Imperial College London

Welcome to our public consultation on updated plans for the last remaining plot (Plot A) on the north site of our White City Campus.

Imperial College London’s plans are to create a new student accommodation building on Plot A, which will also include commercial/business space at the lower floors.

We held a consultation in the summer and are now providing another opportunity for the community to view and provide comments on the plans before they are submitted to the London Borough of Hammersmith and Fulham (LBHF).
The history of White City is a story of change. Over the past 150 years, it has evolved from quiet countryside to the site of great international exhibitions, a place for forward-thinking social housing, the location of a global broadcasting powerhouse and the home of a world famous football club.

Today, White City is becoming a centre for research, innovation, culture, commerce, retail and new homes for a diverse community – with resident organisations including the revamped BBC Media Village, the Royal College of Art and Imperial College London.

Imperial College London in White City

Imperial’s White City Campus is a platform for innovation and entrepreneurship at the heart of a vibrant area to live, work and play. We are driving this evolution with a £2 billion investment in a new 23-acre integrated collaborative campus, at the heart of the White City Opportunity Area.

Imperial is consistently rated as the UK’s most international university and we aim to reflect and build upon this outward facing ethos at our White City Campus – by attracting staff, students and academic and industrial partners from all corners of the world.

We’re also committed to making a positive impact in White City by working in partnership with the local community to create new opportunities, unleash local talent and make a difference in areas such as education, employment, enterprise and health.

Highlights so far:

• The campus is home to over 60 companies. I-HUB and Scale Space support businesses to accelerate their growth and create new jobs.
• Our dedicated community space, The Invention Rooms, hosts programmes to help local residents of all ages develop science and tech skills.
• Over 5,000 scientists, clinicians, engineers and commercial partners have been brought together in state-of-the-art facilities to solve both global and local challenges.
• We’ve built 192 new homes and 606 studio apartments for postgraduate students.
Most of the buildings at Imperial College London’s White City Campus north are now complete and in use, with the exception of the School of Public Health which is currently under construction next to Plot A on Wood Lane. Further work is also being carried out to improve the site’s infrastructure and landscaping.

White City Campus north

The White City Campus north includes the Translation and Innovation Hub ‘I-HUB’, the Molecular Sciences Research Hub and the Sir Michael Uren Hub, as well as homes including student accommodation at GradPad and affordable homes for Imperial key workers at Eighty Eight Wood Lane.

Outline and detailed plans at White City Campus north were previously approved by the London Borough of Hammersmith and Fulham (LBHF).

White City Campus south

South of the Westway (A40) is our dedicated community space, The Invention Rooms, where the College’s community engagement team run education, skills and employment-based initiatives for local residents of all ages and backgrounds – making critical contributions to building knowledge and capacity in STEM within the community.

The south site also includes a new innovation space for scale-up businesses, Scale Space.

The whole campus forms part of the emerging White City Innovation District, bringing diverse people and skills together to create a global economic and cultural hotspot.
Plot A is located at the corner of Wood Lane and Shinfield Street. It is the last building in the part of the White City Campus that is north of the Westway (A40).

We have previously consulted with the community about plans for Plot A and the principle of building on the site is well established.

Plot A had formerly been identified as the location for new academic offices and support facilities – with planning permission granted in 2020. This will now instead form part of the White City Campus south site on the other side of the Westway (A40).

Instead of office use, we are proposing to develop the site for student accommodation, to help meet the housing needs of the campus community.

Key benefits

• Flexible and active ground floor spaces
• Improved public realm
• Much-needed student housing
• A green roof to support a sustainable development
• Placemaking – helping to create a dynamic local campus and college community
The updated Plot A proposals include:

- New studio apartments for students. Of the 212 bedrooms, 35 per cent will be available as affordable accommodation (at a discounted rent), and a portion will be designed for those with accessibility requirements.
- Ground floor facilities such as a management suite, laundry room and post room.
- 425 sq m of flexible commercial space on the ground floor.
- Two wheelchair accessible parking spaces (Plot A will otherwise be car-free).
- 173 secure, internal bicycle parking spaces.
- A security room adjacent to the main entrance to the campus, which will serve the wider site.

Potential ground floor layout

Example upper floor layout

Indicative images of the proposed student accommodation – including communal outdoor space, shared workspace for students and studio apartments.
Building height and design

The building at Plot A has been designed to ‘step back’ from the residential properties on Shinfield Street, in the same way as the existing Wood Lane Studios.

The design of the building has evolved following the public consultation held this summer and in response to feedback from the London Borough of Hammersmith and Fulham.

This includes a number of detailed design improvements, as well as increasing the step back from Shinfield Street on the 6th-8th floors (see images below).

The main entrance has also been relocated to the south east corner of the building, facing onto the central square, and amenity space has been moved to the first floor to face towards GradPad. The part of the building closest to Shinfield Street will be 3 storeys. This will rise to 6, 9 and 12 storeys at the southern part of the building, which will be next to the School of Public Health.

The materials used on the building will be chosen to respect the existing architectural style of the local area, with brickwork complementing the terrace houses on Shinfield Street and Wood Lane.
LANDSCAPING AND SUSTAINABILITY

Landscape masterplan
Our plans for Plot A include new trees and landscaping around the border of the student accommodation building, linked to wider landscaping and site infrastructure work taking place across the rest of the White City Campus north.

Works are currently ongoing to improve the existing public realm on the campus, and we are also moving forward with the central square project which is expected to commence once the construction of the School of Public Health has been completed.

The image below shows how these new green spaces will help to create a pleasant space for pedestrians to move around, supporting local ecology and urban wildlife.

Part of a green campus
The plans for Plot A are compliant with the London Plan, which sets out standards for development on energy and sustainability. We are targeting an ‘excellent’ BREEAM sustainability rating.

The building will use a standalone air source heat pump system for its energy, helping to minimise the building’s carbon impact in line with Imperial’s Sustainability Strategy, which sets out our plans to create a sustainable university for the future and become a carbon net-zero institution by 2040.

The planning application will include technical assessments relating to its environmental impacts, to ensure the development is sustainable.
Your feedback

Please let us know your comments by completing a feedback form at our event or on our website.

Following the consultation, we will consider all feedback received before the plans are finalised and submitted as a planning application to the London Borough of Hammersmith and Fulham.

Working with our neighbours

Imperial has been developing the White City Campus for over a decade and works closely with the local community to minimise disruption during works.

If the plans are approved, we will communicate details of the construction programme with site neighbours and keep them updated as works progress.

Noise and dust will be controlled by planning conditions agreed with the council. The planning application will also include an Outline Construction Traffic Management Plan setting out how the impacts of construction-related vehicle movements will be mitigated and proposals for sustainable construction travel to the site. Construction vehicles will not be permitted to access the site via Shinfield Street.

All building projects at the White City Campus are signed up to the Considerate Constructors Scheme to ensure that everything possible is being done to be good neighbours. These measures include monitoring noise, suppressing dust and ensuring that construction traffic arrives and leaves site in a considerate way.