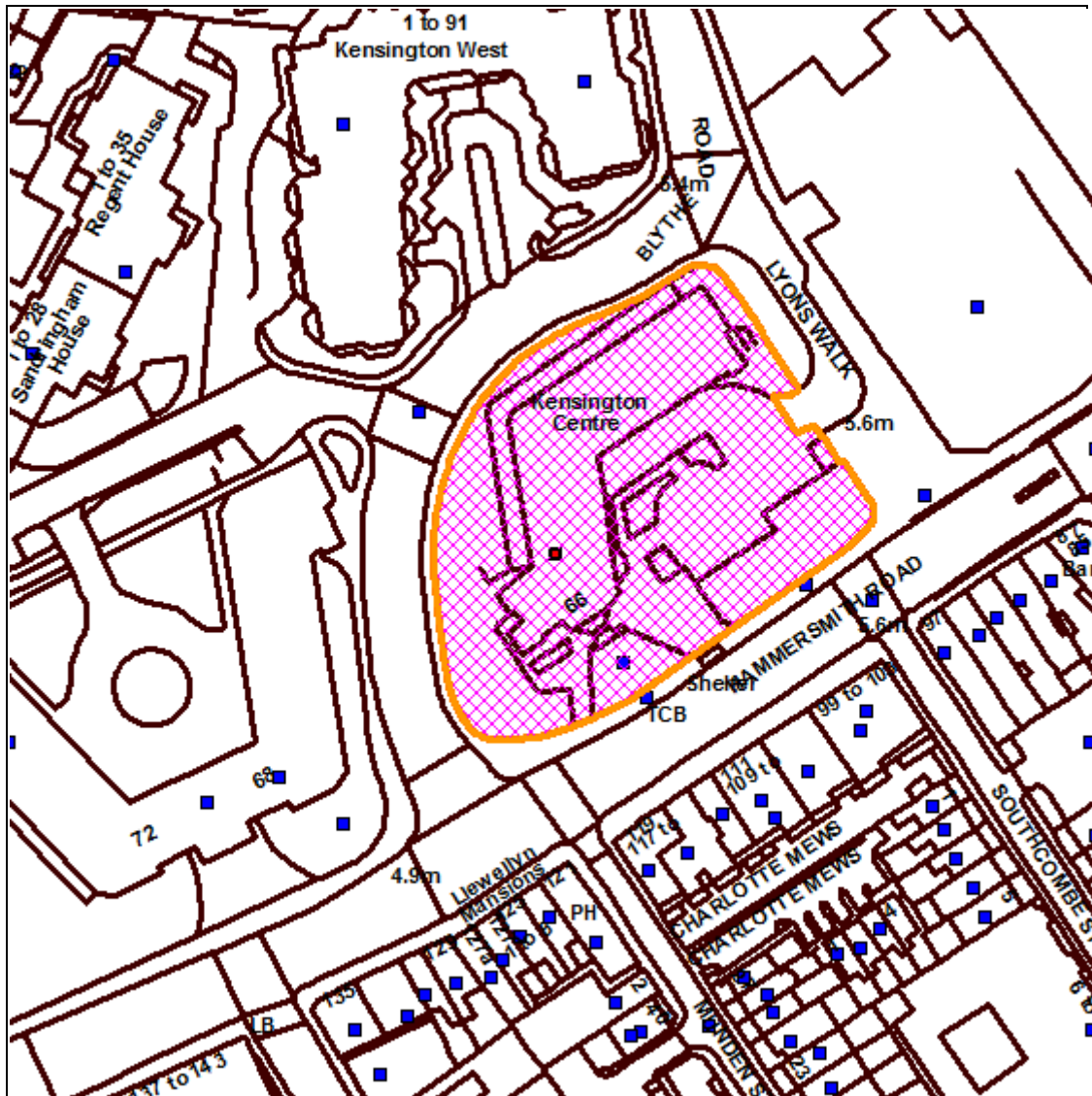


**Ward:** Avonmore And Brook Green

**Site Address:**

Kensington Centre 66 Hammersmith Road London W14 8UD



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

**Reg. No:**  
2017/04752/FUL

**Case Officer:**  
Ciaran Regan

**Date Valid:**  
11.12.2017

**Conservation Area:**

**Committee Date:**  
15.10.2019

**Applicant:**

Quadrant Estates And Pirbright Holdings Limited  
C/O Agent

**Description:**

Demolition of 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.

Drg Nos: A\_PL\_P\_011 Rev.02, 031 Rev.02, 032 Rev.02, 099 Rev.02, 100 Rev.02, 101 Rev.02, 102 Rev.02, 103 Rev.02, 104 Rev.02, 105 Rev.02, 106 Rev.02, 107 Rev.02, 108 Rev.02, 201 Rev.02, 202 Rev.02, 203 Rev.02, 204 Rev.02, 205 Rev.02, 206 Rev.02, 301 Rev.02, 302 Rev.02, 303 Rev.02, 304 Rev.02, 400 Rev.02, 401 Rev.02, 402 Rev.02, 403 Rev.02, 404 Rev.02, 405 Rev.02, 406 Rev.02, 407 Rev.02.

**Application Type:**

Full Detailed Planning Application

**Officer Recommendation:**

Subject to there being no contrary direction from the Mayor for London; that the Committee resolve that the Strategic Director, The Economy be authorised to determine the application and grant permission up on the completion of a satisfactory legal agreement and subject to the condition(s) listed below

To authorise the Director for Strategic Director, The Economy in consultation with the Director of Law and the Chair of the Planning and Development Control Committee to make any minor modifications to the proposed conditions or heads of terms or any subsequent minor changes arising out of detailed negotiations with the applicant which may necessitate the modification, which may include the variation, addition or deletion of the conditions and heads of terms as drafted to ensure consistency between the two sets of provisions.

- 1) The development hereby permitted shall not commence later than the expiration of 3 years beginning with the date of this planning permission.

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

- 2) The development shall be carried out and completed only in accordance with the following approved drawings:

Proposed site, block and context streetscenes:

A\_PL\_P\_010 Rev.02

A\_PL\_P\_011 Rev.02

A\_PL\_P\_031 Rev.02

A\_PL\_P\_032 Rev.02

Proposed floorplans:

A\_PL\_P\_099 Rev.02  
A\_PL\_P\_100 Rev.02  
A\_PL\_P\_101 Rev.02  
A\_PL\_P\_102 Rev.02  
A\_PL\_P\_103 Rev.02  
A\_PL\_P\_104 Rev.02  
A\_PL\_P\_105 Rev.02  
A\_PL\_P\_106 Rev.02  
A\_PL\_P\_107 Rev.02  
A\_PL\_P\_108 Rev.02

Proposed sections:

A\_PL\_P\_201 Rev.02  
A\_PL\_P\_202 Rev.02  
A\_PL\_P\_203 Rev.02  
A\_PL\_P\_204 Rev.02  
A\_PL\_P\_205 Rev.02  
A\_PL\_P\_206 Rev.02

Proposed elevations:

A\_PL\_P\_301 Rev.02  
A\_PL\_P\_302 Rev.02  
A\_PL\_P\_303 Rev.02  
A\_PL\_P\_304 Rev.02

Proposed detailed elevations, sections and landscape plan:

A\_PL\_P\_400 Rev.02  
A\_PL\_P\_401 Rev.02  
A\_PL\_P\_402 Rev.02  
A\_PL\_P\_403 Rev.02  
A\_PL\_P\_404 Rev.02  
A\_PL\_P\_405 Rev.02  
A\_PL\_P\_406 Rev.02  
A\_PL\_P\_407 Rev.02

For the avoidance of doubt and in the interests of proper planning so as to prevent any inadvertent deviations that could compromise the delivery of a sustainable development in accordance with the policies and objectives of the London Plan (2016) and the Hammersmith and Fulham Local (2018).

- 3) Prior to commencement of the works above ground hereby permitted, full details of the hard and soft landscaping of all areas external to the building (on all ground level and upper level surfaces, balconies and terraces), detailed drawings at a scale of not less than 1:20 to include all planting and paving, seating, fences, gates and other means of enclosure shall have to be submitted to and approved in writing by the Council, and the development shall not be used until such hard landscaping as is approved has been carried out. Any permeable hard surfacing shall use infiltration unless the ground conditions are identified to be unsuitable. Soft landscaping shall be carried out during the first planting season available. Any soft landscaping removed or severely damaged, dying or becoming seriously

diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory external appearance and satisfactory provision for permeable surfaces in accordance with policies DC1, DC2, DC8 and OS5 of the Local Plan (2018).

- 4) All planting, seeding and turfing approved as part of the submitted landscaping scheme shall be carried out in the first planting or seeding seasons following the occupation of the buildings or the completion of the development, whichever is the sooner; and any trees or shrubs which die, are removed or become seriously damaged or diseased within 5 years of the date of the initial planting shall be replaced in the next planting season with others of similar size and species.

To ensure a satisfactory provision for planting, in accordance with policy OS5 of the Local Plan (2018).

- 5) The development hereby approved shall be implemented only in accordance with the recommendations made in the Arboricultural Impact Assessment and Method Statement, Version 2.0 dated 3/7/17, and in accordance with BS5837:2012.

To ensure that the tree within the site is retained and to prevent harm during the course of the construction, in accordance with policies DC1, DC2, DC8 and OS5 of the Local Plan (2018).

- 6) Prior to any demolition works hereby permitted taking place the following shall be submitted to, and approved in writing by, the Council:

- a) Demolition Logistics Plan (DLP) with details including the numbers, size and routes of demolition vehicles, provisions within the site to ensure that all vehicles associated with the demolition works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. Approved details shall be implemented throughout the demolition period.

- b) Demolition Management Plan (DMP) with details including all dust and emissions monitoring and control measures, any external illumination of the site during demolition, contractors' method statements, waste classification and disposal procedures and locations, suitable site hoarding/enclosure (including detailed plan, section and elevation drawings at a scale of not less than 1:20 and details of material and colour), noise monitoring and control measures for noise, vibration, delivery locations, restriction of hours of work and all associated activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800 - 1300 hrs 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 Demolition Logistics Plan and Demolition Management Plan, as approved, shall be implemented throughout the demolition period.

To ensure that demolition works do not adversely impact on the operation of the public highway and that the amenity of neighbouring occupiers is not adversely affected by noise, vibration, dust, lighting or other emissions from the building site, in accordance with policy 5.3 (Sustainable design and construction) and 7.14 (Improving air quality) of the London Plan (2016) and policies CC12 (Control of potentially polluting uses) and T7 (Construction and demolition logistics) of the Hammersmith and Fulham Local Plan (2018).

7) Prior to any construction works hereby permitted taking place the following shall be submitted to, and approved in writing by, the Council:

a) Construction Logistics Plan (CLP) with details including the numbers, size and routes of construction vehicles, provisions within the site to ensure that all vehicles associated with the construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. The CLP shall identify efficiency and sustainability measures to be undertaken while the development is being built.

b) Construction Management Plan (CMP) with details including, all dust and emissions monitoring and control measures, any external illumination of the site during construction, contractors' method statements, waste classification and disposal procedures and locations, timber site hoarding/enclosure (including detailed plan, section and elevation drawings at a scale of not less than 1:20 and details of material and colour), noise monitoring and control measures for 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 work.

The Construction Logistics Plan and Construction Management Plan, as approved, shall be implemented throughout the construction period.

Reason: To ensure that construction works do not adversely impact on the operation of the public highway and that the amenity of neighbouring occupiers is not adversely affected by noise, vibration, dust, lighting or other emissions from the building site, in accordance with policy 5.3 (Sustainable design and construction) and 7.14 (Improving air quality) of the London Plan (2016) and policies CC12 (Control of potentially polluting uses) and T7 (Construction and demolition logistics) of the Hammersmith and Fulham Local Plan (2018).

8) No development shall commence until a scheme for temporary site hoarding and/or enclosure of the site where necessary has been submitted to, and approved in writing by, the Council (including detailed plan, section and elevation drawings at a scale of not less than 1:20 and details of material and colour). The site hoarding and/or enclosure shall be erected in accordance with the approved details and retained for the duration of the building works. No part of the site hoarding and/or enclosure of the site shall be used for the display of advertisement hoardings.

To ensure a satisfactory external appearance of the site, in accordance with policies DC1, DC2 and DC8 of the Local Plan 2018.

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

In granting this permission, the Council has had regard to the special circumstances of the case. Certain other uses within the same use class may be unacceptable due to effect on residential amenity or traffic generation, in accordance with policies CC13 and T3 of the Local Plan (2018).

- 10) Prior to commencement of the construction of the superstructure, details and samples of all materials to be used in the external faces of the building, must have been submitted to, and approved in writing by, the Council. A sample panel shall be erected onsite for the Council's inspection and approval prior to the commencement of the works. The development shall be carried out in accordance with the approved details, and permanently retained as such thereafter.

To ensure a satisfactory external appearance, in accordance with policies 7.4 (Local character) and 7.6 (Architecture) of the London Plan (2016) and policies DC1 (Built environment) and DC2 (Design of new build) of the Hammersmith and Fulham Local Plan (2018).

- 11) With the exception of the terrace and balcony areas indicated on the approved drawings, no part of any other roof of the approved buildings shall be used as a terrace or other amenity space. The upper floor terrace areas shall not be used after 21:30 and before 0800 the following day Mondays to Fridays and shall not be used after 21:30 and before 0900 hours the following day on Saturdays, Sundays and Bank Holidays. No live or amplified music shall be played or performed on the external terrace areas hereby approved.

To safeguard the amenities of the occupiers of neighbouring properties, and to avoid overlooking and loss of privacy and the potential for additional noise and disturbance, in accordance with policies CC11 and HO11 of the Local Plan 2018.

- 12) Save for works below ground level, no development shall commence until detailed plans, sections and elevations at a scale of 1:20 of the rooftop plant and plant screening have been submitted to, and approved in writing by, the Council. The development shall be carried out in accordance with the details as approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene and to preserve the character and appearance of the area and nearby conservation areas in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

- 13) The development hereby permitted shall not be commenced until detailed drawings of typical bays of the new development (to include details of proposed planting) in plan, section and elevation at a scale of no less than 1:20 are

submitted to, and approved in writing by, the Council. The development shall be carried out in accordance with the approved details.

To ensure a satisfactory external appearance and prevent harm to the street scene, in accordance with policies DC1, DC2 and DC8 of the Local Plan (2018).

- 14) Prior to the commencement of each of the Demolition and Construction phases of the development, an Air Quality Dust Management Plan (AQDMP) shall be submitted to and approved in writing by the Local Planning Authority. 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 IIIB emission criteria of Directive 97/68/EC and its subsequent amendments. This will apply to both variable and constant speed engines for both NO<sub>x</sub> 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) Petrol, (4) Hybrid (Electric-Diesel) (5) Diesel (Euro VI HGV); Details of Air quality monitoring of PM<sub>10</sub> 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.

To comply with the requirements of the NPPF (2012), policies 7.14a-c of The London Plan (2016) and policy CC10 of the Local Plan (2018).

