimise waste creation across the OA, including the introduction of materials reclamation facilities and automated waste collection systems.

All major development proposals within the OA must be devised to fit with the comprehensive approach to regeneration of the area as set out in within this framework. The development of all privately owned land will be required to contribute directly to local regeneration (including the Council and RSL housing estates); and, in particular, to achieving a more mixed and balanced community across the whole area. A proposed delivery and implementation strategy will optimise the use of financial contributions from developments in the OA to help deliver the above package of public transport, housing, employment and training, public realm, environmental and social infrastructure.

A Development Infrastructure Funding Study, undertaken in collaboration with local authorities and landowners, will inform the strategy by examining the likely cost of infrastructure needed to support the proposed levels of development, and establishing a reasonable level of financial contributions that can be expected from private development, taking into account the role and scope of any future Mayoral or borough-wide Community Infrastructure Levy. A planning obligations strategy will be informed by the outcome of this study, which will be consulted on as part of the second stage consultation for the framework.

## Chapter 1 – Introduction

- The White City Opportunity Area Planning Framework is a spatial planning document which takes strategic and design-led approach to delivering comprehensive social, economic and environmental regeneration on key development sites in the White City Opportunity Area
  
- Key elements of the framework:
  1. A mixed use commercial development focused on creative, media, biomedical research and development;
  2. Strengthened metropolitan town centre in Shepherd’s Bush Market and north of Westfield
  3. 10,000 new jobs
  4. 4,500 new homes east of Wood Lane, in a broad range of tenures, house sizes and affordability
  5. Social infrastructure and community facilities to support the expanded population, promote social inclusion, tackle deprivation and improve access and equality.
  6. High quality public and private realm, including a major new strategic open space and links to nearby communities
  7. Insistence on sustainable design and construction, efficient and sustainable use of resources
  8. Strategies to limit highway congestion, improve public transport, walking and cycling connections

## 1.1 The White City Opportunity Area

The White City Opportunity Area covers approximately 110 hectares (272 acres) on the eastern edge of the London Borough of Hammersmith & Fulham, along the boundary with the Royal Borough of Kensington & Chelsea. The exact boundaries of the OA will be reviewed as the Core Strategy and the OAPF are tested through the consultation and examination process. For the purposes of preparing the draft OAPF, this document illustrates a boundary that deviates slightly from that in the Council's Submission Core Strategy, to introduce a more regular boundary line for spatial planning purposes. There are no specific proposals which would affect the additional areas included within the boundary drawn in this document.

To the north and south there are two key gateways to central London, the A40 flyover and Holland Park roundabout, and the area benefits from four underground stations connecting to three underground lines, an Overground station, and two bus stations. It sits between the Earls Court and Park Royal opportunity areas, which potentially offer complementary strengths and advantages.

Physical, social and economic regeneration of the Shepherd's Bush and White City areas has been a key objective for the council since the late 1980s. The heart of the OA features several large and underused industrial sites, which suffer from a high degree of physical severance due to fast moving strategic roads and rail infrastructure that bisect and surround them. The BBC and Westfield buildings have large footprints which restrict easy connections and navigation through the area, although the development of Westfield has also led to the creation of new east-west linkages and improved transport interchange. In social terms, there is a high level of deprivation in and around the OA, with communities suffering from income, employment, health, education and skills deprivation.

A 2004 planning framework for the OA focussed on sites east of Wood Lane and led to the production of a masterplan by the Office of Metropolitan Architecture (OMA) for the key landowners. The London Plan and the Council's Core Strategy encourage links between Opportunity Areas and Areas for Regeneration to assist regeneration of local communities. This framework therefore defines the Opportunity Area more widely than it had been in 2004, to include the wards in LBH&F that are identified as Areas for Regeneration in the London Plan, to provide a more comprehensive approach to social, economic and environmental regeneration.

The OA's wider context points to the true potential of the area: positioned halfway between Heathrow Airport and Central London, the area boasts some of the largest remaining development opportunities within 2 km (1.5 miles) of London's Central Activity Zone. The OA provides valuable development capacity for a range of commercial uses with a global reach, including the creative industries, bio-technology, retail and entertainment, which will all help London maintain its global role as a leader in these areas. A Crossrail and High Speed 2 (HS2) interchange at Old Oak Common, if delivered as proposed, would bring even greater benefits of connectivity to the wider area.

**Map 1.1 OAPFs and infrastructure in West London**

**Map 1.2 The Opportunity Area in context (image x2)**

## 1.2 Current situation

Today, an estimated 9,250 people live in the area in 4,050 households; and approximately 24,000 people work in the area. Employment uses in the OA are focussed around the Wood Lane area and Shepherd's Bush, whilst residential uses and council estates dominate the area west of Wood Lane.

Historically Shepherd's Bush town centre has been the heart of the area, an important entertainment/leisure and cultural centre with the Shepherd's Bush Empire, Bush Theatre, numerous pubs, restaurants and bars. Retail is the dominant use in the town centre, with the West 12 Centre and Shepherd's Bush Market as the original anchors, bolstered in 2008 by the arrival of Westfield shopping centre. Westfield's development has provided approximately 5,000 jobs, improved public transport, provided a new library on Wood Lane, funding for a refurbished common, resulting in a significant increase in visitors to the area and changing the town centre's role in the London Plan's retail hierarchy. Despite this recent success, the imperative to tackle social exclusion, improve housing conditions, support economic improvement and job creation and provide a higher quality, more accessible and equitable environment remains. Shepherd's Bush Market has suffered from a lack of investment and reduced footfall in recent years, which has led to the strategic policy in the submission Core Policy aimed at guiding future development of adjacent land in a way that will also regenerate the market.

The White City estate, LBHF's largest local authority estate, is located in the western part of the OA, along with the Wood Lane and Batman Close Estates. There is also housing in Shepherd's Bush town centre, ranging from private Victorian terrace houses, mansion blocks, flats above shops and local authority flats. Over a quarter of the housing in the town centre is in the four tower blocks of the Charecroft estate. Outside the OA to the immediate west and north are the Old Oak and Wormholt estates, and to the south are areas of Victorian terrace housing. Across the borough boundary, the nearby neighbourhoods of Kensington and Chelsea are characterised by mansion blocks and town houses.

The western part of the OA is well served by primary schools, although most operate at capacity. Secondary schools in the area, Phoenix High School and Burlington Danes Academy, are outside the boundaries of the OA and are at or nearing capacity. There are a number of health facilities located within the White City Estate, including the White City Health Centre and GP surgeries. Planning permission has been granted for a new collaborative care centre on Bloemfontein Road, and the Hammersmith and Queen Charlotte's & Chelsea hospitals are located north of the OA.

QPR football club is located south of the White City Estate. The club's aspirations for premiership status may require a much larger ground which meets modern standards but there are no plans and it is not clear how this would be achieved, especially within the local area. Other sports facilities in the area include the Janet Adegoke swimming pool and the Phoenix leisure centre in the grounds of Phoenix High School, and football pitches at Hammersmith Park. To the north of the OA are Wormwood Scrubs and Linford Christie stadium, whilst the Westway Sports Centre and Stables are located immediately east of the OA, but are not directly accessible from the OA due to the barriers formed by the Westway and A3220.

White City is a major centre for the BBC, providing a catalyst and anchor for a range of other creative and media businesses in the area. In 2007 the BBC announced that it would be consolidating and rationalising its land holdings at White City, with plans to vacate Television Centre by 2015, however it will strengthen its presence in the Media Village.

The land east of Wood Lane includes the Ariel Way industrial estate, a former dairy and warehouse sites used for light industry, logistics and storage. Marks & Spencer operate a 'mock shop' facility that occupies a large warehouse shed. Imperial College London owns the site to the north of the Westway, and is exploring options for delivering a new campus with student accommodation (part of which has received planning permission), teaching, research, and administration facilities.

### **Map 1.3 zones in the OAPF (image)**

#### **1.3 A comprehensive approach**

This framework takes a comprehensive approach to planning and regeneration that harnesses all significant development opportunities in the OA for the social, economic and physical benefit of the whole area. This is vital in order to reduce the concentrations of deprivation, reduce unemployment, reduce social and economic polarisation, encourage social mobility; and, to support the existing community and accommodate existing residents. All major development proposals must be devised to fit with the comprehensive approach to regeneration of the area set out in this framework.

The approach to the established housing estates in the west of the OA is to secure social, economic and physical improvements that will improve housing and provide jobs for the benefit of existing residents. The development of all privately owned land will be required to contribute directly to local regeneration and to achieving a more mixed and balanced community across the whole area. Were QPR to develop a new stadium within the OA, it should be planned and financed by the club in such a way that it enables and facilitates regeneration of the estates.

Although it predated the statutory listing of BBC Television Centre, many of the development principles and aspirations put forward in the OMA masterplan for the land east of Wood Lane were positive. This framework builds on that work to capture the potential of the area to create a vibrant, exciting, high quality place to live and work.

#### **Key elements:**

1. Mixed use commercial development: Offices, hotels, and flexible work spaces to allow the continued growth of creative, media, bio-medical, research and development industries building on the presence of the BBC, Imperial College London, Westfield and Hammersmith Hospital.
2. Town centre: Reinforcement of the metropolitan town centre with a revitalised market, extension of town centre activities northwards to better connect with the area north of Westfield, improve the public realm, and

- provide new north-south connections. Extension to include significant public leisure, arts, cultural, and entertainment uses in addition to retail.
3. Employment and training: 10,000 new jobs, provided throughout the OA. Opportunities will be targeted to local people with initiatives to increase training, apprenticeships, raise aspirations and awareness of job possibilities.
  4. Housing choice and opportunities: To the east of Wood Lane, as well as in select opportunity sites in the rest of the OA, 5,000 new homes inspired by the residential areas of West London, along with student housing. A broad range of tenures, house sizes and affordability, including housing that is affordable to young families, middle income earners, key workers, and households who are neither very wealthy nor able to qualify for access to social rented housing.
  5. Social infrastructure: A range of schools, health, leisure, community facilities to support the expanded population across the whole area. Facilities and programmes to promote social inclusion, tackle deprivation, improve access and equalities.
  6. High quality public and private realm: New and improved spaces that enhance local identity, and contribute to a secure, healthy and accessible environment. A large public open space, the White City Green, at the heart of the new mixed-use hub. A network of pedestrian and cycle routes will improve permeability and connectivity; overcome the physical and spatial barriers to achieving regeneration, link sports, leisure, community, health and transport facilities with homes and jobs. Developments and local businesses will contribute to the management and maintenance of the public realm.
  7. Environmental sustainability: Exemplar approaches to sustainable design and construction, linking into area-wide networks to ensure the efficient and sustainable use of resources, and taking a co-ordinated approach to energy, heat, waste, freight, and other environmental strategies.
  8. Transport: Improvements to enable more people to use public transport, walk and cycle with ease, and to tackle local highway congestion.

#### **Map 1.4 OAPF objectives (image)**

#### **1.4 Purpose of the OAPF and Material Weight**

##### **PPS12: Supplementary planning documents:**

6.1 A planning authority may prepare Supplementary Planning Documents to provide greater detail on the policies in its DPDs. SPDs should not be prepared with the aim of avoiding the need for the examination of policy which should be examined.

6.3 Supplementary guidance to assist the delivery of development may be prepared by a *government agency, Regional Planning Body* or a *County Council* or other body where this would provide economies in production and the avoidance of duplication

e.g. where the information in it would apply to areas greater than single districts. Such guidance would not be a supplementary planning document. However, if the same disciplines of consultation and sustainability appraisal (where necessary) are applied, such information might, subject to the circumstances of a particular case, be afforded weight commensurate with that of SPDs in decision making. This may be more likely if the district/ borough/ city councils to which it is intended to apply endorse the guidance, or if the document is an amplification of RSS policy and it has been prepared by an RPB.

This Opportunity Area Planning Framework (OAPF) is a spatial planning document which has been produced in partnership with the London Borough of Hammersmith & Fulham (LBHF), the Greater London Authority (GLA), and Transport for London (TfL).

The OAPF does not create policy but clarifies policy in the form of words and diagrams, applying policy to a specific spatial context and identifying contentious issues at an early stage in the planning process. A key benefit of the OAPF is the opportunity to take a strategic and design-led approach to spatial planning, specifically considering how key development sites fit together within the existing and emerging policy context.

OAPFs cover a broad range of planning issues, rather than focussing in too much detail on specific elements. The content of each OAPF will vary based on the physical make up of the area and the range of development interests likely to come forward but they all deal with a common set of principles. This OAPF includes an indicative master plan, which will inform the more detailed plans brought forward by individual landowners, developers or the public sector.

**Figure 1.1 Material considerations of OAPF  
(image)**

The OAPF is supplementary planning guidance (SPG) to the London Plan, and until such time as it has been consulted on the weight that decision makers may attach to it is likely to be very limited. The material weight of the OAPF will increase as it works its way through the stages of public consultation to eventual formal publication.

The Council also intends to ultimately adopt the OAPF as a supplementary planning document (SPD) within the Local Development Framework and has set out policies for the area in the LDF Core Strategy. The material weight of the OAPF as an SPD will increase as it proceeds to adoption.

As far as the Local Development Framework is concerned, this stage of public consultation for the OAPF is an informal stage. Following the conclusion of this first stage of public consultation, the draft OAPF will be revised to take into account comments received at public consultation, potential changes to Government policy and/or London Plan policy following the publication of the Inspectors report from the draft replacement London Plan Examination in Public, and conclusion of ongoing background studies including the Development Infrastructure Funding study and detailed transport modelling stage (microsimulation) of the transport study.

Provided the Core Strategy is found to be sound following Examination by an independent Inspector (examination scheduled for April 2011), a formal stage of public consultation on the OAPF (revised as appropriate following informal consultation) as a proposed Supplementary Planning Document to the LDF Core Strategy and as Supplementary Planning Guidance to the London Plan will take place.

In order to achieve maximum planning weight in decision-making it is important that the OAPF is adopted by the Council and published by the Mayor only after a rigorous process, which includes the following:

- It is prepared in collaboration by the Borough and the GLA
- It is in general conformity with the London Plan and the Local Development Framework, from which its principal planning status is derived
- It is approved by the Mayor and Council for consultation
- There is consultation with other Boroughs and other stakeholders
- It is subject to a full sustainability appraisal
- The results of the consultation are reported back to the Mayor and Council and considered
- It is then formally adopted and published by the Mayor with the agreement of the Council as his Strategic Planning Guidance for the OA; and adopted by the Council as a Supplementary Planning Document in the Local Development Framework

OAPFs deliver consistency in policy terms, with a greater likelihood of general conformity being achieved by adopting a consensual approach with the planning authorities, key stakeholders and interested parties. They also give greater certainty to the development process.

Ultimately, OAPFs achieve material weight through developing a sound evidence base upon which planning decisions are made, and through extensive consultation with key stakeholders, interested parties and the public.

**Figure 1.2 Development plan timeline process  
(image)**

## **Chapter 2 - Policy context**

- National Legislation and Guidance
- The London Plan
- Local Policies - London Borough of Hammersmith and Fulham
- Local Policies - Royal Borough of Kensington and Chelsea

This Opportunity Area Planning Framework (OAPF) is a spatial planning document which has been produced in partnership with the London Borough of Hammersmith & Fulham (LBHF), the Greater London Authority (GLA), and Transport for London (TfL).

OAPFs are focused on delivering several key objectives as outlined in the London Plan and local development documents. This OAPF is derived from and is supplementary guidance to four key policy documents:

- London Plan Consolidated with Alterations since 2004 (LPC), (February 2008)
- Consolidated draft replacement London Plan, (DRLP) (December 2010)
- LBHF Unitary Development Plan, amended September 2007.
- LBHF Local Development Framework Core Strategy. (Subject to formal adoption following examination in April 2011)

## **2.1 National Legislation and Guidance**

Overarching National planning policy comprises various planning acts, Planning Policy Statements and Planning Policy Guidance (PPS and PPG) issued by the Government. The Government has indicated that it will substantially revise planning guidance and is currently consulting on a revision to PPS3 (Housing), in particular the definition of Affordable Housing. The current policies particularly relevant to the OAPF are set out below:

- PPS1 Sustainable Development and Climate Change
- PPS3 Housing
- PPS4 Planning for Sustainable Economic Development
- PPS5 Planning for the Historic Environment
- PPS10 Waste Management
- PPS12 Local Spatial Planning
- PPG13 Transport
- PPG17 Sport and Recreation
- PPS22 Renewable Energy
- PPS23 Planning and Pollution Control
- PPS25 Development and Flood Risk
- The Plan Making Manual

## **2.2 The London Plan**

### **The London Plan Consolidated with alterations since 2004 (2008) and Consolidated draft replacement London Plan (December 2010)**

The London Plan sits below national policy and forms part of the overarching policy in the Statutory Development Plan for the London Borough of Hammersmith and Fulham. The current adopted version is the London Plan Consolidated with alterations since 2004 (LPC). However there is a Consolidated Draft Replacement London Plan (DRLP), which was subject to examination in public (EIP) in 2010. The report of the EIP Panel Inspector is expected in Spring 2011 and, subject to consideration of his recommendations, the Mayor should adopt the new London Plan by the end of 2011.

### **2.2.1 Town centres**

Shepherd's Bush Town Centre is identified as a District centre in Table A1.1 of the 2008 London Plan. The opening of Westfield London has since added 106,000sq.m of retail space to the town centre, and the DRLP recognises this by elevating the town centre to a Metropolitan status in Annex 2, Table A2.1. The DRLP specifies at paragraph 2.63A that new town centres may be designated, particularly in OAs identified for significant levels of mixed use development.

### **2.2.2 Opportunity Areas**

The LPC identifies 33 Opportunity Areas (OAs) that can contribute to the delivery of the London Plan by accommodating substantial numbers of new jobs or homes. Typically, each OA can accommodate at least 5,000 jobs or 2,500 homes, with provision of other uses such as local shops, leisure, schools, health and social care facilities.

OAs are generally in highly accessible locations and can therefore support development at a higher density, intended to help achieve London's growth within its boundaries by delivering a diversity of housing and employment opportunities, and to address issues of social exclusion by tackling deprivation and discrimination, especially in nearby Areas for Regeneration. They have particular potential to contribute to climate change adaptation and mitigation, through high levels of public transport accessibility, and provide the opportunity for a joined up approach to the delivery of transport, social infrastructure and affordable housing. The DRLP specifies that OAs should be coordinated through development frameworks and other policies. It should also be noted that the adjoining ward within the RBKC is designated as an Area for Regeneration within the London Plan.

### **2.2.3 The White City OA**

Policy 5F.2 in the LPC sets out the policy context for the White City OA in the West London sub region. The LPC sets out an indicative employment capacity of 11,000 jobs and a minimum of 1,200 homes for the White City OA, however these figures were based on a boundary that had not been extended to take in the White City Estates or Shepherds Bush.

The policy direction of White City has progressed significantly within the DRLP, which provides more certainty on the priorities and direction of this Opportunity Area. These changes involve an enlargement of the opportunity area to 110ha with the inclusion of Shepherd's Bush town centre and a resulting increase in the capacity of the OA for a minimum of 5,000 homes. Other policy shifts include the elevation of the Shepherd's Bush town centre to a Metropolitan Town Centre and the removal of the SIL designation for the land east of Wood Lane. More certainty is provided in respect of the area's likely development, with reference made to the area's creative, media and entertainment business and scope for education and research enterprise. The inclusion of the town centre in the OA also reflects a shift to a more mixed-use approach to regeneration in the area.

### **Map 2.1 Key diagram, draft replacement London Plan, (DRLP) (October 2009) (image)**

### **2.2.4 Strategic Industrial Location**

Whilst the land east of Wood Lane is identified in Annex 2 of LPC as an Industrial Business Park (IBP), the SIL designation has been removed from Wood Lane within the DRLP. As the Council is able to meet its waste apportionment and other industrial functions in the Park Royal Opportunity Area, the land east of Wood Lane is no longer required to help meet future demand for industrial type activities.

### **2.2.5 Housing**

LPC and DRLP policy requires councils to seek the maximum reasonable amount of affordable housing. The current adopted LPC sets a strategic target of 50% affordable housing of which 70% should be social rented and 30% intermediate.

The DRLP seeks provision of at least an annual 32,210 net additional homes, with a numeric target of 13,200 affordable homes per year based on identified need, capacity, viability and creation of sustainable communities. It removes the previous target of 50% affordable housing, but expects that of affordable housing delivered across London, 60% should be social rented and 40% intermediate. However, it is likely that the Mayor will in due course seek to revise the London Plan in light of changes to National Policy guidance.

Student housing is also noted as a priority within the CDRLP, identifying a need for 18,000-27,000 over 10 years to 2021.

### **2.2.6 Creative industries, innovation and research**

Policy 3B.8 of the LPC seeks to identify and support the development of clusters of creative industries and related activities and environments, by focusing on developing creative clusters in identified priority areas to drive regeneration.

Policy 2.16 of the DRLP identifies White City as a media location with the potential to function above the sub-regional level and generate significant growth, and also seeks to support new and emerging research and innovation sectors such as biomedical research and development, and London's higher and further education institutions (Policy 4.10).

### **2.2.7 High Speed 2**

DRLP Policy 6.4 seeks to improve the public transport system in London to support future development and regeneration priority areas, and increase public transport capacity by [amongst other measures] "improving and expanding London's international and national transport links for passengers and freight (for example, High Speed 2)". High Speed 2 is listed in table 6.3 of the DRLP as one of many transport schemes, although the DLRP also notes that it is currently unfunded. The GLA and LBHF support proposals for an HS2 station in LBHF at Old Oak Common, north of White City OA, subject to construction and operational issues being resolved.

## **Annex 1 – Opportunity and Intensification Areas:**

White City  
Area (Ha): 110  
Indicative employment capacity: 10,000  
Minimum new homes: 5,000

An area undergoing substantial change within which completion of strategically significant new retail provision at Westfield has raised the status of Shepherd's Bush to a Metropolitan town centre. The BBC is consolidating its activities within the area and this will create opportunities for further development, building upon the area's strengths in creative, media and entertainment business. It is proposed to extend the Opportunity Area to include Shepherd's Bush town centre and the White City Estate. There is potential for mixed density housing and a focal point for office development at and around the tube stations at White City and Wood Lane with other commercial, leisure, open space, education and retail uses of appropriate scale to support the local community. This will be facilitated by de-designation of the historic strategic industrial location complemented by provision for waste and other industrial functions in the Park Royal Opportunity Area. The scope to improve connectivity with the wider area should be explored and development should be related to improvements in public transport capacity. Housing-led intensification should support local regeneration, enable estate renewal and seek a mixed and balanced community. There may be scope to enhance education and research capabilities in the area linked in particular to healthcare and bio-technology. Development should promote the vitality of the town centre, particularly in the Shepherd's Bush market area, and support the viability of other west and central London centres. An Opportunity Area Planning Framework is being prepared by the GLA and the London Borough of Hammersmith & Fulham which will set out further strategic principles including the appropriate scale, location and mix of uses taking into account studies of the creative industries, development and transport capacity.

### **2.2.8 Examination in Public Draft Housing SPG (August 2010)**

To be consistent with the draft replacement London Plan, the GLA has published an 'EIP draft Supplementary Planning Guidance (SPG) for Housing,' which following consultation will replace the existing London Plan SPG on Housing. The SPG will include guidance on housing supply potential, design quality, social infrastructure and mixed use development.

### **2.2.9 Mayoral Community Infrastructure Levy – Preliminary Draft Charging Schedule (January 2011)**

In early 2011 the Mayor published proposals for consultation on a new Londonwide Community Infrastructure Levy (CIL). The levy is intended to raise £300 million towards the delivery of Crossrail, and will be paid by most new development in Greater London. The proposed draft charging schedule introduces 3 "charging zones," which reflect the different levels of development viability within the Greater London charging area. LBH&F is proposed to be in zone 1, where the charge would be £50 per square metre of new development.

### **Map 2.2 Linking West London Opportunity Areas (image)**

## **2.3 Local policy - LB Hammersmith & Fulham**

### **2.3.1 Unitary Development Plan (as amended 2007)**

LB Hammersmith & Fulham published its UDP in 2003, and it was amended in 2007 in accordance with the Direction under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004. Although there are no specific policies for the White City OA in the UDP itself, the policies of the UDP will apply until they are replaced by the Local Development Framework. The BBC Media Village, TV Centre, and land east of Wood Lane had once been identified as an Employment Zones, however, the 2007 UDP review abandoned the employment zone policy for those areas.

### **2.3.2 2004 White City SPG - White City Opportunity Area – A Framework for Development**

The GLA and LBHF jointly prepared the 2004 White City Opportunity Area Development Framework, which focussed on the development of backland sites east of Wood Lane and provided the basis for a major masterplanning exercise undertaken by landowners. The framework set out an employment-led approach derived from Unitary Development Plan policies at the time, which had the OA designated as an employment zone.

### **2.3.3 LDF: Submission Core Strategy**

LBH&F submitted its Local Development Framework Core Strategy to the Secretary of State in February 2011; examination in public is scheduled for April 2011, and final adoption could take place in late summer/autumn 2011.

One of the Core Strategy's main strategic objectives is to encourage regeneration of the most deprived parts of the borough, particularly in the White City area along with North Fulham and Hammersmith town centre.

#### **2.3.3.1 Summary of policies for the White City Opportunity Area**

The Core Strategy sets out a strategic policy for the whole White City OA (Strategic Policy WCOA), along with detailed policies for White City East (Strategic Site 1), White City West (Strategic Site and Housing Estate Regeneration Area 2), and the market area (Strategic Site 3). These policies highlight the opportunities for development of land east of Wood Lane, partial development of the BBC TV Centre, regeneration of the White City estates and improvements to the town centre, including the Market.

Map 2.3 shows the boundary of the OA and the sub-areas as set out in the Council's Submission Core Strategy. For the purposes of preparing the draft OAPF, this document illustrates a boundary that deviates slightly from that in the Core Strategy, to introduce a more regular boundary line for spatial planning purposes. The exact boundaries of the OA will be reviewed as the Core Strategy and the OAPF are tested through the consultation and examination process. There are no specific proposals which would affect the additional areas included within the boundary drawn in this document.

Strategic Policy WCOA states, inter alia, that "The Council will work with the GLA, other strategic partners, the local community and landowners to secure the comprehensive regeneration of the White City Opportunity Area (WCOA); and, to create 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. The existing estates community must be able to benefit from regeneration of the area through

access to jobs, better local facilities, better and more suitable housing, and improved environmental conditions.”

The Core Strategy specifies that development of privately owned land is expected to contribute to regeneration of the whole of the north of the OA, including the housing estates. It sets out an indicative potential for 5,000 new homes and 10,000 jobs (based largely on establishing a creative industries hub), mainly in White City East. Its aim is to expand the choice of homes and jobs in the OA, providing more opportunities for existing residents, and help to achieve a mixed and balanced community across the whole area. New homes will be expected to provide a local ladder of affordable housing opportunity, with a target of 40% affordable housing in OA, and no loss in overall quantity of social rented housing but a better overall mix of unit sizes. Development of land east of Wood Lane will be required to provide approximately 25% social rented housing.

The Core Strategy expects that the scale of development must take into account to the capacity of the public transport and highway networks, and the context and setting of the surrounding area. It anticipates that most development will be medium rise, with some scope for tall buildings of exceptional design in key areas identified in the WCOAPF (such as close to the A40 and A3220).

### **Map 2.3 LBHF Submission Core Strategy: Key Zones in the White City OA (image)**

#### **2.3.3.2 Town Centre**

The aim is to maintain and encourage Shepherd’s Bush as a centre for leisure, culture and entertainment. In recognition of the opening of Westfield London and the change in the role of the town centre, the DRLP proposes to redesignate Shepherd’s Bush as a Metropolitan Town Centre.

Whilst the Core Strategy aims to meet future need for town centre uses floorspace primarily within the established shopping hierarchy, it recognises that there may be a case for a town centre extension to the north of Westfield, incorporating retail, leisure and residential uses. Such an extension could help create a more successful physical link between the existing Westfield centre and the area to the north. Any change to the boundary can only be considered after the full range of sequential and retail assessments set out in the London Plan and PPS4 are undertaken. Applicants would need to demonstrate the need for additional retail, the lack of sites within the current town centre to meet that need, the minimal impact on other centres around London and the ability to have no negative transport implications.

