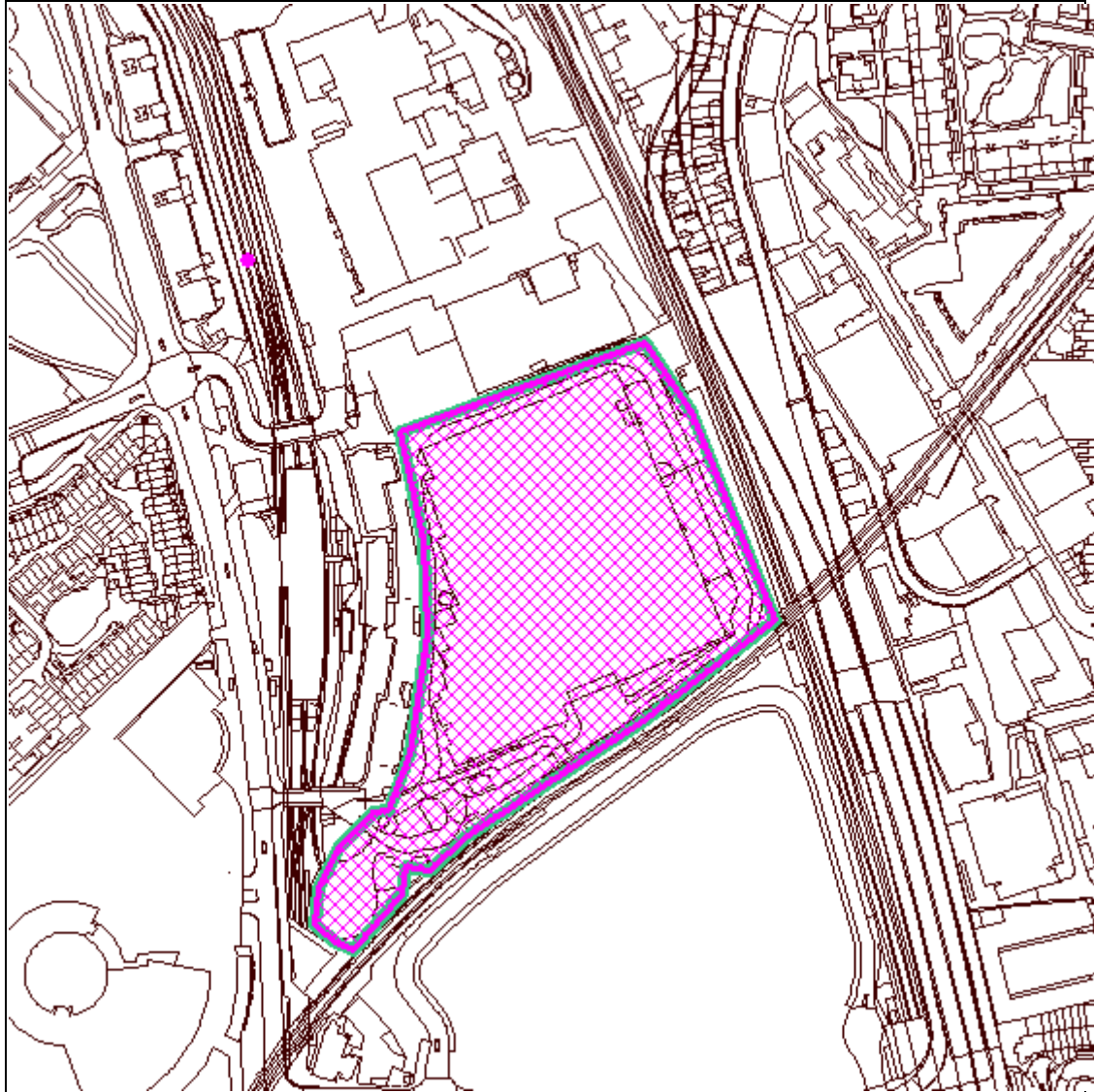

Ward: College Park and Old Oak

Site Address:

M&S White City Site 54 Wood Lane London W12 7RQ



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For identification purposes only - do not scale.

Reg. No:
2019/01300/RES

Case Officer:
Mr Neil Button

Date Valid:
26.04.2019

Conservation Area:
Wood Lane Conservation Area - Number 42

Committee Date:
15.10.2019

Applicant:

St James Group
C/o Agent

Description:

Submission of a reserved matters application dealing with all reserved matters including access, appearance, landscaping, layout and scale in respect of Development Plots E1, E2 and E3 (erection of 17 to 35 storey buildings with basement level providing 518 residential units and commercial floorspace with associated external amenity space, public realm, car and cycle parking and other works) pursuant to planning application 2017/04377/VAR (for the comprehensive residential led mixed use redevelopment of the former Marks and Spencer Warehouse Site in White City).

Drg Nos: Approved Drawings listed in Condition 1.

Application Type:

Submission of Reserved Matters

Officer Recommendation:

That the Committee resolve that the Strategic Director, The Economy, be authorised to determine the application and grant permission subject to the condition(s) listed below:

To authorise the Strategic Director, The Economy, after consultation with the Director of Law and the Chair of the Planning and Development Control Committee to make any minor changes to the proposed conditions which may include the variation, addition or deletion of the conditions, any such changes shall be within their discretion.

- 1) The development, as set out in this reserved matters application in respect of scale, appearance, layout, access and landscaping shall not be constructed unless in accordance with the approved drawings marked:

425-PT-P3-B1-DR-A-1201 Phase 3 general arrangement plan basement 1:200
PL1

425-PT-P3-00-DR-A-1201 Phase 3 general arrangement plan ground floor 1:200
PL2

425-PT-P3-01-DR-A-1201 Phase 3 general arrangement plan level 01 1:200 PL2

425-PT-P3-02-DR-A-1201 Phase 3 general arrangement plan level 02 1:200 PL2

425-PT-P3-03-DR-A-1201 Phase 3 general arrangement plan level 03 1:200 PL2

425-PT-P3-04-DR-A-1201 Phase 3 general arrangement plan level 04 1:200 PL2

425-PT-P3-05-DR-A-1201 Phase 3 general arrangement plan level 05 1:200 PL2

425-PT-P3-06-DR-A-1201 Phase 3 general arrangement plan level 06 1:200 PL2

425-PT-P3-07-DR-A-1201 Phase 3 general arrangement plan level 07 1:200 PL2

425-PT-P3-08-DR-A-1201 Phase 3 general arrangement plan level 08 1:200 PL2

425-PT-P3-09-DR-A-1201 Phase 3 general arrangement plan level 09 1:200 PL2

425-PT-P3-10-DR-A-1201 Phase 3 general arrangement plan level 10 1:200 PL2

425-PT-P3-11-DR-A-1201 Phase 3 general arrangement plan level 11 1:200 PL2

425-PT-P3-12-DR-A-1201 Phase 3 general arrangement plan level 12 1:200 PL2

425-PT-P3-13-DR-A-1201 Phase 3 general arrangement plan level 13 1:200 PL2

425-PT-P3-14-DR-A-1201 Phase 3 general arrangement plan level 14 1:200 PL2

425-PT-P3-15-DR-A-1201 Phase 3 general arrangement plan level 15 1:200 PL2

425-PT-P3-16-DR-A-1201 Phase 3 general arrangement plan level 16 1:200 PL2
 425-PT-P3-17-DR-A-1201 Phase 3 general arrangement plan level 17 1:200 PL2
 425-PT-P3-18-DR-A-1201 Phase 3 general arrangement plan level 18 1:200 PL2
 425-PT-P3-19-DR-A-1201 Phase 3 general arrangement plan level 19 1:200 PL1
 425-PT-P3-20-DR-A-1201 Phase 3 general arrangement plan level 20 1:200 PL1
 425-PT-P3-21-DR-A-1201 Phase 3 general arrangement plan level 21 1:200 PL1
 425-PT-P3-22-DR-A-1201 Phase 3 general arrangement plan level 22 1:200 PL1
 425-PT-P3-23-DR-A-1201 Phase 3 general arrangement plan level 23 1:200 PL1
 425-PT-P3-24-DR-A-1201 Phase 3 general arrangement plan level 24 1:200 PL1
 425-PT-P3-25-DR-A-1201 Phase 3 general arrangement plan level 25 1:200 PL1
 425-PT-P3-26-DR-A-1201 Phase 3 general arrangement plan level 26 1:200 PL1
 425-PT-P3-27-DR-A-1201 Phase 3 general arrangement plan level 27 1:200 PL1
 425-PT-P3-28-DR-A-1201 Phase 3 general arrangement plan level 28 1:200 PL1
 425-PT-P3-29-DR-A-1201 Phase 3 general arrangement plan level 29 1:200 PL1
 425-PT-P3-30-DR-A-1201 Phase 3 general arrangement plan level 30 1:200 PL1
 425-PT-P3-31-DR-A-1201 Phase 3 general arrangement plan level 31 1:200 PL1
 425-PT-P3-32-DR-A-1201 Phase 3 general arrangement plan level 32 1:200 PL1
 425-PT-P3-33-DR-A-1201 Phase 3 general arrangement plan level 33 1:200 PL1
 425-PT-P3-34-DR-A-1201 Phase 3 general arrangement plan level 34 1:200 PL1
 425-PT-P3-35-DR-A-1201 Phase 3 general arrangement plan level 35 1:200 PL1
 425-PT-B5-ZZ-DR-A-1601 Building E1 Elevation East 1:200 PL2
 425-PT-B5-ZZ-DR-A-1602 Building E1 Elevation West 1:200 PL2
 425-PT-B5-ZZ-DR-A-1603 Building E1 Elevation North 1:200 PL2
 425-PT-B5-ZZ-DR-A-1604 Building E1 Elevation South 1:200 PL1
 425-PT-B5-ZZ-DR-A-1605 Building E1 Elevation Core J (E1.4) North 1:200 PL1
 425-PT-B5-ZZ-DR-A-1606 Building E1 Elevation Core K (E1.2) North 1:200 PL2
 425-PT-B5-ZZ-DR-A-1607 Building E1 Elevation Core K (E1.2) South 1:200 PL1
 425-PT-B6-ZZ-DR-A-1601 Building E2 Elevation West & North 1:200 PL1
 425-PT-B6-ZZ-DR-A-1602 Building E2 Elevation East & South 1:200 PL1
 425-PT-B11-ZZ-DR-A-1601 Building E3 Elevation West & North 1:200 PL1
 425-PT-B11-ZZ-DR-A-1602 Building E3 Elevation East & South 1:200 PL1
 J106-LEW-MW-P3-GA-LS- 9481 Phase 3 Illustrative Landscape Masterplan 1:250
 PL1

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9 and 7.21 of the London Plan (2016) and policies DC1, DC2, DC3, DC5 and DC8 of the Local Plan (2018) and White City Opportunity Area Planning Framework (2013).

- 2) In accordance with condition 2(i) of the extant planning permission (Ref: 2017/04377/VAR), the Development, hereby approved as set out in the reserved matters submission shall commence on Development Plots E1, E2 or E3 within 2 years from the approval date of this reserved matters application.

To comply with section 92 of the Town and Country Planning Act 1990 (as amended). Extended time periods for which the planning permission can be implemented is given in light of the exceptional circumstances relevant to the ownership of the site and to the development.

- 3) Prior to the commencement of phase 3, a detailed Wind Microclimate Report shall be submitted to and approved in writing by the local planning authority. The Report

shall comprise of an assessment of the wind microclimate at various receptors within the phase 3 reserved matters site area and will include a detailed description of the mitigation measures necessary to reduce the wind microclimatic conditions to a level which is appropriate for their intended purpose. No part of the development shall be occupied until the micro climate mitigation measures necessary to provide an appropriate wind environment in this part of the development identified within the Microclimate Report have been implemented in accordance with the report, with regards to the relevant part of the development. The measures shall be implemented in accordance with the approved plans and report and shall be permanently retained thereafter.

To ensure that suitable measures are incorporated to mitigate potential adverse wind environments arising from the development and to ensure an acceptable external environment for the occupiers and visitors in accordance with policies DC1, DC2 and DC3 of the Local Plan (2018) and policies 7.6 and 7.7 of the London Plan (2016).

- 4) Prior to the commencement of the works on Development Plots E2 or E3, a detailed colour strategy for the terracotta cladding on the external facades of Buildings/Plots E2 and E3 shall be submitted to and approved in writing by the Local Planning Authority and no part of that Development Plot or relevant part thereof shall be used or occupied prior to the implementation of the approved details. The development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with policies DC1, DC2, DC3, DC7 and DC8 of the Local Plan 2018.

- 5) Prior to the commencement of any above ground floor construction on Buildings E2 or E3, details of the samples of the terracotta panels that are proposed for use on the external elevations of Buildings E2 and E3 of the buildings shall be displayed on site for inspection and shall be submitted to and approved in writing by the Local Planning Authority and no part of that Development Plot or relevant part thereof shall be used or occupied prior to the implementation of the approved details. The development shall be carried out in accordance with such details as have been approved.

