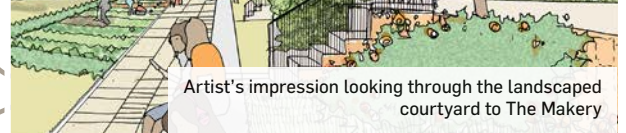


# CONSULTATION PROPOSALS FOR WESTFIELD LONDON RESIDENTIAL PHASE 2



Artist's impression looking through the landscaped courtyard to The Makery

**Westfield is consulting on its next phase of the regeneration plans at White City, known as Westfield London Residential Phase 2, and we would like your views on the proposals, before submitting an outline planning application.**

## THE SITE AND OUR VISION

Residential Phase 2 is located at the most north eastern boundary of Westfield's Masterplan for White City, shown on the image above.

The site already has an existing consent for 1,100 residential homes as part of the 2012 and 2014 consent. With the increasing need for new homes, public open space, and destinations where you can live and work simultaneously, Westfield has revised the existing designs to provide significant public benefit including:

- new publicly accessible open space, a 20% increase in size than the consented proposals
- a bigger landscaped courtyard
- a new creative commercial and business hub, The Makery
- more affordable and market housing
- better pedestrian links throughout the site and to the wider area

## PUBLIC CONSULTATION: VIRTUAL EXHIBITION

The public consultation will take place between **Monday 30th November and Monday 21st December**. All information will be available from 12pm on Monday 30th at [www.westfieldlondon-plans.co.uk](http://www.westfieldlondon-plans.co.uk) where you will be able to view and comment on our plans.

## LIVE CHAT SESSIONS

The team will be hosting two 'live chat' sessions where you can ask the project team questions through a chat box. To participate please visit the website during the below times and select the chat icon.

**Monday 30th November from 6pm-8pm**  
**Thursday 3rd December from 3pm-5pm**

## WEBINAR

The project team will also be presenting the proposals and taking questions during a live webinar on **Monday 7th December at 7pm**. If you would like to sign up, please contact **William Day** using the contact details below.

## DON'T HAVE INTERNET ACCESS?

If you do not have access to the internet, please get in touch to request a hard copy of the consultation pack. We are also happy to explain the plans to those without an internet connection over the phone.

**t. 020 3219 7953**

**e. [William.Day@becg.com](mailto:William.Day@becg.com)**

**[www.westfieldlondon-plans.co.uk](http://www.westfieldlondon-plans.co.uk)**





## THE PROPOSALS



1,760 new homes with a target to provide approximately 50% of all additional units on site compared to the 2012 planning permission as affordable homes



New landmark, outstanding architecture and 'jewel' building



New cultural and creative hub, called 'The Makery'



New 1.4 acre public courtyard, which is 20% bigger than the existing permission



New pedestrian connections throughout the site and through the restored railway arches



Landscape Masterplan

## LANDSCAPING

The key design principles, which underpin our approach to landscaping are:

1. Celebrate industry and create a distinctive place for creators, makers and artists to facilitate the formation of a place for new and existing residents.
2. Bring ecology and wildlife to the site to create a green oasis.
3. Enable high quality, healthy living by providing a range of activities, for all ages, to encourage residents to enjoy an urban outdoor life.

