



White City Central

Aims and opportunities of the project



Whole site approach to be taken forward

The Council have made the decision to include the whole site in our plans. Working with the community we will produce a design to deliver:

New homes for local people:
Up to 275-300 homes, at least 50% of which will be genuinely affordable and prioritised for local people.

Future-proofed community spaces:
We'll work with existing organisations to create new, inclusive and accessible spaces in the heart of the estate to serve your community now and in the future.

Even better landscape and play:
The scheme will be built around green and playable open space including a new adventure playground, outdoor social space and opportunities for communal growing and sports.

No existing homes are being considered for demolition, and we aim to re-provide brand new spaces for existing in-use community facilities within the new development.



Key of current uses: ● COMMUNITY ● EDUCATION ● PLAY SPACE ● GREEN SPACE

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 Livia 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

Get in touch: ☎ 020 3735 7629 ✉ whitecity@make-good.com

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Co-producing a design with you

- Meeting your community's priorities
- Timeline of activities to get involved

How we will work with the community

Clarity and honesty

Co-production throughout

Checking back with residents

A process that benefits local people

"Co-production is an approach where people, family members, carers, organisations and commissioners work together, in an equal way, sharing influence, skills and experience to design, deliver and monitor services and projects."



How you can get involved



Physical models at events



Study trips to other areas



Workshops



School workshops

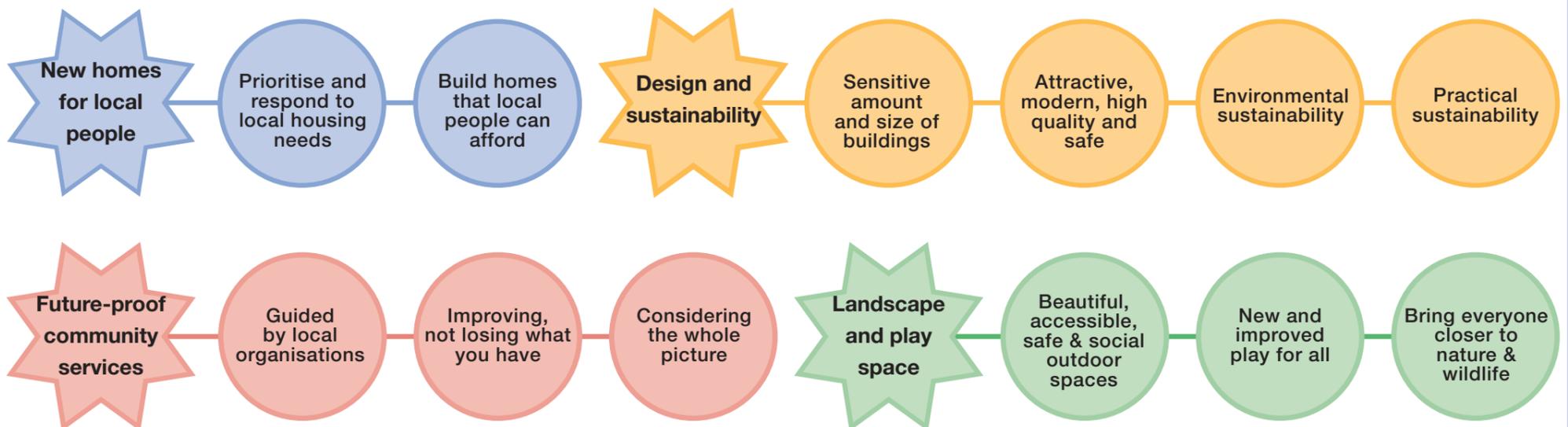


Community gardens



Celebration events

The White City Community Brief - Based on your priorities and feedback since September 2020

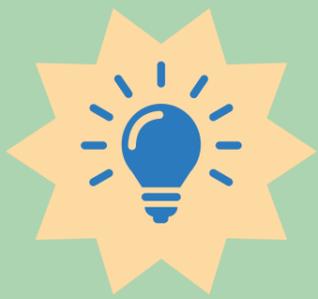


Target timeline of the next stages -



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Beginning to design for a whole site approach



Finding the right approach to building heights

We are just starting to create a concept design. This diagram shows a high-level example of where housing could go on the site.

Blocks around the edge could create roughly 230-250 homes. Height could be added to the centre or the edges to reach **275-300 homes**.