To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with policies DC1, DC2, DC3, DC7 and DC8 of the Local Plan 2018.

Justification for Approving the Application:

- 1) Principle of Development: The reserved matters submission is broadly in accordance with the approved outline planning permission for the comprehensive residential led mixed use redevelopment of the site. Phase 3 will make an important contribution towards meeting local and strategic housing needs by delivering a significant number of homes and flexible ground floor active uses and would also create a vibrant and creative place with a stimulating and high quality environment where people will want to live, work, shop and spend their leisure time. Phase 3 will provide a high quality external environment in the

landscaped waterside settings and public realm at the frontages and will provide an active ground floor with the retail and/or leisure uses. The reserved matters are considered to be acceptable and in accordance with policies 2.13, 2.15, 3.3B, 3.3D and 3.3E of the London Plan (2016) and Policies WCRA, WCRA1, H01, H03, DC1, DC2 and DC3 of the Local Plan (2018) and White City Opportunity Area Planning Framework (2013).

Housing: Phase 3 of the WCI development will deliver a significant number, range and mix of homes which will make a valuable contribution towards the Council's Housing targets, which have been increased within the White City Regeneration Area in the Local Plan (2018). The proposed mix of tenure types and sizes would be in accordance with the approved outline planning permission and would comply with Policies 3.3B, 3.3D and 3.3E of the London Plan (2016), and policies H01, H03, H05 and H07 of the Local Plan (2018) and the Council's Planning Guidance Supplementary Planning Document (2018) and White City Opportunity Area Planning Framework (2013).

Design: The reserved matters submission is in accordance with the parameter plans and design codes, and condition tolerances as set out in the outline planning permission. Development Plots E1, E2 and E3 provides a considered design response to the emerging character of the Regeneration Area and has no unacceptable adverse impacts on the surrounding built environment which includes the Wood Lane Conservation Area and Grade II listed Television Centre building. The scale, appearance and layout of Development Plots E1, E2 and E3 is considered to meet the policy requirements in delivering buildings with good quality architecture which optimises the residential capacity of the site and provides high quality urban realm. Specifically, the distribution of scale, massing and height of the taller elements has been demonstrated to have minimal adverse townscape, heritage and visual amenity impacts on the local and wider context. Although this part of the WCL proposed development will be highly visible and will have an impact on views from within LBHF and in the short-medium term from RBKC, it is considered that the impact is not one of significant harm to conservation areas or local townscape and the proposed development would have a neutral impact on the skyline of this part of White City. The proposed development is therefore considered acceptable in accordance with policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8 and 7.21 of the London Plan (2016) and policies WCRA, WCRA1, DC1, DC2, DC3 and DC8 of the Local Plan (2018) and the Council's Planning Guidance Supplementary Planning Document (2018) and White City Opportunity Area Planning Framework (2013).

Built Heritage: It is considered that the proposed development within Phase 3 which comprises Buildings E1, E2 and E3 and the associated public realm and external areas would cause less than substantial harm to the character or appearance of the conservation area and setting of the nearby listed buildings. The limited extent of harm that is caused would be outweighed by the significant townscape, urban design and regeneration benefits of the proposals, individually and as part of the comprehensive development which together, form significant public benefits to outweigh the less than substantial harm. The proposed development would be visible from within LBHF and from isolated instances in the Royal Borough of Kensington and Chelsea. The impact of the proposal on the historic significance, visual amenity, character and appearance of these areas, in particular Wood Lane Conservation Area and setting of the Grade II listed

buildings in the area, is considered on balance acceptable. Special regard has been given to the desirability of preserving the heritage assets (or settings of) in accordance with the statutory duty, which it is accepted is a higher duty, in accordance with Sections 66 and 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as amended. The proposed development is therefore considered to be acceptable and would be in accordance with policies 7.4, 7.7 and 7.8 of the London Plan (2016), policies WCRA, WCRA1, DC1, DC2, DC3 and DC8 of the Local Plan (2018) and the Council's Planning Guidance Supplementary Planning Document (2018) and White City Opportunity Area Planning Framework (2013).

Residential Amenity: The proposed development within Phase 3 which comprises Buildings E1, E2 and E3 and the associated public realm and external area would not result in significant harm to the amenities of adjoining occupiers in terms of daylight/sunlight, over-shadowing, and privacy. It is considered that the proposals have been designed so that they do not unduly prejudice the development potential of the adjoining sites to the west and north which have the capacity to contribute towards the comprehensive regeneration of the Opportunity Area, by virtue of the extent of the daylight, sunlight, overshadowing and privacy impacts. Potential impacts (both of the scheme and its cumulative effects) in terms of air quality, light pollution, solar glare, wind tunnelling, noise or TV/radio reception would be acceptable, subject to the various mitigation methods proposed which are secured by conditions in the outline permission. In this regard, the development would respect the principles of good neighbourliness. The proposed development is therefore considered to be acceptable and would be in accordance with policies 3.5, 3.6, 3.8, 7.3, 7.6, 7.7, 7.14 and 7.15 of the London Plan (2016) and policies WCRA, WCRA1, CC10, CC11, CC12, CC13, DC1, DC2, DC3 and DC8 of the Local Plan (2018) and the Council's Planning Guidance Supplementary Planning Document (2018) and White City Opportunity Area Planning Framework (2013).

Access: Subject to conditions, it is considered that the development within Phase 3 which comprises Buildings E1, E2 and E3 and the associated public realm and external area would provide a safe and secure environment for all users. The development is therefore considered to be acceptable in accordance with Policies 3.8, 6.12 and 7.2 of the London Plan (2016), policy H05, DC1 and DC2 of the Local Plan (2018) and the Council's "Planning Guidance" Supplementary Planning Document (2018).

Quality of Residential Accommodation: Notwithstanding the instances whereby the residential accommodation falls short of standards set out in the planning guidance (in terms of light levels and privacy), the proposed Buildings E1, E2 and E3 and associated external landscaped areas which form Phase 3 of the wider WCL development is considered, on balance to provide an acceptable standard of accommodation for future occupiers of the residential accommodation in respect of the living space, aspect and amenity, for a scheme which is located within a high density urban context that is envisaged to optimise development capacity. The majority of the proposed units within Buildings E1, E2 and E3 would benefit from acceptable levels of daylight/sunlight, outlook and privacy. The Phase 3 development is therefore considered, on balance, to be acceptable in accordance with Policies 3.5 and 3.8 of the London Plan (2016), Policy H04 and H011 of the

Local Plan (2018) and the Council's "Planning Guidance" Supplementary Planning Document (2018).

Highways: Subject to conditions recommended in the reserved matters application, and the conditions and s106 obligations attached to the outline planning permission, Development Plots E1, E2 and E3 (Phase 3) would not result in any significant adverse impacts on traffic generation or congestion of the road network. Satisfactory provision would be made for car and cycle parking for this phase, and subject to appropriate details being secured as conditions on the reserved matters application and the outline permission, adequate servicing facilities and provision for storage and collection of refuse and recyclables would also be provided for in this part of the WCL development. The development would therefore be acceptable in accordance with the NPPF (2019), London Plan (2016) Policies 6.3, 6.9, 6.10, 6.11, 6.13, Policies T2, T3, T4 and T7 of the Local Plan (2018)

Sustainability: Sustainability measures for sustainable design and construction have been incorporated into Development Plots E1, E2 and E3 (Phase 3). In addition, measures have been secured by conditions pursuant to the outline permission 2017/04377/VAR to reduce CO2 emissions. The development would therefore be acceptable in accordance with London Plan (2016) Policies 5.1,5.2, 5.3, 5.6, 5.7, 5.8 and 5.9 and Local Plan (2018) policies CC1, CC2 and CC4.

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

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

Application form received: 25th April 2019

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:

Comments from:

London Underground Limited
Historic England London Region

Dated:

17.05.19
13.05.19

Neighbour Comments:

Letters from:

117 wood lane w12 7ed London 7ed
1E Aviation House Gatwick Airport South Crawley RH6 0YR
117 wood lane w12 7ed London 7ed

Dated:

07.07.19
14.05.19
03.06.19

1.0 BACKGROUND

1.1 This planning report relates to the submission of a reserved matters application dealing with all reserved matters including access, appearance, landscaping, layout and scale in respect of Development Plots E1, E2 and E3 (erection of 17 to 35 storey buildings with basement level providing 518 residential units and commercial floorspace with associated external amenity space, public realm, car and cycle parking and other works) pursuant to planning application 2017/04377/VAR (for the comprehensive residential led mixed use redevelopment of the former Marks and Spencer Warehouse Site in White City).

1.2 The reserved matters constitute Phase 3 of the White City Living development, to the east of Wood Lane, within White City. The submission follows the approval of a 96A Non-Material Amendment to the planning permission 2017/04377/VAR (for the comprehensive development) which amended parameter plans relating to phases 3, 4 and 5 of the development to allow for changes to the positions, heights, footprint and orientation of the various development plots. The recently approved amendments also included a minor adjustment to the phasing plan. Conditions 4 and 5 (of the extant planning permission for the wider redevelopment scheme) are thus updated to reflect the substituted parameter plans, design codes and phasing plan.

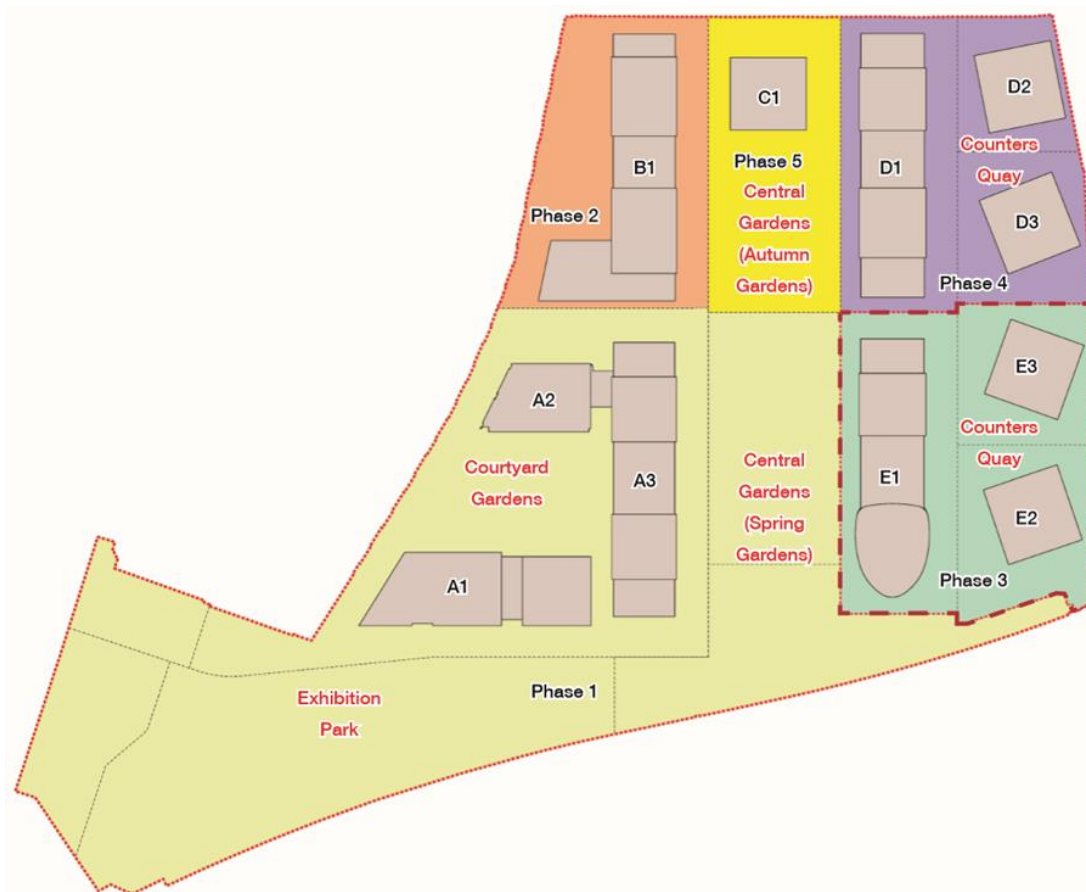
1.3 Further design development work has been carried out by the applicant to facilitate the submission of a reserved matters application for phase 3 and the applicant has engaged with the council in preparing the phase 3 detailed designs for Development Plots E1, E2 and E3 in addition to the public realm surrounding these blocks.

1.4 The WCL application site was previously occupied by a 21,807square metre warehouse that Marks and Spencer plc (M&S) used as a mock layout store with associated car parking and service yard. The site was purchased by the St James Group in 2014. The former warehouse has been demolished and Phases 1 and 2 of the development are under construction.

