

Introduction

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Deleted: How to Comment on this Document¶

Foreword

The Earl's Court and West Kensington Opportunity Area is one of the few remaining large development sites, close to central London, which has the potential to bring economic opportunity, new homes and new jobs on a grand scale.

The area has gone through significant change over the years. A collection of orchards and brickfields were replaced by a transport depot and coal yard. Then the area grew to become an internationally recognised exhibition venue, as well as home to over 1,500 people and an important element in London's transport infrastructure.

Over recent years the London Borough of Hammersmith and Fulham, the Royal Borough of Kensington and Chelsea and the Greater London Authority have come together to investigate the potential for the redevelopment of the Earl's Court Exhibition Centres. No one underestimates the contribution that the exhibition centres have made to the local economy; however, redevelopment could continue the Earl's Court 'brand' by creating a new vibrant cultural destination, as part of a new mixed use quarter which will provide new benefits to the local community, such as new businesses, shopping and employment opportunities.

Looking beyond the exhibition centres, in Hammersmith and Fulham the site of the Transport for London depot and the West Kensington and Gibbs Green housing estates offer huge potential for a comprehensive approach to redevelopment. This approach provides opportunities to re-house residents in better accommodation and build thousands of new homes, many of which will be affordable to those on low and middle incomes.

New infrastructure will be necessary to support the new population, including new roads, buses and improvements to the local stations, as well as a range of social and community facilities.

We have the chance to create a truly inspiring new urban quarter through the redevelopment of the Earl's Court and West Kensington Opportunity Area. Comprehensive redevelopment of the area presents a fantastic opportunity to improve connections between communities that are currently severed by the railway infrastructure and exhibition centres.

The challenge to developers is to create buildings and spaces which will stand the test of time. The area is surrounded by nineteen conservation areas, several important listed buildings and Brompton Cemetery, a Grade 1 listed historic park and Garden. We want to develop a quarter worthy of this setting.

This planning framework is a major step towards creating a successful new place in Earl's Court where people want to live, work and visit. We have therefore been careful to place people at the centre of its creation. The input and careful consideration of many local residents and businesses has been invaluable. We hope that you, like us, are excited about what this area will be like in the future.

Deleted: 1.0 · We are asking for comments on this revised draft Joint Supplementary Planning Document (hereafter referred to as SPD). It provides guidance which would carry considerable weight when assessing planning applications in the Earl's Court and West Kensington Opportunity Area (hereafter referred to as the OA).¶

¶
1.1 · The first draft of the SPD was issued for public consultation between the 11th March 2011 and 26th April 2011. A Statement of Consultation, showing how comments made on that draft have been taken into account in this revised draft, is published alongside this SPD. ¶

¶
1.2 · Please send any comments on this revised SPD:¶
<#>by email to: earlscourtspdconsultation@lbhf.gov.uk; and ¶

<#>by post to: The Earl's Court and West Kensington Opportunity Area Project Team, Planning Division, Environment Services Department, London Borough of Hammersmith and Fulham, 5th Floor, Hammersmith Town Hall Extension, King Street, Hammersmith, London, W6 9JU.¶

¶
1.3 · Please submit your comments by **5pm Friday 23 December 2011** and make it clear in your written comments which Key Objective, Key Principle, Chapter, Paragraph, Table or Figure you are commenting on. When making any representations you may request to be notified at a specified address of the adoption of the SPD.¶

¶
1.4 · Copies of this revised SPD, together with all supporting documents including the representations made on the first draft SPD and how the issues raised in these representations have been addressed in the revised draft SPD will be available to view at:¶
<#>Earl's Court Exhibition Centre, Warwick Road, London, SW5 9TA.¶

¶
1.5 · The following websites: ¶
<#>The London Borough of Hammersmith and Fulham's (LBHF) - www.lbhf.gov.uk/earlscourtspd;¶
<#>The Royal Borough of Kensington and Chelsea's (RBKC) - www.rbkc.gov.uk/earlscourtspd; and¶
<#>The Greater London Authority's (GLA) - www.london.gov.uk.¶

