

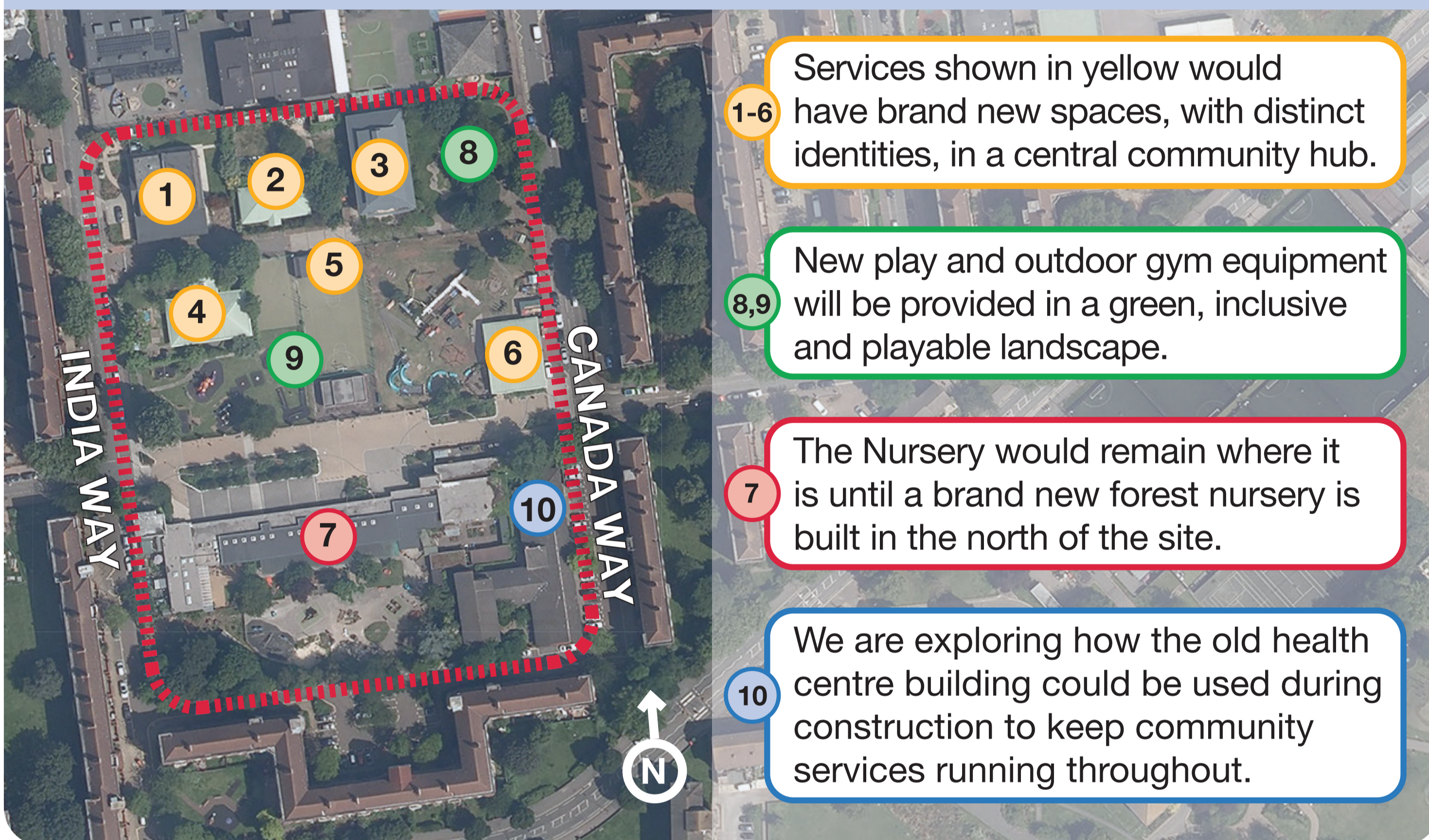


# What is the project about?



## The area being looked at

### How can we create space for new homes and keep what matters?



- 1 White City Community Centre
- 2 Disused Over 50's centre
- 3 North Area Housing Office
- 4 R. Beresford Family Annex
- 5 One O'clock Club
- 6 White City Adventure Playground
- 7 R. Beresford Early Years Centre
- 8 Outdoor Gym
- 9 Sports Pitch & Playground
- 10 Disused Health Centre

