From: Cllr Murphy PJ: H&F Sent: 12 August 2021 12:49

To: Licensing HF: H&F < licensing@lbhf.gov.uk > **Subject:** 2021/00879/LAPR - 27 Overstone Road

I wish to object to the alcohol licence application 221/00879/LAPR.

27 Overstone Road is a residential property divided into three flats.

The property is situated in an almost exclusively residential street where the only commercial activity is in the Dartmouth Castle pub at the corner of Overstone Road and Glenthorne Road. The only other non-residential activity is training undertaken at the St. John's Ambulance training centre. Neither activity takes place in a residential property or seeks to convert part of a residential property for business use.

The application shows the intent to turn part of a domestic flat into a commercial area and whilst I applaud entrepreneurialism it is an inappropriate location.

The applicant wishes to have on line collections and delivery from 11am until 10pm 7 days a week which will lead to an increase in traffic, pollution, traffic noise and street noise.

Given the parking spaces are invariably taken in this area, particularly in the evenings and weekends, the only possible place for visitors to park and collect their goods will be to double park in the street with the resultant increase in traffic congestion and noise.

In addition to people picking up their own orders it is inevitable that scooter delivery companies will be dispatched to collect alcoholic ice cream at night, consequentially adding to the disruption.

Whilst the applicant will no doubt try and encourage customers to remain quiet it is inevitable that there will be significant noise as people take or query orders. Overstone Road is one of the quietest roads in the area and the noise increase will have a disproportionate impact on the residents.

Whilst the surrounding area will be impacted the most significant impact will be on the properties adjacent to and below flat 3. Any of us who have lived in converted housing know how far noise travels, particularly people running up and down stairs. The properties on the opposite side of the road will be adversely impacted by the traffic noise and pollution caused by running engines.

It is inevitable that as the business becomes better known the applicant will need to store greater amounts of alcohol in the property. This will lead to an increase in street drinkers coming to see if they can purchase alcohol alone and potentially become a target of crime.

I am fully supportive of more small businesses opening in my ward however they must fit with the location and not have a detrimental impact on the area. If this business was located in a different, non-residential, setting I would have no objection. Unfortunately, this is not the case in this situation.

Kind regards,

PJ Cllr. PJ Murphy Labour Mayor of Hammersmith and Fulham Councillor for Hammersmith Broadway Ward The London Borough of Hammersmith and Fulham The Town Hall King Street London W6 9JU