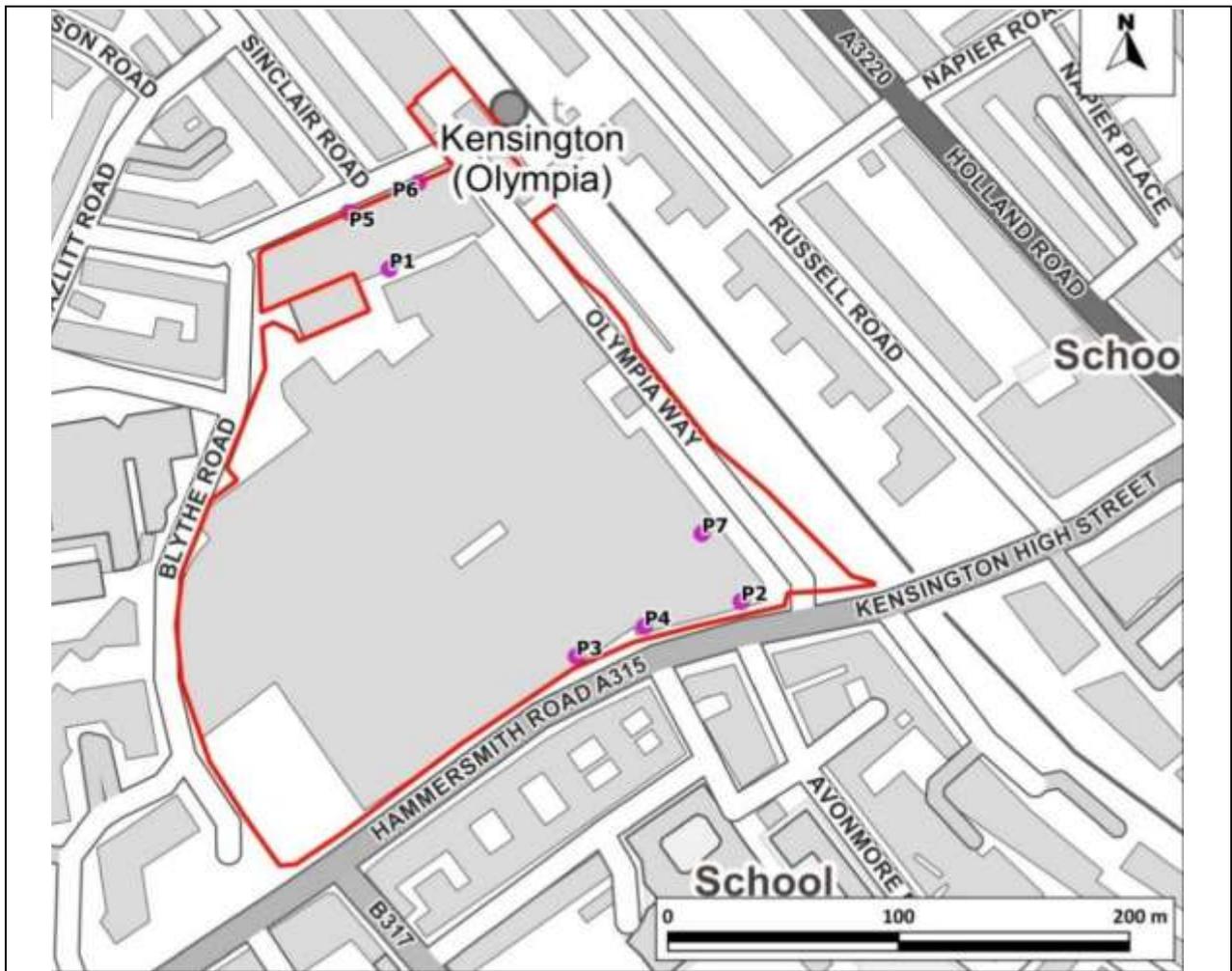


Ward: Avonmore And Brook Green

Site Address:

Olympia Exhibition Centre Hammersmith Road London W14 8UX



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For identification purposes only - do not scale.

Reg. No:

2020/01048/VAR

Date valid:

12.05.2020

Committee Date:

08.09.2020

Case Officer;

Peter Wilson

Conservation Area:

Olympia And Avonmore

Conservation Area - Number 23

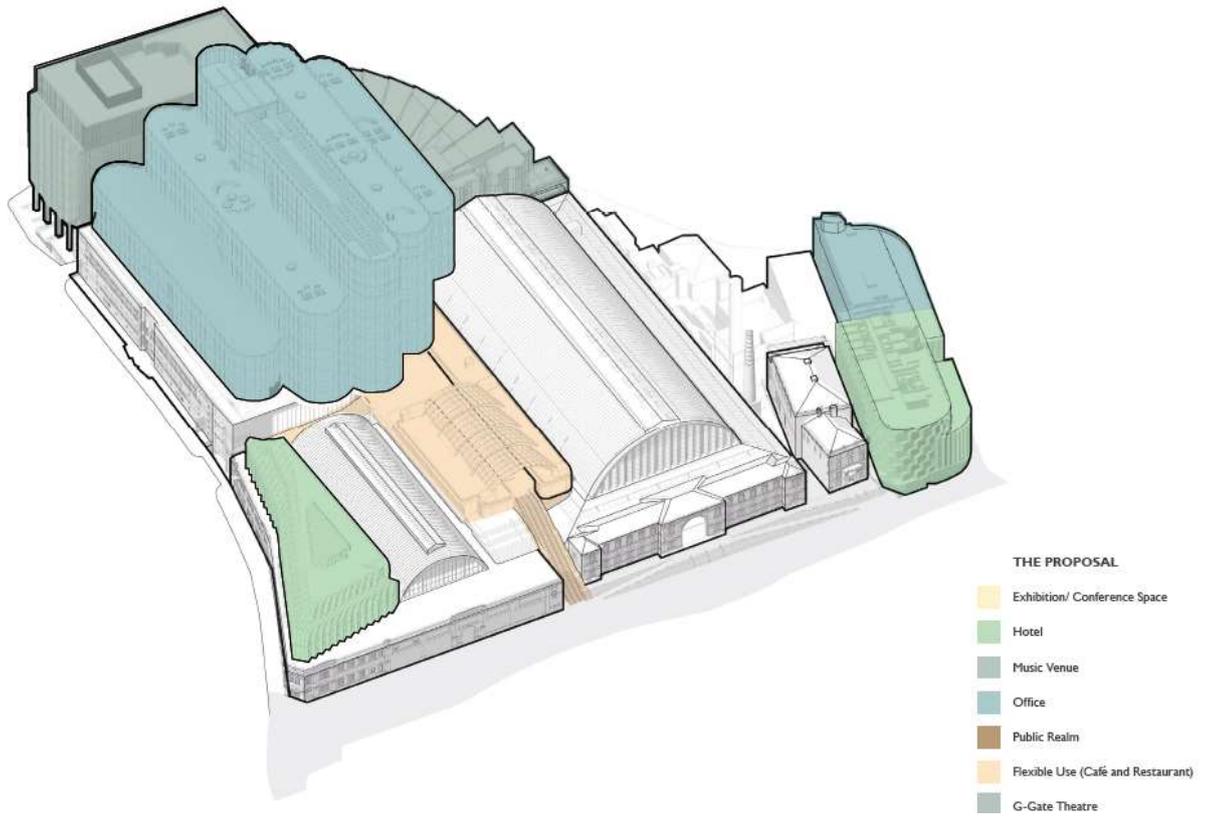
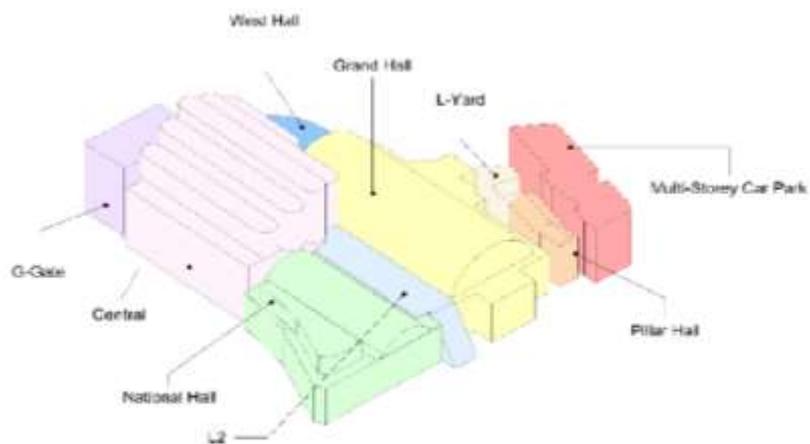
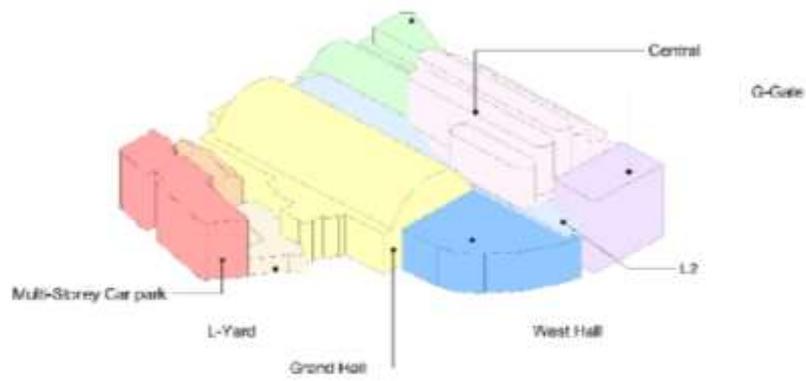


Image: Proposed development



Applicant:

Olympus Property Holding Limited

Description:

Minor-material amendment to Conditions 2 (Approved Drawings), 53 (to include office B1 use in G-gate), 54 (Maximum Floorspaces), and 72 (Hotel Bed Cap) of planning permission ref. 2018/03100/FUL granted 25th October 2019 for: Redevelopment of Olympia comprising: a) Central Hall - demolition with retention of listed façade to Hammersmith Road, erection of new ground plus 12 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels; b) G-gate site - erection of ground plus 9 upper storeys building with two levels of basement for use as a theatre, (D1) exhibition and flexible (A3/A4) restaurant/bar use at ground/level 2 and roof level; c) National Hall - internal and external alterations comprising three storey roof-level extension for use as (C1) hotel, part use of National Hall for (A1-A4/C1) hotel and ancillary use, two levels of internal decks for use as (D1) exhibition space and flexible (D1) exhibition/(A3/A4) restaurant/bar use, alterations to existing basement and associated internal and external works; d) West Hall - alterations and extension to provide two additional storeys for use as (D2) live music and performance space; e) Maclise Road Multi Storey Car Park - partial demolition, alterations and extension for use as (C1) hotel, (D2) cinema, and flexible (B1/D1) co-working/conference use; f) Grand and National Halls - demolition of existing accommodation and circulation spaces between halls and construction of new Level 2 public realm deck with glazed canopy comprising flexible use (A1-A4) retail/restaurant/bar/financial and professional services; g) Pillar Hall - Internal and external alterations for use of building for (A3/A4) restaurant/bar, ancillary live music; h) Grand Hall - internal and external alterations including creation of two levels of internal decks for use as (D1) exhibition space and flexible (D1), (A3/A4) exhibition/restaurant/bar use; i) Plant and energy centres; j) Pedestrian/vehicle/cycle/highway works; k) Public realm, landscaping and associated works.

Drg. Nos: See Condition 2

Application type:

Minor-material Amendment Application

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7.0 CONCLUSIONS

Officer Recommendation:

1) Subject to there being no contrary direction from the Mayor for London that the Chief Planning Officer be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below.

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

CONDITIONS

In line with the Town and Country Planning Act 1990 and the Town and Country Planning (Pre-commencement Conditions) Regulations 2018, officers have consulted the applicant on the pre-commencement conditions included in the agenda and the applicant has raised no objections.

Definitions

“**Council**” means the London Borough of Hammersmith and Fulham.

“**Development**” means the statutory definition of ‘development’ which is set out in Section 55 of the Town and Country Planning Act 1990 (as amended).

“**The Development**” means “Redevelopment of Olympia comprising: a) Central Hall - demolition with retention of listed façade to Hammersmith Road, erection of new ground plus up to 13 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels; b) G-Gate site - erection of ground plus 9 upper storeys building with two levels of basement for use as a theatre, (D1) exhibition, flexible (A3/A4) restaurant/bar use at ground/level 2 and flexible A3/A4/B1 at upper two floors of building; c) National Hall - internal and external alterations comprising three storey roof-level extension for use as (C1) hotel, part use of National Hall for (A1-A4/C1) hotel and ancillary use, two levels of internal decks for use as (D1) exhibition space and flexible (D1) exhibition/(A3/A4) restaurant/bar use, alterations to existing basement and associated internal and external works; d) West Hall - alterations and extension to provide two additional storeys for use as (D2) live music and performance space; e) Maclise Road Multi Storey Car Park - partial demolition, alterations and extension for use as (C1) hotel, (D2) cinema, and flexible (B1/D1) co-working/conference use; f) Grand and National Halls - demolition of existing accommodation and circulation spaces between halls and construction of new Level 2 public realm deck with glazed canopy comprising flexible use (A1-A4) retail/restaurant/bar/financial and professional services; g) Pillar Hall - Internal and external alterations for use of building for (A3/A4) restaurant/bar, ancillary live music; h) Grand Hall - internal and external alterations including creation of two levels of internal decks for use as (D1) exhibition space and flexible (D1), (A3/A4) exhibition/restaurant/bar use; i) Plant and energy centres; j) Pedestrian/vehicle/cycle/highway works; k) Public realm, landscaping and associated works”.

“**Level 2**” means the area between Grand Hall and National Hall, which is proposed to become an elevated public access route connecting the various plots of Olympia from Olympia Way to Hammersmith Road.

“**Grand Hall**” means the Grade II* exhibition hall fronting Olympia Way.

“**National Hall**” means the Grade II exhibition hall located on the corner of Olympia Way and Hammersmith Road.

“G-Gate” means the area on the corner of Hammersmith Road and Lyons Walk, which is currently a servicing yard. **“West Hall”** means the exhibition hall attached to the Grand and Central Hall, located on Blythe Road.

“Pillar Hall” means the Grade II* listed hall located on Olympia Way.

“Central” means the Olympia Central building which is Grade II listed, fronting Hammersmith Road.

“MSCP” means the Maclise Road Multi-storey Car Park which is Grade II listed and located on the corner of Maclise Road and Olympia Way.

“L-Yard” means the area behind Pillar Hall that fronts onto Beaconsfield Terrace which consists of a series of ancillary buildings accommodating plant rooms and mechanical equipment, along with some open land used for logistics and servicing.

“Phases” means the Phases of work for the Development as defined below:

“Phase 1” means the works including:

Sub-Phase 1a Infrastructure and temporary works required for the first stage of the Development which comprise: • Substructure works and concrete slab within G-Gate; and • Internal piling and foundation works within Grand Hall, National Hall, and West Hall. Sub Phase 1b: • Modifications to West Hall. Sub Phase 1c works including: • Construction of new switch rooms, Energy Centre structure, temporary and permanent MEP plant for business continuity, new Energy Centre flue, new external Goods lift and new Gas Meter room.

“Phase 2” means the works, including: Sub-Phase 2a: • Construction of a new Music venue above existing West Hall exhibition areas; • Demolition of the existing Central building, while retaining the listed Art Deco façade on Hammersmith Road; • Construction of a protected logistics area within the Ground floor and basement; • Construction of a new build exhibition halls and office behind the Central façade; • Installation of New Energy Centre plant and equipment in L Yard. Sub-Phase 2b: • Provision of new accesses and public realm between Grand Hall, National Hall and Central.

Sub-Phase 2c • Internal refurbishment of Pillar Hall.

“Phase 3” means the works including; Sub-Phase 3a: • Piling and construction of a logistics area within the ground floor and basement within G Gate as well as a new build theatre above; Sub-Phase 3b: • Partial demolition of the existing MSCP, with demolition of sections of the southern part of the building, modifications to the existing structure and construction of new floors above for new Hotel and Co-working offices.

“Phase 4” means the works including: Sub-Phase 4a: • Construction within National Hall and extension above to provide a hotel; Sub-Phase 4b: • Construction of internal decks within Grand Hall and National Hall.

“Enabling Works” means: • Site clearance (excluding demolition works) • Preparatory works & MEP/utility relocations (Existing Utility and Mechanical, Electrical and Public Health Building Services (MEP) Diversions), particularly L-Yard, installation of additional power to the site • Site investigations and surveys • Fixtures and fitting strip out

(excluding listed buildings) • Temporary access/highway works • Temporary welfare and office accommodation • Hoardings

“Commencement” means in respect of the Development or individual Stages (as relevant) the initiation of development as defined in Section 56(4) of the Town and Country Planning Act 1990 (as amended) including “Commence” which shall be construed accordingly.

“Practical Completion” means completion save in minor respects so that the Development can be used and operated in the manner permitted by the Planning Permission.

“Olympia Way Outline Application” means the outline planning application (ref: 2018/03102/OUT) for access, layout, landscape, appearance, and scale for Olympia Way, including the demolition of the existing building adjacent to the station entrance, construction of buildings up to 4 storeys in height for flexible uses, public realm, and associated landscaping.

“Listed Building Consent” means the listed building consent application that is related to this application, that covers works to listed buildings on site, including Grand Hall, National Hall, Pillar Hall, Olympia Central and the Maclise Road Multistorey Car Park.

1. Time Limit

The Development shall be begun as follows:

- (a) Enabling Works and Phase 1 shall be begun not later than 25 October 2022 ;
- (b) Phase 2 and Phase 3 shall be begun not later than 25 October 2024;
- (c) Phase 4 shall be begun not later than 25 October 2026 -; and

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

2. Approved Drawings

The Development shall be carried out and completed in accordance with the following approved drawings:

Demolition Area Schedule - Masterplan

1709-SPP-SC-A-ZZ-D-80-XX-01-01 Masterplan - Demolition Area Schedule P02

Site Plan

1709-SPP-DR-A-ZZ-P-20-0S-01-01 Masterplan - Proposed Site Plan P02

Proposed Plans - Masterplan

1709-SPP-DR-A-ZZ-P-20-B1-01-01 Masterplan - Proposed Level B1 Floor Plan 1:500
A0 P01 P02

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1709-SPP-DR-A-ZZ-P-20-02-01-01 Masterplan - Proposed Level 02 Floor Plan P03
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1709-SPP-DR-A-ZZ-P-25-XX-01-01 Masterplan - Proposed Streetscape SE Elevation P02
1709-SPP-DR-A-ZZ-P-25-XX-01-02 Masterplan - Proposed Streetscape NE Elevation P03
1709-SPP-DR-A-ZZ-P-25-XX-01-03 Masterplan - Proposed Streetscape NW Elevation P02
1709-SPP-DR-A-ZZ-P-25-XX-01-04 Masterplan - Proposed Streetscape SW Elevation P02
1709-SPP-DR-A-ZZ-P-25-XX-01-11 Masterplan - Proposed Streetscape SE & NE Elevations in Context P03
1709-SPP-DR-A-ZZ-P-25-XX-01-12 Masterplan - Proposed Streetscape NW & SW Elevations in Context P02

Proposed Sections - Masterplan

1709-SPP-DR-A-ZZ-P-26-XX-01-01 Masterplan - Proposed Section S1 P02
1709-SPP-DR-A-ZZ-P-26-XX-01-02 Masterplan - Proposed Sections S2 & S3 P02
1709-SPP-DR-A-ZZ-P-26-XX-01-03 Masterplan - Proposed Section S4 P02
1709-SPP-DR-A-ZZ-P-26-XX-01-04 Masterplan - Proposed Sections S5 & S6 P02
1709-SPP-DR-A-ZZ-P-26-XX-01-05 Masterplan - Proposed Sections S7 & S8 P02

Proposed Area Schedule - Masterplan

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1709-SPP-DR-A-OG-D-20-0G-01-01 Grand - Demolition Level 0G Floor Plan P02
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1709-SPP-DR-A-OG-D-25-XX-01-01 Grand - Demolition North Elevation P01
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1709-SPP-DR-A-OG-D-26-XX-01-02 Grand - Demolition Section S2 P01

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1709-SPP-DR-A-OG-P-00-OS-01-01 Grand- Proposed Site Plan P02

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1709-SPP-DR-A-OG-P-20-B1-01-01 Grand - Proposed Level B1 Floor Plan P02
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1709-SPP-DR-A-OG-P-25-XX-01-04 Grand - Proposed West Sectional Elevation P02
1709-SPP-DR-A-OG-P-25-XX-01-20 Grand - Decorative Façade Reinstatement 1P03
1709-SPP-DR-A-OG-P-25-XX-01-25 Grand - Decorative Façade Reinstatement 2 P02

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1709-SPP-DR-A-ON-D-20-0R-01-01 National - Demolition Roof plan P02

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Proposed Site – National Hall

1709-SPP-DR-A-ON-P-00-OS-01-01 National - Proposed Site Plan P02

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1709-SPP-DR-A-ON-P-25-XX-01-04 National - Proposed SW Sectional Elevation P02
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1709-SPP-DR-A-OC-P-20-08-01-01 Central - Proposed Level 08 Floor Plan P02

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1709-SPP-DR-A-OC-P-20-11-01-01 Central - Proposed Level 11 Floor Plan P02

1709-SPP-DR-A-OC-P-20-12-01-01 Central - Proposed Level 12 Floor Plan P02

1709-SPP-DR-A-OC-P-20-0R-01-01 Central - Proposed Roof Plan P02

Proposed External Wall Details - Olympia Central

1709-SPP-DR-A-OC-P-21-XX-01-01 Central - Proposed External Wall Details - Sheet 01 P02

1709-SPP-DR-A-OC-P-21-XX-01-02 Central - Proposed SW Elevation - Sheet 02 P02

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1709-SPP-DR-A-OC-P-25-XX-01-02 Central - Proposed SW Elevation P02

1709-SPP-DR-A-OC-P-25-XX-01-03 Central - Proposed NW Elevation P02

1709-SPP-DR-A-OC-P-25-XX-01-04 Central - Proposed NE Elevation P02

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1709-SPP-DR-A-OC-P-26-XX-01-02 Central - Proposed Section 02 P02

1709-SPP-DR-A-OC-P-26-XX-01-03 Central - Proposed Section 03 P02

Proposed Site – G-Gate

1709-SPP-DR-A-GG-P-00-OS-01-01 G-Gate - Proposed Site Plan P02

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1709-SPP-DR-A-GG-P-20-B1-01-01 G-Gate - Proposed Level B1 Floor Plan P02
1709-SPP-DR-A-GG-P-20-B2-01-01 G-Gate - Proposed Level B2 Floor Plan P02
1709-SPP-DR-A-GG-P-20-0G-01-01 G-Gate - Proposed Level 0G Floor Plan P02
1709-SPP-DR-A-GG-P-20-01-01-01 G-Gate - Proposed Level 01 Floor Plan P02
1709-SPP-DR-A-GG-P-20-02-01-01 G-Gate - Proposed Level 02 Floor Plan P02
1709-SPP-DR-A-GG-P-20-03-01-01 G-Gate - Proposed Level 03 Plan P02
1709-SPP-DR-A-GG-P-20-04-01-01 G-Gate - Proposed Level 04 Floor Plan P02
1709-SPP-DR-A-GG-P-20-05-01-01 G-Gate - Proposed Level 05 Floor Plan P02
1709-SPP-DR-A-GG-P-20-06-01-01 G-Gate - Proposed Level 06 Floor Plan P02
1709-SPP-DR-A-GG-P-20-07-01-01 G-Gate - Proposed Level 07 Floor Plan P02
1709-SPP-DR-A-GG-P-20-08-01-01 G-Gate - Proposed Level 08 Floor Plan P02
1709-SPP-DR-A-GG-P-20-09-01-01 G-Gate - Proposed Level 09 Floor Plan P02
1709-SPP-DR-A-GG-P-20-10-01-01 G-Gate - Proposed Level 10 Floor Plan P01
1709-SPP-DR-A-GG-P-20-0R-01-01 G-Gate - Proposed Roof Plan P02

Proposed External Wall Details - G-Gate

1709-SPP-DR-A-GG-P-21-XX-01-01 G-Gate - Proposed External Wall Details P02

Proposed Elevations - G-Gate

1709-SPP-DR-A-GG-P-25-XX-01-01 G-Gate - Proposed South Elevation P02
1709-SPP-DR-A-GG-P-25-XX-01-02 G-Gate - Proposed West Elevation P02
1709-SPP-DR-A-GG-P-25-XX-01-03 G-Gate - Proposed North Elevation P02
1709-SPP-DR-A-GG-P-25-XX-01-04 G-Gate - Proposed East Elevation P02

Proposed Sections - G-Gate

1709-SPP-DR-A-GG-P-26-XX-01-01 G-Gate - Proposed Section S1 P02
1709-SPP-DR-A-GG-P-26-XX-01-02 G-Gate - Proposed Section S2 P02

Demolition Plans – West Hall

1709-SPP-DR-A-OW-D-20-0G-01-01 West - Demolition Level 0G Floor Plan P02
1709-SPP-DR-A-OW-D-20-0GM-01-01 West - Demolition Level 0G Mezzanine Floor Plan P02
1709-SPP-DR-A-OW-D-20-01-01-01 West - Demolition Level 01 Floor Plan P02
1709-SPP-DR-A-OW-E-20-1M-01-01 West - Demolition Level 01 Mezzanine Floor Plan 1 P02
1709-SPP-DR-A-OW-D-20-0R-01-01 West - Demolition Roof plan P02

Demolition Elevations – West Hall

1709-SPP-DR-A-OW-D-25-XX-01-01 West - Demolition NW & NE Elevations P02
1709-SPP-DR-A-OW-D-25-XX-01-02 West - Demolition SE & SW Elevations P02

Demolition Sections – West Hall

1709-SPP-DR-A-OW-D-26-XX-01-01 West - Demolition Section S1 & S2 P02

Proposed Site – West Hall

1709-SPP-DR-A-OW-P-00-OS-01-01 West - Proposed Site Plan P02

Proposed Plans – West Hall

1709-SPP-DR-A-OW-P-20-0G-01-01 West - Proposed Level 0G Floor Plan P02
1709-SPP-DR-A-OW-P-20-0GM-01-02 West - Proposed Level 0G Mezzanine Floor Plan P02

1709-SPP-DR-A-OW-P-20-01-01-01 West - Proposed Level 01 Floor Plan P02
1709-SPP-DR-A-OW-P-20-1M-01-02 West - Proposed Level 01 Mezzanine Floor Plan P02
1709-SPP-DR-A-OW-P-20-02-01-01 West - Proposed Level 02 Floor Plan P02
1709-SPP-DR-A-OW--P-20-03-01-01 West - Proposed Level 03 Floor Plan P02
1709-SPP-DR-A-OW-P-20-0R-01-01 West - Proposed Roof Plan P02

Proposed External Wall Details – West Hall

1709-SPP-DR-A-OW-P-21-XX-01-01 West - Proposed External Wall Details - Sheet 01 P02
1709-SPP-DR-A-OW-P-21-XX-01-02 West - Proposed External Wall Details - Sheet 02 P02

Proposed Elevations – West Hall

1709-SPP-DR-A-OW-P-25-XX-01-01 West - Proposed NW Elevation P02
1709-SPP-DR-A-OW-P-25-XX-01-02 West - Proposed NE Elevation P02
1709-SPP-DR-A-OW-P-25-XX-01-03 West - Proposed SE Elevation P02
1709-SPP-DR-A-OW-P-25-XX-01-04 West - Proposed SW Elevation P02

Proposed Sections – West Hall

1709-SPP-DR-A-OW-P-26-XX-01-01 West - Proposed Section S1 P02
1709-SPP-DR-A-OW-P-26-XX-01-02 West - Proposed Section S2 P02
1709-SPP-DR-A-OW-P-26-XX-01-03 West - Proposed Section S3 P02

Proposed Site - L-Yard

1709-SPP-DR-A-LY-P-00-OS-01-01 L-Yard - Proposed Site Plan P02

Proposed Plans - L-Yard

1709-SPP-DR-A-LY-P-20-0G-01-01 L-Yard - Proposed Level 0G Floor Plan P01
1709-SPP-DR-A-LY-P-20-GM-01-01 L-Yard - Proposed Level GM Floor Plan P01
1709-SPP-DR-A-LY-P-20-01-01-01 L-Yard - Proposed Level 01 Floor Plan P02
1709-SPP-DR-A-LY-P-20-1M-01-01 L-Yard - Proposed Level 01 Mezzanine Floor Plan P01
1709-SPP-DR-A-LY-P-20-02-01-01 L-Yard Proposed Level 02 Floor Plan P01

Proposed Elevations - L-Yard

1709-SPP-DR-A-LY-P-25-XX-01-01 L-Yard - Proposed North Elevation P02
1709-SPP-DR-A-LY-P-25-XX-01-02 L-Yard - Proposed East Sectional Elevation P02
1709-SPP-DR-A-LY-P-25-XX-01-03 L-Yard - Proposed South Sectional Elevation P02
1709-SPP-DR-A-LY-P-25-XX-01-04 L-Yard - Proposed West Sectional Elevation P02

Demolition Plans – Maclise Road Car Park

1709-SPP-DR-A-CP-D-20-0B-01-01 MSCP - Demolition Level B1 Floor Plan P02
1709-SPP-DR-A-CP-D-20-0G-01-01 MSCP - Demolition Level 0G Floor Plan P02
1709-SPP-DR-A-CP-D-20-01-01-01 MSCP - Demolition Level 01 Floor Plan P02
1709-SPP-DR-A-CP-D-20-02-01-01 MSCP - Demolition Level 02 Floor Plan P02
1709-SPP-DR-A-CP-D-20-03-01-01 MSCP - Demolition Level 03 Floor Plan P02
1709-SPP-DR-A-CP-D-20-04-01-01 MSCP - Demolition Level 04 Floor Plan P02
1709-SPP-DR-A-CP-D-20-05-01-01 MSCP - Demolition Level 05 Floor Plan P02
1709-SPP-DR-A-CP-D-20-0R-01-01 MSCP - Demolition Roof plan P02

Demolition Elevations - Maclise Road Car Park

1709-SPP-DR-A-CP-D-25-XX-01-01 MSCP - Demolition North Elevation P02
1709-SPP-DR-A-CP-D-25-XX-01-02 MSCP - Demolition South Elevation P02
1709-SPP-DR-A-CP-D-25-XX-01-03 MSCP - Demolition East & West Elevations P02

Demolition Sections - Maclise Road Car Park

1709-SPP-DR-A-CP-D-26-XX-01-01 MSCP - Demolition Section S1 P02
1709-SPP-DR-A-CP-D-26-XX-01-02 MSCP - Demolition Sections S2 & P02

Proposed Site - Maclise Road Car Park

1709-SPP-DR-A-CP-P-00-OS-01-01 MSCP - Proposed Site Plan P02

Proposed Plans - Maclise Road Car Park

1709-SPP-DR-A-CP-P-20-B1-01-01 MSCP - Proposed Level B1 Floor Plan P02
1709-SPP-DR-A-CP-P-20-0G-01-01 MSCP - Proposed Level 0G Floor Plan P02
1709-SPP-DR-A-CP-P-20-01-01-01 MSCP - Proposed Level 01 Floor Plan P02
1709-SPP-DR-A-CP-P-20-02-01-01 MSCP - Proposed Level 02 Floor Plan P02
1709-SPP-DR-A-CP-P-20-03-01-01 MSCP - Proposed Level 03 Floor Plan P02
1709-SPP-DR-A-CP-P-20-04-01-01 MSCP - Proposed Level 04 Floor Plan P02
1709-SPP-DR-A-CP-P-20-05-01-01 MSCP - Proposed Level 05 Floor Plan P03
1709-SPP-DR-A-CP-P-20-06-01-01 MSCP - Proposed Level 06 Floor Plan P02
1709-SPP-DR-A-CP-P-20-07-01-01 MSCP - Proposed Level 07 Floor Plan 1 P02
1709-SPP-DR-A-CP-P-20-0R-01-01 MSCP - Proposed Roof Plan P03

Proposed External Wall Details - Maclise Road Car Park

1709-SPP-DR-A-CP-P-21-XX-01-01 MSCP - Proposed External Wall Details P02

Proposed Elevations - Maclise Road Car Park

1709-SPP-DR-A-CP-P-25-XX-01-01 MSCP - Proposed North Elevation P02
1709-SPP-DR-A-CP-P-25-XX-01-02 MSCP - Proposed South Elevation P02
1709-SPP-DR-A-CP-P-25-XX-01-03 MSCP - Proposed East & West Elevations P02

Proposed Sections - Maclise Road Car Park

1709-SPP-DR-A-CP-P-26-XX-01-01 MSCP - Proposed Section S1 P02
1709-SPP-DR-A-CP-P-26-XX-01-02 MSCP - Proposed Sections S2 & S3 P02

Demolition Plans – Pillar Hall

1709-SPP-DR-A-PH-D-20-B1-01-01 Pillar Hall - Demolition Level B1 Floor Plan P02
1709-SPP-DR-A-PH-D-20-0G-01-01 Pillar Hall - Demolition Level 0G Floor Plan P02
1709-SPP-DR-A-PH-D-20-01-01-01 Pillar Hall - Demolition Level 01 Floor Plan P02
1709-SPP-DR-A-PH-D-20-02-01-01 Pillar Hall - Demolition Level 02 Floor Plan P02
1709-SPP-DR-A-PH-D-20-03-01-01 Pillar Hall - Demolition Level 03 Floor Plan P02
1709-SPP-DR-A-PH-D-20-04-01-01 Pillar Hall - Demolition Level 04 Floor Plan P02
1709-SPP-DR-A-PH-D-20-0R-01-01 Pillar Hall - Demolition Roof plan P02

Demolition Elevations – Pillar Hall

1709-SPP-DR-A-PH-D-25-XX-01-01 Pillar Hall - Demolition North Elevation P02
1709-SPP-DR-A-PH-D-25-XX-01-02 Pillar Hall - Demolition West Elevation P02
1709-SPP-DR-A-PH-D-25-XX-01-03 Pillar Hall - Demolition South Elevation P02
1709-SPP-DR-A-PH-D-25-XX-01-04 Pillar Hall - Demolition East Elevation P03

Demolition Sections – Pillar Hall

1709-SPP-DR-A-PH-D-26-XX-01-01 Pillar Hall - Demolition Section S1 P01

Proposed Site – Pillar Hall

1709-SPP-DR-A-PH-P-00-OS-01-01 Pillar Hall - Proposed Site Plan P01

Proposed Plans – Pillar Hall

1709-SPP-DR-A-PH-P-20-B1-01-01 Pillar Hall - Proposed Level B1 Floor Plan P02

1709-SPP-DR-A-PH-P-20-0G-01-01 Pillar Hall - Proposed Level 0G Floor Plan P02

1709-SPP-DR-A-PH-P-20-01-01-01 Pillar Hall - Proposed Level 01 Floor Plan P02

1709-SPP-DR-A-PH-P-20-02-01-01 Pillar Hall - Proposed Level 02 Floor Plan P02

1709-SPP-DR-A-PH-P-20-03-01-01 Pillar Hall - Proposed Level 03 Floor Plan P02

1709-SPP-DR-A-PH-P-20-04-01-01 Pillar Hall - Proposed Level 04 Floor Plan P02

1709-SPP-DR-A-PH-P-20-0R-01-01 Pillar Hall - Proposed Roof Plan P02

Proposed Elevations – Pillar Hall

1709-SPP-DR-A-PH-P-25-XX-01-01 Pillar Hall - Proposed North Elevation P02

1709-SPP-DR-A-PH-P-25-XX-01-02 Pillar Hall - Proposed West Elevation P02

1709-SPP-DR-A-PH-P-25-XX-01-03 Pillar Hall - Proposed South Elevation P02

1709-SPP-DR-A-PH-P-25-XX-01-04 Pillar Hall - Proposed East Elevation P03

Proposed Sections – Pillar Hall

1709-SPP-DR-A-PH-P-26-MF-01-01 Pillar Hall - Proposed Section S1 P01

Proposed Site – L2 Public Realm

1709-SPP-DR-A-PR-P-00-OS-01-01 L2 Public Realm - Proposed Site Plan P02

Proposed Plans – L2 Public Realm

1709-SPP-DR-A-PR-P-20-02-01-01 L2 Public Realm - Proposed Level 02 Floor Plan P02

1709-SPP-DR-A-PR-P-20-2M-01-02 L2 Public Realm - Proposed Level 02 Mezzanine Floor Plan P02

1709-SPP-DR-A-PR-P-20-0R-01-01 L2 Public Realm - Proposed Roof Plan P02

Proposed Elevations – L2 Public Realm

1709-SPP-DR-A-PR-P-25-XX-01-01 L2 Public Realm - Proposed North Sectional Elevation P02

1709-SPP-DR-A-PR-P-25-XX-01-02 L2 Public Realm - Proposed East Elevation P02

1709-SPP-DR-A-PR-P-25-XX-01-03 L2 Public Realm - Proposed South Sectional Elevation P02

1709-SPP-DR-A-PR-P-25-XX-01-04 L2 Public Realm - Proposed West Sectional Elevation P02

Proposed Sections – L2 Public Realm

1709-SPP-DR-A-PR-P-26-XX-01-01 L2 Public Realm - Proposed Section 01 P02

1709-SPP-DR-A-PR-P-26-XX-01-02 L2 Public Realm - Proposed Section 02 P02

Reason: 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, DC4 and DC8 of the Local Plan 2018.

3. Phasing/Programme

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03588/DET, dated 24th December 2019), unless otherwise agreed in writing by the Local Planning Authority.

Reason: To assist with the identification of each chargeable development (being the Phase) and the calculation of the amount of CIL payable in respect of each chargeable development in accordance with the Community Infrastructure Levy Regulations 2010 (as amended).

4. Business and Community Liaison Groups

For the duration of each Phase of works hereby approved and up to two years after occupation of the final Phase of development, the applicant will establish and maintain Business and Community Liaison Groups having the purpose of:

For the duration of each Phase of works hereby approved and up to two years after occupation of the final Phase of development, the applicant will establish and maintain Business and Community Liaison Groups having the purpose of:

- (i) consulting nearby residents and businesses of the programme of works for the Development;
- (ii) informing nearby residents and businesses of progress of each Phase;
- (iii) consulting nearby residents and businesses of appropriate mitigation measures including vibration monitoring being undertaken as part of the Development;
- (iv) consulting nearby residents and businesses of considerate methods of working such as excavation, demolition, working hours and site traffic;
- (v) consulting and providing advanced notice of exceptional hours of work, if and when appropriate;
- (vi) providing nearby residents and businesses with an initial contact for information relating to each Phase of works for the Development and procedures for receiving/responding to comments or complaints regarding the Development with the view of resolving any concerns that might arise;
- (vii) providing telephone contacts for nearby residents and businesses 24hours daily throughout each Phase of works for the Development; and
- (viii) producing a leaflet prior to each Phase of the Development for distribution to nearby residents and businesses, identifying progress of the Development and which shall include an invitation to register an interest in the Liaison Groups.

The terms of reference for the Business and Community Liaison Groups shall be submitted to the Council for approval prior to Commencement of any works on site. The Business and Community Liaison Groups shall meet at least once every quarter for the first year and for periods of excavation and piling, and at least twice a year until completion.

Reason: To ensure satisfactory communication with residents, businesses, and local stakeholders throughout the construction of the development, in accordance with the Policies CC11, CC12, CC13, DC2, T7 and CF3 of the Local Plan 2018.

5. Hoardings

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for Phase 1 (ref: 2019/03155/DET, dated 14th February 2020), unless otherwise agreed in writing by the Local Planning Authority. The temporary fencing and/or enclosure shall be retained for the duration of the demolition and building works in accordance with the approved details, for these Phases. No part of the temporary fencing and/or enclosure of the site shall be used for the display of advertisement hoardings, unless consent is sought from the Council.

