

16 March 2022

Ms Maria Dimitriou
Case Office – Licensing Dept
Town Hall
London Borough of Hammersmith & Fulham
King Street
London W6 9JU

Dear Ms Dimitrou

Re: Application by Green Lux Operations (UK) Ltd – (T/A Dao by Dorsett West London) – Reference 2022/00252/LAPR

We as residents object to the granting of entertainment licenses for the premises now known as The Palladium, Shepherds Bush. Our grounds for objection and related comments follow.

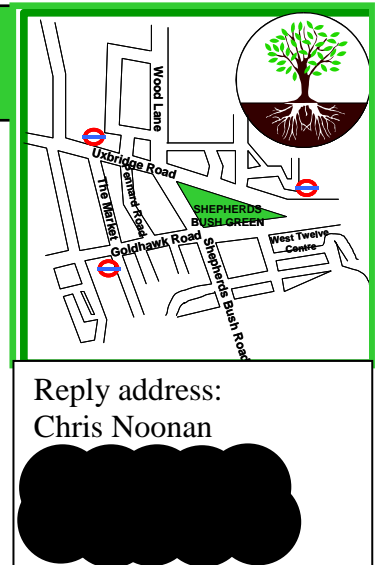
The Palladium Building’s main use:-

The recent construction on the site of the former Walkabout Inn is designed as **74 serviced apartments**, a multi storey complex on levels 1-8 owned and operated by the immediately adjacent Dorset Hotel next.

The License being applied for by Green Lux: is to allow use of the D2 space which takes up the whole of the building’s ground floor/street level area, frontage facing on the Shepherds Bush Common, and south side butting onto the public right of way of Rockwood Place.

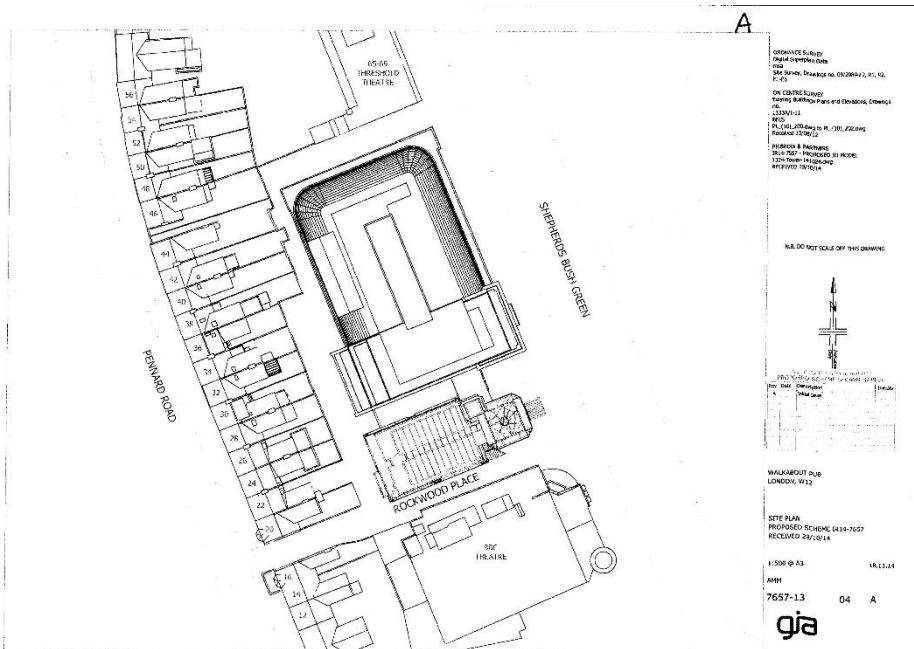
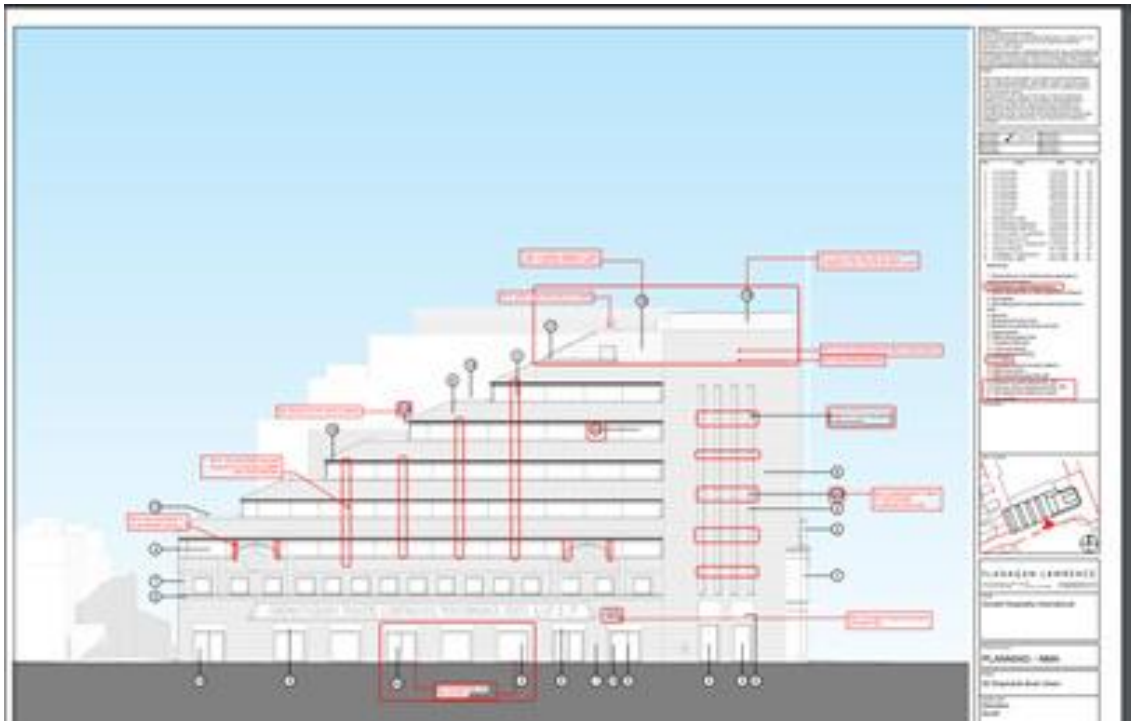
The Application seeks:

- General opening hours from 12.00 am to 12.am daily – effectively trading 24 hours daily = 7 days a week
- Licence for sales of alcohol on and off the premises from 07.00am to 01.00am (next day) = 7 days a week
- Licence for exhibiting **film** from 07.00am to 01.00am (next day) = 7 days a week
- Licence for performance of **dance** 07.00am to 01.00am (next day) = 7 days a week
- Licence for **entertainment similar to music or dance** 07.00am to 01.00am (next day) = 7 days a week
- Entertainment Licence for **entertainment similar to live music** from 07.00am to 01.00 am (next day) = 7 days a week
- Entertainment Licence for **recorded music** from 07.00am to 01.00am (next day) = 7 days a week
- Licence for **late night refreshment** from 11.00pm to 01.00am (next day) = 7 nights a week



We Residents are objecting to the Granting of the various Entertainment Licenses as applied for above because of the proposed hours of entertainment.

We believe there will be an intolerable burden of noise and nuisance placed on nearby residents caused the building's location see below (Pennard Road houses were uniformly built with all their bedrooms at their rear i.e. now overlooked by the new 8 floor Palladium building and impacted by the potential noise from the newly confined layout of Rockwood Place).



We assume (See adjacent diagram) that the flexible and very large ground floor space for which licenses are being sought, will be made available to leisure, dining and entertainment businesses independent of the Dorsett's Hotel expertise.

The large number (the license application does not specify) of additional patrons drawn to the new Palladium leisure offerings late at night will have an incremental and negative cumulative effect when added to the late night footfall already generated by the Empire Theatre next door, 4 pubs, restaurants, and the multiple late night take-aways and off licenses all within a 3 minute of the Palladium building. That cumulative effect would tip the fine balance and make nearby resident' lives a misery.

Residents are also opposing the granting of a liquor license for on or off site sales believing that the granting of a liquor license would be in direct conflict with the Council's Cumulative Impact Policy which is currently in place as recognition of the over-saturation of licensed premises already in the area.

We set out below additional detail to support our objections as to the hours of entertainment/dining offerings and our objection to the granting of a liquor license.

History of problems with previous Entertainment/Pub Venues on this same Site

Whilst the Palladium is a new building with no track record as yet, Pennard Road residents and the Council do have a 20 year record of proven complaints of noise, anti-social behaviour and intimidation issues caused by patrons of the 2 entertainment venues that previously occupied this same site. (Firstly the Bottom Line Irish Pub then the Walkabout Australian themed Pub).

