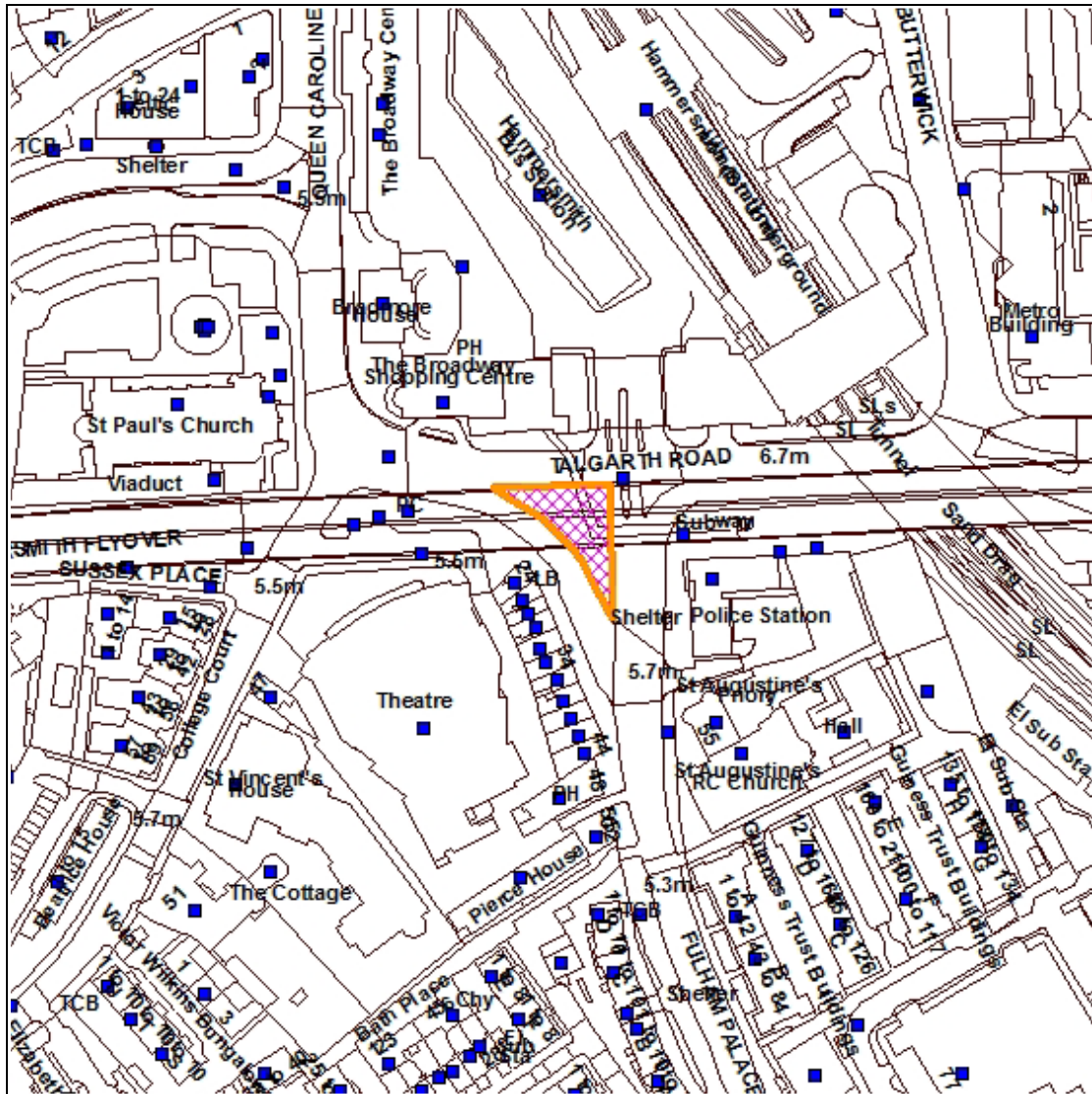


**Ward:** Hammersmith Broadway

**Site Address:**

Traffic Island Located At Junction Of Fulham Palace Road And Talgarth Road London



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

**Reg. No:**  
2021/01544/FR3

**Case Officer:**  
Elliot Brown

**Date Valid:**  
25.06.2021

**Conservation Area:**  
Constraint Name: Hammersmith Odeon  
Conservation Area - Number 44

**Committee Date:**  
12.10.2021

**Applicant:**

Mr Michael Masella  
145 King Street London W6 9JT United Kingdom

**Description:**

Erection of a single storey structure on the public highway to provide 85 no. secure cycle parking spaces.