#### **2.3.3.3 Student accommodation**

The Core Strategy sets out that the Council will support applications for student accommodation as part of mixed use development schemes within the WCOA, to help meet the need for student accommodation from local and London-wide institutions.

#### **2.3.3.4 Supporting community facilities and services**

The Core Strategy sets out that the Council will work with its strategic partners to provide high quality facilities and services for the community by encouraging the co-location of community facilities and services where opportunities arise and improving school provision. It also seeks major new leisure and recreation facilities

in the WCOA east of Wood Lane and in Shepherds Bush town centre, and notes that developments that increase the demand for community facilities and services will be required to make contributions towards, or provide for, those shortfalls.

### **2.3.3.5 Climate Change**

The Core Strategy sets out that new development and refurbishment schemes must address issues of climate change and incorporate high levels of environmental performance through the use of low and zero carbon technologies including combined heat and power networks, establishment of decentralized energy networks and renewable energy systems.

## **Map 2.4 LBHF submissions Core Strategy Key Diagram (image)**

### **2.4 Local Policy – Royal Borough of Kensington and Chelsea**

#### **2.4.1 LDF: Core Strategy (December 2010)**

The boundary to the Royal Borough of Kensington and Chelsea (RBKC) forms the eastern boundary of the OA. Whilst the OA is solely within LBHF, RBKC policy is relevant especially to improve connections across the eastern boundary of the OA. The Westway and Latimer sub-areas of North Kensington are the adjacent areas to White City OA.

The Royal Borough's Core Strategy was adopted in December 2010 and now forms part of the Development Plan. The Royal Borough's Vision in CP1 and Policies CP8 and CP9 identify regeneration in North Kensington, Westway and Latimer including improved links to Hammersmith & Fulham as key principles to stimulate regeneration in their Core Strategy. The Core Strategy seeks the long-term regeneration of this area through the provision of better transport, housing and community facilities.

Within the Latimer sub-area, the Core Strategy proposes new neighbourhood shopping centre, and Policy CA4 allocates a site to the east of Latimer Station (Hammersmith & City Line) for a new academy, sports centre, and a district heat and energy scheme. Other priorities for this area include the growth of small businesses particularly in the cultural and creative sectors, improvements to public transport accessibility and clear links to White City, including an improved pedestrian link proposed from the north section of the sub-area to White City.

In the Westway sub-area the Core Strategy aspires to consolidate local sports facilities at the Westway Sports Centre and provide for improved cycle and pedestrian linkages along the Westway including a new underpass under the West London Line to provide access to White City.

The Core Strategy also notes that building height within the wrong context will be considered visually disruptive and makes reference to District and Metropolitan landmarks which generally rise up to 4 times or greater than 4 times the prevailing building height respectively.

#### **2.4.2 Building Height in the Royal Borough (September 2010)**

This SPD notes that White City's building height should relate to the height of the intensification of development at Shepherd's Bush and not to locations within the Royal Borough. Figure 7 of the guidance shows the opportunity area is located in a 'non sensitive area' in relation to tall buildings, based upon a sieve analysis of constraints and opportunities in the borough and existing tall buildings policies in the LPC.

#### **2.4.3 Westway Planning Brief Early Days Consultation (November 2010)**

The Royal Borough is preparing an SPD to provide planning guidance for development and change for land beneath the Westway. In its consultation on 'initial ideas,' it set out two options for the area adjoining the White City OA, 'Stable Way and Sports Centre.' Both options which feature a new subway to create pedestrian and cycle links to the west, expansion of sports facilities, and improvements to create a safer and better quality physical environment for pedestrians.

#### **2.4.4 Kensington Academy and Leisure Centre Draft Planning Brief for Public Consultation (January 2011)**

This draft SPD seeks to provide guidance for planning applications for development of an academy, sports centre and district heat and power network based on Core Strategy Policy CA4. It notes that the school should be the hub of the district heat facility, or a location elsewhere nearby if there are space constraints on the school site.

#### **Map 2.5 RB KC Core Strategy Key Diagram (image)**

### **Chapter 3 - Land Use Strategy**

Commercial uses, focused on creative, academic and technology sectors

- Mixed use development east of Wood Lane
- Potential for 10,000 new jobs for local people
- Programmes for training, apprenticeships, outreach with local schools

Housing

- 4,500 new homes east of Wood Lane
- A broad range of tenures, house sizes and affordability
- Neighbourhoods supported by local services, open spaces and facilities
- Predominantly modern mansion block type housing
- New housing east of Wood Lane provides opportunities for other residents in the OA to move into newer accommodation that better suits their needs whilst remaining in the general area.

Metropolitan Town Centre

- Investment in Shepherds Bush Market and the West 12 Centre
- Potential extension of town centre uses to areas north of Westfield
- Historic town centre as a location for retail, arts, cultural and leisure facilities including the night-time economy

## White City - World City

The land use strategy is based on an analysis of the existing land use and character of the area, development opportunities, the location in terms of public transport accessibility and access to facilities, as well as two policy proposals set out in the DRLP and the submission LDF Core Strategy:

- Removal of the Strategic Industrial Land (SIL) designation for the land to the east of Wood Lane.
- Elevation of Shepherd's Bush town centre from District to Metropolitan Centre status in the London Plan strategic town centre hierarchy.

These changes have allowed for an approach to land use in the OA which departs from the principle of employment-led regeneration that was the emphasis of the 2004 White City Planning Framework, and instead incorporates a substantial level of housing as well as employment, particularly in creative industries, public realm and social infrastructure provision.

a) Commercial uses, focused on creative, academic, and technology sectors  
The OA will build on the advantages conferred by having the BBC, Imperial College and other related institutions and businesses already in the area. Potential development opportunities include technology and bio-medical research and innovation on a new campus for Imperial College, tying in Hammersmith Hospital, Imperial College and BBC's research and development; the reuse of Television Centre for media, leisure, entertainment, creative use and the provision of offices for the BBC's production partners; the extension of Westfield's leisure, fashion, and entertainment elements along with the growing creative hub in RBKC where fashion (e.g. the Monsoon Accessorize HQ), music, technology industries are already based.

### b) Housing

The development sites in the east of the OA provide the opportunity to build new, high quality housing, building on the legacy and tradition of surrounding residential areas. New, high quality residential areas will incorporate mixed tenure housing, in a range of unit sizes, supported by local services, open spaces and facilities. The area will not be exclusively a housing area, but will allow for a combination of residential and commercial uses and developments to create a vibrant, liveable residential area. The residential community in the west of the OA will benefit from increased housing and opportunities to improve housing quality, provide a greater variety of housing sizes, types, and ownership options whilst improving the provision of local services and community facilities.

### c) the Metropolitan Centre

With the newly completed Westfield centre elevating the town centre to 'Metropolitan Centre' status in the draft replacement London Plan, this strategy emphasises the need to enhance and strengthen the 'historic' town centre including Shepherds Bush Market and the West 12 Centre, with refurbishment and revitalisation of vacant or underperforming sites, and provides for the potential increase in retail need identified in the Joint West London Retail Study. Subject to retail impact assessments, the town centre could extend to the north of Westfield towards the Hammersmith and City London Underground line (H&C LUL) viaduct,

where additional retail, leisure and residential uses could be combined to create a high quality environment and public realm and create better links to the north of the opportunity area.

### **Map 3.1 Land use strategy (image + 3 photos)**

#### **3.1 Commercial uses, focused on creative, academic, and technology sectors**

The Opportunity Area today is home to world-class institutions, businesses and facilities; these are generally concentrated along Wood Lane, although not in a coherent or perceived cluster. There is a great opportunity to attract office-based occupiers that relate to the work and the strengths of those institutions, rather than those seeking industrial or semi-industrial space. Future commercial and mixed-use developments should take advantage of the strong transport links by focusing development along both sides of Wood Lane, along the West London Line boundary, and on both sides of the A40/Westway.

##### **3.1.1 Creative industries**

White City is a major centre for the BBC, creating substantial ‘spin-off’ to smaller businesses throughout the OA and contributing a significant concentration of media-related jobs in the area. Whilst the BBC will be vacating TV Centre by 2015, it intends to maintain a substantial presence in White City at the Media Village, where there is already planning permission for additional office space and venue for the BBC orchestra. There is also a strong fashion industry presence in and around the OA with Net-A-Porter, Monsoon Accessorize and the London College of Fashion.

##### **3.1.2 Medical and technological innovation**

Imperial College London (ICL) has acquired the former BBC Woodlands site directly north of the A40 with a view to developing its presence in the area. Planning permission was granted in late 2010 for postgraduate accommodation, which is potentially the first stage of a new ICL campus to include offices, teaching, research, and administration facilities. Imperial’s presence in the area along with research and development teams from the BBC creates a strong foundation for high-tech media and creative industries, whilst ICL’s growing research facilities at Hammersmith Hospital create the potential for a stronger role and additional demand for academic, medical, bio-technology, general research and development uses in the OA.

##### **3.1.3 Development and growth opportunities**

Many of the existing industrial, warehouse or storage type uses east of Wood Lane are on short leases, and it is expected that they would relocate outside of the OA in suitable locations such as Park Royal. Marks & Spencer have in the past sought ensure that any development incorporate a “mock shop” facility to replace their existing facility on the land east of Wood Lane, although this position may be under review. The framework continues to accommodate this use but remains flexible, recognising there may be a better solution that represents a more efficient use of resources.

New development should take advantage of the unique advantages of the focus on media, research/innovation and fashion in the OA to create a hub for creative and

innovation industries, delivering spaces for industries that complement and benefit from proximity to local companies and institutions.

Research indicates that the following criteria are key to attracting office-based creative industries:

- Flexible floorplates, raised floors to manage cabling, adaptable cooling system
- Excellent IT communication links
- Mixed-use setting with local amenities, including cafes, restaurants, hotels and leisure
- Homes and jobs in one area to reduce need for commuting
- Quality public realm and physical environment
- Links with educational institutions

Several sites in the OA, if developed as mixed-use schemes, would be ideally positioned to meet many of the above criteria. Commercial development should be focused along Wood Lane, to the north of the Hammersmith & City Line viaduct, and along the A40/Westway to maximise visibility and prominence from key transport corridors. The design of the buildings should provide a mix of different size units, including the provision of subsidised business units.

The Television Centre should be used to its greatest advantage; opportunities for retention and refurbishment of the important parts of the listed building should be explored, such as occupation by organisations or institutions with links to the cultural, broadcasting and academic sectors, or the introduction of entertainment and leisure uses or occupiers that tie in with the history of the building and heritage of the BBC.

### **Map 3.2 Current and future zones for employment in key sectors (image)**

#### **3.2 Housing**

The land use strategy maintains the existing residential neighbourhoods and promotes mixed use developments with substantial amounts of new housing in key development sites, in order to provide more homes close to new and existing jobs, introduce a range of homes for different income levels, to ensure a sustainable long-term community can be tied into existing communities.

There is currently no housing in the areas to the east of Wood Lane. The housing to the west of Wood Lane is focused around three estates: the Wood Lane estate, Batman Close Estate, and the White City Estate. These estates are described in Chapter 6. No regeneration of these estates is specified within this framework.

##### **3.2.1 Development and growth opportunities**

In areas where new development is likely, medium to high density forms of housing (modern mansion blocks, some taller residential blocks) will be provided nearer to transport nodes, and low to medium density forms (3-4 storey terraced housing, maisonettes) farther from transport nodes.

For the eastern part of the OA, the framework identifies potential areas of medium to high density housing, including student housing, along with commercial,

community and leisure uses. Imperial College London has been granted planning permission for a postgraduate accommodation building north of the A40. There may be opportunities for additional student housing, as set out in the discussion on development capacity (Chapter 4). The preferred location for student housing would be on the sites east of Wood Lane, although provision of student housing should not compromise the potential for these sites to provide family housing with private amenity space.

In the south of the OA and the Town Centre, the LBHF Core Strategy seeks a mix of uses including residential in any proposals for regeneration of the market.

For the western part of the OA, the OAPF does not set out detailed proposals. However, the availability of new housing east of Wood Lane provides opportunities for residents who may wish to move into newer accommodation that better suits their needs whilst remaining in the general area. Opportunities for the estates and their residents that arise because of the future availability of housing in White City East will be explored with the estate community. That could include the potential for refurbishment and partial redevelopment during the next 15-20 years. The basis for any options would be that residents are able to continue to live in this area. This is considered further in Chapter 6.

Depending on whether there is any change on the White City Estates over the next 20 years, there may be a need to expand the existing local shopping provision on Bloemfontein Road in White City West. There are already plans underway to enhance shopping and service provision to include a small supermarket and social services facility as part of the White City Collaborative Care Centre.

### **Map 3.3 Current and future zones for housing (image)**

#### **3.3 Metropolitan centre**

This framework focuses on helping to establish the long-term viability of Shepherd's Bush town centre as a Metropolitan centre. This will be achieved by enhancing the attractiveness and profile of the 'historic' town centre by building on the existing strengths of the centre such as its leisure and cultural importance.

##### **3.3.1 Existing town centre**

Map 3.4 illustrates the town centre boundary and prime retail frontage as it is set out in the Core Strategy. Whilst the prime retail frontage is a fairly small geographical area, it should be noted that town centre-type uses continue along both Uxbridge Road and Goldhawk Road, with numerous restaurants, bars and shops that contribute to the town centre offer.

Three complementary retail 'anchors' - Westfield shopping centre, West 12 shopping centre and Shepherd's Bush market - serve as the main retail destinations in the town centre. Retail frontages along Goldhawk Road and Uxbridge Road connect the 3 anchors. Each anchor and retail frontage provides a unique offer that is attractive to many different communities and helps the town centre to remain vibrant. This diversity of the retail offer is an inherent strength of the town centre.

Westfield has brought vastly increased footfall to Shepherd's Bush and is now the dominant retail feature of the area. The 'historic' town centre has started to adapt to capitalise on the growth of the centre, but much more can be done. The council has taken a more flexible interpretation of the prime retail quota policy to allow a greater proportion of Class A3-A5 uses to prevent vacancies in the town centre. However, the market and the West 12 Centre require investment and enhancement to deliver on their potential.

Along the south side of the common, the revitalisation of the West 12 centre to anchor a strong third frontage to the common is a priority. Opportunities have been identified to improve and consolidate the leisure offer, introduce new tenants and uses, invest in the centre's external appearance, and refine the retailer mix and offer. Uxbridge Road on the north side of the common has suffered from underinvestment in building maintenance and a proliferation of small value-oriented retailers and fast food takeaways. Whilst many of the units on the north side of Uxbridge Road are too small to be attractive to certain types of retailers, there is an opportunity for property owners to tailor an offer to smaller retailers with different space needs.

Creative industries are attracted to locations with good access to entertainment, leisure and other cultural attractions. The town centre is the key location for arts, cultural and leisure facilities in the OA, as well as for related hospitality and tourism. The Town Centre has an established and longstanding reputation for a vibrant night time economy, with venues such as the Shepherds Bush Empire, Bush Theatre, two cinemas, the Ginglik, and numerous pubs, restaurants and bars. Ensuring the continued success of the town centre as an entertainment and leisure destination – whilst having regard to the importance of protecting the amenity of surrounding residents – is a fundamental aspect of this framework.

### **3.3.2 Development and refurbishment opportunities**

This framework seeks to encourage appropriate development opportunities that would enhance the town centre. Some development is likely to happen in the short term, such as the Grade II listed former Odeon Cinema which has planning permission for a hotel conversion, and the Bush Theatre relocating into the former Shepherds Bush library. There are also several opportunities for development both east and west of the West 12 centre including the Richmond Way site, and potentially in the long term, the petrol station.

#### Offices

Whilst much of the discussion relating to creative industries has focused on the potential for offices in White City East, there is also demand for office space in the Town Centre, such as is demonstrated by the Shepherds Building which has proved very popular with the creative industries. There may be potential for further delivery of office space in the south and eastern parts of the town centre, building on existing creative industry presence in Shepherds Building and Notting Dale.

### **Map 3.4 The three complementary retail anchors of Shepherd's Bush Metropolitan Centre (image)**

#### Shepherds Bush Market

As a major feature in the town centre, Shepherds Bush Market provides a key development opportunity; its regeneration and enhancement would provide a better

focus and western anchor for the town centre. The Council's aspirations for the market and adjacent land are set out in the Core Strategy policy for Strategic Site 3, and include:

- enhancement of the market to sustain its traditional role in the community
- new complementary uses, such as small shops, cafes, restaurants, residential and offices
- new leisure, public arts or cultural facilities
- permeable, accessible and secure public realm and enhanced circulation space

#### Entertainment, leisure and culture

The promotion of the night-time economy must strike an appropriate balance with the residential uses in the town centre. Some sites around the Common are less sensitive in terms of adjacent residential use, and offer potential for expanding the night-time and entertainment offer. The west side of the Common would be the best location to build on this focus, with the former Odeon as a valuable building to be retained and enhanced. In the long term, Threshold and Union Houses could also provide a development opportunity.

Nevertheless, there are spatial limits on the extent to which major new leisure uses could be accommodated in the town centre; the opportunity should be taken to consider extending town centre activities north of Westfield and around the proposed White City Green.

#### Retail

Despite the 106,000sq.m of retail space recently added to the town centre with the opening of Westfield, the Joint West London Retail Study suggests there is a need for an additional 40,000 – 50,000 sq.m. of retail (comparison goods) floorspace in Shepherd's Bush over the next ten years, along with a small amount of convenience goods floorspace.

The impact of any proposed increase in retail must be tested by the full range of assessments set out in the London Plan and PPS4, including assessments of retail need, site availability within the current town centre, impact on other centres around London, on local traffic and congestion and on local residents' amenity. In identifying the potential for additional retail provision in this framework, the position of the Mayor and the Council, with regards to the consideration of any forthcoming planning applications, remains unfettered and subject to such assessments being completed.

#### North of the Town Centre

In addition to increases in town centre uses within the existing town centre boundary, this framework proposes expanding the town centre boundary to the area north of Westfield, between the existing Westfield London and the Hammersmith & City line viaduct. Any development north of the town centre should seek to improve permeability, creating better connections between the northern part of the OA and the town centre, provide an improved setting for the Grade II listed DIMCO building, high quality public realm, leisure, housing and social infrastructure, and support the establishment of the creative hub. The strategic transport study has tested the transport impact of additional retail to the north of the Town Centre. However, as noted above, such an approach would be subject to the appropriate tests with regards to the expansion of the town centre boundary

An extension of retail and town centre uses (especially major leisure) north of Westfield would support the proposed commercial hub in White City East and could help the better planning of the entire area, allowing for a gradual transition from the town centre and retail uses to more community, leisure and residential uses. These uses are well suited to mediating between the different character areas and dealing with the spatial challenges of the site, as has been already done on the southern side of Westfield. New retail development should be seen as distinct to the indoor mall environment of the existing Westfield and as an integrated part of the local area; the approach at Stratford City is a good example of the preferred approach and in particular the outdoor high street element.

**Map 3.5 Potential development opportunities with retail in and north of the town centre  
(image)**

**3.4 Supporting Facilities and Social Infrastructure**

The provision of community services, local shopping and services and other social infrastructure is key to maintaining a sense of community across the opportunity area and supporting further development.

Within and around the opportunity area there are already many facilities for leisure, sport and community uses which all help to promote a healthy quality of life. There is also a broad range of community and religious facilities and planning permission has been granted for the White City Collaborative Care Centre on Bloemfontein Road. There are a number of primary and secondary schools but they are all at or near capacity.

Development of the scale envisaged in this framework will generate additional demand for a range of supporting facilities and this is reviewed in more detail in Chapter 7. This will require new provision, expansion of existing provision and better physical connections to some existing facilities, such as schools in Kensington & Chelsea or Wormwood Scrubs.

**3.4.1 Development opportunities**

Social infrastructure facilities should clearly be accessible to the members of the community they serve and must be provided in a phased way as development takes place over a lengthy period. The land use strategy envisages that it is preferable to provide the opportunity for facilities to be co-located at convenient places to the extent that they have similar catchments.

The draft Core Strategy proposes a new local centre east of Wood Lane, and this framework specifies that the preferred location for new local community and business facilities and services is in a hub close to the Wood Lane and White City LU stations, bus station, and proposed public open space. A new primary school would be best accommodated in the northern part of this general mixed-use area, close to the new residential accommodation, and away from the Westway and A3220/West Cross Route road infrastructure.

There is also a good opportunity to deliver new large-scale sports, leisure and fitness facilities to serve a wider catchment area, particularly given the high public transport accessibility and the proposed northern extension of the shopping centre

as described in section 3.3, that will serve a wider population and extend the town centre's offer.

There may also be opportunity to consolidate and expand the existing community facilities in White City West in any regeneration of the estates.

QPR football club have ambitions for a larger capacity stadium but there are no plans at present. It is not clear if this is feasible in the locality in a way that could facilitate regeneration, especially of the housing estates, in ways which would benefit existing residents. However, if it were feasible, community sports facilities and other benefits to the local community should be provided as part of any new stadium that is proposed.

### **Map 3.6 Nurseries, primary & secondary schools (image)**

#### **3.5 Existing land ownership structure**

The key landowners in the OA represent many of the industries and uses proposed in the land use strategy. To the north of Westfield London, landownership in the key regeneration areas is split among a limited number of landowners, whilst land ownership in the Town Centre to the south of Westfield London is slightly more fragmented.

To the west of Wood Lane in 'White City West', the two largest landowners are LBHF who own the White City housing estates – White City, Wood Lane and Batman Close – as well as Hammersmith Park. The Territorial Army and Queens Park Rangers Football club also own significant sites in this part of the OA.

In White City East, the BBC owns the Television Centre, the multi-storey carpark along Wood Lane, and the Media Village to the south of the Westway including the vacant development sites south of the three buildings that comprise the 'village'. To the east of Wood Lane, private landowners include the BBC, Land Securities, Marks & Spencer, Westfield, Helical Bar, Transport for London and Yonex UK Ltd.

Westfield own the site between the existing Westfield London centre and the Hammersmith & City LUL Viaduct. The BBC owns several buildings to the east of Wood Lane along the Central Line cutting. Marks and Spencer occupy the site directly north of the Hammersmith & City Line viaduct, and Helical Bar and Land Securities jointly own the rest of the site up to the Westway, as well as the land under the Westway, with the exception of the BBC buildings noted above. TfL controls the land of the Central Line cutting, the Hammersmith & City Line viaduct, and the LUL stations at Wood Lane and White City. Imperial College London owns the site to the north of the Westway.

The key retail frontages along Shepherd's Bush Green, Uxbridge and Goldhawk roads are in very fragmented land ownership. Elsewhere in the town centre, Land Securities owns the W12 shopping centre, and LBHF controls the housing estate above; Westfield owns the Westfield Centre, and Shepherd's Bush Market is owned by Shepherds Bush Market Enterprises, the Council, the Peabody Trust, Broadway and private owners. The Council also own several residential properties to the north of the common, as well as the old library on Uxbridge Road.

**Map 3.7 Land ownership in the White City OA  
(image)**

## **Chapter 4 - Urban Design Strategy**

A spatial structure that will allow the realisation of the 'White City - World City' land use strategy

### **Setting, context, and heritage**

- respect the surrounding urban grain, land use, building types and scale
- celebrate the distinctive architectural features of the area – DIMCO, BBC TV Centre, the Hammersmith & City line viaduct

### **Liveable, lifetime neighbourhoods**

- a flexible block plan
- a mix of dwelling types and sizes, including family housing
- high quality shared and/or private amenity space for all residents
- mansion block and terraced housing typologies
- block sizes and layout to promote mixed-use development

### **Permeability and connectivity**

- active street frontages
- routes to encourage walking and cycling
- new east-west connections into RBKC
- improved links over the Central Line cutting
- new north-south routes connecting Westfield to Woodlands
- create connections under the Hammersmith & City Line viaduct and the A40
- improve connections throughout the town centre
- make a direct link to Wormwood Scrubs

### **Public realm**

- manageable, inclusive, safe and useable public realm and open space
- use the space under the Westway/A40
- enhance views of BBC TV Centre and make best use of the forecourt
- maintain open space around the Hammersmith & City Line viaduct to allow for LUL maintenance
- reclaim the area to the north of Westfield from the tangle of roads and servicing facilities

#### **4.1 Introduction**

##### *The great outdoors and the great indoors*

The urban design strategy for the White City OA sets the physical framework which will assist with the delivery of the objectives of the OAPF and the land use strategy set out in Chapter 3. The strategy is based on the local setting and context, the valuable and cherished features and heritage of the surrounding area, including the historic scale of development, the urban ‘grain’, open spaces, parks and public realm.

The White City OA boasts iconic buildings, a strong heritage of creative industry and leisure attractions, valued open spaces and landscapes, and world-class institutions. Paradoxically, the area is extremely accessible by roads and rail, but at the same time blighted by transport infrastructure, with many of the key development sites suffering from poor connections to the wider area.

The urban design strategy seeks to capitalise on the presence of world class institutions and the many attractions in the area, integrating the best residential qualities of surrounding areas with the large scale and prominent buildings of the BBC and Westfield, whilst overcoming some of the key obstacles in the area such as the West London Line and Central Line cutting. It supports the development of liveable, high quality neighbourhoods, with a variety of housing options, supported by attractive and safe amenity spaces, along with provision of new offices and leisure facilities.

Key to the success of these neighbourhoods is a network of tree-lined routes, streets and paths, which will improve permeability and connections within the OA, whilst improving the linkages out of and into the OA for all the surrounding communities. These links will also act as wildlife corridors to encourage a rich biodiversity through the area.

Considerable commercial value is created when high quality public realm is provided as an integral element of new development; as such, this strategy is key to delivering this framework’s regeneration aspirations.

The strategy addresses the challenge of connecting the OA to its wider context, drawing communities together, creating links between the parks and spaces, buildings, businesses, institutions and destinations, of connecting the great outdoors to the great indoors. Together, all of these elements make White City a vibrant part of London as a World City.

**Image 4.1: Indicative masterplan for White City East looking North-West from Holland Park**

**Image 4.2: The great outdoors in and around the OAPF looking North-West from Holland Park**

**Image 4.3: The great indoors within the OAPF looking South from Wood Lane Estate and BBC Media Village**

**(Image x3)**

#### **4.2 Historic development**

The OA is very much defined by the last century of development which has left a distinct pattern, scale, and character. Today, many of the area’s notable buildings

are found in two Conservation Areas within the OA – the Wood Lane and Shepherds Bush Conservation Areas.

#### 4.2.1 The first Olympic Legacy

Counters Creek originally ran through the Opportunity Area along the alignment of the West Cross Route, continuing on to Lots Road where it met the Thames. The area was largely farmland until the mid-1800s when railways were built over the land to lead into the city, with the West London Line in 1844, the Hammersmith & City Line in 1864 and the depot and generating station for the Central Line in 1900.

Thanks to these new transport links, by the turn of the century the area around Shepherd's Bush Common had become a shopping and entertainment centre for West London with new shopping parades, cinemas and theatres. Semi-detached villas and terraced housing of the growing and prosperous suburb lined the streets beyond the Common, leaving a legacy of relatively dense Victorian housing. This remains the dominant residential character along the Victorian street grids.

In 1908 the first of several international exhibitions, the Franco-British Exhibition, was held on grounds to the west of Wood Lane, in buildings rendered in white painted stucco, from which the site got its name "White City". Two new underground stations at Wood Lane (Central and Hammersmith & City Line) catered for the millions of visitors to the Exhibition.

The exhibition grounds featured a network of roads, bridges, waterways, as well as a stadium which was used for the 1908 Olympic Games. Although the exhibition buildings were designed as temporary structures, exhibitions continued to be held there until the late 1930's. The stadium was used by Queen's Park Rangers Football Club until they moved to Loftus Road, and continued to be used for rugby, athletics, boxing and greyhound racing until the mid-1980s.

