

Welcome

This exhibition is the first chance for you to feedback on the emerging principles for the redevelopment of the West 12 centre before we present more detailed designs at a second exhibition in spring 2019.

It is also an opportunity for us to relay the results of our online summer Commonplace survey where you told us what you currently liked and disliked about the centre in its present form. We recognise that there is an opportunity to improve West 12 for the benefit of residents, shoppers and workers.

We believe that this can be achieved whilst also retaining the unique local essence of what is good about West 12.

We are not moving anyone from their existing homes in the two Charecroft Estate towers on top of the centre (these are managed by Hammersmith & Fulham).

We presented this exhibition to the Charecroft tenants and residents just before Christmas and will continue to engage them and all local communities on our proposals as they develop.

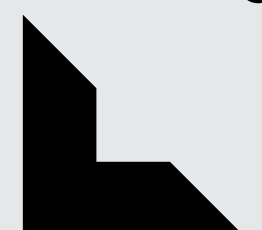


Westgate, Oxford

Example of a scheme by Landsec as developer

Westgate in Oxford is an example of transformative retail-led redevelopment following a significant extension by Landsec in partnership with the Crown Estate. The new shopping centre, which is one of the lowest carbon retail destinations in the country, comprises five buildings, all of which have been designed sensitively to respond to Oxford's distinctive architecture and heritage. The centre has also seen the provision of new housing and additional public spaces, as well as a varied mix of retail stores and leisure outlets, with support given to small, independent businesses.

The development of Westgate, Oxford, created around 1,000 jobs during construction and 3,500 full-time-equivalent retail positions once the centre opened its doors in October 2017. Landsec worked closely with Aspire Oxford in order to create employment opportunities, ensuring local access to these new roles.



Landsec



Keybridge House

Example of a scheme by Allies and Morrison as architect

The residential led development of the BT Telephone Exchange in Vauxhall, Keybridge House, is set to deliver 415 new homes as well as a two-form-entry primary school, office space and retail units.

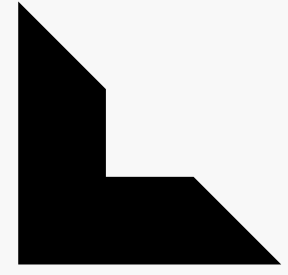
A&M, an award winning London based architecture and urban planning practice, carefully designed Keybridge House in order for the development to respond to nearby Victorian era mansion block precedents through the introduction of new shop frontages and the incorporation of materials that reflect and honour the local area's history as well as the wider context.

In total, almost a third of the site has been opened up for public use through the provision of a new piazza, a central garden square and an employment mews.

Allies and Morrison

Meet the team

The project team are on hand today to answer any questions you may have and to collate your feedback.



Landsec

Landsec is the owner and operator of the West 12 centre. We are one of the UK's largest commercial property companies and a member of the FTSE 100. Founded in 1944, Landsec own and manage more than 24 million sq ft of some of the most successful and recognisable property assets in the UK.



Nick Corbyn



Mike Nisbet



Callum Robins

Allies and Morrison

Allies and Morrison is an award winning architecture and urban planning practice based in London. 41 of the practice's completed projects have won an RIBA Award and the firm has twice been shortlisted for the Stirling Prize for London based projects.



Sarah La Touche



Paul Eaton



DP9 is one of the leading expert consultancies in planning, development and regeneration in the UK. The company is currently advising on more than 500 live projects, ranging from small scale sites to large, complex masterplanning proposals across all sectors.



Sarah Considine



Oliver Sheppard



LCA is a communications consultancy specialising in community engagement. The company support some of the most respected organisations working on development projects across London and the South East of England.



Chris Madel

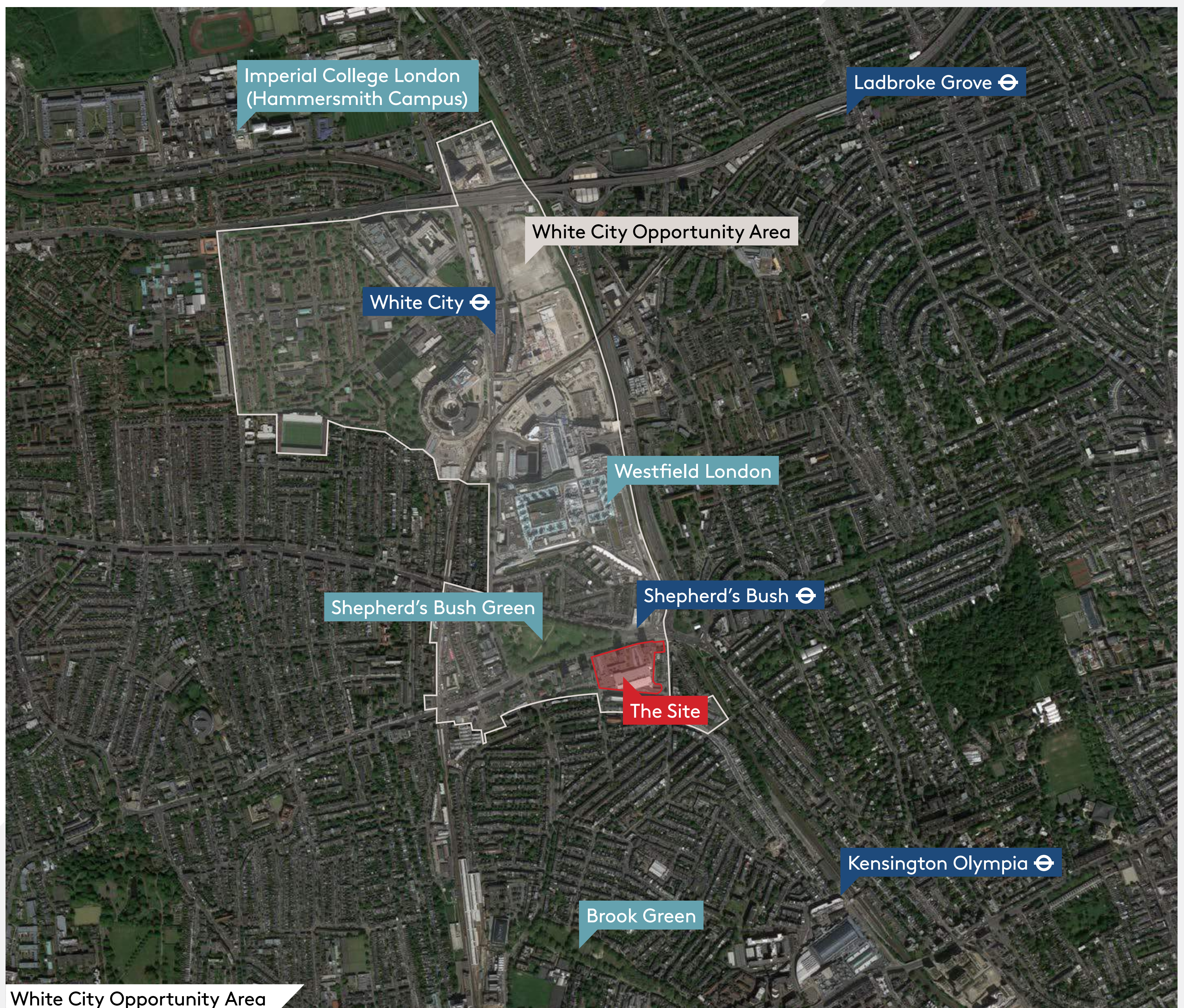


Charlotte Woods



Joanna Scarrott

The site & local context today



Much has changed in and around the Shepherd's Bush area since West 12 shopping centre first opened its doors in the 1970s. The local area has seen rapid transition at Westfield, BBC Television centre, Imperial College's campus and White City Place with the introduction of new homes, office space and shops.