### Working with your community since Sep 2020



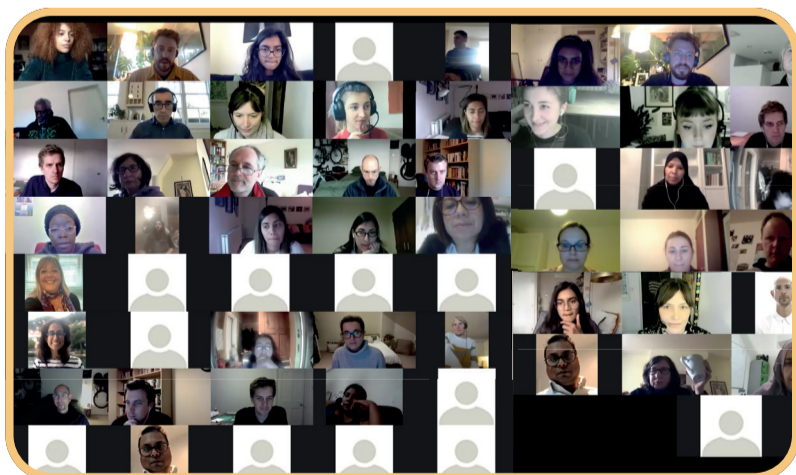
More than 30 meetings with key stakeholders, including all on-site operators



4 key sharing events online and in Bridget Joyce Sq more than 250 people spoken to face to face



More than 200 feedback forms and over 1000 comments at workshops and events that formed the Community Brief.



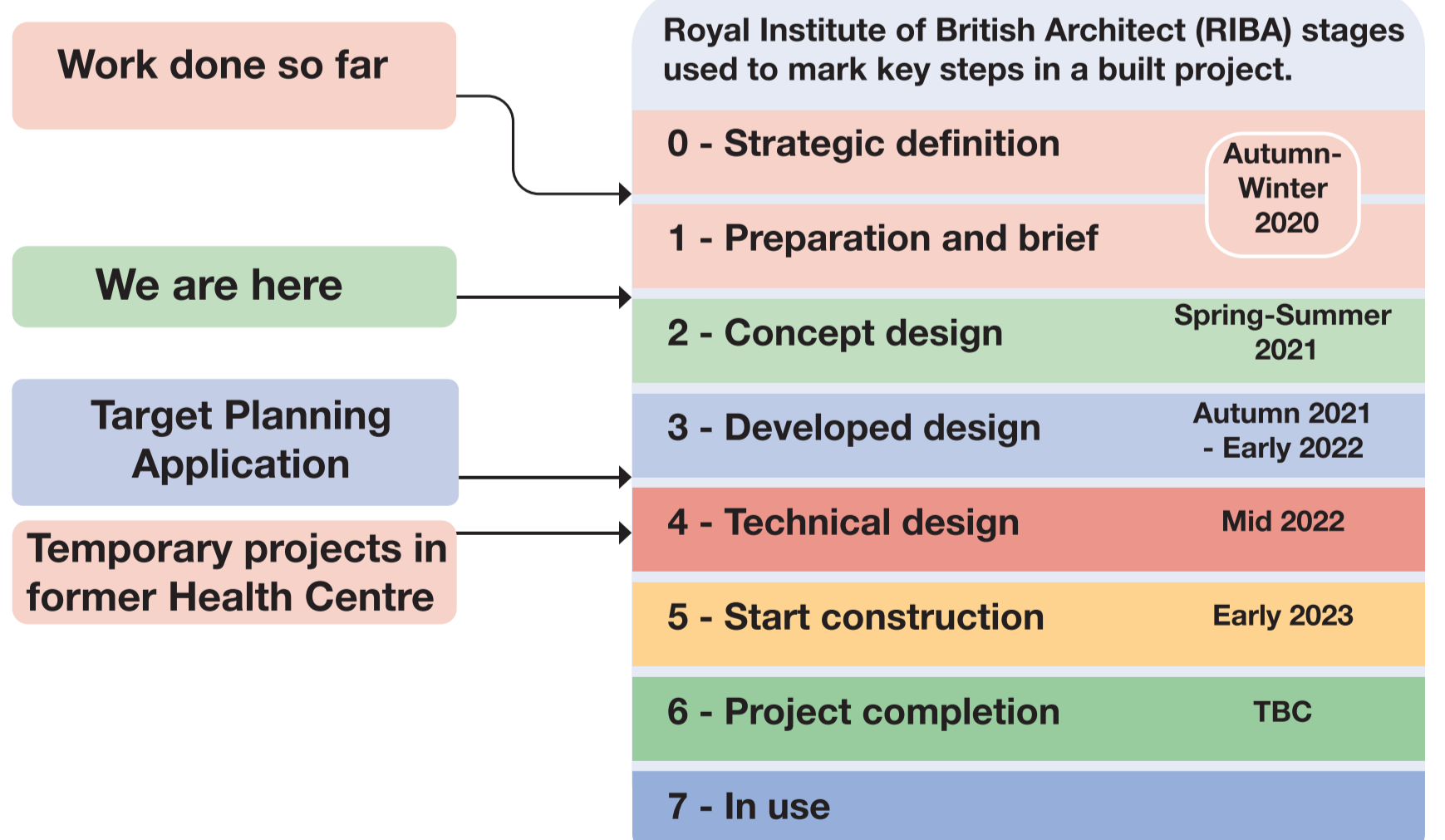
11 Online workshops to explain the project, understand priorities and share ideas and feedback.

