



White City Central

Aims and opportunities of the project



What is the project about?

Aim: To work with the community to create genuinely affordable new homes for local people and better, future-proof facilities and green space for the community.

Area: Some of the plots within the area are disused, whilst others provide brilliant services to the local community.

As a minimum, the former health centre, disused over 50s centre, and North Area housing office will be redeveloped.

Feasibility study: The Council owns the freehold on the land and at this early stage the design team is exploring what is possible if the whole area is re-designed.

This allows us to work out the maximum opportunity that the project could achieve as a starting point. We will be working with residents throughout to understand if this is the right direction to go in.



The area being looked at between India Way and Canada Way

Meet the team

Hammersmith & Fulham



Ayesha

Niral

The council officers leading on the project

Mae architects



Michael

Payal

Kate

The architects researching and designing the new spaces

Farrer Huxley



Mareike

Nic

Amandine

The landscape architects working on outdoor and play spaces

make:good



Jasper

Maud

Fanechka

The engagement team finding out local people's priorities



White City Central Exhibition #2

Initial plans and possibilities

This exhibition marks the end of the first stage of the project, and we have produced a rough plan, based on local people's priorities, and what is possible in the area.

In March a report will go to the Council's Development Board.

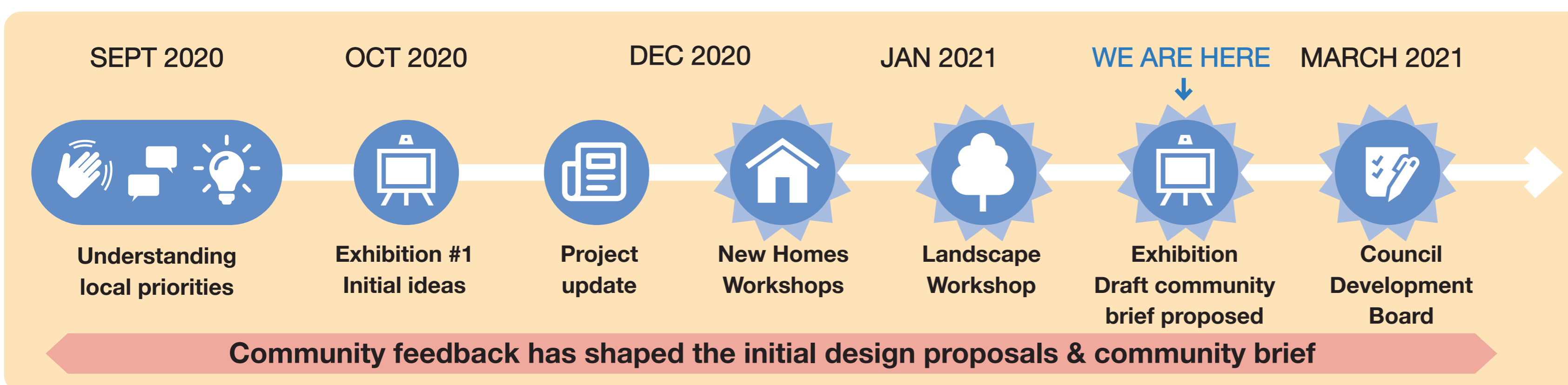
If approved we will continue working with residents and stakeholders to create detailed designs and plans throughout the process.

Your feedback will shape what happens next.

Aims of this exhibition

- Make sure we have understood what's important to your community and get feedback on priorities and commitments.
- Give you the information you need to help us develop a plan and designs in the next stage.
- Show example approaches for how new genuinely affordable homes, future-proofed community facilities, and even better landscape and playspace could work together physically on the site.

How we have worked with the community so far



In the next stages we will co-produce designs together with the community.

We hope that we will be able to do more face-to-face activities with you!

Keeping people informed

Monthly flyers or newspapers delivered to **2800** local homes

Posters, flyers and newspapers in key locations to promote the project.

500 visits to project website hosting all content and offering an online feedback form. bit.ly/whitecitycentral

100+ sign-ups to project mailing list

246 local people engaging via social media.

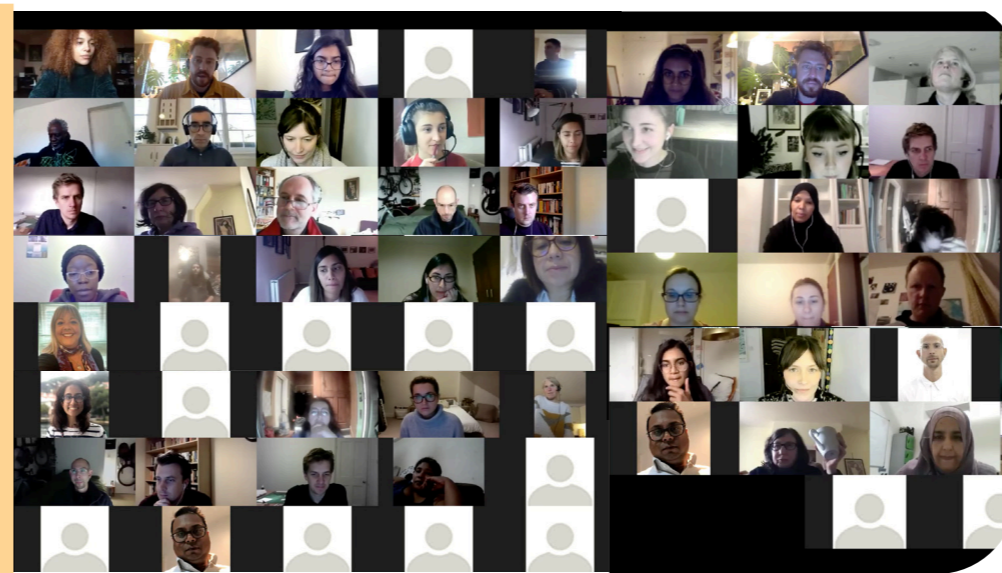
Tapping into **15** local networks including local schools, faith, and community interest groups.

