

APPENDIX 1

# HAMMERSMITH TOWN CENTRE THE HEART OF WEST LONDON

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SUPPLEMENTARY PLANNING DOCUMENT

CABINET DRAFT

JULY 2024



# Foreword

We're passionate and ambitious for Hammersmith Town Centre. We're aiming high and want it to be a centre that residents and business can be proud of. The Town Centre has exciting and bold opportunities ahead and our vision is to grasp these and make sure this prosperity is shared – and no-one is left behind.

The town centre is a key contributor to the economy of west London, representing one of west London's most important commercial centres as well as the primary retail destination for many of the borough's residents. It is also an important centre for arts, entertainment and public administration.

We believe the wealth and opportunity generated by development in Hammersmith Town Centre and across the borough should be shared by the residents of Hammersmith & Fulham, particularly our young people. That means training the next generation to take advantage of the high-skills, high-reward job market. And it means the companies who are building and developing in the Town Centre must do their bit to fund the genuinely affordable homes that local people need so they can afford to live here.

People love living in Hammersmith and it is vital to bring people and businesses together to act as partners in regenerating, improving and protecting our local areas. New opportunities like the Civic Campus development for revitalising Hammersmith Town Centre must not only protect our rich heritage but provide the best in public open space and quality architecture. Building on our thriving arts and culture scene, creating more vibrant and buzzing public spaces and facilities that are accessible to all local residents and not a privileged few.

We are determined to make Hammersmith & Fulham the greenest and most environmentally positive borough in the UK. Our residents deserve a safe, clean and green Town Centre and we have set our direction of travel with the highest numbers of electric cars and ground-breaking action plans for improving air quality, biodiversity and transport connections. This Supplementary Planning Document is ambitious in seeking the removal of the Flyover and replacing it with a flyunder tunnel which would provide considerable benefits in reconnecting the town centre to the river and greatly improve the environment in the town centre. We also want to explore the option to replace the gyratory with two way traffic, which would provide the opportunity to create a new area of open space on one side of the gyratory

This Supplementary Planning document is a clear statement of our commitment to continue to deliver on our pledges to our residents alongside our internationally acclaimed Industrial Strategy. It provides an important tool so we can be pioneering in our approach to promoting regeneration and managing change in Hammersmith Town Centre so that everyone benefits and we can take even greater pride in this Centre.



A handwritten signature in black ink that reads "A. M. Jones".

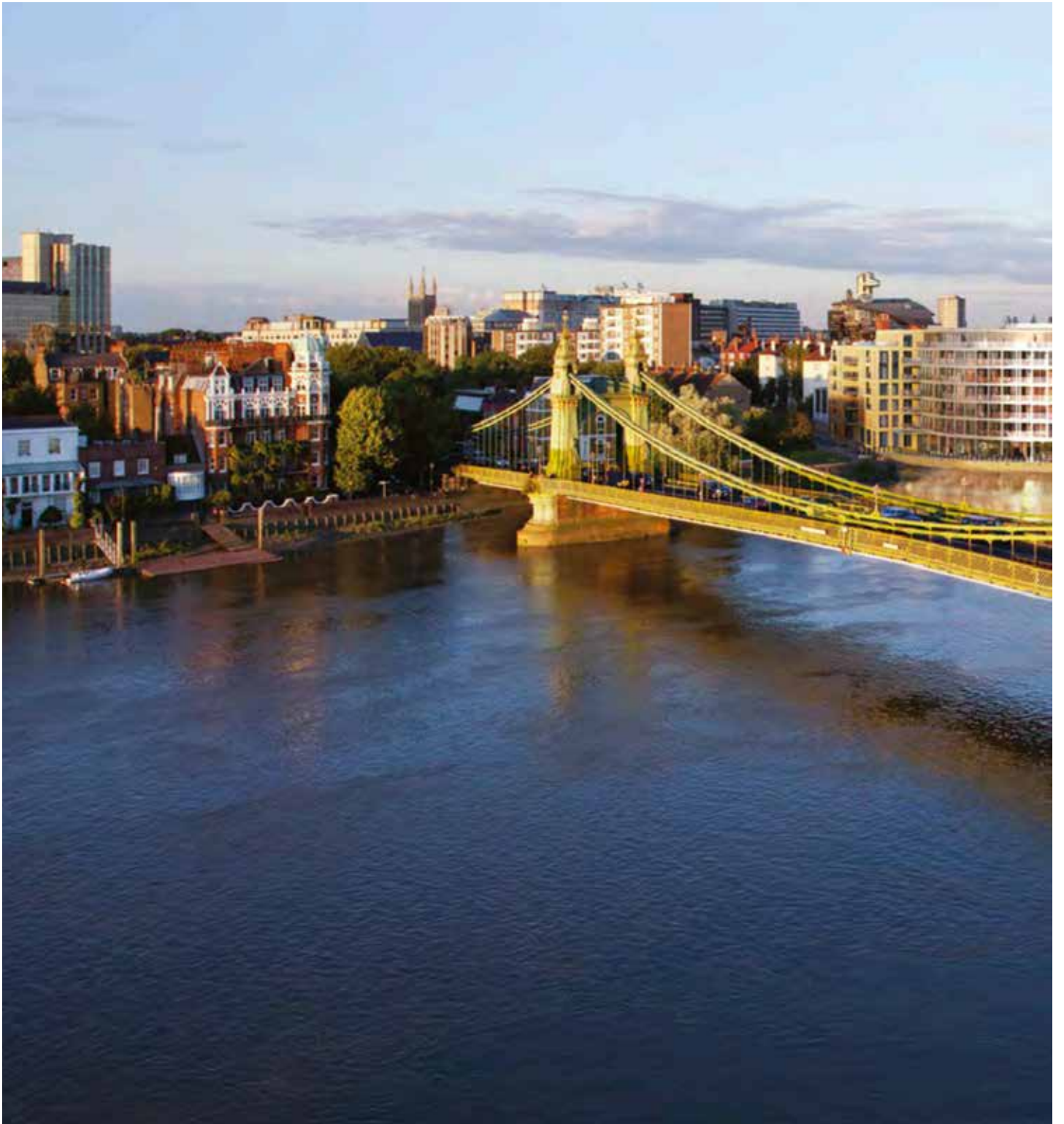
**Cllr Andrew Jones**  
Cabinet Member for The  
Economy





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# Introduction

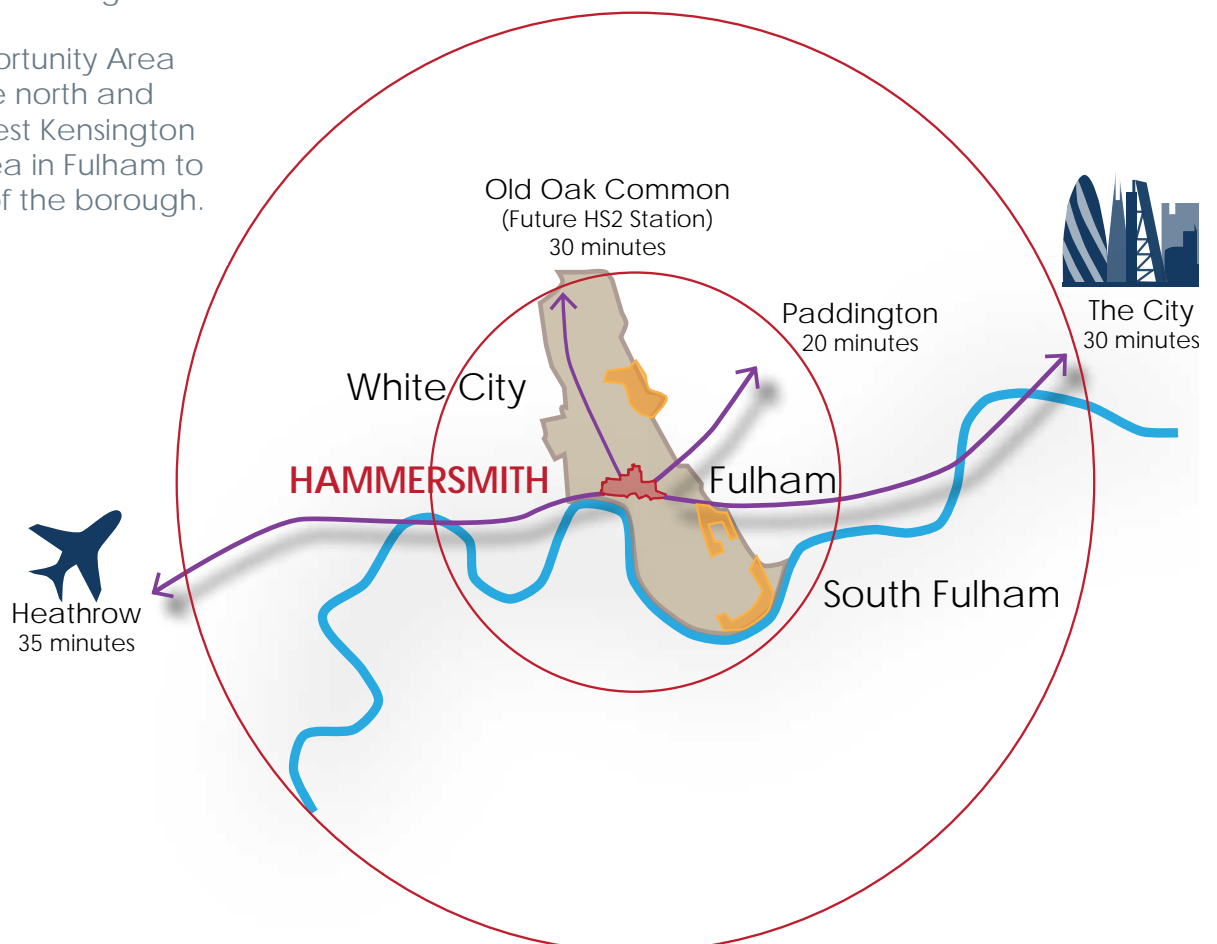
Hammersmith is strategically located in the heart of west London, halfway between Heathrow Airport and central London. With excellent transport links, this makes it a highly connected and accessible place to live, work and visit.

The Hammersmith Regeneration Area is complemented by three other important London Plan Opportunity Areas; within which further significant regeneration is planned in the borough.

White City Opportunity Area is situated to the north and Earls Court & West Kensington Opportunity Area in Fulham to the south east of the borough.

Hammersmith Town Centre is designated as a major town centre in the London Plan and is a key contributor to the economy of west London, being one of its most important commercial centres. In recent years there has been growing interest in development opportunities within Hammersmith with several large-scale planning applications recently approved or completed for a number of key sites.

Hammersmith is located north of the River Thames; its special riverside location provides Hammersmith with a unique character and forms the physical heart of the borough. With many established community and heritage assets, including theatres and historic pubs, the area also has a rich culture and history making it an attractive destination for visitors.



## Setting the Scene

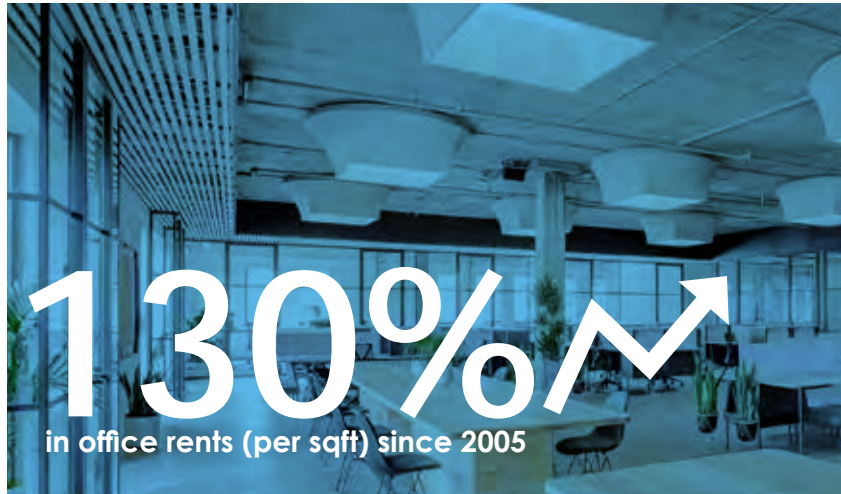
**11,923**  
Population



**HQ**  
Immediate Media  
Disney  
Virgin Media/O2

**£46k**  
Average income

**70m**  
Footfall through the town centre p/a

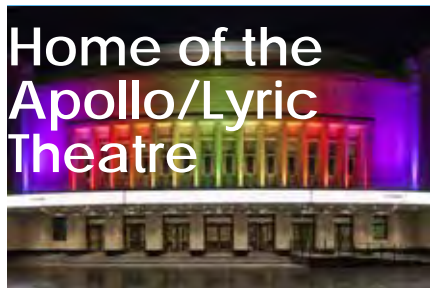


**6th**  
Most competitive economy in UK



**£5bn**  
Investment by H&F Businesses since 2017

**75%**  
Population of Working age



**0.8%**  
House prices since 2015



**30**  
Minutes to Heathrow, Paddington and Kings Cross

**£956,111**  
Average House Price





## Strengths

- Excellent transport connections to central London & Heathrow Airport
- Riverside location
- Home to many cultural, arts & entertainment venues
- Rich historic environment
- Thriving office market with many international businesses & creative industries
- High footfall- workers, residents & visitors

## Weaknesses

- Poor quality public realm, dominated by vehicular traffic and causing congestion
- Lack of green open space and biodiversity
- Poor pedestrian environment and barriers to movement for disabled people
- Lack of a strong recognisable identity
- High Road and building greenhouse gas emissions; alongside poor air quality & noise pollution
- Lack of affordable housing

## Threats

- Decline in traditional high street retail stores
- High cost of infrastructure improvements
- Sites in multiple ownership
- Limited control over sites in private ownership
- Crime/Anti-social behaviour
- Management of evening economy
- Urban heat island effect (overheating)
- Flooding

## Opportunities

- Inclusive mixed-use development opportunities to deliver new homes and jobs including affordable homes
- Strengthen the cultural and night time economy offer
- Improve the quality, accessibility and inclusivity of the public realm and open spaces
- Resilience/change resulting from the Covid Pandemic
- Stitch the town centre back together, improving inclusive connections to the river and improve air quality/urban greening

# Where we are now







**TRIANGLE/1012HG**  
540,000 square foot  
office development



**245 HAMMERSMITH ROAD**  
mixed-use office and  
workspace development

**LANDMARK HOUSE**  
mixed-use office and hotel  
development



**161 TALGARTH ROAD**  
Hotel and student  
accommodation development

Development

Other key opportunities

# Purpose of the SPD

In recent years, Hammersmith has seen growing interest in development opportunities, with several large-scale planning applications recently approved or completed for a number of key sites.

In particular, the renewal of the Civic Campus, including Hammersmith Town Hall is currently under construction. Once completed, the Civic Campus will provide an accessible and inclusive cultural hub and important gateway development at the western edge of the town centre.

