**Project Brief - Provision of consultancy services to prepare**

**an Urban Design Strategy and Illustrative Masterplan for Hammersmith Town Centre**

# Summary of services required

The Hammersmith and Fulham Council wishes to appoint appropriately skilled and experienced consultants to prepare an urban design strategy and illustrative masterplan for Hammersmith Town Centre.

The team will require an appropriate mix of disciplines with an emphasis on spatial planning, masterplanning, urban design, regeneration.

The commission will entail a masterplanning exercise to establish a spatial vision for the Hammersmith Town Centre Regeneration Area, options for delivery of identified growth requirements, and the design principles and strategic objectives and policies that will need to be put in place to shape and support future development.

There will be a two stage tender process with the top 5 suppliers from Stage 1 submitting written interview questions for Stage 2.

# Background

**2.1 Local Context**

Hammersmith Town Centre is one of five regeneration areas in LBHF identified as being suitable for growth in new homes and jobs. The boundary of the regeneration area as identified in the draft Local Plan (Draft Hammersmith and Fulham Local Plan 2015) in included in *Attachment 1*.

The regeneration area comprises land included within the Hammersmith Broadway Ward of Hammersmith and Fulham Council. The town centre area is centred around the traditional retail parade along King Street and the Broadway Island site within the Gyratory, consisting of commercial buildings, tube/bus station and the Broadway Shopping Centre.

The area includes the land potentially released through the delivery of the flyunder, the Hammersmith Ark office building and adjacent land, and extends west between the A4 and the District/Piccadilly tube line to encompass the Hammersmith Town Hall, and established residential areas to the north and south of King Street.

North of the flyover, the eastern boundary of the Hammersmith town centre vision area is defined by Shortland Street, which to the west is characterised by larger modernist style commercial development, including the lobby and service entrances to the Novatel Hotel. To the east, a mixture of older style residential, offices and educational establishments are located.

To the south, the edge of the centre is largely formed by the presence of the A4 flyover corridor, with the exception of the Apollo and surrounds, and the Hammersmith Ark, West London Supreme Court and filling station located between Talgarth Road and the railway corridor. Currently, these sites are isolated from the broader town centre by the flyover, railway cutting and the poor pedestrian environment.

The section of the town centre area north of the tube line generally encompasses those commercial and higher density commercial and residential development sites along Hammersmith Grove Road and the southern section of Shepherd’s Bush Road. This area of the town centre is undergoing substantial regeneration, including the 10 and 12 Hammersmith Grove office developments and the Sovereign Court residential development on the site of the Kings Mall multi-story car park. The land to the north and west of this area is more generally characterised by the borough’s traditional Victorian residential built form. The western boundary of the town centre area is less clearly defined, with smaller scale retail uses continuing along King Street to the west of the Town Hall, albeit less intensely than the eastern end approaching the Kings Mall and Hammersmith Broadway shopping centres.

The town centre adjoins and includes Conservation Areas, Listed Buildings and Buildings of Merit. Conservation areas include King Street East, Hammersmith Broadway, Hammersmith Odeon, Bradmore, Hammersmith Grove, Ravenscourt and Starch Green, The Mall and Brook Green. Some of the grander Listed Buildings include Hammersmith Town Hall, St Paul’s Church and Hammersmith Apollo as well as listed terraces in Bridge Avenue and Angel Walk as well as numerous Buildings of Merit.

**2.2 LBHF Draft Local Plan**

The draft Local Plan (Draft Hammersmith and Fulham Local Plan 2015) released for public consultation in January 2015, identifies Hammersmith Town Centre as a regeneration area capable of delivering 2,800 new homes and 10,000 new jobs. The plan includes strategic policies around the regeneration of the entirety of the Hammersmith town centre with additional site specific policy direction provided for three Strategic Sites:

* HRA1- Town Hall Extension and adjacent land, Nigel Playfair Avenue
* HRA2 – King Street East
* HRA3 - A4, Hammersmith Flyover and adjoining land

Planning permission has already been granted (2013/03092/LBC) and soon to be implemented on the Town Hall Extension and adjacent land, Nigel Playfair Avenue.

See Draft Local Plan below, Hammersmith Regeneration Area starts on page 59.

