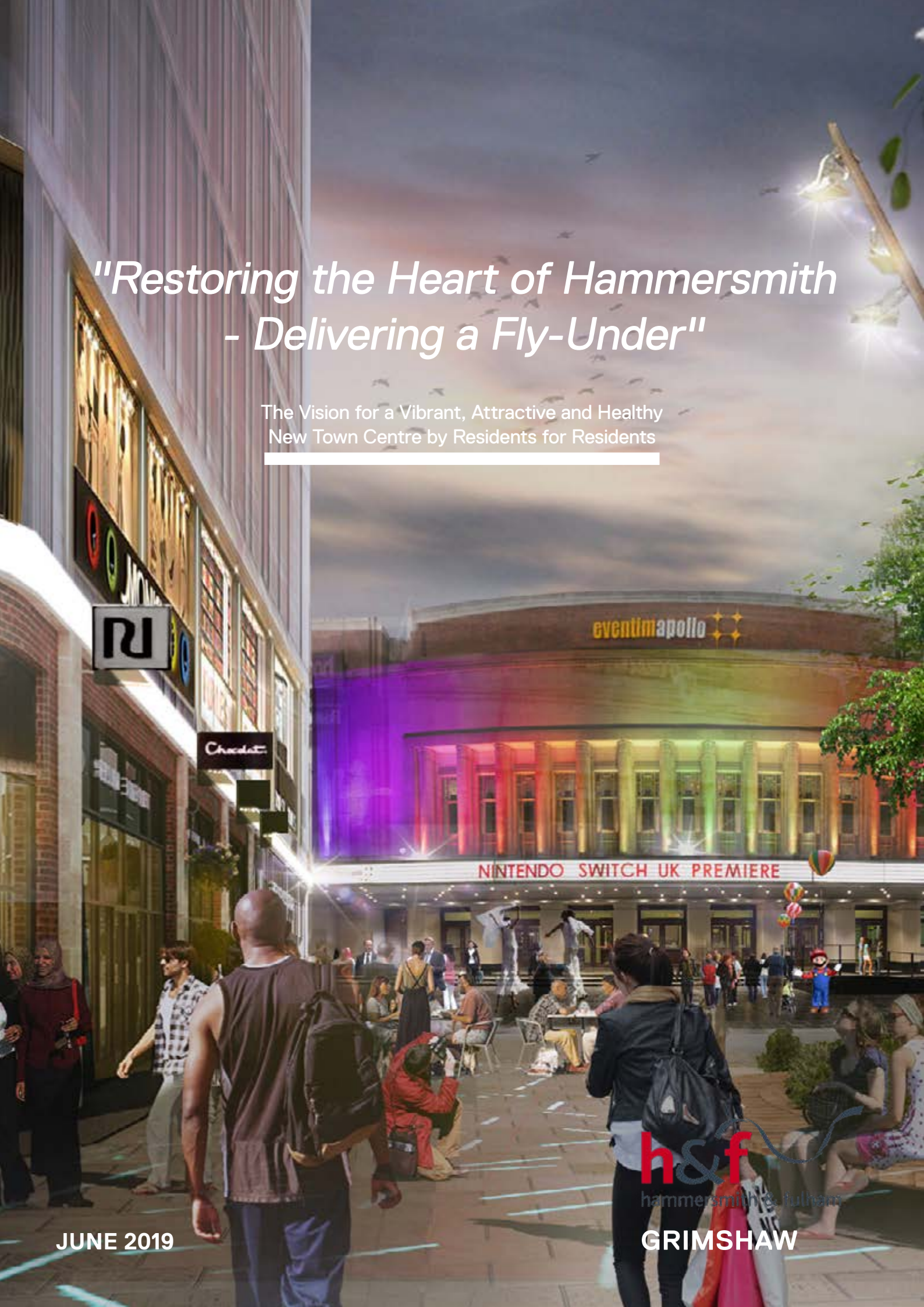


# "Restoring the Heart of Hammersmith - Delivering a Fly-Under"

The Vision for a Vibrant, Attractive and Healthy  
New Town Centre by Residents for Residents



JUNE 2019

**h&f**  
hammersmith & fulham

**GRIMSHAW**



# CONTENTS

1. INTRODUCTION - GETTING THERE...
2. VISION
3. PRINCIPLES OF THE VISION
4. MASTERPLAN VISION
5. HAMMERSMITH TOWN CENTRE MASTER PLAN - KEY MOVES
6. A DAY IN THE LIFE
7. RESTORING THE HEART IN:
  - a. KING STREET
  - b. ST. PAUL'S
  - c. QUEEN CAROLINE STREET
  - d. THE BROADWAY
  - e. ALBION MEWS
  - f. HAMMERSMITH AND CITY LINE STATION
  - g. THE NOVOTEL AREA
  - h. THE ARK AREA
8. MASTER PLAN
9. BENEFITS ACHIEVED

COPYRIGHT  
LONDON BOROUGH OF HAMMERSMITH AND FULHAM  
JULY 2018

PUBLISHED BY:  
LONDON BOROUGH OF HAMMERSMITH AND FULHAM

WWW.LBHF.GOV.UK  
ENQUIRIES\*\* no.

COPIES OF THIS DOCUMENT ARE AVAILABLE FROM:  
<https://www.lbhf.gov.uk/planning/regeneration-transforming-our-borough>

**h&f**  
hammersmith & fulham

**GRIMSHAW**

# GETTING THERE...

## *HAMMERSMITH TOWN CENTRE SPD RESIDENTS-LED PLANNING FRAMEWORK DOCUMENT*

The masterplan has been prepared by Hammersmith and Fulham Council in partnership with the Hammersmith Residents Working Party.

The masterplan is an important part of the emerging Hammersmith Supplementary Planning Document (SPD) and its aim to secure the prosperous future of Hammersmith Town Centre for all residents and businesses. This vision statement provides a summary of the key elements of the masterplan.

Shaped through extensive collaboration with local residents, the masterplan aims to:

- ◆ Restore the heart of Hammersmith by promoting a fly-under and redesigning central Hammersmith to enhance movement and connections with existing open and green spaces.
- ◆ Strengthen the identity of the town centre by focussing on a healthy, green and pedestrian friendly streetscape including improved retail and cultural facilities and revealing the centre's heritage and hidden opportunities.
- ◆ Identify areas for growth to deliver new genuinely affordable homes, affordable office space and attractive new buildings and public open space including for existing cultural and heritage assets.

To achieve this, the masterplan identifies a number of themes and key improvements to help deliver this exciting vision for Hammersmith. The work and analysis of the masterplan will be translated into the SPD which, once adopted, will form part of the Planning Framework and will be given weight and guide future development proposals in the area.

The Council will continue to work in close partnership with the residents working party and also include a range of external partners to bring the vision forward for public consultation.