¶
1.6 · Authority and Housing offices:¶
<#>The Duty Planner Office, First Floor, Hammersmith Town Hall Extension, King Street, Hammersmith, London, W6 9JU (9am to 5pm Monday to Thursday and 9am to 5pm on Friday);¶
<#>Housing Office, Fulham To (... [1])

[Stephen Greenhalgh](#)
[Leader, the London Borough of Hammersmith and Fulham](#)

[Sir Merrick Cockell](#)
[Leader, the Royal Borough of Kensington and Chelsea](#)

▼ This document will be made available in large copy print, audio cassette, Braille, or languages other than English upon request. If you require the document in one of these formats, please see the contact details above.

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Figure 1.1: (Page 08) View of the OA from the ARK building, Hammersmith

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Status of this Document

1.1. This document is a Supplementary Planning Document (hereafter referred to as SPD), providing supplementary detail to policies contained within the London Borough of Hammersmith and Fulham's (hereafter referred to as 'LBHF'), Core Strategy (2011) and the Royal Borough of Kensington and Chelsea's (hereafter referred to as 'RBKC'), Core Strategy (2010). It also provides supplementary detail to the Mayor of London's London Plan (2011) in the form of Supplementary Planning Guidance (hereafter referred to as SPG)¹. The SPD should be read in conjunction with the Mayor's London Plan, the borough Core Strategies and other relevant Development Plan Documents and SPDs.

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1.2. This SPD is a material consideration for the determination of any planning applications submitted within the OA.

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Deleted: planning purposes, which, once adopted, can be given more weight when determining relevant planning applications.

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Deleted: the Town and Country Planning Act 1990 (as amended),

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Deleted: a Statement of SPD Matters, which are available for comment during the consultation period.¶

1.3. This SPD has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended), the Planning and Compulsory Purchase Act 2004 (as amended), the Greater London Authority Acts 1999 and 2007 and Planning Policy Statement 12: Local Spatial Planning. This document is supported by a Sustainability Appraisal, an Equality Impact Assessment, a Statement of Consultation, an Adoption Statement and the Consultation Summary Report.

Figure 1.2: Aerial photograph of the OA

Deleted: 1.13 - Once this second round of consultation ends, the authorities will consider the comments raised and where appropriate revise the SPD. Once this has been completed, it is the authorities' intention to adopt the final document as a SPD to RBKC's and LBHF's Core Strategies and as a SPG to the Mayor of London's Spatial Development Strategy for London (the Mayor's London Plan). ¶

¹ Please note that the Mayor of London is unable to endorse this planning framework as an SPG to the London Plan during the Mayoral pre-election period. Should the Mayor subsequently choose to adopt this document as an SPG to the London plan, this document will need to be revised to include the Mayor of London's signature and logo and reference to the document being 'subject to endorsement by the Mayor' and this paragraph will be removed.

Purpose of this Document

1.4 This document has been produced in partnership between LBHF, RBKC and the Greater London Authority (hereafter referred to as 'GLA'), (the 'authorities').

The overall objectives of this SPD are to:

- establish detailed guidance on the application of policies within the London Plan and the boroughs' Development Plan Documents (DPDs) that will be used to assess any planning applications in the OA;
- establish and provide guidance for masterplanning within the OA;
- bring forward partnership working in redeveloping the OA and maximise public and private resources in regeneration; and
- engage all interested stakeholders as early as possible in the development process.

1.5 Figure 1.3 illustrates the agreed boundary of the OA. The OA is identified by description in Annex I of the London Plan (2011) which states that "the area presents a significant opportunity for regeneration comprising estate renewal and housing and employment growth".

1.6 Capital and Counties (Capco) own the freehold for Seagrave Road car park, are joint owner of the Empress State Building and have a lease on the Earl's Court Exhibition Centres. Transport for London (TfL), who own the freehold to the Lillie Bridge Depot and the land upon which the exhibition halls sit (subject to long leases to Capco), are actively collaborating with adjacent landowners to include their land within the wider redevelopment proposals, as are LBHF, who own the freehold for the West Kensington and Gibbs Green housing estates.

