

# Westfield London Residential Phase 2

Virtual exhibition download

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# HOME

Since opening in 2008, Westfield London has become a trusted partner of the local community, and a catalyst in the transformation of White City and Shepherd's Bush into a world-class place to shop, live and work.

In March 2012, the London Borough of Hammersmith and Fulham granted Westfield outline planning permission to build up to 1,522 new homes, new leisure facilities and shops, including a flagship department store. In 2018, Newall Court was launched – the first residential development of the masterplan, and it provided 100% affordable homes. The same year the £600m expansion of Westfield London opened, anchored by John Lewis & Partners and a major

outdoor events destination – Westfield Square, and Exhibition London, the 3,000 capacity music and event venue opened to the public.

We are delighted to share Unibail-Rodamco-Westfield's enhanced plans for the next phase of the White City regeneration as part of a month-long consultation to gain community feedback. Browse the website to find out more and share your thoughts with us.



## OUR STORY SO FAR

Since launching White City in 2008, Westfield London has helped to reshape London's retail landscape, invested millions of pounds into White City and been a catalyst for £8bn of inward investment. The shopping and leisure destination has pioneered retail in London – attracting more than half a billion visitors and generating approx. £18bn in sales and continues to have a transformative effect on the London economy through the creation of thousands of jobs.

This next step in the wider Westfield London masterplan is an example of Unibail-Rodamco-Westfield's strategy to increase the densification of exceptional and highly connected retail destinations by adding offices, residential, hotels and other uses.



£2.3bn overall investment in White City including the £600m centre expansion which opened in 2018



10 acres of open space, including a two-acre public square



Spent over £177 million on local transport infrastructure, delivering new overground stations, bus interchanges, road improvements and pedestrian links



Supported 20,000 jobs locally, providing 13% of all jobs in Hammersmith and Fulham in 2018



Shepherd's Bush Library for the local community



Delivery of genuinely affordable housing at Newall Court



Refurbishment of a Grade II listed building for Exhibition London





# THE PROPOSALS

## THE SITE



## WESTFIELD LONDON RESIDENTIAL PHASE 2

As part of this consultation, we want to get your feedback on the outline plans for one of the remaining development sites at Westfield London, which is known as Westfield London Residential Phase 2.

Westfield London Residential Phase 2 is located at the north eastern boundary of the masterplan. The site is bound by the A3220, or West Cross route to east, Hammersmith and City Underground lines to the north, John Lewis retail store to the west and the already constructed Newall Court building (previously known as Block K) which has delivered 89 genuinely affordable homes, to the south.

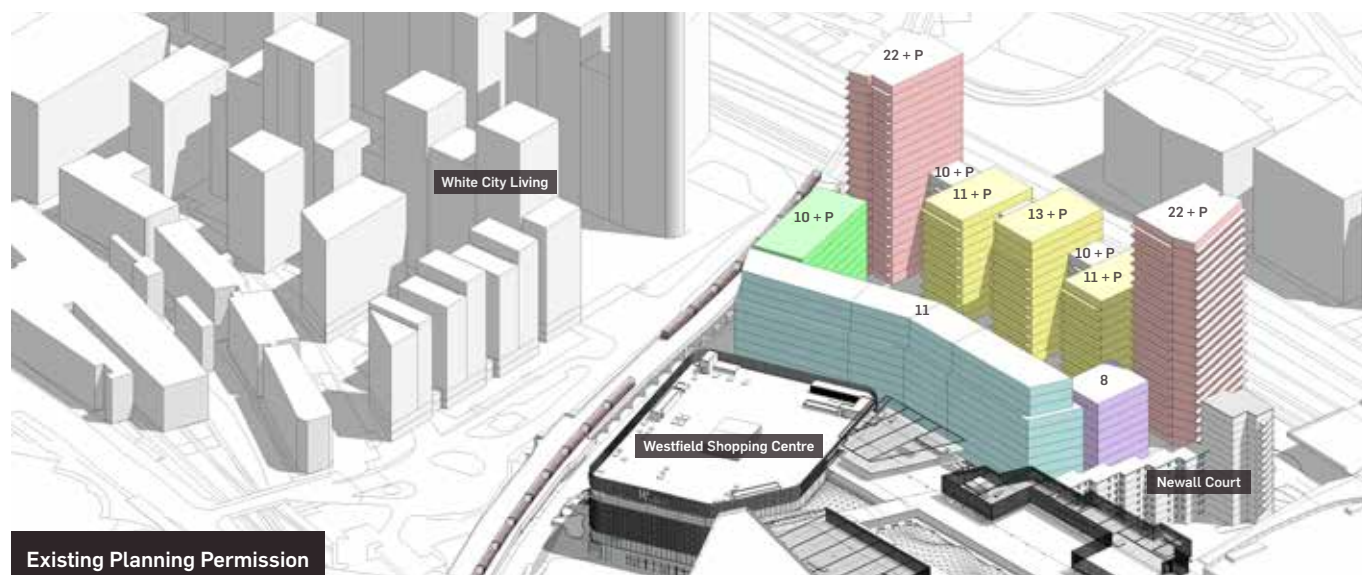
The site is extremely well-connected as it benefits from being in close proximity to:

- TfL bus interchange
- Wood Lane underground station
- White City underground station
- Shepherds Bush underground station; and
- Shepherds Bush overground station



# THE PROPOSALS

## EXISTING PLANNING PERMISSION



The Westfield London Residential Phase 2 site already has an existing planning permission (2012 and 2014) to build 1,100 homes, in buildings of heights up to 23 storeys above podium. However, since this permission was granted, the local area has undergone significant change, the planning context has evolved and most importantly, the needs of the local community have changed.

Over the past decade the area has transformed with the delivery of initial phases at White City Living, Imperial College and BBC Television Centre. This transformation and evolution of the planning context has resulted in a review of the vision, purpose and function of the existing planning permission for the Westfield London Residential Phase 2 site.

Following a detailed process we believe the existing proposals can be revised and significantly enhanced, providing increased benefit to the local community whilst tying in with the emerging context of the Opportunity Area. There are opportunities for the site to provide enhanced connections and accessible open space. Over the past two years, the design team have developed new proposals which provide significant additional benefits to the community. The benefits include the provision of a publicly accessible park of 1.4 acres, a 20% increase in public open space, increased affordable housing, improved residential layouts and increased sunlight into the open space.

### Benefits of new plans compared to existing permissions



Deliver more market and affordable homes in a sustainable location



Increase the size of courtyard by 20% and make it publicly accessible



Improve levels of daylight in the courtyard by 16%



80% reduction in north facing homes



33% increase in dual aspect homes



Reconsider our approach to tall buildings to better respond to the surrounding areas



Create a new destination space



Deliver further pedestrian links within the development and to the surrounding area



# THE PROPOSALS

## SUMMARY OF PROPOSALS

After undertaking a series of pre-application meetings with the Council, URW is now proposing to deliver the following on the Westfield London Residential Phase 2 site:



1,760 new homes, including genuinely affordable homes



New landmark, outstanding architecture and 'jewel' building



A new cultural and creative hub called 'The Makery'



New 1.4 acre public courtyard within the heart of the scheme, accessed by a feature staircase from The Makery or at street level from Bronze Walk or Silver Street



New pedestrian connections throughout the site, including through the restored railway arches



Secure cycle spaces for residents and the public



Artist's impression of the development looking south from White City Living

We also see the provision of affordable housing as an integral part of our development. URW is currently undertaking detailed discussions regarding the level of affordable housing, S106 and CIL contributions to be provided as part of the new scheme. These discussions are ongoing. This is not uncommon for a project of this scale and complexity. However, the proposal will provide additional affordable homes in addition to those consented under the existing permission, and the 89 genuinely affordable homes delivered at Newall Court.

