

# Planning and Development Control Committee

## Agenda

Tuesday 17 September 2024 at 7.00 pm

145 King Street (Ground Floor), Hammersmith, W6 9XY

Watch the meeting live: [youtube.com/hammersmithandfulham](https://youtube.com/hammersmithandfulham)

### MEMBERSHIP

Administration:	Opposition
Councillor Omid Miri (Chair) Councillor Florian Chevoppe-Verdier (Vice-Chair) Councillor Ross Melton Councillor Nikos Souslous Councillor Nicole Trehy Councillor Patrick Walsh	Councillor Alex Karmel Councillor Adrian Pascu-Tulbure

**CONTACT OFFICER:** Charles Francis  
Governance and Scrutiny  
Tel: 07776 672945  
E-mail: [charles.francis@lbhf.gov.uk](mailto:charles.francis@lbhf.gov.uk)

### Public Notice

This meeting is open to the public and press but spaces are limited. If you'd like to attend please contact: [charles.francis@lbhf.gov.uk](mailto:charles.francis@lbhf.gov.uk). The building has disabled access.

Should exempt information need to be discussed the committee will pass a resolution requiring members of the press and public to leave.

For details on how to register to speak at the meeting, please see overleaf.  
**Deadline to register to speak is 4pm on Thursday 12 September 2024**

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

## **PUBLIC SPEAKING AT PLANNING AND DEVELOPMENT CONTROL COMMITTEE**

### **Who can speak?**

Only the applicant or their agent and people who have commented on the application as part of the planning department consultation process in support or against will be permitted to speak at the meeting. They must have been registered to speak before addressing the committee. Ward Councillors may sometimes wish to speak at meetings even though they are not part of the committee. They can represent the views of their constituents. The Chair will not normally allow comments to be made by other people attending the meeting or for substitutes to be made at the meeting.

### **Do I need to register to speak?**

All speakers, except Ward Councillors, must register at least two working days before the meeting. For example, if the committee is on Wednesday, requests to speak must be made by 4pm on the preceding Friday. Requests received after this time will not be allowed.

Registration is by email only. Requests should be sent to [speakingatplanning@lbhf.gov.uk](mailto:speakingatplanning@lbhf.gov.uk) with your name, address and telephone number and the application you wish to speak to as well as the capacity in which you are attending.

### **How long is provided for speakers?**

Those speaking in support or against an application will be allowed three minutes each. Where more than one person wishes to speak for or against an application, a total of five minutes will be allocated to those speaking for and those speaking against. The speakers will need to decide whether to appoint a spokesperson or split the time between them. The Chair will say when the speaking time is almost finished to allow time to round up. The speakers cannot question councillors, officers or other speakers and must limit their comments to planning related issues.

### **At the meeting**

Please arrive 15 minutes before the meeting starts and make yourself known to the Committee Co-ordinator who will explain the procedure.

### **What materials can be presented to committee?**

To enable speakers to best use the time allocated to them in presenting the key issues they want the committee to consider, no new materials or letters or computer presentations will be permitted to be presented to the committee.

### **What happens to my petition or deputation?**

Written petitions made on a planning application are incorporated into the officer report to the Committee. Petitioners, as members of the public, are welcome to attend meetings but are not permitted to speak unless registered as a supporter or objector to an application. Deputation requests are not accepted on applications for planning permission.

# Planning and Development Control Committee Agenda

17 September 2024

<u>Item</u>	<u>Pages</u>
<b>1. APOLOGIES FOR ABSENCE</b>	
<b>2. DECLARATION OF INTERESTS</b>	
<p>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.</p> <p>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.</p> <p>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.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
<b>3. MINUTES</b>	4 - 9
<p>To approve as an accurate record, and the Chair to sign, the minutes of the meeting of the Committee held on 16 July 2024.</p>	
<b>4. 1A RAVENSCOURT ROAD, LONDON W6 0UH, RAVENSCOURT, 2022/02116/FUL</b>	10 - 44
<b>5. 153 HURLINGHAM ROAD, LONDON SW6 3NN, PALACE AND HURLINGHAM, 2024/01050/ADV</b>	45 - 55

# Agenda Item 3

London Borough of Hammersmith & Fulham

## Planning and Development Control Committee Minutes



Tuesday 16 July 2024

### **PRESENT**

**Committee members:** Councillors Omid Miri (Chair), Florian Chevoppe-Verdier (Vice-Chair), Nikos Souslous, Nicole Trehy, Patrick Walsh and Adrian Pascu-Tulbure

### **Officers:**

Matt Butler (Assistant Director of Development Management)  
Allan Jones (Team Leader Urban Design and Heritage)  
Neil Egerton (Team Leader)  
Anisa Aboud (Principal Planning Officer)  
Roy Asagba-Power (Team Leader)  
Tom Scriven (Deputy Team Leader)  
Catherine Paterson (Highways)  
Mrinalini Rajaratnam (Chief Solicitor - Property and Planning)  
Charles Francis (Clerk)

At the start of the meeting, the Chair proposed that the published running order of the agenda was changed so that Item 5 – Pocklington Lodge was considered first. This was agreed by the Committee.

### **1. APOLOGIES FOR ABSENCE**

Apologies for absence were provided by Councillor Ross Melton and Councillor Alex Karmel.

### **2. DECLARATION OF INTERESTS**

Cllr Nikos Souslous declared an interest in Item 5 – Pocklington Lodge, as he was a trustee of Hammersmith United Charities which owns and runs John Betts House immediately opposite Pocklington Lodge. He remained in the meeting but did not vote on Item 5.

### 3. **MINUTES**

The minutes of the previous meeting held on 4 June 2024 were agreed as an accurate record.

### 4. **POCKLINGTON LODGE, RYLETT ROAD, LONDON W12 9PQ, WENDELL PARK. 2023/00717/FUL**

Cllr Nikos Souslous declared an interest in Item 5 – Pocklington Lodge, as he was a trustee of Hammersmith United Charities which owns and runs John Betts House immediately opposite Pocklington Lodge. He remained in the meeting but did not vote on Item 5.

An addendum was circulated prior to the meeting that modified the report.

Anisa Aboud provided a presentation on the application. A resident spoke in objection and the Chief Executive of the Pocklington Trust and the Agent spoke in support of the application.

During the course of discussions, the Committee noted the objector had raised a number of concerns about the impact on the existing occupants of the main building. These included the safety of existing tenants during the construction phase, with the noise, dust and disorientation this would cause for blind tenants, and their guide dogs. In addition, the impact of adding a further 15 persons to the site was also highlighted.

The presenting officer explained that these would be taken into account in the details to be presented with the Construction Management Plan to be submitted by the developer and approved by the Council under condition 24. It was agreed condition 24 could be amended to make clear that in approving the Construction Management Plan, the specific needs of the residents would be safeguarded and this would be done under Recommendation 2 which permitted minor changes to the conditions with the consent of the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee.

The Committee voted on the officer recommendations for approval as amended by the Addendum and the minor changes to Condition 24 to safeguard the specific needs of the residents pursuant to the authority under Recommendation 2 as follows:

Recommendation 1:

<b>FOR</b>	<b>5</b>
AGAINST:	0
NOT VOTING:	0

Recommendation 2:

**FOR:** 5  
**AGAINST:** 0  
**NOT VOTING:** 0

**RESOLVED**

1. That the Director of Planning and Property be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed in the report as amended in the addendum
  
2. That the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed Heads of Terms of the legal agreement or proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

**5. BARONS KEEP, GLIDDON ROAD, LONDON W14 9AT, AVONMORE, 2023/01553/VAR**

An addendum was circulated prior to the meeting that modified the report.

Neil Egerton provided a presentation on the application. The Agent spoke in support of the application.

The Committee voted on the officer recommendations for approval as amended by the Addendum as follows:

Recommendation 1:

**FOR** Unanimous  
**AGAINST:** 0  
**NOT VOTING:** 0

Recommendation 2:

**FOR:** Unanimous  
**AGAINST:** 0  
**NOT VOTING:** 0

## RESOLVED

1. That the Director of Planning and Property be authorised to grant planning permission upon the completion of a satisfactory unilateral undertaking and subject to the conditions listed in the report as amended in the Addendum.
2. That the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

### 6. TRIANGLE GARAGE, 2 BISHOP'S ROAD, LONDON SW6 7AB, FULHAM BROADWAY, 2022/03708/FUL

An addendum was circulated prior to the meeting that modified the report.

Roy Asagba-Power provided a presentation on the application. The Agent and Architect spoke in support of the application.

The Committee voted on the officer recommendations for approval as amended by the Addendum as follows:

The Committee voted on the officer recommendations as follows:

Recommendation 1:

<b>FOR</b>	<b>Unanimous</b>
AGAINST:	0
NOT VOTING:	0

Recommendation 2:

<b>FOR:</b>	<b>Unanimous</b>
AGAINST:	0
NOT VOTING:	0

## RESOLVED

1. That that the Director of Planning and Property be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed in the report as amended in the Addendum.

2. That the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed Heads of Terms of the legal agreement or proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

**7. QUENINGTON MANSIONS, ROSTREVOR ROAD, LONDON SW6 5AU, FULHAM TOWN, 2023/02150/FUL**

At the start of the item, the Legal Advisor confirmed the application had been brought back to Committee to inform the committee of a minor discrepancy of 0.7m in the distance between the development and the neighbouring property. The application had originally been considered at 4 June 2024 meeting. Only those Committee members who had been present at 4 June 2024 meeting and had heard the original officer presentation and registered speakers were permitted vote on the application.

Tom Scriven presented the item. There were no speakers.

The Committee voted on the officer recommendations as follows:

Recommendation 1:

<b>FOR</b>	<b>3</b>
AGAINST:	1
NOT VOTING:	0

Recommendation 2:

<b>FOR:</b>	<b>Unanimous</b>
AGAINST:	0
NOT VOTING:	0

**RESOLVED**

1. That the Director of Planning and Property be authorised to grant permission subject to the conditions listed in the original report which was annexed to the current report.
2. That the Director of Planning and Property, after consultation with the Head of Law and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.



## Addendum

Meeting started: 7.00 pm  
Meeting ended: 8.48 pm

Chair .....

Contact officer: Charles Francis  
Committee Co-ordinator  
Governance and Scrutiny  
Tel 07776 672945  
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# Agenda Item 4

**Ward:** Ravenscourt

**Site Address:**

1A Ravenscourt Road London W6 0UH



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**For identification purposes only - do not scale.**

**Reg. No:**  
2022/02116/FUL

**Case Officer:**  
Elliot Brown

**Date Valid:**  
27.07.2022

**Conservation Area:**  
Constraint Name: Ravenscourt And Starch Green  
Conservation Area - Number 8

**Committee Date:**  
17.09.2024

**Applicant:**

c/o agent

1A Ravenscourt Road London W6 0UH

**Description:**

Demolition of the existing single storey office building (Class E), erection of a replacement part one and part two storey single family dwellinghouse (Class C3); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking.

Drg Nos: See Condition 2.

**Application Type:**

Full Detailed Planning Application

**Officer Recommendation:**

- 1) That the Committee resolve, that the Director of Planning and Property be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below.
- 2) That the Committee resolve that the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

**Conditions:**

- 1) The development hereby permitted shall not commence later than the expiration of 3 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 hereby permitted shall be carried out in complete accordance with the following approved drawing numbers, other than where those details are altered pursuant to the conditions of this planning permission:

629/01 (received 10.01.2024); 629/200 REV G (received 06.09.2024); 629/201 REV D (received 06.09.2024); 629/202 REV D (received 07.03.2024); 629/203 REV C (received 07.03.2024); 629/204 REV D (received 07.03.2024); 629/205 REV D (received 07.03.2024); 629/206 REV A (received 10.01.2024);

Daylight and Sunlight Impact Assessment (Ref. 10951-1A Ravenscourt Road-DSIA-2404-17.ar.docx, Issue No.1, received 25.04.2024) prepared by Eight Versa;

Flood Risk Assessment and Drainage Strategy Report (Ref. 3246, REV B, received 15.07.2024) prepared by Heyne Tillet Steel;

Interior Daylight Analysis (Ref. 10951-1A Ravenscourt Road-Interior Daylight-2404-22ar.docx, Issue No.1, received 25.04.2024) prepared by Eight Versa;

Planning Fire Safety Statement for Residential Development at 1A Ravenscourt Road, London, W6 0UH (received 24.04.2024).

To ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans.

- 3) Prior to the commencement of above ground works in the development hereby permitted, details of the following external facing materials (including manufacturer's specifications and photographs of a physical sample) shall be submitted to, and approved in writing by the Council:

- External walls
- Standing seam roof
- Windows and doors (including vehicular gate and doors within the front boundary treatment)
- Window and door coping/lintels
- Splayed panel and mullions
- The extended front boundary treatment.

The development shall be carried out and completed in accordance with the approved details. The development shall be permanently retained in accordance with the approved details. Any works of making good to existing elevations shall be carried out in materials to match the elevation to which the works relate.

To ensure a satisfactory external appearance, in accordance with Policies DC1, DC4 and DC8 of the Local Plan (2018).

- 4) Prior to commencement of the development hereby permitted, an Arboricultural Impact Assessment and a Tree Protection Plan prepared by a suitably qualified Arboriculturalist, shall be submitted to, and approved in writing by, the Council. The Arboricultural Impact Assessment and Tree Protection Plan shall include details of the health, maturity and size of the existing Cherry Tree within the garden of No.1 Ravenscourt Road, as well as the tree protection measures which will be utilised to protect the health and appearance of the Cherry Tree, during demolition and construction works and after the completion of construction works. The works shall thereafter be carried out in accordance with the approved Arboricultural Impact Assessment and Tree Protection Plan and BS3998:2010 Recommendations for Tree Work. The relevant tree protection measures shall be installed prior to the commencement of demolition and construction works and retained for the duration of construction works.

To preserve the health and appearance of the neighbouring Cherry Tree, in accordance with Policies DC8 and OS5 of the Local Plan (2018).

- 5) 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 6) 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 7) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 8) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 9) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 10) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development shall 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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. This condition is 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 11) Prior to commencement of the above ground works in the development hereby permitted, an updated Flood Risk Assessment detailing the full details of the proposed flood mitigation measures and an updated Drainage Strategy detailing the full details of the proposed sustainable drainage measures to achieve the proposed surface water discharge rate, shall be submitted to, and approved in writing by, the Council. The development shall thereafter be implemented and maintained in accordance with the details as approved.

To limit the impact on flood risk and mitigate the susceptibility of the development to flooding, in accordance with Policies CC3 and CC4 of the Local Plan (2018).

- 12) Prior to commencement of the development hereby permitted, details shall be submitted to and approved in writing by the Council, of an enhanced sound insulation value  $D_{nT,w}$  and  $L'_{nT,w}$  of at least 10dB above the Building Regulations value, for the floor/ceiling/wall structures separating the commercial parts of No.236 King Street from the residential dwelling at 1A Ravenscourt Road. If additional mitigation measures are required to contain commercial noise within the commercial premises and to achieve the criteria of BS8233:2014 within the residential dwelling at 1A Ravenscourt Road, then these details shall be submitted to, and approved in writing by, the Council prior to their installation. The approved details shall be implemented prior to occupation of the residential dwelling at 1A Ravenscourt Road and thereafter be permanently retained.

To ensure that the amenity of occupiers of the development site/adjacent dwellings/noise sensitive premises is not adversely affected by noise, in accordance with Policies CC11 and CC13 of the Local Plan (2018).

13) Prior to commencement of the development hereby approved, a Demolition Logistics Plan shall be submitted to, and approved in writing by, the Council. The details shall include:

- The numbers, size and routes of demolition vehicles,
- The parking of vehicles of site operatives and visitors associated with demolition works,
- The demolition working hours,
- Provisions within the site to ensure that all vehicles associated with the demolition works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway,
- The public display of contact details including accessible phone contact to the person(s) responsible for the site works for the duration of the demolition works,
- Details of recycling/disposal of waste resulting from demolition works, and other matters relating to traffic management to be agreed. Approved details shall be implemented throughout the project period.

To ensure that demolition works do not adversely impact on the operation of the public highway, in accordance with Policy T7 of the London Plan (2021) and Policy T7 of the Local Plan (2018).

14) Prior to the commencement of the development hereby permitted, a Construction Logistics Plan shall be submitted to, and approved in writing by, the Council. This shall be in accordance with Transport for London Guidance on Construction Logistics Plans and shall include, but not be limited to:

- The numbers, size and routes of construction vehicles,
- Loading and unloading of construction materials,
- The parking of vehicles of site operatives and visitors associated with construction works,
- The delivery and construction working hours,
- 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,
- The public display of contact details including accessible phone contact to the person(s) responsible for the site works for the duration of the construction works,
- Details of recycling/disposal of waste resulting from construction works, and other matters relating to traffic management to be agreed. Approved details shall be implemented throughout the project period.

To ensure that construction works do not adversely impact on the operation of the public highway, in accordance with Policy T7 of the London Plan (2021) and Policy T7 of the Local Plan (2018).



- 15) Prior to the commencement of the development hereby permitted, a Demolition Management Plan (including a Demolition Method Statement) shall be submitted to, and approved in writing by, the Council. Details shall include control measures for dust, emission, noise, vibration, lighting, delivery 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. Approved details shall be implemented throughout the project period.

To appropriately mitigate the impact of the development during demolition in terms of noise, vibration, dust, lighting or other emissions from the building site, in accordance with Policies CC10, CC11, CC12 and CC13 of the Local Plan (2018).

- 16) Prior to the commencement of the development hereby permitted, a Construction Management Plan shall be submitted to, and approved in writing by, the Council. Details shall include control measures for dust, emission, noise, vibration, lighting, delivery 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. Approved details shall be implemented throughout the project period.

To appropriately mitigate the impact of the development during construction in terms of noise, vibration, dust, lighting or other emissions from the building site, in accordance with Policies CC10, CC11, CC12 and CC13 of the Local Plan (2018).

- 17) Prior to the commencement of above ground works in the development hereby permitted, details of the proposed soft and hard landscaping of all areas external to the residential dwelling shall be submitted to, and approved in writing by, the Council. These details shall include:

- Planting plans (at a scale of 1:50 or 1:100)
- Proposed species, sizes and numbers of the soft landscaping
- Hard surfacing materials (including manufacturer specifications and photographs of material samples)

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 building 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 visual appearance, in accordance with Policies DC1, DC4 and DC8 of the Local Plan (2018).

- 18) Prior to commencement of above ground works in the development hereby approved, a detailed Access Statement shall be submitted to, and approved in writing by, the Council. This should demonstrate how the proposal would comply with the M4 (2) 'accessible and adaptable dwellings' of the Building Regulations. The approved details shall be carried out prior to occupation of the development hereby permitted and permanently retained thereafter.

To ensure that the design principles of inclusive access are achieved, in accordance with Policy D5 of the London Plan (2021).

- 19) Prior to commencement of above ground works in the development hereby permitted, a Ventilation Strategy Report to mitigate the impact of existing poor air quality for the self-contained dwellinghouse (Use Class C3) shall be submitted to, and approved in writing by, the Council. This is applicable to all residential floors where annual mean World Health Organisation (WHO) Air Quality Guideline Values (2021) for Nitrogen Dioxide (NO<sub>2</sub>) - 10ug/m<sup>3</sup>, Particulate (PM<sub>10</sub>) - 15ug/m<sup>3</sup> and Particulate (PM<sub>2.5</sub>) - 5ug/m<sup>3</sup> are exceeded and where current and future predicted pollutant concentrations are within 5% of these limits. The report shall include the following information:

1. Details and locations of the ventilation intake locations at rear roof level or on the rear elevations of each residential floor.
2. Details and locations of restricted opening windows (maximum 200mm for emergency purge ventilation only) for all habitable rooms (Bedrooms, Living Rooms, Study) on all residential floors.
3. Details and locations of ventilation extracts, to demonstrate that they are located a minimum of 2 metres away from the air ventilation intakes on all residential floors, to minimise the potential for the recirculation of extract air through the supply air ventilation intake in accordance with paragraph 8.9 part 'C' of Building Standards, Supporting Guidance, Domestic Ventilation, 2nd Edition, The Scottish Government, 2017.
4. Details of the independently tested mechanical ventilation system with Nitrogen Dioxide (NO<sub>2</sub>) and Particulate Matter (PM<sub>2.5</sub>, PM<sub>10</sub>) filtration with air intakes on the rear elevation to remove airborne pollutants. The filtration system shall have a minimum efficiency of 90% in the removal of Nitrogen Oxides/Dioxides, Particulate Matter (PM<sub>2.5</sub>, PM<sub>10</sub>) in accordance with BS EN ISO 10121-1:2014 and BS EN ISO 16890:2016.

The whole system shall be designed to prevent summer overheating and minimise energy usage. The maintenance and cleaning of the systems shall be undertaken regularly in accordance with manufacturer specifications and shall be the responsibility of the primary owner of the property. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

To ensure future occupants are provided with a satisfactory standard of air quality, in accordance with Policy CC10 of the Local Plan (2018).

- 20) Prior to occupation of the development hereby permitted, details of a post installation compliance report (including photographic confirmation) of the approved ventilation strategy as required by condition 19 to mitigate the impact of existing poor air quality shall be submitted to and approved in writing by the Local Planning Authority. The report shall be produced by an accredited Chartered Building Surveyor (MRICS). Approved details shall be fully implemented prior to the occupation of the development and thereafter permanently retained and maintained.

To ensure future occupants are provided with a satisfactory standard of air quality, in accordance with Policy CC10 of the Local Plan (2018).

- 21) Prior to occupation of the development hereby permitted, details (including manufacturer specification, photographic confirmation and installation/commissioning reports) of the Zero Emission MCS certified Air Source Heat Pump(s) or electric boiler(s) to be provided for space heating and hot water for the self-contained dwellinghouse (Class C3) shall be submitted to, and approved in writing by, the Council. Approved details shall be fully implemented prior to the occupation of the development and shall thereafter be permanently retained and maintained.

To ensure future occupants are provided with a satisfactory standard of air quality, in accordance with Policy CC10 of the Local Plan (2018).

- 22) Prior to occupation of the development hereby permitted, details (including manufacturer specification, photographic confirmation and installation/commissioning certificates) of an electric induction stove in the kitchen of the self-contained dwellinghouse (Class C3) shall be submitted to, and approved in writing by, the Council. Approved details shall be fully implemented prior to the occupation of the development and shall thereafter be permanently retained and maintained.

To ensure future occupants are provided with a satisfactory standard of air quality, in accordance with Policy CC10 of the Local Plan (2018).

- 23) The proposed bicycle and refuse/recycling storage hereby approved shall be installed in accordance with the approved drawing Nos. 629/200 REV G (received 06.09.2024) and 629/202 REV D (received 07.03.2024); prior to occupation of the residential dwelling, and shall thereafter be permanently retained for the life-time of the development.

To ensure a sufficient provision of bicycle, refuse and recycling storage, in accordance with Policy T5 of the London Plan (2021) and Policy CC7 of the Local Plan (2018).

- 24) No part of any roof of the part one, part two-storey residential dwelling hereby approved shall be used as a roof terrace or other form of open amenity space. No alterations shall be carried out; nor planters or other chattels placed on the roofs. No railings or other means of enclosure shall be erected on the roofs, and no alterations shall be carried out to the property to form access onto the roofs.

The use of the roofs as a terrace would increase the likelihood of harm to the existing residential amenities of the occupiers of neighbouring properties as a result of overlooking, noise and disturbance, contrary to Policies HO11 and CC11 of the Local Plan (2018).

- 25) Prior to the occupation of the development hereby permitted, the windows at first-floor level in the north and south elevations [drawing Nos. 629/201 REV D (received 06.09.2024) and 629/204 REV D (received 07.03.2024)] shall be fitted with obscure glass to a minimum level of obscurity equivalent to Pilkington Texture Glass Level 3, and shall be non-opening and fixed shut up to a height of 1.7m above the finished floor level. The windows shall thereafter be permanently retained as approved.

To protect the amenities of adjoining occupiers in terms of privacy and overlooking in accordance with Policy HO11 of the Local Plan (2018).

- 26) No external air-conditioning units, ventilation fans, extraction equipment, flues or other plant equipment and associated external pipework or ducting shall be fitted to the exterior of the building/front elevation/rear elevation unless otherwise shown on the approved drawings.