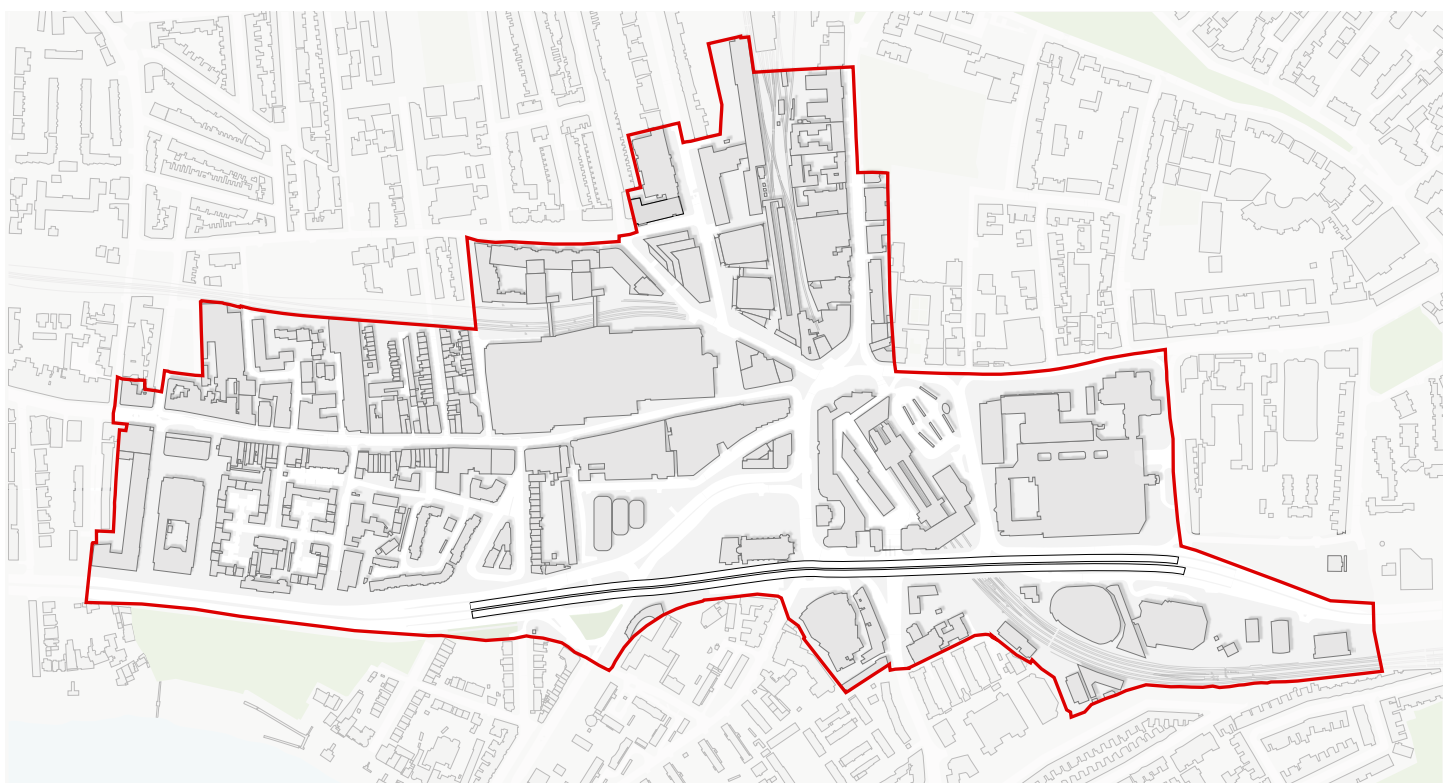
Elsewhere in Hammersmith, the current flyover and gyratory system together form a major focus for change, as part of the transformation of the centre

This Supplementary Planning Document (SPD) sets out a shared vision for the regeneration of Hammersmith up to 2035.

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 an inclusive centre for arts,

culture and leisure, alongside encouraging additional growth of new residential and commercial developments. Delivering a step change in the quality of the physical and built environment in Hammersmith is a central aim of the SPD.

Key objectives of the SPD focus on transforming the public realm and transport network, creating accessible and inclusive new public spaces and more legible routes; as well as inclusive redevelopment and refurbishment of buildings throughout the area.



Hammersmith Regeneration Area as adopted in the Local Plan



## Policy Context

This SPD seeks to supplement existing Policies set out in the Council's Local Plan (2018). The Mayor's London Plan provides the regional policy framework for London. The London Plan was adopted in March 2021. The London Plan designates Hammersmith as a Major Town Centre and contains a range of relevant planning policies for Hammersmith including those on tall buildings, town centres, housing, cultural/community facilities, urban greening, sustainable development, affordable workspace and employment.

At the national policy level, the National Planning Policy Framework (NPPF) 2023 acts as the over-arching policy context for this SPD.



## Delivery of key strategies

The SPD also seeks to assist in the delivery of the council's key corporate strategies:

- **Climate Change SPD (2023)** - The SPD delivers upon the key objectives of this recently adopted document, encouraging innovative approaches to achieve net zero carbon and biodiversity-enhancing developments
- **Industrial Strategy (2019)** - The SPD delivers upon the objectives of the industrial strategy, encouraging growth in enterprise, innovation, skills and infrastructure throughout Hammersmith and other key places across the borough



## Masterplanning/Design Coding and Planning Briefs

The Council expects landowners to work together to bring forward key opportunity sites, which are subject to multiple ownerships.

Use of site wide masterplanning supported by appropriate design coding to facilitate the optimisation and comprehensive/inclusive development, will be encouraged as part of the Development Management process.

The Council may also produce Planning Briefs to guide development of key sites.

Where a phased approach to development is brought forward, development proposals should illustrate how they would not fetter the ability of adjacent sites/land to achieve an optimum form of development and/or achieve the other objectives of this SPD.

## Design Review Panel/Inclusive Design Review Panel

In order to ensure that development is of the highest design quality, and promotes principles of accessible and inclusive design, development proposals will be expected to be subject to review by our Design Review and Inclusive

Design Review Panels.  
**Resident-led Masterplan**

In 2019 the council published the Hammersmith Regeneration Area Masterplan which is an important precursor to this SPD. Shaped through extensive collaboration with local residents, the masterplan outlines the key opportunities and challenges in Hammersmith and identifies areas for growth and key interventions to help restore the identity of the town centre. The masterplan 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.

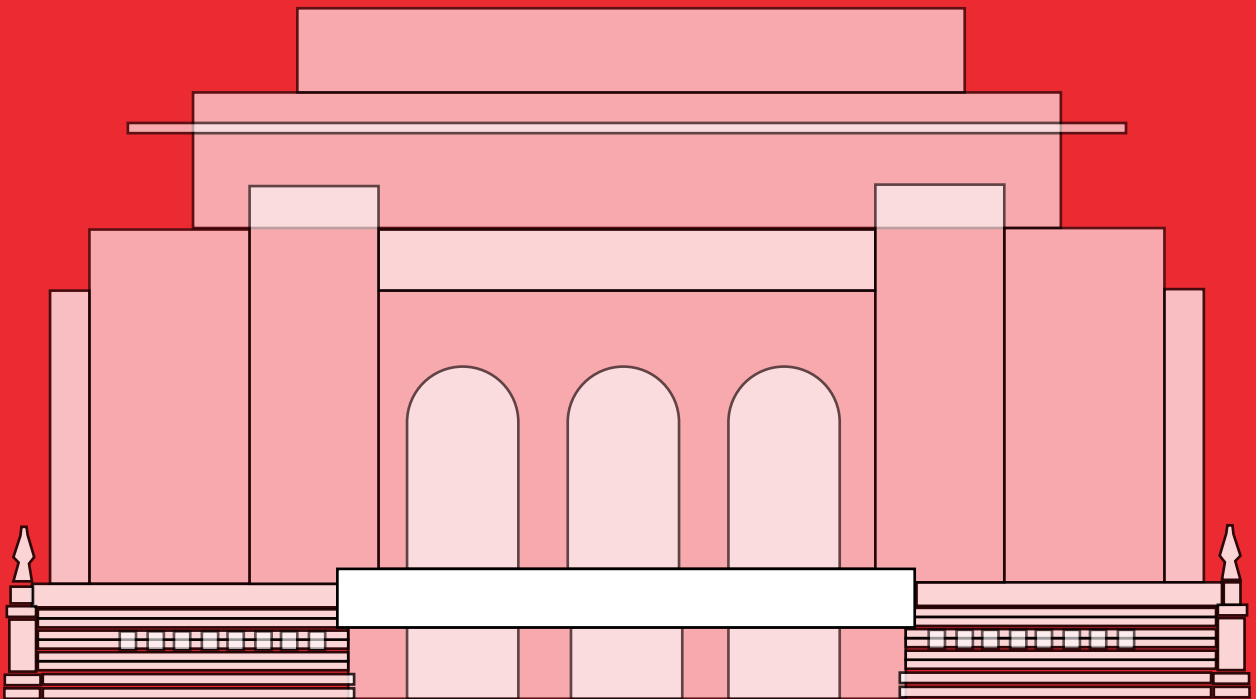


This SPD seeks to elaborate on the masterplan findings to provide planning guidance for developers and residents for Hammersmith town centre.



Hammersmith Town Centre Working Party

# VISION





# Vision





# Hammersmith - The Heart of West London

Hammersmith is a fantastic place to live, do business and embrace culture and arts. Moving forward, we will build upon these strengths to reaffirm the role of the town as the buzzing and well-connected heart of West London life

Our vision is to restore the heart of the town centre, where new developments create a wide variety of opportunities for employment as well as living in inclusive and affordable homes. We will also redesign the highway network to enhance movement and connections with existing open/ green spaces and key cultural destinations

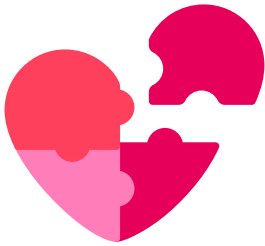
New developments will strengthen the identity of an accessible and inclusive town centre; focussing on creating a healthy, green and pedestrian friendly environment. High quality buildings will complement and reveal the heritage of Hammersmith, whilst also reducing mitigating and adapting to climate change; creating a more liveable place

Development linked to other growth areas including White City, will promote shared growth and economic benefits, including new homes, jobs and a wider mix of uses; enabling business, our communities and visitors alike to thrive

## Key Outcomes

- > **2,800 new homes** including provision of **50% genuinely affordable homes**
- > **10,000 new jobs** including the provision of **new affordable and flexible workspace** for **SME start-ups/scale-ups**
- > **Replace the Hammersmith flyover** with a tunnel, 'a flyunder' **remove an eyesore and physical barrier**, significantly enhancing the townscape, lessening the impact of through traffic, **release valuable land for development**
- > **Green and healthy town centre** including delivery of **new public space and landscaping/urban greening** to **enhance amenity, air quality and biodiversity**, creating **green corridors/active travel**
- > Contribute towards the **delivery of net zero carbon buildings**
- > Enhance our existing **Arts and Culture offer** through festivals/pop-up events and **improving the evening economy**
- > Create an **accessible and inclusive town centre** which provides a **positive experience for all**

# Objectives for Delivery

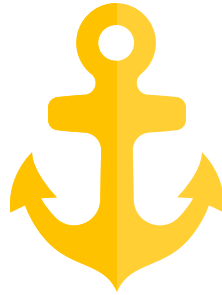


## Restoring the heart of Hammersmith

Creating a stronger sense of place throughout the town centre will be critical to its transformation. Stitching the town centre back together through a more diverse mix of uses, activities and new public spaces will help to restore the heart of the town.

With redevelopment of the Civic Campus to the west and rethinking the role of Hammersmith Broadway, St. Paul's square and Queen Caroline Street in the central area will complement its transformation, enabling King Street to become a strong spine of activity between these two quarters. To the east, transformation of the highway will enable stronger links to be created between the West London College, LAMDA, The Ark and the town centre.

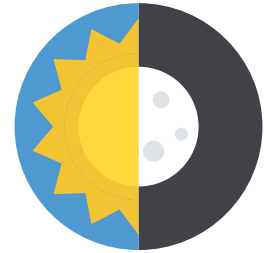
The River Thames is also a key part of Hammersmith's unique character. Improving links to the river will help to reinforce this element of Hammersmith's identity.



## Anchoring creative and entrepreneurial hubs

Hammersmith has a strong reputation as a place to do business, with major employers such as L&G building 250,000 sq ft of flexible office space at 245 Hammersmith Road and firms like customer science business dunnhumby currently being located in the town centre.

We will exploit our rapid connectivity to central London and beyond by encouraging new creative and entrepreneurial uses throughout the town centre as part of new developments and the repurposing of existing buildings/spaces. Maximising delivery of new affordable workspace will be critical to this offer, enabling our residents and local SMEs to start-up and grow in Hammersmith.



## Strengthening our cultural core/night time economy

Performing arts form the main strength of our cultural offer, with the Lyric Theatre, The Apollo and Riverside Studios providing our main cultural centres. These centres are supported by existing restaurants, bars and smaller music venues. There is also a range of visitor accommodation within the town centre.

Growing and diversifying the evening and night-time economy will help establish a more vibrant and liveable town centre. Enabling more flexibility for start-up cultural and night-time economy uses, alongside delivering new public realm, programmed events and public art will help to strengthen the performance of Hammersmith and create a thriving local community.



### Delivering genuinely affordable homes for local people

Growth of housing within the town centre, will help to create a more vibrant place overall.

Housing growth will be focused around maximising delivery of genuinely affordable homes for our local communities. These homes will be well designed across a mix of tenures and sizes to meet the needs of all our residents



### Delivering a Fly-under

Transforming the existing road network around the town centre offers several opportunities to improve pedestrian movement and create new/enriched areas of public space which would improve air quality and improve health outcomes for our residents.

The current flyover and gyratory system form a major focus for change, as part of the transformation of the town centre. Work is underway to explore options to either downgrade or replace these features with a flyunder. In addition to environmental outcomes suggested above, delivery of these changes could also release/enlarge the scale of several sites for future development.



### A sustainable, green and liveable Hammersmith

New developments will assist in addressing climate change, and delivering net zero. Reducing carbon emissions and improving air quality. Flood risk reduction, green infrastructure, landscaping and sustainable construction throughout the lifetime of development will make Hammersmith a more liveable place.