1.5 The WCL site is accessed off the A219 Wood Lane via a site access road in the south-west corner which bridges over the Central Line track. In addition to the site, the access road also serves the Ugli Campus building. The applicant is in possession of a long-term lease allowing access over the bridge providing access from the A219 across the Central Line cutting. To the south-west of the WCL site lies the new pedestrian deck which provides pedestrian access through the proposed Exhibition Gardens and Kiralfy Square to Wood Lane. There is a secondary access point to the site from the south through one of the arches beneath the Hammersmith and City Line viaduct for emergencies. All vehicle access, aside from emergency vehicles, enters and exits the site from the existing bridge across the Central Line cutting.

1.6 The Site of Phase 3 is positioned in the south eastern corner of the wider application site. The wider site comprises land which lies adjacent to the Hammersmith and City Line/Circle Line underground viaduct to the south and is adjacent to the Network Rail embankment and National Rail Overground line to the east. The central green is located to the west of the phase 3 land, which is to be constructed as part of the public open space provided as part of the WCL development.

Image 1: Phase 3 Site Plan



Planning Designations

1.7 The London Plan (as altered 2016) and the subsequent Draft London Plan (2017) designate the site within the White City Opportunity Area; which is expected to deliver a substantial number of new homes and jobs through comprehensive regeneration. The White City Opportunity Area Planning Framework (WCOAPF, October 2013) identifies the site within the White City East Area and within a proposed housing area as part of mixed-use schemes.

1.8 The LBHF Local Plan (2018) identify the site as being located within the Wood Lane Conservation Area; which was designated by LBHF in 1991 to principally protect the Grade II Listed BBC Television Centre which is located 100m west of the site. It is also designated in the Local Plan as being within the White City Regeneration Area, and within Strategic Site WCRA 1 'White City East'. The site is affected by Aerodrome safeguarding of Heathrow 150m and Northolt 91.4m and is also located in close proximity to listed buildings most notably the BBC Television Centre and the Dimco Building off Ariel Way (on the Westfield site). The site is located within Flood Risk Zone 1 and is also located within an Air Quality Management Area (as is the whole Borough). The site does not contain any listed buildings or any nationally designated heritage assets such as scheduled monuments or registered parks and gardens and is not within an Archaeological Priority Area nor is it affected by any strategic views.

Surrounding Area

1.9 The surrounding area currently comprises predominantly of commercial, residential and retail uses. Immediately to the north of the site is the former Dairy Crest site, which currently comprises industrial and storage companies. Although the site currently benefits from outline planning permission for a residential led mixed use development comprising up to 1,150 residential units (Ref: 2012/02454/OUT), the site was acquired by Imperial College London (ICL) in 2014, who have submitted plans to redevelop the site for mixed uses with predominantly educational/academic uses. An application for temporary uses has been submitted by ICL for this site and has been approved by LBHF which is currently under construction.

1.10 ICL also owns a strip of land immediately to the west of the Site which comprises 4-6 storey UGLI buildings and is occupied in part by the BBC. The applicant (St James) has an option to acquire this site and has submitted a planning application for its redevelopment (Ref: 2018/03058/FUL). Access to this site from Wood Lane is shared with the M&S site. Further west is the former BBC Television Centre and beyond lies Hammersmith Park. The owner of the former TVC (Stanhope) has obtained planning permission for a hybrid application for a comprehensive mixed-use development of the site comprising up to 943 residential units and the provision of new offices, leisure, retail and restaurant uses and the retention of Studios 1-3. The applicant has implemented this permission with Development Area 1 now completed.

1.11 Approximately 300m to the south of the site is Westfield Shopping Centre. Westfield Ltd has received resolution to grant outline planning permission for a retail/leisure and office extension and residential dwellings on land to the north of the existing shopping centre. This application has subsequently been modified and the applicant is in the process of implementing the amended consent alongside standalone developments for additional retail and office floorspace which are currently under construction with the retail phase completed in 2018.

1.12 To the south is the Hammersmith and City/Circle Line viaduct, the arches of which are subject to their own design proposals with planning permission secured for the change of use to retail and office uses and reopening several arches to provide connectivity between the M&S site and the Westfield site to the south.

1.13 The nearest residential properties within LBHF are located approx 400m to the west of the site within the Wood Lane Estate which comprises a council-owned housing estate to the north of the refurbished Television Centre building. The properties in the Estate will have limited views of the Phase 3 development as the properties in the Wood Lane Estate are located to the West of Wood Lane. The approved buildings within Phases 1 and 2, and the Ugli Buildings and White City Station lie in between the estate and Phase 3. Phase 3 lies immediately adjacent to the eastern boundary of the site, which runs alongside the A3220 West Cross Route and Overground rail line lies the Shugard Self Storage warehouse and the Harrow Cub which are located within RBKC.

1.14 The Westway Travellers' Site is located approximately 250m to the northeast underneath the A3320 flyover. To the east is the West London Line Railway, the railway embankment is designated as a Green Corridor and area of Nature Conservation and the A3320 lies beyond this. The A3320 is a major multi-lane highway and is set at an elevated level for much of its length, therefore acting as a major physical barrier between the areas either side of it. The area immediately to the east of the West Cross

Route is largely occupied by commercial buildings and lies within the Royal Borough of Kensington and Chelsea.

1.15 The site is highly accessible, which is reflected in its Public Transport Accessibility Level (PTAL) of 6b. White City Bus Station with numerous bus services is located to the south of the Site and White City and Wood Lane London Underground Stations are a short walk to the north and south of the site respectively, providing access to the central, circle and Hammersmith and City Lines. Shepherd's Bush Station is also located approximately 800m to the south of the Site and provides links to destinations such as Milton Keynes Central and Willesden Junction to the north and Clapham Junction and Croydon South to the south and Stratford to the east. A Santander Cycle Hire Docking Station is located approximately 200m to the south of the site. The site is also in close proximity to a wide range of amenities including Westfield Shopping Centre and Shepherds Bush to the south. A number of schools and places of worship are within the vicinity of the site and Hammersmith Hospital is situated approximately 900m to the north-west of the Site across the A40.

2.0 PLANNING HISTORY:

2.1 Planning History records indicate that the former warehouse (Units 1-7) was erected in the early 1980s, although there are several planning permissions issued between 1978 and 1986 for various extensions and alterations to the building and site. The authorised use class appears to be Class B8 (storage and distribution) which was permitted in the original planning permission dated 19/10/1977 (Ref: RN/H/401/77) for the whole building. Marks and Spencer are listed as the applicant in all applications in this period.

2.2 The original planning application (Ref: 2014/04726/OUT) for the comprehensive redevelopment of the site was granted permission on 16th December 2015 with the following description:

Planning application (part detailed/part outline) for the demolition of all existing buildings and structures and the redevelopment of the site for residential and mixed uses comprising the erection of new buildings ranging from 11 to 30 storeys to provide up to 1,465 residential units (Class C3) and use classes (A1-A5, B1, D1 & D2), the provision of a new publicly accessible open space, new pedestrian and vehicle routes, accesses and amenity areas, basement level car park with integral servicing areas and other associated works:

(1) Detailed planning application for up to 37,935 sqm. (GEA) new residential floorspace with ancillary residential facilities (C3) (excluding basement floorspace); up to 1,995 sqm. (GEA) flexible commercial floorspace (A1-A5), community (D1) and leisure (D2) (excluding basement floorspace); provision of a new basement level; provision of a new bridge over the central line cutting; means of access; and associated amenity space, landscaping, car parking and cycle parking, energy centre, and other associated infrastructure works.

(2) Outline planning application (with all matters reserved) for up to 112,295 sqm. (GEA) residential floorspace and ancillary residential facilities (C3) (excluding basement area), flexible commercial (A1-A5), office (B1) use, community (D1) and leisure (D2) floorspace; provision of a new basement level; new and altered pedestrian and vehicular access including decked area over the central line cutting at the south west

corner of the site; and associated amenity space, open space, landscaping, car parking and motorcycle parking, and other associated infrastructure works. APPROVED
16/12/2015

2.3 This permission was varied in 2017 (ref: 2016/03907/VAR - the First Variation Application) dated May 2017 and varied again in 2018 (ref: 2017/04377/VAR - the Second Variation Application) dated 25th June 2018. The Second Variation Application comprises the extant permission and is the relevant permission subject to amendment in this application. The description of the development of the extant planning permission is as follows:

Variation to conditions 1-8 of planning permission 2016/03907/VAR (for the comprehensive phased redevelopment of the site for a residential-led mixed-use development) granted 23/05/2017 in order to permit minor material amendments to the outline form of development. Amendments comprise modifications to the approved Parameters Plans and Development Specification and Parameters Report that cover design alterations to Development Plots B1 (varying the horizontal parameters (to - 0.92m to +27.98m) to permit an extended southern building line), Development Plots D1 and E1 (varying parameters to extend the maximum heights by an additional +2.31m and 8.86m), Development Plots D2, D3 and E2 (varying parameters to extend maximum heights by an additional +4.79m) and incorporating a new additional Development Plot E3 (to comprise residential use within a new building up to 74.45m in height). The specified amendments would facilitate the optimisation of residential units to increase the overall maximum unit numbers from 1,477 to 1,814 units including the provision of an additional 118 affordable units (35% of the additional units).

Reserved Matters

2.4 Various applications have been submitted for the approval of reserved matters in connection with the following phases, which are relevant to the extant planning permission;

Phase 1B - The Pedestrian Deck [Ref: 2016/03650/RES] Submission of reserved matters (access, appearance, landscaping, layout and scale) for the Decking over the Central Line cutting (Phase 1B) in connection with planning permission ref: 2014/04726/OUT for the redevelopment of the former M&S Warehouse Site granted 16th December 2015. Approved 09/11/2016.

Phase 1C - Exhibition Park [2017/03358/RES] Reserved Matters Application to discharge access, appearance, landscaping, layout, and scale pursuant to Condition 1 for the land identified as Exhibition Park within the masterplan for the M&S Site redevelopment, pursuant to Outline Planning Permission ref: 2017/04377/VAR Approved 22/01/2019

Phase 1E - Central Gardens South [2017/04827/RES] Reserved Matters Application to discharge access, appearance, landscaping, layout, and scale pursuant to Condition 1 for the land identified as Spring Garden within the masterplan for the M&S Site redevelopment, pursuant to Outline Planning Permission reference 2014/04726/OUT, approved on 16th December 2015. Approved 04.06.2018

Phase 1F - Kiralfy Square [2017/04823/RES] Reserved Matters Application to discharge access, appearance, landscaping, layout, and scale pursuant to Condition 1 for the land identified as Kiralfy Square within the masterplan for the M&S Site redevelopment, pursuant to Outline Planning Permission reference 2014/04726/OUT, approved on 16th December 2015. Approved 04.06.2018.

Phase 2 - Development Plan B1 [2018/02377/RES] Submission of reserved matters application dealing with all reserved matters including access, appearance, landscaping, layout and scale in respect of Development Plot B1 comprising the erection of 13-27 storey building with basement level providing 427 affordable homes (including 60 x Extra Care Units) and 1,027 sqm (GEA) flexible commercial floorspace (Use Classes A1/A2/A3/A4/A5/B1/D1 or D2) with associated external amenity space, public realm, car and cycle parking and other works) pursuant to planning application 2017/04377/VAR (for the comprehensive residential led mixed use redevelopment of the former M&S Warehouse Site in White City). Approved 18/10/2018

THIS APPLICATION. Phase 3 - Development Plots E1, E2 and E3 [Ref: 2019/01300/RES] Submission of a reserved matters application dealing with all reserved matters including access, appearance, landscaping, layout and scale in respect of Development Plots E1, E2 and E3 (erection of 17 - 35 storey buildings with basement level providing 518 residential units and commercial floorspace with associated external amenity space, public realm, car and cycle parking and other works) pursuant to planning application 2017/04377/VAR (for the comprehensive residential led mixed use redevelopment of the former M&S Warehouse Site in White City). Pending

Non- Material Amendments (NMAT)

2.5 The applicant has obtained multiple approvals for a range of non-material amendments to the above planning permissions with the most recent approval which relates to the extant planning permission ref: 2017/04377/VAR comprising the following:

Ref: 2019/00722/NMAT: Non Material Amendment to Planning Permission (Ref: 2017/04377/VAR dated 25/06/2018) seeking to amend the approved horizontal and vertical parameter plans to allow amendments to the proposed form and height of Building E1, clarification to the ground floor land uses parameter plan (to indicate flexible ground floor uses in Building E2), and position and siting of buildings D2, D3, E2, E3; amendments to the Mandatory Design Code; and Phasing Plan; including variation of condition 4 (design codes and parameter plans) and condition 5 (phasing plan) under s96A (3) of the Town and Country Planning Act (1990) as amended. Approved 1st August 2019.

