

Licensing Sub-Committee

Supplementary Agenda C

Wednesday 29 May 2024 at 10.00 am

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Florian Chevoppe-Verdier	Councillor Dominic Stanton

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Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: youtube.com/hammersmithandfulham

Speaking at Licensing meetings is restricted to those who have submitted a representation and registered to speak.

Date Issued: 28 May 2024

Licensing Sub-Committee Agenda

29 May 2024

<u>Item</u>		<u>Pages</u>
6.	OLYMPIA EXHIBITION CENTRE, HAMMERSMITH ROAD, LONDON - ADDITIONAL INFORMATION FROM APPLICANT - TRANSPORT MANAGEMENT PLAN	3 - 12

Olympia Estate Services



Transport Management Plan

1st May 2025

Contents

Introduction.....	3
Statement Of Management Intent	3
Olympia Estate Services (OES)	3
Travel to and from Olympia	4
Cycles.....	4
Taxis	4
Buses.....	5
Coaches	6
Rail	6
Private Cars	6
Local Traffic Flow	7

Introduction

The Olympia Estate is being redeveloped to build upon its existing historical exhibition facilities and provide new ones comprising the following:

- Exhibition Centre
- Offices
- School
- Hotels (2)
- Theatre
- Music venue
- Food & Beverage (18 units)
- Gym
- Community Theatre

The redeveloped Olympia Estate will provide space for education, work, entertainment, events and overnight accommodation for thousands of people daily.

Statement Of Management Intent

This document serves as a formal guide, detailing the initiatives taken by the owners of Olympia to supply and manage transportation choices for its patrons and guests. It also highlights the various public transportation options available in the surrounding area.

The owners acknowledge that the activities at the Olympia Estate can generate a significant number of visits, be it by vehicle or on foot, particularly during peak periods. Given the ongoing development of additional amenities on the Estate, the owners have committed substantial resources to study the potential impacts on the Estate and local community. In partnership with Hammersmith and Fulham authorities, they will agree appropriate strategies to support the Estate's needs and minimise local disruption.

Recognising the importance of professional management and peaceful co-existence, the owners have established Olympia Estates Services, a management company dedicated to the operation of the estate on their behalf. This decision reflects a commitment to direct oversight and accountability in addressing the needs of both the estate and the local community.