To ensure a satisfactory external appearance and to prevent harm to the amenities of the occupiers of neighbouring residential properties, in accordance with Policies DC1, DC2, DC8 and HO11 of the Local Plan (2018).

- 27) The residential unit hereby approved shall only be used as a single dwellinghouse falling within use Class C3. The residential unit shall not be used as housing in multiple occupation falling within Class C4 of the of the Town & Country Planning (Use Classes) Order 1987 (as amended).

The use of the property as a house in multiple occupation rather than as a single residential unit would raise materially different planning considerations that the Council would wish to consider under a full planning application, in accordance with Policies DC1, HO1, HO2, HO4, HO5, HO8 and HO11 of the Local Plan (2018).

- 28) Notwithstanding the drawings hereby approved, detailed drawings (at a scale of 1:20) and a manufacturer specification of the proposed solar PVs to the roof of the building shall be submitted to, and approved in writing by, the Council prior to their installation.

In order to ensure a satisfactory external appearance, in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

## **Justification for Approving the Application:**

- 1) 1. Land Use: The proposal would provide an alternative land use (residential) which would give a demonstrably greater benefit in comparison to the existing derelict single-storey office building. This would contribute a high-quality, family sized unit towards the Borough's housing targets, with the proposed land use in keeping with the residential character of the southern section of Ravenscourt Road. The proposal is considered to be in accordance with Paragraph 60 of the NPPF (2023), Policy H1 of the London Plan (2021) and Policies E1, E2 and HO1 of the Local Plan (2018).
2. Design and Heritage: The development is considered to comply with Local Plan (2018) Policies DC1 and DC2 which require a high standard of design in all new build developments, compatible with the scale and character of existing development and its setting, and London Plan (2021) Policies D3 and D4 which seek a high quality in design and architecture, requiring new developments to have regard to the pattern and grain of existing development. Proposals would also enhance the character and appearance of the Ravenscourt and Starch Green Conservation Area, and the setting of nearby locally listed, (buildings of merit), in accordance with Section 72 of the Planning (Listed Buildings and Conservation areas) Act 1990 and Policy DC8 of the Local Plan (2018).
3. Residential Amenity: The impact of the proposed residential development upon adjoining occupiers in terms of light, outlook, privacy and noise disturbance is considered to be acceptable. In this regard, the development would respect the principles of good neighbourliness, and would therefore be acceptable in accordance with Policies HO11, DC2 and DC4 of the Local Plan (2018).
4. Accessibility and Safety: Subject to appropriate conditions, the development would provide a safe and secure environment for future occupants and/or visitors, and would provide ease of access for all people, including disabled people, in accordance with Policies DC1, DC2, HO6 and HO11 of the Local Plan (2018) and Policy D5 of the London Plan (2021).
5. Highways matters: It is considered 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. Satisfactory provision would be made for refuse, recycling and cycle parking and subject to conditions relating to demolition and construction logistic and management plans, the development would accord with Local Plan (2018) Policies T1, T3, T4, T5, T7 and CC7 and London Plan (2021) Policies T4, T5, T6 and T7.
6. Environment: The impact of the development with regards to land contamination, flood risk and air quality are considered to be acceptable subject to the recommended conditions, in accordance with Local Plan (2018) Policies CC9, CC10, CC3 and CC4.

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**LOCAL GOVERNMENT ACT 2000  
LIST OF BACKGROUND PAPERS**

**All Background Papers held by Andrew Marshall (Ext: 4841):**

Application form received: 26th July 2022  
Drawing Nos: see above

**Policy documents:** National Planning Policy Framework (NPPF) 2023  
The London Plan 2021  
LBHF - Local Plan 2018  
LBHF – Planning Guidance Supplementary Planning Document  
2018

**Consultation Comments:**

<b>Comments from:</b>	<b>Dated:</b>
Historic England London Region	02.08.22
Crime Prevention Design Advisor - Hammersmith	10.08.22

**Neighbour Comments:**

<b>Letters from:</b>	<b>Dated:</b>
Councillor For Ravenscourt Ward	
London Borough Of Hammersmith & Fulham	01.08.22
232A King Street Hammersmith London W6 0RF	25.08.22
8 Ravenscourt Road London W6 0UG	11.09.22
3 Ravenscourt Road London W6 0UH	30.08.22
3 Ravenscourt Road London W6 0UH	30.08.22
54 Nasmyth Street London W6 0HB	31.08.22
54 Nasmyth Street London W6 0HB	31.08.22
45 Victoria Road Sheffield S10 2DJ	04.09.22
45 Victoria Road Sheffield S10 2DJ	26.08.22
2 Ravenscourt Place London W6 0UN	26.08.22
10 Ravenscourt Road London W6 0UG	30.08.22
12 Ravenscourt Road Ravenscourt Road London W6 0UG	05.09.22
Hill House, 27A Guildown Road Guildford GU2 4EU	18.09.22
232A King Street Hammersmith London W6 0RF	25.08.22
4 Ravenscourt Road London W6 0UG	31.08.22
4 Ravenscourt Road London W6 0UG	25.08.22
1 Ravenscourt Road London W6 0UH	26.08.22
4 Ravenscourt Road Hammersmith London W6 0UG W6 0UG	31.08.22
4 Ravenscourt Road Hammersmith London W6 0UG W6 0UG	25.08.22

## COMMITTEE REPORT

### 1.0 SITE DESCRIPTION

- 1.1 The application site is located on the western side of Ravenscourt Road, close to the junction with King Street. To the south, the site is bounded by Nos. 232-236 King Street; to the west by the Polish Cultural Centre, and to the north by No. 1 Ravenscourt Road, which is a two-storey residential dwelling. There is a terrace of two-storey dwellings opposite the site on the eastern side of Ravenscourt Road. There is an existing L-shaped single storey building on the site, the lawful use of which is as an office.
- 1.2 The site is located within the Ravenscourt and Starch Green Conservation Area. The boundary of the Hammersmith Town Hall Conservation Area lies to the South. Nos. 1, 3 and 5 Ravenscourt Road and No. 236 King Street are locally listed Buildings of Merit. The site also lies within the Ravenscourt Leper Hospital Archaeological Priority Area.
- 1.3 The site is within the Environment Agency's Flood Risk Zones 2 and 3. Flooding from surface water and sewer flooding are known issues in the area.
- 1.4 The area is well-served by public transport, and the site has a PTAL of 4 according to Transport for London's methodology, indicating good access to public transport. The site is two minutes' walk from Ravenscourt Park underground station as well as the closest bus stop outside the Polish Centre on King Street.

### 2.0 PLANNING HISTORY

- 2.1 There are a number of planning records related to the application site. Officers consider that the following planning history is most relevant to the current application:

2014/02689/CLE - Use of the ground floor and yard as Class B1 Offices with ancillary yard. Approved.

2018/03313/FUL - Demolition of the existing single storey office building and erection of a replacement 3 storey office building (Class B1); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking. Refused, on grounds of:

- 1) Impact on residential amenity in terms of overbearing and sense of enclosure; 2) Impact on residential amenity in terms of daylight and sunlight; 3) Fails to provide a high standard of design, particularly with regard to ventilation and plant; 4) Failure to provide high standard relating to accessibility; and 5) Inadequate consideration of highway matters.

The application ref. 2018/03313/FUL was the subject of an appeal that was subsequently dismissed by the Planning Inspectorate. A brief summary of the Inspector's reasons for dismissing the appeal are as follows:

- The development would have an unacceptable impact on the living conditions of the occupiers of neighbouring properties, in terms of being overbearing and creating a sense of enclosure. The overshadowing and reduced light to No. 1 Ravenscourt Road was also found to be unacceptable.
- It is not obvious that a parking space could be accommodated with the necessary additional space to allow appropriate access for either a disabled driver or passenger and also allow inhibited access to the building.

2019/03084/FUL - Demolition of the existing single storey office building, erection of a replacement part 1 and part two storey office building (Class B1); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking. This was the subject of an appeal against non-determination. This was subsequently dismissed by the Planning Inspectorate. A brief summary of the Inspector's reasons for dismissing the appeal are as follows:

- The proximity, height, scale and massing of the proposed building would lead to it appearing visually intrusive and dominant when viewed from well-used rooms and the garden of No.1 Ravenscourt Road.
- Discrepancies in the light report remain, similar to those identified by the previous Inspector. Light to No.1 Ravenscourt Road would be reduced so as to cause harm to the living conditions of that property.
- The proposed roof terrace at the front of the building would provide overlooking towards no. 232-236 King Street and would cause harm in this regard.
- There would be dominance of the outlook and increased sense of enclosure for Nos. 232-236 King Street.
- It is not possible to be certain that a disabled parking bay could be accommodated within the front courtyard which is a relatively constrained area.

2020/01667/FUL - Demolition of the existing single storey office building, erection of a replacement part 1 and part two storey office building (Class B1); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking. Refused, on the following grounds:

- (i) The proposed development is considered to be unacceptable in the interests of residential amenity. More particularly, due to its height, mass and proximity to the surrounding residential dwellings the proposed development would result in an overbearing, dominating and visually incongruous development that would cause an undue loss of outlook and an increased sense of enclosure for the neighbouring residential occupiers. Accordingly the proposal would constitute an inappropriate and unneighbourly form of development and in these respects is contrary to Policies DC1, DC2 and HO11 of the Local Plan (2018), Key Principles HS6 and HS7 of the Planning Guidance Supplementary Planning Document (2018), and Policy D4 of the London Plan (2021).



- (ii) The proposed development is considered to be unacceptable in the interests of residential amenity. More particularly, the development is considered to be an overdevelopment of the site that would result in a loss of sunlight to neighbouring amenity spaces. In these regards the proposal would be harmful to the amenities of surrounding residential occupiers contrary to Policies HO11, DC1 and DC2 of the Local Plan (2018) and Policy D4 of the London Plan (2021).
- (iii) The proposed development fails to provide a high standard of design. More particularly, the proposed development is out of keeping with the prevailing character and appearance of the area, and is at odds with the established pattern of development in the streetscene. As such it is considered that the proposed development would have a detrimental impact on the character and appearance of the subject terrace which comprise locally listed Buildings of Merit as well as harming the Ravenscourt and Starch Green Conservation Area in which it would be situated. In these regards the proposal is considered to be contrary to Policies DC1, DC2 and DC8 of the Local Plan (2018) and Key Principles CAG2, and CAG3, of the Planning Guidance Supplementary Planning Guidance (2018).

The application ref. 2020/01667/FUL was the subject of an appeal that was subsequently dismissed by the Planning Inspectorate. A brief summary of the Inspector's reasons for dismissing the appeal are as follows:

- The proposal would result in unacceptable harm to the living conditions of the neighbouring occupants of No.1 Ravenscourt Road, with regard to outlook and overbearing impact on 1 Ravenscourt Gardens.

2022/01497/FUL - Demolition of the existing single storey office building, erection of a replacement part 1 and part two storey office building (Class E); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking. This was the subject of an appeal against non-determination, which was subsequently allowed by the Planning Inspectorate in August 2023. This permission is extant, and a material consideration.

2024/00039/FUL - Demolition of the existing single storey office building (Class E), erection of a replacement part one and part two storey single family dwellinghouse (Class C3); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking. An appeal against the non-determination of this application has been submitted. It is identical to the proposal within the subject application ref. 2022/02116/FUL.

### 3.0 PROPOSAL

3.1 The current planning application seeks planning consent for the demolition of the existing single-storey office building (Class E) and the erection of a replacement part one, part two-storey single family dwellinghouse (Class C3); alterations to the front boundary treatment and installation of new gates to the front boundary wall; associated car and cycle parking.

3.2 Officers highlight that the current proposal would match the height, and would feature a reduced footprint of 198sqm, in comparison to the height and footprint of the replacement office building (211sqm) subject to application ref. 2022/01497/FUL, which was allowed on appeal in August 2023.

