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**Ward:**

Brook Green

**Site Address:**

Olympia Way, Hammersmith Road, London, W14 8UX



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**Reg. No:**

2024/01937/FUL

**Case Officer:**

Sinead Winship-David

**Date Valid:**

16.09.2024

**Conservation Area:**

Olympia and Avonmore  
Conservation Area – No. 23

**RECOMMENDATION DATE:**

03.02.2025

**COMMITTEE DATE:**

11.02.2025

**APPLICANT:**

Olympus Property Holding Limited  
C/o Agent

**DESCRIPTION:**

Demolition of the existing building adjacent to the station entrance and erection of a 4-storey replacement building providing flexible commercial uses (Class E), together with the provision of public toilets, station facilities, cycle parking, and the installation of a green roof and PV panels at roof level; installation of 12 retail pavilions along Olympia Way for flexible commercial use (Class E); landscaping and public realm improvements; replacement of fencing close to the boundary with the rail line; installation of a digital screen (facing Olympia); and installation of a plinth for the purposes of the display of public art, along with other associated works.

Drg. Nos: See Condition 2

**APPLICATION TYPE:**

Full Planning Permission

**OFFICER RECOMMENDATION:**

- (1) That the Committee resolve that the Director of Planning and Property be authorised to grant planning permission upon the completion of a satisfactory legal agreement and subject to the conditions listed below.
- (2) That the Committee resolve that the Director of Planning and Property, after consultation with the Assistant Director of Legal Services 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 proposed conditions, which may include the variation, addition or deletion of conditions, any such changes shall be within their discretion

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**DEFINITIONS**

“Phase 1” means the works including:

Installation 12 single storey pavilions along Olympia Way; landscaping and public realm improvements; installation of fencing along the boundary with the railway line; the installation of a screen on Olympia Way; and the installation of a plinth for the

display of public art.

“Phase 2” means the works including:

The demolition of the existing station building and construction of the new station building.

## **CONDITIONS**

### **1. Time Limit**

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

Reason: 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. Approved Drawings**

The development hereby permitted shall be carried out in complete accordance with the following approved drawing numbers, other than where those details are altered pursuant to the conditions of this planning permission:

2110-SPP-OWS-ZZ-DR-A-02-0001-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-02-1001-PL S4-P02  
2110-SPP-OWS-0R-DR-A-95-1001-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-00-0001-PL S4-P02  
2110-SPP-OWS-0G-DR-A-20-1000-PL S4-P02  
2110-SPP-OWS-01-DR-A-20-1001-PL S4-P02  
2110-SPP-OWS-02-DR-A-20-1002-PL S4-P02  
2110-SPP-OWS-03-DR-A-20-1003-PL S4-P02  
2110-SPP-OWS-0R-DR-A-20-1004-PL S4-P03  
2110-SPP-OWS-0G-DR-A-20-1010-PL S4-P02  
2110-SPP-OWS-0R-DR-A-20-1011-PL S4-P02  
2110-SPP-OWS-0G-DR-A-20-1020-PL S4-P02  
2110-SPP-OWS-01-DR-A-20-1021-PL S4-P02  
2110-SPP-OWS-02-DR-A-20-1022-PL S4-P02  
2110-SPP-OWS-03-DR-A-20-1023-PL S4-P02  
2110-SPP-OWS-0R-DR-A-20-1024-PL S4-P03  
2110-SPP-OWS-ZZ-DR-A-20-1100-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-25-3001-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-26-2001-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-70-4001-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-70-4002-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-70-4003-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-70-4004-PL S4-P02  
2110-SPP-OWS-ZZ-DR-A-70-4010-PL S4-P02  
2110-SPP-OWS-ZZ-SH-A-XX-6001 S4-P03

Reason: To ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans.

### **3. 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:

- i. informing nearby residents and businesses of the programme of works for the Development;
- ii. informing nearby residents and businesses of progress of each Phase;
- iii. informing nearby residents and businesses of appropriate mitigation measures being undertaken as part of the Development;
- iv. informing nearby residents and businesses of considerate methods of working such as working hours and site traffic;
- v. providing advanced notice of exceptional hours of work, 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 24-hours 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 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.

## **Construction**

### **4. London Underground Infrastructure Protection**

Prior to the commencement of each phase of the development hereby permitted, the below listed documents, insofar as they relate to the relevant phase, shall be submitted to and approved in writing by the local planning authority in consultation with London Underground:

- a) Demolition details for each stage of the development;
- b) Details on all structures for each stage of the development;

- c) Details on all foundations, basement and ground floor structures, or for any other structures below ground level, including piling (temporary and permanent) for each stage of the development;
- d) Details on the use of tall plant/scaffolding;
- e) Identify and accommodate the location of the existing London Underground (LU) assets including its foundations;
- f) Confirmation that there will be no opening windows or balconies facing the LU operational railway elevation;
- g) Demonstrate that there will at no time be any potential security risk to our railway, property or structures;
- h) Accommodate ground movement arising from the construction thereof;
- i) How the effects of noise and vibration arising from the adjoining railway operations within the structures will be mitigated where necessary;
- j) Demonstrate that the train driver vision will not be disturbed because of the proposed lighting or from the reflective glare.

Each phase of the development shall thereafter be carried out in all respects in accordance with the approved design and method statements, and all structures and works comprised within the development hereby permitted which are required by the approved design statements in order to procure the matters mentioned in paragraphs of this condition shall be completed, in their entirety, before the first occupation of any part of the relevant phase.

Reason: To ensure that the development does not impact on existing London Underground transport infrastructure, in accordance with Policy T3 of the London Plan 2021.

#### **5. Demolition Method Statement**

Prior to the commencement of Phase 2 of the development hereby approved, a demolition method statement shall be submitted to and approved in writing by the Local Planning Authority.

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 -1300 hrs on Saturdays with no works permitted on Sundays and Bank Holidays, 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. Approved details shall be implemented throughout the demolition period.

Reason: To ensure 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 CC11, CC12 and CC13 of Local Plan 2018.

#### **6. Demolition Logistics Plan**

Prior to the commencement of the demolition pursuant to Phase 2 of the development, a Demolition Logistics Plan (DLP) prepared in accordance with TfL

CLP Guidance, shall be submitted to and approved in writing by the Local Planning Authority. The DLP shall cover the following minimum requirements:

- a) Community engagement and liaison to be carried prior to submission of DLP to inform development of the DLP approach. Details of engagement to be submitted as an appendix to the DLP to identify concerns raised by residents and how these are addressed.
- b) Site logistics and operations.
- c) Demolition vehicle routing.
- d) Details of the estimated number, size and routes of demolition vehicles per day/week.
- e) Details of the use of Ultra Low Emission Zone (ULEZ) compliant Vehicles e.g. Euro 6 and Euro VI, including vehicles compliant with Direct Vision Standard star rating 3
- f) Details of the access arrangements and delivery locations on the site.
- g) Details of any vehicle holding areas; and other matters relating to traffic management to be agreed as required.
- h) Efficiency and sustainability measures to be undertaken for the works; and details on CLOCS compliant site operations.

The Phase 2 demolition works shall be carried out in accordance with the approved DLP.

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 Policy T7 of the London Plan 2021 and T1, T6 and T7 of the Local Plan 2018.

## **7. Construction Management Plan**

Prior to the commencement of each phase of the development hereby approved, a construction management plan shall be submitted to and approved in writing by the Local Planning Authority.

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 -1300 hrs on Saturdays with no works permitted on Sundays and Bank Holidays, 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. Approved details shall be implemented throughout the project period of each phase of the development.

Reason: To ensure 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 CC11, CC12 and CC13 of Local Plan 2018.

## **8. Construction Logistics Plan**

Prior to the commencement of each phase of the development hereby permitted, a Construction Logistics Plan (CLP) prepared in accordance with TfL CLP Guidance, shall be submitted to and approved in writing by the Local Planning Authority. The CLP shall cover the following minimum requirements:

- a) Community engagement and liaison to be carried prior to submission of the CLP to inform development of the CLP approach. Details of engagement to be submitted as appendix to the CLP to identify concerns raised by residents and how these are addressed
- b) Site logistics and operations
- c) Construction vehicle routing
- d) Details of the estimated number, size and routes of construction vehicles per day/week details of the use of Ultra Low Emission Zone (ULEZ) compliant Vehicles e.g. Euro 6 and Euro VI, including vehicles compliant with Direct Vision Standard star rating 3
- e) Details of the access and egress arrangements
- f) Delivery locations on the site
- g) Details of any vehicle holding areas; and other matters relating to traffic management to be agreed as required
- h) Efficiency and sustainability measures to be undertaken for the works
- i) Membership of the and details on CLOCS compliant site operations
- j) Details of any vehicle holding areas, and restriction of vehicle numbers to no more than 4 vehicles maximum in any one hour; and other matters relating to traffic management to be agreed as required.

Approved details for each phase shall be fully implemented and retained and maintained throughout the construction phase of the development.

Reason: To minimise the impacts of construction-related vehicle movements and facilitate sustainable construction travel to the site in accordance with Policy T7 of the London Plan 2021 and Policies T1 and T6 of the Local Plan 2018.

## **9. Air Quality Dust Management Plan (Demolition)**

Prior to the commencement of the demolition phase (excluding installation of solid hoarding (minimum height 2.5m) and Dust Deposition monitors around the perimeter of the site) of Phase 2 of the development hereby permitted, an Air Quality Dust Management Plan (AQDMP) to mitigate air pollution shall be submitted to and approved in writing by the Council. The AQDMP submitted shall be in accordance with the Councils AQDMP Template 'B' and shall include the following details:

- a) Site Location Plan indicating sensitive off-site receptors within 50m of the red line site boundaries
- b) Demolition Site and Equipment Layout Plan
- c) Inventory and Timetable of dust generating activities during Demolition site activities.
- d) Air Quality Dust Risk Assessment (AQDRA) that considers the potential for dust soiling and PM<sub>10</sub> (human health) impacts for sensitive receptors on-site

and off-site of the development within 250 m of the site boundaries during the demolition phase and is undertaken in compliance with the methodology contained within Mayor of London 'The Control of Dust and Emissions during Construction and Demolition', SPG, July 2014 and its subsequent amendments.

- e) Site Specific Dust, and NO<sub>x</sub> Emission mitigation and control measures including for on-road and off-road construction traffic as required by the overall Medium Dust Risk Rating of the site and shall be in a table format.
- f) Details of installation of solid hoarding (minimum height of 2.5 m) including photographic confirmation of installed hoarding around the perimeter of the site
- g) Details of Site Dust Monitoring Procedures and Protocols including photographic confirmation of the installation of a minimum of 4 x Dust Deposition monitors on the site boundaries used to prevent dust levels exceeding the Site Dust Action Level (SDAL) of 200 mg/m<sup>2</sup>/day, averaged over a 4-week period as referenced in paragraph 4.41 of IAQM 'Monitoring in the Vicinity of Demolition and Construction Sites', Version 1.1, October 2018 guidance.
- h) Details of the Non-Road Mobile Machinery (NRMM) used on the site with CESAR Emissions Compliance Verification (ECV) identification that shall comply with the minimum Stage V NO<sub>x</sub> and PM<sub>10</sub> emission criteria of The Non-Road Mobile Machinery (Type-Approval and Emission of Gaseous and Particulate Pollutants) Regulations 2018 and its subsequent amendments. This will apply to both variable and constant speed engines for both NO<sub>x</sub> and PM. An inventory of all NRMM for the first phase of demolition shall be registered on the London City Hall NRMM register [GLA-NRMM-Register](#) prior to commencement of demolition works and thereafter retained and maintained until occupation of the development.
- i) Details of the use of on-road Ultra Low Emission Zone (ULEZ) compliant vehicles e.g., minimum Petrol/Diesel Euro 6 and Euro VI

Developers must ensure that on-site contractors follow best practicable means to minimise dust, particulates (PM<sub>10</sub>, PM<sub>2.5</sub>) and NO<sub>x</sub> emissions at all times.

Approved details shall be fully implemented and permanently retained and maintained during the demolition phases of the development.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

#### **10. Air Quality Dust Management Plan (Construction)**

Prior to the commencement of the construction phase (excluding installation of solid hoarding (minimum height 2.5m) and Dust Deposition monitors around the perimeter of the site) of each phase of the development hereby permitted, an Air Quality Dust Management Plan (AQDMP) to mitigate air pollution shall be submitted to and approved in writing by the Council. The AQDMP submitted shall be in accordance with the Councils AQDMP Template 'D' and shall include the following details:



- a) Site Location Plan indicating sensitive off-site receptors within 50m of the red line site boundaries
- b) Construction Site and Equipment Layout Plan
- c) Inventory and Timetable of dust generating activities during construction site activities.
- d) Air Quality Dust Risk Assessment (AQDRA) that considers the potential for dust soiling and PM<sub>10</sub> (human health) impacts for sensitive receptors on-site and off-site of the development within 250 m of the site boundaries during the construction phase and is undertaken in compliance with the methodology contained within Mayor of London 'The Control of Dust and Emissions during Construction and Demolition', SPG, July 2014 and its subsequent amendments.
- e) Site Specific Dust, and NO<sub>x</sub> Emission mitigation and control measures including for on-road and off-road construction traffic as required by the overall Medium Dust Risk Rating of the site and shall be in a table format.
- f) Details of installation of solid hoarding (minimum height of 2.5 m) including photographic confirmation of installed hoarding around the perimeter of the site
- g) Details of Site Dust Monitoring Procedures and Protocols including photographic confirmation of the installation of a minimum of 4 x Dust Deposition monitors on the site boundaries used to prevent dust levels exceeding the Site Dust Action Level (SDAL) of 200 mg/m<sup>2</sup>/day, averaged over a 4-week period as referenced in paragraph 4.41 of IAQM 'Monitoring in the Vicinity of Demolition and Construction Sites', Version 1.1, October 2018 guidance.
- h) Details of the Non-Road Mobile Machinery (NRMM) used on the site with CESAR Emissions Compliance Verification (ECV) identification that shall comply with the minimum Stage V NO<sub>x</sub> and PM<sub>10</sub> emission criteria of The Non-Road Mobile Machinery (Type-Approval and Emission of Gaseous and Particulate Pollutants) Regulations 2018 and its subsequent amendments. This will apply to both variable and constant speed engines for both NO<sub>x</sub> and PM. An inventory of all NRMM for the first phase of construction shall be registered on the London City Hall NRMM register [GLA-NRMM-Register](#) prior to commencement of construction works and thereafter retained and maintained until occupation of the development.
- i) Details of the use of on-road Ultra Low Emission Zone (ULEZ) compliant vehicles e.g., minimum Petrol/Diesel Euro 6 and Euro VI

Developers must ensure that on-site contractors follow best practicable means to minimise dust, particulates (PM<sub>10</sub>, PM<sub>2.5</sub>) and NO<sub>x</sub> emissions at all times. Approved details shall be fully implemented and permanently retained and maintained during the construction phases of the development.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## 11. Temporary Hoardings

Prior to commencement of any demolition works pursuant to Phase 2 of the development hereby approved, a scheme for temporary solid hoarding fencing

(minimum height 2.5 m) and/or enclosure of the site shall be submitted to and approved in writing by the Local Planning Authority.

The temporary fencing and/or enclosure shall be installed prior to the start of any site clearance/demolition works and thereafter be retained for the duration of the 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 commercial advertisement hoardings unless the relevant advertisement consent is sought from the Local Planning Authority. Approved details shall be implemented and retained and maintained until completion of the development.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, and to ensure the development's air pollution impacts are mitigated in accordance with the requirements of Policies SI 1, D1 and D8 of the London Plan 2021, Policies DC1, DC2, DC8, CC10 and CC12 of the Local Plan 2018 and Key Principles of the Planning Guidance SPD 2018.

## **Land Contamination**

### **12. Preliminary Risk Assessment**

No development pursuant to Phase 2 of the development hereby approved shall commence until a preliminary risk assessment report is submitted to and approved in writing by the Council. This report shall comprise: a desktop study which identifies all current and previous uses at the site and surrounding area as well as the potential contaminants associated with those uses; a site reconnaissance; and a conceptual model indicating potential pollutant linkages between sources, pathways and receptors, including those in the surrounding area and those planned at the site; and a qualitative risk assessment of any potentially unacceptable risks arising from the identified pollutant linkages to human health, controlled waters and the wider environment including ecological receptors and building materials. All works must be carried out in compliance with and by a competent person who conforms to LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

### **13. Site Investigation Scheme**

No development pursuant to Phase 2 of the development hereby approved shall commence until a site investigation scheme is submitted to and approved in writing by the Council. This scheme shall be based upon and target the risks identified in the approved preliminary risk assessment and shall provide provisions for, where relevant, the sampling of soil, soil vapour, ground gas,

surface and groundwater. All works must be carried out in compliance with and by a competent person who conforms to LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

#### **14. Quantitative Risk Assessment**

Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development pursuant to Phase 2 of the development hereby approved shall commence until, 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (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 pursuant to Phase 2 of the development hereby approved shall commence until, a remediation method statement 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (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 pursuant to Phase 2 of the development hereby approved shall commence until the approved remediation method statement 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

#### **17. Onward Long-Term Monitoring Methodology**

Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development pursuant to Phase 2 of the development hereby approved shall commence 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 LCRM: Land Contamination Risk Management (Environment Agency 2023) 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 policy CC9 the Local Plan (2018) and key principles LC1 to LC7 of the Planning Guidance Supplementary Planning Document (2018).

## **Public Health**

### **18. Noise from Uses and Activities**

Noise from uses and activities within the building/ development site shall not exceed the criteria of BS8233:2014 at neighbouring noise sensitive/ habitable rooms and private external amenity spaces.

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

### **19. Plant, Machinery and Equipment Noise**

The external sound level emitted from plant, machinery or equipment at the development hereby approved shall be lower than the limits set out in Table E23114 /T6 of the Noise and Vibration Impact Assessment (ref: E23114 240709 NIA R1-01) prepared by Adnitt Acoustics 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 operating together at maximum capacity.

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

### **20. Illumination of Signage**

The illumination of the signage and screens hereby approved shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2023 - Brightness of Illuminated Advertisements'.

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

### **21. Digital Screen - Noise**

There shall be no amplified noise associated with the external digital screen hereby approved other than between the hours of 0800 – 2000 daily. No amplified noise association with the external digital screen shall be audible at any residential or noise sensitive premises at any time.

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

## **22. Odour Extract**

Prior to the installation of any extract and odour systems any commercial unit within the development hereby approved, details shall be submitted to and approved in writing by the Local Planning Authority, of the installation, operation, and maintenance of the odour abatement equipment and extract system with ePM2.5 (F7) particulate filtration, including the height of the extract duct and vertical discharge outlet, in accordance with Appendix 4G of the LBHF Planning Guidance Supplementary Planning Document - February 2018. Approved details shall be implemented prior to the commencement of the relevant use and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of the surrounding premises is not adversely affected by cooking odour, in accordance with Policy CC13 of the Local Plan (2018)

## **23. Obscure Glazing – Overlooking**

Prior to the first occupation of the Phase 2 office floor space hereby approved, a scheme of obscure glazing shall be submitted to and approved in writing by the Local Planning Authority. The scheme shall include details of obscure glazing to be provided partially to the first, second and third floors of the west elevation of the Station Building to obscure views towards the rear habitable windows servicing residential units on Sinclair Road.

The approved scheme of obscure glazing shall be implemented in full prior to the first occupation of the Phase 2 office floor space and shall be retained thereafter.

Reason: To ensure that the amenity of residential occupiers is not adversely affected in accordance with Policy D3 of the London Plan 2021 and Policies HO11 and DC2 of the Local Plan 2018.