Drg Nos: See condition 02

**Application Type:**

Full Regulation 3 - LBHF is Developer

**Officer Recommendation:**

- 1) That the Committee resolve that the Chief Planning Officer be authorised to grant planning permission subject to the conditions listed below;
- 2) That the Committee resolve 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 conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion.

**Conditions:**

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

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

- 2) The development hereby approved shall be erected only in accordance with the following approved drawings and shall thereafter be retained in this form:

PP-09797292-1000006179-00 Rev 2; 24374-JP-S-200 Rev P1C; 3135-PRO-HAM-GA Sheets 1, 2, 3, 4, 5, 6 ; 1000006179-RSA1 dated 19/4/21; Construction Logistics Plan Rev 02 September 2021; Design and Access Statement; Flood Risk Assessment (Ref. 1000006179, Issue 01, dated 29.03.21).

In order to ensure full compliance with the application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies DC2 and DC8 of the Local Plan (2018).

- 3) No development shall commence until details and samples of all external elevations, including vinyls, and the roof of the cycle hub, have been submitted to, and approved in writing by, the council. Thereafter the development shall be built in accordance with the approved details and permanently retained as such.

To ensure a satisfactory external appearance and preserve the character and appearance of the Conservation Area, in accordance with Policies DC2 and DC8 of the Local Plan (2018).

- 4) External artificial lighting at the development shall not exceed lux levels of vertical illumination at neighbouring premises that are recommended by the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. Lighting should be minimized, and glare and sky glow should be prevented by correctly using, locating, aiming and shielding luminaires, in accordance with the Guidance Notes.

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

- 5) The development hereby permitted shall only be carried out in accordance with the development-specific flood resistance and resilience measures outlined within the Flood Risk Assessment (Ref. 1000006179, Issue 01, (dated 29.03.2021) Prepared Project Centre, which accompanied the application and these measures shall be retained for the lifetime of the development.

To mitigate the susceptibility of the development to flooding in accordance with Policy CC3 of the Local Plan (2018).

- 6) Prior to commencement of the development hereby approved, details of the hard and soft landscaping (including the rain gardens) of all areas external to the building shall be submitted to and approved in writing by the Council. The development shall not be occupied or used until such landscaping as is approved has been carried out. This shall include planting schedules and details of the species, height and maturity of any trees and shrubs and proposed landscape maintenance and management. Any landscaping removed or severely damaged, dying or becoming seriously diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory external appearance and promote biodiversity in accordance with Policies OS5 and DC8 of the Local Plan (2018) and in the interest of air quality in accordance with Policy CC10 of the Local Plan (2018)'.

- 7) Prior to commencement of the development hereby approved, details of two replacement trees within the locality of the application site, shall be submitted to, and approved in writing by, the Local Planning Authority. This shall include the location of the replacement trees and details of the species, height, diameter and maturity of the replacement trees. The proposed trees shall be planted in the next available planting season following the installation of the cycle hub. Any landscaping removed or severely damaged, dying or becoming seriously diseased within 5 years of planting shall be replaced with a tree or shrub of similar size and species to that originally required to be planted.

To ensure a satisfactory visual appearance and promote biodiversity, in accordance with Policies DC8 and OS5 of the Local Plan (2018).

- 8) No development shall commence until detailed drawings in plan, section and elevation at scale of not less than 1:20 of a typical bay of each elevation including the proposed vinyls and the fixing method to the metal panels and of a typical part of the roof of the proposed building have been submitted to, and approved in writing by, the Council. Thereafter the development shall be built in accordance with the approved details and permanently retained as such.

To ensure a satisfactory external appearance and to preserve the character and appearance of the Conservation Area, in accordance with Policies DC2 and DC8 of the Local Plan (2018).