- 15) Prior to occupation of the development a report with details of the Ultra-Low NO<sub>x</sub> Gas fired boilers, and Emergency Diesel Generator units shall be submitted to and approved in writing by the Local Planning Authority. The report shall include the following:
- a) Details to demonstrate that the termination height above roof level of the shared Flue stack for the Ultra Low NO<sub>x</sub> Gas fired Boiler plant, and Emergency Diesel Generator Plant has been installed a minimum of 3 metres above any openable window and/or roof level amenity area
  - b) Details to demonstrate that all the Ultra Low NO<sub>x</sub> Gas fired boilers, Emergency diesel Generator Plant and associated abatement technologies shall meet a minimum dry NO<sub>x</sub> emissions standard of 30 mg/kWh (at 0% O<sub>2</sub>) and 100mg/Nm<sup>3</sup> (at 5% O<sub>2</sub>) respectively.

c) Details of emissions certificates, and the results of NO<sub>x</sub> emissions testing of each Ultra Low NO<sub>x</sub> gas boiler and Emergency Diesel Generator Plant by an accredited laboratory shall be provided to verify the relevant emissions standards in part b) have been met following installation of combustion based energy plants certificates, and the results of NO<sub>x</sub> emissions testing of each Ultra Low NO<sub>x</sub> gas boiler and Emergency Diesel Generator Plant by an accredited laboratory shall be provided to verify the relevant emissions standards in part b) have been met. Where any combustion based energy plant does not meet the relevant emissions Standards in part b) above, it should not be operated without the fitting of suitable secondary NO<sub>x</sub> abatement Equipment or technology as determined by a specialist to ensure comparable emissions.

d) Details to demonstrate where secondary abatement is used for the Emergency Diesel Generator the relevant emissions standard in part b) is met within 5 minutes of the generator commencing operation.

During the operation of the emergency Diesel generators there must be no persistent visible emission. The maintenance and cleaning of the systems shall be undertaken regularly in accordance with manufacturer specifications. The diesel fuelled generators shall only be used for a maximum of 48 hours when there is a sustained interruption in the mains power supply to the site, and the testing of these diesel generators shall not exceed a maximum of 12 hours per calendar year.

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

To comply with the requirements of the NPPF (2012), policies 7.14a-c of The London Plan (2016) and policy CC10 of the Local Plan (2018).

- 16) Prior to occupation of the development 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. design solutions). This Strategy must make a commitment to implement the mitigation measures 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 NO<sub>x</sub> 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 (6) Diesel (Euro 6-HGV) and energy generation sources. The strategy must re-assess air quality neutral and/ or Air Quality positive in accordance with the Mayor of London guidance. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

To comply with the requirements of the NPPF (2018), Policies 7.14a-c of the London Plan (2016) and policy CC10 of the Local Plan (2018).

- 17) Prior to commencement of the development, (excluding site clearance, demolition and basement works) a report for B1 and D2 Gym use shall be submitted to and



approved in writing by the Council. The report shall demonstrate the B1 and D2 Gym use avoids areas of exceedance above the annual mean objective APEC-B (38ug/m-3) criteria for NO2 and include the following information:

- a) Details of the air intake locations at roof level on the rear elevations
- b) Details of the independently tested mechanical ventilation system with NOx, PM2.5, PM10 filtration for B1 and D2 Gym use. The NO2 filtration system shall have a minimum efficiency of 90% in the removal of Nitrogen Oxides/Dioxides, PM2.5 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

To comply with the requirements of the NPPF (2018), Policies 7.14a-c of the London Plan (2016) and policy CC10 of the Local Plan (2018).

- 18) Prior to the occupation of the development, details of the construction of green infrastructure (including details of planting species and maintenance) on the section of development facing Hammersmith Road (A315) shall be submitted to and approved by the local planning authority. The green infrastructure shall be constructed and planted in order to mitigate air pollution 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 these buildings 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 the development and thereafter permanently retained and maintained.

To comply with the requirements of the NPPF (2018), Policies 7.14a-c of the London Plan (2016) and policy CC10 of the Local Plan (2018).

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

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks

are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policy CC9 the Local Plan (2018) and Key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

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

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policy CC9 the Local Plan (2018) and Key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 21) 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.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policy CC9 the Local Plan (2018) and Key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 22) 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.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policy CC9 the Local Plan (2018) and Key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 23) 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.

Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with policy CC9 the Local Plan (2018) and Key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

- 24) 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 development hereby permitted, without planning permission first being obtained.

In order to ensure that the Council can fully consider the effect of telecommunications equipment upon the appearance of the building, in accordance with policies DC1, DC2 and DC8 of the Local Plan 2018.

- 25) The development hereby approved shall not be occupied before a Refuse Management Plan, including full details of refuse storage (including provision for the storage of recyclable materials) have been submitted to, and approved in

writing by, the Council. The approved details shall be implemented prior to the occupation of the development and shall thereafter be permanently retained. All refuse/recycling generated by the development hereby approved shall be stored within the agreed areas. These areas shall be permanently retained for this use. Refuse and recyclables shall be stored only within the curtilage of the application site.

To ensure that the use does not give rise to smell nuisance and to prevent harm arising from the appearance of accumulated rubbish, in accordance with policies DC2 and CC7 of the Local Plan (2018) and Key principles WM1 to WM11 of the Planning Guidance Supplementary Planning Document (2018).

- 26) No water tanks, water tank enclosures or other structures shall be erected upon the flat roofs of the building hereby permitted.

To ensure a satisfactory external appearance, in accordance with policies DC1, DC2 and DC8 of the Local Plan 2018.

- 27) No plumbing, extract flues or pipes, other than rainwater pipes, may be fixed on the elevations of the building hereby permitted.

To ensure a satisfactory external appearance, in accordance with policies DC1, DC2 and DC8 of the Local Plan 2018.

- 28) Prior to the installation of the solar panels hereby approved, details of the solar panels including details of the angle of the PV panels relative to the surface of the roof, shall be submitted to, and approved in writing, by the Council. The development shall not be used/occupied until the scheme has been carried out in accordance with the approved details, and it shall thereafter be permanently retained as such.

To ensure a satisfactory external appearance, and to prevent harm to the area/conservation area, in accordance with policies 5.3, 7.6 and 7.7 of The London Plan (2016), policies DC1, DC2 and DC8 of the Local Plan (2018).

- 29) No alterations shall be carried out to the external appearance of the building, including the installation of air-conditioning units, ventilation fans or extraction equipment 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.

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

- 30) Neither music nor amplified voices emitted from the building hereby permitted shall be audible at any residential/noise sensitive premises.

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

- 31) The office use hereby permitted shall not commence until all external doors to these premises have been fitted with self-closing devices, which shall be maintained in an operational condition and at no time shall any external door be fixed in an open position.

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

- 32) The development hereby permitted shall be constructed and operated in accordance with the Access Statement included in the submitted Design and Access Statement dated July 2018.

To ensure that the proposal provides an inclusive and accessible environment in accordance with policy DC2 of the Local Plan (2018) and The London Plan (2016) policy 7.2.

- 33) Save for works below ground level, no development shall commence until details of any window cleaning equipment including appearance, means of operation and storage have been submitted to, and approved in writing by, the Council. The development shall be carried out in accordance with the details as approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene and to preserve the character and appearance of the area and nearby conservation areas in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

- 34) Prior to the commencement of above ground works (other than works of site preparation, excavation and demolition of the existing building), the details of measures to demonstrate how 'Secured by Design' requirements will be adequately achieved within the development shall be submitted to, and approved in writing by, the Local Planning Authority. Such details shall include, but not be limited to, CCTV coverage, access controls and basement security measures. The approved details shall be implemented prior to occupation of the development and shall be permanently retained thereafter.

To ensure that the development incorporates suitable measures to minimise opportunities for crime and anti-social behaviour in accordance with policy 7.3 (Designing out crime) of the London Plan (2016) and policy DC2 (Design of new build) of the Hammersmith and Fulham Local Plan (2018).

- 35) The main lift core within the development shall contain at least one fire rated lift, details of which shall be submitted to the Local Planning Authority and approved in writing prior to the occupation of the building. All lifts within the building, including the car stacker units, shall have enhanced lift repair service running 365 day/24 hour cover to ensure that no occupiers (including wheelchair users) are trapped if the lift breaks down. The fire rated lift shall be installed as approved and maintained in full working order for the lifetime of the development.

To ensure that the proposal provides an inclusive and accessible environment in accordance with policy DC2 of the Local Plan (2018) and The London Plan (2016) policy 7.2.

- 36) The development hereby permitted shall not be occupied until 259 long-stay secure, covered cycle parking spaces and 51 short-stay cycle parking spaces have been provided. The cycle parking shall be permanently retained for the lifetime of the development and shall be permanently accessible for the storage of bicycles for staff and visitors to the development.

To ensure the suitable provision of cycle parking within the development to meet the needs of future site occupiers and users, in accordance with policies 6.9 and 6.13 of The London Plan 2016 and policy T7 of the Local Plan 2018.

- 37) The development hereby permitted shall not be occupied until 2 active and 1 passive electric vehicle charging spaces have been provided. The electric vehicle charging shall be permanently retained for the lifetime of the development and shall be permanently accessible.

To ensure the suitable provision of electric vehicle charging within the development to meet the needs of future site occupiers and users, in accordance with policy T4 of the Local Plan (2018).

- 38) The development hereby permitted shall not be occupied/used until 4 motorcycle parking spaces have been fully demarcated, and the motorcycle parking spaces shall be permanently retained for the life of the development, as indicated on approved drawing No: A\_PL\_P\_100 Rev 02.

To ensure the suitable provision of motorcycle parking within the development to meet the needs of future site occupiers and users, in accordance with policy T4 of the Local Plan (2018) and Key principle TR8 of the Planning Guidance Supplementary Planning Document (2018).

- 39) The development hereby permitted shall not be occupied/used until the accessible parking space for wheelchair users, as indicated on drawing no: A\_PL\_P\_100 Rev 02, has been fully demarcated, and the accessible parking space shall be permanently retained for the life of the development.

In order to ensure easy and convenient access for all users, including disabled people, in accordance with policy T4 of the Local Plan 2018 and policies 4.5 and 7.2 of The London Plan 2016.

- 40) The development hereby permitted shall not be occupied/used until it has been erected in accordance with the submitted Revised Sustainability Statement Revision No. 02 (dated July 2018), together with the details included in the Sustainability Statement Revision 02 (Dated July 2018) and the Proposed BREEAM Approach Revision 02 (Dated July 2018). A post construction BREEAM assessment shall be submitted to the Council within 6 months of occupation for approval in writing to confirm that the measures have been implemented as required.

To ensure a satisfactory external appearance and the integration of energy generation from renewable sources, consistent with the Mayor's sustainable design objectives in accordance with policies 5.1, 5.2, 5.3 and 5.7 of The London Plan (2016) and policies DC1, DC2, DC8, CC1, CC2, CC3, CC4 and HO11 of the Local Plan (2018).

- 41) The development hereby permitted shall not be occupied before implementation of the energy efficiency, low/zero carbon and renewable energy measures detailed in the submitted Revised Energy Strategy and Energy Statement (Both Revision 02 - dated July 2018). All details shall be implemented prior to occupation/use of the development hereby permitted, and thereafter be permanently retained.

To ensure a satisfactory external appearance and the integration of energy generation from renewable sources, consistent with the Mayor's sustainable design objectives in accordance with policies 5.1, 5.2, 5.3 and 5.7 of The London Plan (2016) and policies DC1, DC2, DC8, CC1, CC2, CC3, CC4 and HO11 of the Local Plan (2018).

- 42) No above ground works on the development hereby permitted shall commence until the full detailed design of the proposed blue, brown and green roofs, to include details of the substrate depth and confirmation of the attenuation volume provided, have been submitted to, and approved in writing, by the Council. The blue, brown and green roofs shall be implemented in accordance with the approved details prior to occupation/use of the development hereby permitted, and thereafter be permanently retained and maintained in line with the agreed details.

To ensure acceptable surface water management, in accordance with policy 5.13 of The London Plan (2016) and policies CC1, CC2, CC3 and CC4 of the Local Plan (2018).

- 43) The development hereby permitted shall not be occupied prior to the implementation of the measures contained within the revised Flood Risk assessment revision 02 (dated July 2018) and the revised SUDS Statement revision 02 (dated July 2018). All details shall be implemented prior to occupation/use of the development hereby permitted, and thereafter be permanently retained.

To prevent the increased risk of flooding and to protect existing and future occupants, and to ensure that surface water run-off is managed in a sustainable manner, in accordance with policy 5.13 of The London Plan (2016) and policies CC2, CC3 and CC4 of the Local Plan (2018).

- 44) No above ground works on the development hereby permitted shall commence until the full detailed design of the measures proposed for the basement level flood proofing have been submitted to, and approved in writing, by the Council. The flood proofing measures shall be implemented in accordance with the approved details prior to occupation/use of the development hereby permitted, and thereafter be permanently retained and maintained in line with the agreed details.

To prevent the increased risk of flooding and to protect existing and future occupants, and to ensure that surface water run-off is managed in a sustainable manner, in accordance with policy 5.13 of The London Plan (2016) and policies CC2, CC3 and CC4 of the Local Plan (2018).

- 45) Prior to the use of the development hereby approved, a non return valve and pump device should be installed to prevent sewage 'back-surfing' into the basement in times of heavy rain and to allow the property's sewage to continue to flow properly into the sewer network.

To prevent the increased risk of flooding and to protect future occupants, and to ensure that surface water run-off is managed in a sustainable manner, in accordance with policy 5.13 of The London Plan (2016) and policies CC2, CC3 and CC4 of the Local Plan (2018).

- 46) The development hereby permitted shall not be occupied or used until the shower rooms and changing areas (as indicated on plan A\_PL\_P\_099 Revision 02 have been provided in the proposed building for use by staff/occupiers of the building. These facilities shall be provided prior to first use and they shall be permanently retained for the use of employees.

In order to ensure satisfactory facilities for staff including cyclists, in accordance with policy T3 of the Local Plan (2018).

- 47) No delivery, refuse or service vehicles shall enter or depart the site between 2200 hours and 0700 the following day.

To ensure that the amenities of the surrounding residential occupiers are not unduly affected by noise from vehicles entering, leaving or manoeuvring within the site, in accordance with policies CC11 and CC13 of the Local Plan (2018).

- 48) No advertisements shall be displayed on either the external faces of the development and/or inside any windows, without details of the advertisements having first been submitted to and agreed in writing by the Council.

To ensure a satisfactory external appearance and to prevent harm to the street scene and to preserve the character and appearance of the conservation area in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

- 49) No external roller shutters shall be attached to the building at ground floor level.

To ensure a satisfactory external appearance and to prevent harm to the street scene and to preserve the character and appearance of the area and nearby conservation areas in accordance with Policies DC1, DC2 and DC8 of the Local Plan (2018).

- 50) Prior to the display of any illuminated sign or advertisement, details shall be submitted to and approved in writing by the Council, of artificial lighting levels (candelas/ m<sup>2</sup> size of sign/advertisement). Details shall demonstrate that the recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2011' will be met, particularly with regard to the 'PLG05,2015-The Brightness of Illuminated Advertisements'. Approved details shall be implemented prior to use/ display of the sign/advertisement and thereafter be permanently retained.

To ensure that the amenities of occupiers of surrounding properties are not unduly affected by artificial lighting, in accordance with policies CC12 and CC13 of the Local Plan (2018).

- 51) No external seating areas should be permitted at ground floor level for the A1/A3/B1 uses and public amenity use, within a minimum of 10 m of the kerbside



on Hammersmith Road (A315) in order to mitigate air pollution without written approval in writing from the local planning authority.

