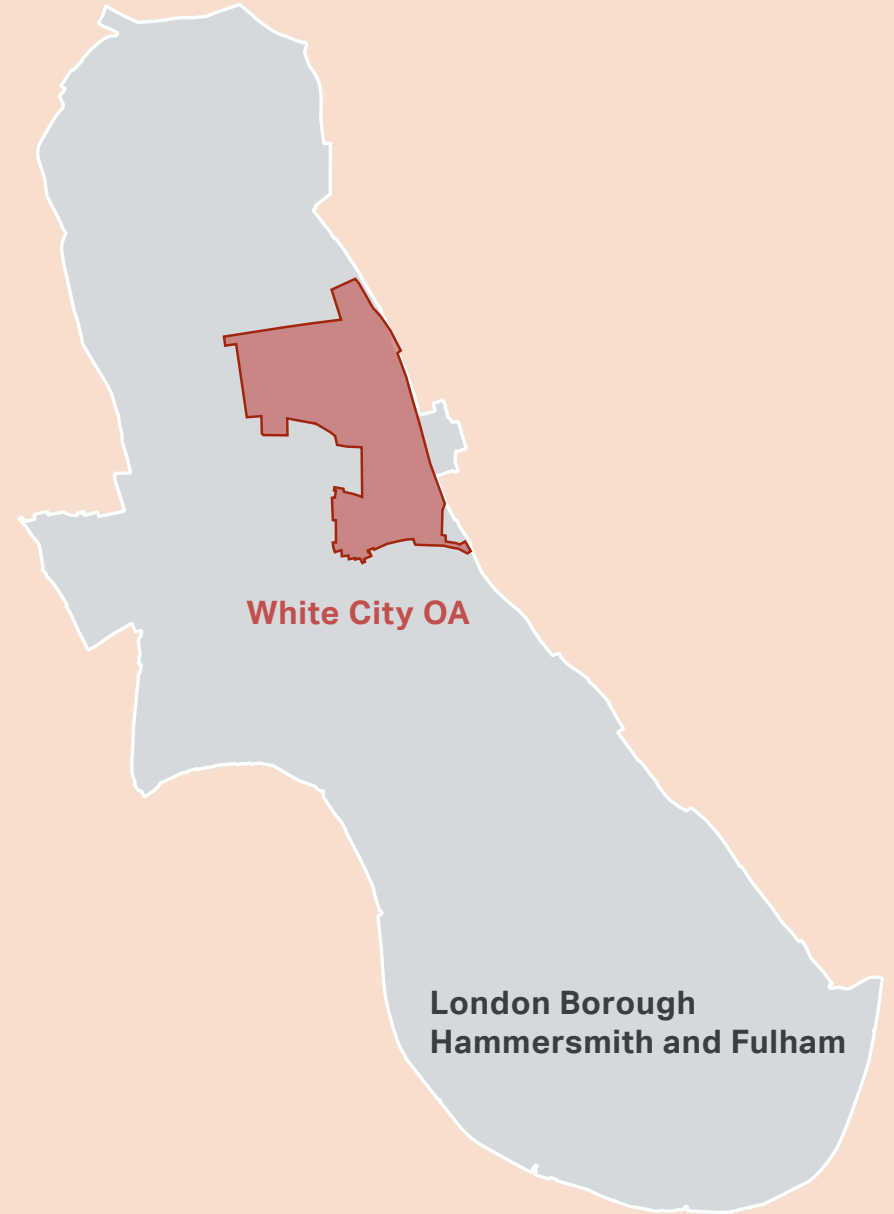


Opportunity Area Portrait

White City



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London’s additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs’ performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

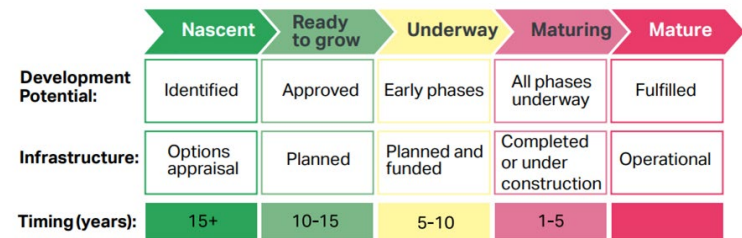
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

