

Ward: Hammersmith Broadway

Site Address:
104 King Street London W6 0QW



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Reg. No:
2025/00369/FUL

Date valid:
17.03.2025

Recommendation Date:
18.11.2025

Committee Date:
10.03.2026

Case Officer;
Sian Brown

Conservation Area:
Constraint Name: Hammersmith
Town Hall Conservation Area -
Number 37
Constraint Name:
Bradmore Conservation Area -
Number 25

Applicant:

TE Hammersmith 2 Ltd
C/o Agent

Description:

Change of use of part of the existing office accommodation (Use Class E) to an apart-hotel (Use Class C1).

Drg. Nos: Refer to condition 2.

Application type:

Full Detailed Planning Application

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.

Conditions:

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

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

- 2) The development shall be carried out and completed in accordance with the following approved drawings:

+ Elevations:

20362 130 AB0

20362 131 AB0

20362 132 AB0

20362 133 AB0

20362 135 AB0

20362 136 AB0

P24078-FCH-XX-00-DR-A-0400 P01

P24078-FCH-XX-00-DR-A-0401 P01

+ Floor Plans:

P24078-FCH-XX-00-DR-A-0300 P04

P24078-FCH-XX-01-DR-A-0301 P04
P24078-FCH-XX-02-DR-A-0302 P03
P24078-FCH-XX-B1-DR-A-0304 P07

+ Approved documents:

- KP Acoustics Report (13235.PCR.01, Rev B)
- Operational Management Statement, received 13 Oct 2025, prepared by Ashton Hale
- Delivery & Servicing Management Plan (2024/8264/DSMP01), Issue 3, dated 05/11/2025, prepared by RGP
- Flood risk assessment, prepared by Create Consulting, referenced: GB/VL/P15-920/45, dated 26 February 2026; and flood risk technical note (available as appendix E of the FRA): Titled: Flood Risk Technical Note, prepared by JMEenviro, referenced: JME.322.DimesPlace.FRTN, dated: 23 February 2026

In order to ensure full compliance with the planning application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with Policies DC1, DC4, and DC8 of the Local Plan (2018).

- 3) Any alterations to the elevations of the existing building, including works of making good, shall be carried out in the same materials as the existing elevation to which the alterations relate.

To ensure a satisfactory external appearance, in accordance with Policies DC1, DC4 and DC8 of the Local Plan (2018).

- 4) Prior to commencement of the development hereby approved, a Construction Management Plan shall be submitted to and approved in writing by the Council. Details shall include control measures for dust, noise, vibration, lighting, delivery locations, restriction of hours of work and all associated activities audible beyond the site boundary to 0800-1800hrs Mondays to Fridays and 0800 -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.

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 D14 of the London Plan (2021), Policies DC1, CC6, CC7, CC10, CC11 and CC12 of the Local Plan (2018) and Key Principles of the Planning Guidance SPD (2018).

- 5) Prior to commencement of the development hereby approved, a Construction Logistics Plan (CLP) in accordance with Transport for London Guidance shall have been submitted to and approved in writing by the Local Planning Authority. The CLP should cover the following minimum requirements: site logistics and operations; construction vehicle routing; contact details for site managers and

details of management lines of reporting; location of site offices, ancillary buildings, plant, wheel-washing facilities, stacking bays and parking; storage of any skips, oil and chemical storage etc.; access and egress points; membership of the Considerate Contractors Scheme; as well a clear description of how the site will discourage the use of private transport by personnel employed in its construction; and details of mitigation to secure no left hand turn along Hammersmith Grove together with associated temporary camera enforcement/monitoring. The approved details shall be undertaken in accordance with the terms and throughout the period set out in the CLP.

To ensure that appropriate steps are taken to limit the impact of the proposed construction works on the operation of the public highway, in accordance with Policy T7 of the London Plan (2021) and Policies T1, T6 and T7 of the Local Plan (2018).

- 6) The hotel use shall be used solely for the purposes of an apart-hotel only and for no other purpose, including any other purpose in Class C1 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended), or any subsequent Order or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification.

In granting this permission, the Council has had regard to the particular circumstances of the case. The change of use could raise materially different planning considerations which the council would want to consider, in accordance with Policies T1, E3, DC1, DC4, DC8, CC10, CC11, CC11, CC12 and CC13 of the Local Plan (2018), and relevant Key Principles of the Planning Guidance SPD (2018).

- 7) The hotel hereby approved, shall contain a maximum of 68 bedrooms. The number of lettable rooms shall not increase without the written approval of the council.

In granting this permission, the Council has had regard to the particular circumstances of the case. An increase in the number of bedrooms could raise materially different planning considerations and the council wishes to have an opportunity to consider such circumstances at that time, in accordance with Policies T1, E3, DC1, DC4, CC10, CC11, CC11, CC12 and CC13 of the Local Plan (2018).

- 8) The development hereby permitted shall operate strictly in accordance with the approved Operational Management Statement, received 13 Oct 2025, prepared by Ashton Hale. The OMP shall be regularly monitored and reviewed and any subsequent modifications or alterations to the OMP should be submitted to and approved in writing by the LPA.

To ensure that occupiers of surrounding premises are not adversely affected by noise and disturbance from the operation of the building, activities or people at or leaving the site, in accordance with Policy D14 of the London Plan (2021) and Policies E3, HO11, CC11 and CC13 of the Local Plan (2018).

- 9) No less than 10% of the total hotel bedrooms hereby approved shall be fully accessible for wheelchair users and designed in accordance with the requirements of British Standard BS8300-2:2018 (or any such subsequent version of this guidance). The hotel bedrooms shall thereafter be permanently retained in this arrangement.

To ensure the provision and retention of facilities for all, including disabled people, in accordance with Policies D5 and E10 of the London Plan (2021) and Policies DC1 and E3 of the Local Plan (2018).

- 10) No part of any land within the curtilage of the application site or part of any roof of the building hereby approved shall be used as a roof terrace or other form of open amenity space. No railings or other means of enclosure shall be erected on the roofs/within the curtilage of the application site, and no tables or chairs shall be made available externally in these locations, including moveable furniture. No music (either acoustic or amplified) shall be played at any time in any of these areas.

To ensure that the use does not give rise to conditions which would be detrimental to the amenities of surrounding occupiers by reason of noise and disturbance and loss of privacy occasioned by the use of these areas, in accordance with Policies HO11, E3, CC11 and CC13 of the Local Plan (2018) and SPD Policy HS8 of the Planning Guidance Supplementary Planning Document (2018).

- 11) The window mitigation approved under planning permission (ref. 2021/01039/VAR) dated 3 February 2022 (conditions 51-54), shall be permanently retained and maintained as such thereafter.

In order to prevent harm to the existing residential amenities of the occupiers of neighbouring properties as a result of overlooking and loss of privacy, in accordance with Policies DC1 and DC2 of the Local Plan (2018) and SPD Key Principles of the Planning Guidance Supplementary Planning Document (2018).

- 12) With the exception of the installation of PV panels, no alterations shall be carried out to the external appearance of the building hereby permitted, including the installation of air-conditioning units, ventilation fans, extraction equipment, flues or other plant equipment and associated external pipework or ducting not shown on the approved drawings, without planning permission first being obtained. Any such changes shall be carried out in accordance with the approved details.

To ensure a satisfactory external appearance and to prevent harm to the amenities of the occupiers of neighbouring residential properties, in accordance with Policies DC1, DC4, DC8, CC11, CC13 and HO11 of the Local Plan (2018), and Key Principles of the Planning Guidance SPD (2018).

- 13) Notwithstanding the details shown on the plans hereby approved, no advertisements shall be installed on the building hereby permitted without the prior written approval of the Council.

To ensure a satisfactory external appearance of the development in accordance with Policies DC1, DC4, DC8 and DC9 of the Local Plan (2018) and Key Principles of the Planning Guidance SPD (2018).

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

In order to ensure that the Council can fully consider the effect of telecommunications equipment upon the character and appearance of the building and its setting, in accordance with Policies DC1, DC4 and DC8 of the Local Plan (2018).

- 15) No water tanks, water tank enclosures or other structures, other than those set out on the approved drawings, shall be erected upon the roofs of the building hereby permitted.

It is considered that such structures would seriously detract from the appearance of the building, contrary to Policies DC1, DC4 and DC8 of the Local Plan (2018).

- 16) Prior to commencement of the development hereby permitted, a statement of how 'Secured by Design' requirements are to be adequately achieved shall be submitted to and approved in writing by the Local Planning Authority. The approved details shall be carried out prior to occupation or use of the development hereby approved and permanently retained thereafter.

To ensure that the development incorporates suitable design measures to minimise opportunities for, and the perception of crime and provide a safe and secure environment, in accordance with Policy D11 of the London Plan (2021) and Policy DC1 of the Local Plan (2018).

- 17) The green roofs (including planting and maintenance plan) approved under planning permission (ref. 2021/01039/VAR) dated 3 February 2022 (condition 28), shall be permanently retained and maintained as such thereafter.

Any shrubs or planting including works associated with the soft landscaping (including green roofs or wall boundary planting) pursuant to the approved soft landscape details being 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.

To ensure the provision of green roofs in the interests of sustainable urban drainage and habitat provision, in accordance with Policies SI 13, G1 and G5 of the London Plan (2021) and OS1, OS4, OS5 and CC4 of the Local Plan (2018).

- 18) Prior to commencement of the development hereby permitted, a revised Energy Assessment shall be submitted to and approved in writing by the Local Planning Authority. The Assessment shall include details of energy efficiency and low/zero carbon technologies and confirm that CO2 emissions would be reduced in line with the London Plan targets. No part of the development shall be used or occupied until it has been carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

In the interests of energy conservation and reduction of CO2 emissions, in accordance with Policies SI2 and SI4 of the London Plan (2021) and Policies CC1 and CC2 of the Local Plan (2018).

