

**PUBLIC QUESTION TIME**

**LONDON BOROUGH OF HAMMERSMITH & FULHAM**

**COUNCIL MEETING – 27 OCTOBER 2010**

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Question by: Mr Coll McDonnell

To the: Deputy Leader and Cabinet Member for Environment and Asset Management

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**QUESTION**

“Given the very strong local distress over the proposed demolition of 30-52 Goldhawk Road – expressed in the many emails to the council, our Facebook page with over 300 members, petitions and letters; the concern expressed by local groups such as the Hammersmith Society and Hammersmith and Fulham Historic Buildings Group; the fact that these shops are of historic significance being very probably the earliest shops to be built on the road; that all the shop keepers are keen to stay; and that these shops provide significant social and economic benefits from the well loved Pie and Mash shop to the important fabric shops; and finally the real danger that if we move these shops from their current context we could crush the life and community that presently thrives along the Goldhawk Road; would the council consider – in the light of all this – the possibility of the restoration rather than the demolition of this terrace as part of the regeneration of Shepherds Bush market?”

**RESPONSE**

Shepherds Bush Market is in urgent need of investment if it is to fulfil its undoubted potential. It is clear that the vast majority of traders and local people want to see investment in Shepherds Bush Market so it can remain the pride of Shepherds Bush. Given the constrained layout of the existing market and the opportunity to include new cultural facilities (such as a theatre use in the former library), we believe the most realistic way of achieving regeneration and securing the necessary investment is through the inclusion of the surrounding land and buildings. This will allow for the creation of a vibrant mixed use development of retail, residential and cultural activities. The regeneration area therefore includes the terrace of shops on 30 -52 Goldhawk Road as it is considered essential to deliver a number of key regeneration objectives, specifically:

- to replace the frontage buildings and market entrances with a high quality distinctive design of buildings and public realm that will enhance the town centre including a new gateway to draw visitors into the market;

- The opportunity to provide a servicing route from Goldhawk Road to service the market stalls and commercial floor space.
- The opportunity to provide an access to a new parking area to serve the market, this is a high priority for market traders. (The entrance to the site through the terrace in Pennard Road is too restricted in width to meet this objective.)

We acknowledge the strength of feeling regarding the shops on 30 – 52 Goldhawk Road and the service they provide to the local community. The draft brief already included guidance that these businesses should be re-provided within the regenerated market scheme. In response to the public consultation exercise we have strengthened the guidance advising that these businesses should be offered opportunities to relocate back to new retail premises along the Goldhawk Road frontage. The brief now states: “...*re-provision of businesses in the Goldhawk Road frontage within high quality new retail accommodation along the frontage*...(page 4, second objective)...*it is recognised that some of these businesses have an important historical place in the heart of the local community*”. (page 7, para.2.5)

While we understand the historic context of this row of shops, physically they are now generally of poor appearance and contribute little to the street scene. They have suffered from inappropriate alterations over many years and have lost most of the architectural detailing which once contributed to their character and appearance. It is unlikely that they could be refurbished and restored without significant rebuilding which would erode even further any remaining historic integrity of the terrace. Some of them are currently in a state of disrepair and it is unlikely that they will receive the kind of investment required from their private owners in the near future.