To comply with the requirements of the NPPF (2018), Policies 7.14a-c of the London Plan (2016) and policy CC10 of the Local Plan (2018).

- 52) No above ground works on the development hereby permitted shall commence until 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.

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

- 53) The development hereby permitted shall not be occupied before details of measures to mitigate light spillage from all floor levels of the proposed building towards neighbouring residential properties and a scheme for the control of the operation of internal lighting (during periods of limited or non-occupation) have been submitted to, and approved in writing, by the Council. The details as approved shall be implemented prior to first occupation of the building hereby permitted and thereafter be permanently retained.

To ensure that the amenities of surrounding residential properties are not unduly affected by light pollution, in accordance with policies CC12 and CC13 of the Local Plan (2018).

- 54) The external sound level emitted from plant, machinery or equipment at the development hereby approved shall 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.

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).

- 55) Prior to 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.

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).

- 56) Prior to commencement of the use, details shall be submitted to and approved in writing by the Council, of the installation, operation, and maintenance of any 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.

To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by cooking odours, in accordance with Policies CC10 and CC13 of the Local Plan (2018).

- 57) No customers shall be on the flexible A1, A3, D2 ground floor premises hereby approved between the hours of 23:00 hours and 0730 hours the following day.

In order that noise and disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents, in accordance with Policies CC11 and CC13 of the Local Plan 2018.

- 58) The development hereby permitted shall be constructed and operated in accordance with the Access Statement included in the submitted Design and Access Statement Appendix B (dated July 2018).

To ensure that the proposal provides an inclusive and accessible environment in accordance with policy DC2 of the Local Plan (2018) and The London Plan (2016) policy 7.2.

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

- 1) 1. Land Use: The use of the site primarily as a Class B1 office building is considered to be acceptable in the context of the existing use of the site and the its location close to Hammersmith Town Centre with excellent public transport facilities. The introduction of retail uses would also complement the development and improve facilities in the area. The proposed development would achieve a sustainable development, whilst optimising the use of previously developed land. Policies E1, E2 and E4 of the Local Plan (2018) and Policy 4.2 of The London Plan (2016), would thereby be satisfied.
2. Design and Conservation: The proposed development would be a high quality development which would have regard to the pattern and grain of existing development in the area and make a positive contribution to the urban environment. The proposed development would be compatible with the scale and character of existing development and its setting. The proposal would preserve the setting the nearby conservation areas, listed buildings and Buildings of Merit. The development would therefore be acceptable in accordance with the NPPF (2018),

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, London Plan (2016) policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6 and 7.8, policies DC1, DC2 and DC8 of the Local Plan (2018) and Key principles CAG2, CAG3 and CAG6 of the Planning Guidance Supplementary Planning Document (2018).

3. Landscaping and Biodiversity: Landscaping would be provided by the development, enhancing biodiversity, which complies with the relevant planning policy context set out in the London Plan (2016) policies 7.5, 7.19, 7.21 and Local Plan (2018) policies OS1, OS2, OS4, and OS5.

4. Impact on Neighbouring Residents: The impact of the proposed development upon neighbouring occupiers is considered to be acceptable with regards to noise and impacts on overlooking, sunlight, daylight and outlook. In this regard the development would respect the principles of good neighbourliness. The development would therefore be acceptable in accordance with policy 7.15 of the London Plan (2016), policies CC11, CC13, DC2 and HO11 of the Local Plan (2018) and Key principles 6, 7 and 8 of the Planning Guidance Supplementary Planning Document (2018).

5. Safety and Access: The development would provide a safe and secure environment for all users in accordance with London Plan (2016) policy 7.3 and policies DC1 and DC2 of the Local Plan (2018). The proposal would provide ease of access for all people, including disabled people, in accordance with London Plan (2016) policy 3.8, policies DC1, DC2 of the Local Plan (2018) and Key principles DA1, DA2, DA3, DA6 and DA7 of the Planning Guidance Supplementary Planning Document (2018).

6. Transport: There would be no adverse impact on traffic generation and the scheme would not result in congestion of the road network. Conditions and a legal agreement would secure no access to parking permits and provision of cycle and refuse storage. The development would therefore be acceptable in accordance with the NPPF (2018), London Plan (2016) policies 6.1, 6.3, 6.9, 6.10, 6.11, 6.12 and 6.13, policies CC7, T1, T2, T3, T4 and T7 of the Local Plan (2018), and Key principles TR3, TR12, WM1, WM2, WM5 and WM6 of the Planning Guidance Supplementary Planning Document (2018).

7. Flood Risk: A Flood Risk Assessment (FRA) has been submitted as required. Detailed drainage matters would be secured by condition. In this respect the proposal is therefore in accordance with the NPPF (2018), London Plan (2016) policies 5.11, 5.12, 5.13, 5.14 and 5.15, policies CC1, CC3, CC4 and CC5 of the Local Plan (2018) and Key principles FR1, FR2 and FR3 of the Planning Guidance Supplementary Planning Document (2018).

8. Energy and Sustainability: An Energy Statement has been submitted outlining the energy efficiency and low/zero carbon measures to be implemented as part of the development with the aim of minimising energy use and associated CO2 emissions. The proposal would be consistent with consistent with the Mayor of London's sustainable design objectives in accordance with NPPF (2018) chapter 14 'Meeting the challenge of climate change...', policies CC1, DC1 and DC2 of the Local Plan (2018) and policies 5.1, 5.2, 5.3 5.4A, 5.6, 5.7, 5.8, 5.9, 5.10 and 5.11 of The London Plan (2016).

9. 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 (2016), policy CC9 and CC13 of the Local Plan (2018), and Key principles LC1, LC2, LC4, LC5, LC6 and LC7 of the Planning Guidance Supplementary Planning Document (2018).

10. Air Quality: With regards to Air Quality considerations, the Council's Environmental Quality Team have reviewed the Air Quality Assessment submitted with the application proposal and consider that, subject to conditions, the development to be acceptable and compliant with London Plan Policy 7.14 and LBHF Local Plan Policy CC10.

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

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

Application form received: 8th December 2017  
Drawing Nos: see above

**Policy documents:** National Planning Policy Framework (NPPF) 2019  
The London Plan 2016  
LBHF - Local Plan 2018  
LBHF – Planning Guidance Supplementary Planning Document  
2018

### **Consultation Comments:**

<b>Comments from:</b>	<b>Dated:</b>
Hammersmith BID	11.05.18
Thames Water - Development Control	15.01.18
Historic England London Region	09.01.18
Greater London Authority - Planning Decisions Unit	28.02.18
Transport For London - Land Use Planning Team	12.10.18
London Underground Limited	11.01.18
Natural England	20.01.18
Hammersmith & Fulham Historic Buildings Group	26.01.18
Avonmore Residents Association	08.05.18
Hammersmith & Fulham Historic Buildings Group	28.09.18

### **Neighbour Comments:**

<b>Letters from:</b>	<b>Dated:</b>
Town Hall King Street London W6 9JU	08.05.18
NAG	08.05.18
136 Baker Street London W1U 6UD	15.03.18
36 Burne Jones Hse North End Road W14 8TA	18.01.18
Flat 2 Kensington west Blythe rd London W140jg	23.04.18

136 Baker Street London w1u 6ud	15.03.18
Flat 85 Kensington West Blythe Road W14 0JQ	29.01.18
23 Sandringham House 44 Windsor Way London W14 0UD	20.08.18
32 Woodger road London w12 8nn	04.05.18
23 Fitzgeorge Avenue London W14 0SY	21.01.18
23 Fitzgeorge Avenue London W14 0SY	02.05.18
23 Fitzgeorge Avenue London W14 0SY	17.08.18
Dartmouth Castle Pub 26 Glenthorne Rod London W6 0LS	22.01.18
3 charlotte Mews London w140qw	01.02.18
LANE HOUSE 24 PARSONS GREEN LANE SW6 4HS	18.01.18
Transport And Technical Serv Town Hall Ext King St W6 9JU	02.03.18
22 Rugby Mansions Bishop Kings Road London W14 8XD	31.01.18
22 Rugby Mansions Bishop Kings Road London W14 8XD	06.05.18
22 Rugby Mansions Bishop Kings Road London W14 8XD	11.08.18
22 Rugby Mansions Bishop Kings Road London W14 8XD	17.02.19
Flat 19 Kensington west Blythe road London w140jg	05.02.18
3 Regent House 43 Windsor Way London W140UB	08.03.18
3 Regent House 43 Windsor Way London W140UB	23.04.18
PO Box 91 Doha Qatar	08.02.18
3 Charlotte Mews London W14 0QW	21.08.18
15 Rugby Mansions Bishop Kings Road London W14 8XD	09.01.18
Lane House 24 Parsons Green Lane London SW6 4HS	26.04.18
39 Colfe Road London SE23 2ES	30.01.18
NAG	06.02.18
32 Woodger road Hammersmith W12 8nn	30.01.18
Flat 55 Kensington West Blythe Road W14 0JQ	26.01.18
8 Rugby Mansions Bishop King's Road London W14 8XD	21.08.18
Flat 23 Kensington West Blythe Road London W14 0JG	24.01.18
Flat 5 Kensington West Blythe Road London W14 0JG	24.01.18
Flat 20 Tudor House 47 Windsor Way London W14 0UG	31.01.18
Flat 91 Kensington West Blythe Road London W14 0JQ	16.08.18
Flat 3 Regent House 43 Windsor Way London W14 0UB	23.04.18
Flat 51 Kensington West Blythe Road London W14 0JG	31.01.18
Flat 56 Kensington West Blythe Road London W14 0JQ	25.01.18
32 Argyll Mansions Hammersmith Rd West Kensington W14	27.01.18
32 Woodger road Hammersmith W12 8nn	18.08.18
Flat 23 Sandringham House 44 Windsor Way London W14 0UD	23.01.18
Flat 71, Kensington West Blythe Road London W14 0JQ	23.04.18
69 Edith Road London W14 0TH	05.09.18
Edith Road London W14 0TJ	15.10.18

## **Addendum Report**

0.1 The application, at Appendix 01, was presented to the committee at the meeting held on 9th October 2018. The application was for the demolition of the existing building and redevelopment of the site by the 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), 903sqm of Class A1/A3/D2 flexible retail/restaurant/gym floorspace, new public realm, plant, car parking, cycle parking and associated works.

0.2 Members resolved to grant planning permission for the proposal subject to conditions, completion of a legal agreement and no contrary direction from the Mayor of London.

0.3 Following committee, officers submitted the Stage 2 referral to the Mayor of London. The Mayor issued his Stage 2 decision on 13/08/2019, which raised no objection to the application subject a change to the section 106 cycle contribution so that it was payable to Transport for London (TfL) rather than the Council. Post committee this financial contribution was confirmed at £100,000, however, the requirement for these monies to be payable to TfL was not known at the time of committee and therefore was not reported to members (see Appendix 01 paragraph 3.159). Officers therefore are therefore seeking approval to amend this head of term, so it now reads as follows:

- A financial contribution of £100,000 towards cycle infrastructure within the borough to be paid to Transport for London and spent in consultation with the council.

0.4 Furthermore, the committee report also identified a section 106 head of term for a financial contribution towards a feasibility study to establish shared public realm works to Lyons Walk (see Appendix 01, paragraph 3.159). Since committee a subsequent planning application for the redevelopment of Olympia has secured section 106 obligations with the developer towards environmental and public realm improvements to Lyons Walk and securing its long-term future ownership and management. Officers are therefore now proposing to amend this head of term as follows:

- Financial contribution of £88,000 towards highways and environmental improvements within the vicinity of the site.

0.5 All the other heads of terms remain the same as previously agreed, as outlined in para 3.159 of the original report (Appendix 01).

0.6 The Council is under a duty when dealing with planning applications to have regard to all material considerations and following the Stage 2 response the Council is able to reconsider the Heads of Terms further. It is considered that the proposed resultant changes are such that Committee need to be fully advised of these and to ratify the proposed changes to the agreed heads of terms.

0.7 In regard to the cycle contribution, the revised head of term would allow for the contribution to be paid to TfL (as per the Mayors direction) but ensure monies are spent on cycle improvements within the borough and that the Council is consulted before any monies are transferred to TfL.

0.8 With regard to the proposed contribution for public realm improvements to Lyons Walk, the subsequent committee resolution to approve the redevelopment of Olympia has negated the need for this contribution. However, to ensure appropriate mitigation of the potential impacts of the proposal at 66 Hammersmith Road the new proposed s106 head of term would secure a financial contribution to other highways and environmental improvements within proximity of the site.

#### Officer Recommendation

Committee resolve to approve the amended heads of terms appended to the previous resolution.

### **APPENDIX 1: Original Report**

#### 1.0 BACKGROUND

1.1 The site is currently occupied by an existing 7-storey building completed in 1986 providing 8,726sqm (Gross External Area) of office space, together with 64 car parking spaces and ground and basement level.

1.2 It is located on the north side of Hammersmith Road immediately east of the junction with Blythe Road which continues in a curve around the site's north side. The east of the site is bound by Lyons Walk which is a no-through road and which is partially pedestrianised at its southern end.

1.3 Therefore, although it is not located in a conservation area it nevertheless sits in close proximity to a number of conservation areas including Avonmore, Dorcas Estate and Olympia. In particular, it is sited immediately adjacent to Olympia Conservation Area whose boundary extends to Lyons Walk on the site's east side (and includes within it the Grade II Listed Olympia Exhibition Centre). It also lies directly opposite Dorcas Terrace Conservation Area which takes in the south side of Hammersmith Road (and includes within it the Grade II Listed Dorcas Terrace at 99-119 Hammersmith Road).

1.4 In addition, either side of the Listed Dorcas Terrace are Buildings of Merit including Llewellyn Mansions (121-127a Hammersmith Road) to the west and the terrace at 85-97 Hammersmith Road to the east. Continuing further eastward all of the Mansion Buildings extending between North End Road and Avonmore Road on the south side of Hammersmith Road are also identified as Buildings of Merit. Hammersmith Road is part of the Strategic Road Network. The proposed Cycle Superhighway Route 9 (CS9) will run past the frontage of the site on Hammersmith Road. The site has an excellent Public Transport Access Level of 6a, on a scale of 1-6a/b where 1 is 'poor' and 6b being rated as 'excellent'.

1.5 Other development plan designations that apply to the site are as follows:

- PTAL (Public Transport Accessibility Level) - 6a (Excellent)
- Flood Zone 1
- Air Quality Management Area
- Controlled Parking Zones E and B
- A315 - Local Distributor Road (Hammersmith Road)

## 1.6 Relevant Planning History

2017/03916/SCREIA

Environmental Impact Assessment (EIA) Screening Opinion pursuant to Regulation 6 of the Town and Country Planning (EIA) Regulations 2017 for the redevelopment of the site to include the erection of an eleven storey building (double-height ground floor with nine storeys above) with an estimated height of approx. 40m, providing approx. 24,000 sq.m GIA of office space, including an element of "affordable" office space at ground floor mezzanine level and approx. 800 sq.m of retail space at ground and basement levels.

OPINION ISSUED: 30.10.2017

Planning history of neighbouring sites

G Gate Marshalling Yard Olympia Exhibition Centre (Site on east side of Lyons Walk)

2013/03806/FUL

Full Planning Permission: Redevelopment by the erection of a part 7 and part 9 storey hotel building (Class C1) providing 242 bedrooms with ancillary uses, including a restaurant and bar at first floor level and café at ground floor level to Hammersmith Road, following demolition of the existing boundary treatments on the site; Creation of a taxi-drop off facility and landscaping on Lyons Walk. A ground level marshalling yard for use by Olympia Exhibition Centre would be retained and internal pedestrian links to the Olympia Central and West Hall buildings of Olympia Exhibition Centre would be created.