<http://www.lbhf.gov.uk/Directory/Environment_and_Planning/Planning/Planning_policy/181500_Local_Plan_Review.asp>

The draft Local Plan will be updated over the coming months and subject to its next stage of public consultation in Spring 2016.

**2.3 Regeneration**

A key employment and transport hub, Hammersmith town centre is an important contributor to the economy of west London, representing one of its most important office and commercial centres and an important retail destination. In addition it is an important centre for arts, entertainment and public administration.

Hammersmith has seen a substantial amount of regeneration in recent years with schemes coming forward for the former Beadon Road NCP car park, Hammersmith Palais and new housing on Glenthorne Road, also key sites just outside the town centre, Hammersmith Embankment (known as Fulham Reach) and Queens Wharf/Riverside Studios. There has also been improvements to Kings Mall and the Hammersmith Apollo, and works have been carried out to the Lyric Theatre to expand it. The bus station at Hammersmith Broadway has been expanded temporarily pending permanent extension in a future development. There are a number of other major landowners considering the future regeneration of their sites.

A list of recent planning applications/permissions is included at *Attachment 2*.

Significant regeneration is also occurring in areas proximate to Hammersmith. This includes the Earls Court and White City Opportunity Areas to the east and north respectively, and the major redevelopment proposed at Old Oak and Park Royal centred around the HS2/Crossrail station.

There is a need to continue the regenerative drive and continue to compete with London’s other employment and retail centres. Although Hammersmith has a wide range of town centre functions, its major roads, including the A4 flyover and the gyratory severely impact on the centre, significantly reducing environmental quality and restricting pedestrian movement between the town centre and riverside.

**2.4 Flyunder**

The forced closure of the flyover in 2011 for emergency maintenance lead to intense community interest in the long-term future of the flyover and Hammersmith town centre more broadly. This lead to the Hammersmith Business Improvement District (BID) and West London Link to initiate a preliminary economic impact assessment and visualisation of how the Hammersmith Town Centre might look should the Flyover be removed. Subsequent work LBHF investigated the feasibility of the flyover, including potential developable land unlocked by the infrastructure’s removal and the implications the flyunder and one-way system’s removal could have on Hammersmith’s town centre environment.

* [Feasibility study - H&F Council (pdf 7MB)»](http://www.lbhf.gov.uk/Images/flyunder_feasibility_study_web_medium_tcm21-187089.pdf)
* [Masterplanning report - H&F Council (pdf 16MB)»](http://www.lbhf.gov.uk/Images/A4_flyunder_valuation_chapter_tcm21-187048.pdf)

This preliminary work undertaken by LBHF in 2014 concluded that the development value of land released from the flyover could make a short tunnel option self-financing. TfL have since undertaken a more detailed study of the Flyunder and the estimated cost of constructing the tunnel has risen. If as is the current assumption the project needs to be self-financing then the challenge will be the required height of buildings in the town centre to generate sufficient development value.

The Council is working closely with TfL to continue to find a viable option for the Flyunder. However due to the long timescales involved in delivering the Flyunder it is likely we will move forward with two options; one medium term that will not preclude the flyunder being built; and one long term for when the flyunder is removed.

# Council objectives for Hammersmith TOWN CENTRE

The Draft Local Plan’s strategic policy for Hammersmith Regeneration Area seeks development that builds upon the centre’s major locational advantages for office and retail development. Opportunities will be taken to secure more modern accommodation, improve the environment and public realm, and improve access between the town centre and the Thames.

Priorities include:

* Working with the GLA, TfL, and other strategic partners, including the Hammersmith BID and landowners to secure the regeneration of the area;
* Supporting the continuation of Hammersmith as a major town centre with a wide range of major retail, office, local government services, leisure, arts, entertainment, community facilities and housing;
* Actively encouraging the improvement of the Kings Mall and other retail in this part of the town centre, and the range and quality of independent and specialist shops;
* Promote the continuation of the town centre as a key strategic office location, through the provision of modernised office blocks;
* Support proposals that expand Hammersmith’s arts and leisure offer, capitalising on the existing facilities such as Hammersmith Apollo, Lyric Theatre, St Paul’s Green, Lyric Square, Riverside Studios and the river front;
* Promote and support the replacement of the flyover and section of the A4 with a tunnel;
* Return the Hammersmith gyratory to two way working provided that this can be done without unacceptable traffic and environmental costs in the neighbouring areas.
* Improve pedestrian and cycle connectivity with the river;
* Provide appropriate social, physical, environmental and transport infrastructure to support the needs arising from the development of the town centre.
* Seek the creation of a high quality urban environment, with public spaces, architecture and public realm of the highest quality, that is sensitively integrated into the existing context;
* Improve and enhance St Paul’s Green and Furnivall Gardens and their connections to the rest of the regeneration area.

