

## Hammersmith Regeneration Profile

### An Overview

Hammersmith's strategic location between Central London and Heathrow Airport has helped establish it as an international business centre in its own right. This status has been enriched by its relative cost advantages over the West End and the City and the fact it is a major transport interchange.

Hammersmith has attracted many major national and international companies such as Walt Disney, Bechtel, Cable & Wireless, Coca-Cola, EMI, Harper Collins, L'Oreal, United International Pictures, Halcrow, Haymarket Publishing, Harper Collins, Innocent Drinks, Sony Ericsson and Qantas Airways. An iPark incubator complex was opened in Hammersmith by the Korean government in 2001 as the European base for high-tech, high value business ventures.

Hammersmith offers a choice of shopping opportunities and has a strong tradition of arts, culture and entertainment. Lyric Square in the heart of the town centre has been redeveloped as a vibrant public square and an iconic new cinema is planned adjacent to the Hammersmith & City line tube station.

Premier hotel facilities can be found nearby with the Novotel London West, one of the largest conference hotels in London, located at the Broadway, as well as Holiday Inn Express and Premier Travel Inn on King Street.

To the west of the town centre, adjacent to the Town Hall, a new civic accommodation suite is planned, which will incorporate a new public square and new housing, reinvigorating this end of King Street.

Just a few minutes walk from the town centre, the attractive river frontage is a vibrant, thriving area supporting a host of leisure activities including the Riverside Studios complex comprising theatre and cinema as well as recording studios.

### The Opportunities

While the town centre has a strong corporate presence with 30,000 people employed in the area and is clearly superbly placed in transport terms, more could be done to add vitality and improve the environment around the town centre itself.

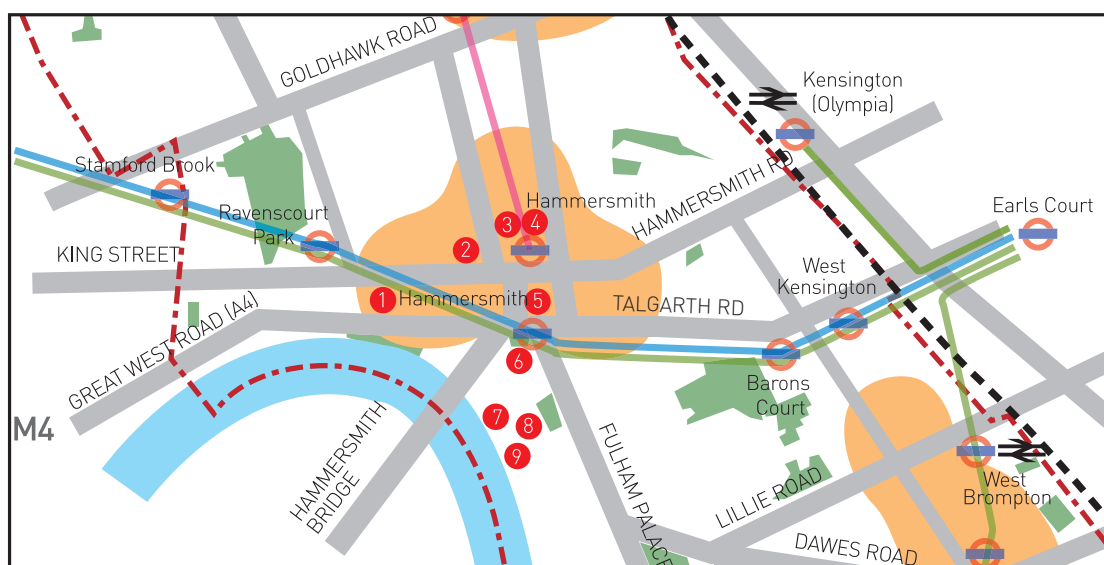
Improved access to the river frontage would bring significant benefits to the town centre and to those employed in the area.

We would like to improve the entertainment offer to encourage a 'café culture' feel to this area, making it a destination of choice for local residents and visitors, while providing an attractive incentive for those working locally to linger longer into the evening and to attract people from further afield into Hammersmith.

The main shopping high street is characterised by inconsistent height buildings, and a number of shop frontages could be improved. The town centre and King Street would benefit from improvements to both the range and quality of shopping offered as well as a greater range of housing.

There are several key development sites with great potential in the Hammersmith area:

- Hammersmith & City line station car park for offices, residential, retail and leisure
- Hammersmith Palais site for leisure and office use
- Hammersmith Embankment Phase 2 for offices, residential and riverside uses



#### Hammersmith

- 1 Land adjacent to Hammersmith Town Hall, King Street
- 2 Britannia House, 1 Glenthorne Road
- 3 Hammersmith & City line Station Car Park
- 4 Hammersmith Palais
- 5 Hammersmith Island Site Phase 4, Broadway Centre
- 6 3 Sussex Place
- 7 Queens Wharf
- 8 Riverside Studios, Crisp Road
- 9 Hammersmith Embankment Phase 2

Hammersmith area

## Hammersmith Regeneration Profile

	Sites	Site Area (ha)	Comments	Status
1	Land adjacent to Hammersmith Town Hall, King Street	1.33	LDF Preferred Options seeks new civic accommodation and a mix of town centre uses on the Town Hall Extension site and adjoining land. The Council is currently seeking a development partner.	LDF Site Specific Allocations Preferred Options site
2	Britannia House, 1 Glenthorne Road	0.05	Planning approval granted for redevelopment of Britannia House as a 9 storey building providing 4,817m <sup>2</sup> of offices.	With planning permission
3	Hammersmith & City line Station Car Park	0.61	The LDF Preferred Options seeks: offices and residential, together with some retail and a significant element of leisure uses.	LDF Site Specific Allocations Preferred Options site
4	Hammersmith Palais, Shepherds Bush Road	0.24	Current planning approval for construction of part 2, part 4, part 5/6 storey building for mixed-use, including leisure, café/restaurant and offices. Consent has been extended to 2009. LDF Preferred Options seeks mixed leisure/residential possibly in conjunction with redevelopment of Hammersmith & City line car park site. The site has temporary planning permission for use as a bus station until March 2009.	LDF Site Specific Allocations Preferred Options site
5	Hammersmith Island Site Phase 4, Broadway Centre	0.37	Planning approval exists for the remaining phase of office development on the north east side for 9,034m <sup>2</sup> of offices. LDF Preferred Options seeks a mix including Class B uses, residential and an extension to the existing bus station.	With planning permission and LDF Site Specific Allocations Preferred Options site
6	3 Sussex Place	0.05	Planning approval granted for redevelopment as 1,406m <sup>2</sup> of office space in two buildings of 8 and 2/3 storeys.	With planning permission
7	Queens Wharf, Queen Caroline Street	0.27	LDF Preferred Options seeks a mixture of B class and residential uses and an active riverside frontage.	LDF Site Specific Allocations Preferred Options site
8	Riverside Studios, Crisp Road	0.26	LDF Preferred Options seeks a mixture of arts, culture, entertainment and residential uses.	LDF Site Specific Allocations Preferred Options site
9	Hammersmith Embankment Phase 2	4.80	Planning approval granted for a further stage of the development including 48,390m <sup>2</sup> of office space, 1,790m <sup>2</sup> of retail and restaurant, 1,797m <sup>2</sup> of exhibition space, 890m <sup>2</sup> riverside water sports centre, plus 30 residential units in five 4-6 storey buildings.	With planning permission