

Local Plan Regulation 18

London Borough of Hammersmith and Fulham
October 2025



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Introduction

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INTRODUCTION

Hammersmith and Fulham Council is updating its Local Plan. The current Local Plan was adopted in February 2018 and covers the period 2018- 2035. The new Local Plan will cover the period up to 2042. This first iteration of the Local Plan has been prepared in accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

What is a Local Plan?

The Local Plan is the council's most important planning document used to shape, plan and manage sustainable and inclusive development and growth across the borough over a 15-year period. It responds to the challenges and opportunities in the borough, taking account of up-to-date evidence base studies. The Local Plan is the tool to coordinate and direct investment in a way that meets local objectives; positively shape our neighbourhoods and provide a spatial dimension for the borough's ambitions. A key part of the plan-making process for the new Local Plan is to ensure that residents, stakeholders, and the wider community are consulted and given the opportunity to provide responses.

The local plan sets planning policies, allocates sites for development and is used to make decisions on planning applications. It includes matters such as the amount and

locations of new housing and employment development, protection and improvement of open areas, provision of new infrastructure, improvement of town centres and community facilities, and management of waste.

The Local Plan sets out the council's vision for the borough until 2042 addressing the objectives contained in council strategies such as Upstream London, the Housing Strategy and the Climate Strategy. This includes placing more people in genuinely affordable homes and creating centres of innovation, a skilled workforce and growing businesses and jobs which provide opportunities for local people. The Local Plan also highlights the strategic objectives for the borough, focusing on the key planning issues to be addressed, and includes a delivery strategy for achieving these objectives.

Key Stages in the Local Plan review process

Following this regulation 18 consultation, the Council will make changes to the Plan, where appropriate, and will then publish the Regulation 19 version of the Plan that it intends to submit to the Secretary of State for Examination. An Examination in Public will then be undertaken by an independent Inspector appointed by the Secretary of State before it can be adopted by the Council. The flow chart below shows the key stages of the Local Plan process.

Key Stages of the Local Plan process



National Policy and the London Plan

The Local Plan has been prepared within the context of a hierarchical framework of planning legislation and policy for England. At the top of the hierarchy are a number of planning related Acts of Parliament and Statutory Instruments, the National Planning Policy Framework 2023 (NPPF) which sets out Government's planning policies for England and how these should be applied. Local authorities must take the NPPF into account when preparing Local Plans. This means in practical terms that the Council should follow national policy unless there is local evidence and circumstances that would justify a different approach.

Below national policy sits the London Plan, which is prepared by the Mayor of London. The Greater London Authority (GLA) Act 1999 requires the Local Plan to be in 'general conformity' with the London Plan. This means that the Local Plan should be in line with the London Plan 2021, unless there is local evidence and circumstances that would justify a different approach. The London Plan forms part of the development plan for the borough and provides the spatial development strategy for Greater London. National and London policy is continually being produced and updated. As new policies emerge, the Local Plan will need to take account of them.

Integrated Impact Assessment (including Sustainability Appraisal)

Integrated Impact Assessment (IIA) is a mechanism for assessing and communicating the likely effects of an emerging plan, and reasonable alternatives, with a view to achieving sustainable development. IIA fulfils the requirements for Strategic Environmental Assessment (SEA) and discharges the duties for Equality Impact Assessment (EqIA) and Health Impact Assessment (HIA). The aim of the IIA will be to inform plan-making both directly (i.e. through structured, systematic, and evidence-based analysis), and indirectly (through providing stakeholders with information on potential plan impacts and so facilitating effective consultation). The use of an IIA approach will help ensure consistency in the development and evaluation of the Local Plan and is considered best practice. Undertaken through an SEA-led methodology, the IIA will incorporate an HIA and EqIA. In addition, a parallel Habitats Regulations Assessment (HRA) process will be undertaken.

Evidence to support the Local Plan

The policies in the Local Plan need to reflect up-to-date and relevant evidence about the social, economic and environmental characteristics and prospects of the borough and must meet identified needs in accordance with the

National Planning Policy Framework (NPPF). The Council has collected a wide range of information and commissioned studies to support and inform the new Plan, including studies on housing need, employment land, retail floorspace, affordable workspace viability, student accommodation and visitor accommodation.

Site allocations

The Local Plan includes a number of site allocation policies. The policies set out the Council's proposed approach to the development of the allocated sites to ensure that they deliver the objectives of this Local Plan and meet the needs of the local community. Each site allocation policy responds to local and site-specific issues and opportunities. However, all the site allocation policies are structured in the same way, setting out: site details; allocated use; indicative capacity; context; development and design principles; infrastructure requirements; and other considerations. Sites have been identified and allocated taking into account national policy and guidance, the London Plan and the policies in the Local Plan.

Strategic and non-strategic policies

The National Planning Policy Framework (NPPF) states that Local Plans should include strategic and non-strategic policies, and that these should be clearly distinguished. Strategic policies should set out an overall strategy for the

pattern, scale and quality of development including housing and employment uses. Non-strategic policies should be used to set out more detailed policies for specific areas, neighbourhoods, or types of development. All the policies in the Local Plan are considered to be strategic policies, with the exception of the following, which are considered to be non-strategic policies:

- Residential standards
- Alterations and extensions
- Replacement windows
- Basements
- Local centres
- Public Houses
- Noise and vibration
- Light pollution
- Noise

For the avoidance of doubt, all policies in the Local Plan have full statutory development plan weight and the Local Plan should be read as a whole

Hammersmith and Fulham



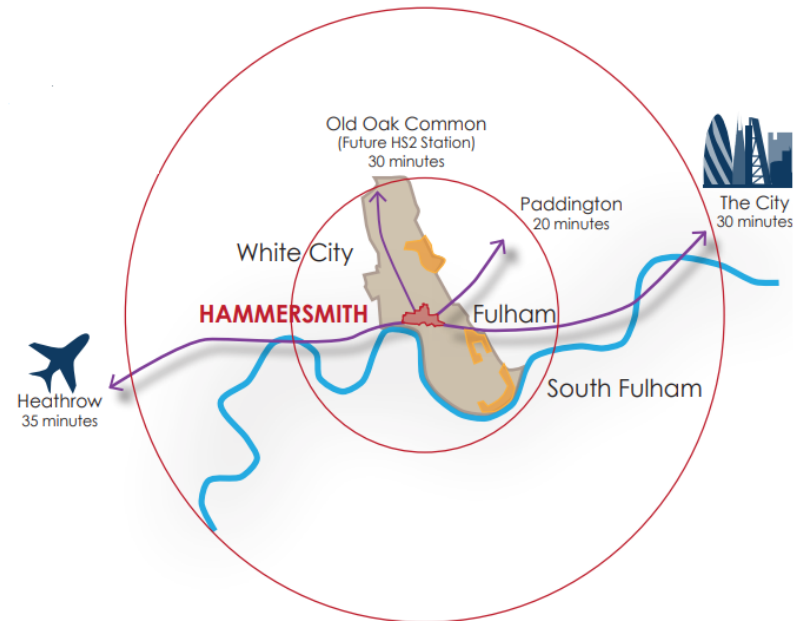
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It is important that the strategy for the future development of Hammersmith and Fulham is based on an understanding of the area as it is now, the challenges that need to be addressed and the opportunities that exist. The summary below outlines the key features of the borough and the challenges that the Local Plan seeks to address. Please note that some of the statistics in this section are from the census and other data sources which cover the whole borough, including the part of the borough within the Old Oak and Park Royal Development Corporation's (OPDC's) planning remit.

The Area

Hammersmith and Fulham is an inner London borough in a strategic location on the transport routes between the City and Heathrow. The borough is oriented north-south with most major transport links, both road and rail carrying through traffic east-west across the borough. Some of the busiest road junctions in London are in the borough at Hammersmith Broadway, Shepherd's Bush and at Savoy Circus and the borough suffers disproportionately from the effects of through-traffic. The borough benefits from a long frontage along the River Thames (7km/4½ miles) and from a section of the Grand Union Canal in the north of the borough which lies within the boundary of the Old Oak and Park Royal

Development Corporation. These waterways enhance the environment and character of the borough and provide the potential for further benefit to the borough.



It is an area of contrasts, of wealth and deprivation, and of attractive environments, many of which are protected by conservation designations and other areas that are less attractive and that need improvement. There are four designated regeneration areas which overlap with these areas, and which will transform much of the borough in the years ahead as new housing, employment and supporting infrastructure is built.

The four regeneration areas in the borough, namely White City, Hammersmith Town Centre, Fulham, and South Fulham Riverside, offer tremendous opportunities for growth, in terms of new mixed tenure private and social housing and jobs, as well as provision of supporting infrastructure. The areas are at different stages of development and will require careful management over the next 15 years or more.

Population

As of the 2021 Census, the London Borough of Hammersmith & Fulham's population was 183,157, marking a small increase of 0.4% from 182,493 in 2011. The latest mid-year ONS estimates (from 2023) for population suggest further growth has occurred in Hammersmith & Fulham in the years since the 2021 Census, rising to 186,176 (2% growth since 2021).

In 2023, the age structure of Hammersmith & Fulham shows a relatively balanced distribution across age groups, with the largest proportion of the population falling into the 25-49 age bracket at 44.0%, indicating a working-age majority. The 50-64 group makes up 16.6%, followed by children aged 0-15 at 15.2%, young adults aged 16-24 at 13.4%, and older residents aged 65 and over at 10.8%. Compared to the 2011 Census, the most notable trend is the decline in the 25-49 group by six percentage points, suggesting either a demographic shift or movement of this cohort out of the borough. In contrast, there has been significant growth in the 50-64 group (+4 points) and a smaller increase in the 65+

group (+2 points), highlighting an ageing population. Overall, the borough is experiencing a gradual demographic shift towards older age groups, which may have implications for service provision and future planning. (Source: 2021 Census).

Responding to the climate emergency

Hammersmith & Fulham is heavily invested in halting the climate emergency. The Council declared a climate and ecological emergency in July 2019, with an ambition to meet net zero carbon emissions for the borough by 2030.



A large portion of Hammersmith and Fulham lies within flood risk zones at risk from rising sea levels, and periods of both extreme rainfall and drought made more likely by rising

temperatures meaning that the lives and livelihoods of the borough's most vulnerable residents will be at risk. The borough is particularly vulnerable to high heat due to its density of buildings, and the resulting heat island effect.

Additionally, the climate emergency is closely linked with long-term ecological decline because of habitat loss. Even with extensive action now, it is recognised that current levels of greenhouse gases in the atmosphere will lead to permanent changes in the climate resulting more extreme weather events, heightened flood risk, and further challenges for the natural environment, people, and cultural heritage. The widespread and potentially devastating impacts of climate change place a responsibility on us all to minimise our carbon emissions, and this must be seen as an essential component of all development.

As Hammersmith and Fulham continues to grow, there is an increasing need for businesses, homes, health facilities, retail and leisure outlets, transport, and other supporting infrastructure, all of which can result in an adverse impact on the climate. It will be vital to the long-term sustainability of the borough, and the health, safety, and quality of life of residents, that adaptations are made to this new reality and new development is designed to deal with changes in the climate and reduce greenhouse gas emissions. Green infrastructure and nature recovery will have a role to play in this, helping to mitigate the impacts of high temperatures, reduce flood risk, and maintain biodiversity.

Transforming the borough into a beacon of global innovation

In November 2024, Hammersmith and Fulham Council published 'Upstream London' which is the second phase of the strategy to achieve economic growth across the Borough and beyond. Upstream London is focused on three pillars: 'Partnership' whereby lasting partnerships are built with organisations in the Borough, in London, nationally and internationally; 'Place' ensures that an adaptive approach to planning is taken to enable development and economic growth for the benefit of everyone; and 'Pathways' details the vision of creating pathways ensuring that the growth and opportunities generated flow through to all residents, from courses where people can learn new skills to securing jobs for the future.

The White City Innovation District, already home to major corporates such as Novartis, Synthace, and Autolus, is a hub for cutting-edge research and development, after attracting more than £1.5bn in investment from businesses. This district fosters a vibrant start-up and scale-up scene spanning diverse clinical areas, including Advanced Therapeutics, AI & Data, and HealthTech. Imperial College's White City campus further strengthens the sector with leading-edge facilities, including its Department of Bioengineering, which develops medical technologies, and the School of Public Health, renowned for

its expertise in epidemiology, clinical trials, and aging. This collaborative ecosystem of academic excellence, corporate innovation, and healthcare expertise positions Hammersmith and Fulham as a premier European cluster for Life Sciences, offering the ideal environment for growth and breakthroughs.



The strategy sets out a number of actions that have proven beneficial in supporting economic growth across the Borough. These include setting a clear mission-led strategy to grow a localised economic eco-system, with a focus on the sectors that are set to grow and that are right for the local area and taking an ‘adaptive’ approach to planning: changing planning guidelines to attract Research and Development -led

academic and public anchor institutions, while offering entrepreneurs affordable flexible start-up and scale-up space.

The Local Plan needs to provide the conditions for businesses to thrive to ensure that there is a broad range of employment opportunities and for the qualifications and skills of local people to be improved so that the levels of worklessness can be reduced. The Local Plan aims to improve and maintain the supply of employment land, allocate development sites to accommodate forecasted employment growth and to support the borough’s many smaller and younger firms and highly entrepreneurial economy to develop and remain in the borough. The Local Plan policies also need to continue to contribute to London’s world city role.

Delivering affordable homes for local people and families

The very high cost of private sector housing in the borough means that it is difficult for households on low to middle incomes to access suitable housing that they can afford in Hammersmith and Fulham. Many households cannot get suitable housing in either the private or social housing sectors and have to move out of the borough when they no longer want to share with others or need a large house. This lack of affordable homes to rent or buy for low- and middle-income households is a key challenge for the Local plan. There are

also limited desirable housing options appropriate for older people in the borough.

As of the 2021 Census, there were around 92,893 dwellings in Hammersmith & Fulham. Flats made up the largest share of the housing stock, accounting for 48%. Another 25% were converted or shared houses (such as bedsits). Terraced houses accounted for 19%, semi-detached homes for 5%, and detached houses for just 1%. Compared to both London and the rest of England, the borough has a much higher proportion of high-density housing types.



The average house price over the past 12 months in Hammersmith & Fulham is £1,129,687. The average house

prices for this period in Hammersmith & Fulham are significantly higher than London (average price is £684,309) and England (£357,891), highlighting potential affordability concerns.

The council's housing stock is relatively old and is becoming increasingly expensive to maintain to a decent standard. It is important that housing stock is maintained to a decent standard so that it meets residents' expectations, their changing needs and is resilient to the potential impacts of climate change.

Supporting our town and local centres

The main challenge in relation to the town centres – Hammersmith, Shepherd's Bush and Fulham – is the need for their continued regeneration and better utilisation of sites within the designated town centres. It will be important to ensure the continued provision of a wide range of high-quality retailing, services, arts, cultural and other leisure facilities, including those that contribute to a vibrant nighttime economy to serve residents, visitors and workers.

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

each town centre and specific policies and intervention is needed to improve these areas.



There is concern that too many independent and specialist shops and services are being displaced by retail chains and that there is little variation between the town centres.

Common challenges affecting the town centres and other centres within the shopping hierarchy to a greater or lesser extent include:

- pressure to change from shopping to other uses.
- increases in the numbers and clustering of betting shops and payday loan shops.

- too many vacant shops and premises and poor-quality environment in some centres and parades.
- the loss of local pubs to higher value uses;
- concern about takeaways near schools and the potential impact on children's health.
- underutilisation of sites and older premises; and
- the need to ensure parking policy encourages rather than deters local shopping

Conserving our historic environment

The borough's rich and varied townscape which is evident today is largely a result of its historical development. Most of the borough's built fabric dates from the extensive building programmes in the nineteenth and early twentieth centuries and it has maintained a much-valued built heritage, much of which falls within the borough's 45 designated conservation areas. In many of these areas, the street provides a sense of scale and the setting for the consistent terraces of uniform architectural design.

Within the borough, there are approximately 500 statutory Listed Buildings and approximately 2,150 locally designated Buildings of Merit, as well as several archaeological priority areas and the ancient monument of the Fulham Palace moated site, which is a registered historic park and garden and scheduled monument. The heritage assets make an

important contribution to the townscape character of the borough.

The town centres at Hammersmith, Fulham and Shepherd's Bush have developed from the earliest patterns of settlement and now have their own character and sense of place. Their architectural and historic quality is reflected in their Conservation Area designations. Historically they developed at accessible locations, an advantage that remains today. The areas around these centres, at Fulham in the southern part of the borough, Hammersmith in the central part, and Shepherd's Bush in the northern part of the borough, have their own character which reflects their development over time.

Enhancing the vitality of the riverfront

The River Thames was the major influence on early settlement patterns in the borough, and it remains a major asset in the environmental quality and historic character of Hammersmith and Fulham. There are vacant and underused sites and premises along the Thames which have significant potential for more intensive development. However, any development of riverside sites will need to respect the unique character of the river and will need to enhance the vitality of the riverfront whilst improving public access to the Thames for recreation and sporting activities. The Thames Strategy Kew to Chelsea document provides detail of the qualities and

character of the river and riverside environment, and the Riverside Walk Enhancement Report outlines opportunities for improvement along the river. The Thames performs many functions, ranging from being a transport resource to a refuge for plants and wildlife. Hammersmith and Fulham has three safeguarded wharves in the south of the borough identified in the London Plan.



Protecting and enhancing our open spaces

The quality of the local environment is a key issue for many local people and businesses and is influenced by many factors. The borough's open spaces and waterways give Hammersmith and Fulham its character and sense of place.

Hammersmith and Fulham has some fine parks which have been awarded green flag status and is fortunate to have a section of the Thames which is a major linear open space.

However, in some parts of the borough, particularly to the east, many residents do not have convenient access to local parks. Additional development in the borough will put further pressure on the open space that is available to residents and visitors, unless additional open space can be created as part of new developments, such as the new park at Imperial Wharf and within the regeneration areas in general.



The value of open space is immense and parks and open spaces fulfil several different and sometimes potentially conflicting roles – including providing opportunities for walking and sitting, active play and quiet recreation, allowing for social

interaction and decreasing the sense of loneliness, benefiting mental health and mitigating the impact of pollution and heat island effects. Many borough parks and open spaces are subject to nature conservation area designations. Two parks are designated as historic parks and gardens.

The difficulty of providing additional open space means that all opportunities to increase the provision or improve access to and the quality of outdoor playing space or other forms of sports provision need to be taken. This means that where appropriate, new developments will be required to provide appropriate amenity space for recreation.

Improving social and community infrastructure

Hammersmith and Fulham has a wide range of community uses, provided by the public, private and voluntary sectors. These are located across the borough in numerous buildings and spaces of varying quality. Although these uses are a valuable resource, they often do not work in a joined up and focused way to meet the needs of vulnerable households.

Therefore, as part of the development of area based social regeneration initiatives, the council is assessing whether there is the opportunity to improve the quality and access to

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

Hammersmith and Fulham also has a wide range of arts, cultural and entertainment facilities which are important to both local residents and in some cases to residents of a much wider area. These facilities enrich, educate and improve lives and add greatly to making the borough a place where people want to live. Facilities such as the Apollo, Lyric Theatre, Bush Theatre and the three professional football clubs are also of London-wide significance. Pubs can also be seen to be a place of community value and provide facilities of local importance. The challenge is to enable renovation or replacement where this is necessary without losing the uses.

Although leisure activities bring many benefits to the local area, for example contributing to the nighttime economy, enriching cultural opportunities and providing jobs, they can in some cases cause problems for residents. Pubs, bars and clubs that stay open late and serve alcohol can lead to significant environmental disadvantages including concerns over crime and disorder if not properly managed.



Health and wellbeing

Among the key health issues in relation to the council's spatial strategy is the health and wellbeing of residents as well as ensuring that health care is provided to meet the needs of local residents. Life expectancy for men in Hammersmith and Fulham is 79.7 years and for women it is 84.1 years. The difference in life expectancy between affluent and deprived areas in the borough is 7.9 years in men and 5.4 in women. In order to improve the health of borough residents it is important that they have good access to the appropriate facilities, including high quality specialist and emergency health care facilities.

As part of a strategy to improve the health of the local community, it is important that residents and workers are able to live and to participate in healthier lifestyles. Tackling overcrowding and poor housing, improving air quality, reducing the impact of climate change, improving access to parks and open spaces, controls on hot food takeaways and opportunities to walk and cycle can all help to reduce health inequalities in the borough.

Sustainable transport

The strategic location of the borough and its position in relation to London's transport network means that it suffers from some of the worst road congestion in London. A specific challenge will involve ensuring that proposed growth in the borough, especially in the regeneration areas, is adequately provided with new transport infrastructure. Ultimately, we need to change the way we move about, to ensure that travel becomes healthier, safer, more inclusive (for example by increasing number of step-free stations), more efficient, more sustainable, and more affordable. Achieving this will help to improve air quality, personal health, equality and community cohesion, access to opportunities and services, and economic growth. In addition, it will support the Council's commitment to being a net zero borough by 2030 by reducing transport's contribution to climate change, help to tackle congestion on

the transport network, and create more inclusive streets that better meet the needs of our communities.

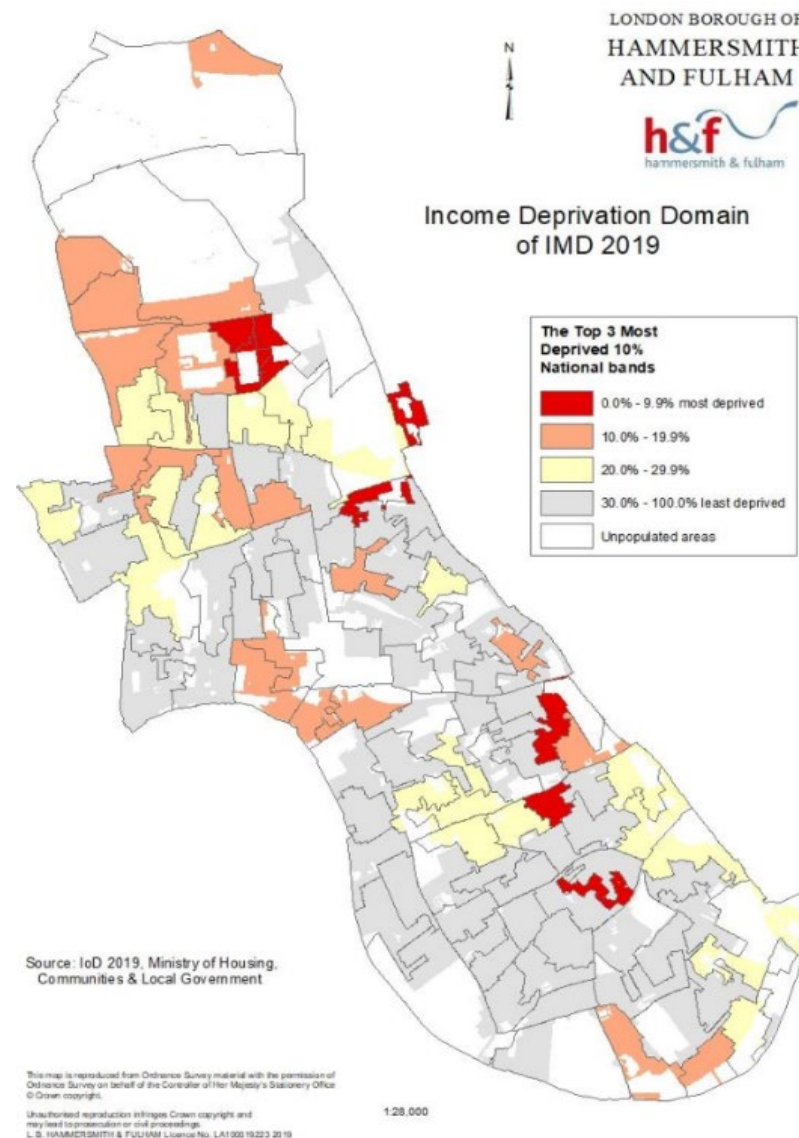


Inequalities

Hammersmith and Fulham is the 112th most deprived out of 317 local authority districts in England. This is an improvement since the 2015 IMD which ranked the borough as 91st most deprived on this measure (55th in 2010).

1,220 (1%) H&F residents live in the most deprived decile of neighbourhoods and further 30,680 (17%) in the second most deprived decile, according to the Index of Multiple Deprivation. 43,320 (24%) residents are income deprived (in the 20% most deprived) while 18,200 (14%) of the working-age adults are employment deprived (in the 20% most deprived).

The analysis shows that while notable pockets of deprivation remain evident in H&F, the borough now contains fewer of the most highly deprived areas in England. Despite improvements in the borough's relative position on the IMD, it remains highly deprived on some of the measures that underpin the overall index, particularly those relating to income deprivation (especially among children and older people), living environment and housing barriers.



Vision and objectives



SPATIAL VISION

Our vision is that Hammersmith and Fulham will be a vibrant borough where every corner pulses with creativity and innovation. Envision Hammersmith & Fulham as a hub of international collaboration, with partnerships across the globe. These alliances will share learning, support mutual investment, and provide learning opportunities for residents and employees. The borough will be home to centres of innovation, a skilled workforce and a growing number of businesses and jobs providing opportunities for local people. Genuinely affordable homes to buy and rent will have been delivered to meet local needs. The achievements of Hammersmith and Fulham's young people will be widely celebrated and the levels of worklessness in the borough will have significantly declined. Hammersmith and Fulham will be the greenest borough and at the forefront of tackling and adapting to climate change. We are dedicated to transforming Hammersmith & Fulham into a place where innovation thrives, where new ideas become reality, and where every resident benefits from these positive developments. Together, we will achieve our ambition for a better tomorrow and improve the lives of everyone, today.

Regenerating the Borough

Our borough is set to thrive with growth in housing and jobs primarily focused in the designated regeneration areas and the major town centres of Hammersmith and Fulham. Imagine a future where we have successfully replaced the Hammersmith Flyover and other sections of the A4 with a tunnel ("Flyunder"). This innovative redesign of the local road systems will reduce congestion and noise, improve air quality, and reconnect pedestrians with the river, creating a more harmonious and vibrant environment. With HS2 accommodating 250,000 passengers daily, OPDC delivering 25,000 new homes, and the expansion of the White City Innovation District, our borough is on the brink of significant transformation. Hammersmith & Fulham must seize this remarkable opportunity by crafting a clear vision and strategy to fully capitalise on these developments.

Our town centres and smaller local centres will continue to be lively and important hubs within the borough, fostering a strong, safe, and prosperous community. Picture bustling streets with fewer vacant shops and more local control over uses such as amusement centres, betting shops, and payday loan shops. The increased footfall and a thriving visitor economy will breathe new life into our borough, making it a dynamic and welcoming place for everyone.

Delivering affordable homes for local people and families

Our ambitious development program will help deliver the much-needed housing in response to the government's housing ambitions, at least 50% of which will be affordable. These homes will serve a diverse range of residents, particularly family and affordable homes to buy or rent, that meet the needs of local people and maintain and create more mixed and sustainable communities. The new housing will be fully integrated socially, economically, and physically with the rest of the borough:

Responding to the climate emergency and taking action

We are on a mission to create a clean and sustainable future where human activity not only benefits all people but also nurtures our precious environment. We will deliver a safe climate for current and future generations, vibrant ecosystems that support both people and nature, and the highest standards of health, wellbeing, and quality of life for all our residents. New buildings will be marvels of energy and resource efficiency, and the borough's waste will be sustainably managed with increased recycling efforts. Every development, from buildings to infrastructure, will be intelligently designed to ensure durable and resilient futures. We are committed to supporting the transition to a low-carbon economy and tackling climate change impacts, especially the risk of flooding. Our developments will contribute to the concept of a "smart city" where cutting-edge information and communication technology (ICT) solutions are seamlessly integrated to enhance performance in energy, water, waste management, and CO2 emission reduction. This will not only improve people's health and wellbeing but also elevate their quality of life. Sustainable Drainage Systems will become the norm, and major developments in regeneration areas will be celebrated as zero-carbon exemplars.

Transforming Hammersmith & Fulham into a Global Beacon of Innovation

Hammersmith & Fulham is on a mission to become a world-leading innovation district, a place where groundbreaking ideas and cutting-edge technologies flourish. The transition of Hammersmith & Fulham to an Innovation Borough that creates better places to live, work, invest and relax requires transformative change in the quality of the urban environment and investment in modern infrastructure and services. Developing modern co-working facilities equipped with the latest technology and amenities to support entrepreneurs and small businesses. Our borough is home to award-winning theatres, vibrant arts scenes, and creative industries. We envisage a thriving cultural corridor connecting existing assets with new developments, enhancing local engagement and economic growth.

Creating sustainable, safe, healthy and inclusive communities

Our borough will be a beacon of high environmental quality. Imagine a borough where open spaces have flourished, thanks to innovative mixed-use schemes in our regeneration areas. Our parks and open spaces will have undergone exciting improvement programmes, making them more accessible, attractive, and equipped with enhanced sports and play facilities for local residents. These spaces will be cherished for their historic significance, leisure, sport, and recreation, as well as their vital contributions to biodiversity, clean air, and the health of our community. They will play a crucial role in managing and adapting to climate change impacts like overheating and flooding. Plus, we will see more street trees lining our roads, adding to the green charm of our borough. New developments will create a high-quality, accessible, safe, and inclusive environment that respects and enhances the local context and our borough's natural, built, and historic environment. This includes our treasured heritage assets such as conservation areas, listed buildings, historic parks and gardens, and scheduled monuments, along with important archaeological remains. The settings of these heritage assets will be thoughtfully considered to secure their values and ensure the enjoyment of London's historic environment.

Developments along the River Thames will honour the unique character of this iconic waterway, increasing public access and use while enhancing biodiversity and improving flood defences where needed. We will collaborate with partners to boost sustainable transport options in the borough, especially north-south links, including opportunities for cycling and walking.

Our borough will be a welcoming haven where everyone feels at home. Safety and security will be at the forefront of our efforts, ensuring that those who live, work, and visit Hammersmith & Fulham feel protected and secure. Recognising the importance of place-based connections, we will put people first, fostering strong community bonds. Our vision includes maintaining and improving affordable healthcare provision in the borough and promoting healthier lifestyles. We will ensure that childcare facilities and schools in the borough meet the needs and aspirations of local parents and their children. Our commitment to education and family support will help nurture the next generation.

STRATEGIC OBJECTIVES

Regenerating the borough

To regenerate the most deprived parts of the borough and the designated town centres, regeneration and opportunity areas, ensuring that regeneration in the borough benefits and involves all sections of the community and meets the diverse needs of residents and visitors now and in the future.

Delivering affordable homes for local people and families

To increase the supply and choice of high-quality housing through a positive approach to incremental intensification and recognising the contribution of large, and small sites, maximising the delivery of genuinely affordable housing and family housing, recognising the community benefits of affordable housing, and taking innovative approaches to delivery, enabling the older population to remain independent and active for longer, as well as providing supported housing options to meet the needs of vulnerable residents.

Responding to the climate emergency and taking action

To provide a clear pathway to zero-carbon for all types of new development, to minimise and mitigate the effects of climate change by requiring high levels of sustainable design and construction with a focus on reusing existing buildings, reductions in carbon and air pollutant emissions by minimising energy consumption; promoting decentralised low carbon and zero local emissions energy use and the use of renewable energy and waste energy recovery measures; as well as requiring high standards of water efficiency.

Transforming Hammersmith & Fulham into a Global Beacon of Innovation

To transition to a borough for innovation where the built environment helps create better places to live, work, invest and relax, encouraging inward investment, helping foster job growth, increasing the range of affordable workspace, developing apprenticeships and to harness the arts and culture as a driver for economic innovation, job creation, shared prosperity and wellbeing

Supporting our town and local centres

To support and enhance our designated town and local centres by improving their viability, accessibility, inclusivity and vitality, recognising their unique character and supporting their varied roles as centres of trade, community activity, creativity, business, tourism and learning.

Conserving our historic environment

To preserve and enhance the quality, character and identity of the borough's natural and built and historic environment (including all local heritage assets) by respecting the local context, seeking high quality, intelligent developments and design, and ensuring compliance with the principles of inclusive, accessible and sustainable design.

Enhancing the vitality of the riverfront

To transform the riverside into a vibrant urban space that showcases integrated urban and environmental planning, to secure public access to the entirety of the river frontage, rejuvenate and create new public spaces, address the multifaceted challenges of climate change, facilitate and enrich socio-cultural interactions, and achieve a better integration with the surrounding urban fabric.

Protecting and enhancing our open spaces

To protect and enhance the borough's open green spaces and create new parks and open spaces where there is major regeneration, promote biodiversity and protect private gardens.

Improving social and community infrastructure

To ensure that both existing and future residents and visitors have access to a range of high-quality facilities and services, including health, education and training, retail, leisure, recreation, sporting activities, arts, entertainment and other community infrastructure, such as policing facilities and places of worship.

Health and wellbeing

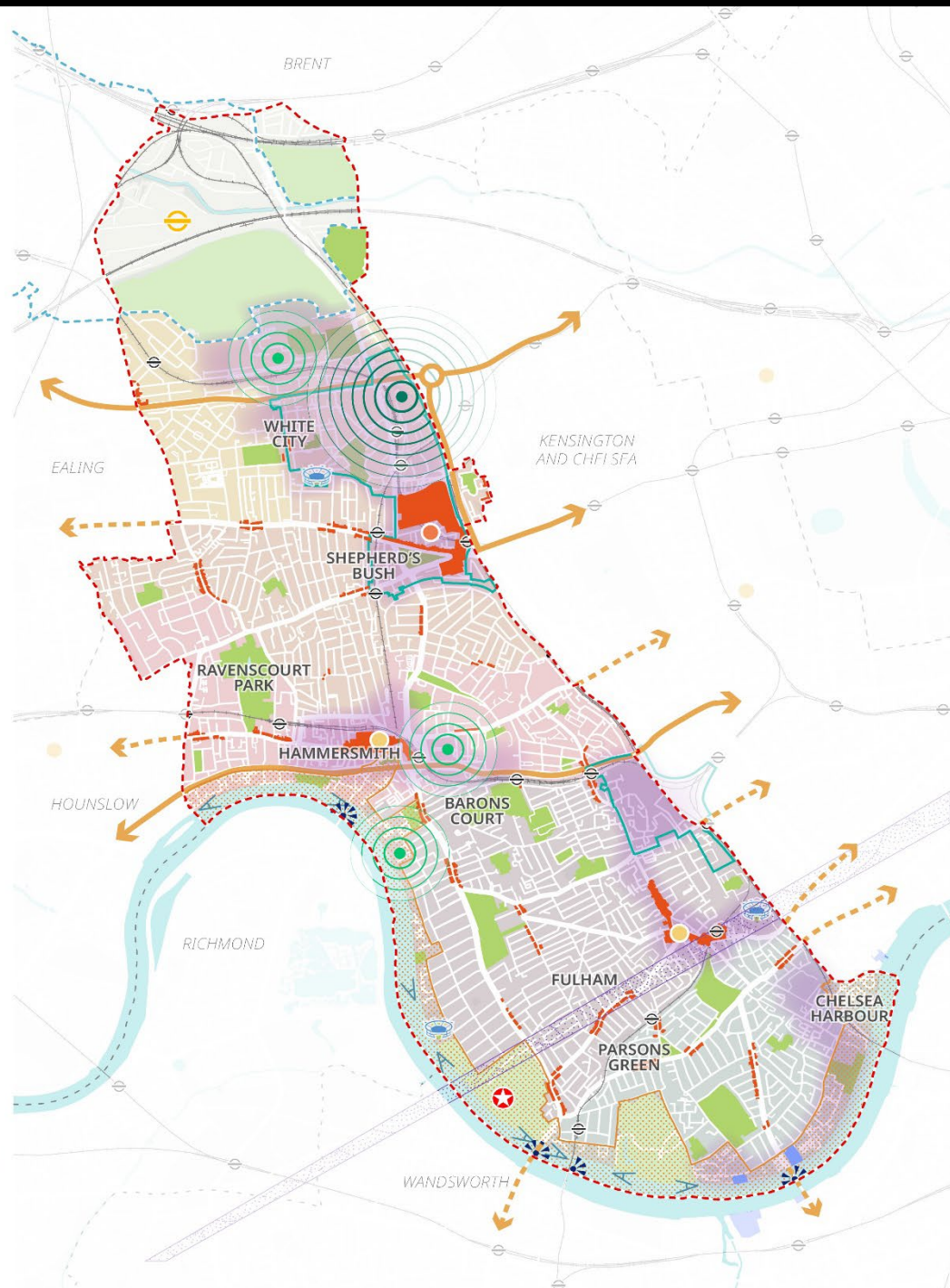
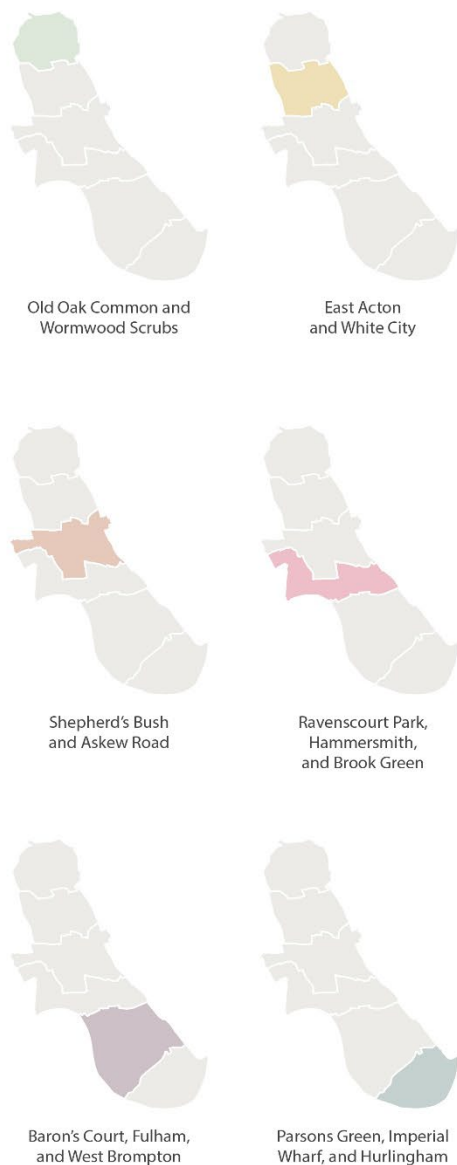
To promote health and wellbeing and reduce physical and mental health inequalities through good design and place making; providing a safe, accessible and pleasant local environment, characterised by a strong sense of place, improving access to nature; enabling affordable healthy food choices; supporting people to lead healthy and active lifestyles; and improving access to healthcare and sports facilities.

Sustainable transport

To ensure the development of a safe, sustainable transport network that includes improvements to public transport, cycling and walking infrastructure which will improve transport accessibility and local air quality and reduce traffic congestion and the need to travel.

Key diagram

Character areas



Locating the borough



Legend

- Hammersmith and Fulham
- Neighbouring Boroughs
- OPDC region
- Opportunity Areas
- Regeneration Areas
- Metropolitan Open Land
- Open spaces
- Strategic routes
- - - Primary routes
- Strategic views
- Linear views
- Panoramic views
- Retail areas
- Metropolitan town centres
- Major town centres
- Thames Policy area
- Safeguarded wharves
- ◎ White City Innovation District
- ◎ White City Innovation District ecosystem
- ★ Fulham Palace (scheduled monument)
- Stations
- HS2 Old Oak Common
- ⚽ Football stadia



Area Strategies



STRATEGIC POLICY SUPPORTING INCLUSIVE GROWTH

The council will take a positive approach to development, and will proactively engage with the local community, landowners, developers and other key stakeholders to deliver the council's vision and objectives for the borough.

Extensive and larger scale development in the borough will take place in in the borough's regeneration areas. These Regeneration Areas (as shown on the Policies Map) offer the potential for higher density and taller development.

All proposals for development in the borough will be expected to:

- a) provide new exemplary sustainable communities, delivered to the highest standards of urban design, respect for the historic environment, environmental sustainability, social inclusion, and local context;
- b) contribute to making the borough the most inclusive and accessible borough in the country by ensuring that all residents have equitable access to services and opportunities;
- c) maximise the delivery of housing to meet local housing needs and enable local residents to access affordable homes to buy or rent;
- d) contribute to growing the borough's economy, delivering jobs and providing a range of skills and competencies and supported by initiatives to enable local residents to access employment and training in line with the council's industrial strategy;
- e) deliver new physical, social and environmental infrastructure that meets the needs of new residents as well delivering tangible benefits for surrounding communities;
- f) ensure the phased and timely delivery of social and economic infrastructure across larger sites.

The Local Plan provides a framework to achieve sustainable development in the borough and to plan positively for its future, by ensuring that the right types of development are built in the borough, in the right location, at the right time in order to meet the needs of people living and working in Hammersmith and Fulham.

The council is seeking to ensure that growth in the borough is inclusive and improves the lives of residents. This means that all residents should benefit from new development; from new homes to the development of new industries and jobs, cycle lanes and everything in between. All residents should feel that growth in the borough improves their lives socially and financially, reduces inequalities and creates opportunities for everyone to participate and thrive.

When considering development proposals, the council will take a positive approach that reflects the policies set out in this document and the National Planning Policy Framework (NPPF). The council will seek to work proactively with applicants to find solutions which mean that proposals can be approved where possible, and to secure development that improves the economic, social and environmental conditions in the area. This does not necessarily mean however, that development that is unacceptable in principle or causes harm will be granted permission.

Regeneration Areas

The majority of growth in the borough will be directed to the borough's regeneration areas. The council has identified four regeneration areas which are expected to be the key focus for growth and change in the borough over the next 20 years. Together, these regeneration areas will have the potential to deliver the majority of new homes and jobs in the borough and tackle physical barriers and social deprivation.

The regeneration areas represent an opportunity for significant new sustainable place-making and will provide the focus for new development in the borough. For each of the regeneration areas the council has set out the overall strategy for the area and the proposals for sites of strategic importance. In taking forward these proposals, the council will aim to involve all sections of the community in the development of policies and proposals for the regeneration of the borough and in planning decisions. Development in each of the regeneration areas will need to respect and enhance the existing townscape context and heritage assets both within and around the area.

Old Oak and Park Royal

Old Oak lies within the Old Oak and Park Royal Development Corporation (OPDC). The OPDC act as the planning authority for this area, and make decisions on planning applications in the OPDC area. LBHF remains heavily involved; as a partner

in the development of the area and on the decision of planning applications. The council will seek to ensure that the needs of the borough, including affordable housing and job opportunities for local people, are appropriately met as part of any redevelopment of the area.

Whilst the OPDC is the planning authority for the OPDC area the council remains responsible for day to day services, such as waste collection, street cleansing, and highways maintenance.

The OPDC area also includes a major new interchange station with connections to the Midlands, the North and Scotland, as well connections into central London, Heathrow Airport the West Country and South Wales. Located just north of Wormwood Scrubs as part of the High Speed 2 (HS2) project, the new station will act as a catalyst to create thousands of new homes and jobs, by capitalising on the connections that HS2/Elizabeth Line (Crossrail) station will create.

All Development

It is recognised that growth is required across the borough to meet the changing needs of the population. Development - particularly affordable housing, the provision of jobs, social and community facilities – are required to ensure that the borough remains a sustainable place to live and work.

All development within the borough will be expected to be of the highest standards, and planning applications should be accompanied by sufficient detail that demonstrates how the proposal addresses the relevant criteria in the policy.

Promoting and protecting high standards of design is a key element of ensuring sustainable growth in the borough, and will be a major consideration when determining development proposals. Although this will need to be assessed alongside the environmental, social and economic benefits that development can bring, all proposals will be expected to adhere to the principles of good urban design. These are not only applicable to the quality of individual buildings, but also to the arrangement of buildings in their environment, how they relate to their context, the spaces they create and also to the way an area functions.

STRATEGIC POLICY SITE ALLOCATIONS

- a) Planning permission will be granted where the proposed development positively addresses the allocation and site requirements and where the proposed development would be in accordance with all other relevant policies, unless material considerations indicate otherwise. Where further information and guidance is provided as part of a Supplementary Planning Document (SPD) or other planning related document, which is relevant to a site allocation, this will be considered a material consideration in determining any planning application.
- b) Development proposals that relate to part of a larger site and/or area will need to demonstrate how the development will form part of a comprehensive scheme for the whole site and/or area, and that this will not prejudice or fetter the development capacity of the whole site and/or area. Where appropriate, developers and landowners will be expected to work collaboratively to ensure the comprehensive and cohesive approach to the planning and delivery of site allocations, including investigating the production of masterplans or frameworks to provide greater security of delivery.
- c) Development proposals will be expected to provide adequate contributions toward physical, social, and environmental infrastructure to meet the needs of the development. Appropriate conditions and legal agreements will be used where it is necessary to ensure that the full range of infrastructure is provided for and delivered in a way that is suitable for occupation.

In addition to regeneration areas, the Local Plan identifies a number of site allocations. These are individual sites within the borough that have been identified as being suitable for comprehensive plan-led redevelopment where opportunities exist to increase capacity and density, and bring a wide range of benefits to local communities.

Each site allocation policy sets out the key priorities and requirements for the respective allocation, alongside a map showing the boundary of the site. Development proposals within the site allocation boundary must consider how the proposal addresses the respective site allocation boundary, as well as the wider objectives of the Plan. The council will grant permission for development on allocated sites where proposed development addresses the content of the relevant site allocation and other policies in the Plan, and/or any other relevant documents.

Where sites are allocated for a specific use which falls within a broader use class (i.e. office or retail uses which sit within use Class E), the specific allocated use will be secured at planning stage. This is to ensure that development contributes towards meeting the borough's identified development needs. Where site allocations are expressed more broadly in terms of use class, there is more flexibility regarding the range of acceptable uses, subject to compliance with all relevant Local Plan policies.

Although use changes within Class E are not classed as development and do not require planning permission, the loss of uses can have consequences for the council's ability to meet its evidenced development need, particularly for office floorspace, as well as for the availability of services such as shops, health clinics and day centres. Therefore, given land constraints and the potential impacts arising from particular uses, it is considered necessary to ensure that sites allocated for specific uses actually deliver particular types of development in line with the allocations.

Where site allocations are developed over time, rather than as a single development, development proposals will be expected to demonstrate how this will form part of a comprehensive scheme for the site. Developers and landowners will be expected to work collaboratively to ensure comprehensive and cohesive redevelopment of site allocations, including the production of masterplans where appropriate. Proposals should be designed so that they do not unduly prejudice the development potential of the adjoining sites and contribute towards the comprehensive redevelopment of the allocation.

Developments will be expected to ensure that where infrastructure is required to make the development acceptable, that this is delivered at the point of occupation in a timely and efficient manner. Phased infrastructure provision is essential to avoid straining existing services. By delivering necessary infrastructure in tandem with housing, development

can meet community needs from the outset. This includes the delivery of affordable housing, and other social infrastructure, as well as all relevant environmental and physical infrastructure.

White City and Shepherd's Bush

White City is located in the north of the borough and home to some of the borough's most notable destinations, including the Television Centre, White City Place (formerly the BBC Media Village), Westfield London and Loftus Road Stadium. The area also comprises the council's largest local authority housing estates – the White City Estate and Batman Close, as well as the Wood Lane Estate.

In recent years the area has been the location of substantial redevelopment, in part driven by the development of the Imperial College London campus which sits at the heart of the White City Innovation District.

The White City Innovation District is a collaborative venture between the council and Imperial College London conceived in 2017 as a technology and life sciences quarter and is a key part of the borough's economic success. The council continues to support the Innovation District and will continue to work with partners and stakeholders to ensure its continued success and growth.

The area is also home to Hammersmith Hospital, a specialist hospital renowned for its strong research connections, Wormwood Scrubs prison, a Category B men's local prison, and Linford Christie Stadium.

The regeneration area has four distinct sub-areas: White City East, Shepherd's Bush Town Centre, the estates in White City (White City West), and the area surrounding Hammersmith Hospital (White City North).

White City East consists of land to the north of Westfield London and to the east of Wood Lane with the addition of the Media Village site and former BBC Television Centre. This area forms the White City Innovation District bringing research and academic uses related to science, technology, enterprise and medicine, together with housing and other uses. Imperial College London has developed a new state-of-the-art campus to the north of the A40 adding further to the variety of uses in this area.

White City West comprises LBHF's largest local authority housing estates – the White City Estate and Batman Close. This area also includes the Wood Lane Estate, Loftus Road Football Stadium and the Territorial Army Centre. Shepherd's Bush Town Centre lies to the south of the White City Regeneration Area and is an important retail, entertainment and cultural centre which includes Westfield London, the W12 Centre and Shepherd's Bush Market. The town centre is designated a Metropolitan Centre in the London Plan (2021).

White City North consists of land north of Du Cane Road, and includes Hammersmith Hospital, Linford Christie Stadium, various schools and associated playing pitches. The area is bounded to the north by Wormwood Scrubs Metropolitan Open Land (MOL), and Scrubs Lane to the east. The area has relatively poor access to public transport, particularly to the north and west.

There are a number of heritage assets throughout the area. Much of the area is within the Wood Lane Conservation Area, which centres around the Grade II Listed BBC Television Centre, but also includes the White City London Underground Station, which is a building of merit. The Grade II Listed DIMCO building is to the south of the conservation area. The Shepherd's Bush Conservation Area covers Shepherd's Bush Green and surrounding buildings, including the Shepherd's Bush Empire theatre and the former Odeon Cinema buildings, which are both Grade II Listed.

REGENERATION AREA POLICY WCRA WHITE CITY REGENERATION AREA

1. The Council will work to secure the comprehensive regeneration of White City Regeneration Area, in particular the creation of a new high quality mixed-use development in White City East, along with the creation of a major research/academic facility with supporting retail, community facilities and open space; the regeneration of the historic Shepherd's Bush Town Centre; the redevelopment of Hammersmith Hospital and regeneration of its surroundings; and the phased renewal of the estates. In order to achieve this, the council will:

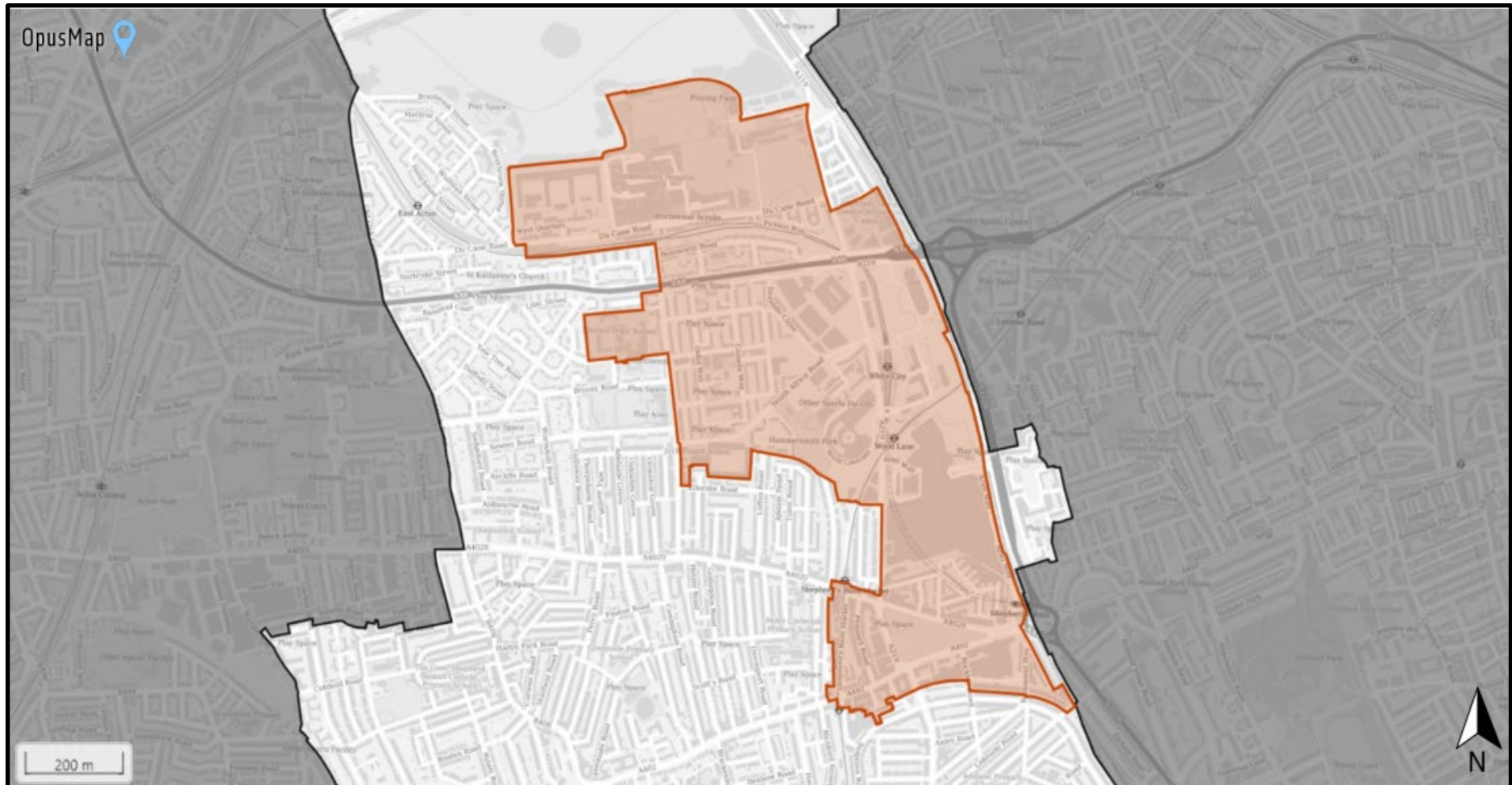
- a) work with the GLA, TfL, other strategic partners, and landowners to secure the comprehensive regeneration of the area;
- b) work with the NHS and other stakeholders to ensure the successful redevelopment of Hammersmith Hospital and its surroundings to deliver a state of the art, modern hospital on site, ensuring that the existing hospital is fully operational until the new hospital is built;
- c) work with the NHS and other stakeholders to ensure the successful redevelopment of Hammersmith Hospital and its surroundings;
- d) actively engage with stakeholders to ensure that the regeneration delivers benefits for the surrounding area; and
- e) work with the community and local enterprises, to establish ongoing partnerships and initiatives to provide sustainable public sector service delivery in the area.

2. Proposals for development in WCRA should:

- a) development proposals should conform with the council's forthcoming White City Development Framework;
- b) contribute to the provision of new homes across a variety of tenures and jobs. These will mainly be delivered through regeneration of the White City Estate;

- c) provide commercial uses in line with the council's Industrial Strategy (*Upstream London*), capitalising on existing activities in the area including academic and research facilities as well as the creative, media and bio-technology sectors;
- d) include research and academic uses, together with a limited amount of accommodation for students, researchers and staff;
- e) sustain regeneration of the historic town centre, by locating retail activities within the town centre. Major leisure and retail that cannot be located within the town centre may be appropriate north of Westfield on the edge of the existing town centre boundary;
- f) improve the vitality of the important Shepherd's Bush Market;
- g) provide appropriate social, physical, environmental and transport infrastructure to support the needs arising from the development of White City Regeneration Area as a whole and create new sustainable communities;
- h) support the maintenance of existing open space and encourage the creation of new open space;
- i) secure economic benefits for the wider community by providing programmes to enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment;
- j) improve connections to existing communities, including between White City West, the town centre and east to RBKC to improve both north-south and east-west connectivity within the White City Regeneration Area and connections to the wider area;
- k) ensure that development extends and integrates with the urban grain and pattern of development in the White City Regeneration Area and its surrounding area;
- l) ensure that new development recognises the substantial scope offered by the scale and location of the White City Regeneration Area to create a new sense of place and range of densities. There may be scope for tall buildings, however any tall buildings would need to be justified by a full urban design analysis; and
- m) provide further enhancements across the area to ensure high public transport use, along with provision for more pedestrian and cycle infrastructure, including an enhanced Wood Lane, a bridge across the A3220 adjacent to the Hammersmith & City and Circle Lines and the provision of an east-west underpass from the Imperial College former Woodlands site to land to the west in RBKC.

REGENERATION AREA WCRA | White City Regeneration Area



White City Regeneration Area (WCRA) on the eastern edge of the borough, adjacent to the boundary with the Royal Borough of Kensington and Chelsea (RBKC). The White City Regeneration Area has been designated as an Opportunity Area in the Mayor's London Plan 2021.

White City is identified as an Opportunity Area in the London Plan (2021) which contains a significant area of underused industrial land within close proximity to Central London and key transport links. The White City Opportunity Area is identified in the London Plan (2021) for a minimum of 6,000 homes and 10,000 jobs. The Mayor of London identifies the redevelopment of the opportunity area as having potential for mixed density housing and a focal point for office development at or around the tube stations at White City and Wood Lane along with other commercial, leisure, open space, education and retail uses of appropriate scale to support the local community. Housing-led intensification should support local regeneration, enable estate renewal and seek a mixed and balanced community. It identifies there may be scope to enhance education and research capabilities in the area, linked in particular to healthcare and biotechnology. Development should promote the vitality of the town centre, particularly the Shepherd's Bush Market, and complement the viability of other west and central London centres.

The area has benefitted from substantial growth in recent years, however further investment within the community in order to facilitate opportunities for more residents to enter the

workforce, through education, training and recruitment. A major catalyst to the improvement in the area has been the introduction of Westfield London Shopping Centre which has brought significant numbers of visitors to the area and improvements to public transport accessibility and the surrounding public realm, including Shepherd's Bush Green. The development of a new campus by Imperial College London and the establishment of the White City Innovation District have further driven growth and change in the area.

There is scope to develop further employment activities in White City East, not only to replace jobs lost by the relocation of existing employment activities but for creating additional jobs linked to new uses coming forward for development. Research and academic uses are currently being developed on the former Dairy Crest site as part of the expansion of the Innovation District, however there are additional nearby sites that may still benefit from redevelopment along Wood Lane.

Imperial College London is a world-class university which has a reputation for excellence in science, medicine, engineering and commerce and ranks within the top 10 universities in the world. The development of the new campus is a fundamental part of the development of the Innovation District, and the council continues to support the development of a world-class research/academic/business hub. Primary and secondary educational facilities are also encouraged at this location. Some accommodation for students, researchers and staff may be appropriate as part of the overall mix of residential types,

sizes and tenures within the White City Regeneration Area. Westfield, along with the W12 Centre and Shepherd's Bush Market, provide the three key retail anchors for the town centre. Each anchor provides a retail offer that is attractive to different communities and cultures and helps contribute to the town centre's vitality and viability. Shepherd's Bush Market has planning permission for comprehensive redevelopment and refurbishment which, once completed, will further encourage footfall throughout the town centre.

Development must contribute to the provision of infrastructure necessary to support the new sustainable community. Because of the scale of development in the regeneration area, supporting infrastructure will need to include provision on site towards public open space, community, health, sports, arts and leisure facilities, new schools (primary, secondary and nursery provision), junction improvements, bus enhancements and new pedestrian and cycle connections. Where on-site provision is not possible or not feasible, financial contributions will be sought. Consideration will need to be given to the capacity of the physical infrastructure, particularly for sewerage and surface water and the ability of the sewerage network to take increased foul and surface water drainage generated by new development. Surface water will need to be managed as close to its source with run-off minimised through the integration of appropriate Sustainable Urban Drainage Systems (SuDS), in line with the policies set out in this plan. Opportunities should be explored to secure the provision or connection into an existing or planned decentralised energy

network. In order to deliver the objectives for the area, it is essential that there is a comprehensive approach and that individual private sector site developments contribute to wider regeneration in the White City Regeneration Area as a whole, at the very least providing tangible benefits to achieving sustainable communities. This will contribute to many of the key corporate aims, namely, giving more power to local communities, delivering social inclusion, creating more opportunities for young people and delivering greater efficiencies in public spending. Any public sector services delivered in the White City Regeneration Area should be discussed with the local community.

Due consideration will need to be given to the impact of each site within the strategic transport network, ensuring that future development will not consume a disproportionate amount of transport capacity. The majority of the opportunity area is well served by public transport; however, the area suffers from problems with high volumes of road traffic and also a lack of physical connectivity, particularly in White City East where the A40, the A3220 and rail infrastructure creates physical barriers restricting access to and from the area. The whole area should be planned to enable easy movement, especially from homes to transport connections, employment, shops, schools, open space, leisure and other facilities. Improvements to the West London Line services, including both London Overground and Southern Services, will increase public transport capacity.

The council will continue to work with TfL to bring forward the redevelopment of White City Underground Station to provide step free access at White City Station and a new accessible entrance to the station from the east side of the Central Line tracks to improve pedestrian access to development sites at White City Living and Imperial College. This would improve the overall capacity of the station while providing step-free access to the Central Line in the borough, and improving access to central London. The station is a locally listed Building of Merit within the Wood Lane Conservation Area and any redevelopment will need to be sensitive to these heritage considerations.

Development should respect the prevailing scale of the surrounding townscape along its edges, and be generally medium rise. However, parts of the area such as alongside the A40 and A3220 may be less sensitive to the impact of building height due to large pieces of road and rail infrastructure that act to separate potential taller elements from nearby lower-rise residential areas. Any proposals for tall buildings should of the highest quality of architectural design, and should not have a negative impact on the character and setting of Listed Buildings, Conservation Areas and the local area in general. This will also be subject to consideration of other design and amenity policies as set out within the other policies within the Plan

SITE ALLOCATION POLICY SOUTH OF SHEPHERD'S BUSH GREEN

The council will work with residents, businesses, landowners, and other stakeholders to secure the regeneration of land to the south of Shepherd's Bush Green, including the renewal of the W12 Shopping Centre. Proposals for development should:

- a)** provide town centre uses on site that enhance and complement the existing offer of Shepherd's Bush Town Centre. The quantum of uses should be informed through the detailed design process, and an assessment of need should be made at the application stage;
- b)** include active commercial frontages onto Shepherd's Bush Green, and active residential ground-floor frontage onto surrounding streets, ensuring that this relates positively to the surrounding context and maximises natural surveillance to enhance community safety;
- c)** contribute to the overall regeneration of the W12 shopping centre;
- d)** provide high density residential accommodation alongside appropriate social, physical, environmental and transport infrastructure; and
- e)** does not negatively impact the character and operation of the historic Shepherd's Bush Green.