1.7 It is recognised that, more than ever in this current time of economic uncertainty, flexibility will be needed to achieve the authorities' strategic vision of comprehensive redevelopment, as reflected in Key Principles HO1 and PS1. This SPD is not intended to eliminate or constrain other acceptable development and/or strategies for achieving sustainable comprehensive regeneration in accordance with relevant London Plan and Core Strategy policies. The SPD has been drafted with this flexibility in mind, such that it can be applied to any application coming forward in the OA.

Figure 1.3: Major Land Owners in the OA

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Deleted: This SPD has been prepared in response to the development aspirations of one of the major landowners within the OA, Capital and Counties (Capco), where the redevelopment of their landholdings has the potential to be a catalyst for regeneration of the wider OA in LBHF.

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1.17 Capco own the freehold for both Seagrave Road car park and the Empress State Building and have a lease on the Earl's Court Exhibition Centres. After the 2012 Olympics the Earl's Court Exhibition Centres and the Seagrave Road car park sites are likely to be redeveloped. Transport for London (TfL), who own the freehold to the Lillie Bridge Depot and the land upon which the exhibition halls sit (subject to long leases to Capco), are actively collaborating with adjacent landowners to include their land within the wider redevelopment proposals. ¶

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1.18 LBHF own the freehold for the West Kensington and Gibbs Green housing estates. LBHF is undertaking a review of the economic benefits and disbenefits of estate regeneration (known as the 'Estates Regeneration Economic Appraisal') and its initial conclusions are that estate regeneration as part of a wider masterplan, delivers optimum benefits. LBHF, as landowner and being responsible for the estates as housing authority, has accepted and endorsed the conclusions contained within the Estates Regeneration Economic Appraisal, subject to the outcome of further consultation with local residents and any required consents from the Secretary of State. ¶

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1.19 The authorities (in their capacity as planning authorities) previously consulted on this draft SPD which contained three development capacity scenarios. One of these scenarios looked at a development scenario not involving the West Kensington and Gibbs Green estates whereas the other two looked at a comprehensive scenario including the estates. The authorities, having considered the representations received from the previous consultation and the initial conclusions drawn from the economic review, in so far as they are rel(... [2]

Policy Context

1.8 The entire site is identified in the London Plan as an Opportunity Area. In addition, the Core Strategies for LBHF and RBKC both contain planning policies specific to development in the OA. Together, these policies require a minimum of 7,000 jobs and 4,000 homes in a comprehensive residential led mixed use development that includes offices, retail, social and community facilities and a significant cultural destination. These policies also require improved east-west connectivity through the OA and development to uphold and promote the distinctive townscape and range of heritage assets in the area. The policies are reproduced in full in the Appendix.

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1.9 In addition to these OA specific planning policies, there are also theme based national, regional and local planning policies which apply to any redevelopment of the OA. The Mayor of London has other theme based Supplementary Planning Guidance (such as the Mayor's draft Housing SPG (2011)). These documents include guidance on applying the Mayor's density matrix to large sites. Both boroughs also have theme based Supplementary Planning Documents (such as Noise / Air Quality SPDs in RBKC) which also apply to redevelopment of the OA.

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Deleted: (such as the London Plan Housing SPG (2005), the Interim Housing SPG (2010) and the Housing SPG EIP draft (2010))

Structure of the Document

1.10 This SPD comprises of the following chapters:

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1.11 **1: INTRODUCTION.** Introduces the SPD, setting out its status and purpose and the timetable for its adoption.

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1.12 **2: SITE CONTEXT.** Sets the scene for the OA as it is today, by describing the spatial, social and historical context for the area.

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1.13 **3: VISION AND OBJECTIVES.** Sets out the Vision and Key Objectives to guide development in the OA.

