
Core Strategy

Local Development Framework
October 2011



www.lbhf.gov.uk/ldf

Hammersmith & Fulham Council

Leader's foreword

by Councillor Stephen Greenhalgh, Leader, Hammersmith & Fulham Council



I am delighted that Hammersmith and Fulham's Core Strategy was adopted in October 2011. This document forms the basis for the planning of the borough over the next 20 years. It has taken a number of years to prepare and has benefited greatly from close working between the council, local residents and the borough's amenity groups. I would like to thank everyone who has contributed to its preparation.

The Core Strategy sets out our vision to balance preservation with growth. The ambition is to preserve the things that make this borough so special whilst going for growth in our opportunity areas. Cities are built for people but they are also built around their transportation systems. That is why Hammersmith and Fulham is going for growth in Earls Court, White City and Old Oak, three stations along the West London Line. In total we want to create 38,000 jobs and build 22,000 homes in these three Opportunity Areas to provide the much-needed lung for London in the west. Of course we must seek the necessary transport and social infrastructure, including new schools and open spaces to support this growth.

In the Earls Court West Kensington Opportunity Area, we are collaborating with landowners, the GLA and the Royal Borough of Kensington and Chelsea to masterplan the area to achieve a potential 7,500 new homes and 12,000 new jobs and supporting shopping and community facilities. In Old Oak, our plans are more long term and are linked closely with proposals for a high speed rail line between London and Birmingham (High Speed 2), and our regeneration vision is for a new "city" of new homes, extra jobs and a waterside park along the Grand Union Canal built around a 21st century transport super-hub station called Park Royal City International .

However, our Core Strategy policies are not only about achieving growth. We want to foster a borough that is less polarised with its extremes of wealth and poverty and has more opportunities for our residents to own a stake in their own homes. We also want a borough that is safe and healthy and offers an improved quality of life for all our residents.

We will support the Core Strategy with other strategies and planning documents, notably planning frameworks for the borough's regeneration areas and a development planning document that includes detailed development management policies. We will also continue to work with all those groups and organisations that have an interest in the future of the borough.

I look forward to working with all interested parties to ensure that the policies and proposals in the Core Strategy take us forward to a bright future in a Borough of Opportunity.

Councillor Stephen Greenhalgh,

Leader, Hammersmith & Fulham Council

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1 Introduction

Purpose of this document

1.1 This document is Hammersmith and Fulham's adopted Core Strategy published in accordance with Regulation 36 of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008. It has been published, together with the adopted Proposals Map.

What is a Local Development Framework Core Strategy?

1.2 The Local Development Framework (LDF) is part of the Government's planning system, introduced by the Planning and Compulsory Purchase Act 2004. The LDF will consist of a collection of local development documents including Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs).

1.3 When adopted, the LDF will replace the borough's Unitary Development Plan (UDP) and will be used, together with the London Plan, to help shape the future of the borough and to determine individual planning applications and deliver development. Other DPDs, including the Development Management Policies DPD, and SPDs will need to be in conformity with the Core Strategy DPD. The Core Strategy will replace a number of existing UDP policies, but others will continue to operate until replaced by more detailed Development Management Policies (see Appendix 7).

1.4 The Core Strategy DPD is the overarching document of the LDF and sets out the Borough Partnership's long term vision, as set out in H&F's Community Strategy published in September 2007, to create a borough of opportunity for all. It highlights the strategic objectives for the borough, focussing on the key issues to be addressed, and includes a delivery strategy for achieving these objectives. It identifies major regeneration areas and allocates strategic sites for development which are considered crucial to the achievement of the Core Strategy.

1.5 The document sets out as far as practicable when, where and by whom actions will be taken, identifying the Council and its partners where relevant.

1.6 All the LDF documents that the Council is producing, and their production timeframe, are set out in the borough's Local Development Scheme (LDS). The LDS and all the borough's LDF documents may be viewed on the link to the Council's website below:

www.lbhf.gov.uk/ldf

The LDF's relationship with other policies and strategies

1.7 The Core Strategy provides a clear way forward for the regeneration of the borough. It closely relates to the Community Strategy, but also reflects and promotes supporting Council strategies, such as the Housing Strategy 2007-2014, Economic Development Strategy 2007-2012, and other strategies of our partners, such as the Primary Care Trust.

1 Introduction

National Policy and the London Plan

1.8 The LDF must be consistent with national policy, produced by the Department for Communities and Local Government and its predecessors, in the form of Planning Policy Statements, Policy Planning Guidance Notes and Circulars. The LDF also needs to be in general conformity with regional guidance, produced by the Mayor of London and set out in the London Plan.

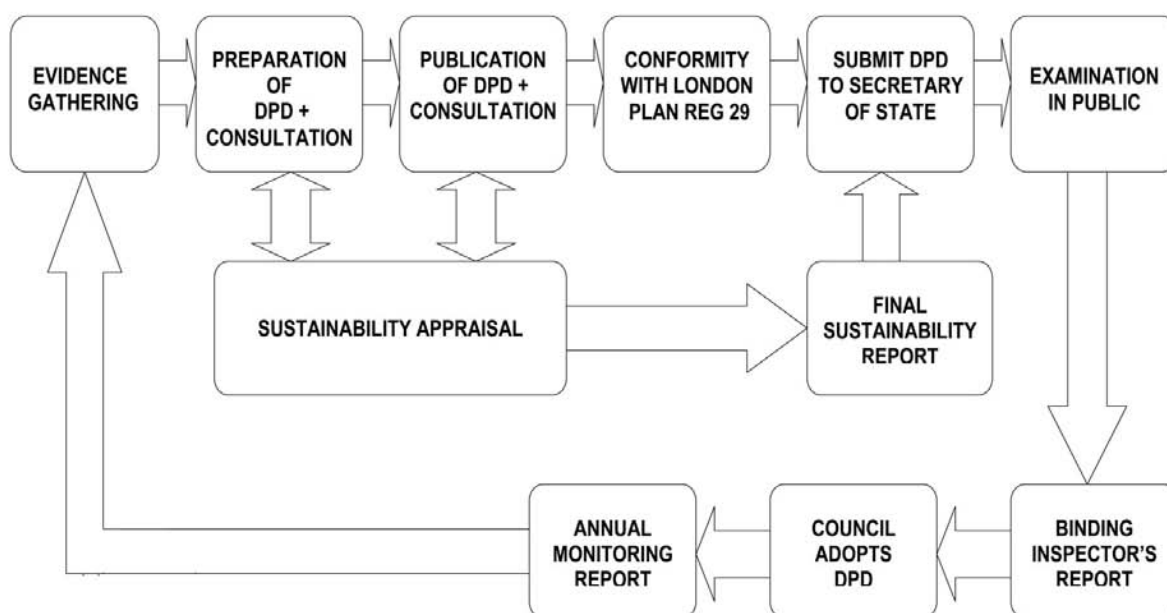
1.9 National policy is continually being produced and updated, including policy on LDFs as set out in PPS 12 Local Spatial Planning published in 2008. In addition, the London Plan has recently been updated with a new plan published in July 2011. As new policies emerge, the LDF will need to take account of them.

Sustainability Appraisal

1.10 Development Plan Documents are subject to sustainability appraisal (SA). This involves identifying and evaluating a plan's impacts having regard to social, environmental and economic impacts and helps to ensure that the plan accords with sustainable development principles. Sustainability appraisal incorporates the requirements of the European Directive 2001/42/EC on the 'assessment of effects of certain plans and programmes on the environment' (SEA Directive).

1.11 Appendix 1 of the Core Strategy provides a summary of the findings of the SA, and the full SA is published separately as a supporting background document.

Key stages in the production of Development Plan Documents



2 Hammersmith and Fulham

The Place

2.1 It is important that the strategy for the future development of Hammersmith & Fulham is based on an understanding of the area as it is now and the challenges that need to be addressed. The summary below outlines the key features of the borough and the challenges that the Core Strategy seeks to address.

The Area

2.2 Hammersmith and Fulham is an Inner London borough in a strategic location on the transport routes between the City and Heathrow. The borough is oriented north-south with most major transport links, both road and rail carrying through traffic east-west across the borough. Some of the busiest road junctions in London are located in the borough at Hammersmith Broadway, Shepherds Bush and at Savoy Circus and the borough suffers disproportionately from the effects of through traffic. North-south movement in the borough is poor.

2.3 The borough benefits from a long frontage along the River Thames (7km/4 ½ miles) and from a section of the Grand Union Canal in the north of the borough. These waterways enhance the environment and character of the borough and provide the potential for further benefit to the borough.

2.4 It is an area of contrasts, of wealth and poverty, and of attractive environments, many of which are protected by conservation designations and other areas that are less attractive and that need improvement.

2.5 It has at least four distinct areas each with their own character - Fulham, Hammersmith, Shepherds Bush and the area to the north of Wormwood Scrubs – the College Park/Hythe Road area.

The People

2.6 The population of the borough is relatively young and ethnically diverse. It is also a highly mobile population with about half of all households having moved in the previous five years. Nearly half of the population (43%) is between the ages of 19 and 40 years old which is significantly higher than in London (35%) and the rest of the country (27%).⁽¹⁾ The borough has a high proportion of single people, the second highest proportion (54.7%) of any local authority in England & Wales. Four in ten (40.3%) of all households consist of one person (Source: 2001 Census).

2.7 It is projected by the GLA taking account of the borough's housing target of an additional 615 dwellings pa that the population will increase from 175,800 in 2006 to 189,800 in 2031 (a 14,000 (8%) increase) and that households will increase by 14,600 from 79,880 households in 2006 to 94,400 in 2031 (an 18% increase) (Source: 2009 Round of GLA Demographic Projections, Updated Jan 2010). This is a slower rate of growth than most other London boroughs. The main growth in number of households will be in 'one person' households (32% up to 2026), while the number of 'couple' households will decrease by nearly 8%.

1 2009 Mid-Year Estimates ONS June 2010

2 Hammersmith and Fulham

2.8 There is expected to be a growth in the 50 and 64 age group of 9,500 between 2009 and 2026, equivalent to 46%. The population aged 20 to 49 is expected to grow by 16% during the same period and the population aged 65 to 79 to grow by 14%, and 80+ by 23%.⁽²⁾

The Economy

2.9 Hammersmith and Fulham's economy is part of the wider London and West London economic area. The borough occupies a favourable location in west London and is attractive to a variety of businesses. It has enjoyed significant growth in employment and economic activity over the last three decades with the central Hammersmith area becoming an important sub-regional location for offices. In 2006, 115,000 people worked within the borough boundaries which is an increase from the 111,500 employed in 2004 (Annual Business Inquiry). Just over a quarter of people working in the borough also lived in the borough. The largest employer in the borough - the BBC is based in Wood Lane and has expanded its complex there in recent years and has approximately 14,000 employees. This number will decrease with the proposed move of some of the BBC's staff to Salford and central London.

2.10 Recent development of the Westfield Shopping centre has seen an increase in importance of the retail sector. Other key employers include education and health providers. The latter having expanded its research facilities in recent years.

2.11 In recent decades there has been a substantial change in the composition of businesses with a significant decline in traditional manufacturing, whilst the publishing, printing and recorded media sector has grown. Smaller firms have become much more important; 76% of businesses have fewer than five employees

3 Challenges

3.1 The key challenges that the Core Strategy aims to address are:

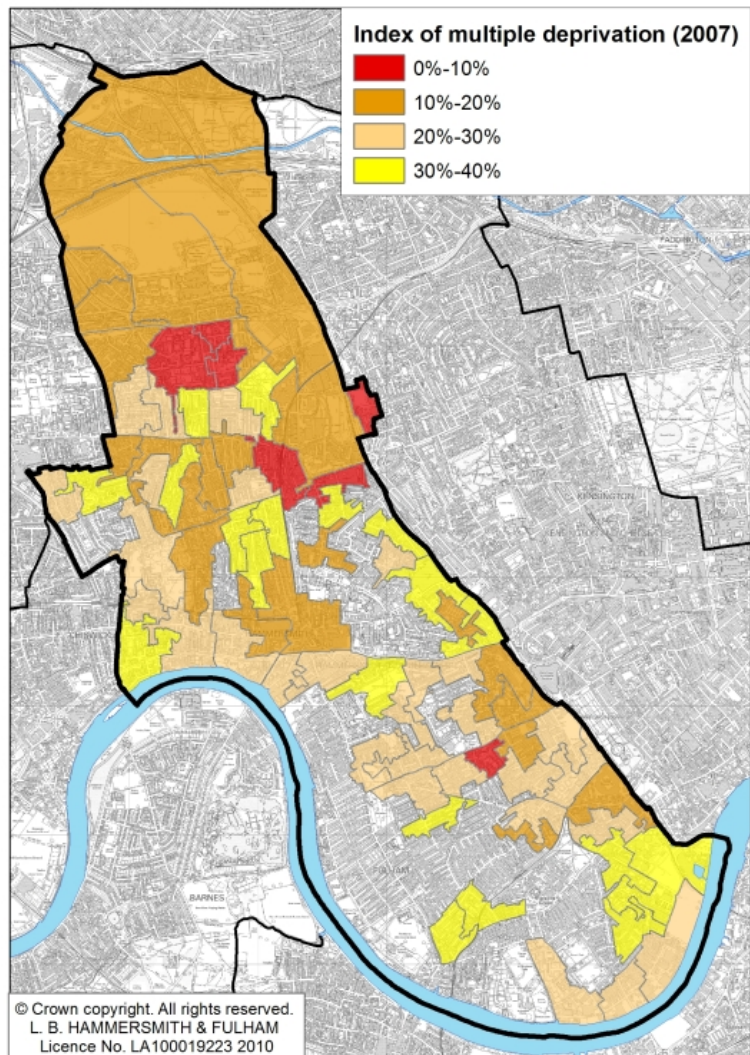
Reducing deprivation and polarisation

3.2 The borough has high levels of deprivation and social and economic polarisation. It is ranked as the 38th most deprived local authority area in the country and there are significant pockets of deprivation, particularly in the north of the borough. Seven (6.3%) of the borough's Super Output Areas (SOAs - Super Output Areas are used by the Office of National Statistics (ONS) to identify local neighbourhoods of about 750 households) are within the top 10% most deprived nationally. Five of these comprise major public sector housing estates: White City, Wormholt, Edward Woods, Clem Atlee and Charecroft. A further 21% of the borough's SOAs are in the 10-20% worst nationally. Most of these areas are in the north of the borough but also extend into parts of Hammersmith and north Fulham (see Map 1).

3.3 H&F not only has high levels of deprivation but it is also a very polarised borough. For example, in the last census 27% of household heads classified themselves as "employers, managers or professionals", while some 26% said they were entirely dependent on benefit. A quarter of households are dependent on incomes of less than £10,000 per annum, and nearly 40% of households are dependent on incomes of less than £20,000. In comparison, nearly a quarter of households had incomes in excess of £60,000.⁽³⁾

3.4 Until the 1970s, social housing and council estates tended to be occupied by households with a greater mix of incomes than is now the case. The mix of social housing tenants has come to include proportionally more people on lower incomes, some experiencing multiple deprivation. Approximately 70% of social housing tenants in Hammersmith & Fulham are currently workless and dependent on benefits⁽⁴⁾ and they make up the largest single group within the estimated 20,250 (2008) workless residents in the borough. Nearly 4,000 lone parents are dependent on benefits.

Map 1: Deprivation



3 H&F Housing Needs Update 2007

4 An Economic Development Strategy for H&F 2007

3 Challenges

3.5 Deprivation and low household incomes also impact on health inequalities and result in high levels of child poverty. About 27% of people are in poverty in H&F compared to 51% of children in poverty.⁽⁵⁾ Childhood poverty in H&F does not follow the general north-south divide, but is much more scattered geographically across the borough. In 2005 over 10,000 children were living in families receiving means-tested benefits. In 2007 over 40% of primary school children and 25% of secondary school children were entitled to free school meals in H&F compared to national figures of 16% and 13% respectively. Further details of the health, wellbeing and social care needs of the borough can be found in the Joint Strategic Needs Assessment 2009/10⁽⁶⁾ carried out by the council and NHS Hammersmith and Fulham.

Increasing housing supply and diversifying tenure

3.6 The very high cost of private sector housing in the borough means that there are very few opportunities for households on low to middle incomes to progress up the housing ladder from private and social renting to homeownership. Many younger households either have to move out of the borough when they no longer want to share with others or need a larger house, or they look to be housed in social housing. This lack of opportunity for homeownership for low and middle income households increases economic and social polarisation in the borough.

3.7 Hammersmith & Fulham has increased its stock of social rented housing by nearly 7% since 1981 and about one third of the housing stock is now social rented housing compared to an average of 25% in London and 21.5% in West London. Social rented housing is particularly concentrated in the north of the borough, where over 40% of the housing stock is in this tenure. Shared ownership and other intermediate low cost housing still only makes up 1 to 2% of housing stock in the borough.

3.8 Another issue in relation to housing supply is the continuing need for family size social rented housing when compared to the council's and the housing associations' stock of social rented housing. 40% of council stock is one bedroom accommodation⁽⁷⁾ and the RSL stock is relatively small, the average size of all Registered Social Landlord (RSL) stock (12,220 units⁽⁸⁾) is 3 rooms, compared to the average for private sector dwellings of 4.2 rooms.

Improving the quality of housing

3.9 About two thirds of the housing stock in H&F is owned by the private sector. About 85% of this private housing stock is over 60 years old and about two thirds of the dwellings are in flats. Nearly one fifth of the borough's private sector housing does not meet the government's decent homes standard⁽⁹⁾. The decent homes standard considers four main factors – disrepair, unfit, modern facilities and thermal comfort. In the private sector, improvements to energy efficiency will be mainly through government legislation and initiatives, for example through the building regulations and programmes such as Renew, Warm Front and through private investment. Planning policies can help to ensure that new housing is built to meet higher standards of energy efficiency and accessibility.

5 Children and Young People's Plan 2008-11

6 Joint Strategic Needs Assessment 2009/10

7 H&F Housing Strategy 2007-2014: A Housing Ladder of Opportunity for All

8 LBHF Stock Condition Survey 2004. Appendix A1

9 LBHF Stock Condition Survey 2004

3.10 Nearly a quarter of council rented dwellings are in 66 high rise blocks and a further 60% are within 1,213 medium rise blocks. The properties are largely based within inward looking large estates with non permeable layouts as opposed to traditional streets. Whilst amenity space is provided, this is often ill designed and has become unattractive, underused or misused space. The council's experience of the redevelopment of a few social housing blocks over the past 15 years has demonstrated that with the application of modern planning and design principles an increase in numbers of homes can be achieved, with an improvement to the communal space and environment through making better use of land previously used for pram sheds and other ancillary outbuildings.

3.11 Recent satisfaction surveys indicate that residents on the council's housing estates have significantly lower levels of satisfaction with their neighbourhood than the borough average.

3.12 The way that public housing has been funded in the past means that new housing built over the past 20 years or so has tended to be smaller sized units. This has meant that overcrowding has become an issue as families grow and cannot move on to more suitable accommodation, which can impact on the health of residents. As a result, there is need for more family sized housing in the borough both from new and existing demand; this also applies across low income households who wish to rent or purchase.

3.13 The national Decent Homes programme is ensuring that council owned housing meets a minimal quality standard. However in the long term there is an issue about the level of expenditure that will be needed to ensure that the properties are fit for purpose and will meet the changing aspirations of residents for accessible and energy efficient homes within a decent, safe environment. Current investment planning projections show that just maintaining the stock at decent homes standard will be a challenge for the council over the next 30 years. The structure and layouts of existing blocks also limits the opportunity to further improve energy efficiency and accessibility. As a result, the properties compare unfavourably with new build homes which are achieving much higher levels of energy efficiency.

3.14 The design of the current social housing stock also makes it difficult to increase the number of dwellings that are accessible to residents who need to use a wheelchair. Of 508 medium-rise mansion or deck access blocks only 85 (17%) have lift access. Retrofitting lifts to blocks that were not designed to have such a facility is often difficult, if not impossible, and where possible, the cost of installation is prohibitive. Access ways into blocks and homes are not wide enough and there are often stairs and raised thresholds which would need to be removed to allow full access. New homes are built to a Lifetime Homes standard which offers residents the opportunity to remain in their home regardless of their changing circumstances.

Maintaining the economy and increasing local employment

3.15 The Core Strategy needs to provide the conditions for businesses to thrive to ensure that there is a broad range of employment opportunities and for the qualifications and skills of local people to be improved so that the levels of worklessness can be reduced. It also needs to continue to contribute to London's world city role.

3 Challenges

3.16 H&F has developed as a centre for a range of creative and media industries, due partly to the presence of the BBC in the White City area but also to good transport links. There is the potential to further develop these activities. Many of the sites that were previously designated for employment uses are no longer appropriate for the location of H&F's new employment activities, particularly offices and creative activities. The areas that are most appropriate for growth are those areas with high levels of public transport accessibility.

3.17 Hammersmith Hospital and Imperial College Healthcare NHS Trust provide a significant potential for expansion of medical research and for related activities to be established in the borough.

3.18 The continued growth of the local economy and the regeneration of deprived and run down parts of the borough depends on improvement in access and the reduction of the adverse effects of traffic congestion, especially on north-south routes.

Regenerating town centres and local centres

3.19 The main challenge in relation to the town centres – Hammersmith, Shepherds Bush and Fulham - is the need for their regeneration and better utilisation of sites within the designated town centres to ensure the continued provision of a wide range of high quality retailing, services, arts and cultural and other leisure facilities to serve local residents, visitors and workers.

3.20 The regeneration of the Shepherds Bush Market is a priority as it will improve the attraction of Shepherds Bush Town Centre and act as a catalyst to further integration of the Westfield centre with the older part of Shepherds Bush Town Centre.

3.21 There have been public realm improvements in all three town centres and others are planned, and there is a need for regeneration to respect local context as well as provide for further improvements to increase the vitality and quality of each centre. The economic health varies in different parts of each town centre and specific policies and intervention is needed to improve these areas.

3.22 There is also a concern that too many independent and specialist shops and services are being displaced by retail chains and that there is little difference in offer between centres.

3.23 Despite the variation between the different centres, there are challenges which affect the centres to a greater or lesser extent (for more detail see background paper⁽¹⁰⁾), including:

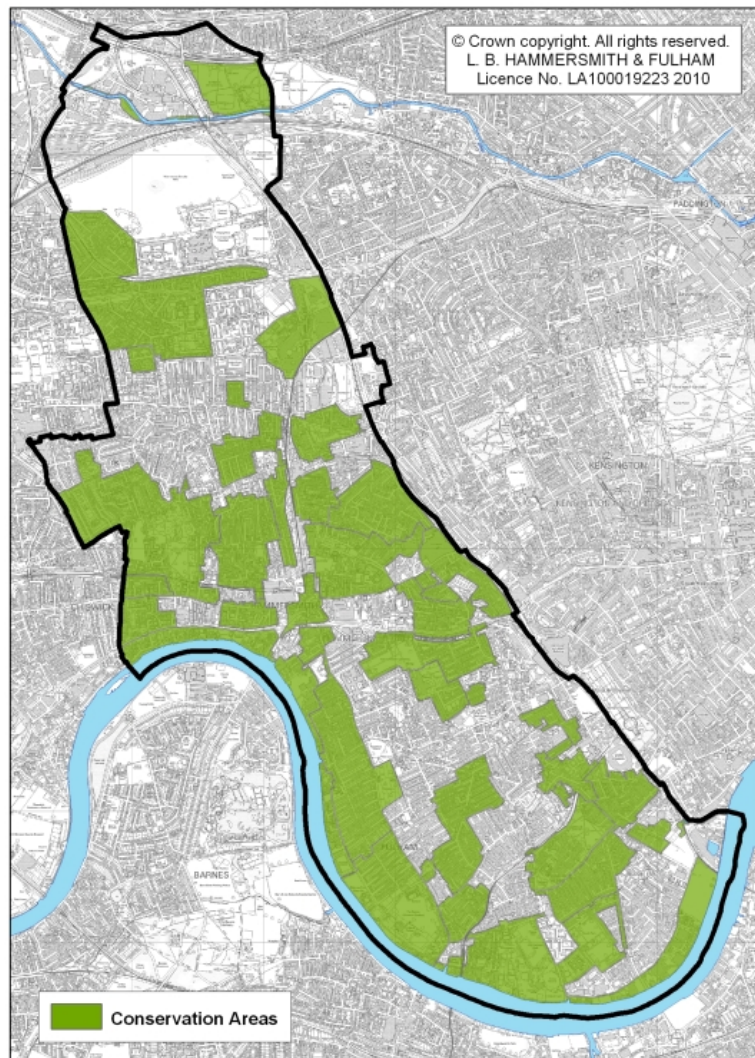
- Pressure to change from shopping to other uses;
- Ensuring that the network of local centres and other parades and shops are easily accessible to local residents so that they are able to reach local shops and services easily and safely
- A desire for a wider range of shops, particularly independent shops and services that are valued by local residents;
- In some centres and parades too many vacant shops and premises and poor quality environment;

- Concern about takeaways close to schools and the potential impact on children's health; and
- Underutilisation of sites and older premises.

Improving the quality of the local environment

3.24 The quality of the local environment is a key issue for many local people and businesses and is influenced by many factors. The borough's heritage, streets, buildings, open spaces and waterways give H&F its character and sense of place. The borough's rich and varied townscape that is evident today is largely a result of its historical development. The River Thames was the major influence on early settlement patterns in the borough and it remains a major asset in the environmental quality of Hammersmith and Fulham. Most of the borough's built fabric dates from the extensive building programmes in the nineteenth and early twentieth centuries and it has maintained a much-valued built heritage, much of which falls within the borough's 45 designated conservation areas (Map 2). In many of these areas, the street provides a sense of scale and the setting for the consistent terraces of uniform architectural design.⁽¹¹⁾

Map 2: Conservation Areas



3.25 Within the borough, there are 506 statutorily Listed Buildings and approximately 2,150 locally designated Buildings of Merit, as well as a number of archaeological priority areas and the ancient monument of the Fulham Palace moated site. The heritage assets make an important contribution to the townscape character of the borough. The town centres at Hammersmith, Fulham and Shepherds Bush have developed from the earliest patterns of settlement, and now have their own character and sense of place. Their architectural and historic quality is reflected in their conservation area designations. Historically they developed at accessible locations, an advantage that remains today. The areas around these centres, at Fulham in the southern part of the Borough, Hammersmith in the central part of the Borough, and Shepherds Bush in the northern part, have their own character which reflects their development over time. Each of the areas have strong,

3 Challenges

identifiable townscape characters defined by their form, grain, building typology and architectural design. It will be important that the rich and varied character of the Borough is preserved. Any design for proposals in these areas will therefore need to be informed and inspired by careful analysis of the character and form of the specific area in order that it enhances the locality and respects its history.

3.26 Although some parts of the borough are very attractive, other areas are of very poor quality. The areas of poor quality include:

- Areas of vacant and underused land, such as some riverside sites, transport related sites such as railway sidings and surface level car parks;
- Public and communal areas on some housing estates which are not well used by the residents and often misused by a minority of people;
- The areas adjacent to major roads and railways.

3.27 There is the challenge of encouraging redevelopment and regeneration in the borough whilst preserving and enhancing valued local character especially in the areas that are protected by the borough's conservation areas. The provision of green infrastructure in regeneration schemes can help to improve the quality of the local environment.

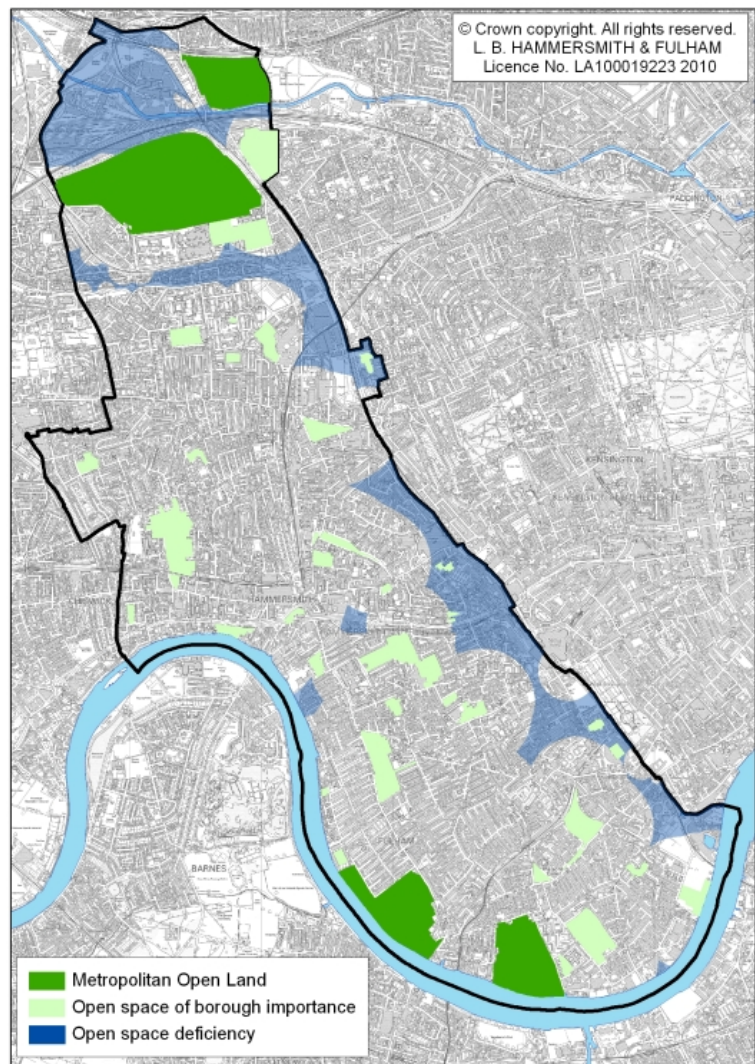
Improving parks and open spaces

3.28 H&F has relatively little open space per person, just 231 ha of public open space, or 1.3 ha of open space per 1,000 residents.⁽¹²⁾ In some parts of the borough, particularly to the east, many residents do not have convenient access to local parks. Additional development in the borough will put further pressure on the open space that is available to local residents and visitors, unless additional open space can be created as part of new developments, such as the new park at Imperial Wharf.

3.29 Parks and open spaces fulfil a number of different and sometimes conflicting roles – providing for walking and sitting, active play and recreation. Many borough parks and open spaces are also subject to nature conservation area designations.

Increasing access and use of the River Thames and Grand Union Canal

3.30 There are vacant and underused sites and premises along the Thames which have significant potential for more intensive development. However, any development of riverside sites will need to respect the unique character of the river and will need to enhance the vitality of the riverfront whilst improving public access to the Thames for recreation and sporting activities. The Thames Strategy Kew to Chelsea provides detail of the riverside environment, and the Riverside Walk Enhancement Report outlines opportunities for improvement along the river.



3.31 H&F has three safeguarded wharves in the south of the borough identified in the London Plan. Only one of these wharves still uses the river for freight movements and one wharf has been vacant since 1997. The London Plan seeks to protect these wharves for cargo-handling uses and all three wharves are designated as safeguarded wharves on the Proposals Map. However, it is the council's view that vacant and under-used wharves should be comprehensively assessed to determine their longer term use as part of the Mayor of London's review of safeguarding in London.

3.32 The Grand Union Canal has many of the characteristics and environmental features of the River Thames. The stretch within the borough is a designated conservation area. The canal is a valuable recreational and transport resource which should be enhanced and improved. The challenge for this strategy is achieving this improvement whilst most of the canal-side is in industrial use or transport related uses, or designated nature conservation areas.

3 Challenges

Improving the quality of education

3.33 H&F project a 16% increase in the child population over the next 10 years. It is estimated that the borough will require 1,050 additional secondary school places by 2018. 600 of these additional school places will be provided by the new Hammersmith Academy. The remaining additional places will be provided at existing schools where some additional capacity can be created. The cancellation of the Building Schools for the Future programme means that the Council will need to ensure that there are other funding sources to ensure that these additional places are provided and the quality of the schools improved.

3.34 Additional primary schools will also be needed to support the projected population growth resulting from proposed development, particularly in the Wood Lane and Earls Court areas.

3.35 Many of the schools in H&F are built on sites with limited outdoor space and therefore it is important to improve access to and provision of sports facilities in order to improve health and to reduce child obesity levels.

Improving health and reducing health inequalities

3.36 Among the key health issues in relation to the council's spatial strategy is the health of residents as well as ensuring that health care is provided to meet the needs of local residents. Life expectancy in the north of the borough is on average 6 years less than in the south. Improving health is not just about providing better facilities, but is also about enabling residents and workers to live and to participate in healthier lifestyles. Tackling overcrowding and poor housing, improving air quality and reducing the impact of climate change can all help to reduce health inequalities in the borough.

Improving the quality and access to recreation facilities

3.37 Accessible recreation facilities are very important to local residents and workers, not only for enjoyment but because of their contribution to improving health, particularly children's health. In addition, recreation facilities can provide diversionary activities and help reduce anti-social behaviour and crime.

3.38 Of the open space in the borough, just 58.6 ha, a quarter of the public open spaces, is available as outdoor playing space. This equates to 0.34 ha of space per 1,000 residents, which is only 14% of the national standard recommended by the National Playing Fields Association. The difficulty of providing additional open space means that all opportunities to increase the provision or improve access to and the quality of outdoor playing space or other forms of sports provision need to be taken.⁽¹³⁾

Improving the quality and access to leisure activities

3.39 H&F has a wide range of arts, cultural and entertainment facilities which are important to both local residents and in some cases to residents of a much wider area. Facilities such as the Apollo, Lyric Theatre, Riverside Studios, Bush Theatre and the three professional football clubs are of London-wide significance. Some of the facilities such as the Riverside Studios, the Bush Theatre and the cinema in Hammersmith would benefit from upgrading to ensure that they are high quality venues in the future. The challenge is to enable their renovation or replacement without losing the uses.

3.40 Although leisure activities bring many benefits to the local area, including jobs, they can in some cases cause problems for local residents. Pubs and clubs that stay open late and serve alcohol can lead to significant environmental disadvantages including concerns over crime and disorder.

Improving access to community services

3.41 H&F has a wide range of community services, provided by both the public and the voluntary sector. These services are located across the borough in numerous buildings and spaces of varying quality. Although these services are a valuable resource they often do not work in a joined up and focused way to meet the needs of vulnerable households.

3.42 Therefore as part of the development of area based social regeneration initiatives, the council is assessing whether there is the opportunity to improve the quality and access to these services by the co-location of services.

Mitigating the impact of climate change

3.43 Climate change is a major long term challenge that needs to be addressed in this Core Strategy and in future development in H&F. The key issue is the reduction in carbon emissions through a range of measures, including transport in the borough, energy efficiency of the building stock and the management of waste and flood risk management.

3.44 Significant areas of this borough are subject to some risk of flooding. This is an important consideration in planning for future development in the borough. Climate change, leading to more frequent extreme weather events, increases the risk of flooding in H&F, particularly from surface water and sewer flooding. Government legislation and guidance requires local authorities to plan for all levels and types of flood risk and to adopt a risk based approach to planning. Climate change could also cause impacts such as increased frequency of heatwaves that affect people's health. Consideration of how best to adapt to climate change impacts in addition to flooding, such as heatwaves and drought is also required.

3 Challenges

Reducing congestion and improving transport accessibility

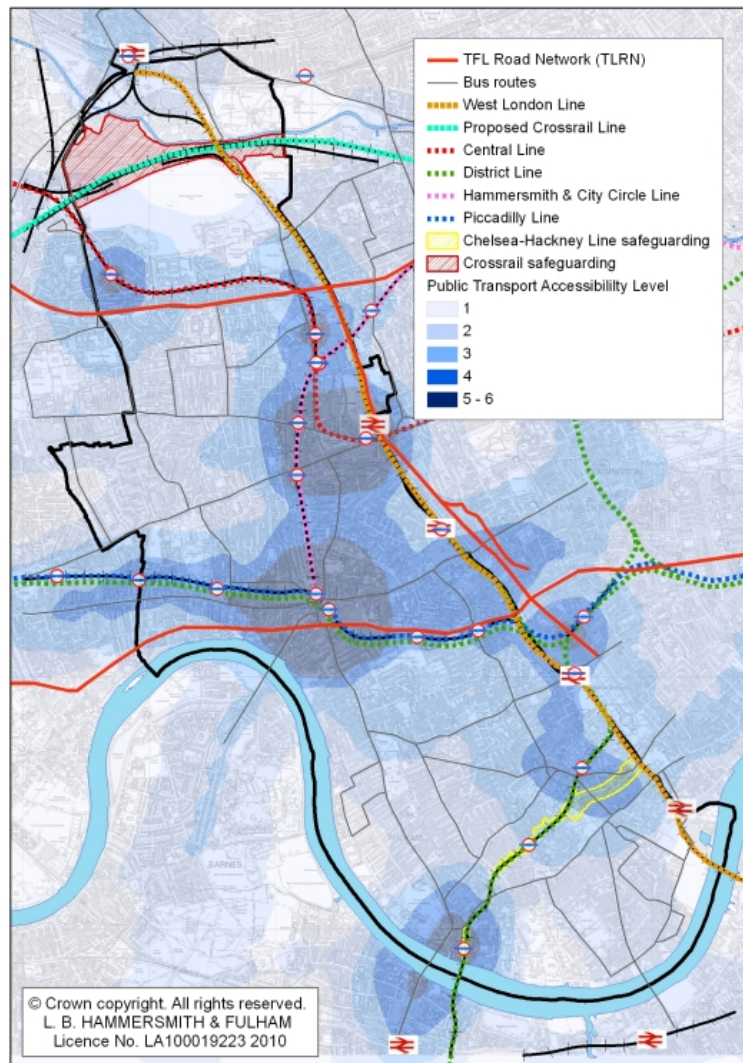
3.45 The strategic location of the borough and its position in relation to London's transport network means that H&F suffers from the worst road congestion in London.⁽¹⁴⁾ Congestion on north-south routes, particularly the Fulham Palace Road – Shepherds Bush – Wood Lane – Scrubs Lane corridor is a major issue. The only alternative north-south route in Fulham is North End Road and that is also heavily congested.

3.46 Road traffic is one of the main causes of carbon emissions, poor air quality⁽¹⁵⁾ and noise pollution in the borough. Nearly one fifth of carbon emissions in H&F in 2005-6 was from road transport⁽¹⁶⁾ and pollution levels exceed air quality targets. The other main cause of noise pollution and to a lesser extent air pollution is air traffic and the flightpaths to Heathrow. In 2000 the whole borough was designated an Air Quality Management Area with the aim of meeting the government's national air quality objectives for nitrogen dioxide and particulates. Exposure to high levels of these pollutants has been shown to cause respiratory and cardiovascular diseases. Any further expansion of capacity at Heathrow will also impact on borough residents through increased surface transport congestion, as well as increased noise and air pollution.

3.47 Most of the borough has good public transport (see map 4) apart from pockets in the south and particularly the north of the borough, where some borough residents have relatively poor levels of personal accessibility. There is also overcrowding of passenger rail services, particularly at peak times, but increasingly at other times as well. The future growth in the demand for travel will impact on the environment of the borough, including on air quality.

3.48 There is also an issue with the lack of access to London Underground services for disabled and other less mobile people. Only 5 of the 14 stations are accessible from the street and one is accessible travelling in one direction only. The provision of a lift at Shepherds Bush Central Line Station is particularly important in this respect, serving the major transport interchange and Westfield shopping centre; however the council recognises

Map 4: Transport



14 TfL RNPR Tech Note 3 April 2006

15 Air quality progress report and action plan review: LBHF

16 Local and Regional CO2 Emissions Estimates for 2005-2006: DEFRA

that due to financial constraints this will not be installed in the near future, but remains as a longer term aspiration. The council supports improved provision for cycling and walking as both are environmentally friendly means of transport and can help improve people's health. A key issue is the difficulty of providing attractive and safe routes within and through the borough. The council's Streetsmart design guide will help in the provision of such attractive routes by reducing clutter and providing high quality paving and street furniture.

3 Challenges

4 Spatial Vision

A borough of decent neighbourhoods

Introduction

4.1 The Council's Community Strategy 2007 has a vision to create a borough of opportunity for all.

4.2 The key priorities in delivering this vision are:

1. Tackling crime and anti-social behaviour
 2. Delivering high quality, value for money public services
 3. Creating a cleaner, greener borough
 4. Setting the framework for a healthy borough
 5. Delivering a borough of opportunities
- Promoting home ownership
 - Regenerating the most deprived parts of the borough
 - A top quality education for all – schools of choice

4.3 The Core Strategy's spatial vision interprets the Community Strategy vision and outlines how the borough will have been transformed in 20 years time. It is based on the council's determination to meet the aspirations of its residents by increasing opportunities for all residents to live and enjoy productive, healthier lives and by developing a safer, cleaner borough. The Core Strategy vision is for a borough of decent and aspirational neighbourhoods where people want to live and to continue living.

Core Strategy vision

4.4 In the next 20 years, the benefits and the quality of life that the more affluent areas currently experience will have extended throughout the borough, particularly to those areas and people experiencing high levels of deprivation, poorer housing and environments. More residents and their families will have the opportunity to develop their knowledge and skills and to own their homes, so that they can stay in the borough and really participate and share in the benefits that Hammersmith and Fulham can offer.

4.5 We will have responded to local challenges and become a borough of opportunity for all by creating new affordable home ownership and high quality education, skills and training infrastructure. Together these will have provided residents with a ladder of opportunity and a real stake in the future of the borough. Young families will both be able to afford and will want to stay in the borough.

4 Spatial Vision

4.6 The borough will have been transformed through public and private investment by 2031. In particular, regeneration will have taken place in the White City Opportunity Area, including Shepherds Bush Town Centre, and in the West Kensington/North Fulham area, as well as along the South Fulham Riverside and in Hammersmith Town Centre. The regeneration of the Old Oak area of the borough will have started with the development of the High Speed 2 rail hub and a Crossrail Station at Old Oak Common Sidings.

4.7 Housing supply in Hammersmith and Fulham will have increased with at least 13,000 additional homes, particularly family homes in low and medium rise developments. Some of the borough's most disadvantaged estates in the most deprived wards will have been regenerated. The new housing will be fully integrated socially, economically and physically with the rest of the borough. Our town centres and smaller local centres will be important hubs within the borough, helping to sustain a strong, safe and prosperous borough community.

Regenerating the most deprived parts of the borough

Decent neighbourhoods

4.8 Great advances will have been made in achieving decent neighbourhoods across the borough, where residents can enjoy healthy and productive lives, and in tackling social and economic polarisation, much of which is exacerbated by the nature of deprived neighbourhoods.

4.9 The principles of approach to achieving decent neighbourhoods which will underpin regeneration in the borough are:

- A clean and safe neighbourhood located in an area rich in opportunity. A neighbourhood where most people of working age are in work rather than dependent on welfare.
- A housing mix by type, size and tenure to attract people on a range of incomes. A neighbourhood where getting on in life does not mean moving out. A neighbourhood where people can acquire a stake in their own homes.
- Types of residential development that are predominantly low or medium rise (e.g. 3-6 storeys), consisting of houses, small scale developments of flats and maisonettes, modern forms of the traditional mansion block, with gardens and shared amenity space in street based layouts, rather than inward looking estates or gated developments.
- Good design that ensures that tenure differences are not obvious.
- Well designed, accessible and inclusive buildings, public and private spaces, and active streets that respect their surroundings.
- A range of shops, local services, leisure and other facilities (including open space and play space) within walking distance that meet the needs of a mixed community at different stages of peoples' lives.
- Employment and training opportunities for a range of skills and attainment levels.
- Good levels of educational attainment and skills, achieved or sought. Schools of choice for local people.
- Neighbourhoods which enable healthy lifestyles and good access to healthcare services which will help deliver better health outcomes.
- Low levels of crime, fear of crime and anti-social behaviour.
- A street pattern linking one place to another, encouraging walking routes through areas.

- Access to good transport services.
- Satisfaction with the local townscape, public realm and environment, and its upkeep; no wasted or uncared for land.
- Satisfaction with management of the public realm and the housing stock.

Housing and affordable home ownership

4.10 There will have been an increase in the supply of housing, largely in the regeneration areas. The number of home owners and the proportion of intermediate housing will have increased, as part of a strategy to address the imbalance in current tenures and to provide a broad range of options and a ladder of opportunity to suit different lifestyles and life stages, both in the public and private housing sectors.

4.11 Some of the larger housing estates will have been transformed and will provide high quality accessible housing and neighbourhoods, with mixed communities of home owners and renters. They will be places where people choose to live rather than where they are allocated and where levels of satisfaction with both neighbourhood and home will be high and people will feel secure. They will blend seamlessly with adjoining areas. Regeneration initiatives will have substantially reduced the social polarisation that exists in much of the borough and enabled many people to aspire to move out of deprivation and improve their well being.

Schools of choice

4.12 Educational attainment and health will have been improved throughout the borough as we work to reduce deprivation and worklessness. The standard of education in the borough's schools will have been further improved so that the majority of parents will choose local schools, and young people will be equipped to take full advantage of the economic opportunities that the borough has to offer. Although surplus school places will have been reduced, there will also have been significant investment in new school places and in creating buildings fit for 21st century learning. Hammersmith Academy is currently under construction and will increase the secondary school place capacity in the centre of the borough, whilst the south of the borough will be served by the new Chelsea Academy located in the Lots Road area of the Royal Borough of Kensington & Chelsea.

Setting the framework for a healthy borough

4.13 The health of residents will have been improved, inequalities in health will have reduced and there will be more opportunities for physical activity. Healthcare will continue to be based on a network of local health centres, including a new Collaborative Care Centre on the site of the former Janet Adegoke centre and the Centres for Health at Hammersmith and Charing Cross Hospitals and specialist healthcare at the three hospitals serving the borough.

Regenerating the local economy

4.14 Regeneration initiatives will also have impacted on the local economy which will be thriving and growing and making an important contribution to the wider London and west London economy. Much of the growth in the local economy will have been built on the growth in the creative sector which will be encouraged to develop as part of the regeneration of the White City area. High quality business space, including space for both

4 Spatial Vision

small and start up businesses, to meet the needs of the local economy, particularly the creative and bio-tech industries, will have been developed in the wider White City Opportunity Area and the other regeneration areas. Elsewhere in the borough, employment activities will have been sustained and welcomed in areas with good public transport, including as part of mixed use developments.

4.15 The industrial and warehousing area in the Park Royal Opportunity Area in the north of borough will remain for the time being as a focus for industrial type uses, including sites for the management of waste. However, if the proposed High Speed 2 rail hub and/or a new Crossrail station is confirmed the council will also have progressed with medium to long term plans to regenerate this whole area, as part of the regeneration associated with the new High Speed 2 rail hub and the provision of a new Crossrail/West London line interchange station. The government is expected to make a decision on whether to go ahead with the proposal in December 2011.

Creating a cleaner, greener borough

4.16 By 2030, most areas of the borough will be of high environmental quality. The amount of open space in the borough will have increased through provision in mixed use schemes in our regeneration areas. In addition, the borough's parks and open spaces will have benefited from improvement programmes to make them more accessible and attractive and to improve sports and play facilities for residents and people who work in and who visit the borough. They will be valued for leisure, sport and recreation as well as for their contribution to the biodiversity and health of the borough. Six of the borough's seven larger parks will have met the Green Flag award standards (awards denoting excellence). Tree planting will have increased throughout the borough.

4.17 Developments along the River Thames and the Grand Union Canal will have respected the special character of these waterways and will have increased both public access and the use of the waterways, as well as enhancing biodiversity.

4.18 The council will have reduced road traffic generated in the borough and will wherever possible have reduced the impact of other road traffic on the local environment, particularly in terms of noise and air quality impacts. Where the council does not control the roads, for example the busy A4 and A40, the council will have worked with its partners, particularly Transport for London to achieve these aims. The council will also have worked with partners to improve transport in the borough, particularly north south links, as well as the opportunities for cycling and walking, including completion of the riverside walk. Where there is major development the council will have improved access, particularly for pedestrians and cyclists.

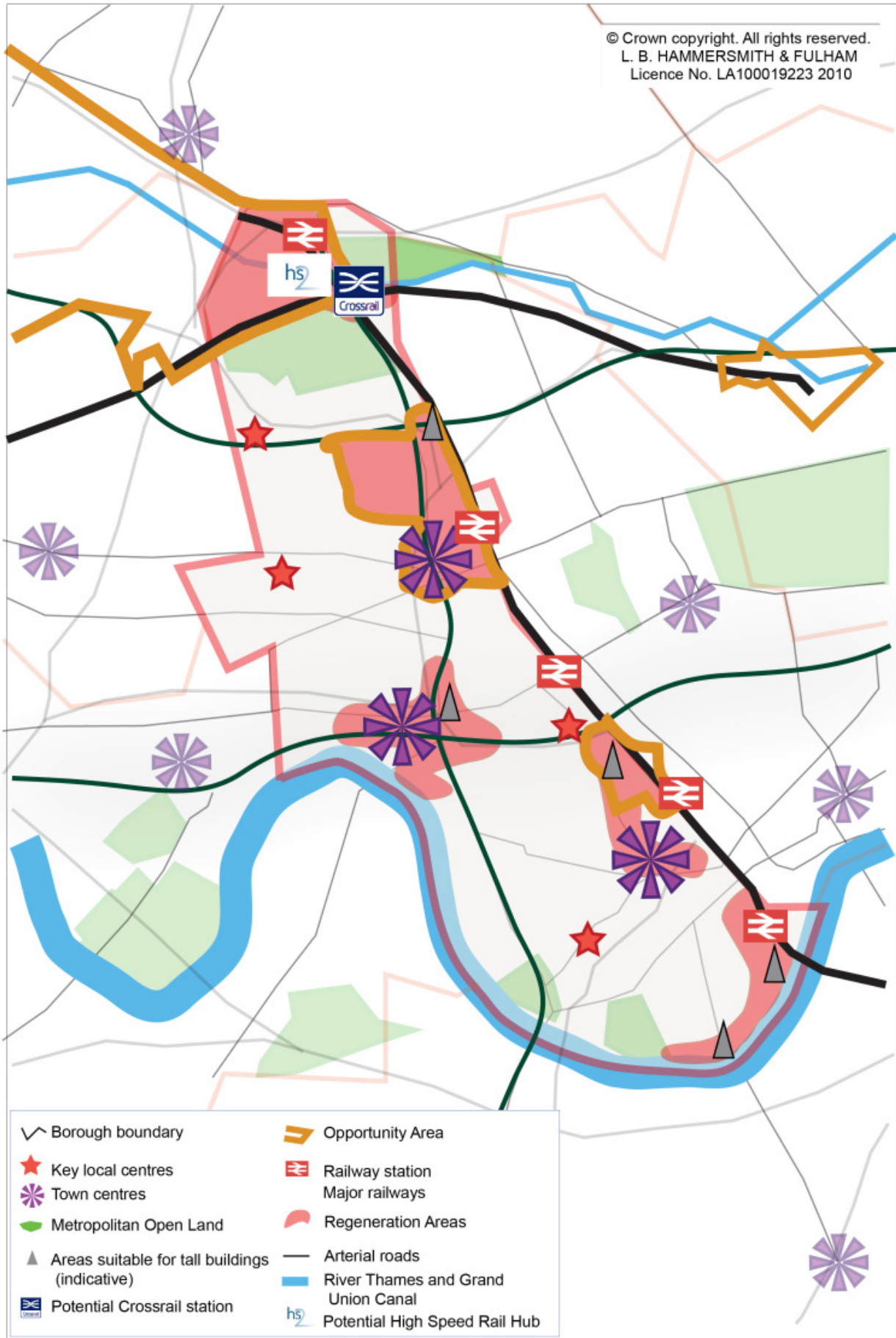
4.19 New buildings will be energy and resource efficient and much more of the borough's waste will be sustainably managed, including on identified sites in the north of the borough. All development in the borough, both buildings and infrastructure will have been designed to support the move to a low-carbon economy and take account of climate change, particularly the risk of flooding. Some major developments in the regeneration areas will be zero carbon exemplars.

4.20 To summarise, in the next 20 years there will have been:

- **Increased provision of housing to reduce deprivation and polarisation and development of more stable and balanced communities;**
- **Physical, social and economic regeneration of a number of identified areas and housing estates and their integration with the rest of the borough and achievement of decent neighbourhoods;**
- **Improved quality of life for all residents; and**
- **Mitigation of and adaptation to the impacts of climate change.**

4 Spatial Vision

Map 5: Key Diagram



5 Strategic Objectives

5.1 The Core Strategy objectives set out below outline how the council will encourage the delivery of this vision for the future of the borough. They give direction to the spatial strategy policies.

1. In particular, encourage regeneration of the most deprived parts of the borough, especially in the White City area, North Fulham area and Hammersmith town centre area.
2. Increase the supply and choice of high quality housing and ensure that the new housing meets local needs and aspirations, particularly the need for affordable home ownership and for homes for families.
3. Encourage regeneration of key council housing estates.
4. Reduce polarisation and worklessness to create more stable, mixed and balanced communities.
5. Support the local economy and inward investment to ensure that existing and new businesses can compete and flourish.
6. Support businesses so that they maximise job opportunities and recruit and maintain local people in employment.
7. Build on the borough's attractions for arts and creative industries.
8. Regenerate Hammersmith & Fulham's town centres to improve their viability and vitality and sustain a network of supporting key local centres providing local services.
9. Ensure that both existing and future residents, and visitors to the borough, have access to a range of high quality facilities and services, including retail, leisure, recreation, arts, entertainment, health, education and training and other community infrastructure, such as policing facilities and places of worship.
10. Ensure that the schools in the borough meet the needs and aspirations of local parents and their children.
11. Encourage and promote healthier lifestyles and reduce health inequalities.
12. Promote the health, safety and security of those who live, work and visit Hammersmith & Fulham.
13. Improve and protect the amenity and quality of life of residents and visitors by ensuring a safe, accessible and pleasant local environment, where there is a strong sense of place.
14. Preserve and enhance the quality, character and identity of the borough's natural and built environment (including its heritage assets) through respect for local context, good quality, inclusive and sustainable design.
15. Protect and enhance the borough's open green spaces and create new parks and open spaces where there is major regeneration, promote biodiversity and protect private gardens.
16. Increase public access and use of Hammersmith & Fulham's waterways as well as enhance their environment, quality and character.

5 Strategic Objectives

17. Reduce and mitigate the local causes of climate change, mitigate flood risk and other impacts and support the move to a low-carbon future.
18. Ensure there is a high quality transport infrastructure, including a Crossrail station and a High Speed 2 rail hub to support development in the north of the borough and improve transport accessibility and reduce traffic congestion and the need to travel.
19. Ensure that regeneration meets the diverse needs of not only the Hammersmith & Fulham of today, but also all its future residents and visitors.

6 Delivering the Council's Vision

6.1 The principal spatial elements of the council's approach to delivering the Core Strategy are set out below. These strategic policies together with the Regeneration Area strategies and the Borough Wide Strategic Policies provide the framework and context for more detailed planning policies, frameworks and briefs that will be critical to the future of the borough in the 20 year time span of the Core Strategy.

A: Planning for regeneration and growth

B: Planning for the location of employment activities

C: The hierarchy of town and local centres

6 Delivering the Council's Vision

A: Planning for regeneration and growth

Strategic Policy A

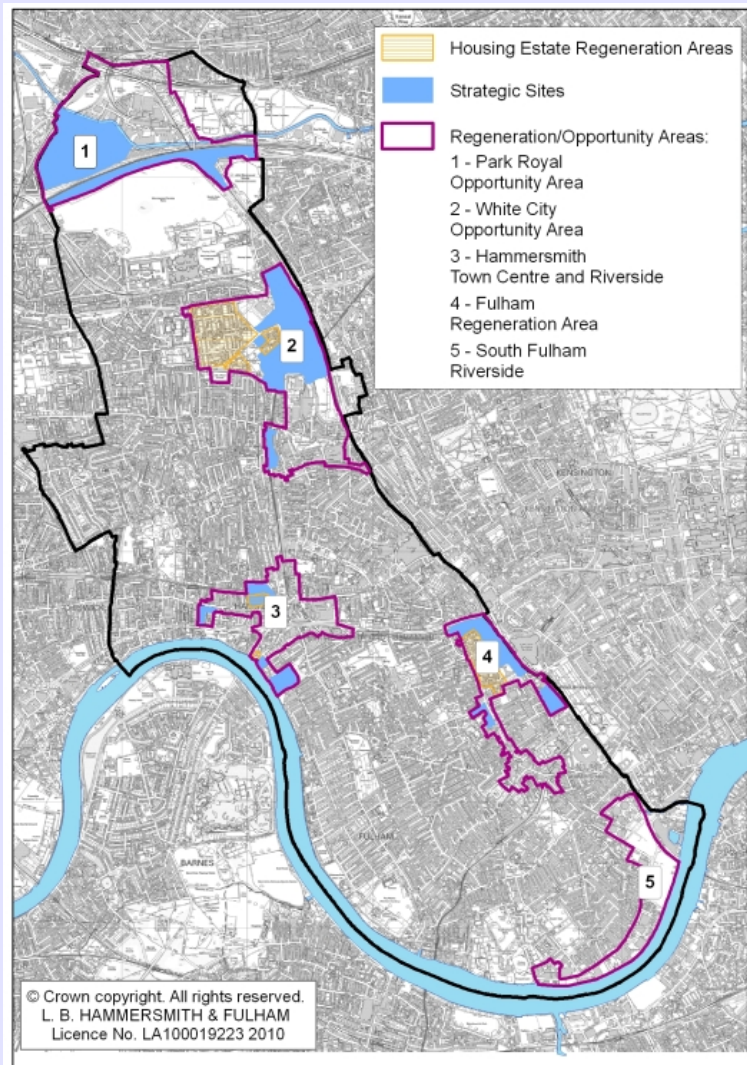
Planning for regeneration and growth

The council will focus and encourage major regeneration and growth in the five key regeneration areas shown below and on the Proposals Map. All development must respect its context and setting. Elsewhere in the borough, development of smaller sites will be more constrained by the local context and character of neighbourhoods.

The regeneration areas could provide at least 13,200 additional dwellings and 25,000 jobs during the period 2012-2031 as indicated in the table below. The extent to which these figures can be met or could be exceeded will depend on acceptable development proposals coming forward.

The acceptability of any development in the borough will be dependent on a number of factors including:

- the appropriate response to the local context and setting;
- the creation of inclusive and accessible places that provide acceptable living environments with a suitable mix of housing types, sizes and affordability;
- there being satisfactory public transport and highway accessibility and capacity, and measures to produce acceptable trip generation;
- environmental impact assessment; and
- the provision of services, facilities and infrastructure to support new development.



6.2 The indicative quantities of new housing and indicative new jobs for each area are set out below. Further detail on the basis for these figures, is provided in specific area and site policies elsewhere in this document and in supporting planning frameworks.

6.3 The figures in the following table are indicative additional homes and new jobs. The extent to which they can be met or exceeded will depend on detailed planning in the light of the policies of the LDF and more detailed guidance (such as in Opportunity Area Frameworks or Supplementary Planning Documents) as well as the strategic policies of the London Plan. In this context, the actual capacity of development sites will depend on testing that has regard to, inter alia, urban design considerations, land use mix, provision of supporting facilities and social infrastructure, transport capacity and environmental impact. The housing figures are based on an assessment of deliverability within the plan period. This methodology is set out in detail in the council's Strategic Housing Land Availability Assessment.⁽¹⁷⁾ Although the Core Strategy identifies the potential for estate regeneration in some cases, it does not include any site specific proposals for development within estates. Therefore, the figures do not include any estimates for additional housing as a result of estate regeneration.

6 Delivering the Council's Vision

Regeneration Areas and Indicative Additional Homes and Jobs

Area	Indicative additional homes	Indicative new jobs	Comment
White City Opportunity Area	5,000	10,000	The indicative figure for additional homes in White City East is 4,500, excluding student accommodation, in accordance with the proposed Opportunity Area Planning Framework. (Note: figure to be confirmed on adoption of the WCOAPF as SPD).
Fulham Regeneration Area (including Earls Court and West Kensington Opportunity Area)	3,400 (*2,900 indicative in Opportunity Area)	5,000 -6,000	The Earls Court West Kensington Opportunity Area* is partly within the Regeneration Area and partly within the Royal Borough of Kensington & Chelsea. The indicative additional homes figure in this table only applies to land in H&F and does not as yet include the West Kensington and Gibbs Green Estates. A Supplementary Planning Document is in preparation for the opportunity area.
Hammersmith Town Centre & Riverside	1,000	5,000 -6,000	
South Fulham Riverside	2,200	300- 500	Supplementary Planning Document in preparation
Park Royal Opportunity Area	1,600	5,000	The potential regeneration of this area is largely dependent on the proposed provision of a Crossrail station and/or a station for the proposed National High Speed 2 rail link.
TOTAL	13,200	25,300 -27,500	

Justification

6.4 One of the key challenges for the Core Strategy is to ensure that growth happens in the most sustainable way and contributes to regeneration that benefits and meets the needs of all residents. Planning for growth is not straightforward in an inner city area because its form is largely based on an original Victorian city structure and pattern of development and transport network. The challenges are great, whether considering a single major development or the cumulative effect of many schemes. Substantial growth cannot take place unless the physical (e.g transport and sewer capacity) and social (e.g. health, leisure, education and open space) infrastructure is sufficient or can be improved. In some circumstances it will be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of the existing water and

wastewater infrastructure. Where there is a capacity problem and no improvements are programmed by the water company, the developer will need to contact the water authority to agree what improvements are required and how these will be funded prior to any occupation of the development. Although growth will increase carbon emissions in the local area, all new development should be planned and designed to minimise carbon emissions.

6.5 The Core Strategy aims to protect and enhance the borough's historic assets and to preserve the specific character and local distinctiveness in different parts of the borough and to focus major development and growth in the five key regeneration areas. These regeneration areas have been identified on the basis of a number of factors, but principally the availability or potential availability of substantial quantities of development land.

6.6 In some cases, the areas also include existing housing estates where there are questions over their short or long term suitability to provide decent housing and environmental standards. Consequently, there is a potential case for regeneration whether involving refurbishment, selective improvements; or partial or phased redevelopment. The fact that some of these estates are in close proximity to potential development sites provides an important opportunity. It is possible to consider the scope for existing estate residents to be rehoused within the locality, especially where this would enable them to achieve better housing, more suited to their needs, or enable the most unsuitable estate accommodation to be vacated and renewed. Therefore, while the Core Strategy does not set out firm proposals for the estates, the council will work with estate residents, other land owners and partners to consider and encourage regeneration and growth over the next 20 years that will benefit existing and future residents and the borough as whole.

The Council has given assurances to tenants and leaseholders who might be affected by the regeneration of council housing estates in a statement included in the H & F Homes Magazine of autumn 2009. The assurances are repeated here so they can be read with the Core Strategy proposals and policies:

Council Tenant Guarantee

If regeneration proposals come forward for your estate in the next 20 years H&F Council and H&F Homes guarantee:

- We would offer a permanent home in the area
- Rent levels will continue to be set by Government at a rate which is affordable
- The chance to buy a home in any future development at low cost
- Full involvement in any future plans or proposals

Leaseholder Guarantee

If regeneration proposals come forward for your estate in the next 20 years H&F Council and H&F Homes guarantee:

- The full compensation that you are entitled to.
- Resident leaseholders will have preference to buy in any new development
- Full involvement in any future plans or proposals

6 Delivering the Council's Vision

6.7 The White City Opportunity Area is described in the London Plan 2011 and has some 18 hectares of potential development land lying east of Wood Lane in the hands of five landowners. The council and the Greater London Authority (GLA) are preparing an Opportunity Area Framework to provide guidance for the more detailed planning of the whole area, including any regeneration of the council estates and Shepherds Bush town centre.

6.8 The Fulham Regeneration Area, includes Fulham Town Centre and the Earls Court and West Kensington Opportunity Area. The latter is described in the London Plan 2011. There are 9.5 ha of land owned by Transport for London and Earls Court & Olympia which is likely to become available for development from 2012, with the expected closure of the Earls Court exhibition complex, together with the Earls Court car park in Seagrave Road (2.5ha). The council, GLA and Royal Borough of Kensington & Chelsea are preparing a Supplementary Planning Document to provide planning guidance for the whole area including the estates and other land.

6.9 In both the White City Opportunity Area and the Earls Court and West Kensington Opportunity Area a range of uses, as part of major mixed regeneration proposals, will be expected. These will include provision of community facilities, leisure, offices, cultural uses, shopping to meet local needs and open space as well as a significant number of jobs.

6.10 Both areas have relatively high levels of public transport accessibility which will be enhanced by planned improvements to the Underground and West London Line services. Indeed, the council thinks the West London Line is capable of running services to a much higher level and will help to unlock the regeneration potential of both areas. However, highway capacity could be a constraint on development potential. In large scale mixed use development areas the council considers there is considerable scope to encourage people to live and work in the same area to reduce trips on the public transport and highway networks.

6.11 Hammersmith Town Centre is an important centre for shopping, employment, arts and leisure activities, but has seen relatively little private investment over the last 10-15 years. It has high levels of public transport accessibility and there are planned improvements to the Underground. The town centre and riverside have a number of vacant sites and sites with development potential (totalling some 5.5 ha) which could accommodate a variety of uses, including residential. The development of these sites will directly contribute to meeting a number of the council's strategic objectives, such as helping sustain the town centre as a major centre within London's town centre hierarchy and improving linkages with the river. There are two housing estates within the area, namely Ashcroft Square and Queen Caroline Estate, that are in close proximity to development sites, and where there could be opportunities for residents as outlined above.

6.12 At South Fulham Riverside, there are a number of sites and considerable potential for new housing in particular, but transport accessibility is currently relatively poor and the Thames-side location needs to be treated very carefully. Regeneration scenarios are also subject to the future of wharf safeguarding which currently applies to three wharves in the area. The Mayor of London has announced his intention to review safeguarding throughout London by 2012, and the council will be promoting the consolidation of the safeguarding

of wharf capacity in this borough, so as to optimise regeneration potential in the South Fulham Riverside area, whilst continuing to promote the use of the River Thames for waterborne freight. The amount of land that is clearly available for development (including a vacant protected wharf) is 21.4 hectares and is suitable for largely residential development.

6.13 At Old Oak Common, in the Park Royal Opportunity Area, the opportunities for growth are longer term and will be unlocked by major improvements to the transport infrastructure. A Crossrail station at Old Oak, interchanging with the West London Line, would enhance regeneration potential in the borough as well as supporting major development in that area. In addition, a High Speed Rail Line (High Speed 2) from London to West Midlands, with a hub station at Old Oak would provide a substantial boost to the aspirations for regeneration in the north of the borough. It would act as a major catalyst to regenerate these large tracts of railway land, with Old Oak becoming one of the capital's busiest interchanges, with train links to Heathrow and Bristol to the west, Birmingham to the north, Clapham Junction and Gatwick to the south. The benefits would be widespread in the borough, Park Royal and West London. In view of the lengthy planning period for the HS2 line, it would be premature to set out detailed policies for the surrounding area. When the HS2 proposal is confirmed by government, the council will consult on the regeneration potential of the area with a view to bringing forward site policies and detailed guidance.

6.14 The description and policies for these areas are set out in the Strategic Policy section of this document. The minimum amount of land which is likely to come forward for development in areas excluding the Park Royal Opportunity Area is estimated to be 54.4 hectares. This would enable the council to meet [83%] of the London Plan minimum housing targets.

6.15 In the rest of the borough, development will continue to take place on vacant and underused sites, and the priority in these other areas will be to maintain the quality, scale and character of the local area, especially in conservation areas. Outside the regeneration areas, it will not be necessary for development to achieve high densities in order to help meet strategic housing targets. The main aim will be to preserve and enhance the townscape character of the local areas and respect the local townscape context. Throughout the borough, housing development and conversions will be expected to adhere strictly to quality standards, such as garden size, overlooking and internal and external space. Development will be expected to address any local impacts arising from a scheme directly or by contributing to improvement of the local transport network, infrastructure and local facilities.

6 Delivering the Council's Vision

B: Planning for the location of employment activities

Strategic Policy B

Location of Employment Activities

The council will support the local economy and inward investment in the borough by working with all relevant partners. The strategic locational policy is as follows:

- The Park Royal Opportunity Area in H & F is designated as an employment zone/Strategic Industrial Location where the priority will be to protect land for industrial, warehouse and small scale office use, research and development and waste and recycling activities. Development for intensive employment uses will need to be subject to provision of improved transport infrastructure. (see also policy for Park Royal Opportunity Area). In the longer term, confirmation of a High Speed 2 (HS2) and Crossrail station will require a review of policy.
- Hammersmith Town Centre is the preferred office location in the borough and the council will encourage major office based development (see also policy for Hammersmith Town Centre);
- Substantial, office based development is encouraged in the White City Opportunity Area as part of a mixed use approach with residential, and there should be a particular focus on creative and bio-tech industries (see also policy for the wider White City Opportunity Area);
- The Earls Court and West Kensington Opportunity Area is a location for new employment as a part of a mixed use approach with residential. This can include offices of a quantity that does not adversely affect objectives for Hammersmith Town Centre or White City, but should also include other employment such as in arts, culture and leisure industries based around the development of a cultural facility at Earls Court. Other employment uses should be developed as part of a mixed use approach and the scale of these uses should be controlled to prevent adverse impact on existing employment locations, in particular at Hammersmith and White City. (See also policy for the Earls Court and West Kensington Opportunity Area);
- Major new visitor accommodation will be directed to the three town centres and the Earls Court and West Kensington and White City Opportunity Areas. Provision should not be prejudicial to the achievement of wider employment, retail and housing objectives for these areas.
- Employment uses that recognise the existing strengths in the borough in creative industries, health services and bio-medical research at Hammersmith Hospital will be encouraged;
- In other areas of the borough, land providing significant existing employment should normally continue to do so. Unused or underused employment land may be permitted to change to alternative appropriate uses including residential or mixed use if there is no clear benefit to the economy in continued employment use.

Justification

6.16 The Park Royal Opportunity Area will continue to be protected for industrial, distribution and waste management activities, a role that is recognised in the London Plan which designates it as a Strategic Industrial Location (SIL). It is also this area where the waste management sites are located. In the event that a decision is taken by the Government to locate the Crossrail interchange for the High Speed 2 at Old Oak Common, the Council will undertake a more detailed study into the development potential of the Old Oak Common Sidings and Hythe Road area. This will involve further consultation on planning policies for the area.

6.17 Elsewhere in the borough, large offices should locate in areas that are very well served by public transport, such as Hammersmith Town Centre and the wider White City Opportunity Area, and where they can be supported by a range of other services. Hammersmith Town Centre is the existing prime office location because of its high levels of accessibility by public transport and road to central London and Heathrow airport. More office employment in Hammersmith will further strengthen the retail function of the centre. In the White City area, transport accessibility has improved considerably with improvements brought about by the Westfield Centre and the continued presence of the BBC provides a catalyst to build on the borough's existing strength in creative industries (see next section and the employment background paper). However, there should be a mixed use approach to this area with a considerable amount of new housing. The London Plan 2011 has identified an indicative employment capacity of 10,000 jobs. The development of the Earls Court and West Kensington Opportunity Area, which has good accessibility, will provide further offices to meet any local shortfall in provision.

6.18 The borough is fortunate in having the Imperial College Healthcare NHS Trust operating within its boundaries. This is the largest NHS trust in the country with the UK's first academic health science centre. The Trust is one of only five comprehensive biomedical research centres in England and has the largest European Clinical Imaging Centre at Hammersmith Hospital and the Medical Research Council's Clinical Sciences Centre is also based there. This provides enormous potential for medical research and for related activities to be located in the borough, particularly in the north where there are opportunities for clustering of medical related activities. Imperial College is proposing to develop in the White City Opportunity Area and in the longer term there could be opportunities in the Park Royal Opportunity Area.

6.19 In the Earls Court and West Kensington Opportunity Area there is a high level of accessibility and considerable scope for a new commercial area that could be developed with hotels and offices, as well as retail for day to day needs that cannot be met by existing local shopping facilities, as part of a major mixed use regeneration scheme. The London Plan has identified an indicative employment capacity of 7,000 jobs, but the council is working with the Mayor and the Royal Borough of Kensington & Chelsea to determine the optimum development capacity for the area by means of a Supplementary Planning Document.

6.20 The town centres and the selected opportunity areas provide the most appropriate locations for a growth in visitor accommodation. This is in line with London Plan policy. Development in the identified areas will contribute to London-wide provision. However, new visitor accommodation should not be detrimental to the achievement of wider objectives for the town centres and opportunity areas and should be well located in terms of public transport and amenities.

6 Delivering the Council's Vision

6.21 Outside of the identified areas, smaller office developments will be acceptable if they are supported by the necessary infrastructure and transport capacity. Wherever possible, the council wants to retain existing businesses and employment, and in the interests of the economic health of the borough, encourage commerce, the provision of local services, and the provision of local job opportunities. Sites and premises demonstrated to be “surplus” to requirements for employment use may be permitted to change to alternative uses appropriate to the site, including residential or mixed use. (See also Borough wide Strategic policy LE1).

C: The hierarchy of town and local centres

Strategic Policy C

Hierarchy of Town and Local Centres

Within the borough the hierarchy of centres consists of three town centres, supported by 4 key local centres, 16 neighbourhood parades and 6 satellite parades (see Appendix 5 and Map 6). The council will work with the GLA and other stakeholders, such as Business Improvement Districts, to direct economic development to these centres and to sustain the vitality and viability of the hierarchy. In particular:

- Hammersmith town centre is designated as a major centre in the London Plan and will be the borough's primary civic centre, a strategic office centre, and major shopping, arts, cultural and entertainment centre. Sites should be developed within the town centre to strengthen that role and especially to regenerate King Street between the Town Hall and the prime shopping area. (See also policy for Hammersmith Town Centre);
- Shepherds Bush town centre is designated as a metropolitan centre in the London Plan. The priority will be to strengthen the historic town centre by encouraging commercial and leisure based development and uses that will help regenerate town centre functions and link with the White City Opportunity Area; Major leisure activities and major retail that cannot be located within the town centre may be appropriate north of Westfield on the edge of the existing town centre boundary; and there is potential to consider a northwards extension of the town centre. Regeneration of Shepherds Bush Common and the market will be important parts of the strategy for this centre. (see also policy for the White City Opportunity Area);
- Fulham town centre is designated as a major centre. The priority will be to regenerate the northern part of the centre, which is run down and in need of significant new investment, by the provision of more and improved shopping. The focus for Fulham town centre will be shopping and local services, and leisure activities that do not have adverse impacts on surrounding residential areas. (see also policy for the Earls Court and West Kensington Opportunity Area (ECWK));
- The 4 key local centres will be the existing East Acton, Askew Road, North End Road (West Kensington) and Fulham Road centres; and
- 16 neighbourhood parades and 6 satellite parades are designated (see Appendix 5 and Map 6 and policies).

6 Delivering the Council's Vision

In all three town centres (but also in other centres in the hierarchy) the council will encourage diversity and distinctiveness in the shopping mix. The council will seek to ensure a good range of shop types with independent as well as national traders. The council will negotiate planning obligations where appropriate, feasible and viable to mitigate the loss of, and/or secure or support, affordable retail space to encourage small or independent traders.

In the major regeneration areas new shopping facilities of an appropriate scale will be required to provide for the day to day needs of people living and working in the area.

Applications for all new shopping will be expected to meet the policies set out in Planning Policy Statement 4 Planning for Sustainable Economic Development or successor national planning policy. However, whatever national policy is in place, the council will be concerned that all proposals are of an acceptable scale and appropriate impact for the existing hierarchy.

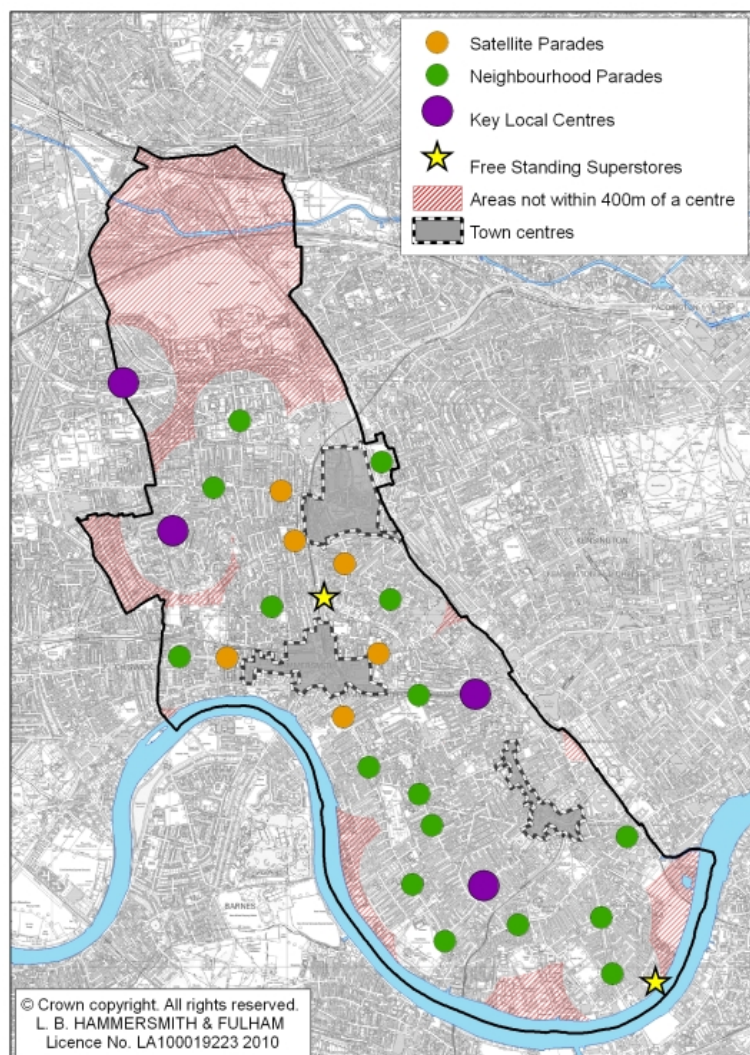
Justification

6.22 Within the borough there are three established town centres together with a number of local centres and smaller shopping parades. The town centres also exist within a London wide hierarchy of centres, designated in the London Plan. The council wants to encourage the regeneration of Hammersmith & Fulham's town centres to improve their viability and vitality as well as sustain a network of supporting key local centres. A key aim in relation to the town centre and local centre hierarchy is to ensure that there is sufficient capacity for new retail floorspace in line with identified need.

6.23 There is a significant amount of evidence for quantitative need for retail floor space in West London, including regional studies prepared by Experian on behalf of the GLA. These studies provide a range of quantitative outputs which the council will consider when responding to retail proposals.

The most recent study, the Joint West London Retail Needs Study 2010 (WLRNS), has identified future estimated retail need in the borough and specifically within our three town centres up to 2021 as set in the following table:

Map 6: Shopping Hierarchy



Estimated Retail Need

	Borough-wide (Sq m gross)	Hammersmith (Sq m gross)	Fulham (Sq m gross)	Shepherds Bush (Sq m gross)
Comparison	74,500	17,200	7,800	41,400
*Convenience	7,600	2,200	1,100	4,300
A3 - A5	11,100	2,800	2,600	4,000
*Convenience figures based on supermarket sales densities (Source: West London Retail Needs Study 2010)				

6.24 The council aims to meet future need primarily within the established shopping hierarchy so as to maximise opportunities to obtain goods, services, jobs and leisure activities in places that are convenient to where people live and work. A number of development sites have been identified for future retail growth in the town centres, but there is scope for some new provision to support growth in the identified regeneration areas, particularly the White City Opportunity Area and the Earls Court and West Kensington Opportunity Area. The WLRNS retail need estimates are based on London Plan population growth projections and the estimates will need to be considered in the light of the potential local growth in regeneration areas.

6.25 The establishment of a hierarchy of town centres and local centres in the borough, and the application of policies that direct growth to these centres, will assist in ensuring a good range of convenient and accessible local facilities for borough residents, which is an important part of what makes a decent neighbourhood. Although the planning system cannot directly control the type of trader or the type of shop, the council's network of centres will help lead to most borough residents living within walking distance (about quarter of a mile or 400m) of a town centre or lower order local centre. Supporting policies will seek a range of shopping and other facilities in these centres and where development takes place, there may be scope to secure affordable space and agreements with developers so that a proportion of space can be offered to independent small retailers.

6.26 The opening of the Westfield London shopping centre in 2008 has elevated Shepherds Bush to the status of a metropolitan town centre as recognised in the London Plan. A key council priority is to capture the regenerative benefits of Westfield in the original town centre rather than propose any further expansion of the shopping function north of Westfield at this stage. However, there may still be scope for town centre related activities, especially major leisure, as well as additional retail to be located in that area. The WCOA Planning Framework has explored how further expansion of town centre uses, including retail, to the north of the current town centre boundary could achieve many additional objectives including improved housing, open space, connectivity and transport. The potential area that could be considered for an extension of the town centre is from Westfield to no further than the Hammersmith & City Line viaduct. However, the evidence base required to provide justification for the extension of the boundary (need/impact/sequential assessments) must be developed before the town centre boundary could be adjusted to

6 Delivering the Council's Vision

allow for such expansion. A key proposal to strengthen the western part of the town centre is the regeneration of the Shepherds Bush Market. This will help strengthen the convenience offer in Shepherds Bush and assist in meeting local needs as well as enhance Shepherd's Bush's function as a metropolitan centre. In addition, refurbishment of the W12 Centre is seen as a key element of a vital and vibrant Shepherds Bush.

6.27 Hammersmith will continue to be a major town centre and the council will encourage development to improve the vitality and viability of the centre and to strengthen its role as a centre for shopping, offices, local government and for arts, culture, leisure and services. Key sites in meeting this objective, as well as providing new housing, are the Town Hall and adjacent land in Nigel Playfair Avenue and King Street, Kings Mall, the remaining part of the Hammersmith Island Site currently occupied by the temporary bus station, and the Hammersmith & City Line station car park.

6.28 Fulham Town Centre will be supported to re-establish its historic role in the locality and maintain its status as a major town centre in the London Plan. The Core Strategy policies will seek to provide further shopping and leisure uses at an appropriate scale to meet locally generated needs. One opportunity for improvement is in the northern part of the centre, along North End Road and Lillie Road.

6.29 In key local centres, the aim is to ensure a greater variety of uses than in neighbourhood parades. However, in both types of centre the council's policies will seek to retain a predominance of shopping over other uses. These centres can help contribute towards the identified estimated need for further low and mid ranking comparison and convenience retail floorspace to meet the needs of the local population. The council will work with its partners to try to coordinate service provision based on these centres. The council will consider the designation of further local centres or parades within the WCOA and ECWK Opportunity Area if this is required to meet the needs of the new development and is supported by capacity studies (see also policy for the ECWK Opportunity Area).

6.30 Those centres that adjoin or are in close proximity to town centres will be known as satellite parades. These parades will continue to provide local services, but will also provide opportunities for a variety of uses that will support the nearby town centres.

6.31 In shopping parades, other than those identified in the hierarchy, particularly where shops and premises have been vacant for a long time, there will be more limited protection of shopping facilities, and possible alternative uses could include small offices, health facilities and A class uses other than those falling within class A1. These alternative uses would need to be compatible with adjoining uses and therefore in some more residential locations, uses such as restaurants, pubs and bars may not be appropriate.

6.32 In all the centres and shopping areas there will be planning controls to maintain appropriate levels of retailing, local services and other uses (see the Development Management Policies DPD). There is evidence that convenient access to takeaways can have an adverse impact on child health, particularly child obesity rates. Therefore the council considers it is particularly important that additional hot food takeaways are not located in the vicinity of schools and other centres focusing on children's activities. Residential use will be appropriate on floors above shops and other premises.

6.33 In addition to these centres, there is one superstore in Sands End, another on Shepherds Bush Road and a small number of shed based retailers, mainly at Wandsworth Bridge. There continues to be pressure for supermarkets of different sizes to be established both in centres included in the hierarchy of centres and outside these centres. Small supermarkets may expand the choice in local shopping centres, but large stores can have adverse impacts on town or local centres and increase local traffic.

6 Delivering the Council's Vision

7 Regeneration Area Strategies

7.1 For each of the regeneration areas the council has set out the overall strategy and vision for the area and the proposals for sites of strategic importance and for council housing estates. Three of the regeneration areas are also Opportunity Areas in the London Plan and are of strategic importance. This is a comprehensive approach to regeneration aimed at tackling the physical nature of places, making them better places to live and work; and addressing high levels of multiple deprivation and by achieving decent neighbourhoods. It is complementing physical change with social and economic regeneration, and improving life chances through improved education, health, safety and access to employment and better homes. The regeneration areas represent an opportunity for significant new sustainable place making and will provide the focus for new development in the borough. Development in each of the regeneration areas will need to respect and enhance the existing townscape context and heritage assets both within and around the area. The development of planning frameworks/assessments and proposed townscape structure will be informed by the existing context. The regeneration proposals should make use of the qualities of the heritage assets within each area and fully exploit the contribution that they may make to the development of a new sense of place.

White City Opportunity Area

Vision

7.2 The vision is for a vibrant and creative place with a stimulating, high quality, accessible and inclusive environment where people will want to live, work, shop and spend their leisure time. Anchored by the BBC, Imperial College and one of London's best retail offers in a reinvigorated metropolitan town centre, the area will provide a unique and distinctive quarter. Many other world-leading, global creative, media and entertainment businesses will be attracted to the area which will be a nationally known creative hub in London. Creative and media businesses will combine with schools, colleges and universities elsewhere to provide cutting edge educational links that will inspire young people. A substantial number of new jobs will be filled by local people. The area will contribute to meeting local employment and community needs, contribute to the aspirations for the wider West London sub-region and help sustain London's growth.

7.3 There will be a substantial number of new homes providing a local ladder of affordable housing opportunity, supported by leisure, green space, schools and community and other facilities. Large, physically inward looking housing estates will have been regenerated and their existing residents will have had the opportunity to move into better homes and improve their employment prospects in the area. The existing community will remain in the area and thrive.

7.4 The economic and cultural health of the historic Shepherds Bush Town Centre will be revived and it will be a thriving destination in its own right. The market and common will be reinvigorated as major attractions.

7.5 The Opportunity Area will be fully integrated within the wider local area. The area will be a model of high quality urban design, sustainable architecture and construction situated within a first class permeable, accessible and inclusive public realm. Outstanding environmental performance will be achieved by the use of low and zero carbon technologies, including combined heat and power, the establishment of a decentralised energy network and the installation of renewable energy systems.

7 Regeneration Area Strategies

Strategic Policy WCOA

White City Opportunity Area

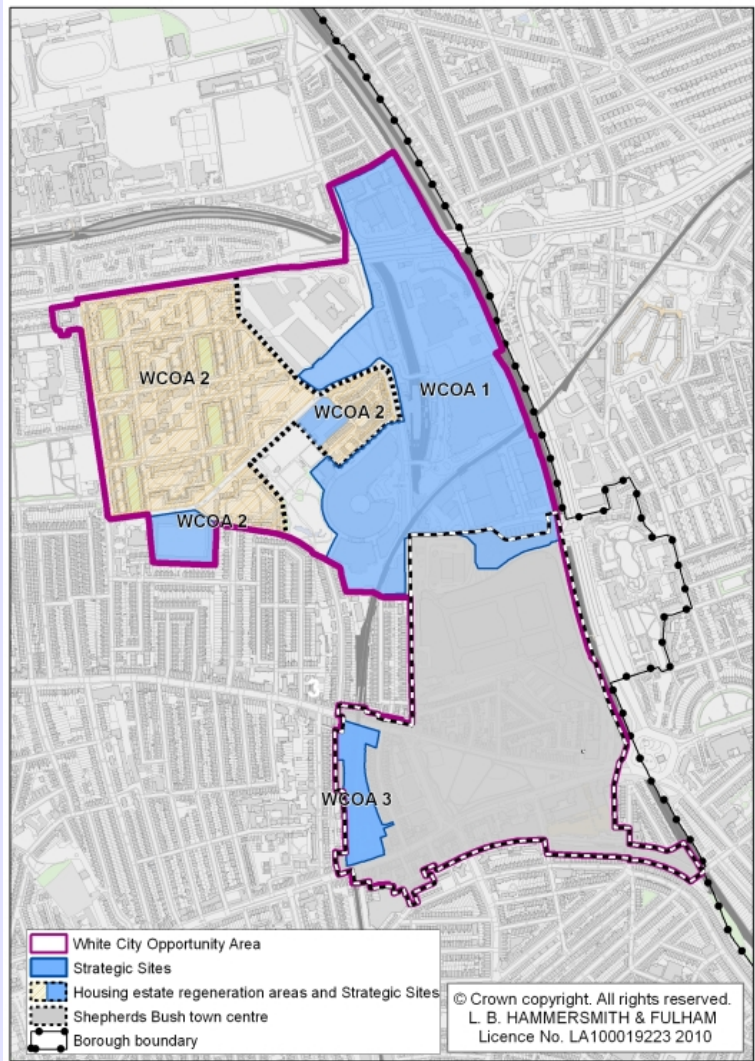
Indicative additional homes	Indicative new jobs
5,000 (of which about 4,500 in White City East)	10,000

The council will work with the GLA, other strategic partners, the local community and landowners to secure the comprehensive regeneration of the White City Opportunity Area (WCOA); and, to create a vibrant and creative place with a stimulating and high quality environment where people will want to live, work, shop and spend their leisure time. The existing estates community must be able to benefit from regeneration of the area through access to jobs, better local facilities, better and more suitable housing, and improved environmental conditions.

The regeneration of the WCOA will be focused on the development of White City East, partial development of the BBC TV

Centre and encouraging the regeneration of the White City and adjacent estates. It will also involve improvements to, and developments within, the historic Shepherds Bush town centre, including a regenerated Market area that provides an enhanced focus and destination in the western part of the town centre. Major leisure activities and major retail that cannot be located within the town centre may be appropriate north of Westfield on the edge of the existing town centre boundary; and there is potential to consider a northwards extension of the town centre.

The new homes built in the area will be expected to provide a local ladder of affordable housing opportunity. Regeneration schemes will need to provide an appropriate level of supporting leisure, green space, schools, community and other facilities, possibly funded through a tariff-based scheme.



In the area consisting of White City West and East (see more detailed policies) 40% of the new housing should be affordable housing in accordance with Strategic Policy H2. There should be no loss in the overall quantity of social rented housing but there should be a better overall mix of unit sizes that, in particular, helps to alleviate overcrowding in existing accommodation. Development of land in White City East should provide a sufficient mix and quantity of social rented housing (approximately 25%) to enable a proportion of existing estate residents to rehouse in better accommodation. As a result, there should be a more mixed and sustainable community across the area within which the existing community can thrive.

The development of privately owned land in White City West and East will not be acceptable unless it contributes directly to regeneration of the whole of the north of the opportunity area (that also includes the Council and Registered Provider housing estates); and, in particular, to achieving a mixed and balanced community across the whole of that area. This should happen through measures that include:

- **provision or refurbishment of affordable and other housing in ways that:**
 - **enable estate residents to obtain better accommodation or move into home ownership; and**
 - **enables estate regeneration through provision of rehousing opportunities; and**
 - **directly contribute to refurbishment or replacement of residential accommodation on the estates; and**
 - **achieve a mixed and balanced housing tenure and dwelling size mix across the whole area.**
- **provision of, or contributions, to programmes that enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment;**
- **environmental improvement and measures to enhance environmental sustainability, such as decentralised energy and heat networks;**
- **provision of land, buildings and funding for new or improved publicly available social infrastructure that benefits the area as a whole;**
- **provision of, or contributions to, transport infrastructure or improvements that are necessary to secure the regeneration of the whole area.**

All development must have regard to its setting and context within the OA and in the surrounding area in Hammersmith and Fulham and Royal Borough of Kensington and Chelsea. It should reflect, extend, improve, and integrate with the urban grain and pattern of development in that surrounding area (in accordance with Policy BE1). The council will expect most of the new development to be low to medium rise, however a limited number of tall buildings of exceptionally good design may be acceptable, in particular, close to the A40 and A3220 and in any other areas identified in the White City OA planning framework tall buildings strategy.

7 Regeneration Area Strategies

The overall quantity of development and its expected trip generation must be related to the capacity of the public transport and highway networks, taking account of firm improvements that could be made, to prevent unacceptable levels of congestion and improve the flow of essential traffic on Wood Lane, in particular. Where individual sites come forward, the transport and traffic impact must be considered in relation to the expected transport and physical infrastructure capacity and impact of development opportunities in the whole WCOA, so that sites do not take up a disproportionate part of the available capacity. Development must be permeable and well connected both within and outside the area, especially for pedestrians and to overcome the barrier effect of the West London Line/A3220 and A40.

All development must incorporate high levels of environmental performance by the use of low and zero carbon technologies, including combined heat and power, the establishment of a decentralised energy network and the installation of renewable energy systems.

All developments must have regard to, and will be considered against, the White City Opportunity Area Planning Framework.

Justification

7.6 The Opportunity Area, which is also included in the London Plan, will enable an area wide approach to social, economic and physical regeneration, including the regeneration of the White City estates. The council and GLA are preparing an Opportunity Area Planning Framework, and with Transport for London a transport study, which will provide more detailed guidance on development capacity and planning principles.

Housing, mixed and sustainable communities and decent neighbourhoods

7.7 The development of White City East will include a substantial amount of new housing, and affordable housing, in particular. This will provide significant opportunities for estate residents to access better accommodation and for parts of the estates themselves to then be renewed:

- New social rented housing of the right sizes and types would provide more opportunities for transfers to alleviate overcrowding or to obtain housing more suited to a tenant's needs.
- Intermediate housing (e.g. shared ownership) at the right price levels would enable existing tenants who can afford to move into home ownership to do so while remaining in the same area. The opportunity to move into intermediate housing would be realised for many by the availability of many local jobs to help alleviate unemployment and low income levels.
- There would be opportunities for people who consider themselves to be living in less than ideal circumstances to seek to move to a home in the new development. For instance, it is generally acknowledged that living alongside a major dual-carriageway road is not ideal because of air and noise pollution, and people living alongside the A40 may feel they would prefer to move. If this were the case, then it may be possible for blocks such as these, to be replaced.
- Similar benefits would exist for leaseholders living on the estates who could have opportunities to move if they consider that new homes are more suitable homes.

- The layout of estates could be improved with better linkages to the surrounding area and to the land east of Wood Lane and the facilities it will provide in the future.
- The new housing provided in White City East should be better quality and more energy efficient. Existing residents would need to be engaged in discussions about the provision of new housing to ensure it was agreed to be a better option, especially for families.

7.8 The priority for social rented housing is to enable better accommodation for existing residents and enable estate regeneration, and the overall quantity of social rented housing in the WCOA will not reduce. However, as new housing is provided and the stock is regenerated there will be a better mix of housing sizes to alleviate any current overcrowding, especially affecting families, by providing more appropriate dwellings. There will be a substantial increase in intermediate housing in different forms. Existing estate residents should have the opportunity to be able to continue to live within the Opportunity Area or its vicinity.

7.9 All new housing should be provided to a high standard with a good mix of sizes and types, and available amenities. Low and medium rise housing providing a satisfactory proportion of family housing should predominate but higher rise blocks intended largely for non-family flats would also be appropriate in suitable locations.

7.10 Part of White City East is appropriate for student homes and Imperial College which owns the former BBC Woodlands site, has been granted planning permission for such accommodation. Development of student homes will have an effect on the capacity of the area for other uses, in particular for general housing; and that needs to be taken into account in considering the extent to which the indicative general housing figure of 5,000 in the Opportunity Area and 4,500 in White City East can be achieved.

7.11 Local facilities (e.g. shopping, leisure, entertainment, recreation, schools and health) should be provided in a phased way that meets the needs of the increasing population.

Employment and creative industries

7.12 There is already a focus on creative industries in the borough and particularly in this area. There is scope to develop a new creative quarter, with a potential for not only replacing the jobs lost by the relocation of the activities in the BBC TV Centre by 2012 but also for creating additional employment. The council aims to create the conditions for creative industries to establish and expand in the area, by planning for the type of space and local environment that enable these industries to flourish. There is also scope to encourage bio-medical research and development (R&D) related to the Imperial College research facilities at Hammersmith Hospital. Imperial College has recently received consent (subject to S106 Agreement) for Phase 1 of its redevelopment proposals for the Woodlands Site and intends to develop the whole site for a mix of uses including student accommodation, medical research and office space (related to Imperial College), technology transfer space, commercial office space, hotel and conference facility, residential, and other ancillary services.

7.13 The main area for new employment will be as part of mixed use development east of Wood Lane but other opportunities will be taken, such as the future use of the BBC TV Centre. Any office developments in Shepherds Bush Town Centre will be expected to support the regeneration of the town centre and should be small or medium scale and normally part of mixed use schemes.

7 Regeneration Area Strategies

7.14 Proposals that involve substantial employment should come with programmes to offer training and job opportunities to local people, and make links with local schools. In this way the local area can benefit more directly. The council will aim for a high number of jobs to be taken by local people.

Town Centre

7.15 Westfield and the greatly improved transport links have brought many more people to Shepherds Bush. This, and the regeneration of the Common planned for 2011/13, will help improve the old town centre and make it more of a destination. However, the western part of the centre including the market as well as the W12 Centre to the south of the Common will need action to sustain their roles as key anchors for the town centre

7.16 The council will maintain and encourage Shepherds Bush's role as a centre for leisure, culture and entertainment (complementing the creative industry focus), in ways that do not lead to unacceptable impacts for residents and other town centre users. In particular, the council will do what it can to support the future of the Bush Theatre and encourage the use of the former library and the listed former Odeon Cinema building for arts, cultural or entertainment use as part of the creative industries hub.

7.17 In recognition of the opening of Westfield London, and the change in the role of Shepherds Bush as a town centre, the London Plan identifies it as a Metropolitan Centre. Bearing in mind the proposed metropolitan centre designation, the West London Retail Needs Study has projected a significant need for further retail floorspace in the centre within the plan period. The council will aim to meet the identified retail need primarily within the town centre, which includes strengthening the convenience and comparison offer in the market and the W12 Centre. The council does not currently propose any extension of the town centre boundary north of Westfield. However, there may be physical scope for some additional retail to be located there as part of a mix with substantial leisure facilities and residential as part of a development that would link the existing Westfield centre with land to the north. The potential area that could be considered for an extension of the town centre is from Westfield to no further than the Hammersmith & City Line viaduct. Such additional retail would need a full assessment in terms of need, capacity and sequential impact. Should acceptable proposals come forward the council will consider proposing an extension of the town centre boundary as part of a future review of the Core Strategy.

Transport

7.18 The capacity of the transport system has been increased with the opening of two new stations, interchange facilities at Shepherds Bush and at Wood Lane, and other transport improvements. However, the council's vision for the area will be dependent on further improvements in public transport, cycling and walking to ensure that a very high proportion of trips are made in that way, including the construction of Crossrail to relieve pressure on the Central Line. Further improvements to the West London Line services are likely to be important and a Crossrail station and/or High Speed 2 rail link station in the Old Oak area would bring great benefits in the long term. The council must also ensure that the highway network can handle the traffic, especially on north to south road links, and local capacity improvements will be needed. There is scope to reduce trip generation if the area is developed in a way that encourages people to live and work in the area and if there is a coordinated approach to freight and deliveries. The WCOA Planning Framework work includes a detailed transport study, being carried out with Transport for London.

Urban design, connectivity and tall buildings

7.19 There is an opportunity to create a high quality townscape, opening up the area east of Wood Lane and achieving a high degree of permeability and connectivity across the area and to the surrounding area (including with the Royal Borough of Kensington & Chelsea). The whole area should be planned to enable easy movement within the area and to the surroundings, especially from homes to transport stops and stations, employment, shops, schools, open space, leisure and other facilities. It should also be planned in a way that has regard to, and integrates development within, the urban grain, character and pattern of development in the wider surrounding area within the boroughs of Hammersmith & Fulham and Kensington & Chelsea.

7.20 Parts of the area such as alongside the A40 and A3220 are less sensitive to the impact of building height, so tall buildings could be considered as part of the approach to urban design provided they are of exceptional design quality. The WCOAPF will set out a tall buildings strategy. Any buildings that are visible from RBKC should have regard to that borough's Core Strategy policy CL2 (subject to adoption).

Delivery

7.21 The council is working with the GLA and Transport for London on a WCOAPF. This will set out more detailed planning guidance.

7.22 Arising from the WCOAPF, delivery mechanisms will need to be established to provide the necessary level of coordination of future action between public bodies and private land owners and developers. The council is considering establishing a local housing company to coordinate estate regeneration.

7.23 In order to deliver the objectives for the area, it is essential that there is a comprehensive approach and that individual private sector site developments contribute to wider regeneration in the Opportunity Area.

7.24 In the north of the Opportunity Area, in particular, there are substantial private sector development sites side by side with areas of major estate based deprivation. Realisation of the development potential of those sites must be seen in the context of the proper planning of that wider area, especially in terms of how development helps to bring about or facilitate estate regeneration, provides tangible benefits for the existing community and achieves a mixed and balanced community across the whole area. In this way, development will contribute to the Core Strategy's aims of reducing social and economic polarisation and encouraging social mobility. It will help reduce the concentrations of deprivation associated with the large mono tenure housing estates and help to significantly improve the fabric of these outdated estates. Developments in the north of the area that do not contribute to achieving these regeneration objectives, and, in particular, a mixed and balanced community, will not be acceptable.

7.25 Development must also contribute to the provision of the social, physical, energy supply and transport infrastructure that is necessary to support the overall potential of the area: including public open space, new schools and community, leisure facilities, a district energy scheme; and, additionally to the east of Wood Lane, tunnels or elevated crossings across the West London Line/A3220, routes under the Westway, additional entrance to White City Underground.

7 Regeneration Area Strategies

7.26 Individual development must not have an adverse impact on the transport network and must not consume a disproportionate amount of transport capacity on the network relative to the rest of the Opportunity Area and other potential developments. This is particularly important in the core development area east of Wood Lane. The landowners in this area are expected to collaborate, to a large extent, and it would be preferable for them to enter into some form of agreement to bring forward development on the basis of the WCOAPF.

7.27 The indicative figures for homes and jobs are based on broad assessments of possible capacity for the core development areas and informed by work on the WCOAPF. Achieving or exceeding the figures for homes and jobs on individual development sites will require, inter alia, a detailed consideration of urban design, desirable land use mix, provision of supporting facilities and social infrastructure, transport capacity and environmental impact. It will depend fundamentally on the creation of well designed places that meet the objectives for the area. Regeneration of the estates could take various forms which could provide additional homes.

7.28 This policy will be reviewed as and when Regulation 123 of the Community Infrastructure Levy Regulations 2010 comes into effect in respect of the council's area.

Strategic Sites And Potential Housing Regeneration Areas

7.29 There are a number of areas within the White City Opportunity Area, which are key to achieving the overall vision:

- White City East
- White City West
- Shepherds Bush Market

Strategic Site - WCOA 1

White City East

Owners: BBC, Helical Bar/Aviva, Marks and Spencer, Westfield, Imperial College

There must be a comprehensive approach to the development of the area which provides high quality places for living and working that are well integrated with, and respect the setting of, the surrounding area. Planning applications should illustrate how proposals sit within the context of a detailed masterplan for each major landholding (or group of closely related landholdings), and in line with the White City Opportunity Area Planning Framework, its indicative masterplan and its transport study to provide the basis for detailed planning applications. All development must contribute to achieving the strategic policy for the opportunity area, especially in terms of directly contributing to the regeneration of the north of the opportunity area.

The area should be redeveloped for a mix of housing, employment and community uses, establishing a creative industries hub, primary school, major leisure facilities, and a local centre with supporting uses (e.g. local shopping, restaurants and community facilities). Within the overall mix of uses there could be scope to accommodate major educational, cultural and health facilities. Development must be well related to a pattern of public and private open spaces set within a high quality public realm.

40% of housing should be affordable. Approximately 25% of housing should be social rented in sizes and types that enable local estate regeneration. Provision of some student accommodation is appropriate as part of a satisfactory overall mix of housing.

All separate sites must individually contribute proportionally to achievement of the objectives and policies for the area; and, to the overall provision of social and physical infrastructure, affordable housing, and any necessary improvements to the transport infrastructure that are together necessary to enable the area to be developed to its potential. Developments should take advantage of the opportunity for a decentralised energy network across a wide area. There must be a permeable pattern of streets, pedestrian and cycle routes that knits the area together and connects it with the surrounding area.

The overall quantity of development on land east of Wood Lane (and the BBC sites) must not rely disproportionately on the public transport and highway capacity that is available in the WCOA as a whole, as this could prevent other development proposals from achieving an acceptable potential. Development of land alongside the West London Line/A3220 must provide connections to the Royal Borough of Kensington and Chelsea, especially for pedestrians. Similarly, development on either side of the A40 must be well connected.

The parts of the BBC TV Centre which have historic and/or architectural interest must be retained and the Centre's setting respected. Proposals for the complex should ensure it is integrated within the area in terms of urban design and connectivity to west and east.

7 Regeneration Area Strategies

Justification

7.30 This area includes all the land to the north of Westfield on the east side of Wood Lane, the BBC TV Centre and undeveloped land at the BBC Media Village. It is the most substantial opportunity for early regeneration in the borough and key to the council's spatial vision. A considerable amount of work was undertaken by the major landowners on the preparation of a master plan for the area. This has been tested in preparing the new WCOAPF which will set out planning guidance (including on an indicative masterplan) in more detail than the LDF or London Plan, and will provide a basis for coordination of development. However, there will still be a need for some degree of masterplanning of individual land holdings and, in particular, of the group of major landholdings between the Hammersmith & City Line viaduct and the A40. This is to secure the full benefits of regeneration, ensure that separate planning applications are well related and connected, and to provide the necessary social and physical infrastructure. There must, in particular, be a means for ensuring that separate development proposals contribute to the provision of social and physical infrastructure necessary to support development of the whole area. Development must also be set in the context of the overall transport capacity in WCOA and any improvements that can be made. Just as individual sites in the east side must not take a disproportionate amount of transport capacity, the east side, as a whole, must not take a disproportionate amount of the capacity available for the WCOA as a whole.

7.31 This is a large area which is largely bounded and crossed by roads and railway lines but it must not be planned out of context with the surrounding area both within and outside the opportunity area. Development is an opportunity to connect with and knit together the surroundings while providing a permeable internal layout. This means not only making physical linkages but considering and extending the broader setting and pattern of land uses and the character and nature of the urban grain and neighbourhoods in this part of inner West London. That will provide an appropriate basis for considering the location of larger buildings.

7.32 The opportunity should be taken to provide for major leisure activities close to the town centre. A new primary school will be needed together with sufficient public open space for residents and workers and smaller scale leisure, recreational, shopping and health facilities to support the future residential and working population in the area.

7.33 The provision of housing must assist the regeneration of the estates and the establishment of a mixed and balanced community across the opportunity area, in terms of tenure mix and housing type. This would require approximately 25% of new homes to be social rented housing. The new housing must provide homes of different types, tenure and sizes. It should be designed to provide an attractive residential environment within a mixed use context. Subject to that, there may be potential to achieve high densities of housing development in certain parts of the area, subject to the overall transport capacity and the acceptability of taller buildings. There is an increasing demand for student housing and there is more scope in opportunity areas to provide for this and deal with its impacts in an acceptable way. This is particularly appropriate in this area in view of the good public transport accessibility.

7.34 Any development will be expected to contribute to the Strategic Policy for the Opportunity Area and to help bring about regeneration across the whole of the northern part of the area, in particular. This is essential in order to reduce social and economic polarisation and to encourage social mobility.

7.35 Any development should provide an accessible and a high quality environment and townscape and be supported by improved access to the transport networks and good pedestrian linkages to the surrounding area, including RB Kensington & Chelsea. The area immediately north of Westfield needs extremely careful handling in urban design and land-use terms to overcome the barrier effect of the Westfield access arrangements and provide a good linkage into the northern area through the railway arches. The way in which open space is provided for residents and workers will be a critical aspect of the layout of the area. It could be in the form of public and private areas but public areas must be provided with a view to achieving a high quality, useable, safe and easily maintainable public realm. The provision of a public open space must be set within an overall open space strategy that optimises the benefits of open space.

7.36 In view of the size of the site, development must fully incorporate the principles of sustainable design and construction, including combined heat and power, a decentralised energy network and the installation of renewable energy systems and the sustainable management of waste generated by the development.

7.37 The BBC has announced that following its decision to move certain services to Salford and central London it expects to sell the TV Centre after 2012. The BBC TV Centre is statutorily listed as Grade II and is the focus of the Wood Lane Conservation Area. Parts of the building have been identified by English Heritage as being of special architectural and historic interest at a national level, but there could still be scope for redevelopment of other parts of the Centre. The TV Centre is strategically significant to the future of the White City Opportunity Area because of its location, the potential for linking the western part of the White City area with Wood Lane and the potential for creation of a public open space focus on Wood Lane; and because it is a significant refurbishment/development opportunity which should take advantage of the creative industries legacy of the BBC. The preferred uses should be relevant to the nature of the historic use. Any development and re-use of the BBC TV Centre should retain those buildings of historic and architectural importance on the site, especially the iconic appearance from Wood Lane. If redevelopment of the more recent parts of the TV Centre on Wood Lane takes place, this should be considered in conjunction with the Wood Lane housing estate and the TA Centre which are adjacent (see next section).

7 Regeneration Area Strategies

Strategic Site and Housing Estate Regeneration Area - WCOA 2

White City Estates (White City, Batman Close, Wood Lane), QPR football ground, TA Centre strategic site and estate regeneration area

Owner: LBHF, RSLs and private, QPR football club and the Ministry of Defence TA Depot.

The council will work with estate residents to examine the opportunities and benefits of a phased regeneration of the estates over 20 years as part of an overall strategy that will:

- **result in social and economic regeneration and maximise opportunities for residents to obtain local jobs;**
- **achieve better accommodation and conditions and more housing choice for existing residents within the opportunity area; and**
- **enable the existing diverse community to thrive within a more mixed and sustainable community.**

Any new housing should provide a mix of tenures as part of the overall strategy for the opportunity area. Low and medium rise housing should predominate.

Any development must help provide a permeable street pattern and be well integrated with the surrounding area. In parts of the area, commercial development may be appropriate to help increase local employment opportunities, especially if land is less suitable for residential purposes.

If proposals come forward to develop and/or replace the QPR football ground in the area, the acceptability of any scheme will be considered in particular, in terms of:

- **the impact on the locality; and**
- **whether it would provide an opportunity to enable the regeneration of the estates in a way that provides clear benefits to existing residents.**

As part of the detailed planning for this area the future of the TA centre should be taken into account and any development must contribute to the objectives for the area.

Future school, health, community, leisure, public and private open space and shopping provision must be included in any proposals.

Justification

7.38 The White City Estate, the largest estate in the borough, was built in the 1930s and is primarily low and medium in scale and density. The blocks are laid out around courtyard areas and the estate is physically inward looking and has poor connections with the surrounding area. The northern blocks are adjacent to the major arterial road – the A40 Westway – and suffer from high levels of air and noise pollution as a result. The estate has a number of sites providing a range of services to local residents, some of which could come forward for redevelopment over the next few years. The future use of these sites would best be determined as part of an overall strategy for the area.

7.39 Batman Close is formed by a number of blocks laid out around a large underused area of land within the centre of the estate. The environment of the communal space contrasts poorly with the higher quality environment found within the adjacent Hammersmith Park open space. Whilst the Wood Lane estate is of a later construction to the other estates in the area, it is dominated by the BBC buildings which butt up to the estate boundary and overshadow the lower rise housing. The estate has had some piecemeal rebuilding undertaken within the last decade.

7.40 At present, there are high levels of multiple deprivation on the estates associated with very high proportions (66%) of social rented housing. Physical change can have a significant impact in terms of better homes and local facilities and designing out crime. However, action will be needed to address underlying causes of deprivation, especially through education and training and programmes aimed at ensuring a high proportion of estate residents have access to the many local jobs that will be created in the White City Opportunity Area, especially in creative industries.

7.41 Development of White City East will take place over a long period of 15-20 years. However, depending on whether a significant number of estate residents chose to move into new housing in that area, there would be scope to consider a gradual renewal of the estates, through refurbishment or redevelopment or a combination of both. This could widen the benefits of new housing and better environmental conditions to all estate residents. It could transform the White City Estate, with a better range of housing types and sizes, into a mixed residential area, well connected with its surroundings. This would help reduce social and economic polarisation and encourage social mobility, while ensuring that the existing estate's community continues to live in the White City area but within an even more diverse, mixed and sustainable wider community.

7.42 Phased regeneration within the estates could provide particular opportunities which the council will continue to discuss with estate residents:

- The housing stock could be refurbished or partially replaced with modern, much higher quality accommodation having a better mix of housing types and sizes and requiring less maintenance. New housing would have lifts in all medium and high rise blocks.
- There could be a better, more permeable housing layout with more attractive, more useful and easier to maintain amenity spaces. Instead of typical estate slab blocks there could be more street based properties.
- There would be the opportunity to design out crime, anti-social behaviour and improve security in housing and open spaces.
- People who consider they live in less than ideal circumstances (e.g. because of overcrowding or because of environmental conditions) would have more opportunity and choice to transfer to more suitable accommodation in the opportunity area.
- Dwellings and open spaces could be designed to fully take account of the needs of disabled people and the provision of lifetime homes.
- New or refurbished housing would have greater energy efficiency.
- For existing tenants, and for their children when they need their own home, whether rented or owned, there would be a much better choice of housing types and tenure in the locality with more opportunities for people to realise their aspirations to move into affordable home ownership.

7 Regeneration Area Strategies

7.43 The QPR ground at Loftus Road is a cramped site and its future and the club's ambitions should be considered in the planning of this area over the next 20 years. If the Club wishes to remain in the area with a larger stadium, this could only be considered as part of an approach to estate regeneration that achieves substantial benefits as set out above. That could include, for instance, provision of better replacement housing, especially for estate residents who live in poorer quality blocks, such as by redevelopment of the existing football ground or other sites for a mix of new housing. However, if the Club wishes to put forward proposals, these would need full discussion with local residents to establish if there are sufficient benefits for the area and local people.

7.44 The Territorial Army Centre is a low intensity use of land which could be better used given its location. The opportunities for a development that would facilitate estate regeneration should be considered if the TA facility can be relocated.

Strategic Site - WCOA 3

Shepherds Bush Market and adjacent land

Owner: Transport for London, Shepherds Bush Market Enterprises, Council, Peabody Trust, Broadway and private.

Regeneration of the market and other adjacent land to create a vibrant mixed use town centre development of small shops, market stalls, leisure uses, residential and possibly offices; in accordance with the Shepherds Bush Market Supplementary Planning Document. Development should encourage small independent retailers and accommodate existing market traders.

The core site will be the TfL market, former Pennard Road laundry site, Peabody Trust housing land and Broadway centre. Shop properties on Goldhawk Road should be included provided there are opportunities for relocation of the shopkeepers to new premises within the scheme. The scope for including land to the west of the market off Lime Grove, together with the privately owned market must also be considered.

The former Shepherds Bush library should be used for cultural purposes.

Any development should take place in accordance with the guidance set out in the Shepherds Bush Market Supplementary Planning Document.

Justification

7.45 The market is an important and distinctive part of the town centre's offer. It attracts trade from a wide area. Nearly a quarter of shoppers in Shepherds Bush visit the centre to buy specialist ethnic food products and 8% to specifically visit the market. The council considers that if the market is to continue as an important feature it requires improvement. This will not only ensure the long term viability of the market, but also contribute to the regeneration of Shepherds Bush town centre.

7.46 However, the market operates on a cramped site and there are opportunities to consider combining it with other land to produce a scheme with wider regeneration benefits. The adjacent Pennard Road former laundry land is key to this, and a joint development is a better solution than just housing, for what is a backland site with limited access. The Peabody Trust and Broadway Centre land should be brought into a scheme, subject to agreement on relocation.

7.47 The land is fronted by shop premises on Goldhawk Road which provide accommodation for small retail businesses some of which complement the market. Inclusion of these properties in a development scheme would be beneficial because a development would be opened up to Goldhawk Road but any developer will be expected to negotiate to relocate traders within a scheme.

7.48 A mixed use scheme providing modern small shops and leisure use, together with a revamped market, will not only be a destination in its own right, it will also help regenerate and bring more trade to the surrounding commercial frontages. A cultural leisure activity would provide a good focus for a scheme.

7.49 Careful design will be needed to relate development well to the surroundings, especially residential properties in Pennard Road.

7.50 The former Shepherds Bush library is a building of merit and has potential for cultural uses which would benefit the town centre and complement the market regeneration.

7 Regeneration Area Strategies

Hammersmith Town Centre and Riverside

Vision

7.51 Hammersmith will be a vibrant, accessible and thriving town centre with an important strategic role in the borough and West London, as well as serving a substantial local resident and working population. It will maintain and build on its importance as a major retail, arts, entertainment and employment centre and be the focus for high quality local government services, with a wide range of modern leisure activities and community services. It will continue to have major locational advantages for office development and secure more modern accommodation.

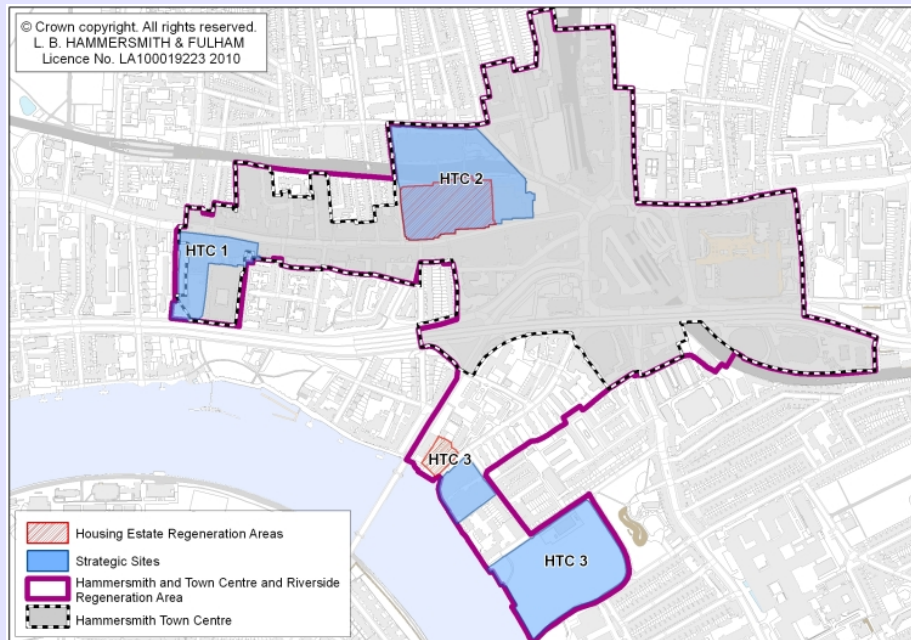
7.52 The riverside is included within the Regeneration Area as it is complementary to the town centre. Riverside development will provide high environmental quality for living and leisure to complement and enhance the existing riverside frontage. There will be improved links between the town centre and riverside.

Strategic Policy HTC

Hammersmith Town Centre and Riverside

Indicative additional homes	Indicative new jobs
1,000	5,000

To encourage the regeneration of the town centre and riverside. The council will continue to build on the centre's major locational advantages for office development and to secure more modern accommodation. Opportunities will be taken to continually improve the environment and public realm, and to improve access between the town centre and the Thames.



This policy particularly promotes:

- the continuation of Hammersmith Town Centre as a major town centre and a strategic office location with high quality public realm that provides a wide range of major retail, employment, local government services, leisure, arts, entertainment and community facilities;
- the redevelopment of parts of Hammersmith Town Centre by actively encouraging the improvement of the Kings Mall Shopping Centre and major stores in this area of the town centre;
- the regeneration of the western part of the town centre around the Town Hall;
- improvement in the range and quality of independent and specialist shops and services, as well as leisure services; and
- high quality development of prominent riverside sites.

All new development should create a high quality urban environment and accord with the urban design principles of the Borough Wide Strategic Policy on the Built Environment – BE1.

7 Regeneration Area Strategies

Justification

7.53 In the last 10-15 years there has been relatively little private investment in development in Hammersmith Town Centre although schemes have been or are under preparation. However, there has been significant investment in the public realm that has resulted in the provision of St Paul's Green and Lyric Square. The bus station has been expanded (temporarily pending permanent extension in a future development). The Greater Hammersmith Business Improvement District (BID) has also been set up. Its objectives include "to inject life and vibrancy into central Hammersmith attracting more people to the area and making it a more desirable place to work in and visit".

7.54 There are high levels of deprivation in and around the town centre and less than 15% of the housing in the town centre is owner occupied. Most is rented (66%) from the council or from housing associations.

7.55 Although Hammersmith has a wide range of town centre functions, major roads, particularly the A4, severely impact on the centre, significantly reducing environmental quality and restricting pedestrian movement. The A4, including the flyover, make access to the riverside difficult and pedestrian movement unpleasant in all other directions.

Retail, leisure and community facilities

7.56 Hammersmith is a major town centre providing shopping facilities for a catchment population of nearly 46,000 people. Over half of the retail space is in Kings Mall which was built nearly 30 years ago. The West London Joint Retail Needs Study 2010 noted that Kings Mall has a "worn and dated exterior" and would benefit from investment and improvement. Despite its dated appearance, the study found that Hammersmith is performing well as a mid range high street destination which meets a local shopping need. It had been expected that Westfield would have some impact on this town centre, but Westfield is meeting a wider regional shopping need and the large local office based workforce (about 15,000) within Hammersmith town centre is helping the centre remain vibrant.

7.57 The town centre is also important for community services with all the main local government services, including the main library, which is in need of modernisation and a better, more accessible, location, and archive centre based in Hammersmith. It also contains a police station, and Hammersmith fire station.

7.58 Hammersmith also has a strong tradition of arts, culture and entertainment with the Lyric Theatre, a four screen cinema and the Hammersmith Apollo, and in addition, the Riverside Studios which is not in the town centre but in the Regeneration Area. The London Plan identifies the town centre as having a strategically important cluster of night time activities. Hotel facilities are situated within the town centre and on its edges.

7.59 The approach to regenerating the shopping centre has two key elements. Firstly, the core shopping area focused on the eastern end of King Street should be strengthened by encouraging development that modernises existing accommodation and extends the range of other facilities. Secondly, the council will encourage a general upgrading of the shopping offer at the western end of King Street, up to and around the Town Hall. To achieve this, there needs to be a clearer attractor which will lead to greater pedestrian flows in King Street while not detracting from the core shopping area. This will be provided by the council's proposal for the creation of a high quality civic centre campus based around the listed Town Hall with a public square and with some new shopping and restaurants.

7.60 Within the town centre, there will be a defined prime retail frontage and controls over the amount and types of uses that could occupy ground floor frontages in order to maintain an attractive and vibrant retail frontage.

7.61 The council will also sustain and enhance Hammersmith's role as a cultural and leisure destination. However, whilst maintaining the important leisure role, the council will ensure that there are none of the adverse impacts that some leisure uses, such as pubs and bars, can have on local residents and on crime and anti-social behaviour.

7.62 Hammersmith should continue to have a mainstream cinema, but a better located and a modern venue would be desirable. A modern central library would also benefit the town centre.

Offices

7.63 Hammersmith is also an office centre of sub-regional significance, both for the public and private sector. Its role as an office centre extends to the east along Hammersmith Road to Olympia and to the south along Fulham Palace Road.

7.64 It is proposed to maintain the town centre's status as a primary office location reflecting priorities in the Council's Economic Development Strategy 2007 (EDS), with an increase in energy efficient modern office accommodation and renovation or replacement of buildings that are no longer attractive to business tenants. The high level of public transport accessibility of the town centre means that there should be little need for private car use so that office growth can take place without adverse effects on surrounding residential areas. However, this impact will be an important consideration in any schemes that come forward.

7.65 Whilst maintaining existing established concentrations of offices at Hammersmith Broadway and Butterwick, the council will take the opportunity to promote and seek new office floorspace in mixed use schemes throughout the whole town centre where this is considered appropriate. Office developments should have active frontages with other uses that enhance the street.

Housing

7.66 In the town centre the priority should be for shopping, leisure and offices, but new residential development is also important. A very accessible location is a good place for higher density flatted accommodation, especially for small households without the need of a car. In addition, this helps bring evening activity and vitality into the town centre. Therefore, the provision of housing is encouraged. All new housing developments will be expected to contribute to a more mixed and balanced community and to provide more market and intermediate housing for people on low to middle incomes.

Tall buildings

7.67 Policy BE1 identifies the town centre as an area where tall buildings may be appropriate but notes that not all parts of the town centre will be suitable. Any proposals for tall buildings will need to respect/enhance the historic context, make a positive contribution to the skyline emphasising a point of civic or visual significance, demonstrate tangible urban design benefits, and be consistent with the council's wider regeneration objectives.

7 Regeneration Area Strategies

Transport and traffic

7.68 The town centre has a very high level of accessibility by public transport, and by road from the west and east. Planned improvements by Transport for London will increase capacity on the Hammersmith and City Line. North-south traffic movement is congested but there are plans to reduce congestion in the northern part of Fulham Palace Road.

7.69 In general, growth in the town centre is not expected to be too constrained by public transport capacity but major development proposals will be expected to contribute to necessary transport infrastructure improvements and include a package of measures which promote sustainable movement, restrain the use of the car and prevent adverse impacts on the surrounding road network. Shopper and visitor car parking will be an important ongoing requirement in the town centre.

Between the riverside and town centre

7.70 Outside of the town centre and to the east of Hammersmith Bridge there are opportunities for high quality development that will not only provide the missing link in the riverwalk but also provide ground level uses appropriate to a river location, as well as substantial new housing. Where possible, any development between the town centre and riverside must help improve the pedestrian links between the two and overcome the barrier effect of the A4 and the flyover.

Development opportunities

7.71 In addition to the designated strategic sites there are other major sites and potential areas for development that will contribute to the strategy for the town centre but which are not identified as being of strategic importance individually. These include:

1. Hammersmith and City Line station car park.
2. Hammersmith Palais site
3. Hammersmith Broadway, Centre West 4. This site is currently being used as a temporary extension to the bus station. Long term development should provide a permanent extension.

7.72 The economic health of King Street is crucial to the future of the town centre as it is the artery which connects the key parts of the centre and which contributes most to the centre's character. The key Town Hall and Kings Mall sites (described below) are strategically important to regeneration in King Street but there are other parts of the street which clearly provide opportunities for development or major refurbishment. The regeneration strategy for the town centre is partly aimed at encouraging investment that will improve the range of shopping facilities and upgrade the appearance of rundown and/or underused parts of the street which do not contribute positively to the character of the townscape and to the designated conservation areas.

Flood risk

7.73 Although most of Hammersmith is at risk from tidal flooding (Flood Zone 3A) it is not considered that development in this highly accessible area should be discouraged or prevented, as this would result in development taking place in less sustainable areas and the potential long term decline of the area (see Policy CC2- Water and Flooding). Site specific Flood Risk Assessments will be required to accompany planning applications and where necessary will need to pass the 'Exception Test' in accordance with Planning Policy Statement 25 (PPS25).

Delivery

7.74 Taking into account the potential from existing sites in Hammersmith Town Centre and the key sites that will come forward through the implementation of this strategy, it should be possible to achieve at least 1,000 additional homes and about 5,000 additional jobs in this regeneration area in the period up to 2031.

Strategic Sites and Potential Housing Regeneration Areas

Strategic Site - HTC 1

Town Hall and adjacent land, Nigel Playfair Avenue

Owner: Hammersmith & Fulham Council and Private. Area: 1.33ha

Offices and a mix of town centre uses, including retail, employment and housing is proposed. The development will be expected to open up the Grade II listed Town Hall frontage by demolishing the Town Hall Extension and creating a new public space. Replacement council offices will be provided. The development, in terms of the mix of uses and design, must provide a strong focus of activity in this part of King Street, complementing the core shopping area and helping to improve the economic health of the intervening part of the town centre. The opportunity should be taken to improve links with Furnival Gardens and the river.

Proposals for tall buildings will be considered in accordance with Policy BE1 having particular regard to the civic significance of the site and the importance of enhancing the contribution and setting of the Grade II listed Town Hall building.

Any loss of specialist housing for the disabled must be replaced on an equivalent basis in the locality as part of any comprehensive scheme.

Justification

7.75 This is the only major potential development site at the western end of the town centre and it is key to the regeneration of this area. In order to realise the regenerative benefits and a suitable mix of uses, a comprehensive redevelopment based on assembling a sufficiently large site is proposed. This comprises the car park, cinema, Pocklington Estate and the Friends Meeting House as well as the Town Hall Extension. However, as the cinema is included on the local register of buildings of merit, it will be included in redevelopment proposals only if the benefits to this part of Hammersmith outweigh its loss.

7 Regeneration Area Strategies

7.76 The development should include a mix of retail units (shops and restaurants). The site is currently separate from the main part of the shopping centre and therefore the size and range of retail units should attract shoppers to this end of King Street, but should not undermine the overall strategy to improve the range and quality of shopping at the eastern end of King Street.

7.77 The provision of new public spaces and greatly improved pedestrian and cycle access to Furnival Gardens and the riverside will also help to establish this end of the town centre as a destination. The Town Hall Extension is outworn and unattractive and its demolition would greatly improve the setting of the Grade II listed main Town Hall building and enable the creation of a high quality civic campus with a new public space with the potential for arts and leisure events. It will also enable greatly improved road access and servicing of the site. The development also needs to include a substantial element of office floorspace to enable the replacement of the Town Hall Extension and improved access to council services.

7.78 Any development should also enable a significant increase in housing built to meet high standards of access and energy efficiency. This will also help to meet the objective for a greater choice of housing in the town centre and help regenerate this part of King Street through increased trade for local shops.

Strategic Site and Housing Estate Regeneration Area - HTC 2

Kings Mall and Ashcroft Square Estate, King Street strategic site and estate regeneration area

To encourage proposals which improve the contribution which Kings Mall makes to the town centre by:

- **enhancing the attractiveness of, and access to, the shopping centre and its appearance on King Street;**
- **improving the mix of town centre facilities, such as by including a replacement central library within existing or enhanced accommodation; and**
- **supporting the Lyric Theatre.**

If large scale proposals are put forward, and depending on the scale:

- **the council will encourage regeneration of the Ashcroft Square housing estate and provision of new or refurbished housing in a mix of tenures including intermediate housing (with any reprovision of estate accommodation being on site or within the locality).**

There should be:

- **provision of a new central library incorporating accommodation for adult learning unless this is provided elsewhere in the meantime;**
- **provision of a substantial number of new jobs through office development;**
- **better town centre facilities; and**
- **a mainstream cinema, unless proposals are implemented in the short term for a cinema elsewhere in the town centre.**

Any development of this site will be expected to greatly improve the town centre environment and townscape and improve pedestrian linkages, especially between car parking and shops, and between the podium deck and King Street. There is scope for including tall buildings provided these do not adversely impact on residential areas.

The Lyric Theatre must be retained with improved facilities, especially to extend its arts and educational opportunities.

The scope for development above the Underground tracks should be investigated as part of a comprehensive development scheme.

7 Regeneration Area Strategies

Justification

7.79 The site is located in the heart of Hammersmith Town Centre. It consists primarily of the Kings Mall shopping centre with the Ashcroft Square housing estate above and also includes the Glenthorne Road multi-storey car park, the underground railway lines, the Lyric Square and other smaller parcels of land. The site has been highlighted by its owners as likely to be the subject of proposals for rebuilding and renewal during the Core Strategy plan period. Their view is that the shopping centre could be retained with rebuilding on the podium deck. However, in the short term refurbishment proposals for the shopping centre may be brought forward and would provide opportunities for improved town centre facilities.

7.80 As there is a possibility of major development proposals within the lifetime of the LDF, consideration should be given to the principles that should apply.

7.81 The majority of the site comprises a 1970s mixed-use development, with a shopping mall below a council housing estate. The development was designed at the time when podium decks linked by high level walkways were considered a desirable strategy for the town centre. The estate has 223 flats situated over 7 floors above the podium deck, of which 89% are social rented. The structure of the dwellings has some challenges that are difficult to resolve, including drainage, complex controlled access system to minimise public access to private spaces, a poor environment with the residents' designated amenity spaces within the deck area being underused and providing a bleak and uninviting landscape. Conflict between the use of the deck area between residents and the public can create issues of anti-social behaviour. Whilst residents generally appreciate living within the town centre, there are issues of noise and other nuisance associated with early deliveries and waste collection from the retail units and noise from the road and tube line which affect the quality of life for residents. There could be an opportunity to regenerate the estate in an improved environment.

7.82 The estate is not well integrated with its surroundings, being on a podium deck, and falls short of being a decent neighbourhood, especially for families. In addition, the Kings Mall site as a whole is not contributing its full potential to the town centre. A comprehensive scheme for the site would greatly assist the regeneration of the town centre as a whole and support the objectives of the Core Strategy. The opportunity exists to improve the retail accommodation through partial development and refurbishment whilst also substantially increasing employment opportunities with the provision of additional office floorspace, subject to detailed studies of appropriate quantities of development.

7.83 The opportunity must be taken to properly connect the podium level uses to the town centre, providing a development that is permeable and accessible horizontally and vertically, with safe and secure public and private areas.

7.84 The central location of this site means that it should be considered for other town centre uses, particularly as a new focus for culture, arts and leisure. The Lyric is an important local and London theatre and must be retained with the opportunity to expand facilities that will help achieve arts and educational objectives. A replacement central library would be better located with the site to provide a cultural/educational focus and this could happen within existing accommodation as well as major development. The scale of potential development and location also means that the site would be a good place for a modern town centre cinema.

7.85 If development proposals are put forward which could affect the housing estate, the Council will ensure there is full discussion with estate residents about the implications and opportunities for estate regeneration. The acceptability of any such proposals will depend on there being better housing and consideration for estate residents on the site or in the vicinity, so that the estate community can remain in the area. Other new housing could be provided within a development, but of a type that is suitable for households for whom a high level location is appropriate. Car parking is essential for the success of the town centre and although the existing Glenthorne Road car park could be redeveloped some re-provision will be needed in any scheme.

7 Regeneration Area Strategies

Strategic Site and Housing Estate Regeneration Area - HTC 3

Hammersmith Embankment strategic site and estate regeneration area (Queens Wharf and Riverside Studios; Queen Caroline Estate river frontage; and Hammersmith Embankment former office site)

Owner: Private; Riverside Studios Council with lease

The whole of this area should be considered comprehensively to secure:

- **a coherent riverside urban design and land-use strategy that will provide:**
 - **a high quality design and appearance (not generally exceeding the equivalent of 6-8 residential storeys) that respects the setting and Hammersmith Bridge (Listed Grade II*);**
 - **a mix of uses that will encourage riverside activity and use of the river; and**
 - **riverside open space.**
- **redevelopment of Queens Wharf and Riverside Studios which maximises the permeability and connectivity between the sites, the riverside and surrounding townscape;**
- **replacement of suitable accommodation for the Riverside Studios key activities in an appropriate location;**
- **high quality residential development including affordable housing and replacement accommodation for Queen Caroline Estate residents affected by any regeneration proposals that come forward;**
- **40% of new housing to be affordable; and**
- **improved links, both visual and pedestrian, from the Broadway to the River.**

Queens Wharf and Riverside Studios

Queens Wharf and Riverside Studios should be developed in close conjunction and to the highest design quality with a built form which provides a clear, coherent and interactive edge to the riverside, respects its setting and maximises the potential for permeability and connectivity to the surrounding townscape.

Any development will be expected to include appropriate riverside uses to provide an active frontage and there must be a well designed riverside walk and treatment of the drawdock. A predominantly residential use is preferred but a small proportion of offices is not ruled out. Any development must be of the highest design quality as befits this prominent site and take account of the context of the listed buildings and sensitive key local views.

Queen Caroline Estate river frontage

The scope for regeneration of the Queen Caroline estate river frontage with replacement housing could be considered as part of a strategy for the whole frontage in this policy, providing that:

- **replacement and better housing for the residents is provided within this locality (e.g. within Hammersmith Embankment);**

- there is a better environment with more useable open space and better facilities;
- it is better related to the riverside in urban design terms; and
- it provides an enhanced public realm on the riverside.

Hammersmith Embankment former office site

The site should be developed for housing together with small scale leisure uses (e.g. riverside restaurants) and local facilities for residents. There should be a small riverside open space and access to the river for rowing.

Development should be designed to:

- take account of the local context and setting;
- enable access to the riverside from the surrounding area, and from the town centre; and
- provide a mix of largely street based housing consisting of single houses with gardens, and maisonettes and flats in mansion blocks with gardens or shared amenity space.

Justification

7.86 The Queens Wharf, Riverside Studios and Queen Caroline estate river frontage and Hammersmith Embankment should be considered together for three planning reasons. Firstly, they jointly comprise what is one of the most prominent parts of the riverside with a key location close to Hammersmith Bridge. Secondly, and related to the first point, there is scope to improve linkages between the town centre and the riverside. Thirdly, there is more scope to achieve a satisfactory approach if the whole area is considered comprehensively. Given the riverside location of these sites, it is important that development enhances the enjoyment and use of the river and the riverside by the wider community. This could involve water based leisure activities or piers for passenger transport.

Queens Wharf and Riverside Studios

7.87 The Queens Wharf building is a vacant outworn office building. Riverside Studios is a vibrant mix of arts, culture and entertainment together with production facilities, but there are concerns about the long term future of the building in terms of the cost of ongoing maintenance. It has limited wheelchair access and would benefit from redevelopment to provide modern facilities.

7.88 This is very prominent riverside land and the current buildings both detract to a considerable extent from the appearance of the riverside and the setting of Hammersmith bridge (Grade II* listed building). There is great potential for a development that will mark this gateway to the borough with a strong architectural presence and provide access to the riverside. This, in itself, will help regenerate the area, but securing the future of the Riverside Studios arts activities is also desirable to meet regeneration objectives for the borough and Hammersmith town centre.

7.89 Residential use is preferred in this location in order to increase the quantity of new housing in the borough. New offices should preferably be located in the more accessible town centre although this site is only a few minutes away. However, in the interests of achieving an outstanding development, the council will consider a mixed use approach.

7 Regeneration Area Strategies

7.90 Proposals for the site must be considered in a wide context, taking account of long distance views along the river. More locally, they must be set in an urban design strategy for the surrounding area to examine, in particular, how a design would relate to any future regeneration proposals for the Queen Caroline Estate and help improve linkages to the town centre.

Queen Caroline Estate river frontage

7.91 The stretch of riverside adjoining Hammersmith Bridge is very significant and there should be a comprehensive approach to urban design, especially in terms of building heights and massing, the riverside walk and relationship to the river and riverside views. The southern part and block of the Queen Caroline estate has a poor relationship to the river and like Queens Wharf and Riverside Studios the buildings detract from the appearance of the riverside. Therefore, a comprehensive urban design strategy to provide a clear context for any development proposals will be required. A combined development of Queens Wharf/Riverside Studios and the riverside part of the estate will be encouraged if it helps achieve the objectives of the policy.

Hammersmith Embankment former office site

7.92 The site has planning permission for offices but it seems unlikely that office development will take place. A residential led development is more appropriate given the nature of the surrounding area. A part of this site may be required to accommodate within the scheme layout and programme, permanent and construction works required for the construction of the Thames Tunnel.

7.93 The setting and context of this site will be very important factors in its design and layout in view of the sensitive river location and the nature of the surrounding residential area. Traffic impact from a residential development will need to be considered carefully, but the location close to Hammersmith Town centre would justify lower than normal car parking provision.

7.94 The opportunity should be taken to open up the riverside for passive and active leisure activities, including rowing which is a key element of the existing office based planning permission.

7.95 This is a substantial residential site and is capable of providing a good mix of low and medium rise housing types at reasonable densities. Tower blocks are not appropriate given the nature of the location.

Fulham Regeneration Area (including Earls Court and West Kensington Opportunity Area)

Vision

7.96 The opportunity area (which forms part of the regeneration area) will be a world class, aspirational, environmentally sustainable new quarter for people to live, work and visit. It will capture the spirit of London and successfully support a mixed and diverse community with quality housing to meet a range of incomes, while contributing to the capital's needs and growth. The residents of the housing estates will have been rehoused within the area in better quality homes and surroundings, and with better access to jobs and local facilities. There will be a vibrant mix of cultural, leisure and community activities, including attractions of national or international importance, that will build on the Earls Court heritage as a destination, as well as meeting local residents needs.

7.97 Regeneration will have an overwhelming positive effect on the surrounding area, increasing the economic health of businesses and town and local centres, bringing substantial local employment and providing new facilities for Fulham and Earls Court.

7.98 The regeneration will knit together and mesh with the surrounding area; respecting its urban grain and character. It will provide well designed, safe, permeable, well connected, well managed and cared for, distinctive places, in a quality new neighbourhood. There will be high quality design throughout, blending the best of typical London local character with innovative approaches to mixed use urban design and the best possible environmental standards.

7.99 Fulham Town Centre will increase in importance in the locality, partly as a result of the increased local population in the opportunity area. There will be a vibrant mix of uses and a greatly enhanced environment and regeneration in North End Road.

7 Regeneration Area Strategies

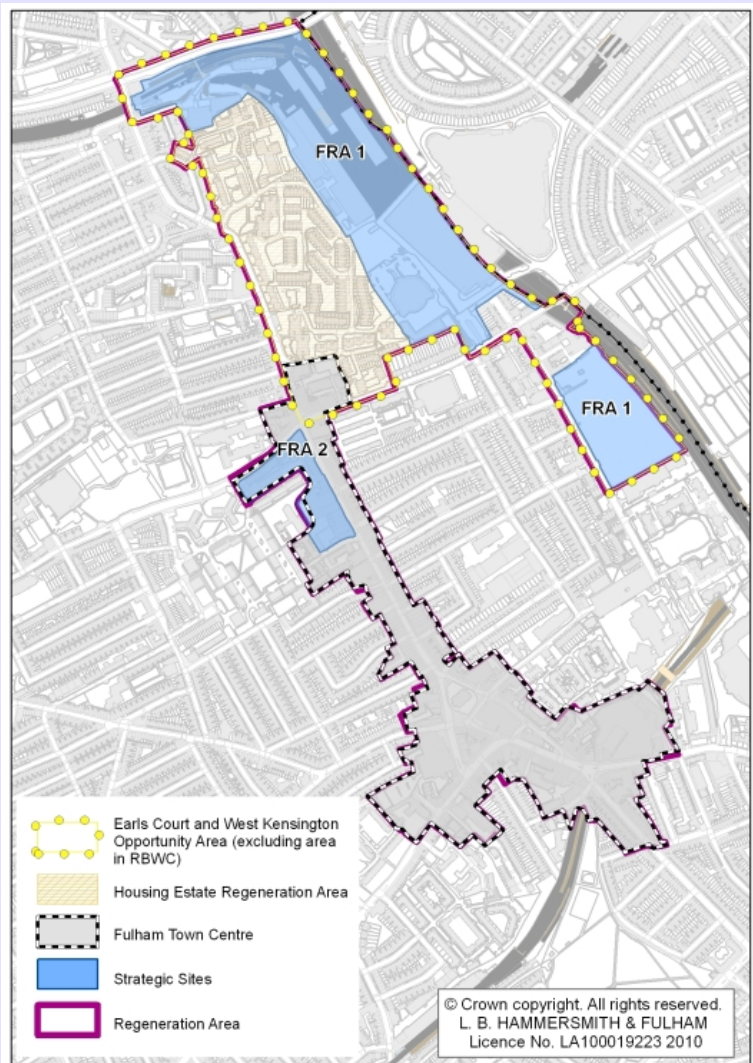
Strategic Policy - FRA

Fulham Regeneration Area (including Earls Court and West Kensington Opportunity Area)

Indicative additional homes	Indicative new jobs
3,400 (excluding any increase on estate lands)	5 - 6,000

The Opportunity Area is a significant part of the Fulham Regeneration Area which includes Fulham Town Centre. A part of the Opportunity Area is within RB Kensington & Chelsea.

There is a substantial opportunity for major regeneration based on a phased comprehensive approach to the Opportunity Area comprising the Earls Court exhibition complex (with its car park in Seagrave Road), the TfL Lillie Bridge depot and adjacent housing estates. As a residential led mixed use scheme, this area has the potential to become a major new neighbourhood for the borough and West London providing significant new housing and employment opportunities. The original Earls Court building is located in the Royal Borough of Kensington & Chelsea and that borough broadly shares the council's aspirations in its LDF Core Strategy. The London Plan identifies Earls Court and West Kensington as an Opportunity Area that 'presents a significant opportunity for regeneration comprising estate renewal and housing and employment growth'.



The impact of development of this area will be to bring significant regenerative benefits to the rest of the regeneration area and surrounding area, which will greatly enhance the economic health of North End Road. Within the town centre, this will particularly help stimulate regeneration of the area between Lillie Road and St John's Church. There is a particular opportunity to consider regeneration of part of the North End Road and Lillie Road shopping frontages.

Whilst the street market is an important part of North End Road's commercial offer, it limits footway width and pedestrian movement, and restricts traffic. In order to overcome these problems relocation to an off-street location should be sought but a dialogue should take place with street traders to ensure a logical solution that contributes to the wider regeneration of the area as a whole. The potential regeneration of the Opportunity Area may present new opportunities for relocating the market in the long term.

Any new development will have to be supported by commensurate increases in public transport capacity and highway improvements.

All new development should create a high quality urban environment and accord with the urban design principles of the Borough Wide Strategic Policy on the Built Environment – BE1.

Justification

7.100 As a whole, the north Fulham area (West Kensington together with the area around and including the northern part of the town centre) remains one of the most polarised in the borough in social, economic and physical terms. The council estates have high levels of deprivation and worklessness, and are often poorly laid out. Commercial frontages are largely run down, seriously lacking in investment and not offering a good range and choice of local shops and services. The appearance of much of the area is poor. Overall, the area does not fulfil most of the decent neighbourhood principles set out in the Spatial Vision.

7.101 A large part of the area overlaps with the Earls Court & West Kensington Opportunity Area as allocated in the London Plan. Opportunity Areas are London's major reservoir of brownfield land with significant capacity to bring about regeneration and accommodate new mixed use development. The most significant future change and opportunity in the area will arise with the probable closure of the Earls Court exhibition centre complex after 2012 (after it hosts Olympic sports), as it is considered by the operator to no longer compete effectively with other major venues. This would release major redevelopment sites, including the entire Earls Court exhibition centre complex (EC1, EC2) and the Seagrave Road car park. The closure of Earls Court would also provide the opportunity to consider possible links with the neighbouring Lillie Bridge depot which Transport for London has identified as a redevelopment opportunity. The redevelopment of the Earls Court complex and the Lillie Bridge depot could facilitate regeneration on the adjacent West Kensington and Gibbs Green housing estates.

7 Regeneration Area Strategies

7.102 Parts of the area are highly accessible to public transport, being close to a number of bus routes as well as West Brompton Station which is on the District and West London Lines, Earls Court Station, on the District and Piccadilly Lines, and West Kensington, on the District Line. Although there is little spare capacity on these lines at peak times, some improvements will take place with the future plans of Transport for London as identified in the Mayor of London's Transport Strategy. The highway network in the area is congested through the town centre (past the street market) and south of the A4. Redevelopment proposals have the potential to increase the accessibility to public transport and improve the capacity of the highway network.

Housing and decent neighbourhoods

7.103 The Opportunity Area and its surroundings are dominated by a number of large council housing estates which exhibit high levels of social, economic and physical deprivation with high levels of social rented housing. The council will seek phased regeneration over 20 years on West Kensington, Gibbs Green and part of the Clem Attlee estates to establish mixed and balance communities and to help to support the economic regeneration which will, in turn, benefit residents through improving employment opportunities and local shops and services. This process will only go forward following a programme of engagement with estate residents, and the provision of opportunities for them to stay in the area.

7.104 The main opportunities for a substantial increase in new housing are in the Earls Court/TfL Depot area and on the Seagrave Road car park site (subject to flood risk assessment) and through increasing density as part of estate regeneration. The aim should be to provide a mix of dwelling sizes, types and tenure that will enable there to be a more mixed community across the area. If estate regeneration takes place, the Seagrave Road site provides the potential to enable the first phases of housing estate regeneration by providing modern quality homes for many existing estate residents. Across the regeneration area the quantity of social rented housing should not be reduced, but the social rented dwelling size mix should be improved commensurate with need.

7.105 The high level of accessibility close to the Underground and West London Line stations will allow higher density development in those locations but in general density should be such as to allow mainly low and medium rise housing.

Employment and local economy

7.106 Whether the Earls Court exhibition complex closes in 2012 or not, there must be investment in economic led regeneration in this highly accessible location to provide stimulus to the local economy and more employment and training opportunities for the local area and London as a whole. There will be more potential for new office and hotel development in the Earls Court & West Kensington Opportunity Area, rather than in Fulham Town Centre although accommodation for small scale offices in the town centre would be appropriate as part of mixed use schemes. The quantity of office employment will need careful assessment in relation to the role of Hammersmith town centre as a preferred office location and the proposals for White City Opportunity Area. In addition to office development, the Earls Court & West Kensington Opportunity Area will deliver a range of other commercial uses for example retail and leisure. Retail and leisure uses will need to ensure that they have no significant adverse impact on existing centres, in accordance with PPS4, but these uses have a role to play in achieving a new viable and vibrant place as well as contributing to employment opportunities and job creation.

7.107 New employment would be expected to stimulate considerable investment in the surrounding area and in town centre businesses. All this will, in turn, increase local employment opportunities. It will be important to put in place schemes to assist people in gaining access to new jobs.

Shopping and leisure

7.108 Fulham Town Centre will be supported to re-establish its historic role in the locality and maintain its status as a major town centre in the London Plan. The Core Strategy policies will seek to provide further shopping and leisure uses at an appropriate scale to meet locally generated needs. The opportunity for providing modern shop facilities is limited but there is scope for improvement as part of possible development in North End Road (see below). Regeneration in the area as a whole (especially in relation to the Earls Court/West Kensington Opportunity Area) will bring a demand for shopping, leisure and services that should help improve the overall health of the town centre.

7.109 The centre's role in providing leisure activities will be maintained, but at the same time the amenity of neighbouring residential and other properties will be safeguarded.

7.110 Development at and around Earls Court and the proposed increase in housing in the area, principally within the Earls Court & West Kensington Opportunity Area, would need to be supported by day to day shopping and leisure facilities. New shopping in this area should complement the town centre offer and other local centres in Hammersmith and Fulham and RB Kensington and Chelsea. The appropriate provision of retail and leisure floorspace will be determined through masterplanning and supporting assessment/evidence and in accordance with PPS4.

7.111 There may be scope to consider the possible relocation of the street market to a good off-carriageway site within the regeneration area, that could provide a more attractive market, allow public realm improvements in North End Road, reduce traffic congestion and increase public safety. Regeneration in the Earls Court & West Kensington Opportunity Area may present new opportunities for relocating the market in the long term. Any relocation of the market will be in consultation with the market traders.

Transport

7.112 There is a high level of public transport accessibility in part of the area and improvements to capacity are planned by TfL, but developments will need to be assessed carefully to establish whether more improvements funded by the developments are required. A large proportion of trips will need to be by public transport. The masterplanning of development should provide new pedestrian, cycle and vehicular routes and connections. Improvements in permeability, including local highway improvements, will assist in increasing accessibility to public transport for both existing and new populations.

Delivery

7.113 Guidance on the regeneration of the Earls Court West Kensington Opportunity Area will be by means of an area planning framework in the form of a Supplementary Planning Document (prepared jointly with the Royal Borough of Kensington & Chelsea and GLA) to ensure the co-ordination of phased development proposals and the provision of the required phased infrastructure.

7 Regeneration Area Strategies

7.114 The Council is working with Transport for London and Capital and Counties plc who are promoting the redevelopment of the Earls Court Exhibition Centre complex and Lille Bridge depot, with a view to establishing whether there is a basis for entering into some form of joint venture to secure a phased, comprehensive regeneration scheme possibly incorporating the West Kensington and Gibbs Green housing estates. TfL and Capital and Counties have appointed a multi-disciplinary team to draw up masterplanning proposals covering the Earls Court and West Kensington Opportunity Area. The masterplanning process currently being undertaken will inform the preparation of planning applications for development schemes within the Opportunity Area.

7.115 A detailed assessment of development capacity will be required particularly to assess public transport and highway capacity and scope for improvement; and how a satisfactory mix of housing types and sizes will be provided. Subject to that, a conventional estimate suggests that it may be possible to achieve some 3,400 additional homes and 5 - 6,000 additional jobs in the regeneration area in the period up to 2031. However, it may be possible to significantly exceed these figures if the West Kensington and Gibbs Green housing estates are included and the future accessibility and other infrastructure demands of the area can be shown to support greater growth within schemes that are acceptable in all other respects (such as urban design and environmental assessment).

Strategic Site and Housing Estate Regeneration Area - FRA 1

Earls Court and West Kensington Opportunity Area strategic site and housing regeneration area (Earls Court Exhibition Centre 2 and Seagrave Road car park, Lillie Bridge Depot, West Kensington and Gibbs Green estates, and adjacent land).

Earls Court and West Kensington Opportunity Area	
Indicative homes	Indicative new jobs
2,900 in H+F (excluding any increase on estate lands)	5,000 - 6,000 in H+F
4,000 in H+F and RBKC (excluding any increase on estate lands)	7,000 in H+F and RBKC

Owner Private, TfL, Network Rail, Council, RSL and private owners. The Earls Court & West Kensington Opportunity Area covers development sites within both the London Borough of Hammersmith & Fulham and the Royal Borough of Kensington & Chelsea.

There should be a phased comprehensive mixed use residential led masterplan for the Opportunity Area that provides housing, employment, hotels, leisure, offices and associated facilities, including retail to cater for day to day needs and cultural facilities. This should include a major arts, leisure or entertainment activity that will be a major visitor attractor and create significant new employment opportunities. New local educational, health and community facilities, and new public and private open space should be provided.

Regeneration of the West Kensington, Gibbs Green and Registered Provider estates phased over up to 20 years will be considered as part of the comprehensive approach to the opportunity area. All existing local residents should have the opportunity to be rehoused within the Opportunity Area or within its vicinity if proposals affect their homes.

There should be a substantial overall net increase in housing. 40% of all new housing in the Opportunity Area (within H&F) should be affordable in accordance with Policy H2 - Affordability. With any proposals to replace existing social rented housing, the existing quantity should not be reduced but it should be redistributed across the Opportunity Area. Overall, new residential should have a mix of tenures, dwelling sizes and types, including family housing; and be provided in densities and layouts that are compatible with high quality living environments for a mixed and balanced community.

The part of the area north of Lillie Road should be designed as a vibrant world class new quarter in inner West London linking well with its physical and commercial surroundings, especially to the west and east. If the TfL depot has to remain it should be decked over provided that it achieves planning benefits and is viable within an acceptable scheme. Building design should be of the highest quality. There may be some scope for tall buildings no higher than, and close to, the existing Empress State building, however, any tall buildings would need to be justified by a full urban design analysis.

7 Regeneration Area Strategies

The Seagrave Road car park must be considered as part of the comprehensive approach to the Opportunity Area. It should be primarily for residential purposes with supporting facilities, including public open space. Other employment based uses may be appropriate as part of a comprehensive development scheme for the site. The feasibility to provide direct access from Seagrave Road and the site as a whole to West Brompton station should be considered. Development proposals for Seagrave Road should provide for the opportunity to deliver approximately 25% of all housing as social rented housing subject to estate regeneration coming forward, detailed analysis and viability. This will provide opportunities for tenants on local housing estates to be re-housed into better accommodation and to facilitate regeneration on those estates.

Overall, the design, layout, massing and density of development must take account of and respect the local context and setting, local conservation areas, and local views. However, development should also recognise the substantial scope offered by the scale and location of the Opportunity Area to create a new sense of place and range of densities. For the Seagrave Road site, the design must also take account of views from the Listed Brompton Cemetery and local nature conservation.

On site street patterns and connections must be designed with regard to improving traffic, pedestrian and cycling circulation in the surrounding area and on primary routes in Hammersmith and Fulham and the Royal Borough of Kensington and Chelsea. Development must improve pedestrian connections from the sites and the surrounding area to public transport facilities, particularly Earls Court.

The acceptable overall quantity of development will depend on a range of factors, especially urban design considerations, the provision of satisfactory residential standards and environmental conditions, and evidence to support non-residential uses; and, in addition, it must not exceed what is compatible with a transport capacity and the identification of deliverable improvements in the transport infrastructure. Development must also take account of the capacity of the physical infrastructure, particularly for sewerage and surface water. Any development proposals will need to address the flood risk potential as the site lies in a High/Medium Residual Risk area.

All development must incorporate high levels of environmental performance by the use of low and zero carbon technologies, including combined heat and power, the establishment of a decentralised energy network and the installation of renewable energy systems.

Development must have regard to guidance set out in the Earls Court and West Kensington Opportunity Area Supplementary Planning Document.

Justification

7.116 The owners of the Earls Court Exhibition Centre complex have indicated that they see the potential for the redevelopment of their site to deliver substantial new homes and jobs. Redevelopment has the potential to make a significant contribution to the area, providing inter alia high quality buildings and spaces, a vibrant mix of uses employment opportunities, a mix of housing types and sizes and new community facilities. They wish to work with key stakeholders and the local community to establish how this can be achieved.

7.117 However, with the Earls Court Exhibition Centre complex hosting the Olympic volleyball tournament there will be limited opportunity for changes at the site before 2012. The redevelopment of the exhibition centre complex should release the Seagrave Road car and van park (see below) which is operated in conjunction with the two exhibition halls (EC1 and EC2). To the north of EC2 is the Transport for London Lillie Bridge Depot which provides maintenance yards and a training facility building. TfL wish to retain at least part of the depot in the medium term but there is scope for a partial or total decked development. The council will encourage options to relocate the depot out of the area altogether, subject to feasibility and viability.

7.118 Earls Court and West Kensington Opportunity Area is partly within the Royal Borough of Kensington and Chelsea (RBKC), including the 1930's Exhibition Centre known as EC1. The policy for the development of that part of the Opportunity Area is included in Kensington and Chelsea's Core Strategy. Although the Opportunity Area straddles the borough boundary between LBHF and RBKC, both Local Planning Authorities recognise the significant potential afforded by the Opportunity Area to bring about regeneration and contribute substantially to growth locally and regionally. The regional significance of the Opportunity Area is recognised by its allocation in the London Plan.

7.119 If essential servicing of Earls Court Exhibition Centre complex is no longer required, the Seagrave Road car park should be developed for a more intensive use, mainly housing and possibly together with some commercial uses. The site is located in an area that is deficient in public open space and therefore a new housing development should provide public open space. The size and nature of the public open space will be dependent on the scale and specific needs of the proposed development and feasibility considerations. Care needs to be taken to protect and enhance the character and appearance of Brompton Cemetery in the Royal Borough of Kensington and Chelsea which is a Grade I Registered Park and Garden of Historic Interest.

7.120 Network Rail has identified the West Brompton Station and adjoining land as a possible development site. Any development on Network Rail land should be linked to Seagrave Road and the Seagrave Road site in order to improve access to the station from the surrounding area, subject to further analysis and feasibility.

7.121 The potential of a combined Earls Court and TfL depot development could provide opportunities for the regeneration of West Kensington and Gibbs Green council estates. This has led the council to consider the scope for a major regeneration scheme including the housing estates that could achieve long term benefits for the area based on:

- employment creation to more than replace the potential loss of the exhibition centre; and
- the long term regeneration of the West Kensington and Gibbs Green estates to tackle social, economic and physical deprivation and create decent neighbourhoods.

7 Regeneration Area Strategies

7.122 The housing estates lie to the west of the Earls Court Exhibition Centre and Lillie Bridge Depot site. The West Kensington Estate was built between 1972-74 and includes 604 properties in 5 tower blocks, low rise flats, maisonettes and terraced houses. Gibbs Green Estate has 98 properties built in 1961 and comprising 7 medium-rise blocks. There are also pockets of newer Housing Association development across the estates. Overall the proportion of social rented housing is 78%. The estates suffer from discontinuous internal roads and there is poor integration with the surrounding area. The West Kensington Estate in particular has large areas of underused communal land that is poorly laid out. The eastern boundary is formed largely by the TfL depot which has an adverse effect on the estate environment.

7.123 Regeneration of the estates could take place through refurbishment or involve a phased comprehensive approach or a combination of measures. The presence of significant development sites within the opportunity area provides the potential to ensure that existing estate residents could remain in the area by providing opportunities for rehousing in one move as part of a phased redevelopment. To enable this to happen, there should be no net reduction in the amount of social rented housing in the opportunity area and development proposals for the Seagrave Road site should include, as part of the affordable housing provision, 25% of new housing as social rented, subject to estate regeneration coming forward and viability.

7.124 40% of all new housing built in the Opportunity Area should be affordable housing in accordance with Strategic Policy H2.

7.125 There could be other substantial benefits from a phased comprehensive masterplan approach to regeneration of Earls Court Exhibition Centre complex, the TfL depot and the estates:

- A phased comprehensive mixed use approach may be more likely to attract development finance and enable estate regeneration.
- A masterplan for the whole area would provide the opportunity to create a permeable layout for the whole area, with a good range of facilities and useful open space and better connections to rail and underground stations. It will also provide the potential to enable the inclusion of new road links between the A4 and Lillie Road that will help improve the local highway network (in H&F and RBKC) as well as better servicing the development. There would be a holistic approach to design issues across the area.
- A phased development would underpin regeneration of the surrounding area through a greatly increased demand for local shops and services. It would help regenerate North End Road.
- There would be significant scope for new commercial development and development of a new major visitor destination with associated hotel and leisure development. This would provide more local employment opportunities and the scope for training and apprenticeship schemes.
- A comprehensive masterplan approach to all the area would provide more scope for development of an appropriate mix of housing tenures including substantial intermediate housing. This would give people on low incomes more opportunities to meet their housing needs, including through affordable home ownership.

7.126 The Opportunity Area has a strong physical, social and economic context provided by the surrounding communities, and the existing urban grain, form and pattern of development of the surrounding residential areas, conservation areas, and town and local centres. New development must be planned having regard to, and respecting, this setting and should reflect the high quality residential conditions found in the vicinity in both

boroughs. Also, owing to the size and scale of the opportunity, new development should realise the scope for delivering new places of different character, including varied urban form and density. Development should be permeable and provide new connections to improve the existing local highway, pedestrian and cycle networks. This will help to ensure that the potential regeneration benefits to the surrounding area are optimised and that people living in both boroughs will benefit. The way in which new housing is provided must be considered very carefully so that it extends the local housing market, providing a range of housing types and environments that are attractive to people living in the boroughs who wish to move locally, as well as people wishing to move into the area.

7.127 The surrounding area is sensitive to the impact of tall buildings. In principle, some tall buildings may be appropriate in the opportunity area, in particular in the vicinity of, and no higher than, the Empress State Building as this part of the area may be less sensitive to height in relation to key views. However, tall buildings will need to be put in context as part of full urban design analysis that considers, in particular, local and longer distance views (e.g. from the riverside), as well as examining the impact on the rest of the opportunity area and conservation areas in the surrounding area in both boroughs.

7.128 The majority of the opportunity area is well served by public transport including bus routes and railway stations linked to the District, Piccadilly and West London lines, but access to public transport will need to be improved. Planned and committed TfL improvements to services will greatly increase public transport capacity. However, traffic congestion limits the capacity of the highway network so that new development will need to be based on very high public transport use. Development is likely to need a range of transport improvements including, potential improvements to the highway network.

7.129 As part of the comprehensive regeneration of the opportunity area, it will be essential for new development to minimise use of resources and mitigate and adapt to climate change. The council will expect development to maximise the use of combined heat and power and thereafter the use of renewable energy and to manage on-site waste arising from the development in accordance with the waste hierarchy. Development coming forward within the Opportunity Area should take account of the capacity of the Counters Creek sewer to take increased foul and surface water drainage generated by this site and mitigate any impacts where they specifically arise as a result of new development. It is expected that surface water will be treated in accordance with the drainage hierarchy, and that as part of this extensive use will be made of sustainable drainage systems. In addition, the West London Line railway corridor is designated partly as a green corridor and partly as a nature conservation area of borough wide importance. It is important that these ecological resources are protected and enhanced.

7.130 In the Strategic Flood Risk Assessment, the site lies in an area of High/Medium Residual Risk due to the risk of flood water from the Thames flowing up from Chelsea Creek. That risk could be reduced by action in the Imperial Wharf area. A flood risk assessment will need to identify any (on or off site) amelioration measures needed for a development at Seagrave Road.

7.131 The London Plan 2011 has indicated for the Earls Court and West Kensington Opportunity Area 4,000 minimum new homes and an indicative employment capacity of 7,000 jobs (including the part of the area in RB Kensington & Chelsea). The H&F Core Strategy indicates 2,900 homes and 5,000-6,000 jobs in the part of the opportunity area within the borough, not including any estimates relating to the West Kensington and Gibbs Green estates. It may be possible to significantly exceed these figures in a phased comprehensive approach to the opportunity area but the capacity of any development

7 Regeneration Area Strategies

would need to be considered in the light, in particular, of urban design considerations, land use mix, and provision of supporting facilities and social infrastructure, transport capacity, environmental impact and the potential inclusion and regeneration of the housing estates. The Supplementary Planning Document being prepared jointly with RB Kensington & Chelsea and the GLA is testing alternative quantum of development, including 6,000 and 8,000 new homes (in the opportunity area in both H&F and RBK&C) and will provide more detailed guidance.

Strategic Site - FRA 2

North End Road/Lillie Road/Chuter Ede House/Coomer Place car park strategic site and regeneration area

Owner; Council, private

The council will encourage the regeneration of the North End Road and Lillie Road frontage together with Chuter Ede House which forms part of the Clem Attlee estate to provide a shopping led mix of town centre uses and housing. New shopping should provide the opportunity for independent small shops. In any development, the opportunity should be taken to provide a new off-carriageway location for the North End Road street market (e.g. within a wide footway or market square).

Justification

7.132 In the last 30 years, the focus has been on regeneration of the historic town centre. Fulham town centre is designated in the London Plan as a major town centre. It is centred on North End Road and Fulham Broadway. New development and townscape improvements have taken place in the south of the area and Fulham Broadway has become known for a vibrant cafe and bar culture. However, North End Road has continued a gradual decline as a core part of the town centre and has seen little private investment and the loss of national multiples although it does provide a range of local shops and services together with the well known street market. However, regeneration in the West Kensington, Earls Court and north Fulham area will provide considerable stimulus to the town centre and should encourage investment.

7.133 The stretch of the street from Coomer Place to Lillie Road includes a number of poor quality properties and provides a development opportunity with the Coomer Place car park and the council owned shops at Chuter Ede House. A shopping based scheme in this location would anchor the northern part of the town centre, providing a focus that could encourage regeneration of North End Road between there and the southern part of the town centre. This would also strengthen the northern part of the town centre in readiness for increased trade resulting from regeneration in the Earls Court/West Kensington Opportunity Area.

7.134 Development should aim to enable the possible relocation of the street market to a good off-carriageway site that could provide a more attractive market, allow public realm improvements in North End Road, reduce traffic congestion and increase public safety. Alternative new locations could take the form of a wider area of footway alongside the North End Road carriageway or a market square. A more detailed study of the benefits in consultation with the market traders will be needed.

7.135 This area is at less risk of flooding than many other parts of the borough but it is still within the Environment Agency Flood Zone 2 and is also potentially at risk of surface water flooding. A site specific Flood Risk Assessment will be required to accompany a planning application and the proposed residential use as a more vulnerable use will need to pass the 'Exception Test' in accordance with Planning Policy Statement 25 (PPS25)

7 Regeneration Area Strategies

South Fulham Riverside

Vision

7.136 By the 2020s South Fulham Riverside will be a high quality and vibrant stretch of residential based riverside development. It will be well integrated with the residential hinterland and waterside, providing easy access to the river and riverside facilities. The appearance of developments will set new standards for river frontage schemes. There will be substantial new housing, offering affordable opportunities into home ownership, and local employment.

7.137 People will not only live and work in the area, but will also visit it to enjoy the riverside location and facilities. The riverside walk will extend along the whole frontage and there will be opportunities for access to the river. At Chelsea Harbour there will be improved river transport facilities and if possible these will extend to additional jetties serving the area.

Strategic Policy SFR

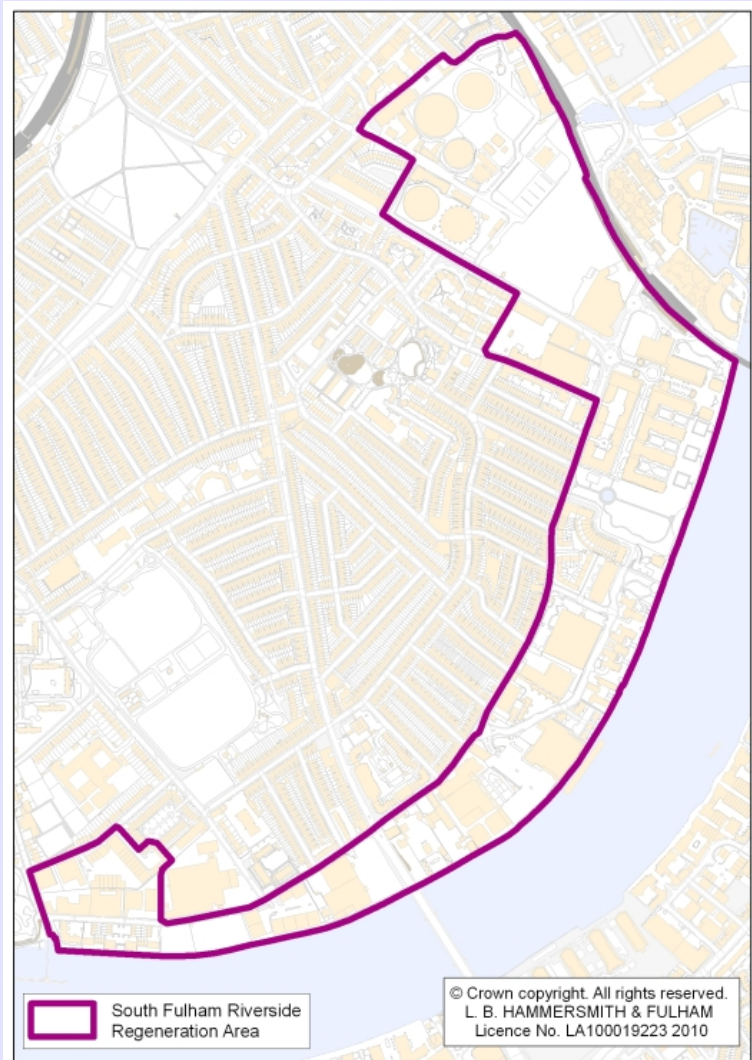
South Fulham Riverside

Indicative additional homes	Indicative new jobs
2,200	300-500

The council will work with landowners and other partners to secure the regeneration of the South Fulham Riverside Area.

Development in the area will be expected to take place on the following basis:

- Most development sites should be developed for predominantly residential purposes and contribute to the South Fulham Riverside target of 2,200 additional dwellings by 2032;
- 40% of new housing should be affordable with an emphasis on forms of intermediate housing in accordance with Strategic Policy H2;
- Employment based uses that are compatible with residential use will be required in the most accessible parts of the area, particularly in the vicinity of Imperial Wharf Station;
- River related uses will be encouraged where they are compatible with the objectives of the policy;
- The riverside should be opened up to public use with continuation of the Thames Path National trail (riverside walk) and provision of open spaces and leisure uses that create interest and activity, and opportunities taken for educational and leisure use of the river; and
- Improvements to existing major retail stores in the area and their surface level car parks will be encouraged to secure visual improvements and better permeability through to the River Thames, where this would form part of a comprehensive mixed-use regeneration. No new additional major stores



7 Regeneration Area Strategies

should be constructed, but new shopping for day to day needs and other uses to create activity can be provided.

On the riverside, especially, a very high standard of urban design will be necessary, together with linkages to the river and riverside walk. In some locations higher buildings may be considered, if it can be demonstrated that a taller building would be a key design element in a masterplan for regeneration and that it would have a positive relationship to the riverside. All new development should create a high quality urban environment and accord with the urban design principles of the Borough Wide Strategic Policy on the Built Environment – BE1.

All developments must be acceptable in terms of their transport impact and will be expected to contribute to any necessary improvements to public transport accessibility and highway capacity in the area. The extension of the river bus service will be encouraged if feasible.

The council will provide more detailed guidance within a Supplementary Planning Document.

Justification

7.138 The South Fulham Riverside, along Carnwath and Townmead Roads, is in a variety of uses: residential, commercial and industrial, retail and leisure. Some of these sites, including the remainder of the Imperial Wharf development and the former Lots Road Power Station have planning permissions for redevelopment: mainly for housing but also some employment uses. The National Grid site is used for gas storage and some other business uses. The site may in the future have the potential for more intensive development, but any development needs to be compatible with the health and safety requirements of proximity to the storage of gas. It is the council's understanding that within the life of this plan the gas holders may no longer be required as a new ring main is proposed.

7.139 The majority of the area is within the Thames Policy Area. It was formerly designated (until 2007) as an employment zone in the Unitary Development Plan. However, in the last 20 years there has been limited new employment development for light industrial, office or storage uses whereas considerable residential development has taken place. The overriding need is for new homes and much of the area is not accessible enough for significant new employment. As elsewhere, the mix of housing will be determined by local needs and demand, with a key priority being provision of housing for mixed communities, both in terms of incomes, household sizes and tenures. Supporting infrastructure will need to be provided, such as open space, local waste facilities and community services.

7.140 There are three safeguarded wharves, with only Comley's Wharf still in use for waterborne freight transport. Hurlingham Wharf is currently vacant and has not been used as an operational wharf for 13 years, and Swedish Wharf, although still used as an oil storage depot, does not currently use the river for transport. The London Plan and the Port of London Authority seek to protect safeguarded wharves for cargo handling uses, and all three wharves are designated as safeguarded wharves on the Core Strategy Proposals Map. The council will promote the consolidation of wharf capacity onto fewer and better located wharf sites, where road access to the strategic road network can be improved.

7.141 It is the council's view that vacant and under-used wharves should be comprehensively assessed as part of the Mayor's review of safeguarding in London to determine their longer term use. This review may enable the Mayor of London to abandon the safeguarding designation of the vacant Hurlingham Wharf so as to optimise the regeneration potential of South Fulham Riverside. Any proposals for non-river use on the safeguarded wharf sites will need to be supported by viability assessments in accordance with the London Plan policy 7.26 'Increasing the Use of the Blue Ribbon Network for Freight Transport'.

7.142 There are a number of major retail stores in the area of a type that would ideally be located in or on the edge of town centres. The council does not consider that it is appropriate for additional major stores to be considered in the area. Any additional floorspace in the area should primarily cater for local needs in order to sustain the town centres. However, there is a need to seek improvements to the appearance and permeability of existing major retail stores as part of comprehensive mixed use regeneration in the area.

7.143 All riverside development must be to a very high quality of design. The whole stretch should preferably be dealt with in a comprehensive way and the council will encourage this through preparation of design guidance.

7.144 It is also important to extend and improve the Thames Path National Trail, together with pedestrian routes linked to the surrounding area and this will depend on the development of the vacant and underused riverside sites. The riverside walk should be at least 6 metres wide. The River Thames has a significant potential for water based activities that can increase opportunities for sport and recreation in the borough.

7.145 The amount and type of development will depend on the capacity of public transport and of the road network in this area and on the potential for its improvement. Public transport accessibility is generally at a low level with most of the area being at least a 10 minute walk from an underground or rail station. However, bus services have improved in recent years and the Imperial Wharf West London Line station has improved accessibility in the eastern part of the area. Carnwath Road and the western end of Townmead Road are narrow and congested. LB Hammersmith and Fulham will work with transport partners to carry out further public transport improvements in this area.

7.146 Given the constraints on development in this regeneration area, it is considered that the potential for additional homes and jobs in this area is likely to be significantly more limited than in the other regeneration areas. The total capacity of all of the sites identified in the Strategic Housing Land Availability Assessment (SHLAA) is nearly 4000 additional homes, although the SHLAA estimated that approximately 2200 additional homes may be completed in the plan period, up to 2031. Housing capacity and the provision of 300-500 additional jobs will be subject to detailed assessment, especially of the transport capacity, housing types and sizes and building massing on the riverside.

7 Regeneration Area Strategies

Park Royal Opportunity Area

Vision

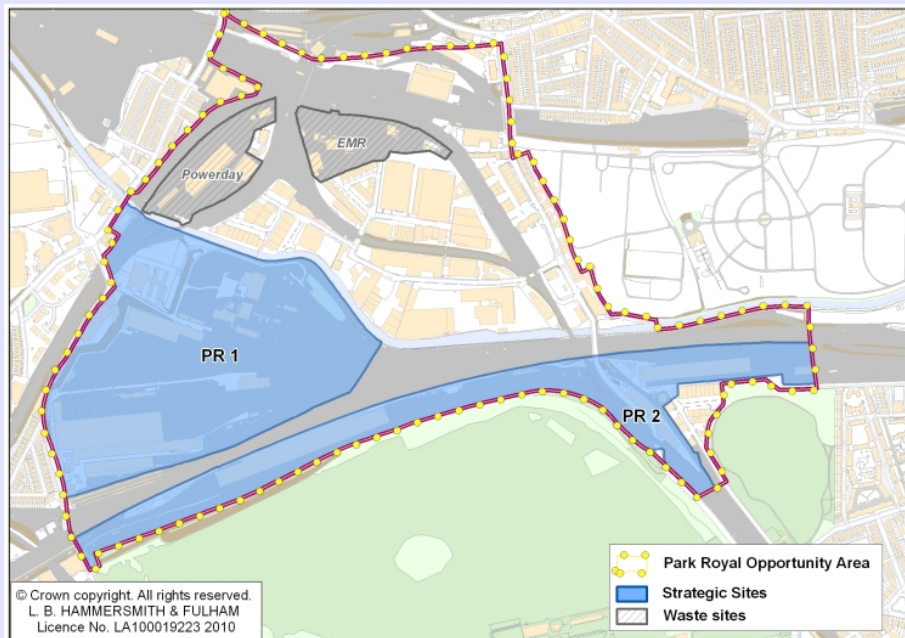
7.147 The long term vision for this area is to transform it with substantial mixed use regeneration made possible principally by the projected HS2 rail line and Crossrail. This could provide thousands of homes, jobs and supporting facilities in a high quality environment focused on the Grand Union Canal and securing future growth for London in a very sustainable way.

Strategic Policy - Park Royal

Park Royal Opportunity Area

Indicative additional homes	Indicative new jobs
1,600	5,000

The council will promote Old Oak Common Sidings and the former North Pole Eurostar depot as a location for a major rail interchange between the proposed High Speed 2 line, Crossrail, the Great Western line and West and North London lines. Subject to the



Government confirming that there should be such an interchange, the Council will bring forward and consult on a revised policy and planning framework for major mixed use regeneration of the whole area.

Until such a decision is made by the Government and pending a revised policy for the whole area:

1. The whole area is designated as an employment zone/Strategic Industrial Location for a range of purposes (especially industrial, distribution, office based, research and development, recycling and the management of waste).
2. Old Oak Common Sidings is safeguarded for Crossrail purposes including a new depot and is within the designated SIL. In the longer term the Council is promoting the Old Oak Common Sidings for mixed use development, including significant residential development and support for passenger rail services as part of a potential HS2 rail interchange and/or Crossrail station. The council recognises the need to deliver the programmed Crossrail works as secured by the Crossrail Safeguarding directions, including the construction of a train depot on the site. The council will continue to press for a Crossrail interchange station in the area, irrespective of whether HS2 proceeds or not.
3. North Pole Depot in Hammersmith & Fulham should be retained for strategic rail uses, in particular to support enhanced rail passenger services.

7 Regeneration Area Strategies

- 4. The EMR and Powerday sites are designated and safeguarded for waste and recycling purposes, and the Council will encourage use of the canal and greater use of rail for waste purposes.**
- 5. The Council will encourage the location of bio-tech industries related to the biomedical research centre at Hammersmith Hospital.**
- 6. Development should protect and enhance heritage assets and the canal-side.**

Justification

7.148 This area in the north of the borough (to the north of Wormwood Scrubs and Little Wormwood Scrubs) is in a variety of industrial uses, car sales, waste management and railway uses. Major employers in the area are Cargiant, a major car retailer with associated workshops, and Powerday and EMR, two major waste management businesses. The remaining businesses are small enterprises occupying units in a number of small industrial estates. The regeneration area has the largest remaining concentration of industrial type premises in the borough and is included in the Park Royal Opportunity Area and is identified in the London Plan as a Strategic Industrial Location. In January 2011, the Mayor of London adopted a Planning Framework for the Park Royal Opportunity Area which has as one of its objectives "to protect and maintain Park Royal as the largest industrial employment location in London, supporting the clusters of food/drink, distribution/logistics and TV/film through facilities and services to support growth". In Hythe Road, the opportunity to make links with Hammersmith Hospital bio-medical research should be taken to build on the national importance of that local facility.

7.149 The Grand Union Canal is a nature conservation area of metropolitan importance and the area adjoins important areas of open space.

7.150 In order to regenerate this area of underused and vacant land to the south of Willesden Junction in accordance with sustainability principles, the council will seek improved access to the area. At present, the nearest proposed station on Crossrail would be Paddington and Acton mainline. There would be considerable benefit from a station that would interchange with the West London Line. This would improve accessibility in inner West London, as well as within the borough, and help support regeneration.

7.151 In March 2010 the Government announced its intention to provide an interchange station between the planned High Speed Rail line (HS2) from London to the north and midlands, the Great Western main line and Crossrail. The council supports location of a new high speed rail hub station with links to a new Crossrail Station and the West London Line at Oak Common Sidings. In December 2010 the Government announced its intention to consult on its proposed HS2 route in 2011; this route includes a hub station at Old Oak Common.

7.152 The London Plan states that boroughs should protect and facilitate the maximum use of existing waste sites. Waste apportionment figures for the management of 348,000 tonnes of waste in H&F by 2031 will be fully met in the Old Oak Common area through maximising the potential of existing sites, namely EMR and Powerday. These sites are currently used mainly for the recycling of commercial and industrial waste (particularly metal) and for construction waste. Powerday in particular has the potential to deal with a wide variety of waste streams and to expand their capacity to include a higher proportion of municipal and commercial and industrial waste streams.

7.153 Improvements to road access to the waste sites will be sought, but the council will continue to promote further expansion in the use of rail and canal for the movement of waste and processed material. The expansion of waste management activities will not have a significant adverse impact on other uses in the area. The canal is also an important feature in the townscape and facility for leisure and recreation. This should be enhanced through canalside development.

7.154 The regeneration of this area is likely to be longer term than the other regeneration areas because of the scale of the infrastructure needed to enable significant development. However, the potential for additional housing in this area could be over 1,600 dwellings and over 5,000 jobs.

7.155 The Old Oak Common and Hythe Road Area falls within the MOD's safeguarding zone surrounding RAF Northolt and has related height constraints of 91.4 metres.

7 Regeneration Area Strategies

Strategic Sites

Strategic Site - PR 1

Old Oak Common Sidings

Owner: Network Rail, Crossrail

The council will pursue the regeneration of this site for a mixture of uses. It will work with partners to provide a High Speed 2 (HS2) rail hub station with links to a new Crossrail Station and the West London Line.

Any redevelopment will be expected to make the best possible use of the sites canalside location and respect the heritage assets of the area.

Justification

7.156 This site is 32.5 hectares of railway sidings and a small amount of residential bordered by the Grand Union Canal to the north and Great Western main line into Paddington to south. Willesden Junction station is 5-10 minutes walk (Rail to Euston/Watford Junction; North London Line, West London Line, Bakerloo). The site currently has poor road access. Transport for London has identified this site as a Site with Potential for Rail Freight Development, and their draft London Freight Strategy Development Control toolkit says the council should safeguard such sites for rail freight uses. However, much of the site is now owned by Crossrail for depot purposes.

7.157 The site is owned by Network Rail and Crossrail, First Great Western and Heathrow Express. The whole site is safeguarded for Crossrail. The intention is to provide 14 new Crossrail stabling sidings and a further siding incorporating a train-washing plant. This will require some remodelling of existing trackwork to accommodate the needs of other existing users within the depot. The site to be used for the sidings will also be used temporarily as a tunnel construction and fit out depot. After completion of the tunnelling works the remaining sidings and staff facilities will be constructed.

7.158 The council considers that the long term rail use of the site should be reviewed, especially in the light of the proposals for the HS2 line, to assess the extent to which rail operators need to be located here or land could be released for development. The scope for relocating these uses to the former North Pole Eurostar depot should be considered (see below). Even if railway use is maintained, sidings and depots could be decked over to provide the opportunity for substantial development, but that will require considerable improvements in public transport accessibility. However, the development potential should provide a business case for such improvements, including a Crossrail station.

7.159 This improvement to transport will enable a major new development of residential, employment uses and supporting activities and an opportunity to develop bio-medical industries and research hub linked to Hammersmith Hospital.

Strategic Site - PR 2

North Pole Depot

Owner: British Rail Residuary Body

The North Pole Depot should be used to assist in the provision of enhanced local passenger rail services and for the possible relocation of rail operations from other locations (e.g. Old Oak Common Sidings or the TfL Lillie Bridge Depot). Passenger service use could be in connection with provision of a Crossrail station, the High Speed 2 rail line (possibly as a station site) or local services. The part of the site adjacent to Wormwood Scrubs should be considered as a possible route for enhanced road access (via a bridge) to the Old Oak Common Sidings site. These possibilities should be explored together with proposals for the Kensal Canalside Opportunity Area before any other proposals are considered.

Justification

7.160 British Railways Board Residuary (BRBR) has been asked by the Secretary of State for Transport to produce recommendations for the site's future now that the depot has been vacated by Eurostar. The site is 1.8 miles long and extends from RBKC to Ealing. It is within the Park Royal Strategic Industrial Location (SIL) and comprises 50 acres of railway track and servicing sheds and buildings and has access from Mitre Way, Old Oak Common Lane (Ealing) and Barlby Road (RBKC). The site is strategically important for rail use and this should be the primary use. It is acknowledged that the nature of the depot and its location next to the Great Western fast tracks limits its use although this provides an opportunity for design of an HS2 interchange station. However, it should not change to non rail uses without a full assessment of the way in which it could contribute to enhancing passenger services or releasing railway land elsewhere that has greater potential for development. If no rail use comes forward for all or part of the Depot there will be the opportunity for alternative uses.

7.161 The site would provide an opportunity to improve road access to the Old Oak Common Sidings site if a bridge over the mainline GWR tracks was constructed.

7.162 RBKC already has aspirations for their part of the site and have identified it within the RBKC Core Strategy. The adjoining area in RBKC is identified as a new Opportunity Area known as Kensal Canalside in the London Plan. Future uses for the H & F part of the North Pole Depot site to the east of Scrubs Lane will need to be assessed having regard to proposals in the adjoining borough and any future review of the SIL if HS2 does not proceed. There will need to be joint working to establish the best way forward for the eastern part of the site, which should be considered in conjunction with Mitre Way Industrial Estate.

7 Regeneration Area Strategies

8 Borough-wide Strategic Policies

8.1 In addition to the spatial strategy, there are a number of borough wide and locally specific policies to deliver the spatial strategy and to ensure that development both within and outside the proposed regeneration areas contributes to meeting the council's objectives. The borough wide policies set out below are relevant to development throughout the borough, including the regeneration areas.

8.2 The council will retain some Unitary Development Plan policies for the time being where they support the Core Strategy (see Appendix 7).

8.3 All the borough wide policies should help achieve the decent neighbourhood principles that are set out in our Spatial Vision.

Meeting Housing Needs and Aspirations

Strategic objective

8.4 *Increase the supply and choice of high quality housing and ensure that the new housing meets local needs and aspirations, particularly the need for affordable home ownership and for homes for families.*

Borough Wide Strategic Policy - H1

Housing supply

The council will work with partner organisations and landowners to exceed the proposed London Plan target of 615 additional dwellings a year up to 2021 and to continue to seek at least 615 additional dwellings a year in the period up to 2032. The new homes will be achieved by:

1. the development of strategic sites identified within the Core Strategy;
2. the development of sites identified in the council's Strategic Housing Land Availability Assessment;
3. the development of windfall sites and the change of use of buildings where land and premises are shown to be surplus to the requirements of other land uses;
4. the provision of new homes through conversions; and
5. the retention of existing residential accommodation.

The following are estimates of the likely increases in new housing in different parts of the borough.

8 Borough-wide Strategic Policies

Indicative Housing Targets

Area	2012/17	2017/22	Total 10 years	2022/27	2027/32	Total 20 years
White City OA	1,200	1,400	2,600	1,300	1,100	5,000^
Hammersmith Town Centre and Riverside	500	500	1,000	0	0	1,000
Fulham Regeneration Area	700	700	1,400	1,200	800	3,400^
S Fulham Riverside	800	800	1,600	400	200	2,200
Park Royal Opportunity Area	0	0	0	400	1,200	1,600
Rest of the borough	1,000	200	1,200	0*	0*	1,200
Total	4,200	3,600	7,800	3,300	3,300	14,400
Average/year	840	720	780	660	640	720
Maximum for infrastructure planning purposes.			9,000			20,000

* The estimates are based on identified sites. Due to the smaller nature of the sites outside of the Regeneration Areas, there are no known sites that are expected to come forward outside of Regeneration Areas in the longer term.

^ The figures for the White City Opportunity Area and the Fulham Regeneration Area are consistent with the London Plan. In the London Plan, the Earls Court and West Kensington Opportunity Area has a minimum target of 4,000 dwellings. In the figures above, 2,900 dwellings have been allocated to the part of the Opportunity Area that also lies within the Fulham Regeneration Area (excluding for the time being, West Kensington and Gibbs Green housing estates). The Royal Borough of Kensington and Chelsea has allocated a minimum of 500 in the part of the Opportunity Area within that borough. The remaining dwellings within Fulham are indicative allocations for other sites.

Justification

8.5 The council's proposed housing target in the London Plan is 615 additional homes a year in the period up to 2021 (not including the increment to provision in the Earls Court and West Kensington Opportunity Area identified by the EIP Panel in their report to the Mayor). This figure was developed through collaborative working with the GLA on the London Housing Capacity Study 2009 and through further work on the council's Strategic Housing Land Availability Assessment. The table above indicates that the council would expect housing provision to exceed the London Plan target for additional homes.

8.6 The Park Royal Opportunity Area has been included in potential housing supply but the proposed High Speed rail hub in this area is unlikely to be completed until 2020. Any significant additional housing as a result of the regeneration of this area is unlikely to be available until the mid 2020s. The potential capacity for additional housing in this area will form part of the review of this Core Strategy and the future preparation of a planning framework.

8.7 The figures for the two opportunity areas in White City and Earls Court & West Kensington are as included in the London Plan. However, these targets are being reviewed as part of the preparation of planning frameworks for the area and could be exceeded, depending on the eventual land-use mix, urban design considerations and the extent of estate regeneration in the areas. The White City Opportunity Area Planning Framework and Earls Court and West Kensington Opportunity Area Supplementary Planning Document will provide more guidance on factors that will determine capacity.

8.8 The eventual capacity for new housing in all areas will depend on detailed assessment, site setting, urban design of housing areas, appropriate housing mix, transport capacity and other factors as set out in policies in the Core Strategy, Development Management Policies DPD and other guidance.

8.9 For the purpose of infrastructure planning, the council has considered the extent to which the figures set out above could possibly be exceeded as shown in the table. The upper figures do not represent a target, but indicate the range within which the actual total would be expected to lie if all sites were developed to their full capacity. An average of 900 to 1,000 additional dwellings pa is almost double the previous completion rate of an average of 500 additional dwellings a year between 2001 and 2010. This figure is included as a guide to infrastructure providers to indicate the maximum additional dwellings that might be completed during the 20 year plan period, 2011/12 to 2031/32. It is important to retain existing housing unless it is replaced with a similar or greater number of units or the net loss is justified in accordance with other Plan policies.

8 Borough-wide Strategic Policies

Borough Wide Strategic Policy - H2

Affordability

Housing development should help achieve more mixed and balanced communities and reduce social and economic polarisation by improving the mix of affordable housing in the borough for those that cannot afford market housing.

On sites with the capacity for 10 or more self-contained dwellings affordable housing should be provided having regard to the following:

- a) A borough wide target that at least 40% of all additional dwellings built between 2011-21 should be affordable.
- b) The council would prefer all additional affordable housing to be intermediate and affordable rented housing unless a small proportion of new social rented housing is necessary in order to enable proposals for the regeneration of council or housing association estates, or the replacement of unsatisfactory accommodation, particularly in accordance with policies for the regeneration areas set out in this plan.
- c) The council will encourage the provision of affordable rented and social rented housing in ways that enable tenants to be offered an equity stake or the opportunity to join a savings incentive scheme.
- d) In negotiating for affordable housing and for an appropriate mix of intermediate, affordable rented and social rented housing in a proposed development, the council will take into account:
 - site size and site constraints;
 - financial viability, having regard to the individual circumstances of the site, the availability of public subsidy and the need to encourage rather than restrain residential development; and
 - the affordability and profile of local housing; the scope for achieving a more mixed and balanced community in the borough, or in an area where there are existing concentrations of social rented housing.

Justification

8.10 A key aim of the core strategy is to reduce social and economic polarisation in the borough and to encourage social mobility. The strategy aims to create a more socially and economically mixed borough and in particular, to enable young families to be able to afford to live and stay in the borough. It will significantly increase the amount of housing that is affordable to middle income earners, key workers and all those households who are neither very wealthy nor very poor. The strategy aims to reduce the concentrations of deprivation associated with the large mono tenure housing estates, mostly council owned and to significantly improve the fabric of these outdated estates.

8.11 In order to achieve this strategy Hammersmith and Fulham will seek to increase the amount of affordable housing in the borough by setting an affordable housing target of at least 40% of all additional dwellings to be built between 2011/12 and 2021/22. All the net gain in affordable housing should be intermediate and affordable rented housing available to households who cannot afford to buy and/or rent market accommodation in the borough (H&F Housing Market Assessment) except that the council will seek a small proportion of additional social rented housing if urgently arising housing need cannot be met within the existing social rented housing stock (see below). In order to meet the target for affordable housing, the council will negotiate for affordable housing to be provided on all larger sites in accordance with the London Plan threshold target of sites with the capacity for 10 or more additional self-contained dwellings.

Income and the cost of housing

8.12 As outlined previously, some parts of H&F are very deprived and other areas have some of the most prosperous neighbourhoods in London. There are 7 Super Output Areas⁽¹⁸⁾ within the 10% most deprived nationally; and, 30 Super Output Areas, or 27% of the borough, amongst the 20% most deprived nationally. Department of Works and Pensions Households Below Average Income (HBAI) results show that Hammersmith & Fulham has more individuals on low incomes (27.1%) than Inner London (20.4%), London (18.2%) or England (16.8%). The most deprived neighbourhoods are also those with the highest levels of social rented housing.

8.13 House prices and private sector rents are well above the London and the West London average. Hammersmith & Fulham has the 4th highest house prices in the country. The average property price in January 2010 was £472,000 which is 29% above the London average and 185% above the national average. Also house prices are increasing faster than elsewhere in the country (2009 Land Registry data).

8.14 Rents in the private sector are also high compared to the rest of London. The lowest quartile rent for a two bedroom property was £269 per week and for a three bedroom property was £315 per week.⁽¹⁹⁾

8.15 The very high cost of market housing both for owner occupation and for rent impacts on who can afford to live in the borough. The household income required to rent a 2 bedroom property (lowest quartile rent) in the borough is £56,100 and to purchase (lowest quartile market purchase) is £91,400⁽²⁰⁾. It is estimated that 58% of younger working households (age 20 to 39 years) in H&F cannot afford to buy a 2/3 bedroom dwelling and private sector rents to earned income ratios are over 30%.⁽²¹⁾

8.16 Although private sector rents are high in comparison to incomes they are significantly more affordable than owner occupation. It is estimated that private rented housing has risen from about 17,500 (23% of the stock) in 2001 to nearly 28,000 (35% of the stock) in 2009⁽²²⁾. Most of this increase will have been through a reduction in owner occupied dwellings which would result in less than a third of the housing stock being owner occupied, compared to 44% in 2001.

18 A Super Output Area (SOA) is a geographical area designed for the collection and publication of small area statistics. There are 111 SOAs in H&F each comprising about 700 households

19 West London Strategic Housing Market Assessment 2010

20 West London Strategic Housing Market Assessment 2010

21 Can't Buy: Can't Rent . The affordability of private housing in Great Britain

22 Fig 51 West London Strategic Housing Market Assessment 2010

8 Borough-wide Strategic Policies

8.17 Although the stock of intermediate affordable housing has increased in the last 10 years it still makes up only about 1,850 dwellings or just over 2% of the housing stock. This compares to over 3000 households registered for low cost homeownership on the H&F Homebuy Register.

8.18 Social rented housing is estimated to account for approximately 25,900 dwellings, 33% of the total stock, with over 1250 dwellings having been built in the last 9 years. In some parts of the borough, in particular the north of the borough the proportion is over 50% – College Park and Old Oak and Wormholt and White City wards.

Housing tenure mix of additional housing

8.19 In considering the mix of tenure that is appropriate for additional dwellings to be built in the borough, the council needs to have regard to its assessment of the housing market, including housing need and how this can be met.

8.20 The analysis of income and housing costs above highlights a severe lack of affordable market housing in H&F coupled with a probable reduction in owner occupation. This demonstrates a need to increase the supply of intermediate affordable housing. Even if all the 40% affordable housing target (almost 3000 dwellings by 2021/22) is intermediate housing, this will still only increase the intermediate housing stock to about 4,800 dwellings or about 5.5% of the total dwelling stock.

8.21 As house prices and market rents are so high in H&F, intermediate housing and affordable rented housing needs to be affordable to a broad range of incomes. The income range of households that cannot afford market housing in H&F is £19,900 to £79,400 for households that require 4 or more bedrooms.⁽²³⁾ The council will encourage the provision of a variety of intermediate housing products that will assist people who cannot afford market housing to buy (e.g. shared ownership, equity share, discounted market sale) or rent (e.g. affordable rented housing). The provision and affordability of such housing will be taken into account in considering the appropriate proportion of affordable housing on individual sites.

8.22 An increase in the supply of intermediate housing and the introduction of social “homebuy” and similar schemes will assist in releasing more of the existing stock of social rented housing for households in need of that type of affordable housing. The council also wants some social rented and affordable rented housing to be provided in ways that enable tenants to be offered some form of equity stake or savings incentive scheme so that they have the opportunity to move into home ownership if their income increases. The level of public funding support for affordable provision is likely to be restricted in the short and possibly medium term. On this basis, innovation and flexibility in the consideration of the delivery and tenure of proposed affordable housing will be a key element in meeting the targets expressed in Policy H2.

8.23 The council will seek new social rented housing where this will enable the regeneration of existing estates and the provision of better accommodation (e.g. quality, dwelling size and conditions) for existing social rented tenants; and where it is possible to achieve a better mix of tenure and a more mixed and balanced community in the area. The policies for regeneration areas set out details where applicable.

8.24 The council considers that it should be possible to meet newly arising urgent need without increasing the overall amount of social rented housing in the borough (H&F Housing Market Assessment). In view of this, the overall net increase in affordable housing in the borough should be intermediate and affordable rented housing but there should be no net decrease in social rented housing (measured in habitable rooms) in the White City and Earls Court and West Kensington Opportunity Areas.

8.25 Where new social rented or affordable rented is provided the council will require a mix of dwelling sizes that helps to achieve a better match to household needs. Currently there are over 2,300 overcrowded households in the borough and there are also households that are under occupying their housing; just over 120 households are registered with the council wanting to move into smaller accommodation. There are likely to be other households who have not registered with the council but who may like to move from larger dwellings, if there is alternative housing that would meet their needs.

Negotiating for Affordable Housing

8.26 In implementing this affordable housing policy, the council recognises that the location of sites and their characteristics will affect the amount and type of affordable housing that is appropriate. Where there are concentrations of social rented housing it will be particularly important to increase the choice of housing in order to achieve more mixed and balanced communities.

8.27 The amount and type of affordable housing that might be appropriate in a proposed development will be influenced by the potential for estate regeneration on council or housing association estates, especially where the proposed development is in, or close to the regeneration areas by providing new and better homes for local social rented tenants.

8.28 The council recognises that the amount and mix of affordable housing that can be achieved in any scheme will depend on the financial viability of that scheme. It will therefore have regard to a number of factors including site specific circumstances, the availability of public subsidy and the need to encourage rather than restrain residential development. The council will in the context of policy H2 seek and take account of evidence of financial viability in determining the contribution a scheme can make to the provision of affordable housing.

8 Borough-wide Strategic Policies

Borough Wide Strategic Policy - H3

Housing quality and density

The council will expect all housing development to respect the local setting and context, provide a high quality residential environment, be well designed and energy efficient in line with the requirements of the Code for Sustainable Homes, meet satisfactory internal and external space standards, and (subject to the size of scheme) provide a good range of housing types and sizes.

Acceptable housing density will be dependent primarily on an assessment of these factors, taking account of London Plan policies and subject to public transport and highway impact and capacity.

In existing residential areas, and in substantial parts of regeneration areas, new housing will be expected to be predominantly low to medium rise consisting of small scale developments of houses, maisonettes and flats, and modern forms of the traditional mansion block and other typologies of residential development that may be suitable for its context, with gardens and shared amenity space in street based layouts. (See also policy OS1 Improving and Protecting Parks and Open Spaces)

Some high density housing with limited car parking may be appropriate in locations with high levels of public transport accessibility (PTAL 4-6) provided it is satisfactory in all other respects.

Justification

8.29 The London Plan provides broad guidance on densities, but the upper ranges are often inappropriate in the local context. Apart from a few locations which may be regarded as being in the 'central' category, the council generally regards the borough as being in the "urban" category of the London Plan density matrix and wishes to ensure that all housing development is provided to a satisfactory quality, has an appropriate mix of types and sizes (with a particular emphasis on family accommodation), and is well related to its surroundings (and neighbouring residential properties in particular). Well designed housing is important for health and well being in the community. Much of the new housing, particularly the family sized housing, should consist of low and medium rise street properties, with access to private gardens or shared amenity space. In assessing satisfactory internal and external space standards for new housing the council will have regard to the London Plan's minimum space standards for new development. The council will prepare an SPD that will provide further detail on design standards.

8.30 Higher density development must have particularly good design quality and positively enhance the locality (its appearance and amenities). Mixed tenure housing developments should be tenure blind, meaning that it should be difficult to spot the difference in the architectural quality of market and affordable properties.

8.31 Small development sites can often be problematic and the council will especially resist attempts to overdevelop which often leads to adverse effects on neighbours and the locality. In large schemes, such as in regeneration areas, there is more scope to achieve higher density housing and as long as there is still a good mix of housing types overall, some high rise non-family residential may be acceptable. Such large schemes will need to be supported by appropriate social infrastructure.

Borough Wide Strategic Policy - H4

Meeting Housing needs

The council will work with house builders to increase the supply and choice of high quality residential accommodation that meets the local residents' needs and aspirations and market demand. In order to deliver this:

- **there should be a mix of housing types and sizes in development schemes, especially increasing the proportion of family accommodation. The precise mix in any development will be subject to the suitability of the site for family housing in terms of site characteristics, the local environment and access to services.**
- **all new build dwellings should be built to “Lifetime Homes” standards with 10% to be wheelchair accessible, or easily adaptable for residents that are wheelchair users;**
- **applications for HMOs and hostels will be considered in the light of their contribution to the range of housing in the borough and their impact on the locality and its character; and**
- **housing for people who need care and support must be protected, and, subject to continuing need, applications for new developments where there is an established local need will be supported.**

Justification

8.32 In recent years high proportions of 1 and 2 bedroom homes have been permitted in H&F⁽²⁴⁾. There has been an under provision of family housing and there is a need for this to be addressed. This strategy also aims to provide a better mix of housing; a higher proportion of family sized housing and housing that is well designed – energy efficient, accessible and safe. The council will prepare an SPD on housing mix, which will be regularly updated to reflect housing need.

8.33 Approximately 10% of H&F's households have one or more people with a physical disability and in addition young families and the elderly also benefit from accessible housing. There needs to be an increase in the amount of housing built to Lifetime Homes standards and that is wheelchair accessible in order to meet this need.

8.34 Houses in multiple occupation and hostels can provide flexible and cheaper accommodation for people on low incomes but they can often have an impact upon the amenity of neighbouring residents. A flexible approach will be taken to the conversion of self contained accommodation to HMOs that takes account of local circumstances.

8 Borough-wide Strategic Policies

8.35 There is likely to be a continuing need for housing for people who need care and support, particularly as the population ages. The loss of existing accommodation and the provision of new accommodation will be considered in relation to the impact on the local area and on the provision of community facilities and services.

Borough Wide Strategic Policy - H5

Gypsies and Traveller Accommodation

The council will work closely with RBKC to protect and improve the existing gypsy and traveller site at Westway which is located in Kensington & Chelsea.

Any additional site to accommodate the specific needs of Gypsies and Travellers in this borough should:

- **meet local need;**
- **take account of suitable vehicular access and satisfactory parking, turning and servicing;**
- **be within close proximity of local facilities and services such as a primary school, local shops and a GP; and**
- **be designed in such a way that it is compatible with existing and planned uses, fit for the occupants and at the same time does not impact on residential amenity.**

Justification

8.36 Circular 1/2006 and London Plan Policy 3.8 require that this Core Strategy should have a specific policy to protect existing authorised sites and set out the criteria for the determination of any application for additional sites. Such sites should promote the development of socially inclusive local communities in accordance with PPS 3.

8.37 The council and the Royal Borough of Kensington and Chelsea (RBKC) jointly provide a site for 19 travellers' pitches on land in RBKC to the east of the White City Opportunity Area. Work is ongoing to improve the existing site. Although the bid for government funding to provide two additional pitches on the site as well as other improvements in terms of landscaping, safety and security, parking and access was unsuccessful, there is a commitment from both boroughs to improve the physical environment at a cost of £250K. Work will commence in 2011/12.

8.38 The requirements for a gypsy and travellers site are more demanding than for residential development. Gypsy and traveller sites often contain a number of ancillary employment activities for which space is necessary. These activities can in turn, cause a disturbance to the amenity of neighbouring residents. Site selection must therefore find a balance between finding a suitably sized accessible location near to local facilities and services and a location where the amenity of the borough's existing residents remains unaffected.

Borough Wide Strategic Policy - H6

Student Accommodation

The council recognises the London-wide need for student accommodation, and to assist in meeting this need it will support applications for student accommodation as part of mixed use development schemes within both the White City and Earls Court and West Kensington Opportunity Areas. Applications for student accommodation outside of these areas will be assessed on a site by site basis, but the council will resist proposals which are likely to have adverse local impacts.

Justification

8.39 The borough is home to a number of university and higher education institutions, principally Imperial College, which has teaching facilities at Hammersmith Hospital and Charing Cross Hospital and proposals for development in the White City Opportunity Area, London Academy of Music and Dramatic Art (LAMDA) and London College of Fashion. A number of these higher educational institutions have expressed a need to increase their capacity, as have many other higher educational institutions across London, buoyed by London's international status and reputation as a global centre for higher education. This has put pressure on conventional housing to accommodate students and there is a need to increase the capacity of student accommodation in London in order to ensure that there is a suitable choice of available purpose built accommodation.

8.40 The council considers that the borough's two largest and most deliverable regeneration areas offer an opportunity to help deliver a significant quantum towards addressing this student accommodation shortage for local institutions. It considers that student housing in these areas will be best provided within major new developments as part of mixed use schemes. However all applications will need to demonstrate satisfactorily that the proposals will have a positive impact on the overall strategies for the Opportunity Areas and will not adversely impact on residential neighbours or town and local centres. Applications will need to be accompanied by a management plan, setting out how the impact upon neighbours and the amenity of the borough's existing residents will be managed. In order to ensure that students are able to adequately get to and from their area of study, it will be important that developments are located within areas of good public transport accessibility within the Opportunity Areas.

8.41 Outside of the Opportunity Areas, applications for student accommodation will be assessed on a site by site basis. It is acknowledged that students can create benefits for an area, for example by adding vibrancy and vitality to the local economy. However, concentrations of students can also have a negative impact. In particular, the council is concerned about the direct impact of noise and comings and goings on neighbouring properties, and the indirect impact of the growth in facilities such as bars and takeaways that can themselves cause a nuisance, especially late at night. The council will consider all applications on their own merits, but the primary consideration will be the amenity of the borough's existing residents and the strategy to direct student accommodation schemes to the two identified Opportunity Areas.

8 Borough-wide Strategic Policies

Local Economy and Employment

Strategic Objectives

- *Reduce polarisation and worklessness to create more stable, mixed and balanced communities;*
- *Support the local economy and inward investment to ensure that existing and new businesses can compete and flourish; and*
- *Support businesses so that they maximise job opportunities and recruit and maintain local people in employment.*

Supporting small and medium sizes businesses in the local economy

Borough Wide Strategic Policy - LE1

Local Economy and Employment

To ensure that accommodation is available for all sizes of business including small and medium sized enterprises by:

- **requiring flexible space suitable for small and medium sized enterprises in large new business developments; and**
- **retaining premises capable of providing continued accommodation for local services or significant employment unless:**
 - 1. continued use would adversely impact on residential areas; or**
 - 2. an alternative use would give a demonstrably greater benefit that could not be provided on another site; or**
 - 3. it can be satisfactorily demonstrated that the property is no longer required for employment purposes; or**
 - 4. an alternative use would enable support for essential public services and is otherwise acceptable.**

To support both existing and new initiatives that will encourage local employment, skills development and training opportunities.

Justification

8.42 Over the years the borough has proved to be an attractive location for many multi-national companies, including the BBC and Earls Court and Olympia Group, and their continued presence is welcome because of their contribution to the local economy and in providing jobs and opportunities to residents. However, as well as being favoured by major companies, the strength of the local economy is also buoyed by the very many local office and industrial businesses which often provide services direct to residents or to other businesses in the borough. Creative industries are a particular strength in the borough which the council is keen to encourage, and there is also the opportunity to build on the presence of Hammersmith Hospital/Imperial College and Charing Cross Hospital by encouraging bio-medical related companies.

8.43 Because many of the borough's businesses are small or medium sized and because there is demand for accommodation from such enterprises, it is important that new and refurbished business developments provide accommodation that can meet the needs of a variety of activities, including start up businesses, so that the rich mix of businesses in the borough can continue. The council will ensure that its own stock of business premises continues to meet the needs of the local economy.

8.44 Continued economic growth in the borough will require a growing work force. These jobs will not go to workless residents in the borough unless they have the necessary qualifications and skills. If local workless people are not moving into the local labour market, the growth in jobs will have to be met by workers from outside the local area. This will increase pressure on the already overstretched supply of housing and local transport infrastructure.

8.45 There are many agencies involved in training, such as the Learning & Skills Council (LSC), Ealing Hammersmith & West London College (EHWLC) and Job Centre Plus (JCP) and the voluntary & community sector (VCS), but the council has a central role in ensuring that learning and skills provision for adults in H&F is delivered in a coherent and effective way.

8.46 Although most of the business activities found in the borough can take place in residential areas, there can be conflicts with residential amenity. If buildings are outworn and in need of redevelopment, the relative merits of employment and residential as the future use should be considered. In some cases, existing employment activity can represent an under use of land and development for alternative purposes might be shown to better achieve the strategic objectives. In general, though, the council is in favour of continued employment use, unless there is supporting evidence to demonstrate that the property is no longer required.

8 Borough-wide Strategic Policies

Community Facilities (leisure, recreation, education, health, culture, civic services and other facilities)

Strategic Objectives

- *Ensure that both existing and new residents, and visitors to the borough have access to a range of high quality facilities and services, including retail, recreation, arts, entertainment, health, education and training and other community infrastructure such as policing facilities and places of worship.*
- *Ensure that the schools in the borough match the needs and aspirations of local parents and their children.*
- *Encourage and promote healthier lifestyles and reduce health inequalities.*
- *Promote the health, safety and security of those who live, work and visit H&F.*

Borough Wide Strategic Policy - CF1

Supporting Community Facilities and Services

The council will work with its strategic partners to provide boroughwide high quality accessible and inclusive facilities and services for the community by:

- encouraging the co-location of community facilities and services where opportunities arise;
- supporting the retention of existing healthcare facilities and assisting in securing sites for future healthcare provision or reorganisation of provision, including local hubs for a wide range of health services in the north, centre and south of the borough, and supporting renewal of GP premises; and
- seeking the improvement of school provision, including:
 - improvement and/or expansion of secondary schools;
 - improvement and/or expansion of primary schools through the primary school capital programme;
 - supporting the creation of new free schools;
 - requiring the building of new primary schools as appropriate and applicable to the need generated by development proposals and available existing capacity in the White City Opportunity Area and the Earls Court and West Kensington Opportunity Area; and
 - provision of a new academy at Stamford House.
- improving the range of leisure, recreation, sports, arts and cultural facilities by:
 - protecting existing premises that remain satisfactory for these purposes;
 - supporting re-provision of facilities for existing users in outworn premises where opportunities arise;
 - seeking new facilities, in particular:
 - major new leisure and recreation facilities in the White City Opportunity Area, especially east of Wood Lane and in Shepherds Bush town centre, and in the Earls Court & West Kensington Opportunity Area;
 - a replacement library and cinema in Hammersmith town centre; and
 - water related sports and educational facilities in riverside and canalside developments.
 - supporting the continued presence of the major public sports venues for football and tennis, subject to the local impact of the venues being managed without added detriment to local residents;
 - enhancing sport, leisure and cultural provision for schools and public use in suitable local parks, including Linford Christie Stadium and Wormwood Scrubs.

8 Borough-wide Strategic Policies

- **protecting all existing community facilities and services throughout the borough where there is an identified need; and**
- **supporting the Metropolitan Police and Her Majesty's Court Service and action to deal with crime and anti-social behaviour; and**
- **requiring developments that increase the demand for community facilities and services to make contributions towards, or provide for, new or improved facilities.**

Justification

8.47 In a built up borough like H&F where there are many competing uses, it is important to plan for future community service needs, including education, health, leisure, places of worship, recreation facilities, and for the 3rd Sector, and to protect existing sites and premises. These community facilities are an important element of what makes a decent neighbourhood and the council will work with partners to keep aware of needs, assist with the implementation of agreed programmes by allocating sites for specific uses and ensure that requirements are taken into account in new developments.

8.48 Community facilities and services need to be located so that they have maximum accessibility for their potential users. It will be appropriate for some services and facilities that attract people from a large area to be located in a town centre or key local centre, and the council's policies allow for this possibility. However, other local facilities may be better located close to the communities they serve. The council will seek to co-locate community facilities for which it is responsible and will encourage others to do so in order to provide services that are better integrated with both public and private sectors. The council believes that establishing community hubs in areas of the borough where there are high levels of deprivation will better meet the accommodation needs of the 3rd sector.

8.49 The council's strategy for the regeneration of the borough will see a rise in H&F's population as well as more visitors to the borough. This growing population will increase the demand for community services and facilities and will impact on all providers of social infrastructure, such as the Metropolitan Police and the NHS. Finding sites for new facilities to support this growth can be difficult, but the council will ensure that the strategies for the borough's five regeneration areas fully take into account the need to provide appropriate education, health and other community service infrastructure. Elsewhere, when new developments result in an increase in the demand for community facilities, they will also be expected to make appropriate provision for new or improved facilities. In addition, in those cases where there is pressure to redevelop existing uses the council will protect facilities, unless it can be shown that a need no longer exists or that facilities can be appropriately replaced or provided elsewhere.

8.50 The current situation regarding known planned community service provision is set out below. (See also the Infrastructure Schedule in Appendix 6).

Schools and other educational and training facilities

8.51 The council's aim is to make improvements and changes to the borough's schools and to transform secondary education. This will result in improved education and training so that young people will be better able to take advantage of local jobs. There will also need to be an increase in school places to meet the increasing child population. Although the Building Schools for the Future programme has been cancelled the council is still aiming to improve the quality of its secondary schools, ensure sixth form provision in all its secondary schools and to increase the number of school places to meet local need. The council also supports the government's new Free Schools policy which it considers will improve the educational choices of children in the local community.

8.52 The following primary school improvements have been committed to in the Council's Primary and Special Schools Strategy, with funding from the Primary Capital Programme:

- Expansion of Holy Cross School
- Amalgamation of St Peter's School on one site, with possible expansion
- Expansion of Bentworth School
- Expansion of Old Oak School
- Improvement of teaching facilities at St Thomas of Canterbury School

8.53 In addition the council will generally support developments that improve independent educational, further educational and training facilities in the borough.

Leisure, recreation and sports facilities

8.54 The borough has a rich and varied range of leisure, recreation, sports, and arts, culture and entertainment facilities. The responsibility for the provision of these facilities, including investment and maintenance, falls to a number of organisations, including the council. Because the facilities give residents and visitors to the borough the opportunity to participate in a range of activities that help to improve quality of life, health and well being, the council will seek to protect existing uses and assist in providing new facilities. Where there is a recognised deficiency in the provision of any facility or activity, the council will seek to readdress this situation through the application of Core Strategy policies, particularly in the regeneration areas where there are identified development sites.

8.55 In respect of sport, the limited amount of open space in the borough, including in most of our secondary schools, means that the council has to maximise the use of its resources. The council have prepared a Sports and Physical Activity Strategy to increase participation in sports and to ensure the maximum benefit from the 2012 Olympic Games.

8.56 Given the limited amount of open space, the council also wants to make better use of the Thames and canal for water sports and the council will negotiate for new facilities, as part of redevelopment schemes, where appropriate.

8.57 These activities attract differing numbers of people and have significantly different impacts on the local area. Adverse impacts need to be managed through the development management process.

8 Borough-wide Strategic Policies

Health

8.58 The council is integrating with NHS Hammersmith and Fulham which is currently the organisation responsible for planning and funding all the NHS care for people living and working in the London Borough of Hammersmith and Fulham. The aim of the council and NHS Hammersmith and Fulham is to work with all relevant partners to improve the health of all residents, to reduce health inequalities and to deliver new and improved health facilities in the borough. The core strategy aims to support the reorganisation of health care in the borough. It is proposed that there will be two polysystem hubs, one in White City and one at Charing Cross. These hubs will be supported by 5 to 7 large centres to supplement the services provided in the polyclinics (Centre for Health) and ensure equality of provision throughout the borough. The intention is to rationalise the existing network of GP services. The Core Strategy also recognises the contribution that other elements of the strategy have on the health of residents, including access to parks and play areas, recreation facilities, the opportunities to walk and cycle, community safety, access to shops selling fresh foods, controls on hot food takeaways, educational attainment and access to employment, the borough's air quality and noise and light pollution

8.59 The main proposals for new health facilities are:

- the Centres for Health at White City and at Charing Cross Hospital; and
- expanded and improved health centres, including on the site of the old Wandsworth Bridge Road nursing home, Shepherds Bush, Cassidy Road Medical Centre, Maystar, North End Road, Brook Green and Richford Gate.

Open Space

Strategic Objectives

- *Improve and protect amenity and quality of life of residents and visitors by ensuring a safe, accessible and pleasant local environment, where there is a strong sense of place.*
- *Encourage and promote healthier lifestyles and reduce health inequalities*
- *Preserve and enhance the quality, character and identity of the borough's natural and built environment (including its heritage assets) through respect for local context, good quality, inclusive and sustainable design.*
- *Protect and enhance the borough's open green spaces and create new parks and open spaces where there is major regeneration, promote biodiversity and protect private gardens.*

Borough Wide Strategic Policy - OS1

Improving and Protecting Parks and Open Spaces

To protect and enhance parks, open spaces and biodiversity in the borough by:

- **designating a hierarchy of open space that includes metropolitan open land (MOL), open space of borough wide importance and open space of local importance (see Appendix 2) as well as a hierarchy of nature conservation areas of metropolitan, borough and local importance, and green corridors along the borough's railway lines (see Appendix 3);**
- **requiring a mix of new public and private open space in the White City and Earls Court and West Kensington Opportunity Areas and the South Fulham Riverside regeneration area when development takes place;**
- **improving parks and recreational facilities through a planned asset renewal programme in accordance with the council's Parks and Open Spaces Strategy. Major refurbishment of Shepherds Bush Green and Bishops Park will be complemented with investment in improved local play and sports facilities across the borough. Strategic masterplanning will guide future investment in Ravenscourt Park, South Park and Wormholt Park;**
- **protecting back garden space and encouraging the enhancement of front gardens, and adding to the greening of streets and the public realm;**
- **ensuring provision of quality accessible and inclusive open space, including areas of nature conservation interest, and children's play provision in new developments, including in the identified regeneration areas; and**
- **improving provision and access to parks and open spaces, play space and areas of nature conservation interest.**

Justification

8.60 In a densely built up area like Hammersmith and Fulham, the local environment and public spaces are very important.

8 Borough-wide Strategic Policies

Hierarchy and status of parks and open space

8.61 The council's 2008 Parks Survey and other background information shows that open space is important for peoples' quality of life and for enhancing biodiversity in the borough. Open spaces provide opportunities for people to exercise and to take part in outdoor sport and recreation which enhances the health of local people. The council has designated an open space hierarchy that responds to the variety of parks and open spaces in the borough, including strategically important open space, namely metropolitan open land, and open spaces of boroughwide and more local importance (see Proposals Map and Appendix 2). Overlapping with this hierarchy are those areas which have particular nature conservation interest. These areas were originally identified by the former London Ecology Unit and are classified as of metropolitan, boroughwide and local importance (see Proposals Map and Appendix 3). On Wormwood Scrubs there is also a designated local nature reserve.