Site Description

The cluster of buildings on the south side of Shepherd's Bush Green comprises the West12 (W12) Shopping Centre, a petrol station, and residential uses including four residential towers. The original The W12 Centre was opened in 1967 and currently consists of a two level shopping mall and cinema. The centre has been subject to a rolling programme of refurbishment and improvements in recent years, which has led to improved retail and leisure offer. The site has 300,000 square feet of retail and leisure accommodation and includes a 128-room hotel and a 12-screen Cinema. There are also four 19-storey residential towers of similar age, two of which form part of the W12 centre, and a further two (Woodford Court) to the east of Rockley Road. Comprehensive redevelopment of the location would allow for improvements to the W12 Shopping Centre, providing improved retail offer and creating a new focus for activity along the southern side of Shepherd's Bush Green. There is also an opportunity to provide improved residential accommodation and increased densities

Site Allocation

Redevelopment proposals should provide for a mix of uses comprising residential, retail and leisure uses that are complementary to the town centre. Commercial frontages should be face onto Shepherd's Bush Green, with ground-floor residential frontages on surrounding streets. The council

would encourage and support a more comprehensive development which retains and regenerates the aging W12 Shopping Centre to provide for an improved retail and leisure offer in the Town Centre.



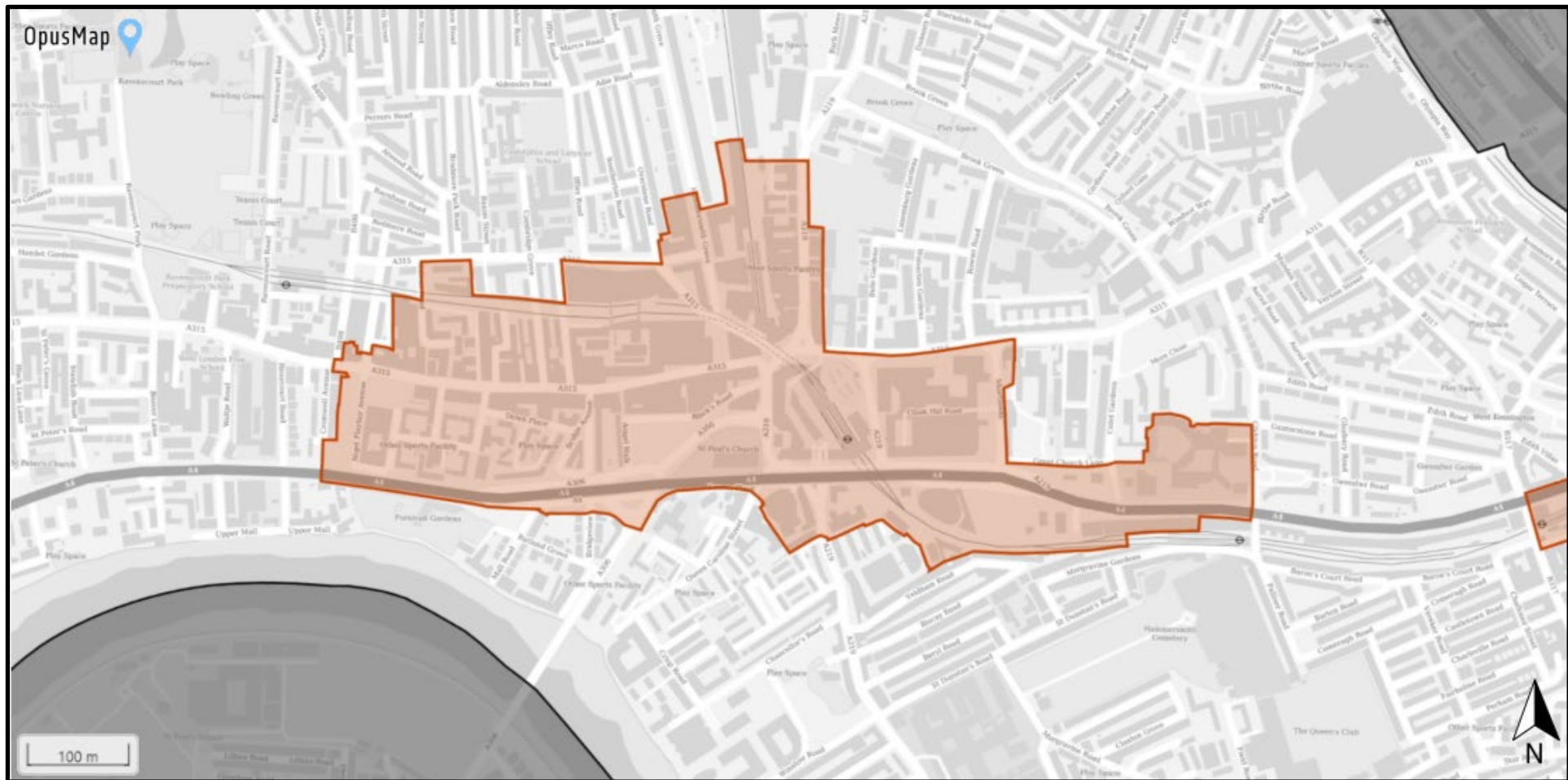
Any development proposals should ensure efficient use of land by optimising densities while providing for appropriate social, physical, environmental and transport infrastructure. This should include new amenity spaces for residents and community uses may be appropriate for lower floors. Development should encourage use of public transport and active travel. The council will be supportive of schemes that improve traffic flow along Shepherd's Bush Green. The site is not located within the Shepherd's Bush Conservation Area, however any proposals for redevelopment should take account of the special character of Shepherd's Bush Green and the wider conservation area, including the adjacent Romney Court.

REGENERATION AREA POLICY HRA HAMMERSMITH REGENERATION AREA

The council will support the regeneration of Hammersmith Town Centre and seek development that builds upon the centre's major locational advantages for commercial development. Opportunities will be taken to secure more modern accommodation, to continually improve the environment and public realm, and to improve access between the town centre and the Thames. In order to achieve this, the council will:

- a) work with the GLA, TfL, other strategic partners, including the Hammersmith BID and landowners to secure the regeneration of the area;
- b) actively engage with local residents and community groups to ensure that regeneration delivers benefits for the surrounding area;
- c) support the continuation of Hammersmith as a major town centre with a wide range of major retail, office, local government services, leisure, arts, entertainment, community facilities and housing;
- d) support the development of the West London College to ensure the continued provision of high-quality educational facilities as well as new homes;
- e) promote the continued regeneration of Hammersmith Town Centre by actively encouraging the improvement of the Kings Mall and other retail in this part of the town centre, and the range and quality of independent and specialist shops;
- f) promote the modernisation of business premises to ensure the continuation of the town centre as the borough's main commercial centre.
- g) support proposals for the regeneration of the western part of the town centre in the vicinity of the Town Hall;
- h) support proposals that expand Hammersmith's arts and leisure offer, capitalising on the existing facilities such as Hammersmith Apollo, Lyric Theatre, St Pauls Green, Lyric Square, and the river front;
- i) promote the use of railway arches as business premises and improvements to the surrounding public realm;
- j) promote and support the replacement of the flyover and section of the A4 with a tunnel; and
- k) return the Hammersmith Gyratory to two way working.

REGENERATION AREA HRA | Hammersmith Regeneration Area



Hammersmith occupies the central part of the borough, focussed predominantly on an east-west axis from Olympia in the east along Hammersmith Road to Hammersmith Broadway, extending west along King Street. The Hammersmith Regeneration Area (HRA) is centred on King Street and Hammersmith Broadway, although the southern boundary extends to Hammersmith Bridge and the Thames. The HRA includes Hammersmith Town Centre, the A4 and its flyover.

There is a need to continue the regenerative drive and continue to compete with London's other employment and retail centres. Although Hammersmith has a wide range of town centre functions, its major roads, including the A4 flyover and the gyratory, severely impact on the centre, significantly reducing environmental quality and restricting pedestrian movement between the town centre and the riverside.

Hammersmith is a Major Town Centre providing shopping facilities for a catchment population of nearly 100,000 people. Many people commute daily to Hammersmith which is a key office location for West London. The town centre is also important for government services with the London Borough of Hammersmith and Fulham's Town Hall, Hammersmith Library & Archive Centre, Adult Learning & Skills Service, Hammersmith Police Station and Hammersmith Fire Station all located within or close to its boundary. Hammersmith also has a strong tradition of arts, culture and entertainment with the Lyric Theatre, a four screen cinema and the Hammersmith

Apollo. The Riverside Studios, the Thames Path National Trail and Furnivall Gardens are outside the regeneration area, but these also provide a valued contribution to the area's leisure offer. There are also a number of hotels within the town centre and its surrounds.

It is important that Hammersmith continues to compete as a retail location. The council will support proposals that further enhance the vitality and viability of the centre. The approach to regenerating the town centre has two key elements. Firstly, the primary shopping area focused on the eastern end of King Street should be strengthened by encouraging development that modernises existing accommodation that attracts a range of varied retail and facilities in the area that links well with Lyric Square. Secondly, the council will encourage a general upgrading of the shopping offer at the western end of King Street, up to and around the Town Hall, through the provision of uses which will lead to greater pedestrian flows in King Street while not detracting from the core shopping area.

Within the town centre the priority should be for shopping, leisure and offices, but new housing development is also important and will supplement existing important residential resources such as Ashcroft Square. New housing can help bring evening activity and vitality into the town centre and will be expected to contribute to creating a more sustainable community and provide housing for people on low to middle incomes.

The council also wish to sustain and enhance Hammersmith's role as a cultural and leisure destination. With the possibility of land being freed up by the tunnelling of the A4, there is an opportunity to create an arts, leisure and public space precinct that could improve connections between the Hammersmith Apollo, Lyric Theatre and Square, Riverside Studios, St Pauls Green and the river front. However, whilst maintaining the important leisure role of the centre, the council will seek to ensure that any adverse impact that some leisure uses can have on local residents, such as anti-social behaviour and noise is minimised.

Following the emergency closure of the A4 flyover in Hammersmith in 2011, issues have been raised about the viability of the flyover, especially in relation to the escalating cost of maintenance and the increased risk of failure. The council has undertaken a feasibility study to look at the possibility of removing the flyover and parts of the A4 and replace it with a tunnel. This study has demonstrated that a tunnel is viable, and the proposal has the support of local people, the Mayor of London and TfL. The land released through removal of the A4 would create opportunities to reconnect Hammersmith Town Centre to the River Thames, as well as opening up opportunities for development which could help fund the delivery of the tunnel. Much of this land could provide the opportunity for new homes for people to live in the regeneration area, in a range of tenures and affordability which will contribute to the key aim of creating sustainable communities.

The possibility of tunnelling the A4 may also open up opportunities to consider the unravelling of the one-way system in Hammersmith, which currently covers the Hammersmith Gyratory, King Street and Glenthorne Road. The council has been involved in an early public meeting with key stakeholders and residents where a number of different possible tunnelling alternatives were discussed. The Hammersmith Gyratory is currently at capacity with long queues of traffic often developing along several arms of the junction, especially when there is disruption to the road network. A high level feasibility study is being carried out to consider a range of road options for the area, which will also investigate the impact of traffic on the town centre.

Pedestrian movement between the town centre and the riverside is currently limited due to the lack of pedestrian routes, the uninviting environment under the A4 flyover and poor signage. There could be potential to provide a high quality, safe and easily accessible public realm that will encourage activity toward the Thames Path and uses along the river frontage.

There is currently investment in Hammersmith Town Centre, with the redevelopment of the Civic Centre. This includes a new public square with new shops, restaurants and a replacement cinema. This is expected to improve pedestrian flows along King Street and help to improve the vitality and viability of the western end of King Street.

Development must contribute to the provision of infrastructure necessary to support new development in HRA. Supporting infrastructure will need to include provision on site towards public open space, community, health and leisure facilities, junction improvements, bus enhancements and pedestrian and cycle connections. Where on site provision is not possible or not feasible, financial contributions will be sought. It is likely that infrastructure for new schools (primary, secondary and nursery provision) will need to be provided as a contribution for the expansion of existing schools in the area. Development must also take account of the capacity of the infrastructure for sewerage and surface water management and the ability of the sewerage network to take increased foul and surface water drainage generated by this site.

Regeneration in HRA provides opportunities to secure economic benefits for the wider community. New development will increase local employment opportunities. It will be important to put in place schemes to assist people in gaining access to new jobs.

The heritage assets of Hammersmith are a key attribute to consider in bringing development forward, to positively promote a sense of place and provide a basis for place-making. It is important that any new schemes in the town centre are of high quality architecture and design which improve the appearance and quality of buildings and respect the local townscape, heritage assets and their settings.

SITE ALLOCATION POLICY HAMMERSMITH FLYUNDER AND GYRATORY

The council will work with Transport for London and other stakeholders to replace the Hammersmith Flyover and sections of the A4 with a tunnel, thereby releasing land for development that will contribute to the social, environmental and economic regeneration of Hammersmith Town Centre.

The council will expect any proposal to remove the Hammersmith Flyover and a section of the A4 and replace it with a tunnel to:

- a) result in the release of land formerly occupied by the Flyover and its approaches for redevelopment;
- b) ensure that there will be no detrimental impact on the flow of traffic on this strategic route and no increase in levels of traffic congestion in Hammersmith Regeneration Area and the surrounding road network, minimising the displacement impact;
- c) develop and improve the quality and safety of pedestrian and cycle routes, particularly those connecting Hammersmith Town Centre to the riverside;
- d) improve the quality of the environment of Hammersmith Town Centre and its environs by removing high levels of noise, vibration and air pollution;
- e) ensure that the tunnel entrances and exits avoid, or where this is not possible, have minimal impact on the amenity of residents and the local environment, including the significance and setting of heritage assets; and
- f) minimise disruption during construction.

Development proposals for the strategic site released by the tunnel should:

- a) provide for mixed-use redevelopment, including housing for local people across a range of tenures and affordability, employment, hotels, retail and arts, cultural and leisure facilities and supporting infrastructure;
- b) improve and enhance St Paul's Green and Furnivall Gardens and their connections with the rest of the regeneration area;
- c) provide new areas for public open space and improve physical connections between the town centre and the riverside; and
- d) be of a coherent urban design that has regard to the setting and context of the regeneration area, including in its approach to scale and character, heritage assets and archaeology and should take opportunities to re-unify areas of severed townscape sensitivity.

In respect of Hammersmith Broadway and Underground Station, the council will work with Transport for London and other stakeholders to assess and bring forward the redevelopment of this site as well as return the Hammersmith Gyratory to two way working and improve the capacity of Hammersmith bus station. Redevelopment of the site should explore ways to improve pedestrian connectivity between the District and Piccadilly line station and Circle and Hammersmith & City line station.

Site description

The Hammersmith Flyover was opened in 1961. It was constructed with the aim to take traffic out of Hammersmith Town Centre, but has unfortunately had adverse consequences, cutting off Hammersmith Town Centre from the River Thames, severing the traditional Victorian street pattern and creating large amounts of traffic moving around the Hammersmith Gyratory to get on and off the A4. Other traffic impacts, such as pollution, noise and visual impact make the area around it unpleasant.

Hammersmith Centre West Island Site is located in the heart of Hammersmith, bounded by the Hammersmith Gyratory. The site currently operates as an important transport interchange in Hammersmith Town Centre. Given the scale of the site along with its wider role as a key transportation node, this site presents an opportunity for the delivery of an improved gyratory and transport inter-change, as well as opportunities for improved town centre uses and housing. The Hammersmith Gyratory is a complex junction in the local and strategic road network, connecting the A4, A406, King Street, Beadon Road, Shepherd's Bush Road, Hammersmith Road and Fulham Palace Road. The junction is further complicated by it surrounding Hammersmith's key public transport interchange for underground and buses and acting as a barrier to pedestrians accessing Hammersmith. TfL has removed other similar gyratory systems to return them to two-

way working over the last few years to the benefit of road and pedestrian users.

Site allocation

Removal of the flyover and putting a section of the A4 underground has the key benefit of reconnecting Hammersmith communities separated by the construction of the road, and reconnecting Hammersmith to its riverside. It also has the benefits of creating significant environmental, social and physical improvements, not only through removal of the road infrastructure, but also through the provision of new opportunities for redevelopment on land previously occupied by the flyover, including the potential for creation of a new public green open space around the town centre. The additional housing, offices, retail and leisure uses would provide economic benefits for the surrounding area, by delivering much needed new homes and jobs and through enhanced retail and leisure offer that development would afford Hammersmith Town Centre.

Any proposals would need to ensure that as much through-traffic as possible uses the tunnel to reduce levels of traffic on surface roads, particularly in and around Hammersmith Regeneration Area. Proposals would also need to ensure that the traffic that currently uses the A4 is not displaced into neighbouring areas.

The redevelopment on land freed up by the removal of the flyover and the A4 provides the opportunity to improve pedestrian and cycling links between Hammersmith Town Centre and the River Thames, encouraging the use of more sustainable modes of transport. Redevelopment also provides opportunities to enhance the quality and quantity of public open space in Hammersmith, providing better opportunities for leisure and recreation for new and existing residents and workers.



The tunnelling of the A4 provides opportunities to enhance the environmental quality in Hammersmith through the improvement in noise and air quality. While the tunnel would significantly improve the air quality where the stretch of A4 will be moved underground, the air quality, noise and vibration implications at new entrances and exits will need to be investigated carefully. However, with adequate tunnel ventilation using technological best practice, much can be done to mitigate this impact.

The initial feasibility study carried out in 2013/14 by the council considered the level of traffic disruption throughout the

construction phase. Traffic flow along the A4 is assumed to be disrupted for approximately 18 months (half of the construction time), with lane closures, tidal flow, night-time and weekend closures and construction traffic. Any project that comes forward will need to carefully consider this in detail against the construction methodology and design of any tunnel to ensure these impacts are minimised. This will also have to be weighed up against a do-nothing scenario, which would involve substantial traffic disruptions associated with regular maintenance or upgrading of the flyover.

The land freed up by the A4 and flyover will provide opportunities for development to help finance the tunnel. Within Hammersmith Town Centre, development should be mixed use and contribute to the overall vitality and viability of the centre. Around St. Paul's Green, development proposals should increase the size of the green and provide new town centre uses. Outside of the Hammersmith Town Centre boundary, development should be residential led, however there may be opportunities for commercially led schemes in some locations. Development proposals should result in an enhancement to the size and quality of Furnivall Gardens. Proposals should also deliver strong connections between Furnivall Gardens and St. Paul's Green, linking the two spaces together visually and through the creation of new green infrastructure.

The tunnelling of the A4 and flyover provides substantial opportunities for development proposals to re-knit together the

Victorian street pattern that was severed during its construction and reconnecting Hammersmith Town Centre to the River Thames. The opportunity would also be created to rebuild and improve public access across Hammersmith Broadway. Re-linking the centre, north-south and east-west routes is consistent with the Mayor of London's Road Task Force criteria for the future of strategic road improvements. Development proposals would need to be of a sympathetic scale and height to neighbouring buildings and the surrounding context. There are also a number of Grade II and II* listed buildings in Hammersmith such as St. Paul's Church and Hammersmith Apollo. Development would need to sensitively respond to these heritage assets as well as the character of nearby Conservation Areas.

The Hammersmith Broadway Centre is located in the heart of Hammersmith, bounded by the Hammersmith Gyratory. The site currently operates as an important transport interchange in the borough, providing access to the Piccadilly and District lines, as well as Hammersmith bus station. Given the scale of the site along with its wider role as a key transportation node, this site presents an opportunity for the delivery of an improved gyratory and transport inter-change, as well as opportunities for improved town centre uses and housing.

The Hammersmith Gyratory is a complex junction in the local and strategic road network, connecting the A4, A406, King Street, Beadon Road, Shepherd's Bush Road, Hammersmith Road and Fulham Palace Road. The junction is further

complicated by it surrounding Hammersmith's key public transport interchange for underground and buses and acting as a barrier to pedestrians accessing Hammersmith. TfL has removed other similar gyratory systems to return them to two-way working over the last few years to the benefit of road and pedestrian users. Their current work programme includes a proposal to deliver a safer and more direct east-west cycle route through Hammersmith Town Centre, which would involve a number of changes to cycle and pedestrian infrastructure at the gyratory. Any proposals to redevelop the site and return the Hammersmith Gyratory to two way working should be designed to help facilitate any future proposals to replace the flyover and A4 with a tunnel

SITE ALLOCATION POLICY BLACKS ROAD

The council will work with landowners and other stakeholders to ensure the successful comprehensive redevelopment of the former Landmark House and 27-75 King Street. The successful redevelopment of these sites provides an opportunity to create an improved public realm along Blacks Road, and contribute to the successful regeneration of King Street. Development proposals should:

- a) provide active and publicly accessible frontages along King Street and Blacks Road;
- b) contribute to the vitality of Hammersmith Town Centre and support the regeneration of King Street by providing for a range of commercial uses;
- c) consolidate delivery and servicing arrangements for commercial uses;
- d) optimise site capacity and contribute to the delivery of new homes in Hammersmith Town Centre;
- e) ensure that building heights and massing is appropriate for the area, and contributes positively to the surrounding townscape
- f) provide appropriate amenity space for residents;
- g) contribute to an improvement of the public realm along Blacks Road; and
- h) take account of the principles set out in the Hammersmith Town Centre SPD or any future update to this document.

Site description

The site allocations along Blacks Road consists of two parcels. These are a vacant site at Angel Walk (formerly Landmark House) and 57-75, 41-43, 27 (M&S building) King Street. Together these two parcels form a cohesive site allocation along Blacks Road. The allocation is located within in Hammersmith Town Centre and is part of the Hammersmith Regeneration Area. The site is also located close Hammersmith Underground station, and adjacent bus station at Hammersmith Broadway. As such the site has a public transport accessibility level (PTAL) of 6b, which is excellent. The site is partially within the Hammersmith Broadway Conservation Area and King Street East Conservation Area falls to the west. The terrace of houses on Angel Walk immediately adjacent to site are Grade II listed. St Paul's Church, which lies to the east of the Site, is Grade II* listed.

Site allocation

Redevelopment of this group of sites could facilitate the wider renewal of the eastern end of the town centre. Proposals for this site should be mixed use and retain commercial uses at ground floor. This should include the retention of existing retail uses, and inclusion of new restaurants and cafes and community uses. New residential uses will be encouraged on upper floors to make efficient use of areas above ground floor level. All new housing developments must provide adequate amenity space for

residents, such as courtyards, balconies, roof gardens and communal gardens, in accordance with other Local Plan policies. The design of the site should seek to enhance the viability and vitality of King Street and the wider Town Centre. Comprehensive redevelopment presents an opportunity to create a more attractive environment with active frontages along Blacks Road which is currently dominated by the rear and service yards of commercial units along King Street, and the vacant Landmark House site. 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. St Paul's Church, the Lyric theatre and Hammersmith Broadway currently act as key landmarks within the town centre, and these should be considered as part of the design.



The creation of new pedestrian links between Lyric Square and St Paul's Open Space to improve pedestrian choices should be explored where possible. Tall buildings will be possible on this site. Along King Street heights of 5-11 storeys could be achievable, as set out in the Hammersmith Town Centre SPD¹. Taller buildings will be achievable on the Angel Walk (Landmark House) parcel, subject to consideration of townscape context and historic assets. Any proposal for tall buildings on these sites must be fully consistent with Policy DH2 and all other relevant policies in the Plan.

¹ Hammersmith Town Centre Supplementary Planning Document

SITE ALLOCATION POLICY BEAVOR LANE

The council will work with landowners and other stakeholders to ensure the successful comprehensive redevelopment of land at Beavor Lane to the west of Hammersmith Town Centre. Development proposals should:

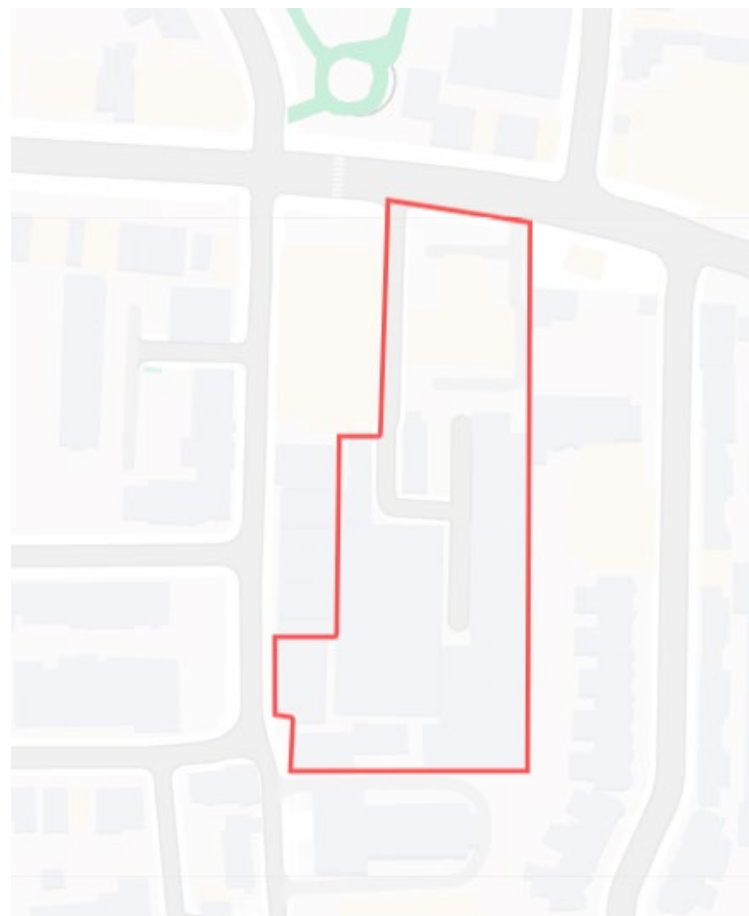
- a) be residentially led by optimising the capacity of the site to deliver high quality, accessible, sustainable homes, including affordable housing;
- b) ensure that building heights and massing is appropriate for the area, and contributes positively to the surrounding townscape
- c) provide well designed active frontage onto King Street, ensuring that this relates positively to the surrounding context.
- d) provide appropriate amenity space for residents as well as well landscaped public realm;
- e) deliver new and enhanced urban greening and biodiversity throughout and around the site, including through the provision of tree planting, green spaces, and green roofs.
- f) provide a Retention and Relocation strategy which sets out an approach to engagement with existing businesses and the provisions to be undertaken to either secure their retention on site within the redeveloped premises or for them to be accommodated within alternative suitable local premises; and
- g) Provide safe, well defined and well managed servicing and delivery access to commercial uses, ensuring that this is appropriately separated from the new public realm and the development and implementation of Servicing and Delivery Plans.

Site description

Beavor Lane is a mixed use site comprising a 14-storey building on King Street, and industrial spaces to the south, accessed by Verncourt Place. There is also a small block of flats to the immediate south of the hotel. The allocation is bounded by the north by King Street and Clockwork Building to the south. The northern frontage along King Street is dominated by a former 14 storey office building, now a hotel currently operated by Premier Inn. The overriding height of the building in this location is out of place within the existing townscape which is considerably lower rise in nature. Land to the immediate the south of the hotel is occupied by low-rise, industrial buildings in a variety of uses, including as the Royal Mail Hammersmith Delivery Office. There is also a pair of three-storey Victorian properties that have since been converted to residential flats and these frame the entrance to the industrial part of the site. The area is not within the town centre, or a conservation area. The Black Bull statue outside the now empty Black Bull public house is Grade II listed.

Site allocation

Redevelopment proposals for this site should be residentially led with designs that optimise site capacity. It will be important to ensure that any proposals seek to retain employment uses on the site and applications for development of the site will be expected to include a retention strategy as part of the submission.



New development in this location should be of the highest quality and should be optimised to provide new homes and employment space. The council will encourage new development which contributes positively to the surrounding townscape and is of an appropriate height and massing.

The Grade II listed Black Bull statue should be conserved as part of any redevelopment and its setting improved. Made from “Pulhamite” modelled in the early 19th century, the statue originally adorned the Black Bull Coaching Inn in Holborn before being relocated by a local MP in 1904. The council would like for the statue to be restored as a feature of any future redevelopment of the site, and the setting of the heritage asset to be improved. Redevelopment proposals affecting the statue should ensure that the setting of the asset is improved, and the Council will consider proposals for the relocation of the statue where this is necessary to improve the setting. In the first instance, any proposals for relocation should be sought within the site. Where it is not possible to be relocated within the site, the council will consider proposals for relocation elsewhere in the borough where these will secure long-term future of the asset.

REGENERATION AREA POLICY FULHAM REGENERATION AREA

There is a substantial opportunity for regeneration within the Fulham Regeneration Area and for the development of strategic sites to benefit the wider community. In order to achieve this, the council will:

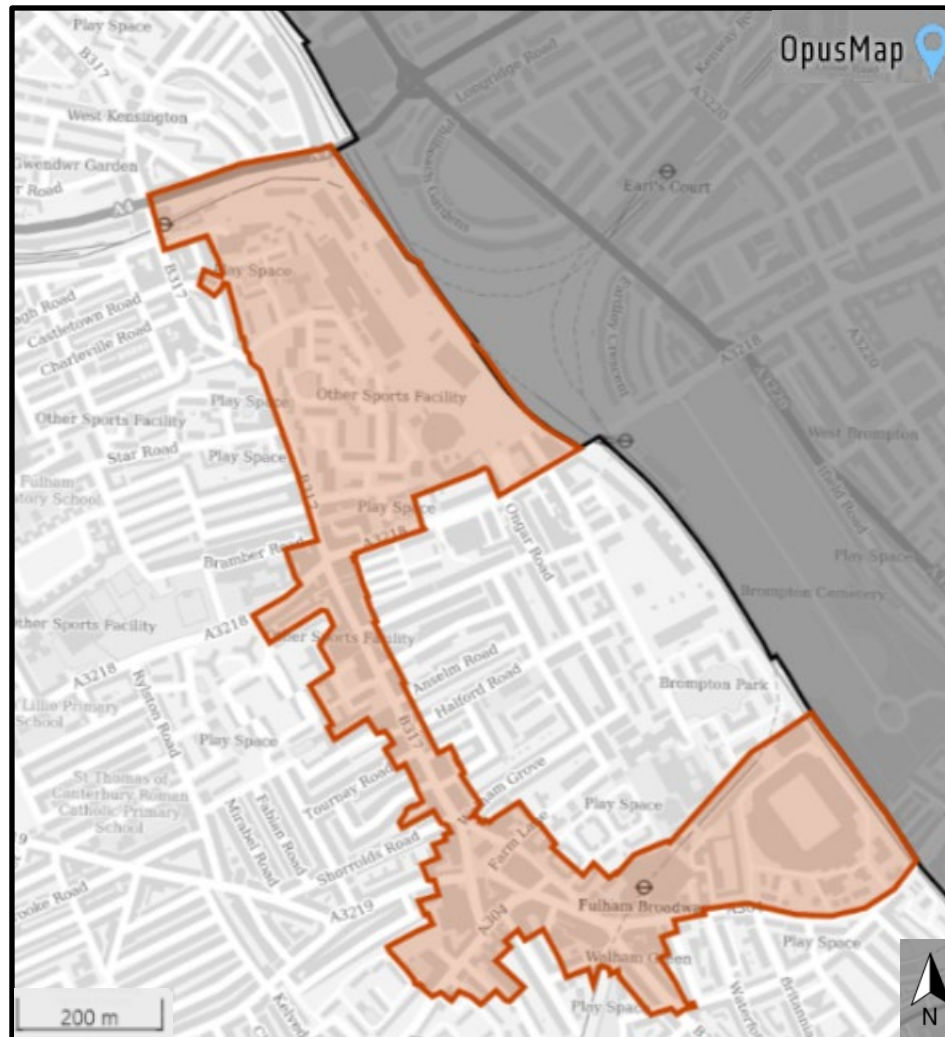
- work with the GLA, Royal Borough of Kensington and Chelsea, other strategic partners and landowners to secure the regeneration and renewal of the area; and
- actively engage with local residents and community groups to ensure that regeneration delivers benefits for the surrounding area.

Development proposals should:

- a) contribute to the provision of new homes and jobs;
- b) enhance the vitality and viability of Fulham Town Centre, particularly on North End Road and explore opportunities to secure the long-term future of and enhance the North End Road market;
- c) provide for the improvement of the West Kensington, Gibbs Green and Registered Provider estates, including the potential for renewal of and additions to all or parts of the estates;
- d) secure economic benefits for the wider community around the Fulham Regeneration Area to enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment;
- e) provide appropriate social, physical, environmental and transport infrastructure to support the needs arising from the area as a whole;
- f) demonstrate a high quality of urban design and public realm; and
- g) preserve or enhance the character or appearance and the setting of heritage assets including the Grade II* listed Fulham Town Hall and the Grade I Historic Park and Garden at Brompton Cemetery.

Tall buildings in this area should be directed to Earls Court and the West Kensington and Gibbs Green Estate to avoid adverse impacts on the special character of the Walham Green Conservation Area.

REGENERATION AREA FRA | Fulham Regeneration Area



Fulham is one of the most polarised areas in the borough in social, economic and physical terms. The area is predominantly made up of lined roads of Victorian and Edwardian architecture, but is also home to a number of large housing estates built in the 1960s, including the West Kensington and Gibbs Green estates and Clem Attlee Estate.

The area is well served by public transport with numerous bus services into central London and elsewhere, including Richmond, Clapham Junction, and Putney. The area is also served by the District Line at Fulham Broadway, West Kensington and West Brompton stations. There are also London Overground and national rail services from West Brompton station.

The area is also home to two notable sporting institutions. Chelsea Football Club have played at Stamford Bridge stadium since 1905. The stadium is wedged between Fulham Road, Brompton Cemetery and railway lines to the north and east. The Queen's Club hosts the annual Queen's Club Championships grass court lawn tennis tournament.

There are a range of services provided within and around Fulham Town Centre, which includes the Fulham Broadway Shopping Centre which offers a range of retail and leisure services. The vibrancy of the centre is complemented by the historic North End Road Market. The market operates six days a week and is particularly known for the sale of fresh fruit, vegetables, and other groceries.

Regeneration in the FRA provides opportunities to secure economic benefits for the wider North Fulham community. New employment would be expected to stimulate considerable investment in the surrounding area and in town centre businesses. All this will, in turn, increase local employment opportunities

Regeneration area

Most of the FRA overlaps with the Earl's Court and West Kensington Opportunity Area, which is identified in the London Plan and also covers land within the Royal Borough of Kensington and Chelsea. In order to secure the greatest benefits from regeneration, the council will work closely with the Greater London Authority and Royal Borough of Kensington and Chelsea to ensure that a holistic approach is taken to the future planning of the opportunity area and will work with residents, businesses, landowners and other interested parties to ensure that development in the opportunity area secures wider benefits for the local community.

The FRA benefits from a high level of public transport accessibility due to the four London Underground stations within or near to its boundary. This high level of public transport accessibility, together with the facilities and services in Fulham Town Centre provides the opportunity for the delivery of a substantial number of new homes and jobs. The

largest development opportunity within the FRA is in the Earl's Court and West Kensington Opportunity Area, which is identified in the London Plan as having the capacity to deliver 7,500 homes and 9,500 jobs across both LBHF and RBKC.

Fulham Town Centre will be supported to re-establish its historic role in the locality and maintain its status as a Major Town Centre in the London Plan (2016). Further shopping and leisure uses will be encouraged in the town centre and at an appropriate scale within the Opportunity Area.

The FRA and its surroundings are dominated by a number of large council housing estates. The redevelopment of the Earls Court Exhibition Centre could provide the opportunity for improvements to the West Kensington and Gibbs Green estates, including the potential for renewal of and additions to all or parts of the estates, to enable improved housing opportunities for local residents and to support economic regeneration in this area.

New social, physical, environmental and transport infrastructure will be necessary to support the needs of the growing residential and worker community in the FRA. It is anticipated that most infrastructure will be needed to support development within the Earl's Court and West Kensington Opportunity Area. Financial contributions will be sought for the delivery of off-site improvements where the on-site delivery of infrastructure cannot be secured. Substantial improvements to

the public transport network and highway network will also be necessary, including improvements to London Underground and Overground stations, new and more frequent bus routes and new bus stops, and junction and road capacity improvements. Opportunities should be explored to secure the provision of a decentralised energy network, particularly within the Earl's Court and West Kensington Opportunity Area. Development must also take account of the capacity of the physical and environmental infrastructure, particularly for sewerage and surface water.

Development within the FRA should be of the highest quality of design and respect surrounding heritage assets. The FRA is bounded by a number of conservation areas and statutory listed and locally listed buildings. There will be opportunities for higher density development in the Opportunity Area, including the potential for tall building, subject to detailed design and analysis. Architecture within the FRA should be of the highest quality and opportunities should be explored to improve connectivity through the FRA, especially within the Earl's Court and West Kensington Opportunity Area.

SITE ALLOCATION POLICY EARLS COURT

The site is shared with the Royal Borough of Kensington and Chelsea, and the council will progress further this site allocation through the Duty to Cooperate process and taking into account the emerging London Plan and revised housing figures, updated retail and leisure needs, and tall buildings and capacity evidence as this information becomes available. Planning applications are currently under consideration in both boroughs. This Site Allocation will take forward the application site within the borough boundary and assume it has a 15-20 year phased timeframe.

The Council will support the phased mixed use residential led redevelopment of the Earl's Court site.

Development proposals should:

- a) provide a design led approach to each phase to deliver a high-quality public realm which promotes active travel and permeability both within the wider site and with the surrounding streets and demonstrates a comprehensive approach to the regeneration of the wider area;
- b) provide a significant contribution to the council's housing targets, aiming to maximise delivery at all phases of the development;
- c) bring forward new housing and affordable housing in the early phases, including within the plan period.
- d) provide a commercially aware and viable mix of land uses, including housing, employment, hotels, leisure and associated facilities, retail and cultural facilities which make a significant contribution to delivering the council's Industrial Strategy -Upstream- and the Cultural Strategy ambitions;

- e) make a significant contribution to delivering new employment floorspace which provide high quality jobs, training and skills development opportunities for local people;
- f) deliver employment space at each phase which reflects up to date employment land and needs evidence in order to promote successful take up;
- g) ensure a flexible approach to delivery on later phases which will allow the proportion and types of businesses and light industrial typologies to be built out which reflect and respond to changing demands and needs in later stages beyond the plan period;
- h) deliver on site affordable workspace and a wide range of unit sizes, with a significant proportion of small-scale accommodation for the boroughs SME sectors provided in the early phases;
- i) deliver new cultural facilities which reflect the council's Cultural Strategy ambitions for this location;
- j) provide adequate social, physical, environmental and transport infrastructure to support the needs of the area as a whole and which is brought forward at all phases of development;
- k) provide green corridors and public open spaces, and deliver a new public greenspace with appropriate seating for local people and visitors; and
- l) recognise the substantial scope offered by the scale and location of the wider Opportunity Area to create a new sense of place and range of densities.

There may be scope for tall buildings, however any tall buildings would need to be justified by a full urban design analysis, which takes account of updated local plan evidence on tall buildings and capacity.

The Earl's Court and West Kensington Opportunity Area covers approximately 37 hectares across both the London Borough of Hammersmith and Fulham and the Royal Borough of Kensington and Chelsea. The London Plan 2021 identifies the Opportunity Area to have an Indicative capacity for 6,500 new homes and 5,000 jobs across both boroughs. These targets may change over the course of this Local Plan review as the new London Plan is published, and depending on the outcome and implementation of the planning application currently in consideration on this site.

The council expects this site to make a significant contribution to housing delivery, particularly in the early phases. The Industrial Strategy also sets out ambitions for meeting affordable housing needs on this site – for example - the council is developing new 'Affordable Housing' models and home ownership interventions including tenures that connect employees to homes linked to their professions.

The council wishes to see the potential for significant development realised. The Hammersmith and Fulham Industrial Strategy – Upstream sets out the ambitions for economic growth and skills development for local people, centred around Innovation and reflecting the social, economic and climate change objectives of the Borough's STEM growth strategy. Nearly 90% of the boroughs businesses employ fewer than 9 people. To ensure businesses benefit from the development, affordable workspace provided in a range of smaller units to meet local SME and micro SME needs.

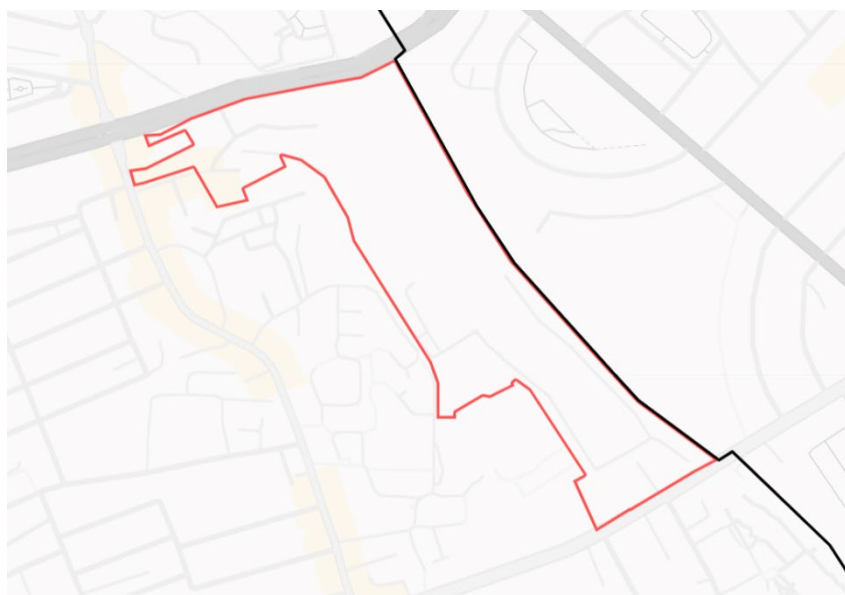
A flexible approach on the range of uses over the phased development will enable both the employment types and other town centre uses to respond to changing needs and demands over the development timeframe. This site has the potential to contribute to meeting identified visitor accommodation and student housing needs. Provision of shop and services to meet the day to day needs of the new residential occupiers and workers, and will be important in creating a sustainable community avoiding the need to travel.

A comprehensive approach for the whole area would provide the opportunity to create a permeable layout for the whole area, with a good range of facilities and useful open space and better connections to rail and underground stations. It will also provide the potential to enable the inclusion of new road links between the A4 and Lillie Road that will help improve the local highway network (in LBHF and RBKC) as well as better servicing the development. There would be a holistic approach to design issues across the area;

A phased development would underpin regeneration of the surrounding area through a greatly increased demand for local shops and services. Building out the commercial uses over the anticipated 15-20 year timeframe would provide the flexibility to respond to changing demand and needs for employment and commercial development to better ensure occupation. It would help regenerate North End Road, with active travel solutions increasing footfall;

Despite the loss of the Earl's Court Exhibition Centre, this legacy should not be lost and development proposals brought

forward within the opportunity area should provide an arts, leisure or entertainment venue which should help to continue the area's cultural legacy. A significant quantum and wide range of retail, arts cultural and entertainment uses will be appropriate to reflect the Council's Industrial Strategy and the Cultural Strategy ambitions for the area to become a destination with a vibrant evening economy, creative and cultural offer.



The size of the site and the anticipated development potential will mean that the majority of social infrastructure provision can be provided on site. The anticipated phased development and timeframe means that the delivery of affordable housing,

affordable workspace, infrastructure and other community benefits should be delivered in phases tenure that the site is sustainable and contributes to meeting local needs in a timely fashion and is not delayed by later stages.

The majority of the Opportunity Area is well served by public transport including bus routes and railway stations linked to the District, Piccadilly and West London lines, but access to public transport will need to be improved. Planned and committed TfL improvements to services will greatly increase public transport capacity. Development is likely to need a range of transport improvements, and be based on designing in active travel principles into a high quality and inclusive public realm to facilitate walking and cycling as modes of transport. This is expected to be supplemented by very high public transport use.

Development must also take account of the capacity of the physical infrastructure, particularly for sewerage and surface water management and the ability of the sewerage network to take increased foul and surface water drainage generated by this site. There is a Site of Importance for Nature Conservation (SINC) - West London Line south of Earl's Court – as well as a borough-wide Grade I which the council has a duty to protect from development. The West London Line railway corridor is also designated partly as a green corridor. It is important that these ecological resources are protected and enhanced, as well as taking account of Biodiversity Net Gain principles across the whole site. Opportunities should

also be explored for the provision or connection into a decentralised energy network

The FRA Opportunity Area has a strong physical, social and economic context provided by the surrounding communities, and the existing urban grain, form and pattern of development of the surrounding residential areas, conservation areas, and town and local centres. New developments must be planned having regard to and respecting this setting and should reflect the high-quality residential conditions found in the vicinity in both boroughs. Also, owing to the size and scale of the opportunity area, new development should realise the scope for delivering new places of different character, including varied urban form and density.

The current planning application identifies 6/7 areas which will be built out in phases over a period of 15-20 years. Whilst a definitive housing and commercial quantum and mix is not yet known, the core principles of placemaking and permeability will need to be reflected at each stage of the build out. Forthcoming Local Plan evidence on tall building and capacity will provide a framework for informing the built form of future phases. Development should be permeable, be based on active travel principles and provide new connections to improve the existing local highway, pedestrian and cycle networks. This will help to ensure that the potential regeneration benefits to the surrounding area are optimised and that people living in both boroughs will benefit.

In principle, some tall buildings may be appropriate in the FRA Opportunity Area, and will need to be put in context as part of

full urban design analysis that considers, in particular, local and longer distance views (e.g. from the riverside), as well as examining the impact on the rest of the Opportunity Area and Conservation Areas in the surrounding area in both boroughs. Overall, the design, layout, massing and density of development should have regard to the local context and setting of local heritage assets. Care needs to be taken to protect and enhance the character and appearance of Brompton Cemetery in the Royal Borough of Kensington and Chelsea, which is a Grade I Registered Historic Park and Garden of Historic Interest.

SITE ALLOCATION POLICY NORTH END ROAD

North End Road is a thoroughfare linking West Kensington and Fulham Broadway. The road's immediate surroundings include a mix of hotels, office blocks, residential properties, and the distinctive Clem Attlee Court estate. The council seeks the re-development of the southern portion of the road to support the regeneration of Fulham Town Centre, the enhancement of the historic street market, support the growth of existing and new businesses, and provide more homes for residents. Development proposals should:

- a) support the vitality of Fulham Town Centre, by providing new town centre uses. Uses that are considered particularly suitable include retail, food and beverage, and workspace;
- b) optimise capacity to provide new homes, community facilities, and associated infrastructure;
- c) provide well designed active commercial and community ground-floor frontage, ensuring that this relates positively to the surrounding context and maximises natural surveillance to ensure community safety;
- d) ensure proposals account for the relationship with North End Road Market and the needs of traders, including consideration of market facilities and provisions for stallholders. Applicants should liaise with the council at the earliest possible stage to ensure that proposals will not adversely impact the operation of the historic market.
- e) enhance the existing public realm on North End Road to deliver an improved environment for pedestrians and cyclists, which is safe and accessible to all; and
- f) ensure that building heights and massing are appropriate for the area and contributes positively to the surrounding townscape. Massing should step back from building edges on upper floors at this location to ensure maximum access to natural light.

Site description

North End Road forms the northern portion of Fulham Town Centre and takes the form of a busy High Street. The area is characterised by a variety of shops, restaurants, and pubs and is the location of the North End Road Market. The road's immediate surroundings include a mix of hotels, office blocks, residential properties, and the distinctive Clem Attlee Court estate. The council have undertaken improvement works in recent years to enhance the appeal of the area, including creating seating areas, street planting, improving market pitches, and installing new signage. The southern portion of the site allocation forms part of the Primary Shopping Frontage within Fulham Town Centre, and part of the site is within the Walham Green Conservation area and Walham Green Archaeological Priority Area.

Site allocation

The site allocation runs from the junction with Lillie Road in the north, following the road south to the junction with Walham Grove. The road is the location of the North End Road Market, which has operated six days a week since the 1880s. The market is an important local retail anchor that adds to the vibrancy of Fulham Town Centre and any future development should consider how it relates to the market. The council will seek to refuse any development that hinders or threatens the operation of the market. Applicants are encouraged to liaise

with the council at the earliest available opportunity to ensure that proposals will be compatible with the continued operation of the market. New development should protect existing ground floor uses, and promote new uses that are complementary to the town centre where appropriate. Uses that are considered appropriate and compatible within the town centre include retail, food and beverage, and workspace uses.



New development in this location should be of the highest quality and should be optimised to provide new homes and employment space. The council will encourage new development on upper floors where this contributes positively to the surrounding townscape and is of an appropriate height and massing. Development should maximise the availability of natural light at street level and massing should step back from building edges on upper floors to increase the availability of natural light and avoid a 'tunnel' effect at ground level.

The council will continue to make improvements to the public realm along North End Road to ensure an attractive and high quality public space that is welcoming and accessible to all. New development will be expected to contribute toward this improved public realm by ensuring that the design of new developments include active ground-floor frontages that maximise natural surveillance for safety.

SITE ALLOCATION POLICY RYLSTON ROAD

This former industrial building at 34-38 Rylston Road has been derelict for a number of years and presents an opportunity to provide a significant number of new homes within an existing residential community. In order to secure planning permission, development proposals will be expected to:

- a) optimise the capacity of the site to deliver high quality, accessible, sustainable homes, including affordable housing;
- b) ensure that building heights and massing are appropriate for the area and contributes positively to the surrounding townscape;
- c) deliver new and enhanced greening and biodiversity throughout and around the site, including through the provision of tree planting, green spaces, and green roofs;
- d) does not result in adverse impacts on neighbouring properties on Mendora Road and Prothero Road;
- e) promotes and encourages opportunities for walking and cycling, and enhance the existing public realm around the site; and
- f) ensure the retention and suitable protection of street trees during construction and occupation. This includes root protection as well as crown growth in proximity to buildings over the tree's natural lifespan.

Site Description

The site allocation is located at 26-38 Rylston Road, between Mendora Road and Prothero Road. The site is made up of a derelict former industrial site constructed over several phases from the 1880s and into the 20th century. The existing buildings are in a state of disrepair, having been derelict for several years. The site was used by Kodak LTD until the 1990s as a photography laboratory having previously been used as a site labelled as a 'laundry' as labelled on the 1916 OS map.

Site Allocation

Proposals for development should be for residential purposes to reflect the residential character of Rylston Road. The immediate area surrounding the subject site is characterised by houses and residential apartment buildings varying in height from 2-3 storeys. Development should be sensitively integrated to the existing townscape with respect for the scale of surrounding residential buildings, particularly those closest to the site on Mendora Road and Prothero Road.

Development should take account of the setting and significance of the Grade II* Listed Church of St Thomas and associated Grade II listed buildings/ structures to the south of the site. Consideration should also be given to any potential impact on the nearby Central Fulham Conservation Area.



The site is located near to Fulham Town Centre and associated transport links meaning that it has the opportunity to enable positive health choices for all by encouraging active travel in the locale. Development should therefore provide appropriate facilities to promote and encourage these choices, such as the inclusion of safe and secure cycle parking with accessible access.

REGENERATION AREA POLICY SFRRRA SOUTH FULHAM RIVERSIDE

The council will work with landowners and other partners to secure the phased regeneration of the area to become a high-quality residential area together with a mix of other uses. In order to achieve this, the council will work with:

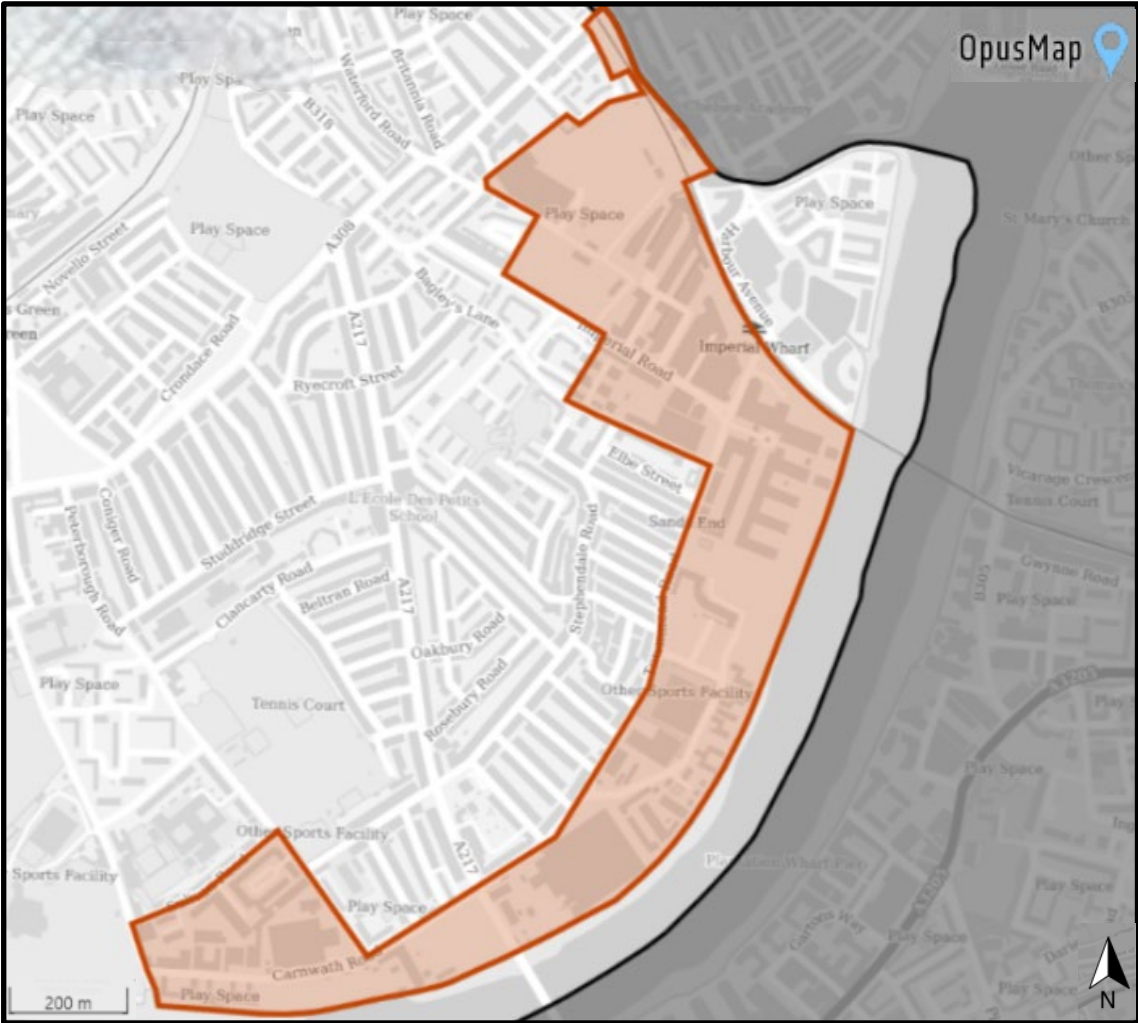
- neighbouring boroughs, strategic partners, and landowners to secure regeneration of the SFRRRA; and
- actively engage with local residents and community groups to ensure that regeneration delivers benefits for the surrounding area.

Proposals for development in SFRRRA should:

- a) predominantly be for residential purposes to contribute to the South Fulham Riverside target of 4,000 additional dwellings by 2035;
- b) include employment-based uses that will meet local business needs and are compatible with residential development in the most accessible parts of the area, particularly in the vicinity of Imperial Wharf Station and on sites close to the Wandsworth Bridge Road, Townmead Road and Carnwath Road junction;
- c) include appropriate small-scale retail, restaurants, cafes and leisure uses to support day to day needs. These uses are likely to be appropriate on the Thames frontage to provide activity adjacent to the river. Opportunities for river related uses will be encouraged in accordance with the objectives of the Local Plan River Thames policies;
- d) create a high-quality urban environment. On the riverside, a very high standard of urban design will be necessary. Opportunities will be encouraged that maximise the permeability and connectivity between sites, including the extension of the Thames Path National Trail and provision of open spaces that create interest and activity;
- e) demonstrate how they integrate and connect with the surrounding context, particularly the river;

- f) support the implementation of a pedestrian and cycle bridge that will provide access to the south of the river;
- g) provide appropriate social, physical and environmental infrastructure to support the needs arising from development and the area as a whole;
- h) secure economic benefits for the wider community around the South Fulham Regeneration Area by providing programmes to enable local people to access new job opportunities through training, local apprenticeships or targeted recruitment;
- i) be acceptable in terms of their transport impact and contribute to necessary public transport accessibility and highway capacity in the SFRRRA and surrounding areas; and
- j) be sensitively integrated with the existing townscape, ensuring no substantially harmful impact on heritage assets, and respect for the scale of the surrounding residential buildings. Building height can be gently stepped up toward the riverside, to provide a presence and give definition to the river frontage.

REGENERATION AREA SFRRRA | South Fulham Riverside Regeneration Area



The area around the South Fulham riverside has experienced significant change from its industrial history to become a residential mixed use area integrated with employment, community and leisure uses.

A series of high quality developments in the area including Fulham Reach, Imperial Gasworks, and Fulham Riverside (at Townmead Road) have significantly altered the character of the area to create an urban environment with a distinctive modern character. The sweeping curve of the Thames is a particularly important feature defining the character of the area and views from Wandsworth Bridge up and downstream of the river are important views.

Away from the immediate riverside, the area is characterised predominantly by terraced residential dwellings, as well as a number of post-war housing estates. These are predominantly two storey terraced properties in long streets which has created a fine urban grain. This contrasts with recent development on former industrial sites in the area where development has been characterised by larger building plots and taller buildings.

The riverside is also home to a number of sporting venues, including the Hurlingham Club and Fulham Football Club, who play at Craven Cottage to the west of the area.

Public transport in the area consists of numerous bus routes and rail and tube access via Imperial Wharf, Parsons Green,

and Putney Bridge stations. However, there are some areas that continue to suffer from poor access to public transport, such as Carnwath Road.

The South Fulham Riverside, along Carnwath and Townmead Roads, is in a variety of uses: residential, commercial and industrial, retail and leisure. The overriding need is for new homes and much of the area is not accessible enough for significant new employment space. Individual development sites may need to be supported by Transport Assessments which detail the impact of any scheme on the highway, walking and cycling networks, public transport routes and taking into consideration any committed developments within the area.

With much of the area having a low PTAL rating, it is important that employment space should be located in the most accessible parts of the regeneration area, being Imperial Wharf Station, with a secondary location around the junction at Wandsworth Bridge Road, Townmead Road and Carnwath Road where it is closest to a number of bus routes that run both along Wandsworth Bridge Road and along Townmead Road. With many previous employment sites being redeveloped for housing, it is important that some replacement employment opportunities are provided in new development schemes to create a mixed use area and provide jobs locally.

Small scale retail, restaurants and cafes should be provided as part of mixed use developments, primarily to meet local need, particularly on the riverfront to provide a vibrant and high quality environment that will increase riverfront activity along the Thames Path National Trail. The riverside walk should connect to a series of public spaces along its length to accommodate active uses and interest along the linear spaces. The council does not consider that it is appropriate for additional major stores to be considered in the area. Any additional floorspace in the area should primarily cater for local needs in order to sustain the town centres. The majority of the SFRRA is within the Thames Policy Area where specific design policies apply, as set out in the borough-wide policies. It is also a key priority to extend and improve the Thames Path National Trail, together with pedestrian routes linked from the river and canal to the surrounding area. The riverside walk should be at least 6 metres wide. Much of this will depend on the development of vacant and underused riverside sites. The River Thames also has a significant potential for water based activities that can increase opportunities for sport and recreation in the borough.

A holistic approach to the regeneration of SFRRA will provide opportunities to improve local connectivity in the area. The whole stretch should be dealt with in a comprehensive way. The area was shaped by its industrial heritage and this pattern remains apparent today. Without consideration of how the schemes relate to one another and have regard to its setting and context, there is a danger of isolating communities. The

council will expect developers to demonstrate how the development approach will optimise the site for development, accessibility and recreational benefit, along with how it will benefit neighbouring developments and local residents. Each development should identify key spaces and nodes where routes intersect or are prominent. Connections to and from Imperial Wharf West London Line Station will be key for providing direct access to the key transport connections.

There are three safeguarded wharves, with only Comley's Wharf still in use for waterborne freight transport. The adjoining Swedish Wharf is still used as an oil storage depot but does not currently use the river for transport. Hurlingham Wharf is currently in use by Thames Water as part of the Thames Tideway project however the site is expected to become vacated within the lifetime of the Plan.

The London Plan and the Port of London Authority seek to protect safeguarded wharves for cargo handling uses. The Mayor of London's most recent review of safeguarded wharves contained, among other things, recommendations to continue to safeguard Hurlingham, Swedish and Comleys wharves.

The council will protect the three safeguarded wharfs in accordance with the London Plan. However, it is the council's view that vacant and under-used wharves should continue to be comprehensively assessed by the Mayor of London approximately every 5 years to determine their longer term

use. The council will continue to promote the consolidation of wharf capacity downstream of Wandsworth Bridge on Swedish and Comleys Wharves, where road access to the strategic road network can be improved.

Where possible, the council will support non-river related uses on safeguarded wharves where wharf capacity can be protected and consolidated as part of mixed use schemes, and where proposals meet the requirements of policies set out elsewhere in the Plan and the London Plan.

A new pedestrian and cycle bridge would provide a key link to allow more people to access the south of the river and the Clapham Junction Town Centre. Pedestrians and cyclists could use either side of the river, providing alternative leisure and commuter routes, and will be likely to increase the number of pedestrians and cyclists using the Thames Path National Trail. Planning permission has been approved for a footbridge adjacent to Cremorne Bridge, as it is located most centrally between the other crossing points of Wandsworth Bridge and Battersea Bridge, which are approximately between a 1km and 1.2km walk in either direction. Proposals will have to be carefully considered in relation to any impact the footbridge may have on the setting of and views toward the Grade II* Listed Cremorne Bridge.

It is anticipated that most physical and social infrastructure capacity required by the increase in resident and worker population will need to be provided on site or in close

proximity to the development. This will need to include facilities such as primary and secondary school places, contributions toward health facilities, public open space, play space, a community centre and policing. There will also be requirements for highway network and public transport improvements throughout South Fulham Riverside particularly at the Wandsworth Bridge Road junction.