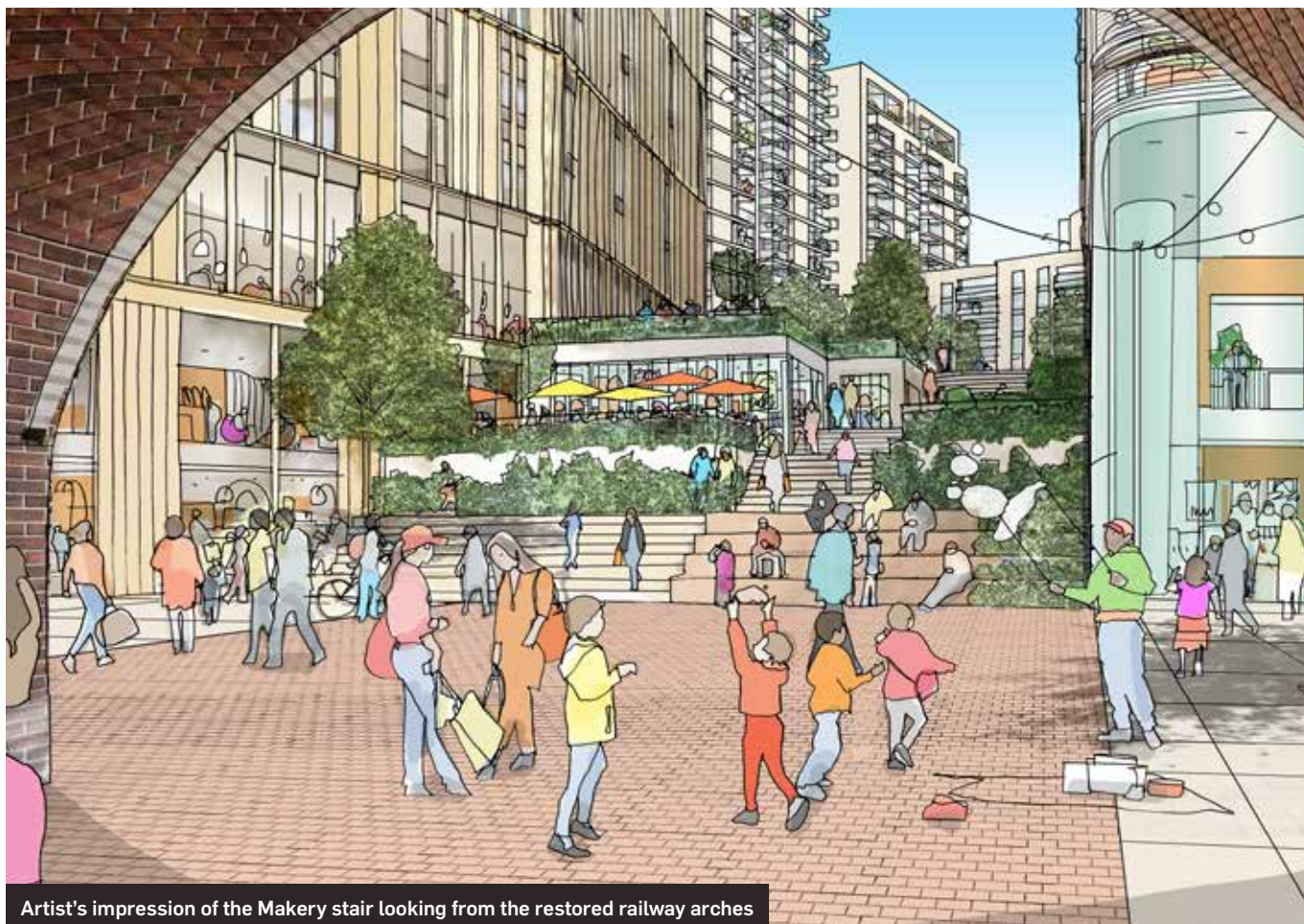
# THE PROPOSALS





# THE PROPOSALS

## PUBLIC SPACE AND PLACEMAKING



Artist's impression of the Makery stair looking from the restored railway arches

## THE MAKERY

**The importance of public realm and safe outdoor spaces for residents and local people to enjoy is a key priority. Acknowledging that the surrounding area is bursting with culture and creativity, we want to deliver substantial new public space that balances the need for open green space, with a vibrant cultural and creative offering known as the Makery, which will be located at the northern end of the site.**