## **Air Quality**

### **24. Ventilation Strategy**

Prior to commencement of above ground works for Phase 2 of the development hereby permitted, a Ventilation Strategy Report to mitigate the impact of existing poor air quality for the office use (Class E) shall be submitted to and approved in writing by the Local Planning Authority. This is applicable to all floors where Hammersmith & Fulham Councils 2030 Annual Mean WHO aligned Air Quality Targets for Nitrogen Dioxide (NO<sub>2</sub>) - 10ug/m<sup>-3</sup>, Particulate (PM<sub>10</sub>) -15ug/m<sup>-3</sup> and Particulate (PM<sub>2.5</sub>) - 5 ug/m<sup>-3</sup> are exceeded and where current and future predicted pollutant concentrations are within 5% of these limits. The report shall include the following information:

- a) Details and locations of the ventilation intake locations at rear roof level or on the rear elevations
- b) Details and locations of ventilation extracts, to demonstrate that they are located a minimum of 2 metres away from the air ventilation intakes on the rear elevations, to minimise the potential for the recirculation of extract air

through the supply air ventilation intake in accordance with paragraph 8.9 part 'C' of Building Standards, Supporting Guidance, Domestic Ventilation, 2nd Edition, The Scottish Government, 2017

- c) Details of the independently tested mechanical ventilation system with Nitrogen Dioxide (NO<sub>2</sub>) and Particulate Matter (PM<sub>2.5</sub>, PM<sub>10</sub>) filtration with air intakes on the rear elevation to remove airborne pollutants. The filtration system shall have a minimum efficiency of 90% in the removal of Nitrogen Oxides/Dioxides, Particulate Matter (PM<sub>2.5</sub>, PM<sub>10</sub>) in accordance with BS EN ISO 10121-1:2014 and BS EN ISO 16890:2016.
- d) Details and locations of restricted opening windows (maximum 200mm for emergency purge ventilation only)

The whole system shall be designed to prevent summer overheating and minimise energy usage. 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 first occupation of Phase 2 of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## **25. Ventilation Strategy – Post Installation**

Prior to occupation of Phase 2 of the development hereby permitted, details of a post installation compliance report of the approved ventilation strategy as required by condition 23 to mitigate the impact of existing poor air quality shall be submitted to and approved in writing by the Local Planning Authority. The report shall be produced by an accredited Chartered Building Surveyor (MRICS). Approved details shall be fully implemented prior to the first occupation of Phase 2 of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## **26. Landscaping – Air Quality**

Prior to the occupation of Phase 1 of development hereby permitted, details of the proposed hard and soft landscape scheme in full accordance with the 'Using Green Infrastructure to Protect People from Air Pollution', Mayor of London, GLA, April 2019 guidance to mitigate existing poor air quality shall be submitted to and approved in writing by the Local Planning Authority. The details shall include

- a) planting schedules, details of the species, height and maturity of replacement trees and shrubs including sections through the planting areas, depths of tree pits, containers, and shrub beds; hard surfacing materials and an implementation programme.
- b) photographic confirmation of installed green vegetation barriers (minimum height of 1.5 metres) on the garden area site boundaries with Hammersmith Road (A315).

Any plants which die, are removed, become seriously damaged and diseased within a period of five years from completion 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 the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## **27. ASHP/Electric Boilers**

Prior to occupation of each phase of the development hereby permitted, details (including manufacturer specification, installation/commissioning certificates and photographic confirmation) of the installed Zero Emission Air Source Heat Pumps and/or electric boilers to be provided for space heating and hot water for each approved use shall be submitted to and approved in writing by the Local Planning Authority.

Approved details shall be fully implemented prior to the first occupation of each Phase of the development and thereafter permanently retained and maintained.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## **28. Ultra Low Emission Strategy**

Prior to occupation of each phase of development hereby permitted, an Ultra Low Emission Strategy (ULES) shall be submitted to and approved in writing by the Local Planning Authority. Details shall include:

- a) Model procurement policy and processes, to be shared with future tenants as best practice, for contractors and suppliers that will incentivise and prioritise the use of Zero Exhaust Emission Vehicles in accordance with the emission hierarchy of 1) Walking Freight Trolley 2) Cargo bike (3) Electric Vehicle;
- b) Encouraging the use of Zero Exhaust Emission Vehicles in accordance with the emissions hierarchy (1) Walking Freight Trolleys (2) Cargo bike (3) Electric Vehicle; and
- c) Reduction and consolidation of deliveries and collections e.g., General Waste, Food Waste

The ULES shall be monitored and reviewed on an annual basis by the developer and any subsequent modifications or alterations to the ULES should be submitted to and approved in writing by the Local Planning Authority. The approved details shall be implemented prior to occupation and the ULES hereby permitted shall thereafter operate in accordance with the approved details.

Reason: To comply with the requirements of the NPPF, Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

## **29. Servicing Hours**

At any part of the completed development hereby permitted, no deliveries nor collections/ loading nor unloading by motor vehicle shall occur other than



between the hours of 20:00-08:00 daily.

Reason: In the interests of pedestrian safety and the safe operation of the wider highway network in accordance with Policies T1 and T3 of the Local Plan 2018.

## **Permitted Uses**

### **30. Use Restriction – Station Building Office**

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any order revoking and re-enacting that Order with or without modification), the office floorspace shown on the approved plans within Phase 2 shall be used for Office purposes that fall within Use Class E (g) (i) of the Town and Country (Use Classes) Order 1987 (or any provision equivalent to those Classes in any statutory instrument revoking and re-enacting that Order with or without modification) and shall not be used for any other purpose. The office floorspace within Class E(g)(i) shall not change use by any means under the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any orders revoking and re-enacting those orders with or without modification).

Reason: In granting this permission, the Local Planning Authority has had regard to the special circumstances of the case. Certain other uses within the same use class may be unacceptable due to effect on residential amenity or traffic generation, in accordance with policies E2 and CC11 of the Local Plan (2018).

### **31. Use Restrictions - Pavilions**

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any order revoking and re-enacting that Order with or without modification), the pavilions (Phase 1) hereby approved shall be used only for uses falling within Class E (Commercial, Business and Service) of the Town and Country (Use Classes) Order 1987 (or any provision equivalent to those Classes in any statutory instrument revoking and re-enacting that Order with or without modification) and shall not be used for any other purpose. The pavilions shall not change use by any means under the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any orders revoking and re-enacting those orders with or without modification).

Reason: To ensure that the pavilions provide uses that are appropriate to the nature of the site and to ensure that other uses are not introduced without further assessment in accordance with policies E2 and CC11 of the Local Plan (2018).

### **32. Use Restrictions – Station Building Retail/Commercial Unit**

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any order revoking and re-enacting that Order with or without modification), the retail/commercial unit identified on the approved drawings within Phase 2 of the development hereby approved, shall be used only for uses falling within Class E (Commercial, Business and Service) of the Town and Country (Use Classes) Order 1987 (or any provision equivalent to those Classes in any statutory instrument revoking

and re-enacting that Order with or without modification) and shall not be used for any other purpose. The Phase 2 retail unit shall not change use by any means under the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any orders revoking and re-enacting those orders with or without modification).

Reason: To ensure that the Phase 2 retail/commercial unit provides a use that is appropriate to the nature of the site and to ensure that other uses are not introduced without further assessment in accordance with policies E2 and CC11 of the Local Plan (2018).

### **33. Operational Management Plan**

Prior to first occupation of each phase of the development hereby permitted, an Operational Management Plan shall be submitted to and approved in writing by the Local Planning Authority. The Operational Management Plan shall include details of hours of operation for the different permitted uses. The development shall be implemented in accordance with the approved details prior to occupation of each phase 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.

## **Energy and Sustainability**

### **34. Energy Strategy**

The development hereby permitted shall be carried out in accordance with the approved Energy Strategy (Rev. P03, dated 16 December 2024), prepared by Desco.

Reason: In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies SI 1, SI 2, and SI 3 of the London Plan 2021 and Policies CC1, CC2 of the Local Plan 2018.

### **35. Sustainability Statement**

The development hereby permitted shall be carried out in accordance with the approved Sustainability Statement (dated July 2024), prepared by Sol Environmental.

Reason: In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies SI 1, SI 2, and SI 3 of the London Plan 2021 and Policies CC1, CC2 of the Local Plan 2018.

### **36. BREEAM – Station Building Office (Design Stage)**

Prior to commencement of Phase 2 of the development hereby permitted (excluding demolition works), a report detailing how the Phase 2 Office floor space shall achieve a BREEAM New Construction V6, Office, Shell and Core rating of 'Very Good' shall be submitted to and approved in writing by the local planning authority.

Reason: In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies SI 1, SI 2, and SI 3 of the London Plan 2021 and Policies CC1, CC2 of the Local Plan 2018.

### **37. BREEAM – Station Building Office (Final)**

Prior to occupation of the Office floorspace within Phase 2 of the development hereby permitted, a BREEAM New Construction V6, Office, Shell and Core, Post Construction Review (Final), certificate and summary score sheet shall be submitted to and approved in writing by the local planning authority to show that a very good has been achieved the Phase 2 Office floorspace.

Reason: In the interests of energy conservation, reduction of CO2 emissions and wider sustainability, in accordance with Policies SI 1, SI 2, and SI 3 of the London Plan 2021 and Policies CC1, CC2 of the Local Plan 2018.

### **38. Office Lighting**

Prior to first occupation of the Phase 2 office use hereby approved, a scheme for the control and operation of the proposed lighting within the office buildings, during periods of limited or non-occupation, shall be submitted to and approved in writing by the Local Planning Authority. 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.

## **Security**

### **39. Station Building – Security System**

Prior to first use of any operational railway floor space within Phase 2 of the development hereby permitted details of security lockdown capability for that use, using automated processes where possible, to ensure the safety of those within from an external threat shall be submitted to and approved in writing by the Local Planning Authority in consultation with the Metropolitan Police and the British Transport Police.

The security system must be effectively integrated to allow quick time identification/verification of threat, communication and initiation of lockdown. The development shall be carried out in accordance with the approved details and maintained for the lifetime of the operational railway floor space within Phase 2 of the development thereafter.

Reason: In the interest of counter terrorism and community safety in accordance with Policy D11 of the London Plan (2021).

### **40. Secured by Design**

The development hereby permitted shall incorporate security measures to minimise the risk of crime and to meet the specific security needs of the development in accordance with the principles and objectives of Secured by

Design. Details of these measures shall be submitted to and approved in writing by the local planning authority prior to commencement of each phase of the development hereby permitted (excluding demolition) and shall be implemented in accordance with the approved details prior to occupation of each phase.

Reason: To ensure that the development maintains and enhances community safety in accordance with Policy D11 of the London Plan (2021).

## **Design**

### **41. Occupier Signage Strategy**

Prior to occupation of each phase of the development hereby approved, an Occupier Signage Strategy for all uses within the buildings, including pavilions where relevant, of the development shall be submitted to and approved in writing by the Local Planning Authority and all development pursuant to this condition shall be carried out in accordance with the approved details.

Reason: To ensure that the Local Planning Authority may be satisfied with the detail of the proposed development and to ensure a satisfactory external appearance in accordance with Policies DC1, DC8 and DC9 of the Local Plan 2018.

### **42. Detailed Drawings (signage)**

Prior to the commencement of the relevant part of the development hereby approved, detailed drawings at a scale of not less than 1:20 and details shall be submitted to, and approved in writing by the Local Planning Authority of external materials and method of illumination in relation to:

- a) the TfL roundel on the proposed four storey building north of Kensington Olympia station entrance;
- b) ii) external signage to Kensington Olympia station entrance, and;
- c) iii) directional signage on Olympia Way to Kensington Olympia station entrance shall be submitted to and approved in writing by the Council.

The development shall be implemented in full accordance with such details as have been approved prior to the occupation of the relevant part of the development and the approved details shall be permanently retained thereafter.

Reason: To ensure that the Local Planning Authority may be satisfied with the detail of the proposed development and to ensure a satisfactory external appearance in accordance with Policies DC1, DC2 and DC8 of the Local Plan 2018.

### **43. External Materials**

Prior to the commencement of Phase 1 of the development hereby approved, details of external materials for the pavilions buildings and boundary treatments shall be submitted to, and approved in writing by, the Local Planning Authority. Details shall additionally include the erection of a sample panel to be inspected on site by the Local Planning Authority's Conservation Officer where requested.

Prior to the commencement of Phase 2 of the development hereby approved, details of external materials to the station building shall be submitted to, and approved in writing by, the Local Planning Authority. Details shall additionally include the erection of a sample panel to be inspected on site by the Local Planning Authority's Conservation Officer where requested.

The development shall be completed in full accordance with the approved details and shall thereafter be retained permanently in that form.

Reason: To ensure that the Local Planning Authority may be satisfied with the detail of the proposed development and to ensure a satisfactory external appearance in accordance with Policies DC1, DC2 and DC8 of the Local Plan 2018.

#### **44. Wayfinding**

Prior to practical completion of Phase 1 of the development hereby approved, details of wayfinding signage proposed on and around the site shall be submitted to and approved in writing by the Local Planning Authority. The approved wayfinding signage shall be provided prior to the first occupation of any use within Phase 1 and be permanently retained thereafter.

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.

#### **45. Obscure Glazing**

The window glazing to the ground floor of any part of the development hereby approved shall not be mirrored, painted or otherwise obscured unless otherwise indicated on the approved drawings.

Reason: To ensure a satisfactory external appearance and to prevent harm to the street scene and public realm, in accordance with Policy D8 of the London Plan 2021, and Policies DC1 and DC8 of the Local Plan 2018.

#### **46. Soft and Hard Landscaping Details (Design)**

Prior to commencement of Phase 1 of the development hereby approved, details of the proposed soft and hard landscaping of all external areas shall be submitted to and approved in writing by the Local Planning Authority. These details will include all public realm provided along Olympia Way. The details shall include, where relevant: 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 commercial unit, pedestrian surfaces, materials, kerb details, external steps and seating, street furniture, bins and lighting columns that 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 that the development provides an attractive natural and visual environment in accordance with Policies DC1, DC8, OS2 and OS5 of the Local Plan 2018.

#### **47. Hard Landscaping - Materials**

Prior to the commencement of Phase 1 of the development hereby approved, details and samples of all materials to be used for any hard landscaping and street furniture shall be submitted to and approved in writing by the Local Planning Authority.

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

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

#### **48. No PD - Telecoms**

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

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

#### **49. No PD – External Alterations**

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (or any Order revoking or re-enacting that principal Order with or without modification), no alterations shall be carried out to the external appearance of any building or structure within any phase of the development hereby approved, including the installation of air-conditioning units, ventilation fans, extraction equipment, balustrades, fencing, canopies or roof structures not shown on the approved drawings. No plumbing, extract flues or pipes, plant, water tanks, water tank enclosures or other structures that are not shown on the approved plans, shall be erected upon the roofs of the buildings hereby permitted.

Reason: To ensure that the visual impact of any alteration upon the surrounding area can be considered, in accordance with Policies DC1 and DC8 of the Local Plan 2018.

#### **50. No Advertisements**

No advertisements shall be displayed on or within any elevation of the development hereby approved or within the public realm within the application site unless otherwise approved by way of a separate advertisement consent.

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.

### **51. No Roller Shutters**

No roller shutters shall be installed to the façade of any structure within the development hereby permitted.

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.

### **52. Detailed Drawings**

Prior to the commencement of each phase of the development hereby approved, detailed drawings at a scale of 1:20 shall be submitted to, and approved in writing by, the Local Planning Authority. The submitted details shall comprise detailed drawings in plan, section and elevation of typical bays of the replacement station building (Phase 2), pavilion buildings and boundary treatments (Phase 1).

The development shall be completed in full accordance with the approved details and shall thereafter be retained permanently in that form.

Reason: To ensure that the Local Planning Authority may be satisfied with the detail of the proposed development and to ensure a satisfactory external appearance in accordance with Policies DC1, DC2 and DC8 of the Local Plan 2018.

### **53. External Lighting**

Prior to first occupation of each phase of the development hereby permitted, details of any proposed external artificial lighting, including security lights of the relevant Building, Structure or landscaped area, shall be submitted to and approved in writing by the Local Planning Authority and no occupation shall take place until the lighting has been installed in full accordance with the approved details. Such details shall include the number, exact location, height, design, and appearance of the lights, together with data concerning the levels of illumination and light spillage and the specific measures, having regard to the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/21: Guidance Notes for the Reduction of Obtrusive Light'. to ensure that any lighting proposed does not harm the existing amenities of the occupiers of nearby residential properties. The relevant Building or Structure shall not be used or occupied until any external lighting provided has been installed in accordance with the approved details and shall thereafter be permanently retained in this form.

Reason: To ensure that the amenity of occupiers of nearby residential properties and natural habitat is not adversely affected by lighting and to ensure a satisfactory external appearance, and to prevent harm to the street scene and public realm in accordance with Policies GG1, D3 and D11 of the London Plan

2021, Policies CC12, CC13, DC1, DC2 and DC8 of the Local Plan 2018 and the Council's Planning Guidance Supplementary Planning Document.

#### **54. Window Cleaning Equipment**

Prior to first occupation of the Phase 2 development station building hereby permitted, details of the proposed window cleaning equipment for the Station Building shall be submitted and approved in writing by the Local Planning Authority. The details shall include the appearance, means of operation and storage of the cleaning equipment. The station building shall not 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 D3, D4, D8, D9 and HC1 of the London Plan 2021 and Policies DC1, DC2, DC3 and DC8 of the Local Plan 2018.

### **Landscaping, Public Realm and Biodiversity**

#### **55. Landscape and Public Realm Management Plan**

Prior to commencement of landscaping and public realm works, a Landscape and Public Realm Management Plan shall be submitted to and approved in writing by the Local Planning Authority for all 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 DC1, DC8, OS2 and OS5 of the Local Plan 2018.

#### **56. Planting – Replacement**

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 that the development provides an attractive natural and visual environment in accordance with Policies DC1, DC8, OS2 and OS5 of the Local Plan 2018.

#### **57. Green Roofs**

Prior to commencement of above ground works pursuant to Phase 2 of the development hereby permitted, details of all green roofs, including a planting maintenance plan shall be submitted to and approved in writing by the Local Planning Authority. Phase 2 of the development 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 G5, G6 and SI 13 of the London Plan 2021 and Policy OS5 and CC4 of the Local Plan 2018.

#### **58. Biodiversity Gain Plan**

Prior to the commencement of the development hereby approved, a biodiversity gain plan shall be submitted to and approved in writing by the Local Planning Authority. The biodiversity gain plan shall be prepared in accordance with the Biodiversity Net Gain Appraisal dated July 2024 and prepared by Trium. The biodiversity gain plan shall include the following details:

- a) information about the steps taken or to be taken to minimise the adverse effect of the development on the biodiversity of the onsite habitat and any other habitat;
- b) the pre-development biodiversity value of the onsite habitat;
- c) the post-development biodiversity value of the onsite habitat;
- d) any registered offsite biodiversity gain allocated to the development and the biodiversity and the biodiversity value of that gain in relation to the development;
- e) any biodiversity credits purchased for the development;
- f) a valid metric calculation attached in excel form, which demonstrates that the minimum 10% objective has been achieved; and
- g) any such other matters as the Secretary of State may by regulations specify.

The biodiversity gain plan shall further demonstrate that the habitat creation or enhancements to be delivered shall be maintained for a period of at least 30 years post completion of the development.

The development shall be completed in accordance with the approved details and shall be retained thereafter.

Reason: To ensure the development delivers a biodiversity net gain on site in accordance with Policies G1 and G6 of the London Plan (2021), Policy OS5 of the Local Plan (2018) and Schedule 7A of the Town and Country Planning Act (1990) (as amended).

#### **59. Habitat Management and Monitoring Plan**

Prior to the commencement of the development hereby approved, a Habitat Management and Monitoring Plan (the HMMP), prepared in accordance with the approved Biodiversity Gain Plan, shall be submitted to and approved in writing by the Local Planning Authority. The HMMP shall include:

- a) non-technical summary;
- b) the roles and responsibilities of the people or organisation(s) delivering the HMMP;

- c) the planned habitat creation and enhancement works to create or improve habitat to achieve the biodiversity net gain in accordance with the approved Biodiversity Gain Plan;
- d) accompanying plans of the site boundary, baseline and proposed habitats;
- e) the management measures to maintain habitat in accordance with the approved Biodiversity Gain Plan for a period of 30 years from the completion of development; and
- f) the monitoring methodology and frequency in respect of the created or enhanced habitat to be submitted to the Local Planning Authority.