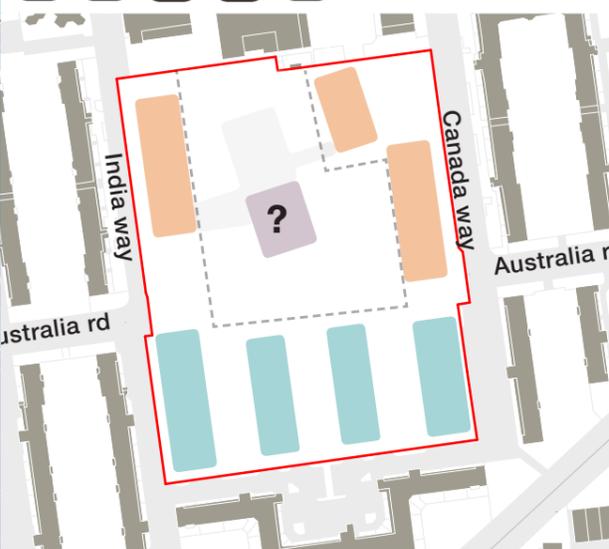
Buildings would be 'medium density', mostly 5-7 storeys, with open courtyards and at least 18-24m between buildings.

We know the height of buildings is a key concern. The heights aren't fixed. We want a design that local people are happy with, and that meets the need for new housing.

As we design the scheme with you, we will discuss how we can meet the housing need and minimise impact on sunlight and views, in line with government regulations.

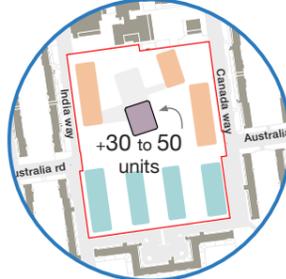
Key of possible building heights:

4st 5st 6st 7st 8st+ (Current blocks 5 storeys tall)

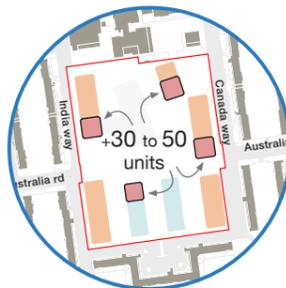


This is an example not a fixed design

Different possibilities:

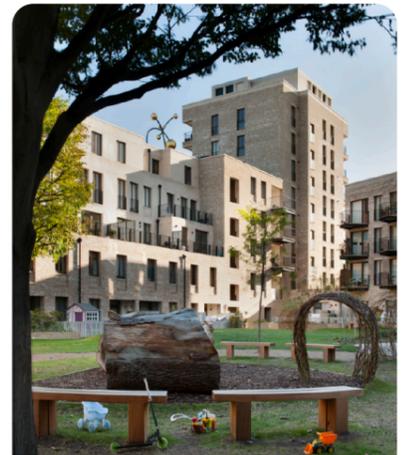


Height in the centre?



Height at the edges?

An example of medium density:



Silchester Estate is a local example of how buildings could look and feel. Staggered heights and careful placement help reduce impact on the surroundings.

A new central community hub and forest nursery

The scheme will create a **brand new hub in the heart of the community** that gives local people social space for **support, fun and wellbeing**, along with a brand **new forest nursery** for Randolph Beresford.

We will continue to work closely with you and local organisations such as White City community centre, One-O'clock Club, the Adventure Playground, as well as the Housing and Family services. This is an **opportunity to revitalise and protect** some of these **services** for future generations.



- 'One-stop-shop' - signposting people to inclusive facilities for all ages and abilities
- A welcoming cafe that draws people into the area
- A kitchen garden, and sports facilities providing intergenerational wellbeing
- Reduced running costs and shared space = more affordable services for you and the Council.
- A brand new nursery focused on outdoor learning designed with Randolph Beresford.



Local example: Sands End community centre, designed by Mae architects.



We will work with Randolph Beresford to design a forest school nursery.



A new community kitchen connected to a garden could be used by all ages.

A green and playable landscape for all to enjoy

The scheme will be built around a **large central area of external play, planting and public social space.**

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

New landscape and planting to encourage biodiversity.



- New and improved, accessible play equipment
- A modern outdoor gym
- New adventure playground
- Improved sports pitch
- Community gardening
- More spaces like Bridget Joyce square
- Fewer fences and more planting improving biodiversity and habitats for nature.



Example: Natural play on the way



Example: Waterside adventure playground.



Example: Right Guard outdoor gym

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Local policy updates

- What does 'genuinely affordable' mean?
- How we will deliver a sustainable development