Regeneration in the SFRRA provides opportunities to secure economic benefits for the wider community in the borough. Training and employment funding and initiatives, including through pre-employment support activity and local recruitment campaigns will be important. New employment would be expected to stimulate considerable investment in the surrounding area. All this will, in turn, increase local employment opportunities. It will be important to put in place schemes to assist people in gaining access to new jobs. The council will encourage businesses to embrace the London Living Wage.

Public transport accessibility is generally at a low level with most of the area being at least a 10 minute walk from an underground or rail station. However, bus services have improved in recent years, and the Imperial Wharf West London Line (WLL) station has improved accessibility in the eastern part of the area. The council will work with transport partners to carry out further public transport improvements in this area. The extension of the river bus service will be encouraged to call at Chelsea Harbour Pier. Improvements to

transport links in this part of the borough will be necessary to support the new homes and jobs planned for the area, and the council will seek contributions to improve these services from developers where it is appropriate to do so.

The majority of the South Fulham Riverside Regeneration Area lies within the Sands End Conservation Area, while part of the north east section is included within the Imperial Square and Gasworks Conservation Area. Where developments propose significant massing and height, these should consider any potential impacts of increased height and/or massing on heritage assets in the surrounding area, including any impact of the view from the Brompton Cemetery. The general scale height and massing of any development along the edges of the regeneration area should have a closer relationship to the existing townscape. There is a variation in building height in the area, and it would be appropriate for new development to adopt a similar variety of scale, ensuring that development on the river front provides a clear edge to the riverside walk in order to provide some presence and enclose the area fronting onto the river.

SITE ALLOCATION POLICY CARNWATH ROAD RIVERSIDE

The council is supportive of comprehensive redevelopment of land that was used for the construction of the Thames Tideway Tunnel. This land comprises of Whiffin Wharf, Hurlingham Wharf, and the former Carnwath Road Industrial Estate, and work to construct the tunnel is now substantially complete allowing comprehensive redevelopment of the site. Proposals for redevelopment should:

- a) interfere with the operation of and access to the safeguarded wharf;
- b) allow for the continued maintenance of the Thames Tideway Tunnel;
- c) provide new and affordable homes, with supporting social, physical, environmental and transport infrastructure;
- d) be of high-quality design that optimises land use, and respects the character and appearance of the Sand End Conservation Area and other heritage assets;
- e) ensure that building heights and massing is appropriate for the area, and contributes positively to the surrounding townscape;
- f) reinstate riverside access to the Thames Path;
- g) ensure that built development does not encroach into the River Thames or impact the ecological value of the River Thames SINC; and
- h) explore opportunities for the meanwhile use of the site as appropriate once the site has been vacated by Thames Water for the construction of the Thames Tideway Tunnel.

Site description

The site is made up of riverside wharf uses, which in recent years have been used as a drive site for the construction of the Thames Tideway Tunnel. Located to the immediate west of Wandsworth Bridge and south of Carnwath Road, the site is comprised of Whiffin Wharf, Hurlingham Wharf, Carnwath Road Industrial Estate and an area of the River Thames foreshore. Works at the site have now substantially completed and will no longer be required for the construction of the tunnel.

A new riverside space has been constructed on some of the recently vacated site, providing a new route to the river, permanent seating and a community space. Some of the site will be required for the future maintenance of the Tideway Tunnel and it will be important that this is safeguarded as part of any future development.

The surrounding context to the site is characterised by predominantly residential buildings to the north and west, with a number of scattered employment uses. Wandsworth Bridge Road to the west of the site forms part of the Strategic Road Network. The site is approximately one mile from Imperial Wharf and Wandsworth Town stations. It is a similar distance to the nearest tube station at Parsons Green.

The foreshore area is within a Site of Importance for Nature Conservation, and the entire site is located within the Sands

End Conservation Area. Hurlingham Wharf is a safeguarded wharf per the London Plan.

Site allocation

Following release of the site from its use as a drive site to construct the Thames Tideway Tunnel, the site has the potential to come forward for a residentially led development to increase the quantity of new housing in the south of this part of the borough, in line with the wider regeneration area policy.



The safeguarded wharf on Hurlingham Wharf must be protected as part of any future redevelopment, however the council will consider proposals that co-locate uses and result in the intensification of the site. The introduction of sensitive (non-waterborne freight) uses will require creative and

innovative design solutions and planning applications should demonstrate that proposed development would not preclude potential future wharf operations and avoid potential conflicts of use. Proposals for the site will be required to demonstrate that the design of the operational part of the wharf will be sufficiently flexible to accommodate a reasonable range of wharf uses.

Co-locating sensitive uses alongside a working wharf raises concern due to the potential impact of associated environmental issues (such as noise, vibration, dust and artificial light spill) on these sensitive uses and the threat that this may pose to the on-going, 24-hour, operation of the wharf. Mitigation measures will be necessary to reduce the impact on sensitive uses to an acceptable level.

Development proposals should provide a well-defined built edge to Carnwath Road and Wandsworth Bridge Road, incorporating various ground floor uses and entrance areas to provide activity and overlooking onto the surrounding public realm. A new Thames Path connection along the riverfront will be expected to be provided. It may be necessary to elevate the path to avoid wharf activities. The council will support meanwhile uses for the site once the site has been vacated by Thames Water to avoid long-term vacancy or dereliction of the site.

Development proposals should explore the potential of including sewer heat recovery from the Thames Tideway

Carnwath Road Riverside Site. It represents a significant opportunity for the decarbonisation of heat particularly when combined with heat networks for a development. The stable temperature of sewage (as compared to ambient air), and the correlation between population density, heat demand, and the scale of the sewer system means there could be potential as a heat source for low carbon heat networks.

SITE ALLOCATION POLICY BAGLEYS LANE

The council will work with businesses, landowners and other stakeholders to seek the phased redevelopment of the Talina Centre, Council Depot, surrounding industrial land and council mortuary site. Development proposals for the site should:

- a) form part of an overall masterplan that ensures the comprehensive redevelopment of the site;
- b) be residential led.
- c) provide a Retention and Relocation strategy which sets out an approach to engagement with existing businesses and the provisions to be undertaken to either secure their retention on site within the redeveloped premises or for them to be accommodated within alternative suitable local premises;
- d) provide adequate supporting social, physical, environmental, and transport infrastructure; and
- e) ensure that building height and massing contributes positively to the surrounding townscape and has an acceptable impact on the skyline including views to and from the riverside.

Site Description

Bagleys Lane is located close to Imperial Wharf Station providing a rail link from Clapham Junction, West Brompton, Shepherd's Bush and Willesden Junction. Bagleys Lane forms the western boundary of the allocation with Imperial Road to the east. The allocation consists of three distinct parcels: Talina Centre, the Council Depot, and the west London mortuary site and adjacent warehousing.

The Talina Centre is a purpose built estate designed for use as office and light industrial ((E(g)(iii))) purposes falling in use class E. These are relatively small, providing important spaces for small businesses. The council depot is located to the south of the Talina Centre and currently houses the Council's fleet of vehicles, including waste collection lorries. The rest of the site is comprised of the offices to the West London Coroners Court, and industrial buildings.

Site Allocation

The council will support proposals for the comprehensive redevelopment of the site to provide a new high-quality residentially led development. Land owners and developers will be expected to work together to bring forward a comprehensive vision for the site, and this may involve the development of a masterplan to guide development of the allocation.

It will be important to ensure that any proposals seek to retain employment uses on the site and applications for development of the site will be expected to include a retention and relocation strategy as part of the submission.



New development in this location should be of the highest quality and should be optimised to provide new homes and employment space. The council will encourage new development which contributes positively to the surrounding townscape and is of an appropriate height and massing. Any redevelopment proposals should take account of the protected views to and from the riverside.

Addressing the cumulative transport impacts will be necessary to manage increased traffic, ensure road safety, and promote sustainable travel. Development proposals will require safe pedestrian and vehicular access, and high-quality cycle and pedestrian routes throughout the site that increase local permeability to reduce car dependency and encourage healthier, more sustainable modes of transport. Reflecting the significant scale of growth as part of this site allocation, at least two accesses into the site may be necessary to accommodate the volume of vehicle movement that will be generated in this location and increase site access. The entire site must be accessible from each site access point, and the site cannot be parcelled off into separate elements that are not connected.

SITE ALLOCATION POLICY PUTNEY BRIDGE

The area surrounding Putney Bridge Station has the potential to accommodate significant redevelopment given its excellent access to public transport and local amenities. Development proposals for the area should:

- a) be residentially led to provide for new high quality accessible and sustainable homes including affordable homes;
- b) provide new commercial uses of a size and scale that would support the new and local population and a complementary to existing nearby centres;
- c) make use of railway arches to provide new business premises with well-designed ground floor frontages to create a strong street presence and improved public realm;
- d) Provide safe and well managed servicing and delivery access within the site and explore the provision of shared servicing for commercial uses in the railway arches.
- e) avoid harmful impacts to nearby sensitive uses and heritage assets;
- f) ensure that building heights amassing are appropriate for the area and contributes positively to the surrounding townscape;
- g) create a new high quality public realm around Putney Bridge Underground Station, which is green, safe, and accessible to all, with provision for public and active transport to facilitate onward travel; and
- h) demonstrate that there would be no adverse impact on the amenity of future occupiers from noise, vibrations or light associated with the continued effective operation of the railway.

Site Description

The site allocation consists of the land located immediately to the west of Putney Bridge station to Fulham High Street, including Swanbank Court to the south. New Kings Road forms the northern boundary of the site.

The site is close to a number of sensitive uses including the Grade I listed Fulham Bishop's Palace and registered park and garden. The site consists of a range of uses, however, is predominantly commercial in character with a range of offices, local cafes and restaurants at ground-level. The allocation forms a major travel interchange with a large number of buses serving the area supporting transport links to and from Putney Bridge station.

Site Allocation

Development proposals for the area should be residentially led to provide for much needed housing in the area. Other uses such as small scale retail, restaurants and cafes should be provided as part of mixed use development, primarily to meet local need, particularly around a new transport interchange and public square outside Putney Bridge station to provide a vibrant and high quality environment. Additional leisure uses may also be acceptable where these do not impact on nearby sensitive uses. Any additional floorspace in

the area should primarily cater for local needs in order to sustain the local centres and avoid unnecessary competition. The council will expect developers to demonstrate how the development approach will optimise the site for development, accessibility and recreational benefit, along with how it will benefit neighbouring developments and local residents.

New development in this location should be of the highest quality and should be optimised to provide new homes and employment space. The council will encourage new development which contributes positively to the surrounding townscape and is of an appropriate height and massing. The potential for taller building elements to reflect the surroundings should be explored as part of a design led approach. Development proposals will need to take account of protected views to and from the riverside and nearby heritage assets.

The impact of new development on nearby sensitive heritage sites will have to be carefully considered. Fulham Bishop's Palace is a Grade I listed building with an associated registered park and garden and development will need to preserve and enhance the setting of these heritage assets. Other notable heritage assets include the Grade II* listed Parish Church of All Saints and Grade II listed Fulham House.

The area is covered by an Archaeological Priority Area designation (Fulham Village APA). All applications for the area should include a desk based archaeological assessment to assess the potential for below ground remains. A watching

brief or pre-development excavation may be required as part of any planning permission to protect below ground remains. The design of the development should enable the railway arches to be opened up and refurbished for commercial, cultural and/or community uses. Development should provide physical and visual links to the path adjacent to the railway arches and optimise the future potential for commercial, cultural and/or community activities.



The council will work with TfL and other stakeholders to facilitate the refurbishment of the railway arches along the footpath to New King's Road and the creation of a new public transport interchange and step free access to the platforms at Putney Bridge station.

The area currently suffers from poorer quality public realm, which limits its suitability as a public transport interchange. The council has aspirations to create a new high quality public realm including a new public square outside Putney Bridge station that will facilitate an improved public transport interchange for onward travel. This new public square should be a central design feature and a community focal point that provides a high quality station approach to Putney Bridge station. Applications for the comprehensive redevelopment of the area should be accompanied by a site-wide public realm strategy.

Addressing the cumulative transport impacts will be necessary to manage increased traffic, ensure road safety, and promote sustainable travel. Development proposals will require safe pedestrian and vehicular access, and high-quality cycle and pedestrian routes throughout the site that increase local permeability to reduce car dependency and encourage healthier, more sustainable modes of transport. Reflecting the significant scale of growth as part of this site allocation it will be necessary to ensure that servicing arrangements are properly integrated and do not cause conflict with other vehicles using the site. In particular servicing arrangements should not interfere with the efficient operation of public transport using the site.

Meeting housing need



POLICY HO1 HOUSING SUPPLY

The council will work with partner organisations and landowners to exceed the London Plan (2021) minimum target of 1,609 additional dwellings a year up to 2029 and to continue to seek at least 1,609 additional dwellings a year in the period up to 2042. The new homes to meet London's housing need will be achieved by:

- a) the development of strategic sites identified within the Local Plan and Opportunity Areas allocated in the London Plan
- b) the development of sites identified in the London Strategic Housing Land Availability Assessment (SHLAA)
- c) the development of windfall sites and the change of use of buildings where there is no reasonable prospect of that site and/or premises being used for that purpose
- d) the provision of new homes through conversions
- e) the exploration of opportunities for co-location, intensification and mixed-use on suitable sites
- f) the optimisation of housing site capacity
- g) the delivery of homes on small sites
- h) the contribution from other housing typologies such as purpose-built student accommodation and large-scale purpose-built shared living
- i) the retention of existing residential accommodation and improvement in the quality of private rented housing
- j) working to ensure that all new homes are occupied, and vacant homes are returned to use to meet local and London needs
- k) supporting applications for self and custom builds that are in accordance with the relevant Local and London Plan policies.

Table 2 – Indicative Housing Targets

Growth Areas	Years 1 - 5	Years 5 - 10	Years 10 - 15	Total Number of Units
Fulham Regeneration Area	3000	4500	500	8000
Hammersmith Town Centre Regeneration Area	500	3000	1500	5000
South Fulham Riverside Regeneration Area	1500	1000	500	3000
White City Regeneration Area	4500	1500	0	6000
Outside	2000	800	200	3000
Grand Total	11500	10800	2700	25000

The council's housing target in the London Plan (2021)² is 1,609 additional homes a year in the period up to 2029. The figure of 1,609 additional homes was developed through collaborative working with the Greater London Authority (GLA) and through further work on the council's and London's Strategic Housing Land Availability Assessment³.

Local housing need

The Council has commissioned a Local Housing Needs Assessment (LHNA) which identifies that following the updated Standard Method in May 2025, the current Local Housing Need figure for Hammersmith and Fulham is 2,769 dwellings per annum. It however notes that this figure would only apply to Hammersmith and Fulham if the London Plan was not extant. The London Plan sets 10-year housing targets for each London borough. As of the most recent London Plan (2021), this figure is 1,609 homes per year. At the time of writing the GLA is working towards a new London Plan and is proposing an annual housing target of 88,000 homes per year for London. This figure will be divided amongst the boroughs and H&F's figure amended accordingly.

It should be noted that the Local Housing Need Figure under the Standard Method for Hammersmith and Fulham as a

² Mayor of London, The London Plan: spatial development strategy for Greater London, GLA March 2021

whole includes the area covered by the Old Oak and Park Royal Development Corporation (OPDC). However, it should be noted that the OPDC is a separate planning authority and therefore, sets its own separate housing targets.

Housing targets

Table 2 indicates that the council would expect housing provision to exceed the London Plan (2021) target for additional homes. Recent experience indicates that even though sites are developable and have the benefit of planning permission, housing completions do not come forward at the anticipated rate. The council will monitor the annual completion of dwellings and will work with developers to ensure that sites with residential planning permissions are developed.

Housing capacities in the two opportunity areas in White City and Earls Court & West Kensington are based on planning permissions

The indicative housing targets in Table 2 are based on the assessment methodology set out in the London SHLAA. The actual numbers of houses built on any site will be considered through the planning application process. This process will take account of the site setting, urban design of housing areas, appropriate housing mix, transport capacity and other

³ The London Strategic Housing Land Availability Assessment (SHLAA) 2017

factors as set out in policies in the Local Plan and other guidance. In addition to the significant amounts of new housing proposed in the regeneration areas, additional housing will come forward through residential conversions and on windfall sites throughout the borough. There may also be opportunities for co-location, mixed-use and intensification to provide further opportunities for housing on suitable sites.

To maximise the delivery of homes to meet the borough's needs, sites that come forward must optimise their potential for housing using a design-led approach, in line with the London Plan and Local Plan Policy E1.

Small sites

The development of small sites plays an important role in increasing housing supply in the borough. Opportunities should be taken to optimise the capacity of small sites for new housing development. The NPPF requires planning authorities to identify at least 10% of their housing requirement on sites no larger than 1 hectare. Furthermore, the London Plan sets out a 'small sites' target for every borough. The small sites ten-year target (2019-2029) for Hammersmith and Fulham in the London Plan is 2,590. Due to the compact and dense character of the borough, there is a limited capacity for small sites to come forward. However, the borough's Character Study and Small Sites Guidance (2021) provides specific design guidance for these smaller sites.



Housing types

Non-conventional forms of residential accommodation such as student accommodation and purpose-built shared living accommodation can also count towards the borough's housing targets. For the purpose of monitoring housing completions, net changes on conventional and non-conventional forms of housing will be calculated in line with the London Plan methodology.

Vacancy

In addition to the provision of new housing to meet both local need and London's need for more housing, it is essential that housing is not lost to other uses and that it is not allowed to remain vacant. According to council tax data cited in the

Housing in London 2024 report, approximately 2.3% of London's housing stock was classified as long-term vacant in 2023⁴. Like other councils, Hammersmith and Fulham have introduced council tax premiums on empty and second homes, making it more financially burdensome to leave properties unoccupied or underused. The council will also work with developers and land owners to ensure that new dwellings are marketed and occupied as homes by local and UK residents.

Self-build and custom build

The Self-Build and Custom Housebuilding Act 2015 requires local authorities to keep a register of individuals and associations of individuals seeking to acquire serviced plots of land to build houses for those individuals to occupy as homes. Self-build typically refers to individuals seeking to build their own home and to occupy them. The council has produced a self-build register, where individuals may register their interest.

Self-Build and Custom Housebuilding refers to individuals or groups of individuals interested in buying land and building a home to occupy. Data from the council's Local Housing Needs Assessment (LHNA) indicates that delivery of self and custom housebuilding in the borough is very low. There are a number of broad barriers to delivering or undertaking such a project which indicates why there are such low output levels at a local

level, in London and nationally: the high cost of land, access to finance, which in turn favours high-density development and builders able to capitalise on economies of scale. Self-build typically takes place in small infill sites, end of terrace spaces, backland sites, gardens, garages, and small industrial sites. In parts of London where land values are lower, sites which would not have interest from developers, such as those on the fringe of industrial sites, there are greater opportunities for this type of development to take place.

In Hammersmith and Fulham, where land prices are high and the supply of available land for development is so competitive, these factors do not provide the best conditions for self-build or custom housebuilding to take place. Whilst the council is supportive in principle, this will continue to be monitored and assessed through the AMR and self-build register.

The Mayor's London Plan Guidance and Supplementary Planning Guidance documents on the topic of Housing should be read in conjunction with this policy.

⁴ [Housing in London Annual Report \(2024\)](#)

POLICY HO2

HOUSING CONVERSION AND RETENTION

The council will:

1. Permit conversions of existing dwellings into two or more dwellings where:
 - a) the net floor area of the dwelling as originally constructed is more than 130m²
 - b) it can be clearly demonstrated that the existing dwelling is unsuitable as a family dwelling
 - c) at least 50% of the proposed units consist of two or more bedrooms
 - d) housing appropriate for families has access to a garden or amenity space; and
 - e) there is no adverse impact on on-street parking stress.
2. Resist proposals which would result in a net loss of permanent residential accommodation as a result of redevelopment or change of use without replacement (measured by floorspace), including to short stay accommodation.
3. In streets where there is less than 10% night-time free space the number of additional dwellings may be restricted or conditioned to allow no additional on-street parking. The Council may seek a legal agreement to restrict application for parking permits.
4. Amalgamations of existing dwellings will only be permitted where a family home is reinstated. Amalgamations which result in a single dwelling exceeding 130sqm will not be permitted. It will not be permitted for amalgamations to result in the loss of more than one unit of 2 bedrooms or more.

In order to achieve the council's housing target of an additional 1,609 dwellings per annum, it is important that as well as provision of new housing there should be no net loss of the existing housing stock through change of use or redevelopment for other uses.

Housing conversion criteria

In applying this policy to existing dwellings, the types of dwellings covered by the policy includes but is not limited to, houses, purpose-built maisonettes and duplex dwellings. These typologies in the borough provide a source of accommodation suitable for families and it is important to ensure that this stock is not unduly reduced because of conversion into flats or larger Houses of Multiple Occupation (HMOs).

'As originally constructed' refers to the floor area of the property prior to any extensions being carried out. Extensions carried out pre-1948 can be included in the original floor area.

Attempts to circumvent this policy, including through the reconfiguration of the internal layout of the property, will not be permitted.

The requirement for at least 50% of the proposed units in conversions to be of two or more bedrooms will allow for the retention of a mix of units offering the possibility of accommodation to be provided for smaller families. Larger

schemes will allow for a possible net increase in the amount of family sized accommodation in the borough.

Some areas of the borough are likely to be considered less suitable for family accommodation, including areas adjacent to busy roads where there is little opportunity to provide amenity space, in town centres or where there are residential premises above shops. In these instances, there will be more flexibility in the approach to conversions, although each case will be assessed on a site-by-site basis.



Because conversions can give rise to a demand for additional on-street parking space, it will be important to ensure that parking stress is not exacerbated. In streets where there is less than 10% night-time free space, the number of additional dwellings may be restricted or conditioned to allow no additional on-street parking. The Council may seek a legal agreement to restrict the application for parking permits, in compliance with Local Plan Policy T4.

Loss of housing

The loss of existing housing, particularly affordable housing, will be resisted unless the housing is replaced at existing or higher densities with at least equivalent floorspace in accordance with the London Plan. Short stay accommodation (defined as housing let for a cumulative period of more than 90 days in a year) is primarily intended for visitors and does not meet the need for additional permanent housing in London and will be resisted.

Amalgamations and deconversions

The amalgamation or deconversion of properties that currently provide two or more self-contained dwellings results in the net loss of permanent residential accommodation. Flats, such as those which have come about through conversions, are particularly important in providing homes for smaller households and offering a more affordable alternative to houses. The Council will therefore seek to protect this form of

accommodation and will resist proposals that would result in its loss. Given the need to retain existing housing, proposals for amalgamations and deconversions will only be supported where they demonstrably reinstate a family-sized home. To prevent the creation of larger dwellings that do not reflect the borough's housing requirements, amalgamations will not be permitted where the gross internal area (GIA) of the resulting dwelling would exceed 130 sqm. The Council's LHNA identifies a significant demand for 2 and 3-bedroom market homes. It is therefore important to retain the existing stock of such properties. Amalgamations that would result in the loss of more than one unit containing two bedrooms or more will not be permitted, in order to safeguard the availability of this housing stock.

As originally constructed - This refers to the floor area of the property prior to any extensions being carried out. Extensions carried out pre-1948 can be included in the original floor area. Parts of the dwelling that were not originally habitable rooms (for example lofts, cellars and garages) would not be included for the purposes of calculating the original floor area. This calculation excludes the area of outside walls but includes inside walls, partitions, cupboards and chimney breasts. Only the floor space of rooms with an existing headroom exceeding 2 metres in height is counted.

POLICY HO3 AFFORDABLE HOUSING

Housing development should increase the supply and improve the mix of affordable housing to help achieve more sustainable communities in the borough.

1. For developments of 10 or more self-contained dwellings, and on sites with the capacity for 10 or more such dwellings, affordable housing should be provided in line with the following:

- a) a strategic borough and London Plan target that at least 50% of all dwellings built are affordable
- b) the Threshold Approach to Applications as set out in the London Plan
- c) a tenure split whereby 70% of affordable housing is provided as Social Rent and 30% as a range of intermediate housing; and
- d) affordable dwellings are distributed throughout the development and not concentrated in a single location on the site.

In negotiating for affordable housing in a proposed development, the council will seek the maximum reasonable amount of affordable housing and take into account:

- site size and site constraints.
- financial viability, applying the principles of the Threshold Approach to Applications as set out in the London Plan and the Mayor's Affordable Housing and Viability SPG
- individual circumstances and characteristics of the site.
- site specific infrastructure.
- availability of public subsidy; and
- CIL charge.

2. Planning applications for developments of 10 or more self-contained dwellings, and with the capacity for 10 or more such dwellings, will be eligible to follow the Fast Track Route of the threshold approach set out in the London Plan where they:

- a) meet or exceed the relevant threshold level of affordable housing on site without public subsidy.
- b) are consistent with the relevant tenure split within this policy
- c) meet all of the other relevant London Plan and Local Plan policy requirements and obligations; and
- d) demonstrate that they have taken account of the strategic 50% borough target and have sought grant to increase the level of affordable housing.

For the avoidance of doubt, in circumstances where the four requirements set out immediately above are satisfied, the council will regard that affordable housing provision as “the maximum” reasonable amount of affordable housing.

In exceptional circumstances, a financial contribution may be required to provide affordable housing off-site where other sites may be more appropriate or beneficial in meeting the borough’s identified affordable housing needs.

In addition, there should be no net loss of social/affordable rented housing as part of any development proposals.

The affordable housing requirement will apply to all forms of conventional housing in the C3 use Class, purpose-built student accommodation and where appropriate, specialist housing. Specific requirements for these accommodation types are set out in Policies HO6 (Meeting Needs of People Who Need Care and Support) and HO8 (Student Accommodation). Build to Rent and Large-Scale Purpose-Built Shared Living homes have their own particular affordable housing requirements. The requirements are set in Policies HO11 (Large-Scale Purpose-Built Shared Living) and HO12 (Build to Rent).

3. Development proposals for new housing delivering between 1 and 9 units must make provision for affordable housing. This includes new housing resulting from new build development, conversions and changes of use.

- a) Proposals delivering between 1 and 9 units will provide 20% of the floorspace as affordable housing. Where feasible, such proposals should seek to deliver affordable housing on site. Where it can be demonstrated to the satisfaction of the council that an off-site contribution is acceptable, this will be secured through a payment-in-lieu.
- b) Regardless of the delivery mechanism chosen, small-scale residential development unable to deliver the full affordable housing requirement will be required to submit viability evidence that shows the maximum level of affordable housing can be provided.

4. The application of the Vacant Building Credit (VBC) is not appropriate in Hammersmith and Fulham. The use of VBC will only be considered in limited circumstances, where applicants clearly demonstrate there are exceptional reasons why it is appropriate, and all of the following criteria are met:

- a) The building is not in use at the time the application is submitted.
- b) The building is not covered by an extant or recently expired permission.
- c) The site is not protected for alternative land use; and
- d) The building has not been made vacant for the sole purpose of redevelopment

A key aim of the Local Plan is to meet local housing need by increasing housing supply, particularly the supply of affordable housing. In order to achieve this strategy Hammersmith and Fulham will seek to increase the amount of affordable housing in the borough by setting a strategic affordable housing target of at least 50% of all dwellings. The strategic target is considered to be in line with the London Plan.

Affordable housing threshold

In order to maximise affordable housing supply, the council will apply the 50% strategic target to schemes providing 10 or more dwellings. In addition, on schemes of 10 or less dwellings that have a maximum combined gross floorspace of more than 1,000 square metres (GIA), the council will also seek for the maximum level of affordable housing where there is considered to be capacity for more units. In determining capacity, the council will take into account London Plan Policy on site optimisation and Local Plan Policy E1. The affordable housing target will apply to where development is proposed incrementally. This includes variations to a planning consent resulting in additional units on the site. Therefore, the affordable housing proportion should be calculated in relation to gross rather than net provision i.e. it should be based on the total number of units proposed in the final development.

70% of the affordable housing should be low-cost rented homes, as Social Rent; and 30% should be intermediate housing available to households who cannot afford to buy and/or rent market accommodation in the borough.

Affordable housing should normally be provided on-site for schemes of 10 units above. In exceptional cases where it can be demonstrated that this is not appropriate in terms of the policies in this Plan, it may be provided off-site. A cash in lieu contribution will only be accepted where this would have demonstrable benefits in furthering the affordable housing and other policies in this Plan. It will be ring-fenced and, where appropriate, pooled to secure additional affordable housing either on identified sites elsewhere or as part of an agreed programme for provision of affordable housing.



Small site contributions

Affordable housing should also be provided on smaller sites, delivering between 1 and 9 new dwellings. Where feasible

proposals should seek to deliver this affordable housing on-site. Off-site provision will be secured through a payment in lieu. The council will take into account London Plan Policy on site optimisation and Local Plan Policy E1 to ensure that the maximum amount of affordable housing is provided on both large and smaller sites. *Please note, that this initial position will be subject to viability testing prior to the Regulation 19 Local Plan consultation.*

All development proposals will be expected to demonstrate that they have maximised the amount of genuinely affordable housing on-site in contributing to the delivery of the borough's strategic affordable housing target. Applicants are encouraged to seek grant or public subsidy to maximise the provision of affordable housing.

Financial viability

In line with the London Plan, a threshold approach to viability will be applied in Hammersmith and Fulham. This means that schemes meeting or exceeding the London Plan threshold approach with public subsidy can be 'fast tracked' and are not required to submit detailed viability information. However, to ensure an applicant fully intends to build out the planning consent an early-stage viability review will be triggered if an agreed level of progress on implementation of the development is not made within a specified time period. Thresholds are expected to be regularly reviewed by the London Plan and may therefore change over the course of the plan period.

It is recognised that in negotiating for affordable housing specific site constraints and financial viability may affect the amount of affordable housing that can be achieved on that site. The council encourages pre-application discussions with applicants which should include information on financial viability appraisals. Where applicants consider there are exceptional circumstances affecting the viability of a scheme and therefore are unable to meet the minimum amount of affordable housing required under the Threshold Approach, this must be justified through the submission of a viability assessment. Proposals providing between 1 and 9 units unable to deliver the full affordable housing requirement will also be required to submit viability evidence that shows the maximum level of affordable housing can be provided. The council will apply the principles and requirements set out in the London Plan and the Mayor's Affordable Housing and Viability SPG when receiving and assessing financial viability appraisals submitted with planning applications and in negotiating Section 106 Agreements, to ensure the maximum reasonable level of affordable housing is provided and that other plan requirements are met.

Design and Integration of Affordable Housing

Mixed tenure housing developments should be tenure blind, meaning that it should be difficult to spot the difference in the architectural quality of market and affordable properties. It is important for the council to ensure that housing developments

are inclusive for all residents. The council recognises that spreading of affordable housing units may not be practical in all schemes. For example, separate service cores may be necessary between private and all affordable housing units in order to maintain affordable service charges and to aid good housing management when locating affordable tenures.

Retention of social rented housing

In some circumstances it may be appropriate to redevelop social/affordable rented housing in order to improve the quality of the housing stock or to provide a better mix of housing. Where this is appropriate, the local community should be fully involved and there should be no net loss of social/affordable rented housing in terms of numbers of dwellings or habitable rooms provided. For more information on council strategies for retention of social housing please refer to our Defend Council Homes policy and a Family Housing Strategy available on the council website.

Local Housing Context

As outlined previously, some parts of Hammersmith and Fulham are very deprived, and other areas have some of the most prosperous neighbourhoods in London. According to the

2019 Index of Multiple Deprivation, the borough ranked 112th out of 317 local authorities in England on the average IMD score⁵. Deprivation is particularly concentrated in the northern parts of the borough, which also have the highest levels of social rented housing.

House prices and private sector rents are well above both the London and national averages. As of May 2025, the average house price in the borough was £785,000, making it the fifth highest in London⁶. Rents in the private sector are also high compared to the rest of London. As of May 2025, the average monthly rent in the borough was £2,759. This is significantly higher than the London average and more than double the national average⁷.

The very high cost of market housing both for owner occupation and for rent impacts on who can afford to live in the borough. Using the 3.5x earnings as a measure of affordability and average house price data, a household would need an income of £106,400 to purchase a 1-bedroom existing dwelling in the borough. This increases to £134,600 if the dwelling is new build⁸.

Although private sector rents are high in comparison to incomes, they are often more accessible than home ownership. According to the 2021 Census, the number of

⁵ [Deprivation in Hammersmith and Fulham: Analysis of the 2019 Indices of Deprivation data, 2019](#)

⁶ [ONS, Housing Prices in Hammersmith and Fulham, 2025 – House Prices](#)

⁷ [ONS, Housing Prices in Hammersmith and Fulham, 2025 – Monthly Rent](#)

⁸ [Hammersmith and Fulham Local Housing Needs Assessment 2025 – Figure 21 - Annual income needed for 1 and 2-bedroom properties at lower quartile prices](#)

households in private rented accommodation rose to 29,700 (37%) up from 26,800 (33%). Owner occupation in the borough peaked at 44% in 2001 but has since decreased to 34% according to the latest census⁹. Households living in affordable housing to rent has decreased from 25,100 (31%) in the 2011 Census to 24,231 (30%) in the 2021 Census.¹⁰

The analysis of income and housing costs above highlights the very high cost of housing both for owner occupation and private renting in relation to household incomes in the borough. The need for more affordable housing in the borough is demonstrated in the overall affordable need from 21,844 households over the 15-year Local Plan period, as identified by the council's Local Housing Needs Assessment¹¹. The LHNA identifies a need over the Local Plan period for 17,200 social rented dwellings and a need for 5,300 intermediate tenure dwellings, including those for shared ownership and intermediate rented tenures.

Vacant building credit

The council will seek the maximum amount of affordable housing on any development. Vacant Building Credit (VBC) was introduced by Central Government in 2014 to incentivise

the redevelopment of disused and vacant buildings on brownfield sites by offering developers a financial credit equivalent to the existing gross floor space when calculating the affordable housing contribution.

In an area of high affordable housing need, VBC has the potential to decrease the affordable housing supply across the borough and is therefore not appropriate. The aim of the VBC is to incentivise development on brownfield sites, but this is an unnecessary incentive in Hammersmith and Fulham given that all development sites are brownfield, and that housing delivery has been and is likely to remain strong. Applicants looking to justify the application of the VBC will need to clearly demonstrate exceptional circumstances and ensure that they meet all of the criteria listed in the policy.

⁹ Hammersmith and Fulham Local Housing Needs Assessment 2025
Figure 9: Housing tenure trends for Hammersmith & Fulham (1981 – 2021)
and Figure 11: Number of Households in Hammersmith & Fulham by Tenure 1981-2021.

¹⁰ Hammersmith and Fulham Local Housing Needs Assessment 2025
Figure 9: Housing tenure trends for Hammersmith & Fulham (1981 – 2021)

and Figure 11: Number of Households in Hammersmith & Fulham by Tenure 1981-2021.

¹¹ Hammersmith and Fulham Local Housing Needs Assessment 2025
Figure 42 - Overall need for Affordable Housing 2027-42, including aspiring households able to access affordable home ownership, by property size.

POLICY HO4 HOUSING MIX

The council will work with Registered Providers and other house builders to increase the supply and choice of high-quality residential accommodation that meets local residents' needs and aspirations and demand for housing. In order to deliver this accommodation, there should be a mix of housing types and sizes in development schemes, including family accommodation. Developments should aim to meet the following mix subject to viability, locational characteristics and site constraints being considered on a site-by-site basis:

a. for Social Rent homes approximately:

Tenure	1 bedroom	2 bedrooms	3 bedrooms	4 or more bedrooms
Social Rent	30%	35%	25%	10%

b. for intermediate housing approximately:

Tenure	1 bedroom	2 bedrooms	3 or more bedrooms
Intermediate housing	45%	40%	15%

c. for market housing, approximately

Tenure	1 bedroom	2 bedrooms	3 or more bedrooms
Market housing	20%	35%	45%

There is a particular need in this borough for more family sized housing (three or more bedrooms), particularly affordable housing. The Council's emerging Family Housing Strategy seeks to increase the amount of family housing available to all people in housing need in the borough for both affordable and market tenures.

The LHNA identifies a significant need for one and two-bedroom social rented homes. This reflects the large number of single-person and couple households in need of affordable housing. Furthermore, the LHNA projects an increase in single person households and couples without children. While the LHNA identifies a high modelled need for one and two-bedroom social rent homes, the council's Housing Register however shows a significantly higher proportion of households requiring two and three-bedroom homes. Additionally, the LHNA identifies that overcrowding remains an issue, particularly in the social rented sector, where 7.7% of households are overcrowded, often due to a lack of suitably sized family homes. The proposed housing mix therefore balances the long-term modelled need with the immediate, evidenced demand from the housing register. The amounts set out in the policy are approximate and will be negotiated on a site-by site basis, noting that some sites may be more appropriate for families with children, particularly sites with safe access to amenity and playspace, than other sites that are in town centres where access may be more difficult. For social rented homes larger than one bedroom, it will be important for accommodation to come in a variety of sizes and

bedrooms to assist in meeting housing needs. For example, with two-bedroom low cost rented homes, the council will encourage developers to provide half of these with capacity for four persons (with the other half for three persons). The same approach should be applied to three-bedroom properties with 50% being capable of accommodating five persons and six persons and so on for larger properties. Although there is a recognised need for larger house sizes in the intermediate housing market, costs of larger units can mean that the level of subsidy required to make three or more-bedroom dwellings affordable can make it difficult to achieve a higher proportion of the other affordable family dwellings. In addition, the council's LHNA has identified a high need for 1 and 2-bedroom properties. Therefore, the focus of the policy is on one and two-bedroom dwellings whilst ensuring that schemes should also include larger family homes. As set out within the policy, this will be negotiated on a site-by-site basis.

The Council also seeks to encourage a greater provision of family homes within the market sector. Market housing should provide for a variety of home sizes and opportunities for family as well as non-family households to purchase new housing in the borough as set in the policy. The council's LHNA has identified a need to support a range of household types within the sector. Since property investors prefer to invest in smaller properties, the requirement to provide family homes within the private market will also serve to discourage overseas property speculation.

POLICY HO5 INCLUSIVE AND ACCESSIBLE HOUSING

The council will seek to secure high quality inclusive and accessible homes in all developments that include housing, in particular we will require that:

- a) At least 10% of new housing must meet Building Regulation requirement M4(3) 'wheelchair user dwellings'. 'Wheelchair user dwellings' should be provided in proportion to the tenure mix of the development.
- b) All other dwellings must meet Building Regulation requirement M4(2) 'accessible and adaptable dwellings' and where feasible, additional dwellings resulting from conversions, changes of use and dwellings formed from extensions or floors added to existing blocks of flats should also meet this requirement.

To comply with the Building Regulation requirements appropriate step-free access into the dwelling will need to be provided.

Design and Access Statements, submitted as part of development proposals, should include an inclusive design statement, as set out in the London Plan.

In 2021 Census, 12.5% of the population of Hammersmith and Fulham reported as being disabled under the Equality Act. Furthermore, the population aged 65 and over in the site-by-site increased by 15.7% from the 2011 Census. With improved life expectancy and a gradual shift towards longer periods of time spent with chronic and disabling conditions, services are focusing more on community-based support to keep people in their own homes. This policy helps support the council's approach to meeting housing needs for older people through adaptable housing. It is therefore essential for Hammersmith and Fulham to increase the supply of both wheelchair accessible and wheelchair adaptable housing across all tenures. For the avoidance of doubt, this policy applies to dwellings that are created via works to which Part M volume 1 of the Building Regulations applies.

Building regulations

The government produces optional Building Regulations which can be used to increase the accessibility of new homes to people with mobility difficulties. The optional Building Regulations in Approved Document M includes Category 2 for “accessible and adaptable dwellings”. This is known as M4(2) and is broadly equivalent to satisfying the former Lifetime Homes criteria. Approved Document Part M also includes Category 3 for “wheelchair user dwellings” known as M4(3). Part M4(3) further distinguishes between “wheelchair accessible” dwellings (M4(3)(2)(b)) (homes readily useable by a wheelchair user at the point of completion) and “wheelchair

adaptable” dwellings (M4(3)(2)(a)) (homes that can be easily adapted to meet the needs of a wheelchair user).



The London Plan requires for at least 10% of all new dwellings (created by works to which Part M Volume 1 of the Building Regulations applies), to be built to Building Regulation requirement M4(3) ‘wheelchair user dwellings’ designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users. When providing ‘wheelchair user dwellings’ in a development, it is important not only to ensure an increase in accessible homes within the borough but also to ensure that where there are mixed tenure

schemes that the provision of 'wheelchair user dwellings' are provided in equal proportion to the tenure mix of the development and should be distributed throughout the development. The London Plan requires all other dwellings to meet Building Regulation requirement M4(2) 'accessible and adaptable dwellings'.

To comply with these requirements, step free access into the dwelling must be provided. Generally, a lift will be required where a dwelling is accessed above or below the entry storey. Although most new build housing will be built to meet this requirement, the council considers that new dwellings resulting from a change of use, conversion or extension to existing residential building, should also aim to meet these requirements. It is recognised that there may be circumstances where it is not possible to achieve the full M4(2) requirements. The policy therefore allows for some flexibility in achievement of the criteria, but the council will require assessments to show why the requirements cannot be met.

Wheelchair User Dwellings

'Wheelchair accessible dwellings' which are designed to be readily useable at the point of completion will only be required for those dwellings where the council is responsible for allocating or nominating a person to live in that dwelling. The remaining dwellings should be 'wheelchair adaptable' and built to be easily adapted to meet the needs of a household that includes a wheelchair user.

POLICY HO6

MEETING NEEDS OF PEOPLE WHO NEED CARE AND SUPPORT

1. The council will support applications for new specialist and supported housing, including specialist housing for older people and care homes where it is demonstrated that the accommodation:

- a) would meet an identified local need and is targeted towards existing borough residents.
- b) will be suitable for the intended occupiers in terms of the standard of facilities, the level of independence, and the provision of support and/or care.
- c) makes provision for a range of tenure types, including affordable housing, where appropriate, with reference to Local Plan Policy HO3.
- d) is of a high design quality, relevant to the needs of the intended occupiers, making provision for private and communal amenity space and incorporating accessible and inclusive design
- e) there is a good level of accessibility to public transport, services, shops and other facilities needed by the residents
- f) makes adequate provision for access and servicing of the development including parking for visiting health and care professionals and where appropriate safe storage of wheelchairs and mobility scooters; and
- g) the impact of the proposed development will not be detrimental to the amenity of the local area or to local services and contributes to creating a mixed, balanced and inclusive community.

2. Applications for development that would result in the loss of existing housing which meets identified specific community needs will only be granted permission if:

- a) it can be demonstrated that there is no longer an established local need for this type of accommodation; or
- b) it can be demonstrated that the current facility is unfit for purpose; or
- c) the existing floorspace will be adequately re-provided on-site or elsewhere in the borough.

3. Where relevant, any evidence of need should consider the full range of special needs, including the frail elderly, people with physical and learning difficulties, and people needing short term support.
4. The housing needs of older people are to be met mainly through conventional residential accommodation in the C3 use class which can be adapted to accommodate changing needs of the residents over their lifetime. The council will support and encourage proposals which provide adaptations enabling residents to live independently in their own homes. Specialist older persons' accommodation and care home accommodation should supplement conventional housing to meet the needs of the borough's older population.
5. The council will support new specialist older persons' housing as defined in the London Plan, and care homes where they meet an identified need. The London Plan requirements for specialist older persons housing will be applied and applicants should demonstrate how the design will address the needs of people with dementia and other long-term health conditions.
6. For care homes in the C2 use class, development proposals must ensure that 100% of habitable rooms are wheelchair accessible.

Specialist and supported housing covers all housing types with an element of care and support that enable a range of people to access suitable housing as well as live safely and securely in their own home. While older people are a prominent user group, other groups include people with mental health needs and those with learning disabilities. The council aims to create more sustainable communities to enable residents to remain in their communities through different stages of their life. Examples of different types of specialist and supported housing covered by this policy include:

- Sheltered housing – supports older people to live independently, commonly self-contained homes with limited on-site support
- Supported housing - this can either be self-contained or shared accommodation. Like sheltered housing, residents may have less support needs, however, supported accommodation is not defined primarily for older people.
- Extra-care housing– combinations of the above providing independent living alongside care and support, and sometimes also offering support for older people in the wider community.
- Supported living – this can either be self-contained or shared accommodation. It is not defined primarily for older people and provides support such as personal care.

- Residential care homes – commonly bedsit rooms with shared lounges and eating arrangements.
- Nursing homes – similar to residential care, but accommodating ill or frail elderly people, and staffed by qualified nursing staff.
- Dual-registered care homes – residential care homes where nursing care is provided for those residents who need it.
- Staff accommodation ancillary to a relevant use will also be appropriate.

Assessing Need

Where appropriate, it will be necessary for any evidence of need to consider the full range of special needs, including the frail elderly, people with physical and learning difficulties, and people needing short term support, although some accommodation may not be suitable for all groups without significant investment.

To ensure that new specialist housing can meet local needs, applications for new provision will be assessed in relation to the identified local need for the facility and its potential impact on the provision of services to the local community, such as health and social care. Special needs accommodation that serves a London-wide or a sub-regional need can put additional pressure on these local services. Also, some special needs housing can impact on the amenity of the local

area, for example through people coming and going, and this needs to be taken into account in considering the scale and location of such developments.

Local needs for older persons housing should be met principally through conventional housing. All new residential development in the C3 use class must therefore meet accessible and adaptable requirements in line with Local Plan Policy HO5, to allow residents to remain within their homes as they grow older and in turn mean less reliance on specialist forms of accommodation. However, they should be able to access specialist housing if they need extra support. The London Plan includes an indicative benchmark for specialist housing for older people in Hammersmith and Fulham of 70 additional dwellings per annum.

The council will encourage the retrofitting of existing residential buildings and units to better suit the day-to-day needs of older people, including by making them wheelchair accessible and adaptable, subject to acceptability with other Local Plan Policies.

The London Plan discusses the range of accommodation options that are available to older people. It clearly distinguishes between specialist older persons accommodation and care home accommodation. Applications must state the use for which planning permission is sought. The nature of development proposals will be established based on the definitions and attributes of specialist and care home accommodation set out in the London Plan.

Location, design and management of specialist and supported housing

Special needs housing should normally be located in areas accessible to public transport and other local facilities for the benefit of residents and visitors. The council will also seek to ensure that developments make adequate provision for access, parking and servicing for vehicles, with drop-off points for taxis, mini-buses and ambulances located near the building's principal entrance and there should be appropriate provision made on-site for the safe storage of wheelchairs and mobility scooters, as appropriate. Additionally, applications should demonstrate that the development and any associated uses do not have an adverse impact on the operation of the highway.

Development proposals should be designed with reference to inclusive and safe design principles, taking into account the latest industry good practice guidance. They should promote and adequately respond to the sharing or joint use of facilities, particularly to encourage a sense of community belonging. Development should also be designed to ensure a good fit between the facilities supplied and the specialist needs of the intended occupants. Applications should include detailed information regarding staffing requirements and visitors (including numbers of staff and visiting care professionals, staff working hours, visiting hours).

Development proposals for specialist and supported housing should make a provision for a range of tenure types where appropriate. For older persons housing, affordable housing will be sought in line with the London Plan threshold approach. Proposals for non-C3 accommodation, including care homes and other forms of specialist housing, will also be expected to contribute to affordable housing provision where appropriate. The Council recognises that the operational and financial characteristics of such developments may affect their ability to meet the full requirements of Policy HO3. In these cases, applicants must demonstrate that the maximum viable level of affordable housing is being delivered, supported by a robust viability assessment where necessary. Specialist older persons' housing that meets the relevant criteria may be eligible for the London Plan's Fast Track Route; however, care homes and other forms of non-C3 accommodation will be assessed individually, in line with the borough's commitment to securing genuinely affordable housing.

The council seeks to protect the existing provision of specialist and supported housing by ensuring that such housing is not lost through redevelopment unless there is robust justification. Proposals that would result in the loss of this type of accommodation will only be permitted where it can be robustly demonstrated that there is no longer an established local need for the housing, that the existing facility is unfit for purpose and cannot be viably refurbished or adapted, or that the existing floorspace will be adequately re-provided either on-site or in a suitable alternative location within the borough.

POLICY HO7

HOSTELS AND HOUSES IN MULTIPLE OCCUPATION

1. The council will support proposals for new hostels and houses in multiple occupation (HMOs) where it is demonstrated that the accommodation:

- a) would meet an identified current local need
- b) does not result in the loss of housing suitable for occupation by families as defined in Policy HO2 (Part 1)
- c) Contributes to creating a mixed, balanced and inclusive community that would not result in an overconcentration of such uses at the neighbourhood level
- d) Demonstrates that the proposals together with similar development in the surrounding area will not have a serious harmful impact on the character and residential amenity of the area
- e) is located within an area of satisfactory public transport accessibility (PTAL 4 and above) and is accessible to shops and services appropriate to the needs of the intended occupiers.
- f) includes facilities for the storage and collection of waste and recycling which does not negatively impact the character and appearance of the local area
- g) will not have an adverse impact on parking stress, in line with Local Plan Policy T4; and
- h) provides a good quality of accommodation, suitable for the needs of the intended occupiers

2. In addition to the requirements above, applications for new HMOs will be expected to:

- a) Deliver homes for residents that provide suitable functional living spaces and make provision for outdoor and amenity space

3. Development proposals that result in the loss of an HMO or hostel will be resisted unless:

- a) It is incapable of meeting satisfactory living standards
- b) The existing accommodation will be adequately re-provided to an equivalent or better standard elsewhere in the borough which meets the requirements of HO7 Parts 1 and 2; or
- c) The proposed replacement use meets an acute identified housing need.

Houses in multiple occupation (HMOs) may be classified as either small (housing three to six people) or large (housing more than six people). The former are classified as class C4 in the Use Classes Order, whereas the latter are sui generis. There are permitted development rights for all changes between small HMOs (class C4) and residential (class C3) without the need for planning applications. However, the conversion to and from a large HMO in the sui generis use class will require a planning application. This policy applies to each HMO type unless the proposal meets the definition of large-scale purpose-built shared living in which case Local Plan Policy HO11 and the relevant London Plan policy will apply. Full definitions of an HMO and of Purpose-Built Shared Living are in the Glossary of the Local Plan.

The Glossary of the Local Plan differentiates between residential and tourist hostels. For the avoidance of doubt, this policy refers to residential hostels only. Policy relevant to tourist hostels can be found in Local Plan Policy E4. Hostels are a sui generis use.

The council recognises the important role that HMOs and hostels play in meeting a particular housing need in the borough, providing accommodation for vulnerable groups and those on lower incomes who cannot afford self-contained housing. To demonstrate a proposal meets an identified local need, reference should be made to the council's Local Housing Needs Assessment 2025, the Council's

Homelessness and Rough Sleeping Strategy and any other relevant and up to date sources of evidence.

The council also recognises the importance of protecting housing suitable for occupation by families and ensuring that the existing amenity of these areas is protected. Therefore, applications must demonstrate that they will not result in the loss of housing suitable for families as defined in Local Plan Policy HO2 Part 1. The council will consider whether proposals could reduce mix, inclusivity, and balance of a neighbourhood and will also consider the potential for harm to nearby residential amenity, for example from residents congregating in outside areas close to other homes. Where appropriate, a management plan will be sought which will be secured via a planning condition or obligation.

HMOs and Hostels should be located in well-connected locations with good level of access to public transport (PTAL 4 or higher), including those supported by good walking and cycling infrastructure. It is also important that occupiers have access to a wide range of services and facilities within a 15-minute walking distance. The impact on the area from pressures on parking provision will also be assessed in applications. Where possible, cycle storage should be provided suitable for the needs and number of occupants. Additionally, the Council may seek a legal agreement to restrict applications for parking permits.

The overall standard of accommodation should be of high quality and provide a standard of accommodation suitable for

the needs of the intended occupiers. For HMOs, adequate outdoor communal space should be provided at a level of 5sqm per occupant. To ensure that HMOs are built and maintained at an acceptable standard the council operates mandatory and additional licensing schemes, in accordance with housing legislation. Through this regime the council has published specific guidelines for HMOs, covering room sizes, refuse storage and fire precaution, which must be followed alongside this policy to ensure that new housing is fit for purpose.



states that they should be protected if they are of a reasonable standard. Therefore, HMOs and hostels of reasonable quality and which meet an identified housing need will be protected. The council will assess any application that would result in a loss of a large HMO or hostel against the criteria listed in Local Plan Policy HO7 Part 3. The loss of such accommodation may be acceptable where it is suitably demonstrated that the building does not meet the Local Plan standards detailed in this policy and where relevant, the council's HMO standards. The loss may also be acceptable if the accommodation is being provided at an equivalent or improved standard elsewhere in the borough. A change of use may also be acceptable where it can be demonstrated that priority housing need in the borough is being met, such as family housing or genuinely affordable housing.

Loss of HMOs and Hostels

HMOs and hostels are important and necessary uses to meet specific housing needs. Regarding HMOs, the London Plan

POLICY HO8

STUDENT ACCOMMODATION

The council recognises the London-wide need for student accommodation, and to assist in meeting this need it will support applications for student accommodation as part of mixed-use development schemes or as part of intensification of sites within Opportunity Areas, regeneration areas, or town centres where the site is in an area of PTAL 4 or above or is in a location within walking distance (i.e. 400m) from a university or higher education campus.

Applications for student accommodation outside of these areas and applications for schemes comprising solely student accommodation will be assessed on a site-by-site basis; however, the council will resist proposals which are likely to have adverse local impacts.

1. An application for student accommodation will need to show that:

- a) the site is in an area with access to local shops and services and the proposal would not generate additional demands for on-street parking.
- b) there would be no loss of existing housing and will not compromise delivery against the Borough's strategic housing target.
- c) the development contributes to a mixed and inclusive neighbourhood and does not have a detrimental impact on the local area and should include a management and maintenance plan for the accommodation to demonstrate an acceptable level of amenity and access to facilities for its occupiers, how the amenity of neighbouring properties will be protected and what steps would be taken to minimise the impact of the accommodation on neighbouring uses.
- d) the accommodation is secured for use by students, as demonstrated by an agreement with one or more specific higher education provider(s) in line with the London Plan.
- e) the maximum level of accommodation is secured as affordable student accommodation, in line with the London Plan.

- f) the accommodation is of high quality, including size of units, functional living spaces and layouts, daylight and sunlight standards and well-integrated internal and external communal areas.
- g) the accommodation provides at least 10% of student rooms which are readily adaptable for occupation by wheelchair users.
- h) it demonstrates that where alternative uses are proposed outside of term time, there are adequate management arrangements in place through the provision of a non-student management plan.
- i) it provides adequate on-site cycle parking facilities, refuse and servicing facilities
- j) it provides an active frontage in town centre locations and where leisure facilities within purpose-built student accommodation are provided, these should be made available for public use where there is an identified shortfall in provision.

2. Development proposals that result in the loss of student accommodation will be resisted unless:

- a) the alternative proposed use meets an acute identified housing need; and
- b) it can be demonstrated that the facility no longer meets current or future needs; or
- c) adequate replacement student accommodation is provided that satisfies the requirement of Local Plan Policy HO8 Part 1.

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

Demand and Supply

The London Plan sets out an overall target for London of 3,500 PBSA units per annum across all boroughs over the period 2017 to 2041. The borough's Student Accommodation Demand and Supply Study considers past trend changes in the size of the student population in the borough and projects these forward to set out how the size of student population might change over time, presenting a number of demand scenarios. Through interviews with Higher Education Institutions with a presence in Hammersmith and Fulham it was found that a higher level of take up on PBSA would be reasonable, should supply come forward to support it. The

study therefore projects a demand for PBSA in Hammersmith and Fulham over the new Local Plan period.

Location of Student Accommodation

The council seeks to direct proposals for new student accommodation to its Opportunity Areas, regeneration areas and town centres. Additionally, the council will expect that new PBSA is located in well-connected areas (PTAL 4 and above), or in a location within walking distance to a Higher Education Institution. It considers that student housing in these areas will be best provided within major new developments as part of mixed-use schemes. Outside of these areas, applications for student accommodation will be assessed on a site-by-site basis. It is acknowledged that students can create benefits for an area, for example by adding vibrancy and vitality to the local economy. However, concentrations of students can also have a negative impact. In particular, the council is concerned about the direct impact of noise and comings and goings on neighbouring properties, and the indirect impact of the growth in facilities such as bars and takeaways that can themselves cause a nuisance, especially late at night. The council will consider all applications on their own merits, but the primary consideration will be the amenity of the borough's existing residents and the strategy to direct student accommodation schemes to the areas outlined above.

PBSA is defined as non-conventional housing, which for purposes of delivery against the Borough's strategic housing target, is counted on a 2.5:1 basis (i.e. two and a half bedrooms/units is equivalent to one unit of housing), as set out in the London Plan. Compared with conventional housing, where units are counted on a 1:1 basis, student accommodation may not always provide the most optimal use of land or contribute to addressing the Borough's most pressing housing needs. Given the borough's need for conventional housing, the council will resist proposals for student housing which involves the net loss of self-contained homes, or the development of a site allocated for self-contained homes. The council will also resist proposals involving the development of a site that has an existing consent for self-contained housing where the consented scheme would better meet the borough's housing needs and there is a reasonable prospect of the consent being implemented.

All applications will need to demonstrate satisfactorily that the proposals will have a positive impact on the overall strategies for the borough's Opportunity Areas and regeneration areas and will not adversely impact on residential neighbours or town and local centres. Applications will need to be accompanied by a management plan, setting out how the impact upon neighbours and the amenity of the borough's existing residents will be managed. The management plan should set out how any impact upon its neighbours and the amenity of the borough's existing residents would be

minimised, including any impact from move-in and move-out dates at the beginning and end of terms and the impact of possible alternative use during the vacations.

Nomination Agreements

To ensure that accommodation specifically designed for the occupation by students is not subsequently used for general residential use, or some other form of hostel accommodation, the majority of the bedrooms in a student accommodation development including all of the affordable student accommodation bedrooms must be developed and secured through a nomination agreement for occupation by students of one or more specific higher education institutions. The London Plan makes clear that if the accommodation is not secured for use by students and for occupation by members of one or more specified higher educational institutions, the development is not considered PBSA and will be considered against policies on shared housing and communal living. It is important for private providers of student accommodation to have early discussions with Higher Education Institutions to ensure the accommodation is designed and built to meet their requirements. The Council will expect developers to demonstrate that they have engaged with the appropriate organisations to ensure that new developments will meet identified need. To ensure students with an income equivalent to that provided to full-time UK students by state funded sources of financial support for living costs can afford to stay in PBSA, the council will seek to secure the maximum level of

accommodation as affordable student accommodation in accordance with the London Plan.

Although student accommodation does not need to meet the internal space standards required for permanent housing, the accommodation must be high quality and meet the needs of all potential students, including the needs of wheelchair users and other disabled students. In order to meet the needs of students with physical disabilities, 10% of student rooms must be wheelchair accessible (capable of being independently accessed and used). To meet this requirement, rooms and bathrooms must meet the requirements outlined in Figure 30 and Figure 52 in the British Standard BS8300: Design of an accessible and inclusive built environment. Proposals will be expected to comply with the London Plan Guidance on PBSA.

Whilst many students require accommodation during term time only, some residents may need a permanent home throughout their studies and development therefore should make provision of units for year-round occupation and uses outside of term time. Student management plans will be expected to include information about how the student accommodation will be used and managed during university vacation periods. Examples of temporary use of purpose-built student accommodation during vacation periods for ancillary uses include providing accommodation for conference delegates, visitors, interns on university placements, and students on short-term education courses at any institution approved in advance by the council. Conditions and/or legal

agreements will be used to ensure that the ancillary use does not result in a material change of use of the building.

Student accommodation developments should not place undue pressure on local infrastructure, in particular transport and will therefore be required to comply with the transport policies in this Local Plan. In addition to provision of cycle parking, consideration must also be made by applicants for the use of micromobility schemes, in line with Local Plan Policy T4. In town centres, student accommodation developments will be expected to provide active frontages to add interest to the street scene. In the interest of contributing to mixed and balanced communities, leisure facilities provided within student developments should be made available for public use where there is an identified shortfall in provision.

The council seeks to protect against the loss of existing student accommodation. However, flexibility will be applied where it can be adequately demonstrated that the proposed alternative use serves a more acute identified housing need such as genuinely affordable housing. In addition, any proposal resulting in the loss of student accommodation will be expected to demonstrate that the accommodation is no longer meeting a need for student housing, or alternatively, where it is demonstrated that there is adequate re-provision of the student accommodation that satisfies the requirements of Local Plan Policy HO8 (Part 1). The council will encourage the refurbishment of buildings to ensure student accommodation is brought up to an acceptable modern standard.

POLICY H09 GYPSY AND TRAVELLER ACCOMMODATION

The council will seek to address the joint Gypsy and Traveller accommodation needs over the Plan period, as identified in the Gypsy and Traveller Accommodation Needs Assessment (2022).

The council will work closely with the Royal Borough of Kensington and Chelsea, and any other relevant partners to protect, improve and, if necessary, increase the capacity of the existing gypsy and traveller site at Stable Way.

Applications for additional sites should meet the requirements set out in the National Planning Policy for Traveller Sites 2024.

The council and the Royal Borough of Kensington and Chelsea (RBKC) jointly provide a site for 20 travellers' pitches on land in RBKC to the east of the White City Opportunity Area (1 is taken up by a community centre). Following engagement with the local traveller community, an update to the Joint Gypsy and Traveller Accommodation Needs Assessment was completed in 2022. The assessment identified there will not be a need for additional pitches across RBKC and H&F over the 15 years following the update to the assessment.

London wide needs assessment

The Mayor of London has initiated an update to the London Boroughs' Gypsy and Traveller Needs Assessment (GTANA). This will provide an updated identified need when it is completed.

Further work together with RBKC and other stakeholders is required to establish how provision can be made for the Gypsy and Traveller community living in Stable Way and to meet any further need identified in the London GTANA, should this arise following publication.

Suggested Glossary definition - Persons of nomadic habit of life whatever their race or origin, including such persons who on grounds only of their own or their family's or dependants' educational or health needs or old age have ceased to travel temporarily or permanently, and all other persons with a

cultural tradition of nomadism or of living in a caravan, but excluding members of an organised group of travelling showpeople or circus people travelling together as such.