Prior to the first occupation of any use within the development hereby approved, the habitat creation and enhancement works set out in the approved HMMP shall be completed in full. A completion report shall then be submitted to and approved in writing by the Local Planning Authority, evidencing the completed habitat enhancements prior to first occupation of the development.

The created and/or enhanced habitat specified in the approved HMMP shall be managed and maintained in accordance with the approved HMMP. Monitoring reports shall be submitted to the Local Planning Authority in writing in accordance with the methodology and frequency specified in the approved HMMP.

Reason: To ensure the development delivers a biodiversity net gain on site in accordance with Policies G1 and G6 of the London Plan (2021), Policy OS5 of the Local Plan (2018) and Schedule 7A of the Town and Country Planning Act (1990) (as amended).

## **60. Flood Risk and Drainage**

Each phase of the development hereby permitted shall be carried out in accordance with the measures contained within the approved Flood Risk Assessment and Drainage Strategy (Rev P04) prepared by Robert Bird Group and dated 18 July 2024.

No part of the development shall be used or occupied until all flood prevention and mitigation measures relevant to that phase have been installed in accordance with the submitted details and the development shall be permanently retained in this form and maintained as necessary thereafter.

Reason: To reduce the impact of flooding to the proposed development and future occupants, in accordance with Policies SI 5 and SI 13 of the London Plan 2021 and Policy CC3 of the Local Plan 2018.

## **61. Outward Opening Doors**

Except for doors serving the bin stores, escape stairs and substation, there shall be no outward opening doors. Prior to occupation of each phase of the development, details of any outward opening doors, including the associated use, shall be submitted to and approved in writing by the Local Planning Authority.

Reason: To ensure the accesses do not compromise the safety of pedestrians on the footway, in accordance with Policies T4 and T5 of the Local Plan 2018.

## **62. Public Toilets**

Prior to occupation Phase 2 of the development hereby approved, public toilets shall be provided on the ground floor of that building in the location shown by the hatched area on plan 2110-SPP-OW-0G-DR-A-20-1032-PL Rev P02. The toilets shall be installed and shall thereafter be made permanently available as approved. The toilet provision shall be maintained for the use of rail passengers during station opening hours with direct access provided from the northbound platform in perpetuity through the external door as shown on plan 2110-SPP-OW-0G-DR-A-20-1032-PL Rev P02, which shall have a level threshold which shall be permanently retained.

Reason: To ensure that the proposal provides an inclusive and accessible environment in accordance with Policy DC2 of the Local Plan 2018.

## **63. Fire Statement**

The development shall be carried out and completed in accordance with the submitted Fire Statement prepared by OFR and dated 18 July 2024. Each phase of the development shall be implemented in accordance with these details prior to occupation of that phase and shall thereafter be permanently retained in this form.

Reason: To ensure full compliance with Policy D12 of the London Plan 2021.

## **Accessibility**

### **64. Inclusive Access Management Plan**

Prior to first occupation of each phase of the development hereby permitted, an Inclusive Access Management Plan shall be submitted to, and approved in writing by, the Local Planning Authority. Each phase of the development shall not be operated otherwise than in accordance with the Inclusive Access Management Plan as approved and shall thereafter be permanently retained in this form.

Reason: To ensure that the proposal provides an inclusive and accessible environment in accordance with the Policies D5 and E10 of the London Plan 2021 and Policies DC1, DC2, DC8 of the Local Plan 2018.

### **65. Accessible Entrances**

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

Reason: To ensure that the proposal provides an inclusive and accessible environment in accordance with the Policies D5 and E10 of the London Plan 2021 and Policies DC1, DC2, DC8 of the Local Plan 2018.

## **66. Fire Lifts**

Prior to first occupation of the Phase 2, details of fire rated lifts in the station building shall be submitted to and approved in writing by the Local Planning Authority. Details shall include 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 Policy D5 and E10 of the London Plan 2021 and Policy DC1 and HO6 of the Local Plan 2018.

## **Highways**

### **67. Olympia Way Access**

Olympia Way will be pedestrian and cycle access only between the hours of 0800 - 2000, except where emergency vehicle access or access by Network Rail or their contractors is required. Vehicular access to Kensington Olympia Station for the unloading of railway passengers who require mobility assistance will be permitted during these hours via the northern access bollards only. Service vehicles may access Olympia Way between the hours of 8pm to 8am only.

Reason: To minimise conflicts between pedestrians, cyclist and vehicle traffic and in accordance with Policies T1, T2 and T4 of the Local Plan 2018.

### **68. Refuse Storage**

Prior to first occupation of each phase of the development hereby approved, the refuse storage enclosures for the relevant phase, as indicated on the approved drawings (ref. 2110-SPP-OWS-0G-DR-A-20-1010-PL Rev P01; 2110-SPP-OWS-0G-DR-A-20-1020-PL Rev P01) and the Framework Delivery and Servicing Plan (prepared by Momentum and dated July 2024), shall be provided for the storage of refuse and recyclable materials.

All refuse/recycling facilities shall be retained thereafter in accordance with the approved details.

Reason: To protect the environment and to ensure that satisfactory provision is made for refuse/recycling storage and collection, in accordance with Policy T7 of the London Plan 2021 and Policies CC6 and CC7 of the Local Plan 2018 and SPD Key Principle WM1 2018.

### **69. Waste Management**

The development hereby permitted shall be undertaken in full accordance with the Refuse and Recycling Management Plan and Waste Management Strategy prepared by Momentum dated July 2024 and the site shall be operated thereafter in accordance with the approved details.

Reason: To protect the environment and to ensure that satisfactory provision is made for refuse/recycling storage and collection, in accordance with Policy T7 of

the London Plan 2021 and Policies CC6 and CC7 of the Local Plan 2018 and SPD Key Principle WM1 2018.

#### **70. Delivery and Servicing Management Plan**

Prior to first occupation of the relevant part of each Phase, a Delivery and Servicing Management Plan (DSMP) for that Phase, including vehicle tracking where required, shall be submitted to and approved in writing by the Council. The DSMP 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 DSMP shall set out how nighttime delivery and servicing shall be managed to mitigate against potential noise and disturbance to nearby residential occupiers.

The approved measures for the relevant part of each Phase shall be implemented and thereafter retained for the lifetime of the commercial uses in the relevant part of the site.

Reason: To ensure that satisfactory provision is made for servicing and deliveries and to ensure that the amenity of occupiers of the surrounding premises is not adversely affected by noise, in accordance Policies T2, CC11 and CC13 of the Local Plan 2018 and SPD Key Principle TR28 (2018).

#### **71. Station Pick Up/Drop Off Strategy**

Prior to the first occupation of Phase 2 of the development hereby permitted, a station pick-up and drop-off operational strategy plan shall be submitted to and approved in writing by the Local Planning Authority. The strategy shall detail how provision will be made for railway passengers with additional mobility requirements to allow for their drop off and pick up by motor vehicle at the Olympia Way entrance to Kensington Olympia Station. Details shall further be provided of means of control of vehicular bollards to the north of Olympia Way. The approved strategy shall be implemented prior to the first occupation of the Phase 2 Station Building and shall be thereafter retained for the lifetime of the development.

Reason: To ensure that the proposal provides an inclusive and accessible environment in accordance with the Policies D5 and E10 of the London Plan 2021 and Policies DC1, DC2, DC8 of the Local Plan 2018.

#### **72. Cycle Storage**

Prior to first occupation of each phase of the development hereby permitted, details of secure, accessible, level and covered cycle storage, including 5% larger storage provision, for the relevant Phase, shall be submitted to and approved in writing by the Local Planning Authority.

Details shall include type of cycle spaces (Sheffield or two-tier stands) provided and access/security arrangements to the cycle parking facilities. Provision shall

further be made for short-stay parking for cargo bikes. No unit within the relevant phase shall be occupied until the relevant approved facilities have been provided within the relevant part of development. The cycle parking facilities shall thereafter be retained for the development hereby permitted and not used for any other purpose.

Reason: To ensure the suitable provision of cycle parking within the development to meet the needs of future site occupiers, in accordance with Policy T5 of The London Plan 2021 and Policy T3 of the Local Plan 2018.

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## RECOMMENDED REASONS FOR APPROVAL

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- 1) Principle of development:** The principle of the redevelopment of Olympia Way has been established through an extant outline consent. The redevelopment would provide a variety of employment generating uses that would compliment those to be delivered across the wider Olympia estate. The proposal would further support the delivery of affordable workspace and employment, skills and training opportunities for residents. The proposal is therefore in accordance with Policies TLC1, TLC4, E1 and E4 of the Local Plan (2018).
- 2) Design and Heritage:** The development would create new high-quality spaces, including areas of public realm that would compliment the redevelopment of the area. The height, scale and massing of the station building is appropriate and provides a satisfactory design response to the site and surrounding townscape. The proposals would preserve the significance of the Conservation Area and its setting and preserve the settings of adjacent heritage assets in accordance with s.66 and s.72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Local Plan Policies DC1, DC2, DC8 and OS5 and Planning Guidance SPD Key Principles CAG1, CAG2, CAG3 and CG6.
- 3) Inclusive access:** The development will provide a high-quality environment for all members of the community and is supported by commitments that are positive and deliverable by way of conditions. As such the proposal will comply with Local Plan Policies DC1 and DC2.
- 4) Transport and highways:** It is considered that the overall impact of the proposed development set out in the Transport Statement is acceptable. The development will be car free and will allow for enhanced cyclist and pedestrian facilities along Olympia Way. A series of conditions and planning obligations will secure sufficient mitigation to ensure that the development is accessible and can operate without undue impacts upon the local highway network. The proposal therefore accords with Policies T1, T2, T3, T4, T5 and T7 of the Local Plan (2018) and Policies T5 and T6 of the London Plan (2021).
- 5) Impact on neighbouring properties:** The proposed development is not considered to have an unacceptable 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 few overall and the extent of level changes are considered to be acceptable on balance. The impacts of the proposed development on residential amenity are consistent with those assessed within the extant outline proposals/consent. Planning conditions will secure mitigation in relation to overlooking, privacy, noise and vibration. The proposed development is therefore considered to be acceptable in accordance with Policy D3 of the London Plan (2021) and Policies CC10, CC11, CC12, CC13, HO11 and DC2 of the Local Plan (2018).

- 6) **Sustainability and Energy:** The application includes a sustainability statement, energy strategy and biodiversity net gain report. The development will implement a suite of mitigation to ensure that it can be delivered with a reduced impact upon the environment. Furthermore, a financial contribution towards achieving net zero has been secured alongside various conditions. The proposal is therefore in accordance with Policies SI 2, SI 3, SI 4 and G5 of the London Plan 2021; and Policies CC1 and CC2 of the Local Plan 2018.
- 7) **Land Contamination:** Conditions would ensure that the site would be remediated to an appropriate level for the sensitive uses. The proposed development therefore accords Policy CC9 of the Local Plan (2018) and Key principles LC1-6 of the Planning Guidance SPG (2018).
- 8) **Legal Agreement:** Planning obligations to offset the impact of the development and to make the development acceptable in planning terms are secured. The proposed development would therefore mitigate external impacts and would accord with Policy INFRA1 of the Local Plan (2018).

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

### **All Background Papers held by case officer named above:**

Application form received: 9 May 2024  
Drawing Nos: see Condition 2

#### **Policy Documents:**

National Planning Policy Framework 2024  
The London Plan 2021  
LBHF - Local Plan 2018  
LBHF - Planning Guidance Supplementary Planning Document 2018

### **CONSULTATION COMMENTS:**

Comments from:

Transport For London	10.10.24
Historic England London Region	07.10.24
Environment Agency	08.10.24
Crime Prevention Design Advisor - Hammersmith	11.10.24
Thames Water - Development Control	04.10.24
Airport Safeguarding - Heathrow	20.09.24
Hammersmith And Fulham Historic Buildings Group	17.01.25
Royal Borough of Kensington and Chelsea	03.12.24
The Street Hub (residents association)	08.01.25

### **NEIGHBOUR COMMENTS:**

Letters from:

19 Aynhoe Road, W14	26.09.24
22 Applegarth Road, W14	05.01.25
14 Springvale Terrasse, W14	15.01.25
Flat 3, Ashmore House, 69 Russell Road, W14	03.10.24
47 Gratton Road, W14	16.01.25
Flat 18, Ashmore House, 69 Russell Road, W14	06.10.24
Basement & Ground Floor Maisonette, 96 Sinclair Road, W14	19.10.24
Flat 2, 52 Sinclair Road, W14	17.01.25
22 Milson Road, W14	27.09.24
Flat 5, 25 Sinclair Road, W14	27.09.24
8 Ashmore House, 69 Russell Road, W14	04.10.24
92 Masbro Road, W14	10.10.24
25 Porten Road, W14	15.01.25
59 Oxford Gardens, W10	14.01.25
Ground Floor, 42 Grafton Road, W14	27.09.24
50 Milson Road, W14	01.10.24
Flat 2, 62 Sinclair Road, W14	17.01.25
Flat 2, 62 Sinclair Road, W14	17.01.25
33 Brook Green, W6	23.01.25
52 Sterndale Road, W14	10.01.25
19A Bolingbroke Road, W14	15.01.25
First Floor Flat, 58 Sinclair Road, W14	16.01.25
16 Ceylon Road, W14	16.01.25
23C Edith Road, W14	17.01.25
52 Sinclair Road, W14	17.01.25
38 Brook Green, W6	22.01.25
24 Milson Road, W14	26.09.24
58 Masbro Road, W14	25.09.24
20 Applegarth Road, W14	05.01.25
4 Irving Road, W14	08.01.25
77 Bolingbroke Road, W14	16.01.25
38 Gratton Road, W14	16.01.25
Flat 3, 198 Blythe Road, W14	19.01.25
97A Sinclair Road, W14	15.01.25
70 Sinclair Road, W14	17.01.25



Flat 5, 26 Sinclair Road, W14	27.09.24
Welbeck Court, Addison Bridge Place, W14	29.09.24
70 Sinclair Road, W14	15.01.25
34 Milson Road, W14	26.09.24
92 Masbro Road, W14	08.10.24
Basement Flat, 101d Sinclair Road, W14	16.01.25
Basement Flat, 56A Sinclair Road, W14	16.01.25
Flat 1, 1-3, Elgin Close, W12	20.01.25
Flat 4, 39 Maclise Road, W14	03.10.24
82A Minford Gardens, W14	21.01.25
10 Rowan Road, W6	13.01.25
30D Sinclair Road, W14	15.01.25
First Floor, 52 Sinclair Road, W14	17.01.25
56A Sinclair Road, W14	16.01.25
Flat 1, 60 Sinclair Road, W14	16.01.25
34 Brook Green, W6	26.09.24
74 Masbro Road, W14	27.09.24
37 Sterndale Road, W14	11.01.25
70 Sterndale Road, W14	15.01.25
130, Sinclair Road, W14	15.01.25
Flat 4, 66-68 Masbro Road, W14	16.01.25
27 Brook Green, W6	16.01.25
Flat 6, 62 Sinclair Road, W14	17.01.25
38 Sterndale Road, W14	10.01.25
2 Sterndale Road, W14	10.01.25
Ashmore House, Russell Road, W14	23.09.24
Flats 1-10, 4 Sinclair Road, W14	18.10.24
26 Applegarth Road, W14	05.01.25
61 Bolingbroke Road, W14	15.01.25
100 Addison Gardens, W14	15.01.25
70 Sinclair Road, W14	16.01.25
17 Applegarth Road, W14	08.01.25
Group objection – Flats 2, 3, 5, 7, 8, 9, 17, 18 and 19	
Ashmore House, 69 Russell Road, W14	08.10.24

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## Officer Report

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### 1. Background

- 1.1. This planning report relates to the submission of a full planning application, for the site known as Olympia Way.
- 1.2. An outline consent, ref. 2018/03102/OUT, was granted in September 2020 for the redevelopment of Olympia Way. The application granted consent for the demolition of the station building, and the erection of buildings up to four storeys in height for flexible Class A1-A4, B1 and D1 community uses. This permission remains extant. Condition 1 of this consent requires the submission

of an application for approval of Reserved Matters no later than 5 years from the date of the permission (so by 9<sup>th</sup> September 2025). In this case an application for the reserved matters (Ref.2022/10294/RES) was subsequently approved in 2023. This has recently expired, although the outline planning permission itself remains in place.

Planning permission was granted in September 2019 for the re-development of the Olympia Exhibition Centre site, hereafter referred to as the Masterplan Consent. This was subsequently amended under s73 in 2020 and again in 2023. The Masterplan consent, as amended, has been implemented and is in the advanced stages of construction. The permission briefly comprises the restoration of existing buildings and the provision of several new buildings for a variety of exhibition, arts and cultural uses, as well as complementary retail, food and beverage, office, co-working and hotel accommodation, alongside new public spaces. The full planning history is set out in section 3 of this report.

- 1.3. The design for Olympia Way has progressed and evolved since the outline and reserved matters consents, and therefore a planning application has now been made to represent the latest proposals. Full planning permission is sought for:

*“the demolition of the existing building adjacent to the station entrance and erection of a 4 storey building for flexible commercial uses (Class E) along with the provision of public toilets, station facilities, cycle parking, the installation of a green roof and PV panels at roof level; b) The installation of 12 no. retail pavilions along Olympia Way for flexible commercial use (Class E); c) landscaping and public realm improvements; d) the replacement of fencing close to the boundary with the rail line; and e) the installation of a screen and the installation of a plinth for the purposes of the display of public art, along with other associated works.”*

## **Mayoral Referral**

- 1.4. Under the terms of the Town & Country Planning (Mayor of London) Order 2008, the Greater London Authority has been notified as the application forms part of a more substantial proposed development on the same land or on adjoining land.
- 1.5. The GLA responded on 8 November 2024 and advised that given the scale and nature of the proposals, they consider that the proposals do not give rise to any new strategic planning issues. As such, the application will not need to be referred to the Mayor of London (at Stage 2 of the referral process) prior to issuing a decision notice.

## **2. Site and Surroundings**

### Olympia Way

- 2.1. The application site comprises Olympia Way and the land to the eastern edge adjoining the railway station from Hammersmith Road in the south to Maclise

Road and the Motorail Car Park to the north. Olympia Way itself is not a public highway but did have one way north bound vehicular access onto Maclise Road prior to the commencement of construction works related to the Olympia Masterplan. Olympia Way at present provides a pedestrian route but is not open to general traffic.

- 2.2. At present, the site accommodates just one permanent building to the north end of Olympia Way. The building, referred to as 'the station building' comprises a vacant retail unit and disused ticket hall. The building further provides some limited facilities for Kensington Olympia Station that are accessed from the station platform. This includes staff welfare and passenger toilets.
- 2.3. Platforms, gatelines and all other operational station areas serving Kensington Olympia Station do not form part of this application. The existing ticket kiosk would also not be affected by this application.

#### Olympia Estate/Masterplan Site

- 2.4. This application does not seek consent for any development within the Masterplan site, nor does it seek any amendments to the Masterplan consent (as amended). Works pursuant to the Masterplan consent are at an advanced stage of construction and are described full in the planning history section of this report.

#### **Site Designations**

- 2.5. The site is partly located within the Olympia and Avonmore Conservation Area, as well as the Heathrow Safeguarding Zone. Several adjacent buildings within the Olympia Estate are subject to statutory listing. Adjoining the site to the north is the Lakeside, Sinclair and Blythe Road Conservation Area, typified by a consistent residential character.
- 2.6. 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 5. As well as Kensington Olympia, the site is near 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. The West London Line green corridor is located adjacent to, but not within, the site boundary.