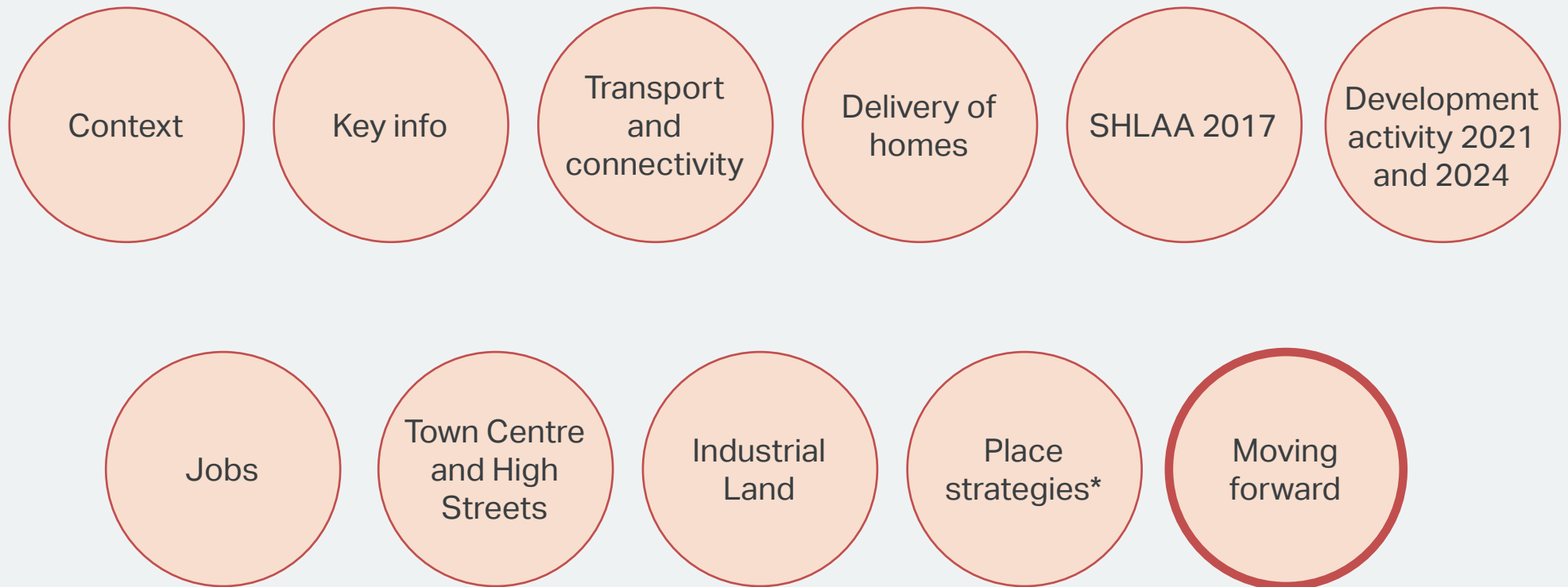


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

White City Context

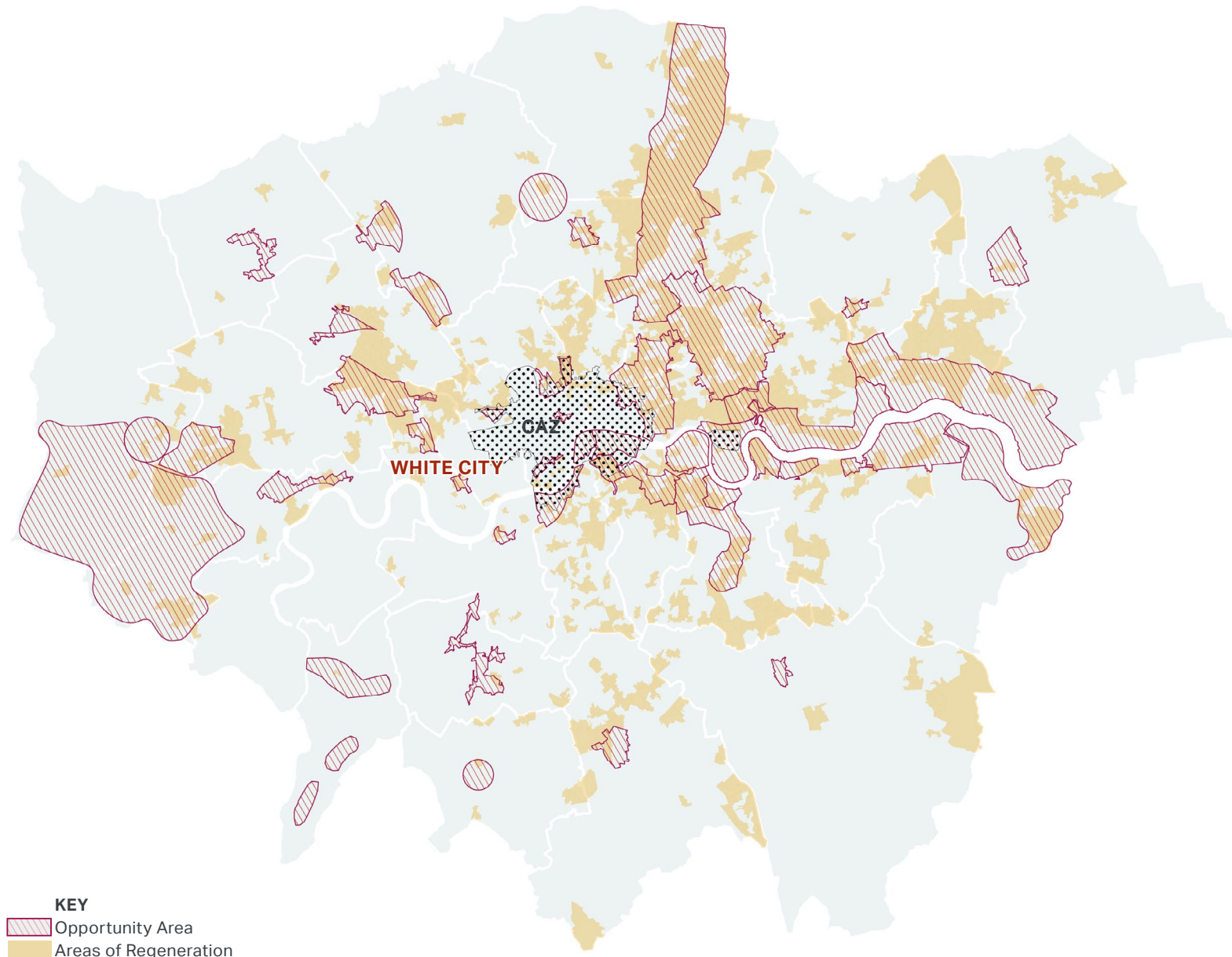
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddington (Underway)

The OA is not within the CAZ.

Areas of Regeneration

Areas of regeneration in the OA include the White City Estate, and parts to the south (Town Centre).

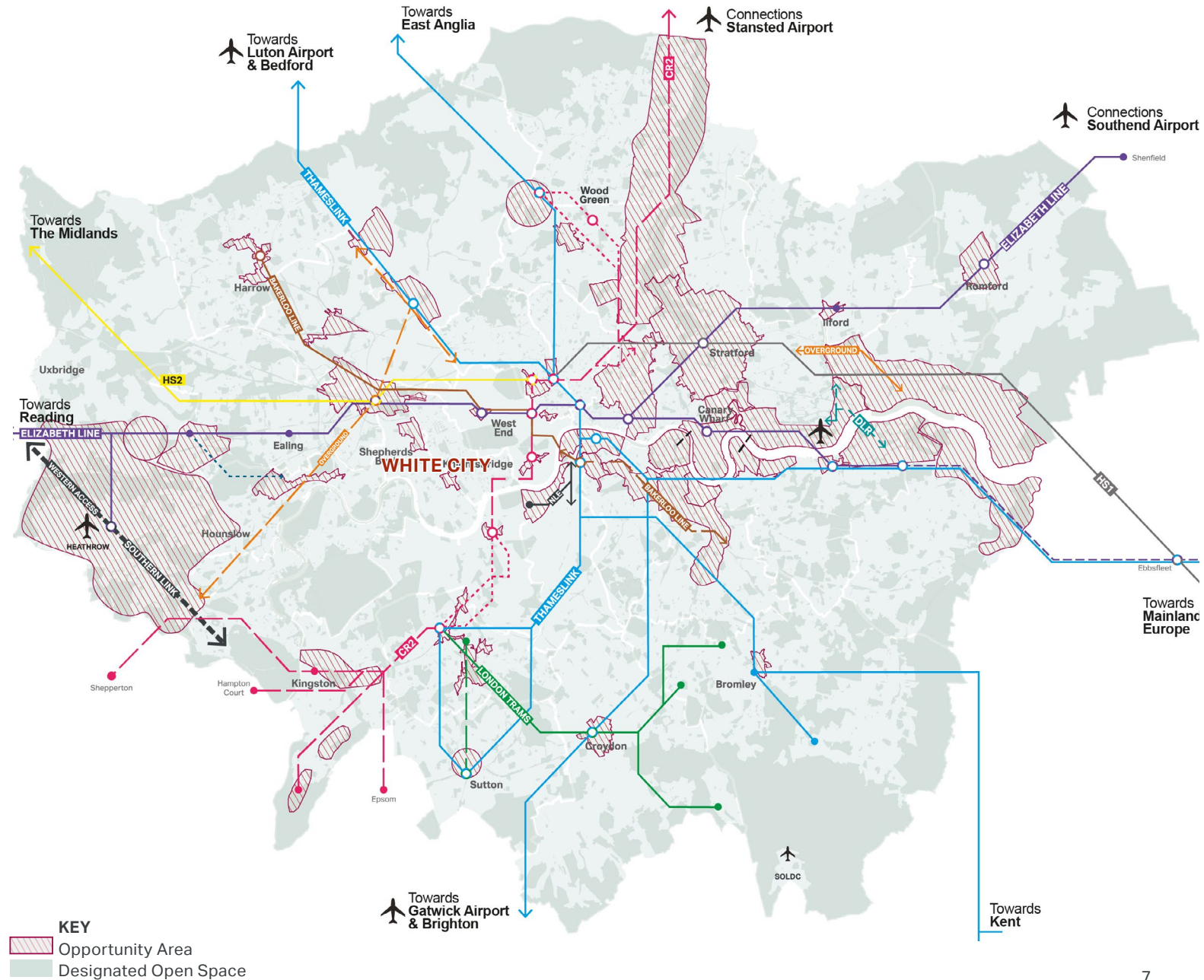


Source: Areas of Regeneration as per London Plan 2021

White City Context

Transport and Growth Corridors

- In the Elizabeth Line West growth corridor. The OA is served by National Rail and the London Underground.