By contrast, West 12 has remained largely unchanged as a predominately retail centre which has struggled to fill the empty shop units in the last few years and has too many of the same type of shops.

The West 12 site is located within the White City Opportunity Area so both Hammersmith & Fulham and Mayoral planning policy supports change on the site.

Landsec is the freeholder of the site and LBHF are the leaseholder of the towers included as part of the Charecroft Estate.

There is now a wide consensus that the site cannot carry on as it is and that change is needed.

This exhibition is another opportunity after the online surveys for you to influence its future.



1970's photo of The Concorde centre

Understanding local aspirations for the site

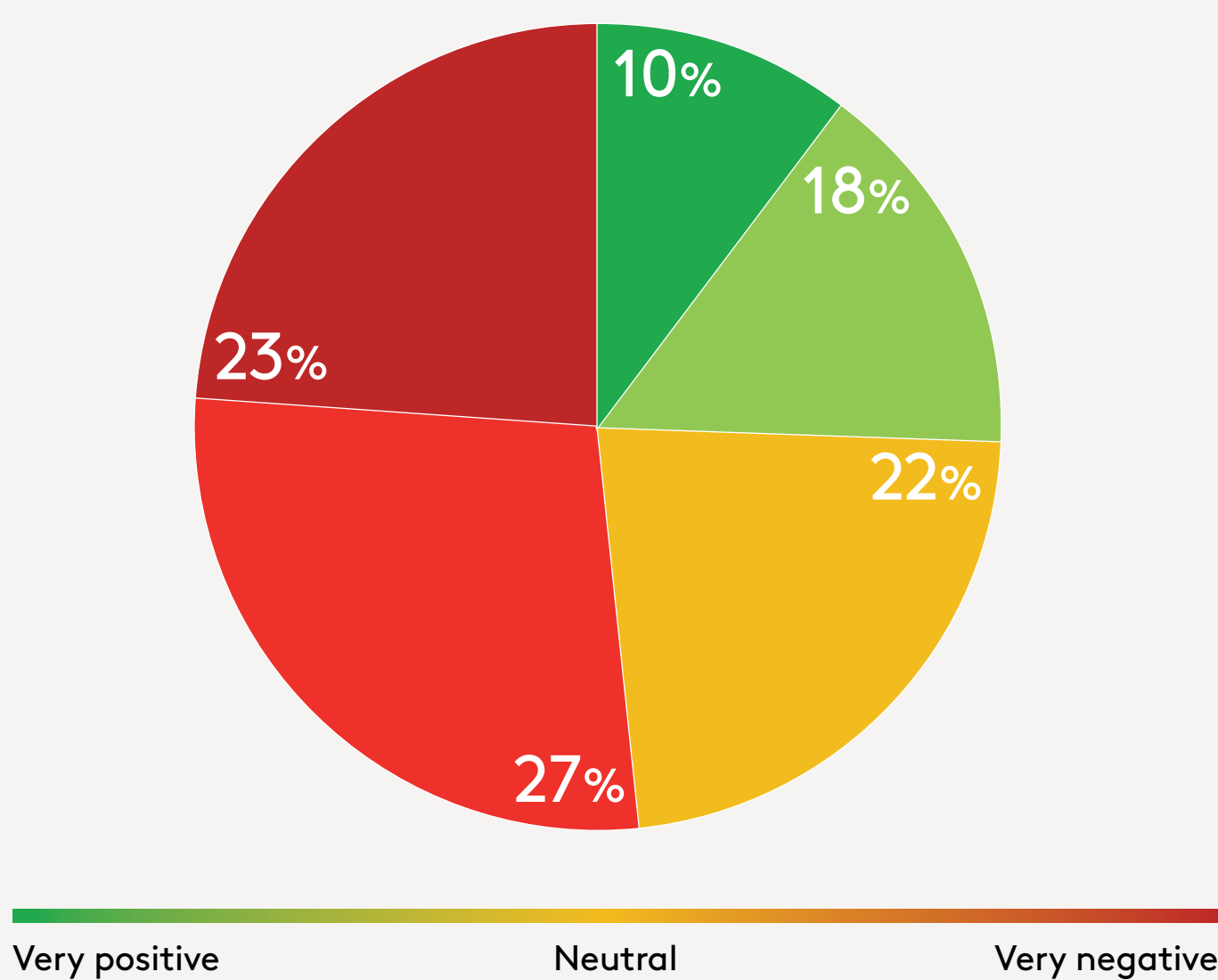
We have conducted online surveys through Commonplace to better understand local people’s aspirations for the site.

Of the 700 respondents, 72% felt either neutral, negatively or extremely negatively towards the site as it is.