Getting the community involved

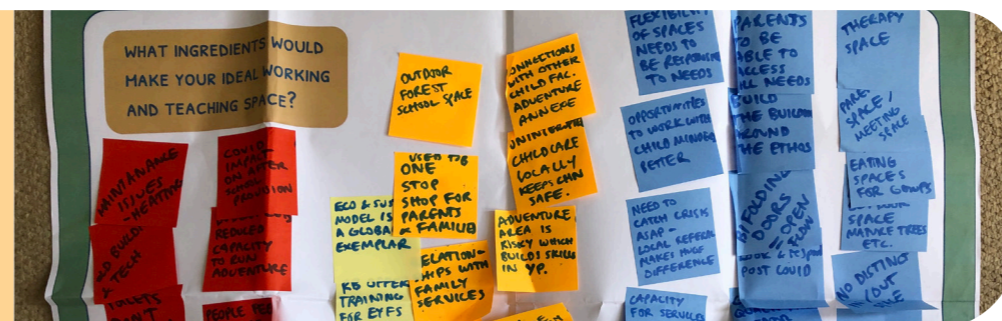
200 people at socially distanced face to face events.



40+ people who attended more than one of our 9 online events.



27 meetings with key stakeholders



Embedding local influence

Capturing Feedback

200+ Feedback forms
1000+ comments

The Community Brief

Based on all feedback will act as a guide for the project team, and a tool for the community to hold the project to account. The draft of your community brief is shown here today.

We will add to this throughout the project to make sure it reflects what's important to you at every stage.

This is only the beginning...

RIBA stages are used by architects and planners to mark key steps in a project.

- 0 - Strategic definition
- 1 - Preparation and Brief
- 2 - Concept Design
- 3 - Developed Design
- 4 - Technical Design
- 5 - Construction
- 6 - Handover and Close Out
- 7 - In use

We are here confirming the high level 'brief' or plan for the project

Late 2021

Mid-late 2022

To be confirmed...

0

1

2

3

4

5

6

7

In the next stages we would create a concept design together, based on the draft brief and then work on design development, getting your ideas and feedback throughout.

Planning Application
The council have said they would not agree to plans without positive feedback from the community.

Start on site

Project completion



The Community Brief: Your priorities & our commitments

These priorities are based from our conversations and workshops with local residents and people running services in the community since September 2020.

These will shape what happens next. They will be added to throughout the process as we continue to work with you.

Tell us what you think!

Go online or get in touch to have your say:

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- ✉ whitecity@make-good.com
- ☎ 020 3735 7629

1 Co-production throughout

- We will continue to **reach and work with as many local people as possible.**
- The council and the design team are **committed to inclusive design and co-producing a plan, designs, policies and ongoing operational processes.**
- Your feedback will continue to influence what happens in your area at every step.

"We should be taking the whole journey - we want to be involved in implementing what we help design."

"You can make things nice however you need to involve people long term for it to have real benefit to the community."

"[This project] needs to celebrate and capture all that is wonderful about White City estate."

2 Clarity and honesty

- We will be **transparent about the direction that the project is heading in** and how decisions are made.
- We will do our best to provide you with the skills, knowledge and information to give informed feedback.
- **Where changes or compromises are made, we will explain why.**

How project decisions are made:



"There cannot be a sense at any point of residents feeling misled."

"Unfortunately in the past we have been promised things that never materialise."

"By the end residents should not be surprised (other than positively) by what happens"

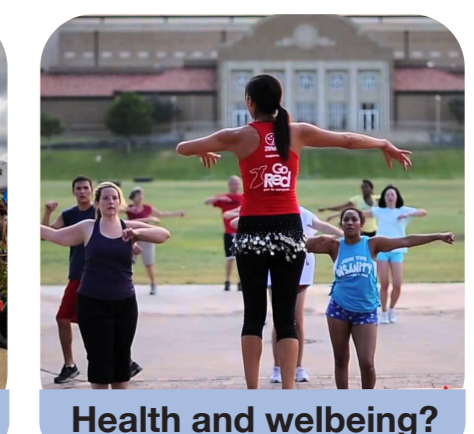
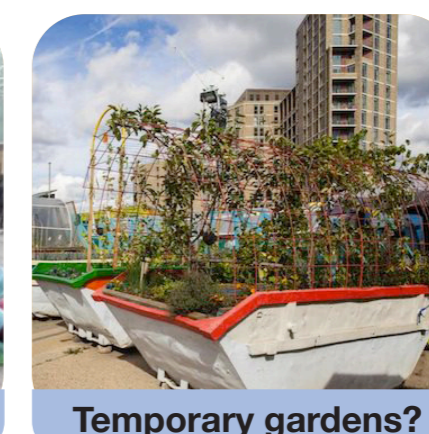
3 Checking back with residents

- **Feedback loop:** We will gather feedback, make changes and plans in response to make sure we've got it right and avoid surprises.
- **The council will not proceed to a planning application without positive feedback from the community on the scheme.**

4 Make the project benefit existing residents

- Continue to work with local people and organisations to supply services to the project. The team will continue to **create employment and work experience opportunities for residents wherever possible.**
- **Offer immediate value** by testing ideas and activities residents have said they are interested in. For example: **community gardening, green notice boards, arts and crafts, sports and pop-up play.** These can also guide temporary 'meanwhile use' during any building works.

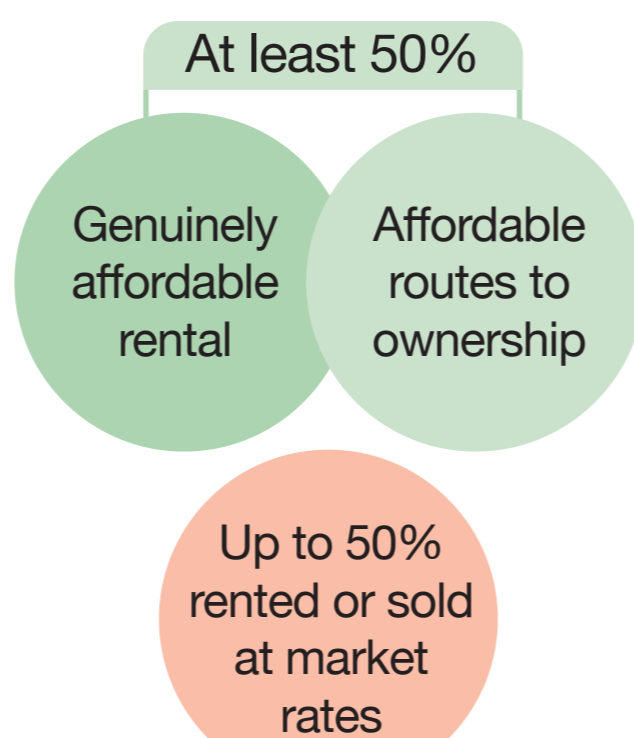
Possible test ideas and benefits:



New homes for local people

5 Homes that locals can genuinely afford

- **At least 50% of new homes built will be genuinely affordable for local people to rent or buy.** This is a commitment from the council and a requirement of how we access funding from the Mayor - we will update you with example rent levels.
- **Private rent or sale by the council pays for new facilities and genuinely affordable homes** so the more homes that are built overall = more affordable homes.
- We will do everything we can to maximise the number and affordability of new homes for local people.



