

Planning Applications Committee

Agenda

Wednesday 25 July 2012

7.00 pm

Small Hall - Hammersmith Town Hall

MEMBERSHIP

Administration:	Opposition
Councillor Alex Chalk (Chairman) Councillor Matt Thorley (Vice-Chairman) Councillor Georgie Cooney Councillor Oliver Craig Councillor Rachel Ford Councillor Peter Graham Councillor Alex Karmel	Councillor Colin Aherne Councillor Michael Cartwright Councillor Wesley Harcourt

CONTACT OFFICER: Laura Campbell
Committee Co-ordinator
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http://www.lbhf.gov.uk/Directory/Council_and_Democracy

Members of the public are welcome to attend. A loop system for hearing impairment is provided, along with disabled access to the building. Please note that audio recording, filming or taking pictures of Council meetings are not allowed.

For queries concerning a specific application, please contact the relevant case officer.

Date Issued: 17 July 2012

Planning Applications Committee Agenda

25 July 2012

<u>Item</u>		<u>Pages</u>
1. MINUTES		1 - 4
	To approve as an accurate record, and the Chairman to sign, the minutes of the meeting of the Committee held on 10 July 2012.	
2. APOLOGIES FOR ABSENCE		
3. DECLARATION OF INTERESTS		
	If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.	
	At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.	
	Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.	
	Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Audit, Pensions and Standards Committee.	
4. PLANNING APPLICATIONS		5 - 206

London Borough of Hammersmith & Fulham



Planning Applications Committee Minutes

Tuesday 10 July 2012

PRESENT

Committee members: Councillors Alex Chalk (Chairman), Matt Thorley (Vice-Chairman), Colin Aherne, Michael Cartwright, Georgie Cooney, Rachel Ford, Peter Graham, Wesley Harcourt and Alex Karmel

6. **MINUTES**

RESOLVED THAT:

The minutes of the meeting of the Planning Applications Committee held on 13 June 2012 be confirmed and signed as an accurate record of the proceedings.

7. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Oliver Craig.

8. **DECLARATION OF INTERESTS**

Councillor Alex Karmel declared a pecuniary interest in respect of Planning Application 2012/00426/FUL, 163 New King's Road, SW6 4SN, Parsons Green and Walham, as he used to be a shareholder in the former club and his daughter was down to go to a nursery run by the Applicants. He left the room during this item and took no part in the discussion or the voting.

9. **PLANNING APPLICATIONS**

In view of the withdrawal of two applications the Chairman proposed that the agenda be re-ordered, with which the Committee agreed, and the minutes reflect the order of the meeting.

9.1 Woodlands, 80 wood Lane, W12 0TT, College Park and Old Oak 2011/04016/COMB

Application 2011/04016/COMB was withdrawn from this meeting's agenda in order to provide officers with an opportunity to clarify certain matters in the planning report, in particular the policy context in which the development proposals fall to be assessed. Such clarification would assist Members in their consideration of the Application.

The revised planning report would be considered at the next Planning Applications Committee on 25 July 2012.

9.2 Nomis Studios, 45 - 53 Sinclair Road, W14 0NS, Addison 2012/01038/FUL and 2012/01039/CAC

Applications 2012/01038/FUL and 2012/01039/CAC were withdrawn by the Applicant.

9.3 4 - 8 Effie Road, SW6 1TB, Town 2012/00341/FUL and 2012/00342/CAC

The above two applications were considered together.

Please see the Addendum attached to the minutes for further details.

RESOLVED THAT:

- (1) The Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine planning application 2012/00341/FUL and grant permission up on the completion of a satisfactory legal agreement and subject to the conditions set out in the report and Addendum;
- (2) The Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine application 2012/00342/CAC and grant Conservation Area Consent subject to the conditions set out in the report.

9.4 163 New King's Road, SW6 4SN, Parsons Green and Walham 2012/00426/FUL

Councillor Alex Karmel declared a pecuniary interest in this application as he used to be a shareholder in the former club and his daughter was down to go to a nursery run by the Applicants. He left the room during this item and took no part in the discussion or the voting.

Please see the Addendum attached to the minutes for further details.

Councillor Graham proposed, seconded by Councillor Chalk, an amendment to Condition 6, second line, on page 169 of the report, to delete "at any one time" after the number "75" and replace with "during the course of the day".

RESOLVED THAT:

The Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine planning application 2012/00426/FUL and grant planning permission subject to the following:

- (1) an amendment to Condition 6, second line, on page 169 of the report, to delete "at any one time" after the number "75" and replace with "during the course of the day"; and
- (2) subject to the conditions set out in the report and Addendum.

9.5 Network Railway, Land Adjoining West Cross Route at (East of) Westfield Shopping Centre, W12, Shepherd's Bush Green 2011/02786/ADV

The Committee voted on application 2011/02786/ADV and the results were as follows:

For: 7
Against: 2
Non Voting: 0

RESOLVED THAT:

The Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine application 2011/02786/ADV and grant advertisement consent subject to the conditions set out in the report.

Meeting started: 7.00 pm
Meeting ended: 7.45 pm

Chairman

Contact officer: Katia Richardson
Committee Co-ordinator
Governance and Scrutiny
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Minutes are subject to confirmation at the next meeting as a correct record of the proceedings and any amendments arising will be recorded in the minutes of that subsequent meeting.

PLANNING APPLICATIONS COMMITTEE
Addendum 10.07.2012

<u>Reg. No:</u>	<u>Site Address:</u>	<u>Ward</u>	<u>Page</u>
2012/00341/FUL	4 – 8 Effie Road, SW6	Town	135

Page 138	<p>Replace condition 10 with “Prior to commencement of the development, details shall be submitted to and approved in writing by the Council, of an enhanced sound insulation value $D_{nT,w}$ and $L_{nT,w}$ for the floor/ceiling/wall structures separating different types of rooms/uses in adjoining dwellings, namely living room and kitchen above bedroom of separate dwelling]. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.</p> <p>To ensure that the amenity of occupiers of the development site is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.”</p>
Page 138	Delete conditions 11 and 12 and renumber remaining conditions.
Page 140	Insert drawing number “PR07RevA” into condition 21.
Page 144	Condition 34 Insert “and front elevation facing Effie Road” in first sentence.
Page 147	Section 1.3, last paragraph: replace “8 flats” with “7 flats”
Page 160	Para. 3.65 sixth line remove “proposed seven” replace with “proposed nine”.
Page 161	Para. 3.72 Delete “Ground floor accommodation is included, but bedrooms will not be located at this level and internal access will be provided to higher floors in case there is any need to evaluate due to flooding” and replace with “The Environment Agency are satisfied with the reconfigured access which includes a separate access to the ground floor flats.”

2012/00426/FUL	163 New King’s Road, SW6	Parsons Green & Walham	167
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Page 170	<p>Replace condition 10 with the following :-</p> <p>“Prior to commencement of the development, details shall be submitted to and approved in writing by the Council, of the sound insulation of the floor/ ceiling/ walls separating the commercial parts of the premises from dwellings. Details shall demonstrate that the sound insulation value $D_{nT,w}$ is sufficiently enhanced and, where necessary, additional mitigation measures implemented to contain commercial noise within the commercial premises and to achieve the ‘Good’ criteria of BS8233:1999 within the dwellings/noise sensitive premises. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.</p> <p>To ensure that the amenity of occupiers of the development site and adjacent dwellings/noise sensitive premises are not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007”.</p>
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London Borough Of Hammersmith & Fulham

Planning Applications Committee

Agenda for 25th July 2012

Index of Applications, Enforcement Actions, Advertisements etc.

WARD: REG NO:	SITE ADDRESS:	PAGE:
College Park And Old Oak 2011/04016/COMB	Woodlands 80 Wood Lane London W12 0TT	6
Avonmore And Brook Green 2011/03262/FUL	King's House 174 Hammersmith Road London W6 7JP	138
Avonmore And Brook Green 2011/03263/CAC	King's House 174 Hammersmith Road London W6 7JP	166
Hammersmith Broadway 2011/03260/FUL	22 Bute Gardens And 11 - 17 (odd) Wolverton Gardens London W6 7HN	169
Hammersmith Broadway 2011/03261/CAC	Bute Gardens And Wolverton Gardens London W6	204

Ward: College Park And Old Oak

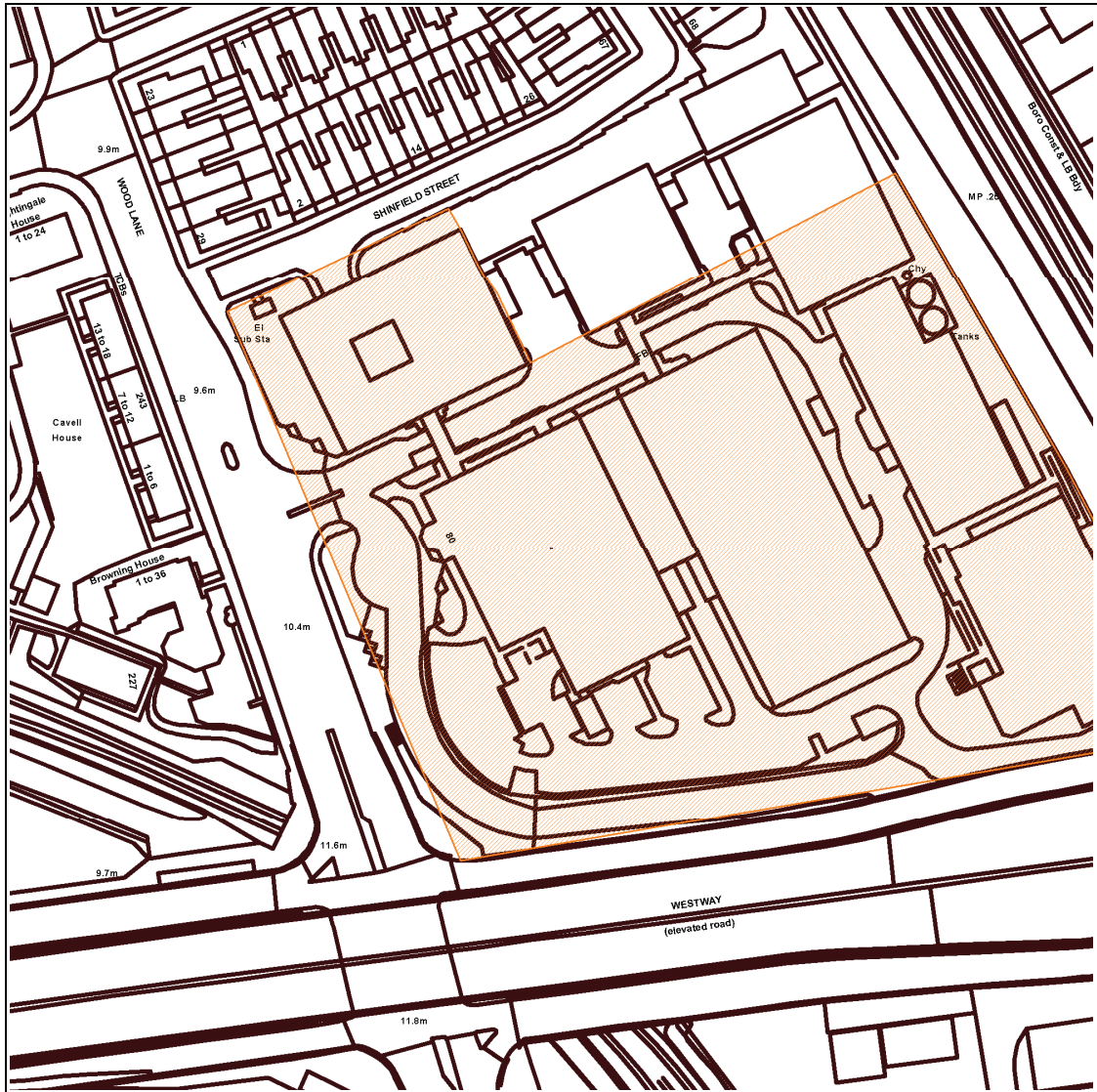
Site Address:

Woodlands 80 Wood Lane London W12 0TT

THE COUNCIL WITHDREW PLANNING APPLICATION REF: 2011/04016/COMB (THE APPLICATION) FROM CONSIDERATION BY THE PLANNING APPLICATIONS COMMITTEE (PAC) AT ITS MEETING OF TUESDAY 10 JULY 2012.

THE DECISION TO WITHDRAW THE APPLICATION WAS TAKEN IN ORDER TO PROVIDE OFFICERS WITH AN OPPORTUNITY TO CLARIFY CERTAIN MATTERS IN THE PLANNING REPORT, IN PARTICULAR THE POLICY CONTEXT IN WHICH THE DEVELOPMENT PROPOSALS FALL TO BE ASSESSED.

ACCORDINGLY, WHILST THE APPLICATION WAS CONSIDERED IN THE REPORT FOR THE PAC MEETING OF 10 JULY, MEMBERS SHOULD DISREGARD THE ANALYSIS CONTAINED IN THAT DOCUMENT. MEMBERS SHOULD INSTEAD REACH THEIR DECISION IN RESPECT OF THE APPLICATION WITH REFERENCE TO THE ANALYSIS CONTAINED IN THIS REPORT, PREPARED FOR THE MEETING OF WEDNESDAY 25 JULY 2012.



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Reg. No:
2011/04016/COMB

Case Officer:
Sara Dawes

Date Valid:
16.01.2012

Conservation Area:

Committee Date:
25.07.2012

Applicant:

Imperial College London
Sherfield Building South Kensington Campus London SW7 2AZ

Description:

Hybrid planning application (part detailed/part outline) for the Imperial West ('Woodlands') site comprising detailed application for 3 buildings: (1) academic building (9 storeys/23,077m² GEA) (Class D1) including health research, day nursery (1,029sqm GIA) (Class D1) and restaurant facilities (2,127sqm GIA) (Class A3); (2) office and research units (part 6, part 12 storeys/22,528m² GEA) (Class B1) of which 77sqm (GIA) Class A1/A3 and 313sqm (GIA) Class A3; and (3) residential tower (Class C3) (35 storeys/20,297m² GEA) of floorspace in total, 192 units (59 of which are key worker units) and 319sqm (GIA) of A1/A3 floorspace at ground floor level; along with an access road, car/cycle parking (part basement and part surface), ancillary plant and landscaping; and Outline application for the erection of 3 additional buildings comprising a hotel (13 storeys/maximum 14,500m² GEA) (Class C1) including 1,080sqm (GIA) restaurant (Class A1/A3) and 850sqm (GIA) fitness centre (Class D2); and 2 further buildings to be used for education (7 storeys/maximum 6,500m² GEA) (Class D1) of which 600sqm (GIA) Class A1/A3; and office (Class B1) and administrative uses (Part 3, part 5 storeys/maximum 5,900m² GEA); and demolition of existing sports hall building (Class D1) and existing office (Class B1). (GEA - Gross External Area; GIA - Gross Internal Area).

Drg Nos: Planning Statement (December 2011), Regeneration Statement (May 2012), Design and Access Statement C, D & E (December 2011), Townscape and Visual Impact Assessment (December 2011), Design and Access Addendum (May 2012), Design Guidelines (May 2012), Masterplan Energy Assessment Report (December 2011), Masterplan Sustainability Statement (December 2011), BREEAM Pre-Assessment Building C, D (December 2011), Code for Sustainable Homes Pre-Assessment (December 2011), Transport Assessment (December 2011), Servicing and Delivery Plan (December 2011), Residential & Workplace Travel Plan (December 2011), Environmental Statement Non-Technical Summary (December 2011), Environmental Statement (December 2011), Additional Daylight, sunlight and overshadowing assessments dated 25/6/2012, 21/6/2012, 28/3/2012, 14/6/2012, 14/6/2012, 14/6/2012, 27/4/2012, 26/4/2012. 107896/R14.1, 107896/R14.2, 107896/R14.3, 107896/R14.4, 1105-A-099-F Rev 00, 1105-A-100-F Rev A, 1105-A-100M-F Rev 00, 1105-A-101-F Rev 00, 1105-A-102-F Rev 00, 1105-A-103-F Rev 00, 1105-A-104-F Rev 00, 1105-A-105-F Rev 00, 1105-A-106-F Rev 00, 1105-A-107-F Rev 00, 1105-A-108-F Rev 00, 1105-A-109-F Rev 00, 1105-A-110-F Rev 00, 1105-A-111-F Rev 00, 1105-A-112-F Rev 00, 1105-A-113-F Rev 00, 1105-A-114-F Rev 00, 1105-A-115-F Rev 00, 1105-A-116-F Rev 00, 1105-A-117-F Rev 00, 1105-A-118-F Rev 00, 1105-A-119-F Rev 00, 1105-A-120-F Rev 00, 1105-A-121-F Rev 00, 1105-A-122-F Rev 00, 1105-A-123-F Rev 00, 1105-A-124-F Rev 00, 1105-A-125-F Rev 00, 1105-A-126-F Rev 00, 1105-A-127-F Rev 00, 1105-A-128-F Rev 00, 1105-A-129-F Rev 00, 1105-A-130-F Rev 00, 1105-A-131-F Rev 00, 1105-A-132-F Rev 00, 1105-A-133-F Rev 00, 1105-A-134-F Rev 00, 1105-A-135-F Rev 00, 1105-A-136-F Rev 00, 1105-A-210-001-F Rev A, 1105-A-210-002-F Rev A, 1105-A-210-003-F Rev A, 1105-A-210-004-F Rev A, 1105-A-310-001-F Rev 00, 1105-A-310-002-F Rev 00, 1105-A-310-003-F Rev 00, 1105-A-400-001-F Rev 00, 1105-A-400-003-F Rev 00, 1105-A-400-007-F Rev 00, 1105-A-400-010-F Rev 00, 1105-A-400-011-F Rev 00, 1105-A-400-012-F Rev 00, 1105-A-400-013-F Rev 00, 1105-A-400-014-F Rev 00, 1105-A-510-001-F Rev 00, 1105-A-510-002-F Rev 00, 1105-A-510-003-F Rev 00, 1105-A-510-004-F Rev 00, 1105-A-510-010-F Rev 00, 1105-A-510-011-F Rev 00, 1105-A-099-D Rev A, 1105-A-100-D Rev A, 1105-A-101-D Rev 00,

1105-A-102-D Rev 00, 1105-A-103-D Rev 00, 1105-A-104-D Rev 00, 1105-A-105-D Rev 00, 1105-A-106-D Rev 00, 1105-A-107-D Rev 00, 1105-A-108-D Rev 00, 1105-A-109-D Rev 00, 1105-A-110-D Rev 00, 1105-A-111-D Rev 00, 1105-A-112-D Rev 00, 1105-A-113-D Rev 00, 1105-A-210-001-D Rev A, 1105-A-210-002-D Rev 00, 1105-A-210-003-D Rev 00, 1105-A-210-004-D Rev 00, 1105-A-210-005-D Rev 00, 1105-A-310-001-D Rev 00, 1105-A-310-002-D Rev 00, 1105-A-310-003-D Rev 00, 1105-A-310-004-D Rev 00.

Application Type:

Combined Full and Outline Application

Officer Recommendation:

That the Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine the application and grant permission up on the completion of a satisfactory legal agreement and no contrary direction from the Mayor of London and subject to the condition(s) set out below:

- 1) The parts of the development that are subject to FULL planning approval shall not commence later than the expiration of 3 years beginning with the date of this planning permission with regards to Buildings C, D and F.

Condition required to be imposed by section 91(1)(a) of the Town and Country Planning Act 1990 (as amended by section 51 of the Planning and Compulsory Purchase Act 2004).

- 2) i) No part of the development hereby permitted OUTLINE planning permission shall be commenced on buildings A, E and G unless and until an application or applications for written approval of the matters reserved by this planning permission in respect of the relevant building(s) have been made to and approved in writing by the Local Planning Authority. The reserved matters applications shall include detailed plans, sections and elevations showing:

Scale;
Appearance;

- ii) Application(s) for approval of the matters reserved by this planning permission for the relevant buildings referred to in paragraph (i) above must be made not later than the expiration of the following from the date of this decision notice:

THREE YEARS for building E
FIVE YEARS for building(s) A and G

- iii) Development of Buildings A, E and G to which this permission relates must be begun not later than the expiration of TWO YEARS from the final approval of reserved matters of the relevant Building, or, in the case of approval on different dates, the approval of the last such matter submitted for approval.

To comply with Article 2 of the Town and Country Planning (Applications) Regulations 1988 as amended by the Planning (Applications for Planning Permission, Listed Buildings and Conservation Areas) (Amendment) (England) Regulations 2006 and Section 92 of the Town and Country Planning Act 1990 (as amended).

- 3) The FULL planning permission hereby permitted shall not be constructed unless in accordance with the approved drawings listed on the drawing schedule (dated 23.05.12) submitted as part of the planning application.

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9 and 7.21 of the London Plan 2011 and policies EN2B, EN8 and, EN25 of the London Borough of Hammersmith and Fulham UDP as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 4) The OUTLINE planning permission hereby permitted shall not be constructed unless in accordance with the approved parameters plan and the heights on the sectional drawings set out on the drawing schedule (dated 23.05.12) submitted as part of the planning application:

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9 and 7.21 of the London Plan 2011 and policies EN2B, EN8 and, EN25 of the London Borough of Hammersmith and Fulham UDP as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 5) All reserved matters applications shall include a statement to demonstrate compliance with the parameters plan 20804-01-AR-07-131 Rev A and sections 20804-01-AR-07-120 Rev A and 20804-01-AR-07-126 Rev A and the principles and parameters set out in the Design Guidelines (for Buildings A, E and G) prepared by Aukett Fitzroy Robinson (dated 21/05/12) or other such versions that are subsequently agreed in writing with the Local Planning Authority.

To ensure that the development is constructed in accordance with the Design Guidelines on which this decision is based and to be consistent with the principles of good master planning, in accordance with policies A, BE1, WCOA and WCOA1 of the Core Strategy, EN2B of the Unitary Development Plan 2007 and 2011, policies 7.1, 7.2, 7.3, 7.47.5, 7.6, 7.7, 7.8, 7.9, 7.18, 7.19 and 7.21.

- 6) Notwithstanding the information in the approved plans, the height of the development (including the lift over runs) shall not exceed the following maximum heights (AOD - Above Ordnance Datum):

Building A: 34.00m
Building E: 57.30m
Building G: 41.97m

To ensure the reserved matters applications comply with the outline approval, and to ensure that the buildings have a satisfactory appearance and impact on the streetscene in accordance with policy BE1 of the Core Strategy.

- 7) Prior to commencement of the development hereby approved, other than demolition, ground works or site preparation, a phasing programme for the construction, completion and occupation of each phase of the development or building shall be submitted to, and approved in writing by the Local Planning

Authority. Development shall proceed in accordance with the approved phasing strategy unless otherwise agreed in writing by the Local Planning Authority

To ensure that the development accords with the provisions and assessment of the approved Environmental Statement and to ensure that the development is carried out in a satisfactory manner in accordance with policy EN8 and Standards S5A, S7, S18 and S20 of the London Borough of Hammersmith and Fulham UDP, as amended 2007 and 2011 and policies BE1 of the Core Strategy 2011.

- 8) Prior to the commencement of each phase of the development or relevant part thereof, details and samples of materials to be used for that phase or relevant part thereof on all external faces of the buildings, and all surface treatments shall be submitted to and approved in writing by the Local Planning Authority and no part of that phase or relevant part thereof shall be used or occupied prior to the implementation of the approved details. Each phase or part thereof, of the development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with policy EN8 of the Unitary Development Plan, as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 9) Prior to the commencement of the relevant part of the development, details and samples, where appropriate, of all paving and external hard surfaces, boundary walls, railings, gates, fences and other means of enclosure for that phase shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

To ensure a satisfactory external appearance, in accordance with policy EN8 of the Unitary Development Plan, as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 10) The development of each phase or individual building shall not commence before the details of the design of that phase or building at a scale no less than 1:20 in plan, section and elevation of a typical bay to show details of any proposed cladding, fenestration, glazing, balconies and winter gardens have been submitted and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

To ensure a satisfactory external appearance, in accordance with policy EN8 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011), as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 11) Prior to the commencement of works on building F (the tall building), in addition to the samples of all external materials (required in condition 8), a supporting statement shall be submitted to the local planning authority for approval in writing setting out the detailed specifications of each material indicating performance, sustainability rating, impacts from weathering and exposure to pollution sources in order to demonstrate that the materials are of the highest quality. The development shall be carried out in accordance with such details as have been approved.

To ensure the external appearance of the tall building is of the highest quality and to prevent harm to the street scene and public realm, in accordance with policies 5.3, 7.6 and 7.7 of the London Plan, policy EN8 of the Unitary Development Plan, as amended 2007 and 2011 and policy BE1 of the Core Strategy 2011.

- 12) The third and fourth floors to building A shall be set back from the northern elevation of the building by a minimum 6.0m.

To ensure the reserved matters applications comply with the outline approval, and to ensure that the buildings have a satisfactory appearance and impact on the streetscene in accordance with policy BE1 of the Core Strategy.

- 13) The sixth and seventh floors to building G shall be set back from the eastern and western elevations of the building by a minimum 2.0m.

To ensure the reserved matters applications comply with the outline approval, and to ensure that the buildings have a satisfactory appearance and impact on the streetscene in accordance with policy BE1 of the Core Strategy.

- 14) Excluding lift over runs, the upper floor set backs to the outline buildings will comprise the following minimum distances between the edge of the building and the external wall of the set-back:

Building A: 6.0m
Building E: 0m
Building G: 2.0m

To ensure the reserved matters applications comply with the outline approval, and to ensure that the buildings have a satisfactory appearance and impact on the streetscene in accordance with policy BE1 of the Core Strategy.

- 15) Details of the proposed hard and soft landscaping including planting schedules and details of the species, height and maturity of any trees and shrubs and proposed landscape maintenance and management shall be submitted to the local planning authority and approved in writing, prior to commencement of work on the relevant part of the development, or relevant part of the phase. The approved scheme shall be implemented in the next winter planting season following completion of the building works, or before the occupation and use of any part of the buildings, whichever is the earlier, and the landscaping shall thereafter be retained and maintained in accordance with the approved details.

To ensure a satisfactory external appearance in accordance with policies EN8 and EN26 of the London Borough of Hammersmith and Fulham UDP, as amended 2007 and 2011.

- 16) Notwithstanding the information in the landscape drawings hereby approved, an urban realm strategy which includes detailed drawings of the shared surfaces, methods of delineation of the vehicular and pedestrian areas and samples of materials shall be submitted to the local planning authority and approved in writing prior to the commencement of each phase of the development, or relevant part thereof. The urban realm strategy shall demonstrate how the shared surfaces would adhere to the guidance set out in Department of Transport Note LTN1/11

"Shared Space" October 2011 (or any other relevant guidelines). Such details shall be implemented in accordance with the plans, and permanently retained thereafter.

To ensure that the proposal provides an inclusive and accessible environment in accordance with the Council's 'Access for All' Supplementary Planning Document and Policy 7.2 of the London Plan 2011.

- 17) Any tree or shrub planted pursuant to approved landscape details that is removed or severely damaged, dying or becoming seriously diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory provision for planting, in accordance with policies EN8 and EN26 of the London Borough of Hammersmith and Fulham UDP, as amended 2007 and 2011.

- 18) Prior to the commencement of the relevant phase of the development or part thereof, an Arboricultural method statement setting out the method(s) of tree protection during construction, shall be submitted to and approved in writing by the Local Planning Authority. The methods of tree protection shall be implemented as approved.

To ensure that the retained trees are protected during the construction processes to prevent their unnecessary damage or loss, in accordance with Policy EN26 of the London Borough of Hammersmith and Fulham's Unitary Development Plan (Saved 2007 and 2011).

- 19) Any works to tree(s) on the site shall be carried out only in the following manner, in accordance with British Standard 3998:1989 - Recommendations for Tree Work:

To ensure that the Council is able to properly assess the impact of the development on any trees and to prevent their unnecessary loss, in accordance with Policy EN26 of the London Borough of Hammersmith and Fulham's Unitary Development Plan (Saved 2007 and 2011).

- 20) Prior to the occupation of the relevant phase of the development or part thereof, details including the locations of the benches, litter bins and signage for each reserved matters phase shall be submitted to and approved in writing by the local planning authority. The street furniture listed above shall be designed and sited to be fully inclusive and accessible for all users and will not provide any obstruction to disabled persons or people of impaired mobility and/or sight. The development shall not be open to users until the benches, litter bins and signage as approved have been provided, and must be permanently retained thereafter.

To ensure the satisfactory provision of facilities, in accordance with Policy EN23 of the London Borough of Hammersmith and Fulham Unitary Development Plan (Saved 2007 and 2011) and to ensure the development is fully inclusive and accessible for all users, in accordance with Policy 3.1 and 7.2 of the London Plan 2011, and the Council's adopted supplementary planning document "Access for all".

- 21) The development or part thereof hereby permitted shall not commence until a scheme for temporary fencing and/or enclosure of the site has been submitted to and approved in writing by the Local Planning Authority, and such enclosure has been erected in accordance with the approved details.

To ensure that the site remains in a tidy condition during the construction phase and to prevent harm to the street scene and character and appearance of the adjoining conservation area, in accordance with policies EN2B and EN8 of the Unitary Development Plan, as amended 2007 and 2011, and Core Strategy Policy BE1.

- 22) Prior to the commencement of works on the relevant phase of the development, the detailed design, phasing plan, access, layout and location of the car parking shall be submitted to and approved in writing by the Council. The proposed car parking shall accord with the details as approved and shall be retained permanently thereafter.

To ensure the suitable provision of car parking within the development to meet the needs of future site occupiers and users, in accordance with policies 6.13 and 7.2 of the London Plan (2011) and policy TN15 and Standards S.18 and S.19 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011) and the Council's Access for All Supplementary Planning Guidance.

- 23) Prior to the commencement of work on the basement car park, detailed design/layout of the car park, including ramp gradient, at least 2.6m vertical clearance, and vehicle tracking, shall be submitted to and approved in writing by the Local Planning authority. The car park shall be carried out in accordance with the approved details, and shall be retained permanently thereafter.

To ensure the suitable provision of car parking within the development to meet the needs of future site occupiers and users, in accordance with policies 6.13 and 7.2 of the London Plan (2011) and Policy TN15 and Standards S18 and S19 of the London Borough of Hammersmith and Fulham Unitary Development Plan (Saved 2007 and 2011) and the Council's Access for All Supplementary Planning Guidance.

- 24) Prior to first occupation of the residential buildings a car parking management plan shall be submitted to and approved in writing by the Council detailing allocation of car parking spaces to residents, visitors and location of electric charging points (at least 20% of car parking spaces). The development shall be carried out in accordance with the approved details.

To ensure the appropriate distribution of specialist parking in the development and that all spaces can be readily accessed by vehicles, in accordance with policies 6.13 and 7.2 of the London Plan (2011) and policies TN4 and TN15 of the adopted UDP (as amended in September 2007 and October 2011).

- 25) Details of on-site Blue Badge car parking spaces shall be submitted to the Local Planning Authority for approval prior to commencement of works at the relevant part of the development. The details shall be fully implemented in accordance with the approved plans and shall be permanently retained thereafter.

To ensure there is an adequate provision of fully accessible car parking spaces in accordance with policies TN15 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011), London Plan policies 6.13 and 7.2 and the Council's Supplementary Planning Guidance 'Access for All'.

- 26) Prior to commencement of the relevant phase of the development or part thereof, a scheme shall be submitted to the local planning authority and approved in writing which demonstrates how daytime deliveries and stopping by Blue Badge Holder vehicles and taxis outside buildings on the site will be managed, in the absence of kerbs and vehicular entries into the envelopes of individual buildings pull-ins, in such a way as to avert the risk of blind people colliding with stopped vehicles.

To ensure that deliveries and dropping off can occur without compromising highway safety or the safety of pedestrians on the footway, in accordance with policy TN28 of the Unitary Development Plan, as amended 2007 and 2011, the Council's 'Access for All' Supplementary Planning Document and Policy 7.2 of the London Plan 2011.

- 27) Prior to the commencement of each building, details of the refuse arrangements including storage, collection and recycling within each building, in the form of a Waste Management Strategy, shall be submitted to and approved in writing by the Council before any works thereby affected are begun. The details as approved shall be implemented prior to the use or occupation of any part of the development and maintained permanently thereafter.

To ensure the satisfactory provision for refuse storage and recycling in accordance with Policy EN17 of the London Borough of Hammersmith and Fulham Unitary Development Plan (saved 2007 and 2011).

- 28) Details of a new taxi rank and drop-off bay for private hire cars shall be submitted to the Local Planning Authority for approval, prior to commencement of works of the relevant phase of development, or part thereof, to be permanently retained thereafter.

To ensure there are adequate facilities for taxis serving the development, in accordance with policy TN24 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011).

- 29) Prior to the commencement the each building, details of secure cycle storage for that building shall be submitted to and approved in writing by the Council. Development shall accord with the details as approved, and the cycle parking provision shall be retained thereafter.

To ensure the suitable provision of cycle parking within the development to meet the needs of future site occupiers and users, in accordance with policies 6.9 and 6.13 of the London Plan (2011) and policy TN6 and Standard S20.1 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011).

- 30) Prior to the commencement of Building F, details of compliance with lifetime homes standards for the residential units and of the provision of 10% of the residential units to wheelchair housing standard or easily capable of being adapted

to this standard shall be submitted to and approved in writing by the Council. Development shall accord with the details as approved.

To ensure that the development provides for the changing circumstances of occupiers and responds to the needs of people with disabilities, in accordance with policy 3.8 of the London Plan (2011) and policy HO6 of the London Borough of Hammersmith and Fulham UDP (as amended 2007) and the Council's Access for All Supplementary Planning Guidance.

- 31) Prior to commencement of works on each phase, full details of how the development accords with the Council's 'Access for All' Supplementary Planning Document has been submitted to and approved in writing by the Council.

To ensure that the proposal provides an inclusive and accessible environment in accordance with the Council's 'Access for All' Supplementary Planning Document and Policy 7.2 of the London Plan 2011.

- 32) Prior to the construction of the central square, a scheme detailing the play equipment, boundary treatments and ground surface treatment of the outdoor play spaces shall be submitted to the local planning authority and approved in writing. Any play equipment will be designed to be fully inclusive to ensure the play areas are accessible to all and will be implemented in accordance with the approved plans, to be permanently retained thereafter.

In order to ensure equal life chances for all, and to prevent groups such as blind people and disabled children being excluded from use of public realm and other amenities by designs failing in detail to take specific needs into account, in accordance with London Plan 2011 Policy 3.1, the Council's Supplementary Guidance SPD 'Access for All' and any other relevant best practice guidance (including the Councils We Want to Play Too 2012).

- 33) The ground floor entrance doors to all publically accessible buildings and integral lift/stair cores, hereby approved shall not be less than 1 metre wide and the threshold shall be at the same level to the path fronting the entrance to ensure level access.

In order to ensure the development provides ease of access for all users, in accordance with Policy 3.1 and 7.2 of the London Plan 2011, and the Council's adopted supplementary planning document "Access for all".

- 34) 10% of the bedrooms within the hotel (Building E) shall be designed to wheelchair housing standard or easily capable of being adapted to this standard.

To ensure that the development is full inclusive and accessible for all and responds to the needs of people with disabilities, in accordance with policy 3.8 of the London Plan (2011) and the Council's Access for All Supplementary Planning Guidance.

- 35) Prior to the commencement of each phase or relevant part thereof, an Inclusive Access Management Plan (IAMP) shall be submitted to the LPA and approved in writing which sets out a strategy for ongoing consultation with specific interests

groups with regard to accessibility of the relevant part of the site. On-going consultation must then be carried out in accordance with the approved IAMP. To ensure that the proposal provides an inclusive and accessible environment in accordance with the Council's 'Access for All' Supplementary Planning Document and Policy 7.2 of the London Plan 2011.

- 36) Prior to the commencement of the relevant phase of the development or part thereof, a statement of how "Secured by Design" requirements are to be adequately achieved shall be submitted to and approved in writing by the Local Planning Authority. The approved details shall be carried out prior to occupation of the development hereby approved and permanently maintained thereafter.

To ensure a safe and secure environment in accordance with policy EN10 of the London Borough of Hammersmith and Fulham Unitary Development Plan (Saved 2007 and 2011) and policy 7.3 of the London Plan 2011.

- 37) Prior to commencement of the development, a noise assessment shall be submitted to the Council for approval of external noise levels and details of the sound insulation of the building envelope, orientation of habitable rooms away from major noise sources and of silenced mechanical ventilation, as necessary, to achieve 'Good' internal room- and (if provided) external amenity noise standards in accordance with the criteria of BS8233:1999. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise from transport and commercial noise sources, in accordance with Policy EN20B and EN21 of the Unitary Development Plan, as amended 2011.

- 38) Prior to commencement of the development, details shall be submitted to and approved in writing by the Council, of an enhanced sound insulation value $D_{nT,w}$ and $L_{nT,w}$ for the floor/ceiling/ wall structures separating different types of rooms/ uses in adjoining dwellings, namely living room and kitchen adjoining bedroom of separate dwelling. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 39) Prior to commencement of the relevant phase of development or part thereof, details shall be submitted to and approved in writing by the Council, of the sound insulation of the floor/ ceiling/ walls separating noise sensitive premises from non-residential uses (including plant, car park and communal facilities). Details shall demonstrate that the sound insulation value $D_{nT,w}$ [and $L_{nT,w}$] is sufficiently enhanced and, where necessary, additional mitigation measures implemented to contain commercial noise within the commercial premises and to achieve the 'Good' criteria of BS8233:1999 within the dwellings/ noise sensitive premises. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise from transport or industrial/ commercial noise sources, in accordance with Policy EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 40) Prior to commencement of the relevant phase of development or part thereof, details shall be submitted to and approved in writing by the Council, of building vibration levels, together with appropriate mitigation measures where necessary. The criteria to be met and the assessment method shall be as specified in BS 6472:1992. No part of the development shall be occupied until the approved details have been implemented. Approved details shall thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site is not adversely affected by ground- or airborne vibration, in accordance with Policy EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 41) Prior to use, machinery, plant or equipment, extract/ ventilation systems and ducting at the development shall be mounted with proprietary anti-vibration isolators and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by vibration, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 42) Prior to the commencement of the relevant phase of development or part thereof, details shall be submitted to and approved in writing by the Council, of the external noise level emitted from plant/ machinery/ equipment and mitigation measures as appropriate. The measures shall ensure that the external noise level emitted from plant, machinery/ equipment will be lower than the lowest existing background noise level by at least 10dBA, as assessed according to BS4142:1997 at the nearest and/or most affected noise sensitive premises, with all machinery operating together, as appropriate, at maximum capacity. A post installation noise assessment shall be carried out where required to confirm compliance with the noise criteria and additional steps to mitigate noise shall be taken, as necessary. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by noise from plant/mechanical installations/ equipment, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 43) Prior to the commencement of buildings F and E, details of the mechanical ventilation system to be installed within the residential and hotel component shall be submitted to the local planning authority in writing. The details shall include the method of clean intake from higher levels which will be used to serve residential units in the lower floors. The ventilation system shall be implemented in accordance with the approved plans and shall be permanently retained thereafter. The equipment installed shall be permanently maintained in good working order. The maintenance and cleaning of the system shall be undertaken regularly in

accordance with the manufacturer specifications and shall be the responsibility of the primary owner of the building.

To ensure that the residential building (F) and Hotel building (E) have access to satisfactory air quality levels and are not unduly affected by odour and disturbance in accordance with Policy EN21 of the London Borough of Hammersmith and Fulham's Unitary Development Plan (Saved 2007 and 2011).

- 44) Prior to commencement of the relevant phase of the development or part thereof, details of the installation, operation, and maintenance of the best practicable odour abatement equipment and extract system shall be submitted to and approved in writing by the Local Planning Authority, including the height of the extract duct and vertical discharge outlet, in accordance with the 'Guidance on the Control of Odour and Noise from Commercial Kitchen Exhaust Systems' January 2005 by DEFRA. Approved details shall be implemented prior to occupation of the relevant phase of development or part thereof and thereafter be permanently retained, unless subsequently otherwise approved in writing by the Local Planning Authority.

To ensure that nearby premises are not unduly affected by odour and disturbance in accordance with Policy EN21 of the London Borough of Hammersmith and Fulham's Unitary Development Plan, as amended 2007 and 2011.

- 45) Prior to the commencement of the relevant phase of the development or part thereof, details of all proposed external lighting, including security lights for each phase shall be submitted to and approved in writing by the Local Planning Authority. Details shall include the number, exact location, height, design and appearance of the lights. Lighting contours shall be submitted to demonstrate that vertical illumination of neighbouring premises is a maximum of 10lux at ground floor and 5lux at first and higher floor levels. The recommendations of the Institution of Lighting Professionals in the 'Guidance Notes for the Reduction Of Light Pollution 2005' shall be met and details should also be submitted for approval of measures to prevent glare and sky glow by correctly using, locating, aiming and shielding luminaries. The use shall not commence until the lighting has been installed in full accordance with the approved details, and shall be permanently retained thereafter.

To ensure a satisfactory external appearance and to prevent harm to the occupiers of neighbouring properties, in accordance with Policies EN2B, EN8, EN20A, EN20C and EN21 of the London Borough of Hammersmith and Fulham Unitary Development Plan, as amended 2007 and 2011.

- 46) No demolition or construction works for the development hereby permitted shall commence until a demolition method statement and a Construction Logistics Management Plan has been submitted to and approved in writing by the Council. Details shall include the steps to be taken to re-use and re-cycle demolition waste and measures proposed to minimise the impact of the demolition processes on the existing amenities of neighbouring occupiers, including monitoring and control measures for dust, noise, vibration, lighting, delivery locations, waste classification, disposal procedures and locations, restriction of hours of work and all associated activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800-1300hrs on Saturdays, advance notification to neighbours and other interested parties of proposed works and public display of

contact details including accessible phone contact to persons responsible for the site works for the duration of the works, provisions within the site to ensure that all vehicles associated with the construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. All works to be carried out in accordance with approved details.

To ensure that no unacceptable adverse effect on the amenity of surrounding occupiers in accordance with policies EN20A, EN20B, EN21 and TN15 of the London Borough of Hammersmith and Fulham's Unitary Development Plan, as amended 2007 and 2011 and Core Strategy Policy BE1.

- 47) Neither music nor amplified voices emitted from commercial premises at the development shall be audible at any residential/ noise sensitive premises.

To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 48) No removal of refuse nor bottles/ cans to external bins or areas at the development shall be carried out other than between the hours of 08:00 to 20:00 on Monday to Friday and 10:00 to 18:00 on Saturdays, and at no time on Sundays and Public/Bank Holidays.

To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 49) No deliveries nor collections/ loading nor unloading shall occur at the development hereby approved other than between the hours of 08:00 to 18:00 on Monday to Saturdays and at no time on Sundays and Public/Bank Holidays.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 50) Prior to commencement of the development, a Servicing Management Plan shall be submitted to and approved in writing by the Council. Details shall include times and frequency of deliveries and collections, vehicle movements, silent reversing methods, location of loading bays, quiet loading/unloading measures, etc.

To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by noise, in accordance with Policy EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 51) The hours of operation of the Class A3 (restaurant) floorspace hereby approved within buildings E and F shall be 0800 hours to 2300 hours on any day.

To ensure that the amenities of surrounding occupiers are not unduly affected by noise and other disturbance, in accordance with Policy EN21 of the Unitary Development Plan.

- 52) The Class A3 floorspace hereby approved within buildings C, D, E, F and G may be used only as restaurant(s) providing full meals served at table and shall not be used as a public house, wine bar, take-away or for any other purpose within class A3 of the schedule to the Town and Country Planning (Use Classes) order 1987 or any statutory replacement or modification thereof.

To ensure that the development does not result in conditions prejudicial to the amenities of local residents by reason of noise and disturbance contrary to policies EN21 and SH11 of the adopted Unitary Development Plan.

- 53) The Class D1 floorspace hereby approved within building C shall be used as research and technological development facility which includes laboratories, clinic, health centre/polyclinic, post graduate teaching facility, day nursery and ancillary offices.

To ensure the use is compatible with the masterplan for the overall site and land use character of the surrounding area, in accordance with policies A, BE1, WCOA and WCOA1 of the Core Strategy, EN2B of the Unitary Development Plan, as amended 2007 and 2011.

- 54) The Class A1 (retail) uses hereby permitted within buildings D and G shall operate only between 0700 hours: and 2300 hours, on weekdays, and between 0700 hours and 2300 hours on Saturdays and on 0700 hours to 1600 hours on Sundays and Bank Holidays.

To ensure that the amenities of surrounding occupiers are not unduly affected by noise and other disturbance, in accordance with Policy EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 55) The health/leisure club facility within building E shall be used solely for the purposes of a health club use only and shall be made available to members of the general public. The use shall not fall within in any other use falling within Class D2 of the Town and Country Planning (Use Classes) Order 2005 (or any order revoking and re-enacting that Order with or without modification).

In granting this permission, the Council has had regard to the particular circumstances of the case. The use of the site for any other purpose could raise materially different planning considerations and the council wishes to have an opportunity to consider such circumstances at that time, and to ensure that there is appropriate provision of community leisure uses for the general public in the wider area in addition to the occupiers and visitors to the site, in accordance with Policies EN21 and TN13 of the Unitary Development Plan, as amended 2007 and 2011, and Policy T1 of the Core Strategy 2011.

- 56) Details of the methods proposed to identify any television interference caused by the proposed development, including during the construction process, and the measures proposed to ensure that television interference that might be identified is remediated in a satisfactory manner shall be submitted to and approved in writing by the local planning authority before commencement of each phase of the development. The approved remediation measures shall be implemented for each phase immediately that any television interference is identified.

To ensure that television interference caused by the development is remediated, in accordance with Policy 7.7 of the London Plan 2011 and policy EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 57) No impact piling shall take place until a piling method statement (detailing the type of piling to be undertaken and the methodology by which such piling will be carried out, including measures to prevent and minimise the potential for damage to subsurface water or sewerage infrastructure, and the programme for the works) has been submitted to and approved in writing by the local planning authority in consultation with the relevant water or sewerage undertaker. Any piling must be undertaken in accordance with the terms of the approved piling method statement.

To prevent any potential to impact on local underground water and sewerage utility infrastructure, in accordance with Policy CC2 of the Core Strategy (2011) and Policies 5.14 and 5.15 of the London Plan (2011). The applicant is advised to contact Thames Water Developer Services on 0845 850 2777 to discuss the details of the piling method statement.

- 58) There shall be no construction above the first floor to any phase or relevant part thereof until the following information has been submitted to the Local Planning Authority:

i) the completion of a Base-Line Airwaves Interference Study (the Base-Line Study) to assess airwave reception within/ adjacent to the site.

ii) the implementation of a Scheme of Mitigation Works for the purposes of ensuring no material impact during the construction of the development identified by the Base-Line Study.

Such Scheme of Mitigation Works shall be first submitted to and approved in writing by the Council.

To ensure that the existing airwaves reception at the adjacent police station is not adversely affected by the proposed development, in accordance with policy 7.13 of The London Plan 2011.

- 59) There shall be no occupation of any phase of the development, or relevant part thereof until the following information has been submitted to the Local Planning Authority:

i) the completion of a Post-Construction Airwaves Study (the Post-Construction Study) to minimise detrimental impacts to airwaves reception attributable to the development

ii) the implementation of a Scheme of Mitigation Works for the purpose of ensuring no material impact to the airwave reception attributable to the development identified by the Post-Construction Study, shall take place within 3 months of the submission of the Post Construction Study.

Such Scheme of Mitigation Works shall be first submitted to and approved in writing by the Council.

To ensure that the existing airwaves reception within/ adjacent to the Imperial West development site is not adversely affected by the proposed development, in accordance with policy 7.13 of The London Plan 2011.

- 60) Prior to commencement of works above ground level of any phase of development, details of micro climate mitigation measures necessary to provide an appropriate wind environment throughout and surrounding the development shall be submitted to and approved in writing by the Council. Approved details shall be implemented, and permanently retained thereafter.

To ensure that suitable measures are incorporated to mitigate potential adverse wind environments arising from the development, in accordance with policies 7.6 and 7.7 of the London Plan (2011).

- 61) Prior to the commencement of buildings A, E or G (whichever building is to be constructed earlier), a revised energy strategy for the whole development site shall be submitted to the Local Planning Authority for approval, in writing. The development shall be implemented in accordance with the approved revised energy strategy, and permanently retained thereafter.

To ensure that the development is in accordance with policy CC1 of the Core Strategy and is consistent with the Mayor's renewable energy objectives in accordance with Policies 5.5, 5.6, 5.7, 5.8 and 5.9 of the London Plan (2011).

- 62) Within 6 months of occupation of the residential building, a Code for Sustainable Homes (2010) certificate confirming that the dwellings meet the requirements of level 4 shall be submitted to and approved in writing by the Council.

In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with policies 5.1, 5.2, 5.3, 5.6 and 5.7 of the London Plan (2011) and Policy CC1 of the Core Strategy.

- 63) Within 6 months of occupation of any non-residential building, a BREEAM (2011) certificate confirming that the building achieves a 'Very Good' BREEAM rating shall be submitted to and approved in writing by the Council.

In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with policy CC1 of the Core Strategy and policies 5.1, 5.2, 5.3, 5.6 and 5.7 of the London Plan (2011).

- 64) The development hereby permitted shall not commence until details of a sustainable urban drainage system (SUDS) have been submitted to and approved in writing by the council unless otherwise agreed in writing by the local planning authority, . The SUDS scheme shall be implemented in accordance with the approved details prior to first occupation of the development hereby permitted, and thereafter permanently retained.

To ensure that surface water run-off is managed in a sustainable manner, in accordance with policy CC2 of the Core Strategy and 5.13 of The London Plan 2011.

- 65) No phase of development shall commence until a drainage strategy relating to that phase detailing any on and/or off site drainage works relating to that phase, has been submitted to and approved by, the local planning authority in consultation with the sewerage undertaker. No discharge of foul or surface water from the site shall be accepted into the public system until the drainage works referred to in the strategy have been completed.

To prevent any increased risk of flooding and to ensure the satisfactory storage of/disposal of foul or surface water from the site in accordance with Policy 5.13 of the London Plan 2011, Policy CC2 of the Core Strategy 2011.

- 66) Prior to commencement of works, Impact Studies of the existing water supply infrastructure to determine the magnitude of any new additional capacity required in the system and the location of a suitable connection point, shall be submitted to and approved in writing by the local planning authority (in consultation with Thames Water. The approved details shall be carried out prior to occupation of the development hereby approved and permanently retained thereafter.

To ensure that the water supply infrastructure has sufficient capacity to cope with the additional demand in accordance with Core Strategy (2011) policy CC2 and London Plan (2011) policies 5.14 and 5.15.

- 67) The development hereby permitted shall not be commenced until such time as a scheme to reduce the surface water runoff from site to a minimum of 128 l/s for 1 in 100 year plus 20% rainfall event from the site, has been submitted to and approved in writing by the local planning authority. The scheme shall be fully implemented and subsequently maintained in accordance with the timing / phasing arrangements embodied within the scheme, or within any other period as may subsequently be agreed in writing by the local planning authority.

To prevent flooding by ensuring the satisfactory management of surface water runoff from the site in accordance with Policy CC2 of the Core Strategy and Policy 5.13 of the London Plan 2011 and policy G3 of the London Borough of Hammersmith and Fulham Unitary Development Plan (Saved 2007 and 2011).

- 68) Prior to the commencement of work on the relevant part of each phase of development or building, details of green/brown roofs, including planting and maintenance schedules, and ecological enhancement measures for that phase or part thereof shall be submitted to and approved in writing by the Local Planning Authority. Development shall accord with the details as approved.

To ensure the provision of green and brown roofs in the interests of sustainable urban drainage and habitat provision, in accordance with policies 5.11, 5.13 and 7.19 of the London Plan 2011 and policy EN28 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011).

- 69) The development shall make provision for a minimum area of 3820 sqm to be laid out as green or brown roofs in accordance with the Flood Risk Assessment table 2 (Proposed Impermeable Areas. Such roof treatments shall be located in as many parts of the buildings, for each phase, as is possible.

To promote sustainable design in accordance with policies 5.1, 5.2, 5.3, 5.11, and 7.19 of the London Plan (2011) and policies EN28A, EN29 of the London Borough of Hammersmith UDP (Saved 2007 and 2011) and policies CC1 and H3 of the Core Strategy (2011).

- 70) Prior to commencement of the relevant phase of the development or part thereof, details of the proposed photo voltaic panels on the roofs including the angle to surface of the roofs of the buildings and proposed borehole cooling as identified in the approved energy strategy, where relevant shall be submitted to and approved in writing by the Local Planning Authority. Such details shall be implemented prior to occupation or use of the building and permanently retained thereafter unless otherwise agreed in writing by the Local Planning Authority.

To ensure that the development is consistent with the Mayor's sustainable design objectives in accordance with Policies 5.1, 5.2, 5.3, 5.7 and 5.8 of the London Plan (2011) and to ensure that the visual impact of the equipment is satisfactory in accordance with the London Borough of Hammersmith and Fulham Unitary Development Plan Policies EN2B and EN8 (Saved 2007 and 2011).

- 71) No development shall commence until an Ecological Management Plan is submitted to and approved in writing by the Local Planning Authority. The EMP shall comprise a monitoring report for a minimum period of 5 years, unless otherwise agreed in writing with the Local Planning Authority which looks to safeguard biodiversity features following the completion of each phase of the development or relevant part thereof.

To ensure the biodiversity of the site is protected and enhanced where possible, in accordance with policy 7.19 of the London Plan (2011) and policies EN28A and EN29 of the London Borough of Hammersmith and Fulham UDP (Saved 2007 and 2011).

- 72) No development shall commence until a preliminary risk assessment report, in connection with land contamination, is submitted to and approved in writing by the Council, unless otherwise agreed in writing by the local planning authority, . This report shall comprise: a desktop study which identifies all current and previous uses at the site and surrounding area as well as the potential contaminants associated with those uses; a site reconnaissance; and a conceptual model indicating potential pollutant linkages between sources, pathways and receptors, including those in the surrounding area and those planned at the site; and a qualitative risk assessment of any potentially unacceptable risks arising from the identified pollutant linkages to human health, controlled waters and the wider environment including ecological receptors and building materials. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 73) No development shall commence until a site investigation scheme, in connection with condition 72, is submitted to and approved in writing by the Council unless otherwise agreed in writing with the local planning authority. This scheme shall be based upon and target the risks identified in the approved preliminary risk assessment and shall provide provisions for, where relevant, the sampling of soil, soil vapour, ground gas, surface and groundwater. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 74) No development shall commence (unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition) until, following a site investigation undertaken in compliance with the approved site investigation scheme as part of condition 73, a quantitative risk assessment report is submitted to and approved in writing by the Council. This report shall: assess the degree and nature of any contamination identified on the site through the site investigation; include a revised conceptual site model from the preliminary risk assessment based on the information gathered through the site investigation to confirm the existence of any remaining pollutant linkages and determine the risks posed by any contamination to human health, controlled waters and the wider environment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 75) No development shall commence (unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition) until, a remediation method statement, in connection with condition 74, is submitted to and approved in writing by the Council. This statement shall detail any required remediation works and shall be designed to mitigate any remaining risks identified in the approved quantitative risk assessment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 76) No development shall commence (unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition) until the approved remediation method statement in connection with condition 75 has been carried out in full and a verification report confirming these works has been submitted to, and approved in writing, by the Council. This report shall include: details of the remediation works carried out; results of any verification sampling, testing or monitoring including the analysis of any imported soil; all waste management documentation showing the classification of waste, its treatment, movement and disposal; and the validation of gas membrane placement. If, during development, contamination not previously identified is found to be present at the site, the Council is to be informed immediately and no further development (unless otherwise agreed in writing by the Council) shall be carried out until a report indicating the nature of the contamination and how it is to be dealt with is submitted to, and agreed in writing by, the Council. Any required remediation shall be detailed in an amendment to the remediation statement and verification of these works included in the verification report. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 77) No development shall commence (unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition) until an onward long-term monitoring methodology report, in connection with condition 76, is submitted to and approved in writing by the Council where further monitoring is required past the completion of development works to verify the success of the remediation undertaken. A verification report of these monitoring works shall then be submitted to and approved in writing by the Council when it may be demonstrated that no residual adverse risks exist. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

To ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 78) Prior to the occupation of the final building subject to reserved matters approval, four fire hydrants shall be installed in the locations set out on drawing number 107896L17 (Rev D), unless otherwise agreed by the Local Planning Authority in writing. The fire hydrants shall be implemented in accordance with the approved plans and shall be permanently retained thereafter.

To ensure sufficient water supply is available in the event of an emergency in accordance with policies 5.15 and 7.13 of the London Plan 2011.

- 79) No advertisements shall be displayed on or within any elevation of the building itself, without details of the advertisements having first been submitted to and agreed in writing by the Council.

In order that any advertisements displayed on the building are assessed in the context of an overall strategy, so as to ensure a satisfactory external appearance and to preserve the integrity of the design of the building, in accordance with policies EN2B, EN8 and EN14 of the London Borough of Hammersmith and Fulham Unitary Development Plan, as amended 2007 and 2011.

- 80) Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 (or any Order revoking or re-enacting that Order with or without modification), no aerials, antennae, satellite dishes or related telecommunications equipment shall be erected on any part of the development hereby permitted, without planning permission first being obtained.

To ensure that the visual impact of telecommunication equipment can be considered in accordance with policy BE1 of the Core Strategy (2011) and policy EN8 of the London Borough of Hammersmith and Fulham Unitary Development Plan, as amended 2007 and 2011.