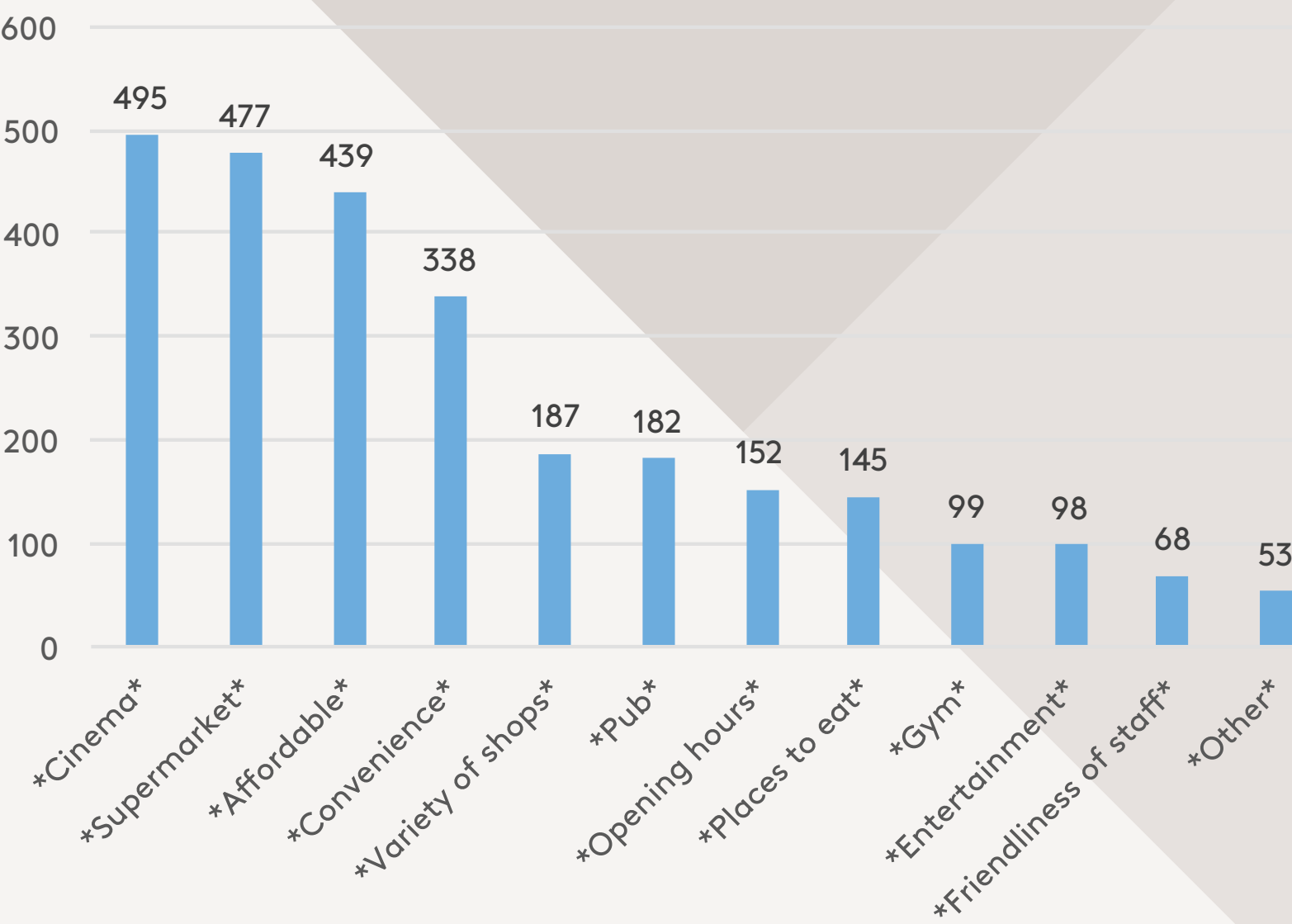
Despite concerns raised around safety, the physical state of the current buildings and the current levels of occupancy, we were also told that there is a unique local convenience offer still enjoyed by many residents.

Based on the feedback we have received to date we understand that many locals would like to see improvements made to the existing West 12 shopping centre.

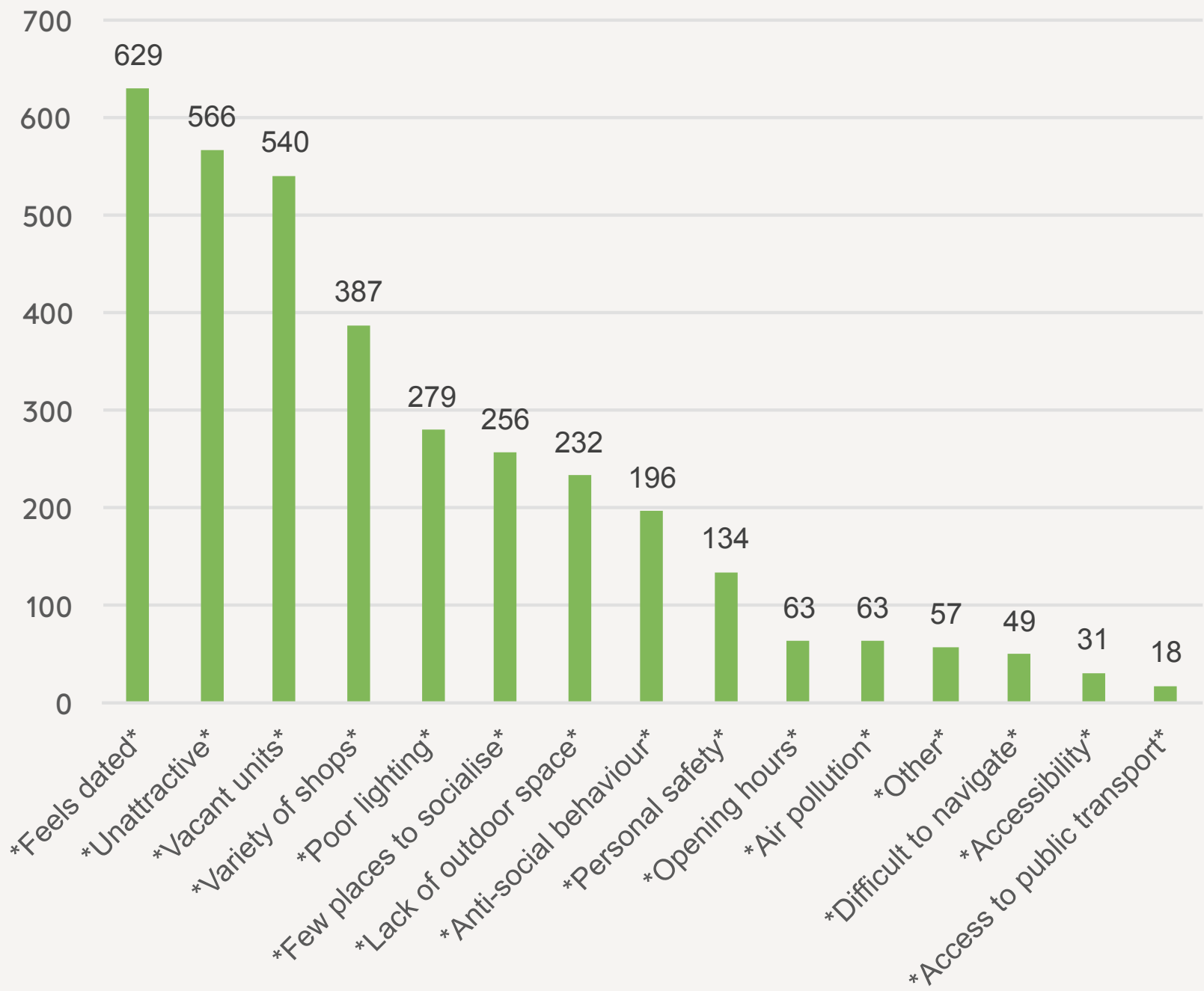
How do people feel about West 12 as it currently is?