#### 4.0 CONSULTATIONS

4.1 The application was publicised by means of a press and site notice as well as individual letters sent to neighbouring occupants (47 letters sent). In response to the consultation twenty-one objections (from twelve different properties) were received. These can be summarised as follows:

- Concerns regarding the proposal's impact upon neighbouring amenity (including loss of outlook, light, privacy and an increased sense of enclosure);
- Concerns regarding the design, scale and massing of the proposed residential dwelling, which may be detrimental to the character and appearance of the Conservation Area and the surrounding streetscene;
- Concerns regarding the proposal resulting in an over-development of the application site;
- Concern regarding whether the proposal has failed to address points previously raised via appeals and planning committee;
- Concerns that the proposal would set a precedent for future applications;
- Concerns regarding the proposal's impacts upon highways and parking;
- There are no provisions for the inclusion of solar panels/green energy generation.

4.2 Officer response: The material planning considerations will be assessed within this report.

External consultee responses:

4.3 Historic England - Comments confirm that Historic England are satisfied for the Council to determine the application.

4.4 Metropolitan Police (Design out Crime) - No objection, however, this consultee has requested that a letter recommending the inclusion of Secure by Design measures is sent to the applicant.

#### 5.0 POLICY FRAMEWORK

5.1 The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.

5.2 Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).

5.3 In this instance the statutory development plan comprises the London Plan (2021) and the Local Plan (2018). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.

#### National Planning Policy Framework (December 2023)

5.4 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was revised in 2023 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG) sets out national planning policies and how these are expected to be applied.

5.5 The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.

#### London Plan

5.6 The London Plan was published in March 2021. It sets out the overall strategic plan for London and a fully integrated economic, environmental, transport and social framework for the development of the Capital over the next 20-25 years. It forms part of the development plan for Hammersmith and Fulham.

#### Local Plan

5.7 The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications. It provides supplementary detail to the policies and is organised around key principles.

## 6.0 PLANNING CONSIDERATIONS

6.1 The current application seeks to demolish the existing single-storey vacant and dilapidated office building and construct a replacement part one, part two-storey residential dwelling. Officers consider that the proposal would raise the following material planning considerations:

- The loss of the existing employment use, housing supply and land use;
- Accessibility/inclusive access;
- Quality of the proposed residential accommodation;
- Design and impact upon the character, appearance and significance of the subject building and the surrounding area (including designated heritage assets);
- Impact upon neighbouring amenity;
- Highways/parking and refuse/recycling;
- Flood risk;
- Land contamination;
- Air quality;
- Fire safety;
- Sustainability and climate change adaptation;
- Biodiversity Net Gain;
- Trees.

### THE LOSS OF THE EXISTING EMPLOYMENT USE, HOUSING SUPPLY AND LAND USE

+ The loss of the existing employment use

6.2 Policy E1 of the Local Plan (2018) outlines that the council will support the retention, enhancement and intensification of existing employment uses. Meanwhile, Policy E2 of the Local Plan (2018) outlines that permission will be granted for a change of use where:

- 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 evidenced that the property is no longer required for employment purposes.

- 6.3 Officers consider that the proposed loss of employment space would be justifiable, having regard to Policy E2 (2). The applicant has confirmed in writing that when they acquired the building in August 2017, it was vacant and dilapidated at the time of purchase. As demonstrated by the officer site visit (February 2024), the application site is currently vacant, and the existing single-storey office building is in a dilapidated condition. Consequently, the site hasn't meaningfully contributed towards the provision of employment space for a considerable period of time, and by reason of its dilapidated condition, officers consider that the subject premises would not be suitable for employment use in its current form.
- 6.4 Officers highlight that the southern section of Ravenscourt Road, in which the application site is located, is predominantly residential in character. Furthermore, this section of Ravenscourt Road is not situated within a designated centre or a small non-designated cluster or parade, thus a continued employment use is not in keeping with the immediate locality of the application site. Officers therefore consider that a residential use would be preferable in this location. The proposal would result in the net-gain of one (1) high-quality, family sized, residential unit, which would make a meaningful contribution to meeting the Borough's London Plan (2021) housing target of 1,609 units per annum. Officers consider this to be a demonstrably greater benefit than the existing derelict use.
- 6.5 Officers recognise that planning permission for the demolition of the existing single-storey office building and the erection of a part one, part two-storey office building was granted planning permission at appeal by the Planning Inspectorate (dated August 2023). Therefore, it must be acknowledged that the application site could be capable of providing employment space if that consent were implemented. Nevertheless, for the reasons outlined above, officers consider that a residential use would be more appropriate in this location. Furthermore, whilst planning permission has been granted by the Planning Inspectorate for an office building, the applicant would be under no obligation to implement this consent if they did not wish to do so.
- 6.6 Indeed, the applicant has outlined in writing that the original intention was for the applicant to occupy the premise as their own office space, but in light of the site history the applicant acquired a building elsewhere for their own office space. Accordingly, the applicant no longer requires the use of the premises as office space and no marketing of the premise has been undertaken.
- 6.7 Overall, officers would raise no objection to the loss of employment space, with the alternative residential land use proposed considered to provide a demonstrably greater benefit than the existing dilapidated premises, by making a meaningful contribution towards the Borough's housing targets in the form of a high-quality, family sized residential dwelling. In this respect, officers raise no objection with regard to Policies E1 and E2 of the Local Plan (2018).

#### + Housing supply

- 6.8 The provision of housing is a significant issue, with paragraph 60 of the National Planning Policy Framework (NPPF, 2023) outlining that local planning authorities should seek to significantly boost the supply of housing. This need for housing is recognised within Policy H1 of the London Plan (2021), with Table 4.1 of this Policy outlining that a minimum of 1,609 new residential dwellings should be provided per year within the Borough of Hammersmith and Fulham up to 2029. Policy HO1 of the Local Plan (2018) specifies that H&F will seek to provide at least 1,031 new residential dwellings up to 2035.
- 6.9 The proposal would result in the net-gain of one (1) residential unit, which would be consistent with Policy H1 of the London Plan (2021) and Policy HO1 of the Local Plan (2018).

#### + Land use

- 6.10 As set out within the Ravenscourt and Starch Green Conservation Area Character Profile (CACP), there is a mix of uses within this Conservation Area, including the recreational use of the park, the primarily residential built fabric surrounding the park and commercial uses along Goldhawk Road and King Street. The application site is situated within the southern end of Ravenscourt Road, which is predominantly residential in nature. In this context, the proposed residential land use would be considered compatible with the predominant character of the southern end of Ravenscourt Road and would not harmfully detract from the mix of uses identified within the Conservation Area.

### ACCESSIBILITY/INCLUSIVE ACCESS

- 6.11 Policy D5 of the London Plan (2021) specifies that development proposals should achieve the highest standards of accessible and inclusive design. Notable points of consideration are ensuring that proposals provide independent access without additional undue effort, separation or special treatment, and that the building in question can be entered, used and exited safely, easily and with dignity for all.
- 6.12 In respect of providing an accessible and inclusive environment for all people, the relevant standards for buildings are British Standard BS 8300:2018. The ground floor of the proposed residential dwelling would be accessible by way of a door (1000mm wide) straight from the street, and this would enter into a hallway with a width of 1400mm. Furthermore, the internal layout of the ground-floor would incorporate an open-plan kitchen, living and dining area, as well as ground-floor W/Cs. As such, officers consider that the fundamental elements of inclusive access can be achieved. The applicant has also agreed in writing to the imposition of a condition requiring the submission of a detailed access statement (prior to the commencement of above ground works), to demonstrate how the proposal would comply with M4 (2) 'accessible and adaptable dwellings' of the Building Regulations.

- 6.13 There is an existing front courtyard area contained within the application site, with an existing dropped kerb providing access to the courtyard. The proposal seeks to utilise this existing arrangement to facilitate one on-site parking space within the front courtyard area. The space would be 2.4m wide and 4.8m long with a buffer zone of 1m to the side and 5.7m to the rear of the parking space.
- 6.14 Officers acknowledge that the proposal does not specify that the off-street parking space would be a blue badge parking space. Nevertheless, officers note that the space could be utilised by blue badge holders as either occupants or visitors to the application site, if that were required. Furthermore, it is also noted that there is no policy requirement for a development of this size to provide on-site disabled parking. It would be equally acceptable for Blue Badge holders to utilise the existing on-street parking bays in front of the site if necessary. Indeed, this would be a viable alternative if someone did not wish to use the on-site space.
- 6.15 In addition, dedicated space for cycle and refuse storage are shown on the proposed ground-floor plan. These would be within the application site but accessed from Ravenscourt Road, via a proposed new opening in the existing boundary treatment. The proposed cycle and refuse storage arrangement ensures that occupants and visitors would have unimpeded access to the main entrance of the proposed residential building.
- 6.16 Overall, officers raise no objection with regard to accessibility/inclusive access, in accordance with Policy D5 of the London Plan (2021).

#### QUALITY OF THE PROPOSED RESIDENTIAL ACCOMMODATION

##### + Unit size and individual room size

- 6.17 The proposal would result in the creation of new residential floorspace. Accordingly, Policy D6 of the London Plan (2021) would be an applicable consideration, with regard to the unit size and individual room size of the proposed residential unit.
- 6.18 The proposal seeks to construct a two-storey, 3-bed, 6-person residential dwelling of 198sqm. In terms of unit size, Policy D6 of the London Plan (2021) specifies that a 3-bed, 6-person residential dwelling over two storeys should achieve a minimum gross internal floor area of 102sqm. The proposal therefore exceeds the minimum floorspace standards, consistent with Policy D6 of the London Plan (2021).
- 6.19 With regard to individual room sizes, Policy D6 of the London Plan (2021) sets out the following requirements:
- A dwelling with two or more bedspaces must have at least one double (or twin) bedroom that is at least 2.75m wide. Every other additional double (or twin) bedroom must be at least 2.55m wide
  - A two bedspace double (or twin) bedroom must have a floor area of at least 11.5sqm
  - 2.5sqm of built-in storage space would be required for a 3-bed, 6-person residential dwelling.

6.20 As per the proposed ground-floor plan and first-floor plan (drawing Nos.629/200 REV G and 629/201 REV D):

- Bedroom 1 would have a floorspace of 24.4sqm (not including the en-suite) and a width exceeding 2.75m
- Bedroom 2 would have a floorspace of 11.5sqm (not including the en-suite) and a width exceeding 2.75m
- Bedroom 3 would have a floorspace of 11.5sqm (not including the en-suite) and a width exceeding 2.75m
- A dedicated built-in storage area of 3.2sqm is depicted at ground-level.

6.21 Accordingly, officers are satisfied that the individual room sizes of the proposed residential dwelling would meet the requirements of Policy D6 of the London Plan (2021).

+ Ceiling height

6.22 Policy D6 of the London Plan (2021) specifies that the minimum finished floor to ceiling height for residential units should be 2.5m for at least 75% of the unit's gross internal area (GIA). Measurements taken from the proposed sections AA, BB and CC drawings demonstrate that the proposed residential dwelling would be provided with a finished floor to ceiling height of 2.5m for at least 75% of the unit's GIA. This would be consistent with Policy D6 of the London Plan (2021).

+ Noise

6.23 Policy CC11 of the Local Plan (2018) specifies that noise sensitive development (including housing) will not normally be permitted where the occupants/users would be affected adversely by noise, both internally and externally, from existing or proposed noise generating development. Policy CC13 of the Local Plan (2018) specifies that the Council will, where appropriate, require mitigation measures to prevent potential nuisances (for example noise) from causing harm.

6.24 Paragraph 10.8 of the Planning Guidance SPD (2018) specifies that poor design and layout of rooms often lead to neighbour noise complaints, and accordingly Key Principle NN3 of the Planning Guidance SPD (2018) expects all parts of adjoining dwellings to enhance the sound insulation, including where the adjoining room is of a similar use.



6.25 Officers note that the built form of No. 236 King Street extends all the way to the southern boundary of the application site, and therefore the built form of No.236 King Street would meet the flank wall of the proposed residential building. No.236 King Street accommodates a restaurant (Class E) at ground-level, with residential accommodation at upper floor levels. Due to the commercial usage meeting the flank wall of the proposed residential building, officers consider that enhanced sound insulation of at least 10dB above Building Regulation values would be required to prevent future occupants of the proposed residential dwelling from being exposed to harmful levels of noise and disturbance. The applicant has agreed in writing to the imposition of this condition. Accordingly, officers are satisfied that the proposal would mitigate against future occupants being exposed to harmful levels of noise and disturbance, consistent with Policies CC11 and CC13 of the Local Plan (2018) and Key Principle NN3 of the Planning Guidance SPD (2018).