Today, the diagonal road alignment between the White City estate and the BBC Media village and the grounds of Hammersmith Park are the only physical legacy of this early history of the site.

#### **Map 4.1: White City Opportunity Area 1916**

(image + 4 photos)

#### 4.2.2 Interwar and post-war development

##### *The Motorway and TV Age*

In the late 1930s the London County Council built the White City Estate on the Western part of the White City exhibition grounds; more than 2,000 homes in 5 and 6 storey blocks and in a grid plan, with tree-lined streets named after Exhibition buildings, such as Australia Way and Commonwealth Avenue. At the time the housing was of an exemplary standard although the rigid grid approach contrasted to the garden suburb approach taken to the west of the estate and the north of the Westway/A40.

After WWII, the BBC Television Centre and Hammersmith Park were built on the southern part of the exhibition grounds. Graham Dawbarn, of the firm Norman and Dawbarn, designed the TV Centre, which was Britain's first purpose built TV centre.

A new Central Line underground station was built at White City in 1947 to replace

the earlier Wood Lane station. Between the Central Line cutting and the West London Line, industrial uses developed in the sites between the new road and rail infrastructure.

During the late 1960s the elevated Westway motorway was built to link the Marylebone Road with Western Avenue. Other major transport infrastructure developments included the West Cross Route (now the A3220) which linked the elevated gyratory at the Westway with a new roundabout at Holland Park. This was part of the inner London motorway box proposed in the 1969 Greater London Development Plan that was never completed following rigorous protests from community groups.

The BBC expanded Television Centre and while the White City stadium continued to be used for various sporting events, including the 1966 World Cup, it was demolished in 1985 to make way for the BBC Media Village designed by Allies & Morrison. The opening of the Westfield development in 2008 created a huge retail and leisure destination with improved transport facilities including a new Underground station at Wood Lane and a new Overground train station on the West London Line.

#### **Map 4.2: White City Opportunity Area 1978**

**(image + 4 photos)**

#### **4.2.3 Shepherd's Bush Conservation Area**

The prevailing character of Shepherds Bush is that of an Edwardian inner London town centre, with an overall unity of scale and grain. This is despite later interventions into its built form such as the 1970s West 12 Shopping Centre and residential tower blocks, which are in the town centre but not part of the CA.

Shepherd's Bush Common is the heart of the historic town centre, and is the backdrop for the distinctive townscape character of the CA. The Common features a ring of mature trees around its edges, beyond which are historic leisure and entertainment attractions such as the Grade II listed Empire Theatre and the Grade II listed former Odeon Cinema. Mixed in among the entertainment and leisure venues are shopping parades and terraced housing.

#### **4.2.4 Wood Lane Conservation Area**

The Wood Lane CA is unusual in that it is largely post-war in character; its focal point is the landmark BBC TV Centre. Darbourne and Dark's domestic architecture on the Wood Lane Estate, the 1947 White City Underground station, and utilitarian industrial units form the setting of the TV Centre. The CA contains a designated Green Corridor and area of Metropolitan Open Land running along its eastern boundary and the West London Line Railway, and a Nature Conservation Area following the Central Line north of White City Station. Mature plane trees line parts of Wood Lane and define the open space to the north of the Wood Lane estate.

Wood Lane is a key transport corridor and the principal gateway to the area. Many of the key commercial uses in the OA are focused along this road and to the east of Wood Lane, with the predominant scale of development reflecting the industrial and commercial uses – sheds, broadcasting studios, office buildings, warehouses – on large plots of land. To the west of Wood Lane, the grade II listed BBC TV centre and the new BBC Media Village are the dominant buildings which define the OA for many.

Historic transport infrastructure is prominent and a defining element of the CA, with structures such as the locally listed White City Underground Station, the grade II listed DIMCO building (just outside of the CA) and the Hammersmith & City line viaduct all contributing to a sense of place and historic context.

**Map 4.3: Conservation areas and listed buildings**

**(image + 4 photos)**

#### **4.2.5 Housing legacy**

The streets of the OA and surrounding areas feature many different forms of housing, charting the history of housing development in one single area: pre- and post-war estates at high and low density, Victorian terraces and mansion blocks are all represented in the area. The Wood Lane estate is a tightly packed development of two to four storey townhouses with integral porches, terraces and balconies, ramps and stairs, with an emphasis on private entrances. The estate features a main landscaped shared central grassed area with numerous trees forming a focal point within the development, as well as a generally pedestrian oriented environment.

The area around the White City Estate is characterised by many mature trees, and a relatively generous amount of shared open space, although in some cases these spaces are not well used or defined. The estate also features several community facilities and local shops, churches and schools, which all form a strong central focal point for residents.

Many of the residential neighbourhoods both within and immediately outside the OA are designated Conservation Areas and include a variety of housing types ranging from the low-density garden suburb style of the Wormholt and Old Oak estate to the mansion blocks and terraces around Shepherd's Bush town centre. Beyond the boundaries of the OA are some of West London's most accessible and best loved neighbourhoods such as North and West Kensington, Holland Park, Notting Hill and Fulham, which feature high density, high value, and high quality housing that are in great demand.

Many of these neighbourhoods feature mansion blocks and terraces, often of 5-7 storeys, with local amenity spaces and squares – these are typologies that have stood the test of time. The early developers of these estates recognised the value and importance of incorporating green spaces with housing in more urban situations, and as such designed in a variety of parks, squares and gardens. Some of these are entirely secure and private courtyards; others are private garden squares, visible to the public but only accessible to residents, whilst others still are open to the public. These squares and gardens now represent the highest value areas of London, recognised for their livability and desirability.

#### **Map 4.4: The great estates in central London**

**(Image + 3 photos + 2 aerials)**

#### **4.2.6 Cultural, sporting and creative legacy**

##### Sport and leisure

The spirit of the 1908 Olympic games is continued in the area with sporting facilities including the Linford Christie stadium, the Phoenix Swimming Pool, the football pitches at Hammersmith Park, the Westway Stables and Sports Centre. The local communities are well served by local schools, churches, a new library and health services. Local parks and amenity spaces are well used, such as Shepherds Bush Common, the lawn in front of the BBC media village, and Hammersmith Park, with additional green spaces such as Wormwood Scrubs and Wormholt Park just beyond the OA.

##### Retail and town centre attractions

Retail has always been a key element of the town centre, with Shepherd's Bush

Market and the West 12 Centre as local shopping destinations. The arrival of the Westfield mall in 2008 has vastly expanded the retail presence in the area, as well as the leisure offer with many new restaurants and a cinema to complement the existing leisure in the town centre.

#### Creative industries and culture

White City today is known for its concentration of media, fashion and entertainment companies. Shepherd's Bush has long been a centre for entertainment and leisure, with established venues such as the Empire and the Bush Theatre along with smaller bars and clubs centred around Shepherd's Bush Common.

One of the key aims of this framework would be not only to integrate any new development with existing facilities, but to also identify what new facilities would be required to support local growth and what contributions developers would make to that provision.

#### **Map 4.5: Cultural, sport, leisure facilities in the White City OA today**

**(Image + 4 photos)**

#### **4.2.7 Challenges**

Today the condition of the OA is the outcome of its history: the area is extremely accessible by roads and rail but at the same time blighted by that transport infrastructure.

The West London Line, access roads and ramps for the West Cross Route and the elevated A40/Westway, Central Line cutting and the Hammersmith & City Line viaduct all represent physical barriers to key sites in the area and communities beyond the OA.

The area is split into distinct character zones, isolated from their wider context by transport infrastructure. The layouts of the BBC TV Centre and the council estates are characterised by an introverted approach to their respective areas, incorporating fencing and inactive frontages, discouraging connectivity and permeability through the sites to the wider area.

#### **Map 4.6: Challenges in the White City opportunity Area**

**(Image + 6 photos)**

### **4.3 Urban design strategy**

White City already has world-class attractions, facilities, buildings and institutions in a phenomenally accessible location. This framework seeks to leverage those advantages and enable regeneration to create a White City that is greater than the sum of its parts, with attractions and an environment to rival any other quarter of London.

Building on the rich legacy and history of the area, this urban design strategy focuses on development and regeneration opportunities on the sites east of Wood Lane, at BBC TV Centre and fronting the BBC Media Village. The focus of the strategy is on making the best use of these opportunities to provide better access to local facilities and to create new, livable, urban quarters with a mix of homes, jobs, and amenity spaces, all of which will reinforce and strengthen the local community.

The strategy can be summarised into three main objectives:

1. Development of a new creative and commercial hub: the sites to the north and south of the Hammersmith & City line will become the centre of a revitalised commercial and creative centre with a major public space, White City Green, at its heart.
2. Creation of better connections: delivering strategic physical links across infrastructure barriers, including the Westway and the West Cross Route, to existing and new communities, local facilities, jobs and open spaces.
3. Building great, lifetime neighbourhoods: creating new urban quarters and liveable streets with a mix of uses, high quality modern mansion blocks, local shops and services, and a new range of local open spaces that form the backbone of the neighbourhoods.

The three objectives, or themes, are outlined in more detail in the pages that follow.

#### **White City and its wider context**

The yellow rings on the indicative plan highlight the potential of the OA to act as a link between some of the key regeneration areas in the sub-region; they illustrate the interdependencies and links between areas such as Earl's Court, Old Oak Common and Park Royal. Development in the OA must enhance these relationships and should consider the cumulative impact of development across the wider area. The urban design strategy both enhances and emphasises the important role the OA can play in being the place where these connections are made, maintained, and managed as part of a wider London 'World City' story.

Crucially, development in the OA must draw existing communities and neighbourhoods together and better connect the sum of the parts to existing and new residents mutual benefit.

#### **Estates, QPR and TA Centre**

To the west of Wood Lane, no explicit urban design strategy has been set out. A long-term vision has been established in the Submission Core Strategy and Chapter 6 discusses opportunities for wider regeneration that could benefit the existing community, but that require full discussion with local people.

In terms of urban design, any future change west of Wood Lane should reflect the following key principles:

- improve connections to the Town Centre, Wood Lane, and the north of the

borough

- maintain a domestic scale of development to reflect the surrounding residential land uses
- create a street hierarchy to improve local navigation and legibility
- make better use of open spaces, retain existing mature trees and features, create clear definition of private and shared amenity spaces
- incorporate and improve the existing community facilities

### **Shepherd's Bush Town Centre**

In Shepherd's Bush Town Centre there is limited scope for physical change beyond the proposals for the Common and aspirations set out in the Submission Core Strategy for Shepherd's Bush Market. Efforts to introduce small-scale interventions to improve the pedestrian and cyclist experience including wayfinding, signage, lighting, cycle lanes, secure cycle parking and shopmobility, as well as improve north-south pedestrian connections from the Town Centre to residential areas would support the wider aspirations of the OAPF.

### **Map 4.7: White City OA – links to sub-regional regeneration areas**

**(Image)**

#### **4.3.1 The creative and commercial hub**

This aspect of the urban design strategy capitalises on the attraction of destinations such as BBC TV Centre and Westfield, as well as the iconic structures –the Hammersmith & City Line viaduct, and the DIMCO building – that give the area its identity. It uses those features as anchors for future development in a part of the OA that benefits from excellent public transport links.

A new hub for the creative industries, retail and other commercial uses will be anchored by a new public space, White City Green, at the heart of the main development area in the OA. New businesses, enterprises, community facilities and leisure attractions will establish themselves in this area, which will see town centre uses extended north of Westfield with major leisure, residential and retail in an open-air, high street development. New commercial buildings for creative, media, and technology industries, will be developed along Wood Lane and along the northern boundary of White City Green, and a refurbished BBC TV Centre with new occupiers will have been opened up to allow everyone to enjoy its courtyard, which will form a natural extension to the White City Green.

New development will improve overall connections and create a successful transition between the town centre and the new development areas and the Hammersmith & City line; viaduct arches will be opened up to create multiple north –south links and will draw people from Westfield to the rest of the area to the north.

The Green will extend along either side of the H&C line viaduct, running from the forecourt of the BBC TV Centre, over the central line cutting (which will be partially decked with a lightweight bridge), to the boundary with RBKC, where a new crossing over the West London Line and West Cross Route will provide connections to the Royal Borough. The Green will be a high quality, publicly accessible, but privately maintained public space, bounded to the north and south by new commercial, creative, retail, leisure and residential buildings. It will be a

destination for events, leisure, and local amenity, featuring both soft and hard landscaping, a defining element and key commercial attraction for businesses that will be based in the area, providing valued amenity for local workers, a place for occasional events and performances, in the foreground of the iconic BBC TV Centre.

It is important that development to the south of the viaduct recognizes that the White City Green is intended to run on both sides of the viaduct and respects the important contribution this historical and distinct feature makes to the quality of the public realm and townscape of the White City Green. Buildings should be sited sufficiently away so as not to crowd out this feature, avoiding a canyon effect or excessive overshadowing of what will be a key part of the area's major public space and an important public route.

**Map 4.8: Urban design strategy, The creative commercial hub**  
**(image +3 photos)**

#### **4.3.2 Creating better connections**

The success of development and regeneration of the OA is dependent on the strength of the connections between existing and future communities, and the ability to overcome physical severances of the Central Line cutting, Hammersmith & City line viaduct, West Cross Route/West London Line and the Westway.

Central to the framework is the delivery of routes that provide easy access to key landmarks, jobs, community facilities, local attractions, open spaces and public transport. These routes integrate new development with existing, repair some of the ruptures to the city's fabric created in the 1960s, make walking and cycling easier, promote a healthy lifestyle, and help in reducing congestion on the transport system.

- **East-west connections:** Over and under infrastructure, east-west connections are essential to unlock sites isolated by rail and road networks, penetrate industrial, employment and residential estates, and create connections to and from RBKC to link the communities to the east with the White City development area. They will improve links between the residential estates west of Wood Lane, providing easier access to jobs, services and transport, and draws people from the east toward White City.
- **North-south connections:** The framework proposes several alternative routes to Wood Lane, from the Westfield centre straight through to the Imperial College site and beyond the OA boundary. Vehicular, pedestrian and cycle routes will all be delivered, with an emphasis on improving conditions for pedestrians and cyclists whilst reducing highway congestion. In the south of the OA, improvements to junctions and pavements for the main roads that cross the town centre will continue; opportunities to improve access from the residential areas in Wells and Sulgrave Roads to Goldhawk Road tube station and Shepherds Bush Market, and the between Uxbridge Road and Richmond Way/Woodstock Grove will also be encouraged.
- **The marathon route:** A new recreational route inspired by the first ever modern marathon run at the White City 1908 Olympics, will provide more appealing and attractive links to parks, leisure facilities and sports facilities in the wider area. It will take advantage of and enhance the existing wildlife corridors along the West London Line embankment and provide alternative,

attractive routes to Wormwood Scrubs. The route would connect to local recreational resources, such as the Westway leisure and horse-riding centre, and encourage healthier lifestyles by promoting walking, cycling, horse riding, and other types of recreation.

**Map 4.9: Urban design strategy: creating better connections**  
(image + photo)

**4.3.3 Great neighbourhoods and inclusive environments**

Development within the OA should create great neighbourhoods that provide a good quality environment with the best possible access to good quality housing, social and community infrastructure, access to local shops, employment opportunities, public transport, and open spaces.

On the land further east of Wood Lane, a new, high quality, residential quarter with a mix of housing types for people of all incomes will be supported by local shops and community facilities. The streets and buildings will take a similar approach to that found in West Kensington.

New development will incorporate a variety of housing types, with the majority in mid-rise types such as modern mansion blocks and stacked maisonettes; housing in taller buildings would be limited. Regular entrances to the mansion blocks, maisonettes with their own front doors and local shops at ground floor level will provide active and secure street environments.

Development here will adhere to the principles of lifetime neighbourhoods: places where people, throughout their lifetime, have access to a range of services, infrastructure and opportunities such as a genuine choice of homes, good quality education, community facilities and services, recreation spaces, employment opportunities - all easily reachable either by foot, wheelchair, mobility scooter or by bike or by an extensive network of accessible public transport services.

The richness of the area will be enhanced by good quality public and private open spaces, including formal parks, allotments, private gardens and wilderness spaces. These will allow for a range of recreational and leisure opportunities which will benefit the health and well being of local communities.

Large scale residential, mixed use, and employment developments will be expected to contribute to the provision of these new open spaces, with smaller schemes contributing towards improvements to existing public open spaces in addition to private amenity space. Where appropriate, these will include new formal play facilities for various age groups, easily accessible for local children and families

**Map 4.10: Urban design strategy: great neighbourhoods and better connections**

(image + 4 photos)

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**4.4 Indicative Masterplan**

The three key drivers of the urban design strategy – a commercial hub around the White City Green, improved connections, and great neighbourhoods – come together in an indicative masterplan for the key development sites to the east of Wood Lane and on the BBC sites. The masterplan has evolved out of an analysis of

the existing context, surrounding urban grain and typologies, local routes and key views, to ensure that development is integrated into its wider context.

The masterplan has been carefully developed to incorporate several key elements:

- the new White City Green extending from the BBC TV Centre to the West London Line and linked to RBKC
- the integration of existing parks, open spaces and landscaping with new public realm, protecting and enhancing existing mature tree cover
- east/west and north/south connections, including new east-west connections into RBKC, improved links over the Central Line cutting, alternate north-south routes to Wood Lane connecting Westfield to Woodlands, including one dedicated to pedestrians and cycles
- improved links between the White City estate and the sites to the east
- a flexible block plan that can accommodate a variety of building types, scales, sizes, with a variety of amenity spaces
- streets with active frontages, creating routes that will encourage walking and cycling
- improved settings for the distinctive architectural features of the area including DIMCO, BBC TV Centre, the Westway, the Hammersmith & City line viaduct
- a limited number of tall buildings along the A40 and the White City Green

The masterplan takes a strategic approach to open space that maximises the amount of usable, safe, and functional spaces. It sets out a hierarchy of private, semi-private and public open spaces ranging from privately accessed but publicly visible ‘garden squares’, to communal gardens within mansion blocks, to fully accessible public spaces with communal children’s play areas. The streets will be lined with trees, separate cycle routes, and will allow for some on-street parking, although most parking will be underground. Smaller, local amenity areas, residential squares and pocket parks, similar to London garden squares, will provide breathing space to residential and mixed-use areas. All open spaces will be designed with features such as seating, toilets and lighting, to ensure access for people who may otherwise be excluded or not feel comfortable using them.

The aim of the masterplan is to enhance local character and distinctiveness, create a network of places that physically and socially connect with each other and with their surroundings, and to put the creation of successful lifetime neighbourhoods and high quality public realm at the heart of the OA. It is anticipated that individual developments will use this masterplan as a starting point, and will then undertake more detailed analysis to ensure that the principles of the urban design strategy and masterplan are delivered with each individual development.

#### **Map 4.11: Indicative masterplan**

(image)

#### **4.4.1 Building typologies**

The majority of residential development on the sites to the east of Wood Lane should be in the form of a modern mansion blocks ranging in height from 6-9 residential storeys. These blocks can incorporate shared amenity space at the centre of the block, along with private amenity space on balconies and roof terraces.

Although most new housing will be delivered in the mansion block form, with regular, shared entrances, the masterplan also provides for a number of maisonettes reminiscent of terraced housing types, with individual front doors on the street, private gardens and/or roof terraces. There may also be limited opportunity for new housing in taller buildings; these will be expected to be of exceptional design, have an elegant form and feature a limited number of units per core to ensure they have a positive impact on the local townscape.

The masterplan assumes that commercial office buildings will take a similar approach to the existing contemporary office buildings in the area, such as the Monsoon Accessorize headquarters and BBC Media Village buildings. Commercial uses could also be delivered in mixed-use buildings with retail at ground floor and a mix of non-residential community uses throughout. The BBC TV Centre could be refurbished for new leisure, commercial, academic or other institutional users. The site north of the Westway should develop into a world class residential, commercial and academic campus to the same the high standard of design as achieved by Imperial College elsewhere in London.

Development on the site to the north of Westfield should avoid the monolithic approach of the existing Westfield Mall, and instead deliver variation in scale, grain and built form to make a successful transition from the shopping mall typology to a high street typology more suitable to the mixed/commercial/residential uses to the north.

Regardless of use, all new development will be expected to achieve the highest standards of accessible and inclusive design, and all development proposals will be expected to adopt the principles of inclusive design effectively from the outset, paying particular attention to creating places that integrate and mainstream the access needs of disabled people, older people and people with young children from the outset. The typologies noted in map 4.12 explain what building typologies may be appropriate for that site.

#### **Map 4.12: Building types in the indicative masterplan**

**(Image + 4 photos)**

#### **4.4.2 Building heights**

The existing scale of development along Wood Lane is varied. The context around the Westway is of elevated motorways and larger scale buildings, such as the BBC Media Village and the approved Imperial College postgraduate accommodation. To the west of Wood Lane, medium-rise commercial buildings of approximately 8 storeys (e.g. the BBC Television Centre) alternate with lower-rise residential terraces opposite Westfield and on the Wood Lane estate. To the east of Wood Lane the existing buildings include 6-storey office blocks, 2-4 storey industrial sheds, and the 7-storey Westfield Centre. A 15-storey tower that was a later addition to the BBC TV Centre is set in from Wood Lane but prominent in longer-distance views. Beyond the OA boundary to the east are several clusters of residential towers in the Lancaster West, Silchester and Edward Woods estates (21

and 24 storeys), whilst to the north of the OA are predominantly low-rise, terraced houses.

### *Taller buildings*

Tall buildings are generally defined as those that are significantly higher than their neighbours or that have a significant impact on the skyline. In the case of the WCOA, this corresponds to buildings over 15 storeys.

Well-designed taller buildings can make positive contributions to townscape and can play a valuable role in place shaping. They can provide variety and interest, articulate positively a point of significance for the wider borough and neighbouring boroughs, such as deliberately framed views and specific vistas, highlight regeneration areas and help people find their way by identifying key transport interchanges and local landmarks. Tall buildings can also present opportunities to use sites to their full potential.

### *General guidance*

The approach to building height is derived from and complements the public realm and open space strategy, and is based on a detailed analysis of the built and heritage context and a desktop views assessment using a 3-d model. The preferred height and scale of development within the OA varies depending on the immediate context, and new development must ensure a variety of scale, massing and architecture is delivered across the OA. All development must relate appropriately to neighbouring buildings, public and private open spaces, and current and proposed routes.

The majority of new buildings should be medium-rise (6-9 storeys), with some elements of lower-rise (3-5 storey) terraces, particularly in areas close to existing neighbourhoods.

There are limited locations within the OA that are likely to be suitable for taller buildings. The indicative masterplan identifies where taller buildings could contribute to the overall legibility of the wider area without overshadowing strategic open spaces or nearby residential areas. An analysis of the visual impact of tall buildings in local and wider views, including views from within conservation areas in LBHF and RBKC, has also informed this strategy and ensures that introducing tall buildings in the preferred locations should have no detrimental impact on views, in many cases they would not be visible at all.

Taller buildings (12-15 storeys) may be appropriate along the Westway, around the Westfield 'high street,' and White City Green to provide variation in townscape and aid legibility. The existing 15-storey tower at the BBC TV Centre could be replaced with a better-designed tower of the same or lower height. A taller (15-20 storey) building may be appropriate on the north-eastern corner of the White City Green to frame views to the BBC from the east and identify the Green as a significant site. Towers of approximately 20-30 storeys (up to 100 metres) would be appropriate along the Westway at the gateway to central London.

The OA is in an area that is subject to RAF Northolt safeguarding, requiring consultation with the MOD on development proposals over 91.4m tall. The area is also subject to safeguarding related to wind turbine development and requiring consultation with NATS: ref Circular 1/2003.

All taller buildings in the OA, whether for private residential, hotel or commercial uses, must be of exceptional design quality. Although taller buildings for commercial use may require a larger plan form than residential, these would still be

expected to make a positive addition to the skyline. Proposals should be sited and designed with careful consideration of setting, context and overall impact on townscape, public realm, micro-climate and local neighbourhoods, and would need to be justified with full planning, environmental, and design appraisals.

#### **Map 4.13: Proposed building heights in the indicative masterplan**

**(Image)**

#### **4.4.3 Along the A40: the gateway into London**

The OA acts as a transition zone between western and central, inner and outer London. Tall buildings near the Westway and northern section of the West Cross Route will be exceptionally visible and will provide a strong identity for the OA. They will identify and landmark White City as the ‘gateway’ into central London, echoing similar clusters along the rest of the route. Taller buildings will provide a buffer to the flyover for development within the OA, and will help developments overcome the blighting effect of the elevated infrastructure on lower floors by providing more habitable space at higher levels.

The masterplan proposes up to three towers (approximately 30 storeys, or 100 metres) in the general area around the Westway – two to the north and one to the south of the Westway. These tall buildings will provide points of visual emphasis on the new north-south routes through the site and will be landmarks in views northwards from the White City Green and Westfield. The proposed locations have been selected to limit the impact of overshadowing on existing and future communities, public open space, and to avoid the creation of a ‘canyon’ effect.

**Image 4.4: Aerial view of the Westway – existing**

**Image 4.5: Aerial view of the Westway – proposed**

**Map 4.14: Key plan: along the A40 / Westway**

**View 1: Looking east along the A40 / Westway**

**View 1: Looking west along the A40 / Westway**

**(Image x 5)**

#### **4.4.4 White City Green**

In this area, a limited number of taller buildings of 11-15 storeys may be justified, as they could highlight the area as a centre of activity and regeneration. Taller buildings, as part of an integrated design approach, could provide a recognisable and identifiable address for new commercial or residential developments, complement the delivery of major public spaces, community and leisure facilities, and provide variety and interest to the townscape.

The masterplan illustrates the potential for a 11-15 storey building on the northwest corner of the White City Green, to signal the location of a new entrance to White City station, the commercial hub of activity and the intersection of key routes for pedestrians and cyclists with the Green; and of a 16-20 storey building closer to the West London Line at the northeast corner of the White City Green. When viewed from the Westway and longer cityscape views, they would be read as part of the cluster of tall buildings to the east of the West London Line in RBK&C.

### **Map 4.15: Key plan: White City East**

**View 3: Looking north from Hammersmith & City Line Viaduct**

**View 4: Looking west from the West Cross Route, towards BBC TV Centre**

**(Image x 3)**

#### **4.4.5 BBC TV Centre tower replacement and north of the Westfield Centre**

The setting of the listed BBC Television Centre would be enhanced, particularly in views from the east, by the demolition of the existing East Tower. A new building, of similar height to the East Tower, but crucially of a much higher quality and with a better relationship to Wood Lane, would sit on the axis of views from the West Cross Route, providing an east-west visual connection across the entire site.

There may also be scope for 12-15 storey buildings to the north of the existing Westfield Centre, on axis with the East Tower of the BBC Television Centre, to assist with orientation, highlight the crossing point into RBK&C and to frame a view of the iconic TV Centre building.

**Image 4.6: Aerial view of BBC TV Centre and the east tower**

**Image 4.7: indicative masterplan - Aerial view of BBC TV Centre and the east tower**

### **Map 4.16: Key plan: Westfield High Street**

**View 5: Looking west along Westfield High Street towards the east tower, from the West Cross Route junction**

**View 6: Looking east towards RBKC along Westfield High Street from Wood Lane and BBC TV Centre**

**(Image x 5)**

#### **4.4.6 Tall buildings in longer distance views**

An assessment of the visual impact of taller buildings in the OA has been undertaken to evaluate the potential impact on views into and out of the OA, including those to and from the Royal Borough of Kensington & Chelsea and other local conservation areas.

When seen from the east, the proposed tall buildings appear in the context of the existing clusters of tall buildings in the RBKC. Although, from most conservation areas and local streets, the buildings are not visible as most views would be obstructed by trees and other buildings in the foreground. However, any tall buildings would be located at a sufficient distance from each other to be readily identifiable as particular landmarks and avoid appearing as a solid mass of buildings from the surrounding area.

From the north, tall buildings in the locations proposed above will be visible in views from Wormwood Scrubs. These are seen as being beneficial to the townscape, helping to identify and highlight the Metropolitan Town Centre, the new campus for Imperial College and the local transport hub.