The definition of 'gypsies and travellers' is provided in the National Planning Policy Guidance.



Gypsy and Traveller site, Stable Way (W10 6QX)

POLICY HO10

DETAILED RESIDENTIAL STANDARDS

The council will ensure that the design and quality of all new housing, including new build, conversions and change of use, is accessible, inclusive and of a high standard and that developments provide housing that will meet the needs of future occupants and respect the principles of good neighbourliness.

1. To achieve a high standard of design, the following considerations will be taken into account:

- a) floor areas and room sizes in new build dwellings, conversions and changes of use, including meeting Nationally Described Space Standards.
- b) inclusive and accessible design for disabled people.
- c) amenity and green garden space provision.
- d) accessible and inclusive vehicle and cycle parking.
- e) flood protection measures and attenuation of surface water run-off.
- f) sustainable energy measures that provide resilience to climate change impacts.
- g) use of durable construction materials to construct low maintenance dwellings with low environmental impacts.
- h) provision of waste and recycling storage facilities.
- i) noise insulation and layout to minimise noise nuisance between dwellings; and
- j) protection of existing residential amenities, including issues such as loss of daylight, sunlight; and
- k) privacy and outlook.

2. Proposals for extensions will be considered acceptable where it can be demonstrated that there is no detrimental impact on:

- a) privacy enjoyed by neighbours in adjoining properties.
- b) daylight and sunlight to rooms in adjoining properties.
- c) outlook from windows in adjoining properties; and
- d) openness between properties.

Once the principle of residential development has been established through land use policies, there is a need to assess planning applications against detailed standards to ensure that a development is of high quality, well designed, accessible and that it will not be detrimental to the amenities of residents in the surrounding area, including loss of daylight, sunlight and privacy for existing residents. These standards are often subject to on-site judgement, but a departure from the standards needs to be justified by the circumstances of a particular case.

It is important for new housing to meet standards on matters such as minimum dwelling and room size and on the amount of amenity space. In 2015, the government introduced the Nationally Described Space Standard (NDSS) which as a minimum, new dwellings in the borough will be expected to meet. This is also reflected in the London Plan. Where changes to the existing stock are proposed, including basement accommodation, they should also be fit for purpose. It will be easier for new housing to meet size and other quality control criteria, but a level of flexibility is appropriate to take into account on-site circumstances. This is even more so with conversions and change of use, where adaptation of existing stock means that it is difficult to meet similar standards as for new build. The council has adopted detailed residential standards in the Planning Guidance SPD which will be re-adopted to support this Local Plan in the future. The detailed guidance in the SPD will take account of the London Plan and the Mayor of London's Housing SPG which includes detailed

standards for housing that have been gathered from a number of sources, for example Secured by Design.

Proposals for new housing should seek to exceed the requirements for private outside space as set out in the London Plan. Additionally, all ground level family housing should have access to private gardens/amenity space. Family housing on upper floors should have access to shared amenity space, children's play space, and/or a balcony or terrace subject to acceptable amenity and design considerations.

Residential amenity

It is always necessary for developments to take into account the residential amenity of neighbours and the impact on the environment. However, this is especially important in a densely built borough such as Hammersmith and Fulham where developments are often juxtaposed with their neighbours. In particular, changes to terraced properties, including extensions and roof terraces, can impact on neighbours if not carefully designed, for example, through overlooking and visual intrusion, and can also impact upon flooding, for example through surface water run-off, if not consistently managed under sound environmental principles.

POLICY HO11

LARGE-SCALE PURPOSE-BUILT SHARED LIVING

1. Development proposals for large-scale purpose-built shared living accommodation will be supported where they meet the following criteria:

- a) There is an identified local need for the type of housing proposed.
- b) The development contributes to a mixed, balanced and inclusive community by not leading to a proliferation of this type of development in the area or borough, compromising the delivery of conventional housing.
- c) The development is in an area well located to local services by walking, cycling and public transport and the development is car free, promoting principles of active travel.
- d) The development provides adequate on-site cycle parking facilities, refuse and servicing facilities
- e) Private units within the development are demonstrably not self-contained homes in the C3 Use Class or capable of being used as self-contained homes.
- f) The development incorporates a high quality of design and adequate functional living space for the occupiers
- g) There is well-integrated provision of communal facilities and services sufficient to meet the requirements of the intended number of occupiers, having regard to the requirements of London Plan.
- h) The development will be under single management, suitably managed and maintained over its lifetime, as evidenced by a comprehensive management plan; and
- i) A cash-in-lieu contribution is made towards affordable housing in the C3 Use Class, in accordance with the London Plan.

2. A development proposal for large-scale purpose-built shared living will not be permitted where:

- a) It would result in the loss of existing self-contained residential accommodation (C3).
- b) It is proposed on a site allocated or protected for other uses.
- c) It is proposed on a site with an extant planning permission for C3 housing; and/or
- d) It would result in an over-concentration of this development type, which may be detrimental to the balance and mix of uses in the area or place undue pressure on local infrastructure.

Large-scale purpose-built shared living developments are a distinct form of housing provision, typically comprising a number of non-self-contained units with shared facilities and services. These schemes are often designed to meet the needs of single-person households, particularly young professionals, and are characterised by their communal living arrangements and single management structure. In line with the definition in the London Plan, the council defines Large-scale purpose-built shared living as non-self-contained market housing developments that include 50 units or more.

Assessing Need

Proposals for large-scale purpose-built shared living must be supported by robust evidence of local need. This includes demonstrating that the development responds to this specific housing demand in the borough, established through the Local Housing Needs Assessment, and does not undermine the delivery of conventional self-contained housing, particularly affordable and family-sized homes. The Council will assess the potential for over-concentration of this type of accommodation, particularly where multiple schemes exist in close proximity or where there is a high presence of other forms of high-density housing, such as student accommodation.

In line with the London Plan, this form of accommodation is not considered to fall within the C3 Use Class. Units must not be self-contained or capable of being used as such.

Developments must demonstrate a clear distinction from conventional housing, including through the design of private units and the provision of shared amenities.

Location, management and affordable housing requirements

Developments must be located in areas with good access to public transport, local services, and amenities, and must be car-free to support sustainable travel. Development will be expected to provide adequate cycle parking provision in line with London Plan requirements. In addition to provision of cycle parking, consideration must also be made by applicants for the use of micromobility schemes, in line with Local Plan Policy T4. High-quality design is essential, with private rooms providing adequate space, natural light, and ventilation. Communal areas must be sufficient in size and function to support the number of residents, including shared kitchens, lounges, and outdoor amenity space. Applications will be expected to have regard to the principles contained in the London Plan Guidance for Large-Scale Purpose-Built Shared Living.

A comprehensive management plan will be required to ensure the development is appropriately managed and maintained over its lifetime. This should address matters such as site security, maintenance of communal areas, waste management, and mitigation of potential impacts on neighbouring properties, including noise and anti-social

behaviour. The management plan will be secured through a planning obligation and monitored accordingly.

In accordance with the London Plan, proposals must make a cash-in-lieu contribution towards affordable housing within the C3 Use Class. The nature of the payment, whether up-front cash-in-lieu or annual payments in perpetuity to the Council, will be established on a case-by-case basis.

Protecting conventional housing

Large-scale purpose-built shared living developments will not be supported where they would result in the loss of existing self-contained housing, are located on sites allocated or protected for other uses, or where they would displace planned or permitted C3 housing. The Council will also resist proposals that would lead to an over-concentration of shared living accommodation, which could adversely affect the character of an area or place undue pressure on local infrastructure and services.

POLICY HO12 BUILD TO RENT

Development proposals for Build to Rent accommodation must follow the policy approach set out in the London Plan, subject to the following additional requirements:

- a) Proposals must deliver affordable housing in accordance with Policy HO3 of the Local Plan.
- b) Where a development proposal involving Build to Rent has potential to include more than one residential core and/or block, applicants should use this separate core and/or block to provide low cost rented housing to be managed independently by a registered provider of affordable housing. To follow the Fast Track Route, the council will seek 70 per cent of the overall affordable housing requirement for the development as low cost rented accommodation within this separate core and/or block. The 30 per cent intermediate affordable housing requirement will normally be accepted as discount market rent accommodation within the Build to Rent element of the scheme at London Living Rent levels. If the low cost rented accommodation to be managed by a registered provider in the separate core and/or block equates to less than 70 per cent of the overall affordable housing requirement for the development, the proposal must follow the Viability Tested route. In these circumstances, the council will seek from the applicant the optimum affordable housing offer for the development as a whole.
- c) Where an applicant can demonstrate to the Council's satisfaction that it is not feasible in design terms to include a separate residential core and/or block in the development proposal, the Council will accept the full affordable housing requirement for the scheme as discount market rent units managed alongside the market rent units, in accordance with the requirements of London Plan policy. To follow the Fast Track Route, the Council will seek 30 per cent of the affordable provision at rents equivalent to London Living Rent level, with the remainder at a range of genuinely affordable rents to meet priority housing need in Hammersmith and Fulham. If these requirements are not met, the scheme must follow the Viability Tested route.

- d) Build to rent housing should provide a mix of dwelling sizes that meets identified local housing needs in accordance with Policy HO4 of the Local Plan.
- e) There is unified ownership and unified management of the scheme as a whole, and an appropriate management plan is provided for both the private and affordable elements of the scheme.
- f) Developments must provide a good standard of living conditions and amenity for future occupiers, having regard to Policy HO10 of this Plan, which sets out requirements in terms of overall amenity, privacy daylight, and outlook.

The Build to Rent or Private Rent sector has the potential to boost the supply of private rental accommodation across the borough. The LHNA identifies that private renting is high and is increasing in the borough; between 2011 and 2021 the private rented sector increased from 33% to 37%. Bearing this in mind, Build to Rent may offer a greater range and choice to private renters. The Council supports the delivery of high-quality, professionally managed rental homes through the Build to Rent (BtR) model. BtR developments can help meet housing need by providing secure, long-term rental options for a range of households, particularly those who may not be able to access home ownership or social rents. The Council will apply the definition of BtR and eligibility for the Fast Track Route in accordance with the London Plan, subject to the additional local requirements set out in this policy.

Affordable build to rent accommodation

Affordable housing within BtR schemes must be provided in accordance with Policy HO3 of the Local Plan. Where a development includes more than one residential core or block, the Council's preference is for the affordable element of the scheme, comprising social rent and intermediate affordable housing to be provided in a separate core or block, managed independently by a Registered Provider. This approach supports the delivery of affordable housing in perpetuity and enables nominations from the Council's housing register. Applicants must demonstrate that this option has been fully explored from the outset of the design process. Where it is not

feasible, the Council will accept the full affordable housing requirement as Discount Market Rent (DMR) units managed alongside the market rent units, subject to robust justification. *Please note, that this initial position will be subject to viability testing prior to the Regulation 19 Local Plan consultation.*

To qualify for the Fast Track Route, the Council will seek 70% of the affordable housing requirement as low-cost rented accommodation in a separate core or block, with the remaining 30% as DMR units at London Living Rent levels. Where a separate core is not feasible, the Council will seek 30% of the affordable provision at London Living Rent levels, with the remainder at a range of genuinely affordable rents that reflect local housing need. If these requirements are not met, the scheme must follow the Viability Tested Route.

All BtR schemes must be held in unified ownership and under unified management for the duration of the covenant period, which must be secured through a Section 106 agreement. A comprehensive management plan must be submitted with the planning application, covering both the private and affordable elements of the scheme. This should include details on tenancy terms, maintenance, repairs, resident engagement, and the management of communal areas.

Dwelling sizes

BtR developments must provide a mix of dwelling sizes in accordance with Policy HO4 (Housing Mix). Family-sized units should be designed to be suitable for family occupation, with

appropriate layouts, a range of bedroom sizes, and generous living space. While some larger units may be occupied by sharers, they should still be designed with families in mind to support inclusive communities and optimise density.

Living conditions

The Council will also expect BtR developments to provide a high standard of living conditions and amenity for future occupiers, in line with Local Plan Policy HO10. This includes ensuring adequate privacy, daylight, and outlook, as well as access to high-quality communal and private amenity space.

The long-term affordability and management of BtR schemes will be secured through legal agreements, including clawback mechanisms where affordable units are converted to other tenures after the covenant period. The Council will also follow the Mayor's Affordable Housing and Viability SPG in relation to review mechanisms and valuation methodologies.

Climate resilience



POLICY CR1 CLIMATE EMERGENCY

The Council will prioritise measures to mitigate and adapt to climate change and require all development in Hammersmith and Fulham to respond to the climate emergency by:

- a) Designing and constructing development to contribute to net zero carbon.
- b) Prioritising and enabling the repurposing and re-use of existing buildings over demolition.
- c) Supporting the retrofitting of existing buildings to make them more energy efficient and reduce the energy needed to occupy the building.
- d) Utilising low carbon technologies and maximising opportunities for renewable energy generation, and heat networks.
- e) Following circular economy principles, minimising waste and increasing re-use.
- f) Reducing whole life carbon emissions, by taking a whole life carbon approach, considering both embodied carbon and operational carbon.
- g) Meeting the highest standards of sustainable design and construction.
- h) Minimising the risk of overheating through design and avoiding reliance on air conditioning.
- i) Minimising and avoiding the risk of flooding from all sources and incorporating Sustainable Urban Drainage Systems (SuDS) to reduce surface water run-off.
- j) Protecting and enhancing existing green spaces and water sources, enhancing biodiversity, strengthening nature recovery and providing multi-functional green infrastructure.
- k) Improving water efficiency.
- l) Prioritising sustainable transport.

Climate and ecological emergency

Hammersmith & Fulham (H&F) is heavily invested in halting the climate emergency. The Council declared a climate and ecological emergency in July 2019, with an ambition to meet net zero carbon emissions for the borough by 2030. As part of the findings of the H&F Climate and Ecological Emergency Commission, it was established that:

“The council needs to define a positive vision and embed a culture of change to help us reach net zero by 2030, through strong and persistent leadership on Climate and Nature”.



A large portion of Hammersmith and Fulham lies within flood risk zones at risk from rising sea levels, and periods of both extreme rainfall and drought made more likely by rising temperatures meaning that the lives and livelihoods of the borough's most vulnerable residents will be at risk.

The borough is particularly vulnerable to high heat due to its density of buildings, and the resulting heat island effect.

Additionally, the climate emergency is closely linked with long-term ecological decline as a result of habitat loss. Even with extensive action now, it is recognised that current levels of greenhouse gases in the atmosphere will lead to permanent changes in the climate resulting in more extreme weather events, heightened flood risk, and further challenges for the natural environment, people, and cultural heritage.

The widespread and potentially devastating impacts of climate change place a responsibility on us all to minimise our carbon emissions, and this must be seen as an essential component of all development.

Development and Climate change

As Hammersmith and Fulham continues to grow, there is an increasing need for businesses, homes, health facilities, retail and leisure outlets, transport, and other supporting infrastructure, all of which can result in an adverse impact on the climate. It will be vital to the long-term sustainability of the borough, and the health, safety, and quality of life of residents,

that adaptations are made to this new reality and new development is designed to deal with changes in the climate and reduce greenhouse gas emissions. Green infrastructure and nature recovery will have a role to play in this, helping to mitigate the impacts of high temperatures, reduce flood risk, and maintain biodiversity. Hammersmith and Fulham Council, residents, and businesses all have a part to play in realising these collective ambitions. The Council is committed to working with and supporting others to achieve these aims.

It is widely acknowledged that tackling the climate emergency will need changes not only in planning, but right across society and the economy.

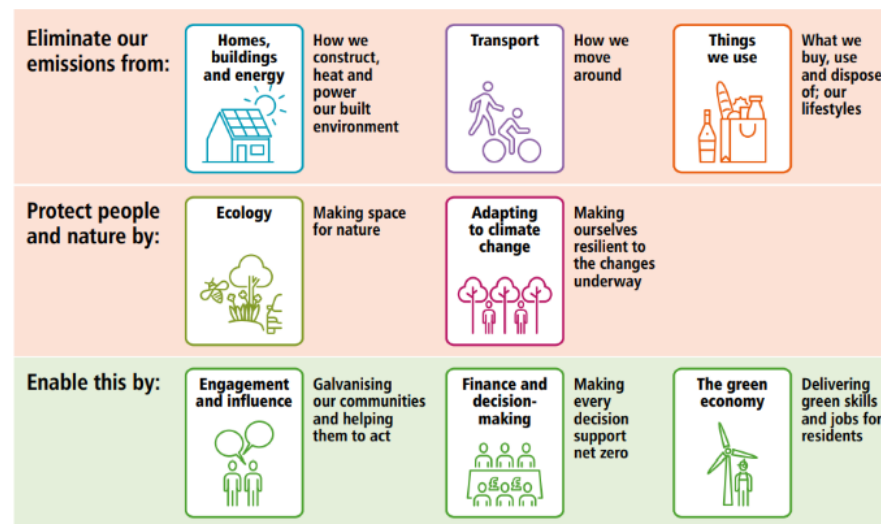
Local Plan and Climate change

Local planning authorities have a statutory duty to take action on climate change and to reduce emissions (as per Section 19 of the Planning and Compulsory Purchase Act 2004, and the National Planning Policy Framework), and the Council will seek to balance the competing demands of growth and mitigate any negative impacts as far as is reasonably possible. Achieving the net zero target will require coordinated effort, and it is important that, where possible, planning policy matches ambitions and goals of other departments in the Council.

This policy sets out the Council's overarching approach to responding to the climate emergency and should be read in

conjunction with the other policies in this new Climate resilience chapter and to other relevant policies in the Plan.

What do we need to do?



Developers will be expected to provide evidence to the Council to demonstrate that they have considered sustainable development principles from the start of the design process.

POLICY CR2 MINIMISING ENERGY USE AND CARBON EMISSIONS

The council has declared a climate and ecology emergency and set a target of becoming a net zero carbon borough by 2030. To help achieve this target, the council requires the following:

- a) All developments are required to minimise energy use and maximise carbon savings from the inclusion of energy efficiency measures, on-site renewable energy generation and connection to and use of low carbon heat networks.
- b) Major developments are required to meet the net zero carbon targets included in the London Plan and set by the GLA.
- c) All other developments are required to demonstrate that they have reduced energy demand and associated carbon emissions as much as possible, with a minimum improvement of 35% over the relevant Building Regulations standards for energy use
- d) To demonstrate compliance with these requirements, all applications are required to submit an Energy Assessment. This should be drafted with reference to relevant guidance provided by the council and also the GLA's Energy Planning Guidance and should follow the London Plan Energy Hierarchy.
- e) Full details on baseline carbon emissions should be provided, along with carbon emissions saving achieved through energy efficiency and other on-site measures, including renewable energy generation and use of heat networks.

Where carbon emission reductions are maximised but unable to achieve net zero, major developments will be required to make a carbon offset payment to the council, calculated in line with the council's local carbon offset price mechanism

In line with the Energy Hierarchy, developments should be designed to minimise energy demand through energy efficiency measures, connect to or integrate efficient energy supplies such as communal heat networks and incorporate on-site renewable energy generation. The aim of integrating these measures is to minimise carbon emissions and achieve net zero carbon or as close as possible through these on-site measures, meeting the London Plan carbon reduction targets. As a starting point, developments should consider how passive measures such as orientation and layout can be used where possible to help minimise energy use demand by making best use of natural daylight and solar gain, without causing overheating. Inclusion of building elements with better performance than the minimum Building Regulation's standards will also help to reduce heat loss and energy use and associated carbon emissions.

Once energy efficiency measures have been maximised to help minimise a scheme's energy demand then developer's need to look at how any available secondary heat sources will be utilised. Proposals should also be included for supplying energy efficiently and cleanly through the use of communal heat networks. If a network is available in the local area, then connecting to this should be explored first. If this is not possible, including due to lack of current networks in the area, then developments should be developed to be "heat network ready". See Policy CR7 on Heat Networks for further information.

Major developments should report their total energy use intensity (EUI) and space heating demands and show that the GLA's targets as set out below are met. Overheating risks need to be managed in line with the requirements of the Local Plan Policy on Managing Overheating.

Building Type	Energy Use Intensity (kWh/m ² /year)	Space Heating (kWh/m ² /year)
Residential	35	15
School	65	15
Office	55	15
Hotel	55	15
All other non-residential	55	15

Major developments are also required to include renewable energy generation on-site, which should be maximised. Opportunities to generate and store renewable energy (e.g. through battery or thermal storage) must be assessed and included where feasible to help increase renewable energy use and contribute to reducing peak demands.

Site assessments

A detailed site assessment should be carried out and detailed explanations and plans should be provided to show where renewables will be located within a scheme. The council is particularly keen to encourage the increased use of solar

power in the borough which can be installed in many cases without planning permission being required. Additional information on this can be found on the council's website.

While these requirements are set out for major development scheme with the requirement to demonstrate compliance with the London Plan and GLA targets, there are many other developments taking place in the borough which do not qualify as a "major" scheme, but which still contribute to the borough's carbon emissions. These developments are also required to contribute to the council's net zero carbon target by integrating carbon reduction measures and the council will seek a minimum CO2 reduction of 35% for these types of development.

All major developments must monitor and report on their energy use post construction in line with the GLA's "Be Seen" Energy Monitoring Guidance. to help developers and planning authorities etc understand any differences between operational performance and modelled performance. Monitoring should be undertaken and reported through the GLA's reporting template for at least the first 5 years of a development's operation.

Carbon offset payments

If developments do not achieve net zero carbon through on-site measures alone, then the remaining carbon emissions will need to be dealt with via an offset payment to the council

which will be used to help fund carbon reductions on other sites in the borough. The offset payment requirement should be calculated using the council's local cost of carbon pricing mechanism. This uses a sliding scale approach to calculating offset costs where a higher offset cost of carbon is charged where a greater proportion of carbon emissions need to be offset to reach net zero and progressively lower charges are applied as the carbon reduction performance improves. This is intended to incentivise the maximisation of on-site measures and to discourage the use of the offset payment to make up large shortfalls in meeting carbon reduction targets. Full details of the charges can be found [online](#).

Developers should also check the requirements of related Local Plan on Circular Economy and Whole Life Cycle Carbon requirements.

POLICY CR3

HEAT NETWORK CONNECTIONS

- a) All major developments proposed within the borough's Heat Network Priority Area(s) are required to either connect to an existing heat network or include their own communal heat network system which can be connected to a wider network in the future.
- b) Where connection to a heat network is proposed, priority should be given to those networks with the lowest carbon emissions. If connection to a gas-powered network is proposed (e.g. an existing CHP based system), this will need to include details on the decarbonisation plan for that network.
- c) Where schemes propose their own heat networks, these will need to be designed and installed to enable future connection to other networks. This includes provision of plant and equipment capable of future connection or sufficient space to install required infrastructure and identifying/safeguarding any routes required for network connection pipe runs.

As identified in the council's Cross Borough Energy Masterplan, "Heat networks, also known as district heating, supply heat from one or more central sources to consumers through a network of underground pipes carrying hot (or, in some cases, ambient temperature) water, which deliver space heating and hot water to individual buildings. This avoids the need for individual heating systems installed in every building".

Heat networks are considered to be one of the most cost-effective ways of providing heat, reducing carbon emissions and meeting the council's 2030 net zero carbon targets.

The modelling undertaken in the development of the Energy Masterplan showed high viability of heat networks across the entire study area, as illustrated below with scope to connect to wider networks in RBKC. Hammersmith & Fulham is also in one of the GLA's Heat Network Priority Areas which identifies it as a borough where major developments should have communal low temperature heating systems.

The central heat source can be one of many technologies. Common low carbon examples are very large heat pumps including air source and ground source heat pumps and waste heat from secondary sources such as daTerritorial Army Centres.

Heat networks should be designed and installed in a way that enables future connections to be made by neighbouring sites as part of any expansion of district wide heat networks that may come forward in the future. If a heat network is not included in a scheme for some reason, it must still be designed to be future-proofed and capable of future connection.

If an existing gas-powered network is proposed to be connected to, then evidence will also need to be provided on the proposed decarbonisation of that network to show that it will achieve net zero carbon targets.

It is recommended that developers follow the guidance set out in the GLA's London Heat Network Manual II¹² which provides practical technical and commercial guidance for developers on heat network design, installation and use.

The Government is expected to accelerate the development of heat networks in the near future through implementing the Heat Network Zoning powers in the Energy Act 2023 which will mean that certain types of development and buildings will be required to connect to such networks where they are available.

Where new developments are built in an area where they cannot connect to an existing network, but where a heat network could become available in the future, they should

¹² London Heat Network Manual II | London City Hall

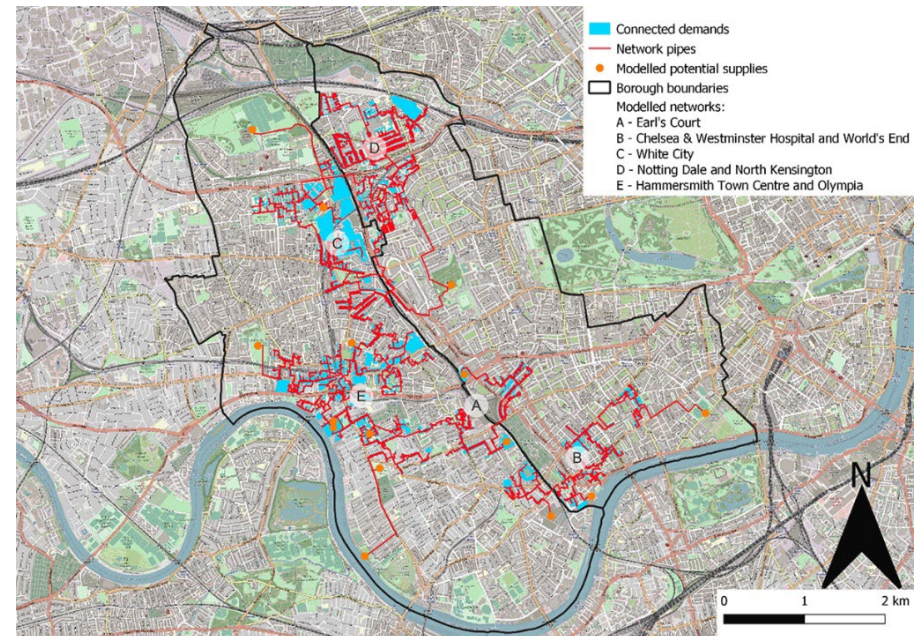
demonstrate that their energy strategy will enable the scheme to be “heat network ready”. This means that the design of any communal heating system that is proposed for a scheme should enable it to connect to a heat network in the future.

To facilitate this, buildings containing multiple units should use communal heating systems instead of individual heating systems and space should be included in building designs to accommodate heat network pipes and other connection plant and equipment.

Heat pumps

For heat pump based communal heating systems, if it is proposed to include additional technologies, including gas boilers, to top up heat to serve times of high demand during peak loads then this needs to be explained and included in assessment of carbon emissions for the development. Use of gas for peak loads must be minimised by including good energy centre sizing, use of thermal storage, and demand response measures.

Potential Heat Networks in Hammersmith and Fulham



POLICY CR4

MANAGING RISKS OF OVERHEATING

All developments must be designed to maximise the use of passive methods wherever possible to control overheating risks and minimise the need to provide active cooling. In order to achieve this, developments must do the following:

- a) Assess ventilation provision and overheating risks and include passive mitigation measures where necessary, using site layout and building design to improve ventilation and reduce the risk of overheating. Unless prevented by issues such as poor air quality or noise, natural ventilation and cooling should be prioritised. Major developments in particular will be required to carry out overheating modelling.
- b) The London Plan “Cooling Hierarchy” should be followed to demonstrate that the design ensures that the potential for internal overheating is managed using passive design measures.
- c) Use soft landscaping and green infrastructure to help provide shading and reduce surface temperatures. As well as ground level planting, features such as green roofs and walls can also be used to provide other benefits e.g. increase biodiversity levels and reduce flood risk.
- d) Include other passive measures such as blinds and shades or painting surfaces white (e.g. roofs) where appropriate have been considered and used before reverting to proposing energy intensive active air conditioning systems.
- e) The use of active air conditioning systems should be avoided wherever possible but where their inclusion is demonstrated as necessary, they must include heat recovery measures.

The overheating assessment and details on mitigation measures can be provided either separately or as part of the Energy Assessment if one is submitted.

Overheating is one of the main impacts caused by climate change. Extreme weather such as heatwaves are expected to increase in frequency and severity and could have serious impacts, including causing increases in death rates, other health and quality of life impacts and causing damage to and preventing efficient operation of vital infrastructure such as transport and energy networks. Heatwaves also create higher demand for drinking water supplies.

As a densely built inner London borough, H&F is particularly vulnerable to 'Urban Heat Island' (UHI) effects, in which urban areas can be up to 10°C warmer than surrounding areas.

New developments need to be designed and built to provide adequate ventilation and avoid causing overheating in the summer, particularly to protect those most at risk from heat related health impacts. It is important that use of higher insulation levels and more stringent air tightness standards do not lead to undesirable impacts such as overheating. This can be avoided through good design and construction practices. For existing buildings, there are retrofitting measures that can be considered to help improve air flow and keep over-heating to a minimum.

Approved Document O of the Building Regulations provides details of mitigation measures to help manage overheating in new residential buildings. PAS 2035 is also a useful reference document for domestic retrofit projects.

Passive measures that can be used to manage overheating risks include:

- Orientation and shading
- Prioritise passive ventilation where external factors such as noise levels and air quality allow.
- Use of high albedo materials
- Inclusion of windows etc with low solar gains
- Use of insulation which can help retain heat in the winter but prevent heat retention in the summer.
- Use green infrastructure to provide shading and cooling

Inclusion of green infrastructure such as green vegetation barriers, walls and roofs as well as tree planting etc are particularly supported as they provide wide-ranging climate resilience and benefits in addition to helping manage overheating and can improve local microclimates through cooling, sustainable drainage, and improved local air quality as well providing Biodiversity Net Gain and boosting the Urban Greening Factor of a scheme. Protection of existing and provision of new 'blue' infrastructure such as raingardens, lakes and ponds and other water features can also provide cooling benefits.

The guidance laid out in the GLA's Energy Assessment Guidance¹³ should be followed to show how the Cooling Hierarchy has been used to guide development design and how the GLA's overheating requirements will be met.

¹³ [Energy Planning Guidance | London City Hall](#)

POLICY CR5

MINIMISING WHOLE LIFECYCLE CARBON EMISSIONS

- a) As well as minimising operational carbon emissions as required by Policy CR2, other carbon emissions associated with development also need to be managed to help reduce the total carbon footprint of new buildings.
- b) Therefore, all major development proposals are required to assess their whole lifecycle carbon emissions and provide details on the proposed carbon reduction measures and the performance of the development as measured against the GLA's whole lifecycle carbon emissions targets.
- c) Whole life-cycle carbon emissions should be calculated in line with the GLA's Whole Lifecycle Carbon Assessment guidance¹ and the GLA's reporting template spreadsheet completed and submitted alongside a detailed Whole Lifecycle Carbon statement.
- d) Minor development proposals are also encouraged to consider their carbon footprints and submit a Whole Lifecycle Carbon Assessment.

Buildings are responsible for carbon emissions not just during their operational use, but also during their construction and eventual demolition and disposal at the end of their useful lifetime. Planning policies have been successful in ensuring that major developments are designed to reduce their carbon emissions during their operation such that they are now required to be net zero carbon. However, these requirements have only covered those emissions associated with energy use regulated by Building Regulations e.g. for providing heating, hot water, lighting etc, excluding unregulated emissions from energy used by electrical appliances and other “plug in” devices in use in every building.

This means that a significant proportion of a building’s carbon footprint has not normally been subject to assessment and a need to be minimised. In order to help achieve the borough’s aim of achieving net zero carbon by 2030, major developments are required to calculate their whole lifecycle carbon emissions and fully assess their unregulated emissions, embodied emissions associated with building construction work including extraction of raw materials and the manufacture and transport of building materials to site and the construction phase itself, as well as carbon emissions associated with maintenance of the building and also its demolition / deconstruction and disposal at the end of its lifetime.

As set out in the GLA guidance, developers should identify priority areas for the Assessment, looking for opportunities and likely constraints in reducing carbon emissions.

Some of the principles that will need to be covered include considering the option of reusing and retrofitting existing buildings, using repurposed or recycled materials and other materials with low embodied carbon, designing for disassembly and re-use rather than demolition and disposal, minimising energy use through efficient building form and a “fabric first” design approach as well as designing buildings for adaptability and flexibility of use.

The aim should be for developments to meet the GLA benchmarks, including the more stringent aspirational benchmarks where this is possible. Full details of the benchmarks are provided in the GLA guidance.

Major developments will be required to submit a detailed Whole Lifecycle Carbon Assessment with their applications and there will also be a requirement to submit post-construction assessments to demonstrate that the carbon reduction commitments have been implemented and targets met. The GLA’s reporting template should be used to submit this information.

Minor schemes are also encouraged to provide supporting information on whole lifecycle carbon assessments.

POLICY CR6

SUPPORTING THE CIRCULAR ECONOMY AND REDUCTION OF WASTE

1. In order to help promote a more resource efficient approach and reduce the generation of waste by new developments, all major development proposals – including extensions, refurbishments and changes of use - are required to promote circular economy principles during their design and construction.
2. Circular Economy Statements should be submitted with all major applications to provide details of the measures that will be implemented to ensure efficient use of resources, minimisation of waste, maximisation of recycling and re-use of materials such as construction and demolition waste and help enable buildings to be adaptable in the future to extend their use. All major developments should submit Circular Economy Statements to demonstrate:
 - a) how all materials arising from demolition and remediation works will be re-used and/or recycled
 - b) how the proposal's design and construction will reduce material demands and enable building materials, components and products to be disassembled and re-used at the end of their useful life
 - c) opportunities for managing as much waste as possible on site
 - d) adequate and easily accessible storage space and collection systems to support recycling and re-use
 - e) how much waste the proposal is expected to generate, and how and where the waste will be managed in accordance with the waste hierarchy
 - f) how performance will be monitored and reported
3. Circular Economy Statements should be prepared in line with the GLA's Circular Economy Statement guidance¹ and the GLA's reporting template spreadsheet completed and submitted alongside a detailed Statement.
4. Minor development proposals are also encouraged to consider how they can support the circular economy and submit a Circular Economy Statement.

The Green Building Council¹⁴ believes that the built environment needs to move away from the “take-make-waste” economy. For a sustainable future, a regenerative, circular economy that rewards the reuse of finite materials and resources must take its place.

In its simplest form, the circular economy prioritises the reuse of materials, preventing over extraction of natural resources and minimising the amount of usable materials that are wasted and disposed of in landfill or incinerated. Major developments in particular can through good planning, design and specification practices help use resources efficiently and minimise waste, contributing to the borough’s aim of achieving net zero carbon by 2030.

The following circular economy principles should be followed:

- building in layers – ensuring that different parts of the building are accessible and can be maintained and replaced where necessary
- designing out waste – ensuring that waste reduction is planned in from project inception to completion, including consideration of standardised components, modular build and re-use of secondary products and materials
- designing for longevity
- designing for adaptability or flexibility

- designing for disassembly
- using systems, elements or materials that can be re-used and recycled.

The GLA guidance sets out a hierarchy on building approaches. As outlined in PolicyCR8 on Minimising Whole Lifecycle Carbon Emissions, there is a preference for retention of buildings and their refurbishment where this is feasible as this approach can often provide the best opportunities for reduced carbon emissions as well as waste minimisation and efficient use of resources. It is also important to note that circular economy principles and design approaches should be applied to the whole development, including external spaces, not just to the buildings themselves.

The aim should be for developments to meet the GLA targets, full details of which are set out in the GLA guidance.

Developers are also required to submit a post-construction report to demonstrate that the circular economy commitments have been implemented and targets met. The GLA’s reporting template should be used to submit this information.

Minor schemes are also encouraged to provide supporting information on circular economy principles.

¹⁴ [Circular Economy | UKGBC](#)

POLICY CR7

MANAGING FLOOD RISK FROM ALL SOURCES

The council requires all development proposals in areas at risk of flooding from any source to demonstrate that they will be made safe for current and future flood risks without increasing risks elsewhere by implementing the following measures:

1. Site-specific Flood Risk Assessment (FRA) informed by the best available data and evidence from the council, Lead Local Flood Authority (where relevant) and others including the Environment Agency and Thames Water, will be required for the following development proposals:
 - a) all major developments
 - b) all proposals for development in the Environment Agency's Flood Zones 2 and 3
 - c) all proposals for development over 1 hectare in size in Flood Zone 1
 - d) all proposals for development located in an area identified as being at existing or future high/medium risk from surface water flooding
 - e) all proposals for new development which include a basement element
 - f) all proposals that are at risk of flooding from any other source such as reservoirs or canals
2. The requirements of the National Planning Policy Framework (NPPF) must be addressed as part of the FRA, and, where applicable, the Sequential Test and Exception Test must be carried out and these details included in the FRA. The Tests apply to all sources of flooding.
3. The FRA must assess the risk of flooding from all relevant sources, in particular fluvial/tidal risks from the River Thames (including breach of flood defence scenarios), sewer and surface water flood risks and risks from groundwater. Where relevant, risks from other sources such as reservoirs and the canal should also be considered).

4. In addition to assessing current risks, future risks should also be considered, taking account of climate change impacts on rainfall. Climate change factors are updated periodically and the most up to date factors should be used in the FRA.
5. Where there is a risk of flooding, details of appropriate flood mitigation measures must be outlined in the FRA along with relevant plans and drawings to demonstrate how the development can be made resistant or resilient to flooding and how its occupiers have safe access/egress routes if there is a need to evacuate the site.
6. “Highly vulnerable” developments as defined in the NPPF¹ such as self-contained basement dwellings or developments with bedrooms at basement level will not be permitted in areas identified by the Council, the Lead Local Flood Authority or Environment Agency in documents such as the Strategic Flood Risk Assessment as being at risk of flooding from a breach of flood defences or in locations that are identified as currently being at high risk of flooding by surface water or forecast to become high risk in the future due to climate change. For those developments classified in the NPPF as being “more vulnerable”, these will only be considered if an FRA demonstrates that the development can be made safe for its lifetime.
7. For all developments that include a basement element, the FRA must confirm the inclusion of structural waterproofing and include details of the proposed measures, which must be suitable for the proposed use.
 - a) For all developments that are classified as ‘more’ or ‘highly’ vulnerable to flooding that include proposals at basement level, the FRA must confirm the installation of a pumped non-return valve (or equivalent) to mitigate against the risk of the sewer surcharging and flooding the property internally.
 - b) For all other development proposals located in Flood Zone 2 or 3 but outside the breach area or at high/medium risk of surface water flooding during a major storm event, FRAs must fully assess these risks, including references to possible flood water depths on site and demonstrate that occupants can remain safe, and the development be made resistant or resilient to flood impacts.

- c) All major developments must comply with the requirements of Policy CR3 on Surface Water Management and install Sustainable Drainage Systems (SuDS) as must all other developments that are located in existing or future high/medium risk areas of surface water flooding.
- d) In line with the requirements of the Thames Estuary 2100 Plan, developments adjacent to the River Thames (including inlets such as wharves, drawdocks or creeks) must maintain and where necessary enhance or raise flood defences (or show how they could be raised in the future), demonstrating that they will continue to provide the required levels of flood protection. Developments should also be set back from flood defences in order to facilitate future flood defence maintenance and upgrade works.
- e) If development is proposed in the Environment Agency's Groundwater Source Protection Zones 1 or 2, measures must be taken to ensure the protection of groundwater supplies.

Most of the borough and the majority of its population are in the Environment Agency's Flood Zones 2 and 3 which indicates a medium to high risk of flooding from the River Thames. However, the actual extent of flood risk from the river is mitigated by flood defences such as the Thames Barrier and river walls which provide a high level of flood protection. If these defences were to ever fail or be breached though, large parts of the borough could be impacted by flood water with some areas experiencing deep and fast flowing flood water creating a risk to life. Flood defences are proposed to be raised in the future, but climate change impacts such as sea level changes mean that the extent of the area potentially impacted by such a breach or overtopping event is much larger than for the current risk.

Flood risks from the River Thames are focussed mainly in the central and southern parts of the borough. However, surface water flood risks are spread across the borough, and many streets are at risk during a major storm event. The borough's sewer system is a combined sewer system which means that stormwater run-off from roofs, roads and other impermeable surfaces and foul water from properties all flow into the same network of sewers and these can rapidly reach capacity during storms, causing flooding.

As well as flooding at external ground level, sewers can also surcharge and cause flooding internally inside properties, particularly at basement floor levels as foul water can back up in the drainage system and then flow out of fittings such as toilets and showers etc contaminating the property.

Basements are also potentially vulnerable to ingress of groundwater by seeping through floors, walls service ducts etc if they are not properly waterproofed. There is an increased potential for elevated groundwater in some parts of the borough although it should be noted that the Environment Agency has not designated any Groundwater Source Protection Zones in the borough that require specific protection. For further information on additional issues related to Basements and Lightwells, including a definition of a basement, see Policy DH10.

When is an FRA Required

To ensure that development proposals consider flood risks as part of the planning process, a Flood Risk Assessment (FRA) will be required as set out in the policy wherever there is a medium/high risk of flooding (either for the present day or in the future) from the River Thames or from major storm events. Major developments and any development proposals that include a basement floor element will also need to be supported by an FRA due to the potential for groundwater and sewer flood risks. Where relevant, FRAs must also consider potential impacts from major storms or flood defences failing or being breached which would mean developments are impacted by flood water in areas normally protected from such impacts. As well as implementing property level protection measures, flood evacuation plans should also be developed in case of such a flood emergency.

The requirement for an FRA to be submitted can be triggered by 1 or more flood risks being present now or in the future on a development site. As so much of the borough is located in the Environment Agency's Flood Zones 2 and/or 3 this is often the reason for an application to include an FRA, but if there are other potential sources of flooding for a site which are not covered in the FRA, then it will be deemed to be unacceptable.

FRAs should outline the mitigation measures to be implemented in the development. Examples of property level measures that may be suitable include raised floor levels, use of flood resistant materials and fittings such as doors and windows, structural waterproofing measures, raising of fittings such as electrical sockets etc, protecting drains from back-flow from the sewer and development where necessary of flood evacuation plans.

Further guidance on FRA requirements and mitigation measures is included in the Hammersmith and Fulham Strategic Flood Risk Assessment and the council's Planning Guidance and Climate Change SPDs.

Sequential and Exception Tests

Development proposals will need to be directed towards areas of lower risks from flooding where possible by applying the Government's Sequential Test procedure. This will have already been carried out for a limited number of allocated sites in the borough, information on which can be found in the

council's SFRA which is currently being prepared. For all other sites, the developer will need to carry out their own Test. If the Sequential Test shows that the development cannot be located in an area with lower flood risks, then the Exception Test should be applied (unless it is exempt as set out in the NPPF). Allocated sites may have already been assessed, in which case it is not required to be repeated unless the proposals or local flood risks have changed.

The Sequential Test applies to development proposals in Flood Zones 2 or 3 which relates to flood risks from the River Thames. It is not required for Flood Zone 1, unless other flood risks are present, e.g. such as surface water flood risks.

In order for a site to pass the Exception Test, information will need to be provided in the FRA to show that the development would provide wider sustainability benefits that outweigh the flood risks and also that it can be made safe for its lifetime without increasing flood risks elsewhere. Full details of the Sequential and Exception Tests are contained in the NPPF and the national guidance on Flood risk and Coastal Change

As most of the borough is at current and/or future risk of flooding from at least one source, the council recognises that development proposals are unlikely in many cases to be able to identify alternative, lower flood risk sites for development. However, FRAs should still carry out this assessment before moving onto satisfying the requirements of the Exception Test and providing details on suitable flood mitigation measures.

Basements

Policy DH10 on Basements and Lightwells sets out full requirements in relation to basement proposals, but as basements are more susceptible to flood risk, they also need detailed assessment in terms of flooding, particularly as they can be impacted by groundwater and internal sewer flooding in addition to flooding from the River Thames or from surface water.

As noted in the Policy, certain development proposals such as self-contained basements or those that include sleeping accommodation at basement level will not be permitted in locations with the highest flood risks associated with the River Thames or a major storm event (either currently or in the future). This is to avoid inappropriate development in those areas as there could be a potential risk to life from fast flowing and deep flood water.

Basement developments can be considered in other locations, subject to the provision of an acceptable FRA showing that all relevant flood risks can be managed and occupants remain safe.

The FRA will need to show how groundwater risks have been assessed and taken into account for new basements and/or extensions to ensure that flood risks are not increased. FRAs must confirm the inclusion and provide details of appropriate structural waterproofing measures, which must be suitable for the proposed use. This is especially important for

developments classified as “more” or “highly” vulnerable to flooding and includes change of use proposals that create more/highly vulnerable uses on sites previously used for less vulnerable activities.

The use of British Standard BS 8102:22 Code of Practice for Protection of Below Ground Structures against Water Ingress is recommended to guide the structural design measures for basements to ensure flood risks are managed both on-site and off-site.

Similarly, “more” or “highly” vulnerable developments that include proposals at basement level, must confirm the installation of a pumped device (or equivalent) to mitigate against the potential risks of the sewer surcharging and flooding the property internally through fittings such as toilets.

The majority of the sewer network in the borough is a combined system which means that it is used to manage both foul water and surface water flows. Sewer flooding can occur when high volumes of surface water are directed into the sewer during heavy rainfall events and the system surcharges back into properties due to lack of capacity. The number of properties at risk of sewer flooding is likely to increase with climate change with interventions like sewer surcharge protection being installed.

Sewer flood risks are therefore often linked to surface water flood risks present on site. Policy CR3 sets out detailed requirements on managing surface water risks by implementing sustainable drainage measures. Policy CR9 on

water efficiency is also relevant to flood risk management as minimising foul water flows into the sewer can help the dry weather flows in sewers to a minimum saving as much capacity as possible for stormwater flows when it is required.

Riverside Sites and Flood Defences

H&F has existing flood defences along much of its riverside boundary which protect the borough from potential flood risks from the Thames. We are also protected by the Thames Barrier. However, sea levels are rising and there is a requirement, as set out in the Environment Agency's Thames Estuary 2100 Plan for provisions to be made to ensure that these defences, including the river wall defences, are maintained and also raised in the future.



Where developments are proposed along the riverside, these need to take account of future requirements for maintaining/raising the defences and either demonstrate in the FRA how those defences will be raised as part of the development proposals or show that they could be raised in the future.

For Hammersmith and Fulham, defences will need to be raised to the following heights in the future:

- By 2050 to a level of 5.90-6.00m AOD
- By 2090 to a level of 6.30-6.40m AOD

Riverside developments will also need to be set back from flood defences. For sites that are proposed within 16m of the flood defences, will need to demonstrate that they have the Environment Agency's agreement for this and that sufficient space will be provided in order to facilitate future flood defence maintenance and upgrade works.

Developers are encouraged to consult the Environment Agency early on in their design process for river side sites, particularly where there could be implications for the flood defences. It should also be noted that there is a separate environmental permitting system for works in proximity to the flood defences administered by the Environment Agency which also needs to be complied with separate to the planning policy requirements set out here.

The Local Plan also has standalone policies covering other issues relating to the riverside environment.

POLICY CR8 MANAGING SURFACE WATER RUN-OFF

The council requires all development proposals to help reduce the risks of surface water and sewer flooding by managing surface water run-off as close to its source as possible and on the surface where practicable using SuDS measures prioritised in the London Plan Drainage Hierarchy.

- a) All major development applications must include a Surface Water Management Strategy demonstrating how Sustainable Drainage Systems (SuDS) will be integrated to achieve a reduction in peak run-off to greenfield run off rates for storms up to the 1 in 100-year event (plus climate change allowance)
- b) Where it is demonstrated that site limitations prevent a major development from achieving this requirement then a payment to the council will be required to support the delivery of SuDS measures off-site
- c) All other applications must submit supporting information to show that SuDS measures will be included to maximise attenuation levels, achieving greenfield run off rates where possible, particularly if they are located in surface water flooding hotspots, or increase a site's impermeable area
- d) As well as being designed to minimise flood risk, surface water drainage measures must also be designed and implemented where possible to help deliver other Local Plan policies such as those on biodiversity, amenity and recreation, water efficiency and quality and safe environments for pedestrians and cyclists by prioritising rainwater collection and re-use, nature-based measures and permeable surfaces

- e) All new outdoor car parking areas and other hard standing surfaces shall be designed to be rainwater permeable with no run-off being directed into the sewer system, unless there are practical reasons for not doing so. This includes front driveways accessed by crossovers
- f) All flat roofs in new developments should be living roofs to help contribute to reducing surface water run-off and
- g) Where installed, SuDS measures must be retained and maintained for the lifetime of the development and details of their planned maintenance must be provided to the council.

Surface water flooding is a known risk across many parts of the borough and serious flood incidents have taken place in the past, most recently in summer 2021. Flooding can be caused during periods of heavy rainfall which causes ponding of water at the surface which is exacerbated by the sewer system reaching capacity and also causing flooding. The council's Strategic Flood Risk Assessment indicates that a high number of residential properties and non-residential properties are at risk of surface water flooding during a 1 in 100-year rainfall event.

As is the case for a number of central and inner London Boroughs, the sewer infrastructure that serves H&F is a combined rather than separate system which means that sewers not only convey foul water to the sewage treatment plants further downstream, but also all surface water that enters the system – i.e. water that drains from paved areas, roads, roofs etc when it rains. Under normal circumstances, there is capacity in the sewers for all foul and surface water to be accommodated without significant flood risk, however, during storm conditions when there can be high levels of rainfall in a short period of time, the volume of surface water and the rate at which it enters the sewers can overwhelm the system and cause sewers to surcharge and flow back into properties through drains, toilets, sinks etc flooding them internally.

The risk of exceedance of the drainage system and surface water flooding in the borough is likely to increase in the future

unless steps are taken to manage and mitigate this form of flooding. In line with the council's duties as a Lead Local Flood Authority, surface water therefore needs to be properly managed in new developments, particularly major developments, for all storm events up to the 1 in 100 year event + climate change allowance.

London Plan Drainage Hierarchy

All development schemes, including minor proposals will be expected to show that they have managed surface water by utilising all available techniques in line with the London Plan Drainage Hierarchy to avoid increasing runoff and to reduce it as far as possible, down to the greenfield run off rate for the site in the case of major developments.

The London Plan Drainage Hierarchy emphasises the importance of maximising inclusion of SuDS measures which are capable of managing rainfall as close to its source as possible, helping to prevent or delay its entry into the sewer system. SuDS also have the capability to provide many additional benefits alongside flood risk reduction. Measures such as rainwater harvesting and blue roofs which collect rain to re-use for irrigation are given the highest priority and should be included where feasible. Infiltration into the ground where the soils are suitable is also prioritised alongside other landscaped based measures such as rain gardens and green roofs as well as general soft landscaping measures. Trees

can also intercept significant amounts of rainfall which helps reduce surface water run-off.

For riverside developments, direct discharge into the Thames may be a suitable option to consider as this is also preferable to discharging into the sewer system so long as this can be done without causing adverse impacts on the river, including its habitat and associated biodiversity.

However, where it is necessary to discharge surface water into the sewers, this must be done in a controlled way, using attenuation storage tanks, if necessary, to reduce the rate of discharge to greenfield rates and minimise the risks of surface water flooding. The use of combined attenuation tanks which can also be used for rainwater harvesting and re-use along with “smart controls” which remotely monitor weather forecasts so they can be emptied before a major storm event when their storage is most in demand are recommended.

The proposed SuDS measures must clearly demonstrate how they will achieve the required attenuation of peak surface water run-off, in line with the drainage hierarchy.

A maintenance programme must also be included for implementation to ensure the effectiveness of the system for the lifetime of the development.

If a major development is not able to meet the greenfield run-off rate requirements and this has clearly been demonstrated and accepted by the council in the Surface Water

Management Strategy, then the developer will be required to make a financial contribution to the council to contribute to the implementation of SuDS measures in the borough to achieve the required attenuation of surface water run-off into the sewer system.

Simple drainage measures

For minor schemes, simple SuDS measures such as soft landscaping, including rain gardens, permeable paving, rainwater harvesting in the form of water butts and living roofs should be integrated wherever possible. The council has produced a guide to small-scale SuDS measures called “Living with Rainwater” which provides further details on small SuDS measures such as these.



To help minimise run-off from new areas of hard standing, including car parks, these must be designed to be permeable and allow infiltration of surface water with no run-off being directed to the sewer system (unless there are practical reasons for this not being possible – i.e. unsuitable underlying soils). This includes front driveways accessed by crossovers.

Landscaping schemes associated with major and minor schemes will be expected to minimise the use of impermeable surfaces, maximising use of permeable materials, direct run off to soft landscaped areas including features such as swales and raingardens where there is space.

Consultation with Thames Water

Developers are recommended to consult with Thames Water on their proposals. They can provide advice on issues such as sewer capacity and connecting to their sewer network.

Developers for major schemes in particular will need to demonstrate that there is adequate capacity in the sewer system both on and off site to serve their development and that it would not lead to capacity issues for existing users. In some circumstances, including all major developments impacting on surface or foul water drainage within the catchment of the Counters Creek sewer, this may make it necessary for developers to carry out appropriate studies to ascertain whether the proposed development would lead to overloading of existing infrastructure. Any necessary upgrades

will need to be delivered ahead of the occupation of a development.

SuDS measures must be properly maintained in order to ensure they can function as intended when they are required to help manage run-off from a major storm. Developers or site owners/occupiers will usually be responsible for maintaining SuDS on their property. The council does not have a policy of adopting private SuDS measures for maintenance purposes.

POLICY CR9 WATER EFFICIENCY

- a) All developments must minimise use of mains water by including water efficient fixtures, fittings and appliances, where these are installed.
- b) New residential developments are required to achieve a target of no more than 95 litres per person per day for internal water use. An additional 5 litres allowance is permitted for external water use.
- c) New non-residential developments are required to achieve the BREEAM “Excellent” standard for the WAT 01 Water Consumption credit as a minimum.
- d) In addition, major developments and those that are high water use schemes, must include measures such as rainwater harvesting and greywater re-use where these are feasible to help achieve lower mains water consumption and conserve water. If not included, this will need to be justified.
- e) All developments should include simple, small scale water harvesting measures such as water butts/raingardens unless these are demonstrated as not being feasible for the development.
- f) Consideration also needs to be given to the likely water demands of landscaping proposals which should seek to minimise irrigation requirements by using drought resistant planting and using landscaping techniques to improve water retention.
- g) Integrated Water Management Strategies will be required for strategic site proposals to demonstrate that adequate water infrastructure measures including water supply as well as wastewater systems will be provided.

Hammersmith & Fulham is in an area of Serious Water Stress which is defined by the Environment Agency as a region where the current or future demand for household water is or is likely to be, a high proportion of the effective rainfall which is available to meet that demand.

Water is an increasingly scarce resource, and with a growing population in Hammersmith and Fulham, there is rising demand. Climate change impacts could also cause problems in the future with water supply as droughts can reduce the availability of water and heatwaves can increase demand. Thames Water estimate that if we don't take action there will be a shortfall in London between supply and demand for drinking water.

Therefore, there is a need to ensure that new and refurbished buildings are designed to minimise the use of water by installing water efficient fittings and appliances where these are provided as part of the development.

Water efficiency standards

The policy sets minimum standards for residential and non-residential developments, but proposals are encouraged to go beyond these. Developments will be required to install measures such as water efficient toilets, showers, taps and baths as well as water efficient appliances e.g. washing machines and dishwashers where these are installed. New residential developments are required to comply with a limit of no more than 95 litres per person per day for internal water

use. A 5-litre allowance is provided in addition for external water use).



As well as reducing water demand, integrating water efficiency measures can help reduce foul water flows from developments. This is particularly important in the borough as the sewer system is a combined system that takes all wastewater, including foul and surface water run-off.

Minimising foul water discharges helps ensure that sewers have the maximum capacity available when needed during storm events when surface water flows are at their highest.

Consultation with Thames Water

Water companies including Thames Water offer discounts on water bills for new buildings that integrate water efficiency measures. New developments are encouraged to meet as a minimum Thames Water's "Water Tier 2" incentive for new connections

As well as implementing water efficiency measures such as those outlined above, major new developments and those that use high volumes of water such as hotels, offices, commercial and leisure uses will be required to include the collection and re-use of water (grey water recycling) and/or rainwater harvesting. If not included, then information to justify this will be required.

Developers are recommended to discuss their water supply and wastewater infrastructure requirements with the water company such as Thames Water to help ensure there is sufficient capacity to serve the development and that any required works to increase capacity are factored into the development.

Depending on the presence of existing infrastructure and its capacity, strategic scale developments in particular could place high demands on water supply and sewer systems which are best managed through an Integrated Water Management Strategy approach where water use and discharges to the sewer system are minimised and water harvesting re-use and greywater use are maximised.



POLICY CR10 CONTAMINATED LAND AND HAZARDOUS SUBSTANCES

Contaminated Land

When development is proposed on or near a site that is known to be, or there is good reason to believe may be, contaminated, or where a sensitive use is proposed, an applicant should carry out a site assessment and submit a report of the findings in order to establish the nature and extent of the contamination. Development will not be permitted unless practicable and effective measures are to be taken to treat, contain or control any contamination so as not to:

- a) expose the occupiers of the development and neighbouring land uses including, in the case of housing, the users of open spaces and gardens to unacceptable risk.
- b) threaten the structural integrity of any building built, or to be built, on or adjoining the site.
- c) lead to the contamination of any watercourse, water body or aquifer; and
- d) cause the contamination of adjoining land or allow such contamination to continue.

Any application will be assessed in relation to the suitability of the proposed use for the conditions on that site. Any permission for development will require that the measures to assess and abate any risks to human health or the wider environment agreed with the authority must be completed as the first step in the carrying out of the development.

Hazardous Substances

The council will ensure the protection of new and existing residents, by rejecting proposals involving provision for hazardous substances that would pose an unacceptable risk to the health and safety of occupants of neighbouring land and rejecting development proposals in the vicinity of existing establishments if there would be an unacceptable risk to future occupants. The council will ensure that development takes account of major hazards identified by the Health and Safety Executive, namely: Swedish Wharf, Townmead Road.

Contaminated land

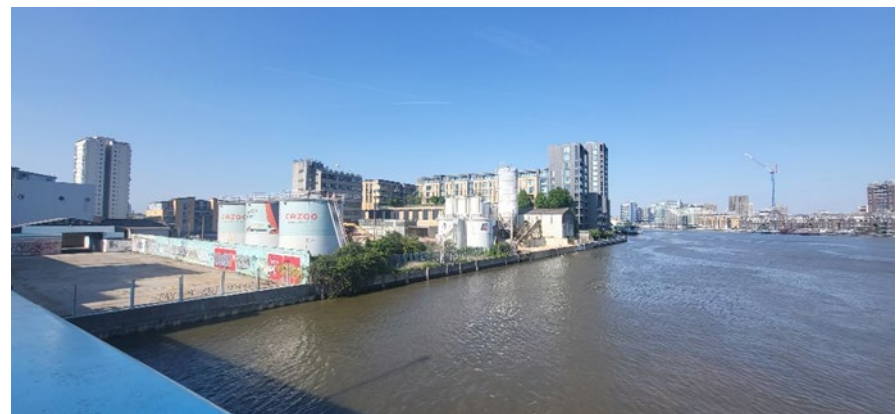
In a heavily built-up borough such as Hammersmith and Fulham where there has been a history of heavy industry, land contamination is known to exist. It is important therefore that any land that is known or suspected of being contaminated, or where a sensitive use is proposed, is dealt with before the development takes place.

Any potential risks associated with contaminated land should be identified and assessed at the planning pre-application stage. Some sites may be contaminated as a result of being in the vicinity of a contaminated site. The risk of this contamination depends on ground conditions and the type of contamination. Where necessary, developers will be required to carry out remediation works and satisfy the council that their development can be safely built and occupied without posing any unacceptable risks to human health or the environment.

Developers must ensure that their remediation works are sustainable and result from a robust site investigation and risk assessment and that remediation is conducted in-situ, when possible, to reduce the amount of waste produced which requires transport, and recycle soils and aggregates, when possible, to avoid the need for disposal hence minimising the pollution of the wider environment. Any investigation or treatment of the contamination must be agreed with the council before they are implemented.

Hazardous substances

Within the borough there is one facility (fuel holder and pipelines) which handles and transports hazardous substances. Although the facility is strictly controlled by health and safety regulations, it is necessary to control the type of development around this site and to resist new development which might pose a risk to people occupying sites and buildings in the vicinity. This policy ensures the protection of new and existing residents by resisting the expansion of, or new developments which would cause an unacceptable safety risk. The council will consult the Health and Safety Executive (HSE) on all hazardous substances consent applications. We will also consult the HSE about certain developments (essentially those that will increase the number of people) within the consultation distances around installations, for example, so that risks presented by installations can be given due weight.



POLICY CR11

AIR QUALITY

The council will seek to reduce the potential adverse air quality impacts of new developments by:

- a) requiring all developments which may be impacted by local sources of poor air quality or may adversely contribute to local air quality to provide an air quality assessment that considers the potential impacts of pollution from the development on the site and on neighbouring areas and also considers the potential for exposure to pollution levels above the Government's air quality objective concentration targets. The assessment should include separate consideration of the impacts of (i) the construction/demolition phase of development and (ii) the operational phase of development with appropriate mitigation measures highlighted for each phase.
- b) requiring mitigation measures to be implemented to reduce emissions, particularly of nitrogen oxides and small particles, where assessments show that developments could cause a significant worsening of local air quality or contribute to the exceedances of the Government's air quality objectives.
- c) requiring developments to be 'air quality neutral' and resist development proposals which would materially increase exceedances of local air pollutants and have an unacceptable impact on amenity or health unless the development mitigates this impact through design solutions and/or financial contributions to implement proposals in the Council's Air Quality Action Plan
- d) Resist applications for sensitive uses (such as housing, childcare, schools or accommodation for elderly people) in areas of particularly poor air quality unless they are designed to substantially mitigate the impact.
- e) Require all development to demonstrate how they plan to meet the GLA emission standards for Non-Road-Mobile-Machinery.

