

London Borough of Hammersmith & Fulham
Supplementary Planning Document

**SHEPHERDS BUSH MARKET AREA
PLANNING BRIEF**
Market and Theatre led Regeneration



Adopted 27th October 2010

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Red text Revisions made following December - January 2010 Public Consultation

Blue text Revisions made following September - October 2010 Public Consultation

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1 INTRODUCTION

Background

1.1 Shepherds Bush Market is a well known attraction offering a wide range of goods and services, drawing people from all over west London and beyond. **The name Shepherds Bush is thought to have originated from the use of the common land here as a resting point for Shepherds on their way to Smithfield Market in the City of London. The market was established in 1916 and is historically famed for its stalls, shops and arches selling an assortment of customary and exotic produce, dress fabric and furnishings with its own distinctive identity. Today, however, parts of the market are run down, there is evidence of falling footfall in recent years, a reduction in the variety of the retail offer and a lack of investment. The whole area needs upgrading and renovating if the market is to continue to perform its role in the future. There is an opportunity to do this now, in conjunction with the development of adjacent land, in a way that will regenerate and make a major difference to this part of the town centre.**



1.2 **The market is identified in the Council's Unitary Development Plan 2007 (as amended) in policy SBTC3 which says that the Council will support the retention and improvement of the market, acknowledging it is an important feature of the town centre. In more recent emerging policy a wider market regeneration area is included within the White City Opportunity Area identified in the Borough's Local Development Framework Proposed Submission Core Strategy (October 2010). That document sets out the proposed policy as: "Regeneration of the market and other adjacent land to create a vibrant mixed use town centre development of small shops, market stalls, leisure uses, residential and possibly offices; in accordance with the Shepherds Bush Market Supplementary Planning Document. Development should encourage small independent retailers and accommodate existing market traders".**



1.3 The Shepherds Bush Market Planning Brief provides detailed guidance on how the area should be regenerated and is adopted as a supplementary planning document to the Council's Unitary Development Plan policy SBTC3. **Before considering the adoption of the brief, the Council carried out an extensive public consultation exercise with local people, market traders and businesses and other interested parties. There was a first stage of consultation in December 2009 - January 2010 and a second stage in September - October 2010. Revisions were made to the brief following both consultations exercises. Details of the comments made and the Council's responses can be found in the Shepherds Bush Market Planning Brief for Market and Theatre Led Regeneration SPD, Representations with Responses and Associated Action.**

Vision

1.4 The Shepherds Bush Market regeneration area will be a vibrant mixed use destination providing a new focus in the



western part of the town centre; bringing greater and long term economic vitality to the surrounding area, attracting visitors to the area and upgrading facilities for local residents. **The unique character and diversity of the famous existing market should be at the core of regeneration along with the impetus that would come from a new cultural facility in the form of a theatre, but be** enhanced and complemented by new shops, **residential and** leisure and cultural activities, where independent and specialist small businesses and the creative arts can thrive. There will be a high quality, distinctive, well managed and safe environment; retaining the unique essence of the market. The area will complement the town centre's long standing role for public entertainment by providing new destinations for small scale arts and cultural performance. The regeneration will have been implemented in a way that complements the local community and respects the interests and amenity of residents, particularly in the Pennard Road and Lime Grove areas.

Objectives

- To renovate and enhance the existing markets in terms of the physical fabric of the trading units and stalls, the public realm and railway arches, servicing arrangements and security and safety; to increase footfall; and, to support a mix of trading opportunities **while seeking to maintain as a minimum an equivalent trading area attributed to the current operational market stalls and units to sustain the traditional role of the market in the community**, its long term viability and its vibrant diversity.
- To complement and integrate the markets renovation with a retail and leisure led mixed use scheme that will provide a vibrant ground floor mix of small shops **with an element of cafes** and restaurants **and** opportunities for independent businesses and for the re-provision of businesses **in the Goldhawk Road frontage within high quality new retail accommodation along the frontage, accompanied by** a mix of residential, and offices, on upper floors **essential to the urban mix.**
- To ensure that there are new significant leisure, public arts or cultural facilities to act as a focus and public attraction; and that the former Shepherd's Bush library maintains a cultural role in the community as a publicly accessible **theatre**, that will help anchor and complement the overall market area regeneration.
- To create a well managed development of exceptional design that complements the best of the local architectural and historical character and respects the local context, in particular the environmental amenity of adjacent residential properties on Pennard Road, **Pennard Mansions and Lime Grove.**
- To ensure there is a site layout that successfully integrates the market within the new development producing a