**4 HAMMERSMITH TOWN CENTRE SUPPLEMENTARY PLANNING DOCUMENT (SPD)**

Hammersmith Town Centre is the only regeneration area (one of five) left in the borough without a stand –alone planning framework to guide future development. During 2016 the Council will be working alongside the Hammersmith Residents’ Steering Group to develop a Supplementary Planning Framework (SPD) for Hammersmith Town Centre that will guide future development.

The SPD will be developed over the next six/nine months leading up to the statutory public consultation process in Summer/Autumn 2016. This will be developed alongside the next iteration of the Local Plan that will go out to its next stage of public consultation at a similar time.

# 5 CONSULTATION

In December 2015 a local residents’ advisory panel “Hammersmith Residents’ Working Party” was established whose role is to act as a consultative body providing comment and advice to support the delivery of a Supplementary Planning Document (SPD) for Hammersmith town centre. Residents from central Hammersmith and surrounding areas were invited to apply to join the working party. There are 24 residents on the group which will meet monthly over the next 6/9 months with officers discussing a different theme each time relevant to the production of the SPD for Hammersmith Town Centre.

The Urban Design Strategy and Illustrative Masterplan will be an area of major interest for discussion with the Hammersmith Residents’ Steering Group. The appointed consultants will be expected to attend a number of Hammersmith Residents’ Steering Group meetings.

# 6 CLIENT TEAM

The Client Team consists of officers from Planning (including Policy, Regeneration and Urban Design and Conservation) and Highways.

Planning officers will be drafting all aspects of the Hammersmith Town Centre SPD apart from the urban design strategy and illustrative masterplan that is the subject of this commission.

Comprehensive information relating to the historic environment, existing character of the townscape and a study of sensitive views will all be provided by the Client Team on appointment.

# 7 Requirements

To work with the client team to test various spatial development options for the regeneration area to develop a clear narrative of how the place will be developed, and articulate a shared vision for the regeneration area that will deliver the objectives described in paragraph 3 and from the Draft Local Plan.

Such requirements will need to be based on a sound and thorough analysis of the existing situation in Hammersmith and be expressed in a form that will enable the Council to build consensus for growth and change. Although this will need to be a fully independent assessment, it will build on a range of evidence already available to the Council, including the initial viability testing linked to the Flyunder .

Tasks have been identified below with an indicative percentage alongside regarding the relative time allocated to each task.

**Analysis - 20%**

* Comment on the Borough’s identification, assessment and description of the different character areas of the regeneration area;
* Consider physical context, (historical context, conservation areas and listed buildings, built form, urban grain, connectivity, buildings height mass and scale, views and landmarks, land use, highway network and public transport accessibility, social infrastructure, open space and public realm.
* Identify constraints and opportunities
* Identify trends
* Consider stakeholder interests

**Vision and Illustrative Masterplan - 40%**

The Consultants will be responsible for preparing a high level illustrative masterplan and spatial vision for the regeneration area, developed on a collaborative basis with the Client Team and in conjunction with “Hammersmith Residents’ Working Party”. Steps include;

* Develop options for the different character areas, to meet the housing and growth requirements for the regeneration area having regard to:
* the broad type and quantum of development mix most suited to each character area;
* landowner expectations;
* further opportunities for regeneration and renewal;
* the impact on the wider urban landscape;
* the physical and social infrastructure provision required to support business growth, promote inward investment and create vibrant and liveable communities, including opportunities to create multi-functional open spaces, a green grid, and improved connectivity and accessibility to, within and across the regeneration area specifically linking to the river and
* the delivery of the sustainability and climate change agenda at the local level.
* Highway and Transport proposals for the town centre and wider network to be integrated within proposals.
* Identify a preferred development option (quantum and mix of development) for each area and the regeneration area as a whole, supported by the findings of the above analysis and in consultation with the Client Team and the Hammersmith Residents’ Working Party;
* Develop a clear narrative and spatial vision for Hammersmith Town Centre
* Illustrate development options using 3D mapping data and software and test these against a series of sensitive views selected by the Council ;

**Urban Design Strategy - 40%**

Develop high level design and development principles and strategy in relation to the following areas to be inserted into the relevant section of the SPD.