- 81) No alterations shall be carried out to the external appearance of the development hereby approved, including the installation of air conditioning units, ventilation fans or extraction equipment not shown on the approved drawings.

To ensure a satisfactory external appearance and prevent harm to the street scene, and to safeguard the amenities of neighbouring residential occupiers, in accordance with Policies EN8, EN20B and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 82) No roller shutters shall be installed on any facade or shopfront hereby approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policy EN8 of the Unitary Development Plan, as amended 2007 and 2011.

- 83) The window glass of any shopfront hereby approved shall be clear and shall not be mirrored, tinted or otherwise obscured.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policy EN8 of the Unitary Development Plan.

Justification for Approving the Application:

- 1) Principle of Development/Regeneration: The principle of a comprehensive mixed use redevelopment of the site including education/academic, residential, office, hotel, retail, healthcare and day care uses is considered to be acceptable and in accordance with national, strategic and local planning policies, which advocate making the most efficient use of brownfield land in sustainable locations in order to help meet local and strategic housing needs. The proposed development would contribute to the regeneration of the area, improve education and employment opportunities, and promote sustainable economic growth. The relatively small size

and location of the proposed retail floorspace is considered not to compromise the vitality or viability of surrounding centres. The proposed development would be an appropriate use within the White City Opportunity Area which is well served and accessible by public transport. The proposed development is therefore considered acceptable in accordance with policies 2.13, 2.15, 3.3, 3.4 of the London Plan (2011) and Strategic Policies WCOA, WCOA1, B, C and H1 of the Core Strategy (2011)

Housing: The proposed development would contribute towards providing much needed additional housing in accordance with London Plan Policies 3.3B, 3.3D and 3.3E and would help the borough meet its housing targets in accordance with Table 3.1 of the London Plan. It is considered that the development would contribute towards the indicative housing targets set out in Strategic Policy H1 of the Core Strategy which promotes the development of new housing within the Strategic Sites and Core Strategy Policy WCOA and WCOA1 for developments within the White City Opportunity Area which set an indicative housing target of 5,000 homes is proposed across the plan period. The principle and density of residential development proposed is considered acceptable in accordance with London Plan Policies 3.3 and 3.4 and Core Strategy Strategic Policies H1, H3, A and WCOA1. The proposed development is assessed as comprising an appropriate mix of dwelling sizes and is therefore considered in accordance with policy 3.8 of the London Plan and policy H4 of the Core Strategy. In the context of these policies and having regard to the Viability Assessment, the individual circumstances of the site and the planning and regeneration benefits arising it is considered that the provision of affordable housing is acceptable in accordance with London Plan Policies 3.8, 3.10, 3.11 and 3.12 and Core Strategy Policy H1 and H2.

Design: It is considered that the proposed development would be of a high quality design and would make a positive contribution to the character and appearance of the White City Opportunity Area. The scale and massing of the proposed development as defined by the outline parameters is also assessed as being appropriate. Specifically, the location of tall buildings adjacent to the Westway (A40) is supported by Core Strategy Strategic Policy WCOA. The tallest building (building F) is considered to fulfil an important townscape role and functions as a key urban marker signalling the gateway to London when travelling east along the Westway, the principal entrance to the site, as well as the proposed entrance to the east-west link. The building will also help provide an identity for the WCOA generally. Although the proposed development will be visible and will have an impact on views from within LBHF and the Royal Borough of Kensington and Chelsea, it is considered that the impact is not one of significant harm to conservation areas or local townscape and the proposed development would positively contribute to the skyline of this part of White City. The proposed development is therefore considered acceptable in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8 of the London Plan and policies BE1, WCOA and WCOA1 of the Core Strategy (2011) and policies EN2B, EN3 and EN8 of London Borough of Hammersmith and Fulham's Unitary Development Plan (2011).

Built Heritage: The proposed development would be visible from within LBHF and the Royal Borough of Kensington and Chelsea. The impact of the proposal on the historic significance, visual amenity, character and appearance of these areas, in particular White City; Oxford Gardens/St Quintin Conservation Area; Grade I listed

Kensal Green Park (Kensal Green Cemetery); and listed buildings in the area, is considered on balance acceptable. The proposed development is therefore considered to be acceptable and in accordance with policies 7.4, 7.7 and 7.8 of the London Plan (2011), policies EN2B and EN3 of the London Borough of Hammersmith and Fulham UDP, and policies BE1 and WCOA 1 of the Core Strategy (2011).

Residential Amenity: It is considered that the proposed development would not result in unacceptable adverse impacts upon the amenities of adjoining occupiers in terms of daylight/sunlight, over-shadowing, and privacy. Potential impacts in terms of air quality, light pollution, wind tunnelling, noise or TV/radio reception would be acceptable with regard to the various mitigation methods proposed which are secured by condition. In this regard, the development would respect the principles of good neighbourliness. The proposed development is therefore considered acceptable in accordance with policies 3.5, 3.6, 3.8, 7.3, 7.6, 7.7, 7.14 and 7.15 of the London Plan and policies EN8, EN10, EN20a, EN23, EN23B and HO6 and Standards S5A.1, S5A.2, S7.1, S7A, S13.1, S13.2 and S13.3 of the London Borough of Hammersmith and Fulham UDP (2011) and policies H3 and CC4 of the Core Strategy (2011).

Access: Subject to conditions, it is considered that the development would provide a safe and secure environment for all users. The development is therefore considered to be acceptable in accordance with Policy EN10 of the Unitary Development Plan (2011), Policy 4B.5 of the London Plan, and the Council's adopted Supplementary Planning Document 'Access for all'.

Quality of Residential Accommodation: The proposal is considered to provide an acceptable standard of accommodation for future occupiers of the residential accommodation (private and affordable) in respect of the living space, aspect and amenity. The assessment is that all units would benefit from acceptable levels of daylight/sunlight, outlook and privacy. The development is therefore considered to be acceptable in accordance with Policies 3.5 and 3.8 of the London Plan (2011), Policy H3 of the Core Strategy (2011), Policies EN10 and standard S13.2 of the Unitary Development Plan (2011).

Highways: It is considered that the overall traffic impact of the proposed development would be less than anticipated in the forecasts undertaken by Transport for London in relation to the Transport Study undertaken for the Draft White City Opportunity Area Planning Framework and as such, the traffic impact would be acceptable and in accordance with Unitary Development Plan Policy TN13. The level of car and cycle parking is assessed as being acceptable in accordance with the standards S18, S19 and S20 set by the Unitary Development Plan (2011). The site is accessible and well served by public transport, the proposed development would enhance pedestrian linkages to the north-south and east-west of the site to the benefit of the wider White City Opportunity Area. It is considered that any impacts arising from the development would be mitigated by conditions and s106 provision to contribute towards sustainable transport infrastructure measures within the White City Opportunity Area and prevent significant increase in on-street parking pressures in surrounding roads. A car park management, servicing, road safety and travel planning initiatives would be implemented in and around the site to mitigate against potential issues. The proposed development is therefore considered acceptable in accordance with

policies 6.1, 6.3, 6.9, 6.10, 6.11, 6.13, of the London Plan (2011) and policies TN4, TN5, TN6, TN8, TN13, TN15, TN21, TN28 and Standards S18, S19, S20, S21 and S23 of the London Borough of Hammersmith UDP (2011) and policy T1 of the Core Strategy (2011).

Sustainability: The proposed development has been designed to meet Level 4 of the Code for Sustainable Homes and a BREEAM rating of Very Good or Excellent subject to individual tenancy agreements. The proposed development will include a decentralised energy centre, which will provide the heating and hot water requirements to the whole development through Gas fired CHP units. Each building will also provide further renewable energy technologies (such as photovoltaic panels) to supplement the provision of gas fired CHP units as appropriate to their carbon reduction target and energy profile. This will result in a significant reduction of CO2 emissions beyond the Building Regulations 2010 compliant level. The proposed development is therefore considered acceptable in accordance with policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8, 5.9, 5.11, 5.12, 5.13, 5.14, 5.15, and 7.19 of the London Plan (2011) and policies EN28A, EN29 of the London Borough of Hammersmith UDP (2011) and policies CC1, CC2 and H3 of the Core Strategy (2011).

Flood Risk: The site is located in flood zone 1 (low risk). A Flood Risk Assessment (FRA) has been submitted which advises standard construction practices in order to ensure the risk of flooding at the site remains low. The development would therefore be acceptable in accordance with Policies 5.12 and 5.13 of the London Plan (2011).

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 19th December 2011
Drawing Nos: see above

Policy Documents: The London Plan 2011
Unitary Development Plan as amended 2007 and 2011
Core Strategy 2011

Consultation Comments:

Comments from:	Dated:
English Heritage London Region	28.05.12
Ministry Of Defence	15.03.12
Hammersmith And Fulham Disability Forum	03.05.12
Transport For London - Land Use Planning Team	29.02.12
English Heritage London Region	04.04.12
Royal Borough Of Kensington And Chelsea	05.04.12
Transport For London - Land Use Planning Team	29.02.12
English Heritage London Region	22.03.12
Greater London Authority - Planning Decisions Unit	16.03.12

Environment Agency - Planning Liaison	01.03.12
Thames Water - Development Control	24.02.12
London Fire And Emergency Planning Authority	23.02.12
Civil Aviation Authority - Directorate Of Airspace Policy	14.02.12
The Hammersmith Society	12.03.12
Hammersmith & Fulham Historic Buildings Group	25.03.12
Ministry Of Defence	20.02.12
Greater London Authority - Planning Decisions Unit	14.03.12

Neighbour Comments:

Letters from:	Dated:
5 Queensdale Road	24.06.12
15 Balliol Road London W10 6LX	21.05.12
95 Highlever Road London W10 6PW	03.07.12
95 Highlever Road London W10 6PW	30.05.12
91 Highlever Road London W10 6PW.	02.07.12
Fourth Floor, Thavies Inn House 3-4 Holborn Circus EC1N 2HA	05.07.12
Right Of Light Consultant Suite 6, Webster Court Rayleigh SS6	05.07.12
112 Dalgarno Gardens London W10 6AA	21.06.12
52A Eynham Road LONDON W12 0HA	09.07.12
Nag	16.03.12
98, Highlever Road	16.03.12
54 IFFLEY ROAD	16.03.12
11 Highlever Road	02.03.12
13 Balliol road	02.03.12
27 Norland Square London W11 4PU	04.03.12
107 Highlever Road London	06.02.12
13 Wallingford Avenue London W10 6QA	22.02.12
18 Highlever Road	06.03.12
17 Highlever Road	06.03.12
Nag	06.03.12
St Quintin's Estate	06.03.12
167 Oxford Gardens	06.03.12
27 Wallingford Avenue London	06.03.12
Glenroy Street	07.03.12
St Quintin Estate	07.03.12
41 Highlever Road	29.02.12
119 Highlever Road. London W10 6PW	03.03.12
21 Kingsbridge Road London	03.03.12
15 Stable Way	07.03.12
136 Highlever road	09.03.12
17 Highlever road	13.02.12
155 Oxford Gardens	16.02.12
8a Eynham Road London	02.02.12
16 Stable Way	07.03.12
Norland conservation Society c/o 31 St James's Gardens	04.02.12
175 Oxford Gardens	05.03.12
166 Oxford Gardens London	07.03.12
5 Stable Way	07.03.12
13 Stable Way	07.03.12
38 Kelfield Gardens	07.02.12

14 Highlever Road London	20.02.12
15 Pavilion Terrace, Wood Lane, London,	19.03.12
6 Shinfield Street London	16.02.12
51 Highlever Road	17.02.12
50A Eynham Road London W12 0HA	17.02.12
First Floor Flat, 11 Nascot Street	17.02.12
Ground Floor, 11 Nascot Street	17.02.12
23 Eynham road	12.02.12
15, Kelfield Gardens	23.02.12
2 Silver Road	05.03.12
15 Highlever Road	16.02.12
28 Stable Way	07.03.12
17 Stable Way	07.03.12
3 Stable Way	07.03.12
20 Stable Way	07.03.12
7 Stable Way	07.03.12
10 Stable Way	07.03.12
3 Pangbourne Avenue	07.03.12
26A Pavilion Terrace Wood Lane London	04.02.12
26 Avondale Park Gardens, London	09.03.12
St Helen's Vicarage St Helen's Gardens London	22.02.12
31 Pangbourne Avenue St Quintin Park Kensington W10 6DJ	06.03.12
NAG	06.04.12
NAG	13.04.12
143 Oxford Gardens North Kensington	16.02.12
2 4 Shinfield Street	17.02.12
13 Ltd 337 Latimer Road London W10 6RA	15.03.12
1 Stable Way	07.03.12
27 Wallingford Avenue	21.02.12
Nag	21.02.12
17 Cavell House 243 Wood Lane	22.02.12
46 Kelfield Gardens W10 6NB	08.03.12
126 Ladbroke Grove London	08.03.12
The Casting Collective Ltd Olympic House 317-321 Latimer Rd	21.02.12
9 Finstock Road London	23.02.12
33 Wallingford Avenue London W10 6PZ	24.02.12
6A Eynham Road London W12 0HA	15.02.12
NAG	01.03.12
33 Kelfield gardens, London	05.03.12
52a St Helens Gardens	06.03.12
Flat 47 130 Barlby Road London	06.03.12
17 Kingsbridge Rd	08.03.12
15 FINSTOCK ROAD	02.03.12
26 Finstock Road London	03.03.12
8 Finstock Road	03.03.12
4 Highlever Road	03.03.12
45 Richford Street London W6	03.03.12
6, Kelfield Gardens	02.03.12
15 Caithness Road	03.03.12
16 Balliol Road	04.03.12
9 Kensington Park Gardens	04.03.12
Shadow Minister For Justice House Of Commons, London	02.04.12

95 HIGHLEVER ROAD	04.03.12
25 HIGHLEVER ROAD LONDON	05.03.12
16 St James's Gardens London	05.03.12
25 HIGHLEVER ROAD LONDON	05.03.12
9 Queensdale Road Holland Park London	05.03.12
7Addison Place	05.03.12
5A Finstock Raod	06.03.12
53 Wallingford Avenue	06.03.12
Highlever Road	06.03.12
63 Highlever Road	06.03.12
26 Kelfield Gardens	06.03.12
Oxford Gardens	06.03.12
167 Oxford Gardens	06.03.12
Eynham Estate	07.03.12
Councillor, Norland Ward, RBKC	07.03.12
4A Eynham Road London W12 0HA	07.03.12
28 Highlever Road London W10 6PS	05.02.12
12 Stable Way	07.03.12
66 Highlever Road N.Kensington London	07.03.12
46 Highlever Road	08.03.12
6 Kelfield Gardens	08.03.12
Nag	21.03.12
12 Snarsgate St,	02.02.12
23 Eynham Road London W12 0HD	06.02.12
flat 17 Cavell house 243 wood lane	06.02.12
17a Eynham rd	07.02.12
10A Eynham Road W12 0HA	11.02.12
43 Pangbourne Avenue London	07.03.12
6 Kelfield Gardens	09.03.12
2A North Pole road	09.03.12
Flat 3, Cavell House 243 Wood Lane Shepherds Bush London	13.02.12
164 Oxford Gdns	15.02.12
160 Oxford Gardens W10	11.03.12
17 Ruston Mews	06.02.12
58 Pankhurst House Du Cane Road London W12 0UL	15.02.12
28 Pavilion Terrace Wood Lane W12 0HT	17.02.12
49 Eynham Road London	19.02.12
61 Wallingford Ave	21.02.12
25 Finstock Road	22.02.12
16 Shinfield Street London W12 0HN	15.02.12
57 Highlever Road	02.03.12
Flat 5 Evelyn Fox Court 2 Kingsbridge Road W10 6QF	26.03.12
21 Highlever Road, North Kensington, London	03.03.12
81 Highlever Rd London W10 6PW	03.03.12
15 Queensdale Road London	04.03.12
35 Pangbourne Avenue London	05.03.12
175 Oxford Gardens	05.03.12
4 Kelfield Gardens, London	25.02.12
29 Finstock Road	05.03.12
Ground Floor Flat 31 ST. Quintin Avenue London	01.03.12
26 Royal Crescent	05.03.12
15 Balliol Road London W10 6LX	28.02.12

22B Kelfield Gardens London W10 6BN	29.02.12
Flat 1 63 Bassett Road London W1 6JR	01.03.12
26 Kelfield Gardens North Kensington London W10 6NB	29.02.12
5A Finstock Road London W10 6LT	01.03.12
8 Wallingford Avenue London W10 6QB	01.03.12
15 Balliol Road London W10 6LX	01.03.12
St Helens Gardens	06.03.12
1A the Yard Stable Way London	06.03.12
9 Balliol Road London	06.03.12
471 Latymer road	06.03.12
20 Balliol Road London W10 6LX	01.03.12
85 Highlever road London	08.03.12
26A Pavilion Terrace Wood Lane London W12 0HT	24.02.12
12 Shinfield Street	06.03.12
3 St Ann's Villas London	06.03.12
23 Wallingford Avenue	07.03.12
Bush Hall 310 Uxbridge Road London	09.02.12
6 Nascot Street London W12 0HE	09.02.12
155 Oxford Gardens London W10 6NE	09.02.12
143 Oxford Gardens	09.02.12
20 Balliol Road	09.02.12
17 Stable Way	07.03.12
14 Stable Way	07.03.12
2 Stable Way	07.03.12
4 Stable Way	07.03.12
Flat 38, Pankhurst House DuCane Road, London W12 0uj	07.03.12
11 Stable Way	07.03.12
55 Wallingford Avenue London	07.03.12
Shinfield Street Shinfield Street London	19.03.12
Notting Barns Ward	19.03.12
27 Highlever Road	19.03.12
46 Kelfield Gardens	19.03.12
46 Kelfield Gardens	19.03.12
Kensington Society	04.04.12
124 lr. Baggot st. Dublin.2	14.02.12
32 Pankhurst House Du Cane Road London W12 0UJ	15.02.12
Olympic House, 317-321 Latimer Road	08.03.12
87 Elgin Crescent, London	08.03.12
7 Highlever Road	16.02.12
23a Eynham Road	16.02.12
Nag	12.03.12
10A Eynham Road London W12 0HA	12.03.12
Nag	12.03.12
Glenroy Street	13.03.12
49 Eynham Road	18.02.12
3 Kingsbridge Road,	20.02.12
51 Barlby Road	22.02.12
51 Wallingford Avenue London	23.02.12
14 Maurice Street London W12 7AD	02.02.12
69 Wallingford Ave	03.02.12
1A Stable Way London	24.02.12
Friends, Families, Travellers Comm. Base 113 Queens Rd, Brighton	29.02.12

3 St. Quintin Ave	24.02.12
Zero House (new build currently being build Nascot Street	27.02.12
74 Wallingford Avenue,	02.03.12
52a St Helens Gardens	06.03.12
97 Highlever Road	06.03.12
Eynham Road	07.03.12
149 Highlever rd	07.03.12
6 Stable Way	07.03.12
44 Addison Avenue	06.03.12
3 St. Quintin Ave	04.03.12
88 Highlever Road	05.03.12
31 Finstock Road LONDON W10 6LU	06.03.12
NAG	09.03.12
Nag	09.03.12
33 Ladbrooke Grove London	05.03.12
33 Kelfield gardens	05.03.12
Irish Traveller Movement in Britain 356 Holloway Road	08.03.12
55 Wallingford Avenue	07.03.12
4 Balliol Road London	27.02.12
47 St Quintin Avenue	30.01.12
181 Oxford Gardens	06.02.12
52A Eynham Road LONDON	08.03.12
29 Finstock Road	08.03.12
127c St. Mark's Road London	30.01.12
14 Finstock Road	05.02.12
32 Royal Crescent Mews London	05.02.12
29 Addison Place	23.02.12
63 Highlever Road London	09.02.12
8 Highlever Road London	22.02.12
6 Kelfield Gardens	14.03.12
55 Wallingford Avenue	14.03.12
17 Kingsbridge Rd	14.03.12
98 Highlever Road,	14.03.12
17 Kingsbridge Road	14.03.12
15 Kingsbridge Road	14.03.12
29 Wallingford Avenue	14.03.12
234b Latimer Road	22.02.12
337 Latimer Road	14.03.12
25 HIGHLEVER ROAD	29.02.12
Notting Barns Ward	10.04.12
St Helen's Residents Association	10.04.12
St Helens Residents Association	10.04.12
70 Wallingford Avenue	20.02.12
Pavilion Terrace, Wood Lane	14.02.12
147 Oxford Gardens	02.03.12
143 Oxford Gardens	02.03.12
95 Highlever Road London W10 6PW	02.03.12
Councillor, Norland Ward, RBKC	02.03.12
166 Oxford Gardens	06.03.12
162 Oxford Gardens	07.02.12
32 Kelfield Gardens	05.03.12
Balliol Road	06.03.12

8 Stable Way	07.03.12
9 Stable Way	07.03.12
Clobb Properties Ltd po Box 124 Kidlington, OXON	12.02.12
6 Browning House Wood Lane London W12 0DG	13.02.12

OFFICER REPORT

1.0 BACKGROUND

Site Description

1.1 The application site (the site) is the former BBC Woodlands site located on Wood Lane, just north of the elevated A40 (Westway) at the junction with Wood Lane and the slip roads to the Westway. The total area of the Woodlands site is approximately 3.21 hectares (7.54 acres). The Phase 1 development, for which planning permission was granted in November 2010, occupies approximately 0.94 hectares (2.32 acres). The current application site is comprised of the remaining 2.27 hectares (5.22 acres) of the Woodlands site.

1.2 Previously the site had been occupied by BBC Worldwide, the BBC's commercial subsidiary, which has since relocated to the Media Village. This comprised buildings of 2-4 commercial storeys which covered the vast majority of the site and provided approximately 28,000m² (GEA) of B1 employment floorspace with ancillary facilities including a sports centre, nursery, catering facilities and plant rooms, along with approximately 240 car parking spaces.

1.3 The entire site was acquired by Imperial College London (ICL) (the applicant) in September 2009 and the existing buildings (with the exception of one office building and the sports centre) were demolished in early 2011 to enable the construction of the Phase 1 development to commence (this is due for completion in Summer 2012, with first occupation timetabled for September 2012). With the exception of the Phase 1 development, a building for the construction workers of Phase 1 and the sports hall in the south eastern corner of the site (which has been retained for operational purposes during the course of the Phase 1 construction), the site is currently vacant.

1.4 Vehicular access to the site is currently provided via a single, established entrance on Wood Lane which previously served the BBC buildings. This entrance currently provides vehicular access to the site for construction and emergency vehicles.

1.5 The site benefits from proximity to good public transport links and enjoys a Public Transport Accessibility Level (PTAL) of between 4 to 5 (Good to Very Good). White City Station and Wood Lane Station, serving the Central Line and the Hammersmith and City and Circle Lines respectively, are within walking distance of the site. There are also several bus routes which serve Wood Lane, while Shepherds Bush Overground Station, although a bit further afield, provides additional public transport options.

1.6 The site is located within the White City Opportunity Area (WCOA) as designated in the London Plan (July 2011) and the Core Strategy (adopted October 2011). It is not located in a flood plain or within a Conservation Area, and there are no listed buildings or buildings of merit on the site.

The Surrounding Area

1.7 The area surrounding the site is comprised of a variety of land uses, densities, heights and building forms ranging from low rise residential terraces to the bulk of the large footprint commercial buildings occupied by the BBC.

1.8 To the north lies a pocket of low-rise, terraced residential properties along Shinfield Street, Eynham Road and adjoining streets which extend almost as far as North Pole Road. On the south side of North Pole Road sits The Pavilion Hotel public house, providing a buffer between North Pole Road and the residential properties to the south. On the opposite side of North Pole Road lies a small pocket of Wormwood Scrubs, which in turn provides a buffer between North Pole Road and St. Quintin View, a modern, 3-storey, linear development of flats located alongside the railway embankment further to the north. Located west of this is a collection of 3-4 storey school buildings belonging to Burlington Danes Academy, including the Grade II listed, 1930s art-deco style Burlington building. An expanse of playing fields sits directly to the south and west of the school buildings. Immediately north of the school sits Woodmans Mews, a mixture of 2-storey terraced houses alongside a 4-storey, linear block of flats built in a similar 1930s style as the listed school building, but lacking the same architectural quality. Further to the north and west of this begins the wider expanse of Wormwood Scrubs.

1.9 To the east, the site is immediately bounded by the railway embankment which provides approximately a 40m-wide buffer between the site and the 2-3 storey light industrial and office units which mark the start of the properties which are within the boundary of RBKC. The railway embankment running along, but not within, the eastern boundary of the site is also designated as a Nature Conservation Area in the LBHF Core Strategy. Further east, approximately 80m from the eastern boundary of the application site, begins the expanse of 2-3 storey terraced houses which extends to the north and east. The Oxford Gardens/St Quintin Conservation Area begins approximately 100m from the eastern boundary of the application site and covers a wide area north and east of the site. Whilst the over-riding character of this area is of low-rise, terraced housing, it is punctured on occasions by rows of semi-detached residential properties, mansion blocks, school buildings, community facilities and backland light industrial units.

1.10 To the south of the Oxford Gardens/St Quintin Conservation Area, still within RBKC, is the elevated section of the Westway including the roundabout which provides access to the West Cross Route to the south. Situated underneath the roundabout is the Westway Sports Centre and beyond this several tennis courts and other sports and leisure facilities. To the south-west of the roundabout sits a small pocket of industrial estate land, and to the south of this lies a gypsy/traveller site. South and east of the roundabout the area becomes more residential in character, with a mixture of principally 3-5 storey blocks of flats, with several tower blocks of flats in the area reaching 20-25 storeys high.

1.11 To the south the application site is immediately abutted by the elevated section of the Westway, and beyond that by large industrial units, warehouses, offices and a mixture of hard-standing and largely utilitarian buildings and structures associated with the historic industrial and employment function of the WCOA. This land is owned by Helical Bar/Aviva and along with the Marks and Spencer site further beyond and the site for the proposed extension to the Westfield Shopping Centre (recently granted outline

permission) further south again, will be subject to proposals for regenerating the area in the coming years. All of this area, along with BBC Television Centre and a pocket of residential properties on the Wood Lane Estate to the west, fall within the Wood Lane Conservation Area.

1.12 To the south-west of the application site, the BBC's Media Village occupies a large proportion of the surrounding area and provides 6-storey blocks of modern media, office and studio accommodation which accommodates the majority of the BBC's remaining activities in Shepherd's Bush. Beyond this to the south west lie the residential flats within the White City Estate.

1.13 To the west of the application site the area is again characterised by a mix of uses. Immediately west is Browning House, a small 3-4 storey block of flats, and Cavell House, a 4-storey building with commercial units on the ground floor and 3 floors of residential accommodation above. Further west are the predominantly 4-storey blocks of flats which front Du Cane Road and Pioneer Way. West of this is the Bentworth Triangle residential area, consisting of low-rise, 2-storey, terraced housing located within the Old Oak and Wormholt Conservation Area. To the north of this beyond the railway lines, and outside the Conservation Area, is Du Cane Road, with rows of flats and commercial premises on the north side of the road and further rows of flats on the south side. North and west of this lies the Hammersmith Hospital and Queen Charlotte and Chelsea Hospital complex, with HMP Wormwood Scrubs further to the west.

Planning History of Application Site

1.14 Until 2010, the planning history for the site largely consisted of permissions for minor proposals ranging from alterations and additions to the existing BBC buildings, to the erection of small, utilitarian buildings and structures associated with the operational needs and upkeep of the buildings. Applications for new buildings, extensions and temporary buildings to provide additional office floorspace and ancillary facilities have also been granted. As these applications were specific to the BBC's use of the site, and the buildings have now been demolished, none of the applications are particularly relevant to the consideration of the current planning application.

1.15 However, following the acquisition of the site by the applicant, an application for the following development was approved by the Council in November 2010:
'Redevelopment of part of Imperial College Campus Woodlands, which comprises the erection of postgraduate student accommodation buildings comprising 606 units, 9 x residential units (Class C3) and 120m² (GEA) of Class D1 floorspace plus ancillary facilities, access, parking, cycle storage, ancillary plant, landscaping and public realm.'
(Ref: 2010/02218/FUL).

1.16 The above approved development constitutes Phase 1 of the applicant's redevelopment proposals for the Woodlands site, now referred to as 'Imperial West'. Phase 1 is due for completion in summer 2012, with first occupation timetabled for September 2012.

Current Application

1.17 The current application has been submitted in hybrid form, whereby detailed permission is sought for some elements of the scheme and outline permission sought for the remaining elements. The applicants have advised that this approach has been

taken as it enables full planning permission to be secured for the masterplan and the buildings where there is certainty in respect of the operational requirements and detailed design, but leaving detailed appearance to be considered at the subsequent reserved matters stage for the buildings where this is not the case. Further reserved matters applications will therefore need to be submitted for the outline elements of the scheme and conditions will be attached to any permission requiring these to be submitted within a prescribed time period.

1.18 The site has been divided in 7 plots, referred to as Buildings A-G (with Building B being the approved Phase 1 development), arranged around a new public square. The scale of development proposed is summarised in the tables below:

Building	GEA (sqm)	GEA (sq ft)	Storeys	Height (m)	Height (m) (AOD)
A	5,900	63,507	5	24.5	34.0
C	23,077	248,378	9	41.5	50.0
D	22,528	242,469	12	50.5	60.0
E	14,500	156,064	13	47.8	57.3
F	20,297	218,457	35	110.9	121.7
G	6,500	69,960	7	32.47	41.97
Sub Total	92,802	998,835			

Total (including Phase 1) 114,351 sqm (GEA) 1,230.763 sqft (GEA)

1.19 An individual description of each element of the scheme is provided below:

Detailed Elements

1.20 Building C (biomedical research, health and teaching facilities)

Building C would be 9 storeys and is intended to be the applicant's prestigious and globally-renowned new education and research facility. The applicant's aims are to create an environment for innovation and medical advances in world health and well-being, maintaining a strong research and development profile while serving their increasing needs for education and service delivery. The building will be responsible for teaching a substantial part of the postgraduate and clinical curriculum to medical students with a significant research portfolio and research grants and contracts.

1.21 In addition to the above, it is also intended to provide a day nursery facility, a health centre/polyclinic and a restaurant, all of which would be publicly accessible.

1.22 Building D (business incubator space and offices)

Building D would be 12 storeys and is intended to provide a mixture of offices for lease on the open market and 'incubator' floorspace. This has been described as office space with a low rental profile which provides new businesses affiliated with ICL with a place to start and grow, but with enough space that allows for their sometimes rapid expansion. The applicant states that this will help prevent incubator companies relocating to areas with lower rents outside London, allowing them to continue their expansion locally. The open market offices provided alongside the incubator space are also seen as a vehicle to foster innovation and collaboration between established and newly emerging organisations. ICL's technology transfer company, Imperial Innovations Plc., would be responsible for the management of the incubator floorspace. This is a

not-for-profit body set up by the applicant which channels all revenue resulting from its activity back into `core academic activities. The applicant has confirmed that Imperial Innovations PLCs activities span the breadth of ICL's own areas of research.

1.23 Building F (Residential building with ground floor retail café/restaurant uses) Building F would be 35 storeys in height and will comprise 192 units, of which 59 (31%) would be provided as key worker units on an intermediate rent basis. Details of the key worker housing is set out in section 3 of this report. The height of building F is approximately 111-116m. The spire extends a further 25m above the height of the lift core. The height from ground level of the building including the spire would be 141m.

1.24 Public Square

The buildings would be arranged around a public square proposed in the centre of the site, which the applicant states would be larger than Soho Square or Parliament Square in Central London. This is intended to provide `relief' in an otherwise very urban environment, as well as an area for the relaxation and social interaction of future occupiers, employees and visitors to the development.

1.25 Underground car park - An underground car park beneath the development is proposed, which together with a limited amount of surface level car parking would provide a total of 239 car parking spaces for the development comprising 77 spaces for the residential units and 146 for the commercial uses on the site (the residual 16 spaces relating to the phase 1 development). The remaining spaces would be divided amongst the buildings in outline (buildings A, E and G).

Outline Elements

1.26 Building A (Executive Management offices for Imperial College) - Building A would be part 3 and part 5 storeys in height and approximately 5,900 sq m GEA in total. Along with building G, this will provide the core operational management for Imperial and will have main entrances onto both Wood Lane and the central square.

1.27 Building G (Executive Management offices for Imperial College) - Building G would be 7 storeys in height and approximately 6,500 sq m GEA. As outlined above, building G is intended (along with building A) to house the teams that provide the core operational management for Imperial. Both buildings will have main entrances onto both Wood Lane and the central square.

1.28 Building E (hotel with ancillary restaurant/bar/café, retail, gym and conference facilities) - Building E will comprise a high quality hotel with ancillary gym, restaurant, bar and retail uses), would be 13 storeys in height and contain 14,500 sq m GEA of hotel floor space (including ancillary facilities). The building is intended to be occupied by a high-quality hotel operator (i.e. 4 star or above), with ancillary retail / restaurant / bar and gym uses at ground floor level. It will include conference facilities and is expected to serve those working in buildings C or D, or those visiting these world renowned facilities from abroad.

1.29 The main entrance to the building will be from the public square at the centre of the site, but it will also have an aspect to the public square and activity fronting the proposed east / west link to RBKC and the land to the south. To ensure active frontages to the central square and east-west route to the south of the building, the hotel engages with its surroundings at ground floor level on all sides.

1.30 The plans and elevations submitted in support of the application define the scope and extent of buildings A, E and G (the outline buildings), and set out the overall scale of development in terms of maximum height and siting of buildings, floorspace, and uses.

1.31 It should be noted that the illustrative design set out within the Design and Access Statements submitted as part of the application, show one way in which the development could be brought forward within the parameters set. However, the form of the application, whilst allowing control over subsequent reserved matters, also allows for a degree of flexibility in the final design so that the scheme can evolve over time to take account of relevant factors including possible changes in the surrounding area and market conditions etc.

1.32 Whilst all other matters are reserved for buildings A, E and G, the following details have been provided in the plans and elevations for approval:

- Development plot extents (a minimum of 12m between buildings);
- Building line extents at ground and upper levels (i.e. Building E to adhere to the building line of building D);
- Minimum façade heights at buildings A and G (to achieve a reasonable minimum vertical scale and sense of enclosure and well as harmony of facade heights along streets);
- Uses along public realm frontages (to identify active frontages);
- Principal areas of public realm (to define minimum extent of public realm);
- Points of access to the buildings; and,
- Public, private, communal spaces treatment around buildings A, E and G (defining hard/soft landscape treatment to these areas).

1.33 If planning permission is granted, the plans and elevations will constitute formally approved drawings, which will guide the submission of future reserved matters applications. Hence, it will not be possible for future reserved matters applications for buildings A, E and G to permit development that falls outside of the parameters defined in this application. This means that the final building line could only move behind the line (i.e. into the site).

1.34 It should be noted that the distances between buildings have been tested to ensure that acceptable separation between buildings is maintained in order that acceptable levels of residential outlook, street widths and provision of adequate areas public realm are maintained.

1.35 A range of maximum building heights have been specified ranging from 16m Above Ordnance Datum (AOD) to 75.5m AOD. It should be noted that ground levels vary across the site, hence building heights are primarily illustrated as AOD.

1.36 To be read in conjunction with the plans and elevations for the development are a series of Design Guidelines set out in the Masterplan Design and Access Statement. These are intended to put into place controls to ensure that high quality architecture and design is delivered when the reserved matters applications are submitted, whilst providing sufficient flexibility for the applicant to allow architectural interpretation to take place. The controls proposed would ensure delivery of design based upon the vision of

the illustrative scheme, which is expressed within the Design and Access Statement and upon which the outline application parameters are based.

1.37 Despite planning permission being applied for in full, Design Guidelines have therefore been prepared for each of the building plots and set out a common set of architectural principles upon which all future reserved matters applications would be based. Design Guidelines have also been prepared in relation to the areas of public realm and the central square.

1.38 Each Design Guideline is split into 5 sections, each relating to a different design component, outlining the approach suggested for each plot. The Guideline in relation to Public Realm sets out principles for example, in relation to the interface with public realm, appropriate vegetation and possible character zones for each different area of the site.

1.39 The detail contained within the Design Guidelines has been the subject of extensive consultation with officers. The Design Guidelines will help officers secure a high quality design within each reserved matters application submitted for approval (for each plot).

1.40 Due to the scale, size and form of the proposal the application requires the submission of an accompanying Environmental Impact Assessment (EIA); including an Environmental Statement (ES). The ES is submitted in support of the application and comprises the following documents:

Part 1 Volume 1

1. Introduction
2. The Site
3. The Proposals
4. Planning Policy
5. Built Heritage
6. Archaeology
7. Transport
8. Noise & Vibration
9. Air Quality
10. Ground Conditions
11. Flood Risk
12. Daylight, Sunlight and Overshadowing
13. Wind
14. Socio-Economic Effects
15. Ecology / Biodiversity
16. Construction Management
17. Site Waste Management
18. TV / Radio Reception
19. Residual Effects, Interrelationships, Cumulative & Non Significant Effects

Part 1 Volume 2

Townscape & Visual Effects

Part 2 - Technical Appendices

Part 3 - Non-Technical Summary

2.0 PUBLICITY AND CONSULTATIONS

Pre-application consultation

2.1 The Planning Statement submitted with the application states that the applicant has been consulting with both LBHF and RBKC, the local community and other stakeholders since before the submission of the Phase 1 application. This is relevant because, as set out in Section 1, the Phase 1 application submission included an illustrative masterplan showing how the site could be developed in future phases to provide a comprehensive development.

2.2 In addition, prior to the submission of the Phase 1 application, Imperial College undertook extensive pre-application consultation on the overall masterplan for the site, which included a number of meetings with GLA, TfL, LBHF and RBKC officers, other statutory consultees such as CABE (now the Design Council) and English Heritage. The masterplan was also the subject of a public exhibition with local stakeholders.

2.3 A Statement of Community Involvement (SCI) has also been submitted with the application which details the public consultation undertaken by Imperial College prior to submission of this Phase 2 application. This includes the following:

- A newsletter providing details of the proposals and the dates of the public exhibition together with a freepost card and email address for comments was posted to 4,000 households in the area.
- A press release about the proposed development was issued to the local media and posted on the Imperial website.
- Four public exhibitions held on 4th-8th October 2011 at different locations within the vicinity of the site (RBKC and LBHF).
- A public presentation of the proposals held on 8th October 2011 at St Helen's Church Hall, St Helen's Gardens (RBKC).
- Meetings with St. Helen's Residents' Association held on 21st July and 20th September 2011 (RBKC).
- Meetings with Eynham Area Residents' Association on 26th May, 20th and 28th September 2011 (LBHF).
- Two exhibitions for Imperial staff and students on 11th October at Hammersmith Hospital, and 12th October at the South Kensington campus.
- Details of the scheme were also posted on the Imperial College web site.

2.4 The SCI advises that 121 written comments have been received in total to date (26 from LBHF residents and 95 from RBKC residents and businesses), and that there was a large turnout at the exhibition.

2.5 The SCI states that the majority of people supported the proposed uses and are pleased that Imperial has decided to establish itself in White City. They also acknowledge the benefits of job creation, investment, and up skilling that the proposals will deliver to residents in both boroughs.

2.6 However, the SCI states that concerns were raised by LBHF residents and businesses as to the proposed height of building F, increases to traffic levels and demand for local car parking spaces.

2.7 The concerns of residents living in RBKC were apparently similar, although greater concern was raised about the visibility of building F from the St Helen's Conservation Area, the potential impact of this building on levels of daylight and sunlight, and the impact of buildings D and F on the Conservation Area.

2.8 Following the exhibition, the SCI states that the applicant revised the scheme to reduce the height of building D, and re-orientated building F to help lessen its visibility in certain views.

Consultation with Statutory Bodies

2.9 In addition to the engagement with residents, the SCI states that a total of 46 pre-applications meetings have taken place with various statutory bodies since before August 2010 (i.e. before the submission of the phase 1 development). These bodies are listed below:

- LBHF planning, design, access, highways and energy officers
- LBHF Design Panel
- RBKC planning and design officers
- RBKC Architectural Advisory Panel
- GLA planning, design, access and energy officers
- English Heritage conservation and design officers
- Transport for London (TfL) officers
- Design Council (formerly CABE)
- White City landowners
- Metropolitan Police
- Network Rail (adjoining landowner)
- Westway Trust (adjoining landowner)

Planning Application Consultations

2.10 The application was advertised by way of site notices (dated 26.01.12, posted 27.01.12) and a press notice (published 27.01.12). Further information was received in respect of the Environmental Statement, following which a further press notice was published (published 04.05.12) and further site notices posted. Following the submission of some amended drawings, further site notices were posted. The application has been advertised as being:

- A Major Development;
- An Application Accompanied by an Environmental Impact Assessment;

2.11 Due to the proximity of the proposals of the boundary of the Royal Borough of Kensington and Chelsea (RBKC), responses were received from neighbours from both LBHF and RBKC. The comments received have also been collated to reflect the concerns by the residents of each borough, with the numbers in the right hand column indicating how many residents raised that particular concern.

London Borough of Hammersmith and Fulham:

2.12 2455 letters were distributed, 39 responses were received including 36 objections, 2 responses in support and 1 response confirming no objection to the scheme:

Comments:	Number of responses
Objections –	
Development will lead to traffic congestion, traffic problems, parking problems and increased pressure on public transport	21
Tower is of an inappropriate scale and design for the surrounding area and out of keeping with the scale and character of local buildings	16
Development as whole would lead to a loss of light/daylight/sunlight to neighbouring properties	13
Residents were misled about the size, height and composition of the proposed development and were not given proper consideration or consultation	10
Tower will create a precedent for further tall buildings in the surrounding area	9
Tower as whole would lead to a loss of light/daylight/sunlight to neighbouring properties	6
Impact on local infrastructure such as schools, day nurseries, GP surgeries and hospitals	5
Tower will overshadow neighbouring properties	4
Tower will be visually overbearing, obtrusive and obstructive	4
Increased noise from additional traffic and people in the area	4
Concerns regarding the potential impacts from artificial light/light pollution at night	4
Tower will lead to a loss of privacy to nearby properties	3
Tower will overlook neighbouring properties	3
Development as a whole will overshadow neighbouring properties	3
Development as whole would lead to a loss of outlook	3
Development as a whole will overlook neighbouring properties	3
Disappointment that the link under the railway lines has not been included in the proposals	3
Junctions need to be improved in the local area	3
Development as a whole would have a negative impact on the skyline	3
Development will cause wind tunnelling	2
Development as whole would lead to a loss of privacy to neighbouring properties	2
Increase in pollution in the local area	2
Tower will lead to a loss of outlook	1
Tower will lead to a loss of TV and mobile phone reception	1
Development as a whole would lead to a loss of TV reception	1
Consideration should be given to the improvement of local pedestrian crossings	1
There is no mention of affordable housing in the proposals	1
Cannot see what benefits the proposals will bring to the local area	1
Only a very few private cars should be allowed within the development to avoid congestion in local streets	1

Improvements should be made to local crossings to cope with additional pedestrians and cyclists	1
Object to any loss of trees, grassland or scrubland	1
Jobs will be lost and local businesses will be forced out	1
No need for more shops	1
Inappropriate location for a park	1
Tower will spoil the surrounding conservation area	1
No need for restaurants	1
No need for a hotel	1
East-west link under the railway should be open to cyclists	1
Car club should be available to local residents	1
Concerns regarding the materials to be used in the window frames of the building – should be a light colour	1
Concerns regarding the inclusion of a sophisticated and efficient means of disposing of rubbish	1
Needs to be secure, indoor cycle-parking for residents	1
Concerns regarding the cumulative impact of additional people from this development and those in the surrounding area	1
Support –	
No objections at all to the proposals	1
Full support – development will be of considerable advantage to the local area that is in need of regeneration	1
Underpass link to RBKC should be secured via s.106 agreement	1
Pleased by the provision of Zipcar Club and electric charging points for vehicles	1
Can see the benefits in providing educational facilities and student accommodation	1
Traditional benches should be used in the green space	1
Should be environmentally-friendly planting in the green space	1
East-west link under the railway should be open to cyclists	1
Car club should be available to local residents	1

Royal Borough of Kensington and Chelsea:

2.13 1750 consultation letters were distributed, 168 responses received including 160 objections and 8 responses in support of the proposals:

Comments	Number of responses
Objections –	
Development will lead to traffic congestion, traffic problems, parking problems and increased pressure on public transport	79
Development is of an inappropriate height, plot ratio, density, massing, scale and design for the surrounding area and out of keeping with neighbouring buildings	76
Development will lead to a loss of light/daylight/sunlight	38
Tower is of an inappropriate height, scale and design for the surrounding area and out of keeping with local buildings	36

Development will have an unacceptable impact on the neighbouring conservation area in RBKC	34
Development will overshadow neighbouring properties	31
Development will increase pressure local infrastructure such as day nurseries, utilities and sewerage system, and sports and leisure facilities	27
Concerns regarding the potential impacts from artificial light/light pollution at night	24
Development will dominate and have a detrimental impact on the skyline	18
Tower will lead to a loss of light/daylight/sunlight	17
Tower will lead to a loss of privacy to neighbouring properties	15
Tower will overshadow neighbouring properties and the surrounding area	14
Tower will overlook neighbouring properties	13
Tower will create a precedent for further tall buildings in the surrounding area	12
Noise from additional traffic and people in the area	9
Tower will lead to an unacceptable impact on the neighbouring conservation area in RBKC	8
Application is premature as it has been submitted in advance of the Stage 2 consultation of the White City OAPF	8
Development will do nothing for the affordable housing needs of local residents	8
Increase in pollution in the area	8
Development will lead to a loss of outlook and views	7
Development will overlook neighbouring properties	6
Tower will have a detrimental impact on the skyline	5
Travellers were not properly consulted	5
Travellers' site will be pressurised and hemmed in	5
Generally there will be a negative impact on the health and well-being of local residents	5
Residents were not properly consulted by the developers	5
Development is contrary to the 2004 White City Opportunity Area Framework	5
Impact from years of building work with dust and pollution	4
Low-rise building would be more appropriate and just as effective in providing housing	4
Planning documents are misleading	4
Development will lead to a loss of privacy to neighbouring properties	3
Development as a whole would lead to a loss of TV/satellite reception	3
Impact on travellers' site has been ignored	3
Proposed height of buildings does not affect residents of Hammersmith and Fulham, only residents of Kensington and Chelsea	3
Photographic images submitted to support the application are misleading	3
Proposed green space is unlikely to be used as a public space	3

Noise from the Westway will increase due to the new buildings being proposed along it	3
Development will damage the environment	3
Concerns regarding access to surrounding sites by emergency vehicles impeded by increased traffic	2
Disappointed that no social housing will be provided	2
Concerns regarding the cumulative impact from this and other developments	2
Development will cause wind-tunnelling	2
Development will have a negative impact on the local ecosystem	2
Proposed underpass is unwanted and would be unsafe	1
Development will not create many local jobs	1
Development would lead to a loss of internet connection	1
Site would be better used as a traveller site and for affordable homes	1
Proposed green space will create a poor-quality environment	1
Proposed green space will not offset impact of development	1
Convenience store will not enhance local life or create many jobs	1
There will be no benefits at all to the local community	1
Community needs a major upgrade of sporting, leisure arts and accessible community facilities	1
There will be few jobs created for the local community	1
Development provides no educational opportunities for local people	1
Development provides no sports or social facilities for students	1
Support –	
High quality development which provide much-needed, investment, improvement and revitalisation to the area of London	7
Would like to see a pedestrian tunnel under the railway lines - would increase the accessibility of the area and benefit local businesses	7
Development will give the area an identity	1
Development will set a high standard for future development	1
A major university would be an optimum neighbour	1
Would like to see the inclusion of more student accommodation which will increase demand for cafes, bars, restaurants and other amenities and shops which will help regenerate the area	1
The more densely-populated the area becomes the better it will be for the neighbourhood	1
Tower should be redesigned to end in a point	1
Tower would benefit from being an extra 10 stories high	1
Tower would benefit from more articulation to the side facades	1

2.14 The following responses have been received from amenities groups within LBHF:

2.15 The Hammersmith Society

The principal objections are as follows:

- Height unacceptable and inappropriate to the location and surrounding area. Contravenes local, London Plan and national policy guidance;

- Application pre-empts the adoption of the draft WCOAPF;
- Lack of affordable housing;
- Support objections submitted by St Helen's Residents' Association and Woodlands Area Residents;
- Adverse impact on views;
- Concerned by the use of a hybrid application for a major site;
- Concerned about Impact on surrounding heritage assets and Conservation areas;
- Scheme makes no effort to relate to its local context;
- Application pre-empts the WCOAPF it is premature for the draft to be used as adopted policy;
- Application shows no evidence of exceptional design quality;
- Insufficient affordable housing;
- Doesn't provide greater pedestrian connectivity;
- In terms of new healthcare services and early years education nursery for use by local residents the claimed community benefit has decreased from the apparent nature of the original offer;
- The present offer of open space should be regarded as a minimum;
- Concerns about increased congestion;
- Concern that planning conditions will be needed so surface water runoff does not outstrip the capacity of the local system to handle it.

2.16 Woodlands Area Residents Association

Woodlands Area Residents, on behalf of the communities of the North Kensington area in both LBHF and RBKC, strongly object to and oppose the current proposals. The principal objections are as follows:

- Height and massing is inappropriate and unsympathetic to the surrounding low rise residential area. Contravenes local, London Plan and national policy guidance including the 2004 White City OAPF;
- Will have a detrimental impact on the character and setting of the neighbouring conservation areas;
- 35-storey tower is inappropriate and will have an irreversible detrimental effect on the visual amenity;
- Cause issues of overlooking, overshadowing, microclimate effects and radio communication Interference;
- Hybrid nature of application makes it is impossible to judge the merits of the buildings and application;
- Excessive density, increased congestion and parking problems – exacerbated by cumulative impact of adjoining future developments. Resulting in safety problems for pedestrians and cyclists;
- Application pre-empts the adoption of the draft WCOAPF, the 2004 White City OAPF should be used to assess the application instead;
- Support objections raised by other residents groups and residents;
- Council made minimal effort to consult local residents;
- Concerned about Impact on surrounding Conservation areas;
- Area to north of A40 Westway is inappropriate for tall buildings;
- Concern heights will create unwelcome precedent;
- Details of the 35-storey building show an 18m mast at the top, yet this is not referenced by height or the total height of the tower;

- Overshadows local homes and open space, significant loss of outlook, some cases there's a 50% reduction in sunlight in the winter;
- Reflected light from extensive glazing used will create visual nuisance;
- Increased light pollution from the proposed buildings at night;
- Loss of views and visual amenity;
- Result in overlooking and loss of privacy;
- Impact on microclimate;
- Potential acoustic effects of the buildings regarding road noise from the A40 and railway. Proposed buildings may reflect and focus noise;
- Insufficient public open space provided;
- View analysis submitted is not comprehensive enough within LBHF;
- Submitted visualisations are disingenuous and inaccurate, minimising perceived visual impact;
- Negative impact on television and satellite reception;
- Inadequate car parking proposed;
- Tall tower offers no response to its surroundings;
- The office, hotel and apartment buildings are not commercially necessary for the construction of academic buildings and student residences;
- Insufficient affordable housing;
- Cumulative impact of development on Woodlands site, along with land to south to Westfield, will have a significant impact on the area in terms of water supply, drainage and sewerage;
- Development fails to integrate with the local community;
- Application being fast tracked with insufficient consideration and consultation given.

2.17 Hammersmith and Fulham Historic Buildings Group

The principal objections are as follows:

- Support objections of the Hammersmith Society and Woodlands Area Residents' Association;
- Welcome use of brownfield site but has gone beyond the College's educational remit, contributing to very dense development;
- Adverse impact on the Borough's designated and non-designated heritage assets including those that are listed;
- Damage to the views in and out of the surrounding conservation areas along with their settings.

2.18 Andy Slaughter, MP – Labour MP for Hammersmith has also objected to the proposed development and has provided the following comments:

- Massive overdevelopment of the site, in an area already heavily developed. Cumulative impact of developments nearby should be considered;
- Supports RBKC and LBHF residents and groups objecting;
- Height of much of the proposed development is unacceptable and out of keeping with the low scale surrounds and Conservation Areas;
- If approved it will set a precedent for other high rise developments;
- Excessive density of uses proposed;
- Increase in traffic congestion and parking problems;

- Disregard for the strategic planning needs of the whole White City/Shepherds Bush Area;
- Application pre-empts the adoption of the draft WCOAPF, this document should not be used in this assessment;
- Cumulative impact of existing, proposed and future developments on White City Area has not been considered or co-ordinated.

2.19 The following responses have been received from amenities groups within RBKC:

2.20 St. Helen's Residents' Association

The principal objections are as follows:

- Height and massing inappropriate and unsympathetic to surrounding low rise residential area. Contravenes local, London Plan and national policy guidance including the 2004 White City OAPF;
- Will have a detrimental impact on the character and setting of the neighbouring conservation areas;
- 35-storey tower is inappropriate and will have an irreversible detrimental effect on the visual amenity;
- Poor quality public realm and open space with poor access to sunlight;
- Submitted visualisations are disingenuous and inaccurate;
- Loss of views and visual amenity;
- Application takes no account of objections submitted by RBKC, residents and amenity groups on the draft White City OAPF;
- May result in unacceptable impacts on existing neighbouring communities, such as overshadowing and wind turbulence;
- The applicant ignores planning policies;
- Application pre-empts the adoption of the draft WCOAPF setting a dangerous precedent. The 2004 White City OAPF should be used to assess the application instead;
- Proposal does not respect the local street pattern, local landmarks and skyline;
- Negative impact on views from and to open spaces, riverside, waterways, Conservation Areas, heritage assets and other locally important views and prospects;
- Inadequately supported by transport infrastructure;
- Not of the highest architectural quality with an appropriate scale, form and silhouette;
- Inappropriate materials have negative impact on adjoining Conservation Areas;
- The tall building restrictions in the 2004 White City OAPF should be kept in the draft WCOAPF. The application should take account of this potential eventuality;
- Densities are excessive and inappropriate for a site bordering on low rise housing and a conservation area. Residential densities are contrary to London Plan guidance;
- Submitted visualisations are disingenuous and inaccurate, minimising perceived visual impact;
- Overshadowing onto surrounding properties;
- Inadequate provision of affordable housing, if key worker housing is accepted then it needs to be fixed and adequately defined;
- Query the result of the 'affordable housing viability study' assessment and its confidentiality given that Imperial College is a public body;

- Development's financial viability is not at risk if the density is reduced;
- No significant community benefits;
- Increase in traffic congestion and car parking pressure;
- Do not accept the proposed trip generation figures given for Wood Lane in the applicant's Transport Assessment;
- Cumulative impact of development proposals in the area will outstrip the capacity of Thames Water to handle surface water disposal, and water supply;
- Cumulative impact of proposed developments along Wood Lane and the surrounding area in White City is not adequately assessed;
- No problem with the academic or administrative uses for the site as proposed, nor with proposals for Buildings A and G. Though believe the college is able to fund from its own resources most proposed uses.
- Will the nursery will be publically accessible?
- There are no firm plans with NHS for health centre or polyclinic
- Proposed East-West link does not form part of this planning application
- Plot ratio figure of 3.6:1 appears to be incorrect. The association calculate it to be 4.1:1
- Questions uses for Buildings A and G
- The process to date for the 2011 draft WCOAPF is legally flawed
- A Strategic Environmental Assessment should be carried out for the emerging WCOAPF;
- Members should only take into account adopted policy, and the Core Strategy does not provide the justification for the Imperial West proposals;
- Proposed 35 storey tower will not be '*an exceptional structure that would be unique on the skyline within this part of London*'
- The WCOA transport study and PAC report has failed to look at junction of Wood Lane/North Pole Road, which experiences long delays.

2.21 The St. Helen's Residents' Association also commissioned it's own independent analysis of the daylight/sunlight study undertaken by the applicant. Shirley Ellis of 'Right of Light Consulting' provided the following comments:

- Proposal will leave many properties with insufficient sunlight which is a major cause for concern with residents;
- Concerns that the analysis relating to Browning House, Covells House and 14 Shinfield Road, which currently indicate passes for sunlight, daylight and ADF, may be inaccurate;
- Investigations conclude that the proposed development breaches the BRE preliminary tests, which could lead to poor levels of daylight and sunlight to additional properties which have not been part of the developer's original assessment. We have identified these additional properties as:
 - 227 Pioneer Way;
 - DuCane Close (& Wood Lane Shops);
 - 28 Wood Lane;
 - 2-26 Shinfield Street;
 - 66 Eynham Road;
 - Latimer Arms;
 - Latimer Flats, (neighbouring Latimer Arms) Soane House;
 - Olympic House;
 - Ivebury Court;
 - Latimer Court;

- 337 Latimer Road;
- 341b Latimer Road.
- We are currently receiving emails and calls from neighbouring residents who wish for us to support their objections against the proposed development. Whilst I would anticipate this could continue for a few more weeks I can, at the time of writing, confirm that the immediate neighbouring properties below wish to raise a formal objection to the proposed planning application:
 - 314b Latimer Road;
 - 314 Latimer Road;
 - 204 Latimer Road;
 - 14 Shinfield;
 - 16 Shinfield Street;
 - 337 Latimer Road;
 - 8 Wood Lane.
- Following these breaches, we would request that the further daylight and sunlight tests are run and the analysis forwarded to ourselves before any decision to grant planning permission is made;
- The impact of the proposed development extends past the perimeter of properties that are covered by the scope of the BRE guidelines. The overshadowing analysis indicates the extent of the impact stretching out to roads as far as St Helen's Gardens, with serious concerns being raised by residents over the impact at the Southern end of Highlever Road, Latimer Road and Oxford Gardens. As a result of their concerns, the following properties wish to be included within this letter of objection:
 - 11 Nascot Street;
 - 27 Highlever Road;
 - 28 Highlever Road;
 - 35 Highlever Road;
 - 11 Highlever Road;
 - 31 Highlever Road;
 - 31 Highlever Road;
 - 13 Highlever Road;
 - 18 Highlever Road;
 - 63 Highlever Road;
 - 15 Balliol Road;
 - 181 Oxford Gardens;
 - 166 Oxford Gardens;
 - 14 Finstock Road;
 - 53 Wallingford Avenue;
 - 55 Wallingford Avenue;
 - 33 Kelfield Gardens.

