
Ward: Avonmore And Brook Green

Expiry Date: 10th January 2019

Site Address:

Land At Olympia Way London W14 8UX



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For identification purposes only - do not scale.

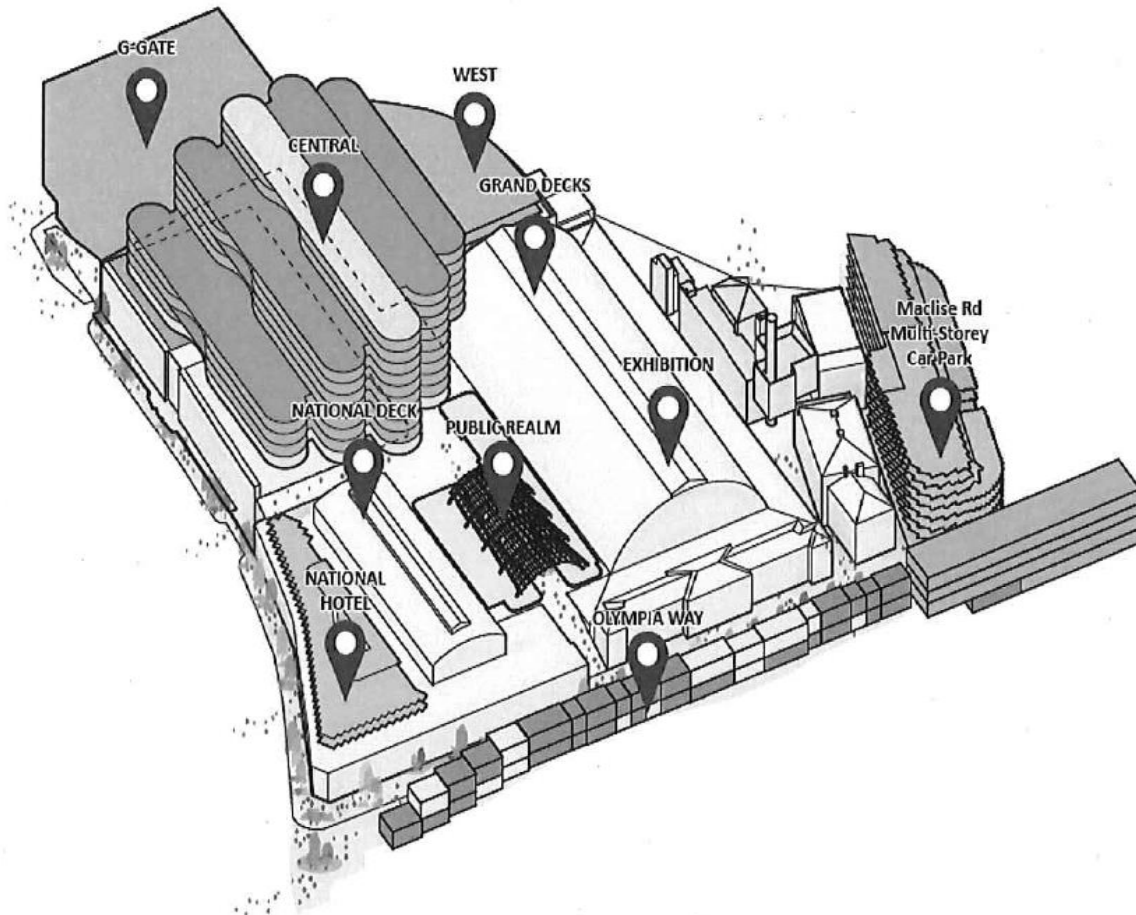


Image: Proposed development

Reg. No:
2018/03102/OUT

Date valid:
11.10.2018

Recommendation Date:

Case Officer;
Peter Wilson

Conservation Area:
Olympia And Avonmore
Conservation Area - Number 23

Applicant:
Olympus Property Holding Limited
C/o Agent

Description:
Outline Planning permission for works at east of Olympia Way (access and layout applied for, landscape, appearance and scale reserved) comprising: a) Demolition of existing building adjacent to station entrance and the erection of buildings up to 4 storeys in height for flexible use as Class A1-A4 retail, professional and financial services, restaurant, bar; Class B1 office; Class D1 exhibition/community use; b) New public realm; and c) Landscaping and other associated works.

Drg. Nos: See Condition 3

Application type:
Outline Application

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Officer Recommendation:

1) Subject to there being no contrary direction from the Mayor for London that the Committee resolve that the Strategic Director for Growth and Place be authorised to determine the application and grant permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below;

2) To authorise the Strategic Director for Growth and Place, in consultation with the Director of Law and the Chair of the Planning and Development Control Committee, to make any minor changes to the proposed conditions or heads of terms of the legal agreement. Any such changes shall be within their discretion.

CONDITIONS

1. Reserved Matters Details

Development works (excluding Demolition, Ground and Enabling Works) shall not commence until all details of the proposed means of access; layout and scale; and appearance and landscaping have been submitted to and approved in writing by the Council.

Reason: In order that the Council may be satisfied as to the details of the proposal, to comply with the Town and Country Planning (Development Management Procedure) Order 2015 (as amended).

2. Time Limits

Application(s) for the approval of Reserved Matters specified by condition 1 shall be made to the Council before the expiration of 5 years from the date of this permission. Development is to have to commenced before the expiration of 2 years from the date of the approval of the last Reserved Matters to be approved pursuant to condition 1.

Reason: Condition required to be imposed by Section 92(2)(a) of the Town and Country Planning Act 1990. Extended time periods for which the planning permission can be implemented is given considering exceptional circumstances relevant to the Demolition, Ground and Enabling Works and the extent of the development.

3. Design Codes and Parameters

All reserved matters applications shall include a statement to demonstrate how the reserved matters have been prepared in accordance with the principles of the Design Codes (dated September 2018) and parameter plans set out in the Parameter Plans:

(D-20) Demolition Plans

1709-SPP-DR-A-OL-D-20-0R-01-01 Olympia Way - Demolition Roof Plan P01

(D-80) Demolition Area Schedule;

1709-SPP-SC-A-OL-D-80-XX-01-01 Olympia Way - Demolition Area Schedule P01

(P-00) Proposed Site;

1709-SPP-DR-A-OL-P-00-OS-01-01 Olympia Way - Proposed Site Plan P01;

(P-20) Proposed Parameter Plans

1709-SPP-DR-A-OL-P-20-0G-01-01 Olympia Way - Proposed Level 0G Floor Plan P01;

1709-SPP-DR-A-OL-P-20-01-01-01 Olympia Way - Proposed Level 01 Floor Plan P01;

1709-SPP-DR-A-OL-P-20-02-01-01 Olympia Way - Proposed Level 02 Floor Plan P01;

1709-SPP-DR-A-OL-P-20-03-01-01 Olympia Way - Proposed Level 03 Floor Plan P01;

1709-SPP-DR-A-OL-P-20-0R-01-01 Olympia Way - Proposed Parameter Plan P01;

(P-25) Proposed Parameter Elevations

1709-SPP-DR-A-OL-P-25-XX-01-01 Olympia Way - Proposed Elevations P01;

(P-26) Proposed Parameter Sections

1709-SPP-DR-A-OL-P-26-XX-01-01 Olympia Way - Proposed Sections S1, S2, S3 P01;

(P-80) Proposed Area Schedule

1709-SPP-SC-A-OL-P-80-XX-01-01 Olympia Way - Proposed Area Schedule P01;

Reason: To ensure that the development is constructed in accordance with the Design Guidelines on which this decision is based and to be consistent with the principles of good master planning, in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9, 7.18, 7.19 and 7.21 of the London Plan and Policies DC1, DC2, DC2 and DC8 of the Local Plan 2018.

4. Demolition, Ground and Enabling Works

Prior to the commencement of any demolition, ground and/or Enabling Works details of any demolition, ground and/or Enabling Works shall be submitted to and approved in writing by the Council (any such works approved under this condition 6 are referred to in other conditions as "Demolition, Ground and Enabling Works"). The Enabling Works shall proceed in accordance with the approved details. The phasing of Demolition, Ground and Enabling Works shall be defined separately and agreed with the Council for the purposes of the Community Infrastructure Levy Regulations 2010 (as amended).

Reason: To ensure that the development accords with the provisions and assessment of the approved Environmental Statement and to ensure that the development is carried out in a satisfactory manner in accordance with Policies DC1, and CC2 of the Local Plan 2018.

5. Hoardings

No development shall commence until a scheme for temporary fencing and/or enclosure of the site has been submitted to and approved in writing by the Council, and the temporary fencing and/or enclosure has been erected in accordance with the approved details. The temporary fencing and/or enclosure shall thereafter be retained for the duration of the demolition and building works in accordance with the approved details. No part of the temporary fencing and/or enclosure of the site shall be used for the display of advertisement hoardings, unless consent is sought for the Council.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policies 7.1 and 7.6 of the London Plan, Policy DC1 and DC8 of the Local Plan 2018 and Key Principles of the Planning Guidance SPD (2018).

6. Use/Floorspace

The outline permission shall provide flexible floorspace of up to 5,661 sqm for uses including, Class A1, A2, A3, A4, B1 and D1/D2. Notwithstanding the above flexible uses, a maximum of 1,500sqm of floorspace can be used for Class A1 Retail use and a maximum of 3,200sqm to be used for Class B1 use.

Reason: To ensure the development is carried out and used in accordance with the impacts assessed in the Environmental Impact Assessment, in accordance with Policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8 of the London Plan and Policies DC1, E1, and TLC1 of the Local Plan 2018.

7. Hours of Use

Olympia Way will be pedestrian and cycle access only between the hours of 8am to 8pm, except where emergency vehicle access is required. Service vehicles may access Olympia Way between the hours of 12am to 8am.

Reason: To minimise conflicts between pedestrians, cyclist and vehicle traffic and in accordance with Policies T1, T2 and T4 of the Local Plan 2018.

8. Demolition Method Statement

(i) Prior to commencement of demolition works, a Demolition Method Statement shall be submitted to and approved in writing by the Council. Details shall include control measures for dust, 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.

(ii) No demolition, shall commence until a risk assessment based on the Mayor's Best Practice Guidance (The control of dust and emissions from construction and demolition) has been undertaken and a method statement for emissions control (including an inventory and timetable of dust generating activities, emission control methods and where appropriate air quality monitoring) for that Phase has been submitted to and approved in writing by the council. The appropriate mitigation measures to minimise dust and emissions must be incorporated into the site-specific Demolition Method Statement and Construction Management Plan. Developers must ensure that on-site contractors follow best practicable means to minimise dust and emissions at all times. Demolition works shall be undertaken in accordance with the approved details.

Reason: To ensure that occupiers of surrounding premises are not adversely affected by noise, vibration, dust, lighting or other emissions from the building site in accordance with policies 5.18, 5.19, 5.20, 5.21, 5.22 and 7.14 of the London Plan, Policies DC1, DC2, CC6, CC7, CC10, CC11, and CC12 of the Local Plan 2018.

9. Demolition Logistics Plan

Prior to commencement a Demolition Logistics Plan (DLP) has been submitted to and approved in writing by the Council.

The works shall be carried out in accordance with the approved DLP for each Stage identified above and shall cover the following minimum requirements:

- the estimated number, size and routes of demolition and construction vehicles per day/week;
- details of a Low Emission Vehicle Strategy;
- details of the access arrangements and delivery locations on the site;
- details of any vehicle holding areas; and
- other matters relating to traffic management to be agreed as required.

The DLP shall identify efficiency and sustainability measures to be undertaken for the works. The approved details shall be undertaken in accordance with the terms and throughout the period set out in the DLP.

Reason: To ensure that occupiers of surrounding premises are not adversely affected by noise, vibration, dust, lighting, or other emissions from the building site in accordance

with Policies 6.11 and 6.12 of the London Plan and T1, T6 and T7 of the Local Plan 2018.

10. Construction Management Plan

Prior to commencement of development (excluding Enabling Works), a Construction Management Plan shall be submitted to and approved in writing by the Council. Details shall include control measures for dust, 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. The construction management plan should include the details for all the relevant foundations, basement and ground floor structures, or for any other structures below ground level, including piling (temporary and permanent). Approved details for each relevant phase, or part thereof shall be implemented throughout the project period.

Reason: To ensure that occupiers of surrounding premises are not adversely affected by noise, vibration, dust, lighting or other emissions from the building site in accordance with policies 5.18, 5.19, 5.20, 5.21 and 5.22 of the London Plan, Policies DC1, DC12, CC6, CC7, CC10, CC11 and CC12 of the Local Plan 2018 and Key Principles of the Planning Guidance SPD (2018).

11. Construction Logistics Plan

Prior to commencement of development (excluding Enabling Works), a Construction Logistics Plan shall be submitted to and approved in writing by the Council. The method statement /construction management plan should include the details for all the relevant foundations, basement and ground floor structures, or for any other structures below ground level, including piling (temporary and permanent). The development of the relevant Phase shall be carried out in accordance with the relevant approved Construction Logistics Management Plan unless otherwise agreed in writing with the Council. Each Construction Logistics Plan shall cover the following minimum requirements:

- site logistics and operations;
- construction vehicle routing;
- contact details for site managers and details of management lines of reporting;
- detailed plan showing phasing;
- location of site offices, ancillary buildings, plant, wheel-washing facilities, stacking bays and car parking;
- storage of any skips, oil and chemical storage etc.; and
- access and egress points;
- membership of the Considerate Contractors Scheme.

Reason: To ensure that no unacceptable adverse effect on the amenity of surrounding occupiers in accordance with Policies 6.11 and 6.12 of the London Plan and T1, T6 and T7 of the Local Plan 2018.

12. Archaeology (GLAAS)

Prior to commencement of development hereby permitted, a Written Scheme of Investigation (WSI) shall be submitted to and approved in writing by the Council. For land that is included within the WSI, no development shall take place other than in accordance with the agreed WSI, which shall include the statement of significance and research objectives, and

- A. The programme and methodology of site investigation and recording and the nomination of a competent person(s) or organisation to undertake the agreed works
- B. The programme for post-investigation assessment and subsequent analysis, publication & dissemination, and deposition of resulting material. this part of the condition shall not be discharged until these elements have been fulfilled in accordance with the programme set out in the WSI

Reason: Heritage assets of archaeological interest may survive on the site. The local planning authority wishes to secure the provision of appropriate archaeological investigation, including the publication of results, in accordance with Section 12 of the NPPF, Policy 7.8 of the London Plan, Policies DC1, DC8 of the Local Plan 2018 and key principles within the Planning Guidance Supplementary Planning Document 2018.

13. Piling Impact

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

Reason: To prevent any potential to impact on local underground water and sewerage utility infrastructure, in accordance with Policies 5.14 and 5.15 of the London Plan, Policies CC3 and CC5 of the Local Plan 2018. The applicant is advised to contact Thames Water Developer Services on 0845 850 2777 to discuss the details of the piling method statement.

14. Preliminary Risk Assessment Report

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

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

15. Site Investigation Scheme

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

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

16. Quantitative Risk Assessment Report

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

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

17. Remediation Method Statement

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 CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

18. Verification Report

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 CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

19. Onward Long-Term Monitoring Methodology Report

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 CLR 11: Model Procedures for the Management of Land Contamination (Defra 2004) or the current UK requirements for sampling and testing.

Reason: 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 Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

20. Drainage Strategy

Prior to commencement of development, a Drainage strategy detailing any on and/or off-site drainage works, shall be submitted to and approved in writing by the Council in consultation with the sewerage undertaker. No discharge of foul or surface water from the site shall be accepted into the public system until the drainage works referred to in the strategy have been completed. Details shall be implemented in accordance with the approved details and thereafter permanently retained in this form.

Reason: To ensure that sufficient drainage capacity is made available to cope with the new development; and to avoid adverse environmental impact upon the community in accordance with Policy 5.13 of the London Plan and Policy CC3 and CC5 of the Local Plan 2018.

21. Sustainable Drainage Strategy (SuDS)

Prior to commencement of development, a Sustainable Drainage Strategy (SuDS), which details how surface water will be managed on-site in-line with the London Plan Drainage Hierarchy's preferred SuDS measures, shall be submitted to and approved in writing by the Council. Information shall include details on the design, location and attenuation capabilities of the proposed sustainable drainage measures such as permeable surfaces, including green roofs. Details of the proposed flow controls and flow rates for any discharge of surface water to the combined sewer system should also be provided, with the aim of achieving greenfield rates for final discharges. Where feasible, rainwater harvesting should also be integrated to collect rainwater for re-use in the site. The Strategy shall be implemented in accordance with the approved details, and thereafter all SuDS measures shall be retained and maintained in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: To prevent any increased risk of flooding and to ensure the satisfactory storage of/disposal of surface water from the site in accordance with Policy 5.13 of The London Plan; and Policy CC3 of the Local Plan 2018.

22. Flood Risk Assessment

Prior to commencement of development a Flood Risk Assessment shall be submitted to and approved in writing by the Council. Details shall be implemented in accordance with the approved details and thereafter permanently retained in this form.

Reason: To reduce the impact of flooding to the proposed development and future occupants, in accordance with Policies 5.11, 5.13, 5.14 and 5.15 London Plan, and Policy CC3 of the Local Plan 2018

23. Green / Brown Roofs

Prior to commencement of development (excluding demolition works), details of all green/brown or blue roofs proposed, including the identification of further opportunities for green roofs, including details of types of green roofs and a planting maintenance plan shall be submitted to and approved in writing by the Council. Development shall not be occupied until the scheme has been carried out in accordance with the approved details, and shall thereafter be permanently retained in this form.

Reason: To ensure the provision of green roofs in the interests of sustainable urban drainage and habitat provision, in accordance with Policies 5.11, 5.13 and 7.19 of the London Plan and Policy OS5 and CC4 of the Local Plan 2018.

24. Sustainability

Prior to commencement of development (excluding demolition works), Sustainability Statements and BREEAM assessments shall be submitted to and approved in writing by the Council to confirm the sustainable design and construction measures to be integrated. The associated BREEAM ratings for the offices and retail spaces and any other non-residential uses should achieve the "Very Good" rating as minimum.

Within 6 months of occupation of any use, a BREEAM (2014) certificate confirming that sustainability performance (Very Good or Excellent) had been achieved as proposed shall be submitted to and approved in writing by the Council. Supporting information shall also be submitted for approval to demonstrate that the residential units meet the minimum sustainable design and construction standards of the London Plan.

Reason: In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies 5.1, 5.2, 5.3, 5.6 and 5.7 of the London Plan and Policies CC1, CC2 of the Local Plan 2018.

25. Energy Strategy

Prior to commencement of development (excluding demolition works), an Energy Strategy for the development shall be submitted to and approved in writing by the Council. The revised strategy shall include details of energy efficiency and low/zero carbon technologies and confirm that CO2 emissions will be reduced in line with the London Plan targets. No part of the development shall be used or occupied until it has been carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: In the interests of energy conservation and reduction of CO2 emissions, in accordance with Policies 5.1, 5.2, 5.3, 5.6 and 5.7 of the London Plan, Policy CC1 of the Local Plan 2018.

26. Secure by Design

Prior to commencement of development (excluding demolition), a statement of how 'Secure by Design' requirements are to be adequately achieved shall be submitted to and approved in writing by the Council. Such details shall include, but not be limited to: site wide public realm CCTV and feasibility study relating to linking CCTV with the Council's borough wide CCTV system, access controls, basement security measures and means to secure the site throughout construction in accordance with BS8300:2009. No part of the development shall be used or occupied until these measures have been implemented in accordance with the approved details, and the measures shall thereafter be permanently retained in this form.

Reason: To ensure that the development incorporates suitable design measures to minimise opportunities for, and the perception of crime and provide a safe and secure environment, in accordance with Policy 7.3 of the London Plan, and Policies DC1 and DC8 of the Local Plan 2018.

27. Air Quality Dust Management Plan

Prior to the commencement of each of the demolition and construction Phases of the development hereby permitted, an Air Quality Dust Management Plan (AQDMP) shall be submitted to and approved in writing by the Council. The AQDMP must include an Air Quality Dust Risk Assessment (AQDRA) that considers sensitive receptors on-site and off-site of the development and is undertaken in compliance with the methodology contained within Chapter 4 of the Mayor of London 'The Control of Dust and Emissions during Construction and Demolition', SPG, July 2014 and the identified measures recommended for inclusion into the AQDMP. The AQDMP submitted must comply with the Mayor's SPG and should include: Inventory and Timetable of dust generating activities during demolition and construction; Site Specific Dust mitigation and Emission control measures in the table format as contained within Appendix 7 of Mayor's SPG including for on-road and off-road construction traffic; Detailed list of Non-Road Mobile Machinery (NRMM) used on the site. The NRMM should meet as minimum the Stage IV emission criteria of Directive 97/68/EC and its subsequent amendments. This will apply to both variable and constant speed engines for both NO_x and PM. An inventory of all NRMM must be registered on the NRMM register <https://nrmm.london/user-nrmm/register>; Ultra Low Emission Vehicle Strategy (ULEVS) for the use of on-road Ultra Low Emission Vehicles in accordance with the emission hierarchy (1) Electric (2) Hybrid (Electric-Petrol) (3) Alternative Fuel e.g. CNG, LPG (4) Petrol, (5) Hybrid (Electric-Diesel) (6) Diesel (Euro 6 & Euro VI); Details of Air quality monitoring of PM₁₀ where appropriate and used to prevent levels exceeding predetermined Air Quality threshold trigger levels. Developers must ensure that on-site contractors follow best practicable means to minimise dust and emissions at all times. Approved details shall be fully implemented and permanently retained and maintained during the demolition and construction Phases of the development.