Source: [Planning Data Map](#)

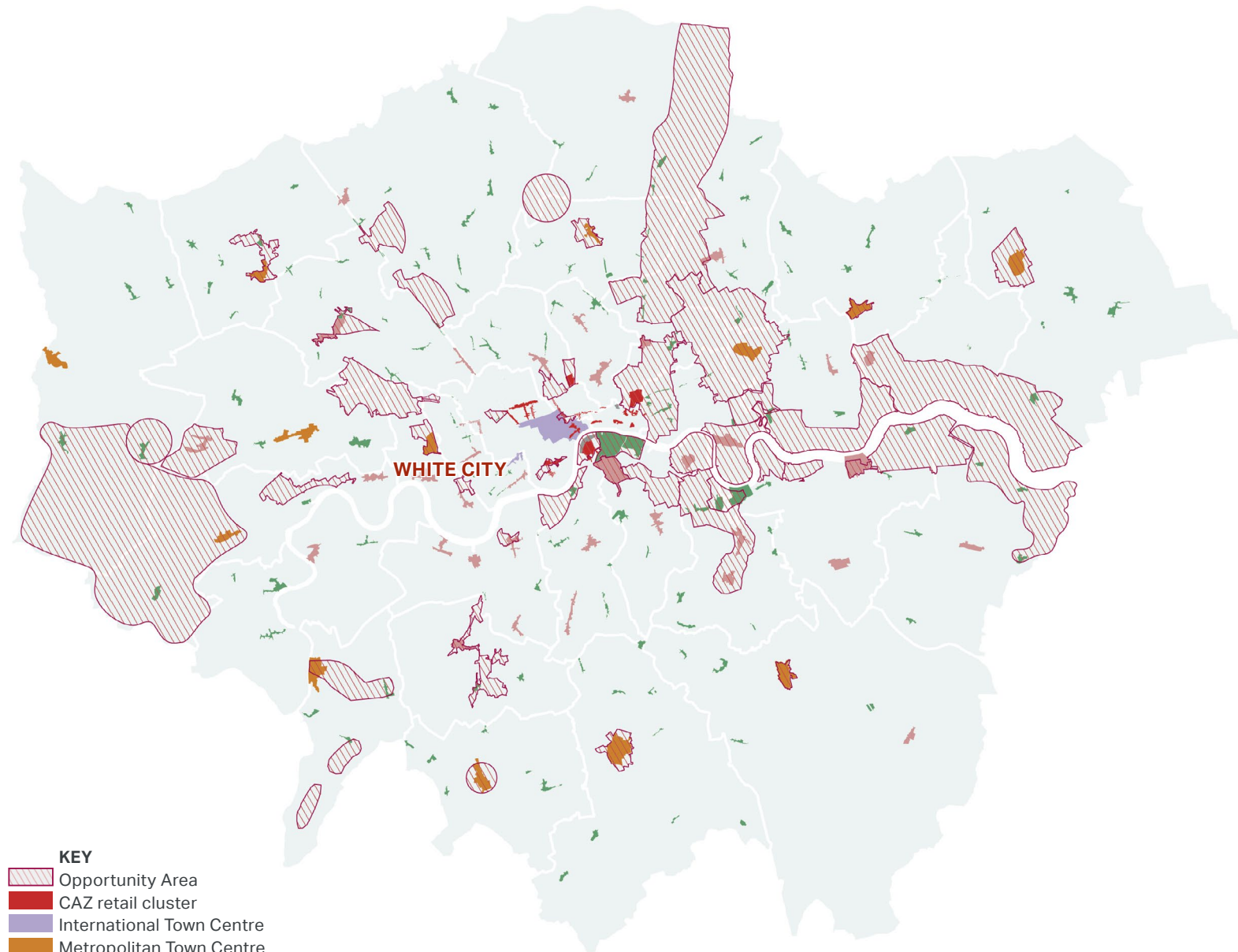
White City

Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- **White City (Underway)**
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

Shepherds Bush Metropolitan Town Centre is in the south part of the OA.



Source: [Planning Data Map](#)

White City

Key info

London Plan Designation Year

2004 2008 2011 2016 2021

Borough

LB Hammersmith and Fulham

Area

Tottenham
Court Road
19 ha

White City
107 ha

Lee Valley
3,926 ha

OA specific plans

White City OAPF (2013)

Local Plan status

Adopted in 2018

Growth Corridor

Heathrow/ Elizabeth Line West

Housing Delivery Test 2023

None

OA status (LP 2021)

Nascent

Ready to
Grow

Underway

Maturing

Mature



London Plan 2021 capacities by 2041



N



Source: Google Earth

KEY

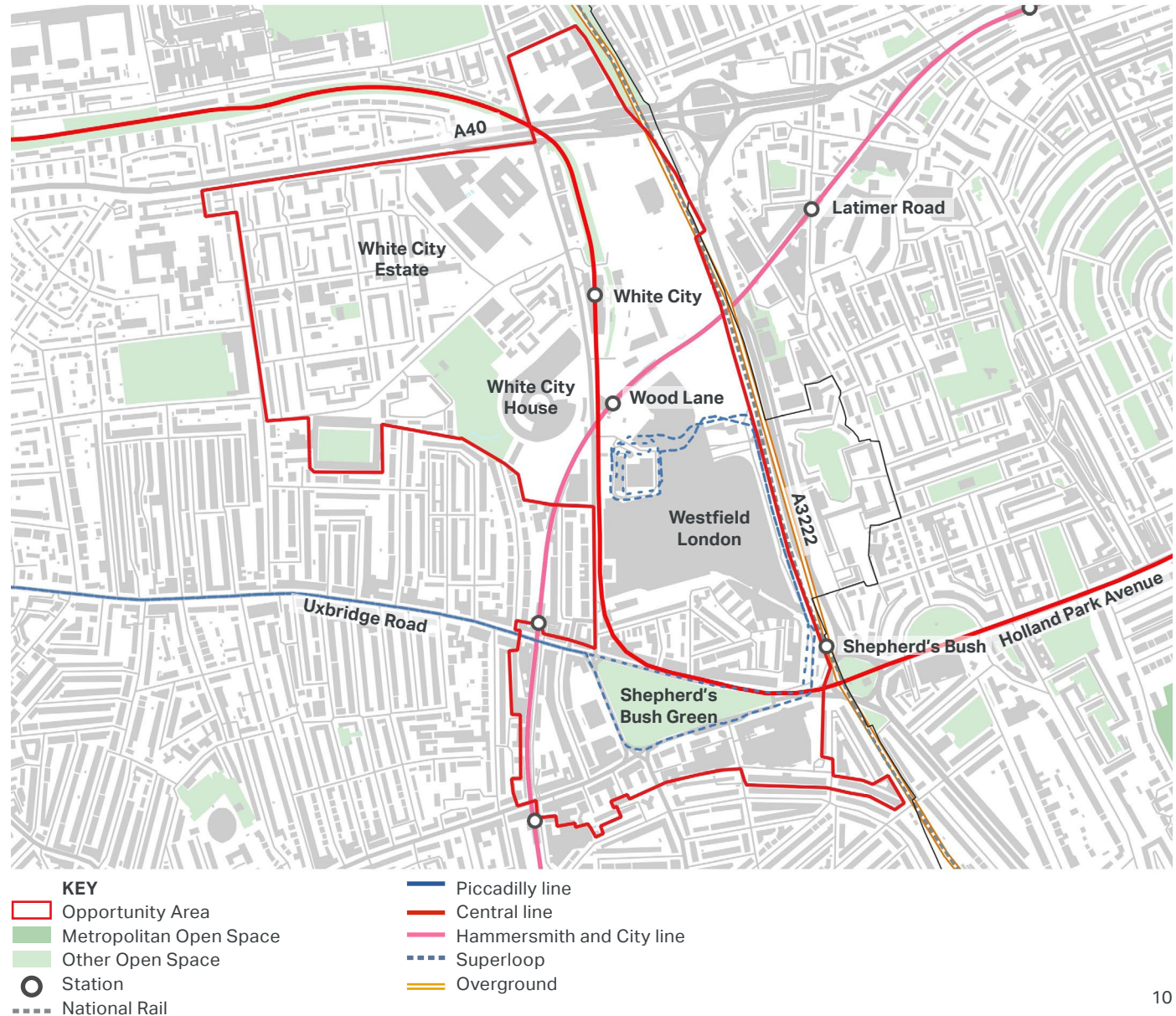
Opportunity Area

*Note that the LESD (2021) increased the capacity to 9,600 new jobs by 2041.