* Creating a sense of place
* Land use strategy
* Building heights, density and built form;
* Protecting and integrating with heritage buildings
* Public realm, open space and landscaping
* Permeability and connectivity focussing on providing opportunities for more walking and cycling.
* Implementation, phasing and land assembly.

# 8 DELIVERABLES

The Council requires an urban design strategy document and illustrative masterplan (including 3D plan) which is highly visual in its design, featuring a number of high quality and attractive artists impressions, plans/maps and photographs for inclusion in the Hammersmith Town Centre Supplementary Planning Document (SPD).

**9 PROJECT TIMESCALE**

The indicative programme for the production of the Hammersmith Town Centre SPD is detailed below;

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Milestones** | | | | | | | |
|  | 2016 | | | | 2017 | | | |
|  | **JAN-MAR** | **APR-JUN** | **JUL-SEPT** | **OCT-DEC** | **JAN-MAR** | **APR-JUN** | **JUL-SEPT** | **OCT-DEC** |
| Set up/Meeting with Residents’ Working Party |  |  |  |  |  |  |  |  |
| Production of evidence base |  |  |  |  |  |  |  |  |
| Appointment/working with Masterplanner |  |  |  |  |  |  |  |  |
| Drafting SPD |  |  |  |  |  |  |  |  |
| SPD Statutory Consultation |  |  |  |  |  |  |  |  |
| SPD Adoption |  |  |  |  |  |  |  |  |

The work on the urban design strategy and illustrative masterplan will need to be substantially complete by summer 2016 for its inclusion in the Hammersmith Town Centre Supplementary Planning Document.

**10 SUBMISSION TIMESCALE**

The indicative timetable for the award of the contract is as follows

* Deadline for return of Stage 1 responses 11 March 2016
* Top 5 respondees invited to submit Stage 2 responses 21 March 2016
* Deadline for Stage 2 responses 4 April 2016
* Contract awarded 11 April 2016

**11 SUBMISSION REQUIREMENTS AND EVALUATION METHODOLOGY**

The contract will be awarded taking into consideration the following criteria.

**STAGE 1**

**1 TECHNICAL ENVELOPE – 60%**

* 1. **Previous Experience - 30%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question | Description | Response Type | % |
| 1.1.1 | Masterplanning | Relevant experience in developing masterplans/spatial visions including 3d modelling and developing high level design and development principles, preferably in town centres (maximum 4 examples of relevant previous experience) | Attachment | 40 |
| 1.1.2 | Urban Design | Experience of delivering successful high quality urban design projects (maximum 4 examples of previous experience) | Attachment | 30 |
| 1.1.3 | Consultation | Experience of creatively engaging with stakeholders (groups and individuals) where there have been a number of differing stakeholder views and how you worked with these differing views to fulfil the clients’ brief. | Attachment | 30 |

**1.2 Response to the Brief - 50%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question | Description | Response Type | % |
| 1.2.1 | Proposed Approach | Referencing the Council requirements in the Project Brief set out a detailed response to the brief. | Attachment | 70% |
| 1.2.2 | Project Plan | Please provide a detailed project plan and timeline identifying all work streams that demonstrates how you intend to deliver the project in response to the Project Brief. | Attachment | 30% |

**1.3 Team Capabilities – 20%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question | Description | Response Type | % |
| 1.3.1 | Delivery Team | Provide details regarding the project team who will deliver the project ensuring all necessary disciplines are covered including urban design, graphic design, architecture, heritage specialists, transport and infrastructure delivery professionals. Include details regarding resourcing arrangements, team management and structure and methods of communicating with the client. | Attachment | 60 |
| 1.3.2 | CVs of project team | Provide a short CV for each member of the team who will work on the project. | Attachment | 40 |