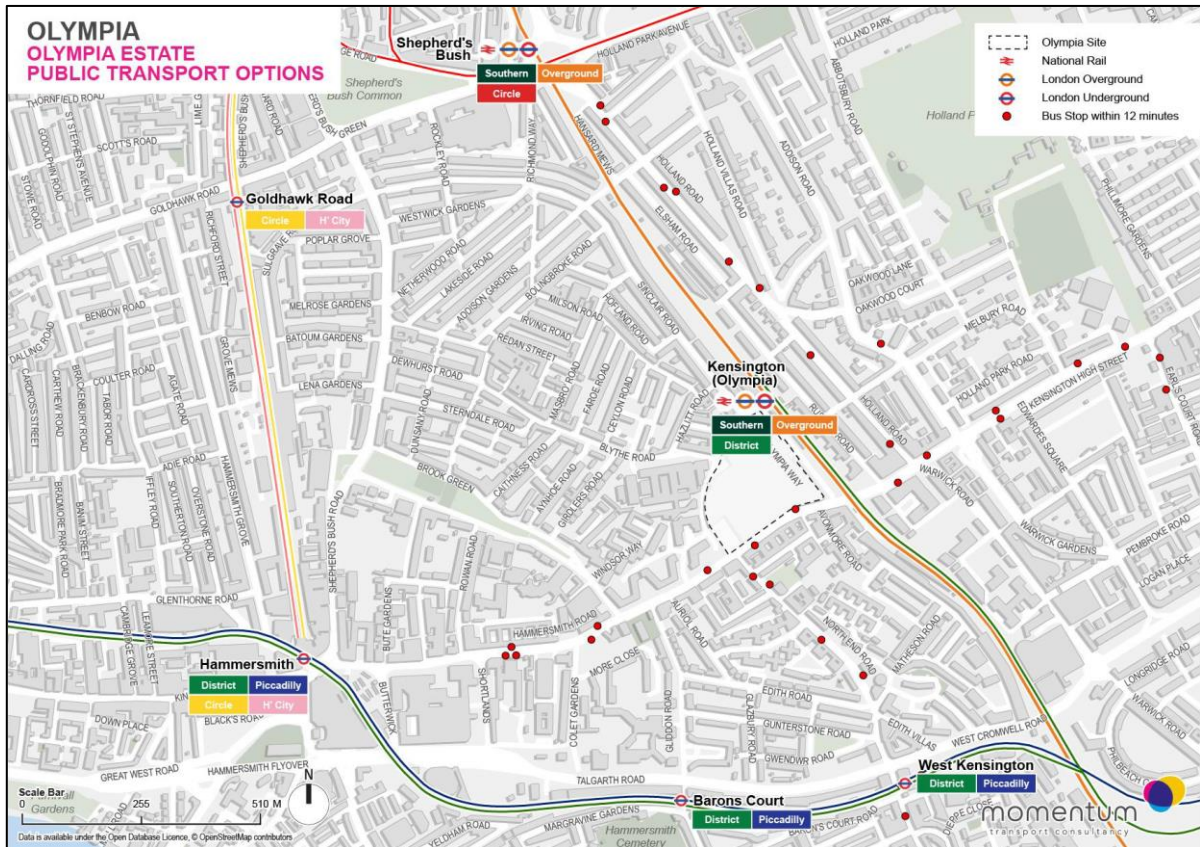
Through Olympia Estates Services, the owners aim to maintain the balance between the Estate's activities and community well-being, ensuring that all parties benefit mutually. This document details the approach and objectives of Olympia Estates Services in fostering a harmonious relationship with its occupiers and the local community.

Olympia Estate Services (OES)

The main goal of OES's management philosophy is to offer an efficient and attentive management service. Our objective is to manage Olympia as a resource for the owner, as a service for its occupants and as a draw for our visitors and local community. We intend to provide a safe, secure, well run and engaging environment for all our stakeholders.

Travel to and from Olympia

Olympia is already well connected on multiple forms of public transport, and this is being enhanced to support the enlarged development. It is envisaged that the majority of visitors using the estate will not travel by car.



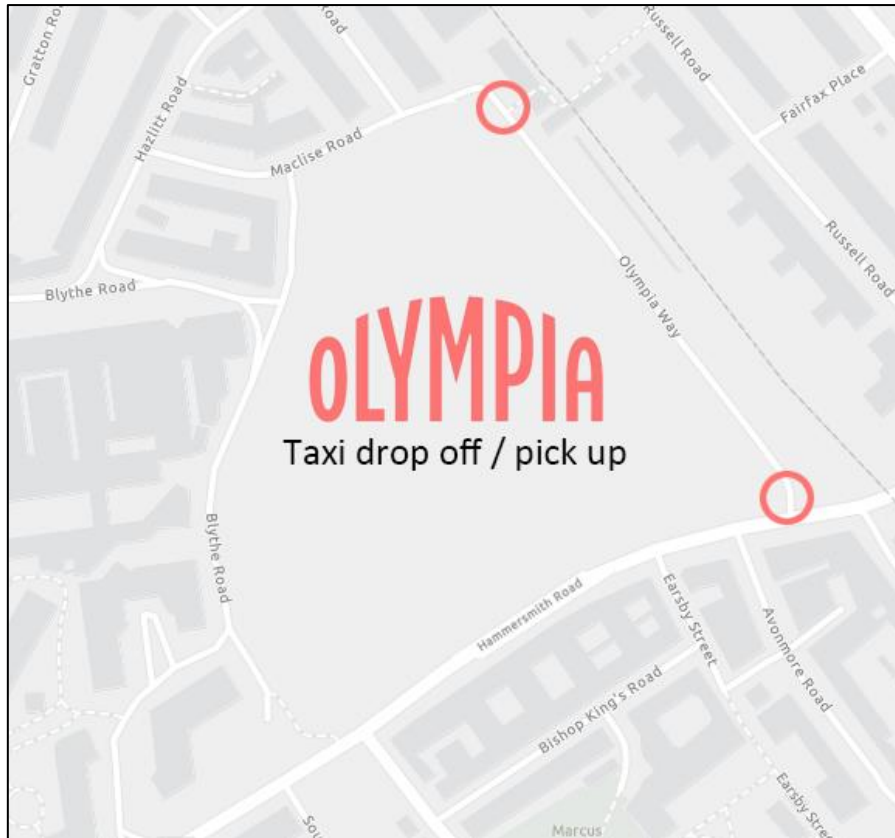
Transport provision can be summarised as follows:

Cycles

The estate will provide ample secure pre-bookable cycle parking for both occupiers and visitors within the building in dedicated cycle stores. External cycle stands are also provided in and around the public realm on the estate. It is proposed that the extension to cycle route C9 will run along the site to facilitate the safe arrival and departure of cyclists.

Taxis

Two London taxi drop off / pick up points will serve the scheme, one on Hammersmith Road adjacent to the Exhibition Halls and the other near the Overground station on Olympia Way. For events with more attendees, managed access to Olympia Way can accommodate a further 17 taxis, thereby reducing the possible impact on local residents.



The management team will be engaging with the Ride Hailing services such as Uber in order to explore options to provide official pick up points on Olympia Way to minimise potential disruption around the estate.

Buses

London Olympia is served by several bus routes including 9, 27, 28, 49, C1, N9, N27, N28, and 306. These routes connect various parts of the city to Olympia, ensuring convenient access for travellers.

Bus Route	Stop Ref	Location	Last Bus (Mon-Thurs)	Last Bus (Friday)	Last Bus (Saturday)	Last Bus (Sunday)
9	C, E, J	Hammersmith Rd	00:31 Est / 00:22 Wst	00:31 Est / 00:22 Wst	00:26 Est / 00:26 Wst	00:27 Est / 00:18 Wst
27	C, E, J	Hammersmith Rd	00:29 Est / 01:11 Wst	00:29 Est / 01:14 Wst	00:29 Est / 01:14 Wst	00:29 Est / 01:09 Wst
28	C, P, V	Hammersmith Road & North End Road	01:09 Sth / 00:48 Nth	01:09 Sth / 00:48 Nth	01:10 Sth / 00:48 Nth	01:10 Sth / 00:48 Nth
49	M, N	Holland Road	00:45 Sth / 01:02 Nth	00:45 Sth / 01:02 Nth	00:45 Sth / 01:02 Nth	00:45 Sth / 01:02 Nth
C1	M, N	Holland Road	00:32 Wst / 23:54 Est	00:32 Wst / 23:54 Est	00:32 Wst / 23:54 Est	00:32 Wst / 23:54 Est
N9	C, E, J	Hammersmith Rd	05:57 Wst / 05:54 Est	05:58 Wst / 05:51 Est	07:21 Wst / 06:21 Est	05:58 Wst / 05:54 Est
N27	C, E, J	Hammersmith Rd	05:10 Nth / 05:36 Sth	05:10 Nth / 05:35 Sth	05:10 Nth / 05:35 Sth	05:10 Nth / 05:36 Sth
N28	C, P, V	Hammersmith Road & North End Road	04:38 Nth / 04:54 Sth	04:32 Nth / 05:00 Sth	04:32 Nth / 05:01 Sth	04:38 Nth / 04:54 Sth
306	P, V	North End Road	00:09 Nth / 00:47 Sth	00:09 Nth / 00:47 Sth	00:09 Nth / 00:47 Sth	00:09 Nth / 00:47 Sth

Coaches

Travelling to events at Olympia by coach is generally discouraged. Where this is permitted, in order to minimize congestion, managed drop off and pick up at a specific time from a specific location (eg. Olympia Way) will need to be pre-agreed and post drop off coaches must leave site, only returning at the appropriate pickup time.