"Keep white city affordable and livable for local social housing residents."

"More affordable but nice properties is the most important thing."

"Young people should be able to afford to buy so they can continue living close to family."

"Enable those who have housing issues to meet those needs so they are not made to leave the area they love."

6 Prioritise and respond to local housing needs

- The council are committed to **creating a local lettings policy with you** to make sure that local residents with housing need have **priority for new housing.**
- We will use, and find more information about the types of homes that local people need and factor that in to what is built (no. of bedrooms, accessibility etc).
- There will be several **dedicated sessions to discuss and develop this throughout the project.**

220 White City households with housing need

133 'transfers' or existing secure council tenants

38 are in the highest priority for rehousing

This means that if they transfer to another property then, their former home can be used by someone else on the waiting list.

72 qualify for 'community contribution' priority*

172 require 2 or 3 bed properties

*This means that they are a student, key worker or carer.



The Community Brief: Your priorities & our commitments

Future-proofing & celebrating the White City community spaces

These priorities are based from our conversations and workshops with local residents and people running services in the community since September 2020.

These will shape what happens next. They will be added to throughout the process as we continue to work with you.

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7 Local Stewardship = Inclusive, local and welcoming places

- You told us that you want **locally run community provision** that is **welcoming, affordable and accessible** for all ages, abilities and backgrounds. We will continue to work with local organisations to make sure that this happens.
- We want to make it **easy for services to share of space** where it is needed. This will only work if relationships, respect and local ownership and management are fostered.

"White city is like one big family and we want to keep it that way!"

"We need to make White City estate feel like a community again and provide better services for people!"



8 Improving, not losing the spaces you have and love

- We know and **respect how important the existing spaces are** to the community and will continue to **work with the community to understand how we can improve and protect these.**
- We are **aiming to re-provide all in use facilities and services that are redeveloped.** We want these services to be **more secure and future proof** what they offer to the community.
- New spaces with **lower maintenance costs, better and more accessible facilities** will allow these services to thrive, in spaces tailored to their and your needs.
- We will work with you to minimise disruption and help services to keep running during construction.

"We use all the spaces so please know that they are invaluable to local families as they are"

"The central area is an amazing resource for families - open space, play, childcare and family support are really well used and needed."

A custom designed forest school nursery for Randolph Beresford?

"We need a community hub that is affordable and welcoming to everyone and a real, social space - a cafe would be great!"

A new community centre with facilities for all?

A new home for the One O'clock club childcare?

Brand new outdoor gym with better equipment?

An adventure playground for future generations?



play association

"The Adventure is a really important part of the estate's history - we need to keep a place like that for young people to have ownership and learn to take risks in a positive, safe place."

"A new space would help us secure funding - at the moment it's very hard."

9 Consider the whole picture to give everyone in your community the things you need

- We are committed to **delivering more opportunities for your community** by understanding and **providing what is missing.**
- Youth provision** as a top priority that people feel **is currently lacking, as are spaces for adults, older people and people with disabilities and additional needs.**
- In the next stage we will make sure that what we propose on white city makes sense by taking into account wider changes to the area such as **Ed City where there will be extensive activities available for local youth.**

"There is one piece of accessible play equipment nearby, we need more provision for young people with additional needs"

"More integration needed between local entrepreneurs and residents, a workshop space could work where local people could learn skills and run a business"

About Ed City:

The new Ed City project, will be built where Ark academy & Harmony Nursery are by the end of 2022 creating an education and charity hub in White City

It will include a new 'Youth Zone' offering after school, weekend and evening activities and opportunities for locals aged 8 - 19, including those aged up to 25 with a disability.

Young people will pay just £5 annual membership and 50p per visit.

We are working closely with the Ed City team. **Your feedback** combined with an **understanding of what else is happening locally** will make sure that **what we propose for the White City Estate makes sense.**



Subject to final sign off, the facilities planned for the Ed City Youth Zone are:

- Climbing wall
- Rooftop 3G pitch
- Film and media suite
- Health and beauty
- Art and crafts
- Fully equipped gym
- Recreation space
- 4-court Sports Hall
- Inclusion room
- A training kitchen
- Enterprise and mentoring
- Martial arts/ boxing
- Drama/ dance studio
- Music studio



The Community Brief: Your priorities & our commitments

Even better landscape & playspace

These priorities are based from our conversations and workshops with local residents and people running services in the community since September 2020.

These will shape what happens next. They will be added to throughout the process as we continue to work with you.

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10 Create beautiful well maintained public spaces and routes that are easy for everyone to access and navigate

- We will create **inclusive routes and spaces that make it safer and easier** for everyone to move around
- **Public and playable spaces that can be shared**, animated and bring people together, allowing outdoor socialising all year round
- **Fewer fences and a more creative, flexible approach to boundaries**

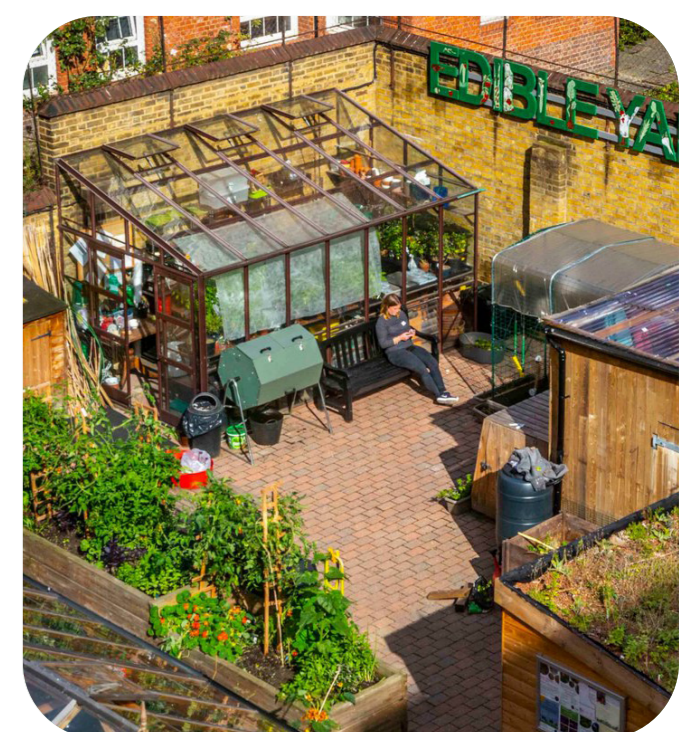


"anything that allows connectivity across the area is good"

"More social spaces, picnic areas, seating and shelter are needed."