GRANTED WITH A LEGAL AGREEMENT: 02/07/2014

2013/03807/LBC

Listed Building Consent: The alteration and part removal of the west facade of the Olympia Central building, in connection with the provision of internal connections above ground floor level to a proposed part 7 and part 9 storey hotel building on the adjacent G-Gate site (planning application ref. 2013/03806/FUL).

GRANTED: 02/07/2014

Details of proposal

1.7 This application is for the demolition of the existing building and redevelopment of the site by the 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), 903sqm of Class A1/A3/D2 flexible retail/restaurant/gym floorspace, new public realm, plant, car parking, cycle parking and associated works.

Design Review Panel

1.8 An earlier iteration of the scheme was presented to the Design Review Panel on 20th September 2017. A summary of the DRP's comments is as follows;

- The move to align the building back to the street edge and to redefine and contribute to the townscape of the street is considered to be an appropriate response.
- Not convinced of the façade design to the north elevation, this needs further refinement
- No consensus reached over the height of the building but noted that it is taller than its neighbours and that the re-alignment of the frontage to the street edge results in a significantly different impact on the street than the existing building. However, it was



considered that the mass at the top of the building could be further reduced, with the corollary benefit of also reducing its apparent height, by recessing the elevations and enabling the creation of roof terraces in front.

- Concern expressed at the proposed public realm and questioned whether the loss of the existing soft landscaping is being adequately repaid.
- Questioned the potential success of the space created on the south-western corner, and whether the right ingredients were in place at this stage to make it a success.
- Questioned the space created at Lyons Walk and whether this could be more generous given that it is borrowing from existing public realm.
- Advised that the developers/promoters should consult with the local community before submitting any application

## Public Engagement

1.9 The applicants submitted a Statement of Community Involvement (SCI) with the application. This explains that meetings were held in October/November 2017, with local elected representatives, The Hammersmith Society, also representing Hammersmith and Fulham Historic Buildings Group, the LEO Computers Society, and the Friends of Brook Green.

1.10 It confirms that meetings were also held with representatives of neighbours of the site, namely Harrod's, Columbia Threadneedle and Yoo Capital (the latter being the owners of the Olympia Exhibition Centre).

1.11 A website to publicise the proposed development was also created to publicise the proposals and this received around 260 visitors with 24 people signing up and comments being left by 42 people.

1.12 A public exhibition was also held on the site on Thursday, 2nd November 2017 (4pm-8pm) and Saturday 4th November 2017 (10am-2pm) and was publicised in advance by a newsletter sent to 7,874 local residents and businesses. A total of 70 people attended the exhibition over the two days. Eighteen completed feedback forms had been received at the time of writing the SCI. The feedback covered issues ranging from land use, public realm, highways impacts and car parking, trees and landscaping, building height and architecture.

1.13 In response to the DRP comments, public engagement and discussions with officers, the proposed development has been significantly revised twice with arguably the most significant change each time being the lowering of the building's (maximum) height from its initial height of 10 storeys to 9 storeys and then by a further storey to its current height of 8 storeys.

1.14 The application is referable to the Mayor of London due to the height and floorspace of the proposed building.

## 2.0 PUBLICITY AND CONSULTATIONS

2.1 The application was publicised by means of a press and site notice as well as individual letters of notification to neighbouring occupiers (998 letters). A second and third consultation was carried out in April and August 2018.

2.2 A total of 38 responses have been received (from properties in Kensington West, Burne Jones House, Glenthorne Road, Sandringham House, Argyle Mansions,

Woodger Road, Colfe Road, Tudor House, Charlotte Mews, Regent House, Blyth Road, Fitzgeorge Avenue) 34 of which object to the development with 4 responses in support. The objections to the proposal can be summarised as follows:

- Unsustainable to demolish existing office building
- Loss of open view along Hammersmith Road
- Loss of trees and associated landscaping and vegetation
- Loss of sunlight, particularly morning sunlight, to flats in Kensington West
- Loss of daylight
- Loss of privacy particularly from the upper floors of the building
- Loss of environmental amenity
- Excessive bulk
- Excessive height
- Harmful, over-dominant impact on the adjacent Olympia Exhibition Centre (Grade II Listed building) and other Grade II Listed buildings
- Harm to the carefully preserved frontages on opposite side of Hammersmith Road
- Over-dominant impact on the skyline
- Overbearing impact on the views from North End Road and the small scale side streets of Vernon Street and Munden Street.
- Excessive overbearing enclosure along Hammersmith Road
- Increased noise (traffic-related)
- Traffic congestion
- Increased pressure on street parking
- Traffic disruption during construction
- The combined construction impacts of the concurrent proposals at 66 and 68-72 Hammersmith Road should be considered.
- Increased demand on over-stretched utilities and infrastructure
- There is no need for the development as there is already an ample supply of office / workspace, gyms and retail uses along Hammersmith Road.

2.3 The Avonmore Residents Association (commenting on earlier iteration) commented as follows:

- the proposed building is virtually double the volume of the current building. Its proposed location right up to the pavement line will have an overbearing impact on the flats opposite on the south side of Hammersmith Rd and they will suffer a loss of privacy.
- the new development will mean the loss of the mature planting and green space and the loss of planting will make air pollution worse.
- there is an alarming lack of parking provision. To provide only 11 spaces with a single 'accessible' parking bay is completely inadequate. Visitors will inevitably be unfamiliar with the area and will look for short term meter parking in nearby Zones A, B, E and EE,
- zones which are already at near maximum capacity.

2.4 The comments in support (from Fitzgeorge Avenue, Colfe Road, Baker Street, Kensington West) have made the following points:

- Well designed building that enhances the street
- Current landscaping is a barrier, not welcoming
- Appearance will improve the area
- Had some concerns about height, this has been reduced, so it is for LA to determine if this is satisfactory

- Would like historic LEO plaque incorporated into the external face of the development.

2.5 The Hammersmith Society's most recent comments (in relation to the previous 9-storey high scheme), can be summarised as follows:

The reduction in height (to 9 storeys) does not alter the Society's concerns about the application. The height of the building is still overly dominant in relation to the small buildings on the opposite side of Hammersmith Road, an effect which is compounded by the way in which the development takes up more of the site than does the present building, moving the building line much closer to the street. The combination of height, bulk and massing would fundamentally alter the character of this stretch of Hammersmith Road and have a damaging impact on the adjacent Listed buildings and Conservation Areas. The Hammersmith Society continues to object to the scheme.

2.6 The Hammersmith and Fulham Historic Buildings Group have responded, indicating that they object to the application. Their comments can be summarised as:

- The most recent variation does not address our main concerns. We are still of the opinion that it remains over dominant in respect of the small scale listed buildings opposite and the surrounding residential streets.
- Its bulk and increased floor plate over the existing development fails to enhance or improve the adjoining Conservation Areas or the neighbouring listed Olympia buildings
- Developing up to the building line increases its dominance on this stretch of the Hammersmith Road which currently has a much more spacious atmosphere. We repeat our view that this application be refused.

2.7 Transport for London, Environment Agency, and the London Fire and Emergency Planning Authority, have not responded to the consultation.

2.8 Thames Water have written to suggest conditions and informatives for the proposed development.

2.9 Historic England have commented that they do want to make comments in relation to this development.

2.10 London Underground Infrastructure protection has written to state they have no comment to make on this planning application.

2.11 Natural England wrote to confirm they have no comments to make on this application.

2.12 The application was referred to the Greater London Authority (GLA) under Category 1C of the Town and Country Planning (Mayor of London) Order 2008, as the height of the new building would exceed 30m. The GLA also considered that the application was referable under Category 1B, as floorspace of the extended building would exceed 20,000 sqm. The Mayor of London's Stage 1 report to the Council is summarised as follows:

- Land use: the quantitative and qualitative improvements to office provision is supported.
- Urban design: concerns about the western Blythe Road elevation, layout and materials

- Energy: Further information required on the `be lean` modelling; heating schematics and proposed air source heat pumps.
- Transport: further details required on public transport trip data, undertake a road safety audit, reduce car parking spaces, increase cycle parking spaces, amend the Travel Plan.
- Recommendation: That Hammersmith & Fulham Council be advised that the application does not comply with the London Plan but that the resolution of these issues could lead to the application becoming compliant with the London Plan.

2.13 The scheme has been revised/amended since these original issues were raised. Further information has been provided. The planning issues raised will be considered in the body of the report below.

### 3.0 PLANNING CONSIDERATIONS

3.1 The main issues for consideration in relation to this application are:

- Whether the development would accord with the appropriate policies in the National Planning Policy Framework (NPPF 2018), The London Plan, the Local Plan (2018) and the Planning Guidance Supplementary Planning Document (2018).
- Whether the proposal is acceptable in land use terms.
- The quantum of the development in terms of its height, scale, massing and alignment.
- The design quality/external appearance including materials of the proposal
- The impact on the character and appearance of the surrounding conservation areas and the surrounding townscape.
- The potential for traffic generation and the impact on the highway network.
- The impact on the amenities of neighbouring occupiers in terms of outlook, light, privacy and noise/disturbance.
- Energy efficiency and sustainability.

#### POLICY

3.2 The National Planning Policy Framework (NPPF, 2018) sets out the Government's planning policies for England and how these are expected to be applied in favour of sustainable development. The NPPF is a material consideration in decisions on planning applications.

3.3 The London Plan was published in July 2016. It sets out the overall strategic plan for London and a fully integrated economic, environmental, transport and social framework for the development of the Capital over the next 20-25 years. It forms part of the development plan for Hammersmith and Fulham.

3.4 The new draft London Plan was published on the 29th of November 2017 and consultation has ended. An Examination in Public (EiP) is due to be held in early 2019, and publication of the new London Plan is expected in late 2019. Once adopted it would supersede the current London Plan. As the document is in early stages towards adoption, it is considered that limited weight should be applied to the draft policies in determining this application.

3.5 On 24 January 2018, the Council resolved to adopt the Hammersmith & Fulham Local Plan (2018). The adoption of the new Local Plan took effect on the 28th of February 2018 and the policies within the new Local Plan together with the London Plan 2016 make up the statutory Local Development Framework (LDF) for the Borough.

3.6 The Development Plan for the Borough therefore comprises of the London Plan (2016) and the Hammersmith and Fulham Local Plan (2018). The new Local Plan (2018) policies supersede those within the Core Strategy (2011) and Development Management Local Plan (2013), and the new Planning Guidance SPD (2018) Key principles supersede the SPD policies of the former Planning Guidance SPD (2018), the now superseded documents having formed the development plan at the time this application was submitted. The Mayor's Supplementary Planning Guidance is also a material consideration. The following policies of these documents are considered to be of particular relevance to this application:

#### National Planning Policy Framework (2018)

Section 2. Achieving sustainable development  
Section 4. Decision-making  
Section 6. Building a strong, competitive economy  
Section 8. Promoting healthy and safe communities  
Section 9. Promoting sustainable transport  
Section 11. Making effective use of land  
Section 12. Achieving well-designed places  
Section 14. Meeting the challenge of climate change, flooding and coastal change  
Section 15. Conserving and enhancing the natural environment  
Section 16. Conserving and enhancing the historic environment

#### London Plan (2016)

Policy 4.2 - Offices  
Policy 4.3 - Mixed use development and offices  
Policy 4.7 - Retail and town centre development  
Policy 4.8 - Supporting a successful and diverse retail sector  
Policy 5.1 - Climate change mitigation  
Policy 5.2 - Minimising carbon dioxide emissions  
Policy 5.3 - Sustainable design and construction  
Policy 5.6 - Decentralised energy in development proposals  
Policy 5.7 - Renewable energy  
Policy 5.8 - Innovative energy technologies  
Policy 5.9 - Overheating and cooling  
Policy 5.10 - Urban greening  
Policy 5.11 - Green roofs and development site environs  
Policy 5.12 - Flood risk management  
Policy 5.13 - Sustainable drainage  
Policy 5.14 - Water quality and wastewater infrastructure  
Policy 5.15 - Water Use and Supplies  
Policy 5.21 - Contaminated land  
Policy 6.9 - Cycling  
Policy 6.10 - Walking  
Policy 6.13 - Parking  
Policy 7.1 - Building London's neighbourhoods and communities  
Policy 7.2 - An inclusive environment  
Policy 7.3 - Designing out crime  
Policy 7.4 - Local character  
Policy 7.5 - Public realm  
Policy 7.6 - Architecture

Policy 7.7 - Location and design of tall and large buildings  
Policy 7.8 - Heritage assets and archaeology  
Policy 7.14 - Improving air quality  
Policy 7.19 - Biodiversity and access to nature  
Policy 7.21 - Trees and woodlands  
Policy 8.2 - Planning obligations  
Policy 8.3 - Community infrastructure levy

Hammersmith and Fulham Local Plan (2018)

CC1 - Reducing carbon dioxide emissions  
CC2 - Sustainable design and construction  
CC3 - Minimising flood risk and reducing water use  
CC4 - Minimising surface water run-off with sustainable drainage systems  
CC7 - On-site waste management  
CC9 - Contaminated land  
CC10 - Air quality  
CC11 - Noise  
CC12 - Light pollution  
CC13 - Control of potentially polluting uses  
DC1 - Built Environment  
DC2 - Design of new build  
DC3 - Tall buildings  
DC8 - Heritage and conservation  
DC11 - Basements and lightwells  
E1 - Range of employment uses  
E2 - Retention of employment uses  
E4 - Local employment and training  
INFRA 1 - Planning contributions and Infrastructure planning  
OS5 - Greening the borough  
T1 - Transport  
T2 - Transport assessments and travel plans  
T3 - Increasing and promoting opportunities for cycling and walking  
T4 - Vehicle parking standards  
T5 - Blue badge parking  
T6 - Borough road network  
T7 - Construction and demolition logistics  
TLC1 - Hierarchy of town and local centres

Planning Guidance Supplementary Planning Document 2018

Land Use

3.7 The development proposes to substantially demolish the existing building (save for the basement) and in its place provide a new office-led mixed-use development comprised of 17,486 sqm of office floorspace (Use Class B1(a)) (which would include a 904sqm affordable co-working office space) and 850 sqm of flexible retail space, i.e., shop, restaurant/café and/or gym uses (Use Classes A1/A3/D2). The proposed development would therefore represent a significant uplift in the amount of office floorspace on the site (from 8,092 sqm to 20,032 sqm) and in so doing it would also replace outdated office accommodation for accommodation of a much higher specification.

3.8 The NPPF (2018) states that 'Significant weight should be placed on the need to support economic growth and productivity' and that planning policies should 'set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth'.

3.9 Presumption in favour of sustainable development is at the heart of the National Planning Policy Framework, which for decision-taking means approving development proposals that accord with the development plan without delay.

3.10 London Plan Policy 1.1 'Delivering the Strategic Vision and Objectives for London' sets out strategic directive for growth and change managed to realise the Mayor's Vision for sustainable development.

3.11 London Plan Policy 2.1 'London and its Global, European and United Kingdom Context', requires the Mayor to ensure that London retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education, and research.