- 9) Prior to commencement of the development hereby approved, details of the rainwater drainage system from the cycle hub to the proposed rainwater gardens shall be submitted to and approved in writing by the Council. The development shall not be occupied or used until such details as approved has been installed. The installation shall thereafter be permanently retained in this manner.

To ensure a satisfactory external appearance, preserve the character and appearance of the Conservation Area and promote biodiversity in accordance with Policies OS5, DC2 and DC8 of the Local Plan (2018) and in the interest of air quality in accordance with Policy CC10 of the Local Plan (2018).

- 10) The development shall be carried out in accordance with the submitted Construction Logistics Plan Rev 02 dated 22/09/21.

To ensure that construction works do not adversely impact on the operation of the public highway, and that the amenity of occupiers of surrounding premises is not adversely affected by noise, vibration, dust, lighting, or other emissions from the building site, in accordance with Policies T7, CC11 and CC13 of the Local Plan (2018).

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

- 1) The proposed cycle hub would assist the Council's objectives in respect of the post pandemic economic recovery of Hammersmith town centre by providing a secure cycle storage facility to support sustainable travel. Furthermore it would deliver improved cycle infrastructure in the town centre in accordance with Strategic Policy HRA and would not undermine the potential contribution of the site to the Council's objectives for the wider Hammersmith Regeneration Area as set out in both Strategic Policy HRA and Strategic Site Policy HRA2 in the Local Plan. Additionally, it is considered that the proposed development would make a positive contribution towards the facilitation of cycling within the borough, in accordance with Policy T5 of the London Plan (2021) and Policies T1 and T3 of the Local Plan (2018). The development is judged to be of an acceptable quality of design and would not result in harm to the character and appearance of the Hammersmith Odeon Conservation Area and would also preserve the settings of the surrounding designated and non designated heritage assets. Furthermore, Officers consider that the proposed development would not result in harm to the amenity of surrounding occupants, nor the net-loss of biodiversity, nor would the proposal result in an increase in flood risk concerns. In this respect the development is considered to comply with Policies DC2, DC8, CF1, CC10, CC11, CC12, CC13, of the Hammersmith and Fulham Local Plan (2018).

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

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

Application form received: 7th May 2021

Drawing Nos: see above

**Policy documents:** National Planning Policy Framework (NPPF) 2021  
The London Plan 2021  
LBHF - Local Plan 2018  
LBHF – Planning Guidance Supplementary Planning Document  
2018

**Consultation Comments:**

<b>Comments from:</b>	<b>Dated:</b>
Transport For London - Land Use Planning Team	23.08.21
Crime Prevention Design Advisor - Hammersmith	14.09.21
Transport For London - Land Use Planning Team	21.07.21
Transport For London - Land Use Planning Team	03.08.21
Crime Prevention Design Advisor - Hammersmith	03.08.21

**Neighbour Comments:**

<b>Letters from:</b>	<b>Dated:</b>
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1.0 BACKGROUND

- 1.1 The proposal relates to a traffic island at the north end of Fulham Palace Road, which lies partially under and to the south of Hammersmith Flyover. The traffic island serves as a pedestrian crossing route and contains street furniture including a number of Sheffield cycle stands and two street trees.
- 1.2 The application site is partly situated within the Hammersmith Odeon Conservation Area and partly outside of it, and is in close proximity to the Hammersmith Broadway Conservation Area (which lies to the north of the Hammersmith Flyover).
- 1.3 The nearest statutorily Listed Buildings are the Hammersmith Apollo (Grade II\*) and St. Paul's Church (Grade II\*), which are located to the west and north-west of the site, respectively. The Guinness Trust Estate and St Augustine's R.C Church and Priory are both locally listed Buildings of Merit, and are situated to the south and south-east of the site, respectively. On the east side of Fulham Palace Road the Guinness Trust Estate buildings and St Augustine's Catholic Church and Priory are locally listed Buildings of Merit and these are situated to the south east of the site. On the west side of Fulham Palace Road the Peabody Estate buildings and the Duke of Cornwall PH, 48 Fulham Palace are locally listed Buildings of Merit and these are situated to the south west of the site.

