

# PLANNING AND PLACES

## Changing planning policies and opportunities for regeneration

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## Presentation outline

- Developing planning policies
- Key regeneration themes
- Changing housing agenda
- Area focus to regeneration
- Working with developers

## Changing planning policy context

- UDP polices expiring 27 September
  - 65% monitoring target
  - Employment site exceptions policy for 100% affordable housing
  - Most employment zone designations
- LDF progress
  - Core strategy & sites preferred options: June – August 2007
  - Development management preferred options: Oct – Nov 2007
  - Submission documents consultation: spring/summer 2008

## Key regeneration themes

- Increasing housing supply
- A ladder of affordable home ownership
- Encouraging economic activity in town centres & media growth in the White City Opportunity Area
- Building schools for the future
- Investing in parks
- Improving the street scene
- Improving transport infrastructure to support growth
- Tackling crime

## Housing issues

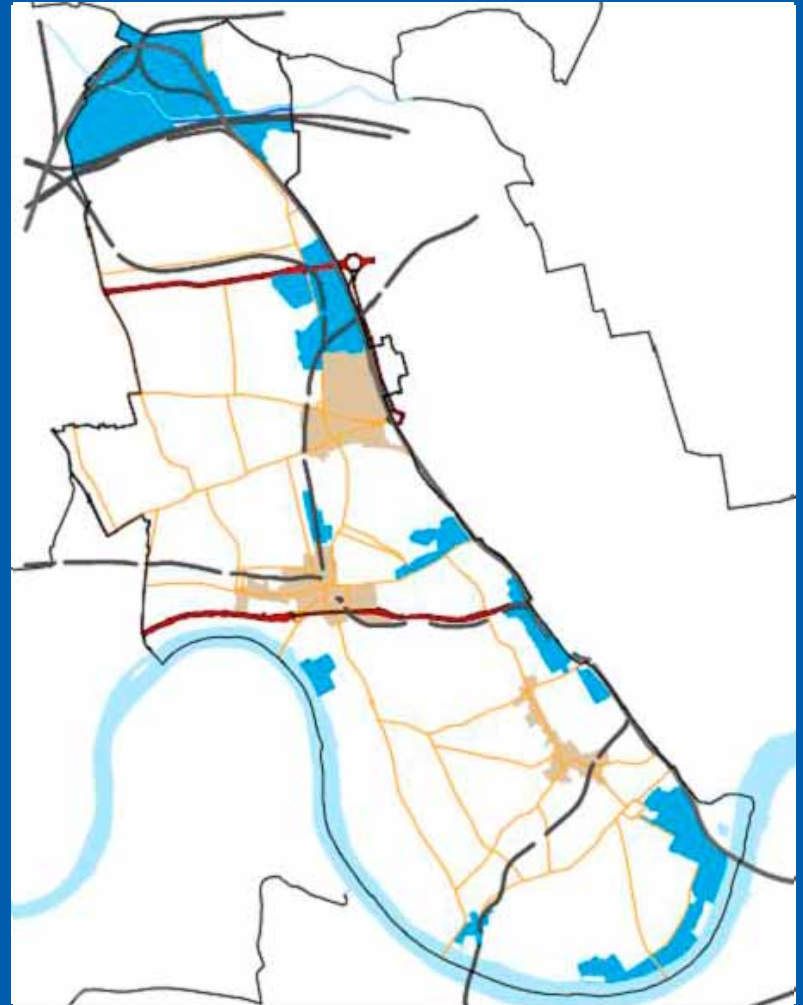
- 44% owner occupation: 56% in London: 60% in West London
- 34% social rented: 25% in London
- 23% private rented: 17% in London
- 4<sup>th</sup> highest house prices in UK
- Average house price £406K: London £314K: England £173K
- 50% households earn below £20K: 18% above £60K
- Household income of £62K needed for a new 2 bed flat
- 3,200 households on low cost home ownership register