# MASTERPLAN VISION

## > FLY-UNDER

## > 10,000 NEW JOBS

Demonstrate major benefits generated by the fly-under to foster closer working with the GLA and TfL to develop a feasibility and implementation plan, to include:

- Unlocking residents' vision for a transformed town centre
- Delivering a healthy, interconnected and thriving town centre
- Offering major economic benefits for London with thousands of new homes and jobs
- Firmly establishing Hammersmith as a major cultural and arts centre

Create new employment in the town centre with regeneration & growth assisted by entrepreneur networks & partnerships, to include:

- Promoting science, technology, engineering and mathematic industries working with Imperial College and others
- Providing more than double affordable and flexible working space for start-ups
- Achieving growth for all with 100-plus new jobs and 150-plus training opportunities for residents



## > 2,800 NEW HOMES

Build new homes in Hammersmith's centre including:

- Providing 50% genuinely affordable homes to local residents
- Prioritising building affordable larger homes for families
- Achieving increased residents' access to digital services and strengthen civic life across all sectors

## > ARTS AND CULTURE

Establish a strong new arts & culture network including an incubator hub closely mixed with high quality retail and services in the centre of Hammersmith, to include:

- Providing animated and high quality routes between key arts and culture venues, historic landmarks, high street retail and transport hubs
- Promote a host of new street festivals, markets and pop-up events
- Achieving 44,000sq.m more ground floor activation creating a buzzing town centre during the day and evening

## > A GREEN AND HEALTHY TOWN CENTRE

Create a green & healthy town centre with sustainable buildings and spaces that contribute to improving air quality and biodiversity, to include:

- Maximising urban greening on buildings
- 22 new permeable linking routes ensuring a vibrant, connected and accessible for all town centre
- More electric car clubs and charging points and enhanced cycle routes
- 18,000sq.m new open space with more opportunities for outdoor entertainment, pop-ups and fitness activities for a wide range of age groups



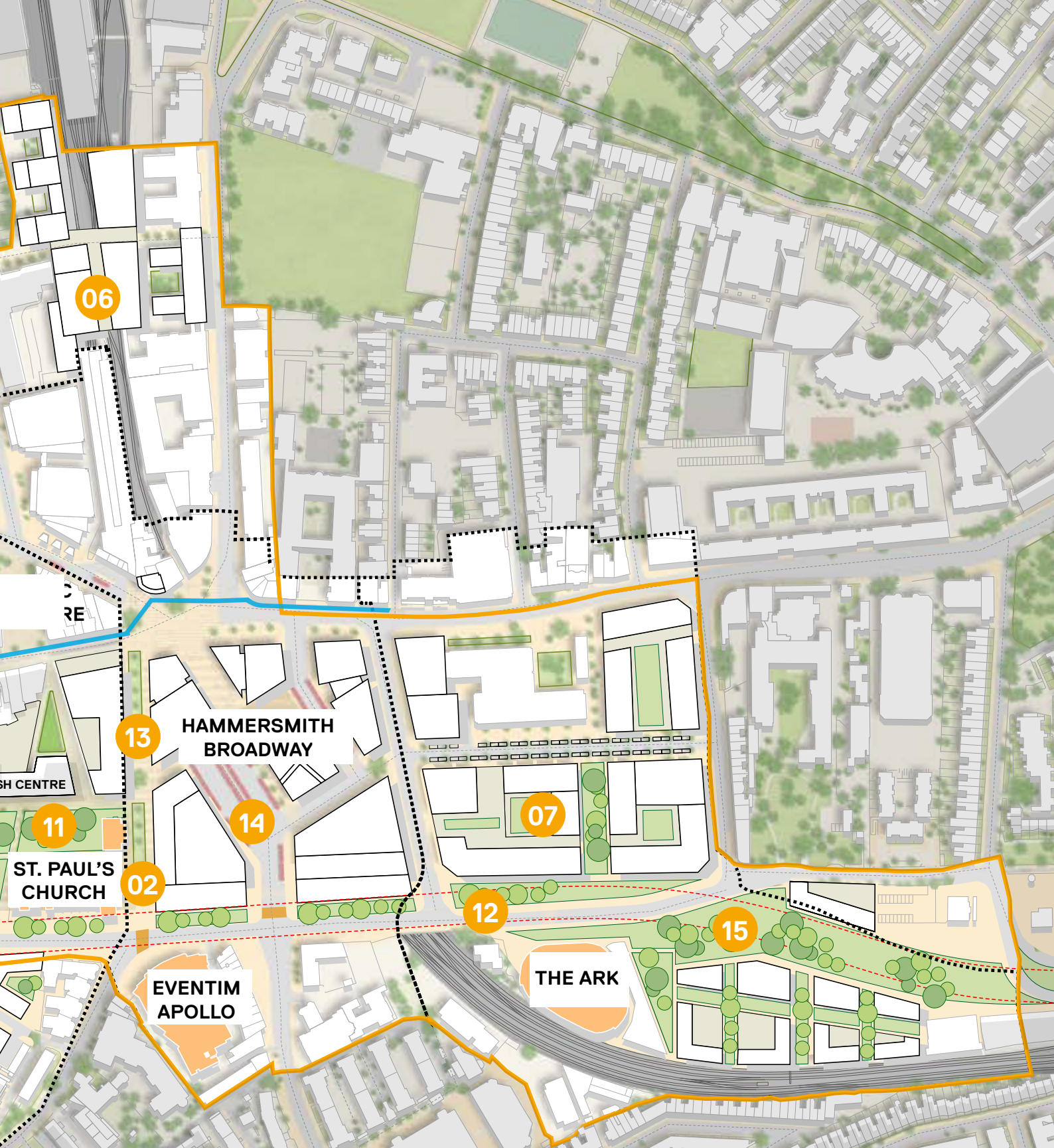
# THE TOWN CENTRE MASTER PLAN



## KEY MOVES:

- 01** Creation of the fly-under to improve connectivity and environmental conditions
- 02** Removal of the traffic gyratory to improve pedestrian environment
- 03** Railway arch activation and a vibrant mixed use development encouraging cultural facilities and creative industries, access, permeability and high quality public realm
- 04** Activation of the historic dis-used railway viaduct to provide a new green urban link
- 05** Increased permeability to King's Mall and access to daylight connecting the retail environment to a new network of places & squares in the town centre
- 06** New mixed use over rail development of the H&C and City Lines for development growth as well as pedestrian connectivity East-West
- 07** Redevelopment of the Novotel area will allow for increased permeability and through site links to be created for improved urban fabric integration
- 08** The new road as a tree lined double lane optimised to allow extension of Furnival Gardens northwards.





- 09** Public realm enhancement of King Street including wider pavements, trees and street furniture

**10** New mixed use development and retail opportunities between Angel Walk and Queen Caroline Street

**11** New public realm and setting to St. Paul's Church enabled by the peninsulation of the gyratory

**12** New green space created when land is released after flyover removal
- 13** Pedestrianisation of Queen Caroline Street lined with activated frontages and programmable space.