- 1.4 The site is also located within Hammersmith Town Centre and the Hammersmith Regeneration Area. Fulham Palace Road is classified as a London Distributor Road.
- 1.5 The current application is submitted on behalf of the council and is for the Erection of a single storey structure on the public highway to provide 85 no. safe and secure cycle parking spaces.
- 1.6 The southern part of the traffic island is also subject to a current Council own application (2021/02292/ADV) to display an LED digital advertisement screen. The advertisement structure has been designed to be compatible with the Council's aspirations for the proposed cycle hub, including providing sufficient clearance between the advert support structure and the cycle hub structure to allow for maintenance of both structures and for rainwater dispersal from the cycle hub. It is understood that the proposed foundation designs for the digital advert screen have been shared with the Council's Highways Officers who are dealing with the cycle hub project.
- 1.7 The applicants have confirmed that the proposal is to provide a high-quality parking facility for all cycle users, designed to be fit for purpose, safe, secure and well located in the vicinity of Hammersmith underground and bus stations. This is in line with The Mayor's Vision for Cycling that promised more cycle parking at central London termini and suburban stations to enable better integration between transport modes and help embed types of travel behaviour that support trip changing. Users of the hub would have to register to use this facility and can then book and pay for spaces using a phone application/computer.

## 2.0 PUBLICITY AND CONSULTATIONS

- 2.1 The application was publicised by means of a site notice and a press advertisement, together with letters of notification to neighbouring properties.
- 2.2 No representations have been received.
- 2.3 Metropolitan Police (Design Out Crime) - No objection.
- 2.4 TfL Spatial Planning - No objection.
- 2.5 TfL Infrastructure Protection - No objection.

## 3.0 POLICY FRAMEWORK

- 3.1 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. 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).
- 3.2 In this instance the statutory development plan comprises the London Plan (2021)

and the Local Plan (2018). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.

#### National Planning Policy Framework (2021)

- 3.3 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was revised in 2021 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.
- 3.4 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.

#### London Plan

- 3.5 The London Plan was published in March 2021. It sets out the overall strategic plan for London and a fully integrated economic, environmental, transport and social framework for the development of the Capital over the next 20-25 years. It forms part of the development plan for Hammersmith and Fulham.

#### Local Plan

- 3.6 The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications. It provides supplementary detail to the policies and is organised around key principles.

#### 4.0. POLICY FRAMEWORK

- 4.1 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 (2021), the Local Plan (2018).

#### National Planning Policy Framework (NPPF)

- 4.4 The NPPF came into effect on 27 March 2012 and was subsequently revised in 2019 and more recently in 2021 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.

#### The London Plan

- 4.6 The London Plan was published in March 2021 and is the Spatial Development Strategy for Greater London (hereafter referred to as London Plan 2021). It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

#### The Local Plan

- 4.7 The Council adopted the new Local Plan on 28 February 2018. The policies in the Local Plan (hereafter referred to as Local Plan 2018) together with the London Plan make up the statutory development plan for the borough. The Planning Guidance Supplementary Planning Document (SPD) (February 2018) is also a material consideration in determining planning applications (hereafter referred to as Planning Guidance SPD). It provides supplementary detail to the policies and is organised around key principles.

### 5.0 PLANNING CONSIDERATIONS

- 5.1 The relevant considerations in this case, to be assessed against the policies in the NPPF (2021), The London Plan (2021) and the Hammersmith and Fulham Local Plan (2018) and the Planning Guidance Supplementary Planning Document [SPD] (2018) are:

- Principle of the use
- Design and impact upon the character and appearance of the surrounding area (including designated and non designated heritage assets);
- Impact upon neighbouring amenity;
- Secure by design;
- Highways/pedestrian safety;
- Trees.

#### PRINCIPLE

- 5.2 The site currently comprises a number of cycle parking stands, forms part of the pedestrian route around the gyratory system and also includes 2 street trees. The proposal would introduce an enclosed, safe and secure cycle parking facility (85 spaces) within the traffic island, whilst not compromising the existing pedestrian route. The proposal would result in the loss of 31 existing cycle spaces (so still an uplift of some 54 spaces), as well as the loss of the 2 street trees. Officers consider that in principle the provision of additional cycle parking is an extension of



the existing uses in this area, and does not introduce any new activities for this site. It is considered the principle of the cycle parking hub is acceptable. All other factors with regard to this proposal are considered below.