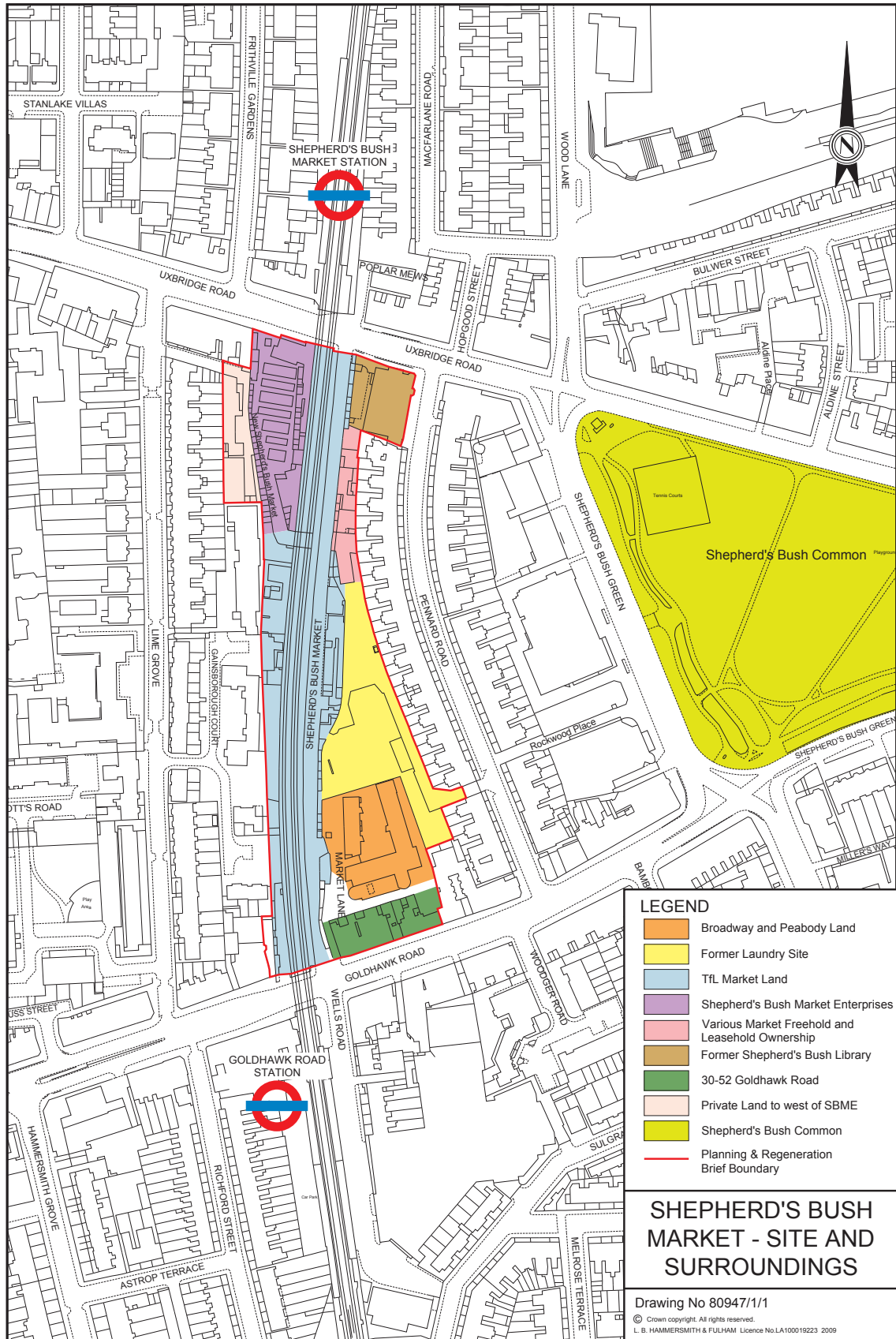
permeable, accessible and secure public realm with enhanced circulation space; and, with entrances from Goldhawk and Uxbridge Road that provide a presence to the market and draw people into the area.

- To ensure that vehicular access and servicing is dealt with in a way that does not compromise the other objectives or cause congestion, danger, or unacceptable disturbance on surrounding roads or to local residents.
- To ensure there is a comprehensive scheme for at least the area east of and including the railway viaduct, which is capable of integration with any scheme for the market west of, and including, the viaduct; and to ensure that there is a phased approach so that the market can operate throughout the development period.
- To encourage the upgrading and renovation of the privately owned market west of the railway viaduct, and ensure this happens in a way that supports the overall objectives and maximises connectivity with the Transport for London market and eastern side of the regeneration area.
- To ensure that all waste is managed and containerised to maximise recycling and reduce impact on the public realm.

2 SITE AND SURROUNDINGS

2.1 **Given the relatively constrained nature of the current market site, the Council consider the most practical and beneficial way to achieve regeneration is to include adjoining land and buildings. Where appropriate the Council will support initiatives to assemble sites for a comprehensive regeneration.** The area that forms the planning and regeneration area is highlighted on the site plan below (site area 2.34 hectares). It includes:

- the market owned by Transport for London in the railway arches and on land to the east; this stretches alongside and underneath the Hammersmith and City line viaduct. It has two frontages at Goldhawk Road and Uxbridge Road;
- various market stalls in freehold and leasehold ownership;
- the market owned by Shepherd's Bush Market Enterprises and land to the west;
- the former laundry site (**this site has been acquired by the Council**);
- land to be vacated by the Broadway Day Centre and Peabody flats at Market Lane;
- property at 30-52 Goldhawk Road;
- the former Shepherds Bush library building.



2.2 The former library is currently being operated as a public Script library and local history museum/archive. This building is to be retained, as its future cultural use is integral to, and will help anchor, the market regeneration proposals. Subject to necessary approvals, it is currently being considered for conversion into a cultural and arts venue and could become a new home to the local BUSH theatre group.