11 Provide new and improved play areas and equipment to meet the needs of all ages and abilities

- **Playable landscape - everyday objects** such as walls, benches and paths become joyful and **playful interventions along every journey.**
- **Inclusive equipment** and areas for **children with disabilities** and additional needs
- Equipment that is **adventurous** that allows young people to **safely take risks**
- Balance between spaces where different age groups and abilities can mix and spaces designed with specific groups in mind
- **Better outdoor gym, sports equipment and surfacing**
- Making the most of all outdoor areas - opportunity to **use rooftops and extend beyond site**



"Play is so important - young people need safe places they can take risks and learn boundaries"

"At the moment everything is very rigid and unloved. I love the idea of ordinary objects becoming exciting and magical"

12 Bring people of all ages and abilities closer to nature and wildlife. Educate people about sustainability and biodiversity where possible

- **Community gardens, orchards, edible landscape or allotments**
- Natural materials, planting that is resilient to climate change and supports wildlife
- Educate people about sustainability and biodiversity where possible
- Protect as many trees as possible and plant many more.



"Community gardens would encourage people of different ages to come together"

"It would be a good improvement if community would be more aware about environment and the spaces should support Eco awareness."



The Community Brief: Your priorities & our commitments

Architecture, Design & Sustainability

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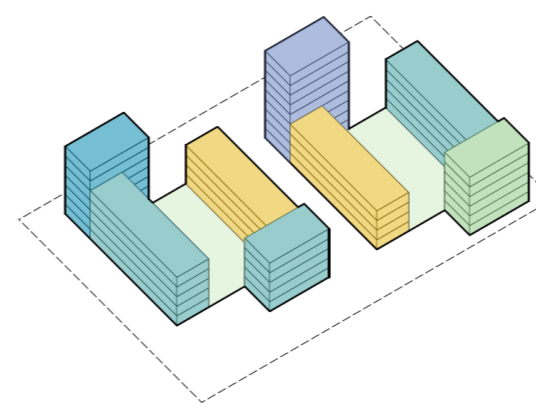
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13 Density (amount and size) of buildings should be sensitive and well balanced

In our housing workshop many of you told us that a medium density approach felt most appropriate for the site as it gives the right balance of genuinely affordable homes and enough funds to re-provide community spaces.

- We need to reach a density of housing which creates enough homes to best meet the number of local people on the housing waiting list.
- We will do this in a way that leaves enough room for open space and community spaces that people value and need.
- There are strict regulations in place that we will follow to minimise the impact on existing residents views, light, and wellbeing.



Medium density

- 5-7 storey, open courtyard blocks at the edges. some points of 7-10 storeys
- 250-300 new homes across whole site.

"I want to support the option that creates the most genuinely affordable housing for local people."

"I like seeing the staggering of heights in context."

"I prefer open design of medium density."

14 Buildings should be attractive, modern, high quality, and safe

- We will use brick and other natural and sustainable materials wherever possible. In the next stage we will work closely with you to understand what types of materials and character of buildings you prefer and co-produce designs with you.
- We will adhere to the strictest building codes to make sure buildings are safely built, and are safe to live in.
- We will work with you to design in community safety, overlooking and prevent, dark, unobserved, unloved spaces reducing antisocial behaviour.

"Brick, modern style looks very contemporary and gives a new and pleasant feel to the estate."

"I could be quite happy living in something like that; contemporary feel to it; having a sense of newness is a really good thing"



15 Make the scheme as environmentally sustainable as possible:

Environmental sustainability was one of the top priorities of local people in our survey

- The Council are committed to Net Carbon Zero by 2030 and if this scheme goes ahead it will lead the way in that commitment.
- We will aim to reuse, salvage or recycle building materials and parts from any demolished spaces
- New buildings will be state of the art, flexible and adaptable to meet needs now and in the future

"It would be a great if the community could be more aware about environment - the spaces should support Eco awareness."

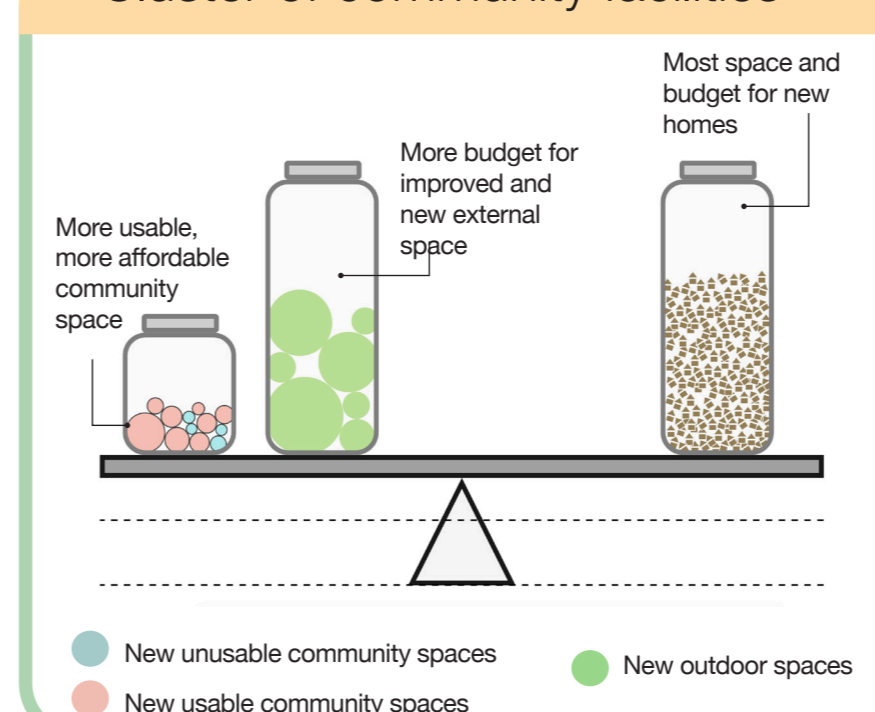
"Could any of the existing building materials be re-used or recycled?"