## VISUAL AMENITY AND HERITAGE

- 5.3 Paragraph 126 of the NPPF (2021) specifies that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 134 goes on to state that development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents.
- 5.4 Paragraph 199 of the NPPF (2021) states that, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. Any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification.
- 5.5 Policy HC1 (Heritage Conservation and Growth) of the London Plan (2021) specifies that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the asset's significance and appreciation within their surroundings.
- 5.6 Policy DC1 of the Hammersmith and Fulham Local Plan (2018) notes that all development should seek to create a high-quality urban environment which respects and enhances its townscape setting, whilst Policy DC2 notes that new build development should achieve a high standard of design and be compatible with the scale and character of existing development and its setting. Policy DC8 specifies that applications affecting designated heritage assets will only be permitted if the significance of the heritage asset is preserved and/or enhanced. Policy OS5 seeks to enhance biodiversity and green infrastructure in the borough.
- 5.7 Key Principles AH1 and AH2 of the Planning Guidance SPD (2018) relate to heritage assets and confirms that there will be a presumption in favour of the conservation of heritage assets; the more significant the heritage asset, the greater the presumption in favour of its conservation will be. Key principle CAG3 relates to new developments in Conservation Areas.
- 5.8 Key Principle BM2 of the Planning Guidance SPD (2018) specifies that development will not be permitted if it would result in the demolition, loss or harmful alteration to buildings, structures and artifacts that are of local townscape, architectural or historic interest, including all locally listed Buildings of Merit.

## SITE CONTEXT AND CONSTRAINTS

- 5.9 The proposal relates to part of a traffic island at the north end of Fulham Palace Road within the Hammersmith Town Centre boundary designated on the Policies Map and within the Hammersmith Regeneration Area. The part of the application site south of Hammersmith Flyover is located within the Hammersmith Odeon Conservation Area, the part of the site directly beneath the Hammersmith Flyover is not located within a Conservation Area. The Hammersmith Broadway

Conservation Area is located on the northern side of the Hammersmith Flyover. The site is located within the setting of a number of Buildings of Merit including St Augustine's Catholic Church and St Augustine's Priory, 55 Fulham Palace Road; the Guinness Trust Estate buildings and the Peabody Estate buildings both on Fulham Palace Road and the Duke of Cornwall PH, 48 Fulham Palace Road. The Grade II\* listed Hammersmith Apollo is situated to the west on the south side of Queen Caroline Street. On the opposite side of Hammersmith Flyover to the north west is the Grade II\* listed St Paul's Church.

- 5.10 The traffic island was created as part of recent streetscene improvement works to the public highway, previously there were steps down to the pedestrian subway network that was built as part of the Hammersmith gyratory system in the 1960s. The site is currently occupied by two recently planted street trees and a number of cycle parking stands. The visual appearance of the site is heavily affected by the looming presence of the Hammersmith Flyover and the tall buildings that form part of the commercial development on the Centrewest site to the north. The character of the area is mixed and contains retail, office, residential and community uses.

#### DESIGN AND HERITAGE

- 5.11 The relevant design and heritage Local Plan Policies are Strategic Policy HRA, Strategic Site Policy HRA2, DC1, DC2, DC8 and OS5. Key Principles AH1, AH2 and CAG3 of the Planning Guidance SPD are also relevant.

The relevant statutory duties are:

- o In relation to development within Conservation Areas, s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid by the LPA to the desirability of preserving or enhancing the character or appearance of the Conservation Area;
- o In relation to development which affects a listed building or its setting, s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the LPA to 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.

- 5.12 The northern extremity of the Hammersmith Odeon Conservation Area is dominated by the highway infrastructure associated with the Hammersmith Flyover and the Hammersmith gyratory system and the traffic island itself does not form part of the special architectural or historic interest of the Conservation Area. The location is considered suitable for the provision of cycle infrastructure. The entrance to the cycle hub would be on the north side of the structure in a highly visible location directly opposite the Talgarth Road entrance to the Hammersmith Broadway Shopping Centre with easy access to Hammersmith District/Piccadilly line Underground Station and the two bus stations.