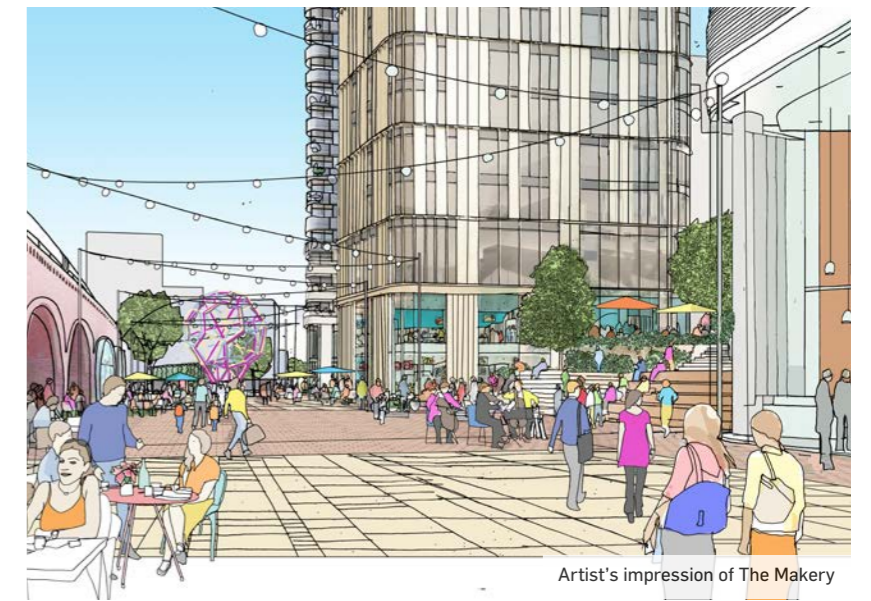
The plans will deliver a new landscaped courtyard for relaxation and exercise. This space is 20% bigger than the existing planning permission. There will also be spaces for residents to grow their own food, and spaces dedicated for wildlife. Children's play space has also been incorporated for multiple age groups.

## THE MAKERY - A CULTURE AND CREATIVE HUB

The importance of public realm and safe outdoor spaces for residents and local people to enjoy is a huge priority. Acknowledging that the surrounding area is bursting with culture and creativity, we want to deliver a substantial public realm offering known as the Makery, which will be located at the northern end of the site. The Makery will front onto a new high-quality public space and include new public art, places to play, sit, eat and relax and connect to neighbouring developments such as White City Living and Television Centre through the reinstated railway arches.

### THE MAKERY WILL INCLUDE:

- Flexible commercial space which could be targeted to accommodate smaller business such as, creative industries and start-ups.
- Imaginative seating and lighting, alongside public art
- Activation of the railway arches to help with permeability and pedestrian connectivity
- High quality public spaces including the feature stair courtyard
- The Makery links to an inner courtyard park that is an accessible green oasis at the heart of the development as a compliment to the Makery's vibrant cultural offer