2.22 Webster Dixon Solicitors, acting on behalf of the St. Helen's Residents Association provided the following comments, summarised as follows:

- Too much weight applied to emerging draft WCOAPF - The draft WCOAPF is procedurally flawed as it should be an AAP, not an SPD, in light of recent Judicial Review decision on Shepherd's Bush Market SPD.
- Prematurity – the planning application must be premature as the emerging policy is unlawful.

2.23 Stable Way Residents Association

The principal objections are as follows:

- Poor community consultation;
- Support St.Helen's Resident Association's objections;
- Scale, massing, and heights of the development are inappropriate to the site, given its close proximity to a low rise Conservation Area;
- The proposals are in conflict with the London Plan and in particular policies 7.4, 7.5 and 7.7
- No evidence of any public support for the proposed towers;
- Tall buildings will set a precedent for others, ruining the views of this part of London;
- Negative impact on the surrounding historic environment and heritage assets;
- Cumulative impact of White City developments not been adequately assessed;
- Increase in traffic and public transport congestion and pressure;
- Cumulative impact of development proposals in the area will outstrip the capacity of Thames Water to handle surface water disposal, and water supply;
- The application should be halted until a proper strategic plan for the White City area is consulted on and finalised;
- The buildings proposed for use by Imperial College will make up only 60% of the final development;
- Tower will contribute little to the area's housing needs. Such apartments will be sold to offshore buyers and stand vacant.

2.24 Irish Traveller Movement in Britain (ITMB)

The principal objections are as follows:

- Cause issues of overlooking/loss of privacy;
- Proposal does not take account the needs of Travellers;
- The application should be halted until a proper strategic plan for the White City area is consulted on and finalised.

2.25 The Kensington Society

The principal objections are as follows:

- Supports the objections of RBKC, St Helens Residents' Association, the Woodlands Area Residents;
- Height, scale and massing of the buildings are out of scale with area, have an adverse impact on the surrounding conservation areas, are not related to any town centre;
- 35 storey building in this location is totally inappropriate;
- The draft OAPF needs to be amended to reduce the height that is acceptable in this location;
- Excessive density contrary to density range in the London Plan;
- The proposals are gratuitous;
- The character of the development is very "central" in character when it is in fact inner suburban in nature.

2.26 The Norland Conservation Society

The principal objections are as follows:

- Concerned with density.
- Welcome the regeneration in the 'White City Opportunity Area', however object to the scale, height, lack of a coherent infrastructure;
- 35 storey building is entirely inappropriate for West London. Would set an unwelcome precedent, is ill suited to this site and ignores residents who would have to live in its oppressive shadow;
- Lack of adequate infrastructure, should take account of cumulative impact of future developments in the area;
- Increase pressure on roads and public transport, Shepherds Bush Tube is at full capacity. Traffic Assessment doesn't offer viable alternative to traffic from surrounding arterial roads;
- Sewage infrastructure can't cope with more development, the developer's are assuming the upgraded Counters Creek will be in place;
- Application pre-empts the adoption of the draft WCOAPF setting a dangerous precedent.
- The development fails utterly in integrating with the immediate and wider area in scale and empathy;
- Negative impact on adjacent Conservation Area;
- Negative impact on the surrounding residential area including views, noise /disturbance and light pollution;
- Contravenes local, London Plan and national policy guidance;
- Environmental impact has not been adequately assessed;
- Create a precedent for tall buildings and clusters of them.

2.27 The Ladbroke Association

The principal objections are as follows:

- Increase in traffic and demand for local facilities;
- Height, massing and quality of the development will have an adverse effect on the surrounding Conservation Areas.

2.28 Direct comments have been received from RBKC Ward Councillors. Councillors Robert Atkinson, Judith Blakeman and Todd Foreman – Notting Barns Ward. They have received correspondence from local residents objecting to proposal, the principle objections are as follows:

- Height of the towers, both of which will loom over the area, cast significant shadow over residents' homes for most of the day, lead to a sense of enclosure, negative impact on adjoining Conservation Areas and oppression and cause extensive light pollution after dark;
- Scale, associated massing and height of the towers are all entirely inappropriate – and not allowed for in the draft WCOAPF;
- Proposed tower is of no apparent architectural merit;
- Clear and open skyline to the west would be permanently damaged by the resulting enclosure of the towers;
- No public demand for two "landmark towers" in this part of London;
- Towers will set a precedent and ruin views from this part of London;
- Cumulative impact of both developments on traffic congestion and highway safety in the surrounding area;
- Additional pressures placed on public transport;

- Ad hoc and incremental development across the whole White City area; a proper strategic plan is required first subjected to comprehensive public consultation;
- Consultation with residents of North Kensington has been inadequate;
- Inadequate social rent and affordable housing;
- Contravenes local, London Plan and national policy guidance;
- Severely damaging impact on the views in and out of the Oxford Gardens Conservation Area;
- Tower of 35 storeys is much higher than was mooted in the highly contested proposals for tall buildings in the draft WCOAPF;
- 32 storey tower proposed will exacerbate development's impact;
- Application pre-empts the adoption of the draft WCOAPF

2.29 Councillor David Lindsay – Norland Ward:

- Objection. The cumulative impact of future developments in White City on transport, sewage and surface water capacity, public transport and social services will be felt by residents, as well as the effects on the skyline. Concern at the proposed density, scale and height.

2.30 External Consultations

2.31 GLA –

The stage 1 consultation response stated the development is generally acceptable in strategic planning terms and provided the following comments:

- Supportive of the principle of development and the mix of the proposed uses on the site;
- Noted that the social rented housing provision did not fully comply with the London Plan, but stated that this was mitigated given the level of student accommodation;
- Generally supportive of the overall design and layout of the masterplan;
- Generally supportive of the height, scale and orientation of the buildings and agreed that the heights should generally increase away from nearby conservation areas;
- Noted a number of transport improvements are required in conjunction with the development as set out in the OAPF DIF study;
- A construction logistics plan and a delivery and servicing plan was requested and this has been secured by way of condition;
- Additional information was requested with regards to the energy strategy. Given the hybrid nature of the application a condition has been added to ensure the proposals are compliant with London Plan Policies.

2.32 Transport for London (TfL) –

In summary TfL supports the principle of the proposed development. However, further discussions as well as a number of conditions and financial contributions are required in order to mitigate any negative impacts. TfL provided the following comments:

- Considered the level of car parking excessive for an area which has a good level of accessibility;
- Welcomes the inclusion of electricity charging points for vehicles and suggests that this be secured by way of condition;
- Welcomes the assurance that residents of the residential tower will not be permitted to apply for off-street parking permits and suggests this is secured by way of condition;

- Queried the LINSIG modelling used for local junctions. A financial contribution for further modelling work has been agreed and will be secured by way of the S106;
- Welcomes the improvements to pedestrian access identified in the PERS study and recommends that the developer installs a Legible London way finding scheme. This has been secured by way of condition;
- Welcomed the introduction of new pedestrian and vehicular links;
- Welcomed the provision of safe and secure cycle parking, the commitment to link the development to Cycle Superhighway 10 and the commitment to making passive provision to the Mayor's Cycle Hire scheme;
- Requests an additional contribution towards bus capacity and bus-stop improvements in the DIF study and a review of nearby bus stops for compliance with TfL accessibility standards;
- Expects any impact on additional rail and underground trips will be mitigated through contributions as part of the DIF;
- Welcomes the provision of set down and pick up facilities for taxis and private hire vehicles. The proposal for a specific taxi rank near to the proposed hotel building is supported and TfL request that details be secured by way of a planning condition for approval in consultation with TfL Public Carriage Office;
- Welcomes the submission of a draft Travel Plan for workplace and for the residential element of the development. Both travel plans have passed the necessary ATTrBuTE assessment;
- Considers the Draft Delivery and Servicing Plan (DSP) submitted to be acceptable and recommends that the final DSP be secured by way of planning condition;
- Requires the provision of a framework Construction Logistics Plan (CLP) which seeks to minimise highway and traffic impact on the highway network during the course of the construction. This has been secured by way of condition.

2.33 Royal Borough of Kensington and Chelsea (RBKC)

The principal objections are as follows:

- Contravenes local, London Plan and national policy guidance;
- The height, bulk and design of Buildings C, D and F would harm views from within and the setting of the Oxford Gardens/St Quintin, Ladbroke and Kensal Green Cemetery Conservation Areas together with the setting of the registered park at Kensal Green Cemetery;
- Absence of adequate pedestrian links (east-west under west London line) to the surroundings means the proposal wouldn't successfully integrate and connect with its surroundings;
- Absence of assessment of the cumulative impact of developments within the WCOAPF the potential impact on traffic congestion and public transport in RBKC cannot be accurately assessed.
- Lack of information regarding mitigation measures for potential impact on social infrastructure (particularly with regard to health and education facilities) within RBKC;
- Absence of detailed information regarding potential impact of proposal on the air quality in RBKC;
- Not persuaded the child yield figure is realistic, concerned that the impact upon facilities within RBKC might be greater than expected if child yield has been underestimated;

- No analysis has been undertaken of the impact of the construction noise on residential properties located on the west side of Latimer Road.

2.34 The scheme was also presented to RBKC's Architects' Appraisal Panel, which made the following comments:

- Welcome the use of the former industrial site for university-led activities;
- Believe the proposal is more a consequence of a commercial masterplan;
- No attempt at place-making or promoting a built form that felt like part of university campus;
- Does not take advantage of the university's educational and research programme for public health.

2.35 English Heritage (Design and Conservation) –

- Concerns primarily relate to the combined effect of the 35-storey residential tower, the 6-12 storey business incubator/office building and the 6-10 storey School of Public Health on the setting of Kensal Green Cemetery which is a Grade I Registered heritage asset;
- Concerns also relate to the impact on the mainly low-rise scale of the surrounding townscape which includes 5 conservation areas.

2.36 English Heritage (Archaeology) –

Confirmed that no further archaeological work is necessary.

2.37 Environment Agency –

Have no objection to the proposals but requested that a condition be imposed requiring details of suitable, sustainable surface-water drainage systems.

2.38 Thames Water (TW) –

- Concerns were raised regarding the existing water supply infrastructure having insufficient capacity to meet the additional demands. Thames Water therefore suggested an Impact Study be carried out which has been secured by way of condition;
- An increase in the combined flow from this site and in surface water flows from the site could have potential effects further down the catchment in the Counters Creek area and this should be mitigated by optimising the use of SUDs. Details of SUDs have therefore been secured by way of condition;
- Requested that a condition be imposed requiring a piling method statement be approved prior to any piling and that an informative be attached to any permission advising of construction restrictions near water mains.

2.39 The London Fire and Emergency Planning Authority -

Raise no objections to the proposals subject to the provision of four additional fire hydrants are installed on site in specified locations. This has been secured by way of condition.

2.40 The Civil Aviation Authority –

No in principle objection was made. However, given the proposed height of the building a number of potential aerodrome safeguarding issues were highlighted and the following comments made:

- Whilst the various buildings would not constitute an aviation en-route obstruction, there would be a potential impact upon operations associated with Heathrow Airport. In this case, aerodrome safeguarding responsibility rests with BAA;

- Aviation safeguarding responsibility extends beyond that associated with physical safeguarding and includes safeguarding to ensure the integrity of communications and navigation systems. The safeguarding of those published procedures remains the responsibility of the airport operator;
- There is a potential need for aviation obstruction lighting. The need for such lighting on 'tall' structures depends upon any particular structure's location in relationship to an aerodrome. Any need for lighting associated with Heathrow should be established from BAA;
- The aerodrome operator should similarly consider issues associated with crane usage related to the proposed development, both from a safeguarding and lighting perspective;
- There is a requirement in the UK for all structures over 300 feet high to be charted on civil aviation maps. The developers will therefore need to provide details of the development to the Defence Geographic Agency;
- Due to the unique nature of associated operations in respect of operating altitudes and potentially unusual landing sites, it is important to establish the viewpoint of local emergency services air support units in respect of the Woodlands development.

2.41 BAA was consulted on the proposals but did not respond. However, their response to the Westfield application raised no objection subject to a height restriction (no building above 150m AOD).

2.42 The Defence Infrastructure Organisation -

Confirmed that the MOD has no safeguarding objections to the detailed parts of the application in respect of RAF Northolt, and that there would be no objections to the outline parts of the development provided that they do not exceed 152m AOD.

2.43 HAFAD –

Following a presentation by the architects to the forum, a number of recommendations/comments were made:

- Recommend an Inclusive Access Management Plan be secured by way of condition;
- Did not support the use of tapered steps;
- Has concerns about TfL using walking distances for non disabled people as proxy for walking distances for all abilities;
- Confirmed that lifts in every block are usable in the event of a fire and requested a condition for a management plan to provide 24/7 and 365 days maintenance cover;
- Recommends that space is set aside at planning stage for a Changing Places toilet in Block C on the basis Imperial polyclinic/clinical trials may see disabled adults who need this facility;
- Recommends a condition that all public realm proposals return as reserved matter for further discussion;
- Do not support the concept of shared surfaces. Blind and visually impaired people need effective physical delineation e.g. kerb/appropriate tactile paving etc. to warn them that they are approaching shared area for vehicles and cyclists. This also applies to children;
- Accessible and inclusive gradients for gentle slopes, ramps or changes in level to be specified;

- Recommend further discussions on achieving step free entrance to Building D from the Westway. Current solution requires wheelchair user to travel further than non-disabled people;
- Recommend a range of seating provided in public areas e.g. with arms suitable for older disabled people and disabled people;
- Blue badge parking should be available for each building and this should be provided in appropriate locations and marked out correctly and a parking management plan should keep blue badge parking spaces in perpetuity;
- Step free access should be available from each car park or grade parking spaces to buildings and the height of any underground car park should be suitable for high-topped vehicles;
- Accessible pick up and drop off points should be near public entrances to buildings available for older and disabled people using taxis, phvs, community transport etc.;
- Recommend condition on pre-marketing of wheelchair accessible units;
- Wheelchair accessible housing should be located next to the lift and should provide storage and charging point for motorised scooter;
- Welcomes provision of key worker housing for Imperial/NHS staff.

2.44 Design Council/CABE –

- Supported the overall principle of the development;
- Welcomed the way in which the scheme relates to its context, particularly the terraces to the north of the site;
- The angled orientation of the tower to the south-west corner opens up the site successfully and helps draw people into the central space;
- Suggested that the proposed buildings that face onto Wood Lane have retail use on the ground floor to maximise active frontage and questioned whether the functions along the cul-de-sacs on both sides of the School of Public Health are sufficient to animate the spaces;
- The open space lacks definition and the buildings should better relate to the spaces in front of them;
- Raised concerns relating to microclimate around the tower;
- Encouraged a bold landscape design and suggested conditions could secure the relevant details;
- Welcome the different architectural expressions for each building;
- The height of the proposed tower is appropriate and CABE welcomed its detailed design;
- Recommended simplifying the exterior of the Technology Transfer building;
- Confirmed that there is the expectation of an exemplar sustainability strategy.

2.45 All responses received are important in determining the acceptability or not of this planning application. Officers consider that all relevant material comments received have been taken into account in the assessment of the scheme, presented in the relevant sections below.

3.0 Planning Considerations

3.1 It is considered that the key considerations relating to this application are:

- Whether the development would accord with the relevant policies of the London Plan, LBHF Core Strategy, UDP, and National Planning Policy guidance;

- The principle of development;
- The mix of land uses;
- Housing and viability assessment;
- Design, conservation and heritage, including tall building assessment;
- The standard and quality of residential accommodation;
- The impact of the development on surrounding residential amenities, including daylight, sunlight and overshadowing;
- Open space;
- Social infrastructure;
- Transport impact;
- Sustainability and Energy;
- Environmental impacts;
- Equality Impacts;
- Planning obligations, Mayoral CiL

3.2 The planning application has been assessed against the adopted policies in the London Borough of Hammersmith and Fulham Core Strategy (2011), Unitary Development Plan (UDP amended 2007 and 2011) and London Plan (2011) In addition, Section 149 of the Equality Act (2010) in combination with the Public Sector Equality Duty (PSED) require the Council to consider the equality impacts on all protected groups when exercising its functions. In the case of planning applications, equalities considerations are factored into the planning assessment at various stages. The first stage relates to the adoption of planning policies (national, strategic and local) and any relevant supplementary guidance. A further assessment of equalities impacts on protected groups is necessary for major development proposals which may have wider ranging equality impacts on the protected groups.

3.3 With regards to this application, all planning policies in the Core Strategy, UDP and London Plan which have been referenced in this report have been considered with regards to equalities impacts through the statutory adoption processes, and in accordance with the Equality Act 2010 and Council's PSED. Therefore, the adopted planning framework which encompasses all planning policies which are relevant in officers assessment of the application are considered to acknowledge protected equality groups, in accordance with the Equality Act 2010 and the Council's PSED. Given the proposals constitute major development which would be of strategic importance to the Borough, an Equalities Impact Assessment (EqIA) has been undertaken which is referenced throughout the report. A summary of the equalities impacts on protected groups is set out as a separate section in the report. This draws from the outcomes set out in the EqIA and forms a comprehensive assessment of the equalities impacts of the development.

Planning Policy Framework:

3.4 The following regeneration policies set the planning policy for which the application has been considered against. The local planning policies are set out in the Local Development Framework: Core Strategy (Adopted 2011) and the Unitary Development Plan (amended 2007 and 2011). The Councils regeneration strategy is set out within Chapter 7 of the Core Strategy. The site forms part of Strategic Site WCOA1 (White City East), designated within the Core Strategy which also comprises BBC Television Centre, AVIVA/Helical Bar owned Dairy Crest Site, M&S Mock Shop and Westfield. The Imperial College site is envisaged to comprise a mixture of uses which include

residential alongside office, education (including research and development, biotechnological and academic uses), and student accommodation.

3.5 An examination of the key development principles Core Strategy and London Plan requirements coupled with an assessment on the compliance of the proposed land uses is set out in following sections of this report.

3.6 The principle of regeneration in this area is well established in the London Plan (2011), Core Strategy (2011) and White City Opportunity Area – A Framework for Development SPG (2004) (the White City SPG). The White City SPG remains extant guidance but was adopted almost eight years ago as supplementary guidance to UDP at the time (as the Committee will be aware, SPGs do not form part of the development plan). The White City SPG has effectively now been superseded by the site specific policies contained within the Core Strategy for the White City Opportunity Area including policy BE1. At the time of adoption of the White City SPG, the site was designated for employment use (B1 7 – light industrial and general industrial) within the UDP. The UDP was amended in 2007 (and 2011), and policy E1 which designated the site for employment use was removed from the amended UDP. Core Strategy policies WCOA, WCOA 1, WCOA 2 and WCOA3 now provide up to date site specific policies in which to assess planning applications in the WCOA. Therefore, whilst the 2004 White City SPG has not formally been revoked or revised, officers form the view that it should be given no weight as supplementary guidance to the 2011 Core Strategy and that there are sufficient freestanding policies within the Core Strategy, London Plan and amended UDP in which to assess this proposal against.

3.7 Strategic Policy WCOA in the Core Strategy requires all developments within the White City Opportunity Area to have regard to and be considered against the White City Opportunity Area Planning Framework (WCOAPF) with similar reference within policy WCOA 1. LBHF in collaboration with the GLA and partners have been preparing the WCOAPF since 2009, which builds upon the Core Strategy Regeneration policies and promotes the regeneration of the wider White City area. The draft WCOAPF encompasses an overarching strategy for urban design, land use, housing, transport, social and environmental and provides policy guidance for developers and landowners in order to ensure a comprehensive approach is taken to the redevelopment of the area. The draft WCOAPF identifies a number of strategic sites where the majority of new development should be focused. This includes the application site.

3.8 The draft WCOAPF went through its first round of public consultation in December 2010. A further round of consultation is planned for 2012. However, given the operational requirements of the applicant they have decided to engage with the Council to bring forward proposals prior to the draft WCOAPF being adopted. Other landowners in the Opportunity Area are similarly engaging with the Council to bring forward proposals. Imperial College are in the process of nearing the completion of 606 post graduate units of accommodation within WCOA on land adjoining the northern section of the current application site which comprises phase 1 of the development. Westfield have recently secured outline planning permission for a mixed retail and residential-led development for circa 50,000sqm (retail) and 1522 residential units within WCOA on land to the south of the Hammersmith and City Line railway line.

3.9 The draft WCOAPF is being brought forward by the Council as a Supplementary Planning Document (SPD) and as such will not form part of the development plan when formally adopted. In addition, the guidance is only in draft form at the present time, and as indicated above it is due to go out to a further round of consultation. In this context

officers note that the first round of consultation generated a significant level of response. For these reasons therefore, it is the view of officers that in considering the merits of this application it is only appropriate to attached very limited weight to the draft WCOAPF and to focus instead on the extent to which the proposal comply with up to date, adopted policy in the development plan.

3.10 Further in this context, officers note that objectors to the application have questioned the basis on which the draft WCOAPF has been promoted as SPD, contending that it should have been promoted instead as an Area Action Plan (AAP) and therefore subject to scrutiny by an independent planning inspector. Notwithstanding that officers are content that the Council's procedures are robust, they note that the Council's decision to adopt planning guidance relating to Shepherd's Bush Market as SPD rather than an AAP was quashed in R (Wakil) v LBHF [2012] EWHC 411. Officers are of the view that the circumstances relating to the draft WCOAPF are materially different to those in the Wakil case. However, for this reason also, it is felt that it would be inappropriate to attach more than very limited weight to this emerging document.

3.11 Taking account of the adopted Core Strategy, London Plan and relevant UDP policies, officers have weighed up the merits of the proposals in order to establish whether this application is compliant with these planning policies and also considered whether the proposals would prejudice the Council's ability to bring forward a supplementary planning document consistent with the Core Strategy. In this context, officers have considered whether the proposals are premature.

3.12 In summary, in light of the relevant and up-to-date planning policy context (Core Strategy, UDP and London Plan policies), the nature of the proposed uses and the scale of development, officers are satisfied that the application would comply with the development plan. Having regard to the degree to which the proposals comply with the development plan, and also having noted that they broadly accord with the emerging WCOAPF, officers do not consider that their promotion in advance of the adoption of SPD for the White City Opportunity Area renders the proposals premature so that they would frustrate the Council's development plan.

3.13 The London Plan and Core Strategy for LBHF have been adopted for development control purposes and coupled with the UDP 2011, these documents form the primary basis against which officers have assessed the application..

Strategic and Regional Policy: London Plan (2011)

3.14 Turning to adopted regional policy, the strategic significance of securing regeneration of the White City area is recognised by its classification as an Opportunity Area in the London Plan policy 2.13 (Opportunity Areas and Intensification Areas) and Map 2.4. The adopted London Plan establishes that opportunity areas have capacity to typically provide at least 5,000 new jobs and 2,500 new homes. Annex One of The London Plan (2011) confirms that the White City Opportunity Area has an indicative employment capacity of 10,000 and a minimum of 5,000 new homes target. The adopted Core Strategy Strategic Policy A envisages that there is an indicative capacity in the White City Opportunity Area for between 10,000 new jobs and 5,000 new homes. It is considered that the Core Strategy targets are in accordance with the London Plan Opportunity Area Policy 2.13.

3.15 According to London Plan Policy 2.13, developments within Opportunity Areas will be expected to optimise residential and non-residential densities, to provide necessary social and physical infrastructure, to sustain growth and to contain mixed uses where appropriate. Policy 3.4 promotes development which optimises the use of land for housing. This reflects the national planning guidance set out in the NPPF which encourages optimum use of land and bringing back underused and previously developed land into beneficial use. The proposed development is considered to respond to the thrust of these policies.

A Case for Regeneration:

3.16 The Core Strategy states that a comprehensive approach to regeneration will be adopted in the Borough by focusing and encouraging major regeneration and growth in the five regeneration areas in LBHF (Strategic Policy A). In Regeneration Areas, the Council aims to tackle the physical nature of places thereby making them better places to live and work. Regeneration is necessary to address high levels of multiple deprivation and achieve decent neighbourhoods.

3.17 It is the Council's core objective (explained in the Core Strategy) to complement physical change with social and economic regeneration, and improve life chances through improved education, health, safety and access to employment and better homes. The regeneration areas including White City represent an opportunity for significant new sustainable place making and will provide the focus for new development in the borough.

3.18 White City is in need of regeneration and the application site presents a unique opportunity to contribute towards securing benefits for the wider area through access to a range of jobs, a world class education facility, additional housing provision, improved linkages with the wider area, better community and leisure facilities and improved environmental conditions. Underpinning the regeneration objectives is the need to create a more sustainable, mixed and balanced community and to raise educational standards in the Borough and in London which will contribute towards reducing levels of social deprivation. This is consistent with the academic mission of Imperial College which is to create world class academic facilities to assist the advancement of medical sciences and bio-technological research.

3.19 Imperial College is one of the top universities in the world specialising in engineering, physical sciences and technology. The university also contains important research and development facilities. The applicant has submitted a Regeneration Report which demonstrates the potential economic benefits to LBHF which would come from the development. The report also clarifies the regeneration benefits from establishing a world class academic facility in the borough. These regeneration benefits include increased employment opportunities, support for business innovation, entrepreneurship and new business, community facilities, healthcare facilities, new housing (including housing for key workers), enhancing connectivity across the White City OA, provision of enhanced public realm and leisure facilities. The proposals are considered to be in line with the core planning principles in the NPPF which places particular focus on stimulating economic growth. The NPPF directs Councils to take into account the particular needs of businesses when determining applications.

Connections and Linkages:

3.20 In light of the significant barriers to east to west movement in the area, the Core Strategy policies WCOA and WCOA 1 seek new development to improve connections to facilitate east to west movement. The site is considered to be strategically important as it represents one of the few opportunities to create a linkage with RBKC to the east, particularly in the northern part of the Opportunity Area which is heavily constrained by the West Cross Route, Overground Rail Line and Westway.

3.21 Potential linkages to the east and west of the site would improve accessibility and permeability through the area considerably. This would benefit Imperial College by making the site more accessible to visitors, students and lecturers, and would encourage more sustainable patterns of travel from people walking and cycling to and from, and through the site. It would also provide an attraction to encourage more commercial uses to the site, which would bring with them a number of potential employment benefits. Enabling connections and linkages through the White City area is a Core Strategy objective which will help open up the area.

3.22 Hence, the proposals would facilitate the provision for an east-west link at the south eastern corner of the site, which would be funded by the applicant. The linkage would be in the form of an underpass which would be sited underneath the rail line and emerge within the adjacent land to the east within RBKC on Latimer Road, Stable Way and Walmer Road.

3.23 The applicant has confirmed that the underpass would be of reinforced concrete construction, subject to planning permission and detailed design, and would be 6m wide internally with 3m clear internal headroom. The roof would be terminated as close to the rail tracks as permissible in order to reduce the perception of a closed space. The wind walls of the approaches would be splayed out to increase the feeling of space and visibility. The internal finish would be fair face concrete with anti vandal/graffiti coating. The floor would be textured for grip and, if required, lanes can be demarcated by differing materials. The underpass would be well-lit and monitored by CCTV linked to a central system.

3.24 The link is considered to represent a major transport infrastructure intervention which is to be solely provided by Imperial College London (ICL). The link is viewed by officers in LBHF, RBKC and GLA/TfL as being an integral piece of infrastructure that would benefit the whole Opportunity Area in addition to the application site.

3.25 The link would be secured through the s106 legal agreement.

3.26 With regard to the Council's Equalities duty, the EqIA identifies the residents of Stable Way Travellers site as a protected group. Officers consider that the proposed link would benefit local residents including the Stable Way Travellers as it would improve east-west pedestrian access.

Employment Opportunities

3.27 It is considered that the current development proposals provide a unique opportunity for the Council to realise a number of key aspirations for the White City area and beyond. In addition to enabling improved connections and linkages to the surrounding area, the development presents an opportunity to secure long term

employment and careers for people living in the Borough, including those residing in the White City Estate. The proposals have the potential to generate up to 500 full time equivalent jobs during the construction phase of the development and up to 3,200 full time equivalent jobs, within the academic, hotel, retail, leisure and office sectors, during the operational phase of the development. The development would provide the following employment provision which constitutes one third of the target employment provision within the Opportunity Area.

Imperial West Use	Gross Direct Jobs (FTE)
Offices	1,513
New Business Incubator	257
Small Business Units	51
Retail / Cafe / Restaurant / Bar	206
Research – Teaching / Administration / Research	900
Hotel	160
Fitness Centre	13
Nursery	36
Polyclinic – Health Centre	20
Community space	1
TOTAL	3,157

FTE = Full Time Equivalent

3.28 Officers have engaged with the applicant to ensure that appropriate s106 controls are put in place to ensure new jobs and training initiatives are accessible to local people, particularly those living in White City and the surrounding area. The applicant has expressed a willingness to work with LBHF in fostering a partnership whereby employment training, outreach programmes, skills development, traineeships, apprenticeships, job fairs and workshops are more actively promoted to local people. In addition, The applicant has confirmed their commitment (by signing up to appropriate planning obligations) to working with LBHF with regards to business procurement whereby local firms, businesses and practices would have the opportunity to compete for construction contracts as part of a tendering process aimed at assisting local business.

3.29 The College’s Human Resources Department have confirmed that they intend to work closely with the LBHF’ s Work Zone facility, based at Shepherd’s Bush Library and a member of the Shepherd’s Bush Business Forum, on a range of employment initiatives. This commitment would be secured through the s106 agreement.

3.30 Officers acknowledge that the development would provide a wide range of opportunities for people of varied qualifications and occupations. Jobs directly generated by the university will include academic professionals from professors to research assistants, laboratory technicians, a range of administrative posts (HR, accounting etc), cleaners, catering assistants, security officers and maintenance workers. There will also be highly skilled technical and administration jobs in the incubator and offices and healthcare professionals at the polyclinic and nursery, combined with lower skilled jobs in retail, health and fitness, hospitality, childcare and community facilities.

3.31 In order to ensure that the local residents have the appropriate ability to secure employment on the site, the applicant will be required to develop an employment and training strategy with the Borough whereby employment opportunities to a range of jobs (including entry level and management level positions) are to be actively advertised and promoted to all local residents at the earliest opportunity, including those hardest to reach. ICL confirm that significant work will be done with the outreach programmes to ensure local schools have access to the world class facilities on the ICL site. It is hoped that this would inspire and motivate younger children to take up careers in the science, technology and engineering sectors. This also includes training programmes for vital construction jobs, which would be used in parallel with a labour demand forecast for the whole construction period to identify when particular skills/trades are needed in order to fill the required construction jobs.

3.32 Through the Section 106 agreement, the LPA will secure a clause which requires an on-going commitment from the applicant, in partnership with the Council to prepare an employment and training strategy. This would include a review mechanism where the provisions of the strategy are appraised in order to assess the successes and failings of the strategy and identify where improvements are necessary. The strategy would need to consider amongst other matters, impacts on the equalities groups to ensure all people have access to jobs.

3.33 In summary, the number and range of employment opportunities generated by the development are regarded by officers to represent a major beneficial contribution to the Opportunity Area, and providing the opportunities are aimed principally at those in the greatest need, the development would bring about significant employment for the borough addressing problems of social deprivation at the same time as stimulating the economy. In conclusion, the proposals are considered to be in accordance with both strategic regeneration objectives in the Core Strategy along with the detailed opportunity and regeneration area site policies which aim to deliver regeneration in the Borough.

Land Uses:

Education/Academic Uses:

3.34 Planning permission is sought for circa 31,721 sqm academic floorspace to be occupied by Imperial College London within buildings A, C and G for education, biomedical and health research, offices and ancillary uses. The new ICL floorspace would be in addition to the post graduate housing and key worker dwellings approved in phase 1.

3.35 Policy 4.10 of the London Plan acknowledges the importance of further educational institutions, stating that Boroughs should “give strong support for [...] their development, recognising their needs for accommodation”. The policy also advises that “these are important economic sectors in their own right with a key part to play in developing London’s world city offer, as well as having considerable potential for greater synergies in fostering innovation in the private, and other parts of the public sector”.

3.36 Similarly, policy 3.17 states that “London forms the hub of health-related research and development in the south east of England and is where 25 per cent of UK doctors are trained. It is thus a centre for clinical, training and research excellence. The

networks, research and facilities that support London's role as a centre of medical excellence and specialist facilities, and their enhancements, will be supported".

3.37 The development of the site as part of Imperial College's expansion program is considered to be in accordance with the ambition of London Plan policy 3B.5 to establish "new foci for innovation and research excellence" and supports the Mayor's intention to further "London's leading edge research capabilities."

3.38 At the local level, strategic policy WCOA1 of the Core Strategy advocates a mix of uses for WCOA, including educational facilities. The supporting text to policy WCOA also acknowledges Imperial's intention to redevelop the remainder of the Imperial West site for research and development and other mixed uses.

3.39 It is considered that the proposed redevelopment of the site is in accordance with the above policies. It involves the expansion of Imperial's existing facilities in London generally, as well as the provision of new world-class health and biomedical research facilities. This would establish the site as a new focus for clinical training and research excellence, which in turn supports the Mayor's intention to further London's leading research capabilities. In summary, officers recognise that the proposals have the potential to deliver both economic growth and the improvements to higher educational facilities which would be beneficial both locally and strategically.

Offices:

3.40 Building 'D' would comprise approximately 22,500sqm office floorspace for lease on the open market, as well as 'incubator' office space for start-up businesses emanating from Imperial College research. The proposals would allow early stage companies to benefit from interaction with other start-up and veteran firms as a result of co-location.

3.41 Officers consider that the proposal to provide this type of use would be in accordance with local planning policy. Policy WCOA1 relates specifically to the eastern part of the WOA states that the site should be redeveloped for a mix of uses including employment uses with a view to providing 10,000 new jobs in the area. The proposed office and incubator uses proposed in building 'D' have the potential to make a significant contribution towards meeting this target.

3.42 Strategic Policy B of the adopted Core Strategy states that "substantial, office based development is encouraged in the White City Opportunity Area as part of a mixed use approach with residential, and there should be a particular focus on creative and bio-tech industries".

3.43 In addition, the development is considered to be in accordance with policy LE1, which states that "it is important that new and refurbished business developments provide accommodation that can meet the needs of a variety of activities, including start-up businesses, so that the rich mix of businesses in the borough can continue". Similarly, the supporting text for Strategic Policy WCOA states that "the Council aims to create the conditions for creative industries to establish and expand in the area, by planning for the type of space and local environment that enable these industries to flourish".

New Housing:

3.44 Full planning permission is sought to provide 192 residential units within Building F. This is in addition to the approved 9 key worker residential units within Building B (Phase 1) and 606 Post Graduate Student accommodation units (also in Phase 1) which are currently under construction. The proposed mix of housing in Building F comprises 17 x studios, 53 x 1 bed flats, 95 x 2 bed flats and 27 x 3 bed flats.

3.45 The National Planning Policy Framework (NPPF) replaces the former national planning guidance for housing set out in Planning Policy Statement 3: Housing (PPS3) which was relevant at the time the application was submitted. Although the NPPF is the relevant national policy document to be considered in determining this application, the NPPF does echo the guidance set in the former PPS3 in that it seeks to ensure that housing is developed in suitable locations, which offer a range of community facilities and have good access to employment opportunities, key services and infrastructure.

3.46 The NPPF states that decision makers should take into account the needs of businesses as one of the core planning principles. This is particularly relevant given the applicant has stated that the key worker housing proposed, would support the college use and would result in retaining staff/key workers on the campus. The NPPF also underlines the need to make more effective use of land and the priority for development should be previously developed land.

3.47 London Plan policy 3.3A to G sets out the Mayor's strategic criteria for increasing housing supply. Policy 3.3A recognises the pressing need for more homes London in ways that provide a real choice at a price Londoners can afford. Policy 3.3B states that an annual average of 32,210 net additional homes should be delivered per annum in London. Within this overall aim, Table 3.1 sets an annual target of 615 net additional dwellings for Hammersmith and Fulham (excluding an increment in provision in the Earls Court West Kensington Opportunity Area). Policy 3.3D of the London Plan states that boroughs should seek to achieve and exceed the housing targets set out in Table 3.1 of the plan.

3.48 London Plan policy 3.4 seeks that development optimises housing output within the relevant density range while respecting local context and character and the Plan's design principles. Policy 3.8 identifies amongst other things that development should offer a range of housing choices in terms of sizes and types including affordable family housing as a priority.

3.49 Policy 3.9 of the London Plan addresses the need for promoting mixed and balanced communities by tenure and household income particularly in some neighbourhoods where social renting predominates and there are concentrations of deprivation. Policy 3.10 sets out the criteria for housing to fall within the definition of affordable housing with the supporting text cross referencing the household annual income ranges within the London Plan Annual Monitoring Report for intermediate housing.

3.50 Policy 3.12 seeks that the maximum reasonable amount of affordable housing should be sought when negotiating on schemes, having regard to a number of factors including the requirements for affordable housing at local and regional levels; the need to encourage rather than restrain residential development; the targets and priority

accorded to affordable family housing; the need to promote mixed and balanced communities; and the viability of future development.

3.51 As explained earlier in this section, the site falls within the White City Opportunity Area whereby the London Plan identifies there is capacity for a minimum of 5,000 new homes. This regeneration objective is reinforced by the Core Strategy at Policy WCOA which identifies an indicative number of additional homes of 5,000 (of which about 4,800 in White City East).

3.52 Core Strategy Policy WCOA also states that new homes built in White City will be expected to provide a local ladder of affordable housing opportunity. Furthermore, regeneration schemes will need to provide an appropriate level of supporting leisure, green space, schools, community and other facilities. The policy states that development of privately owned land in White City West and East will not be acceptable unless it contributes directly to regeneration of the whole of the north of the Opportunity Area.

3.53 The NPPF requires a balancing exercise of the regeneration needs set out in local policies against the need to encourage economic growth and stimulate development in the key regeneration areas that are in most need of investment. In light of the relevant adopted policy within the London Plan and the Core Strategy, the principle of providing new housing within the development site would accord with the overall provisions in the Core Strategy, London Plan and NPPF (Developing a Wide Choice of Homes). Furthermore, the whole proposed development will provide 201 units (including the 9 units approved in phase 1) which will contribute towards meeting the established London Plan and Core Strategy housing targets for this area. The proposed mix of housing sizes is considered to meet the Borough targets in terms of providing a range of dwelling sizes, including an appropriate number of larger units (27 x 3 bed units). Considering the location in proximity to the Westway, the site is not ideally located for family housing. However, the design would ensure that the family units would be appropriately located within the most suitable parts of building F.

3.54 Although the principle and quantum of housing in this location accords with the Development Plan, given the amount of new housing which forms part of this regeneration scheme, officers have had to consider whether the proposals are in line with the Boroughs regeneration and affordable housing objectives set out in the strategic objectives chapter and strategic policies chapter of the adopted Core Strategy.

3.55 The Borough's strategic objectives outline how the Council will encourage the delivery of their vision for the Borough. Objectives 1, 2, 3 and 4 are particularly pertinent in this case. In summary, the Council's objectives aim to regenerate the most deprived parts of the Borough, especially in the White City area and within the Borough's housing estates, encourage the creation of stable and mixed communities by reducing polarisation and worklessness and encourage the supply and choice of high quality housing to meet local need.

3.56 Strategic Policy H2 states that 40% of the new housing should be affordable and provide a better overall mix of unit sizes to help alleviate overcrowding in existing accommodation. However, Policies WCOA and WCOA1 of the Core Strategy are more specific to the site and all development within White City. The policy confirms that development of land in White City East should provide a sufficient mix and quantity of social rented housing (approximately 25% of all new housing units) to enable the

opportunity for a proportion of existing estate residents to be re-housed in better accommodation. The policy envisages this will contribute towards the creation of a more mixed and sustainable community across the area within which the existing community can thrive as a result. The policy reflects the guidance in the NPPF which encourages sustainable mixed and balanced communities.

3.57 Policy H2 of the Core Strategy requires the provision of affordable housing on sites that have the capacity for 10 or more units. As the development site falls within a regeneration area with Council Estates in the vicinity, Policy H2 acknowledges that proposals should normally make provision a small proportion of social housing to enable regeneration of the Estates.

3.58 In determining the acceptability of the proposals in accordance with Policy H2, WCOA and WCOA1, the Council has also had particular regard for the site size and site constraints, financial viability, the individual circumstances of the site, the availability of public subsidy and the need to encourage rather than restrain residential development.

3.59 The total affordable housing provision would be for 59 units (31%) which are to be provided in the form of key worker housing. The key worker housing provision would be provided on the basis of a cascade mechanism whereby the accommodation would be available for Imperial College/Imperial College NHS Trust staff residing in LBHF first. If Imperial are unable to let any unit to these people, the accommodation would then be offered to these same workers but not restricted to those residing in LBHF. Finally, if Imperial College were unable to let to its key worker living/working inside or outside the Borough, the accommodation would become available to any key worker living or working within LBHF. The key worker definition will be set out in detail in the s106 and includes:

- Imperial College/Imperial College NHS Trust staff.
- NHS clinical staff, NHS ancillary or administrative staff
- Teaching staff and administrative or ancillary staff employed by a local educational authority
- Staff employed by local authorities
- Staff employed by the Metropolitan Police Force and British Transport Police
- Staff employed by London Fire, Ambulance and Civil Defence Authority
- Staff employed by Transport for London and London Underground Ltd and other providers of public transport services

3.60 The proposed key worker housing would provide high quality residential accommodation which could both attract existing LBHF based ICL key workers as well as freeing up key worker accommodation elsewhere in the Borough when ICL staff would relocate to this site. The affordable housing offer is considered to be a bespoke housing offer which could benefit ICL by retaining staff close to the university faculty. It is considered that it would also benefit the Borough by increasing the choice of housing elsewhere with the vacated key worker units which could potentially re-house people in need of key worker units that are not affiliated with ICL. Given the application has been submitted by the University who have indicated that they prefer to retain their staff within London, in proximity to their facilities, the individual circumstances of the affordable housing provision would need to be given significant weight in the assessment. The NPPF underlines the importance of considering business needs (such as this) when considering development proposals.

3.61 It is also recognised that the key worker housing would be available to Imperial College/Imperial College NHS Trust staff whereby the household income ranges from £19,000 a year to £64,300 for the smaller units (studios, 1 bed and 2 bed units) and £19,000 to £77,200 a year for family sized units (large 2 beds and 3 bed units). This ensures that the affordable housing is available to a wide range of household incomes, which officers consider acceptable in accordance with the relevant London Plan policies and the Mayor's Draft Housing Supplementary Planning Guidance (2011) and the affordability thresholds in the Mayor's London Plan Annual Monitoring Report 8, dated March 2012.

3.62 The 59 key worker units would comprise:

- 7 studios; 16 one-bed; and 6 (small) two-bed all within the 19,000 to £64,300 household income threshold.
- 23 (large) two-bed and 7 three-bed within the £19,000 to £77,200 household income threshold.

3.63 The thresholds limit in respect of household income, not individuals, and the income levels will be increased on an annual basis in line with increases in average incomes.

3.64 This affordable housing provision falls below the specific targets for White City set out in Core Strategy Policy WCOA. Notwithstanding this, officers are mindful of the London Plan policy 3.3 in addition to Core strategy policy H2 which state that Councils should have regard for the need to encourage, rather than restrain residential development, when determining planning applications. Furthermore, in accordance with Policy 3.12 of the London Plan and H2 of the Core Strategy, officers have had regard to the individual circumstances of the development coupled with the financial viability of the development in order to ascertain whether the affordable housing provision is the maximum reasonable amount which could be secured as part of the development.

3.65 Currently, there is no availability of public subsidy for the affordable housing. Therefore, when this is factored into the proposal, it is considered that officers need to closely consider the overall viability of the development. Officers are also mindful of the NPPF which states that proposals which stimulate economic growth in suitable areas should generally be favourably received by local planning authorities.

3.66 The applicant has submitted a Financial Viability Appraisal (FVA) which seeks to justify the level of affordable housing proposed in the application.

3.67 DVS (District Valuers Service part of the Valuation Office Agency) have undertaken a review of the applicant's viability appraisal in order to advise LBHF whether the development is providing the maximum reasonable amount of affordable housing and if there is sufficient finance to deliver the necessary social and environmental infrastructure interventions to mitigate the effects of the development.

3.68 A summary or 'gist' of the DVS's report is presented below with potentially commercially sensitive information omitted:

- The applicant initially submitted an appraisal for the whole application scheme including both the educational and non-educational buildings. The DVS report dated 24 April 2012 assessed this viability appraisal and concluded that the scheme was unviable.

- DVS then assessed a revised appraisal submitted by the applicant who sought to focus on the non-educational elements of the scheme on a stand alone basis in order to assess the profitability of these elements and their ability to cross subsidise the college elements of the scheme. Therefore, the conclusions of the DVS report on this second appraisal do not reflect the viability of the whole scheme.
- The applicant's second appraisal concluded that there was not sufficient developers profit to subsidise the non-educational buildings within the scheme.
- DVS removed Building B (postgraduate accommodation) and Building J (9no. residential units along Shinfield Street) from their assessment of the second appraisal as it did not fall within the red line boundary of the Phase 2 application.
- The applicant's appraisal model considered an out-turn approach which takes into account future revenue growth and cost inflation with a development period of 8.25 years having regard to an Internal Rate of Return (IRR) as a measurement of risk reward. DVS advise that this is not a common method of considering viability assessments but it is an appropriate measurement of return for multi-phased schemes over the anticipated project programme particularly where current cost and revenue approach is not viable. The downside is that it is difficult to predict and if the market grows at a faster rate the amount of affordable housing and s106 could appear insufficient.
- DVS have had regard to the following information submitted by the applicant; Toolkit Viability Assessment plus Addendum; TRI Consulting Report; Imperial West Pricing Schedule; Affordable Housing Appraisal; Schedule of Ground Rent Comparables; and finally, Schedule of Office Rents.
- The residential revenue pricing schedule does not seem unreasonable; however, the affordable housing would appear to be over-valued.
- White City is not currently an establish office location, the yields adopted may be considered optimistic.
- Retail/café revenue – a large majority of the comparables are not located within a close proximity to the subject site and rents adopted may be optimistic.
- In respect of the hotel residual land value and revenue the applicant has not provided sufficient information.
- In relation to revenue growth and cost inflation, the residential growth does not appear to be unreasonable but there are reservations as to the methodology applied in assessing retail and office growth.
- Construction costs; professional fees; marketing, letting and disposal fees; and finally, finance rate generally all fall within an acceptable range.
- In respect of the benchmark land value, viability assessments have regard to current day market values and assumptions, in this case the applicant's approach is flawed. However, after taking account of the details of this case and changes to the various inputs to the residual land calculation results in a negative land value, the scheme is not viable by a considerable margin.

- In conclusion, the approach adopted by the applicant is flawed as they did not include all the buildings within the red boundary of the application site (in an effort to test whether there was sufficient value in the non-educational buildings to cross subsidise). The revised appraisal still demonstrates that the proposal is unviable on the basis of a market based approach to assessing the viability of the scheme and consequently it is unlikely that the “market” would implement the scheme at such a significant deficit.

3.69 The applicant’s FVA therefore sought to consider the profitability of the non-educational buildings and their ability to cross subsidise the college elements. The Royal Institution for Chartered Surveyors (RICS) Best Practice advises that buildings B and J cannot be taken into account as they fall outside the red line which marks the application site.

3.70 Officers acknowledge that while the applicant’s approach did not follow the standard market viability assessment methodology, it was an attempt to find additional value in the scheme.

3.71 Despite the issues raised by DVS they conclude that the proposal is unviable. Therefore, the scheme is unable to provide further affordable housing. DVS also conclude that it is unlikely that the “market” would implement the scheme at such a deficit.

3.72 Officers are mindful that the proposal is not a regular “market” based scheme given the applicant is an educational establishment and non-profit making and are more bespoke. In this instance, there would be other factors which may be relevant in terms of assessing development viability. These factors include other potential revenue streams which the college would generate, which cannot be factored into a market based viability appraisal. The factors represent the key individual circumstances of the site which have been taken into account, in line with the wording of Core Strategy H2.

3.73 Officers have also given weight to the long term vision and approach that Imperial College advise they are taking to this project representing as it does a major investment for the institution as they seek to strengthen their educational, research and technology transfer facilities and linkages in the area.

3.74 In light of these wider considerations officers are satisfied that the applicant will continue on from Phase 1 and fully implement any planning consent for Phase 2. Following the conclusions reached in the DVS appraisal officers are also satisfied that the scheme cannot support additional affordable housing.

3.75 It is considered that the University and associated business uses would bring with it a number of potential strategic and local benefits that are in line with the Council’s regeneration objectives of economic regeneration and improving life chances through improved access to employment (Strategic Policy A) for local residents. These individual factors (the economic benefits) are considered to provide sufficient weight that would justify the proposed land uses and the affordable housing offer.

3.76 Following discussions with the applicant, the Council and GLA have secured financial contributions amounting to approximately £8m (including Phase 1 and Mayoral CiL) which are considered necessary to mitigate the effects of the development and contribute towards wider WCOA economic, social, physical and environmental infrastructure improvements. Taking into consideration the comprehensive nature of the

proposals which would assist the Borough's strategic objective to regenerate this part of White City and the package of financial contributions towards wider WCOA infrastructure improvements, it is considered there is robust case to justify a relaxation of the affordable housing requirements. Officers are satisfied that the developer has demonstrated the financial viability of the development does not permit further delivery of affordable housing, at this time.

3.77 As the proposed development will be built out over an 8 year period, it is considered appropriate for the Council to put in place a mechanism to test viability of the scheme in order re-assess whether the viability in the future would allow for additional affordable housing to be provided beyond the offer of 31%.

3.78 The applicant has agreed to a review mechanism in the s106 which would allow the developer and the Council to review viability further into the development programme. This review would follow the implementation of the early phases of the development (buildings C, D and E) which will deliver the university technology transfer (in building C), commercial incubator units (in building D) and a hotel (in building E) in advance of the delivery of the housing development (in building F).

3.79 The further FVA will also provide an opportunity for the Council and the applicant to investigate securing public funding (such as HCA grants/subsidies from central government) in order to enhance the current affordable housing offer. In accordance with Core Strategy Policy H2, if public subsidies are available, the viability of the development may allow for additional affordable housing to be provided. In the event that additional funding can be secured, the s106 review mechanism would require a further FVA to be submitted. Furthermore, the review mechanism would also take into account any improvements in the viability above an agreed market rate of return. If the FVA review concluded the profit above the market rate of return could be achieved, the developer would contribute towards additional on or off-site affordable housing.

3.80 Given the need to ensure the affordable housing meets local need, is deliverable and feasible at that time. The affordable housing offer is considered to build in additional flexibility through its cascade approach to enable the Borough to potentially achieve its strategic objectives whilst working within the financial constraints of the development.

3.81 In summary, it is considered that the proposals would bring about a number of housing regeneration benefits to the area. These relate to the delivery of a substantial number of new private and key worker homes that should contribute towards creating a mixed and balanced community in a high quality development that should assist in raising the profile of the area.

3.82 It is considered that the proposed housing offer would enable the Council to secure a more balanced and mixed community sought in Core Strategy policies WCOA, H2 and Strategic policy A. It is considered the requirement to provide larger private units of accommodation can be relaxed as the surrounding highway dominated environment is generally considered by officers not to be conducive to family accommodation.

3.83 The Equalities Impact Analysis (EqIA) has identified some potential negative impacts in terms of the proposed key worker housing, which is likely to prevent certain equality groups from being able to afford housing within private ownership. However, this has been justified on the basis of an independently examined FVA.

3.84 On balance, it is considered that the proposed development, would contribute significantly to providing new residential accommodation within the Borough and assist the regeneration of White City thereby achieving the Council's strategic objectives. The FVA is considered to demonstrate that the council is securing the maximum reasonable level of affordable housing in order to facilitate regeneration in White City and create sustainable mixed and balanced communities. The proposed review mechanism in the s106 agreement would also enable the Council to improve this offer should the viability of the scheme justify this. The current housing component of the scheme including the tenure is therefore considered acceptable in accordance with London Plan policies 2.13, 3.3, 3.4, 3.8, 3.9, 3.10, 3.12 and 3.13 and Core Strategy policies A, WCOA, WCOA1 and H2 and the National Planning Policy Framework (NPPF).

Hotel

3.85 This application seeks outline planning permission for a hotel within building 'E' of the development, which would comprise ancillary facilities such as a restaurant, retail and gym that would be available to the public.

3.86 At a strategic level, policy 4.5 of the London Plan states that the GLA seeks "to achieve 40,000 net additional hotel bedrooms by 2031, of which at least 10% should be wheelchair accessible". The policy then goes on to advise that "beyond the Central Activities Zone (CAZ) [hotels] should be focussed in town centres and opportunity and intensification areas, where there is good public transport access to central London and international and national transport termini". Being located in an Opportunity Area and within proximity to 4 London Underground stations, an overground station and numerous bus routes, the proposed hotel is considered to adhere to the criteria.

3.87 In addition, the supporting text to Core Strategy policy WCOA acknowledges the intention of ICL to seek consent for a hotel and conference facilities as part of its wider site plans.

3.88 It is noted that policy C11 of the adopted UDP states that hotels will only be permitted provided a number of criteria have been met, which in addition to the issues raised above, include the requirement that "the site or building is not within or close to a residential area". However, as building 'E' would be located in the southern part of the site adjacent to the Westway within the context of a mixed use development, officers do not consider the proposed hotel would cause harm to the amenity of residential properties in the surrounding area or the development itself.

3.89 Therefore, it is considered that the principle of a hotel use on the site is acceptable as it complies with national, strategic and local planning policies.

Other Land Uses:

3.90 The proposals would provide a wide range of ground floor café / retail / restaurant uses in all buildings, as well as a children's day care facility and health centre within building 'C', and a gym within building 'E'.

3.91 Strategic Policy WCOA of the Core Strategy states that White City East (WCOA1) "should be redeveloped for a mix of housing, employment and community uses, establishing a creative industries hub, primary school, major leisure facilities, and a local centre with supporting uses (e.g. local shopping, restaurants and community facilities)".

The policy further states that the overall aim is to regenerate the area “to create a vibrant and creative place with a stimulating and high quality environment where people will want to live, work, shop and spend their leisure time”.

3.92 The above facilities fall within the list of uses deemed acceptable at the site as set out in the adopted policy, and although not forming the main land uses, officers acknowledge that they would contribute positively to meet the above objective to create a stimulating and vibrant environment. It also considered that the uses would complement the existing amount and mix of employment at the site.

3.93 Notwithstanding this, given the amount of retail/leisure floorspace proposed and as required by the NPPF (Protecting Town Centres), LBHF have requested that an Impact Assessment be provided to demonstrate that the development would not have an adverse impact on the vitality or viability of nearby town centres. The Impact Assessment was requested in line with the now redundant PPS4 guidance, which has been superseded by the NPPF. The NPPF requires town centre uses that are proposed on out of centre locations (that exceed 2,500sqm of new floorspace) to consider:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

3.94 The report concludes that there will be no adverse impacts on committed schemes within town centres in the catchment area and the scale and nature of the town centre uses are such that they would not compete with town centres in the area (such as Shepherd’s Bush or the local shopping parade at Bloemfontein Road).

3.95 It is considered that the proposed leisure and retail uses would complement the university, hotel, office and residential uses on the development site. As such, the development would result in provision of a more balanced and sustainable community comprising a mix of complimentary uses within a highly accessible location. The additional retail and leisure uses would positively add to the sustainable mix of uses on the site, and within the Opportunity Area making the area more attractive and balanced in terms of land use mix. Officers are of the view that the additional uses would reinforce the principal university use making it a more inviting place of study and live. Officers consider that the proposed leisure and retail uses (including the restaurant/cafes) would be acceptable in terms of their impact on nearby town centres, in accordance with up-to-date planning policy guidance in the NPPF and Core Strategy Policies C and WCOA.

Density

3.96 London Plan policy 3.4 requires development to optimise housing output for different locations taking into account local context and character, the design principles in Chapter 7 and public transport capacity. The residential density matrix in Table 3.2 provides density ranges which would allow developments to achieve a sustainable level of provision. The public transport accessibility level of the site is partly in PTAL 4 and partly in PTAL 5.

3.97 Table 3.2 sets out density ranges of 200-700hr/ha (45-260u/ha) for urban settings and 650-1100hr/ha (140-405u/ha) for central settings. The London Plan identifies a central setting as being within 800m walking distance of a Metropolitan or major town centre.

3.98 Currently the site is slightly over 800m walking distance from Shepherd's Bush town centre (approximately 810m walking distance from proposed residential building F to the north west entrance of Westfield), and as such is defined as being an Urban setting.

3.99 When calculating density on mixed use sites, the impact of the non-residential component should be taken into account, by taking the net residential site area excluding the non-residential floorspace (the 'Greenwich' method of calculating density).

3.100 The density on this mixed use site has been calculated by taking the percentage of total floorspace that would be in residential use (21% of total floorspace) and applying it to the total net site area, to come up with a notional 'net residential site area'. Then dividing the total habitable rooms or units by this notional net residential site area.

3.101 Using this method the proposed density of the scheme would be 1089 hr/ha or 403 u/ha, which is well in excess of the density range for urban settings.