Rail

Six lines are available within a 20-minute walk from Olympia. The nearest is Kensington Olympia, which has up to six high capacity (Max capacity 1,000+ People) trains per hour each way at peak times. It should be mentioned that when the Olympia redevelopment is finished, Olympia is in the process of arranging an increased capacity at Kensington Olympia with TFL, which will increase the service frequency to 7 trains per hour in each direction at peak times. This will equate to an average of one train every 8.5 minutes.

Station	Services	Walk to Station	Last Trains (Mon-Fri)	Last Trains (Saturday)	Last Trains (Sunday)
Kensington Olympia	Overground	2 minutes	00:20 Nth / 23:45 Sth	00:45 Nth / 00:15 Sth	23:45 Nth / 23:15 Sth
Barons Court	District Piccadilly	10 minutes	00:22 Wst / 00:30 Est 00:24 Wst / 00:35 Est	00:45 Wst / 01:00 Est 00:50 Wst / 01:05 Est	23:45 Wst / 00:00 Est 23:50 Wst / 00:05 Est
West Kensington	District	12 minutes	00:30 Wst / 00:22 Est	01:00 Wst / 00:45 Est	00:00 Wst / 23:45 Est
Shepherds Bush	Central Ham & City	16 minutes	00:15 Nth / 00:30 Sth 00:45 Wst / 00:50 Est	00:30 Nth / 00:45 Sth 01:00 Wst / 01:05 Est	23:30 Nth / 23:45 Sth 23:50 Wst / 23:55 Est
Hammersmith	District Piccadilly Ham & City Circle	16 Minutes	00:30 Wst / 00:35 Est 00:24 Wst / 00:35 Est 00:22 Wst / 00:30 Est 00:25 Wst / 00:32 Est	01:00 Wst / 01:05 Est 00:50 Wst / 01:05 Est 00:45 Wst / 01:00 Est 00:55 Wst / 01:00 Est	23:30 Wst / 23:35 Est 23:50 Wst / 00:05 Est 23:45 Wst / 00:00 Est 23:30 Wst / 23:35 Est
High Street Kensington	District Circle	19 Minutes	00:33 Wst / 00:35 Est 00:30 Wst / 00:32 Est	00:55 Wst / 01:00 Est 00:50 Wst / 00:55 Est	23:30 Wst / 23:35 Est 23:25 Wst / 23:30 Est

Private Cars

Pre-bookable car parking for blue badge holders, exhibitors, and exhibition visitors will be provided in the underground car park in the basement of the Logistics Centre:

- Space for up to 152 vehicles
- 24 accessible parking bays
- Of the above, 30 are provided with EV charging points

Additional overspill of 220 parking spaces at surface level is provided in the Motorail car park, which is accessed from Maclise Road.

A review of controlled parking zones in the surrounding Borough was secured as part of the Masterplan applications section 106 agreement, which makes financial provision for any consequent mitigation works relating to controlled parking zones that arises from these reviews.

Local Traffic Flow

The diagram below shows the existing road layout for vehicles at the north end of the estate.

We are exploring ways to optimise traffic flow, such as greater levels of pre booking for the Motorail Car Park and potential introduction of dynamic digital display panels showing the car park space availability at a distance from the entrance. We would also be happy to work with LBHF to explore options to amend directions of traffic flow, to reflect the changes in usage profile post development.