- f) Require applicants to consider emergency backup power for development sites (in the operational phase) early in the design process. Non-combustion solutions are expected.
- g) Resist proposals for solid / wood burning heating or catering systems and require applications including commercial cooking to demonstrate how they will mitigate their impact on air quality
- h) Require applicants to give consideration to the actions identified in the Council's Air Quality Action Plan when designing and delivering development.

Air pollution is the largest environmental threat to public health in the UK, and up to 36,000 premature deaths each year are attributable to air pollution exposure – that's 20 times more than the number of deaths caused by road traffic collisions. Hammersmith & Fulham is the tenth worst local authority in England for air pollution - with 7.4% of deaths in 2022 linked to toxic air, according to Public Health England.

Air quality management areas

The whole of Hammersmith and Fulham is an Air Quality Management Area for Nitrogen Dioxide (NO₂) and particulate matter (PM₁₀) and the council is implementing measures to help meet national air quality objectives for these and other pollutants. New developments are expected to contribute towards improving local air quality, particularly where they include potentially major new sources of emissions or could significantly increase traffic-generated emissions. Some developments such as schools, nurseries, hospitals and care homes for the elderly and also housing, may be particularly affected by the potential impacts of poor air quality on the occupants of the development.

Air Quality and Climate Change are key priorities for the council, as well as being some of the important issues of our time globally. Many of the actions we can take to improve air quality will also have carbon benefits, and vice versa. As a result, it is important for the Council to integrate our air quality and climate policies, to maximise the benefits of our work.

Air quality assessments

An Air Quality Assessment (AQA) is an assessment of the impact of a development on the levels of certain pollutants in a local area. It determines what mitigation measures are needed to protect future occupants and limit the impact of the development on local air quality. The AQA should also consider wider cumulative impacts on air quality arising from several smaller developments in the vicinity of the proposed scheme.

Requiring air quality issues to be considered early in the planning process and to be assessed in detail if necessary (i.e. for developments that may increase local emissions significantly) is the best way of establishing a design led approach to mitigating those emissions and reducing exposure. Air quality assessments should include 'air quality neutral' assessments carried out with reference to the GLA's emission benchmarks for buildings, transport and combustion based energy plant. Developments that do not exceed these benchmarks will be considered to be 'air quality neutral'

POLICY CR12

NOISE AND VIBRATION

Noise and vibration impacts of development will be controlled by implementing the following measures:

- a) noise and vibration sensitive development should be located in the most appropriate locations and protected against existing and proposed sources of noise and vibration through careful design, layout and use of materials, and by ensuring adequate insulation of the building envelope and internal walls, floors and ceilings as well as protecting external amenity areas.
- b) require the submission of a Noise and Vibration Impact Assessment where uses sensitive to noise and vibration are proposed close to an existing source of noise, or when development is likely to generate noise
- c) require developments that are sensitive to noise and vibration to mitigate the impact of, and protect occupiers against, existing sources of noise and vibration in accordance with the 'Agent of Change' principle.
- d) noise generating development will not be permitted, if it would be liable to materially increase the noise experienced by the occupants/users of existing or proposed noise sensitive uses in the vicinity.
- e) support retrofitting measures to existing noise and vibration generating sources, and uses sensitive to noise and vibration, to minimise the impact of noise and vibration on occupiers.
- f) seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.

The dominant sources of noise in Hammersmith and Fulham are road and rail traffic, construction (including DIY), noisy neighbours, pubs/clubs and other entertainment venues, pavement cafés/outdoor seating and noisy building services, plant and equipment. Aircraft and helicopter noise is also a concern in parts of the borough.

Noise sensitive uses

Noise and associated vibration can affect and have a direct impact on noise sensitive uses, particularly housing, but also other sensitive uses such as schools and hospitals and impact upon people's health and wellbeing. Some areas of the borough are subject to significant noise disturbance. Existing and potential noise levels will be taken into account when assessing a proposal for residential development. Noise levels both inside the dwelling and in external amenity spaces will be considered. The council will therefore require a careful assessment of likely noise levels before determining planning applications.

Noise and vibration impact assessment

Any proposal (including new development, conversion, extension, change of use) for a noise generating development close to dwellings or other noise sensitive uses will be assessed to determine the impact of the proposed development in relation to these existing uses. In this borough, noise generating activities that cause particular

problems tend to be late closing entertainment and food and drink establishments. Also, an issue is noise disturbance in existing buildings where sound insulation is inadequate. Proposals for conversions and change of use should minimise noise disturbance from adjoining uses by improving sound insulation and the arrangement of rooms, such as stacking/locating rooms of similar uses above/adjacent to each other.

Issues of noise and nuisance are considered on a site-by-site basis having regard to the proposal, site context and surrounding uses in the context of related policies and guidelines.

POLICY CR13 LIGHT POLLUTION

Development must be designed to ensure that there is no impact from light pollution on residential amenity including adjacent occupiers, biodiversity, highway and waterway users. All developments that include proposals for external lighting including illuminated signs and advertisements, security and flood lights and other illuminations to submit details showing that it:

- a) is appropriate for the intended use;
- b) provides the minimum amount of light necessary to achieve its purpose;
- c) is energy efficient; and
- d) is directed downwards and minimises glare and light spill, particularly to nearby sensitive receptors such as residential properties.

Lighting in Sites of Importance for Nature Conservation

In designated Sites of Importance for Nature Conservation (SINC) shown on the policies map, instances of new artificial lighting should be avoided, including illuminated signs and advertisements, unless deemed necessary for the purpose of public safety or operations and management. Large expanses of glazing will not be permitted where facing directly onto a SINC to minimise light spill from internal sources, unless impacts can be mitigated through appropriate design.

If external lighting cannot be avoided, the colour temperature of lighting should not exceed 2,700K demonstrate that all reasonable and proportionate opportunities to reduce light pollution have been explored and incorporated.

New developments

External lighting is often required in new developments to help provide a healthy and safe environment and can also be used to enhance the appearance of some buildings and extend the use of other facilities, e.g. outdoor sports facilities. However, excessive lighting can have a negative impact on residents' quality of life, adversely affect wildlife, contribute to 'sky glow' and waste energy. Requiring the submission of details of external lighting in line with the recommendations of the Institute of Lighting Professionals for approval will allow external lighting and its impacts to be controlled and minimised.

Where development is proposed that will indirectly impact on biodiversity through light shading, the Council will require developers to demonstrate how any adverse impacts on biodiversity can be avoided or mitigated.

Light pollution and habitats

Evidence shows that artificial lighting can be especially harmful along river corridors, woodland edges and hedgerows, which are critical habitats for the UK's light-averse species, including many bat species (*Guidance Note 8: Bats and Artificial Lighting*, Institution of Lighting Professionals). Reducing existing levels of artificial light in the urban environment is therefore encouraged wherever possible.

Lighting schemes

External lighting within domestic gardens that serves a purely aesthetic function (such as uplighters in trees) should generally be avoided. Where lighting is necessary, it should use a colour temperature and intensity appropriate to the ecological context of the site. Lighting schemes must be particularly sensitive in areas adjacent to the River Thames and other ecologically important features, to avoid disrupting nocturnal wildlife such as bats.

POLICY CR14 SUSTAINABLE WASTE MANAGEMENT

1. The council will pursue sustainable waste management, including planning to manage 223,000 tonnes of household and commercial and industrial waste per annum of waste in LBHF by 2041 and seeking, where possible, the movement of waste and recyclable materials by sustainable means of transport, maximising the use of the River Thames where possible.
2. All new developments must include suitable facilities for the management of waste generated by the development, including the collection and storage of separated waste and where feasible on-site energy recovery.
 - a) All developments, including where practicable, conversions and change of use, should aim to minimise waste and should provide convenient facilities with adequate capacity to enable the occupiers to separate, store and recycle their waste both within their own residence and via accessible and inclusive communal storage facilities, and where possible compost green waste on site;
 - b) In major development proposals, on-site waste management should be provided, particularly for commercial and industrial waste streams; and
 - c) Sustainable waste behaviour, including the re-use and recycling of construction, demolition and excavation waste will be encouraged and recyclable materials should, wherever feasible, be segregated on site, providing there is no significant adverse impact on either site occupants or neighbours. On larger demolition sites, the council will expect details of the type and quantity of waste arising and details of proposed methods of disposal, including means of transport.

Waste apportionment

London Plan (2021) policies are seeking to manage as much of London's waste within London as practicable, and are working towards managing the equivalent of 100% of London's waste (municipal and commercial and industrial waste) arising in London. The London Plan sets out the waste apportionment to be managed by London boroughs for household and commercial and industrial waste. Hammersmith and Fulham's apportioned.

The Western Riverside Waste Authority (WRWA) is the statutory Waste Disposal Authority for LBHF, as well as the London Boroughs of Kensington and Chelsea, Lambeth and Wandsworth. The council is therefore statutorily required to deliver its Local Authority Collected Waste (LACW) to places as directed by the WRWA. Currently all of the LACW goes to the WRWA facilities in the London Borough of Wandsworth for transfer and treatment (Western Riverside Transfer Station near Wandsworth Bridge and Cringle Dock Transfer Station next to Battersea Power Station). Since 2011, recyclables go to the Material Recycling Facility at Smuggler's Way, close to Wandsworth Bridge in the London Borough of Wandsworth. Currently most of the non-recyclable municipal waste is transported by river to an Energy from Waste facility at Belvedere in the London Borough of Bexley.

In order to manage increasing tonnages of recyclables and compostable waste, there is a need to ensure that major new developments, such as those within the White City

Opportunity Area, Earl's Court and West Kensington Opportunity Area and Fulham Regeneration Area.

Two large waste sites (Powerday at Old Oak Sidings and EMR), and some other smaller sites exist within the Old Oak Common Opportunity Area. Since April 2015 this Opportunity Area and the waste sites have fallen within the boundary of the Old Oak and Park Royal Development Corporation (OPDC). OPDC became the local planning authority for part of the Hammersmith and Fulham area, which means that the existing waste sites now fall within OPDC's boundary. Some of these waste sites are being considered for redevelopment as part of plans to develop new homes and jobs in the OPDC area, but OPDC is working with Hammersmith & Fulham Council to help meet the apportionment targets for household and commercial and industrial wastes set out in the London Plan.

Part of LBHF falls within the boundary of OPDC and therefore a certain proportion of LBHF's waste arisings and capacity will be derived from the OPDC area. As OPDC does not have a waste apportionment target in the current London Plan (2016) OPDC is required to co-operate with LBHF to ensure its apportionment requirements are met

The council considers that the Old Oak Sidings (Powerday) site can continue to meet LBHF's waste apportionment target set out in the London Plan. The council will be commissioning a Waste Apportionment Study to inform the waste apportionment position.

Waste collection

As a Waste Collection Authority (WCA), Hammersmith and Fulham Council collects municipal waste which includes household refuse and recyclables, street sweepings, litter, flytipped materials and commercial/industrial waste. Waste collected by the council is delivered to the Western Riverside Waste Authority (WRWA) for disposal or recycling. Mixed recycling comprising glass, metal, paper, cardboard, plastic and cartons is sorted at a Materials Recycling Facility in Wandsworth. Refuse not separated for recycling is disposed of at an Energy from Waste facility in Bexley.

In the regeneration areas and other major redevelopment schemes, consideration should be given to the provision of on-site waste management in order to facilitate the re-use and recycling of waste generated by the development, particularly for the industrial and commercial waste streams. On-site waste management could have the added benefit of reducing transport trips.

Construction, excavation and demolition waste should, wherever feasible, be segregated on site in order to maximise reuse and recycling of the waste. On some smaller construction sites in close proximity to residential or noise dust sensitive uses this may not be possible. On larger sites the council will expect developers to produce a Site Waste Management Plan to ensure the efficient handling of waste and materials. Further details on the requirements for on-site

waste management is provided within the council's Planning Guidance SPD.

In order to facilitate the sustainable management of waste in the future it is essential that all developments provide adequate facilities for the separation of waste and recyclables in the home and for its satisfactory storage prior to collection. Where feasible space or facilities for the composting of green waste should also be provided.



Growing the economy



POLICY E1

ACHIEVING INCLUSIVE GROWTH AND OPTIMISING USE OF LAND

All development proposals must demonstrate how they will deliver the optimum capacity of a site.

Development proposals must demonstrate:

- a) within the town centres and those regeneration areas in high Public Transport Access Level locations (PTAL 4 and above) intensification through commercial-led and mixed-use development to provide significant growth;
- b) a design led approach;
- c) how the proposal responds to accessibility, referring to the latest PTAL maps (published by TfL), and also assessing opportunities walking and cycling, including those that could be delivered by the development itself;
- d) consideration of the types of uses proposed; and
- e) that the infrastructure is available to support the development.

The approach to industrial intensification should follow that set out in the London Plan and related guidance.

National Planning policy (NPPF 2025) set out ambitious expectations for housing growth and economic development. It expects that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. For local plan-making this means that planning policies should support an appropriate mix of uses and minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities; The NPPF is supported by updated planning practice guidance (PPG 'Supporting more effective use of land' 2025) which identifies how planning for higher density development could be achieved, and sets out tools for identifying and measuring densities.

The London Plan sets out growth targets for housing and jobs. Its 'Good Growth' policies set out objectives for inclusive and sustainable growth including for 'Making the best use of land' which is in scarce supply in London. In providing for future needs, it expects development to make the best use of land as efficiently as possible.

Hammersmith and Fulham is a highly built-up borough where developable land is a scarce resource. In providing for future needs, it is necessary to make the best use of land as efficiently as possible. This means making the most efficient use of land while protecting and respecting the residential amenity, historic character, townscape, and the natural environment.

Intensification supports the sustainability of the built environment by optimising the use of existing infrastructure. To ensure that the right forms of intensification occur at the right locations, new and higher density development should be focussed within and around well-connected locations such as town centres and other high PTAL locations (PTAL 4 and above).

Main town centre uses including in mixed use residential schemes can deliver high density sustainable growth in the most accessible locations and will be expected to be delivered as car-free developments. Intensification of office use will be measured through an increase in worker to floorspace ratio, taking account of potential for flexible working. Conversely, land uses that require lower plot ratio, job densities or generate vehicle movements are not appropriate in parts of the borough which are highly accessible by public transport. The London Plan provides detailed locational criteria for non-designated industrial land for industry storage logistics warehousing and related uses. The intensification of industrial uses on non-designated industrial sites could be achieved through introduction of small units, development of multi-storey schemes, addition of basements or more efficient use of land through higher plot ratios.

Where necessary and justified, the council will use conditions and/or planning obligations to limit uses consented within Class E in order to achieve the objectives of this policy.

The council's forthcoming capacity evidence will provide further detail on capacity and tall buildings.

POLICY E2

PROMOTING ECONOMIC GROWTH AND MEETING EMPLOYMENT NEEDS

- 1. The council will require the retention, enhancement, and intensification of existing employment uses on suitable sites, and support new proposals which would deliver a strong, diverse, sustainable and inclusive economy to meet the identified needs in the Employment Land Study. For the purpose of this policy, economic uses mean office floorspace (E(g)(i)/(ii)) light industrial, self-storage, logistics, and related uses (E(g)(iii)/B2/B8, and related sui generis (SG) uses which may include labs, 'green tech' and uses typical of innovation districts.**
- 2. All developments must:**
 - a) optimise the use of land and maximise opportunities to increase job densities (see E1);
 - b) make provision for flexible employment premises that can be adapted to the needs of different employment uses, particularly where there is not a specified end user; and
 - c) In large new business developments, the provision of small units, flexible configurations, and affordable space suitable for small and medium enterprises will be required unless justified by the type and nature of the proposal and subject to viability.
 - d) The design and layout of the development must ensure that the proposed uses can successfully co-exist with surrounding uses taking into account Agent of Change principles.
- 3. All proposals for the provision or re-provision of economic uses must be designed to meet the needs of occupiers and provide a high standard of workspace in high specification, sustainable (e.g. energy efficient) buildings which offer flexibility of design to provide for a variety of different occupiers including SMEs and grow-on spaces. All new employment floorspace proposals must be sufficiently detailed to**

- a) adequate floor-to-ceiling heights which are sufficient for the operation of the intended use as well as the provision of services requirements such as ventilation, heating, lighting, electricity and cabling.
- b) adequate doorway and corridor widths together with clear and flexible floorplates with few supporting columns, to allow for ease of movement and facilitate the efficient use of the floorspace.
- c) level thresholds and inclusive access throughout the building.
- d) adequate servicing and loading facilities, including access bays and service yards, and goods lifts for multi-story developments, as appropriate.
- e) facilities that promote active travel, including cycle usage, such as workspace showers, changing rooms, and lockers, proportionate to the scale of the development and quantity of cycle parking required
- f) natural light and ventilation. Windowless and basement economic floorspace will be resisted.
- g) Up to date, and high specification telecommunications connectivity, including broadband connections and mobile connectivity; and
- h) in the case of employment uses which require vehicular use and onsite parking, the provision of EV charging facilities. Further guidance on sustainable construction, development and provision of EV charging facilities is provided in the Climate Change SPD.

4. When considering new employment floorspace or the extension of existing floorspace the council will also take into account:

- a) the nature of employment opportunities generated in the new development in terms of skills and training opportunities (see policy E5); and
- b) whether there will be displacement of other uses such as community facilities or housing.

5. The borough's three town centres and the White City and Earl's Court and West Kensington Opportunity Areas will be the preferred locations for new office development above 2,500sqm. Proposals outside of these areas for large new office development (above 2,500sqm) will be subject to meeting the sequential test asset out in the NPPF.

6. The Council will support proposals for the provision of premises and sites that meet the specialist requirements of sectors including research-based activities within existing clusters such as the Innovation District, and for creative enterprises especially where they are local startups and SMEs in the Creative Enterprise Zone.

7. The Council will support land and premises last used for industry, logistics and related services which contribute, or have potential to contribute to local and London's strategic capacity where the site meets the London Plan criteria for location and development of these uses.

- a) Opportunities for intensification and co-location will be supported where they would make provision for the varied operational requirements this sector and demonstrably make best use of land taking account policy E1 and meet London Plan policy criteria.
- b) The council will support and protect employment uses including industry, logistics and related services, operating from railway arches which also provide small scale and more affordable space meeting the needs of micro-SMEs in the borough. Further guidance is contained in the Railway Arches SPD.

8. Where necessary and justified, the Council will use conditions and/or planning obligations to limit uses consented within use Class E to achieve the objectives of this policy and in line with the NPPF and accompanying PPG, to support economic growth and to mitigate the impacts of development given the range of uses that need to be fully assessed. Where new business floorspace is conditioned for a specific use, changes to another commercial or industrial use appropriate for the site and employment area will only be permitted where there is no reasonable prospect of the unit(s) being retained for the conditioned use, evidenced by a robust and recent marketing exercise; and such changes of use would comply with other Local Plan policies.

The borough has many positive attributes which support economic development, and it continues to be an attractive location for many multi-national companies including Disney, with major mixed-use development under consideration or underway centring on the former Earls Court site and Olympia. The continued presence of large businesses is welcome because of their contribution to the local economy and in providing jobs and opportunities to residents. This range of employment uses goes across the scope of employment land uses, including some sui generis uses (as defined in the glossary). The Council's Employment Land Study (2025) has identified a number of sub-markets within the borough, including creative industries which the council is keen to encourage, and has worked with the GLA to designate a Creative Enterprise Zone within the wider Hammersmith/Olympia area. Imperial College continues to grow within the borough, introducing significant spin-off biomedical and related employment. The council is keen to build on the presence of Hammersmith Hospital/Imperial College and Charing Cross Hospital by encouraging further growth of biomedical and other related companies.

Employment needs

National planning policy (NPPF 2025) and the London Plan require Local Plans to identify and plan for business and employment needs within the plan period and looking up to 20 years ahead. The locational and premises requirements are specific to the type of uses -for example offices are main town centre uses, whilst light industrial, industrial and warehouse

uses should be located away from high PTAL areas and residential areas. The Employment Land Study provides updated occupier demands and future needs information for a range of economic employment uses. There is a degree of uncertainty about future supply, partly due to office uses enjoying permitted development rights to change to other commercial uses without planning permission, and the significant new office pipeline which may or may not get built out. The council intends to remove 'E class permitted development rights via an Article 4 Direction which is currently under consideration by the Secretary of State. This would have the effect of protecting a supply of land that can meet future needs in highly sustainable locations, and which could potentially be retrofitted or rebuilt to meet modern requirements in sustainable buildings, including for emerging new business suitable for office locations which have been promoted in the NPPF and the council's Industrial Strategy.

To drive the decarbonisation of the UK's non-domestic building stock, commitments have been made to encourage the construction of more energy efficient buildings and upgrading/retrofitting existing buildings through the implementation of restrictions on private lettings based on energy performance. The energy performance of buildings in the UK is monitored through the Energy Performance Certificate (EPC) system, and non-domestic buildings must comply with Minimum Energy Efficiency Standards (MEES) to be lawfully leased. This is likely to impact 86% of properties in Hammersmith and Fulham's building stock. Protection of employment land is important to allow the borough's

employment stock to meet modern requirements such as through retrofitting or redevelopment into highly sustainable new buildings including for new and emerging industries as set out the NPPF. Policy E1 complements this approach by ensuring that land is used most effectively and efficiently, exploiting the high PTAL locations to provide higher densities and achieve net job gains.

The council wants to strengthen the economic base of the borough, and this Local Plan aims to ensure there is sufficient land and floorspace to meet the needs. The council's Employment Land Study has provided updated evidence on demand, supply, economic market areas and property market and has identified key trends and projected requirements as follows.

Office floorspace

- the projected demand for up to 2041 is for an estimated net additional 71,724 sqm
- there is approximately 1,128,580 sqm of office floorspace across 674 properties
- supply of office floorspace in Hammersmith & Fulham has increased by 18.6% since 2014- average rental value growth in the borough has been 38% over the last 10 years

Industrial Space and Land

- -Net demand for industrial land is projected to decline by 0.52 ha up to 2041. This decline is reflective of the constraints on industrial land supply within Hammersmith and Fulham, as an inner London Borough with limited available space that is suitable for industrial activities. However, as a proportion of existing stock, the effect is projected to be modest over the Local Plan period.
- The B8 warehousing market is characterised by larger floorplates, with 85% of all B8 units in LBHF being more than 1,000 sqm size. Most of the warehousing floorspace is located in the OPDC area.
- Trends in demand over the last 10 years indicate vacancy rates in LBHF were generally low until 2020, at which point they began to rise, most significantly in 2023.
- Following significant growth of 78.9% between 2016 and 2019, rents across LBHF have been relatively stable in recent years
- The latest published CoStar data shows there is approximately 30,611 sqm of light industrial floorspace, 42,763 sqm of general industrial floorspace and 177,537 sqm of warehousing floorspace in the Borough.

Industrial floorspace is less prominent in Hammersmith and Fulham, with the Borough being home to no areas (outside of

the OPDC area) that are designated in line with the London Plan hierarchy, and industrial needs are met within the OPDC and outer west London boroughs' strategic supply. Nevertheless, there are a number of “clusters” of non-designated industrial land in the borough, usually of 0.25 ha in size or more, which define industrial supply across the Borough and contribute to meeting local needs and London-wide capacity. Industrial employment land surveyed largely fulfils local needs and provides local employment. The ELS concluded that the sites were generally judged to be suitable for continued industrial use. Excluding the OPDC area, most premises are located close to the A4, King Street and surrounding roads, White City, North Hammersmith (Shepherd's Bush), and Fulham (Imperial Wharf, Chelsea Harbour, and Fulham Reach). These areas, which also comprise railway arches, continue to function well within a constrained urban environment, with limited evidence of vacancy or opportunities for intensification. Proposals for new, and extensions to industrial land are assessed via the London Plan policies and accompanying Planning Guidance, which includes policies on intensification and co-location, and locational criteria such as access to the Strategic Road Network; proximity to sensitive uses; mix of uses and site floorspace capacity.

Economic growth and innovation

The council encourages new economic growth and innovation, and Agent of Change principles will be applied to ensure that the new business/industrial uses can successfully

integrate with neighbouring uses (see policy E10). Planning applications will need to be accompanied by details of the premises and its fit-out to demonstrate how the needs of occupiers are met for immediate occupation and ensure take up.

Affordable and SME workspace

The borough's economy is dominated by SMEs – around 90 % of firms - and to ensure that their current and grow-on needs are met, new developments will be expected to contribute to meeting needs by provide a proportion of small scale accommodation in flexible configurations.

Affordability continues to be challenging, and the council will seek opportunities of affordable workspace in large new developments. Successful working of affordable workspace will require an understanding of the occupant, and the type of space required. The council will expect developers to engage with workspace providers in order to manage the space and/or to identify the future occupants of the space. Measures to support affordability include flexible leasing arrangements, cross subsidised rent through S106 agreements, reduced rent arrangements, provide co-hubs or start up space. The council will consider the requirement for affordable workspace in regard to viability and may require the applicant to provide a viability report. The adopted Affordable Workspace SPD provides more details on implementation to support Local Plan policy.

Where applications include replacement employment uses on existing employment sites, the replacement employment uses should not be of a lesser quality than at present. Where possible, the proposed scheme should be of a higher quality and seek to meet the needs of the employer. The replacement employment uses should not affect the long-term functioning of the employer in terms of either the proposed scale and/or location of the employment use on the site.

Regeneration areas

The Local Plan will continue to support comprehensive development with the White City and Earl's Court and West Kensington Opportunity Area in line with the Industrial Strategy ambitions, through updated regeneration policies and site allocations for these areas. The location is suitable for high density development of housing and main town centre uses in an upgraded environment. Reflecting its high PTAL location and potential footfall contributing to vitality and viability of town centres, the White City and Earl's Court and West Kensington Opportunity Area will continue to be included in the preferred locations for new office development above 2,500sqm.

Commercial to residential changes of use

Recent changes to planning legislation have extended the scope of Permitted Development rights. This means that some commercial uses, such as Class E business uses, can be changed to Class C3 housing without the need for planning

permission, subject to a Prior Approval process. Likewise, there is greater flexibility for changes between Class E business uses, for example from office and light industrial to retail, food and beverage, and professional services. Whilst recognising the flexibility and benefits offered by the new Class E in some parts of the borough, particularly town centres, it is vital to exercise control over changes of use in order to plan positively for the Borough's employment land needs. This is particularly important for the Hammersmith Strategic office location, to support new and emerging biomedical and tech industries such as those in the Innovation District, small-scale accommodation suitable for the SME sector and to protect the smaller scale industrial capacity in the borough.

Regardless of the outcome of the draft Article 4 direction and in line with the NPPF, the council will use planning conditions to limit the range of uses normally permitted within a use class where this is necessary to ensure that employment uses are protected and that the location of employment uses continues to be appropriate to its location. Marketing requirements are set out in Appendix 5.

POLICY E3 PROTECTION OF EMPLOYMENT LAND

The council will require the retention of land and premises for the economic uses set out in Policy E2 which would contribute to meeting current and forecast needs set out in the Employment Land Study 2025. Permission will only be granted for a change of use in limited circumstances as follows:

- 1. The location is unsuitable for continued employment use and would adversely impact neighbouring uses. To evidence this, the applicant will need to demonstrate the following:**
 - a) the suitability of the site or premises for continued employment use with or without adaptation and retrofitting has been explored;
 - b) the need to avoid adverse impact on established clusters of employment use;
 - c) the need to ensure a sufficient stock of premises and sites to meet local need for a range of types of employment uses, including small and medium sized enterprises (SMEs), and emerging sectors in appropriate locations; and
 - d) evidence of unsuccessful robust marketing exercise carried out for a range of employment uses appropriate to the location as set out in Appendix 5.

2. The council will take into account the need to protect certain types of employment land and premises to meet forecast needs and capacity over the Plan period as follows:

- a) Net loss of office floorspace (E(g)(i)/(ii)) will not be supported in the Town Centres and locations identified for office use in Site Allocations within the Regeneration and Opportunity Areas subject to viability, which must also demonstrate that retrofitting has been considered.
- b) Land and premises last used for industrial/storage logistics, warehousing and related uses, or which would have the potential to contribute to local, and West London's strategic capacity, unless the site does not meet London Plan policy criteria for such uses.
- c) Loss of smaller premises including railway arches and other small-scale workspace last used for employment purposes will not be permitted unless robust evidence can demonstrate that the premises are nonover suitable and continued provision is no longer viable.
- d) Loss of affordable workspace will not be permitted, unless robust evidence can demonstrate that continued provision is no longer viable.

3. In addition, the council will take into account:

- a) whether an alternative employment use including where proposed in a mixed use development, intensification or co-location would give a demonstrably greater benefit in terms of quantity, quality, job density and skills/training offer that could not be provided on another site; and/or
- b) it can be evidenced that the land and/or premises are no longer required for employment purposes, taking account the need to support emerging and growth sectors and clusters in the borough including the Innovation District.

Hammersmith and Fulham's location between the City and Heathrow airport and its excellent transport connections make it a highly sustainable and attractive location for business and employment uses, adaptable to meet current and future needs of emerging new employment sectors. Notwithstanding the council's desire to protect valuable sites and promote economic growth in sustainable locations, there has been a loss of office stock in the borough. This can be attributed to a number of factors, including trends towards working from home, an out-of-date office stock which do not meet energy efficiency standards, as a result of permitted development and partly through planning permission. To manage future loss effectively, the council will apply a criteria-based approach to assessing change of use and redevelopment planning applications based on site characteristics and market demand.

Office market

The council recognises that the office market is changing and consolidating, and that modern occupiers are now seeking high quality energy efficient buildings. Many of the existing office locations and employment areas are well placed to deliver modern, energy -efficient buildings through retrofitting or by redevelopment on existing sites. Delivery of high-quality space will encourage take up and, in line with the council's climate action agenda, proposals should demonstrate that retrofitting measures have been explored first, and that they would be unviable. Further information on retrofitting is

provided in the councils Climate Change SPD and the council may also be able to offer assistance to landlords on retrofitting and related measures to upgrade and improve the accommodation. The council's climate change SPD can provide further advice on retrofitting .



Loss of commercial floorspace

The council will expect that planning applications for loss or part loss of commercial floorspace are accompanied by robust evidence to identify redundancy and justify why the premises or land cannot be brought back into use. Annex 5 sets out the scope of supportive information and marketing evidence before a building can be considered unsuitable for continued

employment use. Trends towards stripping out of fixtures and fittings prior to marketing have recently become apparent, leading to increased costs and time needed for fitting out which can be unattractive to potential occupiers and can extend the time building is left empty. The council will therefore only accept marketing evidence where the premises are fitted out and ready for occupation.

The council adopts the Agent of Change principle, where the applicant is expected to mitigate their development in order to accommodate the existing, surrounding development. This therefore puts the onus on new development and should contribute to the protection of employment uses in the borough.

Affordable and flexible workspace

Where a proposed development would include loss of affordable workspace, the council will expect robust viability evidence to justify why it is no longer viable to be retained. The council's Affordable Workspace SPD and supporting viability evidence provide further details. In addition to location and premises requirements, there is an opportunity for existing premises to be reconfigured or redeveloped to deliver smaller units and grow on space to meet the needs of the SME economy in the borough. The council considers there is considerable opportunity for rebalance the stock from large single occupiers to small and smaller flexible configurations suitable for SMEs.

Railway arches

The council is well provided with railway arches which are important in meeting the needs the large SME sector in the borough, as they provide an important contribution to the stock of smaller and more affordable premises for a range of employment types include light industrial uses. These will continue to be protected, and the council has an adopted Railway Arches SPD which provides more details and guidance on appropriate uses and development proposals.



The council's industrial, logistics, warehousing and related needs are met primarily in the protected strategic industrial

land in outer west London boroughs and within the OPDC boundary. Smaller scale uses are located across Hammersmith and Fulham. The London Plan provides a policy approach for the location and continued operation of these industrial typologies. Smaller scale uses with Hammersmith and Fulham contribute to meeting local needs and the council will seek to retain land last used for industrial and related use where these are appropriately located. The NPPF and the Industrial Strategy promotes new and emerging industries, and many of these sites have a role to play in adapting to changing typologies in the wider industrial, logistics, or self-storage sectors. The council will have regard to regular monitoring undertaken by itself and the Mayor of London and to supplementary planning guidance to the London Plan.

The London Plan identifies White City as an area where transfer of industrial and warehousing land to other uses should be “restricted (with exceptional planned release)”. Applications for change of use of industrial and warehousing (Use Classes E(g)(iii), B2 and B8) sites and premises will be subject to consideration of this classification. The council also wishes to ensure that the future of Hammersmith town centre and the wider Hammersmith Regeneration Area continues to offer a range of modern office and employment facilities and is not adversely affected by a loss of office uses. Where premises are part of a complex of employment uses, regard will be taken of the impact of the introduction of an alternative use on the satisfactory functioning of the employment cluster.

Industrial intensification

There may be some sites in employment use that are capable of more intensive use to accommodate additional uses, particularly residential. Where this is appropriate, the council will seek to ensure that floorspace is retained within mixed use schemes for employment uses for which there is a demonstrable need. This will include adequate replacement accommodation for small businesses. The GLAs practice note: ‘Industrial intensification and co-location through planned and masterplan approaches’ 2018 provides useful guidance industrial land, industrial intensification and co-location.

POLICY E4

VISITOR ACCOMMODATION

- 1. Development proposals for new visitor accommodation and facilities or the extension of existing facilities will be directed to sites within town centres and Opportunity Areas or other sites that are well connected by public transport (PTAL 4 and above).**
- 2. Development proposals should ensure a range of high-quality visitor accommodation provision in the Borough catered to the varying needs of visitors. To be supported, proposals must meet all the following criteria:**
 - a) the development being well located in relation to public transport.
 - b) the development and any associated uses not having a detrimental impact on the local area.
 - c) no loss of priority uses such as permanent housing.
 - d) demonstrating that the development does not compromise a site's suitability to meet the need for housing.
 - e) the development not resulting in an adverse impact on the operation of the highway.
 - f) the development achieving the highest standards of accessibility in accordance with the London Plan
 - g) the facility being of a high standard of design with adequate space and amenity for the intended occupiers.
 - h) the development complying with the relevant London Plan parking standards
 - i) the scheme adding to the variety and quality of visitor accommodation available locally; and
 - j) demonstrating that an agreement is in place to secure an operator prior to the commencement of the development.

3. Proposals for new or extended visitor accommodation should include an assessment of impact on neighbouring residential amenity, including cumulative impact, taking account of existing hotels nearby and the Agent of Change Principle in the London Plan

4. Development proposals for visitor accommodation where appropriate should be designed with active ground floor frontages. Where the development incorporates ancillary uses and facilities, these should be made available for public use, where appropriate and access not unreasonably restricted.

5. Outside of the identified areas, the following will be considered appropriate, subject to meeting the above criteria:

- a) small scale hotels; and
- b) visitor accommodation related to major visitor attractions of sub-regional or greater significance in accordance with the provisions of the London Plan.

6. The use of a residential property for short stay accommodation must not exceed 90 nights within a calendar year.

7. The Council will seek to protect existing visitor accommodation, except where it can be evidenced to the Council's satisfaction that:

- a) the accommodation is no longer fit for purpose and the upgrading or refurbishment of the premises is not viable; or
- b) the premises do not meet the locational criteria of this Policy E4.

The NPPF requires strategic policies to set out an overall strategy for the pattern, scale, design and quality of places, making sufficient provision for uses including leisure. The NPPF considers hotels to be a main town centre use and states that local planning authorities should ensure that the needs for main town centre uses such as hotels are met in full and are not compromised by limited site availability.

Visitor accommodation plays a vital role in supporting the local and wider London economy. The Council's Upstream London strategy recognises the importance of the hotel sector in supporting the borough's economic ambitions. Visitor accommodation contributes to employment, supports local businesses, and enhances the borough's cultural and leisure offer. The London Plan identifies a need for an additional 58,000 serviced accommodation bedrooms across London by 2041, and the borough has a role to play in meeting this demand in a sustainable and locally appropriate way.

Demand for visitor accommodation

The Council commissioned a Visitor Accommodation Study to gain a greater understanding of the supply of, and demand for visitor accommodation in the borough. The study concludes that there is a relatively stable market in the borough, primarily driven by leisure demand and that continuing stock expansion will be supportable by the continuing of historic and current demand trends. The study suggests that demand could support an additional 1,907 rooms over the plan period. The study recommends the Council to direct visitor

accommodation to town centres and also development areas including the Opportunity Areas. These areas are considered the most appropriate to accommodate visitor accommodation with the least impact and where there is the availability of complementary town centre uses and public transport links. The borough's existing stock is concentrated in town centres and is weighted towards budget and independent hotels.



Locations for visitor accommodation

To ensure that visitor accommodation contributes positively to the borough's economy and communities, the council therefore seeks to direct proposals to the most suitable locations. These include town centres, Opportunity Areas, and other sites with high levels of public transport accessibility (PTAL 4 and above). These locations are best placed to

support visitors with access to services, amenities, and sustainable transport options, while minimising pressure on residential neighbourhoods. Development proposals should ensure that they add to the quality and variety of visitor accommodation and do not result in harm to the balance and mix of uses in an area.

Taking into account the Agent of Change in the London Plan, proposals for new and expanded visitor accommodation should ensure that they do not have an adverse impact on the local area in terms of amenity. Applicants must assess and mitigate any potential impacts on neighbouring uses, particularly residential properties. An assessment of impact on neighbouring residential amenity should take into account existing hotels nearby. Where necessary, measures to mitigate harm to residential amenity will be secured through conditions or planning obligations.

Loss of housing

To protect the borough's housing supply, proposals must not result in the loss of existing permanent housing or compromise the delivery of new homes, particularly on sites identified for residential development. The use of residential properties for short-term lets is restricted to 90 nights per calendar year, in accordance with national legislation and to prevent the erosion of the borough's housing stock.

Design

Visitor accommodation must be designed to a high standard, with adequate space and amenity for occupants, and must meet the highest standards of accessibility in line with London Plan Policy E10. Proposals should also demonstrate long-term sustainability and adaptability and must secure an operator prior to commencement to avoid speculative development that could undermine land use priorities.

Active frontages

Where appropriate, developments should incorporate active ground floor frontages and ancillary facilities such as cafés, gyms, or meeting rooms. These should be made accessible to the public where feasible, to support town centre vitality and provide wider community benefits.

Outside of the preferred locations, small-scale visitor accommodation and schemes associated with major visitor attractions of sub-regional or greater significance may be supported, subject to meeting the criteria set out in the policy.

The Council will also seek to protect existing visitor accommodation unless it can be demonstrated that the use is no longer viable or appropriately located. This ensures that the borough retains a balanced supply of visitor accommodation while prioritising land for housing and other strategic needs.

POLICY E5

LOCAL EMPLOYMENT, TRAINING AND SKILLS DEVELOPMENT INITIATIVES

- 1. Planning contributes will be sought from local businesses to deliver the ‘Upstream Pathway Bond’ inclusive growth objectives to deliver local business support to local young people from diverse backgrounds such as mentoring, training and apprenticeships, particularly in STEM subjects.**
- 2. The council will require the provision of appropriate employment and training initiatives for local people of all abilities in the construction of major developments and in larger employment generating developments, including visitor accommodation and facilities, when these are completed.**

The borough currently faces real socio-economic difficulties, including acute affordable housing need and high levels of deprivation. Continued economic growth in the borough will require a growing work force. These jobs will not go to unemployed residents in the borough unless they have the necessary qualifications and skills. Where major developments come forward that do not employ and/or train local people in their construction/operation, they will aggravate this situation. This is because local unemployed people will not be moving into the local labour market, and the growth in jobs related to those developments will have to be met by workers from outside the local area. This will aggravate existing circumstances by increasing pressure on the already overstretched supply of housing, and on local transport infrastructure. It will also fail to address the social inequalities across the borough. Accordingly, in order for major developments to be sustainable, particularly having regard to the social and economic strands of sustainability, they must comply with the policy.

Planning obligations (Section 106 agreements)

A priority of the council is to understand and address skills shortages and it will negotiate Section 106 planning obligations with developers proposing large scale employment generating activity including visitor accommodation to make best use of the added value of employing local labour.

Upstream pathway bond

The 'Upstream Pathway Bond' provides opportunities for local businesses to play a meaningful role in supporting the local community in which they operate. The bond is a central part of the Council's Industrial Strategy which focusses on inclusive growth so that local young people from diverse backgrounds can achieve excellence in their education through provision of quality study spaces, technology, and learning support. The Local Plan can assist in achieving these objectives through S106 agreements, for example requiring businesses to support young people by providing mentoring, apprenticeships and work experience, as well as sponsorship of higher education qualifications in STEM subjects.

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

Partnership working

The council will encourage developers to work in partnership with the Council's Economic Development Team to maximise job opportunities for local people including employment, training, apprenticeship opportunities, outreach programmes including schools to raise aspirations and awareness of job

opportunities, including during construction phases. In doing so, the council will ask them to commit to programmes to enhance business and area competitiveness as well as maximising opportunities for local entrepreneurship and enterprise. This will be secured through associated S106 agreements as part of larger developments including those within the opportunity/regeneration areas. Further guidance is available in the regeneration area policies. The council will also encourage the London Living Wage which it believes is good for businesses, good for the individual and good for society.

POLICY E6

TOWN AND LOCAL CENTRE HIERARCHY

- 1. The council will continue to work with the Mayor of London and other stakeholders including the Business Improvement Districts, to enhance the vitality and viability of the borough's shopping hierarchy of 3 town centres, 5 key Local Centres, 15 Neighbourhood Parades and 6 Satellite Parades (Appendix 1). The council will promote the ambitions of its Industrial Strategy -Upstream – to support town centres and placemaking to achieve a high-quality, well-designed public realm to attract businesses, residents, and visitors.**
- 2. The council will seek to meet identified retail, and leisure needs primarily within the 3 Town Centres, Opportunity Areas, and Regeneration Areas. Local Centres, Neighbourhood and Satellite Parades, and other freestanding shops within walking distance from home will be protected where they meet day to day local needs for shops and services.**
- 3. To meet needs, support economic growth and to maintain town centre vitality and vibrancy the council will:**
 - a) promote the regeneration of the Town Centres and support in principle intensification and diversification subject to impact on townscape and heritage. This can include higher density mixed-use residential development, student, and visitor accommodation on appropriate sites.
 - b) maintain the predominant retail function of primary shopping areas.
 - c) support the evening economy and cultural uses in the Town Centres and Creative Enterprise Zone.

- e) seek provision of a range of retail unit sizes including small stores in redevelopment proposals that are accessible to residents, workers, and visitors.
- f) support the conversion or redevelopment of unused or underused space above ground floor units for new residential accommodation where these would not affect the operation of the unit, and subject to the requirements of other relevant policies.
- g) support temporary proposals for 'pop ups' and related 'meanwhile uses' of empty spaces within the town centre hierarchy where it can be demonstrated that they will enhance town centre vitality and viability and can be appropriately managed;
- h) ensure that new developments for town centre uses are in scale and location to their position in the hierarchy.
- i) require a retail impact assessment for out of centre retail proposals which are in excess of 300m² (gross);
- j) require a sequential test for out of centre retail development proposals in accordance with the NPPF threshold, including proposals for Class E (commercial, business and service) uses that would enable at least this amount of gross floorspace to be occupied by retail use
- k) safeguard local shops and other local services within local centres to meet local need;
- l) protect local markets and clusters of specialist shopping; and support new markets throughout the town centres where any negative impacts on the surrounding area, including on existing businesses, can be mitigated
- m) negotiate planning obligations where appropriate, feasible and viable to mitigate the loss of, and/or secure or support, affordable retail space to encourage small or independent traders;
- n) promote the provision of shop mobility schemes.

4. Where necessary and justified, the Council will use conditions and/or planning obligations to limit uses consented within Classes E, F1 or F2 in order to achieve the objectives of this policy and to avoid the proliferation of main town centre uses outside of town centres.

The Local Plan can support the council's wider ambitions for successful town centres set out in the Industrial Strategy - Upstream, as places where people want to live, work and contribute to our inclusive growth. The council wants to encourage the regeneration of Hammersmith and Fulham's town centres to improve their viability and vitality as well as sustain a network of supporting smaller centres .

Changing shopping habits

The growth of online shopping, banking and working from home, especially since the Covid pandemic will need to be reflected in new policies. A more diverse range of town centre uses can help our town centres remain vibrant attractive places to live work visit and shop Work is underway on a Retail and Leisure Needs Study which will provide further information to support this chapter and will identify the quantum of needs and justify the broad locations for protection within the Local Plan period, and looking 10 years ahead. The study will consider how far smaller centres meet essential day to day shopping needs withing walking distance from home. Some centres will require extra retail space and others will need to plan for a more static and in some cases possible decline in retail space. The study, alongside stakeholder engagement will help inform the final policy approach and degree of support for retaining the local shopping function of smaller centres, isolated parades and shops to ensure sustainable communities and reduce the need to travel longer distances particularly by car.

A key aim in relation to the town centre and local centre hierarchy is to ensure that we get the balance right between ensuring there is sufficient capacity for new retail floorspace and to protect existing supply without over-protecting premises which are surplus to requirements and would lie vacant. One of the ways we will seek to do this is to promote a more diverse range of appropriate town centre uses that can attract affordable expenditure and provide local employment opportunities. Updated local plan evidence has identified needs for both visitor accommodation and for student accommodation, which provide opportunities to grow and diversity our town centres, as well as increasing footfall which supports existing businesses. The local plan will support 'Upstream London' ambitions for a strong cultural offer and vibrant evening economy which brings people into the centres into the evening once shops and offices have closed, bringing economic benefits and creating new jobs. The borough's town centre have excellent public transport connections which means a more intensive form of development could be achieved without needing to provide for cars and car parks. Policy E1 provides the policy approach to maximising growth in high PTAL locations.

Active travel provision will be promoted, and the council is committed to improving the public realm so that town centres will be attractive and vibrant places to live, work shop and visit. It is also important to ensure that we seek to maintain a range of supporting complementary facilities in towns, including arts, culture and entertainment. Recent changes in

the use classes order, (a flexible use class E) and extended permitted development rights have made this more difficult to achieve through planning policies.

The town centres present opportunities for new housing, particularly thorough high density mixed use development, subject to other policies in the local plan being met, notably managing impact, and agent of change principles (see Policy E10). The emerging capacity evidence will provide updated information for identifying and exploiting opportunities for new housing.

Town Centre Hierarchy

The council aims to meet future need primarily within the established shopping hierarchy so as to maximise opportunities to obtain goods, services, jobs and leisure activities in places that are convenient to where people live and work. A number of development sites have been identified for future retail growth in the town centres, and the identified regeneration areas, particularly the White City Opportunity Area and the Earls Court and West Kensington Opportunity Area. The Hammersmith and Fulham Retail and Leisure Needs Study 2025 will provide updated area-specific evidence to inform of the potential local growth and change in the town centres and regeneration areas.

The council's policies will assist in ensuring a good range of convenient and accessible local facilities and services for

borough residents, which is an important part of what makes a decent neighbourhood. The policies will also discourage the further increase of businesses such as pay day loan shops, gambling premises, pawnbrokers and hot food takeaways which are already well represented. Supporting policies will seek a range of shopping and other facilities in these centres and where development takes place, it may be appropriate to seek affordable space and agreements with developers so that a proportion of space can be offered to independent small retailers. In town centres, the council will encourage uses that contribute to the night time economy.

Shepherd's Bush Town Centre

A key council priority is to capture the regenerative benefits of Westfield in Shepherd's Bush town centre in achieving I objectives for the White City Opportunity Area. Other key proposals for Shepherd's Bush include strengthening the western part of the town centre through the regeneration of the Shepherd's Bush Market, which now has a planning permission to improve the market and provide large scale commercial, and employment uses. These initiatives will help strengthen the convenience offer in Shepherd's Bush and assist in meeting local needs as well as enhance Shepherd's Bush's function as a metropolitan centre.

Hammersmith Town Centre

Hammersmith will continue to be a major town centre, and the council will support development that improves the vitality and viability of the centre and retains its role as a centre for a diverse range of uses - offices, new employment sectors, local government and for arts, culture, leisure and services as well as shopping. A key site in meeting this objective, as well as providing new housing is the Civic Campus based around the Town Hall and adjacent land in which is well underway and will rejuvenate the western part of the centre in an improved public realm. The Hammersmith Town Centre SPD provides a vision and further details on how this can be achieved.

Fulham Town Centre

Fulham Town Centre will be supported to re-establish its historic role in the locality and maintain its status as a major town centre in the London Plan. Regeneration in this locality should link with the regeneration of the Earls Court/West Kensington Opportunity Area.

Key Local Centres

In key local centres, the aim is to ensure a greater variety of uses than in neighbourhood parades. However, in both types

of centre the council's policies will seek to retain a predominance of shopping over other uses. These centres can help contribute towards the identified estimated need for further low and mid ranking comparison and convenience retail floorspace to meet the needs of the local population. The council will work with its partners to try to coordinate service provision based on these centres. The council will consider the designation of further local centres or parades within the White City and Earls Court/West Kensington Opportunity Areas if this is required to meet the needs of the new development and is supported by capacity studies (see also policies for these individual areas). Those centres that adjoin or are in close proximity to town centres are known as satellite parades. The purpose of these parades is to provide local services, but they also provide opportunities for a variety of uses that will support the nearby town centres.

Small shopping parades

In shopping parades, other than those identified in the hierarchy, particularly where shops and premises have been vacant for a long time, there will be more limited protection of shopping facilities, and possible alternative uses could include small offices, health facilities and other E(a) uses. These alternative uses would need to be compatible with adjoining uses and therefore in some more residential locations, uses such as restaurants, pubs and bars may not be appropriate. Prime retail frontages are where retail development is concentrated and generally comprise the main component of

primary shopping areas in town centres. In all the centres and shopping areas. The aim is to maintain appropriate levels of retailing, local services and other uses. Recent changes in permitted development rights and the introduction of a broad commercial use class E have restricted the ability to manage uses with the town centre hierarchy and protected parades.

Changes of use

In April 2021 the government further relaxed planning rules so that changes of use of shops and other units in the shopping parades to residential units is now permitted development. This also limits the application of the policy to meet current and forecast local shopping, and day to day needs.

The council has as draft Article 4 Direction, which seeks to remove permitted development rights which allow change of use from shops, as well as other business, commercial and service uses to residential without the need for planning permission in the council's protected employment and shopping locations. To ensure that the flexibility within the new use class E does not lead to loss of essential shops, including local food shopping, or an overconcentration of a similar uses, planning conditions will be used to support ambitions and planning policies for protecting capacity and meeting shopping needs, ensuring vibrant town centres and local shopping needs are not undermined.

Further changes to this policy will partly depend on the outcome of the council's draft Article 4 Direction. The Direction is subject to consideration by the Secretary of State and is expected to be effective by December 2025, and will apply in the identified locations such as town and local centres and shopping parades which are protected for shopping and related uses.

Supermarkets

In addition to the hierarchy described above, there is one superstore in Sands End, another on Shepherd's Bush Road and a small number of shed based retailers, mainly at Wandsworth Bridge. Whilst small supermarkets may expand the choice in local shopping centres, large stores can have potential for adverse impacts on town or local centres and increase local traffic. In order to ensure that smaller food stores that compete directly with local centres are assessed, the council has set a local threshold for retail impact assessments of 300sqm gross. This figure will also be tested and updated in the new Retail and Leisure Needs Study. Assessments. The information provided to assess impact should be proportionate to the development proposed and it will be necessary for applicants to agree the scope of any assessment at an early stage of any pre-application engagement.

POLICY E7 TOWN CENTRES

In the designated town centre shopping frontages (as shown on the Policies Map and defined *in XX*), where planning permission is required, changes from retail, food and drink uses at street level will be permitted for alternative uses which can be shown to be complementary to the shopping frontage, maintain or increase the vitality and viability of the town centre and do not have an adverse impact on the local area.

- 1. Where planning permission is required, proposals for changes of use and new development will be considered on the following basis:**
 - a) a minimum of 40% of the length of the prime retail frontage would retain its main shopping function,
 - b) additional E class uses, pubs, bars and hot food takeaways, betting shops, pay day loan shops, amusement centres, mini cab offices or residential uses will not be permitted on the ground floor of the prime retail frontages;
 - c) the nature and characteristics of the proposed use are complementary to the shopping frontage;
 - d) the proposed use contributes to the function of the centre in terms of the size of the unit, the length of its frontage and the location of the unit within the centre.
- 2. Planning conditions may be imposed in any permission for such changes of use to:**
 - a) specify a particular use or uses within use class E(a) and restrict future changes of use;
 - b) to secure provision of a shop style fascia, and window display at street level; and
 - c) to control the hours of operation.
- 3. Planning permission will not be granted for residential use within the ground floor frontage. In non-prime retail frontages, criteria 1c) to 2c) above will apply**

As high streets and town centres seek to adapt to the economic impact of online shopping, working from home and recover from the pandemic, they will need to provide a wider range of facilities and services. The council's Industrial Strategy – Upstream - sets out ambitions for economic growth and successful town centres, promote evening economy uses to diversity from shopping and extend the trading day. Upgraded public realm and encouraging active travel rather than car use can help make town centres attractive and successful places.

Changing high streets

Whilst there may be opportunities for diversification of town centre uses within the protected parades a balance needs to be struck between supporting growth and change, and meeting local housing needs, it is important to maintain a balance of uses and avoid over-concentrations of uses that could give rise to harmful impacts. Work is underway on an updated Retail and Leisure Needs Study which will provide further information to support this chapter. This will identify the quantum of needs and justify the broad locations for protection within the Local Plan period, and looking 10 years ahead. Policies elsewhere in this draft Local Plan are aimed at managing town centres uses, hot food takeaways, pubs, gambling premises, protecting pubs and supporting leisure and community uses.

In respect of the shopping frontages, the council has defined prime and non-prime retail frontages in order to assist in

safeguarding and managing the distribution of retail uses and related facilities and services within the three town centres. For a town centre to operate successfully, it is necessary for shops to group together. Intrusion of non-retail uses on too large a scale can inhibit this process, reducing the attractiveness of a centre and damaging its trading position. Non-retail uses for these purposes are defined to include all uses other than those included within Class E(a) (former use class A1). Some non-retail uses, such as a bank, restaurant or pub, are complementary to the town centres' primary shopping function because they may provide a vital local service, are essential to the operation of the shops, or are heavily used by shoppers. However, the retail function will be adversely affected if the mix of uses is affected by too great a loss of shops, and by making comparison shopping more difficult through dispersal of those which remain. The council's current policy approach to protected policy frontages had previously relied on the ability to control the amount of shopping (class A1 retail) and non-A1 businesses by limiting the amount of frontage that can be in non-retail uses. This had proved to be a workable management tool in the past whilst some flexibility for change of use within the frontages and the achievement of a good mix of uses. Since the last local plan was published the government has simplified the classification of town centres uses (formerly Class A1, A2, A3, B1 and parts of D2) into a new Class E. The aim was to allow greater flexibility by allowing changes of use within this use without the need for planning permission. This can help diversification and fill vacant shops.

This change does mean that current policy approach to having prime and non-prime parades and to setting out quotas/proportions of a particular use cannot be taken forward into the new Local Plan, and as changes of use between uses within Class E of the Use Classes Order do not require planning permission, the ability of the council to apply this policy will be limited. The council's Retail and Leisure Needs Study will inform the preferred policy approach going forward, and taking account of stakeholder and consultation responses to his draft document, and the outcome of the draft Article 4 Direction to remove the permitted change of use from class E to residential use in the defined centres and parades.

Changes of use

Community uses and evening economy uses may also provide enhanced amenities for the local community, and changes to these uses may be supported in principle at a scale appropriate to its location and position in the shopping hierarchy. Whilst a flexible approach can help high streets recover from the pandemic and respond to online trading competition for example, unforeseen negative outcomes could include loss of local shopping uses, or an over-concentration of uses such as food, drink and other evening uses which could lead to noise and disturbance to local residents and closed up units during the day. Therefore, in circumstances where planning permission is required the Council may impose conditions to restrict further changes of use in the future.

In April 2021 the government further relaxed planning rules so that changes of use of shops and other units in the shopping parades to residential units is now permitted development. This also limits the application of the policy to meet current and forecast local shopping, and day to day needs. Further changes to this policy will partly depend on the outcome of the draft Article 4 Direction which seeks to remove permitted development rights which allow change of use from business, commercial and service use to residential without the need for planning permission in the council's protected employment and shopping locations. The Direction is subject to consideration by the Secretary of State and is expected to be effective by December 2025, and will apply in the identified locations such as town and local centres and shopping parades which are protected for shopping and related uses.

Active frontages

The clustering of non-retail uses may create dead frontages because of a lack of interesting window displays and for this reason all premises in the prime retail frontage should provide appropriate window displays. In addition, the avoidance of blank frontages, such as office or residential uses can be a major contribution to retaining pedestrian activity, retaining commercial life in the area, and to crime prevention. Although new ground floor residential use will not be permitted in the prime retail frontages, access to residential upper floors will be encouraged.

POLICY E8

LOCAL CENTRES

- 1. The council will protect the continue function of the designated shopping parades in the Local Centres and Neighbourhood Parades. It is proposing to incorporate the current Satellite Parades into Neighbourhood Parades as part of the new Local Plan review. This is their function is essentially identical now that the council cannot control the range of uses or changes of use to the same extent because of the new use class E and extended permitted development rights.**
- 2. The council will seek to ensure these parades continue to provide accessible shopping and service facilities to meet local needs (see Policies Map and Appendix 2). In these centres, changes of use which require planning permission will be permitted subject to the proposed use being shown to be complementary to the function of the centre, enhancing the centre's viability and vitality and having no adverse impact on the local area.**
- 3. Where the premises have been vacant with evidence of a robust marketing exercise as set out in Annex 5, the council may consider granting permission taking into account other factors such as:**
 - a) the nature and characteristics of the proposed use and evidence of need.
 - b) the location of the unit within the centre; and
 - c) the shop front appearance.

4. Planning permission will not be granted for any changes of use of ground floor frontages to residential use, or other use which does not allow public access and/or provide and active frontages such as a school or office. Residential use may be appropriate in principle above and /or at the rear of premises where:

- a) this can be designed to provide a high level of residential amenity without compromising the existing or potential operation of uses on the ground floor.
- b) subject to satisfactory evidence that neither shopping policy nor the long-term viability of the retail unit will be prejudiced; and
- c) the proposal would comply with other policies in the Local Plan.

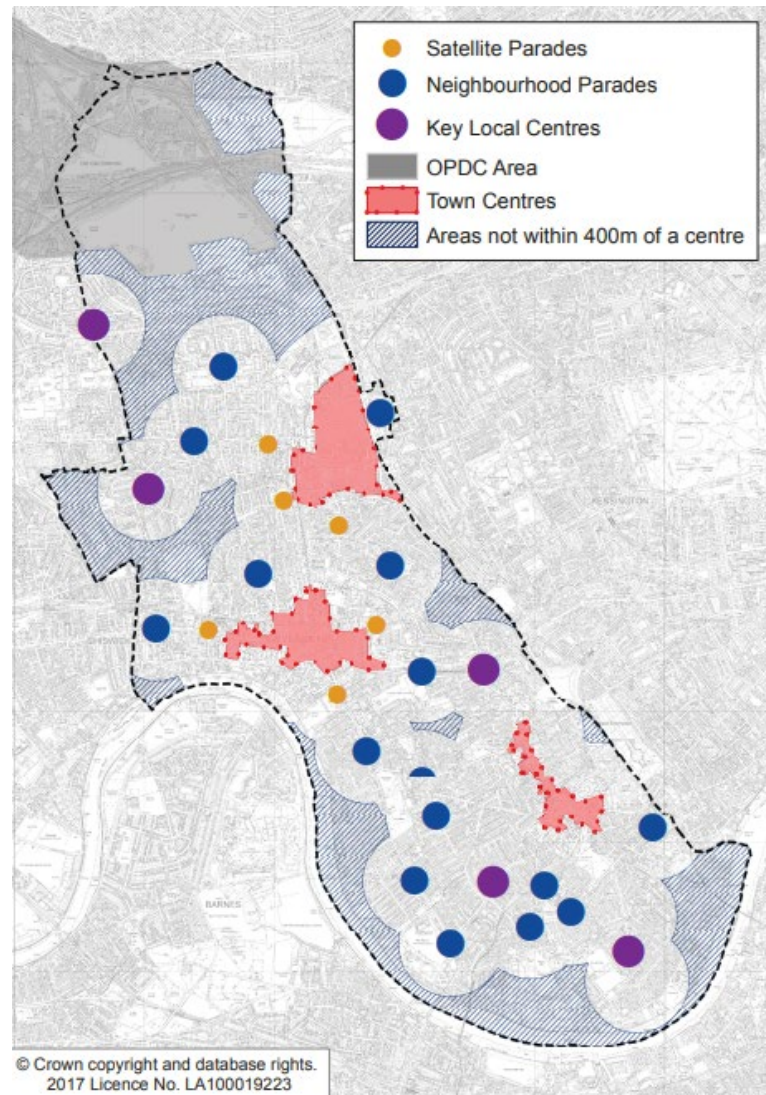
5. Where planning permission is required, planning conditions may be used to secure Class E(a) uses which contribute to the retail function of the Local Centre. Where retail development is conditioned for that use, development proposals seeking a change to another appropriate main town centre use, including full flexibility for Class E commercial, business and service uses will normally be resisted unless it can be demonstrated there is no reasonable prospect of the unit being used for continued retail use. This must be evidenced by a robust and recent marketing exercise as set out in Appendix 5.

Since the last local plan was published the government has simplified the classification of town centres uses (formerly Class A1, A2, A3, B1 and parts of D2) into a new Class E. The aim was to allow greater flexibility by allowing changes of use within this use without the need for planning permission. This can help diversification and fill vacant shops. This change does mean that current policy approach to setting out quotas/proportions of a particular use cannot be taken forward into the new Local Plan, and as changes of use between uses within Class E of the Use Classes Order do not require planning permission, the ability of the council to apply this policy will be limited.

Changes of use

Class E, such as community uses and evening economy uses may also provide enhanced amenities for the local community, and changes to these uses may be supported in principle, at a scale appropriate to its location and position in the shopping hierarchy. Whilst a flexible approach can help high streets recover from the pandemic and respond to online trading competition for example, unforeseen negative outcomes could include loss of local shopping uses, or an over-concentration of uses such as food, drink and other evening uses which could lead to noise and disturbance to local residents and closed up units during the day. Therefore, in circumstances where planning permission is required the Council may impose conditions to restrict further changes of use in the future.