Prior to commencement of each remaining Phase of development a scheme including detailed drawings in plan, section, and elevation for temporary fencing and/or enclosure of the site shall be submitted to and approved in writing by the Council. The temporary fencing and/or enclosure shall be painted timber and must be erected prior to commencement of each phase in accordance with the approved details. The temporary fencing and/or enclosure shall thereafter be retained for the duration of the demolition and building works in accordance with the approved details. No part of the temporary fencing and/or enclosure of the site shall be used for the display of advertisement hoardings, unless consent is sought from the Council.

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

6. TFL – London Underground Infrastructure Request

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03665/DET, dated 14th February 2020), unless otherwise agreed in writing by the Local Planning Authority. The development shall thereafter be carried out in all respects and completed in accordance with the approved design and method statements, before the buildings are occupied.

Reason: To ensure that the development does not impact on existing London Underground transport infrastructure, in accordance with London Plan 2016 Table 6.1, draft London Plan policy T3 and 'Land for Industry and Transport' Supplementary Planning Guidance 2012.

7. Demolition Method Statement

The development shall be carried out in accordance with the details submitted and approved in writing by the Council for Phase 1 (ref: 2020/01012/DET dated 22 Jul 2020), unless otherwise agreed in writing by the local planning authority. For these Phases, demolition works shall be undertaken in accordance with the approved details.

(i) Prior to commencement of demolition works of each remaining Phase (excluding Enabling Works) a Demolition Method Statement for that Phase shall be submitted to and approved in writing by the Council. Details shall include control measures for dust, noise, vibration, lighting, delivery locations, restriction of hours of work and all associated activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800-1300hrs on Saturdays, advance notification to neighbours and other interested parties of proposed works and public display of contact details including accessible phone contact to persons responsible for the site works for the duration of the works.

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

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

8. Demolition Logistics Plan

Each of the Phases (excluding Enabling Works) shall not Commence until a Demolition Logistics Plan (DLP) covering that Phase has been submitted to and approved in writing by the Council.

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

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

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

Reason: To minimise the impacts of construction-related vehicle movements and facilitate sustainable construction travel to the site in accordance with policies T1, T6 and T7 of the Local Plan 2018

9. Construction Management Plan

Prior to commencement of each Phase of development (excluding Enabling Works), a Construction Management Plan shall be submitted to and approved in writing by the Council. Details shall include control measures for dust, noise, vibration, lighting, delivery locations, restriction of hours of work and all associated activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800-1300hrs on Saturdays, advance notification to neighbours and other interested parties of proposed works and public display of contact details including accessible phone contact to persons responsible for the site works for the duration of the works. The construction management plan should include the details for all the relevant foundations, basement and ground floor structures, or for any other structures below ground level, including piling (temporary and permanent). Approved details for each relevant phase, or part thereof shall be implemented throughout the project period.

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

10. Construction Logistics Plan

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

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

Reason: To minimise the impacts of construction-related vehicle movements and facilitate sustainable construction travel to the site in accordance with policies T1, T6 and T7 of the Local Plan 2018.

11. Archaeology (GLAAS)

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03386/DET, dated 14th February 2020), unless otherwise agreed in writing by the Local Planning Authority.

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

12. Preliminary Risk Assessment Report

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03062/DET, dated 24th February 2020), unless otherwise agreed in writing by the Local Planning Authority.

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

13. Site Investigation Scheme

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority (ref: 2019/03063/DET, dated 24th February 2020), unless otherwise agreed in writing by the Local Planning Authority.

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

14. Quantitative Risk Assessment Report

Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development (except Enabling Works) shall commence within each Phase of development, following a site investigation undertaken in compliance with the approved site investigation scheme, a quantitative risk assessment report is submitted to and approved in writing by the Council. This report shall: assess the degree and nature of any contamination identified on the site through the site investigation; include a revised conceptual site model from the preliminary risk assessment based on the information gathered through the site investigation to confirm the existence of any remaining pollutant linkages and determine the risks posed by any contamination to human health, controlled waters and the wider environment. All works must be carried out in compliance with and by a competent person who conforms to

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

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

15. Remediation Method Statement

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

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

16. Verification Report

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

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following

the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

17. Onward Long-Term Monitoring Methodology Report

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

Reason: Potentially contaminative land uses (past or present) are understood to occur at, or near to, this site. This condition is required to ensure that no unacceptable risks are caused to humans, controlled waters or the wider environment during and following the development works, in accordance with Policies CC9 and CC13 of the Local Plan 2018 and SPD Key Principles LC1 to LC7 2018.

18. Piling Method Statement

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

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

19. Revised Drainage Strategy

Prior to commencement of each Phase of development hereby permitted (excluding Enabling Works and Phase 1) a revised drainage strategy detailing any on and/or off-site drainage works, shall be submitted to and approved in writing by the Council in consultation with the sewerage undertaker. No discharge of foul or surface water from the site shall be accepted into the public system until the drainage works referred to in the strategy have been completed. Details shall be implemented in accordance with the approved details and thereafter permanently retained in this form.

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

20. Sustainable Drainage Strategy (SuDS)

Prior to commencement of each Phase of development (excluding Enabling Works and Phase 1), a revised Sustainable Drainage Strategy (SuDS), which details how surface water will be managed on-site in-line with the London Plan Drainage Hierarchy's preferred SuDS measures, shall be submitted to and approved in writing by the Council. Information shall include details on the design, location and attenuation capabilities of the proposed sustainable drainage measures such as permeable surfaces, including green roofs. Details of the proposed flow controls and flow rates for any discharge of surface water to the combined sewer system should also be provided, with the aim of achieving greenfield rates for final discharges. Where feasible, rainwater harvesting should also be integrated to collect rainwater for re-use in the site. The Strategy shall be implemented in accordance with the approved details, and thereafter all SuDS measures shall be retained and

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

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

21. Revised Flood Risk Assessment

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03337/DET, dated 27th March 2020), unless otherwise agreed in writing by the Local Planning Authority. For each Phase, the development shall be implemented in accordance with the approved details and thereafter permanently retained in this form.

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

22. Green / Brown/Roofs

Prior to commencement of each Phase of development (excluding Enabling Works and Phase 1), details of all green/brown roofs within that Phase, including the identification of further opportunities for green roofs, including details of types of green roofs and a planting maintenance plan shall be submitted to and approved in writing by the Council. Development within that Phase shall not be occupied until the scheme has been carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

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

23. Sustainability

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2020/01099/DET, dated 16 Jul 2020), unless otherwise agreed in writing by the Local Planning Authority. The associated BREEAM ratings for the offices and retail spaces and any other non-residential uses should achieve the "Very Good" rating as minimum. Residential units should achieve similarly high standards of sustainability.

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

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

24. Updated Energy Strategy

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2020/01097/DET, dated 16 Jul 2020), unless otherwise agreed in writing by the Local Planning Authority. No part of the development shall be used or occupied until it has been carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

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

25. Secure by Design

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2020/01402/DET, dated 31 Jul 2020), unless otherwise agreed in writing by the Local Planning Authority. No part of the development within that Phase shall be used or occupied until these measures have been implemented in accordance with the approved details, and the measures shall thereafter be permanently retained in this form.

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

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

Prior to commencement of the relevant part of each Phase of the development (excluding Enabling Works and Phase 1), details shall be submitted to and approved in

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

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

27. Emergency Generators

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

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

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

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

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

29. Acoustic lobby where proposals include loud music or voices etc.

Prior to commencement of fit-out works for G-Gate, West Hall and both Hotels, details shall be submitted to and approved in writing by the Council of the installation of acoustic lobbies to entrances and exits which would otherwise allow the emission of internal noise to neighbouring noise sensitive premises.

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

30. Sound Insulation of commercial/ industrial building envelope

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for Phase 1 (ref: 2019/03360/DET dated 28th February 2020) and Phases 2 and 3 (ref: 2020/01191/DET, dated 10th July 2020), unless otherwise agreed in writing by the Local Planning Authority. The approved details for these Phases shall be implemented prior to occupation of the development and thereafter be permanently retained.

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

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

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

Prior to first operational use of any part of the development within each Phased which is to be used as a commercial kitchen, details shall be submitted to and approved in writing by the Council, of the installation, operation, and maintenance of the odour abatement equipment and extract system for that kitchen, including the height of the extract duct and vertical discharge outlet, in accordance with the 'Guidance on the Control of Odour and Noise from Commercial Kitchen Exhaust Systems' January 2005 by DEFRA. Approved details shall be implemented prior to the commencement of the use of the relevant kitchen and thereafter be permanently retained.

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

32. Floodlights, Security lights and Decorative External Lighting

Prior to commencement of each Phase of the development (excluding Enabling Works, Phase 1 and Phase 2), details of external artificial lighting shall be submitted to and approved in writing by the Council. Lighting contours shall be submitted to demonstrate that the vertical illumination of neighbouring premises is in accordance with the recommendations of the Institution of Lighting Professionals in the 'Guidance Notes For The Reduction Of Light Pollution 2011'. Details should also be submitted for approval of measures to minimise use of lighting and prevent glare and sky glow by correctly using, locating, aiming and shielding luminaires. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

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

33. Lights off

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

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

34. Combustion Plant compliance with Emission Standards

Prior to the first occupation of the development hereby permitted, a report with details of the combustion plant in order to mitigate air pollution shall be submitted to and approved in writing by the council. The report shall include the following:

a) Details to demonstrate that the termination height of the shared Flue stack for the CHP plant, Ultra Low NO_x Gas fired Boiler plant, and Emergency Diesel Generator Plant has been installed at a height to be agreed with Council.

b) Details to demonstrate that all the CHP Plant, Ultra Low NO_x Gas fired boilers, Emergency diesel Generator Plant and associated abatement technologies shall meet a minimum dry NO_x emissions standard of 25 mg/Nm⁻³ (at 5% O₂), 30 mg/kWh (at 0% O₂) and 95 mg/Nm⁻³ (at 5% O₂) respectively.

c) Details of emissions certificates, and the results of NO_x emissions testing of each CHP unit, Ultra Low NO_x gas boiler and Emergency Diesel Generator Plant by an accredited laboratory shall be provided to verify the relevant emissions standards in part b) have been met following installation. Where any combustion plant does not meet the relevant emissions Standards in part b) above, it should not be operated without the fitting of suitable secondary NO_x abatement Equipment or technology as determined by a specialist to ensure comparable emissions.

d) Details to demonstrate where secondary abatement is used for the Emergency Diesel Generator the relevant emissions standard in part b) is met within 5 minutes of the generator commencing operation. During the operation of the emergency Diesel generators there must be no persistent visible emission. The maintenance and cleaning of the systems shall be undertaken regularly in accordance with manufacturer specifications. The diesel fuelled generators shall only be used for a maximum of 48 hours when there is a sustained interruption in the mains power supply to the site, and the testing of these diesel generators shall not exceed a maximum of 12 hours per calendar year.

After the first full year of occupation of the completed development the results of NO_x emissions testing of the combustion plant by an accredited laboratory shall be provided and thereafter on an annual basis to the council to verify compliance of the relevant emissions standards in part b). Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

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

35. Ventilation Strategy

Prior to commencement of the development (excluding Enabling Works, Phase 1 and Phase 2), a Ventilation Strategy report in order to mitigate air pollution shall be submitted to and approved in writing by the Council. The Ventilation Strategy report should include the following information:

- a) Details and locations of the air intake locations at roof level on the rear elevations for units within Use Classes B1, and C1 class use
- b) Details and locations of air extract locations for units within Use Classes B1, C1 and D1 use to demonstrate that they are located a minimum of 2 metres away from the fresh air intakes
- c) Details and locations of air intakes locations for units within Use Classes D1 class use on the rear elevations
- d) Details of the independently tested mechanical ventilation system with NO_x, PM_{2.5}, PM₁₀ filtration for B1 and, C1 use. The NO₂ filtration system shall have a minimum efficiency of 90% in the removal of Nitrogen Oxides/Dioxides, PM_{2.5} and PM₁₀ in accordance with BS EN ISO 10121-1:2014 and BS EN ISO 16890:2016.

The whole Ventilation Strategy shall be designed to prevent summer overheating and minimise energy usage. Chimney/boiler flues and ventilation extracts shall be positioned a suitable distance away from ventilation intakes, openable windows, balconies, roof gardens, terraces, and receptors. The maintenance and cleaning of the systems shall be undertaken regularly in accordance with manufacturer specifications, and shall be the responsibility of the primary owner of the property. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained

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

36. Low Emissions Strategy

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

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

37. Air Quality Dust Management Plan

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for all Phases (ref: 2019/03396/DET, dated 6th March 2020 and ref: 2020/00873/DET dated 11th June 2020), unless otherwise agreed in writing by the Local Planning Authority. The approved details shall be fully implemented and permanently retained and maintained during the demolition and construction Phases of the development.

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

38. Green Infrastructure

Prior to the commencement of each Phase of the development hereby permitted (excluding Enabling Works and Phase 1), details of the construction of green infrastructure forming part of that Phase (including details of planting species and maintenance) in order to mitigate air pollution shall be submitted to and approved in writing by the Council. The green infrastructure shall be constructed and planted on the developments site boundaries with Hammersmith Road (A315), Blythe Road, Beaconsfield Terrace Road, and Maclise Road in full accordance with the Phytosensor Toolkit, Citizen Science, May 2018 and the 'First Steps in Urban Air Quality', TDAG, 2017 guidance documents within the first available planting season following completion of the development. Any plants which die, are removed, become seriously damaged and diseased within a period of five years from completion of the requisite part of the development shall be replaced in the next planting season with others of similar size and species. Approved details shall be fully implemented prior to the occupation/use of that part of the development and thereafter permanently retained and maintained.

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

39. External seating areas

No ground level external seating areas shall be permitted without written approval from the Council, for A1-A4 class use and public amenity use within a minimum of 10 m of the kerbside on Hammersmith Road (A315), Maclise Road and Blythe Road.

Reason: To in order to mitigate air pollution and comply with the requirements of the NPPF, Policies 7.14a-c of the London Plan, and Policy CC10 of the Local Plan 2018

40. Micro Climate

Prior to commencement (excluding Enabling Works and Phase 1), details of micro climate mitigation measures necessary to provide an appropriate wind environment throughout and surrounding the development shall be submitted to and approved in writing by the Council. Approved details for each Phase shall be implemented, and permanently retained thereafter.

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

41. Ecological Management Plan

Prior to practical completion of the development, an Ecological Management Plan shall be submitted to and approved in writing by the Council. The EMP shall comprise a habitat management plan and monitoring report which shall set out objectives and prescriptions for the management of new areas of vegetation and public open spaces within the development, for a minimum period of 5 years.

Reason: To ensure the biodiversity of the site is protected and enhanced where possible, in accordance with policy 7.19 of the London Plan and Policies CC2, DC1, DC8, OS2, OS4 and OS5 of the Local Plan 2018.

42. Waste Network

The development shall not be occupied until confirmation has been submitted to and approved in writing by Council in consultation with Thames Water, that either: - all combined water network upgrades required to accommodate the additional flows from the development have been completed; or – an infrastructure phasing plan has been agreed with Thames Water to allow additional properties to be occupied. Where an infrastructure phasing plan is agreed no occupation shall take place other than in accordance with the agreed infrastructure phasing plan.

Reason: The development may lead to sewage flooding and network reinforcement works are anticipated to be necessary to ensure that sufficient capacity is made available to accommodate additional flows anticipated from the new development. Any necessary reinforcement works will be necessary in order to avoid sewer flooding and/or potential pollution incidents.” The developer can request information to support the discharge of this condition by visiting the Thames Water website at thameswater.co.uk/preplanning. Should the Council consider the above recommendation inappropriate or are unable to include it in the decision notice, it is important that the Council liaises with Thames Water Development Planning Department (telephone 0203 577 9998) prior to the planning application approval.

43. Water Network

The development shall not be occupied until confirmation has been submitted to and approved in writing by Council in consultation with Thames Water, that either: - all water network upgrades required to accommodate the additional flows from the development have been completed; or – an infrastructure phasing plan has been agreed with Thames Water to allow additional properties to be occupied. Where an infrastructure phasing plan is agreed no occupation shall take place other than in accordance with the agreed infrastructure phasing plan.

Reason: The development may lead to no / low water pressure and network reinforcement works are anticipated to be necessary to ensure that sufficient capacity is made available to accommodate additional demand anticipated from the new development” The developer can request information to support the discharge of this condition by visiting the Thames Water website at thameswater.co.uk/preplanning.

Should the Council consider the above recommendation inappropriate or are unable to include it in the decision notice, it is important that the Council liaises with Thames Water Development Planning Department (telephone 0203 577 9998) prior to the planning application approval.

44. Event Traffic Management Plan

Prior to first occupation of Phase 3 a detailed Event Traffic Management Plan shall be submitted to and approved in writing by LBHF subject to consultation with TfL. The document should include event set-up, event day and event break down traffic management. This document will be subject to ongoing revision/ updates in conjunction with H&F Highways and TfL.

Reason: To ensure that the site has adequate management arrangements are in place to control traffic and minimise disruption to the network with Policies 5.2, 5.18, 5.19, 5.21, 6.3, 7.14 and 7.15 of the London Plan, Policies CC1, CC2, CC6, CC7, CC9, CC10, CC11, CC12, CC13, T1 and T6 of the Local Plan 2018 and SPD Transport Policies of the Planning Guidance Supplementary Planning Document 2018.

45. Site Wide Traffic Management Plan

Prior to occupation of any use (except for the exhibition D1 use), a site wide Traffic Management Plan shall be submitted to and approved in writing by the Council subject to consultation with TFL.

Reason: To ensure that the site has adequate management arrangements are in place to control traffic and minimise disruption to the network with Policies 5.2, 5.18, 5.19, 5.21, 6.3, 7.14 and 7.15 of the London Plan, Policies CC1, CC2, CC6, CC7, CC9, CC10, CC11, CC12, CC13, T1 and T6 of the Local Plan 2018 and SPD Transport Policies of the Planning Guidance Supplementary Planning Document 2018.

46. Cycle Management Plan

Prior to first occupation of the development, a Cycle Parking Management Plan shall be submitted to and approved in writing by the Council. This management plan shall include details of access to cycle parking and how any potential conflicts with vehicles will be resolved or managed. The development shall not be operated otherwise than in accordance with the Cycle Parking Management Plan as approved and shall thereafter be permanently retained in this form.

Reason: To ensure an appropriate level, mix and location of cycle parking is achieved for the development and that management arrangements are in place to control its allocation and use in accordance with Policies 5.2, 5.18, 5.19, 5.21, 6.3, 7.14 and 7.15 of the London Plan, Policies CC1, CC2, CC6, CC7, CC9, CC10, CC11, CC12, CC13, T1 and T6 of the Local Plan 2018 and SPD Transport Policies of the Planning Guidance Supplementary Planning Document 2018.

47. Cycle Parking

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for Phases 2 and 3 (ref: 2020/01115/DET, dated 10th July 2020) unless otherwise agreed in writing by the Local

Planning Authority. The cycle parking facilities for each Phase shall thereafter be retained and not used for any other purpose without the prior written consent of the Council.

Prior to commencement of each remaining Phase of development (excluding Enabling Works and Phase 1), details of the facilities to be provided for the secure storage of bicycles for each use within that Phase, shall be submitted to and approved in writing by the Council. Such details shall include the number, location and access arrangements to cycle parking. Prior to occupation the relevant approved facilities will be provided. The cycle parking facilities shall thereafter be retained and not used for any other purpose without the prior written consent of the Council.

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

48. Vehicular Parking

Prior to commencement of Phase 2, the detailed design, access, layout and location of the car parking provided shall be submitted to and approved in writing by the Council. The proposed car parking shall accord with the details as approved and shall be retained permanently thereafter.

Reason: To ensure that the detailed design of the access ramps provides sufficient vertical clearance and capacity for vehicle manoeuvring in the interest of public safety and to ensure that the detailed design of the roads, footways and cycleways would avoid vehicle/pedestrian conflict in accordance with Policy T1, T4 and T5 of the Local Plan 2018.

49. Electric Vehicle Charging Point

Prior to first occupation of Phase 2 of the development hereby permitted, details of the installation including location and type of active electric vehicle charging points within the car parking area must be submitted to and approved in writing by the Council. The electric vehicle charging points comprising at least 20% of the total number of car parking spaces provided shall be active electric vehicle charging points; a further 80% of the total number of car parking spaces provided shall be passive. The approved electric vehicle charging points shall be installed and retained in working order for the lifetime of the development. The uptake of the active electric vehicle charging points will be regularly monitored via the Travel Plan and if required a further 20% active provision will be made available.

Reason: To encourage sustainable travel in accordance with policies 5.8, 6.13 and 7.2 of the London Plan, Policies T1, T2 and T4 of the Local Plan 2018

50. Delivery and Servicing Plan

Prior to first occupation of the relevant part of each Phase, a Delivery and Servicing Plan (DSP) for that Phase, including vehicle tracking where required, shall be submitted to and approved in writing by the Council. The DSP for the relevant part of each Phase shall detail the management of deliveries, emergency access, collection of waste and

recyclables, times and frequencies of deliveries and collections/ silent reversing methods/ location of loading bays and vehicle movement in respect of the relevant Phase. The approved measures for the relevant part of each Phase shall be implemented and thereafter retained for the lifetime of the residential or commercial uses in the relevant part of the site.

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

51. Waste Management Strategy

Prior to commencement of Phase 2, a Waste Management Strategy shall be submitted and approved in writing by the Council. Details shall include refuse arrangements including storage, collection, and recycling for all uses within each Phase and how recycling will be maximised and be incorporated into the facilities of the development. All approved storage arrangements shall be provided in accordance with the approved details and shall be permanently retained thereafter in accordance with the approved details and shall thereafter be permanently retained in this form.

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

52. Healthy Streets

Prior to completion of Phase 2, a Healthy Streets assessment shall be submitted to and approved in writing by the Council in consultation with Transport for London. The measures within the approved Healthy Streets assessment shall be implemented prior to first occupation within Phase 2, and thereafter permanently retained in this form.

Reason: To comply with the Mayors Transport Strategy.

53. Use of Buildings

The following buildings shall be restricted to the use classes as shown on the approved drawings and as outlined below:

- Grand Hall – D1, A3/A4
- National Hall – D1, C1, A1/A2/A3/A4
- Central – D1, B1, A1/A2/A3/A4
- G-Gate – Theatre use (Sui Gen), D1, A1/A2/A3/A4, B1
- West Hall – D1/D2
- MSCP – D1/D2, B1, C1
- Pillar Hall – A3/A4
- Level 2 – A1/A2/A3/A4

Reason: To ensure the development is carried out and used in accordance with the impacts assessed in the Environmental Impact Assessment, in accordance with Policies

7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8 of the London Plan and Policies DC1, E1, and TLC1 of the Local Plan 2018.

54. Maximum Floor Space Areas

The total gross internal floor space (GIA) areas of the retail (Class A1) and office space (Class B1) comprising the development hereby approved shall not exceed:

- (i) Class A1 - 750 sqm gross internal area (GIA).
- (ii) Class B1 - 74,725 sqm gross internal area (GIA).

Reason: To ensure the development carried out does not exceed the maximum floor space in accordance with the approved plans and the quantum of floor space keeps within the development approved and assessed in the Environmental Impact Assessment, in accordance with Policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8 of the London Plan and Policies DC1, E1, and TLC1 of the Local Plan 2018.

55. Hours of Operation

The hours of operation for all uses approved are 7am to 12am daily, except as follows:

- Live Music/ Entertainment Venue: 8am to 11pm daily
- Class A Uses: 7am to 11:30pm daily
- Level 2: 7am to 12am

Reason: To ensure that the use does not result in loss of amenity to neighbouring residents in terms of noise and disturbance, in accordance with Policies T1, CC11, CC12, and CC13 of the Local Plan 2018.

56. Operational Management Plan

Prior to first occupation of each relevant Phase (excluding Enabling Works and Phase 1) of the development hereby approved, an Operational Management Plan shall be submitted to and approved in writing by the Council. The Operational Management Plan shall include details of hours of operation for the different permitted uses, including details relating to the operational hours of Level 2. The development shall be implemented in accordance with the approved details prior to occupation and shall thereafter be permanently retained in this form.

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

57. Materials

Prior to the commencement of the relevant parts of each Phase of the development (excluding Enabling Works), details and samples of all the materials to be used in all external faces and roofs of the buildings to include entrances, cladding, fenestration, roofing and plant, shall be submitted to and approved in writing by Council. External material sample panels, including samples of brickwork, stonework, concrete, pointing style, mortar colour and mix shall be erected onsite for the inspection by Council's Conservation Officer and written approval by Council. The development shall be carried

out in accordance with the details as approved and thereafter permanently retained in this form.

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

58. 1:20

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

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

59. Flue Design

Prior to commencement of development Phase 1, the following details in relation to the flue hereby consented in L Yard shall be submitted to and approved in writing by the Council: - detailed drawings at a scale of not less than 1:20 (in plan, section and elevation) of a typical part of the elevation of the flue; - details and samples of the external materials of the flue. The development shall be carried out in accordance with the details as approved and thereafter permanently retained in this form.

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

60. Landscaping & Public Realm

Prior to commencement of Phase 2 hereby permitted, details of the proposed soft and hard landscaping of all areas external to the buildings shall be submitted to and approved in writing by the Council. These details will include the public realm within Level 2 (including detailed drawings of the canopy and escalators), and any public realm provided along Hammersmith Road, Olympia Way, Blythe Road, Beaconsfield Terrace Road and Lyons Walk. The details shall include: planting schedules and details of the species, height and maturity of any trees and shrubs, including sections through the planting areas; depth of tree pits, containers and shrub beds; details relating to: the access of each building, pedestrian surfaces, materials, kerb details, external steps and seating, street furniture, bins and lighting columns that shall all ensure a safe and convenient environment for blind and partially sighted people. The landscaping works shall be carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

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

61. Samples Hard landscaping and Canopy

Prior to the commencement of Phase 2, details and samples of all the materials to be used for any hard landscaping, street furniture and the public realm canopy shall be submitted to and approved in writing by the Council. The development shall be

carried out in accordance with the details as approved and thereafter permanently retained in this form.

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

62. Landscape & Public Realm maintenance

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

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

63. Site Wayfinding

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

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

64. Obscured Glass

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

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

65. Solar glare

Prior to the commencement of development Phase 3, a solar glare study shall be submitted to and approved in writing by the Council. All development pursuant to this permission shall be carried out in accordance with the approved details.

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

66. Occupiers Signage Strategy

Prior to the first occupation of each Phase of the development, an Occupier Signage Strategy for all uses within that Phase shall be submitted to and approved in writing by the Council and all development pursuant to this permission shall be carried out in accordance with the approved details.

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

67. Window Cleaning Equipment

Prior to first use or occupation of the development within each Phase of development, details of the proposed window cleaning equipment for the buildings within that Phase shall be submitted and approved in writing by the Council. The details shall include the appearance, means of operation and storage of the cleaning equipment. No part of the development within the relevant Phase shall be used or occupied until the equipment has been installed in accordance with the approved details and shall thereafter be permanently retained in this form.

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

68. Access Management Plan

Prior to first occupation of each Phase of development, an Inclusive Access Management Plan for that Phase shall be submitted to and approved in writing by the Council. The plan will include details of access, wheelchair accessible provision for exhibition spaces, hotel, restaurant, offices and entertainment venues, and facilities to accommodate hearing and sight impairments at entertainment venues. The plan should set out a strategy for ongoing consultation with specific interest groups with regard to accessibility of the relevant part of the site. On-going consultation shall then be carried out in accordance with the approved IAMP. The development shall not be operated otherwise than in accordance with the Inclusive Access Management Plan as approved and thereafter be permanently retained in this form.

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

69. Level Threshold

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

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

70. Lifts

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

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

71. Hotel – Wheelchair Standards

A minimum of 10% of all hotel bedrooms hereby approved shall be capable of meeting the needs of wheelchair users and shall be designed and capable of adaptation. This arrangement shall thereafter be permanently retained.

Reason: To ensure the provision and retention of facilities for all, including disabled people, in accordance with Policy 4.5 of the London Plan and Policies DC1 and HO6 of the Local Plan 2018.

72. Hotel bed Cap

The maximum number of hotel rooms in each hotel component of the site shall be capped as follows:

- National – 145 rooms
- MSCP – 197 rooms

Reason: In the interest in maintaining the quality of the hotels both externally and internally and to control the intensity of use of the listed buildings in order to preserve their special architectural and historic interest in accordance with Policy DC1, DC2 and DC8 of the Local Plan 2018.

73. Replacement of Trees, Shrubs and Planting

Any trees, shrubs or planting including works associated with green roofs or wall boundary planting pursuant to the soft landscape details that is removed, or seriously damaged, dying or diseased within five years of the date of planting shall be

replaced in the next planting season with a similar size and species to that originally required to be planted.

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

74. Class B1 (office)

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

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

75. Telecommunications Equipment (siting and details)

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

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

76. Advertisements

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

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

77. External Alterations

No alterations shall be carried out to the external appearance of the Development, including the installation of air-conditioning units, ventilation fans or extraction equipment, plumbing or pipes, other than rainwater pipes not shown on the approved

drawings, without planning permission first being obtained. Any such changes shall be carried out in accordance with the approved details.

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

78. Roller Shutters

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

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

79. Airwaves Interference Study

Prior to commencement of Phase 3 the following details shall be submitted to and approved in writing by the Council: (i) The completion of a Base-Line Airwaves Interference Study (the Base-Line Study) to assess airwave reception within/adjacent to the site; and of required (ii) The implementation of a Scheme of Mitigation Works for the purpose of ensuring nil detriment during the [Demolition Works and Construction Works] identified by the Base-Line Study. Such a Scheme of Mitigation Works shall be first submitted to and approved in writing by the Council. The development shall be implemented in accordance with the approved details prior to occupation and shall thereafter be permanently retained in this form.

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

80. Retail Amalgamation

Prior to first occupation of the relevant part of each Phase and notwithstanding the details on the approved drawings, the layouts of the retail (Class A1) and restaurant (Class A3/A4) uses shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details and shall not be amalgamated to create larger units within the development.

Reason: To safeguard the amenities of occupiers of neighbouring residential properties in terms of noise, disturbance, car parking and traffic from noise generating uses, and in the interests of impacts on surrounding local businesses and centres in accordance with Policies TLC1, TLC4, CC11, CC13 and T4 of the Local Plan 2018.

81. Blast Glazing and Vehicle Checks

The development shall be carried out in accordance with the details submitted and approved in writing by the Local Planning Authority for Phase 1 (ref: 2020/00327/DET, dated 2nd April 2020), unless otherwise agreed in writing by the Local Planning Authority. Such details shall be implemented, as approved and shall be permanently retained thereafter.

Prior to commencement of each remaining Phase of development (excluding enabling works and demolition), detailed specification of the external glazing including samples, where relevant alongside a technical report (prepared by a qualified Structural Blast Engineer (SBE)) detailing the required standard of blast resistant external and internal glazing as well as any non glazed facades shall be submitted to the local authority, that demonstrates that the glazing will be blast resistant. The SBE report will include the standard of floor slabs and supporting structures columns above and below proposed internal/undercroft parking areas, including loading areas, to help mitigate a progressive structural collapse. Such details shall be implemented, as approved and shall be permanently retained thereafter.

Reason: In order to ensure that the proposals deliver a high standard of design in accordance Policies 7.4 and 7.13 of the London Plan (2016), policies DC1 and DC4 of the Local Plan 2018 and "Planning Guidance" Supplementary Planning Document (2018).

82. Vehicle Dynamics Assessment

Prior to the occupation of each of the relevant phases of the development a Vehicle Dynamics Assessment (VDA) carried out by an appropriately qualified and experienced person and details of holistic Hostile Vehicle Mitigation (HVM) shall be submitted to and approved in writing by the Local Planning Authority.

Reason: To ensure the commercial areas of the development are protected appropriately from vehicle impact events in accordance with policy 7.3 of the London Plan (2016), Policy DC1 and T1 of the Local Plan 2018.

Reason(s) for granting planning permission

- 1) **Principle of Development:** The redevelopment would deliver a mixed use cultural, employment and visitor attraction, providing economic, cultural, and social benefits. The development would contribute to the local and wider London economy and is supported in land use terms. London Plan Policy 2.1 advocates the Mayor's commitment to ensuring that London retains and extends its global role, Policy 3.16 supports the protection and enhancement of social infrastructure, Policy 3.19 supports the increase or enhance of the provision of sports and recreational facilities and Policy 4.6 the continued success of London's diverse range of arts, cultural, professional sporting and entertainment enterprises and their associated cultural, social, and economic benefits. The proposed development is therefore considered acceptable in land use terms, subject to the satisfaction of other development plan policies, in accordance with policies 2.13, 2.15, 3.3, 3.4 of the London Plan and Policies E1, E4, CF1, CF2, CF3, HO1, OS1 of the Local Plan (2018).
- 2) **Local Economy and Employment:** The proposal would continue to provide significant employment opportunities both in the borough and London generally. The development would generate an estimated 565 construction related full time equivalent (FTE) jobs per year over the build period and some 4,560-5,045 further FTE jobs once the development is complete and operational. Affordable space

comprising 5% of the total eligible Class B1 floorspace would be secured through the s106 agreement. The development would provide modern and upgraded floorspace, and deliver wider benefits by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for residents and companies. The employment and training initiatives secured through the S106 agreement would bring significant benefits to the local area while a local procurement initiative will be entered into by way of the legal agreement to provide support for businesses. Furthermore, contributions through the delivery of tickets for borough residents and engage with local schools and colleges would have a positive effect on the borough. The development is therefore in accordance with Policies 3.1 and 4.12 of the London Plan and policies E1, and E4 of the Local Plan (2018).

- 3) **Design and Heritage:** It is considered that the proposals will deliver good quality architecture which optimises the capacity of the site with good quality good exhibition, hotel, theatre, retail, leisure and commercial accommodation. The development would a new high-quality spaces and public realm. The height, scale and massing of the proposed built form is appropriate and provides a satisfactory design response to the site and surrounding townscape at its edges. The elevations have an architectural character which provides interest across the frontages. The relationship between the built form and public realm would assist in the creation of a sense of place. Where harm has been identified to heritage assets it is considered this is outweighed by the substantial design, heritage and public benefits identified. It is considered that this is compliant with Section 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposed development is therefore considered acceptable in accordance with the NPPF, Policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6 and 7.21 of the London Plan and Policies DC1, DC2, DC4, DC7 and DC8 of the Local Plan (2018).
- 4) **Inclusive Access:** The development will provide a high quality environment for disabled and impaired members of the community and the commitments within the Access Statement are positive and deliverable by way of conditions and reserved matters applications. As such the proposal will comply with Local Plan Policies DC1 and DC2 as well as Planning Guidance SPD Key Principles DA1, DA4, DA5, DA6, DA7, DA8, DA9, DA11, DA12 and DA13.
- 5) **Transport:** It is considered that the overall impact of the proposed development set out in the Transport Statement is acceptable. The proposal will lead to a reduction of on-site parking with the removal of an existing car park with 380 car parking spaces and a new car park with a capacity for up to 181 car parking spaces or 82 large vans. A Site-wide Car Park Management Plan is included and would be secured within the s106 legal agreement. Funding towards a review of Controlled Parking Zone within the vicinity of the application site and any of the resultant mitigation required would be secured via s106 agreement. Proposed trips generated by car would be mitigated through a car parking management plan. Promotion of sustainable and active travel to and from the site is addressed through various travel plans secured via s106 agreement. Conditions would secure satisfactory provision of cycle parking, construction and demolition logistics and management. Adequate provision for storage and collection of refuse and recyclables would be provided. Further mitigation is secured by provision of upgrades to Kensington Olympia station, West Brompton, London buses, cycle hire

docking stations and the temporary layout and future delivery of CS9. A Section 278 agreement is secured to carry out works to the public highway. The proposed development therefore accords with Policies 6.1, 6.3, 6.9, 6.10, 6.11, 6.13 of the London Plan and Policies T1, T2, T3, T4, T5 and T7 of the Local Plan (2018).

- 6) **Impact on Neighbouring Properties:** The proposed development is considered to have an acceptable impact upon the amenities and living conditions within surrounding properties in respect of daylight, sunlight, over-shadowing, overlooking/privacy, noise, and vibration impacts. Although there are recorded incidences whereby the impacts exceed the BRE technical guide for daylight and sunlight, there are very few overall transgressions and the extent of level changes are moderate at worst. With regards to noise and privacy impacts, the proposals are acceptable on the basis that planning conditions are secured to limit the additional impacts to arise out of the development, including those during construction and demolition phases. Potential impacts in terms of air quality, light pollution, noise, or TV/radio reception would be acceptable regarding the various mitigation methods proposed which are secured by condition. In this regard, the development would respect the principles of good neighbourliness. The proposed development is therefore considered to be acceptable and would be in accordance with policies 7.1, 7.6, 7.7 of the London Plan and Policies DC1, DC2, DC8, CC10, CC11, CC12 and CC13 of the Local Plan (2018).
- 7) **Safety and Access:** A condition would ensure the development would provide a safe and secure environment for all users in accordance with London Plan Policy 7.3 and Policy DM G1 of the Development Management Local Plan (2013). The development would result in the provision of an inclusive environment, providing 10% of all units as wheelchair units, level access, minimum of one lift to all upper levels and suitable circulation space. Conditions would ensure the proposal would provide ease of access for all persons, including disabled people. Satisfactory provision is therefore made for users with mobility needs, in accordance with Policy 7.2 of the London Plan and Policy HO6 of the Local Plan (2018).
- 8) **Sustainability and Energy:** The application includes Sustainability, BREEAM and Energy Statements which propose a number of measures to reduce CO2 emissions. The proposal includes proposals for water efficiency, waste management and recycling facilities, use of energy efficiency building materials with low environmental impacts where possible, recycled materials where feasible, inclusion of measures to minimise noise pollution and air quality impacts, flood risk and sustainable drainage measures, sustainable transport measures and biodiversity improvements. The development site will also be registered with the Considerate Constructors Scheme to encourage environmentally and socially considerate ways of working and reduce adverse impacts arising from the construction process. The development proposes a CHP system. Renewable energy generation is proposed in the form of Air Source Heat Pumps and solar PV Panels. A condition requiring a revised Energy Assessment is included seeking further CO2 reductions. Condition is also included requiring the submission of post construction BREEAM assessments to demonstrate that the “Very Good” and “Excellent” ratings. The proposed development therefore accords with Policies 5.1, 5.2, 5.3, 5.5, 5.6, 5.7, 5.8 of the London Plan and Policies CC1, CC2 and CC7 of the Local Plan (2018).

- 9) **Air Quality:** There will be an impact on local air quality because of the demolition, construction, and operation of the proposed development. However, inclusion of conditions prior to the commencement of above ground works for each phase of the development are included to mitigate the development. During construction and demolition an Air Quality Dust Management Plan is required by condition which will mitigate the air quality impacts of each phase of the development. The Proposed Development will include one central energy centre on site which will have an air quality impact, however these can be suitably mitigated by siting and design and using appropriate NOx emissions abatement technology to ensure the CHP in the energy centre and other associated plant comply with the strictest emission standards possible; all of which are secured by way of condition. The proposed development therefore accords with London Plan Policy 7.14 and Policy CC10 of the Local Plan (2018).
- 10) **Drainage and Flood Risk:** The site is in flood zone 3a. A Flood Risk Assessment (FRA) has been submitted which advises standard construction practices to ensure the risk of flooding at the site remains low. A Basement Impact Assessment has been included to ensure that the basement of the multi-storey car park site is suitably detailed design with water-proofing measures and is appropriately secured by way of condition. Sustainable drainage systems would be integrated into the development to cut surface water flows into the communal sewer system. Further information on surface water drainage are secured by condition. The development would therefore be acceptable in accordance with the NPPF (2012), Policies 5.11, 5.12, 5.13, 5.14 and 5.15 of the London Plan and policies CC2, CC3 and CC4 in the Local Plan (2018).
- 11) **Land Contamination:** Conditions would ensure that the site would be remediated to an appropriate level for the sensitive residential and open space uses. The proposed development therefore accords with Policy 5.21 of the London Plan, Policy CC9 in the Local Plan (2018) and Key principles LC1-6 of the Planning Guidance SPG (2018).
- 12) **Microclimate:** The development would not result in an unacceptable wind microclimate that would cause harm, discomfort or safety issues to pedestrians or the environment around the buildings. A condition is secured to provide additional mitigation measures through the materials and landscaping. The proposal is considered to comply with Policies 7.6 and 7.7 of the London Plan and Policies DC3 and CC2 of the Local Plan (2018).
- 13) **Legal Agreement:** Planning obligations to offset the impact of the development and to make the development acceptable in planning terms are secured. Contributions relating to securing the provision of affordable space, community benefits, offsetting highways impacts and public realm works, and local training and employment opportunities and procurement are secured. The proposed development would therefore mitigate external impacts and would accord with Policy 8.2 of the London Plan and Policy INFRA1 of the Local Plan (2018).
- 14) **Environmental Impact Assessment:** The Environmental Statement, the subsequent Environmental Statement Addendum and the submitted further information to the Environmental Statement and their various technical assessments together with the consultation responses received from statutory consultees and other stakeholders and parties, enable the Council to determine this application with

knowledge of the likely significant environmental impacts of the proposed development.