2.3 Supported accommodation at Market Lane currently provides 15 hostel rooms and 12 one bed flats for single homeless people. The Peabody Trust is the freeholder of the supported housing site and Broadway (a homelessness charity) owns the freehold of the day centre building which sits alongside. Broadway provides management for both sites. It is proposed that the existing Lime Grove hostel and resource centre to the west of the regeneration area (currently used to house 40 single homeless people) be refurbished. The less intensive accommodation that Broadway provides (about 27 units), along with its training and health services, would be relocated there. In order to respect its immediate surroundings, there would be no 'drop in' service at Lime Grove as it would operate on an appointment only basis.



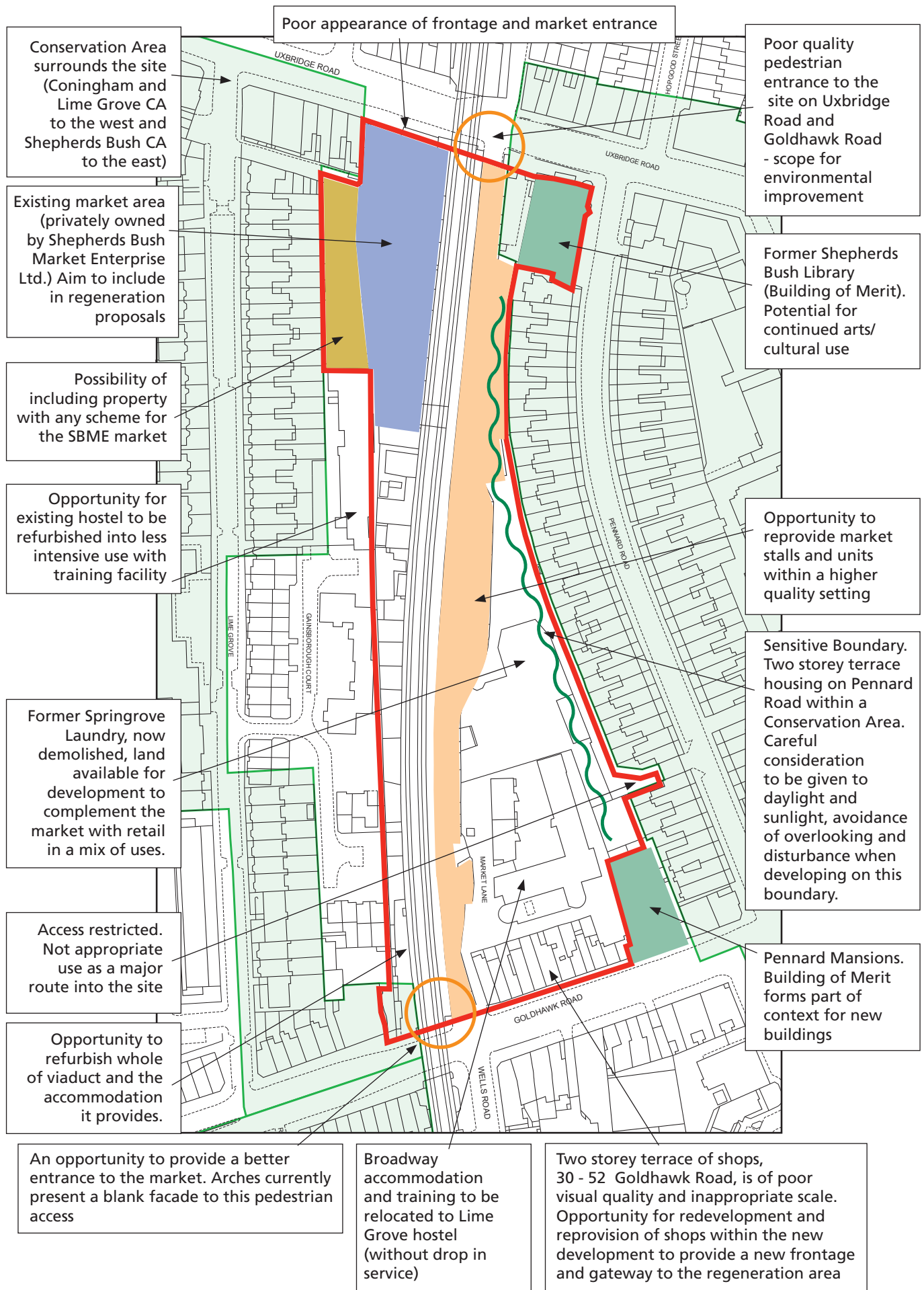
2.4 It is proposed that properties at 30-52 Goldhawk Road should be included in the development area. These [properties have lost much of their architectural quality and are now of poor visual quality and of a scale that is no longer appropriate for this part of the Goldhawk Road townscape](#). It is also important to include the frontage so that better access to the market and central part of the site can be provided, better connecting the regeneration area with Goldhawk Road.

2.5 There should be opportunities to re-[provide the Goldhawk Road businesses within new high quality retail premises along this frontage](#). It is recognised that some of these [businesses have an important historical place in the heart of the local community](#).