Reason: To comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan, and Policy CC10 of the Local Plan 2018.

28. Ventilation Strategy

Prior to commencement of above ground works in the development hereby permitted, (excluding site clearance, demolition and basement works) a Ventilation Strategy report in order to mitigate air pollution shall be submitted to and approved in writing by the Council. The Ventilation Strategy report should include the following information:

- a) Details and locations of the air intake locations at roof level on the rear elevations for the B1 class use;
- b) Details and locations of air intakes locations for the A4 and D1 class uses on the rear elevations;
- c) Details and locations of air extract locations for A4, B1 and D1 class uses, to demonstrate that they are located a minimum of 2 metres away from the fresh air intakes; and
- d) Details of the independently tested mechanical ventilation system with NO_x, PM_{2.5}, PM₁₀ filtration for B1 use. The NO₂ filtration system shall have a minimum efficiency of 90% in the removal of Nitrogen Oxides/Dioxides, PM_{2.5} and PM₁₀ 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. Chimney/boiler flues and ventilation extracts shall be positioned a suitable distance away from ventilation intakes, openable windows, balconies, roof gardens, terraces, and receptors. 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.

Reason: To comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan and Policy CC10 of the Local Plan 2018.

29. Low Emissions Strategy

Prior to occupation of the development hereby permitted a Low Emission Strategy for the operational Phase shall be submitted to and approved in writing by the Council. The Low Emission Strategy must detail the remedial action and mitigation measures that will be implemented to protect receptors (e.g. abatement technology for energy plant, design solutions). This Strategy must make a commitment to implement the mitigation measures (including NOx emissions standards for the chosen energy plant) that are required to reduce the exposure of future residents to poor air quality and to help mitigate the development's air pollution impacts, in particular the emissions of NOx and particulates from on-site and off-site transport via a Ultra Low Emission Vehicle Plan (ULEVP) e.g. use of on-road Ultra Low Emission Vehicles in accordance with the emissions hierarchy (1) Electric Vehicle (Zero emission), (2) Hybrid (non-plug in) Electric Vehicle (HEV), (3) Plug-in Hybrid Electric Vehicle (PHEV), (4) Alternative Fuel e.g. CNG, LPG, (5) Petrol and energy generation sources.. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan, and Policy CC10 of the Local Plan 2018.

30. Green Infrastructure

Prior to the commencement of above ground works of the development hereby permitted, details of the construction of green infrastructure (including details of planting species and maintenance) in order to mitigate air pollution shall be submitted to and approved in writing by the Council. The green infrastructure shall be constructed and planted on the developments site boundaries with Hammersmith Road (A315) and Maclise Road and shall be in full accordance with the Phytosensor Toolkit, Citizen Science, May 2018 and the 'First Steps in Urban Air Quality', TDAG, 2017 guidance documents within the first available planting season following completion of the development. Any plants which die, are removed, become seriously damaged and diseased within a period of five years from completion of the requisite part of the development shall be replaced in the next planting season with others of similar size and species. Approved details shall be fully implemented prior to the occupation/use of that part of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan, and Policy CC10 of the Local Plan 2018.

31. External seating areas

Prior to occupation of the development hereby permitted, a report containing the details of the locations of external seating in order to mitigate air pollution shall be submitted to and approved in writing by the Council. The report shall include details to demonstrate the following information:

- a) All external seating is located a minimum of 10 metres of the kerbside Hammersmith Road (A315) and 10 metres from the kerbside of Maclise Road; and
- b) All external seating is orientated away from Hammersmith Road (A315) and Maclise Road.

Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan, and Policy CC10 of the Local Plan 2018.

32. Micro Climate

Prior to commencement, construction details of micro climate mitigation measures necessary to provide an appropriate wind environment throughout and surrounding the development shall be submitted to and approved in writing by the Council. Approved details shall be implemented, and permanently retained thereafter.

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

33. External noise from machinery, extract/ventilation ducting, mechanical gates, etc.

Prior to commencement of development, details shall be submitted to and approved in writing by the Council, of the external sound level emitted from plant/ machinery/ equipment and mitigation measures as appropriate. The measures shall ensure that the external sound level emitted from plant, machinery/ equipment will be lower than the lowest existing background sound level by at least 10dBA in order to prevent any adverse impact. The assessment shall be made in accordance with BS4142:2014 at the nearest and/or most affected noise sensitive premises, with all machinery operating together at maximum capacity. A post installation noise assessment shall be carried out where required to confirm compliance with the sound criteria and additional steps to mitigate noise shall be taken, as necessary. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise from plant/mechanical installations/ equipment, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

34. Emergency Generators

Prior to first operational use, details shall be submitted to and approved in writing by the Council to confirm that sound emitted by standby or emergency generators during power outages or testing does not exceed the lowest daytime ambient noise level LAeq(15min) as measured or calculated according to BS4142:2014.

Reason: To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise from mechanical installations/ equipment, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

35. Anti- vibration mounts and silencing of machinery etc.

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

Reason: To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by vibration, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

36. Sound Insulation of commercial/ industrial building envelope

Prior to commencement of development, details shall be submitted to and approved in writing by the Council, of sound insulation of the building envelope and other mitigation measures, as appropriate. Details shall demonstrate that noise from uses and activities is contained within the building/ development site and shall not exceed the criteria of BS8233:2014 at neighbouring noise sensitive/ habitable rooms and private external amenity spaces. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise, in accordance with Policies with Policies CC11 and CC13 of the Local Plan 2018.

37. Extraction and Odour Control system for non-domestic kitchens

Prior to first operational use, details shall be submitted to and approved in writing by the Council, of the installation, operation, and maintenance of the odour abatement equipment and extract system, including the height of the extract duct and vertical discharge outlet, in accordance with the 'Guidance on the Control of Odour and Noise from Commercial Kitchen Exhaust Systems' January 2005 by DEFRA. Approved details shall be implemented prior to the commencement of the use and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by cooking odour, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

38. Floodlights, Security lights and Decorative External Lighting

Prior to commencement of development, details of external artificial lighting shall be submitted to and approved in writing by the Council. Lighting contours shall be submitted

to demonstrate that the vertical illumination of neighbouring premises is in accordance with the recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2011'. Details should also be submitted for approval of measures to minimise use of lighting and prevent glare and sky glow by correctly using, locating, aiming and shielding luminaires. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of surrounding premises is not adversely affected by lighting, in accordance with Policy CC12 of the Local Plan 2018.

39. Lights off

Prior to first occupation of the office use, a scheme for the control and operation of the proposed lighting within the office buildings, during periods of limited or non-occupation, shall be submitted to and approved in writing by the Council. Details shall be implemented prior to the occupation of the relevant Phase and operated only in accordance with the approved details.

Reason: To ensure that the building does not cause excessive light pollution and to conserve energy when they are not occupied, in accordance with Policy CC12 of the Local Plan 2018.

40. Materials

Prior to the commencement of development (excluding demolition), details and samples of all the materials to be used in all external faces and roofs of the buildings to include entrances, cladding, fenestration, roofing, and plant, shall be submitted to and approved in writing by Council. External material sample panels, including samples of brickwork, stonework, concrete, pointing style, mortar colour and mix shall be erected onsite for the inspection by Council's Conservation Officer and written approval by Council. The development shall be carried out in accordance with the details as approved and thereafter permanently retained in this form.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policies 7.1 and 7.6 of the London Plan and Policies DC1, DC2 and DC8 of the Local Plan 2018.

41. 1:20 Drawings

Prior to the commencement of development (excluding demolition), detailed drawings at a scale not less than 1:20 (in plan, section, and elevation) of typical bays and junctions with adjacent buildings of each elevation of each building shall be submitted to and approved in writing by the Council. This shall include detailed drawings at of scale of not less than 1:20 (in plan, section, and elevation) of shopfronts for any A Class uses on site. The development shall be carried out in accordance with the details as approved and thereafter permanently retained in this form.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policies 7.1 and 7.6 of the London Plan and Policies DC1, DC2 and DC8 of the Local Plan 2018.

42. Landscaping & Public Realm

Prior to commencement of development (excluding demolition), details of the proposed soft and hard landscaping of all areas external to the buildings shall be submitted to and approved in writing by the Council. These details will include the any public realm provided along Olympia Way, Maclise Road or Hammersmith Road. The details shall include: planting schedules and details of the species, height and maturity of any trees and shrubs, including sections through the planting areas; depth of tree pits, containers and shrub beds; details relating to the access of each building, pedestrian surfaces, materials, kerb details, external steps and seating, street furniture, bins and lighting columns that ensure a safe and convenient environment for blind and partially sighted people. The landscaping works shall be carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: To ensure a satisfactory external appearance of the development and relationship with its surroundings, and the needs of the visually impaired are catered for in accordance with the Equality Act 2010, Policies 3.1, 7.1 and 7.6 of the London Plan, and Policies DC1, DC8, OS2 and OS5 of the Local Plan 2018.

43. Samples Hard landscaping and Canopy

Prior to the commencement of development (excluding demolition), details and samples of all the materials to be used for any hard landscaping, street furniture and the public realm canopy shall be submitted to and approved in writing by the Council. The development shall be carried out in accordance with the details as approved and thereafter permanently retained in this form.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policies 7.1 and 7.6 of the London Plan and Policies DC1, DC2 and DC8 of the Local Plan 2018.

44. Landscape & Public Realm maintenance

Prior to commencement of landscaping and public realm works, a Landscape & Public Realm Management Plan shall be submitted to and approved in writing by the Council for all of the landscaped areas. This shall include details of management responsibilities and maintenance schedules for all landscape areas. The landscape management plan shall be implemented in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: To ensure that the development provides an attractive natural and visual environment in accordance with Policies 7.1 and 7.6 of the London Plan, and Policies DC1, DC8, OS2 and OS5 of the Local Plan 2018.

45. Site Wayfinding

Prior to practical completion details of wayfinding and signage proposed around and on the site, should be submitted to and approved in writing by Council. The wayfinding and signage proposed on site should then be provided as approved and thereafter be permanently retained in this form.

Reason: To ensure that the Council may be satisfied with the detail of the proposed wayfinding to ensure a satisfactory appearance and ensure access for all in accordance with Policies DC1 and DC8 of the Local Plan 2018.

46. Obscured Glass

The window glass at ground level in the development, including the shop fronts, shall not be mirrored, painted or otherwise obscured and shall be permanently retained as such unless clearly indicated on approved drawings or subsequently agreed with the Council in writing.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policy 7.6 of The London Plan, and Policies DC1 and DC8 of the Local Plan 2018.

47. Access Management Plan

Prior to first occupation of the development, an Inclusive Access Management Plan shall be submitted to and approved in writing by the Council. The plan will include details of access, wheelchair accessible provision for office, retail or other uses, and facilities to accommodate hearing and sight impairments at entertainment venues. The development shall not be operated otherwise than in accordance with the Inclusive Access Management Plan as approved and thereafter be permanently retained in this form.

Reason: To ensure that the proposal provides an inclusive and accessible environment in accordance with the Policy 7.2 of the London Plan and Policy E3 of the Local Plan 2018.

48. Level Threshold

The ground floor entrance doors to the buildings and integral lift/stair cores shall not be less than 1-metre-wide and the threshold shall be at the same level as the adjoining ground level fronting the entrances to ensure level access.

Reason: To ensure the development provides ease of access for all users, in accordance with Policy 3.1 and 7.2 of the London Plan, and Policy DC1 and HO6 of the Local Plan 2018.

49. Lifts

Prior to first occupation and/or use of each relevant building, details of fire rated lifts in each of the buildings submitted to and approved in writing by the Council. Details shall include measures to ensure that no wheelchair occupiers are trapped if a lift breaks down. The fire rated lifts shall be installed as approved and maintained in full working order for the lifetime of the development.

Reason: To ensure that the development provides for the changing circumstances of occupiers and responds to the needs of people with disabilities, in accordance with policies 3.8 and 7.2 of the London Plan, and Policy DC1 and HO6 of the Local Plan 2018.

50. Replacement of Trees, Shrubs and Planting

Any trees, shrubs or planting including works associated with green roofs or wall boundary planting pursuant to the soft landscape details that is removed, or seriously damaged, dying or diseased within five years of the date of planting shall be replaced in the next planting season with a similar size and species to that originally required to be planted.

Reason: To ensure a satisfactory external appearance in terms of the provision of tree and shrub planting, in accordance with Policies 7.1 and 7.6 of the London Plan, and Policies DC1, DC8, OS2 and OS5 of the Local Plan 2018.

51. Cycle Parking

Prior to commencement of development (excluding demolition), details of the facilities to be provided for the secure storage of bicycles for each use within that Phase, shall be submitted to and approved in writing by the Council. Such details shall include the number, location and access arrangements to cycle parking. Prior to occupation the relevant approved facilities will be provided. The cycle parking facilities shall thereafter be retained and not used for any other purpose without the prior written consent of the Council.

Reason: To ensure the suitable provision of cycle parking within the Development to meet the needs of future site occupiers and users and in the interest of the appearance of the development, in accordance with Policies 6.9 and 6.13 of the London Plan and Policy T3 of the Local Plan 2018.

52. Delivery and Servicing Management Plan

Prior to first occupation of the development, a Delivery and Servicing Management Plan (DSMP), including vehicle tracking where required, shall be submitted to and approved in writing by the Council. The DSMP for the relevant part of each Phase shall detail the management of deliveries, emergency access, collection of waste and recyclables, times and frequencies of deliveries and collections/ silent reversing methods/ location of loading bays and vehicle movement in respect of the relevant Phase. The approved measures for the relevant part of each Phase shall be implemented and thereafter retained for the lifetime of the residential or commercial uses in the relevant part of the site.

Reason: To ensure that satisfactory provision is made for refuse storage and collection and to ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by noise, in accordance with Policy 6.11 of the London Plan and Policies T2, CC11 and CC13 of the Local Plan 2018 and SPD Key Principle TR28 (2018).

53. Waste Management Strategy

Prior to commencement of development (excluding demolition), a Waste Management Strategy shall be submitted and approved in writing by the Council. Details shall include refuse arrangements including storage, collection, and recycling for all uses within each Phase and how recycling will be maximised and be incorporated into the facilities of the development. All approved storage arrangements shall be provided in accordance with

the approved details and shall be permanently retained thereafter in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: To protect the environment and to ensure that satisfactory provision is made for refuse/recycling storage and collection, in accordance with policy 5.17 and 5.3 of the London Plan and Policies CC6 and CC7 of the Local Plan 2018 and SPD Key Principle WM1 (2018).

54. Operational Management Plan

Prior to first occupation of the development, an Operational Management Plan shall be submitted to and approved in writing by the Council. The Operational Management Plan shall include details of hours of operation for the different permitted uses, including details relating to the operational hours of Level 2. The development shall be implemented in accordance with the approved details prior to occupation and shall thereafter be permanently retained in this form.

Reason: To ensure that the amenities of surrounding occupiers are not unduly affected by noise and other disturbances, in accordance with Policies T1, CC11, CC12, and CC13 of the Local Plan 2018.

55. Class B1 (office)

The Class B1 (office) use hereby permitted shall be used only and for no other purpose including any other purpose within Class B1 in accordance with the Town and Country Planning (Use Classes Order) 1987 (as amended), or any subsequent Order, or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification.

Reason: In granting this permission, the Council has had regard to the circumstances of the case. The conversion of the approved new office accommodation to residential purposes could raise materially different planning considerations and the Council wishes to have an opportunity to consider such circumstances at that time, and to ensure the uses are compatible with the adjoining land uses and to ensure that the amenity of occupiers residing in surrounding residential properties would be safeguarded in accordance with Policies CF3, DC1, DC2, DC7, DC8, E1, HO11, T1, T2, TLC3, TLC5 of the Local Plan 2018 and Key Principles of the Planning Guidance SPD 2018.

56. Telecommunications Equipment (siting and details)

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development), (England) Order 2015 or any Order revoking or re-enacting that Order with or without modification, no aerials, antennae, satellite dishes or related telecommunications equipment shall be erected on any part of the site, without planning permission first being granted.

Reason: To ensure that the visual impact of telecommunication equipment upon the surrounding area can be considered, in accordance with in accordance with Policies 7.6 and 7.8 of the London Plan, and Policies DC1 and DC8 of the Local Plan 2018.

57. Advertisements

No advertisements shall be displayed on or within any elevation of the Development (including inside windows or on the Olympia Estate), without details of the advertisements having first been submitted to and agreed in writing by the Council.

Reason: In order that any advertisements displayed on the building are assessed in the context of an overall strategy, to ensure a satisfactory external appearance and to preserve the integrity of the design of the building, in accordance with Policies DC1 and DC8 of the Local Plan 2018.

58. External Alterations

No alterations shall be carried out to the external appearance of the Development, including the installation of air-conditioning units, ventilation fans or extraction equipment, plumbing or pipes, other than rainwater pipes not shown on the approved drawings, without planning permission first being obtained. Any such changes shall be carried out in accordance with the approved details.

Reason: 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 and DC8 of the Local Plan 2018.

59. Roller Shutters

No roller shutters shall be installed on any façade of the Development unless the details have been submitted to and approved in writing by the Council.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policies DC1, DC5, and DC8 of the Local Plan 2018.

60. Airwaves Interference Study

Prior to commencement of development (excluding demolition) the following details shall be submitted to and approved in writing by the Council:

- (i) The completion of a Base-Line Airwaves Interference Study (the Base-Line Study) to assess airwave reception within/adjacent to the site; and of required
- (ii) The implementation of a Scheme of Mitigation Works for the purposed of ensuring nil detriment during the [Demolition Works and Construction Works] identified by the Base-Line Study. Such a Scheme of Mitigation Works shall be first submitted to and approved in writing by the Council.

The development shall be implemented in accordance with the approved details prior to occupation and shall thereafter be permanently retained in this form.

Reason: To ensure that the existing airwaves reception is not adversely affected by the proposed development, in accordance with Policy 7.13 of the London Plan, and Policies DC1 and DC8 of the Local Plan 2018.

Reason(s) for granting planning permission:

- 1) Principle of Development: The redevelopment of the Olympia Way would deliver a mixed use cultural, employment and visitor attraction, providing economic, cultural,

and social benefits. The development would contribute to the local and wider London economy and is supported in land use terms. London Plan Policy 2.1 advocates the Mayor's commitment to ensuring that London retains and extends its global role, Policy 3.16 supports the protection and enhancement of social infrastructure, Policy 3.19 supports the increase or enhance of the provision of sports and recreational facilities and Policy 4.6 the continued success of London's diverse range of arts, cultural, professional sporting and entertainment enterprises and their associated cultural, social, and economic benefits. The proposed development is therefore considered acceptable in land use terms, subject to the satisfaction of other development plan policies, in accordance with policies 2.13, 2.15, 3.3, 3.4 of the London Plan and Policies E1, E4, CF1, CF2, CF3, HO1, OS1 of the Local Plan (2018).

- 2) **Local Economy and Employment:** The proposal would continue to provide significant employment opportunities both in the borough and London generally. The development would generate an estimated 565 construction related full time equivalent (FTE) jobs per year over the build period and some 4,560-5,045 further FTE jobs once the development is complete and operational. Affordable workspace comprising 5% of the total eligible Class B1 floorspace would be secured through the s106 agreement. The development would provide modern and upgraded floorspace, and deliver wider benefits by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for residents and companies. The employment and training initiatives secured through the S106 agreement would bring significant benefits to the local area while a local procurement initiative will be entered into by way of the legal agreement to provide support for businesses. Furthermore, contributions through the delivery of tickets for borough residents and engage with local schools and colleges would have a positive effect on the borough. The development is therefore in accordance with Policies 3.1 and 4.12 of the London Plan and Policies E1, and E4 of the Local Plan (2018).
- 3) **Design and Heritage:** It is considered that the proposals will deliver good quality architecture which optimises the capacity of the site with good quality good exhibition, hotel, theatre, retail, leisure and commercial accommodation. The development would a new high-quality spaces and public realm. It is considered that the proposals will make good use of the site, introducing a mix of uses, improving the quality of the public realm and providing an active street frontage along the east side of Olympia Way and replacing a building of poor quality design. The relationship between the built form and public realm would assist in the creation of a sense of place. Where harm has been identified to heritage assets it is considered this is outweighed by the substantial design, heritage and public benefits identified. It is considered that this is compliant with Section 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposed development is therefore considered acceptable in accordance with the NPPF, Policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6 and 7.21 of the London Plan and Policies DC1, DC2, DC4, DC7 and DC8 of the Local Plan (2018).
- 4) **Inclusive Access:** The development will provide a high quality environment for disabled and impaired members of the community and the commitments within the Access Statement are positive and deliverable by way of conditions and reserved matters applications. As such the proposal will comply with Local Plan Policies

DC1 and DC2 as well as Planning Guidance SPD Key Principles DA1, DA4, DA5, DA6, DA7, DA8, DA9, DA11, DA12 and DA13.