Ref: 2018/02116/NMAT: Non Material Amendment to Planning Permission (Ref: 2017/04377/VAR dated 25/06/2018) seeking to change the mix and number of dwellings in Phase 1 and provision of additional residential dwelling no.s within Phases 2 and 3 of the comprehensive redevelopment of the former M&S Warehouse Site; by way of variation of condition 3 (amended drawing numbers) and condition 7 (no. of dwellings) to permit up to 1845 residential units (an additional 31 x units) under s96A (3) of the Town and Country Planning Act (1990) as amended. Approved 21st August 2018.

Phasing:

2.6 The planning permission will be implemented in phases, although the approved development comprises a series of Development Plots and Public Spaces, which shall be referred to as the following for the purposes of this report:

2.7 The development is in the process of being implemented and is subject to a phasing plan (approved through discharge of Condition 5 of 2014/04726/OUT on 12 August 2016. The phasing plan was subsequently varied by virtue of the amendments

set out in the above extant permission Ref: 2017/04377/VAR). The phases of development comprise:

Phase 1:

- Phase 1A - bridge (now completed)
- Phase 1B - pedestrian deck (now completed)
- Phase 1C - Exhibition Park (part completed with Temporary Marketing Suite)
- Phase 1D - construction of Development Plots A1, A2, and A3, associated basement, access roads and communal open space/landscaping (under construction)
- Phase 1E - southern part of the Central Gardens
- Phase 1F - Kiralfy Square
- Phase 2:
- Phase 2 - construction of Development Plots B1; associated basement, access roads and communal open space/landscaping (under construction)
- Phase 3:
- Phase 3A- construction of superstructure of Development Plot E1; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 3B - construction of superstructure of Development Plot E2; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 3C - construction of superstructure of Development Plot E3; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 4:
- Phase 4A - construction of superstructure of Development Plot D1; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 4B - construction of superstructure of Development Plot D2; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 4C - construction of superstructure of Development Plot D3; part of Counters Quay; associated basement, access roads and communal open space/landscaping
- Phase 5:
- Phase 5A - construction of superstructure of Development Plot C1; associated basement, access roads and communal open space/landscaping
- Phase 5B - northern part of Central Garden

2.8 This application is seeking non-material amendments to phases 3, 4 and 5 and a minor amendment to the phasing plan.

3.0 CONSULTATION RESPONSES

3.1 The application has been advertised by way of a Site Notice (17/05/2019) and a Press Release (17/05/2019) with an expiry date for comments of 10/06/2019.

3.2 372 Consultation letters were sent to adjoining occupiers and businesses in surrounding properties on Wood Lane, White City Close, White City Road, Exhibition Close, Hunt Close, Silver Road, Eynham Road, Evesham Street, Clifton Avenue, Ariel

Way, South Africa Road, MacFarlane Road, Relay Road, White City Place, Television Centre, Olaf Street, Imperial College (Woodlands), Imperial College (Dairy Crest), Westfield London.

3.3 One objection has been received from the Wood Lane Tenants and Residents Association [representing residents within the Wood Lane Estate to the west of Wood Lane] raising the following points:

- (i) Where is consultation being carried out?
- (ii) Where is the entrance site for cars? There is enough traffic on Wood Lane already.
- (iii) Height of 35 floors is too high and unsightly and will block light
- (iv) What about social housing? Is the 35% is for imperial staff?

[Response: (i) The planning consultation has been carried out in accordance with the statutory requirements as set out in para 3.1 of this report. (ii) The vehicular access is located adjacent to Wood Lane south of White City Station with the car park entrance provided in Phase 1 of the development. The access and car park entrance are approved under phase 1. The outline planning permission for the development has established that the impact on local traffic would be acceptable subject to conditions and planning obligations secured in the permission. No further consideration of traffic impact is required as part of this reserved matters submission. (iii) The parameter plans permit a tall building of up to 35 storeys (subject to detailed design) in Phase 3 therefore the principle of a tall building (of 35 storeys) is considered acceptable. The detailed design complies with the Design Codes and Parameter Plans and officers assessment of the scale and detailed design is set out in the report below. The submitted daylight/sunlight report demonstrates that there would be minimal daylight/sunlight transgressions to existing properties in the area and that an acceptable level of light could be provided within the development itself, acknowledging it is in an urban dense location. (iv) The affordable housing provisions for the development are located in phase 2 in addition to phases financial contribution towards affordable housing in the Borough. The tenure and quantum of affordable is not a consideration for this reserved matters application.]

External Consultation:

3.4 The following external consultations were undertaken:

a) Transport for London: In the submitted Access Statement, Section 3.4 Cycle Parking stated 'Cyclists will access the basement level via a shared cycle and vehicular ramp accessed from the private road. The access ramp will have a shallow gradient of 1:21 and a safe cycle route clearly segregated from the vehicular route.' Further details required to show how cycle route would be segregated from vehicular route while sharing the same ramp for access? And enable cycle to access/ exit without running risk of collision with other vehicles.

A number of cycle stores have been shown in the Basement Plan as well as in the submitted Access statement; the applicant needs to clarify the capacity of each of the cycle stores within the application. It should be noted the London Cycle Design Standards (LCDS) and West Trans Cycle guidance seeks that cycle store to be in smaller clusters to maximum convenience and security for cyclists; therefore any single

residential cycle storage area with a capacity of over 100 bikes would not be acceptable, a revision to layout would therefore be required.

The provision of electric vehicle charging points (EVCP) are not shown in the submitted Access Statement and Plan. EVCP must be provided to the London Plan standards accordingly.

(Officer Response: The cycle access route is expected to be shared with vehicles. The access routes within the basement are 6000mm wide allowing for two vehicles passing and sufficient turning space in and out of parking spaces. The width of access route allows for at least 2m clear passing of cycles. The applicant has submitted a technical note which sets out how the applicant has investigated introducing smaller stores within the basement. The note states that the basement layout (which contains 11 x stores (for 851 cycles) with only 2 x stores which accommodate 220 and 265 cycle spaces) has been carefully co-ordinated around site constraints, performance requirements and service strategies in order to achieve the most efficient use of space. It also states that introducing smaller stores (of around 150 capacity) is not feasible as it would make the layouts less efficient as new routes in and out of the stores would need to be created, increasing circulation but decreasing usable floor space for storage. Officers consider the note provides justification to ensure there is an appropriate balance between the quantum of cycle spaces being provided and the practicality and efficiency of their use).

- b) Network Rail: No response.
- c) London Underground: No objections. LU can confirm that the planning applicant is in communication with London Underground engineers with regard to the development above. Therefore, no comment is made on the application except that the developer should continue to work with LU engineers.
- d) Historic England: No objections
- e) Greater London Archaeology Advisory Service: No response.
- f) Environment Agency: No response
- g) London Fire and Emergency Planning Authority: No response.
- h) Metropolitan Police: No response.
- i) Crime Prevention Design Advisor: No response.
- j) Civil Aviation Authority: No objections. Recommend that London Westland Heliport is advised of this proposal.
- k) Thames Water: No response.
- l) The Hammersmith Society: No response.
- m) Action on Disability Forum:

Internal Consultation:

3.5 The following internal consultation was undertaken.

- a) Urban Design and Conservation: Raises no objections and provides comments which are summarised in section 6 of this report.
- b) Air Quality (Environmental Quality): No objections subject to conditions on the outline application being complied with.
- c) Environmental Policy Officer: An Energy Statement has been submitted with the application. A 41% reduction in CO2 emissions is required to demonstrate compliance with the commitment given in the Energy Strategy submitted with the original application. The Energy Statement submitted with this RES application shows that energy efficiency measures and connection into the locally available heat network are calculated to provide 41.3% reduction in CO2 emissions. This is in line with the commitment provided previously and meets the London Plan minimum target of a 35% reduction. For this phase, the proposals are acceptable and comply with energy policy requirements

The landscaping proposals include a water feature with cascade, lagoon and also an amenity lawn. It is stated that lawns and planting will provide a landscaped setting to the buildings and a buffer to the access road. There is also a Japanese communal garden between Buildings E1 and E2 and a densely planted area along the eastern boundary along with other landscaping. Have sustainable drainage proposals for this Phase been submitted? Opportunities for sustainable drainage measures should be incorporated into the landscaping proposals but there is no reference to this in the landscape section. How can LBHF ensure that SuDS measures such as rainwater harvesting and re-use (possibly for irrigation of landscaping or as part of the water feature) and use of infiltration and permeable surfaces (including permeable paving and landscaped features where possible) are being integrated?

A Sustainability Statement has been submitted with the application. A BREEAM rating of "Very Good" for the non-residential elements is to be achieved which will demonstrate compliance with sustainability policy requirements. For the residential units, details of sustainability measures to be integrated have also been provided. Water efficiency measures are proposed, waste management and recycling provisions will be provided to minimise waste production and maximise recycling on site, waste will also be minimised during the construction phase, sustainable building materials will be used where possible with reference to the BRE's Green Guide to Specification, landscaping enhancements will be implemented to improve biodiversity. Other measures are also proposed to minimise pollution impacts and promote sustainable transport. Energy efficiency measures will also be integrated - as outlined in the separate Energy Statement. The submitted Sustainability Statement shows that sustainable design and construction measures will provide sufficient sustainability performance to meet our Local Plan requirements. For this phase, the proposals are acceptable and comply with sustainability policy requirements

Response: A site-wide drainage strategy has been approved under condition 25 (2016/00889/DET). The site strategy allows for a 1000m³ tank (under Exhibition Park) to control the flow of water release into the local network in a controlled manner. Condition 31 requires details of a sustainable urban drainage system (SUDS) for each

Development Plot to be submitted and approved. For Phase 3 the submitted details will demonstrate compliance with the site-wide strategy. It will demonstrate that all Phase 3 landscaping is located above a podium with a drainage mat under to catch and convey water to collection points and then into the storage tank for controlled release.

- d) Highways and Engineering: No objections (verbally made)
- e) Public Protection and Safety: No objections
- f) Director of Children's Services: No response.
- g) Building Control: No response.
- h) Arboricultural Officer: No response
- i) Recycling team: No response.
- j) Bi-Borough Legal Services: No response
- k) Hammersmith and Fulham Primary Care: No response.
- l) Land Contamination Team: No objections.
- m) Licensing Team: No response.
- n) Adult Social Care: No response.

4.0 PROPOSED DEVELOPMENT

4.1 This application seeks approval for all reserved matters relating to Development Plots E1, E2 and E3 in Phase 3 of the WCL development.

4.2 Condition 4 of 2017/04377/VAR requires details of the layout and scale brought forward under Reserved Matters applications to be fully in accordance with the Development Specification and Parameters and the approved Parameter Plans. Condition 4 also requires Reserved Matters applications to be in accordance with the mandatory guidelines in the Design Codes which were submitted with the outline application. The Design Codes provide adequate assurance in respect of the quality of the architecture and design.

4.3 The RMA addresses details relating to

- Access;
- Appearance;
- Landscaping;
- Layout; and
- Scale of development.

4.4 On the basis of the above, this application is submitted for:

'Submission of a reserved matters application dealing with all reserved matters including access, appearance, landscaping, layout and scale in respect of Development

Plots E1, E2 and E3 (erection of 17 - 35 storey buildings with basement level providing 518 residential units and commercial floorspace with associated external amenity space, public realm, car and cycle parking and other works) pursuant to planning application 2017/04377/VAR (for the comprehensive residential led mixed use redevelopment of the former M&S Warehouse Site in White City).'

4.5 In respect of access, building appearance, layout and scale of development, full details of all elements are provided in the plans, elevations and sections, and within the Design and Access Statement which have been revised subsequent to the original submission.

4.6 The detailed scheme proposed under this RMA comprises a total of 518 residential units. 1,465sqm (GEA) of flexible commercial floorspace is provided at ground floor levels in Plots E1 and E2. The commercial floorspace is flexible to provide class A1 (retail), A2 (financial and professional services), A3 (food and drink), A4 (drinking establishments); A5 (hot food takeaway); B1 (office); D1 (non-residential institutions) and D2 (assembly and leisure) uses. Car and secure residents' cycle parking is provided at basement level with 71 car parking spaces shown in the submitted plan (17 x accessible bays and 54 x standard bays).

Land Use Amounts

4.7 The proposed development in Phase 3 comprises the following provisions within each Development Plot. The consented maximum amounts are set out on the last column.

Table 1. Land Uses

Plot	Land Use	Proposed	Maximum Consented
Plot E1	Residential (C3)	32,294 sqm	32,496 sqm
Plot E1	Non-Residential (A1-A5, B1, D1 & D2)	1,047 sqm	1,200 sqm
Plot E2	Residential (C3)	9,442 sqm	9,468 sqm
Plot E2	Non-Residential (A1-A5, B1, D1 & D2)	418 sqm	1,000 sqm
Plot E3	Residential (C3)	9,442 sqm	9,469 sqm
Plot E3	Non-Residential (A1-A5, B1, D1 & D2)	0 sqm	1,200 sqm

4.8 These uses will front all elevations of E1 and E2, onto the public open spaces of the proposed Central Gardens and proposed Counters Quay. The commercial spaces are to provide uses to compliment the predominantly residential development and opportunities to activate the ground level façades and public realm.