From Ravenscourt Park the tall buildings in White City will not be visible, owing to the mature trees in the foreground that surround the park.

A full views assessment is set out in detail in the appendix.

**Map 4.17: Key plan: Long distance views**

**View 7: From Ravenscourt Park – existing**

**View 7: from Ravenscourt Park – proposed**

**View 8: From Oxford Gardens (RB K&C) - existing**

**View 8: From Oxford Gardens (RB K&C) – Proposed**

**(image x 5)**

#### **4.5 Detailed urban design proposals**

The successful delivery of the indicative masterplan is reliant on several key design interventions that are detailed in the following sections.

To help deliver the creative hub and improved connections, development of the following elements will be required:

1. White City Green
2. Westfield High Street
3. BBC Television Centre and Hammersmith Park
4. Central Line cutting
5. North-South Links
6. East-West links to RBKC
7. Westway / A40
8. East-West links to the estates

**Map 4.18: Key plan: detailed urban design proposals in White City East**

**(Image + 8 detailed sketches)**

##### **4.5.1 White City Green**

*The heart of the creative and commercial hub*

The White City Green will be a multi-use, public open space with a mixture of hard and soft landscaping that will run along both sides and through the Hammersmith & City Line viaduct, extending east from the BBC TV Centre forecourt, across Wood Lane, to the West Cross Route.

As the site of the Green currently spans several land ownerships, all landowners will be expected to take a co-ordinated and collaborative approach to designing and delivering this public space to a high standard. It will be maintained by the surrounding landowners/occupiers and managed through a body containing representatives of the Council, the local community and landowners. The delivery and implementation strategy (Chapter 9) discusses the management arrangements in further detail.

The design of the Green must adopt the principles of inclusive design effectively

from the outset, placing people at the heart of the design process and making places and spaces accessible, convenient and easy to use by the whole community, enabling everyone to participate equally with choice and dignity. It must pay particular attention to creating a space that integrates and mainstreams the access needs of disabled people and older people from the outset and delivers a process which helps remove the physical and attitudinal barriers that can segregate and exclude.

Along the Wood Lane frontage, careful consideration must be given to the interface between the Wood Lane LUL station, the pavement and the Green. The opportunity to introduce a new entrance to Wood Lane station to the south should be considered and integrated into a public realm proposal for this access point to the Green, whilst to the north, where the Central Line cutting is currently a barrier to physical and visual connections across to the BBC TV Centre, a wider, lightweight bridge structure should be introduced to improve east/west connectivity, capacity, and improved access to Wood Lane station.

To the east, at the West London Line embankment, the space should have a more densely vegetated character appropriate to the local SINC (site of importance for nature conservation) designation. The park design should encourage a rich biodiversity, making the most of the proposed link between White City Green and Wormwood Scrubs along the West London Line. The Green will also be able to contribute to a SUDS (sustainable urban drainage) strategy, as set out in Chapter 8.

The Green will vary in its character depending on the immediate adjoining uses, but there should be a consistent language and standard of quality to ensure all parts of the Green are read as public and accessible to all. The space should incorporate seating, children's play area, toilet facilities, and space for performances or temporary events such as film screenings or specialty markets.

#### **Map 4.19: Key connection through White City Green**

#### **Map 4.20 White City Green: indicative masterplan**

**(Image x2 + 4 photos)**

White City Green will be of similar size and proportions to Brook Green. Brook Green is 500 metres long and approximately 75 metres wide, whilst White City Green will be less than 400 metres long and approximately 75 metres wide.

Similar to the District Line viaduct arches in Ravenscourt Park, most of the arches under the viaduct should remain open and to pedestrians and cyclists, to encourage north-south movement, although some could have small retail areas, cafes or restaurants to provide active frontages and overlooking on the public space.

As well as soft landscaping, new trees and areas of recreation, there may be opportunities on both sides of the viaduct to take a hard landscaped approach, similar to the Duke of York square in the Kings Road, to provide a high quality setting for local cafes, restaurants, shops, and entrances to residential and commercial buildings.

The design of the Green must be especially focussed on the performance and function of the spaces at night, with detailed lighting and management arrangements to ensure security and personal safety are considered from the outset.

#### **Image 4.8: Bird's eye view: White City Green looking west towards BBC TV Centre**

**Image 4.9: The scale of White City Green is similar to that of Brook Green**

**Image 4.10: The eastern end of White City Green, looking towards RB K&C**

**Image 4.11: White City Green from Wood Lane looking to the east**

**(Image x 4)**

#### **4.5.2 Westfield High Street**

At present the site to the north of the Westfield shopping centre is dominated by commercial servicing, roads configured for access to the car park, bus and taxi dropoff areas, which all render the area inhospitable for pedestrians. Future development of the site allows the opportunity to facilitate greater north-south movement, to address the poor quality public realm to the north of the existing Shopping Centre by creating a human-scaled, street based active frontage and high quality public realm around the DIMCO building and White City Green.

Development should improve connectivity through the site from points east and south, but should also consider how to best overcome the level changes through the use of ramps to bring activity back to ground level and integrate the site with the rest of the OA, particularly White City Green. Development of this site should also consider opportunities to introduce a second entrance to the Wood Lane LUL station for the Hammersmith and City Line.

Development should also help enhance key sightlines and overall site legibility, both east-west from the bridge over the West Cross Route to the east tower of the BBC TV Centre, and north-south from Westfield to the Imperial College site. A taller building close to the West Cross Route and on the axis with the BBC Television Centre and the existing East Tower could assist with orientation and highlight the crossing point over the motorway and railway into RBK&C.

The preferred approach to any extension of Westfield is of a high street experience, similar to the external parts of the Westfield development at Stratford City or the Liverpool 1 development, where retail, leisure and restaurants are arranged around streets and squares rather than in an internal, mall environment. This creates a distinct identity from Westfield London, whilst helping to manage the transition from the mall environment to the more mixed residential and office areas to the north. As with the Green, but in particular given the challenges of this site, development must adopt the principles of inclusive design effectively from the outset.

**Image 4.12: Precedent for Westfield High Street**

**Map 4.21: Westfield High Street key connections**

**Map 4.22: Westfield High Street: indicative masterplan**

**(Image x 3)**

Any development should incorporate a decked solution over at least part of the site. This would allow the vehicular circulation to remain as currently configured, whilst providing an alternative route for pedestrians at a level which connects to the Westfield Centre's main level. The masterplan illustrates a partial deck to the north of Westfield to bridge over the tangle of access roads to the rear of the Mall, which provides a south-facing development platform for new offices, homes and shops to

the north and east of the existing Westfield.

Essential to the success of development involving a decked element will be how the level changes between the deck level and ground level are overcome. Development should take a creative approach which adheres to the principles of inclusive design to manage the level changes from the shopping levels of existing Westfield, the elevated crossing to RBKC over the West Cross Route and down to Wood Lane.

Development of this site should also provide an improved setting for the DIMCO building, so that more people can enjoy and appreciate the Grade II listed building. Whilst the masterplan assumes the retention of the bus garage and bus station as they currently stand, the plan is flexible enough to allow for a future change of use. To that end, opportunities to relocate the bus garage function currently housed in the DIMCO building as well as the bus station should be explored but only if they could be accommodated on the site south of the H&C line viaduct and with the agreement of TfL.

**Image 4.13: Westfield High Street seen from Wood Lane**

**Image 4.14 Precedent for Westfield High Street**

**Map 4.23: Existing road layout north of Westfield**

**Map 4.24: Proposed layout north of Westfield: key connections and partial deck over access roads**

**Image 4.15: Proposed indicative masterplan: deck to the north of Westfield**

**(Image x 5)**

#### **4.5.3 BBC Television Centre and Hammersmith Park**

The departure of the BBC from the Grade II listed Television Centre in 2015 creates opportunities to open up the large, inward looking site, integrate the public realm around the building into the wider area, improve east/west links through Hammersmith Park, and redevelop some of the ancillary buildings to the main structure which are not of special architectural or historic interest. These include the drama block and yard used for satellite dishes, the East Tower, the multi-storey car park, the Restaurant Block and the 1990s addition to the TV Centre on Wood Lane.

The central ring building and Studio 1 with its iconic wall to Wood Lane are of special significance at a national level; and parts of the drama block and older ring of studios are of special significance at a local level. These buildings should be retained and any proposals for re-use should improve their setting and provide opportunities for the public to appreciate them through the introduction of new uses compatible with the character of the building.

The public realm priorities for this site include opening up the forecourt of the building to create a welcoming public space that serves as an extension of the White City Green; creating a pedestrian route with active frontages to reflect the unique geometry of the site from Wood Lane, around the perimeter of the studio ring to Hammersmith Park; and the introduction of public routes through the building to the park and beyond, without damaging the historic fabric and plan form of the listed building.

Subject to satisfactory justification being provided, refurbishment, redevelopment

and/or removal of some of the ancillary buildings which are not of architectural or historic importance could help make better use of the site, improve the access to and setting of the buildings of significance. Any proposals for development should be part of a wider masterplan for the whole TV Centre site, which takes into consideration the setting of the significant elements of the building and ensures they are incorporated appropriately into future change on the site.

Development should mediate between the scale of the residential streets to the south and west, and the larger, institutional scale of buildings on Wood Lane. Redevelopment of the drama block and service yard must be sensitive to the scale and privacy of the adjoining terraces, and provide routes to Westfield, Hammersmith Park and around the perimeter of the central block, with active ground floor uses. Every effort should be made to incorporate the ground floor section of the drama block with its barrel vaulted ceilings into any future development given its local architectural and historic importance; strong justification would be required for its demolition.

The existing East Tower has a very poor presence at ground level, and is of little contribution to the local townscape; its demolition would improve the setting of the listed building. Its replacement with a building of the same height, but improved design, could make a positive contribution to the legibility of the public realm as set out in the building heights section. New development must have an active, well considered presence at ground level to Wood Lane and should incorporate an improved public realm with connections to the wider site.

Development on the site of the multi-storey car park should reflect the existing scale of development along Wood Lane, would improve the frontages to both Wood Lane and Macfarlane Road, and incorporate a break in the built form to provide a route under the H&C line viaduct towards Hammersmith Park.

The restaurant block relates primarily to Hammersmith Park and the low-rise residential character of the Wood Lane estate. Development of this site should be sensitive to this context and maintain a domestic scale. There also may be scope to improve on the 1990s extension to the TV Centre with a new building with active frontage to Wood Lane.

**Map 4.25: BBC TV Centre: key connections**

**Map 4.26: BBC TV Centre: indicative masterplan**

**(Image x2 + 1 photo)**

#### **4.5.4 The Central Line cutting**

The framework proposes enhancing existing road bridges into the development sites by straightening, widening and providing generous pedestrian routes at 2 points, across from South Africa Road and opposite the BBC TV Centre/directly north of Wood Lane station. Both of these should be light-weight bridges over the cutting to provide generous public realm and open space around these key junctions.

Precedents for a similar approach can be found at Bishop's Place over the Network Rail cutting into Liverpool Street (Bishopsgate, LB Hackney) and Westfield Stratford City for structures that have been designed to be implemented with little

impact on the operation of rail services. Any bridge works or new bridges would have to be delivered with the least possible disruption to railway services.

The southern bridge will help the open space in front of the BBC TV Centre and White City Green to be perceived as a single larger open space, rather than two separate spaces, and improve east-west connections.

A third 'link' could be achieved with the introduction of a new eastern ticket hall for the White City LUL station on the site east of the Central Line cutting with an associated extension to the walkway over the Central Line. Whilst this would not be an open and public route, it would provide quicker access to the Underground from the main development sites to the east of Wood Lane.

#### **Map 4.27 Central Line cutting: key connections**

#### **Map 4.28 Indicative masterplan: Central Line cutting crossing points**

#### **Image 4.16: Wider bridge over the Central Line cutting: South Africa Road to White City East**

#### **Image 4.17: Eastern ticket hall and pedestrian walkway at White City station**

#### **Image 4.18 Lightweight bridge north of Wood Lane LUL station and new southern entrance to Wood Lane LUL station**

(Image x 5)

#### **4.5.5 North-South Links: Wood Lane, White City Lane, Reith Row, Wormwood Way**

Development of the major sites east of Wood Lane provide the opportunity to introduce alternative north-south routes and to create an easy transition from the town centre to residential and office uses to the north of the Hammersmith & City line viaduct.

The masterplan proposes at least one parallel road to Wood Lane, 'White City Lane', for vehicular access from White City Green to the Imperial College site, as well as a pedestrian and cycle priority route, 'Reith Row,' extending from the Westfield extension, through the arches of the Hammersmith & City line viaduct, past the new offices and homes to the north of White City Green, under the Westway flyover, into the Imperial College site and beyond to the north on Eynham Road.

A third, green link, 'Wormwood Way' will run along the eastern boundary of the OA, following the embankment of the West London Line up through the OA, and connecting to Wormwood Scrubs. This link, part of a wider 'marathon' route around the OA, will allow for cycling, running, or other (horse-riding) types of recreational uses and should tie in to a wider network providing access to local leisure and sport facilities. This link follows the existing wildlife and biodiversity corridor and provides a continuous wildlife link between Wormwood Scrubs and White City Green, which should promote the area's biodiversity.

In addition to new routes through the main development sites, a co-ordinated approach should be taken to improve Wood Lane and create a clear identity and consistently high quality experience. Wood Lane should become a high profile thoroughfare, a desirable address with active uses to either side. The pavements should be safe and accessible, generous and free of clutter, and building frontages should address Wood Lane directly. Where possible, new tree planting should be

provided to compliment the existing mature plane trees than line part of Wood Lane.

**Map 4.29: North-south links**

**Map 4.30: Indicative masterplan**

**Map 4.31: New and improved north-south links**

**(Image x 3)**

**4.5.6 Across the West Cross Route: East-West links to RBKC**

Connections across the West Cross Route and the West London Line are essential to create the mobility for communities on either side to access schools, jobs, community facilities and transport. One crossing recently delivered as part of the Westfield development connects the Edward Woods Estate to the northeast corner of the Westfield mall, but the next east-west crossing is 1.5km to the north, at North Pole Road.

The Westway Trust has developed an east-west cycle and pedestrian link along the Westway which currently stops at the LBHF boundary. Both the RBKC and the Trust have aspirations to extend the connection westwards, which would increase use of the link and provide many more people with access to the leisure and sport facilities across the area.

The RBKC also has a long-term strategy for the Latimer area that places great importance on introducing connections to White City. It has undertaken several feasibility studies for achieving better east-west connections, and has identified two preferred options, which should be delivered as part of development in the OA.

Crossing point 1: south of the Hammersmith & City line viaduct

An elevated link, to the south of the Hammersmith & City line viaduct, with an eastern landing point just to the north of the 'Notting Dale' development, and a western landing point within the White City Green public open space. The design should be simple and elegant but striking in appearance, with careful attention given to balancing the requirement for greater north-south connectivity through the arches of the viaduct, with the introduction of the stairs, ramps, or any other means to access the bridge link.

Crossing point 2: from the Imperial College Site to the Westway Leisure Centre

A shallow subway should be introduced to the north of the A40 Westway for pedestrians and cyclists beneath the existing West London Rail line, linking the Imperial College London site with RBKC near the Westway Sports Centre. This crossing would link into the Westway Trust's cycle and pedestrian route and allow the route to connect to other cycle and recreation facilities to the West.

It will require two new areas of public space at the eastern and western exists to create an inviting environment for users, and signposting on either end to assist wayfinding. The Imperial College London masterplan will need to integrate this proposal, and the proposals for Reith Row and the Wormwood Way Green Link, into its designs. The design of the link should minimize the extent of ramps and stairs, ensure it limits the sense of enclosure and creates a sense of safety and security, incorporating CCTV and lighting if necessary.

**Image 4.19: West Cross Route and West London Line: key connections**

**Map 4.33: Indicative masterplan: Southern crossing**

**Map 4.34: Indicative masterplan: Northern crossing**

**Image 4.20: Southern crossing (1): impression of pedestrian and cycle link**

**Image 4.21: Northern crossing (2): Shallow pedestrian subway  
(image x 5)**

**4.5.7 North/South links across the Westway / A40**

The Westway changes from an at-grade road to an elevated motorway across the northern boundary of the OA, with the easternmost part rising high enough to serve as parking and storage areas for some of the logistics companies that currently occupy the site to the south. It forms a major barrier in the north of the OA, both in the at-grade portions in the West and the elevated portions in the east of the OA. Given the provision of social, leisure and community facilities such as schools, the Hammersmith hospital and Wormwood Scrubs to the north of the OA and the need to give access to these from the existing and proposed communities to the south, improved connections along the length of the A40 are a key element of this framework and urban design strategy.

Much better use of the spaces under the Westway need to be made to optimise the use of scarce land resources and to improve north-south links. To the east of the OA in RBKC, many sections of land under the Westway have been reclaimed and transformed into recreational facilities, sites for small businesses, as well as connections north-south by the Westway Trust. The reclaimed space under the Westway in the OA will be primarily used to deliver two major north-south routes: one vehicular, one for pedestrians and cyclists. It could be landscaped and managed in a way that also provides leisure opportunities, with a well-maintained, overlooked and attractive recreational space that complements and relates to the development on either side of the Westway.

The entrance to the east-west subway to the Westway Leisure Centre (see the previous section) should connect to north-south route under the Westway to ensure that people coming from the south of the OA can easily find and make the connection to the east, and vice versa. These two connections must work together to improve overall accessibility in the OA.

To the west of Wood Lane, there is an existing tunnel from the north of the A40 leading to the BBC Media Village, and the pedestrian signalised crossing at the corner of Bloemfontein Road and the Westway. The tunnel is currently closed for security reasons and an alternative has not been proposed. Further development on the Media Village site should investigate the options for improving this north-south connection, and deliver an improved solution. At Bloemfontein Road, the surface crossing is relatively new; it leads to a poor quality bridge crossing over the Central Line to Du Cane Road. This crossing should be improved to facilitate a safe, attractive route from Bloemfontein Road to Hammersmith Hospital, the Scrubs and Linford Christie Stadium.

**Map 4.35: Westway / A 40: Key north-south connections**

**Map 4.36: Indicative masterplan: under the Westway / A40**

**(Images x 2 + 4 photos)**

#### **4.5.8 East-West links to the estates**

The road layout in the west of the OA isolates the White City estate and the BBC Media Village from one another, with perimeter roads such as Dorando Close and South Africa Road making site permeability a challenge. Consideration should be given to extending Commonwealth Avenue to the east to connect with Dorando Close and to give more direct access to estate residents to the resources, transport connections, and amenities in the east of the OA. This could be achieved in the first instance by minor alterations to the servicing arrangements of the Canberra School, and in the longer term with a reconsideration of the role of the various buildings in that area and how they can better contribute to the townscape.

Future development of the Media Village sites and the TA should enhance these east-west connections, by incorporating a unified public realm strategy that creates a local public space surrounded by high quality development with strong frontages, which all serve to create a transition from the residential areas of the estates to the commercial development along Wood Lane. This space would incorporate the existing open space and its grouping of mature plane trees to the north of the Wood Lane estate and would form a structural east-west landscape connection between White City East and West. This might be integrated with refurbishment of the football pitches adjacent to Hammersmith Park, where a new facility might be introduced.

**Image 4.22 Gateway to White City Estate: Enhancing East-west connections**

**Map 4.37: Indicative masterplan: Improved gateway to the White City Estate (Image x 2 + 4 photos)**

#### **4.6 Development capacity**

The production of this framework has been informed by a development capacity study, i.e. a detailed spatial analysis of the physical capacity of the sites likely to come forward in the plan period, in terms of their potential to accommodate an increase in homes and non-residential floorspace, and taking into account related requirements for amenity space, supporting facilities and the actual and potential transport capacity of the area. The main purpose of this analysis is to explore the optimum quantity of development that could deliver the regeneration objectives of the planning framework, the LDF Core Strategy and the London Plan.

In undertaking this development capacity study, certain areas in the OA were excluded on the basis that redevelopment would be unlikely in the plan period; consequently the primary area of study comprises the area north of Westfield and east of Wood Lane, as well as the potential development areas at the BBC Media Village and Television Centre.

The masterplan detailed above has been used to test three scenarios of growth on the sites east of Wood Lane and the BBC sites, as shown in map 38.

The development scenarios discussed below do not assume any change or development to the White City, Wood Lane or Batman Close estates, nor on the site of the QPR football ground.

For transport modelling purposes the potential capacity over the longer term of those areas west of Wood Lane to accommodate an increase in homes or commercial

space was evaluated. This was to ensure that there would be sufficient transport capacity, in the event that future engagement with estate residents identified opportunities to investigate some degree of estate regeneration which led to an increase in the quantity of housing or employment in that area. However, these considerations in the transport study are not intended to suggest change is likely in those areas in the plan period, and neither this OAPF nor the LDF Core Strategy make any proposals for these areas.

#### 4.6.1 Development Scenarios

The 2008 London Plan sets out an indicative development capacity for the White City OA – within its previous boundary (i.e. the sites east of Wood Lane and the BBC sites west of Wood Lane only) – of 11,000 jobs and a minimum of 1,200 additional homes.

The draft replacement London Plan (DRLP) and the LDF Core Strategy have re-evaluated the 2008 capacity estimate to place a greater emphasis on delivering high-quality, residential environments rather than employment-led regeneration. The DRLP sets out that the whole OA (including the estates and Shepherd’s Bush Town Centre) could accommodate an indicative minimum of 5,000 new homes and a target of 10,000 jobs. The submission LDF Core Strategy has an indicative capacity figure of 5,000 homes and 10,000 jobs. Both the DLRP and Core Strategy assume that most of the growth would be focused on the sites in the east of the OA – e.g. those owned by the BBC, the sites east of Wood Lane and north of the Westfield mall—and emphasise that these indicative capacity figures should be investigated and refined as part of the development of the White City OAPF.

For the development capacity study, the indicative levels of growth in the LDF and London Plan were used as a starting point to establish three levels of growth to be tested spatially on the sites east of Wood Lane. These were incorporated into a ‘middle’ scenario reflecting the LDF/DRLP indicative figures. The two other scenarios were a ‘high’ and ‘low’ option, which respectively feature an increase and decrease in floorspace over the LDF/DRLP by approximately 20% in each direction.

#### Map 4.38: Sites for development capacity testing (image)

All scenarios assume a substantial number of new homes and non-residential space for the White City East area, as shown in table 4.1. All scenarios also included assumptions of space that would be needed for car parking, social infrastructure (schools, health, community facilities) and open space (both private on-site and strategic public open space) to support within the development sites the residential and working populations that would result from the level of development proposed. All three scenarios assume a mix of land uses including for private and affordable housing, student accommodation, retail, office, hotel, education, leisure and community facilities.

	Scenario A	Scenario B	Scenario C
Residential (units)	3,700	4,500	5,000
Student residential (units)	1,260	1,260	1,260
<b>Total Residential floorspace (sq.m)</b>	<b>295,540</b>	<b>351,540</b>	<b>386,540</b>
	-		
<b>Non-residential floorspace (sq.m)</b>			

Office	156,000	182,000	207,000
Retail	15,000	45,000	89,000
Hotel	20,000	40,000	45,000
Education	4,000	14,000	18,000
Community (D1)	10,000	11,000	12,000
Leisure	13,000	14,000	16,000
Other	14,000	14,000	14,000
B2-B8	-	-	-
<b>Total non-residential floorspace</b>	<b>232,000</b>	<b>320,000</b>	<b>401,000</b>
<b>Total floorspace (GFA)</b>	<b>527,540</b>	<b>671,540</b>	<b>787,540</b>

**Table 4.1 Development scenarios tested for White City East**

Scenario A features 56% residential floorspace, approximately 3,700 new homes plus 1,260 student units. Within the non-residential component, office space accounts for over 60% of the floorspace, with a minor retail component (the equivalent of a large foodstore), a primary school, office and community uses.

Scenario B reflects residential quanta in line with the London Plan minimum for housing. In this scenario, the floorspace equivalent for 500 residential units has been replaced by 1,260 student units (at approximately 28 square metres / unit); when added to the 4,500 residential units proposed in the scenario, it is consistent with the DRLP minimum for new homes in the OA. The residential units total is also consistent with the indicative LDF Core Strategy quantum.

The residential and student accommodation in Scenario B represents 52% of the overall development, with the rest taken up with higher levels of non-residential space, to include two hotels, three times the amount of retail as scenario A, and a new primary and secondary school.

Scenario C assumes a doubling of retail space proposed in scenario B, and increases in office space which results in non-residential uses taking up just over half of the floorspace (51%).

#### **4.6.2 Scenario Testing**

The three scenarios were evaluated in terms of their impact on the transport network, and their potential to deliver high quality residential and commercial environments in an urban form appropriate to the local context, a good range of housing types in a satisfactory residential environment, as expressed by the key principles in the urban design strategy and in Chapter 6 (the Housing Strategy).

All scenarios were physically modelled to illustrate how they could be accommodated within the indicative masterplan developed from an understanding of existing precedents and local context, physical and environmental constraints and challenges. The masterplan has enough scope to accommodate a varied mix of housing types and dwelling sizes, in buildings generally ranging from 4-10 storeys and up to 12 in places along with a limited number of taller buildings. It provides for a range of open and amenity spaces, from the public to private gardens, as well as several new north/south and east/west vehicular, pedestrian and cycle links to surrounding amenities and attractions, including local parks and open spaces.

Testing of **Scenario C** within the indicative masterplan demonstrated that delivering a high quality place with the proposed quantum of development would be

challenging. It is extremely unlikely that this development would be able to deliver a sufficient variety of housing types given the intensity of development, and would produce a scale of development which would result in a poor quality environment. The transport network would not be able to support this level of development, as the development impact would go beyond the network's total potential capacity, even with future investment.

Modelling of **scenario B** in the indicative masterplan confirms that such a scenario could be delivered in a range of building types, within a good quality environment, meeting the urban design and placemaking principles set out in the urban design strategy with buildings at a scale that is appropriate to the context. The masterplan illustrations in this document show a development quantum that corresponds to scenario B in terms of floorspace.

As **scenario A** represents a lower quantity of development than scenario B, it follows that it could also be accommodated in the illustrative masterplan. The transport network would be able to support either scenario, although some investment would be required to increase network capacity in both cases. Scenario A would not deliver DLRP or LBHF aspirations for housing delivery and regeneration.

#### **4.6.3 Preferred Scenario**

Both Scenarios A and B would result in a scale of development that is appropriate to the setting and context, would both provide a good range of housing types with general or predominant densities of 700-900 habitable rooms per hectare and (in Scenario B) scope to increase to 1100 habitable rooms per hectare in places. These densities are also within the range set out in the London Plan density matrix.

On the basis of wanting to achieve the optimum housing and regeneration potential in the OA and delivering a high quality environment, Scenario B is the preferred option of development capacity for this OA. It will realise the full potential of the sites, while enabling delivery of the objectives of the framework, the LDF Core Strategy and the London Plan.

As much as possible, the indicative masterplan has tried to take account of constraints such as land ownership boundaries, existing operational issues and localised infrastructure constraints, to ensure that the plan is as robust as possible and therefore more likely to be implemented.

More important than simply delivering a specific number of homes or delivering a specific density of development is the need to deliver the highest quality of environment to the benefit of existing and future communities. The indicative masterplan provides a clear framework showing how this can be achieved, however the exact quantum of development that will be delivered on each site will be dependent on the detailed design of individual schemes. All proposals and schemes will need to demonstrate how they contribute to the delivery of the indicative masterplan and the land use, design and housing principles set out in this OAPF.

## **Chapter 5 - Transport strategy**

Transport strategy objectives:

To co-ordinate land use and transport planning and ensure that growth in the OA is sustainable and supports the London Plan and the Mayor's Transport Strategy by;

- Building on the area's good network of strategic and local connections, including committed transport infrastructure improvements, so as to fully integrate new developments with surrounding communities
- Mitigating adverse impacts caused by additional traffic associated with development, especially congestion levels on the strategic and local highway network and minimising impacts on the environment
- Encouraging the design of development to maximise the number of public transport, walking and cycling trips and minimise car use by maximising accessibility to the development sites by walking, cycling, public transport, as well as providing suitable facilities for taxis and goods vehicles
- Identifying measures that will encourage a shift towards sustainable forms of transport and which will reduce the impact of existing barriers to movement such as the Westway (A40), the West Cross Route (A3220), the West London Line and the Hammersmith & City Line.