**1.5 References**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question | Description | Response Type | **%** |
| 1.5.1 |  | Please provide the names of three recent referees we can contact for references. Where possible, at least one should be from a Local Authority. Please be aware you will not be scored on this section but the award is subject to references | Attachment |  |

**2 COMMERCIAL ENVELOPE**

**2.1 Pricing – 40%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Question | Description | Response Type | % |
| 2.1.1 | Price | Total fixed price for the services required (excluding VAT ) identifying any and all expenses and disbursements and accompanied by a resource plan identifying the number of days each team member will contribute to the project, including consultation events. |  | 100% |

**STAGE 2**

The top 5 suppliers who have the highest scores from analysis of the Stage 1 responses will be invited to participate in Stage 2 which will require written responses to the following 9 questions which amount to 100% (questions weighted equally).

1. What do you think are Hammersmith Town Centre’s specific characteristics, opportunities and challenges?
2. What are the essential ingredients for a successful town centre ? - What ideas do you have to create a vibrant town centre in Hammersmith.
3. Initial thoughts regarding height, scale and massing appropriate for Hammersmith town centre.
4. The Town Centre includes some significant listed and locally listed buildings. What role do you see for these buildings in the masterplan and what are your initial thoughts regarding integrating new buildings with these heritage assets.
5. Ideas for improving the public realm and in particular enhancing and potentially expanding the open space available.
6. Ideas regarding improving connectivity and the pedestrian experience in the Town Centre including links between key destinations within the town centre.
7. Ideas regarding improving Kings Mall whilst retaining the flats above.
8. What contribution do you think your masterplan will make to fostering culturally led economic growth in Hammersmith town centre ?
9. Approach taken to involve the Hammersmith Residents’ Working Party in the masterplanning process

**ATTACHMENT 1:**

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# Attachment 2: Recent SIGNIFICANT DEVELOPMENT PROPOSALS IN HAMMERSMITH

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Description of proposal | Status | Application Reference (Council website) |
| Triangle site, Beadon Road north of Lyric Square | Office development | Application refused at appeal | 2015/02573/FUL |
| Hammersmith Broadway | Comprehensive redevelopment of Broadway Island site, new bus station. | Initial feasibility | N/A |
| 10 and 12 Hammersmith Grove | Two mixed use buildings, (11 and 9 storeys), containing offices (B1) and restaurants (A3). | No. 10 Completed, No 12 under construction | 2010/02842/FUL |
| Town Hall Extension and adjacent land, Nigel Playfair Avenue | Mixed use development (civic offices, residential (196 flats), cinema and public plaza along with improvements to Town Hall). | Application approved | 2013/03092/LBC |
| 245 Hammersmith Road (former Bechtel House) | Redevelopment of existing office building and internal podium plaza. | Application approved | 2014/04242/FUL |
| Sovereign Court (old kings Mall Carpark) | Redevelopment to provide a mixed use development comprising s 700 space replacement public car park, 529 sqm of ground floor commercial and 418 new homes. | Under construction | 2012/03546/FUL |
| Riverside Studios And Queens Wharf  Crisp Road Riverside Studios/Queens Wharf |  | Under construction | 2013/03799/FUL |
| Hammersmith Embankment Site Known As 'Fulham Reach'  Land Bounded By Chancellor's Road,  Distillery Road And Winslow Road, | Mixed use development to provide; 744 residential units, 3,823 sqm. of commercial floor space (Use Classes A1-A4, B1, D1 and D2); 440 sqm. boat storage facility and ancillary boat club facilities (Use Class B1/A4/D1/B8); comprising 8 blocks (ranging from 3 to 9 storeys in height). | Under construction  Part complete | 2011/00407/COMB |
| Hammersmith & Fulham Irish Centre  3 Black’s Road | Erection of a part 5 and part 7-storey building comprising a new Irish Cultural Centre on ground and first floor levels and 24 self-contained flats from 2nd to 7th floor levels, following demolition of the existing Irish Centre | Under construction | 2012/02505/FUL |
| King’s House  174 Hammersmith Road | Redevelopment to provide part seven storey, part four storey building (plus basement) providing 6,450 sqm of office (B1) floor space. | Under construction | 2011/03262/FUL |