- 19) The development shall be carried out in accordance with the submitted flood risk assessment, prepared by Create Consulting, referenced: GB/VL/P15-920/45, dated 26 February 2026 and the flood risk technical note (available as appendix E of the FRA): Titled: Flood Risk Technical Note, prepared by JMEnviro, referenced: JME.322.DimesPlace.FRTN, dated: 23 February 2026 and its associated drawings (references: JME_P323_SK001_revA, P24078-FCH-XX-00-DR-A-0304 and P24078- FCH-XX-00-DR-A-0310) [each drawing is enclosed within the Flood Risk Technical Note within Appendix E of the FRA] and the following mitigation measures they detail:

- Sleeping accommodation will be protected by a fixed permanent barrier up to the modelled tidal breach flood level (4.9mAOD), as outlined in section 5.0 'Design Response to Flood Risk' of the revised FRA (GB/VL/P15-920/45) and demonstrated in the Flood Risk Technical Note (JME.322.DimesPlace.FRTN) and its associated drawings (refs; JME_P323_SK001_revA, and P24078- FCH-XX-00-DR-A-0310).
- All windows where the cill is lower than the breach level (DG18, WGX, WG32 and WG52) will be closed up with blockwork to at least the breach flood level and waterproofed as shown on the drawings (refs; JME_P323_SK001_revA and P24078- FCH-XX-00-DR-A-0310).

To reduce the impact of flooding to the proposed development and future occupants and to make the development more resilient in the event of flooding in accordance with Policy SI12 of the London Plan (2021), and Policy CC3 of the Local Plan (2018).

- 20) Notwithstanding condition 19, prior to commencement of the development hereby approved, an assessment of sewer infrastructure capacity to ensure sufficient capacity is available shall be submitted to and approved in writing by the Local Planning Authority. No part of the development shall be used or occupied until any necessary upgrades have been carried out in accordance with the approved details and shall thereafter be permanently retained in this form.

To reduce the impact of flooding for future occupants and the development and to make the development more resilient in the event of flooding in accordance with Policy SI12 of the London Plan (2021), and Policy CC3 of the Local Plan (2018), and to prevent any increased risk of flooding and to ensure the satisfactory storage

of/disposal of surface water from the site in accordance with Policy SI13 of the London Plan (2021), and Policies CC2 and CC4 of the Local Plan (2018).

- 21) On completion of the development including installation of any plant and machinery, a verification report as assessed and evaluated in accordance with BS4142: + A1:2014 shall be submitted to and approved in writing by the local planning authority. This is to demonstrate that the stated mitigation works as set out in the extant KP Acoustics Report (13235.PCR.01, Rev B) section 6 being fully implemented, and the external sound level emitted from plant, machinery or equipment at the development hereby approved shall be lower than the lowest existing background sound level by at least 10dBA in order to prevent any adverse impact.

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

- 22) Prior to use, machinery, plant or equipment at the development shall be mounted with proprietary anti-vibration isolators and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

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

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

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

- 24) No removal of refuse nor bottles/ cans to external bins or areas at the development shall be carried out other than between the hours of 08:00 to 20:00 on Monday to Friday and 10:00 to 18:00 on Saturdays and at no time on Sundays and Public/Bank Holidays.

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

- 25) No deliveries nor collections/ loading nor unloading shall occur at the development hereby approved other than between the hours of 08:00 to 18:00 on Monday to Friday, 09:00 to 18:00 on Saturdays and at no time on Sundays and Public/Bank Holidays.

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

- 26) The development hereby permitted shall be carried out in full accordance with the approved DSP: Delivery & Servicing Management Plan (2024/8264/DSMP01), Issue 3, dated 05/11/2025, prepared by RGP. The DSP shall be regularly monitored and reviewed and any subsequent modifications or alterations to the DSP should be submitted to and approved in writing by the LPA.

To ensure that satisfactory provision is made for refuse storage and collection and that servicing activities do not adversely impact on the highway, in accordance with Policy T7 of the London Plan (2021), and Policy T2 of the Local Plan (2018).

- 27) Prior to occupation of the of the development hereby permitted, a Waste Management Strategy (WMS) shall be submitted to and approved in writing by the Local Planning Authority. Details shall include the management and times of refuse/recycling collection; details of the waste collection pick up area (within 10m drag distance of the public highway); and location of loading bays and vehicle movements. The approved details shall be implemented prior to occupation and the WMS hereby permitted shall thereafter operate in accordance with the approved details. The WMS shall be regularly monitored and reviewed and any subsequent modifications or alterations to the WMP should be submitted to and approved in writing by the LPA.

To ensure that satisfactory provision is made for refuse storage and collection and that associated vehicle servicing activities do not adversely impact on the highway, in accordance with Policy T7 of the London Plan (2021), and Policies CC7 and T2 of the Local Plan (2018).

- 28) Prior to occupation of the development hereby permitted details of safe, secure and accessible bicycle storage, shall be submitted to, and approved in writing by the Council. The cycle parking facilities should be in accordance with London Cycling Design Standards (LCDS). Details of the enclosure and internal stands, should comprise design/manufacturers specifications/materials. The bicycle storage facilities shall be implemented as approved prior to the occupation of the development, and shall thereafter be permanently maintained for the life of the development.

To ensure satisfactory provision for the bicycle and thereby promote sustainable and active modes of transport, in accordance with Policy T5 London Plan (2021), and Policy T3 of the Local Plan (2018).

- 29) Prior to commencement of the development hereby permitted, a Ventilation Strategy Report to mitigate the impact of existing poor air quality for the Hotel use (Class C1) shall be submitted to and approved in writing by the Local Planning Authority. This is applicable to all receptor locations where Council 2030 WHO aligned Annual Mean Air Quality Targets for Nitrogen Dioxide (NO₂) - 10ug/m³, Particulate (PM₁₀) - 15 ug/m³ and Particulate (PM_{2.5}) - 5 ug/m³ are exceeded and where current and future predicted pollutant concentrations are within 5% of these limits. The report shall include the following information:
1. Details and locations of the ventilation intake locations at rear roof level or on the rear elevations of each hotel accommodation floor
 2. Details and locations of ventilation extracts, to demonstrate that they are located a minimum of 2 metres away from the air ventilation intakes, 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
 3. Details of the independently tested mechanical ventilation system with Nitrogen Dioxide (NO₂) 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_{2.5}, PM₁₀) in accordance with BS EN ISO 10121-1:2014 and BS EN ISO 16890:2016
 4. Details and locations of restricted opening windows (maximum 200mm for emergency purge ventilation only) for all hotel accommodation rooms on all floors. 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 occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 30) Prior to occupation of the development hereby permitted, details of a post installation compliance report including photographic confirmation of the mitigation measures as included in the approved ventilation strategy as required by condition 29 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 occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 31) Prior to occupation of each phase of the development hereby permitted, (including manufacturer specification, installation/commissioning certificates and photographic confirmation) of the installed Zero Emission), Air Source Heat Pumps

(ASHP), Heat Battery Electric Boilers to be provided for space heating and hot water for the Hotel (Use Class C1) shall be submitted to and approved in writing by the Local Planning Authority. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 32) Prior to occupation of each relevant phase of the development hereby permitted, details (including manufacturer specification, installation/commissioning certificates and photographic confirmation) of the installed Waste Water Heat Recovery System (WWHRS) for the Hotel use (Use Class C1), shall be submitted to and approved in writing by the Local Planning Authority. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 33) Prior to occupation of each phase of the development hereby permitted, details (including manufacturer specification, installation/commissioning certificates and photographic confirmation) of the installed Battery Solar Energy Storage Systems (BSESS) for the Hotel (Use Class C1) shall be submitted to and approved in writing by the Local Planning Authority. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 34) Prior to occupation of each phase of the 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:
1. Procurement policy and processes 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.
 2. Use of Zero Exhaust Emission Vehicles in accordance with the emissions hierarchy (1) Walking Freight Trolleys (2) Cargo bike (3) Electric Vehicle.
 3. Reduction and consolidation of deliveries and collections e.g., Waste
 4. Re-timing of deliveries and collections outside of peak traffic time periods of 07:00-10:00 and 15:00-19:00 hrs
 5. Facilities and measures that will minimise the impact of vehicle emissions from increasing personal deliveries e.g., concierge, carrier agnostic parcel locker, Cargo bicycle bays etc.

The ULES shall be monitored and reviewed on an annual basis 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.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 35) Prior to occupation of each phase of the development hereby permitted, details (including manufacturer specification, location and type, installation/commissioning certificates and photographic confirmation) of the installed minimum of two ground level cargo bike parking spaces shall be submitted to and approved in writing by the Local Planning Authority. Approved details shall be fully implemented prior to the occupation/use of the development and thereafter permanently retained and maintained.

In the interests of air quality, in accordance with Policy SI1 of the London Plan (2021), Policy CC10 of the Local Plan (2018), and the councils Air Quality Action Plan.

- 36) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development 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.

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).

- 37) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development 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.

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).

- 38) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development 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.

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).

- 39) Unless the Council agree in writing that a set extent of development must commence to enable compliance with this condition, no development 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.

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).

- 40) The development hereby permitted shall not be commenced until the following documents, in consultation with London Underground, have been submitted to and approved in writing by the local planning authority which:
- demonstrate that the risk of objects being thrown or dropped onto the railway is removed or mitigated;
 - an assessment of railway noise and vibration shall be carried out and appropriate protective measures shall be taken to protect the users of the property and of other properties potentially affected as a result of the current development against noise and vibration caused by the existing railway.

Condition requested by TfL: To ensure that the development does not impact on existing London Underground/DLR transport infrastructure, in accordance with the London Plan 2021 Policy T3 and 'Land for Industry and Transport' Supplementary Planning Guidance 2012.