2.6 The area is ringed by conservation areas and two buildings of merit, the former Shepherds Bush Library and Pennard Mansions.

2.7 The site has excellent public transport accessibility (level PTAL6a) with easy access to tube stations and bus stops at the northern and southern entrances to the market on Uxbridge Road and Goldhawk Road which are part of the strategic road network. Existing vehicle access to the former laundry site is via Pennard Road through an arch in the housing terrace. The markets have entrances for servicing from Lime Grove, Goldhawk Road and Uxbridge Road.

Constraints and Opportunities



2.8 The area forms the western boundary of Shepherd's Bush town centre which the draft new London Plan proposes to upgrade to a metropolitan centre. The new Westfield Shopping centre is located to the north east of the site. To the north west of the site, Uxbridge Road is designated in the Unitary Development Plan as a key local shopping area and to the south west there is a protected shopping parade on Goldhawk Road.

3 SITE CONSTRAINTS AND OPPORTUNITIES

3.1 The constraints and opportunities affecting the area are shown on the plan. Any proposals for the area must have full regard to the context of the site in terms of the local townscape, neighbouring uses and highway network. These factors will have important implications for layout, massing, design and appearance, height, arrangement and location of different activities and land-uses. The following section on development guidelines and principles explains how the constraints and opportunities should be taken into account.

3.2 The principal opportunity is the assembly of a site that will enable regeneration in accordance with the vision for the area.

The more particular opportunities in developing proposals are:

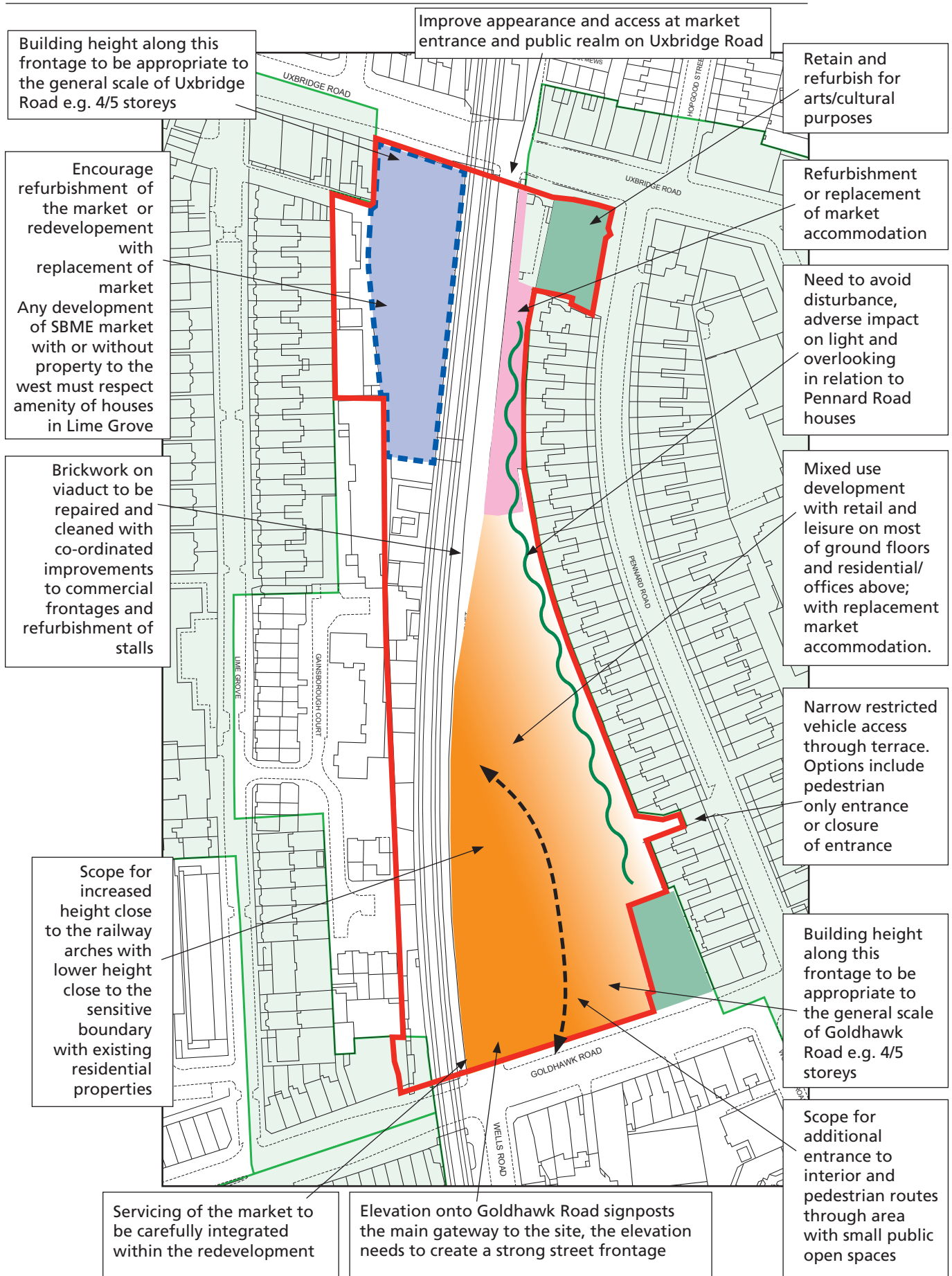
- to remodel parts of the market to replace rundown buildings and stalls, especially those on the eastern boundary of the market;
- to integrate the former Shepherds Bush library building in physical and land-use terms with the overall scheme;
- to replace the poor frontage buildings and market entrances with a high quality distinctive design of buildings and public realm that will enhance the town centre;
- to upgrade the appearance of the railway viaduct and the market premises it contains.