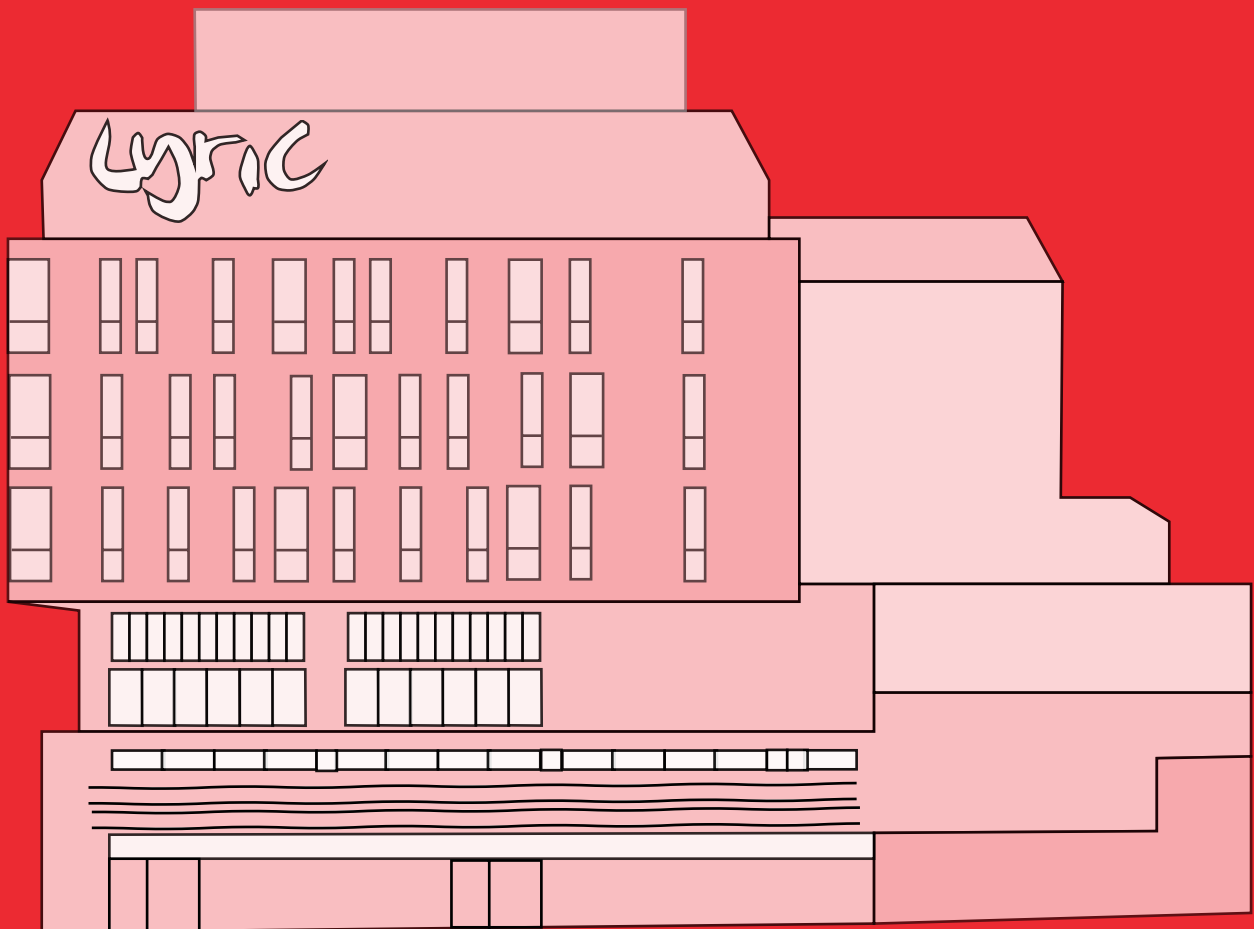
Improving the public realm through provision of new/enhanced pedestrian/ cycle links coupled with the delivery of new and improved public spaces including areas of soft landscaping will provide our communities and visitors with a more positive experience of the town centre.

Transformation of existing highways will provide opportunities to create healthy streets, introducing new tree planting and improving air quality. New public spaces will enable programming of additional outdoor events, facilitating communities making the most of these spaces.





# SPATIAL FRAMEWORK



# Key Concepts



## ENHANCE OUR CIVIC, CULTURAL AND EVENING ECONOMY

Enrich the current town centre offer, by enabling new/ existing community, cultural and entertainment uses



## IMPROVING CONNECTIONS TO THE RIVER

Restitch the town centre back together and promote access to the river. Encourage the use of green and blue infrastructure and active travel. Create safe, green and animated routes





## PROMOTE EMPLOYMENT AND NEW HOMES

Promote development mixed-use schemes to enable employment/housing growth, including genuinely affordable homes



## PROVIDE A NETWORK OF PUBLIC SPACES

Provide new and enhanced high-quality public space and squares including, Unity Square, Hammersmith Broadway Square and St Pauls Open Space



# Key Concepts



## REIMAGINING TRANSPORT INFRASTRUCTURE - FLYUNDER/GYRATORY

Transforming the town centre, creating a more liveable place; bringing forward projects including the flyover/gyratory. Making the A4 less of a barrier; as a cycle route with lower speeds and more surface level crossings.



## SUPPORT THE ROLE OF KING STREET

Ensure that King Street retains its role as the main retail centre, whilst supporting a more diverse range of uses. Improving public realm and high-quality new buildings/shopfronts.





## CREATE AN UPGRADED TRANSPORT INTERCHANGE

Support development of Hammersmith Broadway to create a high-quality interchange, alongside new development and public spaces.



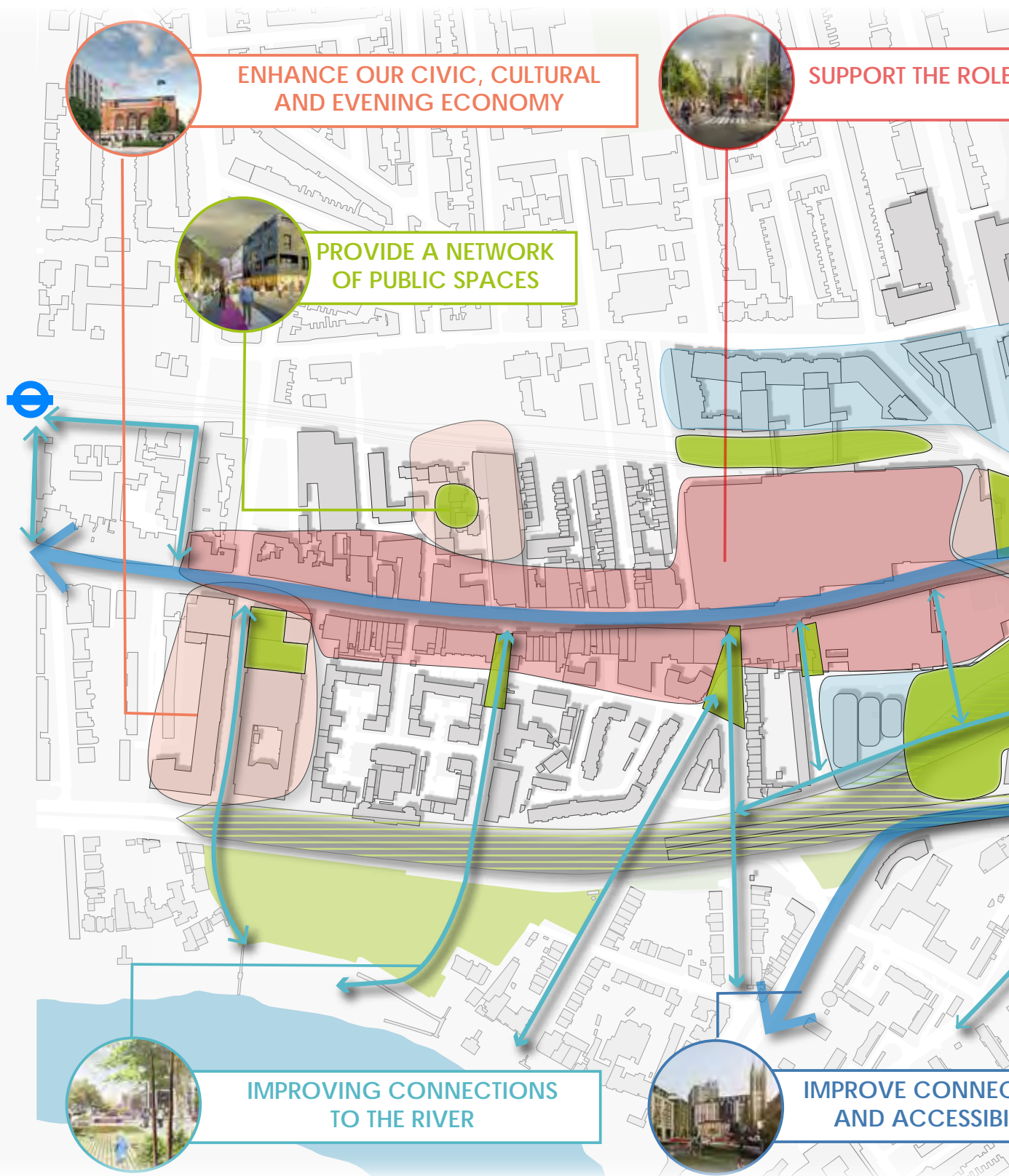
## IMPROVE CONNECTIVITY AND ACCESSIBILITY

Ensure that the town centre is served by high quality pedestrian/cyclist routes to key activities and uses.





# What we can achieve - Spatial framework





E OF KING STREET



PROMOTE EMPLOYMENT AND NEW HOMES

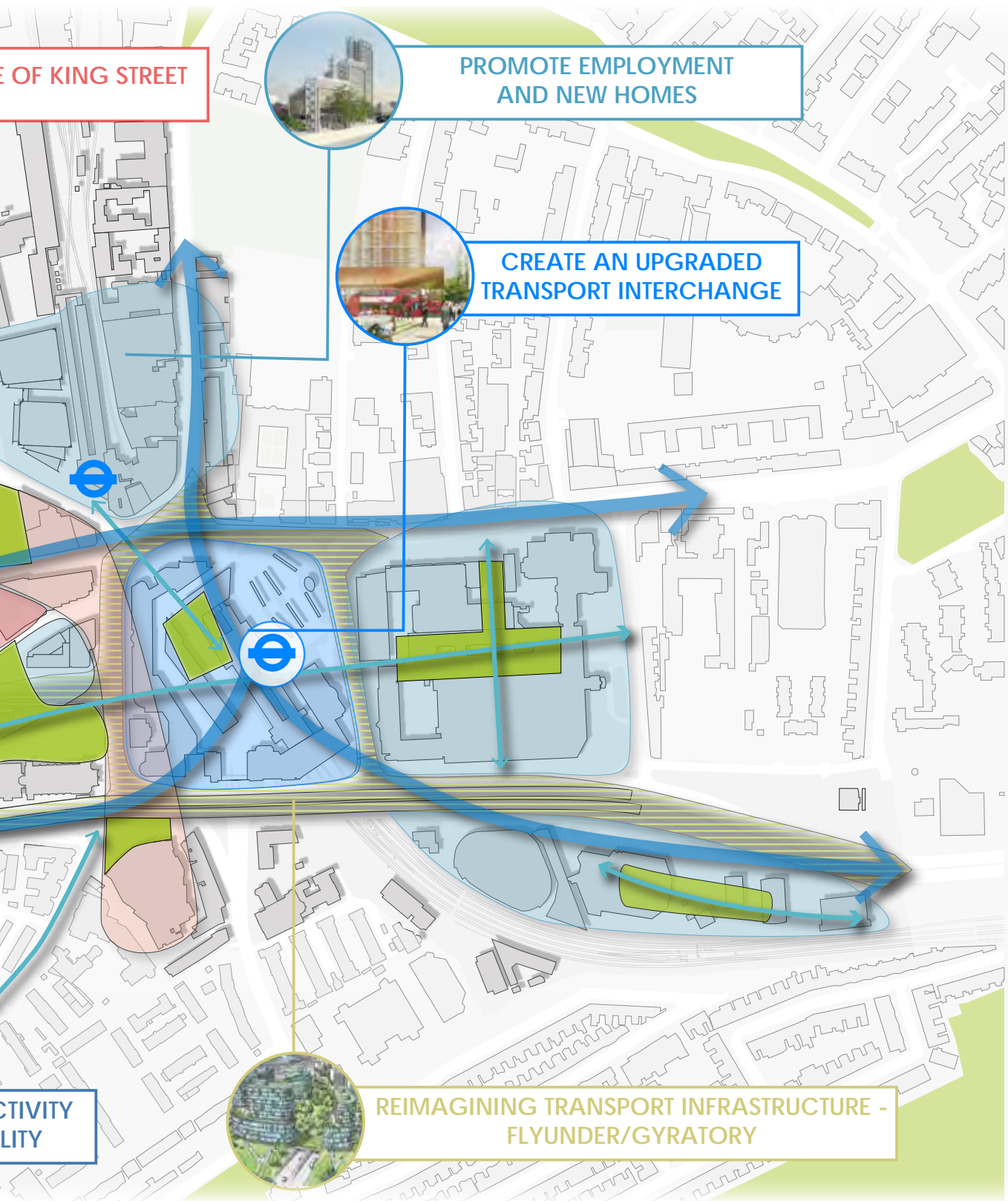


CREATE AN UPGRADED TRANSPORT INTERCHANGE

ACTIVITY  
LITY



REIMAGINING TRANSPORT INFRASTRUCTURE - FLYUNDER/GYRATORY



# Realising opportunities

Through extensive analysis four character areas have been identified within the Hammersmith Regeneration Area.

- Hammersmith Broadway
- King Street
- Eastern Quarter
- Northern Quarter

These Character Areas are based on their contribution of existing land uses, town centre function and future regeneration opportunities.

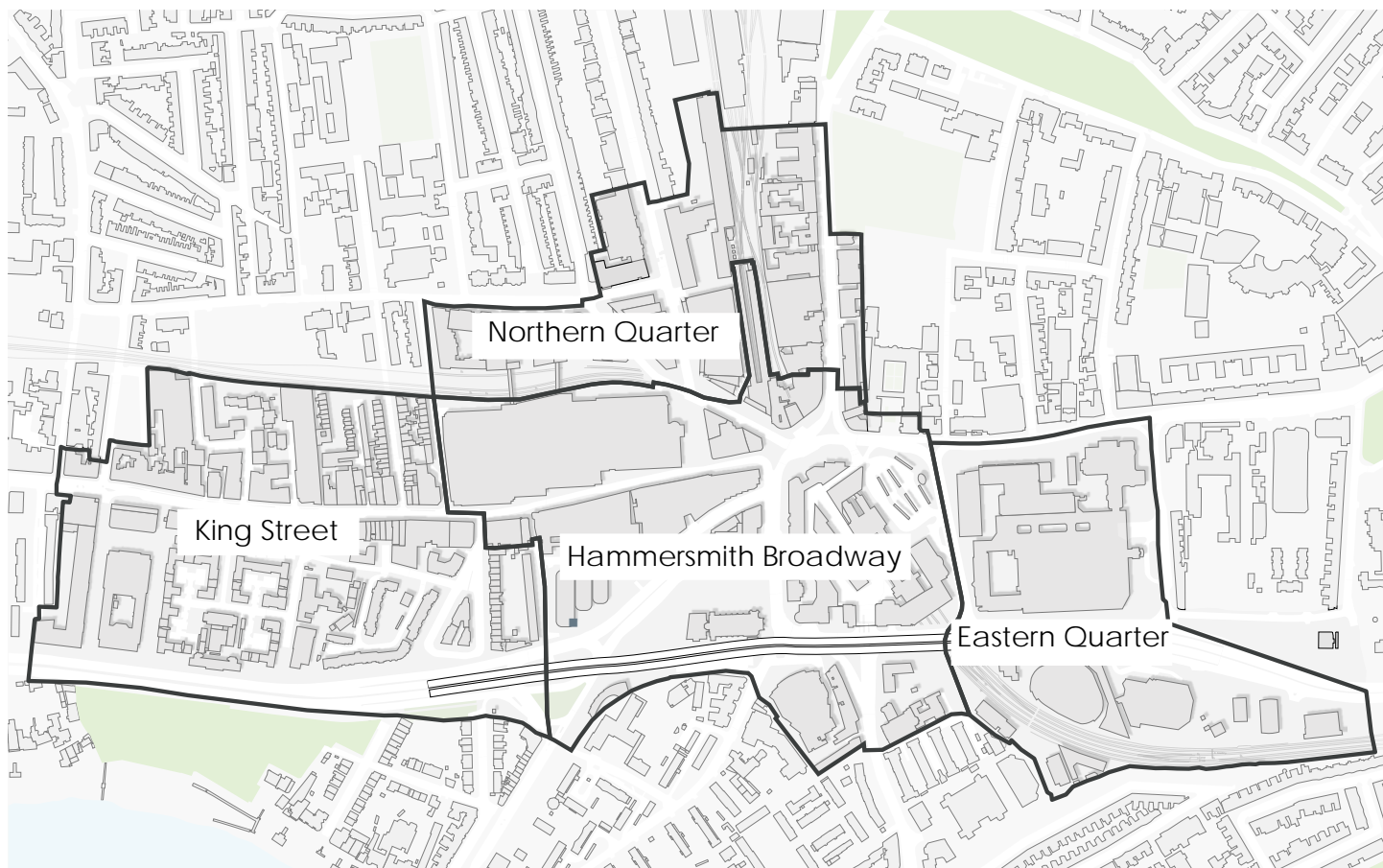
The regeneration area also includes a number of Conservation Areas which contribute to the unique and varied character of the area.

