The White City Campus is a new exciting chapter in our history – it will expand our research and drive the next generation of scientific and technological breakthroughs. Here, our staff and students will work on some of the biggest challenges facing society today, from preventing the spread of disease to delivering sustainable sources of energy.

We have made a long-term commitment to the White City community and the campus will be an open and welcoming place where we work closely with our neighbours, schools and community organisations. The campus will also enable us to expand our partnerships with start-ups, tech companies, major businesses and fellow academic bodies.

Imperial College London is a university specialising in science, engineering, medicine and business. We’re a community of problems solvers with a mission to use our research for the benefit of society.

www.imperial.ac.uk/white-city-planning
We are committed to making a difference in the local community by working in partnership with local residents, businesses and organisations.

You may have already met us at one of our events in and around the White City Campus, where we have been working with local partner organisations to bring our research to life and share the wonder of science.

Public consultation on the White City Campus

The Invention Rooms: Opening this Autumn on Wood Lane

We are excited to be opening a new community innovation space called The Invention Rooms on Wood Lane, which will be a place for creativity, learning and innovation.

Drone racing

We invite a group of young people from the White City Youth Club to take on a drone racing challenge to learn about coding and technical skills.

WHAT THE TECH?

Drone Racing Challenge

The Maker Challenge

We've started our first Maker Challenge programmes for students aged 14–18 from local schools. The sessions take place on evenings, weekends, and during school holidays. Working together in teams, you will have the chance to invent something new, develop your dream project and bring your creations to life. It's all free. All you need to do is apply – the next programme starts in January, and applications will open in the autumn term.

In the Community

Advanced Hackspace

Reach Out Makerspace

Interaction Zone

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THE TECH!

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In spring this year, we shared our initial proposals for the south site with the local community. We introduced three key principles which are guiding our masterplan.

We received positive feedback on these principles and they have continued to shape our masterplan as we prepare to submit an outline planning application later this year.

1. Creating connections through the site
   - We are proposing accessible connections throughout the campus, linking to both existing communities and new developments. These connections include:
     - A new land bridge from Wood Lane over the Central line railway tracks;
     - New pedestrian routes through the site and to the north, south, east and west;
     - The consented pedestrian and cycle underpass to Latimer Road.

2. Open, public spaces to support collaboration and community
   - A series of high-quality common spaces are at the heart of our masterplan. These will be attractive focal points for the campus, open to everyone, where people meet and take part in events and activities. Our development plots and open spaces have been designed to integrate with other open spaces and parks nearby, creating seamless links through the White City area.

3. A flexible masterplan for flexible buildings
   - The scientific challenges we face are constantly changing. To make sure we can adapt to these changes now and in the future, our masterplan is flexible. It identifies a number of building plots and two larger ‘development zones’ which could be divided up into several smaller buildings. The detailed designs for each individual building will be developed in the future.
The involvement of local people is helping to shape this exciting new part of White City and we have listened to your feedback.

How we are using your feedback

We have compiled an overview of the responses that we received to help you understand the feedback we received. Your comments included...

How we are responding...

This is what you said:

What do you think of the proposals for the campus to include new homes and a hotel, as well as cafés, restaurants and other community and cultural spaces, to complement the research and office space?

- Fully support: 40%
- Broadly support: 31%
- Somewhat support: 18%
- Neutral: 4%
- Don't know / neutral: 13%
- Have some concerns: 18%
- No answer: 5%

What do you think of the draft proposals for a research and innovation campus on the south site, led by Imperial and its business and research partners?

- Fully support: 36%
- Broadly support: 40%
- Somewhat support: 13%
- Neutral: 4%
- Don't know / neutral: 13%
- Have some concerns: 5%
- No answer: 4%

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The White City Campus will be open to everyone. We've developed our plans for connections to all of the surrounding neighbourhoods and built on our ideas for the common spaces at the heart of the development.

How the campus fits with the surrounding area
We're helping to join together a network of public spaces and landscaped areas across White City, each with its own character.

Our masterplan is based around key pedestrian routes connecting neighbouring areas to the north, south, east and west. To make access to our campus as easy as possible, these routes have shaped the large open space at the heart of the site and influenced our illustrative landscaping strategy (see image left). Together, these pedestrian routes and open spaces also determine the development plots for new buildings.

We want our campus to be full of life and activity. Its open spaces will be attractive focal points which welcome everyone in. The high-quality public realm will be a vibrant place, with a series of flexible outdoor spaces linked by key pedestrian routes. They could be used to host events, science and technology exhibitions, or performances.
Our masterplan will allow us to develop a world-leading campus which can respond to the challenges and changes in science and technology over many years to come.

During our first consultation, we introduced our draft masterplan which was designed to be as flexible as possible. When we submit an application to the London Borough of Hammersmith and Fulham, it will be for an outline masterplan. We have illustrated a possible version of the scheme to give a sense of what the development could look like in the future.

**Flexible masterplan**

- Fix the public areas within the campus and the maximum amount of development
- Set maximum heights – 6 to 13 storeys for the research and business buildings, and 17 and 32 storeys for the two residential buildings
- Set out requirements for the detailed design of future buildings, such as setbacks, etc., to allow views into/out of the campus and maximum sunlight in the central space
- Provide more detailed information about taller buildings, to give a better idea of future design quality

**Development zones and plots**

- **Zones**: These are flexible areas and future buildings will vary in height and footprint within maximum parameters. They will be decided as the user for each building comes forward. Each building will require a detailed planning application and further consultation before the scheme can be approved.