3.3 The principal constraints on development are:

- the residential accommodation along the eastern boundary of the area in Pennard Road and at Pennard Road mansions which will require consideration in terms of design and layout of new buildings, and the avoidance of disturbance, such as from overlooking, noise or light pollution;
- the surrounding conservation areas, building heights, and buildings of merit (including Shepherds Bush library) which must be considered in detailed design;
- vehicular access is severely limited;
- the need to retain access to the railway viaduct for maintenance **and ensure the safety and security of the railway.**



Development Guidelines



4 DEVELOPMENT GUIDELINES AND PRINCIPLES

A. A comprehensive approach and phasing

4.1 The whole of the area should be considered in a comprehensive way to ensure that the renovation of the markets and development of adjacent land is complementary, especially in terms of the arrangement of land-uses, design and layout of buildings and public realm, pedestrian access and routes, vehicular servicing, connectivity between the western and eastern parts of the area, and the relationship with surrounding property.

4.2 The whole of the area east of and including the railway viaduct must have a comprehensive scheme. The Council would expect any developer for the land east of the market and Transport for London to seek to reach agreement on a comprehensive approach. It would also be preferable for any scheme to include the private market west of the viaduct. However, if the western area is not included, the plan for the eastern part must be designed to allow for future development to the west in a complementary fashion. Similarly, proposals for the western area must be designed so as not to compromise the overall objectives and to complement proposals for the eastern part of the area.

4.3 Proposals for the former Shepherds Bush library building (see below) may be brought forward separately. In that case the plan for the eastern area must have regard to those proposals and integrate the library and its use in the overall approach; making provision for any future extension of the building that is necessary.

4.4 Proposals must be phased to minimise disruption to the operation of the market, where possible, having regard to the amenity of adjoining residents. Phasing should also enable the [temporary](#) relocation of businesses on Goldhawk Road to new premises within the scheme [during construction, particularly given the importance to the local community of some of the well-established businesses within this parade.](#)

B. The markets

4.5 The Transport for London market area must be renovated to a high standard in accordance with the following principles:

- The aim is to accommodate the [trading area of the existing market stalls and units currently operating in the market](#) within the regeneration proposals [and maintain its traditional role in the community while](#) enhancing its offer with a more diverse mix, complemented by new retail, café and restaurant uses.
- The railway viaduct is the main architectural feature unifying and defining the market. It is visually important to the market. There must be a comprehensive scheme of renovation of the accommodation, and the facade of the viaduct, and the adjoining bridges. New standardised shop fronts and



signage must be provided, possibly of an attractive fully glazed uncluttered design.

- The visual quality of the viaduct would continue to be a major element in determining the character of the regenerated market and development area to the east.

Access to the arches for maintenance must be maintained.

- An appropriate mix of high quality redesigned stalls or new permanent accommodation for market trading must be provided within the overall scheme, in consultation with the traders and market's management. The market outside the viaduct to the east must be re-provided to a much higher quality design and appearance.
- There must be a clear scheme for providing satisfactory access for servicing, waste containerisation and removal. The market should continue to have pedestrian access from Goldhawk and Uxbridge Roads.

4.6 The privately owned market, north west of the railway viaduct, owned by Shepherds Bush Market Enterprises (SBME) should be included in the overall proposals, if possible. Any developer for the eastern part of the regeneration area and SBME will be expected to negotiate to seek a comprehensive approach. This private market must be retained as a physical integral part of the market offer with a good range of market accommodation. In any redevelopment scheme, residential and/or small office accommodation or other appropriate town centre uses could be included on the upper floors. The possible inclusion of workshop properties lying between the market and the rear of residential properties in Lime Grove should be considered but any proposals will need to be considered carefully in relation to the amenity of those homes.



C. New development east of the railway viaduct

4.7 Development east of the railway should integrate with and provide for renovation of the market and replacement of its accommodation. **It should complement the market and help sustain its role.** The following principles apply:

Land use mix

4.8 The land-uses within the scheme should provide a vibrant mix that will encourage activity throughout the day and evening. The principles for land use are listed below; other uses appropriate to a town centre location could be included provided they are compatible with the brief.

4.9 Ground floor uses must provide active frontages: mostly retail with an **element of** cafes and restaurants and these can extend to upper floors. There should be a mix of mostly small units and a strategy of encouraging independent and specialist

shops. New accommodation suitable for the relocation of the businesses at 30-52 Goldhawk Road should be provided, subject to viability and to agreement with any developer on reasonable and appropriate terms.

