

# LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** Cabinet Member for the Economy – Councillor Andrew Jones

**Date:** 15/01/2024

**Subject:** Draft Hammersmith Town Centre Supplementary Planning Document

**Report author:** David Gawthorpe, Team Leader - Policy and Spatial Planning

**Responsible Director:** Jonathan Pickstone - Strategic Director for the Economy

---

## SUMMARY

---

This report seeks agreement for an 8-week public consultation on the council's draft Hammersmith Town Centre Supplementary Planning Document (SPD). This SPD sets out the Council's vision for the regeneration of Hammersmith up to 2035, in particular it will support the delivery of objectives in the Industrial Strategy and emerging Corporate Plan to deliver a Flyunder and working with residents to redesign central Hammersmith. The SPD builds upon Hammersmith's existing strengths as a major office and retail centre, but also seeks to diversify the town centre offer, strengthening its role as a centre for arts, culture and leisure, alongside encouraging additional growth of new residential and commercial developments.

The SPD should improve implementation and delivery of policy objectives which reflect the Council's vision to house more people in genuinely affordable homes; a stronger local economy that provides training and job opportunities for local people; a 'greener' borough; and securing and promoting health facilities for residents. It will help deliver a step change in the quality of the physical and built environment in Hammersmith, focusing on transforming the public realm and transport network, creating new public spaces and more legible routes; as well as redevelopment and refurbishment of buildings throughout the area.

---

## RECOMMENDATIONS

1. Approve an eight-week public consultation on the draft SPD to commence in January 2024.
  2. Note that the SPD will require Cabinet or Full Council approval to adopt post public consultation.
- 

**Wards Affected:** All

---

<b>Our Values</b>	<b>Summary of how this report aligns to the H&amp;F Values</b>
-------------------	--

Building shared prosperity	The SPD encourages growth and investment in the town centre and promotes job opportunities and support for the high street.
Creating a compassionate council	The council will be providing guiding principles for development which may be accessible to local charity and voluntary organisations.
Doing things with local residents, not to them	Planning together for growth and well-being. Building upon the outcomes of the resident-led Hammersmith Masterplan (2019).
Being ruthlessly financially efficient	See financial impacts below.
Taking pride in H&F	Giving local businesses, and residents an opportunity to contribute towards the growth of the centre.
Rising to the challenge of the climate and ecological emergency	The council helping support local businesses and residents to remain locally, avoiding the need to travel out of the borough.

## Financial Impact

The costs of consulting on and adopting the Draft SPD will be charged against existing revenue budgets, mainly those relating to staffing and minor printing costs, within the Policy and Spatial Planning budget.

*Comments and verification by Daniel Rochford, Head of Finance (The Economy & Housing Revenue Account), 9<sup>th</sup> November 2023*

## Legal Implications

The preparation and adoption of the SPD is governed primarily by the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) (“ the 2012 Regulations”). They require that the SPD be in general conformity with the London Plan and not conflict with the adopted development plan. The National Planning Practice Guidance states that the role of a SPD is to build on and provide more detailed advice or guidance on policies in an adopted Local Plan.

Regulation 5 of the 2012 Regulations specifies what documents are local development documents. Regulation 6 defines a Local Plan as any document referred to in regulation 5(1)(a)(i),(ii) or (iv) or 5(2)(a) or (b).

A SPD is a local development document that is not a Local Plan and is limited to including statements, as specified in Regulation 5(iii), that describe any

environmental, social, design and economic objectives which are relevant to the attainment of the development and use of land specified in the Local Plan.

SPDs do not form part of the development plan, they cannot introduce new planning policies into the development plan. Once adopted, the SPD will be a material consideration in decision making to which regard will have to be had when considering any planning application.

Part 5 of the 2012 Regulations sets out the procedure to be followed prior to the adoption of SPDs.

Part 3 of the Council's Constitution provides that the development and implementation of the Council's planning policies is within the portfolio of the Cabinet Member for Economy. The adoption of the SPD would be a key decision and will require the approval of the Cabinet.

*Implication completed by Mrinalini Rajaratnam, Chief Solicitor Property and Planning  
13 November 2023.*

---

## **Background Papers Used in Preparing This Report**

None

---

## **DETAILED ANALYSIS**

### **Proposals and Analysis of Options**

1. The SPD provides guidance for development associated within Hammersmith Town Centre. It contains a brief identification of the overarching policy context, including national and London wide policy relevant to meeting local housing, economic and business needs.
2. The SPD is informed by a Resident-led Masterplan completed in 2019. The Masterplan was shaped through extensive collaboration with local residents and outlines the key opportunities and challenges in Hammersmith, identifying areas for growth and key interventions to help restore the identity of the town centre. It focusses particularly on the public realm, giving the streets and spaces back to the pedestrians, whilst providing space for new development and bringing cultural life to the heart of Hammersmith. This SPD seeks to elaborate on the masterplan findings to provide planning guidance for developers and residents for Hammersmith town centre.
3. The SPD sets out a range of requirements to be delivered through the planning application process, as well as more detail on implementation to ensure policy objectives are delivered. In particular, it identifies areas of opportunity within the centre, including Hammersmith Broadway and King Street together with key interventions such as a potential Flyunder and improvements to the gyratory. There is also specific guidance related to accessibility, sustainability, heritage, tall buildings and density, public realm and transportation.