Justification for approving application:

1. Land Use: The loss of the existing employment use has been justified. The proposed apart-hotel, would enhance London's visitor economy, and promote uses that will further diversify the mix of uses and support the vitality and viability of the Hammersmith Town Centre and Hammersmith Regeneration Area, as well as providing economic and social regeneration benefits to LBHF. The proposal is judged to accord with the NPPF (2024), London Plan (2021) Policies E1, E2, E10 and E11, and Local Plan (2018) Policies HRA, E1, E2, E3, E4 and TLC1.
2. Design and Heritage: The proposals are considered to be of a high quality of design having regard to the character and appearance of the existing site and surrounding area. The proposals would not result in any harm to the character, significance or setting of any heritage assets, including the significance of the Bradmore Conservation Area or the Hammersmith Town Hall Conservation Area. The proposal is considered acceptable having due regard to the provisions of sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the NPPF (2024), London Plan (2021) Policies D3 and HC1, and Local Plan (2018) Policies DC1, DC4 and DC8.
3. Impact on Neighbouring Residents: The development is considered to respect the principles of good neighbourliness in relation to the on-site characteristics. The impacts on outlook, overlooking and sunlight/daylight are considered to be acceptable. Measures would be secured by conditions and a planning obligation to mitigate environmental nuisance associated with the construction and operational phases. The proposed development therefore accords with the NPPF (2024), London Plan (2021) Policy D14, Local Plan (2018) Policies E3, DC1, DC4, HO11, CC11, CC12 and CC13, and Key Principles of the Planning Guidance SPD (2018).

4. **Safety and Access:** The development would provide a safe, secure and accessible environment for all users, including disabled people in accordance with London Plan (2021) Policies D5, D11 and E10, and Local Plan (2018) Policies E3 and DC4.
5. **Highways and Transportation:** It is considered that the scheme would not have a significant impact on the highway network or local parking conditions and is thus considered to be acceptable. Subject to conditions and S106 obligations the development accords with the NPPF (2024), London Plan (2021) Policies T1-T7, Local Plan (2018) Policies T1, T2, T3, T4, T7 and CC7, and relevant Key Principles of the Planning Guidance SPD (2018).
6. **Flood Risk and SUDS:** A FRA and SUDs assessment has been submitted as required. Subject to a condition, the proposal is in accordance with the NPPF (2024), London Plan (2021), Policies SI 12 and SI 13, and Local Plan (2018) Policies CC2, CC3 and CC4.
7. **Energy and Sustainability:** An Energy Statement has been submitted outlining the energy efficiency and low/zero carbon measures to be implemented as part of the development with the aim of minimising energy use and associated CO2 emissions. A final Energy Statement is secured by condition together with a carbon off-set payment secured by a legal agreement. The proposal therefore accords with the NPPF (2024), London Plan (2021) Policies SI 2 and SI 4, and Local Plan (2018) Policies CC1 and CC2.
8. **Air Quality:** With regards to air quality considerations, subject to additional mitigation secured by conditions, the development would be acceptable and compliant with London Plan (2021) Policy SI 1, Local Plan (2018) Policy CC10, and the councils Air Quality Action Plan.
9. **Land Contamination:** Conditions would ensure that the site would be remediated to an appropriate level for the proposed uses. The proposed development therefore accords with the London Plan (2021), and Local Plan (2018) Policy CC9.
10. **Planning Obligations:** Planning obligations to offset the impact of the development and to make the development acceptable in planning terms are secured. This includes, a financial contribution towards Community Safety and Public Realm Improvements; Local Employment, Training and Skills Development Initiatives; a carbon dioxide emission offset financial contribution; monitoring fees in connection with a Construction Logistics Plan, Operational Management Plan, Waste Management Plan, Travel Plan, and Delivery and Servicing Plan; car permit free restrictions; and s278 highways works. The proposed development would therefore mitigate external impacts and would accord with London Plan (2021) Policy DF1 and Local Plan (2018) Policy CF1.

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

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

Application form received: 3rd July 2025
Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2024
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:	Dated:
Historic England London Region	31.03.25
Environment Agency - Planning Liaison	15.04.25
Thames Water - Development Control	26.03.25
Crime Prevention Design Advisor - Hammersmith	11.04.25
Transport For London - Land Use Planning Team	15.04.25
Environment Agency - Planning Liaison	27.11.25
Environment Agency - Planning Liaison	27.10.25
Network Rail	31.03.25

Neighbour Comments:

Letters from:	Dated:
13 Cambridge Grove London W6 0LA	04.05.25
Blue Cross Hospital Argyle Place London W6 0RQ	07.04.25
23b Cambridge Grove Hammersmith London W6 0LA	09.04.25
Blue Cross Animal Hospital Hammersmith, London W6 0RQ	07.04.25
Blue Cross Animal Hospital Hammersmith W6 0RQ	02.04.25
3 Cambridge Grove London W6 0LA	28.04.25
Blue Cross Animal hospital Argyle place London W6 0RQ	03.04.25
Argyle Place London W6 0RQ	17.04.25
Argyle Place King Street Hammersmith W6 0RQ	17.04.25

Report:

1.0 SITE DESCRIPTION

1.1 The application relates to 104 King Street, and comprises Use Class E office development known as Dimes Place, built out in accordance with planning permission Ref. 2021/01039/VAR, dated February 2022. Since the development was completed in April 2023, the development has failed to attract tenants and as such, has remained unoccupied.

1.2 The built office development at the site comprises a part basement, part-1, part-2 storey building to the west and a part-3 storey building to the east, linked by a central reception area.

1.3 The site is situated to the north of King Street, with the primary access provided via Dimes Place. It is bounded to the north by a London Underground railway line and a railway bridge crossing Cambridge Grove. To the west, the site adjoins residential properties on Argyle Place, which also accommodates a pet hospital, and beyond this lies a hotel extending along the length of the street. A secondary means of access is also provided Argyle Place. To the east, the site borders the rear gardens of residential properties fronting Cambridge Grove. Directly to the south comprises mixed-use buildings along King Street, featuring commercial uses at ground floor level with residential accommodation above.

1.4 The site does not contain any listed buildings. The majority of the site is not located within a Conservation Area, however, parts of the site are within the Bradmore Conservation Area (north-easternmost corner) and Hammersmith Town Hall Conservation Area (formerly King Street (East) - southernmost building). Nos. 116 and 118 Kings Street are designated as Buildings of Merit, as are nos. 1-15 Cambridge Grove.

1.5 The site is within the Hammersmith Regeneration Area, with the access from Dimes Place and the southern part of the building located within the boundary of Hammersmith Town Centre. The site is also located in the Environment Agency's Flood Risk Zone 3 and in an Archaeological Priority Zone. The site has a PTAL level of 6a using Transport for London (TfL) methodology, indicating excellent public transport accessibility.

+ Relevant Planning History

1.6 2019/01494/FUL - Redevelopment of the site comprising the demolition and removal of the existing timber shed buildings; retention of the existing office and former recording studio buildings; and the development of part-2, part-3 storey buildings; refurbishment of the existing office building and development of a first floor extension to the recording studio; all to be used as offices (Use Class B1); comprising 2,876 sqm (GEA) floorspace; associated access works and no. 47 cycle parking spaces. Granted.

1.7 2020/00646/FUL - The redevelopment of the site comprising the demolition and removal of the existing timber shed buildings, the retention of the existing office and former recording studio buildings and the development of part-basement, part-1, part-2, part-3 storey buildings, refurbishment of the office building and development of a first floor extension to the recording studio; to be used as office (Use Class B1), associated

access works and cycle parking spaces; (Revision of planning permission ref: 2019/01494/FUL, dated 10 January 2020). Granted.

1.8 Extant permission: 2021/01039/VAR - Variation of Condition 2 (approved drawings) to allow minor material amendments to planning permission (ref: 2020/00646/FUL) dated 24 November 2020 for "The redevelopment of the site comprising the demolition and removal of the existing timber shed buildings, the retention of the existing office and former recording studio buildings and the development of part-basement, part-1, part-2, part-3 storey buildings, refurbishment of the office building and development of a first floor extension to the recording studio; to be used as office (Use Class B1), associated access works and cycle parking spaces". In conjunction with minor external and internal alterations to the approved buildings, the amendments include: installation of new windows on south elevation and the reconfiguration of the plant enclosure at roof level (Block A), increase in parapet heights (infill elements) and reconfiguration to provide a brick clad boundary wall with the Cambridge Grove properties (Block B); and alterations to provide an enclosed bike store fronting Cambridge Grove (Building C). - Granted and implemented.

1.9 Subsequent discharge of conditions and non-material amendments were submitted and approved.

2.0 PROPOSAL

2.1 The application relates to the change of use of part of the existing office accommodation (Use Class E) to an apart-hotel (Use Class C1).

2.2 The apart-hotel will provide 68 rooms comprising a mix of 57 studios (ranging from 18sqm to 31sqm) and 11 duplex units (ranging from 28sqm to 70sqm), offering long stay self-contained accommodation for up to 90 days.

2.3 All rooms include an en-suite bathroom and kitchenette - enabling guests to prepare their own food. The building will offer an on-site laundry service, and front of house facilities will be limited to a small breakfast area.

3.0 PUBLICITY AND CONSULTATION RESPONSES

+ Statutory Consultation

3.1 A site and press notice were published to advertise this application and notification letters were sent to the occupants of 238 surrounding properties.

8 responses were received, 1 in support and 7 raising objection. A summary of the comments is provided below:

+ Objection:

- Disruption to Blue Cross Animal hospital caused by obstruction of Argyle Place from vehicles associated with the construction phase and operational phase
- Noise impacts from construction phase
- Additional rubbish in Argyle Place
- No need for further hotels: sufficient supply with the locality
- Increase to on-street parking levels
- Quality of accommodation - some rooms are windowless

- Request the developer continues good communication with neighbours as per the previous development
- Introduce a deadline for completion
- Scaffolding should not be placed in neighbouring gardens

+ Support:

- The quality of the existing development has had a positive impact
- The change of use is a positive strategy to activate the development and improve security

3.2 Cambridge Grove, Leamore Street and Argyle Place Residents' Association confirm they raise no objection, stating: they have not received negative comments from the residents association; they are sympathetic to the needs of the developer and are in favour of the proposal; they ask that the developers are required to consult the residents association about the work including noise, traffic; and an on-site representative is appointed for residents to communicate with.

3.3 The Hammersmith Society, Fulham Society, Hammersmith and Fulham Historic Buildings Group, Hammersmith and Fulham Historical Society were also consulted on the planning application and have not made any comments.