3.102 Given that the site is within the White City Opportunity Area, where a significant amount of physical change is likely to take place, including the provision of a north-south route, that would more directly connect the site with the town centre and be within 800m walking distance, officers consider that it is appropriate to take this into account when assessing the appropriate density. If taken as a central setting, the proposed density is within the density range.

3.103 Furthermore, officers are mindful of the fact that density is a guide to ensure optimisation of brownfield sites, and other issues should be taken into account, such as quality of design, linkages and the regeneration benefits of the scheme.

3.104 The Mayors Draft Housing SPG (2011) states that where schemes have a substantial proportion of non-residential uses, e.g. more than 35%, the density matrix can usefully be complemented by plot ratio. There are no policies in the London Plan, LBHF Core Strategy or Unitary Development Plan relating to plot ratio, however the Draft Housing SPG states 'as a general guideline, plot ratios of 3:1 can usually be achieved where there is, or will be, good public transport accessibility and capacity. In highly accessible areas in central London and some other locations, ratios closer to 5:1 may be achievable'.

3.105 The plot ratio for the proposed development (not including phase 1) would be 3.75:1. This is considered to be acceptable in this context, given the good public transport accessibility and likely future improvements to the area. It is noted that the St. Helen's Residents Association have questioned the plot ratio calculation as they consider it to be higher. The plot ratio of 3.75:1 has been calculated using the generally accepted approach of excluding roof plant and basement areas containing car parking and plant from the total GEA of 92,802 sq.m. Non-servicing basement areas are included within the total GEA. This results in a GEA of 85,213 sq.m, which is divided by the phase 2 application area of 22,700 sq.m. The plot ratio for the whole site (phase 1 and phase 2) is 3.5:1 (based on GEA of 106,735 sq.m and 30,513 sq.m site area).

Design and Heritage

3.106 The proposals have been assessed against adopted UDP Policies EN2B, EN3 and EN8, London Plan policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8, and policies BE1, WCOA, WCOA1 of the Core Strategy (2011) and Policy CL2 of the RBKC Core Strategy. Consideration has also been given to the following design and conservation based supporting documents:

- Wood Lane Conservation Area Character Profile
- St Mary's Conservation Area Character Profile
- Shepherds Bush Conservation Area Character Profile
- The English Heritage / CABE guidance on Tall Buildings

3.107 Officers have had particular regard for the Core Strategy which identifies the White City Opportunity Area for significant regeneration and states that parts may be a suitable location for buildings of greater scale. Core Strategy Strategic Policy WCOA states that:

“All development must have regard to its setting and context within the OA and within the surrounding area in Hammersmith and Fulham and Royal Borough Kensington and Chelsea. It should reflect, extend, improve and integrate with the urban grain and pattern of development in that area (in accordance with Policy BE1). The Council will expect most of the new development to be low to medium rise, however a limited number of tall buildings of exceptionally good design may be acceptable, in particular, close to the A40 and A3220.”

3.108 Para 7.20 of the Core Strategy states that:

“Parts of the area such as alongside the A40 and A3220 are less sensitive to the impact of building height, so tall buildings could be considered as part of the approach to urban design provided they are of exceptional quality. The WCOAPF will set out a tall buildings strategy. Any buildings that are visible from RBKC should have regard to that borough's Core Strategy policy CL2 (subject to adoption)”

RBKC Core Strategy policy CL2 states that in relation to high buildings the Council will:

“resist proposals that exceed the prevailing building height within the context, except where the proposal is for a local or district landmark.” It further states that:

“The Council will require new buildings....to be of the highest architectural and urban design quality, taking opportunities to improve the quality and character of buildings and the area and the way it functions”

3.109 Borough Wide Strategic Policy BE1 states that:

“areas where tall buildings may be appropriate are as follows:

- In part of White City Opportunity Area to be identified in a Supplementary Planning Document (SPD), and in master planning which is consistent with the SPD.”

Para 4.4.2 of the draft WCOAPF states that:

“Taller buildings (12-15 storeys) may be appropriate along the Westway....Towers of approximately 20-30 storeys (up to 100 metres) would be appropriate along the Westway at the gateway to central London.”

Para 4.4.3 of the draft WCOAPF states that

“The masterplan proposes up to three towers (approximately 30 storeys, or 100 metres) in the general area around the Westway – two to the north and one to the south of the Westway.”

3.110 Officers note that the draft WCOA is an emerging guidance and that very limited weight can be afforded to it.

3.111 London Plan Policy 7.7 requires tall buildings to relate well to the form and composition of surrounding buildings and public realm. The Plan also suggests that individually or as a group, tall buildings can improve the legibility of an area by emphasising a point of civic or visual significance where appropriate and enhance the skyline and image of London. It recognises that tall buildings can make a significant contribution to local regeneration, but that they should not have a harmful impact on local views and in sensitive locations such as conservation areas and settings of listed buildings.

3.112 The English Heritage/CABE guidance note on tall buildings identifies the advantages that they can have in terms of making a positive contribution to the image and identity of areas, serving as beacons of regeneration and stimulating further investment as well as the issues associated with tall buildings built in the past. It stresses the need for high quality design with good public realm and for tall building proposals to address their context. It also requires the impact on conservation areas and listed buildings and their settings to be fully addressed.

3.113 In addition to The London Plan and Core Strategy, the NPPF provides further planning guidance which local authorities are obliged to consider when determining planning applications. The NPPF encourages local authorities to support appropriate development proposals which optimise density and deliver wide ranging regeneration benefits to stimulate economic growth.

3.114 The NPPF requires local authorities to adopt a presumption in favour of sustainable development when assessing applications and that a set of 12 core principles of sustainable development should underpin design making. It is considered that the following principles are of relevance to this application:

- “proactively driving and supporting sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth.
- always seek to secure high quality of design and a good standard of amenity for all existing and future occupants of land and buildings.
- conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.”

3.115 The NPPF emphasises the importance of good design in determining applications. It states that:

“Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people” and that “great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.”

3.116 It further states that:

“Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes

beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.”

3.117 In relation to matters of detailed design, the NPPF states:
“Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.”

3.118 Turning to built heritage guidance, the NPPF requires that:
“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset’s conservation and any aspect of the proposal.”

3.119 When considering the impact of a proposed development on the significance of a designated heritage asset, the NPPF states that:
“great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification.”

3.120 The NPPF states that:
“where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.”

Heritage Impacts and Views Analysis

3.121 The site is not located within or adjoining any conservation area, nor are any listed buildings located in the immediate vicinity of the site. The site does not fall within any protected strategic or local views. However, given there are lower rise residential areas, conservation areas, listed buildings and a Registered Park and Garden which the development would be viewed from within or in conjunction with, a comprehensive Townscape Assessment on potentially affected heritage assets and conservation areas has been undertaken in order to determine the significance of the development impact, and whether significant harm would occur to these areas or assets.

3.122 The site lies within the northern part of the White City Opportunity Area. The site which was formerly occupied by BBC Worldwide consisted of four storey buildings built in the early 1980s and has now been cleared with the exception of two buildings adjacent to the West London Railway Line, which are not of any architectural or historic interest. The site has a street frontage to Wood Lane but is bordered by and significantly affected by the barriers created by the elevated section of the Westway to the south and the West London Railway Line embankment to the east.

3.123 An earlier phase of the Imperial College West development is currently under construction to the north of the site on land which also formed part of the BBC Worldwide site, beyond which are two and three storey Victorian and Edwardian houses in the Eynham Road triangle.

3.124 On the opposite side of Wood Lane are four storey apartment blocks, to the south of Westway various commercial and industrial buildings of no architectural merit and to the east of the railway line are light industrial units on the west side of Latimer Road with Victorian and Edwardian housing beyond.

3.125 The urban grain to the south of Westway is coarser than that to the east and north, particularly on the BBC White City site west of Wood Lane and on the former Unigate site east of Wood Lane where large footprint buildings predominate. The site has historically been associated with the land uses, building typologies and coarser urban grain to the south rather than the terraced housing to the north since it formed part of a large area of industrial land and railway sidings to the east of Wood Lane prior to the construction of the Westway and was later occupied by the large footprint buildings of BBC Worldwide.

3.126 To the south of the Westway, lies the Wood Lane Conservation Area. The Old Oak and Wormholt Conservation Area in LBHF is located to the west of the Bentworth Park Triangle west of Wood Lane. The Oxford Gardens/St Quintin Conservation Area is in RBKC to the east, beyond the West London railway line and Latimer Road. Further afield are the Conservation Areas of Shepherds Bush, Grand Union Canal, St Mary's and Coningham/Lime Grove in LBHF and Ladbrooke, Norland and Kensal Green Cemetery Conservation Areas in RBKC. There are a number of listed buildings in the wider areas surrounding the site including the Grade II listed BBC TV Centre and Grade II listed Burlington Danes School, both on Wood Lane. There are further listed buildings in RBKC on the opposite side of the West London Line including a group in Freston Road.

Masterplan

3.127 Imperial College London is seeking to create a significant new hub on the site complementing their existing sites at Hammersmith Hospital and South Kensington. An indicative masterplan was produced by Aukett Fitzroy Robinson for the whole of the former BBC Worldwide site when the first phase of development for student housing was submitted. Phase 1 which is now under construction consists of buildings stepping up from Shinfield Street to ten storeys in height and provides buildings of a significant scale which contrast to the scale, height and massing of the Victorian/Edwardian terraces to the north and east. Officers consider it a fundamental design principle that any development on the site between Phase 1 and Westway should relate appropriately to the scale and height of development in the WCOA south of the Westway as well as to that of the lower rise housing north and east of the site, this approach is supported in Core Strategy Strategic Policy WCOA.

3.128 The proposal seeks to create a new urban quarter integrated with the rest of the WCOA and its surroundings. The design has sought to be inclusive and unifying but clearly needs to have its own character and have a London wide significance appropriate to its location within the WCOA. It will therefore be a contrast in height, scale and massing with its immediate surroundings outside the WCOA. The proposal attempts to make optimum use of a vacant brownfield site with a mixed use development. Officers consider that the mix of uses will assist the objective of creating

a vibrant new quarter within this part of the WCOA with pedestrian activity throughout the day and into the evening and residential and hotel uses should help to ensure a pedestrian presence and opportunities for passive surveillance of the public realm both at night and at the weekends.

3.129 The massing of the proposed development generally follows a spiral, stepping up along the eastern boundary from the student housing under construction towards the Westway. Building C would be taller than the student housing and the main part of Building D is taller again. Building E would be similar in height to Building D's southern wing but subservient to Building F which forms the highest part of the development at the junction of the two main roads and the massing of Buildings G and A then steps back down northwards along the Wood Lane frontage to reflect the lower scale of the apartment blocks on the opposite side of Wood Lane and the houses on Shinfield Street. The variety of building forms and heights is considered to add visual interest and respond appropriately to the setting of the site and to the buildings and spaces within it.

3.130 The proposal has been designed to provide a legible, permeable and accessible layout with a central square at the heart of the development site providing a new amenity space. Vehicular access is to be provided from Wood Lane south of Building A with traffic being routed around the west side of the central square to create activity, movement and passive surveillance throughout the site. Given the nature of the vehicular route traffic speeds are likely to be low and the presence of vehicles is not considered to cause a danger to pedestrians or detract from the amenity of the open space. Pedestrian access into the central square would be provided from three points along Wood Lane including via a wide route to the south of Building F angled to provide views through to the central square and the School of Public Health building beyond and draw pedestrians into the development from the main route to White City tube station. The public realm will be animated through active ground floor uses and will be landscaped with the potential for significant tree planting in the central square.

3.131 The proposal attempts to overcome the effects of severance created by the surrounding transport infrastructure by committing to delivering a pedestrian connection to RBKC under the West London Line significantly improving access from RBKC to Hammersmith Hospital and bus services along Wood Lane and into the WCOA in general. The east-west link has been designed to provide a legible, safe and convenient pedestrian link with opportunities for passive surveillance from adjacent buildings. Furthermore the development has been designed to incorporate a vehicle and pedestrian link south under the Westway into the land which is subject to a current pre-application proposal for redevelopment. The exact location of the link is dictated by the limited clearance available under the Westway and such a link would provide an alternative north-south route to Wood Lane through the WCOA.

3.132 A s.106 agreement will include contributions towards establishing the new pedestrian links.

3.133 To assess the impact on surrounding areas, the Environmental Statement (ES) includes a comprehensive Townscape Assessment prepared by Peter Stewart - specialist townscape consultants that provide advice in visual townscape assessments analysing impacts of development proposals on a wide area. The technical consultants produce a number of verified views from the surrounding area (and wider area where appropriate) within which, the development proposals are superimposed in the

background. The images are then verified through scientific equipment to provide an accurate depiction of the overall scale and extent of the development. Both LBHF and GLA officers have closely scrutinised the methodology adopted by the technical consultants and have found the methods to be sound. It is therefore considered that the townscape assessment would constitute an accurate and correct appraisal of the proposed buildings in context, which is consistent with other ES Townscape Studies and accords with the established best practice for such assessments (within Environmental Statements). The same methods were used by the same consultants to produce similar visual material in the recent Westfield extension application.

3.134 The Townscape Assessment has assessed a total of 29 views (of which 27 are verified views) of the development from an agreed sample of representative locations inside and outside Conservation Areas in both LBHF and RBKC. These were chosen in consultation with Officers from LBHF, RBKC and the GLA and followed site visits and a comprehensive desk based assessment.

3.135 The significance of views from Conservation Areas in LBHF and RBKC and the impact of the development on the setting of Conservation Areas and listed buildings in both LBHF and RBKC has been assessed in the ES. Officers have considered the significance and effects in relation to all 29 views when making their recommendations. Firstly, officers will address the impacts on the immediate vicinity including the conservation areas and nearby views of the development from within LBHF. The Townscape Assessment concludes that the settings of the Old Oak and Wormholt, Shepherds Bush and St Mary's Conservation Areas in LBHF would be preserved. All of these conservation areas are some distance apart from the development site. Views towards the development from Bentworth Road and Shepherds Bush Green (Nos. 1 and 7 respectively) have been modelled in the Townscape Assessment which considers the effect would be beneficial and that Building F would appear as a distinctive and high quality structure, clearly separate from the foreground. Officers agree with these conclusions.

3.136 In respect of the Wood Lane Conservation Area the Townscape Assessment concludes that the view of the proposed development north along Wood Lane from outside the BBC TV Centre (No. 2) would have a beneficial effect. Officers consider that Building F (in addition to Buildings E and D in the short term, prior to development occurring on the former Unigate Dairy site south of Westway which may obscure views of Buildings E and D) would provide a strong local landmark for the WCOA enhanced by the high quality of the architecture when viewed from far away and close up. Building F would provide a marker at a key location, terminating the view northward along Wood Lane. The Townscape Assessment concludes that the effect of the view from Hammersmith Park (No. 23) which is also within the Wood Lane Conservation Area, would be beneficial with Building F forming a focal point in the middle distance. Officers agree with this analysis. Officers agree with the conclusion of the Townscape Assessment that the setting of the Wood Lane Conservation Area, the boundaries of which were originally deliberately drawn widely in order to protect the setting of the landmark BBC TV Centre, would be enhanced by the development and in particular by the landmark qualities of Building F. Officers consider that the Coningham/Lime Grove Conservation Area to be a sufficient distance away from the application site to avoid any negative visual impacts.

3.137 The Townscape Assessment has also assessed views from locations in LBHF not in Conservation Areas to the north and North West of the site. In relation to the view

from Eynham Road (No. 16) the Townscape Assessment states that there would be an obvious contrast between the low rise terraces in the foreground and Building F but that the composition of the elements would be ordered and the distinctive form and high quality of Building F would be apparent. Officers consider that the effect would not be harmful since apart from Building F much of the proposed development would be obscured by the student accommodation currently under construction, although it is acknowledged that there would be glimpses of it through the gaps in the finger blocks. In relation to the view from Wormwood Scrubs (No. 10) the Townscape Assessment concludes that Building F would form a distinctive and high quality focal point in the view, that such a feature is consistent with the existing character of the view which includes existing tall buildings in the background and that the effect is beneficial. Officers agree with these conclusions.

3.138 In views from the west along Westway (Nos. 8 and 22), also outside of Conservation Areas, the Townscape Assessment considers that Building F would appear as building of an acceptable scale and high quality addition to the view and that its siting would signal the location and alignment of the main pedestrian route into the site from Wood Lane. Officers consider that Building F would appear as an appropriate landmark at a key location within the WCOA in these views. The Townscape Assessment comes to the same conclusion.

3.139 In relation to the impact on Conservation Areas within RBKC, the Townscape Assessment acknowledges that there would be an adverse effect in views west from Oxford Gardens in the Oxford Gardens/St Quintin Conservation Area. For example, in views from Oxford Gardens (Nos. 3 and 4) the accumulation of large building forms on the application site would appear less coherent with the composition of the townscape. The Townscape Assessment states that this effect would be neutral in summer due to the presence of street trees on Oxford Gardens which would provide some visual screening. Officers consider that due to the alignment of Oxford Gardens these two views constitute key positions within the conservation area where the perceived scale and height of the proposed development will be particularly apparent at the end of the street.

3.140 It is acknowledged that the larger form and scale of the development would contrast with the low rise buildings in the foreground. As such, the impact could be viewed as being adverse due to the accumulation of building forms. This effect is accentuated by Building F appearing to merge into Building D creating the perception of a larger mass of buildings which appear to rise directly above the 2 storey housing within the conservation area.

3.141 Notwithstanding the presence of the proposed development from these views, officers consider that the development would be located a significant distance away from the majority of Oxford Gardens and the conservation area, particularly east of viewpoint 3 where views of the development would diminish. Although buildings D and F would become more visible to the west of view point 4, the majority of the conservation area is located to the east. Therefore, it is considered that only a small part of the conservation area will be subject to any adverse impact which is identified within the Townscape Assessment. As such, it is considered that it is a combination of the distance (from Oxford Gardens) and the clear separation of the development site from Oxford Gardens which minimise any adverse impact upon the Conservation Area.

3.142 Officers also consider that the site is particularly separate from the conservation areas to the east within RBKC in townscape terms. The separation is caused by the effect of the severance of the railway embankment combined with a row of largely industrial premises on the west side of Latimer Road which runs south to north clearly defining the boundaries between different areas containing contrasting urban morphologies. Latimer Road is not included within a Conservation Area. This section has alluded to the larger scale coarser urban forms within the sites in the Opportunity Area (from the ICL site, Unigate site as far south as Westfield) which contrast significantly with the lower rise residential areas to the east within RBKC.

3.143 As such, given the clear separation of the proposed new quarter in LBHF from the Conservation Area in RBKC it is considered that the development would be seen as a backdrop to the townscape in the Conservation Area rather than a continuation of it. Officers also consider that by ensuring a high quality of architecture of the buildings, the proposals would contribute towards mitigating any adverse impacts on the adjoining areas.

3.144 Notwithstanding the above, officers consider that the impact on the heritage asset would be less than substantial given that the adverse impacts are located within a smaller area at the south western corner of the conservation area. Officers have had regard due to the NPPF which requires the harm to be weighed against the public benefits including securing optimum viable use. In this case, officers consider that the proposals would bring about a number of regeneration benefits to the public and the optimum density of the site would be secured.

3.145 Other views of the development from the Oxford Gardens/St Quintin Conservation Area have been assessed in the Townscape Assessment and are considered to have a neutral or beneficial effect. For example, in the view from Kelfield Gardens at the junction with Wallingford Avenue (view No. 14), just one street block north of Oxford Gardens only Building F is significantly visible above the rooflines of residential properties. The Townscape Assessment considers that Building F would appear as a distinctive, singular and slender building clearly marking the presence of a different quarter of the city and that the effect of this would be beneficial. Officers agree with this conclusion and consider that in this view the orientation of Building F reduces its impact by presenting a slender façade with glazed winter gardens towards the Conservation Area and the student housing scheme under construction is already clearly visible as a large element at the end of the street. The consistency of streets and terraces within the Conservation Area is considered to be strong and the appearance of Building F as a backdrop to it is not considered to have an adverse effect.

3.146 The Townscape Assessment analyses the view from within the RBKC part of the Grade I listed Park and Garden at Kensal Green Cemetery in the Kensal Green Cemetery Conservation Area. The view (No. 9) shows the point within the Cemetery from which views of the Imperial West development would be most obvious and the Townscape Assessment considers that the effect would be neutral. The development would be a sufficient distance away from the Cemetery (over 1km) and of a high architectural quality to avoid causing harm to its setting. The tallest building (building F) in particular would be viewed as part of the urban backcloth to the view from the Cemetery. Already, significant development has taken place around the Cemetery boundary, which arguably has had a greater effect on its setting. It should also be noted that there is likely to be considerable potential for development at Kensal Gas Works

site in RBKC which is closer to and more visible from with the Cemetery than the ICL proposal. The Cemetery is at one of the most elevated points in the Borough and there are views of the cityscape southwards across London which already capture tall buildings including the tower blocks on the Edward Woods Estate and the Grade II* listed Trellick Tower. The RBKC Conservation Area Character Profile for Kensal Green Cemetery acknowledges that there are relatively few areas within the cemetery in which one is unaware of surrounding development. The view is not a protected view in the London View Management Framework, neither is it one of the protected vistas in London designated by the Secretary of State. Officers also consider that the effect of the view from the Cemetery would be neutral. Officers agree with the conclusion of the Townscape Assessment that the settings of the Grade I listed Park and Garden at Kensal Green Cemetery, the listed buildings within it and its two Conservation Areas (Kensal Green Cemetery CA in RBKC and St Mary's CA in LBHF) would be preserved.

3.147 The Townscape Assessment has modelled views from other locations in RBKC both from within Conservation Areas such as Ladbrooke (No. 26), Norland (No. 29) and from outside of Conservation Areas such as from Latimer Road (Nos. 15 and 19). In all these cases the Townscape Assessment concludes that the effect would be either neutral, negligible or that there would not be an effect and that in respect of views from Latimer Road (Nos. 9 and 15), which is not located within a Conservation Area, Building F would be clearly visible and would appear as a striking focal point signifying the new quarter creating a beneficial effect. Officers agree with the conclusions in the Townscape Assessment.

3.148 Officers recognise the concerns of the RBKC and those of the significant number of residents and the various residents associations in RBKC who have made representations in response to the proposals. Officers note that a significant number of representations cited the scale and height of Building F as being excessive and unrelated to the scale and character of the conservation areas to the east in RBKC. The Townscape Assessment considers the contrast in scale and visibility of the proposed buildings and in particular that of Building F from adjacent Conservation Areas. It concludes that such a contrast is not considered to result in an inherently adverse effect (in terms of the significance) on the setting of the conservation areas. It concludes that the significance of the impacts is such that the setting of the conservation areas would be preserved.

3.149 Officers note that the assessment (on the significance of impacts) should also take account of legibility, townscape composition and quality of architecture (of the proposed development). It is considered that the legibility of the area would be improved considerably by prominently signalling the gateway to Inner London at this important junction within the northern part of the WCOA through the use of increased scale as envisaged in the Core Strategy. The presence of high quality tall buildings at this prominent gateway site is considered by officers to be an appropriate response to the townscape composition, immediately adjacent to Westway and the gyratory with the West Cross Route. Officers are of the view that the architecture of the buildings would be of the highest quality (full assessment of the architecture to follow) subject to the acceptability of the detailed design (to be secured by way of planning conditions).

3.150 Officers consider that the proposals would meet the criteria for the highest architectural and urban design quality in RBKC Policy CL2 and that Building F would fall within the district landmarks category in the context of existing buildings in the WCOA. District landmarks are defined in the policy as buildings up to four times their context in

height. Building heights on the west side of Wood Lane within the WCOA strategic site WCOA1 range from approx 32m at the BBC White City building to approx 52m at BBC TV Centre's East Tower. The student accommodation adjacent to the application site is 10 storeys in height. Officers note that the WCOA contains Shepherds Bush town centre which is designated as a metropolitan town centre in the London Plan. Officers consider that the proposals have been developed with regard to the criteria for district landmarks in RBKC Core Strategy CL2 in respect of:

- exceptional design quality,
- slender profile,
- positively articulating a point of townscape legibility of significance for the wider Borough and neighbouring Boroughs,
- denoting a strategic London-wide public use,
- the requirement for an assessment of visual influence to demonstrate that the building has a wholly positive visual impact in the quality and character of the Royal Borough's townscape.

3.151 Taking into account the above factors, officers agree with the conclusions in the Townscape Assessment which states that the overall effect of the development on the settings of individual Conservation Areas in RBKC would be neutral or negligible and in respect of the settings of individual Conservation Areas in LBHF that the overall effect would be neutral or in the specific case of the Wood Lane Conservation Area that the effect would be positive.

3.152 The setting of other nearby designated heritage assets has also been considered in the Townscape Assessment. The Grade II listed BBC TV Centre (view No. 2) and Burlington Danes School (view No. 5) are a significant distance away and views in which they may be seen in conjunction with the Building F in particular have been modelled in the Townscape Assessment and the effect is considered to be neutral as is the effect on the setting of listed buildings on Freston Road in RBKC. Officers agree with this analysis.

3.153 The Townscape Assessment concludes that the setting of nearby undesignated heritage assets (Buildings of Merit such as White City Underground Station) would be preserved and officers agree with this analysis.

3.154 The objection from English Heritage in relation to the impact of Buildings C, D and F on the setting of the Registered Park and Garden at Kensal Green Cemetery, views from it and on the settings of Conservation Areas in LBHF and RBKC has been considered. Officers note that English Heritage did not object to the principle of tall buildings in the WCOA in their response to the draft WCOAPF, apart from expressing concern about the potential for tall buildings around the listed BBC TV Centre. The ICL site is just under 500m away from the BBC TV Centre and close to the A40 and A3320 which is within the area identified as a potential location for tall buildings in Core Strategy Strategic Policy WCOA.

3.155 Officers have had particular regard for the English Heritage publication 'The Setting of Heritage Assets' dated October 2011. This provides a definition of, and key concepts associated with setting. It notes that setting (i.e.: of a conservation area, or view from a conservation area) is not a heritage asset but can contribute to the significance of heritage assets. The document acknowledges that the protection of the setting of heritage assets need not prevent change. What is important is the recognition of, and the response to setting of heritage assets. The document goes on to note that

where the significance of a heritage asset has been compromised in the past by unsympathetic development affecting its setting, consideration needs to be given to whether additional change will further detract from or can enhance the significance of the asset.

3.156 Officers are of the opinion that the nature (and impact) of the views of the development from surrounding sensitive locations are not significant enough to result in harm to their setting. The development would not change or result in altering the established townscape character, building typologies, plot dimensions, materials, physical boundaries or street patterns within the nearby conservation areas. The development site is physically separated from the conservation areas to the east beyond the railway embankment. As such, the physical separation will ensure that each area will remain separate and distinct in terms of its urban form. The prevailing street patterns will not be altered by the development in the conservation areas, and there will be no significant adverse impact on residential amenity either resulting from the scale of development or transport related impact. These aspects are covered in preceding sections of this report.

3.157 In coming to the conclusions with regards to visual impact, officers have considered the guidance offered by English Heritage in their document 'Seeing History in the View' dated May 2011 which states that views are often kinetic in nature and may change as the observer moves around the viewing place. Officers have assessed all of the submitted views on site and have paid regard to how the impact would change as the viewpoint is varied within each area. It is accepted that the taller elements will be visible from residential areas within the adjacent conservation areas. However, this alone would not constitute harm. Officers consider that the standard of architecture to be of the highest quality which would enhance any view of the development. In particular, the views of the roofscape of the development has been subject to further assessment and dialogue with the relevant design panels (Design Review Panel and CABE). As such, the roof top of the taller element was modified to create a more dynamic shape. Officers consider the resulting design to successfully respond to this point which is elaborated further in this report.

Design reviews

3.158 The development proposals have been subject to extensive appraisal at three different design reviews and the applicants have responded to the points made at each.

3.159 LBHF Design Review Panel suggested that Building F was revisited to create an improved arrival space at the main pedestrian entrance to the development, provide open views into the central square, improve sunlight and daylight penetration to the central square and to angle away the south elevation in views north out of the Wood Lane Conservation Area. Officers consider that this amendment has resulted in a significant improvement to the appearance of the tallest building on the site and has resulted in the narrowest and lightest elevation comprising of glazed winter gardens being visible in views from Kelfield Gardens in RBKC. The top of Building F was also felt to require further resolution by the LBHF DRP. Officers consider this has been sufficiently addressed with revisions to the originally submitted drawings.

3.160 CABE at Design Council provided a positive response in general and did not have an objection in principle to the height of Building F and welcomed its detailed design. CABE considered that the proposals had the potential to create a sense of place and provide a large open space for public use. CABE felt was felt that it was right

for each building to have its own expression and identity, reflecting the different uses within. CABE agreed with the proposed amendment to re-position Building F which had been incorporated into the design by the time the scheme was presented to them. The landscaping proposals have been further developed in response to CABE comments.

3.161 RBKC Architects Advisory Panel (AAP) had no objections in principle to the height of Building F and supported the concept of a new marker for Imperial College on the site. The applicants have further developed their landscaping proposals including drawing inspiration from the history and achievements of Imperial College and have also revised the design of the top of the tower. The Panel's suggestion to re-site Building F such that the winter gardens would face south west and the lift cores towards RBKC has been considered by the development team but has not been developed further. LBHF officers agree that this particular suggestion was not well conceived since a vertical elevation would be presented to views from RBKC instead of the proposed recessive form. Concerns were expressed by the AAP about the disparate building forms and heights of the proposed buildings on the site. LBHF officers consider that the building forms and heights have been justified and that variety in building heights and forms is an appropriate approach to creating a new piece of townscape in this location and to the successful integration of the development with its surroundings. The AAP made further comments about the design of the top and base of Building F, external materials, the design quality of the elevations and the character of a university campus. Officers are satisfied with the amendments that have been made to the design of the top of Building F and with the proposed elevations and materials subject to the detail being controlled by condition. In respect of the creation of a university campus environment, this is something that the development team had sought to avoid from the outset as the proposal is for a new mixed use urban quarter rather than a private campus and the AAP's suggestion was therefore not taken forward with the agreement of officers.

Design development and modifications

3.162 Officers have engaged with the applicants over a long period of time and have negotiated a number of amendments to the original pre-application proposals:

- A strong building line at the back edge of pavement along Wood Lane has been secured instead of initial proposals for buildings set back behind an access road.
- Building C has been reduced in height to minimise impact on the adjacent residential area in RBKC.
- Floor to ceiling heights in Building D have been reduced in height and one floor has been transferred from the southern wing fronting the Westway to the northern wing to minimise impact on the adjacent residential area in RBKC.
- The top of Building F has been amended to take account of LBHF Design Review Panel advice to reconsider this aspect. An extension of the glazed lift core now provides a natural termination point to the building without significantly increasing the height or bulk of the building and the extension would be located furthest away from the residential area to the east of the railway line in RBKC.
- The siting of Building F has been amended to improve its appearance in key views including from RBKC and open up views into the central space towards Building C.
- The width of Building F has been reduced to produce a slimmer silhouette on the skyline.
- The landscaping proposals have been further developed to provide more detail and greater clarity and in response to comments received during the design review process.

Building C - School of Public Health

3.163 Although the form of the School of Public Health is heavily influenced by the nature of the special uses and activities it is designed to accommodate, the form is varied to break down its massing particularly in views from RBKC. The building steps up from the east-link in three storey increments to 9 storeys adjacent to the atrium. The building is intended to form a beacon of learning and health provision and this is reflected in the large glazed atrium which forms an internal gathering space and which would animate the central square. The rationale behind the glazed atrium and stone façade is to form a landmark and draw pedestrians in from Wood Lane across the central square. The stone would be articulated with limited punched window openings and partly adorned with organic patterns related to the scientific nature of the uses of the building. The northern and southern elevations would be largely glazed incorporating an organic frit pattern on the glass and the eastern elevation would be stone and glass. Officers consider that the proposal would provide a high quality of design for this landmark public building within the development and note the comments of RBKC officers in the RBKC PAC report of 3rd April 2012 that the 'building has a presence in the local townscape, but not so as to appear dominant or disruptive to the street scenes or to detract from the informal, mature landscaping of Kensal Green Cemetery.'

Building D – Business, Technology and Incubator Units

3.164 Building D comprises of two terracotta framed accommodation wings, one of 12 storeys plus plant that fronts the Westway providing a buffer between the road and the central square and a lower rear one of 7 storeys. Between these is a glazed atrium that provides animation to the central square and draws pedestrians into the building. A glazed lift core rises the full height of the taller wing facing into the central square.

The northern elevation of the taller wing is glazed and reveals an internal concrete diagrid structure running up from the atrium. The eastern elevation of the taller wing facing RBKC consists of a terracotta frame with fine piers partly glazed and partly infilled with recessed terracotta panels to minimise light spillage to the adjacent residential area. The top floor and plant to the taller wing are recessed from the southern elevation and are detailed with a fritted glazed screen. The southern elevation includes an active frontage at ground floor level to the southern access route leading into the proposed east-west pedestrian link. Above the recessed ground floor level the southern elevation consists of a terracotta frame with large window openings incorporating shading devices to reduce solar gain and glare, these devices would be coloured to provide visual interest to the building when seen from passing vehicles on the Westway. The proposed terracotta is considered to be acceptable in principle and will be complementary where it appears in views from RBKC where the materials of the houses in sub area C of the Oxford Gardens/St Quintin Conservation Area are characterised by their red brick. Details of all external materials including colours will be conditioned.

3.165 The lower wing of the building is considered to provide significant urban design benefits in views from RBKC and provides a gentle step down in massing towards the central square. Officers consider that the proposed building would provide a high quality of design and note the comments of RBKC officers in the RBKC PAC report of 3rd April 2012 that the 'architecture and material choice is high quality.'

Building F - Residential tower

3.166 Officers consider that Building F would constitute a landmark building at a key gateway into the Borough at the junction of Westway and Wood Lane such that it would be highly visible in views along these main roads and would signify the importance of the site as a new base for ICL within both the WCOA and London as a whole. The 35 storey building would form a marker within the townscape and aid legibility within the WCOA.

3.167 The building's location within the site and its detailed profile have been designed to respond to the site's context. It is placed furthest away from the low rise residential districts to the north and east. Unlike many previous and contemporary tall buildings in London the building would have a slim profile and the tapering shape would reduce its impact on the skyline, particularly in views from RBKC from where the mass of the building will be recessive. Careful consideration has been given to the manner in which the building meets the ground such that it has a double height restaurant space at ground floor level creating an active frontage to the main pedestrian entrance to the development and at the rear facing Building G the ground floor vents will be disguised with bespoke metalwork.

3.168 The orientation of the building allows for a broad piazza to be provided at the main entrance to the site creating an appropriate setting for the approach to the building from the south and White City Station and opening up views towards the central square and School of Public Health.

3.169 The eastern sloping elevation facing towards RBKC has glazed winter gardens with opening glazed louvers, creating a lightweight glazed elevation in views from RBKC and which provides passive surveillance to the central square. The winter gardens are set in from the flank elevations to provide articulation in the elevation and present a narrower face to the central square and RBKC. A glazed lift core on the west elevation would create a narrow end elevation which would rise to form a spire at the top of the building and would provide an appropriate termination point which would enhance views from the west and south.

3.170 The southern and northern elevations above ground floor level are proposed to be clad in terracotta and the applicants have confirmed that this would have a variation in tonality and mortared joints to create the high quality of design appropriate to the status of the building and which would avoid the uniform appearance associated with standard terracotta rain screen cladding. Glazed recessed breaks in the terracotta would be provided at nine storey intervals to provide relief in the elevations and break up the mass of the building. The quality of more detailed design and materials will be ensured through conditions. In addition, a further condition is recommended which ensures that the materials to be used in the tall building are of the highest quality in terms of performance, sustainability rating and durability. Accompanying the materials, a detailed specification of the materials would also be submitted.

3.171 In conclusion, the building will be a unique structure of the highest quality of design that would positively contribute to place making within the new urban quarter that is being created and which would respond positively to its context. Its profile and form would create an exceptional structure that would be unique on the skyline within this part of London.

Landscaping, microclimate and public realm

3.172 A substantial central landscaped square would form a focal point within the development creating an amenity space designed to provide scope for the planting of large trees and including accessible seating. A large lawn area with plenty of natural surveillance from adjacent buildings would also be provided. The percentage of non-paved area within the central square (29% of total) would be higher than either Leicester Square or Hanover Square in Central London (both 24%) although lower than the Georgian Fitzroy Square (36.5%). Officers consider that almost one third of non paved area provides a good proportion and facilitates a sufficient area of soft landscaping to provide a green foil to the surrounding development. Character areas within the development would provide for variety in functions and appearance of the public realm. Imperial College have identified a theme of innovation and invention for the public realm to create a unique sense of place reflecting the history and achievements of the academic institution and this will be further developed through further detailed landscaping proposals which are conditioned.

3.173 The Laureate Garden in front of Building E would form part of the invention theme in the landscaping proposals providing a sheltered area for contemplation and could be overlooked by a terrace of the hotel at first floor level, depending on the detail design of Building E at reserved matters stage. Spill out spaces in front of buildings, particularly where the ground floor is in restaurant use would help to animate the public spaces and provide passive surveillance. Quieter mews style spaces would be provided on either side of the School of Public Health.

3.174 A planted landscaped area would surround the car park entrance ramp to disguise its presence and provide a green foil to the wide principal pedestrian entry point from Wood Lane in the south west corner of the site. A shared surface arrangement would operate around the north and east sides of the central square with limited vehicular access and parking facilities. It is considered that this would enable greater pedestrian freedom and reduce visual clutter.

3.175 It has not been possible to create a physically accessible link along the railway line corridor due to land ownership and security issues but a continuous green corridor can be provided. The applicant has agreed to contribute to this green corridor through the s106 agreement which would place an obligation on the developer to use reasonable endeavours to assist any landscaping/ecological enhancement scheme forthcoming for this land.

3.176 The illustrative supporting information shows how the area beneath the Westway could be refurbished and integrated into the development although this land does not form part of the application site. The applicant is willing to work collaboratively with other landowners towards a scheme in this area through the s106 agreement which would place an obligation to use reasonable endeavours to assist any scheme forthcoming for this land.

3.177 The level of noise likely to be experienced in the arrival space at the base of Building F has been assessed by the applicant's consultants and found to be equivalent to or less than at the arrival spaces to major developments in Central London such as More London on Tooley Street and Regent's Place on Marylebone Road. The level of noise experienced is diminished by the elevated nature of the Westway and mitigation measures such as planting and water features will assist in masking noise sources.

The Central Square and Laureate Gardens will be screened by buildings along the Westway and Wood Lane and will therefore be quieter.

3.178 The potential impact of wind around base of Building F and in the central square has been assessed by the applicant's consultants and with the use of mitigation measures such as canopies and tree planting appropriate wind comfort conditions will be maintained throughout the development.

3.179 Officers consider that the proposed landscaping would create a high quality of public realm, would assist in integrating the proposed buildings surrounding it and that the microclimate created by the proposals would be comfortable for future users. The proposal would assist in the creation of new linkages within the WCOA and would deliver an attractive landscaped environment.

Outline - Buildings A, E and G

3.180 Parameters plans and design guidelines have been developed for these buildings to ensure a high quality of design and materials. These are subject to a comprehensive list of planning conditions as was the case for the Westfield extension application.

3.181 The proposed height and massing of these buildings has been fully considered in preparation of the masterplan for the site as a whole and is considered acceptable both in relation to the surrounding development and the proposed buildings on the site itself. Building A consists of a part three, part five storey building to respect the height of the properties on the opposite side of Shinfield Street. Building G steps up in height to 7 storeys to provide enclosure to the central square and an appropriate transition to Building F. Building E has a maximum height of 14 storeys and provides some variety in height between Buildings D and F along Westway, encloses the central square and also acts as a shield between the traffic noise on Westway and the central square.

3.182 Buildings A and G would introduce a strong building line and street frontage to this part of Wood Lane for the first time and retail and office uses would provide active frontages both to Wood Lane and the access routes to the central square from Wood Lane.

3.183 The hotel within Building E would provide passive surveillance to the central square and active frontages in particular to the southern access route along Westway which would feed into the east-west pedestrian connection.

3.184 Officers consider that a number of further conditions are necessary given the nature and type of set-backs and the maximum building heights cited in the parameters plans and sections. In particular, given the more complex set back arrangements in buildings A and G, the planning conditions are worded to ensure the upper floor(s) are set back by a minimum amount (appropriate to the parameters plans and sections).

3.185 Due to the existence of the masterplan and the parameters plan, there are no levels of deviation of the building lines which would remain fixed within the reserved matters applications. Should the design of the buildings change substantially, a new outline submission for the buildings would be required. However, it is considered that with the above conditions in place, there is sufficient clear and precise guidance to ensure the future designs come forward in accordance with the parameters plans and sections and the urban design masterplan for the whole site.

Conclusion

3.186 The proposals and the aspirations for the area in the Core Strategy are considered to constitute major development works of a significant scale which directly respond to the Opportunity Area policy designation. Officers consider the scale and density of the development to be justified in accordance with both strategic and local planning policies and that a high quality of design in terms of both buildings and landscaping would be provided.

3.187 Officers have considered the Townscape Assessment which sets out the significance of the nearby heritage assets alongside an analysis of the impacts and the relative significance of these impacts upon the surrounding heritage assets and are satisfied that overall the proposals would preserve their settings.

Standard and Quality of Accommodation

3.188 Policy 3.5 of the London Plan requires new residential development to provide a high quality of internal living environment. Table 3.3 of this policy specifies unit sizes for new development. A caveat is included within the policy stating that development that does not accord fully with the policy can be permitted if it exhibits exemplary design and contributes to the achievement of other policy objectives.

3.189 Policy 3.8 of the London Plan requires new residential development to be built to lifetime homes standards, with 10% of units designed to be wheelchair accessible or easily adaptable to this standard. Policy 7.3 advises that new development should seek to create safe, secure and appropriately accessible environments.

3.190 Policy EN10 of the UDP requires new development to create a safe and secure environment. Policy HO6 requires, among other matters, 10% of new residential units to be designed to be suitable for occupation by wheelchair users. Standard S7A specifies minimum internal floor space standards for new residential units.

3.191 Policy H3 of the Core Strategy requires new residential development to provide high quality living conditions for future occupiers.

3.192 All of the proposed units have been designed to exceed the minimum dwelling size requirements outlined in Standard S7A of the UDP. Of the 192 dwellings proposed, 165 units comply with the London Plan minimum space standards for new development set out in Table 3.3. However 27 proposed units do not meet the London Plan minimum spaces standards (14% of the total units). The non-compliant units comprise 17 studios and 10 x 1 beds, of which 15 would be private units (10 x studios and 5 x 1 beds) and 12 would be keyworker units (7 x studios and 5 x 1 beds). The shortfall in the minimum standards ranges from 2-4sq.m for the studios and 1-3sq.m for the 1 bed units.

3.193 However, officers consider that the units have been well designed to make good use of the space by having minimal circulation area and combined living/dining areas with built-in kitchen units. The units include floor to ceiling windows to enhance daylight and openness to the units, and maximise the potential of the available space. Within the studios, a separate kitchen space is located immediately inside the entrance, which breaks the unit into multiple spaces. The bathroom is also positioned just inside the entrance to the units, thereby maximising the available living/sleeping area, providing clean lines and flexibility. The 1 bed units make a similar efficient use of space.

3.194 To compensate for the shortfall in the unit sizes, the applicant has provided storage units for each of the 17 units that do not meet the Mayor's standards. These would be located in the basement of Block F and range from 2-4sq.m. Officers consider that this is an appropriate response to the 1-4sq.m shortfall in unit sizes, which is welcomed as it will provide valuable storage space for the occupiers of these units.

3.195 12 of the units would be for key workers are likely to be targeted to employees seeking more 'starter' or temporary style of accommodation for Imperial College staff. Similarly in terms of the 15 studio and 1 bed market units, these would also provide a useful source of 'starter' accommodation.

3.196 Officers also acknowledge that the design and layout of these smaller units follow the emerging 'pocket home' concept of making efficient use of limited space in providing compact and therefore affordable units for modern living for single working people or couples. Therefore while all of the units achieve the UDP minimum space standards but 14% fail the Mayor's spaces standards, they are a small component of the overall scheme and make efficient use of their available space. When also considered in the context of the Council's other objectives, such as increasing housing provision and low cost home ownership opportunities, such sizes of units are considered acceptable.

3.197 All the proposed units have also been designed to meet the Lifetime Homes Standards, and 10% of the dwellings would be designed to wheelchair housing standard or easily capable of being adapted as wheelchair units. Condition 30 would secure this. 10% of the on-site car parking bays would be designed for disabled people. The disabled parking bays for Block F would be located within the basement car park, close to the entrance cores. These matters would be secured by Conditions 24 and 25. The proposal therefore complies with London Plan Policy 3.8.

3.198 UDP Standard S13.3 (Aspect) requires that no dwellings should have all its habitable room windows facing exclusively in any northerly direction. The proposed residential accommodation complies with this standard.

3.199 The applicants Design and Access Statement for Building F include a section on secured by design and how the design evolution of Building F has been guided by Secured by Design principles. Details of how the whole scheme would seek to achieve Secure by Design status is required by condition 36.

3.200 In accordance with the provisions of the Equality Act 2010, the Council needs to have due regard for the potential of the proposal to affect the various needs of protected 'characteristics' and groups. In keeping with these objectives, the following are examples of increased opportunities for accessibility by all groups: all units to be built to Lifetime Homes standards, the provision of wheelchair units and car parking spaces; and substantial public realm within the site. The scheme would not be designed in such a way to exclude or have any detrimental impact on any groups in society and therefore it is considered that the development would not contravene the Act.

3.201 In conclusion, it is considered that the standard of accommodation is acceptable.

Impacts on Surrounding Properties

3.202 This section focuses on the impact that the scheme would have on the properties surrounding the site. Policy EN8 of the UDP outlines that development should respect

the principles of good neighbourliness and ensure that new developments are designed so that the amenities of existing residential properties are not unacceptably harmed. Standard S13 provides guidance on the loss of outlook and the loss of privacy of neighbouring properties arising from new development.

3.203 The proposed flats would be located in Building F, the 35 storey building located in the south west corner of the site. The design has been considered to maximise efficiently of this part of the site whilst still achieving a good standard of residential amenity for both existing and future residents.

3.204 The closest residential properties are located some 20m north and 25m west of the development site, which complies with UDP Standard S13, which recommends 18m is the minimum separation distance between facing habitable rooms in urban areas. Thus, the proposal will not give rise to unacceptable overlooking or a loss of privacy within neighbouring buildings.

3.205 Winter gardens/balconies are proposed in the west and eastern elevations of the tower. The balconies/winter gardens on the western elevation (closest to residential properties are some 50m from the nearest residential properties on Wood Lane (Browning House) and as such it is not considered that there would be any resulting noise and disturbance.

3.206 In summary, the proposal would not result in surrounding properties experiencing any significant undue loss of amenity in terms of overlooking and privacy. The proposal is considered to comply with policy requirements on this matter.

Daylight, sunlight and overshadowing

3.207 Policy 7.6 of the London Plan states that buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings. Policy 7.7 states that 'tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing, noise, reflected glare, aviation, navigation and telecommunication interference'. There are no specific policies with regard to daylight, sunlight or overshadowing either within the saved UDP or Core Strategy. UDP policy EN8 does however refer to impact generally and the principles of 'good neighbourliness'.

3.208 The development of all proposed buildings within phase 2 has been assessed with regards to the impact on the levels of daylight and sunlight enjoyed by existing residential dwellings. A number of objectors have raised concerns about loss of daylight and sunlight. Accordingly this issue has been considered in detail and also assessed against the requirements of policies 7.6 and 7.7 of the London Plan, and the BRE guide 'Site Layout Planning for Daylight and Sunlight, 2011'.

3.209 The application is supported by a daylight, sunlight and overshadowing assessment in the Environmental Statement (ES). Since original submission of the ES, additional assessments for daylight, sunlight and overshadowing have been submitted, which include the assessment of properties within the Royal Borough of Kensington and Chelsea (RBKC).

3.210 The daylight, sunlight and overshadowing assessments originally submitted were based on the 'existing' baseline being without the phase 1 buildings. However, as the

phase 1 construction is substantially complete (due for completion in summer 2012), it is considered appropriate for the 'existing' baseline to include the phase 1 construction and retained BBC buildings as in place at this time. The assessment following amendment to the 'existing' baseline results in the same conclusions as those in the originally submitted ES.

3.211 The assessment has been undertaken in line with the guidance provided in the Building Research Establishment (BRE) document entitled 'Site Layout Planning for Daylight and Sunlight' (2011). The assessment considers the potential impacts of the proposed development on daylight, sunlight and overshadowing on existing and neighbouring buildings. In urban and city centre areas, BRE Guidelines advise that the guidance be applied flexibly and there are circumstances that will exist where a greater degree of obstruction to light can on occasion, be acceptable.

3.212 The daylight and sunlight assessment has been undertaken on those residential properties most likely to experience impacts from the development, i.e. the nearest residential properties.

3.213 The daylight assessment has been undertaken using a specialist computer model. The model which is orientated north also enables the path of the sun to be tracked to establish the shadows cast by both the existing and proposed buildings.

3.214 When considering and interpreting the results the key factor is the change in the quantum of daylight and sunlight and not the percentage change. The percentage change can be misleading, particularly where the baseline values are small. In these situations, a small change in the quantum of light could represent a high percentage change in the overall figure, implying that there was a significant change in daylight when actually the difference is negligible.

3.215 A significant level of objections have been received from LBHF and RBKC residents, local amenity groups, Councillors and local interest groups as acknowledged in section 2 of the report. A significant number of objections from RBKC in particular related to the perceived sunlight and daylight impacts and the perceived harm this would have on residents residing in RBKC

3.216 A residents association in RBKC commissioned an independent daylight and sunlight consultant to appraise the impact of the development within RBKC as well as properties in LBHF. Since receiving the letter from Right of Light Consulting, a number of addendums and further assessments carried out and submitted by the applicants consultant regarding daylight, sunlight and overshadowing. Right of Light Consulting questioned the assessment in the original ES, and raised concerns about the accuracy of the assessment in regard to Browning House, Cavell House and 14 Shinfield Street. Officers are satisfied that these assessments are robust and further assessments have been carried out on these properties, since original submission.

3.217 The rights of light consultant suggested that there may be a number of additional properties (in LBHF and RBKC) that breached the BRE assessment which were not part of the original assessment as submitted by the applicant. Subsequently, the applicant has carried out further detailed analysis of the daylight impacts and has considered whether any additional properties should have been assessed. The properties that have been assessed are stated below.

3.218 Notwithstanding the additional assessment work carried out by the applicants, referred to below, Right of Light Consulting drew attention to a number of properties and requested that a further analysis take place on these properties. The majority of these properties are commercial, including Latimer Court, Ivebury Court, Olympic House, Latimer Arms and Soane House. Those that are not commercial have either been included in the assessment or are considered too far away to be materially adversely affected.

3.219 The BRE guide recommends that windows and rooms within only residential properties need to be assessed, and does not require any assessment on commercial or business properties, although it states that they may also be applied to non-domestic buildings where the occupants have a reasonable expectation of daylight. Taking this advice into account, officers do not consider it necessary to assess these non residential, dual aspect buildings.

Daylight

3.220 The BRE Guidance sets out three different methods of assessing daylight to or within a room, the Vertical Sky Component (VSC) method, the plotting of the no-sky-line (NSL) method and the Average Daylight Factor (ADF) method.

3.221 The VSC method measures the amount of sky that can be seen from the centre of an existing window and compares it to the amount of sky that would still be capable of being seen from that same position following the erection of a new building. The measurements assess the amount of sky that can be seen converting it into a percentage. An unobstructed window will achieve a maximum level of 40%. The BRE guide advises that a good level of daylight is considered to be 27%. Daylight will be noticeably reduced if after a development the VSC is both less than 27% and less than 80% of its former value.

3.222 The plotting of the NSL measures the distribution of daylight within a room. It indicates the point in a room from where the sky cannot be seen through the window due to the presence of an obstructing building. The NSL method is a measure of the distribution of daylight at the 'working plane' within a room. In houses, the 'working plane' means a horizontal 'desktop' plane 0.85 metres above floor level. This is approximately the height of a kitchen work surface.

3.223 The NSL divides those areas of the working plane in a room which receive direct sky light through the windows from those areas of the working plane which do not. If a significant area of the working plane lies beyond the NSL (i.e., it receives no direct sky light), then the distribution of daylight in the room will be poor and supplementary lighting may be required.

3.224 The impact of the distribution of daylight in an existing building can be found by plotting the NSL in each of the main rooms. For houses, this will include living rooms, dining rooms and kitchens. Bedrooms should also be analysed, although they are considered less significant in terms of receiving direct sky light. Development will affect daylight if the area within a room receiving direct daylight is less than 80% of its former value.

3.225 The ADF method uses a mathematical formula, involves values for the transparency of the glass, the net glazed area of the window, the total area of room surfaces, their colour reflectance and the angle of visible sky measured from the centre of the window. This is a method that measures the general illumination from skylight

and takes into account the size and number of windows, room size, room qualities and room use. The BRE test recommends an ADF of 5% or more if there is no supplementary lighting or 2% or more if lighting is provided. There are additional minimum recommendations for dwellings of 2% for kitchens, 1.5% for living rooms and 1% for bedrooms.

3.226 The most commonly accepted approach to the issue of the impact of a development upon daylight to existing dwellings is to consider each of the three different methods. When reviewing the daylight results for each property, they should be considered sequentially; VSC, NSL and then ADF. In the first instance the VSC results should be considered. If all the windows in a building meet the VSC criteria, it can be concluded that there will be adequate daylight. If the windows in a building do not meet the VSC criteria, the NSL analysis for the room served by that window needs to be considered. If neither the VSC nor NSL criteria are met, the ADF results should be considered. The assessment criteria specified within the BRE Guidance only suggests where a change in daylight will be noticeable to the occupants, it does not further define impacts beyond this.

3.227 The applicants have submitted VSC, NSL and ADF assessments for all of the most affected properties that are adjacent to the site in both LBHF and RBKC. The lower floors (ground and first floors) of the properties have been assessed, as the upper floors would receive more daylight/sunlight than lower floors, so if light to the lower floors is acceptable, the upper floors will be too.

3.228 For properties with bay windows, the centre window facing directly outwards is taken as the main window to the room, as advised in the BRE guidance. Therefore if one of the smaller side windows to the bay experience alterations beyond the BRE guidance, but the main centre window continues to experience high levels of daylight within the BRE guidance, the impact on the room is considered to be negligible.

3.229 In light of the significant adverse representations from RBKC, officers have elected to respond to the matters on this side of the boundary first. A Daylight and Sunlight assessment has been carried out on the following residential properties on the east side of Latimer Road immediately opposite the Imperial West site, within RBKC:

- 1 Walmer Road
- 187 Oxford Gardens
- 200-272 Latimer Road
- 341A and 341 Latimer Road

3.330 These properties comprise the nearest residential premises to the development which would have a view of the development from select windows in each building. The majority of properties tested appear to comprise double aspect; therefore the impacts from the development are only experienced from the west facing aspect of the dwellings. There are no daylight impacts to any east facing window within properties within RBKC.

3.331 The results demonstrate that all the windows meet the VSC criteria, with the exception of 341 Latimer Road. As such, it is considered that there would remain good levels of daylight reaching the existing properties in RBKC following development at the Imperial West site. Any reductions to daylight levels are within 20% of the current values and therefore are not considered a material reduction in accordance with the BRE's recommendations.

3.332 Two rooms in 341 Latimer Road experience alterations in VSC which are below the levels identified in the BRE Guidance. This indicates that the development may result in the occupants of these properties experiencing a change in levels of daylight.

3.333 The No Sky Line (NSL) assessment shows that the area of working plane that can receive direct skylight would still be within acceptable levels for all rooms in 341 Latimer Road. All properties tested in RBKC passed the No Sky Line assessment.

3.334 In accordance with the sequential approach, the rooms were also assessed using the ADF method to establish whether, as a consequence of the changes in VSC, the rooms would retain sufficient levels of overall daylight to suit their particular usage. This analysis showed that 2 rooms in 341 Latimer Road (a ground floor living room and first floor bedroom) would experience alterations which also fall below the recommended ADF level for the relevant room usage.

3.335 The existing ADF for the two rooms is less than the minimum recommendations for dwellings of 1.5% for living rooms (existing value 0.94%, proposed 0.79%) and 1% for bedrooms (existing value 0.37%, proposed 0.30%). Due to the location and characteristics of the property, backing on to the raised West London Line, it is likely that these rooms would already need supplementary lighting, as it is not in an ideal position to experience good levels of daylight and sunlight. Therefore on balance it is considered that the level of daylight experienced after the development would not be significantly changed from that already experienced.

3.336 Daylight and Sunlight assessment has been carried out on the following existing properties within LBHF:

- Browning House
- Cavell House
- 29 Wood Lane
- 2-26 Shinsfield Street
- 67 Eynham Road
- 68 Eynham Road

3.337 The results of the daylight assessment show that the majority of the surrounding rooms will not experience alterations in VSC and/or NSL beyond that recommended in the BRE guidance. The impact of the development on the majority of rooms is therefore within acceptable levels. As before, for properties with bay windows, the centre window facing directly outwards is taken as the main window to the room, as advised in the BRE guidance.

3.338 2 rooms in Browning House and 4 rooms in Cavell House experience alterations in VSC which are beyond the levels identified in the BRE Guidance (6 rooms) This indicates that the development may result in the occupants of these properties experiencing a change in levels of daylight.