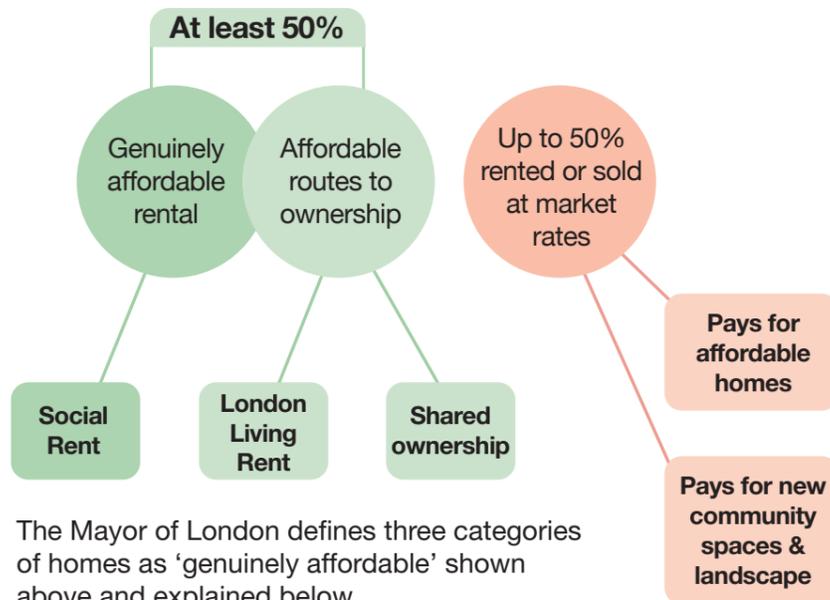
Commitments to genuinely affordable homes for local people

London is in a housing crisis, and the borough has a lengthy local waiting list for social homes.

With new developments of this size **the Council is committed to providing at least 50% of homes that are genuinely affordable** to rent or own.

A local lettings policy will make sure that local residents with housing needs will be given priority.

Private rental income or sale will pay for the project, and is not possible without it.



The Mayor of London defines three categories of homes as 'genuinely affordable' shown above and explained below.

Co-produced local lettings plan responding to local needs

We will run sessions with residents and the council's allocations team to create a local lettings plan for the project and the area.



For advice on your eligibility for social housing contact Hammersmith & Fulham Housing solutions: 0208 753 4198 housing.solutions@lbhf.gov.uk | housing.advice@lbhf.gov.uk

What we mean by 'Genuinely affordable'

Social Rent is a new classification of 'genuinely affordable' rent offered as part of the Mayor's affordable homes programme.

In the past 'affordable' new homes weren't always actually affordable.

We don't have an example figure yet however, the Council have a **target of providing 'social rent' tenancies that are as close as possible to council rental agreements.**



Example figures based on average rental of local 2 bed properties. Rents are not fixed and change with inflation.

Affordable routes to ownership



Pay reduced rent for max 10 years in order to save for deposit.

Available to households earning below £60k p/a who cannot afford to buy locally.

Option to use savings to:

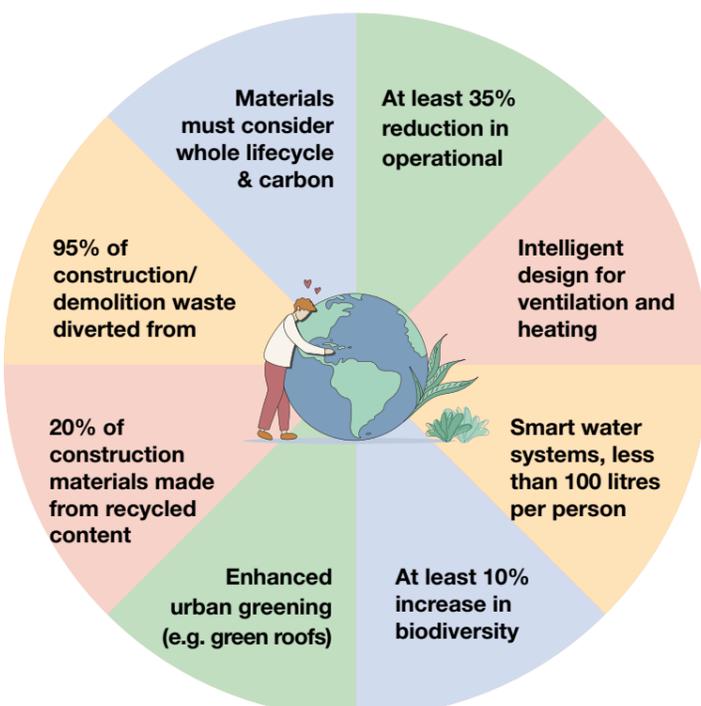
- Buy the rented home (privately or shared ownership)
- Have priority on a shared ownership elsewhere
- Buy elsewhere privately



Allows local people with household income below £90k p/a to buy a share of a newly-built home.

- Buy more shares over time to reduce rent paid.
- Sell property, and keep the percentage of property's current value that you own.

Environmental policy update and how building materials can be re-used as part of the new design



These are the minimum environmental targets that must be achieved in this project

More advanced environmental and sustainable measures are being explored

We will update you throughout the process with how these targets will be achieved or exceeded



Bricks and stone re-used in landscape



Stones re-used in paving



Pipes re-used as play equipment

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