- 5) **Transport:** It is considered that the overall impact of the proposed development set out in the Transport Statement is acceptable. The proposal will lead to a reduction of on-site parking with the removal of an existing car park with 380 car parking spaces and a new car park with a capacity for up to 181 car parking spaces or 82 large vans. A Site-wide Car Park Management Plan is included and would be secured within the s106 legal agreement. Funding towards a review of Controlled Parking Zone within the vicinity of the application site and any of the resultant mitigation required would be secured via s106 agreement. Proposed trips generated by car would be mitigated through a car parking management plan. Promotion of sustainable and active travel to and from the site is addressed through various travel plans secured via s106 agreement. Conditions would secure satisfactory provision of cycle parking, construction and demolition logistics and management. Adequate provision for storage and collection of refuse and recyclables would be provided. Further mitigation is secured by provision of upgrades to Kensington Olympia station, West Brompton, London buses, cycle hire docking stations and the temporary layout and future delivery of CS9. A Section 278 agreement is secured to carry out works to the public highway. The proposed development therefore accords with Policies 6.1, 6.3, 6.9, 6.10, 6.11, 6.13 of the London Plan and Policies T1, T2, T3, T4, T5 and T7 of the Local Plan (2018).
- 6) **Impact on Neighbouring Properties:** The proposed development is considered to have an acceptable impact upon the amenities and living conditions within surrounding properties in respect of daylight, sunlight, over-shadowing, overlooking/privacy, noise, and vibration impacts. Although there are recorded incidences whereby the impacts exceed the BRE technical guide for daylight and sunlight, there are very few overall transgressions and the extent of level changes are moderate at worst. With regards to noise and privacy impacts, the proposals are acceptable on the basis that planning conditions are secured to limit the additional impacts to arise out of the development, including those during construction and demolition phases. Potential impacts in terms of air quality, light pollution, noise, or TV/radio reception would be acceptable regarding the various mitigation methods proposed which are secured by condition. In this regard, the development would respect the principles of good neighbourliness. The proposed development is therefore considered to be acceptable and would be in accordance with policies 7.1, 7.6, 7.7 of the London Plan and Policies DC1, DC2, DC8, CC10, CC11, CC12 and CC13 of the Local Plan (2018).
- 7) **Safety and Access:** A condition would ensure the development would provide a safe and secure environment for all users in accordance with London Plan Policy 7.3 and Policy DM G1 of the Development Management Local Plan (2013). The development would result in the provision of an inclusive environment, providing 10% of all units as wheelchair units, level access, minimum of one lift to all upper levels and suitable circulation space. Conditions would ensure the proposal would provide ease of access for all persons, including disabled people. Satisfactory provision is therefore made for users with mobility needs, in accordance with Policy 7.2 of the London Plan and Policy HO6 of the Local Plan (2018).
- 8) **Sustainability and Energy:** The application includes Sustainability, BREEAM and Energy Statements which propose a number of measures to reduce CO2

emissions. The proposal includes proposals for water efficiency, waste management and recycling facilities, use of energy efficiency building materials with low environmental impacts where possible, recycled materials where feasible, inclusion of measures to minimise noise pollution and air quality impacts, flood risk and sustainable drainage measures, sustainable transport measures and biodiversity improvements. The development site will also be registered with the Considerate Constructors Scheme to encourage environmentally and socially considerate ways of working and reduce adverse impacts arising from the construction process. The development proposes a CHP system. Renewable energy generation is proposed in the form of Air Source Heat Pumps and solar PV Panels. A condition requiring a revised Energy Assessment is included seeking further CO₂ reductions. Condition is also included requiring the submission of post construction BREEAM assessments to demonstrate that the “Very Good” and “Excellent” ratings. The proposed development therefore accords with Policies 5.1, 5.2, 5.3, 5.5, 5.6, 5.7, 5.8 of the London Plan and Policies CC1, CC2 and CC7 of the Local Plan (2018).

- 9) Air Quality: There will be an impact on local air quality because of the demolition, construction, and operation of the proposed development. However, inclusion of conditions prior to the commencement of above ground works for each phase of the development are included to mitigate the development. During construction and demolition an Air Quality Dust Management Plan is required by condition which will mitigate the air quality impacts of each phase of the development. The Proposed Development will include one central energy centre on site which will have an air quality impact, however these can be suitably mitigated by siting and design and using appropriate NO_x emissions abatement technology to ensure the CHP in the energy centre and other associated plant comply with the strictest emission standards possible; all of which are secured by way of condition. The proposed development therefore accords with London Plan Policy 7.14 and Policy CC10 of the Local Plan (2018).
- 10) Drainage and Flood Risk: The site is in flood zone 3a. A Flood Risk Assessment (FRA) has been submitted which advises standard construction practices to ensure the risk of flooding at the site remains low. A Basement Impact Assessment has been included to ensure that the basement of the multi-storey car park site is suitably detailed design with water-proofing measures and is appropriately secured by way of condition. Sustainable drainage systems would be integrated into the development to cut surface water flows into the communal sewer system. Further information on surface water drainage are secured by condition. The development would therefore be acceptable in accordance with the NPPF (2012), Policies 5.11, 5.12, 5.13, 5.14 and 5.15 of the London Plan and Policies CC2, CC3 and CC4 in the Local Plan (2018).
- 11) Land Contamination: Conditions would ensure that the site would be remediated to an appropriate level for the sensitive residential and open space uses. The proposed development therefore accords with Policy 5.21 of the London Plan, Policy CC9 in the Local Plan (2018) and Key principles LC1-6 of the Planning Guidance SPG (2018).
- 12) Microclimate: The development would not result in an unacceptable wind microclimate that would cause harm, discomfort or safety issues to pedestrians or the environment around the buildings. A condition is secured to provide additional

mitigation measures through the materials and landscaping. The proposal is considered to comply with Policies 7.6 and 7.7 of the London Plan and Policies DC3 and CC2 of the Local Plan (2018).

- 13) Legal Agreement: Planning obligations to offset the impact of the development and to make the development acceptable in planning terms are secured. Contributions relating to securing the provision of affordable space, community benefits, offsetting highways impacts and public realm works, and local training and employment opportunities and procurement are secured. The proposed development would therefore mitigate external impacts and would accord with Policy 8.2 of the London Plan and Policy INFRA1 of the Local Plan (2018).
- 14) Environmental Impact Assessment: The Environmental Statement, the subsequent Environmental Statement Addendum and the submitted further information to the Environmental Statement and their various technical assessments together with the consultation responses received from statutory consultees and other stakeholders and parties, enable the Council to determine this application with knowledge of the likely significant environmental impacts of the proposed development.
- 15) Objections: Whilst a large number of issues have been raised by objectors to the scheme it is considered, for the reasons explained in the detailed analysis, that planning permission should be granted for the scheme subject to appropriate safeguards to ensure that necessary controls and mitigation measures are established. This decision is taken on the basis of the proposed controls, mitigation measures and delivery commitments contained in the draft conditions and Heads of Terms for the Section 106 Agreement set out in this committee report, which are considered to provide an adequate framework of control to ensure as far as reasonably practicable that the public benefits of the scheme will be realised in accordance with relevant planning policies whilst providing the mitigation measures and environmental improvements needed to address the likely significant adverse impacts of the development.
- 16) Conditions: In line with the Town and Country Planning Act 1990 and the Town and Country Planning (Pre-commencement Conditions) Regulations 2018, officers have consulted the applicant on the pre-commencement conditions included in the agenda and the applicant has raised no objections.

Officer Report

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by case officer named above:

Application form received: 18th September 2018

Drawing Nos: see Condition 3

Policy Documents: National Planning Policy Framework (NPPF) 2018
The London Plan 2016
LBHF - Local Plan 2018
LBHF - Supplementary Planning Document 2018

Consultation Comments: See Appendix 1

Neighbour Comments: See Appendix 2

1.0 BACKGROUND

- 1.1. Member's should be aware that a full planning application and Listed Building Consent for a mixed use development to the main Olympia site is also under consideration under refs. 2018/03100/FUL and 2018/03101/LBC.
- 1.2. Mayoral Referral
- 1.3. Under the terms of the Town & Country Planning (Mayor of London) Order 2008, the Greater London Authority has been notified as the application forms part of a more substantial proposed development on adjoining land; that is, the masterplan proposal under consideration under ref. 2018/03100/FUL.
- 1.4. The Mayor of London formally considered the proposal on 14th January and issued a Stage 1 report, a summary of which is set out within the Consultations section of this report. The contents of the Stage 1 response have been considered by both the applicant and the council and there have been discussions with the officers of the GLA and TfL to ensure that their concerns and comments have been properly addressed as far as is reasonably practicable.
- 1.5. Should planning permission be granted, this application would be referred to the Mayor of London prior to the issue of any decision notice. The Mayor has a period of 14 days from the date of notification to consider the council's resolution before issuing a decision as to the call-in of the application for the Mayor to act as the local planning authority, or to allow the application to proceed.
- 1.6. **Site and Context**
- 1.7. The application site comprises Olympia Way and the land to the eastern edge adjoining the railway station from Hammersmith Road in the south to Maclise Road and the Motorail Car Park to the north. Olympia Way itself is not a public highway but does have one way north bound vehicular access onto Maclise Road from Hammersmith Road. Olympia Way is owned by Network Rail with Olympia having a long term leasehold. Maclise Road is one way through to Hazlitt Road to the west, with Sinclair Road being one way southbound onto Maclise Road. Blythe Road is a two way highway which becomes one way westbound to the west to joining Hazlitt Road, and one way southbound from Maclise Road.
- 1.8. For information, the wider Olympia estate comprises a series of buildings that together form the site and the overall use:
 - Grand Hall to the west onto Olympia Way. Grade II*.
 - Pillar Hall, to the north of Grand Hall onto Olympia Way; together these form the original buildings. Grade II*.
 - National Hall to the south-east corner onto Olympia Way to the west and Hammersmith Road the south. Grade II.
 - Central Hall to the southern boundary on Hammersmith Road. Grade II.
 - Maclise Road Multi-storey Car Park to the north onto Maclise Road. Grade II.

- G-Gate to the south-west corner onto Hammersmith Road/Lyons Walk and adjoining Central Hall to the east. The site is currently vacant and forms part of the logistics for the site accessed from Blythe Road..
 - West Hall to the west onto Blythe Road.
 - L-Yard to the west onto Blythe Road, the car park adjoins to the north with West Hall to the south. This goes through to the rear of Pillar Hall and forms part of the logistics for the site from Blythe Road.
- 1.9. Grand Hall, National Hall, Central Hall and West Hall form the four exhibition spaces for Olympia and together form almost the entirety of the southern and eastern boundaries. The first two are of similar appearance with large span vaulted glass roofs, Central Hall is later and is of an art deco design from 1923. West Hall provides additional exhibition space and has been subject to a two storey vertical extension.
- 1.10. The site is partly located within the Olympia and Avonmore Conservation Area, as well as the Heathrow Safeguarding Zone. A number of adjacent buildings are subject to statutory listing as set out above. Adjoining the site to the north is the Lakeside, Sinclair and Blythe Road Conservation Area, typified by a consistent residential character.
- 1.11. The site lies within Flood Zones 1, 2 and 3, an Archaeological Priority Area and within a borough-wide designated Air Quality Management Area (AQMA). The site has a Public Transport Accessibility Level (PTAL) of between 5 and 6a, as well as Kensington Olympia the site is in close proximity to Barons Court and West Kensington underground stations. Bus services operate at multiple stops on Hammersmith Road. The site is not within any key views at a London or local level.

The Surrounding Area

- 1.12. The areas adjacent to the site are characterised by a range of building types and sizes, although largely by Victorian era residential buildings typically in the range of five storeys in height. To the south-east in RBKC and on the east side of the London Line the former post-war office buildings of Charles House on the south side of Kensington High Street have recently been redeveloped for a residential led mix use development and is now known as 375 Kensington High Street. These buildings provide significant scale and massing in the townscape
- 1.13. To the west of the site are a number of buildings between three and ten storeys in height in residential and office use, with ten storey office buildings fronting Hammersmith Road. To the north commercial and retail units occupy the ground floors of Maclise Road and the northern part of Blythe Road with medium size Victorian properties.
- 1.14. **Planning History**
- 1.15. The wider Olympia estate has a substantial planning history that is summarised within the reports covering 2018/03100/FUL and 2018/03101/LBC. Grand Hall opening in 1886 with the adjacent Pillar Hall being a hospitality suite. West Hall has developed over time since being the stables in 1896. National Hall was built in 1923 with Central Hall following in 1929. The Multi-storey Car Park was

constructed by 1937. The most relevant decisions are considered to be as follows:

- 1.16. 2013/03465/FUL – Permission granted 30th January 2014 for the change of use of the newsagents kiosk from retail (Class A1) to Mini Cab office (Sui Generis).
- 1.17. 2013/03872/FUL – Permission granted 19th February 2014 for public realm improvements to Olympia Way, including new cycle way, paving, bollards, lighting, parking areas and associated landscaping.

Within the Surrounding Area

- 1.18. Although not within the application site itself, there a relevant development near to the application site that are considered relevant.

10 Beaconsfield Terrace Road

- 1.19. 10 Beaconsfield Terrace is accessed from Blythe Road and is located between the Maclise Road MSCP and West Hall. Although it is historically part of the Olympia site, it is not within the application boundary and sits outside of the applicant's ownership.
- 1.20. 2018/02319/FUL and 2018/02320/LBC – application withdrawn 7th November 2018. Proposal was for the erection of two additional floors; formation of a roof terrace at roof level; basement excavation, erection of a lift enclosure at ground floor level; erection of cycle and refuse storage and landscaping in connection with change of use from a Gymnasium (Class D2) to a Hotel (Class C1) with an ancillary bar/restaurant at ground floor level.
- 1.21. 2006/01537/FUL (with 2006/01597/CAC and 2006/01596/LBC) – permission granted 26th September 2006 for the change of use of a four storey workshop within the Olympia complex to a health and fitness club (Class D2) and offices (Class B1) and associated internal and external alterations including the demolition of an existing storage shed.

66 Hammersmith Road

- 1.22. Officers note the resolution to grant planning permission at committee on 9th October 2018 under application ref. 2017/04752/FUL for the demolition of the existing building and erection of a building of up to 8 storeys in height comprising 17,486 sqm of new Class B1 office floorspace (including 904sqm of affordable workspace/studio space), 850sqm of Class A1/A3/D2 flexible retail/restaurant/gym floorspace, new public realm, plant, car parking, cycle parking and associated works.

RBKC

- 1.23. Officers note the planning permission on the site directly to the south-east of the site and adjacent to the railway line known as 375 High Street Kensington. Permission was granted on 30th July 2010 under ref. PP/10/01539 for the construction of a one form entry primary school (Use Class D1) of up to 4,800sqm with matters reserved on appearance, landscaping, layout and scale

and the demolition of existing buildings an erection of 7 new buildings including buildings of up to 17 storeys in height; flexible Use Classes A1(retail), A2(financial and professional services), A3(cafe/restaurant) and/or A4(drinking establishment) up to 461 sqm; the provision of 467 market residential units and 63 affordable housing units; hard and soft landscaping works; highway and infrastructure works; engineering works including basement and lower basement excavation works; plant & equipment and all necessary associated and ancillary works

2.0 PROPOSAL

2.1. The current application seeks outline planning permission with approval for access and layout with other matters reserved which will come forward in subsequent reserved matter application should permission be granted and would seek approval of landscape, appearance and scale. Indicative information is provided to give information of height and mass. The proposal seeks permission for:

- Demolition of the existing building adjacent to the station entrance and the erection of buildings up to 4 storeys in height for flexible uses Class A1 retail, Class A2 professional services, Class A3 restaurant, Class A4 drinking establishment, Class B1 offices and Class D1 exhibition/community use
- New public realm and pedestrianisation of Olympia Way
- Landscaping and associated works

2.2. The proposed buildings are predominately two storeys in height with a four storey building at the junction with Maclise Road separated by the entrance to the train station and in place of the existing building in that location. A single storey building would be present at the southern end of the new row where the proposal meets Hammersmith Road.

2.3. Scale is a reserved matter in relation to final height only. Design codes are submitted with the heights presented as being 11m maximum for the two storey elements, 18m maximum for the four storey element. There would be, at the closest points, a 14.7m separation from the southern edge to Hammersmith Road, a 10m distance to National Hall, a 17m distance to Grand Hall and an 8.2m distance to the south-east corner of the Maclise Road MSCP.

2.4. In terms of layout, the façade and unit divisions are given as a mixture of 5m and 10m wide units, with two 15m wide units within the main strip and the four storey building comprising five 10m wide units and one 12m wide unit to the north. The four storey building as a maximum width of 17m, while the main row of units is 6m wide at the station entrance, 7.5m wide towards National Hall and 8m wide onto Hammersmith Road. The maximum ground floor unit to the north would therefore be 204sqm with the smallest units being some 30sqm. The layout itself references the bays of the existing hall buildings.

2.5. Although appearance is reserved the Design Code sets out the indicative approach as being red brick and stone, with predominantly brick to the railway line and glazing onto Olympia Way.

- 2.6. Landscaping and public realm is reserved, however an indicative proposal is included to outline the applicant's intentions and aspirations. Hard paving with trees, planting and permanent seating are set out as part of the pedestrianisation of Olympia Way.
- 2.7. The quantum of floorspace is flexible, providing 5,661sqm of overall area. However the applicant has proposed a maximum cap on Class A1 retail uses of 1,500sqm and Class B1 offices of 3,200sqm. The existing and proposed floor areas are as follows:

Use	Existing GIA sqm	Proposed GIA sqm	Net change GIA sqm
Storage (railway building)	563	0	-563
Class A1 retail, Class A2 professional services, Class A3 restaurant, Class A4 drinking establishment, Class B1 offices, Class D1 exhibition, community use	0	5,661	5,661
Total	563	5,661	5,098

- 2.8. In support of the planning application the applicant has submitted the following documents:

- Application drawings
- Arboriculture Report
- Basement Impact Assessment
- Olympia London Business Case
- Design and Access Statement
- Design Codes
- Draft Construction Management Plan
- Energy Assessment Report
- Environmental Assessment Report
- Environmental Statement Volume 1: Main Environmental Statement
- Environmental Statement Volume 2: Heritage, Townscape and Visual Effect Assessment
- Environmental Statement Volume 3: Technical Appendices
- Environmental Statement Non-Technical Summary
- Flood Risk Assessment and Drainage Strategy
- Phase 1 Geotechnical and Geo-Environmental Desk Study
- Operational Waste Management Strategy
- Refuse and Recycling Management Plan
- Security Design and Access Statement
- Statement of Community Involvement
- Structural Report
- Sustainability Statement

- Town Planning Statement
- Transport Assessment with Car Park Design and Management Plan; Framework Delivery and Servicing Plan; Framework Construction Logistics Plan; Framework Event Management Plan; Framework Travel Plan

2.9. **Environmental Statement**

2.10. An Environmental Impact Assessment (EIA) has been undertaken and an Environmental Statement (ES) has been submitted by the applicants under the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 for both this application and the adjoin masterplan application under ref. 2018/03100/FUL and 2018/03101/LBC. This requires certain projects to be assessed to establish whether they would have any significant effect on the environment. The scale of the proposals means that it is EIA development requiring an ES.