Residents Advisory Panel

Community brief based on your priorities

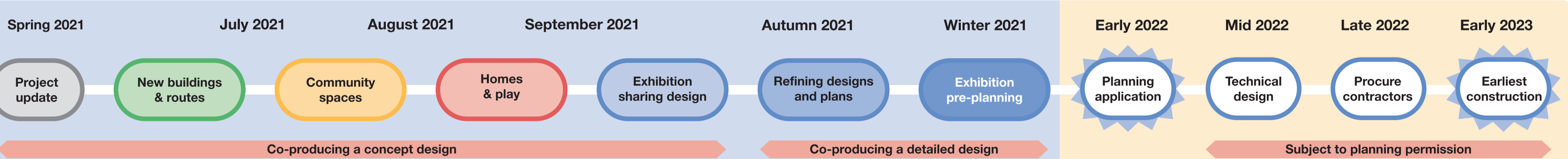
Initial studies into whole site approach

### The wider timeline of the project



### Estimated Timeline

We will look at a different themes and offer different ways to get involved, and have your say. See back page for dates and details.



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

Find out more: bit.ly/wcmailinglist bit.ly/whitecitycentral



# Things we need to consider

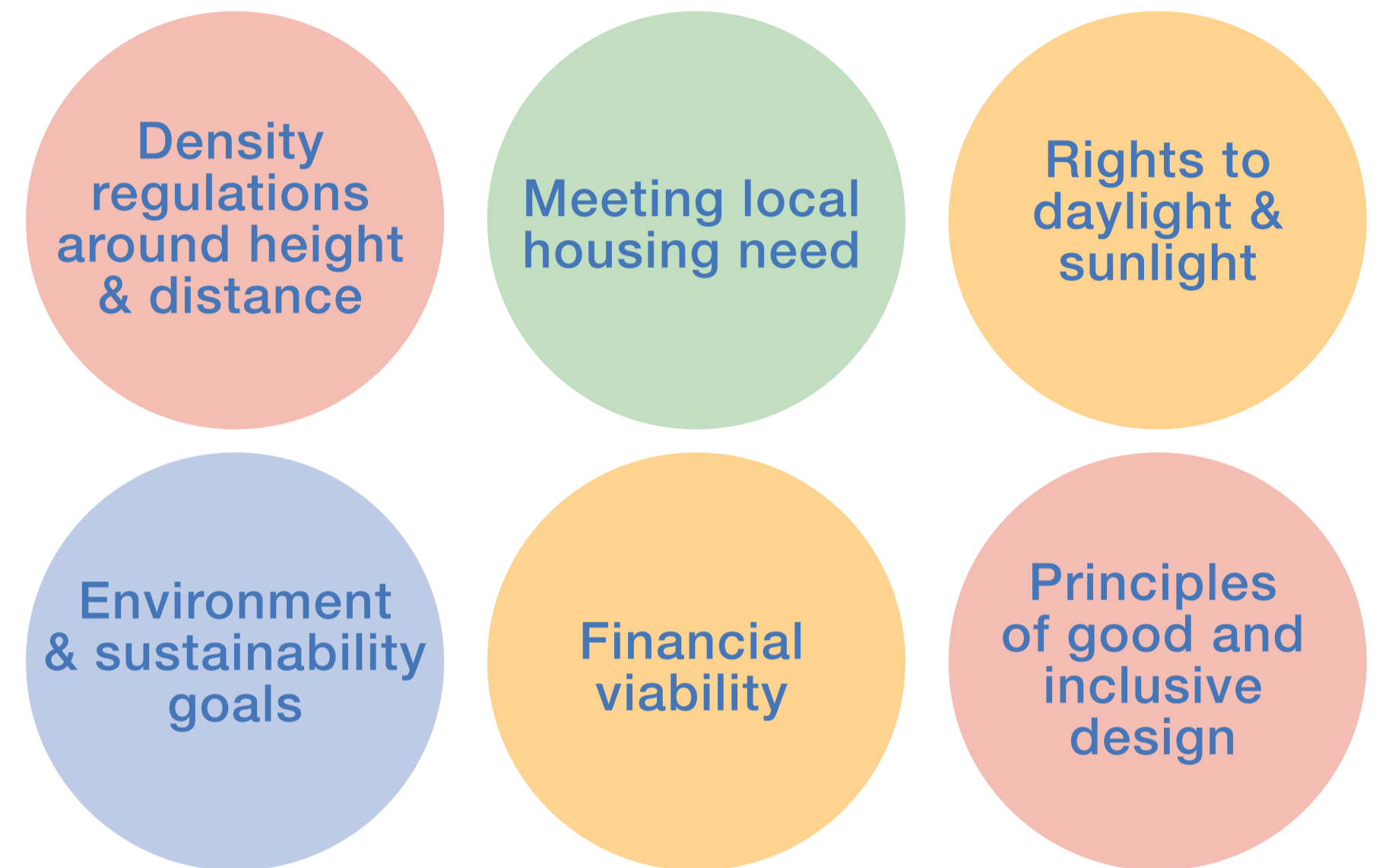


## Things that our design has to consider

### Existing context



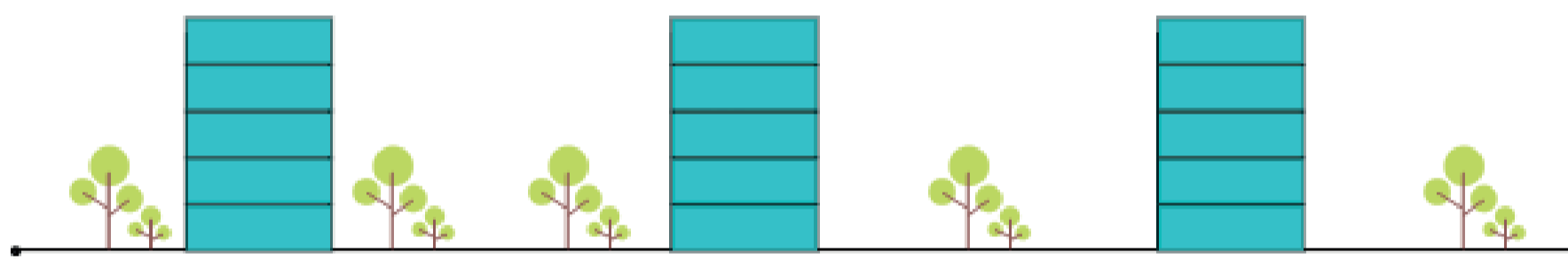