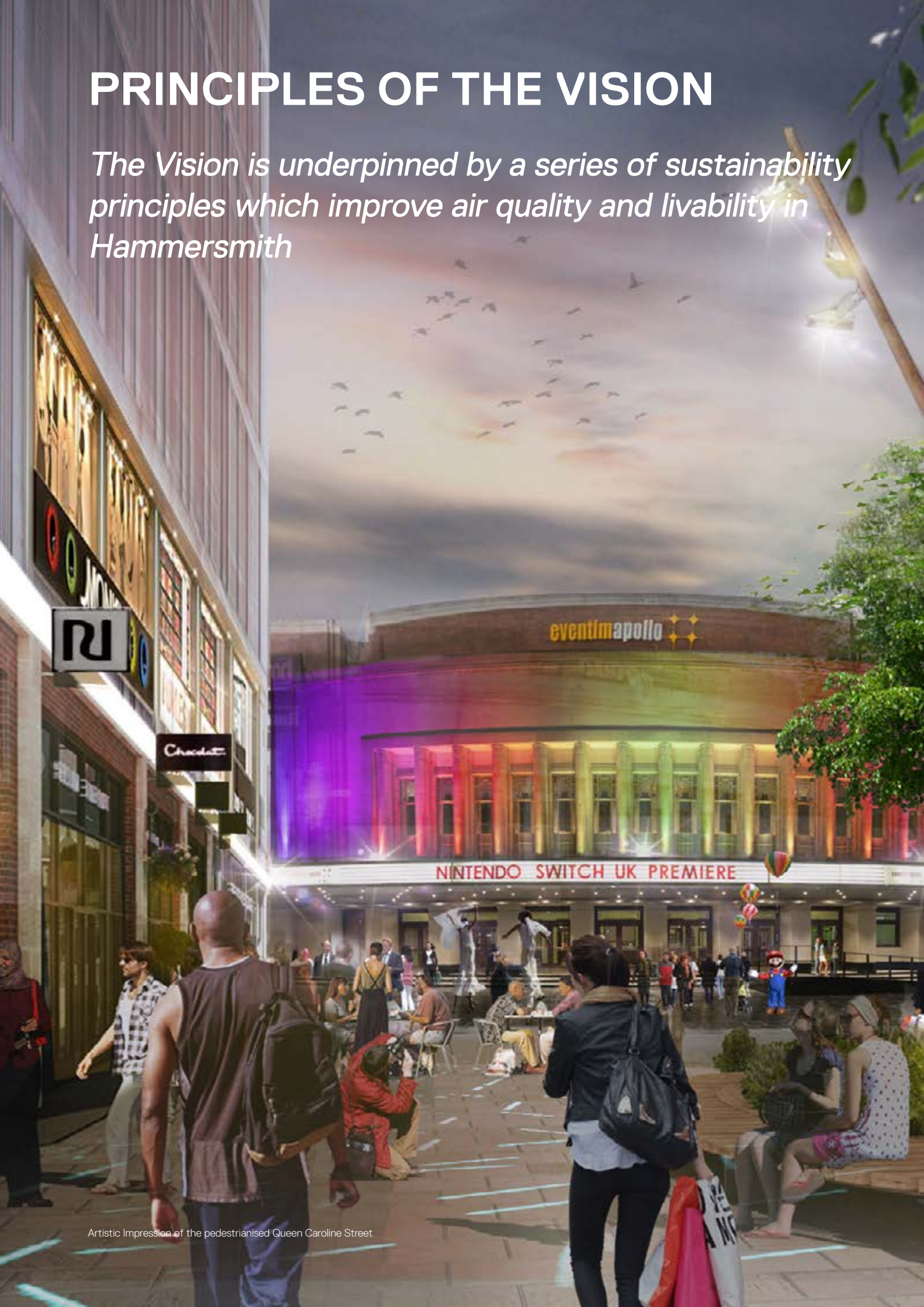
**14** Reconfigured bus station and mixed use development which allows permeability and activated frontages

**15** Mixed use development which optimises the Ark area site and allows for a new pedestrian link away from traffic

**16** Additional opportunity sites created as a result of fly-under removal

# PRINCIPLES OF THE VISION

*The Vision is underpinned by a series of sustainability principles which improve air quality and livability in Hammersmith*



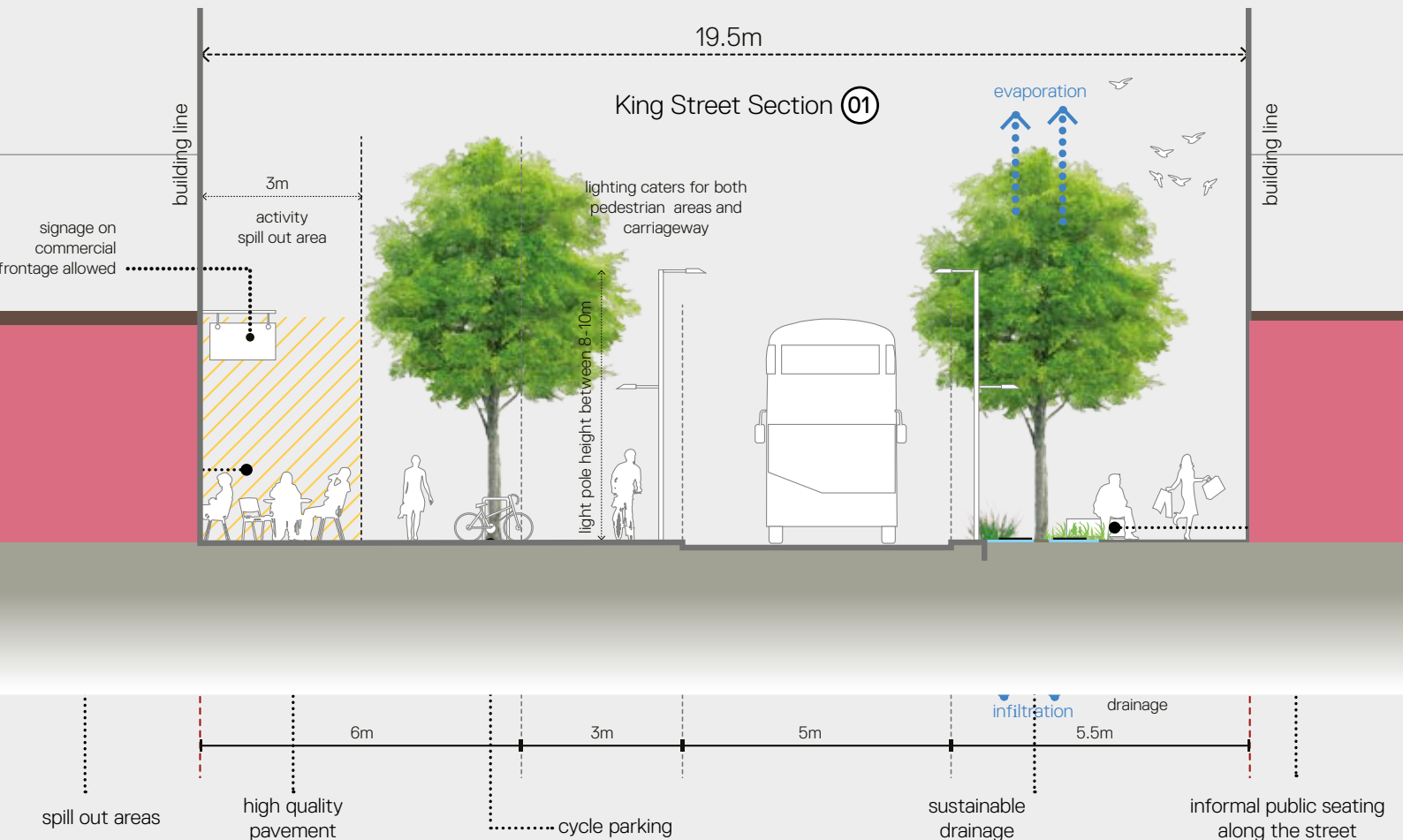
Artistic Impression of the pedestrianised Queen Caroline Street