#### **Surrounding Area**

- 2.7. The areas adjacent to the site are characterised by a range of building types and sizes, although largely by Victorian era residential buildings typically in the range of five storeys in height. To the south-east in RBKC and on the east side of the West London Line the former post-war office buildings of Charles House on the south side of Kensington High Street have been redeveloped for a residential led mix use development and are now known as 375 Kensington

High Street. These buildings provide significant scale and massing in the townscape.

- 2.8. To the west of the site, beyond the Olympia estate are several buildings between three and ten storeys in height in residential and office use, with ten storey office buildings fronting Hammersmith Road. To the north commercial and retail units occupy the ground floors of Maclise Road and the northern part of Blythe Road with medium size Victorian properties.

### **3. Relevant Planning History**

#### **Olympia Way**

- 3.1. Outline consent was granted on 10 September 2020 with the following description of development:

2018/03102/OUT - Outline Planning permission 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.

- 3.2. A non-material amendment (ref. 2022/01293/NMAT) was approved on 16 January 2023 in relation to the outline planning permission, which sought amendments to Condition 3 (Design Code and Parameters) to incorporate amendments to footprint, materiality and layout.
- 3.3. A reserved matters application (ref. 2022/01294/RES) was approved pursuant to the outline planning permission, on 17 January 2023. This has now expired, benefiting only from a two-year period to implement post approval. However, the Outline consent allows for reserved matters applications to be made until September 2025 and therefore remains extant.

#### **Wider Olympia Estate**

- 3.4. The wider Olympia estate has a substantial planning history with Grand Hall opening in 1886, and the adjacent Pillar Hall being a hospitality suite. West Hall has developed over time since being the stables in 1896. National Hall was built in 1923 with Central Hall following in 1929. The Multi-storey Car Park was constructed by 1937.
- 3.5. The original application for the redevelopment of Olympia was granted planning permission and listed building consent in October 2019, known as the 'Olympia Masterplan Development' or 'Masterplan Consent'. This development comprises the restoration of the existing historic buildings as well as the provision of high-quality new buildings for a variety of exhibition, arts and cultural uses, as well as complementary retail, food and beverage, office, co-

working and hotel accommodation, alongside new public spaces. The full description of development read as follows:

2018/03100/FUL and 2018/03101/LBC - 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.

- 3.6. Following the granting of the Olympia Masterplan Development planning permission and listed building consent in 2019, the detailed design of various buildings has been progressed and refined to reflect the business and operational needs of future occupiers and tenants and to enhance the mix of uses provided. Various applications to amend the Olympia Masterplan Development have accordingly been approved, including minor and non-material amendments, and further planning and listed building consents such as the 'drop in' consent for the MSCP building to provide a school and an indoor fitness and leisure use alongside the hotel use which was previously permitted as part of the original Olympia masterplan development. The key permissions are summarised below.

2021/04167/FUL - Erection of a building comprising basement, ground and 7 upper storeys with associated roof level plant for hotel (Class C1), gymnasium (Class E) and school (Class F1) uses incorporating the retention of (and associated alterations to) the remaining elements of the Multi Storey Car Park building. Application approved.

2021/04166/VAR - Minor material amendment to the trigger for submission and/or implementation of details insofar as they relate to Phase 5 and variation of Conditions 53 (Use of Buildings) and 54 (Maximum Floor Space Areas) together with Conditions 1-10; 16-26; 28-38; 40-43; 46-48; 50-52; 56-58; 60-63; 65; 70; 79; 81 and 82 of planning permission ref. 2020/01048/VAR granted 7 January 2021 for the redevelopment of Olympia. Application approved.

2020/01048/VAR - 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. Application approved.

#### **4. Description of Development**

- 4.1. The application seeks full planning permission for the re-development of Olympia Way.
- 4.2. The proposed development consists of two phases; phase 1 would deliver the installation of 12 single storey pavilions along Olympia Way, alongside landscaping and public realm improvements and the replacement fencing. The installation of a screen and plinth on Olympia Way would also form part of this phase.
- 4.3. In phase 2, the existing building adjacent to the station entrance would be demolished and a replacement four storey building erected. This building, referred to as the 'Station Building' would provide office floorspace to the upper floors, a flexible retail/commercial unit to the ground floor and the provision of passenger toilets, station facilities, cycle parking, green roof and PV panels.

#### **Pavilions**

- 4.4. A series of 12 pavilions is proposed along Olympia Way, leading from the junction with Hammersmith Road, towards the proposed station building. Three pavilion models are proposed as described below:
  - Type 1 will feature 3 openable sides, allowing public access into the unit, with the aim to increase transparency between the public realm and interior of the unit.
  - Type 2 features a counter design on the long side facing Olympia Way, aimed at food and beverage tenants.
  - Types 3 and 4 would be a more solid unit, accommodating toilets and shower facilities, alongside cycle storage, MEP and waste facilities for pavilion tenants.
- 4.5. All pavilions will have a vertical metal profile cladding. The pavilions will feature integrated openable shutters, window hatches and doors to match the external metal cladding and sit flush once closed. The shutters will provide security during non-operational hours. A zone for signage to be individually installed by future tenants has been allowed for above the openings of the pavilions along with a projecting 'lollipop' sign.

- 4.6. A flexible Class E use is sought for the pavilions that would allow for a variety of commercial uses to operate, including food and beverage and retail. The units would provide between 15-17sqm of floor space.



*Indicative view of the proposed kiosks and screen, looking south along Olympia Way*

### **Landscaping**

- 4.7. It is proposed to close Olympia Way to vehicular traffic during the hours of 0800 – 2000 daily. During these hours, the majority of Olympia Way would be accessible only to pedestrians and cyclists. Provision would be made for vehicles to drop off and pick up passengers with additional mobility needs from Kensington Olympia Station with access controlled by bollards. Access would also be maintained for emergency vehicles and Network Rail vehicles.
- 4.8. A public realm scheme is proposed along the length of Olympia Way, comprising a series of key landscape character areas:
- Garden: Located to the south of Olympia Way. This space will feature trees and shrub planting. A plinth is proposed in this space for changeable public art.
  - Square: This is further up Olympia Way (past the 'Garden'). It is an uncluttered space which allows for access to the railway line.
  - Crescent: This is a combination of the pavilions and street trees.
  - Alcove(s): These are the spaces between the pavilions away from the main flow of movement.
  - Screen: In combination with entrance to Grand Hall, this is designed to be the key focal point of Olympia Way.
  - Terraces: Located north of Olympia Way Avenue. This space opens up again to accommodate a series of paths and steps to access the public realm and Grand Hall.

- Avenue: Is a broadly uncluttered space to allow access to the various venues. It will be used by pedestrians and cyclists with deliveries restricted to out of hours.
- Station: Located to the north of Olympia Way. This space allows for movement to and from the station.

4.9. The hard landscape palette has been designed to be easily maintainable due to the anticipated footfall and servicing requirements. As part of the soft landscape, a variety of trees are proposed and mixture of species to help improve air quality.



*Indicative view of the 'Garden' area, looking north down Olympia Way*

### **Fencing**

4.10. The existing fencing along the boundary with the railway line which runs the length of Olympia Way, is proposed to be replaced with the installation of a screen (fence). The screen will be located between the pavilions to create a servicing corridor for the servicing of the pavilion units. Access will be provided to the servicing route through integrated doors within the proposed fence screen. The fencing will be constructed as an aluminium frame with extruded diagonal shapes and fine mesh.

### **Screen**

4.11. The screen will be positioned directly across from the Grand Hall entrance. It will mainly serve for wayfinding and promoting events taking place in the



Exhibition Centre. This screen is designed to be a transient feature rather than an event space itself.

## Station Building

- 4.12. The existing station building is proposed to be demolished and replaced with a four-storey station building. The proposed building will accommodate a flexible commercial space on the ground floor (Class E), with commercial office space (Class E (g)) proposed to the upper floors. The building will further provide station facilities (sui generis) including passenger toilets and staff facilities. This building would be broadly in keeping with the station building approved by the Outline consent.



*Indicative view of the Station Building, looking North on Olympia Way*

## Lighting

- 4.13. Lighting is proposed across the site and has been designed to ensure safety of the spaces along Olympia Way. The lighting strategy includes a series of different elements including:

- Lighting on the pavilions itself (front and rear).
- Festoon lighting between each pavilion.
- Back fence lighting behind the pavilions.
- Lighting columns to direct light to each seating area between the pavilions.
- Pocket park spotlights and recessed uplighting for the public art.
- Street lighting.

## Access

- 4.14. Olympia Way is proposed to be car free, with no access for private vehicles. Vehicle Access will be controlled for taxis, emergency vehicles, and deliveries and servicing vehicles. Provision will also be made for the drop off and pick up of railway passengers with additional mobility needs. Delivery and servicing vehicles will be permitted to access Olympia Way outside of the proposed pedestrianised hours of 08:00-20:00. Access to Olympia Way for vehicles will be from Hammersmith Road at the south, and from Maclise Road at the north.
- 4.15. Pedestrian access to Olympia Way will not be restricted, with 24-hour access provided. Pedestrian access will be from Hammersmith Road at the south, and from Maclise Road at the north.

### **Floorspace/Use**

- 4.16. The quantum of floorspace proposed within the station building is set out within the table below. The proposed floorspace is split across the site, with 176sqm proposed within the pavilions and 3,0247sqm proposed within the replacement station building.

Use	Existing sqm GIA	Proposed sqm GIA	Net change sqm GIA
Flexible commercial (Class E)	112	145	33
Rail Station (Sui Generis)	497	100	-387
Office (Class E (g))	0	3,002	3,002
<b>Total</b>	<b>609</b>	<b>3,247</b>	<b>2,648</b>

**Table 1: Proposed Station Building Floorspace**

- 4.17. The following documents have been submitted for approval:

- Existing and Proposed Drawings
- Covering Letter
- Planning Statement
- Phasing Plan
- Design and Access Statement
- Statement of Community Involvement
- Transport Assessment
- Olympia Way pick-up drop-off note
- Acoustic Report
- Townscape, Heritage and Visual Impact Assessment Statement
- Circular Economy Assessment
- Whole Life Carbon Assessment
- Sustainability Assessment
- Energy Assessment

- Fire Statement
- Flood Risk and SUDS Report
- External Lighting Assessment
- Olympia Way Biodiversity Net Gain Appraisal
- EIA Screening Conformity Letter
- EIA Screening Opinion: Daylight/Sunlight Matters - Olympia Way

### **EIA Screening**

- 4.18. In January 2024, the applicant submitted a Regulation 6 screening opinion request. The Local Planning Authority (LPA) issued its screening opinion on 27 February 2024, concluding that the proposed development is not likely to result in significant adverse effects on the environment, given its nature, size, and location, with appropriate mitigation in place. The site is not within or near a sensitive area as defined in the Regulations and does not meet the criteria set out in Schedule 2 of the Regulations. The scheme is not unusually complex and does not pose potentially hazardous environmental effects. The potential impacts are considered to be localized and not significant enough to require a full Environmental Statement. Therefore, in accordance with Regulation 6 of the EIA Regulations 2017 (as amended), the LPA concluded that an Environmental Impact Assessment (EIA) is not required.

## **5. Publicity and Consultation**

### **Consultation Responses**

- 5.1 Greater London Authority (GLA) - The GLA have confirmed their view that the application does not raise any new strategic planning issues. There is therefore no need now to refer the application to the mayor at Stage 2 prior to issuing any decision notice.
- 5.2 Network Rail (NR) – No objection to Phase 1 subject to conditions relating to vehicular access. NR commented on matters relating to the applicant's potential acquisition of the station building (Phase 2). It is pertinent to note that matters of land ownership are not strictly a material planning consideration.
- 5.3 Historic England – No comment
- 5.4 Thames Water – No objection subject to informatives
- 5.5 Environment Agency – No objection
- 5.6 Transport for London (TfL) – No objection subject to conditions securing drop off and pick up arrangements for passengers at Kensington Olympia Station.
- 5.7 TfL (Infrastructure Protection) – No objection subject to conditions and informatives
- 5.8 Royal Borough of Kensington and Chelsea (RBKC) – No objection

- 5.9 Metropolitan Police – No objection
- 5.10 BAA Airport Safeguarding – No objection

### **Residents and Amenity Groups**

- 5.11 Neighbour notification letters were sent to 3,581 properties. Additionally, a site notice was posted on 2 October 2024, and a press advert was published 26 September 2022.
- 5.12 In total 66 objections were received from local residents. The content of the representations received are summarised below.
- Concerns regarding the height and scale of the station building
  - Impacts upon residential amenity (daylight, privacy and noise)
  - Lack of greening/planting
  - Impacts upon the appearance of the surrounding area and conservation area
  - Traffic/highways
  - Pressures on public transport and lack of step free access at Kensington Olympia Station
  - Impacts on surrounding roads because of the pedestrianisation of Olympia Way
  - Light pollution
  - Harm to wildlife
- 5.13 An objection has also been received from “The Street Hub” (group of residents representing 20 streets within Brook Green and Addison wards, north of Olympia). The objections can be summarised as follows:
- 4-storey station building:
    - Too high (will block morning light; darken the Maclise Road thoroughfare; establish a dangerous precedent)
    - Too large (footprint takes up too great; will preclude drainage; area already suffers from flooding risk and building would create further problems for residents).
    - Too vague in its usage (Class E request is unsatisfactory; building is too close to residents for it to be acceptable for commercial usage)
    - Unable to be serviced because of its location and the transport/traffic flow issues already identified in that corner of the development (northern end of Olympia Way will already suffer from congestion due to traffic wanting to access the Motorail carpark, the hotel, new school and Olympia train station).
    - Not serviced by sufficient public transport (insufficient public transport to service the existing Development at Olympia, and current application will worsen this; Olympia station needs safe access/egress).
- 5.14 The Hammersmith and Fulham Historic Buildings Group provided comments in support of the demolition of the existing station building and its proposed

replacement. Concerns were, however, raised regarding the impact of the pavilions on nearby listed buildings and the open character of Olympia Way.

## **Public Engagement**

- 5.1. The applicant has provided a Statement of Community Involvement (SCI) that summarises the public consultation that they undertook prior to the submission of the current planning application.
- 5.2. In this they refer to an in-person consultation event that they hosted in January 2024 to discuss the proposed changes to the extant consent at Olympia Way, at which they state members of the developer team were available to answer questions from residents on the proposals. Invitations were sent to over 7,000 local residents and businesses and 500 email invites were also issued. The SCI states that feedback from the consultation event was almost entirely positive and that residents felt the changes proposed were an improvement to the previously approved scheme.

## **6. Planning Policy Framework**

- 6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise.
- 6.2. 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.
- 6.3. 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).
- 6.4. The statutory development plan comprises the London Plan (2021); the Local Plan (2018) and the Planning Guidance Supplementary Planning Document (2018) (hereafter referred to as Planning Guidance SPD). Several strategic and local supplementary planning guidance and other documents are also material to the determination of the application.

### **National Planning Policy Framework (2024)**

- 6.5. The National Planning Policy Framework (NPPF) (2024) 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.

### **The London Plan (2021)**

- 6.6. The London Plan was published in March 2021 and is the Spatial Development Strategy for Greater London. The Plan provides the strategic planning policies for London, setting out an integrated economic, environmental, transport and social framework for growth over the next 20-25 years. The proposal has been assessed in line with the policies set out in the Plan.

### **The Local Plan (2018)**

- 6.7. The Council Local Plan was adopted 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) and Affordable Workspace SPD (October 2022) are also a material consideration in determining planning applications.

## **7. Planning Considerations**

- 7.1. The main considerations material to the assessment of this application have been summarised as follows:
- The extant consent (ref. 2018/03102/OUT)
  - Principle of development and land use
  - Design and heritage
  - Residential amenity
  - Highways
  - Environmental considerations
  - Accessibility

## **8. Principle of Development and Land Use**

### **Extant Consent**

- 8.1. An outline consent, ref. 2018/03102/OUT, was granted in September 2020 for the redevelopment of Olympia Way. The application granted consent for the demolition of the station building, and the erection of buildings up to four storeys in height for flexible Class A1-A4, B1 and D1 community uses. This permission remains extant. Condition 1 of the outline planning permission requires the submission of an application for approval of Reserved Matters no later than 5 years from the date of the permission (by 9<sup>th</sup> September 2025).
- 8.2. The outline consent defined the maximum heights of the buildings to be delivered along Olympia Way, along with the site layout. The replacement station building was to have a maximum height of 18m (4 storeys) and a linear building along Olympia Way was to have a maximum height of 11m (2 storeys).
- 8.3. The outline consent was varied by way a s96a non-material amendment application, ref. 2022/01293/NMAT. This application was approved in January 2023. The application amended the approved design code and parameters to incorporate amendments to footprint, materiality and layout. The amendments

allowed for curved corners to be introduced to the approved buildings and introduced a contemporary pallet of materials. No amendments were sought to the maximum heights secured in the outline consent.

- 8.4. An application for Reserved Matters Approval (RMA) was submitted to LBHF, ref. 2022/01294/RES, and approved in January 2023. The RMA has now expired as it was not implemented within two years of the decision date. This does not preclude the ability of the developer to submit a further application for Reserved Matters Approval prior to the September 2025 deadline set in the outline consent.
- 8.5. The extant outline consent is a key material consideration in the determination of the current application. A fallback position must be considered where a developer could feasibly and lawfully implement an alternative development.
- 8.6. Case law has established important principles regarding the use of fallback positions in planning decisions. In the case of **R v Secretary of State for the Environment and Havering BC (1998) EnvLR 189**, the court set out three critical elements to assess the fallback position: the lawful ability to undertake the fallback use, the likelihood or real prospect of such use occurring, and a comparison between the proposed development and the fallback use. This means that for a fallback position to be relevant, it must be legally permissible, realistically likely to happen, and comparable to the proposed development in terms of impact.
- 8.7. The outline consent remains extant until September 2025 which would allow sufficient time for the submission of a further Reserved Matters Consent to LBHF. The fallback use could therefore be lawfully implemented, subject to securing RMA approval and the discharge of any relevant conditions. The station building, as proposed by the current application, is near identical to that approved by the outline consent regarding height, scale, massing and land uses. There is a clear desire by the developer to redevelop the station building site and it can therefore be accepted that there is a real prospect of the fallback use occurring. Officers would therefore conclude, having regard to relevant case law, that the developer benefits from a valid fallback position in relation to the station building.
- 8.8. The NPPG (National Planning Policy Guidance) further advises that a Local Planning Authority could be considered to be behaving unreasonably where they fail to grant a further planning permission for a scheme that is the subject of an extant or recently expired permission where there has been no material change in circumstances. The NPPG further emphasises the need for LPAs to determine similar cases in a consistent manner. The implementation of the Olympia Masterplan scheme has resulted in a change to the wider site context. However, the Olympia Way outline consent was considered alongside the Olympia Masterplan and was subject to cumulative assessments within the Environmental Statement. The current scheme is therefore being considered within the same context of the outline consent – i.e. with the Olympia Masterplan.

- 8.9. The current application must therefore be considered against the valid fallback position afforded by the extant outline consent. The outline consent allowed for a four-storey station building with a maximum height of 18m. The current application would maintain the siting and footprint of the station building and would have a maximum height of 18.5m, set behind a 19.6m high parapet. The principle of a four-storey building of this siting and footprint has been established through the outline consent and decision makers are required to give significant weight to this fallback position.