### Policies and goals



## Looking at density on White City Estate:

Density refers to the number of units designed to be lived in, within a specific area.

In London there are guidelines called the London Plan for Architects and planners to work out appropriate density of a proposal.



Existing housing blocks are 5 storeys high and between 18m and 24m apart



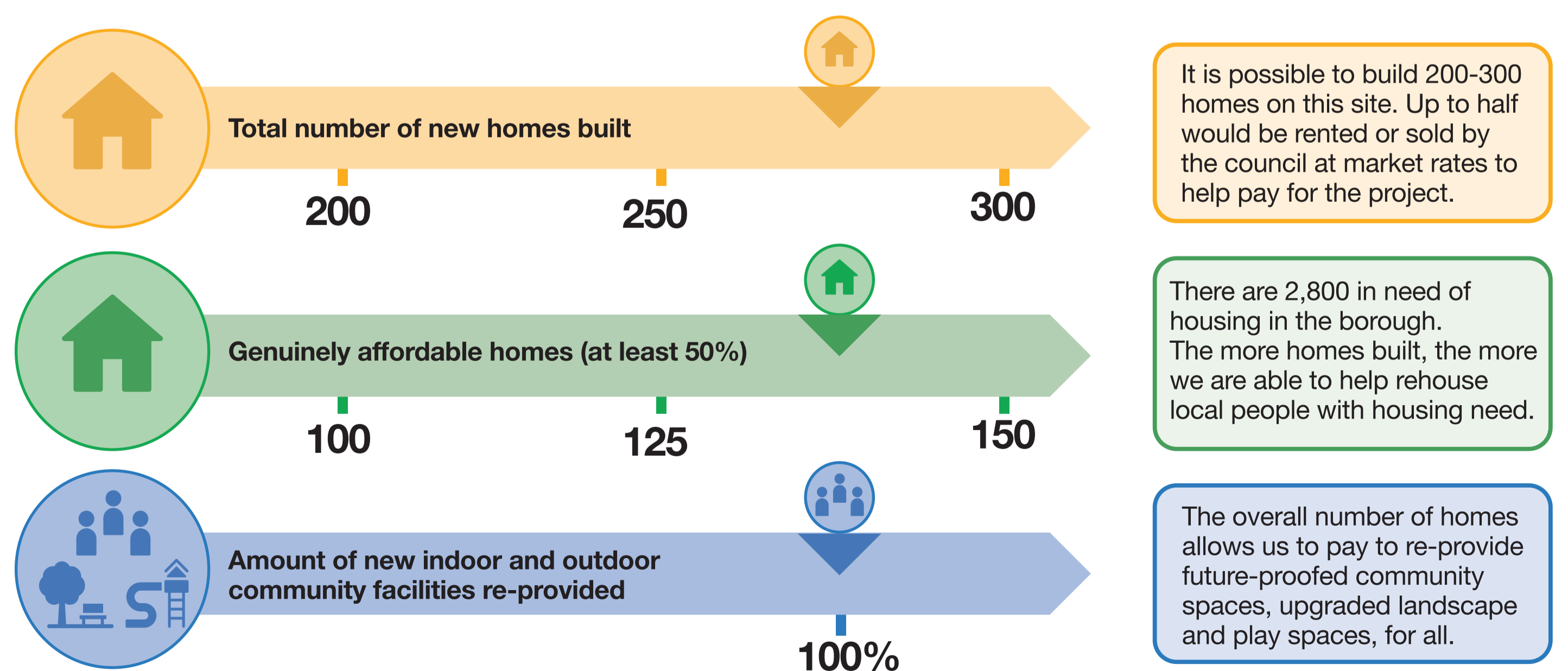
Phipps House, Champlain House, Blaxland House are all 125 units

According to London guidelines this site could accommodate up to 300 new homes.