The Makery will support West London's culture and creative economy by delivering high quality public realm that will be a hub for social enterprise, cultural production and creative innovation. With the arrival of Imperial College creating a pipeline of students and entrepreneurs in biotech, brands such as L'Oréal, film and television companies such as Disney and ITV relocating to White City, there is a renewed local creative economy that is bringing together local and international talent, offering pathways of access into these future areas of work.

The Makery's public realm will offer a stage to bring to life activity in the vicinity, drawing together its residents, commercial tenants, and neighbouring arches operators into a programmable changing environment, that everyone can enjoy at different times of day.



# THE PROPOSALS

## PUBLIC SPACE AND PLACEMAKING

### Supporting recreation and wellness – key features of The Makery

The Makery will be a vibrant creative public space for residents and visitors to meet, relax, play, and enjoy the food, drink and creative offers from the small businesses and organisations that will occupy its surrounding ground floor spaces.

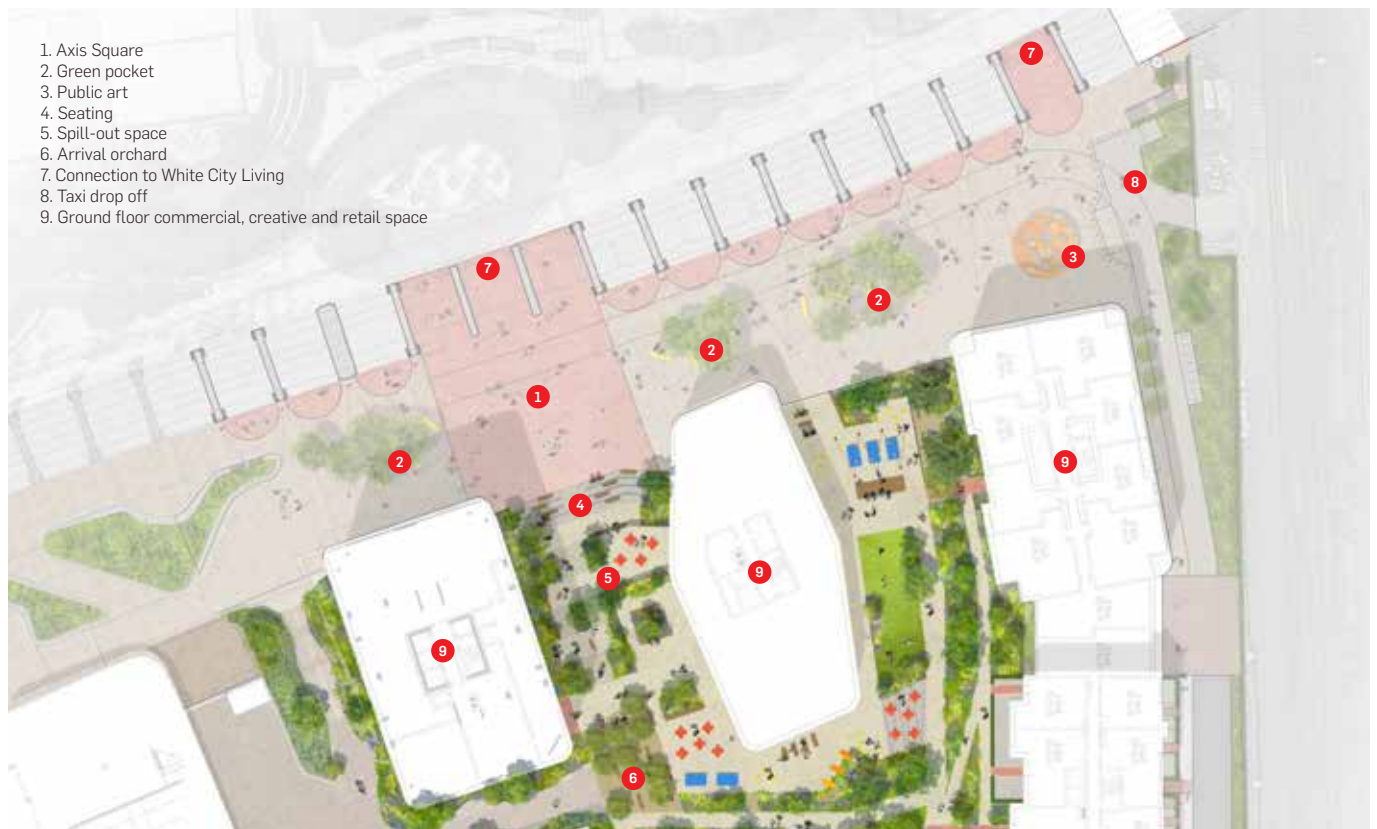
Together, the Makery and Courtyard provide a broad variety of spaces and experiences that will respond to the seasons and to the curation and activity of the community, cultural and commercial tenants. that help the Makery become a valuable and intimate local destination.



