

Vision and Objectives

Vision

3.1 This vision reflects and is based on the aspirations for the OA of LBHF, RBKC and the Mayor of London, as established by both boroughs' Core Strategies and the Mayor's London Plan. It is not intended to exclude any acceptable development options which would accord with the London Plan and the Core Strategies. The vision has been drafted with this in mind and would apply to any application coming forward in the OA.

"West London's New Urban Quarter"

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3.2 "Residential led regeneration of the OA will result in a world class, environmentally sustainable new urban quarter that people will want to live in, work in and visit. The new community will be mixed and diverse, with quality housing provided to meet a range of incomes and contribute to the Capital's needs and potential for growth.

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3.3 The new urban quarter will capture the spirit of this part of London by continuing the legacy of the Earl's Court 'brand' with a new cultural destination that will continue to draw visitors from across the Capital.

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3.4 It will be integrated into the existing urban fabric and character of the surrounding area, respecting the heritage assets and the pattern of streets, buildings and open spaces. The environment created will be of high quality throughout, adopting the best of typical West London character and complementing it with the best of contemporary design. It will provide safe, stimulating, well managed neighbourhoods that are attractive, exciting and served by a first class, well connected network of streets and open spaces that encourage walking and cycling. For the first time in the OA, the two neighbouring boroughs will be connected through improved east-west connections.

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3.5 The redevelopment of the area will incorporate sensitively designed, publicly accessible, green, open spaces, including a number of garden squares. They will offer a range of opportunities for both formal and informal play and recreation as well

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as enhancing the ecological value of the area. All public open spaces, play spaces, streets and buildings will be inclusive and accessible.

~~3.6~~ There will be a substantial increase in the number of homes in the area, with new housing for sale and rent at a range of prices and affordability. The Gibbs Green and West Kensington estates will be regenerated, with existing residents benefiting from greater housing choice, and higher quality, more suitable homes, designed with their needs in mind. All existing residents will be able to continue living in the area if they choose to do so, and the existing community will be enriched with a more varied, balanced and sustainable socio-economic mix.

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~~3.7~~ Many people will choose to both live and work in the area, reducing the need for commuting and the subsequent demand on the public transport and road networks. Improvements to the road and public transport networks will be made to ensure that the impacts of development are minimised.

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~~3.8~~ The new urban quarter will make the most of its enviable location on the A4, equidistant between London's largest international airport at Heathrow, and London's economic heart in the West End and the City. As a result it will become an attractive and high profile location for both large and small businesses, from start-ups to established institutions.

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~~3.9~~ Regeneration will have overwhelmingly positive effects in the surrounding area, increasing the economic health of local businesses, town and local centres and contributing to local employment and community needs, with a high proportion of the new jobs created being filled by local people.

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~~3.10~~ The economic health of this part of North End Road will be revived with new shops, restaurants and services opening on its eastern side to create a two sided shopping street. Other retail and services to meet the day to day needs of new residents and workers will cluster around the existing tube stations on the edges of the OA and in a new centre within it. This new retail will complement rather than compete with existing retail centres, through careful management.

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~~3.11~~ The new urban quarter will provide a number of community facilities to support the new living and working populations. This will include a new community hub with space to accommodate a range of multi functional community uses. The

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new quarter will also be supported by a new primary and secondary school, a health centre, affordable sports and leisure facilities and police infrastructure.

3.12 Outstanding environmental performance will be achieved by the use of low and zero carbon technologies, including renewable energy sources, a district heat network and combined heat and power. Sustainable approaches to mitigating waste, water management and controlling noise and air quality will also be introduced.”

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Key Objectives

3.13 Urban Form

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- Establish an **urban grain** within the OA that is inspired by the surrounding pattern of streets and open spaces;
- Maximise **connectivity**;
- Provide good quality **public open space** that offers a range of recreational and ecological opportunities and overcomes existing deficiencies in access to public open space and play facilities;
- Ensure that new buildings on the **edges** of the OA are sensitively integrated into and enhance the existing context;
- Ensure that no new buildings visible on the **skyline** have a negative impact on the quality and character of the surrounding townscape; and
- Design well proportioned **streets** that respond to those in the surrounding area and encourage walking and cycling.

3.14 Housing

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- Ensure that new housing and estate regeneration creates mixed and diverse residential neighbourhoods.

3.15 Employment

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- Increase employment opportunities for local people, by creating a minimum of 7,000 new jobs and improving access to training initiatives and apprenticeships.

3.16 Retail

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- New 'comparison' retail demand from the new residents should be met in existing town centres - Fulham, Hammersmith, Shepherd's Bush, Kensington High Street and King's Road. In Fulham Town Centre there is an additional opportunity that should be taken to extend the town centre north along North End Road; and
- Retail to meet the day to day needs of the new resident and worker population, in addition to the extended Fulham Town Centre, should be clustered around underground stations and in a new local centre within the OA which will also complement the new cultural and visitor facilities.

3.17 Culture

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- Explore the potential for a strategic leisure, cultural and visitor attraction in accordance with the Mayor's London Plan; and
- Create a lively cultural destination with a variety of culture, arts and creative facilities that continues the Earl's Court 'brand'.

3.18 Social and Community facilities

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- Provide social and community facilities to meet the needs of the new residential and worker population at each phase.

3.19 Transport

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- Maximise the number of trips by walking and cycling, ensure excellent access to and increased capacity on public transport as well as managing the demand for freight and deliveries whilst minimising unessential motorised travel to mitigate traffic impacts and congestion on the road network;
- Ensure interventions are put in place to accommodate increased travel demand from development and that these interventions do not have any unacceptable impact on the transport network or wider environment; and
- Ensure a holistic approach is taken to walking, cycling and public transport that delivers a high quality public realm and improves local connectivity.

3.20 Energy

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- All residential buildings from 2016 and all non-domestic buildings from 2019 must be zero carbon; and
- All buildings must reduce carbon dioxide emissions in accordance with the energy hierarchy of using less energy, supplying energy efficiently and using renewable energy.

3.21 Environment

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- Protect the new and existing population from the impacts of demolition, excavation and construction and sustainably remediate contaminated land;
- Require development to reduce flood risk and achieve sustainable water management, including sustainable urban drainage;
- Minimise waste generation, including demolition and construction waste, in accordance with the waste hierarchy;

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- Ensure that the environmental impacts of air pollution and noise and vibration are adequately controlled and minimised; and
- Require development to protect and enhance ecology and biodiversity, including the protection of the ecological area adjacent to West Brompton Station.

3.22 Section 106 and Phasing Strategy

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- Ensure a comprehensive approach to redevelopment of the OA; and
- Ensure that the appropriate mix of land uses and infrastructure are delivered within the relevant phase(s) in order to support the needs of development.

Figure 3.1: Illustrative diagram showing the main urban form aspirations that could be delivered as part of comprehensive regeneration of the OA. For illustrative purposes only.

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Figure 3.2: Illustrative diagram illustrating different land uses that could be delivered as part of comprehensive regeneration of the OA. For illustrative purposes only.

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Figure 3.3: Illustrative masterplan showing one possible way in which the Vision and Key Objectives could be achieved in the OA. More explanation of this illustrative masterplan can be found in the Development Capacity Scenarios SPD Supporting Document. For illustrative purposes only.

Figure 3.4: Illustrative masterplan showing one possible arrangement of ground floor land uses. For illustrative purposes only.

Figure 3.5: Illustrative masterplan showing one possible arrangement of upper floor land uses. For illustrative purposes only.