- 15) **Objections:** Whilst a number of issues have been raised by objectors to the scheme it is considered, for the reasons explained in the detailed analysis, that planning permission should be granted for the scheme subject to appropriate safeguards to ensure that necessary controls and mitigation measures are established. This decision is taken on the basis of the proposed controls, mitigation measures and delivery commitments contained in the draft conditions and Heads of Terms for the Section 106 Agreement set out in this committee report, which are considered to provide an adequate framework of control to ensure as far as reasonably practicable that the public benefits of the scheme will be realised in accordance with relevant planning policies whilst providing the mitigation measures and environmental improvements needed to address the likely significant adverse impacts of the development.
- 16) **Conditions:** In line with the Town and Country Planning Act 1990 and the Town and Country Planning (Pre-commencement Conditions) Regulations 2018, officers have consulted the applicant on the pre-commencement conditions included in the agenda and the applicant has raised no objections.

Officer Report

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by case officer named above:

Application form received: 18th September 2018
Drawing Nos: see Condition 2

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

Consultation Comments:

Comments from:	Dated:
Historic England London Region	12.06.20
Civil Aviation Authority - Safety Regulation Group	26.05.20
Transport For London - Land Use Planning Team	10.06.20
Historic England London Region	28.05.20
London Transport Buses	17.06.20
London Fire & Emergency Planning Authority	27.05.20
London Heliport	29.05.20

Neighbour Comments:

Letters from:

122c Edith Road London W14 9AP
23 Fitzgeorge Avenue London W14 0SY
26 Applegarth Road London W14 0HY
14 Maclise Road West Kensington W14 0PR
Flat 6, 4 Sinclair Road London W14 0NH

Dated:

11.06.20
12.06.20
07.06.20
05.06.20
19.06.20

1.0 BACKGROUND

- 1.1. This report should be read in together with the application for listed building consent under reference 2020/01047/LBC.
- 1.2. Mayoral Referral
- 1.3. Under the terms of the Town & Country Planning (Mayor of London) Order 2008, the Greater London Authority has been notified as the application is within the thresholds of potential strategic importance to London.
- 1.4. The Mayor of London formally considered the proposal on 17th July and issued a letter of no new strategic issues and has directed that under article 5(2) of the Order above, the Mayor of London does not need to be consulted further on this application and the Council may, therefore, proceed to determine the application without further reference to the GLA.
- 1.5. As such should planning permission be granted, this application would not need to be referred to the Mayor of London for Stage 2 prior to the issue of any decision notice.
- 1.6. **Site and Designations Context**
- 1.7. The Olympia site within this application is some 4.6 hectares and is bound by Hammersmith Road to the south, the western edge of Olympia Way the east, Maclise Road to the north and Beaconsfield Terrace Road and Blythe Road to the west. The western boundary at the currently vacant site known as G-Gate to the south-west corner of the site is bound by a spur road from Blythe Road called Lyons Walk, which also features a pedestrianised area onto Hammersmith Road; it is this part that adjoins the office building at 66 Hammersmith Road to the west. To the east of the site is Olympia Way which forms the borough boundary with the Royal Borough of Kensington and Chelsea and features Kensington Olympia Station, originally built to serve the site and served by Overground and limited District Line trains.
- 1.8. Olympia comprises a series of buildings that together form the site and the overall use:
 - Grand Hall to the east onto Olympia Way. Grade II*.
 - Pillar Hall, to the north of Grand Hall onto Olympia Way; together these form the original buildings. Grade II*.
 - National Hall to the south-east corner onto Olympia Way to the east and Hammersmith Road the south. Grade II.
 - Central Hall to the southern boundary on Hammersmith Road. Grade II.
 - Maclise Road Multi-storey Car Park to the north onto Maclise Road. Grade II.
 - G-Gate to the south-west corner onto Hammersmith Road/Lyons Walk and adjoining Central Hall to the east. The site is currently vacant and forms part of the logistics for the site accessed from Blythe Road.
 - West Hall to the west onto Blythe Road.

- L-Yard to the west onto Blythe Road, the car park adjoins to the north with West Hall to the south. This goes through to the rear of Pillar Hall and forms part of the logistics for the site from Blythe Road.
- 1.9. Grand Hall, National Hall, Central Hall and West Hall form the four exhibition spaces for Olympia and together form almost the entirety of the southern and eastern boundaries. The first two are of similar appearance with large span vaulted glass roofs, Central Hall is later and is of an art deco design from 1923. West Hall provides additional exhibition space and has been significantly rebuilt.
 - 1.10. The site is located within the Olympia and Avonmore Conservation Area, as well as the Heathrow Safeguarding Zone. A number of buildings are subject to statutory listing as set out above. Adjoining the site to the north is the Lakeside, Sinclair and Blythe Road Conservation Area, typified by a consistent residential character. To the southern boundary is the Dorcas Estate Conservation Area and the west the Brook Green Conservation Area which features a mixture of residential streets and larger commercial buildings.
 - 1.11. The site lies within Flood Zones 1, 2 and 3, an Archaeological Priority Area and within a borough-wide designated Air Quality Management Area (AQMA). The site has a Public Transport Accessibility Level (PTAL) of between 5 and 6a, as well as Kensington Olympia the site is in close proximity to Barons Court and West Kensington underground stations. Bus services operate at multiple stops on Hammersmith Road. The site is not within any key views at a London or local level.
 - 1.12. Olympia Way, which is not part of this application and forms part of the proposals under the associated outline application, is not a public highway but does have one way north bound vehicular access onto Maclise Road from Hammersmith Road. Olympia Way is owned by Network Rail with Olympia having a long term leasehold. Maclise Road is one way through to Hazlitt Road to the west, with Sinclair Road being one way southbound onto Maclise Road. Blythe Road is a two way highway which becomes one way westbound to the west to joining Hazlitt Road, and one way southbound from Maclise Road.

Site Context and History

- 1.13. The Olympia site forms its own sub area within the Olympia and Avonmore Conservation Area to the north of Hammersmith Road. The Conservation Area boundaries are tightly drawn around the Olympia site, the former Whiteley's depository at Kensington Village and the highly ornamental residential terraces and later mansion blocks that were developed with the expansion of the London suburbs to west of the West London Railway line along the important route of Hammersmith Road. Many of the buildings in the Conservation Area, including the mansion blocks on the south side of Hammersmith Road facing Olympia, are designated as Buildings of Merit.
- 1.14. The northern side of Hammersmith Road is characterised by a mix of uses involving building types of a larger scale than the buildings and terraces on the southern side of Hammersmith Road. This relationship was established in the beginning of the 20th Century when the Lyons factory complex developed at Cadby Hall, the Post Office Savings Bank Headquarters was built on Blythe

Road and the Olympia Exhibition Centre expanded to the south facing Hammersmith Road. Later in the 20th Century large scale mansion blocks and office buildings were built along the north side of Hammersmith Road leading to the town centre, with a general height of up to 8 storeys. The Olympia buildings conform to this general scale of development and provide a prominent frontage to the north side of Hammersmith Road.

- 1.15. The land adjacent to the West London Line has historically included buildings of greater scale and massing than the surrounding residential terraces. The Kensington Village complex to the west of the West London Line and south of the application site is an example of large scale Victorian warehousing now converted to office use, visible from West Cromwell Road on a key radial route into Central London. On the east side of the West London Line in RKBC, the postwar office buildings of Charles House on the south side of Kensington High Street provided significant scale and massing in the townscape. The Charles House site has recently been redeveloped for residential led mix use development and is now known as 375 Kensington High Street. The 12 storey apartment buildings on the Kensington High Street frontage are clearly visible across the railway line in views from the application site. The development also includes a residential tower, set further into the street block, of 17 storeys. To the north of Kensington High Street, on the east side of the West London Line and directly opposite Olympia, former railway land has been redeveloped and incorporates residential blocks of up to 7 storeys.
- 1.16. There are a number of other conservation areas in the vicinity. Dorcas Estate Conservation Area, to the south-west of the site can be seen in close context to Olympia, in particular the Grade II listed terrace at Nos. 99-119 Hammersmith Road on the southern side of the Hammersmith Road that is framed by terraces designated as Buildings of Merit. To the north-west, Olympia shares boundaries with Brook Green and Lakeside/Sinclair/Blythe Road Conservation Areas. The former includes the imposing Blythe House, a multi-winged late Victorian/early 20th Century development listed in part at Grade II, and the latter includes a Victorian townscape of densely populated terraces opposite Olympia's multi-storey car park. On these north-western boundaries, Olympia's buildings largely follow the streets and are in close proximity to their neighbours, but there is a perceived lack of interaction between opposite frontages, due to the inactive frontages of the Olympia buildings.
- 1.17. Despite the close proximity with the diverse residential and commercial neighbourhood, the group of exhibition halls and associated structures clearly stands out from its townscape context due to the building typology and associated façade treatments as well as the greater height and scale of the buildings. The large scale of the barrel-vaulted roofs of the Grand Hall and National Hall are evident in views of the eastern elevation of the site from Olympia Way, Addison Bridge and from within RBKC. The scale of the Grand Hall barrel-vaulted roof is also highly visible from Blythe Road, Beaconsfield Terrace Road and Sinclair Road. The east elevation is the historic main frontage, as most people would have arrived by train at Kensington Olympia Station. The primary and secondary frontages of the site are clearly legible, and the Olympia buildings have a landmark status in the surrounding townscape. Olympia clearly forms a historically evolved, unique part of the townscape, albeit one that could be better integrated, animated and utilised.

History and development of the exhibition function

- 1.18. Before its development the site was part of the market gardens located just outside London to serve its population with fresh produce. Due to its location alongside the expanding railway and Kensington Olympia Station, as well as on one of the major roads leading into London, the easily accessible site was chosen in the early 1880s to host the National Agricultural Hall, a larger version of the Royal Agricultural Hall in Islington.
- 1.19. The Grand Hall opened on Boxing Day in 1886, with an opening show from the Paris Hippodrome Company. At its opening, Olympia was the largest uninterrupted floorspace in the country and could seat up to 9000 people. The Grand Hall incorporates a gallery at first floor level and function rooms front Olympia Way. The adjacent Pillar Hall provided an ancillary entertainment and hospitality venue with two large halls stacked on top of one another. The pillared hall itself is at upper ground floor level and connected to Grand Hall by a link bridge, the upper hall at first floor level has the characteristics of a music hall, with a gallery and proscenium and was used for early displays of cinematography.
- 1.20. The use of the hall as the largest venue in England expanded quickly beyond the staging of agricultural or military shows to include exhibitions, tournaments, sporting competitions and entertainments of various kinds. Before subsequent phases of Olympia and nearby houses were constructed, pleasure gardens were laid out on the undeveloped areas of the original site, for events and promenading during the summer months, emphasising Olympia as an entertainment destination and not just a functional space for one-off events.
- 1.21. The second phase of Olympia, The National Hall, was built in 1923 on the site of a detached house and three pairs of semi-detached houses at the eastern half of West Kensington Gardens and opened in time for the Ideal Home Exhibition in March 1923. It complemented the original building with a smaller scale hall, function rooms, offices, kitchen and storage rooms as well as a substantial new restaurant space at ground floor level facing Hammersmith Road. The spaces in the National Hall were designed to enable internal links with the Grand Hall on both the main floor and gallery levels if required.
- 1.22. By 1937, a major new hall, the Empire Hall, and the multi-storey car park were completed by Emberton in the style of the modern movement in architecture. Functionally the Empire Hall, now known as Olympia Central, was the first four storey exhibition building ever erected in the country, with the aim to provide a maximum of new exhibition floorspace, quite unlike the vast barrel vaulted spaces at Grand Hall and National Hall.
- 1.23. After both World Wars, during which Olympia was mainly used as a temporary camp for prisoners of war, the buildings went back into use for major tournaments, shows, concerts and exhibitions, e.g. the Ideal Home exhibition that it still hosts today.
- 1.24. During the latter half of the 20th Century until the present day, Olympia has remained a popular venue and it retains an important role in the cultural life of

the nation. Olympia is the only surviving major exhibition centre in Central London and makes a valuable contribution to London's economy and status as a World City.

1.25. **Planning History**

- 1.26. The site has a long planning history, the most relevant of which is considered to be as follows:
- 1.27. 2018/03100/FUL – planning permission granted 25th October subject to legal agreement for the redevelopment of Olympia comprising: a) Central Hall - demolition with retention of listed façade to Hammersmith Road, erection of new ground plus 12 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels; b) G-Gate site - erection of ground plus 9 upper storeys building with two levels of basement for use as a theatre, (D1) exhibition and flexible (A3/A4) restaurant/bar use at ground/level 2 and roof level; c) National Hall - internal and external alterations comprising three storey roof-level extension for use as (C1) hotel, part use of National Hall for (A1-A4/C1) hotel and ancillary use, two levels of internal decks for use as (D1) exhibition space and flexible (D1) exhibition/(A3/A4) restaurant/bar use, alterations to existing basement and associated internal and external works; d) West Hall - alterations and extension to provide two additional storeys for use as (D2) live music and performance space; e) Maclise Road Multi Storey Car Park - partial demolition, alterations and extension for use as (C1) hotel, (D2) cinema, and flexible (B1/D1) co-working/conference use; f) Grand and National Halls - demolition of existing accommodation and circulation spaces between halls and construction of new Level 2 public realm deck with glazed canopy comprising flexible use (A1-A4) retail/restaurant/bar/financial and professional services; g) Pillar Hall - Internal and external alterations for use of building for (A3/A4) restaurant/bar, ancillary live music; h) Grand Hall - internal and external alterations including creation of two levels of internal decks for use as (D1) exhibition space and flexible (D1), (A3/A4) exhibition/restaurant/bar use; i) Plant and energy centres; j) Pedestrian/vehicle/cycle/highway works; k) Public realm, landscaping and associated works.
- 1.28. 2018/03101/LBC – Listed Building Consent granted for the redevelopment of Olympia comprising: a) Central Hall - demolition with retention of listed façade to Hammersmith Road, erection of new ground plus 12 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels; b) G-Gate site - erection of ground plus 9 upper storeys building with two levels of basement for use as a theatre, (D1) exhibition and flexible (A3/A4) restaurant/bar use at ground/level 2 and roof level; c) National Hall - internal and external alterations comprising three storey roof-level extension for use as (C1) hotel, part use of National Hall for (A1-A4/C1) hotel and ancillary use, two levels of internal decks for use as (D1) exhibition space and flexible (D1) exhibition/(A3/A4) restaurant/bar use, alterations to existing basement and associated internal and external works; d) West Hall - alterations and extension to provide two additional storeys for use as (D2) live music and performance

space; e) Maclise Road Multi Storey Car Park - partial demolition, alterations and extension for use as (C1) hotel, (D2) cinema, and flexible (B1/D1) co-working/conference use; f) Grand and National Halls - demolition of existing accommodation and circulation spaces between halls and construction of new Level 2 public realm deck with glazed canopy comprising flexible use (A1-A4) retail/restaurant/bar/financial and professional services; g) Pillar Hall - Internal and external alterations for use of building for (A3/A4) restaurant/bar, ancillary live music; h) Grand Hall - internal and external alterations including creation of two levels of internal decks for use as (D1) exhibition space and flexible (D1), (A3/A4) exhibition/restaurant/bar use; i) Plant and energy centres; j) Pedestrian/vehicle/cycle/highway works; k) Public realm, landscaping and associated works.

- 1.29. 2018/03102/OUT – planning committee resolved on 30th January 2019, while also considering the above two applications, to grant outline planning permission subject to legal agreement for works at east of Olympia Way (access and layout applied for, landscape, appearance and scale reserved) comprising: a) Demolition of existing building adjacent to station entrance and the erection of buildings up to 4 storeys in height for flexible use as Class A1-A4 retail, professional and financial services, restaurant, bar; Class B1 office; Class D1 exhibition/community use; b) New public realm; and c) Landscaping and other associated works. The application is currently pending with planning permission expected to be issued shortly.
- 1.30. 2020/00532/NMAT – Non-material amendment approved April 2020 to change the description of permission ref. 2018/03100/FUL by way of inserting ‘flexible office / bar / restaurant (Class B1/A3/A4) use at upper two floors of building’ at the G-Gate section of the description.
- 1.31. 2020/01373/NMAT - Non-material amendment to planning application 2018/03100/FUL dated 25 October 2019 approved 26th June 2020 to alter the approved planning description of part a - (Central Hall- demolition with retention of listed façade to Hammersmith Road, erection of new ground plus 12 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels) to (Central Hall-demolition with retention of listed façade to Hammersmith Road, erection of new ground plus 13 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels).
- 1.32. As a result of the two above non-material amendments the masterplan planning permission description now reads:

“Redevelopment of Olympia comprising: a) Central Hall - demolition with retention of listed façade to Hammersmith Road, erection of new ground plus up to 13 storey building for (B1) office, (D1) exhibition, flexible (A1-A4) retail/financial and professional services /restaurant/bar, and flexible (B1/D1) office/conference uses; new site-wide logistics centre, car/cycle parking and plant within two new basement levels; b) G-Gate site - erection of ground plus 9 upper storeys building with two levels of basement for use as a theatre, (D1)

exhibition, and flexible (A3/A4) restaurant/bar use at ground/level 2 and flexible A3/A4/B1 at upper two floors of building; c) National Hall - internal and external alterations comprising three storey roof level extension for use as (C1) hotel, part use of National Hall for (A1-A4/C1) hotel and ancillary use, two levels of internal decks for use as (D1) exhibition space and flexible (D1) exhibition/(A3/A4) restaurant/bar use, alterations to existing basement and associated internal and external works; d) West Hall - alterations and extension to provide two additional storeys for use as (D2) live music and performance space; e) Maclise Road Multi Storey Car Park - partial demolition, alterations and extension for use as (C1) hotel, (D2) cinema, and flexible (B1/D1) co-working/conference use; f) Grand and National Halls - demolition of existing accommodation and circulation spaces between halls and construction of new Level 2 public realm deck with glazed canopy comprising flexible use (A1-A4) retail/restaurant/bar/financial and professional services; g) Pillar Hall - Internal and external alterations for use of building for (A3/A4) restaurant/bar, ancillary live music; h) Grand Hall - internal and external alterations including creation of two levels of internal decks for use as (D1) exhibition space and flexible (D1), (A3/A4) exhibition/restaurant/bar use; i) Plant and energy centres; j) pedestrian/vehicle/cycle/highway works; k) Public realm, landscaping and associated works.”

- 1.33. 2019/01433/FUL and 2019/01434/LBC – Temporary planning permission and Listed Building Consent granted 25th July 2019 for internal and external physical alterations to accommodate new temporary mezzanine level decks in Grand and National Halls (full hall coverage), provision of associated temporary new entrance building and lifts, erection of plant and associated landscaping and physical works.
- 1.34. 2020/00159/NMAT – non-material amendment to planning permission ref: 2018/03100/FUL dated 25th October 2019 approved 16th July 2020 for the demolition of the ground level floor slab in L Yard above the Energy Centre basement to facilitate the installation of new plant at basement level and the subsequent reinstatement of the ground floor slab.
- 1.35. 2020/00177/FUL and 2020/00178/LBC
- 1.36. 2020/00492/VLBC - Variation to application 2019/01434/LBC dated 25 July 2019 approved 17th July 2020 to allow for the partial discharge of conditions 5 (1:20 external materials) and 6 (external materials) of Listed Building Consent 2019/01434/LBC dated 25 July 2019 in relation to National Decks and removal of additional rooftop plant, rooflights and ductwork to accommodate additional rooftop air handling units and chillers, rearranged internal works to provide required supporting facilities and equipment.
- 1.37. 2020/00521/NMAT - Non-material amendment to planning application 2019/01433/FUL dated 25 July 2019 approved 17th July 2020 for the removal of additional rooftop plant, rooflights and ductwork to accommodate additional rooftop air handling units and chillers, rearranged internal works to provide required supporting facilities and equipment.
- 1.38. 2020/00945/NMAT - Non-material amendment to planning application 2018/03100/FUL dated 25 October 2019 approved 11th June 2020 to amend the

Energy Centre footprint and layout, to allow the required electrical and other services to the Energy Centre and the surroundings in L-Yard to be delivered.

- 1.39. In addition each site within the Olympia estate has its own planning history which is of relevance, as follows.

G-Gate

- 1.40. 2013/03806/FUL – Permission granted 2nd July 2014 for the erection of a part 7 and part 9 storey hotel building (Class C1) providing 242 bedrooms with ancillary uses, including a restaurant and bar at first floor level and café at ground floor level to Hammersmith Road, following demolition of the existing boundary treatments on the site; creation of a taxi-drop off facility and landscaping on Lyons Walk. A ground level marshalling yard for use by Olympia Exhibition Centre would be retained and internal pedestrian links to the Olympia Central and West Hall buildings of Olympia Exhibition Centre would be created. Associated Listed Building Consent under ref. 2013/03807/LBC granted for alteration and part removal of the west façade of Central Hall.
- 1.41. 2008/00547/FUL – Permission granted 17th August 2010 for the erection of a part 7, part 9 and part 10 storey building over a ground level marshalling yard for Olympia Exhibition Centre, to provide a 259 unit apart-hotel (C1 use), including a 69.5sqmm unit at ground floor level for A1, A3 or A4 use. This 2008 application was called in by Secretary of State on 23rd October 2008 following the Committee's resolution to grant permission, as it was considered by him that the proposed development may conflict with national policies. The application was the subject of a public inquiry, where permission was granted, subject to conditions and a legal agreement on 3rd December 2009.
- 1.42. Officer's note that within the Inspector's conclusions it was stated: (i) 'The proposed development would make efficient use of under-used and unsightly urban land. It would be of a high quality and inclusive design and it would take opportunities to improve the character and quality of the area. It would enhance the setting of Olympia Two and other nearby listed buildings, as well as the character and appearance of the Olympia and Avonmore Conservation Area and the setting of adjoining Conservation Areas. It would promote sustainable travel, without causing unacceptable parking pressures on nearby streets. It would also be a sustainable and suitably located form of development, which would complement the existing use of the Olympia Exhibition Centre, accord with UDP Policy E11 and help to achieve Local Plan objectives in relation to employment and tourism'. It also stated that (ii) 'The design, sustainable travel and regenerative benefits of the scheme, in my view, would outweigh the minor breach of the BRE Guide and UDP Standard 13.1 in relation to nearby apartments. That a lower form of development on this 'Opportunity Site' would have the same effect as the proposed apart-hotel in terms of daylight and outlook, and be less successful in design terms, adds considerable weight to that conclusion'.
- 1.43. Officers also note in regard to G-Gate that on 18th December 2012 the above 2008 scheme was commenced, and this was confirmed through the issuing of a Certificate of Lawfulness (2012/04239/CLE). Subject to the discharging of the relevant planning conditions and S106 clauses, the development could therefore

be delivered. As the development had commenced the applicants paid the council £55,000 towards landscaping, highways works and apprenticeship schemes, as required under the terms of their legal agreement.

Pillar Hall

- 1.44. 2014/03163/FUL – permission granted 10th November 2014 for the change of use of the ground floor of Pillar Hall and the Olympia Room from exhibition centre (Class D1) to restaurant use (Class A3); demolition of existing ground floor link buildings and brick wall between Pillar Hall and Grand Hall and erection of a two storey glazed link building between Grand Hall and Pillar Hall to accommodate new entrance and kitchen facilities together with new front stone steps, lift and railings; Removal of non-original canopy at the front elevation of Pillar Hall entrance; Existing window at ground floor level on the north elevation of Pillar Hall to be reinstated; installation of metal mesh to screen plant; creation of an external eating/drinking area fronting Olympia Way.
- 1.45. 2010/02183/FUL – permission granted 16th December 2010 for the change of use and external alterations to Pillar Hall for provision of a restaurant (Class A3) on ground floor level, with offices (Class B1) on mezzanine, first and second floors, ancillary storage at basement level; alterations to Olympia Way entrance, alterations to north, south and west elevations including creation of window openings; erection of two storey side (south flank) extension, between the Grand Hall and Pillar Hall incorporating a replacement bridge link to Pillar Hall at first floor level; alterations to the existing link bridge at ground floor level and a plant area screened with a metal mesh screen; alterations to north elevation of Grand Hall, relocation of the wall to the north of Pillar Hall, together with revised servicing arrangements.
- 1.46. 2010/02184/LBC – consent granted 17th December 2010 for the refurbishment and alterations to Pillar Hall, including demolition of single storey link extension between Grand Hall and Pillar Hall; erection of a two storey side (south flank) extension to accommodate entrance and kitchen facilities, replacement bridge link to Pillar Hall at first floor level, alterations to the existing link bridge at ground floor level and a plant area screened with a metal mesh screen; insertion of mezzanine office floor at second floor level; creation of staircase linking first floor to the new second floor; second floor balustrade exposed and cleaned; removal of modern partitions; alterations to existing staircore including insertion of lift; replacement of first floor link to Grand Hall; works associated with foundation enlargements at basement level; creation of window openings on north, south and west elevations; removal of entrance canopy to Olympia Way and replacement steps incorporating lift; facade cleaning and repair; creation of a link to the Grand Hall and associated alterations to window opening on north elevation, demolition and relocation of boundary wall on the north side of Pillar Hall, and associated internal alterations.
- 1.47. 2013/03868/FUL and 2013/3869/LBC – permission and consent granted 19th February 2014 for the demolition of the existing entrance building and security building along with all associated structures and replacement with a new entrance building, hard and soft landscaping, restoration works to the existing to listed building, to entrance building, hard and soft landscaping, restoration works to the existing to listed building, together with plant and equipment.

- 1.48. 2020/00129/LBC – Listed building consent granted 16th July 2020 for the demolition of the energy centre basement located between the north of Grand Hall and south west corner of Pillar Hall and associated works involving the insertion of new partition, plant structures and floor slab to cover over the energy centre.

West Hall

- 1.49. 2010/02165/FUL and 2010/02181/LBC – permission and consent granted 13th October 2010 for Internal alterations to ground floor of Olympia II building to create a marshalling facility and loading/unloading bays including removal of escalators and stairs from ground to first floor; infilling of remaining first floor lightwell, demolition of internal wall between exhibition hall and yard and demolition of internal walls between yard and Hospital Avenue, removal of two storey blockwork office building in yard, creation of new vehicular opening to Portcullis Avenue with roller shutter and erection of partition walls at ground floor level to create operational facilities.
- 1.50. 2010/02180/FUL and 2010/02181/LBC – permission and consent granted 16th December 2010 for the erection of a two storey exhibition hall and conference facility (Class D1) at ground and first floor level of the West Hall behind the retained facade to Blythe Road, comprising a new visitor entrance on Blythe Road; alterations to existing pedestrian footpath and relocation of L-Yard perimeter wall and modifications to existing vehicular servicing arrangements

Central Hall

- 1.51. 2010/02185/LBC – consent granted 13th December 2010 for internal alterations to ground floor of Olympia II building to create a marshalling facility and loading/unloading bays including removal of escalators and stairs from ground to first floor; infilling of remaining first floor lightwell, demolition of internal wall between exhibition hall and yard and demolition of internal walls between yard and Hospital Avenue, removal of two storey blockwork office building in yard, creation of new vehicular opening to Portcullis Avenue with roller shutter and erection of partition walls at ground floor level to create operational facilities.
- 1.52. 2010/00288/LBC - consent granted 16th march 2010 for the Internal alterations including Infilling of the atrium / lightwell at first floor level of Olympia 2 building to create additional exhibition accommodation of 598sq.m, by inserting a steel and concrete floor; Existing cantilevered structured removed and a new glazed screen erected to separate the existing bar from the newly erected exhibition area; New light fittings and suspended ceiling to the new ceiling at ground floor level to match existing; Existing glazed handrails a first floor level removed and re-used to provide protection to the public.
- 1.53. 2010/01215/FUL - permission granted 14th September 2010 for the change of use of Olympia 2 level two from auction room (Sui Generis) to exhibition hall (class D1) and ancillary catering facilities.

Maclise Road MSCP

- 1.54. 2018/00745/FUL and 2018/00746/LBC – permission and consent granted 11th July 2018 for the change of use for a temporary period of 3 years, of part of the rooftop and Level 5B of the car park, to a restaurant use (Class A3) with the capacity for up to 500 people and ancillary services (Level 5B) including erection of a light-weight timber-framed roof extension; installation of ventilation extracts and 7no. air conditioning units at rooftop level; associated internal and external alterations and car and cycle parking facilities.
- 1.55. 2019/00850/VAR - Variation of condition 20 to allow 600 customers onto the site at any one time of planning permission ref: 2018/00745/FUL granted 11th July 2018. Pending decision.

Within the Surrounding Area

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

L-Yard

- 1.57. L-Yard is accessed from Blythe Road and is located between the Maclise Road MSCP and West Hall. Although it is historically part of the Olympia site, it is not within the application boundary and sits outside of the applicant's ownership.
- 1.58. 2018/02319/FUL and 2018/02320/LBC – application withdrawn 7th November 2018. Proposal was for the erection of two additional floors; formation of a roof terrace at roof level; basement excavation, erection of a lift enclosure at ground floor level; erection of cycle and refuse storage and landscaping in connection with change of use from a Gymnasium (Class D2) to a Hotel (Class C1) with an ancillary bar/restaurant at ground floor level.
- 1.59. 2006/01537/FUL (with 2006/01597/CAC and 2006/01596/LBC) – permission granted 26th September 2006 for the change of use of a four storey workshop within the Olympia complex to a health and fitness club (Class D2) and offices (Class B1) and associated internal and external alterations including the demolition of an existing storage shed.
- 1.60. 2019/01752/FUL and 2019/01753/LBC – planning permission and Listed Building Consent granted 9th August 2019 for the erection of a goods lift on the north elevation of Grand Hall; demolition of brick wall on L Yard frontage to Beaconsfield Terrace Road; erection of a single storey building in L Yard to provide switch and meter room and alterations to door openings to single storey side extension on north elevation of Grand Hall.
- 1.61. 2019/03302/FUL and 2019/03303/LBC – planning permission and Listed Building Consent granted 15th January 2020 for the demolition of small building and ductwork in L-Yard attached to the north elevation of the Grade II listed Grand Hall.

66 Hammersmith Road

- 1.62. Officers note the resolution to grant planning permission at committee on 9th October 2018 under application ref. 2017/04752/FUL for the demolition of the

existing building and erection of a building of up to 8 storeys in height comprising 17,486 sqm of new Class B1 office floorspace (including 904sqm of affordable workspace/studio space), 850sqm of Class A1/A3/D2 flexible retail/restaurant/gym floorspace, new public realm, plant, car parking, cycle parking and associated works.

RBKC

- 1.63. Officers note the planning permission on the site directly to the south-east of the site and adjacent to the railway line known as 375 High Street Kensington. Permission was granted on 30th July 2010 under ref. PP/10/01539 for the construction of a one form entry primary school (Use Class D1) of up to 4,800sqm with matters reserved on appearance, landscaping, layout and scale and the demolition of existing buildings an erection of 7 new buildings including buildings of up to 17 storeys in height; flexible Use Classes A1 (retail), A2 (financial and professional services), A3 (cafe/restaurant) and/or A4 (drinking establishment) up to 461 sqm; the provision of 467 market residential units and 63 affordable housing units; hard and soft landscaping works; highway and infrastructure works; engineering works including basement and lower basement excavation works; plant & equipment and all necessary associated and ancillary works

2.0 PROPOSAL

- 2.1. The application comprises a s73 minor material amendment to the full planning permission granted subject to legal agreement under reference 2018/03100/FUL on 25th October 2019. The amendments sought are to the following conditions which are to read:

- 2 (Approved Drawings)
- 53 (to include office B1 use in G-gate) “Grand Hall – D1, A3/A4 National Hall – D1, C1, A1/A2/A3/A4 Central – D1, B1, A1/A2/A3/A4 G-Gate – Theatre use (Sui Gen), D1, A1/A2/A3/A4, B1 West Hall – D1/D2 MSCP – D1/D2, B1, C1 Pillar Hall – A3/A4 Level 2 – A1/A2/A3/A4”;
- 54 (Maximum Floorspaces) “Class A1 - 750 sqm gross internal area (GIA). (ii) Class B1 - 74,725 sqm gross internal area (GIA).”;
- 72 (Hotel Bed Cap) “The maximum number of hotel rooms in each hotel component of the site shall be capped as follows: National – 145 rooms MSCP – 197 rooms”

- 2.2. In summary the changes proposed are:

- 2.3. Central:

- As the technical design has progressed, the structure and space requirements for the MEP services installations have been rationalised which has provided an opportunity to reconfigure and relocate the cores, plant rooms as well as recalibrate the structure to accommodate an additional floor of accommodation without increase to the approved building height.
- Refinement and rationalisation of Central Building MEP plant rooms and risers throughout the building;

- Rationalisation of commercial floor space to optimise the building efficiency;
- Removal of Basement 02;
- Relocation of plant rooms and ancillary spaces at Level 3;
- Rationalisation of structural solution and structural grid including the setting out of the core;
- Recalibration of the vertical section resulting from the optimise structure;
- Lowering of the terraces fronting Hammersmith Road as a consequence of the optimised structure;
- Insertion of an additional level 12 without increasing the overall height of the consented scheme;
- Creation of Level 01 Mezzanine for ancillary space to support the exhibition space;
- Rationalisation and reduction of roof mounted plant;
- Create additional floorspace to level 13 as a result of the reduction in plant space;
- Standardization of facade setting-out including 250mm offset to the building perimeter.

2.4. West Hall:

- Working with an identified music venue operator, optimise capacity numbers to 4,400 including required enhancements to MEP equipment and fire escape routes to support increased numbers;
- Rationalise external cladding system to replace faceted articulation to a smooth curved profile to more closely align and better integrate with the host building;
- Remove secondary façade mesh elements by enhancing the external façade specification by replacing the existing glazing;
- Remove articulated metal roof profile and replace with green roof to improve the sustainability and visual appearance of the roof;
- Development of internal layout to suit the requirements of the venue operator;
- Remove glazed enclosure to escape stair above the exhibition floors on Blythe Road to visually reduce the bulk of the building from that of the consented scheme.

2.5. MSCP:

- Reduction in hotel rooms from 215 to 197 to suit operators' requirements with minor modification to internal atrium and the introduction of meeting rooms;
- Omission of roof top swimming pool replaced with internal accommodation and additional rooms;
- Creation of Level 01 Mezzanine for ancillary space to support the exhibition space;
- Rationalisation of façade to standardise radius to the external curved glass and brick;
- Rationalisation of glazing system to upper two floors – simplify horizontal banding details;
- Remove pleated glazed features to upper two floors;

- Remove hotel kitchen and restaurant;
- Create new link at ground level connecting MSCP hotel to Pillar Hall restaurant in Bottle Alley;
- Overall increase of area 1,025 Sqm GIA from that of the consented scheme.

2.6. Pillar Hall:

- Incorporate requirements of identified operator;
- Secondary glazing to be incorporated on Levels 02 & 03 to north and South façades;
- Basement re-purposed for front and back of house facilities;
- Relocate visitors cycle parking from basement to be more conveniently located within MSCP and Olympia way;
- Additional roof plant to be sensitively incorporated onto rear and front roofs;
- Increased vertical circulation for lifts and dumb waiters – modest adaption to existing floors and walls;
- Level 01 roof plant to be integrated;
- Additional vertical circulation to be incorporated to further improve DDA compliance.

2.7. National Hall Hotel:

- Following receipt of planning consent, the opportunity was taken to revisit the building massing of the upper level additions to better relate to host building resulting in the following headline changes:
- Reappraise the consented massing and its relationship to the Apex of the host building fronting Olympia Way;
- Reduce structural interventions through the heritage fabric;
- Increase in hotel rooms from 123 to 145 optimising the revised profile;
- Revise hotel layout and massing on Levels 2 to 5;
- Minor alterations to basement;
- Creation of hotel entrance fronting Hammersmith Road;
- Retention of ground floor F&B to the corner of Olympia Way;
- Simplification of facade expression;
- Rationalisation of room types;
- Revisions to roof mounted plant.

2.8. G-Gate Theatre:

- A review of the architectural expression to increase visual permeability and activity to Hammersmith Road and to revisit the façade materiality;
- Reappraise massing fronting Hammersmith Road;
- Increase public realm and the opportunity for active frontage onto Hammersmith Road;
- Rotate the internal configuration of the theatre auditorium and front of house spaces by 180 degrees;
- Introduce a greater variety in the seating types and layout;
- Remove sky bar/restaurant and replace with 2 floors of commercial floor space without increasing building height;

- Remove dog legged civic stair and replace with straight public stair between G Gate and Central to increase ground level public realm;
- Creation of exhibition entrance and cafe on Hammersmith Road;
- Creation of office entrance on Hammersmith Road;
- Revised façade design following a period of stakeholder consultation.

2.9. L2 Canopy Public Realm:

- Design development of public realm and landscaping to optimise spatial efficiency;
- Creation of additional active frontage in front of main office entrance;
- Increased retail space of approximately 207 Sqm of GIA from Consented Scheme;
- Remove third escalator from Olympia Way;
- Introduce planting and landscaping to vertical circulation from Olympia Way and Hammersmith Road.

2.10. The main principles of the masterplan remain as:

- To retain the exhibition centre use as a valuable contributor to London's economy and to sustain that use in the longer term, which will allow the most important heritage assets on the site to be retained in their original use, for which they are specifically designed.
- To removal visual clutter and accretions to the existing buildings which has developed around and between the exhibition halls.
- To introduce new uses to the site to complement and sustain the original exhibition centre use in the longer term, including in response to exhibitor feedback.
- To create a world class destination with a variety of uses and a much improved cultural offer.
- To provide new office floorspace to create a hub for creative, media and create industries.
- To develop new routes and public realm within the site to create greater permeability and open up the site to the public over a longer period of the day.
- To create active frontages to transform the image of the existing site at street level.