White City

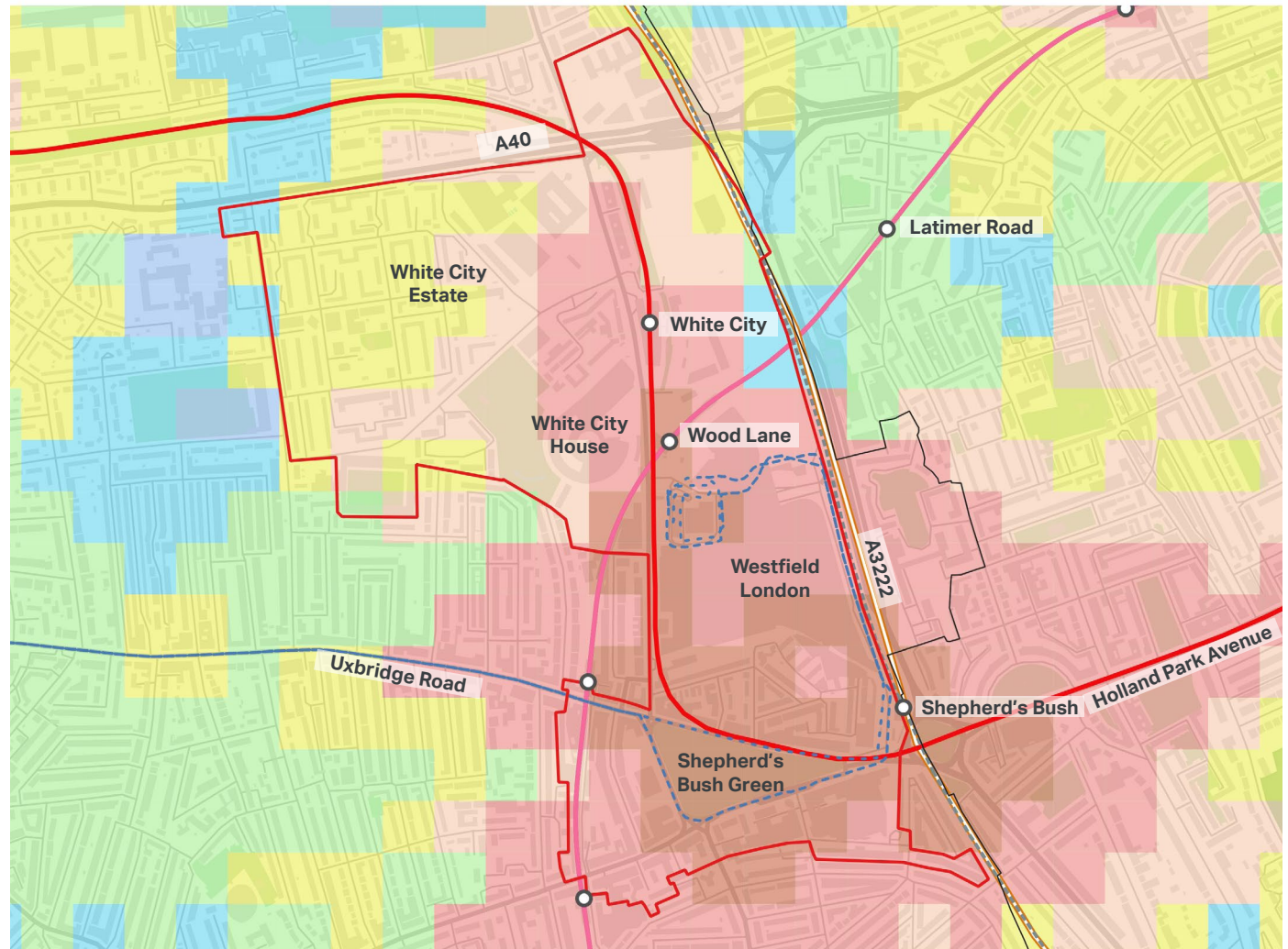
Transport and connectivity

- Well - connected OA.
- Superloop now going through the OA: SL8 Uxbridge to White City.
- Connectivity improvements to enhance pedestrian experience/ safety and walking/ cycling links could be supported (Please see following slide on Public Realm Strategy).

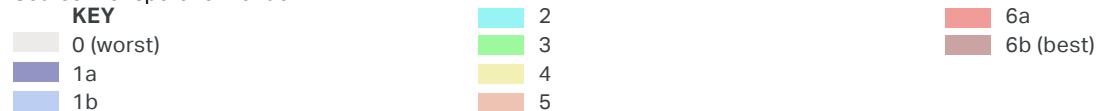


White City

Transport and connectivity: PTAL 2031



Source: Transport For London

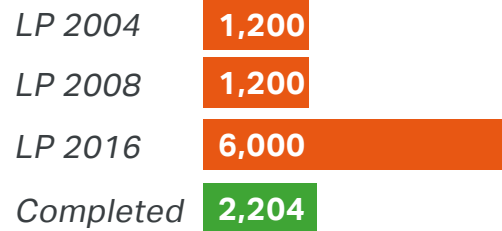


White City

Delivery of homes

Delivery pre-2019

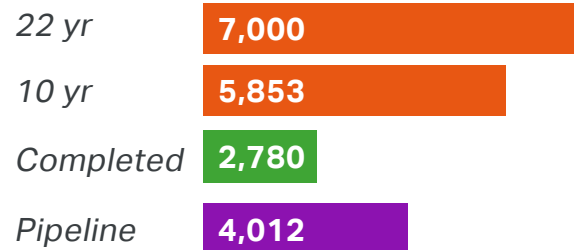
Completions since designation against capacity