2.11. The ES comprises:

- Environmental Statement Volume 1: Main Environmental Statement
- Environmental Statement Volume 2: Heritage, Townscape and Visual Effect Assessment
- Environmental Statement Volume 3: Technical Appendices
- Environmental Statement Non-Technical Summary

2.12. In summary the ES concludes that the overall Olympia proposal set out in the full and outline applications when operational development is likely to result in the following impacts:

EIA Topic Area	Masterplan Site	Masterplan + Olympia Way
Socio-Economics	<p>Major Beneficial</p> <p>-National: Exhibition provision</p> <p>-Regional: Operation employment</p> <p>-Borough: Hotel provision</p> <p>-Local: Food and beverage provision</p> <p>Moderate Beneficial</p> <p>-Borough: Office, retail provision</p> <p>-Local: Public realm</p>	The provision of public realm would change to Major Beneficial
Townscape	<p>Major Beneficial (Local)</p> <p>Character Area 1 (Large institutional development from 19th and mid 20th century</p> <p>Moderate Beneficial (Local)</p>	No Change

	Character Area 5 (Large commercial frontages on the north side of Hammersmith Road. Kensington High Street)	
Built Heritage	<p>Major Beneficial (Local) Grand Hall, Pillar Hall, National Hall, Central Hall</p> <p>Moderate/Major Beneficial (Local) Olympia and Avonmore Conservation Area</p> <p>Moderate Beneficial (Local) MSCP</p>	No Change
Views	<p>Major Beneficial (Local) View 1 (West from railway bridge) View 3 (east of junction between Hammersmith Road and Southcombe Street)</p> <p>Moderate Beneficial (Local) View 4 (North End Road at junction with Fitz-James Avenue) View 5 (Avonmore Road) View 8 (Napier Road at junction with Addison Road)</p>	<p>Additional potential benefit effects:</p> <p>Major Beneficial (Local) View 2 (Olympia Way and Hammersmith Road)</p> <p>Moderate Beneficial (Local) View 15 (Entrance Grand Hall)</p>
Wind Microclimate	<p>Negligible to Minor Beneficial (Local) Entrances (on-site)</p>	No Change
Air Quality	<p>Moderate Adverse (Local) R2 (Hammersmith Road)</p>	<p>Additional potential adverse effect:</p> <p>Moderate Adverse (Local) R3, R8 (Hammersmith Road) R4 (Blythe Road)</p>
Noise (Delivery and Servicing Noise – night)	Not significant	Significant Adverse Sinclair Road, Maclise Road
Daylight	<p>Major Adverse (Local) 1-35 Argyll Mansions 67-81 Hammersmith Road</p>	<p>Additional potential adverse effect:</p> <p>Moderate Adverse (Local)</p>

	Moderate to Major (Local) 1-50 Palace Mansions Moderate Adverse (Local) 1-31 Glyn Mansions 72 Blythe Road Minor to Moderate Adverse (Local) 85-97 Hammersmith Road 89 Hammersmith Road	2 Sinclair Road
Sunlight	Moderate Adverse (Local) 6 Beaconsfield 3 Sinclair Road 2 Sinclair Road 8 Sinclair Road 388 Kensington High Street 1-50 Palace Mansions 1-35 Argyll Mansions 72 Blythe Road Minor/Moderate Adverse (Local) 5 Sinclair Road	No Change
Overshadowing (Sun Hours on Ground)	Moderate Adverse (Local) 2-4 Sinclair Road	No Change
Light Spillage	Moderate Adverse (Local) 1-50 Palace Mansions 1-35 Argyll Gardens 67-81 Hammersmith Road 72 Blyth Road	No Change
Climate Change (Contribution of GHG to the environment)	Significant Adverse (Global) Global climate	No Change

2.13. Overall however, the redevelopment of the Olympia Estate proposes the comprehensive refurbishment and regeneration of Olympia London to ensure that Olympia maintains its status as a world-class exhibition destination through improving and enhancing exhibition and conferencing facilities and delivering a range of supporting and complementary uses including flexible office accommodation, visitor accommodation, food and beverage facilities and destination leisure and cultural uses. The likely significant beneficial effects relate to:

- Provision of new employment opportunities through the introduction of new land uses and additional floorspace

- Land uses and floorspace introduced to the Olympia Estate to help meet borough, regional and national requirements include: new office floorspace, provision of new hotels, new retail floorspace, additional food and beverage floorspace, enhance and provide additional exhibition floorspace
- Provision of new public realm and improving permeability through Olympia
- Improvement and enhancement to the statutory listed buildings within the masterplan
- Improvements and enhancements to the quality of the surrounding townscape, including the Olympia and Avonmore Conservation Area
- Improvements and enhancements to local views
- Wind microclimate effects at on site building entrances

3.0 PUBLICITY AND CONSULTATIONS

Consultation Responses

- 3.1 Historic England – Do not wish to provide any comment.
- 3.2 Thames Water – No Objection
- 3.3 Natural England – No Objection
- 3.4 Environment Agency – No Objection
- 3.5 Royal Borough of Kensington & Chelsea – raised concerns over harm to public transport, risk to pedestrian safety, increased parking pressure within the borough, impact on views from RBKC from conservation areas and the setting of listed buildings within RBKC. They also commented that, "whilst it is recognised that the Outline application involves improvements to the public realm along Olympia Way these seem to stop abruptly at the bridge and borough boundary. It would enhance the visitor experience if simple measures such as planting, and street/pavement lighting, could be carried eastwards as far as possible, ideally to enhance the public experience through to Kensington High Street but at the very least to cover the area along to Holland Road which, at present, is rather austere and relatively poorly lit. This could be covered by a 'Streetscape Contribution' in the s.106 agreement".

GLA

- 3.6 The Mayor of London was consulted, the Stage 1 response is summarised below:

- The proposed resurfacing and pedestrianisation of Olympia Way is a strongly welcomed part of the proposals, and is indeed vital to allow the site to accommodate the additional pedestrian footfall generated by the expanded exhibition space and visitor attractions. However, it is noted that these proposals form part of the outline application, with uncertain timescales for delivery due to land ownerships not being under the applicant's control. Alternative proposals for securing the pedestrianisation of Olympia Way in the event of a delay to the grant or

implementation of the outline application must be secured as part of the full masterplan application, and this should be discussed further with GLA officers prior to any Stage 2 referral.

- The proposed pedestrianisation of Olympia Way with two-way cycling access as set out in the TA has the potential to enhance pedestrian and cycle connectivity and support the high numbers of pedestrian movements associated with the enhanced exhibitions uses and new land uses on the site. Given the importance of Olympia Way as a gateway to the development, and as outlined above in paragraph 33, it is essential that an obligation is placed on the developer to deliver significant pedestrian, cycle and public realm improvements to cater for the predicted flows, either as part of the standalone masterplan development of the Exhibition Centre, or as part of the outline Olympia Way application.

Residents and Amenity Groups

- 3.7 Residents were first notified of the application by way of 3310 letters, a site notice posted 23rd October 2018 and a press advert published 26th October 2018. A total of 88 responses were received, including those from amenity groups, the representations are summarised below.

Support

- 3.8 19 support comments have been received and 1 representation was received which were neither support or objections. The support comments are summarised below:

- Enhance the Venue and use of Olympia
- Offer greater amenities to the local population, additional retail and commercial elements enhanced
- Create a more inviting pedestrian space and enhancing the overall visitor experience to Olympia

Objection

- 3.9 68 objections have been received, these have been summarised below:

- Removal of the view of the historic buildings
- Closure of Olympia way is unacceptable for access to properties
- Issues over safety on Olympia way as it would be enclosed and increase crime
- Height of the Olympia Way buildings not in keeping with character
- Over development with the additional buildings
- Loss of right of access to residents
- Increased traffic from closure (along surrounding streets)
- Not enough information about footfall and impacts on Olympia Way
- Should be postponed until the redevelopment has been completed.
- Will increase congestion
- Closure of Olympia way will increase traffic and therefore increase pollution in surrounding area

- 3.10 The Sinclair Road Resident's Association expressed concern over Olympia Way as it is "to be widened by demolitions and then narrowed substantially. Its potential to serve as a pedestrianized public assembly space is reserved and it becomes an arterial thoroughfare".
- 3.11 The Avonmore and Brook Green Resident's Association broadly support the proposal and provision of new arts, retail, and jobs. They expressed concern over the impact to residents from the closure of Olympia Way.
- 3.12 The Hammersmith and Fulham Historic Buildings Group have objected that this proposal requires a full planning application to judge the impact on heritage assets. Furthermore, differentiation is required between surface treatments to ensure safety of pedestrians and vehicles. The proposal would mask views of the façade and other parts of Olympia from the railway and is a loss of a townscape view, which requires high standard design and a high standard of uses and users.
- 3.13 The Hammersmith Society have not commented on this application.

Ward Members

- 3.14 The site itself is within the northern part of the Avonmore and Brook Green Avonmore ward, with Addison ward adjoining at Maclise Road to the north. Both sets of ward Members have made representations on the proposal.
- 3.15 Cllrs Morton, Harvey, Smith – Avonmore and Brook Green Ward:
- Support for the application as it will bring benefits to the local area; a reduction in HGV traffic; benefits to the community from bars, restaurants, performing arts, retail and jobs; boost for local businesses from the increased visitors and office workers.
 - There are still concerns including the risk that closing Olympia way will seriously inconvenience residents.
- 3.16 Cllrs Connell and Fenimore – Addison Ward:
- We concur with the comments of our colleagues Cllr Morton, Cllr Harvey, and Cllr Smith in relation to the closure of Olympia Way and Blythe Road. We believe further work needs to be completed in order to understand the potential impact on traffic and congestion of vehicles.
 - The erection of buildings of up to 4 storeys on Olympia Way, which we believe are not in keeping with the Olympia and Avonmore Conservation Area

Public Engagement

- 3.17 The applicant has provided a Statement of Community Involvement prepared by Connect, that summaries the public consultation that was undertaken independently.

- 3.18 Olympus Property Holding Limited held four rounds of public consultation within Pillar Hall (on-site), which were advertised through letters, emails, and leaflets. Invitations were extended to neighbouring residents, local businesses, and community representatives (such as local societies and Councillors). The Olympia London website also provided information regarding the exhibitions. Various media outlets also covered the proposals throughout July 2018.
- 3.19 The first consultation was held on Tuesday 19 September, Wednesday 20 September, Thursday 21 September and Tuesday 26 September 2017. 46 feedback forms were received and the key issues identified were traffic, permeability of the site, type of uses and the district line reinstatement.
- 3.20 The second held Tuesday 21 to 23 November 2017 from 4pm to 8pm. 48 feedback forms were received and issues regarding the internal decks, traffic, potential facilities, importance of consultation were raised.
- 3.21 The third held from Tuesday 3 July to Thursday 5 July from 4pm to 8pm and Saturday 7 July 2018 between 11am and 3pm. 41 feedback forms were received, issues arose around traffic, the massing and height of proposals, the design, and types of retail offers to be provided.
- 3.22 The fourth exhibition was held on Tuesday 14 August, Thursday 16 August from 4pm to 8pm, and Saturday 18 August 2018 from 11am to 3pm. 59 feedback forms were received, responses focused on design, construction impacts, traffic, and community offers such as affordable and community space provision.
- 3.23 Following the first public consultation the applicant held a designated business session for local businesses on the 26 September 2017, and the Avonmore and Brook Green Residents Association on the 10 October 2017. The applicant also held meetings in 2028 with Dance West, LAMDA, Tri-Borough Music Hub, Turtle Key Arts and the New English Ballet Theatre.

4.0 PLANNING POLICY FRAMEWORK

- 4.1 As 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.
- 4.2 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).
- 4.3 In this instance the statutory development plan comprises the London Plan (2016), the Local Plan 2018 and the Planning Guidance Supplementary Planning Document 2018 (hereafter referred to as Planning Guidance SPD). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.
- 4.4 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was revised in 2018 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.

- 4.5 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.
- 4.6 The NPPF is aimed at safeguarding the environment while meeting the need for sustainable growth. It advises that the planning system should:
- a) plan for prosperity by using the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
 - b) plan for people (a social role) - use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
 - c) plan for places (an environmental role) - use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy. The NPPF also underlines the need for councils to work closely with communities and businesses and actively seek opportunities for sustainable growth to rebuild the economy; helping to deliver the homes, jobs, and infrastructure needed for a growing population whilst protecting the environment.
- 4.7 The NPPF sets out a presumption in favour of sustainable development. For decision-taking this means:
- approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.

Draft London Plan

- 4.8 The new draft London Plan was published on 29 November 2017. The Plan's consultation ended on 2 March 2018. An Examination in Public (EiP) opened on 15th January 2019 and publication of the new Plan is expected in the autumn of 2019. It is therefore considered that the new draft London Plan should be given

limited weight at this stage in determining this application. In the interim, consideration shall be given to the London Plan (Consolidated with Further Alterations 2016).

- 4.9 With regards to this application, all planning policies in the National Planning Policy Framework (NPPF), London Plan, Local Plan 2018 and Planning Guidance Supplementary Planning Guidance (SPD) which have been referenced where relevant in this report have been considered with regards to equalities impacts through the statutory adoption processes, and in accordance with the Equality Act 2010 and Council's PSED. Therefore, the adopted planning framework which encompasses all planning policies which are relevant in officers' assessment of the application are considered to acknowledge protected equality groups, in accordance with the Equality Act 2010 and the Council's PSED.

5.0 PLANNING ASSESSMENT

The main considerations material to the assessment of this application have been summarised as follows:

- 5.1 Principle of Development and Land Use
- 5.2 Socio Economics and Community Effects
- 5.3 Design and Heritage
- 5.4 Daylight and Sunlight
- 5.5 Highways
- 5.6 Sustainability and Energy
- 5.7 Flood Risk and Drainage
- 5.8 Ground Contamination
- 5.9 Air Quality
- 5.10 Noise and Vibration
- 5.11 Ecology
- 5.12 Safety and Resilience to Emergencies
- 5.13 Accessibility

5.1 Principal of Development and Land Use

- 5.1.1. **The NPPF 2018** states that applications should be considered in the context of a presumption in favour of sustainable development which meets social, economic and environmental needs and that development proposals which accord with the development plan should be approved without delay. **Paragraph 118** sets out that planning should encourage effective use of land by reusing land which has been previously developed and promotes and supports the development of underutilised land and buildings. The NPPF also promotes mixed-use development, and encourages patterns of growth which focus significant development in locations which are, or can be made, sustainable.
- 5.1.2. **Paragraph 80** of the NPPF states that the planning system should place significant weight on the need to support economic growth and productivity with **Paragraph 81** requiring planning policies to set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth.

- 5.1.3. **London Plan Policy 2.1** states that the Mayor and the GLA group will ensure that London retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education and research, culture and art and as a place to live, visit and enjoy. **London Plan Policy 4.1** supports the provision of a “strong, sustainable and increasingly diverse economy” across all parts of London. The importance of ensuring “the availability of sufficient and suitable workspaces in terms of type, size and cost, supporting infrastructure and suitable environments for larger employers and small and medium sized enterprises” is noted. The policy explicitly supports the continuing regeneration of Inner London, recognising that the quality of office stock in many locations is aging and deteriorating and therefore not providing an attractive offer for potential occupiers. **London Plan Policy 4.2** states that, as well as supporting the central London office market, office markets elsewhere in the city should be strengthened by focussing new development on viable locations with good accessibility, and enhancing business environments through mixed use developments which include a range of uses. **Draft London Plan Policy E1** states that new office development should be focused in town centres and other existing office clusters supported by improvements to public transport, walking and cycling. Draft London Plan Policy E2 (C), states that the applicant should show how a proportion of low cost and flexible business space would be incorporated into the proposals to provide workspace suitable for small and medium sized enterprises.
- 5.1.4. **London Plan Policy 4.5** and **draft London Plan Policy E10** state that it will be necessary to support the development of visitor accommodation close to major visitor attractions which are outside central London and the designated town centres and opportunity areas, where there is also a clear link in terms of scale, nature and location between the accommodation and the attraction(s) being served. **London Plan Policy 4.6** acknowledges the cultural, social and economic benefits these uses provide, to residents as well visitors. The policy recognises the important role of culture in place-shaping and encourages the expansion of the cultural offer beyond central London, and the benefits that providing a diverse range of leisure and cultural facilities, other than eating and drinking, can generate. **Draft London Plan Policy HC5** seeks to support and protect London’s cultural venues, and support the development of new cultural venues, in town centres and areas of good public transport accessibility.
- 5.1.5. **Local Plan Policy E1** supports proposals for mixed use schemes for new employment uses, especially those that recognise the borough’s existing strengths in creative industries, health services, bio-medical research and other research based industries. The council will support the retention and intensification of existing employment uses and will require flexible and affordable space suitable for small and medium enterprises in large new business developments. When considering new or extensions to new employment floorspace the following will be taken into account:
- a) whether the scale and nature of the development is appropriate, having regard in particular to local impact, the nature of the surrounding area and public transport accessibility;
 - b) impact upon small and medium sized businesses that support the local community;

- c) scale and nature of employment opportunities generated in the new development;
- d) whether there will be displacement of other uses such as community facilities or housing; and
- e) the Hammersmith and Fulham Economic Growth Plan and the council economic strategies.

- 5.1.6. The preferred locations for new office development above 2,500sqm is within the three town centres and the White City and Earl's Court and West Kensington Opportunity Areas. Outside of these areas large office development will generally be discouraged unless it can be demonstrated that provision cannot be provided within those areas.
- 5.1.7. With the justification text for **Policy E1**, Olympia is cited as an example of the borough being an attractive location for multi-national companies and states that the continued presence of large businesses is welcome because of their contribution to the local economy and in providing jobs and opportunities to residents. The local economy is also buoyed by the very many local office and industrial businesses throughout the borough. The council's Employment Study identified a number of sub-markets within the borough and also identified a need for between 383,000 and 511,000sqm additional office space by 2036.
- 5.1.8. **Local Plan Policy E3** states that permission will be granted for new visitor accommodation and facilities. Outside of the town centres and White City and Earl's Court and West Kensington Opportunity Areas it is considered that small scale hotels and visitor accommodation related to major visitor attractions of sub-regional or greater significance in accordance with the provisions of the London Plan.
- 5.1.9. **Local Plan Policies CF1, CF2 and CF3** set out the council's intention to improve the range of leisure, recreation, sports, arts, cultural and entertainment facilities in the borough including by protecting existing premises that remain satisfactory for their purposes and by seeking new or enhanced facilities where appropriate and viable. New and expanded venues should be accessible and inclusive and seek to address impacts such as noise, traffic and parking. Community uses themselves are defined broadly and can include education and training; health; emergency services; community halls, pubs and libraries; arts, cultural and entertainment uses including tourism, cinemas, theatres, museums, galleries, concert halls, music venues and pubs; leisure, recreation and sport.
- 5.1.10. **Local Plan Policy CF1** is clear that the council will work with its strategic partners to provide high quality and inclusive facilities and services for the community by improving the range of leisure, recreation, sports, arts, cultural and entertainment facilities by a) protecting existing premises that remain satisfactory for these purposes; b) supporting re-provision of facilities for existing users in outworn premises where opportunities arise; and c) seeking new or enhanced facilities where appropriate and viable including as part of major development proposals.
- 5.1.11. **Local Plan Policy CF3** supports the enhancement and retention of arts, cultural, entertainment and leisure uses. It requires proposals for new or expanded facilities to be acceptable in terms of noise, traffic, parking, and

opening hours. Supporting text to the policy confirms that some facilities are open during the evening and night-time, helping to sustain a night-time economy through the inclusion of music venues, restaurants, pubs and bars.

- 5.1.12. **Local Plan Policy TLC1** requires that new proposals for town centre uses (including shops, cafes, bars and restaurants) are appropriately located, are of an acceptable scale and do not negatively impact on the existing hierarchy of centres.

Assessment

- 5.1.13. The proposal seeks to retain and develop the existing venue which is the only major exhibition space in central London following the closure of Earl's Court, which would enhance its capabilities and competitiveness as a major international exhibition and cultural venue by way of creating a range of high quality uses. The result of the overall approach taken by the proposal is to refurbish the existing halls whilst increasing their flexibility and as such their attractiveness to exhibitors. A range of cultural venues would be introduced to the site including a theatre, music venue and rehearsal space as well as hotels, restaurants, a cinema, offices and retail uses. As contended by the applicant, Olympia faces national and internal competition with examples such as the Birmingham NEC, London Excel and Paris Expo given, which feature a range of complementary facilities following investment that creates venues that compete for exhibition, travel and tourism. At present, Olympia features the existing halls with the Pizza Express onto Olympia way providing the only on-site supporting use.
- 5.1.14. The proposed scheme consists of a 5,661sqm of Class A1/2/3/4, Class B1 and Class D1 uses that create an enhanced mixed use development supporting and enhancing Olympia for its core operating function as an exhibition centre and its contribution to the borough as well as regionally and nationally.
- 5.1.15. The proposals have the potential to create vibrant new business, leisure and cultural venue and world class visitor attraction and as such the principle of the development is strongly supported at a strategic level in light of the above London Plan policies. The Deloitte exhibition assessment submitted as part of the applicant's Business Case, sets out that Olympia requires improvements to compete at a global level, with key rivals offering a more diversified range of product due to a lack of complimentary facilities on site and in close proximity to the site. Furthermore, it is found that Olympia is not currently capable of competing with internationally renowned venues, including the NEC, due to its limited and non-cohesive exhibition space and lack of complimentary facilities; all other venues have plans to further improve and diversify. It is found that Olympia must modernise its exhibition space, utilise its excellent international accessibility buy updating, expanding and diversifying. The near absence of complimentary uses is cited as a fundamental restriction of the site in competing with rivals.

Exhibition and Conference uses

- 5.1.16. The proposal sees the deliver of a proportion of exhibition space. This use is considered to be well established and comprise the historical core offer of the

Olympia estate and as such this would be a complementary use subservient to the main function of Olympia. Subject to assessment of impacts, the principle and land use of this element is supported.

Retail Uses

5.1.17. With regard to the provision of Class A retail uses, the applicants contends that the circumstance so of Olympia and the proposal:

- The nature and scale of the proposed Class A uses are distinct from the retail offer of local town centres – accordingly they pose no cause for concern in terms of the vitality and viability of the town centre.
- The proposed retail floorspace will meet visitor demand and will additionally support the proposed new businesses and the associated workforce at Olympia. Accordingly, that expenditure is new expenditure and consequently will not be diverted from nearby town centres.
- The submitted Retail Impact Assessment tests maximum floorspace parameters for Class A uses – in reality the amount of Class A floorspace may be much less meaning that the effects are overstated.
- Impacts will be widely dispersed and negligible and will not be derived from nearby town centres.
- There is a specific need for new Class A floorspace as part of the proposals for the regeneration of Olympia. There is policy support to enhance the Borough's visitor, cultural and entertainment facilities.
- Existing town centres perform a vital role and function within the retail hierarchy. Each of those centres will grow according to increases in available expenditure and therefore any impact arising from the application proposals will be phased and short lived.
- The proposed Class A uses are an important ancillary component of the overall proposals for Olympia that will secure important local economic benefits maximising the use of the site.
- No other sites can meet the need to accommodate a range of supporting retail uses which are required in this location to ensure the attractiveness of Olympia to visitors and maintain its status as a world-class exhibition destination.

5.1.18. The proposal features a total of 5,661sqm of floorspace and a cap of 1,500sqm of Class A1 retail that could be provided. The Design Code sets parameters for the width of units, the majority of which are two storey and as such would not provide a viable floor area for any retail use beyond small scale operators. It is the applicant's intention to create a complementary area outside of the main Olympia site and the unit sizes would reinforce this.