2.11. The existing site has a total floor area of 98,706sqm, all of which is Class D1 exhibition space and plant with the addition of 1,129sqm of Class A3 restaurant space on the ground floor of National Hall. The proposed amendments to the approved scheme would increase this to 196,567sqm. The proposed uses per building are set out in the table below:

Building	Proposed Use	Use Class	Proposed GIA Sqm	Revised GIA sqm	Approved Total	Revised Total
Grand	Exhibition	D1	23,670	23,670	25,450	25,450
	Exhibition / F&B	D1 / A3 / A4	878	878		
	Plant	-	902	902		
National	Exhibition	D1	13,432	13,512	22,103	21,909
	Hotel	C1	6,373	6,252		
	Retail / F&B	A1/A2/A3/A4	75	987		
	Exhibition / F&B	D1/A3/A4	512	499		
	Plant	-	1,711	659		
Central	Exhibition	D1	7,848	6,963	81,632	89,796
	Office	B1	53,487	65,052		
	Retail / F&B	A1/A2/A3/A4	468	2,052		
	Conference / Co-Working (Office)	D1/B1	2,235	-		
	Site Logistic	-	10,207	9,703		
	Music Venue	D2	182	221		
	Theatre	Sui Generis	273	411		
	F&B	A3/A4	45	-		
	Plant	-	6,887	5,394		
	G-Gate	Theatre	SG	7,663		
Exhibition		D1	1,902	2,329		
F&B		A3/A4	1,250	-		
Exhibition / F&B		D1/A3/A4	2	136		
Retail / F&B		A1/A2/A3/A4	41	8		
Site Logistics		-	3,993	2,826		
Office		B1	85	1,975		
Music Venue		D2	9	11		
Conference / Co-Working (Office)		B1/D1	3	-		
Plant		-	2,428	1,671		
West	Exhibition	D1	9,170	9,019		
	Music Venue	D2	5,927	4,999		

	Plant	-	800	1,316	15,897	15,334
MSCP	Cinema	D2	1,165	1,248		
	Hotel	C1	9,832	10,497		
	Co-Working (Office) / Conference	B1/D1	7,397	7,698		
	Plant		1,061	1,052	19,455	20,495
Pillar Hall	F&B	A3/A4	2,764	2,815		
	Plant	-	203	1,052	2,967	2,953
L2	Retail / F&B	A1/A2/A3/A4	1,272	1,695	1,272	1,695
L-Yard	Plant	-	1,317	1,317	1,317	1,317
Total					187,469	196,567

2.12. Listed Building Consent is also sought for the internal and external works proposed above under application ref. 2020/01047/LBC.

2.13. In support of the planning application and Listed Building Consent the applicant has submitted the following documents:

- Covering letter;
- Relevant application forms, certificates and notices, to vary the approved planning permission and seek additional listed building consent;
- Community Infrastructure Levy Additional Information Form, prepared by Gerald Eve LLP;
- Drawing Schedule, prepared by SPPARC Architects;
- Previously Approved Drawing Pack, prepared BY SPPARC Architects
- Proposed Amended Drawing Pack prepared by SPPARC Architects;
- Design and Access Statement, prepared by SPPARC Architects;
- Environmental Statement submitted with original planning application, prepared by Trium, for reference only (to be read in connection with the ES Addendum);
- Environmental Statement Volumes 1 and 3 – Environmental Statement including Technical Appendices Addendum, prepared by Trium;
- Environmental Statement Volume 2 – Built Heritage, Townscape and Visual Effect Assessment Addendum, prepared by Montagu Evans;
- Environmental Statement Non-Technical Summary Addendum, prepared by Trium;
- Energy Strategy Addendum, prepared by Desco;
- Flood Risk Assessment and Drainage Strategy Addendum, prepared by Pell Frischmann;
- Retail Assessment Addendum, prepared by RPS Group;
- Statement of Community Involvement, prepared by The Social Advisory;
- Structural Statement Addendum, prepared by Robert Bird Group;
- Sustainable Design and Construction Statement Addendum, prepared by McBains; and
- Transport Assessment Addendum, prepared by Momentum.

2.14. **Environmental Statement**

2.15. An Environmental Impact Assessment (EIA) has been undertaken and an Environmental Statement (ES) Addendum has been submitted by the applicants under the Town and Country Planning (Environmental Impact Assessment) Regulations 2017. The 2018 ES and the 2020 ES addendum are to be read alongside each other and together comprise the ES for the redevelopment proposals.

2.16. For the purpose of the Environmental Impact Assessment (EIA), both this application and the outline application for Olympia Way (ref. 2018/03102/OUT) are taken into account to assess the development of the Olympia Estate as a whole. However, there is the potential for the Masterplan site to be developed in isolation and therefore the assessments presented within the 2018 ES and 2020 ES addendum have appropriately considered both scenarios. Figure 2 presents a graphic of the two scenarios.

2.17. The 2018 ES comprises:

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

2.18. The 2020 ES addendum comprises:

- ES Volume 1: Main Environmental Statement
- Environmental Statement Volume 2: Heritage, Townscape and Visual Effect Assessment

Demolition and Construction

2.19. The 2020 proposed design amendments to the approved Masterplan development have no implications on the results and conclusions of the transport demolition and construction impact assessment as presented in the 2018 ES.

Completed Development

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

EIA Topic Area	Masterplan Site	Change in Residual Effect
Socio-Economics	Major Beneficial -National: Exhibition provision -Regional: Operation employment -Borough: Hotel provision	No change from Masterplan development scenario

	<p>-Local: Food and beverage provision Moderate Beneficial -Borough: Office, retail provision -Local: Public realm</p>	
Townscape	<p>Major Beneficial (Local) Character Area 1 (Large institutional development from 19th and mid 20th century Moderate Beneficial (Local) Character Area 5 (Large commercial frontages on the north side of Hammersmith Road. Kensington High Street)</p>	No change from Masterplan development scenario
Built Heritage	<p>Major Beneficial (Local) Grand Hall, Pillar Hall, National Hall, Central Hall Moderate/Major Beneficial (Local) Olympia and Avonmore Conservation Area Moderate Beneficial (Local) MSCP</p>	No change from Masterplan development scenario
Views	<p>Major Beneficial (Local) View 1 (West from railway bridge) View 3 (east of junction between Hammersmith Road and Southcombe Street) Moderate Beneficial(Local) View 4 (North End Road at junction with Fitz-James Avenue) View 5 (Avonmore Road) View 8 (Napier Road at junction with Addison Road)</p>	<p>No change from Masterplan development scenario</p> <p>Additional potential beneficial effects: Major Beneficial (Local) view 2 (view of Olympia Way and Hammersmith Road) Moderate Beneficial (Local) view 15 (near the entrance to Grand Hall, Olympia way)</p>
Wind Microclimate	<p>Negligible to Minor Beneficial (Local) Entrances (on-site)</p>	No change from Masterplan development scenario

Air Quality	Moderate Adverse (Local) R2 (Hammersmith Road)	No change from Masterplan development scenario
Noise (Delivery and Servicing Noise – night)	Not significant	Significant Adverse Sinclair Road, Maclise Road
Daylight	Major Adverse (Local) 1-35 Argyll Mansions 67-81 Hammersmith Road Moderate to Major (Local) 1-50 Palace Mansions Moderate Adverse (Local) 1-31 Glyn Mansions 72 Blythe Road Minor to Moderate Adverse (Local) 85-97 Hammersmith Road 89 Hammersmith Road	No change from Masterplan development scenario Additional potential adverse effect: Moderate Adverse Local 2 Sinclair Road
Sunlight	Moderate Adverse (Local) 6 Beaconsfield 3 Sinclair Road 2 Sinclair Road 8 Sinclair Road 388 Kensington High Street 1-50 Palace Mansions 1-35 Argyll Mansions 72 Blythe Road Minor/Moderate Adverse (Local) 5 Sinclair Road	No change from Masterplan development scenario
Overshadowing (Sun Hours on Ground)	Moderate Adverse (Local) 2-4 Sinclair Road	No change from Masterplan development scenario
Light Spillage	Moderate Adverse (Local) 1-50 Palace Mansions 1-35 Argyll Gardens 67-81 Hammersmith Road 72 Blyth Road	No change from Masterplan development scenario
Climate Change (Contribution of GHG to the environment)	Significant Adverse (Global) Global climate	No change from Masterplan development scenario

Demolition and Construction

- 2.21. The EIA process has demonstrated that, during the period of demolition and construction works, temporary significant adverse effects would be experienced in terms of the listed buildings within the Olympia Estate, as well as to surrounding public views, as works progress involving demolition of existing buildings within the Masterplan Site and construction of the new build. Corresponding adverse effects with respect to noise and vibration are also expected given the scale of the works and proximity of surrounding receptors to the Olympia Estate, although it is expected that appropriate best practice measures and monitoring would be implemented to ensure prescribed thresholds (for both noise and vibration levels) are maintained to avoid significant adverse effects where practicable.
- 2.22. In terms of climate change and the impact of the contribution of GHG emissions to the global climate, the inherent assumption outlined within relevant guidance that 'any increase in GHG emissions... has the potential to be significant due to the high sensitivity of the receptor (global climate) to increases in GHG emissions...' means that any contribution to the environment during the lifecycle stages of the development is considered significant and that opportunities to avoid, reduce or off-set the contribution should be adopted where feasible.
- 2.23. It is also expected for the works to generate significant beneficial effects in terms of the listed buildings within the Olympia Estate, as well as the opportunity for local employment.

Completed Development

- 2.24. The EIA process has demonstrated that, once the Olympia Estate redevelopment is fully complete and occupied, likely significant adverse effects are expected with respect to daylight and sunlight effects to surrounding sensitive receptors, in addition to light spillage. The redevelopment may also create a likely significant adverse overshadowing effects to the amenity areas in proximity of the Olympia Estate. Noise generated from delivery and servicing activities undertaken at night could lead to significant adverse effects to those located in close proximity to the loading bays if left unmitigated.
- 2.25. As for the construction phase, in terms of climate change and the impact of the contribution of GHG emissions to the global climate, any contribution of GHG emissions during the lifecycle stages of the development is considered significant. Opportunities to avoid, reduce or off-set the contribution have been adopted where feasible (i.e. the Energy Strategy).
- 2.26. Overall however, the redevelopment of the Olympia Estate proposes the comprehensive refurbishment and regeneration of Olympia London to ensure that Olympia maintains its status as a world-class exhibition destination through improving and enhancing exhibition and conferencing facilities and delivering a range of supporting and complementary uses including flexible office accommodation, visitor accommodation, food and beverage facilities and destination leisure and cultural uses. In addition, the amended Masterplan site development will deliver significant public realm improvements and increase permeability throughout the site. All of these elements are synonymous with

successful exhibition and conferencing venues across the world. The likely significant beneficial effects relate to:

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

3.0 PUBLICITY AND CONSULTATIONS

Consultation Responses

Greater London Authority (GLA)

- 3.1 The Mayor of London has responded that the proposal raises no new strategic issues and as such has directed that under article 5(2) of the Order above, the Mayor of London does not need to be consulted further on this application and the Council may, therefore, proceed to determine the application without further reference to the GLA. As such should planning permission be granted, this application would not need to be referred to the Mayor of London for Stage 2 prior to the issue of any decision notice.
- 3.2 TfL: Further to the GLA NSI letter, TfL have commented that:

- The approach to trip generation in the TA addendum is acceptable.
- It is agreed that the surveys undertaken for the music venue are useful and a good reference point for arrival and departure times but not that it makes trips less 'peaky' and as such there is no change to the mitigation measures secured.
- The additional 47 peak hour delivery and servicing trips are not clear on which peak is being referred to but appears has a reasonable assumption based upon the uplift in floorspace. This will need to be incorporated into future modelling and design work for the final arrangements for Hammersmith Road and Blythe Road junction as well as the delivery of the cycleway. The updated PT trips will need to be fed into the feasibility study for gate capacity at Kensington Olympia Station as secured.
- It is welcomed that cycle parking has been increased in line with floorspace and the requirements of the intend to publish London Plan which should be secured condition.
- Noted that car parking remains as the per the consented scheme.

- 3.3 Historic England: Historic England has been consistent in pre-application negotiations that new development at the Olympia site should be informed by a clear understanding of the significance of the listed buildings and their context, and new work should be designed to defer to, rather than compete with, the principal historic buildings and character of the surrounding conservation area. Whilst the current proposals have been refined and reduced in height, we believe the scale of the proposed tall building and the expressive design of this and other elements of the proposals appear incongruous in the context of the listed buildings and surrounding conservation area and would cause material harm to the significance of these designated assets through development within their setting. We accept the general principle of redevelopment and believe that an appropriately designed scheme could result in a range of public benefits. We are unable to support the proposals, but acknowledge it is for the local authority to weigh the harm against the public benefits as part of their decision making process.
- 3.4 Historic England Archaeology: Previously it was agreed that the remaining archaeological fieldwork (below-ground) should focus on a watching brief on the G-Gate site. A WSI for this has already been submitted for approval under condition 11. I therefore have no objections to the new design amendments on archaeological grounds and confirm our advice provided previously should still apply.
- 3.5 London Fire Brigade: Due to the proposed changes a review of the FRA is required and amended appropriately.
- 3.6 Civil Aviation Authority: no objection.
- 3.7 Heathrow: No objection.

Residents and Amenity Groups

- 3.8 An extended period of 35 days has in publicity for the applications, beyond the required 21 days. The development has been advertised by means of a site notices posted around the site on 27th May 2020, press advert published 3rd June 2020 and approximately 3582 individual notification letters sent to the occupiers of properties, and all those that made comments on the 2018 applications, around the application site on 26th June 2020. A total of 360 responses have been received, including representations from local amenity groups. The contents of these representations are summarised below.

Support

- 3.9 No representations have been received.

Objection

- 3.10 6 objections received to date. These have been summarised below:
- The erection of a 12 storey and 9 storey building on the Olympia site will be totally out of keeping with the existing architecture and the surrounding area and it will destroy it visually.

- Most of the plan is for creating facilities that already exist plentifully in the local area.
- Beaconsfield Road is dirty and congested and will become even worse and pollution levels higher.
- There is no doubt that the site at Olympia is long over-due for redevelopment. However, I believe that things have altered very much during the last few months of the Covid pandemic.
- There would seem to be little need for 12 floors of office space on this site, and I do not believe that it will bring in the revenue, which the local council previously thought would happen. More people will now choose to spend at least part of their working time from home and commercial office space will therefore no longer be in high demand. It would be a tragedy to ruin the charming residential area around Olympia with a towering office block, that might well remain under-used for many years.
- These proposed plans replace one ugly, amorphous jumble with another, even more unsightly, also introducing noise, traffic (which certainly London does not want or need) and a marked increase in people to an otherwise quiet, residential area.
- In the original Transport Assessment Vissim modelling was used and the Application was passed. This Variation states that the extra deliveries will only make a slight difference and so there is no need for further Vissim modelling. However I submit that the original Vissim modelling was seriously flawed and not thoroughly reviewed by LBHF Officers, if at all. I contend that further Vissim modelling is required for the present Variation so that the risk of impairment to public transport and the risk of very serious congestion in West London can be minimised.
- Model does not include Addison Rd, though the model stretches way beyond there. That junction has a major impact on queueing on Kensington High Street. Olympia tries to control exhibition build-up /break down traffic to be outside peak hours, so this traffic is not considered. But may not be successful. And queueing may occur outside these restricted hours. Uber and other public hire traffic ignored. Modelling displays average queue lengths. Peak queue lengths will be higher and reach into the Gyratory.
- With CS9, No right turn lane for eastbound traffic at North End Rd. Will cause delays. Traffic has to wait behind buses at Olympia bus stop. Will cause delays. It does not look as if tracking would work for buses turning left from North End Rd. Unacceptable delays to buses and general traffic on North End Rd.
- The modelling was not optimised for NO CS9 No right turn slip lane to enter D Gate for westbound traffic. Traffic would flow better If there was one.
- These latest variations to the scheme do nothing to make it any more acceptable to me. Looking at the views in Environmental Statement: Volume 2 Addendum – Built Heritage, Townscape and Visual Effect Assessment I find it difficult to understand how the effects of any of the proposed additions to Olympia can be assessed in Table 7.1 (page 41, pdf sheet 43/50) as 'Moderate or Major Beneficial', when in my view all are 'Major Adverse' to the listed buildings in this Conservation Area.
- A very large office development (some 60,000 sq m), two hotels, a theatre, and other uses not part of the existing function of Olympia as an

exhibition centre, together constitute a significant change of use of the site.

- The proposals are of a large scale that constitutes over-development of the site.
- The proposed new buildings, and the re-modelling of the west façade of the car park, are in my view unsympathetic both in design and in scale to the existing Olympia buildings.
- The proposed hotel within the early (1935-37) Maclise Road multi-storey car park will entail internal rebuilding of the existing split-level floors, which are evidence of functional distinction cited when it was listed Grade II as recently as September 2018 (no 1457494).
- There are now five listed buildings in Olympia: two recently upgraded to II*, and three at II. In addition, the site is within the designated Olympia [sic] and Avonmore Conservation Area. In my view, the impact of these proposals will result in substantial harm to the existing designated heritage assets without greater public benefit, and as such should not be approved, as paras. 193-195 of the National Planning Policy Framework February 2019 revision.
- I am unsure that a theatre on the G-gate site is commercially feasible in this location.
- I was surprised and disappointed at the promptness with which this very large and intrusive scheme was originally approved by the Council's Planning Committee in January 2019, and at the subsequent decisions of both the Mayor of London and the Secretary of State for Communities and Local Government not to call it in for scrutiny, in view of the national significance of Olympia for both its exhibition facilities and its heritage value. So I have to accept that this scheme has largely been accepted in planning terms. Nevertheless, I urge the Council please to carefully review these amended proposals, in the hope that the adverse effects of the scheme on heritage and townscape can be limited as far as is now possible.
- Noise and disturbance, what help is there for local people.
- Reduction in the parking will lead to increased traffic.

3.11 The Hammersmith Society have commented as follows:

- We met with LBHF planning and the project design team in April 2020 to review the proposals which now form the current S73 application, concluding the process of design development and consultation which had been agreed at planning determination stage. Whilst we have noted concerns which remain regarding certain aspects of the proposals, we consider the consultation has seen significant improvements to the application scheme.
- National Hotel Hammersmith Society comment at planning application stage: the existing corner building is a passive but important element in the site landscape, a tidy neo-classical frontage forming the foreground in long views from the east, and a neighbour to the glazed vaults of the two exhibition halls. In this context, the hotel roof extensions introduce an inappropriately prominent and self-conscious design element, far from the recessive, integrated characteristics of a mansard style identified as the design intent (DAS Ch 12 p13). The repetitive shadowing of the saw-tooth profile sits uneasily with the linear profile of the existing brick and stone

façade below, and the new roof line would hide the length of the National Hall glazed vault (CGI View 1).

- National Hotel S73 amended design: a number of design options were prepared in response to consultation comments, and we consider the outcome has gone some way to address the points that have been raised. We remain concerned at the prominence and scale of the roof extension, with particular regard to the relationship to its architectural setting. However the consultation has demonstrated that resolution of the concerns would require a wholesale reduction in the size of the built form, which would take us beyond the scope of the consultation process. We would note that the same concerns were raised during the pre-application consultation stage.
- G-Gate Theatre Hammersmith Society comment at planning application stage: the theatre stands on the prominent south-west corner of the extended site, introducing Olympia in views approaching from Hammersmith. The building is a concrete finished rectangular form, approx 31x 60 x 58 metres high, with no windows on street elevations. A form of surface animation is proposed for the external walls which would have the potential to relieve the monotony of the concrete finish, and this important detail, together with an indication of the theatre signage, should be shown at application stage. The building is sited close to the concrete façade of National Hall, and the common finishes require careful consideration to avoid devaluing the important National Hall elevation. The pedestrian access arrangement is unclear for the 16 metre vertical travel to the theatre entrance and the L2 shopping plaza, The stair shaft tucked between theatre and Central Hall could feel oppressive and unwelcoming. The Design and Access Statement 'Scale and Massing' (Chapter 14 p15) references to the role of the theatre in the architecture of the site is imaginative but wholly misplaced.
- G-Gate Theatre S73 amended design: The reversal of the theatre plan to bring the foyers to the Hammersmith Road frontage has unlocked the design, and has allowed design developments and improvements including (i) the introduction of windows on the Hammersmith Road frontage serving the theatre foyers, bringing life, identity and after-dark sparkle to the façades and glimpses of the public spaces within, (ii) ideas for the elevation treatment using aluminium cladding with variegated colour and texture finishes, (iii) development of the profile and soffit at the lower edge of the cladding, and (iv) office accommodation at roof level, set back from the theatre perimeter. These are significant improvements which we believe mark the emergence of a distinguished design for this prominent site, and an intriguing focus to views from North End Road opposite.
- Our reservations remain concerning the approach to the theatre, the journey from Hammersmith Road up to the main entrance at Level 2 some 15 metres above. The entrance route needs to be immediately apparent to those arriving from Hammersmith Road, and should offer an attractive, comfortable journey which will entice theatre-goers, shoppers and diners to find the hidden joys of Level 2 above. We recall an earlier proposal, subsequently set aside, for a skeletal glass canopy between the theatre block and National Hall, and this would have provided both a marker signalling the way to Level 2, and weather protection for the steps and escalator. Since National Hall will be carrying a 12-storey office

building above and hotel roof extension to the side, a glass roof resting on one end is unlikely to upset its overall architectural balance. Resort to the entrance from Olympia Way would not allow the visitor to escape the long escalator journey in the rain.

- These comments address the response to the principal concerns we raised at planning determination stage. We have no comment on the areas of the scheme which have undergone significant design work but have not been the subject of consultation discussions. We welcome the simplification of the West Hall Music Venue external cladding, the retail use introduced on the Olympia Way corner, and bringing the Hammersmith Road entrance back into use, and we admire the ingenious re-planning of plant and office space in Central. The juxtaposition of Level 2 retail areas with Central offices towering above presents an uncomfortable image; the increase in shopfronts on the north side of the mall brings a valuable continuity to the Level 2 journey.
- The consultation over the past 15 months has been an unusual process, with planning consent in place and the design team already moving on to the next stage of project information; however we have found the exercise invaluable, and we appreciate the serious consideration and creative work with which the architects have responded to consultation comments.

3.12 Trafalgar Entertainment Group, the intended occupier for the G-Gate theatre have commented as follows:

- We confirm our strong support for the updated plans for the theatre as submitted. The Trafalgar team and architects have worked with the applicant for over 18 months on the evolution of the plans and we welcome the amendments to the theatre space.
- The key improvement is the reorientation of the stage 180 degrees within the building with the lobby to hammersmith Road enabling greater permeability into the building and an improved more active façade that shows the vibrant and dynamic lobby space to demonstrate it is clearly a theatre space. The updated design also maximises the stage and performance area width. We consider the updated plans to improve the operational aspects of the building.
- We are confident the new orientation should improve the wayfinding opportunities to advertise and demonstrate the theatre location and entrance from level 2 to visitors among the other land uses in the buildings and should improve the arrival experience.
- We look forward to exploring the suggestions of a second entrance on Hammersmith Road to the theatre in collaboration with the applicant as this should be thoughtfully considered. This should have consideration for operations, security, staffing and logistics. There is value in providing theatre goers direct access to the wider Olympia estate to enjoy after show drinks or dinner and public transport and are aware of the need to balance these and sensitivities of local residents.
- We would strongly urge the committee to approve and support this application promptly.
- The arts world is facing unprecedented challenges in the face of Covid-19 and every opportunity the community and its leaders can come together

to support the arts and reaffirm the commitment to its importance in London we would strongly urge such support.

- The prospect of such a bold new theatre being developed in London is without precedent in several generations and we do not wish to lose this opportunity.
- We remain incredibly excited about and committed to this vision at Olympia and thank you for your continued support.

Public Engagement

- 3.13 The applicant provided a Statement of Community Involvement prepared by Connect, that summarises the public consultation that has been undertaken
- 3.14 The applicant held two public consultation events for the Section 73 application. The first took place on 29 January 2020 and gave an overview of the amendments to the scheme. Approximately 90 members of the public attended the consultation and seven filled in feedback forms. The majority of the feedback, both written and verbal, related to overall development approved in 2019, known as the 'masterplan'. There were requests for greater detail on landscaping and greening and this information was updated and included in the second public consultation event.
- 3.15 A second public consultation event was held on 4th March 2020. Approximately 35 members of the public attended and seven filled in feedback forms. This consultation updated members of the public on the amendments to the scheme and the design of the G Gate Theatre. Most of the feedback related to the proposed changes to the façade of the G Gate Theatre. It was positive, with consensus that the updated design was an improvement.

4.0 PLANNING POLICY FRAMEWORK

- 4.1 As The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.
- 4.2 Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).
- 4.3 In this instance the statutory development plan comprises the London Plan (2016), the Local Plan 2018 and the Planning Guidance Supplementary Planning Document 2018 (hereafter referred to as Planning Guidance SPD). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.
- 4.4 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was revised in 2018 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG), sets out national planning policies and how these are expected to be applied.

- 4.5 The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.
- 4.6 The NPPF is aimed at safeguarding the environment while meeting the need for sustainable growth. It advises that the planning system should:
- a) plan for prosperity by using the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
 - b) plan for people (a social role) - use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
 - c) plan for places (an environmental role) - use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low-carbon economy. The NPPF also underlines the need for councils to work closely with communities and businesses and actively seek opportunities for sustainable growth to rebuild the economy; helping to deliver the homes, jobs, and infrastructure needed for a growing population whilst protecting the environment.
- 4.7 The NPPF sets out a presumption in favour of sustainable development. For decision-taking this means:
- approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.

Draft London Plan

- 4.8 The draft London Plan was published on 29 November 2017. The Plan's consultation ended on 2 March 2018. The Examination in Public (EiP) on the London Plan was held between 15th January and 22nd May 2019. The Panel of Inspectors appointed by the Secretary of State issued their report and recommendations to the Mayor on 8th October 2019. The Mayor has considered the Inspectors' recommendations and, on the 9th December 2019, issued to the Secretary of State his intention to publish the London Plan. On 13th March

2020, the Secretary of State wrote to the Mayor to make specified changes to the Intent to Publish London Plan, following the conclusion of the plan's examination. The Mayor cannot publish the plan until he has incorporated these changes, or the Secretary of State has withdrawn the Direction following further negotiation. The regional component of the Development Plan therefore remains the London Plan.

- 4.9 Policies contained within the Intend to Publish London Plan, that were published in December 2019 and that are not subject to a direction by the Secretary of State carry significant weight. With the exception of Policy D3 (Optimising site capacity through the design-led approach), the other policies on which the Mayor has directed changes are not considered directly relevant to this application. In respect of Policy D3, the Secretary of State's direction increases the emphasis on optimising development density.
- 4.10 With regards to this application, all planning policies in the National Planning Policy Framework (NPPF), London Plan, Local Plan 2018 and Planning Guidance Supplementary Planning Guidance (SPD) which have been referenced where relevant in this report have been considered with regards to equalities impacts through the statutory adoption processes, and in accordance with the Equality Act 2010 and Council's PSED. Therefore, the adopted planning framework which encompasses all planning policies which are relevant in officers' assessment of the application are considered to acknowledge protected equality groups, in accordance with the Equality Act 2010 and the Council's PSED.

5.0 PLANNING ASSESSMENT

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

- 5.1 Principle of Development and Land Use
- 5.2 Socio Economics and Community Effects
- 5.3 Design and Heritage
- 5.4 Daylight and Sunlight
- 5.5 Highways
- 5.6 Environmental Considerations
- 5.15 Accessibility

5.1 Principal of Development and Land Use

- 5.1.1. **The NPPF 2018** states that applications should be considered in the context of a presumption in favour of sustainable development which meets social, economic and environmental needs and that development proposals which accord with the development plan should be approved without delay. **Paragraph 118** sets out that planning should encourage effective use of land by reusing land which has been previously developed and promotes and supports the development of underutilised land and buildings. The NPPF also promotes mixed-use development, and encourages patterns of growth which focus significant development in locations which are, or can be made, sustainable.

- 5.1.2. **Paragraph 80** of the NPPF states that the planning system should place significant weight on the need to support economic growth and productivity with **Paragraph 81** requiring planning policies to set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth.
- 5.1.3. **London Plan Policy 2.1** states that the Mayor and the GLA group will ensure that London retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education and research, culture and art and as a place to live, visit and enjoy. **London Plan Policy 4.1** supports the provision of a “strong, sustainable and increasingly diverse economy” across all parts of London. The importance of ensuring “the availability of sufficient and suitable workspaces in terms of type, size and cost, supporting infrastructure and suitable environments for larger employers and small and medium sized enterprises” is noted. The policy explicitly supports the continuing regeneration of Inner London, recognising that the quality of office stock in many locations is aging and deteriorating and therefore not providing an attractive offer for potential occupiers. **London Plan Policy 4.2** states that, as well as supporting the central London office market, office markets elsewhere in the city should be strengthened by focussing new development on viable locations with good accessibility, and enhancing business environments through mixed use developments which include a range of uses. **Draft London Plan Policy E1** states that new office development should be focused in town centres and other existing office clusters supported by improvements to public transport, walking and cycling. **Draft London Plan Policy E2 (C)** states that the applicant should show how a proportion of low cost and flexible business space would be incorporated into the proposals to provide workspace suitable for small and medium sized enterprises.
- 5.1.4. **London Plan Policy 4.5** and **draft London Plan Policy E10** state that it will be necessary to support the development of visitor accommodation close to major visitor attractions which are outside central London and the designated town centres and opportunity areas, where there is also a clear link in terms of scale, nature and location between the accommodation and the attraction(s) being served. **London Plan Policy 4.6** acknowledges the cultural, social and economic benefits these uses provide, to residents as well visitors. The policy recognises the important role of culture in place-shaping and encourages the expansion of the cultural offer beyond central London, and the benefits that providing a diverse range of leisure and cultural facilities, other than eating and drinking, can generate. **Draft London Plan Policy HC5** seeks to support and protect London’s cultural venues, and support the development of new cultural venues, in town centres and areas of good public transport accessibility.
- 5.1.5. **Local Plan Policy E1** supports proposals for mixed use schemes for new employment uses, especially those that recognise the borough’s existing strengths in creative industries, health services, bio-medical research and other research based industries. The council will support the retention and intensification of existing employment uses and will require flexible and affordable space suitable for small and medium enterprises in large new business developments. When considering new or extensions to new employment floorspace the following will be taken into account:

- a) whether the scale and nature of the development is appropriate, having regard in particular to local impact, the nature of the surrounding area and public transport accessibility;
- b) impact upon small and medium sized businesses that support the local community;
- c) scale and nature of employment opportunities generated in the new development;
- d) whether there will be displacement of other uses such as community facilities or housing; and
- e) the Hammersmith and Fulham Economic Growth Plan and the council economic strategies.

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

enhanced facilities where appropriate and viable including as part of major development proposals.

- 5.1.11. **Local Plan Policy CF3** supports the enhancement and retention of arts, cultural, entertainment and leisure uses. It requires proposals for new or expanded facilities to be acceptable in terms of noise, traffic, parking, and opening hours. Supporting text to the policy confirms that some facilities are open during the evening and night-time, helping to sustain a night-time economy through the inclusion of music venues, restaurants, pubs and bars.
- 5.1.12. **Local Plan Policy TLC1** requires that new proposals for town centre uses (including shops, cafes, bars and restaurants) are appropriately located, are of an acceptable scale and do not negatively impact on the existing hierarchy of centres.

Assessment

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

Amendments

- 5.1.15. All of the above land uses have agreed in principle under the existing masterplan permission (2018/03100/FUL) and as such consideration falls to the acceptability of the relative changes to the quantum of floor space of these uses being proposed under this minor amendment.
- 5.1.16. The proposed scheme consists of a range of non-residential uses that create an enhanced mixed use development supporting and enhancing Olympia for its core operating function as an exhibition centre and its contribution to the borough as well as regionally and nationally. The proposed uses by floor space and by location within the site is summarised as follows:

Use	Use Class	Approved GIA Sqm	Revised Proposed GIA Sqm	Uplift GIA Sqm
Retail/F&B	A1/A2/A3/A4	1,856	4,742	2,886
F&B	A3/A4	4,059	2,815	-1,244
Office	B1	53,572	67,027	13,455
Co-Working Office/Conference	B1/D1	9,634	7,698	-1,936
Hotel	C1	16,205	16,749	544
Exhibition	D1	56,022	55,493	-529
Exhibition/F&B	D1/A3/A4	1,392	1,513	121
Cinema	D2	1,165	1,248	83
Music Venue	D2	6,118	5,231	-887
Theatre	Sui Generis	7,936	9,073	1,137
Site Logistics	-	14,200	12,529	-1,671
Plant	-	15,309	12,449	-2,860
Total		187,469	196,567	9,099

- 5.1.17. As shown the main increase is that of the amount of office floorspace which comprises a 9,330sqm increase within the approved Central Hall element and 1,975sqm as an additional use within the approved G-Gate theatre element. Elsewhere there is an increase of 2,886sqm of flexible A1/A2/A3/A4 space located mainly with the Central and Level 2 public realm, although this is countered by a reduction of 1,244sqm of flexible A3/A4 use.
- 5.1.18. There are small changes to the two approved hotels. There is an increase in 22 room at the National Hotel, and a reduction of 18 rooms in the MSCP hotel driven by discussions between the applicant and the intended operators.
- 5.1.19. The theatre and music venues are, again, revised in accordance with discussion post planning permission with the identified operators and their requirements. The theatre at G-Gate sees an increase of 1,137sqm, while the music venue at West Hall sees a decrease of some 890sqm due to a change in layout.

Exhibition and Conference uses

- 5.1.20. The proposal sees the delivery of 57,006sqm exhibition space against an approved 57,414sqm, with 1,513sqm being flexible use with the option of being operated as food and beverage. The approved flexible co-working/conference

provision 9,634sqm would be reduced to 7,698sqm within the extended Multi-storey Car Park and Central. These uses are considered to be well established and comprise the historical core offer of the site, with the proposal refurbishing and enhancing this to modern standards. Subject to assessment of impacts, the principle and land use of this element is supported.

Theatre, Cinema and Music Venue

- 5.1.21. The 1500 seater theatre proposed on the G-Gate site would see a re-orientation of the stage and the increase in floorspace that results from refinements in the design of the theatre are supported in terms of land use.
- 5.1.22. The 1500 seater music venue to be provided above the West Hall site is subject to a layout change from being all seater to a maximum 4,400 standing capacity, although the overall floor area is reduced. The use itself has not changed and the increase in capacity is subject to further assessment within this report. However, the land use itself continues to be supported.
- 5.1.23. The four screen cinema in the basement below the car park site would see a small uplift in floor area which is not considered to materially alter the proposed use.
- 5.1.24. The transport accessibility of the site is excellent in addition to any further enhancement and mitigation required elsewhere in this report. The proposed uses would create a new cultural hub in London and the borough, utilising the existing site's scale and reputation and its transport links. Strategic and local policy clearly supports the development of new cultural venues, in areas of good public transport accessibility and it is considered that the proposal would contribute positively to the cultural offer within the borough. As such the proposed changes are considered acceptable and to comprise minor-material amendments to the already established land uses.

Hotels

- 5.1.25. London Plan policy supports the provision of visitor accommodation and states that such development is required to support major visitor attractions outside of central London, opportunity areas and town centres. The approach is further supported by local policy in relation to major visitor attractions of sub-regional or greater significance.
- 5.1.26. The 211 room hotel to the Multi-storey Car Park is reduced to 193 rooms and the 123 room hotel above National Hall increases to 145 rooms. Olympia itself is a major visitor attraction of national and international standing with the provision being an extension to the existing site, which therefore does not result in any loss of housing and would utilise the existing public transport links with blue badge car parking provision within the new logistics centre.
- 5.1.27. The principle of hotel uses on the site is established and it is considered that the proposal in this location and in relation to the established major visitor attraction is fully supported by strategic and local planning policy.

Retail Uses

- 5.1.28. The proposal sees an increase of 1,763sqm of retail uses, from 7,307sqm to 9,070sqm. In terms of increase, this is mainly focused upon Central Hall with an increase of 1,584sqm, National with an increase of 912sqm and L2 with an increase of 423sqm. G-Gate would see a reduction of 1,250sqm A3/A4 uses. It is noted that of the amended floor area, 2,815sqm is for food and beverage A3/A4 use only which is a reduction of 1,244sqm from the approved scheme.
- 5.1.29. Retail space totalling 6,255 sqm could also be occupied in the other A Class uses as well as food and beverage. This floorspace would be increased by 3,007 sqm compared to the approved development. This increase is, again, minimal within the context of the total development floorspace (at around 196,000 sqm) and equates to 1.5% of the overall scheme total.
- 5.1.30. Condition 54 of the approved scheme limits the total amount of Class A1 retail that may be occupied under this flexible space to 600sqm and the applicant seeks an amendment to this to allow for 750sqm. The outline scheme for Olympia Way limits this retail use to 1,500sqm giving a total possible Class A1 presence of no more than 2,250sqm.
- 5.1.31. It is recognised that the purpose for the Class A use provision is to support and enhance Olympia as a venue by way of offering a broad range of complementary uses that currently do not exist on the site, instead relying upon neighbouring offers in the wider area. In this respect the new retail offer would rely upon the proposed uplift. As such the scale of provision is in relation to the overall development being proposed, as opposed to a singular offer simply in relation to the existing exhibition halls and resulting in an overall uplift in Class A provision in the area relying upon the static floorspace and utilisation of the existing function. As such the scale of the provision is seen by officers as being commensurate within the overall type and quantum of uses proposed.
- 5.1.32. It is therefore considered that the quantum of Class A use provision within the development is driven by additional visitor demand and is specific to the location and operation of the site and is acceptable in principle. The increase is commensurate with the other changes proposed and the total Class A1 use sees a moderate increase in its cap. Overall it is considered that the proposed uplift of these uses continues to be acceptable.

Offices

- 5.1.33. The proposal would see an increase in office space of 11,519sqm to a total of 74,725sqm, from 63,206sqm. 7,698 of this space could alternatively be used as conference use. This represents some 6% of the overall amended masterplan floorspace.
- 5.1.34. The site is not in a designated town centre and is between the town centres at Hammersmith and Kensington High Street with the northern edge of Hammersmith Road featuring medium to large scale office development along its length stretching east from Hammersmith and forms a cluster of office space. At committee in October Members resolved to grant permission at 66 Hammersmith Road which is adjacent to the site on Lyons Walk; this comprised

in excess of 17,000sqm of Class B1 office use. The site has very good public transport links, further assessed within the relevant section below.

- 5.1.35. The council's spatial vision within the Local Plan sets out that by 2035 Hammersmith and Fulham will be a key part of, and contributor to, London's thriving international economy and the benefits of this will be shared throughout the borough. It will be home to centres of innovation, a skilled workforce and a growing number of businesses and jobs providing opportunities for local people. Furthermore, opportunities will have been taken to regain the borough's pre-eminent position for Culture, Media, Arts companies in the borough following the relocation of parts of the BBC from Shepherd's Bush and will have encouraged inward investment, to support new enterprises and start-up businesses and to facilitate job growth in the local area, where all people are connected to economic opportunities and live in strong and thriving communities.
- 5.1.36. Local Plan Policy E1 states that the council will require flexible and affordable space suitable for small and medium enterprises in large new business developments. The proposal would provide this provision through office space, workspace and free use of community spaces as well as community engagement. It is therefore considered that this element of the policy has been satisfied and would accordingly result in a significant public benefit arising from the scheme.
- 5.1.37. Policy E1 goes on to say that when considering new employment floorspace or the extension of existing floorspace the council will also take into account:
- a. whether the scale and nature of the development is appropriate, having regard in particular to local impact, the nature of the surrounding area, and public transport accessibility;
 - b. impact upon small and medium sized businesses that support the local community;
 - c. scale and nature of employment opportunities generated in the new development;
 - d. whether there will be displacement of other uses such as community facilities or housing; and
 - e. the Hammersmith and Fulham Economic Growth Plan and the council economic strategies.
- 5.1.38. The Council's Employment Land Study (2016), which forms part of the evidence base for the Local Plan, identifies a number of sub-markets for offices across the borough which includes the submarket of Kensington Village, West Kensington and Kensington Olympia. This submarket is recognised as an improving office market in Hammersmith and Fulham because of the improved transport on the West London Line since 2012 following the increased number of trains connecting Kensington Olympia station to Shepherds Bush and Willesden Green to the north and West Brompton, Imperial Wharf and Clapham Junction to the south. In terms of future office supply in the borough, the study identifies Kensington Olympia as an area of possible future supply for B1 office stock and states that this could be developed to include more B class use. In addition to this, the Olympia Centre Car park is also recognised as a site where potential B class uses could be developed in the future. The London Office Review 2014 projected a likely requirement for an additional 290,000m² (gross) of office

floorspace within the borough to 2036. However, the Council's Employment Study (2016) predicts a higher need of between 383,000 and 511,000m² based on 1 person per 9m². The proposed office development at Olympia would help to meet this need and therefore contribute a large proportion of the borough's identified modern, high class quality office space requirements.