Residential quantum

4.9 Phase 3 provides a total of 518 homes within the three Development Plots. All 52 x Wheelchair Accessible M4(3) (b) (and could be easily adapted to (a) standard) sized properties are located within Buildings E2 and E3, in a variety of locations and property types. The following mix of dwellings are proposed:

Table 2. Dwelling Mix

	Plot E1	Plot E2	Plot E3
Studio 1 Bed	13 units	9 units	10 units
1 Bed 2 Person	107 units	27 units	29 units
2 Bed 4 Person	175 units	57 units	55 units
3 Bed 6 Person	22 units	6 units	6 units
Penthouses	2 units	0 units	0 units
Total	319 units	99 units	100 units

Public amenity space and play space

4.10 The proposals include provision for publicly accessible open spaces around the edges of the buildings which accommodate some natural play spaces and water features around the base of buildings E2 and E3. These areas have been designed to integrate with the site wide landscape masterplan and complement the landscape themes within phases 1 and 2.

Parking and cycle storage

4.11 Car parking within Phase 3 is provided as part of the overall basement parking strategy. Standard dimension parking spaces within the basement will be available for lease. Phase 3 provides a total number of 71 parking bays comprising 54 standard parking bays and 17 accessible parking bays. The wheelchair spaces are located within reasonable distance to the relevant residential cores.

4.12 Cycle parking is provided for the residents of Building E1, E2, E3 in enclosed, secured basement areas. For the proposed mix of homes to be provided within Phase 3, this equates to a requirement of 851 long term residential cycle parking spaces in the basement. A total of 851 will be provided across 11 x stores, located evenly between the cores. In addition, 13 short stay cycle parking stands are provided at podium level within the landscape area.

Layout

4.13 Phase 3 comprises three Buildings, E1 to the west and E2 and E3 to the east. The buildings are separated by a north-south access route, soft landscape and a cascading water feature (known as Counters Quay within the Masterplan).

4.14 Building E1 comprises similar 'skyline' typology buildings as consented in phases 1 and 2 with a landmark tower to the south extending to 35 storeys. Buildings E2 and E3 comprise two of four buildings proposed along the eastern site boundary collectively known as 'Counters Quay'.

4.15 Following the natural topography of the site, the landscape will rise to the north with a meandering and cascading water feature wrapping the building façades of E2 and E3 and terminating in a cascade and lagoon to the south of E2. Lawns and planting will provide a landscaped setting and a buffer to the access road. External terraces at ground floor water feature and landscape. A Japanese inspired garden will provide amenity space between E2 and E3. A 'torii' gateway and bridge will provide access into the garden. The garden pathways include raised planters with integral seating and

feature lighting. Aligned with the bridge a Japanese themed sculpture will provide added interest. The eastern boundary will be densely planted in a naturalistic, botanic style creating a landscape which will host a variety of tree species.

Landscaping and Biodiversity

4.16 Native species and sub-cultivars of native species (of value to wildlife) are proposed to enhance the biodiversity value of the site. Tree and shrub planting including native species and species selected from the Royal Horticultural Societies' 'Perfect for Pollinators' schedule of plants are proposed alongside hedge planting along the eastern boundary, evergreen and native species, species rich amenity grass, localised increased depth of water to southern lagoon and Bird & Bat nesting boxes.

4.17 A palette of hard landscaping materials has been selected which is consistent with and complementary to the palette used throughout the wider Masterplan and development phases that are under construction. The proposed surface material is a granolithic block pavier with a mixed aspect ratio and colour tone. Feature paving areas will be laid in blocks of dark and light contrasting colour mixes with silver granite banding. Elsewhere paving areas will include resin bound gravel.

Play and Amenity

4.18 The majority of the sitewide playable space requirement is to be provided in earlier phases of the development. The Phase 3 proposals comprise mainly amenity lawns which incorporate open lawn area and natural play features. Playable and amenity spaces are anticipated established (in phase 1 and 2) prior to completion and occupation of Phase 3. Future phases will incorporate the Communal Central Garden which will also incorporate natural play elements, an open lawn area and playable paths.

Building Heights and Description

Building E1

4.19 Building E1 is broken down into 4 sub-buildings E1.1, E1.2, E1.3 and E1.4 which range from 17 to 35 storeys.

4.20 Building E1.1 is the northernmost block bookending the building which is 19 storeys (71.4m in height above ground level). To create an open corner in keeping with the Design Code and Building A3 across the Spring Gardens, the corners of block E1.1 have balconies which project on the east and westerly direction. The top of the block is treated with a low parapet and handrail around the roof terrace; external private amenity. The proposals have been amended following further design development which reconfigures the northern most dwellings by moving the bedrooms to the north façade. The fenestration pattern has been modified to respond to this change and the inset balconies have been omitted.

4.21 Building E1.2 is the northern tower element of the building which is 23 storeys (87.8m in height). The tower serves as a feature, articulating the skyline and forming a relationship with the towers of the other Skyline typology buildings; in particular block A3.2 on the opposite side of the Central Gardens. The top of the blocks include plant

enclosures and private roof terrace set back within, and projecting above, the precast concrete frame, in keeping with the design of phases 1 and 2.

4.22 Building E1.3 comprises the central block which is 17 storeys (68.3m in height). The massing of this central block is proposed to maximise the potential of the parameter massing. To the East and West, the facade steps back to allow for projecting balconies. The top of the block includes a smoke extract plant enclosure set back from the external facade line, in keeping with the design of Blocks A3.3 and B1.3.

4.23 E1.4 is the tallest element of the building and Masterplan at 35 storeys (122.3m in height). This building comprises a townscape marker for the Masterplan which is located at the eastern end of the Green. The massing form with rounded 'plectrum-shaped' plan is proposed to maximise the potential of the parameter massing, with wrap-around projecting balconies to all sides. The top of the block tiers back at level 28 and steps back further at the top storey, to form an elegant profile and top of the block.

Buildings E2 and E3

4.24 Buildings E2 and E3 comprise the southern two of four x 20 storey buildings proposed along the eastern site boundary collectively known as Counters Quay. Conceptually the buildings were conceived as 'vases in the water landscape'. Buildings E2 and E3 form a family of four complementary buildings. Buildings D2 and D3 which complete this family will come forward within Phase 4. The massing of both buildings is proposed to be setback from the parameter line to allow for projecting balconies to all sides which sit within the prescribed 'Zone of Articulation' - in accordance with the detail described within the Design Codes. The roof level is utilised as both private amenity terrace spaces and enclosed rooftop plant.

Materiality

4.25 The façades of Buildings E2 and E3 will be comprised of a Terracotta cladding façade cladding material. Window frames are 'played-down' with a dark tone grey. Metalwork balcony balustrades are also grey so as not to visually compete with the primary terracotta cladding. A provisional colour and texture strategy has been developed and illustrated in the Design and Access Statement. This defines the different approaches to both buildings with Building E2 comprising a blue tone and Building E3 a red tone, with variations of the selected colours within each colour range.

4.26 The facades of Building E1 generally are consistent with Phases 1 and 2 which comprises a material palette in keeping with the Skyline typology blocks, with the precast concrete, metal window frames and trims and a palette of natural white, portland, natural stone and cerise precast concrete and bronze metalwork. Building E1.4 (the tallest building) is articulated by the strong curved pre-cast frame with curved metal balustrading with inset glazed facades following the curve.

4.27 Revised plans and elevations have been submitted to ensure that the curved form of the taller block is consistent with the Design Codes submitted with the outline application which confirmed that the facades would not be faceted. The metal balustrading which follows the curved frame of Building E1.4 has been revised to omit the balustrade detail and be fully curved (and not faceted as originally proposed). The revised plans also include modified floorplans of the two bed units at the northern end of Building E1 and external amendments which comprise filling in the original recessed

corner balconies and inserting new projecting balconies on the eastern and western facades from levels 2 upwards.

5.0 Planning Considerations

5.1 The Town and Country Planning Act 1990 (referred to as 'the Act'), the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England and Wales.

5.2 Collectively, the three Acts create a 'plan led' system, which requires local planning authorities to determine planning applications in accordance with an adopted statutory Development Plan, unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act). It is important to note that the previously approved reserved matters submission, approved within the same statutory Development Plan is an important material planning consideration which is to be taken into account in the assessment of this application for reserved matters.

5.3 In this instance, the relevant Development Plan for the area at the time of determining this application comprises the following:

- The London Plan (2016)
- The Local Plan (2018)

5.4 In addition, the various Mayor's Supplementary Planning Guidance and the LBHF Planning Guidance Supplementary Planning Guidance (2018) (and the White City Opportunity Area Planning Framework) are material planning considerations at the date of the planning committee and at the date which the application will be determined.

National Planning Policy

5.5 In July 2018, a new National Planning Policy Framework (NPPF) was published by the Department of Communities and Local Government which has been updated in February (2019) and again in June (2019). The NPPF (2019) sets out the Government's economic, environmental, and social planning policies for England; it sets out that the purpose of the planning system is to contribute to the achievement of sustainable development. In terms of development management, the NPPF advises that the primary objective of development management is to foster the delivery of sustainable development, not to hinder or prevent development. The NPPF encourages engagement in pre-application discussions, consultation and generally front-loading the planning application process. It also sets out that in determining planning applications, local planning authorities should apply the presumption in favour of sustainable development. The NPPF (2019) does not introduce any major new planning policy guidelines that are of relevance to this reserved matter submission, other than the need to ensure the development supports high quality communications.

Regional Planning Policy

The London Plan 2016

5.6 Both the adopted and emerging London Plan designates the Site within the White City Opportunity Area (WCOA). Opportunity Areas are identified on the basis that they

can accommodate substantial new jobs and homes and the London Plan advises that their potential should be maximised. The Draft New London Plan is currently out for consultation and the weight to be attached to these policies at the current time is limited.

Local Planning Policy

LBHF Local Plan 2018

5.7 The Local Plan together with the London Plan form the LB Hammersmith and Fulham's Development Plan, which will be used to determine individual planning applications and shape the future development of the borough.

5.8 The Local Plan incorporates an increase in target additional new homes within the White City Regeneration Area to 6,000 (from 5,000 in the former Core Strategy).

5.9 Policy HO1 - (Housing Supply) states that the Council will work with partner organisations and landowners to exceed the London Plan (2016) target of 1,031 additional dwellings a year up to 2025 and to continue to seek at least 1,031 additional dwellings a year in the period up to 2035.

5.10 The following policies in the Local Plan (2018) are of most relevance to the consideration of the reserved matters.

- The Proposed Local Plan policy WCRA incorporates an increase in target additional new homes within the White City Regeneration Area to 6,000 (from 5,000 in the former Core Strategy). Strategic Site Policy WCRA1 (White City East) states that the council will seek regeneration in White City East for a mixed-use urban quarter within a high-quality environment. The application site falls within this strategic development site.
- Policy HO4 (Housing Quality and Density) sets out that the Council will expect all housing development to respect the local setting and context, provide a high-quality residential environment, be well designed internally and externally, be energy efficient and provide a good range of housing types and sizes
- Policy H05 (Housing Mix) states that all new housing provided as part of the new major development should provide a mix of housing including family housing. Developments should aim to meet a range of different mixes depending on the tenure of housing.
- Policy HO11 (Detailed Residential Standards) requires that that the design and quality of all new housing, including new build, is of a high standard and that developments provide housing that will meet the needs of future occupants and respect the principles of good neighbourliness. The policy sets out a number of design considerations which will be taken into account in assessing schemes.
- Policy DC1 (Built Environment) requires all development within the borough, including in the regeneration areas, to create a high-quality urban environment that respects and enhances its townscape context and heritage assets.

- Policy DC2 (New Build Development). New build development will be permitted if it is of a high standard of design and compatible with the scale and character of existing development and its setting
- 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.
- Policy OS2 (Access to Parks and Open Spaces) states that the council will seek to reduce open space deficiency and to improve will protect and enhance the quality of, and access to, existing open space by (but not limited to) requiring provision of accessible and inclusive new open space in major development, particularly within the council's regeneration areas;
- Policy OS3 (Playspace for Children and Young People) requires accessible and inclusive, safe and secure communal playspace will be required on site within new residential development that provides family accommodation; that is well designed and located and caters for the different needs of all children, including children in younger age groups, older children, teenagers and disabled children. The scale of provision and associated play equipment will be in proportion to the scale and nature of the proposed development.
- Policy OS5 (Greening the Borough) states that the council will seek to enhance biodiversity and green infrastructure in the borough by maximising the provision of gardens, garden space and soft landscaping, seeking green or brown roofs and other planting as part of new development; seeking retention of existing trees and provision of new trees on development sites; and adding to the greening of streets and the public realm.
- Policy DC5 (Shopfronts) requires new developments which include retail areas to provide a framework into which a shopfront and signage of a suitable scale can be inserted.
- Policy T3 (Increasing and promoting Opportunities for Cycling and Walking) states that the council will encourage and support the increasing use of bicycles by requiring new developments to include the provision of convenient accessible and safe secure cycle parking within the boundary of the site; the provision of suitable changing and showering facilities and developer contributions for improvements to cycling infrastructure, including contributions to the extension of TfL's Cycle Hire Scheme TfL or other Cycle Hire schemes to mitigate their impact on the existing network. The council will facilitate walking by requiring larger developments to provide: accessible, inclusive and safe pedestrian routes within and through the larger developments and contributing to improvements in the local highway infrastructure and walking environment.
- Policy T4 (Vehicle Parking Standards) requires any proposed development (new build, conversion or change of use) to conform to its car parking standards; and requires car parking permit free measures on all new development unless evidence is provided to show that there is a significant lack of public transport available. Policy T5 (Parking for Blue Badge Holders) requires new developments that include vehicular access to

provide accessible, off street car parking bays for Blue Badge holders even if no other general parking is provided as part of the development.