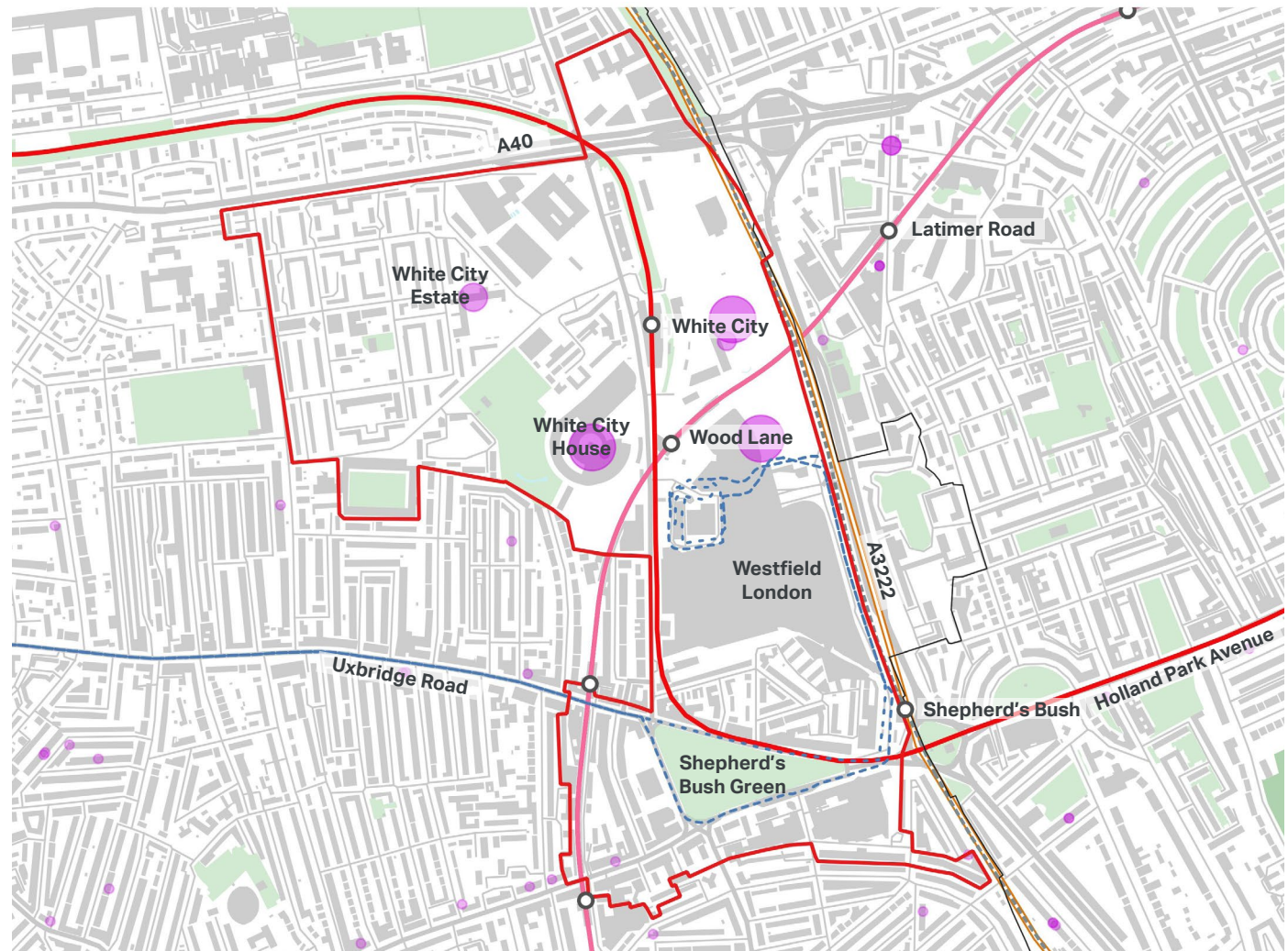
White City has delivered 2,204 homes since designation in 2004, meeting its initial indicative capacity.

Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



The OA is delivering at a rate of 560 homes per year, against the indicative rate of 318 homes/year. The completions and the current pipeline account for 97 per cent of the 22 year homes capacity.



KEY

- Opportunity Area
- Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

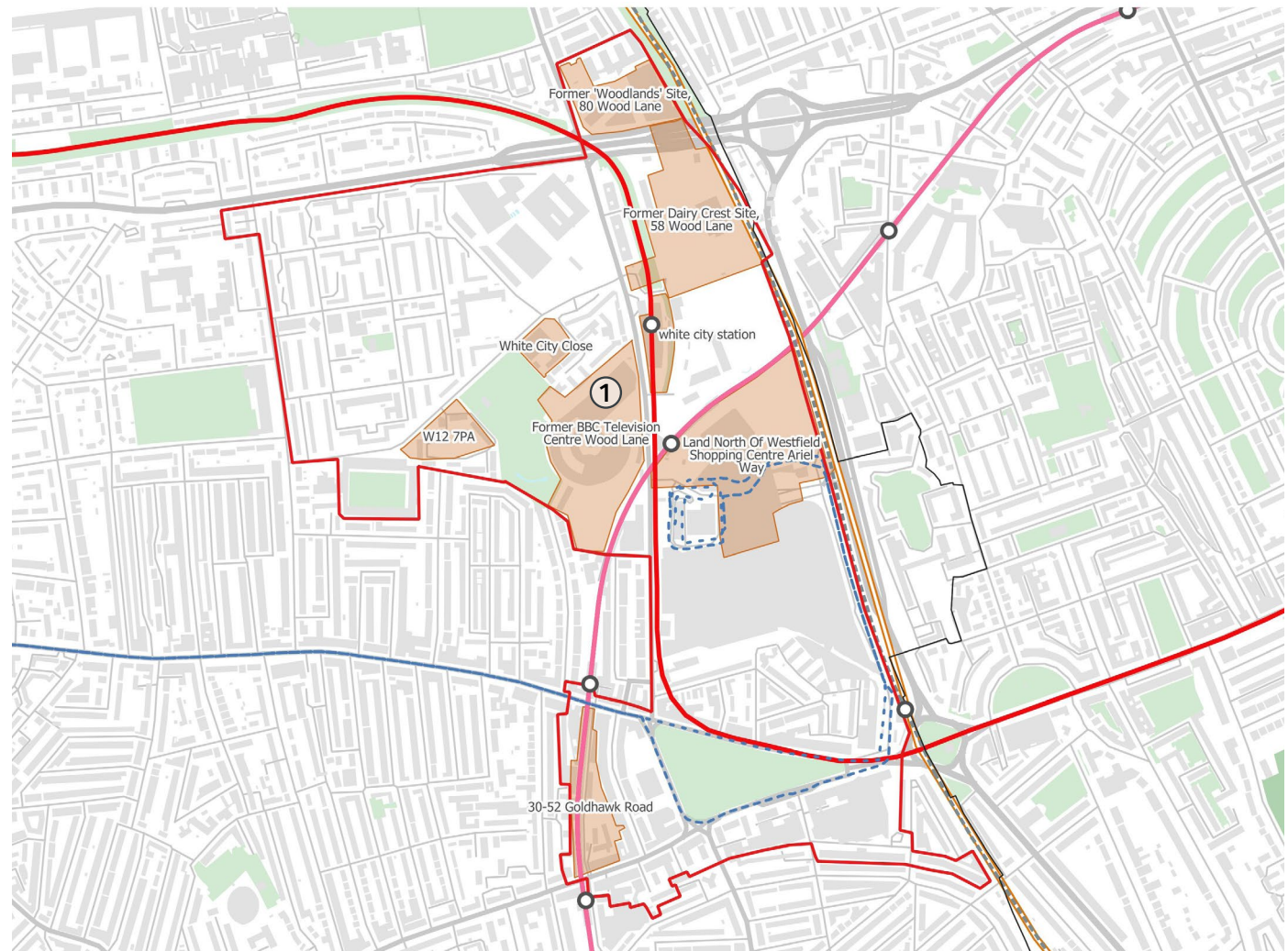
*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.

** [Residential Pipeline in 2023/2024](#)

White City

SHLAA 2017: Approvals and allocations

- Allocated sites in SHLAA 2017 included:
 - Former Dairy Site
 - Former Woodlands site
 - Former BBC, at the heart of the OA
 - Land North of Westfield Shopping Centre
- Today, there is an overall a positive image with approvals either exceeding or meeting the SHLAA 2017 estimates.