Further changes to this policy will partly depend on the outcome of the draft Article 4 Direction as detailed above.



POLICY E9

NON-DESIGNATED PARADES AND CLUSTERS

Outside town centres, key local centres, and neighbourhood parades, the council will seek to retain shops and other local services to meet local needs. Where planning permission is required, the council will seek to protect continued retail use through use of planning conditions to secure use class E(a) and restrict future changes of use.

Residential use and changes to other small scale Class E and community uses may be permitted, except where this will result in a demonstrable shortage of retail uses in the locality. In assessing an application in a non-designated parade or cluster for a change of use from a retail use to any other use, the council will take into account:

- a) the proximity and the range of shops in the locality to meet local needs (where town centres, key local centres, protected parades and satellite parades are not within 400 metres);
- b) the length of time that the application premises may have been vacant and the marketing of the premises;
- c) the nature and characteristics of the proposed use and evidence of need;
- d) the location of the unit within the centre; and
- e) public access and retention of the shop front appearance.

Corner shops are important for meeting local needs and where planning permission is required, will be protected for continued retail use through use of planning conditions to secure use class E(a) and restrict future changes of use. Where planning permission is required, changes of use of corner shops from retail use will not be permitted where there is a shortage of alternative shopping (where town centres, key local centres, protected parades and non-designated parades and clusters are not within 400 metres).

A substantial amount of the borough's retail floorspace is located outside of the Local Plan retail hierarchy. These un-designated retail premises can provide important goods and services for local residents close to home. The council does not wish to see a significant reduction in the stock of such premises continue to provide a vital function for meeting day to day needs, providing top-up and emergency shopping for the surrounding communities and helping avoid unnecessary trips by car.

Changes of use

In April 2021 the government further relaxed planning rules so that changes of use of shops and other units in the shopping parades to residential units is now permitted development. This also limits the application of the policy to meet current and forecast local shopping, and day to day needs. Further changes to this policy will partly depend on the outcome of the draft Article 4 Direction which seeks to remove permitted development rights which allow change of use from business, commercial and service use to residential without the need for planning permission in the council's protected employment and shopping locations. The Direction is subject to consideration by the Secretary of State and is expected to be effective by December 2025, and will apply in the identified locations such as town and local centres and parades which are protected for shopping and related uses. Similarly to the policies for town, key local centres and designated parades, permitted changes of ground floor shop

units to residential use, and within the new use class E, means that current policy approach to setting out quotas/proportions of a particular use cannot be taken forward into the new Local Plan. Changes of use between uses within Class E of the Use Classes Order do not require planning permission, therefore ability of the council to apply the draft revised policy will be limited. Where planning permission is required, the Council may impose conditions to restrict further changes of use in the future, for example to uses that could compromise the ability of the parade, cluster or corner shop to meet retail and related local needs. Class E uses, such as community uses and evening economy uses may also provide enhanced amenities for the local community. Changes of use to these uses may be supported where the parade or cluster would still provide local shopping facilities, subject to meeting other policies in the plan, and would be at a scale appropriate to the location.



POLICY E10

MANAGING THE IMPACT OF FOOD, DRINK AND ENTERTAINMENT USES

1. The Council will support proposals which contribute to cultural and creative activities during the day and at night-time to stimulate vibrancy and viability and promote diversity in our town centres, and will manage the impacts by ensuring that:

- a) new proposals and extensions to existing uses, including the hours of use proposed should be appropriate to their location in the town centre hierarchy, and take account of the nature and character of the area.

2. Extended opening may be permitted where:

- a) the activities would not be likely to cause impact especially on local residents, and that, if there is potential to cause adverse impact, appropriate measures will be put in place to prevent it; and
- b) there will not be any increase in the cumulative impact from these or similar activities, on an adjacent residential area; and
- c) there is a high level of public transport accessibility to and from the premises at appropriate times; and
- d) the activity will not be likely to lead to a demonstrable increase in car parking demand in surrounding residential streets and roads forming part of the Strategic London Road Network or the London Bus Priority Network; and
- e) where a use will impact on local amenity, the council may also set an appropriate start time.

3. Proposals for evening and food and drink uses should be accompanied by a management plan, including mitigation measures for any negative impacts of these uses.

4. Impacts such as noise and light pollution on local wildlife and biodiversity should be considered through appropriate location, design and scheduling, taking account of Policy CR13 'Light Pollution'

5. The use of outdoor areas including garden areas, rooftops, forecourts and pavements in association with food and drink uses will be supported only where:

- a) this would not cause unacceptable harm to the amenity of adjoining residential property and the area generally, taking into account the size and type of the proposal, the hours of use proposed and the nature and character of the area; and
- b) in the case of pavements, the width of the footway is adequate to avoid obstructing pedestrian flow, and the use is arranged so as not to be a hazard to people with disabilities and older people and families with small children. This may require a suitable means of enclosure or boundary to demarcate the extent of the use.

6. The Council will refuse proposals that result in an over-concentration of similar uses (such as nightclubs, public houses, bars and take-aways) in any one area and/or that would result in an adverse impact on the amenity of nearby users as well as surrounding residential areas.

7. Planning applications for food and drink uses where home delivery of food is proposed must include a Transport Plan and a Delivery and Servicing Plan to enable assessment of impacts. Proposals for hot food takeaways and fast-food outlets will be refused:

- a) within walking distance of schools and other places where children and young people congregate, unless the location is within a designated town centre, Regeneration Area of Site Allocation where these uses are indicated as suitable uses; or
- b) in locations where there is evidence that a concentration of such uses is having an adverse impact on local health, pollution or anti-social behaviour.

8. The Agent of Change principle will be applied to proposals which would introduce residential and other sensitive uses such as care homes, schools or childcare within close proximity to established or planned licensable premises including for the sale or supply of alcohol, the provision of regulated entertainment (like live or recorded music, theatrical performances, etc.), and the provision of late-night refreshments.

9. The proposed residential new use will need to identify impacts and demonstrate that it is capable of fully mitigating its impact, on established uses and future occupiers.

10. The council will manage the impacts primarily through its licencing regime and, where a planning application is received, by applying Agent of Change principles, and through planning conditions.

Hammersmith and Fulham has an extensive evening and night time economy which is centred in the three town centres. The council's Industrial Strategy – Upstream - promotes the Evening Economy in Hammersmith and Fulham to support diversification and vibrancy into the town centres, so that they are vibrant place to spend time once shops and offices have closed. For the purposes of this policy, they comprise food and drink uses (use class E) pubs and theatres (sui generis use), cultural and entertainment uses (use class E). They are defined as Main Town Centre uses in national planning policy (NPPF 2025) and the London Plan.

Night time economy

The council also wishes to encourage this activity, and further opportunities to enhance the night time economy in the regeneration areas as part of mixed-use developments. Activities such as restaurants, bars and pubs, cinemas and theatres, add variety and vitality to the town centres and, together with facilities in local centres, can provide services for the local community and visitors to the borough. In addition, these uses can provide important employment and economic development opportunities for the community. Changes of use between uses within Class E of the Use Classes Order do not require planning permission, which limits the scope of this policy's application. Where planning permission is required, the Council may impose conditions to restrict further change of use in the future, for example, to uses that could compromise the viability and vitality of the

borough's centres. In planning for economic growth and successful town centres, the Council will seek to achieve an appropriate balance between physical, social and economic development and environmental protection. Larger format uses will be directed to the town centres and regeneration areas .



Concentrations of similar uses can give rise to harmful impacts such as noise, litter, traffic generation including from waiting delivery drivers, and lack of active frontages during the day. The London Plan encourages boroughs to consider appropriate management strategies and mitigation measures. Harmful impacts on residents and other noise sensitive uses will be identified via requiring applicants to apply the Agent of Change principles to their proposals, and managed through

the council's licencing powers and planning conditions as appropriate.

Licensing

The council's planning policy is complemented by its licensing policy which is designed to maintain a dynamic, innovative and attractive place to live, work and relax. The council may also use its licensing powers to control the scale and nature of new proposals, including how premises are managed, notably through regulation of opening and closing times. In addition, because of the impact that some uses may have on amenity, planning conditions may be applied to control hours of early morning opening. The council works closely with the police, the fire authority, local businesses, community representatives and local people in meeting these objectives. The licensing policy recognises that certain types of licensed premises can lead to an increase in anti-social behaviour and the policy is designed to assist in prevention of crime and disorder in safeguarding public safety, in the prevention of public nuisance and in the protection of children from harm. It also takes account of concentration of similar use and their/cumulative impact. The council requires alcohol licence applicants to have planning permission before applying for a licence, and this allows the planning consent to determine the licensed hours of operation thereby helping to protect surrounding residential uses.



Residential amenity

In certain cases, where there is clear evidence that particular types of use will have serious effects on residential amenity or the environment, the council will consider imposing conditions that restrict future changes of use which the Use Classes Order would otherwise allow. Where premises do not require planning permission or already have consent, it will not be possible to control hours of operation through the planning process. Through town centre management initiatives, the council will endeavour to ensure that the night time economy

is managed in a way that benefits residents, visitors and businesses.

Hot food takeaways

The updated NPPF (2025) sets out a 'presumption against' principle for new hot food takeaways. This means that proposals for hot food takeaways and fast-food outlets will be refused in locations:

- within walking distance of schools and other places where children and young people congregate, unless the location is within a designated town centre; or
- in locations where there is evidence that a concentration of such uses is having an adverse impact on local health, pollution or anti-social behaviour.

The council concurs with the NPPF's criteria-based approach to determining planning applications for new hot food takeaways. Hot food takeaways were previously classified under Use Class A5. However, with the introduction of the new Use Classes Order in September 2020, they are now classified as sui generis. This means they don't fall under any specific use class and don't automatically have permitted development rights.

Growth in the food delivery sector, especially after Covid pandemic, can lead to concentrations of delivery drivers often

on e-motorbikes or scooters congregating outside premises, and which has given rise to litter and obstruction of footpaths and highways in parts of the borough. Some of the remedies may relate to highway regulations, however planning conditions can also be used to manage this. There is additional guidance available from the council relating to the provision of tables and chairs on the public highway.

Most fast-food outlets, including those with seating, now fall under Class E (Commercial, Business and Services) and would normally enjoy permitted development rights to change into a number of commercial uses. In these circumstances the council will seek to mitigate adverse impacts such as pollution and parking and highways matters through other powers/controls.

Proposals will be assessed against the 'agent of change' principle, as detailed in the NPPF and the London Plan. The proposed development must be an acceptable use of land at the outset rather than rely on mitigation through the control of processes or emissions. Applying the agent of change principles means that if a new noise-generating use is proposed close to existing noise-sensitive uses the onus is on the new use to ensure it is designed to protect existing users or residents from noise and other impacts and will be required to provide suitable mitigation before the development has been completed.

POLICY E11

GAMBLING PREMISES, PAWNBROKERS AND PAYDAY LOAN SHOPS

- 1. To ensure that shopping areas remain diverse and balanced, and to help address concentrations of deprivation and crime, the council will seek to manage the concentration of gambling premises, pawnbrokers and payday loan shops. Any proposal for gambling premises, pawnbroker and payday loan shop will be considered against the provisions of Policies on Town and Local Centres (E7 – E9) and London Plan ‘Agent of Change’ policy principles.**
- 2. Planning permission for gambling premises may be granted within the Town and Local Centres, and it can be demonstrated that the proposal is not located within a Gambling Vulnerability Zones or a Cumulative Impact Area.**
- 3. Planning Permission for gambling premises, pawnbrokers and payday loan shops, may be granted where:**
 - a) it will not impact adversely on the amenity, character and function of an area.
 - b) it will add to the vitality of the existing shopping parade or cluster; and
 - c) it will not result in negative cumulative impacts.

Food and drink uses, night clubs, live music and/or dance venues and other entertainment activities such as gambling can support the evening economy, but often need to be managed to avoid negative impacts.

Gambling premises

The Government introduced additional planning controls in relation to betting offices, removing them from Class D2 use to a 'sui generis' use. This means that betting shops have been taken out of the planning 'use' classes and will need to receive planning approval. This has enabled planning authorities to exercise stricter controls over these uses. In addition to the council's Local Plan policies, the London Plan 'Agent of Change' principles apply where a new venue or noise generating development is proposed near to an existing residential development, meaning that the onus will be on the new development to identify impacts, and put in place noise mitigating measures as part of a planning application.

Whilst there is trend towards gambling online and at home, nevertheless proposals continue to be received for new gambling premises or extensions to approved hours. Facilities for gambling, including betting shops and casinos require a license from the council to operate. This is separate from the planning regime.

Council's Gambling policy

The council's Statement of Gambling Policy 2025- 2028 reflects the principles under the Gambling Act 2005, and sets out policy for dealing with applications and regulating gambling premises within the borough. To support this, the Local Plan policies have a role to play in identifying suitable locations, and in managing the impacts of premises used for gambling and betting through use of conditions when a planning application is approved. The policy aims to respond to changing gambling models, such as the growth in popularity in adult gaming centres, to signpost the London Plan Agent of Change policy principles to address impacts of the proposed use, and to help promote responsible operation of these premises where their location is otherwise acceptable. Evidence collected to support the council's Gambling Policy (Gambling Policy Local Area Profile 2024 identifies local context:

- risk factors, deprivation and vulnerability;
- locations of all gambling venues within the borough; and
- analysis of crime and ASB hotspots as well as analysis of offences taking place in gambling premises.

Hammersmith and Fulham has a high concentration of betting shops, pawn brokers and payday loan shops per capita. The evidence also confirms that the over representation of such uses is especially high in the most deprived parts of the

borough. It identifies a correlation between clustering, or cumulative impact, of gambling premises and that these areas have the highest levels of Crime and Antisocial behaviour (ASB) in the borough, and identifies 5 high risk areas known as “Gambling Vulnerability Zones”. These areas are rated in the top 40% of a vulnerability index and are driven by a number of factors including deprivation, youth unemployment, household income and lone parent households, amongst others. The evidence also shows a clustering of gambling premises in the Shepherd’s Bush, Hammersmith and Fulham (north end road) areas – these areas have been highlighted as three “Cumulative Impact Areas”

Within Gambling Vulnerability Zones and the three Cumulative Impact Areas, as a licencing authority the council's applies a policy presumption to refuse any new gambling applications for adult gaming centres (AGCs), betting shops or bingo premises, except in exceptional circumstances. In light of the evidence, and to support the council’s objectives to support town centres and tackle deprivation and crime,

To ensure that shopping areas remain diverse and balanced, the council is seeking to limit the amount and concentration of premises used for gambling and betting, pawnbrokers, and payday loan shops in other areas of high concentration. This will also help the council address strategic and borough wide objectives in relation to health addressing deprivation, and regeneration.

POLICY E12

PUBLIC HOUSES

1. The council will only permit the change of use, redevelopment or partial redevelopment of a public house after consideration of relevant Town and Local Centre retail policies and an assessment of the following:

- a) a viability report that demonstrates to the council's satisfaction that the public house is no longer economically viable, including evidence of active and appropriate marketing as set out in Appendix 5;
- b) the partial change of use including of ancillary areas such as the garden, will not affect the ongoing viability of the pub use;
- c) the role the public house plays in the provision of space for community groups to meet and whether the loss of such space would contribute to a shortfall in local provision;
- d) the contribution to the borough's culture offer or evening economy;
- e) the design, character and heritage value of the public house and the significance of the contribution that it makes to the streetscape and local distinctiveness, and where appropriate historic environment, and the impact the proposal will have on its significance; and
- f) the ability and appropriateness of the building and site to accommodate an alternative use or uses without the need for demolition or alterations that may detract from the character and appearance of the building.

2. Where the evidence demonstrates to the council's satisfaction that a public house is not economically viable, but where the building is assessed as making a significant contribution to the local townscape and streetscape or is assessed as making a positive contribution to the historic environment, the council will require the building to be retained.

3. The proposed change of use of all or part of a ground floor of a public house for residential use will only be acceptable where:

- a) the premises are not within a town centre, key local centre or neighbourhood parade;
- b) the proposal has been assessed against parts 1c, 1d and 1e of this policy and the impact of the proposal on these features;
- c) the council is satisfied that residential use is acceptable, the accommodation to be provided will be of high quality and it meets the residential standards (the nationally described space standard or any subsequent replacement); and
- d) the new development can be integrated effectively with existing businesses and community facilities, as set out in the London Plan Agent of Change Policy and provide mitigation before the development has been completed.

4. The applicant will be required to carry out an assessment of the needs of the community for community facilities to show that the existing or former public house is no longer needed, and that alternative provision is available in the area.

The National planning policy (NPPF 2025) includes pubs as main town centre uses, and identifies their important role in providing the social, recreational and cultural facilities and services the community needs. It expects local plans to plan positively for their provision to enhance the sustainability of communities and residential environments. The NPPF also sets out the importance of using agent of change principles to ensure that new development can be integrated effectively with existing businesses and community facilities (such as places of worship, pubs, music venues and sports clubs). London Plan Policy HC7 supports public houses which can provide a cultural and social focus for a neighbourhood, and seeks to protect them where they have a heritage, economic, social or cultural value to local communities, or where they contribute to wider policy and regeneration objectives for town centres, night-time economy areas, Cultural Quarters and Creative Enterprise Zones.

Public houses (including bars and other drinking establishments for the purposes of this policy) play an important role and social function in the local community, and they add to the local character of an area and can often be buildings of historical or architectural interest. Some pubs host theatres or live music, and play an important role in town centre diversification. They support the council's Cultural Strategy and the Councils Industrial Strategy ambitions for the evening economy and town centres.

Over recent years the borough, like the rest of London, has seen a number of pubs change to other uses, including retail

and residential. Changes to the Use Classes Order mean public houses are now a Sui Generis use where there are no permitted development rights for changes of use.

Pubs of historic or architectural interest

Hammersmith and Fulham's Pubs of historic or architectural interest and/or cultural or community value will be protected from demolition and/or change of use, in accordance with London Plan Policy.



The council will resist the loss of public houses as they can fulfil the following important roles:

- a social role in supporting local community interaction and activities to help maintain sustainable neighbourhoods;

- an economic role in contributing to the vibrancy and vitality of shopping and commercial areas, and the vibrancy of residential areas contributing to a mix of land uses;
- a cultural role – theatres supporting evening economy and cultural strategy; and
- an environmental role in their intrinsic value to the cultural and historic heritage of local neighbourhoods.

Loss of public houses

Development proposals for loss or part loss of a public house, including its operational and ancillary amenity space, will need to be accompanied by robust evidence which would demonstrate that the viability of the pub, and its current and future operation, will not be compromised. Details accompanying a planning application would be expected to show how the character and appearance of the building, including any features of historic or cultural significance have been preserved. A thorough marketing exercise must be carried out as set out in Appendix 5 which takes into account the Campaign for Real Ale's (CAMRA) Public House Viability Test. The council will expect applicants to demonstrate that robust efforts have been made to preserve the facility as a public house, including through evidence of regular maintenance and upkeep, good management and through business diversification.

Community spaces

The use of pub space for community groups can be a valued resource and evidence will be required demonstrating consultation has taken place with local community and voluntary organisations. Where there is local need, this use should be retained or replaced within the building, unless an alternative approach can be identified and agreed.

In the protected shopping frontages, the retention of the ground floor for non-residential use will be encouraged to help maintain street activity and a mixed use neighbourhood.

When nominations are received, the council may also consider adding certain public houses to the Register of Assets of Community Value if the community support for their retention is significant.



POLICY E13

ARTS, CULTURE, ENTERTAINMENT AND INDOOR LEISURE

- a) The council will support the enhancement of arts, culture and entertainment uses in appropriate locations, meeting the ambitions for the evening economy in the Cultural Strategy and Upstream – the Industrial Strategy for Hammersmith and Fulham. Large scale facilities must be located in the three town centres and indicated site allocations in the opportunity and regeneration areas, where they can contribute to economic diversification and town centre vibrancy.
- b) The council will meet the identified need for indoor leisure, recreation and indoor sports uses by protecting existing land and premises where these are in suitable locations and, by supporting new proposals including in mixed use development, taking account of other policies in the Local Plan including Policy E1 (Achieving Inclusive Growth and Optimising Use of Land); Policy E10 (Managing the Impact of Food, Drink and Entertainment Uses); and T2 (Transport Assessment and Travel Plans). The council's licencing policy provides further information and provision to control and manage impacts.
- c) Proposals for new and expanded venues should demonstrate sustainable and inclusive design principles and be flexibly designed to meet a range of uses and provide access for all.
- d) Loss of facilities will be resisted unless there is clear evidence that there is no longer an identified need for a particular facility or for any alternative community arts, culture, entertainment, leisure, recreation and sport uses. In these circumstances, a viability report will be required that demonstrates to the council's satisfaction that the facility, or an alternative arts, culture, entertainment, leisure, recreation and sport use is not economically viable, including evidence of active and appropriate marketing and as set out in Appendix 5.
- e) Temporary uses may be appropriate to meet short term needs particularly on sites or premises which have been vacant or are awaiting redevelopment and which would contribute to town centre diversification and vibrancy.

Accessible arts, cultural, entertainment, leisure, recreation and sports facilities are important elements of social infrastructure and contribute greatly to the quality of life of all members of the community as well as visitors to the borough by enhancing social inclusion and community cohesion. Such facilities are particularly important elements of town centres and will be essential in supporting the borough's growth which is particularly directed to the regeneration areas. add Upstream Industrial Strategy ambitions for cultural and arts ambitions, and Cultural Strategy that seeks to promote the sector and promote access for local residents to culture and the arts. The council has been successful in retaining its Creative Enterprise Zone accreditation (CEZ) covering part of the Hammersmith regeneration area and extending to the new development in the wider Olympia area.

Leisure needs

The council's emerging retail and leisure needs study will provide forecast information on the quantum of new leisure and indoor recreation uses the needed to be provided within the local plan period and beyond. The evidence will cover main town centre uses, however outdoor recreation and sports uses and needs are addressed in the 'Green and Open Space' chapter of this Local Plan. Some indoor sports uses are also main town centres uses such as padel and indoor gyms and can provide footfall in the town centres and regeneration areas, contributing to vitality and viability.

Accessible arts, cultural, entertainment, leisure, recreation and sports facilities are important elements of social infrastructure and contribute greatly to the quality of life of all members of the community as well as visitors to the borough by enhancing social inclusion and community cohesion. Such facilities are particularly important elements of town centres and will be essential in supporting the borough's growth which is particularly directed to the four regeneration areas (see also policies for these areas).



The venues occupied by these uses vary greatly from purpose-built premises to conversions from other uses. They are often open during the evening and at night-time, for example music venues, and along with uses such as restaurants and pubs and bars, help sustain a night-time economy which is particularly vibrant in the town centres.

However, because such uses can also impact on residential amenity, for example through comings and goings, it is necessary for new or expanded venues to be appropriately located and managed. Policy E10 provides more detail on managing the impacts of town centre uses.

Notwithstanding the presence within Hammersmith and Fulham of a varied range of arts, cultural, entertainment, leisure, recreation and sports facilities, there are some parts of the borough that are not well served by such uses. It is important to try and reduce these deficiencies. Facilities within the borough has must therefore be protected. Consequently, the council will require adequate justification for any proposals for change of use or redevelopment of premises to other uses.

Loss of arts, culture, entertainment and indoor leisure uses

The proposed loss of buildings and land that are used for arts, culture, entertainment, leisure, recreation and sports uses will be considered against criteria such as the suitability and viability of the site or premises for such uses with or without adaption, evidence of unsuccessful marketing, evidence of need and community asset value. In addition, to try to reduce deficiencies in provision, when regeneration schemes come forward, the council will seek to ensure that these are accompanied by arts, cultural, entertainment, leisure, recreation and sports uses that are appropriate to the scale and location of the development and are accessible and

affordable and meet the needs of the community. Appendix 5 provides more detail on the marketing in evidence that will need to accompany a planning application for change of use.

Some leisure and recreation uses now fall with the general use class E which provides flexibility to change within a wide range of commercial uses without the need for planning permission. The council is proposing to remove the permitted development rights to change from an E class use to residential use in areas designated for commercial uses such as town and local centres, via a draft Article 4 Direction. Where a planning application is required, the council will where justified, use planning conditions to protect the supply of leisure and recreation use to ensure that current and forecast needs can be met.

Temporary use of buildings may offer the opportunity for community uses, particularly those that are transient or may have a short life. They may help to enliven town centres where vacancy is an issue.

Social and community infrastructure



POLICY SC1

SOCIAL AND COMMUNITY INFRASTRUCTURE

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

1. Seeking to ensure high quality health care and the retention and enhancement of existing healthcare facilities by:

- a) assisting in securing sites and buildings for future healthcare provision or reorganisation of provision, including local hubs for a wide range of health services in the north, centre and south of the borough, including new provision in the regeneration areas.
- b) supporting improvement of existing GP premises and other healthcare facilities where required.

2. Supporting the improvement of educational facilities to meet identified need/borough changing needs and reduce inequalities, including:

- a) Improvement and/or expansion of primary and secondary schools.
- b) Supporting the provision of pre-school, childcare nurseries and other education facilities meeting the Council's aspiration to generate opportunity pathways for young people as per Upstream Pathway Bond -H&F Industrial Strategy.
- c) Safeguarding land and buildings in educational use
- d) Securing land for new school provision in Regeneration Areas based on the need arising from any proposed major development in those areas, and in areas of identified need.
- e) Supporting the provision of schools and facilities for those with special needs.
- f) working with and supporting the Old Oak and Park Royal Development Corporation in the provision of school facilities to meet the need arising from proposed development in the OPDC area.

- 3. Improving and enhancing leisure, recreation sports, arts, cultural and entertainment facilities in the main town centres in accordance with Policy E13 (Arts, Culture, Entertainment and Indoor Leisure).**
- 4. Supporting the continued presence of the major public sports venues for football, athletics and tennis, subject to the local impact of the venues being managed without added detriment to local residents.**
- 5. Enhancing sport, leisure and cultural provision for schools and public use in suitable local parks.**
- 6. Encouraging and supporting new and improved space for recreation and sport facilities within school sites for pupils' health and physical development.**
- 7. Protecting all existing community facilities and services throughout the borough unless there is clear evidence that there is no longer an identified need for a particular facility or service, or where that facility or service can be appropriately replaced or provided elsewhere in the locality.**
- 8. Requiring developments that increase the demand for community facilities and services to make contributions towards, or provide for, new or improved facilities.**

Social and community infrastructure covers a wide range of services and facilities provided by the public, private and voluntary sectors. This includes, and it is not limited to, health provision, education, leisure, recreation and sports facilities, places of worship, policing and other criminal justice or community safety facilities, children and young people's play and informal recreation facilities, it may also embrace public houses where they provide a valued community asset (see glossary for full definition). Community facilities and services play an important part in supporting inclusive neighbourhoods and communities along with enabling healthy lifestyles, providing vulnerable people with support and care, and giving children and young people the best start in life. These are located across the borough in numerous buildings and spaces of varying quality. Although these uses are a valuable resource, they often do not work in a joined up and focused way to meet the needs of vulnerable households. that meet local and strategic needs and contribute to a better quality of life, making communities more inclusive and sustainable.

The council will work with strategic partners to ensure that community infrastructure is safeguarded where there is an identified need for it, keep aware of needs, assist with the implementation of agreed programmes by securing sites for specific uses. It is also important that opportunities are taken to improve or replace existing infrastructure in order to ensure that facilities within the Borough are maintained at a good modern standard. The Council is preparing an Infrastructure Delivery Plan (IDP) with service providers and delivery

partners which will inform the policy. The plan will set out the infrastructure required to support Hammersmith and Fulham's growth and local needs for new or improved community infrastructure. The IDP will be regularly updated over the plan period to ensure that it reflects an up-to-date information on needs, delivery and funding.

It is important that community facilities are well located, so that they have maximum accessibility for their potential users. Community facilities should be easily accessible by walking, cycling and public transport. Development proposals are encouraged to give priority to town centres in the site selection process, particularly large-scale community facilities such as arts, cultural and entertainment facilities that are likely to attract people from a large area should be in main town centre locations and in identified sites within Regeneration Areas. These locations generally benefit from higher Public Transport Access Levels. This enables the enhancement and successful operation of community facilities and their contribution to the vitality, viability and evening economy by encouraging visitors and linked trips.

Other locations may be appropriate depending on the catchment area and scale of development. Small scale/local facilities may be more appropriate to be located close to the communities they serve. However, all proposals must demonstrate that the site location is appropriate having regard to local need for the intended use, accessibility and compatibility with neighbouring land uses.

POLICY SC2

ENHANCEMENT AND RETENTION OF SOCIAL AND COMMUNITY INFRASTRUCTURE

1. Proposals for new or expanded social and community infrastructure will be supported where:

- a) It meets an identified need and promotes community integration and inclusion.
- b) It is of a high quality, safe and inclusive design providing access for all (in accordance with Policy DH11);
- c) It is compatible with and minimise impact on the local environment
- d) It is supported by evidence of how impacts such as noise, traffic, parking and opening hours have been assessed, minimised and mitigated.
- e) It is designed to maximise the flexibility and adaptability of space to accommodate a range of community uses
- f) It is easily accessible by public transport, walking and cycling.
- g) Can demonstrate to the Council that funding arrangements are secured for the future maintenance and management of the facility.

2. The council will support the temporary use of vacant buildings for social and community facilities, including for performance and creative work.

3. Development proposals will be supported where they safeguard and enhance community infrastructure. Development proposals that will result in the loss of an existing community facility, or land and buildings formerly in community use, will only be permitted where it is clearly demonstrated that:

- a) the facility is no longer required in its current use and that it is not suitable and viable for any other forms of community uses for which there is a defined current or future need identified in the Infrastructure Delivery Plan; or
- b) the facility is being adequately re-provided elsewhere, is equivalent to or better quality and it is in a convenient alternative location accessible to the current community it supports.

4. In assessing need and viability, the council will:

- a) take into account the role the facility plays in the provision of space for community groups and whether the loss of such space would contribute to a shortfall in local provision; and
- b) require a viability report that demonstrates to the council's satisfaction that the facility or an alternative community use is not economically viable including evidence of active marketing for community uses for a minimum continuous period of 18 months as set out in Appendix 5 -Marketing Requirements.

Where new or expanded community uses are proposed, they should be designed to meet identified needs and should be of high-quality, safe and inclusive design that provide access for all. They should be affordable and adaptable, and where appropriate offer flexible accommodation that can be used for a variety of uses. Service providers and developers are encouraged to engage with each other to identify opportunities for innovative designs that enable the co-location or shared use of facilities. This can help to support the viability of community infrastructure through frequent usage and make it more adaptable to the changing needs of the community over the long term. There will be circumstances where it is not appropriate to provide new facilities as part of a development scheme, for example because the development is not large enough or because there are other schemes in the area that are liable to provide social infrastructure, it may be more appropriate to provide funding being invested in community infrastructure improvements across the borough.

Loss of community uses

The loss or a change of use of buildings and land for community uses will only be acceptable where it can clearly demonstrated that there is no longer an identified need for the facility, accompanied by evidence of an active marketing exercise covering a minimum continuous period of eighteen months to help demonstrate that the site or facility is not suitable for a similar or alternative community use. An

assessment of short term and long-term need should be provided together with evidence of viability in such circumstances where the loss of community uses is proposed and where the existing use is capable of being tested for economic viability. The assessment should include how this need is currently being met and give consideration of other existing providers which contribute to meeting that need.

Assets of community value

The Localism Act's provisions allow local community groups, which meet statutory criteria, to nominate an 'asset' in their local area to be placed on a Register of Assets of Community Value '(ACV)'. The purpose of this is to give community groups the opportunity to identify land or property which currently, or in the recent past, furthers the social wellbeing or cultural, recreational or sporting interests of the local community and is realistic to believe it could do so in the future. In the event the owner decides to sell a locally listed asset, a local group can trigger a six month moratorium on the sale giving them time to raise the funds to purchase it (sometimes referred to as a 'right to bid'). Owners are required to consider community bids, but are not compelled to accept them.

POLICY SC3

SPORTS, RECREATION AND PLAY

1. The council will ensure that people of all ages and abilities have access to a wide range of opportunities for sports, recreation and play by:

- a) Requiring development proposals maximise opportunities for new or improved community infrastructure provision, along with public realm enhancements, and to ensure sports and recreation facilities and play spaces are safe and easily accessible throughout the borough.
- b) Seeking the retention of existing sports and recreational facilities
- c) Supporting development proposals that increase opportunities for play and informal recreation. Where located in areas with identified deficiencies in play space, new housing development must provide demonstrable improvements in the quantity and quality of play space in line with Policy OB5.

2. Development proposals involving the loss of sports, recreation and play will only be permitted where:

- a) an assessment has been undertaken which has clearly shown the facility to be surplus to requirements; or
- b) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

3. Professional football grounds

- a) In considering any redevelopment proposal for all or part of an existing football ground, the council will require the re-provision of suitable facilities to enable the continuation of professional football or other field-based spectator sports in the borough.

Sports, recreation and play

Healthy and liveable neighbourhoods provide ample opportunities for people of all ages and abilities to participate in sport, recreation and play. Safe and stimulating play is essential to childhood development. It can impact positively on physical health, helping to address and prevent obesity.



The Council is preparing a Playing Pitch Strategy which will help shape the policy and identify where new provision and/or improvement of existing facilities is needed. It includes an audit of sports and recreational facilities within the Borough and an assessment of future requirements over the plan period.

Professional football grounds

The council wishes to retain professional football in the borough, because it provides a source of entertainment and contributes to the life of the community by enhancing social inclusion and community cohesion. The council is only prepared to consider re-development proposals for professional football grounds if they make provision for continuation of professional football or other field-based spectator sports at that ground. If it can be demonstrated that these facilities are no longer viable there, the redevelopment should include provision for other community service uses in accordance with other policies in this Chapter.



Design and heritage



POLICY DH1 BUILT ENVIRONMENT

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

New build development will be permitted if it is of a high standard of design and compatible with the scale and character of existing development and its setting. All proposals must be designed to respect:

- a) the historical context and townscape setting of the site, and its sense of place;
- b) the scale, mass, form and grain of surrounding development and connections to it;
- c) the relationship of the proposed development to the existing townscape, including the local street pattern, local landmarks and the skyline;
- d) the local design context, including the prevailing rhythm and articulation of frontages, local building materials and colour, and locally distinctive architectural detailing, and thereby promote and reinforce local distinctiveness;
- e) good neighbourliness and the principles of residential amenity;
- f) the local landscape context and where appropriate should provide high quality landscaping and public realm with good permeability;
- g) sustainability objectives; including adaptation to, and mitigation of, the effects of climate change;
- h) the principles of accessible and inclusive design; and
- i) the principles of Secure by Design.

The council is committed to promoting excellence in urban design in all development in the borough. This includes consideration of both buildings and open spaces and the relationship between the two; a balance between the need for neighbourliness and the scope for design freedom. New development should embrace sustainable design principles and contribute positively to the public domain at all levels; improving legibility and permeability, respecting the overall height and form of neighbouring development, its massing as well as its rhythm and articulation of facades.

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

Character of the borough

Much of the character of the borough is heavily influenced by a variety of historical, landscape and architectural assets and new development should be informed by, and developed from, a considered analysis of the surrounding townscape, including the setting and role of the site within the local environment. Where appropriate, this analysis should be carefully laid out

and fully explained in the Design and Access Statement accompanying the planning application.

The borough benefits from a traditional streetscape that is largely human in scale. This should be maintained in new development and where appropriate the council will seek this form of design in new development proposals. Buildings should have a visual identity appropriate to their location and use. The aim is not to stifle innovation but to promote or reinforce local distinctiveness. All development should be human in scale, and be designed with details and materials that complement the local area.

Heritage Assets

There is a wide range of heritage assets in the borough including those of national importance, such as listed buildings and the Fulham Palace Moated Site. Others are of borough importance, including archaeological priority areas (Appendix 2) and locally listed buildings of merit. However, whether they are of national or local importance, they should be considered in all developments in accordance with the policies of the National Planning Policy Framework (NPPF) and the associated Historic England Historic Environment Planning Practice Guide.

The council will encourage development which visually enhances the borough, and avoids harm by ensuring that the bulk and massing of schemes are appropriate in relation to the surroundings. In the general assessment of bulk and

massing, full consideration will be given to amenities of neighbouring properties against Planning Standards included in the Mayor of London's Housing SPG¹⁵.

All the above policy criteria must be considered in relation to the existing fabric of the borough and in particular the context of the development site. Much of the borough is of a traditional character reflected in the number of conservation areas. The finer grain and traditional form of much of the borough requires a particular design approach and, in many streets, there is a strong pattern of development in existence which derives much of its character from the uniform appearance of the streetscape.

Regeneration Areas

It is recognised that new build development within areas experiencing substantial change in the borough, such as regeneration and opportunity areas, provide the opportunity to create a high quality architectural character, and sense of place which would add to the boroughs townscape character. It will be important for the design of such sites to be informed by the character of the surrounding environment, and the role of the site within a wider context. Larger schemes should connect to their surroundings, allowing permeability through the site and providing a high quality public realm. Larger

schemes should aim to meet the criteria outlined in the Building for Life Assessment.



Where appropriate, new development should contribute to an improved and more legible public realm. The council promotes a high standard of design for the public realm in its design guidance (TfL Streets Toolkit and the Riverside Walk Enhancement Report). These documents encourage reduced clutter and promote high standards of design in the public realm, which is harmonious with, and enhances, the local area thereby reinforcing local distinctiveness.

¹⁵ [Housing Supplementary Planning Guidance | London City Hall](#)

Inclusive and accessible design

All new development will need to be inclusive and accessible to the whole community, and designed to minimise opportunities for crime and anti-social behaviour. A large proportion of the public realm is public highway, and works should follow the guidance documents within Transport for London's (TfL) Streets Toolkit¹⁶.

In its consideration of proposed new development, the council will seek to ensure that developments are sustainable, durable and adaptable. Designs should deliver safe and inclusive environments. All development should be sited, designed and laid out to offer ease of entry, egress and use by disabled people, and for parents of small children and others with needs for an environment which is accessible and inclusive.

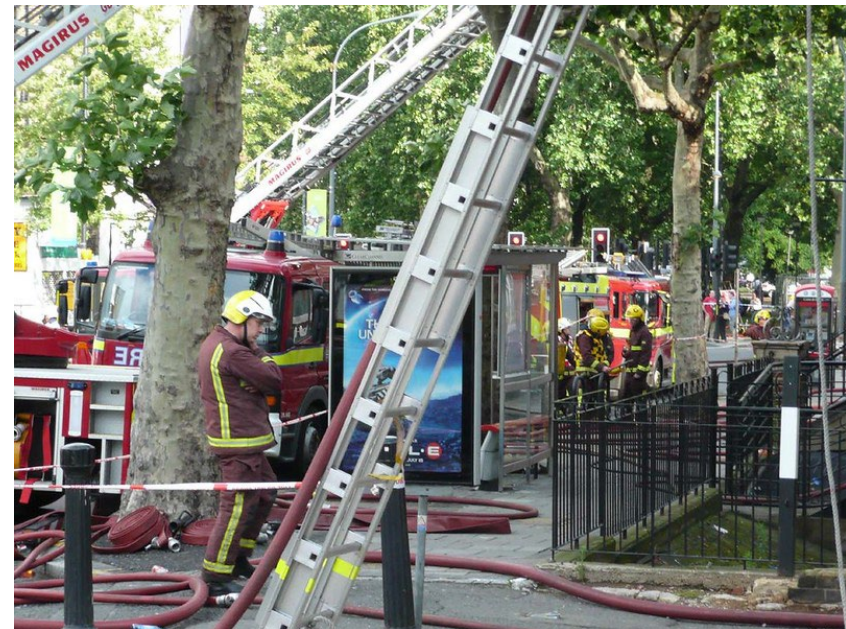
Fire safety

Approval may be required under the Building Regulations to make sure that buildings are constructed or adapted in the right way, and with suitable materials. In particular, Fire Regulations have to be checked both from a structural aspect and also to ensure fast and easy escape from a building. Building regulations are completely separate from planning control and approval under them does not mean that planning

¹⁶ [Streets toolkit - Transport for London](#)

permission has been given, nor does a planning permission imply approval under the Building Regulations. Applicants are advised to contact Building Control for guidance and advice early in the design stages of a scheme.

The council will apply the standards set out in the Mayor's Fire Safety LPG¹⁷ when assessing applications for planning permission in order to ensure that developments are appropriately designed for safe evacuation and mitigation in the event of fire.



¹⁷ [Fire Safety Supplementary Planning Guidance | London City Hall](#)

POLICY DH2 TALL BUILDINGS

Tall buildings, which are significantly higher than the general prevailing height of the surrounding townscape and which have a disruptive and harmful impact on the skyline, will be resisted by the council. However, tall buildings may be appropriate within the regeneration areas shown in the Policies Map, in order to accommodate growth in the borough. Outside of these areas, tall buildings may also be appropriate in other areas, where large/tall buildings form part of the local context, this includes areas such as the Olympia Exhibition Centre development, and several council estates across the borough.

In these areas identified as potentially appropriate for tall buildings, applicants will be required to demonstrate that it:

- a) has a positive relationship to the surrounding townscape context in terms of scale, streetscape and built form;
- b) is of the highest quality of architectural design and materials with an appropriate form and silhouette which contributes positively to the built heritage, townscape and image of the borough;
- c) has an acceptable impact on the skyline, and views from and to open spaces, the riverside and waterways and other locally important views and prospects;
- d) has had full regard to the significance of heritage assets including the setting of, and views to and from, such assets, has no unacceptable harmful impacts, and should comply with Historic England guidance on tall buildings;
- e) does not interfere with the operation of London's airports or heliports;
- f) is supported by appropriate transport infrastructure, and reduces the need for potential vehicle movements by consolidating servicing and delivery arrangements;

- g) has an appropriate design at the base of the tall building which includes ground floor activity that includes appropriately designed publicly accessible space;
- h) creates a high-quality experience at ground level by interacting positively with the public realm and creates a positive pedestrian experience at ground level by contributing to the permeability of the area;
- i) is of a sustainable design and construction, including minimising energy use and the risk of overheating through passive design measures, and the design allows for adaptation of the space;
- j) does not have a detrimental impact on the local environment in terms of microclimate, overshadowing, light spillage and vehicle movements; and
- k) respects the principles of accessible and inclusive design; and
- l) respects the principles of Secure by Design.

Applicants will be expected to submit Accurate Visual Representations of development proposals showing their visibility and detailed form to support analysis of the proposal.

Scope for tall buildings

Despite significant change over the years, most of the borough retains its low-rise character, meaning many areas will be sensitive to the impact of tall buildings. However, there is scope for tall buildings within the designated regeneration areas. The general character of any particular area will always be an important consideration in assessing the acceptability of tall buildings and a full design appraisal of the impact of a tall building will always be required.

The White City Regeneration Area has seen considerable change in recent years that has resulted in some parts which are less constrained in terms of local townscape context than other parts of the borough and so tall buildings may be appropriate, providing a distinctive recognisable landmark.

Hammersmith Town Centre has a number of existing tall buildings and further tall buildings could be appropriate in some parts of the centre, as identified by the Hammersmith SPD¹⁸. Any proposals for tall buildings in the town centre will need to respect public parks and squares, historical context views from the river and make a positive contribution to the skyline emphasising a point of civic or visual significance, demonstrate tangible urban design benefits, and be consistent with the council's wider regeneration objectives.

¹⁸ Hammersmith Town Centre Supplementary Planning Document



Parts of the South Fulham Riverside Regeneration Area may be appropriate for tall buildings. Elsewhere, there are areas in the borough, particularly in conservation areas and along some parts of the Thames, that are particularly sensitive to tall buildings and where heights of buildings should generally be restricted.

The Earl's Court Opportunity Area will also allow for tall buildings to as a result of the wider masterplan process. Any

tall buildings within the opportunity area will need to be carefully designed and located in areas that are less constrained by the surrounding context.

Landmark buildings

The placing of individual taller landmark or marker buildings both within and outside of regeneration areas can help to reinforce physical and visual linkages that help wayfinding and reinforcing character. Tall buildings and corner buildings with memorable features are particularly useful to assist and guide travel and reinforce local distinctiveness.

All applications for tall buildings, including those in locations identified as acceptable for tall buildings, will be expected to robustly demonstrate that any tall building would not have a disruptive and harmful impact upon the skyline and views of key heritage assets.

Impact of tall buildings

The council recognises and values the variation in character across the borough, and is committed to the preservation of the borough's built heritage and overriding townscape character found in large swathes of the borough of tree-lined street blocks of traditional family housing with rear gardens. In these areas of consistent townscape character, tall buildings would be seriously intrusive. In addition, in other areas of the borough, some parts of which are protected by conservation area designation, higher buildings can detrimentally impact

upon the character and skyline, especially where they intrude on established views and skylines from open spaces, the river, riverside or bridges. The impact of tall buildings in sensitive locations should be given particular consideration.

Tall buildings should not harm the built heritage and townscape character, but are properly located, contribute in a positive manner to enhance a sense of place and are an integral part of the long term spatial vision for the borough. The townscape character of the borough suggests that there are few opportunities for tall buildings in the borough. It is important therefore that within the limited areas identified, the precise locations for tall buildings meet the criteria of this policy and the Historic England. It is this delicate balance that has determined the council's approach to tall buildings in the borough.

The design of tall buildings should ensure that there is positive interaction with the surrounding public realm, and this should include activity at street level. Successful street level urban environments are accessible to pedestrians and building designs should allow for inclusive access to the building and surrounding public realm.

Strategic views

The Strategic Linear View from King Henry's Mound in Richmond Park to St Paul's Cathedral as identified in the London View Framework, crosses the borough. The view corridor is shown on the Policies Map and will be protected

POLICY DH3

ALTERATIONS AND EXTENSIONS (INCLUDING OUTBUILDINGS)

The council will require a high standard of design and materials in all alterations and extensions to existing buildings. These should be:

- compatible with the scale and character of existing development, neighbouring properties and their setting;
- successfully integrated into the architectural design of the existing building;
- subservient to the original parent building and rear and side extensions should generally not rise higher than one storey below the original eaves or parapet line of the main part of the building; and
- the cumulative extent of extensions should never dominate the original parent building in bulk, scale, materials or design and extensions and roof terraces on top of back additions should generally not comprise more than half the length of the original back addition.

In considering applications for alterations and extensions the council will take into account the following:

- a) scale, form, height and mass;
- b) proportion;
- c) vertical and horizontal emphasis;
- d) relationship of solid to void;
- e) materials;
- f) impact on skyline silhouette (for roof top additions and plant);
- g) relationship to existing building, spaces between buildings and gardens;
- h) the impact on any heritage assets, including their setting and interpretation;
- i) good neighbourliness in particular the amenities of the neighbouring properties, and other properties most directly affected by the proposal;
- j) the principles of accessible and inclusive design; and
- k) the principles of Secure by Design.

The design of extensions or alterations to buildings is of considerable importance, because they can change the character of individual buildings and that of an area as a whole. This is of particular concern in terraces of uniform appearance. The council recognises that there will be changing needs and requirements of occupiers, but seeks to ensure that extensions and alterations, even the most minor ones, do not affect the inherent qualities of existing properties.

Additions to buildings

To avoid an incongruous and cluttered townscape appearance, additions to buildings such as roof and rear extensions and outbuildings, should be designed in keeping with the character of the building or complement its architecture without being unduly dominant. Roof level alterations and extensions, including front mansards will need to integrate successfully with the building concerned, using matching and high quality materials and execution. Where there are existing extensions on a street these will be taken into account in determining the appropriateness of new proposals.

Other proposed installations to existing buildings such as external lighting, CCTV cameras, antennae and solar panels should also be designed and positioned to minimise their impact.

Plant and other building services should also be integrated into the design of the building. Where additions cannot be incorporated into the volume of the building, building services located at roof level should be positioned and adequately screened to minimise noise and visual intrusion.

Planted front and rear gardens form an important part of the townscape character of many of the borough's streets. Where a proposed alteration or extension will result in an impact on a heritage asset the council will consider whether the level of harm that will arise from the proposal is acceptable. Applicants should consider the asset's significance and its relationship to its setting when deciding the forms of extension or alteration that might be appropriate.

Where extensions or alterations are proposed to a heritage asset, the council will seek the retention of as much historic fabric as possible, together with the use of appropriate materials and methods of repair in a manner appropriate to their significance. Extensions should not dominate the original asset or its setting in either scale, material or as a result of its siting.

The principles of Secured by Design should be considered early in the design process in order to ensure secure and inclusive development. The council will make use of Article 4 Directions to restrict forms of development which could have an unsympathetic impact on the character and appearance of individual buildings and terraces.

POLICY DH4 SHOPFRONTS

In order to improve the appearance of the borough's streets, the council will encourage high quality shopfronts that are designed to respect the age and architectural style of the building concerned, achieving a satisfactory relationship between the ground floor and the rest of the building. The scale of the shopfront should be carefully considered with its proportions, detailing (including vertical and horizontal subdivision) and materials, which have an affinity with the building. The council will apply the following principles when assessing applications relating to shopfronts:

- a) Where a commercial premises with a traditional shopfront is converted to another use or a traditional shopfront remains, the council will expect it to be retained and restored.
- b) New developments which include retail areas should provide a framework into which a shopfront and signage of a suitable scale can be inserted.
- c) Fascia signs and projecting signs should not be overly large and should be designed to be appropriate to the scale and design of the shopfront.
- d) New and replacement shopfronts should be designed to meet the principles of accessible and inclusive design.
- e) The installation of external roller shutters to shopfronts will generally be resisted.

Shopfronts and their associated advertisements play a vital role in determining the character of our town centres and shopping streets, primarily because they are the part of the building which has direct interface with the public realm, and have an immediate relationship with the human scale. The design of new shopfronts, therefore, needs careful attention.

Shops in Hammersmith and Fulham are primarily located in the three major town centres of Hammersmith, Shepherd's Bush and Fulham and within the network of designated local shopping centres. However, there are also a large number of smaller shopping parades and individual units. The presence of retail use can help to ensure a lively environment in these areas. The council is committed to maintaining the vitality and improving the townscape in these areas.

Shopfront design

The cumulative effect of better shopfront designs will be the enhancement of the visual appearance of the borough's shopping streets, thereby improving first impression and quality for users, visitors and potential investors. The emphasis is on good quality design of shop fronts and advertisements which will enhance the character of the shopping street. The council will also take into account any relevant supplementary planning documents. The key aim is to ensure that shopfronts are not designed in isolation but are considered as an important part of the building in which they are housed. The design of the shopfront should be informed

by the architectural style and character of the building and the framework provided by the building within which the shopfront can be integrated.

Inclusive and accessible design

In designing new shopfronts, it is important to ensure that the entrance is accessible to wheelchairs and pushchairs. The council will generally expect that the entrances to shopfronts include level access and appropriately sized doorways.

Changes of use

Where a former retail unit is converted to another use, such as residential, the council will expect the retention of the shopfront including original windows and glazing bars, where it is historically or architecturally interesting, and the shop surround of pilasters and fascia where they exist, so that there is no adverse impact on the character of an area.

External roller shutters are visually intrusive and will be resisted. While roller shutters can enhance security, external roller shutters detract from the aesthetic appeal of buildings and can create a monotonous and less inviting streetscape.

POLICY DH5 REPLACEMENT WINDOWS

Replacement windows should respect the architectural character of the building and its surroundings. It will be important that both the design and material of replacement windows match the original windows as closely as possible in terms of type and size, method of opening, profile and section, and sub-division and detailed design.

In most buildings, the detailed design of the windows is a fundamental component of the elevation and can contribute greatly to the visual character of the building. Windows are particularly vulnerable elements in that they are relatively easily replaced or altered. Where this work is not carried out sensitively, it can have a profound effect on the building, diluting its character, and detrimentally impacting upon the appearance of the general street scene.

Design of windows

The policy encourages the selection of a design appropriate to the architectural character and age of the building and includes the design attributes that would be important to consider in order to achieve a successful design of replacement window. In most cases, this would mean a design which replicates the design and material of the windows that formed part of the original composition. It may be possible to base the design of the replacement windows on those that may survive elsewhere in the building, or it may be necessary to look for examples in other buildings of the same period and style close by.

The aim of the policy is to retain the uniformity and consistency of the original design of each building, block or terrace in the borough thereby protecting the quality and architectural integrity of the building and character of the street scene from harmful incremental alterations.



POLICY DH6 VIEWS AND LANDMARKS

The council will protect the strategic view of St Paul's Cathedral and important local views shown on the Policies Map.

Local views afforded by the open nature of the borough's riverfront are important in determining the character of each stretch of the riverside. Many heritage assets are located along the river, and it is important that their setting and relationship with the river is preserved or enhanced.

The council will refuse permission where applications in these views would lead to harm to the significance of a designated heritage asset and townscape generally, unless it can be demonstrated that public benefits outweigh the harm caused. Opportunities for enhancement of strategic and local views will be pursued where they arise.

1. Applications within the Thames Policy Area will not be permitted if it would cause unacceptable harm to the view from the following points:

- a) from Hammersmith Bridge, the view along the river, foreshore, and riverside development and landscape between Hammersmith Terrace to the west and Fulham Football Ground to the south;
- b) from Putney Bridge, the views along the river, foreshore and riverside, extending upstream from All Saints Church and its environs, along Bishops Park as far as Fulham Football Ground, and from Putney Railway Bridge the view downstream to the grounds of the Hurlingham Club; or
- c) from Wandsworth Bridge, the view up and downstream of the river, its foreshore and banks, and of commercial wharves and riverside buildings.

2. Applications will also not be permitted if it would cause unacceptable harm to the view from within the Thames Policy Area of any of the following important local landmarks identified on the Policies Map, or their settings:

- a) Upper and Lower Mall. The richness, diversity and beauty of the historical waterfront which includes Hammersmith Terrace, Kelmscott House and neighbouring group of listed buildings, and the open space of Furnivall Gardens allowing views of the skyline of Hammersmith and the spire of St. Paul's Church;
- b) Bishops Park. The parallel avenues of mature London plane trees and dense shrubbery which define the character of this important open space and the riverfront;
- c) grounds of the Hurlingham Club. The landscaped edge of the grounds providing glimpsed views to the listed Hurlingham House;
- d) Hammersmith Bridge. This fine example of a suspension bridge is particularly dominant, and is an important landmark along this stretch of the river; or
- e) Putney Bridge and the adjacent All Saints Church.

The London Plan (2021) identifies a set of strategically important views of which one, the linear view from King Henry's Mound in Richmond Park to St Paul's Cathedral crosses the borough.

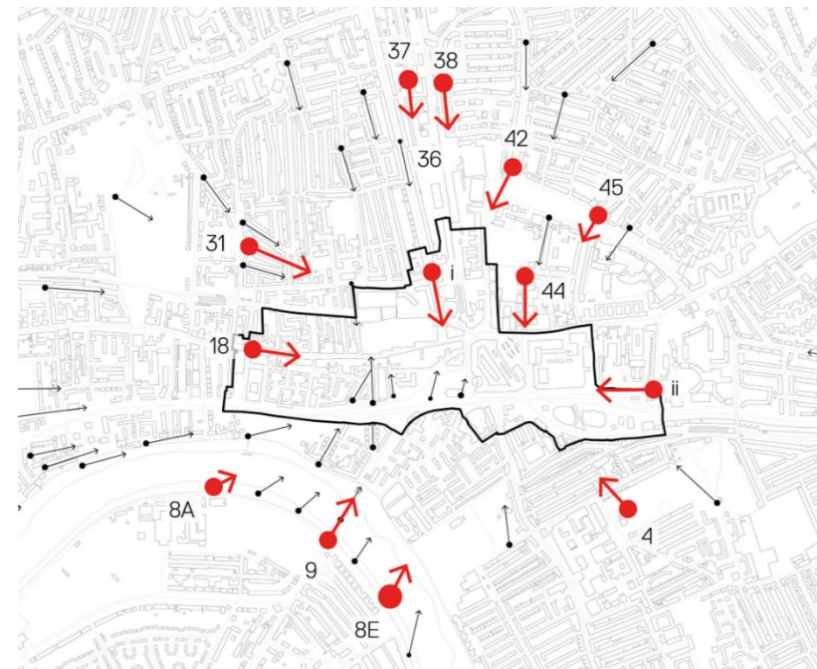
The townscape character of the borough is one of generally tight knit streets of domestic scale architecture with irregular street blocks. This urban form, together with effect of the borough's topography, places limitations on the appreciation of mid and long distance views across the area. However, the riverside and open spaces afford some important local key views.

Key Views

The council has identified key views and landmarks on the Policies Map and in the character profiles for the conservation areas. The views identified make a strong contribution to the character of the townscape in any specific location. The preservation of the essential qualities of any view, or indeed the enhancement of those qualities will be sought. The impact of any proposal on these views will therefore form the basis of any evaluation of a proposal affecting heritage assets and other areas of townscape sensitivity.

Views within the borough are key elements in determining the character of the townscape and contribute to the interest of areas. The council will seek to ensure that proposed development, due to its location, scale and massing, does not harm these views. The council will seek to ensure that

significant views in and out of conservation areas are not unacceptably harmed from new development such that the conservation area is preserved or enhanced. Development when viewed from open spaces and along the riverside has great prominence due to the openness of the location and should therefore be of the highest quality. The council will ensure that development which affects the River Thames pays due regard to the riverside's distinctive character, and is of a bulk, massing, scale and appearance which is appropriate to its surroundings.

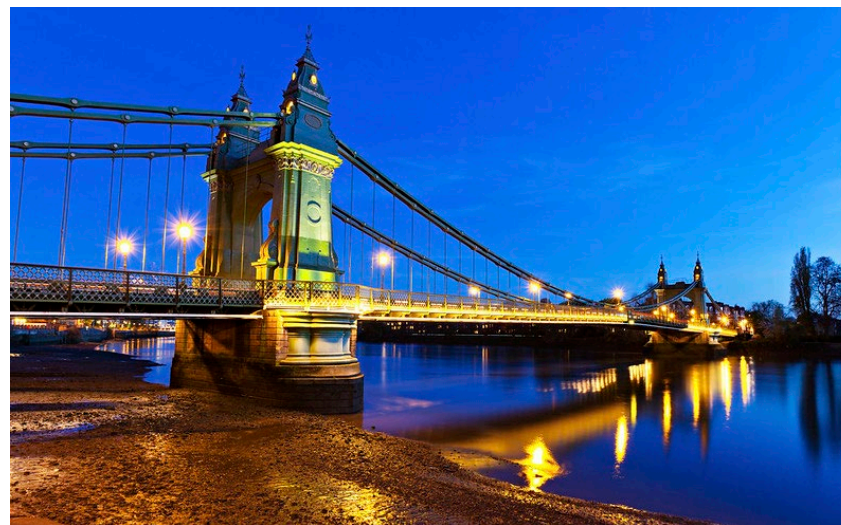


Riverfront views

The views afforded by the open nature of the riverfront are important in determining the character of each stretch of the riverside in the conservation areas, and will therefore be crucial in assessing the acceptability or otherwise of development proposals along the river's edge. In line with the London Plan (2016), the council has identified a number of views across and along the river which are important to the local scene, and which are to be protected. The council has included in this list of important views, all river edges of historical significance, corridor views of particular importance and views towards important landmarks. The views towards specific landmarks can be enjoyed from various viewpoints along the riverside. These views will vary in nature and content, as the viewpoint changes. Locations have been marked on the Policies Map which represent the longest viewing point towards each landmark.



Landmarks



The landmarks identified include bridges, areas of open space, and groups of buildings along a historic riverfront. All have strong links with the river, and it is important that their setting and relationship with the river is preserved. Bridges are particularly important landmarks. They subdivide the river, and help to define the character of each stretch. Furthermore, bridges are important vantage points and command extensive views along the riverside. The council is aware that the landmarks identified are also enjoyed in important views from outside the borough boundary, and will ensure that these are fully considered when assessing the impact of any development which may impact on these views.

POLICY DH7

HERITAGE AND CONSERVATION

The council will conserve the significance of the borough's historic environment by protecting, restoring and enhancing its heritage assets. These assets include listed buildings, conservation areas historic parks and gardens, the scheduled monument of Fulham Palace Moated site, unscheduled archaeological remains and buildings and features of local interest. When determining applications affecting heritage assets, the council will apply the following principles:

- a) the presumption will be in favour of the conservation, restoration and enhancement of heritage assets, and proposals should secure the long-term future of heritage assets. The more significant the designated heritage asset, the greater the presumption should be in favour of its conservation;
- b) applications affecting designated heritage assets, including alterations and extensions to buildings will only be permitted if the significance of the heritage asset is conserved or enhanced;
- c) applications should conserve the setting of, make a positive contribution to, or reveal the significance of the heritage asset. The presence of heritage assets should inform high quality design within their setting;
- d) applications affecting non-designated heritage assets (buildings and artefacts of local importance and interest) will be determined having regard to the scale and impact of any harm or loss and the significance of the heritage asset in accordance with the relevant test of the National planning Policy Framework alongside relevant statutory duties;
- e) particular regard will be given to matters of scale, height, massing, alignment, materials and use;
- f) where changes of use are proposed for heritage assets, the proposed use, and any alterations that are required resulting from the proposed use should be consistent with the aims of conservation of the asset's significance, including securing its optimum viable use;

- g) applications should include a description of the significance of the asset concerned and an assessment of the impact of the proposal upon it or its setting which should be carried out with the assistance of a suitably qualified person. The extent of the requirement should be proportionate to the nature and level of the asset's significance. Where archaeological remains of national significance may be affected applications should also be supported by an archaeological field evaluation;
- h) proposals which involve substantial harm, or less than substantial harm to the significance of a heritage asset will be refused unless it can be demonstrated that they meet the relevant test of the National planning Policy Framework alongside relevant statutory duties;
- i) where a heritage asset cannot be retained in its entirety or when a change of use is proposed the developer should ensure that a suitably qualified person carries out an analysis (including photographic surveys) of its design and significance, in order to record and advance the understanding of heritage in the borough. The extent of the requirement should be proportionate to the nature and level of the asset's significance;
- j) the proposal respects the principles of accessible and inclusive design;
- k) where measures to mitigate the effects of climate change are proposed, the applicants will be required to demonstrate how they have considered the significance of the heritage asset and tailored their proposals accordingly;
- l) expert advice will be required to address the need to evaluate and conserve archaeological remains, and to advise on the appropriate mitigation measures in cases where excavation is justified; and
- m) securing the future of heritage assets at risk identified on Historic England's national register, as part of a positive strategy for the historic environment

Planning [listed buildings and conservation areas] act 1990 sets out the principal statutory duties which must be considered in the determination of any application affecting listed buildings or conservation areas. The Act requires local planning authorities to:

- Have special regard to the desirability of preserving the [listed] building or its setting or any features of special, architectural, or historic interest which it possesses
- Pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

Heritage assets

Hammersmith and Fulham has maintained a much-valued built heritage, much of which falls within the borough's 45 designated conservation areas (as shown on the Policies Map) In many of these areas, the street provides a sense of scale and the setting for the consistent terraces of uniform architectural design. Within the borough, there are over 500 statutory Listed Buildings and approximately 2,150 locally designated Buildings of Merit, as well as a number of archaeological priority areas and the ancient monument of the Fulham Palace moated site. The heritage assets make an important contribution to the townscape character of the borough.