BEFORE THE LONDON BOROUGH OF HAMMERSMITH & FULHAM LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR PROVISIONAL STATEMENT APPLICATIONS

OLYMPIA

OLYMPIA PLANNING OVERVIEW

Olympia Planning Document

1. Whilst it is accepted by the Applicant that Planning and Licensing are separate regimes, the Councils own Licensing Policy acknowledges that there needs to be a consistency of approach between different strategic policies to ensure that the licensing objectives are promoted.
2. The introduction to the Licensing Policy at page 5 states that:

*“To achieve these objectives the Licensing Authority will use its full range of powers and engage all relevant responsible authorities. The Licensing Authority will enter into appropriate partnership arrangements, working closely with the police, the fire authority, Trading Standards, Environmental Health, **planning**, (our emphasis) home office, safeguarding children authority, Public Health, local businesses, community representatives and Hammersmith & Fulham residents and other stakeholders in meeting these objectives*

*Operators of licensed premises will have to comply with **planning**, (our emphasis) environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. The Licensing Authority will seek to avoid confusion and duplication by not imposing licence conditions relating to matters that are required or controllable under other legislation, except where they can be exceptionally justified to promote the Licensing Objectives.*

3. Policy 13, within the Licensing policy, headed “Alignment with Planning” goes on to state:

“the Licensing Authority will ensure that the licensing regime is in line with the planning regime in Hammersmith & Fulham as far as is possible. The local planning authority has powers to control opening times of all new establishments seeking planning permission, where harm might occur.”

4. In this particular case, and in so far as it is relevant to the provisional statement applications, the proposed development has obtained planning permission as follows:

55. Hours of Operation for all uses approved are 7am to 12am daily, except as follows:

- *Live music/ Entertainment Venue: 8am to 11pm daily*
- *Class A uses: 7am to 11.30pm daily*
- *Level 2: 7am to 12am*

Reason: To ensure that the use does not result in loss of amenity to neighbouring residents in terms of noise and disturbance, in accordance with policies T1, CC11, CC12 and CC13 of the Local Plan 2018.

5. The reason given by the planning authority for the restriction on the hours are so *“that the use of the premises does not result in a loss of amenity to neighbouring residents in terms of noise and disturbance”*. In the submissions of the Applicant, this is akin to, and seeks to address similar concerns as engaged by the licensing objective of the prevention of public nuisance.

6. The specific policies in the Local Plan 2018 referred to above, as a justification for the restriction on hours, deal with

- Transport and Accessibility (Policy T1)
- Noise (Policy C11)
- Light Pollution (Policy CC12) and
- the Control of potentially polluting users (Policy CC13)

7. In so far as they are relevant to the licence application, the introduction to Policy C11 deals specifically with the issue of noise and states in the introduction:

Housing, schools, nurseries, hospitals and other noise-sensitive development will not normally be permitted where the occupants/users would be affected adversely by noise, both internally and externally, from existing or proposed noise generating uses. Exceptions will only be made if it can be demonstrated that adequate mitigation measures will be taken, without compromising the quality of the development; and

noise generating development will not be permitted, if it would be liable to materially increase the noise experienced by the occupants/users of existing or proposed noise sensitive uses in the vicinity.

8. In considering policy C11 the following are considered:

13.63 *Any proposal (including new development, conversion, extension, change of use) for a noise generating development close to dwellings or other noise sensitive uses will be assessed to determine the impact of the proposed development in relation to these existing uses. In this borough, noise generating activities that cause particular problems tend to be late-closing entertainment and food and drink establishments. Also an issue is noise disturbance in existing buildings where sound insulation is inadequate. Proposals for conversions and change of use should minimise noise disturbance from adjoining uses by improving sound insulation and the arrangement of rooms, such as stacking/locating rooms of similar uses above/adjacent to each other.*

13.64 *Issues of noise and nuisance are considered on a site-by-site basis having regard to the proposal, site context and surrounding uses in the context of related policies and guideline*