3.339 The No Sky Line (NSL) assessment shows that the area of working plane that can receive direct skylight would still be within acceptable levels for these 6 rooms. All rooms tested in LBHF pass the No Sky Line assessment.

3.340 In accordance with the sequential approach, the 6 rooms were assessed using the ADF method to establish whether, as a consequence of the changes in VSC, the rooms would retain sufficient levels of overall daylight to suit their particular usage. This analysis showed that all of the rooms would retain sufficient levels of overall daylight to

suit their particular usage (2 bedrooms and 4 kitchens. Therefore it is considered that the properties would continue to experience acceptable levels of daylight.

3.341 The assessment of the postgraduate bedrooms in Wood Lane Studios (Imperial West Phase 1) which are currently being constructed, demonstrates that all bedrooms pass the ADF assessment, and therefore would experience acceptable levels of daylight.

3.342 In conclusion to the daylight section, out of all the potentially affected windows tested, only 2 rooms do not comply with the sequential daylight test, and therefore may experience an adverse reduction in the amount of daylight received. Given the benefits of the proposal and the large degree of compliance in this urban area, officers on balance concur that provision of daylight is acceptable.

Sunlight

3.343 To assess loss of sunlight to an existing building, the BRE guidance suggests that all main living rooms of dwellings, and conservatories, should be checked if they have a window facing within 90 degrees of due south. The guidance states that kitchens and bedrooms are less important, although care should be taken not to block too much sun.

3.344 The Annual Probable Sunlight Hours (APSH) predicts the sunlight availability during the summer and winter for the main windows of each habitable room that faces 90 degrees of due south. The summer analysis covers the period 21 March to 21 September, the winter analysis 21 September to 21 March. The BRE Guidance states a window may be adversely affected if the APSH received at a point on the window is less than 25% of the annual probable sunlight hours including at least a 5% of the annual probable sunlight hours during the winter months and the percentage reduction of APSH is 20% or more.

3.345 Where a window does not meet the first criteria, retaining at least 25% total APSH with 5% in the winter months but the percentage reduction is less than 20% it will experience a negligible impact, as the area receiving reduced levels of sunlight is comparatively small when considering the baseline sunlight levels.

3.346 For the RBKC properties, the assessment of total APSH and winter APSH values following the development show that windows in all properties with the exception of 341 and 341A Latimer Road will continue to experience more than 25% total APSH including at least 5% of the APSH during the winter months. The results demonstrate that there would still be good levels of sunlight reaching the existing properties following development.

3.347 The results for 341 and 341A Latimer Road show that 2 ground floor living rooms (1 in each dwelling) would experience a reduction in sunlight beyond the levels recommended in the BRE for both total APSH (31% to 23% and 19% to 15%) and winter APSH (9% to 4% and 1% to 0%). Levels of sunlight to one room would be reduced to just under the recommended level for APSH, and the other rooms currently receives poor levels of sunlight below the recommended minimum, which would be further reduced. Therefore the sunlight to these 2 rooms is likely to be reduced in both the summer and winter months, due to the proposed development.

3.348 The assessment of total APSH and winter APSH values following the development shows that for LBHF properties, all rooms facing within 90 degrees of due

south tested in Browning House, Cavell House, 29 Wood Lane, 2-26 Shinfield Street, 67 and 68 Eynham Road would continue to receive more than 25% APSH and more than 5% APSH in winter months.

3.349 The majority of windows that would face the development in Browning and Cavell House are not within 90 degrees of due south, and therefore do not require a sunlight assessment under the requirements of the BRE guidance. However, officers consider that as the windows in these properties do experience some morning sun they may be affected by the proposed development. Therefore, officers thought it important that an assessment of these properties should be carried out to assess the extent of the potential impact.

3.350 The applicants have carried out a sunlight assessment on the windows of Browning and Cavell House properties facing the development that do not face due south. Clearly such windows cannot, due to their orientation, be in a position to receive the same amount of sunlight as windows which are south facing, and it would be difficult for such windows to meet the BRE guidance.

3.351 The assessment shows that 2 rooms in Browning House (1 kitchen and 1 bedroom) and 7 rooms in Cavell House (6 kitchens and 1 bedroom) would experience reductions in sunlight in excess of the BRE guidelines for summer and winter sun. However, none of the rooms are living rooms, and there is no requirement in the BRE guidance to assess rooms that are not living rooms. Taking into account the caveat that the BRE guidelines require no assessment for windows that are not within 90 degrees of due south, the use of the affected rooms, and the fact that the main living rooms are in the opposite elevation to the proposed development (west facing), it is considered that the impact on these properties would not cause significant harm.

3.352 Phase 1 postgraduate bedrooms. It should be noted that the postgraduate accommodation in Wood Lane Studies are study bedrooms, which are not considered as residential dwellings. However for completeness the ES tested the impact of the proposed development on these Phase 1 buildings. All of the south-facing bedrooms in Block 1 experience significant reductions in both total APSH and APSH in the winter months. Many of the south facing rooms in Blocks 2-4 are already expected to achieve less than the recommended APSH. However, consideration needs to be given to the characteristics of the accommodation and the transient nature of student accommodation. The rooms are essentially study bedrooms for sleep and work. The postgraduate communal facilities are located in well-lit south facing spaces affording opportunity for significant sunlighting. It is considered that in a relatively constrained urban area this is an acceptable solution to affording sunlight to all those occupants that seek it.

Overshadowing

3.353 The BRE Guidelines suggest that no more than 40% and preferably no more than 25% of the garden should be in permanent shadow on 21 March. If following the completion of a development an existing garden/amenity area does not meet the suggested criteria and the reduction in the area which can receive some sun is more than 20% the loss of sunlight is likely to be noticeable.

3.354 Following the BRE Guidance the applicants have assessed overshadowing. Using a sun tracking feature within a CAD modelling package the shadows cast over the rear gardens of neighbouring properties in RBKC and LBHF have been modelled.

3.355 Objections have been received from LBHF and RBKC residents, concerned that the proposed development would create an unacceptable shadows on properties surrounding the site.

3.356 The applicants have submitted plans showing the shadows cast by the existing buildings in the area overlaid by the shadow that would be cast by the proposed development. The assessment demonstrates that the shadow from the development would transit these RBKC gardens at the times that these gardens are already in shadow cast by the existing buildings in the area. Therefore, there would be no additional overshadowing caused by the proposed development to the gardens in this area. The proposal therefore complies with the BRE guidance.

3.357 With regard to properties to the north and west of the site, the overshadowing assessment demonstrates that the shadow from the development would transit amenity spaces at the times that these gardens are in shadow. The proposed tower would put an area between Cavell House and Pankhurst house in additional shade, but this would only be for 1 hour a day (between 9 and 10am). Similarly, the garden to 29 Wood Lane would be in additional shade for 3 hours a day (9 to 11am). Nos. 25 and 27 Wood Lane would also be in additional shade for 1 hour (11am and 9am respectively). With particular regard to the tower, the width is such that the shadow cast would be over a specific point for no more than 1 hour in any assessed day. As a result of the dynamic nature of the shadow cast by the proposed development that this additional shadow would not result in any amenity area not meeting the BRE guidance criteria. Therefore the proposal is considered to be acceptable in this context.

Daylight and sunlight to proposed residential accommodation (Building F)

3.358 The applicant has also submitted a daylight and sunlight assessment for the future occupiers of building F, the proposed residential block, which is included in the technical appendices of the ES and ES Addendum. The results of the daylight assessment show that following development, there would be good levels of daylight within the majority of proposed dwellings. 6 proposed rooms would be below the recommended ADF level for the relevant room usage. 3 of the rooms are living rooms, and 3 are bedrooms which are considered not as significant in terms of receiving daylight. The rooms are to 3 flats, which represent a very small proportion of the total number of 192 flats in the proposed building. Further the guidance provided by the BRE does not require every dwelling to be lit to the levels advised. On balance this is considered acceptable.

3.359 The results of the sunlight studies demonstrate that there will be good levels of sunlight reaching all of the proposed dwellings (Block F). 3 windows would fall below the BRE recommendations; however these windows serve rooms which have other windows that would exceed the BRE criteria. Therefore, each room would achieve levels of sunlight that meet the BRE recommendations.

Overshadowing to the proposed amenity space

3.360 Whilst the development has been sensitively designed with the tower located in the south west corner, to avoid detrimental impacts with regard to daylight, sunlight and overshadowing to surrounding properties; inevitably this means that there will be some degree of overshadowing within the development itself. The buildings located due south of the central space also 'shield' it from the noise of the A40.

3.361 The principal public space at Imperial West – the central green – is a generously scaled landscaped open space of similar scale to such London squares as Hanover Square or Soho Square. The orientation of the residential tall building opens the square's south-west aspect, allowing more sunshine into the Central Green during the summer months when it will have the potential for more hours of sunshine each day. The space is approached through an arrival square set to the south of the residential building. This space has an open southerly aspect and can enjoy some sunshine during most of the year.

3.362 The BRE publish discretionary guidance for sunshine to public spaces. This suggests that 50% of the space should receive two hours of sunlight at mid-season (March 21st). Sunlight and daylight consultants BLDA have analysed this combined space. This analysis shows that 48% of the open space (comprising the Central green, Laureate garden and Arrival square) will receive two hours of sunlight in mid-season. By reference to the BRE discretionary guidance this would be a reasonable level of sunlight to be expected in an urban situation, especially given the limited external impacts of the development. In this respect the proposal is considered to be acceptable.

3.363 It is considered that given the size of the scheme, and the urban context, the impact of the proposed development in terms of daylight, sunlight and overshadowing to existing properties and for future occupiers will on the whole be acceptable. There are a very small number of properties that may experience adverse impacts, however, given the regeneration benefits of the scheme, and the very small area of non-compliance with the BRE guidance which should be applied flexibly, it is considered that on balance, the proposed development is acceptable in this respect.

Open space

3.364 Policy H3 of the Core Strategy promotes shared amenity space in large residential developments. Policy OS1 of the Core Strategy requires a mix of public and private open space in the White City Opportunity Area. Policy BE1 seeks good quality public realm and landscaping to help regenerate places.

3.365 Policy EN23 of the UDP requires the provision of suitable open space within new development to meet the needs of future occupiers. Policy EN23B similarly requires the provision of suitable play space in development that provides family housing. Policies EN23 and EN23B are supported by Standards S5A.1, S5A.2, S6 and S7.1 relating to the provision of amenity space in new development.

3.366 The site is identified in the Core strategy as being in an area of open space deficiency. The proposal features a substantial amount of open space. The central square will feature a large 'green' and some planting beds, and an inaccessible natural corridor will be kept along the West London Line. Existing trees along Shinfield Street and Wood Lane will be kept and additional trees will be introduced along Wood Lane. The applicant has suggested that the site layout has been informed by a desire to maximise the size of the central square.

3.367 With regard to amenity space, UDP Standards S5A.1 and S5A.2 require a directly accessible, private amenity area of garden area of no less than 36sq.m for new family dwellings at ground floor level and 14sq.m for new non-family dwellings.

3.368 The residential accommodation is located in Building F. No residential units are provided at ground floor level. Balconies and winter gardens are proposed, which would provide amenity space for 98 units.

3.369 Whilst there is no external amenity space provided solely for these residents, there is a large public square of 4,000 sq.m which provides a shared grassed amenity area, which is considered to be sufficient for the users of the site.

Children's Playspace

3.370 Policy 3.6 of the London Plan and the GLA's SPG 'Providing for Children and Young People's Play and Informal Recreation' (2008) sets out that 'development proposals that include housing should make provision for play and informal recreation, based on the expected child population generated by the scheme and an assessment of future needs. UDP Policy EN23B requires residential development that provides family dwellings to incorporate adequate play space provision in new developments. Core Strategy Policy OS1 seeks children's play provision in new developments. Policy E2 of the draft Development Management DPD requires on-site provision of an off-site contribution where it cannot be provided.

3.371 Using the methodology within the GLA SPG for 'Providing for Children and Young Peoples Play and Informal Recreation' it is anticipated that there will be approximately 25 children within the development. The guidance sets a benchmark of 10sq.m of useable child playspace to be provided per child, with under-5 child playspace provided on-site.

3.372 The applicant has included a play strategy in the masterplan design and access statement, for children likely to reside in Block F. The strategy is based on the 4,000sq.m green space provided at the heart of the development. The large central space is overlooked and is expected to support a strong level of play for a range of ages. Play elements would be embedded within the public realm by providing the green and paved areas with playable objects, such as in-ground art, landscape shapes and moulding, and interactive sculptures integrated as part of the cultural strategy. The Laureate Garden provides integrated sculptural elements that can also become a play opportunity, and low wall and retaining edges can provide for play as well as seating opportunities. The proposal provides for amenity space within a couple of minutes from future residents front doors. Seating for parents and carers is proposed. Condition 32 would secure details of play equipment, boundary treatment and ground surface treatment of the outdoor spaces.

3.373 Phase 1 of the Imperial College development makes provision for a publicly accessible children's play area in the north east corner of the site in front of 'The Link' building, within the Link gardens. The play area will be fully equipped and will occupy an area of approximately 50sqm.

3.374 A local map has also been provided to illustrate the availability of parks and other play facilities within a 400m and 800m radius of the site for use by children over the 5-11 age group. The 400 metre radius includes Hammersmith Park, Hammersmith Hospital Sports Ground and the Westway Sports Centre.

3.375 Given the nature of the site, with its academic focus, and the generous grassed public square in the centre of the site for informal play and recreation for all users of the

site, the proposed scheme is considered to provide an acceptable quantum of amenity space and informal playspace.

Social infrastructure

3.376 London Plan policy 3.16 Protection and enhancement of social infrastructure and policy 3.17 Health and social care facilities seek to support proposals which provide high quality health and social care facilities in areas of identified need, particularly in places easily accessible by public transport, cycling and walking.

3.377 The residential population generated by the completed development is estimated to be approximately 1,345 people for whom the 'child yield' would be 25 Children of primary or secondary school age. The applicants Environmental Statement has identified current capacity at primary and secondary schools in the local catchment area.

3.378 With regard to health services, the 'new' population occupying the completed development, in isolation, is also assessed to generate a requirement for the equivalent of 1 GP although existing capacity in existing local services has been identified. A polyclinic is proposed to be provided directly on site (in building 'C'), which is welcomed.

3.379 The proposal also includes the provision of a child day care facility in building C. The Equalities Impact Analysis (EqIA) has identified that the proposed social infrastructure will provide positive benefits to protected groups, in particular pregnant women, mothers and their children.

Transport and Car Parking

3.380 The proposals have been assessed with regards to transportation policies TN4, TN5, TN6, TN8, TN13, TN15, and TN28 of the adopted UDP. The proposal has also been assessed against the relevant core strategy and emerging Development Management Development Plan Document transport policies. Core Strategy regeneration area policies relating to the White City Opportunity Area are also particularly relevant to the assessment of the key transport matters.

3.381 The site is located at the northern end of the Opportunity Area and has a PTAL score of 4 and 5 using Transport for London's (TfL's) methodology – which indicates a high level of public transport accessibility. The site is within Controlled Parking Zone (CPZ) N, which operates restricted parking Monday to Friday 9:00am – 5:00pm.

3.382 The site would continue to be accessed by an existing vehicular entrance on Wood Lane, a London Distributor Road. This access will be reconstructed by Council to the latest design standards and has been funded by the developer by way of the S.106 agreement relating to the Phase 1 development on the site. The development will result in a reduced vehicular movement through this junction compared to when the existing use was fully operational.

3.383 Officers consider that the principle of the shared surface arrangement to access the development is acceptable and would produce a high quality inclusive urban environment. Standard 23.1 allows shared surfaces where conflict between vehicles and pedestrians is minimal. Officers consider that this would be the case given the nature of the vehicle movements predicted in the supporting TA. Appropriate methods of delineation of the vehicular areas via use of ground surface materials would need to be considered at detailed design stage. The final design and layout of the shared

surfaces, streets, paved areas and footway (including all parking bays, bus lay-bys and servicing bays) and materials used would be subject to conditions 8, 9, and 21.

3.384 Disabled parking for Buildings E, F and G would be located within the basement car park. The remainder of the disabled parking would be located at ground level on selected parts of the site. The spaces are located within the most accessible parts of the car park in close proximity to cores which is considered to be an acceptable approach. The proposed disabled parking provision is 33 spaces (13%). Whilst this is considered acceptable, officers consider that the disabled parking provision should be monitored and reviewed on a regular basis and amended to meet demand. This can be part of the Car Park Management Plan which would be secured as part of the s106 agreement.

3.385 All disabled parking spaces should have at least 2.6m vertical clearance for minibuses and other high-roof disabled user vehicles (i.e. to the height recommended in BS 8300:2009). The detailed design of the car park including the floor to ceiling height distances will be conditioned to ensure that this standard can be met.

3.386 Access for pedestrians around the site would be by way of a shared surface, which will indicate priority to them. It is designed to be as car free as possible, with main vehicles movements limited to a spine road, designed for low speeds. The S106 legal agreement secures public access through the site.

3.387 It is considered that the development would have very good pedestrian connectivity with the surrounding areas. New pedestrian linkages are proposed from/to Shinfield Street (between buildings A and B), a new underpass beneath the West London Line to/from North Kensington (in RBKC) (to be funded by the applicant as part of the S.106 agreement), an improved underpass beneath the Westway, and a wide pedestrian link adjacent to the junction of Wood Lane and the Westway.

3.388 Core Strategy policy WCOA states that development of land alongside the West London line/A3220 must provide connections to the Royal Borough of Kensington and Chelsea, especially for pedestrians. Development on either side of the A40 must be well connected. To ensure this policy requirement is met, it is considered that the proposed new underpass beneath the West London Line should be delivered through the S.106 agreement. The linkage is considered to be essential infrastructure for the Opportunity Area and would significantly improve pedestrian and cycle movement in the area. RBKC transport officers, TfL and the GLA welcome the provision of this linkage and the s106 would be worded to ensure best endeavours would be used by the applicant to deliver this link.

3.389 The applicant has carried out a Pedestrian Comfort Level (PCL) assessment on the main pedestrian routes applicable to the site. It demonstrates that they have a rating of A+ so will be able to accommodate the increase in pedestrian flows. In addition, a Pedestrian Environment Review System (PERS) audit has also been carried out by the applicant for the main pedestrian routes surrounding the site. The majority of the links and crossings in the study area perform satisfactorily, however there are improvements that should be carried out and should feed into a S.106 obligation and DIF provision for pedestrian improvements.

3.390 The site is considered to be permeable to cyclists and circulation will be similar to that for pedestrians.

3.391 The proposed cycle parking for the whole development is considered to accord with UDP and London Plan 2011 standards. Each building will have safe, secure and accessible cycle parking located within the basement for residents and staff. For the detailed element of the application this equates to 265 spaces for Building C, 206 for Building D and 329 for Building F. 20 visitor cycle parking spaces will be located near to the entrances of each of these buildings. Recommended condition 24 requires details to be provided on the location of the proposed visitor cycle parking. The quantum and locations of the staff and visitor cycle parking for the outline element of the application is also secured by condition 24.

3.392 The application states that a location will be made available for the London Bike Hire Scheme. This is secured by the S.106 agreement.

3.393 The impact on the existing road network has been tested using a variety of modelling tools available through the WCOA transport study. Base year traffic flows have been taken from the accepted /calibrated 2009 VISSIM model developed by TfL. Future year traffic flows (2015, 2017 and 2018) have been derived by the application of local TEMPRO factors. Trip generations have been estimated using TRAVL and TRICS data and traffic generated by Imperial West has been added to the future year flows.

3.394 The WCOA transport study is concluding that the network is at its busiest in the PM peak and on Saturday, while traffic flows generated by Imperial West are estimated to be at their maximum in the AM peak.

3.395 The estimated full development (2018) traffic on Wood Lane is summarised below. The proportion of traffic is assessed at 4.4% of average flows in the AM peak and 2.6% in the PM Peak, which is less than the daily variation.

	Arrivals	Departures	Wood Lane (total traffic in both directions in 2018)	Development Traffic as a proportion of Wood Lane traffic
AM Peak (08:00-09:00)	46	45	2056	4.4%
PM Peak (17:00-18:00)	31	31	2396	2.6%

3.396 The proposed access to the development is off Wood Lane, north of the A40 Westway. It is proposed to remain an uncontrolled junction where all traffic movements are permitted. A PICADY assessment has been carried out to determine the effect on this junction. The junction capacity for a priority junction is usually determined by the ratio of flow to capacity (RFC), which should be below 0.85 or the junction will be

operating “over capacity”. The RFC for the 2018 future year traffic flows is estimated to be 0.132 in the AM peak and 0.106 in the PM peak. Therefore, it is considered that there will be considerable reserve capacity.

3.397 The Wood Lane / Westway junction is located approximately 75m south of the Imperial West site access. Impact assessments have been undertaken in LINSIG for the base year (2009) and future years with and without the development. The junction operates with a significant Practical Reserve Capacity at all assessment years and development cases. Changes in capacity and queues with Imperial West development traffic are marginal.

3.398 The Wood Lane / Du Cane Road junction is located approximately 100m north of the Imperial West site access. Impact assessments have been undertaken in LINSIG for the base year (2009) and future years with and without the development. The modelling shows that the Practical Reserve Capacity of the junction would approach the 10% threshold but this is mainly due to growth in background traffic, however it is considered that Imperial West traffic would contribute to it nearing capacity. Funding should be secured through S.106 agreement to improve the junction operation in future.

3.399 The Wood Lane / North Pole Road junction is modelled by the White City Opportunity Area Strategic Transport Study. This shows that this junction, with the accepted level of development trips (Scenario B) added to the network and the required interventions being implemented on other parts of the network, should only see a marginal increase in journey times and queue lengths. Furthermore, the majority of this would be through natural growth.

3.400 All residential dwellings would be subject to a clause in the S.106 agreement which prohibits residents acquiring an on-street car parking permit. The car free agreements would ensure that following the habitation of the dwellings on-street parking stress should not be detrimentally affected.

3.401 Due to the good public transport accessibility and that the uses proposed for Imperial West are not predicted to result in a large number of car trips, it is expected that there will be minimal spill of vehicles into the surrounding area, including the area to the east within RBKC. As mentioned earlier, the site is within CPZ N, which operates restricted parking Monday to Friday 9:00am – 5:00pm. The applicant has stated they are agreeable to funding a review of CPZ N and any changes resulting from this which are necessary to mitigate the impacts of the development. This is to be secured within the S.106.

3.402 Construction is due to take place over 8 years. It is noted that the majority of existing buildings on the site have been demolished and materials taken away. The demolition phase results in a greater concentration of vehicles than is likely to occur during construction, however it would be useful to have an indication on the likely trips generated during the construction of each phase and/or building.

3.403 A Construction Logistics Plan (CLP) will be required in accordance with TfL guidance. This should seek to minimise the impact of construction traffic on nearby roads and restrict construction trips to off peak hours only. Condition 46 requires the submission and approval of a CLP prior to the commencement of construction for each phase of the development.

3.404 The impact of the proposed development has been predicted by estimating the trips for each designated use for each building, and for each of the three stages of the development. Appropriate TRAVL and TRICS data has been used. The three stages represent the significant periods of development.

3.405 The stages are:

- 2015 – Buildings B, C, D & E completed, including the basement car park.
- 2017 – Buildings B, C, D, E & F completed.
- 2018 – Buildings B, C, D, E, F, G & A completed.

This is considered to be a robust method of assessment.

3.406 The total 12 hour development trips and modal split for the full development (assessment stage 2018) is summarised below.

Assessment Stage 2018		
Transport Mode	Total Daily Trips	Proportions
Car Driver	615	3%
Car Passenger	459	2%
HGV	25	0%
Coach	2	0%
Motorcycle	44	0%
Bicycle	718	4%
Taxi	365	2%
Bus	4226	22%
Underground	2777	15%
Rail	1269	7%
Walk Only	8362	44%
Other	8	0%
Total	18870	100%

3.407 The impact of the development on the strategic and local highway network has been detailed in the TN8 section. The headline figure is that the estimated proportion of development traffic is approximately 2.6% – 4.4% of average flows on Wood Lane, which is less than the daily variation.

3.408 The development is predicted to generate a total increase on buses of 432 two passenger trips in the morning peak and 465 passenger trips in the evening peak. A contribution towards additional bus capacity could be secured through the DIF study provision.

3.409 The development is predicted to generate a total increase on the underground of 285 passenger trips in the morning peak and 335 passenger trips in the evening peak. It is predicted to generate a total increase on the overground rail network of 152 passenger trips in the morning peak and 187 passenger trips in the evening peak. A contribution towards additional underground and overground rail capacity could be secured through a DIF provision.

3.410 The applicant has stated that set down and pick up facilities for taxis and private hire vehicles are proposed near to the proposed hotel. Guidance on the capacity of these should be sought from the TfL Public Carriage Office. The detailed design should be subject to planning condition 28.

3.411 A draft workplace travel plan for Buildings C, D & F and a residential travel for Building F have been submitted alongside the TA. The proposed interim targets are considered to be satisfactory, however should be subject to review following the completion of the initial monitoring survey, which will be undertaken within three months of occupation. If the travel plan targets are not being achieved, it will be the responsibility of the Travel Plan Coordinator (TPC) to consult and agree with the Council appropriate remedial measures to ensure that future targets can be achieved.

3.412 The proposed marketing and promotion of the Travel Plan to the various users is considered acceptable. Furthermore, the applicant has committed to providing a financial contribution towards the implementation of the Travel Plan and the promotion of sustainable travel measures. Monitoring of the travel plan should be conducted in line with the London Travel Plan Monitoring Protocol. A full review of the travel plan should be conducted every three years. The full travel plans should be secured by way of S.106 and a contribution of £4.5k (£1.5k/year for the three monitoring years) will be secured by S.106 for monitoring the Travel Plans.

3.413 The proposed parking provision is 239 spaces, including 33 disabled parking bays and 4 car club bays. It should be noted that 16 (including 6 disabled parking bays and 2 car club bays) of these car parking spaces were approved as part of Phase 1 of Imperial West. 222 (93%) of the car parking spaces would be located in a two level basement and 17 (7%) on the ground level.

3.414 The basement car park will have a two-way access ramp. The ramp and car park design/layout should be in line with the Institution of Structural Engineers Design recommendations for multi-storey and underground car parks (Fourth edition) March 2011. Condition 23 is recommended to secure the detailed design of the basement car park, including confirmation of the ramp gradient, tracking to demonstrate that all parking spaces are easily accessible and that access throughout the car park is easily achieved. The car park should be consistent with Council's "Access for All" Supplementary Planning Document.

3.415 The proposed parking provision for the various use classes (apart from the residential (C3) and the consented Post Graduate Halls of Residence) is shown below:

Use	Building	Area (GIA)	All Proposed Parking	Proposed Disabled Parking	Permitted by UDP Standards	Permitted by London Plan Standards
Retail (A1)	D	77	5	1	10	11
	G	600				
Café/Restaurant/Bar (A3)	C	2,127	6	1	treated on merits	-
	D	313				
	E	1,080				
	F	319				
B1	D	18,755	20	2	31	31
D1 (Education/Academic)	C	16,464	30	2	treated on merits	-
	G	5,705				
	A	5,723				
Hotel (C1)	E	200 rooms	67 (+ 2 coach)	7	32 (+ 2 coach)	-
Conference facilities	E	298				
Gym (D2)	E	850	12	1	treated on merits	-
Polyclinic (D1)	C	2,318	2	1	treated on merits	
Crèche (D1)	C	1,029	2	1	treated on merits	
TOTAL			144	20	66	-

3.416 The proposed parking provision for the residential units is shown below:

Use	Building	Area (GIA)	All Proposed Parking	Proposed Disabled Parking	Recommended by Strategic Transport Study for draft WCOAPF
Residential	F	192 units	77 (0.4)	7	38 - 77 (0.2 - 0.4)

3.417 The proposed parking provision for the Post Graduate Halls of Residence (Sui Generis) approved as part of the Phase 1 development, is shown below:

Use	Building	Area (GIA)	All Proposed Parking	Proposed Disabled Parking	Permitted by UDP Standards	Permitted by London Plan Standards
Residential	B	606 students	16	6	treated on merits	-

3.418 As mentioned earlier, the proposed disabled parking provision of 33 spaces is considered acceptable.

3.419 Two car club spaces are to be provided within the 16 car parking spaces for the consented Halls of Residence, with a further 2 proposed as part of the provision for the

other uses within the current application. The location and operation of these spaces and the car club would be secured in the S.106 legal agreement.

3.420 It is welcomed that 70 motorcycling parking spaces are to be provided. Both active and passive electric charging points are proposed to be provided at London Plan 2011 standards. This is 20% active spaces and 20% passive spaces. This is to be secured by S.106 agreement.

3.421 A car parking management plan to ensure effective allocation and management of spaces, is to be secured through S.106 agreement as it will require ongoing monitoring and review.

3.422 The residential provision of 77 spaces represents a ratio of 0.4 which is the maximum provision within the Transport Study for the draft WCOAPF, and one of the conditions of the TfL transport study that supports this. This provision is acceptable, providing that all residential dwellings are subject to a Section 106 agreement which prohibits residents acquiring an on street car parking permit. The car free agreements will ensure that following the habitation of the dwellings on-street parking stress should not be detrimentally affected. Furthermore, the applicant should fund a review of CPZ N and any changes resulting from this.

3.423 The parking provision for the non residential uses, A1, A3, B1, D1 & D2 are considered to be acceptable. With the exception of the allocation of car parking for the proposed hotel, the car parking provisions are considered to be in accordance with adopted and emerging parking standards in the UDP and London Plan. The proposed parking levels for the hotel (C1 use) are above the UDP standards and those identified by the Transport Study for WCOAPF that advises on reduced parking provision for commercial development..

3.424 Further justification has been provided by the applicant on why it is essential that the hotel has this level of parking. Principally, hotel operators generally state that car parking is a commercial requirement, particularly the higher end hotels in out of centre locations. Officers acknowledge this need. However, where developments exceed car parking standards, this reason alone would not justify a relaxation of the policies. In this instance, officers acknowledge the type and nature of the trips associated with the hotel use in addition to the implementation of controls to minimise car parking (through the travel plan and car parking management plan). Furthermore, officers are also mindful of the previous parking level on the site associated with the previous land uses including the BBC Worldwide Offices, which had greater parking numbers than that proposed in this application.

3.425 As such, the proposed number of car parking spaces would not exceed the car parking numbers associated with the previous land use. In addition, the character and nature of trips to/from the hotel would be materially different in terms of traffic impact and it is considered that a lower traffic impact would occur.

3.426 It is noted that there will be pricing controls on this parking provision to deter car use and that car driver trips will be minimal in peak hours as per the predictions used in the transport impact model. It is considered that these circumstances are exceptional and as such, a departure from the UDP standards would be acceptable.

3.427 The provision of two coach parking spaces for the hotel is acceptable. The detailed design of these should be subject to a planning condition.

3.428 The applicant has prepared a draft Delivery and Servicing Plan (DSP) for Buildings C, D and F, which are the detailed part of the application. It outlines the servicing arrangements for the development and estimated number and times of trips. DSPs for Buildings A, E and G, should be submitted at the appropriate time and this is conditioned. It is stated they will follow the same principles of the submitted plan. No servicing will take place from the public highway. It will all be contained within the Imperial West site.

3.429 Buildings C and D would share a common servicing area at basement level. Vehicle access to the servicing area would be via a ramp with a gradient of between 1:10 and 1:12. The ramp is of adequate width to accommodate two-way vehicle movements. Access to and from the service area would be managed by building management and this would be by way of an access road parallel to the Westway.

3.430 The submitted drawings show the vertical clearance for the servicing area is 4.9 metres, which is adequate for Council's commercial refuse vehicles. A turntable with a diameter of 10 metres would be provided in the service area, which is adequate for use by Council's commercial refuse vehicles.

3.431 Service and delivery vehicles would have access to four kerbside loading bays, two on each side of the access road to the east side of Building F.

Trip Generation

Building	Service Trips per Day (vehicles)	Average Number of Service Trips per AM peak
C	37	5
D	36	4
F	17	2
Total	90	11

3.432 As can be seen above the predicted service vehicle trips are relatively low, and average 11 vehicles per hour in the AM peak. This is considered to be acceptable.

Accessibility

3.433 The proposed development has been considered within the context of London Plan policies; 1.1, 3.8, 3.16, 4.5, 7.2, 7.3 & 7.5; UDP saved policy H06 and Core Strategy Policies; B4, H4 & OS1 and the Council's Access for All SPD (2006).

3.434 The application seeks approval of 192 residential units within Block F (the tower). 10% of the residential units have been designed to be wheelchair accessible housing or are easily adaptable and all have been designed to meet Lifetime Homes Standards. Condition 30 is recommended to ensure the development provides a sufficient number of units are built to wheelchair accessible standards and also to lifetime homes standards. All of the residential units are accessed via a shared residential entrance lobby which has level access at ground level and a clear opening of 1000mm (condition 33).

3.435 Ten wheelchair accessible bays (for blue badge holders) have been provided for the residents of Block F. This equates to 13% of the overall residential parking provision. In addition to the ten wheelchair accessible bays, a further 12 bays have the ability to be enlarged if required at a later date. These bays therefore comply with lifetime homes standards. All car parking areas will be subject to a Car Park Management Strategy which is to be secured by way of condition 25. The Car Park Management Strategy should facilitate mechanisms which will enable new occupiers who carry a blue badge parking permit to obtain access to an accessible parking space should they require one.

3.436 Building C has been designed to provide integrated and inclusive access throughout. All entrances are level and provide adequate opening width and lift access is provided to all floors. The lower ground floor lecture theatre, which has a sloping floor, has lift access to the front and rear areas and provides a choice of seating options.

3.437 Building D also provides a level approach to the main entrance and provides adequate opening width for wheelchair users. All lifts are wheelchair accessible and will be compliant with BS 8300. In addition to the above, the development will be required to meet the Building Regulations Approved Document M: Access to and the Use of Buildings (2010).

3.438 London Plan Policy 4.5 requires 10% of all new hotels bedrooms to be wheelchair accessible. However, the internal layout of the Hotel has not been confirmed in this outline submission and will therefore come forward as part of the Reserved Matters submission.

3.349 Conditions 31 and 34 and are recommended which requires each reserved matters submission to demonstrate how the proposals comply with the Council's Access for All SPD, and to require 10% of the hotel bedrooms to be wheelchair accessible.

3.440 Given the phased approach to the development of the site, it is considered the overall scheme should be monitored to ensure all aspects of the development are designed to optimise inclusivity throughout the process. A further condition has been added (Condition 35) which requires an Inclusive Access Management Plan (IAMP) be provided. This should set out a strategy for ongoing consultation with specific interests groups with regard to the accessibility of site.

3.441 Conditions 16, 20 and 32 would ensure that all landscaped areas for each reserved matters phase of the development would be inclusive and accessible. These should include full details of the design, natural lighting and location of landscaped gardens and pathways to show how these will be attractive, durable, adaptable and accessible to all.

3.442 The Equalities Impact Assessment (EqIA) has demonstrated that in terms of accessibility, the proposal is consistent with the duty to give due regard to Section 149 of the Equalities Act 2010. The proposed development would help to facilitate equality of opportunity between disabled people and non-disabled people.

3.443 Subject to a number of conditions including those which direct the reserved matters submissions, the accessibility provision in the development would comply with London Plan and Core Strategy Policies and the Council's SPD Access for All.

Sustainability and Energy

3.444 As required by the National Planning Policy Framework (NPPF), the application proposes to incorporate design features in order to maximise on-site energy generation and efficiency. These measures would seek to minimise waste and limit carbon dioxide emissions. The commitment to delivering these sustainability objectives is considered in detail in the 'Sustainability Statement' and 'Renewable Energy' report submitted in support of this application.

3.445 The proposal has been considered against policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8, 5.9, 5.11, 5.12, 5.13, 5.14, 5.15, and 7.19 of the London Plan (2011) and policies EN28A, EN29 of the London Borough of Hammersmith UDP (as amended 2007 and 2011) and policies CC1, CC2 and H3 of the Core Strategy (2011) which promote sustainable design, adaption to climate change and the increased use of renewable energy technologies to reduce carbon emissions.

3.446 Policy 5.2 of the London Plan states that the Mayor will seek a 25% reduction to the Target Emission Rate (TER) outlined in the national Building Regulations for both residential and non-domestic buildings between 2010 and 2013. The policy also requires major development proposals such as Imperial West to include a detailed energy assessment to demonstrate how the targets for carbon dioxide emissions outlined above are to be met.

3.447 In accordance with this policy, a 'Sustainability Statement' has been provided with the application, which demonstrates that the scheme would achieve a reduction of 30-40% to the carbon emissions rate stipulated in the current Building Regulations on completion of the masterplan. This would be through a combination of passive design and energy efficient measures for each building, connection to the district CHP scheme, and the incorporation of Low/Zero Carbon (LZC) sources on individual buildings.

3.448 Specifically, the Statement advises that the aim is to achieve a BREEAM 2008 rating of 'very good' and Code for Sustainable Homes level 4 as the minimum. This would principally be achieved through the below measures. The commitment to meeting (and where possible exceeding) these ratings would be secured through the s106 agreement which the applicant has expressed their willingness to enter into.

- Passive design techniques would be used in all buildings to ensure the development complies with the Building Regulations 2010 prior to the use of renewable energy sources/district heating systems;
- The proposals include provision of a single Energy Centre in Building C comprising gas-fired Combined Heat and Power (CHP) plant, to provide district-wide heating;
- The S106 includes a commitment from the applicant to secure the design of the energy centre is future-proofed to allow connection to the potential White City District Heating Network in the future;
- The proposals make provision for further renewable energy sources such as borehole cooling or photovoltaic panels. The details of such would be secured by condition 70.

3.449 In relation to sustainable construction, policy 5.3 of the London Plan states that "the highest standards of sustainable design and construction should be achieved [...]"

to improve the environmental performance of new developments and to adapt to the effects of climate change over their lifetime". In particular, it states that major development proposals should meet the minimum standards set out in the Mayor's supplementary planning guidance. The accompanying Sustainability Statement demonstrates how these targets will be met. Specifically, it advises that:

- 100% of non-reclaimed timber elements would be FSC certified;
- Insulation materials would have a Global Warming Potential (GWP) of 5 or less, and a Green Guide rating of A;
- Construction methods will be further investigated at detailed design stage, with the off-site fabrication (e.g. bathroom pods for residential dwellings) being considered;
- The Building Research Establishment's Green Guide will be used to determine the ecotoxicity of materials prior to their use in the development;
- The use of locally sourced materials will be investigated during the detailed design stages; and
- A Site Waste Management Plan has been produced to monitor, minimise, sort and recycle construction waste on site, with a target of recycling 10% of materials.

3.450 As illustrated in the proposed plans, green and brown roofs would be provided on buildings 'C' and 'D', and the potential for a green/brown roof has been identified at building 'G'. These areas cover up to 3280sqm in area. As such, conditions 68 and 69 are recommended to ensure that this equates to the minimum area covered by green/brown roofs, and requires green and brown roofs on as many roofs as possible. This would ensure the outline buildings A, E and G are designed to include the provision of green and brown roofs, if required.

3.451 A large central square is also proposed, which would 'soften' the appearance of the development as well as having ecological/environmental benefits. Officers consider that the landscaping scheme should be further developed in order to maximise the biodiversity value of the site as far as possible. Condition 15 is recommended to ensure the full details of the proposed hard and soft landscaping are submitted prior to commencement of the development.

3.452 It is considered that these measures would ensure the development is in accordance with policy 5.11 of the London Plan, which encourages 'urban greening'.

3.453 With regard to waste, policy 5.16 of the London Plan states that the Mayor will aim to achieve a zero biodegradable or recyclable waste to landfill by 2031 by minimising waste and encouraging the reuse of (and reduction in) the use of materials and waste. In order to achieve this requirement, the 'Sustainability Statement' advises that each apartment within the development will have separate general waste and recycling containers located in a dedicated position in line with the Code for Sustainable Homes requirements, and that specific recycling storage space will also be provided in each non-residential building. As Highlighted above, a Waste Management Strategy and a 'Demolition Method Statement' will be required by way of planning conditions 27 and 46 to help highlight opportunities to minimise and re-use demolition waste and divert waste streams from landfill.

3.454 The 'Sustainability Statement' advises that water efficient appliances and devices would be provided within residential units in order to bring water use within the 105 litres

of water per person per day in line with the Code for Sustainable Homes requirements. All residential units would be metered. Greywater recycling would be considered at the detailed design stages in order to further reduce water consumption. As such, it is considered that the proposals are in accordance with policy 5.15 of the London Plan, which seeks to minimise waste and promote recycling.

3.455 Rainwater run-off attenuation would also be provided by permeable paving, green/brown roofs and planted areas in the courtyards and roof gardens, in order to reduce surface run-off in accordance with policy 5.13. The paving within all surfaces, along with the green and brown roofs are subject to conditions.

Environmental Impacts

Noise

3.456 The National Planning Policy Framework (Conserving and enhancing the natural environment) states that planning decisions should aim to avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development and should mitigate and reduce to a minimum any adverse impacts.

3.457 London Plan Policy 7.15 (Reducing noise and enhancing soundscapes) seeks to minimise the existing and potential impacts of noise on, from, within or in the vicinity of, development proposals. The Policy notes that “Reducing noise pollution and protecting good soundscape quality where it exists, contributes to improving quality of life”.

3.458 UDP policy EN20B states that noise and associated vibration can affect and have a direct impact on noise sensitive users, particularly housing. Policy H9 of the emerging Development Plan Development Plan Document stipulates measures to control noise (including vibration) impacts of development.

3.459 An assessment of the proposed development with regards to noise and vibration has been submitted as part of the application and compares baseline conditions of the existing site and surrounding areas with the potential direct and indirect noise and vibration impacts arising from construction activities, road traffic and operation of service plant such as air conditioning and ventilation fans.

3.460 The proposal is considered to be acceptable subject to a number of conditions. Condition 26 is recommended to ensure that construction and demolition noise is mitigated, during construction phases. This would form part of a Construction and Environmental Management Plan which is set out as a condition.

3.461 Recommended conditions 37 to 44 will mitigate the effects of sound insulation (between noise sensitive premises and commercial, plant, and communal areas), odour abatement, sound insulation from external noises and noise from plant and machinery which will ensure the proposed units are not subject to adverse environmental impacts.

3.462 In conclusion, the impacts of external and internal noise upon the proposed development are considered to be minimal and would not adversely affect the living conditions within the proposed units, subject to the suitable conditions being imposed as outlined above. The proposal is therefore considered to comply with the requirements of the National Planning Policy Framework, London Plan policy 7.15 and UDP policy EN20B with regards to external and internal noise by not causing an adverse effect upon proposed development and neighbouring residents.

Air Quality

3.463 The site is located within an Air Quality Management Area as the whole borough was designated as an Air Quality Management Area (AQMA) in 2000 for two pollutants - Nitrogen Dioxide and Particulate Matter (PM10). The main local sources of these pollutants are road traffic and buildings (gas boiler emissions).

3.464 The National Planning Policy Framework states that planning decisions should ensure that any new development in AQMA's is consistent with the local air quality action plan.

3.465 Policy 7.14 of the London Plan (2011) seeks that development proposals minimise pollutant emissions.

3.466 Policy CC4 of the Hammersmith and Fulham Core Strategy (2011) explains that the Council will reduce levels of local air pollution and improve air quality in line with the national air quality objectives.

3.467 Policy EN20A of the UDP seeks that development does not release pollutants into water, soil or air, which would cause unacceptable harm to people's health and safety, the natural environment or the landscape.

3.468 Policy H8 of the emerging Development Plan Development Plan Document stipulates measures to control potential air quality impacts of new major developments.

3.469 An Air Quality Assessment has been submitted with the application and examines the potential air quality impacts of the site during demolition, construction and when operational. The assessment also considers the potential for exposure to poor air quality for future residents of the development. Existing local air quality conditions were assessed and compared to the expected future air quality levels, in order to gauge the relative impacts of the development. The assessment concluded that with proposed mitigation and construction management measures implemented during demolition and construction the likely effects of dust soiling and generation of particulate matter there would be reduced to occasional, temporary and short lived incidents of minor adverse significance.

3.470 The modelling predictions for the effects of road traffic identify no exceedences of any of the air quality objectives in areas where they are not currently exceeded and in that context there would be no significant air quality effects as a result of the development. The proposal is therefore considered to comply with the requirements of London Plan policy 7.14 with regards to air quality by not causing a significant deterioration in air quality and minimising increased exposure.

3.471 Condition 46 has been attached requiring the submission of a demolition method statement and construction logistics Management Plan that will detail how dust, noise and vehicle movements during construction will be satisfactorily mitigated.

3.472 With regard to the proposed residential and hotel accommodation adjacent to the elevated section of the A40 Westway, it is considered that potential air quality issues can be mitigated by the provision of mechanical ventilation systems. Condition 43 is recommended, requiring details of a mechanical ventilation system to be installed within the residential and hotel components of the development, and that the mechanical ventilation systems are regularly maintained.

3.473 It should also be noted that the largest source of air quality contaminants throughout London is from vehicle use, and that the development proposes a reduced level of car parking that would prevent all occupiers from being able to park within the scheme or on surrounding roads. This would result in a reduction in reliance on private vehicle trips, which in turn would make provide a significant reduction in the emission of air quality contaminants related to the long term occupation of the site.

3.474 Overall, in terms of air quality, officers consider the development meets national, regional and local planning policy requirements.

Microclimate and Wind

3.475 Policy 7.6 of the London Plan (2011) requires that new development does not cause unacceptable harm to the amenity of surrounding land and buildings, including through microclimate impacts. Policy 7.7 of the London Plan (2011) also requires that the area surrounding tall buildings is not detrimentally affected in terms of microclimate and wind turbulence.

3.476 The application is supported by a detailed assessment of the resulting wind microclimate, based on the guidance offered by the Lawson Comfort Criteria. The study concluded that the microclimate in respect of wind effects will be compatible with the intended ground level and terrace uses. In some identified locations mitigation measures will be required to be implemented to ensure the wind effects of the completed development are acceptable for particular activities and uses of land.

3.477 Proposed mitigation measures include a combination of design detailing, localised screening, canopies and landscaping including tree planting. Subject to the detailed mitigation measures being incorporated into the proposed development, the resulting wind microclimate is considered to be acceptable. Condition 60 accompanies the recommendation to ensure that these measures are implemented.

Light pollution

3.478 Poorly designed and badly aimed lighting may have adverse effects on the external environment at night. Neighbouring occupiers have expressed concern that artificial light from the proposed development will 'spill' into the surrounding neighbourhood. The applicants state that lighting for the proposed development has been carried out in accordance with the latest recommendations and standards to ensure that light pollution (or 'spillage') is kept within current recommendations.

3.479 UDP Policy EN20C states that where proposals that include external lighting, this should be designed in order to provide the minimum amount of lighting necessary to achieve its purpose and to avoid glare and light spillage from the site.

3.480 The application proposes non-residential buildings along the east and west of the site (Building A, C, D and G) with a residential building (F) on the south-west corner and hotel (E) along the southern elevation facing the Westway. Buildings E and F will by nature of their more residential uses, be occupied during evening/night-time hours, and therefore have greater potential for light spillage than the non-residential uses. These buildings are located in areas of the site which, as far as possible avoid being in proximity to existing residential buildings. Non-residential buildings would by their very nature have a lower level of occupancy outside of normal working hours than the residential units. Given the types of uses within Buildings C and D, it is expected that there may be some use outside of normal working hours, but it is not expected to be

the whole of the buildings at all times. This will assist in reducing the hours of artificial lighting within these buildings. Further, only a proportion of the building elevations face the residential areas.

3.481 The nearest residential properties to the East are 341/341a Latimer Road (the only residential property on the west side of Latimer Road – c40m from the site), and then the properties of 200 – 272 Latimer Road (and others) on the East side (c80m from the site), all across the elevated railway embankment. The embankment will assist in screening the lower levels, as will the existing commercial buildings on Latimer Road to a degree.

3.482 With respect to the external design of the buildings, the applicant states that steps have been taken in the overall design of the buildings to minimise light spillage through the careful optimisation of fenestration particularly on elevations facing residential areas in RBKC and LBHF,

3.483 The glazed areas to the Eastern elevation of Building C have been reduced as much as possible, whilst maintaining adequate daylight. Windows are recessed which will minimise sideways spillage.

3.484 On Building D, a relatively large proportion of the glazing relates to the circulation link between the 2 wings which is a relatively narrow strip adjacent to the atrium. At evening time when the building has a lower occupancy (and the ground floor uses such as café are not in operation), the atrium lighting would be reduced with lighting controls.

3.485 The buildings are designed with energy efficiency in mind and one of the design features will be presence detection (PIR detectors) to the lighting systems, so that lighting is not left on when the relevant zones of the building is in use. As well as avoiding unnecessary light spillage, this is part of the energy strategy.

3.486 Officers consider that there is a balance between the requirements for good internal levels of daylight, and limiting light spillage, but the lighting design has been carried out in accordance with the latest standards to ensure that light pollution (or spillage) is kept within current recommendations.

3.487 External lighting will be directional to the ground surfaces and routes around the public realm to further minimise any light spillage. The height of the adjacent railway embankment and the commercial buildings to the east of the site will also help to shield residential properties from possible low level light spillage.

3.488 Condition 45 is recommended which requires details of all proposed external to prevent harm to occupiers of neighbouring properties.

Television Reception

3.489 London Plan Policy 7.7 states that tall buildings should not affect their surroundings adversely in terms of telecommunication interference.

The Environmental Statement includes an assessment of potential impacts on digital terrestrial television, satellite television, radio and mobile telephone interference from the development, and provides suggested mitigation methods.

3.490 The assessment in the ES has indicated that the completed development would create terrestrial television signal 'shadows' to the north west of the site. In addition, the

development may also give rise to the 'shadowing' of satellite television signals to the north-west of the site. Consequently, the completed development may have a major effect on the reception of terrestrial and satellite television for properties in the immediate vicinity of the site.

3.491 The assessment indicates that the proposed development would not cause any significant interference to the reception of broadcast and DAB radio signals or mobile telephony reception.

3.492 In the event that the proposed development is deemed to adversely affect the reception of television, the following mitigation methods are suggested:

Digital terrestrial television

- Re-direct aerials in the affected properties towards the Kensal Town relay transmitter.
- Connect the affected properties to satellite television services e.g. Freesat or cable television services e.g. Virgin Media Satellite television
- Re-direct satellite dishes in affected areas to establish a direct 'line of sight' to the Astra satellites
- Connect the affected properties to cable television services e.g. Virgin Media.

3.493 With the implementation of these various recommended mitigation measures, no significant effect is predicted to arise from the proposed development during construction or operation, and the proposal is considered acceptable in this respect.

3.494 Condition 56 is recommended to secure details of the methods proposed to identify any television interference, and measure to ensure that that any television interference identified is satisfactorily remediated, and to ensure that the remediation measures, as approved, are implemented for each phase immediately that any television interference is identified.

Waste

3.495 The National Planning Framework does not contain specific waste policies, since national waste planning policy will be published as part of the National Waste Management Plan for England. Planning Policy Statement 10 (PPS10) sets out the Government's policy to be taken into account by waste planning authorities and forms part of the national waste management plan for the UK. PPS 10 will remain in place until the National Waste Management Plan is published.

3.496 Policy H5 of the emerging of the Development Plan Development Plan Document sets out criteria to ensure that all developments include suitable facilities for the management of waste generated by the development, including the collection and storage of separated waste and where feasible on-site energy recovery.

3.497 The application is supported by a detailed assessment identifying site waste generation during construction and operation and opportunities for optimising resources and minimising waste and the likely quantities and types of waste generated during the demolition, construction and operational phase of the scheme. Condition 27 has been attached requiring the submission of details of refuse arrangements including storage, collection and recycling within each building in the form of a Waste Management Strategy. Recommended condition 46 secures a Demolition Method Statement.

Ground Condition

3.498 Given the sites industrial history, potentially contaminative land uses are understood to have taken place on-site (past and present) and in the surrounding area. The information thus far submitted includes a preliminary risk assessment and some preliminary investigation information for the entire Woodlands site (Phases 1 and 2). Although further investigation and information is required, the information provided to date is sufficient to satisfy the Council that any risks from contamination may be abated. In order to ensure that no unacceptable risks are caused to humans, controlled waters and the wider environment, conditions 72 to 76 are recommended, which require reports specific to Phase 2 be provided.

3.499 These reports are to include a site specific preliminary risk assessment (including conceptual site model), a site investigation scheme, a site investigation and risk assessment (including a revised conceptual site model), a remediation method statement and a verification report. Each of these submissions should be submitted to and approved in writing by the LPA before proceeding to the following phase. No development works should commence until the preliminary risk assessment and site investigation scheme are approved and development may only proceed in agreed by the LPA. This is also in accordance with policies EN21, EN20A, G0 and G3 of the Unitary Development Plan (as amended 2007 and 2011), policy CC4 of the Core Strategy 2011 and policy 5.21 of The London Plan 2011.

3.500 A further condition (no. 77) is required for the submission of an onward long-term monitoring methodology report. This on-going monitoring report would verify the results of any remediation work required to address remaining potential risks after each phase of the development has been completed.

Flood Risk

3.501 The proposed development is located in Flood Zone 1 as identified by the Environment Agency which confirms the Site is at low risk of fluvial and tidal flooding. In addition, the ground water flooding has not been identified as being of concern to the development or surrounding area.

3.502 The Environment Agency have confirmed that the method of surface water runoff is acceptable subject to the LPA imposing a suitable condition seeking the full details to reduce surface water to a minimum 128 L/s. Additional surface runoff would be mitigated through Sustainable Urban Drainage Systems (SuDs) to reduce peak discharge level (Condition 64). The LPA will secure the full details of the SuDs and other attenuation methods (such as green and brown roofs) through planning conditions (66 to 69), in order to ensure control over the level of surface water discharge, in line with Environment Agency guidance.

3.503 In terms of accessibility of the development to water infrastructure, Thames Water have advised that conditions requiring a piling method statement (condition 57) and drainage systems (condition 65) are required.

3.504 Subject to the above planning conditions the development would comply with Policies 5.11, 5.12, 5.13, 5.14 and 5.15 of the London Plan 2011, Policies CC2 and CC4 of the Core Strategy 2011 and NPPF Technical Guidance with regards to flood risk, surface water drainage, drainage and water infrastructure.

Arboriculture, Ecology and Biodiversity

3.505 Policy 7.19 of the London Plan (2011) seeks the enhancement of London wide biodiversity and states that development proposals, where possible, should make a positive contribution to the protection, enhancement, creation and management of biodiversity.

3.506 Policy OS1 of the Core Strategy (2011) states the Council's objective to protect and enhance biodiversity in the Borough. Policy EN25 of the UDP relates to tree protection and states that trees on development sites should be retained, and care taken to avoid damage to these trees during building works. Suitable replacements for trees that are removed will be required. Whilst there will be a loss of some trees and small areas of grassland it is considered that the loss will be adequately mitigated by new tree planting, amenity space and green roofs throughout the site. Planning conditions will ensure that landscape details and tree protection measures are submitted for approval.

3.507 Policy EN28A of the UDP states that the Council will not approve development that would have a demonstrably harmful effect on protected species or their habitat.

3.508 Policy EN29 of the UDP states that development should protect any significant nature conservation interest of a development site and provides guidance for new development to follow to enhance nature conservation.

3.509 A Phase 1 Ecological Survey was undertaken to provide an understanding of the basic habitat types and species present at the application site and to identify areas of potential ecological risks warranting further investigation and / or survey and consideration in the proposals for redevelopment. These surveys have been supplemented by an Arboricultural survey, inspections and surveys for bats. The majority of the application site consists of buildings, hard standing, construction operations and disturbed ground related to the Wood Lane Studios at the Imperial West development. The site survey revealed that there were no protected species found to be living on or passing through the site. No evidence was recorded that bats were either foraging or roosting within the buildings. It is proposed to enhance the biodiversity value of the site by increasing the planting of indigenous grasses and scrubs to extend the foraging habitat of the railway embankment. In addition, the proposal includes the provision of indigenous hedges and green roofs to provide additional biodiversity benefits. The above measures are to be secured through planning conditions which will ensure there will be no adverse ecological impacts as a result of the development and will increase the biodiversity value of the site.

3.510 It is considered that redevelopment of the site would provide an opportunity for biodiversity enhancement through planting. Bats will further be encouraged by the provision of bat boxes. In this context there will be a significant benefit for nature conservation in this area. The proposed development is therefore considered to comply with the provisions of policies EN25, EN28A and EN29 of the Hammersmith and Fulham Unitary Development Plan (as amended 2007 and 2011).

Archaeology

3.511 In consideration of the archaeological impacts of the development proposals, regard has been had to National Planning Policy Framework (Conserving and

enhancing the historic environment), London Plan Policy 7.8 (Heritage Assets and Archaeology), EN7 (Nationally and Locally Important Archaeological Remains) and Core Strategy Policy BE1 (Built Environment).

3.512 The National Planning Policy Framework requires that the significance of any heritage assets affected should be identified and the potential impact of the proposal on their significance addressed. As a minimum the relevant historic environment record should be consulted and the heritage assets assessed. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest an appropriate desk-based assessment and, where necessary, a field evaluation is required.

3.513 Policy 7.8 of the London Plan (2011) advises that development should incorporate measures that appropriately address the site's archaeology. UDP Policy EN7 of the London Borough of Hammersmith and Fulham UDP (as amended 2007 and 2011) states a presumption against proposals which would involve significant alteration of, or cause damage to, Archaeological Remains of National Importance and advises that the loss of archaeological value must be outweighed by the need for the development. The policy advises that archaeological study of application sites will be required before approval.