16 Practical Sustainability - More affordable, lower maintenance, long lasting spaces

- Designing homes and community spaces with centralised, shared utilities reduces construction, running and maintenance costs as well as environmental impact. This makes the scheme and local services more affordable.
- You told us that if community spaces are brought together, that they need to keep distinct identities, and consider noise pollution and different user groups needs.
- We will work with you and local organisations to understand how we can promote amazing services to encourage visitors from the local and wider area in order to sustain local services, whilst keeping a sense of local ownership.

Cluster of community facilities



"New spaces like a cafe will need to appeal to people nearby as well as residents in order to stay open"

"Lower maintenance bills and running costs would help a lot"



Finding an approach that works

At this stage we are doing a viability study - 'viability' means:

Is it possible?

Does it achieve the aims?

Can it be paid for?

The council are doing **detailed studies to see how these different options work** over the coming weeks.

This will let us know what is possible, what best meets the aims of and crucially what can be paid for.

We will update you with the outcomes. Whatever happens in the next stage, **your feedback and involvement** in the co-production process **will shape what happens.**

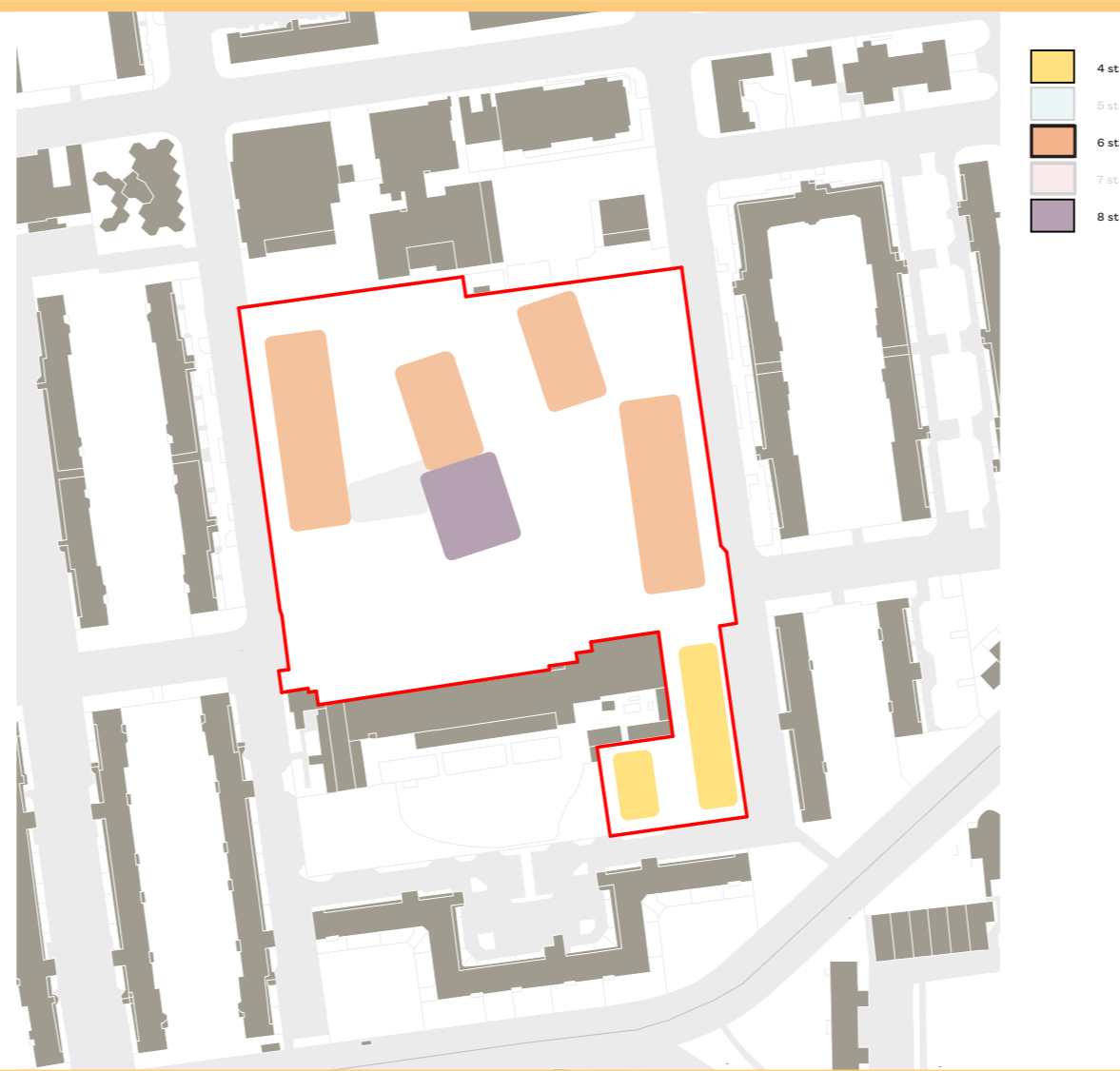
Working out what is possible

1. Three Sites



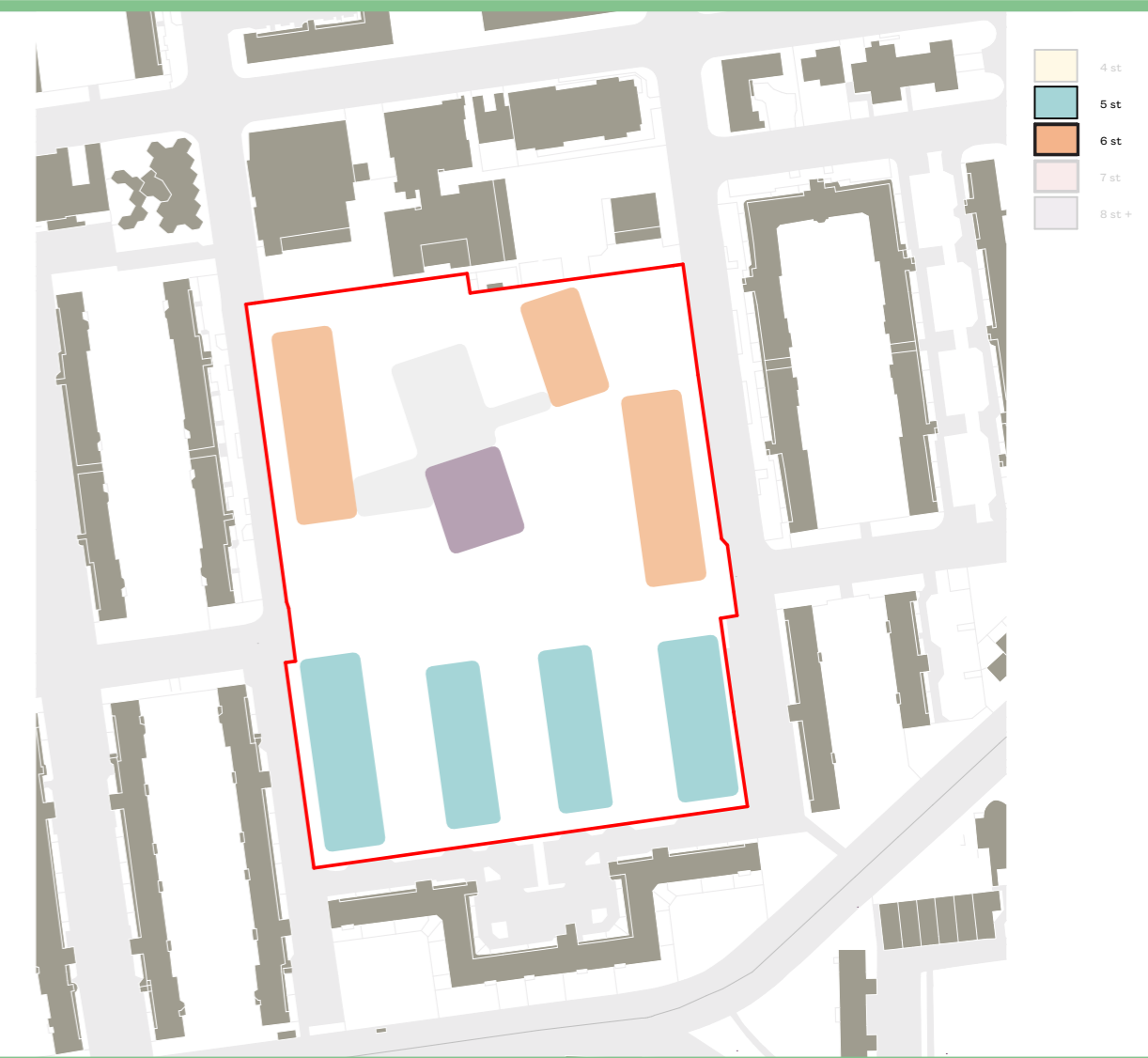
As a minimum, the former **health centre**, disused **over 50s centre**, and **North Area housing office** will be redeveloped.

2. Without Nursery



One key option that we have been exploring is if the Nursery site is not included in the scheme. **We have and will continue to work closely with Randolph Beresford.**

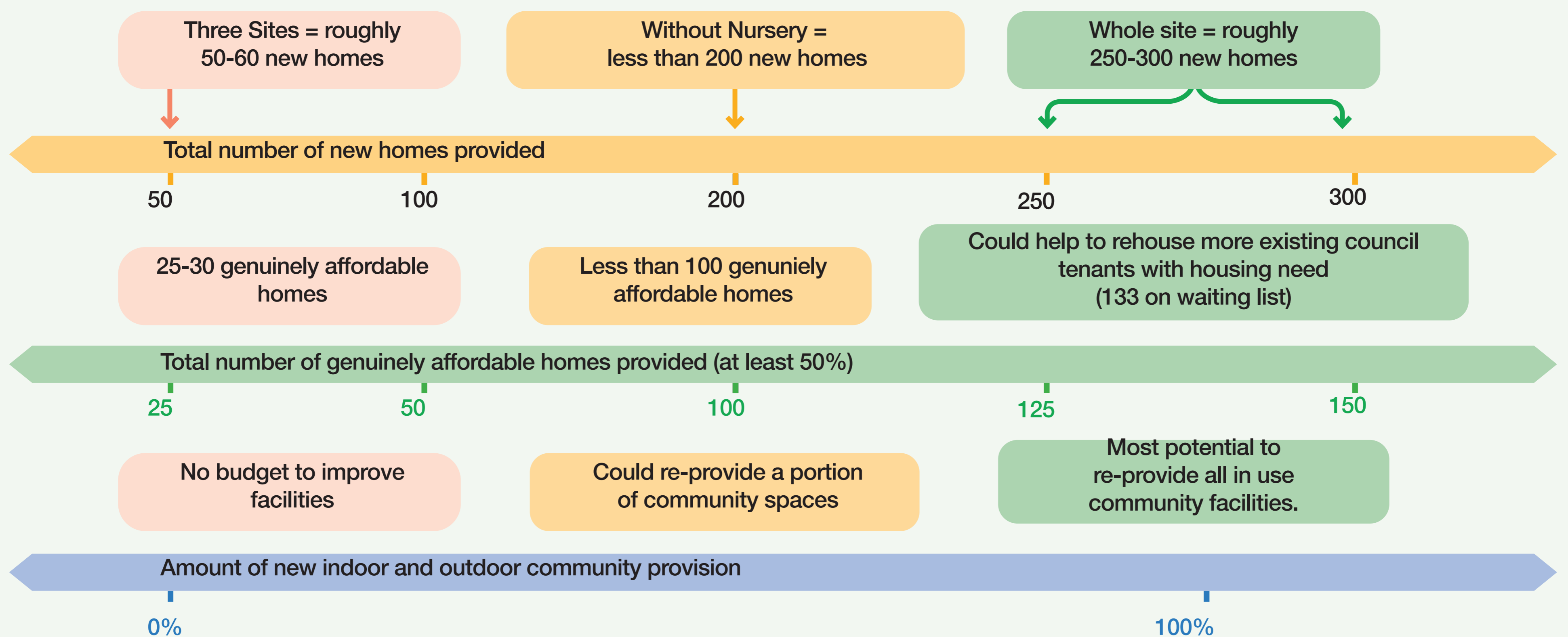
3. Whole Site



Exploring what could be done if the whole area is redesigned allows us to **work out the maximum opportunity** as a starting point for the project.