5.1.19. It is recognised that the purpose for the Class A use provision is to support and enhance Olympia as a venue by way of offering a broad range of complementary uses that currently do not exist on the site, instead relying upon neighbouring offers in the wider area. In this respect the new retail offer would rely upon the proposed uplift. As such the scale of provision is in relation to the overall development being proposed, as opposed to a singular offer simply in relation to the existing exhibition halls and resulting in an overall uplift in Class A provision in the area relying upon the static floorspace and utilisation of the

existing function. As such the scale of the provision is seen by officers as being commensurate within the overall type and quantum of uses proposed.

- 5.1.20. The applicant's Retail Impact Assessment notes the low level of vacancy in the area and remarks that surveys of local town centres demonstrate a low level of vacant units and confirm that each of the centres performs a role and function consistent with their position within the town centre hierarchy with many being small and orientated towards meeting the day to day needs of the local residential and working population and are remote from Olympia. The existing centre do not cater for the needs of visitors to Olympia and are both qualitatively and quantitatively different to the application proposals.
- 5.1.21. The sequential test undertaken considers whether the proposed uses could be provided elsewhere; whether that site is suitable for the proposal; does not take into account whether there are deficiencies in existing provision or if the proposal would be accommodated if reduced and the site must be available now; the business needs of the development are a material consideration. The assessment concludes that there are no suitable or available sequential sites within or to the edge of town centres and as such providing the proposed retail floorspace elsewhere would not meet the identified need of the proposal which is locationally specific to Olympia. Furthermore, the level of trade diversion and impact upon pre-existing uses would be negligible with the proposed expenditure being driven by additional visitors and as such not being diverted from that existing and will not have a significant adverse effect on local town centres.
- 5.1.22. It is therefore considered that the maximum quantum of Class A provision within the development is driven by additional visitor demand and is specific to the location and operation of the site and is acceptable in principle.

Offices

- 5.1.23. The proposal would feature a maximum of 3,200sqm of Class B1 floor space. As set out in section 5.2 of this report, the majority of this would be given over by the applicant as low cost/affordable work space and secured by s106 legal agreement.
- 5.1.24. The site is not in a designated town centre and is between the town centres at Hammersmith and Kensington High Street with the northern edge of Hammersmith Road featuring medium to large scale office development along its length stretching east from Hammersmith and forms a cluster of office space. At committee in October Members resolved to granted permission at 66 Hammersmith Road which is adjacent to the site on Lyons Walk; this comprised in excess of 17,000sqm of Class B1 office use. The site has very good public transport links, further assessed within the relevant section below.
- 5.1.25. The council's spatial vision within the Local Plan sets out that by 2035 Hammersmith and Fulham will be a key part of, and contributor to, London's thriving international economy and the benefits of this will be shared throughout the borough. It will be home to centres of innovation, a skilled workforce and a growing number of businesses and jobs providing opportunities for local people. Furthermore, opportunities will have been taken to regain the borough's pre-

eminent position for Culture, Media, Arts companies in the borough following the relocation of parts of the BBC from Shepherd's Bush and will have encouraged inward investment, to support new enterprises and start-up businesses and to facilitate job growth in the local area, where all people are connected to economic opportunities and live in strong and thriving communities.

- 5.1.26. Local Plan Policy E1 states that the council will require flexible and affordable space suitable for small and medium enterprises in large new business developments. The proposal would provide this provision through office space, workspace and free use of community spaces as well as community engagement. It is therefore considered that this element of the policy has been satisfied and would accordingly result in a significant public benefit arising from the scheme.
- 5.1.27. Policy E1 goes on to say that when considering new employment floorspace or the extension of existing floorspace the council will also take into account:
- a. whether the scale and nature of the development is appropriate, having regard in particular to local impact, the nature of the surrounding area, and public transport accessibility;
 - b. impact upon small and medium sized businesses that support the local community;
 - c. scale and nature of employment opportunities generated in the new development;
 - d. whether there will be displacement of other uses such as community facilities or housing; and
 - e. the Hammersmith and Fulham Economic Growth Plan and the council economic strategies.
- 5.1.28. The Council's Employment Land Study (2016), which forms part of the evidence base for the Local Plan, identifies a number of sub-markets for offices across the borough which includes the submarket of Kensington Village, West Kensington and Kensington Olympia. This submarket is recognised as an improving office market in Hammersmith and Fulham because of the improved transport on the West London Line since 2012 following the increased number of trains connecting Kensington Olympia station to Shepherds Bush and Willesden Green to the north and West Brompton, Imperial Wharf and Clapham Junction to the south. In terms of future office supply in the borough, the study identifies Kensington Olympia as an area of possible future supply for B1 office stock and states that this could be developed to include more B class use. In addition to this, the Olympia Centre Car park is also recognised as a site where potential B class uses could be developed in the future. The London Office Review 2014 projected a likely requirement for an additional 290,000m² (gross) of office floorspace within the borough to 2036. However, the Council's Employment Study (2016) predicts a higher need of between 383,000 and 511,000m² based on 1 person per 9m². The proposed office development at Olympia would help to meet this need and therefore contribute to the borough's identified low cost office space requirements.
- 5.1.29. The applicant has submitted a Business Case for the proposal which contains an assessment by an appointed consultant, Cushman and Wakefield, of the provision and location in the context of other town centres. This concludes that

the proposed office space would not be competing with other town centres but would provide a complementary offer and that Hammersmith town centre does not have a suitable environment for this scale of accommodation. It is set out that Hammersmith has a diminishing developable space with projects coming forward on Hammersmith Road and adjacent streets and projects outside of the core area are increasingly uncommon and the pace of redevelopment of outdated stock is lagging behind the average. It is concluded that the provision of modern co-working, creative spaces surrounded by arts, performance and food uses is a very attractive offer with most occupiers looking for space that is beyond simply a place to work. The Deloitte report states that high quality office space is limited in the surrounding area and the proposed provision will generate revenue outside of event times as well being an important segment for corporate events; it is stated that the offices are intended to be occupied by key media, tech and professional services tenants to encourage cross-utilisation of the venue space

- 5.1.30. Policy E1 is clear that locations outside of town centres and regeneration areas have a key role to play in delivering the scale of office accommodation required to meet the council's stated need in order to fulfil the spatial vision set out. Whilst schemes above 2,500sqm outside of these areas will generally be discouraged, they will not be resisted and must demonstrate they could not be provided within those areas. It is considered that evidence has been provided that the quantum of office space provided would be difficult to deliver in any other location, in particular the key centre of Hammersmith, due to not just its scale but also the uniqueness of the overall mix of uses and the resulting offer.
- 5.1.31. Given the nature of the proposed exhibition complex and its ancillary retail uses this could support the level of office development proposed, subject to appropriate provision of transport capacity and mitigation of impacts. The proposed office use is not considered to result in a harmful impact upon neighbouring centres, the local area and could not be provided within those centres or other regeneration areas. Provision would be made through local jobs, procurement and workspace, as well as the community benefits set out within this report, that would offer significant benefits to the local area and local community and is therefore considered in compliance with local, regional and national policy.

Principle and Land Use Conclusion

- 5.1.32. It is therefore considered that the proposed floorspace and the proposed flexible mix of uses, together with conditions limiting the quantum of Class B1 office and Class A1 retail, would be complementary to the wider Olympia site and would not undermine the local or nearby centres and would be in accordance with the NPPF, London Plan Policies 2.1, 4.1, 4.2, 4.5 and 4.6, Draft London Plan Policies E1, E10 and HC5, and Local Plan Policies E1, E3, CF1, CF2, CF3 and TLC1.

5.2 Socio-Economic and Community Effects

- 5.2.1. **London Plan Policy 3.1** presents the Mayor's commitment to ensuring equal life chances for all Londoners, borne out of the recognition that meeting the needs of particular groups and communities is key to addressing inequalities

and fostering diverse communities. **Policy 4.12** seeks to improve access to employment and employment opportunities for Londoners, supporting local employment, development and training. **Draft London Plan Policy E2 (C)**, states that the applicant should show how a proportion of low cost and flexible business space would be incorporated into the proposals to provide workspace suitable for small and medium sized enterprises.

- 5.2.2. **Local Plan Policy E1** requires flexible and affordable space suitable for small to medium enterprises in new large business development. **Local Plan Policy E4** requires the provision of appropriate employment and training initiatives for local people of all abilities in the construction of major developments including visitor accommodation and facilities.
- 5.2.3. The proposal will generate, as set out within the Environmental Statement, approximately 565 construction related full time equivalent (FTE) jobs per years over the build period. The operational development will generate some 4,560-5,045 further FTE jobs. As a result of the modern and upgraded floorspace, wider benefits would be delivered by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for local residents and companies.
- 5.2.4. The applicant has agreed to provide significant employment, training, apprentice and procurement opportunities. These include affordable space comprising 5% of the total eligible Class B1 floorspace across both this application and the associated masterplan application in addition to £10.5m contribution to offsite affordable space provision. In securing this through the s106 agreement, delivery will be secured by way of requiring this level of provision to be delivered within the main development should the outline application, for whatever reason, not come forward. The space within this application comprises 2,767sqm of incubator space and within the masterplan application 1,107sqm community space within the Central Class B1/D1 area that will be used by the community for free out of hours and when not in use. Should the 2,767sqm within the permitted outline scheme not come forward, it would be within the main site.
- 5.2.5. Further to this 10% of the construction costs will be offered as local procurement contracts and are secured for the local economy together with 175 apprentices, 2,400 work placements and 222 full-time operational phase workers estimated to value £10m.
- 5.2.6. The applicant has agreed make significant contributions through their own delivery as well as through requirements placed upon future tenants of the various uses. These comprise:
- Free tickets to borough residents for shows and events
 - Use of theatre space and back office rooms to local groups for free
 - Priority tickets to cinema and theatre to disabled residents
 - Future occupiers to engage with local schools and colleges to provide training opportunities
 - Theatre and community space occupiers to engage with local groups, schools and colleges

- LBHF partnership with Yoo and occupier foundations to deliver council programmes

5.2.7. It is considered that the social and economic benefits derived from the development are substantial public benefits and represent the delivery of the council's spatial vision and strategic objectives set out within the Local Plan as well as representative of the opportunity the development of Olympia presents. Officers therefore consider that the proposal, subject to s106 legal agreement to secure the benefits identified and agreed, is in accordance with London Plan Policies 3.1 and 4.12 and Draft London Plan Policy E2 and Local Plan Policies E1 and E4.

5.3 Design and Heritage

5.3.1 **The NPPF** seeks to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings. The NPPF also requires that proposals should conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

5.3.2 The NPPF states that good design is a key aspect of sustainable development, and should contribute positively to making places better for people. **Part 12 of the NPPF** outlines the requirement for good design and **Paragraph 127** sets out that planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

5.3.3 **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.

5.3.4 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.66 and s.72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in the NPPF

5.3.5 **S.66** of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that:

‘In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.’

5.3.6 **S.72** 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.’

5.3.7 In relation to heritage assets **paragraph 184 of the NPPF** states:

Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations

5.3.8 **Paragraph 190 of the NPPF** states:

Local Planning Authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.

5.3.9 **Paragraph 192 of the NPPF** states:

In determining applications, local planning authorities should take account of:
a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
c) the desirability of new development making a positive contribution to local character and distinctiveness.

5.3.10 **Paragraph 193 of the NPPF** states:

When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

- 5.3.11 **Paragraph 194 of the NPPF** states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:
- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
 - b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.
- 5.3.12 **Paragraph 195 of the NPPF** states that where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:
- a) the nature of the heritage asset prevents all reasonable uses of the site; and
 - b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
 - c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
 - d) the harm or loss is outweighed by the benefit of bringing the site back into use.
- 5.3.13 The NPPF also makes a clear distinction between the approach to be taken in decision-making where the proposed development would result in 'substantial' harm and where it would result in 'less than substantial' harm.
- 5.3.14 The NPPF also makes a clear distinction between the approach to be taken in decision-making where the proposed development would result in 'substantial' harm and where it would result in 'less than substantial' harm.
- 5.3.15 Case law indicates that following the approach set out in the NPPF will normally be enough to satisfy the statutory tests. However, when carrying out the balancing exercise in paragraphs 195 and 196, it is important to recognise that the statutory provisions require the decision maker to give great weight to the desirability of preserving designated heritage assets and/or their setting.
- 5.3.16 The Planning Practice Guidance notes which accompany the NPPF remind us that it is the degree of harm to the asset's significance rather than the scale of the development that is to be assessed.
- 5.3.17 The scheme would impact both directly and indirectly on heritage assets. These impacts are considered separately in the following sections.
- 5.3.18 For the indirect impacts, namely impacts on settings, officers agreed areas for assessment with the applicants. The applicant's statement submitted with the application seeks to identify the significance of designated heritage assets

within a study area of 750m surrounding the site, including designated heritage assets in Hammersmith & Fulham and RBKC. It identifies designated assets that have a connection to the proposed development area and seeks to identify the significance of the designated heritage asset in relation to the site.

- 5.3.19 In the first instance, the assessment to be made is whether the development within the setting of a designated heritage asset will cause harm to that designated heritage asset or its setting. If no harm is caused, there is no need to undertake a balancing exercise. If harm would be caused, it is necessary to assess the magnitude of that harm before going to apply the balancing test as set out in paragraphs 195 and 196 of the NPPF as appropriate.
- 5.3.20 **Chapter 7 of the London Plan** sets out the Mayor's policies on a range of issues regarding places and space, setting out fundamental principles for design. **Policy 7.1 (Lifetime Neighbourhoods)** states that the design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability, and accessibility of the neighbourhood. **Policy 7.2 (An Inclusive Environment)** requires all new development in London to achieve the highest standards of accessible and inclusive design. **Policy 7.3 (Designing out crime)** seeks to ensure that developments reduce the opportunities for criminal behaviour and contribute to a sense of security, without being overbearing or intimidating.
- 5.3.21 **London Plan Policies 7.4 (Local character), 7.5 (Public realm) and 7.6 (Architecture)** are all relevant and promote the high quality design of buildings and streets. **Policy 7.4** states that development should have regard to the form and function, and structure of an area, place or street and the scale, mass, and orientation of surrounding buildings whilst **Policy 7.6** states that buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings.
- 5.3.22 **Local Plan Policy DC1** states that all development within the borough 'should create a high quality urban environment that respects and enhances its townscape context and heritage assets. There should be an approach to accessible and inclusive urban design that demonstrates how good design, quality public realm, landscaping, heritage assets and land use can be integrated to help regenerate places'.
- 5.3.23 **Local Plan Policy DC2** permits new build development that is of a high design standard and compatible with the scale and character of existing development and its setting. It requires proposals to respect:
- historical context, townscape and the sense of place of a site;
 - the surrounding area scale, mass, form and grain;
 - the relationship of the proposed development to the existing townscape;
 - local design context to promote and reinforce local distinctiveness;
 - good neighbourliness and principles of residential amenity;
 - local landscape context, providing high quality landscaping and public realm with good permeability where appropriate;
 - sustainability objectives;
 - the principles of accessibility and inclusive design; and
 - the principles of Secured by Design.

5.3.24 **Local Plan Policy Local Plan Policy DC8** (heritage and conservation) states that the council will conserve the significance of the borough's historic environment by protecting, restoring and enhancing its heritage assets. These assets include: listed buildings, conservation areas historic parks and gardens, the scheduled monument of Fulham Palace Moated site, unscheduled archaeological remains and buildings and features of local interest. When determining applications affecting heritage assets, the council will apply the following principles:

- a. the presumption will be in favour of the conservation, restoration and enhancement of heritage assets, and proposals should secure the long term future of heritage assets. The more significant the designated heritage asset, the greater the presumption should be in favour of its conservation;
- b. applications affecting designated heritage assets, including alterations and extensions to buildings will only be permitted if the significance of the heritage asset is conserved or enhanced;
- c. applications should conserve the setting of, make a positive contribution to, or reveal the significance of the heritage asset. The presence of heritage assets should inform high quality design within their setting;
- d. applications affecting non-designated heritage assets (buildings and artefacts of local importance and interest) will be determined having regard to the scale and impact of any harm or loss and the significance of the heritage asset in accordance with paragraph 135 of the National planning Policy Framework;
- e. particular regard will be given to matters of scale, height, massing, alignment, materials and use;
- f. where changes of use are proposed for heritage assets, the proposed use, and any alterations that are required resulting from the proposed use should be consistent with the aims of conservation of the asset's significance, including securing its optimum viable use;
- g. applications should include a description of the significance of the asset concerned and an assessment of the impact of the proposal upon it or its setting which should be carried out with the assistance of a suitably qualified person. The extent of the requirement should be proportionate to the nature and level of the asset's significance. Where archaeological remains of national significance may be affected applications should also be supported by an archaeological field evaluation;
- h. proposals which involve substantial harm, or less than substantial harm to the significance of a heritage asset will be refused unless it can be demonstrated that they meet the criteria specified in paragraph 133 and 134 of the National Planning Policy Framework;
- i. where a heritage asset cannot be retained in its entirety or when a change of use is proposed, the developer should ensure that a suitably qualified person carries out an analysis (including photographic surveys) of its design and significance, in order to record and advance the understanding of heritage in the borough. The extent of the requirement should be proportionate to the nature and level of the asset's significance;
- j. the proposal respects the principles of accessible and inclusive design;

k. where measures to mitigate the effects of climate change are proposed, the applicants will be required to demonstrate how they have considered the significance of the heritage asset and tailored their proposals accordingly;

l. expert advice will be required to address the need to evaluate and conserve archaeological remains, and to advise on the appropriate mitigation measures in cases where excavation is justified; and

m. securing the future of heritage assets at risk identified on Historic England's national register, as part of a positive strategy for the historic environment.

5.3.25 The Council's **Supplementary Planning Guidance SPD** is relevant, in particular **Key Principles AH1 (Information Requirements for applications for consent affecting heritage assets); AH2 (Protection of Heritage Assets); CAG1 (Land Use in Conservation Areas); CAG2 (Urban Design in Conservation Areas); CAG3 (New Development in Conservation Areas) and BL2 (Lightwells and Basement Excavation relating to listed buildings)**. These Key Principles provide guidance which seeks to ensure that heritage assets are conserved in a manner appropriate to their significance in accordance with the NPPF.

Proposed development

5.3.26 The development consists of two linear buildings along the east side of Olympia Way, with the entrance to Kensington Olympia Station in between. The southern building would step up from single storey at the southern end opposite National Hall to two storeys, enclosing new public realm in front of Grand Hall. The frontage will be divided into bays of 5m, 10m and 15m, with articulation to create a variation in the front building line to provide visual interest to the front elevation. The northern building would be four storeys in height, replacing the former Kensington Olympia Station building. Design Codes will control the external appearance of the buildings including shopfronts and materials.

Impacts on Heritage Assets

5.3.27 As summarised above, the NPPF requires local authorities to conserve heritage assets in a manner appropriate to their significance. The more important the asset, the greater the weight that should be given to its conservation. National Policy does not preclude development of heritage assets or development which may affect them or their setting, but aims to put in place the requirement for a considered analysis of when and where this may be acceptable.

5.3.28 The conservation areas, both within and surrounding the site, would be impacted upon both directly and indirectly. For those heritage assets surrounding the site, this is assessed in more detail in the following Townscape Assessment in terms of the impact on views. Those heritage assets further from the site would be subject to low or no impacts resulting from the proposed development. The townscape assessment therefore confines itself to impact studies on the surrounding heritage assets.

5.3.29 The following adjacent heritage assets are considered in the analysis:

- Grand Hall and Pillar Hall (Grade II*, 1885)
- National Hall (Grade II, 1923)

- Olympia Multi-Storey Car Park (Grade II, 1935-7)

5.3.30 The site is partly located within the Olympia and Avonmore Conservation Area and is situated adjacent to the Lakeside/Sinclair/Blythe Road Conservation Area.

Townscape Assessment – Visual Impact Analysis

5.3.31 In total, the applicants have tested 21 key townscape views around the site, 6 of which are within the Royal Borough of Kensington and Chelsea. Of these the proposals included in this outline application are only visible in 2 views.

5.3.32 The wireline of the proposed buildings shows that some views of the Grand Hall, Pillar Hall and National Hall would be obstructed by the new development, particularly through the creation of intervening massing between the historic point of arrival at Kensington Olympia Station and the Olympia Exhibition Centre and due to the narrowing of Olympia Way in front of the Grand Hall. However, the development would also enclose the current unattractive open view across the railway line towards the rear elevations of properties in the Royal Borough of Kensington and Chelsea and provide a new street frontage to the east side of Olympia Way which would help to animate the street. In addition the public realm improvements would improve the settings of Grand Hall, Pillar Hall, National Hall and the Multi-Storey Car Park.

5.3.33 These townscape and heritage benefits need to be weighed against any harmful impacts identified in the Townscape Assessment. Officers have undertaken a balanced judgement on the scale of the harm caused, and are mindful of Government advice that it is the scale of harm rather than the scale of the proposal that is to be assessed in this judgement.

5.3.34 The concerns highlighted in the study relate to the degree of harm caused by the proposed scale of the new buildings, and the indirect impacts they have on the setting of the heritage assets. Officers have explored alternative design solutions with the applicants. The applicants have, during the design development, revised the design to reduce the height of the proposed additions as much as possible while still meeting the brief.

5.3.35 In summary, following an assessment of the Townscape Views Analysis, it is considered that the proposed development would cause either no harm or less than substantial harm to the heritage assets identified.