4. The SPD is necessary to ensure that up-to-date guidance on climate change is in place to help implement the council's Industrial strategy, to support the adopted Local Plan and to comply with regulatory requirements.
5. The adoption of the SPD will provide more detail on the application of the Hammersmith regeneration area and other related policies in the Local Plan. Once adopted, the SPD will be a material consideration in planning decisions although it will not be part of the development plan.
6. The production and adoption of this Supplementary Planning document provides additional guidance for LBHF in positively influencing pre-application discussions and determining planning applications relating to Hammersmith Town centre and regeneration area.

### **Post adoption requirements**

7. After adoption, it will be necessary under the Town and Country Planning (Local Planning) (England) Regulations 2012 to make the SPD, available for inspection and to publish on the Council's website. The Council must also make an adoption statement available and notify any person who requested to be notified of the publication of the SPD. The adoption statement must be sent to the Secretary of State.
8. The Council are not required to carry out a sustainability appraisal for the SPD (this now only applying to development plan documents) pursuant to the Planning and Compulsory Purchase Act 2004. However, the SPD must be considered against the requirements of the Environmental Assessment of Plans and Programmes Regulations 2004 and a draft screening statement made available.

### **Reasons for Decision**

9. To progress the SPD to public consultation to obtain the views of residents and stakeholders on the content of the SPD.

### **Equality Implications**

10. An Equalities Impact Assessment (EQIA) has been carried out, in relation to the SPD, and it shows only neutral or positive impacts of the planning guidance on protected groups.
11. The EQIA assists the Council in demonstrating compliance with its public sector equality duty under Section 149 of the Equality Act 2010.

### **Risk Management Implications**

12. The report contains an assessment of available options and the recommended option provides the best fit with the Council's priorities including doing things with and not to residents through the consultation process and building shared prosperity

by encouraging growth and investment in the town centre and promoting job opportunities and support for the high street.

*Implications completed by: David Hughes, Director of Audit, Fraud, Risk and Insurance, 8 November 2023*

## **Climate and Ecological Emergency Implications**

13. The built environment accounts for 79% of the borough's direct emissions, with significant emissions arising from both the construction and operation of new development. Effective planning policy and guidance is therefore essential to ensure new development adheres to the highest possible low-carbon and biodiversity standards.
14. The public consultation and adoption of an SPD for Hammersmith Town Centre enables the council to better assess planning applications for new development within the centre and this will help the built environment contribute to achieving net zero greenhouse gas emissions. The SPD seeks to provide detailed guidance as to how development and regeneration of the town centre can assist in mitigating and adapting to climate change.
15. The climate unit will work with the planning team to ensure a final consultation draft is comprehensive in the guidance it sets out, and that the council's net zero objective is clearly integrated into and communicated by the SPD's vision and objectives.

*Implications verified by: Jim Cunningham, Climate Policy & Strategy Lead, 9<sup>th</sup> November 2023*

## **Local Economy and Social Value**

16. The SPD will help reimagine the physical and built environment in Hammersmith town centre, transform the public realm and transport network, create new public spaces and redevelop buildings for new mixed uses that will have direct benefits for local businesses and residents throughout the borough. Further to this, the SPD will secure Hammersmith's status as an important commercial, transport and cultural centre, whilst diversifying the town centre offering and creating a key destination to live, work and visit.

*Implications verified/completed by: Sam Ridley, Place Shaping Officer, 9<sup>th</sup> November 2023.*

## **Section 106**

17. The SPD promotes structural change in the movement and open space networks across the town centre alongside improvements to the quality of the physical and built environment. It therefore provides the basis for securing obligations towards these purposes in all new planning applications that come forward within the area,

ensuring all development makes an appropriate contribution towards delivery of the vision for the area.

*Implications verified/completed by: Matthew Paterson, Head of Spatial Planning, 9<sup>th</sup> November 2023*

## **Consultation**

18. Public consultation on the draft SPD will begin in December 2023 for 8 weeks. The SPD will be made available at the borough reference libraries and on the council's website in accordance with the Council's Statement of Community Involvement. In addition, the council will write to specific consultation bodies outlined in the Regulations and to general consultation bodies, such as amenity groups, resident associations, businesses and others.

## **LIST OF APPENDICES**

Appendix 1 - Draft Hammersmith Town Centre SPD