The section of the SPD seeks to provide key guidance in relation to strategic site allocations within the Local Plan; namely for the flyover and gyratory.

Other guidance within the SPD relates to the identification of key character areas and sites which could be delivered in

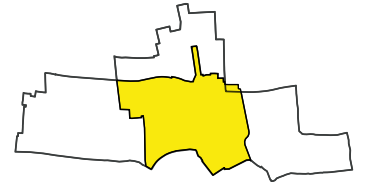
future. This guidance is not intended to be a formal site allocation, instead providing a high-level discussion of key design principles, which could be developed in future. More detailed guidance may come forward in the form of planning briefs/masterplans.

Site owners/developers are recommended to engage in early pre-application discussion with officers to bring forward detailed proposals for individual sites.



Character Areas within Hammersmith

# Hammersmith Broadway



## Existing Townscape

Hammersmith's historic heart with key town centre functions providing activity and vibrancy. Characterised by a severe lack of townscape cohesion created by transport interventions and redevelopment between 1960-80's.

Consists of groups and individual buildings of good quality and architectural interest/character, such as historic pubs, St Paul's church, art deco Apollo Theatre and Hammersmith and City Line station. Alongside R. Seifert's Livat Central and No 1 Lyric Square, constructed in the 1970s.

Within the flyover/gyratory area, the Broadway Centre, a post-modern building of introverted design with interchange between Underground/bus services and shopping centre. Limits visually strong routes/links to the town centre. The gyratory forms a strong barrier around the site, creating an island site.

King Street includes a mix of modern/historic buildings of diverse scales/designs grouped around the traditional high street. Lyric Square forming the current heart of the town centre.



Plan of Hammersmith Broadway

■ Listed Buildings ■ Buildings of Merit



Grade II\* St Pauls Church



80s Hammersmith Broadway



Image of Landmark House



Lyric Theatre and Square



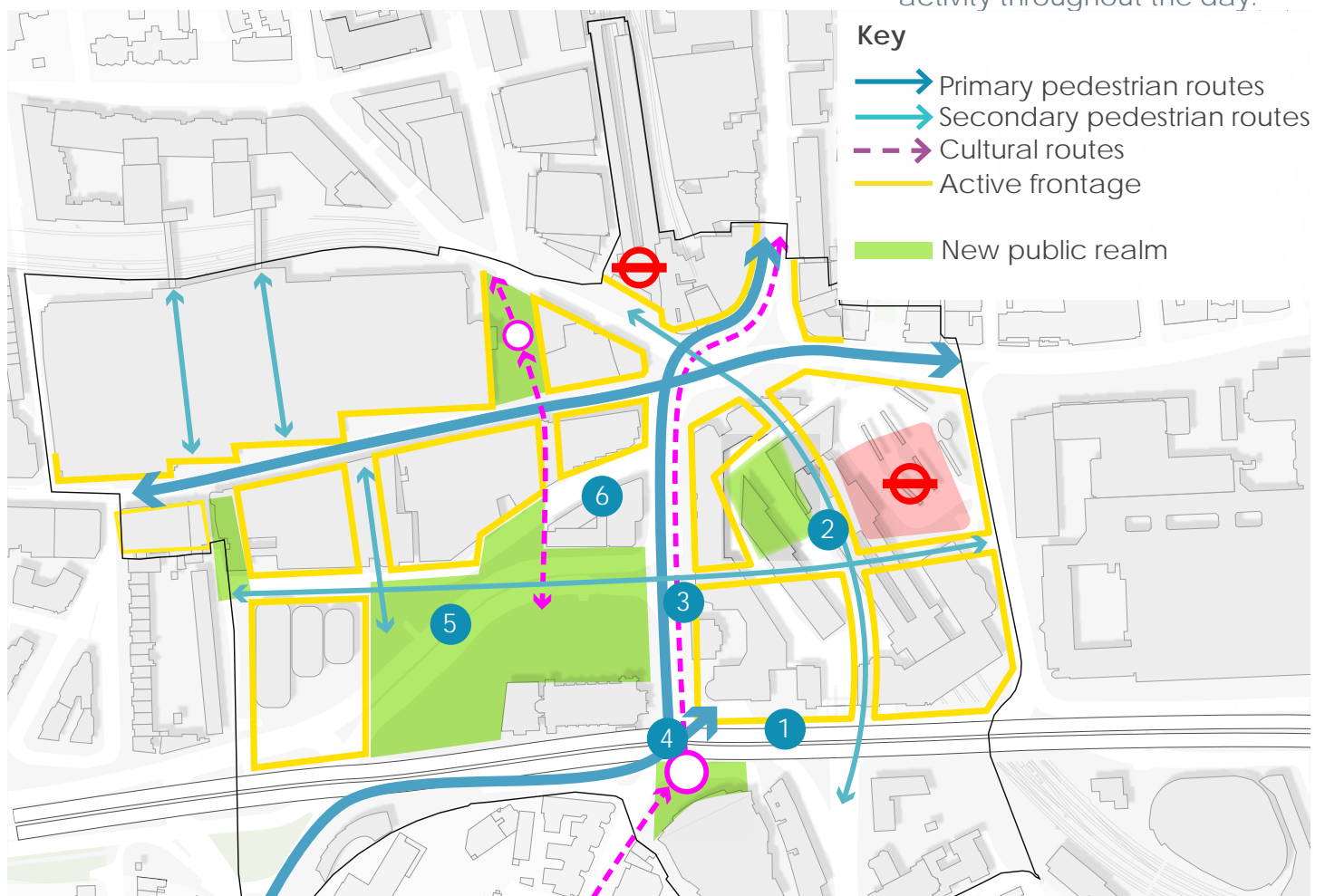
## Future Vision

Transforming the central part of the regeneration area will provide significant opportunities to implement major changes to transport infrastructure, employment, commercial and visitor facilities for Hammersmith.

These changes will enable the creation of new and enhanced areas of public space.

This will include an enlarged St Paul's square and a new public transport interchange/ public space - Broadway Plaza. Enhanced links between these spaces will open-up connections to the wider town centre. Explore options to deliver better connections between the two stations either at grade or below ground.

High-quality new development will enable good growth, through improvements to the townscape, local environmental quality and Hammersmith's identity overall; new commercial floorspace will prioritise new cafes, restaurants and community spaces to support key arts and cultural venues; creating new vibrant and active ground floor uses. Alongside these uses new employment space and homes will be promoted to maximise activity throughout the day.





Queen Caroline Street



Characterful cultural route



Transport interchange



Imagined New Hammersmith station and square

## Key Interventions

- 1 Replace the flyover/sections of the A4, **creating a healthy urban boulevard** in its place, improving links to the river and releasing land for development that will contribute to regeneration of Hammersmith Town Centre
- 2 **Comprehensive redevelopment of Hammersmith Broadway**; vibrant mix of uses ; new public space and a well-integrated transport interchange
- 3 Encouraging cultural, entertainment and leisure uses around the Broadway-King Street axis and Queen Caroline Street, to **create a new cultural route** (Culture Trail) that connects the Lyric/ Lyric Square and the Apollo Theatre
- 4 **Integrating the Apollo within the town centre** through creation of new cultural links and an enlivened public realm
- 5 Utilising highway land released by transformation of the gyratory to **enable new development and public space** including an enlarged St Pauls Square
- 6 Creating a **network of links between public spaces and places of interest**, to include a new enlivened pedestrian route between Lyric Square and the Apollo, including the Livat Centre, and improved permeability of the Broadway Centre site with links to King Street, the Hammersmith & City Line Station, Fulham Palace Road, St Paul's Church and the new podium square behind 245 Hammersmith Road



## HRA2 Strategic Site - Flyover, Hammersmith Gyratory and adjoining land

### A. Flyunder

The A4 Hammersmith flyover is a key transport artery that provides daily access from the M4 into central London to nearly 90,000 vehicles per day. The flyover has a significant adverse effect on its surrounding public realm, severing the town centre's connectivity and restricting access to the river.

The council's firm ambition is to, in partnership with TfL and the GLA, replace the flyover with a tunnel (the flyunder) to restore the heart in Hammersmith.

Once the flyover is removed, it is likely that a new east-west road will be required to provide access for local traffic, alongside provision of a cycle route along the A4 and more surface level crossings.

Rather than a traditional street for vehicular movement, it is envisaged this would be designed as a green boulevard - a destination in its own right.

The removal of the flyover will generate a broad range of benefits for Hammersmith town centre, its residents, and its visitors, enabling:

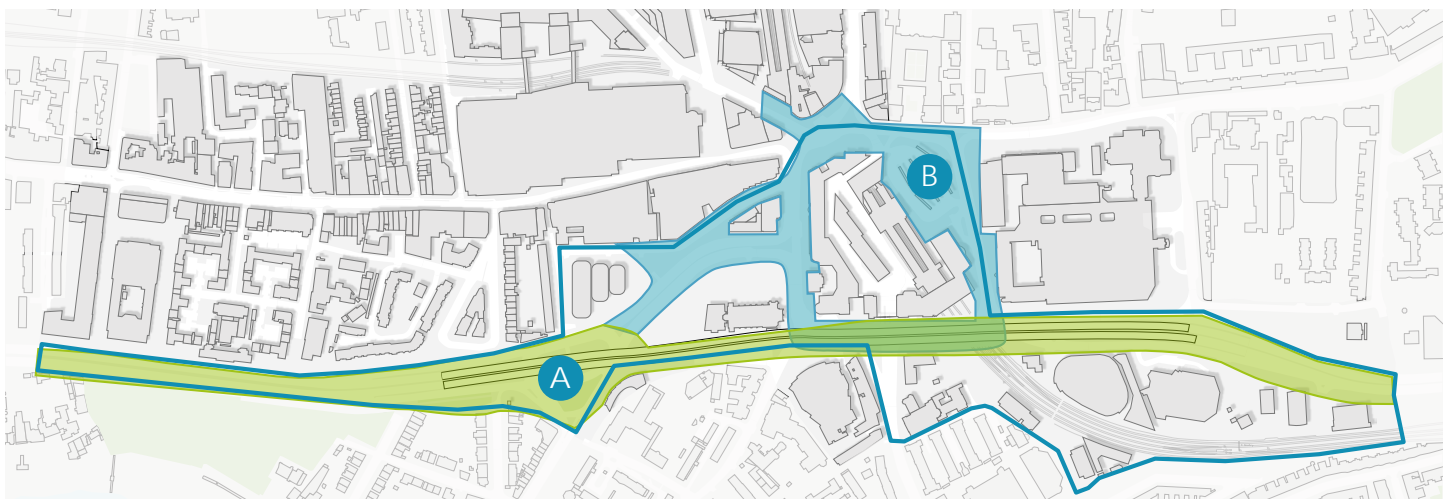
- reduction in noise levels and air pollution, much-improved quality of life for residents and a better experience for visitors
- release of valuable land for development to deliver affordable homes and jobs for local people.
- reconnecting Hammersmith to the River Thames
- enhanced permeability, creating new pedestrian/ cycle connections
- improved public realm, open spaces and placemaking

### B. Gyratory

Reconfiguration of the existing gyratory system would significantly enhance Hammersmith Town Centre.

The preferred option is to reconfigure the gyratory to two-way working, removing the western leg (Blacks Road and Hammersmith Bridge Road). Reconfiguration of the gyratory would include:

- enhancement of the public realm to the north of Hammersmith Broadway and key public transport interchanges
- delivery of the cultural route along Queen Caroline Street linking the Lyric and Apollo
- enhancement and enlargement of St Paul's Open Space



Strategic Site - HRA2 - The flyunder and gyratory

## Enabling Delivery

### Flyunder

Whilst the flyunder will undoubtedly yield significant benefits for Hammersmith and the entire borough, it is a long-term project that will take time to implement and require significant funding from development, as well as other sources.

The SPD therefore sets out a transitional approach to realise the vision for Hammersmith while the flyover is in place for the short-term, but enables the delivery of the flyunder in the longer-term once appropriate funding is secured.

The council has updated the business case for the flyunder to take account of the economic shifts accelerated by the pandemic, and to understand where new opportunities to fund the flyunder have arisen. The cost of constructing the flyunder is estimated to be £811m.

The council is now eager to reconvene discussions with TfL and the GLA in order to develop a feasibility and implementation plan to progress the project to its next stage, and to discuss options for financing the funding shortfall.

### Gyratory

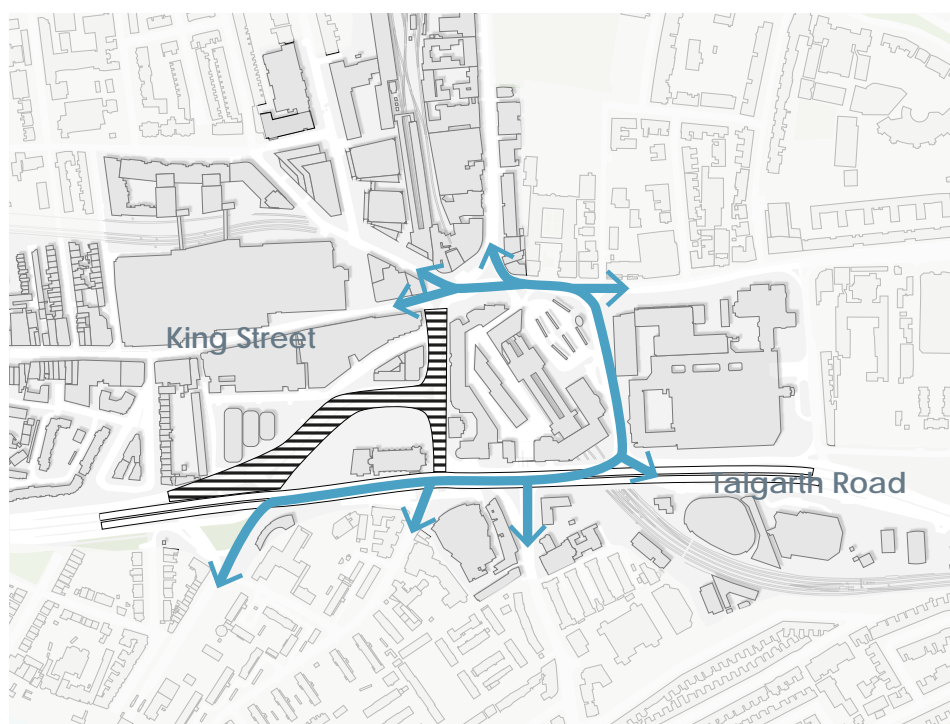
Further detailed modelling and feasibility work with TfL and the Council is required to understand the full impact of the preferred option for reconfiguration of the gyratory.