#### + Outlook and light

6.26 Policy HO4 of the Local Plan (2018) outlines that the council will expect all housing development to be well designed internally and externally. Policy HO11 of the Local Plan (2018) outlines that the council will ensure that the design and quality of all new housing, including new build, conversions and change of use, is of a high standard. Officers consider that outlook and light will be important considerations with regard to the quality of the proposed residential accommodation.

6.27 Officers highlight that the ground-floor of the proposed residential dwelling would be triple aspect, with north, east and south facing windows and internal arrangements which ensure all ground-floor habitable rooms have sufficient access to outlook and light. At first-floor level, Bedroom 1 would be dual aspect, with north and east facing windows. Officers acknowledge that Bedrooms 2 and 3 would not be directly served by a window and would instead be served by rooflights.

6.28 An interior Daylight Analysis (Issue 1, dated 25.04.2024) prepared by Eight Versa Ltd has been submitted as part of this application. This has assessed the level of internal light received to habitable rooms within the proposed residential dwelling against the relevant criteria set out within the latest BRE guidance 'Site Layout Planning for Daylight and Sunlight: A Guide to Good Practice' (3rd edition, 2022). This report demonstrates that the provision of light to the habitable rooms of the proposed residential dwelling would comply with the BRE 2022 guidance. Accordingly, officers consider that future occupants would be provided with satisfactory levels of light and no objection would be raised.

#### + Amenity space

6.29 Policy D6 of the London Plan (2021) outlines that where there are no higher local standards in the borough Development Plan Documents, a minimum of 5sqm of private outdoor space should be provided for 1-2 person dwellings, and an extra 1sqm should be provided for each additional occupant.

- 6.30 The proposal would provide future occupants with two separate private amenity spaces, one to the north of the proposed building and one to the south of the proposed building. These would have a size of 20sqm and 41sqm, respectively, resulting in a total provision of 61sqm of private amenity space. Officers are satisfied that this would exceed the requirements of Policy D6 of the London Plan (2021) and no objections would therefore be raised.
- 6.31 Overall, officers are satisfied that the proposal would ensure a high standard of residential accommodation for future occupants, with regard to unit and individual room size, finished floor to ceiling height, the provision of outlook and light to habitable rooms and amenity space. Resultantly, Resultantly, no objection is raised with regard to Policy D6 of the London Plan (2021), Policies C11, CC13, HO4 and HO11 of the Local Plan (2018) and Key Principles HS1 and NN3 of the Planning Guidance SPD (2018).

## DESIGN AND HERITAGE

- 6.32 The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the principal statutory duties which must be considered in the determination of any application affecting listed buildings or conservation areas. It is key to the assessment of these applications that the decision-making process is based on the understanding of specific duties in relation to listed buildings and conservation areas required by the relevant legislation, particularly the s.72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in the NPPF. s72 of the above Act states in relation to Conservation Areas that: 'In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'
- 6.33 Paragraphs 135 and 139 of the National Planning Policy Framework (NPPF, 2023) specify that development should be visually attractive as a result of good architecture and be sympathetic to local character and history and permission should be refused for development of poor design. Paragraph 205 of the NPPF (2023) specifies that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to a heritage asset's conservation, irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.
- 6.34 Policy HC1 of the London Plan (2021) notes that development affecting heritage assets and their setting should conserve their significance, by being sympathetic to the asset's significance and appreciation within their surroundings.

- 6.35 Local Plan policy DC1 requires all development within the borough to create a high-quality urban environment that respects and enhances its townscape context and heritage assets. Local Plan policy DC8 states that the council will conserve the significance of the Borough's historic environment by protecting, restoring, or enhancing its heritage assets, including the borough's conservation areas. Officers have carried out an assessment of the impact of the proposal on visual amenity and of the potential impact on the character and appearance of the Ravenscourt and Starch Green Conservation Area and the potential impact on the setting of the adjacent local listed, building of merit 1-5 Ravenscourt Road.
- 6.36 It appears that the site was left undeveloped during the development of the surrounding land in Victorian times. The existing single storey buildings are of no architectural or historic interest and appear to be relatively modern. The site also has a walled frontage to Ravenscourt Road which means that the buildings make a negligible contribution to the street scene. From a design perspective, redevelopment of the site presents a significant opportunity to enhance the character and appearance of the Ravenscourt and Starch Green Conservation Area, and there are no objections to the demolition of the existing buildings provided the proposed replacement is of a high standard of design, does not have a harmful effect on neighbouring properties, and is in accordance with all other relevant planning policies.
- 6.37 The proposed development would be part-one, part-two storeys with a standing seam metal roof protruding above the first-floor parapet. The two-storey element would be positioned centrally within the site, with single storey wings to the north and south with flat roofs. In terms of material finishes, the building is proposed to be completed in stock brickwork, with hit-and-miss feature brickwork at first-floor level. The fenestration would be metal framed, with the main windows addressing the street, with two (fixed obscure glazed) windows to the north and south elevations (one window per respective elevation).
- 6.38 A front courtyard behind the vehicle gate (which is existing but would be replaced) would also provide one vehicle parking space. Two new openings are proposed to the existing boundary treatment fronting Ravenscourt Road, which would provide for the main entrance to the proposed dwelling and for the entrance to the dedicated refuse, recycling and cycle storage. An area to the south, adjacent to the boundary with Nos. 232, 234 and 236 King Street, and an area to the north, adjacent to the boundary with No.1 Ravenscourt Road, would be external amenity space.
- 6.39 Officers acknowledge that one of the refusal reasons of the previous planning application ref. 2020/01667/FUL related to design grounds. Notably, the proposal was considered out of keeping with the prevailing character and appearance of the area, to the detriment of the character and appearance of the subject terrace (comprising locally listed Buildings of Merit) and the Ravenscourt and Starch Green Conservation Area. The refusal of planning application Ref. 2020/01667/FUL was subject to an appeal (Ref. APP/H5390/W/21/3280587), and officers acknowledge that the Planning Inspector's appeal decision (dated March 2022) raised no objection to the proposal on design grounds or impact upon heritage assets.

- 6.40 Notably, Paragraph 18 of the appeal decision dated March 2022 specified that the current built form allows for views 'into the innards of the jumble of rear and side elevations of buildings fronting King Street, including the looming unprepossessing presence of the Polish cultural centre. Therefore, the appeal site presently detracts from the character and appearance of the Conservation Area and the setting of the local buildings of merit'.
- 6.41 With regard to the scale, massing and the contemporary design of the building proposed under application ref. 2020/01667/FUL, although the appeal was dismissed, Paragraph 19 of the appeal decision specifies that the scale and massing of the building would be 'restrained', with the upper-floor component separated by some distance from buildings to the north and south and kept lower than No.1. As such, solely from a design and heritage perspective, no objection to the scale and massing of the proposal was raised by the Planning Inspectorate.
- 6.42 Likewise, although the appeal was dismissed, with regard to the contemporary design of the building proposed in application ref. 2020/01667/FUL, the Planning Inspectorate specified in Paragraph 19 that 'although the building type would be distinct from nearby traditional housing, this would not appear out of keeping with the varied context'. The appeal decision outlined in further detail that the proposed contemporary design of the building would 'strike an appropriate balance between adding interest in this transitional space whilst remaining respectful to the historic street pattern and nearby traditional buildings' and would therefore help to enhance the character and appearance of the Conservation Area and settings of the locally listed buildings.
- 6.43 Officers note that the planning application ref. 2022/01497/FUL was also subject to a non-determination appeal, and the scale, massing and contemporary design of the building matched what was dismissed on appeal in March 2022 (with the exception of a single storey side element on the North side). The planning application ref. 2022/01497/FUL was allowed on appeal, dated August 2023.
- 6.44 In summary, the scale, massing and contemporary design of the proposed part one, part two-storey residential building depicted within the application ref. 2022/02116/FUL would match that which was allowed in the recent appeal decision dated August 2023, which was in line with the Inspectors comments for the dismissed appeal in March 2022. Officers have given significant weight to the Planning Inspectorate appeal decisions and subsequently raise no objection to the proposal on design and heritage grounds. Proposals are considered to provide an enhancement to the character and appearance of the Ravenscourt and Starch Green conservation area, and adjacent local listed, (buildings of merit). As such it is appropriate to grant planning permission having regard to, and applying the statutory provisions in Section 72 of the Planning (Listed Buildings and Conservation areas) Act 1990. Furthermore, officers consider that the proposal would be consistent with Sections 12 and 16 of the NPPF (2023), Policy HC1 of the London Plan (2021) and Policies DC1, DC2 and DC8 of the Local Plan (2018), ensuring an acceptable visual appearance which would preserve and enhance the character and appearance of the surrounding area (including the setting of those locally listed Buildings of Merit within the vicinity of the application site).

## IMPACT UPON NEIGHBOURING AMENITY

6.45 Policies DC2, HO4 and HO11 of the Local Plan (2018) specify that any proposal should ensure an acceptable impact upon the amenity of neighbouring residential occupants, especially with regard to outlook, privacy, daylight/sunlight and a sense of enclosure. Key Principles HS6 and HS7 of the Planning Guidance Supplementary Planning Document (SPD, 2018) also provide further guidance with regard to mitigating against detrimental harm to neighbouring amenity.

6.46 The northern and southern flank boundaries of the application site adjoin No. 1 Ravenscourt Road and Nos. 232, 234 and 236 King Street, respectively. Meanwhile, Nos. 238 - 246 King Street (the Polish Cultural Centre) is situated to the rear of the application site.

+ No.1 Ravenscourt Road

6.47 Officers highlight that the Planning Inspector's appeal decision (dated August 2023) raised no objection to the proposal with regard to neighbouring amenity. Notably, Paragraph 12 of this appeal decision stated 'The proposed building would be part single storey and part two storey. The single storey element would not cause harm to No 1 [Ravenscourt Road] because it's siting, and height would be similar to the existing building. The two-storey element would be positioned centrally within the site' [...] 'The development would be visible from No.1's windows and garden but there would be a reasonable gap between the two-storey element and No.1. The proposed roof design results in the height of the two-storey element not being excessive and much lower than other buildings in the locality'.

6.48 Furthermore, Paragraph 13 of the appeal decision (dated August 2023) specified that 'Considering the height, massing, siting of the existing building and proposed building, context of the surrounding area, and boundary treatment, the scheme would not be visually dominant or result in an unacceptable sense of enclosure. Given the separation distance between the two-storey element and No 1, the development would not unacceptably reduce the spacious elements of the outlook from No 1's windows and garden. Consequently, it would not have an overbearing effect on the outlook from No 1 and would not create a visually incongruous development. I am satisfied that in an urban area such as this, the scheme would not constitute an unneighbourly form of development'.

6.49 The scale, massing and siting of the proposed part one, part two-storey residential building within the subject application ref. 2022/02116/FUL would replicate that of the building allowed in the appeal decision dated August 2023, with annotations on the proposed elevational drawings demonstrating that the maximum height of the standing seam metal roof would match that of the building allowed under the latest appeal decision.