### **Land Use – Station Building**

- 8.10. The application proposes to demolish the existing Kensington Olympia station building and to replace it with a four-storey mixed use building. At present, the station building is accessed from the station platform only and provides passenger toilets and limited staff facilities. The ticket hall has been disused for many years. The existing ticket office comprises a small structure on the station concourse and does not form part of this application. The station building has a small retail unit, last occupied by a newsagent, but has been vacant since 2015.
- 8.11. The replacement building would re-provide passenger toilets and railway staff facilities as well as a flexible Class E unit, annotated as a retail unit on the proposed plans, to the ground floor. The remaining floor area would accommodate an office and the associated cycle and refuse storage.
- 8.12. **Policy TLC4 of the Local Plan** seeks to protect retail units within non-designated parades, clusters and corner shops. The justification for the policy emphasises the importance of these units for providing goods and services to local residents.
- 8.13. The existing retail unit, measuring 112sqm, benefits from an unfettered Class E use. This would allow for any uses within Class E to lawfully operate from the unit without the need for planning permission. The replacement unit would measure 145sqm, thus resulting in a small increase in commercial floorspace. The reprovision of this unit is welcomed in line with the aims of Policy TLC4. **Policy TLC1 of the Local Plan** requires the submission of a retail impact assessment for out-of-town proposals exceed 300sqm. This is not considered to apply to this development noting that the additional retail floorspace would total only 33sqm and the gross floorspace would fall below 300sqm.
- 8.14. There would be an overall reduction in the operational station floorspace through the loss of the long disused ticket hall. There would be a replacement of the existing staff facilities and station office, and passenger toilets would be re-provided. As such, the reduction would not see the loss of any current operational floorspace and would instead provide renewed facilities. This is considered acceptable.

### **Land Use – Station Building Offices**



- 8.15. The proposed development would deliver 3,002sqm of office floor space across the ground and upper floors of the station building. This is broadly in line with the quantum approved by the outline consent (3,200sqm) which is a material consideration to which substantial weight should be given.
- 8.16. 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 and Arts companies in the borough 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.
- 8.17. **Policy E1 of the Local Plan** states 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
  - b) regard in particular to local impact, the nature of the surrounding area, and
  - c) public transport accessibility;
  - d) impact upon small and medium sized businesses that support the local
  - e) community;
  - f) scale and nature of employment opportunities generated in the new
  - g) development;
  - h) whether there will be displacement of other uses such as community facilities
  - i) or housing; and
  - j) the Hammersmith and Fulham Economic Growth Plan and the council
  - k) economic strategies.
- 8.18. Policy E1 goes on to state that large office developments, exceeding 2,500sqm, will generally be discouraged outside of town centres and opportunity areas. This is unless it can be demonstrated that provision cannot be made within the aforementioned areas.
- 8.19. Policy E1 is supported by the Council's Employment Land Study which forms part of the Local Plan evidence base. The study identifies a number of sub-markets for offices across the borough that fall outside of town centres. Kensington Olympia is identified as a sub-market with potential for future supply of office floorspace. Policy E1 of the London Plan supports the consolidation and extension of office developments in existing clusters.
- 8.20. Part E of Policy E1 requires consideration of H&F's economic growth plan and other economic strategies. The Council has recently published 'Upstream London' which sets out the borough's vision for high economic growth. The Olympia development is identified as an important contributor to the goals of the strategy which includes the continued support for the arts

and culture sector within the borough. The delivery of further office floorspace at Olympia Way would support the creation of a localised Olympia sub-market with occupiers benefiting from proximity to other commercial and creative uses across the wider estate. This in turn will allow for further employment opportunities to be created in line with Part C of the policy.

- 8.21. It is accepted that the development would be outside of a designated town centre or opportunity area, and would exceed 2,500sqm of office floorspace. However, the office floorspace would help further the cumulative benefits of economic growth and job creation that will be delivered across the wider Olympia masterplan site. Furthermore, there is an extant consent for an office development at this site which must be given material weight when determining this application. Therefore, on balance, the office development is considered acceptable in principle.

### **Pavilions**

- 8.22. A total of 12 individual pavilions are proposed along Olympia Way, of which 10 would provide flexible commercial spaces falling within Use Class E. The remaining 2 pavilions would accommodate ancillary cycle storage and toilet facilities for employees.
- 8.23. Each of the commercial pavilions would provide between 15 – 17sqm of flexible floorspace that would allow for a range of uses. It is anticipated that the uses would be complimentary to the function of the wider Olympia estate and could vary from small scale food and drink or retail offers to uses specifically relating to a current exhibition. The pavilions would support the historic and well-established exhibition use as well as supporting the emerging leisure and entertainment uses consented as part of the Masterplan. The introduction of the small-scale commercial uses along Olympia Way is therefore considered acceptable in principle.

### **Employment and Skills**

- 8.24. **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.
- 8.25. A comprehensive demolition, construction and operational phase package of employment and skills obligations has been previously secured under the Outline and Masterplan consents. The obligations cover both the Masterplan and the Olympia Way development and include apprenticeships, work placements and a skills and training contribution of £7,098,000. Additionally, an employment and skills contribution of £1,914,500 was secured under the Masterplan and Olympia Way legal agreement to be applied by the Council in the promotion of the training opportunities available. The quantum of development would reduce as a result of the current application through the reduction in commercial floorspace. Nevertheless, the legal agreement for the current application will secure the delivery of the obligations as set out in both the Outline and Masterplan agreements.

## **Affordable Workspace**

- 8.26. Policy E1 of the Local Plan requires the delivery of flexible and affordable space for small and medium enterprises in large new business developments.
- 8.27. Policy E1 (g) of the London Plan requires that development proposals related to new or existing offices should take into account the need for a range of suitable workspace including lower cost and affordable workspace
- 8.28. The LBHF Affordable Workspace SPD (2022) confirms that the Council will take a flexible approach to affordable workspace proposals, focussing on key policy objectives, social value and optimal outcomes. Affordable workspace can comprise a range of different options to meet local need including start-up spaces, rental discounts and flexible leases.
- 8.29. Affordable Workspace has been secured in both the Olympia Way outline consent and the Olympia Masterplan consent. The obligation requires the delivery of a quantum of affordable workspace equivalent to 5% of the total area of the office floorspace consented across the two schemes. The affordable workspace is required to be delivered within the Olympia Way development prior to the first occupation of any relevant office floorspace across the two schemes. If this is not feasible, for example if the Olympia Way development would not be completed until after the first occupation of the Masterplan office development, then the affordable workspace must be provided within the Masterplan site. The outline and masterplan consents also secured a financial contribution of £10.5m towards the delivery of offsite affordable workspace. A variation to the Masterplan consent, ref. 2020/01048/VAR, secured a further £2.5m towards offsite affordable workspace. These contributions have been paid and as such will not be sought again within the legal agreement for the current application.
- 8.30. It is proposed that the affordable workspace obligations are replicated within the legal agreement pursuant to this application. The affordable workspace obligations secured in the outline and masterplan consents remain consistent with current policy. The current proposal would not see an increase in office floorspace and as such the obligation, as presently worded within the relevant legal agreements, remains sufficient.

## **9. Design, Heritage and Townscape**

### **9.1. Policy Context**

- 9.1.1. **London Plan (2021) Policy D3 Optimising site capacity through the design-led approach** advises that all development must make the best use of land by following a design-led approach that optimises the capacity of sites. The design-led approach requires consideration of design options to determine

the most appropriate form of development that responds to a site's context and capacity for growth, and existing and planned supporting infrastructure capacity, considering form and layout, experience, alongside consideration of quality and character.

- 9.1.2. **Policy D4 Delivering good design** advises that where appropriate, visual, environmental and movement modelling/ assessments should be undertaken to analyse potential design options for an area, site or development proposal.
- 9.1.3. **The NPPF (2024)** 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.
- 9.1.4. Para 135 of the NPPF states:

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.

- 9.1.5. The Council's **Local Plan Policies DC1 and DC2** 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. 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.

## 9.2. Site Context and Designations

- 9.2.1. The application site forms the historic approach to the entrance of the Olympia Exhibition Centre, spanning the area between the West London Line and the exhibition centre. The proposals relate to the public realm on Olympia Way which is a private road and to the postwar Kensington Olympia Station building which contains accessible toilet facilities for railway passengers which are entered directly from the northbound platform at Kensington Olympia Station. The station itself is not currently accessed from Olympia Way through the station building, the passenger entrance to the station from Olympia Way located to the south beneath a canopy.
- 9.2.2. Outline planning permission (2018/03102/OUT) has previously been granted for the replacement of the existing Kensington Olympia Station building with a new four storey building, the erection of a shallow linear range development stepping up from one to two storeys enclosing the east side of Olympia Way adjacent to the West London Line, and public realm improvements to Olympia Way.
- 9.2.3. The wider Olympia Exhibition Centre is currently being redeveloped in accordance with the Olympia Masterplan scheme as approved under 2018/03100/FUL and 2018/03101/LBC and amended through subsequent applications.
- 9.2.4. Most of the application site is situated within the Olympia & Avonmore Conservation Area, but part of the application site including the station building itself is located outside of any Conservation Area. The application site is located adjacent to the Lakeside/Sinclair/Blythe Road Conservation Area in H&F.
- 9.2.5. The Grand Hall and Pillar Hall at Olympia Exhibition Centre dating from 1886 are listed at Grade II\* and were designed to face the railway station which was the main point of arrival when they were originally built. The National Hall dating from 1923 is listed at Grade II and occupies the corner of Olympia Way and Hammersmith Road. Together these three exhibition halls form an impressive group of buildings with a civic quality of architecture and enclose the western side of Olympia Way. At the northern end of Olympia Way, the former Olympia Multi-Storey Car Park dating from 1936 is listed at Grade II but is in the process of being extensively remodelled for alternative uses including a hotel and school as part of the consented Olympia Masterplan which has involved almost complete demolition and substantial harm to its significance. There are various other listed and listed curtilage buildings at the Olympia Exhibition Centre including the boiler house chimney which is visible from Olympia Way through the gap between Grand Hall and Pillar Hall. The Grade II listed retained façade of the former Olympia Central exhibition hall dating from 1929 fronts Hammersmith Road and has been incorporated into the office tower which is nearing completion as part of the consented Olympia Masterplan.

9.2.6. The application site falls within the settings of two Grade II listed telephone kiosks on the north side of Maclise Road.

9.2.7. The site is located close to the Borough boundary with RBKC and there are various designated heritage assets on the eastern side of the West London Line within RBKC.

### 9.3. **Significance of Heritage Assets**

9.3.1. Olympia Exhibition Centre - 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. 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.

9.3.2. Grand Hall and Pillar Hall (listed at Grade II\* under a single listing entry) - 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.

- 9.3.3. National Hall and Olympia Central (listed at Grade II under a single listing entry) - 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. 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.
- 9.3.4. Olympia Multi-Storey Car Park (listed at Grade II under a single listing entry) - The Olympia Multi-Storey Car Park was listed at Grade II in September 2018 but has since been largely demolished with substantial harm to its significance. The list description indicates that the significance of the multi-storey car park lay 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 was also listed for bold streamline design and its architectural interest as an important work of Joseph Emberton, architect of Olympia Central.
- 9.3.5. Olympia and Avonmore Conservation Area - 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.
- 9.3.6. Lakeside/Sinclair/Blythe Road Conservation Area - Lakeside/Sinclair/Blythe Road Conservation Area lies immediately to the northwest 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.

#### 9.4. **Assessment**

- 9.4.1. The development is proposed to be undertaken in phases with the public realm elements being undertaken first and the replacement station building as a second phase.
- 9.4.2. The public realm (i.e. elements B-E within the application description) has been redesigned since the previous Outline consent was approved. The previously consented range development alongside the West London Line, which had been identified as causing harm to heritage assets, has been omitted. Instead, the public realm and the setting of the listed buildings would have a more spacious feel, with single storey pavilions arranged within the public realm on the eastern side of Olympia Way, occupied by uses capable of providing activation and animation to the public space. This would be consistent with the design approach taken to the surroundings of other major event venues and would provide more flexibility to trial different tenancies and tailor the retail offer and displays to events being held at Olympia Exhibition Centre. It would also allow the significance of the designated heritage assets to be better appreciated and preserve views of the listed buildings from platform level at Kensington Olympia Station.
- 9.4.3. The proposed retail pavilions would be detailed with a strong patterned diagonal motif in bronze coloured aluminium cladding panels. Two different model designs incorporating variations of countertop and window openings would be approved to allow for flexibility for future occupiers depending on the nature of the tenant's business. At night the pavilions would be secured as the metal projecting canopies would be lowered to form screens to the countertop and window openings. Each pavilion would incorporate external lighting and signage zones, and the quality of external materials would be secured by condition.
- 9.4.4. The public realm along Olympia Way is proposed to consist of different character areas, responding to the series of entrances to the listed buildings and providing space for pedestrian movement and more informal spaces for visitors to gather or take a rest. At the southern end of Olympia Way, a garden area is proposed to create a visual and acoustic buffer to traffic along Hammersmith Road. A 'square' and 'crescent' are proposed as the setting for the retail pavilions in front of the eastern façade of National Hall. A gathering space would be created at the widest point of Olympia Way in front of the entrance to Grand Hall, where it is proposed to create an informal area for screenings on the digital screen. Further north the public realm would take the form of an arrival space in front of the entrance to Kensington Olympia Station. The proposals incorporate a significant uplift in the quantum and quality of soft landscaping including the provision of replacement tree planting.



- 9.4.5. The existing wire fence to the West London Line would be removed and replaced with a new high quality boundary treatment softening the visual impact of the railway infrastructure in views from Olympia Way. The design of the fence would take its articulation from the pleats of the Grand Hall Arch, the Public Realm canopy and the office tower above the retained façade of Olympia Central. It would screen the external service corridor and refuse stores at the rear of the retail pavilions from the public facing areas of Olympia Way. The fence would be constructed as an aluminium frame with extruded diagonal shapes having been informed by the design and materials of the recent extensions to the Olympia Exhibition Centre, to create a legible pattern of stylistic details and a consistent palette of external materials across the wider estate. The quality of external materials would be secured by condition.
- 9.4.6. The boundary treatment would incorporate the structure for a digital screen facing towards the pedestrianised Olympia Way. The digital screen could be used to stage screenings or to display information about events at Olympia Exhibition Centre. The visual impact of a digital screen within a busy pedestrian environment outside a major events venue and surrounded by public space and buildings of significant scale is considered acceptable in principle. Advertisement Consent would be required for the use of the screen to display advertisements. Either side of the digital screen are two ancillary pavilions (types 03 and 04), subservient in scale to the retail pavilions, which would provide toilet and cycle storage facilities for those working in the retail pavilions. The ancillary pavilions would have similar stylistic details and the same external material palette as the retail pavilions.
- 9.4.7. The public realm proposals represent a significant upgrade on the existing situation and would have a transformative effect on the quality of public space at the main point of arrival to Olympia Exhibition Centre from Kensington Olympia Station. The existing functional access road and boundary treatment to the West London Line would be redesigned to create a safe and accessible civic space with high quality hard and soft landscaping that prioritises pedestrian activity and creates new opportunities to appreciate the significance of the listed buildings.
- 9.4.8. The character and appearance of the Olympia & Avonmore Conservation Area and its setting, the setting of the adjacent Lakeside/Sinclair/Blythe Road Conservation Area and the settings of adjacent listed buildings would be enhanced by the public realm proposals. There would be no harm to the settings of heritage assets in RBKC.
- 9.4.9. The existing station building benefits from an extant outline planning permission (2018/03102/OUT) for redevelopment with a building of similar height and massing to the current proposal (element A of the application description). The principle of demolishing the existing station building has already been established as being acceptable in principle given its lack of architectural or historic interest.

9.4.10. The ground floor of the proposed building incorporates the opportunity for the commercial use to provide an active frontage to Olympia Way and the rear part of the ground floor provides accommodation for accessible toilet facilities for railway passengers which would be accessible directly from the northbound platform. The long-term operation and maintenance of the accessible toilet facilities would be secured by condition. The scale and massing of the proposed building would provide an appropriate level of enclosure to the northern end of Olympia Way and complements the scale of the redeveloped Olympia Multi-Storey Car Park building on the opposite side of Olympia Way. It would also improve the legibility of the passenger entrance to Kensington Olympia Station, which is currently relatively concealed, with opportunities for high level station signage to be visible from the length of Olympia Way. The upper floors of the office accommodation would consist of punched windows in a horizontal alignment within aluminium cladding panels with details of external materials and colour pattern to be secured through conditions. The proposed building would assist with place marking as part of the wider redevelopment of the Olympia Estate and would represent a significant improvement in terms of the quality of the design of the built environment at the main point of entry to the Olympia Exhibition Centre. The setting of the Olympia & Avonmore Conservation Area, the setting of the adjacent Lakeside/Sinclair/Blythe Road Conservation Area and the settings of adjacent listed buildings would be enhanced by the public realm proposals. There would be no harm to the settings of any heritage assets in RBKC.

## 9.5. **Conclusion**

9.5.1. The proposals would be well designed and would represent a high quality of urban design and landscape design which would preserve the significance of the Conservation Area and its setting and preserve the settings of adjacent heritage assets in accordance with s.66 and s.72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Local Plan Policies DC1, DC2, DC8 and OS5 and Planning Guidance SPD Key Principles CAG1, CAG2, CAG3 and CG6.

## 10. **Residential Amenity**

10.1. **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 **Policy DC2** states that all new builds must be designed to respect good neighbourliness and the principles of residential amenity.

10.2. **Paragraph 130 (c) of the NPPF** states that Local Planning Authorities should refuse applications which they consider fail to make efficient use of land for housing, and in this context, authorities should take a flexible approach in applying policies of guidance relating to daylight and sunlight, where they would otherwise inhibit making efficient use of a site.

### 10.3. Daylight, Sunlight & Overshadowing

- 10.3.1. **The BRE Guidelines** are typically used to assess daylight and sunlight. The Guideline sets out methods for assessing daylight into a room including the Vertical Sky Component (VSC) method and plotting of the no-skyline 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.
- 10.3.2. A daylight, sunlight and overshadowing assessment has been submitted which includes an assessment of the impacts arising from the four-storey station building. The pavilions buildings are excluded from the assessment, but this approach is considered appropriate given their siting and limited scale and massing. The nearest facing residential windows to the pavilions serve buildings along Russell Road and are set at approximately 55m from the pavilions and associated screening, separated by the railway, station platforms and community gardens. It can therefore be concluded that there would be no adverse impacts upon daylight, sunlight or overshadowing afforded to residents of the buildings arising as a result of this element of the development. It is further noted that the two-storey linear building was subject to a full assessment in the extant Outline consent. This building was of a substantially larger scale than the now proposed pavilions and screening. The assessment concluded that 70 Manston House, 71 Ibberton House, 72 Oakeford House, 73 Rushmore House, and 74 Shillingstone House Russell Road would not have received any alteration in the amount of direct sunlight received with all having more than 2 hours or more direct sunlight for between 94% and 98% of the day which is well in excess of the 50% BRE guide.
- 10.3.3. The effect of overshadowing the areas of these properties is considered negligible with a slight increase in transient overshadowing at the amenity area of 69 Russell Road Ashmore House between 3-4pm on 21st March; 2-4 Sinclair Road at 7am and 2-8 Sinclair Road at 8am on 21st June; There will not be any overshadowing on 21st December.
- 10.3.4. An assessment of the daylight and sunlight impacts on the nearest residential receptors is provided below. The impacts do not change from those assessed in the extant consent.
- 10.3.5. 1 Sinclair Road. One window will fall below BRE sunlight criteria with a reduction of 22% which is just above the 20% BRE guideline and serves a bedroom and is considered acceptable.
- 10.3.6. 14 Sinclair. Three south-east facing bedroom windows will experience alterations in sunlight during the winter in excess of 40%. However, all three

meet the BRE criteria for total sunlight and are considered to receive sufficient sunlight over the year to be acceptable. The overall impact is considered acceptable and commensurate with an urban location.