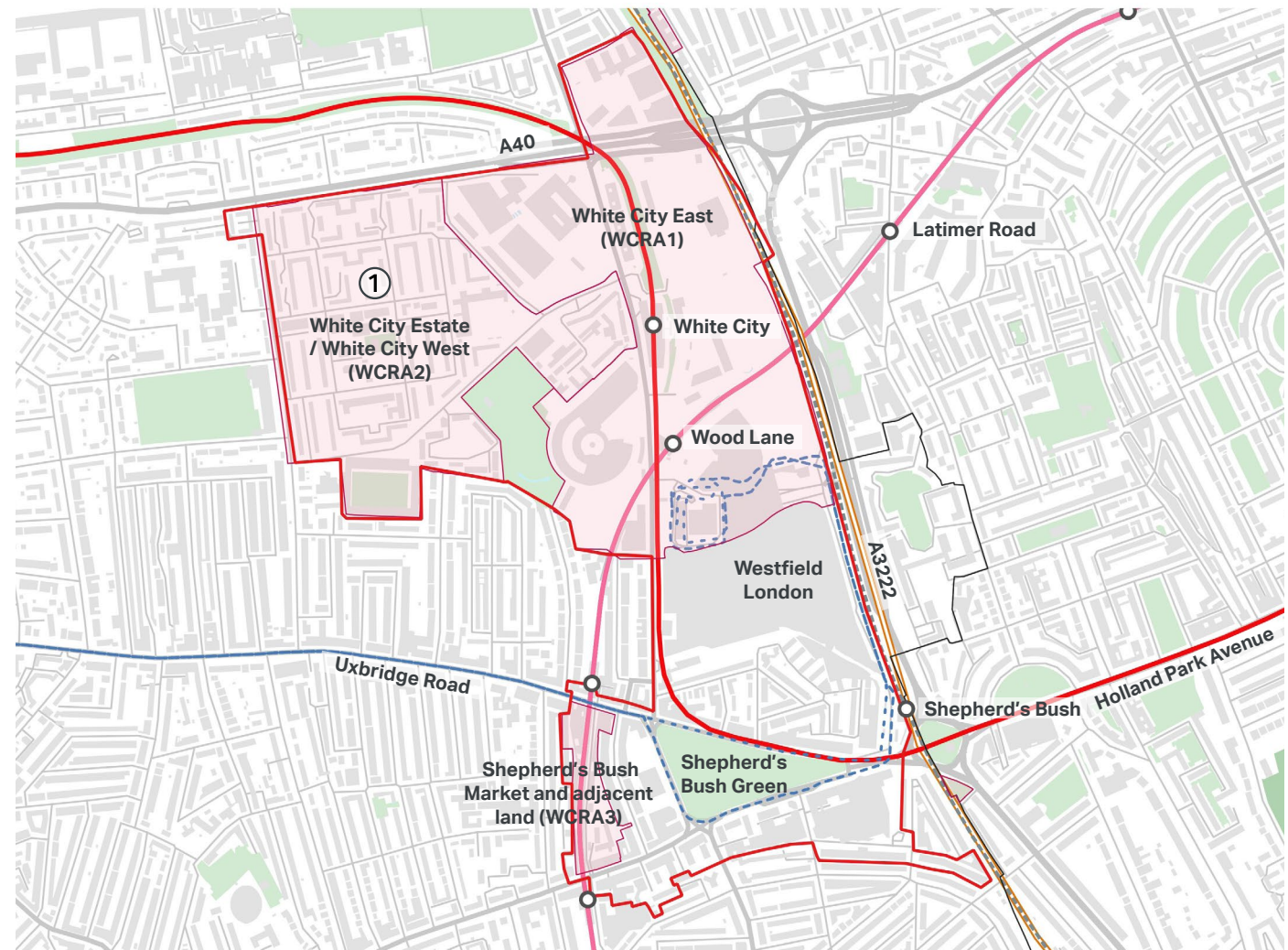


- KEY**
- Opportunity Area
 - Approvals and Allocations (SHLAA, 2017)

White City

Site allocations: Local Plan strategic sites

- The White City West site (White City Estate) was identified as a 'Low probability site' in SHLAA 2017 but is a designated 'Strategic Site' in the Local Plan.
- ① The White City Estate, LBHF's largest local authority estate, is located in the western part of the OA, along with the Wood Lane Estate.



KEY
[Red outline] Opportunity Area
[Pink fill] Strategic sites - H&F Local Plan (2018)

White City

Development activity 2021



Source: vu.city

KEY

- Consented
- Under construction
- Completed

White City

Development activity 2024



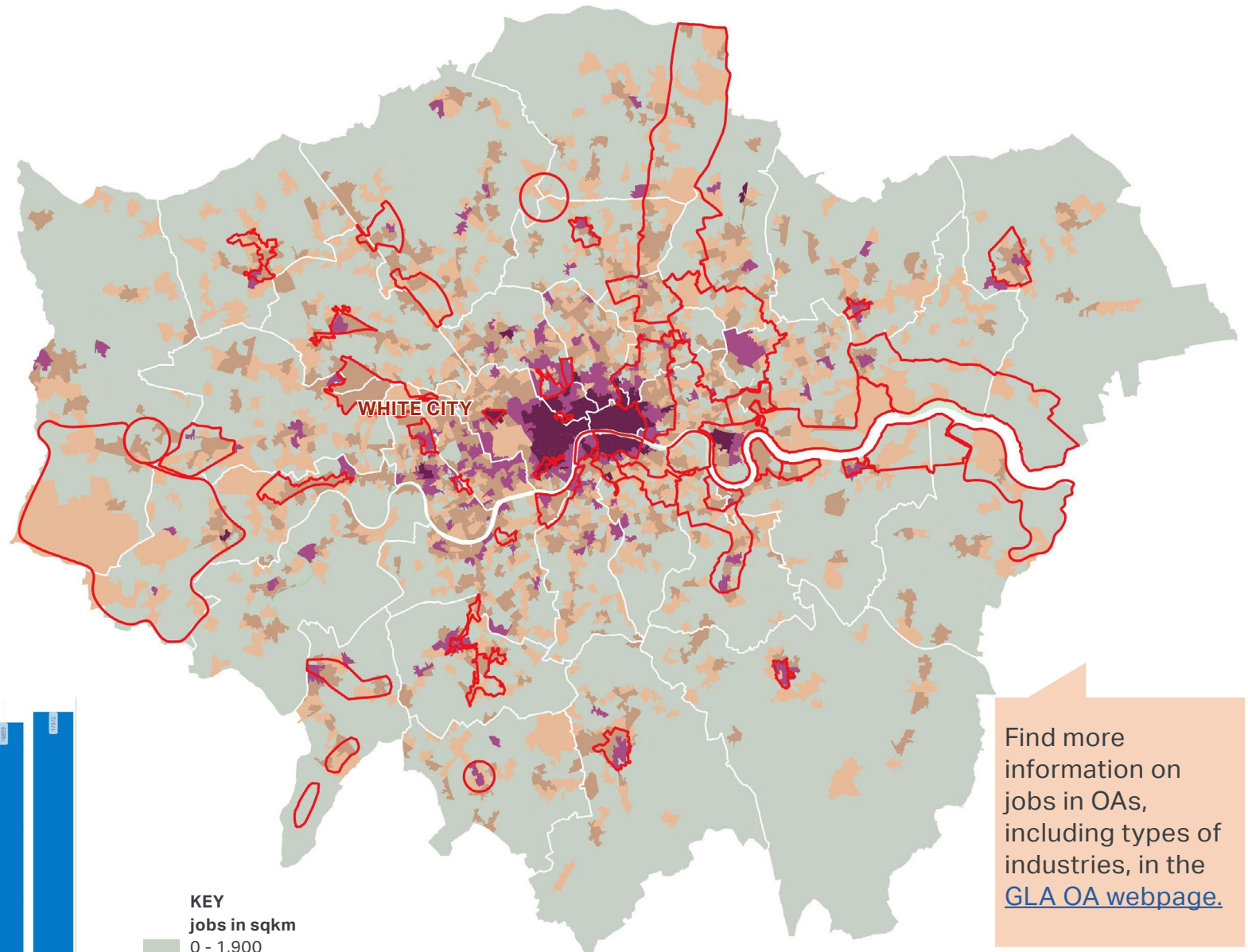
Source: vu.city

KEY

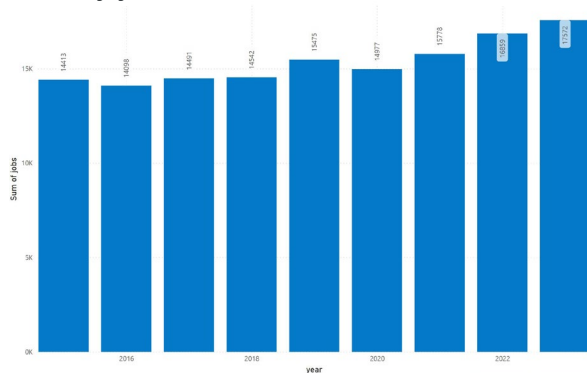
- Consented
- Under construction
- Completed