King Street is the historic spine linking Hammersmith's retail, transport and cultural hubs together.

The high street can be revitalised by encouraging a diverse range of uses that underpin the street lively character. In addition to the mix of shops, cafes, bars and restaurants, new spaces for entertainment, events and small workshops for creative industries can be established.

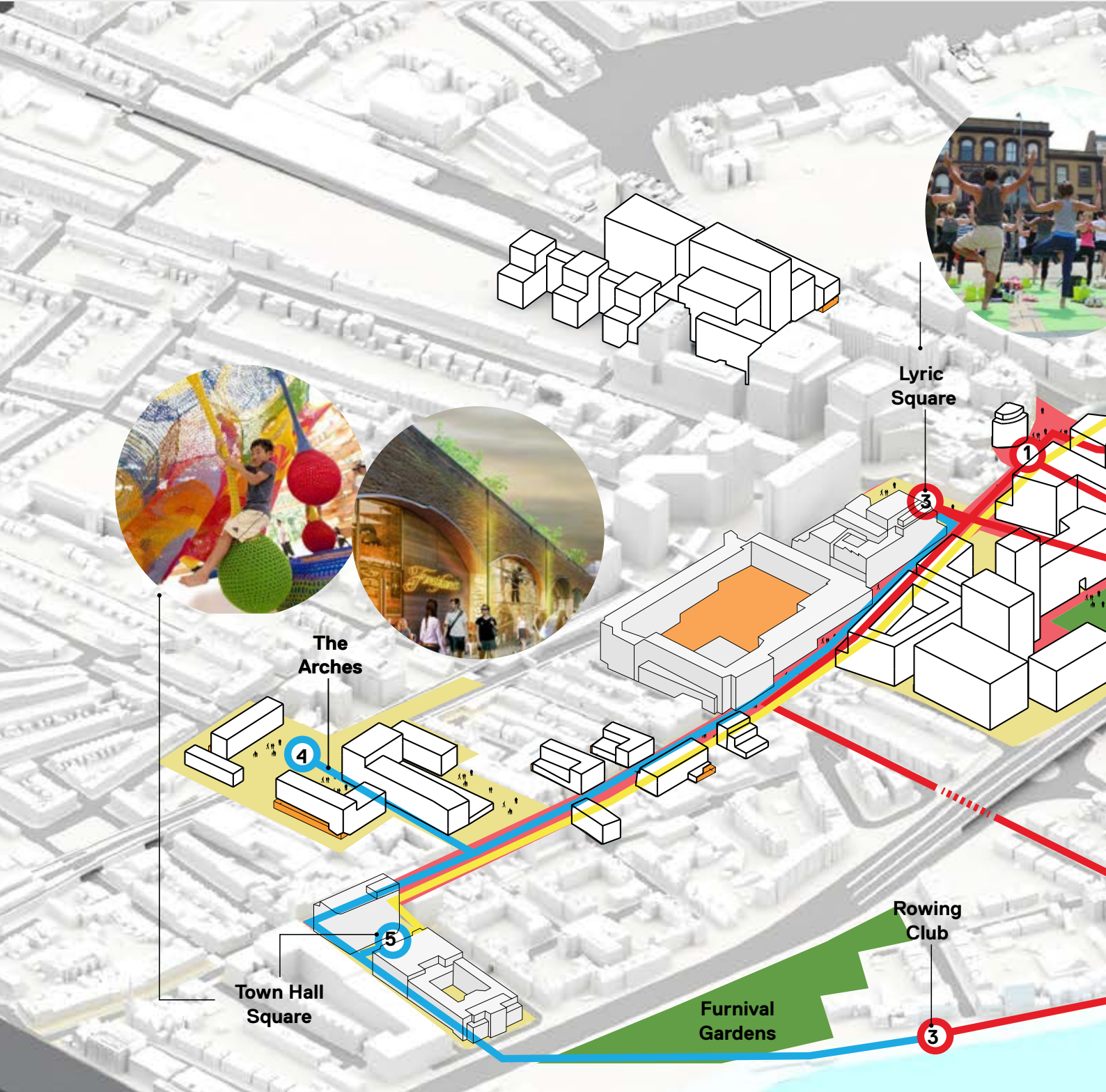
The high street can be enhanced by new high quality buildings as well as alterations and improvements to existing buildings and shopfronts. New public realm can be created for external seating, landscaping and flexible use such as for markets and events. The town centre character can be strengthened by innovative signage, lighting and public art.



Illustrative section of King Street

# A DAY IN THE LIFE OF HAMMERSMITH...

A PLACE TO LIVE, WORK, STUDY AND VISIT



## >RESIDENTS: Families (WEEKEND)

1. Grab a morning coffee at Hammersmith Arrival Square
2. Go down Queen Caroline Street to the Flyover farmers' market
3. The mother goes for a yoga lesson at the Lyric Square and the dad takes the kids to the rowing lesson at the Furnival Rowing Club
4. Later they all meet up at the Arches for a nice lunch
5. In the afternoon they pass the temporary playful sculpture at the Town Hall Square, and after they return home walking along the new vibrant high street.