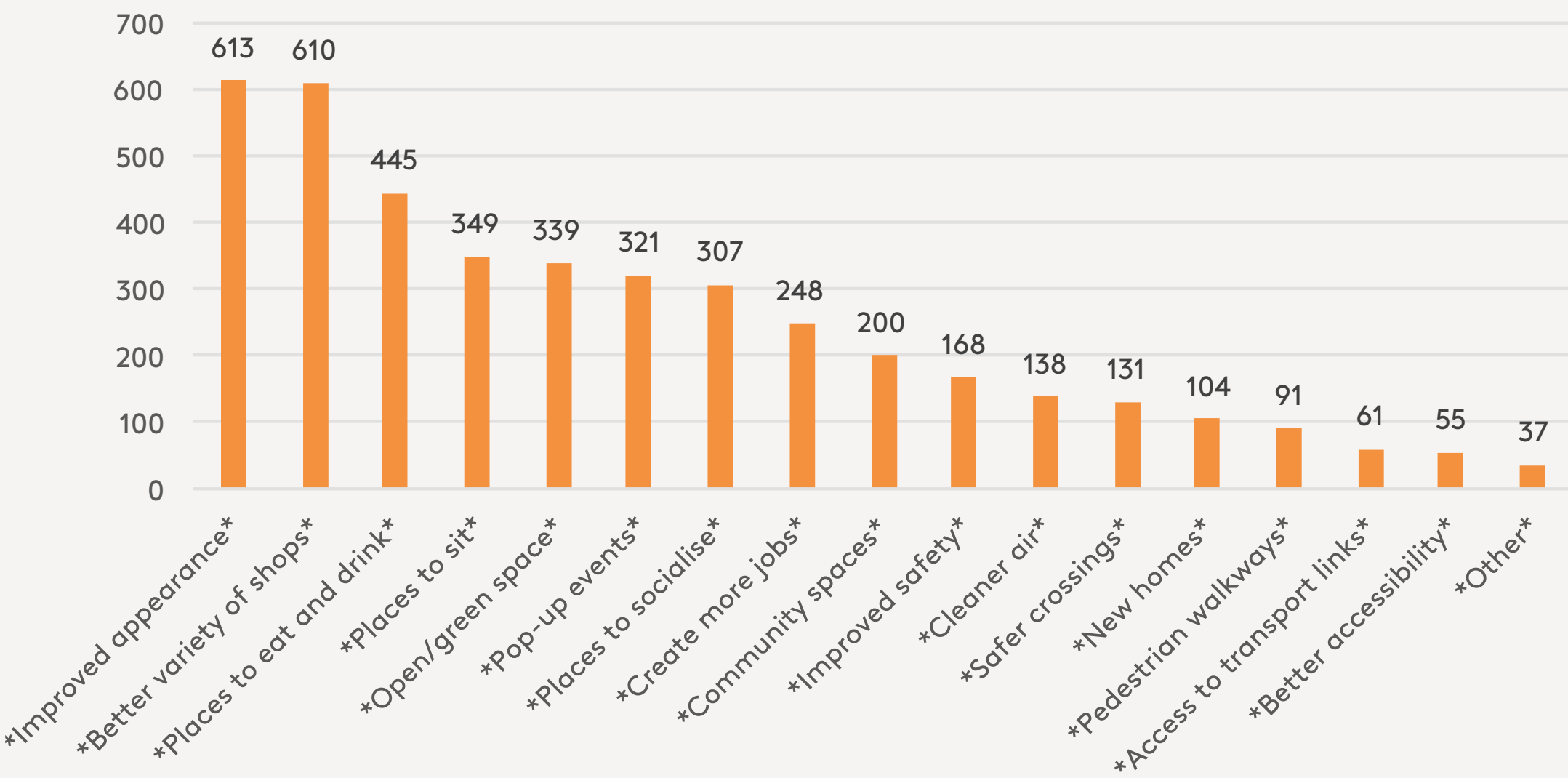
What do people like about West 12 currently?



What do people dislike about West 12 currently?



What would people like to see provided on the site in the future?



What you have told us about West 12

Affordable retail

"Low-budget shops to counterbalance Westfield is a good idea. Gym, supermarket and cafes especially."

"As Westfield is so close it would be nice to have some differentiation, for me West 12 is more affordable and there are some really good cheaper stores that I use frequently."

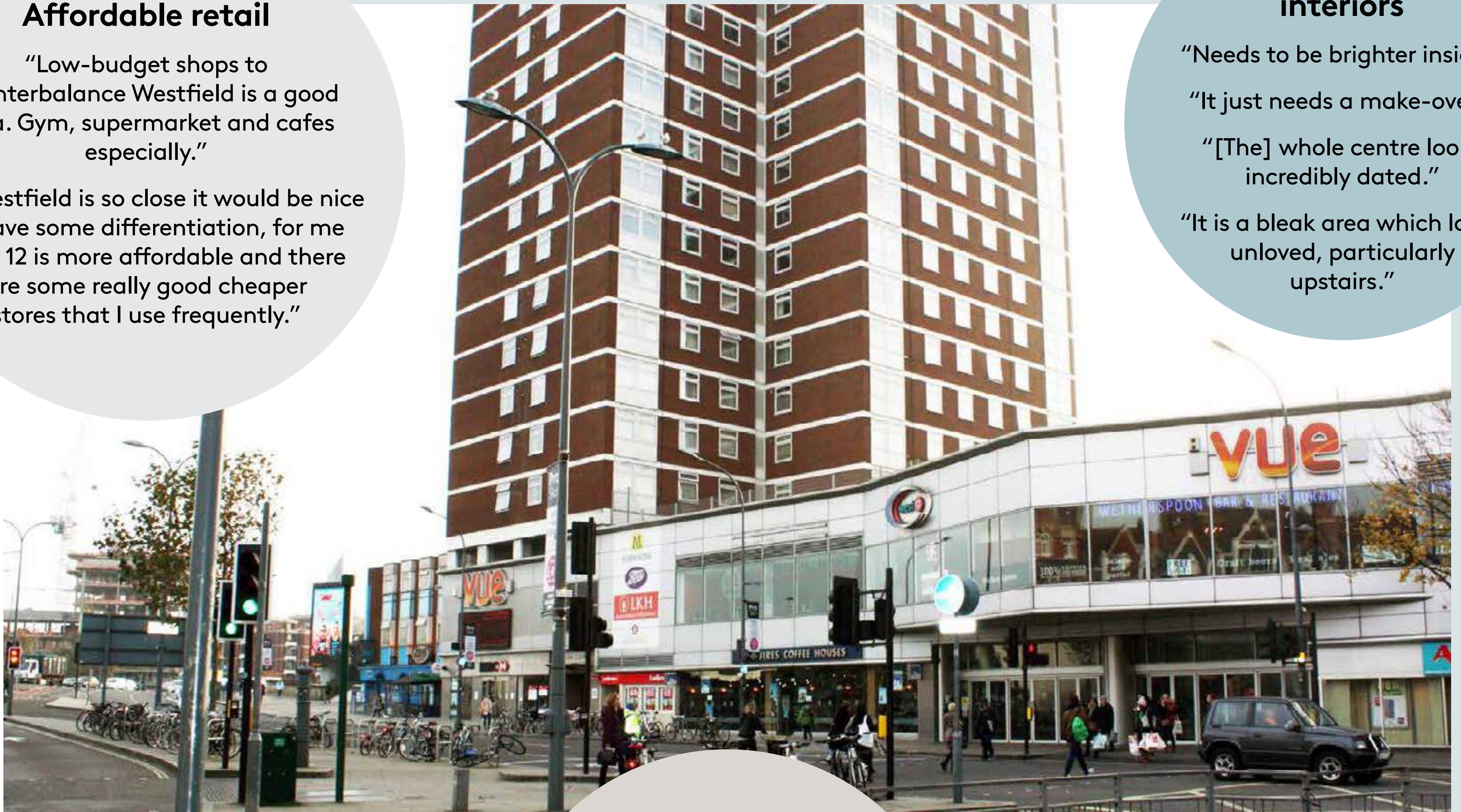
Unappealing interiors

"Needs to be brighter inside."

"It just needs a make-over."

"[The] whole centre looks incredibly dated."