3.514 Core Strategy Policy BE1 advises that new development should respect and enhance the historic environment of the Borough, including archaeological assets. A full consideration of these policies is set out in the Archaeology Report included in the Environmental Statement Chapter 8: Archaeology.

3.515 The site does not contain any nationally designated (protected) sites and is not located within an Archaeological Priority Area. A desk based assessment has been submitted in the Environmental Statement and the site is considered to have low archaeological potential. English Heritage Archaeology has not raised an objection to the proposal and have confirmed that the requirement for any pre or post-determination archaeological work can be waived.

Equalities Considerations

3.516 This planning application is required to be in accordance with the Development Plan, which comprises the London Plan (2011), the Hammersmith and Fulham Core Strategy (2011) and the Hammersmith and Fulham Unitary Development Plan (as amended in September 2007 and October 2011), unless material considerations indicate otherwise.

3.517 Section 149 of the Equality Act (2010) requires the Council to have due regard to the need to (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it. This means that the Council must have due regard for the impact on protected groups when exercising its functions, and case law establishes that this must be proportionate and relevant, and does not impose a duty to achieve results.

3.518 In accordance with the provisions of the Equality Act (2010), the Council is required to have due regard for the potential of all phases of the proposal to affect the various needs of those with protected characteristics. The application has been subject to a full Equalities Impact Analysis (EqIA) dated June 2012, carried out by officers and is available to view on the council's website at :

http://www.lbhf.gov.uk//Directory/Council_and_Democracy/Committee_reports_minutes_and_agendas/Current_Committees. The EqIA has identified some potential negative impacts on age, disability, pregnancy and maternity, race and sex. The lack of affordable housing is likely to prevent certain equality groups from being able to afford housing within private ownership. However, this has been justified on the basis of an independently examined Viability Appraisal.

3.519 Having regard to the Viability Appraisal, the individual circumstances of the site and the planning and regeneration benefits arising it is considered that the level of affordable housing proposed is acceptable. As a measure of mitigation a review mechanism to be agreed in the S106 will test viability of the scheme in order to re-assess whether the viability in the future would allow for additional affordable housing to be provided beyond the offer of 31% prior to the delivery of the housing aspect of the development. This would enable the Council to deliver the maximum reasonable level of affordable housing in order to facilitate regeneration in White City and create sustainable mixed and balanced communities. While there will be some groups who may be less likely to be able to access private housing than others due to age, disability, pregnancy and maternity, race or sex, as analysed in the EqIA, it is not considered that this means that all, for example, disabled people will be unable to access this type of housing, and this will not result in unlawful discrimination.

3.520 It should be noted that the majority of uses in the development will be operated by Imperial College, which is a higher education establishment. The College will provide benefits to the adult population offering education and employment opportunities and also operates an equality and diversity policy stating that students, staff and potential employees will not be discriminated against on the grounds of their age, race, sex or sexual orientation. Furthermore the applicant intends to operate an outreach programme to a local school, thereby respecting children's rights to education.

3.521 Representations were made by The Stable Way Residents Association and The Irish Traveller Movement in Britain (ITMB) regarding potential negative impacts that the development might have on residents of Stable Way which is located within the neighbouring Royal Borough of Kensington and Chelsea (RBKC) and provides accommodation for gypsies and travellers. Residents of Stable Way raised complaints regarding the consultation process stating that they were not consulted, however, consultation was carried out by RBKC as there is an agreement with the London Borough of Hammersmith and Fulham (LBHF) that residents of RBKC be consulted by RBKC. Officers confirmed the consultation process with RBKC who stated that the individual pitches at Stable Way were consulted by post on 24 February 2012. The London Borough of Hammersmith and Fulham (LBHF) recognises that gypsies and travellers are ethnic minorities that experience poor social outcomes and discrimination. All material planning considerations raised by residents of Stable Way have been addressed in Section 3 of this report. Given the separation distance of the application site from Stable Way officers do not consider that there will be any adverse impacts on these residents and that Stable Way will not be hemmed in by the proposal. As such, while concerns have been raised, officers are of the opinion that this application would not adversely affect this group, nor would it result in unlawful discrimination. It is

considered that the financial contribution secured within the S106 legal agreement towards providing a pedestrian link from east to west underneath the West London Line will have a positive impact on residents within the vicinity and this includes, but is not exclusive to, the residents of Stable Way.

3.522 Consistent with duty to give due regard to Section 149 of the Equalities Act (2010), for example, all units would be built to Lifetime Homes standards, 10% of units would be designed to be readily adaptable to full wheelchair housing standard and lift access is provided throughout the buildings, thus helping to facilitate equality of opportunity between disabled people and non-disabled people. Approximately 13% of car parking would be wheelchair accessible spaces. Improvements to the built environment would include accessible public squares, step-free access to residential apartments and winter gardens that would be accessible by all user groups, including those with mobility impairments such as wheelchair users or the visually impaired. Walking and cycling opportunities for new residents and for others will be improved. The proposals include a clinic and day care centre with spaces to play. The proposed mix of housing units include family size units of up to 3 beds and comprises of private and affordable units for Imperial College key workers, which is likely to have positive impacts on young families, and those key workers at Imperial who may be represented in many protected groups.

3.523 In conclusion it is considered that LBHF has had due regard to section 149 of the Equality Act 2010 in its consideration of this application and resulting recommendations to PAC Members.

Mayoral CIL

3.524 The CIL regulations came into effect on 1 April 2012. This is a material consideration to which regard must be had when determining the application. Officers and the applicant have estimated a Mayoral CIL levy of approximately £2.4million.

Planning Obligations and Infrastructure Requirements

3.525 Policy 8.2 of the London Plan (2011) recognises the role of planning obligations in mitigating the effects of development and provides guidance of the priorities for obligations in the context of overall scheme viability. Policy CF1 of the Hammersmith and Fulham Core Strategy (2011) requires that new development makes contributions towards or provides for the resulting increased demand for community facilities.

3.526 It is considered that development of the scale and nature proposed would inevitably place additional demand on the existing social and physical infrastructure of the surrounding area, particularly in the White City Opportunity Area which is envisaged to accommodate optimum densities. In light of the proposed land uses and their scale, the infrastructure impacts could not reasonably be expected to be absorbed within the site. These externalities include demands on both social/community facilities and physical/environmental infrastructure which would be borne out of the additional educational, commercial (including the hotel), office and residential based population. Thus, given the significant number of additional university employed staff, office staff and commercial based workers alongside the additional residential occupiers (in both the student and residential accommodation) the impact would create demand for additional social and environmental infrastructure, in addition to the other Opportunity Area developments in White City.

3.527 Section 106 of the Town and Country Planning Act provides the ability to address externalities arising from development that would otherwise render a development unacceptable, by means of commitments set out by the applicant and if necessary the Local Authority and any other concerned party, in a legal agreement. The underlying principle of the enabling legislation is to maximise sustainable development through the best allocation of resources.

3.528 The former guidance on planning obligations of Circular 05/2005 has now been captured within Section 122 of the Community Infrastructure Levy regulations. Reg. 122 requires that a planning obligation is:

- (a) necessary to make the development acceptable in planning terms;
- (b) directly related to the development; and
- (c) fairly and reasonably related in scale and kind to the development

3.529 The below heads of terms are broken down into a range of measures which cover the broad areas where obligations are needed to make the application acceptable in planning terms. A number of the obligations have been identified in earlier sections of the report including Housing, Access, Transport, Land Use and Sustainability/Renewable Energy sections.

3.530 The site is within a designated Regeneration Area and Opportunity Area (White City) that has been the subject of extensive research to determine the development capacity of the area and the scale and nature of social and physical infrastructure necessary to enable multiple sites to be brought forward for development over a 20 year timeframe. All development in the area will be expected to contribute towards the social and physical infrastructure.

Sustainable Transport Interventions

3.531 With regards to the Imperial West site, the applicant has proposed to fund the design and implementation of the East to West pedestrian and cycle underpass from the south eastern corner of the site adjacent to building D under the West London Line to RBKC. This proposal is supported by LBHF, GLA and RBKC officers as such works are considered to bring about major transport and connectivity benefits to the whole Opportunity Area and other developments by improving east-west connections and improving the pedestrian and cycle movements.

3.532 This intervention is considered to comply with Core Strategy Policies WCOA and WCOA1 by enhancing linkages and connections in the Opportunity Area in order to encourage more sustainable forms of travel. The evidence base for the WCOAPF DIF estimates a cost of up to £4million for an East to West link under the West London line.

5.533 As Imperial College have offered to fully fund, design and implement the proposed East to West link, the applicant has also undertaken a cost analysis of the likely works necessary to deliver the link. These costs include the acquisition of land under the railway (owned by Network Rail) and land to the east (owned by Westway Development Trust). With the cost of construction and materials added, the total would equate to approximately £4million.

3.534 The provision of this East to West link is strongly supported by the GLA and RBKC and further details of the link are set out in the heads of terms below.

3.535 Notwithstanding the above, the Council recognise that each development in the Opportunity Area will have differing infrastructure needs. However collectively, all developments must contribute equally and collaboratively to the infrastructure in the Opportunity Area. For instance, given the type of uses proposed and the associated impacts, the Transport Assessment confirms that proposed development will have less impact on the public transport infrastructure than the recently approved Westfield extension (Ref: 2011/02940/OUT) which had a significant impact (from the retail and residential uses). However, as the proposal includes a commitment in the s106 to fully fund and deliver the east to west link, in addition to the Phase 1 s106, it is considered that the developer will contribute proportionally to infrastructure in White City.

3.536 The infrastructure work proposed by ICL is considered to significantly enhance pedestrian and cycle movement in the area by joining the east and west areas together and encouraging more sustainable patterns of travel across the OA. All developments in White City are considered to benefit directly from this linkage.

Education Obligations

3.537 Officers acknowledge the potential education and employment benefits to the Opportunity Area and to the Borough that Imperial College will bring about in light of the academic and business uses proposed. The development is considered to be educational-led and has a particular emphasis on provision of higher education, research and development and creating synergies with businesses and medical/health facilities (including Hammersmith Hospital). As such, officers are keen to ensure that Imperial College successfully integrates with the wider community to ensure local people benefit from Imperial College's presence in the area.

3.538 Imperial College are aware of the need to work closely with the Borough in order to build strong links with the nearby schools and colleges. In particular, given the subject area which ICL specialises in (includes science, technology, engineering and medicine), there is scope to improve the outreach programmes to ensure school children in the area are aware of and have access to the career opportunities in these fields.

3.539 In order to build strong links with the community and the existing education systems the applicant is proposing to create access to a specialist Science, Technology, Engineering and Medicine education facility which is to be provided within the Imperial West development site. The facility will be owned and operated by Imperial College London and will be designed and equipped to a postgraduate education standard and will be available for the broad delivery of the College's academic mission. LBHF and the applicant will work in partnership to establish the nature of the facility and to ensure the continued use of the facility by local authority educational organisations;

3.540 In order to promote the scheme, ICL will commit to a planning obligation that will require the organisation to develop relationships with Burlington Danes School and the Phoenix School (the nearest schools in the area) to allow use of the facility by the schools on a timetabled basis. This will be prioritised on the basis of proximity, with Burlington Danes School, through ARK, leading a pilot to be extended to the Phoenix School as time goes on.

3.541 It is considered preferential that the facility be provided within Building A which has not yet been fully designed and is subject to the outline component to the scheme. The education obligations are outlined in the heads of terms below.

Health and Community Obligations

3.542 In terms of contributions towards health and community facilities (in WCOA), ICL are proposing a number of benefits in kind which will contribute towards the delivery of necessary infrastructure in White City. As part of Phase 1, the development includes provision of a multi-use space "The Link" adjacent to Shinfield Street at the rear of building B. This would provide a fully accessible facility for the local community and would contribute towards the need for such floorspace within the WCOA. Furthermore, as part of phase 2, the proposals include the provision of a Class D1 Polyclinic within Building C which would facilitate health provision for local residents, as well as ICL students and staff. It is considered that this provides a vital contribution to additional social infrastructure within the WCOA.

3.543 The proposals also include provision of a Class D2 gym/healthcare club within building E which provides additional facilities for the community as well as occupiers and visitors to the site.

Essential Highways Mitigation Interventions

3.544 As is set out in the Transport section of this report, the phase 2 development will place additional demand on the immediate highways network, particularly the junction of DuCane Road and Wood Lane which would exceed its capacity as a result of the additional traffic generated by the development in addition to natural growth of the area. Part of this impact falls outside of the Opportunity Area and therefore is considered to be additional to the White City infrastructure interventions.

3.545 As such, it is considered that additional £200,000 towards essential highways works including works to Shinfield St (£50,000) and the junction of DuCane Road and Wood Lane (£150,000) would be secured through this s106. This would be in addition to the WCOA contributions which covers a broader range of infrastructure improvements (which are outlined below).

Phase 1 s106 Obligations

3.546 A total section 106 contribution of £1.4m was secured as part of the phase 1 application granted planning permission in November 2010. £1.0m was ring-fenced to address the resulting impact of the proposed development on the social and physical infrastructure of the White City Opportunity Area. This will be provided in 2 x £500,000 instalments on practical completion and after 12 months post occupation.

3.547 The additional £400,000 financial contribution with phase 1 was split into other requirements to mitigate the impacts of the development that fell outside of the White City financial contribution. This sum has been paid to the Council and the applicant is at various stages in complying with the obligations.

3.548 Within this sum, a contribution of £200,000 was identified as being needed for essential mitigation works to the highway and footway adjacent to Wood Lane, including re-engineering works to the Wood Lane vehicular junction. A further contribution of £120,000 was secured to go towards assisting the GLA and LBHF prepare a Delivery Infrastructure Funding Study (DIF) which will form an important evidence based study to

inform developments in White City of their infrastructure requirements. The outstanding £80,000 was identified as being needed for CCTV equipment, a tree planting scheme in the local area and Crime Prevention Measures at the Bentworth Park Triangle.

White City Opportunity Area Contribution

3.549 The applicant has expressed willingness to commit towards providing financial contributions to the White City Opportunity Area to assist the provision and implementation of new and improved social and physical infrastructure in the area. As evidenced above, the applicant has committed to provide £1million towards social and physical infrastructure improvements within White City, as part of the planning obligations agreed for phase 1. This financial contribution combined with the total cost of delivering the east-west link (phase 2) on top of the other planning benefits-in-kind listed in the education and community/healthcare sections add up to what officers consider to be an appropriate and proportional contribution towards the WCOA.

3.550 For clarity purposes and to assist in the monitoring and possible enforcement of the section 106 obligations for both developments it is recommended that the section 106 agreement of phase 2 is merged with the signed s106 agreement for phase 1. Imperial College Phase 1 and 2 (Combined Financial Contributions):

3.551 The proposed development including phases 1 and 2 comprises the following financial contributions (including the estimated Mayoral CiL).

Phase 1	£1,400.000
Phase 2	£4,200.000
Estimated Mayoral CiL (for Phase 2)	£2,400.000
Total:	£8,000.000

3.552 The scale of this contribution is considered to be consistent with the scale of impact that the scheme would have on the surrounding area and reasonable in the context of the overall infrastructure required for the development.

Heads of Terms

3.553 The proposed amended legal agreement would also incorporate the following heads of terms (Phase 1 heads of terms have also been added for clarity):

- White City Contribution comprising delivery of E/W link as contribution towards the full cost of economic, social and physical infrastructure interventions and enhancements within the White City Opportunity Area to address the resulting impact of the proposed development. IC to commence E/W link within 1 year of Practical Completion of Building D or 5 years of commencement of Imperial West Phase 2 whichever the earlier. If not achieved IC will pay £4,000,000 to LBHF (For Phase 2).
- Provision of key worker housing comprising 59 homes equating to 31%; Accommodation to be provided for range of household incomes ranging from:
 1. £19,000 to £64,300 for studio, 1 and 2 bed units;
 2. £19,000 to £77,200 for large 2 bed and 3 bed units.

- There will be a cascade arrangement for marketing the units: Affordable housing to be offered/marketed exclusively to ICL/PCT key worker staff living in LBHF, then offered (if non-occupation) to ICL/PCT key worker staff outside LBHF borough and finally to key worker staff living in LBHF on the Council's Home Buy list.
- Exclusive provision and marketing (for a period of 6 months) of 10% of residential units that are adaptable to wheelchair accessible standard;
- A review mechanism for Block F (if not commenced within a certain time) to determine if further affordable housing can be delivered or if any further affordable housing contribution is payable.
- Agreement to establish and develop a formal and ongoing relationship with Burlington Danes School to allow access to and use of a specialist education and teaching facility within the Imperial West development site on a timetabled basis and commitment to an agreed and ongoing Joint Learning and Education Strategy;
- Provision of interim Public Open Space during construction of different parts of the masterplan within the reasonable constraints of the construction development activities.
- Commitment to coordinate design with any reasonable future proposals for use of space under A40/Westway;
- Car Park Management Plan to include amongst other matters, the details of Electrical Vehicular Charging points to be secured that are in line with London Plan standards of (20%) Passive and (20%) Active vehicular Electrical Charging points;
- Off site highways improvements to Shinfield Street footway and DuCane Rd/Wood Lane Junction (subject to clarification of scope of works) £200,000);
- Access (subject to reasonable controls) to be provided for vehicles, pedestrians and cyclists through site.
- Funding CPZ Review of Zone N; restriction preventing occupiers from being eligible for on-street car parking permits; 10% of parking spaces for Blue Badge Holders; and the provision of 4 car club spaces within the basement car park;
- Travel Plans in respect to both the residential units (building F) and the university/commercial uses (buildings A, C, D, E and G) including monitoring costs;
- Delivery and Servicing Plan and a Construction Logistics Plan;
- Funding cycling accessibility and legibility improvements (including Cycle Super Highway (CSH) Route 10) within the immediate proximity of the site;
- Make space available for installation (by others) of docking station for London Cycle Hire Scheme;

- Commitment to ensure commercial tenants comply with the local employment and training strategy which ensures appropriate jobs are offered to local residents during a period of exclusivity, before any wider recruitment drives;
- Commitment to provision of apprenticeships on the site, including construction roles;
- Commitment to meet Code 4 (Code for Sustainable Homes) for residential use and BREEAM rating of Very Good for the non-residential uses, and reasonable endeavours to exceed these ratings;
- Commitment to use reasonable endeavours to assist forming a connection to the wider White City District Energy Network by future proofing the design of buildings to ensure a connection can be made;
- Commitment to connecting both Phase 1 and Phase 2 CCTV covering publically accessible external areas to the Council's monitoring network;
- Mechanism to be included to ensure quality of scheme designs are maintained during discharge of reserved matters and planning conditions, and detail design stages;
- Commitment to provide interim development/landscaping proposals for undeveloped parts of the masterplan should they be delayed significantly beyond the envisaged development time frame;
- Commitment to meet the Council's reasonable Legal, Professional and Monitoring costs.

3.554 The above obligations would be in addition to the following obligations that formed part of the phase 1 planning application (Ref: 2010/02218/FUL). It should be noted that the applicant has paid £400,000 to date and is in the process of fulfilling obligations 2a, b, c and d below.

- The developer to make a financial contribution of £120,000 to fund the White City Opportunity Area Development Infrastructure Funding Study (DiFS) and/or other relevant planning policy guidance/evidence based studies, associated with the White City Opportunity Area (This sum has been paid to the Council to carry out the above work);
- The developer will commit to provide the requisite funding of the following measures to mitigate the effects of the development:
 - a. Provision of Crime Prevention Measures on Wood Lane, Du Cane Road and Bentworth Triangle;
 - b. Installation of way-finding signage close to the site;
 - c. Installation of a tree planting scheme on Eynham Road;
 - d. Highway improvements to the junction of Wood Lane to be carried out to the satisfaction of the Local Planning Authority to the value of £200,000, at an appropriate agreed time, when other phases in the Woodlands development have been completed.

(The applicant has paid the Council the above out-standing balance (equating to £280,000 in total) in order to comply with the above obligations a, c and d))

- The developer to make a financial contribution of £1,000,000 towards infrastructure improvements within the White City Opportunity Area. (To be provided in 2 x £500,000 instalments on practical completion and after 12 months post occupation)

Deleted s106 Clause to Phase 1

3.555 The only other amendment to the phase 1 section 106 agreement relates to the claw-back clause which officers consider is no longer necessary. The claw back clause was identified in order to ensure that the development will contribute proportionally, with all developments in White City towards infrastructure provision.

3.556 Given the above obligations in their entirety (both phases 1 and 2) will deliver significant tangible benefits to the opportunity area, it is considered that all impacts of the proposals on the local infrastructure can be appropriately mitigated. It is also considered that further financial contributions would not be justified in terms of the development viability which includes a requirement to provide Mayoral CiL. The DVS independent assessment of the applicants FVA confirms there is no scope for securing additional 106 finances in any event. As such, officers consider that there is no longer a requirement for this development to off-set further s106 financial contributions to White City via a claw-back clause.

Conclusion

3.557 The proposal represents a development of significant scale and a major investment into the WCOA from the applicant proposing a mix of academic and research facilities as well as non-college commercial office space, hotel and residential. They advise that the educational elements form part of a long term investment into the area providing a new technology base for Imperial College to deliver research and technology transfer while building on its strengths in engineering, physical sciences and biomedicine. Alongside the Phase 1 postgraduate element the new development should enhance existing links in the area and enable new ones to be formed.

3.558 The application has generated a significant number of objections including many from nearby residents concerned in particular with the density and commercial nature of the scheme which they consider results in a proposal of excessive scale and massing. Amongst other things many consider it will seriously impact on their amenity and quality of life as well as the wider character of the area and the skyline given the height and nature of some of the buildings proposed.

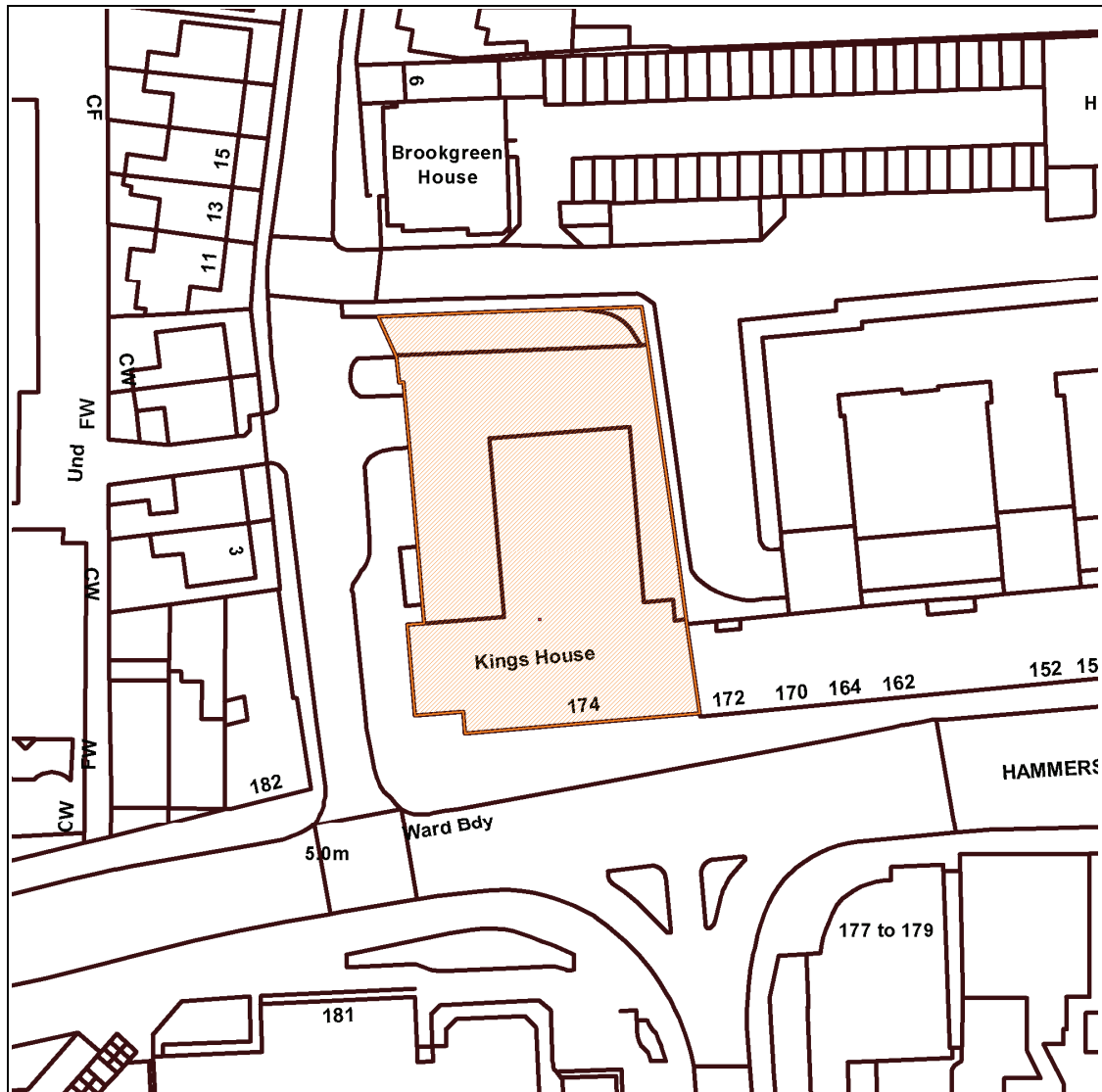
3.559 Officers have given serious consideration to all the representations received when assessing the proposal against the relevant national, regional and local planning policies and guidance. For the reasons detailed in this report officers' conclude that the proposal is acceptable in accordance with the relevant policies including the scale, nature and density of the land uses proposed; the housing provision; design; impact on surrounding amenity; highways; access for all; energy and environmental impact and equalities. On the basis of securing the recommended planning obligations and conditions, the proposal is considered to represent sustainable and high quality regeneration within the WCOA to build upon the implemented Phase 1 element of the masterplan.

3.560 Therefore, officer recommendation is that subject to there being no contrary direction from the Mayor for London; that the Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine the application and grant planning permission upon the completion of a satisfactory legal agreement and subject to the planning conditions.

Ward: Avonmore And Brook Green

Site Address:

King's House 174 Hammersmith Road London W6 7JP



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For identification purposes only - do not scale.

Reg. No:
2011/03262/FUL

Case Officer:
Matthew Lawton

Date Valid:
19.10.2011

Conservation Area:
: Brook Green Conservation Area - Number 3

Committee Date:
25.07.2012

Applicant:

Haymarket Media Group
C/o Agent

Description:

Redevelopment of the site by the erection of a part seven storey, part four storey building (plus basement) providing 6,450 sqm of office (B1) floorspace, with 9 off street parking spaces at basement level, following the demolition of King's House.

Drg Nos: D0002 P3; D0099 P2; D0100 P3; D0101 P3; D0102 P3; D0103 P3; D0104 P4; D0105 P4; D0106 P4; D0107 P4; D0200 P2; D0201 P2; D0202 P2; D0203 P2; D0204 P2; D0220 P1

Application Type:

Full Detailed Planning Application

Officer Recommendation:

That the Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine the application and grant permission up on the completion of a satisfactory legal agreement and subject to the condition(s) set out below:

- 1) The development hereby permitted shall not commence later than the expiration of 5 years beginning with the date of this planning permission.

Condition required to be imposed by section 91(1)(a) of the Town and Country Planning Act 1990.

- 2) The development hereby approved shall not be erected otherwise than in accordance with the detailed drawings which have been approved, ref: D0002 P3; D0099 P2; D0100 P3; D0101 P3; D0102 P3; D0103 P3; D0104 P4; D0105 P4; D0106 P4; D0107 P4; D0200 P2; D0201 P2; D0202 P2; D0203 P2; D0204 P2; D0220 P1.

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 3) The development hereby permitted shall not commence until particulars and samples of materials to be used in all external faces of the building, including glass samples, and all surface treatments, have been submitted to and approved in writing by the Council. The development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 4) The development hereby permitted shall not commence until drawings of a scale not less than 1:20 in plan, section and elevation of typical bays of the building on each elevation have been submitted to and approved in writing by the Council.

The development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 5) The development hereby permitted shall not commence until details and samples of the proposed fenestration, including opening style, have been submitted to and approved in writing by the Council. The development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 6) The development hereby permitted shall not be occupied before details of the landscaping of all areas external to the buildings, including planting (including species and height of trees and shrubs), paving, boundary walls, fences, gates and other means of enclosure, have been submitted to and approved in writing by the Council, and the development shall not be occupied or used until such landscaping as is approved has been carried out.

To ensure a satisfactory external relationship with its surroundings in accordance with Policies EN2 and EN8 of the Unitary Development Plan, as amended 2007 and 2011.

- 7) All planting, seeding and turfing approved as part of the submitted landscaping scheme shall be carried out in the first planting or seeding seasons following the occupation of the buildings or the completion of the development, whichever is the sooner; and any trees or shrubs which die, are removed or become seriously damaged or diseased within 5 years of the date of the initial planting shall be replaced in the next planting season with others of similar size and species.

To ensure a satisfactory provision for planting, in accordance with Policy EN26 of the Unitary Development Plan as amended 2007 and 2011.

- 8) No development shall commence until a statement of how Secured by Design requirements are to be achieved has been submitted to and approved in writing by the council .The approved details shall be carried out before any use of that part of the development to which the approved details relate.

To ensure a safe and secure environment in accordance with Policy EN10 of the Unitary Development Plan, as amended 2007 and 2011

- 9) Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 (or any order amending, revoking and re-enacting that Order with or without modification), no aerials, antennae, satellite dishes or related telecommunications equipment shall be erected on any external part of the approved buildings, without additional planning permission first being obtained.

In order to ensure that the Council can fully consider the effect of telecommunications equipment upon the appearance of the building, in

accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 10) Any material alterations to the external appearance of the building, including the installation of air-handling units, ventilation fans or extraction equipment, must first be submitted to and approved in writing by the Council prior to their installation, and the alterations must be carried out in accordance with such details as are approved.

To ensure a satisfactory external appearance, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 11) No advertisements shall be displayed on or within any elevation of the building without details of the advertisements having first been submitted to and agreed in writing by the Council.

To ensure a satisfactory external appearance, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 12) The window glass of the office building shall not be mirrored, painted or otherwise obscured.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with Policies EN2 and EN8 of the Unitary Development Plan as amended 2007 and 2011.

- 13) Prior to commencement of the development hereby approved, details of external artificial lighting shall be submitted to and approved in writing by the Council. Details shall demonstrate that vertical illumination of neighbouring premises is a maximum of 10lux at ground floor and 5lux at first and higher floor levels. The recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2005' shall also be met with regard to glare and sky glow. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by lighting, in accordance with Policies EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011.

- 14) No development shall commence until satisfactory details of measures to mitigate light spillage from all floor levels of the proposed building towards the residential properties to the east, north and west are submitted to and approved in writing by the Council. Approved details shall be implemented prior to first occupation of the building hereby permitted and thereafter be permanently retained.

To ensure that the amenities of surrounding residential properties are not unduly affected by light pollution, in accordance with Policy EN20C of the Unitary Development Plan as amended 2007 and 2011.

- 15) The external noise level emitted from any plant, machinery, equipment and/or any extract and ventilation system and ducting at the development hereby approved shall be lower than the lowest existing background noise level by at least 10 dBA,

as assessed according to BS4142: 1997 at the nearest and / or most affected noise sensitive premises, with all plant, machinery, equipment operating together.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by noise from mechanical installations / equipment and their uses, in accordance with Policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007.

- 16) Prior to use, any plant, machinery, equipment and/or any extract/ventilation system and ducting at the development hereby approved shall be mounted with proprietary anti-vibration isolators, and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by vibration, in accordance with Policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended 2007.

- 17) No delivery, refuse or service vehicles shall enter or depart the site between 2200 hours and 0700 the following day.

To ensure that the amenities of the surrounding residential occupiers are not unduly affected by noise from vehicles entering, leaving or manoeuvring within the site, in accordance with Policy EN21 of the Unitary Development Plan as amended 2007 and 2011.

- 18) Prior to commencement of the development hereby permitted details shall be submitted to and approved in writing by the Council demonstrating how the development hereby approved would meet with all relevant criteria within the Council's adopted 2006 'Access for All' Supplementary Planning Document. Approved details shall be carried out prior to first use of the development and thereafter permanently retained.

In order to ensure easy and convenient access for all users, including disabled people, in accordance with Policy BE1 of the Core Strategy 2011, the Council's adopted 'Access for All' SPD and Policy 4.5 and 7.2 of the London Plan 2011.

- 19) The development shall not commence until a Demolition and Construction Management Plan has been submitted to and approved in writing by the Council. The details shall include any external illumination of the site during demolition and construction, contractors' method statements, waste classification and disposal procedures and locations, suitable site hoarding, dust and noise monitoring and control, provisions within the site to ensure that all vehicles associated with the construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. All works shall be carried out in accordance with the approved plan.

To ensure no unacceptable adverse effect on the amenities of surrounding occupiers, in accordance with Policies EN21 and TN15 of the Unitary Development Plan, as amended 2007 and 2011.

- 20) The development shall not commence before details of the refuse and recycling storage have been submitted to and approved in writing by the council. Such

details as approved shall be implemented prior to the occupation of the development and thereafter permanently retained. All refuse/recycling generated by the development hereby approved shall be stored within the agreed areas. These areas shall be permanently retained for this use.

To ensure the satisfactory provision of refuse storage and recycling, in accordance with policy EN17 of the Unitary Development Plan, as amended 2007 and 2011.

- 21) Prior to the occupation of the development, the 56 cycle parking spaces shown on drawing no. D0099 P2 shall be provided, and shall be permanently accessible for the storage of bicycles for staff and visitors to the development.

To ensure the provision of bicycle spaces in accordance with Policy TN6 and standard S20.1 of the Unitary Development Plan, as amended 2007 and 2011.

- 22) The development hereby permitted shall not be occupied or used until full details of the shower rooms and changing areas (including no. of showers) to be provided in the proposed building for use by staff, are submitted to and approved in writing by the Council. Such details as are approved shall be provided prior to first use and they shall be permanently retained for the use of employees.

In order to ensure satisfactory facilities for staff including cyclists, in accordance with Policy TN6 of the Unitary Development Plan as amended 2007 and 2011.

- 23) The flat roofs on the proposed building shall not be accessible except for maintenance purposes, and shall not be used as roof terraces or any form of amenity space for occupiers of or visitors to the building.

To ensure that the amenities of the surrounding residential occupiers are not duly affected by overlooking and noise and disturbance, in accordance with policy EN21 and standards S13.2 and S13.2A of the Unitary Development Plan as amended 2007 and 2011.

- 24) No development shall commence until a site investigation scheme is submitted to and approved in writing by the Council. This scheme shall be based upon and target the risks identified in the approved preliminary risk assessment and shall provide provisions for, where relevant, the sampling of soil, soil vapour, ground gas, surface and groundwater. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 25) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until, following a site investigation undertaken in compliance with the approved site investigation scheme, a quantitative risk

assessment report is submitted to and approved in writing by the Council. This report shall: assess the degree and nature of any contamination identified on the site through the site investigation; include a revised conceptual site model from the preliminary risk assessment based on the information gathered through the site investigation to confirm the existence of any remaining pollutant linkages and determine the risks posed by any contamination to human health, controlled waters and the wider environment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 26) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until a remediation method statement is submitted to and approved in writing by the Council. This statement shall detail any required remediation works and shall be designed to mitigate any remaining risks identified in the approved quantitative risk assessment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 27) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until the approved remediation method statement has been carried out in full and a verification report confirming these works has been submitted to, and approved in writing, by the Council. This report shall include: details of the remediation works carried out; results of any verification sampling, testing or monitoring including the analysis of any imported soil; all waste management documentation showing the classification of waste, its treatment, movement and disposal; and the validation of gas membrane placement. If, during development, contamination not previously identified is found to be present at the site, the Council is to be informed immediately and no further development (unless otherwise agreed in writing by the Council) shall be carried out until a report indicating the nature of the contamination and how it is to be dealt with is submitted to, and agreed in writing by, the Council. Any required remediation shall be detailed in an amendment to the remediation statement and verification of these works included in the verification report. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 28) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until an onward long-term monitoring methodology report is submitted to and approved in writing by the Council where further monitoring is required past the completion of development works to verify the success of the remediation undertaken. A verification report of these monitoring works shall then be submitted to and approved in writing by the Council when it may be demonstrated that no residual adverse risks exist. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 29) The development hereby approved shall be constructed in accordance with the sustainability measures identified in the submitted Sustainability Statement, and the development shall not be occupied until the sustainability measures have been implemented.

To ensure the construction of a sustainable development, in accordance with Policy 5.3 of The London Plan 2011 and Policy CC1 of the Core Strategy 2011.

- 30) The development hereby permitted shall not be occupied until the renewable and low carbon technology energy options, as identified within the Energy Assessment submitted with the application, have been implemented, and a report is submitted to and approved in writing by the Council on a) whether the proposed Variable Refrigerant Flow (VRF) system will be used to pre-heat water for hot water supply, and b) which renewable and low carbon energy measures will be implemented and the final predicted CO2 saving. The identified measures shall be fully implemented prior to occupation and shall be permanently retained.

To ensure an energy efficient development that integrates on-site renewable energy generation to help reduce its carbon dioxide emissions, in accordance with Policies 5.2 and 5.7 of the London Plan 2011 and Policy CC1 of the Core Strategy 2011.

- 31) The development hereby permitted shall not commence until a surface water drainage scheme, based on sustainable drainage principles, has been submitted to and approved in writing by the council. The scheme shall be implemented in accordance with the approved details prior to first occupation of the development hereby permitted, and thereafter permanently retained.

To prevent any increased risk of flooding and to ensure the satisfactory storage of/disposal of surface water from the site in accordance with Policy CC2 of the Core Strategy 2011, and Policy 5.13 of The London Plan 2011.

- 32) The development shall not be occupied until the flood protection measures as identified in the submitted Flood Risk Assessment have been fully implemented. The flood protection measures shall be permanently maintained thereafter.

To prevent any increased risk of flooding in accordance with Policy CC2 of the Core Strategy 2011, and Policy 5.13 of The London Plan 2011.

- 33) The occupation of the building hereby approved shall not commence until a Service Management Plan is submitted to and approved in writing by the Council. The plan shall specify the number of daily and weekly service trips and deliveries and size of vehicles to be used, as well as the times for servicing and deliveries. Servicing shall only be carried out in accordance with the details approved as part of the Service Management Plan.

To ensure satisfactory provision for servicing and to prevent noise and disturbance to neighbouring residents, in accordance with Policies TN28 and EN21 of the Unitary Development Plan as amended 2007 and 2011.

- 34) The development shall not be occupied until the three accessible parking spaces for wheelchair users, as shown on drawing no. D0099 P2 are fully demarcated, and the accessible parking spaces shall be permanently retained for the life of the development for use by disabled staff and visitors.

In order to ensure easy and convenient access for all users, including disabled people, in accordance with Policy BE1 of the Core Strategy 2011, the Council's adopted 'Access for All' SPD and Policy 4.5 and 7.2 of the London Plan 2011.

Justification for Approving the Application:

- 1) 1. Land Use: The use of the site as a Class B1 office building is considered to be acceptable in the context of the existing use of the site and the development's proximity to Hammersmith Town Centre and to excellent public transport facilities. The proposed development would achieve a sustainable development, whilst optimising the use of previously developed land. Core Strategy Strategic Policy B and Policy LE1, and Policy 4.2 of The London Plan 2011, would thereby be satisfied.
2. Design: The proposal would be of a high standard of design which responds to the scale of the taller buildings along Hammersmith Road and the transition to a smaller scale along the return frontage. The building would represent a significant improvement in architectural quality compared to the existing site and it is considered that the building would enhance the appearance of the conservation area. Core Strategy Policy BE1 and Policies EN2 and EN8 of the UDP as amended 2007 and 2011, Policies 7.4 and 7.6 of The London Plan 2011, and the NPPF would thereby be satisfied.
- 3 Highways: There would be no adverse impact on traffic generation and the scheme would not result in congestion of the primary road network. Off-street

parking and servicing would be provided and the development is not considered to have the potential for contributing significantly towards pressure on on-street parking due to the high accessibility to public transport, subject to satisfactory measures to discourage the use of the private car which would be contained in a Travel Plan. Improvements would be made to the highway at the development site, as part of the proposal. Adequate provision for servicing and the storage and collection of refuse and recyclables would be provided. The proposal is thereby in accordance with policies EN17, TN5, TN6, TN13, TN15 and Standards S18.1, S19, S20.1, S22, S23 of the Unitary Development Plan as amended 2007 and 2011.

4. The development would provide level access, a lift to all levels, suitable circulation space and dedicated parking spaces for wheelchair users. Satisfactory provision is therefore made for users with mobility needs, in accordance with Policy BE1 of the Core Strategy 2011, the Council's SPD 'Access for All' and Policy 4.5 and 7.2 of the London Plan 2011.

5. Sustainability and Flood Risk: The application proposes a number of measures to reduce CO2 emissions from the baseline using passive design measures, the installation of a Combined Heat and Power (CHP) system and the installation of PV panels. The proposal would seek to achieve a 'very good' BREEAM rating and the implementation of sustainable design and construction measures would be a condition of the approval. The proposal would incorporate green roofs and a Sustainable Urban Drainage Strategy would be required by condition. It is not considered that the development is at risk from tidal flooding. Policies CC1 and CC2 of the Core Strategy 2011 and Policies 5.1, 5.2, 5.3, 5.6 and 5.7 of The London Plan 2011 are thereby satisfied.

6. Residential amenity: The impact of the proposed development upon adjoining occupiers is considered acceptable. It is not considered that the proposal would harmfully affect the outlook and light to neighbouring properties. Residents' privacy would not be materially affected. Measures would also be secured by condition to minimise noise and disturbance to nearby occupiers from the operation of the proposed office. In this regard, the development would respect the principles of good neighbourliness, and thereby satisfy policies EN8, EN21 and standard S13 of the Unitary Development Plan, as amended 2007 and 2011.

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 30th September 2011
Drawing Nos: see above

Policy Documents: The London Plan 2011
Unitary Development Plan as amended 2007 and 2011
Core Strategy 2011

Consultation Comments:

Comments from:

Thames Water - Development Control
Thames Water - Development Control

Dated:

19.03.12
11.11.11

Neighbour Comments:

Letters from:

11 Latymer Court London W6 7JB	28.05.12
Ground floor flat 3 Rowan Road London	19.03.12
11 Latymer Court Hammersmith Road London W6 7JB	22.03.12
7 Latymer Court Hammersmith Road London W6 7JB	19.01.12
4 Rowan Road London W6 7DU	02.12.11
11 Latymer Court Hammersmith Road London	21.03.12
Nag	29.11.11
174 Hammersmith Road London W6 7JP	16.02.12
	26.03.12
6 Rowan Road London W6 7DU	02.12.11
5 The Powerhouse 70 Chiswick High Road London W4 1SY	05.12.11
11 Latymer Court Hammersmith Road London W6 7JB	28.11.11
27 Latymer Court Hammersmith Road London W6 7JD	19.03.12
11 Latymer Court Hammersmith Road London W6 7JB	29.11.11
8 Rowan Road London W6 7DU	27.03.12
Top Flat 3 Rowan Road Hammersmith	16.03.12
11 Latymer Court Hammersmith Road London W6 7JB	19.01.12
94 Latymer Court Hammersmith Road London	26.03.12
Atlantic Productions Brook Green House 4 Rowan Road	27.03.12
5 Latymer Court Hammersmith Road London W6 7JB	15.11.11
32 Rowan Road London W6 7DU	28.11.11
32 Rowan Road London W6 7DU	29.11.11
8 Rowan Road London W6 7DU	02.12.11
Flat 5 Latymer court, Hammersmith road	25.03.12
13 rowan road	25.03.12
7 Latymer Court Hammersmith Road London W6 7JB	25.03.12
13 Rowan Road London W6 7DT	24.11.11
Business Director St. Paul's Girls' School Brook Green London	02.12.11
First Floor Flat, 3 Rowan Road London	19.03.12
27 Latymer Court Hammersmith Road London W6 7JD	16.11.11
78 Latymer Court Hammersmith Road London W6 7JE	19.12.11
13 Rowan Road	27.03.12
13 Rowan Road	03.12.11
Rowan Road	19.03.12
Nag	29.11.11
279 Latymer Court Hammersmith	30.03.12
5 Rowan Road London W6 7DT	02.02.12
7 Latymer Court Hammersmith Road London W6 7JB	02.12.11
7 Latymer Court Hammersmith Road London W6 7JB	12.12.11
Top Flat 3 Rowan Road Hammersmith London	27.03.12
NAG	17.11.11
11 Latymer Court Hammersmith Road London W6 7JB	29.11.11

1.0 BACKGROUND

1.1 The application site is a part four, part eight storey office building (with basement) known as King's House on the northern side of Hammersmith Road, on the corner of Rowan Road to the west and adjacent to the mansion block of Latymer Court to the east. The building currently provides approximately 4,230sqm of office (Class B1) floorspace, occupied by Haymarket media group.

1.2 The site is within the Brook Green Conservation Area and is partly within the Environment Agency's Flood Risk Zone 2 (and partly in Flood Risk Zone 1 which has the lowest risk of flooding). It is just outside the boundary with the designated Hammersmith Town Centre (the town centre begins immediately opposite the site to the west of Shortlands).

1.3 The current building was built in the 1960s (planning ref: 1963/00301/FUL). Since then there have been various applications for alterations, including:

1982/00645/FUL - Alterations to front elevation to provide new entrance. Approved

1996/00998/FUL - Revised application for erection of an extension at 7th floor level comprising a presentation suite and caretaker's flat; erection of an additional floor at 3rd floor level on the northern wing of the building for office purposes (Class B1) and alterations at basement and ground floor levels to reduce car parking provision from 33 to 19 spaces; elevational alterations to ground floor frontage; new entrance canopy sunshade screening to upper floors and revised boundary wall to Rowan Road. Approved

1997/00117/FUL - Erection of an extension at 7th floor level comprising a presentation suite and caretakers flat; erection of an additional floor at 3rd floor level for office purposes and provision of sunshade screening to 7th floor level extension.(Revision of scheme approved 29.07.96 RN 96/00998) Approved.

1.4 The current applications seek planning permission and conservation area consent for the demolition of King's House, and the redevelopment of the site by the erection of a part seven storey, part four storey building (plus basement) providing 6,450 sqm of office (B1) floorspace, with off street parking for 9 vehicles at basement level.

2.0 PUBLICITY and CONSULTATIONS

2.1 The application was publicised by way of press and site notices posted in November 2011 and letters were sent to individual properties in surrounding streets (approximately 500). The following groups and statutory bodies were consulted: Brook Green Association, Brook Green South Residents' Association, Latymer Court Freehold Company Ltd; Latymer Court Tenants' Association, the Hammersmith Society, Hammersmith and Fulham Historic Buildings Group, English Heritage, Thames Water, Environment Agency

2.2 Thirty four individual letters have been received from neighbouring residents in total. Twenty four letters were received in response to consultation on the original submission. The objections raised, in summary, were as follows:

- Proposed building, particularly the depth and height of the 5 storey rear return along Rowan Road, would cause loss of daylight and sunlight to flats in Latymer Court and dwellings on Rowan Road.
- Loss of outlook and views from this element, and increased sense of enclosure to surrounding properties
- Loss of privacy from additional windows
- Proposed building particularly the element on Rowan Road, would be out of keeping with conservation area. Scale of the 5-storey rear return fails to respect the residential character of the side street, and the architectural character of the surrounding buildings, which include nearby listed buildings. Large glazed windows on this frontage are particularly inappropriate. Level of detail on the drawings is insufficient
- Development would cause noise from use of outdoor areas, noise from air conditioning units and plant, and noise from traffic using vehicle entrance nearer to Latymer Court. Number of staff would also increase, which could add to noise and disturbance
- Increase in light pollution from additional windows
- Increase in traffic using the development resulting in noise, disturbance and pollution
- There is no need for additional office space
- Concern that development would cause land subsidence
- Development may cause interference to digital signals
- Building works would cause serious disturbance to neighbouring properties in terms of noise, dust and traffic

2.3 Plans were subsequently revised to remove the fifth storey from the return frontage along Rowan Road (involving the reduction of the office space proposed by 1,300sqm) and neighbours were re-notified. Ten further letters were received, raising the following points:

- Building is still too high and revised plans fail to sufficiently address previous concerns:
- Development would still result in loss of daylight, sunlight, outlook and privacy; would cause light pollution and disturbance from noise.
- Development would fail to respect the character of the surrounding conservation area and nearby listed buildings in terms of its scale and architectural expression
- Design of rear projection should be changed to reduce impact on Latymer Court
- Development would have a serious impact on operations of TV production studios at 6 Rowan Road in terms of noise creation and loss of light
- Access to green roofs should be for maintenance and not as terraces
- Concern that plant is not fully shown on the drawings
- Large amounts of glazing would cause significant glare into neighbouring properties to the west.

2.4 Andrew Slaughter MP has raised objection to the proposals based on the height and scale of the building not being in keeping with the surrounding conservation area, the potential for increased noise and disturbance to nearby residents and the potential for increase in traffic.

2.5 The Environment Agency has responded with no objections and suggested informatives.

2.6 Thames Water has responded with no objections and suggested informatives.

2.7 No other statutory groups have responded. The planning issues raised in the consultation responses are addressed in the considerations below.

2.8 The proposals were assessed by the Design Review Panel in August 2011. The Panel were content with the overall height of the proposed building and welcomed the bringing forward of the building line on Rowan Road to the back edge of pavement. Comments included a request for a more solid corner at the junction of Hammersmith Road and Rowan Road and for a horizontal lintel between first and second floor levels on the Hammersmith Road elevation to create a two storey plinth to the base of the building reflecting the adjacent Latymer Court building. The two storey plinth feature was incorporated in the proposals submitted for planning permission.

3.0 PLANNING CONSIDERATIONS

3.1 The main issues for consideration in relation to this application are:

- Whether the development would accord with the current policies in the Unitary Development Plan (UDP), the Core Strategy and The London Plan and relevant Government guidance
- Whether the proposal is acceptable in land use planning terms
- The impact of the proposed development on the character and appearance of the Brook Green Conservation Area and the surrounding townscape
- The scale and bulk of the proposed development
- Travel to the site and traffic and car parking demand generated by the proposed development
- The effect on the amenities of surrounding residential occupiers
- Energy efficiency and sustainability

LAND USE

3.2 This application proposes the redevelopment of a significant office building on Hammersmith Road to re-provide continued office use for the current major employer in the borough. This proposal would enable the consolidation of Haymarket's two office buildings in Hammersmith into modern standard accommodation on this single site (in conjunction with the separate application for the redevelopment of Bute and Wolverton Gardens offices for a residential development, (ref: 2011/03260/FUL), with the result that the employment provision on the King's House site is likely to increase from 376 to c.700 employees. The amount of office floorspace in the redeveloped King's House would be increased from 4,230 sq.m. to 6,450 sq.m.

3.3 London Plan policy 4.2 seeks the renewal and modernisation of the existing office stock in viable locations and seeks an increase in the overall quantum of offices to meet anticipated future requirements for economic growth. Core Strategy Strategic Policy B encourages major office based development within Hammersmith Town Centre. Policy LE1 of the Core Strategy seeks to retain premises capable of providing continued accommodation for local services or significant employment.

3.4 The site is situated just outside the designated town centre boundary which finishes on the opposite side of Hammersmith Road. However, the site is highly accessible to the town centre and public transport. The building is within a PTAL 6B area, which is the highest public transport accessibility level, and is within a 300m walk of the Hammersmith Broadway tube stations and bus station. Given this, and the fact that the building already provides an established office development of significant scale, it is not considered that there is a planning policy objection to a redevelopment scheme which provides a larger amount of office floorspace on this site, particularly as the scheme would renew and expand an outdated office building to modern standards with Grade A accommodation, in order to continue to provide significant employment in the

local area. Whilst the acceptability of the proposal is also dependent on other factors such as the impact on neighbouring residents and the surrounding area, officers raise no objection in land use terms to the proposal.

DESIGN

Site analysis

3.5 The existing site comprises of a 1960s brick office building in the Brook Green Conservation Area on a prominent corner site adjacent to the 1930s Latymer Court apartment complex. The site was once occupied by the Edwardian King's Theatre which was demolished in 1963. The current building is not of any special architectural or historic interest and despite external improvements in the 1990s the poor quality of its elevations and materials detract from the character and appearance of the conservation area. There are several listed buildings in the immediate vicinity of the site including No. 188 Hammersmith Road, the Victorian terrace at Nos. 8-46 Rowan Road, St Paul's Girls School, Brook Green and High Mistress's House, 48 Rowan Road.

3.6 The existing building on the site fails to take advantage of the opportunities available or optimise use of the site. The rear wing is set back from the site boundary on Rowan Road and the open service yard at the rear creates a poor visual appearance in views from Rowan Road. The recessed concrete stair tower at the corner of Hammersmith Road and Rowan Road creates a weak corner in urban design terms and fails to integrate with the rest of the building. The building originally consisted of a six storey frontage block to Hammersmith Road, with a three storey projecting rear wing, each of these were extended by one floor level in the 1990s. The top of the additional floor to the Hammersmith Road block aligns with the height of the parapet to the taller western 'bookend' block of Latymer Court.

3.7 Policy EN8 of the UDP requires new developments to have a high standard of design, and that the physical character of new buildings responds to that of the surrounding area, taking into account amongst others historical context, height, scale, massing, form, grain and use of materials. Although use of innovative and contemporary materials is encouraged, these must be sensitively integrated into the existing built form and townscape. Policy EN2 states that 'Development within conservation areas, including alterations or additions to existing buildings, will only be permitted if the character or appearance of the conservation area is preserved or enhanced'. Policy EN3 addresses listed buildings, including the setting of adjacent buildings and states that 'permission will not normally be granted for any development which would not preserve the setting of any listed building.'

3.8 Policy BE1 of the Core Strategy 2011 states that 'Development should create a high quality urban environment that respects and enhances its townscape context and heritage assets. There should be an approach to accessible and inclusive urban design that considers how good design, quality public realm, landscaping and land use can be integrated to help regenerate places. In particular, development throughout the borough should be of the highest standard of design that respects local context and character and should protect and enhance the character, appearance and setting of the borough's conservation areas and its historic environment'.

3.9 London Plan Policy 7.4 states that 'Buildings, streets and open spaces should provide a high quality design response that: a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass, b) contributes to a positive relationship between the urban structure and natural landscape features, c) is

human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings, d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area, and e) is informed by the surrounding historic environment.' Policy 7.6 addresses architecture and states that buildings should be of the highest architectural quality which " is often best achieved by ensuring new buildings reference, but not necessarily replicate, the scale, mass and detail of the predominant built form surrounding them, and by using the highest quality materials. Contemporary architecture is encouraged, but it should be respectful and sympathetic to the other architectural styles that have preceded it in the locality."

3.10 Paragraph 58 of the NPPF states that planning decisions should aim to ensure that developments: 'will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit; optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks; respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation; create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and are visually attractive as a result of good architecture and appropriate landscaping.' Para. 60 states 'Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.'

Proposal

3.11 The proposed building consists of a seven storey, plus plant, frontage block to Hammersmith Road, with the seventh floor set back, and a four storey projecting rear wing, stepping down to three storeys on the Rowan Road frontage and adjacent to Latymer Court's western boundary. The building would extend to the back edge of pavement on both Hammersmith Road and Rowan Road and would provide an active frontage to both at ground floor level. There would be an increase in massing towards the rear as the rear wing would extend closer to the pavement on Rowan Road and right up to the northern boundary of the site above the vehicle ramp to the basement. Servicing and parking would take place out of sight at basement level accessed by the existing ramp from Rowan Road. It is considered that the proposed building would make a successful transition between the large footprints and tall frontages that characterise most of the buildings fronting Hammersmith Road and the finer grain and domestic scale of properties in Rowan Road.

3.12 The elevations to Hammersmith Road and Rowan Road would be formed by a stone grid framing glazed bays. On the Hammersmith Road and Rowan Road elevations of the frontage block the grid would be divided into a double height base to align with the two storey rendered base to Latymer Court, above which would be a three storey central section and above that a single storey 'attic' floor with smaller window openings, with the seventh floor being recessed and largely glazed. On the Rowan Road elevation to the rear wing the double height base would be repeated, but the third floor would form the 'attic' level instead to produce a smaller scale to this mostly residential street and the fourth floor would set back with smaller windows. The

subdivision created by the grid is considered to give a traditional hierarchy to the building and simple, elegant proportions. Details of the stone would be subject to condition, but the architect's initial concept is for a sandstone, one of the materials of the original theatre building on the site. Brise soleil would provide relief from solar gain and glare and add a layer of visual interest to the building. The windows would be set back within generous reveals to create further layering to the elevations. A central ground floor entrance with canopy to Hammersmith Road would provide a focal point for the building. The two grids would be linked at the corner of Hammersmith Road and Rowan Road by stone spandrel panels, but the corner would be largely glazed, as would the bay between the proposed building and Latymer Court on the Hammersmith Road elevation. The green roof to the rear wing would soften the appearance of the building in views from higher windows.

3.13 The fenestration in the recessed seventh floor would align with that in the mansard of the adjacent Latymer Court 'bookend' block and the overall height of the proposed building would not exceed that of Latymer Court.

3.14 The proposal would incorporate a high standard of design and materials, the quality of which would be ensured through conditions on detailed drawings and materials. It would optimise use of the site, provide a strong corner feature, an active frontage to Hammersmith Road and Rowan Road and would be compatible with the scale, height and massing of its neighbours.

3.15 Officers have considered the proposed development against local, London-wide and national policies and in the context described above and take the view that the proposals would be in accordance with Core Strategy Strategic Policy BE1 and UDP Policies EN2, EN3 and EN8, London Plan Policies 7.4 and 7.6 and the NPPF. The character and appearance of the conservation area would be enhanced and the setting of nearby listed buildings would be preserved.