3.12 London Plan Policy 4.1 'Developing London's Economy' outlines strategic Mayoral directive to promote and enable the continued development of a strong, sustainable, and diverse economy ensuring the availability of sufficient and suitable workspaces in terms of type, size, and cost. It emphasises the need for greater recognition of the importance of enterprise and innovation.

3.13 London Plan Policy 4.2 'Offices' sets out Mayor's strategic directive and requires boroughs to support the management and mixed-use development of office provision to improve London's competitiveness. Increases in current stock should be sought where there is authoritative, strategic and local evidence of sustained demand for office based activities, and renewal and modernisation of existing office stock in viable locations to improve its quality and flexibility is encouraged. The existing business and employment strengths in the borough are outlined within Policy E1 'Providing a Range of Employment Uses' of the LBHF Local Plan, which supports proposals for new employment uses.

3.14 Strategic Policy HRA of the Local Plan (2018) explains that Hammersmith is an office centre of sub-regional significance and that its role as an office centre extends to the east along Hammersmith Road to Olympia (para.5.46).

3.15 Policy 4.12 of the London Plan 'Improving Opportunities for All' requires planning decisions within strategic development proposals to support local employment skills development and training opportunities. Policy E4 'Local Employment, Training, and Skills Development' of the Local Plan (2018) echoes this requirement compelling provision for appropriate employment and training initiatives for local people of all abilities in the construction of major developments.

3.16 Local Plan (2018) policy E1 goes on to say that new employment floor space above 2,500sqm should be directed to the Borough's three town centres and that the Council will consider:

a. the scale, nature and local impact on the surrounding area, and public transport accessibility is acceptable and is assessed in detail in Sections 9 (Design and Heritage), 10 (Amenity), 11 (Landscaping and Biodiversity) and 12 (Transport and Access).

- b. the impact upon small and medium sized businesses that support the local community would be beneficial specifically because the new buildings would have a physical relationship to the North Campus Masterplan in terms of both the built environment and the academic linkages between the research and translational businesses that will be accommodated within Building C and the I-HUB. The aim is to foster the growth of businesses to enable them to expand into larger premises within the ecosystem on the White City Campus, taking space in the I-HUB, (Imperial's translation and innovation hub) or in future phases of the southern Masterplan.
- c. the scale and nature of employment opportunities generated in the new development is therefore highly desirable for the Borough and the city.
- d. there would be no displacement of community facilities or housing associated with the development.
- e. regard has been given to the Hammersmith and Fulham Economic Growth Plan and the council economic strategies as outlined in the following paragraphs of this section.

3.17 Local Plan (2018) Policy E2 'Land and Premises for Employment Uses' is also relevant and requires land to be retained for providing continued accommodation for employment.

3.18 The development complies with London's strategic economic agenda and Policy 4.1 of the London Plan.

3.19 The application site falls within a location which has a PTAL level of 6a which is classed as excellent using Transport for London's methodology. Most public transport modes in London are currently available which include London Underground, London Overground, and buses, which are within walking distance of the application site.

3.20 The site already provides an established office development of significant scale. Strategic Policy HRA of the Local Plan (2018) acknowledges that Hammersmith's role as an office centre extends to the east along Hammersmith Road to Olympia, therefore the proposed extension of this existing office building would be in line with the aims of this strategic policy which would also accord with regional and national policies which seek to encourage new office development in viable locations. It is therefore considered that there is no planning policy objection to the scheme which would retain and extend the amount of office floor space on this site. This would be in line with the aims of Policy E2 of the Local Plan (2018), as the proposal would intensify the employment use by increasing the volume and floorspace of employment space. This is particularly the case as the proposed scheme would result in the replacement of an outdated office building with new high-quality office accommodation built to modern standards, together with the provision of affordable office space, and additional retail space. This would allow the site to continue to provide significant employment in the local area. Whilst the acceptability of the proposal is also dependent on other factors such as the design of the building and the impact on neighbouring residents and the surrounding area, Officers raise no objection in regard to land use.

3.21 The Council's Economic Development Team have been consulted on the development and as a result commitment within the proposed S106 legal agreement has been secured for a 'Jobs, Employment, and Business Strategy', which will include an assessment of economic contributions to the borough, comprising apprentice placements and local labour during on-site construction and work experience. It will also secure opportunities and alignment with the Hammersmith and Fulham Local Procurement Code in order to work with the Council or its nominated consultants.



3.22 For the above reasons, Officers support the principle of the extension of the existing use, which is considered to be appropriate within this location, and is consistent with relevant national, regional and local planning policies.

## DESIGN

3.23 The site currently hosts the eastern end of a meandering, 7-storey office development of the 1980s that has been cut off by the southern end of Blythe Road, created around the same time. The building's plan form does not follow the surrounding streets and as a result, creates external spaces with a variety of hard surfaces and dense planting facing the public realm. The overall impression is that of an isolated building with a dated and introverted appearance that - although not dominating or encroaching on the historic townscape to the south due to the mature planting along its boundaries - is disengaged from its urban context and contributes little to the townscape or to a positive setting for the listed terrace and buildings of merit visible in its context.

3.24 The northern side of Hammersmith Road otherwise is characterised by a mix of building types of residential and commercial uses with generally larger scales as the buildings and terraces that are typical for the southern side of Hammersmith Road in this area. This relationship was established in the beginning of the 20th Century when the Lyons factory complex was created that included the Victorian Cadby Hall, and Olympia Exhibition Centre expanded to the south facing Hammersmith Road. Other large scale mansion blocks and office buildings were built along the north side of Hammersmith Road leading to the town centre, with a general height of up to 8 storeys.

3.25 The development does not lie within a conservation area but there are a number in the vicinity. Two of these, Olympia and Avonmore Conservation Area and Dorcas Estate Conservation Area, are adjacent to the site and can be seen in close context to it. The existing building is not listed or designated as Building of Merit, but it lies within the setting of a number of listed buildings - the Grade II Listed Olympia Exhibition Centre to the east of the site and the grade II listed terrace 99-119 Hammersmith Road on the southern side of the Hammersmith Road. The listed terrace is framed by terraces designated as Buildings of Merit.

## Policy Context

### NPPF

3.26 The National Planning Policy Framework (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 existing and future generations.

3.27 The NPPF (2018) 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 sets out that planning policies and decisions ensure that developments should:

- Function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Be visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

- Be 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);
- 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;
- Optimise the potential of the site to accommodate development and sustain an appropriate mix of uses (including green and other public space) and support local facilities and transport networks;
- 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<sup>46</sup>; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

### London Plan

3.28 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.

3.29 Policies 7.4 - Local Character, 7.5 - Public Realm and 7.6 - Architecture of the London Plan 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.

3.30 London Plan policy 7.1 requires that all new development is of high quality that responds to the surrounding context and improves access to social and community infrastructure contributes to the provision of high quality living environments and enhances the character, legibility, permeability and accessibility of the surrounding neighbourhood.

3.31 London Plan Policy 7.4 states that 'Buildings, streets and open spaces should provide a high quality design response that: a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass, b) contributes to a positive relationship between the urban structure and natural landscape features, c) is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings, d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area, and e) is informed by the surrounding historic environment.' Policy 7.5 promotes public realm and requires the provision of high quality public realm that is comprehensible at a human scale. Policy 7.6 addresses architecture and states that buildings should be of the highest architectural quality which 'is often best achieved by ensuring new buildings reference, but not necessarily replicate, the scale, mass and detail of the predominant built form surrounding them, and by using the highest quality materials. Contemporary architecture is encouraged, but it should be respectful and

sympathetic to the other architectural styles that have preceded it in the locality'. Policy 7.7 relates to the design of tall buildings. Policy 7.8 requires that development respects affected heritage assets by being sympathetic to their form, scale, materials and architectural detail. Policy 7.21 seeks the retention of existing trees of value with new development, and their replacement when lost.

#### Local Plan

3.32 LBHF Local Plan 2018 Policy DC1 Built Environment requires all development within the borough to create a high quality urban environment that respects and enhances its townscape context and heritage assets. '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' is also required. The development has been through rigorous pre-application process on matters of design whereby the Council's Design and Conservation Team have made recommendations and comments on design development which have been incorporated into the proposal set out in this application. It is therefore considered that the development complies with Policy DC1.

3.33 Policy DC3 (Tall Buildings) highlights that tall buildings are appropriate within the several areas of the borough, including the White City Regeneration Area, subject to a number of considerations, such as the proposal demonstrating that it has a positive relationship to the surrounding townscape context in terms of scale, streetscape and built form.

3.34 Policy DC4 of the Local Plan (2018) relates to alterations and extensions to existing buildings. This policy states that the council will require a high standard of design in all alterations and extensions to existing buildings, and that these should be:

- compatible with the scale and character of existing development, neighbouring properties and their setting;
- successfully integrated into the architectural design of the existing building; and
- subservient and should never dominate the parent building in bulk, scale, materials or design.

3.35 Policy DC8 states that the Council will conserve the significance of the borough's historic environment by protecting, restoring and enhancing its heritage assets.

3.36 The replacement building has been designed to create a commercial building that would be flexible and resilient to future changes to space standards and operational needs for commercial occupiers as well as robust enough to allow for adaptation and alterations. The massing is contained within an external, structural framework and is based on a 9m grid that has been put together to form 5 east-west orientated "fingers" of varying heights, the tallest of 8 storeys plus plant deck being in the centre, dropping down to 7 storeys to the north and 6 storeys to the south facing Hammersmith Road. The stepping of the massing has been further refined by varying degrees of infilling of the top levels of the framework to create external terraces that would visually reduce the massing and provide amenity spaces for the occupiers.

3.37 The overall height and stepping of the proposed building has been amended twice during the course of the application, reducing it by one storey each time to address officers' concerns about the impact on the townscape and heritage as well as

to address similar comments from the public as detailed in the section "Design Review Panel and Public Consultation responses".

3.38 The building would be arranged on site to align with the Hammersmith Road building line of Olympia and the consented hotel scheme to the east. This would reinstate the original building line of Cadby Hall and more positively respond to the townscape context of Hammersmith Road. The northern-most "finger" would step away from the northern site boundary to provide breathing space to the residential development north and west of Blythe Road. Here, only a narrow, single storey "finger" would push into this space that is designed to animate Blythe Road with a fully glazed elevation to the workspace at lower ground floor level and a terrace for the occupiers of the raised ground floor. In the eastern elevation, the central three "fingers" are pushed in to provide a more generous space at Lion's Walk, and the same "fingers" are pushed out in the western elevation to follow the curved street line of Blythe Road. The grid structure would be applied strictly, resulting in a staggered building line in the western elevation and an open space at the corner of Hammersmith Road and Blythe Road.

3.39 The southern, eastern and western elevations of the ground level of the building have been slightly pushed into the plan between the framing to emphasise the base of the building, in particular the retail frontage with its prominent canopies in Hammersmith Road that would respond in rhythm and scale to the retail frontages of the terraces on the south side of Hammersmith Road.

#### Detailed design

3.40 The architectural language of the elevational treatment is determined by the structural steel frame and grid, and the design is influenced by the traditional warehouse architecture that characterized the northern side of Hammersmith Road in the 20th Century, featuring large window openings within robust brick walls and expressed structural elements such as columns, beams, trusses and arches.

The typical bays of the office elevations would be arranged between the expressed steel framework and would reflect the warehouse style in a contemporary manner, using panels made up of vertically stacked, small terracotta rectangles, or a similar material, with a warm, natural colour. The terracotta would be slightly angled and overlap to convey solidity, texture and robustness. The panels would frame the sides of a large window opening while black metal spandrel panels would frame the top and bottom of the glazing. Further detail and depth would be added by horizontal brise soleils in front of the lower part of the bays that would obstruct views into the floor areas of the offices.

3.41 This pattern would be varied in the main south facing elevation to respond to the smaller scale of buildings and features on the south side of Hammersmith Road, and to reduce light spillage. Here, the window openings would be reduced in size and refined by inserting a full height louvred panel in front of the centre of the glazing. By contrast, the side elevations face less sensitive neighbours and therefore these elevations would have a more open arrangement, some without solid vertical panels, others with fewer, featuring a dark blue or dark green glazed ceramic finish as a reference to industrial, glazed brick and tiles used in Victorian factories, to break up the repetitive pattern of the bays. Other variations include pushing the elevations deeper behind the framework to create balconies with a planted green balustrade which would increase the provision of urban greening and visually soften the impact of the proposed massing.

3.42 The eastern and western ends of the central finger house stair cases and plantrooms. The elevations would be clad with fixed glass louvres that would obscure

views while light would still filter through. This treatment would contribute to a clear definition of the fingers in the side elevations and provide further variation and visual interest.

3.43 The proposed retail and office entrance frontages within the external framework are designed to engage with the public realm and to reflect human scale. Within each bay, metal clad portals with yellow pressed metal awnings would animate the shopfronts and entrances. Dark green glazed ceramic panels are proposed in the reveals of the portals to further enliven and accentuate the retail entrances. The bright yellow awnings are a reference to the historic shop fronts of the Lyons factory that featured large awnings along Hammersmith Road.

3.44 The west elevation in Blythe Road has been considered to be the least sensitive in terms of impact on the residential neighbourhood and the main pedestrian routes, and therefore would be most suitable to locate service entrances. The staggered building line would allow to create forecourts for vehicles and deliveries where needed but it would also accommodate planting to create a green buffer for the amenity of pedestrians in Blythe Road. The green buffer would link into the planted areas of the residential blocks and into the new open space at the corner of with Hammersmith Road. Some glazing would be incorporated into the ground floor elevations to provide passive surveillance, and the planting would be specified to keep clear views between the building and the footway. All service entrance doors, louvres and solid cladding materials would be designed to fit into the architectural language and materiality of the building and will be considered in detail under the attached conditions.

3.45 The terraces at roof level would be covered with yellow metal awnings that are prominently visible from the ground through the open steel frame, and together with the planted edge hedging provide visual interest in street and higher level views. All other solid roofs would be green, partially with PV panel installations. The plant installations on the roof deck would be obscured from high level views by louvres and grillage.

#### Landscaping

3.46 The proposed building would be set back from the site boundary in all 4 elevations to allow for soft and hard landscaping, not only to benefit the public realm but also to reinstate and maximise urban greening at ground level in addition to the green roofs, planted terraces and green hedge balustrades on the building. This will compensate for the loss of the trees/planting that currently exist on the site. This current planting is a fairly solid barrier like planting that separates the site from the public realm.

3.47 Blythe Road curves around the northern and western edge of the building and its edges currently are characterized by overgrown planting and more manicured landscape features on the site of the residential block. The public footway suffers from poor surveillance and lack of animation. The proposed landscaping would be a combination of tree planting and low, formal planting to achieve a visual relationship with the ground floor of the building with activated frontages wherever possible.

3.48 At the corner with Hammersmith Road, the western elevation is recessed to form an open space animated by retail entrances. A green wall, planters and tree planting would protect the space from direct impacts of the traffic. The planters would link into a green verge of planters and trees along Hammersmith Road that divides the public footway along the road from the proposed walkway along the retail frontages.

3.49 Further landscaping options have been considered for Lyons Walk that lies outside the site boundary. Lyons Walk could become a well-protected green space which could incorporate an area suitable for events and markets. The proposed eastern building line would allow for appropriate breathing space between the façade and Lyons Walk independent from future public open space proposals.

## Heritage Considerations

### Policy Context

3.50 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.

