

# LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** The Economy, Arts, Sports, and Public Realm Policy and Accountability Committee

**Date:** 22/04/2024

**Subject:** Hammersmith Town Centre SPD

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**Responsible Director:** Jon Pickstone, Strategic Director for Economy

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## SUMMARY

The Hammersmith Town Centre Supplementary Planning Document (SPD) is currently being prepared to set out the Council's vision for the regeneration of Hammersmith Town Centre up to 2035. The draft SPD has recently been the subject of public consultation and engagement and is moving towards being finalised and formally adopted.

The SPD seeks to reinforce and strengthen Hammersmith's existing role as a major office, retail, and cultural hub, and encourages additional growth to diversify the town centre offer and deliver a step change in the quality of the physical and built environment in Hammersmith. In particular, it provides guidance on the redevelopment and/or refurbishment of sites throughout the area, promotes transformation of the public realm and street network, creating new public spaces and more legible routes and, in the long term, progress the Hammersmith Flyunder plans and changes to the gyratory system.

A short presentation will be given at the meeting.

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## RECOMMENDATIONS

1. For the Committee to note and comment on the report.

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**Wards Affected:** Hammersmith Broadway, Ravenscourt, Grove, and Brook Green.

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<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 vitality and viability of the high street.
Creating a compassionate council	The SPD seeks to improve residents access to the town centre and its role in

	providing for their retail, leisure and cultural needs.
Doing things with local residents, not to them	The SPD builds upon the outcomes of the resident-led Hammersmith Masterplan (2019).
Being ruthlessly financially efficient	The SPD promotes improvements that new development within the town centre is expected to deliver and/or fund.
Taking pride in H&F	The SPD seeks to ensure the town centre continues to be successful and capable of serving the needs of residents.
Rising to the challenge of the climate and ecological emergency	The SPD reinforces the objectives of the Council's Climate and Biodiversity Strategy, in particular the enhancement of sustainable travel to access local amenities, jobs and transport hubs.

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## Background Papers Used in Preparing This Report

[Draft Hammersmith Town Centre Supplementary Planning Document, February 2024](#)

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### PURPOSE OF THE HAMMERSMITH TOWN CENTRE SPD

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. The 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 redevelopment, including sites within and surrounding Hammersmith Broadway and King Street. There is also specific guidance related to accessibility, sustainability, heritage, tall buildings and density, public realm and transportation.

## **Consultation**

4. The draft SPD has been the subject of a eight week consultation, closing on 19<sup>th</sup> March. During the consultation period, officers held a number of in person and online consultation events that were reasonably attended.
5. At the close of consultation, we had received over 40 representations. Officers are reviewing the comments received and will make recommendations for changes to the SPD. These will be discussed and agreed with members before the SPD is finalised and reported to Cabinet for formal adoption.

## **Post adoption**

6. After adoption, officers will ensure all necessary requirements under the Town and Country Planning (Local Planning) (England) Regulations 2012 are met, including making the SPD available for inspection and published on the Council's website, alongside an adoption statement, and will 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.
7. Following completion of the above, the SPD will form a material consideration in the determination of planning applications that come forward within the town centre. It will inform pre-application discussions with landowners and developers seeking to promote new development and in negotiations about the infrastructure to be provided on site or financial contributions towards off-site improvements.

## **LIST OF APPENDICES**

None