4.10 The development must include a significant public leisure, arts, entertainment or cultural use to help anchor the scheme, and be complementary to the future use of the former Shepherds Bush library building. The Council wishes to see the former library converted to a theatre to provide a public arts and entertainment facility. This together with similar additional new accommodation within the scheme as a whole will help anchor the regeneration scheme, extending its attractions into the evening, and developing the town centre's traditional role. All such activity is to be of a type that is compatible with achieving a safe and secure environment, and respecting surrounding residential amenity.

4.11 Residential accommodation should be included on upper floors. The opportunity should be explored to include some ground floor family accommodation with private gardens along the boundary with existing housing in Pennard Road. However, it is recognised that this may be difficult to achieve given the principal objectives for the area. If family sized dwellings are not feasible this area should still be primarily residential with amenity space to provide an appropriate relationship with Pennard Road properties. Internal space standards should generally conform to the Mayor of London's draft guidance with appropriately sized balconies and terraces to provide amenity space on upper floors.

4.12 Affordable housing should be provided to the maximum reasonable extent, provided this is possible within an acceptable viable scheme that achieves the main objectives of the brief.

4.13 Office accommodation for small or medium sized businesses can be provided.

Scale, massing, layout and design and appearance of new buildings

4.14 The whole scheme must demonstrate high quality urban design in its appearance and arrangement of different land uses, buildings and spaces that respect its surroundings and provide a distinctive sense of place.

4.15 The opportunity exists to review the layout of the Transport for London market area when considering the design of new development in the eastern part of the regeneration area. The new built form should integrate with and respect key characteristics of the market, particularly in terms of scale, grain and permeability. The design should feel like a place with a distinctive character with well-integrated secure pedestrian routes which connect well with, and increase the footfall in, the market. There should be a well thought out circulation network

throughout the scheme, and opportunities for people to sit and enjoy the atmosphere. A new, intimate, public space could be provided as a focus for the interior of the scheme, especially in conjunction with a public entertainment activity.

4.16 The arrangement of land-uses must have regard to surrounding residential accommodation in order to avoid causing undue disturbance.

4.17 The scale and height of the new development would need to respond to the context provided by the differing townscape in the surrounding area:

- The bulk of the new buildings must be set back from the rear gardens of the houses in Pennard Road, to address issues of privacy, overlooking and daylight and sunlight.

- On Goldhawk Road, the adjoining mansion building, Pennard Mansions (a Building of Merit) is five storeys, but the general height along this part of the street is four storeys. This general height should be respected in any new frontage building. A frontage height of four to five storeys would be appropriate in this townscape context but exceptional design may enable greater height in part. The frontage should be in the form of a largely continuous façade providing a well defined edge to the street. It would be important that the new Goldhawk Road elevation signposts the entrance to the site in an attractive and distinctive manner, with a design and scale appropriate to the townscape. The frontage is long and it will be important that in providing the setting and access, the new design does not 'over-expose' the market area to the street, thereby affecting its intimate character. It would need to be a piece of high quality architecture which respects the rhythm and scale of the adjoining buildings and terraces.



- Behind the Goldhawk Road frontage to the western side of the area, there is potential for higher buildings but the impact on the residential properties in Pennard Mansions and those in Pennard Road **and to the west of the area** must be considered carefully. The redevelopment of this frontage would provide access into the enlarged area, and would provide a focus and a way of drawing people into the site with the opportunity to create a sense of place.

4.18 The development would need to be mindful of the setting of the adjoining Shepherd's Bush Conservation Area and Buildings of Merit (the former Shepherd's Bush library and Pennard Mansions). The surrounding area is predominantly brick and this or complementary materials should be the predominant choice for new buildings.

4.19 The new development should seek to optimise, rather than maximise density in line with the **draft Revised London Plan** taking into account the high public transport accessibility of the site, the setting and urban context.

D. Public realm design and management

4.20 There must be a high quality and inclusive public realm and street scene which must be designed comprehensively and consistently across the whole area in terms of quality of materials, permeability and access for all, safety and security, signage, lighting and ease of management and maintenance. The public realm design must encompass the footways and both railway bridges on and adjacent to the main road frontages. Reference should be made to the Council's Streetsmart guide which must be applied to the design of improvements on the footways of Uxbridge and Goldhawk Roads.

4.21 The public realm design and management will need to allow for maintenance of necessary public access should the markets be closed for the day.

4.22 The design of the entrances to the markets and other parts of the scheme off Goldhawk and Uxbridge Roads requires particular care, to mark these gateways and give them presence while avoiding clutter and inappropriate signage. The market entrances sit alongside the railway bridges, which provide part of the setting and backdrop, and which should be cleaned and improved as part of the proposals for the public realm of the scheme as a whole. This should include measures to deter fly posting and graffiti.

4.23 The area immediately east of the Uxbridge Road entrance to the TfL market entrance is occupied by a single storey building which appears to house an electrical substation. The building should be relocated or repaired and refurbished and an appropriate landscaping scheme developed for its surroundings.