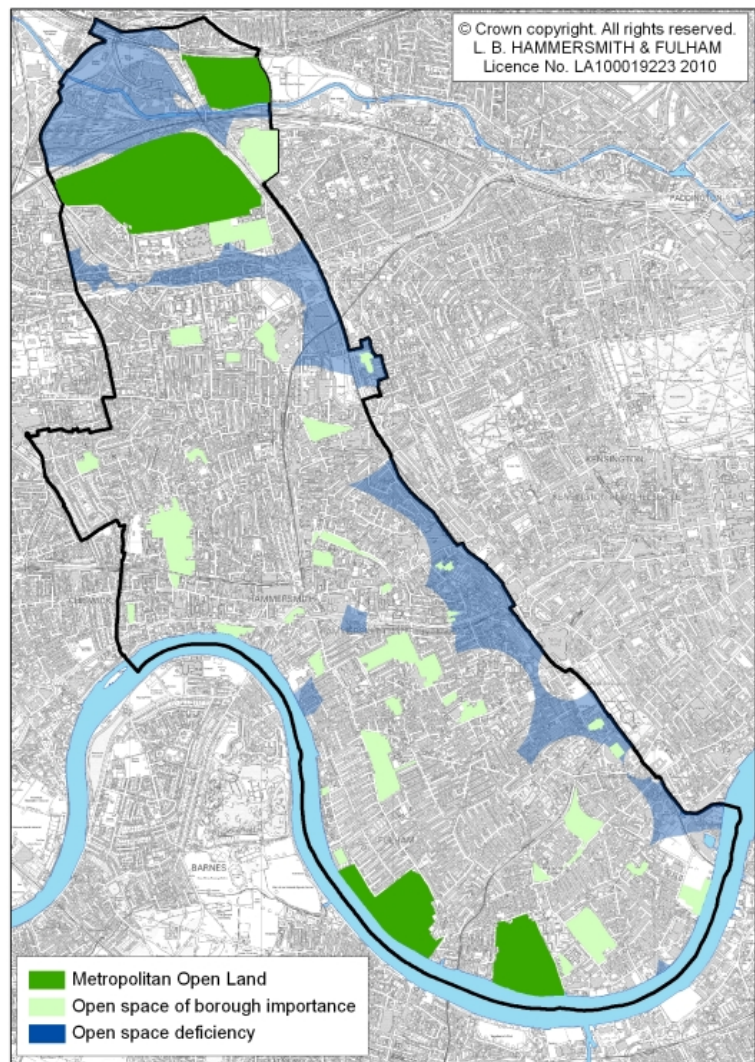
New and improved parks and open spaces

8.62 The council's 2005 Open Spaces Audit reveals that Hammersmith and Fulham has relatively little open space per person and with more people living and working in the borough, the improvement of the parks and open spaces and facilities within them, and the provision of more public open space and private amenity space as part of new developments will be important, particularly in areas of deficiency (see Map 7). Because there are areas of existing deficiency in open space, nature conservation (see Map 8) and children's play areas throughout the borough it is important that new developments contribute to meeting this deficiency by provision of open space and play facilities for all ages as part of regeneration schemes. Such open space should be provided overall in a combination of public and private areas.

8.63 The way in which open space is provided in the

opportunity and regeneration areas must be considered carefully to integrate well with the development and to optimise its value and contribution. Open space for residents may be provided in a number of ways, for example in easily accessible small private spaces and in larger parks. All new publicly accessible open spaces whether on public or private land must contribute to a high quality and easily maintainable public realm. All new open spaces will be expected to be of high quality and ensure attractive, accessible, usable, durable

Map 7: Open Space



Borough-wide Strategic Policies 8

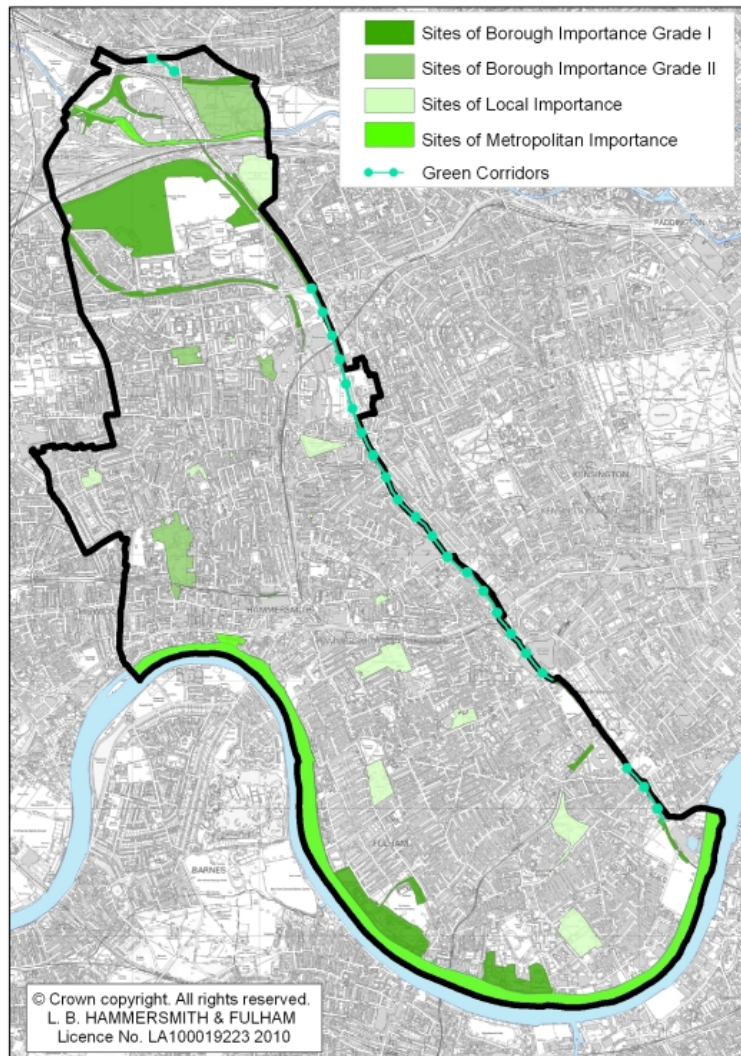
and adaptable places and to contribute to improving the quality of life, reducing the incidence of crime and anti-social behaviour and to making places better for people. Where development takes place adjacent or close to the Thames or the Grand Union Canal it will be important to increase public access to these areas which have in the past had limited public accessibility. In addition, the opportunity should be taken to provide environmental improvements so that people can benefit from leisure and recreation activities along, and on, the Thames and the Grand Union Canal.

Protection of open space

8.64 It is important to provide the relevant protection for, and to enhance, the borough's public and private open spaces because of their contribution to so many elements of the Core Strategy and associated strategies of partners. Private gardens add to the green space within the borough, and the council will seek to manage the loss of this resource (see Development Management Policies DPD). In addition, where front gardens have been paved over the council will encourage greening initiatives and inclusion of sustainable drainage.

8.65 Although most open spaces in Hammersmith and Fulham provide a valuable open space function, there are some open spaces, often because of their location, which have very limited existing or potential value as either open space, for local amenity, or for biodiversity. In these cases it may be appropriate to consider alternative uses.

Map 8: Nature Conservation Areas



8 Borough-wide Strategic Policies

River Thames and Grand Union Canal

Strategic Objectives

8.66 *Increase public access and use of H&F's waterways as well as enhance their environment, quality and character.*

Borough Wide Strategic Policy - RTC1

River Thames and Grand Union Canal

The council will work with its partner organisations, including the Environment Agency, Port of London Authority and British Waterways Board, Thames Water and landowners to enhance and increase access to, as well as use of, the waterways in the borough, namely the River Thames and the Grand Union Canal and improve waterside environments, by:

- identifying the Thames Policy Area and setting out general criteria for the design of development in this area in the Development Management Policies DPD and in supplementary planning documents. In particular, there will be a planning framework for the South Fulham Riverside regeneration area which will provide more detailed design guidance for new development;
- encouraging the development of vacant and underused land along the waterways, namely the River Thames, Chelsea Creek and Grand Union Canal taking into account their local context and character;
- protecting existing water dependent uses and requiring new development to provide opportunities for water based activities where appropriate and enhance river and canal related biodiversity, safeguard and enhance where necessary flood defences, as well as encouraging public access especially for leisure and educational activities;
- ensuring the provision, or improvement and greening, of the Thames Path National Trail (the Riverside Walk) in all riverside developments and the canalside tow path along the Grand Union Canal; and
- ensuring high standards of design on both riverside and canalside sites, with improved linkages to the river and riverside walk and the canal as appropriate. There will be a presumption against tall buildings along the waterways, but in limited parts of South Fulham Riverside regeneration area, taller buildings may be appropriate if it can be demonstrated that a tall building would be a key design element in a masterplan for regeneration and that it would have a positive relationship to the riverside.

Supplementary Planning Documents and briefs will set out detailed guidance for riverside and canalside development where appropriate.

Justification

The Thames

8.67 The River Thames is of considerable benefit to Hammersmith and Fulham and is of strategic importance to London as a whole. The Thames Policy Area designation and associated policies aim to protect the features of the riverside and of the river, including the Chelsea Creek, particularly its environmental quality and importance as:

- a major linear open space which is particularly important in an area with limited parks and open spaces;
- a landscape feature with views and landmarks of local importance;
- a resource for recreation and sport, tourism and leisure;
- an ecological resource and an important refuge for plants and wildlife;
- an area with considerable archaeological and historic interest; and
- a transport resource.

8.68 Further details of the qualities and character of the river and riverside are included in the Thames Strategy Kew to Chelsea.

8.69 A balance needs to be reached between the many functions of the river. In Hammersmith and Fulham there is a particular issue with vacant and under-used safeguarded wharves and the development of the land adjoining these sites. More detail on the wharves is provided in the policy for the South Fulham Riverside regeneration area, and it is noted that the GLA has announced its intention to review their designation including opportunities for consolidation before 2012 (policy 7.26 of the London Plan). However, in respect of the land adjoining the wharves, their sterilisation would not accord with London Plan policies to optimise the potential of sites or to improve the environment of the River Thames. It is therefore the council's intention to encourage development of these sites and to encourage suitable waterside uses as part of mixed use schemes where these would be appropriate. However, the development of land adjoining the safeguarded wharves should have regard to London Plan policy and the need for design to seek to minimise conflict between different uses. The River Thames has a significant potential for water based activities that can increase opportunities for participation in sport and recreation in the borough.

8.70 It is important that all waterside developments respect the flood defences and enhance these where necessary. The council will work closely with the Environment Agency on these matters and will include further detailed policy requirements in the Development Management Policies DPD. It is also important to extend and improve the Thames Path National Trail, together with pedestrian routes to link it to the surrounding area, which will often depend on the development of the vacant and underused riverside sites. The riverside walk should be at least 6 metres wide and should be designed with regard to the council's Riverside Walk Enhancement Report.

The Grand Union Canal

8.71 This section of the GrandUnionCanal links Brentford and the Paddington Branch and was built in 1801. It was built to improve the movement of goods between the industrial Midlands and the north of England and the London area. It passes through a mainly industrial area of the borough, although on the north side of the canal to the east of Scrubs Lane there are St Mary's Roman Catholic and Kensal Green Cemeteries which have conservation area and MOL status. The canal has both transport and recreation, sport,

8 Borough-wide Strategic Policies

tourism and leisure functions and is also an important nature conservation resource of metropolitan importance. In 2002 the canal was designated as a conservation area in recognition of its industrial archaeological importance and contribution to the amenity of this part of the borough. There is a tow path on the southern side of the canal which is used by pedestrians and cyclists. The council has identified this area, namely the Park Royal Opportunity Area, as one of its 5 key regeneration areas and will expect development to enhance the canalside.

8.72 It is envisaged that development in this area will come forward during the next 20 years, and when this happens it will be essential for any development along the canal to be of a high quality and embrace inclusive urban design whilst taking into account local context and character. Proposals will need to consider how all aspects of the urban realm and land uses can be addressed to help regenerate the area. Improved access to the canal and the creation of a long distance canalside walk will be required as part of development in the area. The council will also encourage the use of the canal for leisure and recreation activities.

Built Environment

Strategic Objectives

- *Promote the health, safety and security of those who live, work and visit H&F.*
- *Improve and protect amenity and quality of life of residents and visitors by ensuring a safe, accessible and pleasant local environment, where there is a strong sense of place.*
- *Preserve and enhance the quality, character and identity of the borough's natural and built environment (including its heritage assets) through respect for local context, good quality, inclusive and sustainable design.*

8 Borough-wide Strategic Policies

Borough Wide Strategic Policy - BE1

Built Environment

All development within the borough, including in the regeneration areas should create a high quality urban environment that respects and enhances its townscape context and heritage assets. There should be an approach to accessible and inclusive urban design that considers how good design, quality public realm, landscaping and land use can be integrated to help regenerate places.

In particular, development throughout the borough should:

- be of the highest standard of design that respects local context and character and, in particular, reflects and extends where appropriate the urban grain of the historic street based pattern and scale of development, especially in residential areas of consistent townscape character;
- protect and enhance the character, appearance and setting of the borough's conservation areas and its historic environment, including listed buildings, historic parks and gardens, buildings and artefacts of local importance and interest, archaeological priority areas and the Fulham Palace Moated Site scheduled ancient monument;
- protect the strategic view of St Paul's Cathedral and important local views shown on the Proposals Map;
- be designed to enhance community safety and minimise the opportunities for crime; and
- be attractive, durable, adaptable and accessible in order to achieve good sustainable and inclusive design

Tall Buildings

Development within the borough which includes tall buildings which are significantly higher than the generally prevailing height of buildings in the surrounding area, particularly where they have a disruptive and harmful impact on the skyline, will generally be resisted.

However, areas where tall buildings may be appropriate are as follows:

- In parts of White City Opportunity Area to be identified in a Supplementary Planning Document (SPD), and in masterplanning which is consistent with the SPD.
- In parts of the Earls Court & West Kensington Opportunity Area to be identified in a Supplementary Planning Document (SPD), and in masterplanning which is consistent with the SPD.
- In limited parts of South Fulham Riverside regeneration area to be identified in the South Fulham Riverside planning framework (see also policy in River Thames and Canal section).
- In parts of Hammersmith Town Centre. Not all parts of the town centre will be suitable and any proposals for tall buildings will need to respect the existing townscape and historic context and make a positive contribution to the skyline emphasising a point of civic or visual significance.

The character of the built form and the sensitivity of the setting of heritage assets may mean that some parts of these areas will be sensitive to, or inappropriate for, tall buildings. Any proposals for tall buildings will need to respect the existing townscape context, demonstrate tangible urban design benefits, and be consistent with the council's wider regeneration objectives.

Detailed justification will be required in all cases, and the Development Management Policies DPD will contain detailed criteria for the assessment of tall building development. More detailed design guidance that is specific to particular regeneration areas will be provided in planning frameworks for these areas.

Justification

8.73 The Core Strategy is not the place to set out detailed guidance on design. This will be provided in the Development Management Policies DPD and, until this is adopted, the existing Unitary Development Plan policies and standards and Supplementary Planning Guidance will remain in force until reviewed or superseded. Where appropriate, there will also be more detailed guidance in planning frameworks for the borough's regeneration areas.

8.74 The council will expect applicants to consider urban design in a wide context. It is not just about the design and materials of individual buildings. There should be a holistic approach to design that considers what makes a place function and how buildings, public realm, land uses and movement patterns can combine to produce attractive, distinctive and safe areas that achieve the highest standards. The council will expect all development proposals to provide an accessible environment that meets the needs of all users.

8.75 The existing character of the borough is heavily influenced by a variety of historical, landscape and architectural assets. Some of these are of national importance, such as listed buildings and the Fulham Palace Moated Site, whereas others are of borough importance, including archaeological priority areas (see Appendix 4) and locally listed buildings of merit. However, whether they are of national or local importance they should be considered in all developments in accordance with the policies of PPS5 and the associated English Heritage Historic Environment Planning Practice Guide.

8.76 Many people value the human scale of the traditional streetscape in the borough and often want to see this maintained in new development, and where this is appropriate the council will seek this form of design in development proposals. In addition, all new development will need to be inclusive and accessible to the whole community, whilst being designed to minimise opportunities for crime and anti-social behaviour.

8.77 There is scope for tall buildings in the regeneration of Hammersmith and Fulham. The general character of any particular area will always be an important consideration in assessing the acceptability of tall buildings.

8.78 Taller buildings may be appropriate in the areas identified in the Built Environment Policy. A broad assessment will be necessary and proposals for tall buildings will always require a full design appraisal.

8 Borough-wide Strategic Policies

8.79 The White City Opportunity Area includes some parts which are less constrained in terms of local townscape context than other parts of the borough and so tall buildings may be appropriate, providing a distinctive recognisable landmark. The White City Opportunity Area Framework will set out guidance on this matter.

8.80 Hammersmith Town Centre has a number of existing tall buildings and further tall buildings of a similar height could therefore be appropriate in some parts of the centre. Any proposals for tall buildings in the town centre will need to respect historical context and make a positive contribution to the skyline emphasising a point of civic or visual significance, demonstrate tangible urban design benefits, and be consistent with the Council's wider regeneration objectives.

8.81 In the Earls Court and West Kensington area there may also be some scope for tall buildings in carefully selected locations that are less constrained by the surrounding context, and the Earls Court planning framework will set out further guidance.

8.82 Elsewhere there are areas of the borough, particularly in conservation areas and along the Thames and the Canal, that are particularly sensitive to tall buildings and where heights of buildings should generally be restricted. However, limited parts of the South Fulham Riverside regeneration area may be appropriate for tall buildings and these will be identified in the planning framework. (See also Tall Buildings background paper).

Tackling and Adapting to Climate Change

Strategic Objective

- *Reduce and mitigate the local causes of climate change, mitigate flood risk, and other impacts and support the move to a low carbon future.*

8.83 New development and refurbishment schemes need to address issues of climate change. New development should minimise energy use and the use of other non renewable resources, as well as facilitating an increase in the use of low carbon technologies such as Combined Heat & Power (CHP), heat networks and renewable energy.

8.84 The risks of flooding from the River Thames and from surface water flooding are key issues in H&F and they have to be taken into account in planning new development in the borough. Climate change could also result in a higher number of heatwaves and droughts in summer months. New developments need to be designed and constructed to withstand such impacts.

Borough Wide Strategic Policy - CC1

Reduce Carbon Emissions and Resource Use and Adapt to Climate Change Impacts

Require developments to make the fullest possible contribution to the mitigation of and adaptation to climate change.

The council will reduce carbon emissions and tackle climate change by:

- **reducing carbon emissions from the redevelopment or reuse of buildings, by ensuring developments minimise their energy use, make use of energy from efficient sources and use renewable energy where feasible;**
- **maximising the provision of decentralised energy networks and integrating the use of renewable energy in the proposed regeneration areas;**
- **meeting London Plan targets for reducing carbon emissions from new development;**
- **promoting the efficient use of land and buildings and patterns of land use that reduce the need to travel by car;**
- **safeguarding existing heating and cooling networks in the borough; and**
- **requiring developments to be designed and constructed to take account of the increasing risks of flooding, drought and heatwaves.**

Justification

8.85 The government has set targets for the reduction in carbon emissions – 34% reduction by 2020 and 80% by 2050. The London Plan sets a more challenging target of 60% (below 1990 levels) by 2025. To help meet these targets it is important that new development minimises the increase in carbon emissions and where possible aims to achieve zero carbon or low carbon developments.

8 Borough-wide Strategic Policies

8.86 Energy use in new development should be reduced by appropriate siting, design, landscaping and energy efficiencies within the building. Where buildings are converted or reused, improvements in energy efficiency should also be implemented. Decentralised energy schemes which produce energy close to where it is used (Combined Heat and Power (CHP) and Combined Cooling Heat and Power (CCHP)) are more efficient than centralised electricity generation where both heat and energy are wasted in production and transmission. Where possible, new development should link to existing decentralised energy systems and upgrade these systems. New decentralised energy systems and heat networks should be set up in the regeneration areas and other areas where major development is taking place. Energy assessments will be required to demonstrate the reduction in carbon emissions achieved by the proposed development. New development also needs to maximise the amount of energy generated from renewable sources.

8.87 Developments need to be designed for the warmer, wetter winters and hotter, drier summers and to be able to cope with heatwaves, droughts and flooding (see policy below). In particular, overheating and excessive heat generation will need to be avoided and “urban greening” (London Plan policy 5.10) will be encouraged to help reduce the impact of the urban heat island effect in London. Measures to help minimise water use in new developments will also be required to help protect and conserve London’s water supplies.

Borough Wide Strategic Policy - CC2

Water and Flooding

The council will expect all development to minimise current and future flood risk and the adverse effects of flooding on people. In particular:

- **all development at risk of flooding should be subject to a site specific flood risk assessment, appropriate to the scale and type of development;**
- **development within the High and Medium Residual Risk areas should assess the type and severity of flood risk and manage the residual flood risks**
- **contributions from development proposals will be required to assist in mitigation and/or relief measures which will reduce the overall risk of flooding; and**
- **development adjoining the river will be expected to maintain the integrity of river defences and setback development in order to allow the maintenance and improvement of the defences.**

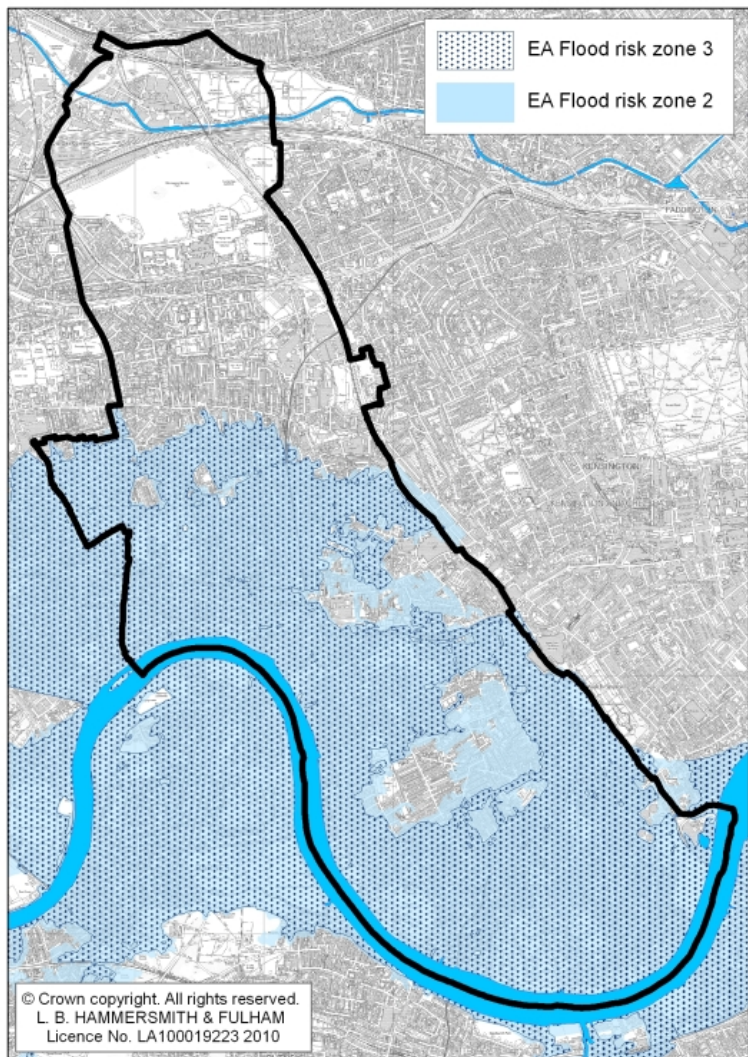
In addition, the council will strive to reduce the risk of flooding from surface water and foul water and its contribution to fluvial flooding by requiring development proposals to include appropriate sustainable drainage systems and systems to reduce the amount of water discharged to the foul water drainage.

Justification

8.88 Over 60% of the area of H&F and about 75% of the population is in the Environment Agency's (EA) Flood Zones 2 and 3 (see map 9). These flood zones do not take account of flood defences and, therefore, represent a theoretical maximum extent of tidal flooding. The tidal Thames is defended to a 1 in 1000 year standard by a series of walls, embankments, flood gates and barriers, with the Thames Barrier being the major protection. The actual risk and extent of flooding is mitigated by these flood defences. In addition to the risks of tidal flooding, much of H&F is at risk from sewer and/or surface water flooding. Climate change and more frequent extreme weather events, increases the frequency and severity of this type of flooding.

8.89 As most of the borough is at risk from some form of flooding, it would be unreasonable to restrict development only to the north of the borough in Flood Zone 1, particularly as much of this area is at risk from sewer and surface water flooding. The only large area that has not been identified as being at risk from some form of flooding is parts of Wormwood Scrubs and the Hythe Road employment area. Wormwood Scrubs is both designated as Metropolitan Open Land and is protected for military training by Act of Parliament and Hythe Road is designated in the London Plan as a Strategic Industrial Location (SIL).

Map 9: Flood Risk

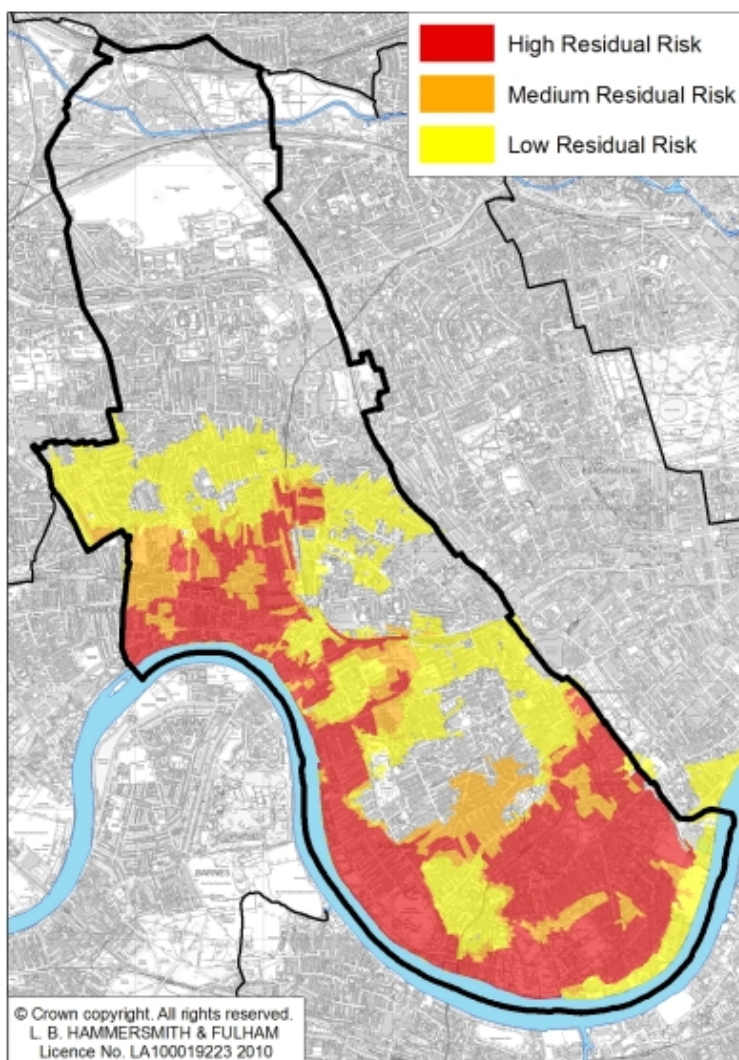


8 Borough-wide Strategic Policies

8.90 The Council therefore considers that from a borough-wide perspective the Sequential Test permits the consideration of all sites for development, subject to the individual sites satisfying the requirements of the Exceptions Test (PPS 25) and an appropriate site specific Flood Risk Assessment.

8.91 The H&F Strategic Flood Risk Assessment (SFRA) has assessed the Residual Risk of flooding within the EA Flood Zone 3 (see map 10) as a result of a failure in the river defences and from overtopping of the defence walls. Development in areas of high and medium residual risk will require a detailed site specific flood risk assessment to determine the level of risk and how this risk can be managed. Proposals for 'more' or 'highly vulnerable uses' or for 'essential infrastructure', as defined in PPS25 should demonstrate that the Exception Test has been passed.

Map 10: Residual Flood Risk



8.92 All development should assess the risk of flooding, including surface water flooding on sites of over 1 hectare in EA Flood Zone 1, and where there is a flood risk, carry out a site specific flood risk assessment in accordance with the guidance in the H&F Strategic Flood Risk Assessment (SFRA) (Appendix A.1). The detail that will be required will depend on the flood risk and on the size of the development.

8.93 In order to reduce the risk of tidal flooding it is important to maintain and, where necessary, improve the river defences. Where there is redevelopment adjacent to the river, the consent of the Environment Agency will be required if development is not set back 16 metres from the river wall so as to allow the wall to be maintained, modified or raised if necessary.

8.94 A breach to the river defences can potentially result in flooding to an extensive area of the borough and therefore developments may be required to contribute to and/or implement schemes that would mitigate or reduce the overall risk of flooding.

8.95 Major developments should consult with Thames Water to assess the capacity for surface water and foul water for a proposed development. Because of the risk of surface water and sewer flooding all development in the borough should reduce flood risk by controlling surface water run-off through the use of sustainable urban drainage systems (SUDs) unless there are practical reasons for not doing so. Development should ensure

that surface water runoff is managed as close to its source as possible in line with the London Plan drainage hierarchy. Where SUDs are proposed, details of how they will be effectively managed to retain their effectiveness will be required. The aim of all development should be to achieve 50% attenuation of the undeveloped sites surface water run-off at peak times and where possible achieve 100% attenuation.

Borough Wide Strategic Policy - CC3

Waste Management

To pursue sustainable waste management, including:

- **planning to manage 348,000 tonnes per annum of waste in H&F by 2031 primarily by the safeguarding and fuller utilisation of existing sites in the Old Oak Common Area;**
- **promoting sustainable waste behaviour, including sustainable demolition, in new and existing developments;**
- **ensuring that all developments provide suitable waste and recycling storage facilities; and**
- **seeking, where possible, the movement of waste and recyclable materials by sustainable means of transport, including the Grand Union Canal.**

Justification

8.96 London Plan policies are seeking to manage, within London, 85% of waste (municipal and commercial and industrial waste) arising in London. H&F's apportioned waste total for 2031, as specified in the London Plan, comprises 152,000 tonnes municipal solid waste and 196,000 tonnes commercial and industrial.

8.97 The borough's municipal waste, together with that of the three other boroughs in the Western Riverside Waste Authority area (WRWA), is managed through a riverside site (Smuggler's Way), close to Wandsworth Bridge in the London Borough of Wandsworth. Currently most of the non-recyclable municipal waste is transported by river to a land fill site. However in 2002, H&F together with the other boroughs in the WRWA signed a new contract for waste disposal for a 30 year period. A part of this contract is for the non-recyclable waste to be sustainably transported by river and incinerated at Bexley, once the new incinerator with energy recovery is completed in 2011/12. The contract does not commit the Waste Authority to a specified amount of waste for incineration and therefore recycling rates can continue to rise without any penalty. From 2010/11 recyclable materials will be dealt with by a new materials reclamation facility (or MRF) with a capacity for 85,000 tonnes located at WRWA's Smuggler's Way site at Wandsworth. If recycling targets are met there will be a need for further facilities from 2011/12.

8.98 In order to manage increasing tonnages of recyclables and compostable waste there is a need to ensure that major new developments, such as those within the White City Opportunity Area and Earls Court, West Kensington and Fulham regeneration area and the development at Imperial Road, make provision for managing their waste on site. The council will encourage further Materials Reclamation or other facilities within the Hythe Road Strategic Industrial Location (SIL), especially on development sites or as part of the better utilisation of existing waste transfer sites. However in doing so, there will need to be continuing and ongoing dialogue with WRWA to ensure that all issues arising from that

8 Borough-wide Strategic Policies

authority's Powers of Direction over the borough's Municipal Waste (under the Environment Protection Act 1990) are fully considered and taken account of. The council also need to be mindful of the Collateral Warranties that all four of WRWA's constituent boroughs signed directly with WRWA's Waste Management Services contractor, Cory Environmental Ltd. under which they (the boroughs) undertake to comply with WRWA's Power of Direction and deliver all of their Municipal Waste to WRWA designated waste management sites.

8.99 In addition to the Wandsworth facilities for managing the disposal of municipal waste, H&F currently has two large sites (Old Oak Sidings and EMR site), and some other smaller sites, within the Hythe Road SIL where commercial firms are managing and recycling commercial and industrial, construction and demolition waste, together with some municipal waste. The London Plan allocates a tonnage of 348,000 tonnes of waste to be managed in Hammersmith and Fulham by 2031, excluding construction and demolition waste.

8.100 The Old Oak Sidings site is 3.9ha and has the potential capacity to manage up to 1.6 million tonnes of mainly construction and demolition waste per annum subject to realising the potential of rail and canal for transshipment. However, this site manages a smaller proportion of municipal and commercial and industrial waste streams. It is estimated that up to 200,000 tonnes of municipal, commercial and industrial waste could be managed on this site per annum when this site is fully operational but this will be subject to market variation. The EMR site is 4.4ha and processes about 370,000 tonnes per annum of industrial waste, particularly end-of-life vehicles. This site has a licensed capacity of 419,000 tonnes per annum. In total, both sites will give a surplus capacity of up to 220,000 tonnes of waste managed in Hammersmith and Fulham.

8.101 These sites provide sufficient potential capacity to meet the London Plan waste allocation and the council will safeguard them for continued waste management activities. In addition, major development sites will be expected to sort, process and recover materials on site thereby further increasing H&F's capacity to locally manage waste.

8.102 Neighbouring boroughs have indicated a desire to work in partnership with Hammersmith and Fulham to assist in meeting their waste apportionment targets. The Royal Borough of Kensington and Chelsea has an anticipated capacity shortfall of 200,000 tonnes of waste to 2031. Spare waste management capacity of up to 220,000 tonnes has been identified within Hammersmith and Fulham. This spare capacity could accommodate the needs of the Royal Borough of Kensington and Chelsea and be utilised for that purpose.

Borough Wide Strategic Policy - CC4

Protecting and enhancing environmental quality

The council will support measures to protect and enhance the environmental quality of the borough including harmful emissions to land, air and water and the remediation of contaminated land. It will work with partner organisations to help deliver this. In particular, measures will be taken to:

- reduce levels of local air pollution and improve air quality in line with the national air quality objectives and the council's Air Quality Action Plan;
- minimise the impact of noise, by managing the development and distribution of noise-making and noise-sensitive developments in the borough;
- minimise the impact of light pollution; and
- manage the development of land to minimise the potential harm of contaminated sites and where appropriate, ensure that mitigation measures are put in place.

Justification

8.103 Poor air quality can have a detrimental impact on people's health and well being, particularly for those in vulnerable groups such as children, older people and those with existing heart and lung problems. The whole of H&F has been designated as an Air Quality Management Area since 2000 because the levels of certain pollutants exceed the national air quality standards. As a result, the council has produced an Air Quality Action Plan outlining measures to help reduce emissions, particularly of Oxides of Nitrogen (NOx) and small particles (PM10), and improve local air quality. The Action Plan includes measures such as reducing emissions from traffic, buildings, industry and from demolition/construction activities as well as measures aimed at reducing the need to travel and encouraging people to use less polluting forms of transport.

8.104 Noise pollution can also have a harmful effect on people's health and well-being. Noise (and associated vibration) can have a direct impact on noise sensitive uses, particularly housing, but also other uses such as schools and hospitals. Some areas of the borough are subject to significant noise disturbance, particularly those close to busy roads, rail and tube lines, those under the Heathrow flight-paths and helicopter routes. Noise from late night activities can also be a problem.

8.105 External lights can enhance the safety, security and appearance of public buildings and spaces and extend the hours of use of outdoor sports facilities. However, light pollution can have a serious damaging effect on the amenity of an area and can cause disturbance to adjoining uses, particularly residential. The potential harm to wildlife is also important, particularly on the river and in parks and open spaces and in nature conservation areas. External lights should therefore be designed to avoid glare and light spillage from the site, as well as to conserve energy.

8 Borough-wide Strategic Policies

8.106 The presence of contamination on a site can affect or restrict the beneficial use of land, though development can present an opportunity to deal with it. Contamination can create risks to human health, property and the wider environment. The council has developed and implemented a Contaminated Land Strategy through which over 20% of the borough has been identified as potentially contaminated land and consequently risk assessed.

8.107 Where necessary, remediation works will be required to ensure the development can be safely built and occupied without posing any unacceptable risks to human health or the environment.

8.108 Policies will be set out in the Development Management Policies DPD to ensure that these and other environmental quality issues are taken into account at the planning application stage.

Transport

Strategic Objectives

- *Ensure there is a high quality transport infrastructure, including a Crossrail Station and a High Speed rail hub to support development in the north of the borough, and improve transport accessibility and reduce traffic congestion and the need to travel.*
- *Reduce and mitigate the local causes of climate change, mitigate flood risk and other impacts and support the move to a low-carbon future*
- *Encourage and promote healthier lifestyles and reduce health inequalities*

Borough Wide Strategic Policy - T1

Transport

To work with strategic partners to improve transportation provision and accessibility in the borough, especially on north-south routes and by seeking better connections to national and regional rail by:

- continuing to promote major improvements with new stations and enhanced local and sub-regional passenger services on the West London Line;
- supporting the implementation of Crossrail and the national High Speed 2 (HS2) Heathrow rail link proposal, and seeking a Crossrail station and West London hub station for HS2 with an interchange with the West London Line in the Old Oak Common and Hythe Road regeneration area;
- seeking a new station on the Central Line at Du Cane Road;
- seeking the increased capacity and reliability of the Piccadilly and District Lines;
- seeking a routing of the Chelsea-Hackney line (Crossrail 2) via Chelsea Harbour/Sands End;
- seeking increased use of the Thames and the Grand Union Canal for passenger services and freight use where this is compatible with the capacity of the connecting road network;
- increasing the opportunities for walking, for example extending the Thames Path National Trail, and for cycling, for example completing the Cycle Super Highways;
- seeking localised improvements to the highway network to reduce congestion on north-south routes in the borough;
- securing access improvements for all, particularly people with disabilities, as part of planning permissions for new developments in the borough; and
- ensuring appropriate parking is provided to meet the essential needs of the development without impacting on the quality of the urban environment.

To relate the intensity of development to public transport accessibility and highway capacity.

8 Borough-wide Strategic Policies

Justification

Public transport

8.109 A key objective of the Core Strategy is to improve public transport and accessibility in the borough, whilst reducing the adverse impact of road traffic and traffic congestion. The level of population and employment growth proposed over the next 20 years will necessitate increased investment in public transport to improve transport accessibility for all users, and the council will work with partners, transport operators and developers to ensure that this takes place (see also the Core Strategy Infrastructure schedule). The council will also seek to ensure that major new development is located in areas with high levels of public transport accessibility, thereby reducing the need to travel by private car, to minimise energy use and to increase opportunities for walking and cycling. If there is not adequate capacity in the transport system, the council's strategy for growth may be constrained or delayed.

8.110 The borough has historically had poor opportunities for north-south travel on public transport and on the highway network. The council has put considerable effort into promoting the increased use of the West London Line for passenger transport and have secured new stations at West Brompton, Shepherds Bush and Imperial Wharf. However, although services have improved, more action is needed by rail operators to ensure that there is sufficient capacity for the future, particularly in the five proposed regeneration areas. In particular, direct sub-regional services to Gatwick airport must be restored and maintained to provide quick links with the regeneration areas at White City, Earls Court and North Fulham and Old Oak and Hythe Road.

8.111 The Government's decision to support a High Speed Rail Line (High Speed 2) from London to the West Midlands and beyond is welcomed, and this potentially gives a great boost to the council's aspirations for regeneration of large tracts of railway land in the north of the borough. Several routes have been suggested, with some versions showing the high speed rail line operating directly into and out of Heathrow. This would add significantly to journey times between London and the West Midlands, and a West London Hub station at Old Oak and Hythe Road, with connections to Heathrow, is being promoted by the council as a way of overcoming this problem. The council believes that building a High Speed Rail hub station at Old Oak and Hythe Road which links with a Crossrail station will be the best way of connecting Heathrow into the High Speed Rail Network as it would avoid the need for trains between London and the Midlands and North to make a lengthy detour via Heathrow. The council believes Old Oak and Hythe Road could become one of the capital's busiest interchanges, with train links to Heathrow and Bristol to the west, Birmingham to the north and Clapham and Gatwick. (See also policy for the Park Royal Opportunity Area).

8.112 In addition to improvements to the overground network, the regeneration of the borough also needs to be supported by the underground and bus network. The Council supports the Chelsea-Hackney line (Crossrail 2) scheme, but a diversion through South Fulham Riverside, rather than as currently planned, would greatly assist the regeneration objectives for this area. Elsewhere improvements to increase the capacity on underground routes and the quality of the bus network will also need to accompany the growth in the borough's population and jobs.

The River Thames and Grand Union Canal

8.113 Both the Thames and the Canal are part of London's Blue Ribbon network which the Mayor of London wishes to see provide increased passenger and freight transport. In respect of the Thames, there is an existing river taxi service between Chelsea Harbour and Westminster which runs infrequently and in the morning and evening peaks only. The council supports increased passenger service and provision of improved and new piers and other infrastructure that are appropriate and viable. The council also support greater use of the river Thames for freight movement, particularly for the short to medium term transport of aggregates and construction waste to and from the large redevelopment sites adjacent to the river. However, the council recognises that the transfer of freight between barges and lorries can cause problems of congestion in the local road network and will therefore seek river freight activity on a consolidated site which has the best connections to the Strategic Road Network (i.e to the east of Wandsworth Bridge).

Walking and cycling

8.114 Increasing opportunities for safe and quality walking and cycling in the borough will have a number of benefits, ranging from improving people's health to helping to tackle climate change. As well as strategic walking and cycling routes, the council will seek local improvements, including cycling changing and parking facilities and signage.

The local highway network

8.115 There are limited opportunities for tackling urban congestion and increasing road capacity in the borough. North-south movements can be particularly difficult, and development schemes, particularly in the regeneration areas, will need to consider how they contribute to improvements to the highways network.

Parking

8.116 Sufficient car parking will need to be provided to meet the essential needs of developments, particularly ensuring that there is suitable access for disabled people. Parking space is often an inefficient and unattractive use of land and its impact on local environmental quality should be minimised where car parking is provided in new developments. Additional commuting by car should not be encouraged as it would add to congestion.

Local Implementation Plan

8.117 The council will develop and implement proposals to improve transport in the borough through its second Transport Local Implementation Plan (LIP2), a statutory document in which borough councils are required to show how they will implement the Mayor of London's Transport strategy in their area. The Draft LIP2 was drawn up in close collaboration with the LDF and was issued for consultation in December 2010.

8 Borough-wide Strategic Policies

Hazardous Substances

Borough Wide Strategic Policy - HS1

Hazardous Substances

The council will ensure that development takes account of major hazards identified by the HSE, namely:

- Fulham North Holder Station, Imperial Road
- Fulham South Holder Station, Imperial road
- Swedish Wharf, Townmead Road

Justification

8.118 Certain sites and pipelines are designated as notifiable installations by virtue of the quantities of hazardous substance present. The siting of such installations are subject to planning controls, for example under the Planning (Hazardous Substances) Regulations 1992, aimed at keeping these separated from housing and other land uses with which such installations might be incompatible from a safety viewpoint. Circular 04/00 'Planning controls for hazardous substances' provides guidance on the operation of the consent procedure for hazardous substances which implement the land use planning requirements of Directive 96/82/EC, known as the Seveso Directive, on the control of major-accident hazards. The council will consult the Health and Safety Executive, as appropriate, about the siting of any proposed new notifiable installations, including pipelines.