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1.14 **4: URBAN FORM STRATEGY.** Establishes the Key Objectives for the urban form of the OA and provides Key Principles setting out how they could be achieved.

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1.15 **5: HOUSING STRATEGY.** Sets out the requirements for housing provision in the OA, in particular in terms of any estate regeneration proposals, tenure mix and unit size mix.

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1.16 **6: EMPLOYMENT STRATEGY.** Sets out the requirements for office provision and local job creation and training in the OA.

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1.17 **7: RETAIL STRATEGY.** Sets out the requirements for retail provision within the OA.

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1.18 **8: CULTURE STRATEGY.** Sets out the requirements to create a cultural destination that retains Earl's Court's cultural 'brand'.

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1.19 **9: SOCIAL AND COMMUNITY FACILITIES STRATEGY.** Sets out the requirements for the provision of social and community facilities, such as education (secondary, primary and nursery), health, leisure and sports provision, policing facilities, library provision and community meeting spaces.

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1.20 **10: TRANSPORT AND ACCESSIBILITY STRATEGY.** Sets out the necessary improvements to the transport infrastructure to accommodate development, including walking, cycling, public transport and traffic.

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1.21 **11: ENERGY STRATEGY.** Sets out requirements for development to reduce carbon dioxide emissions and deliver energy sustainability.

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1.22 **12: ENVIRONMENTAL STRATEGY.** Outlines requirements relating to climate change, flood risk and water management, land contamination, waste, demolition and construction, land contamination, air pollution, noise pollution and ecology.

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1.23 **13: PHASING AND SECTION 106 STRATEGY.** Sets out the required contributions from development and when, where known, these contributions should be delivered.

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1.24 **POLICY CONTEXT APPENDIX.** Provides the current planning policy context in relation to the OA, as set out in the Mayor's London Plan (2011), RBKC's Core Strategy (2010) and LBHF's Core Strategy (2011).

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1.25 Chapters 4 to 12 all follow a similar structure, based on the following diagram:

WHAT?

Redevelopment of the OA will be expected to meet each of the Key Objectives described in the SPD. Under each Key Objective there is also a number of Key Principles that will be used to assess development proposals in the OA.

WHY?

Each Key Objective and Key Principle has regard to the existing **policy context**, detailed **character and context assessment**, up to date **evidence base** and ongoing **consultation findings**.

HOW?

Under each Key Principle, the SPD then describes how it is to be delivered in development proposals.

Figure 1.4: Structure of the SPD chapters

SPD Timetable and Supporting Documentation

1.26 Figure 1.5 summarises the timetable and key consultation stages in the preparation of this SPD. It also shows what supporting evidence has informed its production. A number of supporting evidence documents have been produced in order to inform this SPD. These can be found on the three authorities' websites and should be read alongside this SPD. A summary of each document is provided below:

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1.27 **SUSTAINABILITY APPRAISAL.** Assesses the potential impacts of the document on a range of environmental, social and economic criteria.

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1.28 **EQUALITY IMPACT ASSESSMENT.** Assesses the potential impacts of the document on a number of identified minority groups.

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1.29 **STATEMENT OF CONSULTATION.** A statement setting out those consulted by the authorities in connection with the preparation of the SPD, how the consultations were carried out, a summary of the main issues raised in those consultations ("the Consultation Summary Report") and how the representations have been addressed in the SPD ("the Consultation Responses Schedule")

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1.30 **CONSULTATION SUMMARY REPORT.** Provides a summary of the comments raised during consultation on the revised draft of the SPD.

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1.31 **CONSULTATION RESPONSES SCHEDULE.** Sets out the comments received during consultation on the revised draft of the SPD and the officers' responses to these comments.

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1.32 **CHARACTER AREA ANALYSIS.** Is a study of the local urban character of the OA and its surroundings.

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1.33 **TOWNSCAPE AND VISUAL ANALYSIS.** Is a study of the physical fabric of the area and townscape through the analysis of existing views towards the OA from observation points around the OA. The analysis assesses the setting of existing

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Conservation Areas' skylines through an eye level visual assessment that identifies the key attributes and features in each view.