Please note these are high level examples not fixed proposals

Finding a number of new home that works:





Different possible approaches to redevelopment

Making it work on site

Key considerations for approaches 2 & 3

Key considerations for **significant change to the central area** and how we could make it work.

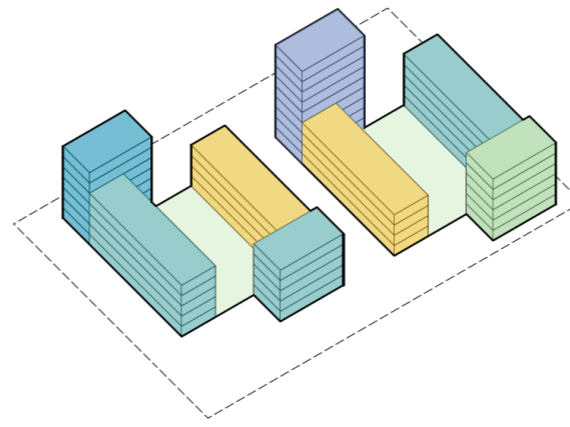
Medium density housing around the edge of the site where possible to meet the housing need.

Centralised community space to re-provide services with some shared and other distinct areas.

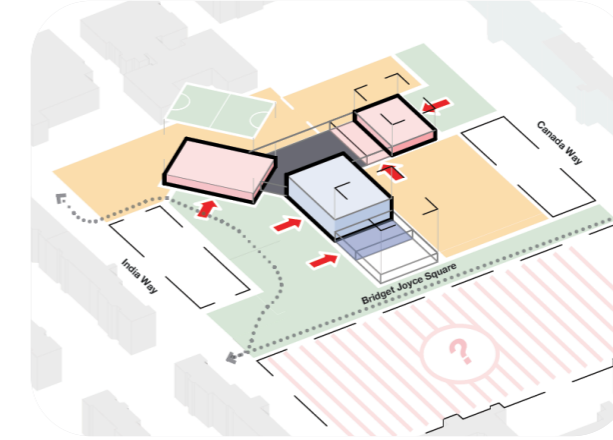
Playable landscape making the most of all outdoor spaces to create joyful public and play space.

We don't have designs of where each indoor or outdoor space would go, but we can show you high level approaches to different zones

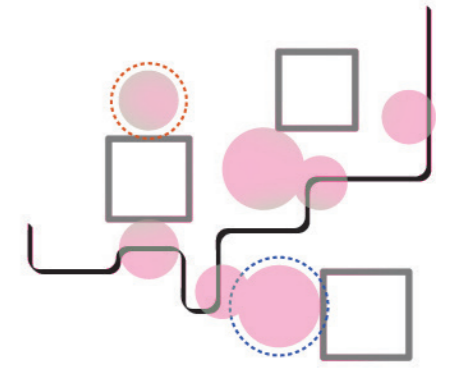
Medium density



Centralised community space



Playable landscape



A playable landscape

- Any approach taken would be built around a large area of external play, planting and public social space in the centre

- Creating a connected, accessible, playable and safe landscape with the potential for outdoor areas on rooftops of community facilities.



Please note these are high level examples not fixed proposals

Re-providing community spaces at the heart of the estate

Central to any scheme, where in-use facilities are removed, would be the re-provision of future-proofed, inclusive community spaces.

Making use of ground floor areas in the northern part of the site

Whole site approach, shown here, would re-provide all in-use community services including a brand new forest nursery.



Please note these are high level examples not fixed proposals

Meeting the housing need

Housing approach 01

Three Sites:

Housing built on the three sites option would need to be 5 storeys or below because of proximity to schools.

This would create **50-60 new homes**.

- Community spaces and outdoor areas would remain as they are.
- This is the minimum that will happen in the area.



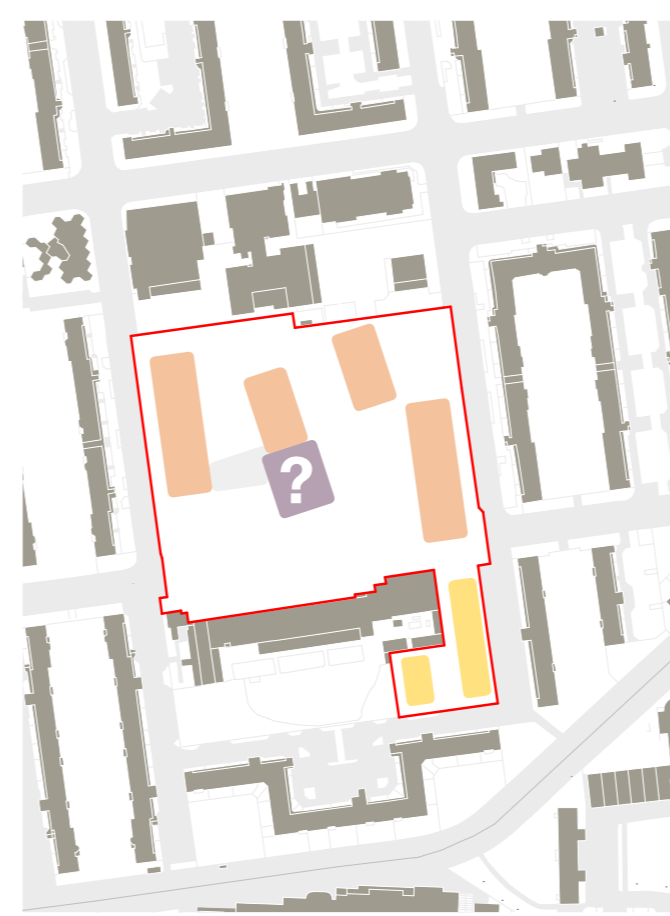
Please note these are high level examples not fixed proposals

Housing approach 02

Without the Nursery:

Majority 4-6 storey blocks + a tall building over 8 storeys in the centre would create under **200 new homes**.

- Majority of indoor community spaces would need to have housing above them.
- Nursery would remain as it is.