6.0 PLANNING CONSIDERATIONS

6.1 The key planning considerations relevant to Phase 3 (comprising Development Plots E1, E2 and E3) reserved matters are:

- Principle of Development
- An assessment of the principle of the reserved matters submission with regards to layout, scale, appearance, landscaping and means of access
- Heritage Considerations
- Commercial Uses
- Housing;
- Dwelling mix;
- Residential quality;
- Amenity Space and Play Space;
- Accessible Design.
- Amenity Impacts;
- Transport and Parking (Car and Cycle);
- Waste and Recycling Arrangements;
- Environmental Impacts;

6.2 The reserved matters submission for phase 3 is in full accordance with the parameter plans and development specification report which stipulate the land use provisions, site-wide dwelling mix, scale, siting, layout and form of the development, as set out in the approved outline planning permission. The development blocks are in accordance with the vertical and horizontal and land use parameters approved under planning permission Ref: 2017/04377/VAR (as amended by non-material amendments in 2018 and 2019).

6.3 Phase 3 will contribute towards meeting local and strategic housing needs by delivering a significant number of new homes (518). This would also assist the creation of a new vibrant urban location within the Borough with a stimulating and high-quality environment, accessible to the public, where people will want to live, work, shop and spend time. The development aims to provide a high-quality external environment in the landscaped areas and public realm in between the development blocks. The frontages will provide an active ground floor with the retail and leisure uses on Buildings E1 and E2 that could increase vibrancy and vitality.

6.4 The principle of the land uses and type of development set out in the reserved matters submission is considered to be acceptable, and would be in accordance with policies 2.13, 2.15, 3.3B, 3.3D and 3.3E of the London Plan (2016) and Policies WCRA, WCRA1, H01, H03, DC1, DC2 and DC3 of the Local Plan (2018).

Reserved Matters

Layout

6.5 The Phase 3 development site is located in the southeast corner of the wider WCL Masterplan and comprises proposals for three new buildings E1, E2 and E3 as well as landscape, public realm and associated infrastructure. The eastern and southern

boundaries of Phase 3 are adjacent to active rail lines, on land owned and operated by Network Rail and London Underground. To the south, the railway is elevated above the Site, supported by the viaduct with archways below.

6.6 Building E1 forms a backdrop to the eastern edge of Central Gardens. The block also addresses Kiralfy Square, and Counters Quay to the east; which will accommodate a family of four buildings (including Buildings E2 and E3, which form part of this phase) set within a landscaped water feature. Buildings D2 and D3 are located within Phase 4 and will come forward in future reserved matters submissions.

6.7 Building E1's building line steps in and out to achieve a division in plan, and the heights of each section of the building step up and down. The staggered massing and articulation of the 4 component parts of the building breaks up the scale and height of the development. In addition, by setting back the tops of the taller elements of the building, a varied skyline is created. Building E1 addresses the eastern side of the central green and lies opposite Phases 1 which is currently under construction. The proposals include provision of a 'marker' tower element in the southern element. The marker building has an elliptical plan form and façade articulation, responding to all sides with equal hierarchy. The elliptical form of the tower responds to its setting as the key 'gateway' marking Kiralfy Square and the east-west open space with the western view terminating in the Television Centre. The elliptical plan form of Building E1.4 is expressed by the external pre-cast curved frame which contains private external amenity spaces, which wrap around the full length of the facade cladding.

6.8 At ground floor level it is proposed to create a mixture of flexible, commercial floorspace; providing class A1 (retail), A2 (financial and professional services), A3 (food and drink), A4 (drinking establishments); A5 (hot food takeaway); B1 (office); D1 (non-residential institutions) and D2 (assembly and leisure) uses. These commercial units will have active frontages to the main public spaces of the Central Gardens and Counters Quay which is supported and is in accordance with the land use and ground floor parameters plans. Building E1 is located above the single level car park (at basement level), which extends across the majority of the Phase. The basement provides for building services and plant, refuse and recycling storage, and cycle and car parking.

Buildings E2 and E3

6.9 Buildings E2 and E3 comprise the southern two of four buildings proposed along the eastern site boundary identified in the masterplan as Counters Quay. The landscape will rise to the north with a cascading water feature wrapping the base of the building façades and terminating in a cascade, lagoon and amenity lawn to the south. It is an opportunity to introduce water and diversify the range of character areas within the development with a softer landscaped base, in contrast to the urban environment beyond.

6.10 Island gardens and planted peninsulas will step into the water landscape to provide a mixture of residents' and publicly accessible gardens at the waterside. The applicant suggests that the buildings were conceived as 'vases in the water landscape'. Buildings E2 and E3 form a family of four complementary buildings. Buildings D2 and D3 which complete this family will come forward within Phase 4.

6.11 Buildings E2 and E3 are of equal massing and collectively form the eastern boundary of the Masterplan. The buildings are positioned at oblique angles to one

another and the adjacent linear Building E1. By siting buildings E2 and E3 at oblique angles, instances of direct overlooking within the minimum 18m separation distances (from habitable room window to habitable room window) between the buildings can be minimised. The provision of projecting balconies and the angled facades ensures that there are no instances of habitable room windows that are directly adjacent to each other in the opposing building. The buildings' square form plan ensures that their facades are treated with equal hierarchy presenting a 'front' to all sides.

6.12 It is proposed to create a mixture of flexible, commercial floorspace at the ground floor level of E2; providing class A1 (retail), A2 (financial and professional services), A3 (food and drink), A4 (drinking establishments); A5 (hot food takeaway); B1 (office); D1 (non-residential institutions) and D2 (assembly and leisure) uses. The ground floor of Building E3 provides ancillary residential space. The provision of non-residential uses at the ground floor within E2 is in accordance with the land use and ground floor parameter plans.

Scale and Massing

6.14 Local Plan policy DC3 (Tall Buildings) highlights the White City Regeneration Area as an area where tall buildings are considered appropriate subject to their design being of the highest architectural quality and which have a positive relationship to the surrounding townscape. Building E1 ranges between 17 and 35 storeys in height, whilst Buildings E2 and E3 are both 20 storeys in height.

6.15 The height and scale of the proposed buildings within the RMA accord with the horizontal and vertical parameters set out within the updated parameter plans (March 2019) submitted with the approved non-material amendment application (2019/00722/NMAT). The applicant has provided a statement of compliance with the Scheme Parameters which is set out in the Design and Access Statement. Officers confirm that with regards to scale, massing height, layout and land uses that the reserved matter submission is in broad compliance with the approved parameter plans and development specification document.

Appearance

6.16 Under the outline planning permission, a Design Code was approved for Development Plots E1, E2 and E3 which provided detailed design guidelines that the development must follow, and which the reserved matters submissions should adhere to.

6.17 The façade design of each of the three buildings has been developed following the design principles established within the Design Codes and quality precedent established within the approved Phases 1 and 2. The detailed proposals for Building E1.4 (the tallest building) have been revised to ensure that the metal balustrades follows the curved pre-cast concrete bands on each floor to ensure the strong curved form of the building is achieved which was required as part of the outline masterplan and detailed in the design codes. The Design and Access statement has been amended to confirm that the external frame and balustrades will be fully curved and will not be faceted. It is recognised that the development will require the outer frame and balustrade details to be made in a bespoke way for construction purposes and that they will need to be inserted with vertical joints. It is considered that the joints will appear less pronounced when the building frame is fully curved. Officers consider the curved

building will make a positive contribution to the masterplan and the townscape within the area by forming a building of unique quality and architectural character.

6.17 In addition, the development respects and contributes to the design of the wider masterplan site and complies with the approved Design Codes. A Design Code Compliance Statement has been prepared by Patel Taylor and accompanies this application.

6.18 The materials in the composition of the façades for Plot E1 have been selected to express the various design objectives for each building, whilst complementing and creating connections with each other. The facades will comprise a simple palette of precast concrete frames in white or natural stone colours; pre-cast concrete cladding in cerise, taupe and natural stone colours; and metal cladding, window frames and balustrades in bronze or black tones. Glass balustrades and full height glazing will also be used throughout.

6.19 Buildings E2 and E3 will be comprised of a simple palette of materials, with the principal material being terracotta cladding with various profiles, finishes and colours. Terracotta cladding has the potential to comprise a high-quality material and is considered to provide a complimentary counterpoint to the precast cladding materials elsewhere in the masterplan. The terracotta is anticipated to achieve a radiance and would change appearance in varying light conditions and throughout the day and seasons. It is also expected to reflect the water from the lagoons below.

6.20 It is important to ensure that the varied cladding profiles, colour variation and finishes of the terracotta panels are refined at the construction stages to ensure the design quality of Buildings E2 and E3 is optimised. Further details of materials/samples will be required via planning conditions which will set out a detailed colour and texture strategy for the cladding in Buildings E2 and E3. Accordingly, it is considered that the proposals comply with Local Plan policies DC1, DC2 and DC3 as well as the design policies within the LBHF Planning Guidance SPD. The overall design quality is in accordance with the design principles and design codes set out in the outline permission.

Built Heritage:

6.21 Phase 3 is situated on the eastern side of the WCL site, but the buildings would be viewed in various viewpoints within the area alongside the remaining parts of the development which, combined, would form the setting of the Grade II listed Television Centre building which has recently been redeveloped. Phase 3 has no direct relationship with the locally listed White City Station buildings or the Grade II listed Dimco buildings on the Westfield site. The site is also located within the Wood Lane Conservation Area and so it is considered that the development would have an impact on the character and appearance of the Wood Lane Conservation Area and the setting of the Grade II listed Television Centre.

6.22 It is considered that the phase 3 development would cause less than substantial harm to the character or appearance of the conservation area and setting of the nearby listed Television Centre. The limited extent of harm that is caused would be outweighed by the significant townscape, urban design and regeneration benefits of the proposals, individually and as part of the comprehensive development which together, form significant public benefits to outweigh the less than substantial harm. The proposed

development would be visible from within LBHF and from isolated instances in the Royal Borough of Kensington and Chelsea. The impact of the proposal on the historic significance, visual amenity, character and appearance of these areas, in particular Wood Lane Conservation Area and setting of the Grade II listed buildings in the area, is considered on balance acceptable. Special regard has been given to the desirability of preserving the heritage assets (or settings of) in accordance with the statutory duty, which it is accepted is a higher duty, in accordance with Sections 66 and 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as amended. The proposed development is therefore considered to be acceptable and would be in accordance with policies 7.4, 7.7 and 7.8 of the London Plan (2016), policies WCRA, WCRA1, DC1, DC2, DC3 and DC8 of the Local Plan (2018) and the Council's Planning Guidance Supplementary Planning Document (2018) and White City Opportunity Area Planning Framework (2013).

Landscaping

6.23 Local Plan policy OS5 (Greening the Borough) sets out that the Council will seek to enhance biodiversity and green infrastructure in the borough by maximising the provision of soft landscaping and other planting as part of the development. The original outline application established character areas relating to each proposed phase of development. The character area established for this Phase within the approved masterplan is retained and developed within this Reserved Matters applications.

6.24 The focal aspect of the landscaping is a meandering and cascading water feature which takes advantage of the natural topography of the site's landscape. The water features wrap around the facades of Buildings E2 and E3 and terminate in a cascade, lagoon and amenity lawn to the south. Lawns and planting will provide a landscaped setting to the buildings and a buffer to the access road. The base of the water feature will be finished in dark paving to promote the reflectivity of the water and providing a continuity of tone with the dark coloured facade treatment at the ground floor of the buildings. Marginal and aquatic planting will be established in suitable locations along the course of the water feature, providing a naturalistic aesthetic and promoting biodiversity.

6.25 A Japanese themed communal garden is proposed which is located between Buildings E2 and E3. This space is accessible to visiting members of the public via a 'torii' gateway and bridge. This will provide an intimate and attractively landscaped public amenity space of a contrasting scale and character to the principal open spaces provided elsewhere within the overall masterplan.