4.24 Lighting can enhance the character of the market and add to the quality of the space. A consistent approach to the lighting of both the existing market area and new development should be explored, avoiding local light pollution but providing sufficient light for CCTV cameras to operate effectively. CCTV coverage must be provided in discussion with the Council and Police Crime Prevention Design Advisor.

4.25 Proposals for managing waste collection will need to accompany a scheme particular for the market. Areas for ancillary facilities such as waste compactors and toilets would need to be successfully integrated into the new layout.

4.26 In developing proposals, early discussion must take place with Police Crime Prevention Advisors in the context of achieving secured by design principles.

4.27 There should be a scheme for appropriate tree planting and landscaping, especially on the boundary with Pennard Road. The scope for introducing green roofs should be considered.



E. Access, parking and servicing

4.28 The site has excellent public transport accessibility (PTAL 6a). The right level of parking provision for retail land uses is an important issue and the right balance should be achieved between meeting the potential needs of the development, while limiting the impact on the congested road network, which has many competing and conflicting functions and demands. Regeneration of the market should provide the opportunity for off street parking at an appropriate level that balances the needs of the retail land uses while not compromising the performance and efficiency of the local and strategic road network. Maximum parking standards exist under current local, regional and national planning guidance which will influence the final quantum of off street parking, including the white city opportunity area planning framework. There are specific parking standards for the provision of off street parking for residential and occupants will not be permitted to purchase on-street parking permits. There is a requirement for a minimum provision of parking for disabled people depending on the overall parking provision.

4.29 A transport assessment in accordance with TfL 2010 'Transport assessment best practice, guidance document', will be required and this should consider, in particular, the implications on surrounding streets, including the main roads, Pennard Road and Lime Grove; and, streets in the vicinity north of Uxbridge Road (e.g. Frithville Gardens and Hopgood Street) and south of Goldhawk Road (such as Richford Street). A key part of this guidance is that the scope of the study should be agreed with relevant parties at an early stage. A travel plan will be required covering the residential and commercial uses to provide a mechanism for delivering sustainable travel behaviour.



4.30 Currently facilities for servicing for the market stall holders are severely restricted; therefore, a servicing management plan will be required. This will need to look, in particular, at the appropriate hours for servicing, taking into account the need to minimise disruption and disturbance to surrounding commercial and residential properties, the operation of the market, and congestion on Uxbridge and Goldhawk Roads. There is a need to clearly define routes for pedestrians and vehicles to avoid conflict between the two. Servicing should be on site, accessed through a segregated route and of a size and layout suitable for the new commercial floor space.

4.31 The vehicle access to the former laundry site from Pennard Road through an archway in the terrace has a restricted width and consideration should be given to either closing this entrance completely or maintaining it as a limited pedestrian and cyclist entrance only.

4.32 Pedestrian access is the primary route into the site hence the need to clearly identify and signpost the entrances and routes through to the development. Safe attractive walking

routes should be provided to nearby bus stops and train stations. A developer should consider whether it is necessary to extend the Legible London signage strategy being installed in Shepherd's Bush to the site. There will be a requirement to comply with the Council's 'Access for All' SPD. The arrangement of pedestrian access must take account of the need to provide safe and secure access for occupants and customers when the market areas are closed.

4.33 The Borough's walking and cycle guide indicates Goldhawk Road, Uxbridge Road and on the western side of the Open Space of Shepherd's Bush Green as recommended cycle routes. Consideration should be given to the provision of safe secure cycle parking in line with TFL cycle parking standards.

4.34 A major Borough transport study is being carried out along the Goldhawk Road corridor and any proposals for the market area should reference this work.

4.35 In connection with the regeneration of the market and the proposed relocation of some of the existing services from Broadway Centre into the Lime Grove hostel, all options for improved access, design and management of the hostel would need to be looked at to minimise the concerns of local residents. The Council would expect a developer to negotiate to provide more suitable access to the hostel that could replace the existing sole access from Lime Grove, including options for access via the railway viaduct.

F. Former Shepherds Bush library



4.36 The former Shepherds Bush Library on Uxbridge Road by the architect Maurice Adams has a fine, highly detailed façade of red brick and stone dressings which has a landmark quality in Uxbridge Road. The building is included on the Council's register of Buildings of Merit due to its local importance. It dates from 1895 as identified on the foundation stone which was laid by John Passmore Edwards. The modelled asymmetric façade with attached columns around the main entrance is capped by a bold cornice and symmetrical gable which includes the date. The building has a later single storey extension in Pennard Road which is of limited architectural interest.

4.37 The opportunity exists to enhance the buildings landmark qualities and provide a high quality refurbishment for theatre use at this key location adjacent to the market. The main part of the building should be retained, whilst the rear extension could be re-worked. The main building has an interior of some interest but one which is capable of adaptation to accommodate appropriate arts and cultural use which would provide an anchor to, and complement other cultural uses in the market regeneration and the town centre generally.

G. Environmental issues

4.38 The southern end of the site is located within Flood Risk Zones 2 and 3. Within the London Plan, policy 4A.13 Flood Risk Management and PPS 25 'Development and Flood Risk' are therefore relevant. A Flood Risk Assessment is required to demonstrate that the site can be developed and occupied safely throughout its proposed lifetime.