Artist's impression of The Makery looking towards Latimer Road Station



Artist's impression of the proposed development



# THE PROPOSALS

## LANDSCAPING

An integral part of our assessment of the existing planning permission was the open space provision for the development. The existing permission provides no publicly accessible open space. We have identified this as a key issue, and opportunity to ensure that the new proposals provide an open space which is accessible to all members of the community and is supported by multiple entry points.

The new open space will be multifunctional and be a space for all ages to enjoy. Importantly the space will be 20% larger in size, provide increased access to natural sunlight, and provide permeable pedestrian routes / connections in comparison to the existing permission.

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 and the wider community to enjoy an urban outdoor life.



Artist's impression of the landscaped courtyard





# THE PROPOSALS



- 1. The Green** - A publicly accessible 1.4 acre open lawn with tree planting. The lawn will be a multi-functional space for relaxation, socialising and run-around play and it forms the heart of The Park. The rest of the Park is divided into a series of Garden Rooms - enclosed smaller 'gardens' set within the wider space. The Park is a space which can be enjoyed by all of the community not only residents, and is a critical improvement in comparison to the 2012 planning permission, providing green relief from the surrounding urban context.
- 2. Growing Rooms** - Raised growing beds for fruits, vegetables and herbs. There is also a potential for greenhouses and/or storage for tools to be installed for residents.
- 3. Play Areas** - Play areas for younger years - the play is made from undulating surfaces, bright colours and playful patterns - set within open meadow for visibility.
- 4. Adventure Rooms** - More challenging play areas for older years children, with climbing structures and trails through robust planting
- 5. Wildlife Rooms** - These rooms have an emphasis on natural play and wildlife-friendly planting - so children can explore through a wilder setting Whilst the Garden Rooms are still publicly accessible, they offer a much more secluded experience - primarily as play and learning spaces for children living within the development.

- MARATHON WAY**  
Residential street with defensible planting to properties and vehicular route for the residential carpark and taxi drop-off.
- THE MAKERY**  
New destination space connecting to the existing public realm to the west and extending to the beach at the east.
- THE MAKERY STEPS**  
The main north-south link between The Park and The Makery, incorporating seating and publicly accessible terrace landings.
- SILVER STREET / BRONZE WALK**  
Coherent planting and hard landscape with strong, legible hierarchy between private and public spaces with a unifying overall character.
- THE PARK ENTRANCES**  
Primary access routes for residents and public users of the park during daylight hours.
- RESIDENTS' GARDENS**  
Robust, low maintenance defensible planting areas, incorporating informal play elements.
- THE GREEN**  
Wildflower meadow and species rich turf to provide ecological benefits as well as a flexible open space for users of all ages.
- GARDEN ROOMS**  
A mix of play and amenity spaces with a focus on wildlife friendly planting and offering a range of activities for different age groups including residents only amenities.