+ Technical Consultations

3.4 Network Rail have responded to confirm they do not wish to comment.

3.5 Thames Water recommend an informative relating water pressure.

3.6 Metropolitan Police Designing Out Crime Officer (DOCO) recommends the applicant completes the SBD accreditation process to achieve a SBD certificate.

3.7 Environment Agency raises no objection subject to a condition.

3.8 TfL (Infrastructure Protection) raises no objection in principle subject to a condition relating to risk of, and mitigation for objects being thrown / dropped onto the railway; and an assessment of, and mitigation for railway noise and vibration for users of the new development.

3.9 TfL (Spatial Planning) raises no objection subject to conditions relating to cycle parking; car permit free; and CLP

3.10 Historic England (Greater London Archaeological Advisory Service (GLAAS) have responded to confirm do not wish to comment.

3.11 Historic England (Historic Assets) have responded to confirm do not wish to comment.

3.12 HSE have responded to confirm do not wish to comment. The proposals do not fall under the remit of planning gateway one because the purpose of a relevant building is not met (not regarded as "dwellings").

3.13 The London Fire and Emergency Planning Authority, and London Underground were consulted on the planning application and have not made any comments.

4.0 POLICY FRAMEWORK

4.1 The Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.

4.2 Collectively the three Acts create a plan led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (section 38(6) of the 2004 Act as amended by the Localism Act).

4.3 In this instance the statutory development plan comprises the London Plan (2021) and the Local Plan (2018). A number of strategic and local supplementary planning guidance and other documents are also material to the determination of the application.

+ National Planning Policy Framework (2024)

4.4 The National Planning Policy Framework (NPPF) came into effect on 27 March 2012 and was subsequently revised in 2019 and 2021, 2023 and more recently in 2024 and is a material consideration in planning decisions. The NPPF, as supported by the Planning Practice Guidance (PPG), sets out national planning policies and how these are expected to be applied.

4.5 The NPPF does not change the statutory status of the development plan as the starting point for decision making. Proposed development that accords with an up to date Local Plan should be approved and proposed development that conflicts should be refused unless other material considerations indicate otherwise.

+ London Plan

4.6 The London Plan was published in March 2021. It forms the Spatial Development Strategy for Greater London and sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth. It forms part of the development plan for Hammersmith and Fulham.

+ Local Plan

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

5.0 PLANNING ASSESSMENT

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

- 5.1 Land Use - Loss of employment use; Proposed apart-hotel
- 5.2 Accessibility; Secure by Design; and Fire Safety
- 5.3 Design and Heritage

- 5.4 Residential Amenity (light/outlook/privacy/environmental nuisance)
- 5.5 Highways and Transportation
- 5.6 Flood Risk and SUDS
- 5.7 Energy and Sustainability
- 5.8 Air Quality
- 5.9 Ecology and Biodiversity
- 5.10 Land Contamination

5.1 LAND USE

+ Loss of employment use

5.1.1 London Plan Policies E1 and E2 seek to retain existing viable office floorspace. Policy E2, however does allow for the loss of existing employment floorspace if it can be demonstrated that there is no reasonable prospect of the site being used for business purposes.

5.1.2 Proposals involving a loss of employment floor space are also to be assessed in accordance with Local Plan Policies E1 and E2, which require applications to adequately justify the loss, for example in terms of the suitability of the site for continued employment use and evidence of unsuccessful marketing of the site.

5.1.3 Specifically, Policy E2 states 'Permission will only be granted for a change where:

1. continued use would adversely impact on residential areas; or
2. an alternative use would give a demonstrably greater benefit that could not be provided on another site; or
3. it can be evidenced that the property is no longer required for employment purposes.

5.1.4 The proposal entails the loss of office floorspace on the site, which has remained vacant since its completion in April 2023 and has not been occupied for employment purposes.

5.1.5 In accordance with Policy E2 of the Local Plan, the applicant has submitted a detailed marketing report demonstrating that the property is no longer required for employment purposes. The report confirms that the site has been actively and continuously marketed for over 32 months, significantly exceeding the 12-month minimum required by the policy. Marketing was undertaken by two established commercial agents (Frost Meadowcroft and CBRE), and included a comprehensive campaign across multiple platforms, targeted outreach, and opens days. The pricing quoted for the offices was comparable to other best in class office spaces, flexible leasing terms were offered, as well as incentives such as rent-free periods and contributions to fit-out. A full breakdown of all interest to date and feedback during the marketing period has been provided. Despite the building being completed to a high specification and offering flexible, subdivisible space to both CAT A and CAT B standard, no lettings have been secured. In summary, the report concludes the micro location is too residential and the subject property has poor presence for a corporate office tenant. Larger tenants want to be configured on one large open plan footplate whilst smaller tenants gravitate to serviced office campuses or larger office developments where more collaborative environments can be found. Additionally, considering the nature and age of the premises it is not considered that further adaptation and alteration would result in secure lettings or would be financially viable for the applicant.

5.1.6 Offices have scrutinized the marketing analysis and are satisfied the evidence demonstrates that appropriate marketing has been undertaken. In accordance with Local Plan Policy E2, the evidence confirms the building has undergone extensive marketing, whereby prices have been similar to that pertaining in the area for similar premises, lease terms were reasonable and not unduly restrictive, and incentives were offered to prospective occupiers. London Plan Policy E1 also sets out that the redevelopment, intensification and change of use of surplus office space to other uses including housing is supported, subject to the provisions of Parts G and H (relating to reuse of large office spaces for smaller units and need for a range of office space) - since the applicant has targeted both small and large organisations, offering a range of office sizes, it is considered that the requirements of London Plan E1 have been met. Furthermore, given the building has never been occupied as an office use, it could be considered the change to an alternative use would not strictly impact the existing Hammersmith Office Market.

5.1.7 In view of the above, officers consider satisfactory evidence has been provided to justify the loss of the existing employment use against London Plan Policies E1 and E2, and Local Plan Policies E1 and E2.

+ Economic Development and Skills Training

5.1.8 Policy E11 of the London Plan 'Skills and opportunities for all' requires development proposals to support employment, skills development, apprenticeships, and other education and training opportunities in both the construction and end-use phases. Local Plan Policy E4 'Local Employment, Training, and Skills Development' echoes this requirement compelling provision for appropriate employment and training initiatives for local people of all abilities in the construction of major developments.

5.1.9 Although the proposal would result in the loss of employment floorspace, the development would create new employment on site (15 jobs). Separately, in accordance with the above policies, contributions would be required towards the provision of appropriate employment and training initiatives for local people of all abilities during the construction phase of the development (i.e. apprenticeships and paid and unpaid work placements) as well as contributions to support the procurement of local labour. The applicant has agreed to enter into a legal agreement to secure support for employment, training and local business, as well as a financial contribution to support delivery of Upstream London, the Council's Industrial Strategy for inclusive economic growth.

+ Proposed Apart-Hotel

5.1.10 The site is within the Hammersmith Regeneration Area, with the access from Dimes Place and the southern part of the building located within the Hammersmith Town Centre, as identified in the Borough's Local Plan.

5.1.11 Hammersmith Town Centre SPD and Local Plan Strategic Policy HRA recognises the need to focus regeneration and growth within the Hammersmith Regeneration Area by promoting a range of uses.

5.1.12 Paragraphs 85 and 86 of the revised NPPF outlines the Government's commitment to securing economic growth in order to create jobs and prosperity; and to

help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business.

5.1.13 London Plan Policy E10 states that London's visitor economy and associated employment should be strengthened by enhancing and extending its attractions, inclusive access, legibility, visitor experience and management and supporting infrastructure, particularly to parts of outer London well-connected by public transport. The Policy seeks to achieve 58,000 net additional hotel bedrooms across London by 2041. Part C of this policy seeks to ensure a sufficient supply and range of serviced accommodation. Part G seeks for visitor infrastructure to be located within the CAZ or where they are well connected by Public Transport, particularly to central London. Part H requires sufficient choice and at least 10% of bedrooms to be wheelchair-accessible.

5.1.14 Local Plan Policy E1 states the Council will support the local economy and inward investment in the borough. Policy E3 adds that permission will be granted for new visitor accommodation within the three town centres, the Earls Court and West Kensington and White City Opportunity Areas. The justification to Policy E3 sets out the criteria against which proposals for visitor accommodation and facilities should be considered. These include:

- well located in relation to public transport;
- no detrimental impact on the local area;
- no loss of priority uses such as permanent housing;
- provision of adequate off-street servicing;
- at least 10% of hotel bedrooms designed as wheelchair accessible;
- a high standard of design; and
- schemes should add to the variety and quality of local visitor accommodation

5.1.15 Outside of these identified areas, Policy E3 states: small scale hotels (not in excess of 50 bedrooms) are considered appropriate, subject to meeting the above criteria.

5.1.16 Local Plan Policy TLC1 seeks to support the regeneration of the Borough's town centres by ensuring a range of town centre uses to meet the needs of local residents, workers, and visitors. Para. 8.6 states the council will support development that improves the vitality and viability of Hammersmith town centre and strengthen its role as a centre for offices, local government and for arts, culture, leisure and services as well as shopping.

5.1.17 The proposal seeks the conversion of Dimes Place into an apart-hotel (Use Class C1). Part of the site falls within Hammersmith Town Centre and benefits from excellent access to public transport. The scheme will deliver 68 rooms of varying sizes comprising a mix of 57 studios (ranging from 18sqm to 31sqm) and 11 duplex units (ranging from 28sqm to 70sqm), including 7 accessible units (10%). All rooms will provide long-stay, self-contained accommodation for up to 90 days, featuring en-suite bathrooms and kitchenettes to enable guests to prepare their own meals. Additional facilities include an on-site laundry service at basement level and a small breakfast area within the front-of-house space. The proposed apart-hotel introduces an extended-stay model, offering a distinct alternative to traditional hotel accommodation currently available in Hammersmith.