**Plots**: These show the location of future buildings.

**UPDATED PLANS: A FLEXIBLE MASTERPLAN**
The White City Campus will be a lively and vibrant place to be. We want to support research and innovation by creating a place where people meet, collaborate and share ideas.

We’re also working on a meanwhile use scheme to provide flexible business space in the near future.

The meanwhile scheme would provide space for high-tech, high-growth businesses while Imperial’s long-term masterplan for the campus is progressed. On one part of the site, up to 20,000 sq m of flexible and modular space for commercial partners will be delivered on a phased basis over the next three years, with intent for at least 10,000 sq m in phase one to be fully fitted out and occupied before the end of 2019.

The scheme would allow companies to work alongside Imperial academics in a flexible, high-quality working environment.

In addition, we are considering how temporary uses could provide opportunities for public events, exhibitions and other activities on the campus. Such uses would welcome the community into the campus in the short and medium-term while the future masterplan is progressed.

www.imperial.ac.uk/white-city-planning
We are bringing forward updated proposals for the final two plots on the north site of the campus and we’d like to hear your feedback.

Five buildings are under construction or already complete at the north site, while the final two plots — known as A and G — require detailed planning permission before construction can begin.

Current planning permission

Across the White City Campus north site, researchers and businesses are already helping to tackle major global challenges, from preventing the spread of disease to delivering new, sustainable sources of energy.

The buildings on plots A and G are designed to support further work on such challenges. Currently, plots A and G have outline planning permission for 5,900 sq m and 6,000 sq m of office space respectively (granted 2015).

Why are changes being proposed?

We are now working with potential occupiers for Plots A and G and need to make some changes to the existing planning permission to ensure we can provide the types of facilities that may be required. This includes increasing the height and the amount of floor space to provide the flexible space we need.

One of the potential occupiers is Imperial’s School of Public Health, which works to improve general health in populations throughout the world, including addressing major global public health challenges like obesity, cancer, heart disease and dementia. It focuses on world-leading research, training for the next generation and influencing health policy, often working with the NHS and health organisations worldwide.

To bring occupiers like the School of Public Health to White City we need to offer the right type and size of accommodation. These proposed changes to Plots A and G would mean the College could provide space for Imperial researchers and its commercial partners which cannot be accommodated elsewhere, such as in the I-HUB.

There is also an opportunity to create an improved gateway into the campus from Wood Lane and Shinfield Street, by introducing new public realm and places to eat and drink (on Wood Lane).

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Our design would provide the specific type of accommodation required by world-leading researchers and innovators, while also responding to the local surroundings.

We are making changes to ensure the buildings on plots A and G would be fit for future occupiers. These include:
- Providing future flexibility for Imperial researchers and commercial partners across both plots
- Providing a flexible layout to allow for laboratory, teaching and office functions in the future
- Responding to the College’s need for maximum flexibility in the medium- to long-term so we can respond to changing work and research practices

**Design: façade and materials**
- The façades of A and G respond to both the architecture of other buildings nearby and environmental factors, such as sunlight/glare control and heat gain
- Both plots will draw on a palette of materials which respects the surrounding area – the brick terraces of Shinfield Street, buildings along Wood Lane, and the emerging materials within the northern part of the campus

**Design: form and massing**
- Plots A and G provide a stepping down of height from the 35-storey residential building to the terraced houses on Shinfield Street
- Plot A steps from the terraced houses on Shinfield Street up to meet plot G
- Plot G steps up from plot A on Wood Lane, responding to the scale of the residential building

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**Proposed buildings**

<table>
<thead>
<tr>
<th>Number of storeys</th>
<th>Change from previous proposal (2012)</th>
<th>Approximate height</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plot A</strong></td>
<td>Ground floor +6 (+2)</td>
<td>29m</td>
</tr>
<tr>
<td><strong>Plot G</strong></td>
<td>Ground floor +9 (+3)</td>
<td>41m</td>
</tr>
</tbody>
</table>

**Adjacent existing buildings – complete or under construction**

<table>
<thead>
<tr>
<th>Building</th>
<th>Number of storeys</th>
<th>Approximate height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood Lane Studios</td>
<td>Part ground floor</td>
<td>32m</td>
</tr>
<tr>
<td>Residential building</td>
<td>Ground floor</td>
<td>133m</td>
</tr>
</tbody>
</table>

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www.imperial.ac.uk/white-city-planning
As we take the next step in completing the north part of the White City Campus, we can update you on some of the benefits that the campus will bring to the local community.

Public access

We are:

- Developing more detailed plans for the landscaping and public realm for the whole site (north and south of the Westway), including the pedestrian links into our site from Shefield Street and Wood Lane.
- Working on new booking arrangements for Brickfields Community Hall to make it easier for local residents to use this facility.

Improvements on Wood Lane

The updated plans for plots A and G would:

- Create an open and transparent ground floor, providing a more attractive gateway into and out of the campus on Wood Lane.
- Provide new cafés and restaurants, adding more activity to Wood Lane and opening out on to the public realm.

Other community commitments

- We’re looking at the demand for nursery centre provision carefully as part of Imperial’s wider childcare strategy, taking a phased approach as the community grows. We don’t currently believe there is enough demand for a nursery on the north site – instead, we are exploring the potential to deliver it on the south site in the longer term, while also building capacity at our existing nursery facility.
- We are progressing other S106 commitments, including a health centre and an educational outreach facility.
- We are continuing our efforts to deliver the underpass between our site and Latimer Road in RBKC by working with LUHE, RBKC, the Westway Trust and Network Rail. We have also made a number of financial contributions, including more than £350,000 for local transport.

Through our latest plans, some benefits will be delivered sooner, and others in the longer term: