

- supporting possible new stations on the Central Line at Du Cane Road and a Cross Rail interchange at Willesden Junction.
- securing access improvements for all;
- relating density of development to public transport accessibility.

### Implementation

It is necessary for the core strategy preferred options to be capable of implementation. The preferred way forward includes:

- pre-application discussions, development management and negotiating s106 obligations;
- working with strategic partners and stakeholders;
- allocating council funds;
- monitoring effectiveness of policies.

## What you can comment on

### Preferred options

You may comment on the core strategy preferred options included in this document or on the more detailed core strategy site allocations preferred options documents that are published separately. You may also comment on the sustainability appraisal reports that accompany the preferred options documents. The deadline is **3 August 2007**.

### Supplementary planning documents

You may also comment on the following local development framework documents which will give guidance on existing policies:

- Storing refuse and recyclables
- Sustainable construction and recycling of building materials

**Consultation runs from 22 June to 3 August 2007**

### Public Workshop

To hear more about preferred options and the local development framework process you can come along to a workshop at:

Hammersmith Irish Centre  
Blacks Road, Hammersmith, W6  
Wednesday 13 June, 7.00-9.00pm

Please book in advance by contacting the development plans team.

### Where to get information

You can find all the documents we mention on our website, [www.lbhf.gov.uk](http://www.lbhf.gov.uk). They are also available in libraries, at Hammersmith and Fulham Town Halls and at the Hammersmith Broadway Information Centre. We can send you copies if you wish. There is a £10 charge for each if you are not a borough resident or business.

### Comments please

Your comments need to be in writing. We have set up a new on-line consultation system which will make it much easier for you to comment on the consultation documents electronically. We are encouraging everyone who wishes to contribute to any of these documents, or to future planning documents to register for this service. Please register for this new on-line service by going to the Hammersmith & Fulham consultation website: <http://consultation.limehouse.co.uk/lbhf>.

Alternatively, you may send comments by using the form that accompanies preferred options documents and which is also available on the council's website. Comments may be sent:

Via email to [ldf@lbhf.gov.uk](mailto:ldf@lbhf.gov.uk)  
Fax to: 020 8753 3036  
Post to: Development Plans Team,  
Environment Department, Hammersmith Town Hall,  
King Street, W6 JU.

For more information phone 020 8753 3317 or for Minicom 020 8753 5753 or email [ldf@lbhf.gov.uk](mailto:ldf@lbhf.gov.uk).

If you or someone you know require this document in large copy print, audio cassette, Braille or languages other than English please contact us.

### Timetable for LDF process

The council's local development local development framework documents. The programme for the core strategy is as follows:

- core strategy preferred options consultation: 22 June to 3 August 2007
- Publication of core strategy development plan document: March 2008
- Examination in public of core strategy: September 2008
- Adoption: June 2009

Visit our website; [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

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# local development framework core strategy -

PREFERRED OPTIONS, JUNE 2007



## Creating a borough of opportunity for all

In October 2005 we consulted on the planning issues facing the borough and the options for dealing with these within the new local development framework.

After consideration of the representations we received, we are now consulting on the preferred options for tackling the core strategic issues that the borough will face over the next 10 to 15 years. In addition, we are consulting on preferred options for a number of key regeneration sites.

We want planning policies in the local development framework to ensure that we create a borough of opportunity for all. The local development framework will replace the existing UDP and will include policies that will focus in particular on housing and people, employment and jobs, regeneration and the environment, transport, open spaces and the river, town centre and other local services, and climate change and sustainability.

You now have the opportunity to say whether you agree with the preferred options for creating a borough of opportunity and to suggest alternative approaches if you consider these to be more appropriate.

The preferred options support the key elements of other council strategies, including the community strategy, and reflect the policies and strategies of our strategic partners, including the GLA.

The core strategy preferred options document is out for consultation until **3 August 2007**. Here are some of the key issues and the preferred options:



Hammersmith Bridge

### Housing supply

We want to meet the demand for housing in H&F and would like to exceed the London Plan housing target of 4,500 additional homes between 2007 and 2017. The preferred way forward includes:

- identifying sites in the sites allocations development plan document for housing or for schemes that may have a number of uses, but include housing;
- encouraging vacant and underused sites and premises to change to residential;
- permitting higher density development in appropriate areas.



New housing development

### Sustainable communities and needs

Creating a mixed and balanced community in H&F by increasing the provision of housing that meets the needs of households that currently cannot afford to buy in the borough is an important objective. The preferred way forward includes:

- increasing the amount of intermediate and low cost housing;
- ensuring that new housing meets an overall target of 40% affordable new housing provision;
- providing a mix of housing types and sizes with dwellings designed to "lifetime home standards";
- contributing to provision of other housing needs, such as student housing.