Markets



FARMERS / ARTS AND CRAFTS MARKETS



# *RESTORING THE HEART IN...* **King Street**

**STRENGTHEN THE CHARACTER OF KING STREET AS  
HAMMERSMITH'S SPINE OF ACTIVITY**



Artistic Impression of King Street at Town Hall



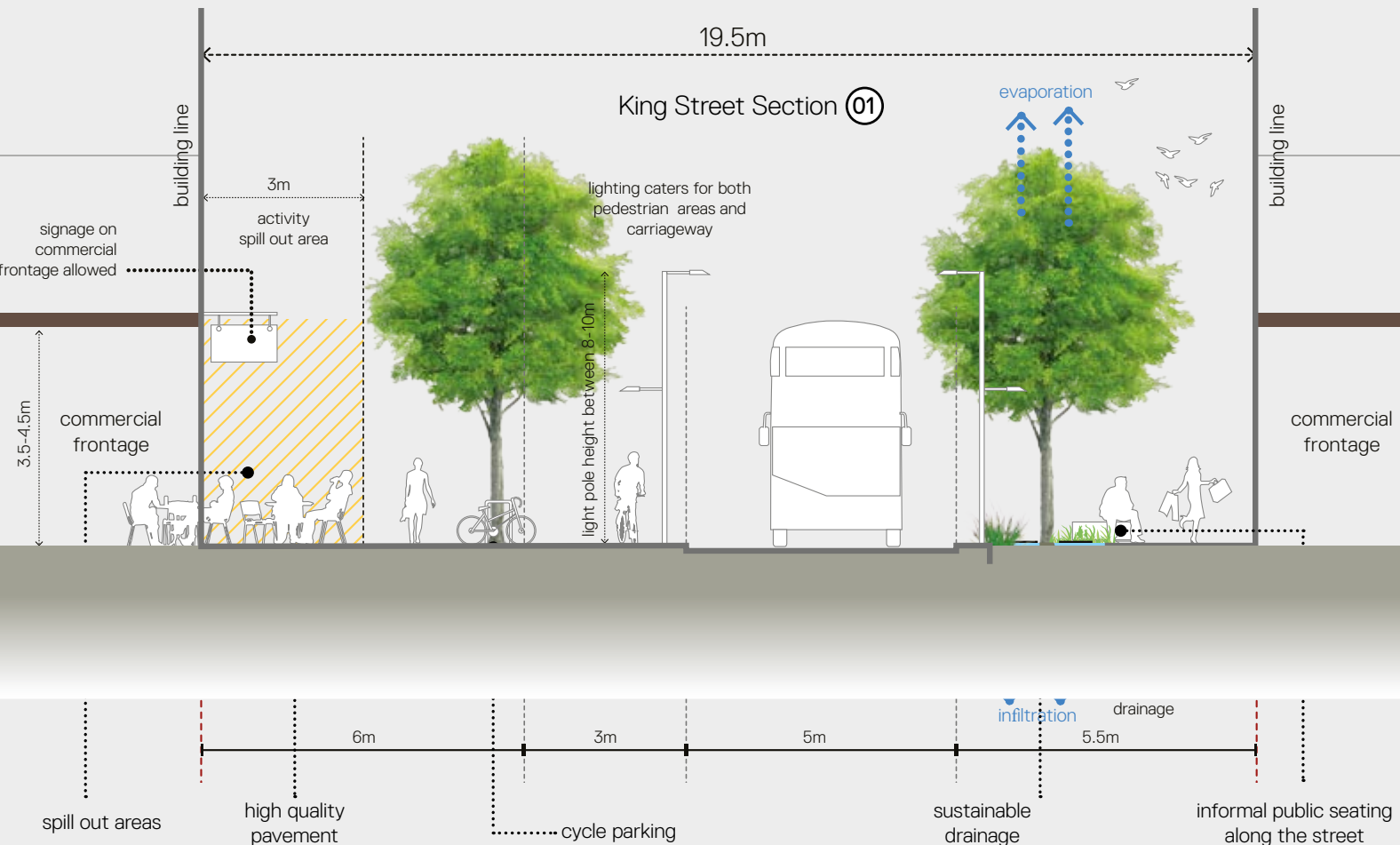
Artistic Impression of King Street at Angel Walk



King Street is the historic spine linking Hammersmith's retail, transport and cultural hubs together.

The high street can be revitalised by encouraging a diverse range of uses that underpin the street lively character. In addition to the mix of shops, cafes, bars and restaurants, new spaces for entertainment, events and small workshops for creative industries can be established.

The high street can be enhanced by new high quality buildings as well as alterations and improvements to existing buildings and shopfronts. New public realm can be created for external seating, landscaping and flexible use such as for markets and events. The town centre character can be strengthened by innovative signage, lighting and public art.



Illustrative section of King Street

# RESTORING THE HEART IN...

## St. Paul's Area

### A NEW PUBLIC HEART AT THE CENTRE OF HAMMERSMITH



Artistic Impression of the public realm of St. Paul's Church

The areas North of St. Paul's Church can be optimised further once it's viable to reconfigure the gyratory. With the redevelopment of the Landmark House site increased density of this area can provide an improved setting for St. Paul's as well as achieve development growth while improving connectivity and enhancing street character along King Street.

#### **Measures:**

- A** - Creating high quality activated pedestrian environment along Queen Caroline Street with retail entrances seating and curatable event space
- B** - Create a new and complimentary setting to St. Paul's Church
- C** - Create new high quality public open spaces which provide a variety of functions and character
- D** - Provision of new visual and physical linkages to improve town centre permeability and orientation as well as connectivity of open spaces and historical features





**A**



**B**



**C**

EVENTIM  
APOLLO

ST. PAUL'S  
CHURCH

LANDMARK  
HOUSE

BRADMORE  
HOUSE

ANGEL  
WALK

QUEEN CAROLINE STREET

KING STREET



**D**

Artistic Impression of the promoted permeability and growth

# *RESTORING THE HEART IN...* **Queen Caroline Street**

**A NEW CULTURAL ROUTE AT THE  
CENTRE OF HAMMERSMITH**



Artistic Impression of a pedestrianised Queen Caroline Street



Artistic Impression of a pedestrianised Queen Caroline Street aerial view



**A**

The removal of the gyratory opens up a significant opportunity to create new development but also to create a vibrant new civic space which can perform a number of functions including connectivity for pedestrians and cyclists and strengthen the cultural identity of the town centre.

Queen Caroline street can perform an important community function. A civic place for curated events, walking, meeting, shopping, and socialising. An active place that connects other landmarks and places within the town centre.



**B**

The pedestrianised street can provide space for formal and informal social & cultural activities within the community. Economic activity, such as shops, along the street also stimulate social activity.



**C**

The new pedestrian link will be attractive and will invoke a sense of community pride and ownership. It will also reinforce the cultural and historical identity of Hammersmith.



CIVIC SPACE ALLOWING FOR CURATED EVENTS

**D**

**Measures:**

**A** - Creating high quality activated pedestrian environment along Queen Caroline Street with retail entrances and spaces to dwell and socialise

**B** - Create a new cultural place with an events agenda in the heart of the town centre allowing for curatable spaces

**C** - New high quality public open realm with a unique character and design

**D** - A new grand pedestrian link which connects other town centre landmarks and key places such as the Apollo, Lyric Square, St. Paul's, the Broadway, and the river.

# RESTORING THE HEART IN...

## The Broadway Area

### A PERMEABLE AND ACTIVE TRANSPORT HUB SUPPORTING GROWTH



Artistic Impression of the Broadway transport hub

The Piccadilly & District Line underground and bus station should be configured as a series of buildings which are permeable at grade and open to the sky above to create a street environment. Increasing frontage onto the adjacent areas for activation, retail and entrance to buildings.