- 6.50 With regard to daylight and sunlight, the applicant has submitted a Daylight and Sunlight Impact Assessment (Issue 1, dated 25.04.2024) prepared by Eight Versa, which has assessed the proposal's impact upon levels of daylight and sunlight to neighbouring properties against the latest BRE Guidance: 'Site Layout Planning for Daylight and Sunlight: A Guide to Good Practice' (3rd edition, 2022). This document has assessed the proposal's potential impact upon eight neighbouring properties, and following this, details that the proposal would comply with BRE guidance with regard to daylight received to neighbouring properties.
- 6.51 The daylight and sunlight report outlines that one window (labelled as window W.1a) within the neighbouring No.1 Ravenscourt Road would experience a loss of annual probable sunlight hours (APSH), which is consistent with the daylight and sunlight report submitted under the previous planning application ref. 2020/01667/FUL. Attention is drawn to Paragraph 19 of the Planning Inspectors Appeal Decision (dated August 2023), which specified that 'The Inspector found in the previous appeal that the Daylight and Sunlight Report results indicate that whilst there would be some reduction in sunlight, the degree of impact would be within the range deemed acceptable in the BRE Guidelines'. Paragraph 19 concludes by stating 'I am satisfied that the living conditions of No.1 [Ravenscourt Road] would not be unreasonably compromised due to a reduction in light'.
- 6.52 Officers highlight that the scale, massing and siting of the proposed part one, part two-storey building within the current application is identical to that which was allowed at appeal (dated August 2023). This planning consent allowed at appeal is extant and could be implemented prior to August 2026. Officers have given great weight to the Planning Inspectors appeal decision, and resultantly, raise no objection regarding the proposal's impact upon the levels of sunlight received to the windows of neighbouring No.1 Ravenscourt Road. Furthermore, the sunlight results for No.1 shows that all the remaining tested rooms will experience good levels of sunlight in the proposed condition, in excess of the BRE targets of at least 25% for total annual levels and at least 5% for the winter. In terms of the percentage reduction, the results will also be in line with the limits recommended in the BRE guidance.
- 6.53 With regard to sunlight to the garden of No.1 Ravenscourt Road, the appeal decision (March 2022) associated with the 2020/01667/FUL application specified in Paragraphs 11 and 12 that whilst there would be some reduction in sunlight, the degree of impact would be 'within the range deemed acceptable in the BRE Guidelines' and therefore, the occupant's [of No.1 Ravenscourt Road] enjoyment of the garden would not be unreasonably compromised due to a reduction in sunlight '.

+ Nos. 232 - 236 King Street

- 6.54 These properties address the northern side of King Street and comprise commercial units on the ground floor, with residential on floors above. The built form of No. 236 King Street extends all the way to the southern boundary of the application site, and therefore the built form of No.236 King Street would meet the flank wall of the proposed residential building.

6.55 With regard to these properties, officers highlight that Paragraph 8 of the appeal decision dated March 2022 stated that 'the decreases in overall height and bulk of the proposal when combined with the separation distances to the two-storey element of the proposal, would be sufficient to avoid an oppressive impact on the rear outlook for occupants of 232 - 236 King Street'. Officers have given great weight to the appeal decisions, and therefore raise no objection with regard to the proposal's impact upon the neighbouring amenity of these occupants.

+ Opposite side of Ravenscourt Road

6.56 Residential properties on the east side of Ravenscourt Road would be directly opposite the proposed residential building. The new first floor windows would be approximately 20m from the front windows of the existing properties on the eastern side of the street, and therefore the separation distance would exceed the minimum of 18m set out in Key Principle HS7 of the Planning Guidance SPD (2018). The relationship of buildings on the opposite side of the road is also considered to be a typical one and the windows at first floor level on the residential building are not so large as to be unusually or especially intrusive, especially given the separation distance.

6.57 Overall, officers consider that the proposal, by reason of its scale, massing and siting would mitigate against detrimental harm to the amenity of neighbouring occupants, with regard to outlook, light, privacy and a sense of enclosure. In this respect, the proposal would be considered consistent with Policies DC1, DC2 and HO11 of the Local Plan (2018) and Key Principles HS6 and HS7 of the Planning Guidance SPD (2018).

## HIGHWAYS/PARKING AND REFUSE/RECYCLING

+ Highways/parking

6.58 Policy T6 of the London Plan (2021) specifies that car-free development should be the starting point for all development proposals in places that are (or are planned to be) well connected by public transport. Table 10.2 of the London Plan (2021) outlining the following minimum cycle parking requirements:

- 1 space per studio or 1-person, 1-bedroom dwelling;
- 1.5 spaces per 2-person, 1-bedroom dwelling;
- 2 spaces per all other dwellings

6.59 The proposal would result in the net-gain of one (1) residential unit. The application site is located in an area with good public transport accessibility (it has a PTAL of 4 according to TfL's methodology); but is directly opposite an area identified as PTAL 5, and is also located less than two minutes' walk from Ravenscourt Park Underground station as well as bus routes on King Street (outside the Polish Centre). Santander cycles are also available underneath the railway bridge.

6.60 Accordingly, officers would typically expect a scheme of this nature to be car-free. Nevertheless, in this instance, officers highlight that the site features an existing dropped kerb and vehicular crossover which leads into the front forecourt of the application site. The dimension of this forecourt is sufficient to accommodate one off-street parking space, and therefore officers consider that the retention of this would not harmfully exacerbate any existing levels of parking stress or congestion within the vicinity of the application site. Furthermore, officers note that the off-street parking space could also be used by occupants/visitors with blue parking badges. With regard to on-street parking, the applicant has confirmed in writing their agreement to a Unilateral Undertaking (UU) to prevent future occupants of the proposed self-contained dwelling from being entitled to on-street car parking permits (with the exception of blue badge holders). Accordingly, subject to the completion of a satisfactory UU, officers consider that the current proposal would mitigate against harmfully exacerbating the existing levels of parking stress and congestion within the locality of the application site. Resultantly, officers raise no objection with regard to Policy T4 of the Local Plan (2018).

6.61 With regard to cycle parking, a total of two (2) cycle parking spaces would be required for the proposed residential dwelling. The proposal includes a dedicated area for the storage of refuse and bicycles, which would be accessed via a proposed opening within the boundary treatment fronting Ravenscourt Road. The plans depict the provision of weatherproof, secure and accessible storage for two bicycle spaces, consistent with Policy T5 of the London Plan (2021).

#### + Refuse/recycling

6.62 Policy CC7 of the Local Plan (2018) specifies that all developments should aim to minimise waste and should provide convenient refuse and recycling storage facilities. The proposal includes a dedicated area for the storage of refuse and bicycles, which would be accessed via a proposed opening within the boundary treatment fronting Ravenscourt Road. This is considered to be easily accessible for future occupants and in close proximity to the street kerb, so that it can be collected on collection days.

#### + Demolition and construction logistics

6.63 Policy T7 (G) of the London Plan (2021) outlines that Construction Logistics Plan will be required and should be developed in accordance with Transport for London guidance in a way which reflects the scale and complexities of developments.

6.64 Policy T7 of the Local Plan (2018) outlines that construction and demolition works within the borough will be required to mitigate against the impact of any additional traffic or potential disruption to the highway network. This may typically be ensured by way of a construction and/or demolition logistics plan.

6.65 Given that the proposal would involve the demolition of the existing single-storey building on-site, and the erection of a part one, part two-storey building, officers consider that pre-commencement conditions securing the submission of a demolition logistics plan and a construction logistics plan would be necessary. Officers note that the applicant has agreed in writing to the imposition of these conditions. Accordingly, officers raise no objection with regard to Policy T7 of the London Plan (2021) and Policy T7 of the Local Plan (2018).



## FLOOD RISK

6.66 Policy CC3 of the Local Plan (2018) specifies that a site-specific flood risk assessment [FRA] will be required for the following proposals:

- All development within the Environment Agency's Flood Risk Zone 2 or 3;
- All new developments over 1 hectare in size in the Environment Agency's Flood Risk Zone 1;
- All new development in areas identified in the Council's Surface Water Management Plan (SWMP) as being susceptible to surface water flooding - i.e. those located in a flooding hotspot;
- All new development which involves a subterranean element in areas identified in the Council's SWMP as being at risk from elevated groundwater levels.

6.67 Policy CC4 of the Local Plan (2018) outlines that all proposals for new development must manage surface water run-off as close to its source as possible, in line with the London Plan drainage hierarchy.

6.68 The application site lies within the Environment Agency's Flood Risk Zones 2 and 3 and would introduce a more vulnerable usage via the introduction of residential accommodation to the site. A Flood Risk Assessment and Drainage Strategy Report (Ref. 3246, REV B, received 15.07.2024) prepared by Heyne Tillett Steel has been submitted as part of the application. In terms of the proposal's flood resilient design, a water entry strategy has been proposed as a possibility, allowing water to pass through the proposed dwelling to avoid structural damage and providing ways for the water to easily drain away after flooding. Other flood mitigation measures are proposed, including raised electrical sockets, sump and pump systems, flood doors and anti-flood valves. These measures would be considered broadly acceptable, nevertheless, officers recommend the inclusion of a pre-commencement condition requiring the submission of a revised flood risk assessment, to confirm the full details of the proposed flood mitigation measures. Officers note that the applicant has agreed to the imposition of this condition in writing.

6.69 The extent of the proposed sustainable drainage (SuDs) measures (permeable paving and below ground attenuation storage) have been indicated on a preliminary drainage layout at Appendix G, showing that all external surfaces at ground floor will contain either permeable paving, or soft landscaping. Calculations have been provided in Appendix F of the FRA which shows the peak run-off rate can be restricted to 1.5 l/s for the 1 in 100 year event. Although slightly higher than the greenfield run off rate, the provision of SuDS measures and increase in soft landscaping on balance will significantly restrict run-off rates. The proposed measures are judged to be acceptable. Therefore, as for the flood mitigation measures, officers recommend a pre-commencement condition securing the submission of a revised Drainage Strategy, to confirm the full details of the SuDS measures to be installed to achieve the proposed surface water discharge rate. Officers note that the applicant has agreed to the imposition of this condition in writing.

6.70 Overall, subject to the imposition of the conditions above, officers consider that the proposal would be in compliance with Policies CC3 and CC4 of the Local Plan (2018).

## LAND CONTAMINATION

6.71 Policy CC9 of the Local Plan (2018) specifies that when development is proposed on or near a site that is known to be, or there is good reason to believe may be, contaminated, or where a sensitive use is proposed, an applicant should carry out a site assessment and submit a report of the findings in order to establish the nature and extent of the contamination.

6.72 The proposal would introduce a more vulnerable usage (residential) within the application site and would involve ground-level works including demolition. Accordingly, following review of the submission, the council's Land Contamination team have raised no objection subject to the inclusion of six (6) standard land contamination conditions, including pre-commencement conditions relating to a preliminary risk assessment and a site investigation scheme. Officers note that the applicant has agreed in writing to the imposition of these land contamination conditions. Accordingly, officers raise no objection with regard to Policy CC9 of the Local Plan (2018).

## AIR QUALITY

6.73 Policy CC10 of the Local Plan (2018) specifies that the council will seek to reduce the potential adverse air quality impacts of new development. Notably, where a proposal has potential to result in occupants being affected by poor air quality, mitigation measures will be required to mitigate against this.

6.74 A borough wide Air Quality Management Area is in place within Hammersmith & Fulham and the application site is located within an area of existing poor air quality due to road traffic emissions from King Street (A315). Furthermore, the proposal would introduce a more vulnerable usage in the form of residential accommodation. Accordingly, the Council's Environmental Quality (Air Quality) team were consulted on the proposal.

6.75 They have raised no objection to the proposal, subject to a pre-commencement condition relating to a ventilation strategy, and pre-occupation conditions relating to a ventilation strategy compliance report, the installation of a zero emission MCS certified air source heat pump or electric boiler for the provision of space heating and hot water, and the installation of an electric induction stove within the kitchen of the proposed residential dwelling.

6.76 Officers note that the applicant has agreed in writing to the imposition of these conditions. Accordingly, officers raise no objection with regard to Policy CC10 of the Local Plan (2018).

## FIRE SAFETY

- 6.77 In the interests of fire safety and to ensure the safety of all building users, Policy D12 of the London Plan (2021) states that 'all development proposals must achieve the highest standards of fire safety'.
- 6.78 Paragraph 3.12.2 of the London Plan (2021) specifies that the matter of fire safety compliance is covered by Part B of the Building Regulations. However, to ensure that proposals achieve the highest standards of fire safety, reducing risk to life, minimising the risk of fire spread, and providing suitable and convenient means of escape which all building users can have confidence in, applicants should consider issues of fire safety before building control application stage.
- 6.79 A Planning Fire Safety Statement (PFFS) dated 24th April 2024 has been submitted as part of the application. This outlines how the proposal has given consideration to the criteria of Policy D12, Part A, 1 - 6 of the London Plan (2021).