3.51 It is key to the assessment of this application that the decision-making process is based on the understanding of specific duties in relation to the listed buildings and conservation areas required by the relevant legislation, particularly the Section 16, 66 and 72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 together with the requirements set out in the NPPF.

3.52 Section 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.

3.53 Section 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.

3.54 Paragraph 190 of the NPPF (2018) states that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including the setting of any asset). The assessment of significance should be taken into account when considering the impact of a proposal.

3.55 Paragraph 193 of the NPPF states that: '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.'

3.56 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.'

3.57 Policy 7.8 of the London Plan relates to Heritage Assets and Archaeology and states that development affecting heritage assets and their setting should conserve their significance by being sympathetic to their form, scale, materials and architectural detail.

3.58 Local Plan policy DC8 relates to heritage and conservation, and states that the Council will conserve the significance of the borough's historic environment by protecting, restoring and enhancing its heritage assets. 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, and applications should conserve the setting of, make a positive contribution to, or reveal the significance of heritage assets.

3.59 The site does not lie within a conservation area and does not include any heritage assets. However, the designated heritage asset indirectly affected by the proposals are:

- Olympia and Avonmore Conservation Area

The area is defined by a historic mix of large scale commercial and exhibition buildings, mansion blocks and small scale terraces, developed along the important route of Hammersmith Road into London in the 19th and early 20th Century. Views along Hammersmith Road, into and out of the conservation area are affected by the development on site.

- Dorcas Estate Conservation Area

The area is defined by Victorian residential terraces of up to 3 storeys and its historic fabric remains largely intact. The Hammersmith Road frontage of the conservation area lies directly opposite the site and its setting is affected by the development on site.

- No 99-119 Hammersmith Road, grade II listed

This terrace is of late Georgian origin and has a unified composition with emphasized end bays. The ground floor elevation is characterised by projecting shopfronts. It was redeveloped behind retained facades at the end of the 20th Century. It lies directly opposite the site and its setting is affected by the development on site.

- Olympia Exhibition Centre, grade II listed

The undesignated heritage assets indirectly affected by the application are the following Buildings of Merit:

- No 121 - 127a Hammersmith Road - the Albion Public House and Lewellyn Mansions, a 3-storey Arts and Crafts terrace with a characteristic roofscape, red brick elevations and shopfronts with contrasting façade features and stone facing.
- 85-97 Hammersmith Road, a 3-storey, early Victorian terrace with projecting shopfronts at ground level.

3.60 Consideration needs to be given to the impact of the development on the character and appearance of the conservation areas and on the settings of the heritage assets that would be visible in the context of the application site.

The significance of each asset has been assessed in accordance with Historic England's methodology for assessing "significance" as set out in 'Conservation Principles Policies and Guidance for the Sustainable Management of the Historic Environment'.

3.61 The identified heritage assets that are affected by the redevelopment of the site - the conservation areas, the listed terrace and the Buildings of Merit - are important elements that contribute to the historic character of Hammersmith including ensuring the legibility of the historic development into the suburbs and its characteristic patterns of uses along the main arteries into London. The heritage assets are therefore considered

to have historical and aesthetic value by virtue of their architecture and townscape contribution in this characteristic location.

3.62 When considering the impact of a proposed development on the significance of a designated heritage asset, paragraph 193 of the NPPF states that "...great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be)". Paragraph 194 further clarifies that "Any harm or loss should require clear and convincing justification". Paragraph 200 requires Local Planning Authorities to "look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance."

3.63 In this case, the proposed development overall would not result in harm to the character and appearance of the conservation area or to the settings of the listed terrace and the Buildings of Merit. The reasons are set out below in conjunction with the assessment of the submitted townscape views.

#### Townscape views and heritage impact assessment

3.64 To assess the impact of the proposed development, a Townscape and Visual Impact Assessment has been provided. Officers agreed a number of viewpoint locations around the site with the applicants, resulting in the detailed assessment of 14 short and long range viewpoints that are accurate visual representations of the proposed development. During the consultation, out of the 14 viewpoints, 6 views were considered to demonstrate significant impacts of the development on the townscape and the surrounding heritage assets. This assessment concentrates on those 6 views.

#### View 1 - Blythe Road, south-east corner of Blythe House Post Office

The height of the proposed building that was reduced by overall 2 storeys since the original submission would fit comfortably into its context formed by Olympia and the residential Kensington West building. The facade design clearly conveys the commercial use of the building. However, the detailed design of the green terraces at the top and the part solid façade treatment with terracotta panels would respond well to both the residential building and the listed Olympia building, and the composition and materiality of the proposed building is considered to have a positive impact on the setting of the listed building in this view. The transparency of the base of the proposed building would create visual interest and a good visual relationship between the streetscape and the office accommodation and enliven the public realm of Blythe Road.

#### View 4 - Hammersmith Road, between Argyll Mansions and Palace Mansions

This view shows the proposed building approaching from west along Hammersmith Road in context with the listed Olympia building and the historic, southern edge of Hammersmith Road with its mansion blocks and terraces. The scale and horizontal emphasis of the proposed building would be similar to that of the Olympia building but the architecture would be of a contemporary expression. The building would step down in height to overall 6 storeys on Hammersmith Road and the more solid and contrasting façade treatment of the south facing façade is designed to pay respect to the historic buildings on the south side of the road. However, the historic change in scale and character between the two sides of Hammersmith Road remains clearly legible. The proposed continuation of the building line on the north side would strengthen this



character, enliven the streetscape and have a positive effect on the setting of the Olympia building.

#### View 8 - Vernon Street, outside No. 14

This viewpoint is located within the small scale residential neighbourhood to the south of Hammersmith Road and allows views of the eastern part of the south elevation. The existing building with 7 storeys appears clearly lower in scale but its appearance lacks any positive relationship to the townscape. The height of the proposed Hammersmith Road frontage would match that of the existing building but behind the 6-storey frontage of the proposed building, the step up to 8 storeys becomes visible and exaggerated by the new alignment of the frontage further forward towards Hammersmith Road. However, overall, the height of 8 storeys is typical for the north side of Hammersmith Road, and the massing would visually be broken up and reduced by the formation of setbacks to the sides of the building and behind the structural frame to create roof terraces. The new facades would be strongly articulated, vertically by the rhythm of façade elements and horizontally, on the recessed top floors, by green hedging and yellow canopies. This would add depth and interest to the appearance and positively engage with the surroundings. The building therefore is not considered to be visually overbearing in this view and would not harm the character and appearance of the adjacent conservation area.

#### View 9 - Munden Street, opposite No. 17

This viewpoint has a similar character as View 8, but the existing view focusses on the landscaped, western edge of the site that obscures larger development in the background, and only the roof of the existing building is visible above the roof of the listed terrace in Hammersmith Road. The proposed taller building with its larger footprint would push into this view and clearly define the edge of the small scale residential area and allow legibility of its location within the wider area. None of the larger scale buildings to the north side of Hammersmith Road are visible in this view and therefore, to avoid the visual impression of a "cliff edge" between the north and the south side of Hammersmith Road some elements of the upper floors on the south-western edge of the building would be pushed in behind the structural frame to lighten the massing and soften the edges with terrace planting. The overall effect of these measures would be a diminished scale and prominence of the edge of the building in this view, and the combination of architectural features within the visible structural frame is considered to be a positive response to the general character of the area and a positive engagement with its townscape. The character and appearance of the adjacent conservation area to the south and the setting of the listed terrace to the east of Munden Street and the locally listed terrace to the west of Munden Street therefore are not considered to be harmed.

#### View 11 and 12 - Hammersmith Road, outside St Mary's Church and outside No. 135

These views show the Hammersmith Road frontage when approaching the site from the town centre. It demonstrates both the contrast between the smaller scale, historic, southern side of the road and larger commercial development on the opposite side, as well as the visual impact of the landscaped buffer zone created in the 1980s. While the existing landscaping softens this contrast, the streetscape of Hammersmith Road lacks animation and character, and the existing development on site is poorly integrated. The proposed height and massing brought forward to the historic building line of

Hammersmith Road would improve the definition of the streetscape, positively address the public realm and reinstate the historic character of the road as an important route into London.

3.65 The reestablished building line would result in a very prominent new building corner at the junction with Blythe Road. In these views the architectural concept of the building that allows a flexible response to varying conditions around the site within its overall structural frame would be clearly expressed. The building would set back from the corner creating an open amenity space with significant landscaping as well as urban greening in form of landscaped terraces and hedges on the upper floors of the building to combine the benefits of urban greening and a strong building line along Hammersmith Road. The building would also step down in height to 6 storeys to achieve a respectful relationship with the listed and locally listed terraces on the south side of the road. The visual impact would be further softened by the creation of generous public realm in Hammersmith Road that would provide space for street trees and landscaping. Overall, the proposed building is considered to be a well designed response to its context and contributes positively to the characteristic townscape of the surrounding area.

#### Design Conclusion

3.66 The proposed design has been assessed against the relevant national guidance and regional and local policies. The proposals would significantly increase the massing on site but it still remains within the existing townscape scale of the north side of Hammersmith Road. The proposed building is designed in the spirit of the industrial history of the area but in its scale, materiality and design detail would be respectful of its unique townscape context. The design of the proposed development is thought to be well considered and would provide substantial benefits with regard to urban design and townscape, urban greening, and amenity of the public realm. The use of a limited palette of high quality materials would vary to respond to the differences of the adjacent townscape whilst maintaining an overall consistency throughout the scheme. The distinct retail base would respond to and enliven the character of Hammersmith Road and, and generally, well defined, overlooked street edges that improve the quality of the pedestrian environment and safety would be created.

3.67 Officers have assessed the impact of the proposal on the affected heritage assets and consider that it is compliant with Section 66 and section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposals are not considered to harm the setting of the neighbouring listed and locally listed terraces. Overall, it is considered that the proposed development would appear as part of a coherent pattern of development in the wider area and therefore would not harm the character and appearance of the conservation area.

#### Accessibility

3.68 Policy 7.2 of The London Plan requires all new development to achieve the highest standards of accessible and inclusive design. Policy T5 of the Local Plan (2018) states that new developments that include vehicular access must provide accessible, off street car parking bay for Blue Badge holders. Policies DC1, DC3, DC8 of the Local Plan 2018 and, Key Principles DA1, DA6, DA7 and TR6 of the PGSPD 2018 require new developments to be designed to be accessible and inclusive to all who may use or visit the proposed buildings. The proposed development would include one designated off-street car parking space for people with disabilities within the ground floor level. Officers consider this space is appropriately located close to the core of the building, in the

service area which would provide easy access to the ground floor of the development. The location of the car parking space will be secured by condition (No.39).

3.69 All entrances from the street would be level and there would be level access to lifts, providing level access to all floor levels. A condition (No.58) requires the implementation of the Accessible Design detailed in Appendix B of the Design and Access Statement (Dated July 2018). A further condition (No.35) requires details a fire rated lift, and that all lifts within the building, have enhanced lift repair service to ensure that no occupiers (including wheelchair users) are trapped if lifts break down.

#### Crime Prevention

3.70 Policy 7.3 of The London Plan advises that new development should seek to create safe, secure and appropriately accessible environments. Local Plan (2018) policy DC2 advises that developments throughout the borough should be designed to enhance safety and minimise the opportunities for crime.

3.71 Full details of how the proposed development would incorporate crime prevention measures to provide a safe and secure environment are required by condition (No.34) including how there would be site wide CCTV coverage.

#### HIGHWAYS MATTERS

3.72 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.

3.73 Policies 6.1, 6.3, 6.10, 6.11 and 6.13 of The London Plan 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.

3.74 Local Plan (2018) policy T2 states that all development proposals will be assessed for their contribution to traffic generation and their impact on congestion. Policies T3, T4 and T5 of the Local Plan (2018) set out vehicle parking standards, cycle standards and Blue Badge requirements which brings them in line with London Plan standards.

3.75 The development site is surrounded by Hammersmith Road and Blythe Road. The application site is very well served by public transport and has a Public Transport Accessibility level(PTAL) of 6a, which is classed as excellent in terms of its location to public transport network, service availability and walking time to public transport. There are a variety of shops and services locally, with easy access to central London and links to major transport nodes.

3.76 Hammersmith Road is classified as a London Distributor Road, while Blythe Road is classified as a Local Access Road. The nearest on-street parking to the site is along Edith Road, Auriol Road and Munden Street opposite the site to the south. There is no controlled parking on Hammersmith Road or Blythe Road. Hammersmith Road is mainly

double yellow lined except for a short single yellow lined section in front of the site entrance with parking restrictions from Monday to Saturday 8:30am-6:30pm. Blythe Road is mainly single yellow lined with parking restrictions from Monday to Sunday 7:00am-Midnight.

3.77 In the existing building there are 64 car parking spaces spread between a split-level basement which are accommodated within a double basement and a ground floor car park. The existing vehicular access into the site and building is via Lyons Walk which is a no through road and which is partially pedestrianised at its southern end. Existing servicing and refuse collection takes place on-site within the ground-floor car park.

3.78 In terms of the proposed development, 11 car parking spaces accessed from the internal servicing and delivery bay, 10 which will be provided using the WOHR automated parking system. A dedicated DDA parking bay is proposed at ground floor level. This represents a reduction of some 52 parking spaces. Electric vehicle charging points will be provided as required by policy located by the proposed parking spaces.

3.79 London Plan standards and policy T4 of the Local Plan 2018 allow up to 1 space per 600-1,000 sqm gross floor space. With a proposed floor area of over 20,000 sqm, 20 - 33 car parking spaces could meet this standard. The parking provision proposed in this development would therefore be well below the maximum parking standards set out in The London Plan and borough standards and would support a reduction in the potential number of car borne trips arising from the redevelopment. Due to the fact that the development would reduce the number of existing parking spaces, the parking provision is considered to be acceptable in this instance.

3.80 The provision for electric vehicles is compliant with The London Plan which requires 20% active and 10% passive charging points. The blue badge parking provision is compliant with the Blue Badge parking standards contained in London Plan (2016). Swept path analysis plans have been submitted for the servicing and parking areas and are satisfactory.

3.81 SPD Key Principle TR8 relates to motorcycle parking and states that 'The council will require motorcycle parking facilities in developments that require a Transport Assessment. At least four spaces should be provided'. In line with this policy Highways Officers requested that motorcycle parking be incorporated into the proposal, and revised plans now include 4 motorcycle parking spaces at ground floor level.

3.82 The development would include two stacker systems providing the car parking spaces. In line with PG SPD key Principle TR26 it is considered necessary that the Applicants submit a scheme for the maintenance and emergency repair of the car stackers to avoid impact from breakdowns (condition No.35).

Deliveries, servicing and refuse collection

3.83 PG SPD Key Principle TR27 seeks off-street servicing for all new developments. The current development provides an off-street servicing area accessed from Blythe Road. This provision is considered to be acceptable. Notwithstanding this provision it is considered that a condition is attached to secure a delivery and servicing plan in accordance with Transport for London's Delivery and Service Plan Guidance. It should also address all the other delivery and servicing needs of the development.

3.84 Deliveries and servicing for the proposed development are proposed to take place within the service yard, accessed from Blythe Road. The applicant has used the TRICS database to attain the proposed servicing trip rates. The sites which have been used to derive the trip rates are accepted. The applicant has provided an outline delivery and servicing plan as a part of this planning application. It has been noted that all delivery and servicing generated by the proposed development is to take place away from public highway, in the proposed loading bays.