5.1.18 It is noted that 6 rooms (approximately 9%) would be without windows—four at basement level and one at first and second floor level within the western block. In

addition, several windows are obscure-glazed up to 1.7 metres above the internal floor level (an existing arrangement to safeguard the amenity of neighbouring properties required under the extant permission). Some degree of mutual overlooking between windows of the rooms would also occur. However, there are no specific standards or guidance relating to privacy, daylight, or outlook for hotel accommodation. Given that hotel use typically serves a transient population, it is accepted that guest rooms may have a different spatial arrangement and outlook compared to dwelling houses within Use Class C3. Notwithstanding this, a legal agreement will restrict the length of stay to a maximum of 90 days and prohibit the premises from being used as the sole or main residence of any occupier. This will ensure the use remains within Class C1 for a transient population and prevents its conversion into more permanent residential accommodation, which would otherwise fall under Class C3 and require separate assessment on its own merits.

5.1.19 In summary, the proposed apart-hotel would contribute to the continued provision, diversity, and quality of visitor accommodation within the locality, as well as enhancing the vitality and viability of Hammersmith Town Centre.

5.1.20 Subject to an assessment against all other material planning considerations, including design and heritage, accessibility, residential amenity and impact on the highways network, the principle of an apart-hotel is considered to be acceptable and would accord with the NPPF, London Plan Policy E10, and Local Plan Strategic Policy HRA and Policies E3 and TLC1. The abovementioned matters are discussed in more detail below.

+ Land Use Conclusion:

5.1.21 In summary, the loss of employment floorspace has been adequately justified. The proposed development is consistent with the relevant policies that seek to strengthen London's visitor economy and encourage uses that diversify the mix of activities, thereby supporting the vitality and viability of Hammersmith Town Centre. Furthermore, the scheme will deliver economic and social regeneration benefits through planning obligations secured via a Section 106 agreement, contributing positively to the London Borough of Hammersmith & Fulham economy.

5.1.22 The proposed land use is considered acceptable in principle with regards to the relevant provisions of the revised NPPF (2024), the London Plan (2021), the Local Plan (2018), and Hammersmith Town Centre SPD (2024), subject to compliance with other relevant policies of the development plan.

5.2 ACCESSIBILITY; SECURE BY DESIGN; AND FIRE SAFETY

+ Accessibility

5.2.1 London Plan Policy D5 and Local Plan Policy DC4 requires all new development to achieve the highest standards of accessible and inclusive design. Specifically, London Plan Policy E10 and Local Plan Policy E3 require at least 10% of new hotel rooms to be accessible. Access requirements have now been incorporated into Building Regulations.

5.2.2 The development provides 7 accessible rooms (spread across all floors) which would meet the 10% minimum requirement. The implementation of these rooms will be secured by a condition. In addition, all entrances in the development will be level, and

accessible lifts will be installed. Detailed access matters would be covered under Building Regulations. On this basis the proposal accords with London Plan Policies D5 and E10, Policies E3 and DC4 of the Local Plan.

+ Secure by Design

5.2.3 London Plan Policy D11 and Local Plan Policy DC1 require new developments to respect the principles of Secured by Design and to ensure that proposals create a safe, secure, and appropriately accessible environment where crime and disorder and the fear of crime do not undermine quality of life or community cohesion. Full details of how the proposal will incorporate measures for crime prevention will be secured by a condition.

+ Fire Safety

5.2.4 The matter of fire safety compliance is covered by Part B of the Building Regulations. However, London Plan Policy D12 recommends the fire safety of developments to be considered from the outset. Policy D12 of the London Plan states that major applications should be accompanied by a fire statement, prepared by a suitably qualified third-party assessor, demonstrating how the development proposals would achieve the highest standards of fire safety, including details of construction methods and materials, means of escape, fire safety features and means of access for fire service personnel.

5.2.5 A Fire Statement, prepared by an independent and suitably qualified third party has been submitted in support of the proposal. The building does not fall under the category of a 'relevant building' as defined in Building Regulation 7(4) and as such the HSE have confirmed they do not wish to comment. The submitted Fire Strategy evaluates the proposal alongside British Standards, demonstrating the fire safety measures to be implemented as part of this development in respect to life safety of the occupants and facilitating adequate fire service access. Officers are satisfied that the submitted Fire Safety Statement provides sufficient information for the planning stage, however fire safety compliance will be subject to final approval under Building Regulations.

5.3 DESIGN AND HERITAGE

5.3.1 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.

5.3.2 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 makes it a statutory duty for Local Planning Authorities to have special regard to the desirability of preserving listed buildings or their settings when determining Listed Building Consent applications and planning applications respectively.

5.3.3 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states in relation to Conservation Areas that: 'In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'

5.3.4 London Plan Policy D3 specifies that development must take a design led approach that optimises the capacity of sites, with specific regard to form and layout, experience, quality and character. London Plan Policy HC1 states that development proposals affecting heritage assets, and their setting should conserve their significance and avoid harm and identify enhancement by integrating heritage considerations early on the design process.

5.3.5 Local Plan Policy DC1 states that 'Development 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. In particular, development throughout the borough should be of the highest standard of design that respects local context and character and should protect and enhance the character, appearance and setting of the borough's conservation areas and its historic environment'.

5.3.6 Local Plan Policy DC4 states that 'The council will require a high standard of design in all alterations and extensions to existing buildings. These should be compatible with the scale and character of existing development, their neighbours and their setting. In most cases, they should be subservient to the original building. Alterations and extensions should be successfully integrated into the architectural design of the existing building. In considering applications for alterations and extensions the council will consider the impact on the existing building and its surroundings and take into account the following:

- a) Scale, form, height and mass;
- b) Proportion;
- c) Vertical and horizontal emphasis;
- d) Relationship of solid to void;
- e) Materials;
- f) Relationship to existing building, spaces between buildings and gardens;
- g) Good neighbourliness; and
- h) The principles of accessible and inclusive design.'

5.3.7 Local Plan Policy DC8 states that the council will '...aim to protect, restore or and enhance the quality, and character, appearance and setting of the borough's conservation areas and its historic environment, including listed buildings, historic parks and gardens, buildings and artefacts of local importance and interest, archaeological priority areas and the scheduled ancient monument'.

5.3.8 The site does not contain any listed buildings. The majority of the site is not located within a Conservation Area, however, parts of the site are within the Bradmore Conservation Area (north-easternmost corner) and Hammersmith Town Hall Conservation Area (formerly King Street (East) - southernmost building). Nos. 116 and 118 Kings Street are designated as Buildings of Merit, as are nos. 1-15 Cambridge Grove.

5.3.9 The proposed works are predominantly internal, with only minor external alterations that would result in negligible change to the appearance of the existing building. These external works comprise the installation of a new window at ground-floor level on the south-facing elevation of the western block, looking into the site; a new first-floor window on the north-facing elevation; and the raising of cill heights to several existing ground-floor openings facing Dimes Place, the latter forming part of the

flood-risk mitigation measures. Details of any signage and external lighting will be secured by conditions.

5.3.10 Consequently, the proposal is considered acceptable having due regard to the provisions of Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act, 1990. The proposals would not result in any harm to the character, significance or setting of any heritage assets, including the significance of the Bradmore Conservation Area or the Hammersmith Town Hall Conservation Area. As such, the proposals would be in accordance with the NPPF, Policies D3 and HC1 of the London Plan (2021), and Policies DC1, DC4 and DC8 of the Local Plan (2018).

5.4 RESIDENTIAL AMENITY

5.4.1 The neighbouring residential properties that potentially stand to be most impacted by this development are the residential properties to the north-west in Argyle Place; those to the east along Cambridge Grove; and those to the south above the commercial units fronting King Street. The key issues in this respect relate to the impact of the external alterations; and environmental nuisance associated with the construction and operational phases of the development.

+ Outlook, light and privacy

5.4.2 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. Policy DC4 advises that good neighbourliness, in particular the amenities of the neighbouring properties, and other properties most directly affected by the proposal will be a key consideration when assessing proposals. Key Principles HS6 and HS7 of the Planning Guidance SPD seek to protect the existing amenities of neighbouring residential properties, in terms of outlook, light, and privacy.

5.4.3 The approved building on site was designed to ensure any undue adverse effects on neighbouring properties is avoided. Given there will be no changes to the existing built form, the proposals would not result in any impact to existing levels of sunlight, daylight or outlook to surrounding residential properties.

5.4.4 With the exception of a small ground-floor window proposed on the western building, facing into the site, and a new first-floor window on the north-facing elevation on the western building, no additional openings are proposed. Owing to their locations—either facing internally within the site or positioned more than 18 metres from neighbouring windows—the proposed windows would not give rise to any undue loss of privacy. Conditions attached to the extant permission require windows on several elevations to be obscure-glazed and fixed shut below 1.7 metres above internal floor level, and these requirements will remain in force. No alterations to these windows are proposed under the current scheme. Furthermore, in line with the extant permission, a condition will be imposed to ensure that the flat roof areas are not used as external amenity spaces. On this basis, the proposals would not exacerbate existing levels of overlooking.

5.4.5 In view of the above, there will be no reduction in the level of residential amenity experienced at surrounding properties in terms of undue loss of light, privacy, outlook or

increased sense of enclosure, in accordance with Local Plan Policies DC1, DC4, HO11, and Key Principles HS6 and HS7 of the Planning Guidance SPD.

+ Environmental Nuisance

5.4.6 The key issue in this respect relates the operational activities of the apart-hotel, and the construction phase in terms of environmental nuisance.

5.4.7 London Plan Policy D14 states in order to reduce, manage and mitigate noise to improve health and quality of life, development proposals should manage noise by avoiding significant adverse noise impacts on health and quality of life.

5.4.8 Local Plan Policy CC11 states that noise-generating development will not be permitted if it would be liable to materially increase the noise experienced by the occupants of existing noise-sensitive uses in the vicinity. Policy CC13 states that the Council will, where appropriate require mitigation measures if a nuisance (such as smoke, smell, or noise) would be likely to occur. Local Plan Policy CC12 seeks to control the adverse impacts of lighting arrangements.

5.4.9 For developments that have the potential to increase noise or vibration levels Planning Guidance SPD Key Principle NN1 requires the submission of a noise and/or vibration survey and report. SPD Key Principle NN4 requires all noise generating uses, including plant, machinery and equipment, will be subject to requirements to minimise noise to relevant criteria in order to protect residential and other noise sensitive amenity.