8.119 In Fulham there are three installations handling notifiable substances, including pipelines. Whilst they are subject to stringent controls under existing health and safety legislation, it is important to control the kinds of development permitted in the vicinity of these installations. Circular 04/00 requires that the Health and Safety Executive should be consulted prior to the granting of planning permission about the risks to the proposed development from the notifiable installation and this could lead to refusal of permission, or restrictions on the proximity of development to the notifiable installation. The notifiable sites and pipelines are shown on the Proposals Map, together with the distance from the notifiable site for which consultation with the Health and Safety Executive will be required. The distance from the pipelines in which buildings will not normally be permitted is also listed.

9 Delivery and Implementation of the Core Strategy

Delivery and monitoring

The council will implement the policies and proposals of the Core Strategy and seek to ensure that the necessary infrastructure is secured to support regeneration by:

- working with stakeholders and partner organisations through a variety of fora and other arrangements, including the Borough Partnership;
- preparing regeneration area and other supplementary planning documents as required, and supplementing the Core Strategy and Development Management Policies DPD with development briefs, master plans and best practice guidance if this is necessary;
- undertaking pre-application discussions with developers and involving partner organisations where appropriate, and through development management powers, including negotiating S106 obligations;
- allocating council funding to projects and bidding for other monies to support core strategy initiatives;
- developing a charging schedule in response to Community Infrastructure Levy (CIL) regulations or successor levy regimes that support the implementation of infrastructure projects necessary to deliver the Core Strategy; and
- preparing annual monitoring reports to review the effectiveness of policies and identifying alterations where necessary.

Justification

9.1 If the policies within the Core Strategy, and indeed other local development documents in Hammersmith and Fulham's LDF, are to be implemented successfully, this responsibility will fall not only upon the council as local planning authority and in some cases as the land owner, but also upon the council's partners and other stakeholders, including neighbouring boroughs and public and private sector organisations.

9.2 It will be necessary for the council to work with partner organisations in a variety of innovative ways if the Core Strategy's vision is to be achieved, and because many of the proposals in the Core Strategy relate to strategic matters, the council will have a number of key partners. The GLA, for example, will assist in preparing a supplementary planning document that will help progress the development of the White City Opportunity Area, whereas the Environment Agency will assist in environmental stewardship of the borough through involvement in flood risk assessment and other matters. In respect of the Earls Court and West Kensington Opportunity Area, the council will particularly work with the GLA and the Royal Borough of Kensington and Chelsea to ensure that phased regeneration takes place.

9.3 In addition, landowners and developers will be important partners in the regeneration of the borough. Much of the land in the regeneration areas is held by private landowners and their commitment and active involvement is required to implement this strategy. There are ongoing discussions with these key landowners and stakeholders to determine the way forward for development and the council is preparing area frameworks for each of the identified regeneration areas. In some cases there are opportunities to consider joint

9 Delivery and Implementation of the Core Strategy

schemes with private landowners or developers holding adjacent or nearby sites which could involve joint ventures or special purpose vehicles, subject to European Union procurement rules. Developing partnerships with relevant stakeholders will be essential, as will the promotion of policies through the Hammersmith and Fulham Borough Partnership, which includes representatives from the business sector and community and voluntary groups, as well as public bodies such as the police, NHS H&F and registered social landlords.

9.4 It will be through development management processes, including pre-application discussions, however, that the council will seek to implement many of the policies and proposals in the Core Strategy. Many of the council's objectives, such as increasing home ownership and the supply of housing, will be sought through new development, and the related infrastructure requirements, such as transport improvements, provision or improvement of utilities and enhancement of the public realm, will, where necessary, be sought through S106 obligations or levy regimes. In respect of transport infrastructure and service improvements, contributions will be sought to ensure that efficiency and capacity on the transport network are maintained and that the impact of the development on the transport network is mitigated. In circumstances where the combined impact of a number of developments creates the need for the provision of additional infrastructure and or services, it may be appropriate to pool the contributions from these developments having regard to the limitations on pooling arrangements imposed by the Community Infrastructure Regulations 2010. The council is proposing to develop a charging schedule as appropriate in line with Government levy regimes. The council will also consider, when appropriate, the use of compulsory purchase powers to enable land to be developed, redeveloped or improved to help deliver regeneration. The council will usually try to negotiate with the owner, but if the owner refuses to sell, the council can start the process that will allow it to buy the land or property.

Provision of detailed guidance and encouraging development

9.5 The council's pro-active planning approach to regeneration will be supported by a number of planning documents and detailed guidance. In particular the council will prepare:

- a White City Opportunity Area Planning Framework and a transport capacity study in liaison with the GLA and Transport for London for approval by spring 2011;
- a development framework together with a transport capacity study for the Earls Court and West Kensington Opportunity Area in liaison with the Royal Borough of Kensington and Chelsea, GLA and TfL by late spring/early summer 2011;
- development frameworks and detailed strategies for both Hammersmith Town Centre and Riverside and South Fulham Riverside; and
- development briefs for other major and complex sites.

9.6 These frameworks and briefs will all be subject to public consultation and ultimately be adopted as Supplementary Planning Documents when the Core Strategy has been adopted. It is expected that both the White City Opportunity Area Framework and the Earls Court and West Kensington development framework will also be adopted by the GLA as Opportunity Area Planning Frameworks supplementary to the London Plan. These will be prepared in liaison with other council departments and partners and will set out, inter alia:

- urban design strategy;
- strategy for provision of supporting transport and social infrastructure;
- approach to provision of affordable housing;
- flood risk management;

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- programme for procuring development where the council owns land;
- environmental strategy with particular regard to energy and waste; and
- planning obligation requirements.

9.7 The preparation of these area frameworks will provide a focus for discussions with the landowners and developers and with the infrastructure providers who will be key to the delivery of the council's strategy for each area. They will also be important in explaining to local residents and other stakeholders how the strategy for their area will affect them and will enable them to get involved at an early stage in the regeneration of their area.

9.8 The council will prepare Development Management policies and individual site polices where necessary to support the Core Strategy, but only where Supplementary Planning Documents would not be sufficient.

Monitoring

9.9 To enable the council to know whether the Core Strategy policies and programmes for infrastructure are achieving their objectives and targets, the council will monitor policies and infrastructure delivery and prepare Annual Monitoring Reports. Where policies and targets are not being met or implementation is delayed or are having unintended effects, reasons will be provided in the AMRs along with any appropriate actions to redress the matter.

9.10 The detailed monitoring indicators are listed in Appendix 8.

9 Delivery and Implementation of the Core Strategy

10 Infrastructure Schedule

10.1 The Core Strategy sets out the council's approach to regeneration and development in the borough over the next 20 years.

10.2 It will be essential that a range of social infrastructure, such as health and recreational facilities, as well as physical infrastructure, such as transport facilities and green infrastructure is provided to ensure successful development and to support the local communities, particularly in those areas experiencing the most growth. The council will work with social and physical infrastructure providers, to ensure that adequate facilities are provided to support new development. An Infrastructure Schedule that lists the likely additional requirements of social and physical infrastructure in the borough and the costs of provision and sources of funding where this is known is attached in Appendix 6. The schedule will be kept under review and regularly monitored in the Annual Monitoring Report.

10.3 The council will work with the Borough Partnership and others separately on strategic sites and detailed delivery programmes.

10.4 The key strategies and partner organisations important to infrastructure provision are set out below, with further detail in Appendix 6 (Infrastructure Schedule):

Housing

10.5 The council's Housing Strategy sets out an innovative and creative approach to delivery. The council will work with the public and private sector to seek the best solution to the housing challenges facing the borough and will be as flexible as possible in its housing and planning policies to deliver the outcomes it wants to achieve. The council will work with the Government, Greater London Authority, Homes and Communities Agency, Registered Providers and private house builders to tackle affordability issues with low cost home ownership housing.

Estates Regeneration Plan

10.6 The council's aim is to deliver housing and neighbourhoods that are fit for the 21st Century and that better meet the aspirations, expectations and requirements of local residents. Consultation is taking place with the tenants and leaseholders of some housing estates to identify how they can benefit from the proposed regeneration. The council is considering establishing a Local Housing Company to take forward estate regeneration.

Education

10.7 The new Hammersmith City Academy is currently under construction and is due to open in September 2011. This new secondary school will provide an additional 780 places in the borough. In addition, within neighbouring Kensington and Chelsea, Chelsea Academy opened for year 7 pupils in September 2009, which may relieve pressure on secondary schools in Fulham.

10.8 There is currently a surplus of primary school places in the borough although capacity is being increased at oversubscribed and/or overcrowded schools. Also, a primary school has recently been granted permission on Warwick Road in Kensington and Chelsea, which is within 100 metres of the borough. As part of major development within the key regeneration areas, new primary school provision will be necessary and will be secured through planning obligations.

10 Infrastructure Schedule

Health

10.9 The council and NHS Hammersmith and Fulham have approved plans for an integrated management team which is designed to bring significant improvements to the health and wellbeing of the borough's residents. The council will work with NHS Hammersmith and Fulham and any successor organisations to establish polyclinics/secondary care and other facilities as required throughout the borough. The NHS Hammersmith and Fulham Estate Strategy seeks by 2013, two polyclinics (Centres for Health) plus other developments that will provide appropriate high quality primary care environment to replace current GP premises and provide a cost effective solution to expanding primary care capacity.

Economic development

10.10 The council will continue to provide targeted business support and implement programmes to help residents gain access to local jobs in construction and in new developments. It will use its Local Economic Assessment to help inform policy, respond to existing and future employment priorities and assist resource allocation.

Open space and green infrastructure

10.11 The Parks Strategy seeks clean, green and award winning parks where residents and visitors can relax and enjoy themselves. The council has secured funding to improve six of the borough's main parks to Green Flag Award standard and in addition the refurbishment of Shepherds Bush Green to create a new world class public realm has been agreed.

10.12 There are still areas of the borough that are deficient in open space. A number of these areas overlap with the council's regeneration areas. The council will secure through planning obligations high quality open spaces in all the regeneration areas, but particularly Earl's Court and West Kensington Opportunity Area and the White City Opportunity Area which are particularly deficient in access to open space.

10.13 In addition, the council will look towards greening the borough's streets and ensuring that regeneration proposals contribute to the protection, promotion and management of biodiversity in the borough.

Third Sector

10.14 As set out in the LBHF 3rd Sector Strategy, the council believes that establishing community hubs in areas of the borough where there are high levels of deprivation will better meet the accommodation needs of the 3rd sector now and in years to come. The council is establishing a hub in Edward Woods Estate in the north of the borough, and a hub is being developed in the south of the borough in Dawes Road, SW6 (the former adult learning centre) by an external organisation, Fulham NDC (New Deal for Communities). The council is now actively pursuing the possibility of creating a further hub in central Hammersmith in a number of developments including those planned at the Lyric Theatre.

Transport

10.15 Much of Hammersmith and Fulham has a high level of transport accessibility and the main regeneration areas all have very good access by public transport. Nevertheless, all development will need to be considered carefully in terms of the capacity of the public transport and highway network and the need for further improvements.

10.16 The Transport for London Central London network model (CLOHAM) includes Hammersmith and Fulham and has formed the basis (with other existing models: eg Railplan) for detailed assessment of the impacts of development on public transport and the wider highway networks. Very large projects will also require micro-simulation of the impact on the local highway network and junctions.

10.17 Planned public transport improvements include TFL's proposal to make significant improvements to the frequency and reliability of the tube network within the borough. The signalling systems will be improved on both the District and Hammersmith and City lines and the frequency of trains will be increased on both the Hammersmith and City and Piccadilly Lines.

10.18 In addition the council will:

- seek as part of the White City Opportunity Area proposals, S106 monies/CIL to provide a new Central Line station within the vicinity of Hammersmith Hospital, if it is shown that such a station would be necessary to enable development in that area;
- continue to seek and support Network Rail improvements to the West London Line.
- identify, promote and complete cycle networks; and
- seek highway, pedestrian and bus service improvements where these are required as a result of regeneration initiatives

10.19 Given the increased usage of the West London Line and the proposed Crossrail line and High Speed 2 (HS2), there is potential to create a major transport node in the north of the borough linking Crossrail to the overground rail network. The council will continue to lobby Government regarding a proposed new Crossrail station and High Speed 2 (HS2) rail hub station with links to a new Crossrail Station and the West London Line.

Utilities

10.20 Regeneration will lead to demands on the services of companies that deliver energy, water, sewerage and other utility infrastructure. A particular issue in this borough is the provision of drainage infrastructure. Thames Water is currently undertaking modelling to assess whether any upgrades will be required to the borough's sewerage network infrastructure as a result of growth.

10.21 Thames Water is committed to improving the Counters Creek Sewer – the principle sewer draining Hammersmith and Fulham and other adjoining boroughs. It is anticipated that improvements to the sewer will be made within Thames Water's 2015-20 budgetary period, subject to funding being approved by Ofwat. The council will work with Thames Water to support the planning and development of a solution to reduce the risk of sewer flooding in the Counters Creek catchment and other stakeholders to ensure that there is adequate water supply, surface water, foul drainage and sewerage treatment capacity to serve all new developments.

10.22 Thames Water also has aspirations to provide a Thames Tunnel which will reduce foul water from flowing into the river. The council will work with Thames Water and other stakeholders to ensure that the pollution of the Thames from sewage is reduced in accordance with the EU Urban Waste Water Directive.

10 Infrastructure Schedule

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Appendix 1 - Summary of the Core Strategy Sustainability Appraisal

11.1 Set out below is an extract from the non-technical summary of the LDF Core Strategy Sustainability Appraisal September 2010.

Summary of the Sustainability Appraisal of the Core Strategy

Strategic Objectives Appraisal

11.2 The strategic objectives of the Core Strategy set out the many and varied aims of the council in relation to land use and future development. Overall, the Sustainability Appraisal (SA) revealed that they exhibit a broad commitment to the principles of sustainable development, and are hence largely compatible with the assessment objectives of the sustainability appraisal process.

11.3 It is the Core Strategy objectives to attract businesses and increase housing where there is most tension with the SA Objectives. However, the SA commented that incompatibilities can be reduced, and in some cases eliminated, provided the plan policies are implemented in a sustainable fashion, for example by incorporating energy and resource efficiency measures, making space for biodiversity, ensuring public transport accessibility and avoiding inappropriate development in areas of flood risk.

Spatial Policies Appraisal

11.4 The Core Strategy includes policies for the broad spatial approach to planning and regeneration across the borough over the next 20 years.

11.5 The Core Strategy's preferred approach is to focus major growth in five key regeneration areas; to promote new housing and to identify locations for specific employment activities whilst allowing underused land to change to residential; and to apply a hierarchy of town centres, key local centres and neighbourhood parades..

11.6 The sustainability appraisal found that the council's spatial policies were sustainable.

Policies for Regeneration Areas and Strategic Sites and Estate Regeneration Areas

11.7 For each of the five regeneration areas identified, the Core Strategy sets out policies for the overall strategy and vision for the area and the proposals for sites of strategic importance.

11.8 In relation to the policies for the key regeneration areas and strategic sites and estate regeneration areas, the SA found that no wholly unsustainable policies have been put forward. In general, the policies meet social and economic sustainability criteria, but there is less certainty as to whether they will meet the environmental objectives as this will depend on implementation through development management policies. Therefore, in a number of cases the SA recommendations have been made in order to ensure a high level of sustainability in the Development Management Policies DPD. The SA also recommends that a more in-depth sustainability appraisal is carried out for the key regeneration areas as appropriate, as individual area planning frameworks are prepared.

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Boroughwide Strategic Policies Appraisal

11.9 In addition to the overarching spatial strategy and regeneration area policies, the Core Strategy includes a number of boroughwide strategic policies to deliver the spatial strategy and to ensure that development outside the proposed regeneration areas contributes to meeting the council's objectives. The borough wide strategic policies will be relevant to development throughout the borough, but may still have spatial elements.

11.10 The boroughwide strategic policies are generally sustainable.

Conclusions and Recommendations

11.11 The majority of the strategic objectives, spatial policies, regeneration area and strategic site policies and boroughwide strategic policies are generally sustainable. This is only to be expected given the iterative nature of the LDF process and the fact that sustainability appraisal ran side by side with the development of policy options. Indeed, this document is the third SA to be published, with previous reports being made available in June 2007 (Core Strategy Preferred Options) and June 2009 (Core Strategy Options).

11.12 Achieving the council's vision of regenerating deprived areas of the borough and creating a borough of opportunity for all will result in a growth in housing and jobs. Growth will have an impact on the environment and will need to be managed (for example, to minimise carbon emissions and resource use) through development management and environmental standards. Growth in London is supported by national and London wide policy and is more sustainable in a highly accessible area like Hammersmith and Fulham than in many other areas of the country.

Appendix 2 - Open Space Hierarchy

Name of Open Space	Area (Hectares)
Metropolitan Parks	
OS1 Wormwood Scrubs* (MOL)	68.36
District Parks	
OS2 Bishops Park and Fulham Palace^ (MOL)	19.58
OS3 Ravenscourt Park	13.35
Local Parks	
OS4 Eel Brook Common*	7.44
OS5 Edward Woods Town Park	1.25
OS6 Hammersmith Park	3.30
OS7 Hurlingham Park (MOL)	7.90
OS8 Lillie Road Recreation Ground	3.39
OS9 Little Wormwood Scrubs*	8.81
OS10 Normand Park	2.61
OS11 Shepherds Bush Common*	3.33
OS12 South Park	8.49
OS13 Wormholt Park	3.66
Small Local Parks and Open Spaces	
OS14 Bayonne Park	1.11
OS15 Brompton Park	0.84
OS16 Brook Green*	1.80
OS17 Cathnor Park	1.06
OS18 Frank Banfield Park	1.44
OS19 Furnival Gardens	1.78

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OS20 Gwendwr Gardens	0.47
OS21 Imperial Wharf Park	2.4
OS22 Marcus Garvey Park	0.63
OS23 Parsons Green*	1.37
OS24 Queens Club Gardens	0.79
OS25 Rowberry Mead	0.4
OS26 St Paul's Green	0.71
OS27 St Paul's Open Space, Hammersmith Road	0.63
OS28 St Peter's Square^	0.79
OS29 Wendell Park	1.75
OS30 White City Community Garden	0.17
OS31 William Parnell Park	1.03
Cemeteries and Open Spaces adjoining places of Worship	
OS32 Fulham Cemetery	5.21
OS33 Hammersmith Cemetery	6.53
OS34 Kensal Green Cemetery (MOL)	9.45
OS35 St Mary's Cemetery (MOL)	10.07
Allotments	
OS36 The Warren (MOL)	5.87
School Playing Fields	
OS37 Burlington Danes School Playing Fields and Courts	4.65
OS38 Latymer Upper School Playing Fields	3.98
OS39 St Paul's Girls School Playing Fields, Brook Green	0.46
Outdoor Sporting Facilities	
OS40 Chelsea Football Club, Stamford Bridge	0.78
OS41 Fulham Football Club, Stevenage Road	0.28

OS42 Hurlingham Club Grounds (MOL)	15.88
OS43 Parsons Green Club, Broomhouse Lane	1.23
OS44 Queens Club	2.49
OS45 Queens Park Rangers Football Club, Loftus Road	0.73
Note: MOL. Metropolitan Open Land * Common Land ^ Historic Park or Garden	

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Appendix 3 - Nature Conservation Areas and Green Corridors

Areas of Metropolitan Importance	Area (Hectares)
M6: Grand Union Canal	3.3
M31: The River Thames, with its foreshore, drawdocks and inlets – including Chelsea Creek	70
M125: Kensal Green Cemetery	8.2 plus 18.0 in RBK&C)
Areas of Grade I Borough-wide Importance	
Bl.1: Scrubs Wood and Wormwood Scrubs	42
Bl.2: Old Oak Common	2.0
Bl.4: Fulham Palace and Bishops Park -including All Saints' Churchyard	13.5
Bl.5: Former British Gas Pond at end of Chelsea Creek to west of Railway	0.1
Bl.6: Hurlingham Club Grounds	9.2
Bl.7: Rail side habitats -various locations	20
Areas of Grade II Borough-wide importance	
BII.1: St Mary's Cemetery	8.0
BII.2: Hammersmith Park	1.4
BII.3: Ravenscourt Park	8.3
BII.4 Hammersmith Cemetery	6.2
Areas of Local Importance	
L1: While City Community Gardens	8.3
L2: Wormholt Park	2.0
L4: Wendell Park	1.5
L5: Cathnor Park	0.4
L6: Shepherd's Bush Common	2.7
L7: Furnival Gardens	1.5
L8: St Paul's Open Space	0.3

L10: Fulham Palace Road Cemetery	5.3
L11: Normand Park	1.1
L12: South Park	6.0
L13: Eel Brook Common	5.0
L14: Little Wormwood Scrubs Park	7.2
L15: Loris Road Community Garden	0.07
L16: Godolphin Road Community Garden	0.08
Green corridors	
West London Line – Fulham Road to ChelseaCreek	
West London Line – Westway to Lillie Road	
Euston to Watford DC Line	
Note:	
More information about nature conservation areas is contained in the former London Ecology Unit's Handbook 25: Nature Conservation in Hammersmith and Fulham. In addition, further details will be provided in the Development Management Policies DPD and, until this is replaced, can be found in the Unitary Development Plan.	

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Appendix 4 - Archaeological Priority Areas

1. Fulham Village
2. Ravenscourt Leper Hospital
3. Ravenscourt Manor House (Palingswick)
4. Hammersmith Creek, Queen Caroline Street and Broadway
5. Winslow Road area
6. Parson's Green
7. Walham Green
8. Sandford Manor House
9. William De Morgan Pottery Works (Townmead Road Estate)
10. Hurlingham Park
11. Broomhouse
12. Martin Brothers Pottery Works
13. Lygon Almshouses and corner of Finlay Street/Fulham Palace Road
14. Rowberry Close
15. King Street

Note:

More information about archaeological priority areas will be provided in the Development Management Policies DPD and, until this is replaced, can be found in the Unitary Development Plan

Appendix 5 - Shopping Hierarchy

Town Centres	Designation
Hammersmith	Major Centre
Fulham	Major Centre
Shepherds Bush	Metropolitan Centre
Key Local Centres	Address
East Acton	Old Oak Common Lane, 74 to 100, Erconwald Street, 1 to 5, 2 to 4 Westway 1-11,13
Askew Road	East side, 105 to 119, 63-105, 121-155, West side, 66 to 118
North End Road (West Kensington)	East side, 137 to 153, 155-169, 175 to 203c, plus 4-12 North End Crescent West side, 62-70, 86 to 114 North End Road, plus 1 Baron's Court Road, 2 Castletown Road, 2 -6 Charleville Road, 1 Charleville Road
Fulham Road	North side, 656 to 702c, South side, 799 to 859, 604-620 Fulham Road, 753-763 Fulham Road, 765-781 Fulham Road, 783-797 Fulham Road
Neighbourhood Parades	Address
Bloemfontein Road	Shop units in Charnock House
Uxbridge Road West	South side, 171 to 197a, North side, 418 to 420, 424 to 448
Edward Woods Estate	2-18 Swanscombe Road, Shop Units in Swanscombe House, Shop Units in Mortimer House
Brackenbury Village	127a-139 Brackenbury Road, 22, 53-55 Aldensley Road
Blythe Road	North side, 108-118, and Coleridge Court shop units, South side, 59 to 73
Baron's Court	Palliser Road, West side, 45-55, Margravine Gardens, South side, 1, 3, 3a Shops in Baron's Court station
Greyhound Road	North side, 3 to 11, South side, 2-10 Greyhound Road. Fulham Palace Road, 192 to 206, 179-191
Fulham Cross	287-297 Munster Road, 299-305 Munster Road, 325 Lillie Road, 302-320 Munster Road
Munster Road	East side, 236 to 244, West side, 199 to 259
Fulham Palace Road	East side, 323- 327, 329 to 367

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King's Road	559-575 Kings Road, 577-581 Kings Road, 587-599 Kings Road , 554-562 Kings Road, 564-598 Kings Road, 600-612 Kings Road
Fulham High Street	6-66 Fulham High Street, 963-969 Fulham Road, 1-9a, 15-35, 41-47 and 49-67a Fulham High Street, 947-961 and 764-792 Fulham Road
Parson's Green	New Kings Road, North side, 26 to 40, South side, 173 to 207, 48-60 New Kings Road, 62-80 New Kings Road, 82-96 New Kings Road, 251-269 New Kings Road, 271-285 New Kings Road, 287-305 New Kings Road
Wandsworth Bridge Road (North)	East side, 99 to 133, West side, 112 to 130, and 134 to 142, 1 Hazlebury Road
Wandsworth Bridge Road (South)	West side, 308 to 314 including Post Office fronting Hugon Road, East side, 269 to 283
King Street (Hamlet Gardens)	338-340a King Street, 344-348 King Street, 352-366 King Street, 370-372 King Street, Standish House and 345-357 King Street, 369-399 King Street
Satellite Parades	Address
Uxbridge Road East	North side, 216 to 250, and 262 to 294, South side, 15 to 41, and 57 to 95
Goldhawk Road	South side, 57 to 75, North side, 56 to 104, 106-120
Shepherd's Bush Road	West side 48 to 104
King Street (Ravenscourt Park)	182-230 King Street, 232 -246a King Street, 248-260 King Street
Latymer Court	102-172 Hammersmith Road
Fulham Palace Road	54-66 Fulham Palace Road, 82-114 Fulham Palace Road, 91-99 Fulham Palace Road, 101-111 Fulham Palace Road, 113-127 Fulham Palace Road

Appendix 6 - Infrastructure Schedule

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Transport								
Improvements to northbound access from Fulham Palace Road to the Hammersmith Gyratory	To improve the bus priority measure for Bus Route 220	Road improvements	£2.5m	TFL	Ongoing	Funded through TFL		Medium
Improvements to District Line	To increase capacity, comfort and reliability	New trains, new signalling, renewed track and a new centralised service control centre	£500m	TFL	2010-2018	Funded thorough TFL		High
Improvements to Piccadilly Line	To increase capacity, comfort and reliability	New trains, new signalling system and a new control centre	£500m	TFL	To be finalised	Funded through TFL		High
Improvements to the West London Line	To increase access to the line and increase the frequency of trains on the line	Increases to platform lengths, and possible new stations at Chelsea Football Club	Approx £30m	TFL	Ongoing	Developer contributions		High

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Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
		and North Pole Road						
New Crossrail station	To support development at Park Royal Opportunity Area	Construction of new station on Crossrail Line	Approx £30m	Crossrail Ltd	2019 onwards	Crossrail Ltd, LBHF and developer contributions		Medium
High Speed 2 Hub	To link with proposed new Crossrail station and provide link to Heathrow	Construct a station/terminus at Old Oak to link with Crossrail	- Approx £30m	HS2 Ltd	2019 onwards	Central Government, National Rail and HS2 Ltd		Medium
Chelsea-Hackney Line (Crossrail 2)	To improve public transport access in the south of the borough	Improvements to the track between Parsons Green and Wimbledon and construction of new line between Parsons Green and Chelsea	Approx £15 bn (whole line)	TFL	2017-2030	Likely to be funded by Central Government and TFL		Medium
Upgrade to existing Chelsea Harbour Pier	To improve transport accessibility in the South Fulham Riverside Area	To increase the capacity for water based traffic	Approx £1m	LBHF/TFL	2012-2020	S106/ CIL contributions		Medium

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Cycle Superhighway (CS) 9	To improve cycle access within and through the borough	To improve cycle links between Hounslow and Central London, through the borough	Approx £5m	LBHF/TfL	Unknown	TfL	-	Medium
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	Provide additional transport capacity in the form of new roads, buses, cycleways and other public transport	Unknown	TFL	Ongoing	TFL and S106/ CIL		High
Energy								
Heat Networks	Required to help meet carbon reduction targets	Construction of heat pipe networks	Unknown	Developers	2012-2031	S106/CIL		Medium
Water and Drainage								
Upgrade of Counters Creek Sewer	To update ageing infrastructure and increase capacity	Replacement and enlargement of sewer	£32 m+ (Planning and Development only)	Thames Water	2015-20	Funded by OFWAT.		Medium

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Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Thames Wall Improvements	To ensure that the Thames Wall is an effective barrier to flood risk	Regular upkeep of wall defences	Unknown	Environment Agency	Ongoing	Riparian landowner / Environment Agency	Environment Agency can provide financial aid.	Medium
Secondary Education								
Hammersmith Academy	To meet demand for secondary school places and provide four form expansion.	Construction of new secondary school	Unknown	DCSF	2010-2012	DCSF and Mercers	DCSF	High
Sacred Heart High School	To meet demand for secondary school places	New build/ refurbishments	£7.5m	LBHF	2012-2015	LBHF/S106/ CIL		High
Lady Margaret School	To meet demand for secondary school places	New build/ refurbishments	£4.8m	LBHF	2012-2015	LBHF/S106/ CIL		High
Fulham Cross / Henry Compton	To facilitate operational requirements for federation	Refurbishments	£4m	LBHF	2012-2015	LBHF/S106/ CIL		High

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
William Morris	Expansion to meet space requirements	New build/ refurbishments	£2.5m	LBHF	2012-2015	LBHF/S106/ CIL		High
West London Free School	To meet demand for secondary school places and provide four form entry school	New build/ refurbishment in a central Hammersmith location	£10m	West London Free School proposers and Partnership for Schools	2011-2014	PfS		High
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	To provide additional secondary school capacity	Unknown	LBHF	2010 onwards	LBHF/S106/ CIL/DoE		Medium
Special Education								
Cambridge School	To deliver objectives of 2008 SEN Review	New build on Bryony Centre Site	£8.5m	LBHF	2011/2012	LBHF		High
Bridge Academy	To deliver objectives of 2008 SEN Review	New build	£8.5m	LBHF	2012/2013	LBHF		High

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Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Queensmill	To deliver objectives of 2008 SEN Review	New build/ refurbishments	£9m	LBHF	2013/2014	Ibhf		High
Primary Education								
Langford Primary School	Relocation of Gibbs Green School	Major new build	£1m	LBHF	2009-2010	LBHF/PCP		High
St Thomas of Canterbury	Expansion to meet space requirements	New build/ refurbishments	£1.5m	LBHF	2010-2011	LBHF/PCP		High
Old Oak	Expansion to two form entries	New build/ refurbishments	£1m	LBHF	2011/2012	LBHF/PCP		High
Holy Cross	Expansion to two form entries	Major new build/ remodel	£6.5m	LBHF	2012-2015	LBHF/PCP		Medium
St Peters	Improvements to teaching facilities	Amalgamation of school on single site with possible expansion	Unknown	LBHF	2012-2015	LBHF/PCP		Medium
Bentworth	Expansion to meet space requirements	New build/ refurbishments	Unknown	LBHF	2012-2015	LBHF/PCP		Medium

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
ARK Conway Primary Academy (formerly ARK Wormholt North Hammersmith FreeSchool)	To meet demand for primary school places and provide two one form entry school	Refurbishment of former Wormholt Library, W12 and potential expansion of the site	£4m	ArkSchools, Partnership for Schools	2011-2014	PfS		High
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	To provide additional primary school capacity within Regeneration Areas	Unknown	LBHF	2010 onwards	LBHF/S106/ CIL		Medium
Early Years								
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	Creation of new daycare centres as part of any proposed new primary school	Unknown	LBHF	2010 onwards	LBHF/S106	-	Medium
Healthcare								
Expansion of Hammersmith Hospital	To accommodate new research facility	New build and consolidation of existing facilities	£100m	Imperial College Healthcare (ICH)	2009-2014	ICH/ Department of Health		Medium

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Expansion of Hammersmith Police Station	Current facilities are unsuitable	Expansion of existing facilities	Unknown	Metropolitan Police	2010 onwards	Metropolitan Police	Possible S106 funding	Low
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	To provide additional policing facilities within Regeneration Areas	Unknown	Metropolitan Police	2010 onwards	Metropolitan Police	Possible S106/ CIL funding	Medium
Leisure and Sport								
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	To provide additional leisure and sports provision within Regeneration Areas	Unknown	LBHF	2010 onwards	LBHF/S106/ CIL		Low
Meeting Halls and Spaces								
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	To provide additional meeting halls and spaces within Regeneration Areas	Unknown	LBHF	2010 onwards	LBHF/S106/ CIL		Low
Libraries								

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Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Hammersmith Library	Offer a better service to residents	Enhance the library facility in central Hammersmith	1.65m+ (£1.65m secured through S106 funds)	LBHF	2010 onwards	LBHF/S106/ CIL		Medium
Fulham Library	Offer a better service to residents	Improvements to the library including self service terminals, IT improvements and new furniture	£100,000	LBHF	2010-2013	LBHF		Medium
Sands End Library	Offer a better service to residents	Reprovision of library	Unknown	LBHF	2010 onwards	LBHF		Medium
Third Sector								
Creation of 3 rd sector hubs	To consolidate 3 rd sector facilities	Identification of suitable sites for third sector hubs, including: Edward Woods Estate, Dawes Road; and central Hammersmith	Unknown	LBHF	2010 onwards	LBHF/Fulham New Deal for Communities	No necessity to provide the hubs. Their provision would however consolidate the service	Low

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Open Space								
Shepherd's Bush Green	To improve the quality of the open space	Re-modelling of the open space	£4.6m	LBHF	2009-2011	LBHF/S106/ CIL	S106 funding has been secured and council monies have been committed	High
Bishop's Park	To improve the quality of the open space	Re-modelling of the open space	£8m	LBHF	2011-2015	LBHF/National Lottery	£4m has already been committed. The council are currently investigating ways to raise additional funding	Medium
Other park improvements	Improve the attractiveness of the borough's parks and key open spaces	Minor re-modelling and refurbishment works	£1.5m	LBHF	2009-2015	LBHF	The funding has been committed and some works have started	Medium

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Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Additional need from Regeneration Areas	To meet the needs of the increasing population in Regeneration Areas	Create new open spaces (including new playspaces and biodiversity) to meet the needs of the expanding population and to address deficiencies	Unknown	LBHF	2010 onwards	LBHF/ National Lottery/ S106/ CIL		Medium
Thames Path								
Completion of Thames Path	To create an attractive riverside walk	Where development occurs, require the provision of a publicly accessible walkway along the riverfront	Unknown	Developer	2010 onwards	S106/ CIL	The developer is required to provide the riverside walk as part of a S106 agreement	Medium
The Grand Union Canal and Towpath								
Wheelchair access at Scrubs Lane	To increase accessibility to the canal towpath	Redevelop the access ramp	£612,000	LBHF	2010-2012	TFL/PRP	Funding has been secured.	Medium
Outdoor Sports Provision								

Scheme	Need for Scheme	Requirements of scheme	Cost	Lead Delivery Agency	Indicative Delivery Phasing	Funding Arrangements	Contingency planning required?	Priority
Hammersmith Academy sports pitch access	Provide accessible sports provision for Hammersmith Academy in Ravenscourt Park	Minor improvements to current pitches and courts	Unknown but rent will likely outweigh costs	LBHF	2010-2011	LBHF		High
Playspaces								
Improvements to playspaces	To upgrade the quality of existing playgrounds	Minor refurbishments	£1.1m	LBHF	2010-2015	DCSF	Funding secured and committed	High
Trees								
Mayor's Street Tree Programme	To improve the attractiveness and ecology of areas identified as being deficient in street trees	Identification of suitable locations and planting of trees	Roughly £100,000	GLA	2009-2013	GLA		Medium

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Appendix 7 - Unitary Development Plan (UDP) policies to be replaced by Core Strategy policies

Explanatory Note

11.13 This table below shows whether existing Unitary Development Plan (UDP) policies will be replaced by Core Strategy or Development Management (DM) policies or other policy guidance.

11.14 Column 1 identifies all policies included in the UDP as amended in 2007.

11.15 Column 2 identifies the Core Strategy policies that will replace UDP policies. However, if a UDP policy will not be replaced by a Core Strategy policy, or is to be replaced only partly by a Core Strategy policy, this will be made clear in the table.

11.16 Column 3 indicates whether a UDP policy will be replaced by a future DM policy, rather than a Core Strategy policy.

11.17 Column 4 indicates whether it is proposed or likely that a UDP policy will be replaced by policy guidance other than the Core Strategy or DM Development Planning Document (DPD). This may include a Supplementary Planning Document (SPD), but could also include national planning policy contained in a Planning Policy Statement (PPS) or regional policy contained in the London Plan. Only where a policy in a PPS or in the London Plan is particularly relevant is that document mentioned.

11.18 UDP policies are either part 1 or part 2 policies, depending upon whether they are general or detailed policies. Although part 1 policies refer to those part 2 policies that provide further detail on specific matters, eg in policy G3 Environment there is reference to policies EN8–EN14, all part 1 policies have been shown as being replaced by Core Strategy policies. This is because part 2 policies are dealt with in more detail elsewhere in the schedule.

11.19

EXISTING 2007 UDP PART 1 POLICY	PROPOSED NEW REPLACEMENT CORE STRATEGY POLICY	NEW REPLACEMENT DM POLICY	OTHER
Policy GO: Sustainable Development	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Key Spatial Policy A Planning for Regeneration and Growth 2. Boroughwide strategic policies on housing development, local economy and employment, supporting community facilities and services, improving and protecting our parks and open spaces, built environment, transport and delivery and implementation of the Core Strategy. 	DM policies will provide further detail on sustainability matters.	None
Policy G1: Social Inclusion and Equality	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Strategic Objectives 	DM policies will provide further detail on a number of social inclusion and equality issues, such as accessible housing and safety and security.	<p>Rather than a Core Strategy policy on these matters, the Core Strategy includes a number of Strategic Objectives concerned with securing a borough of opportunity for all. All LDF documents will be subject to Equalities Impact Assessment and SA/SEA, thereby ensuring that social inclusion and equality are suffused within the documents.</p>

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<p>Policy G2: The Physical Structure and Regeneration of the Borough</p>	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Key Spatial Policies A Planning for Regeneration and Growth; B Planning for the location of employment activities; and C The hierarchy of town and local centres 2. Policies for the 5 Regeneration Areas and key sites within these areas. 	<p>None</p>	<p>The London Plan also identifies key strategic spatial features, such as the town centre hierarchy and opportunity areas.</p>
<p>Policy G3: Environment</p>	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Boroughwide strategic policies on improving and protecting our parks and open spaces, the built environment and tackling and adapting to climate change. 	<p>DM policies will provide further detail on a number of matters, for example on design and tree planting.</p>	<p>Development management policies in planning policy statements, for example PPS 5 Planning for the Historic Environment, will also apply</p>
<p>Policy G4: Transportation and Accessibility</p>	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Boroughwide strategic policy on transport 	<p>DM policies will provide further detail</p>	<p>Also covered in detail by London Plan policy</p>
<p>Policy G7: Community Services outside Town Centres</p>	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Boroughwide strategic policy on supporting community facilities and services 	<p>DM policies will provide further detail</p>	<p>None</p>

Policy G7A: Shopping outside Town Centres	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Key Spatial Policy C The hierarchy of town and local centres 2. Boroughwide strategic policy on supporting community facilities and services 	DM policies will provide further detail, for example on retail quota policies.	Development management policies in PPS4 Planning for Sustainable Growth will also apply.
Policy G9A: Town Centres	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Key Spatial Policies A Planning for Regeneration and Growth; and C The hierarchy of town and local centres 	DM policies will provide further detail.	Development management policies in PPS4 Planning for Sustainable Growth will also apply
Policy G8: The river Thames and Thames Policy Area	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Boroughwide strategic policy the River Thames and Canal 	DM policies will provide further detail	Also covered in detail by London Plan policy.
Policy G9: Implementation	<p>UDP policy deleted. Replaced by:</p> <ol style="list-style-type: none"> 1. Policies for Regeneration Areas and key sites. 2. Policy on Delivery and Implementation of the Core Strategy and Infrastructure Schedule 	None	Also covered by national legislation, eg Circular 05/2005 Planning Obligations.

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11.20

EXISTING 2007 UDP PART 2 POLICY	PROPOSED NEW CORE STRATEGY POLICY	NEW DM POLICY	OTHER
ENVIRONMENT POLICIES			
EN2 Development in Conservation Areas	Part covered by strategic policy on built environment. Conservation areas are identified in the Core Strategy and on the Proposals Map. UDP policy not deleted.	UDP criteria to assess development will continue in UDP until replaced by DM policies	Also covered by national and London Plan policy.
EN2B Effect of development on the setting of conservation areas and views into and out of them	As above	As above	Also covered by national policy
EN2C Facadism in conservation areas	As above	As above	None
EN2D Development affecting historic parks and gardens	As above. Historic parks and gardens are identified in the Core Strategy and on the Proposals Map	As above	As covered by national policy
EN3 Listed Buildings	Part covered by strategic policy on built environment. Listed buildings are identified as a heritage asset in the Core Strategy. UDP policy not deleted.	None.	Covered by national policy

EN4 Use and maintenance of Listed Buildings	As above	As above	As above	As above
EN6 Buildings and artefacts of local importance and interest	Part covered by strategic policy on built environment . Buildings and artefacts of local importance and interest are identified as a heritage asset in the Core Strategy. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies	The list of buildings and artefacts will be SPD.	
EN7 Nationally and locally important archaeological remains	Scheduled ancient monument and archaeological priority areas are identified as a heritage asset in the Core Strategy and on the Proposals Map. UDP policy not deleted.	UDP criteria to assess proposals affecting archaeological remains and details of APAs will continue in UDP until replaced by new DM policies.	Also covered by national and London Plan policy	
EN8 Design of new developments	Policy partly replaced within the Core Strategy by an overarching policy on achieving a high quality built environment. UDP policy not deleted.	UDP design criteria to assess development will continue in UDP until replaced by new DM policies	Some design matters will be included in SPD.	
EN8B Design of extensions	As above	As above	As above	
EN8D Shopfronts	As above	As above	Will also be included SPD	
EN8E Forecourt parking	As above	As above	Will also be included in SPD	

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EN8F Replacement windows	As above.	As above	Will also be included in SPD
EN10 Designing out crime	Policy partly replaced within the Core Strategy by an overarching policy on achieving a high quality built environment. UDP policy not deleted.	UDP policy to assess development will continue until replaced by new DM policies	Will also be included in SPD
EN14 Advertisements	As above	As above	Also covered by Town and Country Planning Act (Control of Advertisements) (England) Regulations 2007.
EN17 Waste collection and disposal	Policy to be partly replaced within the Core Strategy by an overarching policy on waste management. UDP policy not deleted.	As above	None
EN18 Waste recycling Depot	UDP policy deleted.	None	None
EN19 Waste management facilities	Core Strategy and Proposals Map safeguard existing sites (not currently done in UDP). Core Strategy also includes overarching waste policy. UDP policy not deleted.	UDP policy to assess development will continue until replaced by new DM policies	Also covered by London Plan policy. Regeneration Area SPDs will also include detail.