Heritage assets are a non-renewable resource. Proposals should therefore actively avoid harm and promote developments that reconcile heritage significance with economic and social aspirations to achieve sustainable development.

Conservation and development

New development should have a good relationship with the character of the surrounding historic context. The character of a conservation area will be derived from the individual buildings within it, their relationship to each other, and the spaces between them; from the townscape in its broadest sense, and from the interrelationship between the public realm, open spaces and the built form. The character of the conservation area may be uniform, or, in larger conservation areas, may vary within its boundaries. The character may also be defined by its land uses and by its archaeological potential.

The special character of the conservation areas makes it essential that new development accords with their special architectural and visual qualities. The character profiles produced for the borough's conservation areas will assist in interpreting the scale, massing, height and alignment of development and also the finer grain elements such as vertical and horizontal rhythms, materials and decorative or architecturally important features. Reference will also be made to street building lines and local building traditions where appropriate. New buildings will not necessarily be required to copy their older neighbours, although there will be

places where a facsimile development will be appropriate. The aim should be to promote high quality design which contributes positively to the area, harmonising the new development with its neighbours in the conservation area. Valued historic assets can inform contemporary high quality design.

Listed Buildings

The council will protect its listed buildings from demolition or harmful alteration and from development which has a harmful impact on their setting. No specific powers other than normal planning controls are available to regulate the use to which listed buildings are put, but the council considers that it is important that these buildings should not be used in a manner which is harmful to their character. Changes of use of listed buildings often require internal and external alterations that may affect the significance of the heritage asset. It will therefore take every opportunity to persuade those involved to co-operate in finding appropriate uses and may in certain circumstances be prepared to allow a use that would not normally be approved on other policy grounds, provided this will protect the character of the building. The council expects the owners and/or users of listed buildings to play their part in their upkeep, and will use its legal powers to ensure proper maintenance of buildings and their settings.

The council will work with Historic England to maintain the Heritage at Risk Register and reduce the number of heritage assets at risk in the borough.

The council wishes to promote simple and uncomplicated access, into and around listed buildings. The goal is for disabled people or people with mobility problems to use the property in the same way as everyone else. This will call for creative and sensitive solutions, however there may be cases where a compromise solution is necessary. The council will refer to guidance from Historic England to help determine applications where appropriate.



Buildings of merit

There are many buildings in the borough, in addition to the listed buildings, which are of merit, and which contribute to the

character of the locality because of their townscape value, architectural quality or historic associations. Many of these buildings and artefacts are included in a Local Register. Most buildings on the register have been selected through external inspection on the basis of their architectural character and/or their contribution to the visual quality of the street scene. However, there may be instances where the interior of the buildings is valuable. Proposals to add to, or in exceptional cases remove, buildings from the Local Register will be considered as and when appropriate and in consultation with the relevant amenity societies. Furthermore, the council may recommend that particular buildings on the Local Register should be added to the Statutory National List of Buildings of Special Architectural or Historic Interest.

Locally important buildings are of value in terms of townscape, architectural or historic interest. The council will seek to preserve in a manner appropriate to their significance. Any alterations should only be carried out in a way that respects the scale, character and materials of the building

Archaeological priority areas

There will be a presumption against proposals which would involve significant alteration of, or cause damage to, or have a harmful impact on the setting of Archaeological Remains of National or Local Importance, whether scheduled or not.

Applicants will be required to arrange for archaeological field evaluation of any such remains within the archaeological

priority areas defined on the Policies Map before applications are determined or if found during development works in such areas or elsewhere. Proposals should include provision for the remains and their settings to be protected, enhanced or preserved. Where it is accepted that physical preservation in situ is not possible or not merited, planning permission may be subject to conditions and/or formal agreement requiring the developer to secure investigation and recording of the remains and publication of the results. It is therefore important for developers to consult Greater London Archaeological Advisory Service (GLAAS) at an early stage.

Further guidance on archaeological priority areas can be found on the Historic England website. New buildings will normally destroy any archaeological remains and therefore these should be excavated by a qualified archaeological unit before work commences. This is because the context of any archaeological find is an essential part of the historical value of any remains. The council considers it is reasonable for a person threatening part of the community's heritage to fund adequate excavation, the subsequent academic and popular reports, as well as publicity both for the excavation and the reports. The council will encourage developers to inform local archaeological societies of the start of any archaeological excavation and to make arrangements for public viewing of excavations in progress, wherever possible, and for subsequent analysis, interpretation and presentation to the archaeological and amenity societies and the public of any archaeological results and finds.

POLICY DH8 ADVERTISEMENTS

The council will require a high standard of design of advertisements, which should be in scale and in keeping with the character of their location and should not have an unacceptable impact on road safety.

The council will resist excessive or obtrusive advertising and illuminated signs which adversely affect the character and appearances of the neighbourhood or the site/building, residential amenity or public safety. The design of advertisements should be appropriate to their context and should generally be restrained in quantity and form.

Illuminated signs will be resisted where there is an impact on the designated SINC sites (Sites of Importance for Nature Conservation). Illuminated signs will not be allowed where there is an impact on designated “low-light areas” as shown on the Policies Map. All applications for illuminated signs must comply with Policy CR13 Light Pollution.

Advertisements should normally be located at ground floor level and in the case of shopfronts and commercial buildings, relate to the commercial zone of the street frontage and the architectural design of the facade.

Hoardings and other large advertisements, such as digital screens, will be acceptable where they are of an appropriate scale with their surroundings and where they do not have a detrimental impact on areas sensitive to visual impact such as heritage assets or their settings, residential properties, open spaces or waterside land.

Advertisements on scaffold shrouds will be permitted where the advertisement would not impose a detrimental impact on the building, street scene or on heritage assets in terms of their size, height or illumination; and where the advertisement would not be harmful to residential amenity or public safety. Where advertisements on scaffold shrouds are considered to be acceptable, they should be accompanied by a 1:1 photographic depiction of the existing building and only be displayed for a limited period related to the reasonable duration of the repair or refurbishment works.

Impact of advertisements

The display of an advertisement can have a considerable impact on the visual amenity of the street scene if its size, design and siting are handled insensitively. The council takes the view that any advertisements requiring consent should not adversely affect the character and visual amenity of individual buildings and streets. This will be particularly important where advertisements affect the borough's heritage assets or their setting. There is one area of special advertisement control in the borough, namely the Mall Conservation Area.



All forms of advertisements displayed above ground floor level would in many circumstances result in visual clutter in the street scene and detract from the architectural composition and scale of the buildings to which they relate. Further detailed guidance for shopfronts and advertisements in conservation areas will be provided as part of a Supplementary Planning Document.

Shrouds

Advertisement shrouds are when commercial advertising forms part of a protective screen secured on scaffolding to screen buildings works being carried out. Buildings that are being renovated or undergoing major structural work and require scaffolding or netting around them, may be considered suitable for temporary advertisement shrouds.

Advertisement shrouds on heritage assets will only be acceptable where the revenue generated directly contributes to the restoration of the heritage asset. In order to avoid premature or prolonged periods of display, which could be harmful to amenity, the council will require evidence of a signed building contract where the display of an advertisement shroud is linked to building works. Where planning permission for building works is required, consent for an advertisement shroud will only be granted once planning permissions has been granted and all pre-commencement conditions have been discharged.

POLICY DH9

TELECOMMUNICATIONS AND DIGITAL CONNECTIVITY

Development proposals should accord with London Plan Policy SI 6 Digital Connectivity Infrastructure and will be supported where they ensure access to wired and wireless technologies, including generation mobile technology (such as 5G) and full fibre broadband connections to deliver the highest speeds to provide a wide range of services.

- 1. New development that supports the expansion of telecommunications networks will be supported but should avoid any detrimental impact on the local townscape. Proposals for telecommunications development should meet the following criteria where applicable:**
 - a) the proposed apparatus and associated structures should be sited and designed in order to integrate successfully with the design of the existing building where applicable, and thereby minimise its impact on the external appearance of the building;
 - b) the siting and appearance of the proposed apparatus and associated structures should be compatible with the scale and character of existing development, their neighbours and their setting, and should minimise impact on the visual amenity, character or appearance of the surrounding area;
 - c) the siting and appearance of the apparatus and associated structures should not have an unacceptable impact on heritage assets or their settings;
 - d) The siting and appearance of the apparatus and associated structures should not have an unacceptable impact on the streetscene or on areas of open space and should not increase street clutter or obstruct pedestrian movement; and
 - e) where appropriate, proposed apparatus and associated structures should share locations where there is an existing facility.

Existing essential utilities and telecommunications infrastructure will be protected from development unless it can be demonstrated that it is no longer required or will be adequately relocated.

2. Telephone Kiosks

The council will support the removal of telephone kiosks where it can be demonstrated that these are no longer required or can be relocated to a more appropriate location and will result in the decluttering of the street scene. When determining applications for new kiosks, the council will consider:

- a) whether the kiosk would create an impediment to pedestrian movement and circulation, including when the kiosk is in use;
- b) the design and location of the kiosk allows for inclusive access; and
- c) whether the design and location of the kiosk would result in an increase in anti-social behaviour and crime;

Digital connectivity

Our aim is for Hammersmith & Fulham to be a more digitally inclusive borough; a place where residents have access to the digital skills, devices and support they need to achieve their aspirations. Digital connectivity is considered an integral part of the success of most business operations and individual lifestyles. The London Plan (2021) sets out the ambition that London should be a world-leading tech hub with world-class digital connectivity that is fast and reliable.

Hammersmith & Fulham (LBHF) has a Digital Inclusion Strategy aimed at addressing barriers to digital access and participation for residents. The strategy is co-produced with residents, the Voluntary and Community Sector (VCS), and stakeholders to ensure a coordinated approach to digital inclusion efforts across the council and the borough.

The council will support the expansion of telecommunications and digital networks, especially where this results in improvements to accessibility and supports innovation, whilst at the same time minimising any detrimental impacts on the visual amenity of the boroughs townscape.



Telephone kiosks

Traditional telephone kiosks are now largely redundant and cause unnecessary cluttering of the public realm, while also functioning as a facilitator for crime and anti-social behaviour. The council will support the removal or relocation of these kiosks where possible.

POLICY DH10

BASEMENTS AND LIGHTWELLS

New basements, lightwells and extensions to existing basements will only be permitted where they:

- a) do not extend into or underneath the garden further than 50% of the depth of the host building measured from the principal rear elevation;
- b) do not extend into or underneath the garden further than 50% of the depth of the garden;
- c) are designed to avoid the loss of amenity space;
- d) are set back from neighbouring property boundaries where they would extend beyond the footprint of the host building;
- e) do not comprise more than one storey. Exceptions may be made on large sites;
- f) do not result in an unacceptable impact on the amenity of adjoining properties or on the local, natural and historic environment during and post construction;
- g) are designed to minimise the risk of flooding to the property and nearby properties from all sources of flooding;
- h) include a minimum of one metre of soil above any part of the basement beneath a garden;
- i) ensure that the basement helps reduce the volume and flow of surface water run-off through appropriate use of SuDS and will provide active drainage devices to minimise the risk of sewer flooding;
- j) ensure that lightwells at the front or side of the property are as discreet as possible and allow the scale, character and appearance of the property, street or terrace to remain largely unchanged;
- k) are designed to safeguard the structural stability of the existing building, nearby buildings and other infrastructure;
- l) provide a Construction Method Statement (CMS) (carried out by a qualified structural or civil engineer) to be submitted with planning applications for all basement projects; and
- m) provide a construction traffic management plan as part of the CMS to ensure that traffic and construction activity does not cause unacceptable harm to pedestrian, cycle, vehicular and road safety.

New self-contained basement flats will not be permitted in the Environment Agency's Flood Zone 3 areas where there is a risk of rapid inundation by flood waters in the event of a breach of the river's flood defences, unless a satisfactory means of escape can be provided.

For the purposes of this policy, a basement is considered to be a floor of a building which is partly or entirely below ground level. A ground or lower ground floor with a floor level partly below the ground level (for example on a steeply sloping site) will therefore generally be considered basement development.

Size of Basements

The council recognises the benefits of new residential basement and lightwells in meeting housing needs and residents aspirations. It will permit basements but subject to a number of criteria being met, that will safeguard the quality of life. The council will allow extensions of houses and flats into the basement below the building, providing there is no adverse impact on the amenity of neighbouring properties (such as flooding) or negative impact on the street scene due to the need for the provision or alteration of lightwells.

The policy criteria states that basements should not exceed 50% of the garden area and not exceed 50% of the depth of the host building. Restricting the extent of basement excavations to any approved extension and limiting the depth of excavation to a single storey will help to limit the extent and duration of construction. This will help to reduce the impact of basement construction on local residents. This criterion applies to the front garden, the rear garden and gardens to the side of the property individually, rather than calculated as an aggregated garden area for the whole property. The unaffected garden must be in a single area and where relevant should form a continuous area with other

neighbouring gardens. Sufficient margins should be left between the site boundaries and any basement construction to sustain growth of vegetation and trees.

On large sites, basements of more than one storey may be permitted in certain circumstances. These will generally be new developments of the size of an entire or substantial part of an urban block. They should be large enough to accommodate all the plant, equipment and service requirements associated with the development within the site, and offer more opportunity to mitigate construction impacts and carbon emissions on site. These schemes will be expected to provide appropriate evidence to demonstrate to the Council's satisfaction that the development does not harm the built and natural environment or local amenity or increase flood risk. For the purposes of this policy, large sites are considered to be:

- new major developments, for example schemes which comprise 1000m² additional non-residential floorspace or 10 or more additional dwellings;
- developments the size of an entire or substantial part of an urban block.

There may be a specific need for double basements for some commercial developments. Where these are a double basement is proposed as part of these schemes, applicants will be expected to demonstrate the need for a double

basement and have explored all other alternatives. These cases will be assessed on a case-by-case basis.

A 'single storey' basement is considered to be one that cannot be subdivided in the future to create additional floors. It is generally about 3 to 4 metres floor to ceiling height but a small extra allowance for proposals with a swimming pool may be permitted.

Flood Risk

It is important that proposals for new or extended basements provide clear evidence that demonstrates that there is no adverse effect on surface water drainage, the sewers and/or on groundwater flows. Opportunities should be taken to integrate sustainable drainage systems (SuDS) such as vegetation and permeable surfaces to help to control surface water runoff. Water butts can also be used to collect rainwater for later re-use. Where proposals cause the loss of vegetation, this can also affect the character of conservation areas and planted rear gardens, thereby impacting on privacy, shade and biodiversity. Therefore, where any part of a basement is constructed below a garden, a minimum of one metre of topsoil should be provided above it to promote infiltration and allow for planting. In areas at risk from flooding, new self-contained basement dwellings will not be permitted where they are at risk of rapid inundation by flood waters in the event of failure or breach of flood defences and where no adequate means of escape can be provided because of the risk to life in the event of a flood. Any new basement that is below street

level should be designed to reduce flood risk and to minimise any impact from flooding from any source. To protect against sewer flooding, developments must include the provision of a pumped solution or 'active drainage devices' incorporating non-return valves to prevent water entering a property from drains and sewers.

Construction and Demolition

Basement excavation often raises concerns about the structural stability of adjacent properties because of works to party walls and foundations, in particular. These issues may be properly dealt with by means of a party wall agreement under the Party Wall Act 1996. However, the council wishes to encourage good neighbourliness and avoid planning applications which cannot be implemented due to the lack of agreement between the applicant and the owners of neighbouring properties or land instability. The NPPF places significant weight on ground conditions, land stability and local environmental issues as material considerations in determining planning applications. Therefore, the council requires applicants to submit a Construction Method Statement (CMS) (carried out by a qualified structural or civil engineer) with the planning application and to make the statement available at the same time to neighbouring owners to demonstrate that the development accords with the policy.

The level of information required will be appropriate with the scale, nature and location of the scheme. Basement construction can cause nuisance and disturbance for

neighbours and others in the vicinity, through construction traffic, parking suspensions and the noise, dust and vibration of construction itself. The applicant must demonstrate that these impacts are kept to acceptable levels under the relevant acts and guidance, taking the cumulative impacts of other development proposals into account. Every effort must be made to locate the building compound and the skip on site or in exceptional circumstances in the highway immediately outside the application site.

A construction management statement will be required to be submitted with the application for basement projects and would be expected to cover:

- appointment of appropriately qualified civil or structural engineer;
- a report outlining the ground and hydrological conditions of the site and dealing with groundwater flow ensuring structural stability during excavation and demolition;
- temporary propping/temporary works and construction works, minimising disturbance
- drilling of boreholes;
- impact on trees;
- sequence of temporary works to minimise the effect on neighbours and management of water flow;

- consideration of related cumulative impacts;
- professional verification of works safeguarding amenity: noise vibration and dust from construction work; and
- construction traffic management plan.

Lightwells

It is very important to minimise the visual impact of lightwells, roof lights, railings, steps, emergency accesses, plant and other externally visible elements. Care should be taken to avoid disturbance to neighbours from light pollution through roof lights and other forms of lighting.

Introducing lightwells where they are not an established and positive feature of the streetscape can harm the character or appearance of an area. Where external visible elements are allowed, they need to be sensitively designed and sited, respecting the existing character and appearance of the building, streetscape and gardens in the vicinity.

Lightwells should seek to retain as much external amenity space as possible. Excessively large lightwells will not be permitted in any garden space.

POLICY DH11 INCLUSIVE DESIGN

All development proposals should meet the highest standards of accessibility and inclusive design to ensure that buildings, public spaces/public realm; alongside private amenity spaces are safe and easy to use by all. All development should:

- a) provide safe and level access to buildings, ensuring that internal facilities, and communal areas are accessible by all.
- b) provide car parking spaces for blue badge holders in accordance with Local Plan Policy T4 and relevant British Standards.
- c) provide safe access to public transport from building entrances to key infrastructure, such as tube/railway stations, bus stops and cycle infrastructure.

Development proposals which trigger the submission of a Design and Access Statement should include an Inclusive Design statement either as part of this document, or as a standalone document.

Housing Developments

Major housing developments should ensure that the development complies with Local Plan Policy H05 (Accessible housing), of the Local Plan and delivers the required levels of accessible and adaptable housing, in accordance Part M of the Building Regulations. For all housing developments, including provision of specialist accommodation, such as residential care homes or extra care accommodation, internal circulation, communal areas/services and external amenity spaces should be designed for the needs of future occupiers and specific user groups, providing safe access, circulation and egress of all residents during the occupation of the building.

Publicly Accessible Developments

All developments that allow for access by the general public, including new build developments, or change-of-use, extensions or alteration to an existing commercial premises should:

- provide Level access entrance thresholds, relevant circulation areas, accessible and internal/external communal areas, provision of appropriate lift and sanitary facilities, to maximise use and opportunity for all.
- ensure new and replacement shopfronts provide level access for all and ensure that any ancillary functions, such as ATMs and external counter services are designed to be inclusive and accessible.

Extensions and alterations to existing properties

Extension and alterations to existing properties, including those with heritage designations should provide inclusive access to both internal and external spaces. The council will expect that due regard is given to the significance of such assets in the provision of inclusive access for all.

Public realm and new public/private spaces

Where new developments provide open spaces, either as public spaces or private amenity/ play space these spaces should:

- ensure inclusive access by all user groups, including spaces for children, multigenerational use, and providing safe spaces for women and girls.
- provide landscaping, materials, lighting and wayfinding to assist the safe and legible function of buildings and spaces by a range of user groups

Inclusive Design Review Panel

For major developments, applicants will be expected to undertake engagement with residents to ensure that development meets the needs of all future users and occupiers. As part of this engagement, the council will encourage applicants to engage with the council's Inclusive Design Review Panel (IDRP) as part of the design review process to ensure inclusive design.

Inclusive design makes places usable by everyone, regardless of age, ability and circumstance, based on the principle that designing for the widest range of people creates better designs and benefits everyone. The way places are designed affects our ability to move, see, hear and communicate effectively.

The council expect that all development will achieve high quality and inclusive design for all development, including individual buildings, public and private spaces and wider regeneration schemes.

The needs of disabled people should be considered at the earliest stages of planning a development. This should include consideration at the concept design stage to completion and occupation.

Design solutions

The consideration of different needs for different groups and barriers to inclusion should be considered as early as possible within the design process. Applicants are encouraged to use creative design solutions that integrate inclusive features. Many of these features can improve accessibility for multiple groups – for example, parents with children in pushchairs or people carrying heavy shopping benefit from many of the same features that are essential for wheelchair users.

New development should contribute to an inclusive and legible built environment. Developments should include good

demarcation of different parts of the public realm or a building. Relatively simple design interventions, such as the use of colour, tonal and textural contrast, can result in positive differences for people with impaired vision, and improve ease of use, comprehension and understanding regardless of physical or cognitive abilities.

Inclusive design review panel

Applications for major development will be expected to engage with the local community to ensure that development meets the needs of future occupiers and users. The council will encourage applicants to make engage with the council's Inclusive Design Review Panel (IDRP). The IDRP is a resident-led panel set up and managed by the council to provide advice on planning applications and help the Hammersmith and Fulham become the most accessible borough in England, using inclusive design principles.

The IDRP focuses on applications that include:

- major developments with 10 or more housing units
- major office developments
- public buildings e.g. schools and colleges, hospitals, GP surgeries, theatres, community centres and sports facilities
- public open space (e.g. around housing developments, public buildings, offices, hotels).

Open space and biodiversity



POLICY OB1 OPEN SPACE AND PARKS

- 1. The council will protect, enhance and increase the provision of open space and will seek to improve access to public open space in the borough and reduce open space deficiency by:**
 - a) Resisting any loss of designated and non-designated open space in the borough.
 - b) Improving the quality of and access to existing and new parks and open spaces, particularly in areas of public open space deficiency.
 - c) Securing improvements to open spaces, including provision for children's play, sports facilities where opportunities arise, from all developments that create an additional demand for open space. Where this is not viable, S106 contribution will be required for off-site provision or enhancement to existing open spaces.
 - d) Requiring major development schemes to provide a mix of new public and private open space on-site. New open space in major development will need to:
 - i. Be accessible, inclusive and of high quality
 - ii. Be in proportion to the scale and nature of the development
 - iii. Provide outdoor recreational facilities including playgrounds and gyms
 - iv. Integrate play and space for informal recreation
 - v. Incorporate soft landscaping and sustainable drainage systems (SuDS)
 - vi. Contribute to biodiversity as per Policy OB2
 - vii. Integrate food growth opportunities as per Policy OB6
 - e) Supporting new open space provision in Regeneration and Opportunity Areas such as White City, Earls Court, West Kensington and South Fulham Regeneration Area.

- f) Resisting development proposals that will have an adverse impact on the environmental and open character, appearance and function of open spaces and would reduce the overall amount of green cover in the borough.
- g) Resisting the loss of areas of amenity green space around housing estates, educational facilities and other green space of local and borough wide importance.

2. Proposals for new public open space will need to be designed so they:

- a) Are fit for purpose and function.
- b) Are of a high quality and compatible with the surrounding landscape, and townscape character.
- c) Integrate with the drainage network to mitigate the effects of climate change and significant rainfall events.
- d) Are clearly defined as public or private space.
- e) Provide an improvement to wildlife habitat.
- f) Provide a range of recreational and outdoor activities including playgrounds, gyms and sport pitches for users of all ages; and
- g) Integrate appropriate landscaping maximising planted beds and trees.

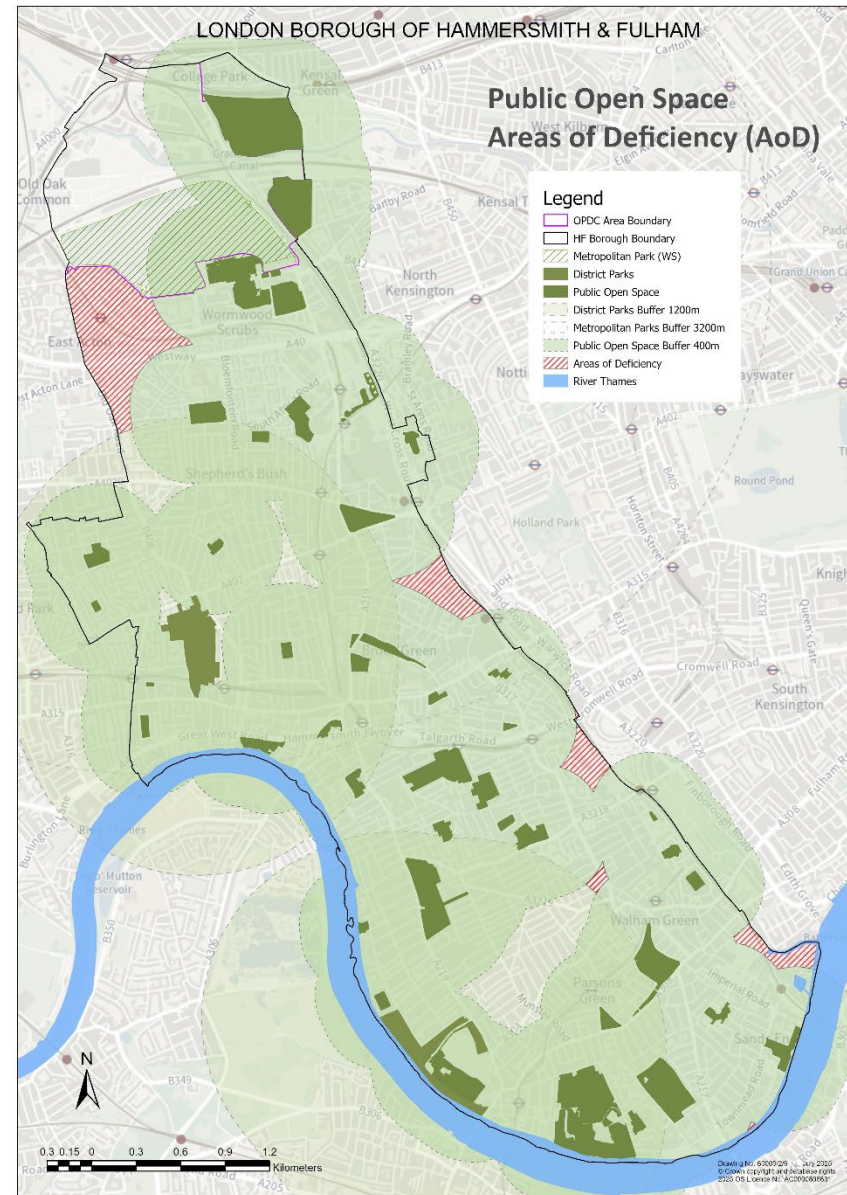
Open space, and access to high quality open space, is important because of the contribution it makes not only to the health and wellbeing of communities, but also to alleviate climate change, to mitigate the effects of floods, and to improve biodiversity habitats and networks.

Hammersmith and Fulham is a densely populated borough, where the provision of open space is limited due to the increasing development pressure. Environmental pressures will grow as the borough urbanises, impacting air quality, noise pollution, and access to green space. Maintaining and expanding the borough's parks and open spaces will be vital to supporting public health, social cohesion, and climate resilience.

Types of open spaces

There are a variety of types and sizes of open spaces in the borough including parks, playing fields, sports pitches, outdoor sporting facilities, cemeteries and churchyards, amenity space, allotments, nature conservation areas and play areas.

The Open Space Audit 2025 identifies all type of open space in the borough and shows how important open space is for people's quality of life, clean air, biodiversity, sports and recreation for young people. Open spaces provide opportunities for people to exercise, to take part in outdoor sport and recreation and which enhances the health of local



people. It is therefore important to maintain open spaces for the benefit of the community and involve local communities in the use of such spaces.

The Open Space Audit 2025 also identifies deficiency areas where the need of open space is crucial to reduce inequalities in the borough. In those specific areas the Council will seek to improve the quality of existing open space where feasible and require the creation of new parks and open spaces as part of new development.

Protection of open space

The council is committed to protect all open space across the borough and reduce open space deficiency by resisting any development on existing open space particularly those spaces of local and borough wide importance that contribute to biodiversity and habitats creation and enhancement as well as promoting health and wellbeing, and sustainable communities.

Policy OB1 has a general presumption against development proposals that will have an adverse impact on the environmental and open character, appearance and function of existing open spaces and would reduce the overall amount of green cover in the borough. When assessing applications the council will also take into account the open space designation in accordance with Open Space hierarchy and the level of importance.

New open spaces

It is anticipated that development in the borough will lead to increased use and pressure on our existing open spaces. As a result, the council aims to secure sufficient open space with the capacity to accommodate the additional demand arising from new development (including changes of use). Whenever feasible, the Council will prioritise on-site open space provision within new developments. In the Regeneration and Opportunity Areas such as White City, Earls Court, West Kensington and South Fulham Regeneration Area the council will support the provision of new open space proportionally to the scale of the development and the identified need in the locality.



When assessing proposals for new open space, the Council will consider the integration of appropriate landscaping and the suitability of the space in relation to its site characteristics and local context. Landscaping should incorporate natural elements such as trees, planted beds, rain gardens, and other green infrastructure that enhance the public realm and contribute to climate resilience. The inclusion and maximisation of trees and planted beds is strongly encouraged due to their wide-ranging public benefits, including canopy cover, improved air quality, soil stabilisation, shade provision, and cooling, key factors in mitigating the impacts of climate change. Planted beds and rain gardens also increase permeable surface, improve drainage, and support biodiversity. Further guidance on planting is provided in the Urban Greening section Policy OB3.

New open space should be inclusive and accessible, designed to be easy to use by people of all ages and abilities. They should be fit for purpose and offer a variety of recreational and outdoor activities, such as playgrounds, outdoor gyms, and sports pitches. Proposals should also prioritise the creation and enhancement of wildlife habitats, tree planting, and the integration of sustainable drainage systems (SuDS), in line with the borough's climate and ecological objectives.

There will be cases where developments create an additional demand for open space, but such provision will be not viable on-site. Where it is demonstrated to the Council's satisfaction that on-site provision is not feasible, the Council will seek

other forms of open space contribution including securing improvements to existing open spaces through Section 106 planning obligations, to ensure that the additional demand a development places on existing open spaces is met.

The council has designated an open space hierarchy that responds to the variety of parks and open spaces in the borough, including strategically important open space, namely Metropolitan Open Land (MOL), and open spaces of borough-wide and more local importance (see Policies Map and Appendix 3). Overlapping with this hierarchy are those sites which have particular nature conservation interest (Sites of Importance for Nature Conservation -SINC) which are classified as of metropolitan, borough-wide and local importance (Appendix 4).

POLICY OB2 BIODIVERSITY

The council will seek the retention and enhancement, the creation and restoration of biodiversity in the borough by:

- a) Protecting existing Sites of Importance for Nature Conservation (SINC), Local Nature Reserves (LNR), priority habitats and species and other features of biodiversity value such as wildlife corridors, parks and open spaces.
- b) Requiring all major schemes, and those that have the potential to impact biodiversity and designated sites, to prepare an Ecological Impact Assessment (EclA) demonstrating how any impacts on biodiversity will be avoided or mitigated and how biodiversity enhancements will be maximised. Where mitigation measures are proposed these should be delivered on-site, unless it can be demonstrated to the Council's satisfaction that this is not achievable.
- c) Requiring all developments subject to Biodiversity Net Gain to deliver at least 10% as per legislation and secure this for 30 years. This will be achieved by:
 - i. maximising BNG, calculated using the up-to-date national statutory biodiversity metric and submitting a Biodiversity Gain Plan.
 - ii. ensuring that gains are provided onsite, though offsite provision may be considered in accordance with the biodiversity gain hierarchy.
 - iii. ensuring the provision is consistent with the Local Nature Recovery Strategy.
 - iv. securing and monitoring delivery of BNG through a habitat management and monitoring plan and legal agreement
- d) Ensuring that all development contributes to enhancing and restore biodiversity and protects existing site ecology.
- e) Placing emphasis on measures that enhance and support biodiversity in meeting the Urban Greening Factor (See policy OB3) and SUDs delivery and planting.

- f) Supporting developments on the riverside that facilitate river habitat restoration and enhance biodiversity using guidance provided by the estuary edges project: [Home - Estuary Edges](#).
- f) Recognising and protecting the biodiversity value offered by gardens. Protecting back, front and side gardens from new development and encouraging de-paving and wildlife friendly planting over front and back gardens.
- g) Protect urban and natural environment from invasive species by requiring developers to not introduce any of invasive species in new development and remove any existing invasive species on site.
- h) Requiring all developments to have at least a 50% native species planting mix.

Where adverse impacts from development on biodiversity cannot be avoided measures must be taken to ensure that they are appropriately managed to reduce and /or mitigate any disturbance to wildlife as appropriate. These measures should be included as part of a planning application and a monitoring schedule agreed at the time of planning permission.

Nature provides us with a variety of environmental, social, cultural, educational, health and recreational benefits. Hammersmith and Fulham is home to a network of valuable natural assets, including designated Sites of Importance for Nature Conservation (SINCs), Local Nature Reserve sites and other areas with habitat value such as parks and open spaces, ecological corridors along the rail track and waterways. These green and blue elements make a great contribution towards supporting and increasing habitats and species protected under UK and international legislation. However, over the years, biodiversity in the UK has declined due to a range of factors, including urbanisation, the use of chemicals, agricultural and industrial land use, and improper waste disposal among other pressures. The Council declared a Climate and Ecological Emergency in 2019 with the aim of reaching net zero carbon emission by 2030 and protecting and restoring habitats and species to increase biodiversity and tackle climate change.

There are 31 Sites of Importance for Nature Conservation in the borough, which are designated according to their spatial significance and quality. A review of SINCs has been recently undertaken to inform the preparation of the Local Plan.

There are Local Nature Reserves, identified in Wormwood Scrubs, to the north of the borough in the OPDC area, which provide opportunities for habitats and species enhancement as well as for local residents to access and engage with nature and wildlife. To the south of the borough, aquatic habitats are prevalent due to the presence of the River

Thames, featuring intertidal substrate foreshore and mudflats. It is a council priority to support the inclusion of ponds and other blue infrastructure wherever possible as all natural freshwater rivers in the borough have been historically culverted which means there is limited freshwater habitat throughout the majority of the borough. Elsewhere, the borough supports several sites of deciduous woodland, as well as wood-pasture and parkland habitats, with the largest Open Space located at Wormwood Scrubs, which contains both of these habitat types. Wormwood Scrubs has been recommended to be upgraded to a SINC site of Metropolitan Importance and has had the central meadow section designated as a Local Nature Reserve in 2025 recognising its



importance for wildlife in London. Additionally, a few smaller sites with traditional orchards are found in the central and northern parts of the borough.

The Greenspace Information for Greater London CIC (GIGL) contains archives of protected and notable species within Hammersmith & Fulham, including those species protected by the Wildlife and Countryside Act 1981 and under Section 41 of the Natural Environment and Rural Communities Act 2006).

Hammersmith & Fulham is also home to London's largest network of Tiny Forests, with 6 dense, fast-growing woodlands across the borough. These are found at Hammersmith Park,



Normand Park, Eelbrook Common, Frank Banfield Park, Wormholt Park and Norland Open Space.

Habitats and species will potentially face increasing pressures from future development within the borough, with the potential for negative impacts on the wider ecological network. This may include a loss of habitats and impacts on biodiversity networks, which may be exacerbated by climate change. To maintain and improve the condition of biodiversity in the future, it will be important to not only protect and enhance important habitats, but also the connections between them. It will be crucial to effectively coordinate the delivery of new development to ensure that opportunities to improve green infrastructure and ecological corridors are maximised within the borough.

Ecological Impact Assessments

The Council will require any scheme that have the potential to impact priority species, habitats and designated sites, for example, if there is potential for bat species to be roosting in the buildings, to be supported by a comprehensive Ecological Impact Assessment (EclA). Developers can seek advice as whether this may be the case during pre-app stage from the LPA, or by consulting an external ecologist.

Where development is proposed that will indirectly impact on biodiversity through noise, light shading, planting and increased human presence, the Council will require developers to demonstrate how any adverse impacts on biodiversity can be avoided or mitigated. The Council will expect developments to demonstrate how habitats providing

multiple functions can be maintained in a way that optimises their environmental benefits.

Biodiversity Net Gain

All development will be expected to demonstrate that biodiversity has been fully integrated into the design and development of their scheme from an early stage. The layout and type of habitats proposed should consider the role of the site as opportunity to enhance connections to nature sites and wildlife corridors.

The Environment Act 2021, through schedule 14, introduced provisions for Biodiversity Net Gain. As per legislation, BNG requires all development that qualify for it, to provide a minimum 10% net gain in biodiversity, calculated using the Biodiversity Metric tool.

The delivery of BNG will vary depending on the site. For example, it is possible that on some sites BNG will not require any up because there is either zero or minimal existing habitat, while other sites may have potential to deliver gains significantly above the 10% threshold. Regardless of the specific BNG requirements of each site, all eligible developments must apply and provide evidence for their calculations. The Council may seek to negotiate nature and biodiversity enhancements where opportunities exist. These enhancements are not a requirement under BNG and are only considered where appropriate, to support ecological uplift in areas that currently lack habitat.

To ensure that developments deliver a quantifiable net gain, detailed biodiversity gain plans must be approved for any eligible development. Furthermore, any significant or notable gains must commit to the 30-year maintenance period and therefore must be detailed and secured by habitat management and monitoring plans (HMMPs) and a legal agreement (S106 or conservation covenant). Provisions for BNG related fees will be incorporated into the next stage of the plan (Regulation 19).

All development will be expected to follow the Biodiversity Gain Hierarchy and demonstrate that biodiversity has been fully integrated into the design and development of their scheme from an early stage. The layout and type of habitats proposed should consider the role of the site as opportunity to enhance connections to nature sites and wildlife corridors.

Wildlife friendly

Invasive species are plants, fungi and animals that have been introduced to an area outside their natural range and cause ecological, economic or social harm.

Where sites are proposed for redevelopment, developers should identify the presence of invasive species at an early stage and set out appropriate measures to remove any presence of invasive species and prevent their spread during and after construction. As a benchmark, 50% of total planting should be native species and 50% species of recognised value to biodiversity, such as those on the Royal Horticultural

Society's 'Plants for Pollinators' list. In particular, invasive non-native plants can outgrow native vegetation, disrupt local ecosystems, and lead to long-term biodiversity loss. Under Section 14 of the Wildlife and Countryside Act 1981, it is an offence to plant or otherwise cause to grow in the wild any species listed in Schedule 9 of the Act. Developers must ensure compliance with this legislation, including the control and, where appropriate, the eradication of listed invasive species.

To protect the borough's urban and natural environments, developers must avoid introducing invasive species through new planting schemes and are expected to remove existing invasive species as part of site clearance and preparation works.

POLICY OB3 URBAN GREENING

The council will seek to enhance green infrastructure and make the borough visibly greener. The council will:

- a) Require all development proposals to integrate green infrastructure and urban greening as a fundamental element of site and building design from early stage of the design process, and by incorporating measures such as high-quality landscaping (including trees), green roofs, and nature-based sustainable drainage.
- b) Require major developments to:
 - 1. Submit an Urban Greening Factor (UGF) assessment in accordance with the methodology set out in the London Plan 2021.
 - 2. Achieve an UGF of a minimum of 0.4 for developments that are predominantly residential.
 - 3. Achieve an UGF of a minimum of 0.4 for developments that are predominantly commercial.
- c) Ensure that any urban greening element will tackle the climate emergency and help avoid or mitigate the impacts of the proposed development on biodiversity by providing locally relevant greening that complements the site's existing wildlife value and that will achieve an overall gain in biodiversity
- d) Protect existing trees and resist any loss of a tree, group of trees, area of vegetation of significant amenity, historic, cultural, and/or ecological value on, or adjacent to, a development site.
- e) make Tree Preservation Orders (TPO's) when necessary to protect specific trees, groups of trees, or woodlands, in the interests of amenity and biodiversity
- f) require replacement trees and/or vegetation to be provided where the loss or harm to the wellbeing of significant trees and/or vegetation has been justified in the context of the proposed development.
- g) Maximise the provision of gardens, garden space and soft landscaping, seeking green roof and other planting as part of new development.
- h) promote the creation and management of incidental habitats in all development to support species and contribute to overall biodiversity.

Green infrastructure includes parks, playing fields, front and rear private gardens, grassed areas, trees, allotments, hedges, green roofs and walls. Urban greening describes the incorporation of green infrastructure, and it can provide multifunctional benefits including climate change resilience, managing overheating and microclimates, reducing pollution and improving air quality, tackling surface water flooding and improving habitat enhancements as well as increasing visual amenity which provides mental and physical benefits.

The Council will seek to enhance green infrastructure continuing to pursue its ambition of being a green and healthy borough and contributing to achieving net zero greenhouse gas emissions by 2030 as part of the Climate emergency and the Council's Climate Change and Ecology Strategy. To achieve this goal, the Council will require all development to integrate green infrastructure and provide for urban greening. Urban greening measures should be considered at an early stage of the design process and incorporated as part of an integrated design approach. This will improve its quality and maximise its benefits.

Urban Greening Factor (UGF)

London Plan Policy G5 sets the Urban Greening Factor (UGF) requirement for major developments. The UGF model helps calculate the quality of the green infrastructure provided by new development.

The council will therefore require major developments to submit an Urban Greening Factor (UGF) assessment in accordance with the methodology set out in the London Plan (2021) and will apply a UGF score of 0.4 for residential and commercial developments. The increase from 0.3 to 0.4 of the London Plan's benchmark for developments that are predominantly commercial is based on local evidence. These target scores should be seen as minimum and therefore higher scores are encouraged.

Loss of Trees

The benefits of trees and woodlands are extensive and there is a need to protect and increase these green elements in the borough. Trees and urban forests contribute to enhancing local character and amenity, and they provide areas of habitat for wildlife. Trees play also a key role in tackling climate change adaptation and mitigation by absorbing rainwater, easing pressure on drains, and improving local climates through shade and cover.

The I-Tree Canopy survey highlights that the borough has a lower-than-average canopy cover of 14%, compared to the London average of 21%. To achieve the vision for more trees in the borough, the Council is committed to increase the canopy cover from 14% to 16.5% by 2030 and 23% by 2050. The H&F Tree Strategy provides detailed guidance on tree management and diversity of tree species. The strategy aims to increase canopy cover from 14% to 16.5% by 2030 and to

preserve urban forests in the borough applying the '10/20/30' rule, an international guideline that help increase urban forests diversity and resilience against pests, diseases, and other environmental stressors.

The council will seek the protection and retention of existing trees and will resist the loss of any tree, group of trees, or vegetation with significant amenity, historic, cultural, or ecological value, whether on public highway and on land adjacent to a development site which can potentially be affected by a proposed development. Development proposals should retain and protect existing trees, ensuring they can be sustained for long-term. The removal or mutilation of trees will not be acceptable without strong justification, particularly where trees are protected by a Tree Preservation Order, lie within a Conservation Area, or contribute meaningfully to local ecology and character, public amenity, or biodiversity. Pruning or reduction, in line with best practice, should be explored as an alternative to removal. New developments should also incorporate landscaping, including new tree planting, to enhance the site and support ecological and environmental quality.

Replacement Planting

The Council will seek replacement planting on-site of an appropriate size, number and species in an appropriate

location. There will be circumstances where it may not be possible for trees, or trees providing the same amenity or biodiversity benefits, to be replaced on-site because of the footprint of proposed new buildings or insufficient space/constraints on public highway. It will always be the Council's priority for any significant trees lost to be replaced within the curtilage of the development. As a working benchmark, we expect at least two new trees to be planted for every tree lost. This benchmark will be applied flexibly, on a case-by-case basis recognising that site constraints can impact on the ultimate size of trees, and we will therefore give preference to proposals where trees can be sustained into maturity. Where it is demonstrated to the Council's satisfaction that replacement planting is not feasible, we will expect equivalent benefits to those provided by existing trees and vegetation to be secured and realistic replacement and / or compensation to be provided.

A methodology such as 'i-tree'¹⁹ should be used to inform replacement planting for large major applications (100 or more homes or 2,500sqm or more commercial floorspace). The i-tree tool can be used to quantify the value provided by individual trees taking account of benefits they provide such as air quality, carbon dioxide reduction, shading and stormwater management. We will expect applicants bringing forward large major schemes to submit an i-tree assessment (or an alternative methodology which has been agreed with

¹⁹ [i-Tree Tools - Calculate the benefits of trees!](#)

the Council) as part of the planning application. The Council will prioritise the use of any commuted sums for the funding tree of planting in the immediate area, for example tree planting on Council owned land such as highways, parks, housing estates and nature reserves. This funding will also be required to cover maintenance costs and will be secured by a S106 agreement.

The Council will require a detailed landscaping scheme or planting plan to include a management plan, to be secured by a planning condition or in a Section 106 agreement. This will ensure that all planting on site is sustainable and adequately maintained in line with standard BS8545 for a sufficient duration. The Council will also expect the applicant to replace trees lost prematurely due to death or disease up to 10 years from when the landscaping plan was implemented.

Front, side, and rear gardens enhance biodiversity, the townscape, and quality of life. Parking in front gardens can add visual clutter and be detrimental to the appearance of the street scene, impact on permeable surfaces and reduce the potential for soft landscaping and tree planting which would add to the street scene. The council wishes to protect gardens from development where possible and generally discourage impermeable paving unless original and support its removal. The enhancement of front gardens will not only help improve the street environment and biodiversity but will also reduce the rate of surface water run-off and the risk of flooding.

Incidental habitats

The promotion of incidental habitats within all new developments is a vital strategy to enhance urban biodiversity and support local wildlife. Incidental habitats, such as green roofs, rain gardens, native species planting, bird and bat boxes, and other small-scale green feature play a crucial role in creating shelters, food sources, and movement corridors for a wide range of native species. These habitats contribute not only to the conservation of biodiversity but also to the resilience and ecological connectivity of urban environments.

Incorporating incidental habitats early in the design process maximise their ecological effectiveness and ensures they become an integral part of the built environment rather than an afterthought. The long-term management and monitoring of these habitats are essential to maintain their value and functionality over time, providing benefits for both wildlife and the local community. In addition to their ecological benefits, incidental habitats provide valuable co-benefits, including improved urban cooling, flood mitigation, air quality enhancement, and opportunities for environmental education and community engagement. By supporting the creation and management of incidental habitats in all development, this policy fosters healthier, greener, and more sustainable urban spaces that contribute to the borough's wider biodiversity and climate resilience goals.

POLICY OB4 NATURE CONSERVATION

1. The nature conservation areas and green corridors identified on the Policies Map and in Appendix 4 will be protected from development likely to cause demonstrable harm to their ecological (habitats and species) value. In these areas, development will not be permitted unless:
 - a) the proposed development would release a site for built development needed to realise a qualitative gain for the local community in pursuance of other physical, social and economic regeneration objectives of the Local Plan, and measures are included for the protection and enhancement of any substantive nature conservation interest that the site may have so that there is no net loss of native species and no net loss of habitat; and
 - b) provision is made for replacement nature conservation interest of greater value elsewhere in the locality.
2. Outside of the areas identified on the Policies Map, proposals should enhance the nature conservation interest through initiatives such as new green infrastructure and habitats, tree planting and brown and green roofs and protect any significant interest on the site and any nearby nature conservation area, appropriate to the scale and nature of the development.
3. Planning conditions will be imposed, or planning obligations sought to ensure the maintenance and enhancement of nature conservation areas where these are affected by development proposals.

There are Sites of Importance for Nature Conservation (SINCs) of metropolitan importance in the borough, namely the River Thames and its inlets, the Grand Union Canal and Wormwood Scrubs. The latter has been recommended as a site of Metropolitan Importance as a result of the most recent SINC review. There are also a number of sites of borough-wide and local importance. All three types of areas provide habitats for species of flora and fauna, as well as a valuable resource for the local community for educational and recreational purposes.

The Council's Open Spaces Audit 2025 identifies that there is an overall deficiency in access to nature conservation areas in the borough, with an area of deficiency running north-south through the borough from the River Thames to Brook Green. The London Plan Implementation Report: Improving Londoners' Access to Nature provides information on addressing these deficiencies in access to nature with a number of priority sites for improving biodiversity identified within Hammersmith and Fulham. In a borough where land is at a premium it is important to protect these areas from demonstrable harmful impacts both from on-site development but also from development in the local area because of their contribution to ecosystem services.

Where replacement nature conservation areas are proposed as a result of development, then permission will only be given where it has been demonstrated that there will be greater nature conservation value, that is no net loss of habitat as a result of new site. It is also important that these areas are

managed in order to minimise the impact of invasive non-native species. In this borough green corridors extend along parts of the railway network and link nature conservation areas. The River Thames creates an ecological corridor that allows animals and plants to live and move through the built-up area which often can be a barrier for many species to survive and move through. The Thames provides a continuous stretch of water, vegetation, and relatively undisturbed space that supports biodiversity. Such corridors are of great value in boroughs such as Hammersmith and Fulham which are not well endowed with nature conservation sites.

Opportunities to further strengthen the fundings of the green corridors will be sought. These may be future development proposals within the corridors, including those arising from operational uses or specific environmental improvement schemes as a result of council or voluntary activities. Any such proposals to enhance the green corridors or waterways, including filling in gaps or extensions, should not prejudice the operational needs alongside the road or rail thoroughfares, or the safe navigation of the waterways.

The closely built-up nature of the borough, and the overall deficiency in accessible nature conservation areas, makes it important that all new development contributes to addressing these deficiencies by respecting and enhancing existing designated nature conservation sites and provide future opportunities to improve the biodiversity of the area, as well as opening up currently inaccessible sites where appropriate.

POLICY OB5 PLAY AND RECREATION SPACE

Development proposals should provide and ensure that people of all ages and abilities have access to a wide range of opportunity for sports, recreation and play.

- 1. The council will seek to protect, and improve existing children and young people's play space, including improving access to play facilities though:**
 - a) Resisting the loss of play and informal recreation facilities, unless replacement space of equivalent size, quality of amenity, and functionality is provided either onsite or in the local neighbourhood, with unrestricted public access, and
 - b) maximising opportunities to deliver new and improved play and informal recreation facilities, through linking existing network of public playgrounds and creating playable street connectors such as incidental play, artwork, way finding to help connect safer routes for children.
 - c) adapting play space to be accessible for those with disabilities through providing areas which contain accessible facilities such as the provision of equipment adapted for children with additional needs, quiet seating areas and visual aids.
- 2. New residential development that provides family accommodation will be required to provide a play and child occupancy assessment using the GLA's child yield.**

3. Major developments that include residential floorspace will be required to provide on-site external play space in accordance with London Plan Policy S4, including for under-fives.

4. New play and informal recreation facilities should be designed to respond and meet the local needs. This includes:

- a) Ensuring that play space is accessible and inclusive, well designed and secure.
- b) Providing public play space in appropriate location, away from sources of pollution and particularly supported in area of deficiency in play spaces.
- c) catering for all abilities and ages, including children in younger age groups, older children, teenagers and disabled children

The Council acknowledges that play space is essential for the cognitive and physical development of children and young people and their ongoing health and wellbeing. Recreational space is equally important for people of all ages, contributing to better physical and mental health, and providing opportunities for residents to meet and interact socially.

The Council aims to protect and enhance all existing play spaces in the borough, while also addressing gaps in provision in areas identified as being deficient in play space.

The Council's Open Space Audit, undertaken between 2024 and 2025, identifies and quantitatively assesses public play facilities across the borough, including those located within housing estates. In parallel, the Playground Condition Report (2024) assesses the quality of play provision within the borough's parks and public open spaces, providing recommendations for enhancement. The report sets out a strategy for refurbishing and improving play provision, focusing on filling existing gaps and ensuring that spaces are of high quality.

Gaps in play space provision are identified in the northern part of the borough (OPDC area) and the Fulham area. The OPDC area, being predominantly industrial, contains limited residential dwellings and, as such, has a lower demand for play space. However, where new developments in Fulham (in Parsons Green and areas adjacent to Brompton Park) generate additional demand, there may be opportunities to provide new play facilities.

The analysis follows the London Plan Guidance document, The Shaping Neighbourhoods SPG, which sets out access standards for play provision based on the age of children and the distance they are expected to travel to reach the nearest play space.

New residential developments, including mixed-use schemes with housing, in areas identified as needing additional play space, should make provision for new play facilities.

Play and recreation spaces should be designed to meet the needs of local communities in Hammersmith and Fulham, ensuring they are inclusive, safe, and well-designed. To achieve this, developers are encouraged to work with local residents to help design play areas. This engagement should happen occur as early as possible in the design process to ensure it is meaningful and can shape the final design elements within the proposal.

To help protect children and other vulnerable people, play spaces should be located away from busy roads. This helps reduce exposure to air pollution and loud traffic noise, which can affect health and wellbeing. If a play space needs to be near a busy road, planting trees, hedges, or other greenery can act as a natural barrier to help reduce these impacts. Play space should also incorporate natural play elements wherever possible including provision for forest schools. More detailed guidance is available in the Mayor of London's Play and Informal Recreation Strategy.

POLICY OB6

ALLOTMENTS AND COMMUNITY GARDENS

- a) The council will protect existing allotments and community gardens for food growth to support sustainable food growth locally, and to enhance opportunities for leisure, social interaction, improved physical and mental health, and education.
- b) Major development proposals that include housing, and development proposals for community facilities, will be encouraged to opportunities for community gardening, food growth and allotments.
- c) Where it does not conflict with other policy objectives or land use priorities, the council will support the use of a land for community gardening and food growing growth including the temporary use of vacant or derelict land, and the use of incidental open space on housing estates.

Community gardens and allotments are valuable assets that contribute to more sustainable, healthy and socially connected borough. They provide opportunities for local food production, help reduce carbon emissions associated with food transport, promote a closer connection to nature and have a recreational value for younger people whilst also supporting biodiversity and maintaining a balanced ecosystem. As the demand for sustainable living and access to green space grows, so does the importance of protecting and expanding opportunities for food growing.

There are currently 2 community garden sites and 2 allotment sites in the borough that are managed by Hammersmith and Fulham. The Open Space Audit (2025) have found that a small portion (3.6%) of the borough's total area is covered by allotments and community gardens. The two allotment sites - Fulham Palace Meadow (the Warren) and Emlyn Leisure Gardens - contain respectively 409 and 86 allotment plots.

The council recognises that allotments and community gardening spaces offer wide-ranging benefits. These include promoting physical activity, supporting mental wellbeing, fostering social inclusion, and creating educational opportunities for people of all ages. They also serve as important spaces for biodiversity and urban greening.

The council's Food Plan 2025-30 emphasises the importance of food in daily life, from nutrition to community-building and seeks to enhance the local food system by integrating input from various stakeholders, including organisations that

support the communities we serve. The Food Plan takes into consideration the role of community gardens and allotments as spaces for food growth, community interaction and education hub, exploring how these spaces with multiple benefits can be increased to ensure everyone can access healthy and affordable food. Existing allotments and community gardens will be protected wherever possible. Development that would result in their loss will be only permitted where equivalent or improved provision is made.

Growing spaces

To further promote food growing, the council will encourage new developments, particularly major housing schemes and community facilities, to incorporate space for community gardening and food growth. These can take the form of rooftop allotments, shared courtyard gardens, raised beds, or designated areas within landscaping schemes. Integrating growing space into new developments helps to create vibrant, engaged communities and supports healthier lifestyles.

In addition, the council will support the use of underused or vacant land for temporary food growing projects, as well as the use of incidental green space on housing estates and other open areas where appropriate. These small-scale interventions can offer significant local benefits without conflicting with other policy objectives or land use needs.

River Thames



POLICY RT1 RIVER THAMES

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

- a) identifying the Thames Policy Area on the Policies Map and setting out general criteria for the design of development in this area, in this Local Plan
- b) encouraging the development of vacant or underused land along the waterways, namely the River Thames, Chelsea Creek and taking into account their local context and character
- c) protecting existing water dependent uses and requiring new development to provide opportunities for water-based activities where appropriate, as well as encouraging public access especially for leisure and educational activities;
- d) ensuring the provision, or improvement and greening, of the Thames Path National Trail (the riverside walk) in all riverside developments
- e) promoting use of the River Thames for transport uses, including passengers and freight
- f) seeking the enhancement of river and canal related biodiversity, improvements to the tidal foreshore, safeguarding and enhancing where necessary flood defences, in line with the requirements of the Thames River Basin Management Plan and the Thames Estuary 2100 Plan
- g) As required by the Thames Estuary 2100 Plan, creating a Riverside Strategy for Hammersmith and Fulham; and
- h) Promoting the riverfront as a destination, encouraging linkages with the towns and the riverfront to enhance the borough's daytime and evening economies and cultural offering.

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

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

Thames strategy Kew to Chelsea

Further details of the qualities and character of the river and riverside are included in the Thames Strategy – Kew to Chelsea 2002. This strategy will be updated as part of the work being carried out by the Thames Strategy Partnership.

A balance needs to be reached between the many functions of the river. In Hammersmith and Fulham there is a particular issue with vacant and under-used safeguarded wharves and the development of the land adjoining these sites. More detail on the wharves is provided in the policy for the South Fulham Riverside Regeneration Area and Site Allocations. It is important to note that, in respect of the land adjoining the wharves, the London Plan seeks to minimise the potential for conflicts of use and disturbance, in line with the Agent of Change principle. It is therefore the council's intention to encourage development of these sites and to encourage suitable waterside uses as part of mixed-use schemes where these would be appropriate. However, the development of land should take into account London Plan policy and the need for design to seek to minimise conflict between different uses (see also Local Plan Policy RC4).

Water based activities

The River Thames has a significant potential for water-based activities that can increase opportunities for participation in sport and recreation in the borough as well as for a transport use. It also provides a home for a number of boat dwellers. It is therefore a priority for the council to protect existing river-dependent and river related uses and promote new uses where they would bring about a public benefit.

It is an aim of the council to extend and improve the Thames Path National Trail, with a continuous riverside walk, together with pedestrian and cycling routes to link it to the surrounding

area, which will often depend on the development of the vacant and underused riverside sites.

The River Thames is an important wildlife habitat and corridor and is a designated Nature Conservation Area of Metropolitan Importance. It is therefore important for the biodiverse nature of the Thames and its foreshore to be protected and enhanced.

Thames estuary 2100 plan

The Thames Estuary 2100 Plan is a long-term strategy setting out how flood risk management authorities can adapt to climate change in the face of rising sea levels and aging flood defences. It sets out requirements for flood defence raising to 2090. Flood risk authorities are required under the Thames Estuary 2100 Plan to produce Riverside Strategies that align with the plan's long-term flood risk management aims. Such strategies must be in place by 2030. It is therefore an objective for the council to produce a Riverside Strategy to ensure the borough remains protected by its flood defences. The council will work closely with the Environment Agency on these matters. Further information on planning requirements relating to managing flood risk are provided in Local Plan Policy CR7.

Riverfront and the local economy

The riverfront plays a vital role in supporting the borough's local economy and cultural identity. The many pubs,

restaurants and venues along the riverfront contribute to both daytime and evening activity. To enhance the linkages with the town centres, particularly Hammersmith, the council will encourage stronger physical and visual connections between the riverfront and the town centres with measures such as wayfinding, appropriate lighting and public realm design to ensure the riverfront is welcoming and accessible.



POLICY RT2

ACCESS TO THE THAMES RIVERSIDE AND FORESHORE

The council will seek accessible and inclusive public access to the riverside, including through-site links when riparian development takes place and the provision and enhancement of the Thames Path National Trail (the riverside walk). It will also seek the retention and enhancement of access to and from the foreshore in development schemes where it is appropriate and safe to do so and will promote enjoyment of riverside heritage assets and open spaces.

1. All development proposals alongside or adjacent to the River Thames should:

- a) retain existing public access to the riverside and along the river
- b) enhance existing public access to the riverside where improvements are feasible
- c) where possible provide new accessible and inclusive public access to the riverside
- d) where appropriate and safe to do so, maintain and enhance existing access to and from the foreshore; and
- e) provide riparian lifesaving equipment where required and necessary.

2. The riverside walk should generally be at least 6 metres wide and should be accessible to cyclists if this can be achieved without risk to the safety of pedestrians or river users.

The council has for many years been seeking to open up the riverside and river for greater public access. This includes through-site links in new riverside development, and the provision of an accessible and safe access way along the whole length of the riverside as part of the Thames Path National Trail (see policy RT1 – River Thames).

Riverside walk

New sections of the river walk will normally be achieved when redevelopment of riverside land takes place, and its provision is specifically set out in the Policy for South Fulham Riverside Regeneration Area and Site Allocations. Elsewhere, development will still be expected to incorporate construction of the riverside walk, and in instances where development creates a direct need to improve or enhance an existing section of the riverside walk, planning conditions may be imposed or developer contributions sought.

Although priority will be given to pedestrians so that they may benefit from the many opportunities that walking can give, the council wishes to encourage cycling, and the riverside walk can also provide a traffic-free route for cyclists. Measures will be taken to reduce pedestrian/cyclist conflicts, for example by providing separate paths where appropriate, or measures to slow cyclists. The council also accepts that the design of the riverside walk should respect and enhance the natural character of the river wherever possible e.g. by use of planted embankments. However, it should also embrace the industrial heritage of the river so that visitors can learn about the river's

past. The council's Riverside Walk Enhancement Report 2010 provides details of opportunities for improving the riverside walk.