Consultation will be required and detailed modelling on the preferred option should be undertaken and include the following:

- Traffic modelling of gyratory peninsulation to define best measures for improvement
- Modelling impact on local junctions, signalling and transport alignments
- Modelling impact on air pollution and identifying appropriate mitigation measures

Moving forward, both the flyunder and gyratory projects will require additional transport modelling work to be undertaken; to understand the potential impacts of any changes to this infrastructure at both a borough-wide and localised level.

This modelling will aim to ensure that changes result in wider improvements to highway, freight and cycle movement networks.



Preferred two-way gyratory

## Key Site - Hammersmith Broadway



Hammersmith Station -  
a key interchange

Hammersmith Broadway is a key public transport interchange, providing access to local buses and the tube. The existing building incorporates a variety of different uses.

Comprehensive redevelopment of the site could consider:

- Creation of a new, enhanced public transport interchange
- New civic square, play space and public realm improvements, including improved pedestrian links between Hammersmith Broadway/tube station and the wider town centre
- Additional space for retail, restaurants/cafes and new offices; including affordable and flexible workspace for SME's
- Housing development, including genuinely affordable housing

### Indicative development parameters

- Tall Buildings articulated of building heights ranging between 10 – 20 storeys may be achievable; subject to consideration of townscape context and historic assets.

## Key site - Livat Centre

The Livat Centre is a significant shopping destination within the town centre. Future use and diversification of this site could facilitate the wider renewal of the town centre, through:

- Retaining and supporting new/varied retail uses; whilst also encouraging diversification and inclusion of new restaurants/cafes and community uses
- Considering options to improve the relationship of the site with public realm and key spaces

### Indicative development parameters

- The scale of any development should be complementary to the existing

## Key Site - 1-79 King St/12 Blacks Rd

Future development of this group of sites could facilitate the wider renewal of the town centre, through:

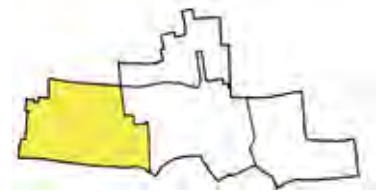
- Retaining and supporting new/varied retail use; whilst also encouraging diversification and inclusion of new restaurants & cafes and community uses
- Delivering new pedestrian links between Lyric Square and St Paul's Open Space

### Indicative development parameters

- Large/tall buildings varying between 5-11 storeys could be achievable; subject to consideration of townscape context and historic assets



# King Street



## Existing Townscape

Traditional high street and its hinterland providing connections towards Brackenbury Village in the north and the river to the south. King Street is characterised by an interesting mix of small scale high-street buildings of various styles and ages, but overall the quality of the public realm is poor, with many buildings in need of refurbishment.

The A4 forms the southern boundary, restricting links to the river/Furnival Gardens. It includes the Town Hall (Grade II Listed) and the Hope & Anchor Pub (Grade II Listed). Housing estates (Riverside Gardens- 1930's & Aspen Gardens- 1948) are a key part of the character and appearance of this area.

To the east Victorian terraces/ mansion blocks on Angel Walk/ Bridge Avenue. Large scale commercial buildings, Thames Tower and Landmark House which are currently being redeveloped.

The north has a more intimate character featuring lanes/ mews including a mixture of 2-3 storey terraces and warehouse style commercial buildings/ railway arches.



Plan of King Street

■ Listed Buildings ■ Buildings of Merit



145 King Street



King Street



Riverside gardens



Bridge Avenue/Aspen Gardens

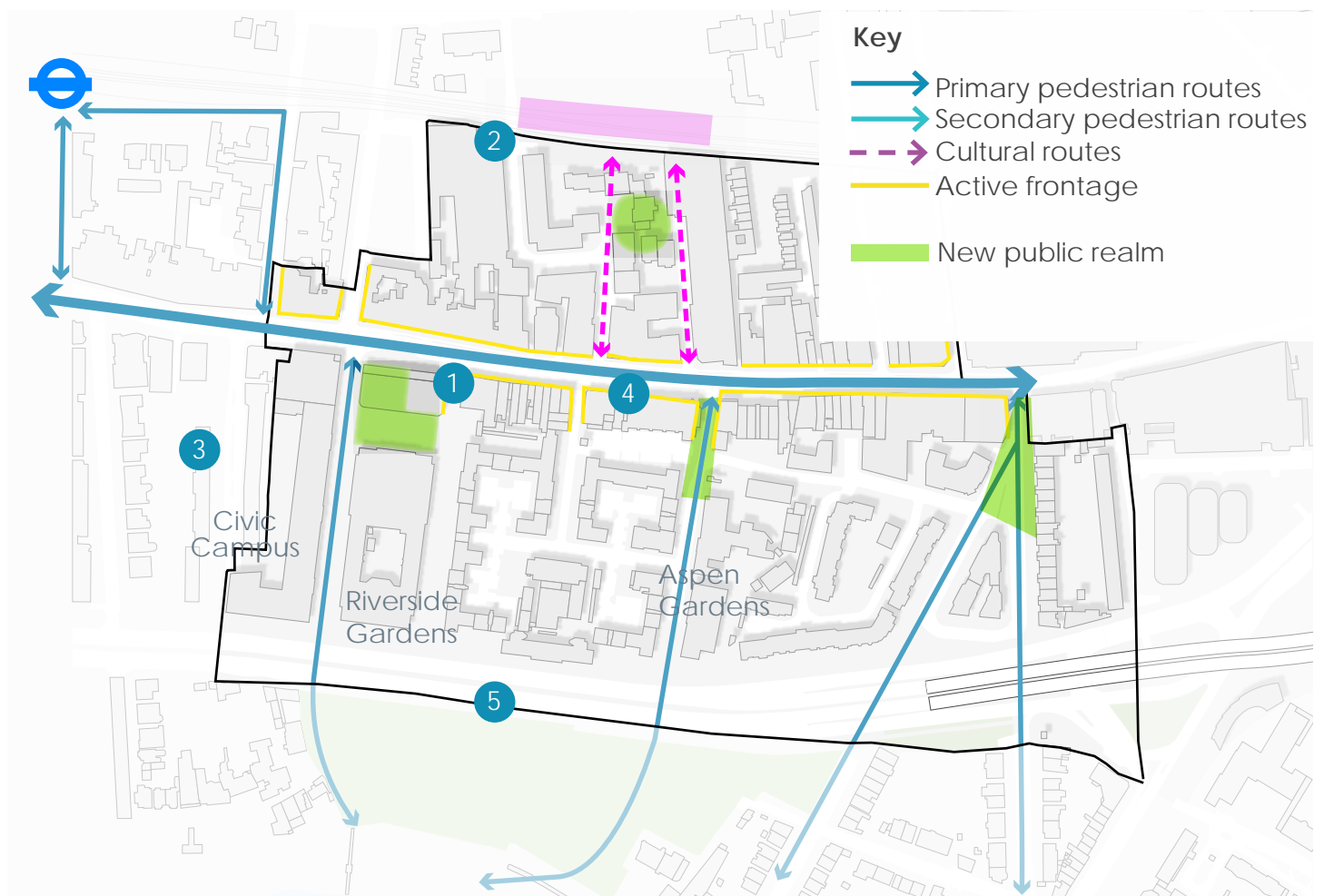


## Future Vision

King Street will continue to be the main spine of retail activity in the town centre. New developments will be promoted which expand the retail and commercial offer of the high street to provide a stronger mix of uses, including the introduction of upper floor residential and community activities.

The renewal of the Civic Campus will support the diversification of the High Street, introducing new community and cultural uses; alongside a new public square to provide a destination at the western extent of the town centre.

Introduction of new uses and more successful links with other prominent sites of townscape and community interest such as Landmark House and the railway arches will also add to the diversity and vibrancy of the area. Transformation of the public realm to create a vibrant high street boulevard with informal seating, play, tables and chairs will provide a more enjoyable experience of this space overall.





King Street re-imagined



Activated railway arches



Attractive underpasses

## Key Interventions

- 1 Encouraging a more diverse mix of active uses along King Street that contribute to improving the vitality and viability of the town centre including shops, restaurants, cafes, community and cultural uses, with residential on the upper floors of buildings. In addition, the quality of shopfronts will be improved

The **Civic Campus** will provide a catalyst for drawing the evening/nighttime economy to the West of King Street

- 2 Facilitating opportunities to bring the vacant railway arches north of King Street back into active use, promoting them for SME's including creative industries and workshops
- 3 Refurbishing the Town Hall and redeveloping adjoining land to create a new Civic Campus for the west of King Street, with new public space and supporting uses including residential, offices, retail, community and cultural facilities
- 4 Widening the pavements on both sides of King Street, reducing the width of the roadway to allow for buses and cycles only to improve the experience of King Street for pedestrians
- 5 Providing a variation of attractive, creative and animated crossings to enhance pedestrian/cycle links from the town centre to the riverside

## HRA1 Strategic Site - Civic Campus



Refurbished Town Hall



New Civic Square

Renewal of the Civic Campus, including Hammersmith Town Hall is currently under construction.

Once completed, the Civic Campus will provide a gateway at the western edge of the town centre. This will include:

- Refurbishment of Grade II Listed Town Hall to provide a new civic centre with new council office space and a rooftop bar/restaurant with public access
- New civic square, play space and public realm improvements
- A cinema with retail, restaurants & cafes
- Offices including affordable and flexible workspace for SME's
- 214 homes - including 52% genuinely affordable homes

### Indicative development parameters

- Large buildings (6 - 8 storeys) may be achievable; subject to consideration of townscape context and historic assets



## Key Intervention - King Street

### King Street

King Street is the historic spine of Hammersmith town centre, featuring key retail/commercial premises and an abundance of high-quality buildings. This important route also connects the key anchors of Hammersmith Broadway/Lyric Square to the east with the Civic Campus to the west.

Transformation of the public realm along King Street forms a key physical intervention for the regeneration of the town centre. The council's ambition is to work with key partners including TfL, to enable King Street to become a people rather than vehicular focussed space.

This means reconfiguring and reimagining the existing space to optimise footpaths, introduce additional public space, street trees, street furniture, wayfinding signage and lighting to soften and create a more attractive pedestrian environment.

To achieve these outcomes, at this stage, downgrading of the existing highway environment is considered to be the best route to achieve this change, rather than the full pedestrianisation of this space.

### Enabling delivery

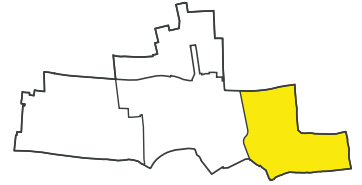
Early consideration of the amount of space which can be reconfigured and reimagined will be informed by survey work to explore the maximum amount of space required for vehicular traffic to function within King Street. This will include looking to formalise servicing and deliveries, to minimise interruption at peak periods of pedestrian usage.

Transport modelling may be required to fully understand the impacts of these changes upon the continued function of King Street.

For cyclists, options will be explored to provide a more meaningful, formalised cycle route along the A4 in partnership with TfL, to complement any permanent safer cycling facilities within King Street. It is recognised that any changes to the operation of King Street will impact a wide variety of users of this space, and therefore consultation and coproduction of any scheme to transform King Street will be required.



# Eastern Quarter



## Existing Townscape

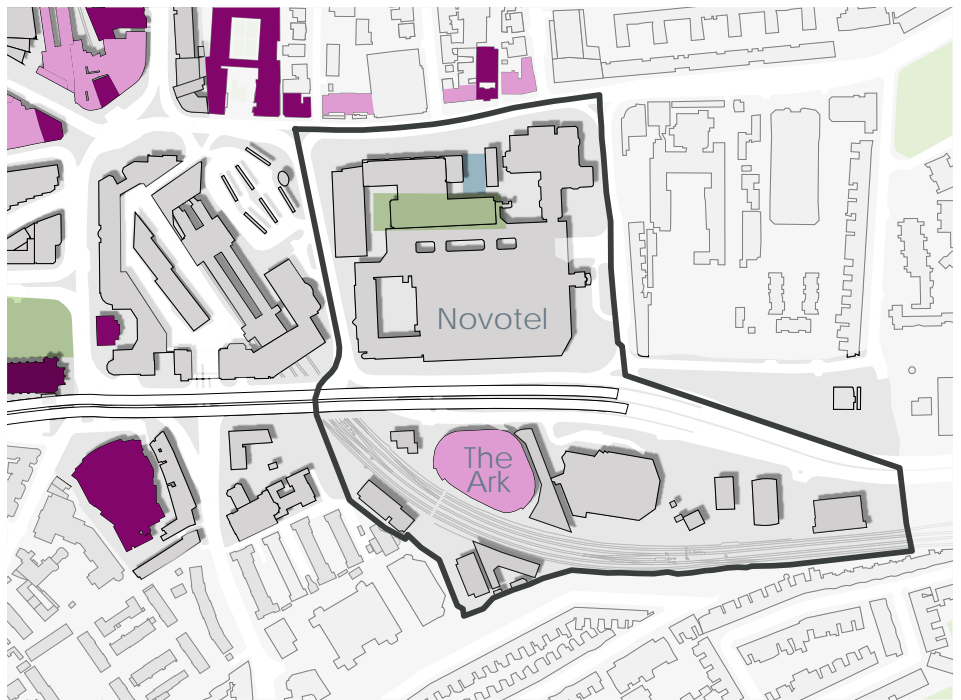
This area primarily functions as a major employment/commercial hub, characterised by modern and large-scale buildings, many of which have been redeveloped or provide opportunities for development.

The area includes Hammersmith Road, a historic link between central London and Hammersmith town centre. There are a number of heritage assets on the border of the regeneration area boundary to the north.

The southern parcel of land is bound by the railway tracks to the south and A4 flyover to the north; the area includes the Ark (Building of Merit). The area is fragment and disengaged from the rest of the town centre.

The central area is characterised by modern, large scale buildings of 10-12 storeys, built in the 1970/80's. There is a lack of relationship between buildings and streetscape; with a lack of integration to townscape within the core town centre.

The eastern boundary is formed by Shortlands, that is characterised by a significant drop in scale and style of the built environment.