EN19A Recycling of demolition waste	None. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies	None
EN20A Control of potentially polluting uses	Core Strategy includes policy on protecting and enhancing environmental quality. UDP policy not deleted.	UDP policy to assess proposals will continue until replaced by new DM policies on impact of development	Some design matters will be subject to SPD
EN20B Noise pollution	As above.	UDP policy to assess proposals will continue until replaced by new DM policies	Also covered by national policy
EN20C Light pollution	As above	As above	None
EN20D Hazardous substances	Sites that are subject to HSE consultation are identified in the Core Strategy and on the Proposals Map. UDP policy not deleted.	As above	
EN21 Environmental nuisance	UDP policy not deleted	UDP policy to assess proposals will continue until replaced by new DM policies on protecting and enhancing environmental quality, and others such as those dealing with design, including good neighbourliness.	None

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EN22 Public open space and other green space of borough-wide importance	Core Strategy and Proposals Map designate areas. UDP policy not deleted.	UDP policy to assess development impacting on open space will continue until replaced by DM policies	Also covered by national and London Plan policy
EN22X Public and private open space of local importance	Core Strategy includes overarching open space policy. UDP policy not deleted.	UDP policy to assess development impacting on open space will continue until replaced by DM policies	Also covered by national and London Plan policy
EN23 New open space provision in connection with development	Core Strategy includes overarching policy. UDP policy not deleted.	UDP policy setting out details of new open space requirements will continue until replaced by DM policies	
EN23B Children's play areas	Core Strategy includes overarching policy. UDP policy not deleted.	UDP policy setting out details of children's play areas requirements will continue until replaced by DM policies	Also covered by London Plan policy
EN24 Metropolitan Open Land	Core Strategy and Proposals Map designate areas. UDP policy not deleted.	None	Covered by national and London Plan policy
EN25 Protection of trees	None. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies on enhancing biodiversity and greening the borough	None

EN26 Tree planting	None. UDP policy not deleted.	As above	None
EN27 Nature conservation areas	Core Strategy and Proposals Map safeguard designated areas. Core Strategy also includes overarching policy. UDP policy not deleted.	UDP policy and details of areas will continue until replaced by new DM policies on enhancing biodiversity	Also covered by national and London Plan policy
EN28 Green corridors	As above	As above	None
EN28A Species protection	None. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies on enhancing biodiversity and greening the borough	Also covered by national and London Plan policy
EN29 Nature conservation on development sites	None. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies on enhancing biodiversity and greening the borough	None
EN31 Important views along, across and from the river	Important views are identified as a heritage asset in the Core Strategy and on the Proposals Map. UDP policy not deleted.	UDP criteria to assess development within designated views and identification of these views will continue until replaced by new DM policies	Also covered by London Plan policy

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EN31X Design of development within the Thames Policy Area	<p>The Thames Policy Area (TPA) will continue to be identified in the Core Strategy and on the Proposals Map.</p> <p>Policy to be partly replaced within Core Strategy by an overarching policy on design on riverside sites.</p>	UDP criteria to assess development within TPA will continue until replaced by new DM policies	Will also be subject to SPD
EN32 Provision for water-based activity and uses in the river	<p>Core Strategy will include overarching policy.</p> <p>UDP policy not deleted.</p>	UDP criteria to assess development will continue until replaced by new DM policies	South Fulham Riverside SPD will also include detail.
EN34 Riverside walk	<p>Location of existing and proposed riverside walk will continue to be identified in Core Strategy and on Proposals Map.</p> <p>UDP policy not deleted.</p>	UDP policy to improve access along the riverside will continue until replaced by new DM policies	<p>Also subject to Thames Path National trail.</p> <p>South Fulham Riverside SPD will also include detail.</p>
EN34A Access to the foreshore	<p>UDP policy not deleted.</p>	UDP policy will continue until replaced by new DM policies on access	None
EN35 Development that encroaches into the river or onto the foreshore	<p>UDP policy not deleted.</p>	UDP policy will continue until replaced by new DM policies	None

EN40 Grand Union Canal	UDP policy not deleted. Core Strategy includes canal policy.	UDP policy to assess proposals along canal will continue until replaced by new DM policies	Also covered by London Plan policy
TRANSPORT AND ACCESSIBILITY POLICIES			
TN4 Transportation – provision for disabled people	Core Strategy includes overarching transport and accessibility policy. UDP policy not deleted.	UDP policy will continue until replaced by new DM policies	
TN5 Transportation – provision for pedestrians	As above	As above	
TN6 transportation – provision for cyclists	As above	As above	Also covered by London Plan policy
TN8 Borough road network – hierarchy of roads	Proposals Map includes designated hierarchy. UDP policy not deleted	As above	
TN13 Transport Impact Assessment	UDP policy not deleted.	As above	
TN15 Vehicle parking standards	As above	As above	Also covered by London Plan policy
TN15A Forecourt and off-street parking	As above	As above	Will be subject to SPD

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TN21 Public transport – improvement in connection with development	UDP policy deleted	DM policies will provide further detail.	Will be subject to SPD Also covered by national policy
TN23 Public transport – safeguarding land for future transport schemes	Core Strategy and Proposals Map safeguard schemes. UDP policy partly deleted to reflect provision of some local schemes. Changes also made to Proposals Map.	None	Also covered by Government Directions.
TN24 Public transport – coaches and taxis	UDP policy not deleted.	UDP policy will continue until replaced by new DM policies	
TN26 Public transport - Water	Core Strategy includes overarching transport and accessibility policy. UDP policy not deleted.	None	Also covered by London Plan policy
TN28 Freight and servicing	UDP policy not deleted.	UDP policy will continue until replaced by new DM policies	Also covered by London Plan policy
TN31 Freight and servicing – use of water	Core Strategy and Proposals Map identify safeguarded wharves. UDP policy not deleted.	As above	Also covered by London Plan policy

HOUSING POLICIES			
Policy HO1: Prevention of loss of existing residential accommodation	Core Strategy (H1) includes overarching housing supply policy including protection of existing residential accommodation. UDP policy not deleted.	UDP detailed policy to assess planning applications will continue until replaced by new DM policy	Also covered by London Plan policy
Policy HO3: House Conversions	Core Strategy (H1) identifies housing conversions as a valuable source of housing supply. UDP policy not deleted.	As above.	
Policy HO6: Housing Mix and Special Needs	Core Strategy (H4) includes overarching housing needs policy, including housing mix and wheelchair accessible housing.	None.	Also covered by London Plan policy. Will be subject to SPD
Policy HO10: Special needs housing	Core Strategy (H4) includes overarching housing needs policy, including provision of housing to meet the needs of people who need care and support. UDP policy not deleted.	UDP detailed policy to assess planning applications will continue until replaced by new DM policy.	
Policy HO11: Travellers	Core Strategy (H5) includes policy for gypsies and travellers.	None	See also London Plan policy.

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	UDP policy deleted.			
Policy HO14: Waste Management	Core Strategy (CC4) includes policies to meet London Plan targets and to manage waste and recycling. UDP policy not deleted	UDP detailed policy will continue until replaced by new DM policy that will elaborate on details pertaining to waste management	BREEAM and Code for Sustainable Homes.	
Policy HO15: Water Conservation	Core Strategy includes policies (CC2) which relate to water conservation and meeting Code for Sustainable Homes. UDP policy not deleted	UDP detailed policy will continue until replaced by new DM policy that will elaborate on details pertaining to the reduction of water use.	BREEAM and Code for Sustainable Homes. See also London Plan policy. Will be subject to SPD	
EMPLOYMENT POLICIES				
Policy E5: Provision for small businesses	Core Strategy includes overarching policy (LE1) that seeks to protect small and medium sized businesses. UDP policy not deleted.	UDP detailed policy will continue until replaced by new DM policy that will provide further detail on the criteria for protection of small and medium sized businesses.		
Policy E11: Hotel Development	Core Strategy promotes hotels in certain regeneration areas. UDP policy not deleted.	UDP policy will continue until replaced by new DM policy that will include a similar criteria led approach to considering proposals.	Regional guidance – 40,000 additional hotel bedrooms by 2031.	

COMMUNITY SERVICE POLICIES		
CS1: Retention of Arts, Culture and Entertainment Facilities	Core Strategy has overarching policy (CF1): Supporting Community Facilities and Services which seeks to protect and promote such premises. UDP policy deleted.	DM policies will provide further detail.
CS2 Retention of Recreation Facilities	As above.	As above
CS2B Night-Time ACE and Recreation	Core Strategy has an overarching policy (CF1): Supporting Community Facilities and Services which seeks to improve ACE and recreation uses. UDP policy not deleted.	UDP detailed policy will continue until replaced by new DM Policy.
CS5 Premises for Community Groups	As above.	As above
CS8 Availability of Land/Buildings for Community Services	As above	As above
CS10 Local Community Services	As above	As above.
CS12 Dual Use of Community Service Facilities	Core Strategy has policy (CF1) that encourages co-location of community facilities and services.	DM policies will provide further detail

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	UDP policy deleted.			
SHOPPING				
SH1 Retention of A Class Floorspace	Core Strategy has an overarching policy which includes encouraging diversity and distinctiveness in the shopping mix. UDP policy not deleted.	UDP detailed policy will continue until replaced by new DM Policy.		
SH3 Key Local Shopping Centres	Core Strategy has an overarching policy which identifies local centres in the borough (Strategic policy C). UDP policy part deleted.	DM policies will provide further detail. Will be guidance in SPD.		
SH3A Other Retail Premises Outside Town Centres and Key Local Shopping Centres	As above	As above		
SH5 Floors Above Shops and Other Premises	UDP policy not deleted.	UDP detailed policy will continue until replaced by new DM Policy		
SH11 Food and Drink Establishments	Core Strategy (Strategic policy C) has an overarching policy which seeks to encourage diversity and distinctiveness in the shopping mix. UDP policy not deleted.	UDP detailed policy will continue until replaced by new DM Policy.		

TOWN CENTRES				
TC1 Major developments	Core Strategy (Strategic policy C) has an overarching policy which includes encouraging major new shopping in town centres. UDP policy deleted.	None	Also covered by national policy	
TC2 Prime Retail Frontages in Town Centres	UDP policy not deleted	UDP detailed policy will continue until replaced by new DM Policy on quota policy.		
TC3 Other Retail Premises outside Prime Retail Frontages	As above.	As above		
HTC1 Offices	Core Strategy has an overarching policy (Strategic policy B) on 'the location of employment activities' and the 'Hammersmith town centre and riverside regeneration area policy' identifies Hammersmith town centre as the preferred office location in the borough. UDP policy deleted .	None.	London Plan Policy 4.2 'Offices'	
HTC7 Site Proposals				

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1. Site 27 Hammersmith and City Line Station Car Park	Core Strategy has an overarching policy on 'Hammersmith town centre and riverside regeneration area' policy which encourages regeneration in HammersmithTown centre. UDP policy not deleted.	None	UDP site policy will continue until site is developed
2. Site F Hammersmith Palais, Shepherd'sBush Road	As above	None	UDP site policy will continue until site is developed
FTC1 Business	Core Strategy has an overarching 'Earls Courtand West Kensington regeneration area' policy which encourages regeneration in FulhamTown centre. UDP policy deleted.	None.	
SBTC3 Shepherd's Bush Market	Core Strategy has a specific policy on Shepherd's Bush Market and adjacent land'. UDP policy deleted.	None	White City Opportunity Area identified in London Plan.
SBTC Site Proposals			
1. Site 36 WhiteCity Centre Site	UDP policy deleted	None.	White City Opportunity Area identified in London Plan.

SITES			
Site 22 Chelsea Creek	UDP policy not deleted	None	UDP site policy will continue until site is developed
Site 22A Chelsea Harbour 2	UDP policy not deleted	None	As above
Site23 Lillie Road, 41-45	UDP policy deleted	None	
Site 32 British Gas Riverside Site and NacoviaWharf (Greenham Concrete)	UDP policy deleted		
Site47 Imperial RoadSite	Core Strategy has an overarching South Fulham riverside regeneration area policy which encourages regeneration in this area. UDP policy deleted.	None	

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STANDARDS				
Standard S5A.1: Amenity space for family dwellings	Core Strategy contains an overarching housing quality policy (H3). UDP policy not deleted.	UDP standards will continue until replaced by a new DM generic policy on residential quality.	Mayor's proposed Housing Design Guide. Will be subject to Design Standards SPD.	
Standard S5A.2: Amenity space for non-family dwellings	Core Strategy contains a housing quality policy (H3) which promotes the importance of creating gardens and shared amenity space as part of new developments. UDP policy not deleted.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD.	
Standard S6.1: Use of ground floor level gardens/amenity space	Core Strategy promotes provision of new homes through conversion (H1). UDP policy not deleted.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD.	
Standard S6.3: Rear extensions which project beyond the rear building line of the property as originally built	Core Strategy protects garden space (OS1) UDP policy not deleted.	As above.	Partially covered by the amendments of permitted development rights in October 2008. Mayor's Housing Design Guide.	

				Will be subject to Design Standards SPD
Standard S7.1: Developments on sites over 0.2 hectares	Core Strategy seeks to ensure provision of quality open space and children's play provision in new developments (OS1). UDP policy not deleted.	As above.	As above.	Will be subject to design standards SPD
Standard S7A: Internal space provision in new dwellings	Core Strategy seeks well designed homes with satisfactory internal space standards (H3). UDP policy not deleted.	As above.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD
Standard S8.1A: Internal space provision in residential conversions	As above	As above.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD
Standard S8.1B: Minimum sizes for flats	As above	As above.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD

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Standard S8.1C: Residential units in basements of residential properties	As above	It is proposed that DM DPD will include a policy stating that in areas where there is a medium to high risk of flooding and no satisfactory means of escape can be provided, new self contained basement flats should not be permitted.	
Standard S8.2: On-street car parking	Core Strategy (T1) seeks to ensure appropriate parking is provided to meet development needs. UDP policy not deleted.	It is proposed that DM DPD will include a generic policy on detailed residential standards.	
Standard S12.1: Proximity to rear boundary	Core Strategy (H3) seeks well designed homes with satisfactory internal and external space standards. UDP policy not deleted.	As above.	Mayor's Housing Design Guide. Will be subject to Design Standards SPD
Standard S12.2: Daylight to rooms in adjoining property	As above	As above.	As above.
Standard S12.3: Outlook from windows in adjoining property	As above	As above	As above
Standard S12.4: Boundary with adjoining property	As above	As above	As above
Standard S13.1: Loss of outlook	As above	As above	As above

Standard S13.2: Loss of privacy	As above	As above	As above	As above
Standard S13.2A: Noise and disturbance from roof terraces and balconies	Core Strategy (CC4) has policy on protecting and enhancing environmental quality. UDP policy not deleted.	It is proposed that DM DPD will include a policy to minimise noise pollution.	Mayor's Housing Design Guide. Will be subject to detailed Design Standards SPD	
Standard S13.3: Aspect	Core Strategy (H3) seeks well designed homes and a high quality residential environment. UDP policy not deleted.	DM DPD will include a generic policy on detailed residential standards; however, the detail will be provided within an SPD.	Mayor's Housing Design Guide. Will be subject to detailed Design Standards SPD	
Standard S14.1 Advertisement control Visual amenity	Core Strategy (BE1) seeks all development to create a high quality environment. UDP policy not deleted.	UDP advertisement standards will continue until replaced by a new DM generic policy	Outdoor Advertisements and Signs – A guide for advertisers (CLG). Also covered by Town and Country Planning Act (Control of Advertisements) (England) Regulations 2007.	
Standard S15.1: Advertisement relating to premises Size and Design	As above	As above	As above	
Standard S15.2: Advertisement relating to premises Height	As above	As above	As above	

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Standard S15.3: Advertisement relating to premises Number of signs	As above	As above	As above
Standard Advertisement relating to premises S15.4: Projecting signs	As above	As above	As above
Standard Advertisement relating to premises S15.5: Illuminated signs	As above	As above	As above
Standard Advertisement relating to premises S15.6: Control of advertisement regulations	As above	As above	As above
Standard S16.1: Poster hoardings General	As above	As above	As above
Standard S16.2: : Poster hoardings Face of a building	As above	As above	As above
Standard S16.3: : Poster hoardings Features	As above	As above	As above
Standard S16.4: : Poster hoardings Walls flanking footpaths	As above	As above	As above
Standard S16.5: : Poster hoardings Free-standing hoardin	As above	As above	Advertisement Towers SPD Outdoor Advertisements and Signs – A guide for advertisers (CLG)

Standard S18.1: Car parking standards	Core Strategy (T1) seeks appropriate parking to meet essential needs. UDP policy not deleted.	UDP parking standards will continue until replaced by a new DM generic policy	Also covered by London Plan policy
Standard S18.2: Adherence to the standards	As above	As above	As above
Standard S18.3: Method of provision (for business, industrial, storage and distribution developments)	As above	As above	As above
Standard S18.4: Method of provision for retail developments	As above	As above	As above
Standard S18.5: Infill housing	As above	As above	As above
Standard S19.1: Parking layout Design and location	As above	UDP parking layout standards will continue until replaced by a new DM generic policy	Will be subject to detailed Design Standards SPD
Standard S19.2: Parking layout Dimensions of car parking spaces	As above	As above	Will be subject to detailed Design Standards SPD
Standard S19.3: Parking layout Car parking spaces for people with disabilities	As above	As above	Will be subject to detailed Design Standards SPD

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Standard S20.1: Cycle parking provision	Core Strategy (T1) seeks to improve opportunities for cycling in the borough and ensuring adequate parking is provided. UDP policy not deleted.	UDP parking standards will continue until replaced by a new DM generic policy	Also covered by London Plan policy
Standard S21.1: Off-street servicing	None	UDP standards for servicing will continue until replaced by a new DM generic policy	Will be subject to detailed Design Standards SPD
Standard S21.2: Loading and unloading	None	As above	As above
Standard S21.3: Design of servicing arrangements	None	As above	As above
Standard S22.1: Access to strategic routes	None	UDP standards for vehicular access will continue until replaced by a new DM generic policy	As above
Standard S23.1: Pedestrian access, Segregation	Core Strategy (T1) seeks to improve opportunities for pedestrians. UDP policy not deleted.	UDP standards for pedestrian access will continue until replaced by a new DM generic policy	As above
Standard S23.2: pedestrian access. Amenity space	As above	As above	As above

Standard S23.3: Pedestrian access. Residential accommodation above shops etc.	As above	As above	As above
Standard S24.1: Food and drink establishments. Sound proofing	Core Strategy (CC4) has policy on protecting and enhancing environmental quality. UDP policy not deleted.	UDP standards will continue until replaced by a new DM generic policy	As above
Standard S24.2: Food and drink establishments. Extraction and ventilation systems	As above	As above	As above

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Appendix 8 - Core Strategy Monitoring Indicators

CS Policy	Indicator	Target	Organisation(s) / Data Sources
Strategic Policy A Planning for regeneration and growth	The delivery of Strategic Policy A is predominantly dependent upon the delivery of other Strategic Policies, notably B; WCOA; HTC; FRA; SFR; Park Royal; H1; LE1; BE1; and T1, so for specific indicators, refer to these policies	N/A	LBHF
Strategic Policy B Location of Employment Activities	The delivery of Strategic Policy B is predominantly dependent upon the delivery of other Strategic Policies, notably WCOA; HTC; FRA; SFR; Park Royal; and LE1, so for specific indicators, refer to these policies	N/A	LBHF
	Number of hotel bedrooms granted permission / completed	No Target	Town Centre Health Checks, GLA Hammersmith and Fulham
Strategic Policy C Hierarchy of Town and Local Centres	Total amount of floorspace for 'town centre uses' permitted/completed in Town Centres (gross and net)	Increase	Town Centre Health Checks, GLA

	Total retail floorspace granted permission / completed within defined Town Centres, Key Local Centres, neighbourhood parades and outside designated centres	Increase	Town Centre Health Checks, GLA, Hammersmith and Fulham
	Proportion of shopping frontages which is vacant in defined Town Centres, Key Local centres, Neighbourhood Parades, Satellite Parades and outside designated centres	Decrease	In-house monitoring survey
Strategic Policy WCOA	Number of net dwellings ⁽²⁵⁾ granted permission / completed in WCOA	5,000 additional homes over 2012-2032	Hammersmith and Fulham
	No. net jobs/fs granted permission / completed in WCOA ⁽²⁶⁾	10,000 indicative jobs	Hammersmith and Fulham
Strategic Policy HTC	Number of net dwellings granted permission / completed in HTC	1,000 additional homes over 2012-2032	Hammersmith and Fulham
	No. net jobs/fs granted permission / completed in HTC	5,000-6,000 indicative jobs	Hammersmith and Fulham
Strategic Policy FRA	Number of net dwellings granted permission / completed in FRA	3,400 additional homes over 2012-2032	Hammersmith and Fulham

25 A dwelling is defined as a self-contained unit of accommodation

26 The number of jobs will be calculated using employment density as a proxy measure, referring to the average floorspace per full-time equivalent (FTE).

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	No. net jobs/fs granted permission / completed in FRA	5,000 – 6,000 indicative jobs	Hammersmith and Fulham
Strategic Policy SFR	Number of net dwellings granted permission / completed in SFR	2,200 additional homes over 2012-2032	Hammersmith and Fulham
	No. net jobs/fs granted permission / completed in SFR	300 – 500 indicative jobs	Hammersmith and Fulham
Strategic Policy Park Royal ⁽²⁷⁾	No. net dwellings granted permission / completed in Park Royal	1,600 additional homes over 2012-2032	Hammersmith and Fulham
	No. net jobs/fs granted permission / completed in Park Royal	5,000 indicative jobs	Hammersmith and Fulham
Borough Wide Strategic Policy – H1 Housing Supply	Plan period and housing targets including:	615 additional homes per year, 13,000 additional homes over 2012-2032	Hammersmith and Fulham
	a) Net additional dwellings – in previous years		
	b) Net additional dwellings – for the reporting year		
	c) Net additional dwellings – in future years		
	d) Managed delivery target		

27 The Council will bring forward and consult on a revised policy and planning framework for major mixed use regeneration of the whole area. The targets for jobs and additional homes will be revised accordingly.

Borough Wide Strategic Policy – H2 Affordability	Net affordable housing permissions / completions by tenure (market, intermediate and social-rented), by regeneration areas and rest of borough	40% of all additional dwellings built between 2011-21 to be affordable.	Hammersmith and Fulham
Borough Wide Strategic Policy – H3 Housing Quality and Density	Average density of residential permissions / completions	As per the London plan Key Performance Indicator: Over 95 per cent of development to comply with the housing density location and the density matrix	GLA
	Percentage of homes permitted meeting Code for Sustainable Homes Level 3, 4, 5 and 6	Increase	Hammersmith and Fulham
Borough Wide Strategic Policy – H4 Meeting Housing Needs	<p>The number and proportion of total new build completions on housing sites reaching very good, good, average and poor ratings against the Building for Life criteria.</p> <p>Percentage of homes granted permission achieving the Lifetime Homes standards</p> <p>No and % of homes granted permission that are wheelchair accessible</p>	All new dwellings to be built to 'Life Homes' standards with 10% to be wheelchair accessible	Hammersmith and Fulham

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Borough Wide Strategic Policy – H5 Gypsies and Traveller Accommodation	Net additional pitches (Gypsy and Traveller) granted permission / completed	No Target	Hammersmith and Fulham
Borough Wide Strategic Policy – H6 Student Accommodation	Net additional student bedrooms granted permission / completed	Increase in student accommodation	Hammersmith and Fulham
Borough Wide Strategic Policy – LE1 Local Economy and Employment	Overall employment rate	Increase	Office for National Statistics
	Working age people on out of work benefits	Decrease	Office for National Statistics
	Working age people claiming out of work benefits in the most deprived areas of the borough	Decrease	CLG/Office for National Statistics
	The business stock (i.e. The number of businesses registered in the borough)	Increase	Office for National Statistics
	Employment land available by type	No Target	Hammersmith and Fulham
Borough Wide Strategic Policy – CF1 Supporting Community Facilities and Services	Amount of permitted/completed employment floorspace, by type, by regeneration areas and rest of the borough (gross and net)	Increase in SME accommodation	Hammersmith and Fulham
	Net change of use of communities facilities and services	No Target	Hammersmith and Fulham
Borough Wide Strategic Policy – OS1 Improving and Protecting Parks and Open Spaces	Area of garden land granted permission for development	As per the London Plan Key Performance Indicator: No more than 120 (across London)	Hammersmith and Fulham

		residential units to be developed on garden land/year.		
		No net loss where there is an identified need	Hammersmith and Fulham	
		No net loss where there is an identified need	Hammersmith and Fulham	
		Increase	Hammersmith and Fulham	
		Increase	Hammersmith and Fulham	
		Reduce the proportion of listed buildings at risk as a percentage of the total number of listed buildings in the borough	English Heritage	
		Decrease	Home Office	
		Increase the renewable energy generation capacity permitted	Info can be sourced from the Energy Statements submitted with major applications.	
		Increase	Hammersmith and Fulham	
		Net change in total area of public open space		
		Net change to areas of nature conservation interest		
		Length of riverside walk		
	Borough Wide Strategic Policy – RTC1 River Thames and Grand Union Canal	% of conservation areas with up-to-date conservation area statements/management plans		
	Borough Wide Strategic Policy – BE1 Built Environment	Proportion of listed buildings at risk		
		Serious acquisitive crime rate		
		Renewable energy generation capacity permitted for installation, by type		
	Borough Wide Strategic Policy – CC1 Reduce Carbon Emissions and Resource Use and adapt to Climate Change Impacts	No. of properties connected to decentralised energy systems		

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	Reduction in carbon emissions from new developments compared to their baseline emissions	To meet draft Replacement London Plan targets for reducing carbon emissions from new development	Hammersmith and Fulham
	Tonnes of CO ₂ emissions per capita	To meet Government carbon reduction objectives by the required target dates	DECC
Borough Wide Strategic Policy – CC2 Water and Flooding	Number of permissions that include 1 or more sustainable urban drainage measures	Increase	Sourced from Sustainability Statements submitted with major applications.
Borough Wide Strategic Policy – CC3 Waste Management	Net change in potential capacity of existing waste management facilities	Increase	Hammersmith and Fulham
Borough Wide Strategic Policy – CC4 Protecting and Enhancing Environmental Quality	NO ₂ and PM ₁₀ pollution exceedences	To meet Government air quality objectives by the required target dates	Hammersmith and Fulham Air Quality Reports DEFRA
Borough Wide Strategic Policy – T1 Transport	Methods of children travelling to school (5-16 year olds)	To meet draft Replacement London Plan targets for public transport usage	Department for Transport
	Private car usage	To meet draft Replacement London Plan targets for public transport usage	Department for Transport

		Number of planning permissions involving Transport Impact Assessments	No Target	Hammersmith and Fulham
Borough Wide Strategic Policy – HS1 Hazardous Substances		Number of planning permissions granted where Health and Safety Executive (HSE) objected	Decrease	Hammersmith and Fulham
Delivery and monitoring		Monitoring of schemes identified in Infrastructure Study	Various - see Infrastructure Schedule and Study	Hammersmith and Fulham
		Delivery of schemes identified in Infrastructure Study according to timescales set out in the Schedule	Various - see Infrastructure Schedule and Study	Hammersmith and Fulham

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GLOSSARY

ACE is an abbreviation for arts, culture and entertainment activities.

Affordable Housing - Includes social rented, affordable rented and intermediate housing (see definitions below), provided to specific eligible households whose needs are not met by the market. Affordable housing should:

- meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices; and
- include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

The affordable housing definitions are from PPS3 (2006): Annex B and its subsequent proposed revision (2011). Eligible households can earn up to £60,000 per annum (as at 2009). The definitions do not exclude homes provided by private sector bodies or provided without grant funding. Where such homes meet the definition above, they may be considered, for planning purposes, as affordable housing. Whereas, those homes that do not meet the definition, for example 'low cost market' housing, may not be considered, for planning purposes, as affordable housing.

Air Quality Management Area (AQMA) - An area which a local authority had designated for action, based upon a prediction that Air Quality Objectives will be exceeded.

Archaeological Priority Areas are areas of particular archaeological importance or vulnerability in the Borough which have been identified by the council with the advice of English Heritage. In these areas the council's policies and proposals for archaeological sites will particularly apply. Planning applications affecting such areas will generate appropriate consultation, which could in turn lead to further processes of site assessment.

The Arts, as mentioned in the Community Services chapter, relate to potential cultural activities which use buildings such as theatres and libraries.

Biodiversity - This refers to the variety of plants and animals and other living things in a particular area or region. It encompasses habitat diversity, species diversity and genetic diversity. Biodiversity has a value in its own right and has social and economic value for human society.

Biodiversity Action Plans co-ordinate action to conserve and enhance biodiversity. A Local Biodiversity Action Plan is plan of action for protecting, conserving and enhancing biodiversity at a local level.

Blue Ribbon Network - A spatial policy covering London's waterways and water spaces and the land alongside them.

Brownfield land - Both land and premises are included in this term, which refers to a site that has previously been used or developed and is not currently in use, although it may be partially occupied or utilised. It may also be vacant, derelict or contaminated. This excludes open spaces and land where the remains of previous use have blended into the landscape, or have been overtaken by nature conservation value or amenity use and cannot be regarded as requiring development.

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A building for the purposes of assessing plot ratio includes any structure or erection, and any part of a building, which comprises a roof and at least one side wall.

Building Research Establishment's Environmental Assessment Methodology (BREEAM) is the methodology for measuring the environmental performance of nearly every land use, including schools, healthcare or bespoke uses. BREEAM for new residential development (in the form of EcoHomes) has been replaced by the Code for Sustainable Homes.

Business Improvement Districts (BIDs) - This concept was originally developed in the USA for increasing investment within defined areas of a city such as town centres. This is achieved through changes to local taxation, based on a supplementary rate levied on businesses within that defined area.

Chelsea-Hackney Line (also known as Crossrail 2) - This line is to link Hackney to south-west London. The precise route, the character and the role of the link have not yet been finalised.

Code for Sustainable Homes is the Government's national standard for measuring the environmental performance of new residential development. Credits are awarded for energy, water, drainage, materials, waste, pollution, health and well being and site ecology.

Combined Heat and Power (CHP) - The combined production of electricity and usable heat is known as Combined Heat and Power (CHP). Steam or hot water, which would otherwise be rejected when electricity alone is produced, is used for space or process heating. The provision of cooling can be added to create Combined Cooling, Heat and Power (CCHP).

Community Car Pooling schemes, also known as 'car clubs', are aimed at sharing the ownership and use of cars. Owning a car is expensive, but individual journeys are relatively cheap. Once a car is acquired it also acts as a disincentive to using public transport. Community car sharing schemes are one solution which has proved very successful in Europe and is now being looked at in trials in Britain. The principle is different from conventional car hire in that the cars are kept locally and can be used at short notice and for short periods of time. Community Car Pooling Schemes ensure that cars are available when people really need them, but reduce unnecessary use and pressure for parking spaces.

Community Infrastructure Levy - The discretionary charge on development which Local Planning Authorities will be empowered to make in order to fund local infrastructure requirements.

Conservation Area - The statutory definition of a conservation area is '*an area of special architectural interest, the character of which it is desirable to preserve or enhance*'.

Crossrail 1 - The first line in the crossrail project (see also Chelsea-Hackney Line). Crossrail 1 is an east-west, cross-central London rail link between Paddington and Whitechapel, serving Heathrow Airport, Canary Wharf and Stratford. It will serve major development and regeneration corridors, and improve access to large areas of central and suburban London.

Decentralised Energy - Power generation in the UK is still largely centralised with large power stations generating electricity which is distributed over large distances via the National Grid. Generating power on a smaller scale and closer to the end user (i.e. decentralised), is much more energy efficient and can generate potential cost savings for users. Decentralised energy generation using CHP or renewable energy technologies can help significantly reduce carbon dioxide emissions.

Density relates to the amount of residential accommodation in any given area. It is measured by calculating the number of habitable rooms per hectare or acre. For individual sites the gross site area is the appropriate unit of measurement.

Employment Zones are designated areas where specific policies apply in order to protect employment uses, particularly light industrial and research and development uses, and encourage new activities.

Energy efficiency - This is about making the best or most efficient use of energy in order to achieve a given output of goods or services, and of comfort and convenience. This does not necessitate the use of less energy, in which respect it differs from the concept of energy conservation.

Environmental Impact Assessment In these assessments, information about the environmental effects of a project is collected, assessed and taken into account in reaching a decision on whether the project should go ahead or not (DETR Nov 2000).

Family dwelling means a dwelling containing at least a living room and two bedrooms (i.e. three habitable rooms) of which one bedroom must exceed 10.2 sq.m. (110 sq.ft.).

Flood Zone - Geographic area within which the flood risk is in a particular range, as defined within the PPS25.

Free Schools are schools which will be set up by groups of parents, teachers, charities, trusts, religious and voluntary groups. They will be set up as academies and will be funded in the same way - directly from central government".

Greater London Authority Road Network (GRN) - The GRN is a network of strategically important roads in the Capital which provide for longer distance journeys and link London to the national road system. These roads include motorways, trunk roads and priority (red) routes. The Mayor will be responsible for developing a strategy for the GRN and Transport for London (TfL) will have direct responsibility for its management.

Green chains are different from green corridors in that they comprise a series of elongated open spaces linking broader areas of open space, often across borough boundaries. There are no green chains in the borough. Unlike Green Corridors they are normally accessible to the public.

Green corridors, for the purpose of this Core Strategy, can be defined as extensive contiguous areas of trees and open space which straddle or run along the major road, rail and river/canal routes into London. They may be narrow, often only the "unused" margins of development, but are of value as habitats for wildlife and plants and local landscape features and because they may link nature conservation areas. Certain transport routes, such as the Thames and the Canal, also act as corridors for animals and plants in the same way as green corridors. However these have been designated as nature conservation areas because of their greater nature conservation importance, and are not shown as green corridors.

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Green industries - The business sector that produces goods or services, which compared to other, more commonly used goods and services, are less harmful to the environment.

Heat Network - A heat network distributes heat to several users, just as an electricity grid distributes power. The heat energy produced and recycled by **CHP** plants during electricity generation can be distributed to local homes and businesses via a heat network. Recycling heat in this way has an important role to play in the reduction of carbon dioxide emissions.

Hostel - There are many kinds of hostel use. The policies of the Core Strategy distinguish between two main types:

1. Residential: Accommodation usually occupied by people of a specific group with a common interest. There will usually be an element of management supervision or support and some communal facilities. It will normally be occupied on a medium to long-term basis by people who do not have permanent accommodation elsewhere. It may cater for a wide range of socio-economic groups, including homeless families. It excludes residential institutions in the C2 Use Class which provide a significant element of care.
2. Tourist: Normally short-stay accommodation for those whose normal residence is elsewhere. They are for holidays or short stays and are sometimes open to the general public. They resemble hotels except that the accommodation is usually of a lower standard.

House in Multiple Occupation (HMO) - Under the changes in the Housing Act 2004, if a landlord lets a property which is one of the following types, it is a House in Multiple Occupation:

- an entire house or flat which is let to **three or more** tenants who form **two or more** households and who share a kitchen, bathroom or toilet;
- a house which has been converted entirely into bedsits or other non self-contained accommodation and which is **let to three or more tenants** who form **two or more households** and who share kitchen, bathroom or toilet facilities;
- a converted house which contains one or more flats which are not wholly self contained (ie the flat does not contain within it a kitchen, bathroom and toilet) and which is occupied by **three or more tenants** who form **two or more** households;
- a building which is converted entirely into self contained flats if the conversion did not meet the standards of the 1991 Building Regulations and more than one-third of the flats are on short-term tenancies; or
- in order to be an HMO the property must be used as the tenants' only or main residence and it should be used solely or mainly to house tenants. Properties let to students and migrants will be treated as their only or main residence and the same will apply to properties which are used as domestic refuges.

Industrial waste - Waste from any factory and any premises occupied by industry (excluding mines and quarries) as defined in Schedule 3 of the Controlled Waste Regulations 1992

Intermediate Housing - Housing at prices and rents above those of social rent, but below market price or rents, and which meet the criteria set out above (see the definition of affordable housing). These can include shared equity products (eg HomeBuy), other low cost homes for sale and intermediate rent.

Lifetime Homes - Ordinary homes designed to provide accessible and convenient homes for a large segment of the population, from young children to frail older people and those with temporary or permanent physical or sensory impairments. Lifetime Homes have 16 design features that ensure the home will be flexible enough to meet the existing and changing needs of most households, as set out in the Joseph Rowntree Foundation report 'Meeting Part M and Designing Lifetime Homes'. British Standards Institution in 2007 published a Draft for Development 'Design of accessible housing – Lifetime home – Code of practice' which introduces the concept of 'accessible housing' which builds upon and extends the Lifetime Homes 16 point specification to flats and town houses and to other accommodation without ground-level living space and updates the technical criteria.

Listed Building is a building or structure which is considered to be of 'special architectural or historic interest'. The definition of 'listed building' is fairly wide and the term 'building' may include a wide range of structures including bridges, milestones and follies.

Local Implementation Plans. The Mayor is required to produce a London-wide strategy to cover all forms of transport (for goods as well as people). The strategy is aimed at providing a framework for tackling London's transport problems. Each Borough is then required to produce a Local Implementation Plan (LIP) for approval by the Mayor. Approval is based on the LIP being consistent with the Mayoral strategy and providing for adequate implementation of this within a suitable time scale.

Local Register of Buildings of Merit means buildings which are of local interest because of their townscape, architectural or historic interest.

Local Strategic Partnerships (LSPs) - Cross-sectoral, cross-agency umbrella partnerships, which are focused and committed to improving the quality of life and governance in a particular locality. They seek to enable services to be aligned in a way that effectively meets the needs and aspirations of those who use them.

Longer distance walking routes are being implemented through the London walking Forum and in the Countryside Agency's Thames Path National Trail.

Metropolitan Open Land Strategic open land within the urban area that contributes to the structure of London.

Metropolitan Walk, a link in the London-wide network of walks being set up by the Countryside Commission and LPAC.

Municipal solid waste (MSW) - This includes all waste under the control of local authorities or agents acting on their behalf. It includes all household waste, street litter, waste delivered to council recycling points, municipal parks and garden wastes, council office waste, Civic Amenity waste, and some commercial waste from shops and smaller trading estates where local authorities have waste collection agreements in place. It can also include industrial waste collected by a waste collection authority with authorisation of the waste disposal authority.

Non-family dwelling means a dwelling containing two habitable rooms or less.

Open Space - Land laid out as a public garden, or used for the purposes of public recreation, or land which is used as a burial ground. It excludes individual private gardens, which do not serve a wider open space function, yards, roads and car parks.

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Opportunity Area - London's principal opportunities for accommodating large scale development to provide substantial numbers of new employment and housing, each typically more than 5,000 jobs and/or 2,500 homes, with a mixed and intensive use of land and assisted by good public transport accessibility.

Planning Obligations - Section 12(1) of the Planning and Compensation Act 1991 substitutes new sections 106, 106A and 106B for section 106 of the Town and Country Planning Act 1990. The new section 106 introduces the concept of planning obligations, which comprises both planning agreements and unilateral undertakings. It enables a planning obligation to be entered into by means of a unilateral undertaking by a developer as well as by agreement between a developer and a local planning authority. Such obligations may restrict development or use of the land; require operations or activities to be carried out in, under or over the land; require the land to be used in any specified way; or require payments to be made to the authority either in a single sum or periodically (see Circular 1/97 Planning Obligations for further details).

Planning Policy Statements (PPSs) - Planning Policy Guidance Notes (PPGs) and their replacements, Planning Policy Statements (PPSs), are prepared by the Government after public consultation to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system. They also explain the relationship between planning policies and other policies which have an important bearing on issues of development and land use. Local authorities must take their contents into account in preparing their development plan documents. The guidance may also be relevant to decisions on individual planning applications and appeals.

Plot ratio is the relationship between the gross floor area of a non-residential building and the net area of a site in wholly non-residential use or of that part of a mixed use site in non-residential use. No land shall be included in the calculation of the permitted plot ratio for a development where that land has been included in the calculation of the permissible plot ratio for another development.

Public Art, as mentioned in policy EN13, consists of design features, such as artistic or craft work, for a new building, refurbishment, or extension which are provided by the setting aside of a percentage of the capital costs of the development.

Public realm - This is the space between and within buildings that are publicly accessible, including streets, squares, forecourts, parks and open spaces.

Public Transport Accessibility Level (PTAL) provides a methodology for assessing the relative ease of access to a location to the public transport network. PTAL 1 is 'very poor' with PTAL 6 being 'excellent'.

Register of Historic Parks and Gardens - A national register of parks and gardens in England, compiled by English Heritage, that are held to be of special historic interest, and which local authorities are expected to make provision for their safeguarding when preparing planning policies or considering planning proposals.

A Registered Housing Association is a Housing Association registered with the Housing Corporation.

Registered Provider replaces the old definition of Registered Social Landlord ("RSL") which has been replaced with the concept of registered providers of social housing. All providers of social housing will now be listed on a register and will become a "registered provider".

Renewable energy - Energy derived from a source that is continually replenished, such as wind, wave, solar, plant materials (bio fuels), but not fossil fuels or nuclear energy.

Social HomeBuy allows housing association and local authority tenants to buy their home on a shared ownership basis or outright, with the benefit of a discount.

Section 106 Agreements (also often denoted as s106) - These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990. These may be used to help mitigate the specific impact of a development where it would generate additional needs eg on community infrastructure. Standard charges are calculations and measurements of the level of contribution likely to be sought by a local planning authority towards infrastructure necessitated by new development. The Government has encouraged the use of formulae and standard charges, and pooling of contributions, where appropriate.

Self-contained dwelling is a residential unit of one or more habitable rooms, whose occupier has exclusive use of all his/her amenities, including kitchen, shower/bath and W.C., and which is a single and discrete unit.

Sequential approach - This applies to all town centre-related activities and states that, if possible, facilities should be accommodated in the centre, failing that on the edge of the centre.

Sequential Test - In relation to flooding, the sequential test is a decision-making tool designed to ensure that sites at little or no risk of flooding are developed in preference to areas at higher risk. Within each Flood Zone, new development should be directed first to sites at the lowest probability of flooding.

Social Housing - Rented housing owned and managed by local authorities and registered social landlords, for which guideline target rents are determined through the national rent regime. It may also include rented housing owned or managed by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority as a condition of grant.

Strategic Environmental Assessment (SEA) is a system of incorporating environmental considerations into policies, plans and programmes, based on the requirements of European SEA Directive 2001/42/EC. This requires an environmental assessment of plans and programmes to be carried out during their preparation stages. This includes evaluation of the possible significant effects of the plan on the environment, which includes biodiversity, population, human health, flora and fauna, soil, water, air, climate, material asset and cultural heritage, and the measures needed to prevent, reduce and offset the negative effects on the environment if the plan was adopted.

Strategic Flood Risk Assessment - A study to assess the risk to an area or site from flooding, now and in the future, and to assess the impact that any changes or developments on the site or area will have on flood risk to the site and elsewhere. It may also identify, particularly at more local levels, how to manage those changes to ensure that flood risk is not increased.

Strategic Housing Land Availability Assessment (SHLAA) - This is a key component of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national planning policy, set out in Planning Policy Statement 3: Housing (PPS3).

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Strategic Housing Market Assessment (SHMA) - Established by Government guidance: Planning Policy Statement 3: Housing (2006), and detailed Strategic Housing Market Assessment Practice Guidance (2007). The aims of a Strategic Housing Market Assessment are to provide clear evidence as to what is going on in the housing market and what future prospects for the market may be.

Supplementary Planning Document (SPD) - An SPD does not form a part of the statutory plan. It can take the form of design guides or area development briefs, or supplement other specific policies in the plan. However it must be consistent with national and regional planning guidance, as well as policies set out in the adopted plan. It should be clearly cross-referenced to the relevant plan policy or proposal that it supplements. Public consultation should be undertaken and SPDs should be regularly reviewed. An SPD is a material planning consideration.

Sustainability Appraisal involves identifying and evaluating a plan's impacts having regard to social, environmental and economic impacts and helps to ensure that the plan accords with sustainable development principles. Sustainability Appraisals incorporate the requirements of the European Directive 2001/42/EC (SEA Directive) on the 'assessment of effects of certain plans and programmes on the environment'.

Sustainable development is that which meets the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable urban drainage system (SUDS) - An alternative approach to the traditional ways of managing runoff from buildings and hardstanding. SUDS can reduce the total amount, flow and rate of surface water that runs directly to rivers through stormwater systems.

Tall Buildings are those that are substantially taller than their neighbours and/or which significantly change the skyline.

Thames Policy Area - A special policy area to be defined by boroughs in which detailed appraisals of the riverside will be required.

3rd Sector - The term "3rd Sector" describes community and voluntary groups, registered charities both large and small, foundations, trusts, social enterprises and co-operatives.

Travel Plans are aimed at helping employees to use alternatives to driving to work - for example public transport, walking and cycling. Green travel plans also address business' transport use and cover travel in the course of business. Travel plans can make a major contribution to easing congestion, especially during the peak periods.

Wheelchair accessible housing - This refers to homes built to meet the standards set out in the second edition of the Wheelchair Housing Design Guide by Stephen Thorpe, Habinteg Housing Association 2006.

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Albanian

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Amharic

ማንኛውም ክፍል የዚህ ሰነድ ወደ ምታውቀው ቋንቋ እንዲተርጎምልህ ከፈልግህ፣ እባክህ በቴሌፎን ቍጥር 0208 753 3317 ደውል።

Arabic

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Spanish

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Urdu

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