+ Operational phase:

5.4.10 London Plan Policies SD6 and HC6 seek to enhance vitality and viability of town centres through the promotion of managed vibrant daytime, evening and night-time activities. The London Plan acknowledges the important public function that spaces within and around town centres can play in providing opportunities for people to meet, gather, socialise and be entertained. Local Plan Policy TLC1 seeks to enhance the vitality and viability of the Borough's town centres by ensuring a range of accessible shopping and other town centre uses to meet the needs of local residents, workers, and visitors. In particular, Part C supports the night-time economy. The proposed apart-hotel use would support these objectives.

5.4.11 Nonetheless, Local Plan Policy E3 supports applications for visitor accommodation provided the impact of the proposed development will not be detrimental to the amenity of the local area. Officers have therefore considered the proposed use in terms of noise and disturbance.

5.4.12 In this case, the application is supported by an Operational Management Plan which confirms the use would benefit from a dedicated management strategy via 24-hour on-site personnel. A management and operation team would also be responsible for ensuring health and safety procedures and the reducing adverse impacts on the locality. To ensure responsible behaviours, the site operator will enforce the following measures:

- All guests arriving to the site will be required to access the development via Dimes Place and be guided by signposted entrance way
- Access to the apart-hotel will be gained through an access control system at the perimeter gates and entrances

- Guests will pre-book their rooms
- A front desk reception area will be manned 24/7
- All guests will be informed of the sensitivity of the environment when they check in and reminded to be respectful of the local community especially during night-time hours.
- CCTV coverage will be installed which will have live feed to the operator's employees who will continuously monitor all activity outside of private spaces
- Signage will be displayed to encourage guests to respect the peace of the community
- All staff will be trained to a very high standard in hotel operating procedures and customer service and will receive the required health and safety and fire procedure training with regular updates

5.4.13 In addition, a complaints procedure will also be introduced, alongside the appointment of a designated community contact for residents to report any issues associated with the operation of the apart-hotel. The complaints procedure will require the General Manager to carry out a full and thorough investigation and to resolve the complaint within 24hours.

5.4.14 Officers consider the proposed Operational Management Plan (OMP) to be acceptable. The OMP will be secured by condition; however, to enable a comprehensive assessment of the apart-hotel's impact once operational, a legal agreement will require regular monitoring and allow for the implementation of additional mitigation measures if necessary. The agreement will also secure the associated monitoring fees.

5.4.15 New plant is proposed at roof level, located on the western and southern sections of the building and at the north-east corner of the site. The application is supported by a noise assessment, which confirms that only the plant at the western end will require mitigation in the form of an acoustic enclosure. This enclosure has already been installed under the extant permission and is identified on the submitted plans. Environmental Protection Officers are satisfied that, subject to conditions relating to noise limits and anti-vibration measures, the operation of the proposed plant would have a negligible impact on the amenity of occupiers of the new apart-hotel and surrounding properties. A verification report will be secured by condition to confirm that the stated mitigation works have been fully implemented and that external sound levels comply with the approved criteria. In the event of complaints, officers will be able to assess noise levels and take appropriate action where necessary.

5.4.16 In summary, subject to conditions and obligations, the operational use of the building would not result in an inappropriate and unneighbourly form of development, in accordance with London Plan Policy D14 and Local Plan Policies E3, DC1, CC11, CC13 and HO11.

+ Building Works

5.4.17 In terms of disturbance during building works, Key Principle NN7 requires the submission of a Construction Management Plan for substantial developments close to other premises. In this case the application is supported by an outline Construction Management Plan. Final details of the construction phases will be secured by a condition to ensure that the amenity of neighbouring properties would not be adversely affected by the building works.

5.5 HIGHWAYS AND TRANSPORTATION

5.5.1 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 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.

5.5.2 Local Plan Policy T1 sets out the Council's intention to "work with strategic partners to improve transport provision, accessibility and air quality in the borough, by improving and increasing the opportunities for cycling and walking, and by improving connections for bus services, underground, national and regional rail".

5.5.3 Local Plan Policy T2 relates to transport assessments and travel plans and states "All development proposals would be assessed for their contribution to traffic generation and their impact on congestion, particularly on bus routes and on the primary route network".

5.5.4 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.

+ Context

5.5.5 The site is located within the 'A' CPZ which is in operation Mon-Sat 8:30am-6:30pm. The site has a PTAL of 6a on a scale of 0-6b where 6b is the highest.

+ Access

5.5.6 The site would be primarily accessed from Dimes Place, which is now pedestrianised without vehicle access. As part of the Extant Permission, recent works have seen Dimes Place improved to provide an improved footway surfacing, planters, and lighting. It is therefore considered that Dimes Place would be an appropriate means of primary access for the proposed development.

5.5.7 There is also a secondary means of access from Argyle Place, which would lead to the cycle parking. The secondary access is shared with 110-114 King Street directly to the south, and is under the same ownership.

5.5.8 An Active Travel Zone Assessment (ATZA), including a Nighttime assessment, was undertaken as part of the Transport Assessment (TA). The ATZA surveyed 4 routes to and from the site, including to the nearby public transport stops as well as local amenities and services. Through the assessment of all routes, in both day and nighttime surveys, the following possible improvements were identified:

- greater urban planting
- provision of formal and informal places to stop and rest
- new lines being painted to make pedestrians more aware of the crossing
- enhanced maintenance/provision of lighting along the routes

5.5.9 Based on this, as well as the fact that those who will be using the site will be accessing via active travel from the public transport stations, a financial contribution is secured via the legal agreement in support of Active Travel improvements to the area.

+ Trip Generation

5.5.10 The TRICS database has been consulted as part of the trip generation assessment for both the existing and the proposed development. As part of the assessment of the existing site, an appropriate use and site was selected within the parameters of an Office use within Greater London and with a PTAL of 6B. The database demonstrated that when applied to the existing site, the office use could generate in the order of 629 two-way movements across the course of a typical day, 89 of which would be in the AM peak (8am-9am) and 81 in the PM peak (5pm-6pm).

5.5.11 For the proposed use as an apart-hotel, the database was filtered to find appropriate sites in the 'hotel' use class, which demonstrated that the use could generate a total of 426 two-way trips by all modes across a typical day, including 22 in the AM peak (8am-9am) and 35 in the PM peak (5pm-6pm).

5.5.12 However, upon further review the applicant reflected that this was not a reflective assessment of the likely day to day operations of an 'apart-hotel', given that the proposed use would accommodate longer stay visits, which would result in a more dispersed arrival and departure profile of guests than for a traditional hotel, and therefore the characteristics of the apart-hotel offerings would result in an operational profile more akin to a residential development. As such a sensitivity assessment was prepared to reflect the likely operational characteristics.

5.5.13 The TRICS database was again used to establish the proposed trip generation based on a residential development. The results showed that the overall number of trips would be similar to the hotel (434 total two way, 45 in AM peak and 34 in PM peak), however the multi-modal breakdown showed that there would be a lower proportion of trips by taxi for the residential use.

5.5.14 In summary, the proposed development is likely to generate fewer overall trips than the approved office use, and in addition to this the majority of trips would be via public transport and active modes. It is therefore considered that the proposed development would not have a significant impact on the existing highway network.

+ Cycle Parking

5.5.15 The London Plan standards for hotel developments requires: 1 long-stay space per 20 bedrooms; and 1 short-stay space per 50 bedrooms, equating to need for 4 long stay and 2 short stay spaces for the proposed development. In this case, provision will be made for 18 cycle spaces within lockers/storage located in the central courtyard, accessed via Argyle Place. Given the nature of the use as an apart-hotel where residents would stay for longer periods of time in contrast to a traditional hotel, an over provision of cycle parking is welcomed. The size of the proposed storage appears to be capable of accommodating 18 cycles, however final details of the proposed cycle parking facilities including the means of enclosure/dimensions/design/manufacturers specifications/materials/means of security will be secured by a condition to ensure the final provision meets the quality standards set out in the London Plan and London Cycle Design Standards (LCDS).

+ Car Parking

5.5.16 Given the site's constraints and location in a PTAL of 6a, the proposed development would be car free, in line with both London Plan and Local Plan policies. There are two Disabled on street parking spaces on Cambridge Grove, within close distance of the site and on a clear and appropriate route. Notwithstanding this, those with blue badges would be able to make use of any surrounding CPZ bays in the area. As part of the Transport Assessment, a parking survey was undertaken in line with the Lambeth Methodology, which demonstrated that if the blue badge bays were occupied, there would likely be available capacity for those with blue badges to park in any other free CPZ bays in the immediate area. Furthermore, it has been demonstrated that there are ample step-free alternatives for those with disabilities to access the site, including step free access at Hammersmith Underground station and the multiple bus routes which frequent the site having step free access. Separately, prohibition of future staff and guests to obtain parking permits will remain to be secured through section 16 of the Greater London (General Powers) Act 1974.

+ Deliveries, Servicing & Waste Collection

5.5.17 The application is supported by a Delivery and Servicing Plan (D&SP). All deliveries and servicing visits associated with the development would be facilitated via the main reception entrance, accessed from Dimes Place. As Dimes Place is now pedestrianised without vehicle access, deliveries would be taken to the reception on foot.

5.5.18 Unlike conventional hotel models that cater to short-term guests and rely on frequent linen changes and food/beverage services, the proposed development would not require such provisions, owing to its on-site laundry facilities and the absence of any on-site restaurant or bar amenities.

5.5.19 A portion of deliveries, including those from online supermarkets and transit-type vehicles, would be accommodated via existing on-street loading bays. These activities are typically short in duration and are expected to be completed within the designated 20-minute loading time limit. It is also anticipated that several delivery and servicing trips would be consolidated with other local delivery routes (e.g. online retail deliveries). In such cases, the impact would be reflected in longer dwell times rather than an increase in the number of individual vehicle trips.

5.5.20 Takeaway and on-demand delivery services, which are anticipated to form a significant component of the aparthotel's servicing activity, are generally undertaken using smaller vehicles such as bicycles or motorcycles. Bicycles could access the site either via Dimes Place to the main entrance or via Argyle Place, and due to their short dwell times, would not require use of the on-street loading bays. Those on motorcycles would also be able to avail of other waiting restrictions such as single yellow lines in the area, should no space be available in the loading bays.