- 5.13 The cycle hub would be a modular structure consisting of black metal panels raised 8cm above the level of the pavement to enclose the cycle parking spaces. A mix of solid and perforated panels would allow for views into the cycle hub from the street, creating the opportunity for passive surveillance of activity within the cycle hub. The interior of the cycle hub would receive daylight through fibre glass reinforced polyester translucent panels in the roof, but would also have artificial

lighting. The fascia will be vinyl in red to draw attention to the presence of the facility. It is understood that further vinyls will be applied to the south, and west facing elements of the western elevation and to the east facing element of the east elevation, these will enliven the appearance of the proposed cycle hub and relieve the appearance of the black metal elevations. The submission of detailed drawings of these elevations and the roof will be conditioned. The proposed rainwater gardens to the west of the cycle hub would provide new soft landscaping and soften the appearance of the structure.

- 5.14 The cycle hub would be clearly seen within the Hammersmith Odeon Conservation Area and as part of its setting, as well as within the setting of the adjacent Hammersmith Broadway Conservation Area and adjacent Buildings of Merit. Given the site specific circumstances including the town centre location, extensive highway infrastructure and the backdrop of tall commercial buildings in the town centre it would not have a harmful impact on visual amenity or on the significance of the Hammersmith Odeon Conservation Area or its setting or on the settings of adjacent designated and non designated heritage assets. The setting of the Grade II\* listed Hammersmith Odeon would not be harmed due to the distance between the listed building and the cycle hub and the dominance of Hammersmith Flyover in the setting of the listed building. There would be very little intervisibility between the Grade II\* listed St Paul's Church and the cycle hub due to the distance between the two structures and the intervening supports of the Hammersmith Flyover and therefore the setting of the church would not be harmed.

#### IMPACT UPON NEIGHBOURING AMENITY

- 5.15 Policy D14 of the London Plan (2021) specifies that residential and other non-aviation development should mitigate and minimise the existing and potential adverse impacts of noise on, from, with, as a result of, or in the vicinity of new development, to avoid significant adverse noise impacts on health and quality of life.
- 5.16 Policies CC11 and CC13 of the Local Plan (2018) specify that all proposed development will be required to demonstrate that there will be no undue detriment to the general amenities enjoyed by existing surrounding occupiers as a result of nuisances (including noise).
- 5.17 Policy CC12 of the Local Plan (2018) specifies that the potential adverse impacts from lighting arrangements will be controlled to ensure that any lighting (including illuminated signs and advertisements) are appropriate for the intended use and provide adequate protection from glare and light spill.
- 5.18 Policy HO11 of the Local Plan (2018) specifies that any proposal should ensure an acceptable impact upon the amenity of neighbouring residential occupiers, especially with regard to outlook, privacy, daylight/sunlight and a sense of enclosure.
- 5.19 The closest residential properties are on the upper floors of 24 - 44 Fulham Palace Road, the front elevations of these units would face in the direction of the proposed cycle hub, and accordingly it is important that the proposal does not

result in detrimental harm to the amenity of these occupants.

- 5.20 Officers consider that this is a mixed use area, with retail, commercial and residential uses in close proximity, along with the existing cycle storage facilities within the traffic island. Officers recognise that the proposal would be visible to staff/customers within these commercial units, as well as residential occupiers above. However, given the relatively small scale, massing and material finishes proposed, it is considered that the cycle hub would not result in any demonstrable harm with regard to any outlook and/or sense of enclosure to nearby occupiers of these properties.
- 5.21 Officers acknowledge that the proposed single-storey structure would be visible from the front elevation windows which serve the upper-level residential units on Fulham Palace Road. Nevertheless, the maximum height of the proposed single-storey structure would be 2.6m, and officers consider that this would ensure that the proposal would sit well below the level of these residential windows. This together with its location adjacent to extensive highways infrastructure and the tall buildings nearby would contribute towards reducing the visual prominence of the structure from these residential units. As such, officers consider that the proposal would not result in detrimental harm to the amenity of residential occupants, and other property users nearby with regard to outlook and a sense of enclosure.
- 5.22 With regard to lighting and illumination, the submitted elevation drawings demonstrate that elevations A, B and C of the proposed single-storey structure would contain sections of perforated panels (10mm diameter), to allow natural light into the single-storey structure. Officers acknowledge that the perforated panels could also facilitate light spill from the proposed internal lighting, particularly at night-time. Nevertheless, a condition restricting the illuminance level of artificial light at the development to no more than that recommended by the Institution of Lighting Professionals in the Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light is recommended, to mitigate against an adverse impact upon neighbouring amenity, with regard to light.
- 5.23 With regard to noise levels, Officers draw attention to the application site's Hammersmith Town Centre designation, the mixed commercial and residential usage of the locality, and the site's location partially under and partially south of Hammersmith Flyover. Moreover, part of the island site is already used as cycle storage (via a number of Sheffield stands) so In this context, Officers do not consider that provision and operation of the single-storey cycle storage structure would result in significantly different noise levels that would out of keeping with the existing high background noise levels within the locality of the application site. As such it is considered the development would not result in noise nuisance and disturbance.
- 5.24 Overall, for the reasons outlined above, Officers consider that the proposal would not result in detrimental harm to neighbouring amenity, in accordance with Policy D14 of the London Plan (2021) and Policies CC11, CC12 and HO11 of the Local Plan (2018).