## Current local housing need



## Finding the right balance



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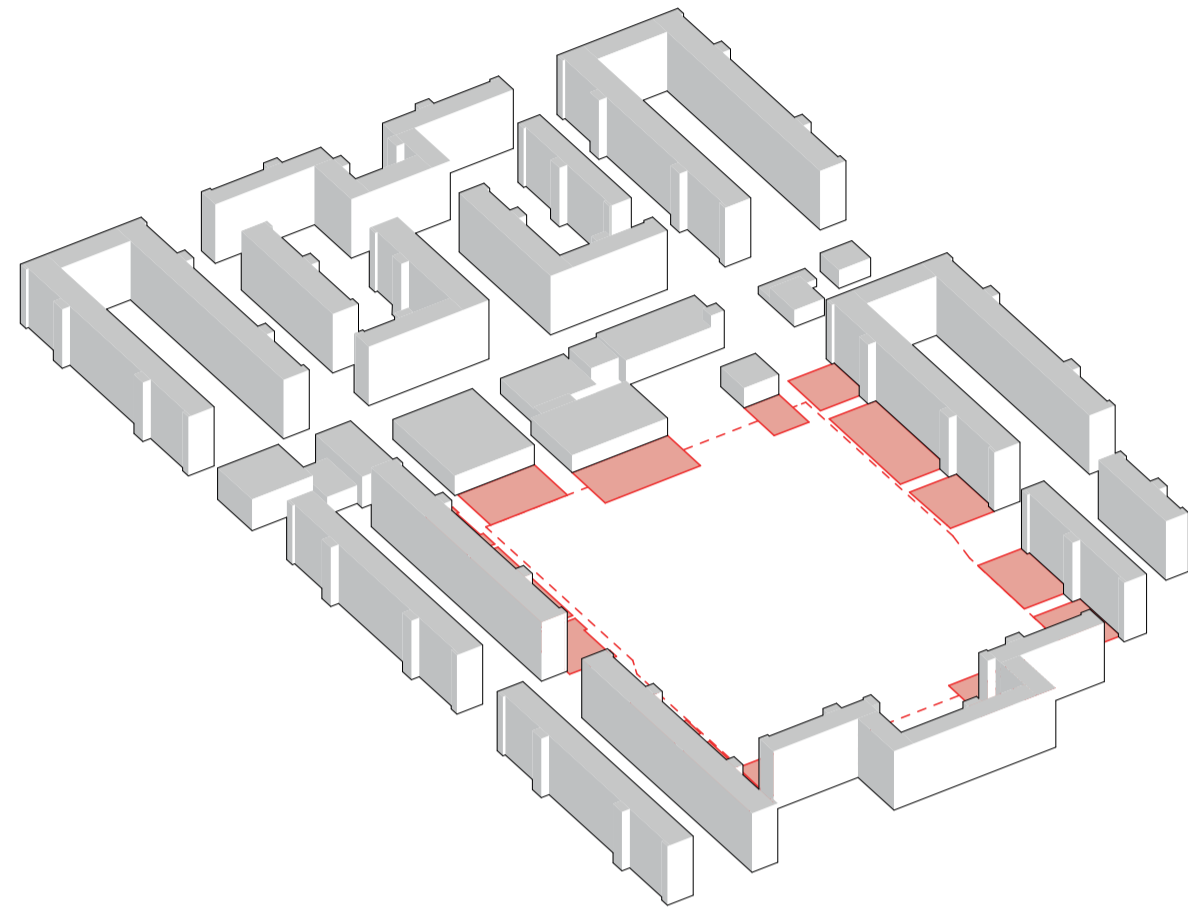
# Where can we build?