## 5.1 Overview

This transport strategy should be read in conjunction with the transport context and strategic transport study in the appendix (see Technical Appendix 7 ‘Transport Context’ and Technical Appendix 8 ‘Strategic Transport Study’).

The London Plan (LPC) and the draft replacement London Plan (DLRP) seek to ensure integration between transport and development. This is achieved by encouraging patterns and forms of development that reduce the need to travel by car as well as improving public transport, walking and cycling accessibility in areas designated for development and regeneration, including Opportunity Areas.

High density development with high trip generation characteristics is only considered acceptable in locations which have good access to public transport and where the existing or committed levels of transport capacity are sufficient to absorb the impacts of that development.

All new major developments are assessed by the GLA, TfL and the Council against the relevant planning policies to ensure that they meet the above criteria or provide adequate mitigation, including transport improvements, to allow development to proceed.

Development within the White City OA is important in the regional context as it will have an impact on transport capacity and facilities across the west London Sub Region and the Central Activities Zone. The London Plan sets out a number of strategic policies for west London and defines an approach to planning for OAs. Improvements to public transport accessibility and the quality of the overall environment are a key part of this approach. Development in the OA is also expected to support the key objectives of the Mayor’s Transport Strategy by supporting economic development and population growth, enhancing quality of life, embedding the principles of safety and security within urban and architectural design, improving transport opportunities, and reducing transport’s contribution to climate change and improving its resilience.

One of the objectives of the LBHF Submission Core Strategy is to encourage regeneration of the most deprived parts of the borough, especially in the White City area. The borough-wide strategic transport policy is to work with strategic partners to improve transportation provision and accessibility in the borough, especially on north-south routes and by seeking better connections to national and regional rail.

A strategic transport study has been undertaken by TfL for the White City OA to establish if significant levels of development, as proposed in this OAPF, would require any further investment to the strategic transport network than what is currently committed, and if so, of what nature that investment might be. As part of this work a range of possible transport improvements/interventions were identified in order to assess how far transport policy objectives could be met. This analysis has helped to identify the investment in transport infrastructure necessary to support proposed OAPF development levels. It is important to note that apart from Crossrail (which though it does not directly serve the OA will relieve congestion on the Central line) and the Tube Upgrade (which will also ease congestion) on the current public transport network) this study assumes no further infrastructure or improvements to public transport services.

Key conclusions:

- The Strategic Transport Study has indicated that Scenario B, supported by an outline package of identified measures, is likely to be the maximum quantum of development that can feasibly be delivered (see the technical report in the Appendix for more detail).
- Currently planned and funded investment in public rail transport capacity (Tube Upgrade and the Crossrail scheme) will provide additional capacity for the additional trips generated by the developments within the OA.
- However, investment to enhance bus capacity and services will be required, and
- Substantial interventions will be required to reduce highway congestion. These will include junction improvements along with robust measures to encourage shift to sustainable travel choices such as public transport, walking and cycling, to minimise the highway impacts.

### **Map 5.1: West London opportunity Areas**

### **Map 5.2: Summary of highways interventions**

(Image x 2)

## **5.2 Transport Challenges**

In technical appendix 7, the transport context sets out an overview of the existing transport situation in and around the WCOA and identifies a series of transport-related challenges:

Physical connectivity:

- There are several barriers to movement, particularly the Central line cutting and the A40 in the north; the Hammersmith & City line viaduct through the centre of the OA; and the West Cross Route (A3220) together with the West London Line on the east of the OA.
- Lack of physical links for pedestrians and cyclists.

Highways:

- Increasing numbers of journeys by private car leading to high levels of road congestion.
- Congestion at key highway junctions such as Holland Park roundabout, junction of Wood Lane and A40 and junctions on the Uxbridge Road.
- The need to encourage behavioural change so that higher percentages of trips are made using public transport, walking and cycling.
- Congestion on A219 Wood Lane/Scrubs Lane, which is the only north-south route that runs the whole length of the borough.
- Highway congestion levels are high at weekends, particularly on Saturdays
- Generally greater levels of highway congestion are experienced in the afternoon than the morning peak periods.

Public transport:

- In some locations transfer to bus services is not optimal.

- Pedestrian access from the major transport interchanges and facilities in the wider area is currently poor.

### **5.3 Future committed network improvements**

By 2018 substantive public transport improvements will have been delivered which will provide extra public transport capacity across most of the transport network. These include schemes such as Crossrail and the planned Tube Upgrade, as well as local initiatives to promote smarter travel choices, walking and cycling.

Some of the committed improvements to the Hammersmith & City line and the London Overground (West London Line) are likely to provide benefits to the OA through increased frequency and capacity. However given the existing levels of demand, it is anticipated that any new capacity will be quickly taken up.

note: “Committed public transport improvements” refers to projects within current TfL Business Plan and HLOS (High Level Output Specification)

**Image 5.3: Current Rail and Underground network serving the White City East Opportunity Area**

**Image 5.4: Future Rail and Underground network serving the White City East Opportunity Area (2031)**

(Image x 2)

#### **5.3.1 Public Transport Accessibility Levels (PTAL)**

Public Transport Accessibility Levels (PTAL) are used to assess a site’s access to public transport stops in terms of distance and frequency of services. PTAL scores range from 1 (poor) to 6 (excellent). PTALs are higher in the southern part of the Opportunity Area around Shepherd’s Bush Common, with lower levels in White City West, centred on the White City Estate. By 2031, with committed improvements to public transport (mainly higher frequencies and improved walking and cycling connectivity to public transport nodes) PTAL levels are expected to improve slightly in eastern parts of the White City Estate, as well as throughout Shepherd’s Bush town centre and in north Kensington.

**Image 5.5a: PTALs with the current public transport network in the OA**

**Image 5.5b: PTALs with current and committed public transport in OA 2031**

(Image x 2)

### **5.4 The Strategic Transport Study**

#### **5.4.1 Development scenarios**

For the purpose of the Strategic Transport Study three development scenarios were tested. For transport modelling purposes only, the above scenarios considered the potential for an increase in homes or commercial space in areas west of Wood Lane over the longer term (i.e. beyond 2031). This was to ensure that in the event that future engagement with estate residents identified opportunities to investigate some degree of estate regeneration which would lead to an increase in the quantity of housing or employment in that area, there would be sufficient transport capacity to

support such changes. However, these considerations in the transport study are not intended to suggest change is likely in those areas in the plan period, and neither this OAPF nor the LDF Core Strategy make any proposals for these areas.

The scenarios assumed growth in homes over the existing 2,200 homes in the OA, and growth in jobs over the existing in the OA as follows:

- Scenario A (5,000 additional homes and 5,000 additional jobs)
- Scenario B (6,800 additional homes and 8,400 additional jobs)
- Scenario C (8,300 additional homes and 13,400 additional jobs)

The scenarios were compared against a future situation known as the ‘White City Reference Case’, which reflected a case where no development at White City was assumed and where the only transport improvements were those that are currently funded and committed. A range of measures were tested as part of a mitigation package for each scenario. This testing has identified the impacts of development on the transport network and the required interventions highlighted within this chapter to mitigate the impacts of development. The strategic transport study has also recognised that there is a need to outline the transport impacts arising from visitors to the expansion of retail and town centre uses, which are likely to have more impact during the weekends and weekday evenings. These impacts will be further analysed as part of more detailed local micro-simulation modelling (VISSIM), which is due to be completed in early summer 2011.

#### **5.4.2 Transport impacts of Development Scenarios**

The Strategic Transport Study highlights the following impacts arising from the development scenarios. More details of this work can be seen in the strategic transport study technical document, in TA8.

##### **5.4.2.1 Trips and Mode Share**

By 2031, the proposed OA growth scenarios would contribute an additional 30,000, 38,000 and 50,000 trips per day made to and from the OA on all networks, for scenarios A, B and C respectively.

The current average mode share for all trips to and from the White City OA is typical of Inner West London boroughs, with 33% of people travelling by car, 38% by public transport, and 30% by walking and cycling. Figure 5.6 shows the mode share for the three scenarios in 2031, though policies will be in place to encourage use of more sustainable modes in the peak hours.

#### **FIGURE 5.6: Mode share – 2008 and 2031 (with funded and committed investments only)**

(image x 1)

#### **Source: TfL London Transportation Studies (LTS), Trips in London 2008 and 2031**

Currently there are approximately 14,000 vehicle trips made to and from the OA in the morning peak hour. Growth in the OA will increase vehicle trips in the morning peak by over 800 for scenario B and 1100 for scenario C. This represents a 4.9% and 7.2% increase respectively and it is this scale of change in highway demand that will lead to a worsening of congestion and increase in delay on the local highway network. This is on top of background growth in highway demand across London

and despite a reduction in the overall percentage in trips made to and from the OA by car.

#### **5.4.2.2 Impact on Highways**

Irrespective of development at White City, the effect of traffic growth across London over the next twenty years will exacerbate existing conditions on the highway network. All development scenarios have an impact on the highway network from higher car trips as well as from increased freight, waste collection and service and delivery activity. Although new roads will be introduced within White City East (mainly to improve access to new development), the main highways impact of development will be to existing highway links and junctions.

Figure 5.7 shows how without any interventions the impacts to the highway networks (in terms of increasing congestion) worsen as the scale of development increases. The Strategic Transport Study also highlights that there would be greater impacts in the afternoon (PM) peak than the morning (AM) peak.

With no further investments in highway infrastructure, apart from road management, the increase in traffic due to the developments will put a strain on the existing road capacities in the White City Area. Images 5.8 and 5.9 highlight the junctions where increased delays are predicted as a result of the development scenarios, and that traffic impacts are not evenly distributed across the study area. The junctions affected in these scenarios are:

- Old Oak Road / A40
- Shepherd's Bush Gyrotory
- Holland Park Roundabout
- Bloemfontein Road / Uxbridge Road.

**FIGURE 5.7: Change in morning peak congestion level (2031, all scenarios, no interventions)** Source: TfL, Central London Highway Assignment Model (CLoHAM 2010)

**Image 5.8: Average junction delay scenario B without interventions** Source: TfL, CLoHAM 2010

**Image 5.9: Average junction delay scenario C without interventions** Source: TfL, CLoHAM 2010

At all of these junctions greater levels of traffic delay would be experienced for Scenario C (as a consequence of its higher quantum of development) than for Scenario B. More detailed analysis is provided in the appended Strategic Transport Study in Appendix 8.

#### **5.4.2.3 Impact on Public Transport**

With higher levels of development, there is increased passenger demand on National Rail, London Underground and buses. Figure 5.10 illustrates the extent to which the development scenarios will generate additional demand for public transport services during the morning peak period within the OA if no further measures are

taken beyond committed investment. Similar travel patterns are also found in the evening and inter-peak periods.

In all scenarios the Central line will experience the highest demand increases amongst all the public transport services. There will also be a rise in demand for bus services across the OA, particularly close to Underground stations, Shepherd's Bush town centre and along Holland Park Road.

The committed transport investments for the public transport network would create sufficient capacity to 2031 if there was no more growth than projected in the Mayor's Transport Strategy for White City, as well as in the LPC. However, with the increase in homes and jobs proposed in the OAPF, the submission Core Strategy and the DRLP, the transport study illustrates that the transport system would begin to show signs of crowding and decreasing service levels.

Delivery of Crossrail will release capacity on the Central line to allow it to cope with the additional demand from increase in homes and jobs proposed in the OAPF. Similarly, capacity enhancements for London Overground are already underway to support West London growth, and can accommodate the increase in demand for all three development scenarios on the Overground. However, public transport service levels will still worsen due to a rise in travel demand. In particular, the buses will experience higher levels of crowding and stations serving the OA sites will be heavily used.

**Figure 5.10: Passengers boarding during the morning peak** Source: TfL Public Transport Assignment Model, Railplan (2010)

### 5.4.3 Mitigation and intervention measures

The Strategic Transport Study has identified a range of mitigation measures to address the transport impacts generated by the development scenarios. The package of measures that has been tested includes east-west and north-south combined pedestrian and cycle links; increased bus frequencies to cater for the increased bus demand in the OA; improvements in the White City station with step-free access; and a variety of measures to reduce highways congestion, including controlled parking zone (CPZ) operation, reduced availability of car parking and active promotion of smarter travel choices.

In terms of the highways, in order to meet Council and Mayoral objectives of smoothing traffic there is an expectation that the impacts of development are mitigated so that congestion and speeds are no worse over time than would be expected if there is no development ('White City Reference Case' situation). Mitigation will therefore be required in order to support the level of development proposed.

An essential part of the package of measures designed to minimise the impact of the developments is policies to reduce car use in combination with targeted and localised highway capacity increases and junction improvements to maintain smooth traffic flow within the OA. There is also a requirement to build combined pedestrian and cycling links from the OA to the areas to the east of the West Cross Route to help maximise the use of non-car modes. These interventions are set out in Section 5.5.

This must include measures to encourage more walking and cycling so as to divert passengers from short public transport trips. This higher level of walking and cycling could only be achieved if the OA is better connected to the surrounding

areas, including new convenient east west links such as a pedestrian/cycle tunnel in the north of the OA and a pedestrian/cycle bridge in the centre of the OA.

The local bus network serving the development will need to be reviewed and additional bus infrastructure and service-related interventions are likely to be required to support the development, as set out in sections 5.5.4 – 5.5.6.

#### **5.4.3.1 Impact on highways with interventions**

Figure 5.11 shows how for each development scenario the identified interventions mitigate the impacts on speed and congestion (compared to the situation with no interventions – ‘White City Reference Case’ situation). Figures 5.12 and 5.13 (next page) illustrate the impact of interventions on predicted junction delays.

**FIGURE 5.11: Change in morning peak congestion (2031, all scenarios, with interventions)** Source: TfL, CLoHAM 2010

With the implementation of mitigation measures as described above, including reduction of car trips through demand management to achieve mode shift, congestion levels and speeds for Scenario A would come close to the 2031 ‘White City Reference Case’ scenario. Congestion levels in Scenario B would also be significantly reduced, with speeds closer to the ‘White City Reference Case’ levels. This shows that the tested interventions have generally addressed the adverse highway impacts and local area measures are required to remove the problematic bottlenecks. However, the modelling highlights that the identified interventions could not sufficiently mitigate the impacts of Scenario C.

**Figure 5.12: Average junction delay scenario B with interventions**  
**Figure 5.13: Average junction delay scenario C with interventions**

#### **5.4.3.2 Measures to reduce overall trips**

In addition to infrastructure investment to mitigate the direct impacts of development on the public transport and highways network, the strategic transport study included assumptions around restraining trips and promoting increased use of public transport, walking and cycling. Reduction of overall trips will bring significant transport benefits for the OA and will ensure that it meets the objectives of the London Plan, the Mayor’s Transport Strategy and the council’s Core Strategy. The measures required to ensure this behaviour shift are set out below. These include:

- Improved access for passengers with mobility impairment or travelling with child buggies or heavy luggage at White City Underground station, via lifts onto the platforms.
- A variety of travel demand management measures to suppress car use, including reviewing existing controlled parking zones (CPZ), limiting the availability of on and off street car parking and the inclusion of car clubs in new residential development.
- Measures to promote walking such as high quality public realm, high quality way finding schemes such as *Legible London* and pedestrian crossing facilities located on desire lines.

- Measures to encourage and promote the use of public transport in the area through good design and access routes to stations to ensure mode shift aspirations are achieved.
- Measures to promote cycling such as high quality cycle routes that link to the wider London cycle network and the proposed Mayor's Cycle Superhighway 10 (CS10), high quality cycle facilities in all buildings and ample cycle parking that is conveniently located at all buildings. TFL may in future extend the Mayor's Cycle Hire scheme, in which case sites for docking stations within the OA should be safeguarded.
- Measures to reduce the impact of freight, waste collection, servicing and deliveries, by including within the developments a well-located consolidated servicing centre and an OA wide waste collection strategy (see detail below).
- Taxi and coach measures.

#### **5.4.4 Strategic Transport Study conclusions**

**Scenario A** could be supported with the required interventions in place (as long as committed public transport schemes have been delivered). The Strategic Transport Study has indicated that the package of additional transport enhancements to mitigate impacts to the highway brings congestion and speeds close to the 'White City Reference Case.' The level of development within this scenario may be able to fund the mitigation measures required.

**Scenario B** could be supported (as long as committed public transport schemes have been delivered) and would require a package of interventions that would bring the impacts on the highway close to 2031 without any White City OA developments levels. The quantum of development is more likely to be able to fund the scale of the interventions required and is considered to be deliverable.

**Scenario C** would need, in addition to what is required for Scenario B, major highway works and a level of trip constraint that could not be proven in the Strategic Transport Study to sufficiently mitigate the impacts. Assessment of the scenario also highlighted that there were high deliverability, acceptability and affordability risks. For this reason, Scenario C has not been proven as a viable option.

An indicative list of measures that will be required to ensure a level of traffic impact no worse than predicted in 2031 without any White City OA developments is set out in Section 5.5. These will need to be further developed within developer's transport assessments to demonstrate that they will deliver the required outcomes. These improvements to transport will benefit the OA and will ensure it meets the objectives of the London Plan, the Mayor's Transport Strategy and the council's Core Strategy.

#### **5.5 Required transport measures for the preferred option (Scenario B)**

Scenario B, supported by the identified transport improvements, is the quantum of development that is most likely to deliver the London Plan objective of developing the OA, to strengthen London's world city status and to maximise employment generation in the area.

As identified in the Strategic Transport Study, the level of development of scenario B must be accompanied by a package of transport measures for both the highway and public transport networks, as well as a series of policy led demand management measures. This transport package is considered essential to provide the necessary transport capacity and to ensure the development meets London Plan sustainability criteria.

The transport recommendations are set out in greater detail (by mode) in the following sections:

- Highways
- Taxis and Coaches
- Freight and Waste
- Buses
- Underground and Rail
- Walking
- Cycling

#### **5.5.1 Highways**

Highways within and surrounding the OA will experience increased demand due to OA traffic growth and therefore local highway capacity increases and improvements are essential in order to mitigate the impacts of increased development density.

Bespoke designs for the junctions identified, and listed below, will be developed as part of the DIF study, supported by microsimulation, in order to smooth traffic and provide predictable journey times by managing congestion and reducing delay. The aim of these designs will be to ensure the principle of nil detriment is adopted where feasible. This can be achieved through reallocation of road space for all road users and proposals for improving traffic flow including optimising and synchronising traffic signals. Given that a substantial amount of development traffic will enter the highway network on Wood Lane, consideration will be given to the feasibility of improving the carriageway to benefit all road users, as part of the Development Infrastructure Funding study (DIFs - see chapter 9), along with limiting the number of new junctions.

In addition to re-engineered junctions to facilitate the additional traffic, measures to reduce the volume of car use such as car free development, the inclusion of car clubs and other travel demand management measures will be required. Consideration will also be given to controlling the levels of on-street parking and public car park provision, particularly in relation to any extension to the Westfield shopping centre.

Where car parking is provided, in line with the Mayoral priority to promote the use of electric vehicles, the provision of charging points for electric vehicles, both within new buildings and on-street, will be expected.

#### **Map 5.14: New road layout for White City East**

Required interventions
New internal road constructed to serve the OA with limited new junctions with the existing road network
Improvements to reduce delay at the following junctions for all users <ul style="list-style-type: none"> <li>- <b>Old Oak Road/A40</b></li> <li>- <b>Shepherd’s Bush Gyrotory</b></li> <li>- <b>Holland Park Roundabout</b></li> <li>- <b>Bloemfontein Road/Uxbridge Road</b></li> <li>- <b>Wood Lane/Westway</b></li> </ul> <p>The detail of these improvements to be further developed within the DIF study.</p>
Reduced parking provision for residential development between 0.2 and 0.4 spaces per dwelling
Reduced parking provision for commercial development
Electric charging parking spaces and car club bays
Review surrounding existing controlled parking zones

### 5.5.2 Taxis and Coaches

Coach travel provides an important travel choice and needs to be integrated within the OA and is important in terms of supporting tourism and London’s economy. Coach services fall in to two categories: scheduled and unscheduled. Scheduled coach services are regular services that are not operated by TfL, which stop at fixed bus stops.

Unscheduled services tend to be ad hoc charter and tourist operations. Parking for unscheduled coaches should be provided at locations such as Westfield that will attract these services.

For scheduled services, there have been discussions with TfL for the provision of formal stops for the ‘Oxford Tube’ coach service at Shepherd’s Bush roundabout. A working design has been developed for both north and south-bound coach stops on the A320. These stops could, in future, also be used by other scheduled coach operators.

#### Figure 5.15: New Coach stop north of Holland Park Roundabout

The introduction of taxi management services will maximise convenience and easy access for those needing to use taxi transport. The preferred location for this and nature of this will be identified through the DIF study (see below).

### Required interventions

Taxi drop off and pick up

Scheduled coach service stop

### 5.5.3 Freight and Waste

Development of scenario B will generate high levels of demand for goods and services and waste collection. Additional demand is also being driven by changes in business behaviour, such as ‘just-in-time’ logistics and a growth in home deliveries. On-line shopping is rising and first-time delivery failure rates are high, leading to second and even third attempted trips. This leads to an even higher level of highway congestion, which the transport study has identified must be managed for the OA going forward.

For these reasons the OA will need a co-ordinated and comprehensive strategy to freight and waste collection. Developers will be required to collaborate to provide a well-sited, consolidated local delivery-servicing centre as part of the new development; the ideally location and nature of such a facility should be established through a feasibility study. Such facilities have been proven to reduce deliveries by up to 70%, with resulting savings in emissions and congestion. The centre should have 24-hour operation, thereby removing freight vehicles from the highways in peak periods. It would act as a central collection point for deliveries into the OA that could then be distributed to the local final delivery point by electric vehicle, bicycle or walking. It should also act as a holding point for deliveries for local businesses and residents who are not at home to receive the delivery, and would ideally include chilled and secure facilities provided to enable all commodities to be delivered outside of normal peak hours.

A collaborative approach to waste management will also be encouraged. This should consider consolidation, efficient mechanisms for collection of waste to reduce vehicle journeys and length. Landowners must collaborate and identify sustainable and energy effective ways to collect waste, including the potential for a waste collection system such as Envac (underground vacuum collection of waste) which can reduce local refuse vehicle miles by up to 90%. Combined collection of business waste can also reduce highway impact. This is set out in more detail in Chapter 8.

#### Photo of ENVAC

##### Required interventions

All delivery and servicing activity for new developments should be ‘off street’ and away from bus routes/cycle paths etc.

Future delivery and servicing needs of existing and new uses, must be addressed to cover out-of-hours deliveries, home deliveries etc.

Provision of a consolidated service and delivery facility

Development of a framework Delivery and Servicing Plan, with reference to the published guidance from Transport for London:  
<https://www.tfl.gov.uk/microsites/freight/publications.aspx>.

### Desirable interventions

Measures to rationalise and minimise the impact of waste collection e.g. Envac system

#### 5.5.4 Buses

Bus services will need to be enhanced to cope with the increased demand. This will involve both adding more buses to the network and extending some routes to serve the north of the OA. The specific nature of these improvements will be identified through the Development Infrastructure Funding study (see below).

The relocation of the bus garage from the DIMCO building to release this building for a more appropriate use would be considered by TfL. The new location would ideally be incorporated within/below new development south of the Hammersmith & City Line viaduct. However, any such move will have to be negotiated and agreed with TfL and be fully funded by the developer.

### Required interventions

Capacity increases on bus routes serving the OA to meet demand increases.  
Infrastructure and services to be reviewed as more detailed work is undertaken.

### Desirable interventions

Relocation of the bus garage from the DIMCO building within/below new development south of the Hammersmith & City Line viaduct.

#### 5.5.5 Underground and Rail

The transport study identifies an increase in trips to White City Station (Central Line) from the development. In anticipation of the increased patronage of the station, and in line with meeting MTS objectives of improving access for all, it is important that step free improvements are considered as part of any development. The cost of provision of step-free access at Shepherd's Bush Underground station (also the Central Line) is unlikely to be affordable by the proposed development scenario (and is therefore not included in the required interventions).

However, the provision of step-free access at White City Station (by introducing lifts to the platforms) can be delivered at a lower cost and is also likely to benefit a much greater number of passengers than step-free access at Shepherd's Bush. Consequently, development in the OA will be required to incorporate step free access to White City Station. The specific nature of these improvements will be identified through the Development Infrastructure Funding study (see below).

#### Map 5.16: Public transport details in White City OA

<b>Required interventions</b>
Step free access to White City station
<b>Desirable intervention</b>
Eastern entrance to White City Station

### 5.5.6 Walking

In order to encourage more people not to drive and to meet the Mayor's and the boroughs' targets in relation to walking, a change in the quality of the pedestrian environment throughout the OA is required. The following recommendations should be read in conjunction with the public realm strategy for the OA.

To ensure that walking is a first choice, the walking environment must be well designed, as well as feeling safe and secure. Considered design of routes is required, ensuring that routes are logical, legible, well-lit, and convenient. High quality public realm will be expected, that connects walking routes through public squares, open space and recreational and play space. It is also important that the OA is properly integrated into the wider communities that surround it, so that all members of the community can enjoy the new facilities and be able to access the surrounding areas. In addition to good physical links and infrastructure, wayfinding is an important aspect of increasing walking. Extending TfL's *Legible London* scheme which is currently only in the town centre, will be required throughout the OA.

<b>Required interventions</b>
Pedestrian and cycle connection below West London Line north of Westway
Pedestrian and cycle connection over A3220 and West London Line south of Westway
Extension of TfL's Wayfinding strategy ( <i>Legible London</i> ) that is co-ordinated with other/existing signage
New and enhanced walking routes/ connections throughout the OA
Pedestrian Crossings enhanced on identified desire lines

### 5.5.7 Cycling

In order to encourage more people to choose more sustainable travel choice and to meet the Mayor's and the boroughs' targets in relation to cycling, there is a need to improve conditions and facilities for cycling throughout the OA. To facilitate commuter journeys by cycle and to make the new White City area easily accessible by bike, integration with the wider London Cycle Network and CS10 is expected. Should the Mayor's Cycle Hire be extended westwards in the future, which is supported by the borough, then the provision of cycle docking stations will be expected.

New developments and public realm must be designed with easy cycle access to all buildings and locations, to incorporate excellent cycle infrastructure, including cycle ways, dedicated cycle crossings over heavily trafficked roads, high quality cycle parking at all employment and non-residential locations (including showers and lockers) and residential cycle parking (as per standards set out in the replacement London Plan).

Required interventions
Pedestrian and cycle connection below West London Line north of Westway
Pedestrian and cycle connection over A3220 and West London Line south of Westway
Extension of the Mayor's cycle hire scheme to the OA
Integration of Cycle Superhighway 10 within the OA and improved links to and from it
Introduction of safe cycle priority at junctions and cycle crossing facilities on highly trafficked roads to ensure integration with the wider London Cycle Network
Provision of safe, secure and accessible cycle parking at all new developments, both for occupants and for visitors, including shower and locker facilities.

**Image 5.17: Soft interventions to improve pedestrian and cycling routes**

## 5.6 Development phasing and infrastructure provision

A Development Infrastructure Funding Study (DIFS) due to commence in Spring 2011 will deal with the issues around development phasing and infrastructure provision. The council, the Greater London Authority and Transport for London will be undertaking the DIFS, in close collaboration with all landowners.

The DIFS will consider the cost of all the proposed transport improvements, along with other infrastructure needed to support the growth. The study will establish the overall fund that is necessary for the transport enhancements and establish a viable relationship to the quantum of development proposed. It will also set out the improvements in order of priority, to ensure that the most important improvements are brought on stream early. It may also identify triggers for levels of development, to ensure that certain interventions are delivered at a particular time. The study will identify a mechanism for collecting contributions for all infrastructure (including the proportion for the transport improvements) from developers, to ensure that all development contributes equally and fairly to the infrastructure fund. It is anticipated that this will be based on a standard charge for different use classes, applied according to the number of residential units or on a per square metre basis for other uses. This could be delivered through planning obligations (section 106) or a Community Infrastructure Levy (CIL). This will be considered in line with emerging government legislation.