1.34 **EDGES STUDY.** Is a study of the existing OA boundary edge conditions between the OA and properties which share its boundary.

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1.35 **DEVELOPMENT CAPACITY SCENARIOS.** Sets out the three development capacity scenarios that were published in the first draft of the SPD. An illustrative Masterplan is provided for each and they are tested against the revised Key Objectives. They are followed by an alternative illustrative masterplan solution demonstrating a different approach to urban design that has the potential to meet all of the Key Objectives. Any masterplan images in this, or any other SPD document, do not and will not fix a design form and layout for the OA.

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1.36 **EARL'S COURT AND WEST KENSINGTON OPPORTUNITY AREA OFFICE STUDY (2011).** Explores the potential for office floorspace within the OA.

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1.37 **EARL'S COURT AND WEST KENSINGTON OPPORTUNITY AREA RETAIL NEED ASSESSMENT (2010).** Provides an assessment of retail need in the OA, looking specifically at retail capacity.

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1.38 **EARL'S COURT AND WEST KENSINGTON OPPORTUNITY AREA ECOLOGICAL ASPIRATIONS STUDY (2010).** Assesses the ecological and habitat value of the OA and sets out several aspirations to protect and enhance ecology and habitat diversity in the OA.

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1.39 **DECENTRALISED ENERGY FEASIBILITY STUDY (2011).** This sets out the potential for decentralised energy in the OA and sets out the strategic framework for the development of a site-wide, low carbon, decentralised energy scheme in the OA.

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1.40 **ESTATES REGENERATION ECONOMIC APPRAISAL (2011).** Provides a summary of the four options for intervention on the West Kensington and Gibbs Green estates.

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1.41 **TRANSPORT STUDY REVIEW (2011).** This Summary Report outlines the findings of the Earl's Court & West Kensington Strategic Transport Study (ECTS) and the independent review carried out by, and on behalf of TfL, LBHF and RBKC. The purpose of the review is to ensure that the ECTS and underlying analysis is acceptable to inform the SPD.

1.42 **VIABILITY REVIEW (2011).** Is a review that assessed the three development capacity scenarios (see para 1.47) above and assesses the viability of development at these three densities. The study was only accurate at the time it was undertaken in 2011 and any applications for development would need to be accompanied by their own viability assessments.

Figure 1.5: SPD timetable and supporting documentation

1.0 We are asking for comments on this revised draft Joint Supplementary Planning Document (hereafter referred to as SPD). It provides guidance which would carry considerable weight when assessing planning applications in the Earl's Court and West Kensington Opportunity Area (hereafter referred to as the OA).

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by post to: The Earl's Court and West Kensington Opportunity Area Project Team, Planning Division, Environment Services Department, London Borough of Hammersmith and Fulham, 5th Floor, Hammersmith Town Hall Extension, King Street, Hammersmith, London, W6 9JU.

1.3 Please submit your comments by **5pm Friday 23 December 2011** and make it clear in your written comments which Key Objective, Key Principle, Chapter, Paragraph, Table or Figure you are commenting on. When making any representations you may request to be notified at a specified address of the adoption of the SPD.

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1.5 The following websites:

The London Borough of Hammersmith and Fulham's (LBHF) - www.lbhf.gov.uk/earlscourtspd;

The Royal Borough of Kensington and Chelsea's (RBKC) - www.rbkc.gov.uk/earlscourtspd;
and

The Greater London Authority's (GLA) - www.london.gov.uk.

1.6 Authority and Housing offices:

The Duty Planner Office, First Floor, Hammersmith Town Hall Extension, King Street, Hammersmith, London, W6 9JU (9am to 5pm Monday to Thursday and 9am to 5pm on Friday);

Housing Office, Fulham Town Hall, Fulham Broadway, London, SW6 1ET (9am to 5pm Monday to Friday);

Planning Information Office, Kensington and Chelsea Town Hall, Hornton Street, W8 7NX (8.30am to 5pm Monday to Friday); and

Greater London Authority, City Hall, The Queens Walk, More London, London SE1 2AA (9am to 5pm Monday to Friday).