Please note these are high level examples not fixed proposals

Housing approach 03

Whole site:

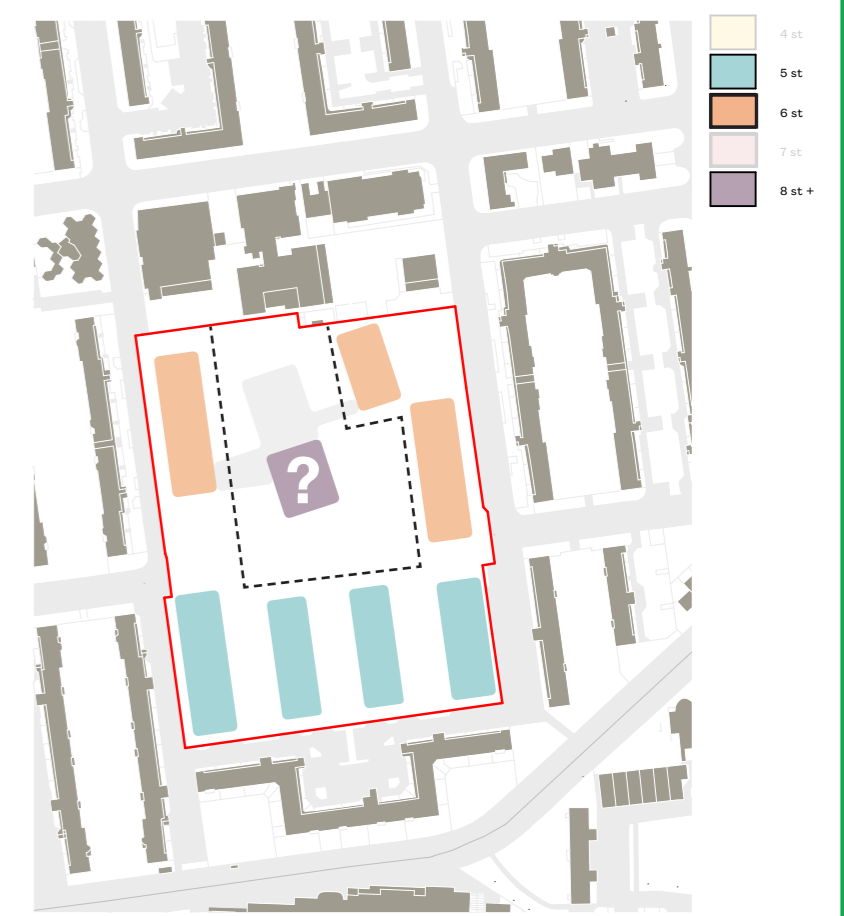
Allows for slightly more flexibility.

The majority of housing can be built around the edge of the site in 5-7 storey blocks creating **230-250 homes**

- This would leave the central area more open for community space.

Below are 2 examples of how we could create even more homes

Please note these are high level examples not fixed proposals



Adding height in the centre

The London plan indicates that a site of this size in this location this site could hold up to 300 homes.

Adding a tall building in the middle is one way of creating more, much needed housing.

- + Border remains low rise
- + Community focal point
- Less rooftop capacity in central area



Please note these are high level examples not fixed proposals

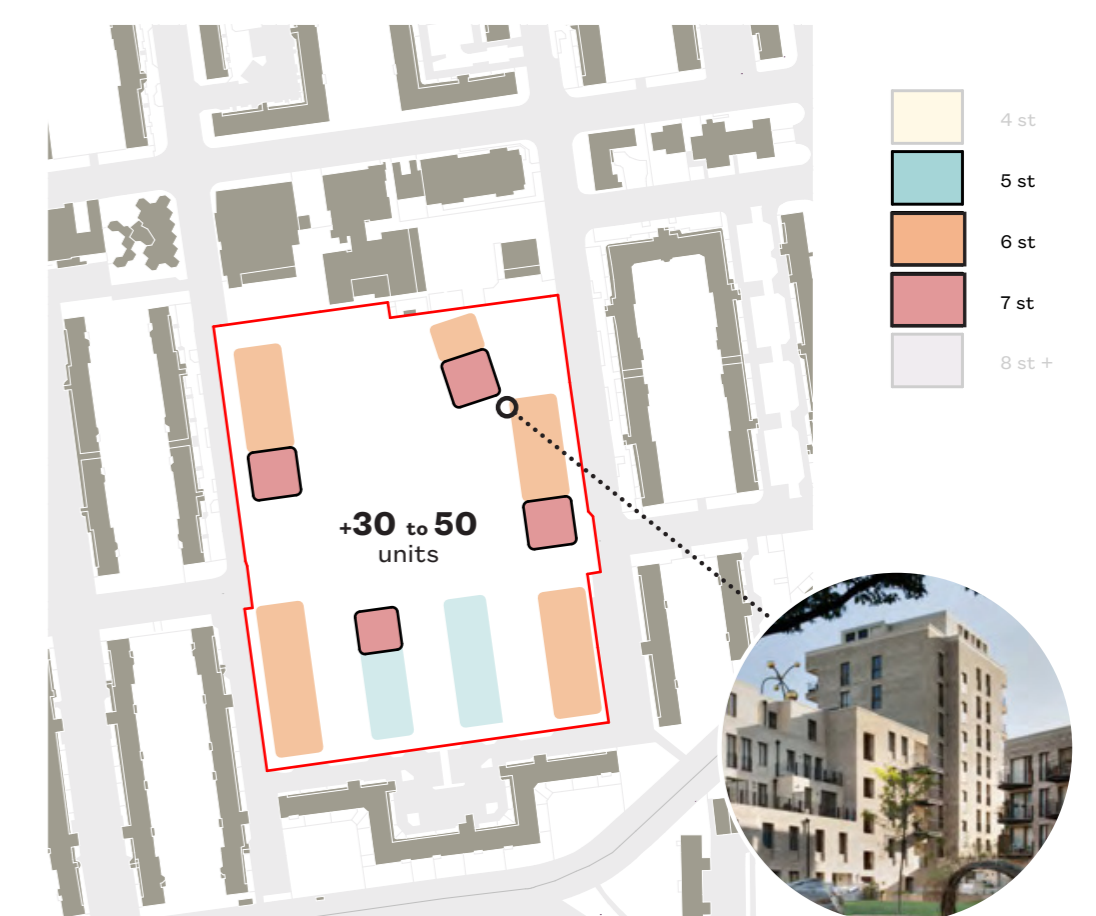
Adding height to the border

Adding point heights elsewhere is another way of creating more homes.

+ More space in the central site area for rooftop use

- Need to investigate impact on existing housing

This approach could also work for some parts of the site if the nursery isn't included.



Please note these are high level examples not fixed proposals