- 5.1.39. The applicant has submitted a Business Case for the proposal which contains an assessment by an appointed consultant, Cushman and Wakefield, of the provision and location in the context of other town centres. This concludes that the proposed office space would not be competing with other town centres but would provide a complementary offer and that Hammersmith town centre does not have a suitable environment for this scale of accommodation. It is set out that Hammersmith has a diminishing developable space with projects coming forward on Hammersmith Road and adjacent streets and projects outside of the core area are increasingly uncommon and the pace of redevelopment of outdated stock is lagging behind the average. It is concluded that the provision of modern co-working, creative spaces surrounded by arts, performance and food uses is a very attractive offer with most occupiers looking for space that is beyond simply a place to work. The Deloitte report states that high quality office space is limited in the surrounding area and the proposed provision will generate revenue outside of event times as well being an important segment for corporate events; it is stated that the offices are intended to be occupied by key media, tech and professional services tenants to encourage cross-utilisation of the venue space
- 5.1.40. Policy E1 is clear that locations outside of town centres and regeneration areas have a key role to play in delivering the scale of office accommodation required to meet the council's stated need in order to fulfil the spatial vision set out. Whilst schemes above 2,500sqm outside of these areas will generally be discouraged, they will not be resisted and must demonstrate they could not be provided within those areas. It is considered that evidence has been provided that the quantum of office space provided would be difficult to deliver in any other location, in particular the key centre of Hammersmith, due to not just its scale but also the uniqueness of the overall mix of uses and the resulting offer.
- 5.1.41. Given the nature of the proposed exhibition complex and its ancillary retail uses this could support the level of office development proposed, subject to appropriate provision of transport capacity and mitigation of impacts. The proposed increase in office use is not considered to result in a harmful impact upon neighbouring centres, the local area and could not be provided within those centres or their regeneration areas. Provision would be made through local jobs, procurement and workspace, as well as the community benefits set out within this report, that would offer significant benefits to the local area and local community and is therefore considered in compliance with local, regional and national policy.

Principle and Land Use Conclusion

- 5.1.42. It is therefore considered that the proposed floorspace and the proposed flexible mix of uses, together with conditions limiting the quantum of Class A1 retail and planning obligations securing affordable workspace and community uses, would be complementary to the wider Olympia site and would not undermine the local

or nearby centres and would be in accordance with the NPPF, London Plan Policies 2.1, 4.1, 4.2, 4.5 and 4.6, Draft London Plan Policies E1, E10 and HC5, and Local Plan Policies E1, E3, CF1, CF2, CF3 and TLC1.

5.2 Socio-Economic and Community Effects

- 5.2.1. **London Plan Policy 3.1** presents the Mayor's commitment to ensuring equal life chances for all Londoners, borne out of the recognition that meeting the needs of particular groups and communities is key to addressing inequalities and fostering diverse communities. **Policy 4.12** seeks to improve access to employment and employment opportunities for Londoners, supporting local employment, development and training. **Draft London Plan Policy E2 (C)**, states that the applicant should show how a proportion of low cost and flexible business space would be incorporated into the proposals to provide workspace suitable for small and medium sized enterprises.
- 5.2.2. **Local Plan Policy E1** requires flexible and affordable space suitable for small to medium enterprises in new large business development. **Local Plan Policy E4** requires the provision of appropriate employment and training initiatives for local people of all abilities in the construction of major developments including visitor accommodation and facilities.
- 5.2.3. The proposal will generate, as set out within the updated Environmental Statement Addendum, approximately 925 further full time equivalent (FTE) jobs over the current 4,560-5,045 further FTE jobs. As a result of the modern and upgraded floorspace, wider benefits would be delivered by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for local residents and companies.
- 5.2.4. The previous s106 which will be subject to a deed of variation should permission be granted for this application includes affordable space comprising 5% of the total eligible Class B1 floorspace across both this application and the associated outline application together with a payment of £10.5m to provide off-site affordable space. In securing this through the s106 agreement, delivery will be secured by way of requiring this level of provision to be delivered within the main development should the outline application, for whatever reason, not come forward. Should the 2,767sqm within the permitted outline scheme not come forward, it would be within the main site.
- 5.2.5. Further to this 10% of the construction costs will be offered as local procurement contracts and are secured for the local economy together with 175 apprentices, and 222 full-time operational phase workers on site is secured. A contribution to affordable/low cost space of £2.5m is secured as well as an offsite skills and training contribution of £825,000 over 10 years and an onsite employment and skills contribution of £825,000 over 10 years as further benefits secured by way of the uplift represented by this amended scheme to the local economy.
- 5.2.6. The s106 will also continue to make significant contributions through requirements placed upon future tenants of the various uses. These comprise:
- Free tickets to borough residents for shows and events

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

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

5.3 Design, Heritage and Townscape

Design

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

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

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

- 5.3.3 Chapter 7 of **the London Plan** sets out the Mayor's policies on a range of issues regarding places and space, setting out fundamental principles for design. Policy 7.1 (Lifetime Neighbourhoods) states that the design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability, and accessibility of the neighbourhood. Policy 7.2 (An Inclusive Environment) requires all new development in London to achieve the highest standards of accessible and inclusive design. Policy 7.3 (Designing out crime) seeks to ensure that developments reduce the opportunities for criminal behaviour and contribute to a sense of security, without being overbearing or intimidating.
- 5.3.4 **Policies 7.4 (Local character), 7.5 (Public realm) and 7.6 (Architecture) of the London Plan** are all relevant and promote the high quality design of buildings and streets. Policy 7.4 states that development should have regard to the form and function, and structure of an area, place or street and the scale, mass, and orientation of surrounding buildings whilst Policy 7.6 states that buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings.
- 5.3.5 **Policy 7.7 (Tall buildings)** states that tall and large buildings should generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport; should only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building; should relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm, improve the legibility of an area, by emphasising a point of civic or visual significance and enhance the skyline and image of London. They should also incorporate the highest standards of architecture and materials, including sustainable design and construction practices; should have ground floor activities that provide a positive relationship to the surrounding streets; should contribute to improving the permeability of the site and wider area; should incorporate publicly accessible areas on the upper floors and should make a significant contribution to local regeneration. Policy 7.8 (Heritage assets and archaeology) states that development affecting heritage assets and their setting should conserve their significance by being sympathetic to their form, scale, materials, and architectural detail.
- 5.3.6 **Chapter 3 (Design) of the Draft London Plan (2019)** seeks to secure the delivery of good design in a variety of ways. Draft Policies D4 (Delivering Good Design), D8 (Public Realm) and D9 (Tall Buildings) are particularly relevant to the consideration of this application. Policy D4 highlights that where appropriate, visual, environmental and movement modelling/assessments should be undertaken to analyse potential design options for an area, site or development proposal. These models, particularly 3D virtual reality and other interactive digital models alongside use of design review should, where possible, be used to inform decision-taking, and to engage Londoners in the planning process. Policy D8, sets a series of criteria to ensure that ensure the public realm is well-designed, safe, accessible, inclusive, attractive and well-connected. Policy D9 promotes a plan-led approach to tall buildings and a framework to assess the impacts of such developments. Policy HC1 Heritage conservation and growth of Chapter 7 (Heritage and Culture), suggests that development proposals affecting heritage assets, and their settings, should

conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings.

- 5.3.7 **The Council's Local Plan Policies DC1, DC2 and DC3 are particularly relevant to the assessment of design.** DC1 (Built Environment) states that all development within the borough should create a high quality urban environment that respects and enhances its townscape context and heritage assets. There should be an approach to accessible and inclusive urban design that considers how good design, quality public realm, landscaping and land use can be integrated to help regenerate places.
- 5.3.8 **Policy DC2 (Design of New Build)** sets out to ensure that new build development will be of a high standard of design and compatible with the scale and character of existing development and its setting.
- 5.3.9 **Policy DC3 (Tall Buildings)** states that:
- 5.3.10 Tall buildings, which are significantly higher than the general prevailing height of the surrounding townscape and which have a disruptive and harmful impact on the skyline, will be resisted by the council. However, areas where tall buildings may be appropriate are as follows:
- a). White City Regeneration Area;
 - b). Earls Court & West Kensington Opportunity Area;
 - c). South Fulham Riverside Regeneration Area; and
 - d). Hammersmith Town Centre.
- 5.3.11 In these areas identified as potentially appropriate for tall buildings, any proposal will need to demonstrate that it:
- a). has a positive relationship to the surrounding townscape context in terms of scale, streetscape and built form;
 - b). is of the highest quality of architectural design and materials with an appropriate form and silhouette which contributes positively to the built heritage and image of the borough;
 - c). has an acceptable impact on the skyline, and views from and to open spaces, the riverside and waterways and other locally important views and prospects;
 - d). has had full regard to the significance of heritage assets including the setting of, and views to and from, such assets, has no unacceptable harmful impacts, and should comply with Historic England guidance on tall buildings;
 - e). is supported by appropriate transport infrastructure;
 - f). has an appropriate design at the base of the tall building and provides ground floor activity;
 - g). interacts positively to the public realm and contributes to the permeability of the area;
 - h). is of a sustainable design and constructions, including minimising energy use and the risk of overheating through passive design measures, and the design allows for adaption of the space;
 - i). does not have a detrimental impact on the local environment in terms of microclimate, overshadowing, light spillage and vehicle movements; and
 - j). respects the principles of accessible and inclusive urban design.

Design Character of Proposals

Grand Hall

- 5.3.12 The Grand Hall would be retained in use as an exhibition hall, with the insertion of two new mezzanine levels at the west end. The lower mezzanine would be installed at the level of the existing gallery and would occupy the four westernmost bays of the historic barrel vault structure, representing approximately a third of the space. The existing balustrade around the gallery at the western end would be removed to allow for free flow of visitors between the existing gallery and the lower mezzanine level. This would enable more efficient use of the existing gallery level at Grand Hall which is awkwardly configured in plan form and lacks significant depth, resulting in poor pedestrian flow and limitations on how it can be used by exhibitors during exhibitions. It would also allow for a permanent expansion of exhibition floor space within Grand Hall, which is the preferred location for many exhibitors, supporting and sustaining the core exhibition business. Existing arrangements for larger exhibitions in Grand Hall involve the construction of temporary mezzanine levels accessed from the gallery and by temporary staircases from the main exhibition hall below. These arrangements provide a poor-quality environment for exhibitors and visitors, in contrast with the grandeur of the original Grade II* exhibition hall.
- 5.3.13 The upper level mezzanine would be designed to provide new food and beverage facilities in order to enhance the current offer available to exhibitors and visitors. It would be smaller in floor area than the lower level mezzanine, occupying two bays. It would be set in at the sides and at the front to create a tiered appearance. A simply detailed and lightweight connection also would be provided between the upper level mezzanine and the sky-deck between Grand Hall and National Hall, this will require the removal of small sections of metal panels to the barrel vaulted roof of Grand Hall to create a double door.
- 5.3.14 The extent of the mezzanine proposals has been reduced through the pre-application process and the original design has been significantly revised. The detailed design and materials of the mezzanine levels have also been revised through the pre-application process and the decorative steel supports reflect the original architecture of the gallery level supports and the roof structure.
- 5.3.15 Lifts and stair access would be provided to the mezzanine levels in two separate cores rising from the main exhibition floorspace at ground floor level. Access to the existing gallery level would also be improved by the insertion of escalators between ground and first floor levels on the north side of the Grand Hall, which will require the removal of two bracing beams at ground floor and one bracing beam at mezzanine level and their replacement with a lightweight structure. New lifts between basement level and gallery level would also be provided on the south side of the Grand Hall.
- 5.3.16 The existing single storey buildings on the forecourt of Grand Hall fronting Olympia Way, some of which date from 1936, would be demolished. The original entrance at ground floor level on the front elevation of Grand Hall within the triumphal arch would be reinstated including stone columns and timber

entrance doors. The front elevation of Grand Hall would also be restored by the removal of the existing external staircase to first floor level, the reinstatement of the bas relief within the arch and the reinstatement of the sculpture of Britannia surmounting the arch.

- 5.3.17 Revisions to the consented scheme through the s73 application are considered minor in nature; these changes largely consist of omission of a lift core to the south-western corner of the building, rationalisation of the structural columns and provision of internal escalators to improve circulation around the site. Overall these changes are considered to retain the design quality of the development.

Pillar Hall

- 5.3.18 Pillar Hall has been poorly utilised over the past decade, especially the galleried first floor hall. Listed Building Consent has previously been granted to convert the first floor hall to ancillary office use for the exhibition centre, involving the insertion of a mezzanine level, but this has not materialised. The building would be refurbished in connection with a change of use from exhibition centre to a restaurant/bar with live music. A lift access would be provided to improve access to the first and second floors. Externally the modern metal canopy would be removed from above the front entrance door and the existing steps would be replaced by level access from the proposed public realm on Olympia Way.
- 5.3.19 There are two key revisions to the scheme through the s73 application, these relate to the development of external structures. To the rear of the building, an external platform lift will be developed to provide discreet servicing and delivery access to internal uses. At roof level, an area of open, (screened) plant is proposed, replacing the hipped roof on the rear part of the building and facing the service yard. A further area of screened plant is proposed between Pillar Hall and Grand Hall above a later kitchen extension, which would be visible from Olympia Way. Conditions would secure the submission of detailed drawings and material samples to ensure the highest quality of design is achieved.

National Hall

- 5.3.20 The exhibition hall at National Hall would be retained in use for exhibitions, with the insertion of two new mezzanine levels at the west end. The lower mezzanine would be installed at the level of the existing gallery and would occupy the three westernmost bays of the historic barrel vault structure, out of a total of seven bays. The existing balustrade around the gallery at the western end would be removed to allow for free flow of visitors between the existing gallery and the lower mezzanine level. This would enable more efficient use of the existing gallery level at National Hall which is awkwardly configured in plan form and lacks significant depth, resulting in poor pedestrian flow and limitations on how it can be used by exhibitors during exhibitions. It would also allow for a permanent expansion of exhibition floor space within National Hall, sustaining the core exhibition business.

- 5.3.21 The upper level mezzanine would be designed as a multi-use space which could operate as exhibition floorspace or to provide new food and beverage facilities in order to enhance the current offer available to exhibitors and visitors. It would be smaller in floor area than the lower level mezzanine, occupying two bays. It would be set in at the sides and at the front, in order to create a tiered appearance. A connection also would be provided between the upper level mezzanine and the north-south section of the Level 2 sky-deck, this will require the removal of a small section of the west screen to National Hall.
- 5.3.22 The extent of the mezzanine proposals has been reduced through the pre-application process and the original design has been significantly revised. The detailed design and materials of the mezzanine levels have also been revised through the pre-application process and the decorative steel supports reflect the original architecture of the gallery level supports and the roof structure. The design and materials of the mezzanines will also match those of the mezzanines in the Grand Hall. Lifts and stair access would be provided to the mezzanine levels in two separate cores rising from the main exhibition floorspace at ground floor level.
- 5.3.23 The southern wing of National Hall which contains the Pizza Express restaurant at ground floor level, the Apex and Club Rooms at first floor level and ancillary facilities would be converted to use as a 145 bedroom hotel, in connection with the erection of part two, part three storey extension at roof level. The Pizza Express restaurant, the Apex Room and Club Rooms would be reused for larger public spaces within the hotel including reception, bar and restaurant facilities. New columns would be inserted through the building in order to support the weight of the hotel extension. The new columns would be visible within Pizza Express restaurant, the Apex and Club Rooms.
- 5.3.24 Externally the additional floors for hotel bedrooms would have a contemporary appearance consisting of stepped and angled zinc clad vertical window bays. These create a roof form, with a more solid appearance from the east and a more glazed appearance from the west. The internal floor slab is not expressed externally, so as not to compete with the horizontal emphasis of the National Hall facades to Hammersmith Road and Olympia Way. The massing of the hotel extension has been reduced during the pre-application process and the initial design has been significantly revised. The existing roller shutter for vehicular access at ground floor level fronting Olympia Way would be removed and the original entrance to National Hall reinstated.

Level 2 Sky Deck (L2)

- 5.3.25 The brick infill block between Grand Hall and National Hall above B Gate, fronting Olympia Way, would be demolished and the return elevations of Grand Hall and National Hall would be reinstated. At roof level the existing plant would be removed. A sky deck would be built at second floor level in order to provide greater permeability through the site, new public realm and retail uses and a means of access to the office accommodation within the redeveloped Olympia Central, the live music venue above West Hall and the theatre on the G-Gate site. A bank of escalators would lead up from Olympia Way to the sky deck concourse between Grand Hall and National Hall. The concourse would incorporate retail units and landscaping and would be partially enclosed by a

curved glazed canopy set between the barrel vault roofs of Grand Hall and National Hall. In order to provide structural support to the sky deck it will be necessary to insert columns through the roofs and decks of the gallery spaces in Grand Hall and National Hall, down to ground floor level. New plant would be accommodated in the void beneath the sky deck.

- 5.3.26 Further west, the concourse on the sky deck would extend into public realm named Central Avenue, which would run beneath the proposed office element in the redeveloped Olympia Central. Central Avenue would incorporate links into the upper mezzanine levels at Grand Hall and National Hall. The underside of the office element of the redeveloped Olympia Central would be enlivened by a sculpted soffit with a lighting scheme. From Central Avenue there would be open views across to the west screen and barrel vaulted roof of Grand Hall. Central Avenue would continue on to the G-Gate staircase set between the redeveloped Olympia Central and the theatre on the G-Gate site, which would lead down to Hammersmith Road. The new public realm will provide a pedestrian friendly and accessible route from the junction of Hammersmith Road and North End Road to Olympia Way and Kensington Olympia Station, providing an alternative to walking along Hammersmith Road.
- 5.3.27 The detailed design of the Level 2 sky deck has been significantly revised through the pre-application process, including the omission of a projecting circular walkway over Olympia Way.
- 5.3.28 Revisions to this part of the scheme as part of the s73 application, particularly to the southern wing of National Hall are significant. Internally there would be some changes to the layout and subdivision of spaces to accommodate the hotel; food and beverage and retail uses are proposed and the hotel would have a more prominent entrance onto Hammersmith Road. The massing and architectural treatment of the roof-top hotel extension, has also been modified; the massing of the hotel will appear more dominant since its location at roof level has been modified. However it also better relates to the splayed corner of the existing National Hall and has been cut back to better reveal the flank of the barrel vaulted roof to National Hall. The overall quality of the design of this element of the proposed revisions is considered to have improved compared to the consented scheme.

Olympia Central

- 5.3.29 The existing exhibition hall at Olympia Central would be demolished behind the 1930s façade, which would be retained. The demolition would enable the provision of Logistics Centre at ground floor level and over two new basement level. Replacement exhibition and conference floorspace would be erected behind the retained façade. The front elevation of Olympia Central would be enlivened with new shop units lining the Hammersmith Road frontage utilising existing openings. The new exhibition floorspace would be connected to the at first floor level to the existing exhibition floorspace in Grand Hall and National Hall and would have an independent access through a monumental portal in the western flank wall accessed from the G-Gate staircase.
- 5.3.30 The original '1929' relief would be reinstated below the existing 'OLYMPIA' relief. It is proposed to remove the existing paint from the façade and restore

the original concrete. The existing windows would be replaced with double glazed metal windows, details of which would be subject to a condition.

- 5.3.31 Above the new exhibition and conference floorspace and set back from the Hammersmith Road frontage, an office building would be erected in a series of five tiered 'fingers', the middle of which would rise to 10 storeys in the centre of the site. The fourth and fifth 'fingers' of the office element would then step down towards to the north. At the rear, part of the office element would cantilever out over the southern gallery of Grand Hall. The curved form of each end of the 'fingers' and the tiered plan form would help to break up the massing and provide a series of narrow elevations in the view from RBKC and Addison Bridge, where it would be seen in conjunction with the Grand Hall and National Hall. The curtain walling of the office floors would incorporate pleated glazing as a reference to the design of the glazing in the east screen of Grand Hall. Every other floor slab would be expressed through horizontal banding, creating two storey high glazed bands which would create a sense of generous proportions. The office element would be accessed from the Level 2 sky deck.
- 5.3.32 The height and massing of the office element of the scheme has been significantly reduced through the pre-application process. Two massing options were presented at a public consultation and the submitted scheme was generally preferred to a lower rise option that brought the massing closer to the Hammersmith Road frontage.
- 5.3.33 Key revisions to the proposal through the s73 application, mainly relate to the massing of the tiered 'finger' blocks. The floor-to-floor heights of these elements have been rationalised to provide additional accommodation within the central tallest blocks. The height of the northernmost and the two southern 'fingers' have been reduced as a consequence of this change; the tallest element, Finger 1, does not change in height, Finger 2 increases 1.195m, Fingers 3 and 4 decrease by 2m, and Finger 5 decreases by 1.2m. In addition to these changes, the architectural treatment of the 'finger' blocks has been refined to improve their design quality. Overall, these changes are considered to be a minor enhancement compared with the consented scheme.

G-Gate

- 5.3.34 The existing vehicle parking area on the vacant G-Gate site would be redeveloped to provide a new theatre rising to 57m in height with no increase in height from the consented scheme. The building would be designed to meet the requirements of the Logistics Centre beneath it and the requirements of the theatre use. At the base of the theatre fronting Hammersmith Road there would be a significant cantilever, which would project out over a public arcade activated by a double height retail unit and over part of the monumental G-Gate staircase leading up to Central Avenue and the Level 2 sky deck. The cantilever would be supported by metal columns which would extend up the façade of the building, breaking it into separate vertical bays, providing a strong vertical emphasis. The building would be constructed of textured concrete, reflecting the materiality of the adjacent Olympia Central façade and providing opportunities to incorporate relief through gradations of colour and texture. The building would provide a landmark at an important corner on the Olympia site and would hold its own against the horizontal emphasis of the Olympia Central

façade. It has previously been established through the public inquiry process for a previous redevelopment scheme on the G-Gate site that any new building should be taller than the existing Olympia Central façade. The pedestrian entrance to the theatre would be from Central Avenue and the Level 2 sky deck.

- 5.3.35 Proposals for the G-Gate site have been fundamentally revised as part of the s73 application. The updated proposal will have a reduced massing and alternative architectural treatment to the consented scheme; with a reduced massing at its top and base. An office level has been introduced at the top of the building in a contrasting glazed treatment and set back from the main façade, reducing the perception of height. The principal face has moved forward 1 metre toward Hammersmith Road, however at ground level the consented stairway has been removed and the entrance canopy lifted to create increased public realm and an improved sense of space and openness at street level. The revised architectural approach seeks to replace the solid concrete composition of the consented scheme with an approach incorporating additional fenestration and warmer facade detailing. The design of the pedestrian route from Hammersmith Road up to Level 2 has been amended and provides for greater legibility of the routes through the site. Overall, these changes are considered to be a considerable improvement to the quality of the design of this part of the development, when considered against the consented scheme.

West Hall

- 5.3.36 Revisions to this element of the proposal are mainly related to the internal layout of the development; to achieve the requirements of the operator. There is no increase in height. In terms of the architectural approach, there are two key changes. Firstly, the faceted metal façades of the building have been replaced with a smooth curved profile finish and appearance of the secondary escape stair has been modified through omission of the glazed enclosure; to expose the stairwells externally which removes the requirement for a secondary mesh. The massing of the proposal has been reduced by removing the glazed enclosure around the escape stairs to Blythe Road while the roof has been changed to a green roof, improving the outlook and sustainability. These changes are considered to improve the design quality of the development overall when compared with the consented scheme.

Maclise Road MSCP

- 5.3.37 The existing Multi-Storey Car Park with its split floor levels would be substantially redeveloped to provide a 197 bedroom hotel at the eastern end and offices at the western end. The retained element of the structure would be towards Maclise Road, with the southern parking decks and the stair tower on Olympia Way being demolished to create level floorplates and a new entrance for the hotel from Olympia Way. Two additional floors would be erected at roof level to form a lightweight glazed element. The basement level would be excavated by one storey to allow for the provision of a cinema.
- 5.3.38 The façade to the retained structure will be replaced with a curved glass and brick elevation in a similar style to the existing. The new build element fronting

Olympia Way will be treated as an expressive architectural façade, adopting a series of curved glass and brick bays that produce a vertical emphasis to the building and a feature to terminate the view at the north end of Olympia Way.

- 5.3.39 The hotel reception and restaurant would provide an active frontage at ground floor level to the corner of Olympia Way and Maclise Road. Further west along Maclise Road, the office entrance would also provide animation to the street frontage.
- 5.3.40 Internally, the western spiral car park ramps would be incorporated into the office building.
- 5.3.41 Revisions to this element of the proposal through the s73 application are relatively modest and relate mainly to the internal layout of the scheme. In particular, the entrance to the cinema has been relocated to the north-eastern corner of the site fronting Blythe Road. Some minor external changes to the façade treatment are also proposed, simplifying the number of curved bays. These changes are considered to result in an overall improvement to the quality of the development compared to the consented scheme.

L-Yard

- 5.3.42 L-Yard currently functions as the location for existing plant and servicing activities. It is dominated by the flank walls of surrounding buildings and by the brick chimney. As a typical back of house space, it has a generally poor quality of appearance and there are views into it from the public highway on Blythe Road. The proposals involve the erection of an energy centre and a new 48m high flue to service it.

Design Conclusion

- 5.3.43 The proposals are the result of a comprehensive, masterplan approach to the site which represents the best approach to management of future development on the site. The revised proposals, seek to retain and reinforce the quality of original scheme with new buildings and extensions to existing buildings having a high quality of architectural design and materiality; with each building having its own character. The proposals are informed by an understanding of the significance of the heritage assets affected and the detailed design of the individual elements is considered compatible with the adjacent listed buildings.
- 5.3.44 The proposed Central workspace building over Olympia Central would be the tallest building on the site and would rise to 73m, the principle of which is established under the existing planning permission, with no increase on the extant permitted scheme and an overall reduction in the envelope of this element as a whole. The proposed form and composition of the building would relate to the large-scale buildings and urban grain of the Olympia estate and is considered to be of an appropriate high-quality design. The building would be set back from the retained listed façade on the street frontage with its tallest section set towards the centre of the site. It would connect positively to the new raised public realm. The building would have no unacceptable harmful impacts on the setting of surrounding heritage asserts where any harm identified has been assessed as substantial in magnitude. The GLA supported the proposed

massing and have found the scale in accordance with the tall buildings policy in the London Plan under the previous Stage 1 and Stage 2 reports and have issued a letter on this proposal that it raises no new strategic issues. The Council's Local Plan policy directs the location of tall buildings to regeneration areas and Hammersmith Town Centre, in order that they can contribute in a positive manner to enhance a sense of place. Officers consider that the proposed Central Workspace building would perform a similar role at Olympia, improving the legibility of the estate, enhancing the image of Olympia, and taking on an appropriate landmark role as part of the development securing the long term future of the exhibition centre. In this instance it is found to address the criteria in both the London Plan and the council's tall buildings policy.

- 5.3.45 The proposals would represent a further evolution of development at Olympia and would add to the rich variety of architectural styles and materials on the site. Inevitably buildings of this scale will have impacts which are discussed in the Heritage impacts section of this report. The proposals would also deliver well designed public realm around and through the site, improving permeability and would increase the extent of active frontages around the perimeter of the site, improving the visual relationship with the streetscene.

Heritage

- 5.3.46 **The Planning (Listed Buildings and Conservation Areas) Act 1990** sets out the principal statutory duties which must be considered in the determination of any application affecting listed buildings or conservation areas.

- 5.3.47 It is key to the assessment of these applications that the decision making process is based on the understanding of specific duties in relation to listed buildings and Conservation Areas required by the relevant legislation, particularly the s.16, s.66 and s.72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in the NPPF.

- 5.3.48 **s16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990** states in relation to listed buildings that:

'In considering whether to grant listed building consent for any works, the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the [listed] building or its setting or any features of special architectural or historic interest which it possesses.'

- 5.3.49 A similar duty in **s66 of the Planning (Listed Buildings and Conservation Areas) Act 1990** requires that:

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

5.3.50 **s72 of the above Act** states in relation to Conservation Areas that:

‘In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.’

5.3.51 **Paragraph 184 of the NPPF** states:

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

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

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

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

In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

5.3.54 **Paragraph 193 of the NPPF** states: When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

5.3.55 **Paragraph 194 of the NPPF** states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;

b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

- 5.3.56 **Paragraph 195 of the NPPF** states that where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:
- a) the nature of the heritage asset prevents all reasonable uses of the site; and
 - b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
 - c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
 - d) the harm or loss is outweighed by the benefit of bringing the site back into use.
- 5.3.57 **Paragraph 196 of the NPPF** states: Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.
- 5.3.58 The NPPF makes a clear distinction between the approach to be taken in decision-making where the proposed development would affect the significance of designated heritage assets (listed buildings, conservation areas, Registered Parks and Gardens) and where it would affect the significance of non-designated heritage assets (buildings of local historic and architectural importance).
- 5.3.59 The NPPF also makes a clear distinction between the approach to be taken in decision-making where the proposed development would result in 'substantial' harm and where it would result in 'less than substantial' harm.
- 5.3.60 Case law indicates that following the approach set out in the NPPF will normally be enough to satisfy the statutory tests. However, when carrying out the balancing exercise in paragraphs 195 and 196, it is important to recognise that the statutory provisions require the decision maker to give great weight to the desirability of preserving designated heritage assets and/or their setting.
- 5.3.61 The Planning Practice Guidance notes which accompany the NPPF remind us that it is the degree of harm to the asset's significance rather than the scale of the development that is to be assessed.
- 5.3.62 The scheme would impact both directly and indirectly on heritage assets. These impacts are considered separately in the following sections.
- 5.3.63 For the indirect impacts, namely impacts on settings, officers agreed areas for assessment with the applicants. The applicant's statement submitted with the application seeks to identify the significance of designated heritage assets

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

5.3.64 In the first instance, the assessment to be made is whether the development within the setting of a designated heritage asset will cause harm to that designated heritage asset or its setting. If no harm is caused, there is no need to undertake a balancing exercise. If harm would be caused, it is necessary to assess the magnitude of that harm before going to apply the balancing test as set out in paragraphs 195 and 196 of the NPPF as appropriate.

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

- a. the presumption will be in favour of the conservation, restoration and enhancement of heritage assets, and proposals should secure the long term future of heritage assets. The more significant the designated heritage asset, the greater the presumption should be in favour of its conservation;
- b. applications affecting designated heritage assets, including alterations and extensions to buildings will only be permitted if the significance of the heritage asset is conserved or enhanced;
- c. applications should conserve the setting of, make a positive contribution to, or reveal the significance of the heritage asset. The presence of heritage assets should inform high quality design within their setting;
- d. applications affecting non-designated heritage assets (buildings and artefacts of local importance and interest) will be determined having regard to the scale and impact of any harm or loss and the significance of the heritage asset in accordance with paragraph 135 of the National planning Policy Framework;
- e. particular regard will be given to matters of scale, height, massing, alignment, materials and use;
- f. where changes of use are proposed for heritage assets, the proposed use, and any alterations that are required resulting from the proposed use should be consistent with the aims of conservation of the asset's significance, including securing its optimum viable use;
- g. applications should include a description of the significance of the asset concerned and an assessment of the impact of the proposal upon it or its setting which should be carried out with the assistance of a suitably qualified person. The extent of the requirement should be proportionate to the nature and level of the asset's significance. Where archaeological remains of national significance may be affected applications should also be supported by an archaeological field evaluation;
- h. proposals which involve substantial harm, or less than substantial harm to the significance of a heritage asset will be refused unless it can be demonstrated that they meet the criteria specified in paragraph 133 and 134 of the National Planning Policy Framework;

- i. where a heritage asset cannot be retained in its entirety or when a change of use is proposed, the developer should ensure that a suitably qualified person carries out an analysis (including photographic surveys) of its design and significance, in order to record and advance the understanding of heritage in the borough. The extent of the requirement should be proportionate to the nature and level of the asset's significance;
- j. the proposal respects the principles of accessible and inclusive design;
- k. where measures to mitigate the effects of climate change are proposed, the applicants will be required to demonstrate how they have considered the significance of the heritage asset and tailored their proposals accordingly;
- l. expert advice will be required to address the need to evaluate and conserve archaeological remains, and to advise on the appropriate mitigation measures in cases where excavation is justified; and
- m. securing the future of heritage assets at risk identified on Historic England's national register, as part of a positive strategy for the historic environment.

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

Impacts on Heritage Assets

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

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

5.3.69 The following heritage assets are considered in the analysis.

5.3.70 The site includes the following listed buildings:

- Grand Hall and Pillar Hall (Grade II*, 1885)
- National Hall and Olympia Central (Grade II, 1923 and 1929)
- Olympia Multi-Storey Car Park (Grade II, 1935-7)

5.3.71 The site is located within the Olympia and Avonmore Conservation Area.

5.3.72 The Adjacent heritage assets affected by the proposals in Hammersmith and Fulham include:

- Blythe House (Grade II listed in part)
- West Kensington Post Office and Delivery Office (Grade II listed)
- Lakeside/Sinclair/Blythe Road Conservation Area
- Brook Green Conservation Area
- Dorcas Estate Conservation Area
- Fitzgeorge and Fitzjames Conservation Area

5.3.73 Adjacent heritage assets affected by the proposals in the Royal Borough of Kensington and Chelsea include:

- Holland Park Conservation Area
- Edwardes Square/Scarsdale Conservation Area
- Holland Park Registered Park and Garden

Townscape Assessment – Visual Impact Analysis

5.3.74 The s73 application is supported by an updated Environmental Statement which includes a Heritage, Townscape and Visual Effect Assessment. This assessment includes a total, of 21 key townscape views around the site, 6 of which fall within the Royal Borough of Kensington and Chelsea. Several views have been updated to reflect the changes to the scheme, (views 1-4 and 15). To aid the assessment of the impact upon these views, key views have been grouped in order to cumulatively comment upon impacts upon the townscape and key heritage assets.

Key Views from the South (nos.4,5,6,19,20,21)

5.3.75 Six of these views lay broadly to the south of the Olympia Complex comprising 3 close range views from within the Olympia and Avonmore Conservation Area and 3 longer range views from Margravine Cemetery, Brompton Cemetery, and Hammersmith Bridge. The study showed that the proposal would not be visible from the 3 longer range views.

5.3.76 Views taken from Avonmore Road, (views 5 and 6, looking north/north-west), illustrate that the revised massing and appearance of the Central Workspace development will be prominent within mid-range views. However, given the lightweight composition of the glazed elevations of these elements which clearly form part of a separate townscape character associated with the Olympia complex their impact upon the character and appearance of the Conservation Area will be limited. The prominence of these elements will aid wayfinding and legibility of the Olympia complex and therefore this change is considered to be moderately beneficial from a townscape perspective.

5.3.77 There is an important view from North End Road, (view 4 looking north), into the Olympia and Avonmore Conservation Area which features the Former Courthouse (Grade II) on the east side of the street and other high-quality Victorian buildings. The Central Workspace Building would appear in mid-range views, forming a backdrop to the courthouse. The G-Gate Theatre would appear at the termination point where North End Road meets Hammersmith Road. It is considered that the Victorian Buildings in the foreground including

the former Courthouse, will remain legible against the proposed glazed elevations, and the setting of the Courthouse will be preserved.

5.3.78 The proposed G Gate Theatre would have a significant presence in these views. The detailing of the building and its southern façade, has been modelled further since the original application and as set out in an earlier section of this report, includes a high quality of architectural detailing including vertical banding of textured concrete which will provide a positive termination to this vista and provide legibility/wayfinding to the Olympia complex overall. This building would be highly visible in this view by way of its scale, design and architectural treatment. Officers consider that cumulatively, the central workspace buildings and G Gate Theatre would result in some harm to the character and appearance of the Olympia and Avonmore Conservation Area. However, overall the townscape impact of this change would be moderately beneficial.

Key View from the West (nos.3,9,10,11,13)

5.3.79 5 key views have been assessed that lay broadly to the west of the proposal. These are all relatively close-up views from within the Brook Green, Olympia & Avonmore and Lakeside Sinclair Blythe Conservation Areas.

5.3.80 From the view in Brook Green and the Grade II* listed Holy Trinity Church, (view 11) the proposal is demonstrated to be not visible therefore there will be no townscape impact upon this view. From the key view on Blythe Road (South) (view 9, looking north), the proposed development will add additional built form above the retained curved elevation of the West Hall. Officers consider that the increased height will provide a balance to the residential development of Kensington West, (on the opposite side of the street) and will enhance the legibility and definition of scale to the street. As such the revised proposal, would have a moderately beneficial impact upon this townscape view.

5.3.81 From the key view on Blythe Road (North West), (view 13), the revised massing of the Central Workspace Building would continue to be visible within the mid-range setting of Blythe House, the former Post Office Savings Headquarters, with the proposed development rising higher behind it. Officers consider that it would add visual interest to the view due to the distinctive quality of the architecture. However, this will continue, as per the consented scheme to obscure the distinct form of the cupolas on the skyline. Consequently, the townscape impact would be minor/moderate adverse.

5.3.82 There are 2 views from the west along Hammersmith Road, which both look into the Olympia and Avonmore Conservation Area. The more distant view is from the junction with Auriol Road (view 10, looking east). In this view, the revised scale and massing of buildings above Olympia Central (Grade II) would achieve a satisfactory relationship of scale across Hammersmith Road, (particularly when considering the cumulative impacts with the consented scheme at 66 Hammersmith Road). National Hall, viewed further east would however continue to be impacted by the additional mass to its roofscape. As such the townscape impact from this view is considered to minor adverse.

5.3.83 At a more localised view at the junction of Hammersmith Road and Southcombe Street, (view 3, looking east) it is acknowledged that the revised approach to massing and architecture of the G Gate Theatre and the Central Workspace building, will still result in some detrimental impacts upon Olympia Central and the Olympia and Avonmore Conservation Area; however these impacts have been significantly reduced when compared to the original, consented scheme. However, it is considered that this approach will reinforce the legibility and linearity of the route and the Olympia Complex. The revised detailing of the proposed roof form of the hotel above the National Hall (Grade II) adds visual interest to the roofline and maintains a comfortable relationship of scale with the Victorian Buildings opposite on Hammersmith Road. Consequently, from a townscape perspective, the revised scheme will result in a minor beneficial change to this view.

Key Views from the North (nos. 12,14)

5.3.84 Two views from the north have been assessed and they are both relatively close-range views from within the Lakeside Sinclair Blythe Conservation Area.

5.3.85 From the Blythe Road view, the proposal will appear in the backdrop to the barrel-vaulted roof of the Grand Hall (Grade II*). Officers consider that it would not dilute the ability to appreciate the historic elements and would also reinforce the legality of the Olympia Complex from this view. As such the townscape impact would be minor beneficial.

5.3.86 Currently in the view from Sinclair Road, (view 14, looking south), the barrel-vaulted roof of the Grand Hall (Grade II*), which is taller than the terraces in Sinclair Road, is highly prominent at the termination of this vista. However, the building form does not enclose the entirety of this view, due to its vaulted form and its set back position. Although highly visible, the vaulted roof does not dominate the view, or detract from the setting of the Lakeside Sinclair Blythe Conservation Area from where it forms a local landmark. The revised massing of the proposed hotel on the Multi Storey Car Park (Grade II) will span the full width of the vista termination point of the view and will be more prominent due to its width and height and its position close to the plot edge. It will appear higher than the Grand Hall vaulted roof, which would be screened from view. The proposed hotel would fully terminate this vista; drawing the eye away from the Victorian terraces in Sinclair Road. In so doing it will cause some harm to the setting of the Conservation Area. Furthermore, the Central Workspace building will be apparent in the view, however its mass will be offset from the axis of Sinclair Road and set behind the existing terraced housing however the existing terraces will continue to be clearly legible within this view. Considering this change cumulatively, the inter-visibility of the development will change the setting of the Conservation Area; however, its character and appearance would be preserved overall. As such from a townscape perspective, the development would have a minor adverse impact upon this view.