Plan of Eastern Quarter

■ Listed Buildings ■ Buildings of Merit



245 Hammersmith Road



A4 Flyover looking west



Novotel



The Ark

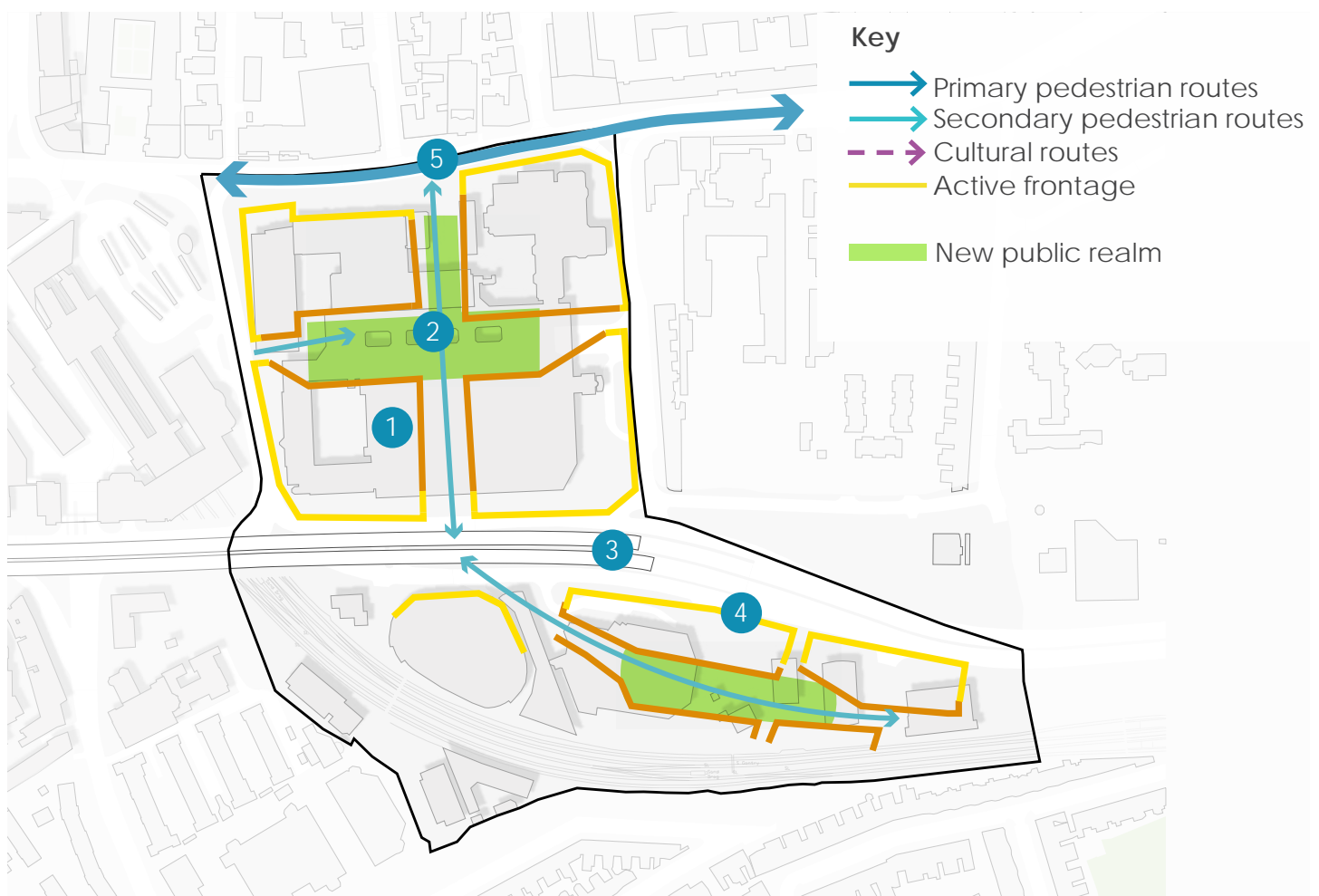


## Future Vision

The eastern edge of the regeneration area will be transformed to realise opportunities to provide large floorplates and flexible developments to strengthen its focus as a major employment and visitor hub.

Development within this area will provide high quality office accommodation and new homes which will improve the local townscape, create a strong synergy with the town centre and strengthen identity.

Reconfiguration of the gyratory system and delivery of the flyunder will allow for the creation of improved pedestrian permeability and the introduction of additional landscaping to activate the public realm. These improved connections will link the Broadway/King Street to Barons Court, West London College and LAMDA, better anchoring these education institutions with the town centre.





Podium Gardens behind 245 Hammersmith Road

## Key Interventions

- 1 Encouraging the refurbishment and redevelopment of existing commercial blocks to provide **new high quality commercial and mixed use development** including offices, residential visitor accommodation, leisure and community uses, and residential (if appropriate)
- 2 **Creating new internal links through blocks to provide quieter routes and public spaces** away from main roads, providing links between the Broadway, the new podium behind 245 Hammersmith Road and between the Ark and the BP petrol station to the south of Talgarth Road
- 3 **Creating an urban boulevard** on Talgarth Road above the flyunder that provides healthy and comfortable east-west connections
- 4 Ensuring that existing and new buildings forming the Talgarth Road corridor **create a visually interesting and positive composition of building forms** in the context of the Ark to create a gateway to the town centre from the east
- 5 **Protecting heritage and strengthen the character and identity of the area** by respecting the setting of historic buildings on Hammersmith Road

## Key site - 3 Shortlands/Novotel/Metro Building



245 Hammersmith Road



3 Shortlands

The block formed by the existing 245 Hammersmith Road, 3 Shortlands, Novotel and Metro Building developments provide a key opportunity to secure new density mixed-use development. Recent development of 245 Hammersmith Road has introduced high-quality office floorspace and new podium public space.

Comprehensive redevelopment of these sites could include:

- Introduction of new mixed-use development including employment, leisure and residential uses
- New permeable links, public space and public realm improvements
- Additional space for affordable and flexible workspace for SME's
- Housing development, including genuinely affordable housing

### Indicative development parameters

- Tall buildings of around 10 – 23 storeys may be achievable; subject to consideration of townscape context and historic assets

## Key site - 161 Talgarth Road/Petrol Filling Station



161 Talgarth Road - Under Construction

The 161 Talgarth Road/Petrol Filling Station sites, currently serve as an island site. There is an opportunity to better integrate these sites within the town centre and The Ark/LAMDA developments .

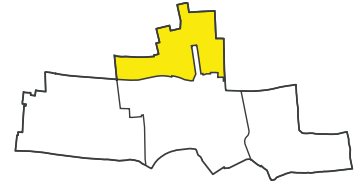
- Introduction of new mixed-use development including employment, leisure and residential uses
- New permeable links, public space and public realm improvements

### Indicative development parameters

- Tall buildings of around 10 – 22 storeys may be achievable; subject to consideration of townscape context and historic assets.



# Northern Quarter



## Existing Townscape

Primarily commercial in nature but including mix of civic, commercial and residential uses. The railway tracks separate the area into two, creating a significant barrier to movement, between Hammersmith Broadway and Lyric Square.

The central area around Beadon Road/Hammersmith Grove, consists of large scale post-war commercial buildings contrasting with the Victorian terraces to the north/west. Recent redevelopment of commercial buildings have introduced taller buildings.



Plan of Northern Quarter ■ Listed Buildings ■ Buildings of Merit

The east includes Shepherds Bush Road, a key link to the commercial and entertainment centres of Shepherds Bush and White City. The buildings are of a consistent scale and style from the 19-20th century that defines the area's character. Historic buildings along this road including the Carnegie Central Library (Grade II Listed), Hammersmith Police Station and the Old Fire Station.

The Western area consists of a new residential development Sovereign Court. The area has a strong contextual relationship with Bradmore Conservation Area characterised by Victorian terraces, historic schools and churches.



Sovereign Court



Hammersmith fire station



12 Hammersmith Grove



Brook House Hotel

## Future Vision

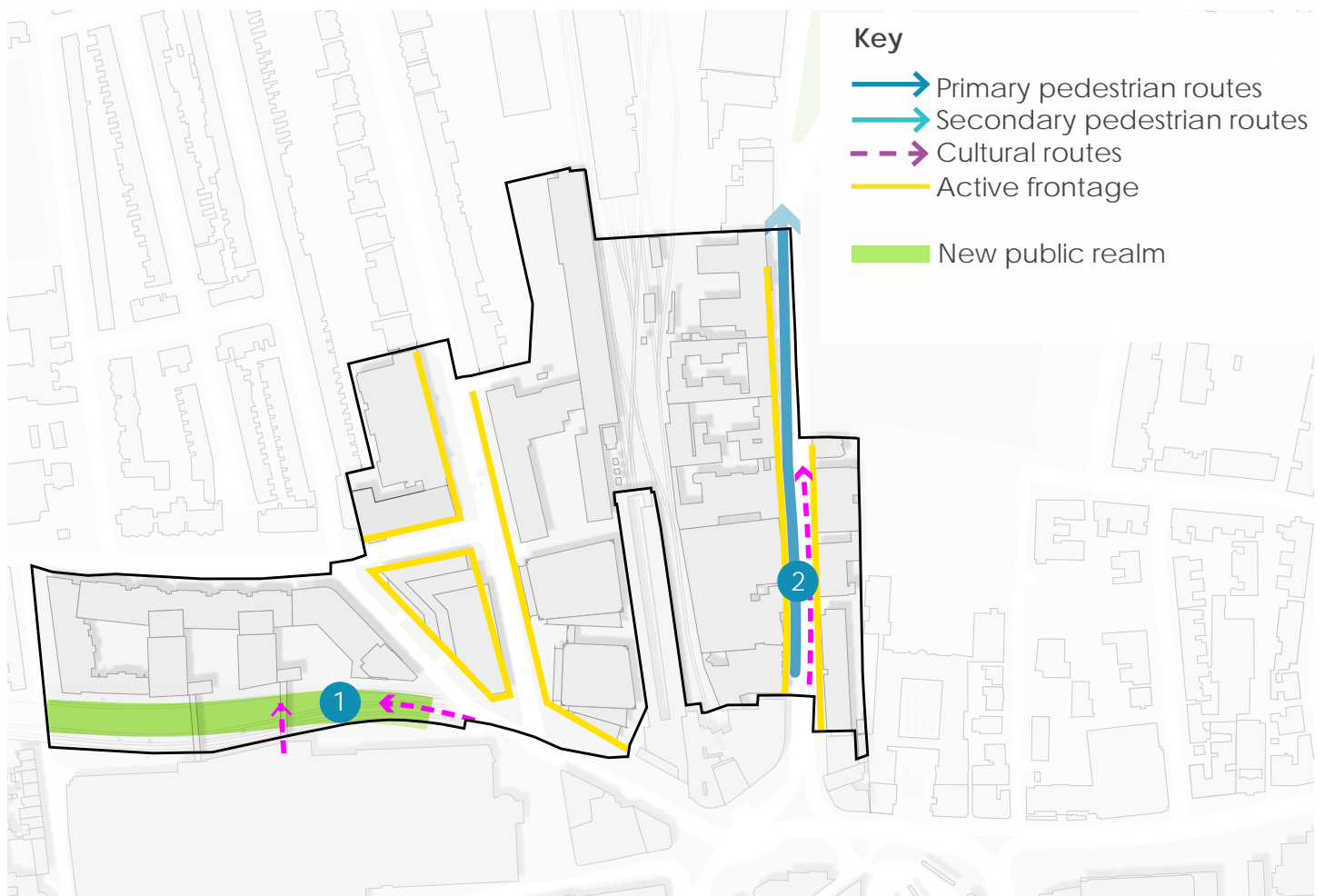
The area to the north of the Broadway moderates between the vibrancy and diversity of the historic town centre and Hammersmith's residential neighbourhoods to the north.

The area also provides the main route to the important nearby centres of activity in Shepherd's Bush, Westfield and White City with major cultural, shopping and entertainment venues.

Recent developments within this area, have brought forward high density schemes with a mix of commercial and residential uses.

Future development within the area, should look to complement the positive design features of these developments; providing well-defined links with Lyric Square and the Broadway Centre will be a priority, alongside strengthening connections towards Shepherd's Bush.

Consideration of traffic management within Beadon Road, Glenthorne Rd and King Street will enable active travel.





Visualisation of a the 'Hammersmith High-line



New York - High-Line

## Key Interventions

- 1 Reactivating the disused railway viaduct to create the 'Hammersmith High-line', a linear park and green link to improve east-west connectivity from the arches to Beadon Road and with Livat Centre
- 2 Encouraging active **ground floor frontages** and improvements to the design of shopfronts and public realm along Shepherds Bush Road as the main connection to Shepherds Bush and White City



## Key site - Triangle



Triangle site benefits from extant planning consent

The Triangle site occupies a prominent location when entering Hammersmith from the Hammersmith and City Line station. The site benefits from an extant planning permission for an office-led development.

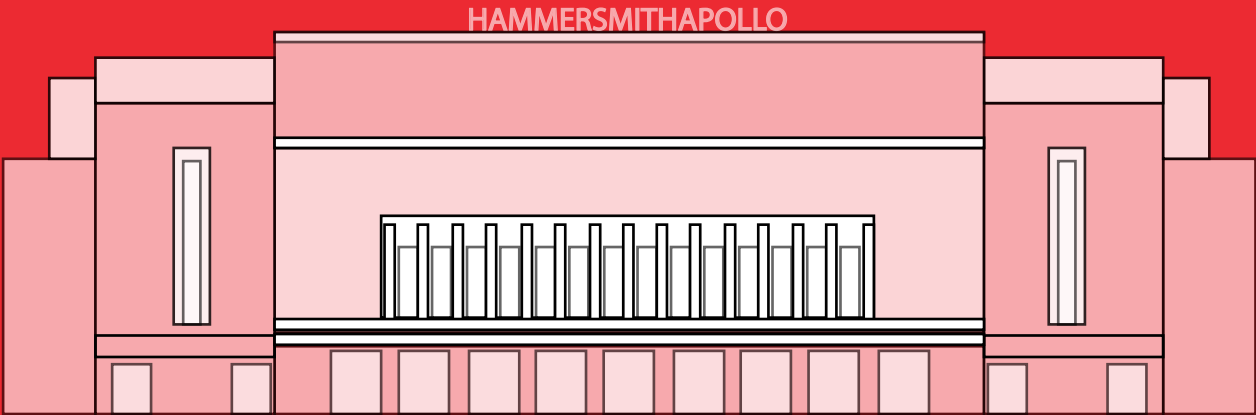
Redevelopment of the site could include:

- Providing a complementary offer to the recently completed 10/12 Hammersmith Grove office-led development; including affordable and flexible workspace for SME's
- Considering options to improve the relationship of the site with public realm and key spaces including Lyric Square

### **Indicative development parameters**

- Tall buildings of around 8 – 14 storeys may be achievable; subject to consideration of townscape context and historic assets

# DEVELOPER GUIDANCE



# Developer Guidance

In order to assist the development of high-quality development schemes and enabling the achievement of the spatial framework principles for Hammersmith, the following design guidance has been prepared. This guidance seeks to supplement existing policies and strategies for the Regeneration Area providing guidance relating to several key development parameters.

This guidance is not exhaustive and is intended to assist developers to gain an additional understanding of the important elements which should be considered from the outset of developing proposal schemes for individual sites.

Early engagement should be sought with the planning service to gain specific feedback upon emerging proposals.

## H1 - Sustainable Placemaking

Developments must be designed to reduce carbon emissions, to improve the micro-climate and maximise urban greening. Assisting delivery of net zero carbon, new development sites within Hammersmith Town centre should realise benefits from both their situation and orientation to exploit opportunities for natural ventilation and heating, minimising daily energy use.

New developments will need to adopt the highest possible climate standards to support the achievement of net-zero carbon emissions and be designed to be well-adapted for a changing climate, as well as meeting mandatory biodiversity net gain of at least 10% and utilise the urban greening factor for to maximise increases in biodiversity.

Use of innovative, modern construction methods and sustainable materials throughout the construction cycle will be supported to promote the circular economy.

Transformation of transport infrastructure, including the flyover/gyratory system alongside new and enhanced public spaces, will provide significant opportunities to improve air quality and health outcomes across the town centre.

Alongside these interventions, new development proposals should consider wider opportunities to provide public benefits including urban greening, promotion of sustainable transport/freight and increasing biodiversity. They will also need to make sure that important resources such as water are conserved by integrating water efficiency measures and recycling facilities are provided to help minimise the generation of waste and maximising recycling.



## A. Climate Change and Sustainability

Leading the way, tackling the climate change agenda, our aim is to be the greenest borough in the country; with net zero carbon emissions by 2030. Issues such as air quality and CO<sub>2</sub> emissions, flooding, overheating and drought are current/future challenges across Hammersmith town centre. These issues are key barriers to achieving these goals and ensure our communities and visitors are able to fully enjoy and use the town centre.