## Overlooking

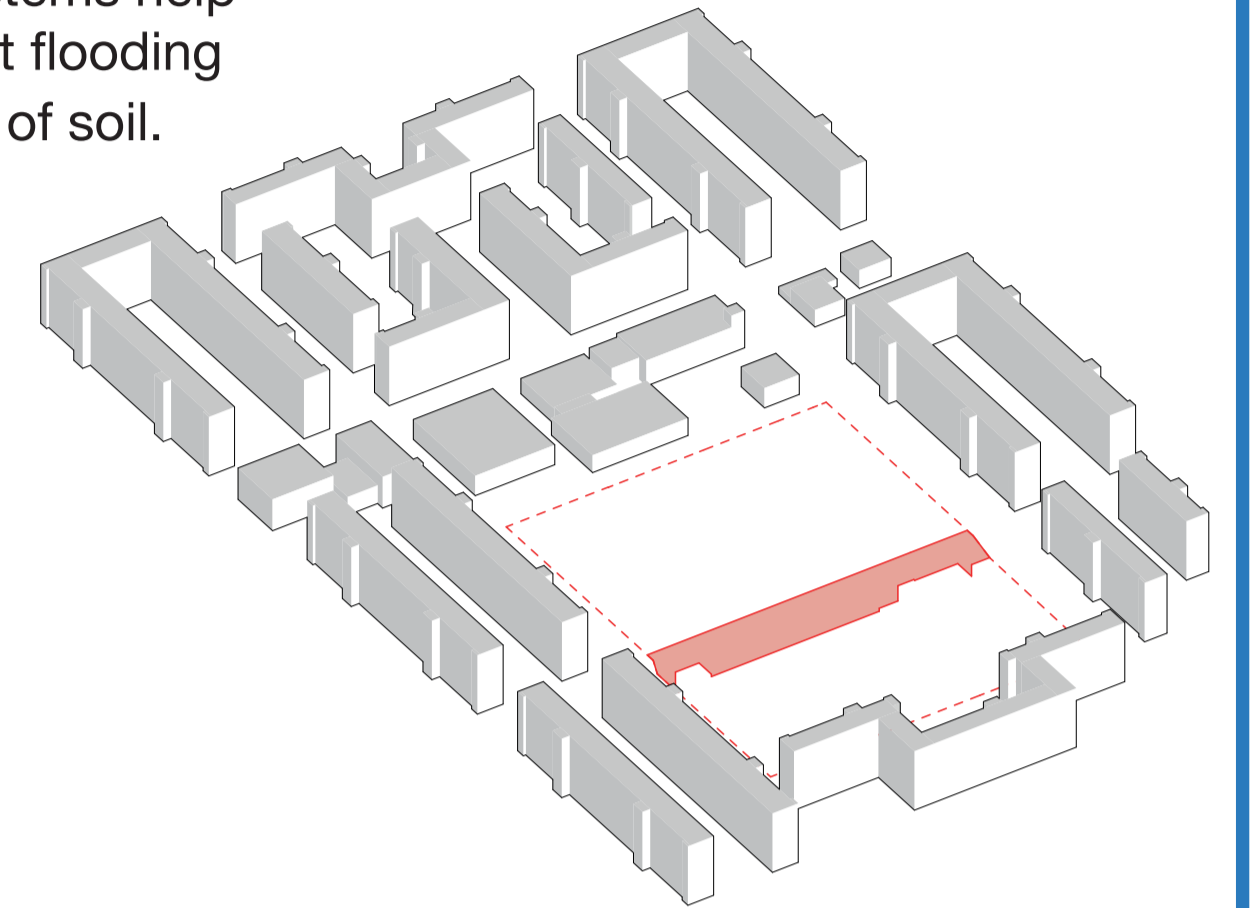
To ensure privacy, a minimum distance of 18m must be kept between new and to existing buildings.

Areas in pink show minimum 18m distance



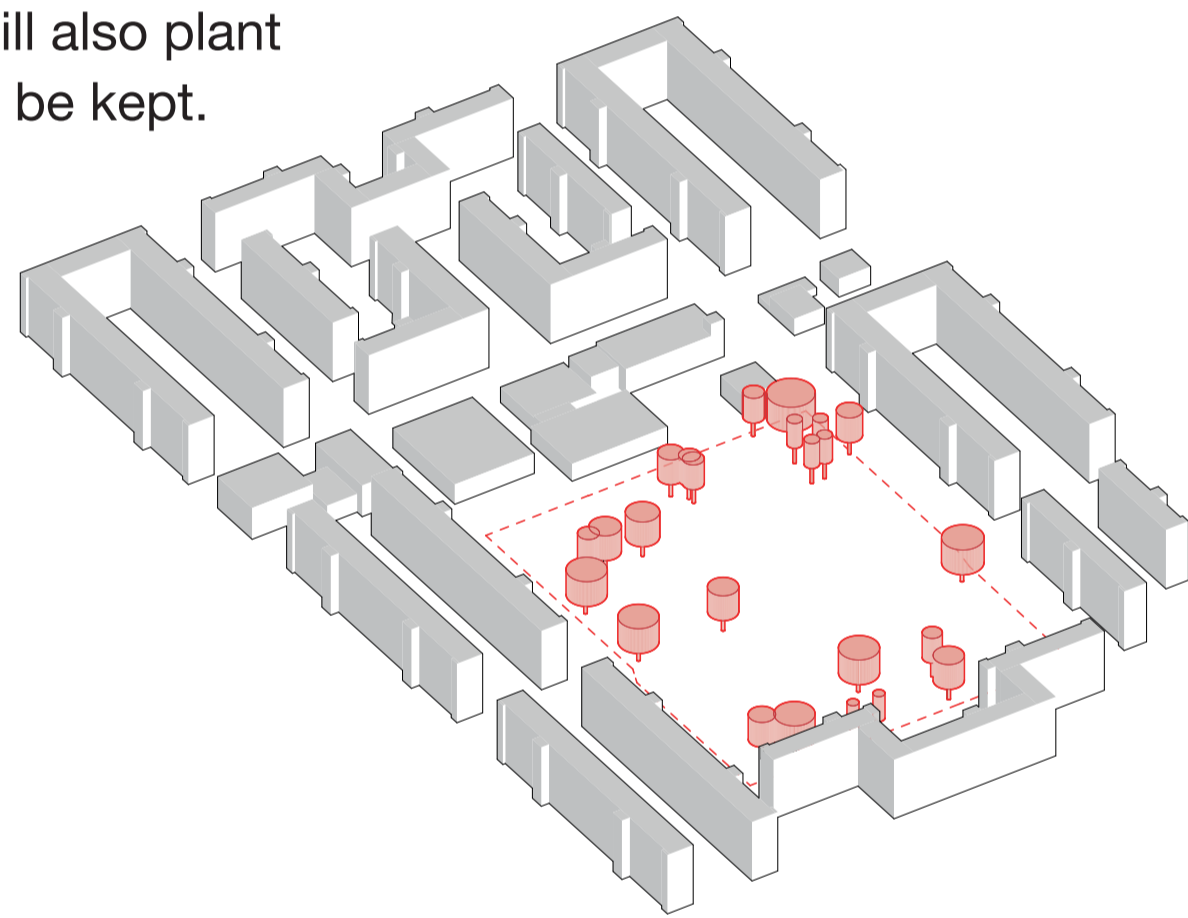
## Services below ground and SUDS\* in Bridget Joyce Square