## SUSTAINABILITY AND CLIMATE CHANGE ADAPTATION

- 6.80 Paragraphs 157 and 163 of the National Planning Policy Framework (NPPF, 2023) outline that the planning system should support renewable and low carbon energy and associated infrastructure, and that when determining planning applications for renewable and low carbon development, local planning authorities should not require applicants to demonstrate the overall need for renewable or low carbon energy, and recognise that even small-scale projects provide a valuable contribution to significantly cutting greenhouse gas emissions.
- 6.81 Paragraph 164 of the NPPF (2023) specifies that local planning authorities should give significant weight to the need to support energy efficiency and low carbon heating improvement to existing buildings, both domestic and non-domestic (including through installation of heat pumps and solar panels where these do not already benefit from permitted development rights).
- 6.82 The supply of space heating and hot water within the proposed residential dwelling would be facilitated by either a zero-emission MCS certified Air Source Heat Pump or electric boiler, and officers highlight that the applicant has agreed in writing to the imposition of a condition to secure this. The proposed ground-floor plan has shown the indicative location of where the air source heat pump (with acoustic enclosure) or the electric boiler would be located within the site. Additionally, the proposed first-floor plan has demonstrated that the scheme would incorporate solar PV panels to the southern roof of the single-storey element of the building. Furthermore, officers have secured agreement to a condition requiring the submission of an updated Flood Risk Assessment and Drainage Strategy, and therefore the scheme could potentially have scope to include green roofs, which would also contribute towards sustainability and climate change adaptation. Overall, officers consider that the proposal has demonstrated the inclusion of climate change adaptation/sustainability measures which are proportionate to the scheme.

## BIODIVERSITY NET GAIN

6.83 Officers note that the Biodiversity Net Gain (BNG) requirement applies to major schemes from 12th February 2024 and minor schemes from 2nd April 2024. Accordingly, by reason of the date of submission of the current application (29th July 2022), the application reference 2022/02116/FUL would not be subject to the BNG requirement.

## TREES

6.84 Policy OS5 of the Local Plan (2018) specifies that the Council will seek to prevent the removal or mutilation of protected trees. It is acknowledged that there is a Cherry tree situated within the rear/side garden of neighbouring No.1 Ravenscourt Road, close to the boundary with the application site. The applicant has agreed in writing to the imposition of a pre-commencement condition requiring the submission of an Arboricultural Impact Assessment and a Tree Protection Plan prepared by a suitably qualified Arboriculturalist, to help preserve the health and visual amenity of the Cherry tree. Officers note that the condition agreed with the applicant is the same condition included within the Planning Inspectorate's appeal decision dated August 2023.

## 7.0 CONCLUSION

7.1 In considering planning applications, the Local Planning Authority needs to consider the development plan as a whole and planning applications that accord with the development plan should be approved without delay, unless material considerations indicate otherwise and any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

7.2 In summary, the proposed development would result in the net-gain of one high-quality, family sized residential dwelling, whilst in this instance officers consider that there would be sufficient justification to permit the loss of employment space. Furthermore, the proposal, by reason of its scale, massing and design, would mitigate against an unduly detrimental impact on the amenity of surrounding occupants (particularly No.1 Ravenscourt Road), and without harm to the character and appearance of the Ravenscourt and Starch Green Conservation Area.

7.3 Officers have taken account of all the representations received and in overall conclusion for the reasons detailed in this report, it is considered having regard to the development plan as a whole and all other material considerations that planning permission should be granted in line with the recommendations above.

## 8.0 RECOMMENDATION

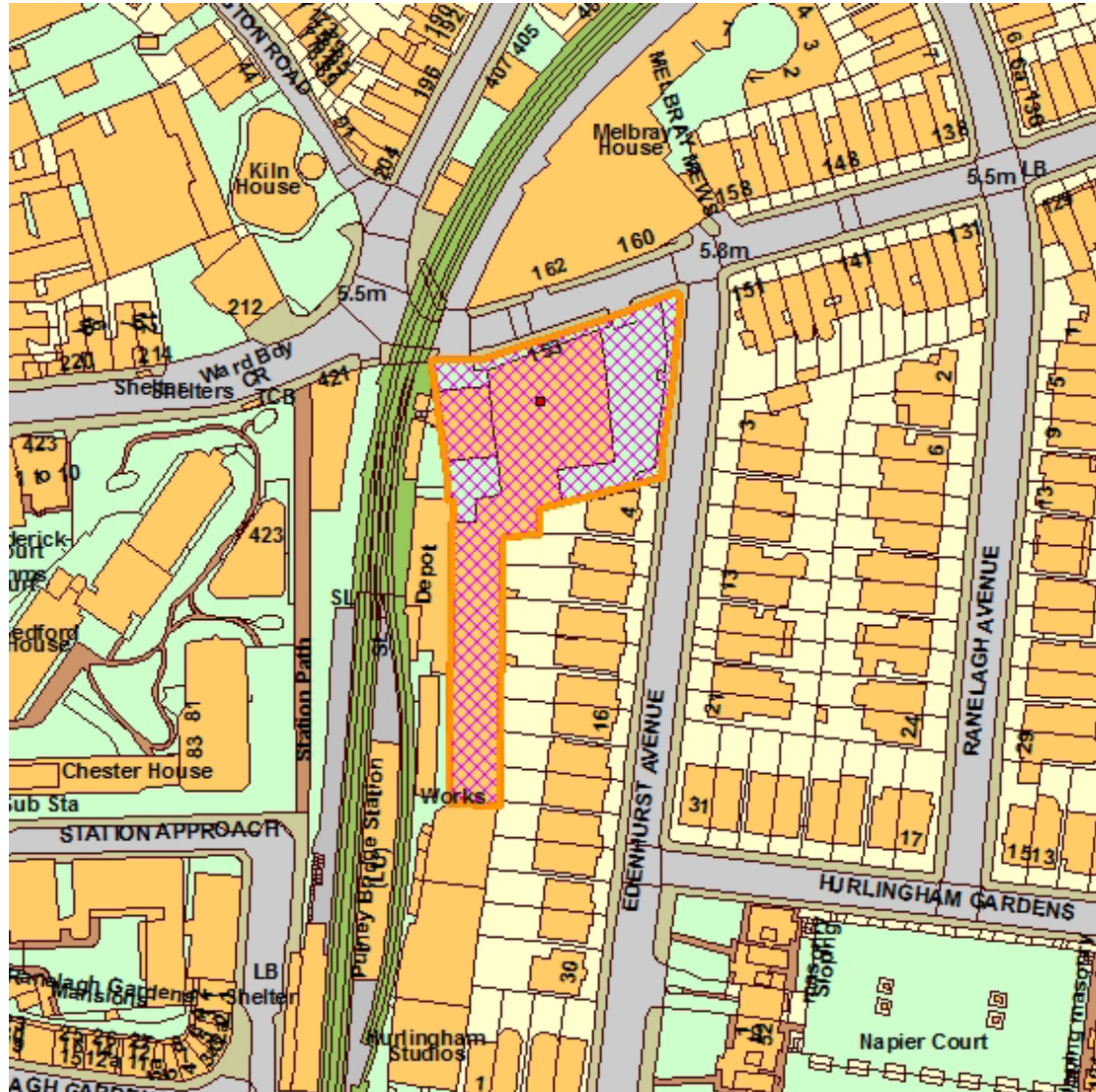
8.1 Grant consent, subject to conditions and a unilateral undertaking.

# Agenda Item 5

**Ward:** Palace And Hurlingham

**Site Address:**

153 Hurlingham Road London SW6 3NN



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**For identification purposes only - do not scale.**

**Reg. No:**  
2024/01050/ADV

**Case Officer:**  
Robert Cook

**Date Valid:**  
08.05.2024

**Conservation Area:**

**Committee Date:**  
17.09.2024

**Applicant:**

Mr Richard Beim

Viewranks Limited, Unit 7, The Old Power Station, 121 Mortlake High Street,  
London, SW14 8N

**Description:**

Display of 1no halo illuminated fascia lettering sign and 1no externally illuminated logo sign to northern elevation of the building, 1no non-illuminated fascia lettering sign to eastern elevation of the building, 1no externally illuminated fascia lettering sign and 1no externally illuminated logo sign to western elevation of the building, to replace all existing signs.

**Application Type:**

Display of Advertisements

**Officer Recommendation:**

- 1) That the Committee resolve, that the Director of Planning and Property be authorised to grant advertisement consent subject to the conditions listed below.
- 2) That the Committee resolve that the Director of Planning and Property, after consultation with the Assistant Director of Legal Services and the Chair of the Planning and Development Control Committee be authorised to make any minor changes to the proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

**Conditions:**

1. The period of this consent shall expire 5 years from the date of this notice.

Condition required to be imposed by the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. The development hereby permitted shall be carried out in complete accordance with the following approved drawing numbers, other than where those details are altered pursuant to the conditions of this planning permission:

0351;

0370;

0371;

Method Statement (dated 18.07.24).

To ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans.

3. The illumination of the signs/advertisements shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan 2018.

4. The illuminated adverts and signage hereby permitted (ref. ST01b, ST.04 & ST.02 as shown on drawing nos. 0370 & 0371) shall only be illuminated between the following hours:

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)

07:30 to 20:00 (Thursday)

08:00 to 18:00 (Saturday)

10:00 to 16:00 (Sunday and Bank Holidays).

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

5. The advert to the eastern elevation (ref. ST.01a as shown drawing no. 0370) shall not be illuminated.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan (2018).

6. The development shall be carried out and completed in accordance with the details contained within the approved Method Statement (dated 18.07.24).

To ensure that the development does not impact on existing London Underground transport infrastructure, in accordance with London Plan policy T3 and 'Land for Industry and Transport' Supplementary Planning Guidance 2012.

### **Justification for Approving the Application:**

1. The proposal would result in acceptable signage, which would be in keeping with, and would not harm the character and appearance of the surrounding area (including designated heritage assets). There would be no significant harm to visual amenity, residential amenity or highway safety and the proposal would be in accordance with Policies DC1, DC8, DC9, T1 and CC12 of the Local Plan (2018) and Key Principles of the Planning Guidance Supplementary Planning Document (2018).

**LOCAL GOVERNMENT ACT 2000  
LIST OF BACKGROUND PAPERS**

**All Background Papers held by Andrew Marshall (Ext: 4841):**

Application form received: 4<sup>th</sup> May 2024  
Drawing Nos: see above

**Policy documents:** National Planning Policy Framework (NPPF) 2023  
The London Plan 2021  
LBHF - Local Plan 2018  
LBHF – Planning Guidance Supplementary Planning Document  
2018

**Consultation Comments:**

<b>Comments from:</b>	<b>Dated:</b>
London Underground	21.05.2024
London Underground	11.07.2024
Environmental Protection Ecology	22.05.2024 29.08.2024

**Neighbour Comments:**

<b>Letters from:</b>	<b>Dated:</b>
1 Edenhurst Avenue London SW6 3PD	03.06.2024
3 Edenhurst Avenue London SW6 3PD	20.05.2024
3 Edenhurst Avenue London SW6 3PD	20.05.2024
6 Edenhurst Avenue London SW6 3PB	20.05.2024
7 Edenhurst Avenue London SW6 3PD	28.05.2024
14 Edenhurst Avenue London SW6 3PB	02.06.2024
17 Edenhurst Avenue London SW6 3PD	28.05.2024
18 Edenhurst Avenue London SW6 3PB	28.05.2024
19 Edenhurst Avenue London SW6 3PD	28.05.2024
2 Ranelagh Avenue London SW6 3PJ	28.05.2024
6, Ranelagh Avenue London SW6 3PJ	21.05.2024
6, Ranelagh Avenue London SW6 3PJ	21.05.2024
8 Ranelagh Avenue London SW6 3PJ	28.05.2024
4 Ranelagh Gardens London SW6 3PA	28.05.2024
Napier Lodge 1A Napier Avenue London SW6 3PS	28.05.2024
5 Napier Avenue London SW6 3PS	28.05.2024
11 Napier Avenue London SW6 3PS	20.05.2024
13 Napier Avenue London SW6 3PS	28.05.2024
26 Napier Avenue London SW6 3PT	28.05.2024
35 Napier Avenue London SW6 3PS	28.05.2024
1 Hurlingham Gardens London SW6 3PL	29.05.2024
3 Hurlingham Gardens London SW6 3PL	28.05.2024



## 1.0 BACKGROUND

- 1.1 This application relates to a site on the southern side of Hurlingham Road, bounded by Edenhurst Avenue to the east and the District Line viaduct to the west. It covers an area of 0.12ha, housing two primary buildings with car parking to the eastern side. The site is not located within a Conservation Area, however it is surrounded by the Hurlingham Conservation Area to the north, east and south, and is located opposite a Building of Merit to the north.
- 1.2 Permission was granted in December 2023 for the change of use of the building from a retail warehouse (Class E) to self-storage (Class B8) (2023/02905/FUL). The proposed advertisements are associated with this change of use.

