

W12 Regeneration Profile

An Overview

The W12 area of the borough incorporates a vibrant town centre at Shepherds Bush with a thriving, buzzing cosmopolitan atmosphere. The town centre has an established evening economy, with bars and restaurants offering international cuisine as well as live music venues and a theatre.

Opening in 2008, the new Westfield London development on the north side of the green will be the largest shopping centre in London, bringing £1.6bn worth of investment to the borough. The development will serve as a catalyst for substantial regeneration in this part of the borough incorporating Shepherds Bush Common, where a £3.6m revamp is planned, and the reinvigoration of Shepherds Bush Market. Major improvements in public transport are planned with new stations on the West London line and the Hammersmith & City line, together with bus service enhancements. The regeneration programme will transform Shepherds Bush into a major London destination.

To the north of the town centre, BBC Television Centre and BBC Worldwide form the hub of a major creative and media sector and national exhibition facilities are available at nearby Olympia.

The W12 area is also home to some of the largest concentrations of social housing in the borough and has pockets of significant deprivation. Home ownership is low in this area and unemployment is higher than average.

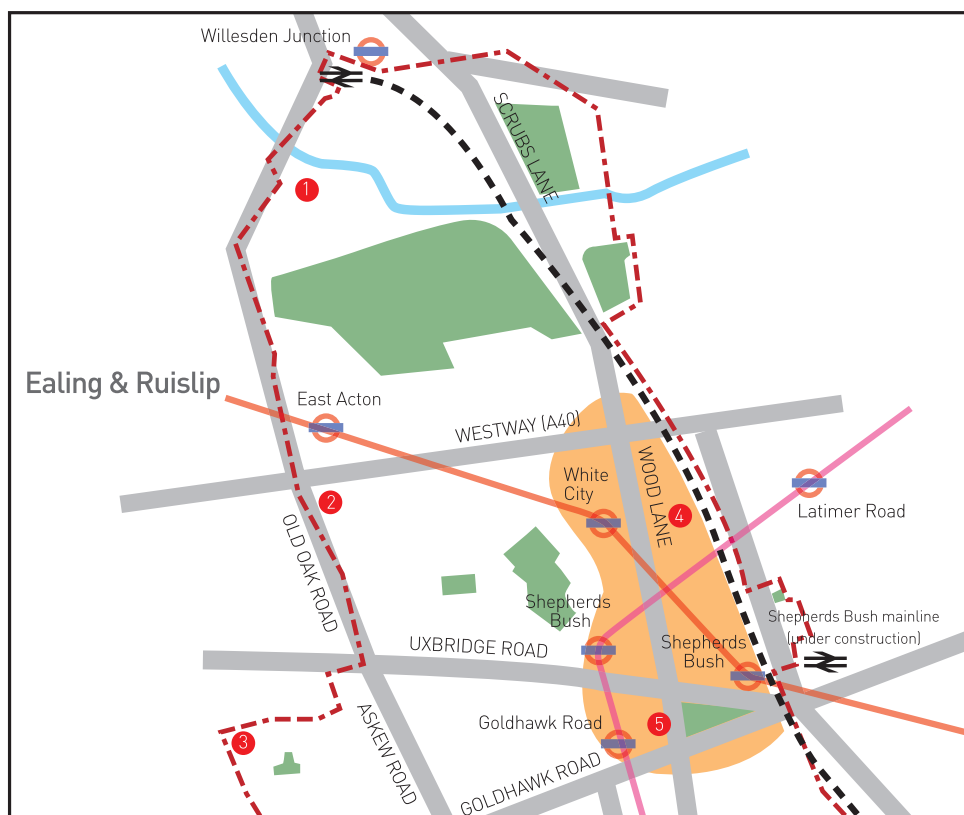
The Opportunities

Shepherds Bush will become a major regional centre attracting investment and providing modern retail facilities for London.

To the rear of the Westfield site a further 18 hectares within the White City Opportunity Area will be developed primarily for residential uses. Currently at masterplanning stage, the new housing will provide for mixed and balanced communities and be integrated with the surrounding area, including the White City Estate to the west. This area could produce an estimated 3,500 new homes. In terms of employment uses, the development is expected to draw significant interest from media and creative industries as a result of its proximity to the BBC.

Further north the borough includes a substantial amount of railway land. The borough is currently looking at the scope for development opportunities in this area.

In addition a number of key development sites are already underway and further opportunities exist as outlined overleaf.



W12

- 1 Old Oak Common Sidings
- 2 Former Savoy Bingo Club, Westway
- 3 Larden Road
- 4 White City Opportunity Area
- 5 Former Odeon Cinema, Shepherds Bush Green

West 12 area

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| | Sites | Site Area (ha) | Comments | Status |
|---|---|---|---|---|
| 1 | Old Oak Common Sidings | 32.50 | LDF Preferred Options seeks a mix of uses including railway uses, Class B employment, and possibly some residential uses. The existing nature conservation function must be protected and enhanced. | LDF Site Specific Allocations Preferred Options site |
| 2 | Former Savoy Bingo Club, Westway | 0.16 | LDF Preferred Options seeks a mix of uses to create an active street frontage at ground floor level and residential use on the upper floors. | LDF Site Specific Allocations Preferred Options site |
| 3 | Larden Road | 2.33 | July 2006 planning approval (2006/02023/ful) for conversion and alteration of existing buildings and erection of new buildings, to provide 453 residential units; B1, D1, A3, A1 and D2 uses with 280 car parking spaces. | With planning permission |
| 4 | White City Opportunity Area | Total site is 30ha-developable area is 18ha | LDF Preferred Options seeks a comprehensive redevelopment providing a primarily residential scheme with associated supporting infrastructure and facilities, open space, a mix of employment uses and a waste management facility to meet the needs of the development. The new housing must provide a mixed, balanced community, meeting the housing needs of local residents and must be integrated with the surrounding area. The Preferred Option seeks a high quality environment and townscape and improved access to transport networks. | LDF Site Specific Allocations Preferred Options site |
| 5 | Former Odeon Cinema, Shepherds Bush Green | 0.30 | Planning approval for redevelopment to provide a 186 bedroom hotel and other associated uses including: retail space and leisure facilities. LDF Preferred Options seeks retention of existing building and redeveloping it for a mix of uses including a hotel, with retail and leisure uses at ground floor level to create an active street frontage and possibly some residential use on the upper floors. | With planning permission and LDF Site Specific Allocations Preferred Options site |

Significant regeneration projects in W12



Westfield London

The iconic scheme will showcase some 265 speciality shops in 150,000m² of integrated retail, food, lifestyle and leisure facilities spread over three floors. The centre also includes restaurants, a cinema, library, gymnasium and health spa, bus station and two new railway stations. It will generate 7,000 new jobs.



BBC Wood Lane

A further stage in the development of the BBC complex including a Music Centre (12,512m²), the gateway office building (19,534m²) and ancillary shops and restaurants.