"It is a bleak area which looks unloved, particularly upstairs."



Convolutd pedestrian routes

"The crossing next to the centre is very dangerous and needs to be changed. There should be a yellow hatch area where people cross the road."

"The crossings really need to be made a lot safer."

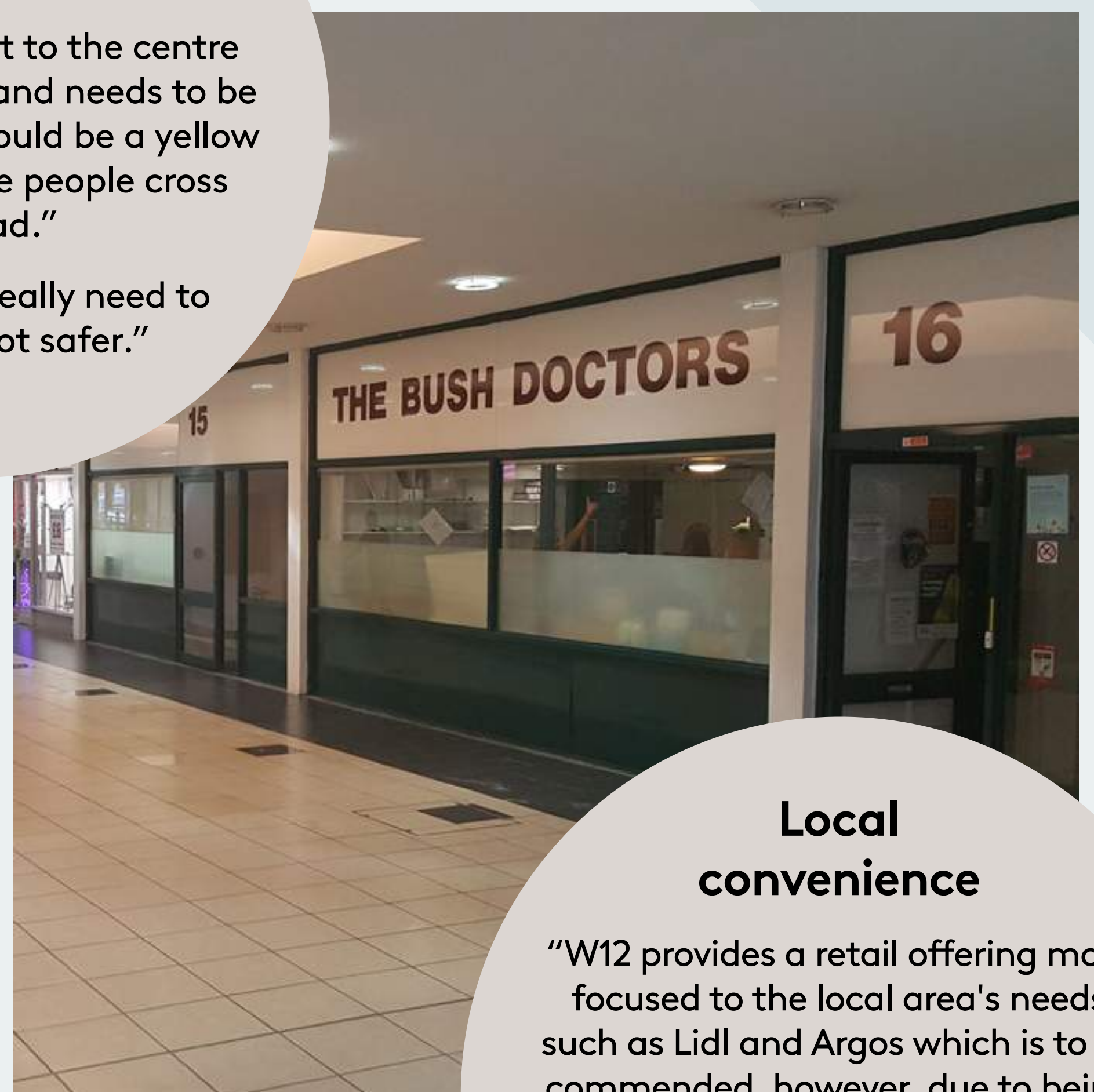


Limited retail offer

"Lack of variety in shops and overall dated appearance."

"[One] One pound shop is enough."

"It also seems a bit unnecessary to have two Vue cinemas in such close proximity."



Local convenience

"W12 provides a retail offering more focused to the local area's needs such as Lidl and Argos which is to be commended, however, due to being dated and unwelcoming I rarely use it."

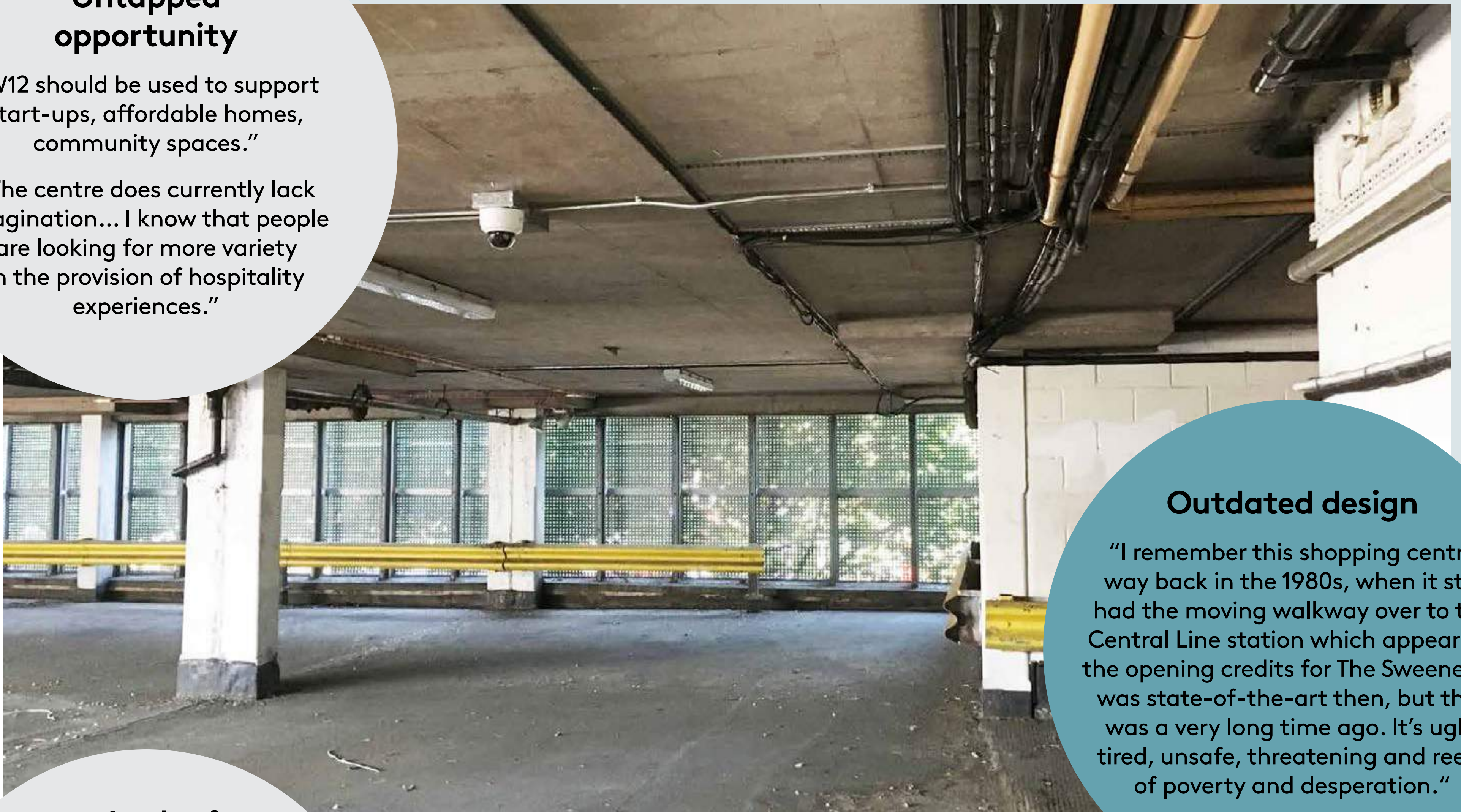
"I like the fact that W12 is for 'locals' ... Westfield, whilst brilliant, is mainly for outsiders...W12 is our local secret! So many shops with such good value."