Relevant planning history:

- 1.3 The relevant history includes the following:

2004/01101/ADV: Display of one halo-illuminated fascia sign on the Hurlingham Road elevation; display of one internally illuminated sign (letters only illuminated) on the Hurlingham Road elevation on existing steel canopy; display of one externally illuminated signs above the trade entrance; display one non-illuminated canopy sign and one non illuminated sign over proposed customer entrance on the Edenhurst Avenue/car park elevation; display of two illuminated poster box signs on the Edenhurst Avenue elevation by proposed customer entrance (amendments to previous advertisement consent application 2003/01376/ADV dated 8 July 2003). (Approved).

2023/02905/FUL- Change of use of the existing building from retail warehouse (Class E) into storage use (Class B8) with associated cycle parking. (Approved).

2024/00516/FUL- External alterations to facade of existing building including cladding, rendering and associated decoration works. (Approved).

2024/00847/FUL- Installation of new sliding vehicular entrance gates and pedestrian entrance gates to replace the existing gates, and alterations to boundary treatments facing Northern elevation of the site. (Approved).

2024/01463/DET- Submission of details of Delivery and Servicing Plan pursuant to condition 4; Car Park Management Plan pursuant to condition 5; the installation/commissioning of a minimum of two active electric vehicle charging points (minimum 7 kW) for car parking spaces including location and type pursuant to condition 6; cycle storage pursuant to condition 7; Secured By Design Strategy, including details of CCTV and lighting schemes pursuant to condition 9; External artificial lighting pursuant to condition 10 of planning permission ref: 2023/02905/FUL granted 8th December 2023. (Pending).

## Proposal:

1.4 The current advertisement application proposes the display of 5no signs to the north, east and west elevations of the building, consisting of the following:

- 1no halo illuminated fascia lettering sign (north). Individually backlit text. Text approx. 450mm tall, overall 3m wide and 2m tall.
- 1no externally illuminated logo sign (north). Top-lit, 2m x 2m.
- 1no non-illuminated fascia lettering sign (east). Text approx. 450mm tall, overall 3m wide and 2m tall.
- 1no externally illuminated logo sign (west). Top lit, 2m tall, 1.4m wide.
- 1no externally illuminated fascia lettering sign (west). Lit from above by lighting to the underside of the cladding. Text 450mm tall, sign 3.3m wide.

## 2.0 PUBLICITY AND CONSULTATION

2.1 The application has been publicised by means of statutory site notices and press notices. In addition, letters have been sent to 51 neighbouring properties to notify of the proposals. 22 objections were subsequently received, from 20 different properties, and the concerns raised can be summarised as follows:

- Light pollution from illumination- need for controls on hours.
- Impact of the illumination on the character and appearance of the predominantly residential area and Conservation Area.
- Loss of natural light to neighbouring properties.
- Impact on highway safety.
- Impact on wildlife and biodiversity (birds, bats and owls)
- Unnecessary energy use
- Existing lighting.

2.2 Amendments were subsequently made during the course of the application to omit any illumination of the proposed fascia lettering sign to the eastern elevation facing the residential properties on Edenhurst Avenue, and to confirm time restrictions to the illumination of the other signage.

2.3 Following the subsequent re-notification and consultation, 6 objections were withdrawn, leaving 16 outstanding objections from 15 different properties.

2.4 The impact on the Conservation Area, general character of the area, residential amenity, highway safety, biodiversity and energy use are assessed below within the relevant sections of this report.

2.5 Comments were also raised regarding light pollution from separate lighting and floodlights. This does not relate to the proposed advertisements and is therefore not assessed as part of these proposals.

### 3.0 PLANNING CONSIDERATIONS

- 3.1. The relevant considerations in this case, are the policies in the National Planning Policy Framework (NPPF) (2023), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018), the Planning Guidance Supplementary Planning Document [SPD] (2018) and Advertisement Regulations. In particular:
- Design and visual impact including impact on heritage assets;
  - Impact on neighbouring amenity;
  - Highway/public safety
  - Biodiversity.

#### Visual Amenity (Design and heritage)

- 3.2. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of the conservation area within which the land is situated. The site is not located within a Conservation Area, however it is surrounded by the Hurlingham Conservation Area to the north, east and south, and is located opposite a Building of Merit to the north.
- 3.3. Paragraph 141 of the National Planning Policy Framework (NPPF, 2023) states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Paragraph 205 of the NPPF requires great weight to be given to the conservation of designated heritage assets when considering the impact of any proposals on their significance.
- 3.4. Accordingly, Policy D8 of the London Plan (2021), Policies CC12, DC8, DC9 and T1 of the Local Plan 2018 and Key Principles AH1, AH2, BM2 and CAG3 of the Planning Guidance Supplementary Planning Document (SPD) 2018 are relevant considerations to the determination of this application.
- 3.5. Amongst other things, sub-paragraph B of London Plan Policy D8 states that proposals should seek to ensure the public realm is well-designed, attractive, related to the local and historic context. Specifically, 'lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution'.
- 3.6. Policy CC12 of the Local Plan requires advertisements to be appropriate for their intended use, utilise the minimum amount of light necessary to achieve its purpose, be energy efficient and provide adequate protection from glare and light spill.

- 3.7. Local Plan Policy DC8 states that the council will conserve the significance of the Borough's historic environment by protecting, restoring, or enhancing its heritage assets, including the borough's conservation areas.
- 3.8 Local Plan Policy DC9 ensures that a high standard of design of advertisements which are in keeping with the character of their location and do not have an unacceptable impact on public safety. The council will resist excessive or obtrusive advertising and illuminated signage which adversely affect the character or public safety. Large adverts such as digital screens, will be acceptable where they are of an appropriate scale with their surroundings and where they do not have a detrimental impact on areas sensitive to the visual impact of hoardings such as conservation areas, listed buildings and other heritage assets, residential areas, open spaces or waterside land.
- 3.9 SPD Key Principle CAG3 states that proposals should not have a harmful impact upon the character and appearance of Conservation Areas. Key Principle AH2 supports the protection of heritage assets. SPD Key principles TR28 and SDC1 outline that developments including external lighting should control the potentially adverse impacts that it could cause.
- 3.10 The proposed advertisements would be sited to the north, east and west elevations, in part replacing existing signage, and would be visible from the public highway of Hurlingham Road and Edenhurst Avenue. The signage to the north and west elevations would be illuminated during the hours of operation, with materials and colours to complement the 'deep green' cladding approved under permission ref. 2024/00516/FUL.
- 3.11 The design, scale and appearance of the proposed signage are considered to be acceptable and appropriate for the building to which they relate, and would not result in a significant visual impact beyond the existing situation. The signage would not be of sufficient scale or number as to appear unduly dominant or result in visual clutter, particularly as it would partly replace existing signage of a similar scale and siting.
- 3.12 The Council's Urban Design and Heritage team have reviewed the proposals and raised no objections, however did raise concerns regarding the permanent internal illumination due to the scale of the signs, position at upper level of the building, high visibility and proximity to a residential street.
- 3.13 These concerns regarding the extent and duration of illumination, and those raised by residents, were noted and amendments were submitted during the course of the application to omit illumination to one sign, and to agree restrictions of the hours of illumination to the following hours of operation approved under the initial change of use permission (2023/02905/FUL):

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)

07:30 to 20:00 (Thursday)

08:00 to 18:00 (Saturday)

10:00 to 16:00 (Sunday and Bank Holidays).

- 3.14 The illumination levels would also be controlled by condition so would fall within acceptable levels.
- 3.15 Officers consider that these changes and conditions would provide sufficient mitigation of the impact of the illumination on the character of the area, and it is therefore considered that the proposed signage would not harm the character, appearance or setting of the building, street scene or nearby heritage assets. On this basis the proposals would be acceptable with regards to s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, Policies DC8 and DC9 of the Local Plan.
- 3.16 It's also acknowledged that this area of the Conservation Area is likely to be impacted in future by the development of the land to the north at 160 – 164 Hurlingham Road (2023/00349/FUL). This will further reduce the likely character impacts of these proposals.

#### Neighbouring Amenity

- 3.17 Local Plan Policy HO11 seeks to ensure that all development respects the principles of good neighbourliness. CC12 relates to the detrimental impact that developments can have on residential amenity as a result of light pollution. CC13 relates to the control of potentially polluting uses including noise impacts and seeks to ensure any such impacts are suitably mitigated.
- 3.18 The proposed signage would be sited on the north, east and west elevations, and the signage to the north and west elevations is proposed to be illuminated.
- 3.19 The neighbour objections received relate predominantly to the proposed illumination of the signage and potential light pollution. Initially all signage was proposed to be illuminated. However, as outlined above, in response to the objections, amendments were submitted during the course of the application to omit the illumination of the eastern facing sign, the only sign directly facing residential properties, and to confirm agreement to restrict the hours of illumination to the following hours of operation approved under the initial change of use permission (2023/02905/FUL):

07:30 to 18:00 (Monday, Tuesday, Wednesday and Friday)  
07:30 to 20:00 (Thursday)  
08:00 to 18:00 (Saturday)  
10:00 to 16:00 (Sunday and Bank Holidays).

- 3.20 The Council's Environmental Protection team have reviewed the proposals and raised no objection subject to the inclusion of the following condition:

*'The illumination of the sign(s)/advertisement(s) shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.*

*Reason: To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan 2018'.*

- 3.21 It is therefore considered that, as the illuminated signage would not directly face residential properties, and the hours and levels of illumination would be controlled through conditions, the proposals would be acceptable with regard to illumination and would not result in unacceptable light pollution or harm to the residential amenity of neighbouring properties.
- 3.22 Given the nature, scale and siting of the signage, it would have no impact on natural light or outlook to neighbouring properties.
- 3.23 Overall, the proposed advertisement would be acceptable in respect of residential amenity for neighbouring occupiers in accordance with Local Plan Policies HO11, CC12, CC13.

#### Highways and Transport

- 3.24 Local Plan Policy T6 states that development will not be permitted it would prejudice the effectiveness of roads to distribute traffic. In support of this, SPD Key Principle TR28 (Advertisements and Transport) requires the consideration of public safety and the refusal of applications where public safety is compromised.
- 3.25 The proposed advertisements would be sited to the north, east and west elevations, visible from the public highway of Hurlingham Road and Edenhurst Avenue.
- 3.26 No comments were received from the Council's Highways team regarding the proposal. However, given that the advert would be located in an area where traffic speeds are relatively low, it is considered that it would not result in a significant impact upon highway safety.
- 3.27 London Underground have reviewed the proposals due to the proximity of the application site and signage to the District Line viaduct to the west. An installation method statement was submitted during the course of the application at their request and London Underground have raised no objection on this basis, subject to a condition requiring works are carried out in accordance with these details.

- 3.28 It is therefore considered that the proposals would not adversely impact the safety of motorists and road users, or nearby transport infrastructure. In this respect the proposals would comply with policies T6 and DC9 of the Local Plan (2018) and Key Principle TR28 of the Planning Guidance SPD (2018).

#### Ecology

- 3.29 An objection has raised concerns that the illumination of the proposed signage would harm the ecology and biodiversity of the site and area. The Council's Ecology Officer has reviewed the proposals and raised no objection. While there is a possibility that bats and birds could roost in the trees to the eastern boundary of the site, the site is otherwise of relatively low ecological value. Furthermore, following amendments, no illumination is proposed to the eastern elevation of the building as part of this application. As such, the Ecology Officer concluded that the lack of illumination towards the tree line, in addition to the conditions to restrict the level and hours of illumination would prevent a significant ecological impact.

#### Energy

- 3.30 An objection has raised concerns that the illumination of the proposed signage during daylight hours is unnecessary and a waste of energy. As the proposals do not constitute major development, a full energy assessment is not required. However, it has been confirmed that illumination would be from low voltage LED signage, ranging from 12v to 24v, which would be on timers to accord with the outlined hours of illumination. The level of illumination would also be controlled by condition. Further control over energy use is not considered to be reasonable in this case.

#### 4.0 RECOMMENDATION

- 4.1 Grant advertisement consent subject to conditions.