5.5.21 A detailed assessment was carried out on the two existing loading bays located on King Street and Cambridge Close to understand current usage patterns. This involved monitoring all activity types — including vehicle types and duration of stay — between 07:00 and 21:00 on Wednesday 22nd and Thursday 23rd January.

5.5.22 While the survey identified periods of full occupancy, these were brief and occurred only intermittently. The time-limited nature of the bays ensures turnover and availability throughout the day. Consequently, the findings demonstrate that the bays are not subject to sustained or intensive use that would prevent their continued functionality.

5.5.23 It is therefore considered that the existing loading infrastructure can comfortably accommodate the modest increase in delivery, servicing, and pick-up/drop-off activity associated with the proposed development, without adverse impact on local operations.

5.5.24 Notwithstanding the above, it is considered that the site's central location ensures that a wide range of amenities and services are readily accessible within walking distance. This high level of local provision is expected to reduce the reliance of future guests on online ordering for goods and services, thereby minimising associated delivery activity at the development. The D&SP also provides commitments that 'residents' / occupants will be informed and encouraged to use consolidation methods for deliveries i.e. the use of Amazon lockers or similar (residents would travel to nearest location on foot to pick up parcels). This is considered to be an additional measure to ensure that deliveries to the site would be kept to a minimum.

5.5.25 The detailed D&SP is to be secured by condition, as well as a monitoring fee by a legal agreement.

5.5.26 Refuse and recycling collections would be undertaken by a private waste operator, with vehicles utilising designated loading bays in accordance with pre-agreed operational arrangements. As a private waste operator will be used, it is likely that a vehicle smaller than a typical LBHF vehicle can be used and therefore will be able to make use of the on-street loading bays. Full details of the operator, including swept paths, will be required within the Detailed Waste Management plan to be secured by condition, together with associated monitoring fees secured by a legal agreement.

+ Travel Plan

5.5.27 A framework Travel Plan has been submitted, which is broadly acceptable at this stage. A legal agreement will secure the final version together with associated monitoring fees.

+ Building Phase

5.5.28 London Plan Policy T7 states Construction Logistics Plans will be required and should be developed in accordance with Transport for London guidance and in a way which reflects the scale and complexities of developments. London Plan Policy T7 Point K states the following 'during the construction phase of development, inclusive and safe access for people walking or cycling should be prioritised and maintained at all times'.

5.5.29 Local Plan Policy T7 states the council has a duty to ensure that the local road network, including its users and local neighbours are not adversely impacted by development, and a construction logistics plan will be required to help mitigate the impact on local parking and footways. Local Plan Policy T6 "Tier 2: London distributor roads" states development will not be permitted if it would prejudice the effectiveness of these roads to provide links to the strategic route network, provide access to and between town centres, and distribute traffic to and around, but not within, local areas.

5.5.30 The site is located on King Street which forms part of the Strategic Road Network (SRN). Cycleway 9 (also known as Safer Cycle Pathway 9) runs along King Street directly to the south of the site. The cycleway is a 3m wide two-way cycle path that accommodates a large number of cyclists each day.

5.5.31 Given the site constraints, the impacts to the surrounding transport network during the construction phase, including evidence that safe pedestrian and in particular cyclist access around the boundary of the site will be maintained throughout is a key consideration at this stage.

5.5.32 A draft Construction Logistics Plan (CLP) has been submitted in support of the application and reviewed by the Council's Highways Team and TfL. The CLP confirms that works will be limited to internal fit-out with minor external alterations to the elevations, and are expected to take approximately 20 weeks. Construction activities will utilise suspended loading and parking bays on King Street, and it is confirmed that Argyle Place will not be used for construction vehicle access.

5.5.33 The CLP is broadly acceptable, however a final detailed CLP will be required. The final CLP will need to include details in respect to parking suspensions; confirmation that there will be no closure or suspension of Cycleway 9 at any point during the construction period; mitigation to ensure the protection of vulnerable road users; and an appropriate strategy to move materials from the suspended bays to the site.

5.5.34 A final Construction Logistics Plan (CLP) will be secured by condition, with associated monitoring fees secured through a legal agreement. An informative will also highlight the advice recommended by TfL as set out in para.3.8 of this report. On this basis the building phase would not prejudice the effectiveness of King Street which forms part of the SRN, and safe pedestrian and cyclist access around the boundary of the site will be maintained, in accordance with London Plan Policy T7 and Local Plan Policies T6 and T7.

5.6 FLOOD RISK AND SUDS

5.6.1 London Plan Policy SI 12 states that development proposals should ensure that flood risk is minimised and mitigated, and that residual risk is addressed. Policy SI 13 sets out the same requirement and additionally states that proposals for impermeable paving should be refused and that drainage should be designed and implemented to address water efficiency, water quality, biodiversity and recreation.

5.6.2 Local Plan Policy CC2 requires major developments to implement sustainable design and construction measures, including making the most efficient use of water. Local Plan Policy CC3 requires that new development is required to reduce the use of water and to minimise current and future flood risk. This is supported by Policy CC4 which seeks that developments manage surface water run-off and requires all major developments to implement SuDS and to provide a sustainable drainage strategy.

5.6.3 This site is in the Environment Agency's Flood Zone 3. As required, a Flood Risk Assessment (FRA) has been provided with the application. The current proposed change of use to an apart-hotel creates a more vulnerable use on the site compared to the permitted office use which is less vulnerable.

5.6.4 The proposals would retain the building in its existing form, and the Flood Risk Assessment confirms that the flood-mitigation measures secured under the previous permission would be maintained and, following further consultation with the Environment Agency, enhanced.

5.6.5 During the course of the application the FRA has been revised in consultation with the Environment Agency. Flood resilience and resistance measures will be incorporated - provision of a permanent, fixed barrier will be in place at or above the modelled tidal breach flood level - to prevent floodwater entering any sleeping accommodation below the modelled breach flood level. The fixed barrier will be formed of a combination of raised floor levels, ramps, steps, and other measures. In addition, all windows where the cill is lower than the breach level will be closed up with blockwork to at least the breach flood level and waterproofed. Measures will also be included at basement level and access from both basement and ground floor areas is provided to the upper floors so that there is access to these levels if occupants need to take refuge during a flood. The existing office was built with sewer surcharge protection included to help minimise risks from internal sewer flooding which will be retained as will the structural water-proofing measures at this level which help prevent ingress of groundwater. The FRA also recommends that the site owners and operators should develop an emergency flood plan for use in the event of a flood emergency. The FRA in this respect is acceptable, and is therefore secured by a condition.

5.6.6 With regards to managing surface water, the existing sustainable drainage systems such as water butts, green roofs, permeable paving and attenuation tanks with control restrictions to limit discharges to the public sewer network will all remain in place. There is no objection to this.

5.6.7 It is noted the foul water flow figures will need updating due to the change of use which would impact on water consumption. With regards to this issue it is the applicant's preference to provide further details on this element of the proposal at detailed design stage. A condition is attached accordingly.

5.6.8 Subject to conditions no objection would be raised under London Plan Policies SI 12 and SI 13 or Local Plan Policies CC3 and CC4 on sustainable drainage and flooding grounds.

5.7 ENERGY AND SUSTAINABILITY

5.7.1 London Plan Policy SI 2 seeks to extend the extant requirement on residential development to non-residential development to meet zero carbon targets. It maintains the expectation that a minimum reduction of 35% beyond Building Regulations to be met on site (10% or 15% of which should be achieved through energy efficiency for residential development, and non-residential development). Where it is clearly demonstrated that the zero-carbon target cannot be met on site, the shortfall should be provided through a cash in lieu contribution to the borough's carbon offset fund, or off-site provided an alternative proposal has been identified and delivery is certain.

5.7.2 London Plan Policy SI 4 seeks to minimise internal heat gain and the impacts of urban heat island effect through design, layout, orientation and materials. An energy strategy should demonstrate how development proposals will reduce potential for overheating and reliance on air conditioning systems in accordance with a hierarchy that

prioritises the minimisation of internal heat generation through energy efficient design and reductions to the amount of heat entering a building.

5.7.3 Local Plan Policy CC1 requires major development applications to include an Energy Assessment which demonstrates how the scheme will implement energy conservation measures by implementing the London Plan sustainable energy policies and meeting associated CO2 reduction target and demonstrating that a series of measures have been taken to reduce the expected energy demand and CO2 emissions. It requires the use of on-site energy generation to further reduce CO2 emissions where feasible. Policy CC2 seeks to ensure the implementation of sustainable design and construction measures by implementing the London Plan sustainable design and construction policies. The Policy requires all major development applications to provide this information in a Sustainability Statement (or equivalent assessment such as BREEAM). These are supported by Key Principles set out in the Energy and Sustainable Design Construction Chapters of the Planning Guidance SPD.

5.7.4 No extensions are planned, so in respect to energy and sustainability matters, there are no new build elements, just the retrofitting of the hotel fittings etc in order to convert the building to the new apart-hotel use.

5.7.5 Although the building is fairly recent, the office building was built to comply with the Building Regulations and London Plan carbon reduction and sustainability requirements that were in place at the time that development was permitted and built. New requirements are now in place although as explained in the new Energy Assessment, the nature of the proposals will limit the opportunities to make certain improvements to the building and, as a relatively recent new build, the existing building already performs well in terms of its energy efficiency and carbon reduction. However, it is noted that some scope has been identified to make improvements to the airtightness performance of the buildings and to reduce energy use from the lighting arrangements and also by optimising the site's heating and cooling systems. The existing building already has roof mounted solar PV panels which will be retained, and the building will add Heat Pumps to provide heating, cooling and hot-water. Overall, the additional measures will help reduce carbon emissions by 68.82%, 24% of which is provided by energy efficiency improvements. The London Plan's carbon reduction targets are therefore met (10% target for energy efficiency related reductions and 35% overall). In order to achieve net zero carbon an offset payment will be secured by a legal agreement. The applicant has requested that a revised Energy Statement be secured by condition, enabling further investigation of sustainability measures during the detailed design stage, with the aim of reducing the anticipated carbon offset payment. On this basis the carbon reduction performance is considered to be acceptable and there is no objection to the proposals in this respect.