What you have told us about West 12

Untapped opportunity

"W12 should be used to support start-ups, affordable homes, community spaces."

"The centre does currently lack imagination... I know that people are looking for more variety in the provision of hospitality experiences."



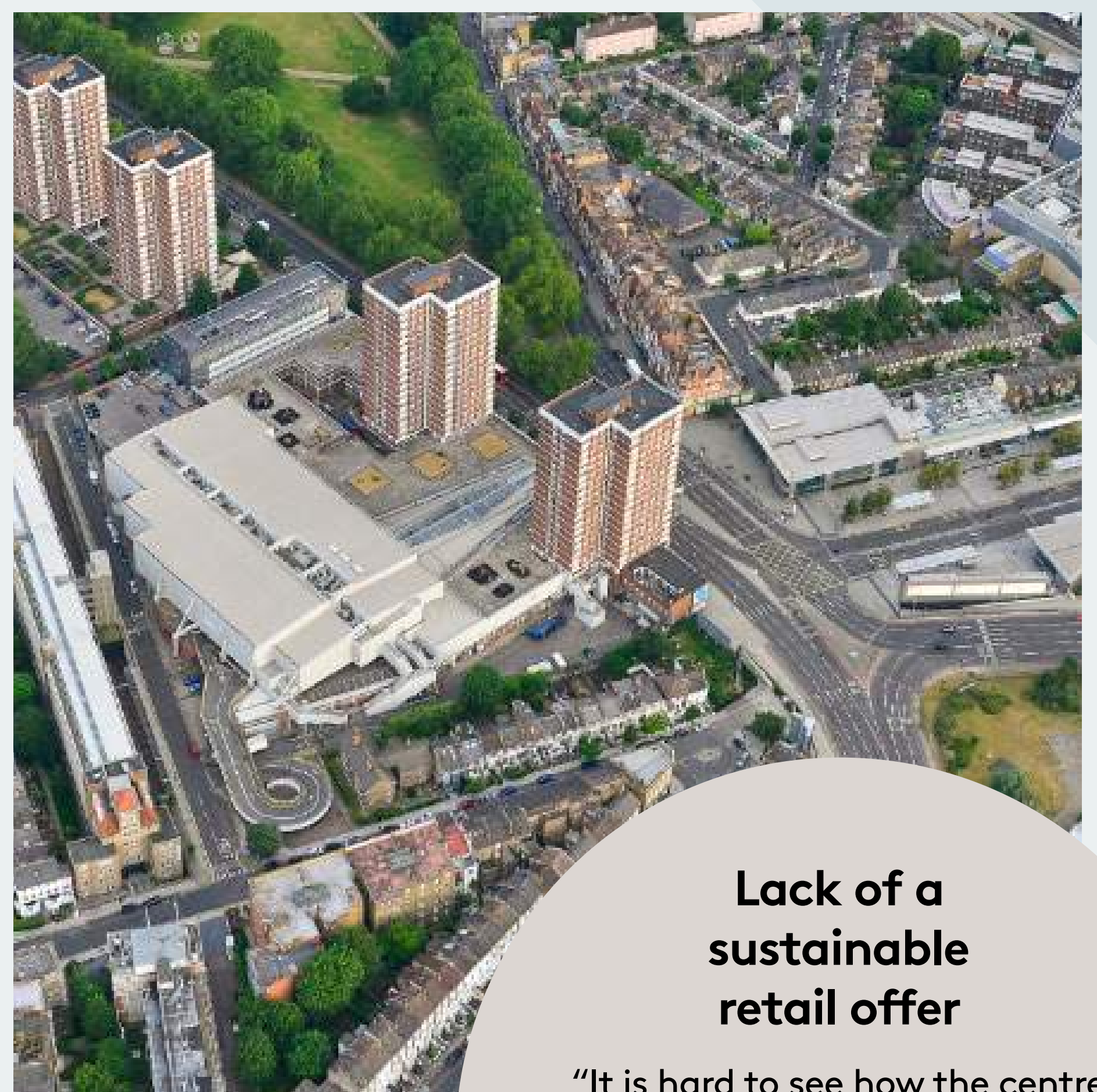
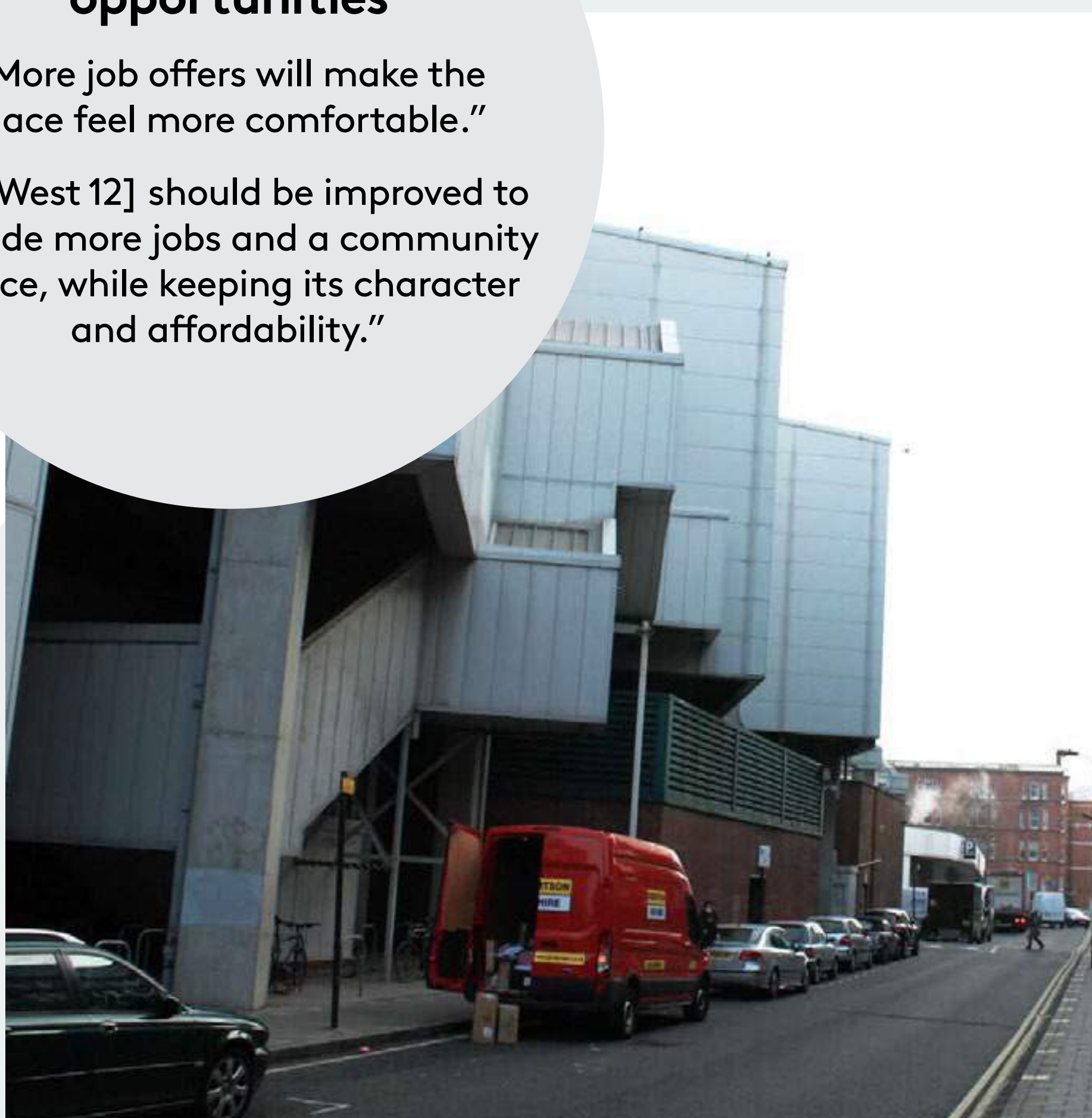
Outdated design

