

# local development framework site specific allocations - PREFERRED OPTIONS, JUNE 2007



## Creating a borough of opportunity for all

In 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 key regeneration sites as well as consulting on preferred options for tackling the core strategic issues that the borough will face over the next 10 to 15 years.

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, retail and other local services, and climate change and sustainability .

You now have the opportunity to say whether you agree with the preferred options for a number of key sites in the borough and to suggest alternative approaches if you consider these to be more appropriate. The site allocations 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.

### Site specific allocations

The sites allocations preferred options document is out for consultation until 3 August 2007. Here are the sites (see also map on back page) and key elements of the preferred options for their redevelopment:

#### Site 1: Hammersmith & Central Line Station car park

Offices and residential, together with some retail and a significant element of leisure uses.

#### Site 2: Hammersmith Palais

Mix of leisure, with residential and other uses.



Hammersmith Palais

#### Site 3: White City Opportunity Area

Primarily residential with associated infrastructure and facilities, open space, a mix of employment uses and a waste management facility

#### Site 4: Hammersmith Embankment Phase 2

Offices and other uses, including residential and riverside walk

#### Site 5: Seagrave Road car park

Residential with possibly some B class employment uses, whilst maintaining servicing and essential car parking for Earls Court

#### Site 6: National Grid Land, Imperial Road

Mix of uses, including residential and B class employment uses, a waste handling facility and open space



Queens Wharf

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

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**Site 7: Fulham Wharf**

Mixed use with some residential if compatible with the adjoining safeguarded wharf. Riverside walk.



Fulham Wharf

**Site 8: Comleys Wharf and Swedish Wharf**

Safeguarded for the transshipment of freight, including waste and aggregates and freight related activities. Employment and residential uses may be appropriate where this can be provided without impacting on the safeguarded wharves.

**Site 9: Albert Wharf**

Mixed use with some residential if compatible with the adjoining safeguarded wharf. Riverside walk.

**Site 10: Hurlingham Wharf**

Safeguarded for the transshipment of freight including waste and aggregates and freight related activities. Employment and residential uses may be appropriate where this can be provided without impacting on the safeguarded wharf.

**Site 11: Whiffen Wharf**

Mixed use with some residential may be appropriate if compatible with neighbouring safeguarded wharf. Riverside walk.

**Site 12: Riverside Studios**

A mixture of arts, culture, entertainment and residential uses. Riverside walk.



Riverside studios

**Site 13: Queens Wharf**

A mixture of B class and residential uses and an active riverside frontage. Riverside walk.

**Site 14: Hammersmith Island Site Phase 4**

A mix of uses, including B class employment uses, residential and an extension to the bus station.

**Site 15: Land Adjacent to Hammersmith Town Hall**

New civic accommodation and a mix of town centre uses on the Town Hall Extension site and adjoining land, including the Nigel Playfair car park and cinema.

**Site 16: 84-88 Fulham High Street and adjoining land**

A mix of uses, including retail at ground floor level to create an active street frontage and residential use on the upper floors.

**Site 17: Former Savoy Bingo Club, Westway**

A mix of uses to create an active street frontage at ground floor level and residential use on the upper floors

**Site 18: Former Odeon Cinema, Shepherd's Bush Green**

Retaining the existing building and developing it for a mix of uses, including a hotel, with retail and leisure uses at ground floor level to create an active street frontage and possibly some residential use on the upper floors.

**Site 19: Old Oak Common Sidings**

A mix of uses, including railway uses, B class employment, possibly some residential use and the protection and enhancement of the nature conservation uses

**Site 20: Old Oak Sidings**

Protect the use of this site for waste management.

**Site 21: EMR site, Hythe Road**

Protect the use of this site for waste management

**What you can comment on****Preferred options**

You may comment on the site allocations preferred options included in this document or on the more detailed site allocations and core strategy 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 aim to give guidance on existing policies:

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

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

**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.

**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.

**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 9JU.

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 accordingly.

**Timetable for LDF process**

The council's local development scheme sets out the detailed programmes for all local development framework documents. The programme for the core strategy is as follows:

- site allocations preferred options consultation:  
22 June to 3 August 2007
- publication of site allocations development plan document: March 2008
- examination in public of site allocations:  
March to April 2009
- adoption: December 2009