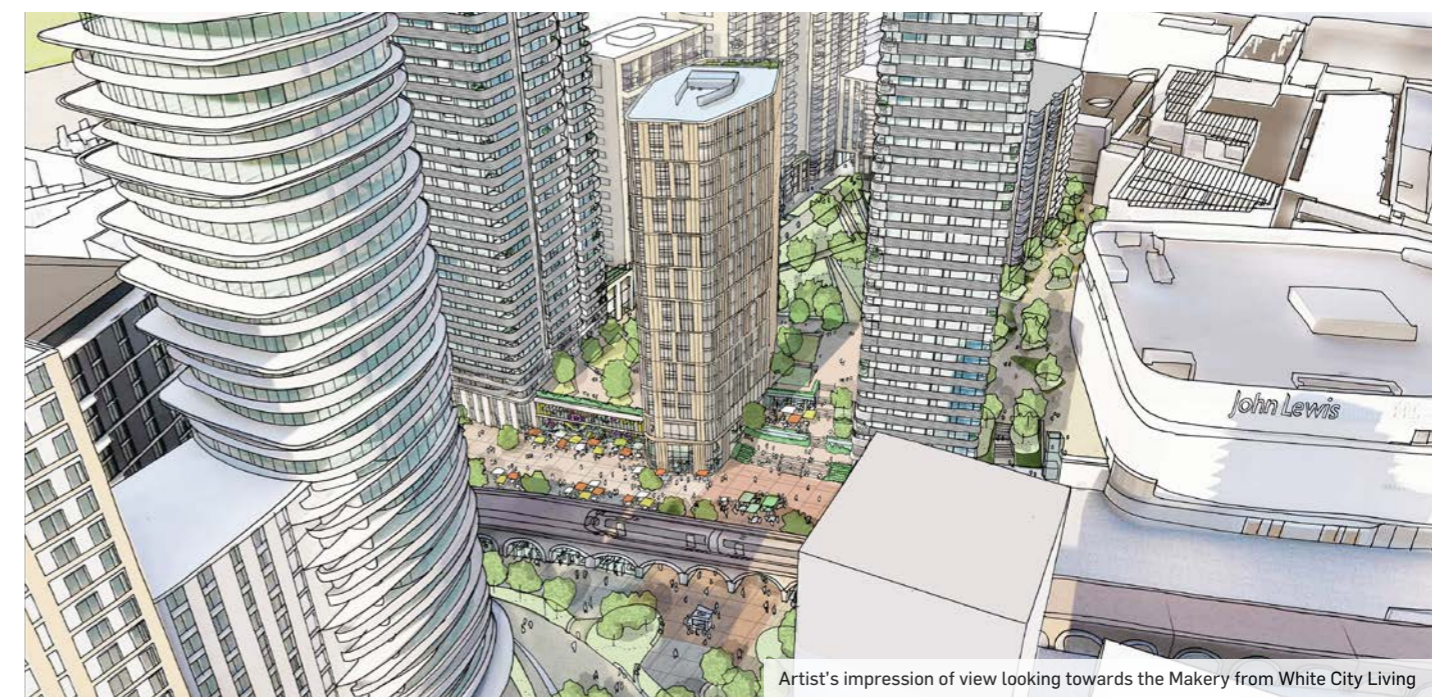
Artist's impression of The Makery

## DESIGN

We are proposing several design solutions to significantly improve the plans when compared to the existing planning permission.

- The building footprints have been adjusted to unlock a landscaped courtyard that is 20% larger;
- Buildings around the courtyard will have more height articulation, allowing better levels of daylight and sunlight to enter into the public open space, and the new homes;
- Landmark buildings are proposed to signify the heart of the development, The Makery, and better respond to the current context by forming a tall building cluster, in line with the Council's policies. The tallest building is proposed at around 45 storeys above podium; and
- Increase of dual aspect homes and reduction in single aspect.

The approach to design has been informed by over two years' of townscape and microclimate tests to ensure that the quality and usability of this space contributes towards exceptional placemaking.



Artist's impression of view looking towards the Makery from White City Living



# TELL US WHAT YOU THINK - COMPLETE AND POST THE FEEDBACK FORM USING THE ENVELOPE PROVIDED OR COMPLETE ONLINE

**About You:** If you would prefer your comments to be anonymous, please provide us with your postcode so we can understand where you live in relation to the site.

Title (Miss/Mrs/Ms/Mr/Other)  First Name or Initial  Surname   
Address/Postcode  Telephone   
Email Address  Please tick here if you would like to receive news and updates regarding the proposals

## Q1: Which development principle do you feel is the most important to deliver a successful scheme? Please select one.

New green public space  More homes/affordable housing  New community and commercial centre   
Better linking different parts of White City  Delivering high-quality architecture   
Delivering energy efficient, environmentally friendly buildings  Providing more office and retail space   
Improving pedestrian connectivity  Focusing on sustainable transport

## Q2: What do you like most about the proposals?

## Q3: What do you think we could improve?

## Q4: Do you think that The Makery will have a positive impact on the local area?

Yes  No  Not Sure

Can you see yourself making use of this space?

Yes  No  Not Sure

## Q5: Is there anything else you would like us to include in the landscaping proposals?

## Q6: What do you like or dislike about the design of the buildings?

## Q7: Do you have any further comments or feedback about the proposals?

## Q8: On a scale of 1 to 10 how much do you support the proposals you've seen today?

Do not support 1  2  3  4  5  6  7  8  9  10  Strongly Support

## DATA PROTECTION

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](http://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com).