The opening of Crossrail in 2018 will provide the release of capacity on the Central line to support a large proportion of the demand created by development. The DIFS will quantify how development should be phased around this significant transport

intervention and the risks involved, and the requirements of the emerging Mayor's Crossrail CIL.

### **5.7 Planning applications and detailed transport analysis**

The Strategic Transport Study has identified the required transport interventions needed for the Opportunity Area to support Scenario B. However, each development proposal will be required to provide a detailed Transport Assessment, in line with TfL's Best Practice Guidance. The Transport Assessment will have to identify the impact of the individual proposal in detail, within the context of the challenges and impacts identified for the OA in this Strategic Transport Strategy. In particular it will have to assess the specific impacts to the highway network (including on locations beyond the immediate site boundary) and local bus capacity, to ensure trip restraint and mode shift. The Transport Assessment will need to provide details of the proposed mitigation measures, as well as travel demand management measures required to achieve a shift to sustainable modes and all the other requirements set out in the TfL guidance.

A micro-simulation model has been developed as part of the Strategic Transport Study. All further detailed transport assessments should use this model as a basis for their work to identify detailed junction improvement requires.

<b>Required for planning applications</b>
Full discussion with Transport for London and GLA from the earliest possible pre-application stage
Transport Assessments in line with PPG 13 (or replacement policy) and TfL's TA Best Practice Guidance
To demonstrate how interventions will fully mitigate any transport impacts generated by the development proposals
Low levels of car parking (car free where possible) should be provided.
Measures that are designed to encourage mode shift to sustainable travel patterns .
Electric Vehicle charging points and car club bays provided in new developments
Rationalise/reduce the number of new accesses/signalised junctions from the TLRN to key development sites
TfL to be signatory to Section 106 Agreements

### **5.8 Conclusions**

A key objective of the London Plan policy is to ensure integration between transport and development and to ensure that there are adequate levels of transport capacity and service to support high-density development throughout areas such as the WCOA.

This chapter has summarised the findings of the WCOA Strategic Transport Study and has recommended that in-order to enable and support the development quantum set out for Scenario B, a package of strategic transport measures, supported by a series of more local transport improvements will be required to support growth and development of the OA.

These include:

- Junction improvements and increases to local highway capacity, in particular on north-south routes;
- An optimum package of bus service enhancements including the introduction or extension of bus routes and associated infrastructure, taking traffic conditions into account, so that road capacities are not compromised;
- Improved access at White City Underground Station, through provision step free lift access to platforms;
- A significant change in the walking and cycle environment both within and to/from the OA delivered by new pedestrian/cycle links and high quality wayfinding and public realm improvements;
- An approach to development which reduces the need to travel by car/reduces the number of private vehicle trips within the OA through using innovative approaches to car ownership such as car clubs and car parking restraint in line with the London Plan guidelines and public transport accessibility;
- Improving conditions for taxis, coaches, freight and waste collection within and to/from the OA;
- Private investment to enable these improvements to be secured and delivered in line with the future development of the area.

## **Chapter 6 – Housing Strategy**

### New Housing in White City East

- Capacity for 4,500 houses and 1,260 student homes

### Potential Opportunities for the White City Estates

- More choice and opportunities for residents
- Potential to move to better housing environments in the East
- New social housing in the East with more large units to alleviate overcrowding
- New intermediate housing to provide more variety and choice in the same area

### Affordable housing, mix and tenure

- No net loss of social rented housing in the area
- New housing in White City East: subject to viability, 25% social rented, 15% intermediate
- A range of dwelling sizes across all tenures, including family accommodation

### Design Principles

- Safe, well connected, inclusive, permeable and liveable neighbourhoods
- Access to supporting facilities and adequate public and private open space
- Mansion blocks and townhouses/maisonettes.
- Student housing
- Housing for people who need care and support.
- Design standards as in DRLP and London Plan EiP draft Housing SPG
- Built to Lifetime Homes standards with 10% to be wheelchair accessible.
- Communal, semi private and private amenity space, in parks, gardens, and balconies

## 6.1 Introduction and objectives for housing

The objectives for housing in the OA are an integral part of the broader socio-economic regeneration of the area. The LBHF Submission Core Strategy and Annex 1 of the DRLP set out an approach that envisages regeneration of the area which would include mixed density housing development. They both identify a potential capacity of 5,000 new homes (as a minimum in the case of the DRLP) on sites in the OA that are likely to be available for development within a period up to 15-20 years. The sites considered do not include the estates in White City West, as the OAPF does not make any assumptions on what may be agreed with Council estate residents on the future regeneration opportunities on the estates.

Development in the OA should help reduce social and economic polarisation and encourage social mobility. There should be new quality housing for sale and rent at a range of prices and affordability, that will provide a local ladder of affordable housing opportunity, as well as helping to meet the general need for more homes. New housing must also produce better homes or conditions for those in the existing community who are living in unsatisfactory accommodation.

As there are no plans for the White City housing estates, the OAPF does not set out detailed proposals for those areas. However, to ensure that estate residents benefit from the social and economic regeneration that can take place in the area, the OA has been defined to include a number of housing estates, and the framework shows how development on largely privately owned land provides a once in a lifetime opportunity for existing communities, in terms of provision of jobs, better housing, new facilities and the creation of a more mixed and balanced community. The existing White City estates community could be expanded over a wider area on both sides of Wood Lane in high quality residential areas. To fully capture the potential community benefits, the Council will work with estate residents to discuss how those opportunities might be taken.

The OAPF housing strategy seeks to provide new opportunities for living in a mixed community, that will help meet the need for more homes, benefit local people and future generations by:

- Ensuring provision of a wide range of household types and sizes, including family accommodation, in suitable good quality homes and neighbourhoods
- Achieving a broad offer of tenures and affordability
- Creating a wider variety of opportunities for choice of tenure within the estates to the west of Wood Lane, not necessarily through redevelopment, whilst continuing to accommodate existing residents and meeting their housing needs
- Ensuring satisfactory provision of new leisure, green space, schools and community facilities
- Achieving better connections between the estates and the surrounding area

It also seeks to enable existing estates residents to remain in the area and to provide them with the opportunity for new homes and living conditions that better meet their needs by:

- Increasing the opportunities for housing that is affordable to existing residents who aspire to home ownership

- Securing replacement homes for residents who feel unhappy with living in housing that is physically unsatisfactory, has a poor environment or is unsuitable for their needs (e.g. because of overcrowding)
- Redeveloping or seeking major refurbishment where residents consider housing blocks in the estates are unsatisfactory.

**Map 6.1: Current and future zones for housing  
(Image)**

**6.2 Opportunities for regeneration for the White City estates community**

White City is the second most deprived neighbourhood in the borough according to the national Index of Multiple Deprivation, and is ranked within the top 5% most deprived nationally with regard to income levels. There are high proportions of social rented housing. In addition, 18% of residents are living in overcrowded conditions.

Tenure	London	H&F	White City Opportunity Area			
	2001 Census	2001 Censu s	2001 Census		Estimated current position (Jan 2009)	
	%	%	Number	%	Number	%
Owned	56.5%	43.9%	980	24.3%	1,328	31.5%
Rented from council	17.1%	19.2%	1,973	49.1%	1,674	39.7%
Other social rented (e.g. RSL)	9.1%	13.5%	408	10.1%	555	13.1%
<b>Total Social Rented Housing</b>	<b>26.2%</b>	<b>32.7%</b>	<b>2,381</b>	<b>59.2%</b>	<b>2,229</b>	<b>52.8%</b>
Private rented or living rent free	17.3%	23.4%	662	16.5%	662	15.7%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>4,023</b>	<b>100.0%</b>	<b>4,219</b>	<b>100.0%</b>

Source: Census 2001, LBH&F InfoView 2009

The housing on estates in the area includes a variety of housing types such as town houses, corridor access blocks and tower blocks. The White City Estate, the largest in the borough, was built in the 1930s and is characterised by 4-6 storey purpose-built blocks of flats, laid out around courtyards. The estate has poor physical connections with the surrounding area, and the northern blocks are adjacent to the A40 Westway which is a source of air and noise pollution. 27% of properties within the estates are leasehold, which is higher than figures recorded across a number of other estates in the Borough. The remaining 73% are social rented.

Batman Close is formed by a number of blocks laid out around a large underused area of land within the centre of the estate. The environment of the communal space contrasts poorly with the higher quality environment found within the adjacent Hammersmith Park open space. The Wood Lane estate is of a later construction to the other estates in the area, and comprises lower rise town houses. In the town centre, the Charecroft estate occupies four tower blocks.

The development of land east of Wood Lane will include a substantial amount of new housing, and affordable housing, in particular. This will provide significant opportunities for estate residents to access better quality and more energy efficient accommodation, and for parts of the estates themselves to then be renewed, providing better linkages to the surrounding area, to the land east of Wood Lane and the facilities it will provide in the future:

- New social rented housing of the right sizes and types would provide opportunities for transfers to alleviate overcrowding or to obtain housing more suited to a tenant's needs.
- Intermediate housing (e.g. shared ownership and shared equity) at the right price levels would enable existing tenants who can afford to move into home ownership to do so while remaining in the same area. The opportunity to move into intermediate housing would be realised for many by the availability of many local jobs to help alleviate unemployment and low income levels.
- There would be opportunities for people who consider themselves to be living in less than ideal circumstances or environmental conditions in the existing estates to move to a home in the new development. For instance, the environment alongside a major dual-carriageway road (such as the A40) has a high level of air and noise pollution, and people living in such environments may feel they would prefer to move. If this were the case, then it may be possible for blocks to be replaced. Similar opportunities would exist for leaseholders living on the estates who could move if they consider that new homes are more suitable for their needs.
- Existing residents would need to be engaged in discussions about the provision of new housing to ensure it was agreed to be a better option, especially for families.

Development in White City East would take place over a period of up to 15-20 years. Depending on whether a significant number of estate residents chose to move into that area, there would be scope to consider a gradual renewal of the estates, through refurbishment, or redevelopment, or a combination of both. This could widen the benefits of new housing and better environmental conditions to all estate residents. It could transform Batman Close, White City and Wood Lane Estates, with a better range of housing types and sizes, into an even more mixed residential area, well connected with the surrounding area.

Hammersmith & Fulham Council will discuss the options with local residents to assess whether it is agreed that such an approach would bring real and tangible benefits while enabling the community to remain and thrive in the WCOA.

## **Map 6.2 Existing housing areas with opportunities for regeneration (Image)**

### **6.3 Affordable housing, housing mix and tenure**

Housing policies on the national, regional and local levels, as well as for affordable housing investment arrangements, are in a state of rapid change and uncertainty. Whilst the Council's affordable housing policy approach in the Submission Core

Strategy, which is reflected and elaborated in this section, demonstrates consistency with the current direction of travel of national housing policy, it is not fully in general conformity with the 2008 London Plan or the draft replacement London Plan.

The Mayor expressed this opinion to the Council in his representation to the consultation on the Council's pre-submission Core Strategy (December 2010). Although the Mayor concluded (in his representations to the Core Strategy) that his policy objective to achieving mixed and balanced communities was supported by the Council's proposals for White City, general conformity is assessed against the London Plan as a whole. Since then the Government has published a revised consultation draft of PPS3 in respect of affordable housing. Therefore the matter of non-conformity will need to be resolved by the LBHF Core Strategy EIP in April 2011 and in light of emerging national guidance on affordable housing policy.

The GLA and the Council will be undertaking a second consultation on this framework following the inspector's Examination in Public report on the Council's submission Core Strategy, after the publication of the draft replacement London Plan. The Mayor will also consider how he takes account of the Government's new housing policies once they are finalised.

### **6.3.1 Affordable housing**

LBHF Submission Core Strategy policy "Strategic Site 1 – WCOA – White City East" sets out that 40% of housing should be affordable, and approximately 25% of new housing should be social rented, in sizes and types that enable local estate regeneration. There should be more housing choice, in terms of cost, tenure, type and size; for people who live in the area already or who may live here in the future and to help overcome social polarisation. These proportions should be applied in the opportunity area, subject to viability.

All new social rented housing built in the OA will be wholly and exclusively to accommodate those tenants of the existing estates who wish to move into better or more suitable housing or who need to relocate in the event of any partial redevelopment in the longer term. Subject to residents' choices, there could then be the opportunity for higher proportions of intermediate and market housing in any regeneration proposals in the estate areas, and some existing dwellings could change tenure as existing tenants opt to move.

Up to approximately 25% of all new housing should be social rented housing as this would provide significant opportunities for existing estate tenants and, over 15-20 years, would enable there to be a more mixed and balanced tenure provision and socio-economic mix across the west and east of the area, with all existing residents being able to choose to remain in the area. The desirable proportion of social rented housing will be kept under review depending, in particular, on the extent of new housing that is provided, the extent to which estate residents choose to take the opportunity to move and the extent of any partial redevelopment of estate land in the longer term. There should be no net loss of social rented housing in the area.

The overall net increase of affordable housing should be intermediate housing which should be provided at all levels of affordability that enable households with incomes between £28,000 and 74,000 to obtain housing. The DRLP specifies that for new homes to be counted as intermediate, they must be affordable to households in the

income range £18,100 to £61,400, with the aim that the average of all new intermediate housing should be at the midpoint of this range. However, for family-sized homes with three or more bedrooms, the top of the intermediate income range is £74,000. Substantial amounts of housing must be priced so as to enable young families to afford to stay and live in the borough, significantly increasing the amount of housing that is affordable to lower and middle income earners, key workers and all those households who are neither very wealthy nor able to qualify for access to social rented housing.

There should also be intermediate housing with opportunities for tenants to purchase part of the equity to encourage social mobility and aspirations for affordable home ownership. These opportunities may take several forms, such as shared equity - discounted market sale - and discounted or lower cost private rented as well as, or instead of, conventional shared ownership. Some of the intermediate housing should be made available at a cost that would be accessible to social rented tenants of local estates who are able and wish to move into that tenure.

### **6.3.2 Dwelling Size Mix**

The GLA London Strategic Housing Market Assessment (SHMA) shows there is a considerable need to increase the stock of family intermediate homes. The Mayor's Housing Strategy (2010) seeks 16% of intermediate housing as 3 bedroom or more with a desire to exceed the proportion in the future, but does not set out a target for 3 bedroom market housing. The GLA SHMA indicates that market housing demand requires a higher proportion of smaller (1 and 2 bedroom) properties in the mix.

In the White City OA, the target amount of family housing is higher than the Mayor's Housing Strategy requirement. All development must ensure a full range of dwelling sizes, across all tenures, although the primary requirement is to provide for family accommodation (3 bedrooms or more) to alleviate overcrowding.

- Market housing: at least 20% in 3 bedroom dwellings or larger.
- Intermediate housing: at least 20-30% in 3 bedroom dwellings or larger.
- Social rented housing: Approximately 40% in 3 or 4 bed dwellings.

This mix will be subject to viability testing, initially through the Development Infrastructure Funding Study (see Chapter 9). The desirable mix of dwelling sizes will be kept under review during the development period, which is expected to last for up to 15-20 years, and will need to respond to demand and need.

New social rented housing should be provided in a range of sizes, which by providing opportunities for residents to re-house enables local estate regeneration (through redevelopment, refurbishment or rebalancing tenure). The precise mix of sizes will be subject to an assessment of housing need, most importantly, as well as the needs of estate tenants, who wish to move into new housing, closer to the time of any development that provides alternative accommodation.

The housing mix on the existing estates does not match the needs of residents as well as it could; overcrowding is a problem for many and there is a general need to improve the dwelling mix in favour of family dwellings. The social rented mix will

be based on an assessment of the present dwelling size needs of White City estates residents in social rented accommodation, taking account of the desirability of alleviating overcrowding. This would optimise the scope for residents to re-house in more suitable accommodation. This would mean that the total number of habitable rooms in social rented accommodation could increase as, over time, there will be an increase in the proportion of larger family dwellings in the social rented sector.

#### **6.4 Design principles for new residential development**

The urban design strategy and indicative masterplan in Chapter 4 set out the preferred amount of development in White City East, including 4,500 new homes and 1,260 units of student accommodation. There are also smaller sites in the OA where new housing might be provided such as in the regeneration of Shepherds Bush market.

As noted in Chapter 4, the preferred development capacity figure is based on broad assumptions concerning the quantities of other land uses and the desirable mix of housing types and dwelling sizes, takes account of the urban design strategy described in Chapter 4 and has been tested in the transport study. The detailed design of developments must be shown to produce satisfactory residential areas with a good quality and mix of housing.

The broad urban design strategy and development capacity studies also have taken the Mayor's interim housing design guide and Housing SPG (EiP version) as their basis, ensuring satisfactory provision for a wide range of household types and sizes, especially for families, in quality homes and neighbourhoods.

##### **6.4.1 Neighbourhoods & placemaking**

Any new housing areas must be designed to provide safe, well connected, inclusive, permeable and liveable neighbourhoods capable of accommodating a range of households and assimilating different tenures, with access to supporting facilities and adequate public and private open space. Developments must provide a legible environment that relates to, and connects with, the setting and context of the surrounding urban grain and character. There must be a well worked out approach to the public and private realm and the relationship between building massing height and design, streets and open spaces

This principle is about creating human scale, sustainable residential areas where a wide range of people will want and be able to live; and take pride in the area. It requires consideration of a range of factors, including the mix of housing types and sizes, and building heights. This is fundamentally about what makes a place work as a living environment, such as the relationship between dwellings, streets, open spaces, local facilities and public transport; and the factors that are important in adults and children being and feeling safe in an area, and finding their way around, whether or not they are local residents. In addition, schemes must be designed in context, to link with surrounding areas and respect the surrounding character to provide further integration with the urban area.

In the wider surrounding area, in parts of Kensington & Chelsea especially, there are examples of longstanding residential areas that achieve this and which demonstrate

that desirable neighbourhoods can be achieved at relatively high densities. These areas provide a template for a modern interpretation in White City.

#### **6.4.2 Housing typologies**

In White City East, the predominant housing typology should be mansion blocks (normally between 6-9 storeys), with some town-houses comprising flats and/or stacked maisonettes (normally 4-6 storeys) arranged in street blocks, enclosing private gardens and shared amenity space (generally densities of 700-900 HRH). A small number of taller blocks of flats and maisonettes up to about 12 storeys may be possible in locations indicated in the urban design strategy.

The mix of housing types indicated above is considered to provide a suitable basis for achieving liveable neighbourhoods and a desirable mix of dwelling sizes, while having regard to local context and setting. It recognises that there is scope for more dense housing types and family accommodation throughout the area. Mansion blocks are a well known and sought after form of housing that can achieve relatively high densities but with good living standards. They are characterised, in particular, by core accesses serving a limited number of dwellings on each floor without lengthy corridors (providing dual aspect accommodation), and quality shared amenity space.

There is a need for student housing and the submission Core Strategy recognises the OA as a suitable location. Provision of some student accommodation is appropriate as part of an overall mix of housing, although provision of student housing should not preclude the provision of family housing across the area. Imperial College is proposing student accommodation in the north of the area as part of its intentions for the Woodlands site.

Housing for people who need care and support should be provided in appropriate locations and subject to local need. As the population ages there will be a continuing need for housing for people who need care and support. This should be considered in a potential residential area of this size. The level of need and means of provision will need to be kept under review to ensure appropriate provision is made.

#### **6.4.3 Space and Housing Design standards**

##### **All new housing**

All new housing must meet the space and housing design standards set out in the DRLP and London Plan EiP draft Housing SPG. All new build dwellings should be built to “Lifetime Homes” standards with 10% to be wheelchair accessible, or easily adaptable for residents that are wheelchair users. Approximately 10% of the Council’s households have one or more people with a physical disability; young families and the elderly also benefit from accessible housing. There needs to be an increase in the amount of housing built to Lifetime Homes standards and that is wheelchair accessible in order to meet this need.

##### **Table 6.2 Minimum space standards for new developments**

Good design is essential to delivering sustainable residential quality in terms of internal and external layouts. The DRLP puts greater emphasis on the quality of new homes, including minimum space and other design standards for all new housing (Policy 3.5). This policy sets out the importance of ensuring that the

design of all new dwellings take account of factors relating to ‘arrival’ at the building and the ‘home as a place of retreat’, at least meet the dwelling space standards set out in the DRLP, have adequately sized rooms and convenient and efficient room layouts, meet the changing needs of Londoners over their lifetimes, address climate change adaptation and mitigation and social inclusion objectives and be conceived and developed through an effective design process.

The EiP draft Housing Supplementary Planning Guidance (SPG) (August 2010) sets out further details on residential design quality, which are applicable to all housing development. Annex 2.1 of the SPG provides a summary of the quality and design standards.

#### Publicly funded housing

The standards in the interim London Housing Design Guide (August 2010) will be applicable to all publicly funded housing.

For HCA funded development, in addition to the DRLP and London Plan EiP draft Housing SPG, regard should be had to the interim London Housing Design Guide. The Guide is built around six key themes which range in focus from neighbourhood scale to the individual home. These are:

- Shaping Good Places: providing access to green and open space and ensuring new development enhances the character of an area;
- Housing for a Diverse City: providing a mix of housing type, tenure and sizes;
- From Street to Front Door: providing circulation areas for the entrance and approach to flats or houses, having regular front door entrances on streets.
- Dwelling Space Standards: providing minimum space standards for houses and guidance on the size and layout of different rooms, storage and outdoor space.
- Home as a Place of Retreat: providing houses with privacy, dual aspect dwellings, noise, floor-to-ceiling heights, daylight and sunlight.
- Climate Change Mitigation and Adaptation: providing homes that comply with the Code for Sustainable Homes in relation to London Plan policy.

#### **6.4.4 Amenity space**

The London Plan EiP draft Housing SPG sets out a requirement for a minimum of 5 square metres of private outdoor space that should be provided for 1-2 person dwellings and an additional (1) square metre should be provided for each additional occupant (standard 4.10).

As shown in the Urban Design Strategy, there should be a variety of small parks, squares and gardens, which provide communal, semi-private and private amenity space. Homes must be carefully designed and laid out to have satisfactory access to open space. Family dwellings at ground level should have gardens, and all other dwellings should have access to shared ground level amenity space. Balconies may be provided where appropriate subject to design, location and context (e.g. overlooking shared private space such as in garden squares).

The development capacity study and urban design strategy assumes that each residential scheme could deliver the Mayor's policy for children's play space on site for all age groups. Where possible it is envisaged that the majority of this space will be provided externally and at ground level. Open spaces and play areas must be useable, well related to buildings and users, be safe, secure and capable of being well maintained. Accessible, shared, private space is generally preferred, with public space only provided where it is naturally supervised and likely to be well used.

**(4 photos)**

## **CHAPTER 7- Social, community and leisure infrastructure strategy**

- All development must contribute to the provision of social infrastructure to support the expanded residential and worker population across the OA
- Social infrastructure needs will be reviewed as part of the development infrastructure funding study, but may include:
  - A two-form entry primary school
  - An early years nursery provision
  - A secondary school
  - New arts, cultural or entertainment facilities
  - White City Green, local public squares and public realm proposals
  - Physical connections to RBKC
  - A sports hall of 6-8 courts
  - A full size publicly accessible gym
  - Major public leisure facility such as a ten-pin bowling, ice-skating, indoor tennis.
  - Neighbourhood parade in White City East
  - Safer Neighbourhood Teams
- All development should maximise job opportunities for local people: Employment, training, apprenticeships, outreach programmes to local housing estates and schools to raise aspirations and awareness of job possibilities, including during construction phases.

### **7.1 Introduction**

The provision of a range of social infrastructure is essential to maintaining a sense of community across the OA and supporting social and economic regeneration. The creation of a substantial number of new homes and jobs in the area will require a significant increase in facilities and local community services. New development will be expected to provide or contribute to the provision of education, health, recreation, local services, skills and training and open spaces, to support the future residential and working population. There is also a major opportunity to recognise the metropolitan role of Shepherds Bush town centre and its accessibility to a wider audience by expanding the range of arts, cultural and entertainment facilities in or close to the centre.

This chapter of the OAPF reviews the general provision and likely needs for community and social infrastructure. New social infrastructure and community facilities will have to be provided at accessible and convenient locations having regard to the location of development within the OA and linkages with the wider area. The co-location of community facilities and services will be encouraged to ensure maximum accessibility for potential users. Some services and facilities that attract people from a wider catchment should be located in or close to Shepherds Bush town centre, in recognition of its high level of accessibility. Other services will be required to in closer proximity to the communities that they will serve, in particular, in the proposed community services hub on the east side of Wood Lane (see section 3.4).

A Development Infrastructure Funding study (DIFs) will examine the community and social infrastructure needs in more detail (Chapter 9, Delivery and Implementation). Financial contributions will be required to enable the provision of social and community infrastructure; the level of contribution required will also be investigated in more detail as part of the Development Infrastructure Funding Study.

## **7.2 Education**

Schools are key to establishing communities. Residential development in White City East will substantially increase the number of school age children requiring local primary and secondary education. All development must contribute to the cost of increasing the capacity of local primary and secondary education. This must include (but is not limited to) the land and buildings for a new two-form entry primary school east of Wood Lane.

The potential number of children has been estimated on the basis of the current child yield formulas used by LBHF. Whilst the mix of dwelling sizes in different tenures will undoubtedly vary during the development period, current estimates suggest that Scenario B could result in a minimum increase of 600 school-age children in the OA, of which approximately 73%, or 440, would be primary age. This projected increase would require an at least two additional forms of primary entry to be provided locally.

Map 3.6 (see chapter 3) shows the locations of existing local primary, secondary and nursery schools. There is currently unmet childcare need in the north of the borough, which will become more severe with development in the OA. The only nursery school in the OA, located in White City Estate is at capacity. There will be a need for Early Years (nursery) provision as part of the development in the OA, with the preferred location to be in White City East, ideally co-provided with a range of community uses in the community hub.

All the primary schools in and close to the OA are full (Bentworth, Pope John, St. Stephen's) with the exception of Canberra School, which, since coming out of 'special measures,' is filling and is expected to be at capacity soon. In the short term, there may be an option to add one additional form of entry at a local school in White City West, or to secure physical connections to RBKC to enable nearby primary schools to be used, although the capacity of these was not known at the time of publication. Nevertheless, as the main location for residential development will be east of Wood Lane, the preferred option would be to provide a new two-form entry in White City East as part of the development in the OA. This would require development area of 7,000 sq.m, and a building of 4,500 sq.m. GIA.

There are no secondary schools within the OA boundary, although Phoenix High and Burlington Danes schools are just outside the OA, and are at capacity. The RBKC is currently investigating the scope and feasibility of constructing a new academy and sport centre on the existing Kensington Leisure Centre site, which is within 500 metres of the opportunity area but with very limited access from the area.

Development in the opportunity area is expected to require substantial additional secondary school places. This is expected to require a new secondary school within the opportunity area. The extent, nature, funding and phasing of additional

secondary provision will be examined as part of the Development Infrastructure Funding Study.

Financial contributions will be sought from developers towards expansion of and improved access to primary and secondary education. More detailed work on child yield and the phasing of additional school provision will be carried out as part of the Development Infrastructure Funding study (DIFs), and further work will need to be carried out by the Council to ascertain which school(s) to expand.

### **7.3 Health and social care**

In White City East, accommodation for primary healthcare facilities in the form of a practice of approximately 7-8 GPs will be required. Improved physical access to Hammersmith Hospital should also be delivered.

The NHS Hammersmith & Fulham has a five-year plan (2009-2014) for improving health services. However, this does not take into account potential development in the OA. The NHS plan considers that the north of the borough will be primarily served by the White City Health and Social Care Centre, which will be located on the western edge of the OA on Bloemfontein Road and is expected to open in 2012/13. Up to seven existing GP practices will be relocated to the centre. The building is anticipated to serve up to 25,000 registered patients and support the care of a further 25,000 patients registered with other practices in the surrounding area.