#### SECURE BY DESIGN

- 5.25 Policy D11 of the London Plan (2021) specifies that boroughs, working alongside

local Metropolitan Police Service 'Design Out Crime' Officers, should support the provision of necessary infrastructure to maintain a safe and secure environment and reduce the fear of crime. Paragraph 3.11.3 of the London Plan (2021) further outlines that measures to design out crime should be integral to development proposals, and should be considered early in the design process, taking into account the principles contained within guidance such as the Secured by Design scheme published by the Police.

5.26 The safety and security of persons using the facility are a key consideration. All new developments should provide details on how the scheme deals with crime prevention concerns and detail proposed security measures.

5.27 Consultee comments received from Metropolitan Police (Design Out Crime) confirm that the applicant engaged them in discussions on security and crime prevention principles prior to the submission of the current planning application. A number of security and crime prevention measures have been included in the proposal, including:

- the installation of a total of four (4) dome CCTV cameras internally, within each corner of the cycle hub. These will be added to the Hammersmith Town Centre CCTV and will be monitored by North Tech.
- the site is already close to existing CCTV coverage in the street area, which covers the areas to the north of the application site, as well as the pedestrian routes around and past the proposed site.
- the use of 'streetpod' cycle stands, achieves secured by design accreditation and is officially recommended by UK Police through the 'Police Preferred Specification Scheme'.

5.28 Metropolitan Police (Design Out Crime) have confirmed in writing that the crime prevention principles and security features discussed with the applicant prior to the application have been incorporated into the proposal, and therefore they raise no objection to this proposal in regard to crime and safety.

#### HIGHWAYS/PEDESTRIAN SAFETY

5.29 The traffic island is already used as a pedestrian access (predominantly the northern end of the site adjacent to the existing crossings, with pedestrian traffic travelling east/west by the gyratory. The proposal will not change that, there would still be sufficient room for the levels of pedestrian traffic. There are also currently a number of 'Sheffield' stands on the island for cyclists to use. 31 cycle spaces would be lost as a result of the proposal; however the cycle hub would provide 85 spaces (uplift of 54 spaces), albeit within a safe and secure structure, rather than open to the elements. There are still a significant number of 'Sheffield' cycle stands within the vicinity of the site, which would provide free cycle parking for any users who did not want to register and pay for these spaces provided under this proposal. The proposal would increase the number of cycle spaces in the area and provide an alternative choice to the existing cycle parking provision.

5.30 The applicant has submitted a Stage 1 Road Safety Audit (Ref. 1000006179-RSA1, dated 19.04.2021) Prepared by Project Centre as part of this application. This document raises no highway safety problems in relation to the proposed cycle

hub proposal. Officers have examined this audit and are satisfied that this is a robust assessment.