Masterplan – Landscape areas

## THE PROPOSALS



Artist's impression looking south from White City Living at night

### DESIGN

The revised design proposals have sought to maximise public benefit through the orientation and layouts of buildings. The development includes several pedestrian entry and exit points, to help enhance connectivity with the White City Living development to the north, major transport nodes and the shopping centre to the south and west.

To provide character and variation to the development, a number of building typologies have been proposed making use of interesting materials. The tallest buildings will be located at the northern end of the site aligning with council policy to create a tall building cluster with the neighbouring White City Living tower of 35 storeys to the north. At a height of 45 storeys above podium level, the tallest building, known as Block 6, is strategically located nearest to the transport hub and acts as a signpost to the adjoining hub of commercial activity in the form of the centre and a gateway into the Makery and entrance point to the new public open space.

The 'Jewel' building provides a unique built form to complement adjoining buildings, and will be designed to stand out and act as a feature, bringing architectural interest to the Makery.

The courtyard buildings will then stagger in height and frame the park, allowing the maximum amount of daylight and sunlight into the space for people to sit and relax as is described in the landscape section.

As part of the evolution of the design proposals over the past two years, technical consultants and their studies have informed the location of built form and building heights. The initial conclusions from these studies confirm that the daylight/sunlight and the microclimate for the proposals are acceptable, given the high-density urban location of the Westfield London Residential Phase 2 site and neighbouring developments.



# THE PROPOSALS



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## MATERIALS

Although the application is outline and all detailed design elements will be dealt with in later applications, we are giving consideration at this stage about how all elements will come together.

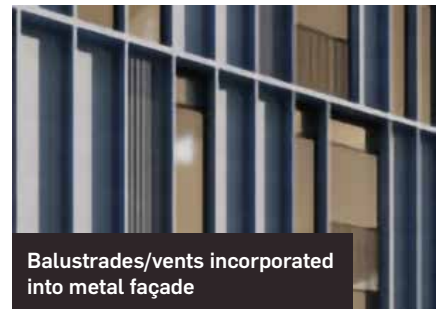
We are proposing using slightly different materials for the four main types of building within the development. All building types will have materials that complement in colour and have their own individual detailed design that adds interest. Some examples of materials are shown below.



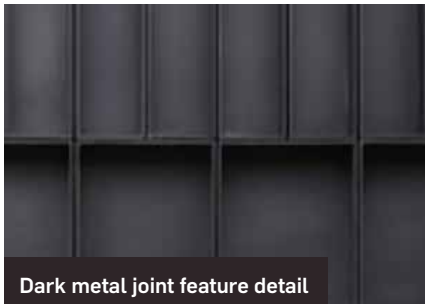
Metal detail and joinery



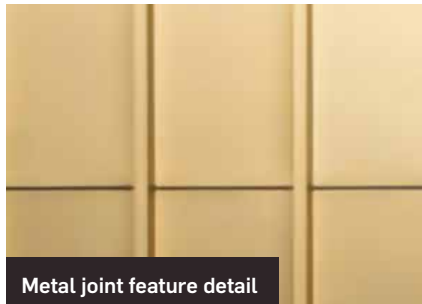
Vents incorporated into metal façade



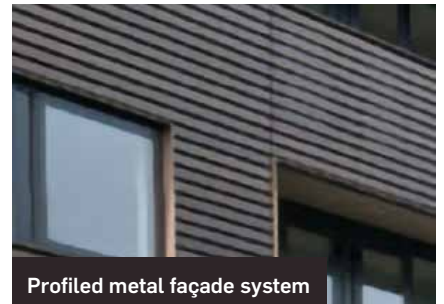
Balustrades/vents incorporated into metal façade