### Jobs and employment

It is important that the local economy thrives and grows, whilst ensuring that there can be an increase in housing provision. The preferred way forward includes:

- identifying strategic industrial locations in accordance with the London Plan;
- identifying mixed use sites, including the White City Opportunity Area, in the Sites Allocations development plan document;
- designating employment zones, with Hythe Road allocated for primarily industrial and distribution uses;
- protecting waste management sites.

### Town centres

Improving the environment of all three town centres, whilst broadening the range of shopping and increasing the provision of housing that will benefit all residents. The preferred way forward includes:

- defining a clear town centre hierarchy with Shepherd's Bush as a metropolitan centre and Hammersmith & Fulham as major centres;
- seeking opportunities for growth, regeneration and development that support a mix of uses in the town centres;
- recognising Hammersmith as the preferred location for major office schemes;
- protecting shopping uses and promoting key aspects of each centre.

### Shopping and local services

A network of local centres that meet the needs of residents, workers and visitors for shopping and day to day services is a priority. The preferred way forward includes:

- planning for an increase in shopping floorspace in the borough and improvements in particular areas, including through the designation of sites for regeneration;
- re-designating the network of shopping centres so that there are three town centres, eight key local centres and 15 smaller neighbourhood centres and where necessary to amend the boundaries of the centres.

### Leisure and recreation

Leisure and recreation activities include arts, cultural, sports facilities as well as restaurants, pubs, bars and nightclubs. These activities attract different numbers of people and have significantly differing impacts on the local area. The preferred way forward includes:

- maintaining town centres as the focus for new leisure and recreation facilities;
- protecting existing facilities that are valued by the local community, but having a more flexible approach to the reuse of sites outside of the town centres where leisure and recreation uses close down;

- identifying new sites for sports, leisure and recreation uses as part of the site proposals.



Phoenix Fitness Centre, White City

### Education, health and community services

The key issue with the planning for these facilities is to ensure that there is adequate land and funding to provide these services as the population grows. The preferred way forward includes:

- protecting existing uses and ensuring that there are appropriate sites to meet future needs;
- ensuring that new developments contribute to the provision of services required by their residents or occupants.

### Open space and biodiversity

Residents and visitors to H&F do not have as much open space per person as outer London boroughs. Open space is valued by the community because it improves the environment of the local area, but it is under pressure from development for higher value uses such as housing. The preferred way forward includes:

- adopting an open space hierarchy that includes Metropolitan Open Land (MOL), open space of borough wide importance and open space of local importance. Both public and private open spaces will be protected;
- altering MOL boundaries by removal of the Linford Christie Stadium and the addition of land adjoining the Old Oak community centre;



Furnival Gardens

- setting out criteria that will provide protection for open space, whilst not completely ruling out development should this be justified;
- protecting and enhancing biodiversity in parks and other open spaces;
- requiring developers to show how their schemes will protect and enhance biodiversity.

### River and canal

The environment and amenity of the River Thames and the Grand Union Canal need to be protected and enhanced whilst increasing public access to the waterways and enabling vacant and underused sites adjacent to the river and the canal to be developed. The preferred way forward includes:

- protecting existing water dependent uses and requiring new development to provide opportunities for water based activities where appropriate and enhancing river and canal related biodiversity, as well as encouraging public access;
- ensuring that new development manages the risk of flooding;
- seeking development that would allow for the continuation of the three safeguarded wharves, namely Swedish Wharf, Comleys Wharf and Hurlingham Wharf;
- providing and enhancing the Thames Path National Trail.



River Thames

### Regeneration and the environment

The local environment and public spaces are very important. The Victorian streetscape in much of the borough makes H&F an attractive place to live. New development and regeneration schemes need to be of high quality and ensure attractive usable, durable and adaptable places and to contribute to making places better for people. The preferred way forward includes:

- maintaining and enhancing the human scale of the Victorian streetscape;
- promoting an attractive, high quality, safe, accessible and inclusive environment which recognises the human scale;
- preparing supplementary planning guidance on key issues, for example additional guidance on shopfronts and design of lightwells;
- identifying parts of the White City Opportunity Area and Hammersmith town centre as areas that might be suitable for tall buildings.

### Climate change and sustainability

There is a growing recognition of the impact of climate change and of the need to ensure that new development minimises energy and resource use, facilitates an increase in the use of renewable energy, minimises the risk of flooding and reduces the run-off of surface water. The preferred way forward includes:

- pursuing national and regional strategies through an overarching policy that requires developments to make the fullest contribution to the mitigation of and adaptation to climate change, supported by more detailed topic policies on energy, renewable energy generation, management of water use and the minimising of flood risk and the management of municipal and commercial and industrial waste.

### Transport

There is a need to improve transport and access in the borough, particularly some of the north-south links, whilst reducing the adverse impact of road traffic and traffic congestion. The preferred way forward includes:

- supporting the implementation of the Crossrail 1 proposal, the local schemes for two new railway stations on the West London Line at Sands/End Imperial Wharf and White City Station, and a new Hammersmith and City Line Station at Wood Lane.



Public transport