\*SUDS : Sustainable drainage systems help absorb excessive rain and prevent flooding using planting and different types of soil.

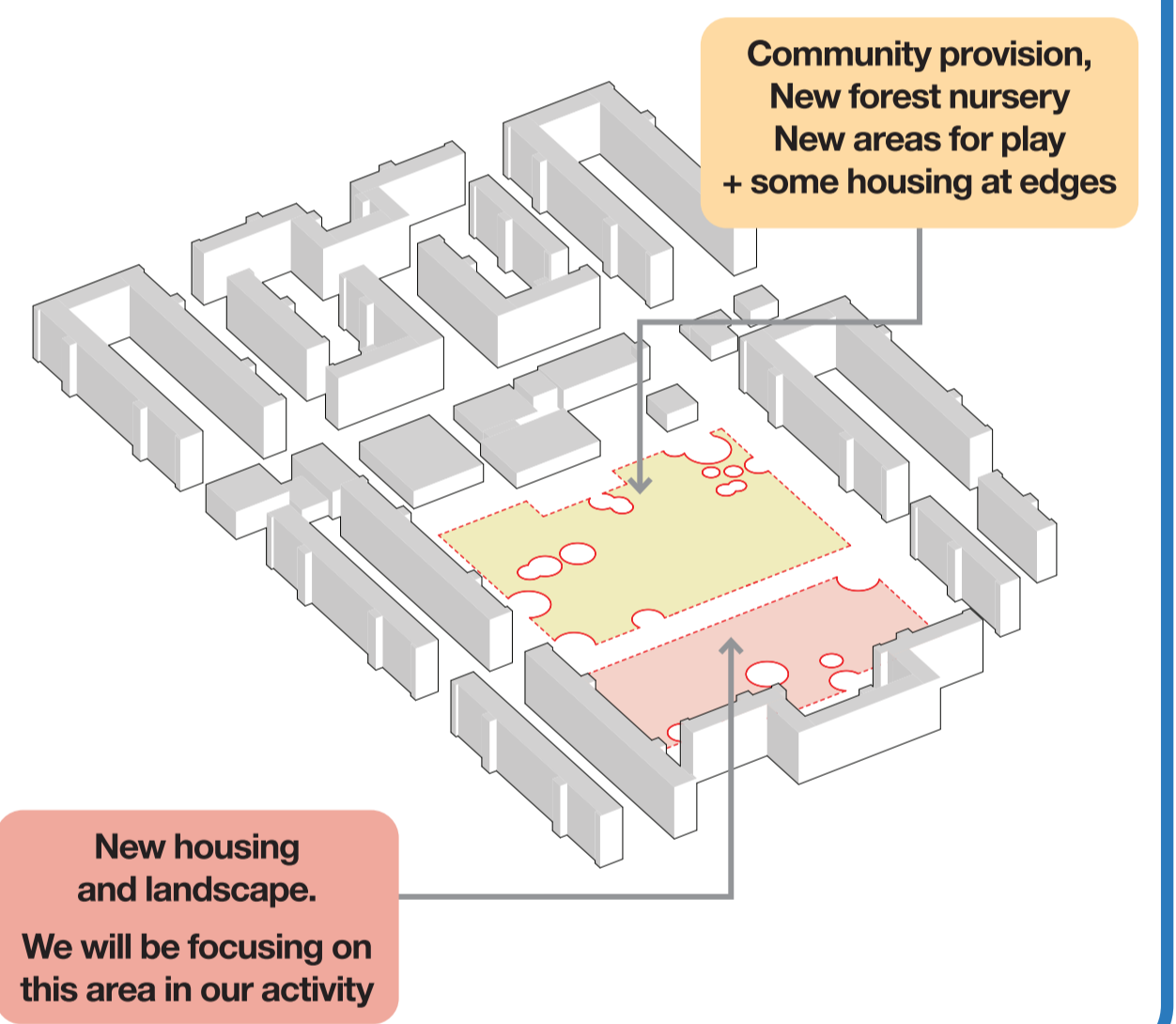


## Existing trees on the site

We are aiming to retain as many existing, high quality trees where possible. We will also plant new trees to replace any that can't be kept.