Key Views from the East (nos. 1,2,7,8,15,16,17,18)

5.3.87 Eight views have been assessed that lay to the east of the Olympia Complex. 5 of these are relatively close to the site and 3 are more distant. 5 views are from within the Royal Borough of Kensington and Chelsea. In 4 of the views from

RBKC the scheme will not be visible or will only be partially visible with a negligible impact.

- 5.3.88 Currently, the view of the barrel vaulted roof of the National Hall (Grade II) is enjoyed as part of a pleasing composition with the vaulted roof of the Grand Hall (Grade II*) from Addison Bridge, (view 1, looking north-west) and these, form a local landmark. The revised proposals for the hotel on top of the National Hall would continue obscure part of the view of the barrel-vaulted roof of National Hall, although less so than in the consented scheme. The revised massing of the hotel would result in less than substantial harm to the National Hall and, due to its close proximity, less than substantial harm to the setting of the Grand Hall.
- 5.3.89 The massing of the stepped towers of the Central Workspace and their overall height would signal a distinct transition in scale from the lower Art Deco façade of Olympia Central (Grade II) and from the much lower height of the National Hall (Grade II) with the proposed hotel on top. Despite some minor changes to reduce the building heights compared to the consented scheme, the massing of the Central Workspace would continue to result in less than substantial harm to the settings of both these listed buildings.
- 5.3.90 The Central Workspace building within the setting of the Grand Hall's vaulted roof would result in less than substantial harm to the Grade II* listed Grand Hall. In addition to the impacts on the individual listed buildings on the site, the development would cause some harm to the character and appearance of the Olympia and Avonmore Conservation Area. Notwithstanding the changes to the view of heritage receptors as identified above, changes to this view, would serve to give Olympia additional legibility overall, particularly when viewed from the southern extent of the site. Consequently, the composition of the revised massing would, from a townscape perspective have a minor/moderate adverse effect.
- 5.3.91 Along Olympia Way, 2 views have been assessed, (views 2 and 15). In the view from the junction of Olympia Way/Hammersmith Road, officers agree with the applicants that the revised massing and appearance of the extensions would be an improvement over the approved scheme due to the refinement of the design and relocation of the massing for the National Hall hotel extension. However, the proposals would still cause less than substantial harm to the significance of the National Hall and to the setting of Grand Hall and harm to the character and appearance of the Conservation Area. Notwithstanding these impacts, it is noted that the development would add additional townscape interest to the roofline in these views.
- 5.3.92 The proposals for the Multi Storey Car Park (Grade II) would introduce a high-quality architectural feature at the end of Olympia Way. It would replace the façade of car park and add more visual interest that could enhance the view and the setting of the Grand Hall (Grade II*) and the National Hall (Grade II). The refinement of the design does not affect the high quality of the original proposals and the potential for improvement to the quality of the townscape.
- 5.3.93 The removal of the single storey entrance buildings along Olympia Way is maintained in this application and would continue to make a positive

contribution to the visual amenity as the historic facades will be revealed and restored. This will significantly enhance the special architectural interest of the Grand Hall (Grade II*).

- 5.3.94 In views along Olympia Way, removing traffic, and re-landscaping the street are considered to be positive changes that would help to improve the setting of the Grand Hall and National Hall and that would improve the legibility of the complex. In this respect, the proposals would enhance the character and appearance of the Olympia and Avonmore Conservation Area. From a townscape perspective this would result in a minor beneficial change overall.

Townscape Assessment – Summary

- 5.3.95 Officers conclude that there will be no moderate/major adverse townscape impacts as a consequence of the revised proposals. Where there are impacts upon key townscape receptors, including harm to the significance, character and setting of key designated heritage assets, these would generally be negligible/minor adverse effects; (apart from some limited minor/moderate effects and the scale of harm to the Multi-Storey Car Park, (Grade II listed). It is inevitable that any development seeking to increase the use of the Olympia estate would have some impact on the existing listed buildings, the Olympia and Avonmore Conservation Area and surrounding heritage assets.
- 5.3.96 The positive benefits of the scheme in increasing the legibility and wayfinding to the Olympia Complex and the negligible/minor beneficial effects upon the townscape need to be carefully weighed against any harmful impacts identified in the Heritage, Townscape and Visual Effect Assessment. Officers have undertaken a balanced judgement on the scale of the harm and townscape effects caused and are mindful of Government advice that it is the scale of harm rather than the scale of the proposal that is to be assessed in this judgement.
- 5.3.97 The concerns highlighted in the study relate to the degree of harm caused by the proposed increase in scale of the new additions, and the indirect impacts they have on the character, significance and setting of several heritage assets. Officers have explored alternative design solutions with the applicants, both during consideration of the original application and the amended scheme. The applicants have, during the design development, revised the design to mitigate as much as possible, the townscape impact of the proposed additions while still meeting the requirements of their brief.
- 5.3.98 In summary, following an assessment of the Heritage, Townscape and Visual Effect Assessment, it is considered that the proposed development would result in minor/moderately beneficial impacts to key townscape receptors. On balance, the general extent of negligible/minor adverse impacts upon key heritage receptors would be outweighed by the positive townscape and public benefits the scheme would bring.

Significance of Heritage Assets

Olympia site overall

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

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

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

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

- 5.3.102 The National Hall and Olympia Central contribute to the historic and cultural interest of the Olympia site as a major exhibition centre. The National Hall complements the design of the Grand Hall through its restrained classical

façade and its simplified, scaled-down version of the Grand Hall's barrel vaulted roof. The conference and hospitality rooms are well-preserved and attractively detailed with mahogany panelling and decorative plasterwork to the ceiling downstands.

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

Olympia multi-storey car park

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

Olympia and Avonmore Conservation Area

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

Significance of Adjacent Heritage Assets (LBHF)

Blythe House (Grade II listed in part)

- 5.3.106 Blythe House built c.1900 is significant as an impressive composition on a monumental scale by Henry Tanner, an important figure in late-Victorian and Edwardian public architecture. It has historic interest as the former headquarters of the Post Office Savings Bank, among the largest government building projects of the period, representing both the proto-socialist paternalistic state and the increasing democratisation of wealth in Imperial Britain. It has

group value with the adjacent West Kensington Post Office and Delivery Office (Grade II listed), also designed by Tanner. Blythe House is a local landmark; its elevations, surmounted by the twin cupolas flanking the main entrance, make a distinctive contribution to the local streetscape, as does the tall brick campanile-style chimney to the south. The later eastern wing is excluded from the listing, but is a locally listed building of merit.

West Kensington Post Office and Delivery Office (Grade II listed)

5.3.107 West Kensington Post Office and Delivery Office built c.1900 were built to serve the former Post Office Savings Bank Headquarters (Blythe House) and designed by the same architect, Henry Tanner. It is of a more modest scale than its neighbour, of two storeys in red brick with stone dressings. It is a characterful composition on an awkward corner site and is a good example of its type. It has strong group value with the adjacent Blythe House.

Lakeside/Sinclair/Blythe Road Conservation Area

5.3.108 Lakeside/Sinclair/Blythe Road Conservation Area lies immediately to the north west of Olympia. The area was developed from the 1870s and is characterised by densely developed streets of substantial late-Victorian terraces of two and three storeys in brick and stucco, with some distinctive local shops and pubs. Some post-war development has occurred on sites cleared after bomb damage, including modern four and five storey blocks of apartments. St Simon's Church tower is a local landmark. There are several views from the conservation area towards the Olympia site; the multi-storey car park terminates the view down Sinclair Road from the north, and there is an important view from Hofland Road towards the prominent, vaulted roof of the Grand Hall, which covers almost the full width of the skyline.

Brook Green Conservation Area

5.3.109 Brook Green Conservation Area lies immediately to the west of Olympia. The conservation area has sixteenth century origins, but the majority of its buildings date from its late-nineteenth century development. Its character is predominantly residential terraces, with some larger schools, public and ecclesiastical buildings including St Paul's Girls School. Building heights are predominantly two-to-three storeys, but there is also a wide spread distribution of taller commercial, retail, educational and mansion block buildings of four and five storeys including Blythe House in the north east corner, rising to up to eight and nine storeys of Latymer Court along Hammersmith Road. The scale and massing of the buildings on Hammersmith Road, which are considerably greater than those on the residential streets leading to Brook Green, acts as a defined edge to the conservation area. There is a view from the conservation area looking down Blythe Road towards Blythe House and the Olympia site.

Dorcas Estate Conservation Area

5.3.110 Dorcas Estate is located on the south side of Hammersmith Road, to the south west of Olympia. It is a small, compact conservation area, characterised by late-Georgian and Victorian residential terraces of two-to-three storeys, with terraces of up to four storeys with shops at street level lining Hammersmith

Road. It has a regular street pattern and domestic scale. At the centre of the conservation area is the former West London Magistrates Court (Grade II listed) of two storeys and basement, which respects the domestic context of the surrounding streets. To the south, taller mansion blocks outside the conservation area can be seen rising above the terraced properties. There are views from the conservation area towards the Olympia site: from North End Road looking north towards the G-Gate site by Olympia Central, and east along Hammersmith Road towards Olympia Central with the National Hall beyond, which make an important contribution to the conservation area's character.

Fitzgeorge and Fitzjames Conservation Area

5.3.111 Fitzgeorge and Fitzjames Conservation Area is a small compact conservation area located to the south of the Olympia site and adjacent to the Dorcas Estate Conservation Area. It is characterised by well preserved, large, grand mansion flat blocks. The late-Victorian mansion blocks were designed by Delissa Joseph and range from four to six storeys, in red brick with stone dressings. Their decorative detailing and lively designs create varied and attractive elevations and skyline. The conservation area also contains 1930s mansion blocks of eight storeys designed by the same practice, Joseph Architects. The mansion blocks are well preserved and form landmarks in the conservation area. They are also visible from surrounding conservation areas, including Dorcas Estate and Olympia and Avonmore. There is a view from the conservation area towards the Olympia site looking north along North End Road towards the G-Gate Site by Olympia Central.

Significance of Adjacent Heritage Assets (Royal Borough of Kensington and Chelsea)

Holland Park Conservation Area

5.3.112 Holland Park Conservation Area lies to the east of Olympia. It is centred around the remains of Grade I listed Holland House, its parkland and the speculative terraced housing surrounding it. Buildings range from exuberant Italianate mid-Victorian stuccoed houses with mews (which are Grade II listed), some large detached villas, purpose-designed artists' studio-houses, and post-war development including several high flat blocks and inward-looking 1960s housing around Abbotsbury Road. The western part of the conservation area closest to the Olympia site is characterised by handsome mid-Victorian villas and terraces of two and three storeys in stock brick with stucco and generous front gardens.

Edwardes Square/Scarsdale Conservation Area

5.3.113 The Edwardes Square/Scarsdale Conservation Area is located to the south east of Olympia. It is characterised by handsome late Georgian and mid-Victorian residential terraces of two to three storeys, with some later Edwardian mansion blocks rising to five storeys. It is predominantly residential in character and contains several listed terraces including Earls Terrace.

Holland Park Registered Park and Garden (Grade II)

5.3.114 The former parkland and woodland surrounding the Grade II listed Holland House is now a public park and is a Registered Park and Garden (Grade II).

Heritage impacts of amended proposals

5.3.115 The proposals include many individual changes to the buildings set out elsewhere within this report. Whether listed or unlisted, all of the separate parts of the Olympia complex contribute to the group value and setting of the primary listed halls (Grade II* listed Grand and Pillar Halls and the Grade II National Hall and Olympia Central) and adjacent listed buildings, not least the Grade II listed MSCP. The buildings collectively contribute to the character and appearance of the Olympia and Avonmore Conservation Area and have varying impacts on the many adjacent conservation areas both in LBHF and the neighbouring boroughs.

5.3.116 The interconnected nature of the wider Olympia complex requires a holistic review of the amended scheme, carefully considering the impacts, if any, of changes to each individual component of the Olympia site on the rich historic environment in and surrounding the Olympia site.

Assessment of impacts of amended proposals on Grand Hall (Grade II*)

Exterior and public realm

5.3.117 There are no significant changes to the exterior façade of the Grand Hall relative to the approved scheme nor to the landscape design proposed as part of the approved scheme.

Basement and servicing

5.3.118 There are proposed changes to the service areas of the Olympia complex, specifically the service areas beneath Olympia Central which are to lose a basement level. The redirection of traffic away from Olympia Way, which is how the site is currently serviced by goods vehicles, was relied on as a planning benefit in the consideration of the approved scheme. Despite a much-reduced basement capacity, the proposal continues to offer servicing to the Grand Hall via the centralised service basement with traffic continuing to be redirected away from Olympia Way. The re-direction of traffic away from Olympia Way will continue to have a heritage benefit, having a positive impact on the setting of the listed buildings by improving the immediate townscape and enhancing how the buildings are experienced in this critical arrival point. Conditions requiring the introduction of the proposed landscape scheme will continue to be applied.

Circulation changes

5.3.119 The proposal seeks the following: to introduce a double escalator from ground-floor level to mezzanine to replace the existing escalator from ground to first-floor level; to realign the staircases from ground to mezzanine level relative to the approved scheme; and to omit the inclusion of a lift and lift shaft in the south-west corner of the hall beneath the existing balcony.

5.3.120 The changes to escalator and staircase alignment would have no effect on the significance of the listed building relative to the approved scheme. The omission of the lift and lift shaft would constitute a minor heritage benefit relative to the approved scheme, eschewing interventions into the historic fabric of the Grand Hall.

Columns

5.3.121 As with the approved scheme, the construction of the L2 canopy will require the introduction of new columns through the existing Grand Hall south mezzanine to support the L2 Canopy structure and some structural interventions into the south elevation of the Grand Hall. This principle has been agreed, subject to the submission of satisfactory details as to how this would be achieved with minimal impact to the historic structure.

5.3.122 Whilst the principle of columns has been accepted, acknowledging that this would cause a degree of harm to the architectural and potentially historical significance of the Grand Hall with the provision of detailed drawings secured by condition describing a satisfactory interface between the new structural interventions and the historic ironwork.

5.3.123 The proposal seeks to reduce the number of columns with the submitted Structural Report Update suggesting thirteen fewer columns proposed into the Grand Hall. As a likely reduction in visual impact relative to the approved scheme, this is welcomed as an improvement in heritage terms in principle.

5.3.124 Whilst there will be a welcome reduction in columns supporting the L2 canopy, there are five significant columns being introduced, which pass through the roof of the Olympia Grand Hall to support the previously cantilevered mass of the Central Workspace. These are restricted to the southern side of the roof and have been positioned to avoid piercing the barrel-vaulted roof, which would be unacceptable in heritage terms. Four of the five columns are to be placed on a linear grid with one to be set more centrally into Olympia Grand. The harm to the architectural and historical interest of Olympia Grand is unchanged relative to the approved scheme, remaining less than substantial even with a reduction in column numbers.

5.3.125 As with the previous submission, this will be conditioned and will require a structural solution that provides due deference to the historic ironwork and responds positively to the visibility of the proposed interventions from within the Grade II* listed Grand Hall.

Grand Hall decks

5.3.126 The principle of introducing decks to the Grand Hall is established and continues to be identified as introducing less than substantial harm to the significance of the Grand Hall although accepted as enhancing the long-term viability of the building in its original use.

L2 Public Space (also referred to as the Glass House, L2 level or L2 canopy)

5.3.127 The proposals differ from the approved scheme in the arrangement of the four, curved structural canopies above the L2 public space; an increase in retail units; changes in the relative amounts of covered and uncovered spaces; and changes to the access stairs/escalators and landscape scheme proposed to link this elevated area to both Olympia Way and Hammersmith Road. Views of the canopied shopping level were determined to be less than substantial harm to the significance of Olympia's Grand Hall in the consented scheme.

Visual impact from within the Grand Hall

5.3.128 The design of the four curved canopies over the L2 public realm has been revised, with the two westernmost canopies reoriented to 'face' the west, creating a symmetrical overall roof form that addresses both entrances (from Hammersmith Road and Olympia Way) rather than just the eastern Olympia Way entrance as in the approved scheme. This represents an urban realm improvement with no additional impact to the setting of the Grand Hall, or any adjacent building, beyond that already approved. The increase of shop units, and the lighting associated with them, will potentially increase the visual prominence of the L2 level after dark, somewhat reducing the experience of the exhibition hall as the primary element of the Olympia complex and causing less than substantial harm to its setting. Conditions relating to light strategy and wayfinding are already secured and would mitigate this impact.

5.3.129 Improvements to the landscaping scheme, an increase in legibility and ease of navigation to Hammersmith Road and Olympia Way and the better integration of the L2 level as approached from the west all improve the quality of the public realm experience and are minor improvements to the appearance of the Olympia and Avonmore Conservation area relative to the approved scheme.

Olympia West

5.3.130 The proposed simplification to the roof profile, layout and appearance of Olympia West will have no greater impact than the less than substantial harm to the setting of Olympia Grand as identified for the approved scheme.

Central Workspace and Logistics Centre

5.3.131 The proposals include a reduction in height of three of the 'fingers' of the Central Workspace (the two southernmost ones closest to Hammersmith Road and the northernmost one closest to Grand Hall) and a modest increase in height of one of the fingers (the second tallest element behind the tallest and to the north) with minor alterations to the various footprints. From within Grand Hall or in views of Grand Hall These proposals will negligibly change the degree or nature of visibility of the new building, when compared with the approved scheme.

5.3.132 Some changes are also proposed to the design of the façade treatment of the Central Workspace. This would involve reducing the depth of or in one instance omitting the façade recesses to the north and south facades of the Central Workspace; filling in the 'webs' of the fingers which would slightly reduce the depth of the recesses on the curved eastern and western facades of the building; replacing the 50/50 distribution of shadow boxes and clear glazing

across the façade with a uniform use of clear glazing (referred to in application materials as 'vision glazing'); and softening the angles of the 'crinkle-crankle' style glazing panels across the facades by increasing the sizes of the panes of glass. Taken together, these changes would modestly reduce the visual impact of the Central Workspace from within the Grand Hall by achieving a more refined façade treatment.

5.3.133 The illumination and prominence of the Central building/ L2 canopy is likely to be increased which may result in a further reduction in a sense of the Grade II* Grand Hall as the primary volume and structure within the Olympia complex and an increase in the harm as a result of the revised proposals. Conditions relating to lights off and lighting strategy are already secured to mitigate this impact.

Demolition of Olympia Central and construction of basement

5.3.134 It is proposed to construct a single-storey basement beneath the Central building to create a logistics centre and parking area rather than the double storey basement previously approved. Details of the methodology for constructing the basement and on how the construction impacts on the Grand Hall and other listed buildings will be managed and mitigated are secured by condition.

National Hall (Grade II)

5.3.135 For the impact of the proposals for alteration to the Grade II National Hall on the setting of the Grade II* listed Olympia Grand, are covered below under 'Impact of the National Hall Hotel on the setting of Olympia Grand'.

5.3.136 Other than the elements mentioned above, and the proposed changes to the National Hall noted separately, none of the other alterations proposed by the scheme is likely to have any more of an impact to the significance or setting of Grand Hall than those in the consented application.

5.3.137 In summary, the proposed scheme introduces elements that require further consideration and detail at condition stage, but which do not significantly alter the acceptability of the scheme in principle. Recommended conditions include:

Assessment of impacts of amended proposals on Pillar Hall (Grade II*)

Reorganisation of circulation space

5.3.138 The approved scheme included the insertion of a lift into the existing stairwell, an intervention that was considered to have a neutral impact on the significance of the Grade II* building. The amended scheme includes several additional alterations to the fabric of the Pillar Hall including the following within the entrance foyer:

- the removal of partition walls
- the creation of two additional lifts from basement to upper floors
- the creation of two dumb waiters from basement to upper floors
- creation of a vestibule within the entrance hall

- creation of a set of stairs to basement and an additional ground floor to basement flight in an existing staircase.

5.3.139 Loss of some original internal fabric would constitute harm to the historical interest of the building and whilst the columned Pillar Hall at upper ground floor level and the auditorium above it are the primary areas of architectural interest internally, the entrance experience into the hall is also of architectural and historical interest. It is accepted that the increased intervention is necessary to find a viable operator and the less than substantial harm arising from the proposed alterations is accepted as supporting the building in its optimum viable use.

Connection to MSCP

5.3.140 The proposals include a glazed link between the cinema/hotel uses within the MSCP, directly through the northern wall of the Pillar Hall. At present the gap between the two buildings is closed off by a twentieth-century brick wall. The demolition of this wall and the addition of a glazed link will be relatively minimal in terms of prominence when seen within the wider townscape of the buildings along Olympia Way, even when illuminated at night. The connection will bring a degree of activation to this otherwise back-of-house and low-quality space and is accepted as having no detrimental effect to the significance or setting of either adjoining listed building.

5.3.141 It is noted that the proposals seek to make the connection directly into the Pillar Hall via an existing blocked doorway. As the glazed link will open directly into the architecturally significant Pillar Hall, details of the interconnection of the glazed link and the fabric of the Grade II* listed building will be requested by condition.

Plant and associated servicing

5.3.142 The proposals also seek to introduce a significant amount of plant to basement level and the external roofs of the Pillar Hall building, and reorganise the servicing strategy as follows:

- Creation of an additional service stair from basement to ground floor level.
- Introduction of eight columns into the existing kitchen to strengthen the roof to take increased plant.
- Demolition and reconstruction of the partially original screen wall between The Pillar Hall and Grand Hall fronting Olympia Way.
- Demolition of the rear pitched roof slope and introduction of plant to the rear projection of the building with a large plant screen extending along the hipped roofs of the main Pillar Hall building.
- Insertion of a platform lift within L-Yard connecting to the rear lightwell of the Pillar Hall through demolition of the rear lightwell retaining wall.
- Reorganisation of the basement to a service level including additional plant.

Rear roof plant

- 5.3.143 It is acknowledged that the west-facing roof slopes of the Pillar Hall face the service yard (the 'L' yard) rather than fronting directly onto Olympia Way. The rear roof slopes, which includes the hipped roof of the main body of the Pillar Hall and the monopitched roof of the rearmost projection, are clearly visible from Blythe Road and Beaconsfield Terrace Road. Again, it is acknowledged that these views are clearly views of the service areas of the Olympia complex and the introduction of plant and servicing would not fundamentally harm perceptions of the complex's architecturally and historically significant buildings. Further, the introduction of the approved Energy Centre into L-yard will further reduce views of this rear, west elevation of Pillar Hall.
- 5.3.144 The scale of the plant enclosure, and the removal of the rear pitched roof, would lead to harm to the architectural character of this Grade II* listed building. The rear projection is an original element of the building, forming the roof to a visible apse to the main volume of the highly significant Pillar Hall. While this appears to be of solid masonry construction, the plant that is to replace the roof of the apse is substantial. The addition of plant to the western part of the roof of Pillar Hall amounts to harm towards the higher end of the scale of less than substantial.
- 5.3.145 An updated structural report relating to the proposed structural works to the listed fabric of Pillar Hall has been submitted during the planning determination period. This report explains in general terms the scope of the submitted works. However, further information and justification is required to describe the impact of the proposals on the existing fabric. This should include a full description of the existing structural arrangements and their condition.

Kitchen roof plant

- 5.3.146 The introduction of plant to the flat roof of the kitchen is not objected to in principle as this service area between the Grade II* listed buildings of the Grand Hall and the Pillar Hall is relatively screened and could be further screened by a sensitive solution without detracting from the Grade II* listed buildings on either side. It is also accepted that introducing heavy plant in this area may require strengthening to the roof, which may or may not result in additional columns being necessary within the kitchen of the Pillar Hall. It is likely that this may be possible without significantly affecting the architectural or historical significance of the Pillar Hall since the kitchen extension itself is not of any special architectural or historic interest.

Appearance from Olympia Way

- 5.3.147 The application involves the demolition of the brick wall between Olympia Grand and the Pillar Hall. The wall is an infill of a likely original gate with a relatively unattractive service area between the two buildings to the rear. The wall is proposed to be rebuilt to match the existing and would be acceptable in heritage terms. The proposed plant screen appears to be considerably larger than the height of the existing building visible behind the curtilage listed wall from Olympia Way. This proposed plant screen would have a harmful impact upon the setting of the Grade II* listed Pillar Hall in somewhat reducing the prominence of the building's main eastern façade.

5.3.148 The harm arising from the demolition and rebuild of this Grade II* curtilage listed wall and the prominent plant screen that is proposed would cause less than substantial harm to the fabric of the curtilage listed link wall and to the setting of Pillar Hall.

Service access from L-Yard

5.3.149 The concept of servicing the Pillar Hall from L-Yard is sound and it is accepted that there will need to be upgrades to the existing arrangements to enable this. The positioning of the goods lift within L-Yard will result in only a small degree of demolition to original fabric. This arrangement is accepted as a less than substantial degree of harm to the significance of the building and necessary to upgrade the building to a twenty-first century standard.

Double glazing of replacement timber windows

5.3.150 It is accepted that the traditional timber windows and timber frames of the upper floors of the Grade II* listed Pillar Hall were removed prior to listing and replaced with the existing poor quality windows. These will be replaced with better designed double glazed timber windows; the double glazed element is acceptable in this instance given the overall improvements to the appearance of the windows when compared with the existing situation. The metal 1920s windows with stained glass to the columned Pillar Hall itself will be retained.

Setting

5.3.151 Other than the elements mentioned above, none of the other alterations proposed by the scheme elsewhere within the estate are likely to have any more an impact to the significance or setting of Pillar Hall than those in the consented application.

Summary – Pillar Hall

5.3.152 Overall, the proposals will cause increased harm to the architectural and historic fabric of the Grade II* listed Pillar Hall, relative to the approved scheme. In particular the scale and appearance of the plant and enclosures to both the rear roof of the main Pillar Hall and to the roof of the kitchen will alter the appearance and setting of the listed building. With the latter, this is an appropriate location in principle which is already used for some plant. With regard to the plant enclosures at the rear, the scale and appearance (and demolition of the original lower roof slope) are judged to cause harm to the Grade II* listed building, at the upper end of the scale of less than substantial harm.

5.3.153 Overall, the proposals will therefore cause less than substantial harm to the significance of the Grade II* listed Pillar Hall and to the character and appearance of the Olympia and Avonmore Conservation Area.

Assessment of impacts of amended proposals on National Hall (Grade II)

5.3.154 As with the approved scheme, the south wing of the Grade II listed National Hall building is to be substantially converted to hotel use with additional floors

to be added to the roof. Other retail and restaurant uses are to be introduced to the existing building. The differences with regard to the existing approval are as follows:

- Increase in footprint of proposed storeys (Levels 2-5) and resulting increase in roof area and visibility from the street.
- Incorporation of plant into design of additional floors.
- Changes to the curved appearance of the proposed hotel floors.
- Reorganisation of circulation core, rooms and the number of individual rooms.
- Reintroduction of an entrance from Hammersmith Road.
- Retention of restaurant use at Ground Floor level with access via the existing corner access from Olympia Way/Hammersmith Road.
- Redundancy of the existing corner entrance stairwell at first floor level.

Impact of National Hall hotel on setting of Grand Hall

5.3.155 The approved hotel extension was considered to be harmful to views of the barrel vault of Grand Hall from the key arrival location, approaching Olympia from the east, but was accepted as the upper floors of the new hotel were significantly recessed from the Olympia Way/Hammersmith Road elevations and clad in solid materials, which reduced their visual impact.

5.3.156 The revised proposal seeks to modify this approach, extending forwards to the Olympia Way façade at the south-eastern corner of the National Hall Hotel at second and third levels, the layout and form of the extensions then chamfers away lining-up with the barrel vault roof of Grand Hall. The proposal also seeks to introduce glazing to all levels of the extended hotel facing Olympia Way with the bulk and massing of the hotel more prominently visible as a result of being much closer to the elevations within the south-eastern corner. The revised architectural approach and detailing of the hotel scheme is however considered to be a notable improvement upon the consented scheme as well as an improved alignment with the building below.

5.3.157 The less than substantial harm was previously and continues to be considered to be outweighed by the overall holistic benefits of the masterplan. The degree of harm to the barrel vault of Olympia Grand owing to the change in massing, proximity and activation of the upper storeys across the National Hotel however, in balancing this harm with the improvements to the architectural quality/detailing of the hotel extension, the degree of harm is still considered to less than substantial harm overall.

Impact of the National Hall Hotel on the existing building

Exterior

5.3.158 The internal reconfiguration of the National Hall and proposed hotel will result in a positive change to the scheme; through the creation of an entrance to the hotel fronting Hammersmith Road using the existing original entrance into the building. Immediately to the east of this newly retained entrance, an original doorway - currently partially blocked with a modern window insert - will be reinstated as the entrance to a retail space fronting Hammersmith Road. These

changes represent an improvement on the approved scheme, and the reinstatement of the original doorway represents a minor heritage benefit.

5.3.159 Regarding the vertical extension of the building, the principle of the approved extension was accepted, despite having some harm to the townscape and significance of the listed National Hall building. This was largely due to the fact that the hotel extension would be set back from the existing elevations and would be read as an addition to the classical façade of the original Grade II listed building.

5.3.160 The revised scheme does increase the perception of bulk and massing of the hotel extension. The degree to which the proposed hotel looks like an addition to the neo-classical building is diminished relative to the approved scheme with the hotel addition now becoming a more dominant visual element, in certain viewpoints. This is a result of pushing the upper storeys closer to both roads (if angled, relative to Olympia Way).

5.3.161 It is also noted that some aspects of the redesign of the hotel extension will reduce some of the harm caused to Olympia National by the approved scheme. Firstly, the extension has been repositioned so as to better respond to the corner elevation of the host building at the junction of Hammersmith Road and Olympia Way. Secondly, the extension has been pulled back from the Olympia Way elevation of the host building, so that the significant eastern elevation of the National Hall's barrel vault will remain visible in views further west along Hammersmith Road. Revisions to the architectural approach of the scheme, serve in part to balance this harm; the finessed detailing of elevations featuring a far more generous expanse of glazing and elegant framing will complement other components of the masterplan.

5.3.162 As submitted, the proposals would cause some additional harm to the significance of Olympia National than the approved scheme. However, owing to the enhancements to the architectural approach and detailing of the extensions, this degree of harm would continue to be less than substantial harm, (albeit to the upper end of this scale); to the architectural character of the hotel and its contextual contribution to the historic Olympia complex.

Interior

5.3.163 The alterations to the internal layout, with additional lifts and layout changes will not have a significant impact beyond those already consented. The less than substantial harm resulting from the additional loss of historic fabric and layout is, overall, counterbalanced by the proposed reinstatement of the original door on the southern (Hammersmith Road) elevation of Olympia National, which offers a heritage benefit. The rearrangement of uses or room layouts and numbers will have a similarly negligible impact on historic significance.

5.3.164 Within the existing arrangements the first floor is reached via this characterful and spacious atrium or directly from the exhibition floorspace in National Hall. The proposed hotel use at first floor level with its access solely from a reopened entrance on the Hammersmith Road frontage of National Hall may change the use of the staircase although there are no current proposals to remove it.

Impact of construction

5.3.165 As with the approved scheme, the introduction of columns into the rich architectural interior of the National Hall (both the hall and conference suite at first floor level) will cause less than substantial harm to the character of these historic spaces. It is welcomed that the number of columns has been reduced with single columns replacing the approved pairs.

Setting

5.3.166 Other than the elements mentioned above, none of the other alterations proposed by the scheme are likely to have any more an impact to the significance or setting of the National Hall than those already accepted by the approved application.

Summary

5.3.167 Overall, the proposals will cause harm to the external appearance of the Grade II listed building by introducing an extension of additional scale to the approved scheme; this will in some views appear dominant relative to the historic barrel vault of Olympia Grand. Similar to the approved scheme, the proposals will also cause harm to the historic interiors. The conference rooms are ancillary to the main hall but are attractive, well-preserved spaces which contribute to the building's function and significance, as with the approved scheme there will be harm to their appreciation and fabric. In addition, proposals will detrimentally affect the primacy and significance of the main entrance atrium and stairwell, an area of high architectural interest.

5.3.168 The proposals will therefore cause some additional harm to the significance of the listed National Hall, its setting and the setting of adjacent Grade II* listed Olympia Grand. This will also result in some additional harm to the appearance of the Olympia and Avonmore Conservation Area. It is noted that there are some improvements compared to the approved scheme in heritage terms. These include the introduction of an entrance to the hotel on Hammersmith Road, reutilising this original entrance; reinstating an original doorway as an entrance to a new retail space on the Hammersmith Road elevation; and alterations to the footprint of the hotel extension which will better reveal the eastern elevation of the National Hall barrel vault and which better responds to the corner elevation of the existing building at the junction of Olympia Way and Hammersmith Road. Furthermore, the finessed detailing of elevations featuring a far more generous expanse of glazing and elegant framing will complement other components of the masterplan.

5.3.169 Although the proposed amendments to the approved scheme will introduce additional harm to the significance of these assets, this harm is somewhat mitigated by the heritage and design benefits of the revisions to the scheme. As a result, the level of harm caused to Olympia National would continue result in less than substantial harm overall, (albeit to the upper end of this scale).

Assessment of impacts of amended proposals on Multi Storey Car Park (Grade II)

5.3.170 The proposals seek to maintain the principle of the conversion of the Grade II listed Multi Storey Car Park with a toning down of some of the proposed material choices and architectural features. Specifically:

- Changes to proposed additional floor plans to reduce the number of curves along the eastern façade.
- Changes to interior layouts and the number of rooms including relocation of the cinema entrance to the corner of Olympia Way and Maclise Road.
- Minor increase in area of concrete floor slabs to be removed.
- Replacement of waveform glazing to the proposed upper storeys with a single wall of curved glazing at levels 05 to 07.
- The inclusion of an internal glazed link to the neighbouring Pillar Hall.

5.3.171 The conversion of the MSCP has already been approved accepting the principle of change of use and the details of the appearance of the building. The conversion of the car park, and more specifically, the loss of original features as a result of that conversion, were determined to result in substantial harm to the historical significance of the building. The proposed changes to the MSCP are welcomed as aesthetic improvements relative to the original scheme.

Assessment of impacts of amended scheme on Olympia Central (Grade II)

5.3.172 The proposed changes to the Olympia Central building, and to other elements of the Olympia complex, would have no greater impact to the retained façade of Olympia Central than the approved scheme. The contribution of the retained façade to the Avonmore and Olympia Conservation Area would continue as per the approved scheme.

5.3.173 The impact of the proposed amendments to the design of the Central Workspace upon other designated heritage assets within the Olympia Complex has already been explained above. These amendments would have a neutral impact upon the retained façade of Olympia Central in comparison to the approved scheme.

5.3.174 The proposed changes to the upper hotel levels of the National Hall Hotel would have limited impact on the appreciation of the retained Olympia Central façade with the overall scale of the approved Central office complex above not be significantly affected by the increased massing of the hotel levels above the National Hall.

Assessment of impacts of amended proposals – G Gate

5.3.175 Relative to the approved scheme, the increased glazing of the G-Gate building would represent an activation of the southern frontage of the Olympia Complex onto Hammersmith Road, which is an improvement on the approved scheme. The proposed metallic cladding and design detail would make an acceptable contribution of the character of the street scene, representing a visual improvement and more welcoming approach to this important gateway into the Olympia complex from the north.

5.3.176 The increased legibility of the staircase from Hammersmith Road to the L2 level and the greater activation of the G-Gate theatre would constitute public realm

improvements in and around the retained façade of Olympia Central and improvements to appearance of the Olympia & Avonmore Conservation area, relative to the consented scheme.

5.3.177 Overall, the predominantly cosmetic changes to the appearance of G-Gate relative to the approved scheme would constitute an enhancement to the Olympia and Avonmore Conservation Area.

5.3.178 While the design and materiality of the amended G-Gate proposals will more closely relate to the Central Workspace than the approved scheme, it would not increase or decrease the impact of the proposed theatre upon the retained façade of Olympia Central.

5.3.179 The proposed amendments to the design of G-Gate would have a neutral impact upon the setting of Olympia National when compared to the approved scheme.

5.3.180 Long-range views would also be unaffected with the significant distance between the barrel vault of Olympia Grand mitigating any sense of visual competition between this primary historic structure and the illuminated frontage of the amended G-Gate building.

Assessment of impacts of amended proposals – Olympia West

5.3.181 The proposed alterations to the unlisted and predominantly modern Olympia West would continue to represent a high-quality architectural response to the reimagining of this little-used part of the Olympia complex. The design appears much simplified relative to the approved scheme but remains an attractive addition to the complex overall. The unusual and relatively striking stair design on Blythe Road is a prominent feature but it is well-designed and does not detract from the architectural or historical element of the conservation area nor affect the setting of any nearby listed building and may be appreciated as a part of the building's contemporary design.

Olympia and Avonmore Conservation Area – Assessment of impacts

Exhibition and events use

5.3.182 Overall, the proposals to improve the facilities and design quality of the Olympia complex continue to be welcomed as enhancing the distinctive character of the Olympia and Avonmore Conservation Area. In principle, the proposals maintain and enhance the site as an exhibition and events space and are therefore enhance the special interest of the conservation area.

5.3.183 Whilst the scheme in principle introduces significant changes to Olympia and will alter the balance of historic to modern buildings within the exhibition and entertainment complex, the principle of the works is accepted in the consented scheme. The proposed changes to Olympia Grand, the MSCP, Olympia Central and Olympia West either have no greater impact to the character and appearance of the conservation area or offer small improvements, and are therefore welcomed. The changes to the external design of G-Gate are a

significant improvement and would reduce the level of harm compared to the consented scheme.

5.3.184 The proposed changes to the Grade II listed Olympia National and Grade II* listed Pillar Hall are, however, likely to negatively detract from the Conservation Area's special character by diminishing the architectural integrity of two of its historic buildings at the core of the Olympia complex. The proposal would in certain views, dominate and imbalance the National Hall and would introduce similarly oversized and unsightly additions to the roof of the rear part of the Grade II* listed Pillar Hall. The public visibility of these elements would however be limited. These two elements are therefore identified as having some additional detrimental impact upon the character of the Olympia and Avonmore Conservation Area; in comparison to the approved development. The degree of harm to the Conservation Area, would continue to be less than substantial harm.

Setting of Adjacent Heritage Assets – Assessment of impacts

Blythe House and West Kensington Post Office and Delivery Office (Grade II listed)

5.3.185 The amendments to the application will have a negligible impact to the architectural and historical significance of these adjacent but unconnected listed buildings. The approved proposals were considered to detract from the prominence and presence of this massive brick building and historic post office, and therefore to negatively affect its setting. It is not considered that the proposals have any greater impact to this setting than already approved.

Lakeside/Sinclair/Blythe Road Conservation Area

5.3.186 The rear roof slope of the Grade II* Listed Pillar Hall will be visible from Beaconsfield Terrace Road on the edge of the Lakeside Sinclair Blythe Road Conservation Area. Despite this visibility, any harm arising from the reduced appearance of the Pillar Hall should reasonably be restricted to the Olympia and Avonmore Conservation Area, given the peripheral nature of the Olympia complex in the defining character and quality of this adjacent conservation area.

5.3.187 There are no significant changes to the significance of this conservation area relative to the approved scheme which was considered to have minor harm to the setting of the conservation area though long-range views of the L-Yard chimney and prominence of the Central workspace. The impacts of these already approved elements is negligible as a result of the proposed changes.

Brook Green Conservation Area

5.3.188 There are no greater effects to the significance of the Brook Green Conservation Area as a result of the proposed changes – minor harm to the setting of the Conservation Area as a result of the visibility of the Central Workspace will be as for the approved scheme.

Dorcas Estate Conservation Area

5.3.189 The minor harm identified to the significance of the Dorcas Estate Conservation Area arose out of the visual prominence of the G-Gate theatre and Central Workspace elements juxtaposed with the low rise character of the Conservation Area. Whilst G-Gate has undergone visual changes, the bulk, massing and visibility of these elements will remain largely as proposed and some small harm will remain to the setting of the Dorcas Estate. The prominence of G-Gate as a result of increased illumination is acknowledged but will be unlikely to have a significant impact on the setting of this adjacent conservation area.