"I remember this shopping centre way back in the 1980s, when it still had the moving walkway over to the Central Line station which appears in the opening credits for The Sweeney. It was state-of-the-art then, but that was a very long time ago. It's ugly, tired, unsafe, threatening and reeks of poverty and desperation."

Lack of employment opportunities

"More job offers will make the place feel more comfortable."

"It [West 12] should be improved to provide more jobs and a community space, while keeping its character and affordability."



Lack of a sustainable retail offer

"It is hard to see how the centre survives commercially."

"Retailers need to invest more to compete for the local market."

"An expanded retail offer should (I feel) meet the needs of the existing 'customers'."

Headline principles

Based on the initial feedback, we have five big themes that we believe respond to what you have told us so far:



West 12 Lidl store

1. This needs to remain as an affordable local convenience retail offer.

- We recognise the need for a very different offer to Westfield so that we can continue to meet local need.
- **You told us** that it is important that the supermarket and local convenience offer is retained – therefore:
 - **We will** retain a supermarket.
 - **We will** continue to provide an affordable eating and drinking option subject to operator interest.
 - **We will** be providing space for a new GP surgery on site.



Indicative new route

2. There is a huge opportunity to create new walking routes and streets which would improve safety on the site.

- **You told us** that you would like to see new connections created through the site.
 - **We propose** to open up a new safe open air route through the site from Shepherd's Bush Green to Charecroft Way which will help to improve safety.



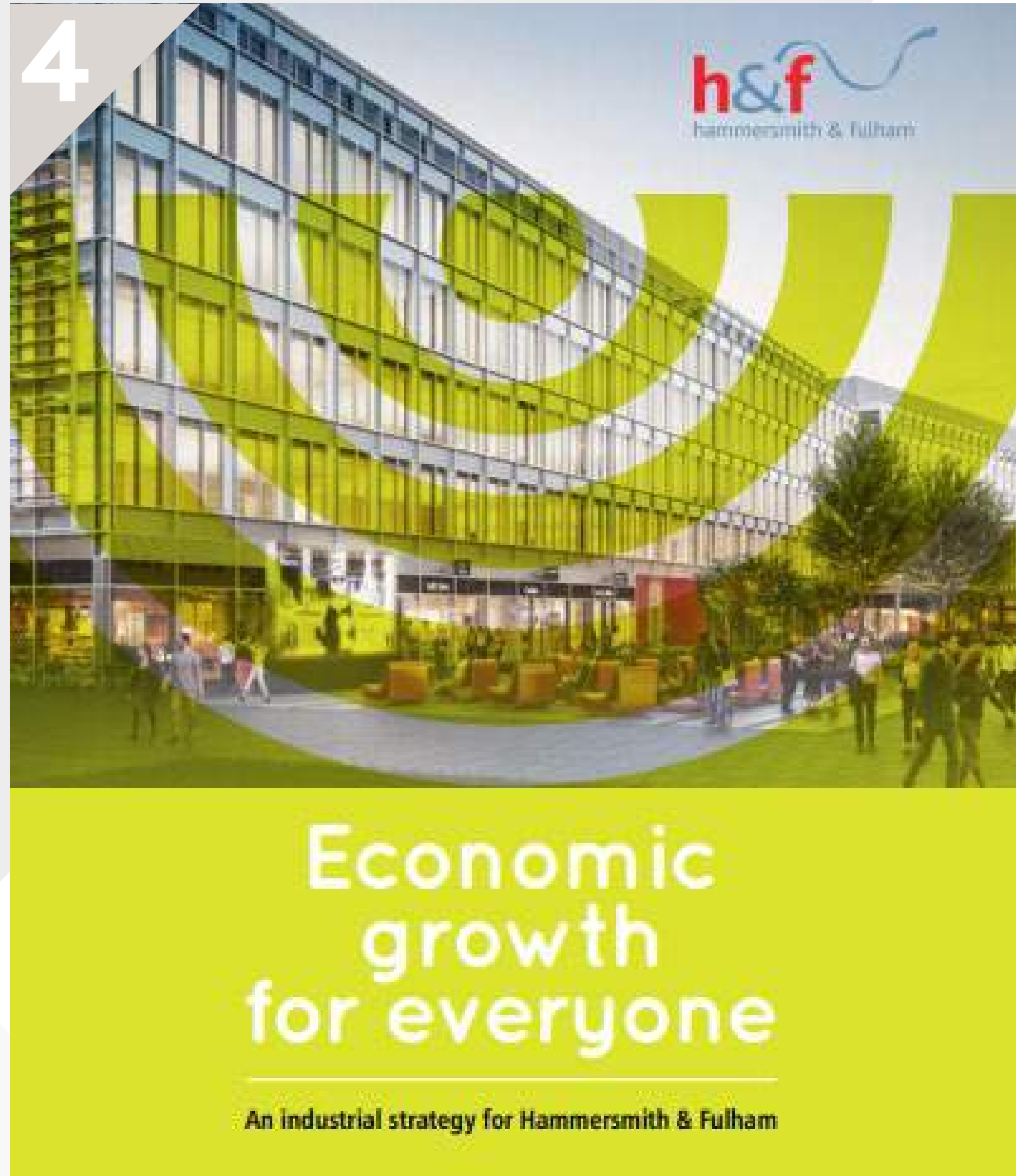
Example of green space design precedent

3. We should support the delivery of new green and open spaces.

- **You told us** that you would like to see new green and open public spaces on the site.
 - **We propose** a series of new open spaces that local people can enjoy.