These repeating and ongoing disturbances to residential neighbours were recorded, reported by residents, Council noise Abatement Officers and the Police, and debated publicly in numerous Magistrates Court and Council License Panel Hearings. In each instance extended operating hours for entertainment and liquor (as is being applied for in the Palladium License) were rejected on the basis of the negative impact to residents already caused by the existing shorter hours of operation.

Residents' Concerns of potential for increased Noise levels due to the new Rockwood Place Layout

- The physical layout of Rockwood Place has now been changed by the construction of the Palladium Studios. The Palladium site was previously occupied by a two level pitched roof building opposite the Empire Theatre's 5 level building thus allowing some sound to escape skywards in the space between the lower level Palladium Site and the 5 floor Empire Theatre opposite.
- That 2 floor building has now been replaced with the 8 floor Palladium creating a high walled corridor opposite the 5 floor Empire. There is therefore significant potential for the noise from the adjoining Rockwood Place commercial users to be trapped, amplified and echo, elevating the noise nuisance impacting the bedrooms of nearby Pennard Road residents.

It should be noted that Rockwood Place suffers bursts of noisy pedestrian traffic when:

Patrons queue for entry into the Empire Theatre pre-show, and fans and autograph hunters are congregating outside the Stage Doors - which open onto Rockwood Place - at the end of the evening. Pedestrian footfall and vehicular noise from visitors' parking and collecting cars – Pennard Road is the nearest parking for Shepherds Bush Green, Goldhawk Road, Uxbridge Road and Westfield late night pubs, entertainment, leisure and food venues.

Pedestrian footfall from patrons being dropped off in Pennard Road at the start of an evening and/or awaiting pick-up at the end.

The proposed Licence, if granted to Palladium, would result in keeping late night activity disturbance to residential neighbours for longer into the night

- Residents are concerned that when patrons leave nearby pubs, restaurants and leisure venues they should be encouraged to quickly leave the area whilst public transport options exist. Patrons should not be encouraged to linger into the early hours by extending their drinking, dining and entertainment at the Palladium when all their other options have (quite reasonably!) have closed for the evening.
- The Palladium's ground floor entertaining space has been designed with the intention of drawing potential patrons into the building. Large clear glass entrance doors onto Shepherds Bush Green, a further 10 clear glass windows/fire doors along the length of Rockwood Place all designed to entice footfall to the crowd gathered inside. (See diagram 2 above used to illustrate the huge size of the entertainment space).
- The question of how noise generated from the crowd inside the ground floor space is contained has not yet been proven and may well, with the apparent absence of acoustic lobbies and the large expanse of glass prove to be problematic with noise escape into Rockwood Place.

Limited Public Transport Options Late at Night to get patrons home

Both London Underground and Overground departing services end just around midnight. Patrons leaving the area therefore rely on sparsely running late night buses stopping at bus stops immediately outside the Palladium and Dorset Hotels.

The congregation of large groups of patrons talking and or continuing the evening's festivities causes a major disturbance to nearby residential neighbours. (Evidenced by Videos recorded and written recorded history of previous license Panel hearings for this site). Late night operating of the Palladium would re-visit those problems which have over the past twenty years proved to be a disturbance to nearby homes.

In Conclusion

1. To minimise the impact that additional Palladium patrons will have on surrounding residential neighbours, we believe than any entertainment use of the sizable ground floor space, should be limited to finishing at 10pm with all public off the premises by 10.30pm.
2. Those operating hours would ensure Palladium patrons leave the area prior to patrons leaving other surrounding venues typically around 10.30pm to 11pm, and so better manage the cumulative effect of large numbers congregating and causing noise, nuisance, litter and general disturbance at closing time.
3. We believe that the granting of a license to sell liquor on and off the premises should not be granted in view of the Council Policy already in place which recognizes the saturation of the borough by licensed premises and the problems their activities accrue.
4. It is important the LBHF Council takes a stand in its position that reflects its previous decision to apply a Cumulative Impact Policy status to Shepherds Bush, as an area experiencing a saturation level of night economy related business. And additionally any extension of hours for night economy licences granted at this Town Centre location will further impact negatively on local issues of crime & disorder, public safety, public nuisance, and possibly the protection of children

5. Palladium may consider revising its Application for more limited services targeted to its accommodation residents, such that its operations do not impact on the environment external to the actual premises.

Yours on behalf of Greenside Residents Action Group



Lorna Elliott ● Pennard Road London W12 8DS	Camilla Broadbent ● Goldhawk Road London W12 8QP	Roger Manku ● Pennard Road/ London W12 8DS	Chris Noonan ● Pennard Road London W12 8DW	Lynnette Southall ● Pennard Road London W12 8DW
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