5.3.36 Where there is less than substantial harm, it should be given considerable weight in the planning decision process and there is a presumption against the grant of planning permission. The NPPF recognises that a balance needs to be struck between the preservation of the significance of a heritage asset and delivering public benefit. In this instance it is considered that any low or medium adverse impact the proposal may have in individual views the level of harm identified is outweighed by the public benefits the scheme would bring.

Significance of Heritage Assets

Olympia site overall

- 5.3.37 The Olympia Exhibition Centre is a visual and entertainment landmark of national significance which is well-known for its annual round of events. It is characterised by a variety of high quality buildings ranging in date from 1885 to the 1930s, designed for the purpose of hosting entertainments, events and exhibitions. The listed buildings at Olympia have considerable group value as part of an evolving complex of exhibition buildings on the site, which relate closely to each other functionally. Olympia also has substantial historical and communal significance as a major national and indeed international events space, reflecting the original vision of a foremost destination for large-scale entertainments and events, and the exhibition of art, science, and industry.
- 5.3.38 Olympia is a nationally rare building type of which there are few comparable examples. The structure of the Grand Hall has parallels with Victorian railway architecture, such as the impressive barrel vaulted roofs at Paddington and St Pancras railway stations, but is unusual for being deployed in exhibition and entertainment use and surviving substantially intact. The former Agricultural Hall in Islington was the inspiration for the Grand Hall but is a smaller and less architecturally impressive space. The Winter Gardens in Blackpool and Alexandra Palace are comparators as large-scale entertainment complexes. Olympia is also unusual for its subsequent evolution, with each additional building expanding the capacity of the site or contributing to its ability to support exhibitions and events. The individual buildings reflect their different eras of construction but contribute to the historic and architectural value of the site as a leading exhibition venue for over 130 years. Additional buildings have maintained the pre-eminence of the Grand Hall as the primary signifier of the Olympia complex. Overall, the Olympia site is nationally rare and highly significant.

Grand Hall and Pillar Hall (listed under a single listing)

- 5.3.39 The Grand Hall and Pillar Hall are the earliest buildings on the site and possess the most architectural and historic interest, as reflected in their higher grade of listing. They are of national interest because of their central role in the country's cultural life and are a rare surviving example of their type. Their distinctive elevations articulate their design intention to create a national hall and provide a focal point in the local townscape. The Grand Hall provides a dramatic example of large-scale Victorian industrial engineering and technical innovation. There is great aesthetic interest in the high quality and well-preserved interiors of the Pillar Hall which was built as a set piece with the Grand Hall and provided a separate event space; the two buildings have strong group value. The boiler house chimney is also included within the list description as a subsidiary element.

National Hall and Olympia Central (listed under a single listing)

- 5.3.40 The National Hall and Olympia Central contribute to the historic and cultural interest of the Olympia site as a major exhibition centre. The National Hall complements the design of the Grand Hall through its restrained classical façade and its simplified, scaled-down version of the Grand Hall's barrel vaulted roof. The conference and hospitality rooms are well-preserved and attractively

detailed with mahogany panelling and decorative plasterwork to the ceiling downstands.

- 5.3.41 Olympia Central was designed by Joseph Emberton, an important figure in the modern movement who is responsible for a number of other listed buildings including the casino at Blackpool Pleasure Beach and Simpson's, Piccadilly. It has a bold, distinctive elevation to Hammersmith Road and is a confident rendering of the Moderne style. Its interiors were intentionally plain, have been altered and very little remains of heritage interest. The National Hall and Olympia Central have strong group value with the Grand Hall and Pillar Hall.

Olympia multi-storey car park

- 5.3.42 The multi-storey car park was listed at Grade II in September 2018. The list description indicates that the significance of the multi-storey car park lies principally in its historical interest as an important staging post in the development of the multi-story car park in Britain, refining the tandem parking system and giving a contemporary expression to its underlying form. It is also listed for bold streamline design and its architectural interest as an important work of Joseph Emberton, architect of Olympia Central. The car park supports the exhibition use on the site and has group value with the other listed Olympia buildings.

Olympia and Avonmore Conservation Area

- 5.3.43 The Olympia and Avonmore Conservation Area has a mixed character, predominantly residential but with larger commercial sites along the railway line and retail uses mostly clustered along Hammersmith Road. The southern part of the conservation area is dominated by the former Whiteley's Depository site (now called Kensington Village), consisting of substantial brick-built Victorian warehousing, now primarily in office and commercial use. The central part of the conservation area is characterised by substantial Victorian terraces and late-nineteenth and early-twentieth century mansion blocks. Building heights in this sub-area of the conservation area are generally of domestic scale, with residential terraces of three to four storeys and some mansion blocks rising to five storeys. The Olympia exhibition site occupies the northern part of the conservation area and makes a significant contribution to the character of the area because of its size, scale, distinctive character, quality of architecture and exhibition use.

Lakeside/Sinclair/Blythe Road Conservation Area

- 5.3.44 Lakeside/Sinclair/Blythe Road Conservation Area lies immediately to the north west of Olympia. The area was developed from the 1870s and is characterised by densely developed streets of substantial late-Victorian terraces of two and three storeys in brick and stucco, with some distinctive local shops and pubs. Some post-war development has occurred on sites cleared after bomb damage, including modern four and five storey blocks of apartments. St Simon's Church tower is a local landmark.

Listed Buildings – Impacts on setting

Assessment of impacts on Grand Hall and Pillar Hall (Grade II*)

- 5.3.45 Some views of the Grand Hall and Pillar Hall would be obstructed by the new development, particularly through the creation of intervening massing between the listed buildings and the historic point of arrival at Kensington Olympia Station. However the settings of Grand Hall and Pillar Hall would be improved through public realm improvements. Overall the harm to the significance of the Grand Hall and Pillar Hall is considered to be less than substantial.

Assessment of impacts on National Hall (Grade II)

- 5.3.46 Some views of the National Hall would be obstructed by the new development, particularly through the creation of intervening massing between the listed building and the historic point of arrival at Kensington Olympia Station. However the setting of National Hall would be improved through public realm improvements. Overall the harm to the significance of the National Hall is considered to be less than substantial.

Assessment of impacts on Olympia multi-storey car park Grade II)

- 5.3.47 Part of the development includes a four-storey building between the MSCP and the railway. At present, the MSCP is partially screened in views from the railway by the two storey former station building. A higher building in this location will block the MSCP almost entirely in views from the railway. As an ancillary part of the Olympia estate with a relatively undistinguished stair tower element directly opposite the station building, the reduction in some views of the MSCP is not considered to have a detrimental impact on the overall significance of Olympia or the listed building.

Olympia & Avonmore Conservation Area - Impacts

- 5.3.48 The site lies partly within and partly outside of the Conservation Area. Some views into the Conservation Area of the Grand Hall and Pillar Hall would be obstructed by the new development, particularly through the creation of intervening massing between the historic point of arrival at Kensington Olympia Station and the Olympia Exhibition Centre and the narrowing of Olympia Way in front of the Grand Hall. However, the development would also enclose the current open and unattractive view across the railway line towards the rear elevations of properties in the Royal Borough of Kensington and Chelsea and would provide a new street frontage to the east side of Olympia Way which would help to animate the street and assist with place making. In addition the public realm improvements would improve the settings of Grand Hall, Pillar Hall, National Hall and the Multi-Storey Car Park. Overall the harm to the significance of the Conservation Area would be less than substantial.

Lakeside/Sinclair/Blythe Road Conservation Area – Impacts

- 5.3.49 There would be no harm to the adjacent Lakeside/Sinclair/Road Conservation Area. The proposed 4 storey building would be visible from Maclise Road in views east towards the railway line, the postwar brick former Kensington Olympia Station building is not of a high quality of design or materials and its replacement would represent an opportunity to improve views out of the Conservation Area.

Design and Heritage conclusion

- 5.3.50 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.66 and s.72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in the NPPF. Officers have given due weight to the statutory duties of the desirability of preserving the special architectural and historic interest of the listed buildings affected and their settings and of preserving or enhancing the character and appearance of the Olympia & Avonmore Conservation Area.
- 5.3.51 The NPPF states that great weight should be given to the asset's conservation, irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (para 193). Where a proposal will lead to substantial harm, local authorities should refuse consent unless it can be demonstrated that the harm is necessary to achieve substantial public benefits that outweigh the harm (para 195). Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimum viable use (para 196).
- 5.3.52 The proposed development is intended to help maintain the Olympia site in its historic use as an exhibition centre in the longer term, which would sustain its significance. The historical and communal significance of the site will be sustained. The scheme will deliver public benefits including the improvement of the public realm and the provision of an edge with an active frontage on the east side of Olympia Way.
- 5.3.53 However, overall the development will cause less than substantial harm to the significance of the Olympia and Avonmore Conservation Area. For the harm caused to these designated heritage assets the test outlined in para 196 of the NPPF would apply. Officers have given great weight to the conservation of these designated heritage assets and consider that the less than substantial harm to their significance would be outweighed by public benefits as set out later in the Officer Report.
- 5.3.54 The development will also cause less than substantial harm to the setting of the designated heritage assets at Grand Hall, Pillar Hall and National Hall. For the harm caused to these designated heritage assets the test outlined in para 196 of the NPPF would apply. Officers have given great weight to the conservation of these designated heritage assets and consider that the less than substantial harm to their significance would be outweighed by public benefits as set out later in the Officer Report.
- 5.3.55 It is considered that this is compliant with Section 66 and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. It is considered that the proposals will make good use of the site, introducing a mix of uses, improving the quality of the public realm and providing an active street frontage along the east side of Olympia Way and replacing a building of poor quality design. The proposed development is therefore considered acceptable in accordance with the NPPF, Policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6 and 7.21 of the London Plan and Policies DC1, DC2, DC4, DC7 and DC8 of the Local Plan (2018).

5.4 Daylight and Sunlight

- 5.4.1. **The NPPF (Paragraph 123 part c) and footnote 37** states that daylight and sunlight guidance should be applied flexibly 'where they would otherwise inhibit making efficient use of a site', so long as they continue to provide adequate living standards.'
- 5.4.2. **London Plan Policy 7.6** requires new buildings and structures to ensure that they do not cause unacceptable harm to the amenity of surrounding land and buildings in relation to a number of factors, including overshadowing. Policy 7.7 further states that tall buildings should not adversely affect their surroundings in terms of overshadowing and reflected glare.
- 5.4.3. **The Mayor's Housing SPG Policy 7.6** makes clear that 'an appropriate degree of flexibility' should be applied when assessing the impacts of new development on surrounding properties and within developments. In particular paragraph 1.3.45 states 'Guidelines should be applied sensitively to higher density development, especially in opportunity areas, town centres, large sites and accessible locations, where BRE advice suggests considering the use of alternative targets. This should take into account local circumstances; the need to optimise housing capacity; and scope for the character and form of an area to change over time.' Paragraph 1.3.46 further states 'The degree of harm on adjacent properties and the daylight targets within a proposed scheme should be assessed drawing on broadly comparable residential typologies within the area and of a similar nature across London. Decision makers should recognise that fully optimising housing potential on large sites may necessitate standards which depart from those presently experienced but which still achieve satisfactory levels of residential amenity and avoid unacceptable harm.'
- 5.4.4. **Local Plan Policy HO11** addresses detailed residential standards and, in seeking a high standard of design, seeks to ensure the protection of existing residential amenities; 'including issues such as loss of daylight, sunlight, privacy and outlook'. **Local Plan Policies DC2 and Policy DC3** state that all new builds and tall buildings must be designed to respect good neighbourliness and the principles of residential amenity.
- 5.4.5. **SPD Key Principle HS1** states that, "Where communal open space is provided, development proposals should demonstrate that the space: is designed to take advantage of direct sunlight..." And, SPD Key Principle SDC1 states that, "Other effects buildings can have on the local climate include: Overshadowing and reducing access to sunlight"
- 5.4.6. **The BRE Guidelines** are typically used to assess daylight and sunlight. The Guideline sets out three methods for assessing daylight into a room including the Vertical Sky Component (VSC) method; plotting of the no-sky line method and the Average Daylight Factor (ADF) method. The introduction to the guide however stresses that it should not be used as an instrument of planning policy and should be interpreted flexibly because lighting is only one design factor for any scheme. Sunlight assessment is based on annual probable sunlight hours (APSH) and winter sunlight hours. In terms of overshadowing of gardens and

open spaces the BRE guide recommends that for an open space to appear adequately sunlit through the year, more than half of the space should receive at least two hours of sunlight at the March equinox.

- 5.4.7. The majority of the proposed development is two storeys in height and situated to the eastern edge of Olympia way and to the boundary of the existing railway station. The nearest receptors are within RBKC at Russell Road on the eastern boundary of the railway line and are some 35m away. The submitted Daylight and Sunlight Assessment within the ES states that 70 Manston House, 71 Ibberton House, 72 Oakeford House, 73 Rushmore House, and 74 Shillingstone House Russell Road will not receive any alteration in the amount of direct sunlight received with all having more than 2 hours or more direct sunlight for between 94% and 98% of the day which is well in excess of the 50% BRE guide.

Overshadowing

- 5.4.8. The effect of overshadowing the areas of these properties is considered negligible with a slight increase in transient overshadowing at the amenity area of 69 Russell Road Ashmore House between 3-4pm on 21st March; 2-4 Sinclair Road at 7am and 2-8 Sinclair Road at 8am on 21st June; There will not be any overshadowing on 21st December.

Daylight and Sunlight

- 5.4.9. 1 Sinclair Road. One window will fall below BRE sunlight criteria with a reduction of 22% which is just above the 20% BRE guideline and serves a bedroom and is considered acceptable.
- 5.4.10. 14 Sinclair. Three south-east facing bedroom windows will experience alterations in sunlight during the winter in excess of 40%. However, all three meet the BRE criteria for total sunlight and are considered to receive sufficient sunlight over the year to be acceptable. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.11. 12 Sinclair Road. Two windows fall below the BRE sunlight criteria. One window will experience a significant drop in winter sunlight but will retain 23% APSH which is just below the expected 25%. The other window will see a significant impact on winter sunlight however currently experience a 3% probable winter sunlight hours, which is just under the 5% guideline and would fall to 0%; total sunlight would change to 22% just above the APSH guideline of 20% BRE guideline, and will retain 18% APSH. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.12. 10 Sinclair Road. Five windows would fall below the BRE sunlight guidelines. One would see an alteration of winter sunlight of 40%, however would fully comply with APSH criteria and would receive sufficient sunlight through the year. Three windows would fall below the BRE criteria for total sunlight: one window sees an alteration of 25%, one window 35% and the other 40%. All three achieve less than 20% APSH in the current context which is below the 25% guideline. The remaining window falls below BRE guidelines for total and winter sunlight with an alteration of 40% in the winter with a moderate alteration of 31% in total sunlight and retaining an APSH of 20%. All five rooms are east and

south-east facing bedrooms and on balance overall impact is considered acceptable and commensurate with an urban location.

- 5.4.13. 8 Sinclair Road. Four windows would fall below sunlight guidelines for total sunlight: one an alteration of 27%, the other three in excess of 40% however all four currently achieve less than 14% APSH which is below the BRE 27%. Two further windows fall below the guidelines for both total and winter sunlight. All six of these rooms are east and south-east facing bedrooms. Two windows would see not fully comply with VSC under BRE and experience a negligible effect. One would see a reduction of 22%, marginally above the BRE guide of 20%, the other a reduction of 34% however this is a bedroom that currently experiences a VSC of 6% and reduces to 4%. There are no impacts on NSL. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.14. 6 Sinclair Road. Six windows fall below the sunlight criteria for total and winter sunlight with both seeing changes of 40% of winter sunlight although both will retain 2% and 3% winter probable sunlight hours and 19 and 23% APSH. Three windows will see alterations in APSH over 40% although all currently achieve under 14% APSH. One window will fall below the criteria for total sunlight in excess of 40%. All six rooms are bedrooms and east and south-east facing and receive limited sunlight hours. Four windows would fall below the BRE VSC criteria with alterations of between 20-26%. Three of these windows serve bedrooms and the other a kitchen at basement level which retains a VSC above 24%. There are no impacts on NSL. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.15. 4 Sinclair Road. Two windows fall below the winter and total sunlight criteria, one a reduction of winter sunlight between 30-30.9% and an alteration of APSH between 20-29.9%; the other a reduction in winter sunlight of over 40% an APSH alteration of 3-39.9%. However, these windows retain 1% and 2% winter probable sunlight hours and 14% and 19% APSH. Four further windows fall below the APSH criteria with one between 30-39.9% and the other three over 40%. All four currently achieve less than 17% APSH. All six windows are east and south-east bedroom windows. Five windows would be impacted and fall below the BRE VSC criteria and have reductions between 22-27%. Three of these serve bedrooms and the other two kitchens at basement and ground floor and retain VSC of 20%. Two of the bedrooms would see reductions of 21% and 36%. All rooms meet NSL criteria. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.16. 2 Sinclair Road. Fifteen windows fall below the BRE for total and winter sunlight. Four experience a loss from a current APSH of 2% to 0%; eleven windows see a significant reduction in APSH with five windows having an existing context of less than 9% which is far below the 25% criteria. Twenty windows would fall below BRE VSC criteria, eleven see alterations of between 20-29.9%, five see reductions of 30-39.9% and four alterations of 40%+. Of these twenty windows, thirteen serve bedrooms. Four basement windows retain a VSC above 13% which is not unusual for such rooms in an urban location. The remaining three at ground to third floor retain VSC of over 18%. 19 rooms would meet NSL criteria and the impacts would be negligible. One bedroom would see an alteration of 25%. One room would see an alteration of between 30-39.9% and retain daylight distribution of over 65% and is considered acceptable. Two

rooms would see an alteration of NSL above 40%. The overall impact is considered acceptable and commensurate with an urban location.

- 5.4.17. 69 Russell Road, Ashmore House. Eight rooms would fall below the BRE criteria for NSL daylight compared to the masterplan application alone due to the massing at Olympia station, however all eight rooms are considered less sensitive bedrooms. The ES concludes the impact to be minor adverse, i.e. not significant. The overall impact is considered acceptable and commensurate with an urban location.
- 5.4.18. Officers have considered effects of the proposals on daylight, sunlight, and overshadowing. The policy framework clearly supports the flexible application of daylight, sunlight, and overshadowing guidance to make efficient use of land, and not to inhibit density. These policy documents resist the rigid application of guidelines and signal a clear recognition that there may be circumstances in which the benefits of not meeting them are justifiable, so long as acceptable levels of amenity are still enjoyed. The proposed Development would provide acceptable levels of amenity to existing receptors will continue to enjoy acceptable levels of amenity even where reductions in current levels of daylight or sunlight will take place beyond those recommended by BRE guidelines. Together with the environmental, social, and economic contribution the proposed development would make through its proposed form, density and layout, the proposal is acceptable in respect of daylight, sunlight, and overshadowing impacts.

5.5 Highways

- 5.5.1. **The NPPF** requires that developments which generate significant movement are located where the need to travel would be minimised, and the use of sustainable transport modes can be maximised; and that development should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 5.5.2. **London Plan Policies 6.1, 6.3, 6.10, 6.11 and 6.13** set out the intention to encourage consideration of transport implications as a fundamental element of sustainable transport, supporting development patterns that reduce the need to travel or that locate development with high trip generation in proximity of public transport services. The policies also provide guidance for the establishment of maximum car parking standards.
- 5.5.3. **Local Plan Policy T1** sets out the Council's intention to 'work with strategic partners to improve transport provision, accessibility and air quality in the borough, by improving and increasing the opportunities for cycling and walking, and by improving connections for bus services, underground, national and regional rail'.
- 5.5.4. **Local Plan Policy T2** relates to transport assessments and travel plans and states "All development proposals would be assessed for their contribution to

traffic generation and their impact on congestion, particularly on bus routes and on the primary route network”.

- 5.5.5. **Local Plan Policies T3, T4, T5 and T7** relate to opportunities for cycling and walking, vehicle parking standards, blue badge holders parking and construction and demolition logistics. Policies 5.16 and 5.17 are relevant to waste and recycling. **Local Plan Policy CC7** sets out the requirements for all new developments to provide suitable facilities for the management of waste. **Planning SPD (2018) Key Principles WM1, WM2, WM7 and WM11** are also applicable which seek off-street servicing for all new developments.

Site Accessibility

- 5.5.6. The application site is located on Hammersmith Road (A315) which is defined as a London Distributor Road in London Borough of Hammersmith and Fulham’s Local Plan (2018). The site is enclosed by Olympia Way to the East, Maclise Road to the North and Blythe Road to the West. The application site falls within a location which has a PTAL score ranging from 5 and 6a which is classed as Very Good and Excellent respectively using Transport for London’s methodology. Public transport modes currently available include London Underground, London Overground, and buses, which are within walking distance of the application site.