Dark metal joint feature detail



Metal joint feature detail



Profiled metal façade system



Metal mesh



Vents and profiles incorporated into metal façade



# THE PROPOSALS

## NEXT STEPS



- **Community and stakeholder consultation**
- **Submission of outline application to LBHF**  
Outline planning permission establishes the scale and nature of a proposed development
- **Approval of outline application**  
Application to be considered by the Council's Planning and Development Control Committee
- **Detailed design**  
Project team to bring forward more detailed plans inline with outline permission
- **Reserve Matters Application submission**  
Reserved matter permission will include outstanding detailed design information from outline permission
- **Reserve Matters Application Approval**  
Application to be considered by the Council's Planning and Development Control Committee
- **Construction Commencement**

# SUSTAINABILITY

**Sustainability is a key priority for Unibail-Rodamco-Westfield, and the business has set out ambitious targets as part of our Better Places 2030 objectives.**

These objectives, rests on three 'pillars'. The project will adopt the framework of Better Places 2030 and the requirements of the local authorities, ensuring it responds positively to what is an extremely important consideration of the development.



## BETTER SPACES

To cut carbon emissions across the Group's value chain by -50%, by:



minimising the environmental impact through innovative design and construction



collaborating with tenants and contractors for efficient resource use



ensuring access to public transport and sustainable mobility



contributing to greener cities by protecting biodiversity

## BETTER COMMUNITIES

To be a catalyst for growth within the communities in which the Group operates, by:



fostering local economic development;



supporting local partners;



promoting healthier and more responsible consumption.

## BETTER TOGETHER

To empower our employees to become sustainability and diversity change-makers, by:



promoting diversity and inclusion throughout the organisation;



developing and training talent.



## WESTFIELD IN THE COMMUNITY

Westfield London is an active member of the local community and takes pride in contributing to many local organisations as well as supporting our national partners, Tap London and Save the Children. Our support for local communities is varied and involves working with various charities throughout the year providing an inclusive and accessible space at the heart of the community that not only drives growth of the local economy but also encourages positive environmental responsibility and a platform for arts and culture. We also provide opportunities for local charitable organisations to drive awareness of their work within the centre. We have worked closely with a number of local organisations such as Bush Theatre, Jack Tizard school, Queensmill School, The RENA Initiative, Hammersmith United Charities and many more.



# WESTFIELD IN THE COMMUNITY

## JOBS AND TRAINING

**Jobs and training are a key component of Westfield London's commitments to the local community, with a particular focus on apprenticeships and opportunities for young people.**

Westfield London helped to create 20,000 jobs since opening in 2008, both as a direct employer and by attracting world-class retailers.

Westfield London has worked in partnership with WorkZone, originally formed between Westfield London, the London Borough of Hammersmith & Fulham and JobCentre Plus to assist retailers and contractors to recruit locally, and to alert residents and jobseekers of available opportunities and to assist jobseekers to gain access to the right employment and skills training for jobs at Westfield London. WorkZone has broadened its scope and now supports access to jobs and training for local people by working with a range of employers and training providers across the borough and beyond. Our partnership with WorkZone is as strong as ever and we will continue to use the service as our preferred partner to support access to opportunities we create.

If you are looking for work and are a resident of Hammersmith and Fulham, WorkZone can help you to:

- Find out about current vacancies including apprenticeships across different sectors and with a range of employers
- Support to complete application forms, write a CV and prepare for interviews
- Access pre-employment training and support
- Organise work placements and work trials
- Refer to specialist partners if you have specific barriers to employment
- Access online support and job vacancies at WorkZone Online

For more information on jobs, skills and training visit Work Zones website at <https://workzoneonline.co.uk/>





## 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 commercial 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