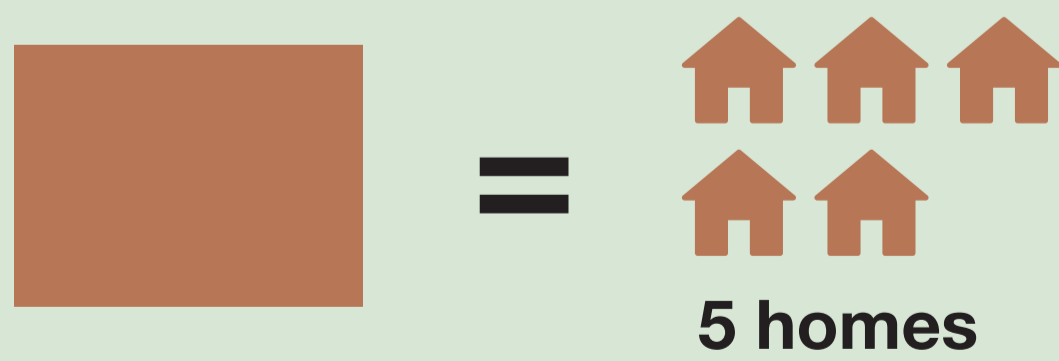
## Space for re-providing community uses



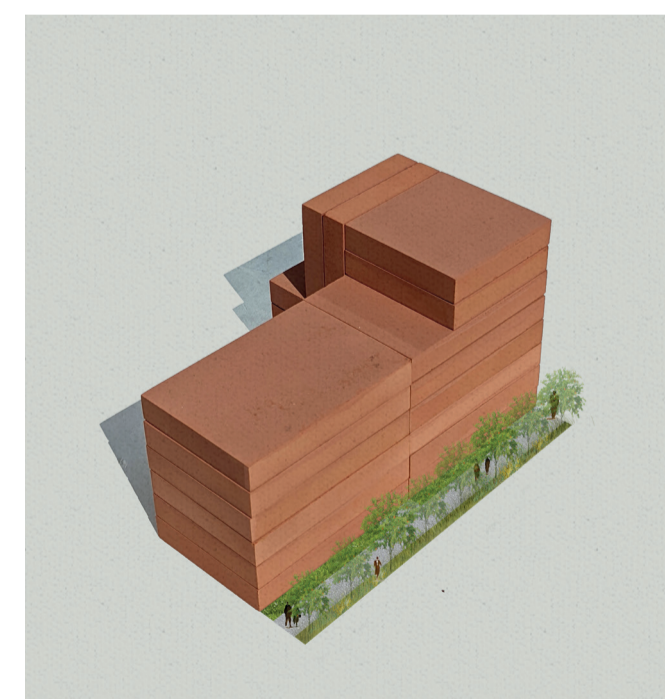
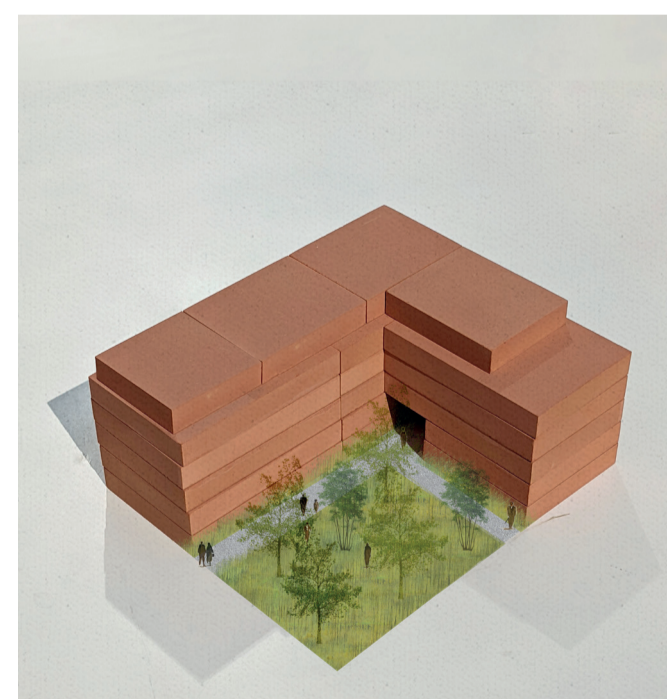
## Activity: Thinking about height, massing and landscape

Use the model to tell us your priorities around height, shape and location of new homes, and find out how the above effect where they can go, their size and shape.

Each block represents 5 units (homes) try arranging them in different ways to tell us how you think we could provide new homes in the area.



Remember for now we are thinking about high level shape and size - soon we will be discussing how design details and new landscape make a place look and feel.



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