White City Jobs

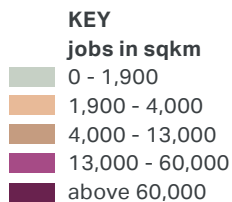
- High jobs density. The OA is a hotspot outside the CAZ.
- Positive trend in jobs in the OA since 2018.
- In 2023, there were 144,000 jobs in LB H&F, with 12% being in the OA (17,572).



Jobs by year in the OA



Source: Census, Business Register



Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

White City

Town Centres and High Streets



Shepherd's Bush Green

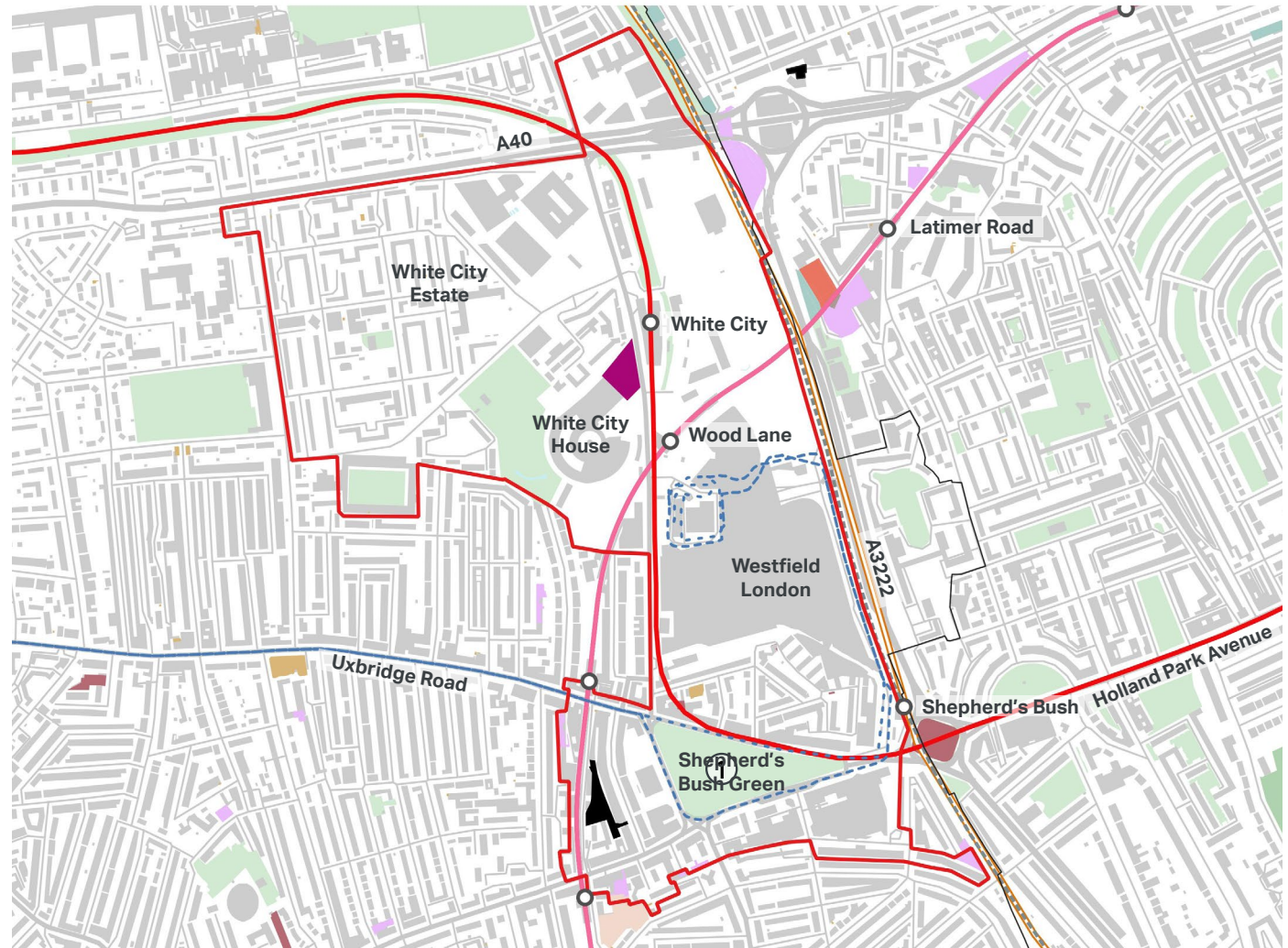


- KEY**
- OA Boundary
 - High street
 - Good Growth Funded project (Round 1 to 3)

White City

Industrial land: Type of industry

- There is no LSIS or SIL land within the OA.