Trip Generation

- 5.5.7. The methodology used for assessing trip generation for proposed development was agreed with the applicant at pre-planning stage, along with trip rates and mode shares. After further revisions and analysis by the applicant it is considered that the forecasted trip generation is robust and representative of the proposals in a worst-case scenario. Below are the proposed mode shares for various class uses and trip generation for the Masterplan application excluding the proposed trips associated with the outline Olympia Way application:

Method of Travel	Weekday				Weekend	
	Network Peaks		Development Peaks		Development Peaks	
	AM Peak (08:00-09:00)	PM Peak (17:00-18:00)	AM Peak (09:00-10:00)	PM Peak (16:00-17:00)	AM Peak (09:00-10:00)	PM Peak (16:00-17:00)
Underground, Metro, Light rail, tram	1308	2262	1051	1359	59	894
Train	160	267	128	162	13	23
Bus, minibus, and coach	482	816	387	493	31	36
Taxi	34	40	26	27	16	22
Motorcycle, scooter or moped	0	0	0	0	0	0
Driving a car or van	14	11	10	9	10	9

Passenger in a car or van	40	54	31	35	13	26
Bicycle	254	435	204	262	15	173
On foot	564	849	445	530	120	377
Total	2857	4735	2283	2876	277	1561

5.5.8. For comparison, the table below presents the forecasted trip generation for the proposed Masterplan Application including the proposed trips associated with the Olympia Way application:

Method of Travel	Weekday				Weekend	
	Network Peaks		Development Peaks		Development Peaks	
	AM Peak (08:00-09:00)	PM Peak (17:00-18:00)	AM Peak (09:00-10:00)	PM Peak (16:00-17:00)	AM Peak (09:00-10:00)	PM Peak (16:00-17:00)
Underground, Metro, Light rail, tram	1382	2334	1101	1413	80	917
Train	172	279	137	171	18	28
Bus, minibus, and coach	516	848	410	517	53	53
Taxi	43	47	33	32	22	27
Motorcycle, scooter or moped	0	0	0	0	0	0
Driving a car or van	19	15	14	12	14	12
Passenger in a car or van	48	60	37	40	18	31
Bicycle	271	450	215	274	21	179
On foot	642	915	501	581	166	418
Total	3094	4948	2448	3040	393	1665

5.5.9. The above tables highlight that the outline Olympia Way application is not likely to generate a significant number of trips across all modes of travel when compared to the Masterplan application. A small number of trips are generated across all modes excluding motorcycles, however distributed across the day the proposed trips are negligible. The applicant has not proposed any parking for motorcycles and therefore is not represented in trip generation.

5.5.10. In conclusion it is considered that the forecasted trip generation proposes increased travel to and from the application site by walking, cycling and public transport. The proposed trips generated by car will be minimised and managed through a car parking management plan. The promotion of sustainable and active travel to and from the site will be emphasised and encouraged through various travel plans which will be secured via s106 agreement. Further mitigation secured for the upgrades to Kensington Olympia station, West Brompton, London buses, cycle hire docking stations will support the increased uptake in all modes of public transport associated with the proposed Masterplan development.

Cycling

Long-stay cycle parking

- 5.5.11. The outline Olympia Way application will provide a total of 77 long-stay cycle parking spaces. 70 new lockers, 7 showers and changing facilities will also be provided for cyclists by Olympia Way.

Short-stay cycle parking

- 5.5.12. The outline Olympia Way application proposes the provision of 171 short-stay cycle parking spaces at ground floor level for visitors.

Highway Impact

- 5.5.13. The applicant has submitted updated results from VISSIM modelling which had been undertaken from an existing TfL model to assess the impact of the proposed development on the local highway network. All options are based on the assumption that the outline Olympia Way application is approved. Option 4a, which includes the future baseline, Olympia Masterplan development and the signalisation of Blythe Road, has been put forward as the applicants preferred option. This option would result in D-gate becoming a priority junction which would have to be manned during large scale events to regulate the flow of vehicles and allow pedestrians continued passage on the footway.
- 5.5.14. Option 4a would result in delays of up to 8 minutes for general traffic and buses in the PM peak from Shortland's to Holland Road and up to 2 minutes in the AM peak. The option would also result in delays of up to 4 minutes for general traffic and buses in the PM peak from Holland Road to Shortland's in the PM peak and up to 3 minutes in the AM peak.
- 5.5.15. The summary of the applicants preferred option of the updated VISSIM modelling can be seen below, where JT = Journey Time:

AM Peak (07:45 – 08:45) – Shortland's to Holland Road

	Sc1a (TFL)	Sc4a
Traffic JT	00:06:29	00:08:28 (+00:01:59)
Bus JT	00:07:24	00:08:38 (+00:01:14)
Cycle JT	00:05:17	00:12:00 (+00:06:43)

AM Peak (07:45 – 08:45) Holland Road to Shortland's

	Sc1a (TFL)	Sc4a
Traffic JT	00:03:29	00:06:59 (+00:03:30)
Bus JT	00:04:19	00:07:36 (+00:03:18)
Cycle JT	00:04:20	00:05:22 (+00:01:02)

PM Peak (17:45 – 18:45) Shortland's to Holland Road

	Sc1a (TFL)	Sc4a
Traffic JT	00:06:43	00:15:30 (+00:08:47)
Bus JT	00:07:50	00:15:51 (+00:08:08)
Cycle JT	00:04:31	00:04:45 (+00:00:14)

PM Peak (17:45 – 18:45) Holland Road to Shortland's

	Sc1a (TFL)	Sc4a
Traffic JT	00:03:40	00:08:23 (+00:04:44)
Bus JT	00:04:42	00:08:50 (+00:04:08)
Cycle JT	00:06:08	00:07:14 (+00:01:06)

- 5.5.16. The VISSIM model used by the applicant was obtained from TfL, which was used to aid the design of CS9. TfL are yet to formally audit the updated highway modelling results submitted by the applicant.

Network and Traffic Management

- 5.5.17. Existing large-scale event days at Olympia have required traffic management being agreed with the council. The development proposal under the outline application involves Olympia Way, which currently forms part of a one-way system on event days, being closed to all traffic. Should this permission be granted and implemented this will lead to all Olympia related traffic and residents to the north of the site accessing the site via Hammersmith Road and Blythe Road.

Car Parking

- 5.5.18. The outline Olympia Way application does not propose the provision of any car parking for any of the proposed class uses. The applicant should provide information regarding car parking for blue badge holders with the submission of the detailed planning application.

Olympia Way

- 5.5.19. The applicant aspires to pedestrianise Olympia Way, closing access for motorised vehicles from (08:00-20:00). Officers are supportive of the principles of delivering a high quality public realm connecting Olympia London and Kensington Olympia Station, cycle parking facilities and a bi-directional cycle lane improving access from Kensington Olympia Station to the proposed CS9. This provision is in line with Policy T3 of the Local Plan and the principles of TfL's Healthy Streets, which aims to improve the urban environment for pedestrians and cyclists. The applicant is required to provide information on

these proposals together with a Stage 1 Road Safety Audit within the reserved matters application.

- 5.5.20. Contingency plans are proposed within the Masterplan application for delivery vehicles accessing the proposed logistics centre via Blythe Road. In the unlikely event that access is unavailable, Olympia Way will be re-opened to exhibition related traffic and either marshalled through to the Motorail car park or parked within loading bays located on Olympia Way.
- 5.5.21. At present detailed design for the public realm space has yet to be provided and it needs to be established whether orders under sections 247 and 249 of the Town and Country Planning Act will be pursued in respect to Olympia Way or whether other legal mechanisms are envisaged.

Delivery and Servicing (DSP)

- 5.5.22. The applicant is required to submit a Delivery and Servicing Plan with the detailed planning application in accordance with Policy T2 of the Local Plan.
- 5.5.23. In the event of access to the Logistics Centre being unavailable, Olympia Way would be re-opened to marshal delivery related traffic towards the Motorail car park. If required vehicles may be required to queue on Olympia Way as is required in accordance with the existing traffic management order for large-scale event days.
- 5.5.24. The Delivery and Servicing strategy for the Masterplan application includes details that involve Olympia Way. Cluster 2, Olympia Way, Pillar Hall and National, will be serviced from Olympia way and provided with 12 loading bays. It is estimated that a maximum of 28 car/van trips per day and 5 by HGV's. Olympia Way will only be open for delivery and servicing between 20:00-08:00.
- 5.5.25. The applicant should explore the possibility of utilising the nearby national rail line for delivery and servicing purposes. This line is heavily utilised for freight traffic and could lead to a reduction in road traffic associated with deliveries and servicing at Olympia.

Construction Logistics Plan (CLP)

- 5.5.26. It is noted that Olympia Way is included in Phase 4 of the outline CLP submitted with the Masterplan application. Details relating to Olympia Way should be included in a Construction Logistics Plan with the submission of a full planning application in accordance with Policy T7 of the Local Plan.

Travel Planning

- 5.5.27. The applicant has submitted a framework travel plan with the masterplan application. Travel plans for all class uses as well as the construction phase will be secured via s106 agreement with monitoring fees for each.

Mitigation and S106 Obligations

5.5.28. The following have been requested by Transport for London and are supported by the council's transport officers:

- Gates and associated works at Kensington Olympia Station
- Platform sheltering at Kensington Olympia Station
- London Overground facility improvements
- Advert removal
- Additional sheltering at West Brompton Station
- Upgrade of existing cycle hire docking stations
- Financial contribution towards increased bus capacity
- Temporary and final provision of CS9

5.5.29. The proposed development will require the applicant to enter into a section 278 agreement with the council to carry out works to the public highway. The redevelopment of the application site will require the following highway works:

- New vehicular accesses
- Re-instatement of redundant crossovers
- Re-paving of footways immediately surrounding the application site
- Improvement of crossings and links identified in the PERS audit.
- Traffic signals and configuration of junctions
- Reconfiguring of public highway on Hammersmith Road

5.5.30. Additional highway works which are identified as essential or required as a part of the development will be secured via s106 and s278.

- Monitoring fees for Travel Plans
- Highway works (as listed under highway works)
- Area wide traffic management review plus financial provision for any consequent mitigation works arising from these reviews.
- CPZ reviews for zones A, B, BB, E & EE plus financial provision for any consequent mitigation works arising from these reviews.

Summary

5.5.31. Subject to the submission of the required documents by condition, the Car Park Management Plan by way of obligation and the mitigation to the impacts of the development required by way of legal agreement, officers consider that the proposed development would be acceptable and in accordance with London Plan Policies 6.1, 6.3, 6.10, 6.11 and 6.13 and Local Plan policies T3, T4, T5, T7 and CC7.

5.6 Energy and Sustainability

5.6.1 **The NPPF** state that development proposals are expected to comply with local requirements and should take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption and to increase the use and supply of renewable and low carbon energy.

5.6.2 **London Plan Policies 5.1, 5.2 and 5.3** require developments to make the fullest contribution to the mitigation of and adaptation to climate change, ensure

sustainable design and construction and minimise carbon dioxide emissions. **Policies 5.5, 5.6, 5.7 and 5.8** require developments to provide decentralised energy, renewable energy and innovative energy technologies where appropriate.

- 5.6.3 **The Mayor's Sustainable Design and Construction SPG** provides guidance on the implementation of London Plan Policy 5.3 and provides a range of additional guidance on matters relating to environmental sustainability.
- 5.6.4 **Draft London Plan Policy SI2** seeks to extend the extant requirement on residential development to non-residential development to meet zero carbon targets. It maintains the expectation that a minimum reduction of 35% beyond Building Regulations to be met on site (10% or 15% of which should be achieved through energy efficiency for residential development, and non-residential development). Where it is clearly demonstrated that the zero-carbon target cannot be met on site, the shortfall should be provided through a cash in lieu contribution to the borough's carbon offset fund, or off-site provided an alternative proposal has been identified and delivery is certain.
- 5.6.5 **Draft London Plan Policy SI3** identifies Heat Network Priority Areas, which include the Fulham Gasworks site. Here, major proposals should have a communal heat system in accordance with a hierarchy that priorities connection to local existing or planned heat networks, followed by: use of available local secondary heat sources; generation of clean heat/power from zero-emission sources; and use of fuel cells. CHPs are ranked fifth of the six options, followed by ultra-low NOx gas boilers. Supporting text explains that further information about the relevance of CHP in developments of various scales will also be provided in an Energy Planning Guidance document, which will be kept updated as technology changes, however this guidance has not yet been published. The draft Plan states that it is not expected that gas engine CHP will be able to meet the standards required within areas exceeding air quality limits with the technology that is currently available.
- 5.6.6 **Draft London Plan Policy SI4** seeks to minimise internal heat gain and the impacts of urban heat island effect through design, layout, orientation and materials. An energy strategy should demonstrate how development proposals will reduce potential for overheating and reliance on air conditioning systems in accordance with a hierarchy that prioritises the minimisation of internal heat generation through energy efficient design and reductions to the amount of heat entering a building.
- 5.6.7 **Local Plan Policy CC1** requires major developments to implement energy conservation measures by implementing the London Plan sustainable energy policies and meeting associated CO2 reduction target and demonstrating that a series of measures have been taken to reduce the expected energy demand and CO2 emissions. It requires the use of on-site energy generation to further reduce CO2 emissions where feasible.
- 5.6.8 **Local Plan Policy CC2** seeks to ensure the implementation of sustainable design and construction measures by implementing the London Plan sustainable design and construction policies.

Energy

- 5.6.9 No residential units are proposed so in line with the London Plan, the development will be expected to reduce annual CO2 emissions by at least 35% compared to the 2013 Building Regulations baseline and will not need to meet zero carbon standards. The London Plan Energy Hierarchy has been followed in developing an Energy Strategy for the scheme which has prioritised the inclusion of energy efficiency measures and low and zero carbon energy generation on-site.
- 5.6.10 It is envisaged that the site wide energy centre within the main Olympia site would be utilised and an Energy Strategy is required by condition as the design progresses. Officers consider this approach to be acceptable and in broad terms, the approach is acceptable in energy policy and CO2 reduction terms although there may be scope to revise the approach with regards to on-site energy generation.

Sustainability

- 5.6.11 As required, a Sustainability Statement has been submitted with the application. The Sustainability Statement has used the Mayor of London's SPG on Sustainable Design and Construction - which sets out a number of 'priority' and 'best practice' standards - to guide the design of the development and BREEAM has also been used to target specific levels of sustainability performance. It is noted that the exact 'building use strategy' may be subject variations but the overall targets are for the new build elements of the development to meet the BREEAM "Excellent" rating and for the refurbishment elements to meet the "Very Good" rating. In addition to the carbon reduction measures outlined in the Energy Assessment (see separate comments), other measures that will be designed in include water efficiency, waste management and recycling facilities, use of building materials with low environmental impacts where possible, including recycled materials where feasible, inclusion of measures to minimise noise pollution and air quality impacts, flood risk and sustainable drainage measures (see separate comments), sustainable transport measures and biodiversity improvements. The development site will also be registered with the Considerate Constructors Scheme to encourage environmentally and socially considerate ways of working and reduce adverse impacts arising from the construction process.
- 5.6.12 In broad terms, this approach is welcomed by officers, although there may be specific areas where additional measures to be taken go beyond the BREEAM requirements. Officers therefore consider that it is appropriate to include conditions requiring the implementation of the measures outlined in the Sustainability Statement and require the submission of post construction BREEAM assessments to demonstrate that the "Very Good" and "Excellent" ratings have been achieved as required.
- 5.6.13 Subject to the inclusion of conditions requiring the implementation of the submitted documents as set out above, requiring submission of Sustainability, BREEAM and Energy Statements, officers therefore consider that the proposed development accords with Policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8, 5.9, 5.11, 5.12,

5.13, 5.14, 5.15 and 7.19 of the London Plan and Policies CC1, CC2 and CC7 of the Local Plan.

5.7 Flood Risk and Drainage

- 5.7.1 **The NPPF** seeks to meet the challenge of climate change, flooding and coastal change by supporting the transition to a low carbon future in a changing climate taking account of flood risk and coastal change.
- 5.7.2 **London Plan Policies 5.11, 5.12, 5.13, 5.14 and 5.15** require new development to comply with the flood risk assessment and management requirements of national policy, including the incorporation of sustainable urban drainage systems, and specifies a drainage hierarchy for new development. Policy 5.3 identifies the efficient use of natural resources (including water) as a principle for informing the achievement of other policies in the London Plan. Policy 5.11 Part A subsection b recognises the role of green roofs and walls in delivering sustainable urban drainage objectives. Policy 5.13 further states that development should utilise SuDS unless there are practical reasons for not doing so, and should aim to achieve greenfield run-off rates and manage surface water run-off close to source. Policy 5.14 states that planning decisions must ensure that adequate waste water infrastructure capacity is available in tandem with development.
- 5.7.3 **Local Plan Policy CC2** requires major developments to implement sustainable design and construction measures, including making the most efficient use of water.
- 5.7.4 **Local Plan Policy CC3** requires a site-specific Flood Risk Assessment (FRA) for developments in Flood Zones 2 and 3 that: a. addresses the NPPF requirements; b. takes account of the risk of flooding from all relevant sources; c. integrates appropriate flood proofing measures where there is a risk of flooding; and d. provides structural waterproofing measures in subterranean elements and using non-return valves or equivalent to protect against sewer flooding.
- 5.7.5 **Local Plan Policy CC4** ('Minimising surface water run-off with sustainable drainage systems') requires all proposals for new development to 'manage surface water run-off as close to its source as possible and on the surface where practicable, in line with the London Plan drainage hierarchy'. It also requires all major developments to implement SuDS 'to enable reduction in peak run-off to greenfield run off rates for storms up to the 1 in 100-year event (plus climate change allowance)' and to provide a sustainable drainage strategy to demonstrate how the strategy will enable these requirements. These are to be retained and maintained for the lifetime of the development, with details of their planned maintenance to be provided.
- 5.7.6 **Draft London Plan Policy SI13** sets out the same requirement and additionally states that proposals for impermeable paving should be refused and that drainage should be design and implemented to address water efficiency, river quality, biodiversity and recreation.

- 5.7.7 Given the outline nature of the application the submitted documents are acceptable and conditions are attached to secure the required further information as part of the reserved matters application. SuDS measures are expected and will be required to be implemented in line with the submitted documents that set out the use of rainwater harvesting, living and blue roofs as well as permeable paving with run-off management through the landscaping.
- 5.7.8 Thames Water have raised no objection to the proposal. The Environment Agency do not object to the proposal and comment that the proposed development will result in a 'less vulnerable' use as defined by Table 2 of the Planning Practice Guidance: Flood Risk and Coastal Change within Flood Zone 3a. In line with Table 3, this use class is considered appropriate within Flood Zone 3 providing an adequate Flood Risk Assessment (FRA) is undertaken and demonstrates that the development will not be at an unacceptable risk of flooding and will not increase flood risk elsewhere. Although the application site is located within Flood Zone 3a, it is protected by the Thames Tidal flood defences up to a 1 in 1000 (0.1%) chance in any year flood event. In addition, the EA's most recent breach hazard modelling study (June 2017) shows the site to be outside of the areas impacted by flooding if there was to be a breach in the defences or they were to be overtopped.
- 5.7.9 Subject to the inclusion of conditions requiring the submission of a Surface Water Drainage Strategy and Flood Risk Assessment officers consider that the proposed approach would be acceptable and in accordance with Policies 5.11, 5.13, 5.14 and 5.15 of the London Plan and policy requiring flood risk assessment and development to mitigate flood risk, Policies CC2, CC3, CC4 and CC5 of the Local Plan which requires development to minimise future flood risk.

5.8 Air Quality

- 5.8.1 LBHF was designated as an Air Quality Management Area (AQMA) in 2000 for two pollutants - Nitrogen Dioxide (NO₂) and Particulate Matter (PM₁₀). The main local sources of these pollutants are road traffic and buildings (gas boiler emissions). Paragraph 124 relates to air quality and it states planning decisions should ensure that any new development in air Quality Management Areas is consistent with the local air quality action plan.
- 5.8.2 **London Plan Policy 7.14** seeks that development proposals minimise pollutant emissions and promote sustainable design and construction to reduce emissions from the demolition and construction of the buildings; not worsen existing poor quality air quality. Where additional negative air quality impacts from a new development are identified, mitigation measures will be required to ameliorate these impacts. This approach is consistent with paragraphs 120 and 124 of the NPPF. Further the Mayor of London's Air Quality Strategy provides a framework of policy which aims to improve air quality in London.
- 5.8.3 **The Mayor's Air Quality Strategy (2010)** seek to minimise the emissions of key pollutants and to reduce concentrations to levels at which no, or minimal, effects on human health are likely to occur.

- 5.8.4 **Local Plan Policy CC10** seeks to reduce potential adverse air quality impacts arising from new developments and sets out several requirements.
- 5.8.5 The development site is within the borough wide Air Quality Management Area (AQMA). The cumulative impact of the demolition, construction and operation of the proposed development because of increased vehicle and combustion based energy plant emissions will result in exceedance of the annual mean APEC B (38ug/m³) for NO₂ at existing off-site residential receptors and future on-site B1 and C1 receptors.
- 5.8.6 The proposed development will include one central energy centre to be located within the L-Yard. It will contain one 1,944 kW natural gas fired CHP engine and a bank of four 6,515 kW natural gas fired boilers. Additionally, eight 500 kVA and two 1000 kVA emergency diesel generators will be installed.
- 5.8.7 Due to the uplift in floorspace and use of the site there will be an impact with regards to air quality locally, however the overall impact is considered acceptable. Subject to the inclusion of conditions prior to the commencement of above ground works for each phase of the development to address the above mitigation measures, officers consider that the proposed development can accord with Policies 7.14 of the London Plan and Policy CC10 of the Local Plan.