3.85 The proposed development is estimated to generate a total of 57 daily servicing trips, an increase of 31 daily servicing. The applicant has stated that this equates to less than 5 servicing trips per hour across a 12-hour day and this will be managed through the implementation of a service management plan. The Highway Authority notes the significant increase in servicing trips and encourages the applicant to actively survey and monitor the delivery and servicing operations of the site to minimise future delivery and servicing trips.

3.86 Whilst the applicant has noted that unloading is permitted on the southern side of Hammersmith Road outside of peak hours. The use of the public highway for unloading would be contrary to Key Principal TR27 which requires the provision of off-street servicing for all new developments. The revised swept-path analysis for the delivery and servicing of the site is satisfactory.

3.87 The site must not be first occupied until the applicant has submitted a detailed Delivery and Servicing Plan for approval to the Local Authority. The Delivery and Servicing Plan shall be reviewed and submitted for approval to the Local Authority at Year 1, Year 3 and Year 5 and a payment of £2,000 for monitoring fees at each review.

3.88 Refuse stores would be provided at basement level for the for storage and collection of segregated waste. It is intended that refuse would be collected from within the service yard, away from the public highway. A Refuse Management Plan will be required by condition (No25), to ensure accordance with policy CC7 of the Local Plan (2018).

#### Cycle Parking

3.89 Policy T3 and Table 12 of the Local Plan (2018) seek to ensure that satisfactory cycle space is provided for all developments.

3.90 The development will provide 310 cycle spaces (259 long term and 51 short stay), the majority of which will be provided within a secure dedicated area at basement level, accessed by a ramp (1:17 cycle ramp). The level of provision accords with the Councils standards and also complies with the emerging standards in the new Draft London Plan. The Council's Highways Officers are satisfied with this level of provision. The proposed cycle parking is therefore acceptable. The provision of these spaces is covered by condition (No.36), that the total cycle parking spaces would be monitored and increased in line with future additional parking demand. Shower, changing and locker facilities are provided at basement level, adjacent to the internal cycle parking and in line with London Plan policy 6.9.

#### Trip Generation

3.91 The applicant has assumed that 85% of the workforce will be at work on any given date and that 55% of a typical London office will arrive and 10% depart in the AM peak. This methodology is accepted by the Highway Authority.

3.92 The information submitted regarding the predicted modal split is satisfactory (See below). Raw modal split data from the 2011 census has been used to derive the modal split and has then been applied to the total person trips, to determine how many trips are likely to be undertaken by each mode. The results of the proposed future office trip generation are presented in the Table below:

Table 3.2 Future Trips

Mode	AM Peak Hr			PM Peak Hr		
	In	Out	2-way	In	Out	2-way
Car Driver	5	1	6	1	5	6
Car Passenger	0	0	0	0	0	0
Motor Bike	21	4	25	4	21	25
Bike	79	14	93	14	79	93
Taxi	2	0	2	0	2	2
Underground "	408	74	482	74	408	482
Train	238	43	281	43	238	281
Bus	119	22	141	22	119	141
Walk	117	21	138	21	117	138
<b>Total</b>	<b>888</b>	<b>178</b>	<b>1168</b>	<b>178</b>	<b>888</b>	<b>1168</b>

To provide further context of the change in the number of trips between Table 2.1 and 3.2, Table 3.3 below considers the net change in terms of trips. Like the previous table, this has considered the factored change of approximately 4%. As such, the two-way flows for both the AM and PM peak hour have been revised from 1053 to 1002, therefore, a net change of 51 fewer.

3.93 It is accepted that the retail uses are likely to attract ancillary trips associated with the proposed office use and therefore trip rates are not provided for the respective class use. The Highway Authority is satisfied with the trip generation information which the applicant has submitted.

#### Pedestrian impact

3.94 The Applicant's transport consultants have carried out a Pedestrian Environment Review System (PERS) audit to assess the existing facilities and the likely impact of these additional trips on the pedestrian environment. The PERS audit indicates that the additional pedestrian trips could be accommodated without adversely affecting existing pedestrian facilities, and Officers concur with this assessment.

3.95 TfL have commented that it would be appropriate to seek a contribution by the Applicant towards the Cycle Superhighway 9 (CS9) scheme, and which proposes improvements to highways in close vicinity of the site. The Council's Highways Officers have confirmed that they are supportive of this approach. The route of CS9 will pass adjacent to the site. This would therefore be directly related and of great benefit to the future occupants of development proposed in this application, and would help to mitigate the road safety impacts of additional pedestrian and vehicular trips generated by this development. As such a contribution towards the CS9 scheme is proposed by the Applicant, and this will be secured by the S106 agreement accompanying any planning permission.

## Travel Plan

3.96 A framework Travel Plan for the site has been submitted alongside the Transport Assessment, for consideration. The requirement to provide a final travel plan and to include ongoing monitoring will form part of the S106 requirements.

3.97 The outline travel plan for the site has passed TFL's ATTrBuTE travel plan assessment. Some of the measures include:

- Encouraging walking and cycling to work through promotion and additional information including given,
- Provision of high quality and well-maintained cycling and pedestrian routes through the site,
- Promotion of care clubs near the application site,
- Information on local transportation links and routes near the application site,

3.98 It has been noted that different tenants will set out their own targets, and these targets should be updated along with the mode shares before submitting the final travel plans for approval by the Council. It is also noted that within the TA a Travel Plan Coordinator is to be appointed for this site. As the site is in PTAL zone 6a, it is considered that there is capacity within the existing public transport network to accommodate the additional trips proposed from this development. Officers welcome the provision of Travel Plans in support of the proposal to promote sustainable travel for occupiers of the development.

3.99 A Construction Workers Travel Plan will also be required as part of the legal agreement.

## Demolition and Construction Logistic Plans

3.100 A framework construction logistics plan was submitted with the application. At this stage of the planning process the detailed information relating to the Construction Logistics Plan has yet to be detailed, and therefore this information needs to be developed. Officers consider this information needs to be improved in compliance with TfL guidelines. The plans will be required to include demolition details, contractors' construction method statements, waste classification and disposal procedures and locations, dust and noise monitoring and control, provisions within the site to ensure that all vehicles associated with the demolition/construction works are properly washed and cleaned to prevent the passage of mud and dirt onto the highway, and other matters relating to traffic management to be agreed. The plans would need to be developed to be in accordance with TfL requirements, which seek to minimise the impact of construction traffic on nearby roads and restrict construction trips to off peak hours only. These are secured by conditions (Nos 06 and 07).

## Works to the highway

3.101 The applicant proposes the provision of a new vehicular access to the ground floor service yard and car park taken from Blythe Road. The Highway Authority is satisfied with the submitted visibility splays. The applicant has undertaken a Stage 1 Road Safety Audit to fully assess the acceptability of the proposed vehicular access with Blythe Road.

Works proposed to the highways includes:

1. Footway - The footway surrounding the application site is not in accordance with LBHF's Streetsmart and is highly likely to be in disrepair due to the construction of the proposed development. The applicant is therefore required to repave the footway

abutting the application site in accordance with LBHF's Streetsmart. The applicant should submit plans detailing the repaved footway to the Highway Authority for approval,

2. Lyons Walk Access and Public Realm - The applicant has expressed a desire to improve the public realm for pedestrians during pre-application discussions with the council. The public realm improvements would be of benefit to the future users of the proposed development and the wider public. It is therefore considered the applicant should include the public realm improvement works to the proposed s278 works which include the proposed vehicular access, footway repaving and closure of existing vehicular access.

#### Conclusion on highways matters

3.102 There are no objections to the proposal based on highways, traffic or parking. The scheme has been developed in compliance with relevant London Plan and local transport policies. It is considered that the capacity of the existing highway network could sufficiently support the development without further detriment, and that public transport capacity is sufficient to serve the additional trips generated. The proposal is considered not to lead to any detrimental impact on on-street parking given the excellent public transport facilities and the provision of off-street parking within the development.

#### IMPACT ON RESIDENTIAL AMENITY

3.103 Policy 7.6 of the London Plan states that buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings. Policy 7.7 states that 'tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing, noise, reflected glare, aviation, navigation and telecommunication interference'.

3.104 Policy DC2 of the Local Plan (2018) relates to alterations and extensions to existing buildings. This policy states that extensions should be compatible with neighbouring properties and their setting, and should respect the amenities of the neighbouring properties, and other properties most directly affected by the proposal.

3.105 The site's surrounding neighbours to the east and west are currently in office/exhibition centre use, with an extant permission of a hotel immediately to the east of the application site. The apartment blocks to the north of the site are in residential use, and there are residential units on upper floors of the buildings containing commercial units to the south of the development, on the opposite side of Hammersmith Road. The nearest residential dwellings are in Kensington West to the north are a minimum of 18m away from the proposed development at its closest point).

#### Daylight and sunlight

3.106 The Applicants have submitted a daylight and sunlight assessment, in line with the guidance provided in the Building Research Establishment (BRE) document entitled 'Site Layout Planning for Daylight and Sunlight' (2011).



3.107 The impact of the proposed development on the nearest residential properties has been considered. The properties considered in the assessment are:

- 67 - 135 Hammersmith Road
- Stuart House, Balmoral House, Regent and Sandringham House on Windsor Way
- Kensington West, Blythe Road

3.108 Only residential accommodation has been assessed for daylight/sunlight impacts. No assessment of the impact on surrounding office/commercial uses has been presented. The BRE guide recommends that only windows and rooms within residential properties need to be assessed, and does not require any assessment on commercial or business properties, although it states that they may also be applied to non-domestic buildings where the occupants have a reasonable expectation of daylight. Taking this advice into account, Officers consider it unnecessary to assess the non-residential buildings within the vicinity of the site, as offices are routinely lit with electric lights in the daytime given their deep floorplates. Rights to light to the existing neighbouring commercial development would need to be protected in the scheme, but this would be through a process separate from planning.

Daylight (assessment methodology)

3.109 For all properties assessed an analysis of the daylight (vertical sky component (VSC) and no-sky line (NSL)) that would reach an affected window has been submitted with the application. Figures showing the existing situation compared with the effect of the proposed development have been presented.

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

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

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

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

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

3.115 The ADF method uses a mathematical formula which involves values for the transparency of the glass, the net glazed area of the window, the total area of room surfaces, their colour reflectance and the angle of visible sky measured from the centre of the window. This is a method that measures the general illumination from skylight and takes into account the size and number of windows, room size, room qualities and room use. The BRE test recommends an ADF of 5% for a well daylight space or 2% for a partly daylight space. The minimum standards for ADF recommended by the BRE for individual rooms 2% for kitchens, 1.5% for living rooms and 1% for bedrooms.

3.116 When reviewing the daylight results for each property, the methods would normally be considered sequentially; VSC, NSL and then ADF. In the first instance, therefore, the VSC results should be considered.

3.117 If all the windows in a building meet the VSC criteria, it can be concluded that there will be adequate daylight. If the windows in a building do not meet the VSC criteria, the NSL analysis for the room served by that window needs to be considered. If neither the VSC nor NSL criteria are met, the ADF results could then be considered.

#### Daylight Impact - results

3.118 The results demonstrate that of the properties analysed, those in Stuart House, Balmoral House, Regent House and Sandringham House (All Windsor Way) will all comply with the BRE Guidelines (greatest loss experienced would be 5.86%, significantly lower than the 20% VSC reduction allowed).

3.119 Properties 121 - 135 Hammersmith Road (residential on upper floors) were assessed and the results indicate that the windows would all maintain good levels of daylight following the proposed redevelopment. No windows within these properties would experience reductions in VSC below the levels identified in the BRE Guidance, i.e. all windows maintain at least 80% of their former VSC value, and therefore any reduction in daylight will not be perceptible.

3.120 Properties 67, 73, 79/81, 85/87, 89, 91, 93, 95 and 97 Hammersmith Road have residential accommodation on the upper floors have also been assessed. The results indicate that 2 windows (serving 1 room) out of 126 windows assessed (less than 2%) would experience a mean reduction in VSC of 21.85% (marginally in excess of the 20% reductions allowed). When the NSL is assessed for this room, it was found that the loss would be less than the 20% judged to be acceptable (8.8%). As such any reduction in daylight will not be perceptible.

3.121 Kensington West is located to the north of the application site and contains residential accommodation. 317 windows facing the proposed development have been assessed. 10 windows out of 317 (3.2%) would experience reductions in VSC of greater than 20%. These losses range from 20.79% to 25.72%, which officers consider can be considered as minor transgressions from the guidance. The assessment also

demonstrates that the rooms served by these windows do not experience any loss of NSL in excess of the 20% figure in the guidance.

3.122 Officers recognise that there would be a minor impact on daylight as a result of the proposed development, this is in the context of the existing large office buildings and their relationship in close proximity to the residential buildings to the north. As such it is considered that, on balance, the scheme complies with the aims of with Local Plan policy DC4.

#### Sunlight

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

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

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

3.126 All south-facing windows in the identified neighbouring properties have been analysed. None of the habitable rooms in Stuart House, Balmoral House, Regent House and Sandringham House (All Windsor Way) would experience any loss in APSH and all these properties would therefore be fully compliant with the relevant guidance.

3.127 The Hammersmith Road properties windows are all orientated to the north and therefore not required to be assessed for impact on sunlight.

3.128 With regards to Kensington West, due to the `U` shaped design of the building inherits some natural constraints to sunlight as many of the windows face almost directly east or west thus only just fall into the BRE testing parameters and only receive sunlight at certain times of the day Generally this is when the sun is at its lower trajectory in the sky. A total of 131 rooms within the development were considered, and it is estimated that around 38 of these rooms would experience some losses in direct sunlight. The losses are primarily (34 from 38) from the Winter sunshine (when the sun path is at its lowest).

3.129 Whilst it is accepted that the development will reduce the availability of sunlight to neighbouring properties in Kensington West, it is acknowledged that any redevelopment of the application site is likely to result in a larger building than that on site at present. There are already a number of large buildings on this side of Hammersmith Road and the proposed development is in keeping with this pattern. The BRE Guidance is not necessarily ideal for urban developments, and also recognises

that "a higher degree of obstruction may be unavoidable if new developments are to match the height and proportions of existing buildings.." On balance, officers consider that the impact on sunlight is not sufficient on its own to withhold planning permission for this development, and that the scheme complies with the aims of with Local Plan policy DC4.

#### Outlook

3.130 The proposed development would not project further rearward of the existing building line in relation to the Kensington West properties on Blythe Road. Whilst the proposed replacement building will be higher than the existing building, due to the set backs it is not considered that the development would harm outlook for these properties. It is considered that this would be suitably set away from the residential properties to the north, and many of these flats already have a similar relationship with large buildings along Hammersmith Road including at the application site. The replacement building will be closer to the properties on the opposite side of Hammersmith Road, however, again due to the set backs it is considered that this will not have a detrimental impact on outlook for the residential properties on the upper floors. In this urban context, it is considered that the impact of the proposed development would not be overbearing on these properties and would therefore have an acceptable impact with regards to outlook.

#### Privacy

3.131 Key Principle HS7 of the Planning Guidance SPD states that new windows should normally be positioned so that they are a minimum of 18 metres away from existing residential windows as measured by an arc of 60 degrees taken from the centre of the proposed window. The windows in both the northern and southern elevations of the proposed development will be at a distance of at least 18m from existing residential windows. Similarly, the proposed terraces to the development would all be more than 18m from the nearest residential windows to the north or south. Also, the proposed windows in the development would serve predominantly an office use rather than another residential use, and would thus be potentially less intrusive in terms of privacy/overlooking. In this respect it is considered that the windows and terraces at the proposed development would not have an unreasonable impact on privacy to neighbouring properties.