Source: London Industrial Supply Study

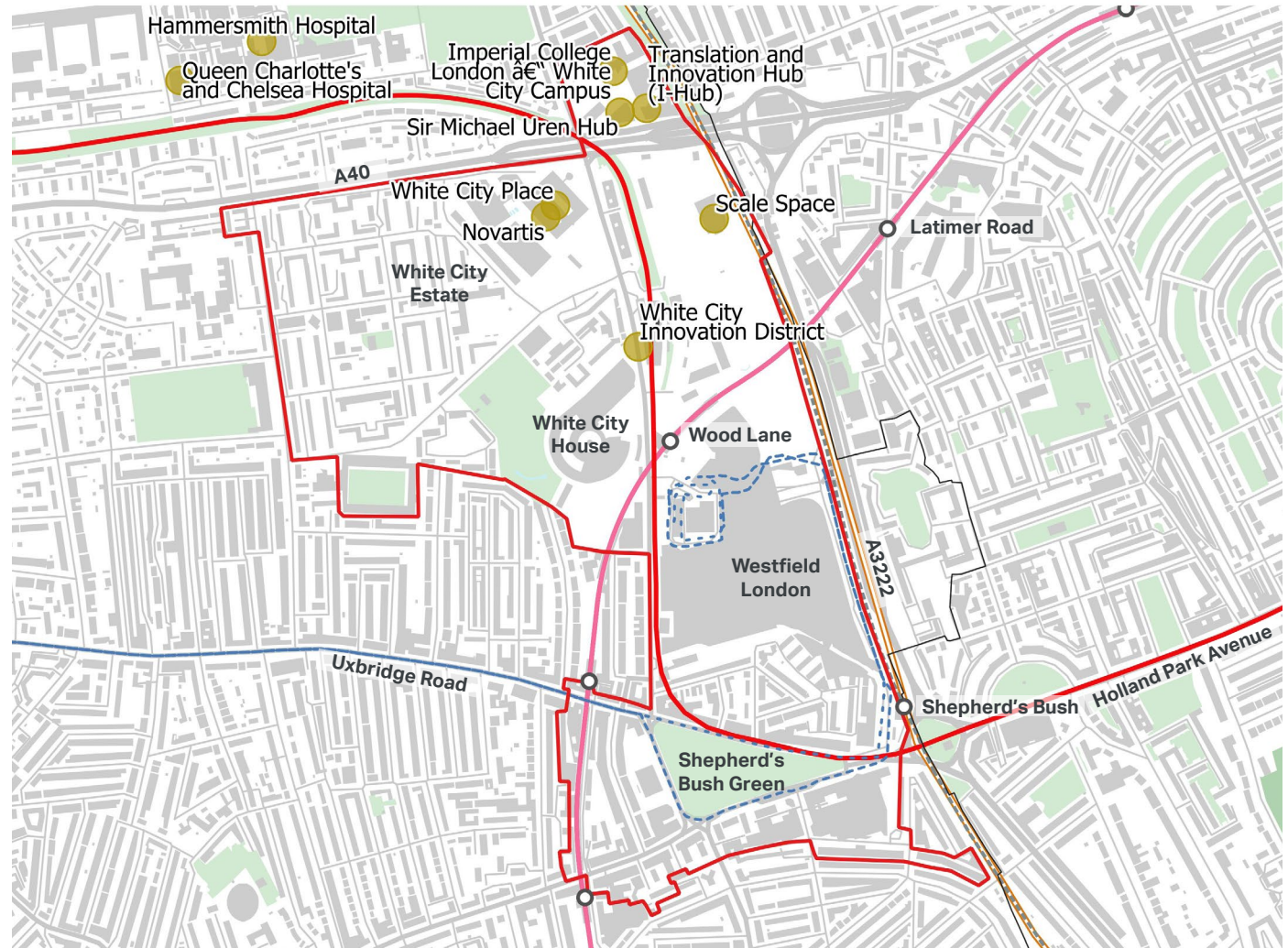
White City

Place strategies: Innovation Cluster and Life Sciences

- White City is fast becoming one of the **UK's most exciting new hubs for life sciences**.
- **A green sector:** Stanhope PLC is a life sciences hub of eight buildings that re-purposes and reuses existing buildings, halving the amount of carbon expended during construction when compared with new-build alternatives.



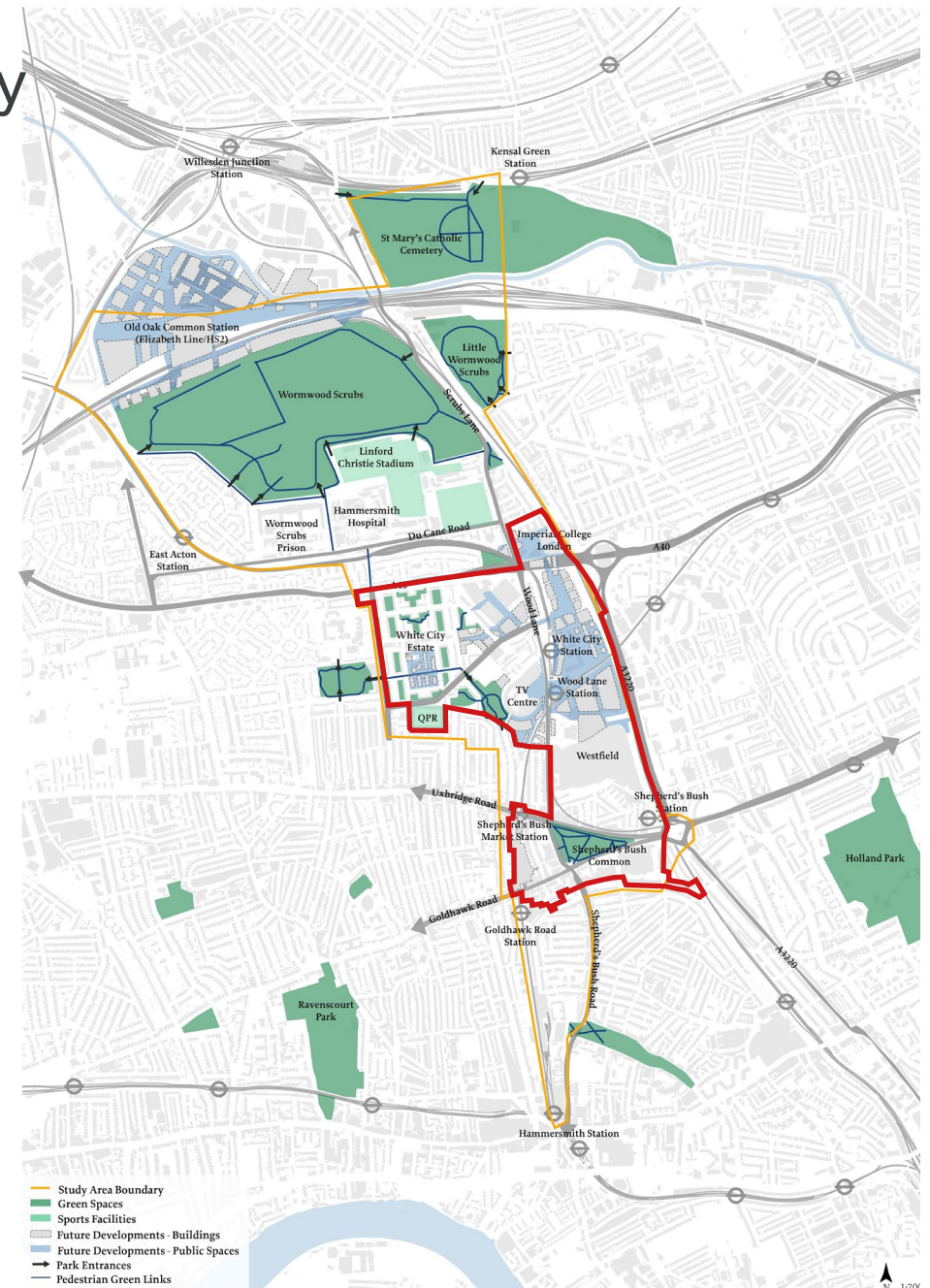
White City Innovation District



White City

Place strategies: Public Realm Strategy

- There is **a lot of development activity across the OA** which includes new paths and public spaces linking new homes and jobs. There is also an existing network of streets and green space, including high streets and places like Shepherds Bush Green.
- **Acknowledging the dynamic context and the need for strategic green connections, as well as quick - win improvements**, H&F is developing a **Public Realm Strategy for White City**, which has the five following themes:
 - Getting around – which routes you use and how easy or difficult is it to use them;
 - Quality of the area – what you consider to be important features of the streets and spaces you use, such as seating, lighting, planting, or art work;
 - Environmental matters - how quiet the spaces are, and how green they are;
 - Public places and destinations – where are the places and buildings you like to spend time at, and is the signage good enough to find them;
 - Safety – where do you feel safe and how we can improve safety in the whole area.



White City

Moving forward

Proposition

OA to be moved from 'ready to grow' to 'underway'.

- **A high-performing OA:** An OA that is delivering at a rate of 5.5 (homes/year/hectare) against an indicative rate of 2.97 (London Plan indicative homes/ year/ hectare).
- A few important pieces/ places coming forward in the coming years: **Stanhope sites (BBC), Westfield development, Shepherd's Bush market.**
- Pen portrait in the future London Plan could acknowledge the **leading role of the OA in the life sciences sector.** Previously the Annex 1 in the London Plan 2016 identified the opportunity to enhance education and research capabilities in the area linked in particular to healthcare and bio-technology.
- Potential for a strategic narrative and improvements on **public realm and green connections** (from Uxbridge Road to OPDC). Projects and proposals to reflect existing communities and their diversity.