5.9 Contamination

- 5.9.1 **London Plan Policy 5.21** explains that 'the Mayor supports the remediation of contaminated sites and will work with strategic partners to ensure that the development of brownfield land does not result in significant harm to human health or the environment, and to bring contaminated land to beneficial use'. For decision-making, the policy requires 'appropriate measures' to be taken to ensure that development on previously contaminated land does not activate or spread contamination.
- 5.9.2 **Local Plan Policy CC9** requires a site assessment and a report on its findings for developments on or near sites known to be (or where there is reason to believe they may be) contaminated. Development will be refused 'unless practicable and effective measures are to be taken to treat, contain or control any contamination'. Any permission will require that any agreed measures with the council to assess and abate risks to human health or the wider environment are carried out as the first step of the development.
- 5.9.3 **Key principles LC1-6 of the Planning Guidance SPG** identify the key principles informing the processes for engaging with the council on, and assessing, phasing and granting applications for planning permission on contaminated land. The latter principle provides that planning conditions can be used to ensure that development does not commence until conditions have been discharged.
- 5.9.4 Officers have reviewed the submitted Master Plan- Phase 1 Geotechnical and Geo-environmental Desk Study by Pell Frischman. Whilst further detail is required due to potentially contaminative land uses possibly having occurred at, or near to, this site these details can be appropriately and reasonably secured by way of conditions.

5.9.5 Subject to the inclusion of conditions requiring the implementation of the submitted documents and submission of further information, officers consider that the proposed development accords with Policies 5.21 and Policy CC9 of the Local Plan given that all identified potentially significant effects during the demolition and construction and the operational stages can be suitably adequately mitigated, such that the significance of the residual effects of the Proposed Development will be negligible and that the land will be suitable for the proposed uses

5.10 Noise

5.10.1 **London Plan Policy 7.15** states that development proposals should seek to reduce noise by minimising the existing and potential adverse impacts of noise on, from, within, or in the vicinity of, a development and promoting new technologies and improved practices to reduce noise.

5.10.2 **Local Plan Policy CC11** seeks to control the noise and vibration impacts of developments, requiring the location of noise and vibration sensitive development 'in the most appropriate locations'. Design, layout and materials should be used carefully to protect against existing and proposed sources of noise, insulating the building envelope, internal walls floors and ceilings, and protecting external amenity areas. Noise assessments providing details of noise levels on the site are expected 'where necessary'.

5.10.3 **Local Plan Policy CC13** seeks to control pollution, including noise, and requires proposed developments to show that there will be 'no undue detriment to the general amenities enjoyed by existing surrounding occupiers of their properties'.

5.10.4 Officers consider that the impacts for noise and vibration have been satisfactorily assessed in the submitted Environmental Statement. A significant adverse impact is identified due to deliveries taking place between 8pm-8am on Olympia Way, however these would be mitigated by the required submission of a Servicing and Delivery Management Plan which would set out in agreement with the council how these were to be managed including times, areas and durations. The proposed limits and mitigation measures are acceptable however specific details will be required to be submitted for each phase of the development. It is therefore considered appropriate to require these details, including insulation and anti-vibration measures for machinery and plant by condition.

5.10.5 Subject to the inclusion of conditions requiring the implementation of the submitted documents and submission of further information, officers consider that the proposed development accords with Policies 7.15 of the London Plan and Policies CC11 and CC13 of the Local Plan.

5.11 Ecology and Biodiversity

5.11.1 **The NPPF (Paragraphs 168 and 173)** explains that pursuing sustainable development involves (inter alia) 'moving from a net loss of bio-diversity to achieving net gains for the future'. **Paragraph 99** requires new developments to be planned to avoid increased vulnerability to climate change impacts, which include changes to biodiversity. **Paragraph 109** states that the planning system

should contribute to 'minimising impacts on biodiversity and providing net gains in biodiversity where possible'. Planning decisions should encourage opportunities to incorporate biodiversity in and around developments and refuse development resulting in harm where this that cannot be adequately mitigated – or as a last resort, compensated.

- 5.11.2 **London Plan Policy 7.19** requires development proposals to make positive contributions to biodiversity (its protection, enhancement, creation and management) wherever possible and to prioritise improving access to nature in arrears deficient in accessible wildlife sites. Policy 7.21 of the London Plan supports the retention of existing trees of value and encourages the provision of additional trees, particularly large-canopied species, in new developments.
- 5.11.3 **Local Plan Policies OS1 and OS5** seeks to enhance biodiversity and green infrastructure in LBHF by (inter alia) maximising the provision of gardens, garden space and soft landscaping, and seeking green and brown roofs and planting as part of new development; seeking retention of existing trees and provision of new trees on development sites; and adding to the greening of streets and the public realm.
- 5.11.4 **Draft London Plan** sets more ambitious targets for ecology and urban greening, which includes a target to increase tree cover in London by 10% by 2050.
- 5.11.5 **Draft London Policy G5** states that major development proposals should 'contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage'. Boroughs should develop an Urban Greening Factor (UGF) to identify the appropriate amount of urban greening required in new developments, based on Urban Greening Factors set out in Table 8.2 of the draft Local Plan. Higher standards of greening are expected of predominately residential developments (target score 0.4).
- 5.11.6 **Draft London Policy G7** states that existing trees of quality should be retained wherever possible or replace where necessary. New trees are generally expected in new development, particularly large-canopied species.
- 5.11.7 The existing site has extremely low ecological value although a green corridor runs adjacent within the railway embankment. The applicant has appointed an ecologist to provide an early stage assessment of the ecological value of the existing site and high level advice regarding planting strategies and landscaping proposals. No bird or bat roosting was observed and there are no records of invertebrates. The Proposed Development will increase urban greening through a combination of measures such as green or brown roofs, planters and other green infrastructure and an Ecological Management Plan is secured by condition in addition to details to be provided by way of landscaping details and the approval of buildings materials including blue and green roofs.
- 5.11.8 Subject to the inclusion of conditions officers consider that the proposed development accords with Policies 7.19 and 7.21 of the London Plan and Policies OS1 and OS5 of the Local Plan in terms of ecological and urban greening.

5.12 Security

- 5.12.1 **The NPPF** seeks to ensure that planning decisions promote public safety and take into account wider security and defence requirements. They should anticipate and address all plausible malicious threats and natural hazards and create safe, inclusive and accessible places that have high levels of amenity and do not undermine quality of life, community cohesion and resilience to due crime and disorder.
- 5.12.2 **London Plan Policy 7.13** states that through planning decisions development proposals should include measures to design out crime in a manner that is 'in proportion to the risk, deter terrorism, assist in the detection of terrorist activity and help deter its effects'. Policy DC1 seeks to ensure that new developments, new publicly accessible open spaces and new community and leisure facilities are inclusive and accessible, contribute to improving quality of life and reducing the incidence of crime and anti-social behaviour (paragraphs 2.57, 10.5 and 12.3).
- 5.12.3 Meetings and discussions have taken place between the applicant, the Counter Terrorism Security Advisors and the local police Designing Out Crime Officer/Architectural Liaison Officer. These meetings have also been attended by officers and the Olympia management team. The overall security strategy and design intent has been agreed and accepted in principle and the next stage of the process is to continue dialogue with the applicant and the business, and design and agree the detail of measures to be incorporated within the development. A planning condition regarding secure by design criteria is included.
- 5.12.4 It is considered that collectively these design measures have been carefully considered in order to reduce the likelihood and fear of crime on the Site and, accordingly, the Proposed Development should be considered acceptable in this respect.
- 5.12.5 The proposals are considered to be well designed and in accordance with the NPPF, Local Plan, and Policy DC1 of the Local Plan which requires development to reduce the opportunities for criminal behaviour.

5.13 Accessibility

- 5.13.1 **Local Plan Policy DC1** requires all development to be of a high quality and should have an approach to accessible and inclusive urban design. **Policy D2** requires new buildings to follow the principles of accessible and inclusive design. **Planning SPD Key Principles DA1, DA4, DA5, DA6, DA7, DA8, DA9, DA11, DA12 and DA13** requires all applications to ensure the buildings are designed to be accessible and inclusive to all who may visit or use the building, to remove barriers to all members of the community and how the accessibility will be managed when operational, provide proportion of hotel rooms to be for use by disabled people, have minimum widths and gradients for accesses, essential lifts, toilets and other required facilities and to engage and consult with disabled people.

- 5.13.2 Olympia Way will create a new public realm with step free access from this area to the adjacent Olympia masterplan development under consideration with the new L2 area featuring accessible facilities and a changing places facility. Olympia Way will be landscaped to provide level, accessible access with blue badge parking and drop off points. Cycling provision throughout the overall development including Olympia Way will feature 5% of spaces for non-standard cycles. Stepped and shallow graded routes are to be incorporated into the landscaping to provide level and low gradient links from Olympia Way to Olympia. Seating locations will be no greater than 50m apart and will feature backrests and arms, materials and street furniture to be secured by condition will provide wayfinding and non-slip surfaces whilst being located off of primary circulation routes. All units will be step free.
- 5.13.3 The council's Disability Forum were engaged by the applicant and officers and were supportive of the proposal and the details to be provided by way of condition. In addition to these an Inclusive Accessibility Management Plan is also included by condition.
- 5.13.4 It is therefore considered that the proposal will provide a high quality environment for disabled and impaired members of the community and the commitments within the Access Statement are positive and deliverable by way of conditions and reserved matters applications. As such the proposal will comply with Local Plan Policies DC1 and DC2 as well as Planning Guidance SPD Key Principles DA1, DA4, DA5, DA6, DA7, DA8, DA9, DA11, DA12 and DA13.

6.0 SECTION 106 HEADS OF TERMS AND CIL

S106 Heads of Terms

- 6.1 **The NPPF** provides guidance for local planning authorities in considering the use of planning obligations. It states that 'authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations and that planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition'.
- 6.2 **London Plan Policy 8.2** states that: 'When considering planning applications of strategic importance, the Mayor will take into account, among other issues including economic viability of each development concerned, the existence and content of planning obligations. Development proposals should address strategic as well as local priorities in planning obligations. Affordable housing and other public transport improvements should be given the highest importance'. It goes on to state: 'Importance should also be given to tackling climate change, learning and skills, health facilities and services, childcare provisions and the provision of small shops.'
- 6.3 **Local Plan Policy INFRA1** (Planning Contributions and Infrastructure Planning) states: 'The Council will seek planning contributions to ensure the necessary infrastructure to support the Local Plan is delivered using two main mechanisms: 'Community Infrastructure Levy The Council will charge CIL on developments in

accordance with the CIL Regulations (as amended) and the LBHF CIL Charging Schedule. The Council will spend CIL on:

- infrastructure in accordance with the H&F Regulation 123 (R123) List;
- projects identified for 'Neighbourhood CIL'; and
- CIL administration expenses (no more than the statutory cap).

6.4 The application Heads of Terms are as follows:

- Affordable work space comprising 5% of the overall eligible Class B1 floorspace of both applications ref. 2018/03100/FUL and 2018/03102/OUT to be provided and estimated to have a value of £30m. should the permitted outline application not come forward then the full floorspace will be provided within the full application.
- £10.5m affordable/low cost space contribution
- Local procurement amounting to 10% of the total construction cost across applications ref 2018/03100/FUL and 2018/03102/OUT
- Local employment, skills and training across applications ref 2018/03100/FUL and 2018/03102/OUT comprising: 175 apprentices, 2,400 work placements and 222 full-time operational phase workers
- Each apprentice and work placement attracts a contribution of £3,500 with an estimated value of £10m
- Non-compliance with the agreed number of apprentices and placements attracts a contribution of £7,000 per apprentice/placement not created
- No business parking permits
- Travel Plans for each land use to be monitored at years 1, 3 and 5 at a monitoring fee of £5,000 per submission
- Travel Plan for the construction period with a monitoring fee of £5,000 per year of construction
- Council's monitoring fees at £5,000 per year
- Area wide traffic management review plus financial provision for any consequent mitigation works arising from these reviews.
- CPZ reviews for zones A, B, BB, E & EE at £30,000 per zone plus financial provision for any consequent mitigation works arising from these reviews.
- Highway works by s278 agreement including but not limited to:
 - New vehicular accesses
 - Re-instatement of redundant crossovers
 - Re-paving of footways immediately surrounding the application site
 - Improvement of crossings and links identified in the PERS audit.
 - Traffic signals and configuration of junctions
 - Reconfiguring of junction of Blythe Road/Lyons Walk
 - Reconfiguring of public highway on Hammersmith Road/North End Road

6.5 In addition to the above, the applicant has agreed to enter into the following Heads of Terms as wider community benefits:

- Free tickets to borough community and community groups for theatres and live events: tickets over 10 years to a value of £600,000

- Use of theatre space and back office rooms to local groups for free
- Priority tickets to cinema and theatre to disabled residents
- Future occupiers to engage with local schools and colleges to provide training opportunities
- Theatre and community space occupier to engage with local groups, schools and colleges
- LBHF partnership with Yoo and occupier foundations to deliver council programmes
- Future performing arts groups to undertake educational outreach, internship and other programs

Local and Mayoral CIL

6.6 This development would be subject to a London wide community infrastructure levy. The Mayor's CIL (Community Infrastructure Levy) came into effect in April 2012. This would contribute towards the funding of Crossrail. The GLA expect the Council, as the Collecting Authority, to secure the levy in accordance with London Plan Policy 8.3 and is chargeable in this case at £50 per sq.m uplift in floor space (GIA).

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 the assessment of the application regard has been given to the NPPF, London Plan, and Local Plan policies as well as guidance. It is considered that the proposal is acceptable in land use and design terms. The quantum of the proposed land uses and the resulting nature of the site does not give rise to any unacceptable impacts and will amount to sustainable development in accordance with the National Planning Policy Framework.

7.3 The redevelopment of Olympia Way to provide a mixed use cultural, employment and visitor attraction that will support the ongoing use of the main Olympia site as a pre-eminent exhibition centre within London and beyond is very much in compliance with the overarching objective of development plan policies to support the continued success of such sites, to provide the range of visitor, leisure, employment and cultural uses proposed and its contribution to the local and wider London economy. It is however acknowledged that there will be some impacts as a result of the proposal.

7.4 Before turning to the overall planning balance a conclusion on the heritage impacts must be reached. Considerable weight must be given to the preservation of the settings of listed buildings and conservation areas as set out in statute and the NPPF. Decision makers must acknowledge any harm arising and then attach considerable weight to it and then only, assess whether there are circumstances that outweigh the harm identified to allow permission to be granted. There is a statutory presumption in favour of refusal if harm is present.

- 7.5 The proposal results in less than substantial harm to the Grade II* Grand Hall and Pillar Hall and the Grade II National Hall in addition less than substantial harm is identified to the Olympia and Avonmore Conservation Area.
- 7.6 The proposal would deliver significant public benefits, which are considered to outweigh the less than substantial harm identified, and consist of:
- The redevelopment of the Olympia Way would deliver a mixed use cultural, employment and visitor attraction, providing economic, cultural, and social benefits
 - The public realm improvements to Olympia Way will create a high quality pedestrian and cyclist friendly environment, delivering healthy streets and will contribute to the overall realignment of logistics and vehicular transport to the Olympia site
 - The introduction of an active edge to, and the enclosure of, the eastern edge of Olympia Way which results in positive place-making
 - The public realm improvements will enhance the setting of the adjacent listed buildings
 - The development would contribute to the local and wider London economy
 - The proposal will be supportive of and complementary to the continued success of London's diverse range of arts, cultural, professional sporting and entertainment enterprises and their associated cultural, social, and economic benefits.
 - As part of the overall masterplan approach, the scheme would provide significant employment opportunities both in the borough and London generally. The development would generate an estimated 565 construction related full time equivalent (FTE) jobs per year over the build period and some 4,560-5,045 further FTE jobs once the development is complete and operational
 - Affordable workspace to be provided at low cost to facilitate small and medium sized companies, contributing to the local, borough and London economy
 - The development would provide modern and upgraded floorspace, and deliver wider benefits by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for residents and companies.
 - Employment and training initiatives secured through the S106 agreement would bring significant benefits to the local area while a local procurement initiative will be entered into by way of the legal agreement to provide support for businesses.
 - Delivers an opportunity for significant enhancement and regeneration of the area
 - Free tickets to borough community and community groups for theatres and live events: tickets over 10 years to a value of £600,000
 - Use of theatre space and back office rooms to local groups for free
 - Priority tickets to cinema and theatre to disabled residents
 - Future occupiers to engage with local schools and colleges to provide training opportunities

- Theatre and community space occupier to engage with local groups, schools and colleges
- LBHF partnership with Yoo and occupier foundations to deliver council programmes
- Future performing arts groups to undertake educational outreach, internship and other programs

7.7 The proposed development has demonstrable substantial design, heritage and public benefits which constitute material considerations that are considered to outweigh the harm identified and add weight to the case for granting planning permission.

7.8 A high quality development is proposed and the principle of a re-developed Olympia as set out is in accordance with the development plan when taken as a whole. It delivers substantial design, heritage and public benefits that are considered to outweigh the harm to designated heritage assets. 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.

7.9 Accordingly it is recommended that the proposal be granted subject to the conditions listed, the completion of s106 and any direction from the Mayor.

Appendix 1: Consultation Comments

Greater London Authority	16/01/2019
Historic England	05/11/2018
Thames Water	01/11/2018
Natural England	06/11/2018
Transport for London	15/11/2018
TFL Underground Infrastructure Protection	21/11/2018
GLAAS	10/12/2018
RBKC	04/12/2018
RBKC	28/12/2018
Environment Agency	05/11/2018
Ancient Monument	20/12/2018

Appendix 2: Neighbour Comments

56 Brook Green	10/10/2018
10 Sinclair Road	23/10/2018
140 Addison Gardens	25/10/2018
106B Sinclair Road	29/10/2018
37 Sterndale Road	04/11/2018
Flat 6, 2 Sinclair Road	10/11/2018
50 Milson Road	13/11/2018
Flat 47, Palace Mansions, Earsby Street	17/11/2018
79 Westwick Gardens	20/11/2018
40 Minford Gardens	27/11/2018
4 Seaview Road, Newhaven	28/11/2018
Deepings Gun Lake, Knebworth	28/11/2018
Sinclair Road Residents Association	29/11/2018
180 Blythe Road	30/11/2018
25 Thackeray Court, Blythe Road	30/11/2018
29 Girdlers Road	30/11/2018
41A Maclise Road	30/11/2018
70 Sterndale Road	30/11/2018
74 Masbro Road	30/11/2018
80 Richmond Way	30/11/2018
81 Sterndale Road	30/11/2018
92 Masbro Road	30/11/2018
Flat 5, 50 Sinclair Road	30/11/2018
Sinclair Road	30/11/2018
Flat 6, 35-37 Gratton Road	01/12/2018
56 Brook Green	01/12/2018
92 Masbro Road	01/12/2018
92 Masbro Road	01/12/2018
33 Brook Green	02/12/2018
35A Maclise Road	02/12/2018
35A Maclise Road	02/12/2018
48 Caithness Road	02/12/2018
70 Sinclair Road	02/12/2018
First Floor Flat, 33 Maclise Road	02/12/2018
15 Hofland Road	03/12/2018
17 Sinclair Road	03/12/2018
21 Sinclair Road	03/12/2018
31 Hofland Road	03/12/2018
31 Rowan Road	03/12/2018
Basement and Ground Floor Maisonette, 96 Sinclair Road	03/12/2018
Basement, 84 Sinclair Road	03/12/2018
Flat 3, 202 Stephendale Road	03/12/2018
31 Rowan Road	03/12/2018

Chicken Shed	03/12/2018
12 Richford Street	05/12/2018
26 Appelgarth Road	05/12/2018
41 Westwick Gardens	05/12/2018
4 Cloncury Street	05/12/2018
22 Anley Road	06/12/2018
45 Dewhurst Road	06/12/2018
40 Minford Gardens	07/12/2018
NAG	07/12/2018
Ground Floor Flat, 29 Sinclair Road	09/12/2018
23 Fitzgeorge Avenue	10/12/2018
55 Sinclair Road	10/12/2018
Flat 12, Chelsea Wharf	10/12/2018
Quadrant Estates (33 Great Portland Street)	10/12/2018
Historic Buildings Group	10/12/2018
NAG	11/12/2018
24 Albemarle Street	11/12/2018
London Wine Fair	11/12/2018
F2f Events	11/12/2018
Olympia Beauty	12/12/2018
NAG	12/12/2018
15 Dunsany	13/12/2018
NAG	13/12/2018
Montgomery	13/12/2018
73 Milson Road	13/12/2018
Avonmore Residents Association	14/12/2018
104 Sinclair Road	14/12/2018
28 Phoenix Lodge Mansions	14/12/2018
30A Gratton Road	14/12/2018
31 Rowan Road	14/12/2018
69 Edith Road	14/12/2018
71 Milson Road	14/12/2018
71 Milson Road	14/12/2018
Flat 1B, 1 Russel Road	14/12/2018
Flat 2, 21 Sinclair Road	14/12/2018
41 Sinclair Road	15/12/2018
Sinclair Residents Association	17/12/2018
5 Kensington West, Blythe Road	17/12/2018
Flat 84, Kensington West, Blythe Road	20/12/2018
NAG	20/12/2018
AEO (119 High Street, Berkhamsted)	21/12/2018
Mackbrooks (Romeland House, St Albans)	27/12/2018
Centaur Media	27/12/2018
17 Oakford House, 72 Russell Road	31/12/2018
82 Faroe Road	08/01/2019