A key project to unlock much of the development growth and street level public benefits in Hammersmith is realised through the reconfiguration of the existing traffic gyratory system.

Reconfiguration of the gyratory system releases land for development and the creation of significant new public space and an improved setting for St.Paul's Church.

This key step creates development and quality uplift at the heart of the town centre into which other sites and development projects can be linked.

Aims:

- Wider pedestrian crossings
- Improved pedestrian routes to all neighbourhoods
- Creating improved access from Broadway to Apollo (plus further South to residential areas and Farnival Gardens)
- Improved lighting and paintwork to be more appealing
- Improved traffic measures on new road layout to reduce congestion

#### Measures:

**A** -Reconfiguration of the traffic gyratory extending the public realm to include Queen Caroline St. and St.Pauls Church

**B** - Clear and easily accessible public transport links

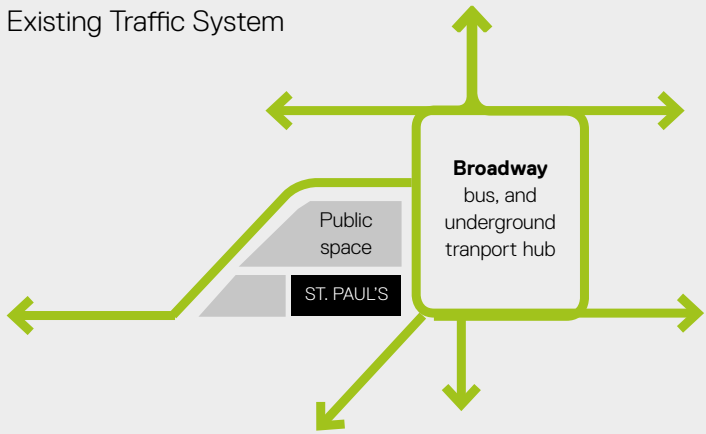
**C** - Improved public realm towards the rest of the Town centre



**B**



Existing Traffic System



Proposed Traffic System

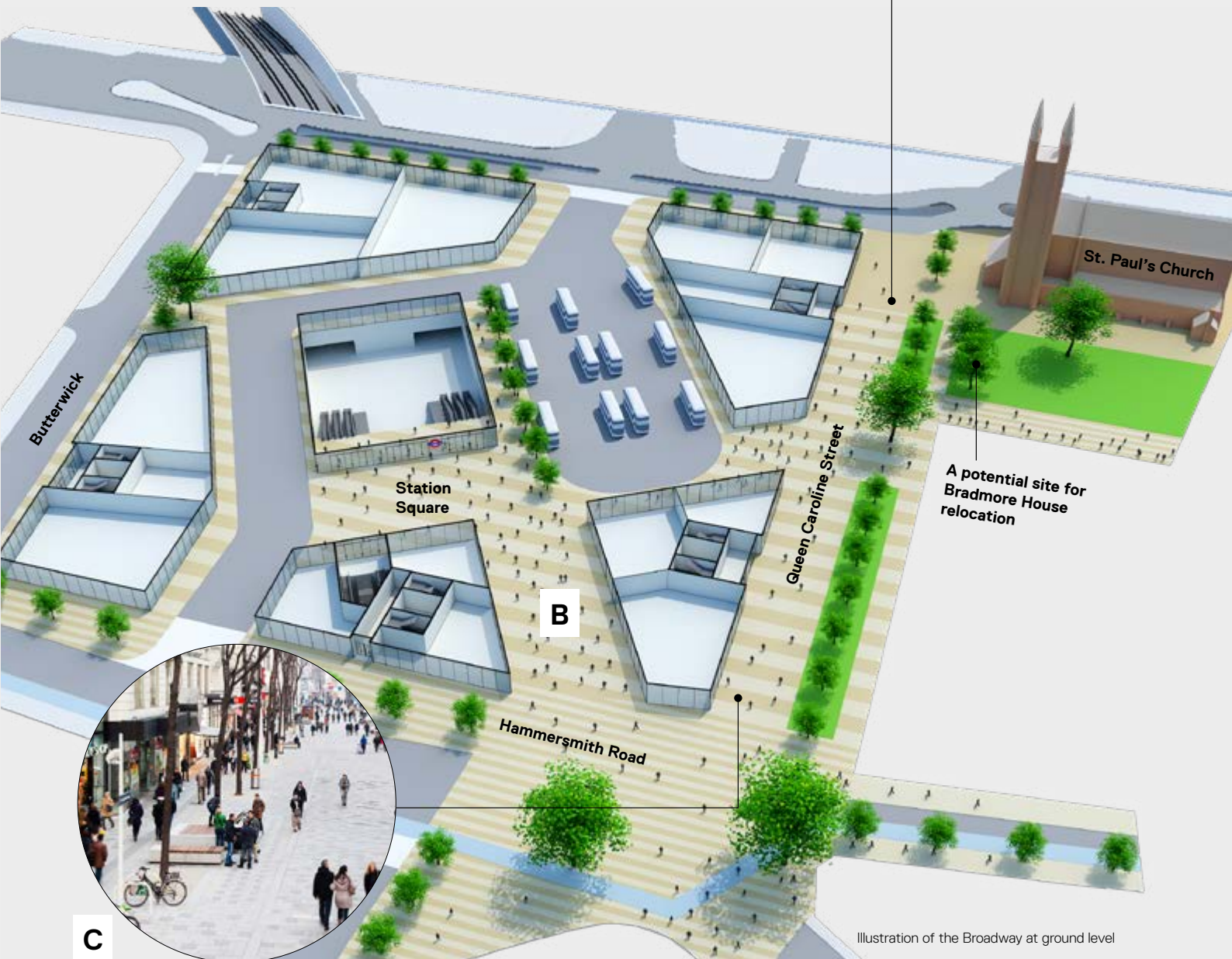
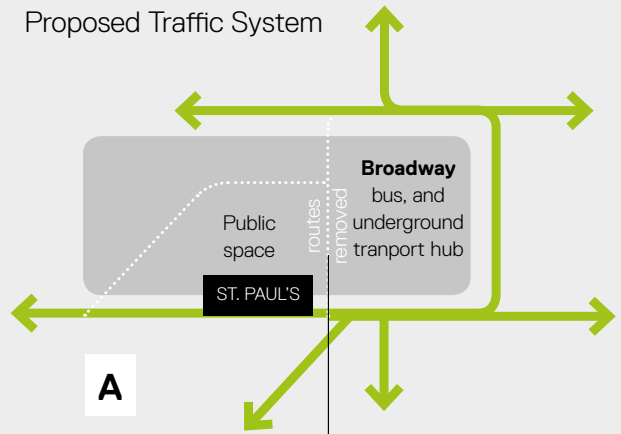


Illustration of the Broadway at ground level

# RESTORING THE HEART IN...

## Albion Mews - Creative Hub

CREATE DIVERSE SPACE FOR A MIX OF USES & SCALE IN THE TOWN CENTRE



Artistic Impression of the Albion Mews new creative hub

To the North West of the town centre a small to medium scale opportunity area has been identified to introduce a new mixed use development with the potential for creative spaces such as workshops and maker-spaces utilising existing and new buildings.