6.26 The eastern site boundary will be densely planted in a naturalistic and botanic style creating a rich and dynamic landscape hosting a variety of tree species. Swathes of underplanting will flow alongside Buildings E2 and E3 which will assist the natural movement of the cascading water feature.

6.27 Where appropriate, native species and sub-cultivars of native species have been proposed, as well as species of known value to wildlife, in order to improve the biodiversity value of the proposals.

6.28 The landscaping throughout Phase 3 is designed to be accessible and will provide opportunities to socialise, play and relax. Specifically, Phase 3 will deliver amenity

lawns - incorporating open lawn areas and natural play features; and communal gardens - incorporating natural play elements, playable paths, seating and landscaping.

6.29 Overall, the proposals will provide high quality landscaping across phase 3 as required by Local Plan Policy OS5 (Greening the Borough).

Commercial land use

6.30 Building E1 will accommodate 1,047 sqm GEA of flexible, commercial floorspace at ground floor level. This does not exceed the maximum commercial space provision of 1,200 sqm which is set by the Amended Development Specification and Parameters (October 2017).

6.31 Building E2 will accommodate 418 sqm GEA of flexible, commercial floorspace at ground floor level. This is also below the maximum commercial space provision of 1,000 sqm which is set by the Amended Development Specification. No commercial floorspace is proposed within E3, with the ground and parts of the first floor providing ancillary communal residential areas for the benefit of residents.

6.32 The commercial uses within Buildings E1 and E2 are located so that they face the main public spaces to the south, west and north of the buildings. The flexible commercial units will provide active surveillance and ground floor level activity and accord with the aims of Local Plan Strategic Policy WCRA (White City Regeneration Area) which seeks high quality, mixed use development. No further conditions are necessary in connection with the land uses as conditions are set out in the outline permission which regulate the various land use operations and their impacts.

Housing

6.33 Table 1 in part 4 of this report confirms the dwelling mix across the three buildings. The three buildings would provide a mix of unit sizes and types to ensure that a mixed and balanced community would be achieved. In this regard the proposal incorporates an appropriate range of one- and two-bedroom units as well as larger three and four bedroom units suitable for family accommodation. Therefore, the proposed housing mix is considered appropriate to meet a variety of housing needs and current market conditions and complies with Local Plan Policy HO5.

6.34 No affordable housing is provided in this block as Phase 2 comprises the full affordable housing requirement for the wider development and therefore no affordable housing is required within this particular phase. The legal obligations for development set out in the s106 agreement require the affordable housing in Phase 2 to be completed and transferred to a Registered Provider prior to the occupation of further private housing on the site. Phase 2 comprises 427 affordable housing homes. Construction of Phase 2 has commenced on site and the applicant has confirmed this will be delivered and transferred before 70% of the private housing (within the development) can be occupied. The requirements of the s106 agreement do not fetter or restrict the local planning authority from determining the Phase 3 reserved matters submission.

Standard of residential accommodation

6.35 Local Plan Policy HO4 (Housing Quality and Density) and London Plan policy 3.5 requires all housing development to respect the local setting and context, provide a high-quality residential environment, be well designed and provide a good range of housing types and sizes. Local Plan Policy HO11 (Detailed Residential Standards) requires that the design and quality of all new housing, including new build, is of a high standard and that developments provide housing that will meet the needs of future occupants and respect the principles of good neighbourliness. The policy sets out a number of design considerations which will be taken into account in assessing schemes.

Density

6.36 The proposed residential density for the RMA, based on the Phase 3 site area, would be 854 hr/ha or 316 units/ha. The principle of high-density housing is established in the outline planning permission, and by the approval of the reserved matters in phase 2 and detailed approval in phase 1. The density ratio of phase 3 fits within the density range for central London sites with good public transport accessibility, as outlined with Table 3.2 of the London Plan (2016). Accordingly, the density is considered acceptable recognising the high quality of design, the imperative to optimise the delivery of housing on sites in Opportunity Areas with high public transport accessibility, and always recognising the quantum of housing has been established by planning permission 2017/04377/VAR.

Internal space standards

6.37 London Plan policy 3.5 (Quality and design of housing developments) requires the internal sizes of all new residential units adhere to the MHCLG's Technical Housing Standards - Nationally Described Space Standards (2015). Local Plan policy HO4 (Housing Quality and Density) sets out that the Council will expect developments to meet the space standards which are set out within the London Plan.

6.38 The scheme provides high quality residential accommodation for future occupants. All dwellings meet or exceed the minimum internal floorspace standards set out in the Nationally Described Space Standards. Average floorspace sizes for each dwelling type are as follows:

Table 3. Dwelling Sizes

	Minimum Floorspace sqm	Average Floorspace sqm
Studio 1 Bed	39	43.7
1 Bed 2 Person	50	53.7
2 Bed 4 Person	70	87
2 Bed M4(3) wheelchair accessible unit	70	73.7
3 Bed 6 Person	95	125.6
3 Bed M4(3) wheelchair accessible unit	95	127.9
Penthouses	124	201.7

6.39 Floor to ceiling heights within all primary habitable areas are at least 2.5m in height. This accords with the requirements for the standard of accommodation as set out within Local Plan policy HO4 and London Plan policy 3.5. The use of separate cores within the buildings, where necessary, ensures that each core is accessible to no more than eight units, in accordance with the Mayor's Housing SPG (2016).

Wheelchair accessible units

6.40 Both Local Plan Policy HO6 (Accessible Housing) and London Plan policy 3.8 (Housing choice) requires that ninety percent of new housing is accessible and adaptable with the remaining ten percent of new units to be developed as wheelchair user dwellings, i.e. is designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users.

6.41 Of the 518 proposed units, every apartment has been designed to be accessible and adaptable dwellings, whilst 10% (52) will comply with the requirements as wheelchair user dwellings. A mixture of two and three bed wheelchair accessible units are provided across the development. The applicant has submitted a detailed Access Statement which provides dimensions and details of the in-built provisions which demonstrate the units are capable of being built to full wheelchair accessible standards set out in Part M4 (3) A & B of the Building Regulations. The proposals are considered to adhere to the technical standards and are considered to demonstrate compliance with planning policy HO6 of the Local Plan and 3.8 of the London Plan.

Amenity Spaces

6.42 The Mayor's Housing SPG sets a minimum of 5sqm of private outdoor space to be provided for 1-2 person dwellings and an extra 1sqm should be provided for each additional occupant. In terms of private amenity, each dwelling within the development will have access to generously sized private balcony which meets the requirements set by the Mayor's SPG. All dwellings within the three buildings will also have access to the expansive public amenity spaces throughout the development, including public spaces being delivered ahead of this Phase (i.e. Exhibition Park, Central Gardens and Kiralfy

Square). The wider masterplan will deliver over 3,500 sqm of playspace, which is policy compliant, and is established in the outline planning permission.

Daylight and sunlight

6.43 Local Plan Policy HO4 (Housing quality and density) expects housing development to be well designed internally and externally, and to ensure that good levels of daylight and sunlight are accessible to both future occupiers and sensitive adjoining occupiers. It expects housing to deliver a high-quality environment for its occupants, balancing requirements for factors such as outdoor amenity space against the quality of light within a development.

6.44 Policy 3.5 of the London Plan expects housing developments to be of the highest quality, internally and externally. Guidance on the application of Policy 3.5 is provided by the Mayor's Housing SPG (2016). The SPG echoes Policy 3.4 of the London Plan, which seeks to optimise housing output, and recognises that in achieving optimum housing delivery that "an appropriate degree of flexibility needs to be applied when using BRE guidelines to assess the daylight and sunlight ... within new developments. Guidelines should be applied sensitively to higher density development, especially in opportunity areas, town centres, large sites and accessible locations, where BRE advice suggests considering the use of alternative targets. This should take into account local circumstances; the need to optimise housing capacity; and scope for the character and form of an area to change over time."

6.45 The Housing SPG goes on to state that "The daylight targets within a proposed scheme should be assessed drawing on broadly comparable residential typologies within the area and of a similar nature across London. Decision makers should recognise that fully optimising housing potential on large sites may necessitate standards which depart from those presently experienced but which still achieve satisfactory levels of residential amenity.". It states that "BRE guidelines on assessing daylight and sunlight should be applied sensitively to higher density development in London, particularly in central and urban settings, recognising the London Plan's strategic approach to optimise housing output (Policy 3.4) and the need to accommodate additional housing supply in locations with good accessibility suitable for higher density development (Policy 3.3). Quantitative standards on daylight and sunlight should not be applied rigidly, without carefully considering the location and context and standards experienced in broadly comparable housing typologies in London."

6.46 The reserved matters submission includes a technical Daylight and Sunlight Report which uses the methods set out in the Building Research Establishment's (BRE) "Site layout planning for daylight and sunlight: A guide to good practice" to determine the provision of daylight and sunlight amenity within the proposed residential apartments. The BRE guidance document provides guidance for developers and local planning authorities. It is not an instrument of planning policy but is applied to all types of development and contexts. Officers have considered the resulting daylight and sunlight results within the development and have had regard to the guidance in coming to a view on the proposals. It is acknowledged that the BRE standards should be applied flexibly with respect to the development, which comprises a high-density urban city central development.

6.47 It is considered that the proposal has been designed to strike a balance between delivering satisfactory outlook and access to daylight/sunlight by virtue of the levels of

glazing with need to avoid over-heating within the apartments. The number of dual aspect units across the development has also been maximised where possible.

6.48 The Daylight and Sunlight Report includes the key existing neighbouring buildings and also other reasonable foreseeable neighbouring developments sufficiently close to the Site to warrant consideration. These include the Former Dairy Crest Site immediately to the north (pending application); and the Land North of Westfield Shopping Centre (or 'Westfield Phase 2') to the south. These schemes were built into the 3D computer model to provide a future baseline condition which assumes that they are fully built out and this effectively presents a worst-case scenario, not least because the key blocks included from the neighbouring cumulative schemes are primarily based on maximum outline parameters.

6.49 The analysis within the report demonstrates in the author's view that all residential units in the development will benefit from light provision to ensure that a suitable residential environment is being created. The Assessment tested all rooms within the lowest 19 storeys of the buildings on plots E1, E2 and E3. This amounts to 1277 rooms, of which 470 are living rooms, dining rooms or kitchens (or a combination thereof), and 757 are bedrooms. Balconies have been considered as being in place.

6.50 With regards to the daylight results (within Phase 3), the Assessment concludes that 1038 of the 1227 rooms (85%) would satisfy the appropriate target for Average Daylight Factor (ADF). This level of compliance is considered very good for such a high-density urban development and represents a higher level of compliance than achieved in Phase 1 and Phase 2 (the two previous approved detailed components of the development). Officers have reviewed the ADF assessment and concur with the findings and the broad conclusions.

6.51 Of the rooms that do not satisfy the recommended targets, around one-third represent minor transgressions with daylight levels within a factor of 0.3 of the target ADF. The remaining rooms that receive lower daylight levels are primarily located on the lower floors, where levels of obstruction are inevitably higher. In most cases these rooms are overhung by balconies which, whilst restricting daylight receipt, provide the units with private external amenity space, which is essential to meet other planning policy requirements. It is considered that the resultant lower daylight levels do not significantly compromise the quality of residential accommodation within the lower level units, which would otherwise be acceptable in terms of internal and external space standards.

6.52 In terms of sunlight, the emphasis of the BRE guidance is on living rooms rather than bedrooms and kitchens. The guide recommends that "Sensitive layout design of flats will attempt to ensure that each individual dwelling has at least one main living room which can receive a reasonable amount of sunlight ... Where possible, living rooms should face the southern or western parts of the sky and kitchens towards the north or east."

6.53 The degree of satisfaction for occupants is related to the expectation of sunlight, if a room is north facing, or in a densely-built urban area, the absence of sunlight is more acceptable. Accordingly, and as required by BRE guidance, only the living rooms of Buildings E1, E2 and E3 with windows orientated towards 90 degrees of due south have been presented within the report.

6.54 The results demonstrate that 130 (50%) of the 260 south facing windows adhere to the BRE guidelines for the annual sunlight assessment. For winter sunlight testing 203 (78%) of the same 406 south facing windows adhere to the guidelines. The results demonstrate that a reasonable level of sun-lighting could be achieved. However, as with the daylight results, the apartments that will experience lower levels of sunlight will otherwise meet the relevant planning and design standards for external and internal spaces and will otherwise provide a good standard of accommodation. In addition, given the high amenity value of the location and quality of the external environment in the development, it is reasonable to expect that residents/occupiers would be willing to compromise on the expectation for sunlight within the apartments. The level of compliance is very similar to that of Phase 2 for which reserved matters were approved in 2018.