#### Noise and disturbance

3.132 London Plan Policy 7.15 states that development proposals should seek to reduce noise by minimising the existing and potential adverse impacts of noise, separating new noise sensitive development from major noise sources through the use of distance screening or internal layout, and promoting new technologies and improved practices to prevent noise. Policy CC11 of the Local Plan relates to noise, and policy CC13 relates to the control of potentially polluting uses.

3.133 The site along a busy main road and in an area of mixed commercial and residential activity, and is thus in an area with a high level of background noise. The site itself already provides a significant office building, however, the redevelopment would provide significant additional office space with the resulting increase in staff, as well as new plant. Areas of roof would also become external amenity space for office workers.

3.134 A Noise Impact Assessment has been submitted with the application, including a noise assessment of the existing background noise. The report concludes that noise from new mechanical plant is capable of achieving compliance with the Council's noise standards (i.e. ensuring that the noise is at least 10dB below background noise). Conditions are suggested to ensure that all mechanical plant is adequately sound insulated and fitted with anti-vibration devices, to ensure that plant complies with these noise standards in the daytime and at night (condition Nos. 54 and 55).

3.135 In terms of other sources of noise, servicing and deliveries would take place from the off-street service area at ground floor level which would be an improvement versus the existing servicing at the site. Significant noise from the enclosed service area is thus expected to be minimised. As outlined in the Highways section above, the development is expected to involve an increase of delivery and servicing vehicle trips in and out of the site a day. A Delivery and Service Management Plan would ensure that the times for servicing and deliveries are restricted to reasonable daytime hours. Due to the proposed servicing within the building and the suggested condition it is expected that there would not be significant further noise disturbance associated with servicing and deliveries to the extended building.

3.136 A number of roof terraces are proposed at 2nd, 3rd, 4th, 5th, 6th and 7th floor levels, some which would be close to the residential properties at Kensington West (approximately 18m at the closest point). Other terraces are on the southern, western and eastern elevations. There would also be new landscaped areas at ground floor. If the building was in residential use, Officers would have serious concerns about the potential for noise from these outside areas. As an office building, however, it is considered that the terrace, balconies and landscaped areas would be used predominantly in the daytime, and would be likely to attract individual office workers or small groups instead of large gatherings of people causing significant noise. A condition (No.11) will ensure that the use of the terrace and balconies is restricted to certain hours, and that no loudspeaker announcements or amplified music are played outside. For these reasons, no objection is raised to the presence of the roof terraces in this proposal.

#### Construction Works

3.137 The disruption of construction works and the noise and disturbance to nearby residents and businesses is acknowledged to be a key local concern, particularly given the number of other large construction sites in the near vicinity. Whilst it would be unreasonable to refuse planning permission for a development scheme based on the temporary impact of construction works, the Council will take steps to ensure that disruption and noise/disturbance are minimised as far as possible. A demolition and construction logistics plan, a demolition and construction management plan, and an Air Quality Dust Management Plan are required to be submitted and agreed as part of planning conditions for planning approval, and these documents would be required to take into account the impacts and logistics of any existing nearby construction sites. The developer has indicated that they would require their contractors to adhere to the Considerate Constructors Scheme.

#### Light Pollution

3.138 The redevelopment would result in a greater number and larger windows within the scheme compared to the existing, and the building would be taller. As the proposed building would be in office use on the upper floors, however, it is considered

that measures should be put in place to mitigate against any unacceptable increase in light pollution, which can include switching off lights at night. A scheme addressing the mitigation of light pollution is subject to conditions (No.52 and 53) in order to mitigate light spillage from all floor levels of the proposed building towards neighbouring residential properties, including and a scheme for the control of the operation of internal lighting (during periods of limited or non-occupation). As such it is recommended that no objections are raised in this regard.

3.139 For the reasons given above, it is considered that the development, subject to suitably worded conditions, would not give rise to unacceptable harm from noise and disturbance or light pollution to neighbouring occupiers and that the proposal therefore complies in these respects with the relevant sections of policies CC11, CC12 and CC13 of the Local Plan (2018), and London Plan policy 7.15.

## ENVIRONMENTAL MATTERS

### Carbon reduction

3.140 Policy CC1 requires developments to implement energy conservation measures to meet CO2 reduction targets, minimise emissions, use energy efficiency measures. The Local Plan is concerned with promoting sustainable design and construction and states that sustainable measures should be included in developments and sustainability statements are required for all major developments to ensure that a full range of sustainability uses are taken into account.

3.141 As required, an Energy Statement has been submitted with the application. This outlines the energy efficiency and low/zero carbon measures proposed to be implemented in the scheme. Passive design and energy efficiency measures are proposed to reduce CO2 emissions. On-site renewable energy generation is proposed in the form of low-carbon Air Source Heat Pumps and solar PV panels.

3.142 Overall, the energy strategy is calculated to reduce annual CO2 emissions by 29.4%, which is slightly short of the 35% target. The applicants propose to make a payment in lieu of this (as allowed by policy CC1). It is estimated that a payment of circa £42,239 would be required (See S106 contributions). No objection is therefore raised under the above mentioned policy. The implementation of the carbon reduction measures, together with the payment in lieu would be secured by condition and S106 Agreement.

### Sustainable Design & Construction

3.143 A Sustainability Statement has been submitted, alongside the Energy Statement, which includes information on wider sustainable design and construction issues. The assessment shows that the new building would be designed to implement a range of measures such as water efficient fittings and appliances, use of environmentally friendly materials, promotion of sustainable waste behaviour and recycling, reducing pollution impacts, promoting sustainable transport etc.

3.144 A BREEAM Pre-assessment was carried out and submitted which showed that the development would target an 'Excellent' rating. A condition is recommended requiring the submission of a post construction BREEAM assessment.

3.145 Officers consider that these levels of performance would demonstrate compliance with the Council's sustainability requirements in policy CC2 of the Local

Plan 2018. Implementation of the proposed sustainable design and construction measures would be conditioned within an acceptable development.

#### Air Quality

3.146 The entire borough was designated as an Air Quality Management Area (AQMA) in 2000 for two pollutants - Nitrogen Dioxide (NO<sub>2</sub>) and Particulate Matter (PM<sub>10</sub>). The main local sources of these pollutants are road traffic and buildings (gas boiler emissions).

3.147 Policy CC10 of the Local Plan (2018), states that the Council will seek to reduce adverse air quality impacts of new developments, policy 7.14 of The London Plan seeks that development proposals minimise pollutant emissions and promote sustainable design and construction to reduce emissions from the demolition and construction of the buildings and also to minimise exposure to poor air quality.

3.148 An air quality assessment has been carried out. This assesses the development's potential impacts on local air quality and also considers the issue of exposure to pollution for occupiers within the new scheme. The assessment takes account of the potential temporary impacts during the demolition and construction phases and the operational impacts caused by increase in traffic flows and emissions from the plant on the site. The air quality assessment indicates that the general sources of air pollution (construction activities, road traffic and space heating) emission arising from the proposed development would be during the construction phases and on completion of the development the assessment predicts the development to have negligible effect on air quality.

3.149 Accordingly, officers consider that subject to appropriate conditions, covering issues such as Air Quality Management Plan (during demolition and construction phases), Mechanical Ventilation for B1/D2 uses, details of ultra low NO<sub>x</sub> boilers and emergency diesel generators, low emissions strategy for operation of site, no external seating for A3 use and details of green infrastructure (3, 15 -18), the development would meet policy requirements.

#### Contamination

3.150 Policy 5.21 of the London Plan, Policy CC9 of the Local Plan (2018) state that the Council will support the remediation of contaminated land and that it will take measures to minimise the potential harm of contaminated sites and ensure that mitigation measures are put in place.

3.151 A Preliminary Environmental Risk Assessment has been submitted as part of this application. Potentially contaminative land uses, past or present, are understood to occur at, or near to this site. A more detailed site investigation scheme together with a risk assessment, remediation and long term monitoring would all need to be carried out during and following any redevelopment works to ensure that no unacceptable risks would be caused to humans, controlled waters or the wider environment. Conditions (Nos19-23) to this effect are proposed, in accordance with policy CC9 of the Local Plan (2018).

#### Flood Risk/SUDS

3.152 The site lies within Flood Zone 1, an area described by the Environment Agency as being of 'low risk', to flooding from the Thames, with an annual average chance of

flooding of less than 0.1%. The site is also in a low risk area in terms of surface water flooding.

3.153 The existing basement structure is to be retained, and this is expected to already incorporate appropriate structural waterproofing measures, although further details are required to confirm this (Condition 44). Basements are at risk of sewer surcharge flooding during major storms, so a suitable surcharge protection measures such as non-return valve or other active drainage device should be installed to prevent backflow of sewer water into the basement. This is covered by a condition. The Flood Risk Assessment confirms that water using facilities in the basement will include low-flow appliances, as required by the water efficiency requirements of Local Plan Policy CC3. The proposed development reduces the existing soft landscaping on the site but Sustainable Drainage Systems (SuDS) measures are proposed for the new building to attenuate surface water run-off. SuDS features include living roofs and also a blue roof which provides a roof level water storage system. These will intercept rainfall and prevent some of it entering the sewer system. The remainder will be stored temporarily and then be discharged at a reduced rate into the existing surface water sewer network. This helps reduce flood risks and the living roofs also provide other benefits such as biodiversity improvements. Permeable paving and soft landscaping will also be used around the site at ground floor level. The design provides a 93% reduction in peak run-off rates compared to the existing site, which is in line with the requirements of Local Plan Policy CC4.

3.154 Officers have assessed the flood risk and SuDS proposals and consider that the proposed measures will be satisfactory, subject to conditions requiring the implementation of the Flood Risk measures and the SuDS measures and provision of additional information on the level of structural waterproofing and provision of sewer surcharge protection in the basement. In this respect it is considered that the development complies with policies CC3 and CC4 of the Local Plan (2018). Furthermore, the development is considered to comply with London Plan policies 5.12 to 5.14.

#### Community Infrastructure Levy

3.155 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 and is a material consideration to which regard must be had when determining this planning application. This contributes towards the funding of Crossrail.

3.156 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 a rate of £50/sqm on the net uplift in floorspace (GIA) on the site. It is estimated that the proposed development would generate a Mayoral CIL contribution of approximately £1,200,000.

#### Planning obligations

3.157 London Plan policy 8.2 recognises the role of planning obligations in mitigating the effects of development and provides guidance on the priorities for obligations in the context of overall scheme viability.

3.158 The Council is obliged to assess planning proposals against the policies and standards contained within the development plans for the area and to consider any other material planning considerations. In some instances, it may be possible to make



acceptable development proposals which might otherwise be unacceptable, through the use of planning conditions or, where this is not possible, through planning obligations.

3.159 The Applicant is expected to agree to enter into a legal agreement with the Council to which would include the following site-specific items (i.e. items which are not on the CIL Regulation 123 list):

- Provision and retention of affordable office space (including costs, and how this is managed and run)
- A contribution of £100,000 towards the Mayor of London's Cycle Super Highway 9, or other cycle scheme or transport improvements in the vicinity.
- Contribution of £334,075 towards jobs and skills plus a local procurement contribution of £8250.
- Enter into a S278 agreement re highways improvements in vicinity of the site
- Provision of a Travel Plan, plus review with monitoring fees to be met by the applicant. Monitoring cost at £3000 per review and review will be carried out in year 1, 3 and 5.
- Construction Workers Travel plan
- Provision of a Servicing and Deliveries Management Plan (including refuse collection).
- Travel plan for development
- A carbon off-set payment of £42,239 (or a different figure in line with any changes to the Energy Strategy during the development
- Prior to occupation the applicants will undertake a feasibility study with regard to a shared public realm scheme on Lyons Walk, based on study contributions to be agreed with Council, and a contribution towards these works
- Management Plan for the disabled parking space, and
- Commitment to meet the costs of the Council's Legal fees

#### 4.0 CONCLUSION and RECOMMENDATION

4.1 Officers consider that the proposed redevelopment of this prominent site would bring regeneration benefits and provide high quality office space which would fit well with the regeneration of this area and would significantly increase the employment capacity of this site. The revised scheme would also facilitate improved areas of public realm around the building. The affordable office space provided will be a benefit to small business enterprises.

4.2 The office and related uses support the Council's policies, and the impacts on traffic and energy sustainability are considered to be acceptable. The use of the site primarily as high quality offices is acceptable in the context of the existing use of the site and its location close to Hammersmith Town Centre with excellent public transport facilities. The proposed development would achieve a sustainable development, whilst optimising the use of previously developed land. The proposal would be of a high standard of design. It is considered that the building would enhance the appearance of the area and have an acceptable impact upon nearby conservation areas and heritage assets.

4.3 There would be no adverse impact on traffic generation and the scheme would not result in congestion of the primary road network. Off-street parking and servicing would be provided and the development is considered not to have the potential for contributing significantly towards pressure on on-street parking due to its high accessibility to public transport and existing parking controls in the area but also subject to satisfactory measures to discourage trips to and from the site by private car which would be

contained in a Travel Plan. Adequate provision for servicing and the storage and collection of refuse and recyclables would be provided.

4.4 The development would provide level access, lifts to all levels, suitable circulation space and dedicated parking space for wheelchair users.

4.5 The application proposes a number of measures to reduce CO2. The proposal would seek to achieve an 'excellent' BREEAM rating and the implementation of sustainable design and construction measures would be a condition of the approval. A Sustainable Drainage Strategy would be required by condition.

4.6 The impact of the proposed development upon neighbouring occupiers is on balance considered to be acceptable. Measures would be secured by condition to minimise noise and disturbance to nearby occupiers from the operation of the proposed development.

4.7 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.

4.8 The application is therefore recommended for approval, subject to conditions, the completion of a satisfactory legal agreement and no contrary direction from the Mayor of London.

#### APPENDIX 2:

Extract from the Planning and Development Control Committee Minutes for the meeting on 9th October 2018

103. KENSINGTON CENTRE, 66 HAMMERSMITH ROAD, LONDON W14 8UD, AVONMORE AND BROOK GREEN Please see the Addendum attached to the minutes which amended the report. The Committee heard a representation in support of the application from the agent. The main points raised were the applicant had scaled back the massing and had included an element of affordable work space within the proposal. The Committee discussed the application and the following issues were explored: the likely impact on traffic generation, given its proximity to Olympia and the service and delivery implications. Further topics included the intended hours of operation of the terraces. Councillor Wesley Harcourt proposed an amendment to Condition 13, limiting the use of the roof terrace from 8 am to 9:30 pm only. This was seconded by Councillor Alex Karmel. Councillor Wesley Harcourt noted the reference within the report to cycle funding (s106 and CIL) towards CS 9 and proposed that this wording be amended to state a more general "contribution to cycling". This was seconded by Councillor Alex Karmel. The Committee voted on application 2017/04752/FUL and whether to agree the officer recommendation of approval, two amendments (listed above) and the changes set out in the addendum. This was put to the vote and the result was as follows: For: 6 Against: 2 Not Voting: 0 RESOLVED THAT: Planning Application 2017/04752/FUL be approved for the reasons set out in the report, the two amendments and addendum.