TRAFFIC GENERATION and CAR PARKING DEMAND

Trip generation

3.16 UDP Policy TN13 requires that all development proposals will be assessed against their contribution to traffic generation and other impacts on congestion, particularly on bus routes and the primary road network, and against the present and potential availability of public transport and its capacity to meet increased demand.

3.17 The applicants have submitted a Transport Assessment with the application in which the local road network, transport modes and projected volume of vehicle trips to be generated are addressed, based on the estimated number of people working and visiting the site.

3.18 The number of employees at the site is expected to increase from 376 to c.700, resulting in a net increase in trips to the building by different modes. It is estimated that there would be an additional 179 trips to the site in the morning peak. However, the existing number of parking spaces on the site (28 spaces across ground and basement level) would be reduced to 9 spaces (all at basement level). Given the close proximity of the site to excellent public transport facilities it is anticipated that the majority of employees would arrive by public transport. As the number of parking spaces would be reduced, this is expected to lead to a reduction in the numbers arriving by car, as can be shown in the following existing and proposed modal share showing the morning peak:

Modal split for existing use (376 staff)

Mode	AM peak (0800-0900)	
Underground	91	(44%)
Train	46	(22%)
Bus	20	(10%)
Taxi	0	(0%)
Driving car or van	14	(7%)
Passenger in car or van	2	(1%)
Motorcycle/scooter	5	(2%)
Bicycle	10	(5%)
On foot	19	(9%)
Other	0	(0%)

Modal split for proposed use (700 staff, 9 parking spaces)

Mode	AM peak (0800-0900)	
Underground	180	(47%)
Train	91	(24%)
Bus	41	(11%)
Taxi	0	(0%)
Driving car or van	5	(1%)
Passenger in car or van	4	(1%)
Motorcycle/scooter	10	(3%)
Bicycle	20	(5%)
On foot	35	(9%)
Other	0	(0%)

Net change in trips as a result of the development proposals:

Mode	AM peak (0800-0900)
Underground	+90
Train	+45
Bus	+20
Taxi	0
Driving car or van	-9
Passenger in car or van	+2
Motorcycle/scooter	+5
Bicycle	+10
On foot	+16
Other	0

3.19 Despite the increase in staff numbers, it is expected that car trips would decrease. These trip generation figures have been assessed and are considered realistic by officers and it is considered that the increase in trips to the site would be able to be accommodated within the existing networks without being significantly detrimental to the operation of the highway

3.20 The applicant would also be required, as part of the S106 agreement, to produce a Travel Plan to be subject to ongoing monitoring and review to encourage users of the site to travel by modes other than the car. As the site is in PTAL zone 6b, it is considered that there is capacity within the existing public transport network to accommodate the additional trips. Additionally, the applicants have agreed to contribute to the provision of a new Mayor of London bike hire station near to the site, which would encourage trips to the site by bicycle. This would be secured as part of the S106 agreement.

Servicing

3.21 The development would be serviced from an off-street service area accessed from the vehicle entrance on Rowan Road. It is expected that the development would require up to seven servicing and delivery trips per hour (an increase of approximately 10 courier trips per day). Most of these trips would be by motorcycle, however. The development would accord with Standard S21 which requires off-street servicing in all new developments. A Servicing Management Plan would be secured by condition (condition 33), which would control the times and numbers of deliveries and collections, in order that local residents are not unduly disturbed by vehicles servicing the development.

3.22 A swept path analysis has been carried out on the proposed vehicle entrance to the service area and car park (which would use the existing vehicle access from Rowan Road) and it has been demonstrated that it would satisfactorily accommodate a range of service vehicles, including an 8m rigid vehicle and a refuse vehicle.

3.23 The proposal is therefore considered to accord with Policy TN13 of the Unitary Development Plan.

Car parking

3.24 With regard to car parking, Table 12.1 of the UDP allows a maximum of one car parking space per 600 square metres of net site area. With a site area of approx 1700 square metres, a maximum of 3 car parking spaces is normally allowable by this standard. Nine spaces are proposed at basement level, including three spaces for disabled drivers. Although this is an overprovision according to the UDP standard, the parking provision is considered acceptable in this instance given that it represents a significant reduction on the existing, established situation; which would help reduce the potential for car borne trips arising from the offices.

3.25 Cycle parking

The development would include a cycle parking area in the basement with racks for 56 bicycles. This is in accordance with the UDP standard in Table 12.2 which requires one space per 125sqm of Class B1 office floorspace.

Highways Improvements

3.26 As part of the S106 agreement, the developers would be required, and have agreed, to fund any necessary highways works associated with the development, including improvements to the footway on Rowan Road and the reinstatement of an existing crossover on Rowan Road which would become redundant, to footway level. This would also provide an opportunity to increase current on-street parking provision, by extending the existing parking bay for 6-7m northwards.

3.27 The developers have also agreed to contribute £50k towards the upgrade of public open space in the vicinity, to account for the additional numbers of people who may be using this space during office hours.

IMPACT on RESIDENTIAL AMENITY

3.28 The proposed building fronting Hammersmith Road re-provides very closely the bulk and proportions of the existing King's House in this location, and maintains a common building line and similar height to the adjacent Latymer Court. Therefore, this part of the development presents no new circumstances in respect of the potential for impacts on surrounding, particularly residential, properties.

3.29 The existing rear wing of King's House is set back from the street frontage to Rowan Road by approximately 11 metres, from its eastern boundary to Latymer Court by 4 metres at ground level and approximately 9 metres on the three floors above, and by some 15 metres from the site boundary to the north.

3.30 The proposed building is brought forward to the Rowan Road frontage, and to the northern boundary, where it remains separated from Brook Green House to the north by the access road leading to the rear of Latymer Court. To the eastern side at ground to second floor level the building would be set 8 metres from the boundary, save for a new three storey element adjoining the boundary which would project 9 metres from the rear of the building fronting Hammersmith Road. The top floor is set back a further 3 metres. Although larger in these respects the rear wing proposed remains a part three and part four storey building.

3.31 The potential impact of the enlarged rear wing on the amenities of daylight, sunlight, outlook and privacy for the surrounding properties in Rowan Road, Hammersmith Road and at Latymer Court must be considered.

Daylight and Sunlight

3.32 An analysis, using the BRE guidance, of the effects on day and sunlight reaching neighbouring properties was submitted with the application. Officers have assessed this study and concur with the range of windows covered and the methodology used, which includes the Vertical Sky component (VSC) or proportion of available light falling on the face of a window, daylight distribution (DD) using the "no sky line" to show how much of a room will receive direct skylight on to a "working plane" height (e.g. desk, table or worktop), and the available percentage of the annual probable sunlight hours (APSH) that will reach an affected window.

3.33 In considering the windows and rooms to test, the BRE guidelines refer to rooms where daylight is required, including living rooms, kitchens and bedrooms. Where room layouts are known, the impact on daylight distribution would apply to living rooms, dining rooms and kitchens, but bedrooms are less important. Non-habitable rooms are not tested.

3.34 Residential properties in Rowan Road:

Three pairs of semi-detached residential properties were assessed; Nos. 3 and 5, 7 and 9, 11 and 13. All their front windows facing towards the four storey rear wing of the proposed building were assessed, including the splayed bay windows at ground and first floor levels that contain three windows. The windows to 7, 9, 11 and 13 all retain levels of both day and sunlight within the recommended BRE guidelines.

3.35 For No 3, the ground floor bay window would retain 76, 72 and 78% of its former VSC light value across the three sides, and a daylight distribution within the room of 77%, each slightly lower than the 80% value recommended. This impact is illustrated as a reduction of daylight distribution to the working plane in an area of one metre in depth at the end of the room furthest from the window, but leaving the remaining 3.25metre depth of the room from the front bay well lit. At first floor level there would be a reduction in the VSC to 79% to the centre bay window, but as the other windows retain 82 and 85%, this is considered to be insignificant. The proportion of annual sunlight (ASPH) to one of the three parts of the bay window at ground floor level would be reduced to 67% of existing, and the existing very low winter sunlight would reduce by half from 2 to 1%. For the same window at first floor level the annual sunlight would reduce to 79% while the winter sun hours would meet the 80% guideline.

3.36 At No 5 a similar situation exists for the ground floor bay window which retains 78, 73 and 76% of its former VSC light value across the three sides, and a daylight distribution of 76%, each slightly lower than the 80% value recommended. There would be a similar effect noticeable, of the reduction in daylight to the furthest metre of the depth of the room from the window. All first floor windows accord with the guidance. The proportion of annual sunlight (ASPH) to one of the three parts of the bay window at ground floor level would be reduced to 63% of existing, and the existing very low winter sunlight would reduce by half from 2 to 1% . For the same window at first floor level the annual sunlight would reduce to 73% of its existing value, while the winter sun hours would meet the guideline of 80% of existing being retained.

3.37 While there would be some reduction in light beyond the BRE guidelines to two ground floor windows, it is considered that on balance that this is within the range of flexibility that the guidance suggests may need to be applied in urban areas, and that the level of light reduction that may be perceived is not so harmful as would justify refusal of permission on those grounds.

3.38 Latymer Court:

To the east of the site is Latymer Court, a development of eight and nine storeys from the 1930's comprising flats over shops at ground floor. There is a continuous block along Hammersmith Road and another parallel to the north, which are joined by six wings running north-south forming courtyards, and a service road around the perimeter. The flats in the most westerly block face the rear wing of King's House which would be replaced by a larger structure and some windows at the rear of the frontage block facing north may be affected by the three storey element proposed adjacent to the boundary.

3.39 All of the windows facing west and north on the ground, first, and all floors above, would maintain VSC daylight levels in excess of the recommended 27%, or 80% of existing values, many remaining unchanged, but none falling below 85% of existing light levels. Similarly, where the daylight distribution is affected, particularly on the lower floors, this does not fall below 85% of existing for any room, and all comply with the guidance.

3.40 The sunlight analysis shows that of all the windows surveyed only two windows to west facing rooms at ground floor level would, as a result of the proposal, experience a reduction in sunlight to less than the recommended criteria, at 71% and 79% of their former values, for probable annual sunlight. Only one west facing window, to a kitchen at second floor level, would experience a reduction of winter sunlight below the

guidelines. However, this is a small working kitchen that is not a habitable room, and does still retain an APSH above the recommended guideline.

3.41 Taken overall, and with regard to the large numbers of windows surveyed, it is considered that the small infringements to sunlight to two habitable rooms represent only a minor impact on neighbouring levels of amenity.

3.42 Brook Green House, Rowan Road:

To the north of the site is Brook Green House, a three storey office building. The size and layout of the building is such that the interior would require artificial lighting in order to appear adequately lit for working purposes. While there are some windows facing south towards the larger new building proposed fronting Rowan Road, the principal windows on the east and west facing elevations and at the corners of the building will still receive similar levels of day and sunlight to the existing values. The nature and use of the building is such that, in line with the guidance, it is not considered necessary to carry out a detailed analysis of the impact on individual windows.

3.43 182 Hammersmith Road:

This is a non-residential building previously in a community use but with permission for use for office purposes and for alterations to the building. There are windows facing east towards the proposed development in the flank wall of the main building and also in the Rowan Road elevation of the rear section of this building. The principal rooms are generally lit by more than one window and the good levels of light experienced would all remain at more than 80% of their existing levels.

3.44 On the basis of this analysis, officers consider that the development would not adversely affect daylight and sunlight to neighbouring properties to justify the refusal of planning permission.

Outlook

3.45 Standard S13.1 of the UDP states that it is commonly held that loss of view is not a material consideration in assessing the acceptability of built development. However a building's proximity can have an overbearing and dominating effect detrimental to the enjoyment by adjoining residential occupiers of their properties and this should be assessed.

3.46 Latymer Court

The proposed development would have an element at ground to second floor level projecting beyond the rear building line of Latymer Court by approximately 11m. Although this would be a fairly significant projection on the boundary with Latymer Court, the nearest windows adjacent to this boundary at the north facing flats are not to habitable rooms, but serve a stairwell and a bathroom, with the nearest habitable room windows (to bedrooms) set some 8m away from the boundary with King's House. The only exception to this is at the first floor flat, which has a bedroom window approximately 5m from the boundary, but the remaining habitable room windows are set further away from the proposed development. Given the separation between the proposed rear projection and the habitable rooms of the flats, it is not considered that the development would result in significant loss of outlook. West facing flats within the rear wing of Latymer Court would also face this proposed rear projection at a closer distance than the existing rear wing of King's House (13m instead of 22.5m). However, this element sits below the bulk of the four storey element of the rear wing (as existing and as proposed) and would not result in any reduction in visible sky. As these flats

already face towards development of a similar scale, and given the proposed separation distance, it is not considered that the proposal would result in significantly reduced outlook or increased sense of enclosure .

3.47 The new four storey rear wing to King's House would extend to the rear boundary of the site and would be higher than the existing rear wing, with the result that some west-facing flats in Latymer Court at ground-fifth floor levels, which currently have relatively unobstructed views to the west, would now face on to the development. It should be noted that the distance between the west facing windows and the proposed development would be 24m, and that Latymer Court itself is designed with 8 storey rear projecting wings which are separated by a distance of 17m. The impact of the proposed development on outlook and sense of enclosure would therefore be no greater than that experienced by flats further within Latymer Court, or indeed those flats with windows on the western elevation which already face the rear wing of King's House. This part of the development would be built within a line drawn at 45 degrees at a point 2m above the boundary with Latymer Court, in compliance with UDP Standard S13.1 on outlook. As described above, the impact on daylight to Latymer Court would not be significant. The relationship of the development to Latymer Court is considered to be comfortable in this urban environment and the separation between the development and the west-facing windows to the existing flats is not considered to be harmful.

3.48 Rowan Road

The building line of the proposed rear wing to King's House would be brought forward to the pavement edge, and would thus be closer to the Rowan Road properties opposite (the existing rear wing is set back by 11m from the boundary with the street). Although the Council's standard S13.1 would usually only be applied to development to the rear of existing residential properties, acknowledging that a building's relationship with the opposite street frontage is usually more enclosed, it should be noted that the proposed development would remain comfortably within a 45 degree line taken from the front elevation of the Rowan Road properties. The proposed development would create a common form of enclosure to the street and cannot be held to significantly reduce outlook from the front of the Rowan Road properties.

Privacy

3.49 In accordance with UDP Standard S13.2, no new window would be positioned less than 18m away (in a 60 degree arc) from any existing window in Latymer Court. There would be 24m between the proposed windows in the new rear wing and the west-facing flats in Latymer Court.

3.50 Windows in the Rowan Road elevation of the new building would face the Rowan Road properties opposite at a distance of 17m to the ground and first floor bay windows and 18m to the second floor windows. Whilst there would be slightly less than the 18m required by S13.2, this is a normal front-to-front relationship with buildings on opposite sides of a street, and as the front of a property faces on to the public realm there cannot be such an expectation of privacy as that to rear windows. The development is not therefore considered to have an unacceptable affect on privacy.

Noise and disturbance

3.51 The noise and disturbance from building works, which are temporary in nature and governed by separate legislation under Environmental Health Acts, are not a material planning consideration. The use of the building should be considered for any potential further impact on noise and disturbance. The site is already in use as a

significant office building, with c.400 employees. The redevelopment would result in additional space for a total of approximately 700 staff. As described above, the majority of staff would be expected to arrive at the building on foot, from public transport points, and would access the building from its main entrance on the busy Hammersmith Road. The proposed development would not therefore be expected to result in significant further noise disturbance to neighbouring residents on Rowan Road or Latymer Court from the use by additional staff. Safety railings are shown on the plans around the flat roofs to facilitate maintenance. However, these roofs would not be used as terraces or amenity space and a condition (Condition 23) would prevent this.

3.52 In terms of noise from servicing and deliveries, servicing would take place from the off-street service area to the rear of the building, which is set away from the boundaries with residential properties. The Service Management Plan and specific condition (Conditions 33 and 17) would restrict the times for servicing and deliveries to reasonable daytime hours. The development would remove a number of surface level parking spaces, with a corresponding reduction in vehicle activity to the rear of the building. It is not expected that there would be significant noise disturbance from the use of the vehicle access ramp to the basement given the low numbers of vehicles which would use this access and their slow movement.

3.53 Plant would be positioned within enclosures at main roof level and also within the basement. Mechanical plant and any extract equipment would be subject to conditions controlling the noise output to be below background noise levels and fitted with anti-vibration equipment (conditions 15 and 16). It is not considered that further noise and disturbance would therefore result from mechanical plant.

Light pollution

3.54 Although windows would be placed in similar positions to the existing building's windows, it is acknowledged that there would be a greater number, and larger windows in the proposed scheme. As the proposed building would be in office use, it is considered that measures can be put in place to mitigate against any unacceptable increase in light pollution, which can include the drawing of blinds or the switching off of lights at night. A scheme addressing the mitigation of light pollution will be conditioned (Condition 14).

3.55 The large windows on the Rowan Road elevation are west facing and would also be shaded with horizontal brise soleil above each window. It is not considered that these windows are therefore likely to result in glare.

3.56 In summary, then, and subject to conditions, it is considered that the proposed redevelopment scheme would not have an unacceptable impact on the residential amenities of surrounding properties. The proposal is therefore judged to comply with policy EN8 and standard S13 of the UDP.

ENVIRONMENTAL/SUSTAINABILITY

3.57 An Energy Assessment has been submitted as required by London Plan policy 5.2 which outlines the proposed developments expected energy demand and associated CO2 emissions, detailing the carbon reduction benefits that energy efficiency and low/zero carbon technologies will achieve.

3.58 As required by the Mayor of London's energy hierarchy, the development design has considered passive design measures, first in terms of trying to reduce energy use

and CO2 emissions. Use of natural daylight and solar gain would be maximised without creating overheating in summer. The thermal insulation performance of the main building elements (walls/floors/roof) would also be improved beyond the Building Regulation minimum standards to reduce heat loss. Energy efficiency measures such as improved insulation and air tightness, use of energy efficient lighting with local controls, use of efficient fans and pumps and heat recovery systems are calculated to reduce baseline emissions from the Building Regulation compliant 156 tonnes a year to 236 tonnes. This represents an improvement of 20 tonnes (equivalent to 13%).

3.59 As required by London Plan policy 5.6, connecting into an existing heat network or installing a Combined Heat & Power (CHP) unit and associated heat distribution system has been considered. However, there are no existing networks in this part of the borough to connect to and even with a small CHP system, there is not the required amount of demand for heating that makes CHP an efficient option for this new office block. Instead, 100% of the heating (and cooling) requirements would be met by an energy efficient air source driven Variable Refrigerant Flow (VRF) system. This is calculated to reduce CO2 emissions by a further 6%. If the system is also used to pre-heat water for hot water supply, this would also provide an additional CO2 saving of 6%. This aspect of the system is planned for further investigation, and officers would encourage this via the submission of further details by condition (Condition 30)

3.60 In terms of renewable energy measures, 71 roof mounted solar PV panels, providing an area just over 106m² are also planned. These are calculated to reduce CO2 emissions by 2%. This complies with the requirements of London Plan policy 5.7.

3.61 Overall, the current proposals would provide a 21% CO2 reduction compared to the Building Regulation's requirements. This is just below the 25% target in the London Plan, but the use of the VRF system to contribute to hot water requirements would improve performance to 27%. As mentioned above, further investigation of this measure would be required by condition.

Sustainable Design and Construction

3.62 A Sustainability Statement has been submitted to show how the new development would comply with the requirements of London Plan policy 5.3 on sustainable design and construction. As well as the sustainable energy measures outlined above, other sustainability measures to be implemented include: using building materials that have low environmental impacts, e.g. sustainable timber; reducing water use by installing water meters and water efficient appliances; providing separate recycling facilities both during the construction phase and when the building is operational; integrating a green roof; reducing surface water run-off from the site and minimising the impacts from the demolition and construction process.

3.63 Overall, the expected sustainability performance of the new development is expected to meet the BREEAM rating of at least 'very good', with the possibility of improving to 'excellent'. The measures outlined in the Sustainability Report are adequate to meet the requirements of London Plan policy 5.3. These measures would be conditioned. (Condition 29)

Flood Risk/Drainage

3.64 The site is partly in the Environment Agency's Flood Zone 2 and a Flood Risk Assessment (FRA) has been carried out to assess the potential risk of flooding at the site and whether or not specific flood mitigation measures are required.

3.65 Although the site is in Zone 2, it is 250m from the river and protected by river wall defences and the Thames Barrier. These protect against a possible tidal flooding event that has 0.1% chance of occurring. Potential breaches of the flood defences have also been assessed, but the site is not affected. As such, the site is considered to have a low residual risk of fluvial flooding. There is no evidence of groundwater flooding at the site, but sewer/surface water flooding is a known problem in parts of the borough, including parts of Hammersmith.

3.66 The finished floor level of the new development would be 5.4mAOD which is above the 5.17mAOD minimum requirement to help provide flood protection. A basement is planned, but this is only to be used for car parking and a plant room. The basement ramp at the entrance would be higher than the road level to provide some additional protection from flooding. Rooms in the basement will have 'bundled thresholds' which would also be able to keep a certain amount of flood water out of these areas if it enters the basement.

3.67 The site is to be developed for commercial uses, which is a less vulnerable use in terms of flood risk issues. Overall, the proposal is appropriate for this location in terms of flood risk issues, which can be mitigated as outlined above.

3.68 In terms of surface water drainage, the site is currently 100% impermeable and the redevelopment of the site presents an opportunity to improve this and reduce the amount of surface water being directed into the sewers. Sustainable Urban Drainage Systems to be integrated would include a green roof, which would cover 25% of the new roof space and rain water harvesting. A full SUDS strategy would be required by condition to show how the scheme would comply with Core Strategy policy CC2 and London Plan policy 5.13, particularly in terms of quantifying the attenuation performance of the proposed measures. (Condition 31). The implementation of the flood prevention measures outlined in the FRA would also be conditioned (Condition 32).

CONTAMINATION

3.69 Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The applicant has submitted an Environmental and Geotechnical Desktop Study. This report recommends that intrusive investigations are carried out in order to assess potential pollutant linkages associated with the site. Therefore, conditions would be attached to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan as amended 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011. (Conditions 24 - 28).

ACCESSIBILITY

3.70 An Access Statement has been submitted by the applicants which identifies key issues relating to access for people with disabilities in relation to the proposed development, and sets out how the development would ensure access for all. Level access would be provided to the development. Three internal lifts would serve all floors. One is designated a 'Fire-fighting lift' and Part B of the Building Regulation allows a future user of the building to use such an enhanced lift as an evacuation lift, as part of the evacuation strategy for the building.

3.71 Three accessible parking spaces would be provided in the basement, each within 12m of the lift entrance lobby. In addition there would be 2 buggy parking bays with a charger; this would be a useful facility for a disabled employee who wished to leave an electric power wheelchair or scooter on charge overnight having left the building by car. Officers are satisfied that the development accords with the Council's Supplementary Planning Document 'Access for All'.

FINANCIAL CONSIDERATIONS, INCLUDING COMMUNITY INFRASTRUCTURE LEVY (CIL)

3.72 Mayoral CIL came into effect in April 2012 and is a material consideration to which regard must be had when determining this planning application. CIL Regulations (2010) state that in dealing with planning applications, local planning authorities consider each on its merits and reach a decision based on whether the application accords with the relevant development plan, unless material considerations indicate otherwise. Where applications do not meet these requirements, they may be refused. However, in some instances, it may be possible to make acceptable development proposals which might otherwise be unacceptable, through the use of planning conditions or, where this is not possible, through planning obligations. London Plan policy 8.2 recognises the role of planning obligations in mitigating the effects of development and provides guidance on the priorities for obligations in the context of overall scheme viability. In this instance, CIL will be payable on the proposed development, in the region of £110 000.

3.73 The developers have requested that permission is subject to a five year time period for consent, rather than the usual three years. The funding of the redevelopment of the King's House site is subject to the disposal of the associated office site at Bute and Wolverton Gardens owned by the applicant. Given the need to raise appropriate funding for the redevelopment of the office building at King's House, it is considered that this is a reasonable request in the current economic climate.

LEGAL AGREEMENT

3.74 The applicants have agreed to the following within a legal agreement, to mitigate the impacts of the development and support local employment and transportation initiatives. The overall financial contributions would not exceed £200,000, and would be provided for, as approximate values:

- Funding of highways works associated with the development, including reinstatement of pavement in place of a crossover
- Contribution to improvements to footways surrounding the development
- £50k contribution towards local training and employment opportunities
- £50k contribution to infrastructure improvements in the locality such as Brook Green Open Space or St Paul's Open Space on Hammersmith Road
- £100k contribution towards the provision of the Mayor of London's bike hire scheme
- Submission of Travel Plan, to be approved by the Council and regularly reviewed

4.0 CONCLUSION and RECOMMENDATION

4.1 The proposal would result in the redevelopment of an existing large office building close to the town centre to provide high quality office floorspace to meet modern business needs and consolidate the presence of an existing significant employer in the borough. The land use and additional floorspace is considered to be acceptable. The design approach for the new buildings is considered to be suitable and the development

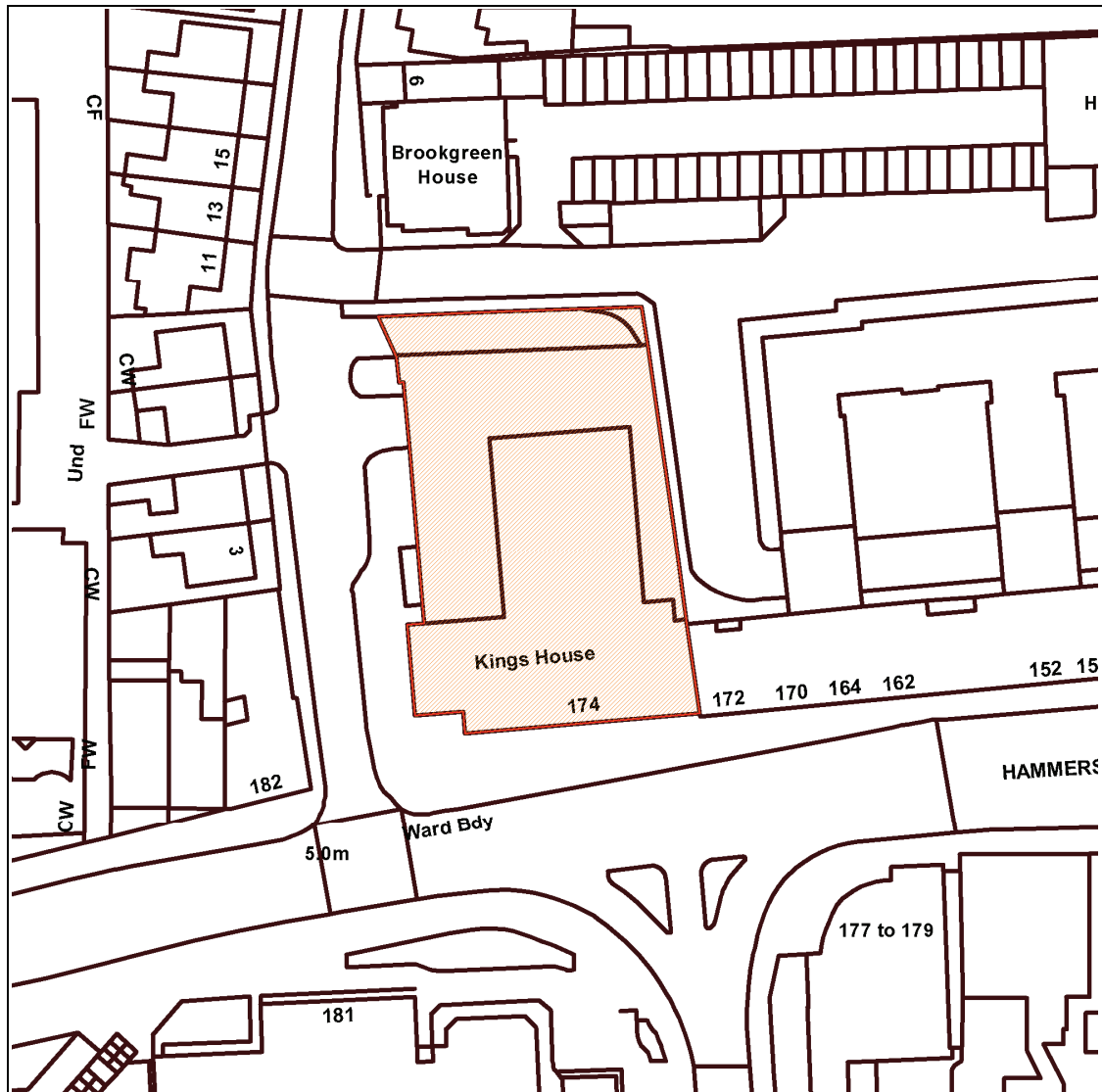
would be of a high architectural quality, which would improve on the existing building and would enhance the conservation area. The development would have minimal further impact on traffic generation or the congestion of the highway network. On balance, and subject to conditions, the development is considered to relate acceptably to the surrounding residential properties and would not have an adverse impact on residential amenity that would justify the refusal of planning permission. The development would deliver an environmentally sustainable and accessible building.

4.2 For these reasons, it is recommended that planning permission be granted subject to conditions and the completion of a legal agreement and that conservation area consent be granted, subject to conditions.

Ward: Avonmore And Brook Green

Site Address:

King's House 174 Hammersmith Road London W6 7JP



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For identification purposes only - do not scale.

Reg. No:
2011/03263/CAC

Case Officer:
Matthew Lawton

Date Valid:
19.10.2011

Conservation Area:
: Brook Green Conservation Area - Number 3

Committee Date:
25.07.2012

Applicant:

Haymarket Media Group
C/o Agent

Description:

Demolition of King's House to facilitate the redevelopment of the site by the erection of a part seven storey, part four storey building (plus basement) providing 6,450 sqm of office (B1) floorspace, with 9 off street parking spaces at basement level.

Drg Nos: D0002 P3; D0099 P2; D0100 P3; D0101 P3; D0102 P3;D0103 P3; D0104 P4; D0105 P4; D0106 P4; D0107 P4;D0200 P2; D0201 P2; D0202 P2; D0203 P2; D0204 P2; D0220 P1F0100 P1; F0101 P1; F0102 P1; F0103 P1; F0104 P1;F0104 P1; F0105 P1; F0106 P1; F0107 P1; F0200 P1;F0099 P1

Application Type:

Conservation Area Consent

Officer Recommendation:

That the application be approved subject to the condition(s) set out below:

- 1) The works hereby granted consent shall not commence later than the expiration of 5 years beginning with the date upon which this consent is granted.

Condition required to be imposed by Section 18(1) (a) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended by section 91 of the Planning and Compensation Act 2004).

The proposed demolition is considered to be acceptable on the basis that planning permission exists for a satisfactory redevelopment scheme. Accordingly, it is not considered that the demolition would have an unacceptable impact on the character or appearance of the conservation area, in accordance with Policy EN2 of the Unitary Development Plan, as amended in 2007 and 2011 and Policy BE1 of the Core Strategy 2011.

- 2) The demolition works hereby permitted shall not be undertaken before:
 - (i) a building contract for the redevelopment of the site in accordance with planning permission reference 2011/03262/FUL has been entered into and
 - (ii) written notice of the start date for the demolition process has been submitted to the Council. Such notification shall be to the Council's Head of Development Management and shall quote the application reference number specified in this decision letter

To ensure that the demolition does not take place prematurely and to safeguard the character and appearance of the conservation area, in accordance with Policy EN2 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

- 3) No demolition shall commence prior to the submission and approval in writing by the Council of details of a scheme for the temporary fencing and/or enclosure of

the site, and the temporary fencing/means of enclosure has been constructed in accordance with the approved details.

To ensure that the site remains in a tidy condition during and after demolition works and during the construction phase and to prevent harms to the street scene, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

**LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS**

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 30th September 2011
Drawing Nos: see above

Policy Documents: The London Plan 2011
Unitary Development Plan as amended 2007 and 2011
Core Strategy 2011

Consultation Comments:

Comments from:

Dated:

Neighbour Comments:

Letters from:

11 Latymer Court Hammersmith Road London W6 7JB

Dated:

28.05.12

For report see 2011/03262/FUL elsewhere on this agenda

Ward: Hammersmith Broadway

Site Address:

22 Bute Gardens And 11 - 17 (odd) Wolverton Gardens London W6 7HN



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For identification purposes only - do not scale.

Reg. No:
2011/03260/FUL

Case Officer:
Matthew Lawton

Date Valid:
21.10.2011

Conservation Area:
Brook Green Conservation Area - Number 3

Committee Date:
25.07.2012

Applicant:

Haymarket Media Group
C/o Agent

Description:

Redevelopment of the site by the erection of a five storey plus basement building on Bute Gardens and a five storey plus basement building on Wolverton Gardens, providing 50 residential units with 17 off-street parking spaces at basement level, following demolition of 22 Bute Gardens and 11-17 Wolverton Gardens

Drg Nos: D0 002 P2; D00 99 P3; D0 100 P4; D0 101 P3; D0 102 P3; D0 103 P2; D0 104 P3; D0 105 P2; D0 201 P2; D0 202 P2; D0 203 P2; D0 204 P2; D0 204 P2; D0 205 P3; D0 210 P2; D0 211 P3; D0 301 P3

Application Type:

Full Detailed Planning Application

Officer Recommendation:

That the Committee resolve that the Executive Director of Transport and Technical Services be authorised to determine the application and grant permission up on the completion of a satisfactory legal agreement and subject to the condition(s) set out below:

- 1) The development hereby permitted shall not commence later than the expiration of 5 years beginning with the date of this planning permission.

Condition required to be imposed by section 91(1)(a) of the Town and Country Planning Act 1990 (as amended by section 51 of the Planning and Compulsory Purchase Act 2004).

- 2) The development shall not be erected otherwise than in accordance with the detailed drawings which have been approved, Refs.: D0 002 P2; D00 99 P3; D0 100 P4; D0 101 P3; D0 102 P3; D0 103 P2; D0 104 P3; D0 105 P2; D0 201 P2; D0 202 P2; D0 203 P2; D0 204 P2; D0 204 P2; D0 205 P3; D0 210 P2; D0 211 P3; D0 301 P3

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 3) The development hereby permitted shall not commence until particulars and samples of materials to be used in all external faces of the buildings (including glass samples) and roof coverings, have been submitted to and approved in writing by the Council. The development shall not be occupied until such details as have been approved have been carried out.

To ensure a satisfactory external appearance, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 4) The development shall not commence until detailed drawings in plan, section and elevation of typical bays on each elevation at a scale of no less than 1:20 have been submitted to and approved in writing by the council. The development shall not be occupied until the development has been carried out in accordance with the approved details.

To ensure a satisfactory external appearance, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 5) The development shall not commence until full details and samples of fenestration, including opening style, have been submitted to and approved in writing by the Council. Such details as approved shall thereafter be implemented prior to first occupation of the property and permanently retained thereafter.

To ensure a satisfactory external appearance, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 6) The development shall not commence until details in plan, section and elevation to a scale of 1:20 of the junction of the Wolverton Gardens building with Nos. 9 and 19 Wolverton Gardens, including the raised party walls, have been submitted to and approved in writing by the council. The development shall not be occupied until the development has been carried out in accordance with the approved details.

To ensure a satisfactory external appearance, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 7) The development hereby permitted shall not be occupied before details of the hard and soft landscaping of all areas external to the buildings, including planting, paving, boundary walls, fences, gates and other means of enclosure, have been submitted to and approved in writing by the Council, and the development shall not be occupied until such landscaping as is approved has been carried out. The drawings shall be at a scale of no less than 1:20.

To ensure a satisfactory external relationship with its surroundings, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 8) All planting, seeding and turfing approved as part of the submitted landscaping scheme shall be carried out in the first planting or seeding seasons following the occupation of the buildings or the completion of the development, whichever is the sooner; and any trees or shrubs which die, are removed or become seriously damaged or diseased within 5 years of the date of the initial planting shall be replaced in the next planting season with others of similar size and species.

To ensure a satisfactory provision for planting, in accordance with policy EN26 of the Unitary Development Plan, as amended in 2007 and 2011.

- 9) The development shall not commence until full details of a landscaping management plan has been submitted to and approved in writing by the Council. The landscaping shall thereafter be maintained in accordance with the approved details.

To ensure a satisfactory external environment, in accordance with policies EN2, EN8 and EN26 of the Unitary Development Plan, as amended in 2007 and 2011.

- 10) No trees surrounding the site shall be topped, lopped, felled or wilfully destroyed without the prior approval in writing of the Council. Prior to the commencement of any works on site, details shall be provided of measures to be used to protect the street trees adjoining the site. Such details as approved shall be implemented and retained during construction of the development.

To ensure that the Council is able to properly assess the impact of the development on any trees and prevent their unnecessary loss, in accordance with policy EN25 of the Unitary Development Plan, as amended in 2007 and 2011.

- 11) A minimum of 5 residential units shall be capable of meeting the needs of wheelchair users and shall be designed and capable of adaptation, in accordance with policy 3.8 of The London Plan and the Council's Supplementary Planning Guidance (Access for All). The remainder of the dwellings shall be designed to conform to Lifetime Homes standards and shall be constructed accordingly.

To ensure a satisfactory provision for dwellings, meeting the needs of people with disabilities, in accordance with the Council's Supplementary Planning Guidance (Access for All), policy H4 of the Core Strategy 2011 and policy 3.8 of The London Plan 2011.

- 12) The development shall not commence until full details of refuse storage, including provision for the storage of recyclable materials, have been submitted to and approved in writing by the Council. The details shall include a management plan indicating where refuse would be placed on collection days and who would be responsible for removing and returning containers from the refuse stores to the collection points. Such details as approved shall thereafter be implemented prior to first use of the property and permanently retained thereafter.

To ensure the satisfactory provision of refuse storage and recycling and to prevent obstruction of the highway in accordance with policy EN17 of the Unitary Development Plan, as amended in 2007 and 2011.

- 13) The whole of the parking accommodation shown on the approved basement plan shall be provided prior to first occupation of the development and it shall be retained thereafter for the accommodation of motor vehicles of the occupiers and users of the residential dwellings on the application site and shall not be used for any other purpose.

To ensure the provision and permanent retention of the parking spaces so as to ensure the development does not result in additional on street parking stress detrimental to the amenity of surrounding residents in accordance with policy TN13 and standard S18 of the Unitary Development Plan, as amended in 2007 and 2011.

- 14) The development shall not commence until full details of cycle parking storage for at least 50 bicycles have been submitted to and approved in writing by the Council. Such details as approved shall thereafter be implemented prior to first

occupation of the property and shall be permanently retained thereafter, available for all residents within the development to use.

To ensure the provision of bicycle spaces in accordance with policy TN6 and standard S20.1 of the Unitary Development Plan, as amended in 2007 and 2011.

- 15) No development shall commence until a statement of how Secured by Design requirements are to be achieved have been submitted to and approved in writing by the Council. The approved details shall be carried out before any use of that part of the development to which the approved details relate.

To ensure a safe and secure environment in accordance with policy EN10 of the Unitary Development Plan, as amended in 2007 and 2011.

- 16) Notwithstanding the provisions of Part 1 of Schedule 2 to The Town and Country Planning (General Permitted Development) Order 1995 (or any order amending, revoking and re-enacting that Order) no extensions or other form of enlargement to the residential dwellings hereby permitted, nor erection of porches, outbuildings, hardstandings or water/storage tanks shall be carried out within the residential curtilages.

To enable the Council to retain control over any future development in view of the restricted area of the site and the effect of such development on the residential amenities of surrounding properties, in accordance with policies EN2 and EN8 and Standard S13 of the Unitary Development Plan, as amended in 2007 and 2011.

- 17) Prior to the commencement of the development details shall be submitted to, and approved in writing by, the Council of the height, location and materials (including samples) of screening to all roof terraces within the development. The roof terraces shall be no larger than the areas shown on the approved plans. Such details as agreed shall be fully implemented prior to first occupation of the development and permanently retained.

To prevent loss of amenity to neighbouring properties as a result of overlooking and loss of privacy, in accordance with standard S13.2 of the Unitary Development Plan, as amended in 2007 and 2011.

- 18) The west facing panels of the windows at first floor level to the proposed dwellings at plots 1, 2, 3 and 4, shall be designed to be non-opening and glazed with obscure glass, a sample of which shall be submitted to and approved in writing by the Council before development commences. The units shall not be occupied until the obscure glazing as approved has been installed and the windows shall be permanently retained in this form.

To prevent loss of amenity to neighbouring properties as a result of overlooking and loss of privacy, in accordance with Standard S13.2 of the Unitary Development Plan as amended in 2007 and 2011.

- 19) No flues, extract ducts or pipes (other than rainwater pipes) shall be fixed to the elevations of the building without full details first being submitted to and approved in writing by the Council.

To ensure a satisfactory external appearance and to prevent harm to the street scene, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 20) No plant or other structures, other than that shown on the approved plans, shall be erected upon the roofs of the building hereby permitted.

It is considered that such structures would seriously detract from the appearance of the building, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 21) Any material changes to the external appearance of the building, including the installation of air-conditioning units, ventilation fans or extraction equipment, shall first be submitted and approved in writing by the Council prior to their installation.

To ensure a satisfactory external appearance and prevent harm to the street scene, and to safeguard the amenities of neighbouring residential occupiers, in accordance with policies EN2, EN8, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 22) No development shall commence until details are submitted to, and approved in writing by, the Council of level or ramped access to the main entrances of the development and from flats to roof terraces and gardens, where flats have access to private amenity space. The development shall be carried out in accordance with the details as approved and shall not be occupied until such agreed details have been carried out.

To ensure a satisfactory access to and from dwellings, meeting the needs of people with disabilities, in accordance with the Council's Supplementary Planning Guidance (Access for All), policy H4 of the Core Strategy (2011) and policy 3.8 of the London Plan (2011).

- 23) Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (Amendment) (No.2) (England) Order 2008 (or any Order revoking or re-enacting that Order with or without modification), no aerials, antennae, satellite dishes or related telecommunications equipment shall be erected on any part of the development hereby permitted, without planning permission first being granted.

To ensure that the visual impact of telecommunication equipment can be considered, in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

- 24) Apart from the roof terraces shown on the approved plans, no other roofs within the development shall be used as roof terraces or amenity areas.

To ensure a satisfactory standard of appearance and to limit noise and disturbance and overlooking of neighbouring residents, in accordance with Policies EN2, EN8 and EN21 and Standard S13 of the Unitary Development Plan as amended in 2007 and 2011.

- 25) The development shall not commence until further details of the entrance ramp to the car park, including drainage details, are submitted to and approved in writing by the Council. The development shall be implemented in accordance with the approved details.

In the interests of highway safety and maintenance, in accordance with Policies TN5 and TN8 of the Unitary Development Plan as amended in 2007 and 2011.

- 26) Prior to commencement of the development hereby permitted full details of any proposed external lighting shall be submitted to and approved in writing by the Council. Such details shall include the number, exact location, height and design and appearance of the lights and any lighting columns, together with data concerning the levels of illumination and light spillage and the specific measures proposed to ensure that the lighting does not harm the existing amenities of the occupiers of neighbouring properties. No part of the development shall be used or occupied prior to the implementation of the approved details.

To ensure a satisfactory external appearance and to prevent harm to the occupiers of neighbouring properties, in accordance with policies EN2, EN8, EN20C and EN21 of the Unitary Development Plan, as amended 2007 and 2011 and Core Strategy 2011 Policy BE1.

- 27) Prior to commencement of the development hereby approved, details shall be submitted to and approved in writing by the Council, of an enhanced sound insulation value $D_{nT,w}$ and $L'_{nT,w}$ for the floor / ceiling / wall structures separating different types of rooms / uses in adjoining dwellings and adjacent existing residential property, namely where living / dining rooms / kitchens are above or below bedrooms of different flats, for example (but not limited to) between flats 4-5 and 4-3 and flats 3-6 and 3-4 respectively below, and flats 3-1 and 2-1 below. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenities of occupiers of the development site and neighbouring properties are not adversely affected by noise, in accordance with policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 28) The noise level in rooms at the development hereby approved shall meet the noise standard specified in BS8233:1999 for internal rooms and external amenity areas. External noise and vibration from proposed building services plant etc shall be 10dBA Leq below background LA90, as assessed according to BS4142:1997 at the development site and / or most affected noise sensitive premises with all noise sources operating together.

To ensure that the amenity of occupiers of the development site / surrounding premises is not adversely affected by noise / vibration, in accordance with policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 29) All recommendations in the Noise Assessment report by Anderson Acoustics Ref.1381_001R_1-0_RNM submitted with the application, dated March 2011 shall

be implemented into the development's design and construction and approved details shall be permanently retained thereafter.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise, in accordance with policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 30) Prior to use, any plant / machinery / equipment and / or any extract / ventilation system and ducting at the development hereby approved shall be mounted with proprietary anti-vibration isolators and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

To ensure that the amenity of occupiers of the development site / surrounding premises is not adversely affected by vibration, in accordance with policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 31) Prior to commencement of the development hereby approved, details shall be submitted to and approved in writing by the Council, of the sound insulation of the floor / ceiling / walls separating the commercial part(s) of the premises from dwellings. Details shall ensure that the sound insulation ($D_{nT,w}$ and $L'_{nT,w}$) and any other mitigation measures are sufficiently enhanced in order that the standard specified in BS 8233:1999 is achieved within noise sensitive premises and their external amenity areas. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site is not adversely affected by noise, in accordance with policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 32) The external noise level emitted from any plant / machinery / equipment and / or any extract / ventilation system and ducting at the development hereby approved shall be lower than the lowest existing background noise level by at least 10 dBA, as assessed according to BS4142: 1997 at the nearest and / or most affected noise sensitive premises, with all plant / machinery / equipment operating together.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by noise from mechanical installations / equipment and their uses, in accordance with Policies EN20A, EN20B and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 33) The development shall not commence until a Demolition and Construction Management Plan has been submitted to and approved in writing by the Council. The details shall include any external illumination of the site during demolition and construction, contractors' method statements, waste classification and disposal procedures and locations, suitable site hoarding, dust and noise monitoring and control, provisions within the site to ensure that all vehicles associated with the construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. All works shall be carried out in accordance with the approved plan.

To ensure no unacceptable adverse effect on the amenities of surrounding occupiers, in accordance with policies EN21 and TN15 of the Unitary Development Plan, as amended in 2007 and 2011.

- 34) No development shall commence until a preliminary risk assessment report is submitted to and approved in writing by the Council. This report shall comprise: a desktop study which identifies all current and previous uses at the site and surrounding area as well as the potential contaminants associated with those uses; a site reconnaissance; and a conceptual model indicating potential pollutant linkages between sources, pathways and receptors, including those in the surrounding area and those planned at the site; and a qualitative risk assessment of any potentially unacceptable risks arising from the identified pollutant linkages to human health, controlled waters and the wider environment including ecological receptors and building materials. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 35) No development shall commence until a site investigation scheme is submitted to and approved in writing by the Council. This scheme shall be based upon and target the risks identified in the approved preliminary risk assessment and shall provide provisions for, where relevant, the sampling of soil, soil vapour, ground gas, surface and groundwater. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 36) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until, following a site investigation undertaken in compliance with the approved site investigation scheme, a quantitative risk assessment report is submitted to and approved in writing by the Council. This report shall: assess the degree and nature of any contamination identified on the site through the site investigation; include a revised conceptual site model from the preliminary risk assessment based on the information gathered through the site investigation to confirm the existence of any remaining pollutant linkages and determine the risks posed by any contamination to human health, controlled waters and the wider environment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for

the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 37) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until a remediation method statement is submitted to and approved in writing by the Council. This statement shall detail any required remediation works and shall be designed to mitigate any remaining risks identified in the approved quantitative risk assessment. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 38) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until the approved remediation method statement has been carried out in full and a verification report confirming these works has been submitted to, and approved in writing, by the Council. This report shall include: details of the remediation works carried out; results of any verification sampling, testing or monitoring including the analysis of any imported soil; all waste management documentation showing the classification of waste, its treatment, movement and disposal; and the validation of gas membrane placement. If, during development, contamination not previously identified is found to be present at the site, the Council is to be informed immediately and no further development (unless otherwise agreed in writing by the Council) shall be carried out until a report indicating the nature of the contamination and how it is to be dealt with is submitted to, and agreed in writing by, the Council. Any required remediation shall be detailed in an amendment to the remediation statement and verification of these works included in the verification report. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 39) Unless otherwise agreed in writing by the Council, the development hereby approved shall not commence until an onward long-term monitoring methodology report is submitted to and approved in writing by the Council where further monitoring is required past the completion of development works to verify the success of the remediation undertaken. A verification report of these monitoring works shall then be submitted to and approved in writing by the Council when it may be demonstrated that no residual adverse risks exist. All works must be carried out in compliance with and by a competent person who conforms to CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. The conditions are required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policies EN20A and EN21 of the Unitary Development Plan, as amended in 2007 and 2011, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

- 40) The development permitted by this planning permission shall only be carried out in accordance with the approved Flood Risk Assessment (FRA), including the implementation of the identified flood resilient design measures it contains.

To prevent flooding by ensuring the satisfactory storage of surface water from the site and to reduce the risk of flooding to the proposed development and future occupants in accordance with policy CC2 of the Core Strategy (2011), policies 5.11, 5.13, 5.14 and 5.15 of the London Plan (2011) and part 10 of the National Planning Policy Framework (2012) and the Technical Guidance to the National Planning Policy Framework (2012).

- 41) The development hereby permitted shall not commence until a surface water drainage scheme, based on sustainable drainage principles, has been submitted to and approved in writing by the council. The scheme shall be implemented in accordance with the approved details prior to first occupation of the development hereby permitted, and thereafter permanently retained.

To prevent any increased risk of flooding and to ensure the satisfactory storage of/disposal of surface water from the site in accordance with policy CC2 of the Core Strategy 2011, policy 5.13 of The London Plan 2011 and part 10 of the National Planning Policy Framework (2012) and the Technical Guidance to the National Planning Policy Framework (2012).

- 42) No development shall commence until details are submitted to and approved in writing by the Council of the positioning, number and angle to the surface of the roof of the proposed PV panels to be provided. The development shall be carried out in accordance with the details as approved and shall not be occupied until such agreed details have been carried out.

To ensure a satisfactory standard of external appearance and to prevent noise and disturbance to neighbouring residents, in accordance with policies EN2, EN8 and EN21 of the Unitary Development Plan, as amended in 2007 and 2011.

- 43) The development hereby approved shall be constructed in accordance with the measures outlined in the submitted Sustainability & Energy Statement and shall be constructed to meet Code for Sustainable Homes Level 3.

To ensure the construction of a sustainable development, in accordance with policy 5.3 of The London Plan 2011 and policy CC1 of the Core Strategy 2011.

- 44) A Site Waste Management Plan shall be submitted to and approved in writing by the Council before development commences and no part of the development shall be occupied until the approved measures have been implemented.

To ensure the construction of a sustainable development, in accordance with policy 5.3 of The London Plan 2011 and policy CC1 of the Core Strategy 2011.

Justification for Approving the Application:

- 1) 1. Land Use: The proposed scheme would involve the redevelopment of a site containing offices. The redevelopment for residential purposes is considered to be an appropriate use in this case, subject to the redevelopment of the nearby King's House site where the existing business would relocate as part of a process of consolidation and providing office space of improved quality. The delivery of the offices would be secured by clauses within the accompanying S106 legal agreement, and subject to which the proposal is considered to be acceptable in accordance with the requirements of policies SH1 and HO1 of the Unitary Development Plan (as amended in 2007 and 2011), policies H1 and LE1 of the Core Strategy (2011), policy 3.3B of the London Plan (2011) and part 6 of the National Planning Policy Framework (2012).
2. Housing: The proposed development would contribute to much needed additional housing, and would help the borough meet its housing targets, in accordance with London Plan policies 3.3 and 3.4 and Core Strategy policy H1. The proposed tenure, which would comprise 44 market housing units and 6 shared ownership affordable housing units is considered acceptable having regard to the results and analysis of the Three Dragons assessment. In the context of London Plan policies, the tenure mix is thus considered acceptable, taking into account the objectives of encouraging residential development on previously developed land, and the individual circumstances of the site. In this respect no objection is raised under London Plan policies 3.8, 3.9 and 3.12, and Core Strategy policy H2. The housing brought forward by the development would also be an appropriate mix having regard to the objective of securing family and non family units in accordance with UDP policy HO6. The internal design and layout of the new residential units are considered acceptable having regard to UDP Standard S7.A and London Plan policy 3.5, and the amenity space provision is also considered satisfactory, having regard to the physical constraints of the site, judged against policies EN23, EN23B and standards S5.A and S7.1 of the Unitary Development Plan as amended in 2007 and 2011.
3. Design: The development is considered to comply with UDP policies EN2 and EN8 which require a high standard of design in all developments in conservation areas, compatible with the scale and character of existing development and its setting, and London Plan policies 7.4 and 7.6 which seek a high quality in design and architecture, requiring new developments to have regard

to the pattern and grain of existing development. The proposal has respect to the historic environment, in accordance with the aims of part 7 of the National Planning Policy Framework.

4. Residential amenity: The impact of the proposed development upon neighbouring occupiers is considered acceptable. In this regard, the proposals accord with UDP policies EN8 and EN21, which requires developments to be of high quality design which, amongst other things, respects the principles of good neighbourliness, and with standard S13 which requires that there should be no significant loss of amenity to neighbouring properties in terms of loss of outlook, privacy, daylight or by the creation of additional noise and disturbance.

5. Safety and Access: The development would provide a safe and secure environment for all users in accordance with policy EN10 of the UDP, and would provide easy access by disabled people in accordance with London Plan policies 3.8 and 7.2 and the Council's Adopted Supplementary Planning Document (SDP) 'Access for All'.

6. Highways matters: It has been demonstrated that the scheme would not have a significant further impact on the highway network or local parking conditions and is thus considered to be acceptable. The scheme would be 'car permit free', details of which would be covered in a S106 legal agreement. Adequate provision would be made for the storage of refuse and recycling. The development thereby accords with UDP policies EN17, TN4, TN6, TN13 and TN15 and standards S18, S19 and S20.

7. Sustainability: The application proposes a number of measures to reduce CO2 emissions from the baseline, including renewable energy measures. The proposal would seek to reduce pollution and waste and minimise its environmental impact. Policy CC1 of the Core Strategy 2011 and policies 5.2, 5.3 and 5.7 of The London Plan 2011 are thereby satisfied.

8. Flood Risk: A Flood Risk Assessment has been submitted and has considered all possible risks of flooding to the site, and has identified adequate preventative measures, in accordance with part 10 of the National Planning Policy Framework and policy CC2 of the Core Strategy 2011.

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 30th September 2011

Drawing Nos: see above

Policy Documents: The London Plan 2011
Unitary Development Plan as amended 2007 and 2011
Core Strategy 2011

Consultation Comments:

Comments from:

Environment Agency - Planning Liaison
Thames Water - Development Control
Environment Agency - Planning Liaison
Thames Water - Development Control
Environment Agency - Planning Liaison
English Heritage London Region
Brook Green Association

Dated:

23.03.12
16.03.12
19.03.12
10.11.11
09.11.11
02.04.12
10.01.12

Neighbour Comments:

Letters from:

Downe House 303 High Street Orpington Kent BR6 0NN
34 Bute Gardens
Nag
28 Wolverton Gardens London W6 7DY
46 Bute Gardens London W6 7DX
24 Wolverton Gardens W6 7DY
28 Wolverton Gardens London W6 7DY
46 Bute Gardens London W6 7DX
36 Bute Gardens Hammersmith London
53 Bute Gardens London
28 Wolverton Gardens London W6 7DY
Nag
59 Rowan Road London W6 7DT
Nag
Representing 5 And 7 Wolverton Gardens
55 Bute Gardens London W6 7DX
3 Bute Gardens London W6 7DR
Sacred Heart High School 212 Hammersmith Road W6 7DG
11 Bute Gardens London W6 7DR
20 Rowan Road
57 Bute Gardens,
Sacred Heart High School 212 Hammersmith Road W6 7DG
Bute Gardens London W6
42 Bute Gardens London W6 7DS
40 Bute Gardens London W6 7DS
21 Luxemburg Gardens London W6 7EA
5 Luxemburg Gardens London W6 7EA
9 Bute Gardens London W6 7DR
3 Bute Gardens London W6 7DR
Downe House 303 High Street Orpington Kent BR6 0NN
7 Latymer Court Hammersmith Road London W6 7JB
40 Bute Gardens London W6 7DS
46 Bute Gardens London W6 7DX
24 Wolverton Gardens London W6 7DY
14 Wolverton Gardens London
43 Rowan Road
Nag
3 BUTE GARDENS

Dated:

24.04.12
02.04.12
15.11.11
30.03.12
03.04.12
25.11.11
10.04.12
22.11.11
26.03.12
27.03.12
22.11.11
16.11.11
02.04.12
09.11.11
05.12.11
30.03.12
23.11.11
24.11.11
24.11.11
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26.03.12
26.03.12
29.03.12
28.03.12
27.03.12
20.11.11
30.03.12
29.11.11
01.12.11

212 Hammersmith Road	25.11.11
3 Rowan Terrace	03.12.11
26b Wolverton Gardens Hammersmith London	27.03.12
22 Rowan Road	27.03.12
Winton Forest Road Ascot SL5 8QF	10.04.12
9 Bute Gardens Hammersmith	23.11.11
26 Wolverton Gardens	15.11.11
42 Bute Gardens London W6 7DS	23.11.11
40 Bute Gardens London W6 7DS	22.11.11
36 Bute Gardens London W6 7DS	10.04.12
9 Bute Gardens London W6 7DR	24.11.11
37 Bute Gardens London W6 7DR	24.11.11
33 Bute Gardens London W6 7DR	24.11.11
31 Bute Gardens London W6 7DR	24.11.11
27 Bute Gardens London W6 7DR	24.11.11
25 Bute Gardens London W6 7DR	24.11.11
11 Bute Gardens London W6 7DR	24.11.11
16 Wolverton Gardens London W6 7DY	22.11.11
31 Rowan Road London W6 7DT	10.04.12
NAG	27.03.12
11 Bute Gardens London W6 7DR	26.03.12
11 Bute Gardens London W6 7DR	26.03.12
17 Bute Gardens London W6 7DR	26.03.12
34 Rowan Road London W6 7DU	27.03.12
17 Bute Gardens London W6 7DR	26.03.12
25 Bute Gardens London W6 7DR	26.03.12
27 Bute Gardens London W6 7DR	26.03.12
31 Bute Gardens London W6 7DR	26.03.12
33 Bute Gardens London W6 7DR	26.03.12
35 Bute Gardens London W6 7DR	26.03.12
37 Bute Gardens London W6 7DR	26.03.12

OFFICERS' REPORT

1.0 BACKGROUND

1.1 The application site is located on the eastern side of Bute Gardens (No.22) and the western side of Wolverton Gardens (Nos.11-17, odd), the site encompassing the office buildings which front onto each of these two streets and which are located between them. The 0.19 hectare site is currently occupied by on the Bute Gardens frontage by a two storey office building with a seven storey tower behind in the centre of the site dating from the late 1960s. To the rear of this and fronting onto Wolverton Gardens is a more modern four storey office building. All the 4,170sq.m. of office space on site is currently occupied by Haymarket Media Group. The site was formerly occupied by the Kennedy Institute of Rheumatology, who used the older buildings for medical research.