4.39 In terms of energy efficiency London Plan policies 4A.4 Energy Assessments and 4A.7 Renewable Energy are relevant. Policy 4A.7 requires that developments achieve a reduction in carbon dioxide emissions of 20% from on site renewable energy generation. An energy assessment would be required to demonstrate how energy efficiency measures have been designed into the scheme and how renewable energy has been considered and integrated. In addition the Council has an adopted Energy Supplementary Planning Document (SPD).

4.40 Particular concern must be given to avoiding unacceptable adverse impact from development on the interests and amenity of surrounding residents, especially in the Pennard Road, **Pennard Mansions** and Lime Grove areas, in relation to matters such as overlooking, daylight and sunlight, noise, light pollution and other disturbance. This will require careful consideration of the design, layout and massing of new buildings, and the arrangement of land uses; and, servicing and access.

4.41 An assessment of how past land contamination will be mitigated will be required as part of any proposals.

4.42 A comprehensive waste management plan must be prepared and agreed with the Council.

H. Employment, training and business support

4.43 The development should contain business and employment space of sufficient scale that a full range of size and type can be provided. This could include space for small and business start up users. A percentage of the space should be targeted to the creative and media industries. Employment space should be designed to encourage the growth of business clusters. It should also be of the highest quality, with a future proofed design and equipped to the highest level of connectivity.

4.44 The development should make a contribution to skills training and employment support to an appropriate extent to be determined.

I. Expectations of a Developer

4.45 Any developer must demonstrate the following:

- adequate experience and capacity to design, finance, build and operate such a project;
- the overall viability of the scheme
- a viable and sustainable ownership and management structure for the Transport for London market that would be implemented on completion of the project; with terms and conditions that are satisfactory to market lessees and Transport for London who own and operate the market.

APPENDIX A

RELEVANT PLANNING POLICY GUIDANCE

Unitary Development Plan (2007)

Reference must be made to policies, including in the environment and transportation chapters of the UDP, and to the detailed standards that apply to design. Particular policies of the Unitary Development Plan (UDP) that directly apply are:

SBTC3 Shepherds Bush Market - "The council will support the retention and improvement of the existing market in Shepherd's Bush". The continuation of the market is considered important for the sustainability of the town centre in the context of the White City Centre development.

Policy G9A The council will seek to regenerate town centres including Shepherds Bush Town Centre by 'enhancing their vitality and viability as places for a wide range of shopping services, entertainment and other facilities, together with employment and residential uses'.

The UDP is supplemented by existing Supplementary Planning Guidance and Supplementary Planning Documents which provide further guidance on a number of policy matters. The key documents in this respect of this planning brief are Access for All, Energy, Storage of refuse and recyclables; and Sustainable construction and recycling of building materials.

Local Development Framework

The replacement plan for the UDP will be the Local Development Framework (LDF). The LDF will contain a number of planning documents, including those setting out policies for the Borough, against which planning applications will be considered. The Council has published [its Proposed Submission Core Strategy \(October 2010\) having already consulted on Core Strategy Options \(June 2009\)](#). The Council consulted on its Generic Development Management Policy Options in November 2009.

In December 2010 the Council and the GLA aim to consult on the **Draft White City Opportunity Area Planning Framework** and anticipate its adoption as SPD in June 2011. The regeneration of the Shepherds Bush Market Area should reference this planning framework, particularly in relation to waste and energy.

The London Plan

The London Plan (February 2008) is also a statutory plan for this borough, against which planning applications for this site will be considered. There is currently a draft replacement London Plan undergoing an Examination in Public which is expected to be adopted in late 2011. There are also a number of London Plan Supplementary Planning Guidance documents and Mayor's Strategies in adopted or draft form which will also be of relevance.

National Policy

Planning Policy guidance notes and Planning Policy set out the government's policies on different aspects of spatial planning.

Extract from Proposed Submission Core Strategy (October 2010)

Strategic Site 3 - WCOA

Shepherds Bush Market and adjacent land

Owner: Transport for London, Shepherds Bush Market Enterprises, Council, Peabody Trust, Broadway and private.

Regeneration of the market and other adjacent land to create a vibrant mixed use town centre development of small shops, market stalls, leisure uses, residential and possibly offices; in accordance with the Shepherds Bush Market Supplementary Planning Document. Development should encourage small independent retailers and accommodate existing market traders.

The core site will be the TfL market, former Pennard Road laundry site, Peabody Trust housing land and Broadway centre. Shop properties on Goldhawk Road should be included provided there are opportunities for relocation of the shopkeepers to new premises within the scheme. The scope for including land to the west of the market off Lime Grove, together with the privately owned market must also be considered.

The former Shepherds Bush library should be used for cultural purposes.

Any development should take place in accordance with the guidance set out in the Shepherds Bush Market Supplementary Planning Document.

Justification

8.47 The market is an important and distinctive part of the town centre's offer. It attracts trade from a wide area. Nearly a quarter of shoppers in Shepherds Bush visit the centre to buy specialist ethnic food products and 8% to specifically visit the market. The Council considers that if the market is to continue as an important feature it requires improvement. This will not only ensure long term viability of the market, but also contribute to the regeneration of Shepherds Bush town centre.