Resident-led commissions on air quality and biodiversity have been established, alongside a Climate and Ecological Emergency Commission to assist with recommendations to achieve significant improvements. The Council has adopted a Climate and Ecological Strategy (2021) and Climate Change SPD (2023) the themes of which underpin this SPD.

Renewing the public realm and streets to improve air quality and provide more comfortable, greener routes to promote walking and cycling will be a priority, alongside inclusive wayfinding. Particular areas of focus for improvements to air quality and the public realm, will be focussed around the A4, hammersmith gyratory and King Street.



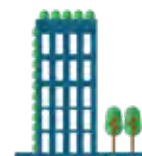
New and enhanced public spaces and routes will be complemented by buildings sensitively designed to reduce their potential impacts upon microclimate including managing wind tunnelling, air pollution, noise and overshadowing, whilst also encouraging improved residential quality whilst also encouraging improved access to natural daylight/sunlight and provision of appropriate private external areas of amenity away from areas of poor air quality/ noise.



Buildings should be energy and resource efficient during construction and throughout their lifespan and be able to adapt to different uses/ technical requirements. The need for heating and cooling should be minimised to reduce associated carbon emissions, and to free up roof level spaces for amenity and green infrastructure.

Development should follow the London Plan Energy Hierarchy of being 'lean, clean and green' minimising energy demand, using local energy sources, (where available) and

maximising the generation and use of renewable energy on-site.



It is expected that urban greening, including living walls and deciduous tree cover will be incorporated into buildings, spaces and routes to create a green network that reduces local flood risk and provides a net gain in biodiversity, cooling, air quality and amenity value to communities. As part of this approach, provision of new/ enhanced enabling links into the existing London ecological network of parks, waterways the river and introduction of SUDs measures will be encouraged.

Development proposals should also consider servicing, including waste management, deliveries and impacts upon freight distribution at an early stage of their design; to ensure that these functions reduce air pollution/noise and support use of ultra-low emission freight vehicles.

Addressing these considerations early in the design process will create a more comfortable pedestrian environment and will make Hammersmith more a liveable and enjoyable place.

## B. Supporting Appropriate Density

### H2 - Tall Buildings

Tall buildings can be incorporated into new developments where they assist in enhancing the quality of the environment particularly by providing new public realm, public access to other amenity spaces; alongside promoting legible routes and visual interest.

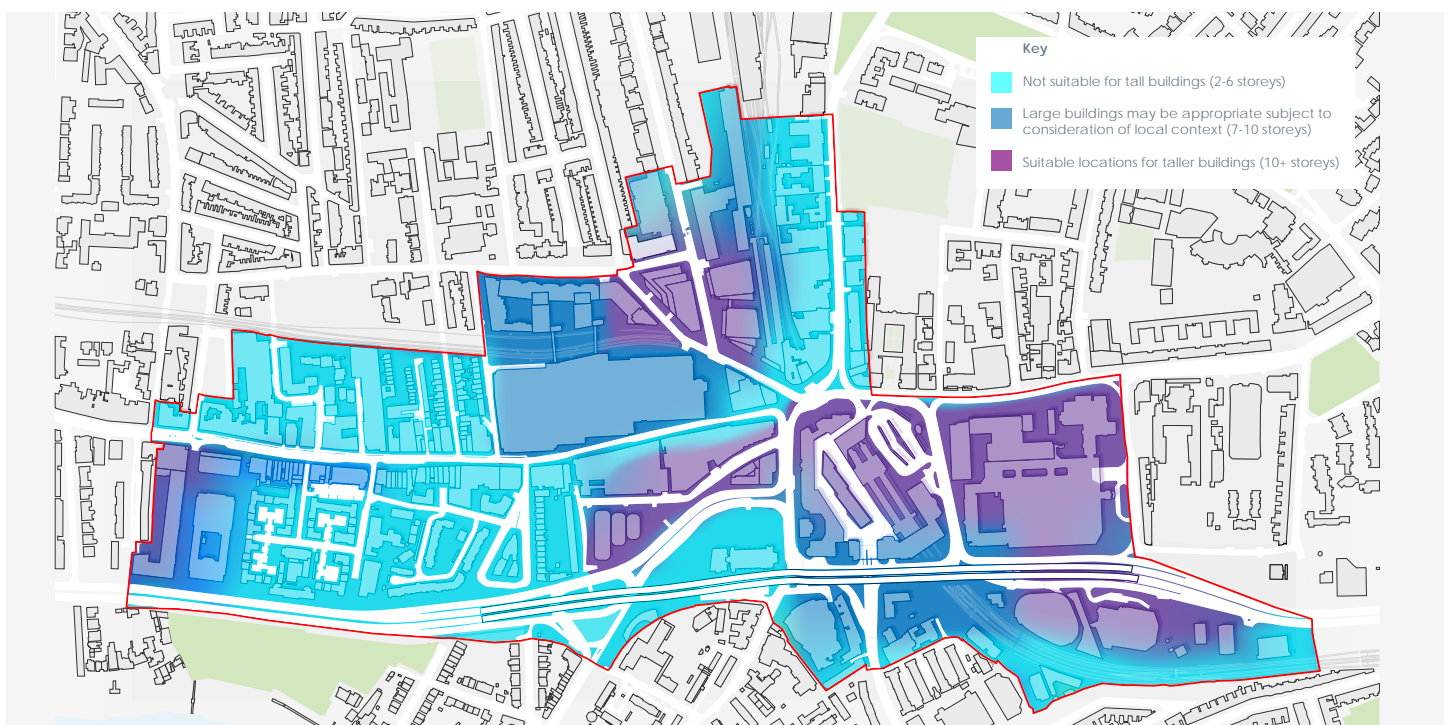
Locations and design of tall buildings should be carefully considered to respect existing parks and squares, the existing townscape and historical context, important local and river views and the skyline of the town centre.

The gradient map below provides an overarching strategy approach to guide development of tall buildings in Hammersmith.

Within the King Street and Northern Fringe areas, new buildings should generally be designed to respect the existing townscape context and key heritage assets. The scale of any large/tall building should be carefully considered within this fine-grain context.

Tall buildings of a more significant scale may be appropriate within the Hammersmith Broadway and Eastern Fringe areas. As part of more comprehensive development proposals, tall buildings of a 10+ storeys (+30m) may be achievable.

In these instances, any new tall building should be supported by the provision of new public spaces with comfortable micro-climatic conditions, active ground floor uses and the highest architectural quality.



Illustrative gradient-map of location suitability for tall buildings updated

The Hammersmith and Fulham Local Plan (2018) identifies the Hammersmith town centre as an area within which tall buildings may be appropriate. Policy DC3 of Local Plan and Policy D9 of the London Plan (2021), identify a series of key criteria for the assessment of proposals for tall buildings.

This SPD seeks to supplement these policies, providing additional guidance upon those areas where tall buildings may be considered acceptable; alongside a suggestion of the potential scale which such developments may achieve.

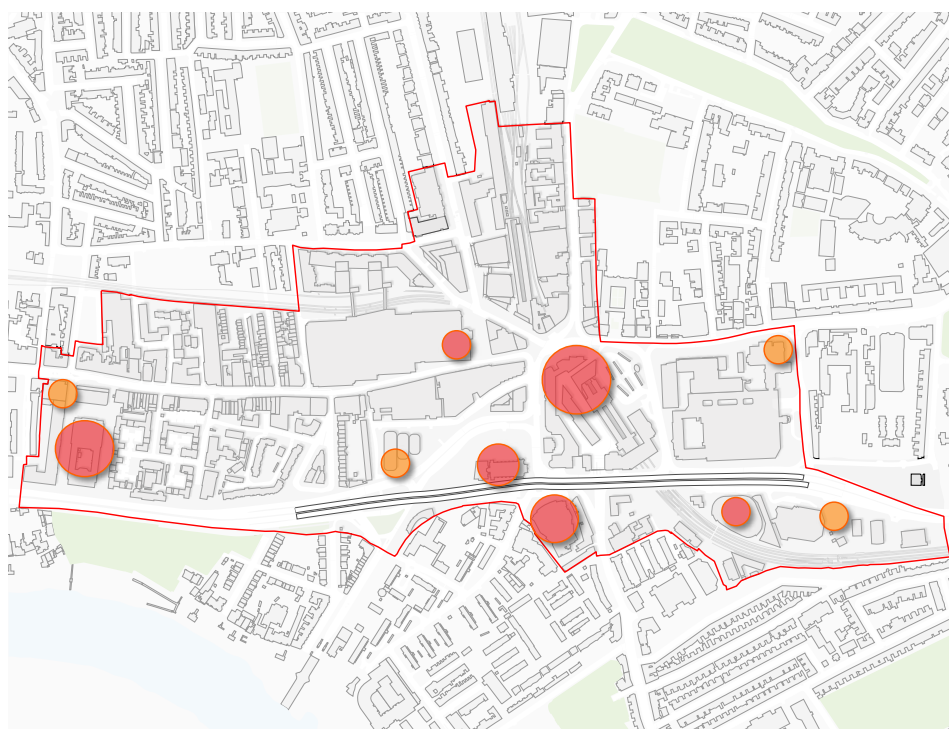
Notwithstanding this guidance, proposal schemes will need to robustly demonstrate that any tall building would not have a disruptive and harmful impact upon the skyline and views of key heritage assets.

### H3 - Landmarks and Gateways

Transformation of the town centre provides opportunities to improve the legibility of Hammersmith overall, utilising new developments and improved view corridors to encourage wayfinding to new and enhanced public spaces, cultural/civic/leisure facilities and public transport interchanges.

Creation of landmark/gateway buildings would be encouraged through detailed consideration of the scale and/or architectural language of any proposal.

Development proposals should also seek to reinforce the role and legibility of existing landmarks and historic assets, improving views and connections to these assets.



Map of indicative locations for key landmark/gateway buildings



St Paul's Church, the Lyric theatre and Hammersmith Broadway currently act as key landmarks within the town centre. However new development should be encouraged to promote additional wayfinding and markers to new public spaces and key uses throughout the town centre to enhance the pedestrian experience overall. On-going developments including the Civic Campus and Landmark House are already serving to reinforce this principle.

#### H4 - View management

Development proposals within the town centre will need to consider their impacts upon the existing townscape.

A series of key short, medium and long-range views which should be considered; alongside more detailed townscape/streetscene considerations in establishing massing principles for development proposals.

Proposals which are considered to have a disruptive and harmful impact on the skyline will not be supported.

Development proposals should include relevant assessment of the townscape and visual impact upon the character of Hammersmith Town Centre. The views presented in the illustration below are not exhaustive. Further views may require testing, in order to inform the assessment of individual proposals.



Map showing view locations

## C. Architectural Excellence

### H5 - High-quality Architecture

New development should create a positive and respectful response to existing heritage assets within Hammersmith. Proposals should also assist in transforming and replacing less successful buildings with high-quality, sustainable developments. Cumulatively, development should assist in re-stitch the town centre back together, enhancing existing positive townscape and creating a better place overall.

Many of the locations promoted for development have the opportunity to provide iconic, landmark buildings which will celebrate the role and identity of Hammersmith as the heart of West London.

Hammersmith has a rich character of historic buildings with a wide variety of heritage assets including St Paul's Church, Hammersmith Town Hall and Hammersmith Apollo as notable examples of key historic buildings within the town centre.

More recently periods of growth within the town centre have resulted in relatively poor-quality architecture. Renewal of the town centre should be focussed to replace these developments with more active, attractive buildings which make a positive contribution to the town centre; creating well defined, legible and attractive streetscapes.



Neo Bankside - RSH-P



One Bishopsgate Plaza - PLP



The Hoxton Southwark - LSD



4 Pancras Square - Eric Parry

## D. Diversifying and Promoting New Uses

### H6 - Mix of Uses

Throughout the Regeneration Area increased diversity in the range of uses being provided will be encouraged to maximise opportunities for businesses and communities to thrive and grow.

Building on the strong retail and employment base provided within Hammersmith, new workspaces will be encouraged which support SMEs and independents to access affordable floorspace and frontages across the town centre.

We will also seek to increase the amount of housing and affordable housing to create a more diverse and vibrant town centre.

### Retail uses

The enhancement of the central and eastern extent of King Street as the focus of a consolidated retail use will be encouraged, as will upgrading the retail offer provided by the small and independent traders on the western part of King Street. Whilst other retail uses may be supported within the town centre area, (within a redesigned Hammersmith Broadway), the scale and offer of use should seek to complement the retail offer along King Street and not seek to compete with it.

Meanwhile, temporary and pop-up retail uses will also be supported, particularly in vacant premises.

### Office/workspace uses

New and improved office accommodation will be supported to continue the role of the town centre as strategic office location and deliver 10,000 jobs by 2035.

We have recently adopted our Affordable Workspace Supplementary Planning Guidance (SPD) to help deliver affordable workspace particularly for small local businesses, start-ups and not-for-profit sector. The SPD and accompanying evidence should improve implementation and delivery of policy objectives which reflect the Council's vision to see a stronger local economy that provides training and job opportunities for local people; and securing and promoting employment.



H&M - Hammersmith



Co-working Space



## Supporting the Evening Economy

Uses which enrich the evening economy will be supported with due regard to relevant Local Plan policies. Uses which seek to enliven key cultural routes to strengthen connections between existing cultural/arts/leisure uses and areas of public space will be encouraged.

## Restaurant and cafe uses

Diversification of the cafe and restaurant offer within the town centre will be encouraged, particularly where such uses promote activation of new/enhanced public spaces and key routes through provision of active frontages and external café culture.

Hours of operation, management and servicing of these uses will be carefully considered.

## Cultural/Arts/Leisure and Community uses

Hammersmith is already served by a range of cultural/arts /leisure and community uses. Uses which seek to retain, enhance or complement these uses will be supported particularly to support the development of cultural routes/connections.

Re-purposing areas of underused space, such as railway arches to provide additional facilities will also be encouraged as well as supporting the temporary use of buildings and vacant premises for temporary uses and pop-up events such as exhibitions, creative workshops and local markets

Whilst promoting the important arts/culture and leisure role of the centre, the council will seek to ensure that any adverse impact that some uses can have on local residents, such as anti-social behaviour and noise is minimised.



Renovated Railway Arches - White city



Maltby Street Market



## Residential uses

Intensification of residential uses on appropriate sites within the town centre will be encouraged, particularly as part of any new mixed-use developments and as part of proposals which seek to make more efficient use of both unused or underused areas above ground floor level. All new housing developments must provide adequate amenity space for residents including courtyards, balconies, roof gardens and communal gardens.

Within the town centre regeneration area there is an expectation to deliver 2,800 homes across a mix of tenures and typologies including accessible and adaptable homes. The council expects 50% of new homes to be genuinely affordable.

## Defend Council Homes

In January 2021, the Council adopted a policy to defend its own council housing stock. This policy will apply to all Council housing within the SPD area including:

- Ashcroft Square
- Riverside Gardens
- Aspen Gardens

It is not currently expected that any development, beyond repairs and maintenance will take place within any of the estates within the SPD area.

The defend council homes policy shall only apply, and come into operation when there is a Redevelopment Proposal.

## Visitor accommodation uses

Provision of new visitor accommodation can assist in bringing visitors and footfall into the town centre, complementing other town centre uses such as cultural/ arts/leisure facilities. New visitor accommodation should add to the existing offer, providing a mix in quality and value offered.

Any new visitor accommodation should also provide floorspace and ancillary functions which are inclusive of use by the general public; this may include provision of affordable shared workspace, conferencing/ meeting spaces and gyms, restaurants etc.