## CONSTRUCTION LOGISTICS PLAN

- 5.31 Policy T6 of the Local Plan (2018) outlines that developments, construction and other operations that affect the borough's road network will be regulated according to the Council's hierarchy of roads. Notably, for strategic routes part of the Transport for London Road Network, development will not be permitted if it would prejudice the effectiveness of the strategic route network to provide safe and unobstructed road connections to national and international transport networks, amongst other measures.
- 5.32 Policy T7 of the Local Plan (2018) outlines that construction and demolition works within the borough will be required to mitigate against the impact of any additional traffic or potential disruption to the highway network.
- 5.33 The applicant has submitted an outline construction logistics plan (CLP) as part of this application. The Council's Highways team have reviewed this document, who are satisfied that the construction logistics plan is in accordance with Transport for London guidance. Officers are therefore of the opinion that the CLP would help to mitigate against harmful levels of disruption to the highway network during the installation process. Compliance with the CLP is conditioned.

## TREES

- 5.34 Policy OS5 of the Local Plan (2018) specifies that the Council will seek to enhance biodiversity and green infrastructure within the borough by seeking to prevent the removal or mutilation of protected trees, amongst other measures.
- 5.35 Two existing semi-mature Hornbeam trees, approximately 5m in height, are located on the subject traffic island. These trees would be lost as a result of the proposed development. However, officers consider that whilst the trees are currently in good health, it is likely that they would grow, asymmetrically to the south as a result of the shading from the flyover to the north of the trees. Taking into account the benefits from the provision of high quality cycle parking provision, which it is considered will contribute towards an increased uptake of cycling within the borough it is considered that if 2 replacement trees were provided in the vicinity of the site, that this would balance this loss and ensure that biodiversity is preserved and maintained.
- 5.36 Furthermore it is intended to create some planting to the western side of the site in the form of two small rain gardens which will further help with biodiversity.
- 5.37 A condition has been attached requiring the submission of further details of the location, species and size of the proposed replacement trees, to be planted in the next available planting season, following the installation of the cycle hub. In this respect, the proposal would be considered consistent with the aims of Policy OS5 of the Local Plan (2018), which seek to preserve and enhance biodiversity and green infrastructure within the borough.

## FLOOD RISK

- 5.38 The application site lies within the Environment Agency's Flood Risk Zone 3, and accordingly a flood risk assessment (FRA) has been submitted as part of this application.
- 5.39 The submitted FRA outlines that the proposal would be classified as a less vulnerable use in terms of flood risk. Furthermore, the Council's Environmental Policy (Flood Risk) team have reviewed the proposal and have also highlighted that the application site is well protected from flood risk from the River Thames due to the presence of flood defences such as the Thames Barrier. Were these breached or overtopped, Environment Agency flood modelling indicates that the site should remain outside of the area impacted by flood water.
- 5.40 Furthermore, as mentioned above, two rain gardens would be installed to the west of the proposed single-storey structure as part of this proposal. Rainwater would go through gutters that would have pipes leading into the rain gardens. This element of the proposal is welcomed in terms of helping to manage surface water run-off in this location.
- 5.41 On balance, officers consider that the flood risks of this site are low, and the proposal includes measures that should contribute towards reducing surface water flood risks. In this respect, the proposal is considered to be consistent with Policies CC3 and CC4 of the Local Plan (2018).

## 6.0 RECOMMENDATION

- 6.1 The proposed cycle hub would assist the Council's objectives in respect of the post pandemic economic recovery of Hammersmith town centre by providing a secure cycle storage facility to support sustainable travel. Furthermore it would deliver improved cycle infrastructure in the town centre in accordance with Strategic Policy HRA and would not undermine the potential contribution of the site to the Council's objectives for the wider Hammersmith Regeneration Area as set out in both Strategic Policy HRA and Strategic Site Policy HRA2 in the Local Plan. Additionally, it is considered that the proposed development would make a positive contribution towards the facilitation of cycling within the borough, in accordance with Policy T5 of the London Plan (2021) and Policies T1 and T3 of the Local Plan (2018). The development is judged to be of an acceptable quality of design and would not result in harm to the character and appearance of the Hammersmith Odeon Conservation Area and would also preserve the settings of the surrounding designated and non designated heritage assets. Furthermore, Officers consider that the proposed development would not result in harm to the amenity of surrounding occupants, nor the net-loss of biodiversity, nor would the proposal result in an increase in flood risk concerns.
- 6.2 Therefore, officers support the proposed development in line with the recommendations at the start of the report.