

White City Opportunity Area Planning Framework Consultation Summary Report – October 2013

1 Introduction

This report summarises the outcome from the consultation on White City Opportunity Area Planning Framework Second Draft June 2013. The consultation period ran from Friday 21st June until Friday 2nd August 2013. Representations received after this deadline have also been included in the Consultation Summary Report Schedules in full as well as included in this summary report.

2 Method of Consultation

A variety of consultation methods were used during the six week consultation period to ensure information regarding the draft SPD was made aware to a broad range of people.

- Consultation newsletter distributed to properties in and around the regeneration area.
- Press release encouraging people to have their say.
- Availability of WCOAPF for inspection at several locations including local libraries, White City Community Centre, LBHF Duty Planner office and GLA office.
- Notified by letter/email those who commented on the first draft of WCOAPF.
- 1,500 letters sent to statutory consultees and individuals and groups on the LBHF Local Development Framework database including special interest groups and resident organisations.
- Website launched on 21 June 2013.
- Presentations were made to White City Neighbourhood Forum and Hafad and meetings were held with representatives from a number of amenity groups and residents organisations. A meeting also took place with RBKC.

3 Consultation findings

3.1 A total of 56 written responses were received from a wide range of respondents including local amenity groups, local residents and businesses, resident groups, landowners, developers, statutory organisations and a range of special interest groups. Responses to each of these comments have been recorded separately in separate schedules for each chapter in the Consultation Summary Report Schedules which are available on LBHF's website. The following summary of comments by chapter identifies themes and trends.

3.2 Chapter 1 – Introduction

A total of 13 comments were received on this chapter.

- Commenter's welcomed the specific designation of existing council estates and the upgrade of Shepherds Bush.
- Comments support the high quality public realm and open space.
- There was concern that the document will need to be updated to provide the most up to date position regarding land ownership.
- Concern regarding tall buildings.
- Suggestion that the site of White City One within the Media Village should be seen as a potential development site.
- Concern that the document could be considered an Area Action Plan (AAP) rather than a Supplementary Planning Document (SPD).

3.3 Chapter 2 – Land Use

A total of 24 comments were received on this chapter.

- Nine people raised concern that the delivery of only 15% affordable housing (anticipated in the Development Infrastructure Funding Study) was add odds with Core Strategy and the London Plan targets of 40%, and that existing White City social-rented homes should not be converted to other forms of tenure where social rent tenants move to a new home in White City East.
- Concern regarding the lack of affordable housing in recent planning permissions in White City East that will mean the regeneration of the estates will never happen.
- There is concern that there is no reference to supported housing or extra care housing.
- General concern that the housing densities do not exceed the maximum limits in the London Plan.
- Hammersmith and Fulham Historic Buildings Group welcome the biomedical and fashion industries and that White City Estate would not be included in the plans for redevelopment.
- Concerns about the expansion of retail use in regards to the impact it will have on surrounding boroughs where they have seen a decline in trade since Westfield opened.
- .The document is currently silent on how to deal with existing employment or business that will be displaced as a result of development.

3.4 Chapter 3 – Urban Design

A total of 31 comments were received on this chapter.

- The overwhelming concern expressed relates to guidance in the WCOAPF regarding building heights. Whilst there is some support for more flexibility regarding where tall buildings can be located in the opportunity area the majority oppose the building heights as being

excessive and express concern regarding their impact on surrounding areas especially the impact on conservation areas.

- Of most concern are the two towers proposed in the indicative masterplan on either side of the Westway and their detrimental effect on the skyline and their impact on local residents to the north and east including residents in RBKC and the Stable Way traveller's site. There is mention made of the recent Imperial College purchase of the former Dairy Crest site and the opportunity this presents to move away from the proposed tower on the site as permitted under the Helical Bar/ Aviva planning permission.
- Other comments raise concern regarding the tall building identified next to BBC TV Centre and the impact this will have on the TV Centre Grade 2 listed building.
- A number of comments raised concern that the Townscape View Analysis supporting document is flawed and has underestimated the impact of tall buildings on views outside the opportunity area.
- Request that housing densities should not exceed the guidance in the London Plan.
- Concern that the impact tall buildings will have on historical buildings and other important designations has not been adequately considered for example the setting of the Dimco building.
- The proposed new area of public open space in the centre of the opportunity area, "White City Green" should not be allowed to be compromised and downgraded by the developers.
- Concern was expressed regarding the current lack of open space in the opportunity area and whether the proposals will adequately provide for this shortfall and support the new population.
- Concern regarding the tall buildings proposed close to "White City Green" and the detrimental impact this will have on the quality of the open space.
- All new open spaces in White City East should be open to the public and not closed to residents only.
- Support for the green link/ecology corridor along the West London Line but more clarity required regarding levels, security and accessibility.

3.5 Chapter 4 – Transport

A Total of 30 comments were received on this chapter.

- There was a lot of concern in regards to the increased flow of traffic in the area and with the increase of population in the area they feel there is a shortage of parking spaces already and the increase will make this matter worse.
- There was general support for the east/west pedestrian and cycle connections including comments from RBKC in support of the connection from OA to North Kensington. One comment received stated they would like the cycle route to be of similar quality to the Cycle Superhighways.

- Seven comments were received in regards to a new overground train station being built at North Pole which was not included in the WCOA.

3.6 Chapter 5 – Social, Community and Leisure Infrastructure.

A total of 18 comments were received on this chapter.

- A number of comments received raised concern that there are no facilities that would help young people in the area with suggestions of a community centre and more recreational space and sports facilities.
- Comments were received about creating a primary and secondary school within the OA which will help with the current demand of the limited spaces currently available.
- A comment received has claimed that the OA should have provisions for facilities for the vast amount of different faiths and beliefs.
- RBKC raised concern regarding the impact on their facilities (health, schools etc) that the increased population would have.
- Concern that Hammersmith Park has been taken up with a new commercial venture for football which will have very limited facilities for local people.

3.7 Chapter 6 – Energy and Environmental Strategies.

A total of 7 comments were received on this chapter.

- There was some concern with pollution chemical/waste and light and noise and hope that this will be addressed.
- A waste disposal network should be proposed including surrounding sites.
- General support in the water saving measures to reduce water consumption.
- Thames water welcomes the comprehensive sections on the water and wastewater infrastructure within the document. On surface water drainage they feel it's important to only discharge into the sewers once all other avenues have been investigated.
- Green and brown roofs have been suggested that could be good for wildlife habitat.
- RBKC supports in principle the use of CHP but would object if any proposals for biomass fuelled CHP systems which would increase pollution were proposed and suggest the OAPF should contain greater detail of the type of energy generation to be used.

3.8 Chapter 7 – Delivery & Implementation

A total of 4 comments were received on this chapter.

- There is concern that tariff levels are too high and will prevent development from coming forward.

3.9 Comments on Integrated Impact Assessment (IIA)

A total of 3 comments were received on this report.

- English Heritage considers that the trans-borough impacts on conservation areas have not been properly assessed in the IIA.
- There is concern that the Borough has failed in their Public Sector Equality Duty to consider the needs of and impact of proposed development on the Irish Traveller Community represented by the Stable Way Residents Association.