Landmark House



Dorset Hotel - Shepherds Bush

## Social and Community Infrastructure

Development (particularly residential) will also need to be supported by improvements to social and community infrastructure in the local area including schools, health and community space which will be secured via s106 obligations and/or CIL contributions.

## Betting Shops, Pawnbrokers, Payday Loan Shops and Hot Food Takeaway use

Applications for new betting shops, pawnbrokers, payday loan shops and hot food takeaway uses will be carefully considered. Generally, the concentration and clustering of these uses will be managed to ensure that Hammersmith remains a diverse and balanced town centre location. Policy TLC6 of the Local Plan sets out a criteria-based approach against which proposals will be assessed.



Markets - Lyric Square

# E. Active and Accessible Places

## H7 - Active and accessible Hammersmith

New developments should be arranged to create well-defined, legible streetscapes and seek to encourage activity within lower floor levels to achieve a positive relationship to the public realm and to maximise opportunities to create a more accessible, safe and liveable town centre.

Proposals should seek to aid legibility and wayfinding by pedestrians throughout Hammersmith town centre.

All proposals should seek to deliver principles of inclusive and accessible design, removing barriers to access from all residents, visitors and users of the town centre.

For commercial developments this includes, providing level access at key entrances, and inclusive internal environments.

In residential developments, this includes providing accessible and adaptable dwellings and accessible communal/ circulation spaces.

## Activity at Ground Floor

New developments will be encouraged to maximise active frontages, particularly when addressing key public spaces, cultural routes and key movement corridors. In these instances, innovative and efficient use of the ground floor layout will be encouraged to promote animated frontages.

To achieve continuity and visual cohesion of public realm and routes, proposals for new developments, alongside alterations to existing developments, will be



Activated public square



Southgate public realm - Macgregor Smith Landscape



Civic Campus - Unity Square



Green Streets



encouraged to rationalise, tidy-up and screen service areas to provide the minimum required to be functional and usable for the use(s) of the building.

Where achievable, service areas should be located to less prominent/publicly visible areas. In addition, the use of consolidated freight and servicing arrangements will also be encouraged. If areas of servicing are provided, public art, landscaping and lighting will be encouraged to ensure that these areas compliment the wider public realm.

Where desirable, publicly accessible links should be provided through large sites to increase the permeability of the town centre.

**Maximising activity within public realm**

Establishment of a series of links between key cultural, art and entertainment venues will help to strengthen the relationship and identity of these uses. Links between the Apollo, Lyric Theatre and Civic Campus will be supported at local level, alongside wider links to Riverside Studios,

Shepherds Bush and Westfield/ Television Centre. Use of public art, innovative lighting and signage/wayfinding between these venues.

An enhanced programme of markets and outdoor events throughout new and enhanced areas of public space – working with local communities and Hammersmith BID to promote early consideration of functional requirements to ensure that spaces can be used to the maximum of their potential.



120 Fenchurch street rooftop



TV Centre - Active spaces



Aldgate Square - Gillespies



Terraces - Stafson



New Ludgate - Gustafson



New public spaces should be designed to facilitate additional programmes of use from the outset, including provision of relevant servicing and electricity supply. Early engagement with key providers/third-party groups will be required to establish the programming/functional requirements of public spaces.

### **Improving the existing street environment**

Complementing transformative improvements to the public realm, there will be support for new/existing developments to contribute towards the upgrade of the street environment.

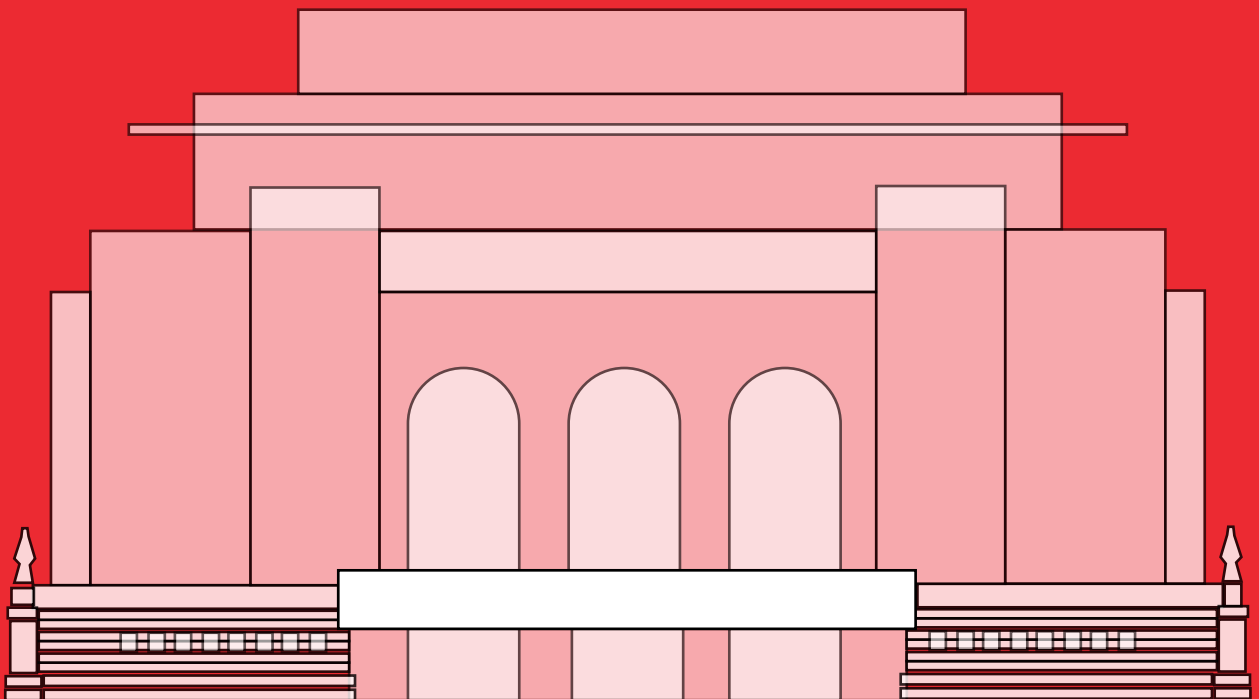
Opportunities to set-back frontages and provide more generosity to space for pedestrian movement/café culture will be supported. Rationalisation and transformation of service/back-of-house areas; alongside removal of street clutter will also be encouraged to provide inclusive access to the town centre.

Public roof-top access  
Hammersmith has a range of fantastic panoramic views across London; new developments, particularly tall buildings should maximise opportunities for the wider community to access views through the provision of active roof-top uses. Public access to these spaces will be secured through s106 commitments.

Development proposals should seek to contribute towards improved wayfinding and legibility across the public realm of Hammersmith town centre, considering the range of needs which should be designed into spaces - see also GLA's Safety in Public Spaces: Women, Girls and Diverse People and the Mayor's strategy to eliminate Violence Against Women and Girls (VAWG).

Consideration should also be given to secured by design standards – see Secured by design SBD and Crime Prevention through Environmental Design (CPTED).

# DELIVERY



# Delivery and Implementation

The SPD sets out a vision for the regeneration of Hammersmith up to 2035. It provides the opportunity to implement a comprehensive approach to redevelopment within the regeneration area whilst ensuring that key infrastructure is in place to support the growth in homes and jobs targets for Hammersmith identified in the Local Plan. Developer interest in the area remains strong and a coordinated approach ensures key objectives can be delivered by different landowners that will collectively transform the area.

To be effective however, there needs to be a clear understanding of how projects and initiatives could be delivered, who would be involved and how they might be funded. There also needs to be an assessment of the infrastructure required to support the vision and key interventions identified in this SPD.

### **Delivery Partners**

Although the council will take a leading role in facilitating delivery of the vision and objectives for Hammersmith identified in this SPD, support will be needed from a range of other stakeholders, delivery bodies and agencies (both public and private) who will also have a role in funding, enabling and delivery.

### **Landowners**

This includes The Council, TfL and private bodies

Are expected to engage and bring forward proposals which will deliver upon the vision for Hammersmith within the SPD.

### **Delivery Bodies**

This includes The Government, GLA and other bodies

Will be engaged to deliver funding and resources to enable delivery and the advancement of key infrastructure projects.

### **Stakeholders**

This includes Hammersmith BID, businesses and local residents

Will be engaged to support, enable and co-produce delivery of the vision for Hammersmith within the SPD.

### **Funding**

The funding of projects and interventions identified in this SPD are expected to be funded by a combination of public/private investment, including:

- Planning Obligations-CIL/S106
- Developer
- TfL
- GLA/Government grants-HIF, LEP & Future High Streets funding
- Council capital funding



## Planning Obligations- S106 & CIL

It is likely that the majority of infrastructure will be funded by developer contributions in the form of planning obligations. The Council will seek planning obligations under S106 of The Town and Country Planning Act 1990 to assist in funding infrastructure and other improvements and to ensure developments can meet other policy requirements.

Planning obligations are likely to include the items set out below but this is not an exhaustive list and other matters may also need to be covered on consideration of each planning application:

- Direct delivery by the developer- add/amend
- Public realm improvements
- Heritage
- Education contributions (for any residential development)
- S278 for offsite works/ contributions
- TfL Active Travel/Healthy Streets measures

- Construction traffic
- Travel plan (and monitoring fees)
- Safeguard public rights of way
- 50% affordable housing provision: Our expectation will be that all will be delivered on site and accord with the Local Plan
- Employment and Skills
- Affordable workspace
- Community space & facilities including public access arrangements
- Open space including management, access and maintenance arrangements
- Carbon off-set payments
- Other site specific requirements

Planning obligation contributions will be considered on a case by case basis in relation to every planning application received relating to the regeneration area defined in this SPD and will be applicable to all development proposed.

Contributions will be assessed in proportion to the size and impact of the development, viability relating to the development (which will be independently assessed as part of the development process), the cost of infrastructure works, alongside land ownership (this is not an exhaustive list and other considerations may arise as part of a planning application).

The Council also introduced its Community Infrastructure Levy (CIL) in 2015. The levy is applied to certain types of new developments based on floor area and the funds received are used to help pay for a range of infrastructure improvements which the Council identifies in its Infrastructure Plan.

CIL will be applied to all relevant proposals coming forward in the regeneration area. It should be noted that any sums due are non-negotiable. The Hammersmith Regeneration Area falls with two CIL charging zones, Central A (Hammersmith Town Centre) and Central B. Further details are available on the Council's website.

The council will also expect developers to submit a detailed viability assessment to enable an effective negotiation on the maximum reasonable amount of affordable housing including quantity and mix that can be achieved and the appropriate amount of contributions towards infrastructure. If appropriate the council will also require viability reviews at stages in the development period to establish the scope for increasing the amount of affordable housing or infrastructure contributions if future market conditions improve.

## Co-Production and Engagement

The Council prides itself on doing things with our residents, not to them. In considering the delivery of the range of objectives for the town centre, there will be a strong expectation to co-produce strategies, projects and development schemes with our residents, community groups and key stakeholders from the outset.

For developers, this means bringing forward early engagement in relation to emerging proposals from the early stages of pre-application discussions to ensure that the views of these groups help to shape and inform proposals and build shared prosperity throughout the borough.

### Key Example - Hammersmith Civic Campus

From the outset of developing this project, the Council established a working party, of key community and stakeholder representatives to help shape and inform the design approach to this important site.

The working party have helped to support the project to gain planning consent and are currently engaged to support on-site delivery.

## Next Steps - 0-5 Years (Short Term)

- Publish the draft SPD for public consultation and engage with landowners, developers, key stakeholders, residents/ community groups and businesses
- Engage with TfL and the GLA to put together a business case for the flyunder, setting out major benefits and opportunities
- Proactively seek external funding for the flyunder and submit bids for government and/or GLA funding where appropriate/available
- Engage and work with TfL to investigate options to reconfigure key roads and junctions to alleviate traffic dominance and improve the public realm including reconfiguration of the gyratory and King Street
- Engage and work with TfL to discuss opportunities for mixed use redevelopment of the Broadway site and potential for over station development of the Hammersmith & City Line Station
- Work closely with developers, landowners, local residents/groups, businesses and key stakeholders to bring forward successful planning applications for key sites currently in advance pre-application discussions
- Develop an effective town centre management plan, including engagement with the Hammersmith BID
- Develop a detailed delivery and infrastructure plan for the town centre, identifying key projects, funding and phasing
- Prepare detailed guidance for shopfront and signage design in the town centre

# Transforming our Town Centre

Like many other town centres across London, Hammersmith has a range of opportunities to meet the challenges of the post-pandemic world. The Council is committed to supporting the long-term economic resilience of the town centre, given the shift in the role of the high street, uncertainty for office space demand, growth of online retail, and the growing role of high streets as destinations with distinct identities.

Building inclusive spaces and growth is key to our Industrial Strategy. Enabling Hammersmith to regain its role as the heart of West London will require focus on creating a safe, accessible and welcoming environment.

We will assist in providing capacity for retailing, commercial uses alongside leisure/cultural activities to grow and flourish; whilst enabling creation of new high-quality job and training opportunities for our residents.

## Community Capacity Building

We will work with key stakeholders, including businesses, community groups and Hammersmith BID to ensure that early engagement and partnership approaches help to inform our approach, build capacity, and foster resilience.

## Future-Proofing the Economy

Supporting the delivery of our Industrial Strategy and enabling Hammersmith to thrive. In the short-term we will work to:

- Capture opportunities from businesses moving out of Central London and into Hammersmith
- Promote activity to support affordable workspace for high-growth sectors
- Provide affordable space for start-up and new enterprises
- Recovery through creating new employment and skills opportunities in resilient and sustainable sectors
- Programming events and leisure activities which drive footfall and use of the town centre throughout the day and within the evening/night-time hours
- Creating strong links between the Lyric theatre, Civic Campus and Apollo to enable recovery and development of the cultural economy

## Delivering new/enhanced public realm and green spaces

Ahead of delivering upon our longer-term ambitions of the SPD, to create new and improved public spaces. Meantime and interim projects will be developed to provide businesses, local residents and visitors improved access to public space throughout the town centre.

### A Civic Campus

Implementation of the Civic Campus development is well underway, this includes the provision of a new public square and landscaping to provide a much-needed anchor to the western extent of the town centre.

*Estimated Completion – 2024*

### B Lyric Square

Lyric Square is the main public square within Hammersmith and is a highly successful space. In short-term we will look to review this space and secure appropriate enhancements to enliven this to enable additional programming of events/uses.

*Implementation – 1 – 3 years*

### C King Street

We will bring forward semi-permanent measure to replace Covid temporary measures to support improved cycle access and wider use of the public realm by pedestrians; including links to Ravenscourt Station. Alongside these changes, we will also develop a long-term vision for the public realm.

Promotion of active travel will be developed through traffic modelling of Beadon Rd, Glenthorne Road and King Steet.

*Implementation – 1-3 years*

### D Hammersmith Gyratory

Work to bring forward interim works to the northern extent of the gyratory to create additional cycle connectivity have recently been completed.

The Council will develop a permanent concept in collaboration with TfL.

*Implementation – 3+ years*

### E A4/Flyover

Work with TfL to explore and bring forward short-term improvements to the A4 including the potential to reduce traffic speeds, introduce at grade pedestrian crossing/upgrade of subways and new cycle routes. Work to bring forward improvements to areas under the flyover, encouraging urban greening and creation of pocket parks.

*Implementation 1 - 3+ years*





**Spatial Planning Team**

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