In the town centre, a new development at Shepherd's Bush (in the West 12 centre) will provide for GP services by relocating the Bush Doctor's practice and two other practices currently in unsuitable accommodation. Although the building is being designed to accommodate generic clinical space to support the transfer of care and services from hospital into the community, the proposal does not account for future population growth.

Hammersmith Hospital and Queen Charlotte's & Chelsea Hospital are located immediately to the north of the OA. The hospital is currently accessed from the White City estate via a signalled crossing across the Westway and a poor quality alley and bridge over the Central Line cutting. The OAPF seeks improved connections throughout the OA to the hospital.

Given the anticipated population growth in the OA, there will be a need for additional health related infrastructure and facilities in the OA, to which all development will be expected to contribute. The introduction of 5,000 new homes over a period of up to 15-20 years would equate to the need for a practice to house around 7-8 additional GPs and their associated healthcare teams (based on 15,000 additional patients and a ratio of 1 GP to 1,800 patients). These facilities should be located east of Wood Lane as part of the new community hub, although any new practice in this area would be likely to be developed as part of the 'hub and spoke' model based around the White City Health and Care Centre and would in this way have a knock-on effect on the capacity required across all health provision in the north of the borough. As proposals for the OA develop, NHS Hammersmith & Fulham will assess the likely impact upon capacity and investigate the expansion or provision of new facilities. The Council and Primary Care Trust will also assess the need to expand services.

## 7.4 Leisure, recreation and entertainment

This framework aims to both improve access to existing facilities and deliver new facilities that complement those already in the area. Development in White City East will be expected to accommodate and fund the capital costs of major leisure attractions that will complement the town centre including :

- A sports hall of 6-8 courts
- A full size publicly accessible gym (at least 100 stations)
- A public facility such as a ten-pin bowling, ice-skating, indoor tennis.

The area already benefits from many facilities for leisure, recreation and sport which all help to promote a healthy quality of life, including Linford Christie Stadium, the Phoenix Fitness Centre and Janet Adegoke swimming pool, the Westway Sports Centre and Stables, Wormwood Scrubs, Hammersmith Park and Shepherds Bush Common. There is also a broad range of community and religious facilities within the White City Estates and a variety of entertainment activities in the town centre.

Development in White City East will generate additional demand for a broad range of these facilities. There is a unique opportunity to address leisure, recreation and entertainment provision for the OA itself and the surrounding area in both LBHF and RBKC; and to widen the attraction of the town centre with new major facilities. Improving provision does not just mean constructing new facilities. It also means improving physical access to existing facilities (including in Kensington & Chelsea) and ensuring that new facilities are provided in accessible locations.

### 7.4.1 Sports and fitness

There are two recreation centres just outside the OA boundary: the Phoenix Sports and Fitness Centre and Janet Adegoke Pools which are located at Phoenix school on Bloemfontein Road, and include a learners pool, gymnasium and crèche as well as a 25-metre pool. In RBKC, the Westway Sports Centre features football pitches, indoor tennis courts, a climbing centre and outdoor fives courts, whilst the Kensington Leisure Centre has a swimming pool, however and to both of these facilities from White City is restricted by physical infrastructure barriers.

The Hammersmith & Fulham Leisure Needs Study (PMP 2010) considered likely future needs in White City resulting from development. It concluded:

- there will be a need for an indoor sports hall;
- there is demand for additional health and fitness facilities across the opportunity area;
- a full size gym (in excess of 100 stations) could be justified, with appropriate 'pay and play' provisions;
- provision of a synthetic turf pitch would be a valuable addition to the leisure stock (LBHF is already investigating the scope for upgrading the astroturf pitches in South Africa Road adjacent to Hammersmith Park)
- there should be further investigation into the specific need for indoor tennis in the area: potentially this could be developed as part of a multi-use site and incorporate a seasonal airhall;

- indoor climbing provision, given its commercial income potential, should be considered as an addition to any future leisure development;
- there is no need for additional swimming capacity but access to the Phoenix School pool which is available to the public should be prioritised.

On the basis of the above study findings, this OA seeks the provision of a new sports hall with climbing facilities or indoor tennis as part of development in White City East, in a way that is complementary to the Westway Sports Centre, but provides access to a wider audience. This provision might be related to major leisure and entertainment facilities (see 7.4.2).

Wormwood Scrubs and the Linford Christie Stadium have been designated by LBHF as school sports zones, so in the future it will provide for more intensive sports and recreation use. Improving links to the Scrubs and funding improvements to the facilities is therefore important to support an increased population. The provision of east-west links into RBKC will contribute to future leisure access for White City residents.

#### 7.4.2 Major leisure and entertainment facilities

Shepherds Bush town centre is now recognised as being of metropolitan importance and is highly accessible to central London. It is already well known for a number of large and small venues and modern cinemas, together with the BBC TV Centre for audience programmes.

The availability of development land north of Westfield provides a major opportunity to seek additional large scale leisure entertainment facilities that would attract customers from a wide area. The OAPF does not prescribe what sort of commercial facilities would be appropriate but they should be of wide public interest, such as ten-pin bowling or ice skating. Any developer of the area would be expected to conduct a thorough market assessment to establish the range of possibilities and to make provision for those in development proposals. A sports hall should be included within the overall provision (see 7.4.1).

#### 7.4.3 Public realm, public and private open spaces and play spaces

New open spaces must be provided in residential areas (as described in the urban design and housing strategies) and for people working in the area. Open spaces and the public realm should enable informal sports provision such as jogging and incorporate children's play spaces. Public and private parks will need to provide an appropriate range of amenities for quiet enjoyment and more active leisure, must be designed for inclusive safe access and provided with signage, appropriate lighting and access to public toilets.

The OAPF proposes several public spaces and squares, including a large public open space adjacent to the Hammersmith & City Line viaduct, the 'White City Green' to provide amenity for residents, workers and visitors. It will be a mixed area of hard landscaping and grassed areas to be used for a range of passive and active uses (including for children and teenagers) and be capable of hosting special events.

The Council will not take on funding of management of additional open spaces so arrangements should be put in place by developers, similar to the approach taken at

Potters Field Park in Southwark, in which the space is managed by a trust. All landowners will be expected to take a co-ordinated and collaborative approach to designing and delivering the public spaces to a high standard. They will be maintained by the surrounding landowners/occupiers and managed through a body containing representatives of the Council, the local community and landowners. The delivery and implementation strategy (Chapter 9) discusses the management arrangements in further detail. All public open spaces must be laid out to be safe and capable of easy maintenance, and management arrangements must enable them to be used at all reasonable times by all members of the public.

### **7.5 Local shopping and services**

The future residential and working population will need to have access to local shops and services to provide for day to day needs that would not be provided by the town centre. At present, the LBHF Submission Core Strategy identifies a *Neighbourhood Parade* on Bloemfontein Road and *Satellite Parades* on Uxbridge Road, Goldhawk Road and Shepherds Bush Road close to the town centre, but also notes the need for a local centre or parade within the area east of Wood Lane. .

### **7.6 Community facilities**

There is significant existing provision of community facilities within the western part of the OA on the White City Estate, and immediately to the west of the OA on the Wormholt estate, including churches and faith facilities and community halls. These are important facilities, however there may be opportunities to co-locate community services where they could be provided in a more efficient and accessible way.

Future developers will be expected to work with the providers of existing facilities to ensure that the communities across the north of the opportunity area are well served. Community facilities and services need to be located so that they have maximum accessibility for their potential users.

There is a shortage of sites for voluntary or third sector hubs. Current facilities are not of a sufficient size to house a variety of third sector organisations. The opportunity area provides an opportunity for the location of a third sector hub.

### **7.7 Police and fire services**

The police and fire services will be consulted in detail on the need for facilities within the opportunity area. The Metropolitan Police Authority has indicated a potential need for accommodation for two Safer Neighbourhood Teams.

### **7.8 Employment training and support**

The OA needs to provide a range of business, office and retail premises to suit different budgets and sectors. The Council's Local Economic Assessment of the Borough will helpfully set out supply and demand for business space, whether start-up or established. Developers should consider provision of a wide and diverse supply of unit sizes and promotion of affordable retail units; and contribute

financially to programmes to enhance business and area competitiveness as well as maximising opportunities for local entrepreneurship and enterprise.

A key aspect of the opportunity area's objective of social and economic regeneration is to enable a large number of existing local residents to obtain jobs or better jobs in the area. This could be in the construction stage or in businesses or services that locate in the area.

Out of work benefit claimant rate<sup>1</sup> in the area is very high at 22.1% (borough rate 13.3%, London rate 12.7%). Jobseekers Allowance claimant rate stands at 6.8% (borough rate 4.0%, London rate 3.9%); and 9.3% for young people of working age under 25 and 12.7% for Black males despite the borough enjoying significant economic prosperity in terms of the number of new jobs created, and relatively high number of job vacancies compared to other London boroughs.

Existing employment support facilities are piecemeal, often limited due to funding restrictions and not always responsive to local job vacancies or employer needs.

The Development Infrastructure Funding study will set out the business case for the level of infrastructure needed to support economic regeneration and local employment opportunities. Specifically developers and businesses will be expected to:

- contribute to an apprenticeship, training and employment Skills Shop which will serve as a highly visible focal point for residents looking to undertake vocational skills training relevant to local job vacancies and obtain work experience and apprenticeship opportunities; as well as assist employers to recruit to vacancies and co-ordinate outreach programmes to local housing estates, schools and partner agencies to raise aspirations and awareness of job possibilities.
- fund an apprenticeship/trainee programme which will place local people in key local industry sectors for example retail, hospitality, creative, business & finance admin. A funding ratio will set out the level of apprentice spend per £1m of development expenditure.

The Council will undertake in due course a comprehensive Local Labour – Skills & Employment Strategy in collaboration with developers and businesses. The strategy will set out a wide range of measures geared to raise employment aspirations: offer work experience, apprenticeships, vocational and other training; child support; advertise and recruit locally to current vacancies and ultimately better equip local people to compete for jobs and secure sustainable employment. Developers and businesses will be required to give early notification of vacancies and employment opportunities including clarity on the number of new jobs arising; the anticipated number of existing employee transfers (where relevant) and required skill levels.

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<sup>1</sup> Includes Jobseekers Allowance claimants, Employment and Support Allowance / Incapacity Benefit claimants, Lone Parents on Income Support, and others on income-related benefits (with the exception of carers).

Local businesses should be able to benefit from the construction and successive use of developments. Specifically developers should sign up to a Working with Local Businesses Charter. This will set out the terms under which developers will be expected to promote and advertise tender opportunities. Developers should also brief subcontractors on the requirements of the agreement, ensure cooperation is agreed as a prerequisite to accepting sub-contract tenders; and include a written statement in contracts with sub-contractors encouraging them to work with local businesses.

### **7.9 Delivery of social infrastructure**

Social infrastructure needs to be provided in a coordinated way as development takes place. The GLA and H&F are commissioning a more detailed study, the Development Infrastructure Funding Study (DIFs) to assess the level of infrastructure, the way it should be phased, and the way it could be funded by tariffs related to development. This is outlined further in Chapter 9 (Delivery and Implementation).

## **Chapter 8 – Energy, waste and water strategy**

Regeneration of the OA must take advantage of the opportunity to take a co-ordinated approach to addressing the imperatives of tackling climate change. All development must incorporate high levels of environmental performance and be exemplar in its sustainable design and construction:

### Energy

- Address energy demand through the Energy Hierarchy (Be Lean, Be Clean, Be Green).
- Create a decentralised energy network that serves new development within the OA with low carbon heat
- Design buildings to minimise energy use with energy efficient design
- Incorporate appropriate and complimentary renewable energy
- Move towards zero carbon development over the life of the plan
- Ensure design minimises potential for overheating and the need for cooling

### Waste

- efficient use of construction, demolition and excavation (CDE) waste during development
- development of small-scale, localised waste treatment infrastructure
- use of current waste management arrangements operated by existing OA occupiers
- use of nearby preferred locations for waste management
- make recycling as easy, if not easier, than waste disposal, for all development
- incorporate materials reclamation facilities, workshops and outlets for the re-use and recycling network
- use of automated waste collection systems to improve traffic congestion, air quality and local environmental quality
- identify opportunities for a waste to energy plant to create an energy centre for the decentralised energy network.
- 

### Water

- maximise sustainable urban drainage
- minimise the use of public sewers and drainage
- reduce consumption of water and energy resources

## **8.1 Energy**

The London Plan and DRLP both require all developments to make the fullest contribution to the mitigation of and adaptation to climate change and minimising carbon dioxide emissions. All development in the OA will be expected to be exemplar in its approach to energy use and supply, to ensure the greatest potential contribution to the national and local targets for carbon dioxide emission reduction.

All proposals should adhere to the energy hierarchy set out in the London Plan, which focuses on first ensuring development uses less energy, in particular by adopting sustainable design and construction measures (Policy 4A.3), then supplying energy efficiently in particular by prioritising decentralised energy generation (Policy 4A.6), and using renewable energy (Policy 4A.7).

Developments will be expected to move towards zero carbon development over the life of the plan, at least in line with the London Plan, and the design of buildings should ensure design minimises potential for overheating and the need for cooling. Where cooling will be required it should be specified to minimise energy demand in line with the GLA Cooling Guide.

Buildings proposed in the OA must be designed to minimise energy use through optimising energy efficient design. Developments should meet Building Regulations 2010 Part L through energy efficiency measures alone.

Development in the OA should also incorporate appropriate and complimentary renewable energy, including waste to energy, technologies to further reduce carbon dioxide emissions from buildings and the carbon intensity of the decentralised energy network.

These policies are reflected in the LBHF submission Core Strategy borough-wide policy CC1 on the reduction of Carbon Emissions, Resource Use and Climate Change adaptation, as well as in the strategic policy for White City, which specifies that “All development must incorporate high levels of environmental performance by the use of low and zero carbon technologies, including combined heat and power, the establishment of a decentralised energy network and the installation of renewable energy systems.”

### **8.1.1 Decentralised energy**

The London Plan (policy 4A.6) expects all major new developments to either connect into Combined Cooling, Heat and Power (CCHP)/CHP distribution networks where these exist, or provide new site-wide CCHP/CHP schemes with communal heating to enable future connection into larger, low carbon district heating networks. The London Plan and Mayor’s Energy Strategy emphasise that major developments should explore the feasibility of area-wide heating and energy networks, as set out in the energy hierarchy in the London Plan.

ARUP and the LDA have undertaken an Energy Study for the OA, which is set out in the appendix of this document. The Energy Study and the Council’s Heat Mapping study have both found that the WCOA is, in principle, a suitable location for decentralised energy generation and distribution. Development of such a network would also be one of the most cost effective ways of delivering carbon emissions savings for the area.

Combined Heat and Power (CHP) units generate electricity close to the point of use and enable the heat released during the power generation process to be captured,

distributed and used locally, often via a district heating network. This approach enables higher fuel conversion efficiencies and lower electricity distribution losses. District heating networks are fundamental to ensuring these efficiencies are achieved, and will enable low-carbon heat captured from dedicated CHP plants (or possibly waste to energy facilities) to be distributed and used for space heating and hot water production in both domestic and commercial buildings.

In the council's Submission Core Strategy, policy CC1 on climate change mitigation requires developments to minimise their energy use and maximise the provision of decentralised energy networks. The WCOA site policy for White City East also states that developments should take advantage of the opportunity for a decentralised energy network across a wide area.

### **Map 8.1: Potential heat users and suppliers in the OA**

(image)

#### **8.1.2 White City Opportunity Area Decentralised Energy Network**

The White City energy study proposes a strategic framework and masterplan for the development of a site-wide, low carbon, decentralised energy (DE) network within the Opportunity Area (OA) to deliver environmental benefits above what might otherwise be achieved by individual developments on a plot-by-plot basis. The framework has focused on the main development sites in the east of the OA, which would feature high energy densities, short distances between heat customers and similar regeneration timescales. It also considers the potential for future redevelopment proposals in Kensington and Chelsea to connect to a wider scheme.

The energy masterplan connects key sites within the OA to a DE network based around gas-fired combined heat & power (CHP) which would serve all major new development with low carbon heat distributed to customers via a district heating network. Electricity generated by the CHP plant will be exported to the grid. Such a network could deliver carbon savings of around 15,000 tonnes/year, equating to a saving of 20% against current estimated baseline carbon emissions.

Three potential locations have been identified for the development of the energy supply infrastructure (i.e. energy centres) to power the proposed district heating network:

- the Land East of Wood Lane
- the existing BBC TV Centre site
- the White City Estate area

The study also proposed two potential network configuration options for the distribution of heat throughout the north of the OA, although these are indicative and would need to be developed further to take into account changes in anticipated development phasing. The phasing will also have a significant impact on the economic viability of the scheme and will determine the build out strategy for the heat supply equipment. Given the likely phased nature of development across the OA, the study concluded that a modular approach will have to be taken to network development.

**Image 8.1: Network configuration 1, energy centre in BBC TV Centre**

**Image 8.2: Network configuration 2, energy centre on east of Wood Lane**

(Image x 2)

### 8.1.3 Guidance

A much more detailed, OAPF-wide DE study must be undertaken that identifies how a DE network can be developed. This would be partly funded by individual developments and they would then guarantee that their developments would connect into this network.

Key landowners and developers will be expected to work collectively with the GLA, LBHF and RBKC to engage in the WCOA District Heating Steering Group, which will be tasked with establishing a district heating network in the Opportunity Area. The steering group will determine the optimum ownership and contracting structure of the scheme, and agree the preferred delivery approach. All new development on the main development sites will be required to connect to the district heating network; the potential to include future developments in RBKC (including the North Kensington Academy and Leisure Centre) and on LBHF-owned sites should also be explored by the steering group as proposals are developed.

The steering group will agree the optimum location, scale and combination of energy generation technologies to provide a reliable and low carbon supply of heat for the district heating network, with the flexibility to adapt to future changes in relevant guidance and regulation and changes to development phasing. Provision will need to be made, east of Wood Lane, for an energy centre to support 5.6 (or 6.8MW) and 17MW of boilers, and proposals for the BBC Television Centre should also consider the feasibility of retaining the current combined heat and power system to support a wider distributed energy system. The steering group should also consider the potential for an oversized CHP plant that can act as a back up or even additional energy source within the network to support its operation and expansion.

Where a development is completed before the network is available, the development should be designed using technical standards established by the Steering Group to ensure it can connect to the network with the minimum delay and modifications. The Steering Group would develop and put in place technical standards and guidelines to ensure compatibility between developments and the Main Scheme district heating network and to ensure a consistent approach to metering and connection protocols. Planning obligations will need to be used to ensure connections occur and that standards and guidelines are acted upon.

The primary energy demand data for areas studied is shown below in the table below. This information shows the total potential demand which could be met by a DH system, and hence only includes those demands which have potential to connect to such a scheme.

The Development Infrastructure Funding study will investigate the potential for using Community Infrastructure Levy (or any similar tool) as a means of generating funds to support the delivery of a district energy scheme in the WCOA.

The primary energy demand data for areas studied is shown below in the table below. This information shows the total potential demand which could be met by a DH system, and hence only includes those demands which have potential to connect to such a scheme.

	Annual Heat Consumption (GWh/year)	Peak Heat Demand (MW)	Annual Cooling Consumption (GWh/year)	Peak Cooling Demand (MW)	Annual Electricity Consumption (GWh/year)
Private/Developer-led developments	52.3	18.4	5.8	9.9	122.2
LBH&F Estates	17.2	6.2	0.2	0.2	8.9
RBK & C / future developments	7.2	2.2	0.1	0.1	7.1
Total	76.7	26.8	6.1	10.2	138.2

**Table 8.1 Annual heat and cooling consumption and demand per area**

**Map 8.2: Energy demand Overview (Image)**

**8.2 Waste**

**8.2.1 Summary of Waste Strategy**

London Plan policy 4A.21 '*Waste strategic policy and targets*' establishes a target of 85% waste self-sufficiency for London by 2020. To manage the apportioned tonnages of municipal and commercial/ industrial waste, boroughs are required to identify sufficient land to provide new and enhanced treatment and recycling facilities. This framework and the DLRP propose the removal of the Strategic Industrial Land (SIL) designation for the land east of Wood Lane, and with it the expectation that the land be designated for waste uses.

Guidance relevant to waste management is found in LPC policies 4A.21 – 4A.29. The Council's submission Core Strategy includes borough-wide policies CC3 on Waste Management, which promote sustainable waste behaviour, including sustainable demolition in new and existing development and seek to ensure that all developments provide suitable waste and recycling storage facilities. Borough-wide policy CC4 on protecting and enhancing environmental quality is also relevant, in seeking to reduce the amount of harmful emissions.

The eastern part of the OA is where most demolition and large-scale regeneration is likely to occur and the Council, GLA, LDA and key landowners in White City East must collaborate to identify how the OA can contribute to waste management. A comprehensive waste management strategy for the entire OA is proposed to minimise the amount of waste produced in the demolition, construction and operation of the development, in the context of the existing agreements and commitments in place for waste management in the borough.

The following priorities have been identified for resource and waste management with the key development sites in mind:

- efficient use of construction, demolition and excavation (CDE) waste during development
- development of small-scale, localised waste treatment infrastructure

- use of current waste management arrangements operated by existing OA occupiers
- use of nearby preferred locations for waste management
- consideration and provision of sufficient waste storage and access for waste collection vehicles at early stages of the design process
- design and management to make recycling as easy, if not easier, than waste disposal, for all types of development, particularly households
- improvement of waste storage and access arrangements for existing housing and commercial stock
- use of automated waste collection systems to improve traffic congestion, air quality and local environmental quality

### Shepherd's Bush Market

The Council's Submission Core Strategy sets out aspirations for the improvement of Shepherd's Bush Market in its policy *Strategic Site 3 – WCOA – Shepherd's Bush Market and adjacent land*. As facilities for servicing market stallholders are currently severely restricted, future improvement of the market should ensure the integration of facilities such as waste compactors, whilst access for waste and recycling collection vehicles should also be considered. Any regeneration or improvement proposals must ensure that waste is managed and containerised to maximise recycling and reduce the impact of waste on the public realm.

#### 8.2.2 Current situation

The Western Riverside Waste Authority (WRWA) was established in 1986 as an autonomous statutory local government body to undertake the waste disposal functions on behalf of four London boroughs, including LBHF. The borough councils have a duty to arrange for the collection of the waste and recyclables in the borough, and to deliver all collected waste for disposal to whomever the WRWA contracts with to dispose of the waste; this is currently Cory Environmental Ltd, whose contract for disposal for the WRWA will end in 2030.

Municipal solid waste, (MSW), including that from households, is collected by LBHF as the Waste Collection Authority for the area and managed by the WRWA. In 2008/09, LBHF generated 86,250 tonnes of municipal solid waste, which is projected to rise to 107,000 tonnes by 2031 based on an increase in population and number of households within the borough. Recycling and composting of this waste stream was just 20.56% (26.59% for household waste).

Co-mingled, dry recyclables (paper and card, glass, cans, tins, aerosols, plastic bottles and paper-based drinks cartons) are collected via household, bring-bank and commercial waste recycling services. These are sent by road to the Viridor Waste Management material reclamation facility (MRF) in Crayford in Kent. From 2010/11 dry recyclable materials will be dealt with by a new MRF nearing completion at the WRWA site in Wandsworth. Householders within LBHF are entitled to take their waste and recyclables free of charge to one of two WRWA-operated Reuse and Recycling Centres (civic amenity sites) within the WRWA jurisdiction (at Smuggler's Way in Wandsworth and Cringle Street in Battersea).

Non-recyclable residual waste is transported via river to landfill in Essex and, from 2011/12, to incineration at Belvedere in the London Borough of Bexley, where it will be used to generate electricity at a new river-based Energy from Waste (EfW) facility which is currently being constructed in Belvedere, Kent. The plant will produce about 66 megawatts of electrical power, which is sufficient to power an area the size of LBHF.

### 8.2.3 Achieving Resource Efficiency at the Development Stage

At the design and planning stage, development in the OA must consider how to meet the principles of sustainable design and construction with respect to use of materials and management of CDE waste.

These principles include:

- engaging developers, architects and designers to design out waste at source
- maximising use of reclaimed materials or construction components with recycled content
- managing CDE waste in line with the waste hierarchy and close as possible to the point of production.

Particular regard should also be given to the on-site re-use of demolition materials created, as required by Policy CC3 of the LBHF Proposed Submission Core Strategy and Policy EN19A (Recycling of Demolition Waste) of the LBHF UDP Saved Policies on Recycling and Environmental Protection. Use of modern methods of construction and on-site segregation of waste for recycling, as well as use of resource efficiency tools such as the ICE Demolition Protocol and WRAP Net Waste Tool should inform opportunities for on-site re-use of demolition and excavation material, reducing the need to export waste and import new construction materials. Use should be made of the nearest appropriate CDE waste treatment facility, construction logistics and/or sustainable modes of transportation (e.g. just-in-time delivery, consolidation centre, materials management strategy), where it is not possible to re-use waste on-site.

### 8.2.4 Potential Sources of Waste for Management within White City East

The mix of uses proposed for the OA (retail, market, office, academic, residential, hotel and leisure) will generate a range of mainly non-hazardous, potentially recyclable wastes that could be captured at the source for re-use and recycling, enabling diversion of these waste streams from landfill.

Opportunities for management of municipal solid waste (MSW) within the OA would require dialogue with WRWA to ensure issues arising from Authority's Powers of Direction over the Borough's MSW are fully considered and taken account of.

The main opportunities for integrated waste management within the OA are in relation to the commercial and industrial (C&I) waste streams that will be generated, i.e. for collection by a private waste contractor or by the local authority if requested by the occupier. It is not known how much C&I waste is currently generated but this waste stream is likely to be significant based on the future proposed commercial uses in the OA. Food and packaging waste (e.g. cardboard, plastic, glass) are likely to be

the main waste streams generated by C&I waste producers within the WCOA. Westfield Shopping Centre and the Shepherd's Bush Market, for example, both give rise to a high proportion of dry recyclable packaging waste and food waste, although Westfield currently has specific Waste Management and Recycling arrangements in place with a private service provider. Large quantities of food waste are likely to be generated by the Imperial College site, HMP Wormwood Scrubs Prison and Hammersmith Hospital.

#### 8.2.5 Waste Infrastructure Development

LBHF has identified in its LDF Background Paper on Waste that additional waste management facilities are required to deal with locally produced waste streams through to 2031 and beyond, and to provide for greater range of waste processing facilities within the borough, including further capacity for recycling and composting and dealing with food waste. Although the WCOA is not a preferred location for waste infrastructure development, there are opportunities to integrate small-scale, localised waste facilities as part of the masterplan development proposals.

The two key opportunities for waste infrastructure development, both of which would contribute to creation of local employment opportunities, are the development of a re-use and repair network to extend the life-cycle of unwanted products and the provision of a mini-materials recycling facility (MRF) to sort and bulk up dry-recyclables for reprocessing. Opportunities for anaerobic digestion are not seen as appropriate in the White City OA, but should be explored in relation to the Park Royal opportunity area. Small-scale, individual site opportunities should also be optimised.

The spaces under the Westway and space created under decking introduced by Westfield as part of future development, should all be considered as preferred locations for these uses. Any uses located under the Westway will have to be balanced and give consideration to the aspirations for improved connectivity and high quality public realm.

These opportunities would need to be considered in the context of Policy EN19 (Waste Management Facilities) of the LBHF UDP Saved Policies on Energy, Recycling and Environmental Protection, which states that proposals for waste management will be considered in relation to the principles of best practicable environmental option, the waste hierarchy, self-sufficiency and the proximity principle.

##### **a) Re-Use and Repair Network**

The OA is of sufficient size to allow implementation of an on-site re-use strategy, subject to suitability of the material for re-use. The London Re-Use Network, operated by the London Community Resource Network (LCRN) provides an integrated and strategic approach to the collection, processing and distribution of unwanted good for re-use and repair throughout London.<sup>2</sup>

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<sup>2</sup> Further details available from: <http://www.lcrn.org.uk/projects/london-reuse-network>

The Western Riverside Waste Authority has set up a re-use network across four boroughs (including LBHF), which will be going live in LBHF in April 2011. It will include a re-use workshop operating as a training centre for the refurbishment of white goods and furniture training over 40 young people in its first year.