5.7.6 On wider sustainability issues, the current building has recently been issued with a BREEAM certificate confirming it has achieved the "Excellent" rating (approved under ref. 2025/02704/DET in respect to the discharge of Condition 44 of the Extant Permission).

5.7.7 Subject to the condition/obligations recommended above, the proposals comply with London Plan Policies SI 2 and SI 4, and Local Plan Policies CC1 and CC2.

5.8 AIR QUALITY

5.8.1 NPPF (2024) Paragraph 199 relates to air quality, and states planning decisions should ensure that any new development in Air Quality Management Areas (AQMA) is consistent with the local air quality action plan. The council's Air Quality Action Plan 2025-2030 was approved and adopted by the council on the 16th of December 2024.

5.8.2 London Plan Policy SI 1 states that development proposals should not lead to deterioration of existing poor air quality, create any new areas that exceed air quality limits or create unacceptable risk of high levels of exposure to poor air quality.

5.8.3 Local Plan Policies CC1 and CC10 seek to reduce levels of local air pollution and improve air quality in line with the national air quality objectives by reducing the potential adverse air quality impacts of new developments, requiring the submission of an air quality assessment and mitigation measures where appropriate. These are supported by Planning Guidance SPD Key Principles AQ1 to AQ5, and the council's Air Quality Action Plan.

5.8.4 The whole borough is designated as an Air Quality Management Area (AQMA) and the development site is in an area of existing poor air quality that exceeds the annual mean council 2030 Air Quality targets for Nitrogen Dioxide (NO₂), and Particulate Matter (PM_{2.5} and PM₁₀). The development will introduce new residential receptors into an area of poor air quality. The construction and operational phases of the development also have the potential to contribute to a worsening of local air quality, unless appropriate steps are taken to prevent it. Accordingly, the Council's Air Quality officer has requested several conditions to capture further mitigation measures.

5.8.5 Subject to conditions, no objection would be raised under London Plan Policy SI 1, and Local Plan Policies CC1 and CC10, and the council's Air Quality Action Plan on air quality grounds.

5.9 ECOLOGY AND BIODIVERSITY

5.9.1 London Plan Policy G5 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'.

5.9.2 Local Plan Policies OS1 and OS5 seek 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.

5.9.3 London Plan Policy GG2 Making the best use of land (G) requires developments to aim to secure net biodiversity gains where possible. Likewise, Local Plan Policy G6 Access to nature (D) states that development proposals should manage impacts on biodiversity and aim to secure net biodiversity gain.

5.9.4 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.

5.9.5 The proposed scheme would be exempt from BNG requirements as there are to be no changes to the exterior landscaping. The maintenance of the existing green roofs is secured by condition, in accordance with London Plan Policies GG2, G5 and G6 and Local Plan Policies OS1 and OS5.

5.10 LAND CONTAMINATION

5.10.1 Local Plan Policy CC9 states that the Council will support the remediation of contaminated land and that it will take measures to minimise the potential harm of contaminated sites and ensure that mitigation measures are put in place. The Policy requires applicants to carry out site assessment and submit a report of findings on sites where contamination is known to be present, to establish the nature and extent of contamination.

5.10.2 Potentially contaminative land uses (past or present) have been identified at, and or, near to this site, and the proposal would introduce uses that are vulnerable to potential contamination. Under the Extant Permission for the offices, a Preliminary Risk Assessment (c.10) and Site Investigation Scheme (c.11) were discharged under 2020/03165/DET & 2021/00328/DET. On this basis, to ensure that no unacceptable risks are caused to humans, controlled waters, or the wider environment during and following the development works conditions will be attached covering the remediation and long-term monitoring of contaminated land.

5.10.3 Subject to the conditions recommended above, no objection would be raised under Local Plan Policy CC9 on land contamination grounds.

6.0 PLANNING OBLIGATIONS / COMMUNITY INFRASTRUCTURE LEVY (CIL)

+ Mayoral and Local CIL

6.1 The proposal is not liable for CIL payments due to there being no additional floorspace.

+ S106 Heads of Terms

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

6.3 London Plan Policy DF1 (Delivery of the Plan and Planning Obligations) states that: "Development proposals should provide the infrastructure and meet the other relevant policy requirements necessary to ensure that they are sustainable and to support delivery of the Plan."

6.4 Local Plan Policy INFRA1 (Planning Contributions and Infrastructure Planning) advises that 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 (CIL) and Section 106 Agreements (s106).

6.5 The planning obligations set out in the heads of terms below are considered necessary to make the development acceptable in planning terms, they are related to the development and fairly and reasonable in scale and kind to the development. A Section 106 agreement is therefore required to ensure the proposal is in accordance with the statutory development plan and to secure the necessary infrastructure to mitigate the needs of the Proposed Development.

6.6 In view of the fact the Section 106 agreement will be the subject of extended negotiations, officers consider that circumstances may arise which may result in the need to make minor modifications to the conditions and obligations (which may include the variation, addition, or deletion). Accordingly, the second recommendation has been drafted to authorise the Director of Planning and Property, after consultation with the Assistant Director Legal Services and the Chair of the Planning and Development Control Committee, to authorise the changes they consider necessary and appropriate, within the scope of such delegated authority.

6.7 The Applicant is expected to agree to enter into a legal agreement with the Council to which would include the following site-specific items (i.e. items which are not on the CIL r123 list):

- 1) Community Safety and Public Realm Improvements - financial contribution of £301,000
- 2) Employment and Skills/ Local Procurement comprising:
 - a) A financial contribution of £24,375 to support delivery of the Council's Industrial Strategy "Upstream London", including to support employment, skills and local procurement activities.
 - b) At least 10% of the total number of people employed during the development are local (H&F) residents, including:
 - a. 3 paid work experience placements lasting at least 6 months
 - b. 3 unpaid work experience placements for local (H&F) residents and students of local (H&F) schools lasting at least 4 weeks
 - c) At least 20% of the total number of people employed in the end use of the development are local (H&F) residents.
 - d) 10% of the build/fit out cost to be spent on businesses based in H&F in the supply chain of the development.
 - e) A commitment to sign up to the Council's Upstream Pathway Bond, a broad menu of opportunities to help businesses play a meaningful role in supporting the local community in which they operate - and to encouraging end-users of the development to do so.
 - f) None of these contributions are double counted with any social value contributions committed by a procured developer as part of the procurement process
 - g) The developer reports evidence to the Council of any of these outputs delivered on a quarterly basis.
- 3) Energy and Sustainability - Payment of the Carbon Offset Payment in Lieu (£155,313) to offset CO2 emissions (calculated in accordance with the Council's Local Carbon Pricing Mechanism) - subject to review dependent upon the

provision of an updated energy statement upon practical completion (secured by condition).

- 4) Hotel Use- Clauses in S106 to Not to permit any Occupation of any Hotel Room by an Occupier as the sole or main residence, or for more than 90 consecutive days, and to provide to the Council on request written reports detailing the number of people that have stayed at the hotel and the length of their stay.
- 5) Operational Management Plan (OMP) - contribution of £3,000 on first submission and then on the anniversary of submission at yr 1, 3 and 5 towards monitoring of the OMP (secured by condition).
- 6) Construction Logistics Plan (CLP) - contribution of £3,000 per year until completion of construction towards monitoring of CLP (secured by condition).
- 7) Delivery and Servicing Plan (DSP) - contribution of £3,000 on first submission and then on the anniversary of submission at yr 1, 3 and 5 towards monitoring of the DSP and associated delivery/servicing activities at the site (secured by condition).
- 8) Waste Management Plan (WMP) - contribution of £3,000 on first submission and then on the anniversary of submission at yr 1, 3 and 5 towards monitoring of the DSP and associated delivery/servicing activities at the site (secured by condition).
- 9) Travel Plan - submission and implementation; and a contribution of £3,000 on first submission and then on the anniversary of submission at yr 1, 3 and 5 towards Travel Plan monitoring.
- 10) Visitor and Business Car Parking Permit Free - To prohibit any occupiers, visitors or staff associated with the care home, other than Blue Badge Holders, from obtaining a parking permit, under Section 16 of the Greater London Council (General Powers) Act 1974.
- 11) S278 works to include indicative works as identified in ATZA.
- 12) Prior to Occupation, to have entered into a Section 278 agreement to deliver the agreed Highway Works necessitated by this Development, at the Developer's cost.
- 13) Not to Occupy the Development until the agreed Highways Works, forming the S278 Agreement, have had the Final Payment required by the Section 106 Agreement paid in full.
- 14) A commitment to meet the costs of the Council's associated legal fees.

7.0 CONCLUSION

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

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

7.3 In summary, the loss of the existing employment use has been justified. The proposals would enhance London's visitor economy, and promote uses that will further diversify the mix of uses and support the vitality and viability of the Hammersmith Town Centre and Hammersmith Regeneration Area, as well as providing economic and social regeneration benefits to LBHF. The proposal is acceptable in visual terms and is considered to be of a good quality of design which would not adversely impact upon the setting of the nearby heritage assets. Subject to conditions/planning obligations the proposal would not result in unacceptable impacts upon the amenities of neighbouring residential properties. Highways, transportation and environmental matters including energy and sustainability, flood risk, air quality and land contamination have also been satisfactorily addressed and will be subject to conditions/planning obligations. In these respects, the proposals comply with the relevant policies of the NPPF (2024), the London Plan (2021), the Local Plan (2018) and the relevant Key Principles within the Planning Guidance Supplementary Planning Document (2018).

7.4 Officers have taken account of all the representations received and in overall conclusion for the reasons detailed in this report it is considered, having regard to the development plan as a whole and all other material considerations, that planning permission should be granted subject to the conditions listed, and the completion of a s106 agreement.

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

8.0 RECOMMENDATION

8.1 The application is therefore recommended for approval, subject to conditions and the completion of a legal agreement.