A new employment area which engages with the public would encourage through movement and increased footfall in support of the civic anchor of the Town Hall redevelopment.

Albion Mews is a potential site which could expand the public realm of the Town centre and create a unique connection between the residential area to the North of Glenthorne Road and King Street. This areas also presents the opportunity to interact with the railway which currently divides the sites.

A potential redevelopment of the site could animate the railway arches in a way which creates a new public space that links the sites.

### Measures:

- A** - A new creative hub for Hammersmith
- B** - Utilising the arches for activity and routes through
- C** - Retaining historically important Glenthorne Mews
- D** - New residential development with workshop and maker-spaces at grade
- E** - Creation of new public space



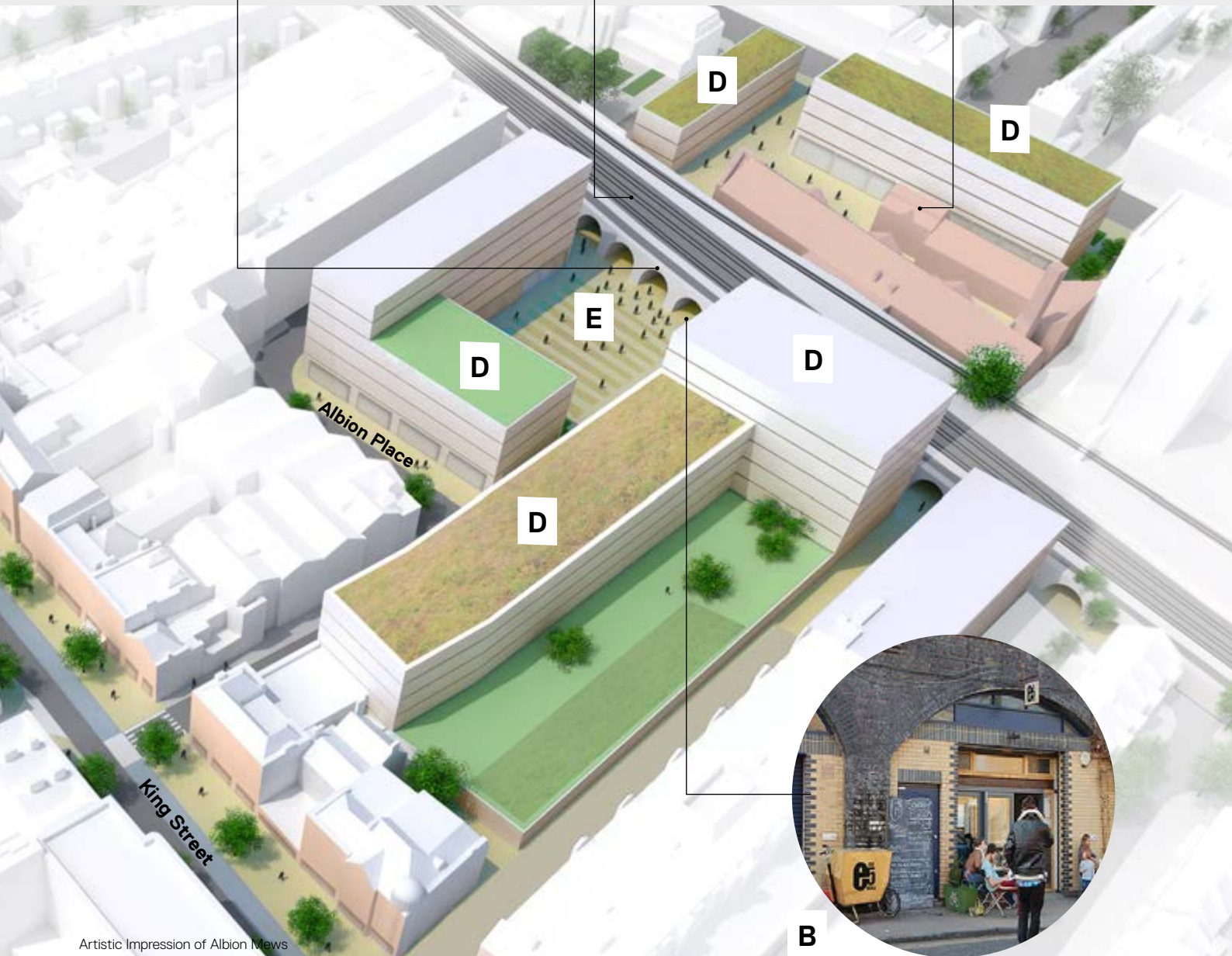
A



B



C



Artistic Impression of Albion Mews

B

# RESTORING THE HEART IN...

## Hammersmith & City Line Station

### HIGH DENSITY DEVELOPMENT OVER-RAIL



Artistic Impression of the new pedestrian link and H&C Line over-station development

Traditionally railway corridors in London disconnect neighbourhoods as well as sterilise land within cities. The railway corridor of the Hammersmith & City and Circle Lines to the North of the Town centre offers an opportunity to create an over site development of the railway.

A decked development in this location benefits by being located at the centre of relatively dense commercial and residential areas close to Hammersmith's transport node. Ideally located for additional commercial development as well as residential units behind Hammersmith Grove.

A deck development in this location will also allow a further pedestrian linkage to be created between Hammersmith Grove and Shepherd's Bush Road connecting neighbourhoods and green spaces which are currently isolated from each other.

#### **Measures:**

- A** - New decked development of similar scale to Pancras Square
- B** - New pedestrian link bridge with adjacent buildings similar to areas of the Highline in New York
- C** - New residential development with open green space for the residents showing high quality, sustainable architecture
- D** - Minimal impact along Hammersmith Grove





**A**



**B**



**C**



Artistic Impression of H&C OSD

**D**

# RESTORING THE HEART IN...

## The Novotel Area

NO LONGER AN ISOLATED ISLAND SITE



Artistic Impression of the new permeability links and development of the Novotel area

The site to the East of Broadway, currently occupied by L'Oreal and Novotel presents itself as a singular large scale site. Breaking down its mass into a series of buildings with a combination of public and private open spaces and through routes for both pedestrians and vehicles will encourage the area to be better integrated into the Town centre and to better respond to the surrounding context.

This site has capacity to accommodate increased density and height, as well as presenting a high degree of flexibility of development which can balance the market demand for commercial and residential use.