Fitzgeorge and Fitzjames Conservation Area

5.3.190 As with the Dorcas Estate, minor harm to the significance of the Conservation Area was identified as a result of the increased visibility of the approved scheme in its setting, with G-Gate and Olympia Central the most visually prominent elements. This harm not considered to be exacerbated nor increased by the changes to the designs of these elements in the current proposals.

RBKC: Holland Park Conservation Area

5.3.191 The less than substantial harm identified to the significance of the Holland Park Conservation Area related to the impact of views of the Central Workspace from within the Conservation Area and the resulting change in prominence of the barrel roof of Olympia Grand. As seen from the south, the Central Workspace is fractionally reduced in terms of bulk and the relationship is marginally improved. The distances between this conservation area and Olympia Way are such that the change in relationship between the National Hall Hotel and Olympia Grand are unlikely to affect the character and appearance of the conservation area.

RBKC Edwardes Square/Scarsdale Conservation Area

5.3.192 Although verified views from Edwardes Square have not been produced, it is not considered that the proposals will increase harm to the significance of this Edwardian built conservation area.

Summary: Heritage Impacts

Grand Hall

5.3.193 The approved scheme identified that overall, the changes to Olympia Grand were less than substantial even where individual elements (such as the impact to historic balustrading) constituted significant harm to historic and architectural significance. This assessment is retained with the amended scheme.

Pillar Hall

5.3.194 The proposed internal refurbishment of the Pillar Hall and increased public access to the building remains a positive impact on the listed building by bringing it back into active use and enabling more people to appreciate its fine interiors. The proposed link to the MSCP is accepted as a well-placed addition.

National Hall

5.3.195 With the approved application, the changes to the National Hall were accepted as retaining historic and community interests even where the architectural interest of the building would be impacted by the insertion of columns, a central stair core and a dominant roof extension.

5.3.196 The hotel extension was accepted as resulting in less than substantial harm. The proposed alterations to the design, scale and massing of the hotel extension increase the prominence of the extension, particularly along Olympia Way, and would in some views dominate the existing asset; harming the building's architectural significance. This increased level of harm compared to the approved scheme is somewhat mitigated through other amendments that increase the legibility of the relationship between the host building and the hotel extension, and which better reveal the barrel vault of the National Hall. The finessed detailing of elevations featuring a far more generous expanse of glazing and elegant framing would also reduce this harm. As a result, the harm to National Hall remains less than substantial harm, (albeit to the upper end of this scale).

5.3.197 The revisions to the hotel scheme, and the changes to the character of heritage assets, would have some additional detrimental impact upon the character of the Olympia and Avonmore Conservation Area; in comparison to the approved development. The degree of harm to the Conservation Area, would continue to be less than substantial harm.

Olympia Central

5.3.198 The proposed changes to Olympia Central do not change the less than substantial harm to the architectural and historic interest of the Olympia Central building caused by the consented scheme. The minor changes to the public realm are a minor improvement to its setting whilst the increased retail frontage along the flanks of the building will have no impact to the significance of Olympia Central or its setting. The minor changes to building heights and elevational treatments of the Central Workspace building will not cause any additional harm compared to the consented scheme.

Multi-storey Car Park

5.3.199 It has been accepted that the substantial harm to the historic interest of the MSCP is justified by finding an alternative use for this increasingly obsolete building. The proposed changes are accepted as having no greater impact than those already approved.

Olympia and Avonmore Conservation Area

5.3.200 As noted above the less than substantial harm to the character and appearance of the Conservation Area identified in relation to the consented scheme has altered with the plant screens to the front and rear of the Pillar Hall. However the proposed design changes to the elevations of the G-Gate hotel and the approach to Level 2 from Hammersmith Road would reduce the level of harm caused to the character and appearance of the Conservation Area compared to the consented scheme. The minor landscape alterations around and within the

L2 walkway are accepted as minor improvements relative to the consented scheme.

Adjacent heritage assets

5.3.201 It is not considered that the proposed scheme will have any significant changes to the significance, appearance or setting of adjacent designated heritage assets beyond those of the consented scheme.

Heritage Impacts Conclusion

5.3.202 It is key to the assessment of these applications that the decision making process is based on the understanding of specific duties in relation to listed buildings and Conservation Areas required by the relevant legislation, particularly the s.16, s.66 and s.72 duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements set out in the NPPF. Officers have given due weight to the statutory duties of the desirability of preserving the special architectural and historic interest of the listed buildings affected and their settings and of preserving or enhancing the character and appearance of the Olympia & Avonmore Conservation Area.

5.3.203 The NPPF states that great weight should be given to the asset's conservation, irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (para 193). Where a proposal will lead to substantial harm, local authorities should refuse consent unless it can be demonstrated that the harm is necessary to achieve substantial public benefits that outweigh the harm (para 195). Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimum viable use (para 196).

5.3.204 The proposed development is intended to maintain the Olympia site in its historic use as an exhibition centre in the longer term, which would sustain its significance. The historical and communal significance of the site will be sustained. The scheme will deliver several benefits including making the site more permeable to casual public access, allowing more people to visit and appreciate the listed buildings.

5.3.205 However the development will have wide-ranging and cumulative impacts on all listed elements of the Olympia complex and on the wider townscape of Hammersmith and Fulham and Kensington and Chelsea. It will cause less than substantial harm to the significance of the Grand Hall, Pillar Hall, National Hall and Olympia Central. For the harm caused to these designated heritage assets the test outlined in para 196 of the NPPF would apply.

5.3.206 Considering what is the Optimum Viable Use ('OVU') of Olympia Exhibition Centre requires a two stage approach. First, any potential uses are assessed to determine whether or not they are viable; in particular consideration is given as to whether those uses can be rendered 'viable' in the sense of providing a workable, long term future for the assets. In this regard the PPG states:

‘Putting heritage assets to a viable use is likely to lead to the investment in their maintenance necessary for their long-term conservation. It is important that any use is viable, not just for the owner, but also for the future conservation of the asset. It is obviously desirable to avoid successive harmful changes carried out in the interest of repeated speculative and failed uses.’

5.3.207 Secondly, it is necessary to identify the Optimum Use of Olympia Exhibition Centre. The Optimum Use is the use that will cause least harm to the heritage asset. Again, the focus is on the long-term; in this regard, the PPG states:

‘If there is only one viable use, that use is the optimum viable use. If there is a range of alternative uses, the optimum use is the only one likely to cause the least harm to the significance of the asset, not just through necessary initial changes, but also as a result of subsequent wear and tear and likely future changes.’

5.3.208 If the optimum Use can be rendered viable, then that use is the OVU. If that use cannot be rendered viable, then consideration passes to such other of the various uses under consideration, as would cause the ‘next least’ degree of harm to the heritage asset. If that use can be rendered viable, then that use is determined as the OVU. The PPG states:

‘The optimum viable use may not necessarily be the most profitable one. It might be the original use, but that may no longer be economically viable or even the most compatible with the long-term conservation of the asset. However, if from a conservation point of view there is no real difference between viable uses, then the choice of use is a decision for the owner.’

5.3.209 The purpose of the Planning Practice Guidance is to provide further guidance on the application of the NPPF which includes a requirement for the planning process to conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

5.3.210 The proposed revisions to the consented scheme provides a comprehensive, masterplanned approach to restoring and redeveloping the Olympia complex by retaining and enhancing the core exhibition centre use and introducing new complementary uses. The masterplan has also been designed and has evolved to enable the existing exhibition business to continue operating throughout the development process.

5.3.211 The masterplan seeks to create a destination at Olympia that would attract a larger number of visitors, to a wider range of events and facilities across a longer period of the day. The proposals would enhance the role of Olympia as the only major exhibition centre in Central London, creating a new cultural and commercial offer to support the core exhibition business, including a theatre, cinema, live music venue, hotels, offices and retail space.

5.3.212 The proposals incorporate significant improvements to existing facilities at Olympia, including a better food and beverage offer, the provision of onsite hotels and office space, as well as improved public realm and servicing arrangements which have been identified by the applicant as being necessary

to better meet the needs of the exhibition industry and in order to compete with other modern exhibition centres around the world. The proposals have been developed in conjunction with the exhibition centre business and in response to exhibitor feedback about the shortcomings of the existing exhibition centre including in relation to the limited amount of usable floor space for exhibitions in Grand Hall and National Hall, the poor quality of the exhibition floorspace at Olympia Central, the poor quality of the food and beverage offer and the lack of onsite hotels and workspace facilities.

- 5.3.213 Officers consider that the optimum use of Grand Hall and National Hall in heritage terms would be the continuation of their original use as exhibition halls, particularly due to their purpose-built design and the character and proportions of the spaces. The proposals would retain Grand Hall as an exhibition hall with additional exhibition floorspace at gallery level and food and beverage facilities on the top mezzanine level. Any alternative use of Grand Hall is likely to result in significant harm. The proposals would retain the exhibition hall at National Hall with additional exhibition floorspace at gallery level and on the top mezzanine level. Any alternative use of the exhibition hall at National Hall is likely to result in significant harm. The existing ground floor restaurant and ancillary first floor level hospitality spaces at National Hall would be converted to hotel use. Although these spaces would no longer form part of the exhibition centre use, their use within the proposed hotel for reception and hospitality would be compatible with their original use and there would be considerable synergy between hotel use and the exhibition business. The hotel extension on top of National Hall required to facilitate the change of use would cause harm to the significance of the interior of the south wing of the National Hall through the introduction of structural support columns but the scheme would facilitate the retention of the volume and proportions of the ground floor restaurant and first floor Apex Room and Club Room.
- 5.3.214 Officers consider that the optimum use of Pillar Hall in heritage terms would be the continuation of its original use as a hospitality and entertainment facility, particularly due to the plan form and character and proportions of the internal spaces. The proposal to refurbish Pillar Hall to create a restaurant with entertainment facilities would represent the optimum use of the designated heritage asset.
- 5.3.215 Officers consider that the optimum use of Olympia Central in heritage terms could be as its original use as an exhibition hall, but given the much lower level of significance of the exhibition floorspace behind the façade, a façade retention scheme in connection with the erection of replacement exhibition floorspace and complimentary conference facilities, such as is proposed, could also represent its optimum use. Any alternative use of the existing exhibition floorspace at Olympia Central, apart from storage, is likely to require harmful alteration to the façade, which is the most significant element of the building, in order to insert new window openings.
- 5.3.216 The optimum use of the Multi-Storey Car Park (MSCP) in heritage terms would be as a car park, however, officers consider this existing use as unsustainable in environmental terms since Olympia is in a Central London location with good public transport accessibility and is located adjacent to densely populated residential areas. The applicant advises that the current utilisation of the

existing on-site exhibitor car parking spaces is round 50% and they are proposing to reduce the on-site provision from 380 to 181 spaces and relocate into the Logistics Centre beneath Olympia Central. The MSCP was specifically designed to be used as a car park and was built to the standards of the 1930s. As such, finding a viable reuse of the building is likely to be challenging due to the plan form, split level car parking decks and poor thermal efficiency. It is likely that the alterations necessary to facilitate any viable reuse of the building would result in substantial harm to the significance of the listed building. Importantly, the proposed new uses for the MCSP in the form of a cinema, hotel and office uses would help to create a vibrant destination with a variety of uses that would have a natural synergy with the core exhibition centre business.

5.3.217 The Olympia site is significant as an evolving complex of exhibition buildings which relate closely to each other functionally. The group value of the site will be harmed through the demolition of Olympia Central behind the retained façade, the change in use of the National Hall south wing and the MSCP and the construction of the new office building, which changes the relative importance of the different parts of the complex. The visual prominence of the Grade II* listed Grand Hall will be diminished by the new development and the primary signifier of the Olympia site will no longer be the exhibition hall, but the new office block, which will be a fundamental change in the relative importance of the different parts of the complex. Officers have given great weight to the conservation of the Grand Hall, Pillar Hall, National Hall and Olympia Central and consider that the less than substantial harm to the significance of these designated heritage assets would be outweighed by public benefits as set out later in the Officer Report.

5.3.218 The development will cause less than substantial harm to the Olympia and Avonmore Conservation Area, the Lakeside/Sinclair/Blythe Road Conservation Area, and Dorcas Estate Conservation Area. It will cause minor harm to Blythe House, the Brook Green Conservation Area and the Fitzgeorge and Fitzjames Conservation Area. It will also cause less than substantial harm to the significance of the Holland Park Conservation Area and Edwardes Square/Scarsdale Conservation Area in the Royal Borough of Kensington and Chelsea. For the harm caused to these designated heritage assets the test outlined in para 196 of the NPPF would apply. Officers have given great weight to the conservation of these designated heritage assets and consider that the less than substantial harm to their significance would be outweighed by public benefits as set out later in the report.

5.3.219 The development will cause substantial harm to the significance of the Multi-Storey Car Park, because of the extent of the demolition of fabric which contributes to its architectural and historic interest, and the dominant nature of the proposed additions. For the harm caused to this designated heritage asset the test set out in para 195 of the NPPF would apply. Officers consider that the substantial harm caused to the Multi-Storey Car Park is necessary to achieve substantial public benefits that outweigh the harm as set out later in the Officer Report.

Conclusion

- 5.3.220 It is considered that the proposed development provides an opportunity for significant enhancement and regeneration of the Olympia estate. The revised proposals to the consented scheme are the result of comprehensive, masterplan approach to restoring and redeveloping the Olympia complex by retaining and enhancing the core exhibition centre use and introducing new complementary uses. The proposed development is intended to maintain the Olympia site in its historic use as an exhibition centre in the longer term, which would sustain its significance.
- 5.3.221 The proposed revisions seek to retain and reinforce the quality of original scheme with new buildings and extensions to existing buildings having a high quality of architectural design and materiality; with each building having its own character. Proposals bring forward a number of positive design changes including:
- 5.3.222 Significant changes to the G Gate Theatre – including a substantive and positive revision of the architectural approach and detailing of this new building to create a high-quality marker building at the south-western extent of the Olympia Complex.
- 5.3.223 Revisions to the tall buildings to retain and reaffirm the high-quality architectural approach of the original scheme.
- 5.3.224 Revisions to the National Hall Hotel – the massing and overall height of this element has been increased from that of the original scheme; however the improved architectural treatment and situation of the new proposal creates a positive intervention which would outweigh harm to National Hall as a designated heritage asset.
- 5.3.225 Overall, the revised design approach is informed by an understanding of the significance of the heritage assets affected and the detailed design of the individual elements is considered compatible with the adjacent listed buildings.
- 5.3.226 The proposals would also deliver well designed public realm around and through the site, improving permeability and would increase the extent of active frontages around the perimeter of the site, improving the visual relationship with the streetscene.
- 5.3.227 However, the development will have impacts on all listed elements of the Olympia complex and on the wider townscape of Hammersmith and Fulham and Kensington and Chelsea. Officers conclude that there will be no significant adverse effect where the proposed development is considered to cause substantial harm to any of the surrounding heritage assets. The magnitude of any harm identified has been assessed as less than substantial harm and is considered to be outweighed by the public benefits the scheme would deliver as out lined in Section 7.
- 5.3.228 It is considered that this is compliant with Section 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. It is considered that the proposals will deliver good quality architecture which optimises the capacity of the site with good exhibition, hotel, theatre, retail, leisure and commercial accommodation. The proposed development is therefore considered

acceptable in accordance with the NPPF, policies 7.1, 7.2, 7.3, 7.4, 7.5, 7.6 and 7.21 of the London Plan and Policies DC1, DC2, DC4, DC7 and DC8 of the Local Plan (2018).

5.4 Daylight and Sunlight

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

any scheme. Sunlight assessment is based on annual probable sunlight hours (APSH) and winter sunlight hours. In terms of overshadowing of gardens and open spaces the BRE guide recommends that for an open space to appear adequately sunlit through the year, more than half of the space should receive at least two hours of sunlight at the March equinox.

Assessment

- 5.4.7. An assessment of the daylight, sunlight, and overshadowing effects of the Proposed Development on surrounding buildings and amenity space is contained in the 2020 ES Addendum. The assessment methodology presented within the 2018 ES is still relevant and valid. The baseline context presented within the 2018 ES is also still relevant and valid; there has been no change to the uses surrounding the Olympia Estate and so sensitive receptors previously identified remain applicable to the 2020 ES Addendum. In addition, there are no newly introduced sensitive receptors that require consideration as part of the 2020 ES Addendum.
- 5.4.8. The daylight assessment has been evaluated against the Vertical Sky Component (VSC) and No Sky Line (NSL) methods. It should be noted that the Average Daylight Factor (ADF) has not been calculated in the ES for the purposes of assessing daylight levels within neighbouring properties. This is primarily due to the fact the internal rooms, dimensions, and surfaces are usually unknown, meaning assumed layouts and reflectance values would need to be used which can significantly influence the ADF results. In line with the BRE guidelines, the daylight assessment relies on both VSC and NSL.

Daylight Sunlight Assessment

- 5.4.9. The proposed development has been assessed against three different scenarios. Assessment 1A: Existing v Olympia Masterplan (Masterplan Development (as amended)) + Olympia Way Development; Assessment 1B: Consented Masterplan Development + Olympia Way Development v Olympia Masterplan (Masterplan Development (as amended)) + Olympia Way Development; and Cumulative Assessment 1A: Existing v Olympia Masterplan (Masterplan Development (as amended)) + Olympia Way Development + 66 Hammersmith Road Consent.
- 5.4.10. In accordance with the EIA regulation requirements, the Masterplan development as a whole has been considered against the existing baseline condition in Assessment 1A and is included for completeness; this is consistent with the approach in the 2018 ES. However, as the Consented Masterplan forms a new baseline, in accordance with the BRE Guidelines and to enable the London Borough of Hammersmith & Fulham Assessment to understand the design changes in comparison with the Consented Masterplan, Assessment 1B has been undertaken to enable comparative consideration of the daylight and sunlight impacts. A scheme to develop 66 Hammersmith Road (Planning Reference: 2017/04752/FUL) was considered in the 2018 ES by way of cumulative analysis as it was pending a decision at the time. This scheme has now been approved and as such its effect upon sensitive neighbouring receptors continues to be factored into the cumulative assessment.

Assessment Scenario 1B

Daylight 1B

- 5.4.11. Concerning 1,367 of the 2,935 windows assessed will experience no reduction in sky visibility (VSC) when compared with the Consented Masterplan Development. The remaining 1,568 windows will experience some alterations in VSC, none of which will exceed an absolute change in sky visibility in excess of 2%. In relation to NSL, 1,219 of the 1,499 rooms assessed will experience no reduction in daylight distribution (NSL) when compared with the Consented Masterplan Development. 247 of the remaining 280 rooms experience additional NSL losses of less than 5% in absolute terms. The remaining 33 rooms experience additional absolute NSL losses greater than 5%. These rooms are located within the following three properties: 1-31 Glyn Mansions; 1-50 Palace Mansions; and 67-81 Hammersmith Road.

1-31 Glyn Mansions

- 5.4.12. 14 rooms (out of 44 assessed) will experience additional absolute NSL losses greater than 5%. Eight of these 14 rooms are bedrooms, which have a lower requirement for daylight (BRE paragraph 2.2.8). The remaining six living rooms located between the ground and second floors will experience additional absolute NSL losses of between 9% and 14%; retaining a daylight distribution to between 68% and 88% of their room areas. The overall effect to daylight within this property remains consistent with the Consented Masterplan Development - moderate adverse (significant).

1-50 Palace Mansions;

- 5.4.13. 17 rooms (out of 104 assessed) will experience additional absolute NSL losses greater than 5%. Eight of these 17 rooms are less sensitive bedrooms. The remaining nine living rooms located between the first and fourth floors will experience additional absolute NSL losses of between 5% and 14%. All nine living rooms will retain daylight distribution to between 58% and 93% of their room areas. The overall effect to daylight within this property remains consistent with the Consented Masterplan Development - major adverse (significant).

67-81 Hammersmith Road

- 5.4.14. Two rooms (out of 30 assessed) will experience additional absolute NSL losses greater than 5%. One of these two rooms is a less sensitive bedroom. The remaining first floor living room will experience an additional absolute NSL loss of 18%, retaining daylight distribution to 53% of its room area. The overall effect to daylight within this property remains consistent with the Consented Masterplan Development - major adverse (significant).

Daylight 1B Summary

- 5.4.15. Despite the possibility of some further isolated alterations in daylight to a small number of properties that may be noticeable, overall the significance of the daylight effects are considered to be comparable with the Consented Masterplan Development; which is negligible to minor adverse (not significant) for the

majority of neighbouring receptors assessed, with moderate to major adverse (significant) impacts to an isolated number of neighbouring receptors. As such, the conclusions presented in the 2018 ES for Assessment 2 remain valid for the assessment of daylight on sensitive surrounding properties.

Sunlight 1B

- 5.4.16. Winter sunlight: 1,435 (95%) of the 1,511 windows relevant for assessment will experience no additional winter sunlight loss when compared with the Consented Masterplan Development. The remaining 76 windows will experience additional winter sunlight losses of 2% or less in absolute terms, compared to the Consented Masterplan Development. Total sunlight: 1,366 (90%) of the 1,511 windows relevant for assessment will experience no additional total sunlight loss when compared with the Consented Masterplan Development.
- 5.4.17. 139 of the remaining 145 windows assessed will experience additional total sunlight losses of 2% or less in absolute terms. The remaining six windows experience additional total sunlight losses of 3% and 4% in absolute terms. These six windows serve living rooms located within five properties: No's 3 and 4 Beaconsfield Terrace Road and No's 4, 6 and 8 Maclise Road. These six windows will all still remain fully compliant with the recommended BRE Guidelines, retaining over the recommended target of 25% APSH. Therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development – negligible to minor adverse (not significant). In consideration of the above, the impact and retained levels of sunlight are considered to be commensurate with the Consented Masterplan Development.

Sunlight 1B Summary

- 5.4.18. Despite the possibility of some further isolated alterations in sunlight to a small number of properties that may be noticeable, overall the significance of the sunlight effects are considered to be comparable with the Consented Masterplan Development; which is negligible to minor adverse (not significant) for the majority of neighbouring receptors assessed, with moderate adverse (significant) impacts to an isolated number of neighbouring receptors. As such, the conclusions presented in the 2018 ES for Assessment 2 remain valid for the assessment of sunlight on sensitive surrounding properties.

Assessment Cumulative Scenario 1A

Daylight (Cumulative)

- 5.4.19. In total 2,935 windows serving 1,499 rooms were assessed within 122 neighbouring properties. In relation to VSC, 2,191 of the 2,935 windows assessed would meet the BRE Guidelines. Furthermore, 2,382 windows (81%) will either meet the BRE Guidelines for VSC or experience a minor adverse effect (not significant). 200 windows (7%) will experience a moderate adverse effect (significant) and 353 windows (12%) will experience a major adverse effect (significant). In terms of NSL, 1,220 of the 1,499 rooms assessed, would meet the BRE Guidelines. Furthermore, 1,291 rooms (86%) will either meet the BRE Guidelines for NSL or experience a minor adverse effect (not significant). 54 rooms (4%) will experience a moderate adverse effect (significant) and 154

rooms (10%) will experience a major adverse effect (significant). Overall, 90 properties (74%) would not experience a noticeable alteration in the levels of daylight (VSC and NSL) they receive with the completed Masterplan site in place. Therefore, it is considered that these properties would experience a negligible effect (not significant).

- 5.4.20. In comparison with the 2018 ES Cumulative Assessment 2, overall 31 additional windows will fall below the recommended BRE Guidelines for VSC and 14 additional rooms will fall below the Guidelines for NSL. In terms of VSC, one further window will experience a minor adverse effect (not significant), 30 further windows will experience a moderate adverse effect (significant) and there will be no change to the number of windows experiencing a major adverse effect (significant). In terms of NSL, three further rooms will experience a minor adverse effect (not significant), seven further rooms will experience a moderate adverse effect (significant) and four further rooms will experience a major adverse effect (significant). 112 of the 122 properties assessed will experience no reduction in sky visibility (VSC) or daylight distribution (NSL) in comparison with Cumulative Assessment 2 presented within the 2018 ES. The remaining 10 properties will experience additional impacts and are discussed in further detail below.

6 Maclise Road

- 5.4.21. Two additional windows will fall below the recommended BRE Guidelines for VSC. However, both windows will experience alterations in VSC only just above the 20% guideline which is considered a minor adverse effect (not significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - negligible (not significant).

2 Maclise Road

- 5.4.22. Two additional windows will fall below the recommended BRE Guidelines for VSC. However, both windows will experience alterations in VSC only just above the 20% guideline which is considered a minor adverse effect (not significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - minor adverse (not significant).

1 Sinclair Road

- 5.4.23. One additional window will fall below the recommended BRE Guidelines for VSC. However, this window will experience an alteration in VSC only just above the 20% guideline which is considered a minor adverse effect (not significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - minor adverse (not significant).

2 Sinclair Road

- 5.4.24. Four additional windows will fall below the recommended BRE Guidelines for VSC. However, these windows will experience an alteration in VSC between

21%-22%, which is only just above the 20% guideline and is considered a minor adverse effect (not significant). Furthermore three of these windows serve less sensitive bedrooms. The impact to one room will alter from minor adverse to moderate adverse. However, the window serving this room will meet the recommended VSC Guidelines. The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant)

13 Hammersmith Road

- 5.4.25. One window will now fall below the recommended Guidelines for VSC. However, this window will experience an alteration in VSC only just above the 20% guideline which is considered a minor adverse effect (not significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - negligible (not significant).

1-31 Glyn Mansions

- 5.4.26. 10 additional windows will fall below the recommended Guidelines for VSC and experience a minor adverse effect (not significant). Two of these windows serve less sensitive bedrooms. The remaining 8 windows serve living rooms that each benefit from mitigating windows and thus the rooms as a whole will retain daylight distribution to over 68% of their room areas. Six windows will alter from a minor adverse (not significant) to a moderate adverse effect (significant) and seven windows will alter from a moderate adverse (significant) to major adverse impact (significant). Five of these windows serve less sensitive bedrooms. The remaining eight windows serve living rooms that each benefit from mitigating windows and thus the rooms as a whole will retain daylight distribution to over 68% of their room areas.
- 5.4.27. Seven additional rooms will fall below the recommended Guidelines for NSL. Five of these rooms will experience a minor adverse effect (not significant) and two rooms a moderate adverse effect (significant). Three of these rooms are less sensitive bedrooms. The remaining four living rooms will retain over 68% daylight distribution. One less sensitive bedroom will alter from minor adverse (not significant) to moderate adverse (significant) and two less sensitive bedrooms will alter from moderate adverse (significant) to major adverse (significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant).

1-50 Palace Mansions

- 5.4.28. 13 additional windows will fall below the recommended Guidelines for VSC and experience a minor adverse (not significant) alteration in VSC. Two of these windows serve less sensitive bedrooms. 10 of the windows serving living rooms will retain VSC in excess of 20% which is considered commensurate with an urban environment such as this. The remaining window will experience an alteration in VSC of 22%, which is just above the 20% recommended in the BRE Guidelines. Whilst some windows will experience an increase in effect and significance, other windows will experience a decrease in effect and significance. Overall the total percentage of windows experiencing a minor

adverse effect (not significant) will be 16% in comparison with 18% in Cumulative Assessment 2 as presented within the 2018 ES; 29% of windows will experience a moderate adverse effect (significant) in comparison with 21% in Cumulative Assessment 2; and 10% of windows will experience a major adverse effect (significant) in comparison with 11% in Cumulative Assessment 2.

- 5.4.29. Four additional rooms will fall below the recommended Guidelines for NSL and experience a minor adverse effect (not significant). Two of these are less sensitive bedrooms and the remaining two living rooms will retain in excess of 72% daylight distribution. Two rooms will alter from minor adverse (not significant) to moderate adverse (significant) and two rooms from moderate adverse (significant) to major adverse (significant). One of these is a less sensitive bedroom and the remaining three rooms will retain over 52% daylight distribution. The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate to major adverse (significant).

1-35 Argyll Mansions

- 5.4.30. There will be no change in the overall numbers of windows meeting the recommended BRE Guidelines for VSC; however the number of major adverse (significant) alterations will decrease with five windows falling to moderate adverse (significant). Two additional rooms will fall below the recommended Guidelines for NSL and experience minor adverse effects (not significant) and two rooms that previously experienced a minor adverse effect (not significant) will experience a moderate adverse effect (significant). The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - major adverse (significant).

95 Hammersmith Road

- 5.4.31. One additional room will fall below the recommended BRE Guidelines for NSL. However, this room will experience an alteration in NSL which is only just above the 20% guideline and is considered a minor adverse effect (not significant). Furthermore, this room will retain daylight distribution to over 75% of its room area. The overall effect to daylight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate to major adverse (significant).

72 Blythe Road

- 5.4.32. The impact to six windows will alter from minor adverse (not significant) to moderate adverse (significant). One window serves a less sensitive bedroom. The remaining five windows serving living rooms previously experienced a circa 29%-29.9% alteration in VSC and will now experience a 30% alteration in VSC which just pushes them into the moderate adverse (significant) category. The impact to three rooms will alter from minor adverse (not significant) to moderate adverse (significant). Two of these rooms are less sensitive bedrooms. The remaining living room is served by two windows, one of which meets the recommended BRE Guidelines for VSC and the other experiences just over a 20% alteration in VSC. The overall effect to daylight within this property remains

consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant).

Daylight (Cumulative) Summary

- 5.4.33. Despite the possibility of some further isolated alterations in daylight to a small number of properties that may be noticeable, overall the significance of the daylight effects are considered to be comparable with the Consented Masterplan Development; which is negligible to minor adverse (not significant) for the majority of neighbouring receptors assessed, with moderate to major adverse (significant) impacts to an isolated number of neighbouring receptors. As such, the conclusions presented in the 2018 ES for Cumulative Assessment 2 remain valid for the assessment of daylight on sensitive surrounding properties.

Sunlight (Cumulative)

- 5.4.34. A total of 1,511 windows have been assessed for sunlight within 76 neighbouring properties that are relevant for the sunlight assessment. Of the 1,511 windows assessed, 1,182 would meet the BRE Guidelines for both winter and total sunlight. Furthermore, 1,293 windows (86%) will either meet the BRE Guidelines for winter sunlight or experience a minor adverse effect (not significant). 21 windows (1%) will experience a moderate adverse alteration (significant) in winter sunlight and 197 windows (13%) will experience a major adverse effect (significant). In addition, 1,364 windows (90%) will either meet the BRE Guidelines for total sunlight or experience a minor adverse effect (not significant). 35 windows (2%) will experience a moderate adverse alteration (significant) in total sunlight and 112 windows (8%) will experience a major adverse alteration (significant). Overall, 46 properties (61%) would not experience a noticeable alteration in the levels of winter and total sunlight they receive with the completed Proposed Development in place. Therefore it is considered that these properties would experience a negligible effect (not significant).
- 5.4.35. In comparison with the Consented Masterplan Development, overall seven additional windows will fall below the recommended BRE Guidelines for both winter and total sunlight. In terms of winter sunlight, five further windows will fall below the recommended BRE Guidelines. There will be one less window experiencing a minor adverse effect (not significant), one further window will experience a moderate adverse effect (significant) and five further windows will experience a major adverse effect (significant). In terms of total sunlight, two further windows will fall below the recommended BRE Guidelines. One further window will experience a minor adverse effect (not significant), three further windows will experience a moderate adverse effect (significant) and two less windows will experience a major adverse effect (significant). 69 of the 76 properties assessed will experience no additional winter or total sunlight loss in comparison with Cumulative Assessment 2 presented within the 2018 ES. The remaining seven of the properties will experience additional impacts and are discussed in further detail below.

5.4.36. One window will now fall below the BRE Guidelines for total sunlight and experience a major adverse effect (significant). However, the APSH will fall from 1% in the existing context, which is significantly below the recommended 25%, to 0% in the proposed context. The absolute loss of 1% APSH is unlikely to be perceptible. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - negligible (not significant).

5 Beaconsfield Terrace Road

5.4.37. One of the windows that previously fell below the BRE Guidelines for winter sunlight and experienced a minor adverse effect (not significant) will now experience a major adverse effect (significant). However, the winter sunlight will fall from 4% in the existing context, which is already below the recommended 5%, to 2% in the proposed context. Furthermore, this window will meet the recommended Guidelines for total sunlight. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - minor adverse (not significant).

1 Sinclair Road

5.4.38. One additional window will fall below the BRE Guidelines for winter sunlight and experience a major adverse effect (significant). However, this window will retain winter sunlight of 4%, which is just below the 5% target. Furthermore, this window will meet the recommended Guidelines for total sunlight. One additional window will fall below the BRE Guidelines for total sunlight. However, this window will experience an alteration in APSH only just above the 20% guideline which is considered a minor adverse effect (not significant). The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - minor adverse (not significant).

13 Sinclair Road

5.4.39. One additional window will fall below the BRE Guidelines for winter sunlight and experience a major adverse effect (significant). However, the winter sunlight will fall from 1% in the existing context, which is already below the recommended 5%, to 0% in the proposed context. The absolute loss of 1% winter sunlight is unlikely to be perceptible. Furthermore, this window serves a less sensitive bedroom. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - minor adverse (not significant).

8 Sinclair Road

5.4.40. One additional window will fall below the BRE Guidelines for winter sunlight and experience a major adverse effect (significant). However, this window will retain 4% winter probable sunlight hours in the proposed context, which is just below the 5% target. Furthermore, this window will meet the recommended Guidelines for total sunlight. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant).

2 Sinclair Road

- 5.4.41. Two additional windows will fall below the BRE Guidelines for winter sunlight and experience a moderate adverse effect (significant). However, both windows achieve 3% winter probable sunlight hours in the existing context, which is below the recommended target of 5%, and fall to 2% in the proposed context. The absolute loss of 1% winter sunlight is unlikely to be perceptible. Furthermore, one of these windows serves a less sensitive bedroom. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant).

388 Kensington High Street

- 5.4.42. One of the windows that previously fell below the BRE Guidelines for winter sunlight and experienced a moderate adverse effect (significant) will now experience a major adverse effect (significant). However, this window will retain 3% winter probable sunlight hours in the proposed context, which is not unusual for an urban environment such as this. Furthermore, this window will meet the recommended Guidelines for total sunlight. The overall effect to sunlight within this property remains consistent with Cumulative Assessment 2 presented within the 2018 ES - moderate adverse (significant).

Sunlight (Cumulative) Summary

- 5.4.43. Despite the possibility of some further isolated alterations in sunlight to a small number of properties that may be noticeable, overall the significance of the sunlight effects are considered to be comparable with the Consented Masterplan Development, which is negligible to minor adverse (not significant) for the majority of neighbouring receptors assessed, with moderate adverse (significant) impacts to an isolated number of neighbouring receptors. As such, the conclusions presented in the 2018 ES for Cumulative Assessment 2 remain valid for the assessment of sunlight on sensitive surrounding properties.

Overshadowing Assessment

- 5.4.44. The proposed development has been assessed against two different scenarios. Assessment 1A: Existing v Olympia Masterplan (Masterplan Development (as amended)) +Olympia Way Development; and Assessment 1B: Consented Masterplan Development + Olympia Way Development v Olympia Masterplan (Masterplan Development (as amended)) + Olympia Way Development. Assessment 1A has been undertaken against the existing baseline. However, as above in order to enable a comparative consideration of the overshadowing impacts, Assessment 1A has been directly compared with Assessment 2 undertaken in the 2018 ES to form the comparative Assessment 1B. It has not been considered necessary to undertake a cumulative overshadowing assessment as the location of 66 Hammersmith Road is unlikely to have any material impact on overshadowing to the 44 amenity areas considered for assessment.
- 5.4.45. A Sun Hours on Ground Overshadowing (SHOG) assessment comparison with the SHOG Assessment 2 undertaken for the Consented Masterplan Development as presented within the 2018 ES has been carried out. Of the 44

amenity areas assessed, 37 areas will experience no reduction in sun hours on ground overshadowing when compared with the Consented Masterplan Development. The remaining seven amenity areas as listed below will experience some alterations in overshadowing:

2&4 Sinclair Road, Areas A, B and C

- 5.4.46. Most These three areas retain two or more hours of direct sunlight on 21st March to 1.49% of their total area, in comparison with 4.31% under the Consented Masterplan Development. The absolute alteration of less than 3% is not considered material and therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development - moderate adverse (significant).

4 Maclise Road, Area 1

- 5.4.47. This area retains two or more hours of direct sunlight on 21st March to 2.79% of its total area, in comparison with 2.98% under the Consented Masterplan Development. The absolute alteration of less than 1% is not considered material and therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development - negligible (not significant).

2 Maclise Road, Area J

- 5.4.48. This area retains two or more hours of direct sunlight on 21st March to 6.55% of its total area, in comparison with 7.53% under the Consented Masterplan Development. The absolute alteration of less than 1% is not considered material and therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development - negligible (not significant).

9 Sinclair Road, Area L

- 5.4.49. This area retains two or more hours of direct sunlight on 21st March to 29.71% of its total area, in comparison with 30.89% under the Consented Masterplan Development. The absolute alteration of just over 1% is not considered material and therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development - negligible (not significant).

7 Sinclair Road, Area M

- 5.4.50. This area retains two or more hours of direct sunlight on 21st March to 8.08% of its total area, in comparison with 8.44% under the Consented Masterplan Development. The absolute alteration of less than 1% is not considered material and therefore the overall overshadowing effect remains consistent with the Consented Masterplan Development - negligible (not significant).

Transient Overshadowing

- 5.4.51. The transient overshadowing assessment has been undertaken on 21st March, 21st June and 21st December in accordance with the 2018 ES and is located within Appendix V. In order to compare the overshadowing impacts and effects of the Olympia Masterplan with the Consented Masterplan Development, a

visual review of the transient overshadowing Assessment 1A has been undertaken against the transient overshadowing assessment Assessment 2 presented within the 2018 ES for the Consented Masterplan Development. The review indicates that there will be no change to the shadows cast upon the 44 amenity areas considered for assessment on 21st March, 21st June and 21st December in comparison with the Consented Masterplan Development.

Overshadowing Summary

- 5.4.52. Despite the possibility of some further isolated alterations in overshadowing to a small number of amenity areas, overall the significance of the sun hours on ground overshadowing effects are considered to be comparable with the Consented Masterplan Development; which is negligible to minor adverse (not significant) for the majority of neighbouring amenity areas assessed, with moderate adverse (significant) impacts to the amenity areas serving 2-4 Sinclair Road. As such, the conclusions presented in the 2018 ES for Assessment 2 remain valid for the assessment of sun hours on ground overshadowing on sensitive neighbouring amenity areas.
- 5.4.53. In consideration of the above, overall the significance of the transient overshadowing effects are considered to be comparable with the Consented Masterplan Development; which is negligible to minor adverse (not significant) for the neighbouring amenity areas assessed. As such, the conclusions presented in the 2018 ES for Assessment 2 remain valid for the assessment of transient overshadowing on sensitive neighbouring amenity areas.

Conclusion

- 5.4.54. Officers have considered effects of the proposals on daylight, sunlight, and overshadowing. The policy framework clearly supports the flexible application of daylight, sunlight, and overshadowing guidance to make efficient use of land, and not to inhibit density. These policy documents resist the rigid application of guidelines and signal a clear recognition that there may be circumstances in which the benefits of not meeting them are justifiable, so long as acceptable levels of amenity are still enjoyed. The environmental, social, and economic contribution the proposed development would make through its proposed form, density and layout, the proposal is acceptable in respect of daylight, sunlight, and overshadowing impacts. Whilst there is the possibility of some further isolated alterations in daylight, sunlight and overshadowing to sensitive neighbouring receptors, the results discussed above illustrate that the Olympia Masterplan is comparable with the Consented Masterplan Development in terms of the significance of effects. As such, the conclusions presented in the 2018 ES for Assessment 2 remain valid.