- 10.3.7. 12 Sinclair Road. Two windows fall below the BRE sunlight criteria. One window will experience a significant drop in winter sunlight but will retain 23% APSH which is just below the expected 25%. The other window will see a significant impact on winter sunlight however currently experience 3% probable winter sunlight hours, which is just under the 5% guideline and would fall to 0%; total sunlight would change to 22% just above the APSH guideline of 20% BRE guideline and will retain 18% APSH. The overall impact is considered acceptable and commensurate with an urban location.
- 10.3.8. 10 Sinclair Road. Five windows would fall below the BRE sunlight guidelines. One would see an alteration of winter sunlight of 40%, however would fully comply with APSH criteria and would receive sufficient sunlight through the year. Three windows would fall below the BRE criteria for total sunlight: one window sees an alteration of 25%, one window 35% and the other 40%. All three achieve less than 20% APSH in the current context which is below the 25% guideline. The remaining window falls below BRE guidelines for total and winter sunlight with an alteration of 40% in the winter with a moderate alteration of 31% in total sunlight and retaining an APSH of 20%. All five rooms are east and south-east facing bedrooms and on balance overall impact is considered acceptable and commensurate with an urban location.
- 10.3.9. 8 Sinclair Road. Four windows would fall below sunlight guidelines for total sunlight: one an alteration of 27%, the other three in excess of 40% however all four currently achieve less than 14% APSH which is below the BRE 27%. Two further windows fall below the guidelines for both total and winter sunlight. All six of these rooms are east and south-east facing bedrooms. Two windows would see not fully comply with VSC under BRE and experience a negligible effect. One would see a reduction of 22%, marginally above the BRE guide of 20%, the other a reduction of 34% however this is a bedroom that currently experiences a VSC of 6% and reduces to 4%. There are no impacts on NSL. The overall impact is considered acceptable and commensurate with an urban location
- 10.3.10. 6 Sinclair Road. Six windows fall below the sunlight criteria for total and winter sunlight with both seeing changes of 40% of winter sunlight although both will retain 2% and 3% winter probable sunlight hours and 19 and 23% APSH. Three windows will see alterations in APSH over 40% although all currently achieve under 14% APSH. One window will fall below the criteria for total sunlight in excess of 40%. All six rooms are bedrooms and east and south-east facing and receive limited sunlight hours. Four windows would fall below the BRE VSC criteria with alterations of between 20-26%. Three of these windows serve bedrooms and the other a kitchen at basement level which retains a VSC above 24%. There are no impacts on NSL. The overall impact is considered acceptable and commensurate with an urban location.

- 10.3.11. 4 Sinclair Road. Two windows fall below the winter and total sunlight criteria, one a reduction of winter sunlight between 30-30.9% and an alteration of APSH between 20-29.9%; the other a reduction in winter sunlight of over 40% an APSH alteration of 3-39.9%. However, these windows retain 1% and 2% winter probable sunlight hours and 14% and 19% APSH. Four further windows fall below the APSH criteria with one between 30-39.9% and the other three over 40%. All four currently achieve less than 17% APSH. All six windows are east and south-east bedroom windows. Five windows would be impacted and fall below the BRE VSC criteria and have reductions between 22-27%. Three of these serve bedrooms and the other two kitchens at basement and ground floor and retain VSC of 20%. Two of the bedrooms would see reductions of 21% and 36%. All rooms meet NSL criteria. The overall impact is considered acceptable and commensurate with an urban location.
- 10.3.12. 2 Sinclair Road. Fifteen windows fall below the BRE for total and winter sunlight. Four experience a loss from a current APSH of 2% to 0%; eleven windows see a significant reduction in APSH with five windows having an existing context of less than 9% which is far below the 25% criteria. Twenty windows would fall below BRE VSC criteria, eleven see alterations of between 20-29.9%, five see reductions of 30-39.9% and four alterations of 40%+. Of these twenty windows, thirteen serve bedrooms. Four basement windows retain a VSC above 13% which is not unusual for such rooms in an urban location. The remaining three at ground to third floor retain VSC of over 18%. 19 rooms would meet NSL criteria, and the impacts would be negligible. One bedroom would see an alteration of 25%. One room would see an alteration of between 30-39.9% and retain daylight distribution of over 65% and is considered acceptable. Two rooms would see an alteration of NSL above 40%. The overall impact is considered acceptable and commensurate with an urban location.
- 10.3.13. 69 Russell Road, Ashmore House. Eight rooms would fall below the BRE criteria for NSL daylight compared to the masterplan application alone due to the massing at Olympia station, however all eight rooms are considered less sensitive bedrooms. The ES concludes the impact to be minor adverse, i.e. not significant. The overall impact is considered acceptable and commensurate with an urban location.
- 10.3.14. 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 proposed Development would provide acceptable levels of amenity to existing receptors who will continue to enjoy acceptable levels of amenity even where reductions in current levels of daylight or sunlight will take place beyond those recommended by BRE guidelines. Together with 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.

## 10.4. Privacy and Overlooking

10.4.1. The proposed station building would be set back approximately 35m from the nearest facing habitable window to the east on Russell Road. Russell Road is separated from the site by a railway and community gardens. The separation between the two buildings would prevent any unacceptable views being achieved of the residential units.

10.4.2. The distance between the west (front) elevation of the station building and the nearest facing habitable window on Sinclair Road is approximately 20m. This distance is generally considered appropriate in an urban environment; however, it is accepted that there may be a degree of perceived and actual overlooking that has not previously been experienced by residents. A condition will secure a scheme of obscure glazing to prevent views being achieved of Sinclair Road properties from the upper floors of the station building. Subject to this condition, it is considered that the proposals comply with Policy D3 of the London Plan and Policies HO11 and DC2 of the Local Plan.

## 11. Highways

### 11.1. Policy Context

11.1.1. **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.

11.1.2. **London Plan Policy T6** sets 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 in relation to hotel and leisure uses as well as blue badge parking at **Policies T6.4 and T6.5**. **London Plan Policy T5** sets out the requirements for cycle parking in accordance with the proposed use.

11.1.3. **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'.

11.1.4. **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”.

11.1.5. **Local Plan Policies T3, T4, T5 and T7** relate to opportunities for cycling and walking, vehicle parking standards, blue badge holders parking and construction logistics. **Local Plan Policy CC7** sets out the requirements for all new developments to provide suitable facilities for the management of waste.

## 11.2. **Vehicular Access**

11.2.1. The proposal would pedestrianise Olympia Way, closing access for motorised vehicles from 08:00-20:00 daily. The proposal would deliver a high-quality pedestrian environment connecting Olympia London and Kensington Olympia Station and would include cycle parking facilities and a bi-directional cycle lane improving cycle access between Kensington Olympia Station and the proposed Transport for London Cycleway 9 scheme on Hammersmith Road.

11.2.2. Except for vehicular access to Kensington (Olympia) station, delivery and service access, and emergency vehicles, the proposed development will be car-free. An operational note has been submitted which outlines how Olympia Way is intended to operate following completion of the Olympia Masterplan development, when the street will become pedestrianised between 08:00 and 20:00. Vehicular access to Kensington Olympia Station is intended to facilitate drop offs and pick-ups for passengers with additional mobility needs.

11.2.3. It is proposed that vehicle access to Olympia Way will be controlled using Hostile Vehicle Mitigation (HVM) Impact Rated fixed and retractable bollards. For operational resilience, there will be a variety of methods for vehicles to gain permission to access Olympia Way, including Automatic Number Plate Recognition (ANPR), key fob access, and manual override control.

11.2.4. Northbound access from Hammersmith Road will be primarily controlled by an ANPR system linked to Olympia’s computerised booking control system (Voyage Control). Vehicles registered on the Voyage Control system will be recognised by the ANPR cameras, which will enable access by lowering the retractable bollards automatically.

11.2.5. There will also be a short length of two-way road in front of the Kensington (Olympia) Overground Station, that can be accessed by vehicles from Maclise Road through the northern HVM bollard line. A 24hr intercom system will be in place to facilitate access to the pick-up/drop-off area outside of the Kensington (Olympia) Overground Station. This access is to be facilitated to allow for passengers with additional mobility needs to be dropped off/picked up adjacent to the station entrance. Access will be requested through the intercom system; the Olympia Estate team will also have an access key that will allow for the retractable bollards to lower if a vehicle needs access to Olympia Way.

11.2.6. At both access points clear signage will be installed to communicate contact arrangements and telephone numbers for drivers to use in emergency access situations. The telephone numbers will be kept up to date and will connect the driver to the Olympia Estate team, who will be available 24/7. The specific contact details to be included on these signs will be agreed at a later stage. Station staff will be issued with a manual override key for the retractable bollards, providing contingency should out-of-hours access be required.

11.2.7. This proposed arrangement is considered acceptable in principle subject to the below being secured by way of condition:

- Further details of the operational management plan for Olympia Way (as set out in the operational note);
- Wayfinding strategy including details of the wayfinding around Olympia Way and the wider Olympia Masterplan. This should include wayfinding measures for disabled users/visitors to the site;
- Inclusive Access Management Plan to include details of access, wheelchair accessible provision, and facilities to accommodate hearing and sight impairments within all areas of the application site.

### 11.3. **Surrounding Highway Network**

11.3.1. The key roads forming the highway network in the vicinity of the application site are Olympia Way to the west, Maclise Road to the north and Hammersmith Road to the south.

11.3.2. Olympia Way is a private road that bounds the east of the wider Olympia Estate and is to the west of the Olympia Way North and Olympia Way South sites. Maclise Road provides access to the north of the site. Between Olympia Way and Sinclair Road, Maclise Road is a two-way highway to provide access to the Motorail car park. However, between Sinclair Road and Beaconsfield Terrace Road, Maclise Road is one-way for westbound traffic.

11.3.3. Hammersmith Road routes along the southern border of the Olympia London estate and provides southern access to Olympia Way. Hammersmith Road is a key route forming part of the Strategic Road Network (SRN).

### 11.4. **Pedestrian Accessibility**

11.4.1. The site is in an area with an established network of footways and pedestrian facilities, including lit footways on Beaconsfield Terrace Road and Maclise Road. The site is bounded to the south by Hammersmith Road, which has established footways on the northern and southern sides. Signalised pedestrian crossings on Hammersmith Road are located at the junction with Edith Road and the junction with North End Road.

11.4.2. It is proposed that Olympia Way will be an 'active travel priority space' that is closed to motorised traffic between 8am – 8pm. Pedestrian access to the site will be provided at both the north-end from Maclise Road and from the south-



end from Hammersmith Road, in addition to the L2 public realm within the Olympia masterplan development. Each pavilion would be accessible to pedestrians from the west, at ground level. Access to the station building would be provided at ground level, on the western side of the building.

## **11.5. Cycle Accessibility**

- 11.5.1. The site benefits from good cycling connectivity. Cycleway 9 (C9), a segregated cycle track running from Hounslow in the west, to Olympia London in the east, is a committed TfL scheme to be constructed running east-west along the northern edge of Hammersmith Road to the south of the Olympia Estate. The cycleway will provide a strategic eastbound and westbound access to the site for cyclists. Cyclists will be able to cycle the entire length of Olympia Way, to access cycle parking or specific elements of the wider development.
- 11.5.2. Olympia Way will be accessible to cyclists, to facilitate access to cycle parking or specific components of the wider development. Eastbound cyclists will turn left off C9 to access Olympia Way and westbound cyclists will access the site by using the right-turning facility on Hammersmith Road, or by crossing at the signalised pedestrian crossing west and turning around in the eastbound cycle lane.

## **11.6. Public Transport Accessibility**

- 11.6.1. Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a point of interest to the public transport network, considering walk access time and service availability. PTAL is categorised in 6 levels, 1 to 6, where 6b represents the highest level of public transport accessibility and 1 the lowest.
- 11.6.2. The TfL WebCAT Planning Tool has been used to calculate the PTAL for the application site. The results show that the site has a PTAL of 5, which is a very good level of public transport accessibility. As well as Kensington Olympia, the site is near Barons Court and West Kensington underground stations. Bus services also operate at multiple stops on Hammersmith Road which facilitate shorter journeys by public transport.
- 11.6.3. Kensington (Olympia) (District Line and London Overground), Barons Court (Piccadilly Line) and West Kensington (District Line) are within a 5, 10 and 12-minute walk of the site, respectively.
- 11.6.4. The closest bus stops to the site are located on Hammersmith Road. During the current construction on the Olympia estate, eastbound buses stop at Stop J on the north side of Hammersmith Road. The pedestrian route to this stop is approximately a 4-minute walk (320 metres). Westbound buses stop at Stop E on the south side of Hammersmith Road. The pedestrian route to this stop is approximately a 3-minute walk (150 metres) and requires crossing at a signalised pedestrian crossing on Hammersmith Road. Stop K (eastbound) and Stop D (westbound) on Hammersmith Road, which are currently suspended, will operate as the closest bus stops to Olympia Way upon project completion and are both less than 75 metres from the site.

## 11.7. Car Parking

- 11.7.1. The Olympia Way application does not propose the provision of any car parking for any of the proposed uses.
- 11.7.2. The Olympia London estate currently has one car park, the Motorail car park. The car park is located on Maclise Road, at the north of Olympia Way. The capacity of the Motorail surface car park is 220 car parking spaces and has a 4m height restriction. The car park is accessed from Maclise Road, via Sinclair Road and can be accessed from 7am (Monday to Saturday) and from 8am (Sunday) until 10pm. The existing multi storey car park (MSCP) is being redeveloped as part of the wider Olympia Masterplan redevelopment, and as such, will not provide any additional off-street parking.
- 11.7.3. The Olympia Masterplan application includes the provision of a new underground car park to be accessed directly from Hammersmith Road, located under the new logistics centre Central Hall. The new car park will have capacity for up to 181 car parking spaces or 82 large vans (Luton Vans). The car park can be utilised by blue badge holders, exhibition visitors and exhibitors only on a pre-booking arrangement and will not be available to members of the public or any other users of the wider Olympia site such as office workers. It is proposed to have the entrance to the car park manned by staff (traffic marshals) on large scale event days to regulate the movements of vehicles leaving the car park and pedestrian flows across the entrance on Hammersmith Road.
- 11.7.4. The site is located within Controlled Parking Zone (CPZ) 'B'. CPZ E is also located in the vicinity of the site, directly south of Hammersmith Road. Pay and display parking spaces in LBHF can be paid through an online parking system app called RingGo or by buying a ticket at pay and display machines.
- 11.7.5. The Olympia Masterplan and Olympia Way Outline consent legal agreements include obligations for CPZ reviews for zones A, B, BB, E and EE plus financial provision for any consequent mitigation works arising from these reviews. This was secured to mitigate the impact upon parking near the application sites. The obligations have been triggered by the Masterplan consent and initial payments for the reviews have been made. As such, these obligations will not be replicated within the legal agreement pursuant to this application. However, an additional financial contribution of £15,000 has been secured which will go towards funding a review of CPZ C and the implementation of any consequent mitigation.

## 11.8. Taxis

- 11.8.1. The nearest taxi rank to the proposed development is on Russell Road outside London Olympia Hilton with six spaces operating 24 hours a day. They are approximately a 3-minute (190 metres) walk from the site. Transport for London (TfL) has confirmed the Cycleway 9 design proposals for

Hammersmith Road will include a 25m eastbound taxi rank and 10m westbound rank between North End Road and Earsby Street.

11.8.2. Various obligations have been secured through the Masterplan and Outline consents to encourage visitors and employees to utilise sustainable modes of transport. However, it is accepted that there may be an increased demand for taxis arising from the proposed development and that there is little provision for taxi bays until the completion of the TfL C9 scheme. An additional obligation has been secured which will comprise a financial contribution of £15,000. This funding will be used towards the Council's costs in relation to the design and implementation of temporary taxi bay provision on Hammersmith Road.

### 11.9. **Cycle Parking**

11.9.1. The cycle parking provision for the Olympia Way application will be in line with the London Plan standards. The cycle facilities will include the provision of showers and lockers to further encourage visitor and staff travel to the site by sustainable modes of transport.

11.9.2. The proposed development would provide a total of 27 short-stay and 48 long-stay cycle parking spaces. Of the total 48 long-stay cycle parking spaces, 5% would accommodate larger cycles in accordance with the London Cycle Design Standards (LCDS) so that accessible bikes can be accommodated for cyclists with different mobility needs.

11.9.3. Long-stay cycle parking spaces for employees will be in a secure bicycle store on the ground floor level of the station building and within the ancillary units that support the pavilions. The cycle storage provided will be 22 two-tier racks (44 spaces) and 2 s-shaped Sheffield stands, which can cater for larger cycles. The cycle store will be accessible from a door on the western side of the station building.

11.9.4. Short-stay cycle parking for visitors will be provided within the public realm on Olympia Way, adjacent to the new pavilions. Full and final details of the short and long stay cycle parking will be secured by way of condition.

11.9.5. The closest TfL Santander Cycle Hire station is situated at Kensington (Olympia) station, which has a capacity for 23 bicycles. This is accessed via the footbridge over the railway line and is a 2-minute (130 metres) walk from the north of Olympia Way. There are two further stations located within a 5-minute (300 metres) walk of the site, on Blythe Road (22 docks) and on Warwick Road (36 docks). A financial contribution towards the improvement of cycle hire stations was secured in the Masterplan consent and paid directly to TfL.

### 11.10. **Delivery and Servicing**

- 11.10.1. A Framework Delivery and Servicing Plan (DSP) has been submitted with the application. The Framework DSP sets out the proposed delivery, servicing, and waste management strategy for the proposed development. The objectives of the DSP are to minimise the impact of delivery and servicing vehicle movements through planning, sustainable procurement practices, and a reduction in waste generation. The following benefits are targeted through the DSP:
- Reduce the number of deliveries through planning and the scheduling of goods to be delivered outside peak periods and the use of consolidation
  - Encourage the use of sustainable freight modes or greener vehicles
  - The completion of periodical reviews and updates of the DSP
- 11.10.2. The current management of deliveries associated with the exhibition activities include a pre-booking system for goods vehicles, dedicated access gates and a Traffic Management Order (TMO) for the busiest events. An existing goods vehicle pre-booking system known as Voyage Control is currently in use on-site. The current system provides the Facilities Management team at Olympia London with early visibility of the traffic arriving on site and the ability to synchronise their operational activities accordingly
- 11.10.3. The Olympia Way public realm will be closed to motor vehicles (open to pedestrian and cycles only) between 8am – 8pm. Outside of these hours, scheduled delivery and service vehicles will be permitted access to Olympia Way.
- 11.10.4. It is proposed that vehicle access to Olympia Way will be controlled using Hostile Vehicle Mitigation (HVM) Impact Rated fixed and retractable bollards. For operational resilience there will be a variety of methods for vehicles to gain permission to access Olympia Way, ranging across Automatic Number Plate Recognition (ANPR), key fob access and manual override control. For vehicles exiting Olympia Way to the north, the bollards will automatically lower due to the presence of induction loops installed below ground, that will sense the presence of a vehicle approaching the exit bollards.
- 11.10.5. Northbound access from Hammersmith Road will be primarily controlled by an ANPR system linked to Olympia's computerised booking control system, Voyage Control. Vehicles registered on the Voyage Control system will be recognised by the ANPR cameras, which will enable access by lowering the retractable bollards automatically. It is proposed that this is the primary access method for scheduled vehicles, including Network Rail/Transport for London/London Underground/Arriva. An exception protocol will be in place should NR/TfL/LUL/Arriva require immediate access at any time.
- 11.10.6. Intercom facilities will be located at vehicle access points to the north and south of Olympia Way. There will be a short length of two-way road in front of the Kensington (Olympia) station, that can be accessed by vehicles from Maclise Road through the northern HVM bollard line. A 24hr intercom

system will be in place to facilitate taxi access, to the pick-up / drop-off area outside of Kensington (Olympia) station. Access will be requested through the intercom system.