1.2 Adjacent to the site on Bute Gardens is a three storey building containing sheltered accommodation for elderly people known as Elmgrove House, and to the north is the five storey Abercorn House Hostel, which is a backpackers' facility. Opposite the site on Bute Gardens is a two storey detached house at No.17 and a three

storey building which forms part of Sacred Heart High School, the main entrance to which is opposite the north western corner of the site.

1.3 The site is located within the Brook Green Conservation Area and the properties on the opposite side of Bute Gardens at Nos.17 - 37 (odd) are locally listed Buildings of Merit. The main buildings of Sacred Heart High School are nationally listed at Grade II*, the three storey element opposite the site on Bute Gardens is therefore listed by association, but this extension of the historic main buildings is not part of the reason for the listing. The properties to the south of this element of the school building at Nos.3-11 (odd) Bute Gardens are residential properties and are nationally listed at Grade II. All but the south-eastern corner of the site is within Flood Risk Zone 2, as designated by the Environment Agency.

1.4 There have been various (not recent) planning applications relating to the former medical and current office uses on the site, none of which are of direct relevance to this current proposal.

1.5 The current applications, submitted on behalf of Haymarket Media Group, seek conservation area consent to demolish the existing buildings on the site, and planning permission for the redevelopment of the site to provide 50 residential units (16 x 1 bed, 30 x 2 bed and 4 x 3 bed) across a five storey plus basement building on Bute Gardens with roof terraces at third floor, fourth floor and roof levels and a five storey plus basement building on Wolverton Gardens with roof terrace at fourth floor level. The proposal also includes a basement car park comprising 17 car parking spaces and 52 cycle parking spaces accessed from Bute Gardens, private and communal amenity spaces, solar panels at roof level and landscaping of the site. This report will cover planning matters arising from both applications.

1.6 These applications have been submitted following a period of public consultation. A public exhibition was held in March 2011, with a further public exhibition held in June 2011. The applicants state that the majority of attendees were broadly supportive of the scheme, particularly the reintroduction of residential properties on to the site and removal of the seven storey block, although some issues were raised and comments received including:

- General support for the relationship with the conservation area
- Some interest in the design of the mansard roof facing Wolverton Road
- Some concern about overlooking onto Wolverton Road
- The design is an improvement on that existing but perhaps could match the original street more closely
- Need more private housing, not more affordable in this area although support for intermediate over social rented
- Are there enough parking spaces for the proposed number of flats
- There should be a no parking permit policy
- Some concern over disruption during building works given the tight residential nature of the site and its location

2.0 PUBLICITY AND CONSULTATIONS

2.1 The application was advertised by way of site notice and a press advert, and individual notification letters were sent to 185 neighbouring residents.

2.2 23 letters from neighbouring residents in Bute Gardens, Wolverton Gardens, Rowan Road, Luxemburg Gardens and Rowan Terrace were received. Two responses supported the proposed change of use to residential. The other main grounds of objection/concern expressed are as follows:

- Noise disturbance during construction and as a result of development
- Impact upon traffic and parking (lack of provision, existing problems in the area due to schools, during construction)
- Height, design and materials of the buildings detrimental to and out of keeping with the conservation area and buildings of merit
- Overlooking of neighbouring properties and the school opposite on Bute Gardens
- Overdevelopment, overcrowding
- Loss of light and outlook
- Increase in amount of waste produced
- Light pollution
- Ongoing issues relating to the impact of the offices on site on the surrounding neighbours
- Greater impact than office use
- Health and safety impacts of construction and traffic
- Possible structural damage to neighbouring properties
- TV signal affected by large buildings
- Building line should be set back on Bute Gardens
- Increased CO2 emissions during construction
- Harmful to visual amenity
- Detrimental impact upon neighbouring property prices

2.3 A further notification of respondents to the initial notification, due to the receipt of revised plans, was subsequently carried out. 28 further responses have been received. One response supported the proposed design, change of use to residential and provision of roof terraces. Many of the responses repeated issues raised following the initial notification period. The main grounds of objection/concern expressed as a result of this second notification period are as follows:

- Detrimental impact upon the conservation area
- Loss of light
- Overlooking of neighbouring properties and the school opposite on Bute Gardens
- Trees on public land should be retained
- Ongoing issues relating to the impact of the offices on site on the surrounding neighbours
- Noise disturbance during construction and as a result of development
- Impact upon traffic
- Bulk
- Detrimental to residential amenities
- Facades should be retained

Officers' response: The impact upon neighbouring property prices, TV signals being affected by large buildings, health and safety impacts of construction and traffic, and noise disturbance during construction are not material planning considerations, the latter issues being dealt with by relevant health and safety and Environmental Health legislation. Structural damage to neighbouring properties would be addressed by building regulations and the Party Wall Act. Increased CO2 emissions during construction would possibly be the result of any redevelopment of the site and should

not prevent planning permission being granted in this instance. The facades of the existing buildings are considered not to be of sufficient merit to warrant their retention. Trees on public land would not be detrimentally impacted by the proposed development, and 4 additional street trees are sought as part of the proposed legal agreement. Other issues raised are considered in section 3 of the report below.

2.4 The revisions to the scheme since the original plans for this application were submitted include:

- Number of units reduced by one
- Mix of unit sizes amended
- Two roof terraces removed at fourth floor level of the Wolverton Gardens building
- Alterations to the roof design of the Wolverton Gardens building
- Alterations to the design of the elevations to reduce the potential for overlooking into neighbouring residential properties
- Relocation of the wheelchair units on the ground floor of the Bute Gardens building to the rear

2.5 The application was referred to a number of external consultees for comment and local interest groups are notified.

2.6 The Metropolitan Police Secured by Design Officer reports that there is no objection to the proposal, subject to a condition being included which ensures the development achieves 'secured by design' status.

2.7 The Environment Agency have reported that the application proposes development which is classified as more vulnerable within Flood Zones 1 and 2. They say that the proposed development falls into a flood risk vulnerability category that is appropriate to the Flood Zone and therefore no objection is raised to the application.

2.8 The Hammersmith and Fulham Disability Forum made the following comments:

- All properties should meet Life Time Homes Standards
- Check the allocation of wheelchair units with reference to the London Plan
- Lifts should be usable in the event of a fire
- Refuse and recycle areas should be fully accessible to wheelchair users
- There should be drop kerbs on the pavements at the car park entrance
- It is regrettable that the wheelchair accessible units are not across the site
- Can the amenity area shown be reached without the use of steps?
- Check the number of blue badge spaces
- Is there level access from the 4th floor wheelchair flat to the outside terrace?

2.9 Thames Water have suggested a condition requiring a piling method statement to protect infrastructure and informatives relating to public sewers, backflow, surface water drainage and minimum water pressure. Officers consider that it would be appropriate to add an informative to any decision notice, in this regard.

2.10 English Heritage have reported that the applications should be determined in accordance with national and local policy guidance, and on the basis of our own officers' specialist conservation advice.

2.11 The following residents groups were consulted:

- The Hammersmith Society

- Hammersmith and Fulham Historic Buildings Group
- Brook Green South Residents Association
- Brook Green Association
- Latymer Court Freehold Company Limited
- Latymer Court Tenants' Association

2.12 The Brook Green Association had the following comments to make:

- Concerned about the proposals contained within the Indicative Construction Management Plan (ICMP)
- Object to the scheme as it will result in heavy traffic passing by three primary and one secondary school and a playground
- Propose an alternative route to that within the ICMP

2.13 The planning matters raised above will be considered in the body of the report below.

3.0 PLANNING CONSIDERATIONS

3.1 The main issues are considered to be the acceptability of the loss of offices and the appropriateness of the proposed replacement residential use, whether the proposal is acceptable in terms of design and appearance, quality of accommodation, tenure, density and impact on residential amenity of surrounding residents, impacts on traffic and parking; energy and sustainability, flood risk, the presence of contaminated land and any other relevant planning matters.

LAND USE and TENURE

3.2 The site is currently occupied by Haymarket Media Group who occupy all the 4,170sq.m. of office space on site. The company propose to relocate the office space which would be lost on this site to a redeveloped King's House site, subject to concurrent applications for planning permission and conservation area consent (Refs.2011/03262/FUL and 2011/03263/CAC; reports for which can be found elsewhere on this agenda). That planning application would see the replacement of the existing 4,230sq.m. of office space on the nearby King's House site at 174 Hammersmith Road with 6,450sq.m. of office (B1) floorspace. This would result in a loss of 1,950sq.m. of office floorspace in comparison with the existing amount of floorspace across the two sites. However, it is clear that there are advantages in the proposal to consolidate Haymarket's office floorspace onto one site. The redeveloped King's House would provide much more useable and fit for purpose, Grade A, floorspace which would be up to modern standards of accommodation required by the occupiers, which Haymarket Media Group have indicated they would continue to be.

3.3 Policy LE1 of the Core Strategy 2011 seeks `To ensure that accommodation is available for all sizes of business including small and medium sized enterprises by retaining premises capable of providing continued accommodation for local services or significant employment unless the tests set out within this policy are met and demonstrated:

1. continued use would adversely impact on residential areas; or
2. an alternative use would give a demonstrably greater benefit that could not be provided on another site; or

3. it can be satisfactorily demonstrated that the property is no longer required for employment purposes; or

4. an alternative use would enable support for essential public services and is otherwise acceptable.'

3.4 The occupation of the existing office buildings does not have a detrimental impact on the surrounding residential area, the area being close to Hammersmith Town Centre where there are a variety of uses; however residential use would be in keeping with the use and character of the local streets. With regards to test 2 of policy LE1, there is no demonstrably greater benefit from the proposed residential use than could be provided elsewhere in the borough. In terms of test 4, the proposed residential use would not enable support for essential public services.

3.5 The remaining test is therefore test 3 of the policy and it is on this basis that the applicants have made their case. It is stated that the existing buildings on site are no longer suitable for modern office requirements; that the existing floor to ceiling heights are considered to be deficient for modern office servicing standards as there is insufficient room to accommodate a false ceiling for networking and other facilities and that the seventh floor of the tower is inaccessible by lift. Having visited the property, officers can confirm that the office space does not appear to be attractive and would not be a competitive offer in terms of a place to work, particularly in the knowledge of recent approvals and recently constructed office space in the locality. The existing accommodation does not well serve the modern needs of office employees. A viability statement supplied with the application (carried out by an international property consultancy) and supplementary supporting evidence submitted indicates that the take-up of offices elsewhere in Hammersmith has been slack in the current economic climate, and that as a result there have been significant rent free periods given as incentive to achieve a rental. Haymarket Media Group (HMG) have an imperative to improve their facility, and it would be of benefit to the local economy that this existing employer stays within the borough, but within a much improved facility.

3.6 The test states that it should be 'satisfactorily demonstrated that the property is no longer required for employment purposes'. Haymarket have not marketed the property as they continue to occupy it. Whilst it is apparent that it would most likely be difficult to competitively market the offices on the evidence put forward, and that this would be due to the below current standard accommodation and the current economic climate, the current occupation of the offices by HMG and the lack of marketing information supplied mean that the arguments put forward by the applicant cannot, in officers' opinion, alone justify the loss of employment floorspace from this site. However, the HMG office use (albeit at a reduced floorspace) would be amalgamated on the nearby site King's House in a modern redeveloped 'fit for purpose' building. The loss of offices from Bute Gardens and Wolverton Gardens would only meet the spirit of the policy if the re-provision of office space can be satisfactorily secured at King's House. The applicant has therefore agreed to clauses in a legal agreement which would link this planning application with the one at King's House requiring that no more than 75% (33) of the proposed market sale residential units can be occupied prior to the commencement of development to redevelop the King's House site (in order to ensure the re-provision of office space).

3.7 Part 6 of the National Planning Policy Framework 20120 states the requirement for local planning authorities to deliver a wide choice of high quality homes. Policy 3.3 of

The London Plan 2011 states that 'Boroughs should identify and seek to enable development capacity to be brought forward to meet [borough housing targets]...in particular the potential to realise brownfield housing capacity including the redevelopment of surplus commercial capacity'. London Plan policy 3.3 B states that an annual average of 32,210 net additional homes should be delivered. Table 3.1 sets an annual target of 615 net additional dwellings for Hammersmith and Fulham (excluding an increment in provision in the Earls Court West Kensington Opportunity Area). Policy H1 of the Core Strategy 2011 is in line with this London Plan figure and the proposed redevelopment to provide 50 units would contribute to this target.

3.8 Policy 3.12 of The London Plan states that 'the maximum reasonable amount of affordable housing should be sought when negotiating on individual private residential and mixed use schemes, having regard to the current and future requirements for affordable housing at local and regional levels; adopted affordable housing targets, the need to encourage rather than restrain residential development, the need to promote mixed and balanced communities, the size and type of affordable housing needed in particular locations and the individual circumstances of the site'. The London Plan goes on to say that 'the Mayor wishes to encourage, not restrain overall residential development. Boroughs should take a reasonable and flexible approach to securing affordable housing on a site by site basis. Boroughs should take into account economic viability and the most effective use of public and private investment, including the use of developer contributions. Development appraisals should be provided to demonstrate that the scheme maximises affordable housing output.'

3.9 London Plan policy 3.13 states that 'Boroughs should normally require affordable housing provision on a site which has the capacity to provide 10 or more homes'. The proposed development would provide 50 new residential units and therefore exceeds this threshold, so affordable housing would normally be expected and required. The development proposal includes the on-site provision of 6 affordable housing units which would be shared ownership in tenure. Three of the units proposed are 2 bedroom duplex units (over ground floor and lower ground floor/basement level). The three ground floor units at the rear of the Bute Gardens building would be built to wheelchair homes standards, two would be 2-bedroomed flats and one would be a 1-bedroomed flat. All the proposed affordable housing units would be located within the Bute Gardens building.

3.10 The applicants have prepared a Three Dragons (GLA) toolkit appraisal of the development considering the economic viability of the scheme, which concluded that the scheme could sustain only the level of affordable housing proposed, which equates to 12% of the units. Policy 3.11 of the London Plan seeks to maximise affordable housing provision and requires boroughs to set affordable housing targets. This policy states that 60% of the affordable housing provision should be for social rent and 40% for intermediate rent or sale, with priority accorded to the provision of affordable family housing. Accordingly the Council's Core Strategy policy H2 sets a borough wide target that at least 40% of all additional dwellings built between 2011-21 should be affordable, and also states that the Council would prefer all additional affordable housing to be intermediate and affordable rented housing. Although this development proposes a level of affordable housing below the 40% level, officers have had the submitted financial appraisal independently assessed (in line with policy H2), and they have concluded that the amount of affordable housing proposed is in line with the viability of the scheme proposed. The affordable housing includes five family sized units, in line

with the aims of London Plan policy 3.11, and the units proposed would accord with the Council's tenure requirements as set out in Core Strategy policy H2.

3.11 The amount and type of affordable housing proposed by this development is therefore considered to be acceptable. Despite revisions having been made to the proposed development in the interests of improving the scheme and its relationship with neighbours, which have resulted in the number of market units being decreased by one the applicant has agreed not to reduce the of affordable housing offer; and the scheme would make a valuable contribution to meeting the continuing demand for different tenures of housing in the borough. The affordable housing provision proposed would be secured by appropriate Section 106 obligations (see below).

RESIDENTIAL DENSITY

3.12 Policy 3.4 of The London Plan states that 'Taking into account local context and character, the design principles [in Chapter 7] and public transport capacity, development should optimise housing output for different types of location within the relevant density range shown in Table 3.2'.

3.13 The site is located in the highest Public Transport Accessibility Level (PTAL) zone (6b) which is considered to have excellent public transport access. The site is considered 'Urban' in relation to the GLA density matrix in Table 3.2, giving an indicative density range of 200-700 habitable rooms per hectare (hrph) or 70-260 units per hectare (uph) for developments with units sizes in the range of 2.7-3.0 hr/unit. The proposed development site comprises 0.19 hectares and would have a density of 747 hrph and 263 uph. This exceeds the maximum density of the range in terms of habitable rooms per hectare by a value of 47, but exceeds the maximum units per hectare maximum by a value of only 3. The density values within this table are indicative and it is also noted that the site is located within 800m of a major town centre; leaning towards what the London Plan would call define as a 'central' site. Officers have not considered this to be a 'central' site, however, which could allow up to 650-1100 hr/ha or 650-1100 hr/ha, due to the immediately surrounding building types being more typical of 'urban' sites. It should also be taken into account though, that the proposed development would see a reduction in the height of development, due to the proposed demolition of the 7-storey tower currently in the centre of the site; which would result in less site coverage and a more acceptable visual environment for the surrounding area.

3.14 It is considered that the proposed scheme has been designed to take account of its context in terms of appropriate scale and massing, the form and character of surrounding development and the historic grain, as well as compliance with the UDP standards on the size of residential units, aspect and London Plan space standards. Policy 3.4 of The London Plan recognises that the density ranges quoted are broad, enabling account to be taken of other factors relevant to optimising potential such as local context, design and transport capacity. Taking into account the site's and development's characteristics it is considered that the scheme would appropriately optimise the housing capacity on site. The design and the impact on highways and neighbours will be discussed below.

SERVICES and FACILITIES

3.15 Officers have considered the impact of the proposed development on the existing services and facilities in the area, including health care facilities and local education. The scheme is estimated to produce a child yield of only 8 children and is therefore

considered not to have a significant impact on local education facilities. Notwithstanding this a contribution towards improving local social infrastructure has been secured.

3.16 In terms of shopping facilities, there are a range of commercial premises close to the site on Hammersmith Road and also in the town centre, within 5 minutes of the site, to meet both everyday and longer term needs. There is also a range of local services within the town centre. Access to the underground public transport network is provided within 200m at Hammersmith Station (District and Piccadilly Lines) and within 300m at Hammersmith Station (Hammersmith & City and Circle Lines). It is therefore considered that in the site is well served by existing local and town centre shopping and service facilities and is within easy access of central London for specialist shops and services.

DESIGN

3.17 Policy EN8 of the UDP relates to the design of new development and states that 'Development will not be permitted unless it is of a high standard of design and compatible with the scale and character of the existing development and its setting. Schemes must be formulated to respect the historical context of the area and its sense of place, the scale, mass, form and grain of the surrounding development, relationship to the existing townscape, rhythm and articulation of frontages, local building materials, sustainability objectives and the principles of good neighbourliness'. UDP policy EN2 states that 'Development within conservation areas will only be permitted if the character or appearance of the conservation area is preserved or enhanced. New development in conservation areas must, where possible, respect the historic context, volume, scale, form and quality'.

3.18 Part 12 of the National Planning Policy Framework 2012 requires local planning authorities to consider the impact of development upon heritage assets. London Plan policy 7.4 states that 'Buildings, streets and open spaces should provide a high quality design response that: a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass, b) contributes to a positive relationship between the urban structure and natural landscape features, c) is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings, d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area, and e) is informed by the surrounding historic environment'.

Bute Gardens

3.19 No. 22 Bute Gardens was built in 1965 for the Kennedy Institute of Rheumatology who vacated the site in 1997 since when the building has been in office use. It consists of a two storey brick and concrete podium fronting Bute Gardens and a seven storey concrete tower located deep into the street block between the Bute and Wolverton Gardens frontages. On the opposite side of Bute Gardens is the Grade II* listed Sacred Heart High School which with the exception of a 1950s extension is set back from the Bute Gardens frontage behind five Grade II listed two storey early Victorian houses. At the northern end of the west side of the street there a number of two storey early Victorian houses on the Local Register of Buildings of Merit. To the north of the site is an early twentieth century five storey brick building, originally built as a nurses' home and now used as a hostel. To the south is a three storey housing development in brick and render dating from the 1990s.

3.20 The existing building is not of any special architectural or historic importance. Despite some alterations in the 1990s the materials and elevations detract from the

character and appearance of the Conservation Area and no active frontage is provided to Bute Gardens. The massing of the building also significantly detracts from the character and appearance of the Conservation Area since the low podium block fails to provide sufficient enclosure to the street or consistency with the height of adjacent buildings while the tower element lacks a direct relationship with the street frontage due to its location. The form of the building is the opposite of the prevailing urban grain and hierarchy of scale within the Conservation Area which consists of terraces and free standing buildings creating perimeter blocks which step down in scale towards the rear to gardens and open space within the centre of the street block. An open yard for parking is accessed from Bute Gardens and presents a poor appearance to the streetscene. Although the Kennedy Institute was the first research institute in the world wholly dedicated to the search for causes and cures of rheumatic diseases, the significance of the institution has not been embodied in the physical fabric of the building. The foundation stone on the front elevation of the Bute Gardens podium is of some historic interest though and will be salvaged and incorporated into the new development and this will be controlled by a specific condition on the Conservation Area Consent.

3.21 Wolverton Gardens

No. 11-17 was built in the 1990s as an office building, it is in red brick with a recessed fourth storey and two storey projecting bays on the front elevation which are a sympathetic reference to the materials and form of adjacent Victorian houses. The building is not of special architectural or historic importance but forms an important role in the streetscene occupying a gap between a short two Victorian terrace to the north and a short three storey Victorian terrace to the south. There are no objections to the demolition of the building given that a satisfactory replacement is proposed.

3.22 Replacement buildings

A part three, part five storey plus basement residential building would be erected on the Bute Gardens frontage with the front building line set back behind front gardens and front boundary treatment. Lightwells would be provided at the front of the building either side of the central residential entrance and these would be screened with soft landscaping. The proposals would reintroduce a more traditional perimeter block layout to the street frontage and would provide an appropriate transition in terms of massing from the three storey Elm Grove House to the five storey Abercorn House. The elevations would consist of a rendered ground floor with four clearly defined two window wide projecting brick modules above (referencing a traditional two window bay wide townhouse) with a set back mansard floor with dormer windows above that. A subservient rendered wing would adjoin the vehicular entrance gate from Bute Gardens. The parapet of the brick modules would exceed the height of the ridge at Elm Grove House but be lower than the string course above fourth floor level at Abercorn House. Parking would be provided at basement level and a landscaped shared amenity area would be provided between the Bute Gardens and Wolverton Gardens buildings. A communal roof terrace on top of the mansard would be provided recessed from the street frontage.

3.23 A four storey residential building with a fifth floor in the upper part of the mansard would be erected on the Wolverton Gardens frontage, incorporating the existing substation at ground floor level. A rusticated rendered base would be provided at ground floor level, the first and second floors would be in red brick with a part single, part double height mansard above that. Multi-paned sliding sash windows, three storey bay windows and with a glazed gable feature at mansard level would provide significant

visual interest and articulation to the front elevation, referencing the articulation of the two storey bays and brick gable features at the houses in the adjacent Victorian terraces. A landscaped front garden and front boundary wall would provide defensible space and soften the appearance of the building in the streetscene. Private rear gardens would be provided to the rear ground floor flats.

3.24 Two Sycamore trees in the rear garden of No. 19 Wolverton Gardens, two Silver Birch trees on the forecourt of the existing Wolverton Gardens building and two Cherry trees on the Bute Gardens frontage would be removed in order to facilitate construction works. Replacement onsite tree planting and soft landscaping would be required by condition. In addition the applicants could be asked to fund the planting of up to four street trees in Bute Gardens through a s.106 agreement.

3.25 The proposals incorporate a high standard of design and materials, the quality of which would be ensured through conditions on detailed drawings and materials. The new buildings would significantly improve the appearance of the site and its relationship with surrounding development, would provide active frontages to Rowan Road and Wolverton Gardens and would be compatible with the scale, height and massing of their neighbours.

3.26 There are no objections to the proposals from a design and conservation point of view and the proposals are considered to be in accordance with Core Strategy Strategic Policy BE1 and UDP Policies EN2, EN3 and EN8. Character and appearance of the Conservation Area would be enhanced through the removal of incongruous buildings and their replacement with buildings of a higher quality of design and materials and more appropriate massing and form. The settings of nearby listed buildings and Buildings of Merit would be preserved.

ACCESSIBILITY AND HOUSING MIX

3.27 Policy HO6 of the UDP states that 'Development for 20 or more dwellings will only be permitted if: (a) 10% of the units are designed to be suitable for occupation by wheelchair users; and (b) A mixture of units of different sizes is provided to meet the needs of family and non-family households'. Policy 3.8 of The London Plan also requires 10% of units to be accessible to wheelchair users and requires new developments to provide a range of housing choices in terms of the mix of housing sizes and types.

3.28 In accordance with these policies, 10% of the units (5 units) have been shown to be fully adaptable to wheelchair users, in accordance with policy HO6 of the UDP and policy 3.8 of the London Plan. Three of the five wheelchair adaptable units would be located at the rear of the ground floor of the building fronting Bute Gardens, with one unit at fourth floor level in each of the two buildings proposed. Level access would be provided to the front of each building and internal lift access would be provided to each floor within each of the two buildings, including to the basement parking area. Bin stores would also be wheelchair accessible. The units not identified as wheelchair adaptable would meet Lifetime Home standards.

3.29 Five parking spaces for disabled persons have been shown at basement level, and the permanent provision of these spaces would be secured. The mechanism for the marketing of the wheelchair units, to ensure that all of the five identified wheelchair adaptable units would be offered to those in need of this accommodation, would also be secured, by way of the legal agreement (see below).

3.30 The development scheme would provide a mixture of one bedroom (16 units), two bedroom (30 units) and three bedroom (4 units), and is considered to provide a satisfactory choice of dwelling size.

QUALITY OF PROPOSED RESIDENTIAL ACCOMMODATION

3.31 Each of the proposed units has been designed to exceed the space standards for unit sizes as outlined in Standard S7A of the UDP. All units would meet or exceed the minimum sizes for dwellings as set out in Table 3.3 of The London Plan 2011.

3.32 None of the new dwellings would have a single north facing aspect. The development therefore complies with standard S13.3 of the UDP. It is considered that the layout of the proposed units would enable adequate levels of daylight and sunlight to be received to rooms and amenity spaces.

3.33 The units would be stacked so as to place similar room types above one another where feasible. Details of enhanced sound insulation between noise generating and noise sensitive parts of the building and neighbouring properties would be required by condition, to ensure compliance with British Standards (Condition 27).

3.34 Policy EN23 of the UDP states that 'All new developments will be required to make provision for open space to meet the needs of the occupiers and users'. These will need to be in accordance with standards S5A and S7 of the Unitary Development Plan. Standards S5A.1 and S5A.2 of the UDP identify amenity space requirements for family and non-family units which are located at ground level and require an area of private open amenity or garden space of not less than 36 square metres for family units and 14 square metres for non-family units.

3.35 Standard S5A of the UDP requires provision of a minimum of 36 square metres of private amenity space for family dwellings where they are located at ground floor level and 14sq.m for non-family dwellings, so 338 square metres is required in total for the ten ground floor units proposed in this scheme (9 family units, 1 non-family). The three wheelchair units at ground floor level at the rear of the Bute Gardens building would all exceed the minimum requirements, having just over 100sq.m of private amenity space between them and unit G-4 in particular having well in excess of the 14sq.m for a non-family unit. The two units at the rear of the Wolverton Gardens building would also exceed the 36sq.m requirement, having private gardens of 43sq.m (G-10) and 38sq.m (G-7). Of the five units at the front of the Bute and Wolverton Gardens buildings, three would have allocated amenity space in front of their units. While it is acknowledged that these are effectively strips of amenity space adjacent to the street frontages, they are integral to the setting of the buildings within the streetscene as they assist in replicating the surrounding street patterns. Units G-8 and G-9 would have 24sq.m and 32.sqm each respectively, while G-1 would have 32sq.m. Units G-5 and G-6 have no allocated amenity space, however there is a communal strip of land of 34sq.m in front of these two units. Additionally, there is a communal area of amenity space of 150sq.m at the rear of both buildings, and the Bute Gardens building has a shared terrace at roof level of 45sq.m.

3.36 Private roof terraces would also provided for four of the upper floor units, including both of the wheelchair units located at fourth floor level across the two buildings. This level of amenity space is considered to be an adequate provision in a built up urban area, particularly as there is no requirement within the UDP for amenity

space provision for new residential units located above ground floor level. Therefore, although the proposed arrangement does not strictly meet the requirements of standard S5A, as the minimum provision would not be met for all the ground floor units, it is considered that on balance the proposed situation is acceptable in this location, particularly given the existing small front and rear garden sizes in both Bute and Wolverton Gardens properties, the provision of private amenity space for all the proposed wheelchair units, the provision of shared areas of amenity space and the provision of amenity space for three upper floor units (despite no requirement for this within the UDP). It is also acknowledged that the developer, as part of the proposed S106 legal agreement, would contribute to infrastructure improvements in the locality which would include to the nearby Brook Green Open Space which residents of the development would be in close proximity of and would be likely to use.

3.37 UDP policy EN23B states that 'Where residential development that provides family dwellings is proposed, children's playspace provision will be required by means of a communal play area on site or by the provision of, or a contribution to, new or enhanced facilities in the immediate vicinity. The scale of provision and associated play equipment, will be in proportion to the scale, and related to the nature of, the proposed development, in accordance with development standard S7. Residential developments that contain family accommodation without gardens must make some or all of such playspace provision on site'. Standard S7.1 of the Unitary Development Plan requires development proposals including flats on site areas of more than 0.2 hectares, and which provide accommodation for more than 10 children, to include an appropriately equipped children's playspace. The site is smaller than 0.2 hectares, and the estimated child yield for the development (based on GLA figures) is only eight children. Some of the communal amenity space provided within the development could also be used as informal playspace. However, acknowledging that there are play needs arising from this scheme, a contribution has been agreed with the developer towards infrastructure improvements in the locality such as Brook Green Open Space. It is therefore considered that the amenity proposed is acceptable in the context of the overall scheme.

3.38 In conclusion, future occupiers would have an acceptable standard of accommodation and environment.

HIGHWAYS MATTERS

3.39 Policy TN15 of the UDP requires that any proposed development conforms to the Council's approved car parking standards to ensure that there would be no increase in on-street parking demand. Standard S18.1 of the UDP outlines the car parking requirements for each land use type. UDP policy TN4 states that 'Development will not be permitted unless, in terms of its design and layout, it would facilitate ease of access by disabled people and others with impaired mobility to and from public transport facilities and car parking areas that directly serve the development'. UDP Policy TN6 aims to facilitate access for cyclists.

3.40 The existing offices on site have a total of 20 off street parking spaces at ground level. The proposal would provide 50 residential units and 17 car parking spaces at basement level, which is a lower level of car parking than required by the UDP standard S18.1 (appliance of the standards, which is based on the habitable rooms provided by the units and makes provision for visitor parking spaces, would produce a requirement for 59 off-street parking spaces). However it is considered that the lower level of car parking provision proposed is acceptable in this location which has a PTAL rating of 6b

and is therefore highly accessible via public transport networks. On-street parking in the area is subject to Controlled Parking Zones. The section 106 would prohibit residents from applying for on-street parking permits, as agreed by the applicant. The average overnight parking stress in Bute Gardens over the last five years 2006-2011 is 50% on both the eastern and western sides of the road close to the proposed development. The average overnight parking stress in Wolverton Gardens over the last five years 2006-2011 is 50% on the western side of the road and 54% on the eastern side of the road close to the proposed development. It is therefore considered that car parking demand arising from visitors to the development would not have an unacceptable impact on the existing on-street parking conditions in the surrounding streets. A car parking allocation plan would be secured in the legal agreement.

3.41 The existing offices on site have a total of 23 cycle parking spaces at ground level. Cycle parking would be provided for the residential units proposed in excess of the requirements of standard S20.1 and Table 12.2 of the UDP, with 52 spaces (50 are required) within secure enclosures in the basement and an allocated area for motorcycles is also proposed. The proposed vehicular and cycle parking layout is considered to be satisfactory and compliant with policies TN4, TN6 and TN15 and standards S17, S19 and S20 of the UDP.

3.42 The proposed development would utilise the existing vehicle crossover from Bute Gardens to provide access to the ramp serving the basement car park. Highway works necessitated by the proposed development would be secured in the S106 legal agreement and paid for by the applicant.

3.43 Policy TN13 of the UDP relates to traffic impact assessments and states that 'all development proposals will be assessed for their contribution to traffic generation and their impact on congestion, particularly on bus routes and the primary road network and against the present and potential availability of public transport, and its capacity to meet additional demands'.

3.44 A transport summary was submitted with the application. The development proposal has been assessed in light of the lawful use and previous operation of the site as offices. The existing Bute Gardens office caters for 321 staff while the Wolverton Gardens accommodates 174 staff, resulting in a total of 495 staff currently on site. It is therefore expected that the proposal for 50 residential units will generate considerably fewer person trips in the peak hours. It is also likely that the number of vehicle trips will be lower due to the excellent accessibility to public transport of the site. A significantly lower level of traffic generation would therefore result from the proposed development as compared with the existing use on site, and the impact on local public transport services will also be reduced. The proposed vehicle access point is in the north western corner of the site, adjacent to the existing access and therefore is set well away from the junction with Hammersmith Road. It is therefore considered that the proposal would not have a significant further impact on traffic congestion and highway safety on the surrounding highway network, and could serve to improve on the existing situation in this regard. The proposal is thus considered to comply with policy TN13 of the UDP.

Servicing and refuse

3.45 Two refuse stores are proposed for the development which would be located at basement level, with a bin hoist from one of the stores enabling bins to be transferred to a bin store holding area on the ground floor for collection from Bute Gardens on collection days. There would be space in the storage areas for a total of 19 large

refuse/recycling bins, with space indicated for 4 more bins in case of an increased need in the future. This level of provision is considered to be sufficient for the 50 flats, with just over 2 flats sharing one large bin. The refuse store would be fully accessible for wheelchair users and no flat would be more than 25m (laterally, with lift access to the lower ground floor) from the refuse store. Further confirmation on details would be required by condition (condition 12). The proposal is therefore considered to satisfy policy EN17 of the UDP.

IMPACT on RESIDENTIAL AMENITY

3.46 Policy EN8 of the Unitary Development Plan relates to the design of new development and places an emphasis on the principles of good neighbourliness. As such the scheme's impact on neighbours in respect of outlook, privacy as well as daylight, sunlight and shadowing have been assessed.

Light

3.47 The impact of the development on light to surrounding property has been tested. A Daylight and Sunlight Report has been submitted by the applicant and assessed by officers. In summary, many of the surrounding properties would not experience a material reduction in light, and a number would actually experience an improvement to their lighting, given the removal of the tower building which currently exists in the centre of the application site and has a somewhat dominating effect on its neighbours' conditions

Daylight

3.48 All windows to the property directly to the north at Abercorn House on Bute Gardens facing towards the subject site would satisfy BRE guidelines. More than half of the 44 windows tested would experience an improvement to their existing daylighting; the remaining windows would retain between 85% and 97%. All windows to 34-42 Bute Gardens which face towards the subject site would satisfy the BRE guidelines. The vast majority of windows tested (all but one) would actually experience an improvement to their existing daylight; the one which wouldn't would retain 98% of its existing daylight. For 12-18 Bush Gardens (on Bute Gardens) windows tested which face towards the application site would experience an improvement to their daylight. For Elmgrove House on Bute Gardens, 54 out of 58 windows would satisfy BRE guidelines; with the majority (43 windows) experiencing improvements upon their existing conditions. One window would retain 27% of its daylight, but there is another window into this room (west facing) which would retain 95% of its daylight. There are 2 windows, one of which would retain 67% of its daylight and the other would retain 9% of its daylight. These are the only windows surrounding the site which would experience a reduction in daylighting greater than what the BRE generally considers tolerable in its guidance; however these are not sole windows serving habitable rooms. All windows on the Sacred Heart property facing east towards the application site would satisfy the BRE guidance, the majority of windows would experience little (retaining between 90% and 99% light) or no loss; and light to 8 windows would improve. The windows to the front of 17 Bute Gardens which face towards the application site would satisfy BRE guidance; retaining between 89% and 93% of their daylight. The windows tested at 25 Bute Gardens would satisfy BRE guidance with regard to daylight; furthermore 4 of the windows would experience a slight improvement to their existing daylight conditions.

3.49 Windows at 19-23 Wolverton Gardens which could be affected would satisfy BRE guidance. The majority of the 27 windows here would experience an improvement to their daylighting conditions as a result of the development and 3 windows would keep

100% of their daylight. For 1-9 Wolverton Gardens all windows tested would satisfy BRE guidelines; 12 windows would keep 100% of their daylight whilst the rest would experience an improvement upon their existing daylight. Windows facing west towards the application site at 14 to 30 Wolverton Gardens would satisfy BRE guidance; the majority of windows would experience little (retaining between 93% and 99% of existing light) or no loss in daylight values and 8 windows would experience improvements to their daylight.

Sunlight

3.50 All but 4 windows to Abercorn House on Bute Gardens, to the north, facing the subject site would meet winter sunlight guidance i.e. retaining at least 80% of the existing value, but these are to bedrooms which the BRE recognises as being less important than living rooms; and these rooms are to a hostel not permanent residential accommodation. A large number of windows here would see an improvement to their winter sunlight; and the vast majority of windows here would see an improvement to their annual sunlight. All windows to 34-42 Bute Gardens which face towards the subject site would satisfy BRE guidelines with regard to sunlight values; and the vast majority of these 25 windows would experience an improvement upon their existing sunlight values for both annual sunlight and winter sunlight. Windows facing east towards the application site on the Sacred Heart property would satisfy the BRE guidance on sunlight; with the vast majority experiencing no change upon their existing winter and annual sunlight values as a result of the development. The windows to the front of 17 and 25 Bute Gardens which face towards the application site would satisfy BRE guidance with regard to sunlight. For 1-9 Elmgrove House, to the south, all windows tested would satisfy BRE guidelines for sunlight; with the vast majority experiencing no change upon their existing winter and annual sunlight values as a result of the development.

3.51 The vast majority of windows tested at 19-23 Wolverton Gardens which could be affected would experience an improvement on existing sunlight levels for winter and annual sunlight, but 3 windows would experience some loss of winter sunlight though they would see an increase on their annual sunlight. For 1-9 Wolverton Gardens, to the south, all windows tested would satisfy BRE guidelines for sunlight; with the vast majority experiencing no change upon their existing winter and annual sunlight values as a result of the development. Windows facing west towards the application site at 14 to 30 Wolverton Gardens would comfortably satisfy BRE guidance on sunlight values.

3.52 Standard S13.1 of the UDP relates to loss of outlook and states that 'a building's proximity can have an overbearing and dominating effect, detrimental to the enjoyment by residential occupiers of their properties'. Although dependent upon the proximity and scale of the proposed development a general standard can be adopted by reference to a line produced at an angle of 45 degrees from a point 2 metres above the adjoining ground level of the boundaries of the site where it adjoins residential properties. Where any part of the proposed building extends beyond these lines the UDP allows on-site judgement to be a determining factor in assessing the effect which the development will have on the existing amenities of neighbouring properties. The neighbouring residential properties are generally adjacent to either the Bute or Wolverton Gardens building to the north or south and therefore this standard is met. Nos.9, 19 & 21 Wolverton Gardens have rear boundaries which are at least partially opposite the site at the rear, however due to the siting of the Bute Gardens building the proposed development would be in compliance with standard S13.1 of the UDP, and would therefore be

considered to have an acceptable impact on the amenities of neighbouring occupiers in this regard.

Outlook

3.53 Standard S13.2 of the UDP relates to privacy and overlooking, stating that a development's proximity can result in the overlooking of existing residential properties, either from windows or roof terraces/balconies. The standard states that new windows should be no less than 18 metres from existing residential windows as measured by an arc of 60 degrees taken from the centre of the proposed new window. If this standard cannot be met, then new windows should be designed to ensure that no loss of privacy could occur.

Privacy

3.54 The vast majority of the rear windows in the proposed Bute and Wolverton Gardens buildings comply with the test set by Standard S13.2, being no less than 18 metres from existing residential windows as measured by an arc of 60 degrees taken from the centre of the proposed new windows. The exception to this would be from the angled windows facing south east in the southern elevation of the Bute Gardens building, which would be less than 18m from the rear of the ground floor element at 19 Wolverton Gardens. This property has been converted into flats and rear windows serve a kitchen/living area. It is noted, however, that these windows are right on the boundary and look into the rear of Elmgrove House to the south, and that views both of and from these windows are restricted by the high boundary wall which runs along the southern boundary of the application site and steps southwards in front of the rear of this element of 19 Wolverton Gardens. It is therefore considered that there would be no detrimental overlooking from ground floor windows in the proposed development as this would be mitigated by the boundary treatment and that from upper floors any overlooking would be minimal due to the oblique angles involved. The other south or south west facing windows in the southern flank of the Bute Gardens building would be either obscure glazed below 1.7m above finished floor level or would face part of the northern flank wall of Elmgrove House which does not contain habitable room windows.

3.55 Windows in the northern flank walls of the Bute Gardens building would be set 11.5m, 15.7m and 17.5m from flank windows in Abercorn House to the north. However, Abercorn House is in use as a hostel and therefore its south facing windows which are within 18m of the proposed windows in the development serve rooms within this hostel and so are not afforded the same protection as residential windows which S13.2 intends to protect from detrimental overlooking. The setting of the proposed development with regards to Abercorn House would therefore be considered not to result in detrimental overlooking of adjacent residential property.

3.56 Windows at the front of the proposed buildings in Bute and Wolverton Gardens would both be a minimum of 15.5m in Wolverton Gardens and 17m in Bute Gardens from the front windows of properties on the opposite side of the streets. The relatively minor breaches of this standard at the front of the properties are therefore considered to be acceptable as they would face windows in the streetscene opposite which would not have the same expectation of privacy as other habitable room windows, and any development of this site would be likely to replicate the existing street pattern.

Noise and disturbance

3.57 UDP standard S13.2A seeks to prevent noise and disturbance to existing residents from roof terraces and balconies. The proposed number and size of roof

terraces have been reduced considerably since this application was originally submitted in order to address concerns relating to the impact upon neighbouring residential properties as a result of overlooking and noise and disturbance. In order to further prevent possible views into the rear of neighbouring properties and detrimental levels of noise and disturbance, screening would shield roof terraces in order to mitigate against both the perception of and actual overlooking and to limit the size of the roof terraces (condition 17). The proposed roof terrace on the main roof of the Bute Gardens building would be located over the centre of this building, set away from the street frontage and neighbouring properties and therefore it is considered that the impacts would largely be contained within the application site. Given the measures proposed it is considered that the roof terraces would not result in levels of overlooking and noise and disturbance that could be to the detriment of the amenities of the occupiers of neighbouring properties.

OTHER CONSIDERATIONS

CONTAMINATED LAND

3.58 Potentially contaminative land uses are understood to have occurred at, or near to, this site. The applicants have submitted a preliminary desk top study of the contamination, but a site investigation scheme, intrusive investigation and risk assessment will also need to be submitted and carried out before development commences. Conditions (conditions 34-39) have been added to the permission requiring this, a remediation method statement and the validation of these works, along with ongoing monitoring to assess the success of remediation. These requirements have been placed in order to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, and in accordance with UDP policies EN20A and EN21, policy CC4 of the Core Strategy 2011, and policy 5.21 of The London Plan 2011.

ENERGY

3.59 London Plan Policy 5.2 aims for the reduction of carbon emissions from all development. The policy states that major development proposals should include a detailed energy assessment to demonstrate how the targets for carbon dioxide emissions reduction are to be met within the framework of the Mayor's energy framework. A Sustainability & Energy Statement has been submitted with the application as required by this policy. This statement assesses the expected energy demand for the development and details the energy efficiency and low/zero carbon technologies to be installed to provide an energy efficient development with reduced CO₂ emissions.

3.60 The development has been designed to reduce energy use and associated CO₂ emissions by incorporating passive design, energy efficiency measures and low/zero carbon technologies. The use of natural daylighting and solar gain would be maximised without causing over-heating. The thermal insulation performance of main building elements (floors/walls/roof/etc) would be beyond the minimum requirements of the Building Regulations. The air tightness of the development would also exceed requirements, which would help reduce heat loss. A ventilation and heat recovery system would be used, which would use the heat from `stale` air to pre-heat incoming fresh air. Energy efficient lighting would be used, as would energy efficient appliances. A shower water heat recovery system would also be used to reclaim heat from water as it drains away. The passive design and energy efficiency measures are calculated to reduce CO₂ emissions by 14% beyond the Building Regulations requirements.

3.61 Renewable energy technologies have also been assessed for their feasibility to further increase the CO2 emission reductions with the aim of meeting London Plan policies 5.2 and 5.7 which state that on-site renewable energy measures should be incorporated within developments where feasible. The incorporation of a Combined Heat and Power (CHP) unit has been assessed for its feasibility. However, this is considered not to be viable as there is a mis-match between the development's heat and electricity demand profiles. This makes it difficult to economically size the CHP correctly. On-site renewable energy generation has also been assessed. Of the technologies assessed, solar PV has been chosen as the preferred option. Taking into account the site's suitability for the incorporation of these technologies and the availability of space, the proposal is therefore to install solar PV panels on the available roof space of the two buildings. These are calculated to reduce CO2 emissions by 15%, boosting the overall CO2 savings of the site to 29% which would meet the London Plan policy 5.2 target of 25%. A condition would be attached requiring further details for the positioning of the PV panels to ensure that these do not cause loss of visual amenity. (Condition 42).

3.62 Policy 5.3 of the London Plan relates to sustainable design and construction and states that 'Development proposals should demonstrate that sustainable design standards are integral to the proposal, including its construction and operation, and ensure that they are considered at the beginning of the design process'. In accordance with this policy, a Sustainability & Energy Statement has been submitted looking at a wide range of sustainable design and construction issues, in addition to energy. In terms of the wider sustainable design and construction issues, the Sustainability & Energy Statement submitted shows that a Code for Sustainable Homes rating of 'level 3' can be achieved, with the possibility of improving to 'level 4'. The sustainability measures proposed such as the use of building materials that have low environmental impacts (e.g. sustainable timber), reducing water use by installing water meters and water efficient appliances, providing separate recycling facilities both during the construction phase and when the building is operational, integrating a green roof, reducing surface water run-off from the site and minimising the impacts from the demolition and construction processes will all contribute to the development's high levels of sustainability. The measures outlined in the submitted Sustainability & Energy Statement are therefore considered adequate to meet the requirements of London Plan policy 5.3. A condition (condition 43) would require the implementation of the measures as set out in the Sustainability & Energy Statement.

3.63 With regard to sustainable urban drainage, at the moment, the whole site is covered with impermeable surfaces, which means that surface water drains into the main sewer system. The redevelopment of the site presents an opportunity to improve this situation and reduce the amount of surface water being directed into the sewers. Core Strategy policy CC2 and London Plan policy 5.13 relate to sustainable drainage and, in terms of quantifying the attenuation performance of the proposed measures, require the reduction of surface water run-off by at least 50%, achieving greenfield run-off rates if possible. Sustainable Urban Drainage Systems to be integrated into the development would include areas of soft landscaping at ground level in between and in front of the two buildings. Rainwater harvesting would also be installed to provide water for irrigation. These measures would help reduce the pressure on the public sewer system. Thames Water have also not raised objections to the proposal in this regard. Additional details are required to assess whether or not further SUDS measures may be required and a condition (condition 41) is suggested requiring such details.

FLOOD RISK

3.64 The site is within Flood Risk Zones 1 and 2, and the applicants have submitted a Flood Risk Assessment (FRA) which assesses the potential risk of flooding at the site and whether or not specific flood mitigation measures are required.

3.65 Although the majority of the site is located within Zone 2, it is over 250m from the river and protected by rival wall defences and the Thames Barrier. These protect against a possible tidal flooding event that has 0.1% chance of occurring. Potential breaches of the flood defences have also been assessed, but the site is not affected. As such, the site is considered to have a low residual risk of fluvial flooding. There is no evidence of groundwater flooding at the site, but sewer/surface water flooding is a known problem in parts of the borough, including parts of Hammersmith. The proposed finished floor levels of the development range from 4.9m AOD to 5.3m AOD which is above the required level to provide the site with adequate protection from a 1 in 200 year flood event from a breach in the flood defences. Basement accommodation is included in the design, however only parts of units are located within the basement and so there are no self-contained units at basement level, as habitable rooms at basement level form part of dwellings that are split over basement and ground floor levels and include internal access/egress for evacuation from the basement, should that ever be necessary. A basement car park and plant rooms are also proposed. The ramp at the entrance to the basement car park would be higher than the adjacent road level to provide some additional protection from flooding. Plant rooms in the basement will have 'bund thresholds' which would also be able to assist in keeping flood water out of these areas, if it were to enter the basement.

3.66 Redevelopment of the site for residential accommodation is therefore appropriate for this location in terms of flood risk issues, which can be mitigated as outlined above. The Environment Agency has raised no objection to the redevelopment of the site for residential purposes. Subject to a condition (condition 40) requiring the implementation of the flood resilient design measures outlined in the Flood Risk Assessment and the submission of further details relating to sustainable drainage it is considered that the proposal complies with London Plan policy 5.13 and Core Strategy Policy CC2 and is therefore acceptable in this regard.

FINANCIAL CONSIDERATIONS INCLUDING MAYORAL CIL

3.67 Mayoral CIL came into effect in April 2012 and is a material consideration to which regard must be had when determining this planning application. CIL Regulations (2010) state that in dealing with planning applications, local planning authorities consider each on its merits and reach a decision based on whether the application accords with the relevant development plan, unless material considerations indicate otherwise. Where applications do not meet these requirements, they may be refused. However, in some instances, it may be possible to make acceptable development proposals which might otherwise be unacceptable, through the use of planning conditions or, where this is not possible, through planning obligations. London Plan policy 8.2 recognises the role of planning obligations in mitigating the effects of development and provides guidance on the priorities for obligations in the context of overall scheme viability. This proposed development would be liable to incur Mayoral CIL, however as the floorspace of the proposed development is less than that of the existing buildings on site which are to be demolished it is understood that this proposal would not trigger a CIL payment.

3.68 The developers have requested that permission is subject to a five year time period for consent, rather than the usual three years. The phasing and funding of the

development is linked in the S106 legal agreement with that of the applicant's nearby site at King's House and sufficient time needs to be allowed to bring forward the two sites for development. In recognition of their inter-dependence a period for permission of five years is considered reasonable in the current economic climate.

LEGAL AGREEMENT

3.69 The applicant has agreed to enter into a legal agreement with the Council with respect to the following heads of terms, to mitigate any potential impacts arising from the development and to contribute to local initiatives. The financial contributions would not exceed £250,000, and would be made up of amounts divided approximately as outlined below:

- The provision of 6 shared ownership units, including a housing nominations agreement
- £100k contribution to infrastructure improvements in the locality such as Brook Green Open Space
- £100k contribution towards local training and employment opportunities
- £50k contribution towards social infrastructure in the locality such as education and the NHS
- Funding of highways works necessitated by the development including the provision of four street trees
- Marketing of wheelchair units
- A car parking allocation plan, including the provision of parking spaces for disabled residents (1 space per wheelchair unit)
- No access for future residents to car parking permits
- A restrictive link to the planning application ref. 2011/03262/FUL to ensure that no more than 75% (33) of the proposed market sale residential units can be occupied prior to commencement of development to redevelop the King's House site.

4.0 CONCLUSION and RECOMMENDATION

4.1 The proposed development accords with saved policies and standards of the Council's Unitary Development Plan, London Plan policies and Government guidance, which seek to re-use brownfield land and to maximise the potential of such sites. The loss of the office space is considered acceptable, having regard to the linked proposal at King's House for a replacement office building. The residential tenure and provision of affordable housing is considered acceptable in this instance. The standard and quality of the proposed accommodation is considered to be acceptable. The scheme would have a minimal impact on neighbouring residents and on local traffic conditions and parking stress. The demolition of the existing building is considered to be acceptable and it would not lead to voids in the street scenes as there is an acceptable replacement building proposed in terms of design, layout, height, materials etc. The character and appearance of the conservation area would thereby not be harmed and the setting of the nearby listed buildings would not be prejudiced.

4.2 For these reasons, it is recommended that planning permission be granted, subject to conditions and a legal agreement and that conservation area consent be granted, subject to conditions.

Ward: Hammersmith Broadway

Site Address:

Bute Gardens And Wolverton Gardens London W6



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For identification purposes only - do not scale.

Reg. No:
2011/03261/CAC

Case Officer:
Matthew Lawton

Date Valid:
21.10.2011

Conservation Area:
Brook Green Conservation Area - Number 3

Committee Date:
25.07.2012

Applicant:

Haymarket Media Group
C/o Agent

Description:

Demolition of 22 Bute Gardens and 11-17 Wolverton Gardens to facilitate the redevelopment of the site by the erection of a five storey plus basement building on Bute Gardens and a five storey plus basement building on Wolverton Gardens, providing 50 residential units with 17 off-street parking spaces at basement level
Drg Nos: F0100 P1; F0101 P1; F0102 P1; F0103 P1; F0104 P1; F0105 P1; F0106 P1; F0107 P1; F0200 P1; F0201 P1; F0300 P1; F2100 P1; F2200 P1; F2201 P1; F0100 P1; 7710/01; D0 002 P2; D00 99 P3; D0 100 P4; D0 101 P3; D0 102 P3; D0 103 P2; D0 104 P3; D0 105 P2; D0 201 P2; D0 202 P2; D0 203 P2; D0 204 P2; D0 204 P2; D0 205 P3; D0 210 P2; D0 211 P3; D0 301 P3

Application Type:

Conservation Area Consent

Officer Recommendation:

That the application be approved subject to the condition(s) set out below:

- 1) The works hereby granted consent shall not commence later than the expiration of 3 years beginning with the date upon which this consent is granted.

Condition required to be imposed by Section 18(1) (a) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended by section 91 of the Planning and Compensation Act 2004).

- 2) The demolition works hereby permitted shall not be undertaken before:
 - (i) a building contract for the redevelopment of the site in accordance with planning permission reference 2011/03260/FUL has been entered into and

(ii) written notice of the start date for the demolition process has been submitted to the Council. Such notification shall be to the Council's Head of Development Management and shall quote the application reference number specified in this decision letter

To ensure that the demolition does not take place prematurely and to safeguard the character and appearance of the conservation area, in accordance with Policy EN2 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

- 3) No demolition shall commence prior to the submission and approval in writing by the Council of details of a scheme for the temporary fencing and/or enclosure of the site, and the temporary fencing/means of enclosure has been constructed in accordance with the approved details.

To ensure that the site remains in a tidy condition during and after demolition works and during the construction phase and to prevent harms to the street scene,

in accordance with policies EN2 and EN8 of the Unitary Development Plan, as amended 2007 and 2011, and Policy BE1 of the Core Strategy 2011.

- 4) The demolition of the buildings hereby permitted shall not be undertaken before a method statement for the removal intact of the Kennedy Institute foundation stone and a plan for its incorporation into the new development have been submitted to, and approved in writing by, the Council. The works shall thereafter be undertaken in accordance with the approved details. The foundation stone shall be stored securely on site during construction works.

In order to ensure that this element of the historic identity of the site is commemorated as part of the new development, in accordance with policies EN2, EN6 and EN8 of the Unitary Development Plan, as amended in 2007 and 2011.

Justification for approving the conservation area consent:

- 1) The proposed demolition is considered to be acceptable on the basis that planning permission exists for a satisfactory redevelopment scheme. Accordingly, it is not considered that the demolition would have an unacceptable impact on the character or appearance of the conservation area, in accordance with Policy EN2 of the Unitary Development Plan, as amended in 2007 and 2011 and Policy BE1 of the Core Strategy 2011.

**LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS**

All Background Papers held by Michael Merrington (Ext: 3453):

Application form received: 30th September 2011

Drawing Nos: see above

Policy Documents: The London Plan 2011
Unitary Development Plan as amended 2007 and 2011
Core Strategy 2011

Consultation Comments:

Comments from:
English Heritage London Region

Dated:
03.04.12

Neighbour Comments:

Letters from:
40 Bute Gardens London W6 7DS
40 Bute Gardens London W6 7DS
34 Bute Gardens

Dated:
22.11.11
30.03.12
02.04.12

For report see 2011/03260/FUL elsewhere on this agenda