5.5 Highways

- 5.5.1. **The NPPF** requires that developments which generate significant movement are located where the need to travel would be minimised, and the use of sustainable transport modes can be maximised; and that development should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the

application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

- 5.5.2. **London Plan Policies 6.1, 6.3, 6.10, 6.11 and 6.13** set out the intention to encourage consideration of transport implications as a fundamental element of sustainable transport, supporting development patterns that reduce the need to travel or that locate development with high trip generation in proximity of public transport services. The policies also provide guidance for the establishment of maximum car parking standards.
- 5.5.3. **Local Plan Policy T1** sets out the Council's intention to 'work with strategic partners to improve transport provision, accessibility and air quality in the borough, by improving and increasing the opportunities for cycling and walking, and by improving connections for bus services, underground, national and regional rail'.
- 5.5.4. **Local Plan Policy T2** relates to transport assessments and travel plans and states "All development proposals would be assessed for their contribution to traffic generation and their impact on congestion, particularly on bus routes and on the primary route network".
- 5.5.5. **Local Plan Policies T3, T4, T5 and T7** relate to opportunities for cycling and walking, vehicle parking standards, blue badge holders parking and construction and demolition logistics. Policies 5.16 and 5.17 are relevant to waste and recycling. **Local Plan Policy CC7** sets out the requirements for all new developments to provide suitable facilities for the management of waste. **Planning SPD (2018) Key Principles WM1, WM2, WM7 and WM11** are also applicable which seek off-street servicing for all new developments.

Site Accessibility

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

Trip Generation

- 5.5.7. The applicant has submitted updated trip generation information. This remains largely unchanged from the masterplan planning application with the exception of B1 office use and the live music and performance space. The updated assessment takes in account comparable music venues as requested by the council and TfL in pre-application discussions. An updated methodology with revised arrival and departure profiles was included in the assessment.
- 5.5.8. The trip generation information submitted indicates that the latest development proposal is likely to lead to an increase in trips undertaken by public transport,

walking and cycling. As noted above, there are several alterations to class uses and as such changes to associated trip generation. The most significant changes to trip generation are associated with the proposed additional B1 office and D2 music venue space. The B1 office changes are forecasted to generate an additional 2718 daily trips in comparison to the Masterplan application. The additional daily trips are made up of 1349 two-way underground trips, 477 two-way bus trips, 154 two-way train trips, 257 two-way cycling trips and 442 two-way walking trips. Table 4.11. below presents trip generation figures, with the latest development proposals in brackets.

Table 4.11. Updated B1 (Office) Forecast Trip Generation

Method of Travel	Weekday				Daily	Weekend	
	Network Peaks		Development Peaks			Development Peaks	
	AM Peak (08:00-09:00)	PM Peak (17:00-18:00)	AM Peak (09:00-10:00)	PM Peak (16:00-17:00)		AM Peak (09:00-10:00)	PM Peak (16:00-17:00)
Underground, metro, light rail, tram	882 (+164)	835 (+159)	543 (+103)	623 (+119)	7,082 (+1,349)	16 (+3)	18 (+3)
Train	99 (+19)	96 (+18)	62 (+12)	71 (+14)	811 (+154)	2 (0)	2 (0)
Bus, minibus or coach	305 (+58)	296 (+56)	192 (+37)	220 (+42)	2,507 (+477)	6 (+1)	6 (+1)
Taxi	9 (+2)	9 (+2)	6 (+1)	7 (+1)	75 (+14)	0 (0)	0 (0)
Motorcycle, scooter or moped	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Driving a car or van	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Passenger in a car or van	16 (+3)	15 (+3)	10 (+2)	11 (+2)	129 (+25)	0 (0)	0 (0)
Bicycle	164 (+31)	159 (+30)	103 (+20)	119 (+23)	1,348 (+257)	3 (+1)	3 (+1)
On foot	283 (+54)	274 (+52)	178 (+34)	204 (+39)	2,322 (+442)	5 (+1)	6 (+1)
Total	1,737 (+331)	1,683 (+320)	1,093 (+208)	1,255 (+239)	14,273 (+2,718)	32 (+5)	37 (+7)

5.5.9. The D2 music venue changes are forecasted to generate an additional 4318 daily trips in comparison to the Masterplan application. The additional daily trips are made up of 2142 two-way underground trips, 758 two-way bus trips, 245 two-way train trips, 408 two-way cycling trips and 702 two-way walking trips. It should be noted that the majority of proposed D2 music venue trips will be taking place outside of the peak traffic flow periods. Table 4.16 below presents the trip generation figures for the proposed D2 music venue, with the latest development proposal in brackets.

Table 4.16: Updated D2 (Music Venue) Forecast Trip Generation

Method of Travel	Weekday				Daily	Weekend	
	Network Peaks		Development Peaks			Development Peaks	
	AM Peak (08.00-09.00)	PM Peak (17.00-18.00)	AM Peak (09.00-10.00)	PM Peak (10.00-17.00)		AM Peak (09.00-10.00)	PM Peak (10.00-17.00)
Underground, metro, light rail, tram	0 (0)	27 (-321)	0 (0)	15 (-137)	3,929 (+2,142)	0 (0)	62 (-90)
Train	0 (0)	3 (-37)	0 (0)	2 (-16)	450 (+245)	0 (0)	7 (-10)
Bus, minibus or coach	0 (0)	10 (-114)	0 (0)	5 (-49)	1,390 (+758)	0 (0)	22 (-32)
Taxi	0 (0)	0 (-3)	0 (0)	0 (-1)	42 (+23)	0 (0)	1 (-1)
Motorcycle, scooter or moped	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Driving a car or van	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0) (0)	0 (0)
Passenger in a car or van	0 (0)	0 (-6)	0 (0)	0 (-2)	72 (+39)	0 (0)	1 (-2)
Bicycle	0 (0)	5 (-61)	0 (0)	3 (-26)	748 (+408)	0 (0)	12 (-17)
On foot	0 (0)	9 (-105)	0 (0)	5 (-45)	1,288 (+702)	0 (0)	20 (-30)
Total	0 (0)	54 (-648)	0 (0)	30 (-276)	7,918 (+4,318)	0 (0)	124 (-182)

5.2.8. It is considered that subject to adequate mitigation being secured for public transportation, the additional trips are not likely to have a severe impact on the local highway network. Further a contribution towards delivering a Low Vehicle Neighbourhood of £850,000 is secured.

Cycling

5.5.10. It is proposed that the locations of cycle parking are relocated around the application site. Long-stay cycle parking will be relocated to the level 2 mezzanine of Central along with associated facilities; long-stay cycle parking for the National Hotel will now be located at ground floor level. Short-stay cycle parking for Central, G-Gate, L2 Public Realm and West are to be relocated to the level 2 mezzanine floor of Central. A new cycle hub is to be located within the basement of the MSCP and short-stay cycle parking for the National Hotel is now provided on ground floor level on the western footway of Olympia Way. All non-ground floor cycle parking is accessible by lifts.

Table 3.1: Updated Cycle Parking Requirements (Change from TA shown in Brackets)

Building	Land Uses	GEA (m2)	Short-Stay	Long-Stay
MSCP	Office (B1)	8,213	11 (0)	110 (-1)
	Hotel (C1)	11,089	4 (-1)	10 (-1)
	Cinema (D2)	1,352	9 (+1)	32 (+4)
Central	Office (B1)	66,336	23 (+1)	885 (+83)
	Retail F&B (A4)	2,123	107 (+107)	13 (+13)
G-Gate	Theatre (D2)	9,787	50 (0)	11 (+1)
	Office (B1)	2,066	5 (+5)	28 (+28)
National	Hotel (C1)	6,546	3 (0)	8 (+1)
Pillar Hall	Restaurant (A3/A4)	1,834	92 (-67)	11 (-8)
L2 Public Realm	Restaurant (A3/A4)	1,915	96 (+27)	11 (+3)
West	Music Venue (D2)	5,207	147 (+80)	9 (+2)
Total			547 (+31)	1,128 (+109)

- 5.5.11. The applicant has proposed an uplift in cycle parking from the approved Masterplan in accordance with Local Plan and draft London Plan standards. The applicant also proposes additional cycle parking facilities such as showers and lockers in accordance with the London Cycle Design Standards.

Delivery and Servicing

- 5.5.12. It is proposed that delivery and servicing arrangements originally located on Olympia Way will be removed and replaced with an underground corridor connecting the National basement to the Logistics Centre basement. Deliveries for the National hotel and restaurant will take place at ground floor level of the Logistics Centre and will be transferred via a goods lift to access the underground corridor. It is also proposed that Pillar Hall deliveries will now take place within L-Yard instead of Olympia Way. Deliveries taking place on Olympia Way will only take place outside of peak hours (08:00 – 20:00).
- 5.5.13. In conclusion, the proposed delivery and servicing strategy is aimed at reducing congestion on the local highway network caused by delivery vehicles. It is considered that the DSP proposals, which include the provision a new Logistics Centre capable of unloading up to 27 HGVs away from the public highway, additional loading bays at the MSCP and introduction of an upgraded booking system, will significantly improve delivery and servicing at Olympia subject to effective management.

Construction Logistics Plan (CLP)

- 5.5.14. The applicant is required to submit an updated CLP in accordance with Policy T7 the Local Plan, secured by condition. The updated CLP should include information on various aspects of the construction phase of the proposed development.

Travel Planning

- 5.5.15. The applicant has submitted a framework travel plan with the masterplan application. Travel plans for all class uses as well as the construction phase will be secured via s106 agreement with monitoring fees for each. An updated travel plan for the exhibition class use is required, taking into consideration all proposed changes, with monitoring fees also required. Mitigation and S106 Obligations

Summary

- 5.5.16. The amendments made are acceptable and are mitigated by the previously secured submission of the required documents by condition, the Car Park Management Plan by way of obligation and the mitigation to the impacts of the development required by way of legal agreement. As such officers consider that the proposed development would be acceptable and in accordance with London Plan Policies 6.1, 6.3, 6.10, 6.11 and 6.13 and Local Plan policies T3, T4, T5, T7 and CC7.

5.6 Environmental Considerations

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

The NPPF seeks to meet the challenge of climate change, flooding and coastal change by supporting the transition to a low carbon future in a changing climate taking account of flood risk and coastal change.

- 5.6.2 **London Plan Policies 5.1, 5.2 and 5.3** require developments to make the fullest contribution to the mitigation of and adaptation to climate change, ensure sustainable design and construction and minimise carbon dioxide emissions. **Policies 5.5, 5.6, 5.7 and 5.8** require developments to provide decentralised energy, renewable energy and innovative energy technologies where appropriate.
- 5.6.3 **London Plan Policies 5.11, 5.12, 5.13, 5.14 and 5.15** require new development to comply with the flood risk assessment and management requirements of national policy, including the incorporation of sustainable urban drainage systems, and specifies a drainage hierarchy for new development. Policy 5.3 identifies the efficient use of natural resources (including water) as a principle for informing the achievement of other policies in the London Plan. Policy 5.11 Part A subsection b recognises the role of green roofs and walls in delivering sustainable urban drainage objectives. Policy 5.13 further states that development should utilise SuDS unless there are practical reasons for not doing so, and should aim to achieve greenfield run-off rates and manage surface water run-off close to source. Policy 5.14 states that planning decisions must ensure that adequate waste water infrastructure capacity is available in tandem with development.
- 5.6.4 **London Plan Policy 5.21** explains that ‘the Mayor supports the remediation of contaminated sites and will work with strategic partners to ensure that the development of brownfield land does not result in significant harm to human

health or the environment, and to bring contaminated land to beneficial use'. For decision-making, the policy requires 'appropriate measures' to be taken to ensure that development on previously contaminated land does not activate or spread contamination.

- 5.6.5 **London Plan Policy 7.5** states that 'London's public spaces should be secure, accessible, inclusive, connected, easy to understand and maintain, relate to local context, and incorporate the highest quality design, landscaping, planting, street furniture and surfaces. Paragraph 7.19 notes that the lighting of the public realm requires 'careful consideration to ensure places and spaces are appropriately lit, and there is an appropriate balance between issues of safety and security, and reducing light pollution'. Paragraph 7.22 notes that 'lighting of, and on, buildings should be energy efficient and appropriate for the physical context'. Paragraph 7.62 notes that promotion of nature conservation should be integral to development proposals and, in this context, states that the indirect effects of development (which include lighting) need to be considered alongside direct impacts (such as habitat loss).
- 5.6.6. **London Plan Policy 7.6** states that buildings and structures should not cause unacceptable harm to the amenity of surrounding land and buildings in relation to (inter alia) wind and microclimate. London Plan Policy 7.7 states that tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing.
- 5.6.7 **London Plan Policy 7.14** seeks that development proposals minimise pollutant emissions and promote sustainable design and construction to reduce emissions from the demolition and construction of the buildings; not worsen existing poor quality air quality. Where additional negative air quality impacts from a new development are identified, mitigation measures will be required to ameliorate these impacts. This approach is consistent with paragraphs 120 and 124 of the NPPF. Further the Mayor of London's Air Quality Strategy provides a framework of policy which aims to improve air quality in London.
- 5.6.8 **London Plan Policy 7.15** states that development proposals should seek to reduce noise by minimising the existing and potential adverse impacts of noise on, from, within, or in the vicinity of, a development and promoting new technologies and improved practices to reduce noise.
- 5.6.9 **The Mayor's Sustainable Design and Construction SPG** provides guidance on the implementation of London Plan Policy 5.3 and provides a range of additional guidance on matters relating to environmental sustainability. The Mayor's Sustainable Design and Construction SPG recognises at paragraph 2.3.7 that large buildings can alter their local environments and affect the micro-climate and notes that the Lawson Comfort Criteria can be used to assess the impact of a large building on the comfort of the street environment. It further states that developers should assess the potential impacts at ground level of any building that is significantly taller than its surroundings.
- 5.6.10 **Draft London Plan Policy SI2** seeks to extend the extant requirement on residential development to non-residential development to meet zero carbon targets. It maintains the expectation that a minimum reduction of 35% beyond Building Regulations to be met on site (10% or 15% of which should be

achieved through energy efficiency for residential development, and non-residential development). Where it is clearly demonstrated that the zero-carbon target cannot be met on site, the shortfall should be provided through a cash in lieu contribution to the borough's carbon offset fund, or off-site provided an alternative proposal has been identified and delivery is certain.

- 5.6.11 **Draft London Plan Policy SI3** identifies Heat Network Priority Areas, which include the Fulham Gasworks site. Here, major proposals should have a communal heat system in accordance with a hierarchy that priorities connection to local existing or planned heat networks, followed by: use of available local secondary heat sources; generation of clean heat/power from zero-emission sources; and use of fuel cells. CHPs are ranked fifth of the six options, followed by ultra-low NOx gas boilers. Supporting text explains that further information about the relevance of CHP in developments of various scales will also be provided in an Energy Planning Guidance document, which will be kept updated as technology changes, however this guidance has not yet been published. The draft Plan states that it is not expected that gas engine CHP will be able to meet the standards required within areas exceeding air quality limits with the technology that is currently available. **Draft London Plan Policy SI13** sets out the same requirement and additionally states that proposals for impermeable paving should be refused and that drainage should be design and implemented to address water efficiency, river quality, biodiversity and recreation.
- 5.6.12 **Draft London Plan Policy SI4** seeks to minimise internal heat gain and the impacts of urban heat island effect through design, layout, orientation and materials. An energy strategy should demonstrate how development proposals will reduce potential for overheating and reliance on air conditioning systems in accordance with a hierarchy that prioritises the minimisation of internal heat generation through energy efficient design and reductions to the amount of heat entering a building.
- 5.6.13 **Draft London Plan Policy D7** mirrors the policy and text relating to lighting in the adopted London Plan. Paragraph 3.7.10 further states seeks to ensure that lighting of public realm is appropriate to address safety and security issues and to make night-time activity areas and access routes welcoming and safe, whilst minimising light pollution.
- 5.6.14 **Draft London Plan** further addresses wind and microclimate. Indirectly, draft **Policy GG1** requires streets and public spaces to be planned for circulation by the comfort in comfort and safety, and to be welcoming. More directly, draft Policy D8 addresses the environmental impact of tall buildings, requiring careful consideration of the wind (and daylight, sunlight penetration and temperature) conditions around tall buildings and their neighbourhoods so that they do not compromise the comfort and enjoyment of them. Draft paragraph 3.1.2 further states the importance of a comfortable pedestrian environment with regard to levels of sunlight, shade, wind, and shelter from precipitation.
- 5.6.15 **The Mayor's Air Quality Strategy (2010)** seek to minimise the emissions of key pollutants and to reduce concentrations to levels at which no, or minimal, effects on human health are likely to occur.

- 5.6.16 **Local Plan Policy CC1** requires major developments to implement energy conservation measures by implementing the London Plan sustainable energy policies and meeting associated CO2 reduction target and demonstrating that a series of measures have been taken to reduce the expected energy demand and CO2 emissions. It requires the use of on-site energy generation to further reduce CO2 emissions where feasible.
- 5.6.17 **Local Plan Policy CC2** requires major developments to implement sustainable design and construction measures, including making the most efficient use of water. **Local Plan Policy CC2** seeks to ensure that developments are comfortable and secure for users and avoid impacts from natural hazards. In supporting text paragraph 13.7 explains that this policy is intended to ensure that developments help to enhance open spaces and contribute to well-being.
- 5.6.18 **Local Plan Policy CC3** requires a site-specific Flood Risk Assessment (FRA) for developments in Flood Zones 2 and 3 that: a. addresses the NPPF requirements; b. takes account of the risk of flooding from all relevant sources; c. integrates appropriate flood proofing measures where there is a risk of flooding; and d. provides structural waterproofing measures in subterranean elements and using non-return valves or equivalent to protect against sewer flooding.
- 5.6.19 **Local Plan Policy CC4** ('Minimising surface water run-off with sustainable drainage systems') requires all proposals for new development to 'manage surface water run-off as close to its source as possible and on the surface where practicable, in line with the London Plan drainage hierarchy'. It also requires all major developments to implement SuDS 'to enable reduction in peak run-off to greenfield run off rates for storms up to the 1 in 100-year event (plus climate change allowance)' and to provide a sustainable drainage strategy to demonstrate how the strategy will enable these requirements. These are to be retained and maintained for the lifetime of the development, with details of their planned maintenance to be provided.
- 5.6.20 **Local Plan Policy CC9** requires a site assessment and a report on its findings for developments on or near sites known to be (or where there is reason to believe they may be) contaminated. Development will be refused 'unless practicable and effective measures are to be taken to treat, contain or control any contamination'. Any permission will require that any agreed measures with the council to assess and abate risks to human health or the wider environment are carried out as the first step of the development.
- 5.6.21 **Local Plan Policy CC10** seeks to reduce potential adverse air quality impacts arising from new developments and sets out several requirements.
- 5.6.22 **Local Plan Policy CC11** seeks to control the noise and vibration impacts of developments, requiring the location of noise and vibration sensitive development 'in the most appropriate locations'. Design, layout and materials should be used carefully to protect against existing and proposed sources of noise, insulating the building envelope, internal walls floors and ceilings, and protecting external amenity areas. Noise assessments providing details of noise levels on the site are expected 'where necessary'.

- 5.6.23 **Local Plan Policy CC12** seeks to control potential adverse impacts from lighting by requiring all development proposals seeking permission for external lighting to submit details to demonstrate they it would be appropriate for the intended use, provide the minimum amount of light necessary to achieve its purposes, be energy efficient, and provide adequate protection from glare and light spill.
- 5.6.24 **Local Plan Policy CC13** seeks to control pollution, including noise, and requires proposed developments to show that there will be 'no undue detriment to the general amenities enjoyed by existing surrounding occupiers of their properties'.
- 5.6.25 **Local Plan Policy DC3** states that tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing.
- 5.6.26 **Key principles LC1-6 of the Planning Guidance SPG** identify the key principles informing the processes for engaging with the council on, and assessing, phasing and granting applications for planning permission on contaminated land. The latter principle provides that planning conditions can be used to ensure that development does not commence until conditions have been discharged.

Energy and Sustainability

- 5.6.27 The proposed minor amendments have been assessed in terms of their potential impacts on sustainability carbon reduction. These issues will not be significantly impacted and the assessments already carried out and the mitigation measures proposed will be capable of meeting the requirements of the London Plan/Local Plan policies as required.
- 5.6.28 Subject to the inclusion of conditions requiring the implementation of the submitted documents as set out above, requiring submission of Sustainability, BREEAM and Energy Statements, officers therefore consider that the proposed development accords with Policies 5.1, 5.2, 5.3, 5.6, 5.7, 5.8, 5.9, 5.11, 5.12, 5.13, 5.14, 5.15 and 7.19 of the London Plan and Policies CC1, CC2 and CC7 of the Local Plan.

Flood Risk

- 5.6.29 The proposed minor amendments have been assessed in terms of their potential impacts on flood risk. These issues will not be significantly impacted and the assessments already carried out and the mitigation measures proposed will be capable of meeting the requirements of the London Plan/Local Plan policies as required.
- 5.6.30 Subject to the inclusion of conditions requiring the submission of a Surface Water Drainage Strategy and Flood Risk Assessment officers consider that the proposed approach would be acceptable and in accordance with Policies 5.11, 5.13, 5.14 and 5.15 of the London Plan and policy requiring flood risk assessment and development to mitigate flood risk, Policies CC2, CC3, CC4 and CC5 of the Local Plan which requires development to minimise future flood risk.

Air Quality

- 5.6.31 Due to the uplift in floorspace and use of the site there will be an impact with regards to air quality locally, however the overall impact is considered acceptable. Subject to the inclusion of conditions prior to the commencement of above ground works for each phase of the development to address the above mitigation measures, officers consider that the proposed development can accord with Policies 7.14 of the London Plan and Policy CC10 of the Local Plan.

Contamination

- 5.6.32 Contaminated land has been addressed by conditions on other applications relating to this development. Subject to the inclusion of conditions requiring the implementation of the submitted documents and submission of further information, officers consider that the proposed development accords with Policies 5.21 and Policy CC9 of the Local Plan given that all identified potentially significant effects during the demolition and construction and the operational stages can be suitably adequately mitigated, such that the significance of the residual effects of the Proposed Development will be negligible and that the land will be suitable for the proposed uses

Noise

- 5.6.33 Officers consider that the impacts for noise and vibration have been satisfactorily assessed in the submitted Environmental Statement. The proposed limits and mitigation measures are acceptable however specific details will be required to be submitted for each phase of the development. It is therefore considered appropriate to require these details, including insulation and anti-vibration measures for machinery and plant by condition.
- 5.6.34 Subject to the inclusion of conditions requiring the implementation of the submitted documents and submission of further information, officers consider that the proposed development accords with Policies 7.15 of the London Plan and Policies CC11 and CC13 of the Local Plan.

Lighting

- 5.6.35 The submitted assessment within the ES Addendum sets out that the majority of the surrounding sensitive receptors would not be significantly affected by light spillage from the proposal with negligible to minor adverse effects. The upper floors of 1-50 Palace Mansions, 1-35 Argyll Mansions, 72 Blythe Road and 67-81 Hammersmith Road may experience a greater degree of impact should lights be left on beyond 11pm. It is considered that this can be mitigated by requiring a reduction of perimeter floor plan lights, automatic blinds and lighting design measures beyond 11pm. The implementation of appropriate measures is secured by way of condition.
- 5.6.36 Subject to the inclusion of a condition requiring details of the required lighting strategy, officers consider that the proposed development accords with Policies 7.5 of the London Plan and Policies CC12 of the Local Plan.

Wind and Microclimate

- 5.6.37 The proposed impacts assessed within the ES Addendum focus upon undesirable wind speeds at ground level, around surrounding buildings and within nearby areas of public space as well as at balcony/terrace level and the railway station.
- 5.6.38 Thoroughfares are considered to have wind conditions that would range from suitable for strolling use to sitting use during the windiest season. Entrances close to West Hall and Hammersmith Road would be suitable for strolling, while entrances elsewhere would be calmer and represent beneficial effects. Amenity spaces during the summer would be acceptable, with L2 being suitable for standing. There would be a negligible effect on the railway station. Possible impacts from wind were identified at West Hall/Blyth Road and on the Central Hall terraces and would require mitigation. It is considered that these impacts can be mitigated through appropriate landscaping which is secured by condition.
- 5.6.39 The 2020 ES addendum concludes that based on the scale of the proposed design amendments relative to the overall massing of the Proposed Development, the residual wind effects would be expected to remain as presented in the 2018 ES. With the wind mitigation identified within the 2018 ES in place, in terms of pedestrian comfort, all measured locations would experience effects that are either negligible (suitable for the intended outdoor use) or minor beneficial (one category calmer than required). The wind mitigation would also remove any occurrences of strong winds across the Olympia Estate.
- 5.6.40 Due to the 2020 proposed design amendments to the approved Masterplan development, wind conditions at the junction of Hammersmith Road and Olympia Way may be expected to be windier than reported on in the 2018 ES due to the increase in massing of National Hall, however, as this change would not be expected to result in conditions windier than that suitable for the intended use, no change in residual effects would be anticipated as a result of the proposed design amendments.
- 5.6.41 Subject to the inclusion of conditions requiring the implementation the mitigation measures required, officers consider that the proposed development accords with Policies 7.6 and 7.7 of the London Plan and Policies DC3 and CC2 of the Local Plan in terms of wind and microclimate.

6.0 SECTION 106 HEADS OF TERMS AND CIL

S106 Heads of Terms

- 6.1 **The NPPF** provides guidance for local planning authorities in considering the use of planning obligations. It states that 'authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations and that planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition'.

- 6.2 **London Plan Policy 8.2** states that: ‘When considering planning applications of strategic importance, the Mayor will take into account, among other issues including economic viability of each development concerned, the existence and content of planning obligations. Development proposals should address strategic as well as local priorities in planning obligations. Affordable housing and other public transport improvements should be given the highest importance’. It goes on to state: ‘Importance should also be given to tackling climate change, learning and skills, health facilities and services, childcare provisions and the provision of small shops.’
- 6.3 **Local Plan Policy INFRA1** (Planning Contributions and Infrastructure Planning) states: ‘The Council will seek planning contributions to ensure the necessary infrastructure to support the Local Plan is delivered using two main mechanisms: ‘Community Infrastructure Levy The Council will charge CIL on developments in accordance with the CIL Regulations (as amended) and the LBHF CIL Charging Schedule. The Council will spend CIL on:
- infrastructure in accordance with the H&F Regulation 123 (R123) List;
 - projects identified for ‘Neighbourhood CIL’; and
 - CIL administration expenses (no more than the statutory cap).
- 6.4 The following Heads of Terms are proposed and are agreed with the applicant to further mitigate the impacts of the amended proposal to be secured by the required deed of variation to link this s73 minor amendment permission to the extant consent’s s106. These are in addition to those agreed under the extant s106 agreement:
- Affordable/low cost space contribution of £2.5m on start of phase 2
 - Public Realm Improvements contribution of £2m, £1m on start of phase 2, £1m over 5 years
 - Offsite Skills and training contribution of £825,000 over 10 years
 - Onsite Employment and Skills contribution of £825,000 over 10 years
 - Highway Low Vehicle Neighbourhoods contribution of £850,000 over 5 years
 - The owner commits to exploring the potential for an additional entrance to the G-Gate Theatre from Hammersmith Road, in collaboration with the theatre operator. Any such analysis of a second entrance will provide consideration for operations, security, staffing and logistics of movements both for arrivals and departures and shall include (but is not limited to) signage and wayfinding, the façade design, the location and design of entrances and any other operational considerations. This commitment is in addition to the requirements to engage with the appointed Community Panel under Schedule 3 of this s106 Agreement
- 6.5 The Heads of Terms for the extant permission under 2018/03100/FUL are as follows and would continue to apply:
- Affordable work space comprising 5% of the overall eligible Class B1 floorspace of both the masterplan and Olympia way outline schemes to be provided; should the permitted outline application not come forward then the full floorspace will be provided within the full application.

- Arts fund contribution of £2.5m paid at £250,000 per year indexed for 10 years
- £10.5m affordable/low cost space contribution
- Wider community benefits contribution of £2.5m
- £500,000 to public realm improvement as determined by LBHF
- £2.5m for improvements and management of Lyon's Walk
- Employment and Skills Contribution of £1,914,500
- Skills and Training Contribution of £7,098,000
- Local procurement amounting to 10% of the total construction cost
- Local employment, skills and training comprising: 175 apprentices, 372 work placements and 222 full-time operational phase workers
- Each apprentice and work placement attracts a contribution of £3,500
- Non-compliance with the agreed number of apprentices and placements attracts a contribution of £7,000 per apprentice/placement not created
- A joint committee of LBHF, Yoo and local amenity and resident groups to contribute to the final design and materials of the façade of the theatre
- £1-£1.2m to acquire Lyon's Walk from LBHF subject to third party valuation
- No business parking permits
- Blue badge parking
- Monitoring fee of £5,000 per year
- Olympia Way public realm improvements including pedestrian/cyclist conflict resolution, accessibility improvements, hard and soft landscaping and wayfinding
- Travel Plans for each land use to be monitored at years 1, 3 and 5 at a monitoring fee of £5,000 per submission
- Travel Plan for the construction period with a monitoring fee of £5,000 per year of construction
- The applicant is required to dedicate land on Hammersmith Road under s.38/s.72 legal agreement for highway improvements to remove a narrowing of the highway.
- Car Park Management Plan also including Motorail Car Park
- Area wide traffic management review plus financial provision for any consequent mitigation works arising from these reviews.
- CPZ reviews for zones A, B, BB, E & EE at £30,000 per zone plus financial provision for any consequent mitigation works arising from these reviews.
- Highway works by s278 agreement including but not limited to:
 - New vehicular accesses
 - Re-instatement of redundant crossovers
 - Re-paving of footways immediately surrounding the application site
 - Improvement of crossings and links identified in the PERS audit.
 - Traffic signals and configuration of junctions
 - Reconfiguring of junction of Blythe Road/Lyons Walk
 - Reconfiguring of public highway on Hammersmith Road/North End Road

6.6 In addition to the above, the extant s106 secures the following wider community benefits:

- Free tickets to borough community and community groups for theatres and live events: tickets over 10 years to a value of £600,000
- Use of theatre space and back office rooms to local groups for free
- Priority tickets to cinema and theatre to disabled residents
- Future occupiers to engage with local schools and colleges to provide training opportunities
- Theatre and community space occupier to engage with local groups, schools and colleges
- LBHF partnership with Yoo and occupier foundations to deliver council programmes
- Future performing arts groups to undertake educational outreach, internship and other programs

6.7 The following are also secured within the extant s106 for Transport for London:

- Gates and associated works at Kensington Olympia Station, estimated contribution of £1.35m
- Platform sheltering at Kensington Olympia Station, estimated contribution of £350,000
- London Overground facility improvements, estimated contribution of £180,000
- Advert removal
- Additional sheltering at West Brompton Station, estimated contribution of £100,000
- Total estimated allowance for station mitigation: £2.5m
- Upgrade of existing cycle hire docking stations contribution of £200,000
- Financial contribution of £1.8m towards increased bus capacity
- Temporary and final provision of CS9

Local and Mayoral CIL

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

7.0 CONCLUSION

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

7.2 In the assessment of the application regard has been given to the NPPF, London Plan, and Local Plan policies as well as guidance. It is considered that

the proposal is acceptable in land use and design terms. The quantum of the proposed land uses and the resulting nature of the site does not give rise to any unacceptable impacts and will amount to sustainable development in accordance with the National Planning Policy Framework.

- 7.3 The redevelopment of Olympia to provide a mixed use cultural, employment and visitor attraction that will support the ongoing use of Olympia site as a pre-eminent exhibition centre within London and beyond is very much in compliance with the overarching objective of development plan policies to support the continued success of such sites, to provide the range of visitor, leisure, employment and cultural uses proposed and its contribution to the local and wider London economy. It is however acknowledged that there will be some impacts as a result of the proposal.
- 7.4 The delivery of the proposals would support the vitality of the exhibition centre business and related hospitality facilities. Officers are of the view that the proposals would support the long-term sustainability and viability of the exhibition centre business and hospitality facilities which are vital for the long-term conservation of the most significant heritage assets on the site – the Grade II* listed Grand Hall and Grade II* listed Pillar Hall. The approval of a masterplan also reduces the potential for successive harmful piecemeal alterations and extensions to the designated heritage assets in the future. The implementation of the masterplan and the phasing of the development including the delivery of heritage benefits that would enhance the significance of heritage assets on the site, would be secured by conditions and a legal agreement.
- 7.5 Before turning to the overall planning balance a conclusion on the heritage impacts must be reached. Considerable weight must be given to the preservation of the settings of listed buildings and conservation areas as set out in statute and the NPPF. Decision makers must acknowledge any harm arising and then attach considerable weight to it and then only, assess whether there are circumstances that outweigh the harm identified to allow permission to be granted. There is a statutory presumption in favour of refusal if harm is present.
- 7.6 The proposal would cause substantial harm to the significance of the Grade II listed Multi-Storey Car Park, due to the demolition proposed. However, it should be noted that:
- The existing use of the Multi-Storey Car Park is unsustainable in environmental terms and is not compatible with the need to provide a world class exhibition centre and associated public realm on the site, in order to ensure the long term sustainability of the exhibition centre business and therefore the original use of the exhibition halls.
 - The MSCP was specifically designed to be used as a car park and was built to the standards of the 1930s.
 - As such, finding a viable reuse of the building would be very difficult due to the plan form, split level car parking decks and poor thermal efficiency.
 - It is likely that the alterations necessary to facilitate any viable reuse of the building would result in substantial harm to the significance of the listed building and as such the substantial harm identified is unavoidable.

- 7.7 The proposal also results in less than substantial harm to the Grade II Grand Hall and Pillar Hall and the Grade II National Hall and Central Hall. In addition less than substantial harm is identified to the Olympia and Avonmore Conservation Area, the Lakeside/Sinclair/Blythe Road Conservation Area, and Dorcas Estate Conservation Area. It will cause minor harm to Grade II listed Blythe House, the Brook Green Conservation Area and the Fitzgeorge and Fitzjames Conservation Area. It will also cause less than substantial harm to the significance of the Holland Park Conservation Area and Edwardes Square/Scarsdale Conservation Area in the Royal Borough of Kensington and Chelsea.
- 7.8 The proposed revisions do not alter the overall conclusions reached in relation to harm to each designated heritage asset in the consented scheme. The extent of less than substantial harm to various designated heritage assets would change as a result of the proposed revisions to the consented scheme, but the overall classifications of harm, in accordance with the language used in the NPPF, remain the same.
- 7.9 The proposal would deliver a number of substantial design and heritage benefits that must be taken into account:

Design Benefits

- The new additions to the site represent a high quality of design which will continue the evolution of the Olympia Estate with bold and distinctive buildings which have their own character and contribute to the legibility of the exhibition centre venue as a landmark.
- The proposals would deliver greater permeability through the Olympia Estate, opening it to the public and would provide a greater extent of active frontages to the surrounding streetscene that would animate some of the dead frontages of the buildings on the site.
- The proposals would deliver public realm improvements to Olympia Way and new public realm at Level 2 along the skydeck and Central Avenue.
- The proposals will deliver accessibility improvements to the existing buildings on the site.
- These works will allow the public to better appreciate the significance of the heritage assets on the site.

Heritage Benefits

- The proposals would result in the sustainable reuse of underutilised listed buildings on the site such as Pillar Hall and the redevelopment of the vacant G-Gate site, which currently detracts from the character and appearance of the Conservation Area.
- The proposals are considered to represent the optimum use of the Grand Hall, Pillar Hall, the exhibition hall at National Hall and Olympia Central.
- The proposals would provide a workable, long term future for the five designated heritage assets on the site, which would be managed as one estate.
- The delivery of the proposals would support the vitality of the exhibition centre business and related hospitality facilities, the long term sustainability of which are vital for the long term conservation of the most

significant heritage assets on the site – the Grade II* listed Grand Hall and Grade II* listed Pillar Hall.

- The approval of a masterplan also reduces the potential for successive harmful piecemeal alterations and extensions to the designated heritage assets in the future.
- The implementation of the masterplan and the phasing of the development including the delivery of heritage benefits that would enhance the significance of heritage assets on the site, would be secured by conditions and a legal agreement.
- The proposals would result in the removal of rooftop plant which creates visual clutter between the listed buildings.
- The removal of the brick infill between Grand Hall and National Hall which would better reveal the significance of these two development phases on the Olympia Estate and allow the reinstatement of part of the flank elevation of the Grand Hall enhancing its significance.
- The removal of the single storey buildings in front of Grand Hall which would better reveal the significance of the Grand Hall, allow for the restoration of its front elevation, enhancing its significance and improving the character and appearance of the Conservation Area.
- The reinstatement of the original entrance to National Hall would enhance the significance of the listed building and improve the character and appearance of the Conservation Area.
- The proposals also include the restoration of some important original architectural features to the listed buildings which have been damaged or lost over the decades including the bas relief within the Triumphal Arch on the front elevation of Grand Hall, the sculpture of Britannia on the front elevation of Grand Hall and the '1929' relief on the front elevation of Olympia Central. These would enhance the significance of the listed buildings.
- More generally, works are proposed to repair and clean the elevations of the listed buildings on the site.
- The public realm improvements to Olympia Way would improve the setting of the Grand Hall and Pillar Hall and the character and appearance of the Conservation Area.

7.10 The proposal would deliver substantial public benefits which are considered to outweigh the harm identified in the Officer Report. The benefits include:

- The redevelopment of Olympia would deliver a mixed use cultural, employment and visitor attraction, providing economic, cultural, and social benefits
- The proposal will be supportive of and complementary to the continued success of London's diverse range of arts, cultural, professional sporting and entertainment enterprises and their associated cultural, social, and economic benefits.
- The development would contribute sustainably to the local and wider London economy
- As part of the overall masterplan approach, the scheme would provide significant employment opportunities both in the borough and London generally. The development would generate an estimated 565 construction related full time equivalent (FTE) jobs per year over the build

period and some 4,560-5,045 further FTE jobs once the development is complete and operational

- Affordable workspace to be provided at low cost to facilitate small and medium sized companies, contributing to the local, borough and London economy
- Local procurement arising from the development is estimated at £80m, providing local companies with the opportunity for significant contracts
- The development would provide modern and upgraded floorspace, and deliver wider benefits by way of increasing local expenditure through increased employment levels, additional visitors through the visit, cultural and leisure uses proposed, and job and job opportunities for residents and companies.
- The removal of buildings to Olympia Way will allow Olympia to create a high quality accessible pedestrian and cyclist friendly public realm, delivering healthy streets and will contribute to the overall realignment of logistics and vehicular transport to the Olympia site
- Employment and training initiatives secured through the S106 agreement would bring significant benefits to the local community while a local procurement initiative will be entered into by way of the legal agreement to provide support for businesses.
- An Arts Fund of £2.5m will be created with substantial benefits to the creative, cultural and artistic economy of the borough and providing these benefits to the local community
- Delivers an opportunity for significant enhancement and regeneration of the area
- Local highway improvements such as Lyons Walk will improve the public realm and the environment for the local community
- The resulting upgrades and refurbishment to Kensington Olympia and West Brompton Station will benefit all passengers using these stations
- Free tickets to borough community and community groups for theatres and live events: tickets over 10 years to a value of £600,000
- Use of theatre space and back office rooms to local groups for free
- Priority tickets to cinema and theatre to disabled residents
- Future occupiers to engage with local schools and colleges to provide training opportunities
- Theatre and community space occupier to engage with local groups, schools and colleges
- LBHF partnership with Yoo and occupier foundations to deliver council programmes
- Future performing arts groups to undertake educational outreach, internship and other programs

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

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

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

- 7.13 The proposed amendments are therefore considered to minor in their nature and do not alter the conclusions reached in the consideration of the extant planning permission, subject to the additional mitigations recommended to be secured by way of legal agreement. As such, taking into account all material considerations, planning permission and listed building consent is recommended to be granted.