## Changing planning policy for housing

- UDP 65% monitoring target to go
- LDF affordable housing policy 50% affordable overall
  - 10-15% social rented
  - 25-30% shared equity
  - 10% low cost market
- London Plan target 450 additional homes per annum
  - But we are aiming for at least 650
- UDP exceptions policy & most employment zones will go

## De-designating employment zones

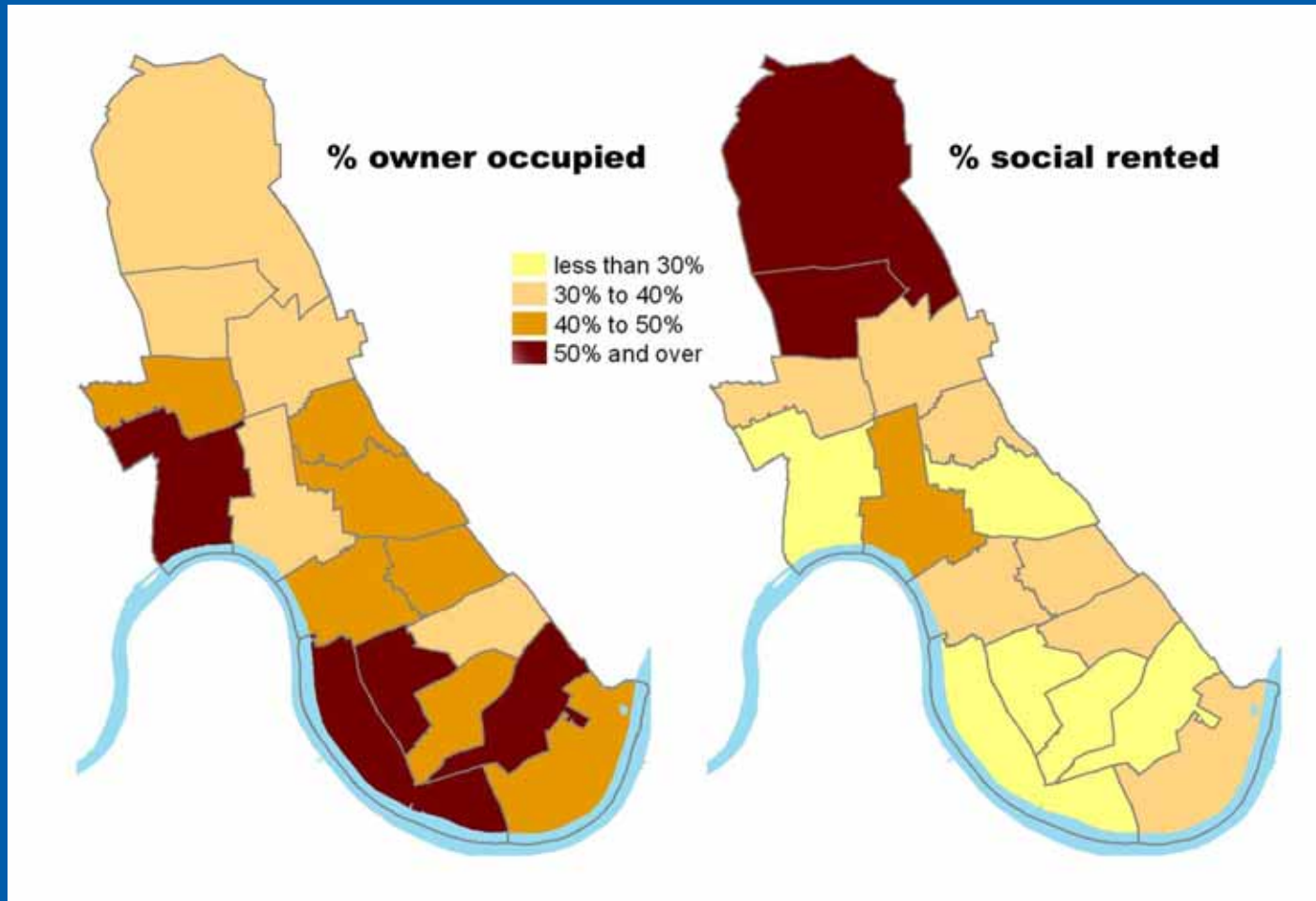
- UDP employment zones  
200 hectares
- LDF employment zones  
112 hectares