Headline principles

Based on the initial feedback, we have five big themes that we believe will respond to what you've told us:



4. We should deliver work space to meet local need and support the Borough's Industrial (Economic) Strategy.

- Some people suggested that new work space could be built on the site.
- We think there is an opportunity to facilitate the creation of hundreds of new jobs to meet local need and to provide training to help local people access these new jobs. This would support the Borough's Industrial Strategy.



5. We would also work with the Borough and GLA to meet local housing need.

- The Local Plan (published in Feb 2018) identified the need to build 19,800 homes in LBHF by 2035.
- In the White City Opportunity Area, where the site sits, the need to build 6,000 new homes has been identified.
- Landsec has an ambition to deliver a wide mix of affordable new homes and the redevelopment of the site can play a part in meeting local housing requirements.

Design approach



Proposed improvement of West 12 frontage and retail facing on to Shepherd's Bush Green. Please note we will not be moving anyone from their existing homes in the two Charecroft Estate towers.

Proposed removal of car park and redevelopment of back half of the West 12 site

Indicative design approach

We have given a lot of thought to the right architectural response that meets local need and can deliver a better and safer place.

The biggest obstacle is the southern half of the site so we are proposing that this is demolished and removed. This will provide an opportunity to deliver a mix of new uses, such as homes and work space.

We think it is right to refurbish the front half of the site which would provide an improved affordable retail offer to continue to meet local need.

We also believe that there is a strong rationale for some taller buildings that are higher than the existing Charecroft Estate buildings.

The site is located at the junction of several major roads and is close to a public transport interchange. It also forms part of the White City Opportunity Area where there is support for taller buildings in planning policy. We are currently working up proposals for these buildings and will be sharing the designs with local communities in the spring as part of our second public exhibition.

At this early stage in the consultation process we want to be clear that we will not be moving anyone from their existing homes in the two Charecroft Estate towers. Landsec does not have ownership of these towers (these are managed by Hammersmith & Fulham).

Retailers and phasing

We are thinking about the site in two halves: the back half containing Vue, Fitness First, Lidl and part of the car park; and the front half containing Aroma, Poundland, Argos, Bush Doctors, Wetherspoons and the Shepherd's Bush Green frontages.

When the back half is developed, all retailers there would go e.g. Vue, Fitness First, Lidl. We will definitely bring a supermarket back and are currently in discussions to see who else would want to return.

The plans for the front half the site include proposals to improve and refurbish the frontage facing onto Shepherd's Bush Green. We will not be moving anyone from their existing homes in the two existing Charecroft Estate Towers.

The order in which the front and the back half would be developed is something we are unable to confirm at this time.

What benefits will the development of the West 12 site bring

We believe the redevelopment of the West 12 site will bring a number of long-term benefits to the Shepherd's Bush area such as:



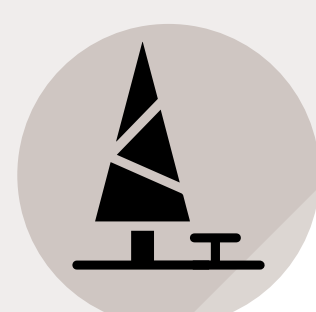
Reduce anti-social behaviour

- Remove off-licence and betting shop
- Remove the car park ramp at the corner of Richmond Way and Charecroft Way
- Remove the unused elements of the car park which operate as a hub for anti-social behaviour
- Re-think the on-street parking on Charecroft Way to prevent anti-social behaviour in cars e.g. drug dealing and consumption
- Improve character and openness to the streetscape along Rockley Road
- Improve lighting to all spaces



Safer streets for pedestrians

- Remove the dark, unactivated night time environment on Charecroft Way
- Improve lighting on Rockley Road
- New, safer, open air pedestrian route through the site to Shepherd's Bush Station / Westfield
- Increase natural surveillance from new residential and retail elements
- 24/7 CCTV coverage across the site



New open & green space

- Recreate the original feel of the Concorde centre by taking the roof off the main mall to create a more welcoming and open retail environment
- Open up the site to natural daylight and install night time lighting
- Keep the site active throughout the week
- New public spaces at the heart of the scheme providing a welcoming environment to be enjoyed by all
- Space for pop-ups, local events and performances
- New street planting, trees and small parks to provide places to sit and breathe



Improved local affordable, convenience offer

- Local service offer for all locals – not Westfield
- Retain local doctors' surgery
- Retain local supermarket



New affordable housing

- Providing new affordable homes
- 700+ new homes across a variety of tenures
- Mix of affordable homes
- Providing much needed new homes for LBHF and London
- High quality, well insulated, heated and powered homes using renewable energy



New jobs

- A variety of retail jobs
- Workspace for hundreds of new jobs
- Affordable workspace provision for small businesses
- 500+ construction jobs
- Measures put in place to help locals access these new jobs
- Potential for local, affordable workspace offer



New community hub space

- To be designed by the community with the help of the local third sector
- Ideas to be explored include:
 - A community café offering healthy food
 - New, high quality, multifunctional facilities for events and community gatherings
 - Provision of local training, volunteering and development opportunities for local people, the unemployed and those living with disabilities



Healthy & sustainable lifestyles

- New green space and children's play areas to encourage safe play with better air quality
- New enlarged doctors' surgery
- Improve air quality through pollution-absorbing planting and materials
- Invest in local cycle infrastructure
- Limited number of parking spaces for electric and shared vehicles
- Improve local drainage systems and natural flood prevention measures

Next steps

Landsec would like your feedback on our basic principles for the site in order to help evolve our designs with the local community truly in mind. As long-term neighbours, Landsec want to work with you in order to make the area better for everyone.

We'll be back later in the spring with more detailed designs and the results from our second stage Commonplace survey, having also taken into account your feedback around our basic principles for the redevelopment of the site.

Please use the comments card provided today to leave us with your feedback. Alternatively, if you have any questions or would like to comment on our proposals at a later date, you can contact us at:



West12ShepherdsBush@londoncommunications.co.uk



0800 307 7972



www.West12ShepherdsBush.co.uk

Timeline

November/December 2018
Commonplace round two

12 & 15 January 2019
First public exhibition

Spring 2019
Second public consultation

If you would like a summary of this information in your own language, please email us at West12ShepherdsBush@londoncommunications.co.uk

Arabic

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يلاتل ينورتكل إل ناونعل ىلع West12ShepherdsBush@londoncommunications.co.uk

Somali

Haddii aad rabto in macluumaadkan laguugu soo koobo luqaddaada gaarka ah, fadlan iimayl noogu soo dir halkan West12ShepherdsBush@londoncommunications.co.uk

What do you like about West 12 currently?

What do you dislike about West 12?

**What would you like to see provided
on the site in the future?**