


1. PROPERTY DETAILS	
Site Name & Address	Land at Bridge View (Aspen Place), W6 9DD
Unique Ref (PAR)	310
Borough	Hammersmith and Fulham
Zone (TfL)	2
Site Area (acres)	0.13 (527.26 sq. m)
Location and Site Plan	
Existing Use	<ul style="list-style-type: none"> <li>The west of the site is unoccupied grass verge. The east of the site is currently occupied by two on-street parking bays.</li> <li>The site was previously occupied by a number of residential dwellings before the construction of the Great West Road. The dwellings were demolished between 1952 and 1958.</li> </ul>
2. TOWN PLANNING	
Planning Policy Documents	<ul style="list-style-type: none"> <li>Adopted: London Plan (Consolidated 2016), Core Strategy (2011), Development Management Local Plan (2013).</li> <li>Emerging: Draft London Plan (2017), Draft Local Plan (proposed adoption early 2018).</li> </ul>
Site Allocations	<ul style="list-style-type: none"> <li>Existing: The site falls within the Hammersmith Town and Riverside Regeneration Area and Thames Policy Area and is adjacent (to the east of) a designated Open Space. The site also falls within the Thames Policy Area.</li> <li>Proposed: The site falls within the boundary of Strategic Site HRA2 and Strategic Policy Area HRA - Hammersmith Regeneration Area.</li> </ul>

Housing zone or Opportunity Area	- No			
Heritage Designations	- The site falls within The Mall Conservation Area.			
Flood Zone	- The site falls within an area benefiting from flood defences.			
Ecological Designations	- Any loss of trees will require written consent from the Local Planning Authority prior to removal as they fall within a Conservation Area.			
PTAL	- 6b			
Tall buildings permitted	<ul style="list-style-type: none"><li>- Existing: The site does not fall within an area considered suitable for tall buildings. Tall building in this location would no respect the existing townscape and historic context of the site, in line with policies BE1 and DM G2.</li><li>- Emerging: The site falls within the Hammersmith Town Centre boundary, which is considered an area where tall buildings may be considered appropriate, in line with Policy DC 3. As the setting of the building is within a conservation area with building heights of predominantly 2-3 storeys, a tall building is not considered appropriate at this location in line with Policy DC 3.</li></ul>			
Car parking standards	- Car free development is promoted in sites with high PTAL in existing and emerging planning policy.			
LPA affordable housing target	Existing-			
	Threshold	Affordable Housing target (unit)	Affordable Housing Tenure Split	Provision Requirement
	10 units of more	40%	25 % Social Rented 75% Intermediate	On site preferred
	9 units or less, or less than 0.4 ha	n/a	n/a	No policy requirement
	Proposed-			
	Threshold	Affordable Housing target (unit)	Affordable Housing Tenure Split	Provision Requirement
	10 units of more	50%	60% Social Rented 40% Intermediate	On site preferred
	9 units or less	50% in some circumstances – see right hand column for details	60% Social Rented 40% Intermediate	Negotiated on a site by site basis: “in schemes of nine or less units the council will negotiate for affordable housing where there is considered to be capacity for more units... for example in schemes where dwellings are large in floorspace

					<i>terms but below 10 units and could yield a larger number of average sized homes the application of affordable housing policy will apply"</i>	
<b>Other</b>	<b>Existing</b> <ul style="list-style-type: none"> <li>- Underutilised space in area with excellent PTAL, in close proximity to the shops and facilities of Hammersmith Town Centre.</li> <li>- The loss of the two council maintained parking spaces will need to be mitigated.</li> <li>- The Mall Conservation Area Appraisal notes that the site, though of no particular merit to the conservation area, does have a role as an important buffer to existing residential development.</li> </ul>					
<b>Planning Policy Overview</b>	<ul style="list-style-type: none"> <li>- Policy DM A2 states that all new housing must be of high quality design and take account of the amenity of neighbours.</li> <li>- Policy DM A9 outlines detailed Residential Standards</li> <li>- Policy DM G1 notes that any new development will need to ensure that it fits in with the historical context and townscape of the site including the existing scale, mass, form and grain of the surrounding development.</li> <li>- Policy DM 67 notes that the council will protect, restore and enhance the quality, character, appearance and setting of the Borough's conservation areas and historic environment.</li> </ul> <b>Proposed</b> <ul style="list-style-type: none"> <li>- The site falls within Strategic Policy HRA - Hammersmith Regeneration Area. This policy notes that the council will support the continuing regeneration of the area as a major town centre, through a range of uses including housing.</li> <li>- The site also falls into the Strategic Site Policy HRA2- A4, Hammersmith Flyover, Hammersmith Gyratory and adjoining land. The policy outlines the council's ambitions to tunnel the Hammersmith Flyover.</li> <li>- Policy HO4 outlines the councils' approach to housing quality and design. It notes that all housing development will need to respect local setting and context and provide a high quality residential environment. It also notes that in existing residential areas, new housing will be expected to be of low to medium rise.</li> <li>- Policy HO11 outlines the councils detailed residential standards</li> <li>- Policy OS5 notes that the council will seek to retain existing trees</li> <li>- Policy RTC3 notes that development within the Thames Policy Area will need to maintain or enhance the quality of the built and natural environment.</li> <li>- Policy DC1 notes that all development within the borough needs to create high quality urban environments.</li> <li>- Policy DC2 outlines the design criteria for new build in the borough.</li> <li>- The emerging Draft London Plan (2017) is a material consideration which will increase in importance as it progresses through consultations and examination. Draft policy H2 (Small sites) recognises that small sites (between 1 and 25 homes) should play a much greater role in housing delivery and that boroughs should pro-actively support the provision of well-designed new homes on them. The draft policy requires boroughs to apply a presumption in favour of infill development on vacant or underused small sites, unless it can be demonstrated that the development would result in an unacceptable level of harm to residential privacy, designated heritage assets, biodiversity or a safeguarded land use that outweighs the benefits of additional housing provision.</li> </ul>					

<b>Planning History</b>	<ul style="list-style-type: none"> <li>- No relevant planning history</li> </ul>
<b>Local Planning Authority Feedback</b> Email from Neil Egerton on the 26/07/2017	<ul style="list-style-type: none"> <li>- <b>Principle of development:</b> Residential development may be acceptable on the site, if air quality and noise issues can be resolved. The council considered the most likely acceptable built form to be a continuation of the existing terrace style fronting Bridge View.</li> <li>- <b>Preferred use:</b> Residential</li> <li>- <b>Other considerations:</b> The area is known to suffer from noise and air quality issues. Any development will need to consider how these will be mitigated from the initial design stage. The loss of the on street parking spaces will need to be mitigated as part of the planning application process.</li> </ul>