1.7 Local Libraries:

Hammersmith Library, Shepherds Bush Road, London, W6 7AT (Sunday 11am to 5pm, Monday 10am to 8pm, Tuesday 10am to 8pm, Wednesday 10am to 8pm, Thursday 10am to 8pm, Friday 10am to 5pm and Saturday 10am to 5pm);

Barons Court Library, North End Road Crescent, London, W14 8TG (Monday 10am to 5pm, Tuesday 10am to 8pm, Wednesday 10am to 5pm, Thursday 10am to 8pm, Friday 10am to 5pm and Saturday 10am to 5pm);

Brompton Library, 210 Old Brompton Road, London, SW5 0BS (Monday 9:30am to 8pm, Tuesday 9:30am to 8pm, Wednesday 9:30am to 5pm, Thursday 9:30am to 8pm, Friday 9:30am to 5pm and Saturday 9:30am to 5pm),

Kensington Central Library, Phillimore Walk, London, W8 7RX (Monday 9:30am to 8pm, Tuesday 9:30am to 8pm, Wednesday 9:30am to 5pm, Thursday 9:30am to 8pm, Friday 9:30am to 5pm and Saturday 9.30am to 5pm);

Chelsea Library, Chelsea Old Town Hall, King's Road, London, SW3 5EZ (Monday 9:30am to 8pm, Tuesday 9:30am to 8pm, Wednesday 9:30am to 5pm, Thursday 9:30am to 8pm, Friday 9:30am to 5pm, Saturday 9:30am to 5pm and Sunday 1pm to 5pm); and

Fulham Library, 568 Fulham Road, Fulham SW6 5NX (Sunday 11am to 5pm, Monday 10am to 8pm, Tuesday 10am to 8pm, Wednesday 10am to 8pm, Thursday 10am to 8pm, Friday 10am to 5pm and Saturday 10am to 5pm).

1.8 All comments received within the consultation period will be considered in the preparation of the final SPD, which the authorities will look to adopt in 2012. A statement will be prepared summarising the main issues raised in the consultation and how these issues have informed the final SPD. If you would like more information please call 0208 753 3317 for LBHF enquiries and 0207 361 2092 for RBKC enquiries.

1.17 Capco own the freehold for both Seagrave Road car park and the Empress State Building and have a lease on the Earl's Court Exhibition Centres. After the 2012 Olympics the Earl's Court Exhibition Centres and the Seagrave Road car park sites are likely to be redeveloped. Transport for London (TfL), who own the freehold to the Lillie Bridge Depot and the land upon which the exhibition halls sit (subject to long leases to Capco), are actively collaborating with adjacent landowners to include their land within the wider redevelopment proposals.

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consultation with local residents and any required consents from the Secretary of State.

1.19 The authorities (in their capacity as planning authorities) previously consulted on this draft SPD which contained three development capacity scenarios. One of these scenarios looked at a development scenario not involving the West Kensington and Gibbs Green estates whereas the other two looked at a comprehensive scenario including the estates. The authorities, having considered the representations received from the previous consultation and the initial conclusions drawn from the economic review, in so far as they are relevant to planning, have prepared this draft SPD. The authorities' preference is that estate regeneration should form part of a comprehensive redevelopment and, accordingly, Key Principle HO1 has been drafted to reflect this. LBHF considers that this key principle is in accordance with, and provides further detail to, the OA site policies set out in Annex 1 of the the Mayor's London Plan (2011) and LBHF's Core Strategy (2011) 'Strategic Policy - FRA' and 'Strategic Site and Housing Estate Regeneration Area - FRA 1'. The authorities now wish to seek views on this key principle, as well as the rest of the SPD. Following the consultation period, the authorities will consider any representations and decide whether it is in the proper planning interests of the boroughs and London to adopt this key principle.