## New housing must:

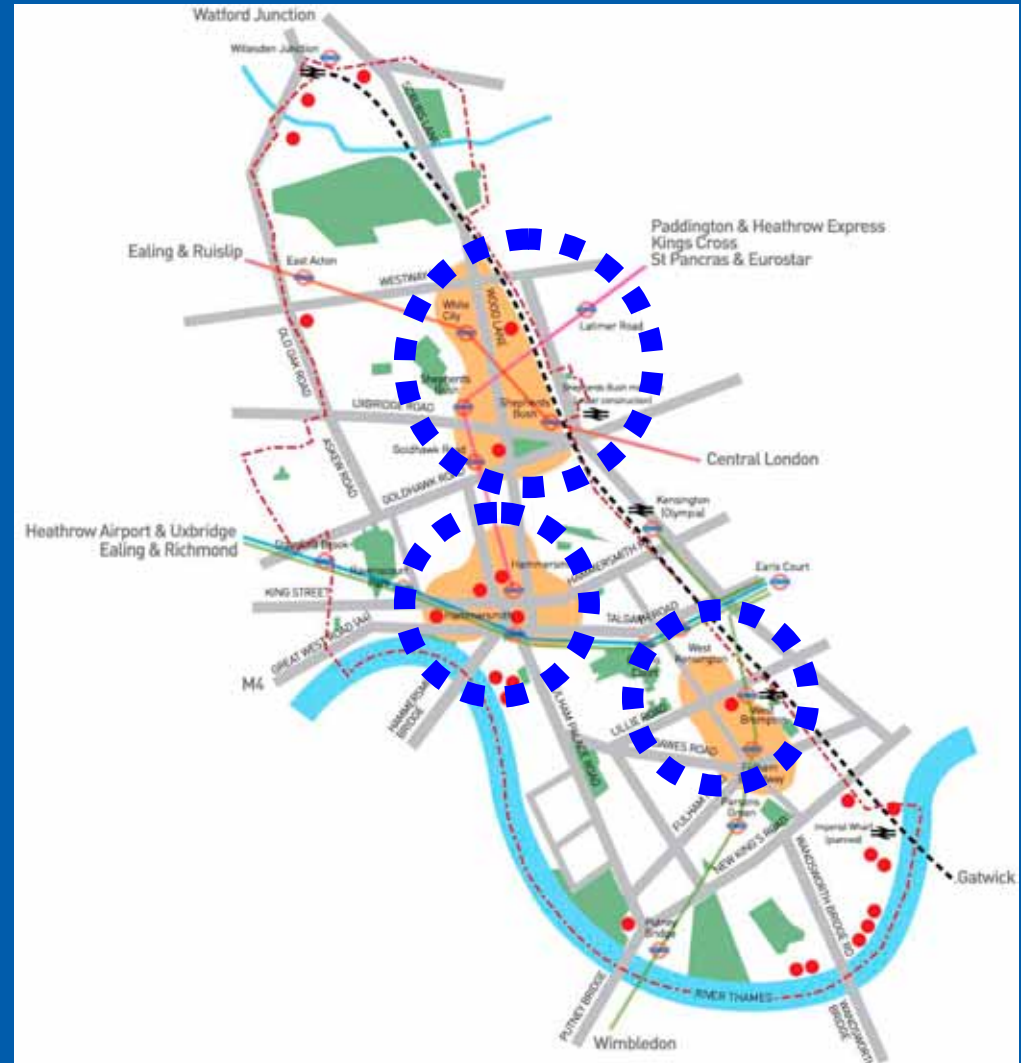
- Contribute to the housing ladder
- Have a decent standard
- Have a range of household sizes - especially for families
- Have a mix of housing types including homes with gardens
- Be well designed and with indistinguishable tenure
- Respect the urban context
- Conserve energy