- 11.10.7. At the southern access point from Hammersmith Road, an intercom system will also be in place. The intercom system will also be directly linked to the facilities management team control and this access option will be available to facilitate access for emergency vehicles and NR/TfL/LUL/Arriva.
- 11.10.8. For resilience, the Olympia facilities management team will also have an access key that will allow for the retractable bollards to lower should the need arise. At both access points clear signage will be installed to communicate contact arrangements and telephone numbers for drivers to use in emergency access situations. The telephone numbers will be kept up to date and will connect the driver to the Olympia Estate team, who will be available 24/7.
- 11.10.9. A full delivery and servicing plan will be secured by way of planning condition, with a monitoring fee secured by way of an obligation within the legal agreement. Further details of the access management plan and measures including ANPR CCTV, bollards, intercom/fob system and other relevant measures shall also be secured by way of condition.
- 11.10.10. A managed delivery and servicing strategy is proposed to be implemented, with all vehicle trips occurring within a 6-hour managed period outside of Olympia Way's pedestrianised hours (08:00-20:00). The use of Voyage Control system for vehicles to pre-book slots will be used for deliveries on Olympia Way. A marshalling protocol informed by the events calendar will be in place to ensure that at times of high demand vehicles will be marshalled through Olympia Way to manage the potential for mode conflict and ensure a safe and pleasant environment.
- 11.10.11. Three loading bays will be provided along the West side of Olympia Way. These will be incorporated into the public realm space, which will be for pedestrian use only during the day, when vehicular access is restricted. One loading bay will be located to the north of the Grand Hall staircase and two located south of the National Hall entrance. Each loading bay is designed to accommodate a 10-metre-long rigid vehicles, which is expected to be the largest vehicle, along with refuse vehicles, which will use Olympia Way regularly.
- 11.10.12. It is proposed that delivery and servicing vehicles will access Olympia Way during a managed servicing period of 05:00-08:00 and 20:00-23:00. Access by heavy goods vehicles (HGVs) will be restricted to a servicing period of 07:00-08:00 and 20:00-23:00. Vehicles will access the site from the south and enter the loading bays adjacent to the pavilions (OWS) in forward gear. Details of noise abatement measures shall be secured by way of condition to minimise impacts associated with deliveries occurring during sensitive hours.

11.10.13. The use of cargo bikes as part of the servicing strategy for the Olympia Way development has been considered to increase servicing resilience. Cargo bikes would be permitted to access Olympia Way during the pedestrianised hours (8:00-20:00), with an effective management strategy to ensure safety. This would result in fewer vehicle trips outside of the restricted hours and reduce demand on the vehicle loading bays, along with an increased flexibility to meet anytime daytime delivery needs.

#### 11.11. Trip Generation

11.11.1. The Proposed Development of Olympia Way would be a car free development and development would not provide any car parking, including Blue Badge parking spaces. The site is forecast to generate 12 delivery and servicing vehicles accessing the loading bays daily and 4 vehicles per hour during the managed period for loading on Olympia Way, which is outside the network peak hours. This is expected to have a negligible impact on the surrounding highway network.

11.11.2. The existing site does not generate any trips directly, as existing trips to the station building are generated by the existing Kensington (Olympia) station. It is anticipated that most trips to the site would be by public transport, cycling or walking. London Underground and Overground will be a transport mode for those visitors coming from outer London and for the final leg of journeys for those travelling from outside of London.

11.11.3. The proposed development is expected to generate 87 trips in the AM peak and 75 trips in the PM peak, which is a net increase of 87 trips in the AM peak and 75 trips in the PM peak, compared to the existing baseline of the site which generates no standalone trips.

11.11.4. The growth associated with the proposed development would generate an uplift in trips compared with the site's existing use. However, it is noted that the proposed development would be expected to generate fewer trips than those forecast trip generation for Olympia Way as part of the Olympia Masterplan development approved in 2019, the subsequent MSCP Olympia London Application approved in 2022, and the Olympia Way Reserved Matters Application approved in January 2023.

11.11.5. The net impact compared to the forecast trips consented in the Commercial Units applications has also been assessed, resulting in a reduction of 27 trips in the AM peak and a reduction of 25 trips in the PM peak. A thorough public transport impact assessment has been undertaken, concluding that the impact of the proposed development on the London Underground, Overground, Rail and Bus networks, as well as on the local pedestrian and cycle network, would be acceptable.

11.11.6. A multi-modal trip generation and impact assessment was undertaken for the proposed land uses. It has been assumed within this assessment that 100% of trips relating to the Office land use of the proposed development would be primary trips and 99% of trips relating to the Retail component of

the proposed development would be linked trips. The mode share has been based on the 'Census 2011 Method of Travel to Work' data and the proposed mode share has been amended to account for no expected trips by car, given that Olympia Way will be car-free. The trip rates were calculated using TRICS. all retail land use was assumed as food retail (Class E(b)), as a worst-case scenario. The forecast trip generation for the Retail land use was calculated separately for the station building and the pavilions. It is assumed that 1% of trips generated by the food retail land use will be primary trips and that 99% of trips will be linked trips. This assumes that most visitors to the food retail land use will be attracted by other land uses on Olympia Way or within the wider Olympia Estate.

- 11.11.7. The proposed development is forecasted to generate 14 pedestrian trips in the network AM peak hour and 12 pedestrian trips in the network PM peak hour. As the existing use of the site does not generate any trips linked to this assessment, this also represents the net increase in pedestrian trips generated by the site. This equates to approximately one trip every four minutes in the AM peak hour and one trip every five minutes in the PM peak hour, which would be considered to have a negligible impact on the surrounding footways. The Proposed Development is estimated to generate fewer pedestrian trips than the Olympia Way design in either the approved 2022 MSCP Olympia London application or the 2023 Olympia Way RMA application.
- 11.11.8. Pedestrian connectivity to the site is expected to improve significantly because of the S278 works associated with the Olympia Masterplan development and the proposed Active Travel prioritisation of Olympia Way. Improvements introduced through both schemes are expected to improve the pedestrian environment and accommodate greater footfall associated with the proposed developments
- 11.11.9. The Active Travel prioritisation will be accompanied by significant public realm improvements to be implemented on Olympia Way, including new surfacing, lighting, and street furniture. As such, the overall impact on the surrounding pedestrian network is considered acceptable with sufficient capacity to accommodate the increase in pedestrian trips when compared to the baseline.
- 11.11.10. The proposed development is forecasted to generate 52 bicycle trips throughout the day, including 8 in the network AM peak hour and 7 in the network PM peak hour. As the existing use of the site does not generate any trips linked to this assessment, this also represents the net increase in bicycle trips generated by the site. Cycle infrastructure is expected to be improved in the vicinity of the Site, with the proposed implementation of Transport for London's Cycleway 9 (C9) scheme on Hammersmith Road and delivery of an Advisory Cycle Lane linking Maclise Road to C9 via Blythe Road as part of the Emberton House S278 agreement. In addition, the Olympia Way public realm scheme is also expected to include a contraflow cycle lane facility providing safe, traffic-free access for cyclists to and from Cycleway 9 on Hammersmith Road during the hours of pedestrianisation,

08:00 to 20:00. As such, the overall impact on the surrounding cycling infrastructure is considered acceptable with sufficient capacity for the increase in cycle trips compared to the baseline.

- 11.11.11. The site is located within a 13-minute journey by foot to two London Underground stations (West Kensington and Barons Court) and two London Underground lines (the District Line and the Piccadilly Line). During the AM and PM peak hour, 88 services are provided by TfL on these lines, each with a capacity of between 700 – 1,000 passengers. As a worst-case scenario for this impact assessment, it has been assumed that 100% of mainline rail trips will take place at Kensington (Olympia) station, via Southern Rail.
- 11.11.12. The proposed development is forecast to generate five rail trips in the network AM peak hour (08:00 – 09:00), which equates to a total of 3 northbound trips and 2 southbound trips, with one Southern Rail service per hour in each direction. In the network PM peak hour (17:00 – 18:00), the proposed development is forecast to generate 4 mainline rail trips, which equates to 2 northbound trips and 2 southbound trips, with one northbound service and two southbound services operating. As the existing use of the site does not generate any rail trips directly, these increases also represent the net increase in forecasted trips generated by the Site.
- 11.11.13. The proposed development is forecast to generate 6 London Overground trips in the network AM peak hour (08:00 – 09:00), which equates to a total of 3 northbound trips and 3 southbound trips. In the network PM peak hour (17:00 – 18:00), the proposed development is forecast to generate 5 London Overground trips, which equates to 2 northbound trips and 3 southbound trips. As the existing use of the site does not generate and Overground trips directly, these increases also represent the net increase in forecasted trips generated by the site.
- 11.11.14. In the proposed development, 97 bus trips are expected to be generated by the site across the day, including 15 in the network AM peak hour (08:00 – 09:00) and 13 in the network PM peak hour (17:00 – 18:00). Given the current uses of the Site, this also represents the net increase in forecasted trips generated by the Site. For comparison purposes, the number of bus trips generated by Olympia Way as part of the Commercial Units Scheme was forecast to be 112 across the day, including 20 in the network AM peak hour (08:00 – 09:00) and 17 in the network PM peak hour (17:00 – 18:00). The forecast trips linked to the proposed development represent a net decrease in trips in comparison to the Outline consent.
- 11.11.15. The S106 Agreement for the Olympia Masterplan application includes financial contributions towards station improvement works to Kensington Olympia Station to support the trips using the station. The S106 also includes a financial contribution towards future bus provision / increased bus capacity to support bus passenger demand generated by the site. These obligations are managed by and paid directly to TfL.



11.11.16. The proposed development would be car free, meaning no private vehicle trips are expected to be generated by the site. The site is forecast to generate 10 delivery and servicing vehicles accessing the loading bays daily and two vehicles per hour during the managed period for loading, which is outside the network peak hours. This is expected to have a negligible impact on the local highway network. As such, the overall impact on the surrounding highway network is considered acceptable with minimal impact created by both visitor and deliveries and servicing trips.

## 11.12. Active Travel

11.12.1. As part of the Healthy Streets Transport Assessment an Active Travel Zones (ATZ) assessment was undertaken. The purpose of the assessment is to evaluate the quality of the walking and cycling routes expected to be most frequented by users of the site. The ATZ assessment included an Active Travel Zone (ATZ) survey of walking and cycling routes to / from the application site, including the routes to: West Kensington station, Kensington (Olympia) station, Barons Court station, Hammersmith Road bus stops and King Street. These routes were assessed and the worst section of each route according to Healthy Streets indicators was identified as part of the assessment.

11.12.2. A number of improvements have been suggested for each route including provided a marked cycle route along Blythe Road which connects to the proposed Cycleway 9 scheme on Hammersmith Road, improving the pedestrian island at the pedestrian crossing from Beaconsfield Terrace Road to Blythe Road so that it can comfortably and safely fit a pedestrian pushing a wheelchair or a pushchair, realigning the dropped kerb on the southern end of Beaconsfield Terrace Road so that it lines up with the pedestrian island.

11.12.3. The Olympia MSCP / Emberton House application secured s278 Highways works improvements that will address some the issues identified in the ATZ assessment. The S278 works include creating a raised and wider pedestrian island on the southern crossing of Blythe Road to enhance pedestrians' safety as large vehicles from the logistics centre exit through this road onto A315 Hammersmith Road, creating a well-indicated pedestrian crossing to ensure pedestrians' safety on Olympia Way/Maclise Road, improving the pedestrian island at the pedestrian crossing from Beaconsfield Terrace Road to Blythe Road so that it can comfortably and safely fit a pedestrian pushing a wheelchair or a pushchair, and realigning the dropped kerb on the southern end of Beaconsfield Terrace Road so that it lines up with the pedestrian island. The S278 works also include providing a marked cycle route along Blythe Road which connects to the proposed Cycleway 9 scheme on Hammersmith Road. The MSCP / Emberton House consent has been implemented and therefore it is not necessary to replicate the s278 works obligation as listed above within the legal agreement for the current Olympia Way application.

### **11.13. Travel Plan**

- 11.13.1. A Framework Travel Plan has been submitted with the application. Travel Plans are a key management tool for implementing the transport solutions highlighted in the Transport Assessment and are one of the primary tools for mitigating the transport impacts of a development. The Travel Plan includes objectives, initiatives and measures aimed at promoting sustainable travel to and minimising vehicle trips to a development.
- 11.13.2. This Travel Plan sets out a framework of the key actions which will be taken forward to achieve the mode share targets which have been set for the development. These will support the Mayoral target to 95% of trips by public transport or active travel by 2041 within Central London. Travel surveys will be carried out to assess the travel patterns of difference user groups within the development. The results of these surveys will be used to assess the efficiency of the TP and determine whether changes should be made.
- 11.13.3. It is proposed for the Framework Travel Plan to be maintained annually to ensure the long-term sustainability of travel to the station building and the pavilions. The Travel Plan would be reviewed and adapted each year to incorporate new or updated initiatives as required. The key targets that will be developed in the Travel Plan include: a target to reduce the number of private car journeys; a target to increase cycling; and a target to increase public transport use. Monitoring would be undertaken from the first year of occupation to understand how the assumed mode share percentages match with those observed.
- 11.13.4. The travel plan and associated monitoring fee will be secured by way of obligations within the legal agreement.

### **11.14. Event Management**

- 11.14.1. An Event Management Plan has been secured by a condition attached to the Masterplan Consent. It controls uses that are within the Masterplan, as opposed to Olympia Way which will not in itself host any events. The requirements of the Event Management Plan. It is therefore not necessary to replicate the EMP condition on the Olympia Way consent. It is, however, accepted that Olympia Way will be a route used by many leaving events hosted at Olympia London. The EMP secures marshalling along Olympia Way and at other strategic locations to direct people towards public transport and away from residential areas. This is in addition to many other mitigation measures to minimise, as far as possible, impacts upon Olympia's residential neighbours.

### **11.15. Construction Logistics Plan**

- 11.15.1. An Outline Construction Logistics Plan (CLP) has been submitted in support of this application. It includes details of demolition and construction traffic routing and site access points, the estimated number of construction vehicles and strategies on how construction of the development will take place with minimal disruption to the surrounding area.

11.15.2. A detailed CLP and associated monitoring shall be secured through a planning condition and obligation. The CLP includes a requirement for regular monitoring of construction activities, and a commitment to undertake regular public consultation / engagement including meetings so residents and stakeholders can feedback on any issues during the construction works.

11.15.3. As part of the approved Olympia Masterplan development, regular public meetings are held where construction updates are provided to residents and residents can provide feedback on the construction progress.

## 11.16. Summary

11.16.1. Subject to the obligations and conditions discussed in this section of the report, officers are satisfied that there would be no additional harm to the safe operation of the highway. Active travel routes would be improved to enhance pedestrian and cyclist safety, and adequate provision would be made on site for cycle parking. As such, the proposal complies with the relevant London Plan and Local Plan policies.

## 12. Accessibility

12.1. **Policy S3 of the London Plan** seeks to ensure that new developments are accessible and inclusive for a range of users, including disabled people, by adopting an inclusive design approach. **London Plan Policy D5** seeks to ensure developments achieve the highest standards of accessible inclusive design.

12.2. **Policy DC2 of the Local Plan** states that new build development must be designed to respect the principles of accessible and inclusive design.

12.3. Olympia Way will create a new public realm with step free access from this area to the adjacent Olympia masterplan development with the new Level 2 public realm area. The area has been designed to minimise obstructions through the siting of street furniture and cycle parking outside of primary circulation routes. Olympia Way will have continuous pavement at one level and the approach and entrance to the pavilions will be step free.

12.4. The station building will introduce fully accessible passenger toilet facilities, and their delivery and retention will be secured by way of condition. The station building itself will be step-free and feature clear and legible signage.

12.5. It is therefore considered that the proposal will provide a high-quality environment for all members of the community and the commitments within the Design and Access Statement are positive and deliverable by way of conditions. As such the proposal will comply with Local Plan Policies DC1 and DC2 as well as Policies S3 and D5 of the London Plan.

## **Step Free Access – Kensington Olympia Station**

- 12.6. Kensington Olympia Station itself does not form part of the application site, except for the operational floor space to be re-provided by Phase 2. A financial contribution of £2.5m was secured in the Masterplan consent for station improvements. This contribution was paid directly and administrated by Transport for London. The contribution was secured to help mitigate the impact of increased usage of the station and will fund improvements to the gate line and platforms.
- 12.7. It is accepted that access between platforms at Kensington Olympia Station is poor. The station can be entered via a gate line at either Olympia Way or Russell Road. Passengers arriving at the station via a southbound London Overground or Southern service must cross a footbridge via two sets of stairs to access Olympia Way. There are no lifts available at the station. District Line services terminate at Kensington Olympia Station and therefore passengers arriving from Olympia Way have step free access to those services. Northbound London Overground and Southern services also can be accessed step free from Olympia Way.
- 12.8. If a passenger originating from Olympia Way were to require access to a southbound service, and they were unable to use stairs, they would be required to access the station instead via Russell Road. This route is 0.4 miles long. Alternatively, a passenger could board a northbound service to Shepherds Bush which does benefit from step free route to transfer between platforms. They would then board the southbound service and continue their journey. It is accepted that this is a very poor arrangement, and officers would welcome the addition of lifts to Kensington Olympia Station. However, the decision to secure funding and delivery of lifts at the station would be made by Transport for London and is not within the gift of LBHF as a local authority.

## **13.Noise**

- 13.1. **Policy CC11 (Noise)** states that Noise (including vibration) impacts of development will be controlled by locating development in the most appropriate locations and protect against existing and proposed sources of noise and vibration through careful design, layout and use of materials, and by ensuring adequate insulation of the building envelope and internal walls, floors and ceilings as well as protecting external amenity areas.
- 13.2. A noise and vibration assessment and acoustic study has been submitted. The noise and vibration survey assesses the impact that trains will have on the proposed kiosks on Olympia Way and the potential impact that the scheme may have on surrounding residential properties.
- 13.3. A noise impact assessment has been submitted which presents the results of noise surveys undertaken and describes the approach to the assessment of potential noise impacts and effects from the various sources of noise associated with the Proposed Development at the nearest receptor locations. The report goes on to identify any necessary mitigation that would be

necessary to ensure compliance with the relevant policies and guidance.

- 13.4. The proposed external digital screen is described within the NIA as having 'highly directional loudspeakers focussed on an audience zone in front of the screen'. The screen and associated speakers would face away from the nearest sensitive receptors, residential properties on Russell Road. Condition 18 will require that noise generated by any use within the development, including the external screen, shall not exceed the criteria of BS8233:2014 at neighbouring noise sensitive/ habitable rooms and private external amenity spaces. Condition 21 requires that no amplified noise from the external screen be audible from the nearest residential premises. It further restricts amplified noise to between the hours of 0800 – 2000 only. The proposed substation, serving the Station Building will be similarly controlled by Condition 18.
- 13.5. Compliance with the noise impact assessment will be secured by way of condition. A further condition will secure a strategy to mitigate potential noise impacts arising from overnight deliveries, as part of the Delivery and Servicing Management Plan (DSMP).

## **14. Environmental Considerations**

### **14.1. Sustainability and Energy**

- 14.1.1. **London Plan Policies SI 2 (Minimising greenhouse gas emissions), SI 3 (Energy infrastructure) and SI 4 (Managing heat risk)** require development proposals should minimise carbon dioxide emissions and exhibit the highest standards of sustainable design and construction, they should provide on-site renewable energy generation and seek to connect to decentralised energy networks where available or design their site so it is futureproofed and capable of connecting if one develops in this area in the future.
- 14.1.2. **Policies SI 2 and SI 3** set out how new development should be sustainable and energy saving. **Policy SI 2** of the London Plan sets out achieve a minimum 35% on-site reduction in CO<sub>2</sub> emissions over Approved Document Part L (AD L) 2021, for all major developments and achieve net zero carbon emissions and, where this cannot be achieved on site, a commitment to offset any shortfall in achieving net zero carbon through a carbon offset payment. Policy SI 3 states that within Heat Network Priority Areas, which includes the site, major development proposals should have communal low-temperature heating systems in accordance with the following hierarchy:
- a) Connect to local existing or planned heat networks
  - b) Use zero-emission or local secondary heat sources (in conjunction
  - c) with heat pump, if required)
  - d) Use low-emission combined heat and power (CHP) (only where there
  - e) is a case for CHP to enable the delivery of an area-wide heat network,
  - f) meet the development's electricity demand and provide demand
  - g) response to the local electricity network)
  - h) Use ultra-low NO<sub>x</sub> gas boilers.