Additional re-use outlets should be integrated into the main retail and commercial areas to be sited on the development sites east of Wood Lane. Opportunities should be investigated to use spaces below the Hammersmith & City Line viaduct and the Westway for a range of repair and refurbishment operations, particularly for office / domestic furniture and waste electrical and electronic equipment. Such spaces may be suitable as depots, hubs and outlets that provide the physical infrastructure necessary (including storage, sorting, training, repair and retailing activities). These operations should also provide employment opportunities for local residents.

### **b) Materials Recycling Facility (MRF)**

The commercial and retail uses in the main development area will give rise to waste generated by retail and hospitality activities, comprising primarily of clean packaging materials, such as cardboard and plastic. These waste streams should be segregated and bulked up locally within the WCOA prior to reprocessing elsewhere. To that end, a small materials reclamation facility (MRF) should be located within the commercial developments, ideally within the land south of the Hammersmith & City Line viaduct.

The landowners and tenants should consider co-ordinating the delivery of an MRF through a local scheme or collective contracting arrangements.

### **c) Park Royal Opportunity Area and Anaerobic Digestion**

The use of anaerobic digestion (AD) technology has been identified by the WCOA Energy Study as one of three potential technology options for the area providing the potential for CHP, particularly given the number of potential food waste producers, both within and adjacent to the WCOA, that would provide feedstock to any such facility. However, the use of AD technology would not be ideal for the WCOA given its proposed land use (e.g. proximity of residential dwellings) and the fact that the WCOA is not a preferred location for waste management.

The Park Royal Opportunity Area (PROA) is situated in close proximity to the north of the WCOA. Principally industrial in nature and identified as a preferred location for waste infrastructure, it contains strategic waste management sites providing specialist waste processing of construction and demolition waste, scrap metal, end-of-life vehicles and white goods.<sup>3</sup> These sites are well located to use sustainable means of transport including rail and canal.

Given these characteristics, Park Royal is a more suitable location for the development of an AD facility (although, the implications of potential regeneration

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<sup>3</sup> Old Oak Sidings is a 3.9ha Safeguarded Waste Site with potential to handle up to 1.6 million tonnes of waste when fully operational; this is primarily construction and demolition waste but also a smaller proportion of MSW and C&I waste. The site has the benefit of canal access and a rail head. The EMR site adjoining Hythe Road is a 4.4ha Safeguarded Waste Site that has been in long-standing use of metals reclamation, mainly scrap cars and refrigerators. Around 70% of processed metals are transported out of the site via a railhead.

resulting from the proposed High Speed 2 rail hub at the Old Oak Common sidings area will need to be taken into account).<sup>4</sup> An AD facility at Park Royal could be used to treat food waste generated within the OA, including at Shepherd's Bush Market, North End Road Market, HMP Wormwood Scrubs, Westfield Shopping Centre, Imperial College, Hammersmith Hospital and the BBC Media Village. Park Royal itself, and its surrounding industrial location, also has a high proportion of food waste manufacturers and distributors that could provide potential feedstock. This may also provide a cost effective and sustainable route for treatment of domestic food waste from the WCOA, although this would be subject to discussion with the LBHF and the Western Riverside Waste Authority.

#### **d) Other Opportunities**

Space beneath the Westway may also provide an opportunity for local businesses to house equipment such as compactors, balers and shredders. Use of these facilities and collection of waste and recyclable material could be co-ordinated by a local Business Improvement District or Local Enterprise Partnerships as part of collective contracting arrangements for smaller businesses.

The WCOA should also capitalise on other opportunities for development of small-scale, localised waste infrastructure that may be realised through the activities of existing and proposed waste producers in and near to the WCOA.

- HMP Wormwood Scrubs undertakes its own sorting and baling operation, sorting plastics and cardboard for recycling. It also has a medium-term plan to separate food waste for on-site composting and is looking to collaborate with Hammersmith Hospital on waste management. These proposals could be developed further with other waste producers in the WCOA to achieve efficiencies of scale in waste management through collective contracting initiatives or working with other organisations such as local Business Improvement Districts.
- Imperial College, which will develop and occupy an area to the north of the WCOA, has installed an in-vessel composting unit at its main South Kensington campus. It has also started to explore the potential of installing an anaerobic digestion facility to generate energy at Hammersmith Hospital. However, this would require development of land adjacent to the proposed hospital site, which is currently insufficient in size to accommodate such a facility.
- Developers should seek out opportunities to capitalise on arrangements already in place, build on existing best practices, and require current occupiers to take a more co-ordinated approach to waste management going forward (Westfield and its four retail anchors, Marks & Spencer, BBC).

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<sup>4</sup> The use of anaerobic digestion for treating organic waste is supported in both the Waste Strategy for England 2007 and the Mayor's strategies for the management of waste as a key way of managing waste in London, achieving greenhouse gas emissions reductions, maximising energy efficiency, and generating renewable energy. Anaerobic digestion can be used to produce energy locally and efficiently thereby reducing London's reliance on large-scale power stations and the national grid (called decentralised energy).

## **8.2.6 Storage, Collection and Transportation of Waste**

### a) Overcoming Issues of Poor Storage and Collection Access

The design and planning stage of development should be used to ensure that all refurbished premises and new developments are designed with sufficient storage capacity and collection access arrangements in mind. This is to facilitate the separation of wastes for re-use, recycling and composting during the operational stage of development. For example, if refuse chutes are installed in flats, they should be accompanied by recycling chutes.

LBHF Submission Core Strategy policy CC3 and Policy EN17 (Waste Collection and Disposal) of the LBHF UDP Saved Policies on Energy, Recycling and Environmental Protection state that development will not be permitted unless suitable facilities are incorporated for the storage and collection of segregated waste. Standards for storage of waste and recyclables are contained with LBHF UDP Supplementary Planning Guidance on Storage of Refuse and Recyclables.

The opportunity should be taken to develop exemplar waste storage and access arrangements for redeveloped areas, incorporating the standards set out in the LBHF UDP Supplementary Planning Guidance on Storage of Refuse and Recyclables. Internal and external waste storage areas should be suitably designed in all types of property so as to ensure:

- Sufficient space is available to facilitate separation of residual waste and recyclables at source, i.e. in kitchens.
- Facilities to encourage and improve the ease of recycling are incorporated in all types of premise, particularly households, i.e. recycling chutes alongside refuse chutes in flats.
- Space is provided for storage and collection of bulky waste.
- Storage of waste can occur in a manner that will not endanger human health, the environment or cause detriment to amenity through poor waste management practices.
- Access is permitted for use by older persons and those with disabilities.
- Suitable access by waste collection vehicles.

### b) Automated Waste Collection Systems

The Council's core strategy sets out that separate development proposals for the OA must contribute to provision of physical infrastructure necessary to support development of whole area. Regeneration of the OA provides an ideal opportunity to incorporate a sustainable and energy-efficient system for the collection of residual waste, food waste and dry recyclables. This should consider consolidation of efficient mechanisms for collection of waste to reduce vehicle journeys and length, and potentially an automated waste collection system such as Envac (underground vacuum collection of waste) and combined collection of business waste. Such a system will improve the efficiency of on-site collection, transportation of waste and local environmental quality in new development areas within the WCOA. The first automated waste collection system to be installed in the UK is at Wembley in the London Borough of Brent and is being considered for installation at Earl's Court in LBHF.

Advantages of an automated waste collection system include improvements to traffic congestion and air quality, local environmental quality (street scene), and efficient use of internal space. The transport strategy seeks to reduce traffic congestion in the OA, which includes reducing freight movements and transport of waste. The use of an automated waste collection system will reduce the likelihood of waste vehicles blocking local roads, the number of vehicle movements required to remove local waste, and in turn, reduce the impact of waste collection vehicles on air quality in the LBHF, which has been declared an Air Quality Management Area for the pollutants nitrogen dioxide (NO<sub>2</sub>) and particulate matter PM<sub>10</sub>. Use of an automated waste collection system reduces the amount of space required for wheeled bins and the number of bin changes required, particularly for large commercial premises. Use of inlet points into a vacuum system also prevents build-up of waste on the streets, which can lead to the creation of fly-tipping hotspots.

Multiple landownership of this development area would require a co-ordinated approach to capital investment and installation of AWCS infrastructure, including a pipeline network and collection station(s). The phasing of this development area would also need to be considered to ensure that infrastructure requirements can be accommodated from the outset. Development design would also still need to cater for collection of bulky waste, bulky cardboard and glass, which are unsuitable for collection via an AWCS.

A much more detailed, OAPF-wide study must be undertaken that identifies how an automated waste network can be developed. This would be partly funded by individual developments and they would then guarantee that their developments would connect into this network.

Key landowners and developers will be expected to work collectively with the GLA, LBHF and RBKC to engage in the WCOA Waste Steering Group, which will be tasked with establishing a Waste Disposal network in the Opportunity Area. The steering group will determine the optimum ownership and contracting structure of the scheme, and agree the preferred delivery approach. All new development on the main development sites will be required to connect to the network; the potential for future developments on LBHF-owned sites to connect should also be explored as part of the steering group and proposal development.

The steering group will agree the optimum location, scale and combination of automated waste disposal technologies, with the flexibility to adapt to future changes in relevant guidance and regulation and changes to development phasing. Where a development is completed before the network is available, the development should be designed using technical standards established by the Steering Group to ensure it can connect to the network with the minimum delay and modifications. Planning obligations will need to be used to ensure connections occur and that standards and guidelines are acted upon.

### 8.3 Water

LPC policies 4A.14 ‘Sustainable drainage’, 4A.15 ‘Rising groundwater’ and 4A.16 ‘Water supplies and resources’ seek to promote sustainable urban drainage systems, the abstraction and use of groundwater and to protect and conserve water supplies and resources.

Surface water flooding can occur almost anywhere in London but currently there are limited records and understanding of the risk. The GLA is co-ordinating the Drain London to investigate surface water flood risk. The project will identify key risk areas and potential risk management options by March 2011, following that the OAPF will examine whether any particular provision is required to mitigate or manage these risks. Thames Water is implementing a short term programme and investigating long term solutions to storm relief to address flooding issues in the Counters Creek sewer catchment. In line with the London Plan, new development will need to incorporate Sustainable Drainage Systems in line with London Plan Policy 4A.14 (DRLP Policy 5.13). The proposed White City Green, along with local open spaces will also provide an opportunity to deliver SUDS on a strategic scale in the OA.

The most significant flood risk to the Opportunity Area is associated with the combined sewer network (owned and operated by Thames Water), and in particular the Counters Creek Sewer. Given the sizeable nature of the sewer’s catchment, it backs up during extreme rainfall events as a result of limited capacity in deeper storm relief sewers, causing localised basement flooding.

Thames Water is currently preparing a bid to Ofwat seeking funding for improvements to the capacity of the Counters Creek combined sewer infrastructure. This project is called the Counters Creek Sewer Alleviation Scheme and if successful the agreement would allow construction to commence in 2014 with completion likely in 2018.

It should be noted that at present this scheme is not confirmed. Thames Water would therefore still require proposed combined flows into a combined new sewer to be either matched or reduced in comparison with existing flows. Therefore, if foul flows are proposed to be increased, additional storm water attenuation would be required to lower the risk of the Counters Creek sewer flooding.

New developments should also ensure that:

- Surface water run off is managed as close to its source as possible in line with drainage hierarchy set out in Policy 4A.14 ‘Sustainable drainage’ in the London Plan.
- Water supplies are protected and conserved by supporting the Water Action Framework, minimising use of treated water and encouraging where appropriate the installation of dual water systems that can make greater use of grey water (London Plan policy 4A.16 Water supplies).
- Subject to discussions with Thames Water, development in the Opportunity Area must not result in an increase in stormwater or sewer entering the Counters Creek sewer

- Green roofs are installed wherever possible to minimise heat gain and rainwater runoff (London Plan policy 4A.10 Overheating)

## **CHAPTER 9- Delivery and Implementation Strategy**

A consistent approach for Planning Obligations will be established through a Development Infrastructure Funding Study (DIFs).

The DIFs will consider and establish:

- Appropriate standard charges/tariffs
- Development viability
- Phasing of development
- Availability of other funding sources

The DIFs aims to pool development contributions that may include provision of:

- New or improved social infrastructure;
- Strategic open space that benefits the area as a whole;
- Transport infrastructure and improvements;
- Physical links and connections;
- Training, local apprenticeships and targeted recruitment for local people;
- Refurbishment of affordable and other housing to enable estate residents to obtain better accommodation;
- Increased sewer capacity;
- Enable estates residents to move to into affordable home ownership;
- New housing opportunities across the wider area; and
- Environmental improvement such as distributed energy and power.

### **Summary**

The framework has set out an indicative masterplan, which relates to an overall development capacity for White City East. It is fortunate that the main development opportunity in White City East is in the hands of only a small number of landowners. Nevertheless, to ensure that separate planning applications will cumulatively result in the delivery of the vision for regeneration set out in this framework, it is likely that there will need to be further masterplanning of individual land holdings. Each individual masterplan should ensure they adhere to the key principles set out in this framework, and do not compromise the delivery of the overall vision or viability of other sites in the OA.

The preceding strategies have highlighted that many of the regeneration and development aspirations in the OA will need to be supported by a comprehensive package of physical, social and economic infrastructure investments. This framework outlines some of the more significant infrastructure investments that will be needed over the expected 15-20 year development period. Individual development proposals will be expected to contribute to general infrastructure delivery across the OA, with contributions to be in proportion to the scale and uses of each scheme, and with regards to scheme viability.

A development infrastructure funding study (DIFs) is being prepared to inform the preferred approach to funding of infrastructure required to support the levels of

development proposed in the OA. The DIFs will explore a how a tariff-based approach to funding infrastructure can be implemented, and will consider viability, phasing, and prioritisation of infrastructure delivery in establishing the preferred approach to ensuring delivery.

## **9.1 Background legislation and policy**

### **9.1.1 Government context**

#### Planning obligations

The Department for Communities and Local Government (DCLG) Circular 05/05 provides advice on how to negotiate, proceed and utilise Section 106 planning obligations. Planning obligations should only be sought where they meet certain policy tests:

1. Necessary.
2. Relevant to planning.
3. Directly related to the proposed development.
4. Fairly and reasonably related in scale and kind to the proposed development.
5. Reasonable in all other respects.

From 6 April 2010, 1, 3 and 4 have become legal requirements. The Government intends to continue with the proposed Community Infrastructure Levy (with some amendments) which will replace S106 Obligations for most infrastructure provision.

#### Pooled contributions

The DCLG Circular 05/05 indicates that pooled contributions are appropriate when the combined effects of several proposals create the need for new infrastructure. In the White City OA, planning obligations monies received by the borough are expected to be pooled to achieve the implementation of agreed projects, where appropriate and feasible.

#### Standard charges

The DCLG Circular 05/05 supports the use of standard charges. These should be calculated using a clear formula and should only be applied to reflect the actual impacts of that development. Standard charges can be based on the projected growth in jobs and housing numbers for the life of the OAPF and the projected costs of community infrastructure including training.

Paragraph 5.7 of the Circular states:

“Standard charge is a shorthand way of expressing and calculating developer contributions, and can be particularly useful where a number of similar units are being developed, with similar impacts.”

The standard charge will be index-linked to inflation. However, a balance needs to be struck between making reasonable contributions to the likely wider public costs of development, as set out in government guidance, and the need not to restrain development by making it unviable. The application of a standard charge would

introduce some certainty and transparency into the negotiation process for all parties.

### **9.1.2 Strategic context**

LPC policy 6A.4 ‘Priorities in planning obligations’ indicates the Mayor’s preference for pooling planning obligations: “The Mayor will, and boroughs should, reflect the policies of this plan and include appropriate strategic as well as local needs in their policies for planning obligations. The Mayor wishes to develop with boroughs a voluntary system of pooling for the provision of facilities related to proposed developments. Affordable housing and public transport improvements should generally be given the highest importance with priority also given to learning and skills and health facilities and services and childcare provision.”

Policy 6A.5 ‘Planning obligations’ states:

“Boroughs should set out a clear framework for negotiations on planning obligations in UDPs having regard to central government policy and guidance and local and strategic considerations to the effect that: it will be a material consideration whether a development makes appropriate provision for, or contribution towards requirements that are made necessary by and are related to the proposed development; negotiations should seek a contribution towards the full cost of all such provision that is fairly and reasonably related in scale and in kind to the proposed development and its impact on the wider area; boroughs should refer to planning obligations that will be sought in relevant parts of the UDP (such as transport and housing policies).”

#### Mayoral CIL

In early 2011 the Mayor published proposals for consultation on a new Londonwide Community Infrastructure Levy (CIL). The levy is intended to raise £300 million towards the delivery of Crossrail, which is a strategic priority to support the growth and development of Greater London. The consultation document proposes a draft charging schedule which introduces 3 “charging zones,” which reflect the different levels of development viability within the Greater London charging area. LBH&F is proposed to be in zone 1, where the charge would be £50 per square metre of new development. The development infrastructure funding study (see Chapter 9) will take into account any Mayoral CIL.

The Mayor does not intend to relieve developments of the obligation to contribute to his CIL in exceptional circumstances, but will seek to address problems of viability caused by the combined demands of CIL and section 106 agreements by making any necessary adjustments to the latter, in accordance with well-understood and applied planning principles. This approach would also apply to any tariff or standard charge.

### **9.1.3 LDF context**

The LBHF Submission Core Strategy policy for Strategic Site 1 – WCOA: White City East, specifies that planning applications for individual sites in the OA should illustrate how proposals sit within the context of a detailed masterplan for each major landholding or group of closely related landholdings (in particular, the group of major landholdings between the Hammersmith & City Line viaduct and the A40), and within the context of the indicative masterplan and transport study for the OAPF.

It sets out that all development must contribute to achieving the strategic policy for the OA, especially in terms of directly contributing to the regeneration of the north of the OA, the provision of social and physical infrastructure, affordable housing, and improvements to the transport infrastructure to enable the area to be developed to its potential.

The Core Strategy also seeks to ensure that the any quantum of development proposed on individual sites is in proportion with a site's area in relation to the whole of White City East, as well as with the rest of the OA. Similarly, the expectation is that no one development introduces demand on the transport network that is disproportionate to the site area and capacity when considered against the OA as a whole and the principles set out in the planning framework.

## **9.2 Contributing to regeneration**

To ensure the process is transparent and equitable to developers, a consistent approach for determining planning obligations is encouraged across the OA. The development of all privately owned land will be required to contribute directly to local regeneration (including on the Council and RSL housing estates), to the delivery of strategic open space and public realm projects, district energy schemes, and to achieving a more mixed and balanced community across the whole area.

A Development Infrastructure Funding Study (DIFs) is being undertaken to establish how a tariff-based approach to financial contributions can be implemented in the White City OA. It should result in an approach to development infrastructure funding which will be agreed between the GLA, TfL and LBHF, with the participation of key landowners.

The DIFs will explore what the appropriate standard charge should be, taking into account estimated cost of transport, public realm, open space, and social infrastructure provision including the delivery of key east-west connections across the West London Line and the Central Line cutting. The study will consider development viability, phasing, and availability of other funding sources. The intention is to allow for pooling of development contributions across the OA, based on a standard charge per square metre of commercial floorspace and per residential unit.

This may include provision of or contributions to:

- land, buildings and funding for new or improved publicly available social infrastructure;
- strategic open space that benefits the area as a whole;
- transport infrastructure or improvements necessary to secure the regeneration of the whole area;
- physical links across the Westway, West London line, and the Central line;
- increased sewer capacity;
- programmes that enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment;
- refurbishment of affordable and other housing to:
  - enable estate residents living in unsuitable or inadequate housing to obtain better accommodation;

- enable estate residents to move into affordable home ownership;
- facilitate new housing opportunities across the wider area;
- facilitate refurbishment or replacement of existing homes on the estates.
- environmental improvement and measures to enhance environmental sustainability, such as distributed energy and power and waste collection;

The contribution of individual developments may be linked to infrastructure that is located on a different site in the OA, but that is deemed essential for the successful regeneration of the entire OA. This will include infrastructure that results from the microsimulation stage of the strategic transport study and ongoing discussions with the Council and other stakeholders regarding educational, health and community service needs.

The DIF study will consider how developments may contribute directly by providing land and/or buildings, rather than by financial contributions, and how the tariff could be implemented through existing S106 obligations legislation (there may be opportunities for S106 pooling) or the forthcoming Community Infrastructure Levy. It will also take into account the potential introduction of a Mayoral CIL for Crossrail or any other borough-wide CIL, and the relationship and impact of these on the potential for infrastructure delivery in the OA. The results of the study will be incorporated in the OAPF as part of a more detailed delivery and implementation strategy, and consulted on at the second stage of consultation (anticipated in Autumn 2011).

### **9.3 Public consultation and engagement**

Public engagement in the preparation of the OAPF is an essential part of the process and this needs to continue as proposals to implement it are brought forward. The framework aims to set out the basis on which it would be possible to consider how to capture regeneration benefits for people who live on the White City estates. This must involve economic benefits linked to new employment in the area, improvement of local facilities, and opportunities for people to transfer to new housing in the area that better meets their needs. It could involve physical regeneration of the estates through development and /or regeneration. Estates residents must be involved in discussions about the options, to establish the best way forward, and a long term programme of engagement with residents is being established.

**General appendices**

**GA1 – Acronyms & Glossary**

**GA2 - Bibliography**

## GA1 Acronyms & Glossary

<b>°C</b>	Degrees Celsius
<b>3D</b>	Three-dimensional
<b>A</b>	Appendix
<b>AD</b>	Anaerobic Digestion
<b>AECB</b>	Sustainable Building Association
<b>AOD</b>	Above Ordnance Datum
<b>BBC</b>	British Broadcasting Corporation
<b>BERR</b>	Department for Business, Enterprise and Regulatory Reform
<b>BME</b>	Black and minority ethnic
<b>BMW</b>	Biodegradable Municipal Solid Waste
<b>BREEAM</b>	BRE Environmental Assessment Method
<b>CABE</b>	Commission for Architecture and Built Environment
<b>CAD</b>	Conservation Area Directory
<b>CAMS</b>	Catchment Abstraction Management Strategies
<b>CAZ</b>	Central Activities Zone
<b>CCHP</b>	Combined Cooling and Heat Power (distribution networks)
<b>CDE</b>	Construction, Demolition and Excavation
<b>CHP</b>	Combined Heating and Power (distribution networks)
<b>CCZ</b>	Congestion Charging Zone
<b>CHP</b>	Combined Heat and Power
<b>C/I</b>	Commercial and Industrial waste
<b>CIRIA</b>	Construction Industry Research and Information Association
<b>CLG</b>	Department of Communities and Local Government
<b>CO<sup>2</sup></b>	Carbon Dioxide
<b>CSH</b>	Code for Sustainable Homes
<b>DCLG</b>	Department of Communities & Local Government
<b>DE</b>	Decentralised Energy
<b>DECC</b>	Department of Energy and Climate Change
<b>DCFS</b>	Department for Children, Families and Schools
<b>DEFRA</b>	Department of Environment Food and Rural Affairs
<b>DfL</b>	Design for London
<b>DHN</b>	District Heating Network
<b>DHW</b>	Domestic Hot Water
<b>DIFs</b>	Development Infrastructure Funding Study
<b>DIY</b>	Do-it-yourself
<b>DNO</b>	Distribution Network Operator
<b>DPD</b>	Development Plan Document
<b>DRLP</b>	Draft Replacement London Plan
<b>EfW</b>	Energy from Waste
<b>EH</b>	English Heritage
<b>EiP</b>	Examination in Public
<b>ESCO</b>	Energy Service Company
<b>ETF</b>	Environmental Transformation Fund
<b>EU</b>	European Union
<b>FRA</b>	Flood Risk Assessment
<b>GB</b>	Great Britain

<b>GLA</b>	Greater London Authority
<b>GP</b>	General Practitioner
<b>HA</b>	Hectares
<b>HRH</b>	Habitable Rooms per Hectare
<b>HWS</b>	Hot Water Service
<b>ICE</b>	Institution of Civil Engineers
<b>ICL</b>	Imperial College London
<b>IDNO</b>	Independent Distribution Network Operator
<b>IMD</b>	Index of Multiple of Deprivation
<b>KV</b>	Kilovolts
<b>LB</b>	London Borough
<b>LBHF</b>	London Borough of Hammersmith & Fulham
<b>LCN</b>	London Cycle Network
<b>LDA</b>	London Development Agency
<b>LDF</b>	Local Development Framework
<b>LTS</b>	London Transportation Studies
<b>LU</b>	London Underground
<b>LUL</b>	London Underground Limited
<b>LV</b>	Low Voltage
<b>LVMF</b>	London View Management Framework
<b>LWaRB</b>	London Waste & Recycling Board
<b>M</b>	Metre
<b>M<sup>2</sup></b>	Metres squared
<b>M<sup>3</sup></b>	Metres cubed
<b>MJ</b>	Mega joule
<b>MRF</b>	Materials Recycling Facility
<b>mm</b>	Millimetres
<b>M&amp;S</b>	Marks and Spencer
<b>MW</b>	Megawatt
<b>MWe</b>	Megawatt Electric
<b>MWH</b>	Megawatt Hour
<b>MSW</b>	Municipal Solid Waste
<b>NHS</b>	National Health Service
<b>NVQ</b>	National Vocational Qualification
<b>OA</b>	Opportunity Area
<b>OAPF</b>	Opportunity Area Planning Framework
<b>OAWAT</b>	Office of Water Services
<b>p.a.</b>	Per Annum
<b>PROA</b>	Park Royal Opportunity Area
<b>PPS</b>	Planning Policy Statement
<b>PRS</b>	Pressure Reducing Station
<b>PTAL</b>	Public Transport Accessibility Level
<b>QPR</b>	Queens Park Rangers Football Club
<b>QVA</b>	Qualitative Visual Assessment
<b>RBKC</b>	Royal Borough of Kensington and Chelsea
<b>RCV</b>	Refuse Collection Vehicles
<b>RIBA</b>	Royal Institute of British Architects
<b>ROC</b>	Renewable Obligation Certificate
<b>RPB</b>	Regional Planning Body

<b>RSS</b>	Regional Spatial Strategy
<b>S106</b>	Section 106
<b>SDS</b>	Sustainable Drainage System
<b>SEL</b>	Strategic Employment Land
<b>SFRA</b>	Strategic Flood Risk Assessment
<b>SHMA</b>	Strategic Housing Market Assessment
<b>SIL</b>	Strategic Industrial Location
<b>SMP</b>	Shoreline Management Plan
<b>SPD</b>	Supplementary Planning Document
<b>SPG</b>	Supplementary Planning Guidance
<b>SPV</b>	Special Purpose Vehicle
<b>SME</b>	Small and Medium Enterprises
<b>SRDF</b>	Sub Regional Development Framework
<b>SRN</b>	Strategic Road Network
<b>SUDS</b>	Sustainable Urban Drainage System
<b>TA</b>	Territorial Army
<b>TA</b>	Transport Assessment
<b>TER</b>	Target Emissions Rate
<b>TfL</b>	Transport for London
<b>TH</b>	Treasury Holdings
<b>TLRN</b>	Transport for London Road Network
<b>tpa</b>	Tonnes per annum
<b>tph</b>	Trains per hour
<b>TRCCG</b>	Three Regions Climate Change Group
<b>UDP</b>	Unitary Development Plan
<b>UHI</b>	Urban Heat Island
<b>UK</b>	United Kingdom
<b>UDP</b>	Unitary Development Plan
<b>USG</b>	United States Government
<b>WCOA</b>	White City Opportunity Area
<b>WCOAPF</b>	White City Opportunity Area Planning Framework
<b>WEZ</b>	Western Extension Zone
<b>WLL</b>	West London Line
<b>WHS</b>	World Heritage Site
<b>WRAP</b>	Waste and Resource Action Programme
<b>WRWA</b>	Western Riverside Waste Authority

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