# Home ownership imbalance



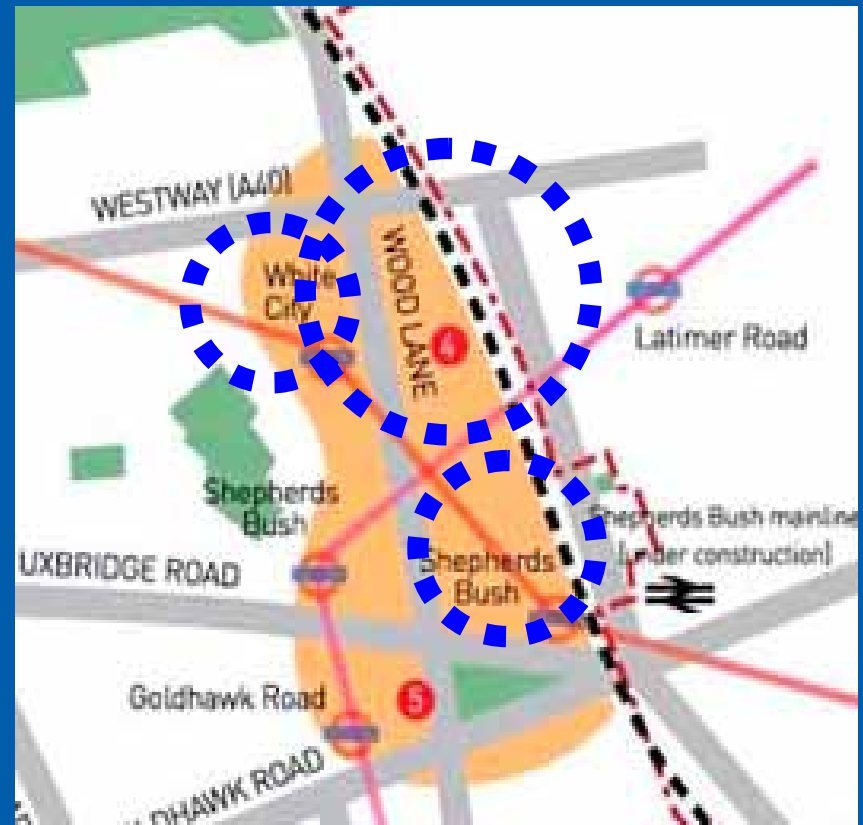
# Main areas for regeneration

- W12 – White City and Shepherds Bush
- Hammersmith centre
- North Fulham



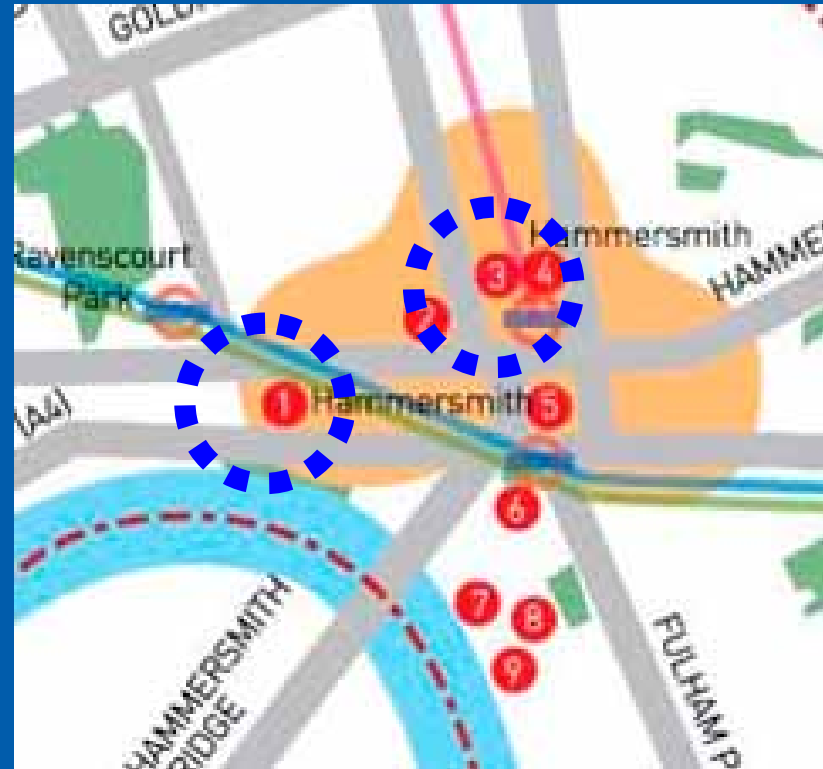
## W12: White City & Shepherds Bush

- Westfield shopping & leisure centre
- Major investment in public transport with new stations
- White City Opportunity Area
- BBC and media industry
- Major upgrade for Shepherds Bush Common
- Enhancing the market's offer



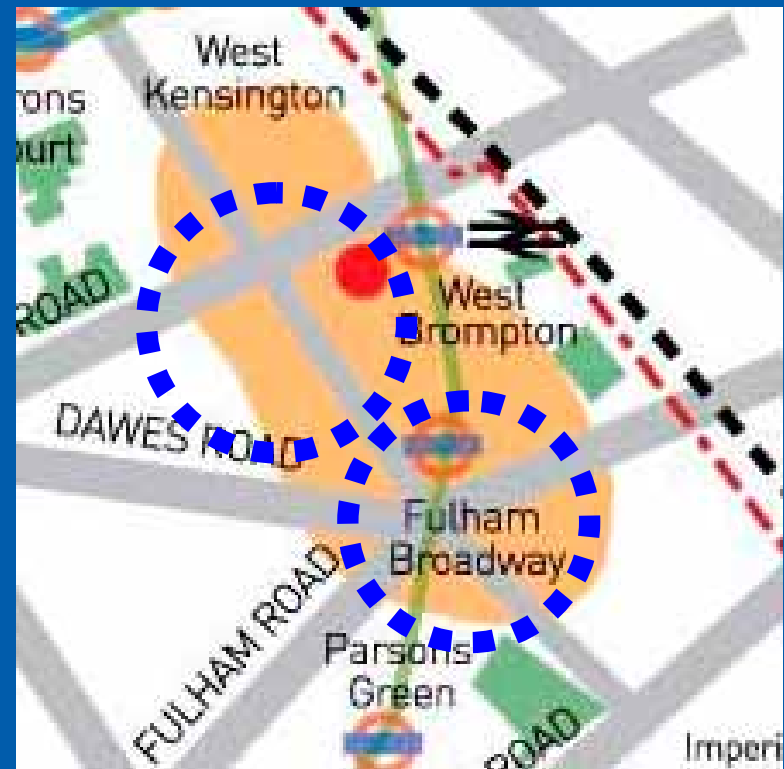
# Central Hammersmith

- 30,000 workers in area
- Highly accessible
- Major environmental and streetscape programme carried out
- Business Improvement District
- Anchor developments proposed



## Fulham centre/ North End Road

- Vibrant Fulham Broadway
- North End Road badly in need of regeneration
- Investment in park and streetscape



# Land for regeneration

- 36 ha under construction or with with planning permission
- 28 ha pre-application discussions & applications
- 40 ha potential

## Working together

- Unlocking potential
- Using and maximising council land assets
- More affordable home ownership
- Economic growth
- Social and physical infrastructure
- Making places

## What do you need from us?

- Clear vision & certainty
- Realistic aspirations
- An efficient planning process
- A constructive approach
- Confidence