6.55 As noted above, the results of the technical assessment are considered on the basis that an appropriate balance needs to be struck between providing adequate daylight and sun-lighting, with the potential for overheating. It is considered that the size of window openings and the light transmittance of the glazing in a development needs to balance these competing requirements. Equally, the need to provide daylight and sunlight to homes needs to be balanced against the strong planning policy imperative to provide private amenity space to homes in the form balconies, which often overshadow windows that would otherwise receive a higher level of light. The sunlight reaching the balconies, while not included in the APSH calculation at the centre of the windows, will undoubtedly contribute to the perception of sunlight and to the overall degree of satisfaction of the amenity within a home.

6.56 In conclusion, it is considered that the level of daylight and sunlight to windows within buildings E1, E2 and E3 is considered to be adequate, on balance, and having regard to the overall standard of accommodation and recognising the site's high-density urban context. London Plan and LBHF's Local Plan policies recognise the need to balance such considerations against the need to optimise sites, particularly in Opportunity Areas.

Aspect

6.57 LBHF's Planning Guidance SPD Policy 8 states that north facing residential units should be avoided where possible. Across the phase only 36 dwellings (7%) are north-facing, single aspect units. All of these are within Buildings E2 and E3 which, are angled and do not face due north. There are no single aspect north facing units within Building E1.

6.58 Again, recognising the high-density nature of the development and the need to balance delivery of homes in Opportunity Areas against detailed amenity guidance, this is considered acceptable.

Overlooking

6.59 Condition 79 of the outline permission (2017/04377/VAR) states:

The following non-principal elevations of the outline components shall be designed in such a way as to minimise direct overlooking between the plot and the directly adjacent development (where the details are known).

South elevation of B1
South elevation of D1
North elevation of E1

Where the details of the opposing Development Plot are unknown, the plot (relevant to the submitted details) shall be designed to include a combination of bay windows, obscure glazing or oriel style windows to any habitable or non-habitable room. No balconies or winter gardens will be permitted on these elevations.

6.60 The reserved matters application seeks to address the north elevation of Plot E1 referred to in the condition (which is adjacent to the south elevation in Plot D1 which is in phase 4). The plans and elevations of Building/Plot E1 was revised by the applicant in order to make changes to the internal flat layouts and to re-orientate living rooms to provide additional views over the central green. The resulting changes have led to the introduction of bedroom windows on the northern elevation which serve the 2nd bedroom within the 2-bed corner apartments. These elevations previously contained non-habitable room windows and secondary living windows to living rooms.

6.61 The elevations and plans for Plot E1 have been further amended to relocate the living room balconies. The original plans identified recessed areas within the north east and North West corners to Plot E1. These have been filled in to increase the internal living areas. Projecting balconies are proposed on the east and western elevations. It is considered that the revised proposals increase the number of primary habitable room windows on the northern façade and thus increases opportunities for overlooking within the minimum 18m separation distance set out in the Council's SPG. This will result in phase 4 being compromised somewhat if the building footprint seeks to mirror E1. Notwithstanding the potential relationship being close and inviting additional opportunities for direct overlooking, there is adequate scope for seeking further control under the submission of the phase 4 reserved matters application. It is recommended that condition 79 on the outline component sets out measures for which to follow in consideration of these proposals.

6.62 Recognising the high-density nature of the development as approved in outline, the proposed arrangement is considered to result in some overlooking between E1 and the adjacent northern building in the masterplan. However, as stated in the above paragraphs, it is considered that there remain adequate controls in the outline planning permission such as the condition and design codes to ensure unacceptable overlooking between the buildings (from directly facing habitable room windows) could be avoided.

6.63 Turning to Buildings E2 and E3 and their relationship with the linear E1 building, the axial orientation of Buildings E2 and E3 which creates oblique angles between these buildings and Building E1. This ensures that opportunities for overlooking from directly parallel windows are reduced. The distances between buildings, at their closest are comparable to the distances already approved on the site within other phases of the development.

6.64 The presence of projecting balconies on Buildings E2 and E3 also assist with providing further obstructions between adjacent apartments. Balconies which serve homes required to be located in the centre of the facades are restricted to two sides of the building only. Overall, the buildings' internal floor-plate arrangement is such that it locates these balconies to the outside, to minimise overlooking and maximise views to open vistas, away from Buildings E1 and D1.

6.65 It is acknowledged that the three buildings subject to the reserved matters submission are in close proximity to one another and that there will be a high degree of potential overlooking between residential properties. Notwithstanding this, the relationship is a typical one comparable with elsewhere in the development and the majority of windows will extend beyond the minimum separation distances set out in the SPG to prevent unacceptable overlooking. It is also considered the buildings have been sited at angles to prevent direct window to window overlooking to achieve adequate separation. It is also recognised that the site is in a dense urban city central development which provides access to a high level of amenities, public transport and accessibility, recognised in the Regeneration Area/Opportunity Area planning designation (which allows high density housing development at optimum levels). These factors provide justification to support the proposal and allow a relaxation of strict separation distances set out in planning guidance.

Transport and Parking (Car and Cycle);

Car Parking

6.66 The development is mostly car-free recognising its public transport accessibility, but the extant permission allows for a total of 586 spaces across the Site.

6.67 Local Plan Policy T2 states that any proposed development must conform to its car parking standards; these permit a maximum of:

- Up to 2 spaces per 4 bed units
- up to 1.4 spaces per 3 bed units
- less than 1 space per 1-2 bed units

6.68 The RMA proposals provide 17 wheelchair-accessible parking spaces and a further 54 standard sized spaces within the basement; providing 71 in total. The submitted plans indicate that there are 34 spaces provided as part of the basement area in phase 1 and a further 37 are provided in the basement within the Phase 3 area. These spaces are allocated for occupiers in phase 3. Each accessible parking space is located within 50m of its residential core. All spaces have an electrical vehicle charging point. Although this results in an overall ratio of 0.13 spaces per unit in this phase, which is well below the ranges set out in Policy T2, the car parking provisions of the whole development have been previously approved and therefore are not a matter for consideration of this reserved matters application. 586 car spaces are provided for the whole development which comprises a ratio of 0.32 spaces per dwelling. This level remains consistent with the site's accessibility and with the level of provision of previously approved Phases within the development.

6.69 No car parking is provided for the commercial elements of the development. The modal share of commercial employees is weighted towards public transport and sustainable modes of travel in line with much of the commercial uses in the Regeneration Area.

Cycle Parking

6.70 The cycle standards outlined in Policy 6.13 of the London Plan recommend a minimum of 1 space per one bedroom flat or studio, and 2 spaces for all other

dwelling. The development provides a policy compliant quantum of 851 secure cycle parking spaces for residents, within several secure storage areas at basement level. These are accessed via four communal residential lift cores. 5% (43) of the spaces would be accessible or flexible use cycle spaces in accordance with the London Cycle Design Standards.

6.71 Concern has been raised by TfL about the larger cycle storage areas and considers that these should be reduced in size in order to create additional smaller stores for under 100 cycles. There are three stores larger than the 100 spaces mentioned below. The guidance within the mentioned documents (West Trans Cycle guidance) states 'Where possible, several smaller cycle parking areas are preferred to one large cycle storage room/cage'.

6.72 The applicant has produced a response to TfL noting that phase 3 requires 851 cycle spaces in addition to the provision for plant and other ancillary areas. The applicant contends that plant spaces have been designed and optimised to have the best use of space for equipment and circulation. The applicant considers that the current layout allows the applicant to achieve the number of cycle spaces required utilising double stacked double sided storage which will be lost in some stores if limited to 100 cycles max. It is considered that in light of the restricted floor area within the basement in phase 3, that creating additional smaller cycle stores would also make the layouts less efficient as this would require new circulation routes in and out of the stores to be created which could in the applicants opinion, result in the loss of cycle storage.

6.73 Taking the above qualitative and quantitative recommendations and opinions into account, it is considered that there is a balance which needs to be found to determine whether the proposed solution is the optimum one. It is recognised that the physical floorspace area in the basement provides a constraint as does the need to provide sufficient area for plant machinery, circulation and fire escape access. It is considered that whilst 3 stores exceed the 100 limit recommended by TfL, there are a further 8 stores which are under this amount. The sizes of the larger stores appears to have limited scope for further internal subdivision without resulting in loss of spaces, therefore it is considered appropriate to seek to maximise the quantum of spaces available.

6.74 In accordance with the London Plan requirements, 13 residential visitor cycle parking spaces (1 per 40 units) are proposed at podium level within the landscaped area.

6.75 In conclusion, it is considered that the cycle provisions meet the London Plan requirements and is likely to encourage sustainable modes of travel, in accordance with emerging Local Plan T3.

- Waste and Recycling Arrangements;

6.76 Local Plan policy CC7 highlights the importance of sustainable waste management, ensuring that new developments have sustainable waste and recycling store facilities.

6.77 The plans and Design Statement demonstrate that each new home will be provided with adequate space to accommodate a general waste and separate recycling bin. Residents will be able to deposit waste and recycling at centrally located waste/recycling stores within each residential core at basement level.

6.78 Both commercial and residential waste and recycling storage would be provided in designated waste stores at basement level, removing it from the public realm as much as possible. Each residential core will have a separate provision of Eurobins at basement level for recyclable and general waste to be collected by the estate management for centralised compaction and twice-weekly collection. There is also a centralised store for larger items such as furniture which would be collected and removed as required. Commercial waste would be collected from dedicated stores daily.

6.79 The refuse and recycling provisions are considered to be compliant with the Local Plan policy CC7 and relevant design guidance.

- Environmental Impacts;

6.80 The environmental impacts have been fully considered and assessed within the Environmental Statement and Environmental Statement Addendums, submitted as part of the outline permission and subsequent variations. The most recent non-material amendment (ref: 2019/00722/NMAT) considered the additional environmental effects to result from the modified scheme. The Phase 3 RMA relates to the details of scale, appearance, layout, landscaping and access which are in full accordance with the conditions parameter plans and development specifications approved under the outline approvals.

6.81 It is considered the detailed proposals would not result in materially different conclusions from the assessments and conclusion within the recent 2019 ES Addendum.

Wind

6.82 The ES submitted with the original hybrid planning application, and its subsequent addenda, specify a requirement that future RMAs be accompanied by a plot-specific assessment of potential wind impacts and, if necessary, mitigation.

6.83 RWDI carried out wind tunnel testing of the Phase 3 buildings and their report accompanies the RMA planning submission. The wind tunnel testing was carried out on the basis of there being no landscaping or wind mitigation features and therefore presents a worst-case scenario.

6.84 The report identifies a number of locations within the Site where wind conditions are likely to be stronger than the intended use of a space, or in some limited cases where strong winds are likely that could endanger public safety. However, The report recommends that a suitably designed package of purposely designed landscaping and other design features will be capable of mitigating those areas identified to an acceptable and safe level. The detail of the landscaping package will require further wind tunnel testing to ensure that it will achieve the necessary mitigation, and this could be secured by way of a planning condition.

Energy and Sustainability

6.85 The original, and subsequently amended planning permissions for development of the Site include a planning condition (56) that requires the development to be carried out in accordance with the approved Energy Strategy.

6.86 A Sustainability Statement, Dynamic Overheating Assessment and Energy Statement prepared by Hodkinson are submitted with this application and demonstrate that Phase 3 will be developed in accordance with this condition. No further conditions are necessary.

Fire Strategy

6.87 A Fire Strategy Report has been submitted which outlines the fire strategy for the development in collaboration with fire safety inspectors and will form the basis for submission to Building Control.

6.88 The report examines fire detection and alarm systems, means of escape, and in particular the potential for external fire spread. Whilst these are not considered to comprise planning matters, they are not strictly relevant to the RMA. Nonetheless, the report demonstrates that they are of importance to the Applicant who has considered them with due diligence at this stage in the implementation process.

7.0 CONCLUSION

7.1 This application addresses the matters which are reserved in respect of Plots E1, E2 and E3 (Phase 3 of the WCL development), including the basement and external area pursuant to planning permission 2017/04377/VAR. The access, scale, layout, appearance and landscaping as detailed in this submission are considered to be acceptable and are in accordance with the parameters set out in the outline scheme.

7.2 The proposed development detailed in this submission is compliant with the principles and details approved under the outline planning permission and planning policies and guidance at all levels.

7.3 In summary, the detailed plans for Development Plots E1, E2 and E3, as amended in this reserved matters submission for this part of the wider development will form part of a high-quality residential-led mixed use development that would make a positive contribution to the White City Regeneration Area and will seek to deliver a significant part of the Strategic Regeneration site WCRA1 (designated in the Local Plan 2018) and the White City Opportunity Area (as designated in the London Plan 2016).

7.4 The development will deliver the entire affordable housing element of the former M&S site at its second phase which must be completed before any residential dwelling within phase 3 is occupied. The design quality of the architecture and associated landscape and public realm would be of a high standard recognising Building E1 contains one of the more significant land mark buildings within White City adjacent to the new Central Green and Kiralfy Square. The design quality is broadly consistent with standard in the detailed component within the approved phases 1 and 2 (Development Plots A1, A2 and A3, and B1 including the bridge and deck landscape/public realm works).