Access to the foreshore

Access to the foreshore, which is primarily in the ownership of the Port of London Authority, can have a recreational and educational value. There is a right of access for fishing, navigational and other customary purposes, but public access must be considered in the context of the environmental and

archaeological importance of the foreshore and particularly safety considerations, bearing in mind the fast tidal flows affecting this part of the River Thames.

Riverside development

Development bordering the river has an important role to play in access to the foreshore. Some sites may include drawdocks, slipways, steps, stairs, piers, pontoons, ladders, chains or other infrastructure enabling access to and from the river and its foreshore. It is important that these are retained, kept in good repair or added to as appropriate, and planning conditions may be used to ensure this happens. The profile of the river bank may also have a bearing on ease of access to and away from the foreshore, and on the protection of environmental interests, while mutual visibility between development sites and the foreshore is also an important aid to public safety. These are matters that will be taken into account when considering the design of developments bordering the river.

All new riverside developments should incorporate appropriate riparian life-saving equipment as necessary. This includes, but is not limited to edge protection, lifebuoys and clear safety signage. Measures should align with best practice guidance, including the Port of London Authority's *A Safer Riverside* (2020), and demonstrate how safety measures have been integrated into the overall scheme without compromising visual amenity or public access.



River stakeholders

Consultation with the Port of London Authority, the Environment Agency and other stakeholders will be undertaken on all proposals concerned with or affecting access to the riverside and the foreshore.

POLICY RT3

DEVELOPMENT WITHIN THE THAMES POLICY AREA

1. Development within the Thames Policy Area as shown on the Policies Map will be supported where it:

- a) respects the riverside, including the foreshore, context and heritage assets
- b) is of a high standard of accessible and inclusive design
- c) maintains or enhances the quality of the built, natural and historic environment
- d) protects identified strategic and local views
- e) creates a sense of place and high-quality public realm along the riverfront, incorporating where appropriate, active frontages
- f) Promotes linkages between the riverfront, residential hinterlands and the town centres
- g) Protects and enhances the habitat value and biodiversity of the river; and
- h) maintains and where necessary enhances or raises flood defences in the line with the Thames TE2100 Plan.

2. The council will require the submission of a design and access statement as part of a planning application within the Thames Policy Area.

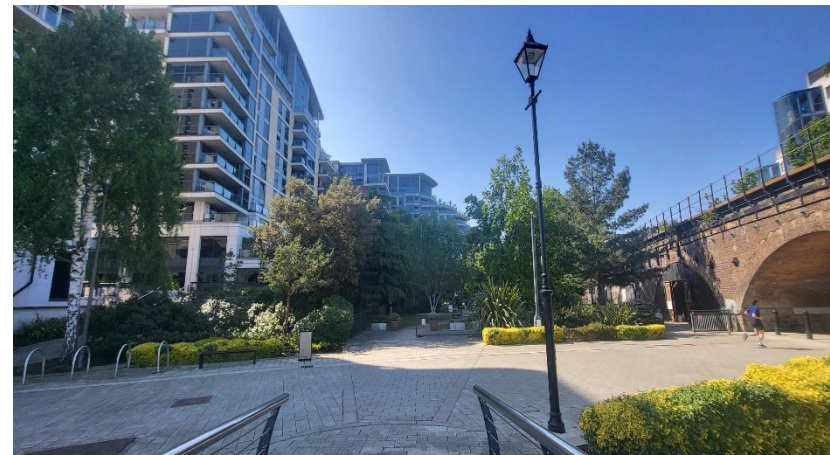
In addition to the general design policies, development on the riverside needs to respect the unique character of the river, having particular regard to the height, massing and bulk of development and its relationship to the river corridor, river walk and/or river edge, its tributaries and foreshore, as well as landward development. The river and much of the riverside is subject to conservation area status, whilst the river itself is a nature conservation area of metropolitan importance and development must protect its ecological value. Development on the riverside should also respect strategic and locally significant views as defined in Local Plan Policy DH6.

Thames Policy Area

The council will refer to conservation area character profiles and to the 'Thames Strategy – Kew to Chelsea (2002)' to assist in identifying the qualities of the Thames Policy Area, including:

- i. the individual character of reaches within the borough;
- ii. areas, sites, buildings, structures, landmarks, skylines, landscapes and views of particular sensitivity and importance;
- iii. development sites and regeneration opportunities;
- iv. sites of ecological importance;
- v. sites of archaeological importance;
- vi. focal points (existing and proposed) of public activity; and
- vii. public access and recreation opportunities.

The design of riverside developments should contribute to a distinctive and welcoming sense of place, reflecting the unique character of the River Thames and its surrounding context. Good quality public realm is essential to creating a vibrant, inclusive, and accessible riverfront that encourages public use throughout the day and evening. Where appropriate, developments should incorporate active frontages, which animate and add interest, enhance natural surveillance, and encourage footfall to the riverfront. In respect of proposals for tall buildings, further policy guidance is provided in Local Plan Policy DH2.



Linkages and wayfinding

New riverside development should incorporate measures to improve visual and physical links to adjacent residential areas and the town centres. This can be achieved by good quality

through-site links that are safe, legible and accessible and wayfinding principles such as signage and lighting. Where new lighting is provided within the Site of Importance for Nature Conservation designation boundary, this should be sensitively designed to comply with Local Plan Policy CR13 on Light Pollution.

The council will encourage the greening and naturalising of the river bank and/or flood defences with reference to the Thames Estuary 2100 Plan and the Estuary Edges Design Guidance to create habitats for wildlife and improve the visual attractiveness of the area. Schemes that meet these requirements, and, by their design, contribute to creating an attractive, safe and interesting riparian environment will be welcomed. Where new development adjoins the river, it will be required to enhance or raise flood defences in line with the Thames Estuary 2100 Plan. Further details on these requirements are in Policy CR7.

Design and access statements

The overall aim is to secure a special quality for all new development on the river and riverside, and where appropriate to enhance the vitality of the riverfront and include river-related uses that attract the public. The design and access statements should include:

- an assessment of scale, mass, height, silhouette, density, layout, materials and colour in relation to the local context, including river frontage;

- impacts on local and strategic views, including views across, along and from the river, the skyline and local landmarks and historic buildings and structures and archaeological remains;
- impacts on navigation, hydrology and ecological interests;
- proposals for river edge treatment, including evidence of the Environment Agency's agreement if the 16m setback for development from the river flood defences is not met and impact on the integrity of flood defences;
- visual and physical permeability and links with the river's hinterland; and
- sections on protecting and enhancing public access to and along the river, landscaping, open spaces and street furniture and lighting.



POLICY RT4

RIVERSIDE USES, INCLUDING RIVER-DEPENDENT AND RIVER RELATED USES

- 1. Development will not be permitted if it would result in the loss of existing river-dependent and river related uses, unless the facilities are demonstrably surplus to current or anticipated requirements, or unless alternative facilities of similar or greater utility are to be provided. Specific requirements regarding development of the borough's three safeguarded wharves are set out in the London Plan.**
- 2. Developments that include provision in the river for river-dependent and river related uses, including new recreational uses, moorings, passenger services, and for facilities associated therewith, particularly where these would be publicly accessible, will be welcomed, provided:**
 - a) they are suitably located and compatible with the character of the river, the riverside, and the importance of the river as a wildlife habitat
 - b) they do not impede or give rise to hazards to navigation, water flow, the integrity of flood defences or public safety
 - c) they accord with other objectives and policies of the Plan; and
 - d) the proposal is of wider benefit to the community

The River Thames can and should be used in ways that reflect its special character, for example as a base for many water-related recreational, leisure and commercial activities, a transport route that can relieve congestion on road and rail, a feature of the landscape and a habitat for many varieties of flora and fauna. The river also provides a home for a number of boat dwellers. A range of temporary and permanently moored vessels can add diversity and vibrancy to the river. However, these need to be carefully located, and appropriate management plans secured through planning conditions or Section 106 agreements to ensure the character and amenity value of the river is protected. The London Plan sets out that development proposals into the waterways, including permanently moored vessels, should generally only be supported for water-related uses or to support enhancements of water-related uses.

It is important to retain and improve the river infrastructure such as drawdocks, slipways, steps, stairs, piers and pontoons because these enable access to and from the river for water-based activities such as sailing and rowing and for improved passenger services on the River Thames. Although the council wishes to see increased use of the river and will seek new facilities in riverside development, a balance must always be struck with regard to other issues such as ecological and navigational interests and the amenity of residential neighbours. In particular, improving the quality of the river for aquatic life could be adversely affected by inappropriate development extending onto the foreshore or

into the river and proposals will be resisted unless these serve a water-based purpose.

Proposals for new river-dependent and river-related uses should demonstrate clear and tangible benefits to the wider community. Along the Thames, a significant number of boat clubs and recreational facilities already contribute to the river's active use. Any new facilities should be open to the public to use and not operate as a private members' club.

In considering proposals for the use of the river, the council will consult and collaborate with appropriate organisations such as the Port of London Authority and the Environment Agency. Proposals for development on the three safeguarded wharves are subject to referral to the Mayor of London under amended directions issued to the council in 2000. The London Plan sets out the viability tests against which the redevelopment of safeguarded wharves for other land uses should be assessed. In addition, the development of sites adjacent or opposite safeguarded wharves should be designed in such a way so as to minimise the potential for conflicts of use and disturbances.

The council will work with TfL and the Port of London Authority to encourage the development and provision of passenger riverboat services for both leisure and commuting, not only eastwards between Putney Bridge and Central London, but also westwards towards Hammersmith and Chiswick.

Sustainable travel and movement



POLICY T1 TRANSPORT INFRASTRUCTURE

The Council will work with strategic partners to deliver new and improved transportation infrastructure, services and technology, including active travel facilities, improved accessibility and connectivity across the borough.

1. Strategic transport infrastructure

The Council will:

- a) seek to maximise the opportunities for infrastructure improvements offer to support the regeneration of our town centres and the delivery of sustainable, higher density developments in the vicinity of new or improved stations, transport hubs and services.
- b) work with developers and strategic partners to secure funding for transport infrastructure improvements that support the delivery of high levels of sustainable development in appropriate locations.
- c) work with OPDC, HS2 Ltd, Network Rail, TfL and neighbouring boroughs to ensure that the new HS2 station at Old Oak Common is well connected by public transport and active travel to the rest of the borough, and create new routes and connections from Old Oak West and the Old Oak Station area towards Old Oak North, Old Oak South, Scrubs Lane, the Grand Union Canal, Kensal Canalside Opportunity Area, and to the emerging White City Innovation District.
- d) work with strategic partners to progress the development of a rail connection from the Old Oak Common area to the West London Line and Clapham Junction.
- e) work with TfL to secure increased capacity and reliability on the Piccadilly and District Lines; and Network Rail and TfL to ensure step-free access for all rail and tube stations within the borough.
- f) work with strategic partners to enhance and improve the capacity of the West London Line and the stations on it between Clapham Junction and Willesden Junction to accommodate increased services and growth an investigate options for an additional station at the southern end of Scrubs Lane.

- g) work with OPDC to secure funding commitments to deliver placemaking and improved transport linkages from the OPDC area into Hammersmith and Fulham. This includes improved bus and rail infrastructure, road infrastructure, pedestrian and cycle connections.
- h) work with OPDC, TfL and neighbouring boroughs on the development of a Transport Masterplan/Strategy for the north of the borough that considers transport accessibility and connectivity seamlessly across all planning authority areas.
- i) reduce traffic dominance in Hammersmith Town Centre and create a more people focused place through implementation of the recommendations set out in the Hammersmith Town Centre SPD.
- j) reduce traffic dominance in Shepherd's Bush Green and transform the public realm into a people focused place.
- k) work with Government, the Mayor and TfL to secure funding for the full restoration of Hammersmith Bridge, and in the meantime ensure it remains open to pedestrian and cycle traffic.
- l) Seek increased use of the River Thames for passenger services and freight use where this is compatible with the capacity of the connecting road network and meets environmental concerns.
- m) secure contributions towards the delivery of the strategic transport infrastructure proposals mentioned above.
- n) not grant planning permission for proposals which are contrary to the safeguarding of strategic transport infrastructure projects identified in the London Plan.

2. Borough wide infrastructure:

The Council will seek to ensure that development contributes to:

- a) infrastructure and public realm to support safe active travel and meet our Vision Zero goals, including measures to promote road danger reduction and to encourage more walking, cycling and wheeling
- b) infrastructure to support the transition to cleaner fuels, such as electric vehicle charging infrastructure to ensure there are adequate levels of provision for residents, businesses and visitors (including buses, taxis and delivery and service vehicles).
- c) the delivery of highway and other public realm greening measures to contribute to climate resilience, including tree planting, rain gardens and sustainable drainage systems.

- d) the delivery of measures that rebalance the public realm away from vehicles to places for people including but not limited to; vehicle access restrictions, Neighbourhood Improvement Schemes, removal of traffic gyratory systems, and reallocation of carriageway space for other purposes that support active travel, climate resilience or social interactions
- e) improved management of e-bike and e-scooter hire schemes through the expansion of micro-mobility parking hubs throughout the borough so that every household is within 250 metres of one;
- f) accessibility improvements on the highway and transport network for all, particularly people with disabilities;
- g) improvements to bus network infrastructure and services, and tube and train station improvements to assist with the delivery of the transport projects identified in the Infrastructure Delivery Plan and Transport Strategy.
- h) Seek to ensure that development contributes to the delivery of a safe and continuous cycle route network as identified in future Active Travel Strategy.
- i) Expansion of the car club network including new bays or floating vehicles in the borough, including the provision of electric car club vehicles where possible.

The construction and opening of the High Speed 2 (HS2) rail station at Old Oak Common that will be terminus for HS2 for up to a decade before Euston Station is completed will be an enormous catalyst for change and growth in the north of the borough. This station will be one of the most well-connected rail stations in the country enabling people to get to Heathrow Airport in 10 minutes, Liverpool Street and Reading in 20 minutes, Birmingham Interchange in 31 minutes and Birmingham City Centre in 40 minutes. However, there are no current plans for a direct rail link from the station to anywhere else in the borough and the Old Oak Common area risks being disconnected from the rest of Hammersmith & Fulham without the provision of new rapid transit links. The policies in the local plan will seek to support the provision of new and improved transport connections to the Old Oak Common area.

There is considerable new development underway alongside the West London Line corridor in the borough with developments such as Olympia at an advanced stage and Earls Court underway yet the transport connections serving these locations are already at capacity and many of the stations are not fully accessible to all our residents and visitors. To enable this corridor to accommodate more growth sustainably will require an upgrade of the existing transport infrastructure to support higher frequency services and increased capacities as well as ensuring step free access for all. The policies in the local plan will seek to support the provision of upgraded transport infrastructure and increased capacity along the West London Line Corridor.

Our two main town centre and regeneration areas are Shepherd's Bush/White City and Hammersmith Town Centre but both areas are seen to underperform and don't currently reach their potential. This is primarily because they are designed around the car and experience all day traffic congestion despite the fact walking and cycling is the dominant way of moving about for most visitors and residents. The catalyst for regenerating and enabling higher densities of development in these two locations will be their transformation from places designed around a traffic dominated gyratory to places designed around people and active travel. The policies in this local plan will seek to enable the transformation of these town centres into people focused places through the removal of the gyratory and reduced dominance of road traffic.

The delivery of new and improved transport infrastructure is necessary across the borough to sustainably accommodate new development and meet the goals of the London Plan, Mayors Transport Strategy and the borough's own strategic objectives whether it be: to enable a shift from private vehicles to active and sustainable modes; or to support the uptake of cleaner vehicles; or adapt the transport and highway network to a changing climate. Strategic transport infrastructure improvements are essential to facilitate the sustainable growth envisaged in this Local Plan period.

The Mayor of London, through the London Plan and Mayor's Transport Strategy provides strategic policy direction for Hammersmith and Fulham's Local Plan transport policies. Transport for London (TfL) is the Strategic Transport Authority for the Greater London area including the Borough of Hammersmith & Fulham as well as being the Highway Authority for the Transport for London Road Network within the borough which includes the A4, A40 and A3220. Hammersmith & Fulham Council is the Highway Authority for the rest of the road network within the borough.

The Mayor's Transport Strategy sets out the transport principles of good growth including good access to public transport, High-density, mixed-use developments, Inclusive, accessible design and Carbon-free travel

This policy for the improvement of existing transport infrastructure and the delivery of new transport infrastructure reflects the objectives of the Mayor's Transport Strategy and the Council's Local Implementation Plan 3 and the emerging priorities of the Council's draft Transport Strategy.

The progress in the development of the High Speed 2 rail line is welcomed and the Council's focus in this Local Plan is to ensure that the benefits of this infrastructure are available to residents and businesses in the borough through improved transport connections to the Old Oak Common Area

The reduction of traffic dominance in Hammersmith town centre is essential to the successful delivery of the vision set out in Hammersmith Town Centre Supplementary Planning

Document. '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 extended closure of Hammersmith Bridge has created a barrier to access to and from Hammersmith Town Centre.

The reduction of traffic dominance in Shepherd's Bush is a key feature in the placemaking approach for the White City Opportunity Area, as referenced in Upstream, the Council's industrial strategy 'we will consider reimagining the use of some road spaces to put pedestrians front and centre'.

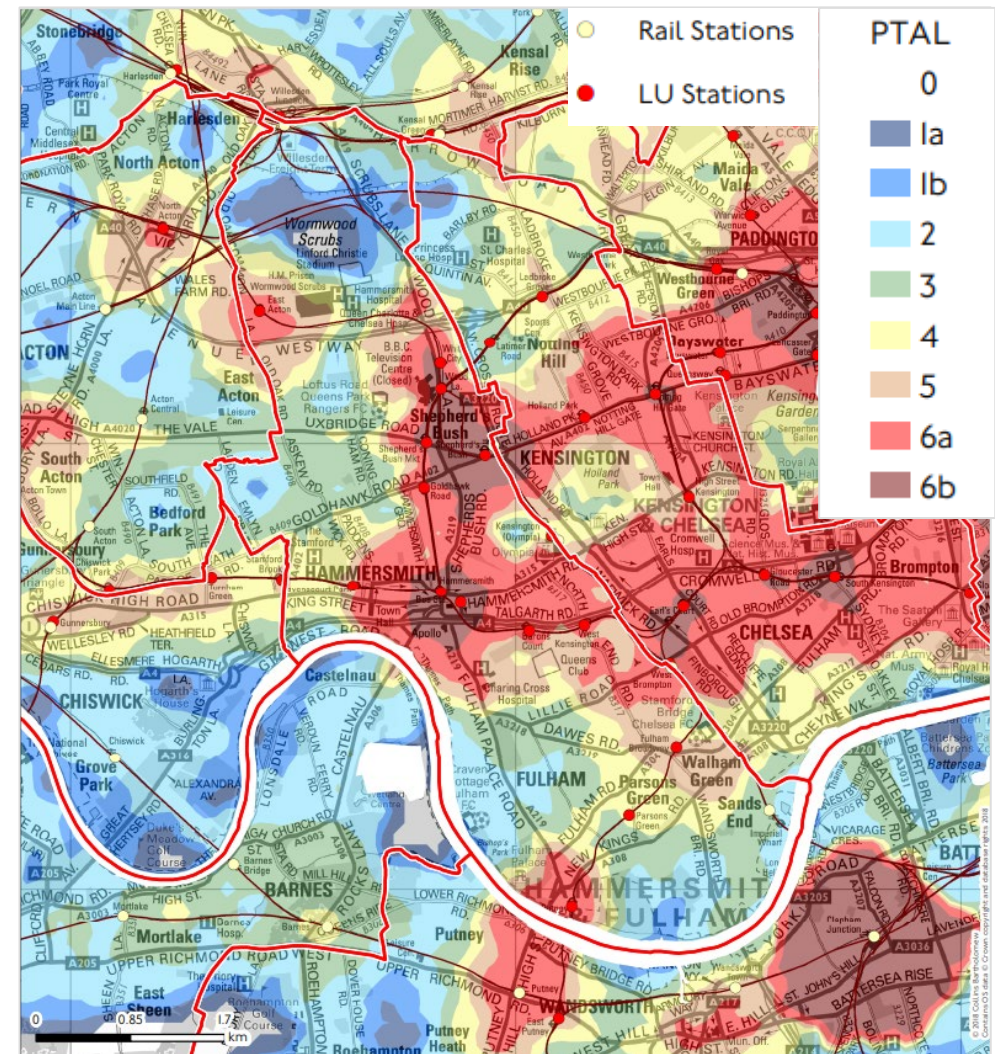
The council's emerging Transport Strategy will provide further direction going forward, and early work is focussing on creating inclusive places and encouraging active travel to further encourage and enable walking, cycling and wheeling. There is a programme of public realm improvements to town and local centres, and the White City and Hammersmith Regeneration areas. An updated Streetsmart Manual will be published in Summer 2025 to provide technical standards derived from strategic objectives to ensure that the council's core design principles are followed, and that the public realm is safe, universally accessible, maintainable, sustainable, and capable of addressing carbon and climate challenges. The Streetsmart Manual provides detailed guidance and includes footways, sustainable streets, cycle lanes, traffic calming, and providing for vehicle parking design and EV-charging points.

The London Plan requires this Local Plan to safeguard provision strategic infrastructure projects in Policy T3 and Table 10.1.

These borough wide policies align with the London Plan requirement promote and demonstrate the application of the Mayor's Healthy Streets Approach to: improve health and reduce health inequalities; reduce car dominance, ownership and use, road danger, severance, vehicle emissions and noise; increase walking, cycling and public transport use; improve street safety, comfort, convenience and amenity ; and support these outcomes through sensitively designed freight facilities.

The overarching aim of the Mayor's Transport Strategy is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041 compared to 63% today. The LIP3 specific targets for H&F were 82% by 2021 and 89% by 2041. The percentage of trips made by borough residents by active and sustainable modes in 2023/24 was 79% meaning we did not meet the 2021 target and are not on trajectory to meet the 2041 target.

Areas of the borough [currently] having poorer access to public transport are identified in PTAL mapping- see map adjacent.



POLICY T2

ASSESSING, MANAGING AND MITIGATING THE TRANSPORT IMPACTS OF DEVELOPMENT

Development will only be prevented or refused on highways or transport grounds if there will be an unacceptable impact on safety, or the impacts on the road and transport network, following mitigation, are severe, taking into account all reasonable future scenarios.

All development proposals will be assessed for their contribution to traffic generation and their impact on congestion, particularly on bus routes and on the primary route network. The existing and potential availability of public transport, and its capacity to meet increased demand will also be assessed for any development.

The Council will:

- a) seek to ensure that traffic generated by new development is minimised so that it does not add to parking pressures on local streets and result in any negative impacts on local congestion and air quality.
- b) require a vision led Transport Statement (TS) or Transport Assessment (TA), together with a Travel Plan where a development is anticipated to generate a level of trips that impacts on the local network or have an impact on any strategic routes in accordance with London Plan Policy T4 and TfL's Transport Assessment Guidance. All major development proposals will be expected to include an Active Travel Zone (ATZ) assessment as part of a Transport Assessment, with a separate Inclusivity Statement in line with London Plan Policy D5. Parking stress surveys may be required in the vicinity of a development to support the TS or TA, if deemed necessary.

- c) require a Delivery and Servicing Plan (DSP) where a development is expected to generate a significant number of deliveries, servicing or loading activity and/or it is in a particularly sensitive location in terms of noise, traffic management and highway safety. The DSP should be secured in line with TfL's London Freight Plan and should be co-ordinated with Travel Plans.
- d) require a Construction Logistics Plan (CLP) for all major developments or refurbishments and for any developments that would have a significant impact on the highway or transport network during construction. The CLP will set out the scope and impact of the proposed operations alongside proposals to mitigate the impacts of any additional traffic or potential disruption to the network following input and co-ordination with the Council.
- e) expect the scale and intensity of development to be appropriate to the site's public transport accessibility level (PTAL).
- f) require development proposals to have a positive impact on highway safety for all users and not have an adverse impact on the transport networks in the borough.
- g) require development to reduce and mitigate the impacts of transport-based emissions and noise,
- h) look to secure a financial contribution by a Section 106 legal agreement if a TS/TA shows that a development will have an impact on existing infrastructure in a local area that cannot be mitigated through the use of planning conditions.

Where an impact on existing infrastructure in a local area is identified, developments will be expected to contribute towards the delivery of appropriate mitigation measures. This may include measures identified in the Council's Transport Strategy Delivery Plan; interventions identified in TAs and/or Transport for London Healthy Streets guidance; strategic Transport Delivery schemes identified in the Council's Infrastructure Delivery Plan; and measures that assist in the delivery of the wider objectives set out in the transport policies in the Local Plan.

Where a financial contribution is required, the scale of the contribution will be proportionate to the level of intervention required to mitigate the impact of the development.

Where a Travel Plan, DSP or CLP is required to make the development acceptable then a contribution towards the costs of overseeing the monitoring of the successful implementation of these plans by the Council will be sought.

New development can result in significant changes in demand and has the potential to negatively impact the existing highway and transport network. There is a need to assess and quantify the impacts on traffic and transport infrastructure and where appropriate identify appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.

By minimising the traffic generated by a new development the Council is seeking achieve sustainable development that is consistent with the objectives of the Local Implementation Plan 3, the draft Transport Strategy and the Mayor's Transport Strategy as referred above.

Travel Plans

A travel plan is a long-term management which can support sustainable transport choices by residents or occupiers and is part of the package of measures that can help minimise the traffic generated by a new development. It should be secured by a planning obligation and have regular ongoing management. The council expects Transport Assessments (TA) and Travel Plans to be produced in accordance with the Mayor's Transport Strategy and the Council's draft Transport Strategy.

The TA will contain information on a range of transportation matters and will assist the council in determining what quantum of development is acceptable in transportation terms and how access can be achieved, as far as possible by

means other than the private car. The TA should consider accessibility from the perspective of disabled people or people with mobility impairments.

A TA will be required for any development where the council anticipated that the development would generate a level of trips that impact on the existing highways arrangement. In line with planning practice guidance published by central government, the need for a TA will be assessed on a case-by-case basis and will be at the discretion of the council.

The provisions of this Policy T2 align with the London Plan policy T7 to ensure that development proposals facilitate safe, clean and efficient deliveries and servicing both during construction and following completion.

Reducing the numbers of people killed and injured on our streets is a key objective of the Local Implementation Plan 3 (and also the Mayor's Transport Strategy and the Council's draft Transport Strategy). This Policy T2 will, help ensure that development does not have a negative impact on road safety.

POLICY T3 HEALTHY AND SUSTAINABLE TRAVEL

The Council will expect new development to:

- a) be planned and designed so it reduces the need to travel by making the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking, and cycling routes through the delivering high density and mixed-use schemes in and around our town centres and areas well located for public transport (PTAL 4 and above).
- b) demonstrate that it aligns with the London Plan strategic transport policies on sustainable travel by prioritising the modes of transport in the order they appear in the London Plan transport hierarchy.
- c) Ensure it is permeable to pedestrians and cyclists, where appropriate, and internal routes and access points are aligned with existing active travel routes and desire lines.
- d) Integrate high quality transport infrastructure with consideration of and connection to walking, cycling and public transport routes beyond the site.
- e) embed placemaking and active travel principles through well designed, safe, inclusive and accessible public realm which is in accordance with the Healthy Streets Approach and Access for All guidance.

For major commercial developments the Council will:

- f) Require the provision of facilities to encourage cycling, such as secure parking and cycle storage and for major commercial developments provision for accessible and inclusive changing and drying facilities that include showers and lockers.
- g) Require the provision cargo bike parking spaces to encourage a switch to zero emission last mile vehicles for servicing, maintenance, and deliveries.
- h) Require the promotion of healthy and sustainable travel choices as part of a Travel Plan.

Hammersmith & Fulham has high levels of active travel (walking, cycling and wheeling) amongst its population; however, it could be much higher, and further work is required to promote walking, cycling and wheeling, particularly through the delivery of a safe and continuous network of active travel routes across the borough. In line with the Mayor's Transport Strategy the Council is working to reduce car dependency and increase active and public transport use.

The overarching aim of the Mayor's Transport Strategy is for 80% of all trips in London to be made on foot, by cycle, or using public transport by 2041, compared to 63% today. The LIP3 specific target for H&F is 89% by 2041 compared to 79% in 2023/24

The level of growth planned for the borough over the period of the next local plan will result in many more additional trips being undertaken in the borough by new residents, businesses and visitors. Given the fact the highway and transport networks in the borough are already at capacity at peak times, and in some locations throughout the day, these additional growth-related trips can only be accommodated sustainably if the number made by cars and vans is minimised. This means ensuring that majority of additional development related trips are made by active and sustainable modes like walking, cycling, wheeling and public transport.

This policy seeks to ensure that developments are planned and designed so that where there is a need to travel then the maximum number of these trips are taken by active, public

and shared forms of transport. The policy also seeks to ensure new development addresses the needs of people with disabilities and reduced mobility in relation to all modes of transport.

Micromobility rental schemes (dockless e-bike share) have contributed to recent increases in cycling, with more than 300,000 trips carried out using dockless e-bikes in the borough in April 2025.

The development of safer and more convenient cycle routes is one of the proposals identified in LIP3 to achieve the mode share target of 89%. Hammersmith & Fulham is developing a safe cycle route network, which includes national, regional, and local cycle routes.



POLICY T4

PARKING STANDARDS AND CAR FREE DEVELOPMENT

The council will:

- a) seek to require all developments in the borough to be car-free to discourage car ownership and private vehicle usage and encourage the use of sustainable transport. On-site parking will be limited to spaces designated for disabled drivers in accordance with London Plan standards, and essential operational or servicing needs.
- b) Require all new development to be parking permit free, i.e. no on-street or on-site parking permits will be issued in connection with new developments, and the Council will use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits.
- c) require new and refurbished car parking areas to provide EV charging points in accordance with the London Plan requirements and in locations which are safe and accessible to all users and integrated into the design of the building.
- d) require any proposed development (new build, conversion or change of use) to conform to the London Plan cycling and vehicle parking standards and be well-designed in accordance with the London Cycle Design Standards or equivalent best practice guidance. Long stay cycle parking provision should be covered, convenient and secure, and storage for cargo- and adapted bicycles must be considered. Safe and accessible charging provision for e-bikes and e-cargo bikes should be considered for commercial and residential developments where appropriate.

- e) seek to ensure new developments support the expansion of car clubs/sharing and micro-mobility modes through the provision of dedicated space for a bay where appropriate, or contributions towards off site provision alongside measures to encourage membership as part of a Travel Plan, where requested by officers.
- f) expect all on-site blue badge/disabled parking to align with London Plan Standards whilst minimising the need for parking where possible. On street provision will not be permitted unless otherwise agreed by the Council. New developments that include vehicular access must provide accessible, off street car parking bay for Blue Badge holders even if no other general parking is provided as part of the development.
- g) Require parking management plans to be submitted for developments that include the provision of new or retained on-site parking.
- h) Seek contributions towards the review of Controlled Parking Zones (CPZs) where a development is shown to contribute to an increase in demand for on-street parking in the local area or have an unacceptable impact on highway safety.
- i) Support the redevelopment of underutilised car parks for alternative uses that support the delivery of the borough's transport policies and strategy.
- j) Only permit new taxi ranks where they do not conflict with other policies in the Local Plan.
- k) Resist the development of gardens and boundary treatments to provide vehicle crossovers and on-site parking.

Car free development

Managing the availability and provision of parking on new developments helps to reduce car ownership and car use leading to reductions in carbon emissions, air pollution, traffic congestion and reducing vehicle dominance of an area. It means the borough's streets and roads can be used more efficiently and minimal levels of parking on a development site mean the land can be used more efficiently and higher densities can be achieved.

Car-free development means that no car parking spaces are provided within the site other than those reserved for disabled people and businesses and services reliant upon parking, operational and/ or servicing requirements (for example emergency services, visiting health and care providers, storage and distribution uses). In addition, current and future occupiers are not issued with on-street parking permits. All new residential developments in the borough, including schemes where homes are created through a change of use, should be car free.

Restraint based parking standards have been identified in LIP 3 as one of the key proposals to achieve the mode share target (89% of journeys on foot, by cycle or public transport by 2041) alongside promoting and encouraging more car free developments.

Blue badge and disabled parking

The Council recognises that parking provision for disabled people and essential uses such as servicing and operational uses is necessary and will be considered where appropriate. The minimum standards for blue badge parking provision are set out in the Mayor of London's blue badge parking standards for off-street car parking (2006). When considering the provision and location of blue badge parking bays, consideration should be given to the uses of the development and the desire lines/access points for users. The provision of bays should be regularly monitored and reviewed to ensure the level is adequate and that enforcement is effective. Spaces designated for blue badge holders should be located on firm level ground and as close as feasible to the accessible entrance to the building.

EV charging points

Where on-site parking spaces are provided or retained, electric vehicle (EV) charging points should be provided in accordance with the London Plan requirements to support the development of a comprehensive network of charge points that responds to local need for EV infrastructure and helps increase the uptake of cleaner vehicles in borough.



Cycle parking

The policy requires any proposed development (new build, conversion or change of use) to conform to the London Plan cycling and vehicle parking standards and be well-designed in accordance with the London Cycle Design Standards. This policy will help us to meet the objective of the Mayor's Transport Strategy that active, efficient and sustainable travel will be the best option in new developments. This policy T4 aligns with policy T6 of the London Plan.

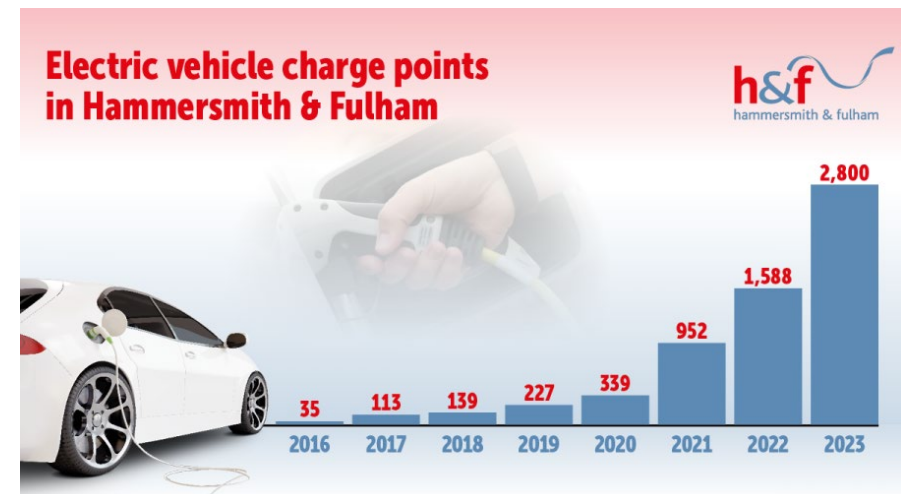
Controlled parking zones (CPZs)

The borough has high levels of parking stress and therefore there are Controlled Parking Zone (CPZ). CPZs help to manage the demand for parking locally, ensuring that local residents can park. They also limit parking, and opportunities

to drive, particularly for those coming into the borough from outside the borough during peak hours and contributing to congestion. CPZs also discourage short trips within the borough, for example between CPZs during the hours of control.

Parking management plans

A Parking Management Plan (PMP) should outline strategies for managing parking. It should consider factors like current and future parking needs, land use, and the impact of development on parking demand. The PMP should aim to balance the needs of residents, businesses, and visitors while promoting sustainable transport options.



POLICY T5 FREIGHT AND LOGISTICS

1. To ensure the safe and sustainable movement of goods, materials and services on our roads associated with new development, the Council will:

- a) require all loading and servicing requirements generated by the development to be safely accommodated at the kerbside in the carriageway with no significant negative impacts on traffic, bus, cycle or pedestrian movement and no road user safety implications. If the Highway Authority determines it cannot be accommodated at the kerbside without negatively impacting on highway safety and movement then an off-street/on-site servicing area must be provided to accommodate all predicted activities. The Council will not allow inset loading, delivery, servicing or parking bays in the public footway in any circumstances due to negative impacts on pedestrians and cyclists.
- b) require on-site servicing bays or loading areas to be a sufficient size and design to allow all goods and refuse collection vehicles likely to service the development at the same time to be conveniently loaded and unloaded. Servicing areas should provide sufficient space or facilities for all vehicles to enter and exit the site in a forward gear. Servicing areas must be equipped with at least 22kw power electric vehicle charging points.
- c) Expect major developments to make provision for cargo bike parking on-site where appropriate
- d) Seek contributions towards the delivery of new and improved cycle routes and cargo bike parking from new logistics and freight consolidation developments that result in additional cargo bike movements
- e) protect existing facilities for waterborne and rail freight traffic;
- f) require developments to be designed to enable and encourage servicing using sustainable means, for example on foot, by cargo bike, or using zero emission vehicles
- g) seek to minimise the impact of freight and servicing trips through measures such as the provision of on-site servicing facilities, the timing of deliveries outside peak hours and the adoption of area wide solutions
- h) promote the provision and use of freight consolidation facilities to ensure that last mile deliveries are undertaken by sustainable means.

- i) encourage the use of underused spaces in the borough for micro mobility hubs, and urban logistics hubs
- j) seek to ensure that parcel drop-off and micro mobility hubs are incorporated into new developments, where appropriate
- k) require developments to support safe, clean and efficient deliveries, freight and servicing operations

2. Where developments are likely to generate significant movement of goods, services, or materials by road (both during construction and operation), applicants will be expected to:

- a) minimise the impact of freight movement via road by prioritising use of the Transport for London Road Network and the Principal Road Network.

- 3. Where the impact from a development cannot be mitigated to the Council's satisfaction, then the Council will expect the development to contribute towards off-site freight/servicing provision (for example, last-mile delivery hubs or cycle freight systems) and other measures, as appropriate.**
- 4. All major developments within the Fulham area must consider use of the River Thames for the movement of construction materials and waste. Development adjacent to, or over, the river must be supported by a Transport Assessment and a Construction Logistics Plan addressing the potential of using the river for the movement of construction materials and waste and servicing of the development.**
- 5. All strategic developments immediately adjacent to the rail network and a railway siding must consider the use of the rail network for the movement of construction materials and waste.**
- 6. All strategic developments within the borough must consider the use of part of the site for the purposes of a construction consolidation centre to help minimise the movement of construction materials and waste on the local road network. The Council will work with OPDC and other strategic partners to explore opportunities for freight consolidation in and around the Old Oak Common area.**

The movement of goods and freight on the highway network is essential for a successful and thriving city. Hammersmith & Fulham's location between Central London, Heathrow Airport and Park Royal in addition to hosting one of the largest shopping and entertainment centres in Europe means it experiences a significant volume of freight traffic on our roads. The opening of the High Speed 2 rail station at Old Oak Common, the expansion of Heathrow Airport and continued growth in the borough is likely to increase demand for freight movements across the borough.

Key aims for freight and logistics

Key aims of the Council with regards to managing freight and logistics movements associated with new development is to:

- reduce the number of individual freight trips on our roads
- support the shift to more sustainable and efficient modes of travel such as rail and cycle freight
- encourage the adoption of cleaner vehicles such as electric or hydrogen
- improve the safety of freight vehicles which are disproportionately involved in serious and fatal collisions with vulnerable road users.

This policy T5 aims for a reduction in the number of freight trips on our roads. Reducing vehicle traffic is key to

addressing the triple challenges identified in the Mayor's Transport Strategy 2022 Addendum.

Vehicle congestion cost London £5.1billion in 2021 (Mayor's Transport Strategy 2022 Addendum). Reducing the numbers of people killed and injured on our streets is a key objective of the Local Implementation Plan 3 (and also the Mayor's Transport Strategy and the Council's draft Transport Strategy). This Policy T5 will help ensure that development does not have a negative impact on road safety.

This policy T5 for the management of freight and logistics aligns with Policy T7 of the London Plan. The Council has a duty to ensure that the local highway network is not adversely impacted by development. The Council will seek to ensure that works and developments are not adversely impacting users and local neighbours e.g. through a Construction Logistics Plan. The Council has a duty to maintain the public highway under section 41 of the Highways Act 1980. Included within this is the responsibility to mitigate the impact of utilities and associated works on the highway.

Delivery and implementation



POLICY D1

DELIVERY AND IMPLEMENTATION

The council will implement the policies and proposals of the Local Plan by:

- a) working with stakeholders and partner organisations through a variety of fora and other arrangements, including resident working groups and designated neighbourhood forums.
- b) preparing Supplementary Planning Documents, Area Planning Frameworks, Development Briefs, master plans and best practice guidance where necessary.
- c) maintaining an Infrastructure Schedule (part of the Infrastructure Delivery Plan) that identifies the infrastructure projects and programmes that seeks to create the most benefits from development.
- d) utilising development management powers, including pre-application discussions and involving partner organisations where appropriate.
- e) having regard to the financial viability of development in the following ways:
 - a. plan-making.
 - b. CIL charge-setting; and
 - c. negotiating Section 106 Agreements ('106s'), including for affordable housing
 - d. site specific circumstances including site specific infrastructure.
 - e. site size, constraints and characteristics.
- f) allocating council funding and seeking other monies for projects which support the Local Plan; and
- g) preparing authority monitoring reports on an annual basis to review the effectiveness of policies and identifying alterations where necessary.

Stakeholders and partner organisations

Responsibility for the successful implementation of the policies within the Local Plan falls not only upon the council as Local Planning Authority and in some cases as the landowner or service provider, but also upon the council's partners and other stakeholders, including neighbouring boroughs, the Old Oak and Park Royal Development Corporation, the GLA and other public and private sector organisations, especially with regard to strategic matters.

Landowners and developers will be important partners in the regeneration of the borough. Much of the land in the regeneration areas is held by private landowners and their commitment and active involvement is required to implement the regeneration the borough needs. There are ongoing discussions with these key landowners and stakeholders to determine the way forward for development and the council has adopted or is preparing area frameworks for some of the identified regeneration areas. In some cases, there are opportunities to consider joint schemes with private landowners or developers holding adjacent or nearby sites which could involve joint ventures or special purpose vehicles, subject to European Union procurement rules

Infrastructure Delivery Plan

An Infrastructure Delivery Plan (IDP) is being prepared alongside the Local Plan. The IDP will set out the borough's key infrastructure requirements, anticipated costs and expected delivery based upon partnership working throughout the Local Plan process. The IDP is a 'live' document that the

council will monitor and review on a regular basis to reflect the current circumstances and to inform the development management process. An Infrastructure Schedule contained in the IDP will set out an overview of the key infrastructure requirements necessary to support regeneration in the borough.

Development Management

It will be through development management processes, including pre-application discussions and Resident Working Groups and designated Neighbourhood Forums that the council will seek to implement many of the policies and proposals in the Local Plan. The council will also consider, when appropriate, the use of compulsory purchase powers to enable land to be developed, redeveloped or improved to help deliver regeneration. The council will usually try to negotiate with the owner, but if the owner refuses to sell, the council can start the process that will allow it to buy the land or property.

Guidance documents

The council's pro-active planning approach to regeneration will be supported by a number of planning documents and detailed guidance. In particular, the council will prepare other Local Plan documents, Supplementary Planning documents (SPDs), Development Briefs, Master Plans and best practice guidance where necessary.

Funding Sources

The council will allocate council funding and seek monies for projects which support the Local Plan. More detail on infrastructure funding will be provided in an Infrastructure Delivery Plan currently being prepared by the council. Much of the funding will be provided through development in the borough, namely through on-site development, the CIL and Section 106 agreements.

Monitoring

To enable the council to know whether the Local Plan policies and programmes for infrastructure are achieving their objectives and targets. Alongside the Local Plan, an IDP has been produced. This is considered to be a 'live' document that will be monitored on a regular basis to address infrastructure provision and delivery. The council will monitor policies and infrastructure delivery and prepare Authority Monitoring Reports (AMRs) on an annual basis.

Section 113 of the Localism Act 2011 sets out the requirements for AMRs. Regulation 34 of The Town and Country Planning (Local Planning) (England) Regulations 2012 provides further detail on these requirements which are also reflected in the National Planning Practice Guidance on Local Plans. The requirements are summarised here. The AMR must:

- identify the timetable for preparation and stages reached (including adoption and dates) for each Local Plan document or Supplementary Planning Document

(SPD) listed in the council's Local Development Scheme (LDS), and the reasons for any slippage in achieving the timetable.

- identify the extent to which the council is, or is not, implementing policies in the Local Plan and, where policies are not being implemented, explain the reasons why and the steps intended to be taken to ensure that the policy is implemented.
- specify the council's progress in meeting targets for net additional dwellings or affordable dwellings for both the period in respect of which the report is made and the period since the policy was first published, adopted or approved.
- detail any made neighbourhood development orders or neighbourhood development plans.
- contain monitoring information required by the Community Infrastructure Levy (CIL) Regulations 2010 (as amended); and
- give details of what action the council has taken regarding the duty to cooperate



Appendices

Appendix 1 - Retail hierarchy

Town Centre	Designation
Hammersmith	Major Centre
Fulham	Major Centre
Shepherd's Bush	Metropolitan Centre
Local Centres	Address
East Acton	Old Oak Common Lane, 74 to 100, Erconwald Street, 1 to 5, 2 to 4 Westway 1-11, 13
Askew Road	East side, 105 to 119, 63-105, 121-155 West side, 66 to 118, 124 to 128, 157 to 165
North End Road (West Kensington)	East side, 137 to 153, 155-169, 175 to 203c, plus 4-12 North End Crescent West side, 62-70, 78 to 84, 86 to 114 North End Road, plus 1 Baron's Court Road, 2 Castletown Road, 2-6 Charleville Road, 1 Charleville Road, the Three Kings Pub
Fulham Road	North side, 656 to 702c, South side, 799 to 859, 604-620 Fulham Road, 753-763 Fulham Road, 765-781 Fulham Road, 783-797 Fulham Road

Wandsworth Bridge Road	East side, 99 to 133, 269-283, West side 112 to 132, and 134 to 198, 1 Hazlebury Road and 308-314 including Post Office fronting Hugon Road
Neighbourhood Parades	Address
Bloemfontein Road	Shop units in Charnock House, Sainsbury's on site of former Janet Adegoke Centre
Uxbridge Road West	South side, 171 to 197a, North side, 412 to 420, 424 to 448
Edward Woods Estate	2-18 Swanscombe Road, Shop Units in Swanscombe House, Shop Units in Mortimer House
Brackenbury Village	127a-139 Brackenbury Road, 22, 53-55 Aldensley Road
Blythe Road	North side, 108-118, and Coleridge Court shop units, South side, 59 to 73
Baron's Court	Palliser Road, West side, 45-55, Margravine Gardens, South side, 1, 3, 3a Shops in Baron's Court station
Fulham Palace Road North	Fulham Palace Road, West side, 168 to 190, 192 to 206, 208 to 220; East side 169 to 177, 179-191, 193 to 207 and 209-211 Lillie Road, North side, 392 to 402
Fulham Cross	287-297 Munster Road, 299-305 Munster Road, 325 Lillie Road,

	302-320 Munster Road
Munster Road	East side, 236 to 244, West side, 199 to 259
Fulham Palace Road South	East side, 323- 327, 329 to 367
King's Road	559-575 Kings Road, 577-581 Kings Road, 587-599 Kings Road, 554-562 Kings Road, 564-598 Kings Road, 600-612 Kings Road
Fulham High Street	6-66 Fulham High Street, 963-969 Fulham Road, 1-9a, 15-35, 41-47 and 49-67a Fulham High Street, 947-961 and 764-792 Fulham Road
Parson's Green	New Kings Road, North side, 26 to 40, South side, 173 to 207, 48-60 New Kings Road, 62-80 New Kings Road, 82-96 New Kings Road, 251-269 New Kings Road, 271-285 New Kings Road, 287-305 New Kings Road
King Street (Hamlet Gardens)	338-340a King Street, 344-348 King Street, 352-366 King Street, 370-372 King Street, Standish House and 345-357 King Street, 369-399 King Street

Parson's Green Lane	West side, 50 Parsons Green Lane, Dexter Court & Brigade House East side, 51, 61 to 77 Parsons Green Lane; 1-3 Parsons Green
Satellite Parades	Address
Uxbridge Road East	North side, 216 to 250, and 262 to 294, South side, 15 to 41, and 57 to 95
Goldhawk Road	South side, 57 to 75, 77 to 85; North side, 56 to 104, 106-120
Shepherd's Bush Road	West side 48 to 104
King Street (Ravenscourt Park)	182-230 King Street, 232-246a King Street, 248-260 King Street
Latymer Court	102-172 Hammersmith Road
Fulham Palace Road	54-66, 68 to 80, 82-114, 91-99, 101-111, 113-127 Fulham Palace Road

Appendix 2 Archaeological priority areas

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

Appendix 3 - Open space hierarchy

Name of Open Space	Area (hectares)
Metropolitan Parks	
Wormwood Scrubs* (MOL)	68.18
District Parks	
Bishops Park (MOL)	11.08
Ravenscourt Park	13.41
Local Parks	
Eel Brook Common**	5.71
Fulham Palace Grounds^	5.26
Hammersmith Park	2.97
Hurlingham Park (MOL)	7.97
Lillie Road Recreation Ground	3.25
Little Wormwood Scrubs**	8.83
Normand Park	2.14
Shepherd's Bush Common**	3.36
South Park	7.90

Wormholt Park	3.06
Small local parks and open spaces	
Bayonne Park	1.12
Brompton Park	0.75
Brook Green**	1.68
Cathnor Park	0.59
Frank Banfield Park	1.31
Furnival Gardens	1.66
Gwendwr Gardens	0.28
Imperial Wharf Park	2.36
Marcus Garvey Park	0.5
Norland North Open Space	0.94
Parsons Green**	1.04
Queens Club Gardens	0.63
Rowberry Mead	0.4
St Paul's Gardens and Open Space, Hammersmith Road	0.59
St Paul's Green and Church	0.74
St Peter's Square^	0.7

Wendell Park	1.73
White City Living Central Parks	1.26
William Parnell Park	0.97
Pocket Parks	
Bentworth Road Open Space	0.27
Colehill Gardens Open Space	0.23
Godolphin Road Open Space	0.12
Gwendwr Gardens	0.28
Gwendwr Gardens OS Annex	0.15
Imperial wharf 'Railway Parkland 'A'	0.26
Lillie Garden Square	0.15
Little Brook Green **	0.22
Loris Road Gardens	0.12
Manbre Wharf	0.36
North Pole Road OS	0.28
North Verbena Gardens	0.10
Purcell Crescent Open Space	0.21
Riverside Gardens/ Chelsea Creek Waterfront	0.16

Stevenage Park/Crabtree Lane	0.26
Upper Mall open space (excluding Thames Path strip)	0.19
Vicarage Gardens, Church Gate, Fulham (adjoin All Saints Church).	0.17
Mund Street Open Space	0.13
Westcroft Square	0.10
Cemeteries and Open Spaces adjoining places of Worship	
Fulham Cemetery	5.09
Margravine Cemetery (Hammersmith Cemetery)	6.52
Kensal Green Cemetery (MOL)	9.45
St Mary's Cemetery (MOL)	10.56
St Thomas of Canterbury Cemetery	0.19
Allotments	
The Warren (MOL)	5.8
Emlyn Leisure Gardens	0.5
School Playing Fields	
Burlington Danes School Playing Fields and Courts	3.34
Godolphin and Latymer Playing Fields, Iffley Road	0.68

Latymer Upper School Playing Fields	3.84
St Paul's Girls School Playing Fields, Brook Green	1.19
Outdoor Sporting Facilities	
Chelsea Football Club, Stamford Bridge	0.87
Fulham Football Club, Stevenage Road	0.77
Hurlingham Club Grounds (MOL)	12.10
Parsons Green Club, Broomhouse Lane	0.87
Queens Club	2.52
Queens Park Rangers Football Club, Loftus Road	0.77
Note: *Located within the boundaries of the Old Oak and Park Royal Development Corporation MOL ** Common Land ^ Historic Park or Garden	

Appendix 4 – Nature Conservation areas and green corridors

Areas of Metropolitan Importance

The River Thames, with its foreshore, drawdocks and inlets – including Chelsea Creek

Kensal Green Cemetery

Areas of Grade I Borough-wide Importance

Scrubs Wood and Wormwood Scrubs

Fulham Palace and Bishops Park – including All Saints' Churchyard

Former British Gas Pond at end of Chelsea Creek to west of Railway

Hurlingham Club Grounds

Rail side habitats – various locations

Areas of Grade II Borough-wide Importance

St Mary's Cemetery

Hammersmith Park

Ravenscourt Park

Margravine Cemetery (Hammersmith Cemetery)

Areas of Local Importance

White City Community Gardens
Wormholt Park
Wendell Park
Cathnor Park
Shepherd's Bush Common
Furnivall Gardens
St Paul's Open Space
Fulham Palace Road Cemetery
Normand Park
South Park
Eel Brook Common
Little Wormwood Scrubs Park
Loris Road Community Garden
Godolphin Road Community Garden
Green corridors
West London Line – Fulham Road to Chelsea Creek
West London Line – Westway to Lillie Road

Appendix 5 - Marketing requirements

A number of policies in this Local Plan require marketing evidence to be submitted for applications to justify a proposed loss of uses which are otherwise protected by policies. This includes employment uses, shops, pubs, and social and community premises. This appendix sets out the details that should be provided to enable officers to assess the acceptability or otherwise of the marketing undertaken. The policies covered are:

- E3 Loss of Employment Land and Affordable workspace
- E6-E9 Protected shopping parades and local shops
- E12 Public Houses,
- E13 Enhancement and Retention of Arts, Culture, Entertainment, Indoor Leisure and Recreation and Sport Uses
- SC2 - Enhancement and Retention of Social and Community Infrastructure

The Council's assessment will consider the overall length, type and quality of the marketing. Marketing should include a robust and active marketing campaign as follows:

- Be ongoing for a minimum period as set out in the table below.

Be carried out with at least two recognised commercial agents.

- The property should be marketed on property databases, search engines and other relevant websites which focus on the sale or letting of commercial premises, which are free to view and easily accessible by prospective purchasers/tenants.
- Prices should reflect the market value of the property in its current use and current quality and be commensurate with the existing quality and location of the premises.

Land Use	Local Plan Policy	Minimum marketing period
Retail parades, pubs	E6-E9, E12	2 years
Employment uses	E3	2 years
Arts Culture Entertainment; <u>indoor</u> recreation sport and leisure	E13	2 years
Social and Community Infrastructure	E1SC2	18 months

Information to be included in the marketing report:

- Identify the last occupier including name, address, nature of business.

- Identify the land uses the property/site is being marketed for.
- Evidence of marketing in at least 2 commercial agents including online.
- The date when marketing began and ceased (if relevant) for each agent, if more than one used.
- The websites or press the property/site was advertised on and identifying dates when freely available to be viewed. In the case of websites, the number of 'hits'.
- Details of direct marketing used including a copy of the marketing brochure, details of who the marketing particulars were circulated to including the size of the database, and whether the database used is mainly aimed at potential occupiers based locally or nationally.
- Distribution of marketing material should be on a quarterly basis.
- Whether a marketing board has been used and the dates it was displayed. Use of a mounted sales/letting board in a prominent position on each elevation throughout the marketing period is advised wherever possible.

Details of the marketing outcomes should include

(a) any expressions of interest and comments from viewings as to why the property wasn't suitable; (b) details of reductions in price (where applicable), and (c) offers made.

- In these cases the interested parties should be identified and where the premises were rejected the reasons for doing so should be stated.
- The two agents' views as to why the property is not letting.

All marketing undertaken must meet the requirements as set out above.

More specific marketing requirements for different types of uses, as set out below.

Offices (E (g) (i) or (g) (ii) Use Class)

Where a proposal involves a change of use or redevelopment resulting in a loss of office space, marketing must clearly demonstrate that there is no longer demand for an office-based use in this location, and that there is not likely to be in the foreseeable future.

Marketing must also include the following:

- Evidence that the site has been marketed for the existing office use and other types of office-based uses such as flexible, start-up or co-working space.
- Evidence that the offices have been marketed at a price commensurate with their existing quality or condition based on the local office market, by reference to rents achieved for comparable properties in the locality.

- Details of lease terms – leases should not be unduly restrictive and should include the potential for a short-term lease in appropriate cases.
- Evidence that the potential of upgrading the building or adapting the building to meet modern workspace requirements been explored. This may include a viability assessment addressing the feasibility of refurbishing or modernising the existing office space.

Industrial land and business parks (E (g) (ii) or (g) (iii), B2, B8 Use Class and Sui Generis uses)

Where a proposal involves a change of use or redevelopment resulting in a loss of these uses, including industrial space, the marketing information must include

- Details of commercial agents used. It is expected that the agents would specialise in this sector.
- Detail of the marketing campaign to clearly demonstrate that there is no longer demand for these uses, and related industrial uses in this location, and that there is not likely to be in the foreseeable future.
- Alternatively, evidence must be provided to show why the site is not suitable with or without adaption taking into account locational criteria for these uses in the London Plan, outcome of the marketing campaign such as viewings

Note that attempts to market poorer quality premises should be on the basis of their present condition, and not on their potential for redevelopment in other employment uses, or proposing housing as the only viable option.

Retail (E(a) Use Class)

Where a proposal involves a change of use away from retail that is not supported by policy within designated and non-designated shopping frontages, marketing must include the information set out in the introduction to this appendix, plus:

- the rental value the property was marketed at and
- a comparison of rents achieved for other comparable E(a) uses relevant to the application site, taking into account the size of the unit and other matters such as location and servicing.

Marketing evidence will be sought for loss of a retail unit or where the loss (including ancillary floorspace) is very substantial.

Pubs

Supporting evidence will be required to demonstrate that all reasonable efforts made to preserve the continuing operation of the facility as a public house and how this has affected the pub's trading performance. Examples of initiatives would include the

potential such as offering B&B, changes to operating hours, improving the food or drinks offer, adding a kitchen and serving food.

The applicant will need to demonstrate that there is no reasonable prospect of a pub being able to trade from the premises in the medium term, by submitting robust financial evidence including rents and turnover figures, and operational factors relevant to viability including hours of opening, availability of food, meeting and event rooms. In assessing the future operating potential of a public house, it may be helpful to refer to "The Public House Viability Test" prepared by CAMRA (The Campaign for Real Ale), <http://www.camra.org.uk/campaigners>

The Council may undertake a peer review of the viability assessment using its own assessors, to be funded by the applicant.

Details should be provided about the operation of the public house (including at the time of closure if vacant) such as

- the turnover of the public house
- the last three full years of audited accounts
- the percentage split between food and drink, whether the premises is used for meetings, community purposes, or entertainment such as theatres, music venue etc.

Applicants must submit a marketing exercise to demonstrate whether there is a demand for the pub

at a realistic rent or freehold value which is 'free of tie'

The marketing exercise must include the information set out in the introduction to this appendix, plus:

- The opinion of an RICS qualified chartered surveyor specialising in the leisure sector, independent of the selling agent to confirm that the rental and freehold value of the pub used in the marketing exercise is reasonable.

Where a replacement facility is proposed off site, the applicant should demonstrate to the Council's satisfaction that the facilities offer the same or better range and standard than those lost, taking account of the needs of the community, such as meeting rooms, beer gardens stage/performance space, and that the new location would be easily reached by users of the facility.

It is expected that public houses will be marketed via an estate agent specialising in the leisure industry,

Many public houses are considered to be a valuable community facility. The Council may require an applicant to fund a survey to establish the views of the community, including members of protected groups where appropriate, on the loss of the public house. The methodology and content of the survey would need to be agreed in writing by the Council and be funded by the applicant.

If a pub is registered as an Asset of Community Value, a survey will not be required to demonstrate to the Council the community value of a pub, as that has already been established by that designation.

Arts Culture Entertainment (ACE) uses

The ACE cultural and arts sector is underpinned in its Industrial strategy, and the council seeks to ensure that its cultural and leisure offer is sustained and enhanced. The Council will require evidence to justify the loss or change of use which takes account the social and economic benefits provided by these facilities. Applicants must include;

- Details of all reasonable efforts made to preserve the continuing operation of the facility and how this has affected trading performance.
- The last three full years of audited accounts to be submitted to the Council.
- A marketing exercise and viability assessment that considers the ability of the premises or site for alternative arts, cultural or entertainment uses unless the Council confirms in writing that this is not required.
- The scope and range of uses included in the marketing exercise must be agreed by the Council in advance.

The marketing exercise must include the information set out in the introduction to this appendix, plus:

- The opinions of an RICS qualified chartered surveyor specialising in the leisure sector, independent of the selling agent to confirm that the rental and freehold value used in the marketing exercise is reasonable.

The council may peer review the viability report using its own viability assessors which will be funded by the applicant.

Where a replacement facility is proposed off site, the applicant should demonstrate to the Council's satisfaction that the facilities offer the same or better range and standard than those lost, and that the new location would be easily reached by users of the facility.

Where the property is a purpose built theatre or/and an existing heritage asset, the impact on its features and evidence that these would not be significantly diminished through conversion to an alternative use.

In the case of theatres, the council will expect applicants to engage with Theatres Trust and have regard to its guidance and viability information.

Social and Community Infrastructure (within E, F Use Classes and Sui Generis uses)

For applications involving any loss of Indoor Leisure and Recreation and Sport Uses, or a social and community infrastructure, applicants must demonstrate a robust marketing campaign, and that the potential for re-using or redeveloping the existing site for these uses have been fully considered.

These requirements will also apply to small scale or local community infrastructure located outside major town centres. The marketing will need to be robust to show that the social and community role and value has been identified and considered through engagement with voluntary/community groups, in line with Policy SC2, and that there is no longer an identified current or future need.

Marketing must also include the following:

- Evidence that the facility is no longer needed.
- Evidence of meaningful engagement with service providers or a public disposal process would be required to demonstrate this.
- Evidence that the loss of the facility would not have a detrimental impact on social and community service provision. For example, a marketing report could provide details of alternative facilities in close proximity and provide evidence that existing users have all been successfully relocated and that this has not resulted in any shortfall in provision.

- Consideration should be given to the potential for adapting the site / premises to meet community needs either now or in the future.
- Evidence should be provided to show that premises have been offered at a reasonable charge to appropriate user groups, e.g. at a discounted rate to community groups or voluntary organisations.
- Where the site is an existing health facility, consideration should first be given to re-using the site for other health facilities before other social infrastructure uses.