### Measures:

- A** - Creating high quality residential development similar to Kings Cross
- B** - Work with the redevelopment of Bechtel House
- C** - New pedestrian link
- D** - Create North-South and East-West links to prevent an 'island site'



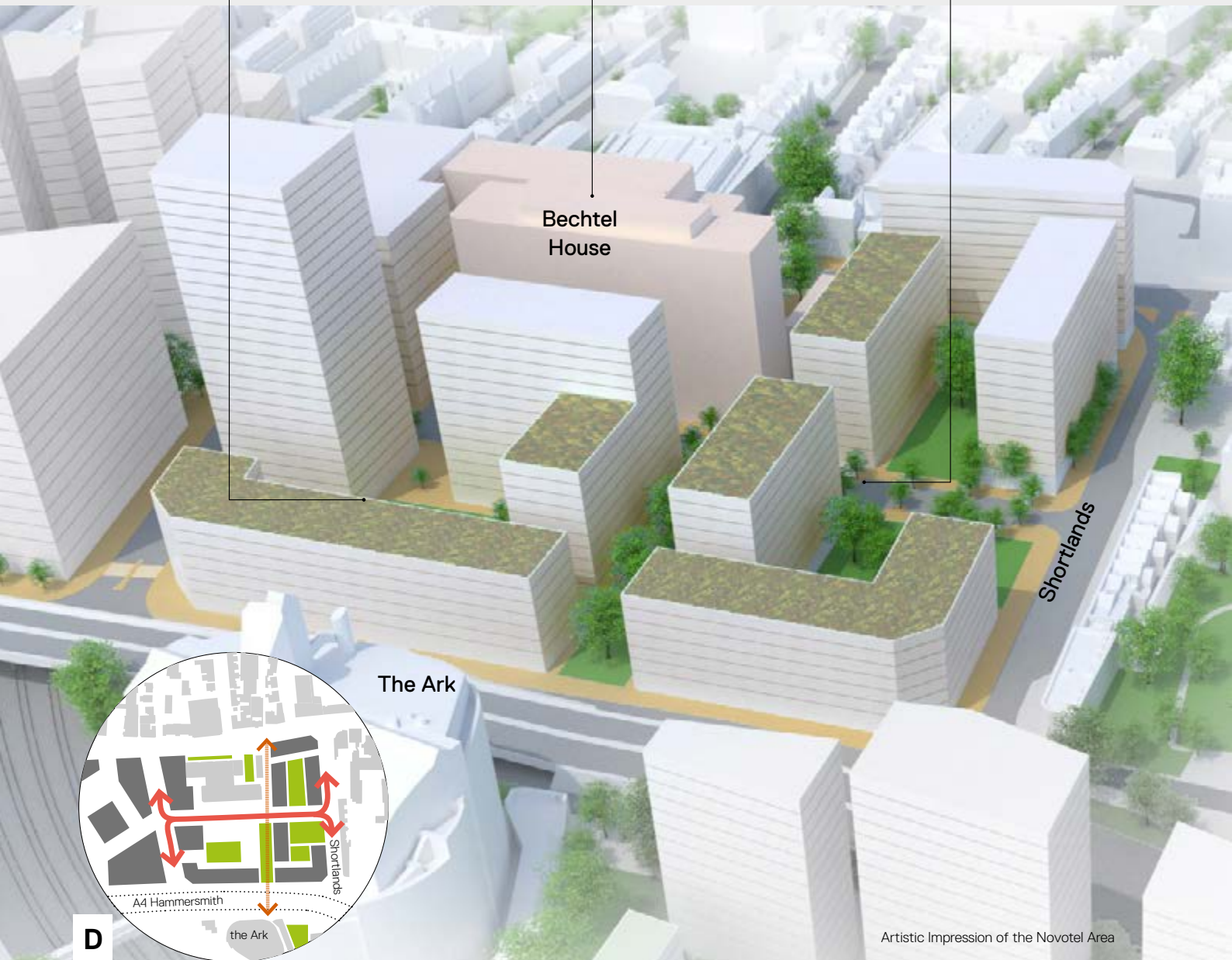
A



B



C



D

Artistic Impression of the Novotel Area

# RESTORING THE HEART IN...

## The Ark Area

### INTENSIFIED USE TO PROVIDE A NEW COMMUNITY WITH A TRANQUIL PEDESTRIAN ENVIRONMENT



Artistic Impression of the new pedestrian links and development of the Ark area

The area between the Ark and the new Lambda development is underutilised and has been identified as an opportunity area which can be intensified in use.

The area is characterised by the Ark building to the West, this is an important landmark in Hammersmith which is visible from the A4 Flyover and Talgarth Road. Preserving a view of the Ark is important but could also be framed to increase the sense of arrival in Hammersmith from the East.

This area has the potential to create a gateway into the Town centre, considering the character and the human scale

of the spaces, whilst delivering high quality and sustainable architecture.

The area lies directly adjacent to the A4 and Talgarth Road and is passed by vehicles at speed. The pedestrian environment in this area can be improved by providing an internal through site link flanked by new development buildings.

The site benefits from the ability to access Southern views over the river and would therefore suit residential as well as commercial uses.

#### Measures:

**A** - Creating a permeable internal street from the Ark to the new Lambda proposal, with good access from Broadway

**B** - Retaining views of the Ark from the A4 (travelling East to West)

**C** - The new Lambda development



**A**



**B**



**C**



Artistic Impression of the Ark Area

Section of the Proposed  
Through the Ark Site

# MASTERPLAN

## STAGES AND NEXT STEPS

H&F IN PARTNERSHIP WITH  
HAMMERSMITH RESIDENTS  
WORKING PARTY

1. ENGAGE CONSULTANTS:  
GRIMSHAW ARCHITECTS

2. HOLD WORKSHOPS:

**KEY  
STAKEHOLDERS:**  
Transport for London  
Key Landowners  
Pre-app.  
BID  
Create Streets

**KEY THEMES:**  
Evaluation  
Potentials  
Spatial Vision  
Draft Proposals  
Massing & Public  
Space  
Design Principles

3. KEY OUTPUTS:

**DRAFT  
MASTERPLAN**

INFORMED BY:

Draft  
Infrastructure  
Study (Peter Brett  
Associates)  
H&F Local Plan  
H&F Business Plan  
H&F Industrial  
Strategy  
London Plan

4. FURTHER CONSULTATION WITH  
THE RESIDENTS WORKING PARTY

5. DRAFT SPD and MASTERPLAN

6. PUBLIC CONSULTATION ON SPD





# BENEFITS ACHIEVED



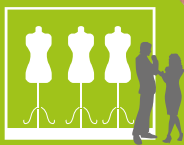
10,000 NEW JOBS



2,800 NEW HOMES



18,000 SQ.M MORE OPEN SPACE FORMING A NETWORK OF UNIQUE SPACES AND ACTIVE USES



44,000 SQ.M MORE GROUND FLOOR ACTIVATION



22 NEW PERMEABLE LINKING ROUTES



A NEW CREATIVE HUB



ENHANCEMENT OF TOWN CENTRE CHARACTER AREAS





Prepared for:



Prepared by:

**GRIMSHAW**

**URBAN  
SILENCE**

**Donald Insall Associates**  
Chartered Architects and Historic Building Consultants