- 14.1.3. **Policy SI 4** requires development proposals to minimise adverse impacts on the urban heat island through design, layout, orientation, materials, and the incorporation of green infrastructure. This should be demonstrated by following the cooling hierarchy along with an assessment using The Chartered Institution of Building Services Engineers (CIBSE) guidance on assessing and mitigating overheating risk in new developments, using TM59 and TM52 for domestic and non-domestic developments, respectively.
- 14.1.4. **Local Plan Policy CC1 (Reducing Carbon Dioxide Emissions)** requires all major developments to implement energy conservation measures with a view to reducing carbon dioxide emissions. The policy, however, refers to the previous version of the London Plan and as such has been partly superseded by the more up to date requirements contained in the new London Plan. **Local Plan Policy CC2 (Sustainable Design and Construction)** seeks to ensure the implementation of sustainable design and construction measures by implementing the London Plan sustainable design and construction policies
- 14.1.5. An energy strategy has been submitted that assesses the station building only. This approach is acceptable given the nature and small size of the pavilions. The energy strategy follows the mayor's energy hierarchy, demonstrating how carbon efficiencies would be achieved through be lean, be clean and be green.
- 14.1.6. Be lean – this tier of the hierarchy requires developments to reduce energy consumption through demand reduction. Passive design measures have been incorporated in the development of the station building to reduce energy use and thus reduce demand. Measures include treating glazing to reduce solar gain whilst also allowing for ample natural light to reduce reliance on artificial lighting. The building fabric has been optimised to achieve high thermal performance and the building will benefit from a mechanical ventilation and heat recovery (MVHR) system.
- 14.1.7. Be clean – London Plan Policy SI 3 requires major developments to connect to a local heat network where one is available. Opportunities to connect to a district heating network have been explored, including potential for connecting to the Olympia Energy Centre. However, the Olympia Energy Centre would not have the capacity to meet the demands of the Olympia Way development and thus a connection would not be feasible. The Olympia Energy Centre comprises a gas-engine Combined Heat and Power (CHP) system, which was the primary technology for facilitating on-site energy generation at the time of its design. As noted in the GLA's Energy Assessment Guidance document (2022), electrical power systems such as air source heat pumps (ASHP) are now the preferred solution owing to their reduced impact on air quality. An air source heat pump system is proposed to serve the station building which is considered preferable to connecting to the existing local heat network in this instance.
- 14.1.8. Be green – this tier of the hierarchy requires developments to maximise opportunities for renewable energy. The energy strategy confirms that a feasibility study was undertaken to establish the most appropriate local low and zero carbon technologies that could be utilised in this development. Air source

heat pumps (ASHP) were identified as the most feasible option, along with photovoltaic (PV) panels. The development was amended at the request of officers to maximise the number of photovoltaic panels and further reduce the carbon emissions generated by the station building.

14.1.9. The proposed measures, as set out in the energy strategy, would result in a 45% reduction in carbon emissions against the Building Regulations Part L baseline. This exceeds the 35% reduction required by Policy SI 2 of the London Plan which is welcomed.

14.1.10. Accordingly, the energy statement shows that carbon emissions would be minimised as much as possible on site and that the shortfall to achieve net zero carbon development would be made up by a payment-in-lieu contribution of £21,443. This is in line with London Plan Policy SI 2, Local Plan Policy CC1, and section 14 of the NPPF. Additionally, the proposal has demonstrated compliance with Policies SI 3 and SI 4 of the London Plan and Policy CC2 of the Local Plan.

## 14.2. Air Quality

14.2.1. **NPPF Paragraph 124** relates to air quality, and states planning decisions should ensure that any new development in Air Quality Management Areas is consistent with the local air quality action plan.

14.2.2. **London Plan Policy SI 1 (Improving air quality)**, supported by the Mayor's Control of Dust and Emissions during Construction and Demolition SPG (July 2014), provides strategic policy guidance on avoiding a further deterioration of existing poor air quality. All developments will be expected to achieve Air Quality Neutral status with larger scale development proposals subject to EIA encouraged to achieve an air quality positive approach.

14.2.3. **Local Plan Policy CC10 (Air Quality)** states that the council will seek to reduce the potential adverse air quality impacts of new developments by requiring all major developments to provide an air quality assessment, mitigation measures to be implemented to reduce emissions, reduce exposure to acceptable levels and be 'air quality neutral'.

14.2.4. The development site is within the borough wide Air Quality Management Area (AQMA) and an area of existing poor air quality primarily due to the road traffic emissions from Hammersmith Road (A315). This location is in the 98th national percentile of the most polluted UK addresses. The development proposal will introduce new sensitive receptors into an area of existing poor air quality. It is therefore necessary to secure a robust scheme of mitigation to avoid further harm to air quality locally.

14.2.5. An air quality dust management plan (AQDMP) will be secured by condition to ensure that suitable mitigation measures are implemented during the demolition and construction phases. An AQDMP monitoring fee of £5,000 per annum will be secured for the demolition and construction phases of the

development. Supplementary measures include the requirement for 2.5m hoardings to be erected prior to the commencement of works on site.

- 14.2.6. Further conditions are secured in relation to the operational phase of the development. This is both to protect new on-site receptors and existing residents by mitigating against further harm to local air quality. This is to include the submission of a ventilation strategy and ultra-low emissions strategy.
- 14.2.7. Subject to the inclusion of the suite of conditions requiring various mitigation measures, officers consider that the Proposed Development can accord with Policy SI 1 of the London Plan 2021 and Policy CC10 of the Local Plan 2018.

### 14.3. Land Contamination

- 14.3.1. **NPPF Paragraph 183** states planning decisions should ensure that sites are suitable for its new use taking account of ground conditions and after remediation the land should not be capable of being determined as contaminated land.
- 14.3.2. **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.
- 14.3.3. **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.
- 14.3.4. Officers consider that potentially contaminative land uses (past or present) are understood to occur at, or near to, this site; or a sensitive use is proposed. Conditions are 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.
- 14.3.5. No objection is raised by the Council's Contaminated Land Officers to the proposed development or land uses subject to attaching the standard contaminated land conditions relating to investigation and remediation works. Subject to the inclusion of the conditions, officers consider that the proposed development accords with Policy CC9 of the Local Plan.



#### 14.4. Ecology and Biodiversity

- 14.4.1. **Local Plan Policies OS1 and OS5** seeks to enhance biodiversity and green infrastructure in LBHF by (inter alia) maximising the provision of gardens, garden space and soft landscaping, and seeking green and brown roofs and planting as part of new development; seeking retention of existing trees and provision of new trees on development sites; and adding to the greening of streets and the public realm.
- 14.4.2. **Policy G5 of the London Plan** states that major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.
- 14.4.3. The statutory requirement for biodiversity net gain comes from Schedule 7A of the Town and Country Planning Act 1990, inserted by Schedule 14 of the Environment Act 2021 and enacted by The Environment Act 2021 (Commencement No. 8 and Transitional Provisions) Regulations 2024. Through this, unless exempt through the Biodiversity Gain Requirements (Exemptions) Regulations 2024, all developments are required to deliver a minimum 10 % net gain for biodiversity as a condition of planning approval.
- 14.4.4. The application has been supported by a Biodiversity Net Gain Appraisal which has been prepared using Defra's Statutory Biodiversity Metric. The appraisal establishes the ecological value of the baseline habitats and then assigns a strategic significance to each habitat parcel. The existing habitats are assessed as being of low ecological value and the presence of invasive species is noted. The assessment goes on to set out an enhancement strategy whereby a landscaping plan is presented, split into three distinct zones:
- Garden: at its widest adjacent to Hammersmith Road, Olympia Way provides a generous space and an opportunity for extensive tree, shrub and herbaceous planting;
  - Square: adjacent to the garden, planters containing herbaceous and perennial planting and trees continue the landscaping and provide connection to the first pavilion whilst hard standing facilitates access to the railway for maintenance;
  - Crescent and Alcoves: landscaping takes the form of street trees along Olympia Way with a series of planting beds located in between the pavilions that incorporate shade and drought tolerant planting;
- 14.4.5. The landscaping scheme will see the planting of 18 new trees and the provision of ground level planters with herbaceous plants and shrubs. A green roof to the station building would provide a further area of habitat.
- 14.4.6. The scheme, as proposed within the BNG Appraisal and supporting plans, would result in a BNG of 938%, far exceeding the statutory minimum of 10%.

14.4.7. A BNG Biodiversity Gain Plan and BNG Habitat Management and Monitoring Plan will be secured by way of condition to ensure the delivery of the identified habitats. A monitoring fee of £5k per monitoring year will be secured within the legal agreement. The monitoring fee will be payable on years 1, 3, 5, 10, 20 and 30 post completion of the development. Monitoring reports will be required to be submitted for each monitoring year.

14.4.8. Subject to the above listed conditions and obligations, it is considered that the scheme would deliver a much-enhanced scheme of biodiverse habitats across the Olympia Way development. This complies with the statutory BNG requirements and the aims of Policies OS1 and OS5 of the Local Plan and Policy G5 of the London Plan.

#### 14.5. **Flood Risk and Drainage**

14.5.1. **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.

14.5.2. **London Plan Policies SI 12 (Flood risk management) and SI 13 (Sustainable drainage)** outline strategic objectives in relation to flood risk management and sustainable drainage. **Local Plan Policy CC2** requires major developments to implement sustainable design and construction measures, including making the most efficient use of water. **Local Plan Policies CC3 (Minimising Flood Risk and Reducing Water Use) and CC4 Minimising Surface Water Run-Off with Sustainable Drainage Systems)** contain similar requirements designed to assess and mitigate against the risk of flooding and integrate surface water drainage measures into development proposals.

14.5.3. The northern part of the site is in the Environment Agency's Flood Zone 3. Most of the remainder of the site is in Flood Zone 2 although part of the southern end is also in Flood Zone 1.

14.5.4. As required, a Flood Risk Assessment (FRA) has been provided with the application. This FRA supplements a previous FRA submitted with the outline application 2018/03102/OUT for Olympia Way. The pavilion and station office building uses are less vulnerable in terms of flood risk and are well protected by flood defences along the River Thames. In the unlikely event of these being breached, the site would not be impacted by flood water. Surface water run-off will be managed mainly through the already installed attenuation tank which is located under Olympia Way. Run-off will be directed here and then discharged to the public sewer at a reduced and controlled rate of 5 l/s as previously agreed for the outline consent application. This tank was sized to accommodate run-off from the areas covered by this application so has capacity to manage this site's run-off. There are also some areas of soft landscaping proposed. Use of permeable paving has been considered but the groundwater characteristics for the site mean that there is elevated risk of groundwater flooding as there is a relatively high-water table in this location.

Extensive use of permeable/infiltration techniques is therefore not considered to be feasible.

14.5.5. The approach to assessing flood risk at the site and the mitigation measures proposed are considered acceptable. A condition will secure compliance with the FRA and the implementation of the mitigation measures contained therein. The proposal is therefore in accordance with Policy CC3 and CC4 of the Local Plan and Policies SI 12 and SI 13 of the London Plan.

#### 14.6. **Circular Economy Statement and Whole Life-Cycle Carbon Assessment**

14.6.1. London Plan Policies SI 2 and SI 7 require the submission of a Circular Economy Statement and Whole Life-Cycle Carbon Assessment for applications that are referable to the mayor.

14.6.2. This application is not referable to the mayor when considered in isolation. As such, a Circular Economy Statement and Whole Life-Cycle Carbon Assessment are not strictly required but have nevertheless been prepared by the applicant.

14.6.3. The Circular Economy Statement demonstrates the measures in place to incorporate Circular Economy principles within the design, construction, and use of the buildings. The Whole Life-Cycle Carbon Assessment does identify that the scheme performs poorly against this metric. However, that is owing to the non-standard nature of the development whereby it comprises a large area of public realm. The relevant metric is measured per square metre of GIA (WLC/m<sup>2</sup>) and therefore external areas of public realm are excluded from the calculation, but the associated building materials are not. Nevertheless, it is clear from the submitted report that opportunities to minimise the environmental impact of the development have been identified and implemented within the design where feasible. This includes using modern methods of construction and the use of modular units that can be repurposed at other sites.

### 15. **Waste and Recycling**

15.1. **Local Plan Policies CC6 (Strategic Waste Management) and CC7 (On-site Waste Management)** set out the Council's intention to pursue the sustainable management of waste and requires all new developments to 'include suitable facilities for the management of waste generated by the development, including the collection and storage of separated waste and where feasible on-site energy recovery'.

15.2. An operational waste management strategy has been submitted as part of the application, with further details of refuse storage being provided within the delivery and servicing plan. A refuse and recycling management plan has also been submitted.

15.3. Dedicated refuse stores are to be provided for both the station building and the pavilions. Collections would be made every other day, outside of

pedestrianised hours, and be managed by the Olympia facilities management team. Separate bins will be provided for general waste, recycling and food waste and provision would be made fully within the site boundaries.

- 15.4. Regular surveys will be undertaken by facilities management once the units are occupied which will allow for opportunities to increase recycling to be identified and implemented.
- 15.5. Compliance with the Operational Waste Management Strategy and the Refuse and Recycling Management Plan will be secured by way of condition. The delivery of the dedicated refuse stores prior to first occupation of the development will also be secured by way of condition.
- 15.6. Subject to the inclusion of conditions requiring the implementation of the submitted documents as set out above, officers consider that the Proposed Development accords with Policies CC6 and CC7 of the Local Plan 2018.

## **16. Fire Safety**

- 16.1. With the introduction of **Policy D12 in the London Plan** and updates to Planning Practice Guidance in relation to fire safety, the applicant has prepared a Fire Safety Statement prepared by a suitably qualified third-party assessor, to demonstrate that the Proposed Development has been designed to offer a safe environment for residents. **Policy D5** further seeks to ensure that developments incorporate safe and dignified emergency evacuation for all building users. In all developments where lifts are installed, as a minimum, at least one lift per core (or more subject to capacity assessments) should be a suitably sized fire evacuation lift suitable to be used to evacuate people who require level access from the buildings.
- 16.2. **London Plan Policy D5** further seeks to ensure that developments incorporate safe and dignified emergency evacuation for all building users. In all developments where lifts are installed, as a minimum, at least one lift per core (or more subject to capacity assessments) should be a suitably sized fire evacuation lift suitable to be used to evacuate people who require level access from the buildings.
- 16.3. The station building will have a total floor space of more than 1,000sqm, it is therefore considered a Major Development. Hence, it is required to submit a Fire Statement document in line with the London Plan Policy D12(B). The application has been accompanied by a fire statement prepared by OFR Consultants. The proposal does not include any residential units and does not meet any of the threshold criteria for a referral to HSE Planning Gateway One.
- 16.4. The Fire Statement outlines:
  - Design approach and methodology to assessing fire risk
  - Building construction and how this would comply with relevant parts of the Building Regs
  - Passive and active fire safety systems

- Means of escape, including for mobility impaired people (MIP)
  - Facilities and access for the fire brigade.
  - Fire safety management.
- 16.5. Policy D12 lists the details that must be provided within a fire statement. As set out in the previous paragraph, details of each matter have been provided within the submitted fire statement.
- 16.6. Accordingly, it is considered that the proposal accords with the London Plan and Policy D12 of the Local Plan in respect of safety and resilience to emergencies.
- 16.7. The proposal would be subject to a final assessment of compliance, which would be completed when the Building Regulations application is submitted. Officers are satisfied that the submitted Fire Statement provides sufficient information for planning stage and recommend that a condition is imposed to ensure that the strategy is implemented, and the development is carried out in accordance with this document.
- 16.8. Subject to the inclusion of a condition requiring an updated Fire Strategy officers consider that the Proposed Development accords with the London Plan and Policy D12 of the Local Plan in respect of safety and resilience to emergencies

## **17. Designing out Crime**

- 17.1. **Local Plan Policy DC2** requires developments to be designed in line with the principles of Secured by Design.
- 17.2. **London Plan Policy GG6** states those involved in planning and development must create a safe and secure environment which is resilient the impact of emergencies including fire and terrorism.
- 17.3. Meetings and discussions have taken place between the applicant, the Counter Terrorism Security Advisors and the Met Police Designing Out Crime Officer. These meetings have also been attended by officers and the Olympia development team. The overall security strategy and design intent has been agreed and accepted in principle and the next stage of the process is to continue dialogue with the applicant and the business, and design and agree the detail of measures to be incorporated within the development. Planning conditions regarding secure by design criteria, hostile vehicle mitigation and other resilience measures are included.
- 17.4. Subject to the inclusion of the conditions, officers consider that the Proposed Development accords with the London Plan and Policy D12 of the Local Plan in respect of safety and resilience to emergencies.

## **18. Community Infrastructure Levy and Planning Obligations**

- 18.1. **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'.

- 18.2. 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).
- 18.3. The following Heads of Terms are proposed and are agreed with the applicant to further mitigate the impacts of the development.

### **Highways**

#### Additional Obligations (not previously secured in Masterplan or Outline)

- Contribution of £15,000 towards design and provision of temporary taxi bays on Hammersmith Road pending delivery of the permanent arrangement.
- Contribution of £15,000 towards a review of CPZ 'C' and implementation of any consequent mitigation works arising from this review. Funding for reviews of CPZ zones A, B, BB, E and EE along with funding for mitigation was secured in the Masterplan and Outline legal agreements. The developer has paid the review contribution and as such it is not necessary to duplicate this obligation within the current application's legal agreement.
- Construction Logistics Plan monitoring fee (amount tbc)

#### Obligations to be replicated (secured within the Outline legal agreement)

- Area wide traffic management review (£150,000 for local roads and £200,000 plus financial provision for any consequent mitigation works arising from these reviews).
- No business parking permits
- Travel plan monitoring fee for construction works TP and commercial occupier TP

## **Environmental**

- Carbon Offsetting - £21,443
- Biodiversity Net Gain (BNG) Monitoring - £5,000 per monitoring year (years 1, 3, 5, 10, 20 and 30 post completion)
- Air Quality & Dust Management Plan (AQDMP) Monitoring - £5,000 per annum throughout the demolition and construction phases

## **Socio-economic**

- Affordable Workspace - comprising 5% of the overall eligible Class E office floorspace of both applications ref. 2021/04166/VAR (Olympia Masterplan) and 2024/01937/FUL (Olympia Way) OR 2018/03102/OUT should the Olympia Way outline consent instead be implemented. This is to be provided within the Olympia Way development. Should neither Olympia Way consents come forward prior to the first occupation of relevant office floorspace within the Masterplan, then the affordable workspace shall be provided within the Masterplan site.
  - Community Benefits Strategy, as previously secured within the Masterplan and Outline legal agreements (and as amended by ref. 2020/01048/VAR).
  - Local procurement, employment, skills and training obligations, including financial obligations are to be replicated within this legal agreement in line with those secured under the Outline consent.
- 18.4. Whilst some key obligations secured within the outline legal agreement are set out above, this list is not exhaustive. All other relevant obligations that were secured within the s106 agreement pursuant to 2018/03102/OUT shall be replicated unless they have otherwise been satisfied and/or discharged (e.g. financial obligations on which full payment has been made).
- 18.5. Mayoral CIL (Community Infrastructure Levy) came into effect in April 2012 and is a material consideration to which regard must be had when determining this planning application. Under the London wide Mayoral CIL, the scheme would be liable for a CIL payment. Any contribution due 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 DF1.
- 18.6. The Council has also set a CIL charge. The Council's Community Infrastructure Levy (CIL) is also a charge levied on the net increase in floorspace arising from development to fund infrastructure that is needed to support development in the area. The Council's CIL runs alongside Section 106 Agreements (S106s) which will be scaled back but will continue to operate. The CIL Charging Schedule was presented to Council and approved 20 May and has formally taken effect since the 1st of September 2015.

18.7. The application site is within CIL charging zone 'Central B'. Offices do not attract a charge under the adopted CIL Charging Schedule. The pavilions would be liable at a rate of £80 per square meter.

## **19. Conclusions & Recommendations**

19.1. 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.

19.2. 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.

19.3. Accordingly, officers support the proposed development in line with the recommendations at the start of this report.